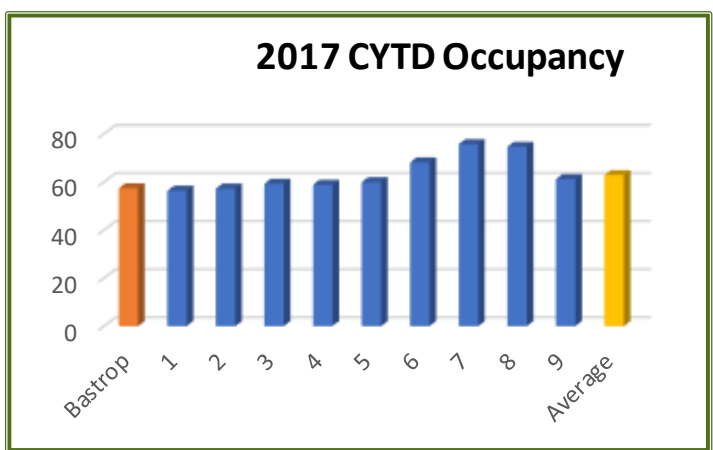
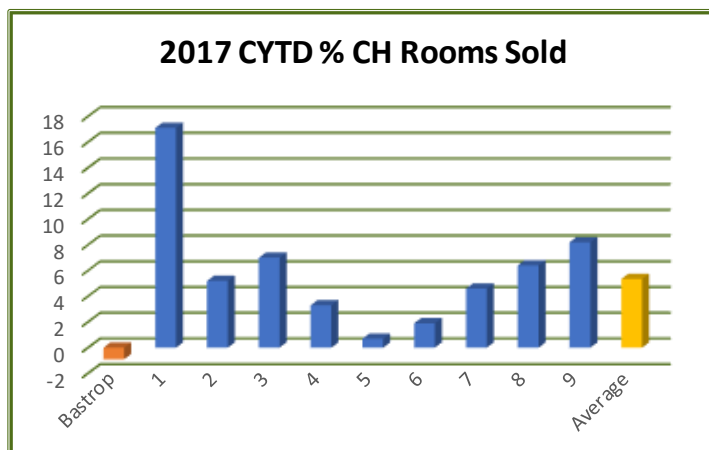




