Tourism Program Update

Tourism Marketing Manager

CEDAR PARK TEXAS

Strategic Goal: Economic Vitality

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

ACTION GOALS:

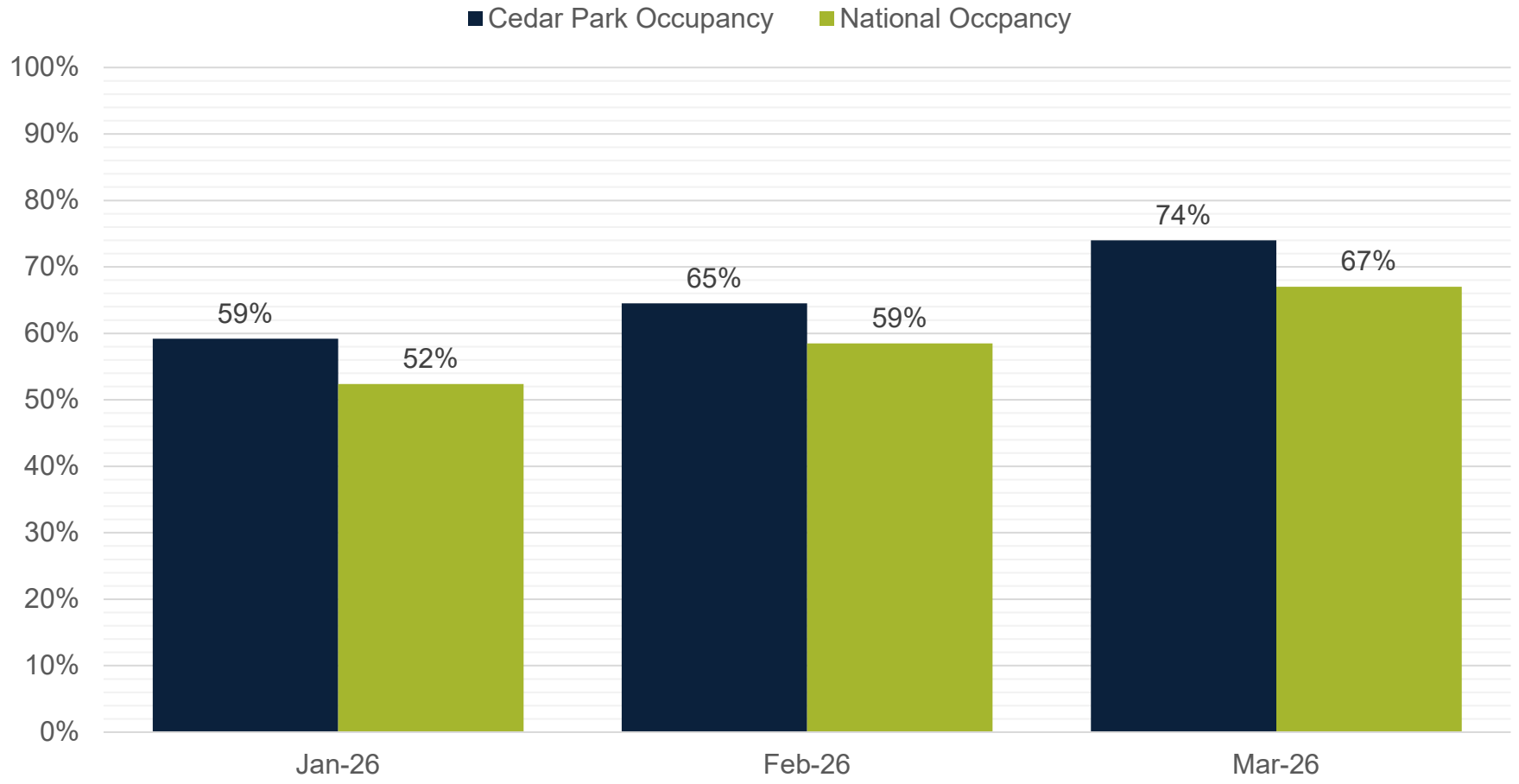
Develop and implement Tourism Marketing Plan with measurable outcomes

