



April 2024  
Johnson City Visitors Center Report

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

- 65 groups of visitors
  - 46 families; 19 individuals
  - Most visitors were from Texas:  
Austin, Houston, Dallas/ Ft. Worth, San Marcos, San Antonio, Denton,  
College Station, Lakeway, Buda, and Blanco.
  - We also had groups from the following:
    - California (7 groups): Los Angeles, San Francisco, San Diego,  
Sacramento
    - North Carolina (3)
    - Florida; Washington; Georgia; New York; New Jersey; Iowa;  
Arizona; Oregon (all 2 groups each)
    - Sweden (2)
    - Illinois; Ohio; Massachusetts; Minnesota; Pennsylvania; Tennessee;  
Connecticut; United Kingdom; Canada; Denmark; New Zealand (1  
group each)
  - Overall, a good amount of the visitors were here for the eclipse; approx. 26  
out of the 65 groups.
  - A few locals stopped in to drop off local event flyers, as well as a visitor from  
the National Park Service to look around.
  - We only had 4 groups confuse us with the National Park Visitors Center.
  - 3 groups were looking for a general store.
  - We had 5 different groups in town for a birthday (within a 4 day span).
  - 9 groups came from Blanco, Fredericksburg, and Austin for a day trip  
outside of the eclipse.
  - 6 groups were looking for the best spot to see wildflowers.
- Roughly 37 calls total
  - Callers wanted to know information on the following:

- If the wildflowers were in bloom yet
  - Local services such as grocery stores, where to make a key, and phone numbers of places.
  - Hours of the National Park
  - Parking on the square and where to park at the visitors center
  - What the visitors center address is because they CANNOT find it on google maps.
  - Marble Falls, Brownwood, and Boerne visitors centers would like more of our rack cards.
  - Two journalists called to find places to stay.
  - One lady called about where she could bring used eclipse glasses.
- We had 11 wrong number dials.
  - There were only 6 chamber calls this month!

In the month of April, we saw a huge increase in visitors from the eclipse (of course) and a lot of people mostly asking where the best spots to eat in town are.

I met with Leigh Craig at the high school about getting volunteers in. We have confirmed that volunteer hours at the center qualify for Eagles in Service Hours.

I also went around to some businesses during the eclipse weekend to finally introduce myself and exchange business cards and info. I will continue to hit businesses within the Johnson City Limits.