



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

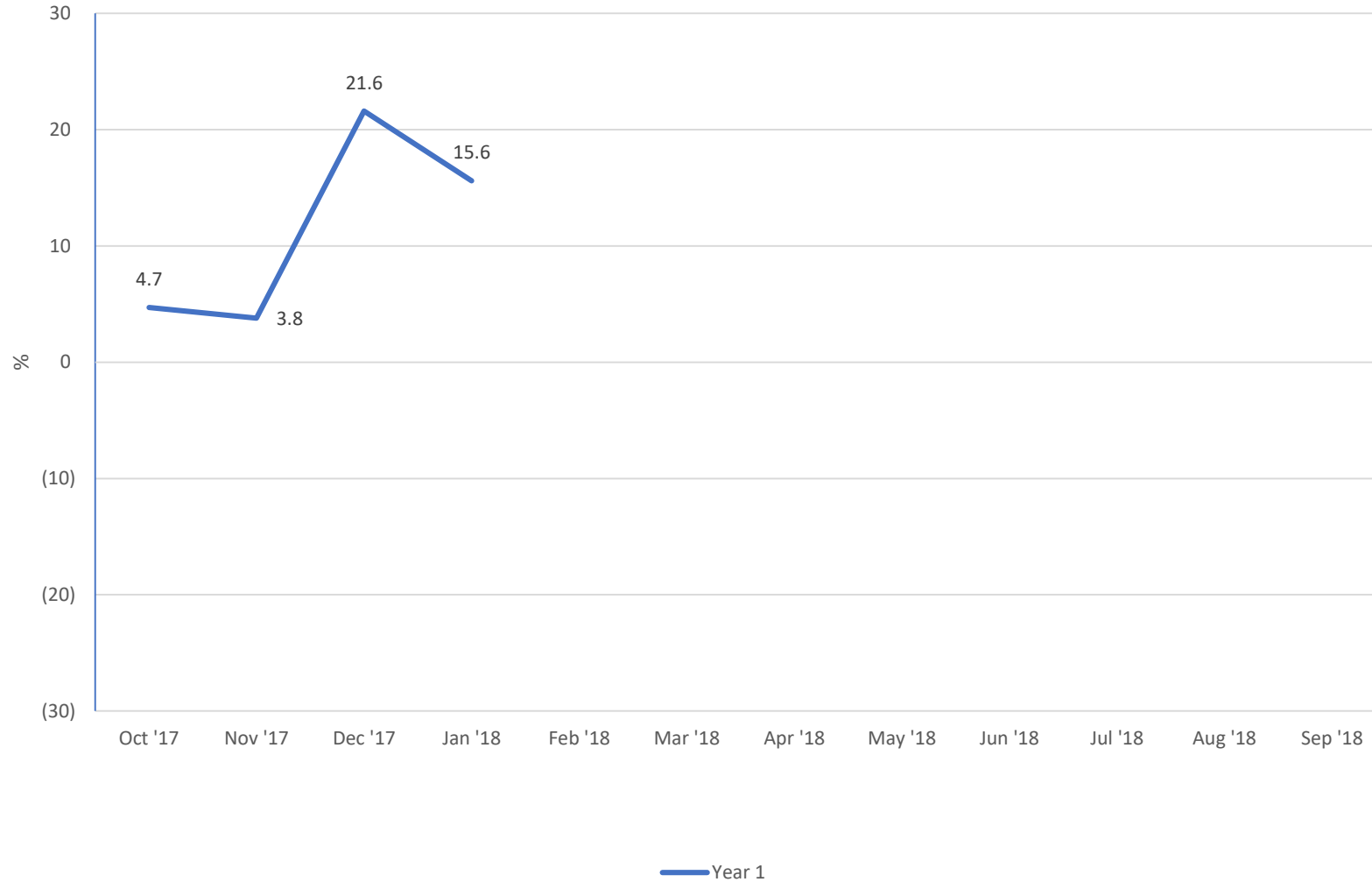
**Visit Bastrop  
President's Report  
February 2018**



