

# Fredericksburg<sup>®</sup>

THE TEXAS HILL COUNTRY

*Texas Heart. German Soul.*

Fredericksburg CVB  
Partner Meeting

MAY 9, 2023

## Welcome


- NTTW 2023
- New FCVB Staff
- Destination Performance
- On the Horizon
- Eclipse update
- Partner updates
- Q&A

**Fredericksburg**<sup>®</sup>  
**THE TEXAS HILL COUNTRY**  
**Convention and Visitor Bureau**

NTTW 2023



**NATIONAL TRAVEL & TOURISM WEEK**  
MAY 7-13, 2023

<b>Fredericksburg®</b> THE TEXAS HILL COUNTRY Convention and Visitor Bureau		Celebrating National Travel & Tourism Week: May 7-13, 2023 Tourism Fast Facts		
 <b>40,659</b> Visitors welcomed at Visitor Information Center	 <b>\$5,804,348</b> Fredericksburg Lodging Occupancy Tax Collection	 <b>1,730,432</b> Unique visitors to VisitFredericksburgTX.com		
<b>\$8,608,171</b> Sales Tax Collection				 <b>100+</b> Total number of restaurants
 Wildseed Farms Visitors <b>422,000</b>	 Enchanted Rock State Natural Area Visitors <b>292,167</b>	 Visitors to History & Heritage Sites <b>314,187</b>	<b>50+</b> Wineries and tasting rooms 	
For more information: <a href="http://VisitFredericksburgTX.com">VisitFredericksburgTX.com</a>				

New FCVB Staff



Lindsay Bacon Pansing  
Marketing Manager



Shannon Overby  
National Sales Director



Destination Services Manager

Destination Performance

YTD – Sourced Leads / Room Nights vs. STLY		
	YTD Leads	YTD Lead Room Nights
FY23	247	64,090
FY22	244	49,886

\*10/1/2022 through 4/30/2023. Source: Simpleview CRM

# Destination Performance

YTD – Definite Bookings / Room Nights vs. STLY		
	YTD Bookings	YTD Room Nights
FY23	67	6,307
FY22	83	7,134

\*10/1/2022 through 4/30/2023. Source: Simpleview CRM

Destination Performance

YTD - Smith Travel Research Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY23	59.0%	\$123.91	\$73.77	224,406	132,474
FY22	55.6%	\$126.27	\$71.09	225,626	125,658

\*10/1/2022 through 3/31/2023. Source: STR Report



# Destination Performance

YTD – Key Data Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY23	40.4%	\$307.00	\$124.00	1,430,361	689,551
FY22	42.6%	\$310.00	\$132.00	1,319,175	642,350

\*10/1/2022 through 3/31/2023. Source: Key Data Report

# Destination Performance

YTD – Blended Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY23	49.6%	\$277.72	\$137.96	1,654,767	822,025
FY22	49.7%	\$280.48	\$139.44	1,544,801	768,008

\*10/1/2022 through 3/31/2023. Source: STR & Key Data Report

**Sales Missions**

# Sales Missions

# Sales Missions



- January / San Antonio, TX
  - NFTGA - 20th Annual Professional Training Conference
  - Hosted by the Professional Tour Guide Association of San Antonio (PTGASA)
  - Trained professionals that were interested to learn more about Fredericksburg, TX
  - Final day excursion was a day in Fredericksburg (sold out)
  - Fredericksburg has been requested to come back and present again next year and to host a future PTGASA meeting in Fredericksburg.
- 
- January 29-February 3, 2023 in Mexico City & Guadalajara
  - Trained 260 Travel Agents and Product Managers
  - New Itinerary Requests:
    - Viajes Palacio - Luxury, wants San Antonio / FBG
    - Julia Tours - Napa tours, wants San Antonio / FBG
    - Dream Destinations - wants Dallas, FBG, San Antonio
    - Iajes Intermex - Destination Weddings & Honeymoons
    - Creative Travel - Luxury Gastronomy, wants Woodlands, FBG
  - Potential future opportunities created from mission:
    - Training to Price University Agents (300+) in call center in Cancun, responsible for over 178K room nights to US in 2022
    - Training to Despergar/Best Day Agents (60+) in call center in Cancun. Texas is second highest booked destination behind Las Vegas in 2022.



- Sunday, February 12-15, 2023 / San Diego, CA
  - This is the first IITA Summit since 2020. This marketplace focuses solely on bringing inbound travel to the United States. Appointments at this show are with Travel Directors, Receptive Tour Operators, Product Developers, and Inbound Tour Operators.
  - Hosted 27 buyers in one-on-one appointments
  - Rocky Mountain Holidays – Chris Pilley (Product Manager) May in market FAM to package Fbg & Bandera
  - Travel Advocates – Robert Miller (Owner) Lead: 15 single & 8 double/double (31 people) April 6-8, 2024
  - AlliedTPro – Gisa Kusserow-Hanson (Senior Product Manager) June in market FAM to package Fbg & Austin
  - Bonotel Exclusive Travel & TourMappers commitment to come in-market to work with our Fbg partners 2023
- 
- February 18-24, 2023 / Australia
  - During the VUSA-AU Expo Week more than 70 US exhibitors were in market meeting with the Australian travel community to inspire, educate, and regenerate travel to the USA. This expo is the premier opportunity for US destinations to gain visibility, educate, and develop travel packages for the travel trade community in Australia.
- During the Visit USA-AU Expo, I was given the opportunity to:
- Inspire & educate 175 travel trade developers & agents in Brisbane (4-minute presentation on Fredericksburg)
  - Participate in an educational trade show for the travel community in Brisbane
  - Inspire & educate 200 travel trade developers & agents in Melbourne (4-minute presentation on Fredericksburg)
  - Participate in an educational trade show for the travel community in Melbourne

