

3rd Fiscal Quarter Report

April - June 2018



River Education Kicks-Off Water Recreation Season

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

The Texas Hotel Reporting Factbook Hotel Occupancy Tax collections reflect a 7.6% increase over April, May, June of 2017. City Hotel Occupancy revenue reflect a decrease of 3.82% for the same quarter. We attribute this discrepancy to the sharing/investment economy property segment growth, which does not contribute to the local hotel tax.

The River Street Teams Activated on May 19th and operated through July. Over 25 team members, staged at 3 locations distributed over 13,000 complimentary non-disposable containers. The activation achieved its goal of reaching people early in the season. Over Memorial Day weekend, over 4,000 cups were distributed. Cup distribution continued to be high in June.



Public Relations

Featured Stories

Electronic Music Fans Hit New Braunfels for Illectric River – Houston Chronicle

Family Fun: Father's Day Activities – Houston Chronicle

Kelly Willis – On Tour In New Braunfels – Rolling Stone

Cooldest Waterparks In The U.S. – Reader's Digest

Long Weekend Trips To Take This Summer – Elite Daily

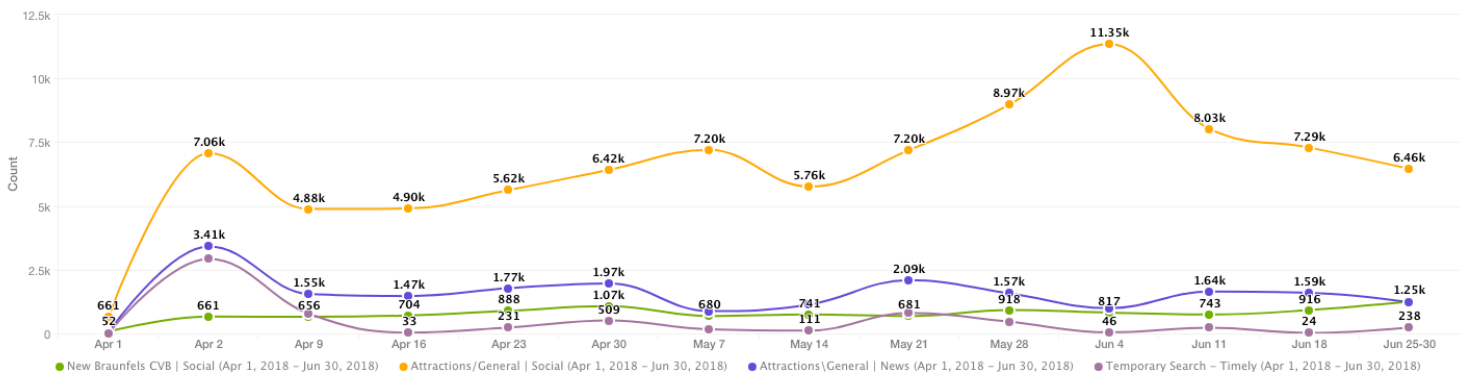
28 Texan Things To Do On A College Budget – The Odyssey

