

CVB ADVISORY BOARD PRESENTATION QUARTERLY UPDATE OCTOBER 3, 2019



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.

Boerne, Texas – Convention Visitor's Bureau

MatchPoint™ Analytics Research Report



Presented by:
MindEcology

Boerne's Top Visitors - Family

TARGET AUDIENCE



Key Demographics

Family structure: Primarily family
Average Income: \$78,712
Race: Primarily white. Diversity in segments # 17, 32, 13
Housing: Homeowners

Key Patterns

- Spenders with moderate investment portfolios. Balanced patterns of big ticket purchasing as well as frequent small ticket items.
- Informed decision makers. Ask for and provide recommendations to and from friends and family.
- Act local, think global
- Buy based on value.
- Heavy internet users and are tech savvy with house full of new media gadgets.

SUMMARY OF GROUP

The Family persona hail from the Second City - Satellite City areas like Waco, Lubbock, Brazoria and Corpus Christi. In the larger markets, they live in the "Exurbs." These are white collar professionals with dual income families. They Family persona are in their prime acquisition years and lead very busy, routine-based lifestyles.

This group scores high for domestic travel and average 2-3 domestic trips per year. This group are planners and conduct heavy research and sharing of ideas before booking travel.

ONLINE INTERESTS

Top Websites: Buy.com, amazon.com, ebay.com, travelocity.com, target.com, switchboard.com, Nascar.com, cartoonnetwork.com.

Online Habits: Book travel regularly online, share travel photos and comments via Facebook, Flickr and Yelp.

PYSCHOGRAPHICS

The Family persona lead routine-based, kid centric lives and survey high for having traditional, conservative outlooks. The Family persona strive for a balanced work-life existence.

The family persona is generally involved in the community and belong to girl scouts, little leagues, church organization, PTA, etc. This group purchases domestic travel based on new experiences, education and value.

TOP MEDIA CATEGORIES

Radio: Talk, Sports, Country, Afternoon drive, Morning drive, Christian

Print: Boating, Magazines, Computer, Travel, Outdoor Recreation

Mobile: Use apps, Smart Phones

Boerne's Top Visitors - Mature

TARGET AUDIENCE



Key Demographics

Family structure: Empty Nesting
Average Income: \$71,737
Race: Primarily white.
Education: College Grads. Many
Graduate plus degrees
Housing: Homeowners

Key Patterns

- Cautious investors with patterns of spending money on big ticket items – versus the smaller, frequent items.
- Engaged in traditional media, use new media as means to an end.
- Act local, think local.
- Buy based on quality and desire of life experience.
- Use internet to research investment and financial advice.

SUMMARY OF GROUP

The Mature personas are distributed between the Town & Country and Affluent Suburbs. These are white collar professionals with graduate plus degrees. The Mature persona ranges from 45 to 65. The Mature persona are focused on spending time with their expanded family and enjoying to their lifestyle interests on a regular basis.

This group scores high for domestic travel and international travel. This group conducts research and world of mouth marketing to make travel decisions.

ONLINE INTERESTS

Top Websites: webmd.com, mapquest.com, expedia.com, accuweather.com, news websites

Online Habits: Spend time using web to manage finances, research opportunities and educational interests. Use social media sites primarily to stay in touch of relatives.

PYSCHOGRAPHICS

The Mature persona lead social lives around group activities. Enjoy cultural activities like wine tasting, attending community theatre, golfing and reading books.

The Mature persona have a traditional outlook but embrace the modern world as a means to stay abreast of trends. The Mature group has lot of "Mature" toys like motorcycles, motor homes, large screen TVs, satellite radio, high-end cameras, etc.

