

2025 Destination Marketing Plan

Impact of Tourism in Fredericksburg, Texas

IF YOU TOOK THE TOURISM INDUSTRY AWAY FROM FREDERICKSBURG, TEXAS...

TO KEEP FREDERICKSBURG GOVERNMENT
SERVICES AT THE SAME LEVELS, IT WOULD COST
EACH FREDERICKSBURG HOUSEHOLD AN
ADDITIONAL

\$1,292

IN TAXES PER YEAR

TO KEEP THE FREDERICKSBURG ECONOMY
CHURNING AT THE SAME LEVELS, IT WOULD
COST EACH FREDERICKSBURG HOUSEHOLD AN
ADDITIONAL

\$35,988

IN ADDITIONAL LOCAL SPENDING PER YEAR

Impact of Tourism in Gillespie County, Texas

IF YOU TOOK THE TOURISM INDUSTRY AWAY FROM GILLESPIE COUNTY, TEXAS...

TO KEEP GILLESPIE COUNTY GOVERNMENT
SERVICES AT THE SAME LEVELS, IT WOULD COST
EACH GILLESPIE COUNTY HOUSEHOLD AN
ADDITIONAL

\$441

IN TAXES PER YEAR

TO KEEP THE GILLESPIE COUNTY ECONOMY
CHURNING AT THE SAME LEVELS, IT WOULD
COST EACH GILLESPIE COUNTY HOUSEHOLD AN
ADDITIONAL

\$12,964

IN ADDITIONAL LOCAL SPENDING PER YEAR

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Executive Summary

Fredericksburg and Gillespie County, Texas have experienced slight decreases in visitation in 2024 by about (-5.0%) through August, while sales tax revenues continue to pace ahead of last year. As inflation begins to ease, it will be important to watch how sales tax and overall revenues are impacted in 2025. Current hotel performance, as reported by Smith Travel Research shows YTD (year to date) through August with consistent production with occupancy at 59.1% vs. 59.8% STLY, or a change of (-1.2%) while ADR (average daily rate) is ahead by 2.9% at \$129.75 with both increases to both supply and demand. This performance, largely being driven by ADR has revenues up by 4.1% vs. STLY or up \$938K through August. For Short Term Rental accommodations as reported by Key Data, Airbnb shows occupancy down approximately 10% (January through August) while ADR is slightly up by 1%, leading to a growth in revenue by 19% vs. STLY or \$9.4M. Vrbo reports occupancy down by approximately 8%, with ADR up 9% or \$21 vs. STLY, leading to reduced revenues by approximately \$2.8M or (8%) vs. STLY. Supply or (nights available) on the Airbnb platform, over the same timeframe as above, increased by over 105K additional guestroom nights available within the county vs. prior year.

Looking ahead into calendar Q4 (fiscal Q1 of FY25), Key Data shows revenues to be flat, with occupancy down, currently by 14% vs. STLY (same time last year) while ADR (average daily rate) is up \$12 or 3% vs. STLY. When drilling down on Oktoberfest weekend, Airbnb reports occupancy up by 15% while ADR is currently flat, leading to an increase in revenues by \$340K vs. STLY. From a group rooms perspective, Group room pace is current behind by 491 rooms (October through December), although a strong tentative base exists with 1,980 rooms in tentative status. The CVB contracted with Larkspur Hospitality Consulting to perform a third-party forecast for the remainder of calendar 2024 and 2025 which includes the addition of the 109 key Albert Hotel, currently scheduled to open in January 2025.

Executive Summary

Through Key Data, the CVB has insights that short term rental demand is in decline nationally and is expected to remain down for most of 2025. We are witnessing this on a local level as well, as the demand for short term rental accommodations continues to slip year-over-year which could be a fundamental challenge of supply vs. demand within our local market. The following charts show national information being reported by Key Data for September-November 2024 as follows:

U.S. Vacation Rental Performance for the Last Three/Next Three Months



Average Daily Rate

Daily Rates are fairly consistent with 2023.

$ADR = \frac{\text{Total Unit Revenue}}{\text{Nights Sold}}$

U.S. Vacation Rental Performance for the Last Three/Next Three Months



Executive Summary

Looking ahead into calendar Q4 (fiscal Q1 of FY25), Key Data shows revenues to be flat, with occupancy down, currently by (14%) vs. STLY (same time last year) while ADR (average daily rate) is up \$12 or 3% vs. STLY. From a group rooms perspective, Group room pace is current behind by 491 rooms (October through December), although a strong tentative base exists with 1,980 rooms in tentative status. The CVB contracted with Larkspur Hospitality Consulting to perform a third-party forecast for the remainder of calendar 2024 and 2025 which includes the addition of the 109 key Albert Hotel, currently scheduled to open in January 2025.



Executive Summary Con.

Preliminary Hotel forecast (produced by Larkspur Hospitality Consulting) for Gillespie County FY25 is as follows:

	Occupancy	% change	ADR	% change	RevPAR	% change
Jan	43.2%	2.7	\$108.89	3.8	\$47.04	6.6
Feb	54.7%	0.8	\$119.40	4.2	\$65.34	5.0
Mar	66.0%	(1.6)	\$141.89	3.9	\$93.64	2.2
Apr	68.2%	(0.5)	\$158.55	(1.0)	\$108.14	(1.5)
May	60.7%	(1.8)	\$139.78	5.1	\$84.81	3.2
Jun	64.0%	4.4	\$134.98	4.9	\$86.32	9.5
Jul	62.2%	1.7	\$127.85	1.8	\$79.47	3.5
Aug	53.4%	1.1	\$116.11	0.8	\$62.00	1.9
Sep	58.1%	0.2	\$133.13	4.0	\$77.33	4.2
Oct	64.8%	1.7	\$146.52	4.1	\$94.94	5.9
Nov	59.7%	-	\$139.70	3.9	\$83.37	3.9
Dec	54.5%	1.1	\$132.97	3.6	\$72.50	4.7

Executive Summary Con.

The Albert Hotel represents the first increase to hotel inventory since February 2015. The forecast indicates that the increase in supply will be absorbed, not negatively impacting hotel occupancies across the county, while providing growth in both average daily rate and revenue per available room in FY25.

Further research shows the three-year average of visitation from October 1 through December 31 is approximately 950K visitors, which provides a glimpse into how calendar 2024 could end with visitation. The CVB is tasked with working to strike a balance in tourism while not negatively impacting consumer spend by serving up advertising to target demographic audiences, capable of producing the desired results while not promoting a come one come all call to action.



Fredericksburg CVB Overview



Mission

Preserve, protect, and promote Fredericksburg and Gillespie County destination offerings to enhance economic vitality and quality of place.



Vision

Recognized as an effective community tourism leader fostering visitation nationally and internationally through reinforced stakeholder partnerships and local engagement.



Destination Vision

Being the premier agrarian, food and wine, and cultural heritage destination in Texas predicated on the wide acceptance and investment in community growth, sustainability, innovation, and economic prosperity.

Fredericksburg CVB Board of Directors

The Fredericksburg CVB is a 501c(6) non-member based, not for profit corporation that is governed by a board of directors, comprised of eleven voting members, two elected official liaisons and two ex-officio members as follows:



Chairman
David Shields, Ph.D.
National Museum of
the Pacific War



Secretary
Katelyn Eames
Allied Ag Services Inc.



Treasurer
Jessica Mittel
Gasthaus Schmidt



Immediate Past Chair
Jesse Barter
Hill & Vine



Chris Perrenoud
Airis 'Ele



Mary Ann Turbeville
Hill Country
Outfitters



Matthew Pipkin
Pipkin and Co.



Katherine Graham
Liebeskind



Abby Mund
Strategic Association
Management



KK Welch
Business Owner



Linda Goldsmith
Luckenbach, Texas

Fredericksburg CVB Board of Directors Con.

The two elected official liaisons and two ex-officio members as follows:



Randy Briley
FBG City Council



Keith Kramer
Gillespie County
Commissioner



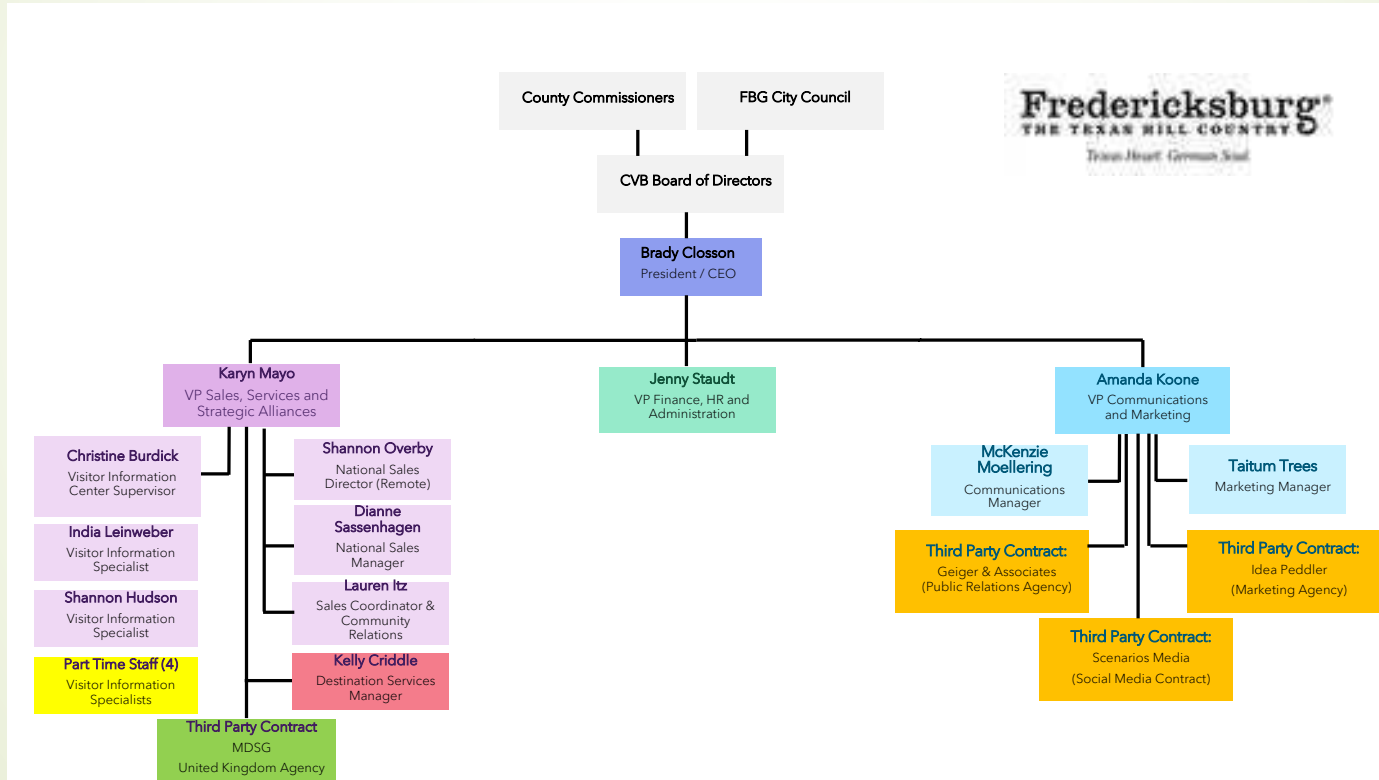
Jim Mikula
FBG Chamber of Commerce



Tim Lehmberg
Gillespie County Economic
Development Corporation

Fredericksburg CVB Org. chart

The Fredericksburg CVB has thirteen full-time associates, and four part-time associates, making up the organizational chart listed below. The team welcomes over forty-thousand visitors through the Visitor Information Center each year.



Fredericksburg CVB Executive Team



Brady Closson,
President/CEO



Jenny Staudt,
Vice President of
Finance, HR
and Administration



Karyn Mayo,
Vice President of
Sales, Services and
Strategic Alliances



Amanda Koone,
Vice President of
Marketing and
Communications

FCVB Marketing & Communications Staff



Amanda Koone,
Vice President of
Marketing and
Communications



Taitum Trees,
Marketing Manager



McKenzie Moellering,
Communications
Manager

Fredericksburg CVB Sales & Servicing Staff



Karyn Mayo,
Vice President of
Sales, Services and
Strategic Alliances



Shannon Overby,
National Sales
Director



Diane Sassenhagen,
National Sales
Manager



Lauren Itz,
Sales Coordinator,
Community Relations



Kelly Criddle,
Destination Services
Manager

Fredericksburg CVB Visitor Information Center Staff



Christine Burdick,
Visitor Information
Center Supervisor



Shannon Hudson,
Destination
Experience Specialist



India Leinweber,
Destination
Experience Specialist



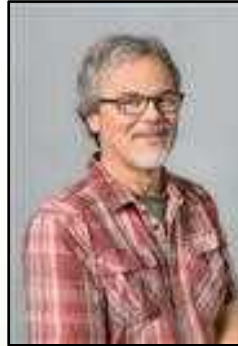
David Ewing,
Destination
Experience Specialist



Marty Kaderli,
Destination
Experience Specialist



Cheryl Rowan,
Destination
Experience Specialist



Andy Stewart,
Destination
Experience Specialist



Marketing

Marketing Strategy

Fredericksburg Convention and Visitor Bureau



Wine and Culinary Focus

Marketing efforts will concentrate on highlighting Fredericksburg's world-renowned wineries and culinary tourism, attracting affluent visitors seeking premium experiences.



Cultural Tourism

Promoting the town's German heritage, arts, and music festivals to position Fredericksburg as a top cultural destination in Texas.



Digital Engagement

Leveraging social media, email marketing, and virtual experiences to reach a global audience and personalize visitor interactions.

Fredericksburg CVB Marketing

FY24 Learnings

Video and carousel content is highest performing in Meta

2x higher CTR in Meta when compared to single static placements

Little Rock underperformed as test market

Limited search volume and lower CTRs indicate low awareness. Budget could be more effectively spent in TX drive markets at this time.

Increased potential in specific suburbs in Houston and DFW

Spending behavior in certain Houston suburbs was more diverse in category spend, higher in average spend, and had higher propensity for accommodation spend vs. Houston proper



Data from Zartico, Oct 2023 - September 2024

Fredericksburg CVB Marketing

A Look Ahead



Data from Zartico, Oct 2023 - September 2024

Fredericksburg CVB Marketing

FY24 Wins

Leveraging Zartico to make data-driven decisions:

YoY % visitation increases for DFW (+4%), Austin (+6%), and Waco (+4%).
YoY % of visitor spending increases for Houston (+5%), DFW (+15%), and Waco (+26%).



Improved performance in core channels:

The Meta traffic campaign CTR increased by 147% YoY and sat well-above our benchmark.
Search CTR increased by 24% YoY.



Introduced Grow creatives to the market across multiple channels:

3 million+ CTV impressions
16 million+ Meta impressions



Fredericksburg CVB Marketing

What's Driving Traveler Behavior in 2024/2025?

Online Influences

Online ads are key drivers of travel inspiration.

37% of consumers get inspiration about travel destinations from photos and videos, 32% from recommendations on social media, and 24% from travel advertisements.

