



VISIT BASTROP
www.visitbastrop.com

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



Lodging Industry Report

| | December '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 | 51.0 | 21.6 | 79.40 | 1.2 | 23.1 | 21.6 | 58.0 | 1.4 | 86.58 | -0.8 | 0.6 | 1.4 |
| | | | | | | | | | | | | |
| 1 | 46.0 | 22.2 | 79.59 | 8.5 | 32.5 | 36.1 | 55.1 | 10.6 | 84.54 | 1.2 | 11.9 | 18.9 |
| 2 | 42.2 | -3.7 | 74.86 | 2.9 | -1.0 | -3.7 | 55.5 | 5.5 | 81.77 | 3.6 | 9.3 | 5.5 |
| 3 | 44.0 | 6.4 | 89.88 | 1.7 | 8.2 | 7.0 | 57.9 | 6.7 | 111.02 | -4.2 | 2.2 | 6.9 |
| 4 | 52.5 | 3.1 | 107.69 | 5.0 | 8.3 | 3.1 | 58.7 | 3.8 | 111.06 | 0.4 | 4.2 | 3.8 |
| 5 | 43.7 | -5.5 | 88.05 | 1.4 | -4.2 | 3.2 | 57.5 | -4.8 | 98.21 | 0.4 | -4.5 | 1.0 |
| 6 | 56.4 | -0.8 | 105.87 | 2.1 | 1.3 | 0.5 | 66.1 | 0.3 | 113.08 | 3.0 | 3.2 | 1.7 |
| 7 | 59.0 | 6.2 | 122.02 | 3.0 | 9.4 | 11.1 | 74.4 | 0.1 | 148.83 | 0.4 | 0.5 | 5.0 |
| 8 | 55.2 | 3.5 | 106.35 | -1.4 | 2.1 | 13.1 | 72.9 | 0.4 | 131.11 | -3.1 | -2.6 | 7.4 |
| 9 | 42.8 | -7.8 | 94.29 | -1.4 | -9.1 | 9.5 | 58.8 | -0.1 | 101.51 | -1.3 | -1.4 | 9.3 |
| Average | 49.3 | 4.6 | 94.80 | 2.3 | 7.1 | 10.1 | 61.5 | 2.4 | 106.80 | 0.0 | 2.3 | 6.1 |



Convention Sales

Room Nights Booked- Fiscal Year to Date

| | Convention Center | Hyatt | Other | Total |
|------------------|-------------------|-------|-------|-------|
| FYTD Room Nights | | 1044 | 248 | 1292 |

Definite Future Room Night Bookings– January

| Number of Definite Bookings | | Total Room Night Production | Total Attendance | Economic Impact* |
|-----------------------------|---|-----------------------------|------------------|------------------|
| Originated | | | | |
| Assisted | 3 | 1085 | 575 | \$338,577.62 |

Lead Production - January

| Number of Leads Sent | | Total Room Night Potential | Total Attendance |
|----------------------|--|----------------------------|------------------|
| 8 | | 2392 | 1570 |

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

Convention Sales Initiatives

Tradeshow/Industry Meetings:

- 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

Local Events:

- January 3 Chamber Luncheon- Regional Transportation Update
- January 12 Hospitality Training Discussion with Kaye Sapikas from the Museum & Visitor Center
- January 19 Breakfast Bites- *Maximizing Business During Special Events*

Meetings/Appointments:

- January 22 Meeting with Alan Bradley- Bradley Event Housing
- January 29 Meeting with Holiday Inn Express Owner & GM, Partner Extranet Training