## Lodging Industry Report

	January '18						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
<b>Bastrop</b>	43.9	15.6	76.23	0.4	16.0	15.6	43.9	15.6	76.23	0.4	16.0	15.6
<b>1</b>	47.0	7.8	82.88	13.1	21.9	20.1	47.0	7.8	82.88	13.1	21.9	20.1
<b>2</b>	41.2	-12.6	75.19	-0.3	-12.8	-12.6	41.2	-12.6	75.19	-0.3	-12.8	-12.6
<b>3</b>	42.0	12.5	87.80	-2.0	10.2	13.0	42.0	12.5	87.80	-2.0	10.2	13.0
<b>4</b>	44.8	12.2	93.72	1.8	14.3	12.2	44.8	12.2	93.72	1.8	14.3	12.2
<b>5</b>	40.2	-4.4	84.02	-2.7	-6.9	4.4	40.2	-4.4	84.02	-2.7	-6.9	4.4
<b>6</b>	54.3	-5.2	109.27	3.6	-1.7	-3.8	54.3	-5.2	109.27	3.6	-1.7	-3.8
<b>7</b>	64.4	-0.9	140.15	1.8	0.9	3.2	64.4	-0.9	140.15	1.8	0.9	3.2
<b>8</b>	60.4	-2.5	111.12	-3.4	-5.8	8.2	60.4	-2.5	111.12	-3.4	-5.8	8.2
<b>9</b>	45.4	-3.4	88.42	0.7	-2.6	15.9	45.4	-3.4	88.42	.7	-2.6	15.9
<b>Average</b>	48.4	1.9	94.90	1.3	3.4	7.6	48.4	1.9	94.9	1.3	3.35	7.62

### Hotel Occupancy Monthly Percent Change Year Over Year





# Convention Sales

## Room Nights Booked- Fiscal Year to Date

	Convention Center	Hyatt	Other	Total
<b>FYTD Room Nights</b>		1044	308	1352

## Definite Future Room Night Bookings– February

Number of Definite Bookings		Total Room Night Production	Total Attendance	Economic Impact*
Originated	-	No Decisions This Month	-	-
Assisted	-	No Decisions This Month	-	-

## Lead Production - February

Number of Leads Sent	Total Room Night Potential	Total Attendance
1	970	400

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

# Convention Sales Initiatives

## Tradeshow/Industry Meetings:

- January 29-Feb 2 Religious Conference Managers Association- Emerge 2018 Conference
- February 27 Texas Assn. of Convention & Visitor Bureaus Board Meeting

## Local Events Attended:

- February 10 Meat, Eat, & Greet at Texas Boot Company
- February 13 Small Business Revolution (Top 5) Watch Party
- February 13-20 Assisted with multiple Small Business Revolution activities
- February 16 Attended & Emceed Chamber Banquet
- February 17 Main Street's 80's Pub Crawl
- February 20 Small Business Revolution Announcement Party
- February 24 Empty Bowl Project

## Meetings/Appointments:

- February 7 Regional Collaboration Meeting with Marie Woodard- Georgetown CVB
- February 8 Hotel & Lodging Sales Meeting at Bastrop Opera House

## Upcoming Activities

- March 6-10 Christian Meetings & Conventions Association Annual Showcase



# MARKETING

## February Website Overview

Audience Overview ✓

SAVE EXPORT SHARE INTELLIGENCE

All Users  
100.00% Users

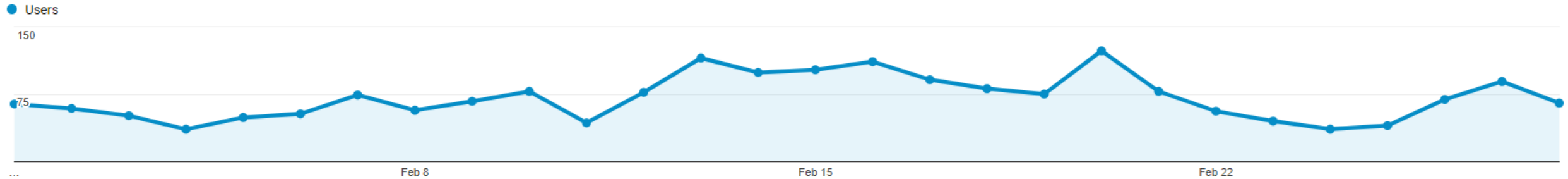
+ Add Segment

Feb 1, 2018 - Feb 28, 2018

Overview

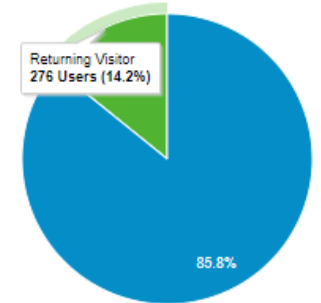
Users VS. Select a metric

Hourly Day Week Month



Users 1,747	New Users 1,670	Sessions 2,153	Number of Sessions per User 1.23	Pageviews 5,612	Pages / Session 2.61
Avg. Session Duration 00:02:37	Bounce Rate 44.12%				

New Visitor Returning Visitor



# February Website Overview

Organic Traffic Overview: In February 2018, visitbastrop.com had 1,268 organic sessions. This accounted for 59% of the total traffic. Since launching in November, organic traffic has continued to increase in both the number of sessions and the percentage of total traffic, each month.

