



SEGUIN TEXAS

DESTINATION
SEGUIN

Annual REPORT

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visitseguin.com

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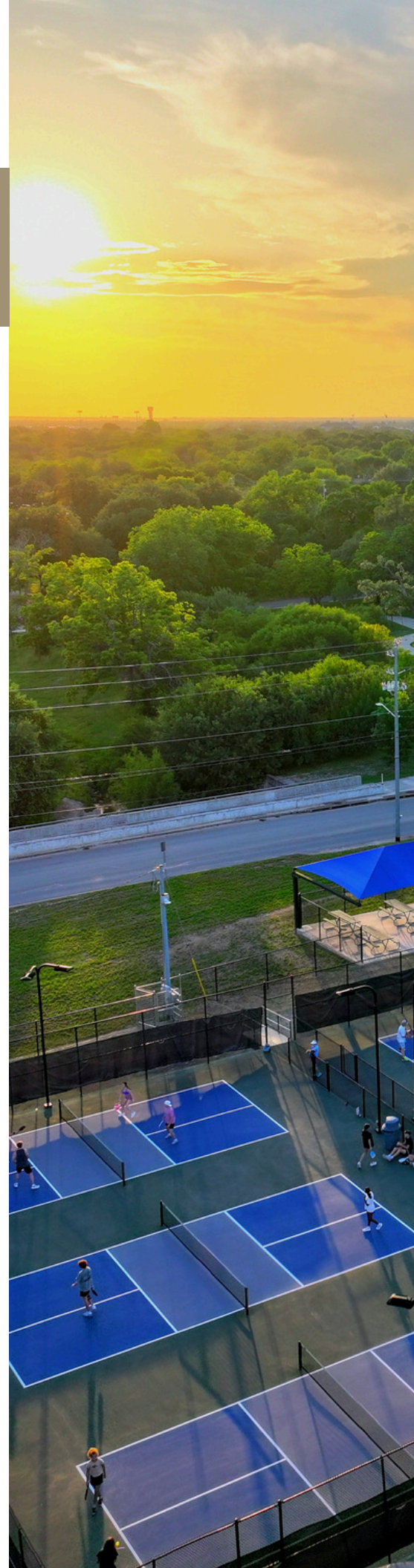
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EXECUTIVE SUMMARY

Destination Seguin | 2025 Visitor Economy Overview

In 2025, Seguin’s visitor economy navigated a year of transition shaped by ongoing Interstate 10 construction, which has limited access and visibility to several hotel properties. These conditions created meaningful challenges for overnight lodging performance, particularly during midweek and shoulder-season travel periods.

Despite these disruptions, visitor interest in Seguin remained strong. Mobile location data shows that the community welcomed approximately **733,700 total trips** from more than **604,800 unique visitors**, who spent an average of 2.9 days in the area. Importantly, visitor spending continued to grow, with Direct Travel Spending reaching **\$81.3 million**—up 2.6% year-over-year—and Direct Travel-Generated Tax Receipts increasing to **\$7.9 million**, up approximately 4%.

This apparent contrast—softer hotel occupancy alongside higher visitor spending—reflects a shift in travel behavior rather than a loss of destination appeal. While interstate construction influenced some travelers to shorten stays or visit for the day, Seguin continued to attract visitors who spent money in restaurants, retail, attractions, and events.

High-profile demand drivers, including Seguin’s growing culinary reputation and the statewide recognition of Burnt Bean Co. as the #1 BBQ restaurant in Texas, helped elevate the city’s profile and draw regional visitation, particularly from day-trip markets.

Viewed collectively, 2025 was not a year of decline but a year of adaptation and resilience. As infrastructure improvements progress, Seguin is well positioned to convert sustained visitor interest into longer stays, increased occupancy, and expanded economic impact—guided by data, transparent assessment, and a clear strategy for recovery and growth.

