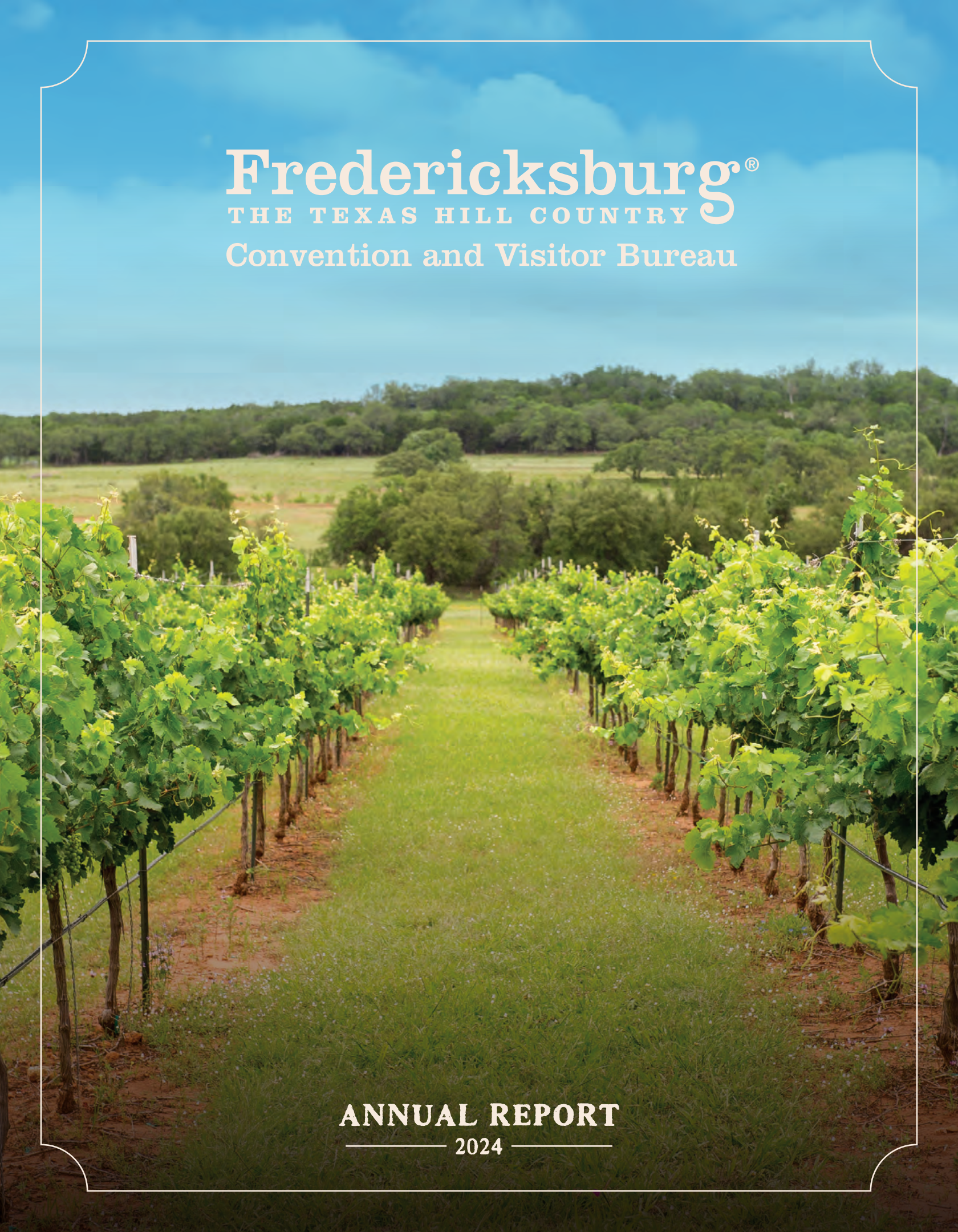




Fredericksburg[®]

THE TEXAS HILL COUNTRY

Convention and Visitor Bureau

ANNUAL REPORT
— 2024 —

Message FROM THE PRESIDENT

Dear Friends and Partners,

As we reflect on 2024, I am filled with immense pride and gratitude for the resilience, creativity and collaboration that define our Fredericksburg community. Despite the headwinds of an ever-changing global economy, this year has proven that the spirit of hospitality and the power of shared vision can transcend uncertainty and create momentum.

