

BOERNE CONVENTION AND VISITORS BUREAU



MISSION STATEMENT



The Boerne Convention and Visitors Bureau is committed to sharing the Boerne experience, resulting in an increase in hotel revenues and positively impacting the local economy.

La Oficina de Convenciones y Visitantes de Boerne se ha comprometido a compartir la experiencia Boerne, lo que resulta en un aumento en los ingresos de hoteles y un impacto positivo en la economía local.

SOCIAL MEDIA & E-MAIL MARKETING STATISTICS



08/30/14

8,636



08/30/15

17,591

% Change

+103.69



1,437

1,898

+ 32.08



16,411

18,337

+ 11.74

HOTEL PERFORMANCE

2nd QUARTER 2015

OCCUPANCY



	<u>2014</u>	<u>2015</u>	<u>% CHANGE</u>
BOERNE	64.1	63.2	- 1.40
BANDERA	58.9	51.8	- 12.05
FREDERICKSBURG	56.8	55.2	- 2.82
KERRVILLE	57.9	55.5	- 4.15
NEW BRAUNFELS	59.6	56.7	- 4.87
SAN MARCOS	70.0	75.5	+ 7.86
SAN ANTONIO	68.5	65.5	- 4.38

HOTEL PERFORMANCE

2nd QUARTER 2015

ADR



	<u>2015</u>	<u>% CHANGE</u>
BOERNE	88.12	+ 9.1
BANDERA	119.04	+ 4.9
FREDERICKSBURG	136.47	+ 5.7
KERRVILLE	85.45	+ 1.0
NEW BRAUNFELS	107.42	+ 3.6
SAN MARCOS	84.90	+ 3.9
SAN ANTONIO	113.00	+ 2.8

HOTEL PERFORMANCE

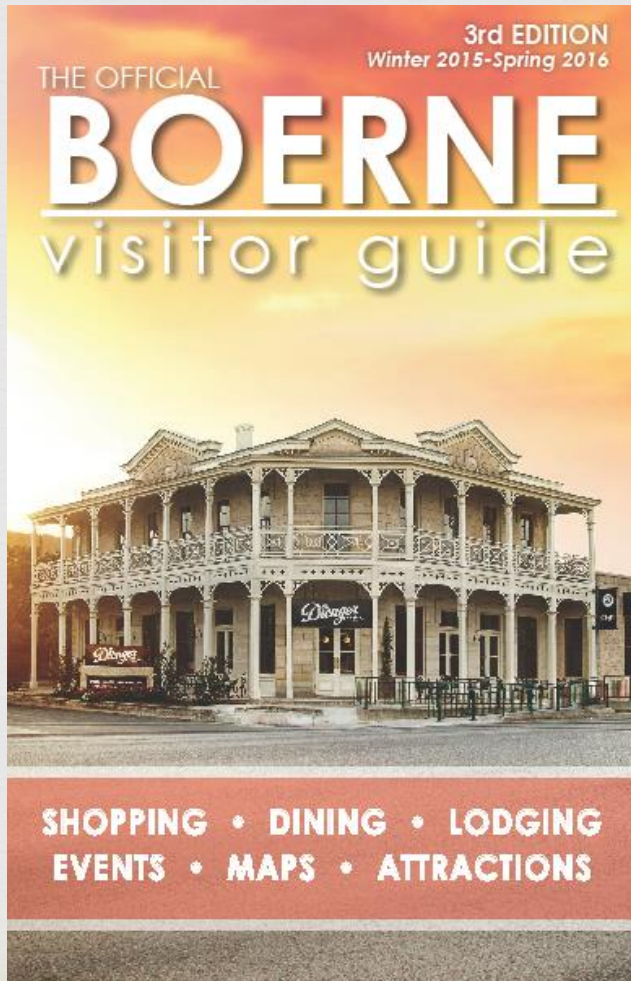
2nd QUARTER 2015

REVENUES



	<u>2014</u>	<u>2015</u>	<u>CHANGE</u>	<u>% Change</u>
BOERNE	1,994,012	2,153,794	+ 159,782	+ 8.01
BANDERA	1,577,125	1,481,640	- 95,485	- 6.05
FREDERICKSBURG	9,494,404	10,539,762	+ 1,045,358	+ 11.01
KERRVILLE	4,571,523	4,726,727	+ 155,204	+ 3.40
NEW BRAUNFELS	15,443,891	15,758,044	+ 314,153	+ 2.03
SAN MARCOS	8,701,459	10,621,778	+ 1,920,319	+ 22.07
SAN ANTONIO	265,282,877	260,663,050	- 4,619,827	- 1.74

FALL EDITION OF THE BOERNE VISITORS GUIDE



FALL VISITOR'S GUIDE

- Currently in Production
- Spring issue contained 62 Adds
- 10K Copies of Spring Guides Printed and Placed In:
 - All Hotel Rooms
 - Chamber of Commerce
 - Throughout Town
 - Boerne CVB & Others CVB's

ADVERTISING SCHEDULE

2015 - 2016



PRINT CAMPAIGNS

- Texas Highways Magazine
- Texas Events Calendar
- Texas Hill Country Trail - Passport

INTERNET CAMPAIGNS

- Tourtexas.com
- Austinmonthly.com
- Houstonia.com
- Tripadvisor.com
- Texasmonthly.com
- Austin CVB

E-MAIL MARKETING

- Campaign Monitor - CVB Newsletter
- Texas Monthly Travel Trip Planner E-Blast
- Austin Monthly "The Scoop" -Banner Ad
- Austin CVB E-Newsletter-Listing
- Tour Texas Feature E-Newsletter

SAN ANTONIO AND THE TEXAS HILL COUNTRY



RECENT MEXICO VISITORS TO BOERNE

- **July - Ritmoson - Latin Version of MTV/VH1 - Travel Promo Segments**
20 Segments @ \$,3,500 per segment - Media Value to Boerne - \$70,000
Facebook Following: 4,366,846
Twitter: 392,000
TV Audience Reach - 8.5 Million Consumers with Repetitions
- **Sept - Volaris FAM - 16 Travel Writers, Tour Operators & Media personalities from Guadalajara**
- **Oct - AeroMexico - 15 Travel Writers from Mexico City**

TOURISM & COMMUNICATIONS INTERNATIONAL OUTREACH



- Canadian Mission
- Mexico Mission
- International POW
WOW
- World Travel Market
- Brazil Mission
- UK Mission



EPOC TIMES



- Distributed Throughout State
- Primarily Houston Area
- Circulation – 10,000 per week
- It's working!



STRATEGIC MARKETING PLAN



V. Community Support

- A. Hill Country Mile
- B. PHPL Amphitheater
- C. Public Art
- D. Events/Festivals/Promotions
- E. Economic Development

VI. Professional Education

- A. TTIA Texas DMO Empowerment
- B. Leadership Boerne
- C. TTIA Tourism Summer College
- D. TTIA Texas Travel Summit
- E. TACVB
- F. Texas Hill Country Trail

VII. Boards and/or Commissions Serviced

- A. TTIA Board
- B. Nationwide Meetings National Board
- C. Texas Hill Country Trail