

BOERNE CONVENTION AND VISITORS BUREAU 2016 ANNUAL UPDATE



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.*

HOTEL PERFORMANCE

4th QUARTER 2016

	<u>2015</u>	<u>2016</u>	<u>CHANGE</u>
REVENUE	\$1,940,519	\$2,146,512	+ \$205,993^
OCCUPANCY	58.8 %	61.0 %	+ 2.2 %
ADR	\$ 86.30	\$ 97.70	+ \$ 9.68

HOTEL PERFORMANCE

YEAR ENDED 12/31/2016

	<u>2015</u>	<u>2016</u>	<u>CHANGE</u>
REVENUE	\$7,819,086	\$8,100,507	+ \$281,421
OCCUPANCY	49.9 %	51.0 %	+ 1.10 %
ADR	\$ 98.67	\$ 100.79	+ \$ 2.12

SOCIAL MEDIA & E-MAIL MARKETING STATISTICS



02/2016

20,285

02/2017

26,490

% CHANGE

30.59^



2,046

2,275

11.19^



1,107

1,209

9.21^

SOCIAL MEDIA & E-MAIL MARKETING STATISTICS



02/2016

Began

02/2017

2,275

% CHANGE

100.00[^]



18,763

20,707

10.36[^]

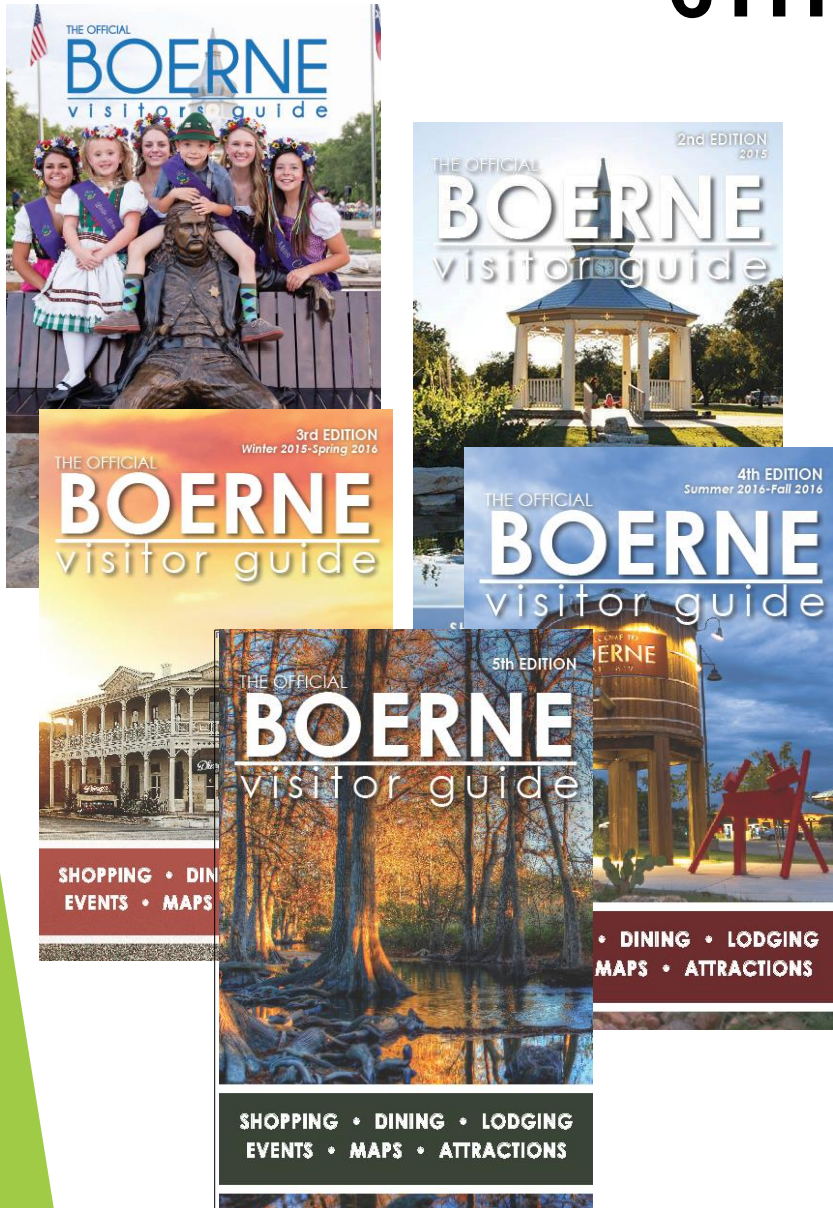


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796

100.00[^]

