



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

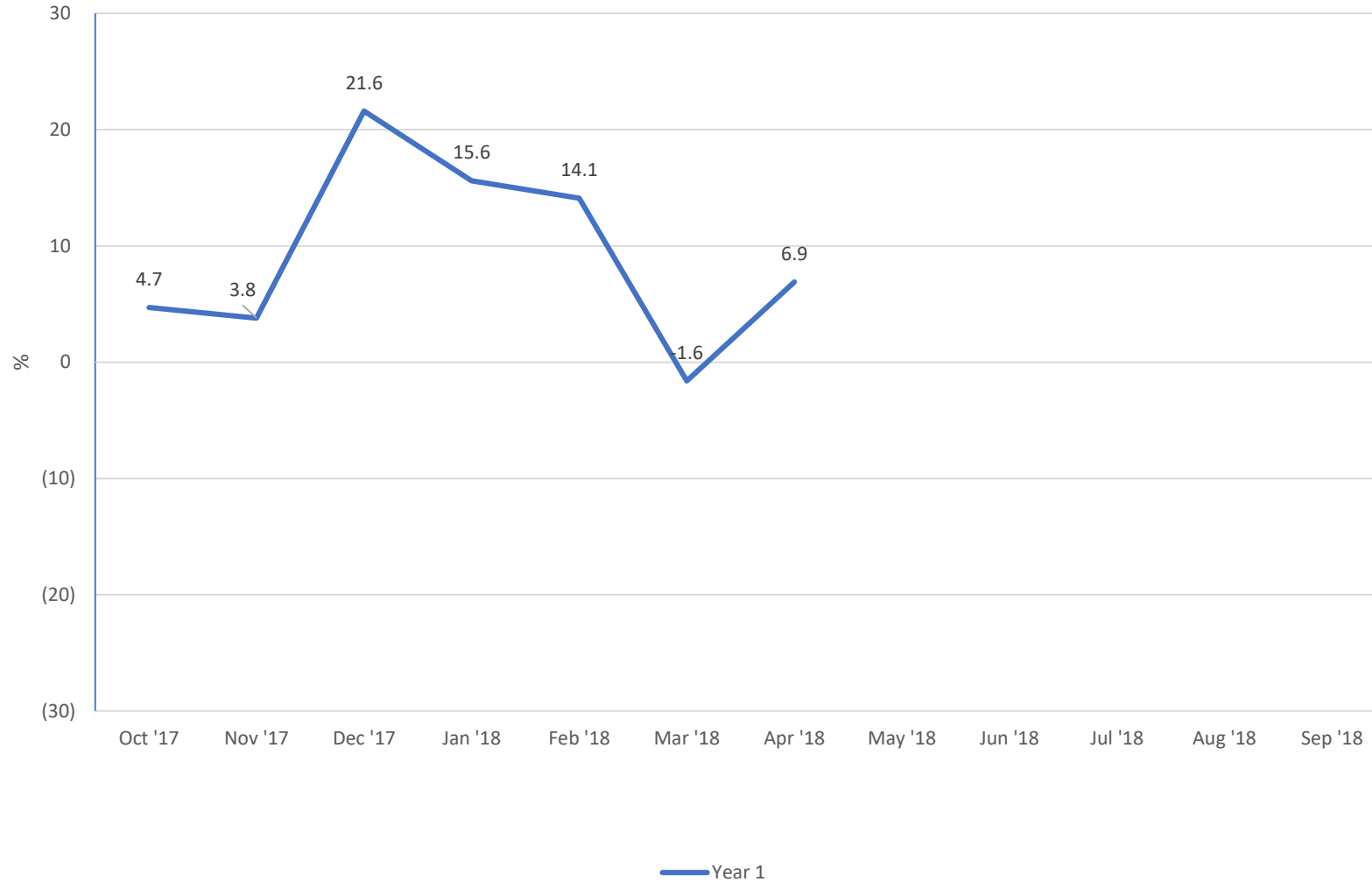
**Visit Bastrop  
President's Report  
May 2018**