TOURISM BY THE NUMBERS

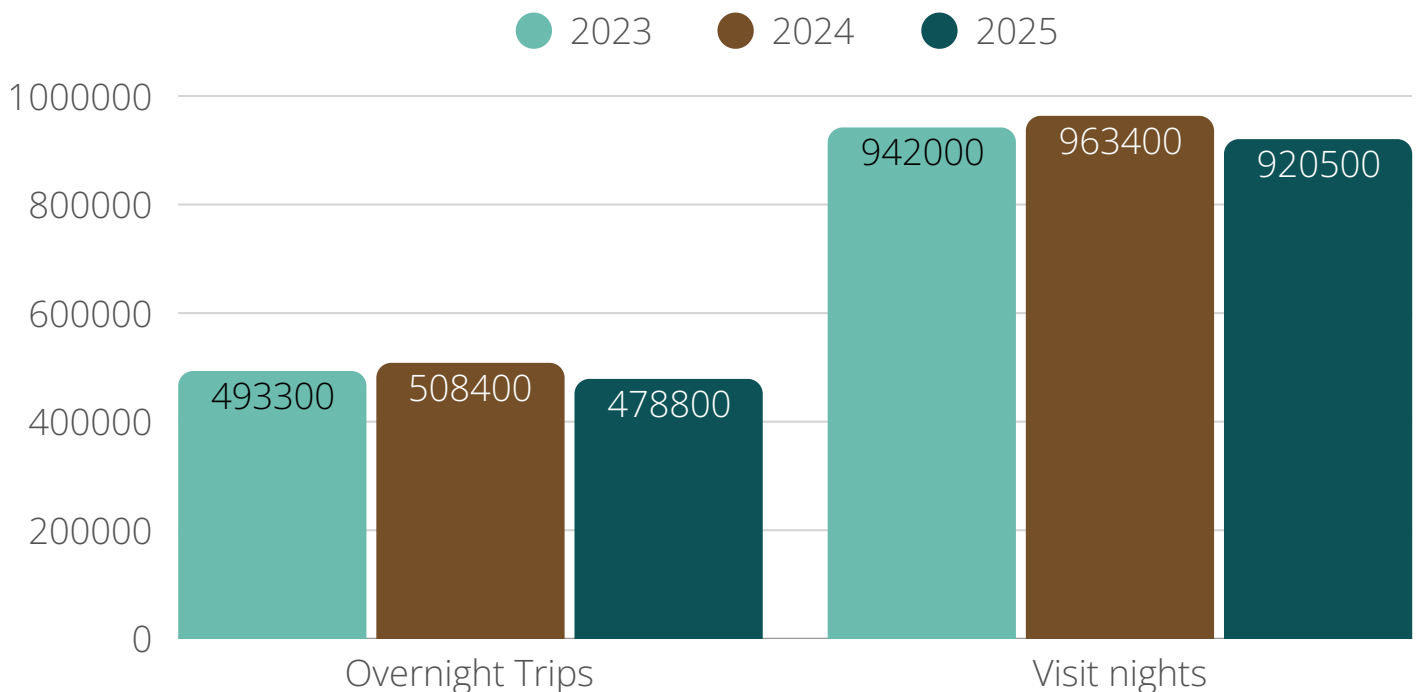
\$81.3 M

DIRECT TRAVEL SPENDING

\$7.9 M

DIRECT TAX RECEIPTS

Without tourism, each household would have to spend an additional \$5,000+ per year at our local establishments.



