



It All Starts with a Visit!

Dripping Springs Visitors Bureau
Destination Dripping Springs



Dripping Springs Visitors Bureau

- 501(c)(3) charitable non-profit organization
- 2 staff members
 - Pam Owens – President/CEO
 - Hope Boatright – Communications & Marketing Specialist
- 10 Office volunteers
- Governed by a board of directors
- Assisted by a Tourism Advisory Team made up of local tourism business partners as well as a City and a Chamber of Commerce representative
- Destination Dripping Springs is the marketing arm of the DSVB



Funding Sources

- Annual HOT grant from City of Dripping Springs
- Small grant from Dripping Springs Chamber of Commerce
- Portion of ad proceeds from DS Visitor's Guide
- DestinationDrippingSprings.com digital marketing program
- Fundraisers by DSVB – none in 2020
 - Dripping with Taste Trail Passport
 - Dripping Springs Songwriters Festival



Visitors Center

- Closed March 20 until May 11, 2020, when we opened on limited basis. One staff member worked in office in morning and other in afternoon otherwise we worked at home. Masked staff met visitors only on the porch.
- No volunteers in office until May 2021 – 3 hours per day, 4 days per week
- Beginning regular schedule of 2 volunteers per day starting week of June 14

For perspective:

Number of visitors in 2019 – 1375

Number of visitors in 2020 – 634

Number of visitors in 5 months of 2021 – 413



Destination Dripping Springs

Website – **DestinationDrippingSprings.com**

- Blog Posts – wide variety of information about things to do
- Event Calendar – live music and events

Newsletter – emailed to 6,000 per month with average open rate of 26%

Social Media – postings weekly

- Facebook
- Instagram
- Pinterest
- Twitter
- YouTube



Wedding Capital of Texas®

WCOT started by DS Chamber of Commerce – now owned and managed by DSVB

- Social Media – postings weekly
 - Facebook
 - Instagram
- Monthly Newsletter – launched this year for wedding professionals
- Monthly Network Meetings – for wedding professionals
- Showcase – annual event with approximately 30 vendors from DS area for engaged couples and their families. Includes tours at wedding related businesses. Held this year at the new Distiller's Hall at Dripping Springs Distilling on Sunday, July 25.



Dripping with Taste® Trail Passport

- The Passport is a fundraiser for the Visitor's Bureau and is a way for us to promote our craft beverage scene
- Participating wineries, breweries and distilleries give away a glass or a flight of their products on the "Trail"
- This year's passport is digital through a contract with Bandwango
- We receive funds from participant's purchase and promote the Trail through:
 - Social Media
 - Press Releases
 - Webpage
 - Texas Highways digital banner



Dripping Springs Songwriters Festival

Purchased by the Dripping Springs Visitors Bureau in 2020

7th Annual is first festival DSVB is producing

Includes but not limited to:

- Vetting songwriters
- Soliciting and securing sponsorships
- Marketing and advertising
- Social Media
 - Facebook
 - Instagram
- Securing housing for songwriters
- Securing and managing more than 50 volunteers
- Working with historic district host venues





Birding in Dripping Springs

- Created Birding webpage on DestinationDrippingSprings.com
- Monthly Newsletter – Birds & Blooms launched this spring
- Assist City of Dripping Springs with:
 - Bird City designation application
 - Festival of Flight at Charro Ranch Park





Music Friendly Community

- Received designation in May 2021
- Created Music Friendly page on DestinationDrippingSprings.com
- Developed a PR campaign
- Developed community advisory board
- Collecting names/contacts of community music members

Film Friendly Community

- Received designation in August 2018
- Assist scouts/film producers to find locations, contacts, etc.
- Assist with required city documentation



Holiday Lighting

- Since 2018, the Visitors Bureau has campaigned for community members and businesses to donate to light up Historic Mercer Street.
- Each year we've been able to add additional lighting, decorations and a photo op.
- This year we'll have a community drive committee to increase awareness and overall presentation.
- The "Buy A Light" donation campaign starts on August 1.



