

NEW BRAUNFELS CONVENTION & VISITORS BUREAU

# 3rd Fiscal Quarter Report

APRIL - JUNE 2020



*New  
Braunfels*





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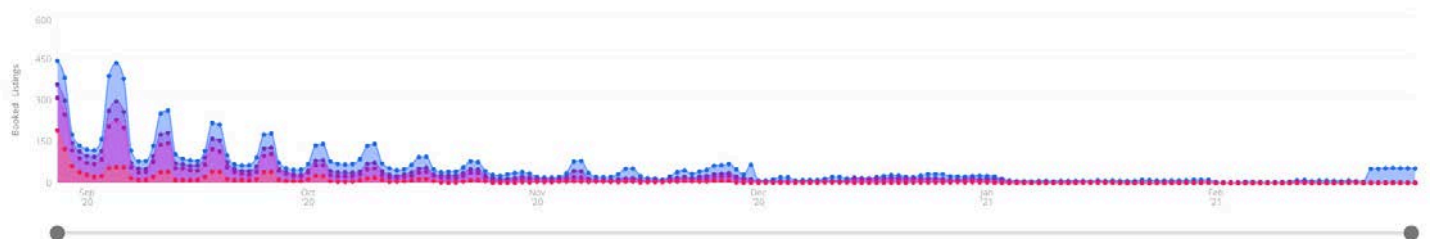
Enclosed is the third (April – June) fiscal quarter 2020 financial report along with activity and highlights of this three-month period via jump drive. Supplemental information for your files is enclosed and sufficient copies of the executive summary for each Council Member, the City Manager, City Finance Officer and City Secretary.

COVID-19 had a major effect on the City of New Braunfels hotel occupancy room revenue collections. April hotel occupancy tax collections posted down 79.6%, May collections posted down 43.6%, and June posted down 37.7%. This follows the March hotel occupancy tax numbers being down 45.5%. The fiscal year began with a very encouraging increase of 14.9% over 2019 for October through February. The losses year to date are hovering at a 38% loss.

Since the start of COVID-19, canceled bookings at the New Braunfels Convention Center reflect a \$233,092.81 loss in rental revenue. The Fall/Winter promotions program for tourism and health safety via CARES Act funding that City Council recently passed will bolster a struggling hospitality and tourism segment. We appreciate your support and will be happy to respond to any questions or appear before city council if you so desire regarding this report.

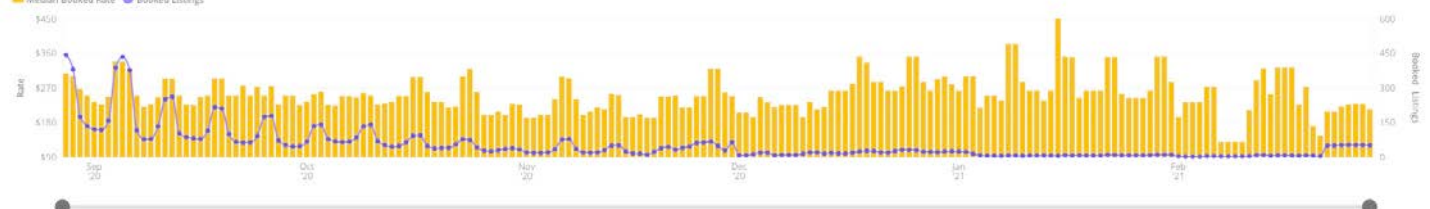
## BOOKING TRENDS

Reservations Made: ☒ All Time ☐ Last 60 Days ☐ Last 30 Days ☐ Last 7 Days



## FUTURE DEMAND

Median Booked Rate ☒ Booked Listings



# Public Relations

## Top Reaching Stories

Robert Earl Keen to Play Social-Distance Shows at Texas Club  
*Yahoo!*

157 MILLION

The Best Drive-In Movie Theater in Every State  
*Yahoo!*

157 MILLION

12 things that only exist in Texas  
*MSN*

78 MILLION

Coronavirus in Texas:  
As tourism opens up,  
what should travelers expect?  
*MSN*

78 MILLION

Comal River temporarily closes  
due to overnight rain; authorities  
will reevaluate at 11 a.m.  
*MSN*