## Sales Missions



- February 23-24, 2023 / Sydney, Australia
- Conducted 20 one on one appointments with Australian based media contacts



- February 27-March 2, 2023 / Anchorage, AK
- Go West Summit is the single source for U.S. based domestic and international tour operators to design, develop, and maintain an American West tourism product. This marketplace brings the world's top international tour operators to specialty suppliers offering tourism-related products in the American West. The buyers are internationally based tour operators or wholesalers, US based receptive operators, and domestic tour operators. This is a pre-scheduled marketplace with one-on-one 10-minute appointments. During this marketplace, I was given the opportunity to provide Brand Awareness, Training, and Product Development to 26-pre-scheduled one-on-one appointments:



Calgary Outdoor Adventure & Travel Show 2023

# The Outdoor Adventure & Travel Show

- February 21-22, 2023/ College Station, TX
- 41 Suppliers / 43 Association Planners attended
- Professional Development conference with client networking

- March 17– 20, 2023 / Calgary, Alberta
- Largest consumer show in Calgary, with approximately 15,000 attendees, first time Travel Texas exhibited at this event.
- To maximize time in Calgary, met with 28 travel agents with Alberta Motor Association (AMA) offices and provided a detailed destination/product training for agents that field Texas related requests.

TRAVEL  
TEXAS



- March 10 – 16, 2023 / London, UK and Paris, France
  - International Media Marketplace – London
    - One-to-One business meetings with 50 journalists, over two days
    - Travel Texas Media Dinner – London
    - Hosted media dinner with 10 journalists, interested in promoting Texas, FBG and Austin visitation UNITE Visit USA Marketplace – London
    - One-to-One business meetings, connecting UK & European buyers with U.S. Partners. FBG conducted 16 meetings with qualified buyers.
  - International Media Marketplace – Paris
    - One-to-One business meetings, between destinations and journalists. FBG conducted 18 media contacts.
    - Agent Presentations & Training – Paris
    - Visiteurs, Worldia, US Embassy – France, Le Cercle des Voyages
    - Travel Texas Trade Dinner – Paris
    - Hosted trade dinner for 10 of the top trade developers in France, which was co-branded between Travel Texas, FCVB and Visit Austin.





Feb 05

## I Thee Wed Wedding Show

A Texas hill country upscale wedding show. We will have everything you need for your big day under one roof!

By Hosted by : Featherstone Ranch, Class A Rentals & The Party Affair

Follow

### When and where



#### Date and time

Sun, February 5, 2023,  
11:00 AM - 3:00 PM CST



#### Location

Featherstone Ranch 870 Klein Road  
Stonewall, TX 78671

[Hide map](#)



- January 28-30, 2023 / Dallas, TX
- Show had approximately 600 people that attended
- Twelve (12) potential weddings have been identified as potential for FBG/Gillespie County venues

- Sunday, February 5, 2023 / Stonewall, TX
- Hosted by The Party Affair and Featherstone Ranch
- Small, one day (4 hour) event that had a steady turnout. Many of the bride/groom couples in attendance had already identified the venue's for their respective days, although six couples were identified in needing assistance with destination information as well as room blocks.

- February 19, 2023/ Fort Worth, TX
- 523 Brides registered for the event
- 16 scanned badges at the booth, 9 brides interested in Fredericksburg or Gillespie County venues
- Four parties requested information as they already had trips booked to Fredericksburg
- 77 A/D (Attraction and Dining) Guides were handed out

# Missions / FAM's

## March 2023 Travel Texas Canadian Media Mission: Calgary & Vancouver



Canada continues as the second largest international source of visitor arrivals to Texas with Alberta and British Columbia being the leading provincial sources of visitors to Texas from Western Canada. In fact, Vancouver is the third largest media market in Canada and the largest in Western Canada. Cosmopolitan Calgary, nearby in Alberta is the third largest city in Canada and shares a western culture connection with Texas. Moreover, Air Canada offers non-stop service to Texas from both Calgary and Vancouver.

Lead & organized by Rosalyn Hunter (VoX International) and Debra Bustos (Travel Texas).

Featured Texas Destinations: Visit San Antonio, Visit Lubbock, Fredericksburg CVB, Visit El Paso and Laredo CVB.

### Calgary Recap:

- Dinner with Michele Jarvie, Travel Editor, Calgary Herald/Sun (Postmedia)
- Let's Texas Media Marketplace: including 15 minute 1 on 1 appointments with 6 top tier Calgary based journalists
- Let's Get Social with Travel Texas Reception: mix and mingle format and destination presentations during the event. 20 influencers and traditional media in attendance. Top journalist, Jody Robbins, won a landprize to Fredericksburg & will be visiting for a full FAM including broadcast elements later in 2023.

### Vancouver Recap:

- Thursday 3/23 Media Luncheon with 20 media guests in attendance. Mix and mingle format and destination presentations during the event. Air Canada provided airfare to accompany land prize packages from each destination, which will ultimately result in a media FAM with air support. Thus far, the FCVB will host 2-3 journalists in-market as a result of the Vancouver portion of the mission.