Fredericksburg continues to thrive as a beloved destination for visitors near and far—an achievement made possible by the dedicated efforts of our tourism partners, city leaders, business owners and CVB team. From record-setting sales tax receipts to innovative marketing campaigns, from growing our digital footprint to enhancing the visitor experience, 2024 was a year of dynamic growth and strategic evolution.

Amid inflationary pressures and shifting travel behaviors across the globe, we remained committed to our mission: promoting Fredericksburg as a premier destination while preserving its unique heritage and character. Thanks to that steadfast commitment, our region not only sustained its reputation but expanded its reach, welcoming new travelers and returning guests who continue to find something special in the Heart of the Texas Hill Country.

This annual report highlights the milestones we reached together—new partnerships, expanded media exposure, increased visitor engagement and a robust return on investment across our key programs. Just as importantly, it outlines the strategic groundwork we've laid to ensure continued success in the years ahead.

As we look to 2025, we do so with confidence and clarity. The challenges of the global landscape are real, but so is the strength of our community. We are poised to embrace the future with renewed purpose, grounded in the values that make Fredericksburg exceptional.

Thank you for your continued support, passion and partnership. Here's to building on our success—together.



A stylized, handwritten signature in white ink, reading "Brady Closson".

BRADY CLOSSON
PRESIDENT / CEO
FREDERICKSBURG CONVENTION AND VISITOR BUREAU

“Love, **FREDERICKSBURG**” CAMPAIGN

Rooted in the resident sentiment research conducted in 2023, the Fredericksburg Convention and Visitor Bureau set out to find a bridge between stewardship and traditional marketing efforts.

In 2024, this resulted in the creation of the “Love, Fredericksburg” campaign. This campaign initiative uses marketing efforts to stabilize the impacts of tourism on our local community. As a reflection of our community’s core values, deeply-rooted heritage and diverse offerings, “Love, Fredericksburg” is a strategic initiative to attract High-Values Visitors.

How we define High-Values Visitors: Those who seek to savor, these visitors stay longer, spend more and impact multiple points of interest within our destination. Beyond their financial impact on our local economy, these High-Values Visitors take their time to appreciate all our community has to offer by creating annual memories, savoring local experiences and learning about the people who call Fredericksburg home.

Since “Love, Fredericksburg” launched in 2024, we’ve seen a measurable impact.*

*Destination data sourced from Zartico to compare October 2022 - September 2023 and October 2023 - September 2024.

VISITATION

+6%.

Austin

+4%.

Dallas/Ft. Worth

+4%.

Waco

META CTR

+147%.

YoY

SEARCH CTR

+24%.

YoY

VISITOR SPEND

+5%.

Houston

+15%.

Dallas/Ft. Worth

+26%.

Waco

CTV

+3M

Impressions

META

+16M

Impressions

ENRICHING VISITOR EXPERIENCES & BRINGING *impact* HOME

1

Building our online footprint, the CVB launched **a new chatbot** feature on VisitFredericksburgTX.com.

From awareness to planning, visitors old, new and soon-to-venture have been able to utilize this new functionality to engage with our community, even after hours.

2

As we refresh our footprint, we'll introduce **a new website** in 2025.

3

Integrating our community's traditional elements with updated technology, we **reimagined the Visitor Information Center**, introducing new interactive kiosks and scenic displays to help visitors curate their journey through town.

4

Bringing Love home are our "Love, FBGTX" letters, **a public art installation** in the front lawn of the Visitor Information Center.

Designed to be a fixture within the community, this stacked display is a warm welcome for visitors and residents alike, right in the heart of town.



📍 **ATTRACTION** *attendance*

	2021	2022	2023	2024
📍 Enchanted Rock State Natural Area	331,327	292,167	300,098	318,506
📍 Fredericksburg Theater Company	12,514	12,313	8,460	10,200
📍 LBJ National Historical Park (Ranch)	64,467	87,386	118,819	119,278
📍 LBJ State Park and Historic Site	80,395	80,562	78,392	71,301
📍 National Museum of the Pacific War	106,237	109,314	107,833	107,683
📍 Old Tunnel State Park	34,105	26,855	20,855	22,313
📍 Pioneer Museum, Vereins Kirche Museum, Historic County Jail	23,535	31,250	21,370	22,632
📍 Wildseed Farms	375,000	422,000	325,000	280,000

"As one of Fredericksburg's key cultural institutions, the Museum benefits from the area's vibrant tourism by welcoming guests who might not otherwise encounter the stories of the Pacific War. This ongoing influx of visitors helps sustain our operations while creating opportunities for meaningful reflection and dialogue about history in a dynamic, small-town setting."