Striking Visuals

Thoughtful creatives → thoughtful placements → meaningful interactions.

High-attention ad placements (>100 Attention Index) drove an average of 30% higher lift in branding KPIs than low attention placements.

Booking Preferences

Travelers finalize travel plans via smartphone.

70% of consumers book via smartphone and 72% of mobile vacation bookings occur within 2 days users search on Google.

Personalized Ads

Personalization = key to consumer engagement.

70% of consumers expect personalized interactions from businesses.

Travel Motives

Vacationers favor adventure.

The most popular consumer motivations for traveling 2024 were new experiences, to go off the beaten track, and to travel like a local.



Fredericksburg CVB Marketing



Media Strategy



Fredericksburg CVB Marketing

Reality: DFW & Houston Are Challenging Markets to Penetrate

Large Market Size

DFW (8.5M) is the 5th most populous market in the US, followed by Houston (7.3M).

Saturated Markets

"In DFW, local businesses compete fiercely with national brands for media space, making it one of the most saturated ad markets in the country." — Ad Age Report, 2023

High Cost of Entry

The dominance of these national brands inflates advertising rates and leaving smaller advertisers to face higher costs and reduced visibility. — [Ad Age, 2023](#)

Inefficient Ad Spend

In markets with inflated media costs, such as DFW and Houston, brands that do not optimize their media buys can end up overspending on inefficient placements.

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Proposed Solution: Strategically Optimize our Market Spend in All Markets

Impactful Frequency vs. Single Exposure

Prioritize higher-frequency digital channels that build **deeper awareness** (CTV, YouTube, and Meta)

Cross-Channel Engagement

Expose audiences to our media across multiple channels, increasing brand sentiment and making ad interactions more impactful.

Narrow geotargeting

Geo-target specific suburbs/zip codes/cities that show higher propensity for overnight stays and higher than average spending behaviors.

Houston DMA:

35 cities account for 90% of total visitor spend coming from Houston. There are 100+ cities in the Houston market.

Dallas-Ft.Worth DMA:

40 cities account for 80% of total visitor spend coming from DFW. There are 200+ cities in the DFW market.

Fredericksburg CVB Marketing



Fredericksburg CVB Marketing

Setting Goals for FY25



Increase visitation in non-peak seasons

Increase visitation during months where we see the visitor-to-resident ratio dip below 1.5.
(ex: Nov-Feb & July-Sept)



Encourage overnight visits

Increase occupancy above 50% for hotels and 25% for SVTR in lower performing months. (ex: January & August)



Boost average visitor spending

Increase visitor spend by diversifying the attractions we lead with

- Increase outdoor recreation average visitor spend by 5% YoY in our markets.
- Increase attractions average visitor spend by 5% YoY in our markets.

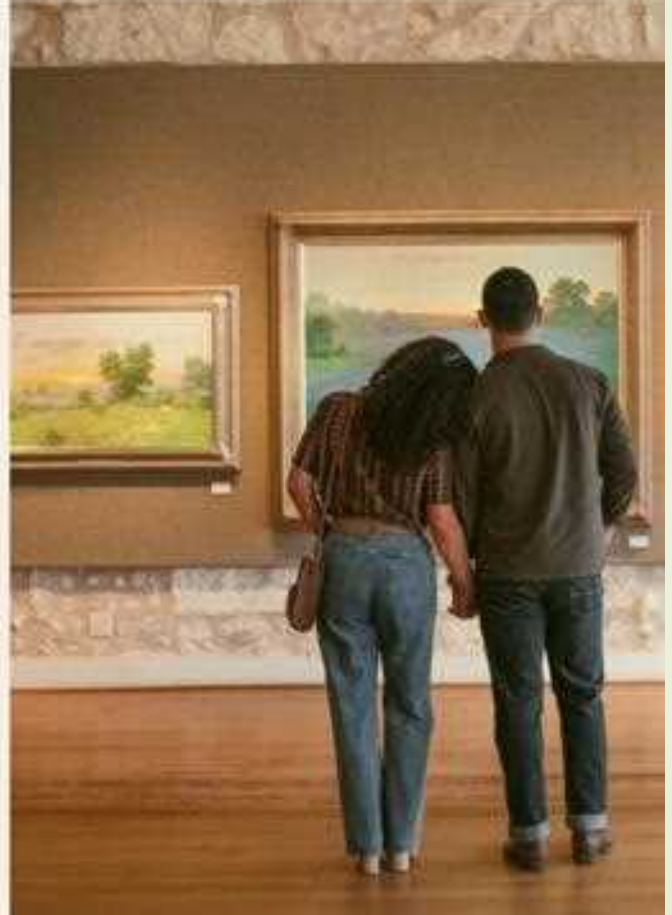


Fredericksburg CVB Marketing

Planning Parameters

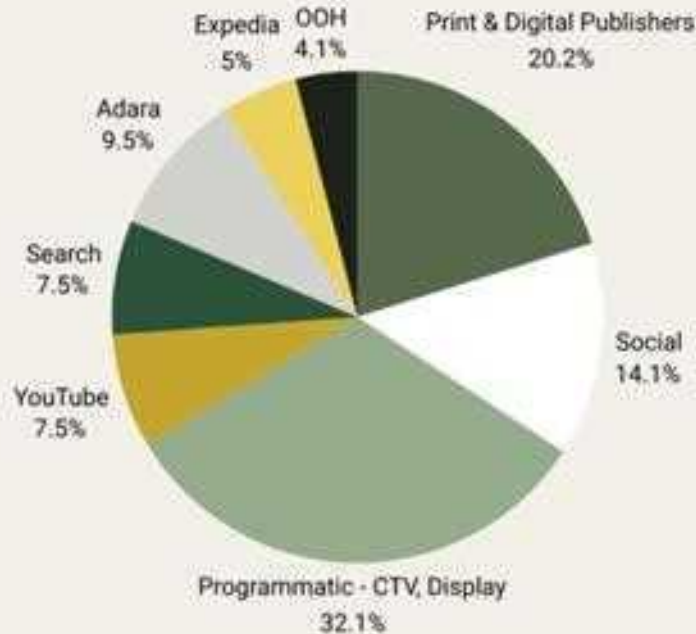
Timing: 11/1/2024 - 9/30/2025

Markets: DFW, Houston, Austin, San Antonio, Waco



Fredericksburg CVB Marketing

Proposed Spend by Media Channel



YoY Changes

- **70% Digital**
 - FY24: 66%
- **30% Offline & Partnerships**
 - FY24: 34%
- Addition of YouTube as a mid-funnel tactic to utilize our video content and drive traffic to the Fredericksburg website.

Fredericksburg CVB Marketing

Connected TV & Display

Serve targeted, high-impact video and display ads to highly engaged audiences.

- Target users who have visited the website, lookalike audiences, Texas travel enthusiasts, etc.
- Retarget CTV viewers with display ads on mobile devices and desktops.
- Introduce contextual audiences:
 - Ex: Content mentions travel, wineries, road trips, getaways, outdoors, local shopping.
- Curated premium inventory: PMPs inclusive of: Peacock, Hulu, MAX, Disney+, Discovery+, Paramount+, Spectrum (inclusive of live sports).



Fredericksburg CVB Marketing

YouTube

Introduce YouTube ads to leverage our video content and drive more mid-funnel travel to the Fredericksburg site.

- **Leverage Google's wealth of data to build unique audience segments.**
 - **First-party data retargeting and lookalike audiences**
 - **Users searching for branded search terms**
 - **Users visiting relevant sites around Hill Country destinations**
- **Run non skippable :15 and :30 units to help create awareness.**



Fredericksburg CVB Marketing

Meta Paid Social

Utilize new video content in social as we saw a 2x higher CTR on video content when compared to static image content.

- Leverage third and first-party data for optimal targeting in social!
 - Retargeting and LAL audiences
- Cater creatives to specific markets during certain times of the season.



Fredericksburg CVB Marketing

Google Paid Search

Run branded paid search, non-branded paid search, and a demand generation campaign.

- Maximize impression share on branded terms and strategically bid on non-branded keywords to capture users searching for general Hill Country/Texas destinations.
- Demand Gen campaigns integrate our best-performing video and image assets across Google's most visual, entertainment-focused touchpoints – YouTube, YouTube Shorts, Discover, and Gmail.

Sponsored

 visitfredericksburgtx.com
www.visitfredericksburgtx.com/hotels

**Hill Country Bed & Breakfasts -
Fredericksburg Vacation Rental**

Experience the essence of Texas
beer in Fredericksburg. Rest easy in
Fredericksburg's boutique hotels.
Useful maps. Outdoor adventures.
Free travel guide. Activities for this...



[About Fredericksburg](#) [Fredericksburg Newsletter](#)

Fredericksburg CVB Marketing

Adara

Two flights of display, native, and Meta in the fall (11/15 - 12/31) and spring/summer (5/1 - 8/31).

Targeting Details:

- Travel Intenders looking to book travel to Fredericksburg
- Actively searching for Fredericksburg
- Target past bookers from 2023
- Conquest competing destinations



Fredericksburg CVB Marketing

Expedia

Target users booking trips/looking for things to do in surrounding areas on Hotels.com and VRBO.

- Access to a Expedia database of high-intent travelers.
- Another source of attributable bookings and revenue.



Fredericksburg CVB Marketing

Garden & Gun - Masthead Takeover Package

Advertising in a G&G's masthead offers:

- **High Visibility:** First thing readers see, ensuring immediate attention.
- **Credibility:** Enhances brand trust through association with the magazine.
- **Longer Engagement:** Readers often linger on the masthead, increasing exposure.

Feb/March 2025:

- Full Page opposite Editor's Letter

April/May 2025:

- Masthead takeover

June/July 2025:

- Full Page opposite Editor's Letter



Fredericksburg CVB Marketing

Texas Monthly

4 full page spreads in Texas Monthly Magazine:

- March 2025: Food & Drink | Spring Travel
- June 2025: Top 50 BBQ | Hill Country City Guide
- September 2025: Music | Fall Travel

Visual Storytelling Feature:

- 3 month flight includes:
 - 100% SOV interactive visual story
 - Heavily promoted via social
 - 150k Brand ROS display
 - Estimated 1M+ impressions



Fredericksburg CVB Marketing

Texas Highways

3 two page spreads in Texas Highways Magazine:

- Jan/Feb 2025: Where to Stay in 2025
- April 2025: Wildflower Issue
- September 2025: Music Issue

2/3 Page in Texas State Travel Guide:

- 2025 Issue, Already contracted.

Destination Content Plan

- Content page, images, video, link to Visitors Guide.



Fredericksburg CVB Marketing

Austin Static Billboard Takeover

Two 4-week static billboard takeovers in Austin where we see limited digital inventory.

- Strategically place flights in January '25 and August '25 as we see a lower visitor-to-resident ratio in these months.
- 16 posters that are rotated each flight for high impact/high frequency exposure in Austin.



Fredericksburg CVB Marketing

Digital Billboards

Two 8-week flights in Waco, Dallas, Houston, and San Antonio, markets where we see ample digital inventory availability.

- Strategically place flights in Dec/Jan '24 and Aug/Sept '25 as we see a lower visitor-to-resident ratio in these months.
- Utilize programmatic digital billboard buying to increase cost efficiency, scope, and creative variation.



Fredericksburg CVB Marketing

Dallasites101/Austinites101

Partnering with Dallasites101, known for its strong reputation and loyal audience, will elevate Fredericksburg's visibility in DFW. Strategic paid advertising in addition to their dedicated Fredericksburg webpage will effectively drive traffic and convert interest into bookings.

Instagram

- 4 IG Reels shared to Dallasites 101, Texans 101, and Austinites 101
- 4 3-frame story series to accompany the posts

Newsletter

- 4x Newsletter feature to accompany posts
- 1x dedicated email blast

Web

- Upkeep of dedicated webpage
- Evergreen content converted into articles

TikTok

- 4x TikTok posts

Link to Dallasites101 Fredericksburg Webpage



Fredericksburg CVB Marketing

Flighting Considerations



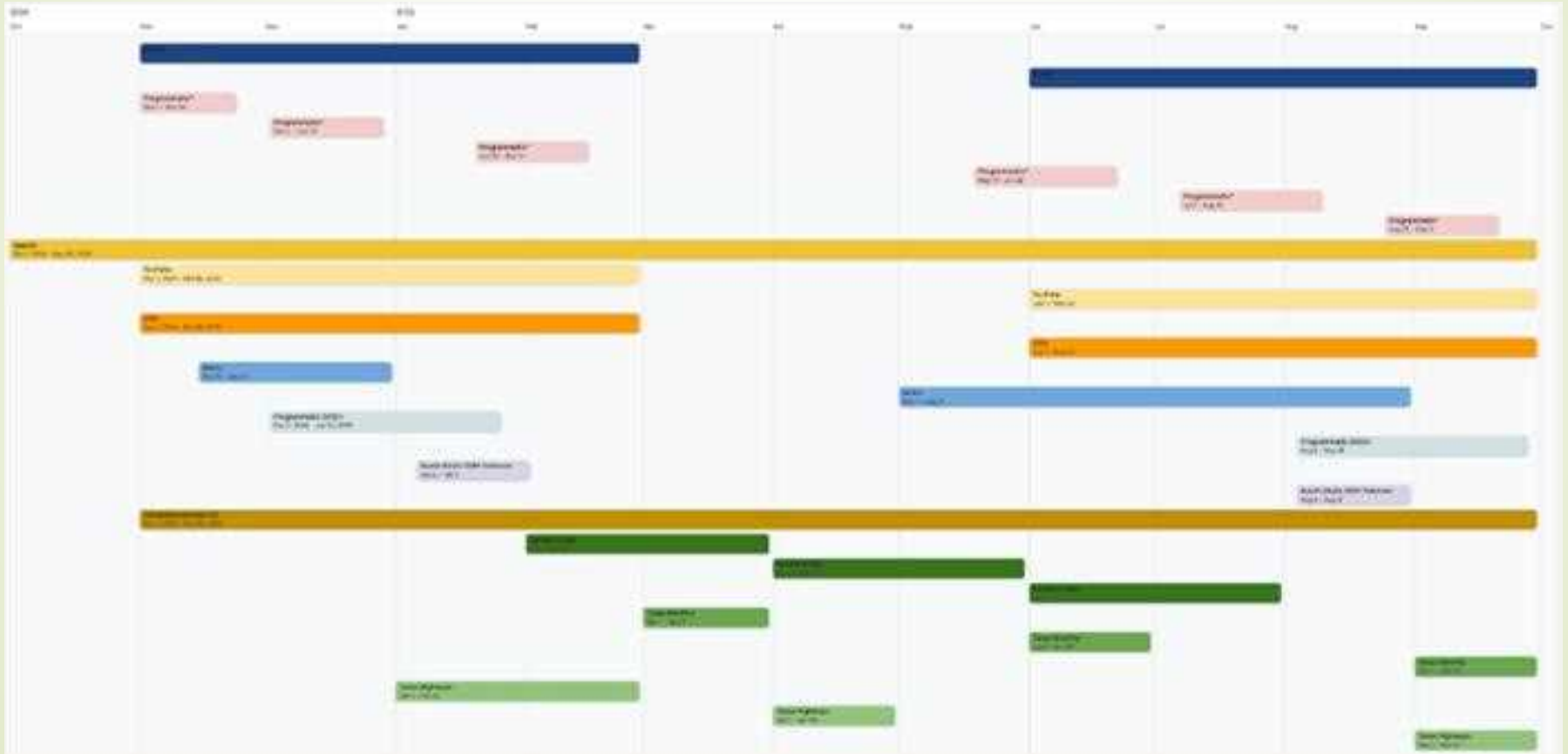
Increase media spend during times with a lower visitor-to-resident ratio.

