

# 4th Fiscal Quarter Report

July – September 2018



## Labor Day Wraps up Summer 2018!

Enclosed is the financial report and budget status update on expenditures of occupancy tax revenues, along with activity highlights of this 3-month period. Hotel Tax Collections were down -0.3% for July, up 8% for August, and down -1.2% for September, putting the 4<sup>th</sup> fiscal quarter at -0.6%.

The official end to summer brought about a slight increase in visitation over previous years. The City celebrated the holiday and season with a rescheduled July 4<sup>th</sup> Fireworks spectacular. The rivers had steady flows all season long. Local hoteliers were occupied between 60-65%. Schlitterbahn was open longer into the season, adding an additional last-minute Saturday to the park's operation schedule.

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# Public Relations

## Top Reaching Stories

How to Feel at Home in Arizona if You're from Texas – BuzzFeed – 28 Million

Top 5 Glamping Destinations in the USA – Fox News – 26 Million

Theme Park Deals in All 50 States – USA Today – 26 Million

Need to Breathe Tour Kicks off in New Braunfels – People Mag – 11 Million

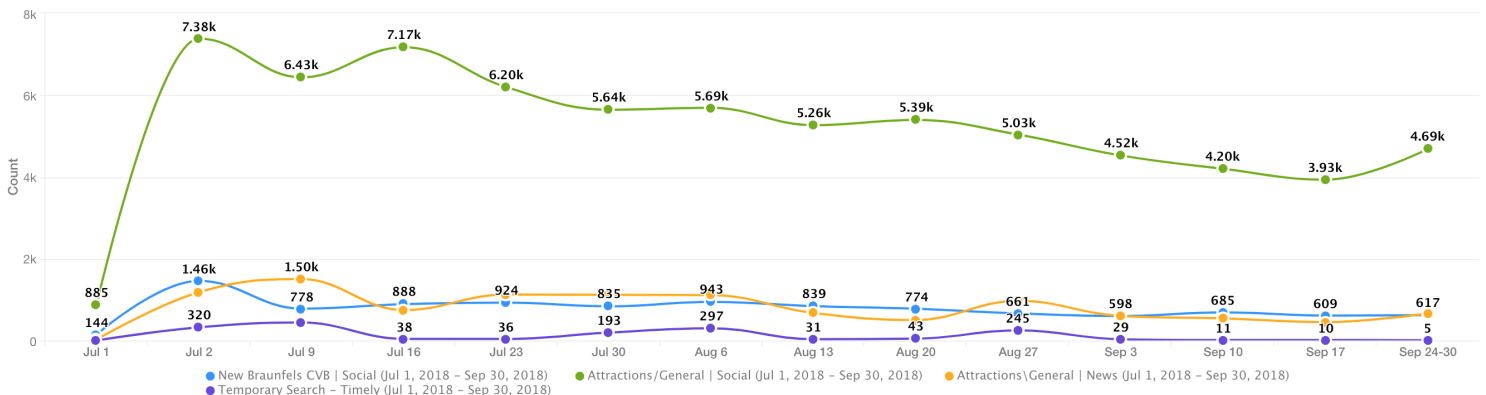
The Best Deals for Intl. Beer Day – Newsweek – 9 Million