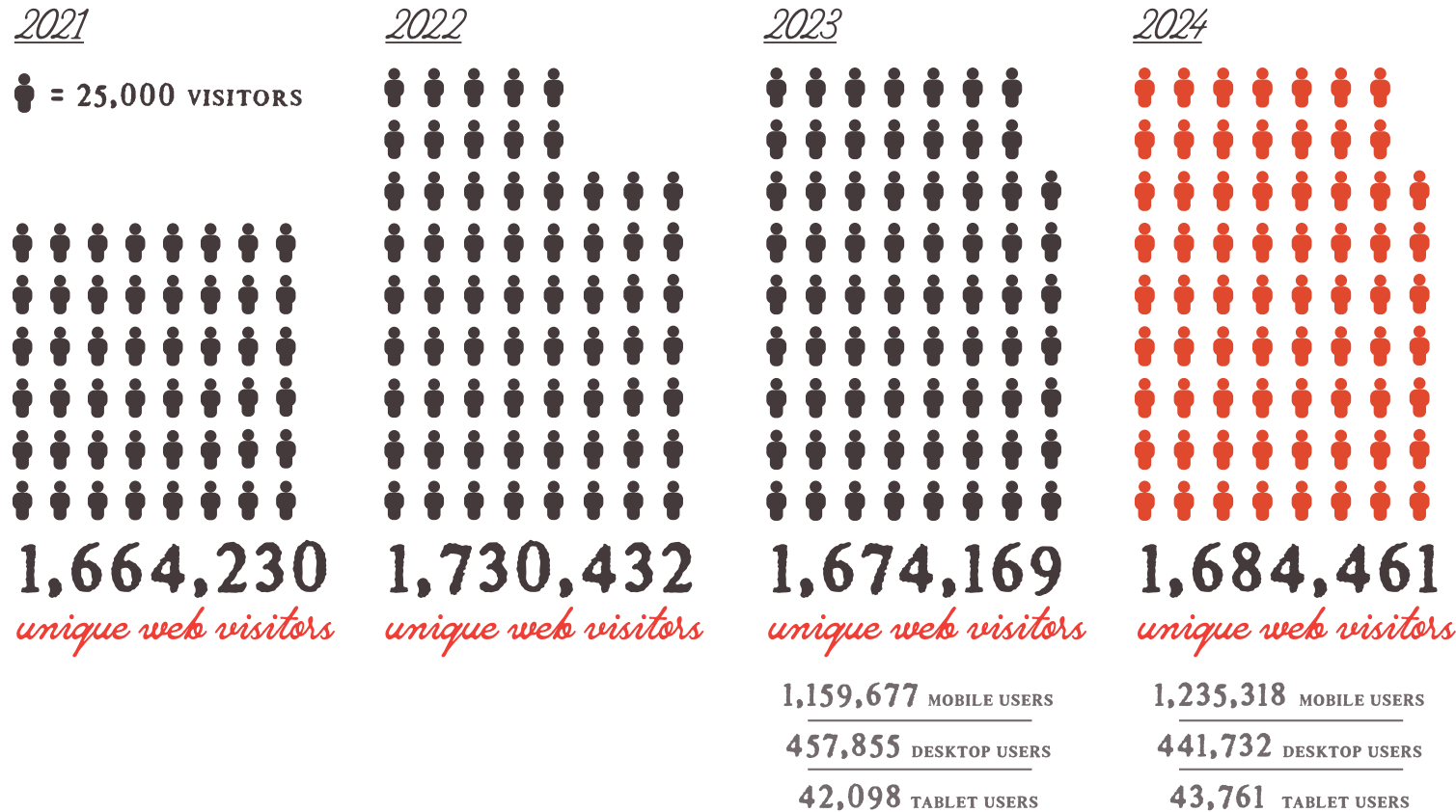
-David Shields, Ph.D.
Executive Director of the National Museum of the Pacific War

 GILLESPIE COUNTY *economic* IMPACT

	2021	2022	2023	2024
 Total Direct Travel Spending	182.7M	187.5M	187.8M	175.3M
 Total Direct Earnings	44.4M	49.5M	51.3M	48.6M
 Direct Tax Receipts (Local and State)	19.9M	20.1M	20.3M	19.7M