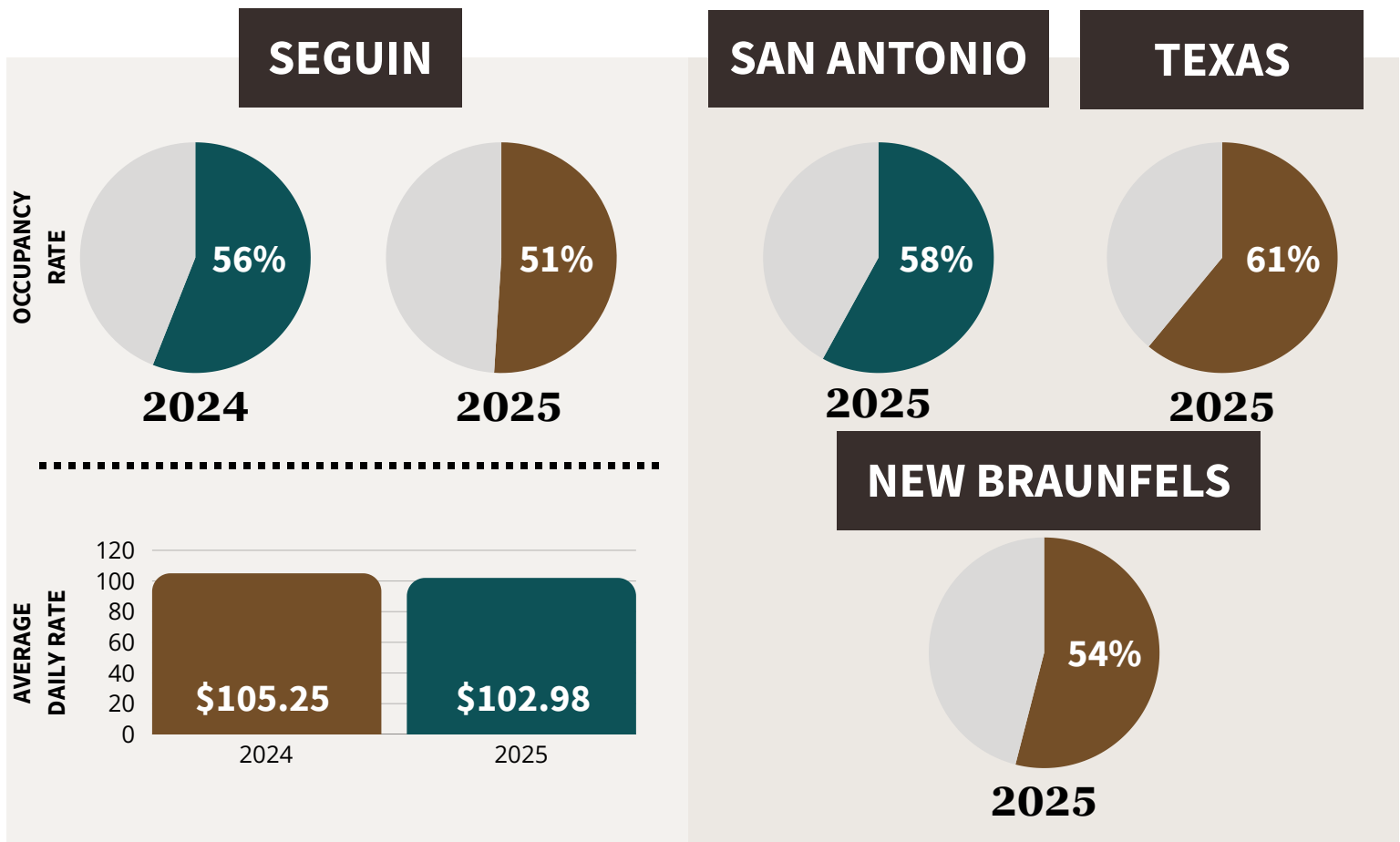
HOTEL PERFORMANCE

Hotel occupancy and room-night demand declined year-over-year throughout much of 2025. These declines were most pronounced:

- During early-year and shoulder-season months
- On midweek nights
- At hotel properties most directly affected by Interstate 10 access limitations

At the same time, hotel supply in Seguin remained largely unchanged, confirming that performance shifts were driven by external access issues rather than overdevelopment or weakened destination appeal.

