

Datafy Hotel Reports

4th Quarter- October-December 2025

2025 Annual

1st Quarter- January-March 2026

Reports reflect data collected from visitors to Boerne hotels within the city limits for the dates above that came from 50 + miles away.

Please note: 1-day trips have been excluded from hotel reports to better isolate overnight stays in Boerne hotels.

Datafy Hotel Report: Visitor Trip Data

Length of Stay by Top DMAs ▾ Q4 2025

DMA	Avg Length of Stay	Share of Trips
Houston	2.9 Days	22.55%
Dallas-Ft. Worth	2.9 Days	16.88%
Austin	2.4 Days	9.88%
Corpus Christi	2.7 Days	6.29%
San Antonio	2.2 Days	5.97%
Waco-Temple-Bryan	2.5 Days	5.26%
Harlingen-Wslco-Brnsvl-Mca	2.6 Days	5.23%
San Angelo	2.5 Days	5.20%
Odessa-Midland	2.6 Days	4.68%
Tyler-Longview-Lfkn&Ncgd	2.5 Days	3.21%
Beaumont-Port Arthur	3.2 Days	1.95%

Length of Stay by Top DMAs ▾ FY 2025

DMA	Avg Length of Stay	Share of Trips
Houston	2.9 Days	14.96%
Dallas-Ft. Worth	3 Days	11.53%
Austin	2.6 Days	6.91%
Corpus Christi	2.7 Days	4.68%
Harlingen-Wslco-Brnsvl-Mca	2.8 Days	4.24%
Waco-Temple-Bryan	2.7 Days	4.18%
San Antonio	2.5 Days	3.65%
Odessa-Midland	2.8 Days	3.53%
Abilene-Sweetwater	2.8 Days	2.45%
Lubbock	3.1 Days	2.34%
San Angelo	2.8 Days	2.19%

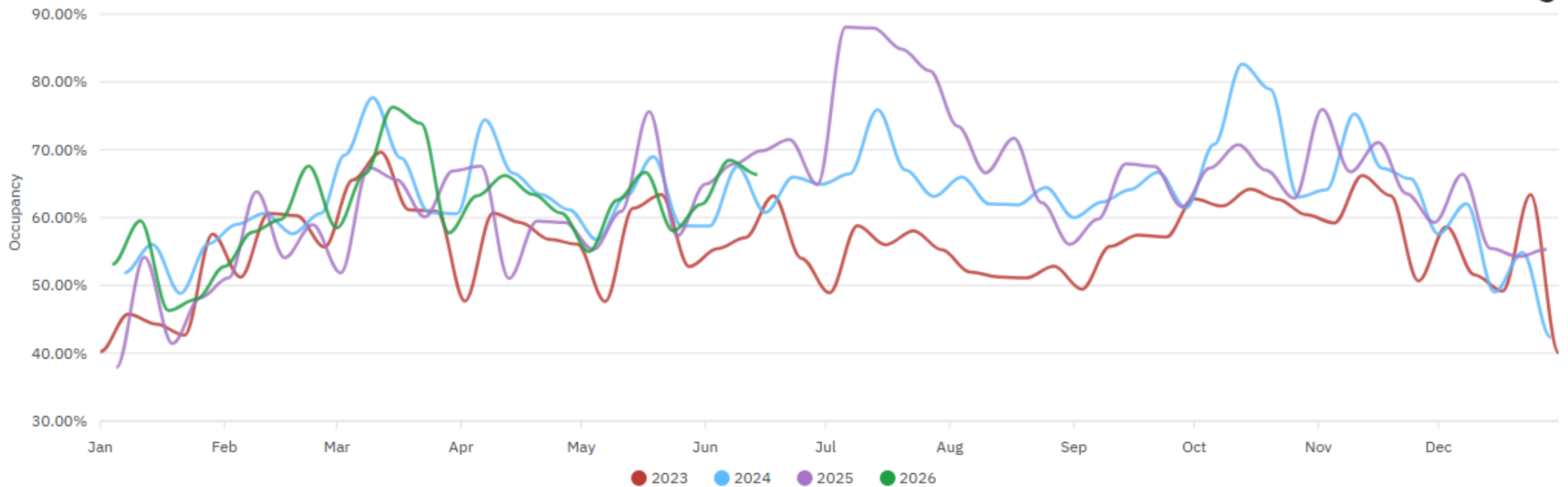
Length of Stay by Top DMAs ▾ Q1 2026

DMA	Avg Length of Stay	Share of Trips
Houston	3.1 Days	21.74%
Dallas-Ft. Worth	3.3 Days	14.33%
Austin	2.6 Days	8.88%
Amarillo	3.1 Days	6.15%
Corpus Christi	2.8 Days	6.07%
San Antonio	2.9 Days	5.84%
Abilene-Sweetwater	2.9 Days	5.50%
Waco-Temple-Bryan	2.8 Days	5.28%
Harlingen-Wslco-Brnsvl-Mca	3.3 Days	5.15%
Odessa-Midland	3.1 Days	4.28%
Victoria	3.4 Days	1.77%