## March 2023 Media FAMs Hosted by FCVB



### Jennifer Merrick, Canadian Freelance Writer March 12 – 14, 2023

- Visit resulting from previous Canadian Media Mission with VOX International/Travel Texas
- On assignment with: Modern Mississauga and World Traveler
- Regularly contributes to: The Toronto Star, Toronto.com,
- Itinerary focuses: culinary, wine & wildflowers

### Wendy Gillette, CBS National News March 28 – 30, 2023

- Visit resulting from previous New York Media Mission with MMGY/NJF/Travel Texas
- Segment slated to air October 2023 focusing on the Texas Wine Industry with national network distribution

## April 2023 Media FAMs Hosted by FCVB



**Roger Gonzalez (Mexico) International Celebrity/Influencer FAM**

April 3 – 4, 2023

1.3 M Instagram Followers

**Kelly Brook (UK) International Celebrity/Influencer FAM**

April 6, 2023

1.3 M Instagram Followers

**Anna Willatt (UK) International Media FAM**

April 17 – 19, 2023

On Assignment: House of CoCo Magazine



# Editorial Coverage Highlights



*Southern Living Magazine:  
50 Best Small Towns in the South*

Earned Media Value: \$35,500

Circulation: 7,100,000

Readership: 21,300,000

Coverage Resulting from Geiger Media FAM

# Southern Living

## The 50 Best Small Towns In The South 2023

By Southern Living Editors Updated on March 13, 2023



Forget about size. These 50 Southern towns may be small (some are technically villages) but each one has its own distinct story to tell. We asked our readers to share their favorites, and this wide-ranging list captures the wonderful diversity of our region. You'll find towns by the seaside, in the mountains, outside of [big cities](#), near universities, and more. Some are known for German food (Helen, GA; Fredericksburg, TX), others have thriving art and culture scenes (Ocean Springs, MS; Berea, KY; Boone, NC), many are rich in history (Williamsburg, VA; St. Augustine, FL; Harper's Ferry, WV) or [natural beauty](#) (Beaufort, SC; Blowing Rock, NC). There is a small town for every type of person on this list, and we guarantee that all of these places are destination-worthy in their own right. But be warned: One visit, and you might start packing your bags to start a new small town life.

### 10. Fredericksburg, Texas



PHOTO: GABRIELA HERMAN

Located in the heart of the [Texas Hill Country](#), Fredericksburg has deep German roots. Its Main Street has always drawn visitors, but now people are also making a beeline for the fantastic food scene here (biertgartens included) and more than 100 area wineries.

[LEARN MORE ABOUT FREDERICKSBURG](#)

*Wine Enthusiast Magazine:  
3 Promising Places Where the Ancient  
Malvasia Bianca Grape is Thriving*

Print & Associated Instagram Post

Earned Media Value: \$15,000

Circulation: 1,600,000

Readership: 4,800,000

Coverage Resulting from Geiger Media  
FAM





Marketing / Communications



wineenthusiast

Follow

Message



4,721 posts

540K followers

1,475 following

Wine Enthusiast

We Bring Wine to Life

winemag.com | wineenthusiast.com

Show us your wine style using #WineEnthusiastLife

Shop our Feed + Read about Wine  
linkin.bio/wineenthusiast



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wineenthusiast Have you tried Malvasia Bianca?

The grape typically produces light, crisp white wines, as well as complex sweet ones.

@amyb1021 highlights 3 regions that are producing excellent bottlings of this prolific grape variety at the story linked in our bio.

3w



710 likes

MARCH 11



Add a comment...

Post

Forbes.com:

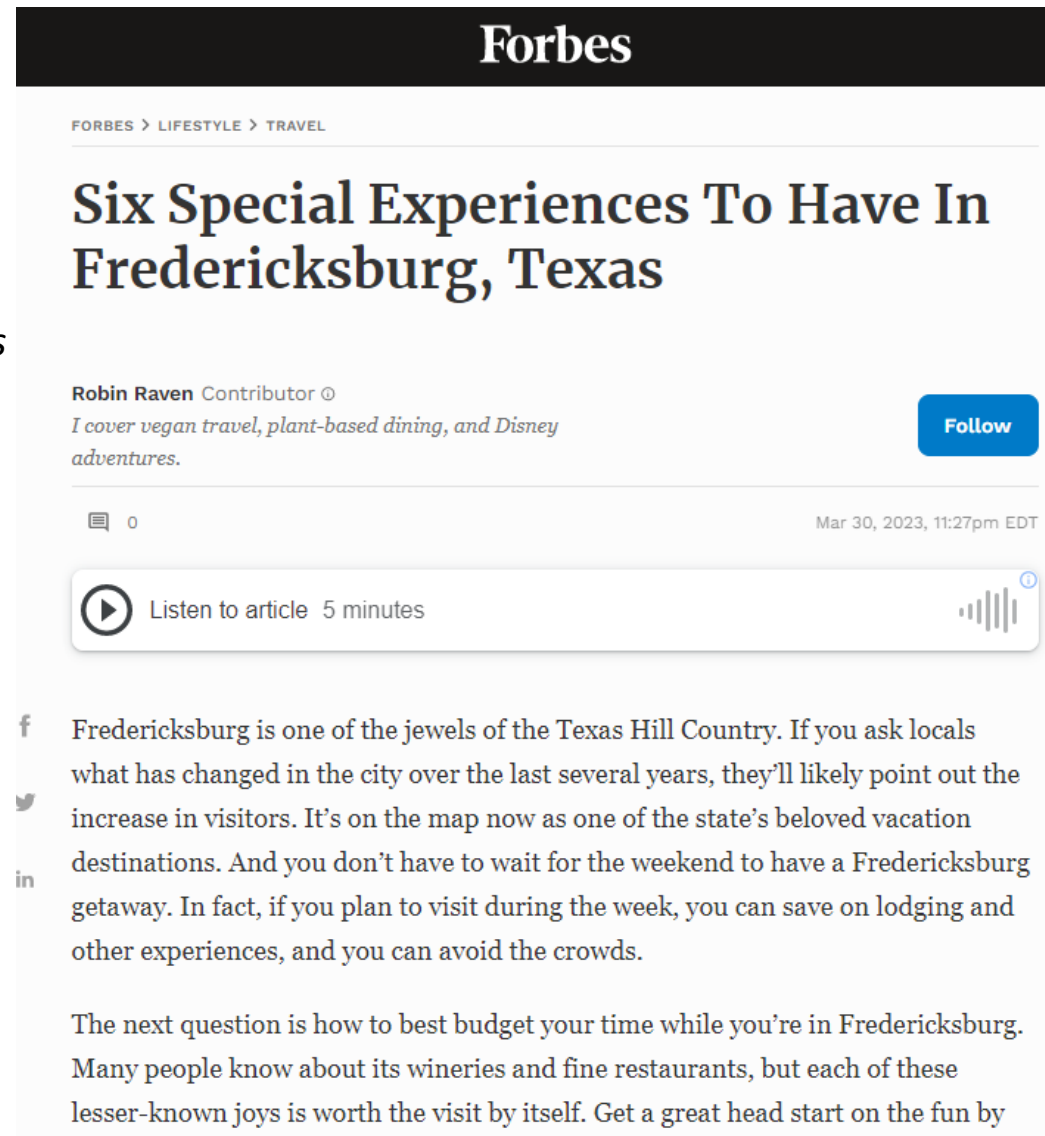
*Six Special Experiences to Have in Fredericksburg, Texas*