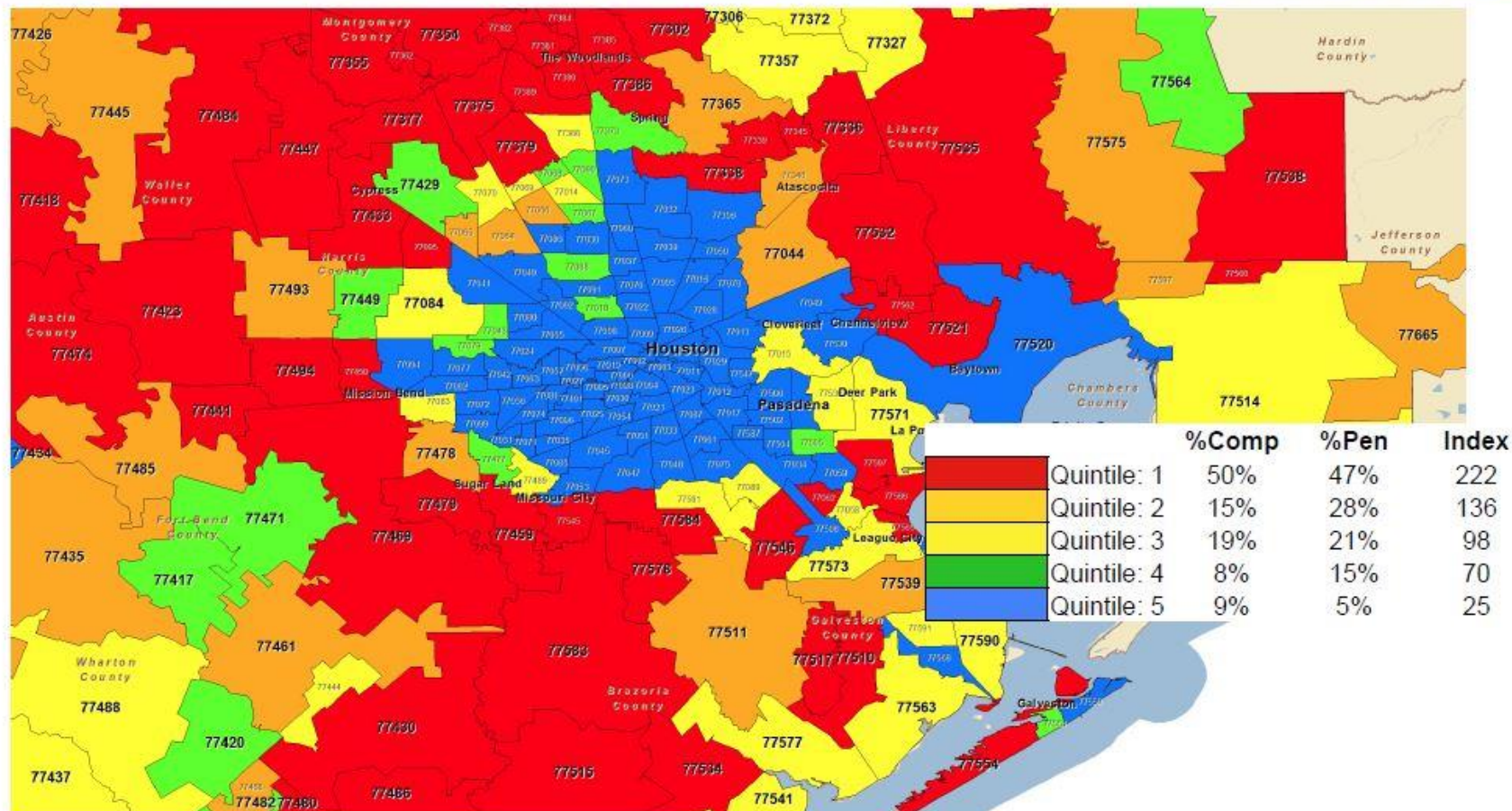
TOP MEDIA CATEGORIES

Radio: Talk, Satellite, Classical, Adult Standards, Fox News Radio,

Print: Country Living, Wine Aficionado, Sunday Newspaper, Magazines, Editorials, Health

Mobile: Have top line mobile phones, but use primarily as phones. Do not use a lot of the apps and features.

Houston





FACEBOOK “BOERNE”

31,586 Followers
192,856 Reach



Boerne
@boernetx

Home

About

Events

Photos

Videos

Photo Contest

Reviews

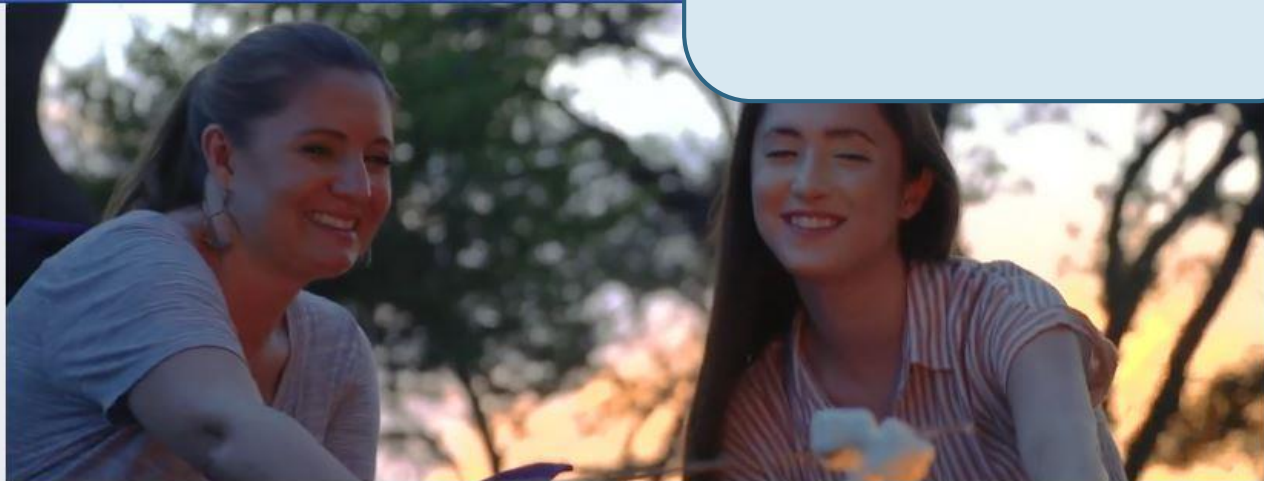
Twitter

Iconosquare

Posts

Community

Create a Page



Like

Share

Sign Up

Send Message

Photos



4.3

4.3 out of 5 · Based on the opinion of 229 people



ABOUT BOERNE

Boerne, the HUB of the Texas Hill Country

A treasure nestled in the magnificent



INSTAGRAM @VISITBOERNE



BoerneTX

All that #Boerne has to offer, including food, beer, wine, shopping, events, history, activities & beautiful #TexasHillCountry scenery! #visitboerne
visitboerne.org/CivicAlerts.aspx?CID=12

POSTS

IGTV

SAVED

TAGGED



6,991 Followers
220,428 Impressions





TWITTER

@VISITBOERNE



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- Lists
- Profile
- More



Edit profile

Visit Boerne
@VisitBoerne

In the heart of the Texas Hill Country, Boerne has small town charm, history, fine art, exceptional dining, unique shopping & natural beauty!