Fall Travel: Oktoberfest 2018 – Chicago Tribune – 8 Million

The Wines of Texas – Chicago Tribune – 8 Million

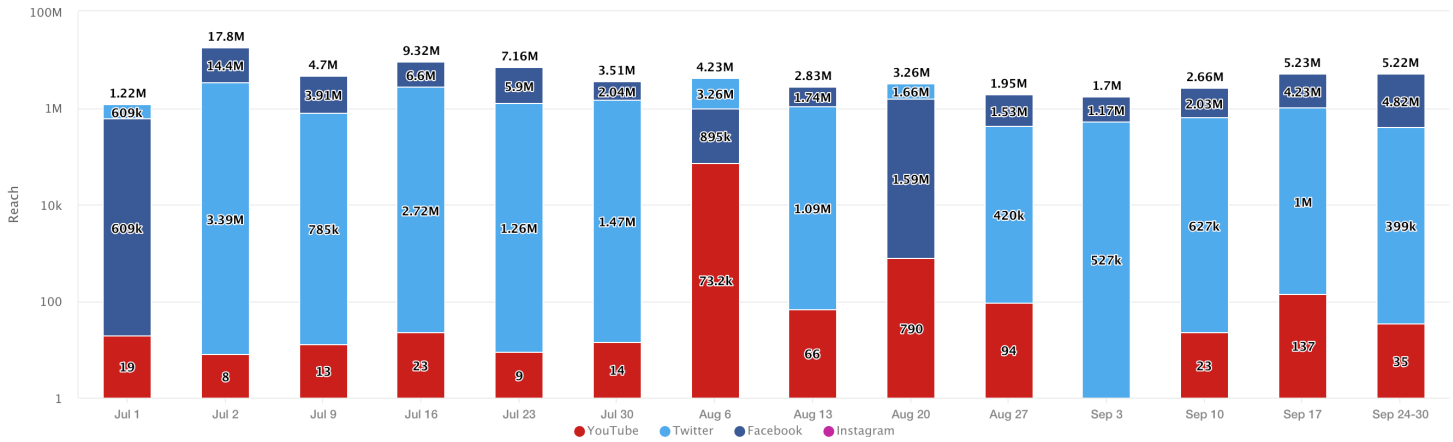


# Public Relations

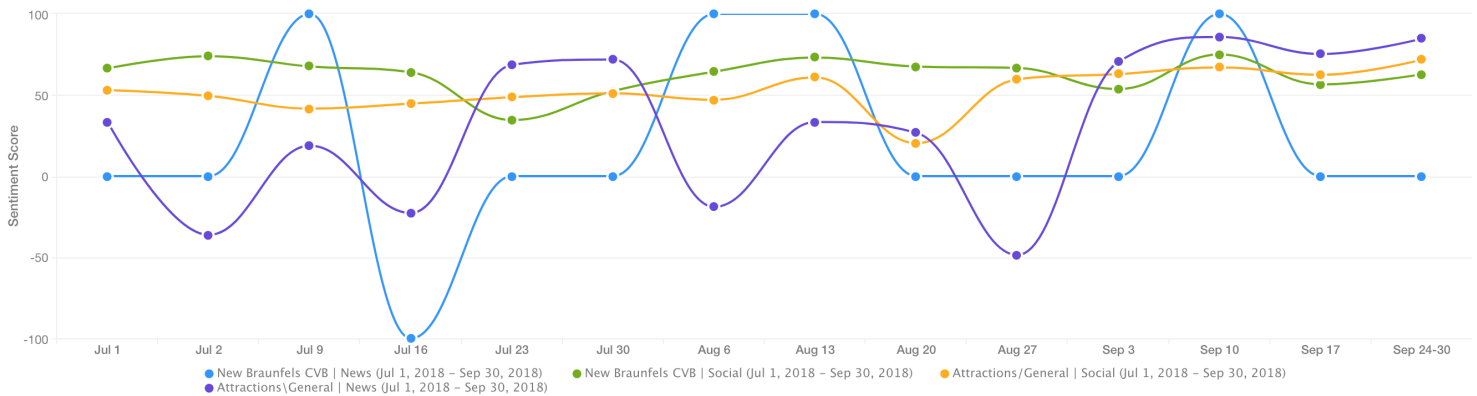


**4<sup>th</sup> Fiscal Quarter (7/1/18 to 9/30/18)  
Articles Featuring New Braunfels**

# Public Relations



## 4<sup>th</sup> Fiscal Quarter (7/1/18 to 9/30/18) Organic Social Reach



## 4<sup>th</sup> Fiscal Quarter (7/1/18 to 9/30/18) Sentiment Score

# Production & Fulfillment



## Brochures & Graphics

Two Brochures Reproduced Totaling 10,000

- Accommodations & River Outfitters
- Local Restaurant Guide
- Fall Creative Submitted



## Video

New 30 Second B-Roll

New 30 Second Commercial

2:30 Event Reel - Looped

## Ad Appearance Examples:

Texas Monthly

Texas Events Calendar

Plan Your Meetings

OTL Magazine

USA Today

Texas Highways

Texas Meetings & Events

Tour Texas

Visit Austin

## Now Booking...In New Braunfels

The CVB has partnered with aRes Travel Inc. aRes is a consolidated booking platform that has the ability to encompass all a destination has to offer and package it for visitors, a one-stop shop. Working with aRes and local lodging partners, we were successful in packaging and promoting packages for the Wursthfest festival. We are excited about the expansion of this added value benefit to more partners.



