



In an effort to better communicate tourism initiatives to our industry partners we are implementing a monthly tourism update. Each update will be for the prior month, which allows us to provide the complete corresponding data and analytics. With this being the first update, we included information about the topics we receive the most questions on from our partners. Moving forward, we are happy to include additional information at your request.

HOTEL OCCUPANCY

<u>STR</u> is our source for all hotel data. Below is the occupancy data for March 2023.

Cedar Park Tourism has been tracking hotel data through STR since 2016. If you would like the complete data set from 2016 - current 2023, please let us know and we are happy to provide it.

Hotel Occupancy 3/1 - 3/31/2023 Occupancy % U.S. Average ADR RevPAR Supply Demand Revenue #Hotels*										
	Occupancy %	U.S. Average	ADR	REVPAR	Supply	Demana	Revenue	# Hotels*		
2023	80.9%	Not yet released	\$108.02	\$88.18	1,007	25,251	\$2,752,699	12		
2022	81.9%	64.0%	\$111.44	\$92.87	775	19,688	\$2,231,134	10		
Cedar Park actually has 13 hotels with a total of 1,055 rooms. However, one hotel does not report to STR, so their numbers are not included in the above data.										

MARKETING

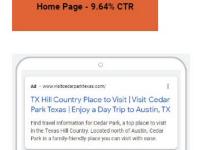
This section includes detailed information on all marketing mediums used by Cedar Park Tourism for March 2023. It provides images and analytics of the marketing material (if available), along with information on the distribution and reach of the medium. You will notice that the ads change over the month to align with your new brand, Visit Cedar Park Texas.

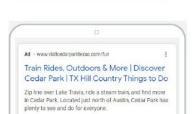


SEARCH ENGINE MARKETING (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs). Cedar Park Tourism utilizes SEM year-round, adjusting our target market and messaging based on the results of our search performance.

We focused on three major ad groups in the month of March - Things To Do, Home Page, and Places To Stay. The SEM containing Things To Do and our Homepage performed significantly better than our SEM containing Places To Stay. We also found that the majority of those clicking on our ads came from the Waco/Temple/Bryan, San Antonio, Houston, and Dallas/Ft. Worth areas. Below are what the ads look like to the end user, along with the analytics.

Impressions	Link Clicks	CTR	2+ Site Interactions	Avg. CPC
21,150	2,935	13.88%	4,563	\$0.53





Things To Do - 14.74% CTR



AUDIO

Audio content (or digital audio advertising) is great for organizations that have limited photo and video assets. It also allows us to reach a wider audience at less cost. With today's abundance of streaming platforms, mobile devices, and content formats, people can listen to any type of audio they want—where and when they want it. And advertisers can reach them directly with powerful, ear-grabbing messages.

Digital audio advertising is the process of inserting ads into digital audio content in order to reach listeners. This allows advertisers to connect with audiences while they're already enjoying the content they love—be it music, podcasts, or digital radio shows. Online audio advertising opens up a whole new world of audience outreach for brands, providing valuable opportunities to drive engagement and revenue. People also turn to digital audio content to avoid "screen fatigue."

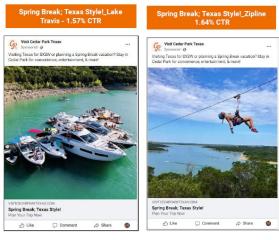
The Cedar Park audio ad is running on Spotify, Pandora, and iHeart Radio March 15th through April 30th. Our media provider uses both a 30-second and 15-second version. Below are the analytics from the first 15 days of the campaign.

Audio Performance 3/15 - 3/31/2023									
Impressions	Link Clicks	Audio Starts	Audio Completions	Audio Completion Rate					
94,252	13	94,023	92,743	99%					
The benchmark for Audio is a Player Completion Rate of 90%. Cedar Park Tourism Audio Completion Rate is 99%, a 10% increase over benchmark.									

We will be running another audio ad August 1st through September 30th, but have changed the script and used a different voice to keep the content fresh.

