

BOERNE CONVENTION AND VISITORS BUREAU QUARTERLY UPDATE



CVB LIVING DOCUMENTS

STRATEGIC MARKETING PLAN

- **COPY IN YOUR PACKET**
- **DOCUMENT BY WHICH THE CVB OPERATES**
- **MAIN GOAL OF CVB IS TO SHARE THE BOERNE EXPERIENCE**

ADVERTISING SCHEDULE

- **COPY IN YOUR PACKET**
- **CONSTANT WORK IN PROCESS**
- **CONTINUALLY LOOK FOR OPPORTUNITIES TO BRING NEW VISITORS TO BOERNE VIA PRINT ADS, SOCIAL MEDIA, DIGITAL ADVERTISING, E-MAIL CAMPAIGNS, AND BLOGS.**

HOTEL PERFORMANCE

1ST QUARTER 2017

OCCUPANCY

	<u>2016</u>	<u>2017</u>	<u>CHANGE</u>
BOERNE	55.44 %	60.37 %	+ 4.93
BANDERA	40.5	40.2	- 0.3
FREDERICKSBURG	47.9	46.9	- 1.0
KERRVILLE	49.4	51.9	+ 2.5
NEW BRAUNFELS	46.7	47.9	+ 1.2
SAN MARCOS	65.2	62.9	- 2.3

*All Statistical information provided by 2017 Source Strategies., Inc.

HOTEL PERFORMANCE

1ST QUARTER 2016

ADR

	<u>2016</u>	<u>2017</u>	<u>CHANGE</u>
BOERNE	\$ 79.64	\$ 84.29	+ \$4.65
BANDERA	98.54	89.14	- 9.40
FREDERICKSBURG	123.18	132.73	+ 9.55
KERRVILLE	71.84	74.36	+ 2.52
NEW BRAUNFELS	85.54	86.26	+ 0.72
SAN MARCOS	82.71	83.83	+ 1.12

*All Statistical information provided by 2017 Source Strategies., Inc.

HOTEL PERFORMANCE

1ST QUARTER 2017

REVENUES

	<u>2016</u>	<u>2017</u>	<u>CHANGE</u>
BOERNE	\$1,725,159	\$2,008,577	+\$283,418
BANDERA	930,543	741,821	- 188,722
FREDERICKSBURG	8,054,617	8,761,505	+ 706,888
KERRVILLE	3,374,016	3,936,853	+ 562,837
NEW BRAUNFELS	8,883,074	9,790,785	+ 907,711
SAN MARCOS	9,788,709	9,653,990	- 134,719

*All Statistical information provided by 2017 Source Strategies., Inc.

BOERNE COMPETITIVE SET

1ST QUARTER 2017

FAIR MARKET SHARE

HOTEL HAME	ROOM COUNT	DAYS IN PERIOD	TOTAL AVAILABLE ROOMS	IF 100 % OCCUPANCY FMS(%)	ACTUAL OCCUPIED ROOMS (%)	ACTUAL ROOM SOLD	FAIR MKT SHARE (%)
HAMPTON INN	78	90	7,020	17.93%	67.20%	4,717	19.26%
FAIR FIELD INN	78	90	7,020	17.93%	68.10%	4,781	19.52%
COMFORT INN	62	90	5,580	14.25%	64.40%	3,594	14.68%
BEST WESTERN	67	90	6,030	15.40%	64.20%	3,871	15.81%
MOTEL 6	40	90	3,600	9.20%	64.60%	2,326	9.50%
YE KENDALL INN	36	90	3,240	8.28%	31.20%	1,011	4.13%
DAYS INN	74	90	6,660	17.01%	62.90%	4,189	17.11%
TOTAL ROOMS	435		39,150	100.00%	60.37%	24,489	100.00%

HILL COUNTRY COMPETITIVE SET

1ST QUARTER 2017

FAIR MARKET SHARE

HOTEL NAME	ROOM COUNT	DAYS IN PERIOD	TOTAL AVAILABLE ROOMS	IF 100 % OCCUPANCY FMS(%)	ACTUAL OCCUPIED ROOMS (%)	ACTUAL ROOM SOLD	FAIR MKT SHARE (%)
BOERNE	435	90	39,150	5.38%	60.37%	24,489	6.41%
BANDERA	230	90	20,700	2.84%	40.20%	8,321	2.18%
FREDERICKSBURG	1,563	90	140,670	19.33%	46.90%	65,974	17.26%
KERRVILLE	1,132	90	101,880	14.00%	51.90%	52,875	13.84%
NEW BRAUNFELS	2,696	90	242,640	33.34%	47.60%	115,496	30.22%
SAN MARCOS	2,031	90	182,790	25.11%	62.90%	114,974	30.09%
TOTAL ROOMS	8,087		727,830	100.00%	52.51%	382,129	100.00%

