



4h

May 2024 Visitor Center Report

In the month of May, the Johnson City Visitors Center had the following:

- 33 groups of visitors (average of 2 people per group)
 - 19 families; 14 individuals
 - Most groups were from Texas:
San Antonio, Blanco County (JC, Round Mountain, and Hye), Austin, El Paso, Kingsland, Amarillo, Dallas, and Buda
 - We had a group each from Virginia, North Carolina, California, Maryland, New Jersey, and one family from India!
 - Not one person came in looking for the chamber of commerce.
 - We only had one group think we were the National Park Visitor Center/ Headquarters.
 - Locals dropped in to get maps, and to look for postcards for families and friends (which I am in the process of figuring out).
 - Due to the hail storm, we had two individuals come in asking for local roof/ glass repair companies (which I then referred to what I had on hand from the Chamber)
 - Most visitors were here from Texas cities taking day trips, or traveling through to Fredericksburg or San Antonio!
 - We did have two inquiries about maps; apparently we used to carry in depth maps of the Texas Hill Country that people loved.
 - A family came in and I helped them plan a trip for 20 people this first week of June.

- Roughly 31 calls total
 - We had 9 wrong number calls or misdials
 - We had a caller who thought we were a metal fabricator
 - A lady called from Kingsland wondering what wineries we have in town
 - A couple called wanting to find public swimming that allows dogs in town
 - One caller wanted to know where they could fill out an application for market days.
 - Tripz Publications called twice, but I was told they work with the Chamber of Commerce by Sara Allen
 - Someone also asked for Sara Allen's contact, which I sent them to the cities website to see if it was public info.

- A couple called to find a place to stay that was senior, budget, and dog-friendly.
- Llano, Bulverde, Boerne, and Texas Travel Info Center all called requesting our flyers, which I will mail out to them once I get that shipment in.
- Two people called to ask if we used copper analog phone lines.
- Someone called asking about what time the Fish Fry started, as well as info on Pedernales Falls State Park.

In the month of May, the Visitor's Center went through and got rid of more flyers/ brochures that were irrelevant, and outdated.

We changed the hours of operation from Wed.-Sat. 11am-5pm to Thurs.-Sun. 11am-5pm. So far, I haven't been able to statistically compare to see if there is a difference in visitors.

I was informed by the National Park that due to budgeting and contractual issues, the alarm system here will be down until further notice. I am still doing every step in making sure the doors are secured before leaving.

File organizers were ordered on Amazon as well as an Address/ Password book, which will keep it easier to organize up here, and keep track of future contacts of businesses.