- Homepage
- Texas Meet, Eat & Greet | Texas Boot Company
- Bastrop Music Festival

Top organic landing page for the month was the homepage. Additional top organic landing pages included the event listing for the Texas Meet, Eat & Greet and the Bastrop Music Festival.

## IndustryAverages

Engagement Metrics	Industry Average	VisitBastrop.com		% Difference
Total Pages Per Visit:	2.12	2.61	●	18.67%
Total Average Visit Duration:	0:01:55	0:02:37	●	26.77%
Total Bounce Rate:	54.77%	44.12%	●	-24.13%
Organic Pages Per Visit:	2.33	2.70	●	13.81%
Organic Average Visit Duration:	0:02:12	0:02:34	●	14.35%
Organic Bounce Rate:	48.50%	41.40%	●	-17.14%



# February Website Overview

Date: March 2, 2018  
 Client: Visit Bastrop  
 Date Range: February 1 - 28, 2018

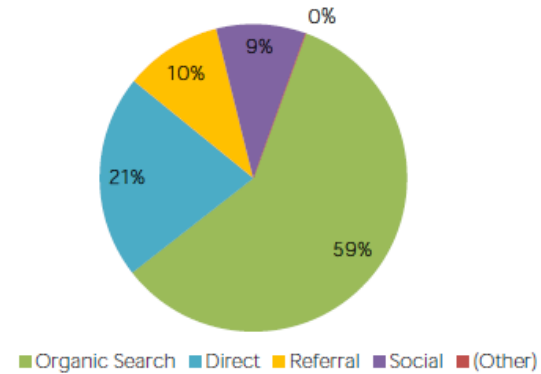


## Traffic Overview:

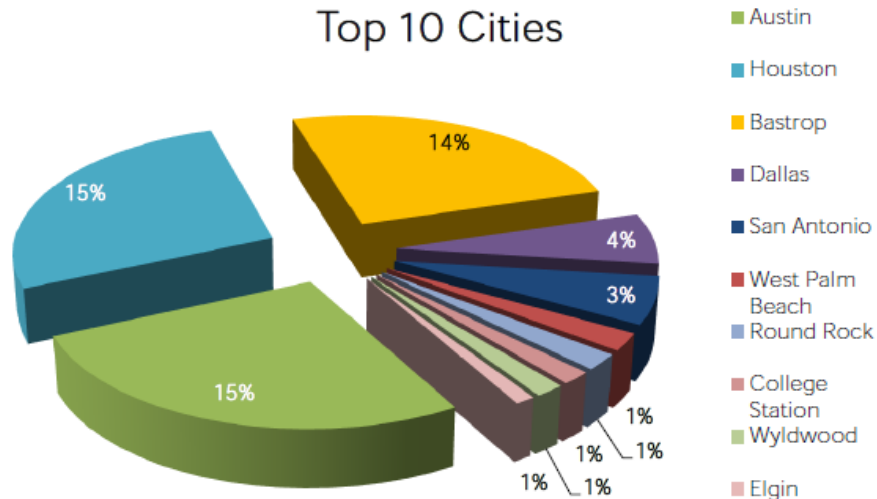
	Sep	Oct	Nov	Dec	Jan	Feb
Total Sessions			3,155	3,201	1,487	2,153
Users:			2,551	2,741	1,101	1,747
Bounce Rate:			66%	70%	49%	44%
Pageviews:			7,926	6,591	4,730	5,612
Avg Page per Session:			2.51	1.89	2.71	2.61
Avg Session Duration:			0:02:08	01:18	02:45	02:37
Total Organic Search Traffic:			399	582	729	1,268
% of Traffic From Organic Search:			13%	18%	49%	59%
Entry Pages From Search:			36	80	105	109