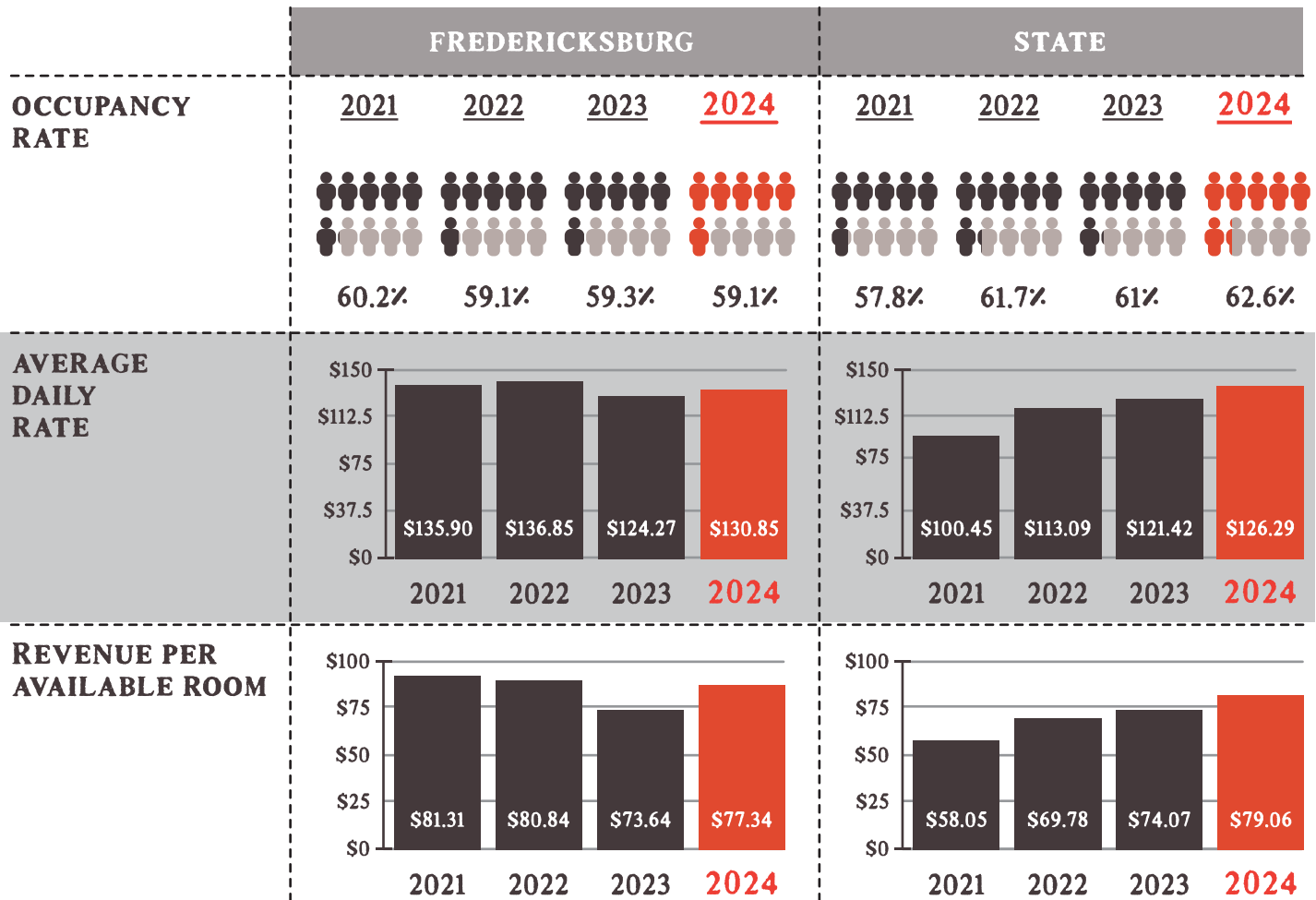
 VISITFREDERICKSBURGTX.COM *visitation*

With the rise of social media's influence has come a fall in traditional travel and tourism website traffic. Though nominal, this shift year over year is a reflection of a larger trend throughout the world. As we look to the future, the CVB's refreshed website will leverage updated technology and opportunities to help facilitate visitor engagement.