The Ultimate Texas Roadtrip - Travelocity

The Best Waterpark In Every State – Insider Magazine

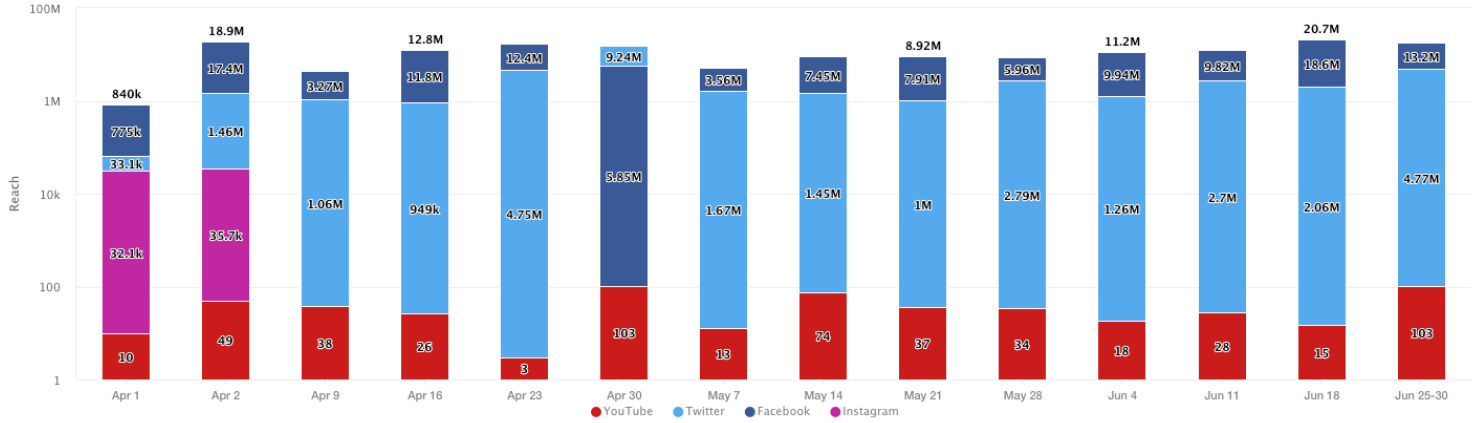


Public Relations

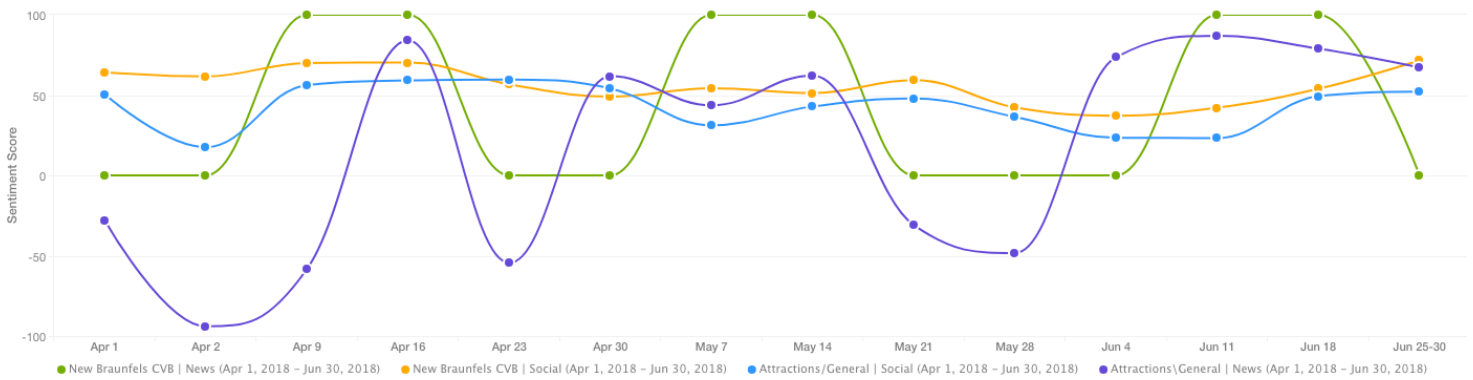


**3rd Fiscal Quarter (4/1/18 to 6/30/18)
Articles Featuring New Braunfels**

Public Relations



3rd Fiscal Quarter (4/1/18 to 6/30/18) Organic Social Reach



3rd Fiscal Quarter (4/1/18 to 6/30/18) Sentiment Score

Production & Fulfillment



Brochures & Graphics

Brochures Reproduced

- Calendar of Events – 10,000
- Restaurant Guide – 5,000
- Accommodation & River Outfitters – 5,000

Fall Creative Approved

Ad Appearances:

Texas Monthly	Texas Highways
Texas Events Calendar	Trip Advisor
Texas Historical Commission	Texas Meeting & Events
Plan Your Meetings	Tour Texas



Memorial Day Recap

The Official Kick-Off to Summer, Memorial Day, was full of visitors, media, and locals all trying to beat the heat and welcome in the season.

While the rivers were packed of tubers, due to great communication between the City's River Manager and local outfitters, no staging was necessary.

"This Memorial Day weekend we did pretty good compared to the last five years. We've been up quite a bit. And, we didn't get as many people as we expected to get, but we did get a lot of people. Everybody had a good time and it wasn't overcrowded," said Gruene River Company Manager Scott Gromacki.



Film Crew at River Mill



The Chamber's CVB also houses the Film Commission. As such, we are tasked with welcoming and facilitating all filming that takes place within Comal County. Working closely with the Texas Film Commission, we've been blessed to host many nationwide and large productions in the past. These productions can provide beneficial economic impact to the area. Recently, we were fortunate to host a nationally televised series at the River Mill property near the Faust Street Bridge. The shoot went well and support from our team has kept New Braunfels in the running to host the entire next season of filming.

Heritage Night Held

With 6,000 new residents each year, it is imperative to keep our history alive! Twice a year the Chamber's CVB partners with local school districts and museums to engage and highlight educators and students on various topics of New Braunfels history. Teachers are able to gather information to build lesson plans from this event. Topics include: 9-pin bowling, butter making, sausage making, fachwerk construction, historical videos, and more.



River Teams Activate



Street teams activated May 19th; it was clear their presence was welcomed. Over 5,000 complimentary non-disposable containers were handed out to river-goers within the first 2 weeks, including Memorial Day. As the season progressed the teams continued education and outreach to ensure an enjoyable experience, all while helping protect the environment. The teams were positioned at Prince Solms Park and Elizabeth Ave on the weekends, intercepting floaters before they hit the water.

Fresh Photography Underway

With Summer arriving early this year, the Chamber's CVB advanced a few of the items on our shot list. We've found sno-cones melt rather quickly when the temperature is over 100 degrees. Our contracted photographer, Jim Flynn, has been busy capturing images for use in our creative and media efforts. Most recently, we held a style shoot to promote wedding tourism. Thanks to our partners, Gruene Estate and Celebrations Bridal for the venue and outfits.



