

A scenic view of a river at sunset. A person with long blonde hair is kayaking in a yellow kayak on the water. The sun is low on the horizon, creating a warm glow and reflecting on the water. Lush green trees line the banks of the river.

VISIT
BASTROP EST.
1832
Texas

September 2019 Public Relations, Digital & Account Management Reporting

WEBSITE SUMMARY

Overall Traffic Summary | 6 Months & YTD

Sep 1, 2019 - Sep 30, 2019

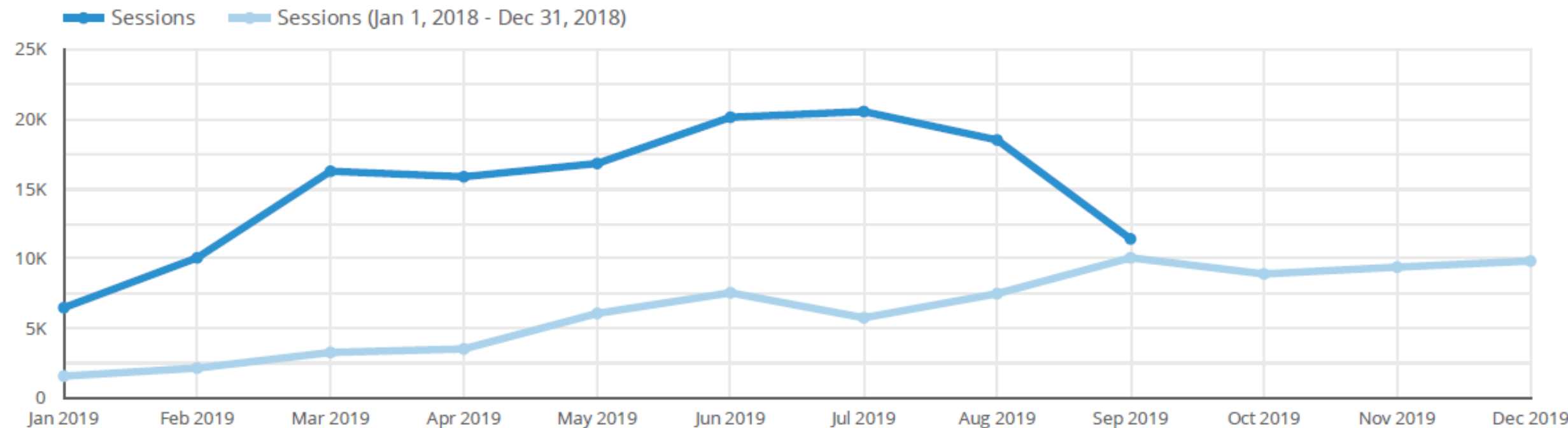
How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session Duration
September	11,416	9,187	47.29%	25,561	2.24	00:01:49
August	18,507	13,851	46.77%	38,673	2.09	00:01:40
July	20,544	15,693	43.79%	45,233	2.2	00:01:48
June	20,136	15,654	46.56%	43,051	2.14	00:01:39
May	16,820	13,559	47.38%	35,814	2.13	00:01:36
April	15,870	12,797	49.09%	33,283	2.1	00:01:34

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: VisitBastrop.com saw a 13% increase in overall sessions compared to last year. The growth is less than in previous months mostly due to paid-search related reasons. In recent months paid search was the primary source of traffic, however, it looks like the strategy has changed and there was less emphasis on paid search this September. At this time last year, there was a paid campaign occurring which drew in a number of sessions. As a result, YoY sessions were closer in numbers.

simpleview

What cities are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Austin	3,028	61.6% ↑
Houston	1,079	-44.0% ↓
Bastrop	791	46.2% ↑
Dallas	730	35.7% ↑
San Antonio	289	-37.2% ↓
Wyldwood	194	16.2% ↑
Round Rock	152	-38.5% ↓
College Station	83	6.4% ↑
Cypress	80	17.6% ↑
Pflugerville	75	-45.3% ↓

PUBLIC RELATIONS

SEPTEMBER OVERVIEW

Total Pieces of Coverage: 8

Est. Total Potential Audience*: 14,586,100+

Est. Total Coverage Views: 30,520+**

Est. Advertising Value: \$668+

Placement Ratio: 27.5+%***

* Estimated total of combined potential reach of monthly secured coverage including digital reach, print circulation and broadcast outlets.

** Estimated total views a specific piece of coverage will receive during its lifetime.

*** Placement ratio is based on the number of pickups divided by the number of media outlets contacted with a press release, cold pitch, response to a media request or event listing submission. This factors campaign/event pitching upon its completion, and is not solely calculated on a monthly basis.

The background image shows a large steel truss bridge, likely the Bixby Creek Bridge, silhouetted against a sunset sky. The sky transitions from a deep blue at the top to a bright orange near the horizon. The bridge's intricate steel structure is visible, with its two main towers and the network of beams connecting them. The entire image is covered with a semi-transparent orange filter, which makes the white text stand out prominently.

MEDIA RELATIONS

PRESS RELEASE

VISIT BASTROP WINS BIG AT TEXAS TRAVEL INDUSTRY CONFERENCE

Distributed 9/12 to Texas media outlets
including newspapers, magazines, radio
and TV stations



PROACTIVE OUTREACH

- **Orbitz Travel Blog – Best Leaf-Peeping RV Trips for Fall**

Industries Represented: outdoor, lodging

- **Sweet High – Austin, TX Things to Do – Day Trips**

Industries Represented: arts, entertainment, outdoor, retail, history

- **Orbitz Travel Blog – Horror Film Locations You Can Visit**

Industries Represented: film, restaurants, entertainment

- **Family Vacation Critic – Affordable Fall Vacations for Families**

Industries Represented: outdoor, restaurants, arts, entertainment, lodging

- **Reader's Digest – Spookiest Tourist Attractions in Each State**

Industries Represented: film, restaurants, entertainment



SECURED COVERAGE

Cheapism

32 Charming Small Towns with Stunning Fall Colors

9/5

- <https://blog.cheapism.com/charming-small-towns-beautiful-fall-colors/>

Est. Monthly Visits: 217K

Est. Coverage Views: 3.48K

Est. Advertising Value: \$23

Industries Represented: outdoor, entertainment, restaurants, lodging



DowntownBastrop/facebook.com

Bastrop, Texas

Just 30 miles southeast of Austin, Bastrop is situated along the banks of the Colorado River. The community, known for its charming downtown, live music, and mouth-watering food, is also home to the 6,000-acre Bastrop State Park, a popular stop for those looking to be immersed in nature. Activities at the park include hiking, fishing, nature programs and geocaching.

Where to Camp: There are numerous campsites throughout Bastrop State Park, some of which offer full hook-ups, others electricity or water.

SECURED COVERAGE

Orbitz

Best Leaf-Peeping RV Trips for Fall
9/23

- <https://www.orbitz.com/blog/2019/09/best-leaf-peeping-rv-trips-for-fall/>

Est. Monthly Visits: 11.6M
Est. Coverage Views: 17K
Est. Advertising Value: \$14

Industries Represented: outdoor, lodging, restaurants

Bastrop, Texas



Head south 45 minutes from Austin to the charming town of Bastrop to experience a warmer fall RV adventure. Leaves typically begin changing at the end of October, allowing plenty of time to plan your [RV trip](#). Bastrop is located off the banks of the Colorado River; so don't forget your canoe to check out the scenic bejeweled trees from the river. It's also the perfect destination to get a feel for everything Texas, like the world-famous BBQ you can get at the gas station featured in *The Texas Chainsaw Massacre*. Or maybe just pass it in your RV? Park your RV in the six-acre [Bastrop State Park](#) and enjoy all of the splendors that a warm fall has to offer while listening to bluegrass music. Hey, when in Texas...

BLOG

BLOG

Developed and published two blog posts in September:

9/16 – Where to Get the Best Guacamole in Bastrop

9/26 – Free Things to Do in Bastrop



Where to Get the Best Guacamole in Bastrop

Sep. 16, 2019

Cheers to National Guacamole Day! Bastrop serves honest-to-goodness, homemade comfort food including some of the best Mexican cuisine around, so you can celebrate the most important food group on your next visit. Check out some of these local favorite spots offering amazing guacamole: Guadalajara...

