

# FOURTH QUARTER OF 2023-2024

# EARLY

*VISIT EARLY VISIT OFTEN*

Presented by

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



[visitearlytexas.com](http://visitearlytexas.com)   **325-649-9300**

# RENTALS

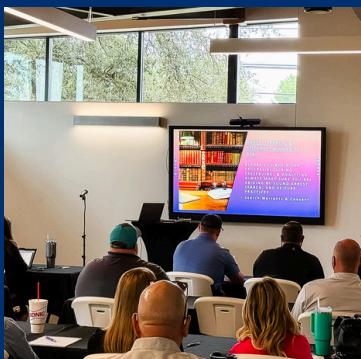
## JULY - SEPTEMBER 2024

### EARLY VISITORS & EVENTS CENTER

JULY - 8

AUGUST - 15

SEPTEMBER - 9



### PARK RENTALS

CITY PARK - 1

MCDONALD PARK - 1

TOWN CENTER PARK - 1



### BUSINESS COMPLEX

#### Large Conference Room

July - 16

August - 16

September - 11

#### Small Conference Room

July - 5

August - 5

September - 1

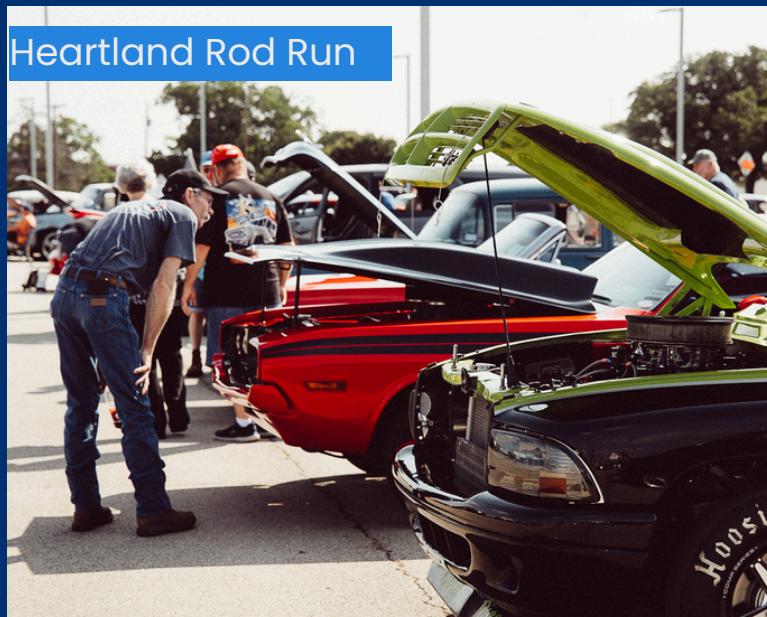
# PUBLIC RELATIONS AND TRAININGS

- 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
- Texas Fort Trails Board Retreat
- Early Chamber Banquet
- CBWN Coffee Chats
- Texas Association of Convention & Visitors Regional Workshop



# CVB FUNDED OR SPONSORED EVENTS

- 2024 Grand Motorcycle Tour of Texas Stop
- Heartland Rod Run
- Lyric Theater Productions
- Texas Association of Convention & Visitors Bureaus Regional Workshop
- Kanar RV Carshow
- Southwest Amputee Golf Association
- Texas Championship



# MEDIA ADVERTISEMENT

## Tour Texas

**Total Content Engagement 7,772**



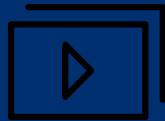
0 Bookings



456 Facebook  
click-thrus



397 website  
click-thru



3 Slideshow  
Views



496 Instagram  
click-thrus



591 X click-  
thru



17 Content  
clicks



57 PDF request



5,755 page  
views

### Google Searches

406 Interactions

### Publications

- Central Texas Hunting & Fishing Guide
- Tour Texas Banner Ads

Average economic impact for each Visitor Guide sent out is \$48.\* TourTexas.com has facilitated 57 Visitor Guide requests to Texas travelers on behalf of Visit Early  
Total Economic impact of those requests  
= **\$2,736**

\*Source: DMA West Visitor Guide Readership Study 2022

# VISIT EARLY'S SOCIAL MEDIA



Reach: 146,00

Page Visits: 7,800

New Likes: 318



Reach: 3,915

Page Visits: 258

New Followers: 109



New Followers: 7

**June:**



Views: 36



Reactions: 80

Comments: 1

Reposts: 4

Page Views: 18

Unique Visitors: 11

New Followers: 172

# EARLY VISITORS & EVENT CENTER



Visitors: 832

Event Visitors: 1,380

## In State Visitors:

Arlington, Abilene, Houston, Victoria, Austin, Llano, De Leon, Greg, Marble Falls, Coleman, Tuscola, Comanche, Hawley, Monahans, Spring Lake, Tyler, Blackwell. Ft. Worth, Mills, Taylor, Lubbock, Georgetown, Goldthwaite, Cisco, San Antonio, Lampasas. Menard, Mullin, Fort Worth, Coleman, Killeen, Manor, Llano, Austin, Eastland, Grandfield Gap, Frisco, Llano, Pilot Point, Denton, Dallas, Hutto, Jonhson County, Hamilton, Brady, Hascol County, Houston, Glen Rose, Anson, Bronte, Ballinger, Breckenridge, Cross Plains, Abilene, Santa Anna, Granbury, Stephenville, Frederiskburg, Boerne, Conroe, San Antonio, Dripping Springs

## Out of State Visitors:

Oklahoma, Kansas & California



## Out of Country Visitors:

