

**hunden** partners

SEGUIN, TX

# Seguin Tourism Master Plan

February 2026



It's real.



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# Why We're Here

Seguin is a fast-growing hub in the San Antonio-Austin corridor, attracting residents, employers, and visitors through its strong manufacturing base, expanding housing market, and authentic small-town character. The City is well positioned to implement an integrated plan that leverages its historic core, regional connectivity, and recreational assets to shape a resilient, high-quality destination for its community and future growth.

This Destination Development and Tourism Master Plan ensures that growth aligns with community values, visitor appeal, and long-term economic opportunity.



## EXPLORE AND ALIGN AROUND SEGUIN'S CURRENT STATE

Engage the community to uncover shared values, unique assets, events, and narratives that shape a compelling identity and future brand.



## IDENTIFY GAPS AND UNLOCK POTENTIAL

Understand where Seguin is falling short – such as in group business and entertainment leakage - and highlight opportunities to reverse these trends.



## CREATE A STRATEGIC, ACTION-ORIENTED ROADMAP

Provide the City and its partners with a playbook to implement high-impact placemaking, tourism, and economic development strategies.

# Seguin Placemaking: Vision for the Future

## 1. Placemaking: The Visioning Stage

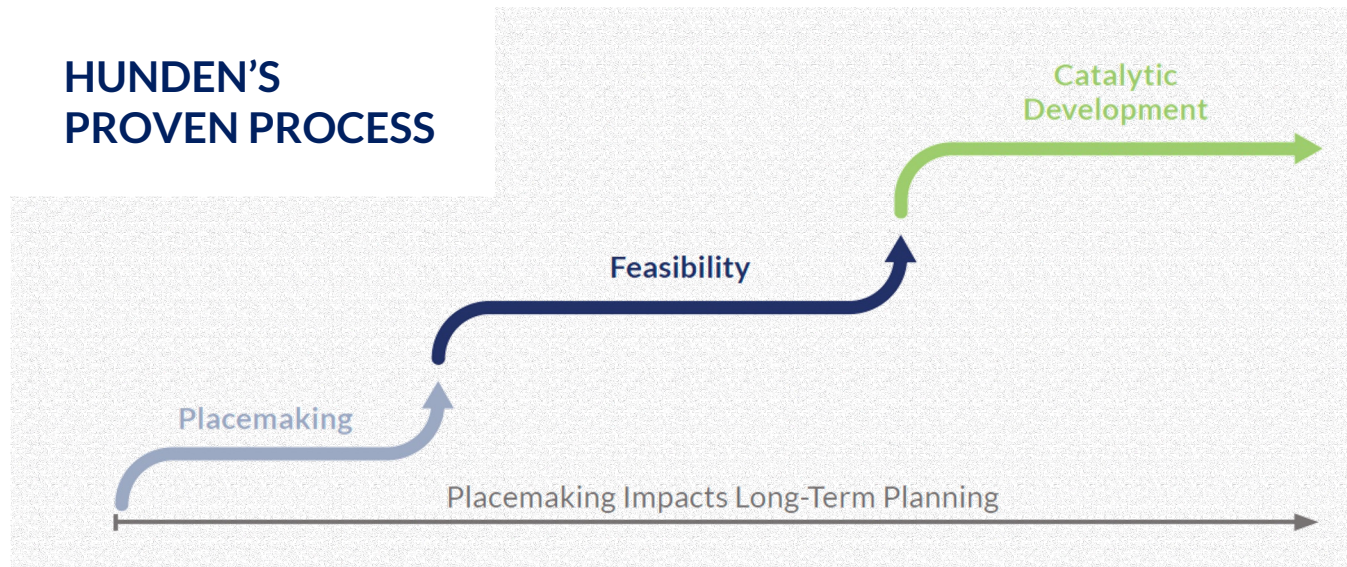
Hunden identified Seguin’s strengths, growth potential, and priority projects to boost tourism. A focused gap analysis ensures recommendations are both impactful and unique. The result is a sustainable, innovative roadmap to guide the City’s transformation into a vibrant destination for residents and visitors alike.

## 2. Feasibility: From Ideas to Viability

Once opportunities are identified, targeted feasibility studies can be conducted to evaluate the economic and operational viability of the proposed developments. These studies ensure that every recommended project is not only unique to Seguin but also realistic and sustainable.

## 3. Catalytic Development: Activation Phase

Data-driven insights and viable concepts position Seguin for catalytic development. This final stage transforms strategic recommendations into reality — attracting investment, improving quality of life, and generating long-term economic growth. Includes site & funding identification, along with developer RFQ/P processes.



# Master Plan Overview

## GOALS & OBJECTIVES

This Master Plan delves into placemaking, tourism, and Seguin’s identity, assessing where the city currently stands as both a visitor destination and community – highlighting its strengths, challenges, and untapped potential. The plan provides a strategic roadmap to enhance tourism offerings, activate key assets and events, and lay the groundwork for a more authentic and unified city identity.

## THE PLANNING PROCESS WAS CONDUCTED IN THREE PHASES:

1. Where Are You Now
2. What Are The Opportunities
3. How We Get There



## CITY OF SEGUIN DESTINATION SEGUIN

Blaire Friar  
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# Project Purpose & Vision

## Strategic Intent

A future-ready, authentic, and competitive Seguin that enhances both resident quality of life and visitor experience.



## Where you are now

Understand Seguin's tourism ecosystem



## How you stack up

Identify asset and product gaps and opportunities —  
**Hunden Pillars of Place**



## The opportunities

Recommend placemaking and tourism product development



## How we get there

Create an actionable and community-aligned roadmap

# Stakeholder Engagement Summary

Hunden's plan emphasizes inclusive engagement to ensure development strategies reflect the full spectrum of Seguin's voices and ideas.

## Stakeholder Engagement Snapshot

City of Seguin

Central Texas BnB

Pecantown Books & Brews

Elected Officials

Arts & Culture

Johnny Pickles Distillery

Seguin Conservation Society, Heritage Museum,  
Teatro de Artes

Seguin Area Chamber

Seguin Hoteliers

Gift & Gourmet

TownePlace Suites, La Quinta, The Magnolia  
Hotel, Holiday Inn Express

Seguin Parks & Recreation

Sports Stakeholders  
Fields at Huber Ranch

38 Pecans

# Key Themes from Engagement



## GROWTH INFLECTION POINT

Seguin is experiencing rapid growth and regional pressure, creating urgency to proactively guide development rather than react to it.



## DOWNTOWN AS ANCHOR

Downtown is viewed as the heart of Seguin's identity and tourism potential but lacks the critical mass of dining, retail, nightlife, and lodging to sustain activity beyond daytime hours.



## SPENDING LEAKAGE

Significant resident and visitor spending is leaking to nearby markets due to limited local shopping, dining, and entertainment options, not a lack of demand.



## EVENTS DRIVE VISITATION

Food, festivals, sports, and live music already attract visitors, but limited lodging and amenities prevent longer stays and higher economic impact.



## HISTORY UNTAPPED

Seguin's history is a defining asset, yet it is fragmented and under-communicated, lacking a cohesive narrative that visitors can easily experience.



## UNDERUSED NATURAL ASSETS

Parks, the Guadalupe River, and open spaces are seen as major opportunities for recreation, programming, and placemaking but are currently underactivated.



## PROTECT SMALL-TOWN CHARACTER

Stakeholders strongly support tourism and growth that preserves Seguin's authenticity, community feel, and long-term livability.



## NEED CLEAR DIRECTION

There is strong demand for an actionable, aligned, and measurable plan that coordinates tourism, economic development, and placemaking efforts around shared priorities.

# Survey Findings

FROM 252 RESPONSES

**75%**

SEGUIN RESIDENTS

**21%**

WORK IN SEGUIN

**70%**

VALUE TOURISM

Hunden conducted a resident survey to understand local perceptions of Seguin’s tourism economy, destination strengths, gaps, and priorities for future investment. Key implications from the resident survey findings include the following:

- While historic charm, downtown, parks, and events were the most frequently cited unique attributes, the average agreement score that Seguin stands out as a destination is **2.85 out of 5**, indicating moderate agreement and suggesting that existing assets are not yet perceived as destination-defining.
- When hosting visitors, **57 percent** dine locally, **71 percent** visit downtown or historic sites, **69 percent** use parks or outdoor recreation, and **41 percent** attend events, reinforcing that existing assets already drive visitation and represent near-term opportunities for enhancement.
- A majority of residents rate the overall visitor experience as **poor (54 percent)**, while only **3 percent** rate it as excellent, signaling gaps in experience quality, variety, and reasons to stay longer or visit after daytime hours.
- Residents most frequently cited the need for **more attractions and activities (64 percent)**, **better marketing (64 percent)**, **improved signage and wayfinding (57 percent)**, and **hotel or lodging options (45 percent)**, underscoring both physical and promotional shortcomings.
- Satisfaction is stronger for historic and heritage attractions (**55 percent satisfied**) and parks (**56 percent satisfied**), but significantly weaker for shopping and dining (**44 percent dissatisfied**) and arts and cultural experiences (**35 percent dissatisfied**), limiting visitor spending and length of stay.
- Tourism is viewed as important or very important by **68 percent** of respondents, and **70 percent** support expanding tourism activity, indicating broad resident buy-in for growth that improves quality of life and strengthens the local economy.

# Seguin Discovery Items

## Previous, Current & Ongoing Initiatives

### 2020 Open Space & Trails Plan

Creates long-range framework for parks, trails, and river access.

Identifies five systemwide priorities: land acquisition, facility upgrades, expanded programming, a new recreation center, and expanded trail connectivity.

Positions the Guadalupe River corridor and greenway network as foundational recreation assets.

Directs phased capital investment based on growth patterns and underserved areas.

### 2023 Downtown Master Plan

Establishes a comprehensive vision for a walkable, mixed-use, historic downtown.

Redesigns Central Park and adds public restrooms as early catalytic actions.

Prioritizes infill redevelopment, streetscape upgrades, and activated pedestrian corridors.

Strengthens downtown's role as Seguin's civic, cultural, and economic anchor.

### 2023 CEDS

Defines core economic priorities for the next three to five years.

Targets advanced manufacturing, automotive innovation, smart systems, and strategic retail.

Elevates workforce development, poverty reduction, and quality-of-life investment as competitiveness drivers.

Implements a Now-Next-Beyond framework for coordinated City and EDC action.

### 2023 Comprehensive Plan

Sets a 20-year citywide growth and land-use vision.

Introduces balanced land-use categories, housing strategies, and conservation priorities.

Calls for a Transportation & Mobility Master Plan, expanded trail access, and stronger multimodal connectivity.

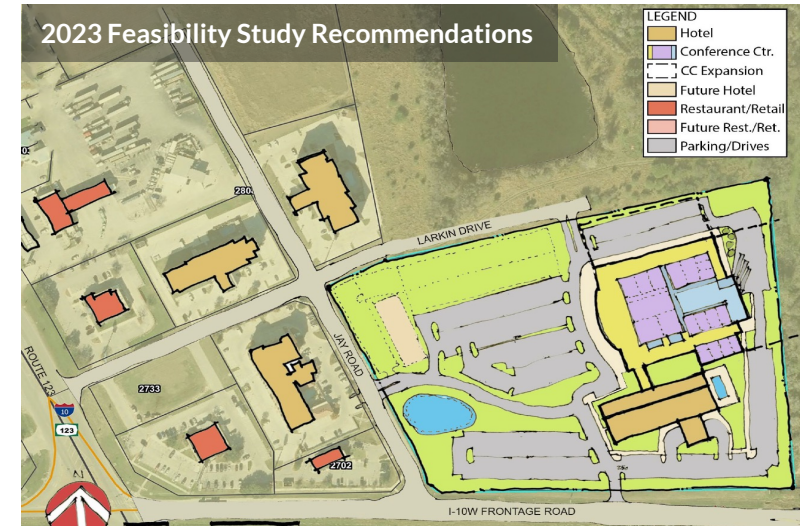
Aligns public investment, utility expansion, and economic development within a unified policy structure.

# Hotel & Convention Center Feasibility Study

In 2023, the City of Seguin engaged consultants to complete a feasibility study for a proposed hotel and convention center. The study evaluated market demand, financial performance, and potential economic impacts. Key findings include:

- Market analysis identified strong population and employment growth in Seguin, driven by manufacturing activity and proximity to San Antonio and Austin, supporting demand for new lodging and meeting space.
- The proposed development consists of a full-service hotel with modern amenities and an attached convention center designed to attract corporate, association, and social events.
- Demand projections indicate an unmet need for quality hotel rooms and flexible meeting facilities, with the ability to draw both local and regional business.
- Financial modeling projects stable occupancy and revenue performance, with public-private participation likely required to support feasibility.
- The project is expected to generate meaningful economic impacts, including job creation, increased tax revenue, and enhanced tourism and business activity.

Separately, in June 2025, the Seguin City Council unanimously approved a measure enabling negotiations with GroundFloor Development for the Wells Fargo and Nolte Building revitalization project. The mixed-use redevelopment includes hotel, retail, and event space and is expected to revitalize downtown and catalyze additional retail and activity.



# Destination Overview



# Seguin, TX: Destination Snapshot



## LOCATION & IDENTITY

- More affordable housing and lower taxes compared to nearby New Braunfels, San Antonio, and Austin
- Blend of small-town charm, affordability, rich history, and growing amenities
- Offers peace and quiet with easy access to city amenities



## COMMUNITY AT A GLANCE

- Population: 37,375
- Households: 13,530
- Median Home Value: \$306,547
- Median Household Income: \$73,351
- Median Age: 37.6
- Unemployment Rate: 3.6%
- Segments growing steadily: Southwestern Families, Room to Roam, and Shared Roots



## TOURISM & VISITOR APPEAL

- One of Texas's oldest cities, rich in culture and heritage, combined with unique landmarks and recreational opportunities
- Destination for history buffs, outdoor enthusiasts, and families
- Key Draws: Max Starcke Park and public trails, historic buildings downtown, Burnt Bean BBQ, community events, seasonal markets and festivals



## ACCESS & REGIONAL REACH

- Direct access via I-10
- 40 miles from San Antonio International Airport (SAT)
- Approximately 30 mins. from San Antonio and 60 mins. from Austin
- Within three-hour drive of Houston
- Direct access to SH 130, providing efficient connectivity to Austin and beyond

**“America’s best kept secret!”**

# Economic, Demographic, and Tourism Analysis



# Economic, Demographic & Tourism Summary

## ECONOMIC GROWTH

Seguin benefits from a diverse economic base led by major manufacturing employers such as Schaeffler, Caterpillar, and other regional anchors. Employment has grown by more than 13 percent over the past five years and is expected to continue this momentum, creating a strong foundation for future community investment.

## ACCESSIBILITY

Seguin's strong regional road network enables access to 16 million people within a three-hour drive and 28 million within a five-hour drive. The city is also served by San Antonio International Airport, which handled 10.8 million passengers in 2024. This accessibility supports regional travel and visitation to the area.

## MARKET POSITION

Seguin offers more affordable housing and lower taxes compared to nearby New Braunfels, San Antonio, and Austin, making it an attractive option for new homebuyers. This is reflected by a 43-percent population increase since 2010.

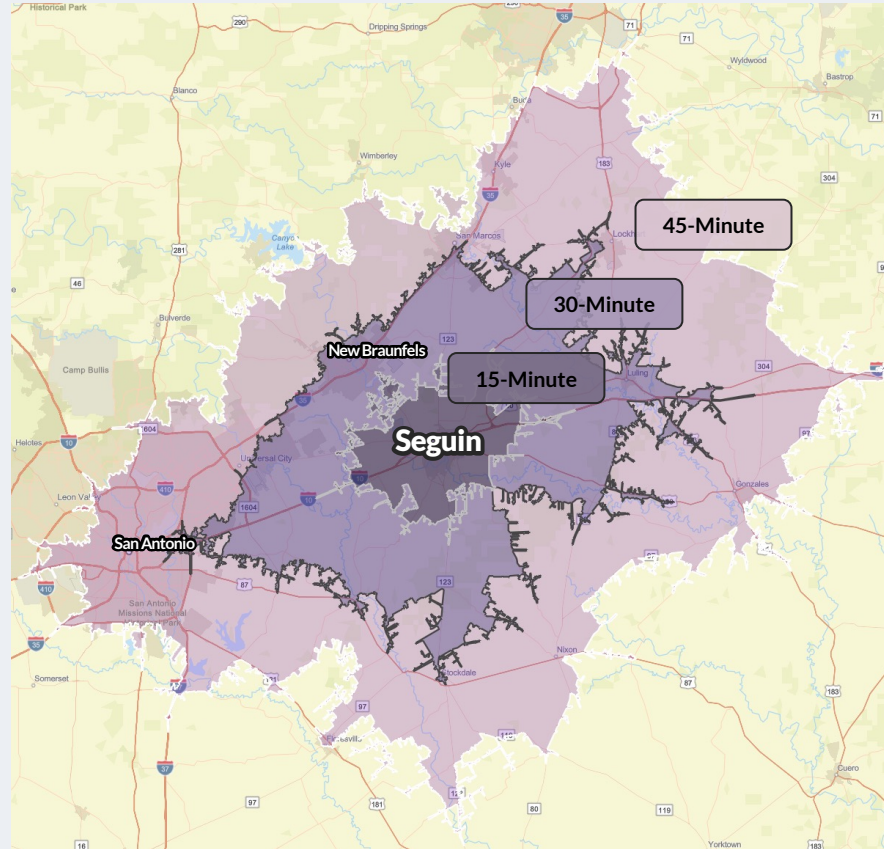
Local market area characteristics such as population, demographics, a diversified economy, access, and attractions influence the potential demand for developments as well as the overall attractiveness of an area to a potential visitor or group.



# Local Accessibility

Drive-time data identifies three key local customer segments for Seguin:

- **15-Minute Drive:** Reaches 60,000 people, covering all of Seguin and nearby neighborhoods.
- **30-Minute Drive:** Expands to 373,000 people, including New Braunfels and other eastern San Antonio suburbs.
- **45-Minute Drive:** Grows to nearly two million people, reaching downtown San Antonio and the outer metro areas.



Source: ESRI

## Drive-time Population

A 30-min. drive reaches downtown New Braunfels and surrounding suburbs, while a 45-min. drive extends to San Antonio, and the outer metro area.

15-min.  
**60K**

30-min.  
**373K**

45-min.  
**1.7M**

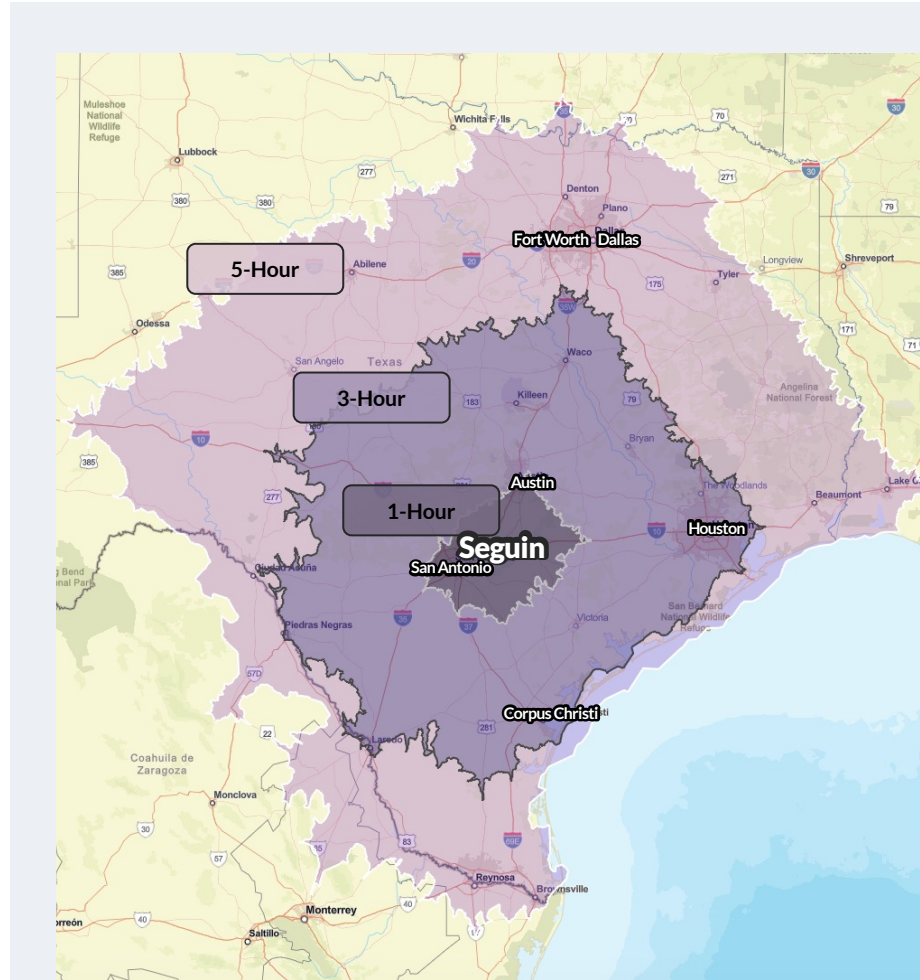
### Estimated drive-time statistics from Seguin (2025)

	15-min.	30-min.	45-min.
Population	60,465	372,625	1,663,778
Households	22,377	136,212	621,007
Median household income	\$81,351	\$87,260	\$71,907
Median home value	\$344,478	\$333,523	\$292,990
Median age	38.8	36.8	36.6

# Regional Drive Time

Seguin benefits from access to robust regional markets within key drive-time ranges:

- **1-Hour Radius:** Reaches approximately 3.4 million people, including the San Antonio metro, Austin, and surrounding suburbs
- **3-Hour Radius:** Expands to nearly 16 million people, capturing major urban centers such as Houston and Corpus Christi
- **5-Hour Radius:** Connects to more than 28 million people, extending reach to the Dallas–Fort Worth metro area, the broader Texas Triangle, and parts of Northern Mexico



Source: ESRI

## Drive-time Population

The one-hour drive reaches the major markets of San Antonio and Austin, while a five-hour drive captures the rest of the Texas Triangle.

