

1st Fiscal Quarter Report

October - December 2017



River Education On The Horizon

Enclosed are the financial report, annual audit and budget status update on expenditures of occupancy tax revenues, along with activity highlights of this 3-month period.

First Quarter (Oct, Nov, Dec) 2017 hotel/motel taxes collected by the City of New Braunfels from visitors were up 1.7% over last year's record amount.

During the third fiscal quarter (Apr, May, Jun), we look forward to implementing the river education program, continuing through the end of July. All information is held on TubeInNewBraunfels.com

Public Relations

Top Stories

News4 San Antonio - [Faith the Giraffe Born at Natural Bridge Wildlife Ranch](#)

News4 San Antonio - [Christmas at the Caverns provides a Unique Holiday Experience](#)

Curbed.com - [The Ultimate Texas Road Trip](#)

KSAT12 - [Surprise! Unexpected Baby Sloth Born at Animal World Zoo](#)

San Antonio Current - [5 Stones Artisan Brewing Opens](#)

TexasHillCountry.com - [Celebrate the Start of the Season](#)

KXAN - [New Braunfels German Christmas Market](#)

BrewHound - [New Braunfels Brewing Launches 3 Sour Beers](#)

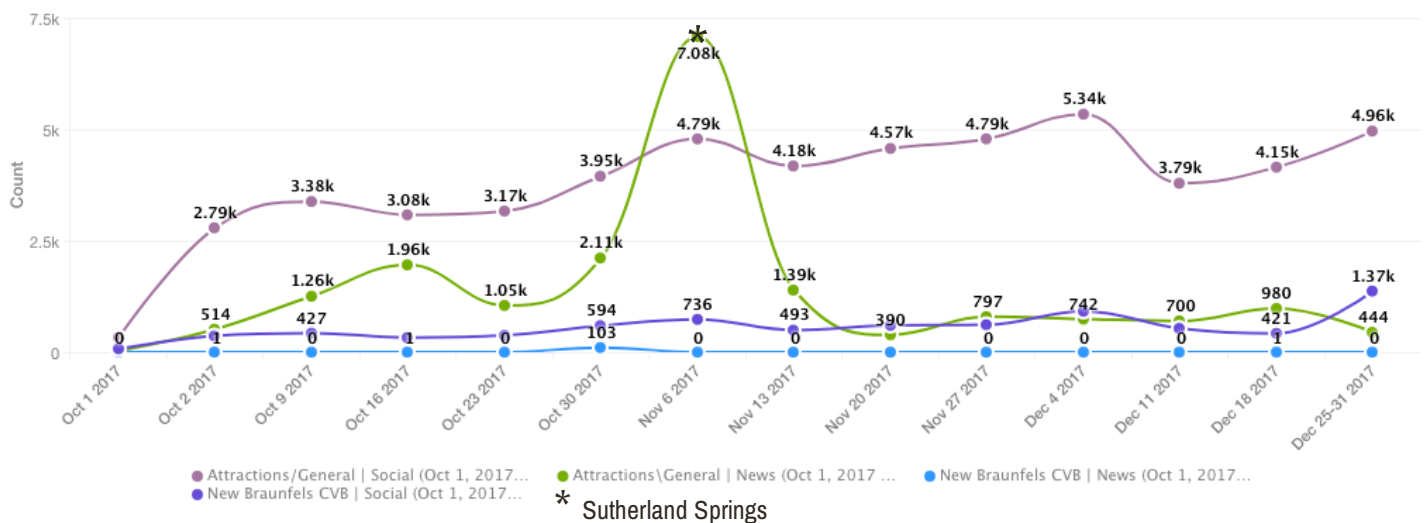
CBS Austin - [German Lessons from the Mayor](#)

Spectrum News - [Wurstfest Kicks off In New Braunfels](#)

KSAT 12 - [Corn in a Cup Gelato?](#)

