



City of San Marcos

City Council Work Session Marketing and Promotional Initiatives

November 7, 2023

Purpose

Receive an overview of Destination Services' marketing and promotions and the impact and value of tourism.



Tourism Economics

San Marcos

Direct Travel Spending	\$207.3 million
Direct Wage Earnings	\$109.1 million
Direct Tax Receipts	\$ 23.1 million

Hays County

Direct Travel Spending	\$500.3 million
Direct Wage Earnings	\$275.1 million
Direct Tax Receipts	\$ 61.4 million

Source: Office of the Governor Tourism



Tourism Economics

82 Tax collecting entities

29 hotels – 2,340 rooms – 4,100 beds

3 extended stay hotels

50 registered short-term rental properties

Hotel occupancy tax collected \$4.6 million

\$1.0 million conference center debt

\$3.6 million tourism programs

Tourism Economics







sights & sounds of Christmas







Marketing

It is our job to build our brand around community goals, values, and creative energy.



Audience Focus

Target potential visitors that enjoy the outdoors, art & culture, music, shopping and local events.

San Marcos is a vibe. An experience. Where you can stroll the downtown square to shop, dine, and soak up the art scene, then head to our craft breweries to find your new favorite beer. And that's just day one. Plan your trip at [VisitSanMarcos.com](https://www.VisitSanMarcos.com).

SAN MARCOS



Advertising

Majority of ads are digital

- Search Engine
- Website
- Mobile
- Audio
- Video
- Social Media



Fall in San Marcos

BY SARAH SMITH ON SEP. 12, 2023

Photo by: @ashwick_ While it's hard to beat summer in San Marcos, autumn just might give it a run for its money. The temperature drops to a comfortable range, comfort food graces restaurant menus, football gives us something to look forward to weekly and seasonally flavored beverages become...

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Artistry & Oddities: Navigating San Marcos' Unique Shopping Scene

BY SARAH SMITH ON SEP. 11, 2023

San Marcos, Texas, is known for shopping BIG at the outlets, but did you know it's also a hidden gem for those seeking a shopping experience that combines artistry, craftsmanship, and the thrill of discovering something truly unique? Whether you're an art enthusiast in search of just the right piece...

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Gallery Hops to Mic Drops: Experience the Art Scene in San Marcos

BY SARAH SMITH ON SEP. 05, 2023

San Marcos really is the place to be. The vibrant colors, sounds, textures, flavors, and most importantly, people of San Marcos have created a unique local culture that you simply have to experience for yourself. Peruse our galleries and see what our local artists are up to. Go to an art market...

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Visit San Marcos, Texas

October 6 at 6:45 PM · 🌐

...

Arts, vintage, farmers, and even mystical! There are lots of fun markets to peruse and shop in San Marcos, Texas. Check out what our local artisans are creating, taste the flavors of San Marcos through our regional vendors, and find a hidden treasure you didn't know you needed!



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VISITSANMARCOS.COM

So Many Markets In San Marcos, TX

Arts, vintage, farmers, and even mystical! There are lots of fun markets to peruse a...

sanmarcostx.gov



Meeting Servicing

- Servicing team assists groups with planning by coordinating site visits, attendee badges or bags, transportation, local activities and more

Meet Me in San Marcos!

Already attend out-of-town conferences and meetings?
Become a San Marcos Ambassador and help bring them here.



Share your love of San Marcos with the associations, organizations and groups you're in. By being an ambassador, you're directly helping our vibrant city thrive. In fact, the local tourism and hospitality industry generates almost \$2 million annually. And, being an ambassador is easy! Scan the QR code above to learn more about bringing your organization's events to town.