Boerne Texas visitboerne.org Born January 22, 1896
Joined June 2009

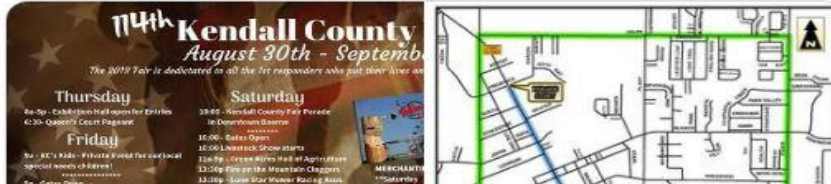
616 Following 2,875 Followers

Tweets Tweets & replies Media Likes



Visit Boerne @VisitBoerne · Aug 26

The @KCFA_TX Fair, Rodeo, and Parade is THIS WEEKEND! Plan your weekend ahead and take a gander at the schedule here, online or stop in to see us here at the Boerne Visitors Center to get your copy of the KCFA booklet!



2,875 Followers
24,900 Impressions



PINTEREST @VISITBOERNE



Visit Boerne

Boerne Texas

www.visitboerne.org

Minutes from San Antonio, Boerne
charm in a quaint, historic & picture
Discover excellent shopping, dining

1,328
Followers
35,940
Impressions

Overview Boards Pins Tries Activity Followers Following

1,171 Pins



6 0 0

CultureMap Dallas pays homage to
Boerne's own...



8 0 0

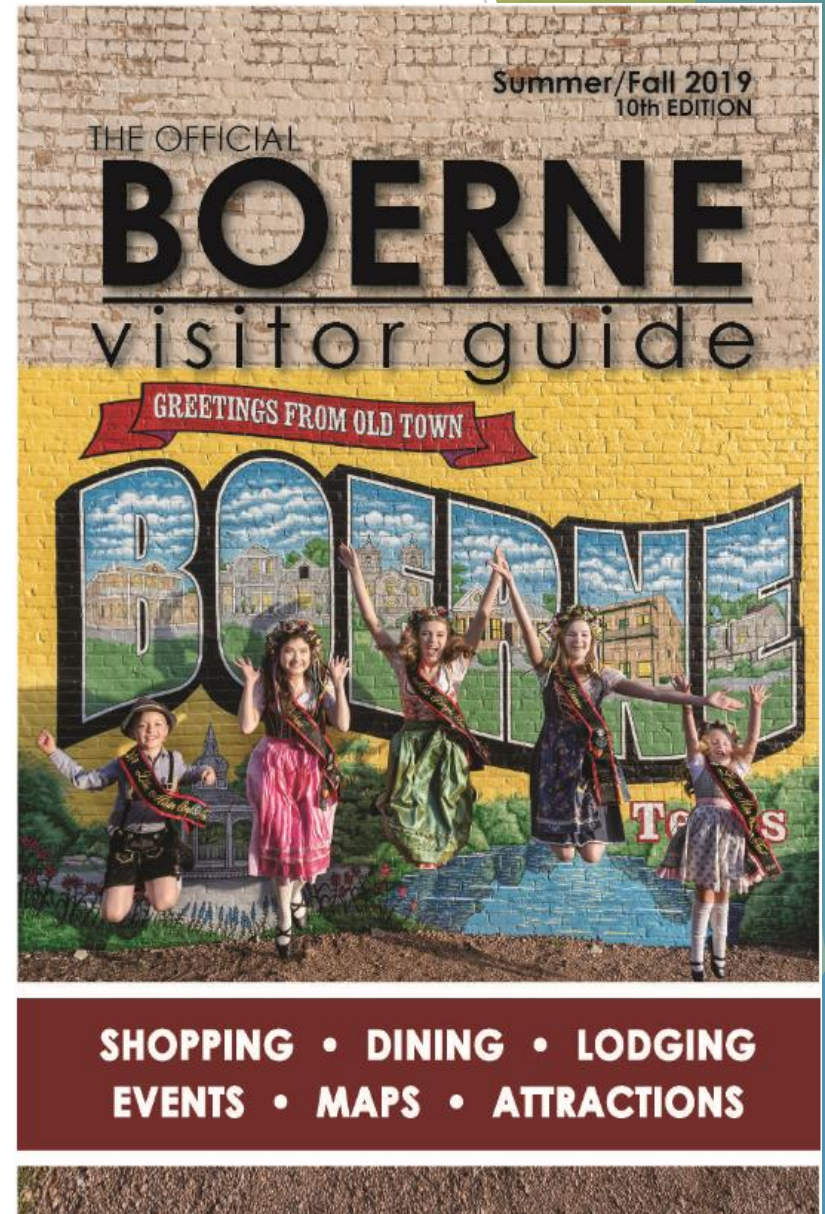
Does your pup need to get out and



THE OFFICIAL BOERNE VISITOR GUIDE 10th EDITION

15K + Copies Placed In:

- All Boerne Hotel Rooms
- Chamber of Commerce
- Hill Country Mile
- Boerne & Other CVB's
- 12 Travel Centers into Texas



PRINT ADVERTISING

2ND QUARTER 2019

Publication

Reach

* AAA Texas Journey Magazine	1,100,000 bi-monthly
* Certified Folder	150,000 annually
* Signature Boutique Books	3,750 1 st run
“Stay & Plan In Texas”	5,000 2 nd run
* Texas Events Calendar	65,000 monthly
* Texas Highways	200,000 monthly
* Texas Hill Country Magazine	70,000 monthly
* Texas Hill Country Trail Region Map	33,000 annually
Passport	55,000 annually
* TSAE Membership Directory	1,400 annually

PRINT EXAMPLES

Texas Hill Country Magazine

- Spring
- Summer



STEP OUTSIDE... OF YOUR COMFORT ZONE THIS SPRING!

