

1st Fiscal Quarter Report

October - December 2018



Short Term Rental Compliance Top of Mind

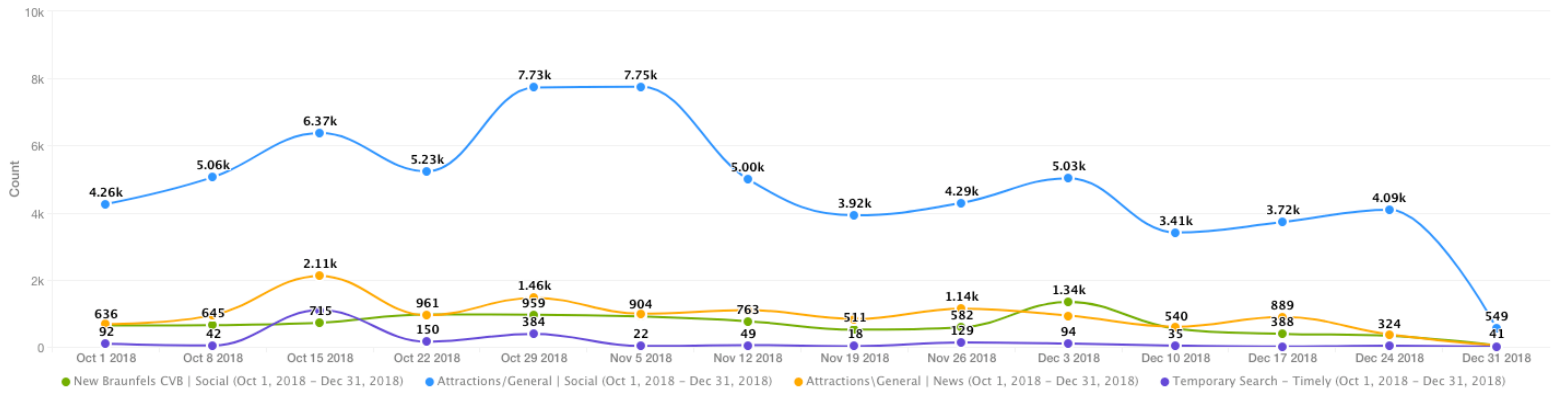
Enclosed are the financial report, annual audit and budget status update on expenditures of occupancy tax revenues, along with activity highlights of this 3-month period.

First Quarter (Oct, Nov, Dec) 2018 hotel/motel taxes collected by the City of New Braunfels from visitors were down 1.6% vs. a 1.5% increase in 2017 for the same reporting period.

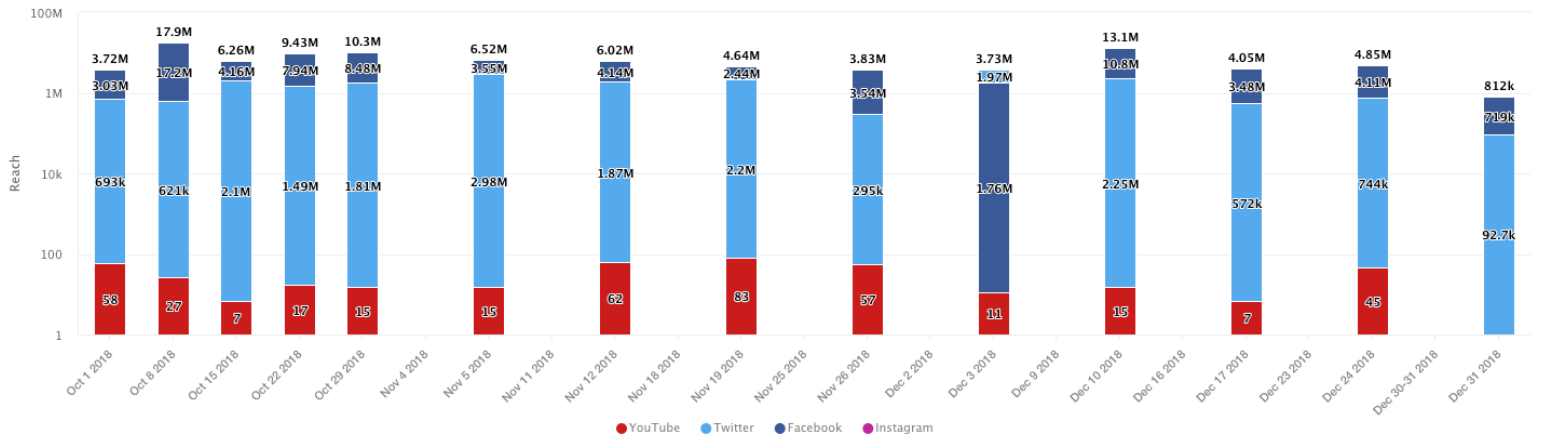
During this quarter the CVB and the City worked to get a discovery and collection agency vetted and selected to round up the unpaid hotel occupancy taxes from hundreds of short-term rental owners. Council unanimously supported this.