## Lodging Industry Report

Lodging Industry Report												
	April '18						Calendar Year to Date					
	Occ	%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold	Occ	% Change from YTD 2017				
								%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold
<b>Bastrop</b>	67.6	6.9	100.63	-1.6	5.3	6.9	58.2	6.6	91.62	-1.3	5.2	6.6
<b>1</b>	62.3	12.9	93.45	6.0	19.7	25.7	55.4	2.9	89.16	6.3	9.4	14.6
<b>2</b>	52.1	-0.5	84.52	5.4	4.9	-0.5	52.3	-4.5	81.39	3.0	-1.6	-4.5
<b>3</b>	66.3	4.5	114.04	-4.5	-0.2	5.0	58.3	5.9	107.28	-0.9	5.0	6.4
<b>4</b>	72.3	10.0	119.68	-1.0	8.8	10.0	60.9	6.6	110.88	-0.1	6.5	6.6
<b>5</b>	54.1	-11.9	99.10	-3.0	-14.6	2.0	52.4	-6.9	94.80	-2.2	-9.0	3.2
<b>6</b>	71.8	0.5	133.33	10.2	10.8	2.3	68.1	-0.9	127.16	6.7	5.8	0.7
<b>7</b>	79.5	-3.2	164.43	3.0	-0.3	4.3	75.2	-2.8	163.57	0.7	-2.1	3.0
<b>8</b>	78.9	-3.1	135.56	-3.9	-6.9	4.3	73.1	-3.1	131.81	-4.7	-7.7	6.4
<b>9</b>	63.7	10.4	109.22	3.6	14.3	24.9	57.0	-1.0	99.05	1.7	0.7	16.2
<b>Average</b>	66.86	2.65	115.40	1.42	4.18	8.49	61.09	.28	109.67	.92	1.22	5.92

### 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	330	1374

## Definite Future Room Night Bookings– May

Number of Definite Bookings	Total Room Night Production	Total Attendance	Economic Impact*
Originated			
Assisted			

## Lead Production - May

Number of Leads Sent	Total Room Night Potential	Total Attendance

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

# Convention Sales Initiatives

## Tradeshow/Industry Meetings:

- May 4-6 Military Reunion Network – Branson, MO

## Meetings/Appointments:

- May 2 Chris Bacack Site Tour
- May 29 Greg Lashmet - Producer of L&H Productions (potential new event)



# MARKETING

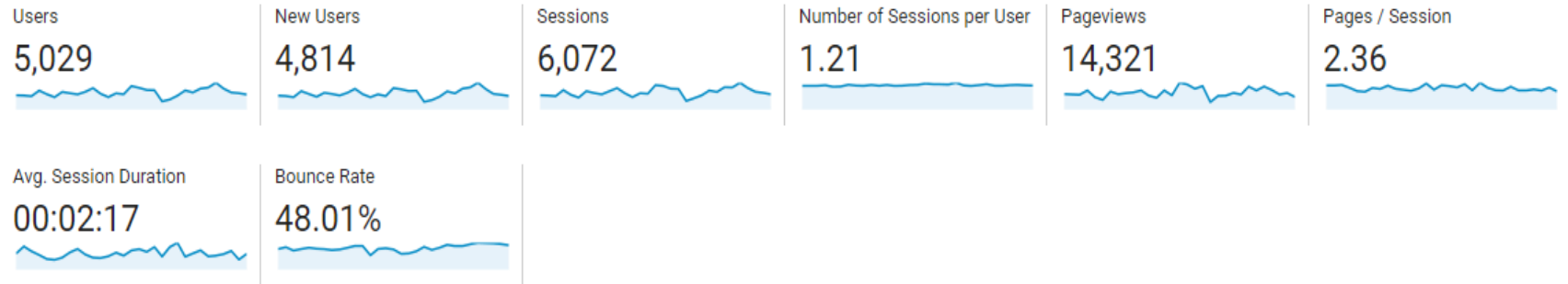
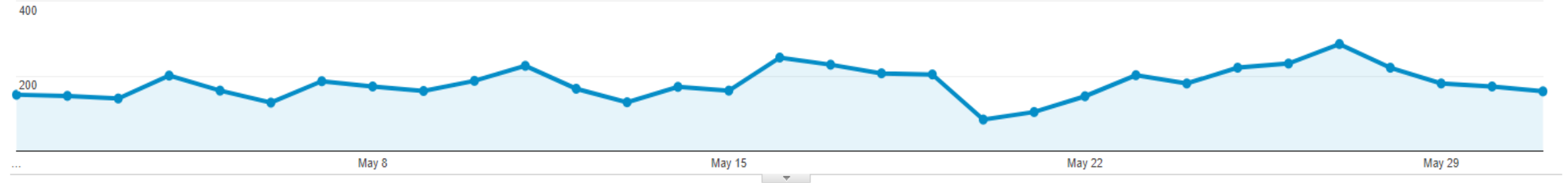
## May Website Overview