**1-Hour**  
**3.4M**

**3-Hour**  
**16M**

**5-Hour**  
**28M**

### Estimated drive-time statistics from Seguin (2025)

	1-Hour	3-Hour	5-Hour
Population	3,352,875	15,566,038	28,487,129
Households	1,264,208	5,777,639	10,511,403
Median household income	\$78,501	\$82,427	\$81,571
Median home value	\$327,498	\$337,840	\$330,938
Median age	35.8	36.3	36.5



# Population Growth Trends

Since 2010, the San Antonio–New Braunfels Metropolitan Statistical Area has grown by 30 percent, with continued growth projected over the next five years. Seguin has grown even faster, increasing its population by more than 43 percent and adding more than 10,000 residents. Projections from Seguin Economic Development indicate even more robust growth.

By 2030, the city’s population is expected to exceed 50,000. This growth aligns with Guadalupe County’s 51.1-percent increase and reflects San Antonio’s eastward expansion.

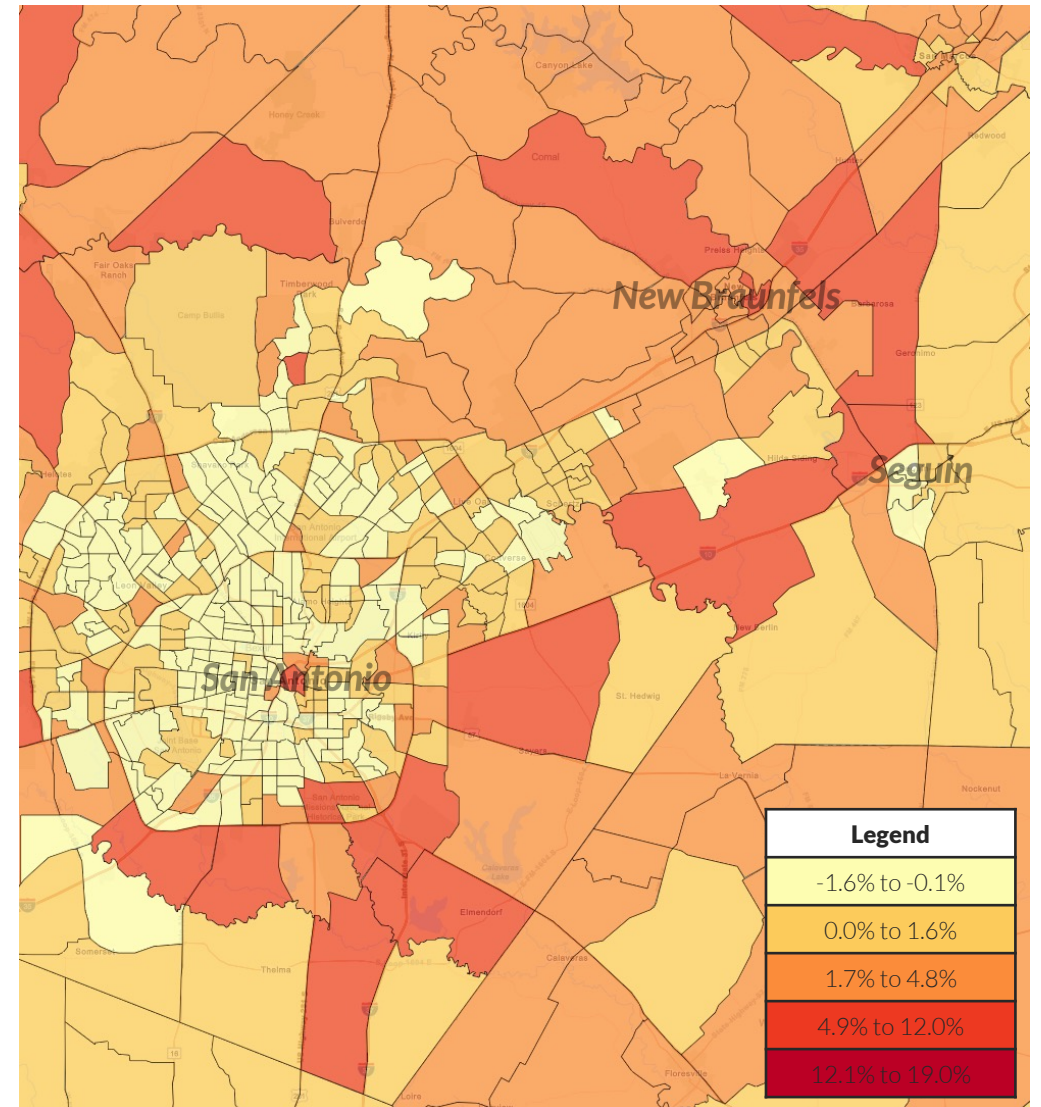
Seguin’s trajectory indicates strong potential for new development, including housing and community-serving amenities, to support its expanding population.

## POPULATION AND GROWTH RATES

	2010	2020	2025	2030 Projected	Percent Change 2010 - 2025
United States	308,745,538	331,449,281	339,887,819	347,149,422	10.1%
Texas	25,145,558	29,145,505	31,161,977	32,906,031	23.9%
San Antonio MSA	2,142,508	2,558,143	2,765,821	2,952,385	29.1%
Guadalupe County	131,533	172,706	198,720	219,958	51.1%
<b>City of Seguin</b>	<b>26,092</b>	<b>29,877</b>	<b>37,375</b>	<b>50,674</b>	<b>43.2%</b>

Source: U.S. Census Bureau

## 2025 - 2030 POPULATION GROWTH RATE



# Income Trends

The following table presents the latest housing and income characteristics at the local, regional, and national levels.

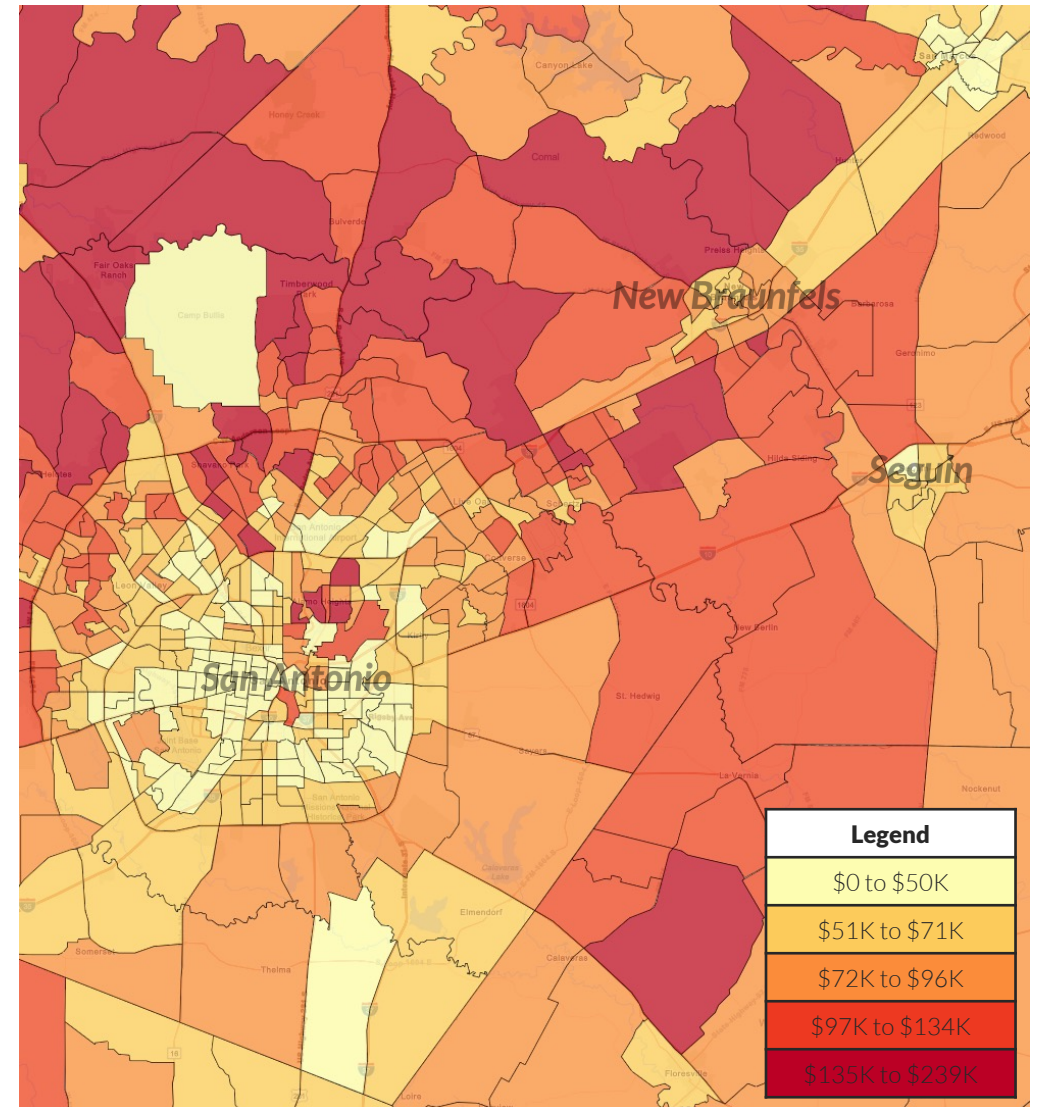
Seguin offers a relatively affordable housing market and a lower cost of living than many San Antonio suburbs, making it an attractive option for residents priced out of the city. Seguin’s average home value is more than \$35,000 below the Guadalupe County average, while its homeownership rate remains higher than the MSA average. Median household income varies across the city, with higher concentrations north of the interstate where population growth is strongest.

## INCOME, SPENDING, AND OTHER DEMOGRAPHIC DATA (2025)

Category	United States	Texas	San Antonio MSA	Guadalupe County	Seguin
Homeownership Rate	64.2%	62.4%	64.8%	79.5%	67.6%
Average Home Value	\$476,461	\$389,962	\$368,146	\$377,576	\$340,294
Average Household Size	2.50	2.65	2.64	2.80	2.65
Median Household Income	\$81,624	\$79,964	\$78,047	\$99,385	\$73,351
Poverty Rate (2023)	11.1%	13.8%	13.6%	8.8%	17.9%
Total Employment	175,189,941	16,110,004	1,422,611	96,771	17,118

Source: U.S. Census Bureau

## 2025 MEDIAN HOUSEHOLD INCOME



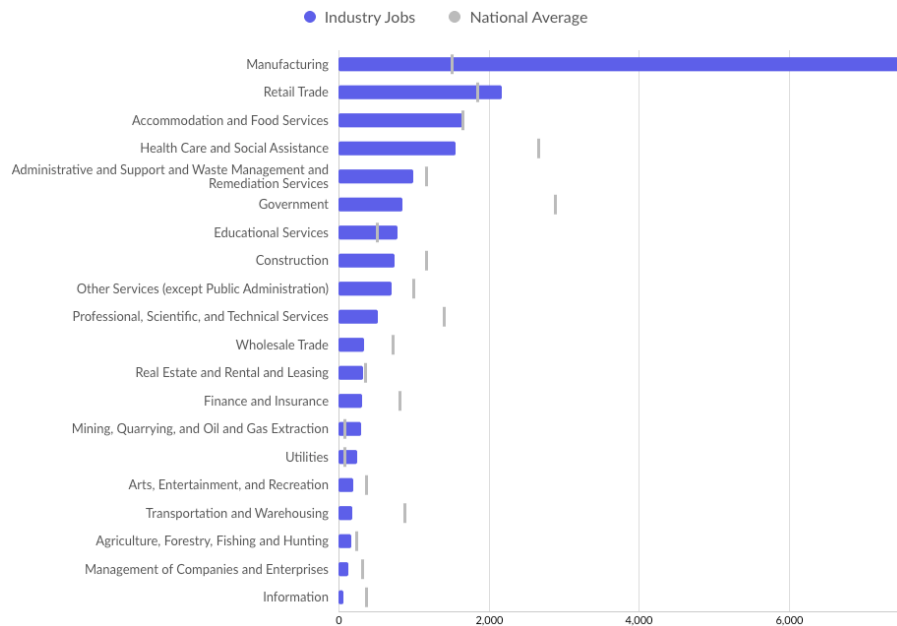
# Economic Landscape

Seguin, Texas, currently supports approximately 19,800 jobs, an increase of 13 percent over the past five years, outpacing the national growth rate. Employment is expected to continue at this robust pace through the next five years.

Major employers like Schaeffler and Caterpillar anchor the local economy, primarily driven by the manufacturing sector.



## SEGUIN, TX – LARGEST INDUSTRIES



Source: Lightcast

## SEGUIN, TX – MAJOR EMPLOYERS

SCHAEFFLER



Guadalupe Regional  
MEDICAL CENTER  
Advanced Medicine. Personal Touch.



Source: Seguin EDC

# Education

An area’s surrounding colleges and universities often experience elevated economic activity due to the presence of students, faculty, and campus visitors. In the Seguin region, more than 169,000 students attend higher education institutions within a 50-mile radius.

This includes major institutions such as:

- Texas State University
- San Antonio College
- The University of Texas at San Antonio

This significant concentration of young adults and academic professionals creates a robust local consumer base, fueling demand for retail, dining, entertainment, and housing.

## EDUCATIONAL ATTAINMENT

Population Age 25+	United States	Texas	Guadalupe County	Seguin
Did Not Complete High School	10.2%	13.3%	8.0%	19.7%
Completed High School	25.7%	24.4%	27.5%	38.5%
Some College	18.5%	19.5%	23.0%	15.5%
Completed Associate Degree	8.8%	7.6%	10.5%	6.3%
Completed Bachelor Degree	22.1%	22.1%	20.1%	13.7%
Completed Graduate Degree	14.7%	13.1%	10.9%	6.3%

Source: U.S. Census

## REGIONAL COLLEGES & UNIVERSITIES – WITHIN 50 MILES

Institution	Location	Distance from Site	Highest Degree Offered	Enrollment
Texas Lutheran University	Seguin	0.0 miles	Doctoral Degree	1,361
Texas State University	San Marcos	21.7 miles	Doctoral Degree	38,722
University of the Incarnate Word	San Antonio	30.1 miles	Doctoral Degree	7,251
St Philip's College	San Antonio	31.6 miles	Bachelor's Degree	14,281
Oblate School of Theology	San Antonio	31.7 miles	Doctoral Degree	179
San Antonio College	San Antonio	32.6 miles	Bachelor's Degree	18,975
Trinity University	San Antonio	32.6 miles	Master's Degree	2,694
Our Lady of the Lake University	San Antonio	35.1 miles	Doctoral Degree	2,096
The University of Texas Health Science Center	San Antonio	36.9 miles	Doctoral Degree	3,640
St. Mary's University	San Antonio	37.5 miles	Doctoral Degree	3,411
The University of Texas at San Antonio	San Antonio	38.5 miles	Doctoral Degree	34,864
Baptist University of the Americas	San Antonio	39.1 miles	Master's Degree	101
Palo Alto College	San Antonio	39.1 miles	Bachelor's Degree	10,908
Texas A&M University-San Antonio	San Antonio	39.1 miles	Master's Degree	7,584
Hallmark University	San Antonio	43.1 miles	Master's Degree	879
Northwest Vista College	San Antonio	43.1 miles	Bachelor's Degree	18,808
Christ Mission College	San Antonio	45.7 miles	Bachelor's Degree	43
Saint Edward's University	Austin	48.2 miles	Doctoral Degree	3,309
<b>Total</b>				<b>169,106</b>

Source: National Center for Education Statistics

# Tapestry Segmentations

Hunden conducted a tapestry segmentation analysis, classifying neighborhoods into 67 unique segments based on a combination of demographics and socioeconomic characteristics. Understanding Seguin’s segmentation profile helps identify which types of developments are likely to resonate most with its key demographic groups.

The top five segments in Seguin are:

1. Southwestern Families
2. Room to Roam
3. Shared Roots
4. Loyal Locals
5. Boomburbs

The top three segments are explored in greater detail on the following slide.

## SEGUIN, TX – ESRI TAPESTRY SEGMENTATION

Rank	Segment	Median Age	Median Household Income	Percentage
1	Southwestern Families (E2)	36.7	\$44,023	14.6%
2	Room to Roam (K7)	46.2	\$99,689	11.6%
3	Shared Roots (G1)	30.4	\$59,647	9.3%
4	Loyal Locals (K3)	46.4	\$77,226	8.9%
5	Boomburbs (H2)	34.5	\$131,202	7.9%

Source: ESRI

# Tapestry Segmentations (Cont'd.)

## Southwestern Families (14.6%)

This segment is concentrated in suburban and urban core areas of the Southwest, with residents largely in their thirties and many multigenerational or single-parent households. Educational attainment is low, and incomes are modest, tied to office support, service, construction, and maintenance jobs.

Housing consists of older single-family homes with modest values. Budgets are tight, rent burdens are high, and many households carry credit card balances. Spending centers on discount retail, children's goods, mobile connectivity, and low-cost entertainment.

## Room to Roam (11.6%)

This segment is concentrated in suburban and metro areas in the Midwest and South, with most household heads aged 55 and older. Married couples without children dominate. Educational attainment is moderate, and incomes are upper tier, supported by manufacturing, healthcare, retail, and self-employment.

Housing consists of moderately priced, owner-occupied single-family homes with high ownership rates. Households own multiple vehicles and commute by driving. Spending leans toward department stores, home-maintenance tools, traditional media, and domestic travel.

## Shared Roots (9.3%)

This segment is concentrated in suburban and some urban areas in the South and West, with large and often multigenerational households. Many residents are young, and a significant share were born outside the United States. Incomes are low to middle tier, supported by construction, manufacturing, retail, agriculture, and service work.

Housing is affordable, with a mix of owner- and renter-occupied units, including single-family homes and mobile homes. Households shop in bulk, maintain homes themselves, support family abroad, and rely on phones, television, and radio for connection and entertainment.

# Key Asset & Visitation Analysis



# Seguin's Historic Downtown

**Location** Downtown Seguin

**Opened** Early to Mid-1800s

**Total Size** ~75 to 100 acres

**Features** Downtown Seguin is the heart of the community, with 1840s brick buildings, eateries, and festivals. Visitors to downtown will be greeted by dozens of merchants and restaurants within some of the most historic buildings in Texas.