Earned Media Value: \$76,054

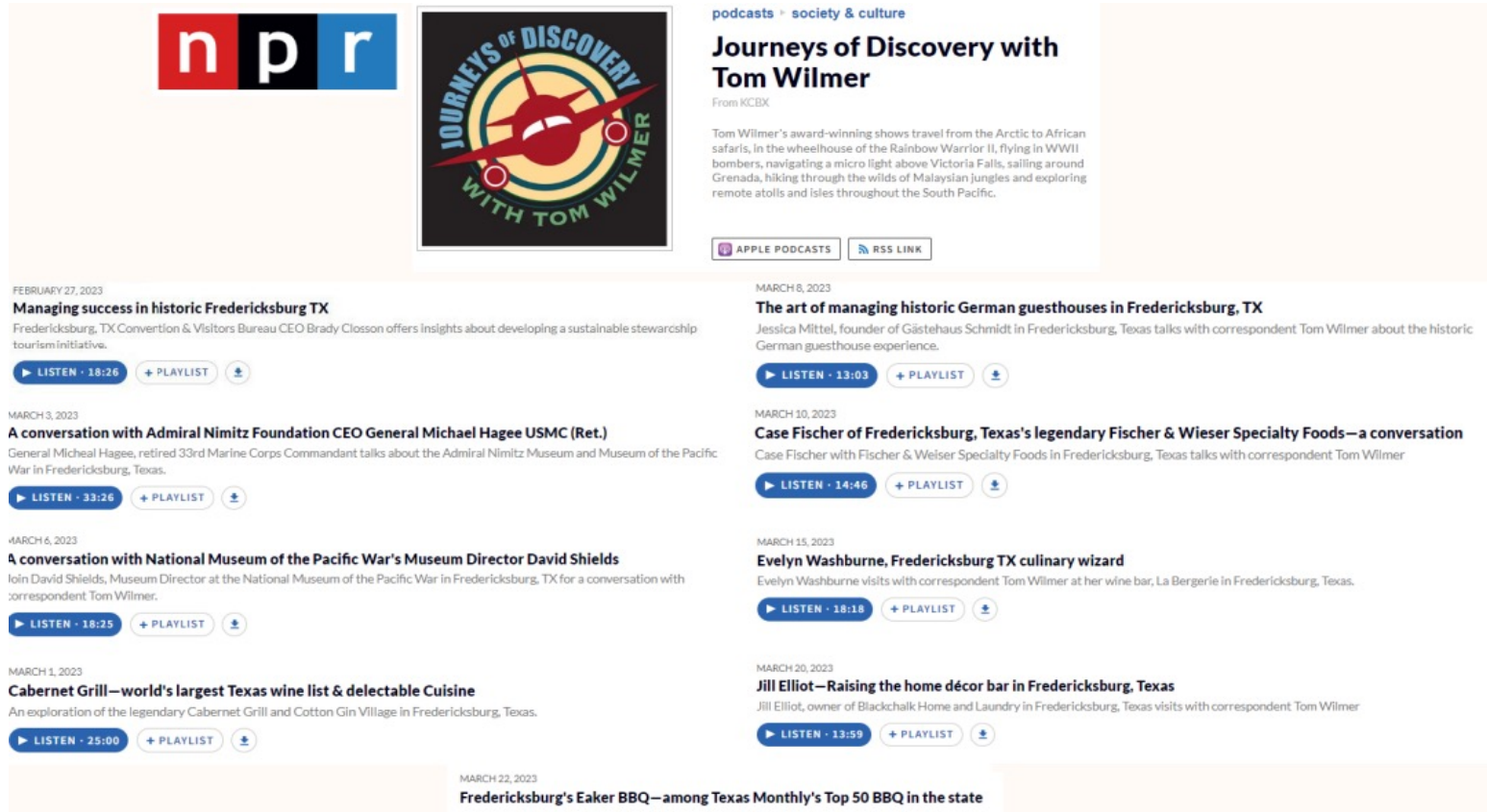
Circulation: 103,726,122

Readership: 311,178,366

Coverage Resulting from Geiger Media FAM



# Various Segments on *NPR: Journeys of Discover with Tom Wilmer* & Associated Digital Coverage



The screenshot displays the NPR website for the podcast "Journeys of Discovery with Tom Wilmer". At the top, there is the NPR logo and the podcast's title. Below this, a grid of episode listings is shown, each with a date, a title, a brief description, and a "LISTEN" button with a duration. The episodes listed include:

- FEBRUARY 27, 2023**: **Managing success in historic Fredericksburg TX**. Fredericksburg, TX Convention & Visitors Bureau CEO Brady Closson offers insights about developing a sustainable stewardship tourism initiative. (18:26)
- MARCH 3, 2023**: **A conversation with Admiral Nimitz Foundation CEO General Michael Hagee USMC (Ret.)**. General Micheal Hagee, retired 33rd Marine Corps Commandant talks about the Admiral Nimitz Museum and Museum of the Pacific War in Fredericksburg, Texas. (33:26)
- MARCH 6, 2023**: **A conversation with National Museum of the Pacific War's Museum Director David Shields**. Iain David Shields, Museum Director at the National Museum of the Pacific War in Fredericksburg, TX for a conversation with correspondent Tom Wilmer. (18:25)
- MARCH 1, 2023**: **Cabernet Grill—world's largest Texas wine list & delectable Cuisine**. An exploration of the legendary Cabernet Grill and Cotton Gin Village in Fredericksburg, Texas. (25:00)
- MARCH 8, 2023**: **The art of managing historic German guesthouses in Fredericksburg, TX**. Jessica Mittel, founder of Gästehaus Schmidt in Fredericksburg, Texas talks with correspondent Tom Wilmer about the historic German guesthouse experience. (13:03)
- MARCH 10, 2023**: **Case Fischer of Fredericksburg, Texas's legendary Fischer & Wieser Specialty Foods—a conversation**. Case Fischer with Fischer & Wieser Specialty Foods in Fredericksburg, Texas talks with correspondent Tom Wilmer. (14:46)
- MARCH 15, 2023**: **Evelyn Washburne, Fredericksburg TX culinary wizard**. Evelyn Washburne visits with correspondent Tom Wilmer at her wine bar, La Bergerie in Fredericksburg, Texas. (18:18)
- MARCH 20, 2023**: **Jill Elliot—Raising the home décor bar in Fredericksburg, Texas**. Jill Elliot, owner of Blackchalk Home and Laundry in Fredericksburg, Texas visits with correspondent Tom Wilmer. (13:59)
- MARCH 22, 2023**: **Fredericksburg's Eaker BBQ—among Texas Monthly's Top 50 BBQ in the state**

Coverage Resulting from Geiger Media FAM

*Thrillist: 15 Perfect Road Trips for When You Need to Escape Dallas*

Earned Media Value: \$289,140

Circulation: 14,457,205

Readership: 43,371,615

Coverage Resulting from Geiger Media FAM



Carolyne Parent/Shutterstock

**Fredericksburg, Texas**

**Distance from Dallas:** 261 miles, 4.5-hour drive  
Known as one of the most Christmas-y places on earth during the holiday season, Fredericksburg shouldn't be overlooked during the warmer months of the year. The German settlement has a special place in our hearts (and livers) as the fourth-largest wine-producing regions in the country. With more than 100 places to drink Texas wine and chat with winemakers while listening to live music and snacking on copious amounts of meats and cheeses, you can spend days winery-hopping and not even pop a fraction of the corks at your disposal. In town, make sure to indulge in frozen summer treats (including boozy ones) at [Clear River Ice Cream, Bakery & Deli](#), or if you're hungry for culinary innovation worthy of any big city, book a table at [Hill & Vine](#) or [Sage](#). Then wake up to a picnic basket filled with a delicious breakfast delivered right to your door at [The Evers House](#) or its sister property, [The Winchester Lodge](#), which also boasts a sparkling pool for chilling out (in every sense of the word).



On the Horizon



- **May 16 – 19, 2023 Pre-IPW Geiger Media FAM:**
  - Media attendee recruitment & itinerary development underway with Geiger & Associates Team
  - McKenzie will be FCVB point person for this FAM
  - Exclude any media on the IPW Travel Texas Post-FAM list
- **May 16 – 18, 2023 Holger Jacobs (Germany) Media FAM:**
  - Traveling with photographer, can share a room with 2 beds
  - Needs individual FAM
  - Photographer name: Vanessa Dill
  - Accommodations at Inn on Barons Creek
  - Has rental car – will be coming to FBGTX from Bandera & then traveling to Austin.
  - Draft itinerary complete, need details on combined wine tour with Dirk via majesty tours (FCVB securing tastings & pays half of tour cost)
  - Need to purchase/pick up various local gift cards as outlined in itinerary, as Holger & Vanessa will be traveling on their own while in FBG
- **May 16-18, 2023 Dirk Baumgartl, Spartacus Traveler (Germany) International Media FAM:**
  - Has rental car (reconfirmed with Evelyn Narciso on 4/3/23)
  - Accommodations: Guesthouse Secured w/ Nancy Lopez – McKenzie coordinated.
  - Itinerary: Draft complete, may need transportation to/from dinner, pending details on combined wine tour via Majesty Tours w/ Holger & Vanessa (FCVB securing tastings & pays half of tour cost)
  - Need to purchase/pick up various local gift cards as outlined in itinerary, as Dirk will be traveling on his own a majority of the time while in FBG
  - For 16 years, Spartacus Traveler has been reporting from the wide gay travel world. “We research with passion, because we are travelers with all our hearts. Just like our readers.”
  - Interested in city’s history and wine tour, LGBTQIA+ interview opportunities.

