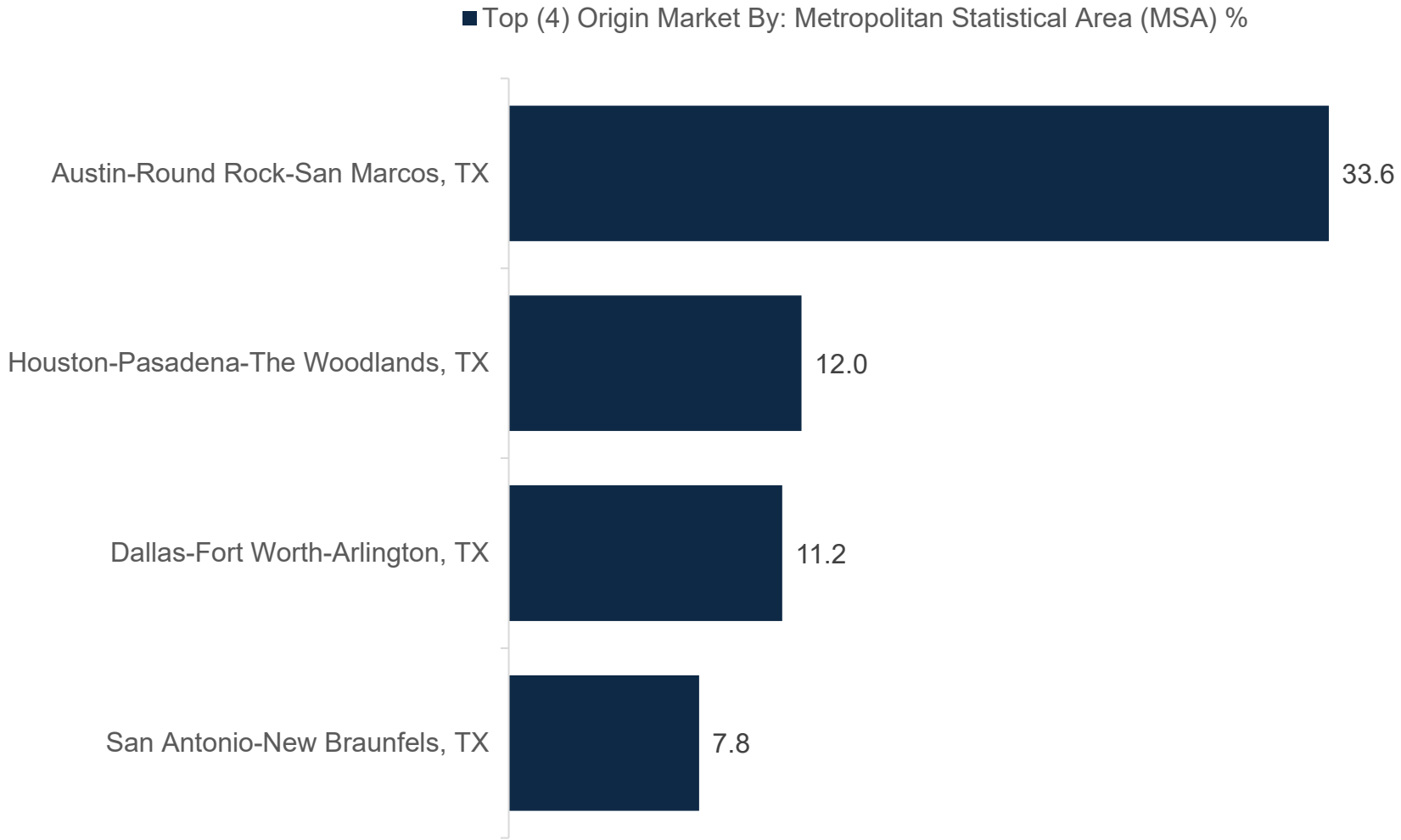
Tourism Program Update

Tourism Marketing Manager

CEDAR PARK TEXAS

Date Range
Jan 1– Nov 30



Sample Size:
104,271

Strategic Goal: Economic Vitality

Tourism: Expand and support the tourism program to increase visitors and local commerce.