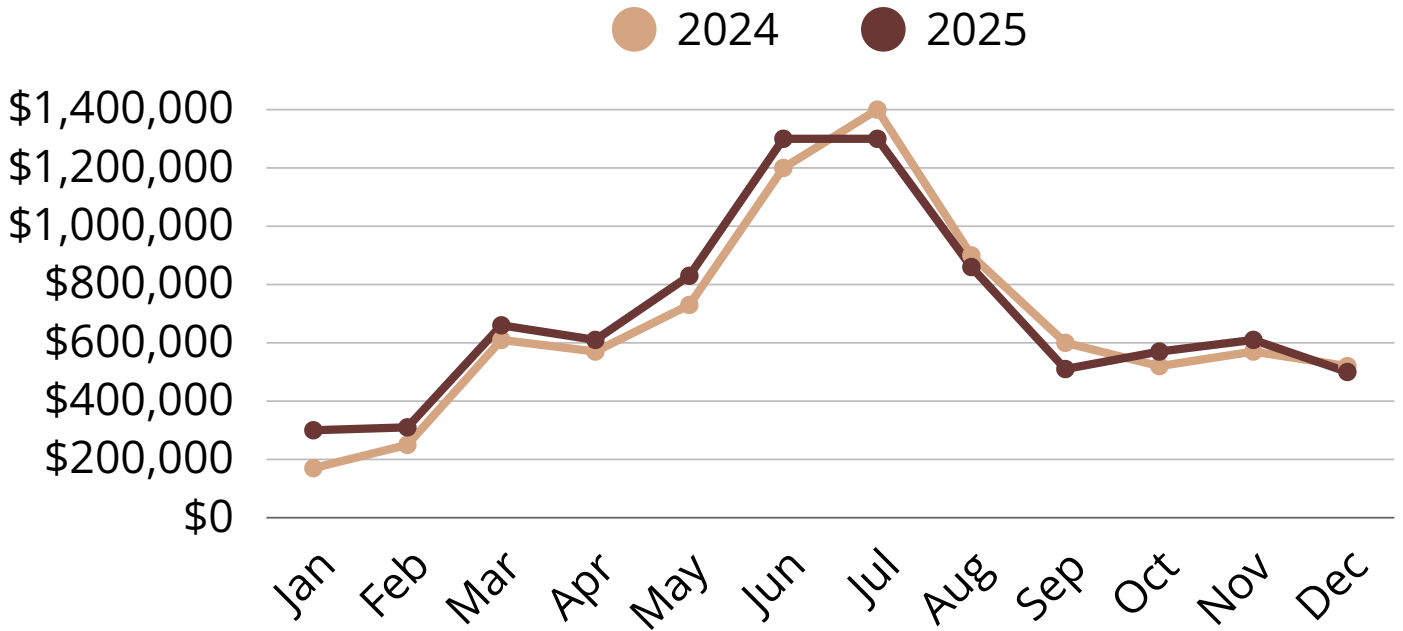
Placer visitation data supports this conclusion: travelers continued to come to Seguin, but STR trends suggest many either shortened stays, shifted accommodations, or altered travel patterns in response to construction-related barriers.



While occupancy softened, Seguin hotels generally maintained stable Average Daily Rates (ADR) throughout 2025. This rate stability reflects a lodging market that retained confidence in Seguin’s value proposition and avoided widespread discounting even during periods of reduced demand.