SOCIAL MEDIA & E-MAIL MARKETING STATISTICS



07/2016

21,942

07/2017

27,338

% CHANGE

19.74^



2,185

2,428

11.00^



1,162

1,243

6.52^

SOCIAL MEDIA & E-MAIL MARKETING STATISTICS



07/2016

1,437

07/2017

3,164

% CHANGE

54.58^



20,084

24,092

16.64^

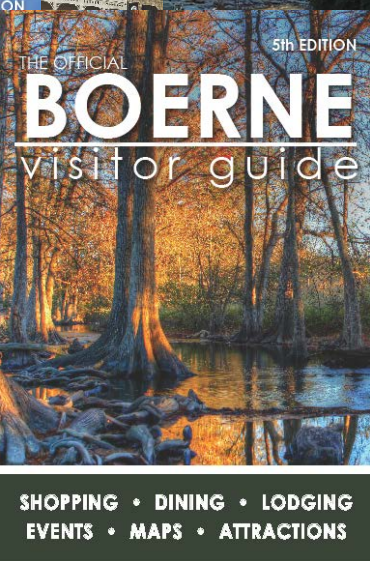
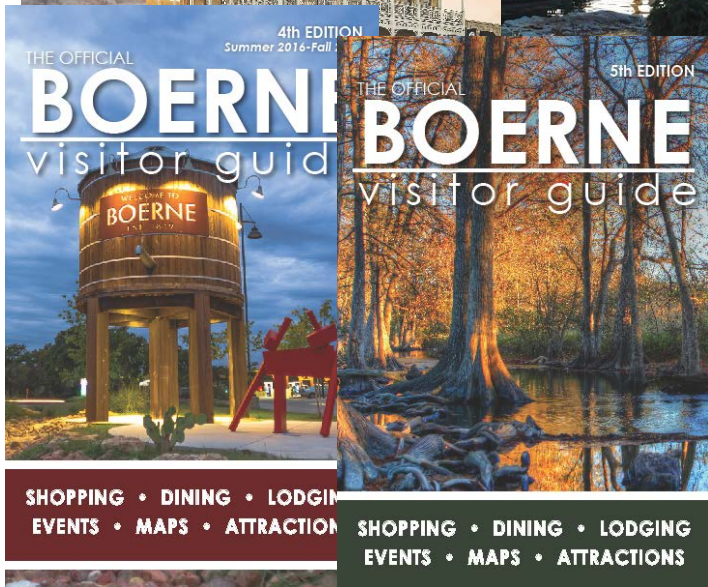
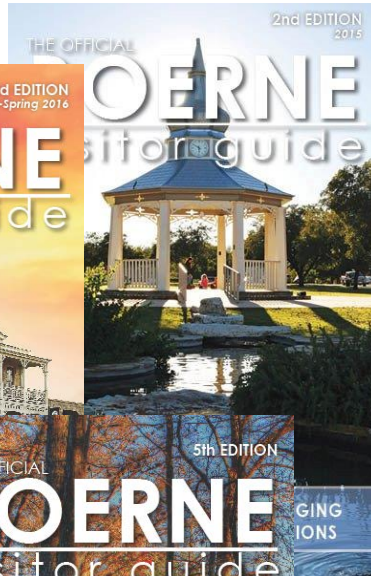
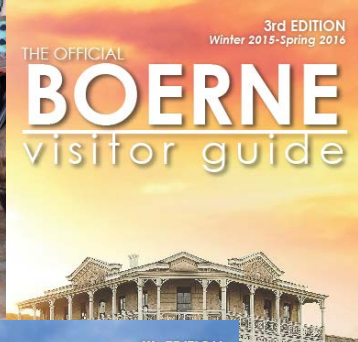


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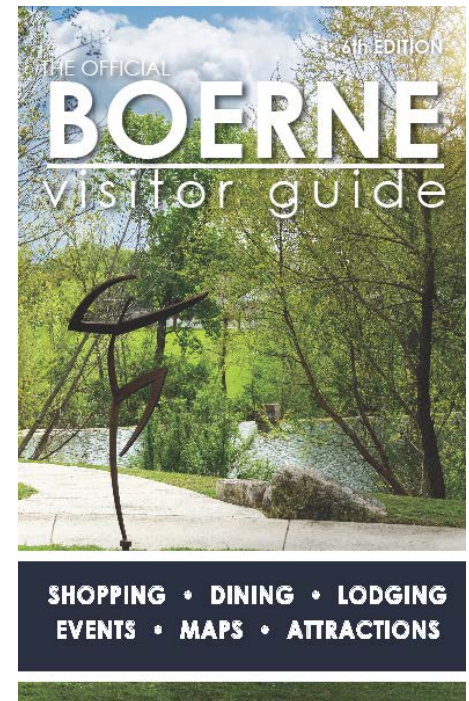
951

