

Datafy Hotel Reports

4th Quarter- October-December 2024

2024 Annual

1st Quarter- January-March 2025

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

Datafy Hotel Report: Visitor Trip Data

PURPLE data represents a % of change from same period in the previous year:

4th Quarter 2024



TOTAL TRIPS

29,770 Trips

▲ 4.51% vs Compare Dates

4.51%



VISITOR DAYS

86,498 Days

▲ 6.35% vs Compare Dates

6.35%



AVG LENGTH OF STAY

2.9 Days

▲ 0.1 Days vs Compare Dates

0.1%

Annual 2024



TOTAL TRIPS

106,491 Trips

▼ 6.77% vs Compare Dates

-6.7%



VISITOR DAYS

304,597 Days

▼ 13.2% vs Compare Dates

-13.2%



AVG LENGTH OF STAY

2.9 Days

▼ -0.2 Days vs Compare Dates

-0.2%

1st Quarter 2025



TOTAL TRIPS

26,135 Trips

▲ 14.2% vs Compare Dates

14.2%

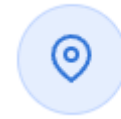


VISITOR DAYS

83,468 Days

▲ 32.4% vs Compare Dates

32.4%



AVG LENGTH OF STAY

3.2 Days

▲ 0.4 Days vs Compare Dates

0.4%

Datafy Hotel Report: Visitor Trip Data

PURPLE data represents a % of change from same period in the previous year:

4th Quarter 2024

1-DAY TRIP

11,606 Days

-7.21%

2-DAY TRIP

23,494 Days

-7.71%

3-DAY TRIP

19,163 Days

3.72%

4-DAY TRIP

12,858 Days

44.60%

5+ DAY TRIP

33,743 Days

44.61%

Annual 2024

1-DAY TRIP

43,163 Days

-12.70%

2-DAY TRIP

89,360 Days

-17.70%

3-DAY TRIP

69,532 Days

4.08%

4-DAY TRIP

45,393 Days

31.73%

5+ DAY TRIP

127,838 Days

39.50%

1st Quarter 2025

1-DAY TRIP

9,932 Days

6.58%

2-DAY TRIP

19,929 Days

3.64%

3-DAY TRIP

18,497 Days

19.21%

4-DAY TRIP

13,829 Days

25.31%

5+ DAY TRIP

35,442 Days

59.99%

Datafy Hotel Report: Visitor Day Data & Trends

4th Quarter 2024

DMA Visitation Geo Data Compare Dates		
DMA	Visitor Days	% Change in Visitor Days
Houston	17,861	↗ 6.41%
Dallas-Ft. Worth	13,032	↗ 14%
Austin	6,625	↗ 7.14%
Corpus Christi	4,279	↗ 3.25%
San Antonio	4,024	↗ 26.5%
Waco-Temple...	3,894	↘ 11.3%
Harlingen-Wsl...	3,603	↗ 16.7%
San Angelo	3,391	↗ 32%
Odessa-Midla...	3,155	↗ 35.2%
Los Angeles	3,071	↗ 53%

Annual 2024

DMA Visitation Geo Data Compare Dates		
DMA	Visitor Days	% Change in Visitor Days
Houston	57,250	↘ 13.7%
Dallas-Ft. Worth	41,012	↘ 4.22%
Austin	22,949	↘ 0.55%
Waco-Temple...	15,640	↗ 14.1%
Harlingen-Wsl...	15,363	↗ 20.3%
Corpus Christi	15,040	↗ 17%
Odessa-Midla...	13,350	↗ 31.5%
San Antonio	13,106	↗ 36.9%
Lubbock	9,940	↗ 47.7%
San Angelo	9,506	↗ 66.8%

