

# 2nd Fiscal Quarter Report

January - March 2018



## State Collecting AirBNB Revenues

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.

State data regarding the second fiscal quarter 2017-2018 collections of Hotel Occupancy revenues reflect an 11% increase.

Reports from the Texas Hotel Performance Factbook show that the Texas Comptroller began receiving State Hotel Occupancy Payments from AirBnB for each City in Texas at the end of 2017. The CVB is working closely with the City to identify and educate the Home Stay Rental Industry of the requirement to pay Hotel Occupancy Tax, both locally and State.

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# Public Relations

## Featured Stories

Hit the Road with Merle Haggard – DailyMail

Buc-ee's is #1 in Texas – Houston Chronicle

Gruene Texas named Top Getaway – Houston Chronicle

George Strait named Texan of the Year – Houston Chronicle

Best Roadside Brisket – Topix

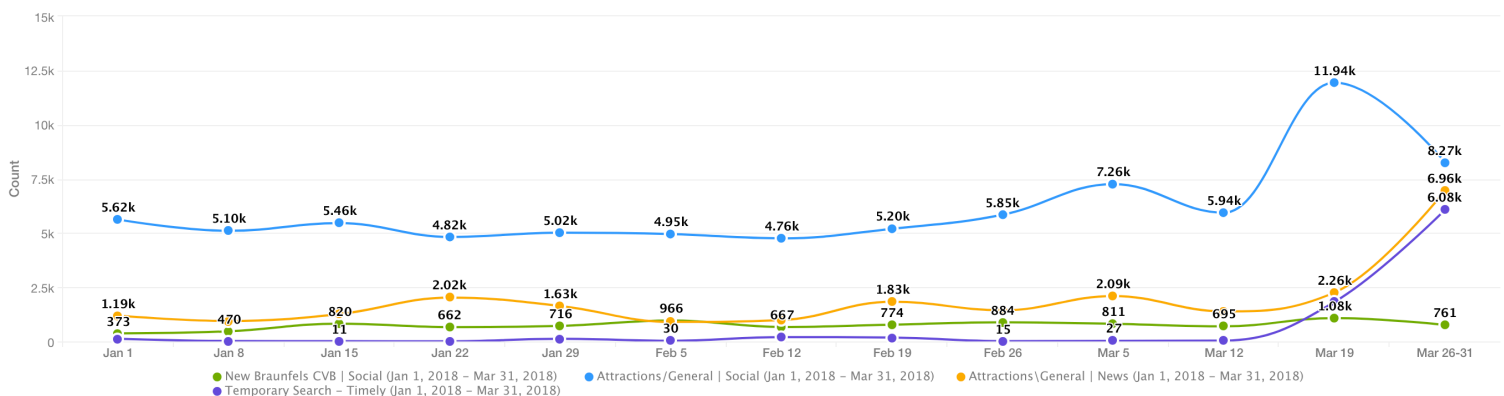
Old Train Depot Transformed – Delish

January & February Fun in New Braunfels – PRNewswire

Best Spring Break Getaways for Families – PRNewswire

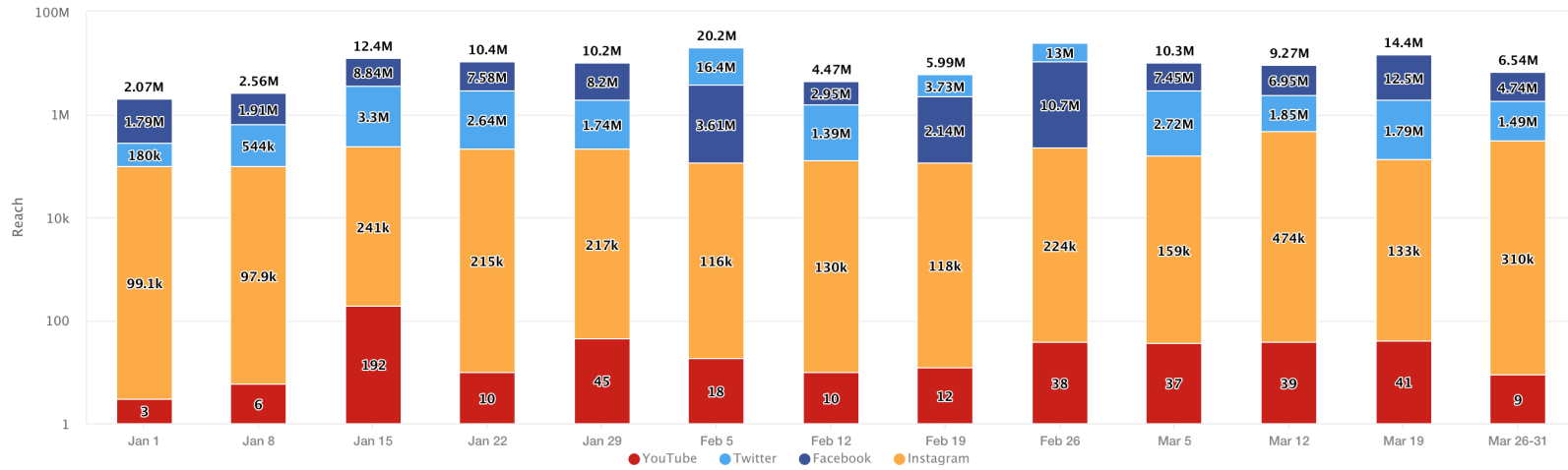


# Public Relations

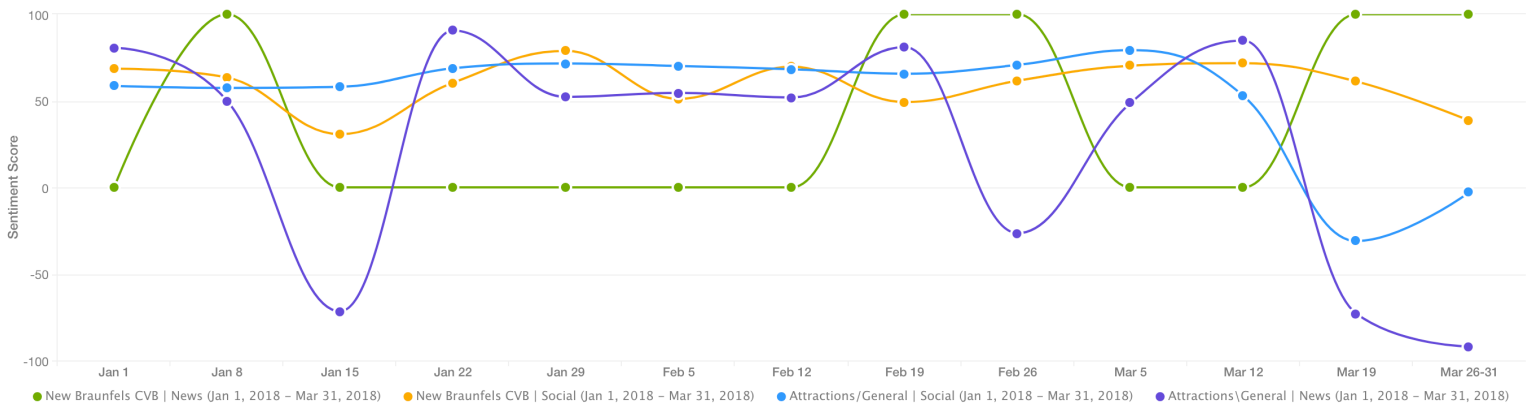


**2nd Fiscal Quarter (1/1/18 to 3/31/18)**  
**Articles Featuring New Braunfels**

# Public Relations



## 2nd Fiscal Quarter (1/1/18 to 3/31/18) Organic Social Reach



## 2nd Fiscal Quarter (1/1/18 to 3/31/18) Sentiment Score

# Production & Fulfillment



## Brochures & Graphics

### Brochures Reproduced

- Calendar of Events - 10,000
- Restaurant Guide – 10,000
- Accommodation – 10,000

Summer Creative Approved

## Ad Appearances:

Texas Meetings & Events

AAA Texas

Woman's Network

Texas Parks & Wildlife

MyHEBLife

Texas Highways

Houstonia

Tour Texas

Fox Sports Southwest

OTL – Life, Leisure, Luxury



## 50 Years of Welcoming Winter Texans

New Braunfels loves our winter visitors! The 50<sup>th</sup> Annual Winter Visitors Reception took place on Wednesday, February 14 from 3:00 to 5:00 p.m. at the [Civic Convention Center](#).

