

# Fredericksburg<sup>®</sup>

THE TEXAS HILL COUNTRY

*Texas Heart. German Soul.*

Fredericksburg CVB  
Partner Meeting

FEBRUARY 9, 2023

## Welcome

Meet Brady Closson

Background

Hear from our team

Partner input

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



---

20+ year Hospitality / Tourism Career

Deputy Executive Director – Grapevine Convention  
and Visitor Bureau

Director of Sales & Marketing – Hyatt Hotels &  
Resorts



## Administration

---

Brady Closson- President/CEO

Jenny Staudt- Vice President of Finance, Human  
Resources and Administration



## Marketing & Communications

---

Amanda Koone- Director of Communications

McKenzie Moellering- Communications and Digital  
Content Associate

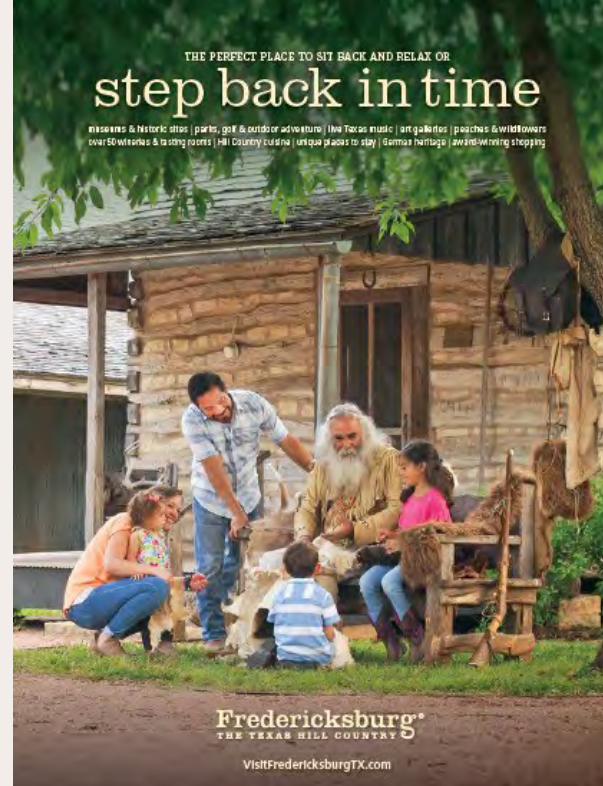


# FCVB Marketing & Communications Efforts

- Paid and Earned Media Coverage
  - VisitFredericksburgTX.com Tourism Brand
  - LoveFBGTX.com Stewardship Campaign
- Target Markets:
  - State (Major Metro Areas)
  - Regional
  - National
  - International



- FCVB Websites and Newsletters
- FCVB Brand & Collateral

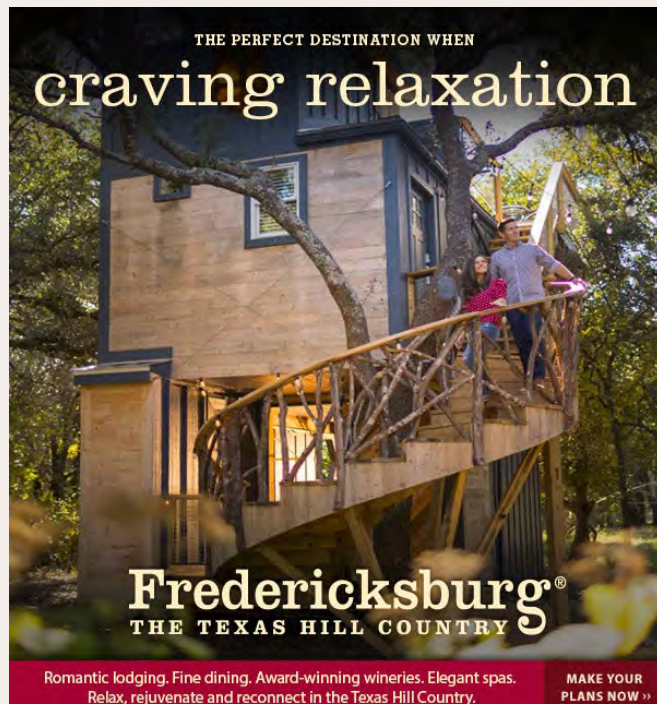


## FCVB Marketing & Communications Efforts

- Paid Advertising:
  - Print (newspaper & magazines)
  - Digital (banner ads, newsletters & sponsored content)
  - Social Media
  - TV Segments
  - Out of Home (airports, La Cantera)