- **May 18 – 20, 2023 Gary Dickson (New Zealand) International Media FAM:**
  - New Zealand based Editor in Chief of [Let's Travel Magazine](#)
  - Gary will be in Texas prior to attending IPW San Antonio & coming to us following 3 nights with the Visit Austin Team
  - Gary will produce a main feature story for both Austin and Fredericksburg for Let's Travel Magazine, anticipated to be 8-10 pages in editorial length each, published in both the print magazine & online. The editorial coverage will be featured on the Let's Travel Magazine homepage for one month as well as distributed via the Let's Travel Magazine email database and social media channels
  - Accommodations: Hill Country Herb Garden #29385 Cottage 4: Modern Escape (Paid by FCVB w/ accommodations details directly to Gary & him noted as a guest)
  - Itinerary: Amanda working on outline, waiting for input on hosting by Elements Hospitality on 5/3
  - Transportation: FCVB will provide ground transportation while in Fredericksburg and to IPW San Antonio Need to secure transportation to San Antonio w/ Zach at TBD time based on itinerary development & determine drop off location from Gary – McKenzie checking with Zach to see if he can accommodate an early morning run to San Antonio (potential for 2 people at 2 locations)
  - Visit Austin is providing a uber credit for transportation to FBG
  - Visit is a result of ongoing media efforts with Visit Austin.
- **May 18 – 20, 2023 Bike the Best (Germany) Trade FAM:**
  - Attendees: Micky Kern, President, CEO
  - Accommodation (1 room): **Peach Tree Inn & Suites**
  - Co-branding Bandera
- **May 19 – 20, 2023 Trailfinders (UK) Trade FAM:**
  - Attendees: Beth Tyrie, USA Destination Manager
  - Accommodation (1 room): **Fredericksburg Inn & Suites**

- **May 19 – 20, 2023 Rocky Mountain Holiday Tours (USA/Europe) Trade FAM:**
  - Attendees: Chris Pilley, CEO
  - Accommodation (1 room): **Fredericksburg Inn & Suites**
- **May 19 – 20, 2023 Lieb Management (Europe) Trade FAM:**
  - Attendees: Product Managers. 4-Germany, 4-France, 4-Netherlands
  - Accommodation (12 rooms): **Fredericksburg Inn & Suites (16 rooms)**
- **May 19 – 20, 2023 Ride the World (Europe) Trade FAM:**
  - Attendees: David Reeves, Director. Walter Nand, Director.
  - Accommodation (2 rooms): **Peach Tree Inn & Suites**
- **May \_\_\_\_, 2023 Mariana Vidigal Brandileone & Renata Araujo Media FAM:**
  - Individual FAM – 2 journalists visiting pre-IPW
  - Day trip on May 19 or May 20, TBD
  - Interested in hiking, wineries & trendy lunch spot
  - Planned coverage includes “What to do in Fredericksburg” article on Mariana’s website and stories/reels on Instagram @ideiasnamala @yourmustgoblog
  - TBD itinerary – needs to be DIY
- **May 20, 2023 Martin Wein International Media FAM (led by Evelyn Narciso):**
  - Will be lead by Lieb Management’s Evelyn Narciso (no FCVB staff)
  - Will be visiting Fredericksburg Saturday, May 20, for Noon arrival.
  - McKenzie will develop itinerary & coordinate lunch & Pioneer Museum visit
  - Needs lunch and wants an interview with Evelyn Weinheimer at the Pioneer Museum
  - McKenzie to confirm tour w/ Evelyn & secure lunch – FCVB can pay cost of lunch for Evelyn W., Evelyn N & Martin.
  - Evelyn Narciso will be driving Martin (unable to drive due to vision)



- **May 24, 2023 Kelemen Gabor (Hungary) Media FAM (Geiger Facilitating):**
  - Day visit to wineries by Kelemen & his photographer, they have a rental car
  - Eva Simpson is coordinating visits to local wineries as requested – FCVB doesn't need to do anything at this time
  - Will aim to meet with FCVB at IPW Media Day or Trade Show Booth #2733
- **May 25 – 27, 2023 Post IPW Travel Texas (Media/Trade) FAM (Amanda & Karyn):**
  - Itinerary in development with Austin/Fredericksburg/Bandera
  - FAM include 17: media & travel trade attendees
  - Collaborative effort between Amanda Koone (media) & Karyn Mayo (trade)
  - Accommodations: Hangar Hotel
- **May 25 – 26, 2023 ACI Italy & Latitudes (Italy) Trade FAM:**
  - Attendees: Stefano Gnerucci–ACI, U.S. Specialist. Lucio Rossi- Latitudes, Editor/Director.
  - Accommodation (2 rooms): **TrueHeart Hotel**
  - Co-branding Dallas, Fort Worth
- **May 26 - 27, 2023 FTI, CRD, CanUSA (Germany) Post-IPW Trade FAM:**
  - Attendees: FTI-Florian Renner, Strategic Destination Officer North America. CRD- Pia Hambrock, Head of Product and Operations, CanUSA-Kolja Kassner, VP Business Development, Anngret Rossol, Head of Product
  - Accommodation (4 rooms): **Hangar Hotel**
- **May 26 – 27, 2023 Co-Brand JW Marriott Luxury (Mexico) Trade FAM:**
  - Attendees: Elaine Leon - Azabache, Contracting Manager USA & Canada. Ceasar Azabache-Azabache, Owner.
  - Accommodation (2 rooms):

