



VISIT BASTROP | PRESIDENT'S REPORT

Reporting: March 1 - 31, 2019

Submitted: April 11, 2019

Presented: April 23, 2019

VISITBASTROP.COM SUMMARY - MARCH

WEBSITE (MARCH) SUMMARY

- Overall sessions on our website increased by 397% YoY
- Paid Traffic was the largest channel of traffic (44%)
- Organic traffic increased by 203% over last year

Top Organic Website Pages

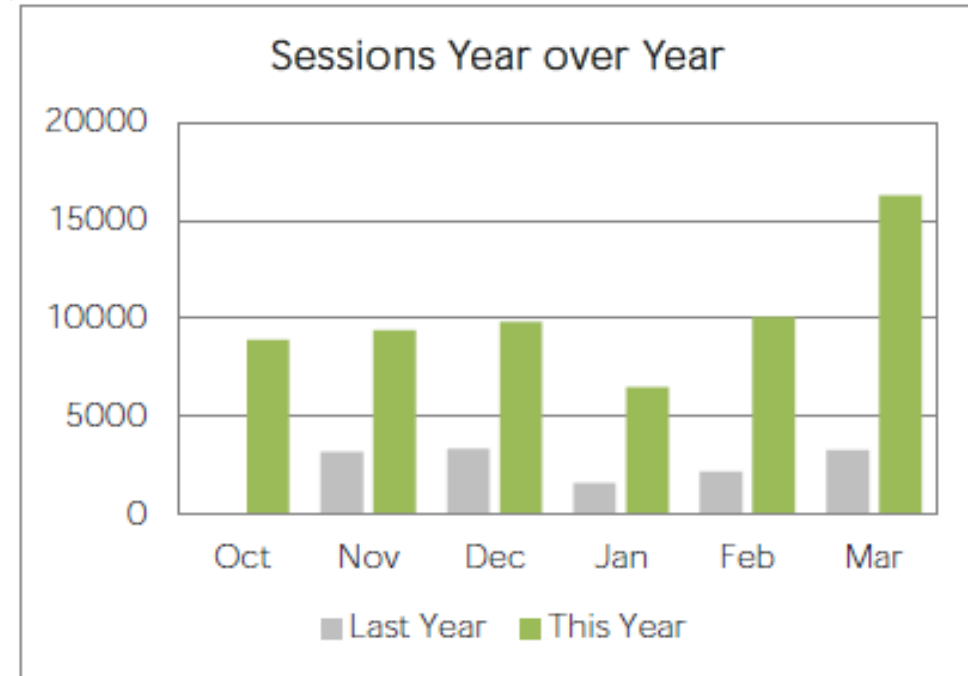
- Things to do (676 sessions)
- Hyatt On-Site Activities (363 sessions)
- Events (343 sessions)
- Hyatt Listing Page (225 sessions)
- Top 10 Family-Friendly Activities in Bastrop

Top Cities Viewing our Website

Houston, Austin, Dallas, Bastrop, San Antonio, Chicago, Wyldwood, The Woodlands, Round Rock, College Station

YOY (YEAR OVER YEAR) SUMMARY

- Overall sessions – 16,265 | increase of 397% YOY
 - Up from 10,059 sessions in February
- Organic traffic increased 203% over last year



SOCIAL MEDIA STATISTICS - MARCH

	Total Fans	Fan Increase	Engagement	Impressions
Facebook	44,883	.03%	1,063	51,859
Instagram	1,049	1.75%	288	2,321

PUBLIC RELATIONS SUMMARY - MARCH



Total Clips: 4

Est. Total Coverage Views: 5,094

Est. Advertising Value: \$\$408.69

PROACTIVE OUTREACH FOR ARTICLE GENERATION

- Conde Nast Traveler – Best Place to Visit in May
- Family Vacation Critic – Cities You Never Thought to Visit with Kids
- Thrillist - Why Visit Bastrop
- Texas Meetings + Events - Winemaking, Bars, Clubs & Pubs
- Mic - Small Town Destinations You Can Access from Big City Airports
- Architectural Digest - Beautiful Small Towns in America
- Wide Open Country - Most Charming Small Towns



PUBLIC RELATIONS SUMMARY - MARCH



SECURED COVERAGE

ANIMAL WELLNESS MAGAZINE- 7 Dog Friendly Spring Events

<https://animalwellnessmagazine.com/dog-friendly-spring-events/>

Est. Article Views: 2.23K

Industries Represented: venues & special events, entertainment, lodging
(Pitched in February 2019)

EVENT SUBMISSIONS

The below event was submitted to local Event Calendars and listed on the following websites:

DRACULA: THE MUSICAL?

[Austin.com](#)

Est. Event Views: 234

[Austin 360](#)