The Chamber's Convention and Visitors Bureau hosted this annual reception to welcome and honor our seasonal residents. More than 300 Winter Texans filled the Exhibit Hall to enjoy music, food, drinks and fun. It was a perfect opportunity for winter Texans (often affectionately referred to as "snowbirds") to reconnect with old friends and to network with new ones.

Our city is always growing and adding new resources, services and attractions, so it was also a forum to learn about new developments in and around New Braunfels.





# Downtown reinvigorates its “Wunder”

When is the last time you took a stroll through your downtown? If it was anytime in the recent months, you’ve probably noticed walkability improvements, a public restroom, and plenty of new businesses.

With this growth, the Downtown Association and the City’s Historic Preservation Dept., have partnered on a new website and marketing campaign to revitalize the downtown brand.

The Discover the Wunder campaign highlights local businesses, events, and provides locals and visitors with a sense of place for downtown New Braunfels.

A comprehensive website, recently launched, was a key part of this initiative. “The site will continue to grow as all downtown businesses are planned to be included. The site features maps that link to GPS so people can find businesses they want and actually get there.” says Nathan Manlove, President of the Downtown Association.



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## Economics of Travel

Did you know that in Travel & Tourism is the 3<sup>rd</sup> largest industry in Texas? Our “State of Travel” contributed \$69 billion to the Texas economy in 2016, supported over 1.1 million jobs, and contributed more than \$6 billion in local and state taxes. Without this influx of cash, each household in Texas would pay \$1,020 more in taxes.

The New Braunfels CVB sent a delegation to the Texas Travel Industry Association’s Unity Dinner. Over 800 statewide tourism partners and legislators attended, learned about the economics of travel and ways to support it.

