Datafy Hotel Report
July-September 2024

Reports reflect data collected from visitors to Boerne hotels within the city limits from July 1 through September 30, 2024, that came from 50 + miles away.

Datafy Hotel Report: Visitor Trip Data

PURPLE data represents a % of change from July-September 2023:

TOTAL TRIPS 31,682 Trips	**VISITOR DAYS** 87,061 Days	**AVG LENGTH OF STAY** 2.7 Days
15.8%	-6.9%	-0.67%

1-DAY TRIP 12,613 Days	**2-DAY TRIP** 25,467 Days	**3-DAY TRIP** 17,605 Days	**4-DAY TRIP** 12,190 Days	**5+ DAY TRIP** 41,920 Days
15.7%	-11.7%	-0.02%	17.9%	66.9%

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Datafy Hotel Report: Visitor Trip Data & Trends

DMA Visitation

Geo Data · Compare Dates

DMA	Visitor Days	% Change in Visitor Days
Houston	14,818	↘ 7.96%
Dallas-Ft. Worth	10,518	↘ 5.58%
Austin	5,403	↘ 3.17%
Harlingen-Wsl...	5,202	↗ 7.15%
Odessa-Midland	4,792	↗ 6.63%
Corpus Christi	4,480	↗ 65.1%
Waco-Temple-...	4,311	↗ 25.3%
San Antonio	3,611	↗ 41.2%
Abilene-Sweet...	3,608	↗ 37.7%

Top Out-of-State DMA

Albuquerque-Santa Fe

Top In-State DMA

Houston

Density Map

Geo Data

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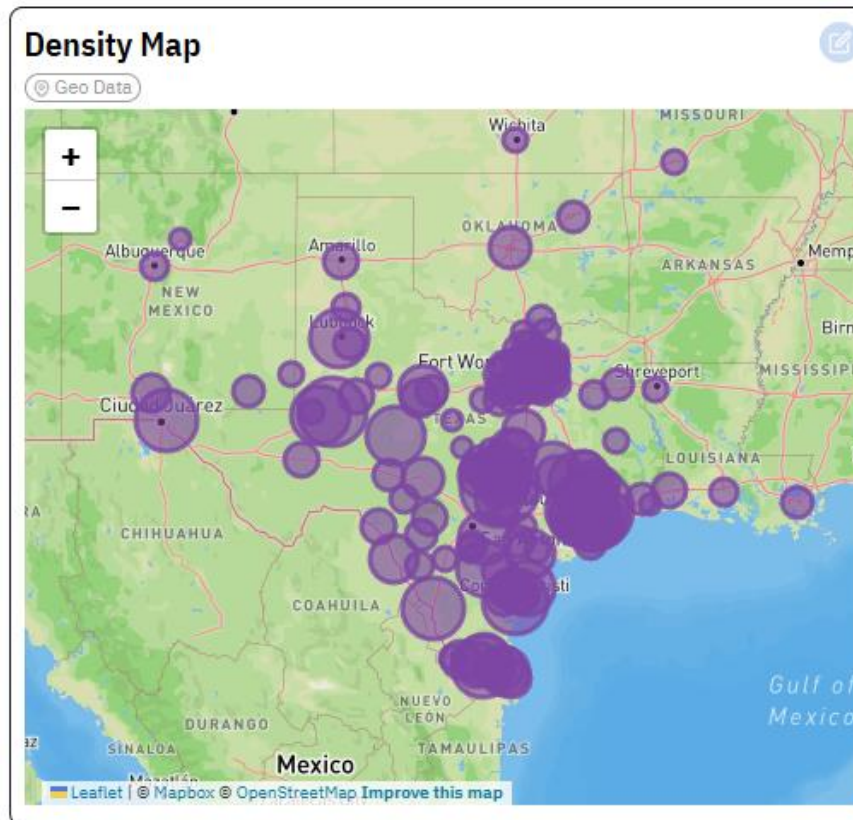
Datafy Hotel Report: Visitor Demographics

Notes in PURPLE are a comparison to the data from July-September 2023 :

Visit Boerne TEXAS

Age
- 16-24
- 25-44
- 45-64
- 65+

Hotels

| 34.6% | 29.4% | 18.9% | 17% |

Income
- $0-$50k
- $50k-$75k
- $75k-$100k
- $100k-$150k
- $150k+

Hotels

| 23.7% | 23.5% | 20.5% | 18.2% | 14% |
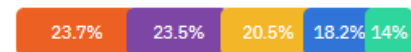
Household Size
- 1-2
- 3-5
- 6+

Hotels

| 45.4% | 44.1% | 10.6% |
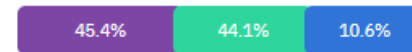
Education Level
- High School
- Bachelors
- Graduate

