

NEW BRAUNFELS CONVENTION & VISITORS BUREAU

# 2nd Fiscal Quarter Report

JANUARY - MARCH 2020



*New  
Braunfels*





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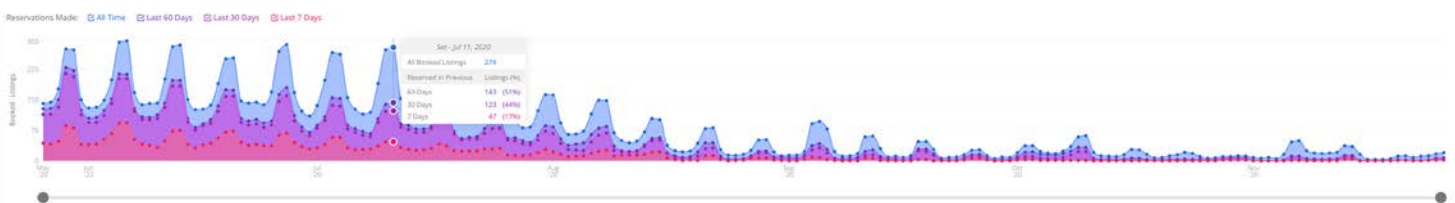
COVID – 19 had a major effect on hotel occupancy room revenue collections for March. January and February posted up for all industry segments, B&B, Hotel, and Short Term Rentals. March posted large deficits with B&B posting down 59% and Hotels posting down 73%. These decreases reflect a 24% decrease in revenue in the fiscal year to date. At the time of this report there were 31 properties that had not remitted during the second fiscal quarter.

STR reports on May 20, 2020 that occupancy for US hotels for April is down 63.9%, followed by a much lower and unprecedented, average daily rate. The occupancy and average daily rate value was the lowest since December 1997. However, recent weekly data suggests that performance likely reached the bottom in early April.

The CVB held two workshops with the Texas Hotel and Lodging Association in Late January and in early April. The lead attorney and President conducted the workshops and provided invaluable information to are lodging operations. In addition, information, checklists, applications, and available resource assistance has been provided in a quick and concise manner. Assistance with applications, unemployment claims, PPP preparation, and sourcing of a direct source for PPE supplies were and are available.

The CVB froze, canceled, and renegotiated all current contracts on March 13, 2020 and has a scaled “bridge” marketing program in place for the rest of this fiscal year. Several of our posts during the first weeks of the pandemic were well received, with one blowing past 1 million.

## BOOKING TRENDS



## FUTURE DEMAND



# Public Relations

## Top Reaching Stories

In New Braunfels, Family Traditions Abound

PR Newswire

**4,984,692**

A look back at 2019: #1 Wurstfest Scorched by Fires

Herald-Zeitung

**27,320**

Spring Break Launches Tourism Season in River City

Herald-Zeitung

**19,176**

German visitors postpone trip for NB's 175th

Herald-Zeitung

**19,176**

A Trifecta of Fall Fun in New Braunfels!