[Continue Reading →](#)



Free Things to Do in Bastrop

Sep. 26, 2019

Bastrop is a true Texan hidden gem that guarantees an unforgettable, down-to-earth experience giving you more bang for your buck! These are just a few ideas of free things to enjoy in our charming town: Brush Up on History Learn the fascinating story of Bastrop's beginnings as a German colony...

[Continue Reading →](#)

BLOG

August blog performance:

8/21 – The Ultimate Art Guide to Visit Bastrop

- Pageviews: 33
- Avg. Time Spent: 03:06

8/26 – Visit Bastrop with Your Dog

- Pageviews: 36
- Avg. Time Spent: 01:26

* Performance analytics are based on posts being live on visitbastrop.com for 1 month.



The Ultimate Art Guide to Visit Bastrop

Aug. 21, 2019

Bastrop is quickly earning the reputation as a destination for art lovers. From live music to local theaters, Bastrop's arts and culture scene is anything but ordinary! Here are a few must-see places to check out during your next visit: Lost Pines Art Center With free admission seven days a week...

[Continue Reading →](#)



Visit Bastrop with Your Dog

Aug. 26, 2019

Every day is National Dog Appreciation Day! What's a better way to show your dog you love them than by taking them on a little adventure with you? Bastrop is full of pet-friendly places - including several lodging properties and restaurants. Here are a few of our favorites: Shopping Spree When...

[Continue Reading →](#)



SOCIAL INFLUENCER CAMPAIGN

BETSY SEGARS

Website: thedallassocials.com

Content Type: Travel, Food & Drink

Total Social Media Reach: 156K followers

- Twitter: 77.8K
- Instagram: 33.2K
- Facebook: 30.1K
- Pinterest: 10.3K

Est. Monthly Blog Visits: 1.9K

Dates Visited Bastrop: July 25-27

Lodging: Two-Bedroom Loft Downtown Bastrop



BETSY SEGARS

Featured Attractions: Downtown Bastrop, Dinosaur Park, The Gas Station, Bastrop River Company

Featured Food & Drinks: Ma'Coco, Maxine's Café and Bakery, Neighbor's Kitchen and Yard, Tough Cookie Bakery, Roadhouse Bastrop, Bastrop Beer Company

Blog Post:
thedallasocials.com/blog/where-to-eat-stay-and-play-in-bastrop-texas/

Est. Blog Post Views: 315



Our loft was not only in a great location but was decorated with so much charm. The loft was 100% Pinterest worthy and looked like it came straight out of a magazine. They say the devil is in the details and this loft had everything you could think of. The owners provided white noise machines and ear buds to help with sleep, milk / cream for our coffee each morning, Moroccan hair products for the shower, and a list of their favorite spots in Bastrop which helped us navigate the town.



It was centrally located in Downtown where all the action takes place. Our favorite part was being able to sit on the balcony at night time that overlooks the hottest bar in town, Old Town Bar, and watch patrons. Nothing beats people watching and we had the prime spot. If we didn't have our little ones with us, we would have been down there enjoying the bar with everybody else but hanging out on the balcony was just as fun. Learn more about [lodging in Bastrop](#) on [their official website](#).

BETSY SEGARS

Total Social Media Posts: 52

- 35 Instagram Stories
- 3 Instagram feed posts
- 2 Facebook posts
- 4 Twitter posts
- 8 Pinterest posts

Total Est. Social Impressions: 40,688+*
Impressions are the number of times content is displayed

Total Social Engagements: 1,275+*
Interactions an influencer's audience has with a post (e.g. likes, comments, shares)

