



MATCHPOINT™ ANALYTICS

An Actionable Audience Definition Analysis



INSIDE THE REPORT

01.

**Objectives of
Research**

02.

**Key Findings
of Analysis**

03.

**Top Personas
to Target**

04.

**Persona
Profiles**

Still to Come

- ✓ Marketing & Messaging Recommendations
- ✓ Top Geographies & Zip Codes



01.

APPROACH & OBJECTIVE

APPROACH AND OBJECTIVE

A report that removes the guesswork from your decisions



PROFILE

Build a mathematical model, a profile, or your existing visitors.



ACTIONABLE INFORMATION

Leverage that model to provide you with a wealth of actionable information about how to target your best prospective visitors.

- Defined personal types
- Geo targets
- Marketing and media behaviors
- Messaging affinity



TARGET MARKETING

Develop better, more targeted fact-based and data-driven marketing campaigns built on proven database research techniques.



02.

KEY FINDINGS

MEET YOUR TOP 4 PERSONAS



Exurban Executive Families Family

Demographic: Located in elite suburbs/exurbs, these households are headed by the 40 to 55-something “Soccer Moms & Dads.” Most of these families have pre-teen to older teenaged-aged children and their activities are typically geared toward their children or something family-friendly.

Avg. HH Income: \$159,600

Index: 287



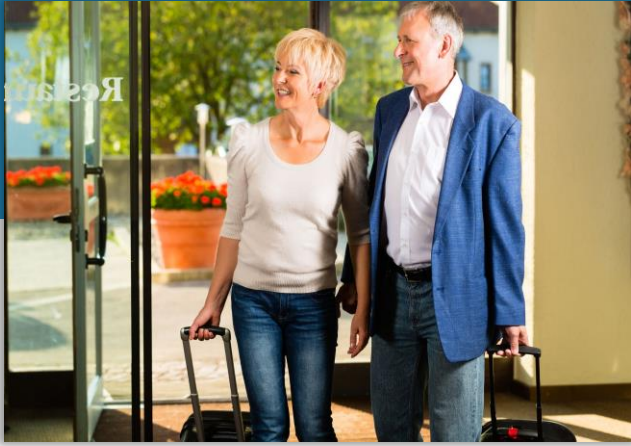
Young Uptown Urbanites Young

Demographic: Young Uptown Urbanites are ethnically diverse singles and couples between the ages of 25-45 that are mostly childless. They are well-to-do, but most residents are still renting apartments and condos in cities or metro neighborhoods.

Avg. HH Income: \$128,073

Index: 248

MEET YOUR TOP 4 PERSONAS



Affluent Suburban Nesters

Mature

Demographic: Affluent Suburban Nesters are typically couples over 55 living a comfortable empty-nest lifestyle. They are enjoying the fruits of their success, including belonging to country clubs, maintaining healthy investment portfolios, and spending free time on leisure activities, and with family and friends.

Avg. HH Income: \$146,500

Index: 233



All-American Matures

Mature

Demographic: All-American Matures earn their name because they living the classic “American Dream” tale of working hard and playing hard. They have saved more of their lives, mostly empty-nested and beginning their retirement enjoying traveling and socializing. They have traditional values and live in more rural and second city areas.

Avg. HH Income: \$94,300

Index: 218

Top Line Observations

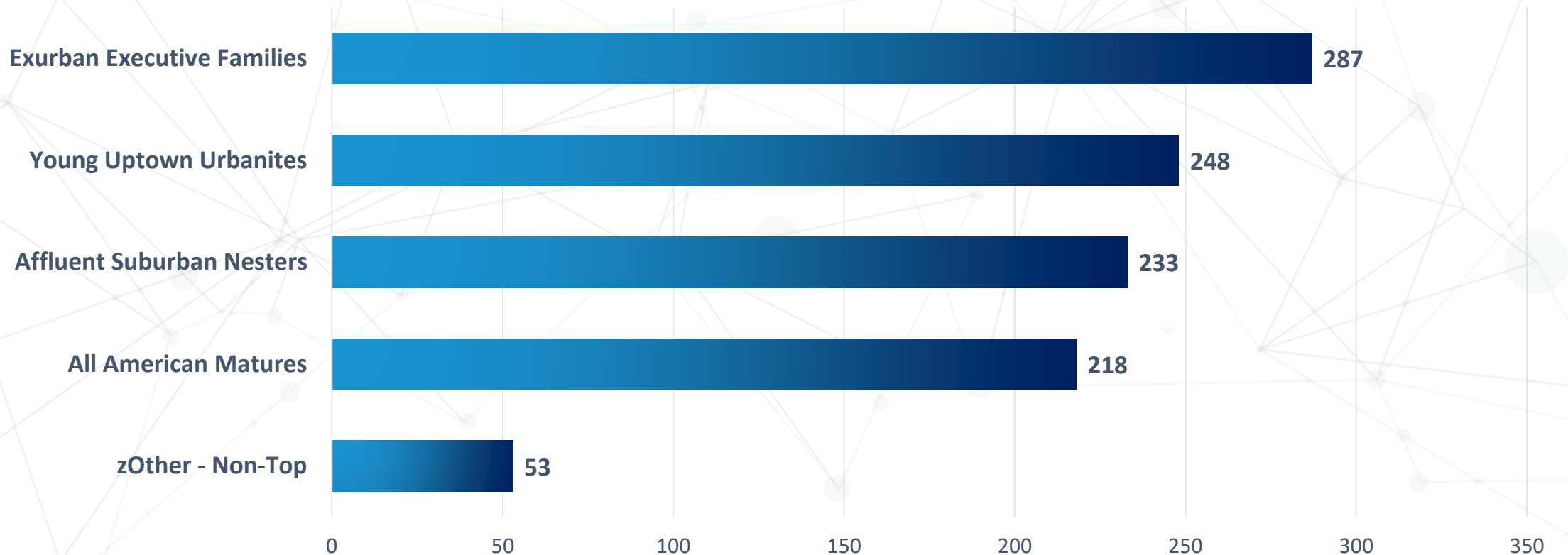
compared to 2016 report

1. **More Matures:** 2016 was 2 young and 2 family personas
2. **The Top 4 Markets:** Are the same, however some of the percentages have changed.
 1. Down is: DFW, Austin, San Antonio
 2. Up is: Out-of-state such as: Denver, LA, Shreveport, Lafayette
 3. 2016 = 71% of visitors were from Texas' top 4 markets. 2022 = 67%
3. **Affluence is Still Prevalent:** Even more now. May seem obvious, but it's not. MindEcology has done this study for over 30 Texas towns. Very few have the affluence across the board that Fredericksburg does.
4. **Shift in some Geography:** 2016 = 57% of visitors were within 200 miles. (2022) = only 51% of visitors are within 200 miles. 2016 = 29% were 100 to 200 miles away / 2022 = 25% are from 100 to 200 miles away.

Up is 500+ miles: In 2016, 500+ miles was negligible. In 2022, 500+ miles accounts for 12% of overnight visitors

KEY FINDINGS

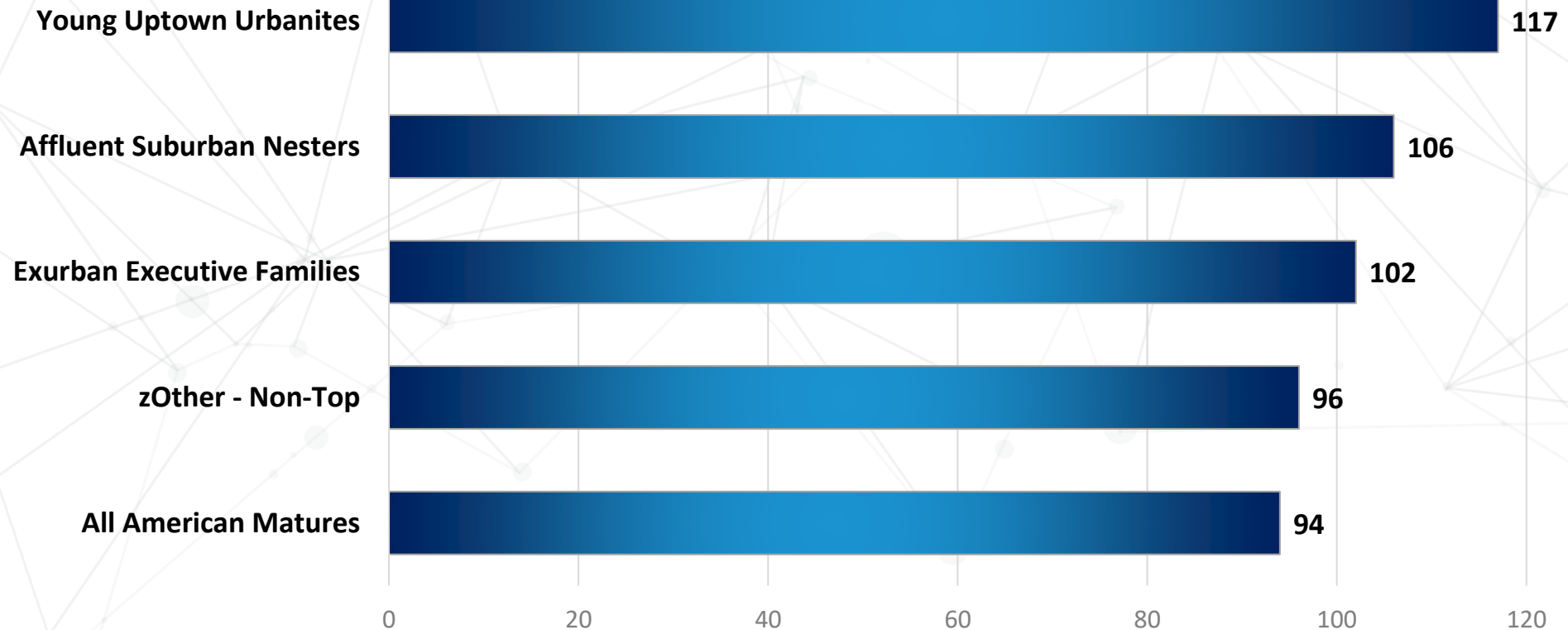
Conversion Index by Persona



Exurban Executive Families are 2.87 times as likely to stay in Fredericksburg as the average household

KEY FINDINGS

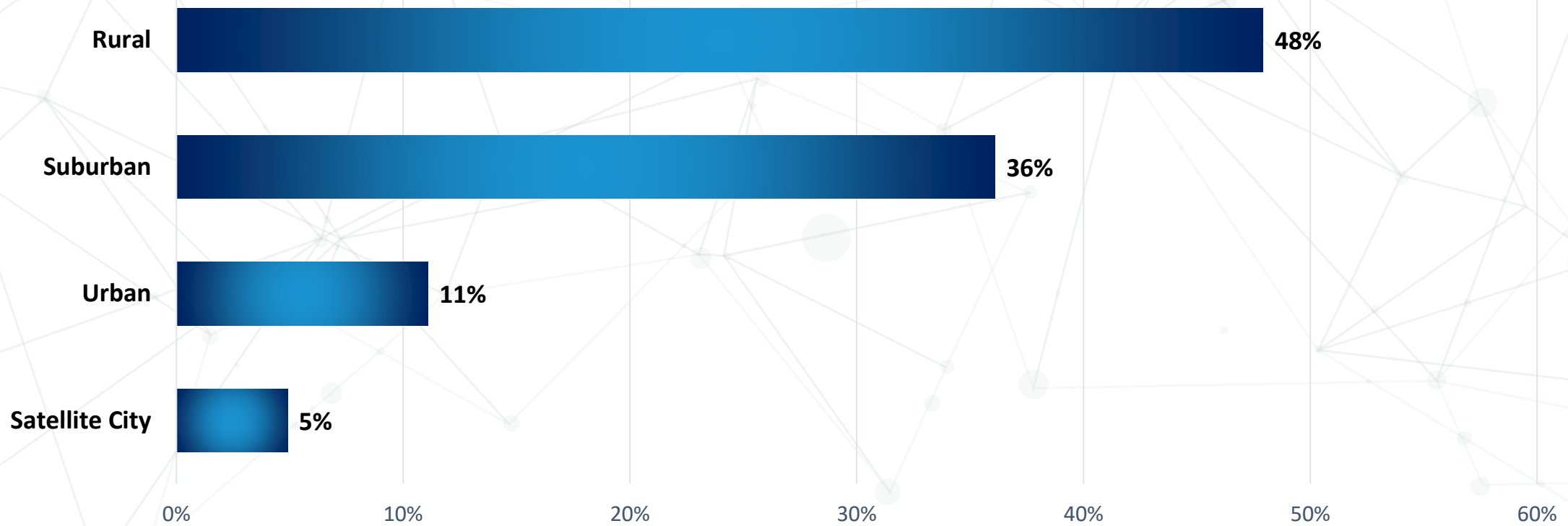
Revenue per Visitor Index by Persona



Young Uptown Urbanites spend 1.17 times the average household on lodging in Fredericksburg
Affluent Suburban Nesters spend 1.06 times the average household on lodging in Fredericksburg

KEY FINDINGS

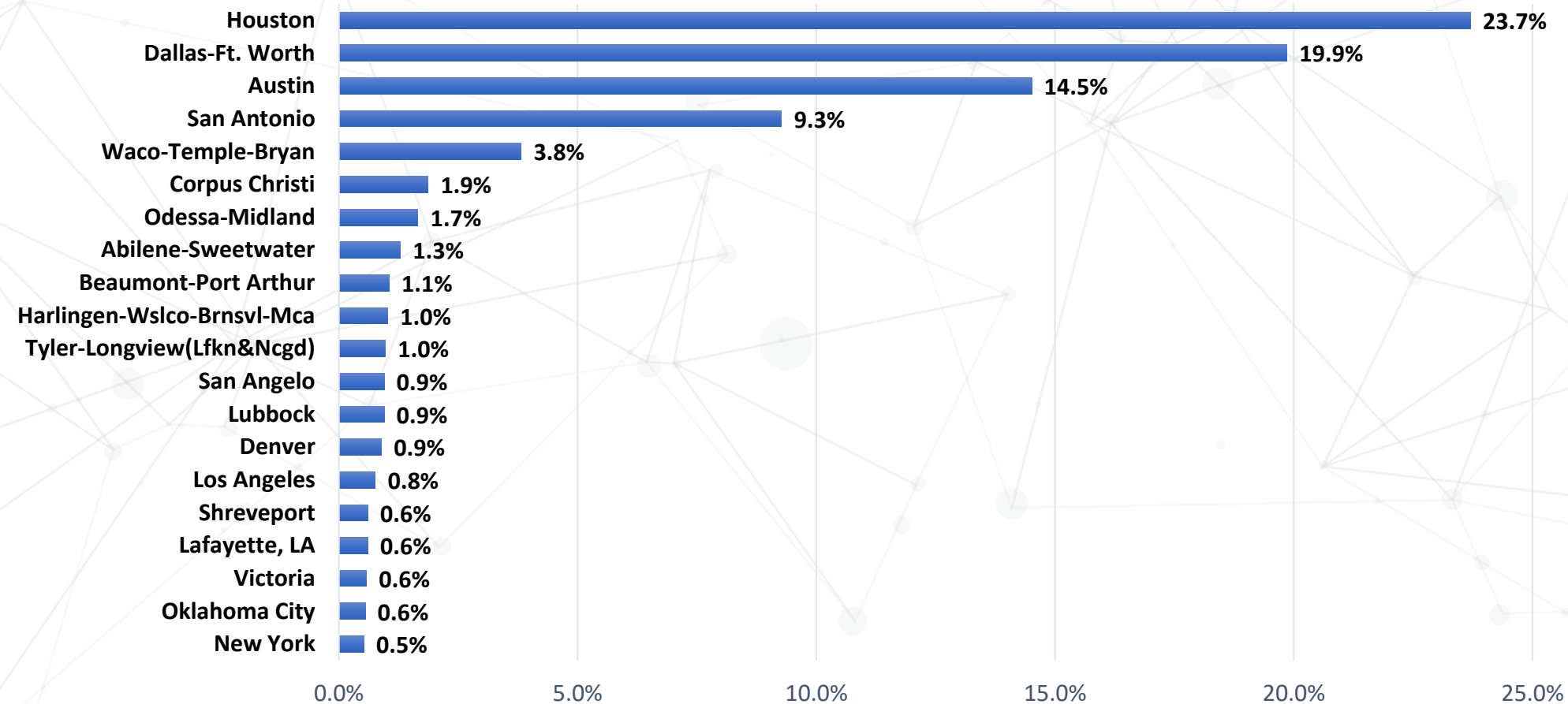
Top Persona Composition by Geodensity



48% of Fredericksburg top lodging personas are Rural

KEY FINDINGS

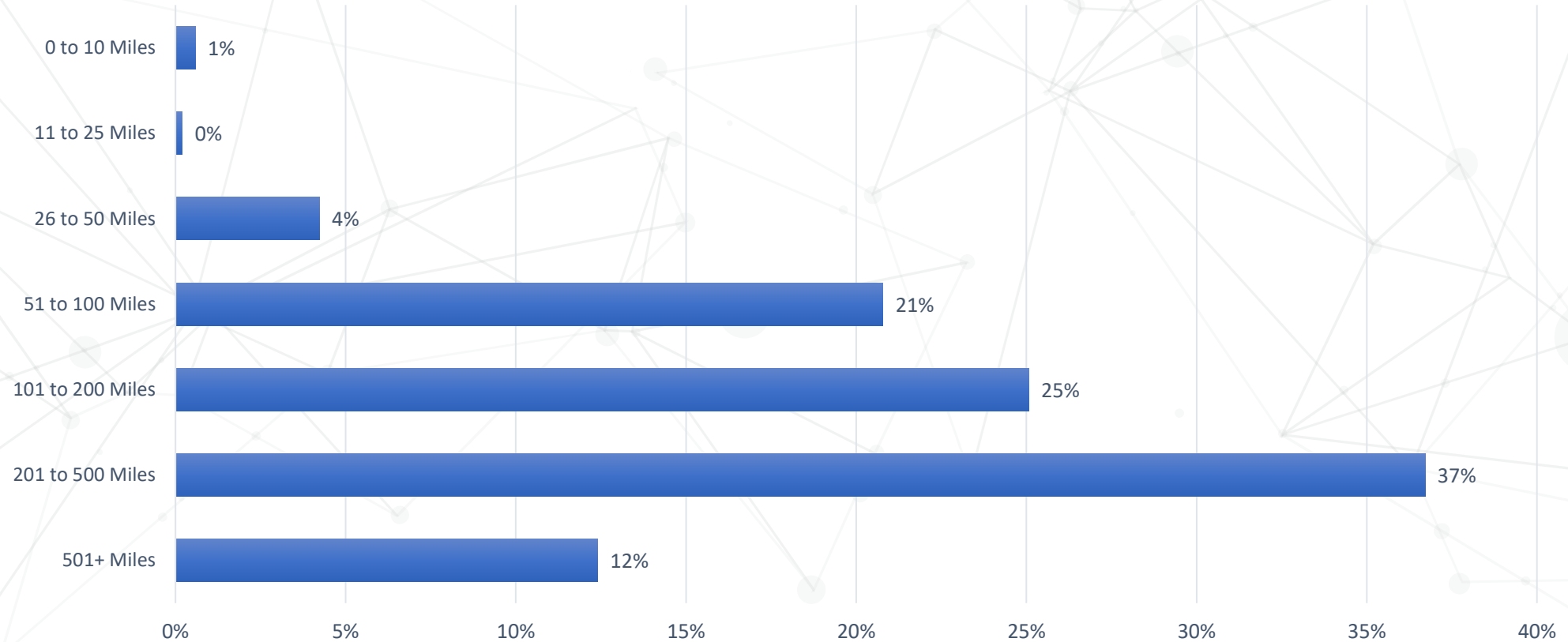
Historical Visitor Composition by DMA



24% of Fredericksburg lodging guests come from Houston, while 20% come from Dallas-Ft. Worth

KEY FINDINGS

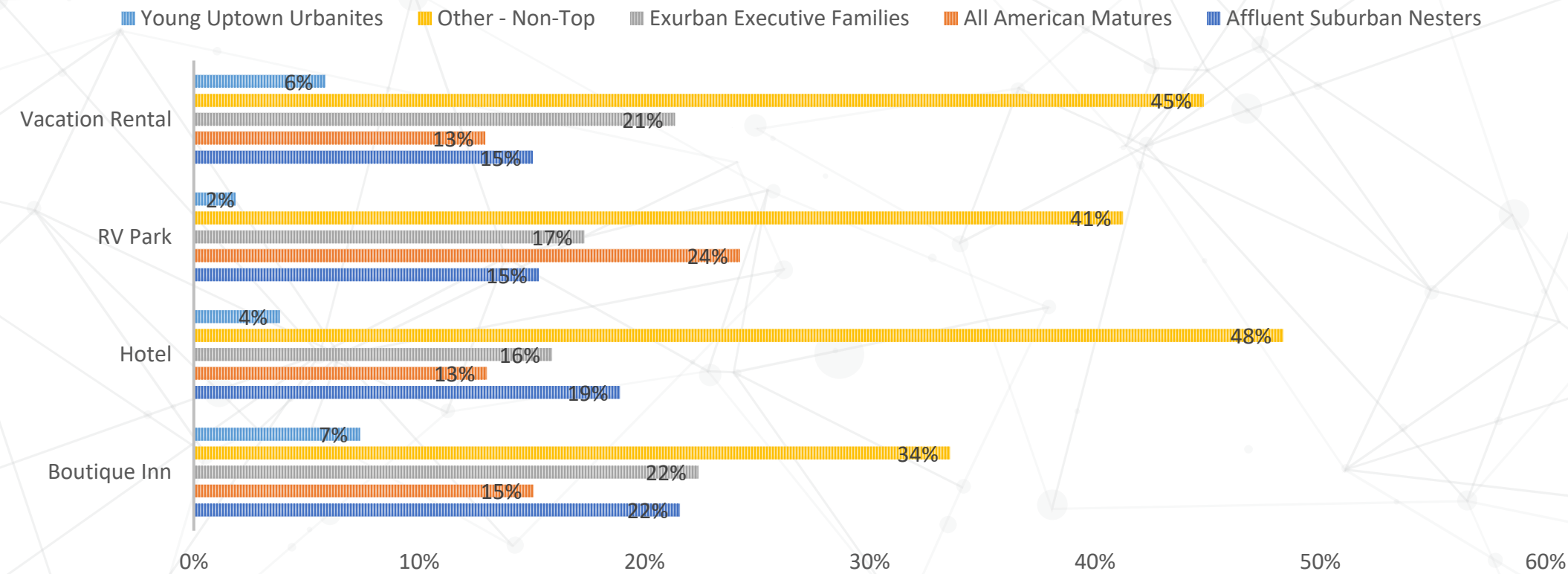
Visitors Composition by Distance Range



74% of visitors live over 100 miles from Fredericksburg

KEY FINDINGS

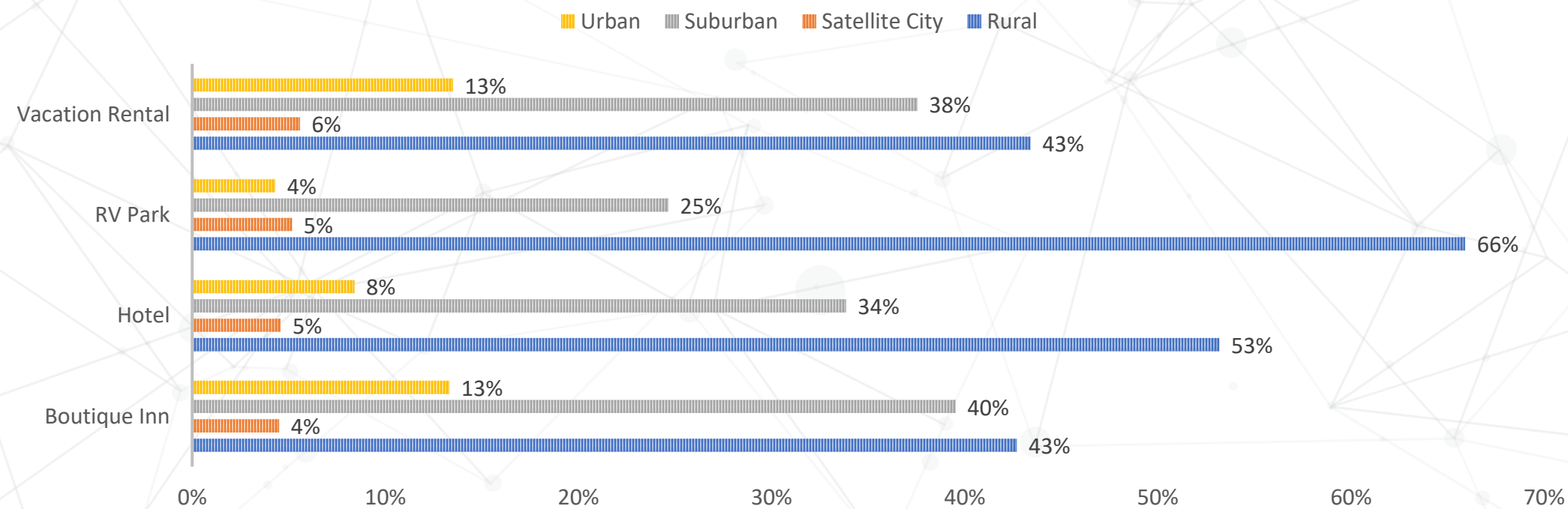
PERSONA COMPOSITION COMPARISON BY LODGING TYPE



Boutique Inns over-index for Affluent Suburban Nesters Exurban Executive Families, and Young Uptown Urbanites
Hotels over-index for Affluent Suburban Nesters and Other - Non-Top
RV Parks over-index for All American Matures
Vacation Rentals over-index for Exurban Executive Families, Young Uptown Urbanities and Other - Non-Top