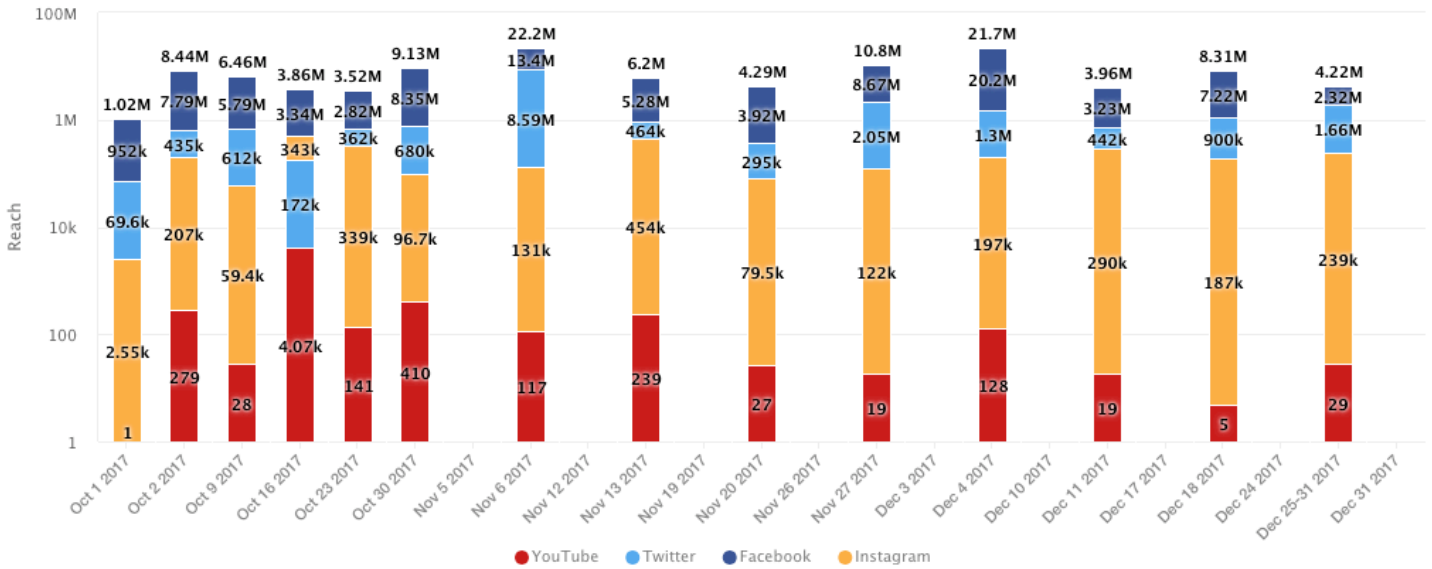


Public Relations

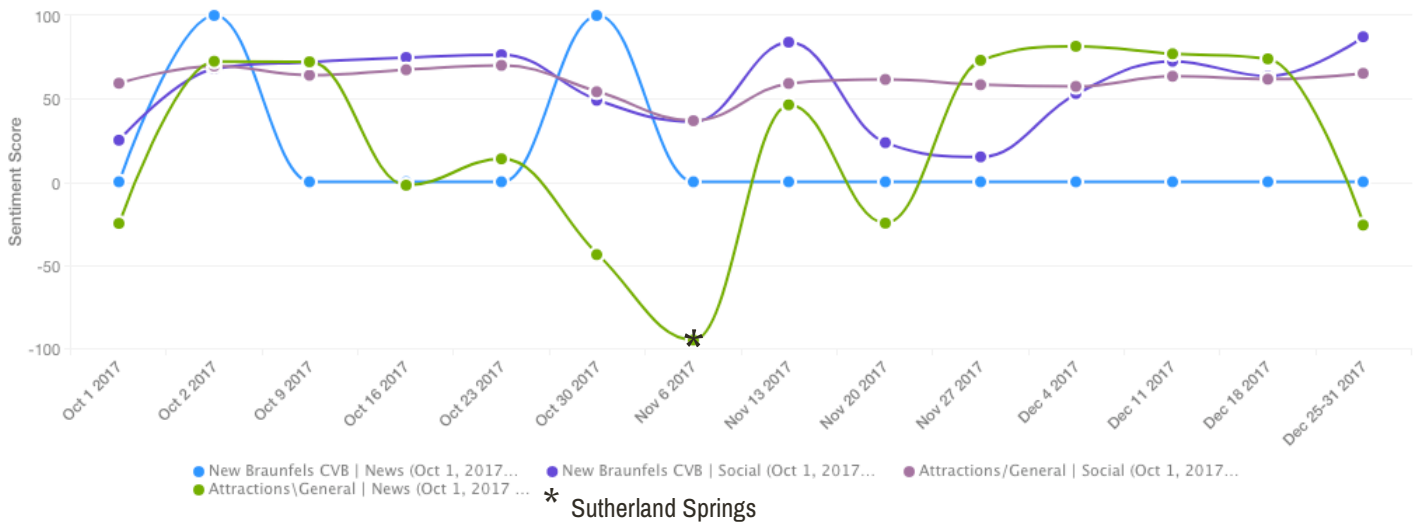


**1st Fiscal Quarter (10/1/17 to 12/31/17)
Articles Featuring New Braunfels**

Public Relations



1st Fiscal Quarter (10/1/17 to 12/31/17) Organic Social Reach



1st Fiscal Quarter (10/1/17 to 12/31/17) Sentiment Score

Production & Fulfillment



Brochures & Graphics

Brochures Reproduced

- Calendar of Events - 10,000

Spring Creative Approved

Ad Appearances:

Texas Monthly

SA Heart of Texas

Texas Meetings & Events

Texas Parks & Wildlife

Texas Highways

AAA Texas

TTIA Media Mission

Connect Meetings

Fox Sports Southwest

Texas State Travel Guide

Digital Update – River Rules

In early November 2017 the City resumed enforcement of the non-disposable container ordinance. “Everyone is still invited to enjoy their favorite beverage on our rivers. We just ask that they do so responsibly and in consideration of the health and sustainability of these important community assets,” Mayor Barron Casteel said as enforcement of the measures resumed.

The CVB is heavily involved in the trip planning process for visitors. As such, the CVB has been working on updating assets to ensure an enjoyable trip.

These assets include: Street Teams, Hospitality Training, Secret Shopping Programs, Creative Update, TubeInNewBraunfels.com Marketing, River Signage, and more.

Look for these assets to be more present during the upcoming season.



New Year, Time To “Spring” Into Action

After the last few weeks of unseasonably cold weather, one can imagine most Texans are looking forward to wildflowers and sunshine. Over the next month and a half the Chamber’s Convention & Visitors Bureau will be working on finalizing promotions for the upcoming spring season. This includes reviewing editorial content, adjusting creative, compiling special offers, and more.