- What's Next

- In collaboration with Creative Noggin:
  - Multi-channel campaign continues into 2023
  - Additional creative modifications



## Why You Should Spend Your Next Vacation in a Small Town

From charming hotels to easy access to nature, here are six reasons you should choose a small town for your next getaway.




**Best Winery Restaurant (2021)**  
Cooper's Hawk named Best Winery Restaurant  
Virginia shows up big on 10Best Best Winery Restaurants list

[See More Contests](#)

— When you buy through a link on our site, 10Best may earn a commission. Our editors operate independently of affiliate relationships.

Nothing pairs better with a great glass of wine than a tasty plate of food. Many of North America's best wineries also operate some of the best restaurants, where chefs and sommeliers work together to create the perfect marriage of food and wine.



**3 CABERNET GRILL**  
Fredericksburg, TX

Cabernet Grill-Texas Wine Country Restaurant, located in historic Fredericksburg, uses fresh, locally sourced ingredients in its unique Hill Country food preparation. The servers and Wine Director will guide diners in pairing their meal from the restaurant's extensive wine list, mainly from vineyards in the Hill Country.  
Photo courtesy of Jela1984 // Getty Images



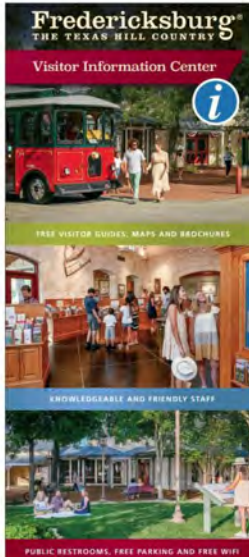
# FCVB Marketing & Communications Efforts

- Editorial Media:
  - Hosted 46 Journalists in 2022
  - \$1.78 million in earned media coverage generated in 2022
  - Geiger & Associates Public Relations
  - Travel Texas Media Initiatives
  - Regularly pitch niche stories, provide editorial assets (images & b-roll)
- What's Next
  - February 2023 Geiger Media FAM
  - March 2023 Canadian Media Mission
    - Calgary and Vancouver
- How to Get Involved
  - Media Hosting Opportunities



# FCVB Marketing & Communications Efforts: Brand Collateral

- Fredericksburg & Gillespie County Collateral
  - Coming Soon
    - Redesigned Attraction & Dining Guide
    - Updated lodging guides available February 10



100k+

Pieces distributed



Fredericksburg is One of America's Most Romantic Small Towns

Plan your relaxing getaway to the Texas Hill Country in four easy steps.

[Read More](#)

01 / 04

# FCVB Marketing & Communications Efforts

- VisitFredericksburgTX.com:
  - Most impactful FCVB marketing asset
  - Site continues to outperform industry standards
  - Ongoing SEO Optimization



## case study | visit fredericksburg: SUCCESS WITH SIMPLEVIEW'S SEO

Fredericksburg, Texas, is someplace special. Behind the elegant shops and fine dining, you can feel the authentic German influence and see reminders of heritage in both the historic buildings along Main Street and the German cuisine at local restaurants.

You wouldn't know now from looking at their current website, but it was not long ago that Visit Fredericksburg's online presence was, in their own words, "behind the times." Last updated in 2009, the destination marketing organization's (DMO's) site was in serious need of a total redesign to spotlight the many changes that had happened in the city.

