



**VISIT BASTROP**  
[www.visitbastrop.com](http://www.visitbastrop.com)

**Visit Bastrop  
President's Report  
December 2017**



## Lodging Industry Report

Lodging Industry Report												
	November '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												
Comp Markets												
1												
2												
3												
4												
5												
6												
7												
8												
9												
Average												

DATA NOT AVAILABLE



# Convention Sales

## Fiscal Year Room Nights Booked

	Convention Center	Hyatt	Other	Total
<b>FYTD Room Nights</b>		429		429

## Definite Future Room Night Bookings– December

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
2	1944	10,250

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

# Convention Sales Initiatives

## Tradeshow/Industry Meetings:

- December 1 Texas Association of Convention & Visitors Bureaus- Board & Strategic Planning Meeting
- December 12,13,15 SimpleView CRM training webinars (3)

## Local Events:

- December 8 SimpleView Extranet Training with Visitor Center Staff
- December 22 Downtown Bastrop Ugly Sweater Pub Crawl
- December 23 Downtown Bastrop Cookie Crawl

## Event/Meeting Calls & Appointments:

- December 5 Call with Shivani from Tough Mudder to discuss hotel needs for events.
- December 18 Call with Connect Travel to kickoff Content Activation Campaign

## Upcoming Activities

- January 7-10 Professional Convention Management Association- Convening Leaders Conference
- January 24 Southwest Showcase- Tradeshow for Meetings, Education, and Exhibition Planners
- January 29-Feb 1 Religious Conference Managers Association- Emerge 2018 Conference



# MARKETING

## Advertising/Placement/ PR Outreach

- Public Relations Summary: Total article/listing features: **31**
- Impressions **8,252,377**
- Submitted calendar listings to all outlets across Greater Austin area Austin Monthly: LP Christmas, Sip Shop & Swirl, Pub Crawl, Cookie Crawl
- 365 Things Austin: LP Christmas, Pub Crawl, Cookie Crawl
- Spectrum Local News: LP Christmas, Pub Crawl
- Austin Social Planner: LP Christmas, Cookie Crawl
- Austin.com: Shop, Sip & Swirl, Pub Crawl, Cookie Crawl
- Austin 360: LP Christmas, Pub Crawl
- Statesman: Lighted Christmas Parade
- Austinet: LP Christmas, Sip Shop & Swirl, Pub Crawl, Cookie Crawl
- DO512: LP Christmas, Sip Shop & Swirl, Pub Crawl, Cookie Crawl
- Elgin Courier: LP Christmas, Pub Crawl, Cookie Crawl
- Free Fun in Austin: LP Christmas, Pub Crawl, Cookie Crawl
- KXAN: LP Christmas, Sip Shop & Swirl, Pub Crawl, Cookie Crawl
- KVUE: LP Christmas, Pub Crawl, Cookie Crawl
- TX Co-Op Power: December Events, Pub Crawl & Cookie Crawl