- Heavy up in awareness channels ahead of summer months
- Stay active in mid and lower funnel channels from summer through winter months
- Pull back on spend during spring months

Consider booking windows throughout the season.

- 32 days STVR
- 12 days Hotel

Fredericksburg CVB Marketing





Website & Online Strategy

Website & Online Strategy

For FY 24/25 the FCVB Marketing Team will focus on developing and creating new content for the FCVB website including the following niche topics:

1. Development, execution & Promotion of Outdoor/Adventure Recreation Content on Website

- **Objective:** *Develop new content for outdoor and adventure recreation with increased time spent on site for specific topics.*
- **KPIs:**
 - **Time on Page:** *Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate to adventure-related content.*
 - **Placer.ai Metrics:** *Use visitor journey data to track foot traffic and movement to key outdoor recreation areas.*
 - **Amplification of UGC** *encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.*

2. Development, Execution & Promotion of Birding Content on Website

- **Objective:** *Create and promote content around birdwatching locations and bird species in the area to attract niche tourism.*

Website & Online Strategy

Associated Marketing Initiatives

1. Development, execution & Promotion of Outdoor/Adventure Recreation Content on Website

- **Objective:** *Develop new content for outdoor and adventure recreation with increased time spent on site for specific topics.*
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2. Development, Execution & Promotion of Birding Content on Website

- **Objective:** *Create and promote content around birdwatching locations and bird species in the area to attract niche tourism.*

Website & Online Strategy

- **KPIs:**

- **Content Engagement:** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate birding-related content.
- **Placer.ai Metrics:** Use visitor journey data to track foot traffic and movement to key outdoor recreation areas.
- **Amplification of UGC** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.

3. Cycling Routes (Turning Printed Handouts into Digital Content)

- **Objectives:** Collaborate with local stakeholders to convert existing printed cycling routes into actionable, interactive content on the website. Amplify and refresh existing cycling themed content on website & owned social channels.

Website & Online Strategy

- **KPIs:**
 - **Content Engagement:** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate cycling-related content.
 - **Placer.ai Metrics:** Use visitor journey data to track foot traffic and movement to key outdoor recreation areas.
 - **Amplification of UGC** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.
 - **Conversion Rate:** Achieve a 10% download rate for interactive cycling maps or guides.

4. Volksport (History and How-To)

- **Objective:** Collaborate with local stakeholders to develop, execute and promote the history and practice of Volksport in the region.
- **KPIs:**
 - **Content Engagement:** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate Volksport-related content.

Website & Online Strategy

- **Amplification of UGC** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.
- **Event Development:** Work with local stakeholders and community to influence development of new or resurrection of previous Volksporing events.

5. Promotional Support & Awareness for Expansion of Enchanted Rock's Footprint

- **Objective:** As applicable, support and promote the potential expanded footprint of Enchanted Rock through digital channels and marketing campaigns.
- **KPIs:**
 - **Content Engagement:** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate Enchanted Rock-related content.
 - **Placer.ai Metrics:** Use visitor journey data to track foot traffic and movement to Enchanted Rock State Natural Area.
 - **Amplification of UGC** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.

Website & Online Strategy

Associated Marketing Initiatives

Development, Execution & Promotion of Art/Cultural Content on Website

- **Objective:** *Develop new content for art/culture with increased time spent on site for specific topics.*
- **KPIs:**
 - **Time on Page:** *Increased number of page views, unique visitors, and maintain an industry average bounce and engagement rate to art/cultural related content.*
 - **Placer.ai Metrics:** *Use visitor journey data to track foot traffic and movement to key art & cultural attraction areas.*
 - **Amplification of UGC** *encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.*

Website & Online Strategy

Development and Launch of Public Art/Art Walking Tour

- ***Objective:*** Increased visibility of public art located in the downtown historic district with development, execution and promotion of public art map and walking tour.
- ***KPIs:***
 - ***Execution of Public Art/Art Walking Map***
 - ***Content Engagement:*** Increased number of page views, unique visitors, and maintenance of an industry average bounce and engagement rate for public art map/walking tour

Website & Online Strategy

Amplification of UGC encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.

- click-through rates on interactive maps, downloads/scans (pending map format).
- media mentions, press releases and earned editorial coverage featuring the art tour

Support and Establishment of Fredericksburg Public Art Board

- **Objective:** This board will guide the development, curation, and promotion of public art installations, working with local artists, businesses, and stakeholders to enrich the city's cultural landscape and foster the growth of public art in the community. The goal is to enhance community engagement, drive tourism through art-driven experiences, and elevate Fredericksburg's reputation as a vibrant cultural destination.
- **KPIs:**
 - Board composition: Achievement of full membership with qualified individuals.
 - Public participation: Increased local engagement and support of local art initiatives.

Website & Online Strategy

Promotion of New Cultural Programming at Fort Martin Scott

- ***Objectives:*** *promote and enhance the visibility of new cultural programming at Fort Martin Scott*
- ***KPIs:***
 - ***Time on Site:*** *Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate to associated themes.*
 - ***Placer.ai Metrics:*** *Use visitor journey data to track foot traffic and movement to Fort Martin Scott.*
 - ***Amplification of UGC*** *encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.*
 - ***Content engagement:*** *Increase in social media engagement (likes, shares, comments) for posts related to Fort Martin Scott.*

Website & Online Strategy

Associated Marketing Initiatives

Continued Development, Execution & Promotion of Culinary/Agritourism Content on Website

- **Objective:** *Develop new content for culinary/agritourism with increased time spent on site for specific topics.*
- **KPIs:**
 - **Time on Page:** *Increased number of page views, unique visitors, and maintain an industry average bounce and engagement rate to Culinary/Agritourism related content.*
 - **Placer.ai Metrics:** *Use visitor journey data to track foot traffic and movement to key culinary/agritourism events and attraction areas.*
 - **Amplification of UGC** *encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.*

Website & Online Strategy: Social Media Content

The FCVB will continue its relationship with local content creator to curate custom content for all FCVB owned social channels, with goals of

- ***Amplification of UGC*** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.
- ***Content engagement:*** Increase in social media engagement (likes, shares, comments) for posts related to spa and wellness related attractions and events.
- ***Increased impressions on FCVB owned content***
- ***Increased brand awareness for Fredericksburg and Gillespie County Stakeholders***



Communications

Fredericksburg CVB Communications

For FY 24/24 the Communications team will continue to focus on the following objectives:

Generating positive earned media editorial coverage for Fredericksburg and Gillespie County stakeholders.

Ensure high visibility for the region, and continue to seek out new story angles for editorial coverage in media outlets that have featured the Texas Hill Country in the past.

Address negative consumer perceptions about travel during the COVID pandemic by positioning Fredericksburg as a relatively safe destination with appropriate health and safety protocols for visitors and residents.

Introduce new components of the area's tourism offerings on a regional, national and international level.

Increase tourism business for Fredericksburg during off-peak times by placing publicity about the region during appropriate consumer travel planning periods and by publicizing its off-season advantages, packages and promotions. Encourage consumers to view the area as a four-season and midweek destination.

Provide ongoing publicity for the region and its tourism industry in order to offset the exposure of competing destinations.

Fredericksburg CVB Communications

For FY 24/24 the Communications team will continue to focus on the following objectives:

Capitalize on the current consumer interest in heritage tourism, cultural tourism, culinary/wine tourism, agricultural tourism and nature-based by positioning Fredericksburg as a destination with many appealing offerings in those areas.

Encourage visitors traveling through the region en route to other final destinations to get off the highway and experience the touristic offerings of Fredericksburg as well.

Fredericksburg CVB Communications

Objectives Continued...

Broaden the CVB's reach into relatively untapped U.S. geographic and demographic markets (those that would be prohibitively expensive to reach via paid advertising), without sacrificing any of the program's emphasis on traditional markets.

Educate potential visitors about the scope and diversity of Fredericksburg's offerings for visitors to encourage them to increase their length of stay and experience more than the area's most iconic and well-known offerings.

Increase inquiries that can be directly tracked to this media marketing program.

Increase the visibility of Fredericksburg on the Internet through an increase in positive and proactive electronic coverage with links to the CVB's web site and those of its tourism industry members; Assist in promotion of the Fredericksburg CVB website.

Increase tourism-related expenditures.

Increase lodging tax collections.

Fredericksburg CVB Communications

Objectives Continued...

Augment and lend credibility to other marketing efforts (including paid advertisements, trade show participation, sales activities, web site promotions and other electronic media campaigns) undertaken by the CVB and tourism- related local businesses.

Lay the groundwork for ongoing publicity and media relations campaigns.

Broaden the CVB's reach within the wedding and bridal market in order to meet the demands of the growing destination wedding market in Gillespie County.

Fredericksburg CVB Communications

Objectives Continued...

Educate potential visitors about the scope and diversity of Fredericksburg's offerings for visitors to encourage them to increase their length of stay and experience more than the area's most iconic and well-known offerings.

Increase inquiries that can be directly tracked to this media marketing program.

Increase the visibility of Fredericksburg on the Internet through an increase in positive and proactive electronic coverage with links to the CVB's web site and those of its tourism industry members; Assist in promotion of the Fredericksburg CVB website.

Increase tourism-related expenditures.

Increase lodging tax collections.

Augment and lend credibility to other marketing efforts (including paid advertisements, trade show participation, sales activities, web site promotions and other electronic media campaigns) undertaken by the CVB and tourism-related local businesses.

Fredericksburg CVB Communications

Objectives Continued...

Lay the groundwork for ongoing publicity and media relations campaigns.

Broaden the CVB's reach within the wedding and bridal market in order to meet the demands of the growing destination wedding market in Gillespie County.

Increase visibility of growing downtown areas including "East Austin District," "Warehouse District" and "West Main Arts & Entertainment District;" Include verbiage in itineraries and provide collateral in order to promote and bring awareness to these areas within downtown Fredericksburg.

Fredericksburg CVB Communications

Communications Initiatives will focus on the following target media markets:

- Daily newspaper travel/features/cuisine/lifestyle/environmental sections in all appropriate city markets.
- Syndicated columnists who specialize in travel for syndicates such as **Associated Press, McClatchy/Tribune, New York Times, Hearst, Gannett** and **USA Today**
- National consumer travel publications such as **Travel & Leisure, Condé Nast Traveler, National Geographic Traveler, Frommer's Budget Traveler, Fodor's Travel, Global Traveler** and **Departures**
- City and regional magazines such as **Southern Living, D (Dallas/Ft. Worth) Magazine, Fort Worth Magazine, Houstonia Magazine, San Antonio Magazine, Texas Monthly, Texas Highways, Austin Monthly**, and **Texas Lifestyle Magazine**
- Senior publications such as **AARP-The Magazine, Mature Lifestyles, Where to Retire, Senior Times Magazine, Reminisce, Savvy Senior** (syndicated column in more than 400 newspapers) and **Senior Voice (TX)**

Fredericksburg CVB Communications

Communications Initiatives will focus on the following target media markets:

- Women's publications such as **Oprah, Travelgirl, Women's Health, Southern Lady Magazine, Redbook, Woman's World** and **Country Woman**
- Men's publications such as **GQ, Men's Health, Men's Fitness, Men's Journal** and **Esquire**
- Bridal publications such as **Town & Country Weddings, Inside Weddings, Southern Weddings, The Knot, Destination I Do** and **Bridal Guide**

Fredericksburg CVB Communications

Target Media Markets Continued...

- Family and parenting publications such as **Today's Parent, Red Tricycle, Family Vacation Critic, Parents, Our Kids San Antonio, Austin Family** and **DallasChild**
- Lifestyle and interior design publications such as **Better Homes and Gardens, House Beautiful, Good Housekeeping, Real Simple, Victoria, Traditional Home, Country Gardens, Garden & Gun, 360 West, Texas Living, Austin HOME, Country Living, Cottage Journal, HGTV Magazine, Magnolia Journal** and **Veranda**
- Auto travel and AAA publications such as **Texas Journey, Going Places, Highroads, Westways** and **AAA Home & Away**
- Art and antique publications such as **Southwest Art, Fine Art Connoisseur, Art & Antiques, Western Art & Architecture, American Craft Magazine** and **Art + Auction**
- Food and wine publications such as **Bon Appétit, Local Palate, Fine Cooking, Taste of the South, Food Network Magazine, Wine Enthusiast, Food & Wine, Wine & Spirits, Cooking Light, Rachael Ray In Season, Relish** and **Saveur**

Fredericksburg CVB Communications

Target Media Markets Continued...

- Outdoor recreation publications such as **Uncommon Path, Bike, Bicycling, Outside, Backpacker, ROVA, Outdoorx4, Texas Outdoors Journal** and **Outdoor Life**
- Gardening publications such as **Mother Earth News, Garden Design, Neil Sperry, Better Homes and Gardens Country Gardens, Birds & Blooms** and **Fine Gardening**

Fredericksburg CVB Communications

Target Media Markets Continued...

- Professional specialty magazines such as **Physicians' Travel & Meeting Guide, Doctor's Review, Just For Canadian Doctors** and **Just for Canadian Dentists**
- Travel trade and group tour publications such as **Recommend, Travel Weekly, Travel Agent, Group Tour** and **Group Travel Leader**
- Meeting trade publications such as **Texas Meetings and Events, Smart Meetings, Meetings Today, M&C: Meetings and Conventions, BizBash Magazine** and **Successful Meetings**
- National cable and network broadcast programs that feature travel such as those produced by **CNN, The Travel Channel, HGTV, The Food Network** and television stations in contiguous states with **"One Tank Trips"** programming, etc...and network programs such as **Good Morning America, The Today Show** and **CBS This Morning**
- Large circulation Internet sites that feature travel such as **cnn.com, usatoday.com, travelchannel.com, fodors.com, forbes.com, cntraveler.com, www.rd.com** and **budgettravel.com**

Fredericksburg CVB Communications

Geographic Target Markets will focus on Areas of Dominant Influence (ADIs) that:

- Are within 50 miles of a major highway leading into the Texas Hill Country.
- Are within traditional geographic markets outlined in the overall FCVB Strategic Marketing Plan.
- Are within emerging geographic markets outlined in the overall FCVB Strategic Marketing Plan.
- Offer nonstop airline flights into San Antonio and Austin.

Fredericksburg CVB Communications

Measurable KPIs include:

- Earned media impressions
- Ad value equivalency
- Media mentions
- Number of Media hosted
- Number of Media assists completed

Fredericksburg CVB Communications

In FY24/25 the FCVB will once again partner with Geiger & Associates to curate and host several group media FAMs, noting a niche media plan support local agrarian, culinary & wine story angles with a special Food & Wine Fest Media FAM.

