

*New
Braunfels*



NEW BRAUNFELS CONVENTION & VISITORS BUREAU

1st Fiscal Quarter Report

OCTOBER - DECEMBER 2019



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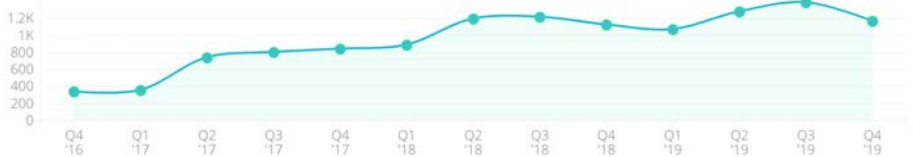
Fiscal Year 2018 to 19 total hotel occupancy tax revenue was \$3,996,136.

This represents \$63,515 less or -1.6% comparison for fiscal year 2017 to 18.

Halfway through the 2018 to 2019 fiscal year LodgingRevs was hired to provide a streamlined reporting system as well as discovery and collections. Within 6 months of hire numbers began to improve. The CVB is supporting this effort with a detailed property report for all short-term rentals via a separate platform.

RENTAL GROWTH

-16% Quarterly Growth
June '17 - Vrbo Data Added



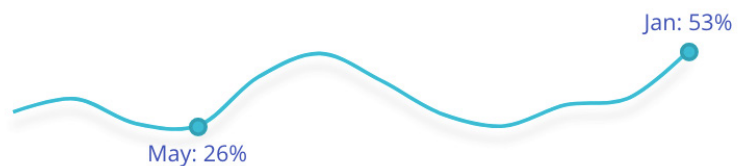
RENTAL GROWTH

1% Quarterly Growth
June '17 - Vrbo Data Added



OCCUPANCY RATE

35%



Public Relations

Top Reaching Stories

2019, A Year Of Legend
Medium

94 MILLION

Elevating the Customer
Experience: The Buc-ee's Way
Medium

92 MILLION

Holiday Gift Guide 2019: The Top
Texas Wines For All Wine Lovers
Forbes

70 MILLION

You Should Consider Texas Wine For
Your Fall And Holiday Celebrations
Forbes

65 MILLION

Anthony Bourdain's personal
belongings fetch nearly \$2million
at auction - and his custom chef's
knife goes for \$230,000
Daily Mail

59 MILLION

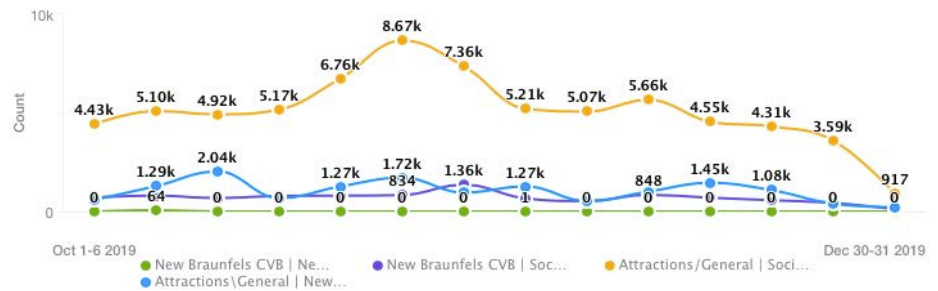
The 12 Texas cities everyone in the
country is moving to
Business Insider

57 MILLION

Americans are flocking to these 10
cities where business is booming, jobs
are plentiful and salaries are rising
CNBC

39 MILLION

Articles Featuring NB



Anthony Bourdain Auction

Top story was the International announcement of New Braunfels being the first to launch the auction of the Anthony Bourdain collection by Lark Mason.

PR Newswire USA · Oct 8, 2019 · 4:31 am

New Braunfels advent as an art and foodie destination procured with Anthony Bourdain auction October 9-30

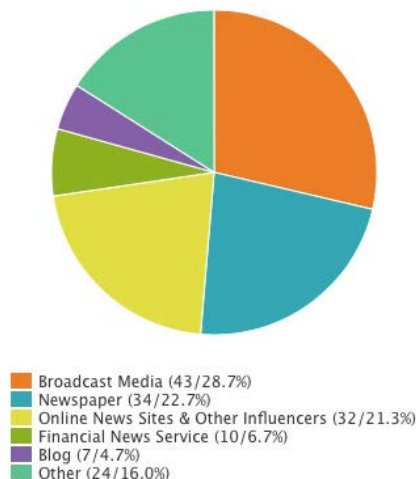
sausage. Media Contact Information Judy Young, Vice President, **New Braunfels Convention & Visitors Bureau** 830-625-2385...



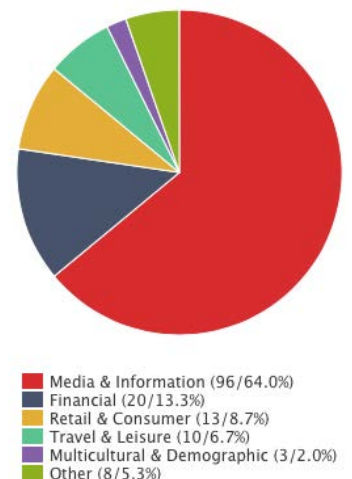
62 more articles · Reach 5M · Social Echo ▼

Neutral

Total Pickup by Source Type



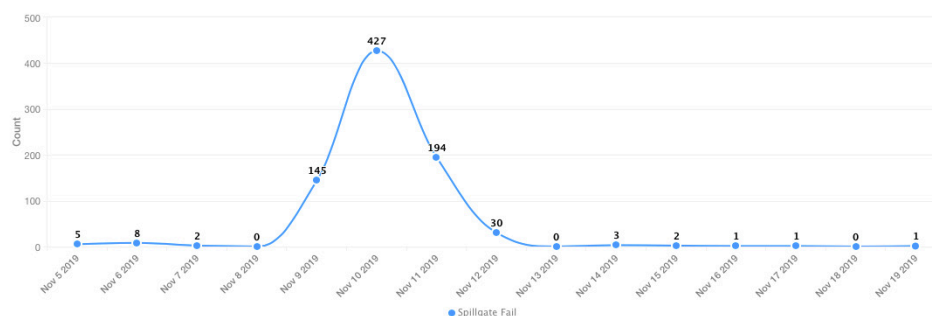
Total Pickup by Industry



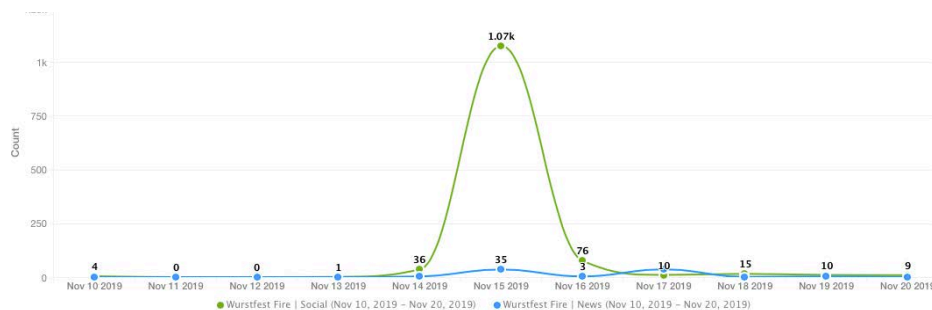
Public Relations

Unplanned for public relations needs involved the ongoing Spillgate issues and the Wurstfest fire. The CVB Diligently worked with media to clarify areas impacted and asked them to be specific with lake language and not Guadalupe River. A stakeholders meeting was held with GBRA and the Corp of Engineers. The CVB supported the crisis management of the Wurstfest fire with drafting talking points and coordinating with NBPd and NBFd interviews and media access. A follow plan was provided to the Wurstfest Association.