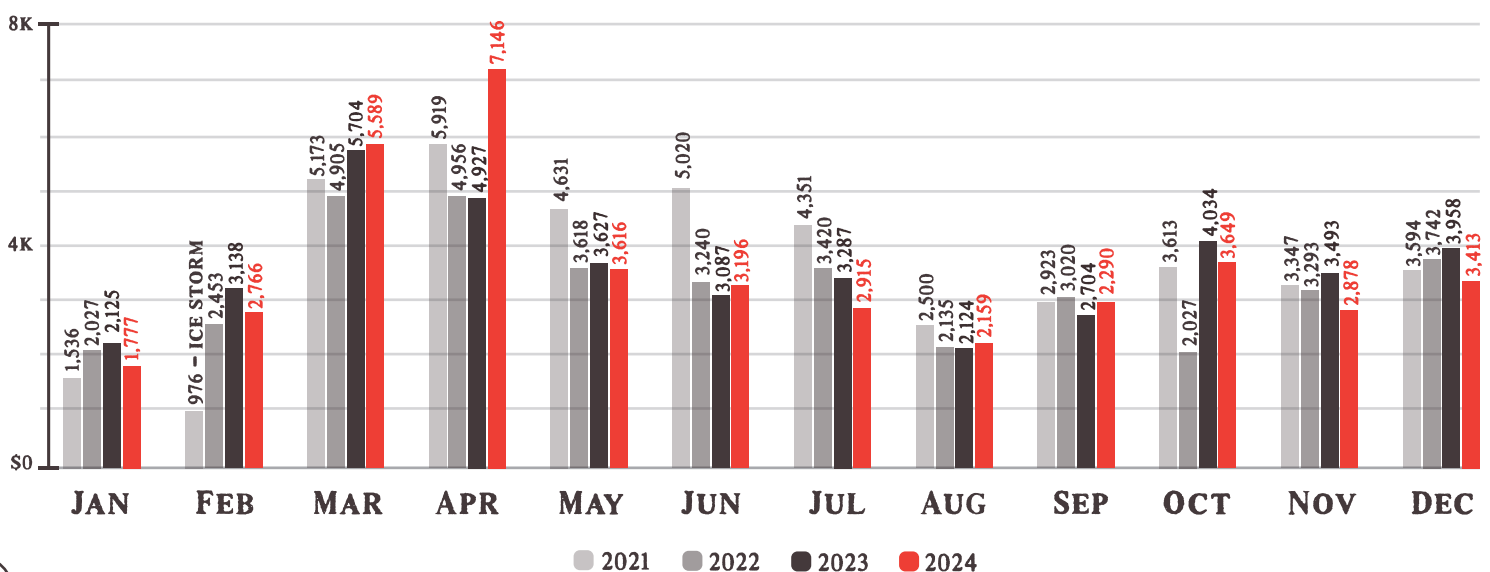
★★★ Hotel PERFORMANCE*

FROM THE STR REPORT AND SOURCE STRATEGIES (DOES NOT INCLUDE SHORT-TERM RENTALS)



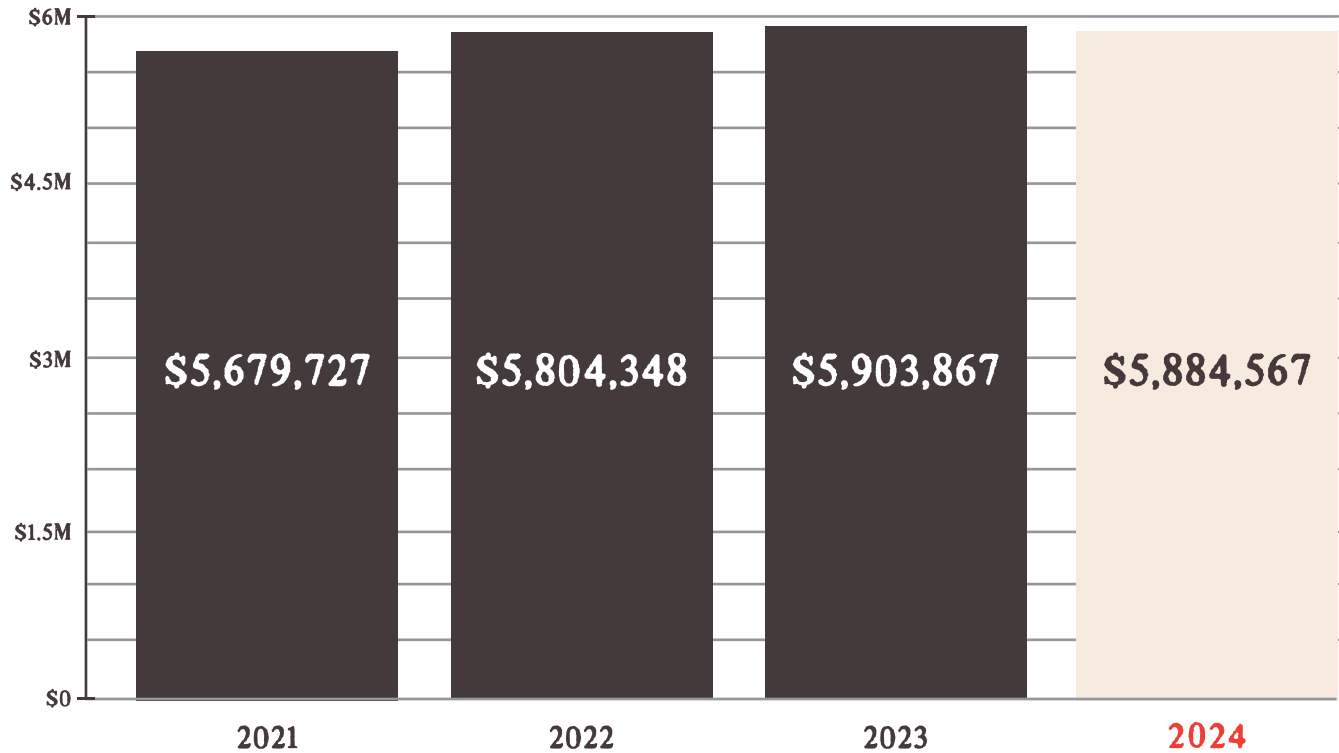
*HOTEL PERFORMANCE METRICS ARE ATTRIBUTABLE TO ALL HOTELS THAT REPORT INTO THE SMITH TRAVEL RESEARCH (STR) PLATFORM.