The most recent hospitality economic impact study shows a 32.9% improvement from 2013 to 2017. This brings the total economic output to \$706.5 million for New Braunfels. The hospitality industry paid \$134.2 million in direct wages and supported another \$92.8 million in wages to indirect workers. For New Braunfels, this means that tourism supports 1 out of every 4 jobs in our community.

We’re proud to be one of Texas’ top tourism destinations, proving that “Life is Better in a State of Travel”.

To learn more about the impacts of travel visit [www.TTIA.org](http://www.TTIA.org)



# Convention Sales & Service

## New Braunfels Civic/Convention Center

780 Room Nights

68 Days of Usage

56 Paid Events totaling \$170,259

\$1,063,628 in revenue for bookings through 2025

## Events this Quarter

Liberty Gun Show

Winter Texan Reception

North American Jewelry Show

Texas Legislative Conference

Texas Hill Country Opera

Primo Hot Tubs & Spa



## Shows/Conferences/Meetings

New Braunfels Downtown Association

City of New Braunfels – Traffic Planning

Texas Hill Country Trail

175<sup>th</sup> Anniversary Committees

River Activities Committee

TPWD Meetings

## Upcoming Events

Liberty Gun Show

Taste of the Town

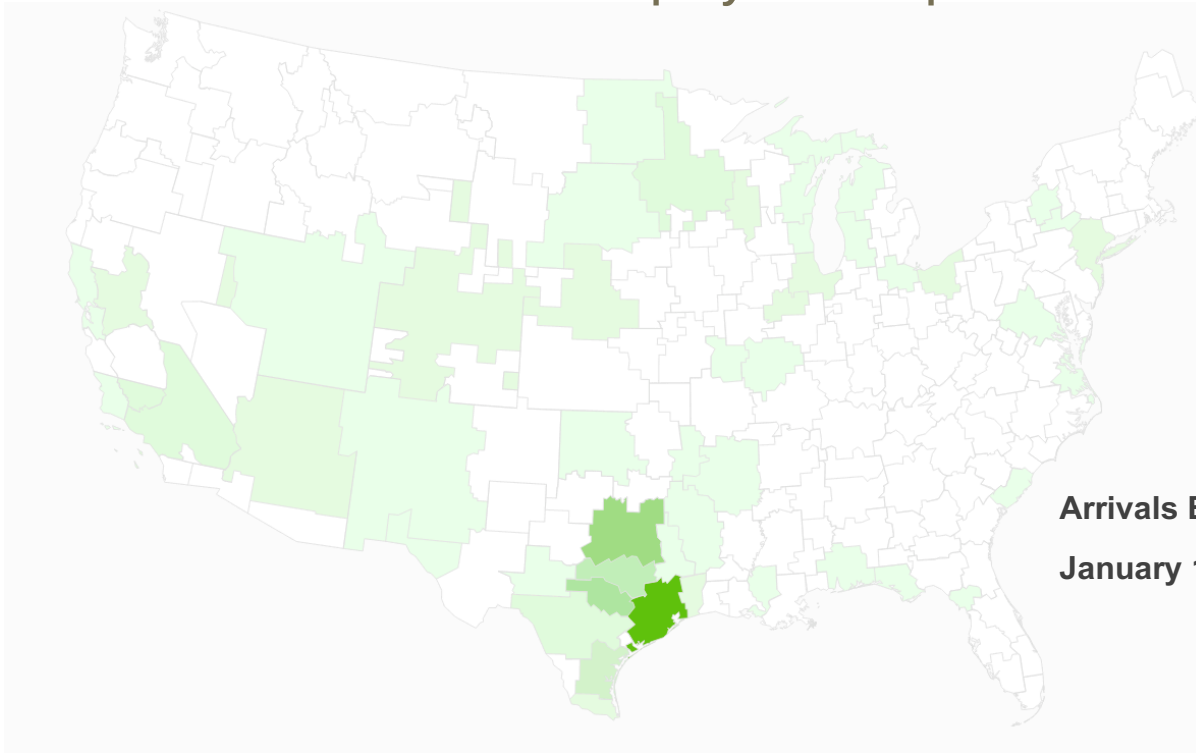
Legacy Dance Competition

Sysco Food Show

Nat. Assoc. of Corrosion Engineers



# Visitor Inquiry Data Updates



**Arrivals By Market Cluster**  
**January 1 – March 31, 2018**

## 2nd Fiscal Quarter (01/01/18 – 03/31/18)

### January:

- 812,727 Business Referrals
- 2,630,516 Digital & Social Interactions
- 225 Events Published
- 1,066 Direct Tourist Interactions
- Top Categories: River Outfitters, Non-Profits, RV-Long Term



### February:

- 802,997 Business Referrals
- 3,052,441 Digital & Social Interactions
- 266 Events Published
- 1,710 Direct Tourist Interactions
- Top Categories: River Outfitters, RV Parks, Vacation Rentals

### March:

- 1,013,009 Business Referrals
- 4,196,888 Digital & Social Interactions
- 130 Events Published
- 2,219 Direct Tourist Interactions
- Top Categories: River Outfitters, Campgrounds, RV-Long Term