KEY FINDINGS

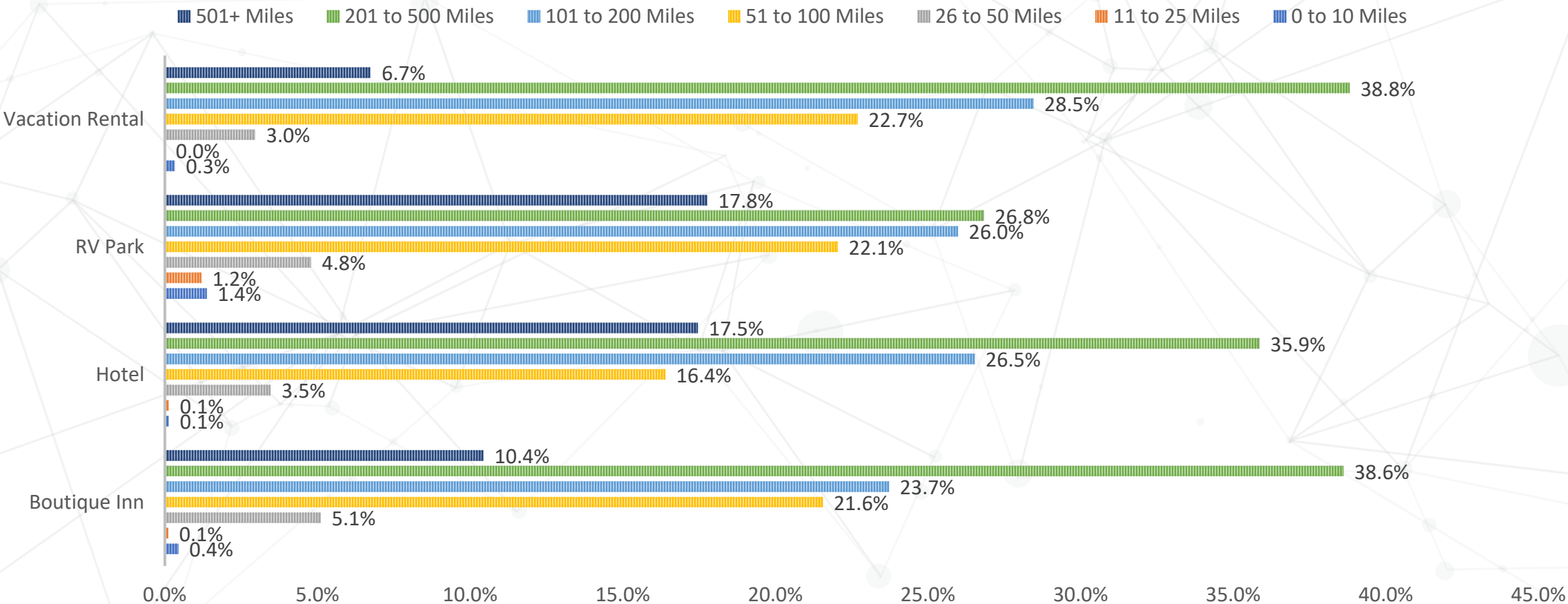
GEO DENSITY COMPOSITION (TOP PERSONAS BY LODGING TYPE)



- Boutique Inns** over-index for Suburban and Urban
- Hotels** over-index for Rural
- RV Park** over-index for Rural and Satellite City
- Vacation Rentals** over-index for Urban, Suburban and Satellite City

KEY FINDINGS

DISTANCE RANGE COMPOSITION BY LODGING TYPE



- Boutique Inns** over-index for 201 to 500 miles
- Hotels** over-index for 501+ miles
- RV Parks** over-index for 51 to 100 miles and 501+ miles
- Vacation Rentals** over-index for 51 to 500 miles

The background features a complex network diagram with numerous nodes (circles of varying sizes) connected by thin white lines. The nodes are distributed across the frame, with some clusters and many isolated connections. The overall color scheme is a gradient of teal and blue.

03.

TOP PERSONAS

Exurban Executive Families

Conversion Index: 287



MEET THE EXURBAN EXECUTIVE FAMILIES

Description:

Exurban Executive Families contain the wealthiest families, mostly college-educated, white-collar early years Gen X adults living in sprawling homes beyond in the elite suburbs. These large family segments are filled with upscale professionals who have six-figure incomes, post-graduate degrees, large single-family homes, and managerial and professional occupations.

Exurban Executive Families have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games, and top-of-the-line sporting equipment. The adults are also a prime audience for print media, expensive cars and clothes, frequent vacations, often take children to theme parks as well as European destinations.

Avg. HH Income: \$159,600

Lifestage: Family

Top Media Strategy: Internet/Social, Magazine, Newspaper, Radio

Likely to Be A Customer: 2.87 times more likely to be a visitor



EXURBAN EXECUTIVE FAMILIES



Key Demographics:

Structure: Family

Average HH Income: \$159,600

Media Trusted:

Internet/Social (138)

Magazine (117)

Newspaper (108)

Radio (106)



Television

- World cup qualifier USA
- NHL Stanley cup
- NCAA basketball Championship
- Ryder cup
- Masters golf tourn. Sat.
- Big 12 football championship game
- Home run derby
- Outermix
- College world series
- Cotton Bowl
- Macys Thanksgiving Parade
- French Open Tennis
- College Gameday



Sports & Leisure

- Sports/teams - follow on twitter -local team
- Events attended past 12 months (net) Big 12 sports
- Sports/teams - follow on Facebook/Instagram
- Events attended past 12 months double-a (AA) minor league baseball
- Events attended past 12 months national hockey league (NHL)
- Events attended past 12 months Big 12 basketball
- Events attended past 12 months - college basketball
- Activities past 12 months - Golf
- Activities past 12 months Tennis



Psychographics

- I consider my work to be a career, not just a job
- I am interested in watching video clips on my cell phone-
- I think of my cell phone as a source of entertainment
- Use social network to stay connected with family/friends
- Use social network to meet or network with professional contacts-important
- Use social network to reconnect with people from my past-important
- Internet gives me good ideas
- Text messaging is an important part of my daily life
- Use social network to find info about news/other current events-important
- Technology helps make my life more organized
- Like to compare sites prices before purchasing online
- Typically Read Online Reviews Before Purchasing Online



Radio

- Radio format profiles - mainstream rock
- Sports listened to on radio past 12 months- NFL
- Sports listened to on radio past 12 months College basketball - men's
- Sports listened to on radio past 12 months - MLB
- Online radio/music sites visited/apps used past 7 days Spotify
- Radio format profiles - New Country
- Radio format profiles - Alternative
- Radio networks CBS Local Sports
- Listened past week Satellite radio
- Radio format profile - Hot AC
- Radio networks CBS Country
- Radio networks iHeartMedia Christian Radio
- Radio format profiles - All Sports



Print & Website

- Visited Consumer Reports website
- Visited Wired website
- Visited Wall Street Journal website
- Visited Sports Illustrated website
- Visited Cooking Light website
- Visited USA Today website
- Visited Money website
- Read Any Magazine on an e-reader or table
- Read Any Magazine on a laptop or desktop
- Read Any Newspaper (electronic edition)
- Saw Alternative Ads at sports or entertainment events
- Visited National Geographic Traveler website
- Saw Alternative Ads on postcards
- Visited People website
- Saw Alternative Ads on Billboards

EXURBAN EXECUTIVE FAMILIES

Todd and Jennifer run a successful home remodeling company in Dallas. Now in their late 40s, they have paid their dues in building their company. In fact, now they frequently make it a point to take more leisure time for themselves and their two kids.

Road trips are a favorite pastime of the entire family. They view their car as a mobile office, and one of them is usually taking calls and conducting business from the passenger seat when on the road.

The couple do research into their next travel destination via Google, but they also get inspired by travel magazines and friends' social media posts. Of course, all of their leisure activities get promptly posted to Facebook for friends and family to see.



Young Uptown Urbanites

Conversion Index: 248



MEET THE YOUNG UPTOWN URBANITES

Description:

Young Uptown Urbanites are childless singles and couples in their twenties and thirties. This group is home to many college-educated residents who make six-figure incomes at executive and professional jobs. Young Uptown Urbanites is diverse in terms of housing styles and background. These residents share an upscale urban perspective that's reflected in their shopping behaviors and activities.

Young Urban Uptown consumers tend to frequent the arts, shop at exclusive retailers, drive luxury imports, travel abroad, and spend heavily on computer and wireless technology. They are big fans of the latest technology, financial products, and aerobic exercise.

Avg. HH Income: \$128,073

Lifestage: Young

Top Media Strategy: Social Media, Digital News, Streaming Radio

Likely to Be A Customer: 2.48 times more likely to be a visitor



YOUNG UPTOWN URBANITES



Key Demographics:

Structure: Young

Av HH Income: \$128,073

Media Trusted:

Digital News (124)

Internet/Social (115)

Streaming Radio (111)



Television

- World Cup Qualifier USA
- MLB Wild Card
- Tennis: Us Open
- NHL Finals
- NCAA Basketball Championship
- Golden Globe Awards
- New Years Eve Live
- Tony Awards
- Primetime Emmy Awards
- MLB Division Series
- Estrella
- The Oscars
- CNN



Sports & Leisure

- Events attended past 12 months Big-12 sports
- Events attended past 12 months - (MLS)
- Amount HHLD contributed to public radio past 12 months (HHLD) \$100 or more
- No. of National Hockey League (NHL) games
- Events attended past 12 months (net) Bowl games
- Attends Major League Baseball (MLB) games attended past 12 months 3 - 9 games
- Events attended/places visited - Art museum
- Events attended past 12 months - PGA TOUR
- Sports/teams - follow on Instagram



Psychographics

- Newspapers give me good ideas
- I regularly read financial news or financial publications
- Use social media to network with professional contacts
- I regularly eat organic foods
- I'm willing to spend more for a quality bottle of wine
- I am very interested in the fine arts
- Radio is a good source of learning
- Concerned about environment
- I typically drink wine with dinner
- I like to learn about foreign cultures
- I often use natural or organic beauty products
- Magazines keep me informed/up to date-
- Magazines put me in a good mood- agree
- I am typically willing to pay more for high-quality items
- Rather book a trip over the internet than travel agent



Radio

- Radio format profiles All News
- Radio networks CBS News, News/Talk
- Radio format profiles Jazz
- Radio format profiles - Classical
- Radio networks WWO News Brand
- Radio format profiles - Rhythmic AC
- Radio networks iHeartMedia Adult Contemporary
- Public radio -Public radio (CPB)
- Radio format profiles - Album Adult Alternative
- Radio networks News Gold
- Radio networks WWO Market Select
- Radio format profiles - Soft Adult Contemporary
- Radio networks Dennis Prager
- Radio networks Hugh Hewitt
- Radio networks USRN Bloomberg Radio Network



Print & Website

- Visited Time website
- Read Sunday Newspaper
- Read Any Digital Reproduction of Magazine
- Visited Consumer Reports website
- Saw Alternative Ads on buses/trains
- Visited National Geographic Traveler website
- Saw Digital/Video Ads in airports
- Read Any Electronic Version of Magazine
- Visited National Geographic website
- Visited USA Today website
- Visited People website
- Visited Sports Illustrated website
- Saw Digital/Video Ads in gym/health clubs
- Visited Cooking Light website
- Saw Alternative Ads on posters at movie theaters

YOUNG UPTOWN URBANITES

Brenda, 35, is a financial planner and blogger living in Houston. She sees it as her mission in life to educate young adults on how to manage their money and build wealth.

While she is very Internet-savvy, Brenda also enjoys reading the newspaper daily. She reads both the Houston Chronicle and the Financial Times regularly in order to stay abreast of cultural and financial trends.

When it comes to fun, Brenda enjoys going antiquing with her boyfriend around small towns in Texas. She loves art museums, live music and of course ... an amazing find at an antique shop.



AFFLUENT SUBURBAN NESTERS

Conversion Index: 233



MEET THE AFFLUENT SUBURBAN NESTERS

Description:

Affluent Suburban Nesters tend to be over 55 years old and live in houses that have empty-nested. They are upscale, affluent couples who are college educated and hold executive and professional positions, with some in early retirement.

They are located in affluent suburban neighborhoods with large, older homes. As nesters, these consumers have plenty of disposable cash to finance active lifestyles that include travel, cultural events, cars, exercise equipment, and luxury toys (boats, media room). Affluent Suburban Nesters typically are community activists who write politicians, volunteer for environmental groups, and vote regularly in elections.