Note: Site launched 11/8/17

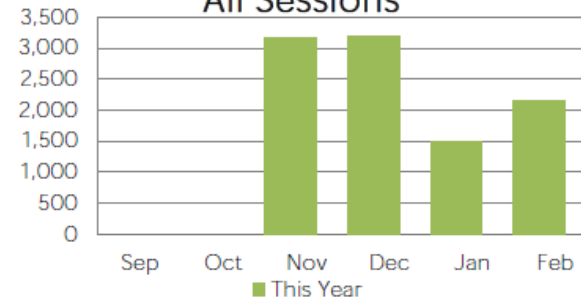
## Traffic Sources



## Top 10 Cities



## All Sessions



## Top Social Networks:

Source	Sessions	Avg. Time on	Pages per
Facebook	184	0:00:55	1.55
paper.li	11	0:05:34	1.35
Twitter	4	0:00:00	1.00
Instagram	3	0:08:15	3.00





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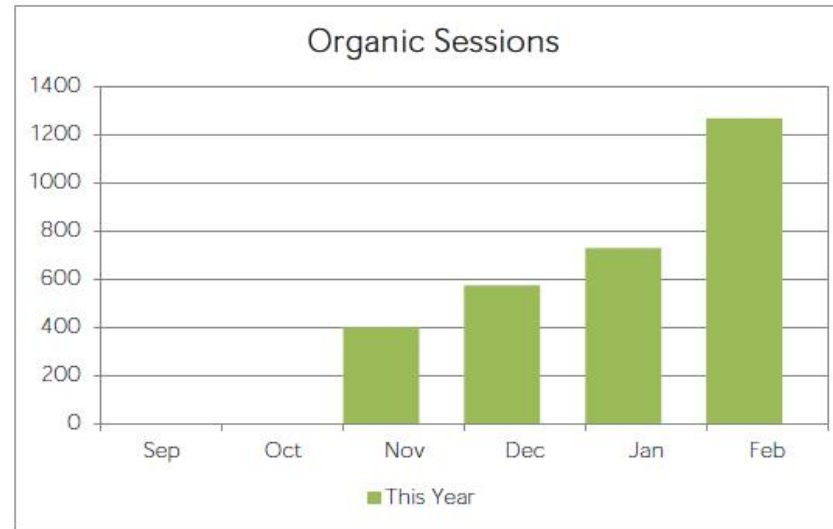


## OrganicSearchTraffic:

Organic Traffic		% of Total Site Traffic
Sessions	1,268	58.89%

Organic Engagement compared to Site Engagement		
Pageviews per Session	2.70	3.72%
Average Session Duration	0:02:34	-1.86%
New Sessions	76.89%	-0.87%
Bounce Rate	41.40%	-6.17%

Search Engine	Sessions	Percent
google	1,130	89.12%
bing	71	5.60%
yahoo	67	5.28%
Totals	1,268	100.00%



Search Console Queries	Clicks	Impressions	CTR
bastrop tx	165	11,342	1.45%
bastrop texas	120	5,315	2.26%
visit bastrop	79	92	85.87%
bastrop	67	5,610	1.19%
#mybastrop	31	228	13.60%
bastrop music festival	22	103	21.36%
mybastrop	20	82	24.39%
bastrop, tx	15	865	1.73%
bastrop music festival 2018	9	93	9.68%
bastrop, texas	8	275	2.91%

Landing Page	Sessions	Percent
/	660	52.05%
/event/texas-legends-meat-eat-&-greet-at-texas-boot-company/62/	93	7.33%
/about/mybastrop-movement/	87	6.86%
/event/bastrop-music-festival/38/	83	6.55%
/play/calendar/	27	2.13%
/event/80s-pub-crawl/48/	24	1.89%
/about/history/county-history/	11	0.87%
/play/downtown-bastrop/	10	0.79%
/play/outdoor-activities/	9	0.71%
/contact-us/	8	0.63%