ACTION GOALS:

Develop and implement Tourism Marketing Plan with measurable outcomes

Strengthen Partnerships with Hoteliers

Collaborate with Tourism Partners

CEDAR PARK TEXAS

Develop & Implement Tourism Marketing Plan

Awareness and Interest

Brand Identity: Develop a strong brand and leverage state certifications.

Digital Marketing: Create engaging content and use data analytics to drive our decisions.

Technology: Leverage our established Customer Relationship Management System (CRM)

Partnerships: Foster community and industry partnerships.

Marketing Activations:



Formula 1 / COTA

Est. 400,000 attendees

*Courtesy of Circuit of the Americas



BrewCity Festival



Fall Round Up

Marketing Activations:



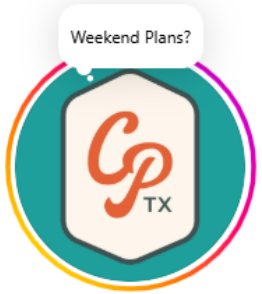
Austin Spurs – Basketball



Texas Stars-Hockey



League One Volleyball



visitcptx

Cedar Park, Texas

989 posts **14.1K** followers **932** following

Sharing what makes Cedar Park, Texas the destination to visit. Use #yesCPTX or #visitCPTX with your photos so that we... more