PAID SOCIAL is the practice of displaying sponsored advertising content on third-party social networking platforms with the goal of targeting specific customers. Marketing leaders often use paid social to increase marketing efficiency and capture new subsets of customers.

Cedar Park Tourism ran the below paid social ads February 1 through March 15th. The ad linked back to a <u>Spring Break blog</u> posted on the city's tourism website. The primary social platforms were Facebook and Instagram.



Using <u>Adara</u> analytics, our media provider is able to track ad performance and collect meaningful data on those engaging with the ad. They found that this ad resonated primarily with females ranging in age from 35-50. Engaged users were mostly from the San Antonio, Houston, Dallas/Ft. Worth and surrounding areas.

Social Performance 2/15 - 2/28/2023										
Impressions	Link Clicks	CTR (Link Click)	CTR (All)(Insights)	Ad Reactions	Ad Engagement	Comments	Post Saves	Post Shares		
218,108	3,569	1.64%	3.89%	444	4,206	24	87	82		
The benchmark for Social is a Click Through Rate (CTR) of .9%. Cedar Park Tourism CTR is 1.64%, an 82% increase over benchmark.										

Social Performance 3/1 - 3/15/2023										
Impressions	Link Clicks	CTR (Link Click)	CTR (All)(Insights)	Ad Reactions	Ad Engagement	Comments	Post Saves	Post Shares		
132,412	2,064	1.56%	3.40%	213	2,356	11	28	40		
The benchmark for Social is a Click Through Rate (CTR) of .9%. Cedar Park Tourism CTR is 1.56%, an 73% increase over benchmark.										

TEXAS STATE TRAVEL GUIDE is Texas' official premier tourism publication promoting travel to and throughout the state. The most comprehensive, authoritative and exclusive collection of information on Texas travel available. It encourages travelers to stay longer, see more and explore further. It reaches interested travelers in all 50 states. It is the primary fulfillment publication for Travel Texas (Governor's Office), the Guide is promoted in their marketing campaigns, and the printed guide and both digital versions (regular and interactive) are available on Texas Tourism's official site, TravelTexas.com. Below is information on the guide's distribution and you can click here to learn more about the Texas State Travel Guide.



Since the Texas Travel Guide is an annual publication, Cedar Park is included year-round. Additionally, each participating community receives the guide to distribute from their visitor center, CVB, and/or DMO. This allows Cedar Park to be in many locations around the state.



TEXAS
HIGHWAYS
EVENTS
CALENDAR is a

free, quarterly publication that features hundreds of events happening across the state each season. It is distributed to



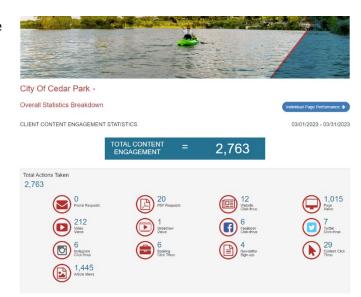
65,000 quarterly and is available online as well. Like the Texas State Travel Guide, participating DMOs, CVBs, etc. also distribute them from their information centers. We are currently in the Spring 2023 edition which covers March, April, and May.

AAA EXPLORER is delivered to more than 1,102,177 AAA Texas households. Cedar Park advertises in their quarterly print magazine, which also has a digital version. This outlet is used as a direct advertising option to road trippers likely to visit the Cedar Park area. The recent Winter issue ran January through March. Please see the corresponding ad.



TOUR TEXAS has been online since 1996 and is the #1 independent web site on Texas travel. Intended to help visitors to Texas find travel information on a variety of destinations and attractions in the Lone Star State.

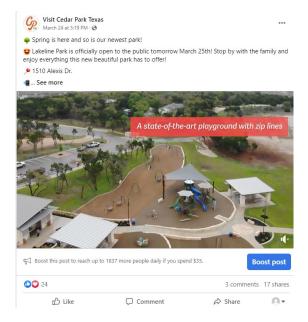
Cedar Park Tourism has year-round listing on TourTexas, which we update frequently. We also run banner ads from time to time, which helps drive visitors casually browsing Texas cities to view Cedar Park. We will share those banner ads when they run.