Datafy Hotel Report: Visitor Trip Data Trends

Annual Comparison 2023-2026

CoStar **Occupancy** ▾



Datafy Hotel Report: Visitor Day Data & Trends

Compared to the same period in the previous year.

4th Quarter 2025

Top DMAs for 10/01/25 - 12/31/25			
DMA	Share of Trips	Total Trips	% Change in Trips
Houston	16.1%	4,117	↗ 19.32%
Dallas-Ft....	12%	3,083	↗ 18.40%
Austin	7%	1,804	↗ 34.42%
Corpus C...	4.5%	1,148	↗ 24.10%
San Anto...	4.3%	1,090	↗ 25.63%
Waco-Te...	3.7%	961	↗ 19.57%
Harlingen...	3.7%	955	↗ 30.66%
San Angelo	3.7%	950	↗ 18.27%

Annual 2025

Top DMAs for 1/01/25 - 12/31/25			
DMA	Share of Trips	Total Trips	% Change in Trips
Houston	15%	12,683	↗ 14.50%
Dallas-Ft....	11.5%	9,776	↗ 17.92%
Austin	6.9%	5,855	↗ 25.47%
Corpus C...	4.7%	3,968	↗ 30.51%
Harlingen...	4.2%	3,590	↗ 11.39%
Waco-Te...	4.2%	3,540	↗ 20.52%
San Anto...	3.6%	3,094	↗ 14.92%
Odessa-...	3.5%	2,993	↗ 12.68%

1st Quarter 2026

Top DMAs for 1/01/26 - 3/31/26			
DMA	Share of Trips	Total Trips	% Change in Trips
Houston	21.7%	3,086	↗ 0.42%
Dallas-Ft....	14.3%	2,034	↘ 14.51%
Austin	8.9%	1,260	↘ 6.00%
Amarillo	6.2%	873	— —
Corpus C...	6.1%	861	↘ 4.50%
San Anto...	5.8%	829	↘ 20.81%
Abilene-S...	5.5%	780	↗ 30.48%
Waco-Te...	5.3%	749	↘ 14.81%