Visit Fredericksburg dove right in with Simpleview — they launched a redesigned website, implemented the customer relationship management (CRM) tool, and subscribed to search engine optimization (SEO) service. Since then, the DMO has reported continued success with Simpleview's tools, with numbers growing even during a global pandemic.

**THE GOAL:** There was a clear goal for this project from the start: after revamping their outdated website and creating one that is modern and user-friendly, the goal was to utilize the Simpleview SEO service to increase organic ranking and search traffic.

“We're so excited that despite the industry averages with COVID-19, we are still seeing an increase in numbers and we're still beating the industry average year over year.”

— AMANDA KOONE  
Director of Communications, Fredericksburg Convention and Visitor Bureau



1,730,432

Unique Visitors

3.3

Average pages viewed per session

37.1%

Average bounce rate

3:25

Average session duration



Plan / Reasons to Visit

Share

## same great town, relaxed pace

For years, Fredericksburg has been a favorite weekend destination of Texans, but these days the Texas Hill Country is one of the best places to visit during the week as well.

### pet friendly fredericksburg

Jan. 27, 2023

Parting with your pet on vacation can be a hassle, so why not bring them with you? Fredericksburg has plenty of activities, restaurants, places to stay and wineries that welcome man's best friend. Pet-friendly Restaurants Dine with your dog at several of Fredericksburg's great eating...

Continue Reading

### plan the perfect valentine's getaway in fredericksburg

Jan. 13, 2023

Planning the perfect romantic getaway to Fredericksburg to "wow" your sweetheart is a piece of cake if you follow these six steps: Book Your Accommodations Fredericksburg and Gillespie County boast a wide array of places to stay – from all-suite hotels to traditional and one-of-a-kind B&B's...

Continue Reading

# FCVB Marketing & Communications Efforts

- VisitFredericksburgTX.com Content:
  - Highlights midweek travel, history/heritage/culture and other important initiatives
  - Custom blog content written by FCVB
  - Itineraries
  - Inclusive listings of Gillespie County:
    - Hotels/motels/STRs
    - Retail/Shopping
    - Restaurants/Wineries
    - Attractions/Activities

# 15,879

Edits made in 2022



## Family Getaway

Mom and Dad may think of Fredericksburg as a great romantic escape, but there are many fun and (eek!) even educational things for the kids to enjoy in and...