Collaborate with Tourism Partners

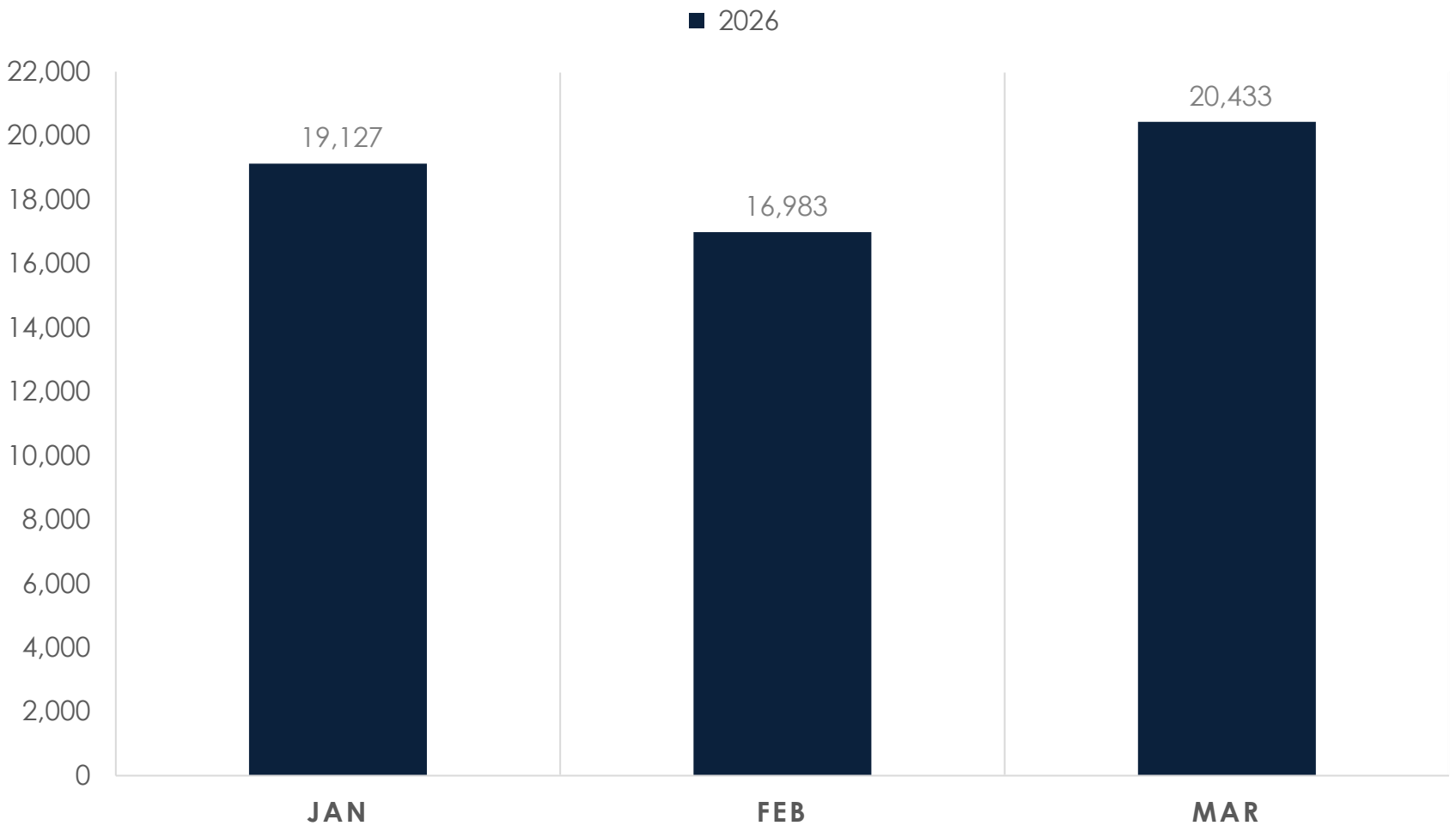
Strengthen Partnerships with Hoteliers

CEDAR PARK TEXAS

Local vs. National Occupancy



WEBSITE PERFORMANCE – Q1 2026 / visitcedarparktexas.com



Website Sessions:
56,543

Marketing Activations:



Live at Lakeline Music Series



Travel & Adventure Shows



Cedar Fest 2026

Strengthen Partnerships with Hoteliers

Comprehensive Tourism & Destination Marketing Organization (DMO) Strategy

Questions?

CEDAR PARK TEXAS

Develop & Implement Tourism Marketing Plan

Marketing Funnel

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

Interest: They show interest in exploring.

Consideration: They consider our community as a potential travel destination.

Intent: They show intent to build itineraries, request resource materials

Action: They book a trip to Cedar Park.