* excludes Instagram Stories



RACHEL HOLTIN

Website: austinfoodstagram.cool

Content Type: Food & Drink

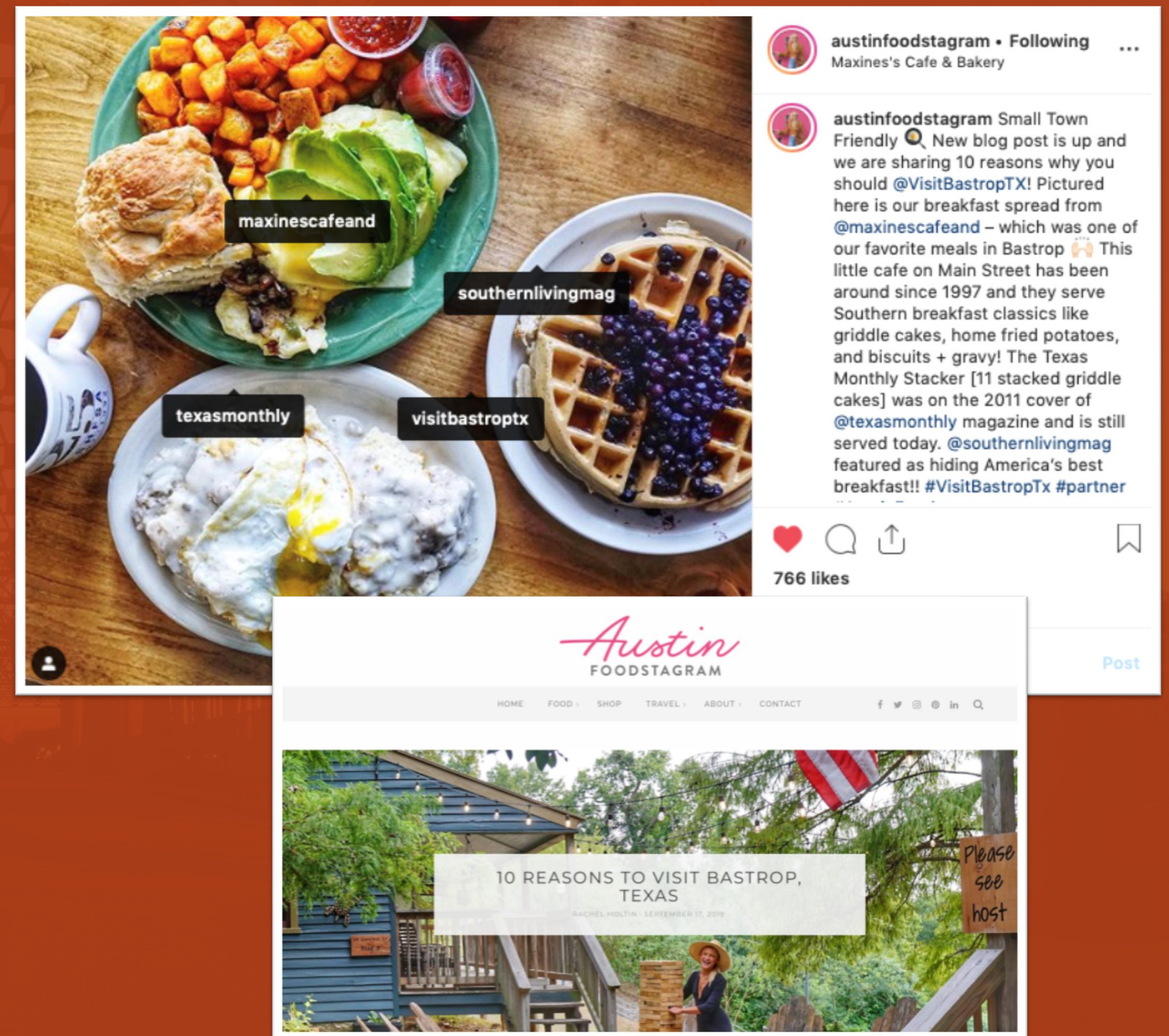
Total Social Media Reach: 91K followers

- Instagram: 87.7K
- Twitter: 1.7K
- Facebook: 910
- Pinterest: 423

Est. Monthly Blog Visits: 109

Dates Visited Bastrop: September 3-5

Lodging: One-Bedroom Loft Downtown Bastrop



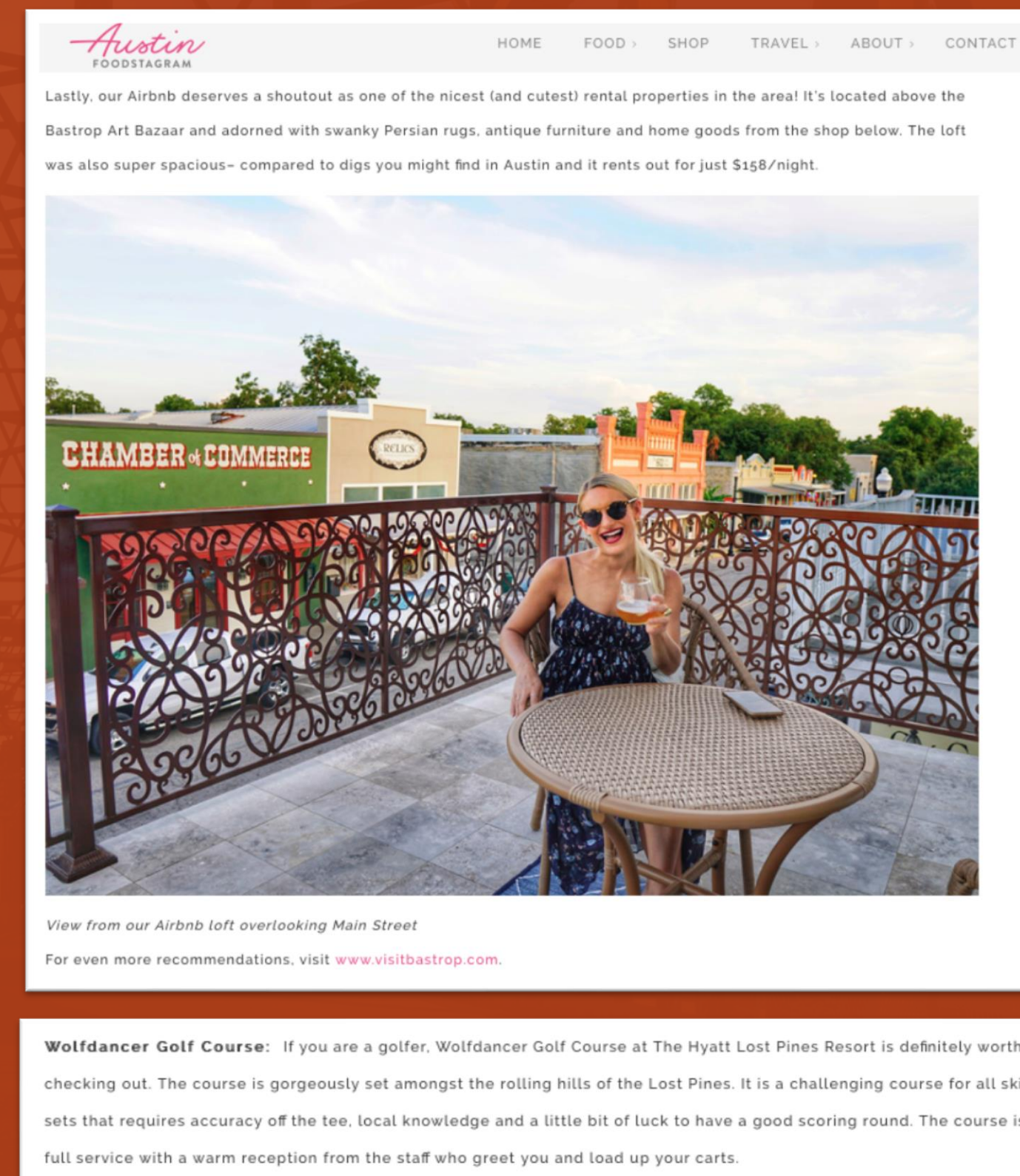
RACHEL HOLTIN

Featured Attractions: Lost Pines Art Bazaar, Bastrop State Park, Wolfdancer Golf Course, Zip Lost Pines

Featured Food & Drinks: Neighbor's Kitchen and Yard, Ma'Coco, Maxine's Café and Bakery, Piney Creek Chop House, Southside Market Barbecue, Copper Shot Distillery

Blog Post: <https://austinfoodstagram.com/10-reasons-to-visit-bastrop-texas/>

Est. Blog Post Views: 75



RACHEL HOLTIN

Total Social Media Posts: 25

- 19 Instagram Stories
- 2 Instagram feed posts
- 2 Twitter posts
- 1 Facebook post
- 1 Pinterest post

Total Est. Social Impressions: 31,051+*

Impressions are the number of times content is displayed

Total Social Engagements: 1,880+*

Interactions an influencer's audience has with a post (e.g. likes, comments, shares)