[visit-sanmarcos.com](https://www.visit-sanmarcos.com) | 512-393-5930

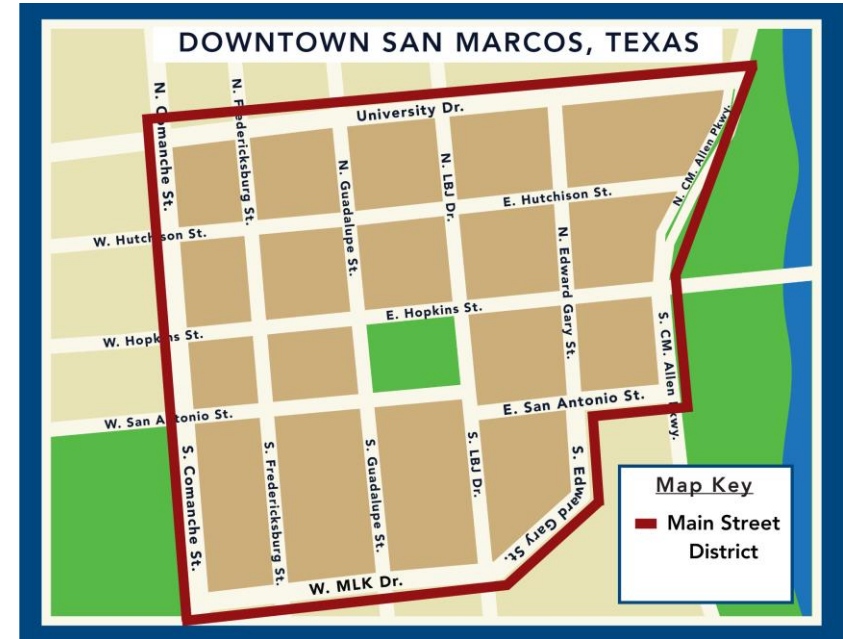
Meetings & Conferences

- 261 events resulting in 37,200 room nights at San Marcos Conference Center this year.
- Service meetings at all venues including downtown and Texas State University

D♥WNTOWN SMTX

Main Street Program

- In 2022, Downtown gained a net of 15 new businesses
- Total Downtown businesses : 275
- Four Point Approach:
 - Design
 - Economic Vitality
 - Organization (Advocacy)
 - Promotion