6 outdoor activities in Boerne that will feed your adventurous spirit.

It's time to start thinking about warm weather days again! Spring Break is coming up quick and we've got inspiration for your vacation to Boerne. It's time to try something new while celebrating with a little time

off from the stress of everyday life! The aesthetics in Boerne are beyond breathtaking, and we think you'll love experiencing it firsthand with these 6 daring outdoor activities perfect for anyone with a need for fresh air and an adrenaline rush. Grab your calendars and make room for all the fun attractions we have to offer to make this Spring Break escape the best one yet!



1 Sailing Lessons –
Ever thought about getting a sailing lesson or even a sailing license? This Spring Break could be your perfect opportunity! Trium Sailing offers lessons, charters, and licensing all through Captain Chapa. The skills of sailing are something that the Captain is eager to share with the Texas community. Private and group lessons are both options, and chartered rides are available as well. Sail into the sunset with your loved ones on Boerne City Lake!

2 Alpine Tower & Zip-Lining –
located out at Don Strange Ranch site

3 Paddle-Boarding –
Paddle-boarding is much easier than it looks - we swear! Once you find your balance, it becomes easy to paddle around and explore while proving to be a good source of exercise. Hill Country Paddle Sports faithfully comes to Boerne City Lake every year with lots of options for rentals during the warmer months. Want to really try something new? SUP (Stand Up Paddle-Board) yoga classes are available on Saturday mornings! We encourage you to get out of your comfort zone and take advantage of this exhilarating water sport.

4 Horseback Riding –
All of your other horseback riding experiences will pale in comparison to taking a trail ride among the rolling hills of Boerne. Diamond C Stables and Stricker Trail Rides offer reasonable prices to hoist yourself up on one of their ranch horses for an adventure on horseback through green pastures and the hills that give this great region its name. If you've ever been around horses before, you know they each can have a unique and distinct personality! You'll love the fresh air and rejuvenation the Hill Country can bring you from this perspective this Spring Break!

5 Geocaching –
Go on a special Boerne geocaching adventure March 8-17! Geocaching - for anyone who doesn't know - is the recreational activity of hunting for and finding hidden items by way of a GPS. Use your smart phone's GPS system to find hidden treasures and goodies by locating their coordinates. The coordinates for these hidden treasures can be found on the Boerne Parks and Recreation website during the days of the city-wide event. Happy hunting! Can't make it to Boerne in early March for this special event? No worries! Geocaching is an activity that can be done year-round. Check out geocaching.com or download the app for the full rundown.

6 Guided Tour at Honey Creek State Natural Area –
Hiking is great exercise for the body, but also a good revival for the soul! Get an up-close and personal look at true uninterrupted Hill Country landscape. Tour guides will meander you through this beautiful territory. The Honey Creek State Natural Area is located inside Guadalupe River State Parks and is only open for touring on Saturday mornings. Guides share stories about the property's past as well as fun facts about the land and its former inhabitants.



FAMILY SUMMER VACATION: A COST COMPARISON

Plan a family vacation that will go down in history without breaking the bank!

	Theme Parks	Boerne Adventure
Lodging	\$680	\$568
Dining	\$400	\$850
Entertainment	\$1,917	\$810
Total	\$2,997	\$2,228

*Please note that prices may vary on activities and dining depending on the age of your kiddos and we did not include optional, expensive purchases. Also, the 10-12 mark dining plan is incorporated into the cost of the theme park tickets under the latter-most line item.

We've done the math, and you will be surprised to know that a 4-day relaxing Texas Hill Country adventure filled with fun, memory-making, engaging and enriching activities in the Boerne area with the fun, is significantly more affordable than a big city, pre-packaged theme park outing!

Check out the cost comparison - the numbers don't lie. The budget includes lodging, dining (in and outside of the theme park) as well as tickets, parking passes and all the activities involved for a 4-day, 2 park theme park vacation versus a 4-day summer vacation exploring Boerne and the surrounding Texas Hill Country area for a family of 4.

The budget includes entry, parking, etc. for the following Hill Country activities in the Boerne area. Many are low to no cost entertainment, and they all come with fresh clean air, not to mention a lack of theme park crowds and parking lots! The activities can be mixed and matched based on your schedule and your family's preferences. It also includes all three meals and a snack each day.

• A morning of trail riding with wrangler Willie Stricker will wind you around the hill country terrain. He is a true cowboy and you will leave feeling that you have had an authentic Texas horseback riding experience.

• Explore the Cave Without a Name above and below ground. The cave is a consistent 60 degrees year-round, which will feel great this summer. Stand in awe as your guide tells you about the ancient formations within.

• Ever tried stand up paddle boarding? Hill Country Paddle Sports makes learning easy and you will be paddling and splashing with your crew out on Boerne City Lake before you know it! Not feeling up to stand up paddle boarding? They can also outfit you

with a kayak if you prefer. It's easy to spend an entire day playing in the calm (motorboat free) waters of the Lake. We also highly recommend closing out your day at the adjacent Random Beer Garden. They have the music most nights during the summer months as well as their in-ground "monster bounce" and rotating schedule of food trucks.