Spillgate - Media Exposure



Wurstfest - Media Exposure



Misc

- » There were multiple media mentions submitted to Texas outlets supporting events like MS Ride to the River, Gruene Music & Wine Fest, Dia de Los Muertos, Wurstfest, and all the Christmas events.
- » There were 27 requests for images of New Braunfels were made by various media outlets.
- » Over 163 events were submitted to the calendar of events and many of those events were submitted by the CVB for consideration by over 30 other source calendars.
- » CVB hosted over 13 travel journalist during this quarter.

Visitor Inquiry Data Updates

Tourism Calls	1,307
Tourism Visits – Chamber. . .	812
Tourism Visits – HVC	1,431
Mail Sent.	267
Convention Packets.	1,135
Events Published	186
Digital Total	1,463,863
Social Total	6,095,386

October

Digital & Social Interactions . .	2,965,189
Events	82

November

Digital & Social Interactions . .	2,839,137
Events	28

December

Digital & Social Interactions . .	1,754,923
Events	76

Photo Shoots

Drive-In Movie Theater



Christmas at the Caverns



Christmas



Willys with Opas at Wurstfest



Dia de Los Muertos



Plenn Air Art



Gruene Music and Wine Fest



Wassalifest

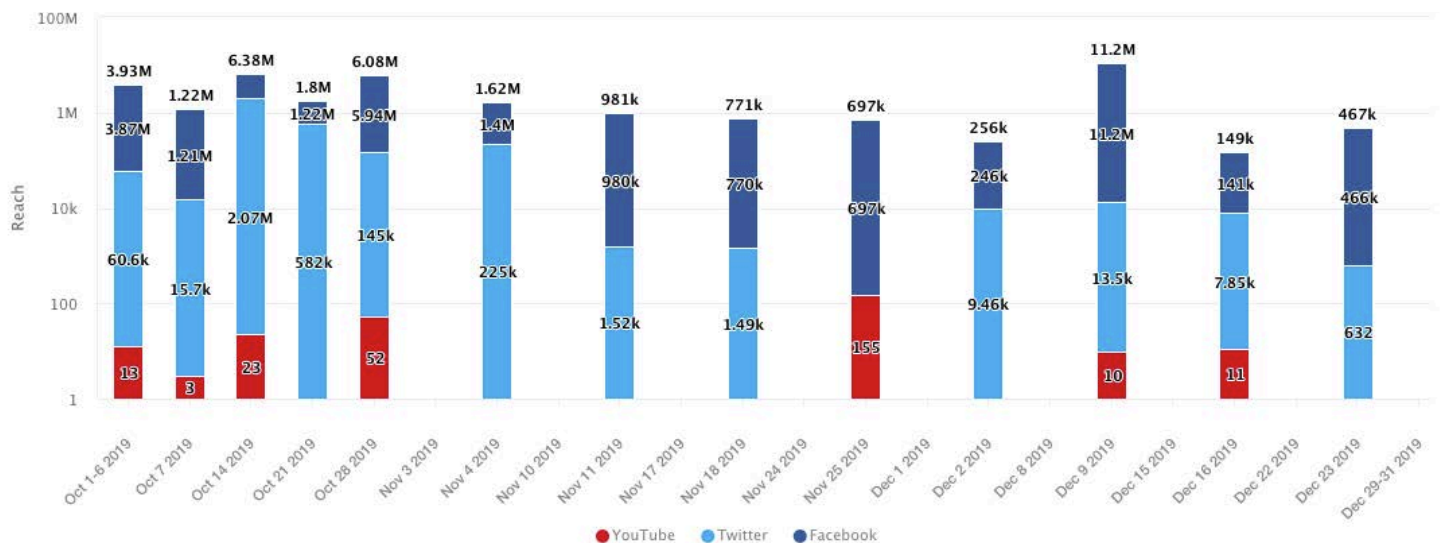


Social Media

Social Media Overview

	October			November			December		
	Impressions	Engagement	Total Followers	Impressions	Engagement	Total Followers	Impressions	Engagement	Total Followers
Facebook	2,678,253	52,887	270,648	2,570,765	88,751	272,332	685,253	36,157	273,746
Instagram	201,514	4,129	29,043	155,808	5,323	29,341	101,378	3,649	29,486
Twitter	31619	1065	7192	29760	887	7209	20914	413	7195
Total	2,911,386	58,081	306,883	2,756,333	94,961	308,882	807,545	40,219	310,427