78 MILLION

## Visitor Inquiry Data

### April

Tourism Calls	39
Tourism Visits – Chamber	0
Tourism Visits – HVC	13
Mail Sent	175
Convention Packets	0

### May

Tourism Calls	400
Tourism Visits – Chamber	14
Tourism Visits – HVC	0
Mail Sent	3
Convention Packets	40

### June

Tourism Calls	929
Tourism Visits – Chamber	141
Tourism Visits – HVC	0
Mail Sent	9
Convention Packets	0

## Digital Impressions

Web	19,283
Social	1,563,563
Paid Social	55,534
Paid Digital	0
Events	24
Organic Facebook	1,447,500

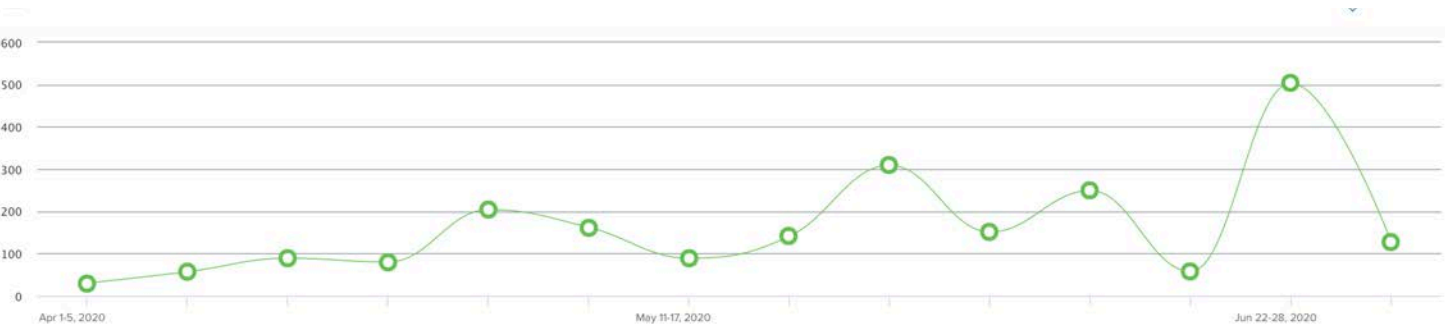
## Digital Impressions

Web	83,060
Social	1,820,211
Paid Social	580,331
Paid Digital	0
Events	69
Organic Facebook	1,654,564