ORGANIC SOCIAL

Cedar Park Tourism aims to post 7-12 times a month depending on the quality of content available. We limit it so as not to inundate our audience. We have found that posting more frequently results in people unfollowing our accounts. We made seven posts in March on Facebook and Instagram, which resulted in 43 new Facebook and 138 new Instagram followers. The audience is predominantly females between the ages of 35-54. Our followers include locals, those from neighboring communities, but also 11% from Houston, San Antonio, Fort Worth and Dallas. We also have 5% international following.

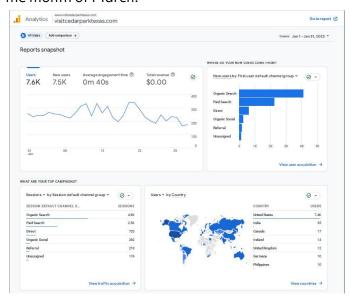


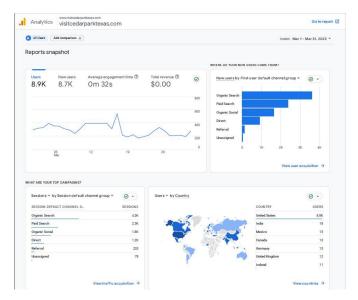


If you're not already following us on social, please be sure to do so. Instagram <u>@visitcptx</u> and Facebook at Visit Cedar Park Texas.

Q WEBSITE

Tourism launched a new website at the beginning of March and we continue to upload new content to it daily. Our website is our number one marketing tool, as all marketing mediums drive traffic back to our site. When a new site launches, there is typically a lag in users. However, we actually saw an increase, moving from 7.6K users in January to 8.9K users in the month of March.





Please take a moment to look through the <u>site</u> and let us know of any errors or omissions. We have a lot of flexibility with this site, so any suggestions are welcome.

VISITOR GUIDES

Cedar Park visitor guides are available in many outlets. In addition to direct visitor guide downloads from our website and hard copies at city building information stations, Cedar Park visitor guides can also be downloaded from our secondary sources: TourTexas site, Travel Texas listing, Texashighway.com, and AAA listings. We had 56 requests for Cedar Park visitor guides to be mailed in the month of March from these secondary outlets. Cedar Park visitor guides are also available in Texas Visitor Information centers around the state, but we are not able to track how many are distributed by month, just annually based off refill requests.

We are in the process of updating the visitor guide to reflect our new brand and current listings. We do this every time we have to order more visitor guides to make sure we have the most current information available. The updated version will loaded to the website as soon as it is complete.

If you would like visitor guides for your business, please let us know and we are happy to deliver them.



MEET TEXAS 2023-24

The Meet Texas guide is an annual publication that helps navigate the state's 267,000 square miles to help meeting planners find the destination, venue and activity that's right for their group. This guide assists meeting planners in getting the lay of the land, provides news on the latest venue openings, and points planners in the right direction when they need some expert assistance.





Cedar Park Tourism also provides sponsorships and hotel occupancy tax fund grants that contribute to our marketing efforts. Sponsorships are reserved for Cedar Park attractions that provide year-round contributions to tourism or for singular multi-day events that produce not only significant room nights, but that have extensive media and marketing coverage. Hotel Occupancy Tax Fund Grants are used for events that meet strict eligibility requirements that have the potential to grow into a sustainable annual event and provide significant room nights. They have very specific criteria that must be met prior to even being considered (eligibility criteria can be viewed here). For both sponsorships and hotel occupancy tax fund grants the city requires a signed agreement. The agreement lays out the specific deliverables required in order to receive funding. These deliverables include not only proven room night documentation, but also marketing requirements.