# December Website Overview

## Audience Overview ✓

SAVE EXPORT SHARE INTELLIGENCE

All Users  
100.00% Sessions

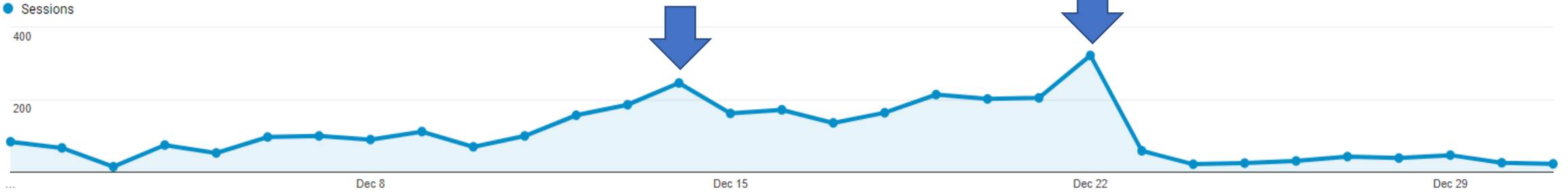
+ Add Segment

Dec 1, 2017 - Dec 31, 2017

### Overview

Sessions vs. Select a metric

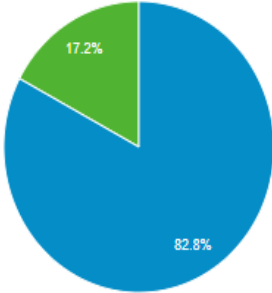
Hourly Day Week Month



Sessions <b>3,344</b>	Users <b>2,855</b>	Pageviews <b>6,591</b>	Pages / Session <b>1.97</b>	Avg. Session Duration <b>00:01:26</b>
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% New Sessions  
**82.78%**