Organic Social Search



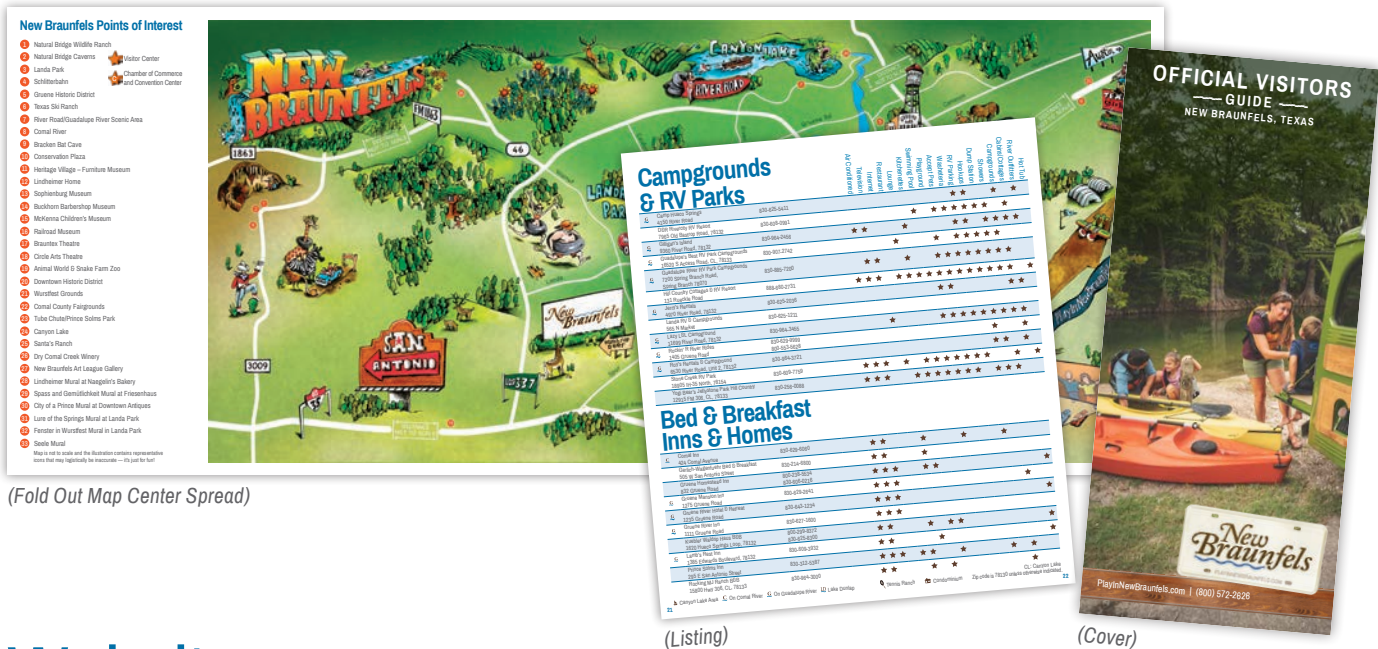
Sentiment Score



Marketing

New Braunfels Brochure – Brand New

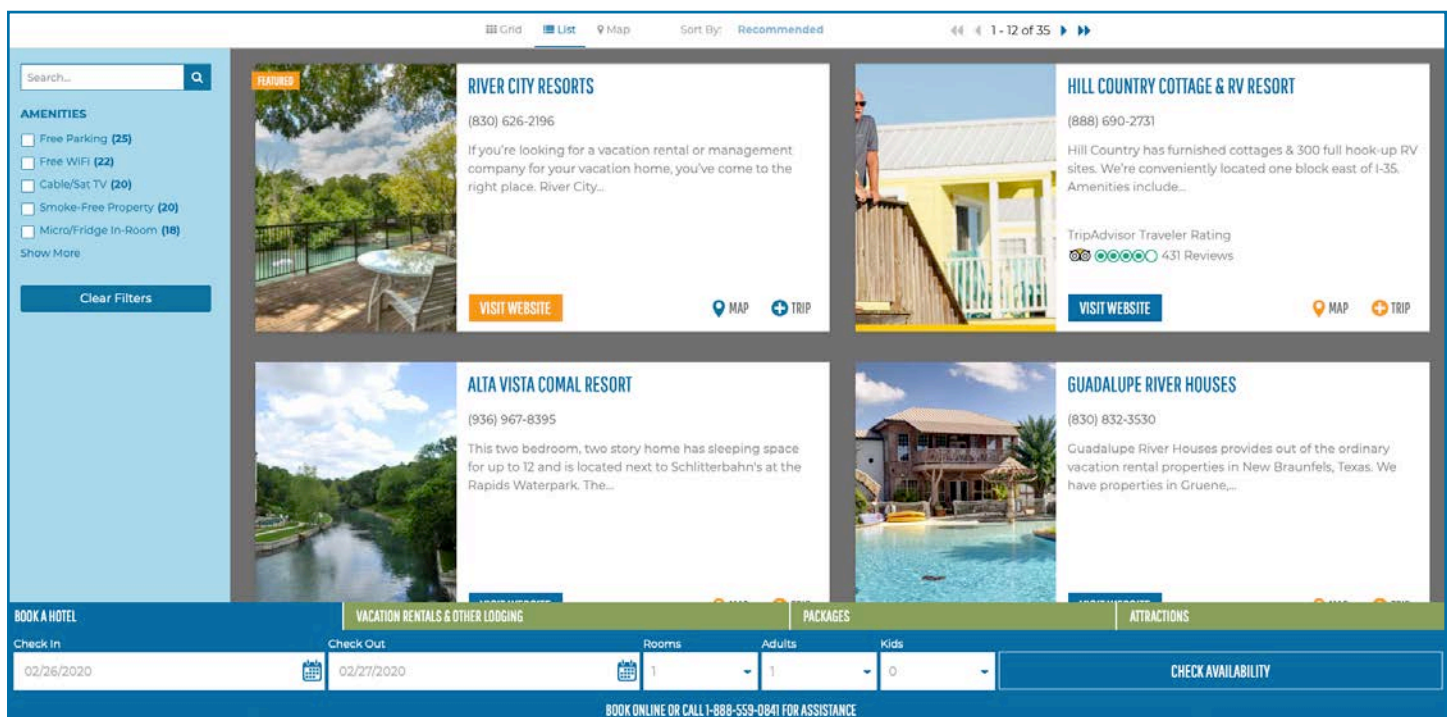
The combined New Braunfels brochure has been a project for over a year. Recently the final draft was completed and sent to the printer. This brochure will combine 3 brochures that were reprinted quarterly to one comprehensive brochure.



Website

Lodging Booking Engine Update

Playinnnewbraunfels.com currently utilizes Ares as our booking engine. Ares has entered into a partnership with Red Awning and will be bringing short term vacation rentals into the available inventory.



Convention/Group/Races/Rallies - Sales/Services

- » Worked with the City of New Braunfels Fire Department and Parks Department to secure the Fireman Games for July 2021 with over 1400 participants and families
- » Hosted the Annual South Texas County Judges and Commissioners Association Conference
- » Hosted the 2019 Recycling Summit
- » Hosted the Texas Economic Summit
- » Supported the Urban Air event at Mountain Breeze with over 1000 participants
- » Texas Society of Association Executive members received a direct mail piece for moving their meeting, retreats, and conferences to New Braunfels. Follow up is ongoing
- » Booth at the NHRA with the Jeep Willys with over 600 contacts for meetings and retreats as well as leisure
- » Weddingsinnewbraunfels.com Pintrest campaign is ongoing and gaining traction.
- » Hosted a fall Texas A & M training for certified Hospitality Instructors.
- » Hosted our bi-monthly sales leads meeting with area lodging/attraction sales directors to coordinate bid responses and awarded event coordination.
- » Attended Plan Your Meetings conference in Houston
- » Bid submitted for Texas Association of Convention and Visitors Bureau annual conference 2022
- » Scheduled a Texas Hotel and Lodging Association workshop for area lodging proprietors.
- » Logistic meetings were held for the MS Ride to the River and New Braunfels Half Marathon.
- » Wurstfest Availability Counts for all lodging were maintained online
- » Holiday Dining opportunities were maintained online