Typically, this upcoming season sees a shift in tourism traffic. With Winter Texans headed back home, in-state visitors are ready to hit the road towards New Braunfels. Look for an increase of visitors to town during March 10-18, when most school districts and colleges in Texas will be out for Spring Break.

Packaging Vacations, Just In Time For Christmas

Keeping current with the market, the Chamber’s Convention and Visitors Bureau has recently partnered with a new booking platform. aRes Travel is an industry-leading provider of a fully integrated private-label travel booking engine; an ecommerce reservations and ticketing technology platform for the travel and tourism industry.

aRes Travel powers the websites of Destination Marketing Organizations (DMOs), Convention and Visitors Bureaus (CVBs), hotels, and world-famous attractions with advanced online ticketing and transaction capabilities.



This partnership will provide a one-stop shop for prospective visitors. The partnership will also provide the bureau with more detail on travelers, such as booking window and impressions per booking.

Chamber Visitor Industry Member businesses will automatically be listed on the new reservation/ticketing platform. Opportunities also exist to further enhance partner integration.

Walking In A Wassail Wonderland

It hadn’t fallen in several years, but beginning in the evening on Dec. 7, during the city’s annual Wassailfest, snow fell on the city of New Braunfels.

When all was said and done, anywhere between 1.5 and 2.5 inches was reported, according to information from the National Weather Service.

The effects of snow were minimal to traffic and roadways. However, it was quite impactful to attendees of the festival. Social media was buzzing!

Brett Williams, a meteorologist with the National Weather Service, said the city hadn’t seen snowfall since the winter of 2014.