1st Quarter 2025

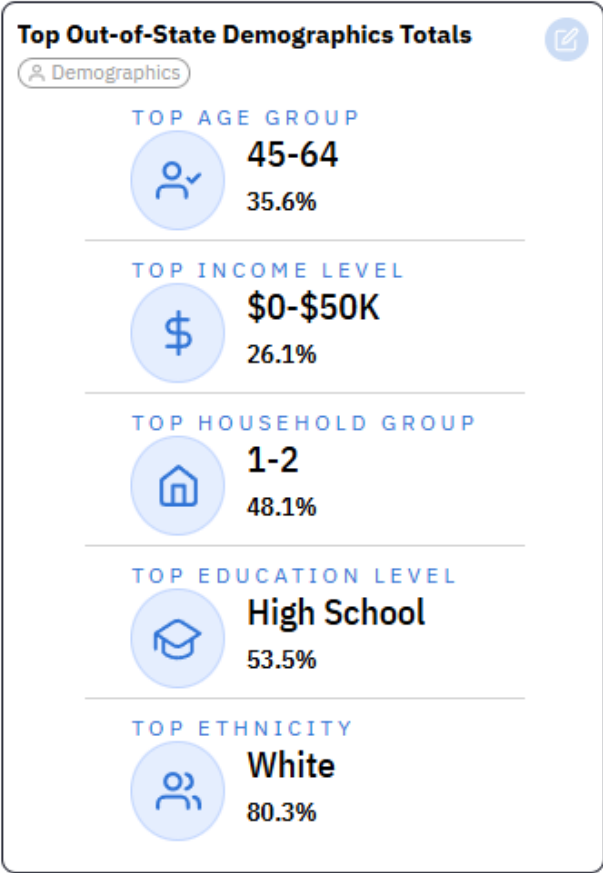
DMA Visitation Geo Data Compare Dates		
DMA	Visitor Days	% Change in Visitor Days
Houston	16,328	↗ 26.5%
Dallas-Ft. Worth	11,263	↗ 29%
Austin	6,638	↗ 24.1%
Harlingen-Wsl...	5,154	↗ 48.3%
Corpus Christi	4,833	↗ 38.6%
Waco-Temple...	4,718	↗ 21.9%
San Antonio	4,147	↗ 18.2%
Odessa-Midla...	3,750	↗ 40%
Wichita Falls ...	3,236	↗ 464.4%
Colorado Spri...	2,930	No Data

Datafy Hotel Report: Visitor Demographics

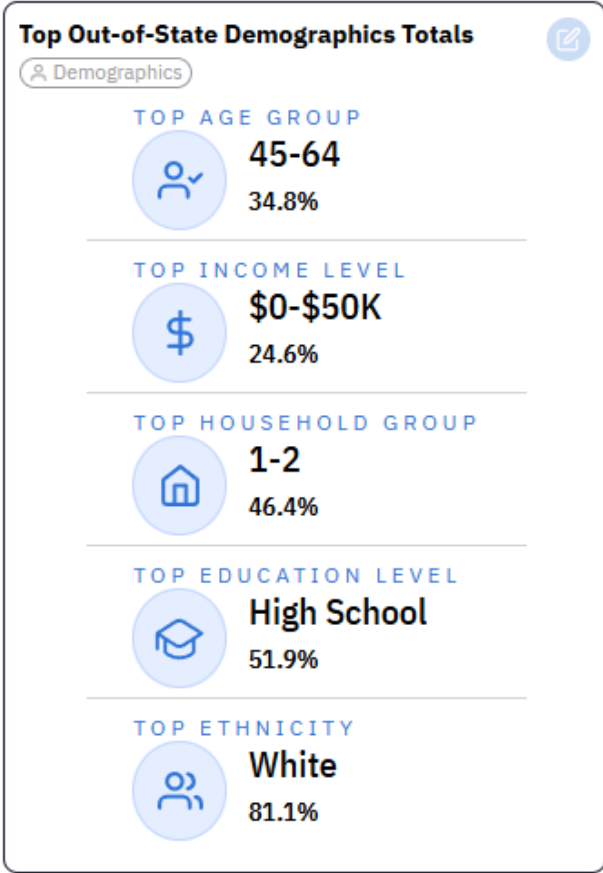


There were not any notable changes in the visitor demographics since the last meeting.