Quirky Chrissy PRNewsWire

**517**

## Highway Visitor Center Report

### January

Total Visitors . . . . .439

Out of State Visitors . . . . .239

Calls . . . . .88

New flowers in flower  
boxes on from porch

### February

Total Visitors . . . . .397

Out of State Visitors . . . . .240

Calls . . . . .57

### March

Total Visitors . . . . .233

Out of State Visitors . . . . .88

Calls . . . . .27

Landscaping started for new plants

## Visitor Inquiry Data Updates

Tourism Calls . . . . .1,831

Tourism Visits – Chamber. . . 962

Tourism Visits – HVC . . . . .1,308

Mail Sent. . . . .125

Convention Packets. . . . .603

Events Published . . . . .364

Digital Total . . . . .2,307,506

Social Total . . . . .7,810,318

### January

Digital & Social Interactions. . . 2,231,459

Events . . . . .140

### February

Digital & Social Interactions. . . 2,385,251

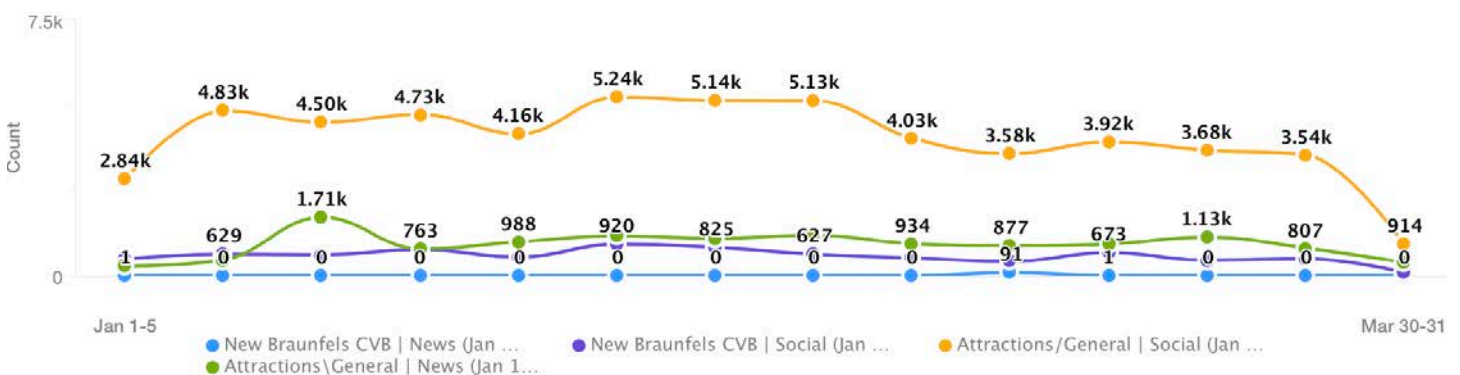
Events . . . . .147

### March

Digital & Social Interactions . . 3,193,608

Events . . . . .77

## Articles Featuring NB









# Social Media


## Social Media Overview

January			
	Impressions	Engagement	Total Followers
Facebook	1,235,111	39,011	277,646
Instagram	85,550	2,596	29,664
Twitter	25,443	281	7,204
Total	1,346,104	41,888	314,514

February			
	Impressions	Engagement	Total Followers
Facebook	1,412,380	62,917	279,899
Instagram	109,106	2,280	29,835
Twitter	19,714	237	7,215
Total	1,541,200	65,434	316,949

March			
	Impressions	Engagement	Total Followers
Facebook	2,740,253	259,514	283,088
Instagram	156,614	6,081	30,209
Twitter	18,744	488	7,217
Total	2,915,611	266,083	320,514

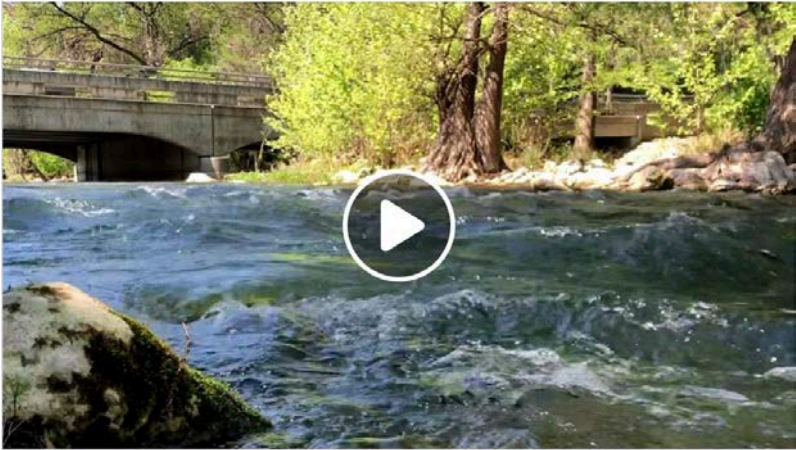
TOP PERFORMING POST OF THE QUARTER



In New Braunfels

Published by Sprout Social [?] · March 26 · 🌐

60 seconds of peace from the Guadalupe River.