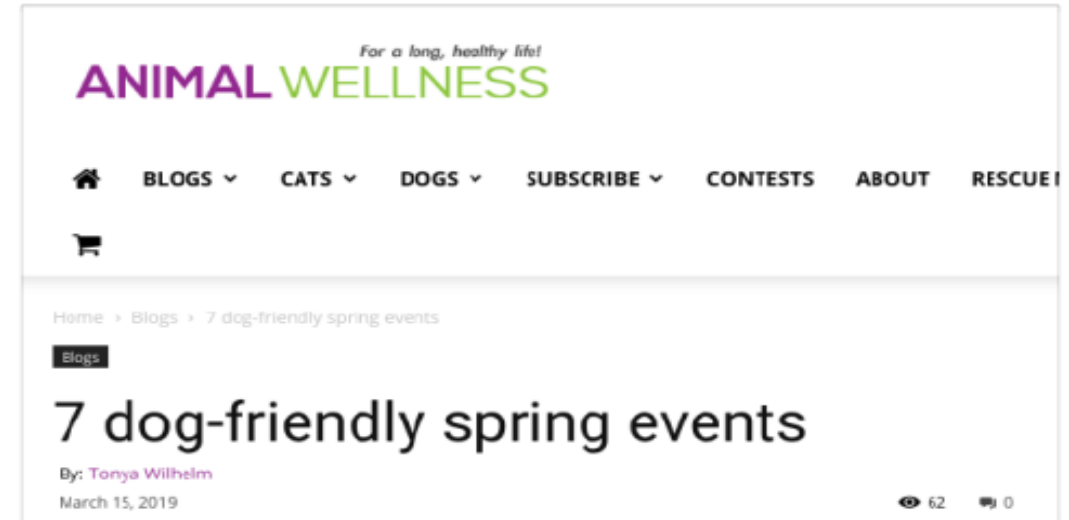
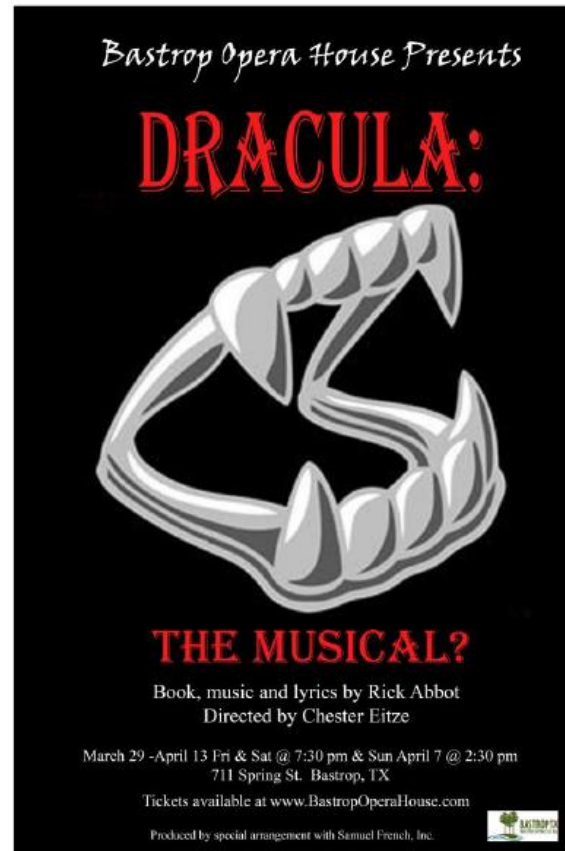
Est. Event Views: 1.45K

[Austin Family](#)

Est Event Views 1.18K

Other Submissions:

- Austin Monthly
- 365 Things Austin
- Austin Chronicle
- Community Impact
- Culture Map Austin
- Elgin Courier
- Texas Co-Op Power
- Spectrum News



LOOKING AHEAD – MARKETING INITIATIVES

- Develop media kit highlighting Visit Bastrop's brand, main attractions, key facts and story ideas for potential media coverage
- Conduct media outreach to promote Table on Main
- Develop media alert and conduct outreach to promote HERO Water Sports Challenge
- Develop press release and conduct outreach to promote Bastrop Music Festival
- Continue sourcing and securing influencers to visit Bastrop for social media and blog coverage
- Develop Visitor & Meeting Planner guide to highlight Visit Bastrop's brand and offerings for each market (leisure & group meetings)
- Develop Newsletter to reach potential guests with Visit Bastrop offerings for each market (leisure & group meetings)
- Roll out of the Visit Bastrop blog to start telling our story

LODGING INDUSTRY REPORT - FEBRUARY

Current Month - February 2019 vs February 2018												
	Occ %		ADR		RevPAR		Percent Change from February 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Bastrop	59.5	56.3	141.27	139.81	84.09	78.74	5.7	1.0	6.8	6.8	0.0	5.7
Average	60.1	58.5	106.6	107.5	65.9	64.6	3.0	-1.1	1.8	4.2	2.4	5.5

Year to Date – February 2019 vs February 2018												
	Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Bastrop	56.1	52	138.83	136.88	77.86	71.18	7.8	1.4	9.4	9.4	0.0	7.8
Average	55.2	53.5	104.0	104.2	59.1	57.2	3.2	-0.5	2.7	5.0	2.5	5.7

ADR – Average Daily Rate

RevPAR – Revenue per Available Room

Occ - Occupancy

SALES REPORT - MARCH

STATUS	QUANTITY	ROOM NIGHTS	ESTIMATED ATTENDEES	ECONOMIC IMPACT	NOTES
LEADS	8	2412	2150	\$1,270,208.61	YTD - \$2,348,058.14
DEFINITES	1	450	200	\$85,184.69	YTD - \$503,726.18
LEAD SERVICE REQUEST	4	N/A	-	-	
DEFINITE SERVICE REQUEST	1	N/A	-	-	
LOST LEADS	1	240	450	\$117,234.55	Hotel and Convention center too small.
LOST SERVICE REQUESTS	-	N/A	-	-	
UNABLE TO BID	1	3850	-	-	Hotel meeting space too small.
LEAD ASSIST - HYATT	-	-	-	-	
DEFINITE ASSIST - HYATT	-	-	-	-	
LEAD SERVICE REQUEST - HYATT	-	N/A	-	-	
DEFINITE SERVICE REQUEST - HYATT	-	N/A	-	-	
LOST LEADS ASSIST – HYATT	-	-	-	-	

QUESTIONS, THOUGHTS COMMENTS?

Chamber of Commerce Newsletter
Board of Director Meetings
City Council Meetings
1408 B Chestnut Street
www.visitbastrop.com

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