FY24/25 Geiger Media FAMs include:

- October 24-27, 2024
- December 2-5, 2024
- February 18-21, 2025
- May 13-16, 2025
- September 16-19, 2025

Fredericksburg CVB Communications

Snapshots of previous FCVB x Geiger & Associates Program Coverage:

834.8 million

TOTAL CONSUMERS REACHED

This cumulative number represents the total number of consumers reached since April 2024 including print circulation and digital visitors per month.

This cumulative number represents the total advertising equivalency for articles produced since April 2024 including print and digital advertising.

\$ 239.691.00

TOTAL EARNED MEDIA VALUE

Fredericksburg CVB Communications

Snapshots of previous FCVB x Geiger & Associates Program Coverage:

Cumulative Recap Since 1998

11.3 billion

POTENTIAL VISITORS REACHED

892

NUMBER OF JOURNALIST

\$31.4 million

AMOUNT OF EARNED MEDIA

2,018

NUMBER OF ARTICLES

Fredericksburg CVB Communications

Snapshots of previous FCVB x Geiger & Associates Program Coverage:

\$1,625,477 million

IN-KIND CONTRIBUTIONS

This cumulative number represents the in-kind or donated contributions national and regional industry sponsors provide. In-kind contributions include airfare, meals, lodging and activities that support the CVB's marketing program. This represents money that the Fredericksburg Convention and Visitor Bureau did not have to pay to host the visiting journalists.

The return on investment (ROI) represents the amount the CVB team has earned for every dollar invested in the media marketing program since 1998.

\$14.9

RETURN ON INVESTMENT

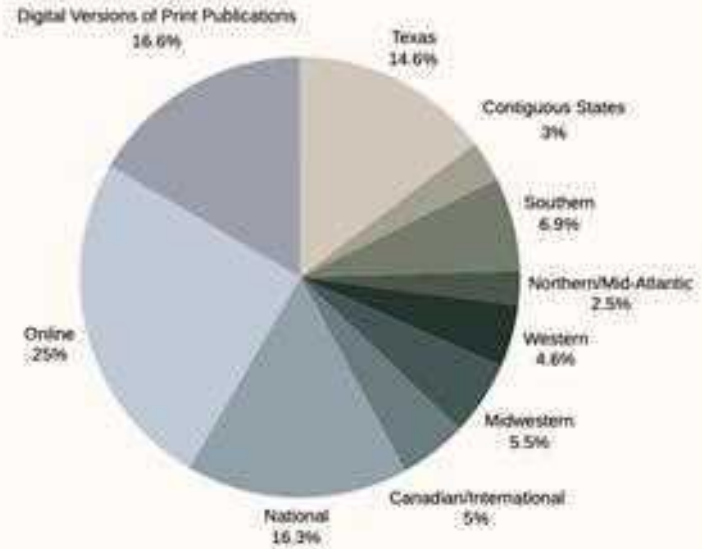
Fredericksburg CVB Communications

Snapshots of previous FCVB x Geiger & Associates Program Coverage:

Geographic Markets Represented

Geiger & Associates' resulting publicity has reached outlets in the following target markets:

Online	Texas
Southern	Contiguous States
Western	Northern/Mid-Atlantic
National	Canadian/International
Midwestern	Digital Versions of Print Publications



Fredericksburg CVB Communications

In addition to efforts with Geiger & Associates, the FCVB will participate in additional initiatives with Travel Texas, MDSG and individual media outlets to secure additional regional, national and international editorial coverage.

Planned FY24/24 Media Missions:

- IMM North America, January 2025
- IMM London, February 2025
- Travel Texas Canadian Media Mission, March 2025
- Travel Texas Domestic Media Mission New York, April 2025
- IPW Media Day, June 2025
- Texas Metro Media Outreach in DFW, Houston, Austin, San Antonio and emerging markets.

Lastly, the FCVB Communications staff will proactively pitch stories, host media and facilitate story placement for niche and seasonal or event specific editorial coverage throughout the year.



Sales

Fredericksburg CVB Sales Strategy & Market Focus

In FY25, the sales team will continue adapting strategies based on emerging business opportunities and key demand drivers relevant to Fredericksburg. One significant shift in our group sales approach is the realignment of our prospecting efforts. Instead of focusing on national events as in prior years, the team will prioritize events & missions within the state of Texas, aligning more closely with the in-state-based demand that drives much of our leisure visitation.

While Texas will be a primary focus for the group sales team, leisure and international markets will still play a crucial role in building overall awareness to maintain healthy visitation levels.

Through the tourism master planning process, it was identified that eight target markets should be focused on.

Target markets include:

- ☐ **Outdoor Recreation and Adventure Travel**
- ☐ **Arts, Cultural and Heritage Tourism**
- ☐ **Agritourism and Winery Travel**
- ☐ **Spa, Health & Wellness Tourism**
- ☐ **Group Motorcoach & Tour Travel**
- ☐ **Visiting Friends and Relatives (VFR)**
- ☐ **Day Trip and Pass-Thru Travel**
- ☐ **Meetings and Incentive Travel**

Trade and Leisure Strategy

Trade & Leisure Positioning - Fredericksburg & Gillespie County

To position Fredericksburg & Gillespie County as a premier leisure-driven destination, our comprehensive trade and leisure strategy will highlight the region's unique assets, such as its rich German heritage, renowned wineries, scenic Hill Country landscapes, and vibrant cultural events. This strategy will target both domestic and international visitors, focusing on key elements like building strong partnerships with local hospitality partners—to deliver seamless, high-quality visitor experiences.

We will develop tailored travel itineraries, including wine and culinary tours, historic points of interest, and outdoor adventure activities, designed to cater to various visitor segments. Additionally, our trade strategy will prioritize building relationships with regional tour operators, participating in key travel trade shows, and collaborating with nearby Texas destinations to create cross-promotions and multi-stop itineraries.

To ensure long-term success, we will integrate sustainable tourism practices into our planning, aiming to preserve the natural beauty of the county while promoting a balanced approach that benefits both visitors and the local community.

Trade and Leisure Strategy con.

Trade & Leisure Positioning - Fredericksburg & Gillespie County

This strategy will contribute to increased mid-week hotel occupancy and venue utilization, providing a steady influx of business throughout the year.

- **Motorcoach Travel:** Targeting motorcoach travel by offering packages for domestic, student, and niche tours in the area.
- **Lead Generation:** Improving lead generation through trade shows, direct sales calls, marketplace, and consumer shows.

Trade and Leisure Strategy

❑ **Outdoor Recreation and Adventure Travel**

This segment is key to leveraging the natural assets of the area, including parks, trails, rivers, and hills.

Activities such as hiking, cycling, and camping will be central to the strategy.

- **Key Strategies:**

- Develop packages that include adventure activities combined with local accommodations and dining.
- Partner with local outdoor equipment vendors and adventure guides.
- Increase digital marketing efforts targeting active and nature-loving tourists.
- Promote outdoor festivals and seasonal events.

- **KPIs:**

- Number of adventure travel bookings.
- Revenue from outdoor and adventure packages.
- Increased partnerships with adventure tourism operators.

Trade and Leisure Strategy

Associated Marketing Initiatives

1. Development, execution & Promotion of Outdoor/Adventure Recreation Content on Website

- **Objective:** Develop new content for outdoor and adventure recreation with increased time spent on site for specific topics.
- **KPIs:**
 - **Time on Page:** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate to adventure-related content.
 - **Placer.ai Metrics:** Use visitor journey data to track foot traffic and movement to key outdoor recreation areas.
 - **Amplification of UGC** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.

2. Development, Execution & Promotion of Birding Content on Website

- **Objective:** Create and promote content around birdwatching locations and bird species in the area to attract niche tourism.

Trade and Leisure Strategy

- **KPIs:**
 - **Content Engagement:** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate birding-related content.
 - **Placer.ai Metrics:** Use visitor journey data to track foot traffic and movement to key outdoor recreation areas.
 - **Amplification of UGC** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.

3. Cycling Routes (Turning Printed Handouts into Digital Content)

- **Objectives:** Collaborate with local stakeholders to convert existing printed cycling routes into actionable, interactive content on the website. Amplify and refresh existing cycling themed content on website & owned social channels.

Trade and Leisure Strategy

- **KPIs:**
 - **Content Engagement:** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate cycling-related content.
 - **Placer.ai Metrics:** Use visitor journey data to track foot traffic and movement to key outdoor recreation areas.
 - **Amplification of UGC** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.
 - **Conversion Rate:** Achieve a 10% download rate for interactive cycling maps or guides.

4. Volksport (History and How-To)

- **Objective:** Collaborate with local stakeholders to develop, execute and promote the history and practice of Volksport in the region.
- **KPIs:**
 - **Content Engagement:** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate Volksport-related content.
 - **Placer.ai Metrics:** Use visitor journey data to track foot traffic and movement to key outdoor recreation areas.

Trade and Leisure Strategy

- **Amplification of UGC** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.
- **Event Development:** Work with local stakeholders and community to influence development of new or resurrection of previous Volksporting events.

5. Promotional Support & Awareness for Expansion of Enchanted Rock's Footprint

- **Objective:** As applicable, support and promote the potential expanded footprint of Enchanted Rock through digital channels and marketing campaigns.
- **KPIs:**
 - **Content Engagement:** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate Enchanted Rock-related content.
 - **Placer.ai Metrics:** Use visitor journey data to track foot traffic and movement to Enchanted Rock State Natural Area.

Amplification of UGC encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.

Trade and Leisure Strategy

6. Development and Distribution of Press Releases and Media Pitches

- **Objective:** *Continued promotion of outdoor related topics via press releases and media pitches, resulting in additional editorial coverage for outdoor/adventure recreation areas, events & activities.*
- **KPIs:**
 - **Press Mentions:** *Increase the number of press mentions and media impressions of outdoor/adventure recreation topics*
 - **Content Shares:** *Increased social media shares of earned editorial content featuring local stakeholders.*

Trade and Leisure Strategy

❑ Arts and Cultural Heritage Tourism

This market targets visitors interested in history, arts, and cultural experiences. Leveraging the region's historical landmarks, galleries, museums, and cultural events is crucial.

- **Key Strategies:**

- Develop partnerships with local galleries, museums, and cultural festivals.
- Create cultural travel itineraries that showcase the arts and history of the region.
- Highlight indigenous and local artists and their work in promotional materials.
- Collaborate with educational institutions for special events and educational tourism.

- **KPIs:**

- Increase in visitor numbers at local cultural landmarks.
- Revenue from cultural tourism packages.
- Number of partnerships with cultural organizations.

Trade and Leisure Strategy

Associated Marketing Initiatives

Development, Execution & Promotion of Art/Cultural Content on Website

- **Objective:** *Develop new content for art/culture with increased time spent on site for specific topics.*
- **KPIs:**
 - **Time on Page:** *Increased number of page views, unique visitors, and maintain an industry average bounce and engagement rate to art/cultural related content.*
 - **Placer.ai Metrics:** *Use visitor journey data to track foot traffic and movement to key art & cultural attraction areas.*
 - **Amplification of UGC** *encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.*

Trade and Leisure Strategy

Development and Distribution of Arts/Culture Press Releases and Media Pitches

- ***Objective:*** Continued promotion of art/culture related topics via press releases and media pitches, resulting in additional editorial coverage for art/culture attractions, events & activities.
- ***KPIs:***
 - ***Press Mentions:*** Increase the number of press mentions and media impressions of art/culture topics
 - ***Content Shares:*** Increased social media shares of earned editorial content featuring local stakeholders.

Development and Launch of Public Art/Art Walking Tour

- ***Objective:*** Increased visibility of public art located in the downtown historic district with development, execution and promotion of public art map and walking tour.
- ***KPIs:***
 - ***Execution of Public Art/Art Walking Map***
 - ***Content Engagement:*** Increased number of page views, unique visitors, and maintenance of an industry average bounce and engagement rate for public art map/walking tour

Trade and Leisure Strategy

- **Amplification of UGC** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.
- click-through rates on interactive maps, downloads/scans (pending map format).
- media mentions, press releases and earned editorial coverage featuring the art tour

Support and Establishment of Fredericksburg Public Art Board

- **Objective:** This board will guide the development, curation, and promotion of public art installations, working with local artists, businesses, and stakeholders to enrich the city's cultural landscape and foster the growth of public art in the community. The goal is to enhance community engagement, drive tourism through art-driven experiences, and elevate Fredericksburg's reputation as a vibrant cultural destination.
- **KPIs:**
 - Board composition: Achievement of full membership with qualified individuals.
 - Public participation: Increased local engagement and support of local art initiatives.

Trade and Leisure Strategy

Promotion of New Cultural Programming at Fort Martin Scott

- ***Objectives:*** promote and enhance the visibility of new cultural programming at Fort Martin Scott
- ***KPIs:***
 - ***Time on Site:*** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate to associated themes.
 - ***Placer.ai Metrics:*** Use visitor journey data to track foot traffic and movement to Fort Martin Scott.
 - ***Amplification of UGC*** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.
 - ***Content engagement:*** Increase in social media engagement (likes, shares, comments) for posts related to Fort Martin Scott.
 - ***Editorial coverage:*** Number of new editorial features or articles published about Fort Martin Scott.

Trade and Leisure Strategy

❑ **Agritourism and Winery Travel**

Agritourism, which includes farm stays, winery tours, and local food experiences, is a growing trend. This segment can attract visitors interested in sustainable farming, wine tasting, and farm-to-table dining.

- **Key Strategies:**

- Partner with local farms, wineries, and restaurants for agritourism packages.
- Promote seasonal events like harvest festivals, farm tours, and wine tastings.
- Develop content showcasing the local agricultural lifestyle for marketing campaigns.

- **KPIs:**

- Number of bookings for agritourism experiences.
- Increase in attendance at agritourism-related events.
- Revenue from partnerships with local wineries and farms.

Trade and Leisure Strategy

Associated Marketing Initiatives

Continued Development, Execution & Promotion of Culinary/Agritourism Content on Website

- **Objective:** *Develop new content for culinary/agritourism with increased time spent on site for specific topics.*
- **KPIs:**
 - **Time on Page:** *Increased number of page views, unique visitors, and maintain an industry average bounce and engagement rate to Culinary/Agritourism related content.*
 - **Placer.ai Metrics:** *Use visitor journey data to track foot traffic and movement to key culinary/agritourism events and attraction areas.*
 - **Amplification of UGC** *encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.*

Continued Development and Distribution of Culinary/Agritourism Press Releases and Media Pitches

- **Objective:** *Continued promotion of culinary/agritourism related topics via press releases and media pitches, resulting in additional editorial coverage for culinary/agritourism attractions, events & activities.*
- **KPIs:**
 - **Press Mentions:** *Increase the number of press mentions and media impressions of culinary/agritourism topics and themes*

Content Shares: *Increased social media shares of earned editorial content featuring local stakeholders.*

Trade and Leisure Strategy

❑ **Spa, Health & Wellness Tourism**

Wellness travel is a rapidly growing sector, with tourists seeking relaxation, spa treatments, and holistic health experiences. This market seeks to rejuvenate through physical, emotional, and spiritual wellness.