• A trip with the kids to Boerne would not be complete without a visit to the Cibola Nature Center! Explore the 4 distinct ecosystems, hit up the Saturday Farmers Market at the Cibola, tour the historic Hiert Homestead and pick some fresh veggies out of the education garden.

• Explore the award-winning Hill Country Mill. No matter your preference, there is something for everyone down on The Mills. Spend the day shopping in the unique boutiques or treasure hunting in the antique stores. Make arrangements to join a guided history tour with Boerne Walking Tours or download the free, DIY historic walking tour from the Visitors Center's website for a detailed glimpse into Boerne's past. Take an audio tour of the latest Art Al Fresco public art exhibit.

Looking for some evening fun downtown? Keep an eye on Main Plaza, Soda Pops, Cibola Creek Brewing Co. and Drink Texas Biergarten for live music and events.

• The creative members of your pack will love the Maker's Place and their paint-and-take canvases or ceramics. Don't worry about your ceramic piece needing to be fired before your trip comes to an end.

They will now ship your piece right to your front door once it comes out of the kiln!

• Looking for a little fun for mom and dad too? Think about a mini-wine tour with a road trip to Sisterdale, followed by a stop in Luckenbach. Everybody is somebody in Luckenbach! Sisterdale is home to Sister Creek Winery and Saint Thyphon Farm and Vineyards. Take a self-guided winery tour at Sister Creek and make sure to schedule time to explore the grounds at Saint Thyphon. Don't forget to say "Hi!" to Snowflake the mini-pony, too. A few minutes further north, you will find the famous town of Luckenbach, TX. There's almost always an artist playing their set or an activity to partake in out there! Grab a drink, meander through the General Store, skip a few rocks, listen to some tunes and take a moment to sit back and relax with your crew.

• Guadalupe River State Park and Honey Creek State Natural Area are also nearby. We highly recommend taking the incredibly informative and interesting Saturday morning Honey Creek SHA tour. Check the park's website for special programs and titles. Most are very family-friendly or specifically geared toward children.

Please note that Boerne's dining options are vast, varied and fabulous. We recommend glancing at the Boerne Visitor Center website for a full list of options.

Our children are only young once, and now is the time to create lasting memories that they will carry with them forever. Cherish this time and have an absolute blast!

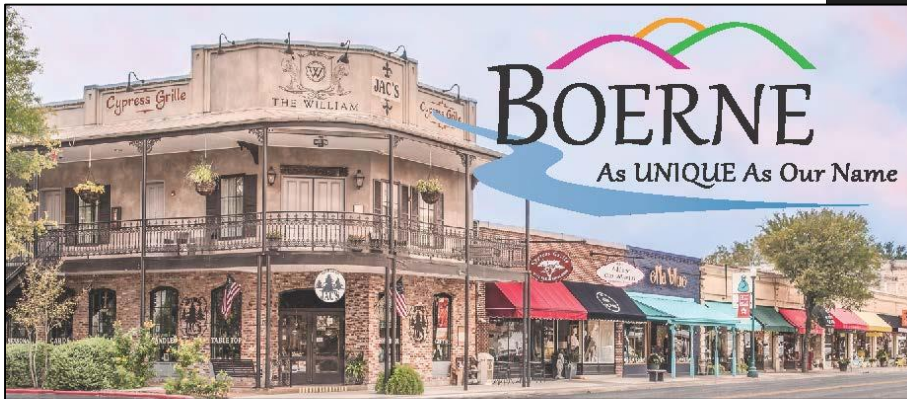


Start planning your Boerne adventure at visitboerne.org!

visitboerne.org!

PRINT EXAMPLES

Texas Events Calendar



Outdoor Family Fair
March 16

Hot Rod Nights
March 23, April 6, May 4 & 18

Concert in the Cave
March 23 & May 26

Boerne Performing Arts- "The Ukulele Orchestra of Great Britain" March 26
"Big Bad Voodoo Daddy" April 5

Spring Family Festival
March 30

Boerne Bierfest April 6
Diva Night April 11

Boerne Handmade Market April 12-13
Parade of Artists April 13

Movies in the Park
April 26 & May 17

TX Corvette Assn. Car Show April 27

Vintage Market Days
May 3-5

Hauptstrasse Quiltfest
May 4

Cibolo Nature Center's Mostly Native Plant Sale May 4

Art Waddle May 11
Moondance Concert May 18

Farmers Market
Every Saturday

Boerne Market Days
Every 2nd Weekend

2nd Saturday Art Beat
Every 2nd Saturday

Live at the Library
Every 3rd Thursday

Thirst for Nature
Every 3rd Thursday

CELEBRATE SPRING IN BOERNE!

Texas Highways Magazine

THE TEXAS HILL COUNTRY REFINED

Fine Dining. Boutique Shopping. Warm Hospitality.



DIGITAL ADVERTISING

2ND QUARTER 2019

Websites

Reach/Impressions

* Google Ads	31,800
* TexasHillCountry.com	152,731
* Trip Advisor	191,695
* TSAE Membership Digital Directory	3,360
* TourTexas.com	128,543

DIGITAL EXAMPLES

Texashillcountry.com



LIFESTYLE

The Award-Winning Hill Country Mile was Named a Great Street in Texas

By Spring Sault | April 25, 2019

One of the most charming spots to find yourself in Texas is the Hill Country Mile in beautiful Boerne's historic district. But don't just take our word for it. The Texas Chapter of the American Planning Association recently announced that this charming piece of prime shopping and dining property was designated a "Great Street in Texas." A stroll down this one-of-a-kind "Texas-sized" mile (1.1 miles long) filled with galleries, great dining, and high-end boutiques is an absolute must. As frequent visitors to this crown jewel of their town, Boerne residents have long known the value and good taste that its businesses exemplify. Now that it's been formally recognized by those beyond the Hill Country, every Texan will know this unique experience isn't just an embellishment—it really is that great!