THE BOERNE VISITOR GUIDE 6TH EDITION



- 15K + Copies Placed In:
- All Hotel Rooms
- Chamber of Commerce
- Throughout Town
- Boerne & Other CVB's

ADVERTISING

PRINT CAMPAIGNS

- **American Airlines**
- **Austin Insider Visitor's Guide**
- **Austin Monthly**
- **Houstonia Travel Magazine**
- **San Antonio Guestbook**
- **San Antonio Current**
- **Texas Highways Magazine**
- **Texas Hill Country Trail-Passport**
- **Texas State Travel Guide**
- **Texas Events Calendars**

TEXAS HILL COUNTRY MAGAZINE



HOW TO: HAVE A PERFECT GIRLS WEEKEND IN BOERNE

We've all been there. It's time to escape with the girls and leave the everyday routine behind. Boerne has the perfect recipe for a girlfriends get away: shopping, wine, spas, fresh air, great food & a relaxing atmosphere to enjoy the company of your dear friends that you simply don't get enough time with.

Day 1: Take it Easy Strolling the Hill Country Mile

- A day of shopping takes fuel! Load up on some of the best caffeine in town at the Dienger Trading Co. Admire all the hard work this amazing historic building has seen over a tasty homemade breakfast, made from scratch.
- Serious shoppers could get lost among the sparkle of the Hill Country Mile for days! Trendy clothing boutiques for ladies, children & men, antique emporiums, jewelry stores for every taste, home & gift shops, art galleries, thrift stores & more are calling, so make sure to pack your comfy walking shoes so you can go the distance & shop ALL DAY LONG!
- Grab lunch at the Cibolo Creek Brewing Co. It's the perfect setting for a mid-day brew (it's 5 o'clock somewhere you know) & a lunch filled with the freshest, seasonal & locally sourced ingredients.
- Now that tummies are full and happy again head back up the Hill Country Mile for more SHOPPING! If anyone in your crew has a passion for history, download or grab the Historic Walking Tour to unlock stories from Boerne's past in many of the now retail establishments.
- Time to head to dinner! Whether you prefer selections from the sea or maybe something fabulous right off the grill, the Cypress Grille has you covered.
- Envision a soda fountain for Big Girls! Load up your tasting card and swipe your way around the Boerne Wine Co.



Day 2: Spa & Wineries

- A local favorite, Bear Moon Bakery offers a full breakfast buffet as well as a well-stocked case full of sweets that will make your taste buds dance.
- It wouldn't be a girl's weekend without a trip to a spa would it? Puresol Spa offers the full treatment and more! This is where it's!
- Lunch at La Cascada Table & Bar can be found on the same property as the spa & features a tasty lunch menu with soups, salads, sandwiches & more.