Downtown Events

Music on the Square



Downtown Events

Movies on the Square



Downtown Events

Farmers Market



Downtown Events

Mermaid Festival



Downtown Events

Holiday Lighting Ceremony



Placemaking Initiatives

Mobility Hub





Placemaking Initiatives

Legend Has It



Advertising and Promotion

Digital and social Media ads



Advertising and Promotion

Downtown Co-Marketing Fund



Advertising and Promotion

Footprints to River Campaign



Advertising and Promotion

Bobcat Discount Campaign





River Area Visitation



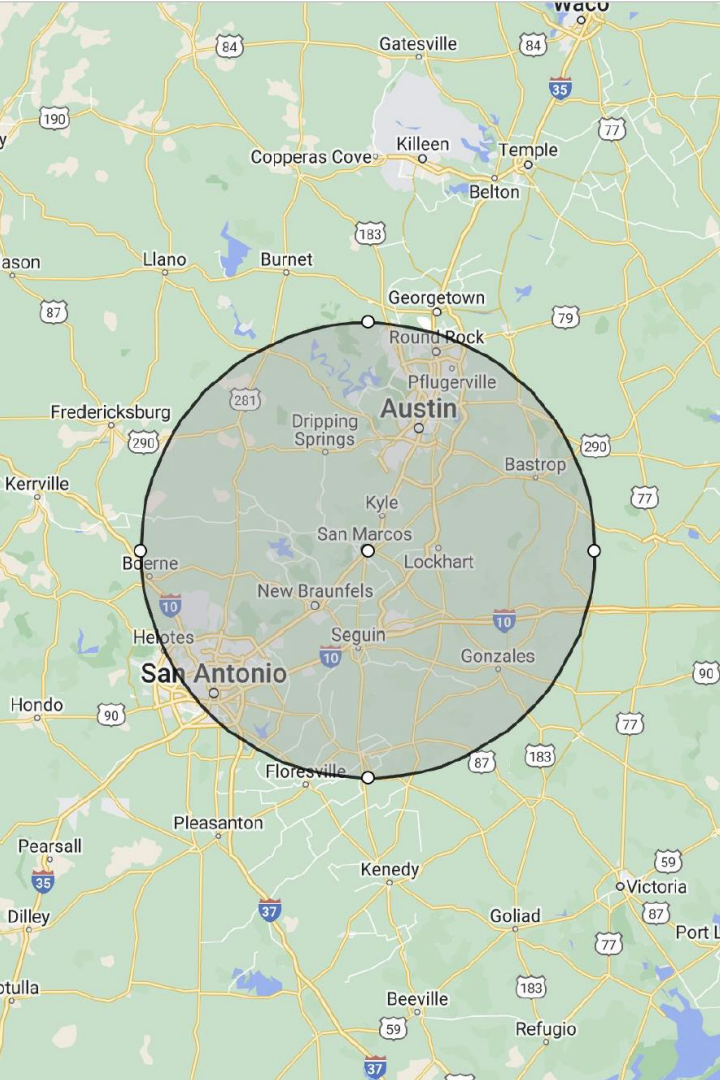
River Area Visitation

June 1 – August 20, 2023

Visitor Definitions:

- Local Resident – lives in San Marcos
- Regional <50 – lives within a 50-mile radius
- Greater >50 – lives outside 50-mile radius

← Circle approximates 50-mile radius from San Marcos



Source: ZARTICO Report - River Tubing San Marcos Jun-Aug 2023

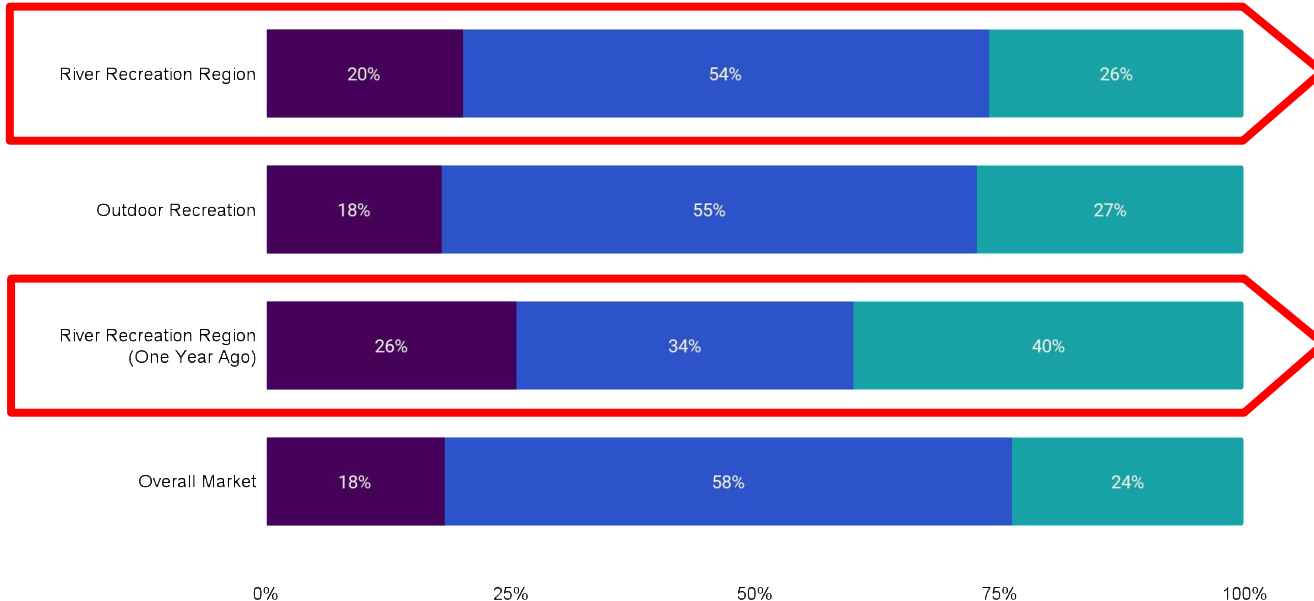
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River Area Visitation

