

THIRD QUARTER OF 2023-2024

EARLY

VISIT EARLY VISIT OFTEN

Presented by

**Denise Hudson-Brian, TDM, CTE
Tourism Director**



visitearlytexas.com **325-649-9300**

RENTALS

JANUARY - MARCH 2024

EARLY VISITORS & EVENTS CENTER

APRIL - 9

MAY - 9

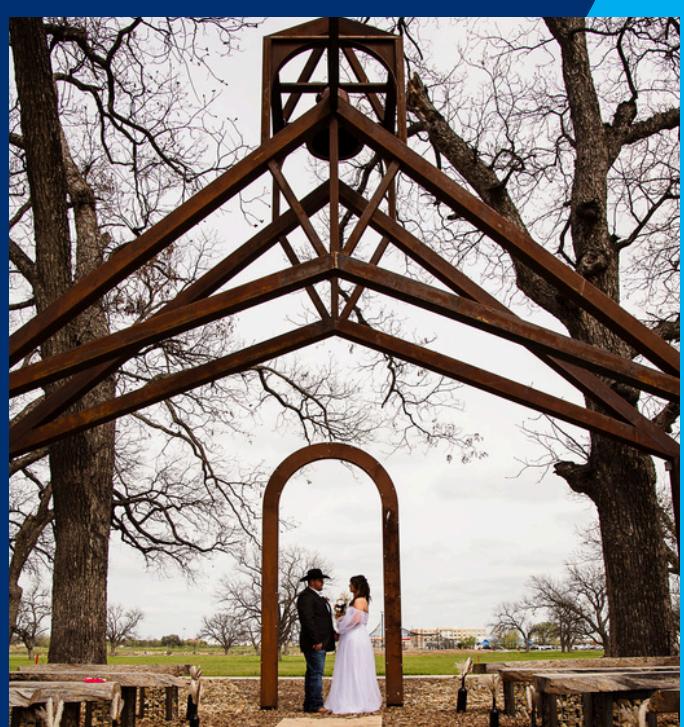
JUNE - 12

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

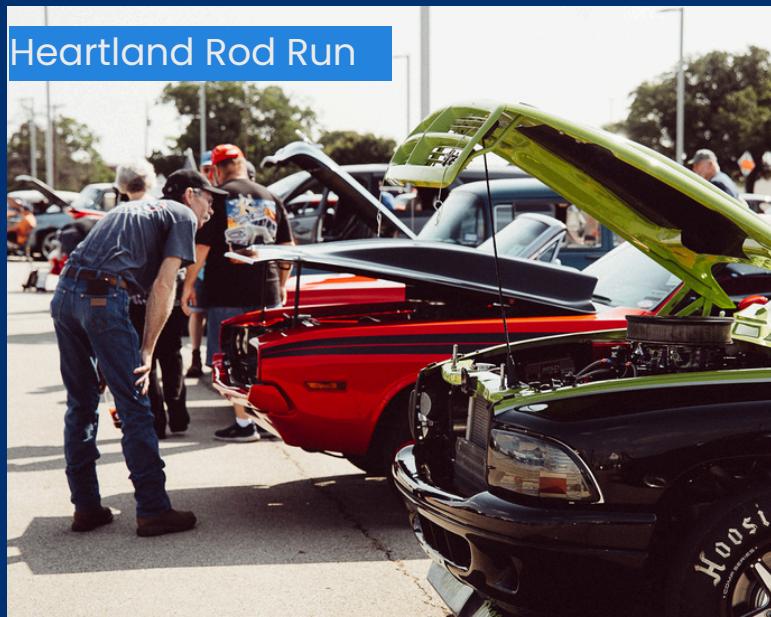
PUBLIC RELATIONS AND TRAININGS

- 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 Film 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 Workshop
- Premier High School Graduation Speaker



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



MEDIA ADVERTISEMENT

Tour Texas

Total Content Engagement 9,452



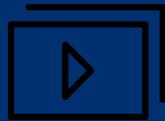
0 Bookings



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, Horshoebay, 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