New Visitor Returning Visitor



# December Website Overview | Demographics (age & gender)

## Demographics: Overview ✓

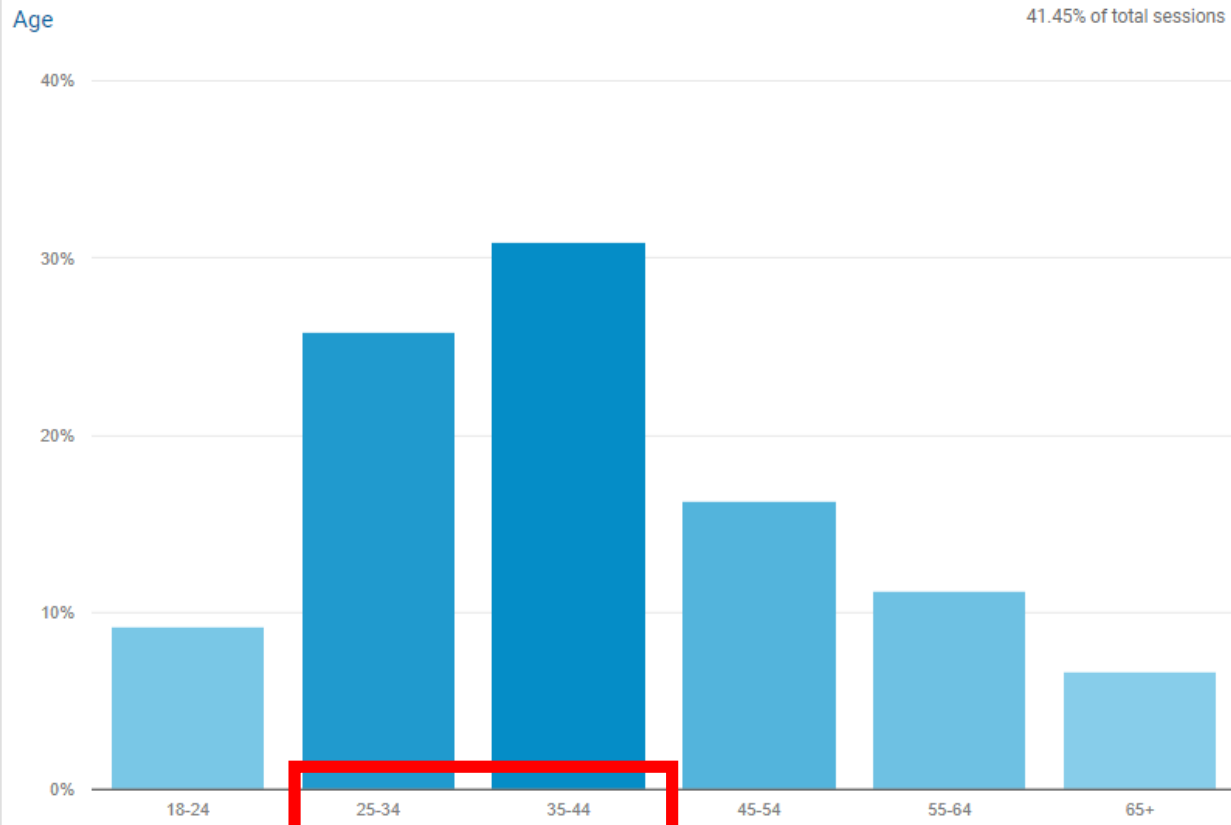
SAVE EXPORT SHARE INTELLIGENCE

Dec 1, 2017 - Dec 31, 2017

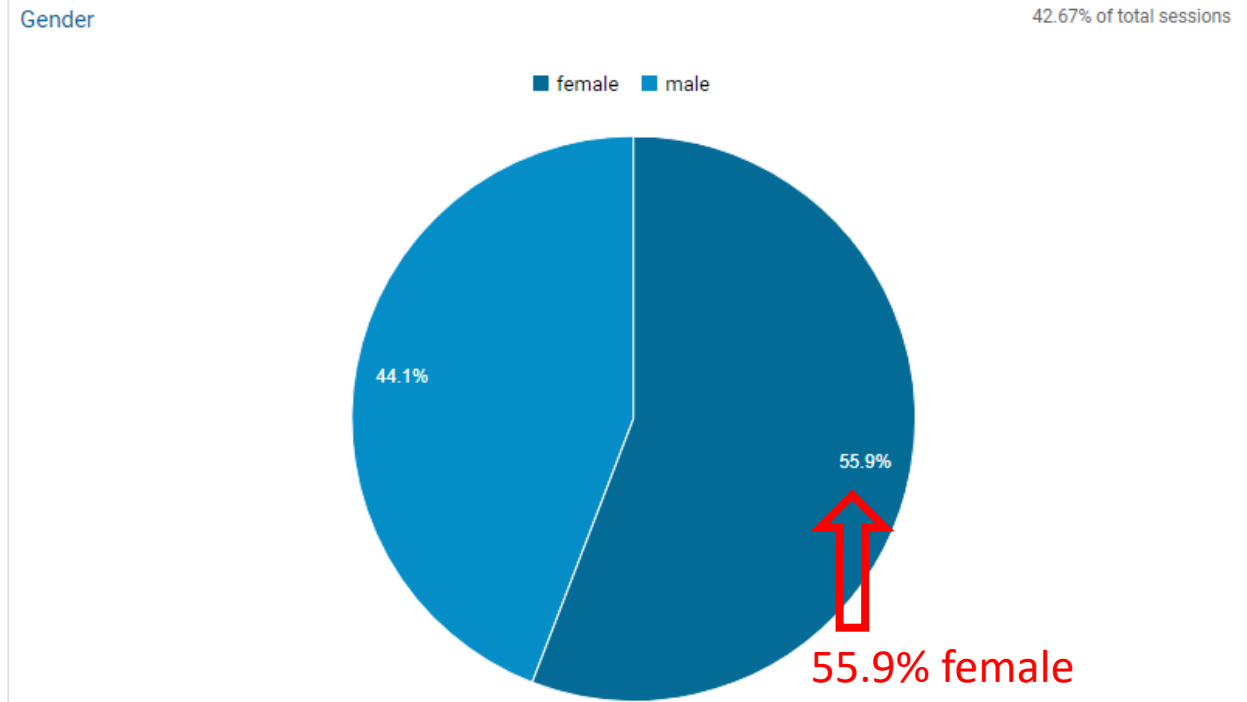
All Users  
100.00% Sessions

+ Add Segment

Key Metric: Sessions



AGE: 25 - 44



# December Website Overview | Demographics (top 10 cities)

City	Sessions	% Sessions
1. Houston	967	28.92%
2. Austin	538	16.09%
3. Bastrop	354	10.59%
4. San Antonio	146	4.37%
5. Casas Adobes	143	4.28%
6. Dallas	78	2.33%
7. (not set)	64	1.91%
8. Round Rock	38	1.14%
9. Georgetown	33	0.99%
10. Pflugerville	30	0.90%