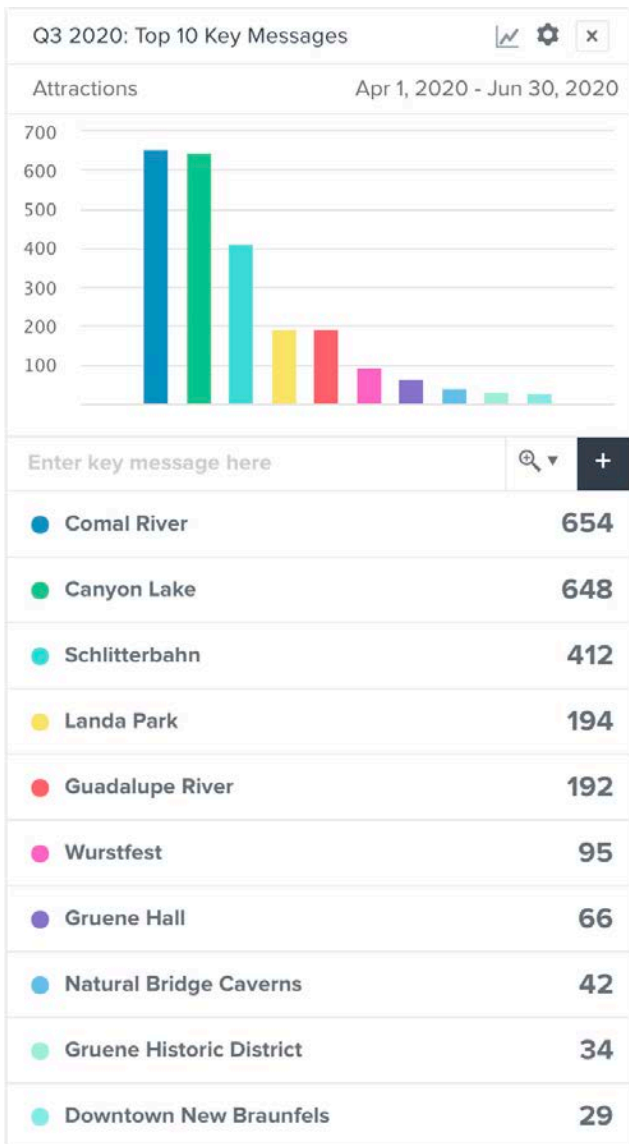
## Digital Impressions

Web	112,457
Social	1,440,598
Paid Social	665,069
Paid Digital	0
Events	72
Organic Facebook	1,362,614

## Total Mentions of Attractions







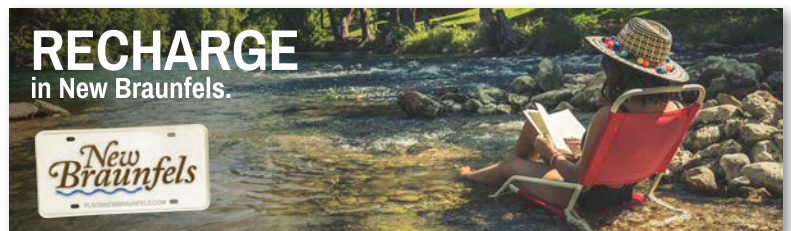
## Media

### Ad Appearances

- » Austin Monthly
- » NB Monthly
- » Texas Hill Country Magazine

### Outdoor

- » New artwork on I-35 Billboard

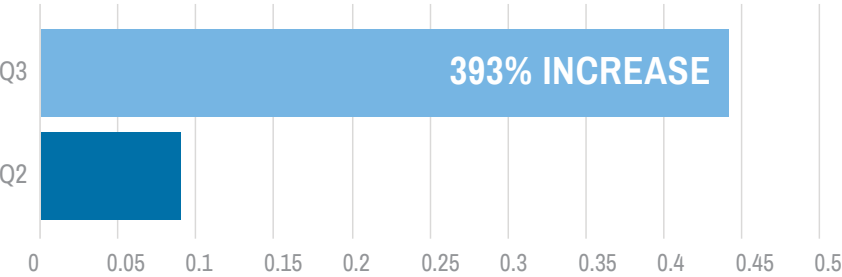


# Social Media

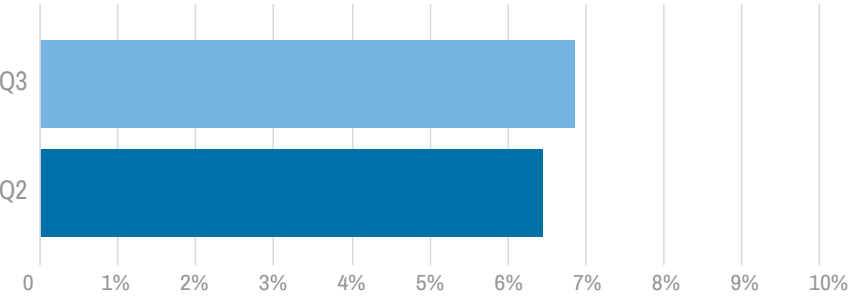
## Social Media Overview: Year-to-date follower increase: 10.53%

	APRIL			MAY			JUNE		
	IMPRESSIONS	ENGAGEMENT	TOTAL FOLLOWERS	IMPRESSIONS	ENGAGEMENT	TOTAL FOLLOWERS	IMPRESSIONS	ENGAGEMENT	TOTAL FOLLOWERS
Facebook	1,447,500	113,884	285,289	1,654,564	100,334	291,624	1,362,614	103,645	304,345
Instagram	101,550	4,775	30,539	145,636	5,265	31,081	68,100	1,106	31,608
Twitter	14,546	581	7,219	20,016	548	7,217	9,962	360	7,167
Total	1,563,596	119,240	323,047	1,820,216	106,147	329,922	1,440,676	105,111	343,120