VISITOR INFORMATION CENTER VISITATION BY *month*



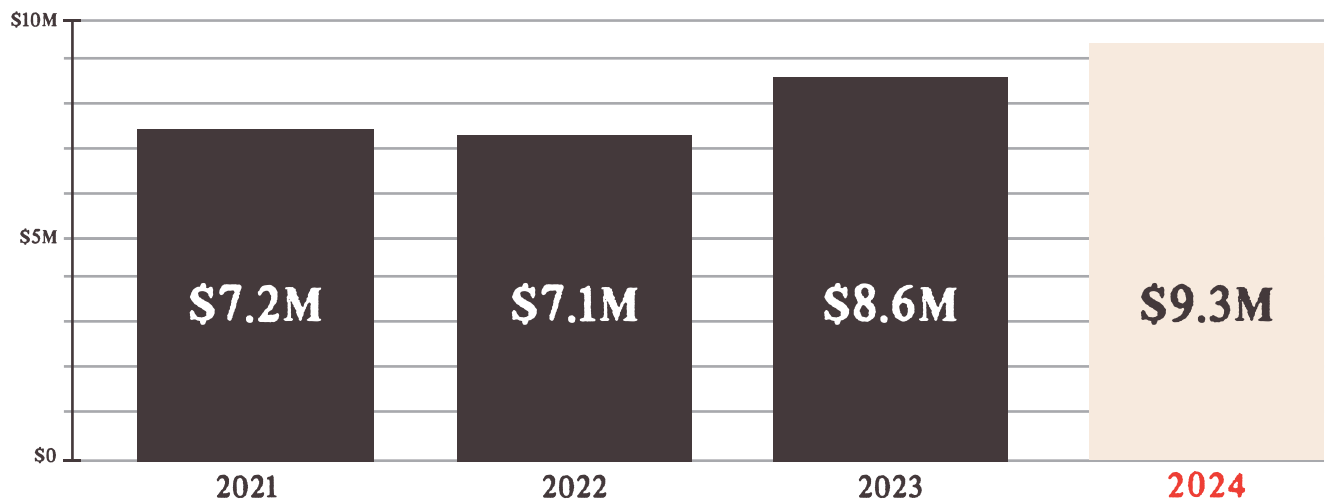
 Lodging OCCUPANCY TAX COLLECTION*

FREDERICKSBURG



 Sales TAX COLLECTION*

FREDERICKSBURG



*DATA REFLECTED ON THIS PAGE IS CURRENT 5/22/24.

KEEPING A FINGER ON THE *pulse*

Integrating statewide trends and destination data, the CVB has created a snapshot dashboard to help keep locals informed about tourism's overall impact in the community.

Follow Sarah's* journey through the Heart of the Texas Hill Country, discover her financial impact from one visit and see its overall impact on local resources, jobs and resident savings.

To see this data visualization visit: fbgtx.netlify.app/media

*An alias created using destination data to help characterize the average visitor's journey to Fredericksburg.



Love,
Fredericksburg®