- Amenities**
- Unique Shops
  - Diverse Eateries (BBQ, sushi, cafes)
  - Live Music Venues
  - Historic Architecture & Cultural Spots



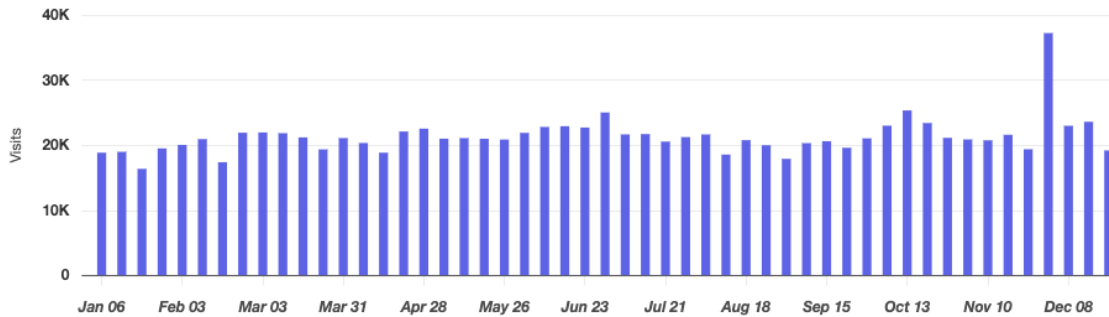
# Seguin's Historic Downtown (Cont'd)

## HISTORIC DOWNTOWN – SEGUIN, TX

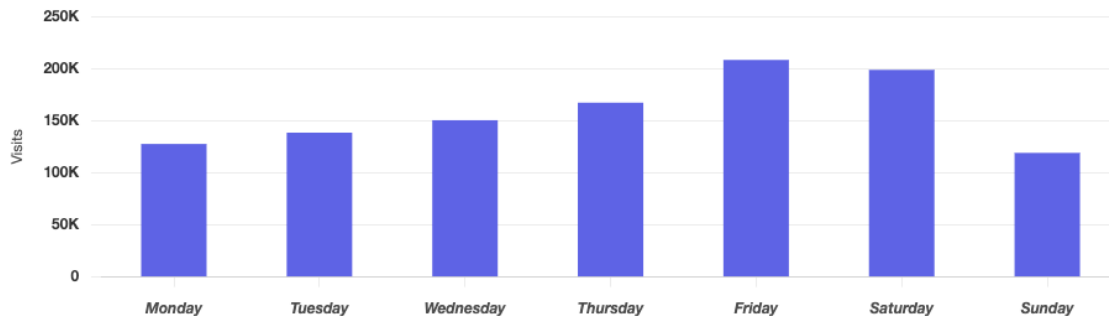
January 1, 2025 - December 31, 2025

Visitor Origins by Distance from POI (Colors correspond to charts & maps)	Total Visits		Total Unique Visitors		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Visitors	Percent of Total Visitors	
Locals - Within 10 miles	470,683	59.6%	68	29.3%	6,921.81
Regional Distance - Over 10 miles & Less Than 50 miles	221,378	28.0%	75	32.3%	2,951.71
Long Distance - Over 50 miles	98,162	12.4%	89	38.4%	1,102.94
Total Visits	790,223	100.0%	232	100.0%	3,406.13

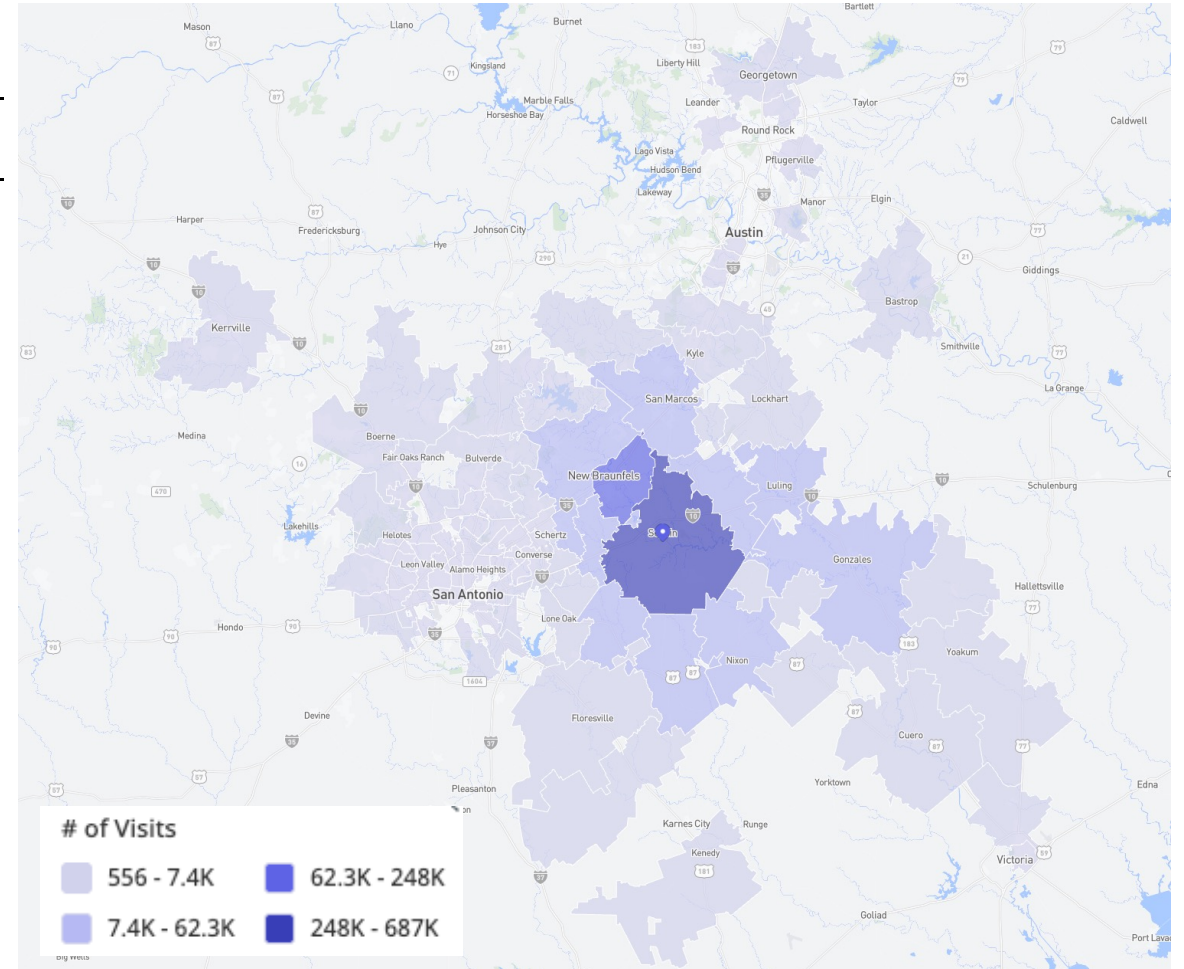
## WEEKLY VISITATION 2024



## DAY OF THE WEEK VISITATION 2024



## HOME LOCATION OF VISITORS TO DOWNTOWN SEGUIN 2024



Note: Data is based on nearby activity within 1,000 feet of Hwy 90 and S Austin St  
Source: Placer.ai

# Central Park on the Square

<b>Location</b>	Downtown Seguin
<b>Opened</b>	Early to Mid-1800s
<b>Total Size</b>	1 acre
<b>Features</b>	Seguin's Central Park is a local community gathering place that features a 1930s Art Deco fountain, a bronze statue of Juan Seguin, an old-fashioned bandstand, granite historical markers, and Victorian gas lamps.
<b>Amenities</b>	<ul style="list-style-type: none"><li>• Accessible</li><li>• Family Friendly</li><li>• Patio/Outdoor Seating</li><li>• Pet Friendly</li><li>• Wi-Fi Available</li></ul>



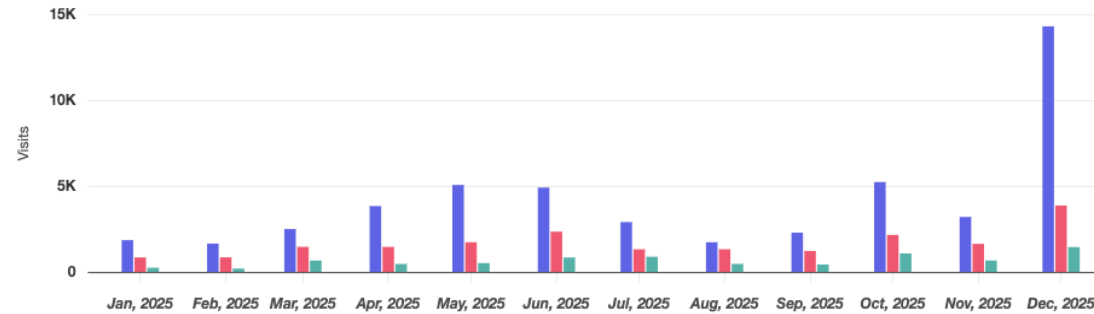
# Central Park on the Square (Cont'd)

## CENTRAL PARK – SEGUIN, TX

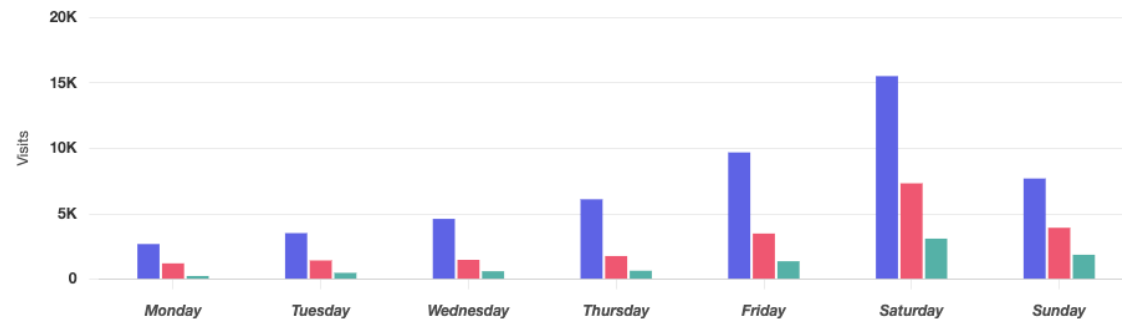
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	Est. Number of Visits	Percent of Total Visits	Est. Number of Visitors	Percent of Total Visitors	
Locals - Within 10 miles	49,842	63.2%	24,708	53.4%	2.02
Regional Distance - Over 10 miles & Less Than 50 miles	20,673	26.2%	14,241	30.8%	1.45
Long Distance - Over 50 miles	8,365	10.6%	7,316	15.8%	1.14
Total Visits	78,880	100.0%	46,265	100.0%	1.70

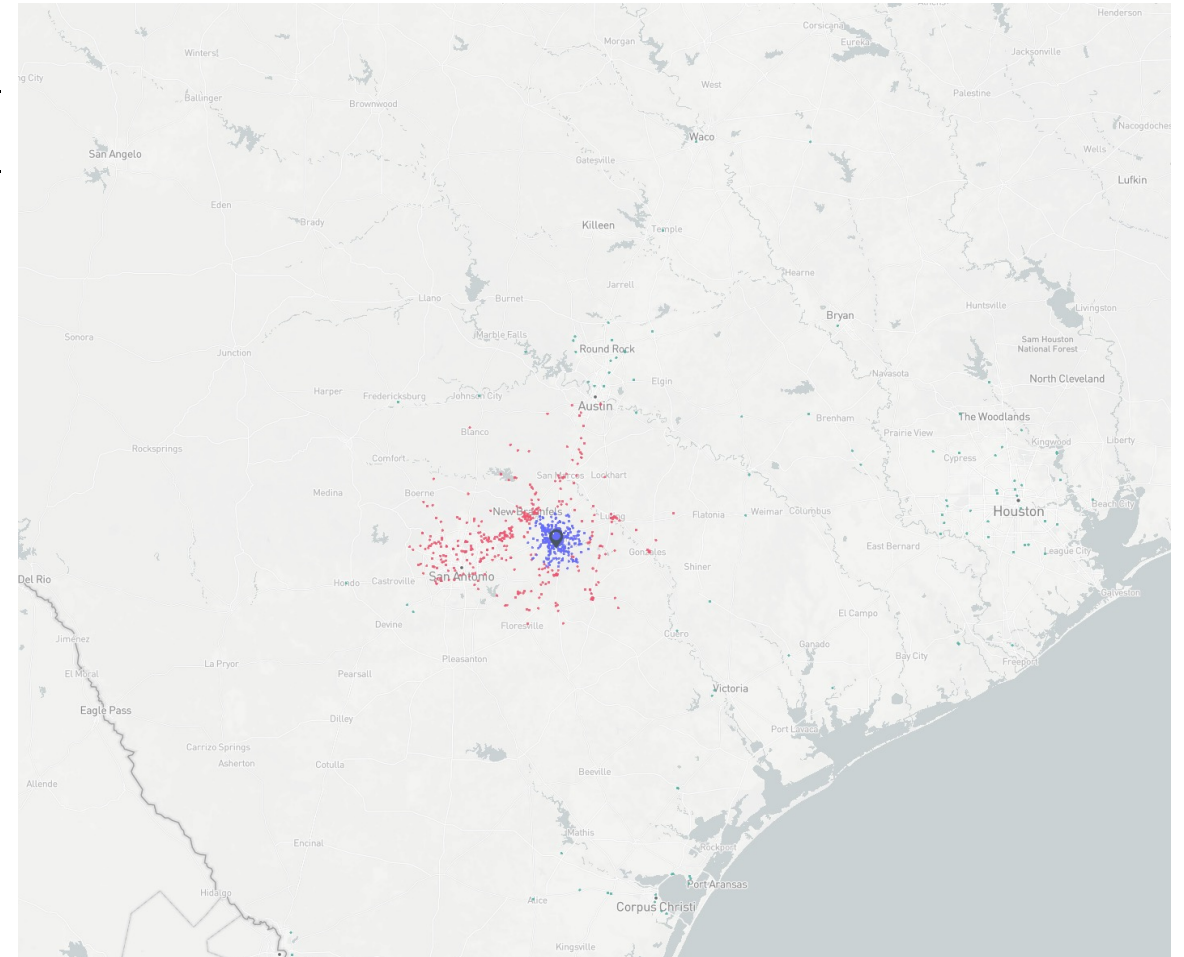
## MONTHLY VISITATION 2025



## DAY OF THE WEEK VISITATION 2025



## HOME LOCATION OF VISITORS TO CENTRAL PARK 2025



Source: Placer.ai

# Burnt Bean Co.

## Location

Downtown Seguin

## Opened

October 2020

## Total Size

~2,640 square feet

## Features

Burnt Bean Co. is a renowned, award-winning craft barbecue restaurant, frequently ranked among the best in the state. The restaurant was named the No. 1 BBQ joint in Texas by *Texas Monthly* in 2025, received a 2024 *Michelin Guide* Bib Gourmand, and was a James Beard Award nominee for four consecutive years.

## Key Details

- Known for 2 a.m. smoked brisket, beef ribs, smoked chicken, and Sunday brunch.
- Draws long lines by delivering a high-quality, craft barbecue experience rather than traditional fast-service barbecue.



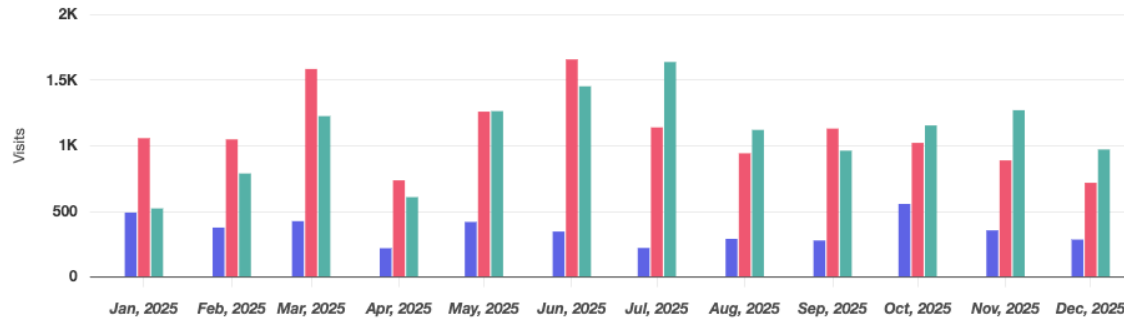
# Burnt Bean Co. (Cont'd)

## BURNT BEAN CO. – SEGUIN, TX

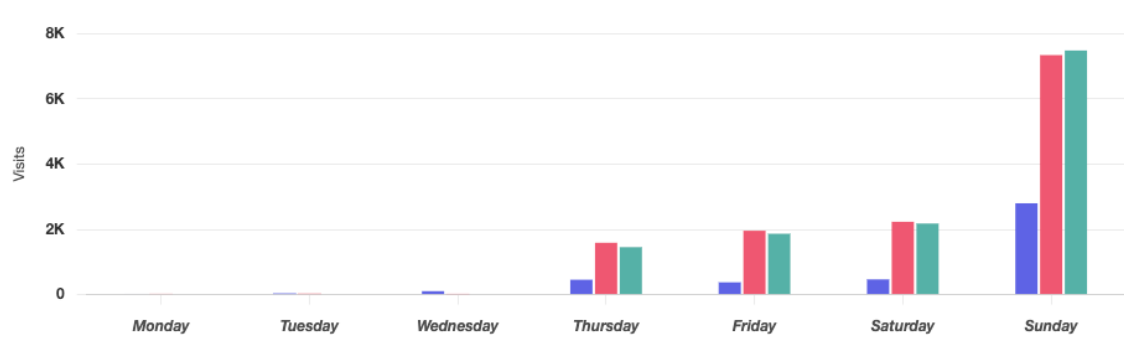
January 1, 2025 - December 31, 2025

Visitor Origins by Distance from POI (Colors correspond to charts & maps)	Total Visits		Total Unique Visitors		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Visitors	Percent of Total Visitors	
Locals - Within 10 miles	4,271	14.0%	2,506	9.6%	1.70
Regional Distance - Over 10 miles & Less Than 50 miles	13,191	43.3%	11,529	44.0%	1.14
Long Distance - Over 50 miles	12,984	42.6%	12,196	46.5%	1.06
Total Visits	30,446	100.0%	26,231	100.0%	1.16

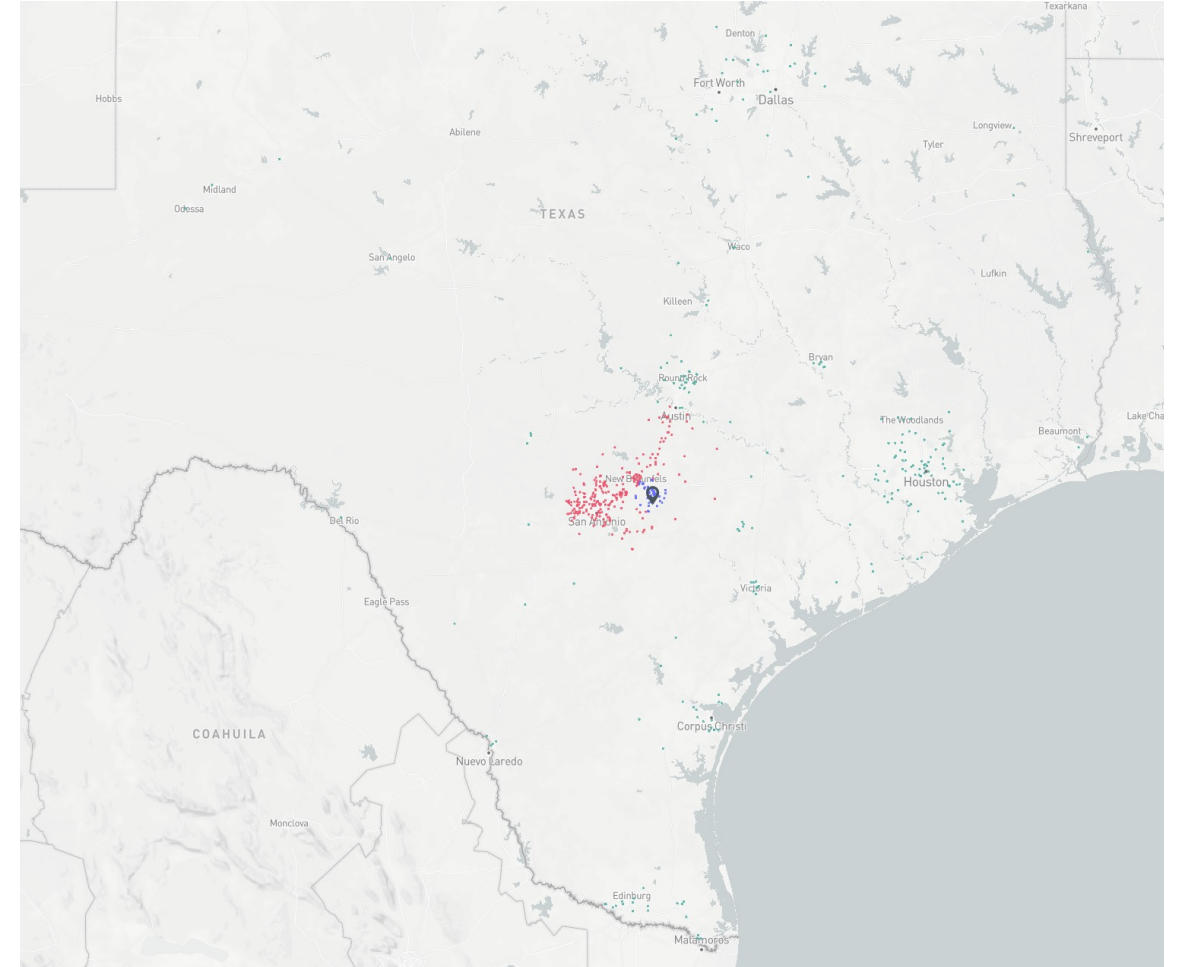
## WEEKLY VISITATION 2024



## DAY OF THE WEEK VISITATION 2024



## HOME LOCATION OF VISITORS TO BURNT BEAN CO. 2025



Source: Placer.ai

# Seguin Events Complex

<b>Location</b>	Seguin (Southwest of Downtown)
<b>Opened</b>	1977
<b>Total Size</b>	~54 acres
<b>Features</b>	The Seguin Events Complex features an arena for rodeos, exhibit buildings, dance hall, horse stalls, baseball and softball fields, volleyball courts, and a coliseum that can accommodate 1,200 people for special events.
<b>Amenities</b>	<ul style="list-style-type: none"><li>• The Coliseum</li><li>• Rodeo Arena</li><li>• Sport Facilities</li><li>• Recreation Vehicle (RV) Hookups</li></ul>