Avg. HH Income: \$146,500

Lifestage: Mature

Top Media Strategy: Magazine, Newspaper, Radio and Social

Likely to Be A Customer: 2.33 times more likely to be a visitor



AFFLUENT SUBURBAN NESTERS



Key Demographics:

Structure: Mature

Avg HH Income: \$146,500

Media Trusted:

Magazines (162)

Newspaper (138)

Radio (113)

Internet/Social (101)



Television

- Ryder Cup
- Tennis: Us Open Prime
- NHL Stanley Cup
- NHL Conference Finals
- MLB NLCS Post Season
- Masters Golf Tournament
- Ryder Cup Golf-Sun
- OuterMax
- French Open Tennis-Sun-
- NBC NHL Stanley Cup
- Preakness
- New Years Eve Live - CNN
- Tony Awards



Sports & Leisure

- Events attended past 12 months - PGA TOUR
- Lifestyle change/event personally plan to do next 12 month child finish college
- Level of interest in LPGA tour somewhat
- Events attended/places visited past 12 months symphony concert, opera, etc.
- Events attended/places visited past 12 months live theater
- Events attended past year- big 12 sports event
- Lifestyle characteristics current or former military service
- No. Of national hockey league (NHL) games attd past year 3 - 9 games



Psychographics

- Magazines relax me
- Newspapers keep me informed/up to date
- I read financial news or financial publication
- Magazines give me good ideas
- Magazines are a good source of learning
- Radio is a good source of learning
- Ads are more manipulative than informative
- Newspapers make me think- agree
- Many prods don't perform as well as ads claim
- I follow a regular exercise routine- agree
- Willing to spend more for a quality bottle of wine
- I prefer fashion that is classic and timeless as opposed to trendy
- I am typically willing to pay more for high-quality items



Radio

- Radio format profiles - All News
- Radio networks CBS News, News/Talk
- Radio format profiles - Adult Standards
- Radio networks - Bloomberg Radio Network
- Radio format profiles - Talk/Personality
- Radio networks Dennis Prager
- Radio networks WWO Small Business Network
- Radio networks Hugh Hewitt
- Radio networks Mike Gallagher
- Radio format profiles - Classical
- Radio networks iHeartMedia Spoken Word Format
- Radio networks CBS Local Sports
- Radio format profiles - News/Talk/Information
- Public radio - Public radio



Print & Website

- Read Conde Nast Traveler
- Read New York times- Sunday
- Read weekend newspaper- travel section
- Read Sunset
- Read Golf Digest
- Read weekend newspaper- business/finance section
- Visited Wall Street Journal website
- Read newspaper- upper half
- Visited money website
- Saw alternative ads on billboards
- Saw ads at sports/entertainment events
- Saw ads sent to a cell phone or mobile device

AFFLUENT SUBURBAN NESTERS

Tim and Silvia are in their early 60s and living in San Marcos. They moved to their current home 10 years ago after their youngest child moved to college. They chose to downsize their home while finding a new one with 4 acres of land.

The couple enjoy a healthy combined income, while at the same time they are gradually slowing down their work pace in order to enjoy life a bit more. Tim enjoys reading hunting magazines, while Silvia reads the paper and listen to country music radio.

The couple love attending cultural events, with a favorite pastime being traveling to live music venues in small towns throughout the state.



MEET THE ALL-AMERICAN MATURES

Description:

All-American Matures are college educated, over 55 years old and upper-middle class, in houses that have empty-nested. They hold executive and professional positions and nearing retirement.

All-American Matures are commonly located in suburban neighborhoods with large, older homes. With their children out of the house, these consumers have plenty of time to travel, attend cultural events, exercise equipment, and business media. These folks are also community activists who write politicians, volunteer for environmental groups, and vote regularly in elections.

For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater, or a casual-dining restaurant.

Avg. HH Income: \$92,606

Lifestage: Mature

Top Media Strategy: Magazines, Newspapers, Radio & TV

Likely to Be A Customer: 2.18 times more likely to be a visitor



ALL-AMERICAN MATURES

Conversion Index: 218



MEET THE ALL-AMERICAN MATURES



Key Demographics:

Structure: Mature

Average HH Income: \$92,606

Media Trusted:

Magazine (131)

Radio (118)

Newspaper (117)

Internet/Social (104)



Television

- Ryder Cup Golf
- Indianapolis 500 Race
- Tony Awards
- Preakness
- Kentucky Derby
- Masters Golf Tournament
- NASCAR Sprint Cup Race
- US Open
- Fox NASCAR Daytona 50
- Big 12 Tournament
- MLB Baseball
- NCAA Basketball Championship
- CMA Country Music



Sports & Leisure

- Current level of interest in LPGA tour – very
- No. of PGA TOUR events attended past 12 month 1 - 2 events
- Events attended past 12 months AHL
- Lifestyle change/event personally plan to do
- Current level of interest in PGA TOUR - Very
- Amount HHLD contributed to public radio past 12 months \$100 or more
- Lifestyle characteristics Small business owner
- Lifestyle characteristics Have child in college
- Events attended -Symphony concert, opera, etc.
- Lifestyle characteristics Current or former military service



Psychographics

- Magazines are a good escape
- Magazines are a good source of learning- ag
- Newspapers are a good source of learning
- Radio is a good source of learning-
- Internet ads appear at inconvenient moments
- Newspapers keep me up-to-date with the latest trends
- Better to put money in low-risk- even if return not as great
- I am typically willing to pay more for high-quality items
- Newspapers relax me
- Buying American products is important to me
- Buy based on quality- not price
- I prefer fashion that is classic and timeless as opposed to trendy



Radio

- Radio networks Hugh Hewitt
- Radio networks Mike Gallagher
- Radio networks Dennis Prager
- Listened past week Satellite radio
- Radio networks WWO Small Business
- Radio networks CBS News, News/Talk
- Radio format profiles Adult Standards
- Radio format profile - News/Talk/Information
- Radio networks iHeartMedia Spoken Word Format
- Radio networks WWO News Brand
- Radio format - Album Oriented Rock
- Radio format profiles - Classic Country
- Radio format profiles - Album Adult Alternative



Print & Website

- Read Daily Newspaper: 2 or More
- Read Sunday Newspaper: 2 or More
- Visited Consumer Reports website
- Read Any Magazine on a laptop or desktop
- Saw Alternative Ads on Billboards
- Saw Ads sent to your home by mail
- Visited Time website
- Visited Wall Street Journal website
- Saw Alternative Ads sent to a cell phone or mobile device
- Read Magazines- Upper Half
- Saw Alternative Ads on postcards- 1mo
- Saw Alternative Ads shown on-screen before the start of a movie- 1mo
- Visited Wired website

ALL-AMERICAN MATURES

Teddy and Rita are in their late 50s. They are schoolteachers, having devoted their lives to the educational field. Both are semi-retired, working as substitutes in their district near Fort Worth.

As empty nesters, the couple enjoy enriching their lives with travel around Texas. They love learning about the history of the state, from the early times of native Americans to the more recent era of Mexican and European settlers.

Teddy and Rita both subscribe to 2-3 magazines each. The couple own mobile phones but are not tied to them, preferring to do their travel research by talking with friends or reading newspaper or magazine articles.





04.

MARKETING & MESSAGING



MARKETING RECOMMENDATIONS

Actionable Insights For Your Top Personas

- ✓ **Marketing/Business Decision:** Young Uptown Urbanites index the best for revenue (117). They are also second best for conversion (248). Decide on how to allocate marketing budget – what percentage – to the respective personas.
- ✓ **Internet Marketing:** Your personas list Internet as a trusted source for media information. Make a steady investment in Search Engine Marketing (SEM), Search Engine Optimization (SEO), and social media content. For social, focus on “infotainment” style.
- ✓ **Search Engine Marketing (SEM)**
 - Behavioral Display Banner Ads
 - Text Ads via the Google, Microsoft and YouTube search engines
 - Re-Targeting Display Ads
 - Go heavy on Video with these 4 personas
 - Social Advertising Platforms: Facebook, Instagram, YouTube and Tik Tok
 - Video ads – with intentional sizes, length and segmentation
 - Speak to the mature group, family group and group differently with social platforms
- ✓ **Search Engine Optimization (SEO)**
 - 500 World Blog Articles placed on the CVB Website
 - Balance the article with content that speaks to the 4 groups
 - Steady on page content

All 4 of your Personas are Readers and Informed

MARKETING RECOMMENDATIONS

Actionable Insights For Your Top Personas



Print: Magazines still appear a top choice for media for all four personas, especially for your mature segments. The younger 2 personas read magazines digitally. Use print in the following way:

- Use lifestyle magazines and/or newspapers: sections include: business/financial, travel, gardening, lifestyle
- Magazines- focus on travel and lifestyle related publications like Conde Nast, Travel & Leisure, Golf, Wine Spectator, Texas Highways and financial publications. Also, airline magazines index well for your personas: Delta Sky, Southwest Airlines, United Hemispheres.



Billboards: Each of your personas index well for seeing and responding to outdoor billboards. Place billboards in high traffic areas that are located within your top zip codes.

MARKETING RECOMMENDATIONS

Actionable Insights For Your Top Personas



Social Media: Your family personas heavily partake in the Social Media age. The Mature personas engage with social media but not as often. Capture them where they spend a lot of their time. Invest in alternative methods of reaching using Persona-based messaging. Consider these options:

- Facebook, Instagram, YouTube, – all index high among your personas.
 - Important to segment your messages on these different platforms due to different demographics on each.
- Go Big On Video! - Use custom posts/videos that show. Use video to tell human stories – testimonials - of people getting enjoying the community's features.
- Contests - Use social media/Facebook to conduct a contest. For example: free lodging, free entrance into Nimitz Museum, etc. It's a great data capture vehicle and will garner social attention through shares.



Radio: Radio is a top media for every persona, especially your two top persons. Budget should be allocated to a steady campaign. Make sure the radio buy has at least 21 spots per week. Exurban Executive Families also use streaming radio like Spotify and Pandora, so dedicated a portion of your budget to radio streaming services.



Sports Entertainment Marketing: Your personas index well for attending local sports teams' events. Both professional and college sports and even local city teams. In your top cities, associate the Fredericksburg brand with a sports team to help build awareness. Engage in sponsorships and broadcast promotions. If budget permits, hire athletes to endorse.



Location-Based Mobile Marketing: Your family and young personas are tied to their phones. Each of the personas index well for seeing mobile and location-based ads. You can use addressable geo-targeting to target your top personas as well as behavioral tactics to target travelers.



MARKETING RECOMMENDATIONS: EXURBAN EXECUTIVE FAMILIES

Messaging Sentiments:

- Primary messaging for Executive Families should be about “experiencing fun and adventure together”
- This persona enjoys higher quality items so promote the quality of comfort of lodging, high end shopping and culinary experiences.
- Exurban Executive Families lead kid-centric busy hectic lives so a secondary message should focus on easy, quick escape to unique hill country town.

{This Group is Super Busy. They go to many places. In Fredericksburg, they do not come back as often as some of the other personas.}

PRIMARY MARKETING RECOMMENDATIONS

- **Social Media & Video Marketing:** Social media and video marketing is a must. Implement a steady and consistent social media program to provide informative and fun ideas for both kids and parents
 - Digital Video Marketing: This persona is highly engaged in watching videos. Conduct an on-going video campaign that touches on the different activities, lodging and events (festivals)
 - Show videos via sports sites and social media platforms.
- **Invest heavily in the Internet:** The Internet ranks the highest in terms of top trusted media source, you should invest heavily in Internet advertising.
 - Recommend tactics include: Search Engine Marketing which includes pay-per-click, banner ads and re-targeting ads.
 - Leverage the top zip codes for better Search Engine Marketing (pay-per-click) in geographically-targeted capacity.

SECONDARY MARKETING RECOMMENDATIONS

- **Sports Sponsorships:** This persona is heavily into watching and attending sporting events – both professional and college. Consider putting budget into sports sponsorship likes like in-game promotions or part of broadcast network. Conduct promotions and giveaways as a lead generation capture
- **SMS/Text Campaigns:** This persona texts often and used to receiving and responding text updates and offers. Use your database to reach out to this group about events, festivals and special offers.
- **Radio:** Radio is not the top media, but there are certain formats that index well. a steady radio campaign on formats that include: Sports/ESPN Radio, All News, All Sports, Westword One Business.
 - If budget permits, use endorsements of radio personalities or host a show.



MARKETING RECOMMENDATIONS: YOUNG UPTOWN URBANITIES

Messaging Sentiments:

- Young Uptown Urbanites consider themselves foodies and wine aficionados, so primary messaging should focus on the experiences of wine tours, quality dining and the live music options.
- Secondary messaging should focus on the small-town feel, but also a city vibe as well. They get the best of both worlds.
- This group also loves to explore and learn about other cultures. Play up the German heritage and culture and being able to learn about the history of Fredericksburg and the area.

{This is Young Gen-X and Elder Millennials. They live between 2 words well.}

PRIMARY MARKETING RECOMMENDATIONS

- **Social Media:** This mature persona does use social media, Facebook, to keep up with family and friends. You can capture their attention with a genuine approach to showing the fun and relaxing time they will have.
 - Don't need to be too complex in your approach with this persona. They prefer a simple, genuine approach.
- **Internet:** While this group is not internet savvy as your other personas, it is worth investing budget
 - Recommended tactics include: Search Engine Marketing which includes pay-per-click, banner ads and re-targeting ads.

SECONDARY MARKETING RECOMMENDATIONS

- **Influence Programs:** Hire online influencers and bloggers to create positive engagement to this audience. Create niche stories for individual activities in the Fredericksburg area like boutique hotels, wineries, tours and museums.
- **Radio:** While radio is not the highest most trusted media source, there are a few formats and shows that index very high
 - Formats and Shows: News and Talk Shows, Jazz and Classical
- **Digital Newspaper:** Despite being a young persona, newspapers is the highest indexing media consumed. Advertise on digital publications of local newspapers. Use videos and combine with retargeting.



MARKETING RECOMMENDATIONS: AFFLUENT SUBURBAN NESTERS

Messaging Sentiments:

- Affluent Suburban Nesters have a well-developed wine palate. Promote the high-end wineries and culinary experiences.
- This persona is not really on a budget, so lodging should focus on high-end bed and breakfast and other high-end lodging.
- Any shopping-related messaging should represent styles that represent that classic and timeless.
- This group is into the fine arts and live shows. Promote places like Rock Box Theater and art galleries.
- This group loves to participate in golf, so promoting Lady Bird golf course will resonate with this persona.