Advertising – Paid Media

- Texas Highways – print ads and digital banners
- TourTexas.com – leading Texas travel website with trip itineraries, videos and custom content
- Madden Media Program – social influencer visit
- Texas Hill Country Trail Region – map ad



DISCOVER DESTINATION DRIPPING SPRINGS

IT ALL STARTS HERE

And it all HAPPENS here! Within the Wedding Capital of Texas®, there's 35+ wineries, breweries & distilleries, 10 area parks, live music nearly every night of the week & so much more!

DRIPPING SPRINGS
GATEWAY TO THE HILL COUNTRY

DESTINATION DRIPPING SPRINGS

DESTINATIONDRIPPINGSPRINGS.COM



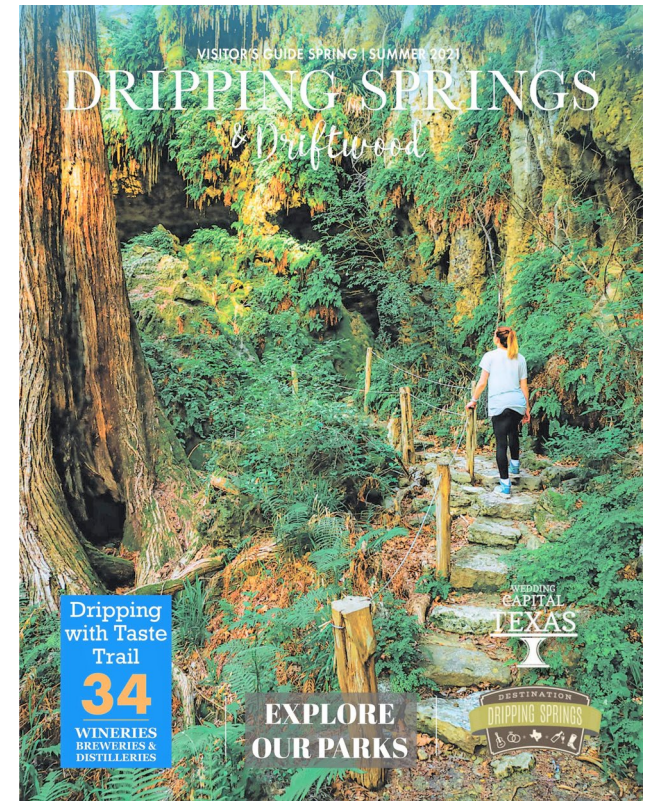
SAY 'I DO' IN
THE WEDDING CAPITAL OF TEXAS®

BEGIN PLANNING 



Visitor Guides

- Staff assists the publisher with topics, photos, lists and articles
- 15,000 printed twice yearly – Spring/Summer and Fall/Winter
- Distributed to the 11 Texas information centers, Hill Country and Dripping Springs/Driftwood locations and to DS Century News subscribers
- Included in the Chamber of Commerce new resident bags and given to guests who stop by the Visitors Center
- Given to local businesses and homeowner associations
- Placed in the 2 magazine racks on Mercer Street and 2 at the Visitors Center





Solar Eclipses

- Planning and already marketing for the 2023 annular and the 2024 total eclipse
- Have developed webpage on DestinationDrippingSprings.com for information
- Working with other Hill Country community leaders to prepare since the Hill Country and Dripping Springs in the center of totality.



Texas Hill Country Trail Region

- Pam serves as president of the 19 county organization with an emphasis on historic locations
- We participate with other communities in the Region's marketing and workshops
- Had co-op marketing campaign with Dallas-based social media influencer who visited Dripping Springs earlier this month



TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

Advocacy

- Participate with the Texas Travel Association's advocacy efforts for tourism funding
- Hope serves on the board of the Dripping Springs Women's Club
- Pam serves on the Dripping Springs Ranch Park Board of Directors
- Distribute monthly press releases to local and regional publications to keep Dripping Springs tourism in the forefront and top of mind
- Sponsor Tourism Tuesday - networking for local tourism professionals
- Participate in annual National Travel & Tourism Week