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## Demographics&Interests

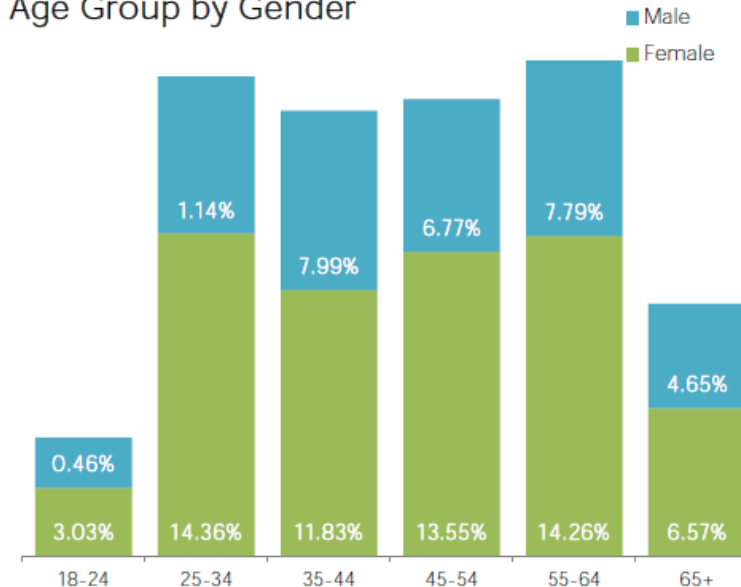
### AffinityCategories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	696
News & Politics/News Junkies/Entertainment & Celebrity News Junkies	604
Shoppers/Value Shoppers	546
Media & Entertainment/Book Lovers	528
Banking & Finance/Avid Investors	496
Lifestyles & Hobbies/Family-Focused	479
Travel/Travel Buffs	439
Lifestyles & Hobbies/Pet Lovers	434
Shoppers/Bargain Hunters	430
Lifestyles & Hobbies/Shutterbugs	423

### OtherCategories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	332
News/Weather	270
Food & Drink/Cooking & Recipes	230
Real Estate/Real Estate Listings/Residential Sales	160
Sports/Team Sports/American Football	144
Shopping/Mass Merchants & Department Stores	131
News/Politics	119
Internet & Telecom/Email & Messaging	112
Arts & Entertainment/TV & Video/Online Video	107
Travel/Air Travel	101

## Age Group by Gender



**Affinity Categories** broaden the scope to identify users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined in a similar way to TV audiences, and represent an opportunity to understand the behavior of your audience.




**Other Categories** are used to classify groups of users based on the specific content they consume, along with how recently and frequently they consume that content. This category data provides a more focused view of your users, and lets you analyze behavior more narrowly than Affinity Categories.

\* Per Google



# Facebook Overview: February

## Facebook Activity Overview

 <b>585,456</b> Impressions	 <b>8,550</b> Engagements	 <b>5,548</b> Clicks
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Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>44,609</b>
Paid Likes	113
Organic Likes	338
Unlikes	159
Net Likes	292

Publishing Metrics	Totals
Photos	15
Videos	15
Posts	34
Notes	–
<b>Total Posts</b>	<b>64</b>