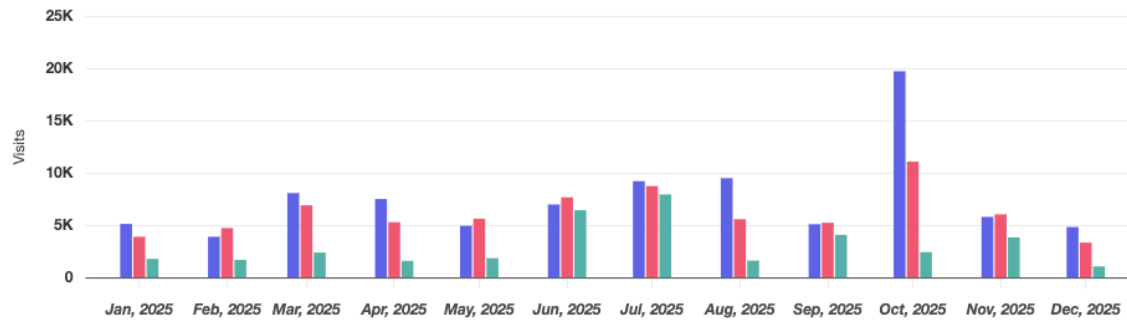
# Seguin Events Complex (Cont'd)

## SEGUIN EVENTS COMPLEX – SEGUIN, TX

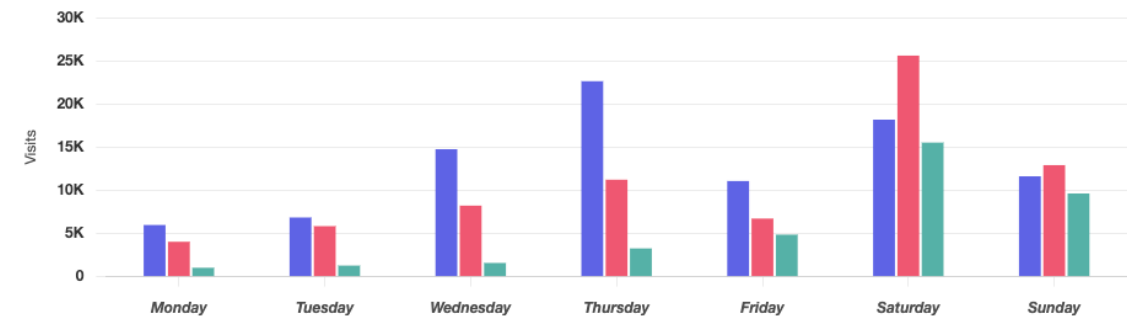
January 1, 2025 - December 31, 2025

Visitor Origins by Distance from POI (Colors correspond to charts & maps)	Total Visits		Total Unique Visitors		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Visitors	Percent of Total Visitors	
Locals - Within 10 miles	91,178	44.9%	25,650	30.6%	3.55
Regional Distance - Over 10 miles & Less Than 50 miles	74,662	36.8%	36,076	43.1%	2.07
Long Distance - Over 50 miles	37,253	18.3%	22,039	26.3%	1.69
Total Visits	203,093	100.0%	83,765	100.0%	2.42

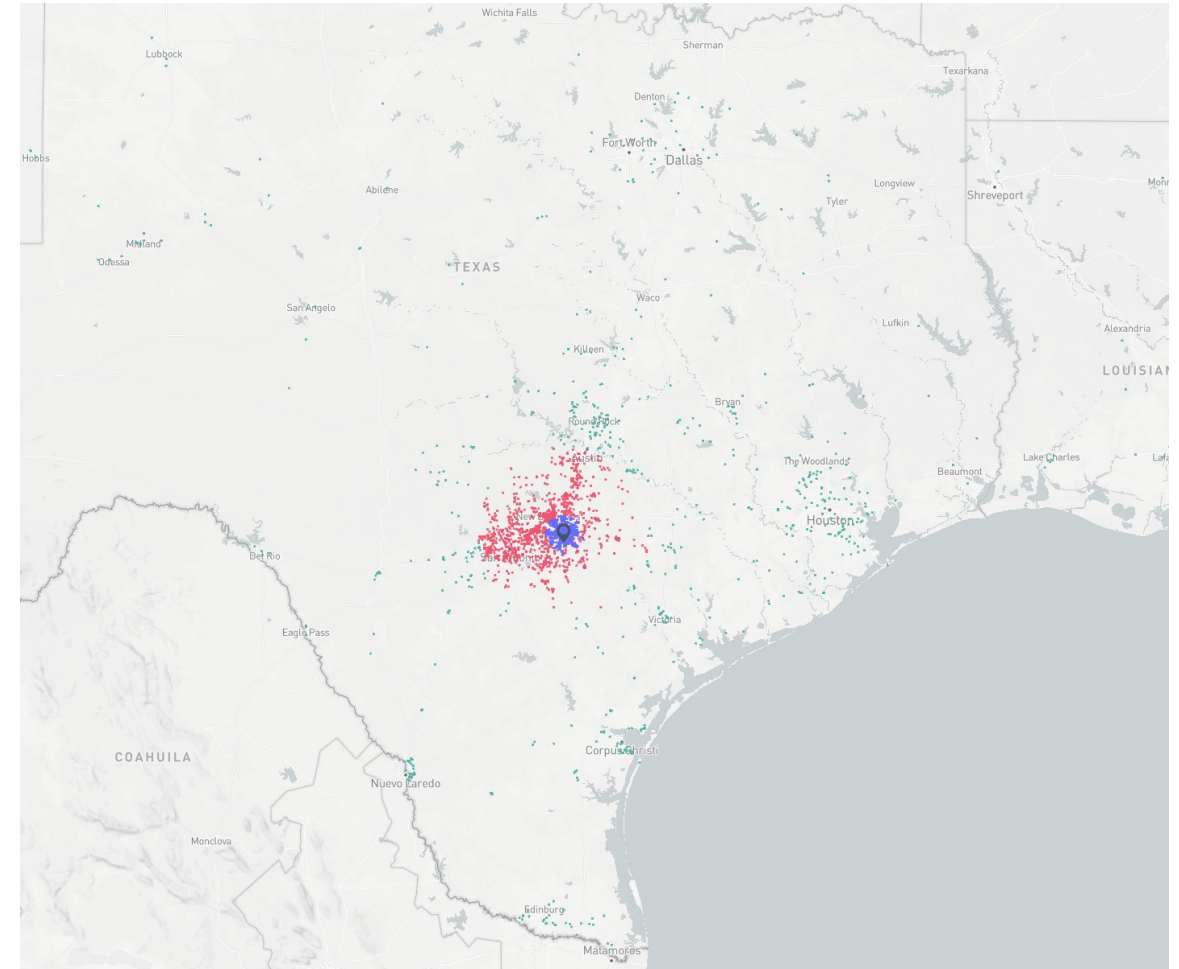
## MONTHLY VISITATION 2025



## DAY OF THE WEEK VISITATION 2025



## HOME LOCATION OF VISITORS TO SEGUIN EVENTS COMPLEX 2025



Source: Placer.ai

# The Powerplant Texas Grill

<b>Location</b>	Seguin (South of Downtown)
<b>Opened</b>	2014
<b>Total Size</b>	~15,000 SF
<b>Features</b>	The Power Plant Texas Grill is a unique eatery in a repurposed historic power plant on the banks of the Guadalupe River, offering classic Texas comfort food, a full bar, patio seating with river views, and live music beside a small waterfall.
<b>Amenities</b>	<ul style="list-style-type: none"><li>• Family Friendly</li><li>• Patio/Outdoor Seating</li><li>• Historic Repurposed Building</li><li>• Scenic Views</li></ul>

*\*The Powerplant is a public/private partnership whereby the City owns the building and land and leases the property to the restaurant.*



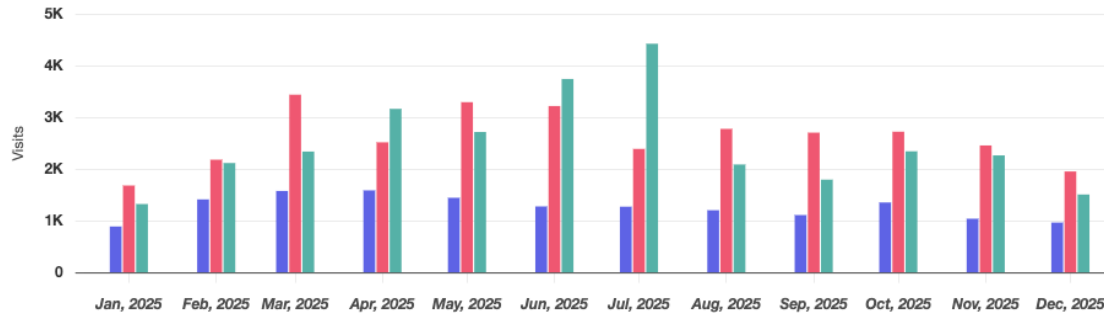
# The Powerplant Texas Grill (Cont'd)

## THE POWERPLANT TEXAS GRILL – SEGUIN, TX

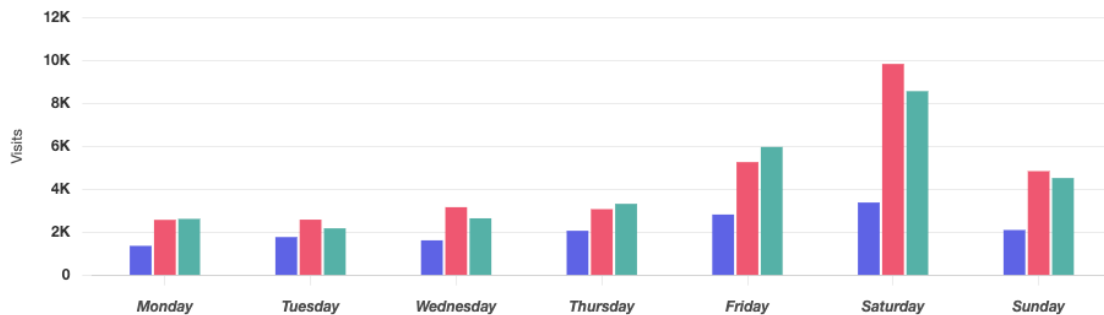
January 1, 2025 - December 31, 2025

Visitor Origins by Distance from POI (Colors correspond to charts & maps)	Total Visits		Total Unique Visitors		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Visitors	Percent of Total Visitors	
Locals - Within 10 miles	15,234	19.9%	9,189	14.7%	1.66
Regional Distance - Over 10 miles & Less Than 50 miles	31,415	41.0%	26,109	41.9%	1.20
Long Distance - Over 50 miles	29,904	39.1%	27,038	43.4%	1.11
Total Visits	76,553	100.0%	62,336	100.0%	1.23

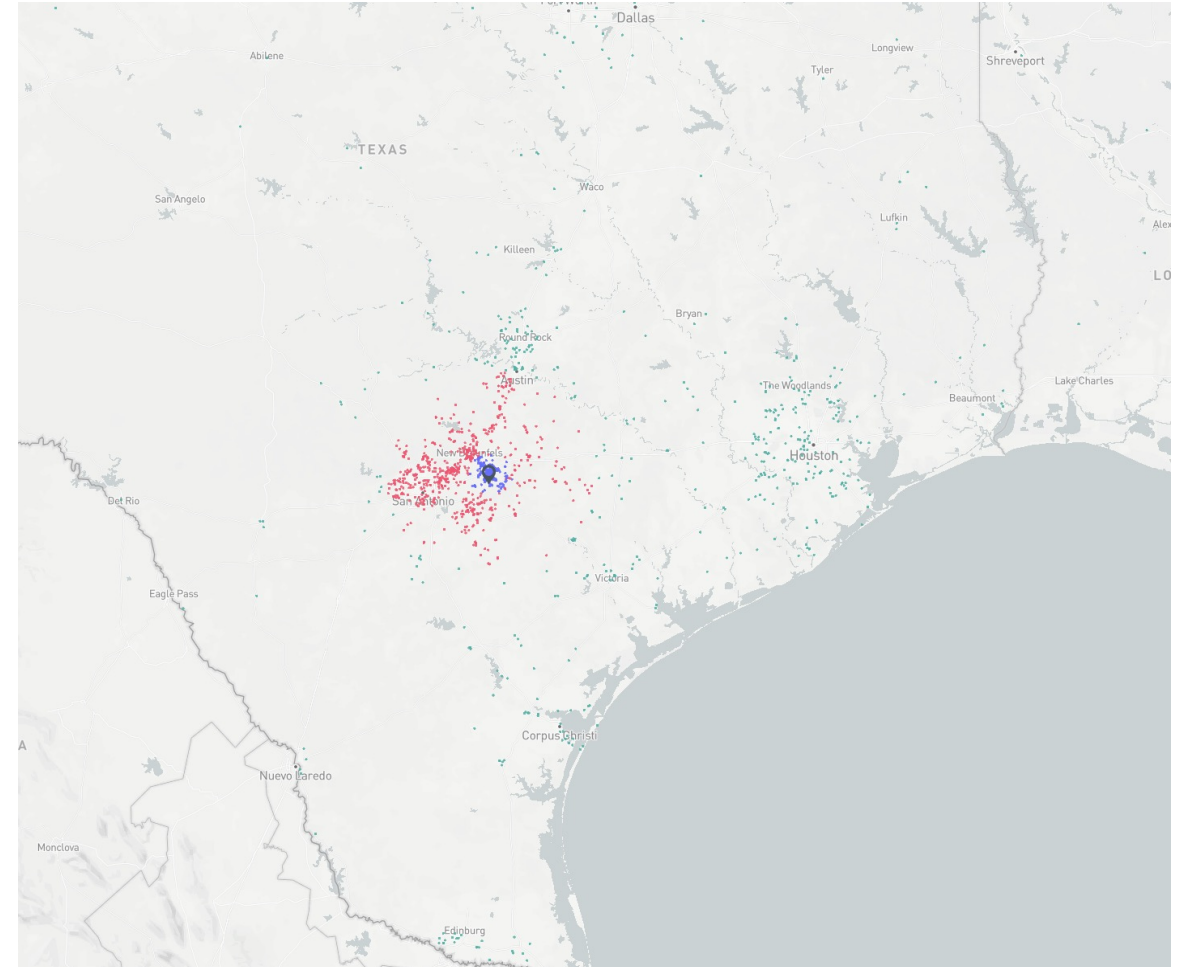
## MONTHLY VISITATION 2025



## DAY OF THE WEEK VISITATION 2025



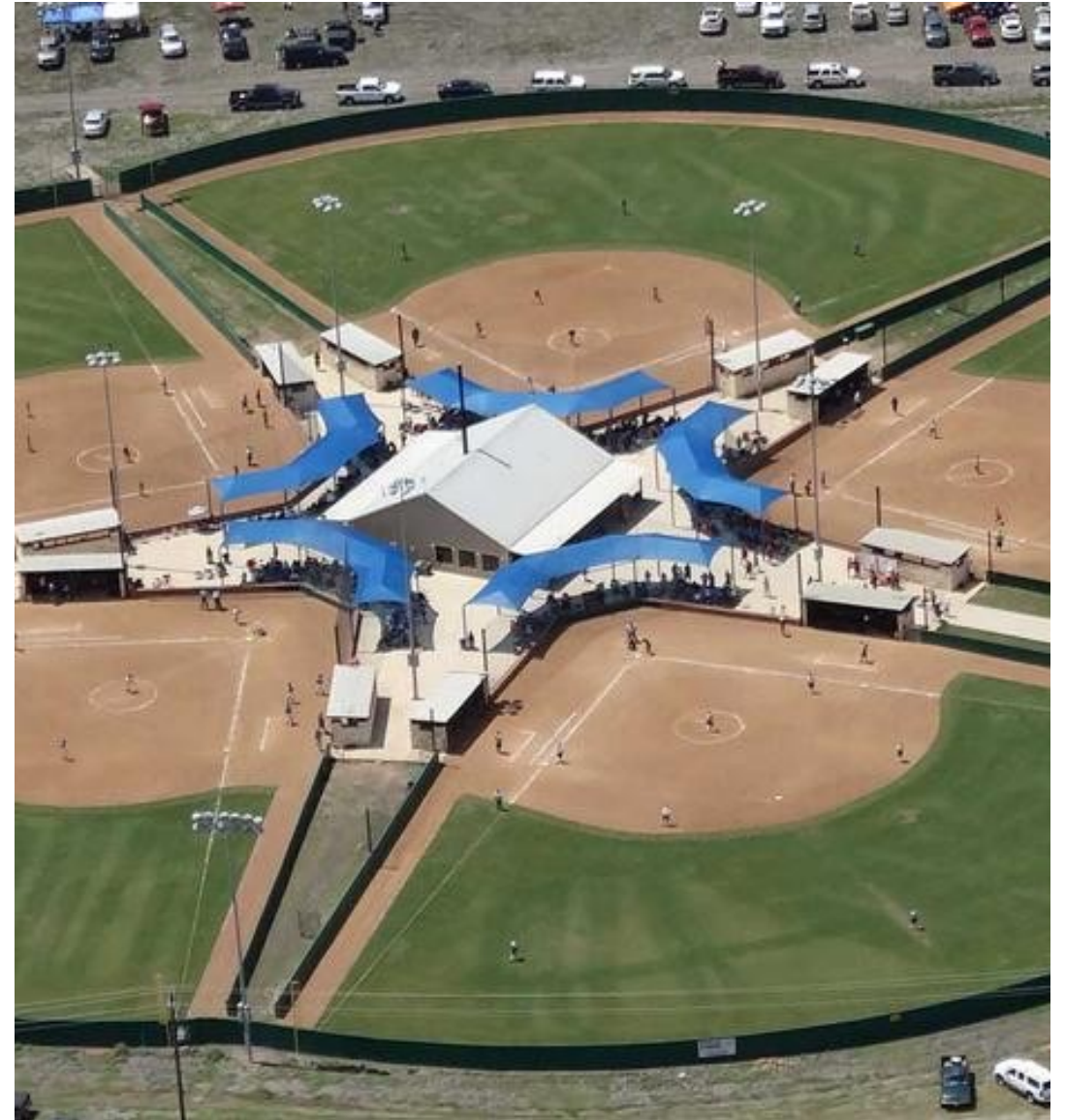
## HOME LOCATION OF VISITORS TO THE POWERPLANT TEXAS GRILL 2025



Source: Placer.ai

# The Fields at Huber Ranch

<b>Location</b>	Seguin (off Huber Rd.)
<b>Opened</b>	Early to Mid-1800s
<b>Total Size</b>	~11 acres
<b>Features</b>	Huber Ranch offers 5 NCAA-quality softball fields and a complete indoor concession area. The fields are perfect for tournaments and championships.
<b>Amenities</b>	<ul style="list-style-type: none"><li>• 5 NCAA-Quality Softball Fields</li><li>• Snack Bar</li><li>• Accessible</li><li>• Family Friendly</li><li>• Patio/Outdoor Seating</li></ul>



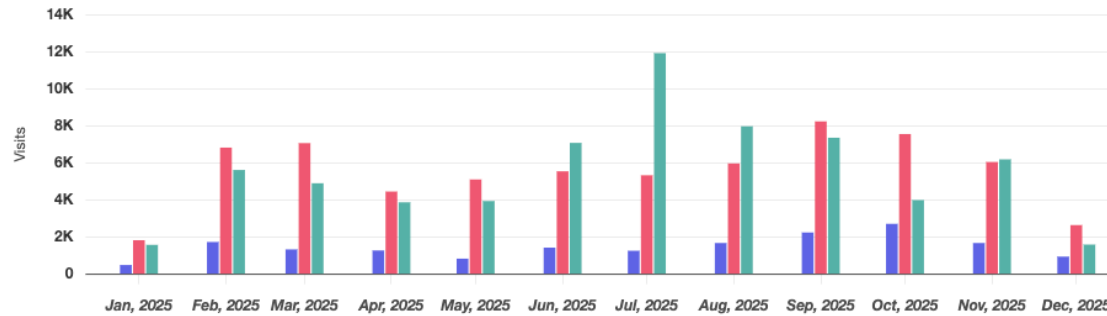
# The Fields At Huber Ranch (Cont'd)

## THE FIELDS AT HUBER RANCH – SEGUIN, TX

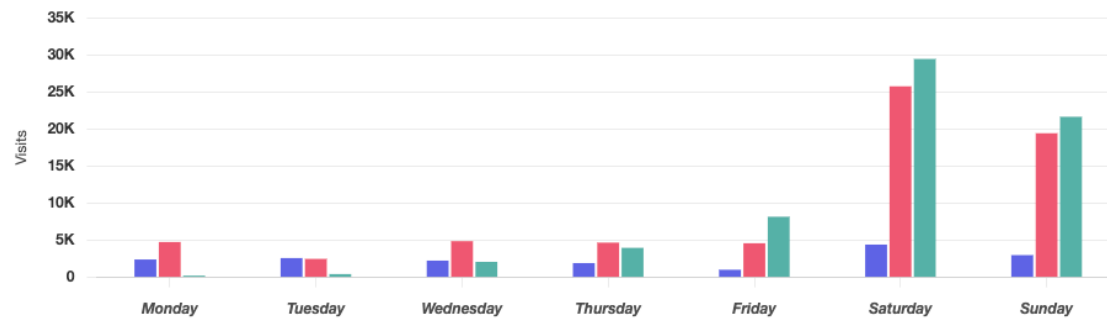
January 1, 2025 - December 31, 2025

Visitor Origins by Distance from POI (Colors correspond to charts & maps)	Total Visits		Total Unique Visitors		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Visitors	Percent of Total Visitors	
Locals - Within 10 miles	17,717	11.8%	2,952	6.3%	6.00
Regional Distance - Over 10 miles & Less Than 50 miles	66,698	44.3%	17,128	36.3%	3.89
Long Distance - Over 50 miles	66,102	43.9%	27,143	57.5%	2.44
Total Visits	150,517	100.0%	47,223	100.0%	3.19

