



VISIT
BASTROP EST. 1832
Texas

VISIT BASTROP | PRESIDENT'S REPORT

Reporting: January 1 – 31, 2019

Submitted: February 14, 2019

Presented: February 26, 2019

WEBSITE & SOCIAL MEDIA SUMMARY



WEBSITE (YEAR OVER YEAR) SUMMARY

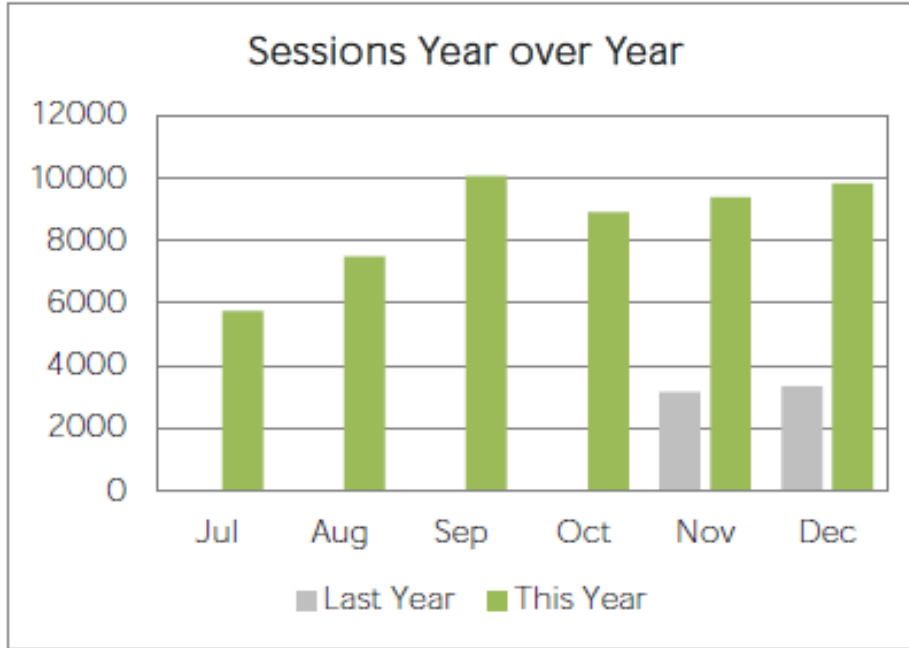
- Overall sessions increase of 311% year over year
- Increase was driven by the “Things to Do” page (500 sessions)

WEBSITE (DECEMBER) SUMMARY

- 6,480 Organic Sessions
- Top Organic Pages
- Homepage (672 sessions)
- Things To Do (505 sessions)
- Events (246 sessions)
- Hyatt On-Site Activities

Top Cities

Austin, Houston, Bastrop, Chicago, Dallas, San Antonio, New York



SOCIAL MEDIA STATISTICS			
	Total Followers	Follower Increase	Impressions
Facebook	44.9K	.01%	80.2K
Instagram	3116	5.2%	4,475

JANUARY - PUBLIC RELATIONS SUMMARY



Total Clips: 180
 Est. Total Potential Audience: 208,238.420+
 Est. Total Coverage Views: 131,418
 Est. Advertising Value: \$34,913.05

Press Release

Distributed: January 29, 2019
 Coverage Secured via PR Newswire
 Total Pickups: 178
 Est. Total Potential Audience: 82,268,420
 Total Release & Content Views: 1,700+
*Industries Represented: Art, Entertainment
 Restaurants, Outdoor, History*

Top Clips with largest reach:
Dallas Business Journal
 Est. Monthly Visits: 12.5M
 Est. Coverage Views: 14.5K
 Est. Advertising Value: \$2,293.19

Yahoo! Finance
 Est. Monthly Visits: 165M
 Est. Coverage Views: 190K
 Est. Advertising Value: \$421.87

Austin Business Journal
 Est. Monthly Visits: 12.5M
 Est. Coverage Views: 14.5K
 Est. Advertising Value: \$282.74

Market Watch
 Est. Monthly Visits: 69.6M
 Est. Coverage Views: 80.5K
 Est. Advertising Value: \$683.28

Additional Coverage: Seeking Alpha, Houston Business Journal, KXXV (Waco ABC 25), The CW Lubbock, Austin American Statesman



PUBLIC RELATIONS SUMMARY



PROACTIVE OUTREACH

- Livability: Best Honeymoon Destinations in the US
- Seasonal Memories: Austin, Houston, Dallas and Waco, Texas Tour
- HARO – Best Superb Places to Visit in Texas
- The Active Times: Best Places to Vacation in 2019
- Southern Living: Best Last-Minute Spring Break Trips
- Insider: Best Destinations to Experience as a Couple
- World Footprints – Unique Valentine’s Day Giveaways
- A story idea on “Why Bastrop, TX is the Best Small Town to Visit” was submitted to the following outlets: Trips to Discover, Trip Advisor, D Magazine, Jetsetter, AFAR

PROACTIVE OUTREACH SECURED COVERAGE

12 Super Romantic Texas Getaways for Couples

<https://www.tripadvisor.com/VacationRentalsBlog/2018/12/13/romantictexas-getaways-couples-cabins/>

Est. Monthly Visits: 124M

Est. Coverage Views: 126K

Est. Advertising Value: 10,168.23

Industries Represented: History, Outdoor, Restaurants, Art



BASTROP



LODGING INDUSTRY REPORT



Current Month - December 2018 vs December 2017												
	Occ %		ADR		RevPar		Percent Change from December 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPar	Room Rev	Room Avail	Room Sold
Bastrop	46.4	48.0	133.02	139.47	61.67	66.98	-3.5	-4.6	-7.9	-7.9	0.0	-3.5
Average	49.6	48.8	100.0	101.0	50.3	50.0	1.5	-0.7	0.9	3.1	2.3	3.8

Year to Date – December 2018 vs December 2017												
	Occ %		ADR		RevPar		Percent Change from YTD 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPar	Room Rev	Room Avail	Room Sold
Bastrop	63.0	61.6	167.24	167.38	105.32	103.06	2.3	-0.1	2.2	2.2	0.0	2.3
Average	61.4	61.8	115.4	115.0	72.2	72.2	-0.7	0.5	-0.2	3.6	4.1	3.2

ADR – Average Daily Rate

RevPAR – Revenue per Available Room

Occ - Occupancy

SALES REPORT - JANUARY



STATUS	QUANTITY	ROOM NIGHTS	ESTIMATED ATTENDEES	ECONOMIC IMPACT	
LEAD	3	820	500	\$296,645.25	
LEAD ASSIST	0				
LEAD SERVICE REQUEST	3	N/A			
DEFINITES	2	740	550	\$261,106.35	
DEFINITE ASSIST	0				
DEFINITE SERVICE REQUEST	1	N/A			
LOST	1	80	150		Cancelled by Client

Lead Assist: Lead in conjunction with the Hyatt Lost Pines

Leads Service Request: A lead sent out to a non-hotel property

Definites: Number of leads that booked at a Bastrop property

Definite Assist: Number of leads that booked at the Hyatt Lost Pines as an assist

Definite Service Request: A non-hotel lead to a Bastrop business.

QUESTIONS, THOUGHTS COMMENTS?

Chamber of Commerce Newsletter
Board of Director Meetings
City Council Meetings
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