



Explore Glen Rose- Tourism Report

August 11, 2026

Project	Key Tasks
Website: Exploreglenrose.com	We continue to refine the Explore Glen Rose website and maintain an up-to-date community event calendar. Event listings are managed by Pearl Martin, Traci Niedziela, and Stuart Mann. Our current focus is developing curated itineraries to help visitors plan their stay and encourage longer visits. We are working with James Oliver to create an app that personalizes itineraries (and diets). We will populate the app with Glen Rose information. Stuart has updated restaurant information.
Social Media Plan and Content vs. Advertising	Tourism marketing is focused on the Explore Glen Rose social media channels (Facebook, Instagram, TikTok, and YouTube). Upon execution of an interlocal agreement with Somervell County, we plan to consolidate tourism marketing under a single Explore Glen Rose brand. We will be adding Pinterest this fall. We launched the Explore Glen Rose: More Than a Day Trip podcast, with Episodes 1-4 now available on YouTube. The podcast highlights local attractions, restaurants, lodging, and community stories. Our contract with Flat Five Marketing concludes September 30. Beginning October 1, AJR Media will support our advertising efforts, including placements in Texas State travel guide and TourTexas website.
Bandwango Passes	The Dino Discovery Pass continues to be a successful visitor engagement tool, with more than 1400 activations since its launch. We are currently working on a new Glen Rose DINING Pass featuring restaurants throughout Glen Rose.
Visitor Center	We continue to enhance the Visitor Center and hours of operation are now 7 days a week. Visitor Center traffic and visitor statistics continue to be tracked and reported by Pearl.
Events: Make sure that you look at our event calendar on www.exploreglenrose.com for up to date information!	August 13 - Que & Art at Barnard's Mill August 15 - Night Claw at Dinosaur Valley State Park August 15 - No Bull Vendor Market at The Expo at Glen Rose August 15 and August 29- Sciencing in the Dark at Fossil Rim (TWANG) August 20 -GRHS Varsity Volleyball Tournament August 22 - Raid and Revelry at WhiskyWoods - to commemorate the Moonshine Raid August 29 - Monster Truck Show at Expo September 2-4 - Destination Texas Annual Conference, Plano, Texas October 9-11 - Dino Days Jamboree

Tourism Department - Project List

August 2026

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Constant Contact and email newsletter	Pearl is adding email addresses and building our database using Tour Texas, our website and Bandwango (dino pass game). We currently have 1000 email addresses in our email database. We are publishing a monthly newsletter.
HOT Tax Accounting	We are redesigning our HOT Tax process. We are working with Fundview to create an online payment system and collect HOT Tax information from hoteliers (google form).
Travel Guide of GR and rack cards	We are currently designing a new visitor guide for distribution this fall/winter (Pearl/Traci)
Team Tourism	Accounting Specialist - <i>Tyann Slaughter</i> Event Coordinator - Stuart Mann Visitor Specialist - MacKenzie Ritchie, Workforce Solutions employee for 300 hours
Event Trust Fund Grant	We submitted the following grant applications: ITLA -awarded the grant Chris Neal - awarded the grant EXCA - awarded the grant
Sports Tourism	We are developing tourism business in the following areas: Squaw Valley Golf Course - coordinating with Steve Heppler Beck Field - coordinating w/ Kristin Bailey Soccer fields - working with soccer board Basketball- talking to TCAL about February 2027 Tournament

August 2026 HOT Tax Report

	<i>Apr-26</i>	<i>May-26</i>	<i>Jun-26</i>
<i>Paid to SCVB</i>			
Baymont Inn and Suites	\$ 4,591.19	\$ 7,170.18	\$ 3,292.85
Best Western	\$ 6,361.96	\$ 9,541.99	\$ 7,123.43
Country Woods	\$ 1,812.49	\$ 2,368.36	\$ 2,252.57
Debbie's Vacation Properties			
Firefly			
Glen Lake			
Glen Rose Inn & Suites	\$ 385.76	\$ 468.47	\$ 315.90
The Herefordshire			
Holiday Inn	\$ 11,511.60	\$ 14,642.89	\$ 10,043.76
Inn on the River	\$ 1,034.84		
LaQuinta	\$ 4,915.23	\$ 6,600.34	\$ 4,062.79
Live Oak B&B	\$ 215.52	\$ 75.17	\$ 186.52
Oakdale	\$ 1,298.41	\$ 2,790.79	\$ 1,747.09
Paluxy River Bed Cabins	\$ 385.16	\$ 577.96	\$ 316.01
Quality Inn	\$ 2,508.28	\$ 4,090.49	\$ 1,344.73
Tres Rios	\$ 74.30	\$ 338.04	\$ 238.16
Dinosaur Crossing	\$ 79.33	\$ 121.37	\$ 40.74
Villa			\$ 48.71
<i>Paid to AirBNB/VRBO</i>			
AirBNB	\$ 4,958.76	\$ 4,975.12	\$ 4,472.14
Home Away/VRBO	\$ 913.81	\$ 1,441.22	\$ 1,152.61
<i>CVB</i>	<i>\$ 35,174.07</i>	<i>\$ 48,786.05</i>	<i>\$ 31,013.26</i>
<i>AirBNB/VRBO</i>	<i>\$ 5,872.57</i>	<i>\$ 6,416.34</i>	<i>\$ 5,624.75</i>
<i>Total</i>	<i>\$ 41,046.64</i>	<i>\$ 55,202.39</i>	<i>\$ 36,638.01</i>
<i>YTD</i>	<i>\$ 244,134.08</i>	<i>\$ 299,336.47</i>	<i>\$ 335,974.48</i>
<i>Prior Year</i>	<i>\$ 44,168.88</i>	<i>\$ 50,521.02</i>	<i>\$ 40,239.12</i>
<i>Difference</i>	<i>(\$3,122.24)</i>	<i>\$4,681.37</i>	<i>(\$3,601.11)</i>

Visitor Center Stats	2026
January	
Walkins	63
Phone Calls	33
Mail Outs	2
February	
Walkins	58
Phone Calls	52
Mail Outs	32
March	
Walkins	327
Phone Calls	145
Mail Outs	5
April	
Walkins	311
Phone Calls	132
Mail Outs	10
May	
Walkins	230
Phone Calls	173
Mail Outs	5
June	
Walkins	157
Phone Calls	178
Mail Outs	10
July	
Walkins	200
Phone Calls	171
Mail Outs	5