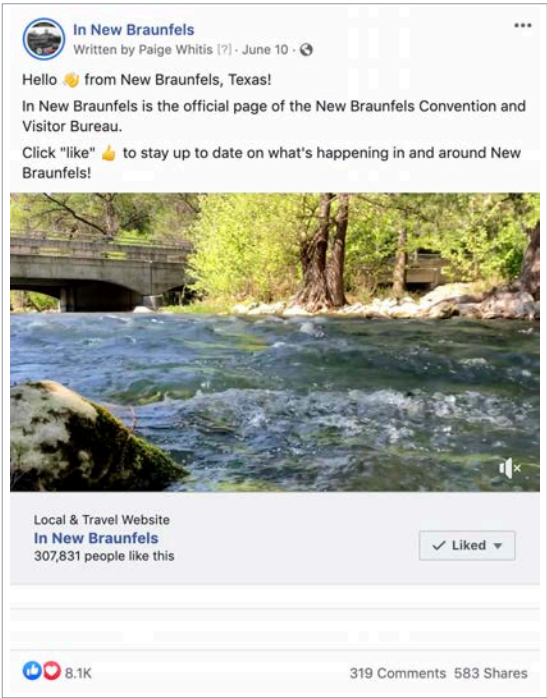
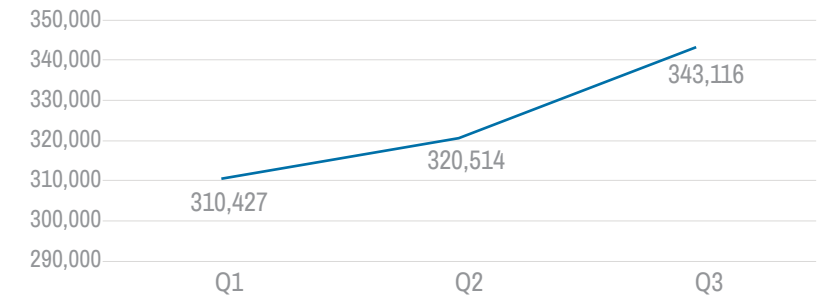
## Social Media Ad Engagement Rate



## Overall (Paid+Organic) Social Media Engagement Rate



## Total Social Media Followers



The Guadalupe River post heard ‘round the world! Over 2,700,000 impressions and 17,846 shares... and still going!

This video had a lasting impact – this post was used for ads in Q3 and the engagement rate for paid ads was up 383%. Nearly 1 out of every 2 impressions resulted in an engagement with an ad.



# COVID-19 Response

## Getting Ready Campaign Videos

- » Soft Roll Part 1
- » Soft Roll Part 2
- » Tubing
- » Wildlife
- » Cave
- » Antique Mall
- » Tube Chute
- » Gruene Hall