- **Key Strategies:**

- Develop and promote wellness retreats and spa packages.
- Partner with local wellness centers, yoga studios, and spas to offer exclusive experiences.
- Focus on promoting eco-friendly, sustainable wellness practices.

- **KPIs:**

- Increase in wellness retreat bookings.
- Revenue from wellness-related services.
- Satisfaction ratings from wellness program participants.

Trade and Leisure Strategy

Associated Marketing Initiatives

Promotion of Spa and Health/Wellness FCVB Owned Content

- ***Objectives:*** promote and enhance the visibility of Fredericksburg and Gillespie County spa, health and wellness offerings.
- ***KPIs:***
 - ***Time on Site:*** Increase number of page views, unique visitors, and maintain an industry average bounce and engagement rate to associated themes.
 - ***Placer.ai Metrics:*** Use visitor journey data to track foot traffic and movement to spa and wellness related attractions and events.
 - ***Amplification of UGC*** encourage and promote theme specific UGC by increasing the number of photos shared on owned media channels.
 - ***Content engagement:*** Increase in social media engagement (likes, shares, comments) for posts related to spa and wellness related attractions and events.
 - ***Editorial coverage:*** Number of new editorial features or articles published about spas and wellness related attractions and events.

Trade and Leisure Strategy

Development and Distribution of Spa and Health/Wellness Media Pitches

- ***Objective:*** Continued promotion of spa and health/wellness related topics via press releases and media pitches, resulting in additional editorial coverage for art/culture attractions, events & activities.
- ***KPIs:***
 - ***Press Mentions:*** Increase the number of press mentions and media impressions of spa and health/wellness attractions, events & activities.

Content Shares: Increased social media shares of earned editorial content featuring local stakeholders.

Trade and Leisure Strategy

❑ Visiting Friends and Relatives (VFR)

This market segment includes those visiting the area primarily to spend time with loved ones. This is a reliable and consistent market that provides an opportunity to offer additional experiences to guests during their stay.

- **Key Strategies:**

- Provide incentives (discounts or packages) to locals to bring visiting friends or family to local attractions.
- Partner with local residents to promote events and activities that visitors can attend with their family and friends.
- Develop weekend travel guides for locals to use with visiting family and friends.

- **KPIs:**

- Increased participation from local residents.
- Revenue from activities booked through VFR marketing efforts.
 - Number of visitors attending local attractions with locals.

Trade and Leisure Strategy

❑ **Day Trip and Pass-Thru Travel**

This market consists of visitors who are passing through or making short day trips from nearby cities. This group is attracted by convenience, affordability, and the availability of unique experiences.

- **Key Strategies:**

- Develop day-trip itineraries that highlight quick, enjoyable experiences.
- Promote special offers and discounts for pass-thru visitors.
- Improve wayfinding and signage to encourage pass-thru visitors to explore local sites.

- **KPIs:**

- Increase in day trip bookings and walk-ins.
- Revenue generated from day-trip packages.
- Positive feedback from day-trip visitors.

Trade and Leisure Strategy

❑ **Group Tour Travel**

Group travel includes organized tours, bus tours, and school trips. This market seeks convenience, affordability, and well-organized itineraries that cater to larger groups.

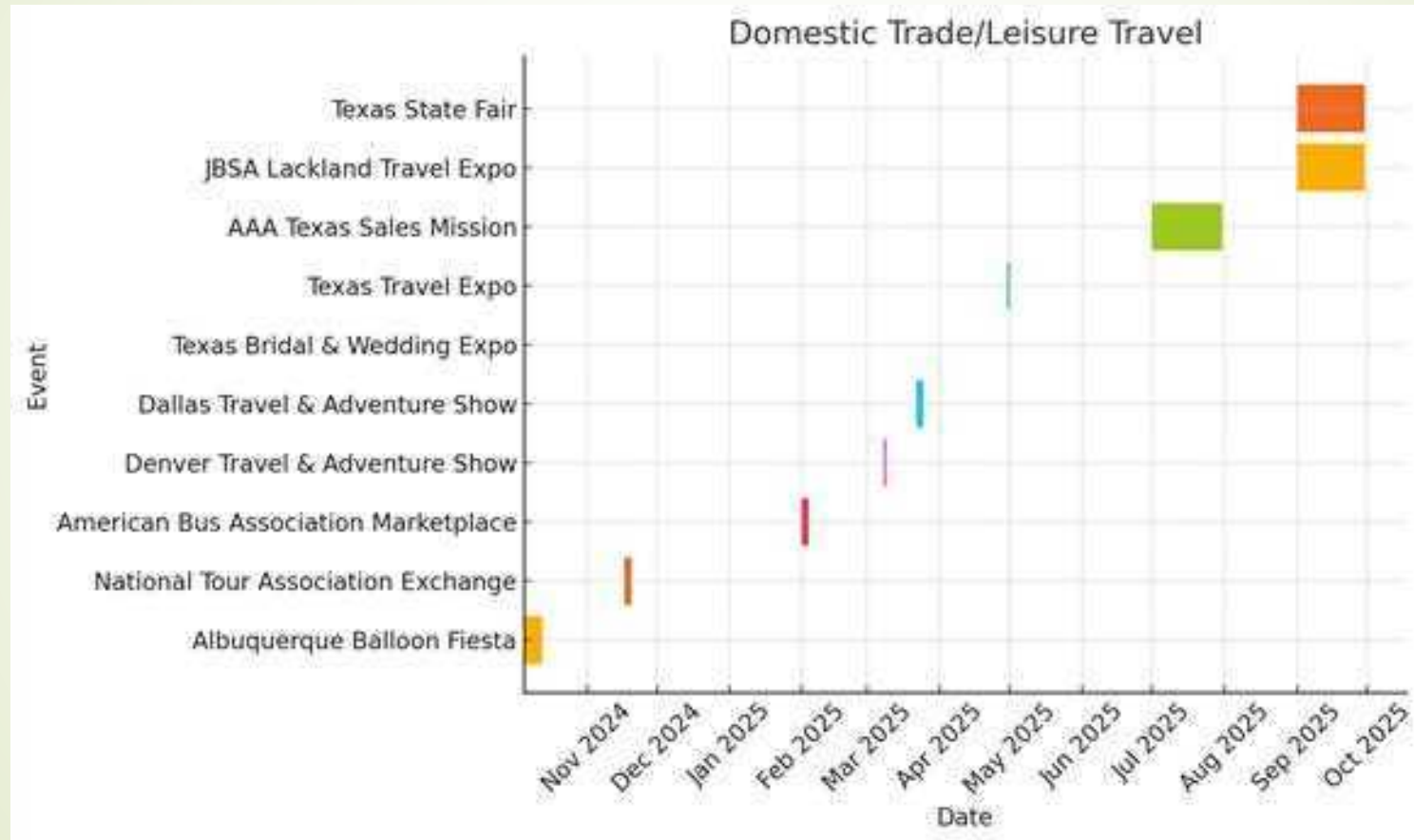
- **Key Strategies:**

- Work with tour operators to develop packages that cater to larger groups, including schools, senior groups, and international visitors.
- Provide promotional materials and incentives to group travel operators.
- Partner with local attractions and restaurants to offer group discounts and deals.

- **KPIs:**

- Increase in group tour bookings.
- Revenue from group tour packages.
- Positive feedback from tour operators and group travelers.

Trade and Leisure Strategy



Meeting and Incentive Strategy

❑ **Group Travel Positioning - Fredericksburg & Gillespie County**

The FCVB aims for Fredericksburg & Gillespie County to be recognized as a premier destination for small- to medium-sized meetings, conferences, and group travel. By capitalizing on the region's unique venues and scenic beauty, we will focus on attracting corporate events & retreats, small associations, weddings, reunions, and educational tours.

This strategy will contribute to increased mid-week hotel occupancy and venue utilization, providing a steady influx of business throughout the year.

- **Group Travel:** Targeting group travel by offering packages for weddings, corporate retreats, and educational tours in the area.
- **Lead Generation:** Improving lead generation through trade shows, direct sales calls, initiatives, and site visits - with a strong concentration on Texas based organizations.

Meeting and Incentive Strategy

❑ **Meetings, Conferences, and Group Travel:**

Fredericksburg & Gillespie County will be positioned as a premier destination for small- to medium-sized meetings, conferences, and group travel. By leveraging the region's unique venues and natural beauty, we will target corporate events and retreats, state association board meetings, weddings, reunions, and educational tours, all while enhancing mid-week occupancy rates at local hotels and venues.

• **Key strategies:**

- **Team-building and Experiences:** Promoting unique group activities such as wine tours, outdoor adventures, and wellness programs to appeal to corporate and leisure groups.
- **Marketing and Outreach:** Expanding our marketing efforts through participation in trade shows, direct sales initiatives, and partnerships with hospitality providers, with a focus on Texas-based businesses.
- **Partnerships:** Collaborating with local hotels, wineries, and event venues to offer tailored packages for corporate meetings, retreats, and weddings.

KPIs:

- Growth in corporate event bookings.
- Increased revenue from meetings, incentive travel, and group events.
- Improved mid-week hotel occupancy rates.

Meeting and Incentive Strategy

- **Meeting and Conference Sales:** Expanding efforts to market Fredericksburg as a destination for small- to medium-sized meetings and conferences, leveraging unique local venues.
- **Group Travel:** Targeting group travel by offering packages for weddings, corporate retreats, and educational tours in the area.
- **Lead Generation:** Improving lead generation through trade shows, direct sales initiatives, and partnerships with hospitality providers, with a strong concentration from within Texas.

Meeting and Incentive Strategy

Meetings and Incentive Travel

Corporate meetings, retreats, and incentive travel are lucrative segments that can boost mid-week occupancy rates at local hotels and venues. This market is interested in quality facilities and unique local experiences.

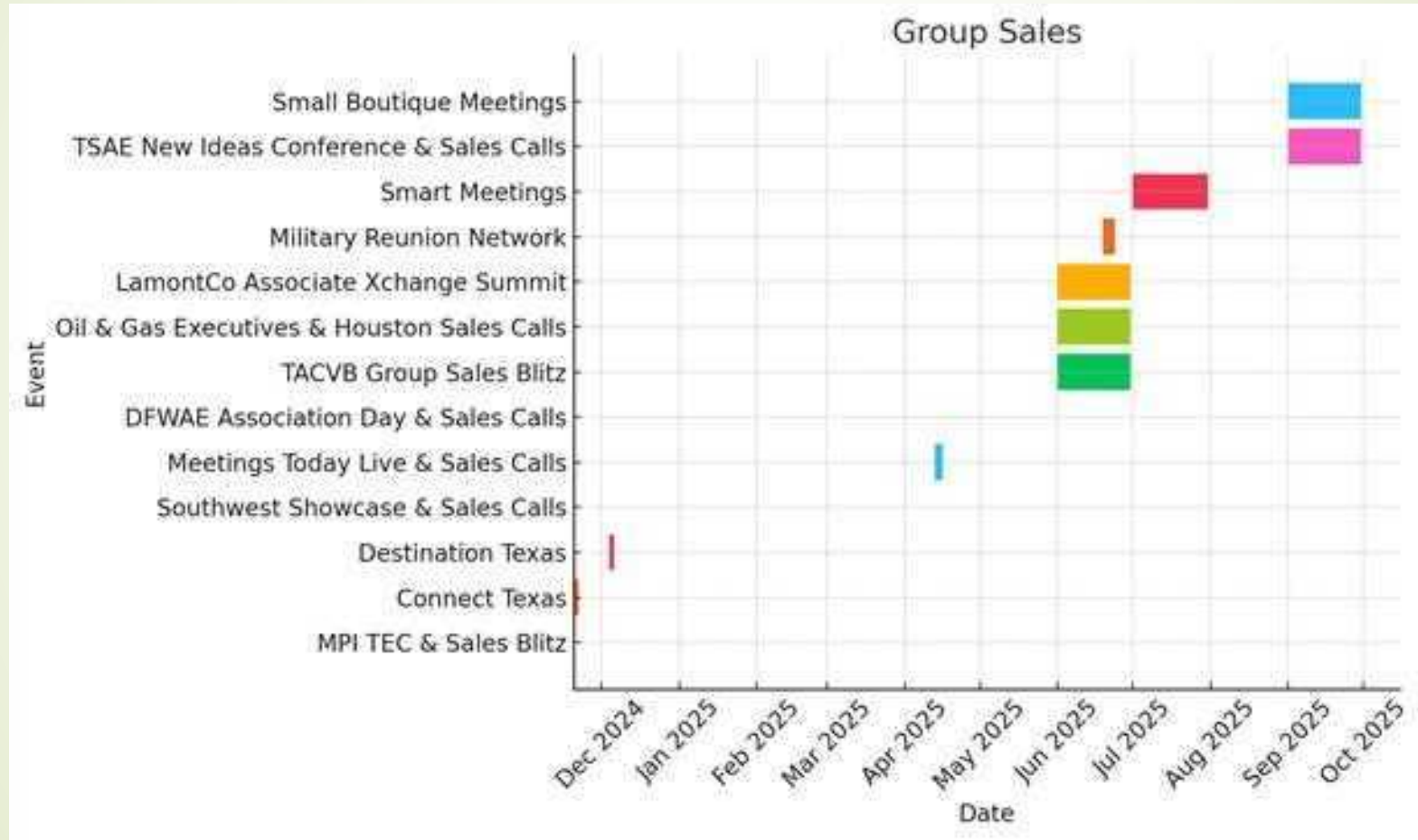
- **Key Strategies:**

- Partner with local hotels and event venues to offer attractive packages for corporate events.
- Promote team-building activities such as wine tours, outdoor adventures, or wellness programs.
- Increase marketing efforts to attract corporate clients from surrounding areas.

- **KPIs:**

- Number of corporate event bookings.
- Revenue from meetings and incentive travel.
- Increase in mid-week hotel occupancy rates.

Meeting and Incentive Strategy



International Tourism Strategy

The FCVB's international tourism strategy will continue to focus on strengthening and expanding partnerships with key regional tourism organizations to capture a greater share of international markets. These strategic collaborations will increase international leisure visitation, diversify our visitor base, and solidify Fredericksburg as a key stop for international tourists seeking authentic Texas experiences.

Continued Partnerships & Enhanced Collaborations:

- MDSG – Will continue to be our European & UK in-market representation firm. The MDSG agency delivering recognized, leading-edge advertising and marketing campaigns across the travel, leisure and tourism, music, film, tech, health and retail sectors.
- We will enhance our collaboration with Visit Austin to target travelers from the UK, Germany, Europe, The Netherlands, and Canada, leveraging the increased flight offerings from British Airways and American Airlines. This partnership will utilize Austin's established presence in these markets to attract visitors drawn to Fredericksburg's cultural, culinary, live music, and outdoor experiences in the Texas Hill Country.
- We will continue our partnership with Visit San Antonio to focus on both the Latin American and German markets. San Antonio's strong connections with these regions and the new Condor Airlines direct flight from San Antonio to Frankfurt provide unique opportunities to drive international visitation.