Upcoming Activities





March 6-9 Christian Meetings & Conventions Assn Annual Conference & Tradeshow



MARKETING

January Website Overview

Audience Overview

 SAVE  EXPORT  SHARE  INTELLIGENCE

Jan 1, 2018 - Jan 31, 2018 









All Users
100.00% Users

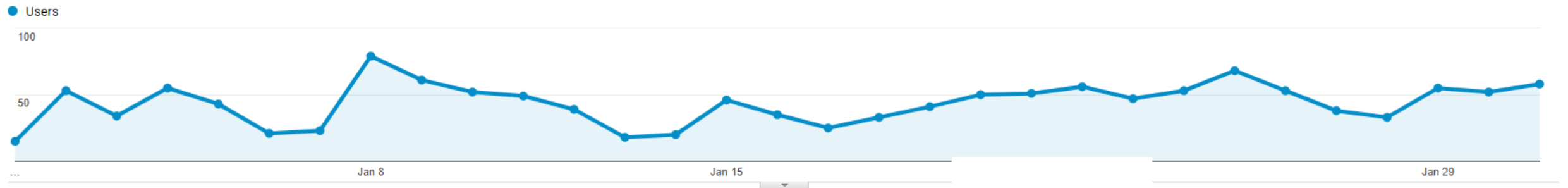


+ Add Segment

Overview

Users  VS.  Select a metric

Hourly  Day  Week  Month 



Users

1,132

New Users

1,060

Sessions

1,577

Number of Sessions per User

1.39

Pageviews

4,730

F

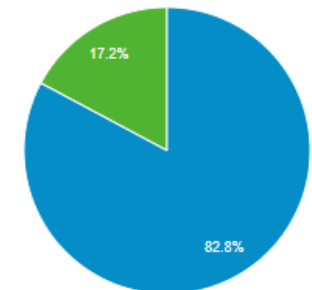
Avg. Session Duration

00:02:55

Bounce Rate

47.43%

■ New Visitor ■ Returning Visitor



January Website Overview

Organic Traffic Overview: In January 2018, Visit Bastrop received 729 organic visitors to our website. This accounted for about 49% of our total traffic. There were about 1,487 sessions last month, excluding SimpleView traffic. Top organic pages were:

- Homepage (426 sessions)
- Bastrop Music Festival (31 sessions)
- RFP Page (25 sessions)

Call to action: The phrase “music festivals in Texas” receives an average of 5,400 monthly web searches. Since the site received traffic related to the Bastrop Music Festival, we have highlighted the event on the Festivals page as well as detailed description on our website as well the calendar of events. Dedicating a page to this will help Visit Bastrop capture some of that traffic.

IndustryAverages

| Engagement Metrics | Industry Average | VisitBastrop.com | % Difference | |
|---------------------------------|------------------|------------------|--------------|---------|
| Total Pages Per Visit: | 2.07 | 2.71 | ● | 23.62% |
| Total Average Visit Duration: | 0:01:53 | 0:02:45 | ● | 31.53% |
| Total Bounce Rate: | 54.38% | 48.69% | ● | -11.69% |
| Organic Pages Per Visit: | 2.21 | 2.91 | ● | 23.93% |
| Organic Average Visit Duration: | 0:02:04 | 0:02:33 | ● | 18.86% |
| Organic Bounce Rate: | 50.74% | 42.80% | ● | -18.56% |

January Website Overview

Date: February 8, 2018
Client: Visit Bastrop
Date Range: January 1 - 31, 2018

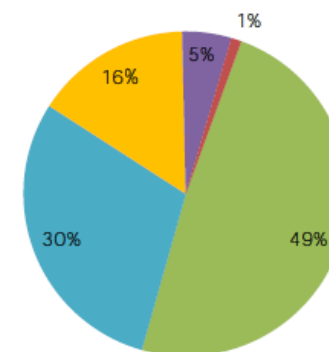


Traffic Overview:

| | Aug | Sep | Oct | Nov | Dec | Jan |
|-----------------------------------|-----|-----|-----|-------|-------|-------|
| Total Sessions | | | | 3,155 | 3,201 | 1,487 |
| Users: | | | | 2,551 | 2,741 | 1,101 |
| Bounce Rate: | | | | 66% | 70% | 49% |
| Pageviews: | | | | 7,926 | 6,591 | 4,730 |
| Avg Page per Session: | | | | 2.51 | 1.89 | 2.71 |
| Avg Session Duration: | | | | 02:08 | 01:18 | 02:45 |
| Total Organic Search Traffic: | | | | 399 | 582 | 729 |
| % of Traffic From Organic Search: | | | | 13% | 18% | 49% |
| Entry Pages From Search: | | | | 36 | 80 | 105 |

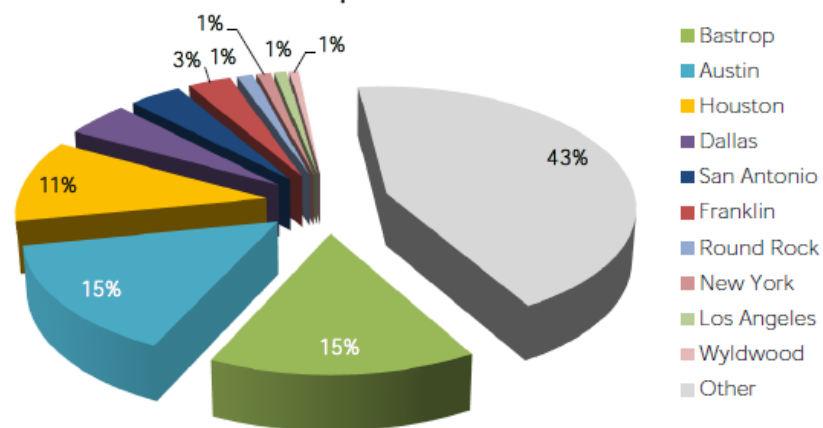
Note: Site launched 11/8/17

Traffic Sources

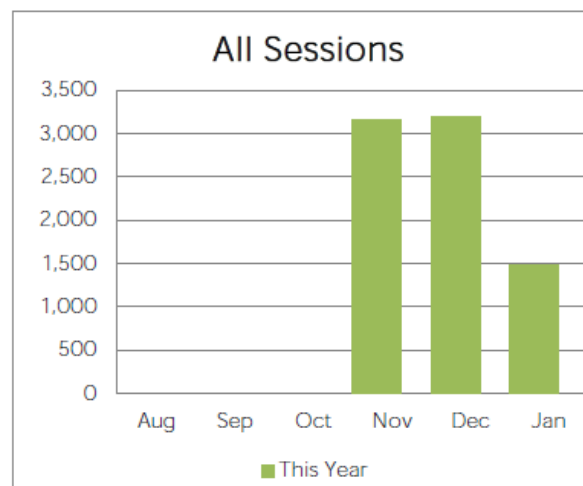


■ Organic Search ■ Direct ■ Referral ■ Social ■ (Other)

Top 10 Cities



All Sessions



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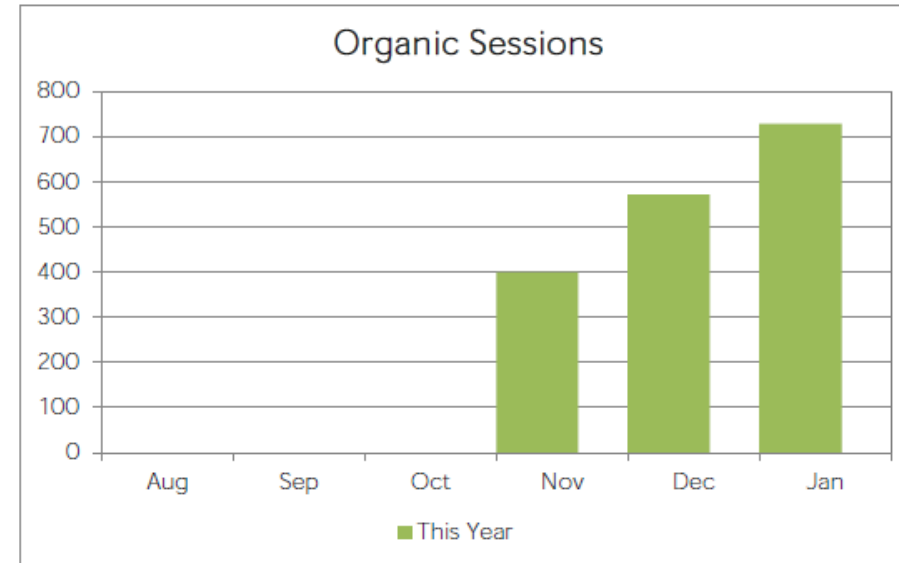
simpleview

OrganicSearchTraffic:

| Organic Traffic | % of Total Site Traffic | |
|-----------------|-------------------------|--------|
| Sessions | 729 | 46.23% |

| Organic Engagement compared to Site Engagemen | | |
|---|---------|---------|
| Pageviews per Session | 2.91 | -3.13% |
| Average Session Duration | 0:02:33 | -12.88% |
| New Sessions | 76.41% | 13.67% |
| Bounce Rate | 42.80% | -9.77% |

| Search Engine | Sessions | Percent |
|---------------|----------|---------|
| google | 627 | 86.01% |
| bing | 55 | 7.54% |
| yahoo | 46 | 6.31% |
| ask | 1 | 0.14% |



| Search Console Queries | Clicks | Impressions | CTR |
|-----------------------------|--------|-------------|--------|
| (other) | 231 | 8,679 | 2.66% |
| bastrop tx | 84 | 9,810 | 0.86% |
| visit bastrop | 70 | 99 | 70.71% |
| bastrop texas | 40 | 4,250 | 0.94% |
| bastrop | 39 | 5,254 | 0.74% |
| bastrop music festival | 8 | 53 | 15.09% |
| bastrop music festival 2018 | 8 | 39 | 20.51% |
| bastrop, tx | 6 | 791 | 0.76% |
| colorado river refuge | 5 | 34 | 14.71% |
| music festivals in texas | 5 | 175 | 2.86% |

| Landing Page | Sessions | Percent |
|-----------------------------------|----------|---------|
| / | 426 | 58.44% |
| /event/bastrop-music-festival/38/ | 31 | 4.25% |
| /rfp/ | 25 | 3.43% |
| /about/history/county-history/ | 11 | 1.51% |
| /careers/ | 11 | 1.51% |
| /play/calendar/ | 11 | 1.51% |
| /play/downtown-bastrop/ | 9 | 1.23% |
| /play/calendar/festivals/ | 8 | 1.10% |
| /event/gospel-music-concert/42/ | 7 | 0.96% |
| /event/the-austin-troubadours/35/ | 7 | 0.96% |

January Website Overview

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Demographics&Interests

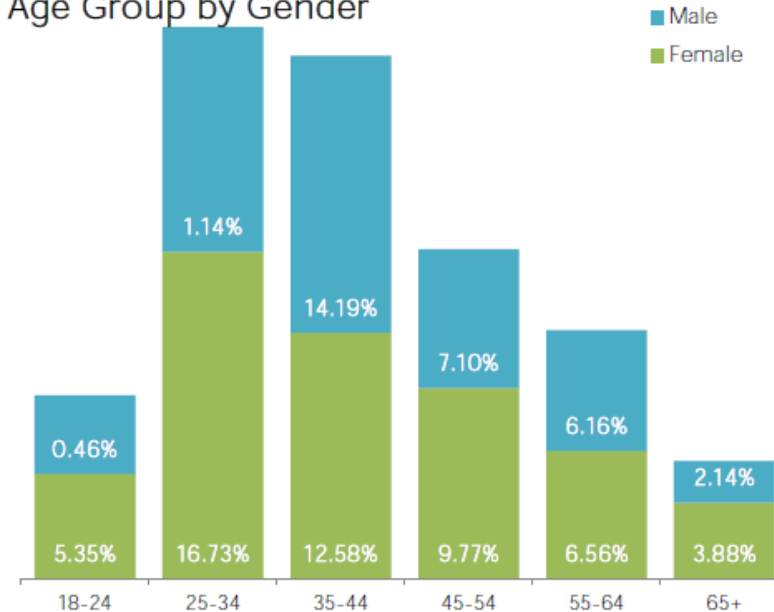
AffinityCategories:

| Top 10 Affinity Categories | Visits |
|---|--------|
| News & Politics/News Junkies/Entertainment & Celebrity News Junkies | 446 |
| Food & Dining/Cooking Enthusiasts/30 Minute Chefs | 435 |
| Sports & Fitness/Health & Fitness Buffs | 410 |
| Banking & Finance/Avid Investors | 407 |
| Travel/Travel Buffs | 395 |
| Shoppers/Value Shoppers | 388 |
| Lifestyles & Hobbies/Business Professionals | 380 |
| Lifestyles & Hobbies/Shutterbugs | 345 |
| Lifestyles & Hobbies/Art & Theater Aficionados | 341 |
| Media & Entertainment/Book Lovers | 323 |

OtherCategories:

| Top 10 Categories | Visits |
|--|--------|
| News/Weather | 206 |
| Arts & Entertainment/Celebrities & Entertainment News | 178 |
| Food & Drink/Cooking & Recipes | 129 |
| Shopping/Mass Merchants & Department Stores | 120 |
| Travel/Air Travel | 115 |
| Internet & Telecom/Email & Messaging | 112 |
| Reference/General Reference/Dictionaries & Encyclopedias | 111 |
| Sports/Team Sports/American Football | 110 |
| Arts & Entertainment/TV & Video/Online Video | 105 |
| News/Politics | 96 |

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

January Facebook Overview

Facebook Activity Overview

| | |
|--|---|
|  94,250 Impressions |  1,831 Engagements |
|--|---|

| Audience Growth Metrics | Totals |
|-------------------------|--------|
| Total Fans | 44,321 |
| Organic Likes | 150 |
| Unlikes | 145 |
| Net Likes | 5 |
| Publishing Metrics | Totals |
| Photos | 17 |
| Videos | 6 |
| Posts | 14 |
| Notes | – |
| Total Posts | 37 |

The number of posts you sent increased by

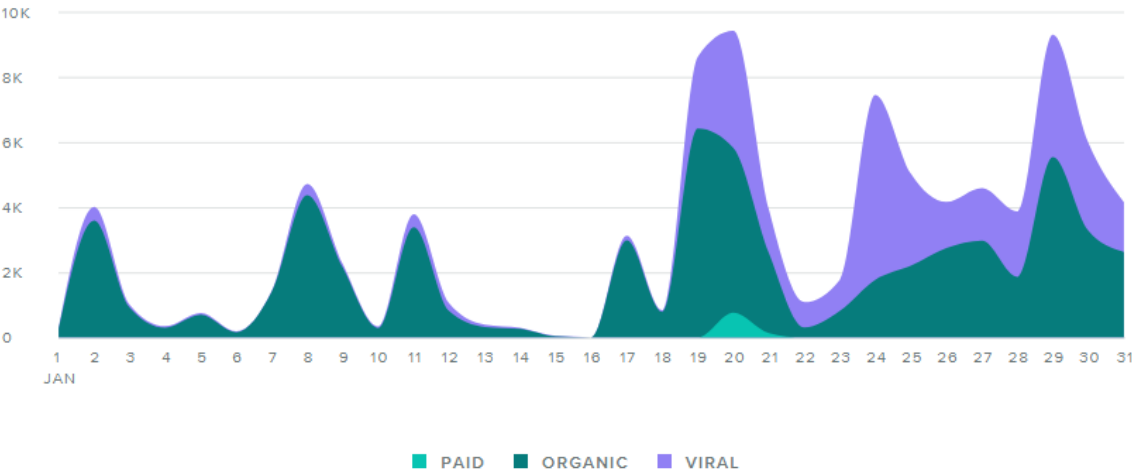
▲48.0%
since previous month

January Facebook Overview



Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics

Organic Impressions

Viral Impressions

Paid Impressions

Total Impressions

Average Daily Users Reached

Totals

60,755

32,593

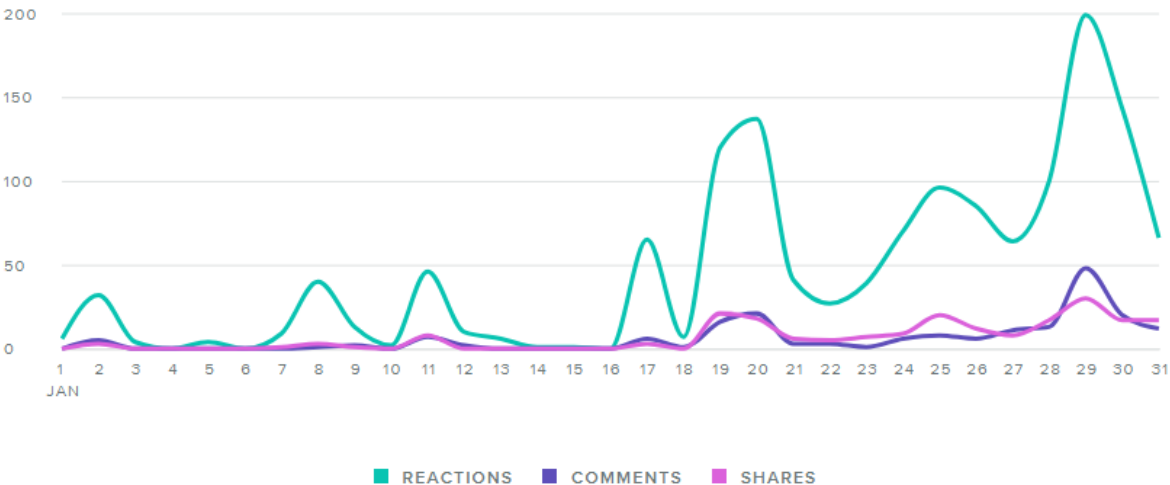
902

94,250

1,769

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics

Reactions

Comments

Shares

Total Engagements

Totals

1,433

192

206

1,831

Total Engagements increased by

+104.1%
since previous month

Instagram Overview: January



January Post = 18

TOTALS FOR CUSTOM RANGE

| | |
|------------|--------|
| Likes | 553 |
| Comments | 24 |
| Engagement | 15.29% |



visitbastroptx



Because you never know where you might spot #toads in #town! 🐸

45

6

22.97%

===
#mybastrop

#smallbusinessrevolution #art

#toadsintown #unique #fun

#scavengerhunt #bastroptx #visitbastrop

(Image) January 27, 2018 8:22 pm



visitbastroptx



Don't let another sun set on your chance to visit #MyBastrop!

46

4

22.52%

===

#smallbusinessrevolution

#mytown #hometown #sunset #nature

#disconnect #escape #explore

#BastropTX #VisitBastrop

(Image) January 25, 2018 7:28 pm



visitbastroptx



Breakfast, on point! 🍳🍳🍳

38

3

18.47%

===
#breakfast #brunch

#mybastrop

#smallbusinessrevolution

#mainstreet #mainstreetcafe #visitbastrop

#bastroptx

(Image) January 27, 2018 10:23 am





Strategic Marketing Initiatives

MyBastrop/Small Business Revolution: We've been monitoring the Small Business Revolution efforts closely, supporting the movement and watching for trends, changes and threats associated with the cause. We are posting across all of our social media channels, as well as activating our partners to assist in expanding the messaging. *Buc-ee's kiosk

Bastrop Music Festival

As of January, roughly 30 tickets have been pre-sold. Sales are expected to increase a few weeks out from the event, with a high percentage of walk-up attendees or day-of admission purchases. The Music festival has secured a social presence on Facebook (247 likes), Instagram (142 followers) and Twitter (14 followers). Performance line-up set to be released in mid-February.

Tough Mudder

Through our partnership with Tough Mudder, we are working to establish Bastrop as the preferred destination before, after and even during the event. Visit Bastrop has identified a few opportunities to reach these participants and encourage them to spend time and stay the night in Bastrop. We are creating a two-page highlight of Bastrop that will be featured in multiple e-mails throughout the customer journey, promoted through dedicated email, and delivered to each participant prior to the event.