Overview

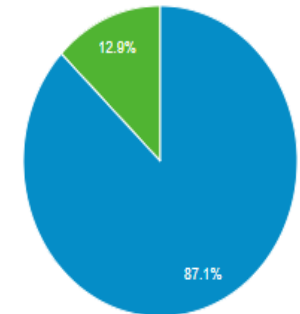
Users ▾ VS. Select a metric

Hourly Day Week Month

● Users



■ New Visitor ■ Returning Visitor



# May Website Overview

Organic Traffic Overview: In May 2018, VisitBastrop.com, had 3,458 organic sessions. This is the 6<sup>th</sup> month in a row that our site has seen an increase in the number of organic sessions compared to prior months. Top organic landing page last month was again the homepage which had 945 sessions. Other organic landing pages include:

- Homepage
- Bastrop Music Festival
- Play Page
- Hyatt On-Site Activities

*\*In regards to engagement metrics, visitbastrop.com is performing better than the industry average in all measured areas. Our audience is visiting more pages, spending more time on the site, and bouncing less often than other DMO audiences.*

## IndustryAverages

Engagement Metrics	Industry Average	VisitBastrop.com		% Difference
Total Pages Per Visit:	2.07	2.36	●	12.23%
Total Average Visit Duration:	0:01:52	0:02:17	●	18.15%
Total Bounce Rate:	53.70%	48.01%	●	-11.86%
Organic Pages Per Visit:	2.19	2.57	●	14.81%
Organic Average Visit Duration:	0:01:52	0:02:13	●	15.67%
Organic Bounce Rate:	49.73%	41.12%	●	-20.93%

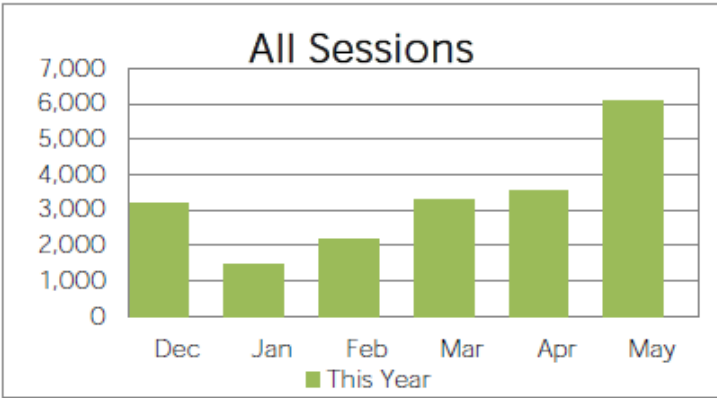
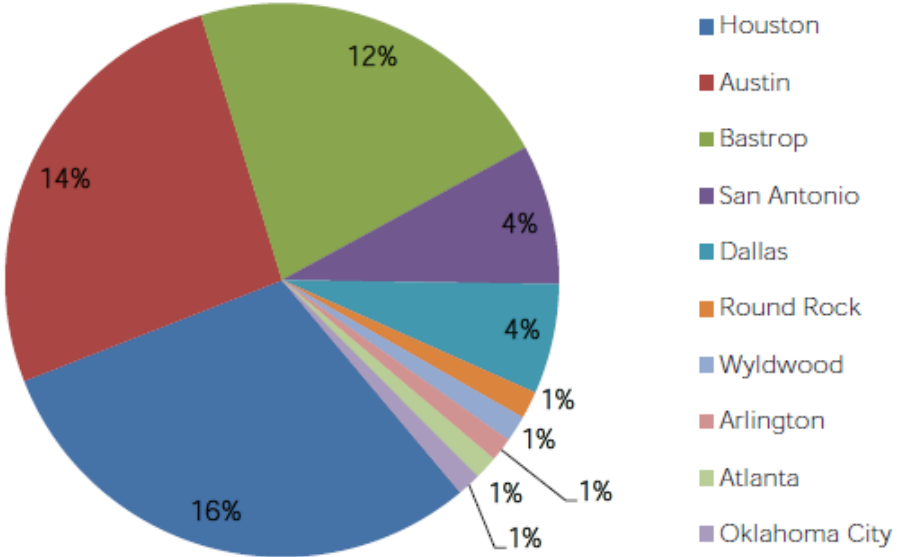
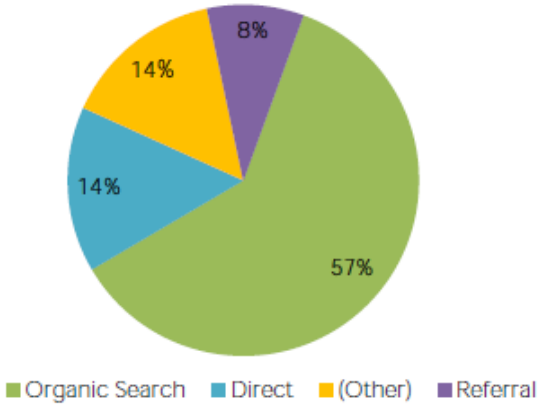


# May Website Overview

## Traffic Overview:

	Dec	Jan	Feb	Mar	Apr	May
Total Sessions	3,201	1,487	2,153	3,274	3,526	6,072
Users	2,741	1,101	1,747	2,649	2,926	5,029
Bounce Rate:	70%	49%	44%	47%	44%	48%
Pageviews:	6,591	4,730	5,612	8,767	8,931	14,321
Avg Page per Session:	1.89	2.71	2.61	2.68	2.53	2.36
Avg Session Duration:	0:01:18	0:02:45	0:02:37	02:34	02:21	02:17
Total Organic Search Traffic:	582	729	1,268	1,801	2,192	3,458
% of Traffic From Organic Search:	18%	49%	59%	55%	62%	57%
Entry Pages From Search:	80	105	109	139	142	155

## Traffic Sources



## Top Social Networks:

Source	Sessions	Avg. Time on	Pages per
Facebook	397	0:01:32	1.77
Pinterest	2	0:00:00	1.00
Twitter	2	0:00:06	1.00





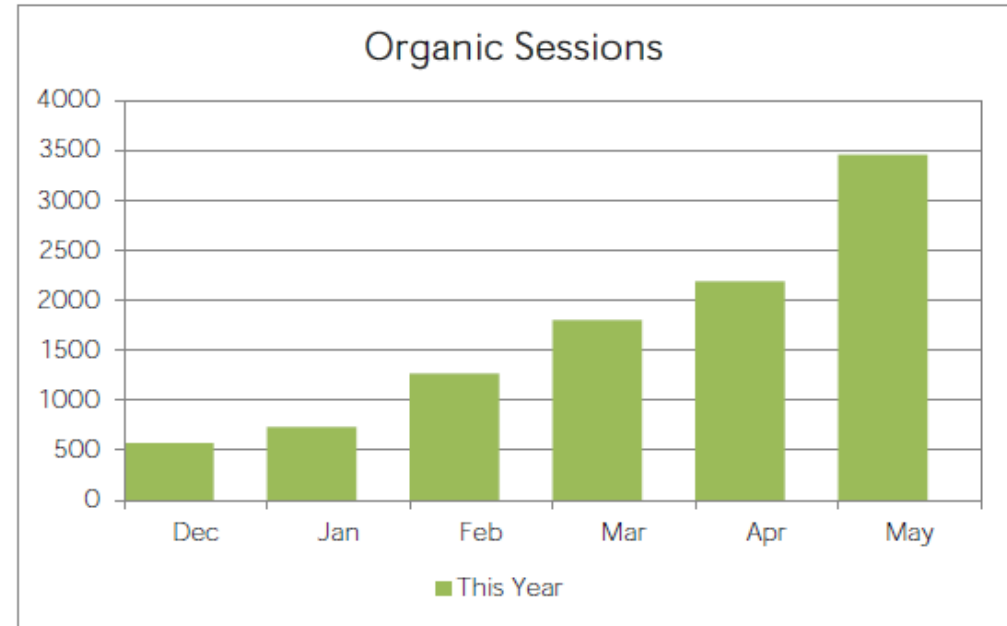
# May Website Overview

## OrganicSearchTraffic:

Organic Traffic	% of Total Site Traffic	
Sessions	3,458	56.95%

Organic Engagement compared to Site Engagement		
Pageviews per Session	2.57	9.00%
Average Session Duration	0:02:13	-2.94%
New Sessions	81.55%	2.86%
Bounce Rate	41.12%	-14.34%

Search Engine	Sessions	Percent
google	3,123	90.31%
bing	176	5.09%
yahoo	154	4.45%
ask	5	0.14%



Search Console Queries	Clicks	Impressions	CTR
bastrop tx	290	11,070	2.62%
bastrop music festival	165	3,026	5.45%
bastrop	135	6,363	2.12%
bastrop texas	109	5,007	2.18%
visit bastrop	84	116	72.41%
things to do in bastrop tx	66	629	10.49%
music festivals in texas	50	988	5.06%
bastrop, tx	25	915	2.73%
hyatt lost pines activities	24	117	20.51%
bastrop festival	24	66	36.36%

Landing Page	Sessions	Percent
/	945	27.33%
/event/bastrop-music-festival/38/	703	20.33%
/stay/hyatt/on-site-activities/	197	5.70%
/play/	195	5.64%
/play/calendar/	187	5.41%
/event/mothers-day-brunch-at-hyatt-regency-lost-pines/78/	165	4.77%
/event/backyard-bash/89/	86	2.49%
/play/downtown-bastrop/	69	2.00%
/event/pine-street-market-days/3/	51	1.47%
/event/blue-flame-cruisers-car-truck-&-motorcycle-show/87/	35	1.01%



# May Website Overview

## Demographics&Interests

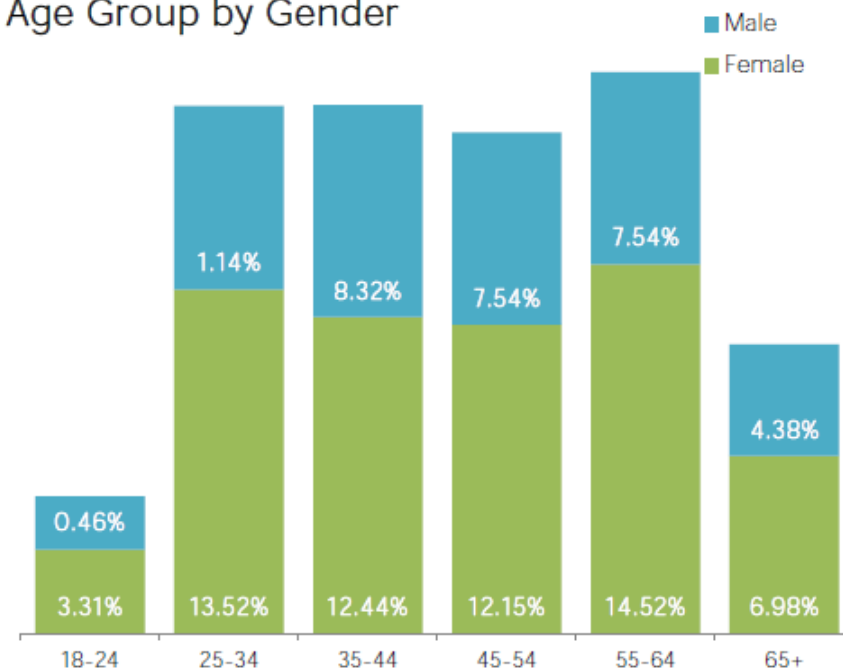
### AffinityCategories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	1,970
News & Politics/News Junkies/Entertainment & Celebrity News Junkies	1,719
Shoppers/Value Shoppers	1,619
Lifestyles & Hobbies/Family-Focused	1,431
Media & Entertainment/Book Lovers	1,391
Travel/Travel Buffs	1,302
Media & Entertainment/TV Lovers	1,266
Shoppers/Bargain Hunters	1,238
Banking & Finance/Avid Investors	1,237
Lifestyles & Hobbies/Pet Lovers	1,214

### OtherCategories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	1,064
News/Weather	639
Food & Drink/Cooking & Recipes	546
Law & Government/Government/Royalty	396
Real Estate/Real Estate Listings/Residential Sales	390
News/Politics	317
Arts & Entertainment/TV & Video/Online Video	305
Travel/Air Travel	305
Travel/Hotels & Accommodations	305
Reference/General Reference/Dictionaries & Encyclopedias	298

## 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: April

## Facebook Activity Overview

 <b>93.9k</b> Impressions	 <b>1,395</b> Engagements	 <b>249</b> Clicks
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Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>44.6k</b>
Paid Likes	6
Organic Likes	139
Unlikes	126
Net Likes	19
Publishing Metrics	Totals
Photos	18
Videos	22
Posts	10
Notes	0
<b>Total Posts</b>	<b>50</b>

Total fans increased by  
  
 since previous month

The number of posts you sent  
 increased by  
**▲51.5%**  
 since previous month



# Facebook Overview: May



05/31/2018 5:20 pm		Road Trip Ready: tomorrow evening, Bastrop, TX comes			747		41 20		<a href="#">Boost Post</a>
05/30/2018 10:48 am		Live music, great food, boutique shopping, trunk shows a			428		7 5		<a href="#">Boost Post</a>
05/29/2018 5:02 pm		From one festival to the next, mark your calendars for the			1.1K		35 33		<a href="#">Boost Post</a>
05/23/2018 5:56 pm		ICYMI: Take a peek at this a mazing Bastrop Music Festiv			4.5K		314 105		<a href="#">View Promotion</a>
05/21/2018 2:11 pm		The Fantasticks! There's always time to remember this ro			3.1K		35 144		<a href="#">View Promotion</a>
05/21/2018 10:40 am		Bastrop Music Festival 2018 was one for the history book			1.3K		84 45		<a href="#">Boost Post</a>
05/17/2018 7:04 pm		El Tule! Join us for the Bastrop Music Festival this weeke			9.4K		144 58		<a href="#">View Promotion</a>
05/14/2018 4:14 pm		Mark your calendars June 29 - 30! Celebrate freedom in B			3.6K		239 110		<a href="#">Boost Post</a>
05/11/2018 4:50 pm		Grab Mom and get out of town for a last minute getaway			2.3K		214 102		<a href="#">Boost Post</a>
05/09/2018 3:03 pm		Visit Bastrop for the first ever Bastrop Music Festival! This			17.6K		396 196		<a href="#">View Promotion</a>
05/04/2018 1:38 pm		Take a break from the big city life, grab a friend and get o			6.4K		399 245		<a href="#">View Promotion</a>

# Instagram Overview: May

## Instagram Activity Overview

<b>478</b> Total Followers	<b>1,105</b> Likes Received	<b>32</b> Comments Received
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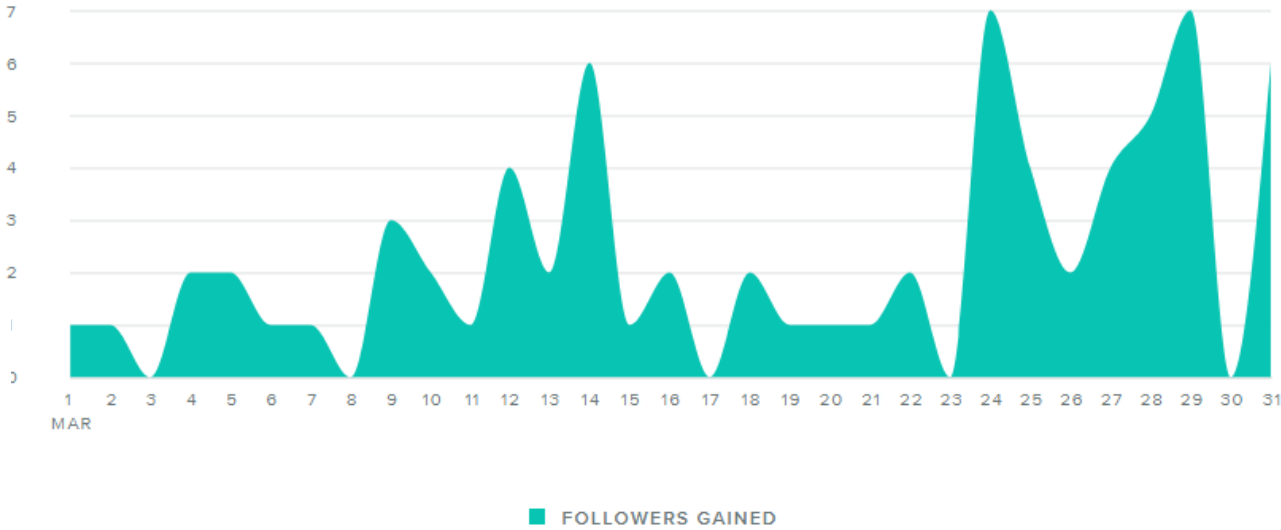
Follower Metrics	Totals
<b>Total Followers</b>	<b>478</b>
Followers Gained	72
People that you Followed	15
Publishing Metrics	Totals
Photos	33
Videos	5
Other	1
<b>Total Media</b>	<b>39</b>

Top Cities	Totals
<b>Bastrop, Texas</b>	<b>176</b>
Austin, Texas	83
Houston, Texas	18
Smithville, Texas	15
Cedar Creek, Texas	12

Total followers increased by  
**-17.7%**  
 since previous month

The number of media you sent increased by  
**-30%**  
 since previous month

### AUDIENCE GROWTH, BY DAY



### MOST ENGAGED HASHTAGS

#visitbastroptx	<b>701</b>
#livemusic	<b>417</b>
#mybastrop	<b>388</b>
#visitbastrop	<b>338</b>

### Instagram Top Posts

@visitbastroptx 53 Engagements	@visitbastroptx 58 Engagements	@visitbastroptx 52 Engagements



## Strategic Marketing Initiatives

Bastrop Music Festival: music festival month has arrived. All major marketing efforts are in place. Marketing platforms include, print ads, digital ads, (OOH) out of home advertising (billboards, gas pump toppers), social media efforts across Instagram, Twitter, two Facebook platforms (Visit Bastrop & Bastrop Music Festival) including promoted posts and ticket giveaways. All marketing efforts are raise awareness and generate buzz about Bastrop having something fun to do, encourage overnight stays to our destination and spending at the local level. Our marketing partnerships include TX Music Magazine, Texas Monthly, Sun Radio. Local promotion of the event includes hanging of pole sign banners throughout the downtown corridor, an email blast, large signage at City Hall, the Museum and Visitors Center & ABRI Gallery.

Bastrop Patriotic Fest: (June 29 – 30) marketing drivers: fireworks, sky divers, family fun. Overall goal for this festival is to build awareness and interest, ideally encouraging overnight stays and spending at the local level among target audience. Billboards and gas pump topper are scheduled to go live June 4. This event was featured inside the Bastrop Music Festival Program, provided to each festival-goer. Other marketing avenues for consideration: traditional print (newspaper), social media, digital ads, email blasts and radio.

Branding: Branding research is currently underway with Augustine. Discovery meetings have been scheduled and phase one is well on it's way. Community Survey launched May 4<sup>th</sup> and will close June 12<sup>th</sup>. Visit Bastrop has had internal discussion with Augustine regarding a "Gap" marketing campaign to assist with marketing efforts while branding effort are ongoing.





# Bastrop Music Festival Marketing Overview

Partner – TX Music Magazine

Media Objective:

Build awareness into inaugural event ideally encouraging overnight stay and spending at the local level amongst target audience

KPI/Measure:

Drive traffic to event pages to learn more and if applicable, purchase tickets.

How are we reaching them:

Print Ads, Digital Ads, Social Media, (OOH) Out of Home (Billboards, Gas Pump Toppers), Radio





## Texas Music Festival Media Exposure

### *Austin Monthly*

April Issue – Full page ad

May Issue – Full Page ad

April Digital Ads: 50K ROS Ads (50K impressions, run of site ads)

May Digital Ads: 50K ROS Ads (50K impressions, run of site ads)

### *San Antonio Magazine*

March Issue – Full page ad

April Issue – Full page ad

May – Full page ad

April Digital Ads: 75K ROS Ads (75K impressions, run of site ads)

April - From our Partner Exclusive

Facebook Post – May

### *Texas Music Magazine*

Fall Issue – 2 Page Spread (one for city, one for festival)

Winter Issue – 2 Page Spread (one for city, one for festival)

Spring Issue – 2 Page Spread

Digital Advertising (website, social media eblasts)

Editorial Content – 4 pages (winter/spring)





**Visit Bastrop**  
 Published by Ashton LaFuente [?] · May 9 at 3:03pm · 🌐

Visit Bastrop for the first ever Bastrop Music Festival! This event is happening now, May 17 - 20. 30 bands, 40 + performances, 10 venues. Featuring Shinyribs, Kelly Willis, Charley Crockett, Tejas Brothers, Micky and the Motorcars and more. See full line-up and details at [www.bastropmusicfestival.com](http://www.bastropmusicfestival.com) #visitbastroptx #nttw18



Visit Bastrop - Bastrop Music Festival

[Learn More](#)

👤 17,543 people reached

[Boost Again](#)

Recent Activity

Boosted on May 11

Audience: United States: Austin, Bastrop, Buda, 25...  
 By Ashton LaFuente · Completed

[View Results](#)

8.6K Views

👍 Like    💬 Comment    ➦ Share    👤

👤 Ted Branson, Gary E. McKee and 60 others    Most Relevant ▾

**Visit Bastrop**  
 Published by Ashton LaFuente [?] · May 4 at 1:38pm · 🌐

Take a break from the big city life, grab a friend and get out of town for the weekend! Visit Bastrop is giving away tickets for TWO to the Bastrop Music Festival, May 17 – 20. For a chance to be part of the inaugural music festival fun:

1. Click on the link below and submit your info.
2. Comment on this post and tell us why you'd like to win and tag the person you're bringin' with you.
3. Share this post.... See More