Examples of marketing deliverables from existing agreements include:

- Visit Cedar Park Texas advertisements provided by the City shall appear in a quarterly E-Blast.
- The Company shall display and distribute Visit Cedar Park Texas brochures and materials in their lobby.
- Furnish four (4) tickets to each game to Visit Cedar Park Texas staff to use for promotional purposes.
- Name Visit Cedar Park Texas as a sponsor in all printed, digital, and physical marketing materials and items that detail sponsors.
- Name Visit Cedar Park Texas as a sponsor in all radio and television advertisements.

UPCOMING EVENTS

H-E-B Center @ Cedar Park

April 26 – 30th at various times, Disney On Ice presents Frozen & Encanto.

May 14th at 7 p.m. Mother's Day R&B Jam 2023

May 20th at 7:30 p.m. Vive Chihuahua Fest 2023

May 23rd at 6:30 p.m. The Used & Pierce The Veil

May 24th – 25th at various times, Round Rock ISD Graduation Ceremonies

May 26-27th at various times, Leander ISD Graduation Ceremonies

Haute Spot

April 28th at 8 p.m., The Kentucky Headhunters with Cari Hutson & Good Company

April 29th at 7 p.m., Quiet Riot with Malice In Eden

May 5th at 6 p.m., Ruthie Foster with The Peterson Brothers

May 6th at 7 p.m., A Tribute To The Beatles with The Eggmen

May 13th at 7 p.m., Let's Dance! A Totally 80's Party

May 19th at 7 p.m., <u>Cowboy Mouth with LVVRS</u>

May 20^{th} at 5 p.m., Pop 2000 Tour hosted by Chris Kirkpatrick of *NSYNC with O-Town, Ryan Cabrera & <u>LFO</u>

May 26th at 7 p.m., <u>SLAUGHTER</u>

May 27th at 7 p.m., Nothin' But A Good Time featuring HAIR METAL GIANTS

Austin Steam Train

May 6th at 6 p.m., Wild West Murder Mystery

May 13th at 8 a.m., Mother's Day Flyer

May 14th at 10 a.m., Mother's Day Mimosa Train

May 28th at 10 a.m., Wedding Oak Wine Train

OTHER

April 28th at 4 p.m., Nifty Fifty BBQ Bash Family Fun Day celebrating Lakeline Park Grand Opening

April 29th at 2 p.m., Lakeline Park Grand Opening Celebration with Dinosaur Jr.

May 13th at 3 p.m., Cedar Park Kite Festival

DEPARTMENT UPDATES

The Economic Development and Tourism Department welcomed Scott Smith to our team as the new assistant director of economic development after Randall Malik accepted the director of economic development position for the City of Leander. Scott will be responsible for the business retention and expansion efforts of the department, along with growing entrepreneurial and small business programs.

Scott Smith was hired as the City of Cedar Park's Assistant Director of Economic Development in March 2023. Scott has worked for the Texas government, as a site selection consultant and most recently for the Texas Association of Business (TAB). At TAB, Scott worked to develop sound business policy in a variety of sectors most impactful to the state's continued economic growth, such as Advanced Manufacturing, HQ, Digital Technology, Energy and Life Sciences.

Scott brings successful deal making experience on behalf of the State of Texas in addition to representation of Fortune 500 clients as a sought-after incentives consultant. As Governor Rick Perry's chief analyst for Texas Enterprise Fund, Scott closed corporate expansion projects and helped set policy for the state's record setting economic growth. In this position, Scott led a team of analysts, project managers, and marketing professionals to meet success-oriented job creation measures set by the Texas Legislature.

When not at work, Scott spends time on philanthropic activities benefiting the Friedreich's Ataxia Research Alliance, a national non-profit dedicated to the pursuit of scientific research leading to treatments and a cure for Friedreich's Ataxia. Scott, his wife Susan, and daughters Grace and Stella are all quite proud of their Golden Doodle, Benji.

Scott has hit the ground running and would be happy to meet with you. If you'd like to schedule a visit with Scott, please email him at Scott.Smith@cedarparktexas.gov or call (512) 401-5028.

If there are updates you would like on other tourism activity, <u>please let us know</u> for future updates.