

**2ND  
QUARTER OF  
2023-2024**

**EARLY**

***VISIT EARLY VISIT OFTEN***

**Presented by**

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Tourism Director**



[visitearlytexas.com](http://visitearlytexas.com)

**325-649-9300**



# RENTALS JANUARY - MARCH 2024

**PARK RENTALS:**  
CITY PARK - 1  
MCDONALD PARK - 2  
TOWN CENTER PARK - 1

## EARLY VISITORS EVENTS CENTER RENTALS

January – 8

February – 4

March – 8



## BUSINESS COMPLEX

Lare Conference Room

January – 14

February – 9

March – 9

Small Conference Room

January – 2

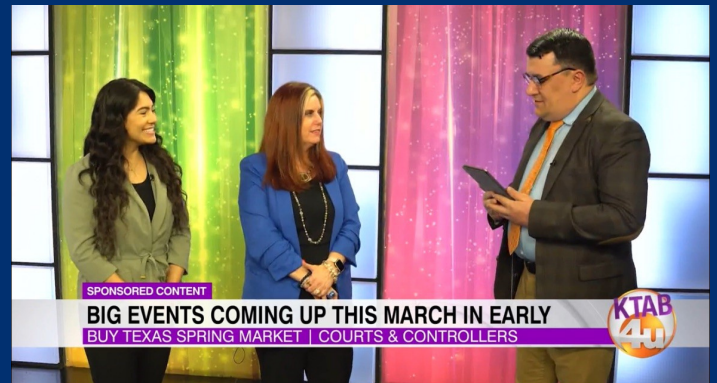
February – 3

March – 4



# PUBLIC RELATIONS AND TRAINING

- Texas Association of Venues & Facilities Board of Directors Meetings
- KTAB 4U
- ISCS Red River 24
- Brown County Museum of History Board Meeting
- Penatuhkah Comanche Trail Partnership Meetings
- KOXE, KXYL & The Breeze Talk Shows
- Coffee Talk – BROWNWOOD/EARLY Chambers
- Texas Association of Convention & Visitors Bureaus Mid-Winter Conference
- Tourism Currents Training
- Cinco de May Committee Meetings
- Texas Association of Convention & Visitor Bureaus Regional Workshop
- Professional Women's Summit



# CVB FUNDED OR SPONSORED EVENTS

- Big Buck Contest
- Courts & Controllers
- 2024 Grand Motorcycle Tour of Texas Stop
- Buy Texas Spring Market
- Lytic Theater Productions
- Wendlee Broadcasting Easter Egg Hunt
- Tail of Wonder Easter Egg Hunt