{These are “young,” active Boomers and 2nd in Lodging Revenue.}

PRIMARY MARKETING RECOMMENDATIONS

- **Print:** This mature persona still uses traditional media. Invest a bigger portion of your budget on print.
 - Newspapers: Affluent Suburban Nesters still read the daily newspaper – including the Sunday Edition. Focus on business/finance section.
 - Magazines: use higher-end publications, like Conde Nast, Golf, Sunset
- **Radio:** This persona still actively listens to terrestrial radio.
 - Formats and Shows: News and Talk Shows – Dennis Prager Show, Mike Gallagher and Hugh Hewitt shows. Also consider formats including Adult Standards and Classical.
- **Direct Mail Marketing:** Affluent Suburban Matures still look at and respond to traditional direct mail. Use over-sized postcards and give them a bold offer to get them in the door.
- **Billboard:** Affluent Suburban Matures well for seeing billboards. Target top zip codes and active adult communities.

SECONDARY MARKETING RECOMMENDATIONS

- **Social Media:** This mature persona does use social media, Facebook, to keep up with family and friends. You can capture their attention with a genuine approach to showing the fun and relaxing time they will have.
 - Don't need to be too complex in your approach with this persona. They prefer a simple, genuine approach.
- **Internet:** While this group is not internet savvy as your other personas, it is worth investing budget
 - Recommended tactics include: Search Engine Marketing which includes pay-per-click, banner ads and re-targeting ads.



MARKETING RECOMMENDATIONS: ALL-AMERICAN MATURES

Messaging Sentiments:

- All-American Matures have traditional values and like to “buy American” and local. Promote the unique and boutique aspect of downtown shops and restaurants.
- They like to celebrate special occasions at restaurants, so promote Fredericksburg as a great place to celebrate anniversaries, birthdays, and other special events.
- This group is very interested in the fine arts and theater, so secondary messaging should bring awareness that this type of entertainment is available and competes with the “big cities.”
- Additionally, messaging should promote the chance to learn the history of the area and experience a memorable, charming community.

{Your most mature group. Traditional values, language, experiences.}

PRIMARY MARKETING RECOMMENDATIONS

- **Print:** This mature persona still uses traditional media. Invest a bigger portion of your budget on print.
 - Newspapers: Classic Matures still read the daily newspaper – including the Sunday Edition.
- **Radio:** Radio is the second highest most trusted media source, and there are a few formats and shows that index very high.
 - Formats and Shows: News and Talk Shows – Dennis Prager Show, Mike Gallagher and Hugh Hewitt shows
- **Billboard:** All-American Matures index well for seeing billboards. Target top zip codes and active adult communities.

SECONDARY MARKETING RECOMMENDATIONS

- **Location Based Marketing:** Consider Geo-Fencing and addressable targeting and behavioral targeting. Use the latest technology to highly target this mobile-centric persona with a targeted banner ads and messaging. Combine with direct mail for greater engagement
- **Direct Mail Marketing:** All-American Matures still look at and respond to traditional direct mail. Use over-sized postcards and give them a bold offer like free entry into Nimitz Museum.
- **Community & Sporting Events:** This persona is active in their local communities and local sports. Invest in sponsorships of sports or entertainment events, like High School football.



05.

APPENDIX



DECISIONPOINT SCORES

EXURBAN EXECUTIVE FAMILIES

	METRIC	INDEX
	Avid Social Media User	130
	Avid Tech & Digital Media Customer	125
	High Financial Risk Tolerance	116
	Likes Discounts/Getting Good Deals	111
	Need for Approval & To Impress	112
	Researches Before Buying	118
	Traditional Values	104
	Values Brand Names	106

Key: An index of 120 means this persona indexes at 1.2 times that of the population

DECISION POINT SCORES



— YOUNG UPTOWN URBANITIES —

	METRIC	INDEX
	Avid Social Media User	108
	Avid Tech & Digital Media Customer	104
	High Financial Risk Tolerance	104
	Likes Discounts/Getting Good Deals	99
	Need for Approval & To Impress	104
	Researches Before Buying	107
	Traditional Values	99
	Values Brand Names	101

Key: An index of 120 means this persona indexes at 1.2 times that of the population

DECISIONPOINT SCORES



— AFFLUENT SUBURBAN MATURES —

METRIC	INDEX
 Avid Social Media User	105
 Avid Tech & Digital Media Customer	95
 High Financial Risk Tolerance	98
 Likes Discounts/Getting Good Deals	102
 Need for Approval & To Impress	91
 Researches Before Buying	112
 Traditional Values	119
 Values Brand Names	107

Key: An index of 120 means this persona indexes at 1.2 times that of the population

DECISIONPOINT SCORES



ALL-AMERICAN MATURES

	METRIC	INDEX
	Avid Social Media User	102
	Avid Tech & Digital Media Customer	98
	High Financial Risk Tolerance	94
	Likes Discounts/Getting Good Deals	101
	Need for Approval & To Impress	90
	Researches Before Buying	106
	Traditional Values	108
	Values Brand Names	105

Key: An index of 120 means this persona indexes at 1.2 times that of the population

TOP ZIP CODES – HOUSTON

City, State	ZIP	Total HH Count	% Comp	Top HH Count	% Comp	% Pen	Index
BELLAIRE, TX	77401	5,524	0.1%	5,504	0.3%	100%	322
HOUSTON, TX	77005	8,362	0.1%	7,967	0.4%	95%	308
HOUSTON, TX	77010	206	0.0%	177	0.0%	86%	278
FULSHEAR, TX	77441	8,197	0.1%	6,326	0.3%	77%	249
HOUSTON, TX	77094	3,380	0.0%	2,501	0.1%	74%	239
HOUSTON, TX	77019	9,744	0.1%	7,151	0.3%	73%	237
HOUSTON, TX	77059	6,204	0.1%	4,460	0.2%	72%	232
HOUSTON, TX	77024	13,183	0.2%	9,427	0.4%	72%	231
HOUSTON, TX	77008	15,581	0.2%	11,104	0.5%	71%	230
HOUSTON, TX	77007	18,463	0.3%	13,048	0.6%	71%	228
SPRING, TX	77382	12,051	0.2%	8,473	0.4%	70%	227
SUGAR LAND, TX	77479	28,098	0.4%	19,754	0.9%	70%	227
HOUSTON, TX	77030	4,437	0.1%	3,027	0.1%	68%	221
HOUSTON, TX	77098	6,307	0.1%	4,250	0.2%	67%	218
HOUSTON, TX	77006	10,116	0.1%	6,802	0.3%	67%	217
KINGWOOD, TX	77345	8,965	0.1%	6,020	0.3%	67%	217
SPRING, TX	77381	12,209	0.2%	8,045	0.4%	66%	213
HOUSTON, TX	77056	9,884	0.1%	6,505	0.3%	66%	213
MONTGOMERY, TX	77356	12,824	0.2%	8,228	0.4%	64%	207
HOUSTON, TX	77027	7,739	0.1%	4,881	0.2%	63%	204
HOUSTON, TX	77025	10,295	0.1%	6,482	0.3%	63%	204
SUGAR LAND, TX	77478	8,249	0.1%	5,144	0.2%	62%	202
MONTGOMERY, TX	77316	11,540	0.2%	7,153	0.3%	62%	200
GALVESTON, TX	77554	3,840	0.1%	2,306	0.1%	60%	194
KATY, TX	77494	38,192	0.5%	22,673	1.0%	59%	192

Green = 100% of every household in 77401 match the Top Personas for visiting Fredericksburg

Red = Your top personas are 3.22 times more concentrated in 77401 than the average ZIP in the United States

TOP ZIP CODES – DALLAS

City, State	ZIP	Total HH Count	% Comp	Top HH Count	% Comp	% Pen	Index
DALLAS, TX	75225	8,195	0.1%	7,818	0.4%	95%	308
DALLAS, TX	75205	8,093	0.1%	7,077	0.3%	87%	283
SOUTHLAKE, TX	76092	9,392	0.1%	7,925	0.4%	84%	273
COLLEYVILLE, TX	76034	8,786	0.1%	7,066	0.3%	80%	260
DALLAS, TX	75209	5,830	0.1%	4,536	0.2%	78%	251
ARGYLE, TX	76226	13,408	0.2%	10,411	0.5%	78%	251
SUNNYVALE, TX	75182	2,479	0.0%	1,913	0.1%	77%	249
FLOWER MOUND, TX	75022	8,187	0.1%	6,230	0.3%	76%	246
PROSPER, TX	75078	13,246	0.2%	9,997	0.5%	75%	244
DALLAS, TX	75214	13,395	0.2%	9,555	0.4%	71%	231
COLLINSVILLE, TX	76233	208	0.0%	143	0.0%	69%	222
PLANO, TX	75094	6,518	0.1%	4,479	0.2%	69%	222
CELINA, TX	75009	8,428	0.1%	5,762	0.3%	68%	221
ALEDO, TX	76008	7,794	0.1%	5,324	0.2%	68%	221
PLANO, TX	75025	16,601	0.2%	10,973	0.5%	66%	214
DALLAS, TX	75230	10,972	0.2%	7,212	0.3%	66%	212
ROANOKE, TX	76262	14,074	0.2%	9,228	0.4%	66%	212
MUENSTER, TX	76252	842	0.0%	544	0.0%	65%	209
LINDSAY, TX	76250	154	0.0%	99	0.0%	64%	208
LAVON, TX	75166	2,093	0.0%	1,327	0.1%	63%	205
PLANO, TX	75093	17,040	0.2%	10,785	0.5%	63%	205
KELLER, TX	76248	13,137	0.2%	8,281	0.4%	63%	204
FRISCO, TX	75035	25,867	0.4%	16,214	0.7%	63%	203
MAYPEARL, TX	76064	358	0.0%	224	0.0%	63%	202
DALLAS, TX	75238	10,346	0.1%	6,458	0.3%	62%	202

Green = 95% of every household in 75225 match the Top Personas for visiting Fredericksburg

Red = Your top personas are 3.08 times more concentrated in 75225 than the average ZIP in the United States

TOP ZIP CODES – WACO

City, State	ZIP	Total HH Count	% Comp	Top HH Count	% Comp	% Pen	Index
SALADO, TX	76571	3,335	0.0%	2,265	0.1%	68%	220
CHINA SPRING, TX	76633	1,849	0.0%	1,176	0.1%	64%	206
CRAWFORD, TX	76638	969	0.0%	576	0.0%	59%	192
BRYAN, TX	77808	5,489	0.1%	2,839	0.1%	52%	167
CRANFILLS GAP, TX	76637	158	0.0%	79	0.0%	50%	162
LORENA, TX	76655	3,722	0.1%	1,809	0.1%	49%	157
BRUCEVILLE, TX	76630	585	0.0%	282	0.0%	48%	156
COLLEGE STATION, TX	77845	22,756	0.3%	10,907	0.5%	48%	155
MC GREGOR, TX	76657	3,815	0.1%	1,796	0.1%	47%	152
WOODWAY, TX	76712	9,897	0.1%	4,264	0.2%	43%	139
VALLEY MILLS, TX	76689	1,230	0.0%	480	0.0%	39%	126
LITTLE RIVER ACADEMY, TX	76554	670	0.0%	238	0.0%	36%	115
BELTON, TX	76513	14,231	0.2%	4,817	0.2%	34%	109
KEMPNER, TX	76539	3,159	0.0%	1,064	0.0%	34%	109
WEST, TX	76691	2,264	0.0%	762	0.0%	34%	109
RICHLAND SPRINGS, TX	76871	215	0.0%	71	0.0%	33%	107
CLIFTON, TX	76634	2,632	0.0%	863	0.0%	33%	106
PURMELA, TX	76566	126	0.0%	41	0.0%	33%	105
HEWITT, TX	76643	5,298	0.1%	1,677	0.1%	32%	102

Green = 68% of every household in 76571 match the Top Personas for visiting Fredericksburg

Red = Your top personas are 2.20 times more concentrated in 76571 than the average ZIP in the United States