International Tourism Strategy

Creating New Partnerships:

- Recognizing the increased flight lift from Australia, we are eager to establish new partnerships with both Visit Fort Worth and Visit Houston to position Fredericksburg as a must-visit destination for Australian travelers exploring Texas.



Global Partnerships

Expanding partnerships with international travel operators and participating in major global travel trade shows like IPW.



Targeted Campaigns

Focusing marketing efforts on attracting high-value international tourists, especially from Europe and Asia.



Cultural Exchange

Promoting Fredericksburg's rich German heritage to foster cultural tourism and strengthen international ties.

International Tourism Strategy

Global Partnerships Objective:



Expand partnerships with key international travel operators and participate in major global travel trade shows to boost the international presence of Fredericksburg & Gillespie County.

•Current Partners:

- Brand USA
- International Inbound Travel Association
- Travel Texas & U.S. Travel Association
- Visit USA (UK, Germany, Australia/NZ, Canada)
- Visit Austin & Visit San Antonio

•Marketplace & Sales Missions:

- Brand USA Sales Missions: Canada, Germany, Mexico, UK
- Brand USA's Travel Week Marketplace
- Travel Texas Sales Missions:
- U.S. Travel's IPW

International Tourism Strategy

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Targeted Campaigns Objective:



Focus marketing efforts on attracting high-value international tourists, with an emphasis on key markets such as the UK, Germany, broader Europe, and Canada.

•Partners and Agencies:

- Brand USA
- Idea Peddler
- MDSG & Lieb Management
- Visit Austin & Visit San Antonio

•Key Outcomes:

- Increase awareness and reach by 20% in target markets.
- Double the number of high-value international tourists visiting annually.

International Tourism Strategy

110

Cultural Exchange Objective:

Promote Fredericksburg's rich German heritage to enhance cultural tourism and strengthen international ties.

•Major Initiatives:

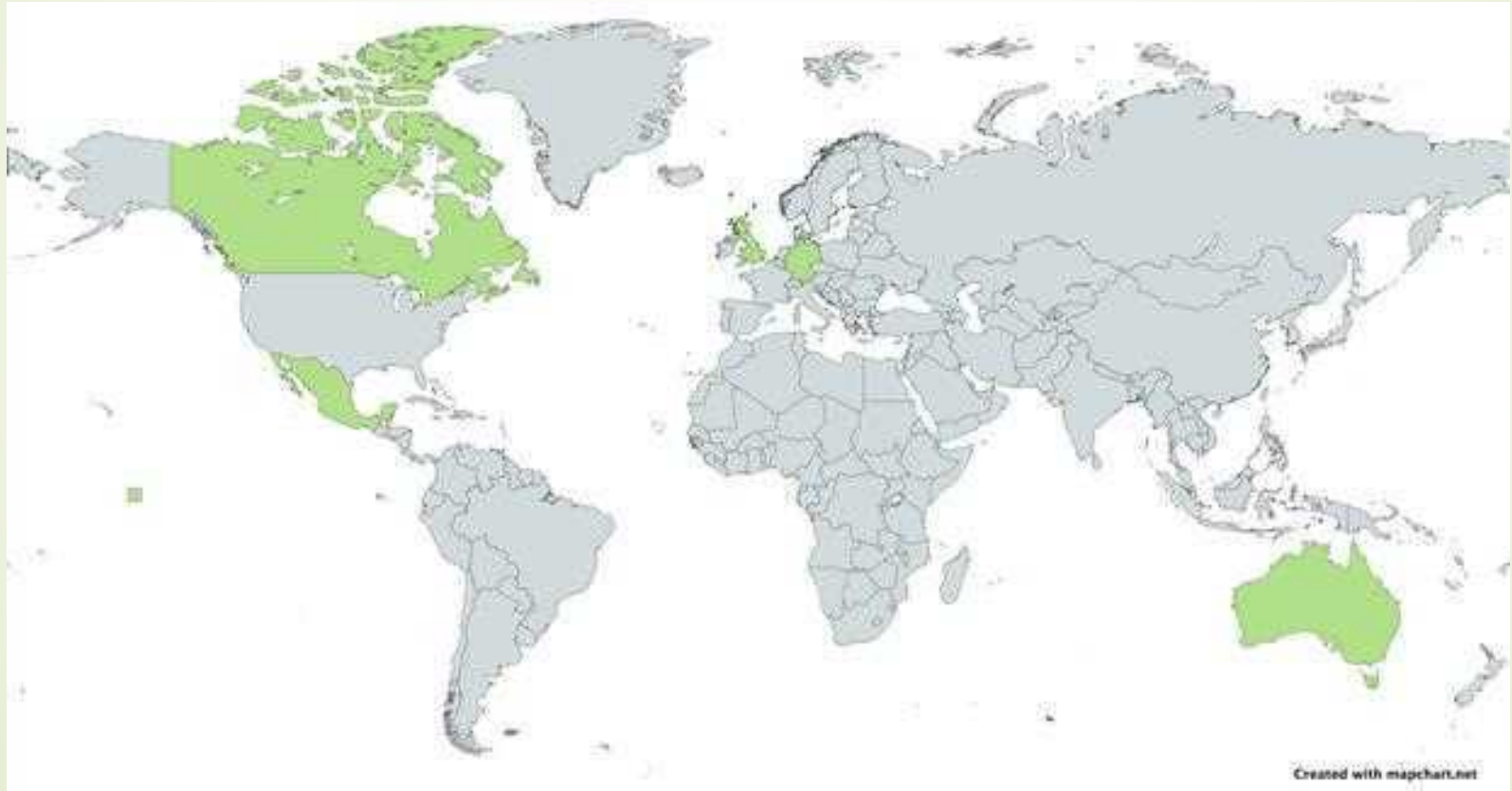
- Production of German Market @ LaCantera.
- Partnership with Condor Airlines & Visit San Antonio.
- Creation of History & Heritage-themed itineraries for international travelers and trade.
- Development of History & Heritage maps and other resources for in-market visitors.

•Key Outcomes:

- Establish Fredericksburg as a known destination for German-American heritage tourism.

International Tourism Strategy

The world map represents the top 5 International visitor markets to Texas as follows:

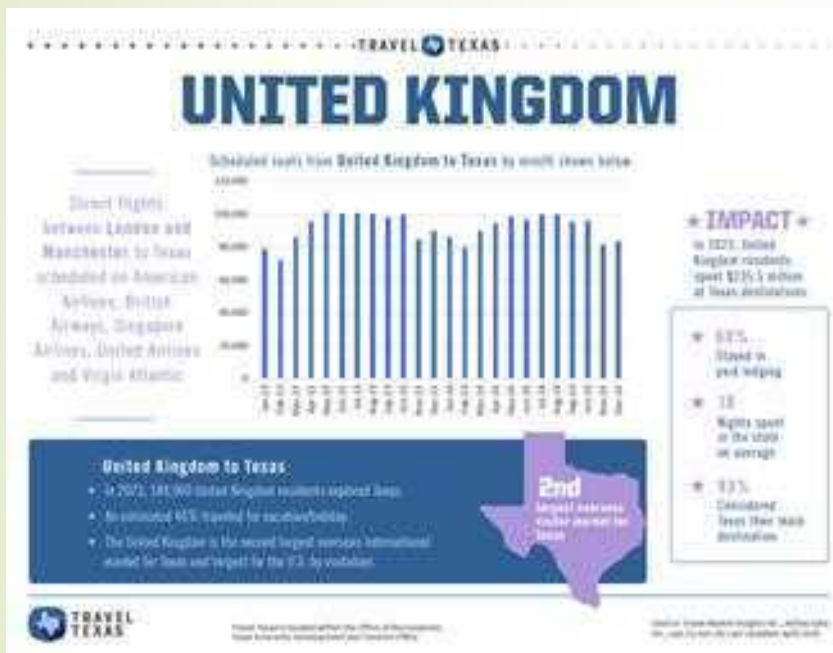


International Tourism Strategy

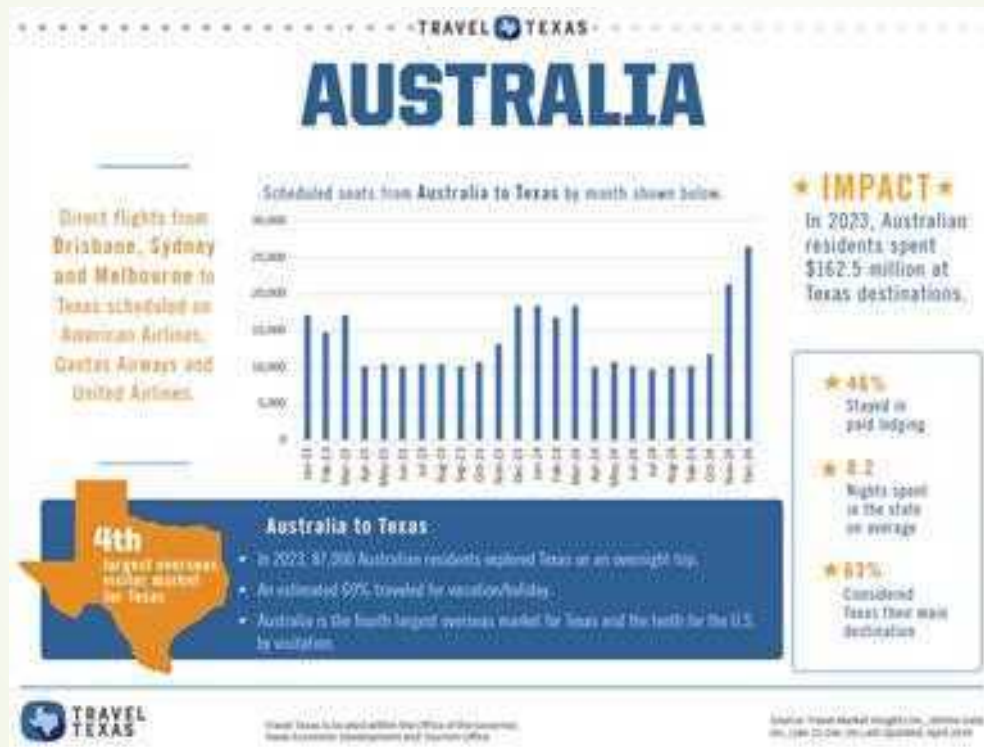
The following slides represent additional metrics of the top 5 international inbound countries to Texas:



International Tourism Strategy



International Tourism Strategy



International Tourism Strategy



Tourism Master Plan Summary

In 2024, the CVB concluded and adopted its first Tourism Master Plan, which outlines destination challenges as well as key initiatives to address over a ten-year timeframe. The plan was done in tandem with the City of Fredericksburg's comprehensive plan that was also completed and adopted in 2024. A steering committee was created, which included elected officials from Gillespie County as well as the City of Fredericksburg, members of the CVB Board of Directors, CVB employees and tourism stakeholders. Through this process, the following four destination pillars were identified:

Destination Pillars

CONCENTRATE

on Valued Visitor
Segments Priority

ELEVATE

Lesser Recognized
Experiences

RECAST

Organization Resources
and Results

REINFORCE

Stakeholder and
Resident Engagement

Based on the four Destination Pillars, seventeen priority objectives were identified, and are targets to address over the next 5-10 years, with the CVB staff and Board of Directors selecting objectives to work on by year as follows:

Tourism Master Plan Summary

Priority Objectives

1. Use the new visitor profile survey to characterize current visitor segment appeals
2. Work with the agency of record to craft targeting and messaging activities
3. Craft approaches to stimulate multi-day and repeat trip motivation, especially midweek
4. Increasingly connect with small to mid-sized meetings markets

1. Work to elevate arts/culture, outdoor recreation, history and heritage, and agritourism as "must" experience elements of a Fredericksburg trip
2. Expand efforts to stimulate development of full-service lodging products with meeting space opportunities
3. Deepen connection with major tourist generating venues/facilities including wineries with other Fredericksburg products and activities to build interpretational experiences
4. Work to ensure infrastructure elements and merchant mixes are developed and refined to meet visitor expectations

1. Formulate and build support for long-term destination strategy comprising marketing, sales and services, product development, tourism advocacy and community relations, and resources development and management
2. Realign the FCVB organization given new roles and responsibilities, especially as it relates to destination development, advocacy and resources
3. Investigate and analyze new and supplementary funding sources
4. Allocate budget resources and engaging performance results to pre/post destination research and planning

1. Formalize a dedicated community relations and advocacy strategy
2. Expand the Love FBGTX strategy approach to fully engage residents on a proactive basis
3. Detail a government and stakeholder relations program to inform them of tourism's socio-economic impact, and the value of the visitor industry and the role of the FCVB in leading this effort
4. Redevelop the FCVB Annual Report as a Community Tourism Report to demonstrate resident and stakeholder ownership and gain
5. Expand initiatives to better ensure all lodging and accommodation approaches are non-disruptive to surrounding residences

Tourism Master Plan Summary

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DMO/CVB Advocacy and Stakeholder Relations Strategy

The annual focus of FCVB in this strategic goal attainment is to be informative and persuasive in the understanding and value of tourism and the proactive effort required to educate and advocate through a 6-target audience strategy approach. The overall targeted stakeholder relations strategy with action plan follows.

Goal

To inform and advocate on the importance and value of tourism and VJC effective roles, responsibilities, and beneficial impacts.

Target Audiences

Visitor industry partners
City/county government officials
NFP association leaders

Business/corporate leaders
Media editors/representatives
Residents

Stakeholder Relations/Advocacy Strategy Direction and Key Trends Implications

Audience Penetration and Development Strategy

Positioning/Messaging

Tourism economic impact/household benefit
Number of visitors and growth
CVB leveraged programming value

Key Trends Implications

Increased community engagement on tourism matters
Formalized stakeholder/community relations plan
Enhanced visitor industry partnerships

Our DMO/ CVB Resources and Management Strategy

The annual focus of FCVB in this strategic goal attainment is to operate and lead a relevant and credible destination organization through a 3-target audience strategy approach. The overall targeted funding/administration strategy with action plan follows.

Goal

To operate as a fiscally responsible and highly performing destination organization through a talented team and leveraged partnerships.

