

**THIRD  
QUARTER OF  
2023-2024**

**EARLY**

***VISIT EARLY VISIT OFTEN***

**Presented by**

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# RENTALS

## JANUARY - MARCH 2024

### EARLY VISITORS & EVENTS CENTER

APRIL - 9

MAY - 9

JUNE - 12



### PARK RENTALS

CITY PARK - 1

MCDONALD PARK - 4

TOWN CENTER PARK - 5



### BUSINESS COMPLEX

#### Large Conference Room

April - 6

May - 5

June - 17

#### Small Conference Room

April - 6

May - 6

June - 7



# PUBLIC RELATIONS AND TRAININGS

- Texas Teenage Baseball Affiliate Meeting
- Brown County Museum of History Board Meeting
- Penatuhkah Comanche Trail Partnership Meetings
- Visit from Comanche Elders
- KOXE, KXYL & The Breeze Talk Shows
- Coffee Talk – BROWNWOOD/EARLY Chambers
- Beyond Early Meetings with Blanket & Zephyr
- Texas Flim Friendly
- Leadership Brownwood Visit – EVEC & Town Center
- Crawfish \* Cannons
- Texas Travel Expo
- Smart City Expo
- National Tourism Week
- Racken Up Dreams Banquet
- Brownwood Area Chamber Banquet
- CBWN Coffee Chats
- Texas Fort Trails Board Meeting
- THC Workship
- Premier High School Graduation Speaker

Coffee Talk



Comanche Elders



Leadership Brownwood





# CVB FUNDED OR SPONSORED EVENTS

- Brownwood Bass Club Fishing Tournament
- 9th Annual Kid Fishing Tournament
- 2024 Grand Motorcycle Tour of Texas Stop
- Heartland Rod Run
- Lytic Theater Productions
- Brown County Rodeo
- Juneteeth 2024
- Summer Swing Golf Tournament
- Texas Parks & Wildlife Cadet Meal
- Brown County Ranch Rodeo
- Tyler Technogiles
- American Southwest Conference Golf Championship

9th Annual Kid's Fishing Tournament



Heartland Rod Run



Summer Swing Golf Tournament



# MEDIA ADVERTISEMENT

## Tour Texas

Total Content Engagement 9,452



0 Bookings



380 Facebook  
click-thrus



380 website  
click -thrus



5 Slideshow  
Views



381 Instagram  
click-thrus



381 Twitter  
click-thrus



178 Content  
clicks



94 PDF  
request



7,809 page  
views

### Top Report States

## Publications

- Big Country Blitz
- Tour Texas Banner Ads

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

**= \$4,512**

\*Source: DMA West Visitor Guide Readership Study 2022

# VISIT EARLY'S SOCIAL MEDIA

ON JUNE WE ADDED LINKEDIN & YOUTUBE



Reach: 207,010

Page Visits: 10,090

New Likes: 458



Reach: 2,082

Page Visits: 184

New Followers: 97



Impression: 2,601

New Followers: 13

## June:



Views: 2

Watch Time: 0.0

Subscribers: 2



Reactions: 32

Comments: 0

Reposts: 1

Page Views: 31

Unique Visitors: 15

New Followers: 17

# EARLY VISITORS & EVENT CENTER



**Visitors: 832**

**Event Visitors: 1,380**

## In State Visitors:

San Antonio, Austin, Panhandle, Little Elm, Austin, Frisco, Crawford, Robinson, Levelland, Katy, Longview, Abilene, Pflugerville, Georgetown, Amarillo, Fort Worth, Santa Anna, Maner, Granbury, Horseshoebay, Comanche, Arlington, Belton, Dallas, Marshall, Lampasas, Fate, Llano, Austin, Bryan, Henderson, Kempner, San Antonio, Kingsland, Midland, Bastrop, Cleburne, Plainview, Burnell, Goldwaite, McKinney, Ennis, Waco, Sain Ited Wig, New Braunfels, San Angelo, Regnancy, Madisonville, Georgetown, Dallas, Albany, Whitewright, Clyde, Cedar Park, Houston, Austin, Panhandle, San Saba

## Out of State Visitors:

Oklahoma, Georgia, Indiana, Colorado, Pennsylvania, Wyoming, California, Idaho, Utah, Arizona, Tennessee, New Mexico, Michigan

## Out of Country Visitors:

Canada and Germany