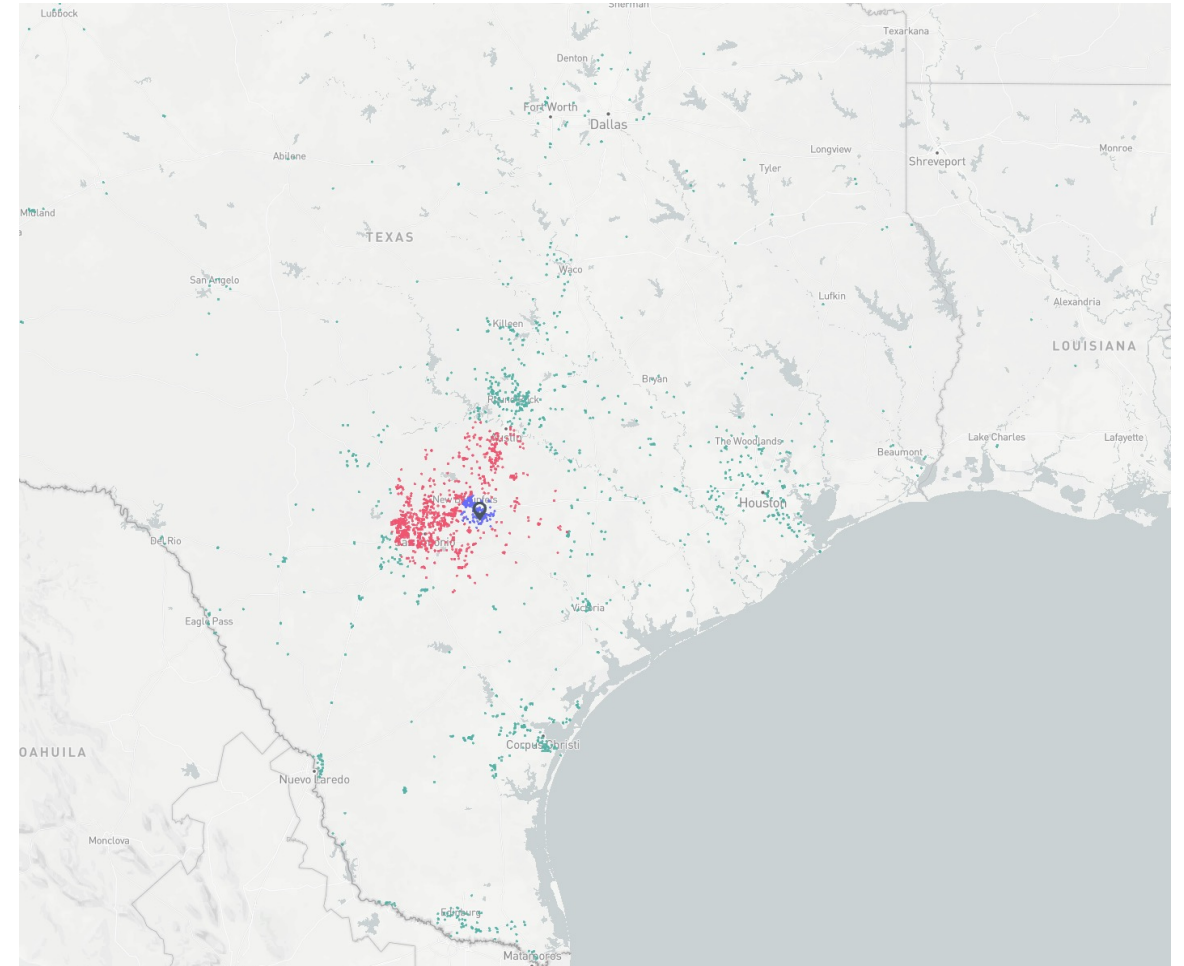
## MONTHLY VISITATION 2025



## DAY OF THE WEEK VISITATION 2025



## HOME LOCATION OF VISITORS TO THE FIELDS AT HUBER RANCH 2025



Source: Placer.ai

# Max Starcke Park

**Location** Seguin (South of Downtown)

**Opened** 1938

**Total Size** ~227 acres

**Features** Max Starcke Park is an exceptional public park, offering golf, volleyball, basketball, disc golf, tennis, softball, kayaking, picnic areas, a hike-and-bike path along the river, a kids' playscape, a wave pool, and a fenced-in Barky Park.

- Amenities**
- Fully renovated 18-Hole Golf Course
  - Seguin Wave Pool
  - Pickleball, Tennis & Volleyball Courts
  - 18-Hole Disc Golf
  - Playgrounds, Picnic Pavilions & Trails
  - Little League Baseball & Softball fields
  - Guadalupe River access
  - Barky Park dog park



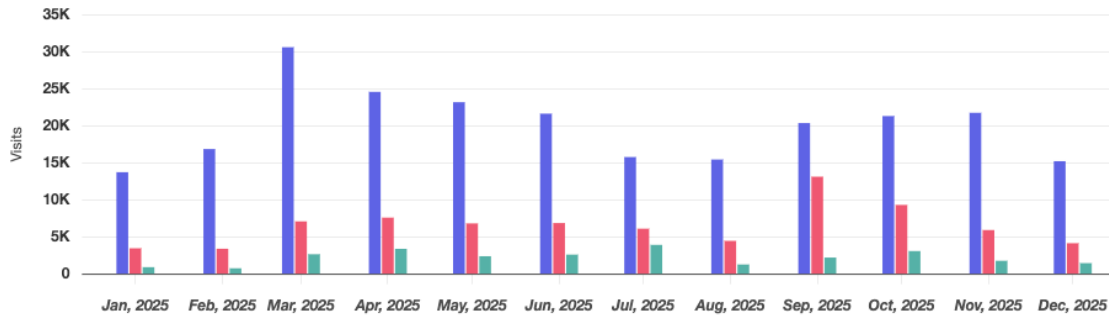
# Max Starcke Park (Cont'd)

## MAX STARCKE PARK – SEGUIN, TX

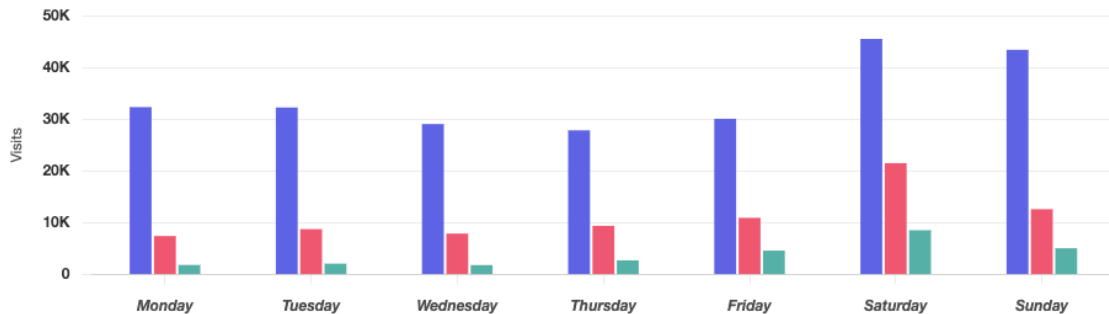
January 1, 2025 - December 31, 2025

Visitor Origins by Distance from POI (Colors correspond to charts & maps)	Total Visits		Total Unique Visitors		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Visitors	Percent of Total Visitors	
Locals - Within 10 miles	240,699	69.5%	41,352	42.7%	5.82
Regional Distance - Over 10 miles & Less Than 50 miles	78,826	22.7%	38,158	39.4%	2.07
Long Distance - Over 50 miles	26,991	7.8%	17,288	17.9%	1.56
<b>Total Visits</b>	<b>346,516</b>	<b>100.0%</b>	<b>96,798</b>	<b>100.0%</b>	<b>3.58</b>

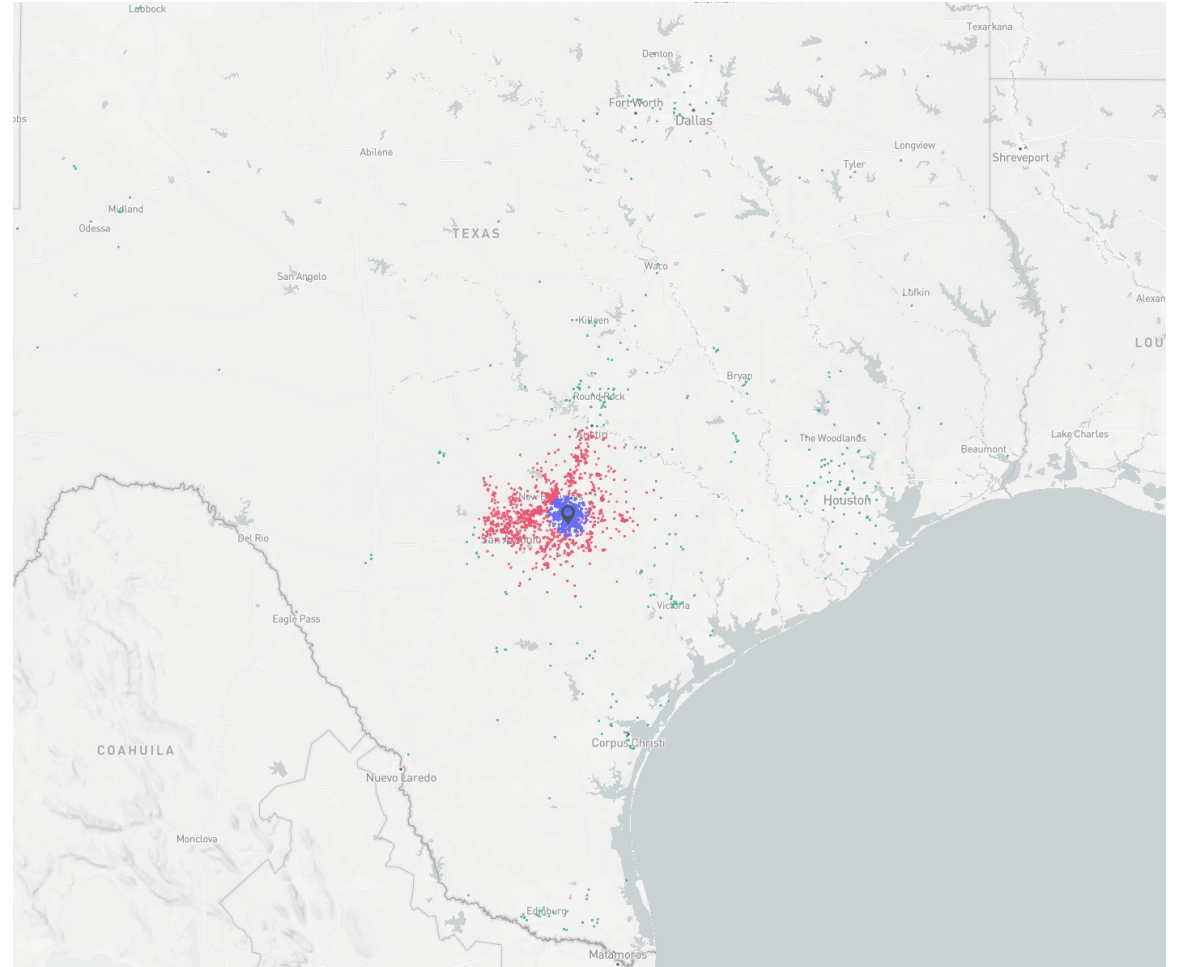
## MONTHLY VISITATION 2025



## DAY OF THE WEEK VISITATION 2025



## HOME LOCATION OF VISITORS TO MAX STARCKE PARK 2025



Source: Placer.ai

# Implications

## Key Asset & Visitation Analysis Implications

### LACK OF REGIONAL AND LONG-DISTANCE VISITATION

Seguin's attractions primarily serve local residents, with limited regional or long-distance visitation. This presents an opportunity to elevate existing assets through new events and destination-worthy attractions that broaden Seguin's appeal. The addition of a high-quality central gathering place in the Historic Downtown District would help attract regional visitors and increase weekday and daytime traffic within the heart of the community.

### STRONG EVENING & WEEKEND VISITATION

Downtown attractions see their highest activity on the weekends, while weekdays draw lighter demand. This gap presents an opportunity to introduce events and programming that activate more weekday visitation.

### SEASONAL DEMAND

Seguin's outdoor attractions see a decrease in visitation during the winter months. There is an opportunity to expand winter-focused events and activities to increase engagement and attract residents and visitors year-round.



# Lodging & Meetings Market Overview



# Hotel Market Industry Trends



## REVENUE GROWTH

As of 2024, U.S. Revenue Per Available Room (RevPAR) is 16 percent above 2019 levels, driven primarily by price increases, with ADR now 21 percent higher than in 2019.



## DEMAND FOR QUALITY

Luxury and Upper Upscale hotels have experienced increased room demand; meanwhile, economy hotels have experienced a decline in RevPAR and room demand.



## BRANDED HOTELS

Since 2019, major branded hotel groups have seen double-digit growth in market share, driven by operational efficiencies, loyalty programs, and acquisitions of independent hotels.



## LEISURE & GROUP DYNAMICS

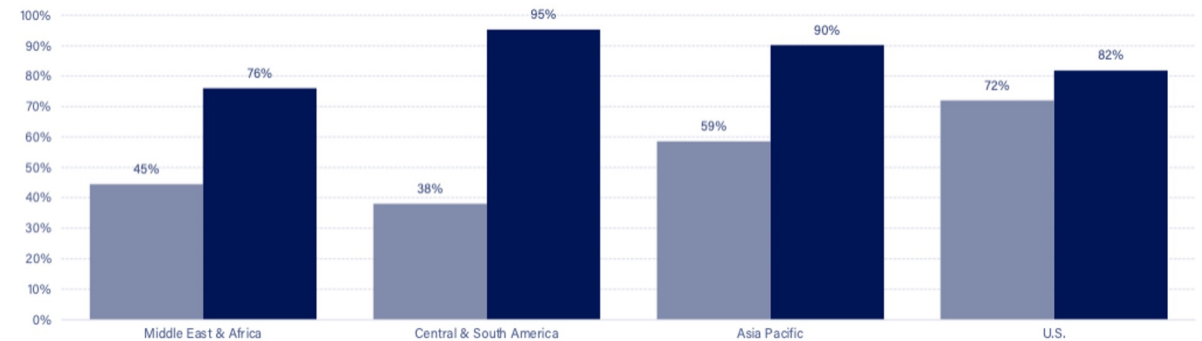
Leisure travelers are increasingly drawn to international destinations due to the strong dollar and pent-up demand following Covid-19. However, group demand for domestic high-end hotels also continues to rise.

## Global Hotel Revenues (\$ billions)

Global hotel revenues have exceeded 2019 levels for the first time since the pandemic.



## Hotels: Branded Existing Supply vs. Future Pipeline



■ Brands as % of total current supply

■ Brands as % of total future pipeline

Source: Skift Research State of Travel Report 2024

# Hotel Submarket Overview

## Within 20 Miles

Hunden, using CoStar data, analyzed 69 hotel properties within 20 miles of Seguin, totaling 4,404 rooms. Upper Midscale hotels represent the largest share at 28 percent, and no Luxury properties are present.

- After a post-pandemic rebound in 2021, occupancy stabilized around 60 percent until early 2025, when average levels declined to 55 percent.
- Average daily rate has grown steadily since 2021, averaging \$130 over the past year.
- Two hotels have opened in the past five years: a 110-room Upper Midscale property in New Braunfels in 2025 and a 111-room Upscale property in San Marcos in 2022.

### LODGING SUMMARY - WITHIN 20 MILES OF SEGUIN

Chainscale	Rooms	% of Total Rooms	Hotels	Rooms Per Hotel	Avg Age (Years)
Luxury	--	--	--	--	--
Upper Upscale	283	6%	1	283	17 Years
Upscale	620	14%	6	103	11 Years
Upper Midscale	1244	28%	15	83	14 Years
Midscale	572	13%	9	64	19 Years
Economy	747	17%	13	57	32 Years
Independent	938	21%	25	38	57 Years
<b>Total/Average</b>	<b>4,404</b>	<b>100%</b>	<b>69</b>	<b>105</b>	<b>25 Years</b>

Source: CoStar

### 12-Month Key Market Indicators (Within 20 Miles)

Occupancy

55.4%

ADR

\$129.41

YOY ADR Growth

-0.7%

RevPAR

\$71.75

Source: CoStar

# Local Hotel Market Supply

## Seguin City Limits

### SEGUIN, TX | LOCAL HOTEL SET

Sorted by Distance from Central Park

Property Name	Miles from Central Park	Rooms	Hotel Class	Year Opened
Texas Inn	1.4 miles	41	Independent	1994
Seguin Motel	1.6 miles	32	Independent	2001
La Quinta Inn & Suites by Wyndham Seguin	2.5 miles	66	Upper Midscale	2005
Motel 6 Seguin, TX	2.7 miles	45	Economy	2001
Super 8 by Wyndham Seguin	2.7 miles	48	Economy	1996
TownePlace Suites Seguin	3.3 miles	118	Upper Midscale	2014
Holiday Inn Express & Suites Seguin	3.3 miles	89	Upper Midscale	2008
Hampton Inn Seguin	3.3 miles	68	Upper Midscale	2006
Days Inn by Wyndham Seguin TX	3.3 miles	67	Economy	1972
Comfort Inn & Suites Seguin	3.4 miles	72	Upper Midscale	2000
Geronimo Creek Retreat	5.7 miles	20	Independent	2010
<b>Average/Total</b>	<b>3.0 miles</b>	<b>666</b>	<b>--</b>	<b>2001</b>

Source: CoStar

According to CoStar, Seguin has 666 hotel rooms within city limits, ranging from Independent properties to Upper Midscale chains. There are currently no hotels under construction in Seguin.

# Hotel Submarket Overview

## Seguin City Limits

Hunden, using CoStar data, analyzed the 11 hotels within Seguin’s city limits, totaling 666 rooms. The majority (62 percent) are Upper Midscale, with no Luxury, Upper Upscale, Upscale, or Midscale properties currently present.

- Occupancy declined steadily from 2015 to 2019, reached its low during the pandemic, rebounded in 2021, then softened again. By 2024, occupancy had returned to roughly its pre-pandemic mid-range.
- Average daily rate (ADR) has increased since 2015; after the pandemic trough, rates rose significantly between 2021 and 2023. This rate strength helped cushion revenue per available room (RevPAR) even as occupancy weakened.
- Demand peaks during spring, summer, and weekends. Opportunities for growth remain in winter and weekday visitation, particularly through events, conferences, and seasonal programming.