Lost Business Report

Lost Reason		Economic Impact		Lost Count	
Dates not Available		\$0.00		1	
Lack of Convention/Hotel		\$0.00		3	
Other		\$0.00		1	
Multiple Reasons		\$0.00		0	

Lost Business Detail							
Organization Name	Lead Name	Meeting Start Date	Room Attendees	Room Nights	Economic Impact	Lost Reason	Lost Note
AlixPartners, LLP	AlixPartners Corporate Incentive Trip [54]	04/07/2021	40	129	\$0.00	Dates not Available	Sent to Schlitterbahn, Courtyard and T Bar M to bid on. Convention center much too larger for their needs and budget.
STB Event Planning Services	2023 IEEE Radar Conference [55]	04/21/2023	700	1,300	\$0.00	Lack of Convention/Hotel	They needed more space than was available in the Convention Center.
Texas Association of Convention & Visitors Bureau	2021 TACVB Annual Conference [57]	08/23/2021	350	1,500	\$0.00	Lack of Convention/Hotel	Don't have enough meeting rooms available for their need. Also, dates are not available. Local events already booked.
National Association of Social Workers	NASW Conference [58]	10/12/2022	250	1,000	\$0.00	Lack of Convention/Hotel	Convention Center not available. Booked with local events.
Texas Association of Convention & Visitors Bureau	2021 Winter Education Conference [59]	01/25/2021	150	450	\$0.00	Other	We do not have a full service hotel and this is required with their conference.

Team Texas

Team Texas – Texas Tourism, Office of the Governor

Supporting the Office of the Governor Texas Tourism, New Braunfels participated in a German Social Media campaign.

Highlights:

- » We reached 3.6 million people in Germany.
- » We saw tremendous success with an average of 14.3 seconds spent with the Instant Experience content and users viewing nearly 60% of the ad.
- » Retargeting ads were then optimized to drive traffic and conversions, resulting in 11,200 landing page views.
- » I asked Sparkloft to compare our campaign to ones they ran that were similar and they said that “...After looking across 11 separate paid leisure tourism campaigns, we saw an average engagement rate of 1.64% (using engagements/impressions). Your campaign had an engagement rate of 4.17%, and was, in fact, the highest (the second-highest results were 3.5% and that campaign was specifically optimized for engagements). I think the high engagement rate here is really a testament to the visual appeal/design of the creative and its relevance to the audience.”

We also participated in a joint German sales piece with Austin and Fredericksburg to support the launch of Lufthansa’s 5 non stops a week Austin to Frankfurt.



TRAVEL TEXAS

{ TRAVELTEXAS.COM }

TEXAS MEDIA LUNCH - MUNICH

Media outlet	Name	Description
Madame	Christine von der Pahlen	The leading resource when it comes to luxury, lifestyle, culture and investment. It reports on top-class voyages and relaxing holidays, sophisticated design, exquisite food and drink, and high yields. Circulation: 80,000 copies www.madame.de
Freelance	Dagmar Kluthe	Writes e.g. for FAZ, Süddeutsche Zeitung, Die Zeit, Elle, Vogue; CH: Tagesanzeiger; A: Der Standard and is amongst others interested in horseback riding.
Influencer Bru's World	Norbert Ambros	BRU'S is a lifestyle blog for men beyond the 30s'. Blog: 30,000 unique visitors/month Instagram: 18,500 followers Facebook: 19,596 fans www.brusworld.com
Influencer viva la moda	Alexandra Seifert	Fashion and Lifestyle blog. She will join the Group Influencer Trip to Texas in December. Blog: 4,539 unique visitors/month Instagram: 120,000 followers Facebook: 12,171 fans www.vivalamodablog.com
Freelance	Marion Trutter	Writes e.g. for Die Welt, Frankfurter Rundschau, ADAC Magazine and is especially interested in the topic food.
Freelance	Tom Sundermann	Writes for several German Daily Newspapers e.g. Neue Westfälische, Passauer Neue Presse, Thüringer Allgemeine and is hosting a Podcast for NRW Osten. He is interested in the topics cities, biking, food, sports and nature.