# December Website Overview | Top Pages/Sessions by Device



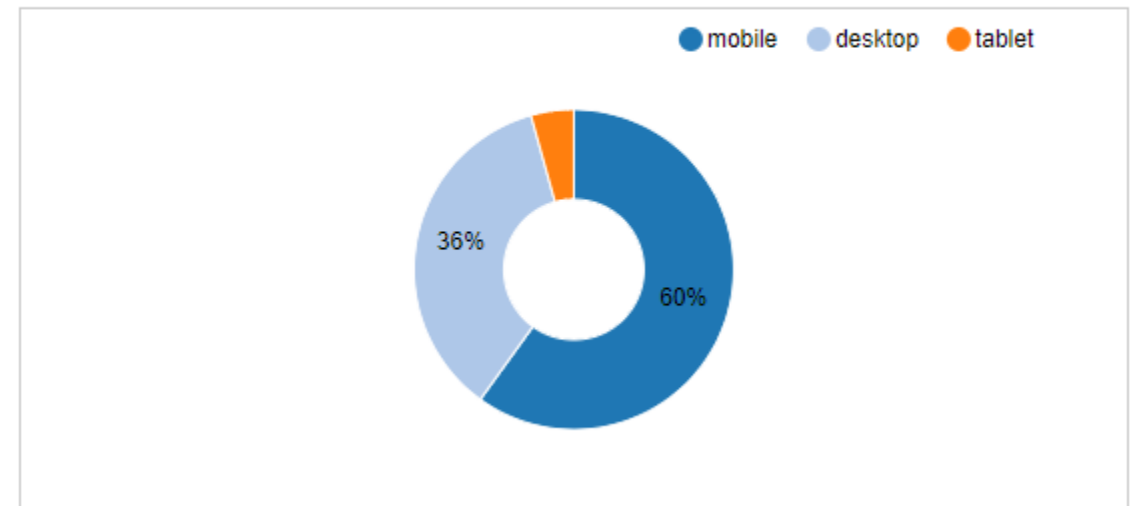
## Top Pages ?

Month ▼

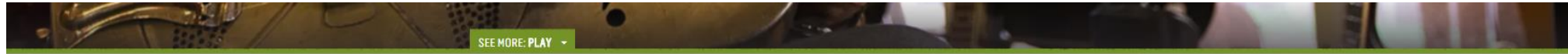
1.	1,320	/
2.	318	/#utm_source=Juice Mobile&utm_campaign=Christmas&utm_c...
3.	310	/#utm_source=Juice Mobile&utm_campaign=Christmas&utm_c...
4.	276	/#utm_source=Juice Mobile&utm_campaign=Christmas&utm_c...
5.	209	/rfp/
6.	203	/play/calendar/
7.	166	/play/downtown-bastrop/
8.	121	/event/bastrop-river-of-lights/4/

## Stats ?

Devices ▼



# December Website Overview | Top Page – Calendar of Events



## EVENTS

SHARE

Exit from the highway and into Historic Bastrop where you'll find a diverse mix of entertainment, activities, festivals and more all conveniently located in an historic setting. Discover your next great reason to visit Bastrop on the list of events below.

View by: [Grid](#) [List](#) [Map](#)

Sort by: [Date](#) [Recommended](#) [Distance](#)

1-9

BY:  
Week Month

January 2018						
TU	WE	TH	FR	SA	SU	
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

RIES

- Culture(18)
- Friendly(17)
- (14)
- Wine, & Spirits(7)
- nal(5)
- e

FILTERS

### Walkin' the Line with Bennie Wheels

Dates vary between January 19, 2018 - January 20, 2018

Seeing is believing, and when you go "Walkin' The Line" with Bennie Wheels. Join the Bastrop Opera House for Bennie Wheels and...

DETAILS



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DETAILS



### Women's Introduction to Mountain Biking

McKinney Roughs Nature Park

Dates vary between January 20, 2018 - February 18, 2018

Experience the thrill of mountain biking with our enthusiastic, knowledgeable instructors! We'll start by addressing proper bike fit...

DETAILS



# Social Media Statistics | December

	Followers	% Change	# Posts
Facebook	44,334	.06	19
Instagram	171	18.75	4

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

Date	Thumbnail	Text	Icon	Reach	Post Clicks	Reactions, Comments & Shares
12/31/2017 3:05 pm		What a great 2017 it has been! We are grateful for our guests		1.1K	<span style="color: orange;">■</span>	13 24
12/29/2017 2:00 pm		Welcome to Bastrop, TX! A Texas original - with modern day spirit.		0	<span style="color: orange;">■</span>	25 2
12/22/2017 10:07 am		Visit Bastrop shared Downtown Bastrop's post.		539	<span style="color: orange;">■</span>	4 4
12/20/2017 5:06 pm		Santa will be at Sugar Shack Bastrop, all week long! Make		1.6K	<span style="color: orange;">■</span>	31 17
12/19/2017 2:38 pm		Scenes from December 16th - Bastrop 1832 Farmers Market.		1.5K	<span style="color: orange;">■</span>	123 37
12/15/2017 11:11 am		Four-day passes to the Bastrop Music Festival are on sale NOW.		1.3K	<span style="color: orange;">■</span>	66 13
12/14/2017 4:32 pm		Pub Crawl, y'all! Why walk when you can crawl? Don't forget about		702	<span style="color: orange;">■</span>	19 8
12/12/2017 2:02 pm		We couldn't be more thrilled for Downtown Bastrop! Congrats on		529	<span style="color: orange;">■</span>	5 9

# Social Media Statistics | December

Reach: Organic / Paid

Post Clicks

Reactions, Comments & Shares

12/11/2017 9:55 am	 Come and check out this year's Lost Pines Christmas River of			1.7K		31 21	 	<a href="#">Boost Post</a>
12/10/2017 8:55 am	 Last night's Lighted Christmas Parade was beautiful! #bastroptx			1.8K		60 32	 	<a href="#">Boost Post</a>
12/09/2017 8:27 am	 There's a TON of festive fun happening in Bastrop this			849		18 9	 	<a href="#">Boost Post</a>
12/08/2017 11:22 am	 'Tis the season for a Texas snow! 📷: Colin Guerra			1.2K		25 72	 	<a href="#">Boost Post</a>
12/07/2017 6:21 pm	 We're live at Hyatt Regency Lost Pines Resort and Spa talking			730		21 23	 	<a href="#">Boost Post</a>
12/06/2017 5:15 pm	 We're feeling merry & bright for this weekend's Lighted Christmas			1K		26 33	 	<a href="#">Boost Post</a>
12/06/2017 8:59 am	 Take a journey through the past as you admire a collection of			567		10 10	 	<a href="#">Boost Post</a>
12/04/2017 8:19 am	 It's time to dust off those ugly Christmas sweaters for this years			2K		93 54	 	<a href="#">Boost Post</a>
12/02/2017 9:03 am	 Good Morning, Sunshine! <a href="http://bit.ly/2kfy27g">http://bit.ly/2kfy27g</a>			534		9 12	 	<a href="#">Boost Post</a>
12/01/2017 8:03 am	 Start the holiday season with SNOW! Thats right, REAL			2.2K		251 75	 	<a href="#">Boost Post</a>
11/30/2017 4:37 pm	 Be merry and bright in Bastrop at the First Friday Art Walk -			1.5K		60 24	 	<a href="#">Boost Post</a>

# Facebook Highlights | December



**Visit Bastrop**

Published by Ashton LaFuente [?] - December 1, 2017 · 🌐



Start the holiday season with SNOW! That's right, REAL SNOW! Grab the family and head out to Bastrop for this weekend's SNOW Day in Downtown Bastrop! <http://bit.ly/2i53lrM>



👤 2,249 people reached

[Boost Post](#)

👍 Like    💬 Comment    ➦ Share



👍❤️ Deanna Britt, Connie Schroeder and 13 others

[Top Comments](#) ▾



**Visit Bastrop**

Published by Ashton LaFuente [?] - December 2, 2017 · 🌐



Good Morning, Sunshine! <http://bit.ly/2kfy27g>



👤 534 people reached

[Boost Post](#)

👍 Like    💬 Comment    ➦ Share



👍❤️😱 Deanna Britt, Sylvia Alexander and 8 others

1 Share





# Facebook Highlights | December, cont.



Visit Bastrop

Published by Ashton LaFuente [?] · December 4, 2017 ·

It's time to dust off those ugly Christmas sweaters for this years holiday themed pub crawl! Grab your tickets, its going to be a holly, jolly time!  
<http://bit.ly/2j7351G>



1,981 people reached

Boost Post



Visit Bastrop

Published by Ashton LaFuente [?] · December 6, 2017 ·

Take a journey through the past as you admire a collection of Bastrop's finest historic homes during the Lost Pines Christmas - Holiday Homes Tour. Details: <http://bit.ly/2AUpae3>



567 people reached

Boost Post

Like Comment Share

Deanna Britt, Pam Kier and 7 others



# Facebook Highlights | December, cont.



Visit Bastrop

Published by Ashton LaFuente [?] · December 6, 2017 ·

We're feeling merry & bright for this weekend's Lighted Christmas Parade, part of Downtown Bastrop's Lost Pines Christmas celebration! Join is for a tree lighting ceremony, transformation of the River of Lights and more SNOW! #mybastrop <http://bit.ly/2zZMqqs>



1,036 people reached

Boost Post

Like Comment Share



Visit Bastrop

Published by Ashton LaFuente [?] · December 7, 2017 ·

We're live at Hyatt Regency Lost Pines Resort and Spa talking about our month long Lost Pines Christmas celebration with Walt Maciborski, CBS Austin and our beloved Mayor Connie Schroeder! City of Bastrop TX - City Hall



730 people reached

Boost Post

Like Comment Share

Tana N Grizz, Hyatt Regency Lost Pines Resort and Spa and 9 others





# Facebook Highlights | December, cont.

 Visit Bastrop is at  Downtown Bastrop. Published by Ashton LaFuenta [?] · December 8, 2017 · Bastrop · 

'Tis the season for a Texas snow! 🌨️: Colin Guerra



 1,169 people reached

[Boost Post](#)

 Like  Comment  Share 

   Rona Roni, Debbie Carr Philippi and 39 others

1 Share

 Visit Bastrop is at  Downtown Bastrop. Published by Ashton LaFuenta [?] · December 9, 2017 · Bastrop · 

There's a TON of festive fun happening in Bastrop this weekend - but don't forget about the Inaugural Lost Pines Cookie Crawl on December 23rd - this one is just for the kiddos! Details: <http://bit.ly/2BcBAyx>



 849 people reached

[Boost Post](#)

 Like  Comment  Share 

  Riki Johnson Atkins, Kristel Gudmestad Nichols and 3 others

[Top Comments](#) ▾



# Facebook Highlights | December, cont.



**Visit Bastrop**

Published by Ashton LaFuente [?] - December 10, 2017 - Bastrop - 🌐

Last night's Lighted Christmas Parade was beautiful! #bastroptx #mybastrop



📍 Your video is popular in [Texas](#)

[Boost Post](#)

711 Views

👍 Like    💬 Comment    ➦ Share

👤 Benjie Hernandez, Debbie Carr Philippi and 23 others

Top Comments ▾



**Visit Bastrop** shared City of Bastrop TX - City Hall's video.

Published by Ashton LaFuente [?] - December 11, 2017 - 🌐

Come and check out this year's Lost Pines Christmas River of Lights in Downtown Bastrop! #bastroptx



4,265 Views

[City of Bastrop TX - City Hall](#)

December 10, 2017 - 🌐

There is still plenty of time to check out this year's Lost Pines Christmas River of Lights and Downtown Bastrop Main Street lighting!