### LODGING SUMMARY - LOCAL HOTEL SET

Chainscale	Rooms	% of Total Rooms	Hotels	Rooms Per Hotel	Avg Age (Years)
Luxury	--	--	--	--	--
Upper Upscale	--	--	--	--	--
Upscale	--	--	--	--	--
Upper Midscale	413	62%	5	83	18 Years
Midscale	--	--	--	--	--
Economy	160	24%	3	53	35 Years
Independent	93	14%	3	31	23 Years
<b>Total/Average</b>	<b>666</b>	<b>100%</b>	<b>11</b>	<b>56</b>	<b>26 Years</b>

Source: CoStar

### 12-Month Key Market Indicators (Seguin City Limits)

Occupancy

52.0%

ADR

\$105.64

YOY ADR Growth

-2.6%

RevPAR

\$54.89

Source: CoStar

# Competitive Set Performance

Hunden pulled data from CoStar to understand the performance of Seguin’s hotel set from January 2017 through December 2024. Key takeaways are as follows:

- Room Nights Sold and Occupancy reached their highest levels in 2021 after a strong post-pandemic rebound
- RevPAR grew at a 4.2% CAGR between 2017 and 2024, driven mainly by ADR growth (4.1%), while occupancy growth remained minimal (0.1%)

## HISTORIC SUPPLY, DEMAND, OCCUPANCY, ADR, AND REVPAR FOR SEGUIN HOTELS

Year	Annual Avg. Available Rooms	Available Room Nights	% Change	Room Nights Sold	% Change	% Occupancy	% Change	ADR	% Change	RevPAR	% Change
2017	740	270,100	--	150,915	--	55.9%	--	\$84.11	--	\$47	--
2018	740	270,100	0.0%	140,716	-6.8%	52.1%	-6.8%	\$87.11	3.6%	\$45	-3.4%
2019	740	270,070	0.0%	141,508	0.6%	52.4%	0.6%	\$84.31	-3.2%	\$44	-2.7%
2020	739	269,735	-0.1%	120,532	-14.8%	44.7%	-14.7%	\$76.89	-8.8%	\$34	-22.2%
2021	666	243,090	-9.9%	153,070	27.0%	63.0%	40.9%	\$94.75	23.2%	\$60	73.7%
2022	666	243,090	0.0%	147,054	-3.9%	60.5%	-3.9%	\$104.03	9.8%	\$63	5.5%
2023	666	243,090	0.0%	140,102	-4.7%	57.6%	-4.7%	\$109.61	5.4%	\$63	0.4%
2024	666	243,090	0.0%	136,299	-2.7%	56.1%	-2.7%	\$108.29	-1.2%	\$61	-3.9%
<b>CAGR (2017-2024)</b>		<b>-1.4%</b>		<b>-1.4%</b>		<b>0.1%</b>		<b>4.1%</b>		<b>4.2%</b>	

Source: Hunden Partners, Smith Travel Research

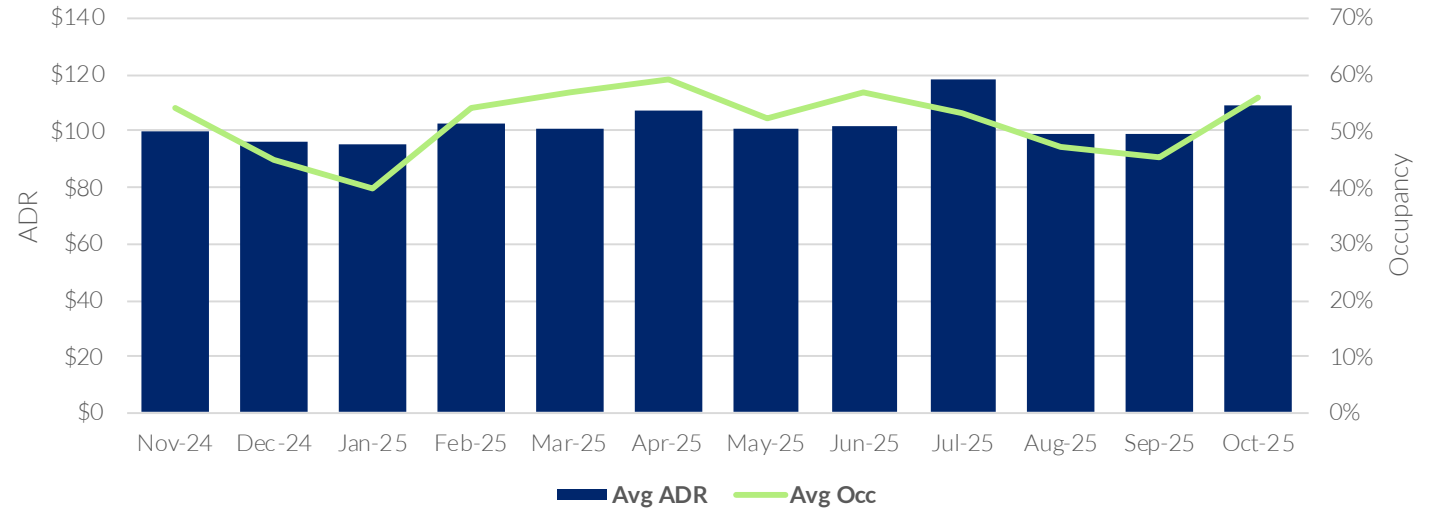
# Hotel Seasonality

The adjacent tables detail the monthly and day-of-week performance of Seguin’s hotel set from November 2024 through October 2025, providing insight into seasonality and daily performance among hotels.

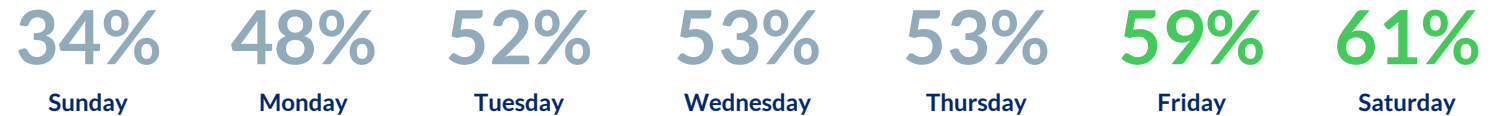
Occupancy and ADR peak in the summer, with April, July, and October showing the strongest performance. This reflects demand generated by events such as Fourth of July celebrations, the Guadalupe County Fair, and Pecan Fest.

Fridays and Saturdays consistently recorded the highest occupancy and ADR, while Sundays and Mondays were the weakest. This pattern highlights a market driven primarily by leisure travel rather than weekday business stays.

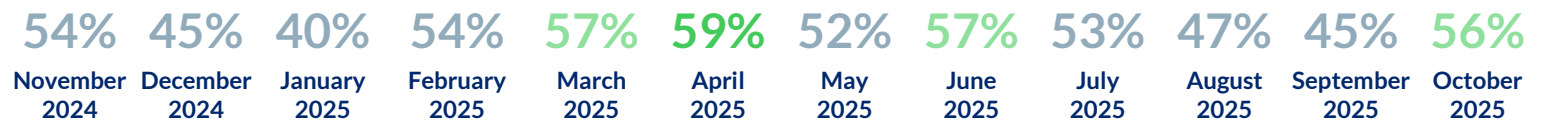
ADR & OCCUPANCY BY MONTH | NOVEMBER 2024 – OCTOBER 2025



AVERAGE OCCUPANCY PERCENT BY DAY OF WEEK | NOVEMBER 2024 – OCTOBER 2025



AVERAGE OCCUPANCY PERCENT BY MONTH | NOVEMBER 2024 – OCTOBER 2025



Source: CoStar, Hunden Partners

# Meetings Industry Recovery and Growth Outlook

## DEMAND GROWTH ACCELERATING

The meetings sector is expected to achieve a Compound Annual Growth Rate (CAGR) of nine percent by 2032 as the demand for in-person meetings accelerates.

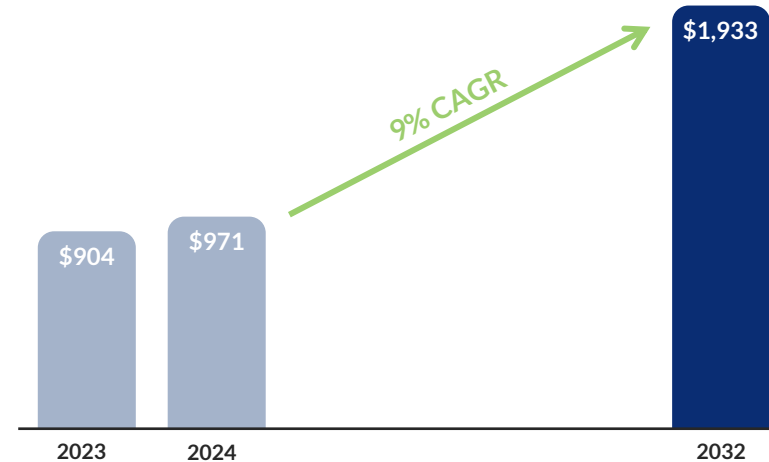
## INDUSTRY CONFIDENCE IS HIGH

More than three-quarters (82 percent) of meetings professionals rate their optimism at 8 or above, with 38 percent giving a perfect 10 – mirroring the positive outlook of travel CEOs for the future of events.

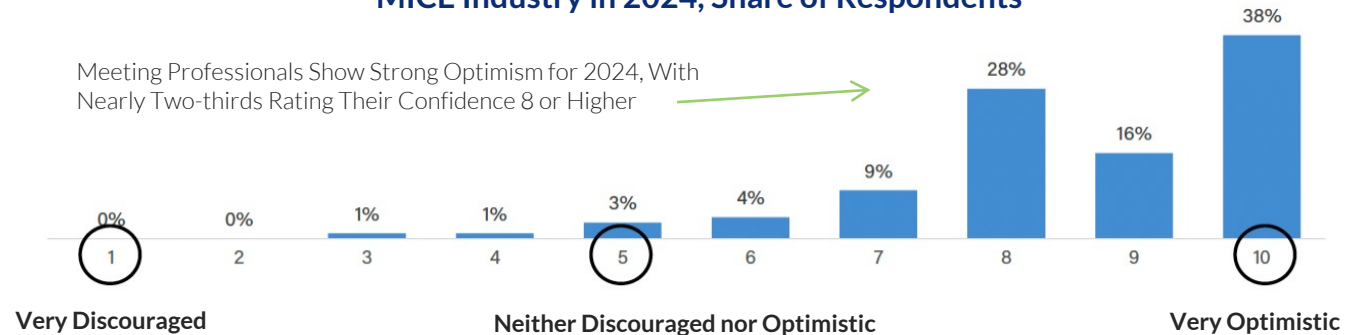
## GROUPS IMPLEMENTING COST CONTROL STRATEGIES

Companies are adjusting budgets by opting for more cost-effective solutions, such as choosing three-star hotels instead of four-star accommodations.

Global MICE\* Market Size, US\$ billion



Meeting Professionals' Optimism for the Health of the MICE Industry in 2024, Share of Respondents



Source: Skift Research State of Travel Report 2024

\*MICE: Meetings, Incentives, Conferences, and Exhibitions

# Seguin Meetings & Events Venue Supply

There is a total of 41,112 square feet of local function space within Seguin. Among the five meetings and events venues, there are a total of 362 connected hotel rooms, all within 3.5 miles of Central Park.

## SEGUIN, TX | LOCAL MEETINGS & EVENTS VENUE SUPPLY

Sorted by Distance from Central Park

Property Name	Miles from Central Park	Total Function Space (SF)	Connected Hotel Rooms
Seguin Coliseum	0.8	12,000	--
La Quinta Inn & Suites Seguin	2.5	770	66
Fiesta Ballroom	2.7	24,800	0
Hampton Inn Seguin	3.2	650	68
Holiday Inn Express & Suites Seguin	3.3	840	89
Days Inn by Wyndham Seguin	3.3	1,500	67
Comfort Inn & Suites Seguin	3.4	552	72
<b>Average/Total</b>	<b>2.7</b>	<b>41,112</b>	<b>362</b>



# Implications

## Lodging & Meetings Analysis

### STEADY LODGING MARKET POSITION

Seguin's lodging submarket, not yet at peak performance has recorded declining occupancy levels in the past three years. With nearly 700 hotel rooms, the submarket remains under-supplied with newer quality product for its current size and demand generators. However, future investment should consider a unique boutique-style hotel to align with and enhance the Historic Downtown District identity, infrastructure, and development momentum.

### LACK OF ADEQUATE MEETING SPACE

With just 14,000 square feet of function space, Seguin's capacity to attract impactful meetings and events is limited. Investing in expanded or new event space could help capture more regional visitors, drive hotel stays, and boost overall economic activity in the area.

### INDUSTRY TRENDS AND GROWTH OUTLOOK

Demand is rising for quality properties and branded hotels, especially in the Upper-Upscale segment, which is currently absent in Seguin. Future development may be warranted to capture this growing market. Meanwhile, the meetings sector is accelerating, with in-person event demand projected to grow at a nine-percent CAGR through 2032.



# Pillars of Place Analysis



# Pillars of Place

Hunden’s Pillars of Place framework analyzes visitor behavior and tourism assets across key categories – attractions, events, retail, dining, and more – to identify opportunities for strategic growth. The assessment benchmarks Seguin, uncovering ways to activate underutilized assets, enhance visitor appeal, and reduce tourism leakage through development strategies.

## THE FOLLOWING 10 ASSET CATEGORIES ARE INCLUDED:



**Concerts & Entertainment Facilities**



**Hotels & Hospitality**



**Sports Facilities & Outdoor Recreation**



**Convention & Meetings Facilities**



**Festivals & Events**



**Attractions, Water Parks, & Theme Parks**



**Parks, Trails, & Outdoor Space**



**Agricultural, Exposition, & Fairgrounds**



**Retail & Dining Nodes**













**Winery, Brewery, Distillery, & Food Halls**

# Seguin Product Opportunity Matrix

## Introduction to Initial Pillars of Place Analysis

The following matrix indicates the strength of Seguin’s asset supply for each pillar of place based on volume, quality, and programming. Recommendations within each pillar are categorized as short-, medium-, and long-term goals to indicate priorities:

- **Short-term:** 0 – 2 years
- **Medium-term:** 2 – 5 years
- **Long-term:** 5 – 10 years

Concerts & Entertainment	Sports & Outdoor Recreation	Retail & Dining	Ag, Expo, & Fairgrounds	Convention & Meeting Space	Winery, Brewery, & Food Hall	Hotels & Hospitality	Attractions (Including Water & Theme Parks)	Parks & Outdoor Space	Festivals & Events
									
Moderate supply with historic theaters and civic venues that can host local performances.	Moderate supply with locally-serving public facilities and the Fields at Huber Ranch being that regional anchor.	Moderate supply with a strong historic downtown and expanding highway commercial corridors.	Strong supply with the Seguin Events Complex featuring the rodeo arena, dance pavilion, and livestock barns.	Low supply with the Seguin Coliseum being the largest flexible space.	Moderate supply with various wineries, breweries, and the Seguin Schoolyard.	Aging and Under-supplied hotel market with no high-quality demand generating property.	Low supply of year-round entertainment after the closure of ZDT’s Amusement Park.	Expansive riverfront parks offer golf, trails, public sport facilities, and paddling.	Strong supply with the Pecan festival, Fourth of July celebrations, and county fair anchoring the annual calendar.



Greatest Opportunities for Seguin

SUPPLY:



High



Moderate



Low

# Pillars of Place



## Concerts and Entertainment Facilities

### CURRENT STATE

Seguin’s entertainment landscape is anchored by civic and historic assets rather than commercial music venues. The Seguin Coliseum serves as the primary large-scale event hall, and Jackson Auditorium at Texas Lutheran University provides a dedicated venue for concerts and seated performances. The downtown historic district includes intimate venues such as The Texas Theatre and Palace Theatre Seguin, though both are capacity constrained.

### RECOMMENDATIONS

SUPPLY	MODERATE	
<b>SHORT-TERM</b> (0 – 2 Years)	Expand programming at historic theaters.	<b>Next Steps</b> Leverage the restored Texas Theatre and Palace Theatre for more frequent public ticketed events rather than just private rentals.
<b>MEDIUM-TERM</b> (2 – 5 Years)	Enhance outdoor festival infrastructure.	<b>Next Steps</b> Upgrade the Dance Pavilion or Central Park Bandstand with improved lighting/sound infrastructure to support higher-tier musical acts without requiring temporary rentals.
<b>LONG-TERM</b> (5 – 10 Years)	Develop a Riverfront Amphitheater/ Performance Venue	<b>Next Steps</b> Leverage the Max Starcke Park area for a new, permanent riverfront amphitheater or event lawn to host large concerts, regional festivals, and annual community events, creating a consistent, high-profile attraction schedule.



**JACKSON AUDITORIUM**

**65.1K**  
2024 Visits

**65%**  
% Visits <25 Miles

**15%**  
% Visits >75 Miles

Source: Placer.ai

# Pillars of Place



## Sports & Outdoor Recreation

### CURRENT STATE

The city’s primary sports tourism asset is the commercial Fields at Huber Ranch, a five-field NCAA-quality softball complex that attracts major regional tournaments and is supplemented by the city’s Four-Plex. The main gap is the absence of a large multi-field complex, such as six or more full-sized, irrigated soccer or multi-use fields, to anchor regional youth sports beyond softball. The community has invested in modern niche facilities, including the nine-court Seguin–Saegert Pickleball Complex and the MTR Skatepark at Park West, which reflect current recreation trends.

### RECOMMENDATIONS

SUPPLY	MODERATE	
<b>SHORT-TERM</b> (0 – 2 Years)	Maximize utilization of existing assets.	<b>Next Steps</b> Create a unified marketing and scheduling strategy that co-promotes the city’s 4-Plex with the private Fields at Huber Ranch to attract larger, multi-venue softball/baseball events.
<b>MEDIUM-TERM</b> (2 – 5 Years)	Create an Anchor Multi-Sport Field.	<b>Next Steps</b> Develop one or two turf-based, lighted multi-use fields at the Seguin Events Complex or another central location to support year-round play for underserved field sports.
<b>LONG-TERM</b> (5 – 10 Years)	Invest in a Major Multi-Field Complex.	<b>Next Steps</b> Acquire land and develop a new, large (minimum 50 acres) regional sports complex focused on multi-use fields (soccer, lacrosse, flag football) to diversify sports tourism beyond softball and complement existing assets.



#### THE FIELDS AT HUBER RANCH

**163.9K**  
2024 Visits

**25%**  
% Visits <25 Miles

**30%**  
% Visits >75 Miles

Source: Placer.ai

# Pillars of Place



## Retail and Dining Nodes

### CURRENT STATE

Seguin’s retail and dining environment is defined by a dual market: a strong historic downtown and expanding highway commercial corridors. The Downtown District is supported by the Texas Main Street program and anchored by destination dining such as Burnt Bean Co. This area attracts locals and regional visitors seeking boutiques, historic architecture, and local cuisine. The city is also preparing for the transformational New Quest Development, which is expected to address retail leakage to neighboring metros by introducing major national box stores and chain restaurants.

### RECOMMENDATIONS

SUPPLY	MODERATE	
<b>SHORT-TERM</b> (0 – 2 Years)	Amplify the Downtown Culinary Brand.	<b>Next Steps</b> Position Burnt Bean as Seguin’s culinary anchor and leverage its regional reputation to elevate Downtown as a food destination, reinforcing its role as a must-visit culinary stop that increases dwell time and cross-visitation.
<b>MEDIUM-TERM</b> (2 – 5 Years)	Prepare for 1-10 Retail Influx.	<b>Next Steps</b> Develop a unified wayfinding and branding strategy to connect the New Quest Development node with Historic Downtown, encouraging traffic to flow from the highway chains to the local core.
<b>LONG-TERM</b> (5 – 10 Years)	Cultivate Experiential Dining/Retail Concepts.	<b>Next Steps</b> Incentivize the development of new, large-scale, experience-driven venues (e.g., food halls, entertainment centers, rooftop bars) in the Downtown core to compete with incoming chains and increase visitor dwell time.



### DOWNTOWN SEGUIN RETAIL

**273.8K**  
2024 Visits

**73%**  
% Visits <25 Miles

**13%**  
% Visits >75 Miles

Note: Data is based on nearby activity within 500 feet of Central Park  
Source: Placer.ai

# Pillars of Place



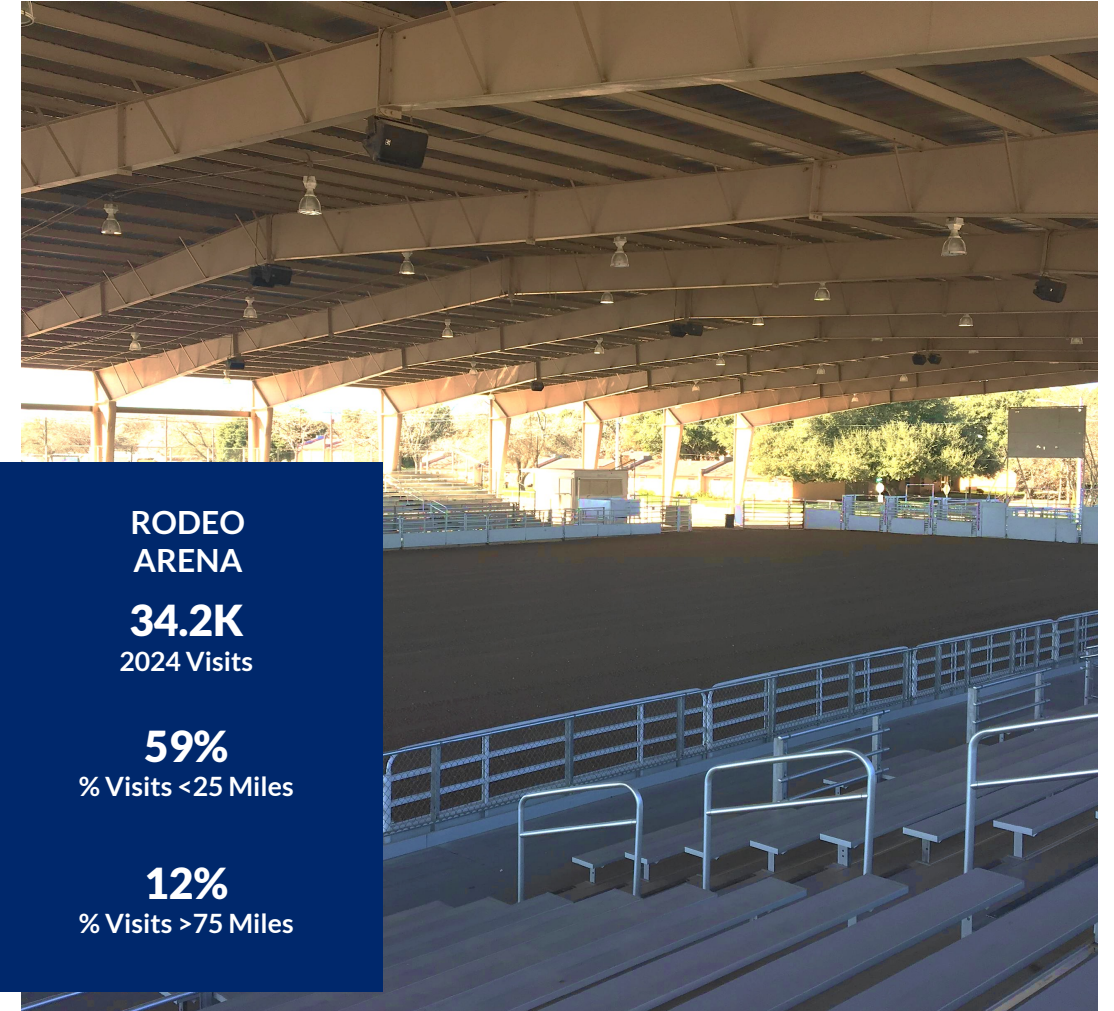
## Agricultural, Exposition, and Fairgrounds

### CURRENT STATE

Seguin possesses a strong regional asset in this pillar, anchored by the Seguin Events Complex. The complex is well equipped for its primary function of hosting the annual Guadalupe County Fair and Rodeo and other large outdoor events. Key components include a 55,000-square-foot covered rodeo arena with 2,600 seats, a 190-stall horse barn, and dedicated livestock and swine barns capable of housing approximately 350 animals. This infrastructure positions Seguin as a competitive location for regional and statewide youth livestock, 4-H, and equestrian events.