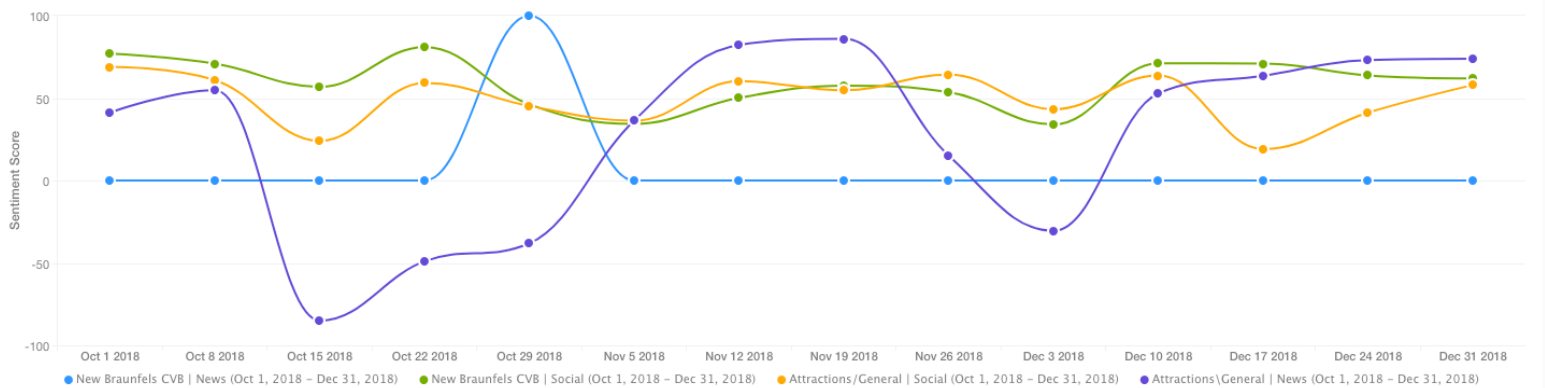
Public Relations



1st Fiscal Quarter (10/1/18 to 12/31/18) Articles Featuring New Braunfels



1st Fiscal Quarter (10/1/18 to 12/31/18) Organic Social Reach



1st Fiscal Quarter (10/1/18 to 12/31/18) Sentiment Score

Production & Fulfillment



Brochures & Graphics

Brochures Reproduced

- Restaurant - 10,000
- Accommodation - 10,000

Spring Creative Approved

Ad Appearances:

Texas Monthly

Texas Meetings & Events

Texas Parks & Wildlife

Texas Highways

TourTexas.com

Texas Hill Country Magazine

AAA Texas

Plan Your Meetings

Texas State Travel Guide

Pandora Radio



CVB Staff Update

We're proud to announce that Donna Meurin has been promoted to Director of Convention Sales & Services. This position was previously held by Nina Eastman, who retired in December. Donna has been supporting this role for over 10 years. We look forward to her energy and new ideas for this ever evolving market segment.



We also have a new addition to our Guest Services position. Brittany Hoffmann was selected as the best and brightest for this first impression position. Brittany has previous group and guest services experiences from local tourism entities and national retail operations. Her focused approach and technical talents are of great added value to this role.



