

Fredericksburg®

THE TEXAS HILL COUNTRY
Convention and Visitor Bureau

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FREDERICKSBURG CONVENTION AND VISITOR BUREAU FORGES NEW PARTNERSHIP WITH AWARD-WINNING ADVERTISING AGENCY, IDEA PEDDLER

Strategic alliance set to amplify Fredericksburg's tourism appeal, focusing on sustainable growth and celebrating the city's rich heritage.

FREDERICKSBURG, Texas (October 2, 2023) – The [Fredericksburg Convention and Visitor Bureau](#) (FCVB) and its Board of Directors are pleased to announce its new agency partnership with the Austin-based, [Idea Peddler](#). The agency, founded in 2015, boasts an impressive client roster including the New Mexico Tourism Department, Taos Ski Valley, EVO Entertainment Group, and the City of Palm Desert, California. Their strategic creative approach, exemplified by the ESTO award-winning UNITE Palm Desert campaign, combined with their bespoke approach to addressing client needs, earned them this significant project.

The rigorous selection process ultimately favored Idea Peddler due to their passionate commitment to Fredericksburg's sustainable growth and their keen focus on heritage and stewardship. Their unique strategy to attract high-value visitors, encompassing both group and leisure travelers, distinguished them from the rest.

"We're thrilled to embark on this new journey with Idea Peddler. Their track record of success, combined with their dedication to our community's values, makes them the ideal partner for us," said Brady Closson, President/CEO of the Fredericksburg Convention and Visitor Bureau.

The Fredericksburg CVB's recent stewardship campaign promoting responsible tourism is noteworthy. With Idea Peddler onboard, the Bureau aims to augment this sentiment, with a particular emphasis on attracting group and leisure travelers, while embracing and promoting the rich heritage of Fredericksburg and Gillespie County, so it continues to be a special place to live and visit.

"We are honored to have been chosen to partner with the Fredericksburg CVB." noted Idea Peddler founder Cimin Ahmadi Cohen. "We are committed to leveraging top-tier creative strategies and data-driven methods to ensure Fredericksburg and the community achieve the recognition and ideal visitors they deserve."

Work is set to begin on October 1, 2023. While the exact date for the campaign launch is still being finalized, both parties are optimistic about a bright future in 2024 and beyond.

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ABOUT FREDERICKSBURG CONVENTION AND VISITOR BUREAU

The mission of the Fredericksburg Convention and Visitor Bureau is to market Fredericksburg and Gillespie County as a premier travel destination on the regional, national and international stage thereby creating a positive impact on the local economy and the quality of life here.

ABOUT IDEA PEDDLER:

Idea Peddler, founded in 2015, is a full-service marketing firm offering big-agency expertise with boutique-agency service. Through the creation of bespoke campaigns, Idea Peddler delivers on clients' unique goals and follows through with exceptional execution. Named a *Clutch 100* Fastest Growing Companies in 2022, Best Places to Work by Austin Business Journal in both 2022 and 2023, Idea Peddler holds true to the promise of doing good work for nice people. For more information on Idea Peddler and to learn more about services offered, please visit ideapeddler.com or connect on [Instagram](#) or [LinkedIn](#).