Read More >



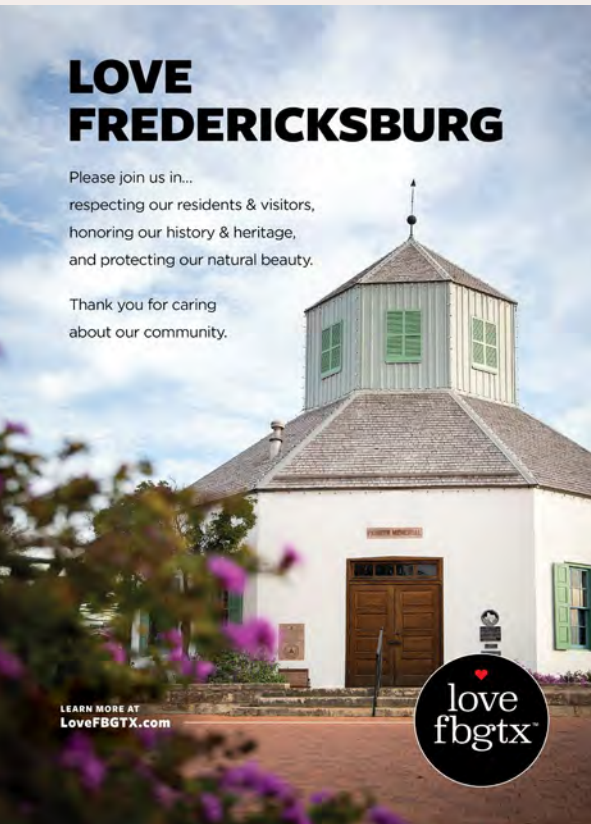
## Romantic Getaway Itinerary

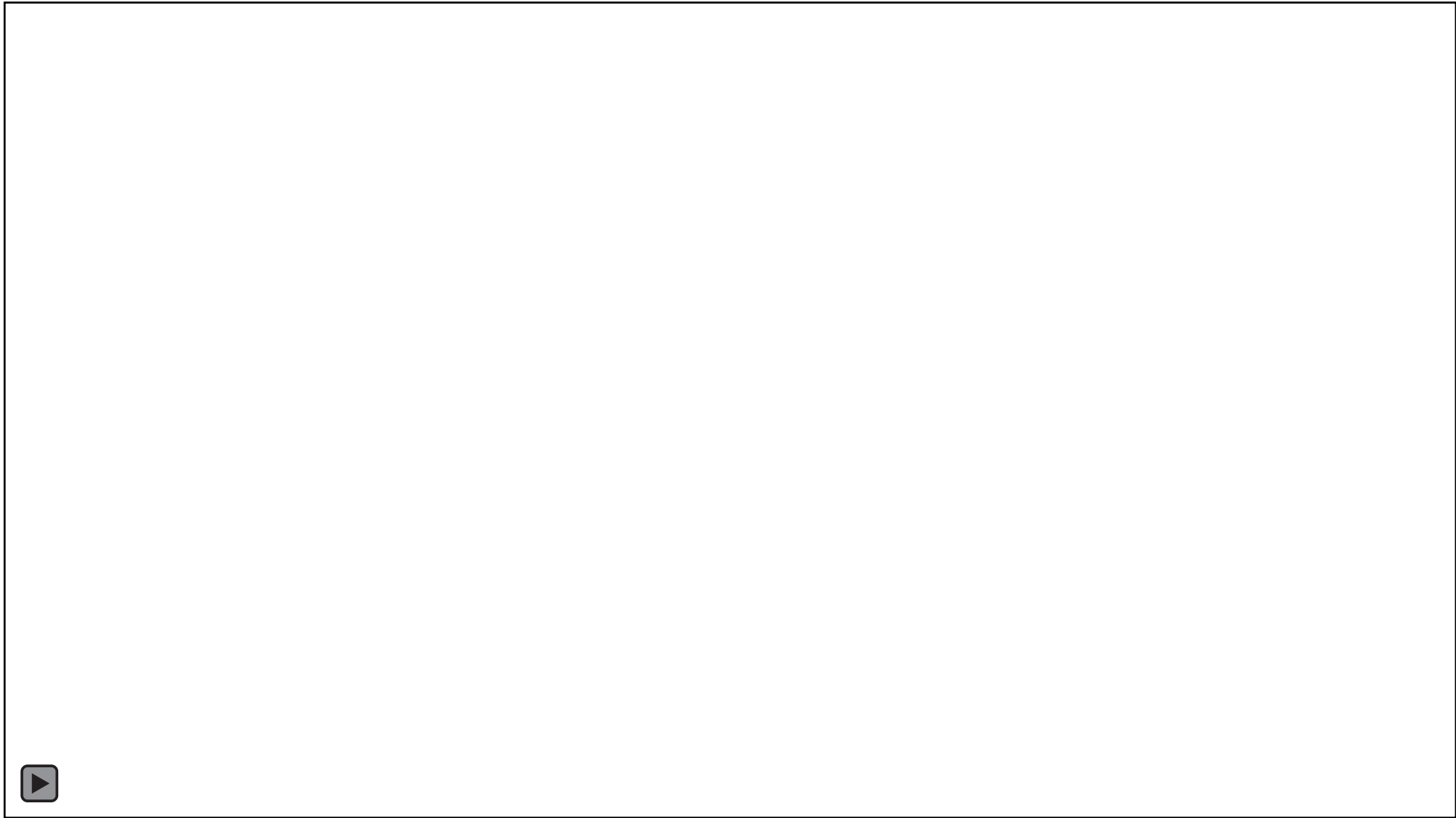
Get tips and ideas for planning a romantic getaway in the Texas Hill Country with this romantic itinerary for a getaway in Fredericksburg, Texas. From wine...