TOP ZIP CODES – SAN ANTONIO

City, State	ZIP	Total HH Count	% Comp	Top HH Count	% Comp	% Pen	Index
BERGHEIM, TX	78004	171	0.0%	142	0.0%	83%	268
BOERNE, TX	78015	7,620	0.1%	5,605	0.3%	74%	238
KENDALIA, TX	78027	116	0.0%	84	0.0%	72%	234
RIO MEDINA, TX	78066	229	0.0%	160	0.0%	70%	226
MICO, TX	78056	866	0.0%	603	0.0%	70%	225
SAN ANTONIO, TX	78255	5,842	0.1%	4,047	0.2%	69%	224
FISCHER, TX	78623	722	0.0%	499	0.0%	69%	223
BULVERDE, TX	78163	5,898	0.1%	4,068	0.2%	69%	223
SAN ANTONIO, TX	78266	2,710	0.0%	1,856	0.1%	68%	221
NEW BRAUNFELS, TX	78132	14,132	0.2%	9,400	0.4%	67%	215
BOERNE, TX	78006	14,464	0.2%	9,604	0.4%	66%	215
SPRING BRANCH, TX	78070	7,320	0.1%	4,798	0.2%	66%	212
SAN ANTONIO, TX	78248	5,074	0.1%	3,279	0.2%	65%	209
SAN ANTONIO, TX	78260	12,456	0.2%	7,120	0.3%	57%	185
HELOTES, TX	78023	9,380	0.1%	5,361	0.2%	57%	185
LA VERNIA, TX	78121	4,925	0.1%	2,705	0.1%	55%	178
SAN ANTONIO, TX	78231	3,330	0.0%	1,813	0.1%	54%	176
SAN ANTONIO, TX	78261	9,313	0.1%	5,021	0.2%	54%	174
HUNT, TX	78024	225	0.0%	121	0.0%	54%	174
SAN ANTONIO, TX	78257	4,022	0.1%	2,128	0.1%	53%	171
SAN ANTONIO, TX	78258	16,618	0.2%	8,613	0.4%	52%	168
CANYON LAKE, TX	78133	8,661	0.1%	4,376	0.2%	51%	163
SAN ANTONIO, TX	78256	4,511	0.1%	2,238	0.1%	50%	160
MOUNTAIN HOME, TX	78058	419	0.0%	207	0.0%	49%	160
SAN ANTONIO, TX	78259	9,812	0.1%	4,714	0.2%	48%	155

Green = 83% of every household in 78004 match the Top Personas for visiting Fredericksburg

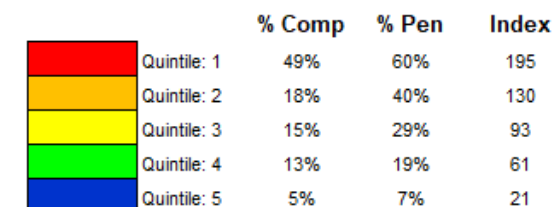
Red = Your top personas are 2.68 times more concentrated in 78004 than the average ZIP in the United States

TOP ZIP CODES – AUSTIN

City, State	ZIP	Total HH Count	% Comp	Top HH Count	% Comp	% Pen	Index
AUSTIN, TX	78733	2,912	0.0%	2,575	0.1%	88%	286
AUSTIN, TX	78732	5,598	0.1%	4,608	0.2%	82%	266
AUSTIN, TX	78738	10,183	0.1%	8,342	0.4%	82%	265
AUSTIN, TX	78737	7,513	0.1%	6,144	0.3%	82%	264
DRIFTWOOD, TX	78619	2,034	0.0%	1,650	0.1%	81%	262
AUSTIN, TX	78703	8,184	0.1%	6,561	0.3%	80%	259
AUSTIN, TX	78746	9,460	0.1%	7,545	0.3%	80%	258
AUSTIN, TX	78739	6,518	0.1%	5,179	0.2%	79%	257
SPICEWOOD, TX	78669	4,670	0.1%	3,684	0.2%	79%	255
AUSTIN, TX	78734	8,361	0.1%	6,563	0.3%	78%	254
DRIPPING SPRINGS, TX	78620	7,516	0.1%	5,899	0.3%	78%	254
GEORGETOWN, TX	78633	12,998	0.2%	10,185	0.5%	78%	253
AUSTIN, TX	78730	3,198	0.0%	2,394	0.1%	75%	242
WIMBERLEY, TX	78676	5,496	0.1%	4,048	0.2%	74%	238
AUSTIN, TX	78722	2,507	0.0%	1,807	0.1%	72%	233
AUSTIN, TX	78756	3,402	0.0%	2,441	0.1%	72%	232
AUSTIN, TX	78757	9,007	0.1%	6,357	0.3%	71%	228
ROUND MOUNTAIN, TX	78663	305	0.0%	212	0.0%	70%	225
AUSTIN, TX	78731	10,539	0.1%	7,261	0.3%	69%	223
LEANDER, TX	78645	6,264	0.1%	4,107	0.2%	66%	212
AUSTIN, TX	78701	4,371	0.1%	2,787	0.1%	64%	206
LIBERTY HILL, TX	78642	8,159	0.1%	5,179	0.2%	63%	205
AUSTIN, TX	78736	3,473	0.0%	2,189	0.1%	63%	204
GEORGETOWN, TX	78628	16,532	0.2%	10,302	0.5%	62%	201
AUSTIN, TX	78704	18,883	0.3%	11,482	0.5%	61%	197

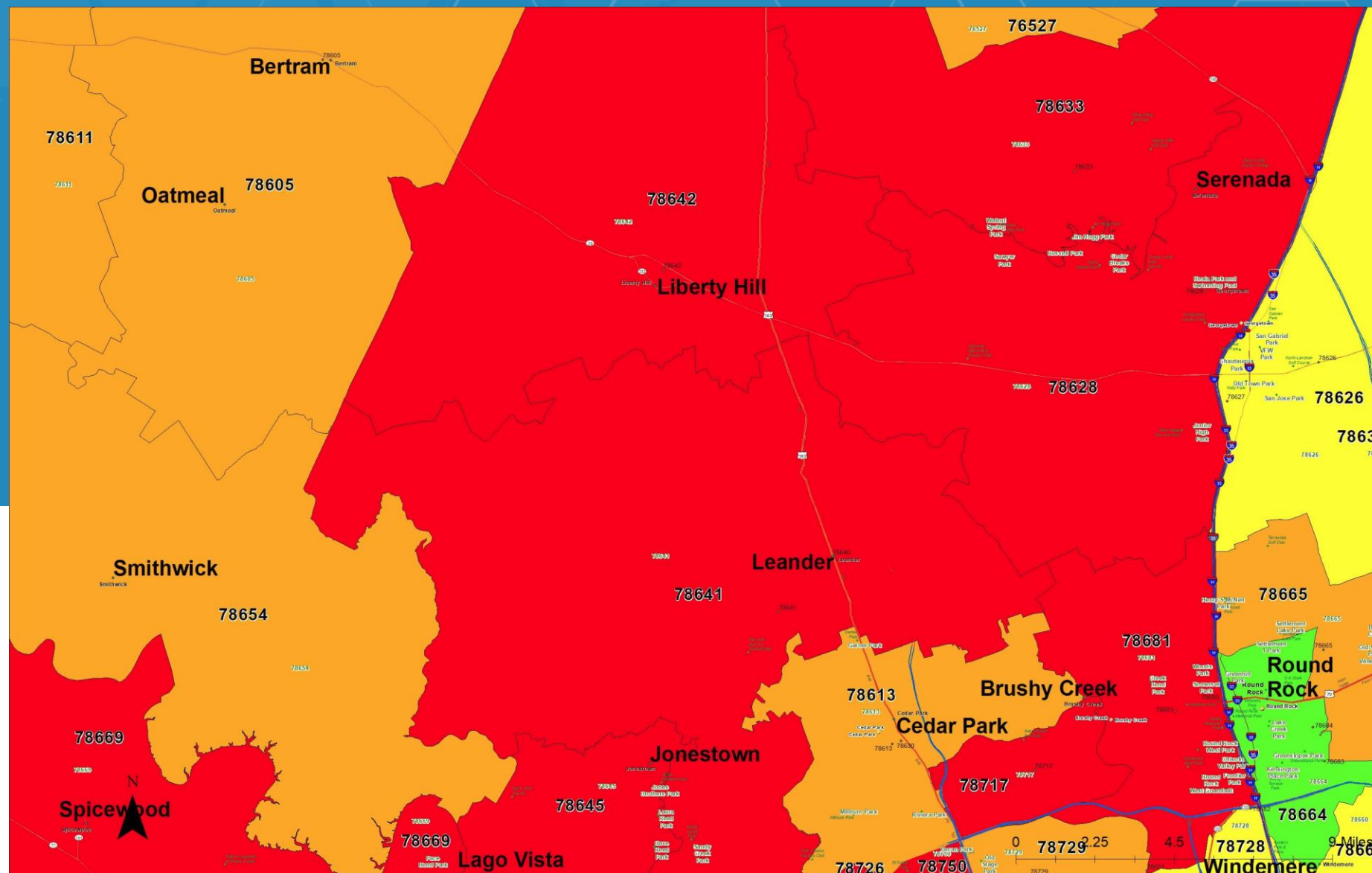
Green = 88% of every household in 78733 match the Top Personas for visiting Fredericksburg






Red = Your top personas are 2.86 times more concentrated in 78733 than the average ZIP in the United States





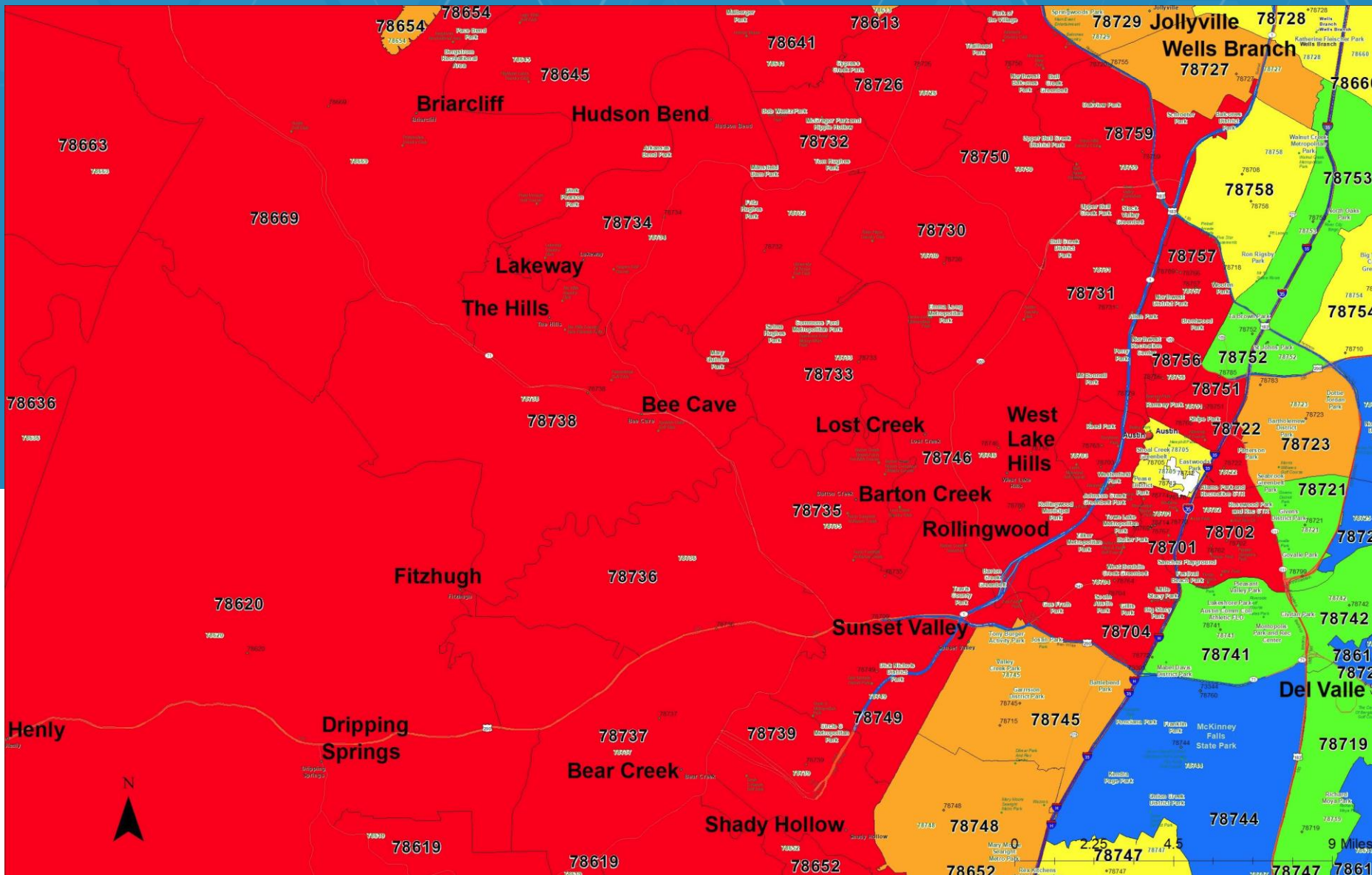
Austin Northwest



		% Comp	% Pen	Index
	Quintile: 1	49%	60%	195
	Quintile: 2	18%	40%	130
	Quintile: 3	15%	29%	93
	Quintile: 4	13%	19%	61
	Quintile: 5	5%	7%	21