* excludes Instagram Stories



SUSIE OSZUSTOWICZ

Website: susiedrinks.com

Content Type: Food & Drink, Travel

Total Social Media Reach: 23K followers

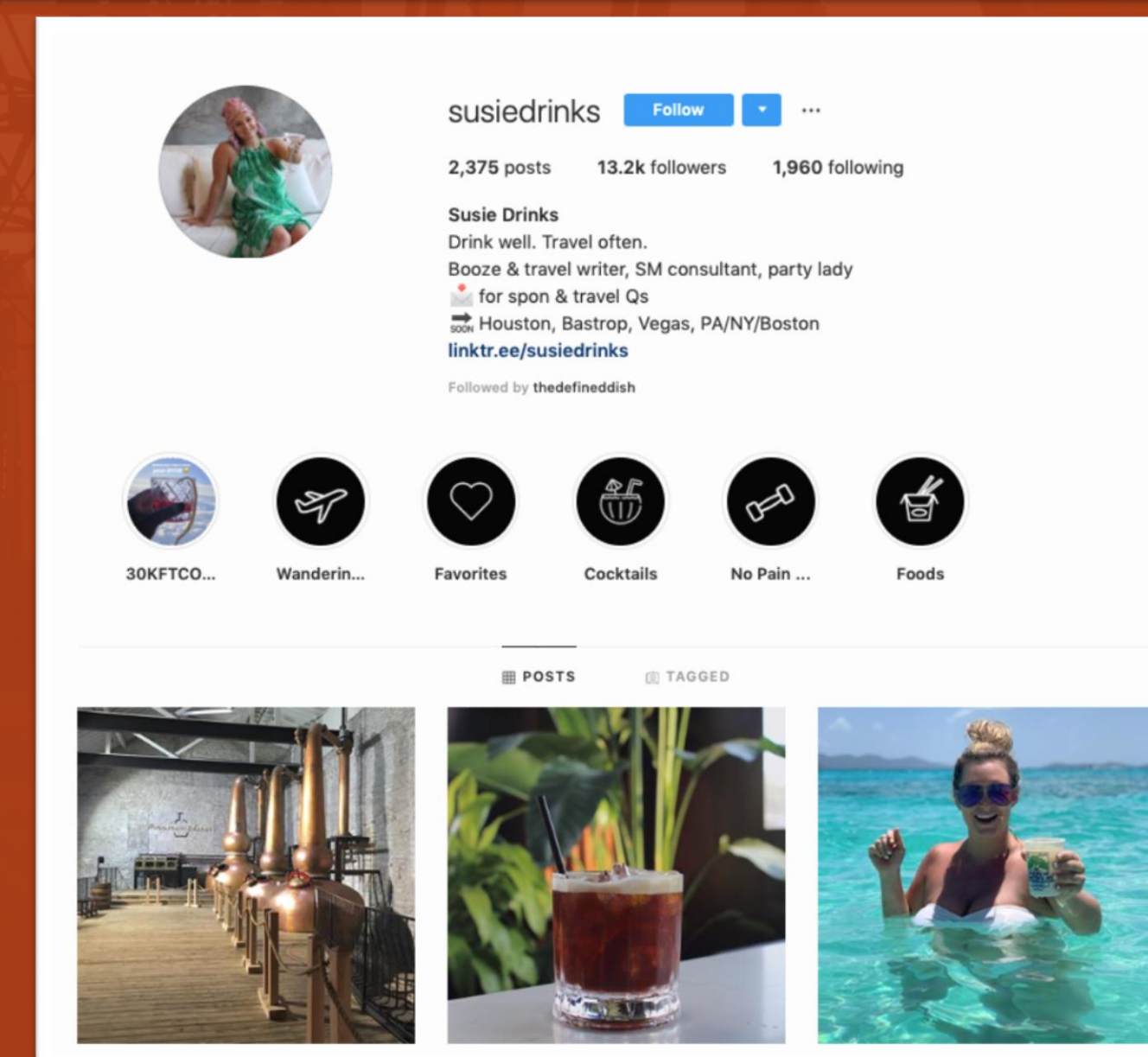
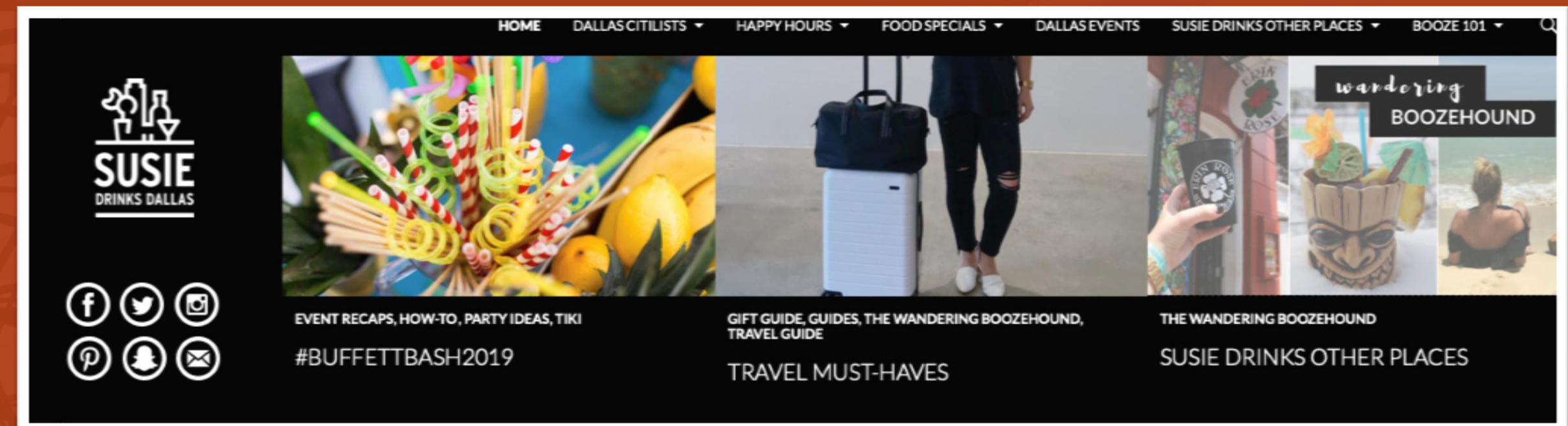
- Instagram: 13.2K
- Twitter: 9.5K
- Pinterest: 603

Est. Monthly Blog Visits: 13.5K

Dates Visited Bastrop: September 26-28

Lodging: Pecan Street Inn

Blog and Social Posts are expected to go live in October 2019.



A large steel truss bridge is shown at sunset, with the sky transitioning from blue to orange. The bridge's complex steel structure is silhouetted against the bright light. An orange semi-transparent rectangle is overlaid on the image, serving as a background for the text.

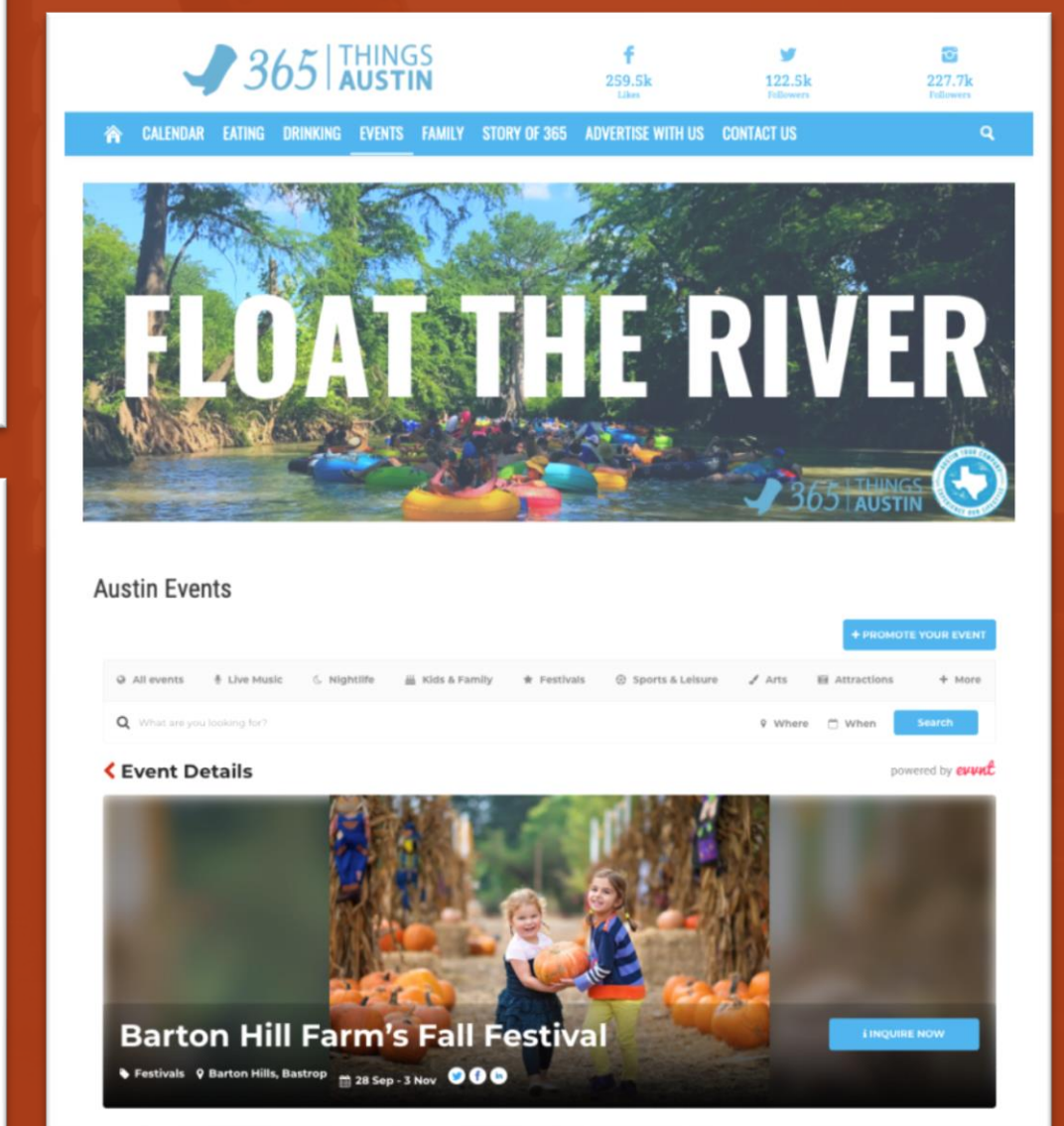
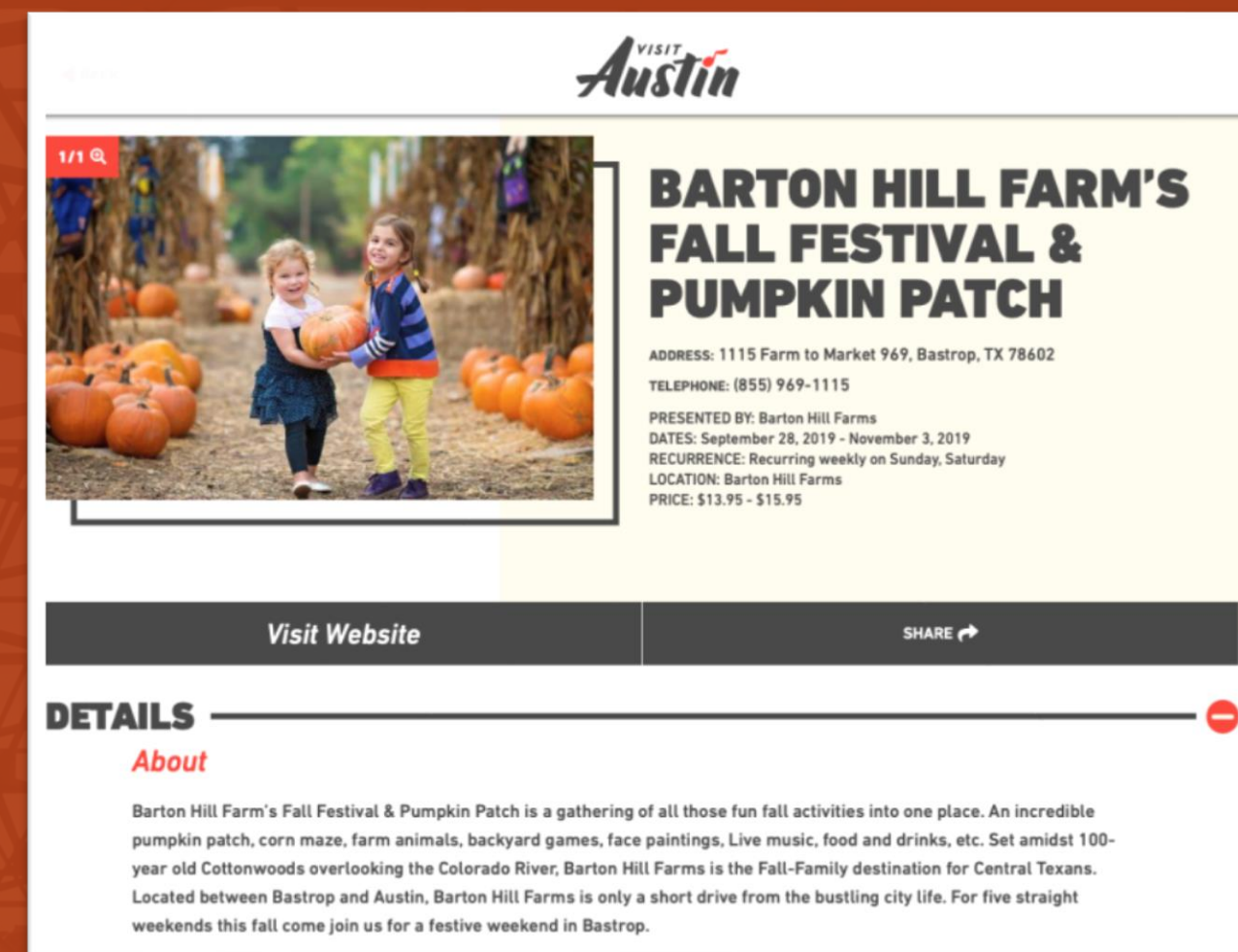
EVENT SUBMISSIONS