Visit Bastrop President's Report October 2017

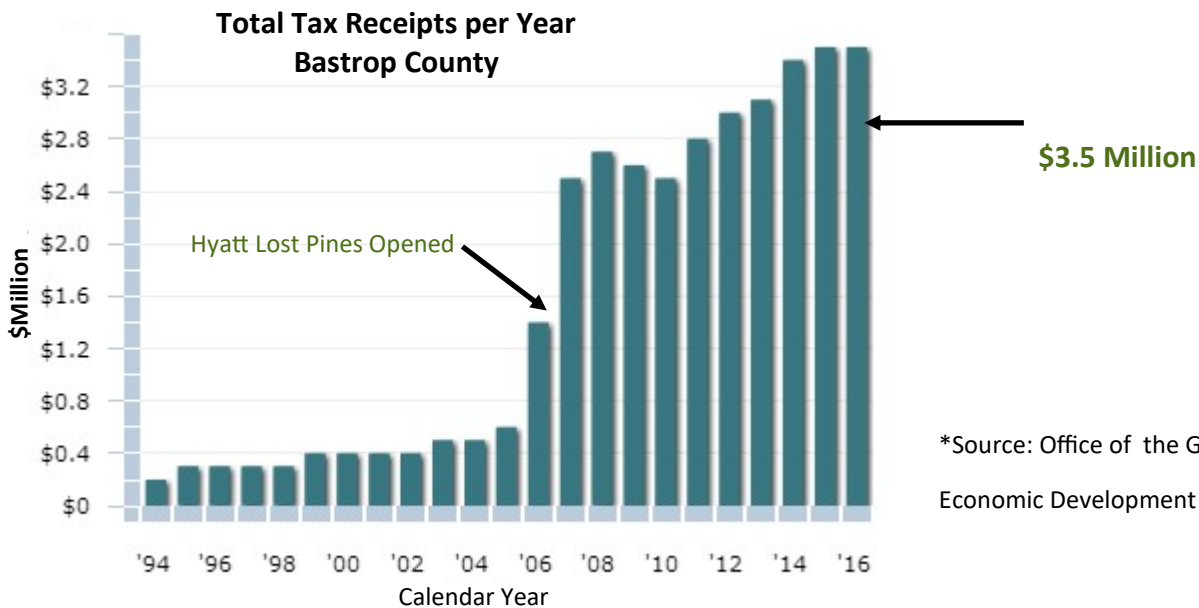
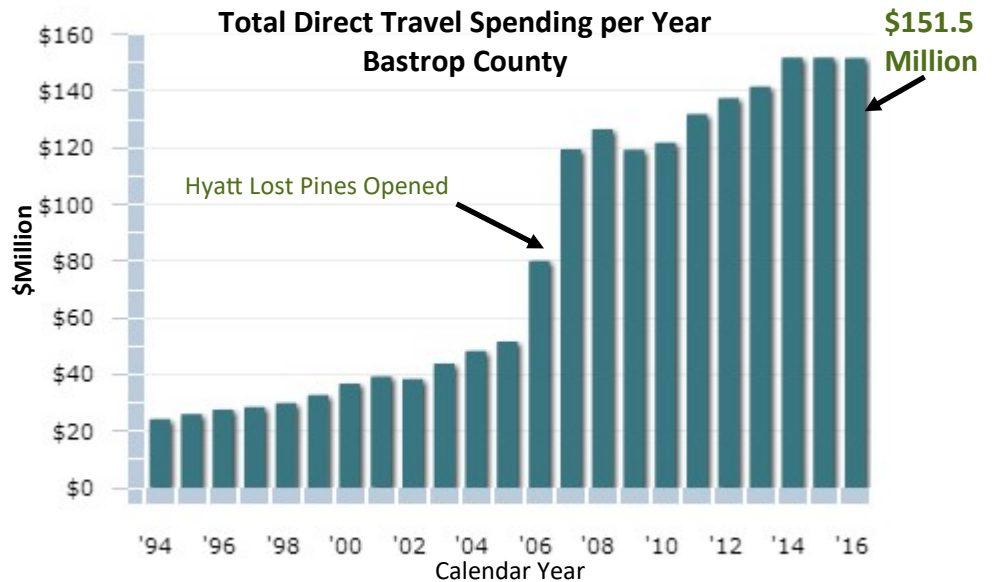
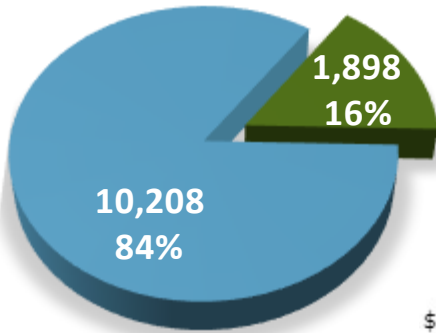
Lodging Industry Report												
	September '17						Calendar Year to Date					
	Occ	%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold	Occ	%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold
Bastrop	70.9	8.3	\$87.12	-1.6	6.5	8.3	57.3	-0.9	\$86.22	-1.0	-1.9	-0.9
Comp Markets												
1	70.0	24.2	\$95.65	0.1	24.4	38.2	56.3	10.3	\$84.31	0.1	10.4	17.1
2	61.7	32.6	\$84.13	7.00	41.9	32.6	57.2	5.2	\$82.61	2.7	8.0	5.2
3	57.5	7.6	\$108.36	-5.8	1.4	8.1	59.2	7.0	\$113.67	-3.9	2.8	7.0
4	56.4	3.6	\$108.28	-4.3	-0.9	3.6	58.8	3.3	\$111.00	0.3	3.6	3.3
5	52.9	-9.6	\$96.52	-3.2	-12.5	-1.2	59.9	-4.2	\$98.91	0.4	-3.8	0.7
6	61.6	2.5	\$107.24	1.0	3.5	3.5	68.1	0.5	\$114.32	2.9	3.4	1.9
7	77.2	1.9	\$144.45	-5.0	-3.2	6.8	75.7	-0.4	\$148.06	0.3	-0.1	4.6
8	75.9	1.7	\$126.05	-8.3	-6.8	9.2	74.6	0.4	\$132.16	-2.8	-2.3	6.4
9	66.0	18.6	\$111.04	4.6	24.0	32.6	61.1	1.7	\$97.98	-1.2	0.5	8.2
Average	65.01	9.14	\$106.88	-1.55	7.83	14.17	62.82	2.29	\$106.92	-0.22	2.06	5.35



Hospitality Industry Jobs (as of Q2 2017)			
	Bastrop (78602)	Cedar Creek (78612)	Combined
Accommodations, Food Service, Entertainment, & Recreation	1,125	773	1,898
Total Jobs of all Industries	7,897	2,311	10,208