Hotels

| 52.9% | 41.5% | 5.62% |

Ethnicity
- Asian
- Black
- Hispanic
- Other
- White

Hotels

| 70.7% | 23% | 3.1% | 2.72% | 0.54% |

TOP AGE GROUP 45-64 34.6%
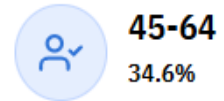
TOP INCOME LEVEL $100K-$150K 23.7%
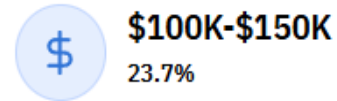
TOP HOUSEHOLD GROUP 1-2 45.4%

TOP EDUCATION LEVEL High School 52.9%

TOP ETHNICITY White 70.7%

45-65 36.2%

$150+k 27.1%

3-5 51.1%

High School 49%

White 75.1%

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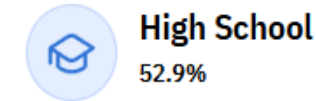
Datafy Hill Country Mile Report July-September 2024

- Reports reflect data collected from all visitors to the Hill Country Mile footprint from July 1 through September 30, 2024.

Datafy Hill Country Mile Report: Visitor Trip Data

PURPLE data represents a % of change from July-September 2023:

TOTAL TRIPS	VISITOR DAYS	AVG LENGTH OF STAY
1,277,618	1,288,522	1
↘ 8.83% vs Compare Dates	↘ 8.46% vs Compare Dates	↗ 0% vs Compare Dates
-8.8%	**-8.5%**	**0%**

1-DAY TRIP	2-DAY TRIP	3-DAY TRIP	4-DAY TRIP	5+ DAY TRIP
1,245,739 Days	20,038 Days	17,194 Days	10,711 Days	27,174 Days
-8.42%	**-2.68%**	**-2%**	**-3.4%**	**-13.2%**

Note: IH-10 construction was notable in this period in 2024 with multiple highway closures.

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Datafy Hill Country Mile Report: Visitor Trip Data & Trends

City Visitation

Geo Data · Compare Dates

City	Visitor Days	% Change in Visitor Days
Boerne, TX	800,049	⬂ 9.99%
San Antonio, TX	142,603	⬂ 2.22%
Bergheim, TX	45,132	⬂ 1.18%
Comfort, TX	34,771	⬂ 7.9%
Bandera, TX	26,747	⬂ 4.8%
Pipe Creek, TX	19,578	⬂ 9.83%
Bulverde, TX	16,619	⬂ 8.03%
Kerrville, TX	15,406	⬂ 10.5%
Spring Branch,...	14,861	⬂ 9.29%
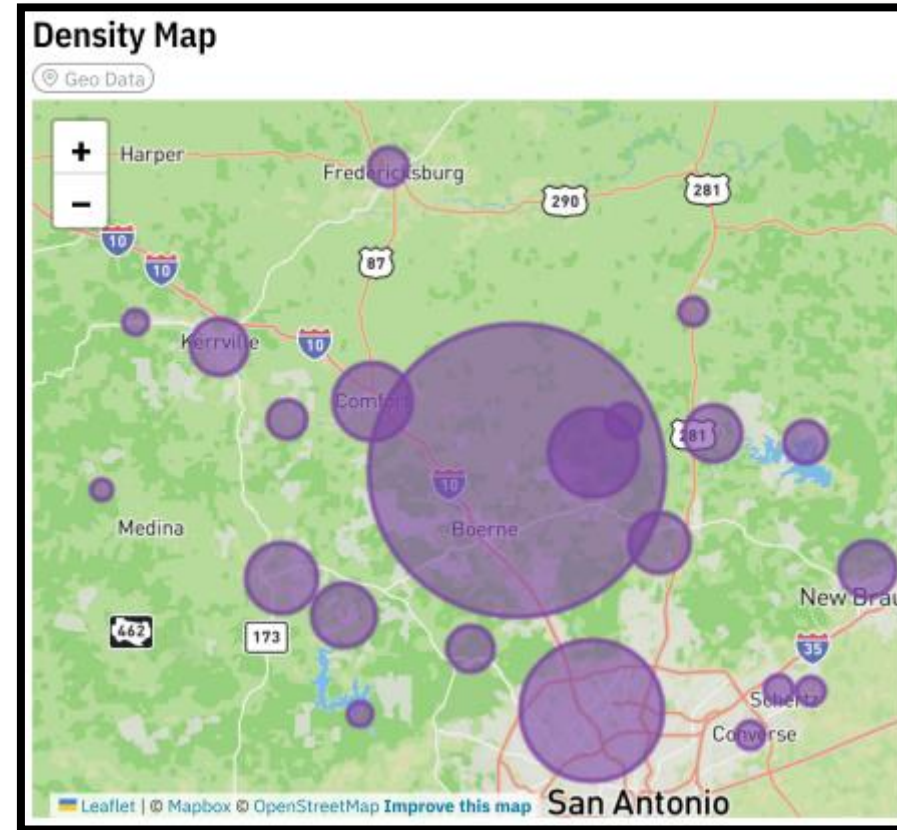
Density Map