EVENT SUBMISSIONS

BARTON HILLS FARM FALL FESTIVAL

Picked Up Submissions:

- [Visit Austin](#)
(Est. Monthly Visits: 312K, Est. Coverage Views: N/A, Est. Ad Value: \$100)
- [Austin Monthly](#)
(Est. Monthly Visits: 94.3K, Est. Coverage Views: 594, Est. Ad Value: \$75)
- [365 Things Austin](#)
(Est. Monthly Visits: 48.8K, Est. Coverage Views: 321, Est. Ad Value: \$10)

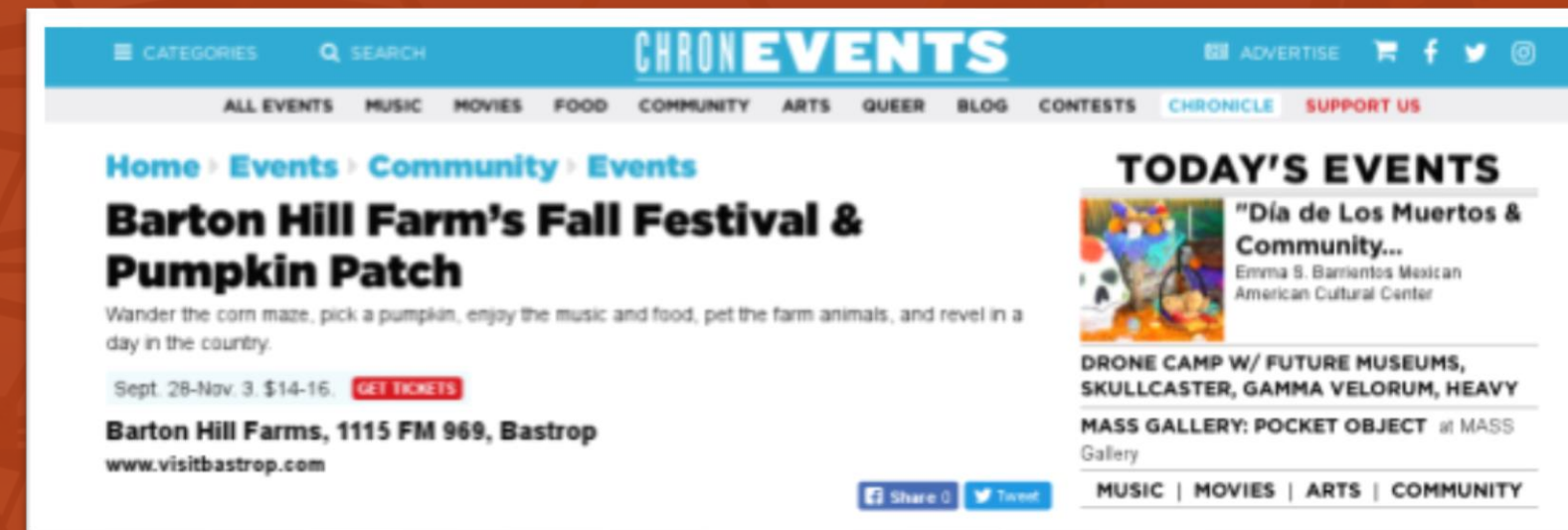


EVENT SUBMISSIONS

BARTON HILLS FARM FALL FESTIVAL

Picked Up Submissions:

- **Austin Chronicle**
(Est. Monthly Visits: 773K, Est. Coverage Views: 2.29K, Est. Ad Value: \$198)
- **Community Impact**
(Est. Monthly Visits: 351K, Est. Coverage Views: 1.28K, Est. Ad Value: \$70)
- **CultureMap Austin**
(Est. Monthly Visits: 1.19M, Est. Coverage Views: 5.55K, Est. Ad Value: \$179)



EVENT SUBMISSIONS

BARTON HILLS FARM FALL FESTIVAL

Other Submissions:

- Elgin Courier
- Spectrum News Austin
- Texas Co-op Power
- The Austinot
- County Line Magazine



ACCOMPLISHMENTS

- September Newsletter, leisure focused, targeting potential leisure visitors
- Social Media Influencer – Susie Drinks & Sarah Mize
- Completion of Visit Bastrop PR/Media Kit
- Smart Meeting Webinar (September)

LOOKING AHEAD

- Develop and distribute media alert announcing Veteran's Day Car Show.
- Develop and publish two blog posts highlighting five reasons to see the Veteran's Day Car Show and Halloween activities in Bastrop.
- Continue proactive outreach for media opportunities relevant for the destination both regionally and nationally.
- 2020 Visitor/Meeting Planner Guide Development
- Partnership's with Downtown Bastrop & Film Bastrop
- Smart Meeting Webinar (November)

A large steel truss bridge is silhouetted against a sunset sky. The bridge's complex lattice of beams and supports is clearly visible. In the foreground, the silhouettes of people walking on the bridge deck are visible. The word "DIGITAL" is overlaid in the center in a bold, white, sans-serif font.