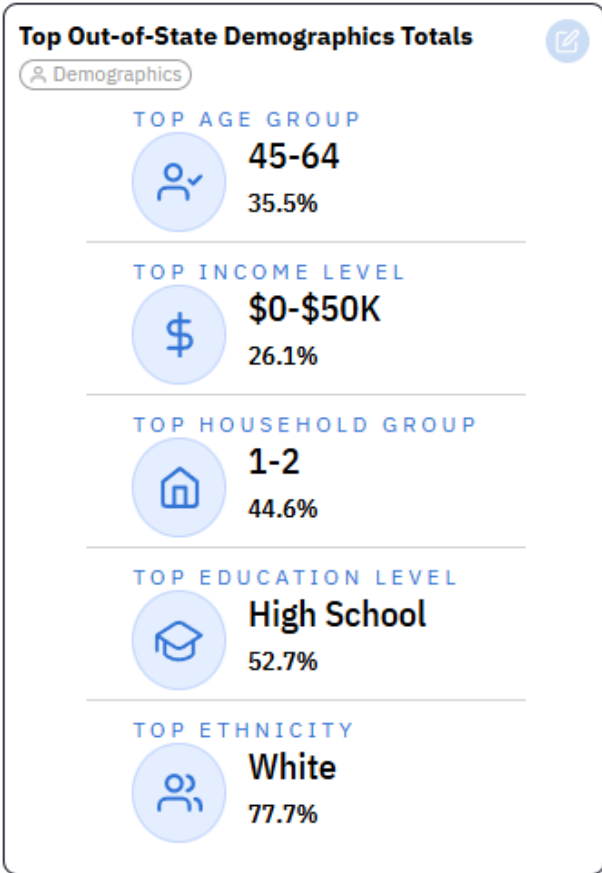
4th Quarter 2024



Annual 2024



1st Quarter 2025



Datafy Hill Country Mile Reports

4th Quarter- October-December 2024

2024 Annual

1st Quarter- January-March 2025

Reports reflect data collected from visitors to the Hill Country Mile for the dates above.

Datafy Hill Country Mile Report:

Visitor Trip Data

PURPLE data represents a % of change from same period in the previous year:

4th Quarter 2024



TOTAL TRIPS

1,481,583 Trips

▲ 0.47% vs Compare Dates

0.47%

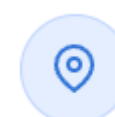


VISITOR DAYS

1,487,530 Days

▼ 1.45% vs Compare Dates

-1.45%



AVG LENGTH OF STAY

1 Days

▼ -0 Days vs Compare Dates

0.0%

Annual 2024



TOTAL TRIPS

5,150,946 Trips

▼ 3.48% vs Compare Dates

-3.48%

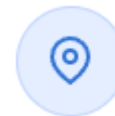


VISITOR DAYS

5,206,810 Days

▼ 3.29% vs Compare Dates

-3.29%



AVG LENGTH OF STAY

1 Days

▲ 0 Days vs Compare Dates

0.0%

1st Quarter 2025



TOTAL TRIPS

1,257,633 Trips

▲ 1.88% vs Compare Dates

1.88%

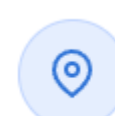


VISITOR DAYS

1,264,878 Days

▲ 1.13% vs Compare Dates

1.13%



AVG LENGTH OF STAY

1 Days

▼ -0 Days vs Compare Dates

0.0%

Datafy Hill Country Mile Report:

Visitor Trip Data

PURPLE data represents a % of change from same period in the previous year:

	1-DAY TRIP	2-DAY TRIP	3-DAY TRIP	4-DAY TRIP	5+ DAY TRIP
<u>4th Quarter 2024</u>	1,466,803 Days 0.89%	21,851 Days 8.56%	21,179 Days 1.82%	12,777 Days 5.00%	25,907 Days 0.57%
<u>Annual 2024</u>	5,096,918 Days -3.08%	75,713 Days 4.38%	70,197 Days 5.42%	40,637 Days 6.30%	92,910 Days 8.44%
<u>1st Quarter 2025</u>	1,260,829 Days 2.88%	16,240 Days 1.13%	16,538 Days 4.22%	9,115 Days -1.27%	20,511 Days -2.79%

Datafy Hill Country Mile Report: Visitor Day Data & Trends

4th Quarter 2024

City Visitation Geo Data Compare Dates		
City	Visitor Days	% Change in Visitor Days
Boerne, TX	957,441	↗ 3.26%
San Antonio, TX	151,132	↘ 2.27%
Bergheim, TX	50,384	↗ 2.68%
Comfort, TX	36,416	↗ 2.02%
Bandera, TX	26,746	↗ 0.38%
Bulverde, TX	18,710	↗ 0.89%
Pipe Creek, TX	18,585	↗ 2.1%
New Braunfel...	15,266	↗ 0.4%
Kerrville, TX	14,978	↘ 0.07%
Spring Branch...	14,871	↘ 1.75%