Boerne Texas

Boerne (pronounced *Bernie*) is only a short drive from San Antonio, offering a variety of **lodging accommodations**, including B&Bs, bed and breakfasts, historic hotels and a destination resort.

German roots run deep and wide in Boerne, and the town's history reveals clues to Boerne's rich heritage. Visit the **map** at the Visitor Center (282 N. Main Street) for more information.

Boerne features **cuisine** from around the world, including Southern BBQ, German and Czech! The mood from contemporary casual to formal is always present, and everything in between!




LIFESTYLE





Enter Our Boerne Getaway Sweepstakes: Win an Unforgettable Vacation


By Max McNabb | April 16, 2019


Don't you deserve a little luxury? Enter Boerne's special sweepstakes for your chance to win an incredible getaway to this charming Hill Country city. From a new luxury hotel to mouth-wateringly good food to astounding shopping opportunities, there's so much fun to be had in Boerne, Texas!


DIGITAL EXAMPLES — tripadvisor.com





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Search


Boerne, Texas


Sponsored by Visit Boerne


Hotels


Things to do


Restaurants

Flights

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- Ask questions and get answers from travelers like you


Sign Up

Boerne, Texas



Destination spotlight


Sponsored by Visit Boerne



Top Breakfast Stops in Boerne

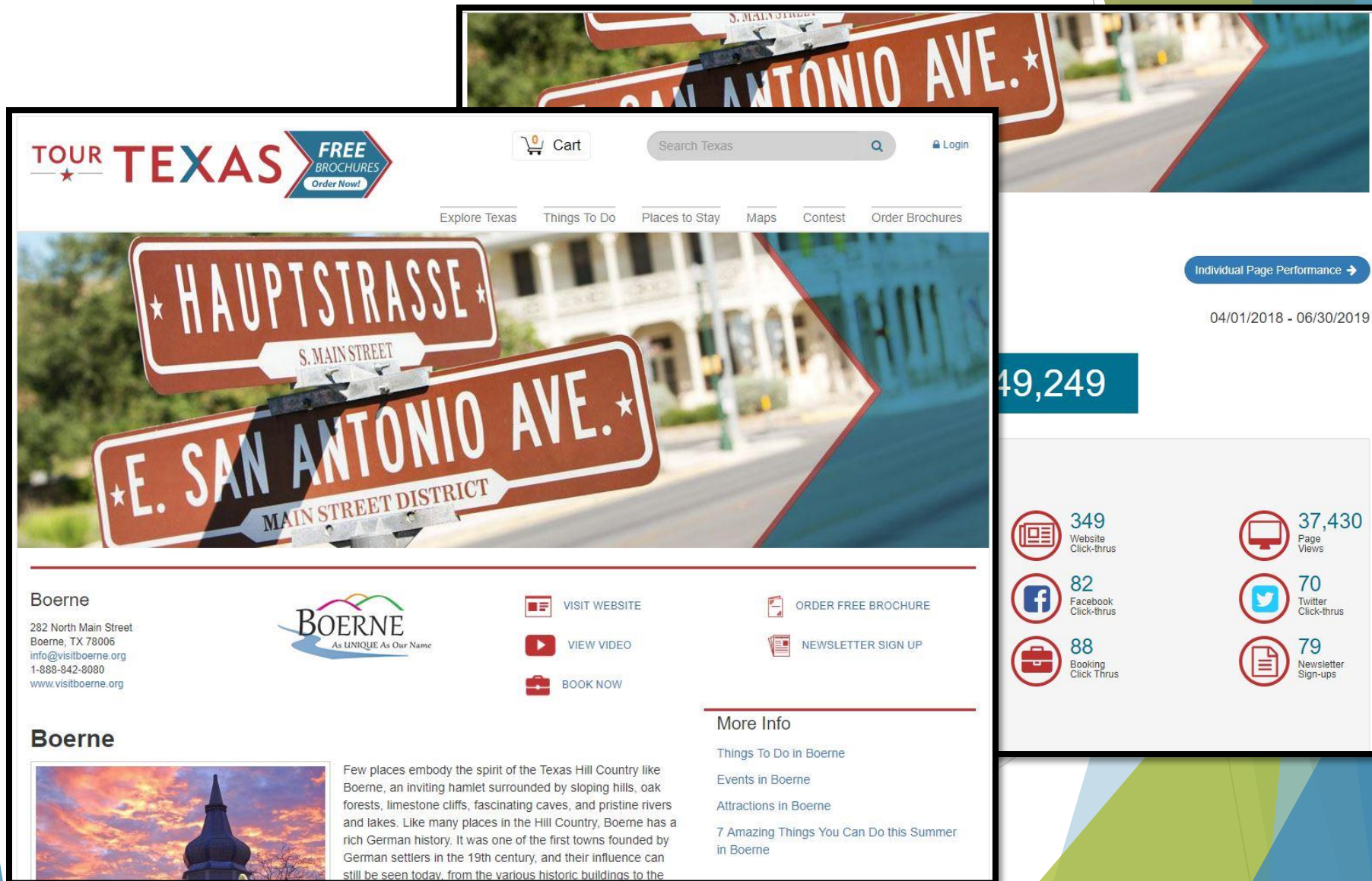
Featuring: 5 places

Who to follow on TripAdvisor

Visit Boerne
@VisitBoerne

Share your travel advice

DIGITAL EXAMPLES – tourtexas.com



E-MAIL MARKETING

2ND QUARTER 2019

- * CVB Monthly News Letter – 47,010
- * Texas Hill Country Magazine – 35,786
- * Groups – 1,158 MPI, TSAE, GOF, TBTA