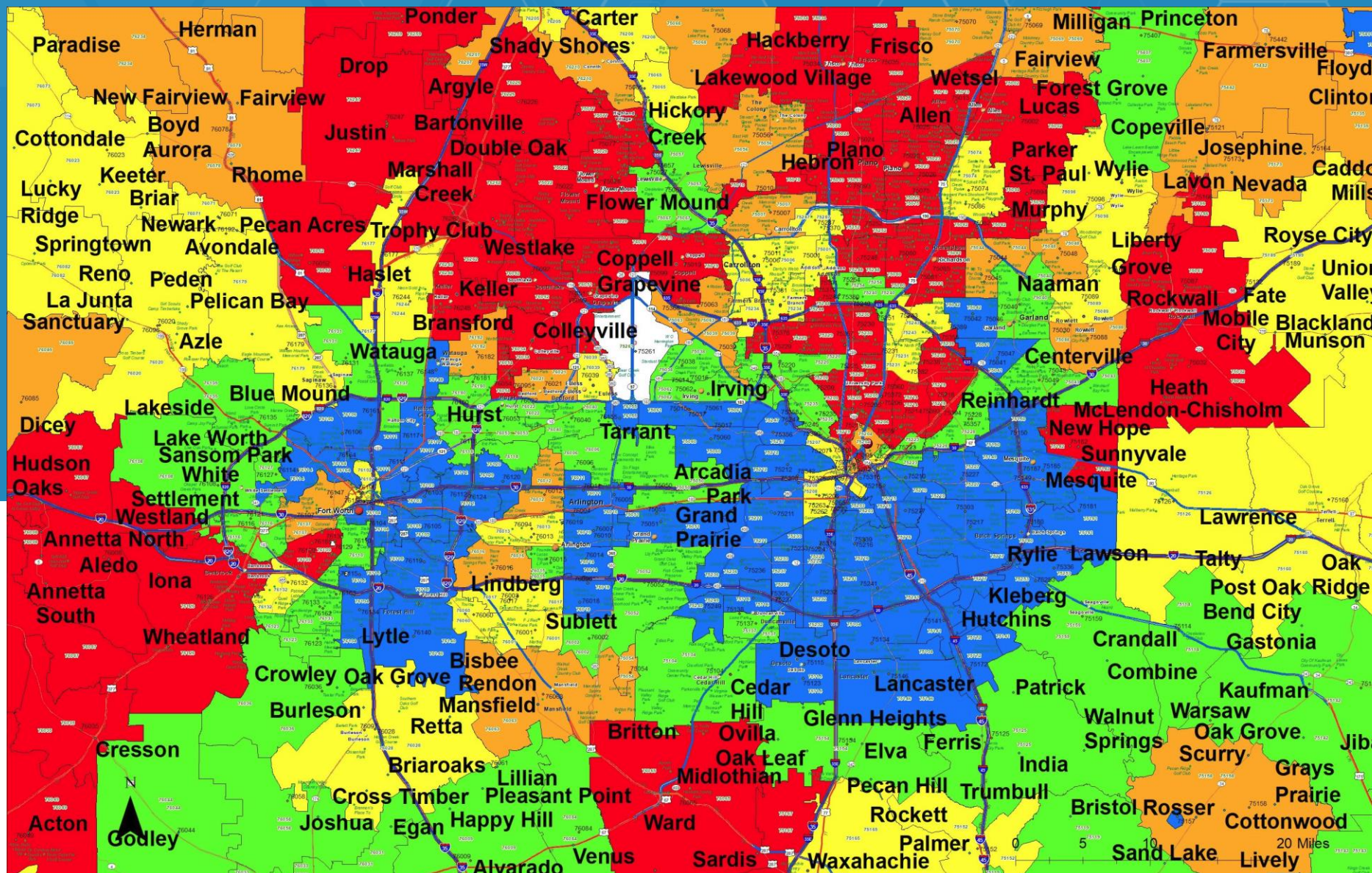
Austin West








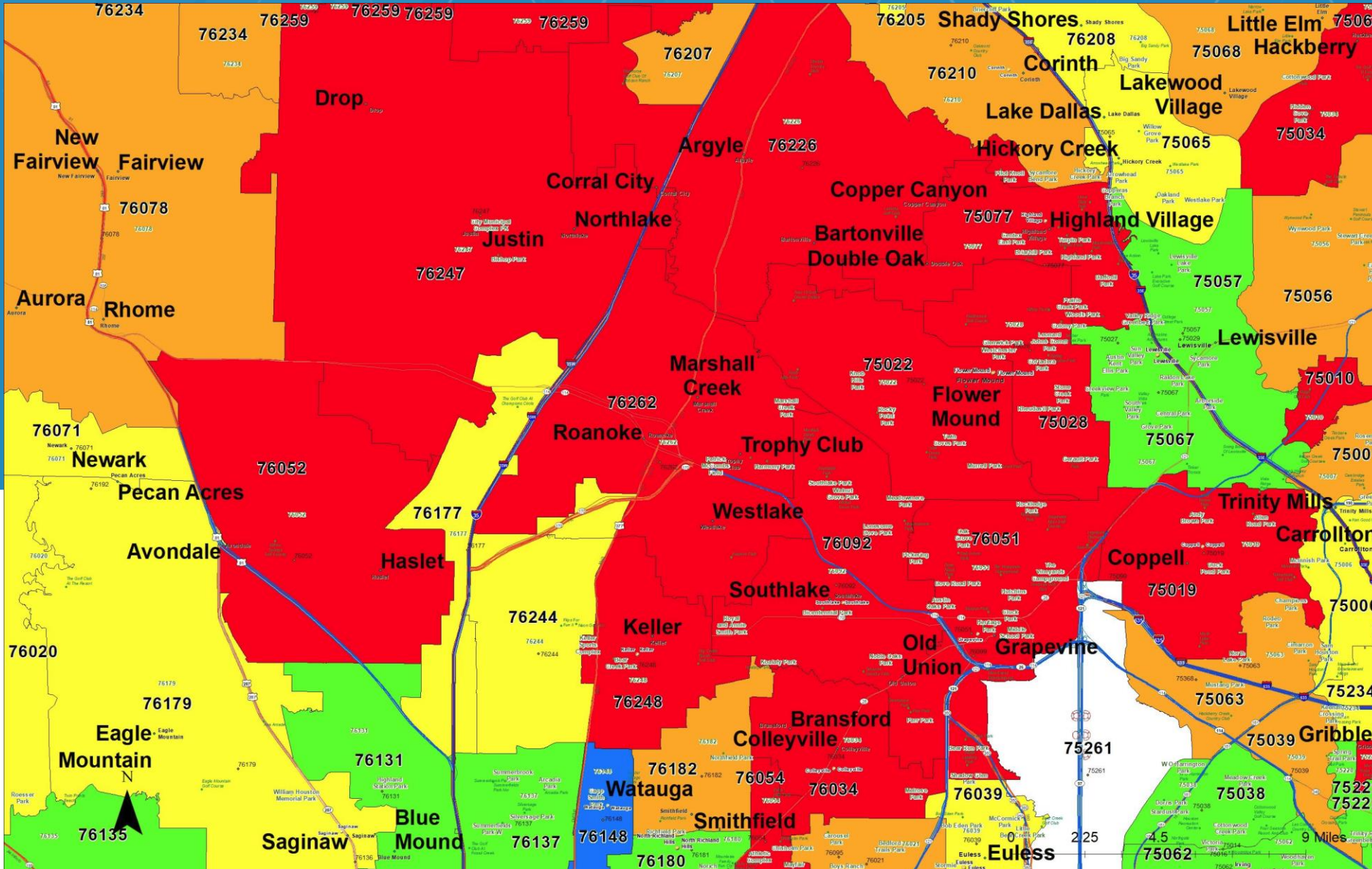
	% Comp	% Pen	Index
<div></div> Quintile: 1	49%	60%	195
<div></div> Quintile: 2	18%	40%	130
<div></div> Quintile: 3	15%	29%	93
<div></div> Quintile: 4	13%	19%	61
<div></div> Quintile: 5	5%	7%	21



Dallas Overview

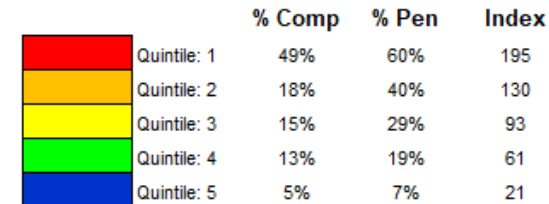


	% Comp	% Pen	Index
 Quintile: 1	49%	60%	195
 Quintile: 2	18%	40%	130
 Quintile: 3	15%	29%	93
 Quintile: 4	13%	19%	61
 Quintile: 5	5%	7%	21








Dallas Northwest

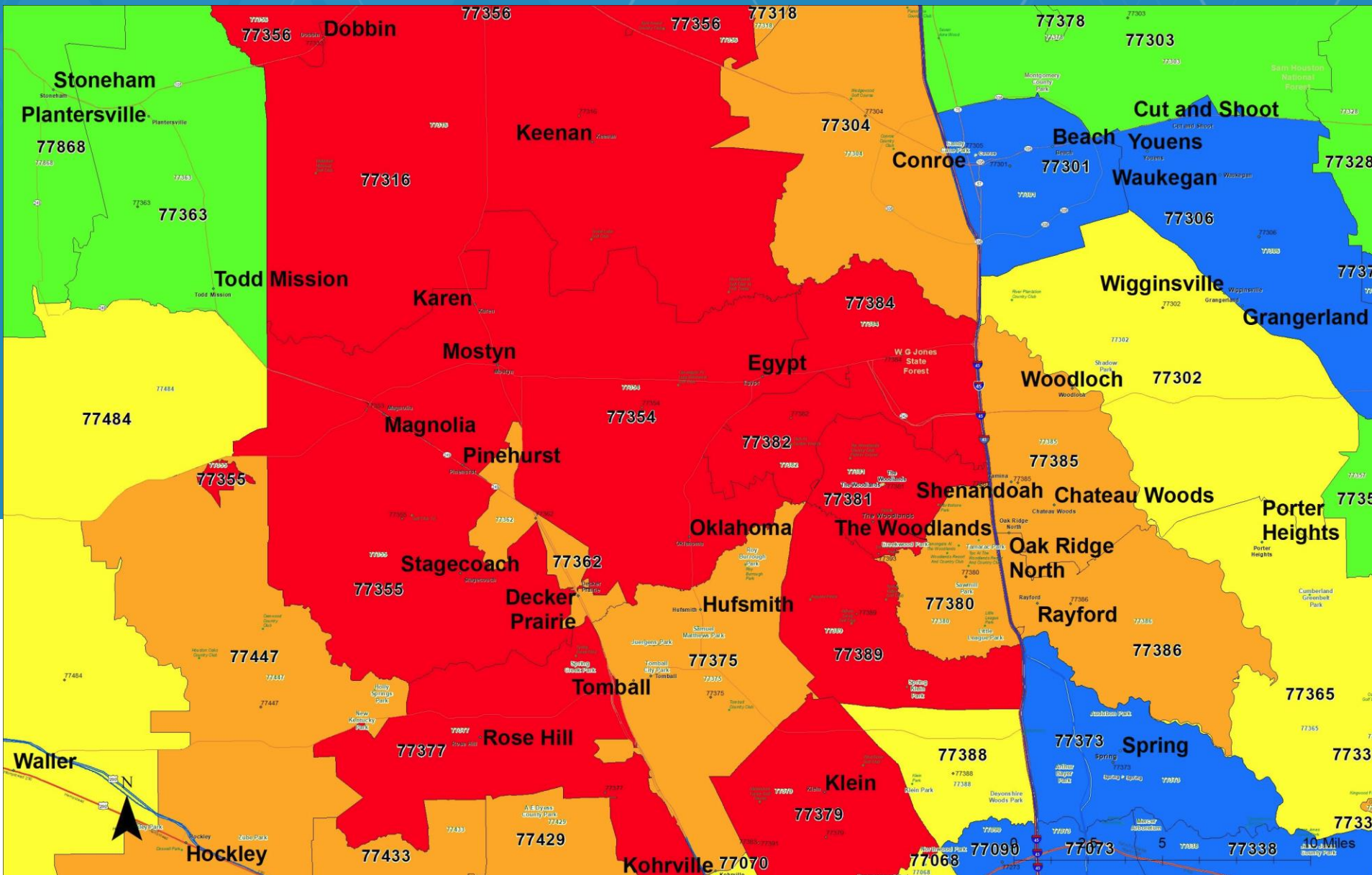
	% Comp	% Pen	Index
Quintile: 1	49%	60%	195
Quintile: 2	18%	40%	130
Quintile: 3	15%	29%	93
Quintile: 4	13%	19%	61
Quintile: 5	5%	7%	21