## Website

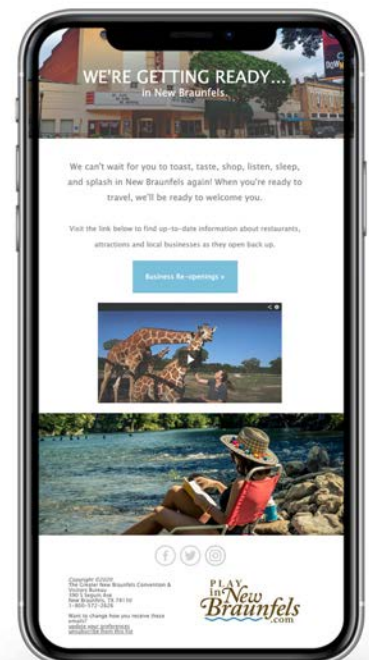
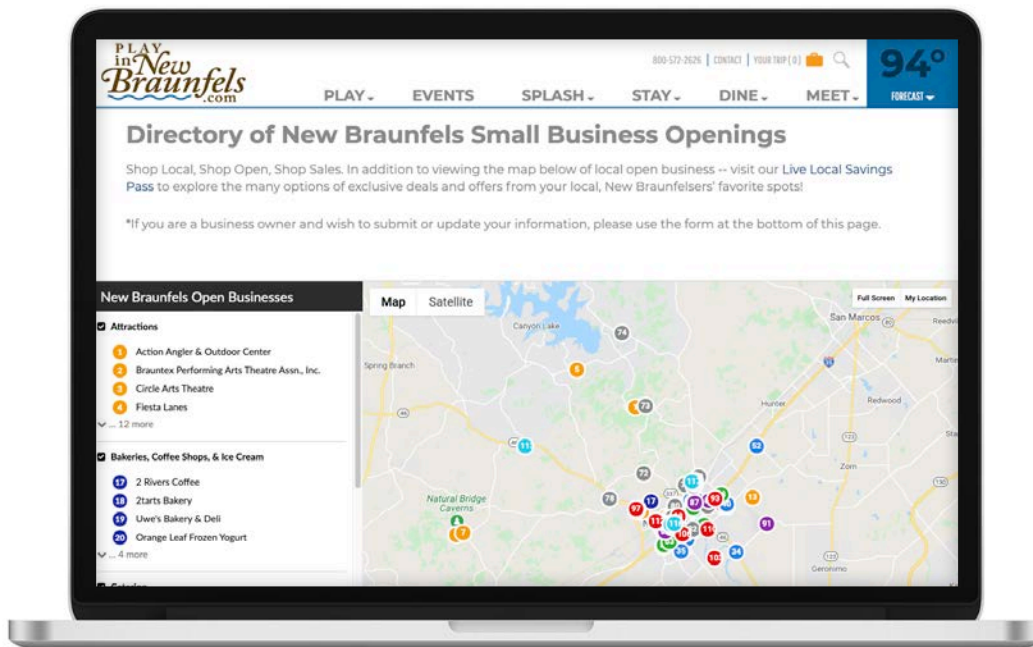
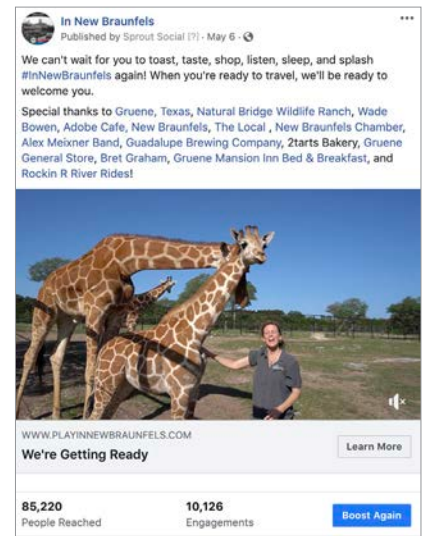
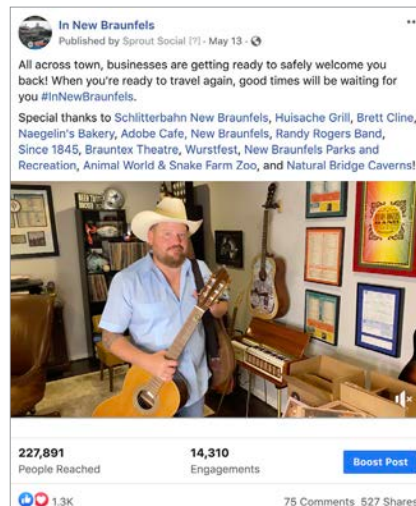
- » [www.playinnewbraunfels.com/open](http://www.playinnewbraunfels.com/open)

## Emails

- » New Braunfels Business Re-opening Email

## Social

- » Highest-performing posts
  - » Over 800,000 people reached



# COVID-19 Response

## Splash Safely Campaign

Updated [TubelnNewBraunfels.com](http://TubelnNewBraunfels.com) to reflect mask rules along with a calendar showing limited capacity dates at City Parks. Launched the day before Governor Abbott ordered outfitters to close.

**In New Braunfels**  
June 26 · 🌐



This is hard. Every summer our rivers provide memories for so many, visitors and residents alike. Tourism also supports the livelihoods of over 10,000 New Braunfelsers. But, as Texans, especially in New Braunfels, making hard decisions is not new for us. We are complying with Governor Abbott's orders so we can help reduce the spread of the coronavirus; protecting our residents and visitors is paramount.

For the latest river information, visit [TubelnNewBraunfels.com](http://TubelnNewBraunfels.com).