### RECOMMENDATIONS

SUPPLY	HIGH	
<b>SHORT-TERM</b> (0 - 2 Years)	Diversify Booking with Existing Assets.	<b>Next Steps</b> Aggressively market the Arena and Stables to attract niche regional and statewide equestrian, rodeo, and antique tractor events during non-fair periods.
<b>MEDIUM-TERM</b> (2 - 5 Years)	Package Coliseum as the Indoor Exhibition Center.	<b>Next Steps</b> Integrate the Coliseum more directly into fairgrounds marketing as an "Exhibit Hall" to attract mid-sized trade shows and consumer expos that can use adjacent outdoor space for overflow or demonstrations.
<b>LONG-TERM</b> (5 - 10 Years)	Feasibility Study for Dedicated Exhibition Hall.	<b>Next Steps</b> Evaluate the feasibility of a new, purpose-built, climate-controlled exhibition hall of more than 20,000 square feet at the Events Complex to enable Seguin to bid on larger consumer and trade shows.



**RODEO  
ARENA**

**34.2K**  
2024 Visits

**59%**  
% Visits <25 Miles

**12%**  
% Visits >75 Miles

Source: Placer.ai

# Pillars of Place



## Convention and Meetings Facilities

### CURRENT STATE

Seguin’s large-format meeting infrastructure is centered entirely on the municipally-owned Seguin Coliseum at the Events Complex, which serves as the largest flexible space (12,000 square feet). The most critical gap is the lack of quality, integrated hotel meeting space. The existing hotel inventory consists mainly of limited-service properties, and the largest conference room is only about 700 square feet. This constraint makes it difficult to bid on multi-day meetings, conferences, or association events that require substantial meeting space and adjacent sleeping rooms.

### RECOMMENDATIONS

SUPPLY	LOW	
<b>SHORT-TERM</b> (0 - 2 Years)	Maximize Use of Existing Non-Traditional Space	<b>Next Steps</b> Inventory and market non-traditional assets as a walkable, distributed convention campus by bundling unique venues with nearby limited-service hotels to attract mid-sized groups seeking authentic, historic settings.
<b>MEDIUM-TERM</b> (2 - 5 Years)	Incentivize a Mid-Sized Conference Hotel.	<b>Next Steps</b> Prioritize incentives to secure a developer for a full-service, select-service hotel (100+ rooms) on the I-10 corridor that incorporates a dedicated ballroom/meeting facility.
<b>LONG-TERM</b> (5 - 10 Years)	Expand or Create a Dedicated Conference Center.	<b>Next Steps</b> Following the successful absorption of the new hotel meeting space, conduct a feasibility study for either a major expansion/renovation of the Seguin Coliseum or the construction of a new, standalone conference center.



**SEGUIN COLISEUM**

**67.4K**  
2024 Visits

**80%**  
% Visits <25 Miles

**7%**  
% Visits >75 Miles

Source: Placer.ai

# Pillars of Place



## Winery, Brewery, Distillery, and Food Halls

### CURRENT STATE

Seguin possesses a vibrant and diverse craft beverage scene, anchored by two wineries (Blue Lotus, Windmill Farm), two breweries (Seguin Brewing Co., BS Brewing), and one distillery (Johnny Pickles). The key asset in the multi-vendor category is the Seguin Schoolyard. Operating on a historic school campus, this hub combines a full bar, live entertainment, and a mix of approximately 14 small businesses occupying former classrooms, including food and retail vendors. This "Eat. Shop. Play." concept establishes a vital downtown destination.

### RECOMMENDATIONS

SUPPLY	MODERATE	
<b>SHORT-TERM</b> (0 - 2 Years)	Launch the "Seguin Sip & Savor Trail."	<b>Next Steps</b> Create a branded, self-guided passport program or digital map connecting all wineries, breweries, and distilleries. Simultaneously, partner with Seguin Schoolyard to host kickoff events as the central downtown meeting point.
<b>MEDIUM-TERM</b> (2 - 5 Years)	Launch a Culinary Incubator Program.	<b>Next Steps</b> Identify and incentivize a secondary downtown location for a dedicated 3- to 5-vendor culinary incubator, distinct from the Schoolyard's mixed-use model, to focus purely on elevating Seguin's high-quality culinary offerings.
<b>LONG-TERM</b> (5 - 10 Years)	Feasibility Study for a Dedicated Central Food Market.	<b>Next Steps</b> If the Culinary Incubator proves successful, conduct a full economic feasibility study for a larger, purpose-built Central Food Market/Hall (more than 10,000 square feet) to serve as a major anchor and high-volume tourism draw.



#### WINDMILL FARM WINERY

**28.4K**  
2024 Visits

**80%**  
% Visits <25 Miles

**10%**  
% Visits >75 Miles

Source: Placer.ai

# Pillars of Place



## Hotels

### CURRENT STATE

Seguin’s existing lodging supply includes more than 600 rooms and is dominated by modern, limited-service, midscale national flags (3-star and below) that cater effectively to transient travelers, business/industrial demand, and visitors to Texas Lutheran University. With the closure of the Park Plaza Hotel, there is a gap and an opportunity for an authentic boutique hotel downtown to serve as a central gathering place.

### RECOMMENDATIONS

SUPPLY	MODERATE	
<b>SHORT-TERM</b> (0 - 2 Years)	Secure and Expedite the Downtown Boutique Hotel.	<b>Next Steps</b> Prioritize city incentives and resources to finalize developer selection and begin construction on the Nolte Building redevelopment. This project is critical for generating upscale foot traffic and spending in the downtown historic district.
<b>MEDIUM-TERM</b> (2 - 5 Years)	Pursue an Upscale Full-Service Hotel and Meeting Space.	<b>Next Steps</b> Initiate a market study to recruit a major four-star or full-service flag near the I-10 and I-35 corridor that includes flexible meetings and events space to capture regional group business and elevate the city’s corporate offerings.
<b>LONG-TERM</b> (5 - 10 Years)	Master Plan a Guadalupe Riverfront Resort/Lodge.	<b>Next Steps</b> Identify a large parcel along the Guadalupe River and commission a riverfront destination master plan for an experiential lodge or resort.



**TOWNEPLACE SUITES**  
**89.3K**  
 2024 Visits

**11%**  
 % Visits <25 Miles

**79%**  
 % Visits >75 Miles

Source: Placer.ai

# Pillars of Place



## Attractions, Water Parks, and Theme Parks

### CURRENT STATE

Seguin’s ability to capture high-volume, multi-day family leisure tourism is significantly lacking. The city’s only destination-level amusement park, ZDT’s Amusement Park, permanently closed in August 2025, emptying the destination product. While the city has strong community assets, there is no signature, year-round, ticketed entertainment asset to replace ZDT’s regional draw and convert day-trippers into overnight guests. Plus, developing a traditional water park is unfeasible given the proximity and dominance of Schlitterbahn in New Braunfels.

### RECOMMENDATIONS

SUPPLY	LOW	
<b>SHORT-TERM</b> (0 - 2 Years)	Leverage and Program Existing Family Attractions.	<b>Next Steps</b> Coordinate with Jungle Jam Xtreme, Son’s Island, and similar operators to align programming, hours, and marketing, and bundle experiences with downtown dining and lodging to extend stays and offset lost ZDT demand.
<b>MEDIUM-TERM</b> (2 - 5 Years)	Launch RFQ for an Experiential Entertainment Anchor.	<b>Next Steps</b> Capitalize on the void left by ZDT’s by issuing an RFQ to private developers for a unique, year-round, indoor/outdoor experiential entertainment complex. This could be focused on Texas heritage, outdoor adventure sports, or modern entertainment concepts.
<b>LONG-TERM</b> (5 - 10 Years)	Establish a Regional, Nature-Based Adventure Park.	<b>Next Steps</b> Master-plan and secure land for a high-quality, large-scale, nature-based adventure park on the Guadalupe River with a focus on ecotourism, ropes courses, and river activities.



**JUNGLE JAM XTREME**

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2024 Visits

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% Visits <25 Miles

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% Visits >75 Miles

Note: 2024 data is unavailable as Jungle Jam Xtreme opened this year  
Source: Placer.ai

# Pillars of Place



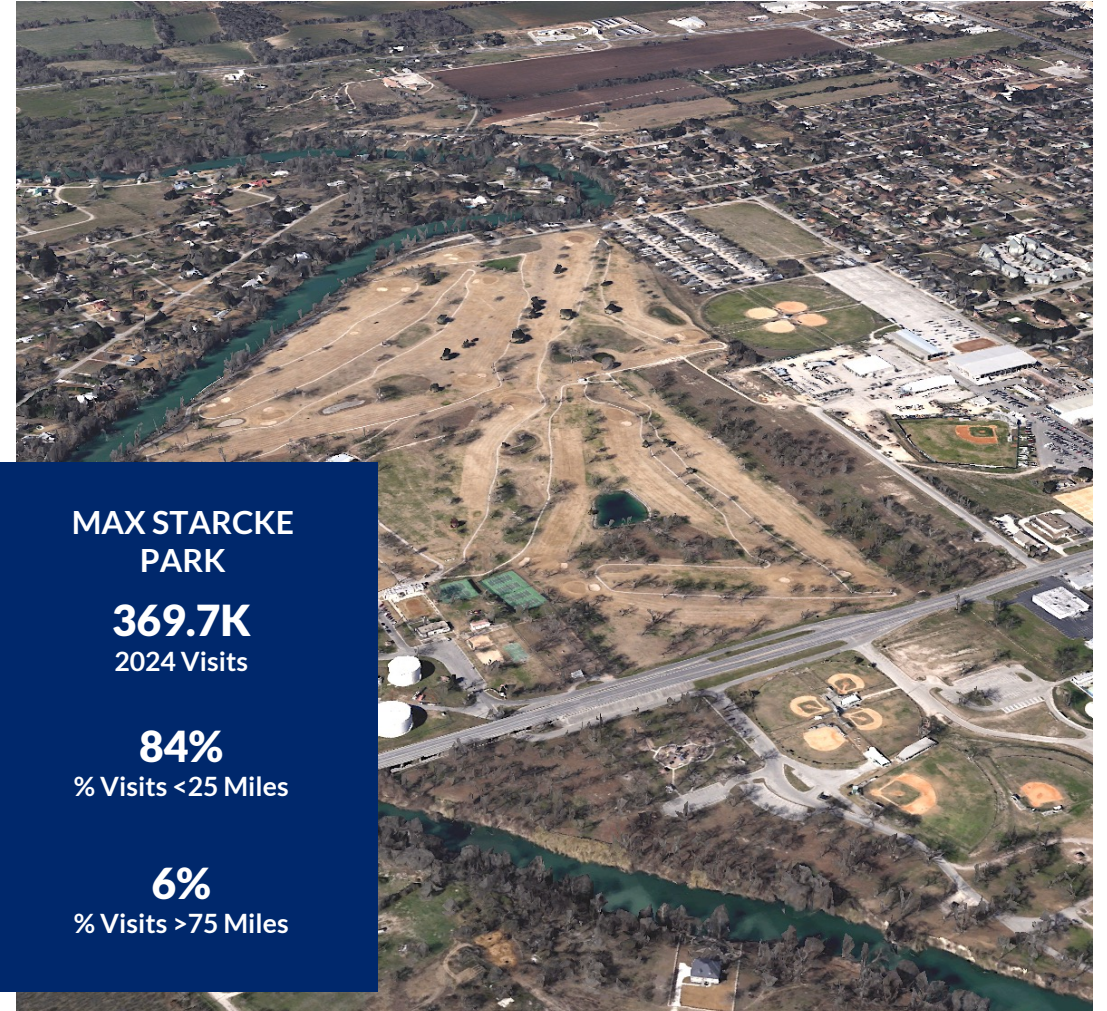
## Parks, Trails, and Outdoor Space

### CURRENT STATE

Seguin offers robust, high-quality, and well-maintained park infrastructure centered around the Guadalupe River. Max Starcke Park and Park West are excellent multi-use facilities that currently support both local community needs and niche sports tourism (e.g., pickleball, disc golf, skate park). The Walnut Springs Trail spans more than four miles, effectively serving as a riverwalk that connects Downtown Seguin with Texas Lutheran University, Max Starcke Park, and Park West. Planned extensions north of Interstate 10 will further improve citywide connectivity.

### RECOMMENDATIONS

SUPPLY	HIGH	
<b>SHORT-TERM</b> (0 - 2 Years)	Implement Trailhead and River Access Branding.	<b>Next Steps</b> Develop high-quality, consistent signage and branding for all parks and trailheads to enhance the user experience and market Seguin as a trail-friendly city.
<b>MEDIUM-TERM</b> (2 - 5 Years)	Develop a Riverwalk Pedestrian Zone.	<b>Next Steps</b> Identify the most accessible section of the Guadalupe River near downtown and invest in a dedicated, high-quality pedestrian riverwalk with improved lighting, permanent seating, and connections to commercial/dining areas.
<b>LONG-TERM</b> (5 - 10 Years)	Formalize a Citywide Greenway Network.	<b>Next Steps</b> Master-plan for a long-term Greenway Corridor running the length of the city's waterfront to create a continuous, branded greenway system that enhances non-motorized connectivity citywide.



Source: Placer.ai

# Pillars of Place



## Festivals and Events

### CURRENT STATE

Seguin has a vibrant calendar of authentic local, community-focused events, anchored by the annual Guadalupe County Fair & Exposition and the Pecan Fest. These events successfully engage residents and draw regional day-trippers. However, the current portfolio lacks destination-level, revenue-driving anchor events capable of generating significant hotel night stays and drawing visitors from outside the immediate San Antonio/Austin Metroplex.

### RECOMMENDATIONS

SUPPLY	MODERATE	
<b>SHORT-TERM</b> (0 – 2 Years)	Professionalize Event Support and Incentives.	<b>Next Steps</b> Create a dedicated Event Recruitment and Support Fund to attract regional or statewide traveling events (e.g., races, small music tours, arts festivals).
<b>MEDIUM-TERM</b> (2 – 5 Years)	Recruit a Signature Promoted Festival.	<b>Next Steps</b> Partner with an experienced third-party promoter to attract a multi-day, ticketed music or culture festival tied to the Guadalupe River, minimizing City operational involvement while driving regional visitation and hotel demand.
<b>LONG-TERM</b> (5 – 10 Years)	Scale and Elevate Existing Seasonal Events.	<b>Next Steps</b> Work with current event producers and partners to expand, reprogram, or enhance existing festivals each season, increasing market reach, visitor spending, and overnight stays without introducing new City-produced events



**GUADALUPE COUNTY FAIR**

**23.7K**  
2024 Visits

**78%**  
% Visits <25 Miles

**9%**  
% Visits >75 Miles

Note: Data for the 2024 County Fair (Friday, October 11, 2024)  
Source: Placer.ai

# Summary of Opportunities

 Greatest Opportunities for Seguin

	Concerts & Entertainment	Sports & Outdoor Recreation	Retail & Dining	Ag, Expo, & Fairgrounds	Convention & Meeting Space	Winery, Brewery, & Food Hall	Hotels & Hospitality	Attractions (Including Water & Theme Parks)	Parks & Outdoor Space	Festivals & Events
<b>SUPPLY</b>	<b>MODERATE</b>	<b>MODERATE</b>	<b>MODERATE</b>	<b>HIGH</b>	<b>LOW</b>	<b>MODERATE</b>	<b>MODERATE</b>	<b>LOW</b>	<b>HIGH</b>	<b>MODERATE</b>
<b>SHORT-TERM</b> (0 - 2 Years)	Expand programming at historic theaters.	Maximize utilization of existing assets.	Amplify the Downtown Culinary Brand.	Diversify Booking with Existing Assets.	Maximize Use of Existing Non-Traditional Space	Launch the "Seguin Sip & Savor Trail."	Secure and Expedite the Downtown Boutique Hotel.	Leverage and Program Existing Family Attractions.	Implement Trailhead and River Access Branding.	Professionalize Event Support and Incentives.
<b>MEDIUM-TERM</b> (2 - 5 Years)	Enhance outdoor festival infrastructure.	Create an Anchor Multi-Sport Field.	Prepare for I-10 Retail Influx.	Package Coliseum as the Indoor Exhibition Center.	Incentivize a Mid-Sized Conference Hotel.	Launch a Culinary Incubator Program.	Pursue an Upscale Full-Service Hotel and Meeting Space.	Launch RFQ for an Experiential Entertainment Anchor.	Develop a Riverwalk Pedestrian Zone.	Recruit a Signature Promoted Festival.
<b>LONG-TERM</b> (5 - 10 Years)	Develop a Riverfront Amphitheater/Performance Venue.	Invest in a Major Multi-Field Complex.	Cultivate Experiential Dining/Retail Concepts.	Feasibility Study for Dedicated Exhibition Hall.	Expand or Create a Dedicated Conference Center.	Feasibility Study for a Dedicated Central Food Market.	Master Plan a Guadalupe Riverfront Resort/Lodge.	Establish a Regional, Nature-Based Adventure Park.	Formalize a Citywide Greenway Network.	Scale and Elevate Existing Seasonal Events.

# Aspirational Case Studies



# Aspirational Case Study Matrix

Cities that elevate historic downtowns, natural assets, and public spaces into cohesive experience districts create strong visitor appeal and catalyze reinvestment, as seen in Georgetown, Greenville, and New Braunfels.

Strategic partnerships—whether with cultural institutions, private developers, or trail and recreation networks—enable destinations like Bentonville and Greenville to expand faster and activate bold projects beyond what public funding alone can deliver.

The strongest peer destinations define a clear sense of place rooted in authenticity, outdoor experiences, and design quality, demonstrating that Seguin can grow its tourism brand through identity-driven development rather than scale.

## ASPIRATIONAL CASE STUDY ANALYSIS

Destination	Population	Median HH Income	Diversity Index (Out of 100)	Rationale
New Braunfels, Texas	102,175	\$90,700	75.0	Regional neighbor, similar assets, direct relevance to Seguin’s future
Georgetown, Texas	90,519	\$101,900	67.9	Historic district success, strong event and downtown strategy
San Marcos, TX	78,687	\$55,600	81.3	River-centered tourism balanced with university town character and managed growth
Greenville, South Carolina	78,096	\$76,900	59.0	National model for riverfront and downtown placemaking
Bentonville, Arkansas	61,727	\$110,000	63.5	Reinvention through arts, culture, and outdoor recreation
Hot Springs, Arkansas	37,899	\$46,200	61.1	National park integration with historic spa district and festival-driven visitation
<b>Seguin, Texas</b>	<b>37,375</b>	<b>\$73,351</b>	<b>81.4</b>	--

Source: ESRI

# New Braunfels, Texas

## City Snapshot

A rapidly growing city between San Antonio and Austin  
Tourism anchored in river recreation, heritage districts, and large-scale events

## Tourism Strategy

This regional destination evolved by leveraging natural assets (rivers) alongside the redevelopment of historic districts. The city layered iconic attractions, event programming, and music venues with a strong hospitality ecosystem.

## Key Elements

River-based recreation and waterfront activation  
Historic district revitalization: restaurants, retail, live music, and walkability  
Large-scale events and festivals that drive seasonal peaks  
Strong lodging ecosystem supporting weekend and summer visitation

## Funding Model

HOT reinvestment in tourism infrastructure and marketing  
Public-private partnerships supporting district revitalization  
Targeted capital investment in mobility, river access, and public safety  
Business-led development in entertainment, hospitality, and retail nodes

## Takeaways for Seguin

This case study demonstrates how a Texas city can elevate natural assets, strengthen heritage districts, and curate year-round events to build a strong tourism economy. Seguin can draw insights from river access improvements, destination branding, and coordinated district activation to shape its own compelling and distinctive visitor experience.