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

Marketing Activations:



Austin Spurs – Basketball



Texas Stars-Hockey



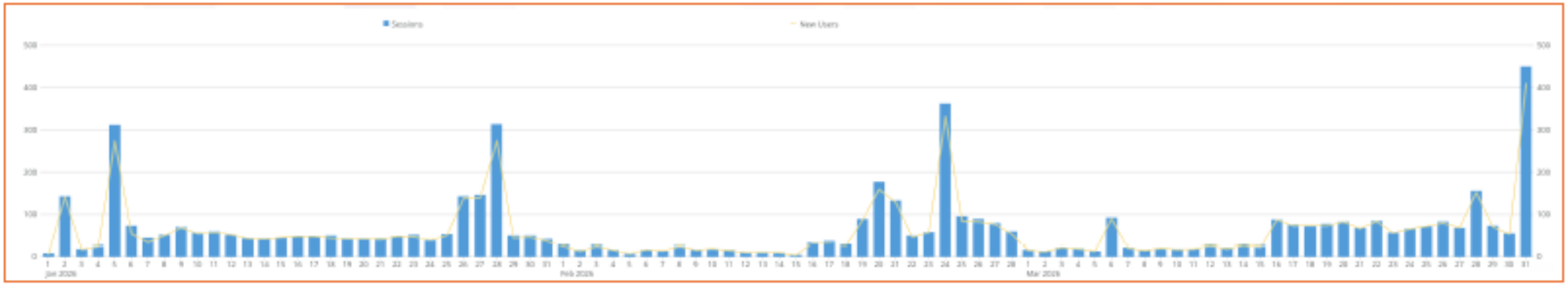
League One Volleyball

Attributed Sessions

1Q26 Campaign

Sessions	Pageviews	New Users
5,737	6,135	5,378

Directly Attributed to Digital Campaigns
Notice spike on days of Total Takeovers



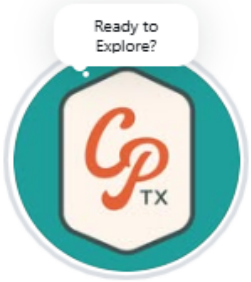
Cedar Park City

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



visitcptx

Cedar Park, Texas

1,024 posts **14.6K** followers **983** following

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

visitcedarparktexas.com/event/live-at-lakeline-%257c-spring-concert-seri...

Edit profile | View archive



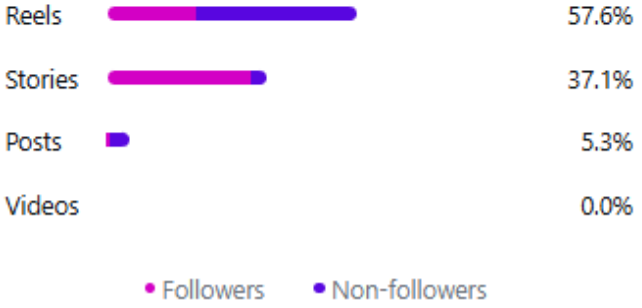
Views

268,274
Views

Followers	44.3%
Non-followers	55.7%
Accounts reached	37,276

By content type

All | Followers | Non-followers



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: 1,055

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

Austin Spurs

League One Volleyball (LOVB)

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 / Formally (TACVB)

Meeting Planners International (MPI)

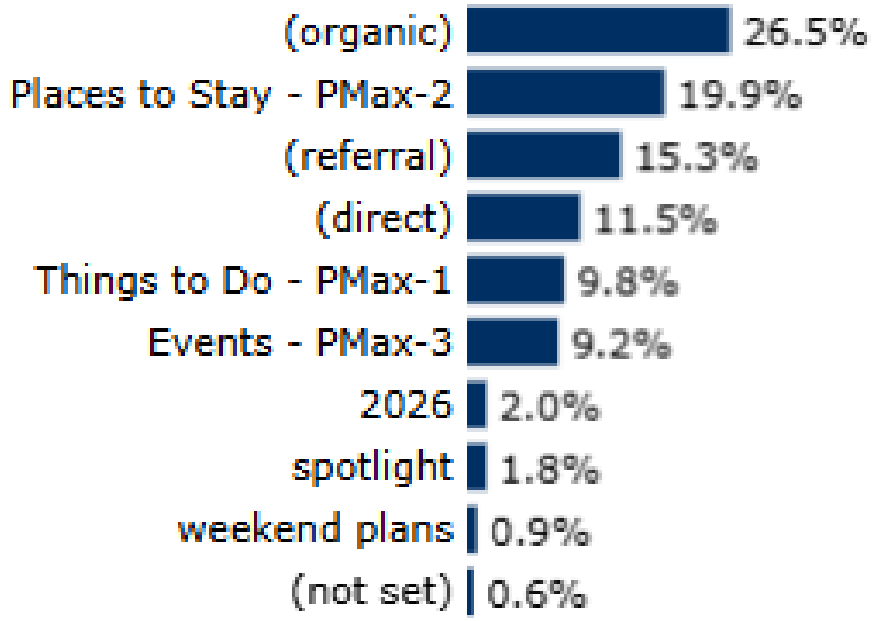
Destinations International (DI)