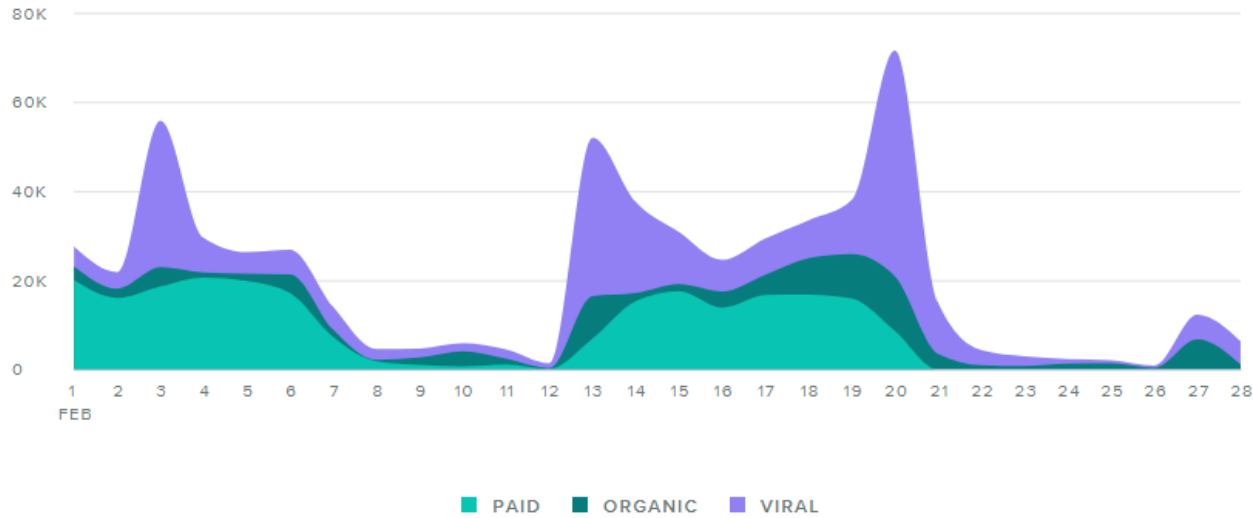


# Facebook Overview: February



## Facebook Impressions

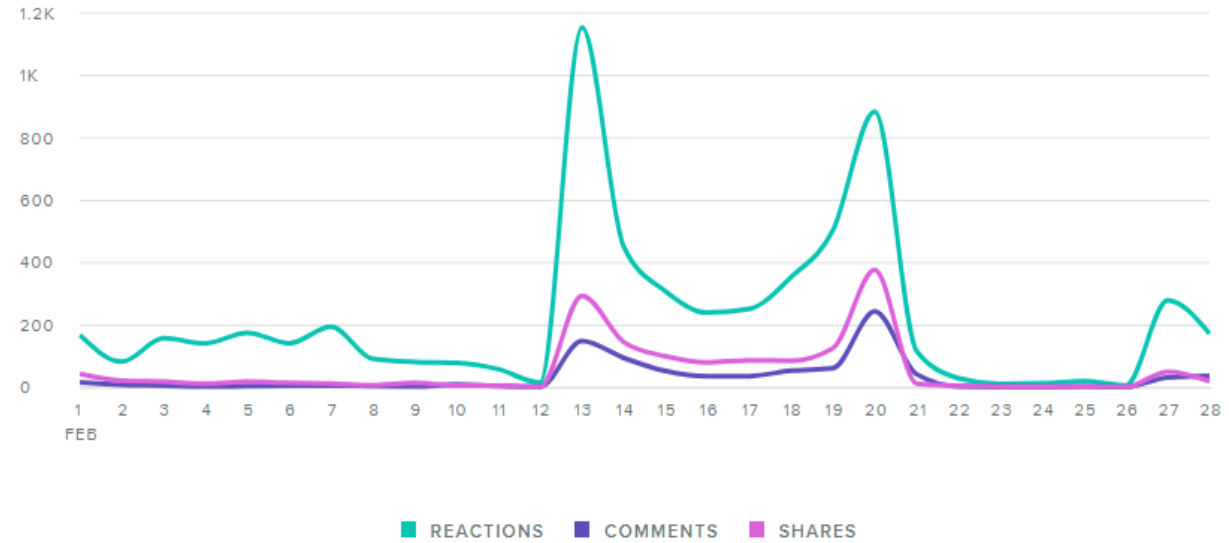
PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	92,034
Viral Impressions	258,054
Paid Impressions	235,368
<b>Total Impressions</b>	<b>585,456</b>
<b>Average Daily Users Reached</b>	<b>14,780</b>

## Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY





Action Metrics	Totals
Reactions	6,135
Comments	885
Shares	1,530
<b>Total Engagements</b>	<b>8,550</b>


# Facebook Overview: February

02/20/2018 2:04 pm		While everyone is voting their little hearts out for Bastrop -			1.9K		157 33		<a href="#">Boost Post</a>
02/20/2018 1:32 pm		Visit Bastrop shared Brenda Abbott's post.			692		15 10		<a href="#">Boost Post</a>
02/20/2018 1:22 pm		Visit Bastrop shared Dale Lockett's post.			568		18 5		<a href="#">Boost Post</a>
02/20/2018 12:49 pm		These stat's alone are just on e example of the potential Ba			29.7K		4.4K 958		<a href="#">Boost Post</a>
02/20/2018 8:39 am		Hey, hey friends! Today's the LAST day today submit your			11.9K		1.1K 360		<a href="#">Boost Post</a>
02/19/2018 5:16 pm		Alright, folks! The last day of r esults are IN! This is the final			2.7K		273 25		<a href="#">Boost Post</a>
02/19/2018 1:05 pm		Don't stop believin' y'all! We've e got TWO more days to cha			1.1K		75 8		<a href="#">Boost Post</a>
02/19/2018 9:33 am		We're comin' at cha LIVE fro m Copper Shot Distillery this			4.7K		427 210		<a href="#">Boost Post</a>
02/19/2018 8:15 am		Kickin' off Monday morning wi th fashion show on the Old Ir			1.2K		158 62		<a href="#">Boost Post</a>
02/13/2018 8:50 am		Check out that reaction! <3 B astrop has made the TOP 5! I			37.7K		5.8K 1.8K		<a href="#">Boost Post</a>
02/13/2018 6:29 am		We're live at the #smallbusine ssevolution watch party in #			1.3K		94 50		<a href="#">Boost Post</a>