Read More >

# Marketing & Communications Efforts: Stewardship Campaign

- Launched in February 2022
- Mission is to balance resident quality of life and visitor satisfaction
- We want to care for Fredericksburg and Gillespie County in the present and ensure that it continues to be a special place for future generations
- Seven current themes
- Does not replace current branding
- Plant the seeds for residents and visitors to alter behaviors in a positive way







**LoveFBGTX.com**

## Stewardship Campaign

- What's Next
  - More direct messaging
  - Evaluation of themes
  - Inclusion in Short Term Rental welcome materials
  - Attraction booking
- Find us on social media
  - Facebook –Love FBGTX
  - Instagram- @lovefbgtx
  - Twitter- @lovefbgtx
- Ask us to speak at your meeting/event
- Share why you Love Fredericksburg

Meet the team



## Group Sales & Services

---

Konnie Patke- Director of Group Sales

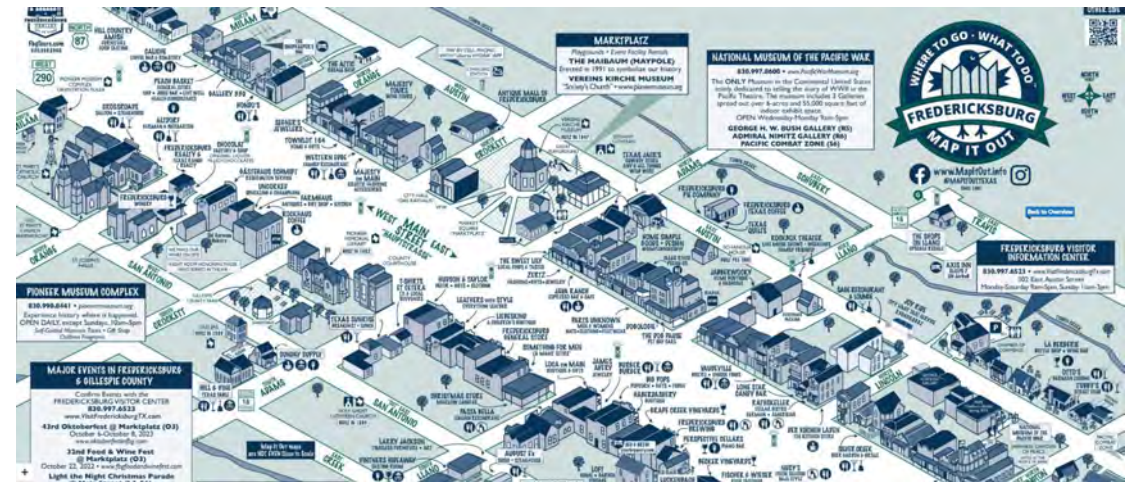
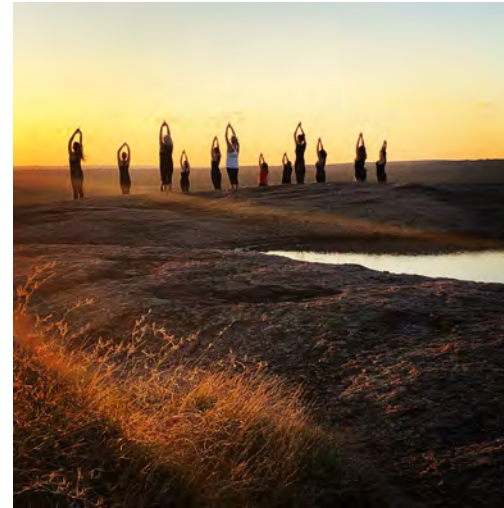
Taylor Allen- Group Sales and Services Associate

# Sales





# Services



# Newsletters

**Fredericksburg®**  
THE TEXAS HILL COUNTRY  
Convention and Visitor Bureau



## Unforgettable. Elegant. Romantic.

Congratulations on your recent engagement. Now it's time to start planning your storybook wedding. From the awe-inspiring scenery and unique venues, Fredericksburg provides the perfect backdrop to create the [wedding day of your dreams](#).