www.visitcedarparktexas.com and 4 more

Edit profile | View archive



Views

249,439
Views

Followers	55%
Non-followers	45%
Accounts reached	53,485

By content type

All | Followers | Non-followers

Stories	59.2%
Reels	34.9%
Posts	5.9%
Videos	0.0%

Followers Non-followers

Top content based on views

See all



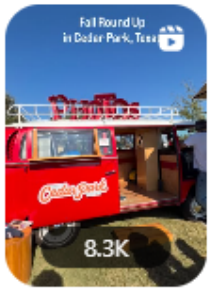
Oct 15



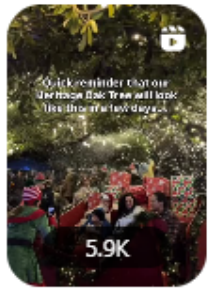
Sep 16



Oct 31



Nov 8

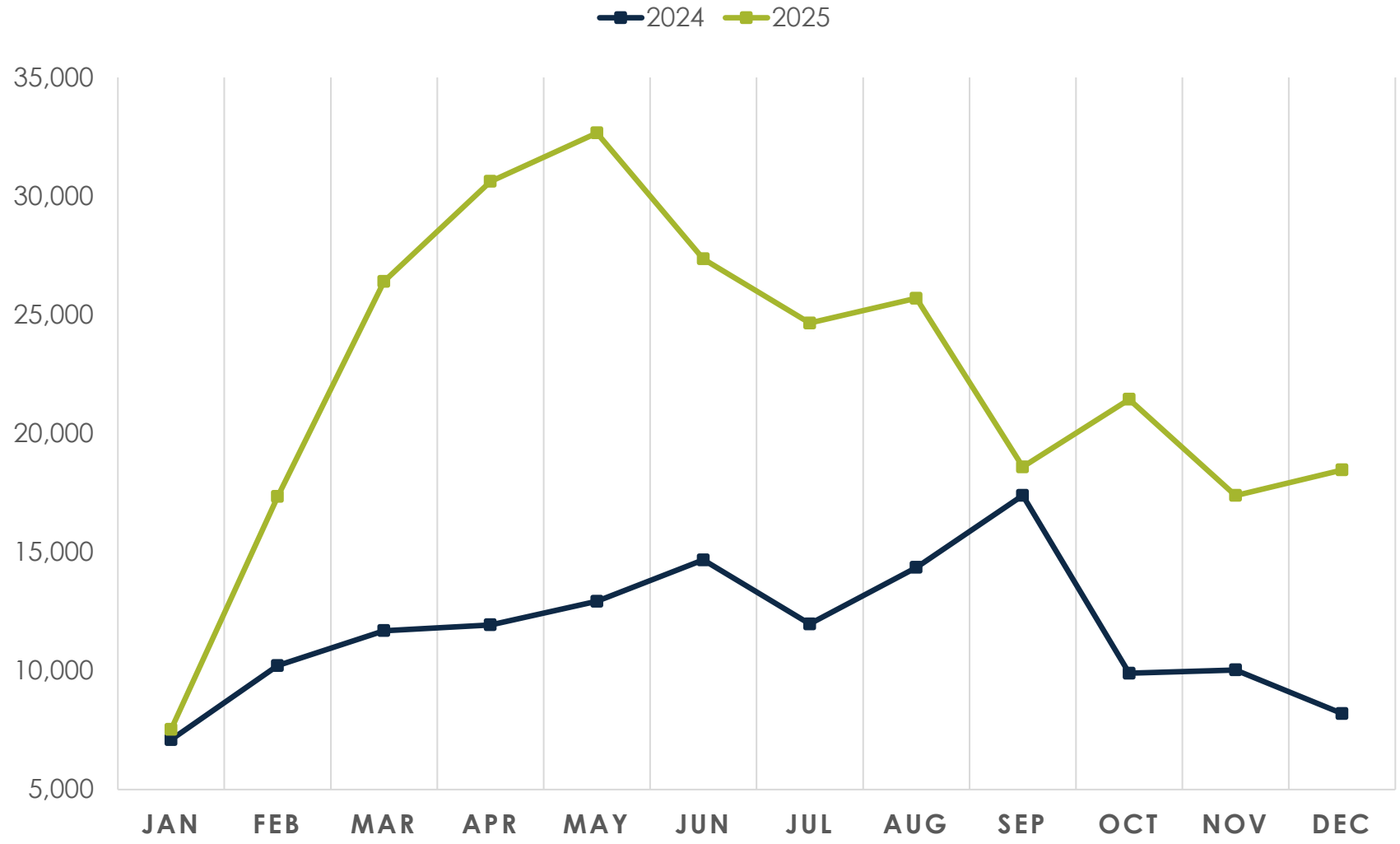


Nov 26

WEBSITE PERFORMANCE / visitcedarparktexas.com

Total Unique Sessions:

2025 / 268,168
2024 / 140,410



Strengthen Partnerships with Hoteliers

Partner Portal: There have been over 2,500 Partner Portal updates since September 2024