# Instagram Overview: February

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 Visit Bastrop (Business)	294	100.0%	69	24	8	837	34.9	2.85


 visitbastroptx

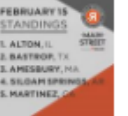
 @ziplostpines #mybastrop --- 55 2 23.75%

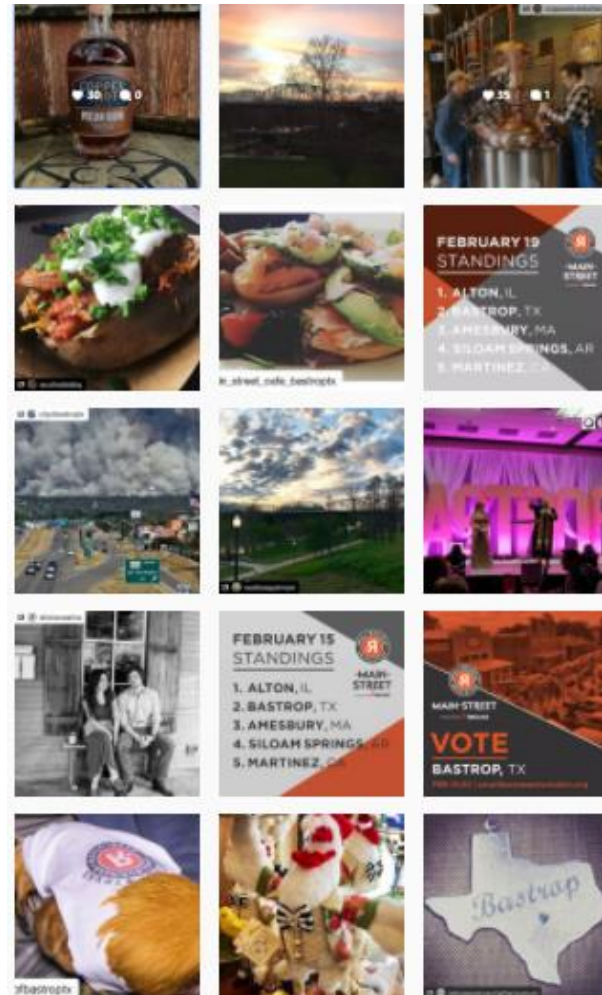
Need Valentine's Day plans? 🍷🍷 How about you come and PLAY with us this Saturday for our first Sunset Zip & Sip event! We'll also be sampling some wines from Colorado River Winery so you won't want to miss this.

 visitbastroptx

 Thank you @rwethereyetmom for supporting Bastrop and the @smallbusinessrevolution! We hope to have the opportunity to welcome you back to our neck of the woods again soon!

 visitbastroptx

 Alright, y'all! The first update is in and Bastrop is in the #2 position. We didn't come this far to sell ourselves short. Engage your friends and family and encourage them to support #MyBastrop and the @smallbusinessrevolution! [Voting link in bio]





## Strategic Marketing Initiatives

Branding Process: The Visit Bastrop Marketing Committee has narrowed down the responses to our Branding RFP to one finalist, after reviewing video submissions from three finalists. The committee will be presenting their recommendation at the March Board meeting and if approved by the Board, the branding process will begin in April and is expected to be finished in August. During the research phase, strategic stakeholder input (City, BEDC, Chamber and others) will be engaged.

Bastrop Music Festival: We're about two months out from the event and lining up our media exposure to run in-sync with Texas Music Magazine's promotion of the festival. Full pages ads will be featured in San Antonio Magazine (March, April & May) as well as Austin Monthly Magazine (April & May), a two-page spread in the spring issue of Texas Music Magazine and editorial content in their spring issue. Digital advertising and social promotion will be a big focus from now until the event.

Tough Mudder: With just over two months to go we have strong marketing in place to reach registrants in their planning stages including our presence on the TM website. We have crafted a two-page overview of our destination highlighting the various outdoor activities, shopping, restaurants, experiences and included a "Tough Mudder Freebies/Deals" where participants are offered discounts on grub and goodies for flaunting their TM headbands. This overview will be included in the Virtual Event Bag that participants will receive upon registering for the event.