SHOP PRODUCTS MADE AND  
PRODUCED IN TEXAS

# EARLY

*VISIT EARLY VISIT OFTEN*

**BUY TEXAS MARKET**

**MARCH 16 10AM-2PM**

**EARLY VISITORS AND EVENT CENTER**

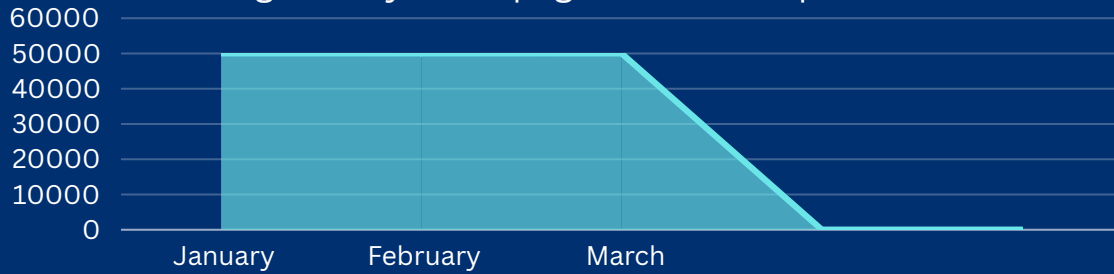
FOR MORE INFORMATION CALL 325-649-9



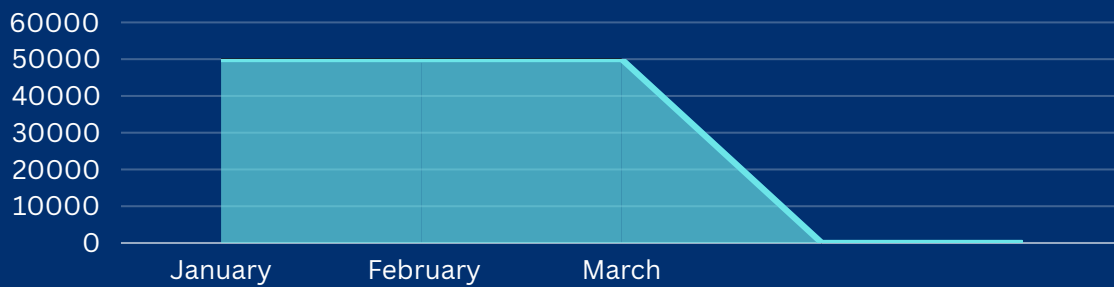


# MEDIA ADVERTISEMENTS

Big County Homepages Web Ad Impressions



Big County Homepages App Ad Impressions



## Publications

- Texas Trail - Brown County Map
- Texas Trail - San Saba County Map
- Brown County Event Guide
- TMCN Guide

**EARLY TEXAS**  
VISIT EARLY VISIT OFTEN

GO FISHING & HUNTING  
BEFORE YOU GO  
WINING & DINING!

**SHOP**

- Burger King
- Chicken Express
- Early Donuts
- Hacienda Leon
- Mexican Kitchen + Bar
- HTeaO
- Humphrey Pete's
- Jerry's Burgers & Shakes
- Krispy Krunchy Chicken
- La Botana Mexican Grill & Tequila Bar
- Pizza Inn
- Prima Pasta
- Sonic
- Starbucks
- Taco Casa
- Taco Rico
- Up In Smoke BBQ

**ATTRACTIONS**

- Early City Park
- Innovation Wellness Health Spa
- Lake Brownwood
- Los Trece, Texas
- McDonald Park
- Regal Heartland Movie Theater
- Stagecoach
- Xtreme Jump Trampoline Park

**SPIRITS**

- Skies Over Texas Winery
- The Ironwood Cantina at Los Trece

**SHOP**

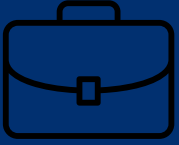
- Bath and Body Works
- Butter Bean Antiques
- Curious Gifts
- Double H Mercantile
- Early Blooms & Things
- Factory Connection
- Hardwick Farmers Market & Nursery
- Hobby Lobby
- Hummingbird Hemp
- K LeShae's Florist & Gift Shop
- Leon River Mercantile
- Quilter's Hideout
- Wildlife Truck Sales & Outdoors

Facebook: @visitearlytexas, Twitter: @visitearlytexas, Instagram: @visitearlyvisitoften

# MEDIA ADVERTISEMENT

## Tour Texas

Total Content Engagement 5,070



2 Bookings



365 Facebook  
click-thrus



370 website  
click -thrus



1 Slideshow  
Views



361 Instagram  
click-thrus



366 Twitter  
click-thrus



17 Content  
clicks



65 PDF  
request



3,523 page  
views

### Top Report States

Texas  
California

Average economic impact for each Visitor Guide sent out is \$48.\* TourTexas.com has facilitated 297 Visitor Guide requests to Texas travelers on behalf of Visit Early

Total Economic impact of those requests

= \$3,120

\*Source: DMA West Visitor Guide Readership Study 2022



## VISIT EARLY'S SOCIAL MEDIA



Reach:  
102.900

Page Visits:  
9,660

New Likes: 320



Impression:  
4,087

New

Followers: 7



Reach: 2,329

Page Visits: 299

New Followers: 60

# EARLY VISITORS & EVENT CENTER

Visitors: 377  
Event Visitors: 930

## In State Visitors:

Austin, Dallas, Fort Worth, Llano, Comanche, Throckmorton, Sweetwater, Houston, Post, Lubbock, Abilene, Goldwaithe, Burnett, Round Rock, College Station, Pflugerville, Ballinger, Georgetown, Killeen, San Angelo, Stephenville, Miles, Bronte, Cross Plains, Brady, Killen, San Antonio, Victoria, Lampasas, Selina, Baytown, Lockhart, Ceder Park, Wichita Falls, Hamilton, Glen Rose, Dublin, Eastland, Bronte, Stamford, Tye, Irving, Crosby, Ft. Hood, Gatesville, Canyon Lake

## Out of State Visitors:

Illinois, New Mexico, Louisiana, Colorado, Montana, North Carolina

## Out of Country Visitors:

Canada