Convention Sales & Service

New Braunfels Civic/Convention Center

66 Paid Events Totaling \$130,313

71 Days of Usage

Events Booked Thru 2020 Total \$1,205,902

Number of Room Nights – 5,344

Events this Quarter

Rock N Roll For Kids

Train Show

Titan Training

Texas Energy Managers Convention

Chickasaw Community Council of Texas

Ducks Unlimited



Shows/Conferences/Meetings

New Braunfels Downtown Association

CVB Strategy & Steering

TTIA Travel & Tourism College

Katy Wildwest Brewfest (Activation)

175th Anniversary Meetings

Stakeholder Co-op Partnership

Upcoming Events

Quiltfest

The Peddler Show

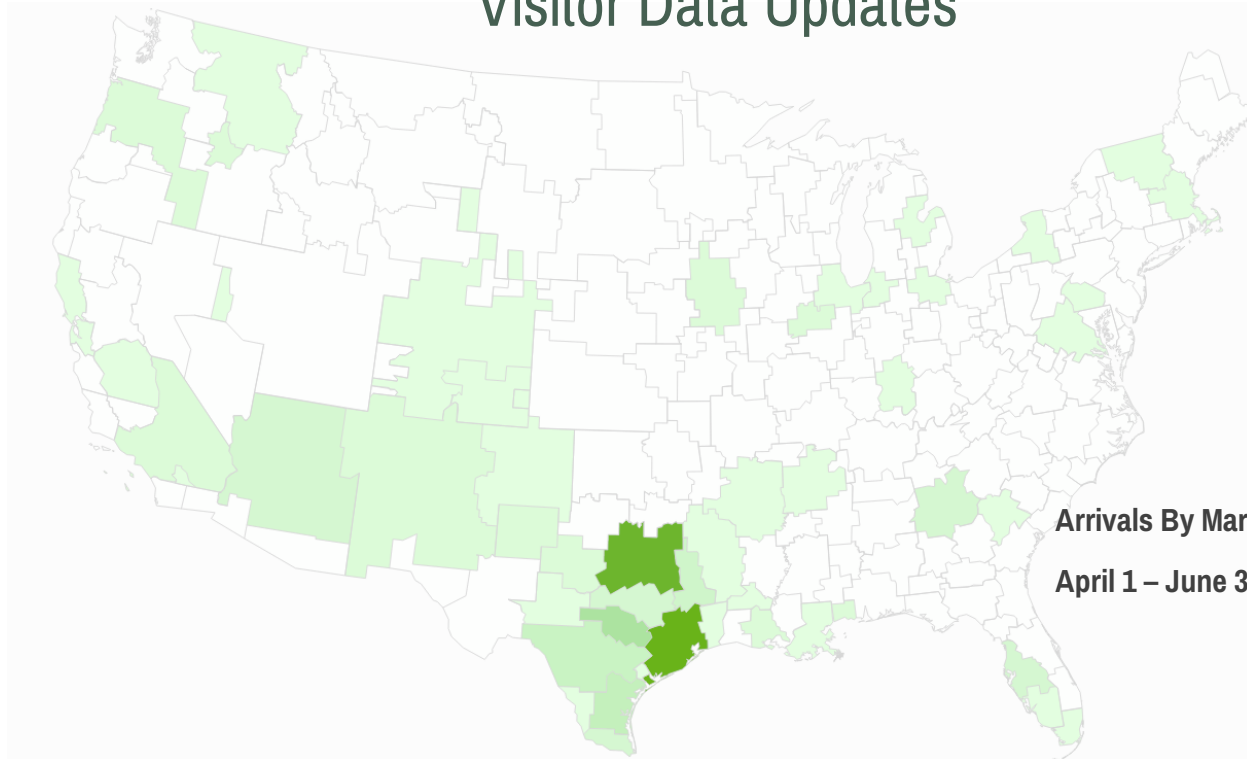
Texas Gourd Society

North American Jewelry & Gift Show

Fourth of July Parade & Fireworks



Visitor Data Updates



Arrivals By Market Cluster

April 1 – June 30, 2018

3rd Fiscal Quarter (04/01/2018 to 06/30/2018)

April:

- 3,184,859 Digital & Social Interactions
- 128 Events Published
- 2,703 Direct Tourist Interactions
- Top Categories: Outfitters, Vacation Rentals, Meeting Venues



May:

- 2,735,070 Digital & Social Interactions
- 175 Events Published
- 4,161 Direct Tourist Interactions
- Top Categories: River Outfitters, RV Parks, Vacation Rentals

June:

- 5,773,735 Digital & Social Interactions
- 87 Events Published
- 5,340 Direct Tourist Interactions
- Top Categories: River Outfitters, Campgrounds, Vacation Rentals