Annual 2024

City Visitation Geo Data Compare Dates		
City	Visitor Days	% Change in Visitor Days
Boerne, TX	3,334,528	↘ 1.02%
San Antonio, TX	532,492	↗ 1.14%
Bergheim, TX	178,919	↗ 7.87%
Comfort, TX	129,615	↗ 0.66%
Bandera, TX	96,824	↗ 2.19%
Pipe Creek, TX	68,393	↘ 2.45%
Bulverde, TX	64,643	↗ 0.4%
Kerrville, TX	57,567	↗ 1.03%
Spring Branch...	54,487	↘ 4.33%
New Braunfel...	53,656	↗ 1.59%

1st Quarter 2025

City Visitation Geo Data Compare Dates		
City	Visitor Days	% Change in Visitor Days
Boerne, TX	828,217	↗ 3.21%
San Antonio, TX	124,135	↘ 1.79%
Bergheim, TX	52,955	↗ 11.9%
Comfort, TX	34,042	↗ 3.55%
Bandera, TX	23,572	↗ 0.93%
Bulverde, TX	16,973	↗ 6.7%
Pipe Creek, TX	16,446	↗ 5.26%
Kerrville, TX	15,380	↘ 2.3%
Spring Branch...	15,187	↗ 9.48%
New Braunfel...	13,938	↗ 13.6%

Datafy Hill Country Mile Report: Visitor Trip Data & Trends



4th Quarter 2024

City	Share of Spending for 10/24 - 12/24	Change in Share of Spending vs 10/23 - 12/23
Boerne, TX	62.6%	+ 0.01%
San Antonio, TX	14.5%	- 1.07%
Kerrville, TX	2.69%	+ 0.1%
Spring Branch, TX	1.88%	+ 0.39%
Bandera, TX	1.47%	- 0.2%
Comfort, TX	1.03%	+ 0.09%
New Braunfels, TX	0.97%	+ 0.1%
Fredericksburg, TX	0.96%	- 0.01%
Austin, TX	0.47%	- 0%

Annual 2024

City	Share of Spending for 1/24 - 12/24	Change in Share of Spending vs 1/23 - 12/23
Boerne, TX	63.5%	+ 1.41%
San Antonio, TX	14.7%	- 1%
Kerrville, TX	2.68%	+ 0.15%
Bandera, TX	1.68%	- 0.05%
Spring Branch, TX	1.45%	- 0.34%
Comfort, TX	1.01%	- 0.11%
Fredericksburg, TX	0.99%	+ 0.09%
New Braunfels, TX	0.9%	+ 0%
Austin, TX	0.45%	- 0.01%

1st Quarter 2025

City	Share of Spending for 1/25 - 3/25	Change in Share of Spending vs 1/24 - 3/24
Boerne, TX	63%	- 0.58%
San Antonio, TX	14.8%	- 0.68%
Kerrville, TX	2.76%	+ 0.03%
Spring Branch, TX	2%	+ 0.69%
Bandera, TX	1.56%	- 0.16%
New Braunfels, TX	1.12%	+ 0.25%
Comfort, TX	1.08%	+ 0.08%
Fredericksburg, TX	1.02%	- 0.01%
Helotes, TX	0.51%	- 0%

Datafy Hill Country Mile Report: Visitor Trip Data & Trends

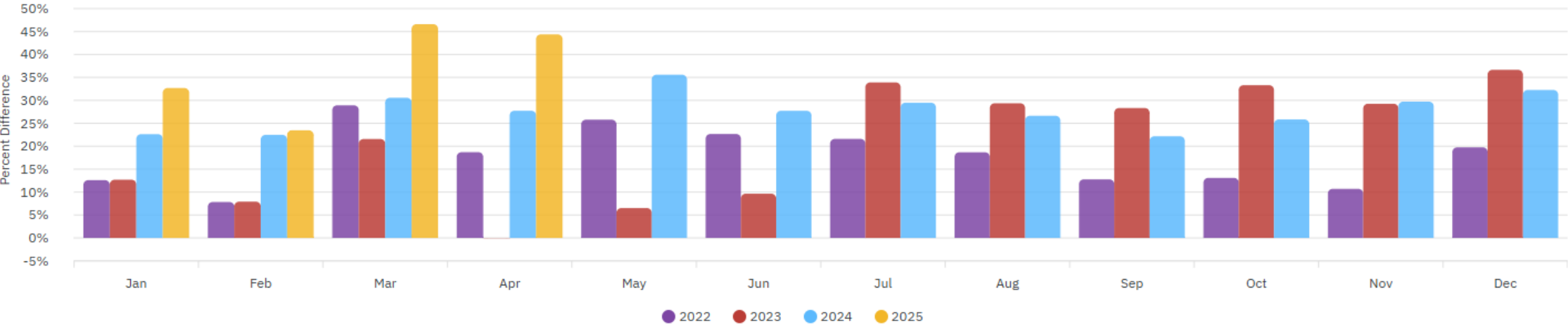


Comparison by month 2022-2025.