Hill Country Mile Reports

4th Quarter- October-December 2025

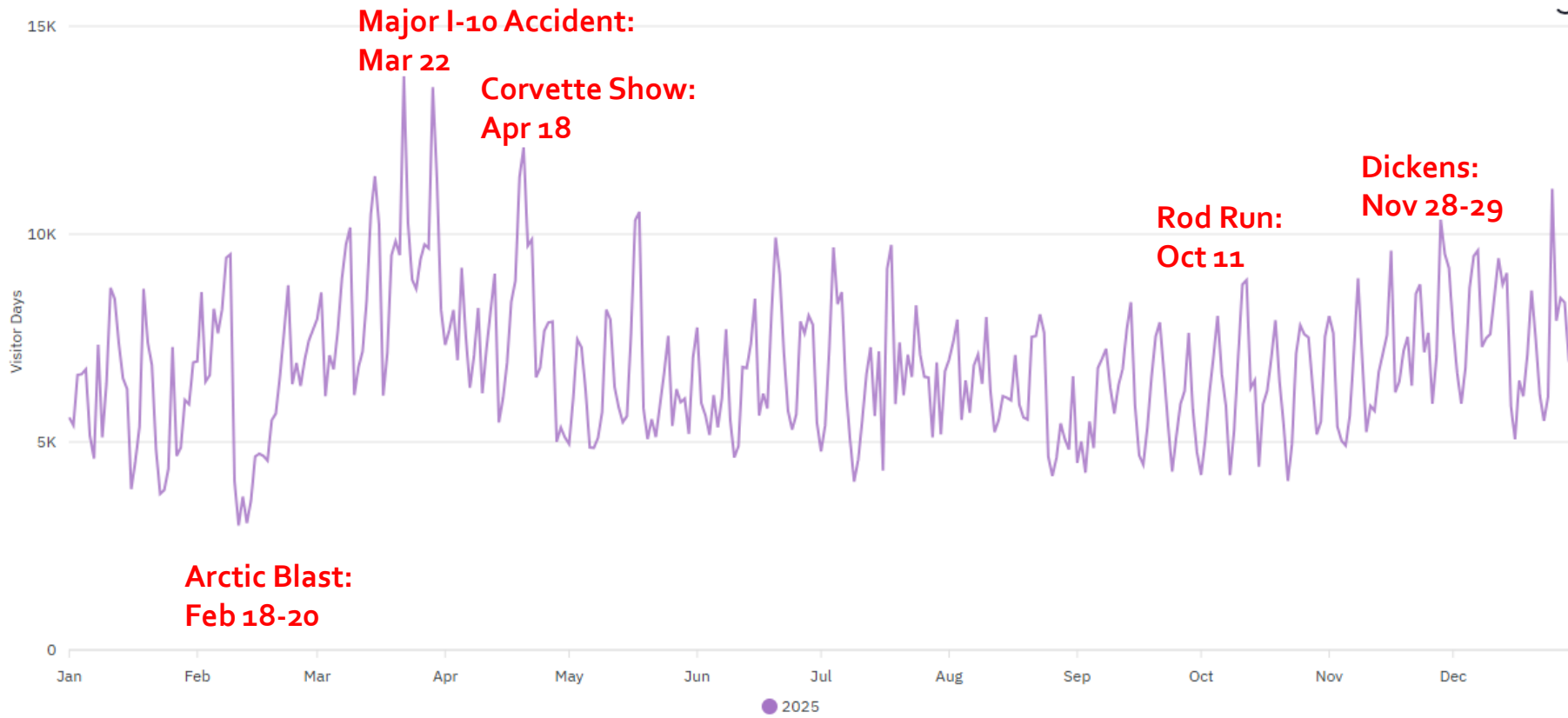
2025 Annual

1st Quarter- January-March 2026

Reports reflect data collected from visitors to the Hill Country Mile for the dates above. This includes locals and single-day visits as well.

