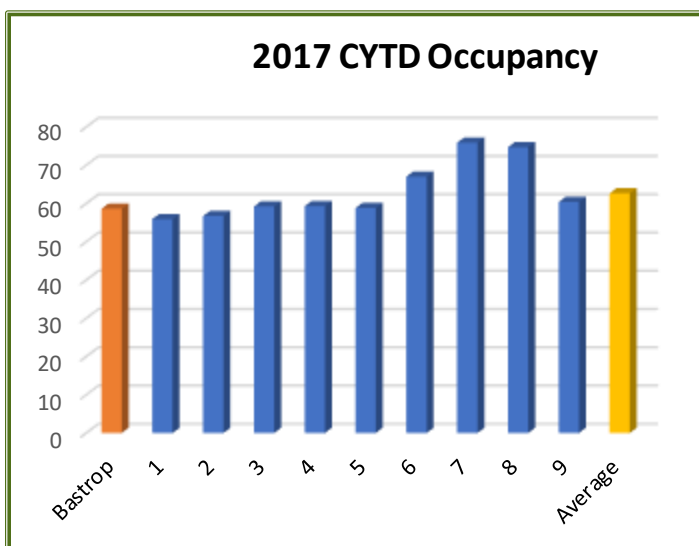
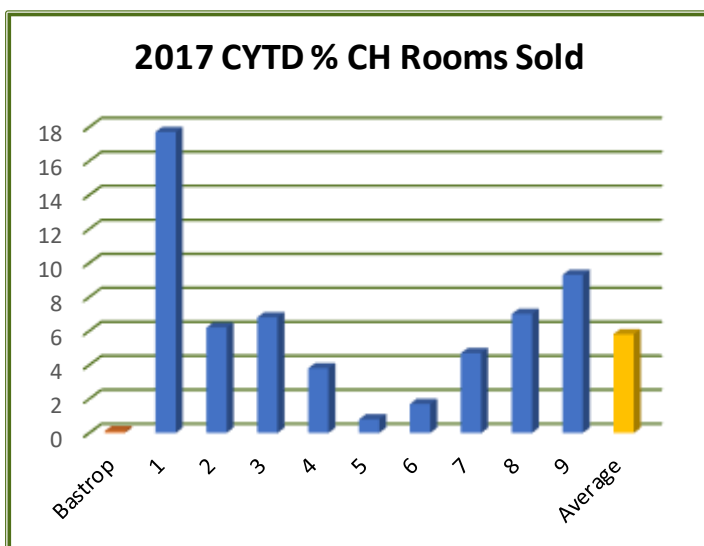




Visit Bastrop President's Report November 2017

Lodging Industry Report												
	October '17						Calendar Year to Date					
	Occ	%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold	Occ	%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold
Bastrop	59	3.8	85.46	-1.2	2.5	3.8	58.6	0.1	87.16	-0.8	-0.8	0.1
Comp Markets												
1	50.7	3.8	85.59	3.8	7.6	15.4	55.9	9.8	84.94	0.8	10.8	17.7
2	54.7	8.1	78.09	8.0	16.8	8.1	56.7	6.2	82.25	3.6	10.1	6.2
3	55.7	-0.8	104.07	-3.7	-4.4	-0.3	59.2	6.7	112.61	-4.4	2.0	6.8
4	60.3	7.7	109.06	-1.2	6.5	7.7	59.3	3.8	111.31	0.0	3.9	3.8
5	53.1	-7.7	97.30	0.7	-7.0	0.8	58.8	-4.7	98.94	0.3	-4.4	0.8
6	60.4	-1.2	105.45	1.0	-0.2	-0.1	67.0	0.4	113.64	3.0	3.4	1.7
7	71.5	-1.7	144.68	-2.9	-4.6	3.1	75.9	-0.3	150.81	0.3	0.0	4.7
8	70.4	2.0	123.11	-8.2	-10.0	7.6	74.7	0.3	132.91	-3.1	-2.8	7.0
9	52.8	-6.3	115.22	-6.5	-12.4	10	60.4	0.7	102.02	-1.3	-0.6	9.3
Average	58.9	.77	104.80	-1.02	-0.52	5.61	62.7	2.3	107.66	-0.16	2.16	5.81



Convention Sales				
Fiscal Year Room Nights Booked				
	Convention Center	Hyatt	Other	Total
October		429		429
Definite Future Room Night Bookings– November				
Number of Definite Bookings	Total Room Night Production	Total Attendance	Economic Impact*	
Meetings Lead Production				
Number of Leads Sent		Total Room Night Potential	Total Attendance	
3		450	690	
Convention Sales Initiatives				

**Per city contract, Direct Spending is calculated using the DMAI Event Impact Calculator*

Tradeshow/Industry Meetings:

- November 6-8 Connect Texas– in partnership with Texas Society of Association Executives; Appointment based tradeshow with Texas association meeting planners.