## Upcoming FAM's / Missions

- **May 26 – 27, 2023 Co-Brand JW Marriott Luxury (Mexico) Trade FAM:**
  - Attendees: Francisco Macias - GTM, Director.
  - Accommodation:
- **May 27 – 29, 2023 Ulrike Wirtz (Germany) Media FAM**
  - Accommodations secured at Trueheart Hotel w/ breakfast
  - Needs itinerary
  - Opportunity via Evelyn N. at Lieb Management
- **May 27 – 29, 2023 Detlef Berg (Germany) Media FAM**
  - Accommodations secured at Trueheart Hotel w/ breakfast
  - Needs itinerary
  - Opportunity via Evelyn N. at Lieb Management
- **May 31 – June 02, 2023 AlliedTPro (Europe) Trade FAM:**
  - Attendees: Gisa Kusserow-Hanson, Senior Product Manager USA
  - Accommodation (2 rooms): **Fredericksburg Inn & Suites**
- **June 02 – 03, 2023 Vacances Fabuleuses (France) Trade FAM :**
  - Attendees : Corinne Lambert, Product Manager
  - Accommodation (3 guests): **Fredericksburg Inn & Suites**
- **June 07 – 08, 2023 BUSA Hawaiian Airlines (Australia/New Zealand) Trade FAM:**
  - Attendees: 13 TBD
  - Accommodation: **TrueHeart Hotel**



IPW  
May 20-24, 2023  
San Antonio, TX

Targeted Group Sales Calls

May 22-23, 2023  
San Antonio, TX



Lamont and Associates  
June 12-14, 2023  
Tempe, AZ

Upcoming FAM's / Missions



Visit USA – UK Sales Mission  
July 1-8, 2023  
United Kingdom



Destinations International  
July 17-20, 2023  
Dallas, TX



esto  
August 19-22, 2023  
Savannah, GA

Upcoming FAM's / Missions

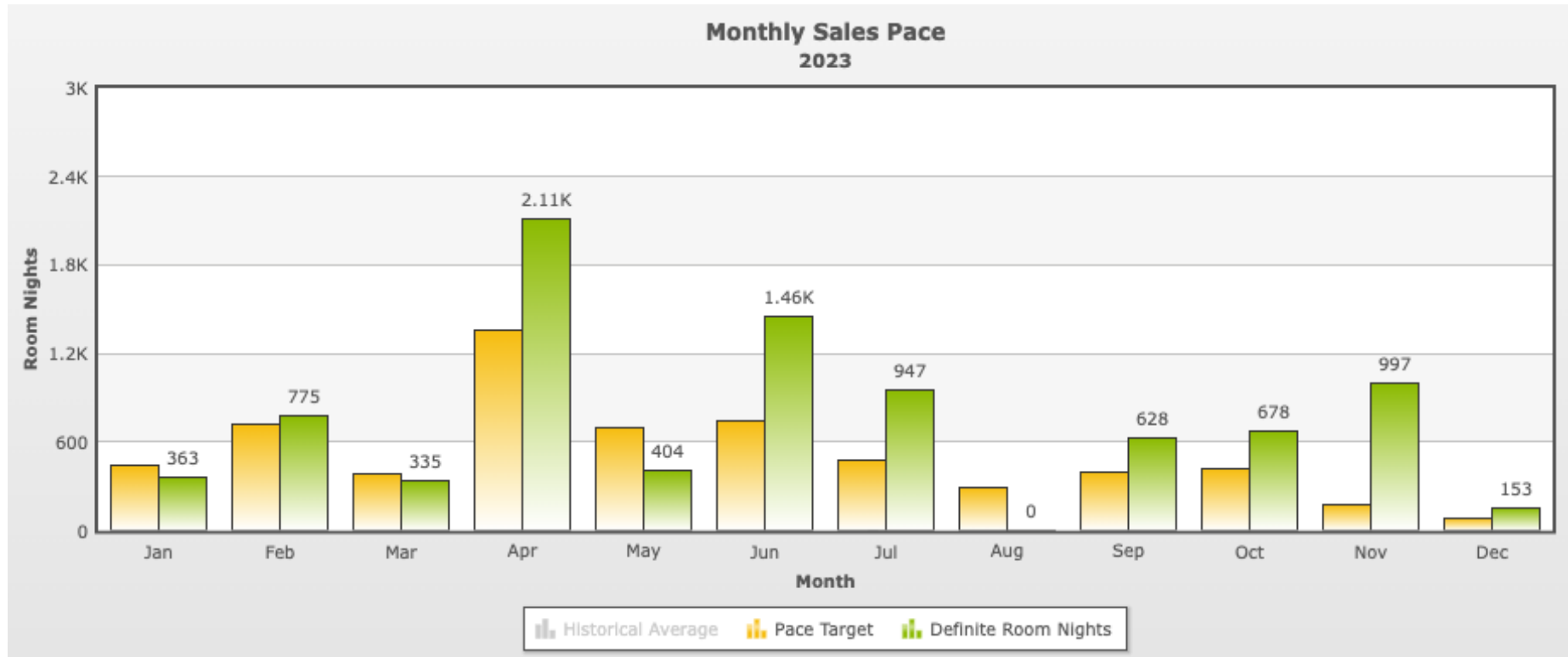


RTO Summit  
August 22-24, 2023  
San Antonio, TX



TX Assoc. of CVB's  
August 28-31, 2023  
College Station, TX

# Destination Performance



# Destination Performance

## Definites

2023 Month	Day																														
June	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
1,456	0	30	30	30	70	70	49	49	0	0	60	171	172	120	0	0	0	11	13	140	140	21	0	0	70	70	70	70	0	0	
<b>Totals: 1,456</b>	<b>0</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>70</b>	<b>70</b>	<b>49</b>	<b>49</b>	<b>0</b>	<b>0</b>	<b>60</b>	<b>171</b>	<b>172</b>	<b>120</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>13</b>	<b>140</b>	<b>140</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>0</b>	<b>0</b>	<b>0</b>