We Are Texas Hill Country! [View this email in your browser](#)

We Are Texas Hill Country

Boerne Getaway Sweepstake
April 15 to May 15

Enter to win your unforgettable Boerne getaway

PACKAGE INCLUDES

- ★ Play: Cave Without a Name & Private Sailing Lesson with Trisum Sailing
- ★ Breakfast: The Dienger Trading Co.
- ★ Sweet Treats: Sugar Shack
- ★ Lunch & Beer Tasting: Cibolo Creek Brewing Co.
- ★ Dinner: Bevy Provisions Co.
- ★ Stay: 2 nights at The Bevy Hotel (dates based upon availability).

Signup at texashillcountry.com/enter-boerne-getaway-sweepstake

Win an unforgettable Hill Country getaway to Boerne

Now is your chance to win the Hill Country getaway of a lifetime. By entering, you could win an incredible getaway experience in the charming city of Boerne. It includes a two-night stay at the new hotel The Bevy, dinner at Bevy Provisions Co. (which uses locally sourced ingredients for their mouth-wateringly good meals), lunch and beer tasting at Cibolo Creek Brewing Co., breakfast at The Dienger Trading Co., sweet treats at Sugar Shack, a tour of the whole area at Cave Without a Name, and private sailing lessons with Trisum Sailing.

No Images? [Click here](#)

the Bevy
A DOUBLETREE BY HILTON™

MEET THE TEAM!

GREETINGS FROM OLD TOWN BOERNE Texas

NOW BOOKING 2020 AND BEYOND!

An IACC certified conference center. The Bevy offers 15,000+ sq. ft. of flexible meeting and event space, catering services, outdoor meeting space, 120 contemporary rooms, a signature restaurant, bar and market.

The Boerne Convention and Visitors Bureau is excited to introduce Tiffany Castillo, Director of Sales at The Bevy, A DoubleTree Hotel and Conference Center by Hilton.

OPENING IN JUNE 2019!

For more information about The Bevy, contact Tiffany (210-836-7860), Jeanette or Larry (830-249-7277)

BOERNE “NEWS FLASH”- Weekly



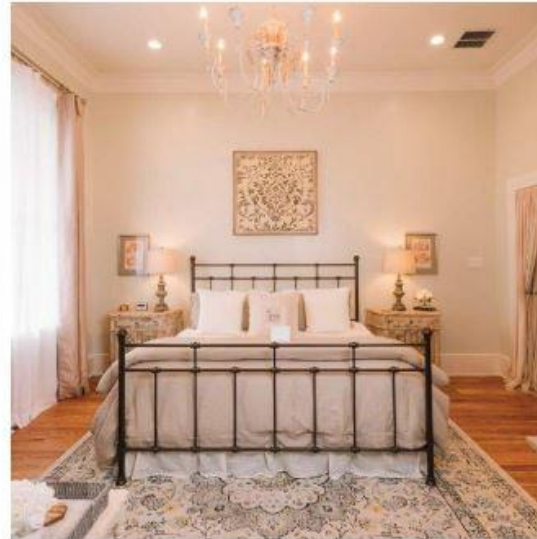
WHAT'S NEW



WIN TICKETS TO HILL COUNTRY SHRIMP & MUSIC FEST!

The first ever Hill Country Shrimp and Music Fest is slated to kick off on September 21st of this year! Held at The AgriCultural Museum from 2PM-10PM, this is a perfect way to ring in the fall festival season.

Read on...



BOERNE'S HISTORIC YE KENDALL INN IS NOW "THE KENDALL"!

The Kendall has exciting news and updates to share about the historic hotel and the Boerne experience they have to offer. There will even be a giveaway opportunity this week, so keep reading for a chance to win it!

Read on...

[VIEW ALL](#)

INFLUENCER MARKETING

- ▶ Influencer marketing is a form of social media marketing involving endorsements and product placements from influencers, people and organizations who possess an expert level of knowledge and/or social influence in their respective fields.
- ▶ @SanAntonioStephanie
- ▶ @JessicaLynnStrom
- ▶ @YelpSanAntonio
- ▶ @TastingSanAntonio
- ▶ @GoFroSanAntonio
- ▶ @Fernanda.Esc
- ▶ The Weekend Gourmet
- ▶ Two Worlds Treasures

HILL COUNTRY COMPETITIVE SET

FAIR MARKET SHARE

2ND QUARTER 2019 (91 DAYS)