Convention Sales & Service

New Braunfels Civic/Convention Center

3,775 Room Nights for Groups & Conventions
46 Paid Events at Convention Center
62 Days of Utilization at Convention Center
Events booked through 2022 represent \$1,138,203 in revenue

Events this Quarter

Bike MS Ride to the River
TX A&M Agrilife
Chosen Marathon
Church of God Worldwide
North American Jewelry Show
Texas Dept. of Transportation

Shows/Conferences/Meetings

New Braunfels Downtown Association
Leadership New Braunfels
City of New Braunfels – Trip Planning

Upcoming Events

Liberty Gun Show
Winter Texan Reception
North American Jewelry Show
Texas Legislative Conference
TX Hill Country Opera
Primo Hot Tubs & Spa Show

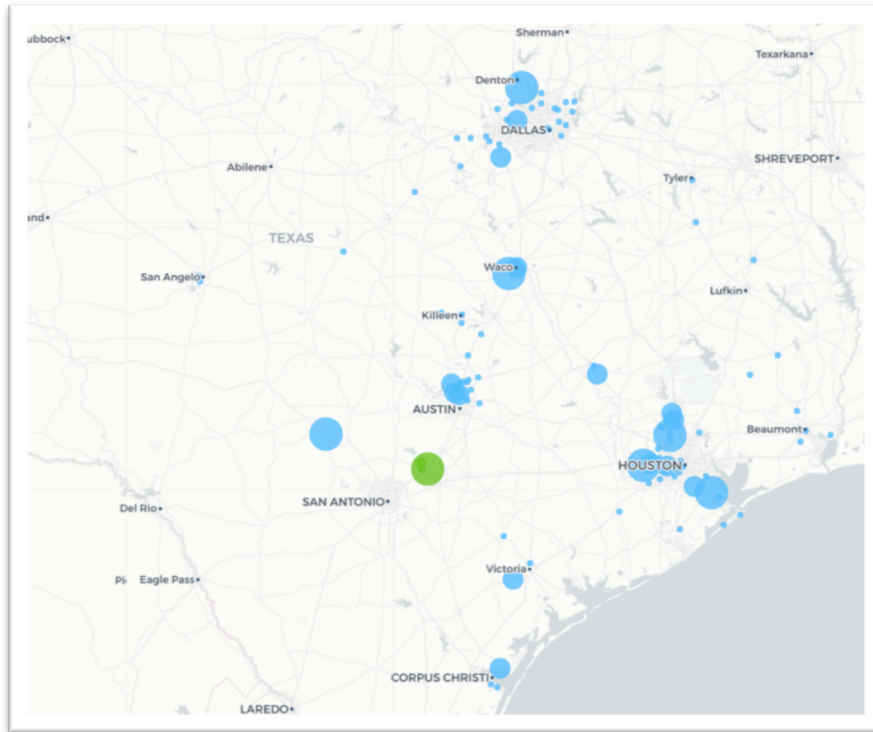
Liberty Gun Show (x2)
Weihnachtsmarkt
NB Historic Railroad & Modeler's Society
Heirloom Productions

CVB Planning Sessions
Texas Hill Country Trail Meeting
175th Anniversary Committee Meetings

Taste of the Town
Legacy Dance Competitions
Sweetwater Services
Sysco Food Show
Nat. Assoc. of Corrosion Engineers



Visitor Inquiry Data Updates



Origin Markets – Arrivalist
Oct 1, 2017 – Dec 31, 2017

1st Fiscal Quarter (10/1/17 to 12/31/17)

October:

- 902,855 Business Referrals
- 1,279,327 Digital & Social Interactions
- 83 Events Published
- 1,661 Direct Tourist Interactions
- Top Categories: River Outfitters, RV Parks, Non Profits



November:

- 1,187,815 Business Referrals
- 1,506,032 Digital & Social Interactions
- 72 Events Published
- 1,527 Direct Tourist Interactions
- Top Categories: Non Profits, River Outfitters, RV Parks

December:

- 867,584 Business Referrals
- 3,229,114 Digital & Social Interactions
- 146 Events Published
- 1,052 Direct Tourist Interactions
- Top Categories: Non Profits, River Outfitters, RV Parks