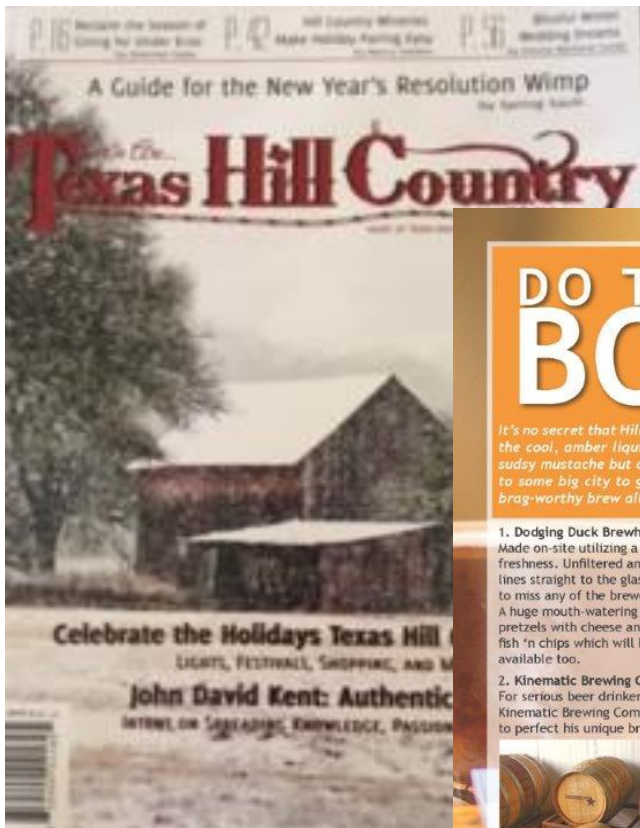


- Get ready for a scenic drive into the Texas Hill Country. Singing Water Vineyards offers a scenic creek side space to lounge after your tasting or to take in an afternoon of live music. If you time your arrival right, you can snag their "tree house" for an eagle eye view of the property & a cozy space to lounge and chat with the girls.
- Spend your evening at Bending Branch Winery or their tasting room in the quaint downtown of Comfort called the Branch on High. The Branch has a full tasting space as well as an assortment of sharable appetizers, small plates & desserts for a social snacking dinner while sipping.

Day 3: Getting Back to Nature

- Indulge in a kolache or a plate of pecan pancakes at Little Gretel for breakfast & grab a seat on the covered patio with a mimosa or two while people (and duck) watching along the adjacent Cibolo Creek.
- Today's activities will get you moving to burn off a full weekend's worth of calories so you can return home guilt free! Hit the trail at the Cibolo Nature Center and discover why the Texas Hill Country is so great! We can pack four different ecosystems in one park & every step holds something new and exciting.
- A Hill Country escape wouldn't be complete without Bar-B-Q. Grab lunch at the Texas Meat Co. and eat in the house or take your meat & other goodies to go and enjoy a picnic at one of the tables out at Boerne City Lake Park.
- Paddle boarding is a blast and if you haven't tried it yet don't be intimidated, it's far easier than it looks. Hill Country Paddle Sports will get you set up with the needed gear and lessons to spend the afternoon cruising the lake in style. Get ready to make some memories!
- Dinner & evening fun is waiting right next door to the lake at Random. 80+ beers & ciders on tap, a casual friendly atmosphere, awesome food trucks, live music and all around fun has made this the place to be in the evenings in Boerne for anyone and everyone! It is the perfect way to end a weekend with the girls!

TEXAS HILL COUNTRY MAGAZINE



DO THE BREW IN BOERNE

It's no secret that Hill Country Texans love some craft brew. Something about the cool, amber liquid sliding down your throat not only leaves you with a sudsy mustache but a smile on your face as well. Don't think you have to go to some big city to get good beer. The town of Boerne is crafting up some brag-worthy brew all its own.

1. Dodging Duck Brewhaus & Restaurant, 402 River Road

Made on-site utilizing a ten-barrel Bohemian brewery system, the beer is crafted for freshness. Unfiltered and unpasteurized, Dodging Duck brews flow through chilled lines straight to the glass with very little exposure to air or light. Visit often so as not to miss any of the brewery's 20 styles of beer that rotate periodically. A huge mouth-watering menu offers classic beer-friendly food like fresh-baked jumbo pretzels with cheese and mustard to Hill Country sausages, burgers, and good ole fish 'n chips which will keep hunger at bay. Vegetarian choices and kid's menu are available too.

2. Kinematic Brewing Company, 635 Highway 46 East

For serious beer drinkers in search of true artisan beers, look no further than Kinematic Brewing Company. Head brewer Jon Beaumont uses a barrel aging process to perfect his unique brews. Bourbon barrels, single malt barrels, and even wine barrels are used to age Beaumont's creative recipes.

The self-described nano-sized brewery specializes in pushing the envelope when it comes to beer making. Bring goods for a picnic on Fridays and Saturdays during the brewery's opening hours as no on-site restaurant currently exists. Kids are welcome, as well as Fido as long as your pup remains leashed and stays outside the tasting room.