DIGITAL

PAID SEARCH

SEARCH CAMPAIGN

OBJECTIVES

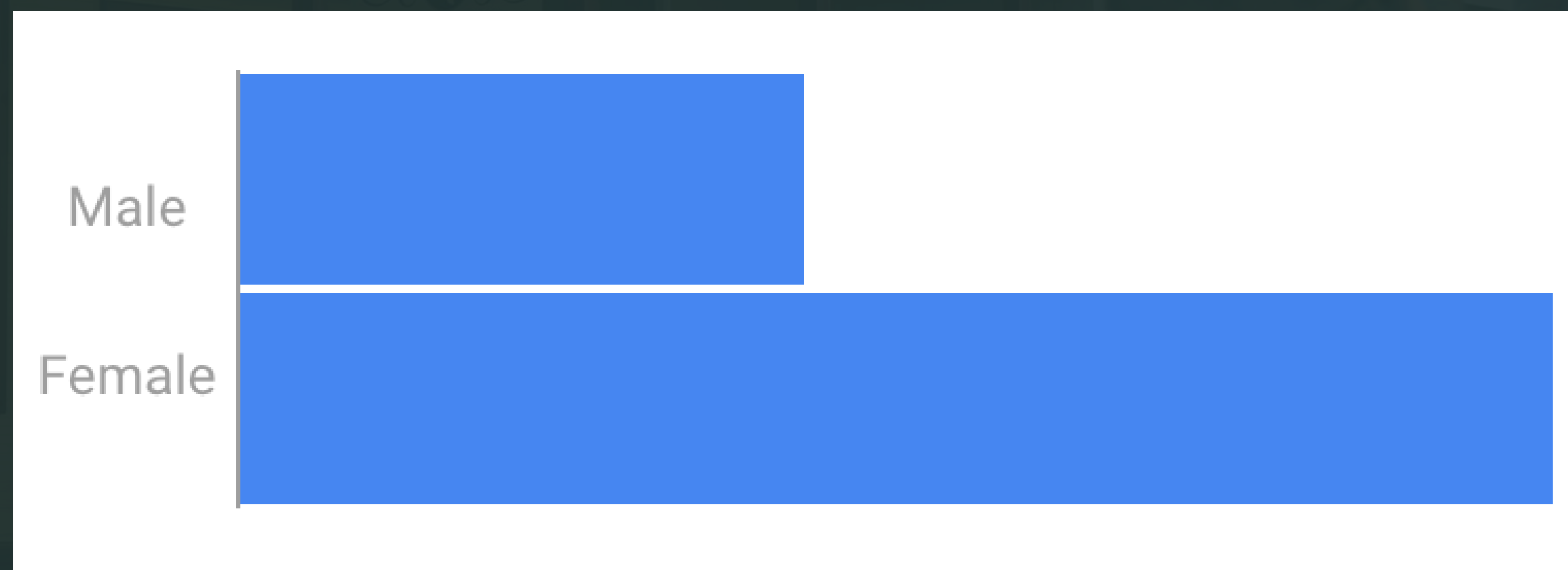
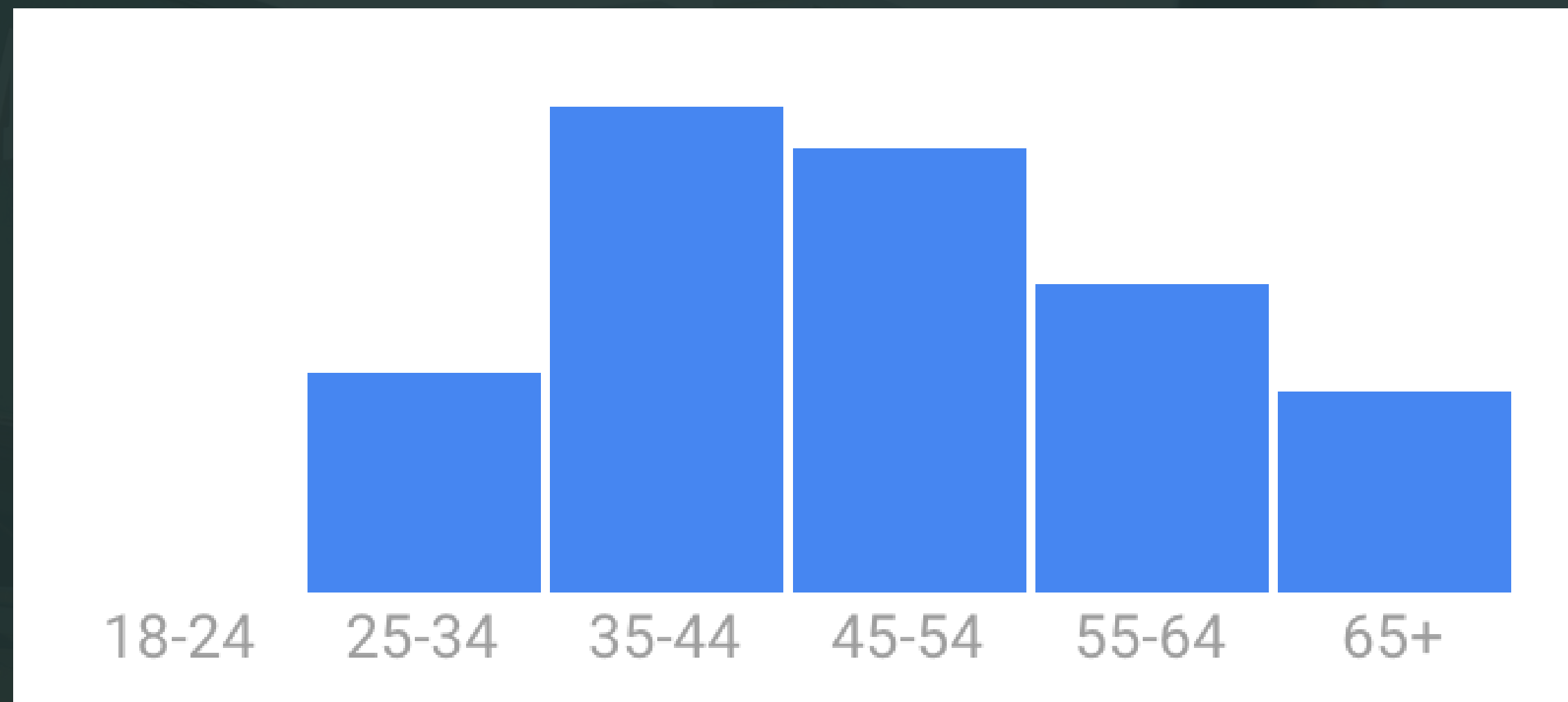
- BUILD AWARENESS OF VISIT BASTROP
- DRIVE QUALIFIED TRAFFIC TO WEBSITE
- CONTINUE OPTIMIZE KEYWORD AD GROUPS BASED ON CONVERSIONS AND CTR