📍 Your video is popular in [Texas](#)

[Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Brigitte Kupfer, Helen Devries and 18 others

Top Comments ▾



# Facebook Highlights | December, cont.



**Visit Bastrop** shared Downtown Bastrop's post — with Sarah Main Street

Published by Ashton LaFuente [?] · December 12, 2017 ·

We couldn't be more thrilled for Downtown Bastrop! Congrats on making it to the top 10 of The Small Business Revolution! We love Bastrop because of those who work in our community who are able to make amazing things like this happen! #myBastrop



**Downtown Bastrop**  
December 12, 2017 ·

We are over the moon excited to make it to the Top 10- The Small Business Revolution! We can't wait to host the Deluxe Corporation in Bastrop!

529 people reached

Boost Post

Like Comment Share

Tana N Grizz, Dale Lockett and 7 others



**Visit Bastrop** shared Bastrop Music Festival's post

Published by Ashton LaFuente [?] · December 15, 2017 ·

Four-day passes to the Bastrop Music Festival are on sale NOW. Early bird pricing starts at just \$33! This event is set to take center stage on May 17 - 20 in Downtown Bastrop! #BastropTX #mybastrop



**Bastrop Music Festival**  
December 12, 2017 ·

Four-day passes for the inaugural Bastrop Music Festival (May 17-20) are on sale now at [www.bastropmusicfestival.com](http://www.bastropmusicfestival.com). The early bird price is only \$33, includin... See More

1,330 people reached

Boost Post





# Instagram Highlights | December



visitbastroptx • Following

visitbastroptx Happening now: First Friday Art Walk - Christmas Edition - in @downtownbastroptx. Peruse local artwork, enjoy boutique shopping, good food, live music and more!

#visitbastroptx #experience #texastodo #do512 #livemusic #downtown #firstfriday #artwalk

leslie\_atxrealtor Watched the glass blowing @neighbors\_tx. So much fun!



23 likes

DECEMBER 1, 2017

Add a comment...



# Instagram Highlights | December



visitbastrop tx • Following

visitbastrop tx Enjoying the River of Light on this crisp December night!  
@downtownbastrop tx

#visitbastrop tx #coloradoriver  
#christmaslights #do512 #riverwalk #escape  
#explore #mybastrop