This article is excerpted from an article by Maria Salazar and originally published on touthillcountry.com

3. Boerne Brewery, 9 Hill View Lane
For many Boerne breweries, community serves as the cornerstone for their beer-making philosophy. It's no different at Boerne Brewery. With the town's history and heritage in mind, they plan to stay small and brew beer for residents and neighbors. Brewmaster, Fred Hernandez has taken the Texas Hill Country climate and soil into consideration tweaking traditional recipes to highlight the region's unique environmental qualities. His careful creative insight has led to the birth of yummy craft brews with a Texas Hill Country signature stamp.



For instance, the brewery's Denim-Hosen wheat ale models itself after a German-style Kölsch adjusted for the warmer temperatures experienced in Texas versus Köln, Germany where the style was born. The brewery's website encourages you to think about the brew like "a pair of Lederhosen made from denim."

With four regular beers to choose from in addition to seasonal offerings, Boerne Brewery masterfully mixes old world style beer with Texas Hill Country flare.

4. Cibolo Creek Brewing Company, 448 South Main Street

If you want to raise a glass to the new kid on the block, then head over to Cibolo Creek Brewing Company. This microbrewery and pub opened its doors in downtown Boerne in August just a short distance from the banks of the creek from which it takes its name. Cibolo Creek aims to entice patrons into making this new establishment your typical friendly neighborhood bar. Serving up comforting pub-style food like burgers, sandwiches, and salads, the brewery also offers some specialty fare like flatbreads, a charcuterie board, and a pickled veggie board.

Of course, the beer on tap makes the visit worthy even when you're not hungry. Again, the brewery chooses to honor the history, town, and landscape through its craft beer production. Hand selected grains and other high-quality ingredients mixed with a lot of passion and a good portion of love give Cibolo Creek beers a down to earthiness that matches perfectly with the menu offerings.

Four regular brews, a seasonal brew, and a selection of guest beers, ciders, and wine will keep you belted up to the bar and well-hydrated. Whether meeting with friends old or new or out on the town with the family, Cibolo Creek Brewing Company will make you feel right at home.



TEXAS HIGHWAYS

OUR FAVORITE MAINSTREETS



Boerne's Main Street, clockwise from top left: The Dienger Bistro; 259 Brantley's Bistro; Cibolo Creek Trail; crab cakes at Peggy's on the Green; Flashback Funtiques.



ADVERTISING *INTERNET CAMPAIGNS*

- **Austintexas.org**
- **Austinmonthly.com**
- **Houstonia.com**
- **Madden Media Co-Op Campaign**
- **Texashillcountry.com**
- **Texasmonthly.com**
- **Tourtexas.com**
- **Tripadvisor.com**
- **Texashighways.com**

ADVERTISING

E-MAIL MARKETING

- **Austin CVB E-Newsletter - Listing**
- **Austin Monthly Banner Ad “The Scoop”**
- **Campaign Monitor (CVB Produced)**
 - **CVB Newsletter**
 - **What’sNew?:Boerne Blog**
- **Houstonia E-Newsletter**
- **TexasHighways.com - “Extra E-News Letter”**
- **Texas Monthly Travel Trip Planner - E-Blast**
- **Tour Texas Feature E-Newsletter**
- **San Antonio Current**

PROFESSIONAL EDUCATION & BOARDS AND/OR COMMISSIONS

- **TTIA Texas DMO Empowerment - Larry Woods**
- **TTIA Tourism Summer College**
 - **Jeanette Teague - 3rd Year**
 - **Tori Bellos - 1st Year**
- **TTIA Leadership Program - Jeanette Teague**
- **TTIA Texas Travel Summit - Larry Woods, Jeanette Teague**
- **Texas Association of CVB's - Larry Woods**
- **Leadership Boerne - Jeanette Teague**
- **Texas Hill Country Trail - Larry Woods, Jeanette Teague**
- **TTIA Board of Directors - Larry Woods - 2nd - 3 Yr Term**
- **Nationwide Meetings National Board L. Woods - 2nd - 3 Yr Term**
- **Texas Hill Country Trail Board of Directors - Larry Woods**

TEXAS HERITAGE TRAILS

TEXAS DEPARTMENT OF TRANSPORTATION



400+ Travel Counselors from:
Texas Dept of Trans Travel Info Ctrs
City Visitor Centers
Texas Parks & Wildlife Offices
Texas Highways Magazine



WWW.VISITBOERNE.ORG





BOERNE

As UNIQUE As Our Name