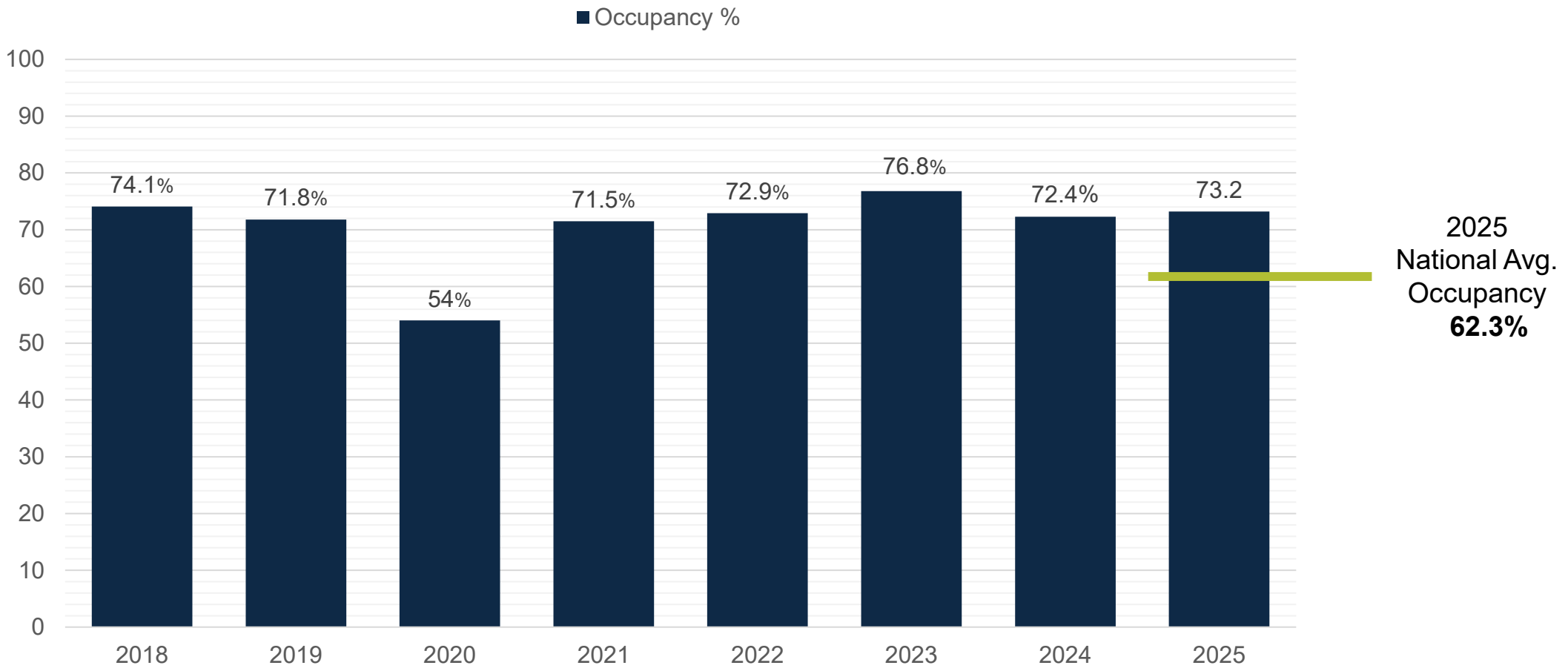
Lodging Calls: Bi-Weekly Lodging Calls available for hotel partners. (10 of 13 active)

Marketing Activations: Influencer highlights, event booths and Marketing Campaigns

Tourism Resources for Hotels: Visitor Guides, Local Maps, Visitor Gifts and local promotional items and regional passports for historical locations.

Questions?

CEDAR PARK TEXAS


Occupancy %
100
90
80
70
60
50
40
30
20
10
0
74.1%
71.8%
54%
71.5%
72.9%
76.8%
72.4%
73.2
2018
2019
2020
2021
2022
2023
2024
2025
2025 National Avg. Occupancy 62.3%

Marketing Funnel

Awareness: Potential tourists become aware of Cedar Park, Texas as a destination.

Interest: They show interest in exploring Cedar Park further.

Consideration: They consider Cedar Park as a potential travel destination.

Intent: They have the intent to Visit Cedar Park, Texas.

Action: They book a trip to Cedar Park.

Loyalty: They become repeat visitors and advocates for Cedar Park.

Cedar Park City

Total Direct Travel Spending

Total Direct Travel Spending

	Value	YOY Change
2024	182,698,552	0.7% ▲
2023	181,349,280	4.6% ▲
2022	173,299,372	15.6% ▲
2021	149,889,083	47.2% ▲

travelstats.com

Cedar Park City

Industry Employment Generated by Travel Spending

Total Direct Employment

travelstats.com

Industry Employment Generated by Travel Spending

Total Direct Employment

	Value	YOY Change
2024	1,630.0	1.9% ▲
2023	1,600.0	4.6% ▲
2022	1,530.0	10.1% ▲
2021	1,390.0	24.1% ▲

Lodging

Cedar Park, Texas: Hotels - 13
Best Western Cedar Inn
Candlewood Suites Austin North Cedar Park
Comfort Suites Cedar Park
Hampton by Hilton Cedar Park North Austin
Holiday Inn Express & Suites Cedar Park Northwest Austin
Hyatt Place Austin/Cedar Park
La Quinta Inn & Suites Austin Cedar Park
Motel 6 Cedar Park
Quality Inn Cedar Park
SpringHill Suites Austin Cedar Park
Staybridge Suites Cedar Park - Austin N
The Bungalows Hotel & Event Center
WoodSpring Suites Cedar Park Austin North
TOTAL ROOMS: 1,080