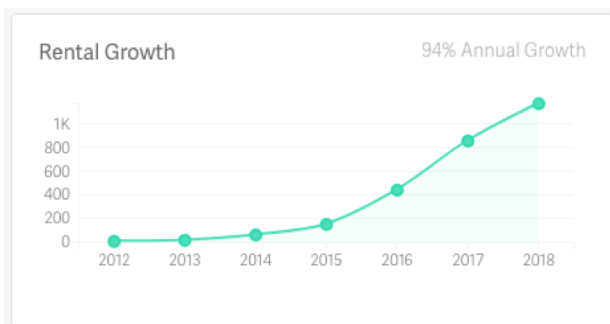


## Mid-Week Independence Day Spreads Visitors

With July 4<sup>th</sup> falling on a Wednesday many visitors took the opportunity to extend their holiday. Hoteliers reported a majority of occupancy from the 4<sup>th</sup> to the 8<sup>th</sup>. We used the rained out spectacular as a way to repackage our Labor Day holiday to include fireworks.



## Shared Economy Rentals Impacting HOT Collections



Since 2015 there has been a significant rise in short term rentals operating locally. According to AirDNA, there are over 1,700 active rentals within the New Braunfels market region. A large majority of these overnight rentals are held by multiple parties. These “investment rentals” typically do not operate in compliance of the city’s short-term rental ordinance and do not pay state and local hotel occupancy taxes. Their infiltration is affecting typical lodging properties occupancy levels and HOT revenues. The CVB has been working in tandem with the City of New Braunfels to identify and educate each investment property owner(s).

## TubeInNewBraunfels.com – Your Summer Resource



During the summer TubeInNewBraunfels.com saw significant traffic. Visitors used the trip planner tools and river outfitters guide resources prior to their trip. Noted peaks occurred on Thursday & Friday afternoons with 77% on a mobile device. The site also reached a record, temporarily surpassing the combined traffic of CVB, Chamber, and EDC sites.

# Convention Sales & Service

## New Braunfels Civic/Convention Center

40 Paid Events totaling \$115,595

73 Days of Usage

Events Booked Thru 2020 Total \$1,082,354

Number of Room Nights – 2,940



## Events this Quarter

Trail of Breadcrumbs

North American Jewelry Show

Quilt Show

Lone Star Gourd Festival

Peddler Show

Living Church of God



## Shows/Conferences/Meetings

Plan Your Meetings

Connect Show

World Series of Dog Shows

Destinations International

Texas Hill Country Trail

TTIA Summit

## Upcoming Events

Junk Hippy

Texas Fruit Conference

North American Jewelry Show

Train Show

Heirloom Productions

Weihnachtsmarkt

Hill Country Water Summit



# Visitor Inquiry Data Updates

## FY 2018 Totals

Business Referrals	5,470,524
Tourism Calls Inbound	10,941
Tourism Calls Outbound	2,526
Tourist Visits – Chamber	2,686
Tourist Visits – HVC	6,207
Mail Sent	10,985
Convention Packets	3,087
Events Published	1,780
Digital Total	7,760,053
Social Total	26,974,735



## 4th Fiscal Quarter (07/01/2018 to 09/30/2018)

### July:

1. 4,165,762 Digital & Social Interactions
2. 74 Events Published
3. 3,034 Direct Tourist Interactions

### August:

4. 3,540,437 Digital & Social Interactions
5. 118 Events Published
6. 3,259 Direct Tourist Interactions

### September:

7. 720,415 Digital & Social Interactions
8. 129 Events Published
9. 3,280 Direct Tourist Interactions