36 likes

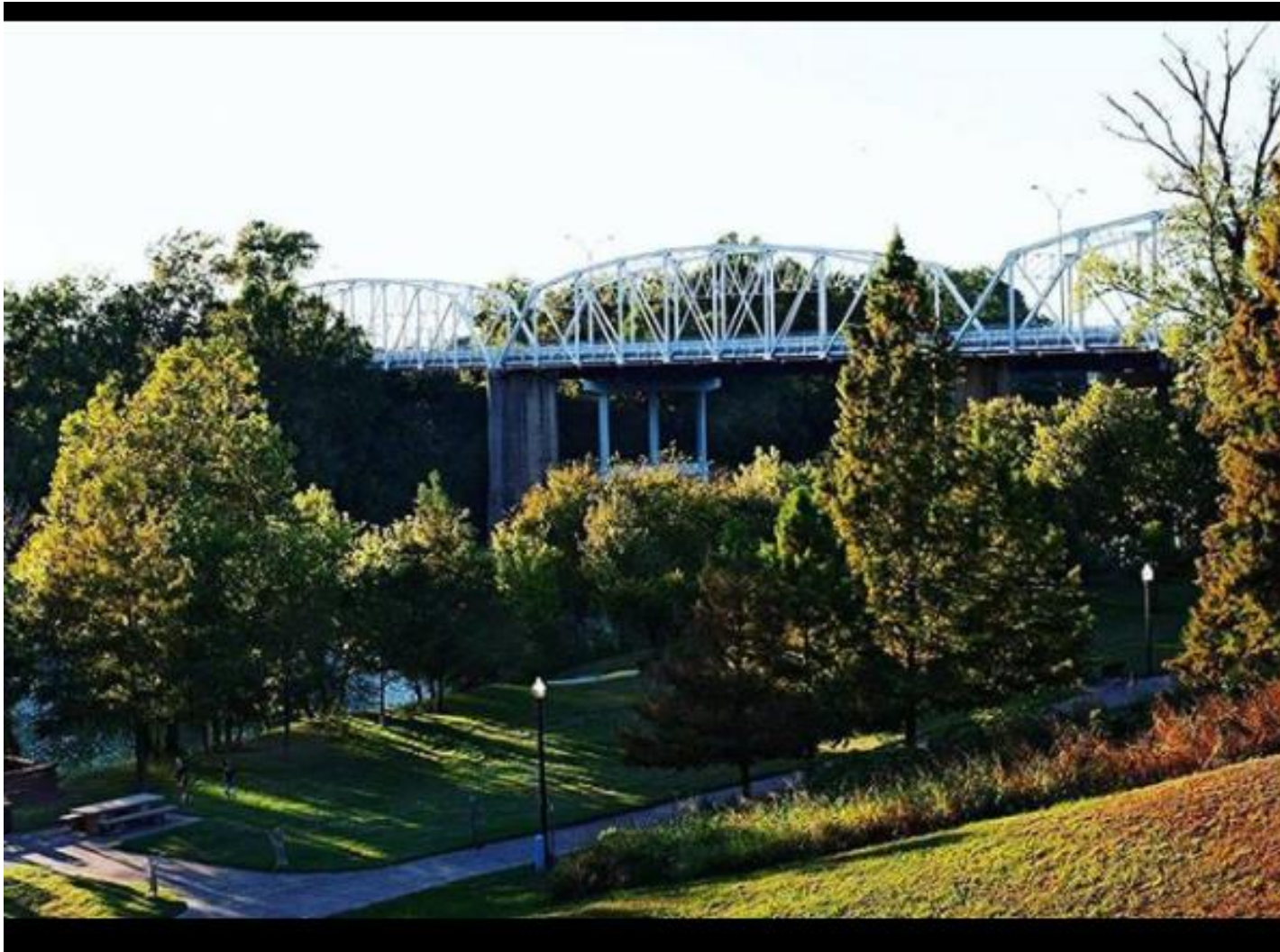
DECEMBER 15, 2017

Add a comment...





# Instagram Highlights | December



visitbastropTX • Following

visitbastropTX We hope a visit to #BastropTX makes your 2018 to-do list! Cheers to the new year friends!

#2018 #Bastrop #destination #escape #disconnect #explore #512 #smalltown #texas #mybastrop



27 likes

DECEMBER 31, 2017

Add a comment...





# Strategic Marketing Initiatives

## Lost Pines Christmas

We partnered with the Main Street Program as well as CBS Austin to support Bastrop's month-long Lost Pines Christmas Celebration. Our efforts included Billboards as well as paid social media promotion. Bastrop was featured on "My Hometown" to highlight the holiday events. 42+ :15 second promo features, a two-minute teaser and live hits on the December 7 (5 & 6:30) news with Mayor Connie Schroeder.

## 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. We're happy to report 22 tickets have been purchased which is pretty good considering Bastrop Music Festival has only pushed out one promoted post.

## 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. Visit Bastrop has provided Tough Mudder with the digital assets needed to get our information loaded to their websites. The Tough Mudder websites are being re-designed so we will be working with their marketing teams to be certain that Bastrop's info be easy to search for, and find. We are also looking into other avenues for Visit Bastrop to be represented during this event.

## Website:

Working continuously with SimpleView to tweak, revise and refine this information based off of user experience, feedback etc. A large focus on the calendar of events for 2018, with over 180 new and reoccurring events on the calendar, so far.

## Brand Development

We have a request for proposal listed on our website for brand work.

## Social Media

We are using Facebook as our main source of social media at this time. We have used this platform to promote the special events happening around the holidays in Bastrop. As we head into the new year, we will be working to acquire fresh imagery and content to begin using on Facebook as well as tapping into the Instagram world. We will shift our focus from highlighting special events, to focus more on the hidden gems, perks and experiences one might find in Bastrop.