Collaborate with Tourism Partners

State Certifications:

Texas Film Commission – Digital Media Certification

Texas Film Commission- Film Friendly Certification

Texas Music Office – Music Friendly Texas

Texas Brewers Guild – Brew City, Texas Program

Scenic Texas Community

Local Collaboration:

H-E-B Center at Cedar Park

Texas Stars

The Crossover

The Haute Spot

The Good Lot

Texas Hill Country Trail

The Bell District

Cedar Park Parks & Recreation

Cedar Park Library

Cedar Park Chamber

Industry Associations:

Destinations Texas, formerly Texas Association Convention & Visitor Bureau (TACVB)

Meeting Planners International (MPI)

Destinations International (DI)

Texas Society of Association Executives (TSAE)

Texas Travel Alliance (TTA)

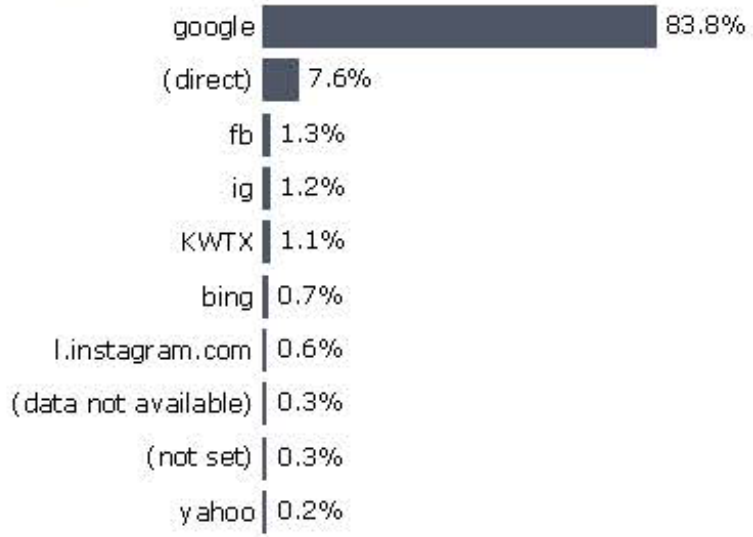
Texas Hotel & Lodging Association (THLA)

VISIT Cedar Park TEXAS | visitcedarparktexas.com

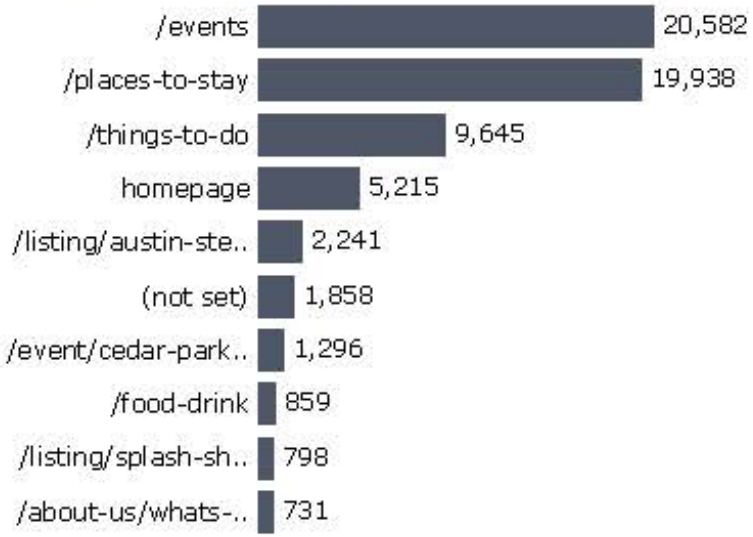
Top Campaigns



Top Sources



Top Landing Pages



Views 259.1K ↑ 295.6%

Watch time 15d 20h ↑ 533.4%

Interactions 1.4K ↑ 228.2%