The Fredericksburg Convention and Visitor Bureau provides free planning assistance including help with room reservations, venue selection, catering options and more. [Start planning now](#).

Fredericksburg is also a great place to celebrate honeymoons and anniversaries. [Plan your romantic getaway](#).

PLAN YOUR WEDDING IN

**Fredericksburg®**  
THE TEXAS HILL COUNTRY

SIGN UP FOR OUR  
MONTHLY NEWSLETTER  
FOR A CHANCE TO WIN

AND FOLLOW US ON SOCIAL MEDIA



Visit Fredericksburg TX



@visitfredtx



@visitfredtx



FredericksburgTX CVB

[VisitFredericksburgTX.com](http://VisitFredericksburgTX.com)

## Sponsorships and Partnerships

**site** Texas

**Styled**<sup>TM</sup>  
by  
Southern Bride



# Advertising



relaxed vibe

MEETINGS IN **Fredericksburg®**  
THE TEXAS HILL COUNTRY

START PLANNING ►



historic charm

MEETINGS IN **Fredericksburg®**  
THE TEXAS HILL COUNTRY

START PLANNING ►

CREATE YOUR OWN  
fairytale beginning



Texas' Dream Wedding Location

Routinely voted as one of the country's most romantic small towns, Fredericksburg provides the ultimate hill country backdrop for the storybook wedding you've always dreamed about. With its unique wedding venues, wineries, and central Texas location, you'll find all the ingredients to create your fairytale beginning.

START PLANNING

**Fredericksburg®**  
THE TEXAS HILL COUNTRY

Visit [FredericksburgTX.com/weddings](http://FredericksburgTX.com/weddings)



MEET IN

**Fredericksburg®**  
THE TEXAS HILL COUNTRY

relaxed vibe

—

walkable  
downtown

—

historic charm

—

unique activities

—

outdoor  
adventures

START PLANNING

## One-on-One Appointment Experience



# Konnie's Upcoming Sales Missions

## February

- Texas Society of Association Executives Women's Summit- College Station
- Society of Governmental Meeting Planners Meeting

## March

- SITE TX 25<sup>th</sup> Anniversary- Dallas
- Dallas/Ft. Worth Sales Calls
- Lamont Associates Spotlight Zoom Presentation
- Global Meetings Industry Day

## April

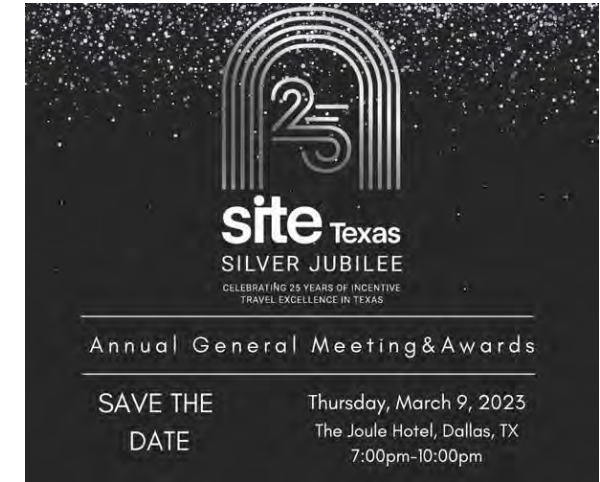
- DFW Association Executives Association Day Event- Denton
- Society of Governmental Meeting Planners Meeting



#MeetingsMatter



**TSAE**  
WOMEN'S SUMMIT



**Society of Government Meeting  
Professionals**

# Taylor's Upcoming Sales Missions

## February

- Fredericksburg Wedding Show
- Ft. Worth Wedding Show
- Texas Society of Association Executives Women's Summit- College Station