SHORT-TERM RENTALS

STR Revenue by Month



Occupancy Rate
49%

Average Daily Rate
\$238



WEBSITE

VISITSEGUIN.COM

new web users

112,000

41% increase YoY

DIGITAL MEDIA IMPRESSIONS

2,692,700



Content that **CLICKS**

12 BLOGS

Your guide to the best Cocktails in Seguin was viewed 1,907 times

**EVENTS
CALENDAR**

Most visited page

616

Local Events added to the calendar

VISIT SEGUIN APP

2024

USERS **19,081**
↑ 27%

PAGEVIEWS **129,218**
↑ 24%

DOWNLOADS **1,480**

2025

USERS **25,199**
↑ 32%

PAGEVIEWS **147,969**
↑ 15%

DOWNLOADS **437***

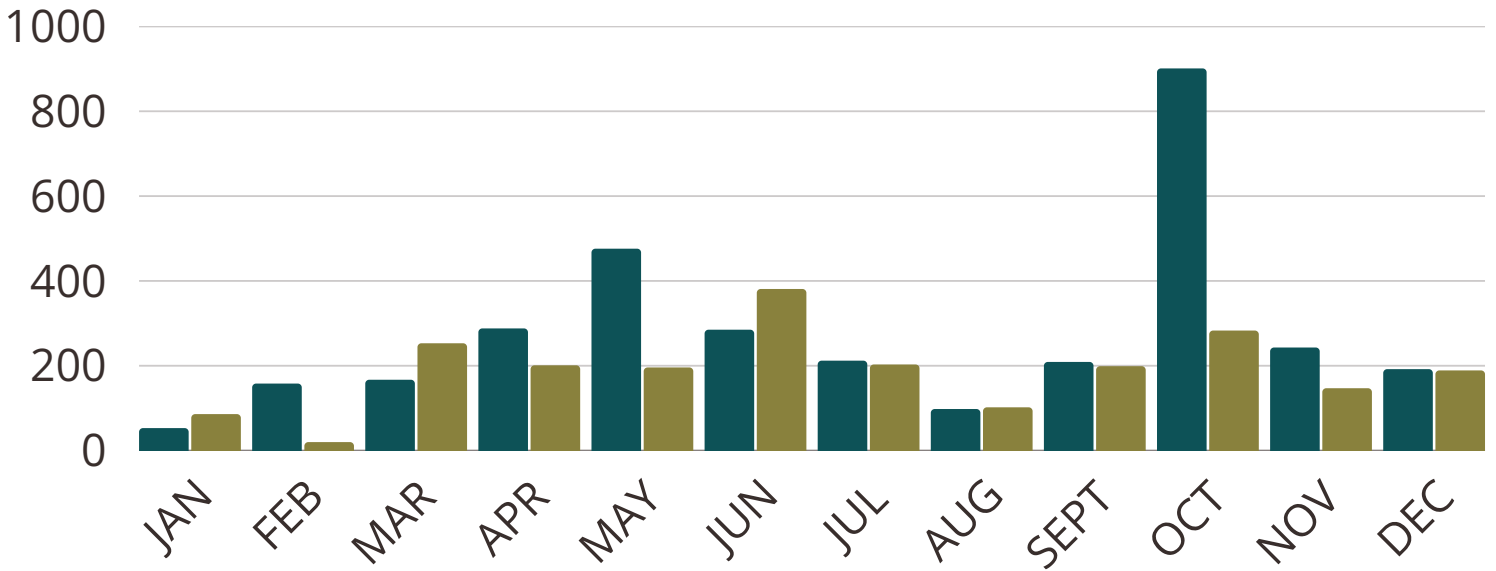
**Downloads were down due to ownership issues after the leadership change.*

The Squirrel Trail is the most popular page on the app with over 3,800 views.



VISITOR CENTER VISITATION

● 2024 ● 2025



2,260
VISITORS

2,166
REFERRALS



INTERNATIONAL VISITORS



MEDIA HIGHLIGHTS

Burnt Bean Co.'s 'Pope of BBQ' on journey to top Texas Monthly ranking

Three Formerly Enslaved Artists Created Beautiful Pottery 150 Years Ago, and Now Their Wares Are Coveted Around the World

5 Must-Visit Small Towns Hiding Some Of The South's Best Barbecue



In 2025, Seguin was mentioned in **over 50 different** articles, stories, and other news features across the United States.

Great Day SA Feature of Pecan Fest



GROUP BUSINESS

The Visit Seguin Team works closely with visiting groups and conferences to ensure they enjoy their time in Seguin. Over the last year, we have provided welcome bags, name badges, lanyards, and more to conferences, reunions, tours, weddings, etc.

2025 CBA Championship BBQ Cook-Off

January 10-11, 2025

2025 Texas Ladies State Chili Cook-Off

April 12, 2025

2025 Zonta District 10 Conference

October 16-19, 2025

Tourist for a Day Realtor Tour

October 22, 2025

Antiques Club of Austin

November 12, 2025



ADVERTISING

In 2025, we continued to tell the story of Seguin's culinary scene, community, and history.



ADVERTISING

TRAVEL TEXAS

The Travel Texas Co-Op advertising program has allowed us to optimize our digital ad buys, getting our content in front of users who have expressed interest in traveling to Texas. Additionally, our partnership with Travel Texas has resulted in added value press opportunities.



SEGUIN ON THE ROAD



Tradeshows

- Albuquerque Balloon Fiesta
- JBSA Travel Expo
- State Fair of Texas
- Winter Texan Expo
- Dallas Travel & Adventure Show
- Houston Home & Garden Show
- Texas Travel Expo
- Seguin EDC Youth Career Expo

DESTINATION SEGUIN TEAM



Blaire Friar
Director



Lindsay Hajek
Assistant
Director



Myra Salinas
Tourism
Coordinator



Phone Number

830.401.5000



Visitor Center

200 S. Austin Street
Monday-Friday 8AM to 5PM
Saturday 9AM to 1PM



Website

VISITSEGUIN.COM



**DESTINATION
SEGUIN**