* Source: JobsEQ

Hospitality Industry Jobs



*Source: Office of the Governor
Economic Development & Tourism

Convention Sales

Fiscal Year Room Nights Booked

	Convention Center	Hyatt	Other	Total
October		429		429

Definite Future Room Night Bookings– October

Number of Definite Bookings	Total Room Night Production	Total Attendance	Total Direct Spending*
1	429	350	\$215,000

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

Meetings Lead Production

Number of Leads Sent	Total Room Night Potential	Total Attendance
2	659	440

Convention Sales Initiatives

Tradeshow/Industry Meetings:

- October 2-4 Texas Travel Industry Association– Travel Summit in Arlington, TX

Presentations:

- October 25 Meeting with Dr. Schapiro and the MD Anderson Team regarding conference opportunities

Local Industry Events:

- October 24 Bastrop County Tourism Update Quarterly Meeting

Local Meetings:

- October 12 Chamber Business After Hours at First National Bank
- October 13 Downtown Business Alliance
- October 13 Meeting with Zona Sweeney, GM, Hampton Inn & Suites
- October 16 Meeting with Ken Dedlani, GM and Owner, Quality Inn & Suites
- October 20 Meeting with Veena Tewani, GM and Owner, Best Western Bastrop Pines Inn
- October 27 B.E.S.T. Breakfast at Bastrop Convention Center
- November 1 Chamber Luncheon

Upcoming Activities

- November 6-8 Connect Texas– Appointment based reverse tradeshow with state corporate and 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

Texas AAA Journey: regional publication; full-page color ad; circulation 1,040,000 (Veteran’s Day)

Texas Highways; regional publication; full-page color ad (Veteran’s Day) 176,762

Texas Music Magazine: two-page full color spread (Bastrop Music Festival)

Media Relations Impact—October

Impressions 16,663,044 (Bastrop Fall/Winter Events)

Bastrop FAM Trip—plans for Q1 and late Q2 FAMs to be discussed

Texas Journey | Day Trip (page 1/2); circulation 1,057,749

Austin 360: First Friday Art Walk, Hero’s & Hotrods Car Show, Lost Pines Christmas

Austin American Statesman: Scream Hollow, Barton Hill Farms, Hero’s & Hotrods Car Show

Other placement: Austin Monthly, The Austin Chronicle, Culture Map & Do512

Website

New Website Analytics Not Yet Available

Social Media

	Followers	% Change	# Posts	Post Engagement
Facebook	44,000	N/A	10	4,173
Instagram	126	N/A	3	N/A

Social Media Highlights

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

Date	Image	Text	Icon	Global	Reach	Post Clicks	Reactions, Comments & Shares
11/11/2017 11:27 am		Bastrop Veteran's Day Car Show Weekend 2017 on Historic Main			2.3K		133 160
11/11/2017 7:59 am		If you're not here, you need to get here! It's a great day to honor our			37.5K		197 233
11/10/2017 5:04 pm		Visit Bastrop was live.			43.8K		707 352
11/09/2017 5:22 pm		The "Night Pour." A truly unique experience hosted by Deep In			912		27 22
11/07/2017 8:53 am		Weekend sunset from Copper Shot Distillery showing our			901		17 46
11/06/2017 4:00 pm		A little Pickin' on the Porch on a beautiful November evening in			9.5K		836 403

Strategic Marketing Initiatives

Promotion of Existing Events

We have recognized a few existing events and will work with those planners to elevate marketing efforts and drive demand. (Veteran's Day Car Show, Lost Pines Christmas and First Friday's)

Developing New Events

We have partnered with Texas Music Magazine to create the "Bastrop Music Festival", held on May 17 – 20, 2018. As we move forward, we will seek other opportunities along these lines to generate buzz and awareness for Bastrop as a destination.

Social Media

We were able to gain ownership of the Visit Lost Pines Facebook page and transition it over to Visit Bastrop. This allowed us to retain an audience of 44K followers. Our social media presence will be crucial – we immediately have access to a following of close to 45k followers – and will want to start generating awareness and creating buzz about our destination.

Website

We have contracted with SimpleView to host our new website, which went live on November 8, at 11am. The power of the SimpleView site allows us to house our CRM & CMS together which gives us the ability to combine meeting sales, industry partner management, forecasting, consumer marketing and reporting all in one place.

Industry Meetings

- October 2-4 Texas Travel Industry Association– Travel Summit in Arlington, TX

Local Industry Events:

- October 24 Bastrop County Tourism Update Quarterly Meeting

Local Meetings:

- October 13 Downtown Business Alliance
- November 1 Chamber Luncheon