**45,421**  
People Reached

**4,569**  
Engagements





Boost Post

   758

201 Comments 130 Shares

 Like  Comment  Share 

View comments Oldest ▾

 Comment as In New Braunfels    

BY ORDER OF THE CITY OF NEW BRAUNFELS  
**WE HAVE TO ASK,  
THAT YOU WEAR A MASK.**

**FACE COVERINGS  
ARE REQUIRED**  
WHEN YOU ARE UNABLE TO STAY SIX FEET APART.




  
**UPON  
ARRIVAL**

  
**REMOVE  
WHILE ON RIVER**

  
**ON  
SHUTTLE**

**COMAL RIVER RULES** **GUADALUPE RIVER RULES**

Our rivers are open, but with limited capacity on weekends. Please plan ahead, have fun and splash safely. On weekends, river access will only be available through local river outfitters with the purchase of a tube rental. Private equipment will only be allowed through Prince Solms Park and Hinman Island on weekends. New Braunfels Resident River Pass holders will continue their regular access.

**SPLASH SAFELY**  
**FACE COVERINGS ARE REQUIRED  
WHEN YOU ARE UNABLE TO STAY SIX FEET APART.**  
  
**UPON ARRIVAL**   
**REMOVE  
WHILE ON RIVER**   
**ON SHUTTLE**

	SUN	MON	TUE	WED	THU	FRI	SAT
<b>JUNE</b>	21	22	23	24	25	26	27
<b>JULY</b>	28	29	30	1	2	3	4
<b>LIMITED CAPACITY</b>	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
<b>AUG</b>	26	27	28	29	30	1	2

River outfitters are working hard to ensure a safe environment for everyone. Face masks are required in order to adhere to the city ordinance. On weekends, they will be operating at a limited capacity. To

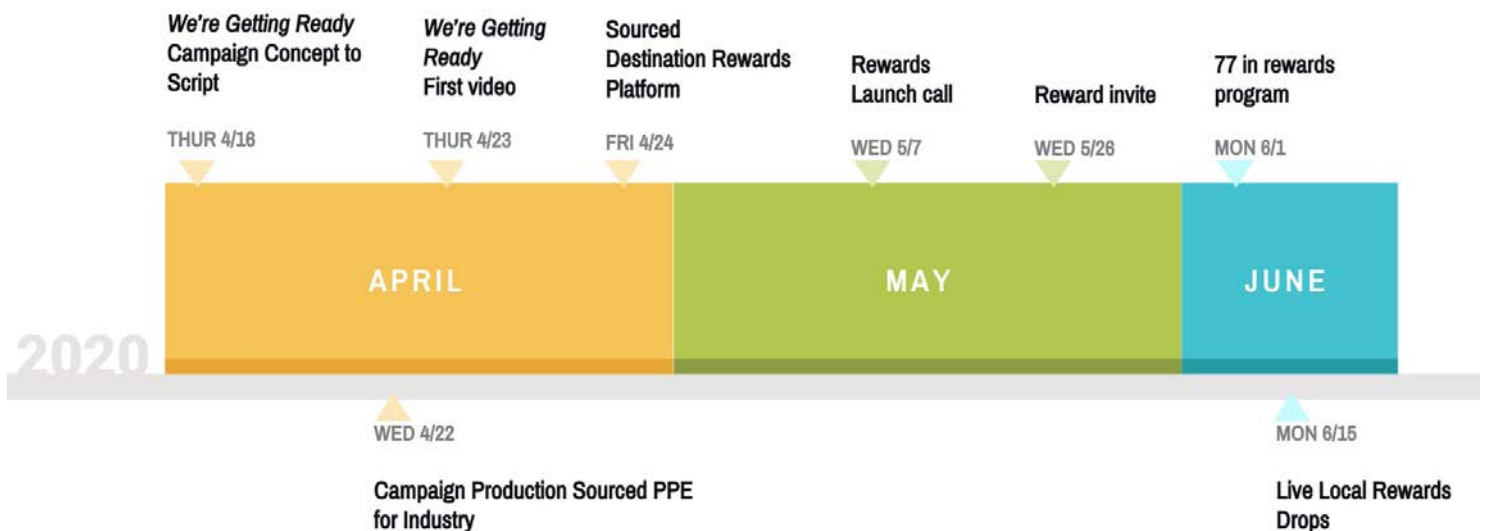
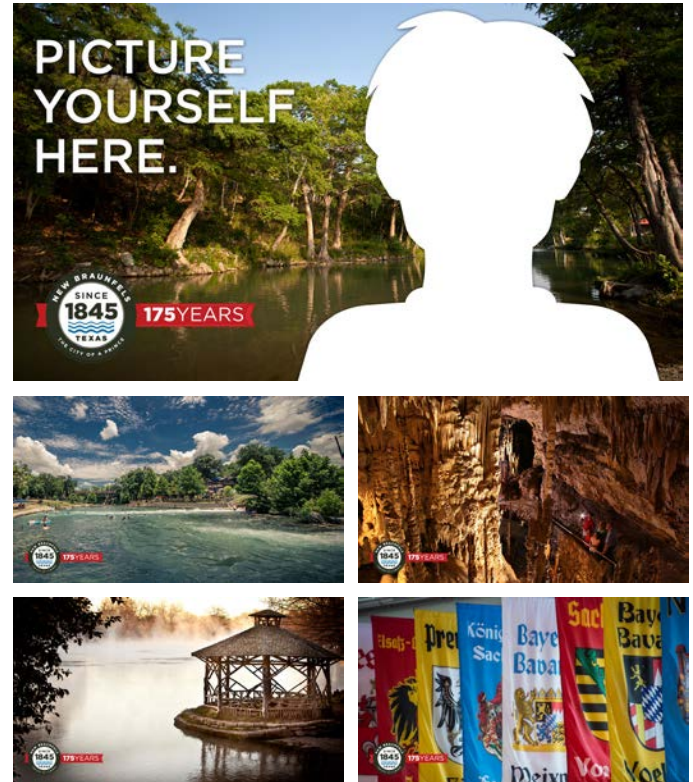