76.63^

THE BOERNE VISITOR GUIDE 6TH EDITION



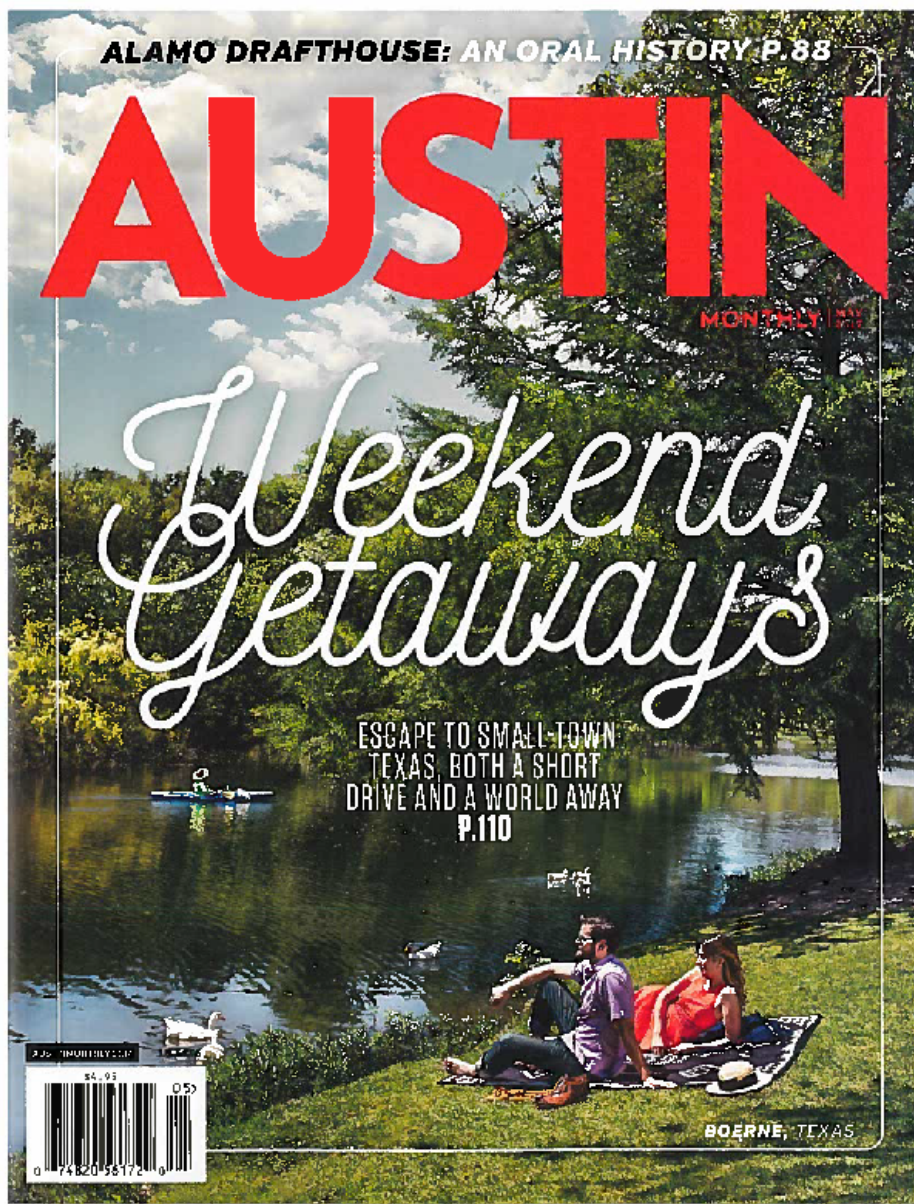
- 15K + Copies Placed In:
- All Hotel Rooms
- Chamber of Commerce
- Throughout Town
- Boerne & Other CVB's



PRINT ADVERTISING

- **Austin Insider Visitor's Guide**
- **Austin Monthly**
- **Houstonia Magazine**
- **My SA Weekend – Texas Traveler**
- **Plumage**
- **San Antonio Magazine**
- **Texas State Travel Guide**
- **Texas Events Calendar**
- **Texas Hill Country Culture**
- **Texas Hill Country Trail – Map and Passport**
- **Texas Hill Country Magazine**