SEPTEMBER OVERVIEW

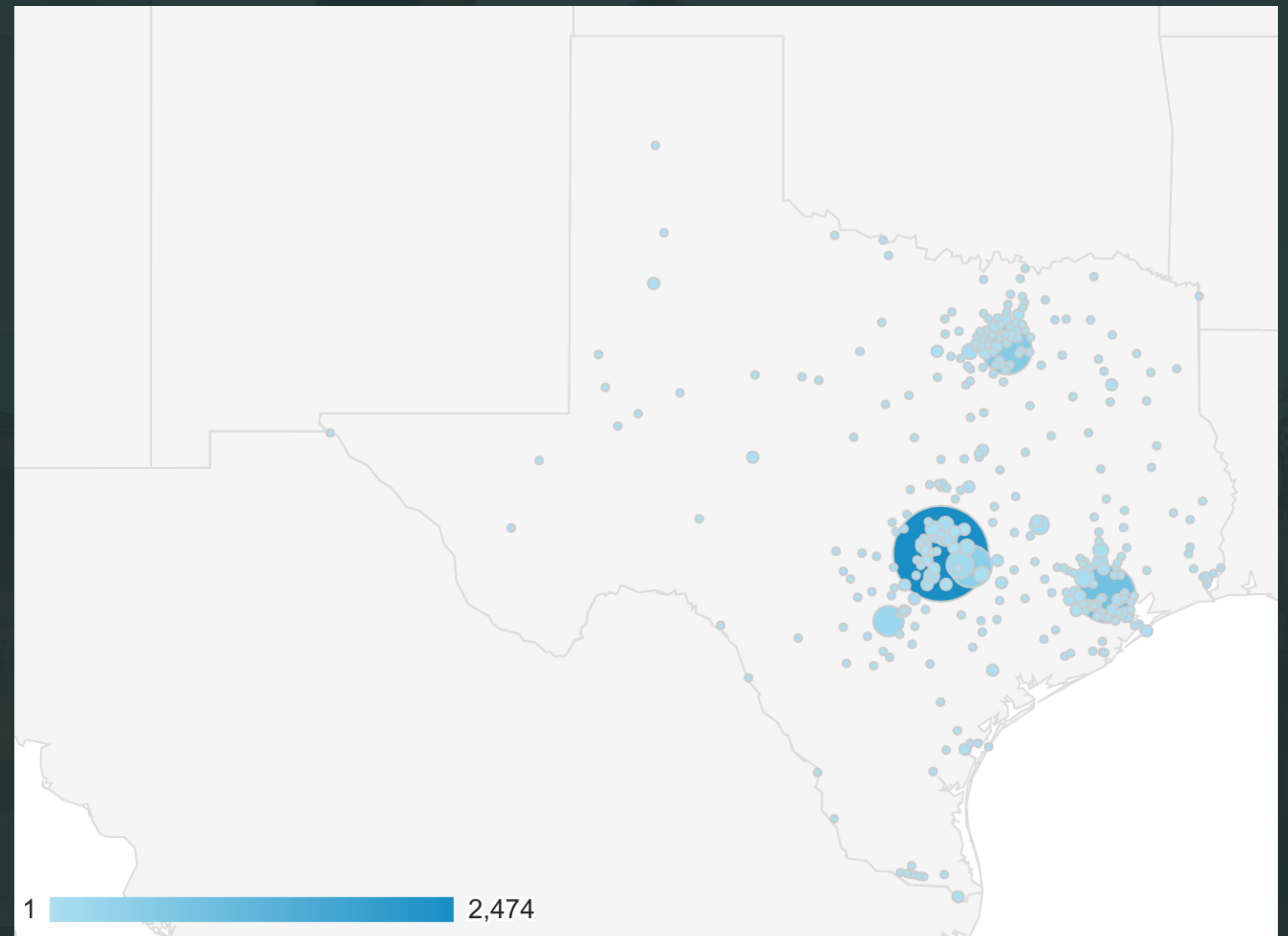
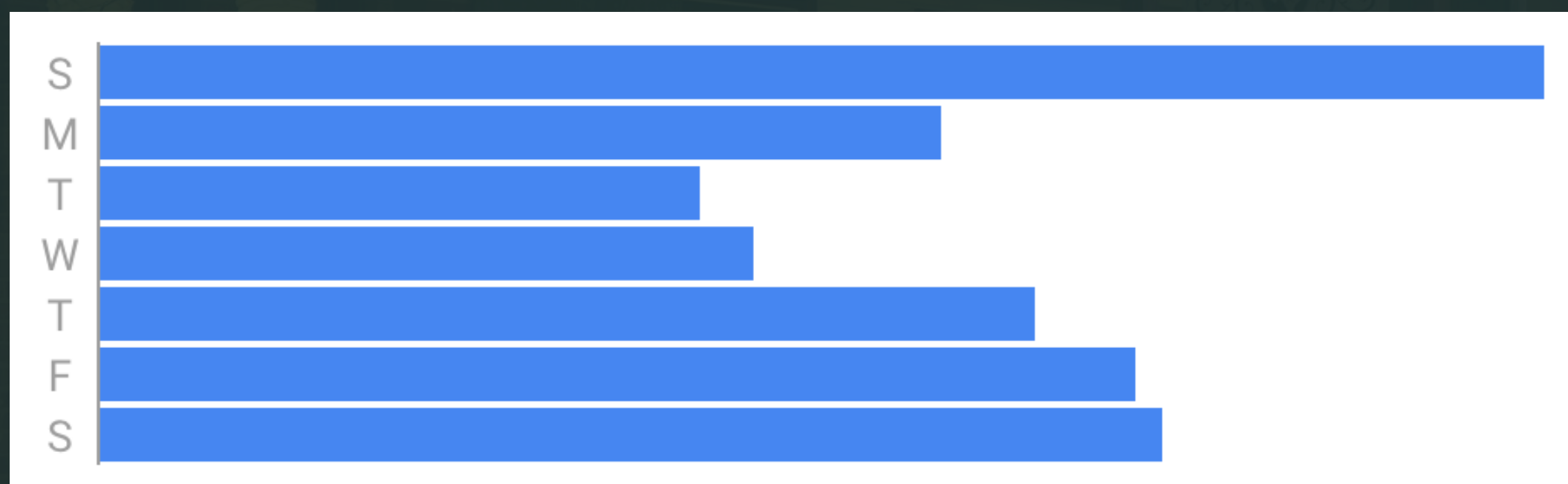
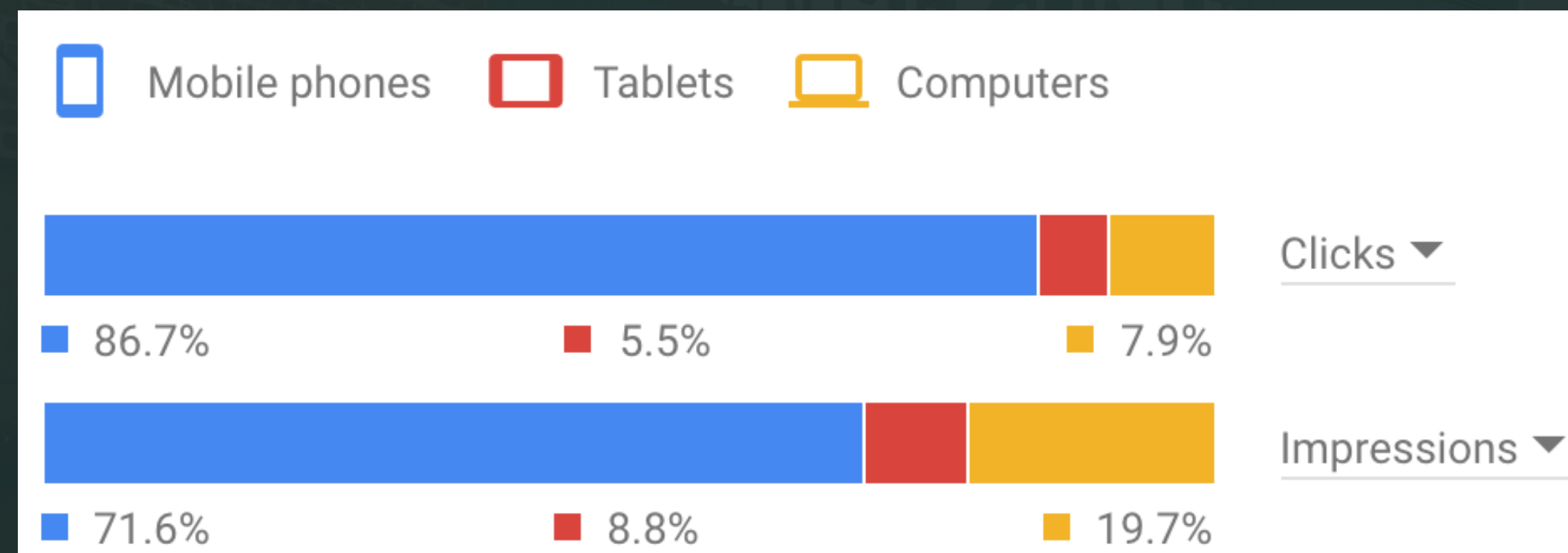
- 19,281 Impressions
- 3,686
- 1,460 Conversions
- 19.12% CTR
- 0.56 CPC
- Top Demographics: Female, 35-44
- Top user locations by clicks to site: Austin, Houston, Dallas, San Antonio, Waco
- Austin had most website visits, San Antonio had highest engagement rate

Timeline: Sept. 1-Sept. 30

DEMOGRAPHICS



USER ENGAGEMENT



TOP ADS

Hyatt Regency in Bastrop | Well-Crafted Experiences | Book Romantic Rooms in...

