



Visitor Center Report June 2024

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

- 22 groups of visitors
 - Most groups were from Texas (Austin, Houston, San Antonio, Dallas, Tyler, Killeen, and a few locals)
 - We also had a group each from the following: Georgia; Wisconsin; Ohio; Germany *the group from Germany were visiting family in Fredericksburg*
 - Most groups said they were on their way to Fredericksburg and were just passing through. They asked about where the best places to eat or drink were, and if we had any museums.
 - Two groups were on their way back to Austin where they were having a family gathering, and we also had a couple staying at an Airbnb in town and asked for a walking map.
 - I also had two groups, one was a group of 10, come in to help them find a place to stay in Late August!
 - Other groups asked about the following topics:
 - Where to find peach jam
 - If we had county maps
 - Best trails at Pedernales Falls State Park
 - Where the boutiques in town were
 - Where the National Park Headquarters were
- 30 calls total
 - Most of the calls ended up being silent, or led to wrong number hang-ups
 - We had 4 callers inquiring info about Market Days
 - 3 callers wanted information on the Tractor Pull
 - 2 callers want info on the Rodeo coming up (I have yet to get back to them)
 - 2 visitors centers called asking for more rack cards to be sent to them
 - 2 callers asking for the Chamber of Commerce

- 2 robots
- We also had a caller asking about the following:
 - If our town needs website builders
 - Any part-time work available
 - Federal Credit union asking for Anthony

In the month of June, the visitors center met with Sara Allen of Deep Roots who helped me get rid of more unnecessary rack cards, and I will now be sending her a weekly visitor center report as well, per her request.

I got to go to the Texas Historical Commission workshop in Bandera, where I was able to meet with the City Manager and City Secretary of Boerne. I also got to speak with the Mayor of Kerrville and made some connections with other Visitor Center Specialists all over Texas.

The conference went over heritage, and how we can combat mindlessness when it comes to people entering our buildings. I saw presentations and heard stories about what other centers have done to make their tourists more engaged, and it was extremely helpful.