PRINT ADVERTISING EXAMPLE



AUSTIN MONTHLY
May 2017

Cover Photo:
Boerne Cibolo Trail

PRINT ADVERTISING EXAMPLE

**SAN ANTONIO
MAGAZINE**

April 2017

**Cover Photo:
Cibolo Nature Center**



DIGITAL ADVERTISING

- **Austintexas.org**
- **Austinmonthly.com**
- **Houstoniamag.com**
- **Madden Media**
- **Texashillcountry.com**
- **Tourtexas.com**
- **Tripadvisor.com**

DIGITAL ADVERTISING EXAMPLES



THINGS TO DO

Family Friendly Fun Things to do in Boerne This Summer

By Marcy Stellfox | June 30, 2017

76
SHARES



SHARE



TWEET



SHARE




SHARE

0 COMMENTS

Summertime means family fun time. And lucky for those of us in the Texas Hill Country, we don't have to go far to find a myriad of entertaining activities for the whole family to enjoy. Between the kids and the summer, with the CDC for Boerne, and back

DIGITAL ADVERTISING EXAMPLES – Texas Monthly



ENTER FOR A CHANCE TO WIN
Food Lover's Getaway!

BOERNE
As UNIQUE As Our Name

One winner will receive a trip for two to Boerne, including a two-night stay at the Hampton Inn & Suites, a massage at Puresol Spa, plus breakfast, lunch, and dinner both days at a variety of Boerne's popular eateries.

Complete the form to enter.

Entire prize package includes:

- Two-night stay at Hampton Inn & Suites in Boerne
- Signature Massage for 2 at Puresol Spa
- Breakfast for 2 at Bear Moon Bakery
- Breakfast for 2 at The Dienger Trading Co.
- Lunch & Beer Tasting for 2 at Cibolo Creek Brewing Co.
- Lunch for 2 at Brantley's 259 Bistro
- Lunch for 2 at Soda Pops Patio Grill & Bar
- Desert/Snack for 2 at Soda Pops Sugar Shack
- Dinner for 2 at Peggy's on the Green
- Dinner for 2 at Little Gretel

Total approximate value of \$1,160!

[Official Rules](#)

Name *

First Last


Email *

Age *

☐ I would like to receive updates from *Texas Monthly* and its partners.

☐ I have read and agree to the official contest rules. *

[Submit](#)





E-MAIL ADVERTISING

- **Austin CVB - “Austin Insider”
Newsletter**
- **Austin Monthly – “Insider” &
“Great Destinations”**
- **Campaign Monitor – Boerne CVB**
 - **CVB Newsletter**
 - **What’sNew?:Boerne Blog**
- **TexasHighways.com**
 - **“Extra E-News Letter”**
- **Texas Monthly Travel Trip
Planner - E-Blast**



CVB GROUP SERVICES



- Numerous Weddings/Reunions
- Vintage Market Days – 8,500
- TTIA Executive Retreat
- Littlegrass Ranch/Wild Horse Race and Rodeo – 4,500



NEW HOTEL AND CONFERENCE CENTER

AUSTIN

- Austin Chapter TX Society CPA's
- Texas Society of Assoc. Exec's.
- Texas Assoc. for Health, Physical Education, Recreation & Dance
- Texas Assoc. for Alternative Education
- Association & Society Mgmt., Inc.
- Professional Bondsmen of Texas
- Texas Christmas Tree Growers Assoc.
- Texas Assoc. of Structural Movers

HOUSTON

- C-VENT
- Helms Briscoe
- 3C Groups
- Nationwide Meetings



PROFESSIONAL EDUCATION

- **TTIA Tourism Summer College**
Jeanette Teague – 3rd Year
- **TTIA Mentor Program – Jeanette Teague**
- **TTIA Texas Travel Summit – Oct. 1–4, 2017**
- **TTIA Texas DMO Empowerment – Oct. 4, 2017**



TTIA

Life's Better in a State of Travel

WWW.VISITBOERNE.ORG



Calendar | Boerne Blog | Get your Boerne Visitor's Guide |



THINGS TO DO | WHERE TO SHOP | WHERE TO EAT | WHERE TO STAY | PLAN YOUR TRIP | ABOUT BOERNE

AS UNIQUE AS OUR NAME



Explore the best Boerne has to offer. →

RELAXING GETAWAY



Reward yourself with the getaway you deserve. Tour, taste and enjoy in Boerne, the gem of the Texas Hill Country. →

Hill Country Mile



Downtown Boerne: food, shopping, culture and fun all within walking distance. →



BOERNE



As UNIQUE As Our Name