2,686,886

People Reached

310,143

Engagements

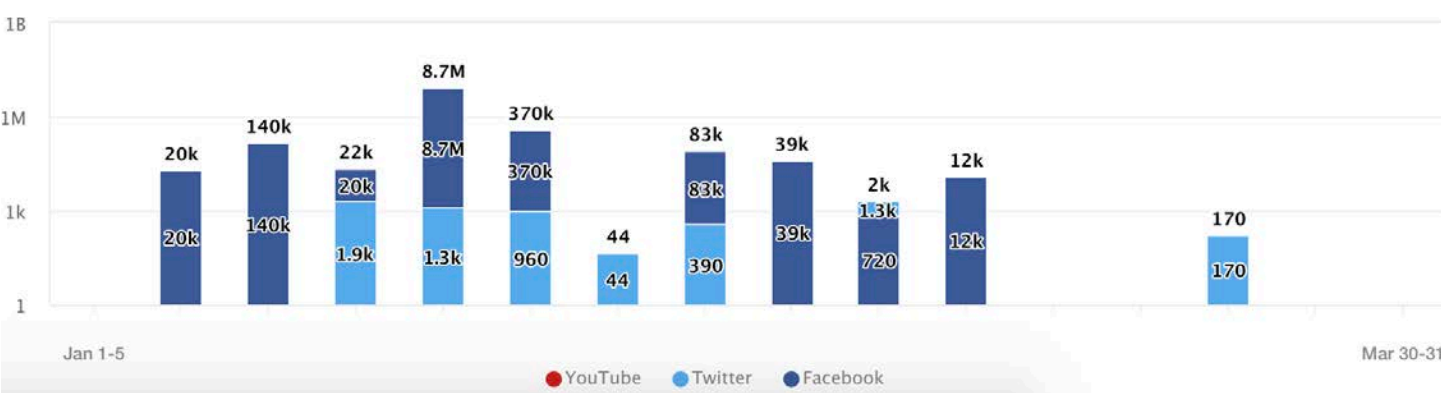
Boost Post

 38K

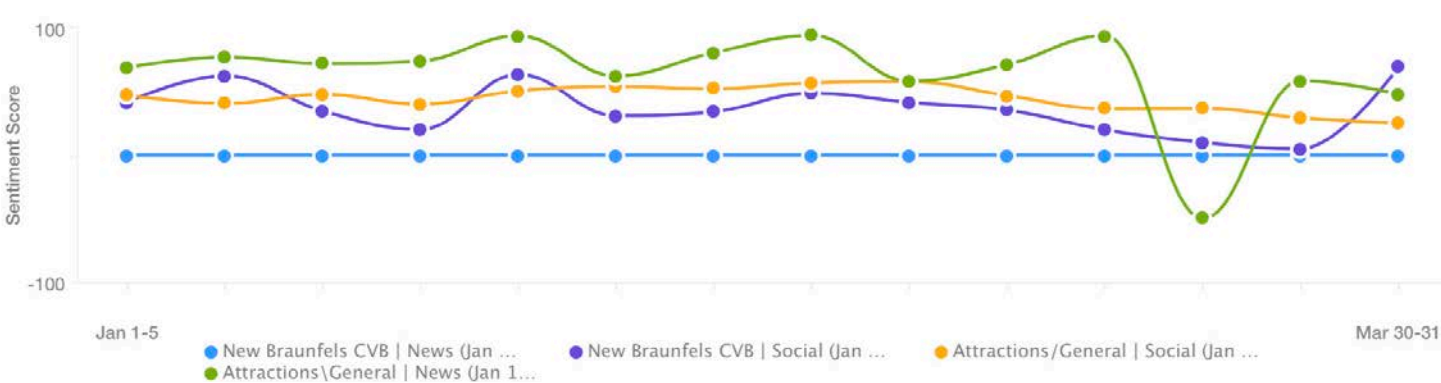
1.8K Comments 17K Shares

The Guadalupe River post heard ‘round the world!  
Over 1 million views and 17,846 shares.