Texas Society of Association Executives (TSAE)

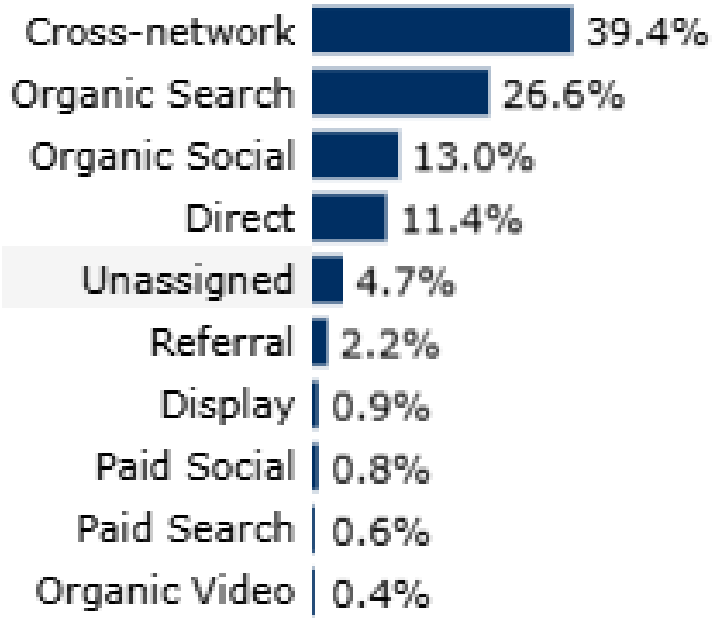
Texas Travel Alliance (TTA)

Texas Hotel & Lodging Association (THLA)