Spending by Year

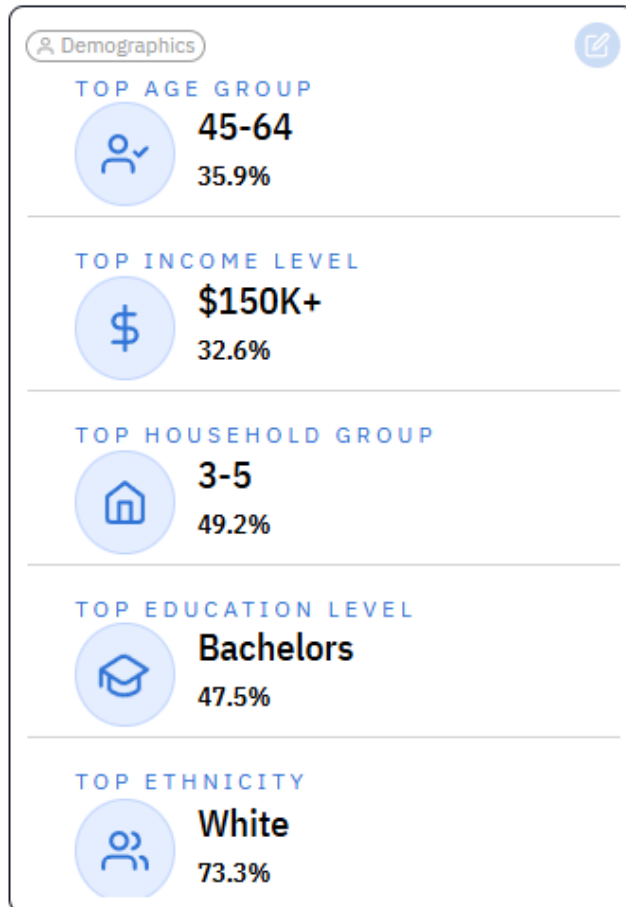
Percent Difference relative to 2018 Average



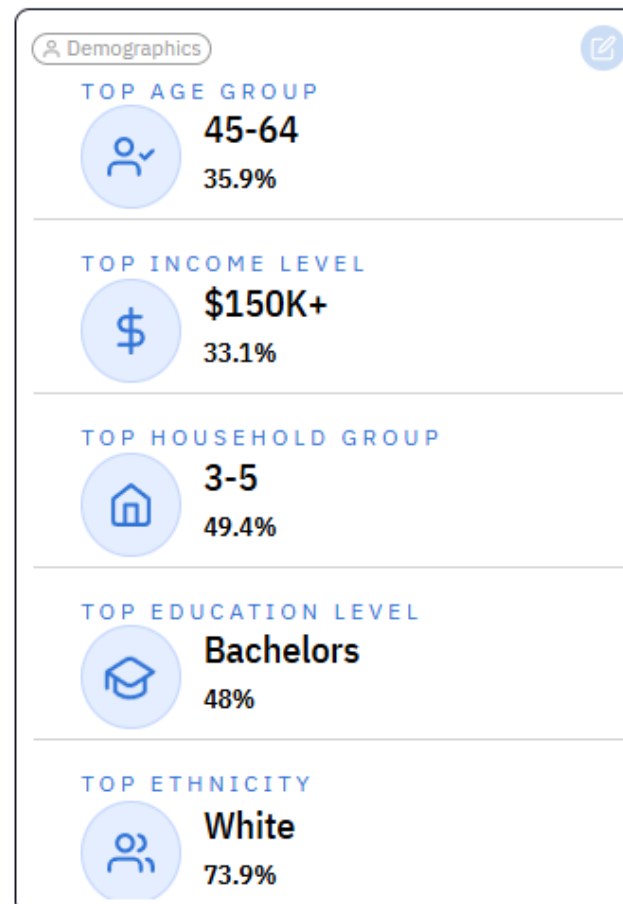
Datafy Hill Country Mile Report: Visitor Demographics

There were not any notable changes in the visitor demographics since the last meeting.

4th Quarter 2024



Annual 2024



1st Quarter 2025