June 1 – August 20, 2023

Visitors > 50 miles Visitors < 50 miles San Marcos Residents



2023: 80% visitors from within 50-mile radius

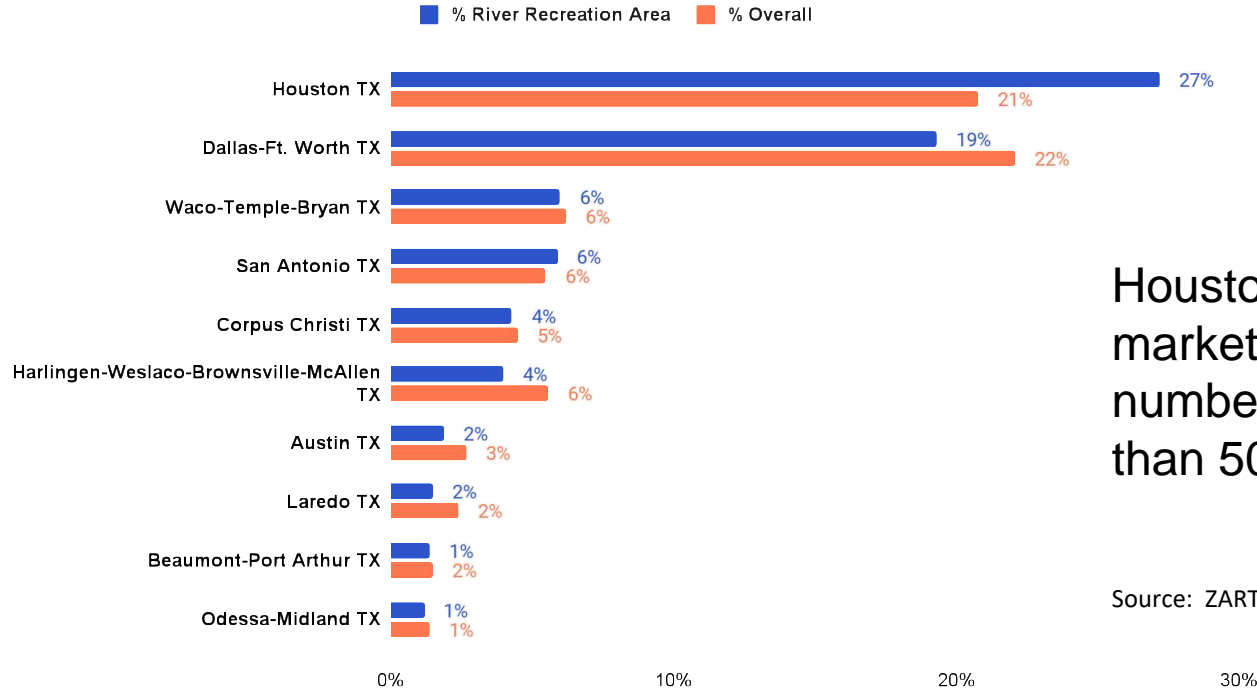
2022: 40% visitors were residents vs. 26% in 2023

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Top Origin Markets

Visitors from Greater >50 Radius



Houston and Dallas/Fort Worth markets make up the largest number of visitors traveling more than 50 miles this summer.

Source: ZARTICO Report - River Tubing San Marcos Jun-Aug 2023

Visitors Seen at San Marcos River: **Where else do they go?**



Source: Near. Map link (June 1- August 20, 2023)



Where Else Do They Go?

San Marcos River visitors have a very high propensity to also visit retail stores, food locations and other outdoor recreation areas.

SUMMER 2023 STATS:

- 52% shop vs. 30% non-river visitors
- 44% eat out vs. 15% non-river visitors
- 23% stay in hotels vs. 14% non-river visitors

Source: ZARTICO Report - River Tubing San Marcos Jun-Aug 2023 sanmarcostx.gov



Sustainable Tourism

Sustainable tourism addresses tourism's current and future impacts by accounting for the needs of both visitors and local residents. It is about People, Planet and Profit.

- **People** refers to local culture and communities
- **Planet** stands for the natural environment
- **Profit** refers to economic sustainability

As destination stewards, our sustainable tourism activities address all three.

Sustainable Tourism

Click [HERE](#) to view video.



Sustainable Tourism

2024 Responsible Park and River Use Campaign





Teamwork!



Questions?