Geo Data

Leaflet | © Mapbox © OpenStreetMap **Improve this map**

Top Out-of-State DMA	Top In-State DMA
Denver	**San Antonio**

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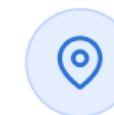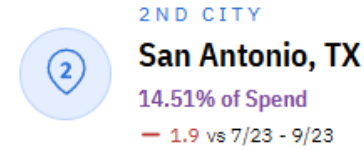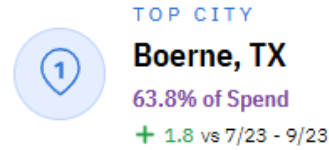
Datafy Hill Country Mile Report: Visitor Trip Data & Trends

Spending by City

City	Share of Spending for 7/24 - 9/24	Change in Share of Spending vs 7/23 - 9/23
Boerne, TX	63.8%	+ 1.82%
San Antonio, TX	14.5%	— 1.9%
Kerrville, TX	2.69%	+ 0.08%
Bandera, TX	1.7%	— 0.02%
Spring Branch, TX	1.43%	— 0.56%
Comfort, TX	1.04%	+ 0.01%
Fredericksburg, TX	0.99%	+ 0.17%
New Braunfels, TX	0.89%	+ 0.06%
Pipe Creek, TX	0.45%	+ 0.12%
Helotes, TX	0.42%	— 0.04%
Austin, TX	0.41%	— 0.02%
Schertz, TX	0.39%	+ 0.05%
Houston, TX	0.38%	+ 0.02%

TOP CITY
1 **Boerne, TX**
63.8% of Spend
+ 1.8 vs 7/23 - 9/23

2ND CITY
2 **San Antonio, TX**
14.51% of Spend
— 1.9 vs 7/23 - 9/23

3RD CITY
3 **Kerrville, TX**
2.69% of Spend
+ 0.1 vs 7/23 - 9/23

4TH CITY
4 **Bandera, TX**
1.7% of Spend
— 0.0 vs 7/23 - 9/23

5TH CITY
5 **Spring Branch, TX**
1.43% of Spend
— 0.6 vs 7/23 - 9/23

Year Over Year Spending by City — Boerne, TX

Legend: 2018, 2019, 2020, 2021, 2022, 2023

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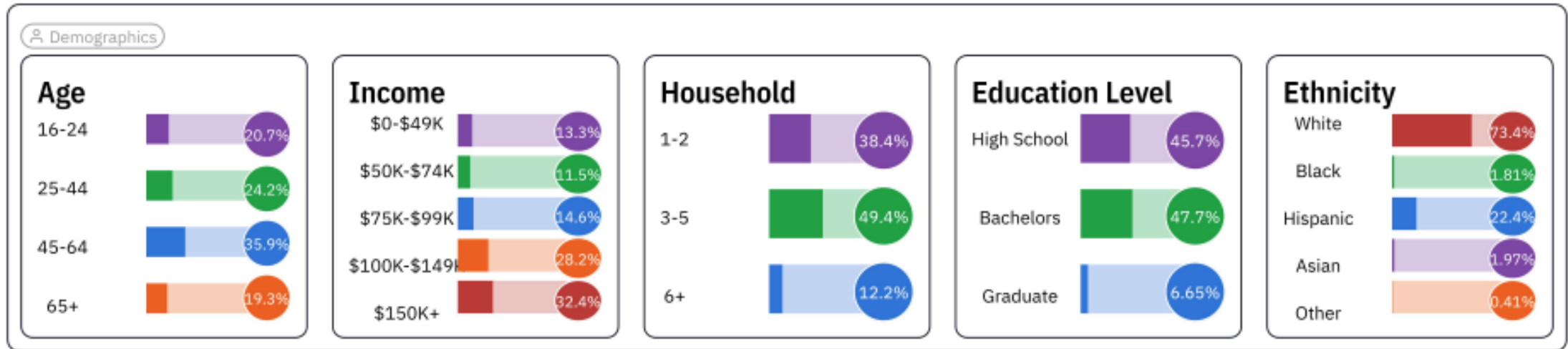
Datafy Hill Country Mile Report: Visitor Demographics

Notes in PURPLE are a comparison to the data from July-September 2023 :

45-64:
37.4%

150+k:
38.2%

3-5:
51.2%

Bachelors:
50.4%

White:
76.7%

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