



**Ernie Loeffler, President/CEO  
Fredericksburg Convention and Visitor Bureau**

---

Ernie Loeffler is President/CEO of the Fredericksburg (TX) Convention and Visitor Bureau, a position he has held for the last 19 years. Previous to that, he was employed at the San Antonio Convention & Visitor Bureau for 14 years. Under his leadership, total direct annual spending by visitors in Fredericksburg and Gillespie County has risen from an estimated \$36 million in 1998 to approximately \$95 million in 2015.

He holds memberships in Destination Marketing Association International, the U.S. Travel Association, the Texas Association of Convention & Visitor Bureaus, and the Texas Travel Industry

Association.

Loeffler was born and raised in San Antonio, Texas, and graduated from Texas Lutheran University in Seguin. His father's family was a part of the original group of German settlers who founded New Braunfels, Texas, in 1845. As a result, Loeffler has an interest in the German heritage and influence in Fredericksburg, New Braunfels, San Antonio, Gillespie County and the Texas Hill Country.