



VISIT BASTROP | PRESIDENT'S REPORT

Reporting: September 1 – 30, 2018

Submitted: October 9, 2018

Presented: October 23, 2018

LODGING INDUSTRY REPORT

	August '18						Calendar Year to Date					
	Occ	%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold	Occ	% Change from YTD 2017				
								%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold
Bastrop	66.7	9.0	163.09	-0.9	8.0	9.0	64.8	4.9	173.34	-.0.8	4.1	4.9
Average	62.1	0	109.01	1.0	1.0	3.8	63.2	.3	116.36	.8	1.2	5.0

SOCIAL MEDIA STATISTICS

	Total Followers	Follower Increase	Impressions
Facebook	44.5K	.15%	198.3K
Instagram	657	12.3%	6,911

WEBSITE TRAFFIC OVERVIEW

	APRIL	MAY	JUNE	JULY	AUGUST	SEPT
Total Sessions	3,526	6,072	7,550	5,759	7,489	10,061
USERS	2,926	5,029	6,117	4,687	6,338	8,343

INDUSTRY AVERAGES

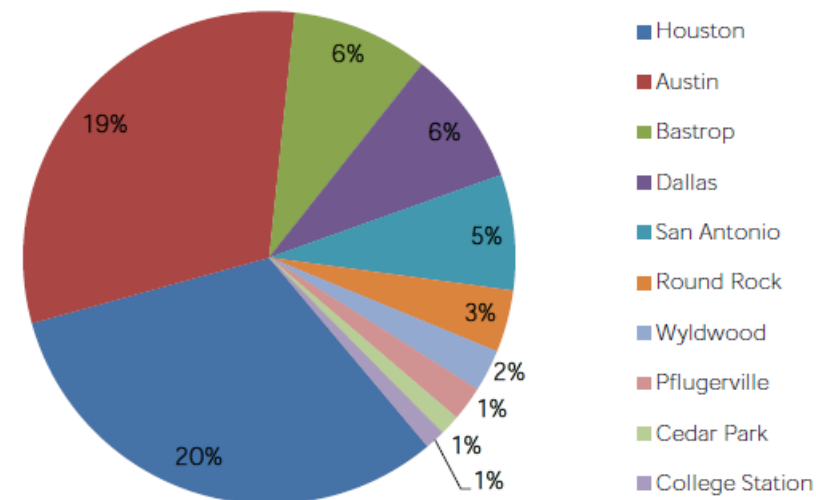
Engagement Metrics	Industry Average	VisitBastrop.com		% Difference
Total Pages Per Visit:	2.09	2.12	●	1.55%
Total Average Visit Duration:	0:01:51	0:01:37	●	-13.88%
Total Bounce Rate:	54.25%	47.19%	●	-14.96%
Organic Pages Per Visit:	2.08	2.35	●	11.59%
Organic Average Visit Duration:	0:02:00	0:02:01	●	0.43%
Organic Bounce Rate:	49.56%	42.45%	●	-16.75%



Glossary

ADR	Average Daily Rate
RevPAR	Revenue per Available Room
Occ	Occupancy

Comparatives: South Austin/Airport, Bryan-College Station, Brenham, Seguin, City of Austin, Llano, San Antonio, Fredericksburg, San Marcos



SALES, PR & MARKETING SUMMARY

Google Search Impressions → 31,700+

Facebook Ad Reach → 65,569 people

Ad Placement: USA Today Go Escape Winter Edition 2019 ¼ page advertisement Reach → 726,906

PR

Cody Hopkins Invitational Press Release

Articles Generated:

- KVUE online article and live broadcast → 4.65K
- Austin Family Magazine Article Reach → 2.94K
- Statesman Community News Brief Reach → 4.96K
- Statesman Weekend Planner → 4.96K

MEDIA PITCHES

Animal Wellness Magazine – Must Do Winter Events That Are Dog Friendly

Inspirations & Celebrations – Luxury Travel: Hotels for Fall Foliage Viewing

TravelWeek – Theme Parks and Attractions

The JetSet Family – Luxury Getaways for Fall

Men’s Journal – Best Family Trips to Take in Fall 2018

AFAR – Emerging Destinations

Esquire Singapore – The Texas Road Trip

EVENT SUBMISSIONS

Austin.com (reach 57,905)

Cult Classic Convention, Barton Hill Farms, Cody Hopkins Invitational, 4th Annual Tee-off Against Child Abuse, Scream Hollow Wicked Halloween Park

Austin360.com (reach 384,480)

Barton Hill Farms, Cody Hopkins Invitational, 4th Annual Tee off Against Child Abuse, Scream Hollow Wicked Halloween Park

Austin Fit Magazine

Cody Hopkins Invitational, 4th Annual Tee off Against Child Abuse, Scream Hollow Wicked Halloween Park

The Austinet (reach 100K)

Cody Hopkins Invitational, Scream Hollow Wicked Halloween Park

Community Impact Magazine

4th Annual Tee off Against Child Abuse, Scream Hollow Wicked Halloween Park

County Line Magazine (reach 20K)

Scream Hollow Wicked Halloween Park

Texas Co-Op Power

Scream Hollow Wicked Halloween Park

Tour Texas

Barton Hill Farms, Cody Hopkins Invitational, Scream Hollow Wicked Halloween Park

Tyler Morning Telegraph

Cody Hopkins Invitational, 4th Annual Tee off Against Child Abuse

Spectrum News Austin (reach 100K)

Barton Hill Farms, Cody Hopkins Invitational, 4th Annual Tee off Against Child Abuse

Texas Highways

Cody Hopkins Invitational

Total Google Impressions = 31,700 +

Total Facebook AD Reach = 69,569

Total PR Reach = 662,385

ADDITIONAL HIGHLIGHTS

- Transition to new leadership
- Community meetings
 - Bastrop Area Cruisers
 - Lost Pine Christmas Planning Meeting
 - Chamber of Commerce Luncheon
 - EDC Coffee Chat
 - Executive Director Reception
 - Hyatt Presentation
 - Play Bastrop Meeting
 - BEST Leadership



Leads Lead Room Nights Attendees	Leads Assist Assist Room Nights Attendees
Definite Definite Room Nights Attendees	Definite Assist Definite Room Nights Attendees
Lost Room Nights	Reason