[Ad](http://www.visitbastrop.com/Hyatt/Deals) www.visitbastrop.com/Hyatt/Deals

Book Your Stay in Bastrop. Historic and Luxury Getaway. Find Exclusive Deals. Free breakfast & free WiFi. Book your hotel now!

[Restaurants](#)

[Things To Do](#)

[Places To Stay](#)

[Culture](#)

Call 512.332.8990

Ad	Impressions	Clicks ▾	Conversions ▾
● Enabled	13,710	3,041	1,230.21

Lost Pines Spa in Bastrop | Well-Crafted Experiences

[Ad](http://www.visitbastrop.com/Hyatt/Deals) www.visitbastrop.com/Hyatt/Deals

Book Your Stay in Bastrop. Historic and Luxury Getaway. Find Exclusive Deals.

[Restaurants](#)

[Things To Do](#)

[Places To Stay](#)

[Culture](#)

Ad	Impressions	Clicks ▾	Conversions ▾
● Enabled	1,024	206	101.27

TOP ADGROUP

Top AdGroups

Ad group	Impressions	CTR	Avg. position	Clicks	Avg. CPC	Conversions
Bastrop Hyatt	14,051	22.0%	1.5	3,097	\$0.56	1.3K
Spa Bastrop	1,518	19.4%	1.6	295	\$0.61	134.9
Generic - DSA	797	16.1%	1.3	128	\$0.46	27
Bed & Breakfasts - DSA	362	15.7%	2.6	57	\$0.75	20
History	615	7.6%	1.7	47	\$0.24	8.4

Top Ad Groups: Hyatt, Spa, DSA, Bed & Breakfasts DSA, History

LOWEST PERFORMING ADGROUP

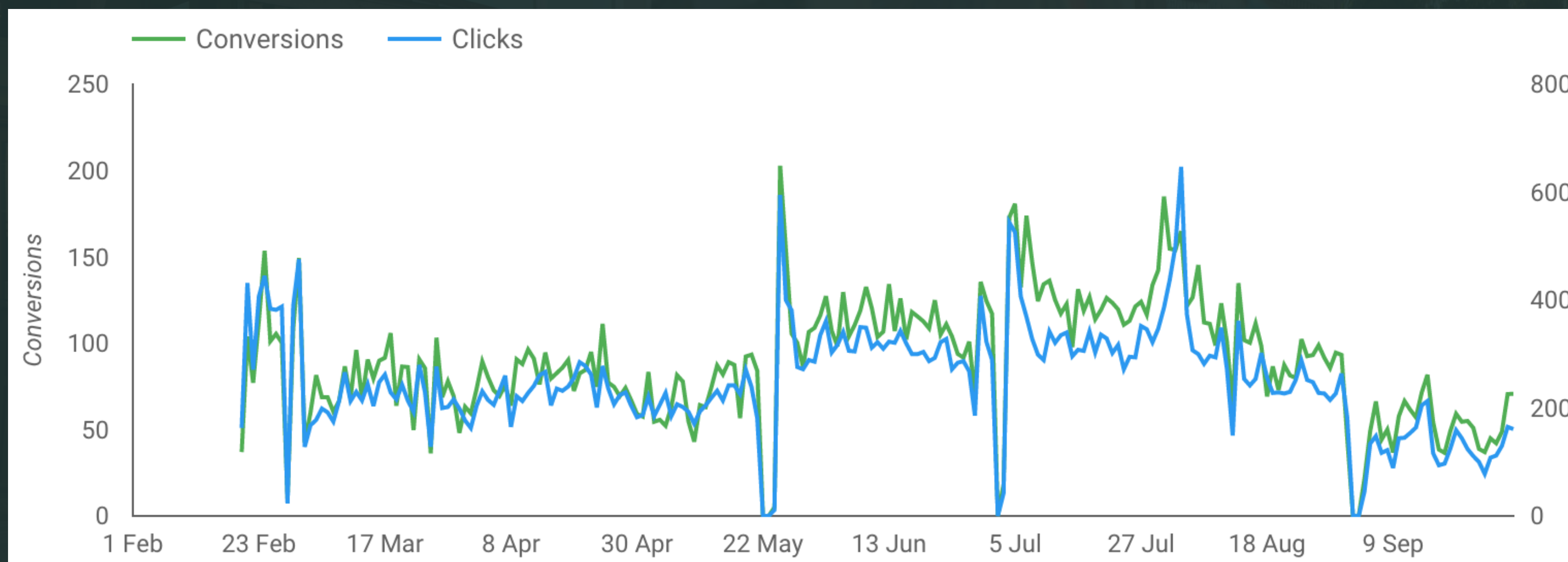
Entertainment	316	4.7%	1.8	15	\$0.23	5
Venues/Weddings	328	2.1%	3.6	7	\$0.32	5
Motorcoach	428	3.7%	2.6	16	\$0.53	3
Restaurants	831	2.5%	1.8	21	\$0.22	3
Pines Deals	7	14.3%	1.4	1	\$0.36	1

Lowest Performing Ad Groups: Entertainment, Venues/Weddings, Motorcoach, Restaurants, Deals

YTD RESULTS

- 403,890 Impressions
- 55,665 Clicks
- 19,885 Conversions
- 13.78% CTR

Timeline: February 1st – September 30th





PRINT CAMPAIGN

SEPTEMBER OVERVIEW

PRINT PLACEMENTS

Texas Events (Quarterly Publication)

Texas Highways Magazine (Monthly Publication)

South Central Motorcoach Association Newsletter (Quarterly Publication)

American Bus Association (Bi-Monthly Publication)

Est. Total Circulation: 228,019

SEPTEMBER ADS

Industries Represented:
arts/culture,
outdoor/recreation

We Welcome You

TO SPARK WONDER



VISIT
BASTROP
EST. 1632
Texas

Welcome to Bastrop—an original Texas town with a fresh approach to life. Start your trip with a spark of wonder while watching craftsmen work at Deep In the Heart Art Foundry, followed by an afternoon exploring our thriving art scene. Then, mix in some live music or catch a performance at the Bastrop Opera House. And that's just half of it. We welcome you to make yourself at home and enjoy our special brand of Texas hospitality.

Welcome To It All

PLAN YOUR TRIP AT VISITBASTROP.COM

We Welcome You

TO PADDLE ON BY



VISIT
BASTROP
EST. 1632
Texas

Welcome to Bastrop—an original Texas town with a fresh approach to life. It all starts with a paddle down the Colorado River, followed by an epic zip line tour through the treetops of the Lost Pines. Then, mix in some live music and finish it off with a group hike through Bastrop State Park. And that's just half of it. We welcome you to make yourself at home and enjoy our special brand of Texas hospitality.

Welcome To It All

PLAN YOUR GROUP TRIP AT VISITBASTROP.COM

ACCOUNT MANAGEMENT

Total Hours

Elisabeth Zuerker

- Total For Month: 30 Hours
- Status Meetings: 2 Hour
- Annual Account Recommendations/Plan
- Review of monthly reports
- Review of weekly billing
- Misc. Requests

Patricia Virgilio

- Total for Month: 1 Hours
- Misc. Requests

Gabrielle Burman

- Total for Month: 5 Hours
- Status Meetings: 1 Hour
- Status Meeting & Preparation
- Reviews of weekly billing
- Monthly report consolidation and review
- Misc. Requests



Thank You!