Datafy Hill Country Mile Reports

2025 Annual- Main Street Visitation

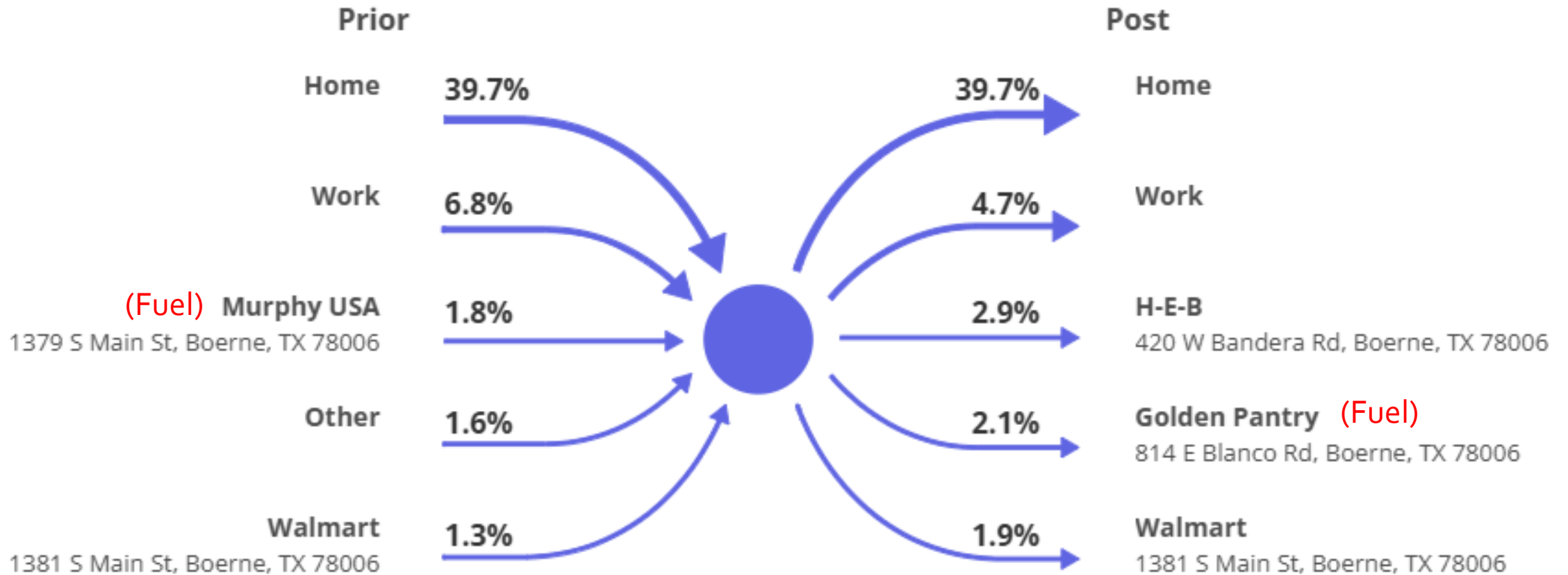


Top Markets

City	Share of Visitor Days
Boerne, TX	55.11%
San Antonio, TX	10.58%
Bergheim, TX	3.11%
Comfort, TX	2.63%
Bandera, TX	1.53%
Bulverde, TX	1.18%
Kerrville, TX	1.16%
Pipe Creek, TX	1.14%
Spring Branch, TX	0.97%
New Braunfels, TX	0.83%
Helotes, TX	0.81%

Placer Hill Country Mile Reports

2025 Traffic Flow



Datafy Hill Country Mile Report: Visitor Day Data & Trends

Compared to the same period in the previous year.

4th Quarter 2025

Top Cities			
for 10/01/25 - 12/31/25			
City	Share of Trips	Total Trips	% Change in Trips
Boerne, TX	56.7%	393,549	↗ 2.62%
San Anto...	12.3%	85,619	↗ 3.51%
Bergheim...	2.8%	19,417	↘ 18.47%
Comfort, ...	2.5%	17,121	↗ 3.32%
Bandera, ...	1.6%	10,769	↗ 0.63%
Pipe Cree...	1.2%	8,243	↘ 1.79%
Helotes, TX	1.1%	7,353	↘ 3.33%
Bulverde,...	1%	7,243	↘ 6.58%

Annual 2025

Top Cities			
for 1/01/25 - 12/31/25			
City	Share of Trips	Total Trips	% Change in Trips
Boerne, TX	56.5%	1,501,205	↗ 3.05%
San Anto...	10.9%	288,772	↘ 2.48%
Bergheim...	3.1%	81,628	↘ 8.28%
Comfort, ...	2.4%	64,922	↗ 0.09%
Bandera, ...	1.6%	42,173	↗ 0.69%
Pipe Cree...	1.2%	31,294	↘ 1.38%
Bulverde,...	1.1%	29,291	↗ 2.65%
Kerrville, ...	1.1%	27,987	↗ 2.75%

1st Quarter 2026

Top Cities			
for 1/01/26 - 3/31/26			
City	Share of Trips	Total Trips	% Change in Trips
Boerne, TX	57.6%	396,225	↗ 1.00%
San Anto...	10.6%	72,788	↘ 0.73%
Bergheim...	3.2%	22,059	↘ 21.83%
Comfort, ...	2.6%	18,086	↘ 3.87%
Bandera, ...	1.7%	11,980	↗ 1.69%
Bulverde,...	1.3%	8,652	↘ 7.63%
Pipe Cree...	1.2%	8,131	↗ 0.19%
Kerrville, ...	1.2%	8,062	↗ 0.71%

Placer Hill Country Mile Rod Run Event Traffic: October 11

VISITS: 7.9k

AVG. DURATION: 82 min.

HOUSEHOLD: 2.72 ppl.

**MEDIAN HOUSEHOLD
INCOME: \$106.8k**

ETHNICITY: White (54.5%)











Visitors by Origin

DMA	Visits (% of Total)
San Antonio Texas	8.1K (82.2%)
Austin Texas	386 (3.9%)
Houston Texas	329 (3.3%)
Dallas-Ft. Worth Texas	175 (1.8%)
Corpus Christi Texas	121 (1.2%)
Waco-Temple-Bryan Texas	65 (0.7%)
Laredo Texas	51 (0.5%)
San Angelo Texas	49 (0.5%)

Visitors by Origin: Areas visitors came from.

Favorite Places: Other visited places also visited during the selected time frame

Favorite Places

Rank	Name	Visitors (%)
1	 Tre Pizzeria 103 N Main St, Boerne, TX 78006	774 (7.8%)
2	 Black Rifle Coffee Company 101 S Main St suite a, Boerne, TX 78006	709 (7.2%)
3	 Hungry Horse Restaurant and Catering 109 S Saunders St, Boerne, TX 78006	657 (6.6%)
4	 The Dienger Trading Co. 210 N. Main Street, Boerne, TX 78006	647 (6.5%)
5	 259 Brantley's Bistro & Bar 259 S Main St, Boerne, TX 78006	638 (6.5%)
6	 Bank of America 115 W San Antonio Ave, Boerne, TX 78006	598 (6.1%)
7	 Valero Energy 211 S Main St, Boerne, TX 78006	361 (3.7%)
8	 Mr D's Convenience Store 211 S Main St, Boerne, TX 78006	358 (3.6%)
9	 Cypress Grille 170 S Main St, Boerne, TX 78006	307 (3.1%)
10	 Tusculum Brewing Company 236 S Main St, Boerne, TX 78006	295 (3%)

Placer Dickens on Main Event Traffic: November 28 & 29

VISITS: 55k

AVG. DURATION: 87 min.