## Leads

2023 Month	Day																													
June	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1,020	0	0	0	0	0	180	280	280	280	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Totals: 1,020</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>180</b>	<b>280</b>	<b>280</b>	<b>280</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>Day Grand Totals</b>	<b>0</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>70</b>	<b>250</b>	<b>329</b>	<b>329</b>	<b>280</b>	<b>0</b>	<b>60</b>	<b>171</b>	<b>172</b>	<b>120</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>13</b>	<b>140</b>	<b>140</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>0</b>	<b>0</b>	<b>0</b>

# Destination Performance

## Definites

2023	Month																														
Month	Day																														
July	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
974	0	0	0	0	0	0	0	0	0	0	37	134	114	0	0	0	0	0	0	30	30	32	110	190	194	103	0	0	0	0	0
<b>Totals: 974</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>37</b>	<b>134</b>	<b>114</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>30</b>	<b>32</b>	<b>110</b>	<b>190</b>	<b>194</b>	<b>103</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

## Leads

2023	Month																														
Month	Day																														
July	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
285	0	0	0	0	0	0	75	75	75	0	0	0	0	0	0	0	0	0	0	0	30	30	0	0	0	0	0	0	0	0	
<b>Totals: 285</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

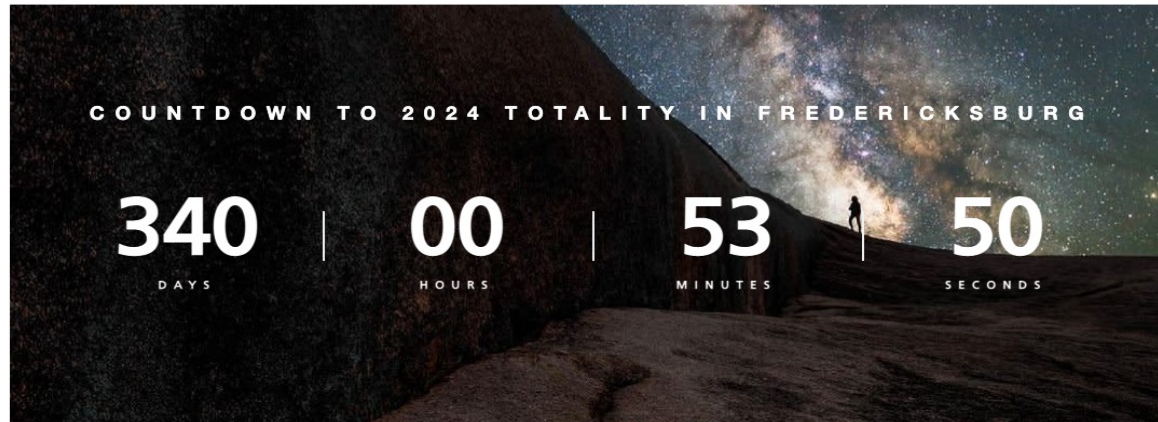
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>Day Grand Totals</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>0</b>	<b>37</b>	<b>134</b>	<b>114</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>60</b>	<b>62</b>	<b>110</b>	<b>190</b>	<b>194</b>	<b>103</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



2024 Eclipse Update

Eclipse

Share



FREDERICKSBURG TX ECLIPSE

## information central

Fredericksburg, Texas will be in the path of totality for the Great North American Eclipse - a total solar eclipse on Monday, April 8, 2024.

[www.EclipseinFBGTX.com](http://www.EclipseinFBGTX.com)

Stewardship Campaign



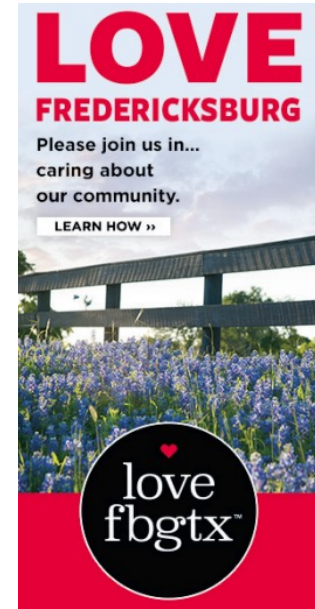
**LoveFBGTX.com**

# LoveFBGTX Stewardship Campaign



Facebook Post highlighting the Love Fredericksburg Wildflowers ad, reached 13,892 people, had 1,616 engagements, 745 likes and 108 shares.

2023- Love FBGTX	Jan	Feb	Mar
FACEBOOK	2,196	2,696	2,996
TWITTER	34	35	35
INSTAGRAM	1,455	1,640	1,695



- Stakeholder Updates
- Q&A

# Fredericksburg<sup>®</sup>

THE TEXAS HILL COUNTRY

*Texas Heart. German Soul.*

Thank You

Fredericksburg CVB  
Partner Meeting

MAY 9, 2023