<u>CITY</u>	<u>ROOM COUNT</u>	<u>TOTAL AVAILABLE ROOMS</u>	<u>IF 100 % OCCUP. FMS(%)</u>	<u>* SOURCE STRATEGIES ESTIMATED OCCUPIED ROOMS (%)</u>	<u>ESTIMATED ROOMS SOLD</u>	<u>FAIR MARKET SHARE (%)</u>	<u>* SOURCE STRATEGIES ESTIMATED ADR</u>	<u>* SOURCE STRATEGIES ESTIMATED REVENUE</u>
BOERNE	443	40,313	4.85%	68.00%	27,413	5.28%	\$97.42	\$2,670,483.00
BANDERA	255	23,205	2.79%	51.30%	11,904	2.29%	\$94.65	\$1,128,309.00
KERRVILLE	1,166	106,106	12.77%	62.70%	66,528	12.81%	\$95.08	\$6,331,266.00
FREDERICKSBURG	1,728	157,248	18.93%	56.20%	88,373	17.01%	\$156.86	\$13,867,830.00
SAN MARCOS	2,319	211,029	25.40%	73.50%	155,106	29.86%	\$85.20	\$13,223,955.00
NEW BRAUNFELS	<u>3,218</u>	<u>292,838</u>	<u>35.25%</u>	58.10%	<u>170,139</u>	<u>32.75%</u>	\$109.48	<u>\$19,155,241.00</u>
TOTAL ROOMS	<u>9,129</u>	<u>830,739</u>	<u>100.00%</u>	62.53%	<u>519,464</u>	<u>100.00%</u>	\$108.53	<u>\$56,377,084.00</u>

For the purpose of providing market share data back to the subscribing markets, revenues are typically within 2% of actual.

* STATISTICS PROVIDED BY TEXAS HOTEL PERFORMANCE FACT BOOK SOURCE STRATEGIES.

WWW.VISITBOERNE.ORG

THINGS TO DO

WHERE TO EAT

WHERE TO SHOP

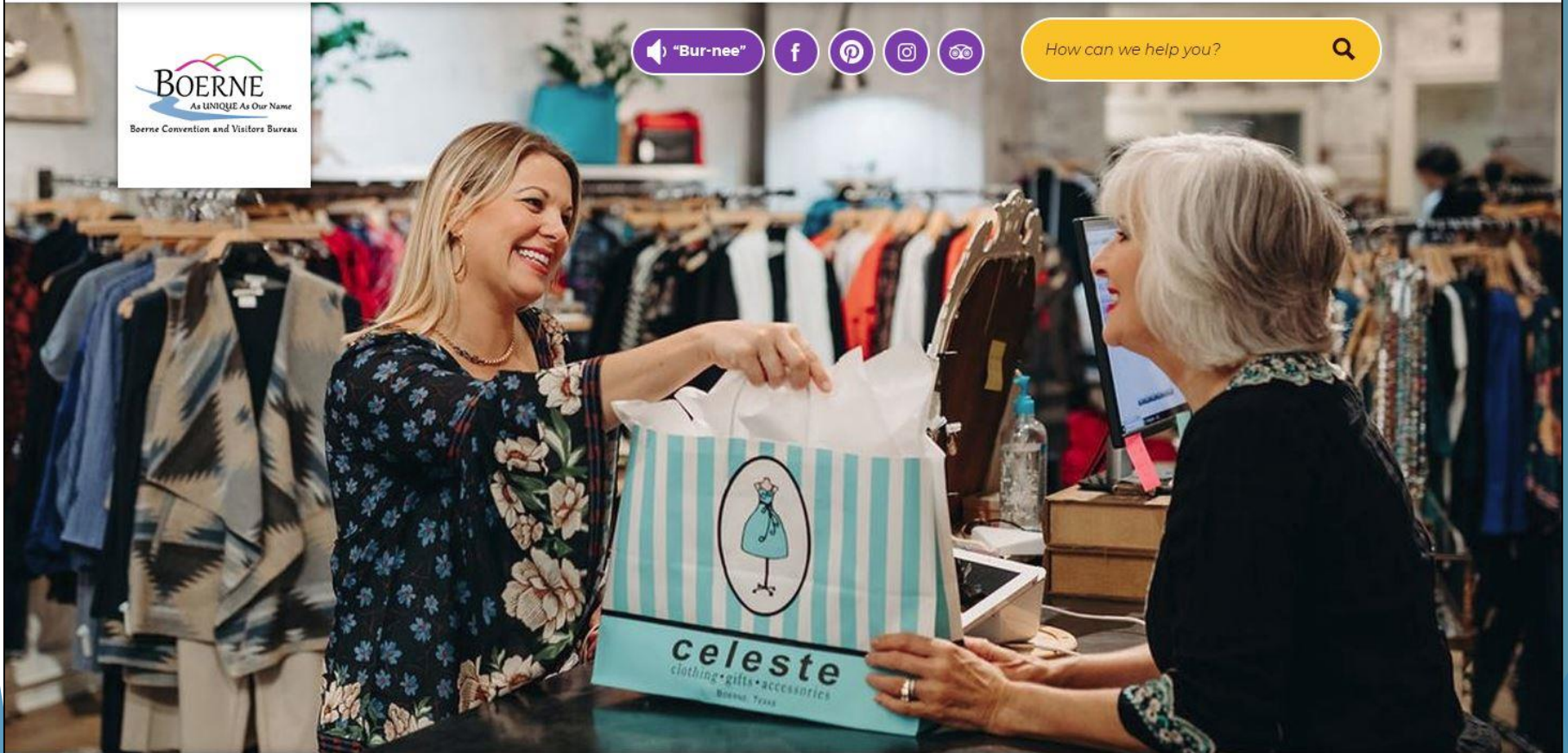
WHERE TO STAY



"Bur-nee"



How can we help you?



Calendar



Stay Connected



Itineraries



Visitor Guide



Visitor Center



Groups / Weddings



BOERNE

As UNIQUE As Our Name