Visit Bastrop

Travel Company

[Learn More](#)

👤 6,385 people reached

[Boost Again](#)

Recent Activity

Boosted on May 04

Audience: United States: Austin, Dallas, Houston, S...  
 By Ashton LaFuente · Completed

[View Results](#)

👍 Like    💬 Comment    ➦ Share    👤

**TM Texas Monthly with Visit Bastrop.**  
 April 21 · Paid · 🌐

Bastrop is inviting you to the first-ever Bastrop Music Festival, May 17-20. With over 30 bands and 40 performances, the festival will feature a wide variety of Texas music. It's the perfect way to kick off summer. Tickets on sale now! #sponsored



[About this article](#)

Celebrate Music in Small Town Texas

Enjoy Texas music at Bastrop Music Festival, May 17-20.

[FEATURES.TEXASMONTHLY.COM](http://FEATURES.TEXASMONTHLY.COM)

[Learn More](#)

👍 Like    💬 Comment    ➦ Share    🌐

👤 780

Most Relevant

222 Shares

72 Comme

TM Post Reach: 106, 142

# Music Festival Synopsis

as reported by Bastrop Music Festival

- Estimated Wristband Presale: 1,200 (800 purchased, 400 promo)
- Estimated Walk-up Ticket Sales: 400; total for event
- Hotel Rooms use by Bands & Production Teams: 50 room nights
- Conservative Estimate of Attendee Room Nights: 50 room nights
- Print Ad Reach: (Texas Music Magazine, Austin Monthly, San Antonio Magazine): 914,000
- Social Media Potential Reach | Bastrop Music Festival (Magazine & Individual Band): 747,874
- Social Media Potential Reach | Visit Bastrop: 1,124,142

Total Exposure Potential(advertising & social media): 3,741,296

Room nights generated: 100/average rate \$90 = \$9,000



# Marketing Efforts – Bastrop Patriotic Fest

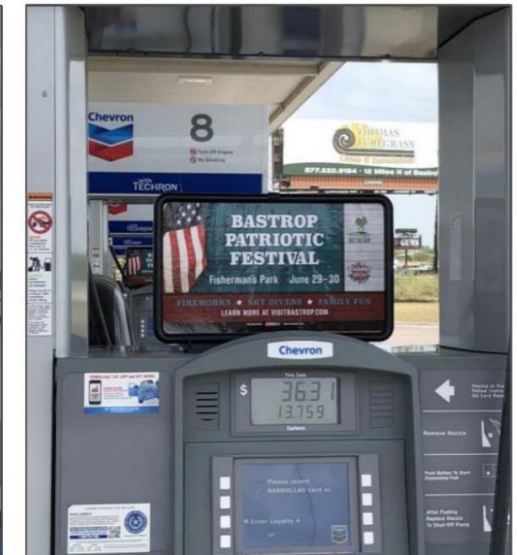
Partner – Bastrop Chamber of Commerce, City of Bastrop, Texas Monthly



- Objective: Build awareness into yearly summertime event ideally encouraging overnight stay and spending at the local level amongst target audience
- Target Audience: Family Audience with interests in food, art and history
- How are we reaching them: Outdoor, Digital (banner ads, email blast), Social Media, Radio, Print ads (newspaper)

# Marketing Efforts – Bastrop Patriotic Fest

Partner – Bastrop Chamber of Commerce, City of Bastrop, Texas Monthly







# Marketing Meetings/Activities

DATE	ACTIVITY/MEETING	PURPOSE
5/5-6	Tough Mudder	Promote Bastrop before, during & after the event (work booth)
5/10	Bastrop Music Festival Logistics Meeting	Discuss innerworkings of the Music Festival
5/9	Music Festival Site Meeting	Final Run Through for festival
5/17	Visit Bastrop Board Meeting	Board meeting, monthly report
5/21	Simpleview Support Call	Website Training & troubleshooting
5/23	Simpleview CRM Monthly Support Call	Troubleshoot and explore opportunities within the CRM
5/24	Meeting with Norm Glenn with Scream Hollow	To discuss marketing of Halloween and New Christmas Event
5/24	Meeting with Grizz from To the Point Sharpening	Discuss potential for future event
5/30	Proof Agency Asset Turnover Call	Transition of all marketing assets
5/30	Visit Widget Discussion	Social Media/Website integration tool troubleshooting
5/31	Wrap-Up Music Festival Meeting with City	Discuss & recap pf Music Festival efforts