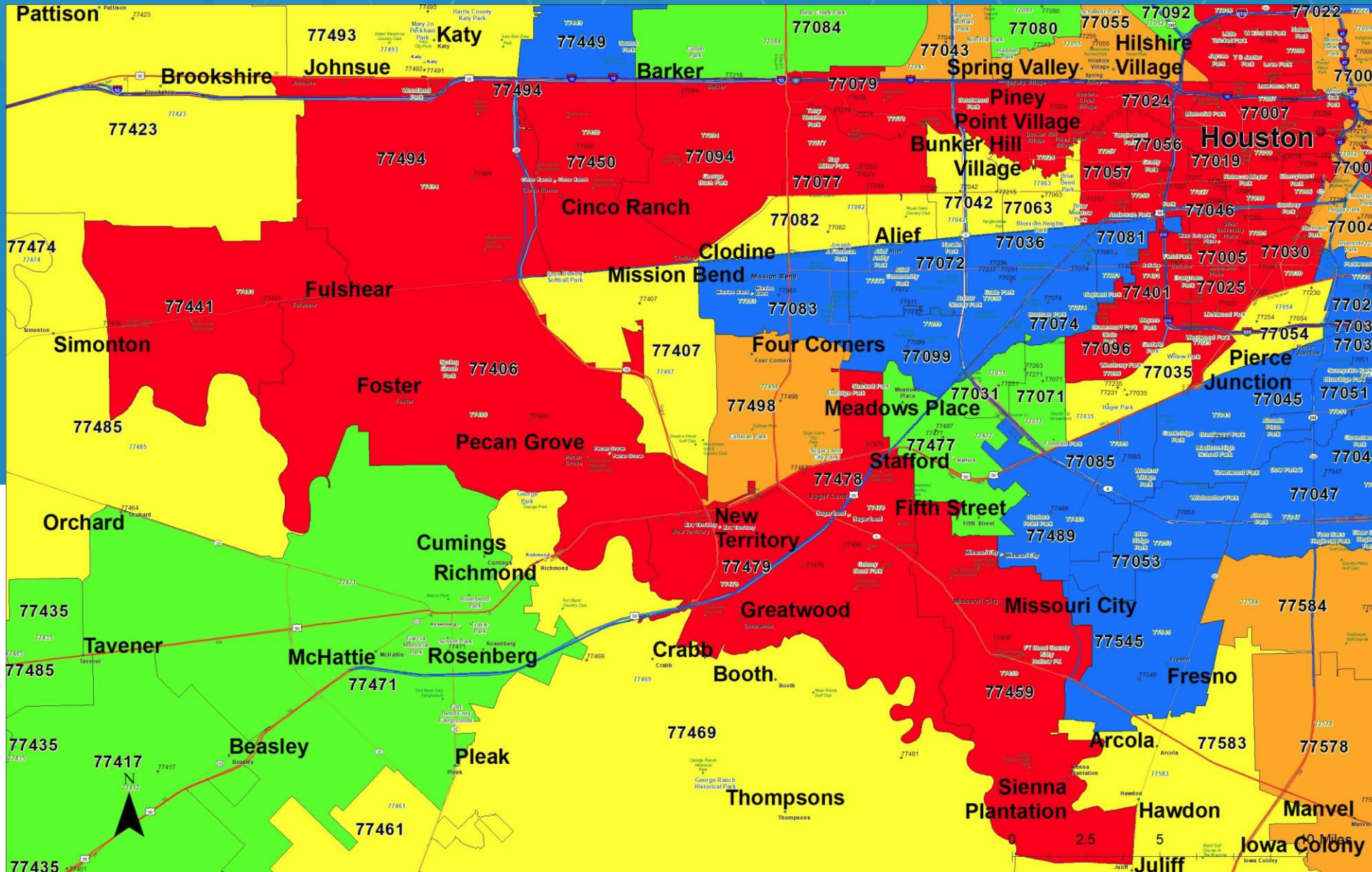




Houston Northwest

	% Comp	% Pen	Index
 Quintile: 1	49%	60%	195
 Quintile: 2	18%	40%	130
 Quintile: 3	15%	29%	93
 Quintile: 4	13%	19%	61
 Quintile: 5	5%	7%	21



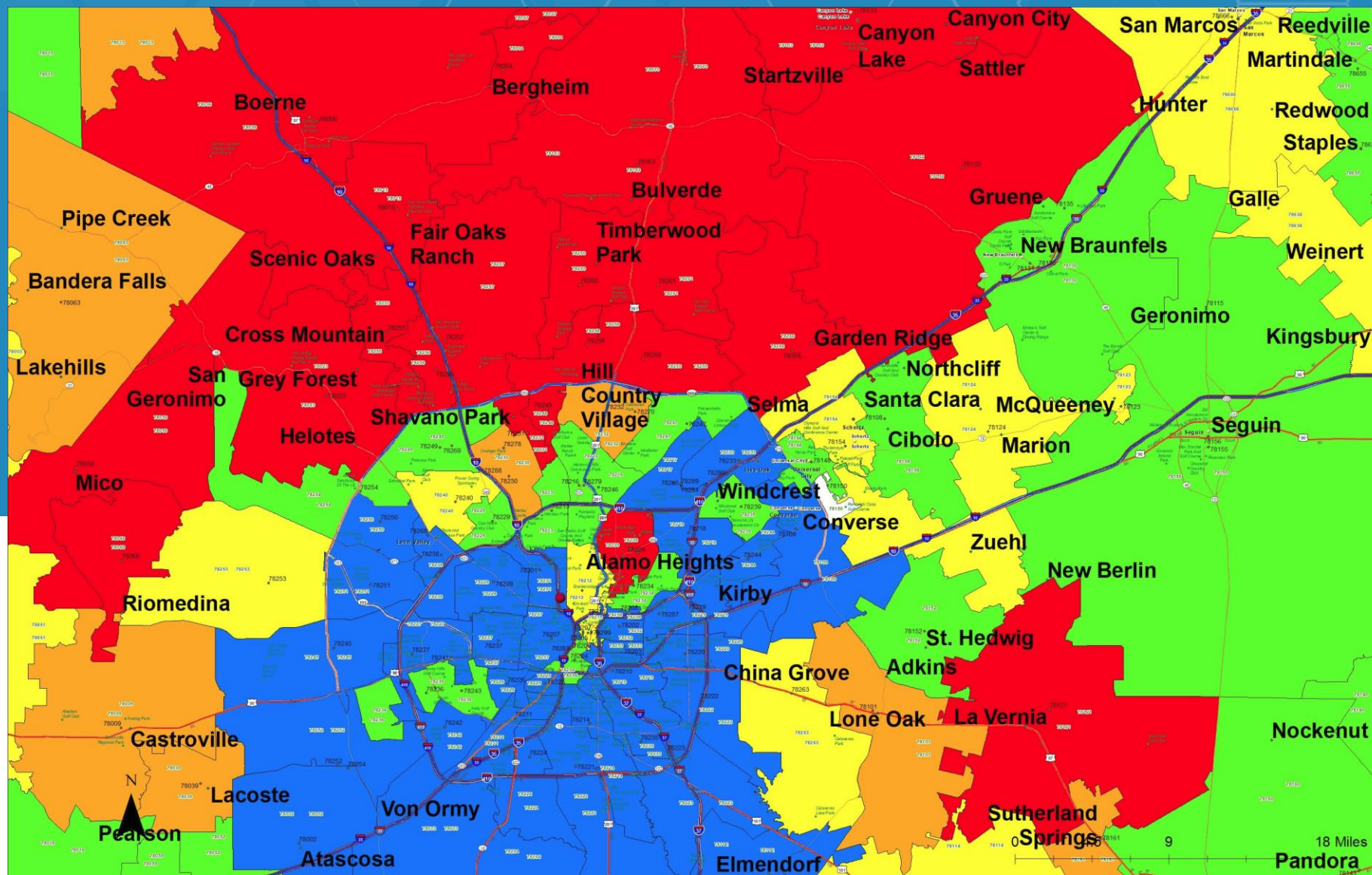







Houston West

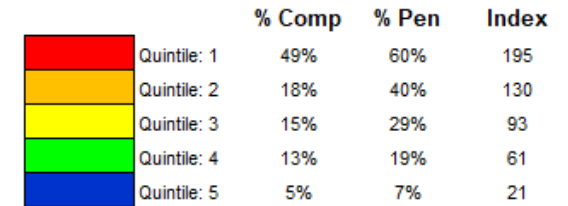
	% Comp	% Pen	Index
 Quintile: 1	49%	60%	195
 Quintile: 2	18%	40%	130
 Quintile: 3	15%	29%	93
 Quintile: 4	13%	19%	61
 Quintile: 5	5%	7%	21



San Antonio Overview

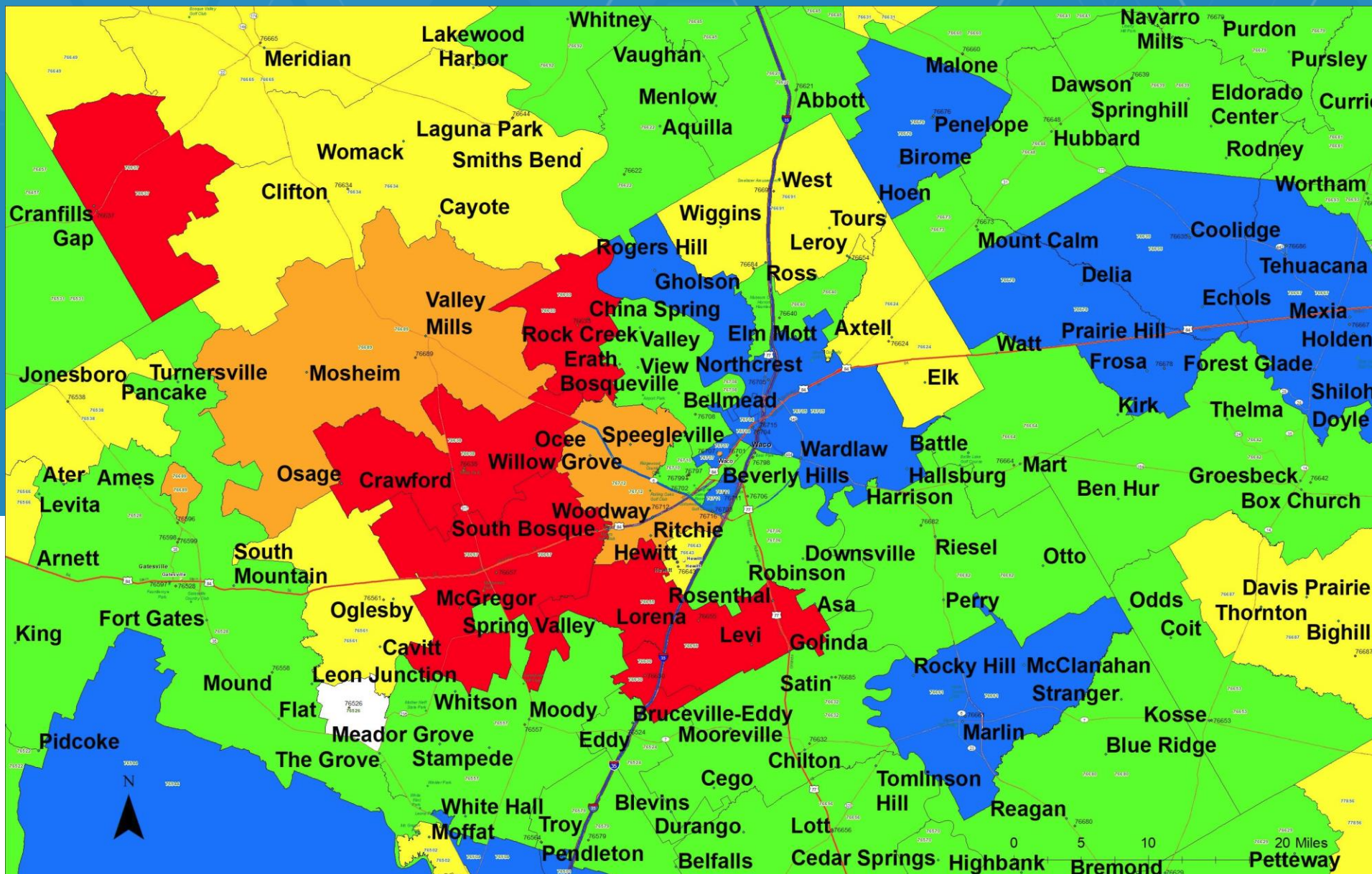


	% Comp	% Pen	Index
 Quintile: 1	49%	60%	195
 Quintile: 2	18%	40%	130
 Quintile: 3	15%	29%	93
 Quintile: 4	13%	19%	61
 Quintile: 5	5%	7%	21





Waco Overview



	% Comp	% Pen	Index
Quintile: 1	49%	60%	195
Quintile: 2	18%	40%	130
Quintile: 3	15%	29%	93
Quintile: 4	13%	19%	61
Quintile: 5	5%	7%	21

GEOGRAPHY DEFINITIONS EXPLAINED



URBAN

Urban locations have population density scores mostly **between 85 and 99**. They include both the downtowns of major cities and surrounding neighborhoods. Households within this classification live within the classic high-density neighborhoods found in the heart of America's largest cities. While almost always anchored by the downtown central business district, these areas often extend beyond city limits and into surrounding jurisdictions to encompass most of America's earliest suburban expansions.



SUBURBAN

Suburban locations have population density scores **between 40 and 90** and are clearly dependent on urban areas or second cities. Unlike second cities, they are not the population center of their surrounding community, but rather a continuation of the density decline as you move out from the city center. While some suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to one another, or to the urban or second city core, than within themselves.



SATELLITE CITIES

Satellite Cities locations are less densely populated than urban areas, with population density scores typically **between 40 and 85**. While similar to the suburban densities, second cities are the population center of their surrounding community. As such, many are concentrated within America's larger towns and smaller cities. This class also includes thousands of satellite cities—higher density suburbs encircling major metropolitan centers, typically with far greater affluence than their small city cousins.



TOWN & RURAL

Town & Rural locations areas, collapsed into a single urbanization category, have population density scores **under 40**. This category includes exurbs, towns, farming communities and a wide range of other rural areas. The “town” aspect of this class covers the thousands of small towns and villages scattered amongst the rural heartland, as well as the low-density areas far beyond the outer beltways and suburban rings of America's major metros. Households in these exurban segments live amongst higher densities and are more affluent than their rural neighbors.



THANK YOU!

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