## March

- Select Travelers Conference- Branson, MO
- Global Meetings Industry Day

GLOBAL  
**MEETINGS  
INDUSTRY**  
March 30, 2023 DAY

#MeetingsMatter



**TSAE**  
WOMEN'S SUMMIT

**select**  
TRAVELER





## Tourism

---

Karyn Mayo- Director of Tourism and Strategic Alliances

Sean Doerre- Visitor Information Center Manager

India Leinweber- Destination Experience Specialist

Shannon Hudson- Destination Experience Specialist

4-Weekend Destination Experience Specialists



## Domestic

### Consumer Shows:

- Albuquerque International Balloon Fiesta
- Dallas Travel & Adventure Show
- Denver Travel & Adventure Show
- JBSA Lackland Travel Group
- Oklahoma Home & Garden Show
- Marriott Leisure Group
- Texas State Fair
- Texas Travel Counselors Conference

### Travel Trade:

- American Bus Association's Marketplace
- American Bus Association's Travel Exchange
- Select Traveler Conference

### Sales Missions:

- Regionally: Austin, San Antonio, Dallas, Houston
- Nationally: Oklahoma, New Mexico, Arkansas, Colorado, Louisiana



# International

## Consumer Shows:

- USA Canada Reisburs (Netherlands)
- Winter Texan Expo (Canada)
- Zoomer Show (Canada)

## Travel Trade:

- Brand USA Travel Week
- Go West Summit
- International Inbound Travel Association
- International Media Marketplace
- ITB
- RTO Summit
- US Travel's IPW
- Visit USA Ball & Mission
- World Travel Market

## Sales Missions:

- Mexico, Canada, United Kingdom, Germany, Australia



Congrats to the U.S. Travel Association for bringing the world back together! Travel Matters!  
#VisitAustin #IPW2021 #VisitFredericksburgTX



# Mexico



# Canada



# United Kingdom



# Germany



# Australia

## Hats off to the 2022 Visit USA Expos!

HUNDREDS of travel advisors and US industry suppliers have been mixing and mingling this week as part of the Visit USA Expo Series 2022. After kicking off in Brisbane on Mon, last night saw a packed Melbourne event as attendees gathered for updates on the latest updates from America - hosted as usual by the one and only Richard Reid, perennially popular entertainment reporter and King of the Jungle. Visit USA President Caroline Davidson was among those overjoyed at the return of the events, highlighting the organisation's dedication to helping revitalise the industry. Almost 150 agents took part in Melbourne, alongside 30 key US suppliers, with the events moving to Sydney tonight.



# Upcoming Representation and Opportunities

## February

- Texas Travel Alliance Unity Dinner & Converge
- International Inbound Travel Association
- Brand USA & Visit USA-AU Sales Mission
- Go West Summit

## March

- Travel Texas Reverse Sales Mission – Mexico
- International Media Marketplace – UK
- Unite – UK
- Ottawa Travel & Adventure Show – Canada
- Travel Texas Trade Sales Mission – Canada
- Dallas Travel & Adventure Show

## April

- RTO Summit
- TxDOT Texas Travel Counselors Conference

## May

- US Travel's IPW

## Ways to participate

- FAMS
- Itineraries
- Sales Missions
- Packaging



---

## Visitor Information Center





## 2022 Review

- 40,659 Visitors Welcomed
- 20,103 People Mailed Information
- 6,211 Phone Calls Answered
- Love FBGTX Letters Added
- COVID Precautions Relaxed



## 2023 Goals/Updates

- Adding Technology to Enhance Visitor Experience
- Continuing Promotion as a First Stop for Visitors
- Hosting More Partner Functions
- Updating Signage/Parking Lot/Landscaping



## Partnership Opportunities

- Brochure Requests
- Display Requests
- VisitFredericksburgTX.com Updates
- Call-Out for Special Events



- Dr. Celia Merrill – Texas Tech
- Questions
- Around the Room Updates
- Tentative Next Meeting Date:
  - Tuesday, May 9, 2023

# Fredericksburg<sup>®</sup>

THE TEXAS HILL COUNTRY

*Texas Heart. German Soul.*

Thank You

Fredericksburg CVB  
Partner Meeting

FEBRUARY 9, 2023