Wurstfest 2018 - Full of GeMEEKlicheit



Wurstfest 2018 was once again one for the books. The event had some notable changes for guest and locals alike. A few weekdays offered free admission and weekends saw an increase in price-point, which did not seem to deter guests. Wurstfest also increased security measures. We'd be amiss if we didn't highlight the reason Wurstfest 2018 was a banner year. Chamber President Michael Meek took the reigns as Grosse Opa - ensuring all guests had a good time! Prost!



Filming Heats Up In 1st Fiscal Quarter

The CVB houses the Film Commission, as such we field all filming inquiries and provide support for productions. In the 1st fiscal quarter we hosted many media talents, production companies, and location scouts.

CVB staff worked with Mercedes-Benz corporate to facilitate a press shoot for their, at the time, unreleased GLE SUV. The images and film shot around New Braunfels was used in a worldwide press kit and presentations. Additionally, we coordinated an itinerary for incoming auto-journalists who spent time in the vehicles and driving in our neck of the woods.

We were also fortunate to be selected as the season production headquarters for a large-nationally aired tv series, bringing 3+ months of filming to town.



175th Update

The 175th Commission hosted many meetings during this quarter for the upcoming celebration year in 2020. Medallions were delivered to top level Braunfelsfer investors. Gateway signage was refined; we look forward to bringing these concepts forward to council in March. Greg Malatek is on this committee and has been assisting with TxDot requirements.



Convention Sales & Service

New Braunfels Civic/Convention Center

6,175 Room Nights for Groups & Conventions

60 Paid Events at Convention Center

89 Days of Utilization at Convention Center

Events Booked Through 2022 represent \$904,325 in revenue



Events this Quarter

Bike MS Ride to the River

Hill Country Water Summit

Chosen Marathon

Church of God Worldwide

North American Jewelry Show

Rubber Stamps & Paper Art

Weihnachtsmarkt

NB Historic Railroad & Modeler's Society

Mission Point Christian Church

7th Annual Texas Fruit Conference

Shows/Conferences/Meetings

New Braunfels Downtown Association

Connect Texas

River Advisory

CVB Planning Sessions

Texas Hill Country Trail Meeting

175th Anniversary Committee Meetings

Upcoming Events

Winter Texan Reception

North American Jewelry Show

Texas Legislative Conference

TX Hill Country Opera

Primo Hot Tubs & Spa Show

Caterpillar Trade Show

Hill Country Comic-Con

Taste of the Town

Legacy Dance Competitions

Sweetwater Services

Sysco Food Show

Nat. Assoc. of Corrosion Engineers

Visitor Inquiry Data Updates

Digital Update - Business Referrals

On May 1st, 2018 the CVB launched a new website and customer relationship management platform. We had been with our previous provider for over 15 years. As this transition took place the CVB noted changes in key reporting metrics, including business referrals. Since these numbers were significantly different between the two platforms, we reached out to the providers for clarification.

Previous reports of Business Referrals were inclusive of website impressions, clicks, views, and interactions. Our new platform reports Business Referrals as listing clicks and direct website referrals. While these numbers are indeed different, the CVB and its partners look forward to leveraging this more relevant dataset for upcoming campaigns and reporting.

1st Fiscal Quarter (10/1/18 to 12/31/18)

October

Referrals - 11,700
Tourism Calls In/Out - 1,742
Direct Tourist Interactions - 983
Mail & Convention Packets - 159
Paid & Organic Web Traffic - 635,086
Paid & Organic Social Traffic - 1,485,240
Events Published - 81

November

Referrals - 13,500
Tourism Calls In/Out - 1,684
Direct Tourist Interactions - 749
Mail & Convention Packets - 358
Paid & Organic Web Traffic - 797,585
Paid & Organic Social Traffic - 2,172,201
Events Published - 104

December

Referrals - 18,190
Tourism Calls In/Out - 756
Direct Tourist Interactions - 363
Mail & Convention Packets - 353
Paid & Organic Web Traffic - 68,219
Paid & Organic Social Traffic - 556,895
Events Published - 109