# Georgetown, Texas

## City Snapshot

Fast-growing Central Texas city with a nationally recognized historic town square

Strong arts, culture, and culinary scene

## Tourism Strategy

Georgetown's strategy centered on revitalizing its historic downtown into a curated, walkable visitor hub with festivals, arts programming, and high-quality small businesses. The City preserved architectural character, enhanced the public realm, and positioned downtown as a signature experience. Investments in parks, trails, and civic facilities provided additional layers for residents and visitors.

## Key Elements

Award-winning downtown square with boutique retail and dining

Strong year-round event calendar, including arts, music, and cultural festivals

Historic preservation of buildings and public spaces

Pedestrian-friendly streetscape improvements and public art

## Funding Model

HOT funds directed toward events, cultural programming, and promotion

Private sector leadership in boutique lodging, restaurants, and adaptive reuse projects

Nonprofit arts and cultural organizations supporting placemaking

## Takeaways for Seguin

Georgetown showcases how heritage assets and a walkable, well-programmed downtown can become a dominant regional visitor draw. Seguin can emulate the focus on downtown curation, preservation, and activation to strengthen its identity and increase daytrip visitation.



# San Marcos, Texas

## City Snapshot

Central Texas corridor city; Texas State University; river recreation hub

## Tourism Strategy

San Marcos built a diversified tourism economy around the San Marcos River while managing growth pressures from its I-35 corridor location. The city balanced outdoor recreation (river activities, Devil's Backbone corridor) with outlet shopping districts and university-town cultural amenities.

## Key Elements

San Marcos River: tubing, paddling, glass-bottom boat tours

Premium outlet malls driving regional shopping tourism

Historic downtown square activation and walkability

University cultural assets integrated into visitor programming

## Funding Model

HOT funding for river amenities and downtown improvements

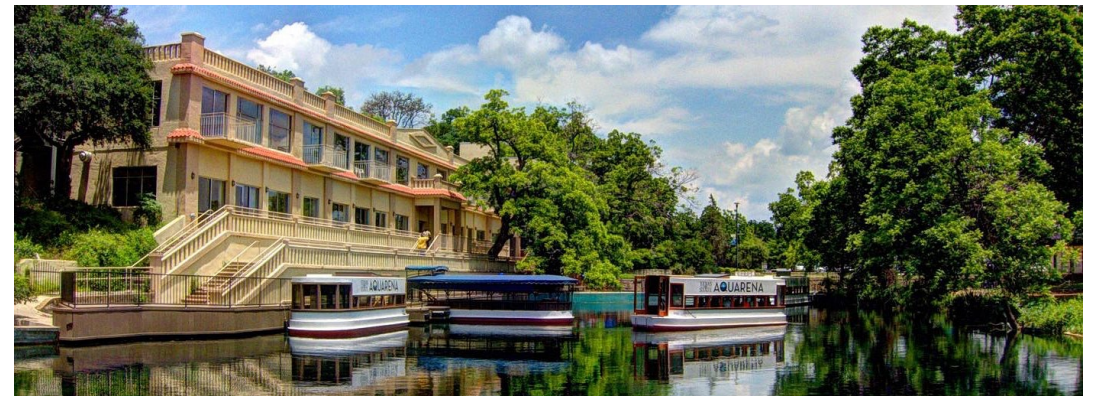
Private retail investment in outlet infrastructure

City-university partnerships for event and cultural programming

DMO coordination across recreation, shopping, and heritage tourism

## Takeaways for Seguin

San Marcos shows how a similarly-sized Texas city can leverage river assets without over-commercializing, maintain downtown character amid corridor growth, and build multiple tourism pillars. Seguin can learn from this balanced approach to waterfront activation and heritage district preservation.



# Greenville, South Carolina

## City Snapshot

Mid-sized Southern city known for downtown revitalization and riverfront development

Vibrant culinary scene, festivals, trails, and public space investments

## Tourism Strategy

Greenville intentionally transformed its urban core by reinvesting in its riverfront, expanding trail networks, enhancing public spaces, and cultivating a strong culinary and cultural ecosystem. The City prioritized walkability, high-quality design, and outdoor experiences. Over time, Greenville built a reputation as a model for mid-sized destination development, blending resident quality of life with high visitor appeal.

## Key Elements

Falls Park on the Reedy as the signature anchor

Pedestrian-friendly downtown with plazas, trails, and outdoor dining

Culinary and brewery scene attracting regional and national visitors

Robust, multi-season festival lineup driving repeat visitation

## Funding Model

Public capital investment in riverfront parks, bridges, and streetscapes

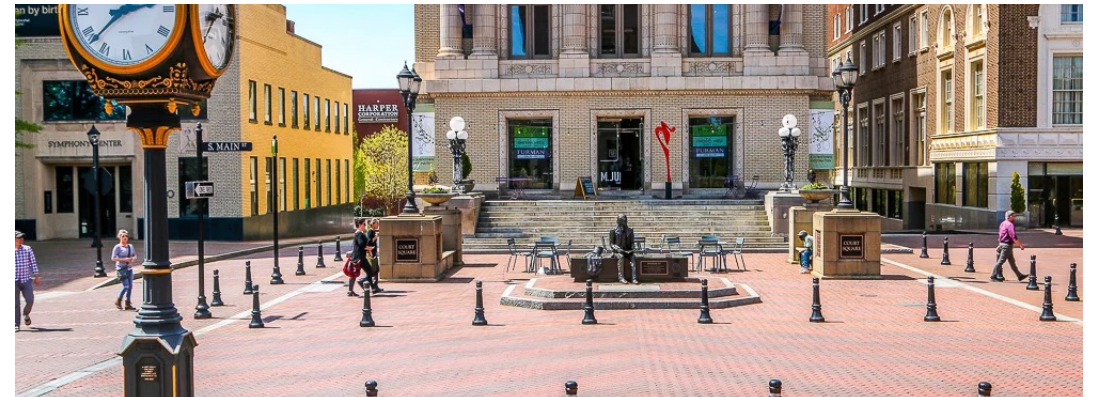
TIF districts financing downtown infrastructure and redevelopment

Strong private-sector involvement in hospitality, mixed-use, and dining

Philanthropic support for arts, culture, and public amenities

## Takeaways for Seguin

Greenville illustrates how catalytic public investments in riverfronts and public spaces can redefine a city's identity. Seguin can apply similar principles around its own natural assets and downtown, using placemaking, walkability, and high-quality design to elevate its destination appeal.



# Bentonville, Arkansas

## City Snapshot

Northwest Arkansas; Walmart HQ; arts & outdoors hub

## Tourism Strategy

Bentonville shifted from company town to national cultural and adventure tourism destination. Crystal Bridges Museum, funded by Walmart heirs, anchored the transformation. Layered with world-class biking infrastructure, culinary tourism, and boutique lodging.

## Key Elements

Crystal Bridges Museum (more than \$1.2B private investment)

More than 140 miles of maintained trails; mountain biking brand

Downtown revival with culinary, retail, and street fests/events

## Funding Model

Private-led (Walton Foundation): Cultural and trail infrastructure

City Role: Supported trail planning, zoning, downtown branding

DMO Role: Visit Bentonville markets the region; funded by lodging tax

## Takeaways for Seguin

Bentonville demonstrates how strategic investment in distinctive, experience-rich assets can reposition a mid-sized city on the national stage. Seguin can apply this approach by elevating its cultural programming, integrating outdoor recreation, and prioritizing high-quality design to differentiate itself.



# Hot Springs, Arkansas

## City Snapshot

Historic spa city; National Park gateway; festival destination

## Tourism Strategy

Hot Springs anchored its tourism economy around Bathhouse Row within Hot Springs National Park, then expanded through festival programming, lake recreation, and arts district development. The city leveraged federal partnership with the National Park Service while building independent cultural and event assets.

## Key Elements

Hot Springs National Park and historic Bathhouse Row restoration  
Documentary Film Festival and Valley of the Vapors music festival  
Lake Ouachita and Lake Hamilton recreation access  
Arlington Hotel and historic lodging preservation

## Funding Model

Federal partnership: National Park Service managed historic district  
Advertising and Promotion Commission: 3% lodging tax funds festivals and marketing  
Private historic preservation investment in bathhouses and hotels  
Visit Hot Springs DMO coordinates year-round event calendar

## Takeaways for Seguin

Hot Springs demonstrates how a city can build tourism around heritage assets and natural features while creating signature events that drive shoulder-season visitation. Seguin can apply lessons in federal-local partnerships, historic lodging preservation, and using festivals to establish national destination recognition.



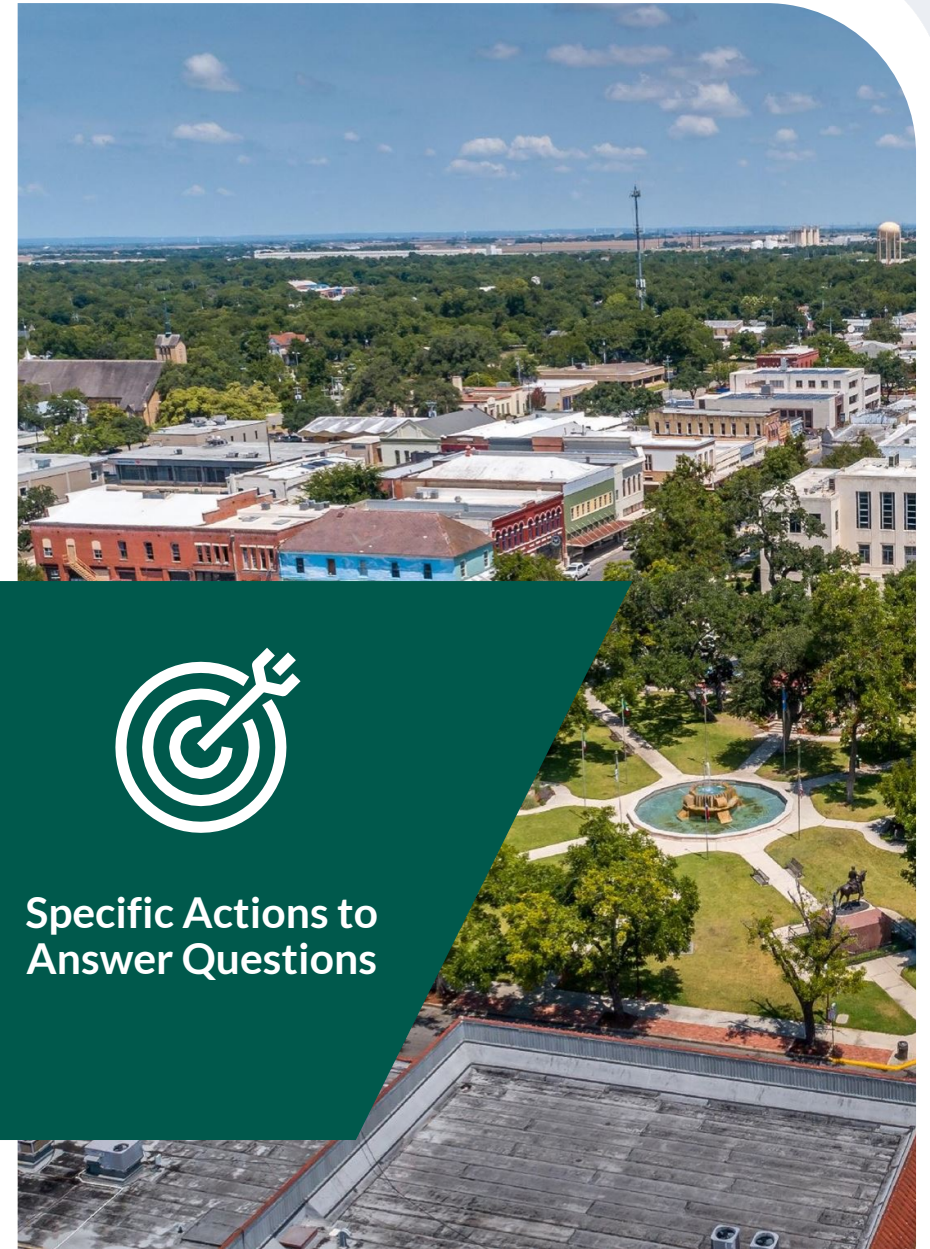
# Recommendations



# Recommendations

## STRATEGIC FRAMEWORK

Hunden's destination master plan identifies key opportunity areas for Seguin to focus on to become a better place for both visitors and residents. The work does not stop at the culmination of this study. There are specific questions that still need answering and entities that need to align or engage to build a path forward that advances this plan and work toward specific goals.



Key Outcomes from  
the Study Lead to



Critical Questions to  
Answer



Specific Actions to  
Answer Questions

# City of Seguin Overview

## The Opportunities: Product Development Recommendations

Short-Term  
Medium-Term  
Long-Term

### WAYFINDING & RIVERFRONT ACCESS

- Wayfinding efforts to increase traffic to downtown
- Expanded riverfront access in Max Starcke Park

### NOLTE BUILDING REDEVELOPMENT

- Prioritize city incentives and resources to finalize developer selection and begin construction on the Nolte Building redevelopment

### RIVERFRONT ACTIVATION

- Amphitheater for small- to mid-size concerts and community events
- Expand on bar and restaurant offerings beyond The Powerplant Texas Grill

### FAMILY ENTERTAINMENT & CONFERENCE CENTER HOTEL

- Additional entertainment offerings to replace ZDT and supplement Jungle Jam Xtreme
- Address meetings and conference gap, assess the market absorption of potential new downtown hotel development

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# Appendix

## Supply Tables



# Pillars of Place – Competitive Supply



## Regional Music & Entertainment

REGIONAL MUSIC & ENTERTAINMENT VENUE SUPPLY (WITHIN 25 MILES OF SEGUIN)

Venue	Concert Capacity	Venue Type	Location	2024 Visits	% Visits <25 Miles	% Visits >75 Miles
Whitewater Amphitheater	5,600	Amphitheater	New Braunfels	133K	28%	44%
The Marc	1,000	Night Club	San Marcos	85.9K	60%	17%
Gruene Hall	750	Music Hall	New Braunfels	344.7K	33%	47%
Texas Theatre	670	Performing Arts Theater	Seguin	8.3K	84%	0%
Brauntex Performing Arts Theatre	586	Performing Arts Theater	New Braunfels	56.1K	73%	13%
Cheatham Street Warehouse	500	Live Music Venue	San Marcos	33.2K	65%	14%
TSU Performing Arts Center	400	Performing Arts Theater	San Marcos	86K	55%	22%
Blue Bonnet Palace	400	Dance Hall	Selma	76.5K	81%	9%
Palace Theatre	350	Historic Theater	Seguin	--	--	--
Seguin Schoolyard*	300	Live Music Venue	Seguin	--	--	--
Old Main Ice House	200	Live Music Venue / Bar	Cibolo	98.1K	88%	7%
The Powerplant Texas Grill	200	Restaurant	Seguin	81.7K	40%	32%
<b>Average</b>	<b>913</b>			<b>100.4K</b>	<b>61%</b>	<b>21%</b>

# Pillars of Place – Competitive Supply



## Regional Sports Facilities

REGIONAL SPORTS FACILITY SUPPLY (WITHIN 25 MILES OF SEGUIN)

Venue	Location	Features	2024 Visits	% Visits <25 Miles	% Visits >75 Miles
Schertz Soccer Complex	Schertz	12 grass soccer fields	405.4K	70%	16%
The Fields at Huber Ranch	Seguin	5 NCAA-regulated softball fields	163.9K	25%	30%
Five Mile Dam Soccer Complex	San Marcos	10 grass soccer fields	141.5K	80%	5%
Max Starcke Park East-Little League Fields	Seguin	4 baseball fields and 2 softball fields	111.6K	89%	3%
Ramon Lucio Baseball Fields	San Marcos	4 baseball fields and 1 softball field	75.5K	61%	9%
Tiger Sports Complex	Seguin	4 indoor volleyball courts and 8 sand courts	58.7K	75%	6%
Cibolo Sports Complex	Cibolo	2 Softball Fields, 2 Soccer Fields, and 1 Miracle League Field	54.3K	76%	9%
4-Plex Softball Fields	Seguin	4 softball fields	49.5K	36%	25%
Seguin Volleyball Complex	Seguin	18 clay volleyball courts	27.8K	93%	0%
Seguin Park West	Seguin	3 multi-use fields	24.8K	89%	0%
Seguin-Saegert Pickleball Complex	Seguin	9 tournament-ready pickleball courts	--	--	--
Gary Softball Complex	San Marcos	4 adult softball fields and 4 youth softball fields	--	--	--
Zipp Family Sports Park*	New Braunfels	4 baseball fields, 4 softball fields, and 4 soccer fields	--	--	--
<b>Average</b>			<b>111.3K</b>	<b>69%</b>	<b>10%</b>

Source: Various Facilities, Placer.ai  
\* Under construction

# Tournament-Caliber Facilities

The table below highlights the suggested quantity for different use types to attract long-distance participants and compete effectively in the sports tourism industry, based on feedback from The Sports Facilities Advisory.

An "anchor" facility is characterized as a primary destination that consistently draws and hosts tournaments and events, often without relying on satellite facilities. On the other hand, a "tournament-friendly" facility refers to a destination that hosts events less frequently, typically in collaboration with existing facilities to supplement tournament asset inventory.

These inventory benchmarks are generalized on a national scale and may vary based on the competitive landscape in a specific location or region. Nevertheless, the outlined facility asset thresholds offer a broad estimate of the inventory necessary to support sports tourism activities and generate strong economic impact.

Use Type	Anchor	Tournament-Friendly
Flat Fields	Minimum 16 fields	8 – 15 fields
Diamonds	Minimum 12 fields	8 – 11 fields
Hardwood Courts – Basketball	Minimum 8 courts	4 courts
Hardwood Courts – Volleyball	Minimum 16 courts	8 courts

# Sports Tourism Spending Fuels Economic Impact

- In 2023, Americans spent \$52.2 billion on sports-related travel, according to the Sports Events & Tourism Association (Sports ETA).
- The adjacent table breaks down this spending, with the largest shares going to transportation and lodging, followed closely by food, entertainment, and retail.
- This underscores the importance of convenient lodging, dining, retail, and entertainment near sports venues to maximize local economic impact, and demonstrates the powerful role a tournament-generating facility can play in driving community-wide growth.

**SPENDING BREAKDOWN OF SPORTS-RELATED TRAVEL (2023)**

Spending Type	Spending Total (billions)	Percent of Total
Transportation	\$13.50	26%
Lodging & Accommodations	\$10.90	21%
Food, Beverage, and Dining	\$9.70	19%
Recreation/Entertainment	\$6.90	13%
Retail	\$6.50	12%
Tournament Operations	\$4.70	9%
<b>Total Spending</b>	<b>\$52.20</b>	<b>100%</b>

# Pillars of Place – Competitive Supply



## Convention and Meetings Facilities

REGIONAL CONVENTION & MEETING FACILITY SUPPLY (WITHIN 25 MILES OF SEGUIN)

Facility	Location	Facility Type	Total Function Space (SF)	Connected Hotel Rooms
Embassy Suites & San Marcos Conference Center	San Marcos	Conference Center Hotel	72,727	283
New Braunfels Civic & Convention Center	New Braunfels	Conference Center	50,000	0
Fiesta Ballroom	Seguin	Ballroom	24,800	0
Schertz Civic Center	Schertz	Civic Center	10,284	0
Seguin Coliseum	Seguin	Event Venue	12,000	0
Courtyard New Braunfels River Village	New Braunfels	Hotel	6,676	125
Holiday Inn San Marcos	San Marcos	Hotel	4,150	106
Hilton Garden Inn New Braunfels	New Braunfels	Hotel	2,512	103
Days Inn by Wyndham Seguin	Seguin	Hotel	1,500	67
La Quinta Inn & Suites Seguin	Seguin	Hotel	770	66
Hampton Inn Seguin	Seguin	Hotel	650	68
Holiday Inn Express & Suites Seguin	Seguin	Hotel	840	89
Fairfield Inn & Suites New Braunfels	New Braunfels	Hotel	548	89
Comfort Inn & Suites Seguin	Seguin	Hotel	552	72
<b>Average</b>			<b>13,429</b>	<b>76</b>

# Pillars of Place – Competitive Supply

## Regional Attractions, Waterparks, and Theme Parks

REGIONAL ATTRACTIONS, WATERPARKS, AND THEME PARKS (WITHIN 25 MILES OF SEGUIN)

Venue	Venue Type	Location	2024 Visits	% Visits <25 Miles	% Visits >75 Miles
Schlitterbahn Waterpark	Waterpark	New Braunfels	575.3K	23%	53%
Animal World & Snake Farm Zoo	Zoo	New Braunfels	130K	36%	36%
Texas Ski Ranch	Water Park	New Braunfels	68.1K	66%	14%
Wonder World Cave & Adventure Park	Adventure Park	San Marcos	35.4K	29%	51%
Seguin Wave Pool	Wave Pool	Seguin	25.2K	82%	5%
Jungle Jam Xtreme	Indoor Playground	Seguin	--	--	--
Son's Island	Glamping	Seguin	--	--	--
<b>Average</b>			<b>166.8K</b>	<b>47%</b>	<b>32%</b>

Source: Various Facilities, Placer.ai