Local Industry Events:

- November 21 Visit Bastrop/Convention Center/Bastrop Main Street open house at Laake House

Local Meetings:

- November 3 Meeting with Tony Poletti about Lost Pines Leathernecks Marine Battalion Reunion
- November 14 Meeting with Circuit of the Americas about partnership opportunities
- November 20 Meeting with Charlotte at Family Crisis Center to discuss Pedal Through the Pines cycling event

Upcoming Events:

- January 7-10 Professional Convention Management Association Annual Conference
- January 23-25 Southwest Showcase
- January 30– Feb 1 Religious Conference Managers Association

MARKETING

Mission

Specifically market the Bastrop region as a “tourism” destination by establishing and elevating our brand through advertising, media/public relations, website promotion, social media and, in general, getting our unique story exposed to potential visitors.

Advertising/Placement/ PR Outreach

PR Summary: Total Features: 57

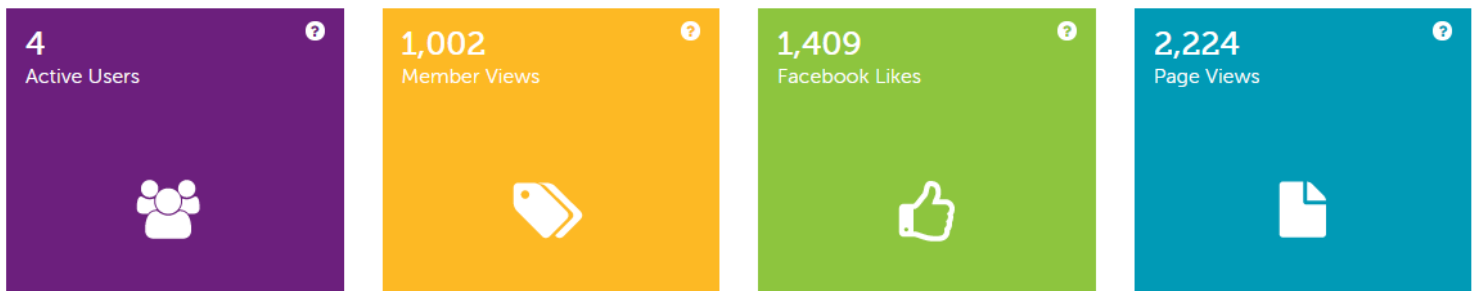
Impressions 18,583,180 (Bastrop Fall & Winter Events)

Submitted calendar listings to all outlets across Greater Austin area

Lost Pines Christmas Events: FF Art Walk, Wassail Fest, Snow Day, Lighted Christmas Parade, The Farm Street Opry, Holiday Homes Tour, River of Lights, Ugly Sweater Pub Crawl, Lost Pines Cookie Crawl all shared across calendar listings on: *Austin 360, Austin American Statesman, Austin Monthly, Culture Map, DO512, 365 Things Austin, Austin.com., Austintot, Elgin Courier, Free Fun in Austin, KXAN, KVUE, Texas Co-op Power*

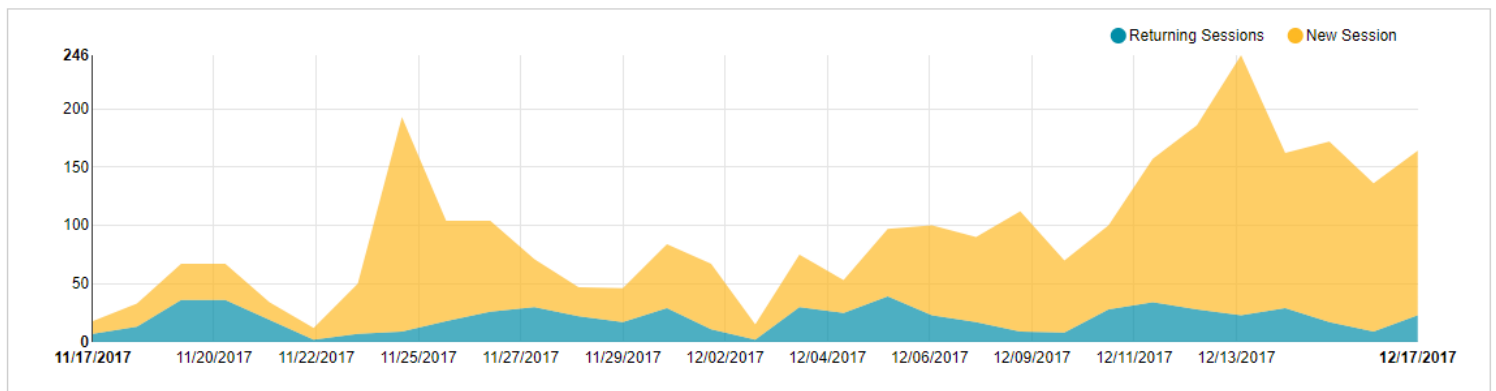
Website

At A Glance... ?



Site Activity ?

Month ▾



Top Pages ?