Buxton Fall Summary

Buxtons' Season Visitor Analysis

Fall 2019 October/November Festival Season

Buxton identified:

- » 228,000+ Total Pings within identified areas of interest
- » 25,500+ total pings within areas of interest during the focused time

Mobile Devices collected for a customized list of areas of interest within New Braunfels

All Devices found within 35 miles from the centroid were excluded from the analysis

Resulting Data:

- » Overall household profiles of visitors within the New Braunfels area of interest
- » Household distribution by DMA of visitors within the New Braunfels areas of interest
- » Index scores indicating how well New Braunfels is attracting visitors for each segment
- » Visitor origin files for the area of interest

Findings

- » Both household profiles share a similar set of top segment of affluent, suburban families
- » One area included more young, urban dwelling singles and couples.
- » Homeowners with Single family properties
- » Married with Kids in household
- » High Likelihood of teenagers and ages 7 to 9 present in household
- » Variable household income ranging from \$50,000 to \$150,000
- » Variable head of household age: 25 – 65

Household Distribution:

- » Overall – Houston, DFW, and the portions of Austin and San Antonio outside of the 35 mile radius account for at least 55% of visits in each area of interest
- » Additional markets with significant representation include Waco-Temple-Bryan, Corpus Christi, and Harlingen- Welaco- Brownsville-McAllen
- » 75% of visits for each area of interest are from the state of Texas

Visitor Attraction:

- » High Index Values
- » Affluent Incomes
- » Children in the household
- » Older Couples
- » Young singles and recent college graduates

OVERALL TOP VISITOR SEGMENT



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VISITOR SEGMENTS: GROUP A

Segment A01: American Royalty – Wealthy, influential, and successful couples and families living in prestigious suburbs

Segment A02: Platinum Prosperity – Wealthy and established empty-nesting couples residing in suburban and in-town homes

Segment A03: Kids and Cabernet – Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs

Segment A04: Picture Perfect Families – Established families of child-rearing households living in wealthy suburbs

Segment A05: Couples with Clout – Middle-aged, childless couples living in affluent metro areas

Segment A06: Jet Set Urbanites – Mix of affluent singles and couples living high-rise, fashionable lives in urban neighborhoods



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VISITOR SEGMENTS: GROUP B

Segment B07: Generational Soup – Affluent couples and multi-generational families living a wide range of lifestyles in suburbia

Segment B08: Babies and Bliss – Middle-aged couples with large families and active lives in affluent suburbia

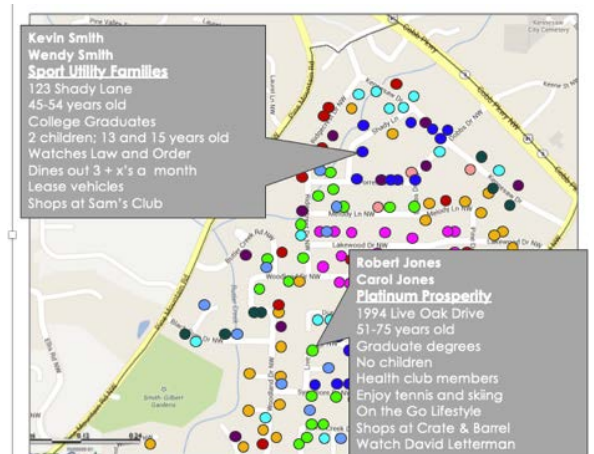
Segment B09: Family Fun-tastic – Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities

Segment B10: Cosmopolitan Achievers – Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas



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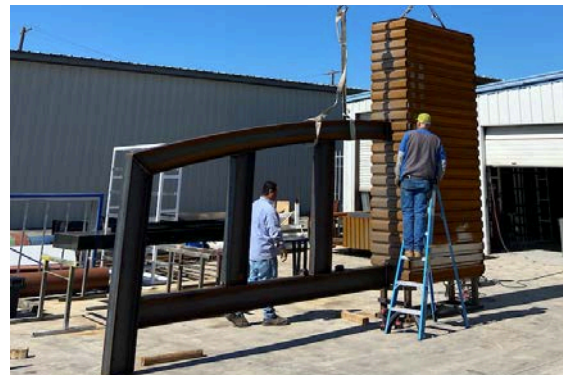


175th Updates

New Year's Eve Edelweiss Ball



Fabrication on the Highway Gateway Signs



175th Updates

Current Draft of 175th Calendar of Events:

March 2020

Highway Gateway Monuments Unveiled

Community Breakfast

presented by New Braunfels Downtown Rotary Club

125th Time Capsule Opening

Unveiling of the 175th Mural

The Founders' Trail Ride

174th Annual Kindermasken Parade and Ball

presented by Museum of Texas Handmade Furniture

Founders Day Parade

Founders Gala presented by Veramendi

Founders Fireworks presented by Rocky Hill Equipment

Community Wide Blessing

First Protestant Church 175th Celebration

Marsch-und Wandergruppe

April 2020

Folkfest

Hill Country Craft Beer Festival

Iconic 175th Art Show

Thru the Chute

40th Annual Evening with the Arts

May 2020

Small Business Week

Wein and Saengerfest

Deutsch-Texanischer Saengerfest

St. Peter and Paul 175th Celebration

Cinco de Mayo

Cowboy Up Karate Tournament

Americana Music Jam

Memorial Day Parade

June 2020

Burger Ball

July 2020

Patriotic Parade and Fireworks

August 2020

Masskrugstemmen

September 2020

River Parade in Landa Lake

Comal County Fair

Comal County Fair Parade

October 2020

Harvest Moon Gala

Gruene Music and Wine Fest

Supper on San Antonio Street

presented by the NB Downtown Association

Stein Gala

Dia de los Muertos Festival

November 2020

60th Wurstfest

Kanu Rennen

Weihnachtmarkt

Downtown Lighting

Chosen Half Marathon and 5K

December 2020

Tour of Homes

Wassailfest

Gruene Christmas Market Days/Lighting

Caroling on Plaza

175th Updates

Cultural Heritage Updates

- » 43 Interviews for a new installment of recordings at the Sophienburg hosted by Herb Skoog – 150th Celebration Chair. Will be available on CD.
- » Moments in History hosted by Herb Skoog – 150th Celebration Chair, Aired on Radio New Braunfels
- » Honor roll Awards – Sponsored by 175th Supported by Sophienburg Museum and Archives
- » Founding Families Registration – Sponsored by Sophienburg and Archives
- » 125th Time Capsule Cataloging – Sponsored by Sophienburg and Archives

Committee Updates

- » 406 Total Meetings since 2018
- » 3566 General Email Correspondence
- » 2852 Committee Email Correspondence
- » 36 Presentations
- » Participation from Committees is at 43%
- » Participation from Steering Committee is at 71%
- » Participation from Braunfelsers is at 71%
- » Participation from Founders is at 68%
- » Participation from Pioneers and Pioneers + is at 56%

Committee Chairs

Overall Committee.	Anne Louise Miller
Steering Committee	Anne Louise Miller
Architecture/Mechanical.	Stephen Hanz & Stuart Hansmann
Assets/Images/Logos/PR/Marketing	Benno Engel & Nathan Manlove
Events/Legacy Projects	Allison Humphries
Fundraising/Finance/Insurance	Doug Miller
Gifts/Markers/Memorials	David Hartmann
Historical/Legend/Lore	Karen Boyd



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