## Organic Social Search

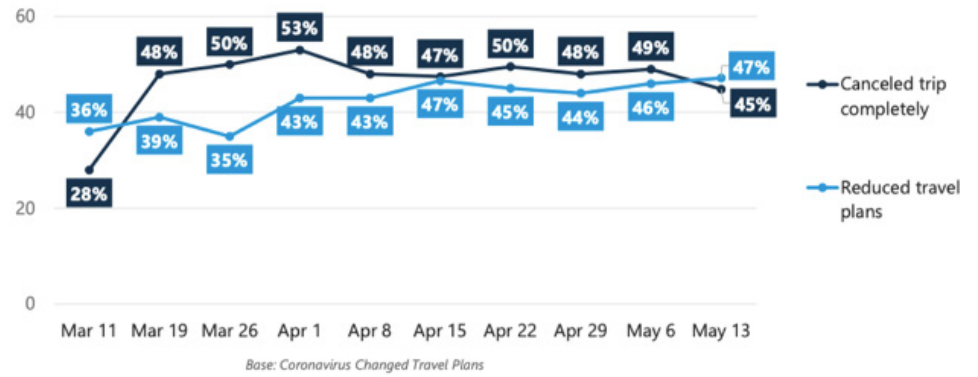


## Sentiment Score

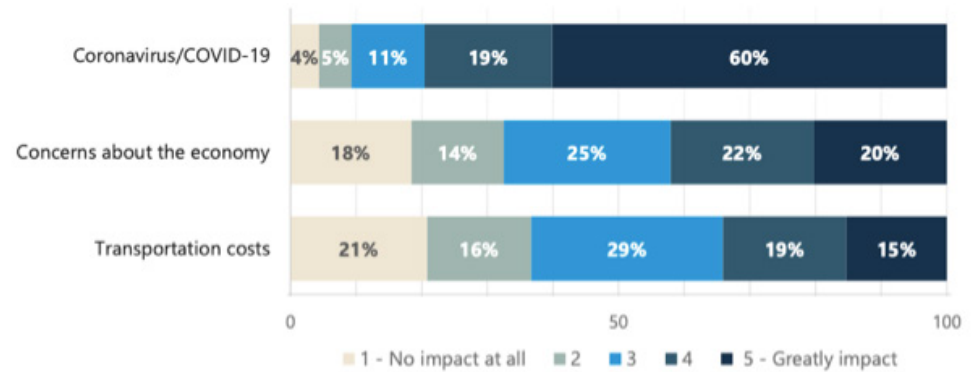


# COVID-19

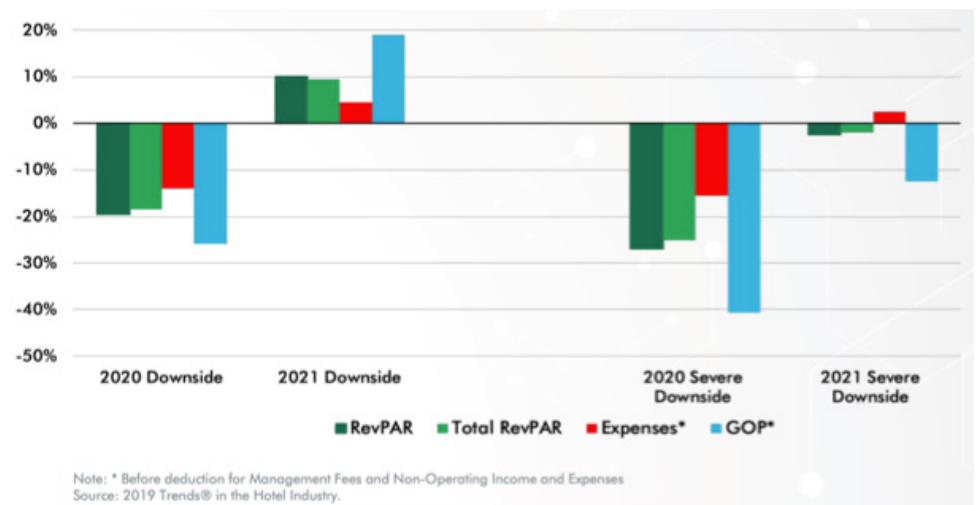
## Impact of COVID-19 on Upcoming Travel Plans Comparison



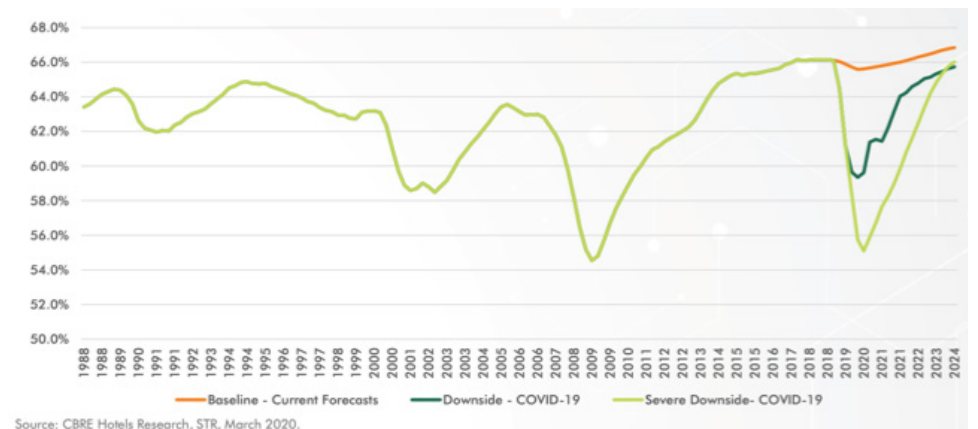
## Factors Impacting Decisions to Travel in the Next 6 Months



## Annual Change in Revenues, Expenses, and Profits



## Occupancy - 4Qtr. Moving Avg - by Scenario



# Convention Sales & Service

## New Braunfels Civic/Convention Center

- » Room night totals were 4,900
- » 68 days usage
- » 40 paid events totaling \$115,647.00
- » \$1,388,944.17 in YTD bookings through 2025

## Events this Quarter

- » Premier Gun Show
- » Antique & Vintage Show
- » Hot Tub & Spa Expo
- » North American Jewelry & Gift Show
- » Winter Visitor Reception