# COVID-19 Response

Developed mask signage for local businesses



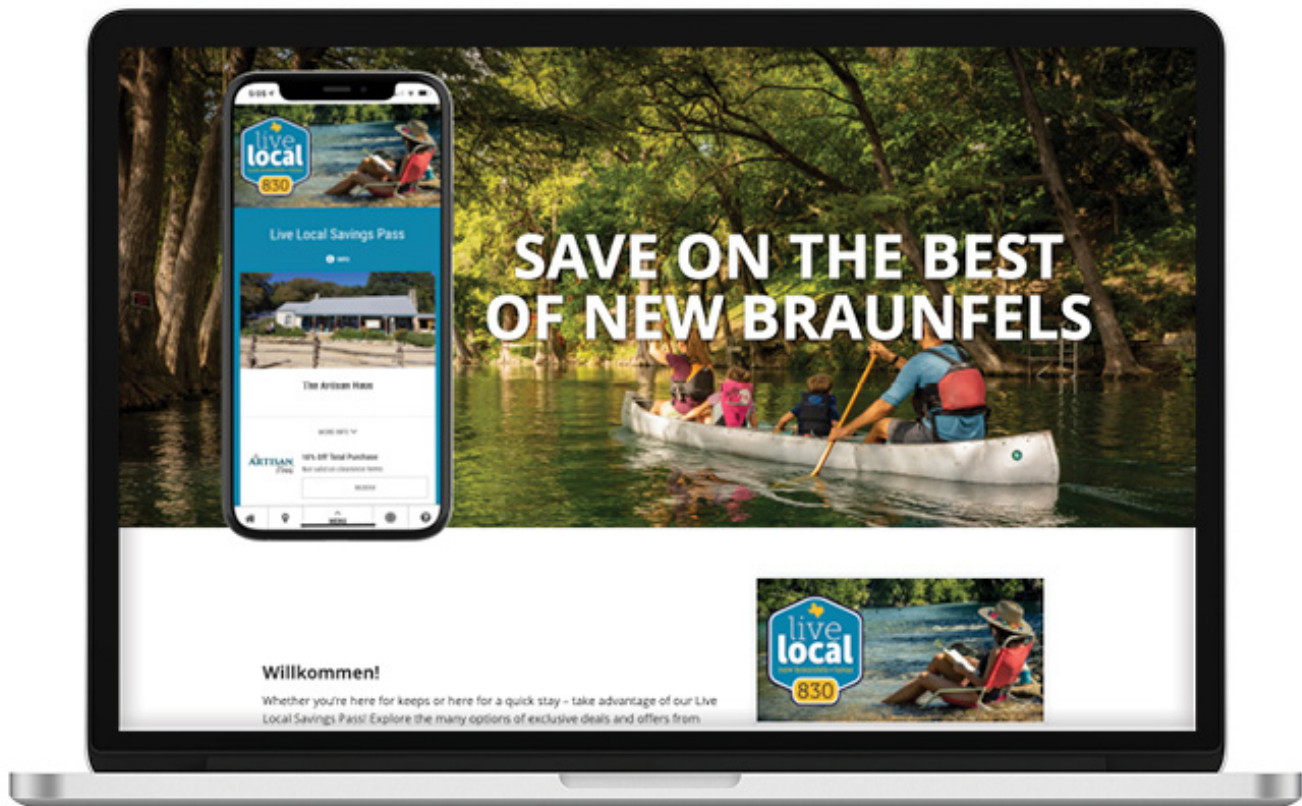
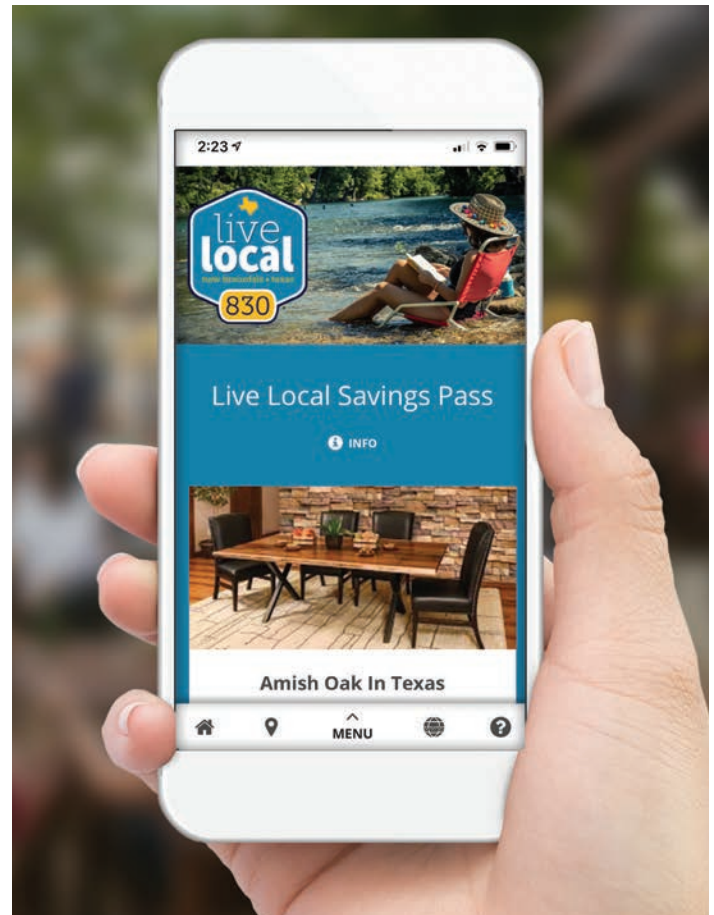
Created custom ZOOM backgrounds to promote New Braunfels while working from home



# Bandwango

## Live Local Campaign

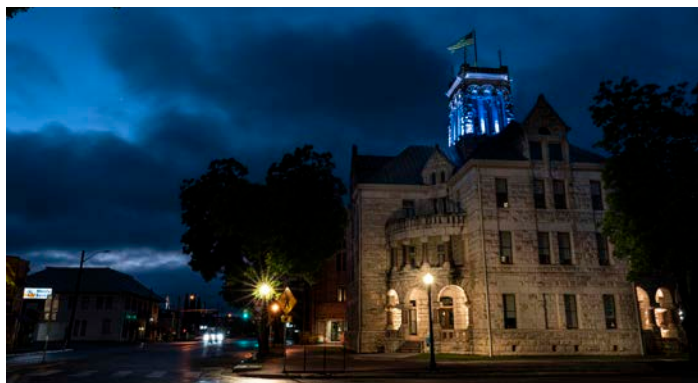
- » 85 company registrations
- » 251 user activations
- » 41 coupon redemptions





# Photography

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*New  
Braunfels*

New Braunfels  
Convention & Visitors Bureau

3rd Fiscal  
Quarter Report

April – June 2020