HOUSEHOLD: 2.72 ppl.

**MEDIAN HOUSEHOLD
INCOME: \$108.4k**

ETHNICITY: White (50.3%)











Visitors by Origin

DMA	Visits (% of Total)
San Antonio Texas	42.4K (77.1%)
Houston Texas	2.1K (3.8%)
Austin Texas	1.7K (3.2%)
Dallas-Ft. Worth Texas	1.6K (2.8%)
Corpus Christi Texas	823 (1.5%)
Waco-Temple-Bryan Texas	712 (1.3%)
Harlingen-Wslco-Brnsvl-... Texas	685 (1.2%)
Odessa-Midland Texas	292 (0.5%)

Visitors by Origin: Areas visitors came from.

Favorite Places: Other visited places also visited during the selected time frame

Favorite Places

Rank	Name	Visitors (%)
1	 259 Brantley's Bistro & Bar 259 S Main St, Boerne, TX 78006	7.7K (15%)
2	 Tre Pizzeria 103 N Main St, Boerne, TX 78006	6.6K (12.8%)
3	 Cypress Grille 170 S Main St, Boerne, TX 78006	3.8K (7.3%)
4	 The Dienger Trading Co. 210 N. Main Street, Boerne, TX 78006	3.5K (6.9%)
5	 Valero Energy 211 S Main St, Boerne, TX 78006	3K (5.8%)
6	 Rewby Boutique & Salon 322 S Main St, Boerne, TX 78006	3K (5.8%)
7	 Bank of America 115 W San Antonio Ave, Boerne, TX 78006	2.9K (5.6%)
8	 Tusculum Brewing Company 236 S Main St, Boerne, TX 78006	2.7K (5.3%)
9	 Black Rifle Coffee Company 101 S Main St suite a, Boerne, TX 78006	2K (3.8%)
10	 Whataburger 621 W Bandera Rd, Boerne, TX 78006	1.5K (3%)

Placer Corvette Show Event Traffic: April 18

VISITS: 7.5k

AVG. DURATION: 79 min.

HOUSEHOLD: 2.63 ppl.

MEDIAN HOUSEHOLD INCOME: \$95k

ETHNICITY: White (52.2%)











Visitors by Origin

DMA	Visits (% of Total)
San Antonio Texas	5.9K (78.3%)
Austin Texas	310 (4.1%)
Houston Texas	292 (3.9%)
Dallas-Ft. Worth Texas	132 (1.8%)
Waco-Temple-Bryan Texas	115 (1.5%)
Corpus Christi Texas	105 (1.4%)
Harlingen-Wslco-Brnsvl-... Texas	103 (1.4%)
El Paso (Las Cruces) Texas	69 (0.9%)

Visitors by Origin: Areas visitors came from.

Favorite Places: Other visited places also visited during the selected time frame

Favorite Places

Rank	Name	Visitors (%)
1	 Black Rifle Coffee Company 101 S Main St suite a, Boerne, TX 78006	592 (7.9%)
2	 Tre Pizzeria 103 N Main St, Boerne, TX 78006	532 (7.1%)
3	 The Dienger Trading Co. 210 N. Main Street, Boerne, TX 78006	434 (5.8%)
4	 Bank of America 115 W San Antonio Ave, Boerne, TX 78006	383 (5.1%)
5	 Hungry Horse Restaurant and Catering 109 S Saunders St, Boerne, TX 78006	374 (5%)
6	 Cypress Grille 170 S Main St, Boerne, TX 78006	327 (4.4%)
7	 Botero Tapas + Wine Bar 161 S Main St, Boerne, TX 78006	308 (4.1%)
8	 259 Brantley's Bistro & Bar 259 S Main St, Boerne, TX 78006	255 (3.4%)
9	 Valero Energy 211 S Main St, Boerne, TX 78006	231 (3.1%)
10	 Las Guitarras Cocina Mexicana 911 S Main St, Boerne, TX 78006-2656	229 (3%)