1.	1,898	/
2.	763	/play/calendar/
3.	212	/event/bastrop-river-of-lights/4/
4.	206	/#utm_source=Juice Mobile&utm_campaign=Christm
5.	201	/event/lighted-christmas-parade/6/

Social Media				
	Followers	% Change	# Posts	Post Engagement
Facebook	44,334	.76	17	4,173
Instagram	144	14.29	6	130

Social Media Highlights

■ Reach: Organic / Paid ▼
■ Post Clicks
 ■ Reactions, Comments & Shares i ▼

11/30/2017 4:37 pm		Be merry and bright in Bastrop at the First Friday Art Walk -			1.5K	 	60 24	 	Boost Post
11/25/2017 9:13 am		We're gearing up for the most wonderful time of the year, are			5.8K	 	536 143	 	Boost Post
11/24/2017 3:07 pm		It's time for Wassail Fest! Join us tomorrow in the heart of historic			1.8K	 	44 24	 	Boost Post
11/22/2017 3:20 pm		It's official! Big thanks to the Bastrop Chamber of Commerce			441	 	32 12	 	Boost Post
11/22/2017 3:17 pm		Now it's easier to contact Visit Bastrop.			390	 	6 2	 	Boost Post
11/17/2017 10:57 am		Hero's & Hot Rods Veteran's Day Car Show in Bastrop, TX			1.7K	 	78 47	 	Boost Post
11/17/2017 8:44 am		Looking for the perfect way to kick-off the Thanksgiving holiday			747	 	7 12	 	Boost Post
11/13/2017 4:42 pm		Visit Bastrop's cover photo			543	 	24 17	 	Boost Post
11/11/2017 2:44 pm		Happening now: build your own custom pair of boots with Marc			2.4K	 	167 54	 	Boost Post
11/11/2017 11:27 am		Bastrop Veteran's Day Car Show Weekend 2017 on Historic Main			2.3K	 	142 164	 	Boost Post
11/11/2017 7:59 am		If you're not here, you need to get here! It's a great day to honor our			37.7K	 	211 238	 	Boost Post
11/10/2017 5:04 pm		Visit Bastrop was live.			44K	 	734 370	 	Boost Post
11/09/2017 5:22 pm		The "Night Pour." A truly unique experience hosted by Deep In The			912	 	29 24	 	Boost Post
11/07/2017 8:53 am		Weekend sunset from Copper Shot Distillery showing our historic			901	 	17 49	 	Boost Post
11/06/2017 4:00 pm		A little Pickin' on the Porch on a beautiful November evening in			9.5K	 	841 410	 	Boost Post
11/02/2017 12:24 pm		Commercial video shoot underway at the New Republic Studios near			533	 	24 15	 	Boost Post
11/02/2017 11:46 am		Visit Bastrop attended an open house last night at the New			1.2K	 	51 25	 	Boost Post

Strategic Marketing Initiatives

Lost Pines Christmas

We are working to elevate marketing efforts and drive demand to the month –long Lost Pines Christmas Celebration. We have partnered with CBS Austin for a “My Hometown” feature on Bastrop, the Lost Pines Christmas and other holiday happenings. CBS filmed a two-minute highlight video as well as a 15-second teaser. This 15-second teaser was broadcast 42 times throughout the month of December. The two-minute highlight was featured several times and can be viewed for 31 days on the CBS website. We will also begin to shift our focus towards First Fridays and other similar events happening in Bastrop.

Bastrop Music Festival

We continue to work with TX Music Magazine to prepare for the Bastrop Music Festival, May 17-20, 2018. Websites and social media platforms have been established and tickets went on sale during the first week of December. To date, we have sold 18 wristbands and 4 VIP tickets.

Social Media

We have begun to engage with our followers via social media posts highlighting the holiday experiences one might encounter in Bastrop. As we head into the new year we will shift our focus to highlight the overall Bastrop experience including dining, restaurants, shopping, history, art, nightlife, etc.

Website

We’re almost two months into the new-live site. This ever-changing bank of information is constantly being tweaked, revised and shifted based off of feedback that we have received regarding esthetics and content.

Brand Development

We have listed a request for proposal on our website. (Dale, did you have more info on this?)

My Hometown Feature

We partnered with CBS Austin for a “My Hometown” feature highlighting our Lost Pines Christmas celebration. We filmed a 2 minute highlight as well as a 15-second teaser. Our 15-second teaser was featured 42 times, and our two-minute highlight was featured eight times and can be viewed digitally on the CBS Austin website for 31 days. The Mayor did live interviews with Walt Maciborski on the 5pm and 6:30pm news on December 7, speaking to our Lost Pines Christmas happenings.

Tough Mudder:

We have started working with the Tough Mudder team to position Bastrop as the preferred destination for folks participating, or supporting those participating in this year’s event. We are working with their marketing teams to begin loading assets and other important information to the Tough Mudder website. This year’s event will also include The Toughest Mudder which is a televised event and brings in a much larger fan base to Bastrop.