Top Campaigns



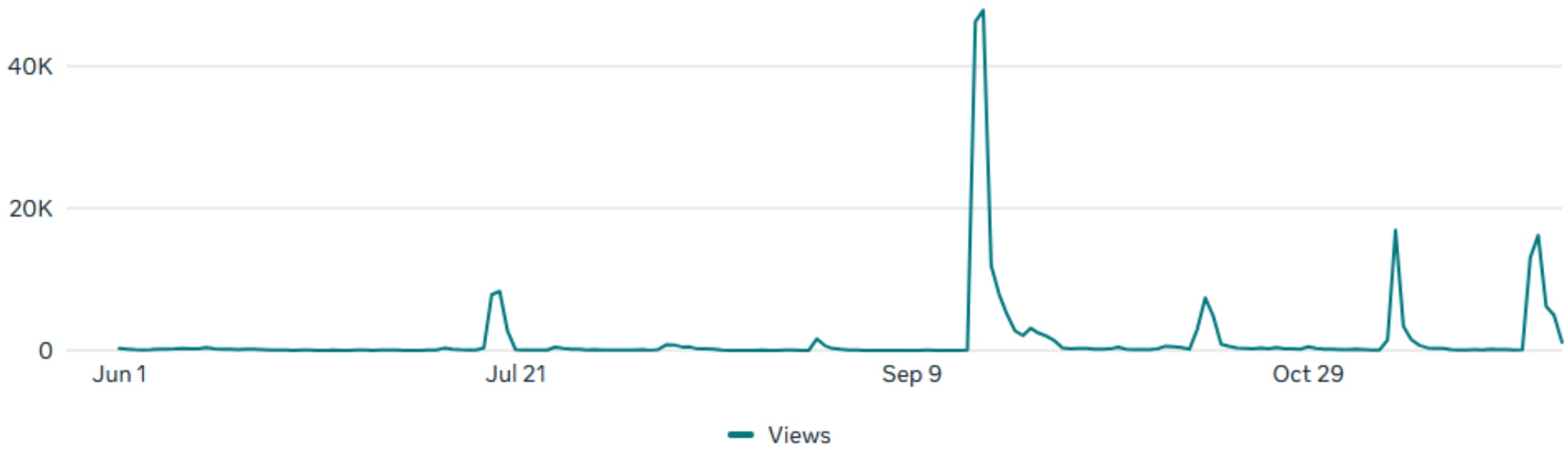
Top Channels



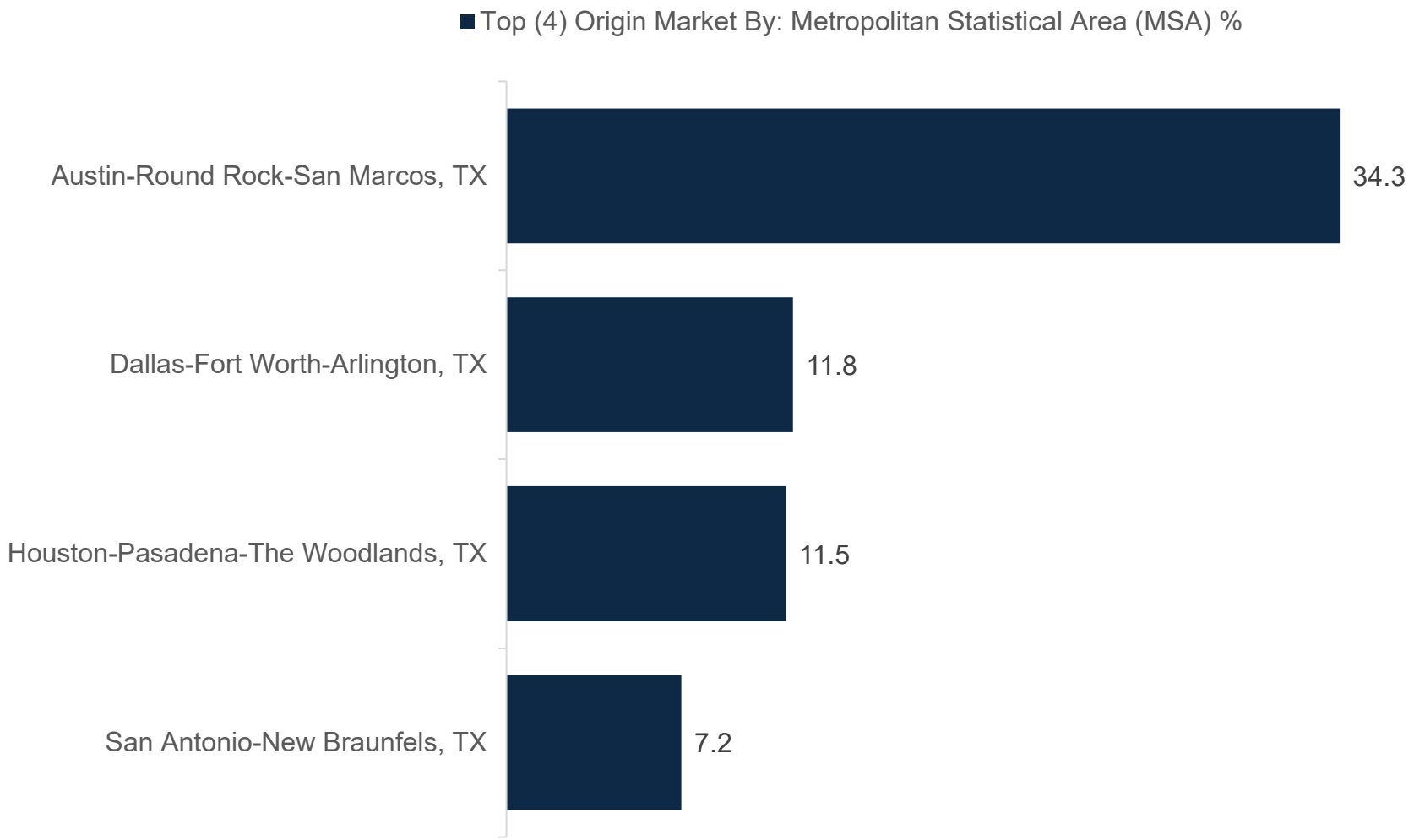
Views 259.1K ↑ 295.6%

Watch time 15d 20h ↑ 533.4%

Interactions 1.4K ↑ 228.2%



Date Range
Jan 1-- Mar 31



Sample Size:
81,720

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.

Strengthen Partnerships with Hoteliers

Partner Portal: There have been over 1,800 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.