## Conferences/Meetings

- » Texas Coaches Conference
- » National Association of Campus Administrators
- » National Association of Corrosion Engineers
- » Texas Workforce Commission
- » Texas A&M University - Corpus
- » Christi Training Conference

## Lost Business Report

Lost Reason	Economic Impact	Lost Count
Health Concerns - COVID-19	\$0.00	1
Lack of Convention/Hotel	\$0.00	4
Other	\$0.00	5
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
<a href="#">Texas Justice Court Training Center</a>	<a href="#">Texas Justice Court Training Center Workshop [63]</a>	11/08/2020	120	390	\$0.00	Lack of Convention/Hotel	Convention Center Booked with local event
<a href="#">Texas Justice Court Training Center</a>	<a href="#">Texas Justice Court Training Center Workshop [64]</a>	11/08/2020	120	390	\$0.00	Lack of Convention/Hotel	Convention Center not available. Village Venue not available either.
<a href="#">Southwestern Texas Synod, ELCA</a>	<a href="#">Synod Assembly [65]</a>	06/05/2020	300	450	\$0.00	Health Concerns - COVID-19	Covid-19
<a href="#">Conference Direct</a>	<a href="#">2021 PHP Olympiad [66]</a>	01/05/2021	1,500	535	\$0.00	Lack of Convention/Hotel	No space large enough for general session and not enough break out rooms at convention center. Dates at convention center booked as well.
<a href="#">Premier Soccer Services</a>	<a href="#">Easter International Tournament 2021 [67]</a>	03/31/2021	1,760	0	\$0.00	Other	We do not have enough lit soccer fields to accommodate this tournament.
<a href="#">Premier Soccer Services</a>	<a href="#">Easter International Tournament 2022 [68]</a>	04/13/2022	2,400	0	\$0.00	Other	Not enough lit soccer fields to accommodate tournament needs.
<a href="#">Premier Soccer Services</a>	<a href="#">Easter International Tournament 2023 [69]</a>	04/05/2023	2,800	0	\$0.00	Other	Lack of lit soccer fields to accommodate tournament
<a href="#">Premier Soccer Services</a>	<a href="#">Easter International Tournament 2024 [70]</a>	03/27/2024	3,200	0	\$0.00	Other	Not enough lit soccer fields to accommodate tournament
<a href="#">Premier Soccer Services</a>	<a href="#">Easter International Tournament 2025 [71]</a>	04/16/2025	3,600	0	\$0.00	Other	Not enough lit soccer fields to accommodate tournament. No current field has enough room for expected attendance and parking.
<a href="#">Conference Direct</a>	<a href="#">Purpose Financial Operations Meeting 2021 [72]</a>	04/03/2021	250	0	\$0.00	Lack of Convention/Hotel	Dates not available and we do not have enough break out rooms.



# 175th Updates

March was a tumultuous month for the 175th Celebrations. The first event to launch the week long celebrations was the Community Breakfast and Time Capsule. These events were ultimately canceled on March 13th, the day prior to the scheduled start. The committee worked for the next 8 weeks on rescheduling the 175th events. It was decided that the events would be moved to March of 2021. The committee members, event participants, and sponsors were notified via an electronic newsletter.

Alex Meixner helped toast Founders Day with a virtual Facebook toast.

All vendors, bookings, and event venues were rebooked, as well as permits, and insurance.

We look forward to a fantastic celebration in 2021.



## Facebook Frame launched in February



In New Braunfels was live.  
Published by Alex Meixner [?] · March 21 ·

Happy 175th birthday, New Braunfels! Grab a drink and get ready for a birthday toast with [Alex Meixner](#). Share your photos and birthday wishes with us on Facebook and Instagram using [#NBSince1845](#)! [Alex Meixner Band Since 1845](#)

Watch together with friends or with a group Start

40,267 People Reached 14,003 Engagements Boost Post

618 545 Comments 181 Shares 25K Views



# 175th Updates

## 125th Time Capsule Opening



## Highway Gateway Signs Ribbon Cutting





# 175th Updates

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## *Updated Schedule*

### **MARCH 20, 2021**

Founders Day Parade

Founders Gala

Founders Fireworks

presented by Rocky Hill Equipment

### **MARCH 22, 2021**

Community Blessing &

Honor Roll

### **APRIL 2, 2021**

Community Breakfast &

Burial of 175th Time Capsule







*New  
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New Braunfels  
Convention & Visitors Bureau

2nd Fiscal  
Quarter Report

January - March 2020