Target Audiences

- FCVB Board Members
- Staff
- Suppliers/Vendors

Funding/Administration Strategy and Key Trends Implications

Audience Penetration and Development Strategy

Our DMO/CVB Resources and Management Strategy

Key Trends Implications

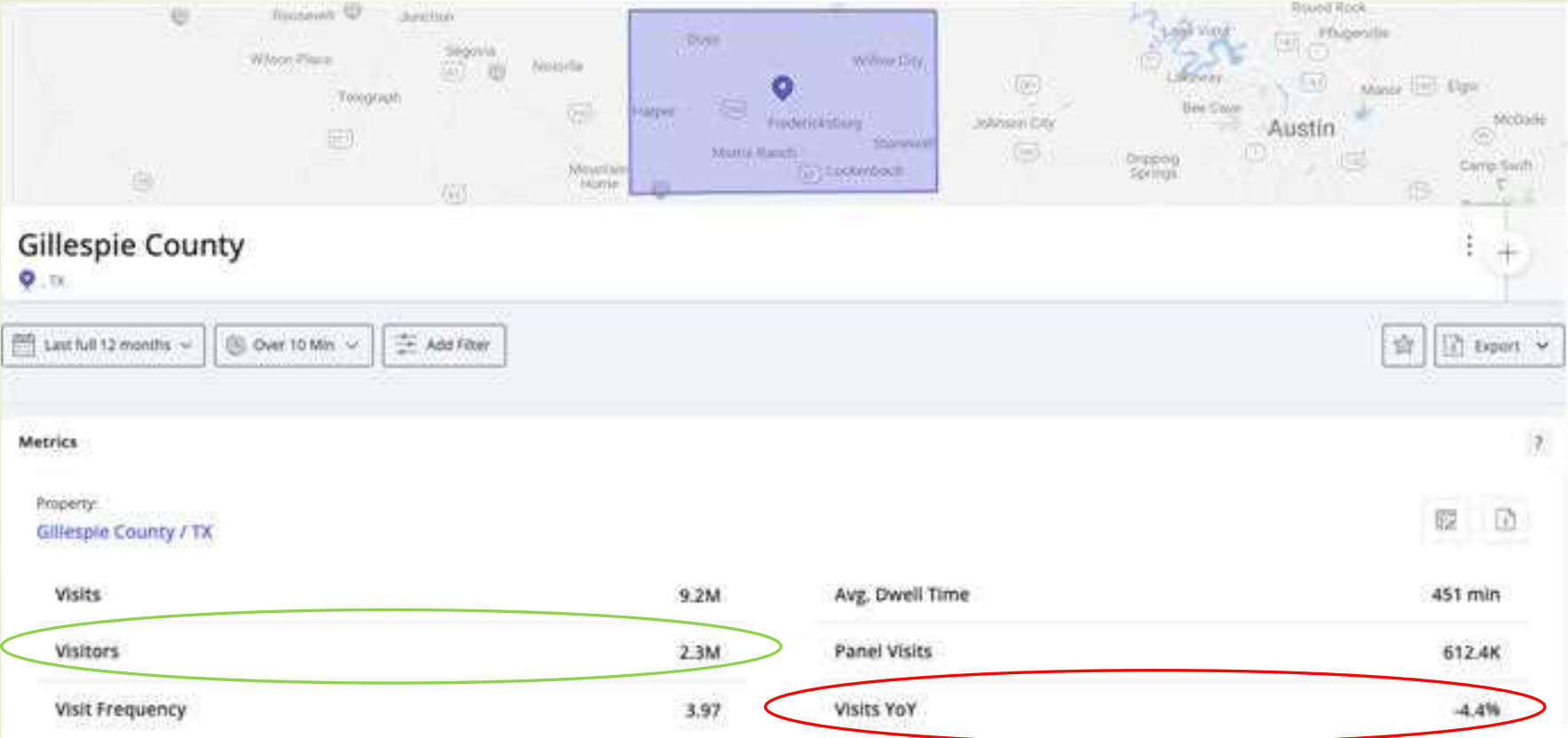
- Full-time operations attention to tourism matters
- Knowledgeable of grants/sponsorship opportunities and application follow-through
- Updated destination planning and performance accountability reporting



Visitor
Demographic
/Personas
information

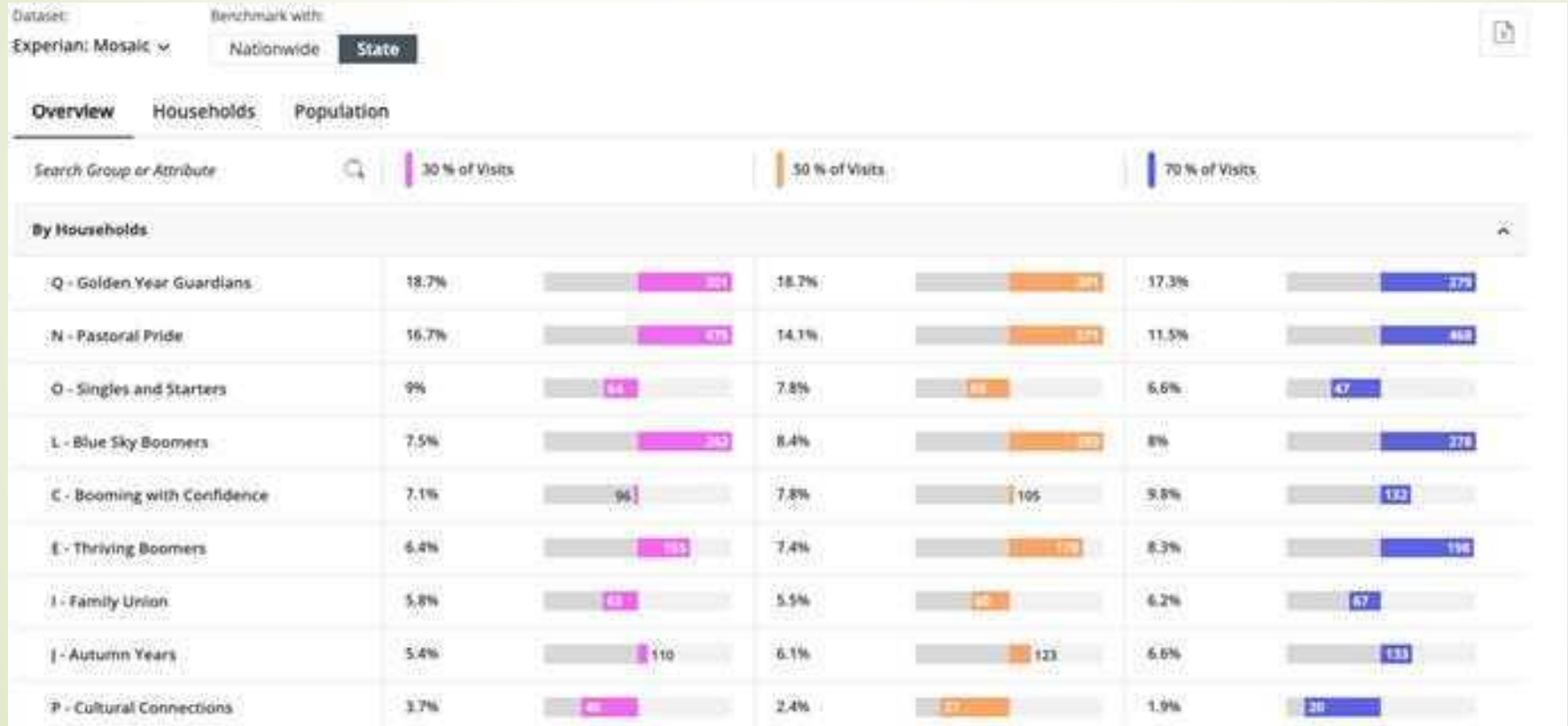
Market Research / Visitation to Gillespie County

County visitation for FY24 with associated marketing demographics:



Market Research / Visitation to Gillespie County

County visitation for FY24 with associated marketing demographics:



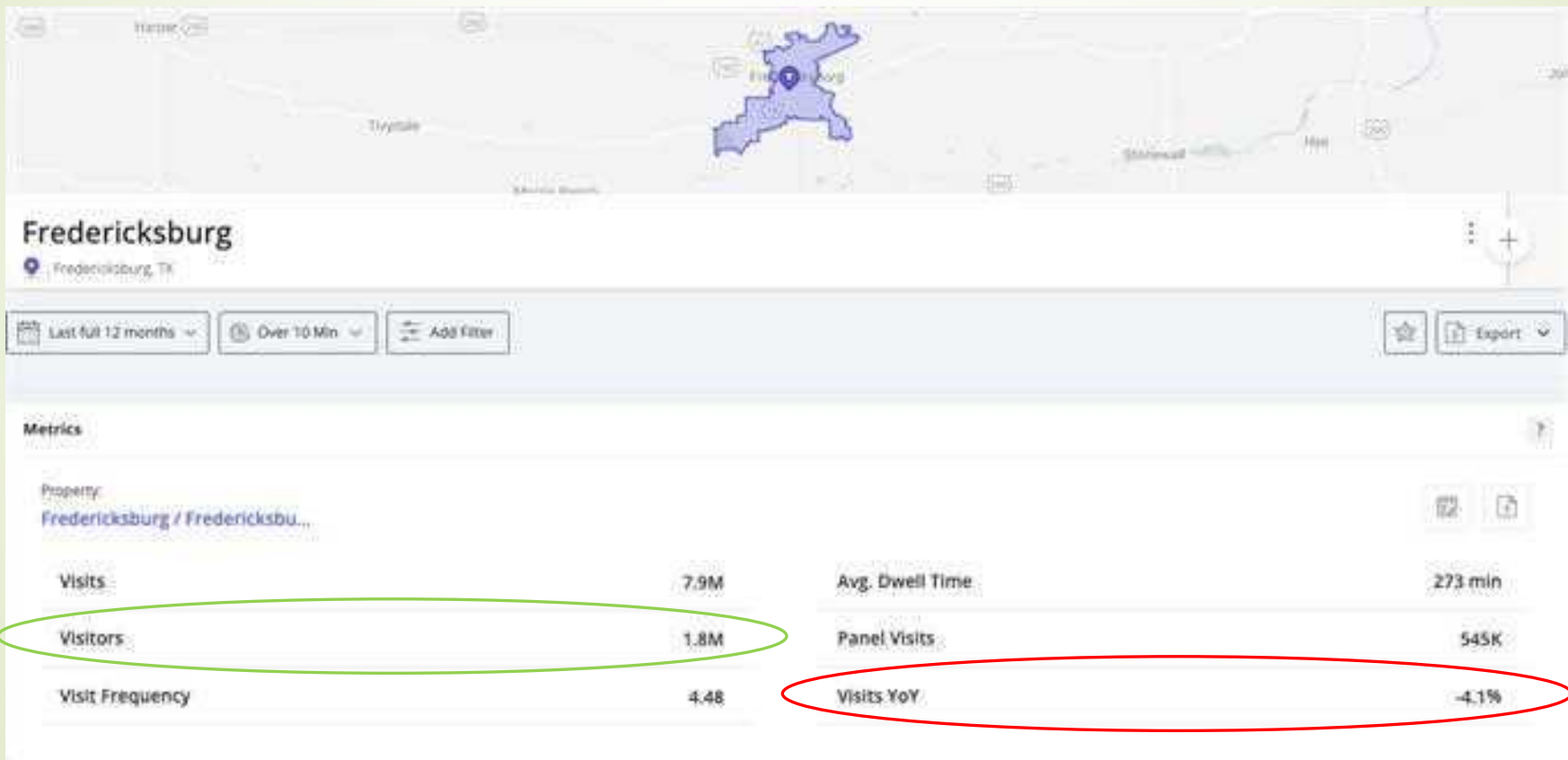
Market Research / Visitation to Gillespie County

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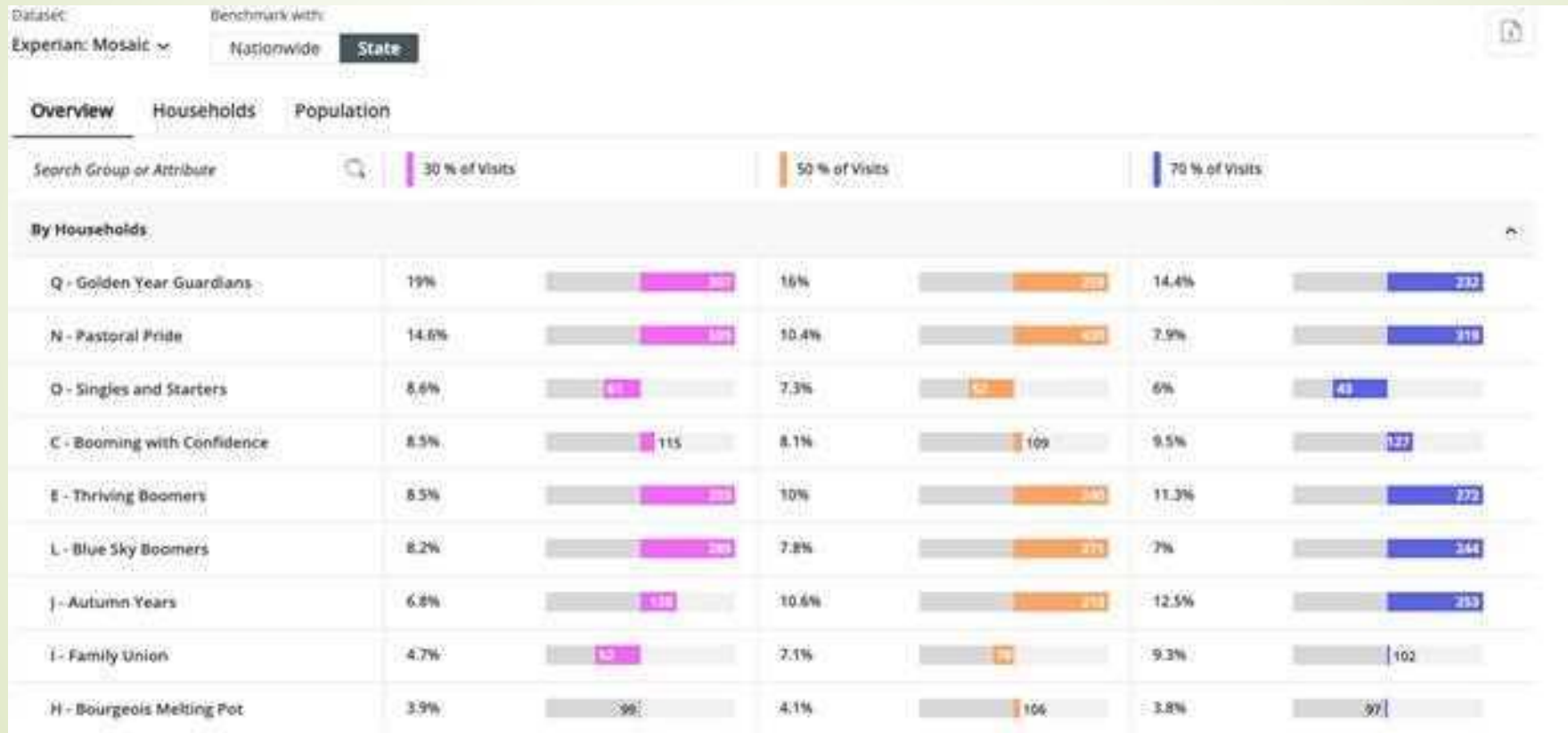
Market Research / Visitation to Fredericksburg

City visitation for FY24 with associated marketing demographics:



Market Research / Visitation to Fredericksburg

City visitation for FY24 with associated marketing demographics:



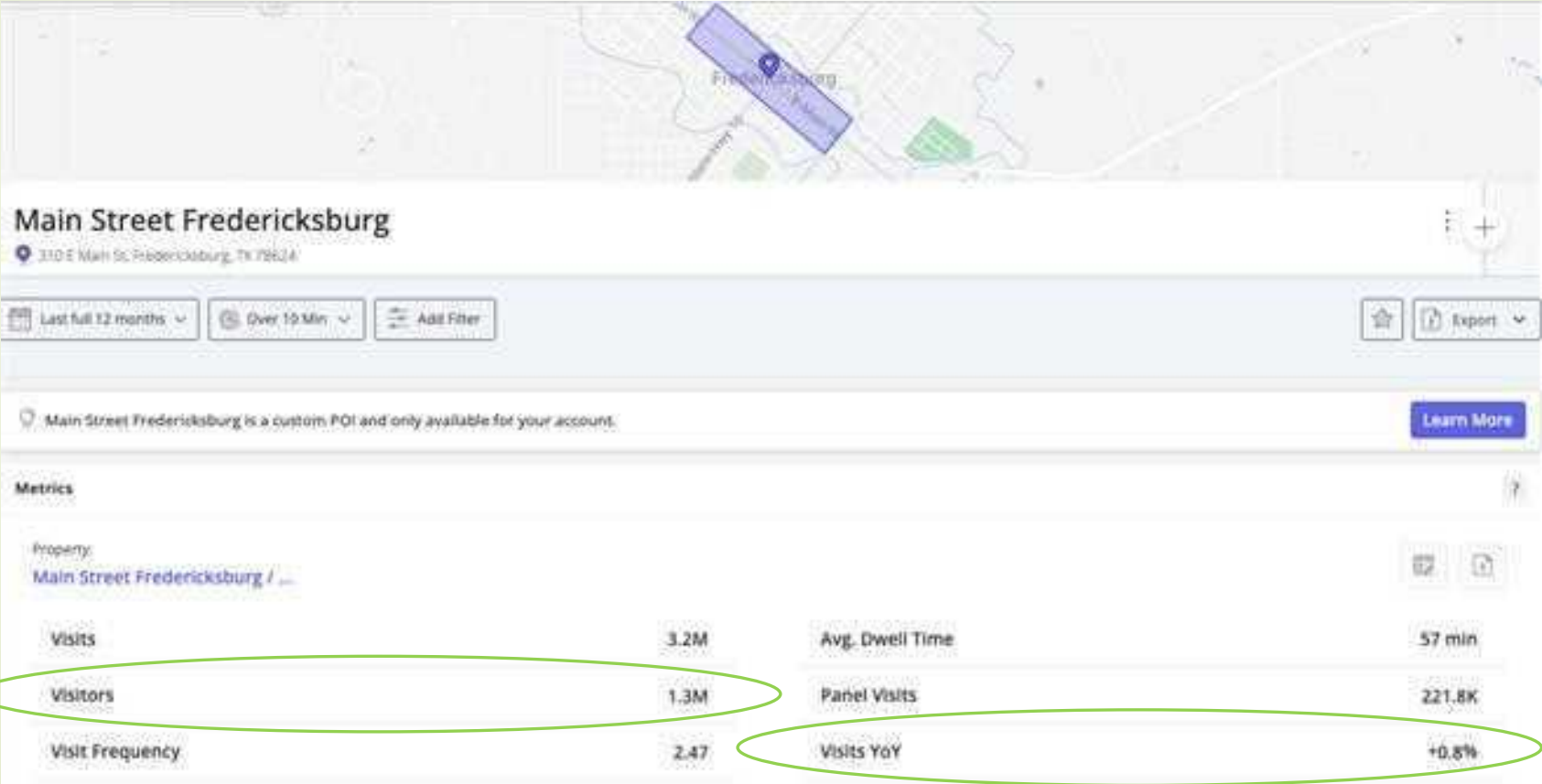
Market Research / Visitation to Fredericksburg

City visitation for FY24 with associated marketing demographics:



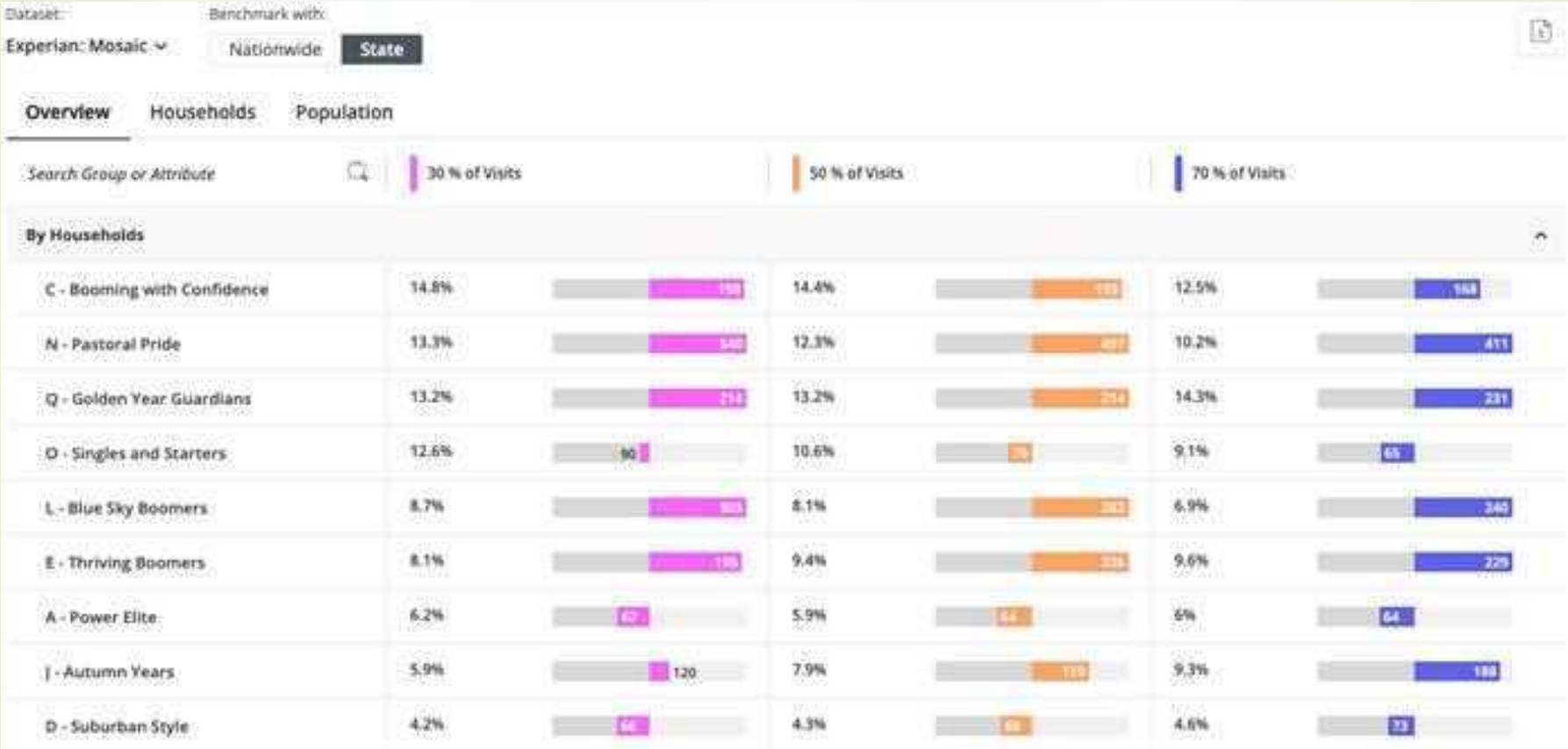
Market Research / Visitation to Main Street

Main Street visitation for FY24 with associated marketing demographics:



Market Research / Visitation to Main Street

Main Street visitation for FY24 with associated marketing demographics:



Market Research / Visitation to Main Street

Main Street visitation for FY24 with associated marketing demographics:

H - Bourgeois Melting Pot	3.4%		3.1%		3.8%	
K - Significant Singles	3%		2.5%		2%	
B - Flourishing Families	2.8%		2.4%		2.4%	
F - Promising Families	2.3%		2.1%		2%	
I - Family Union	0.7%		2.9%		5%	
S - Thrifty Habits	<0.5%		<0.5%		1%	
P - Cultural Connections	<0.5%		<0.5%		0.5%	
M - Families in Motion	<0.5%		<0.5%		0.8%	
IL - Aspirational Fusion	<0.5%		<0.5%		<0.5%	
G - Young City Solos	<0.5%		<0.5%		<0.5%	

Market Research / Demographics

A full listing of marketing visitor personas is linked below.

[Mosaic USA marketing personas](#)



Mosaic | USA
E-Handbook



Glossary of Terms

Glossary of Travel and Tourism Industry Terms



Accommodation

Refers to places where travelers can stay during their trip, including hotels, motels, hostels, resorts, and vacation rentals.

Adventure Tourism

Travel involving exploration or travel to remote or exotic locations for the purpose of recreation or adrenaline-based activities like hiking, rafting, or climbing.

Attraction

A place or venue that travelers visit for interest, entertainment, or education, such as theme parks, museums, landmarks, or natural wonders.

A/B Testing | (Or Split Testing)

Comparing two versions of a web page or ads to see which one performs better

Glossary of Travel and Tourism Industry Terms

B

Baby Boomer

A person born in the years following World War II, when there was a temporary marked increase in child birth.

B2B

Business-to-Business

B2C

Business-to-Consumer

Bed and Breakfast (B&B)

A small lodging establishment offering overnight accommodation and breakfast, typically in a home-like setting.

BOD

Board of Directors

Booking

The act of making a reservation for travel, accommodation, or activities.

Brand USA

Destination Marketing organization for the United States, which began in 2009 with the Tourism Promotion Act.

Glossary of Travel and Tourism Industry Terms



CDME

Certified Destination Management Executive, DMO industry's highest educational achievement.

CO-OP

Co-operative programs and opportunities that involve multiple groups or partners working together on a common program, campaign, or event.

CRM

Customer Relationship Management system-database of customer data.

CVB

Convention & Visitor Bureau, now known as Destination Management Organization

CVENT

Event-management technology company, enables increased group business demand through targeted advertising and online meetings requests for proposals (RFPs).

Glossary of Travel and Tourism Industry Terms

D

DMO

Destination Management Organization, formerly known as Convention and Visitor Bureau.

Domestic Tourism

Travel within one's own country as opposed to international tourism.

E

Ecotourism

Environmentally responsible travel to natural areas, which conserves the environment, sustains the well-being of local people, and involves interpretation and education.

E-Mail Segmentation

Separating audiences into different groups to provide content best suited to their interests.

Glossary of Travel and Tourism Industry Terms



FIT (Free Independent Traveler/Travel)

A traveler or small group who organizes their own travel arrangements rather than going on a pre-packaged tour.

FAM

Familiarization tour or trip, hosting a travel agent/tour operator, member of the media or meeting planner to increase destination knowledge and generate interest.

Fiscal Year

FCVBs fiscal year runs October 1 to September 30 each year.

FICP

Financial & Insurance Conference Planners.

Fulfillment

Fulfilling by mail visitor-requested collateral pieces.

Glossary of Travel and Tourism Industry Terms

G

Group Rate

Discounted pricing for a group of travelers booking together, often offered by hotels, airlines, or tour operators.

Guide

A person who leads and provides information to travelers during tours or excursions.

GDP

Gross Domestic Product, the monetary value of all the finished goods and services produced within a country's borders in a specific time period.

Guerrilla Marketing

Innovative, unconventional technique aimed at obtaining maximum exposure.

H

HelmsBriscoe

Site-selection agency, consultants focused on the meeting planning process; third-party meeting planners.

Glossary of Travel and Tourism Industry Terms

Hub-and-Spoke System

A travel routing system used by airlines where travelers go through a central hub airport and then connect to their final-destination.

Household Income

Measure of the combined incomes of all people sharing a particular household or place of residence.

HPN

Hospitality Performance Network Global; third-party meeting planners.

I

IMEX

America's worldwide exhibition for incentive travel, meetings and events.

Inbound Tourism

Travelers visiting a country from abroad, contributing to the local economy.

Integrated Marketing

Utilizing both modern and traditional marketing strategies, to optimize the communication of a consistent message.

Glossary of Travel and Tourism Industry Terms

Itinerary

A planned route or schedule of activities during a trip, including details on accommodations, transportation, and tours.

IPW

U.S. Travel Association's premier travel-industry marketplace.

K

KPI

Key performance indicator

L

Lead

Meeting planning request of rooms, event space or goods and services sent to qualified partners.

Low Season (Off-Peak)

The period of the year when tourism demand is at its lowest, often characterized by lower prices and fewer tourists.

Glossary of Travel and Tourism Industry Terms

Luxury Travel

High-end travel that includes exclusive experiences, personalized services, and upscale accommodations.

M

MICE (Meetings, Incentives, Conferences, and Exhibitions)

A type of travel related to business tourism, where events, conferences, and meetings are the primary purpose.

Medical Tourism

Travel undertaken by individuals for the purpose of receiving medical treatments or procedures in another country.

Mint

Destination International's meeting industry database.

Mobile Responsive

An approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience across a wide range of devices (from desktop computer monitors to mobile phones).

Glossary of Travel and Tourism Industry Terms

N

Niche Tourism

Specialized tourism catering to a specific interest or activity, such as wine tourism, adventure tourism, or cultural tourism.

Need Periods

Referencing a period of time when visitor volume is down.

O

Outbound Tourism

Residents of a country traveling to international destinations.

OTA

Online Travel Agency such as Expedia, Travelocity, Orbitz or Ctrip (China).

Glossary of Travel and Tourism Industry Terms

P

Package Tour

A pre-arranged trip that includes various elements such as transportation, accommodations, and sometimes meals or activities, sold as a single product.

Peak Season (High Season)

The period of the year when tourism demand is highest, often characterized by higher prices and larger crowds.

PPC

Pay-per-click (online ads or promoted videos).

R

Receptive Operator

A local travel agency or tour operator that handles the arrangements for travelers at the destination.

Referral

List of qualified FCVB stakeholders sent to meeting planners or media outlets.

Glossary of Travel and Tourism Industry Terms



Sales Mission

Proactively selling and showcasing Fredericksburg and Gillespie County, Texas in other markets.

Site Visit

(also known as Site Inspection) Tour of property or meeting space to familiarize a potential client.

SEM

Search-engine marketing – internet marketing that helps improve visibility in search engine results.

SEO

Search-engine optimization formatting and writing content to perform at its highest level in online searches.

STR

Smith Travel Research, Inc. (purchased by Co-Star Group), provides benchmarking reports utilized by hotels.

Glossary of Travel and Tourism Industry Terms

T

Target Audience

Particular group of people, identified as the intended recipient of an advertisement or message.

Travel Texas

State travel office, promoting visitation to the entire state of Texas.

Transient

Individual traveler not traveling for group/meetings business.

Travel Trade

Collective term for tour operators, wholesalers and travel agents.

U

U.S. Travel Association

National, non-profit organization representing all components of the travel industry that generates over \$2.1 trillion in economic output and supports over 15 million American jobs.

Glossary of Travel and Tourism Industry Terms

V

VFR

Visiting friends and relatives.

W

Wholesaler

A company that purchases travel services in bulk (such as flights or hotel rooms) and sells them to travel agents or tour operators at discounted rates.

Y

Yield Management

A strategy used by airlines and hotels to maximize revenue by adjusting prices based on demand, occupancy rates, and other factors.