



VISIT BASTROP
www.visitbastrop.com

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

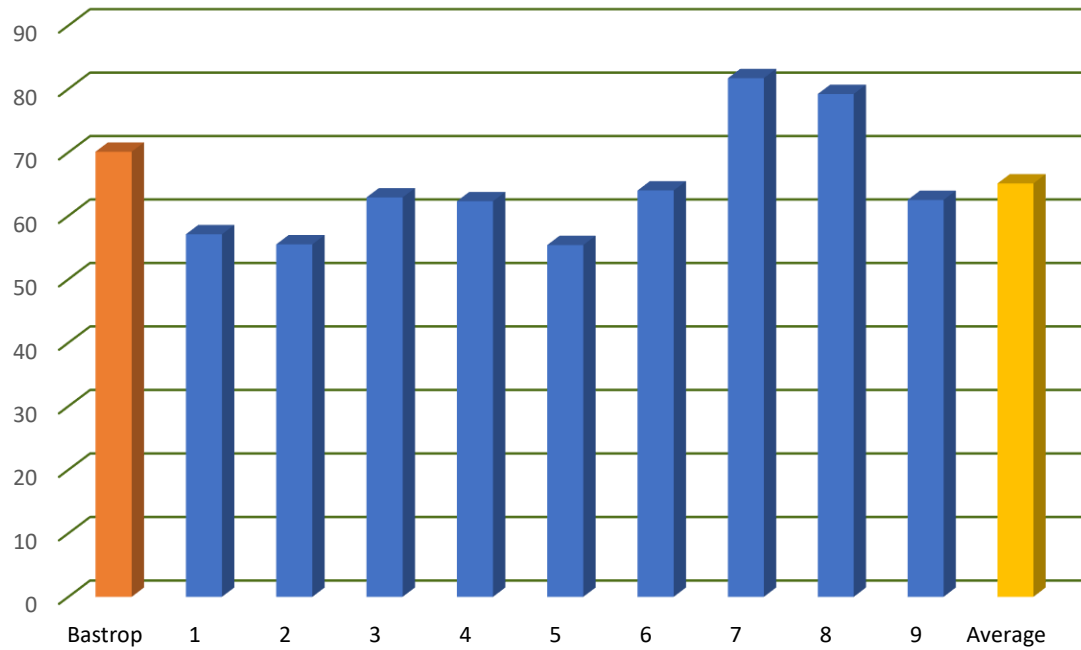


Lodging Industry Report

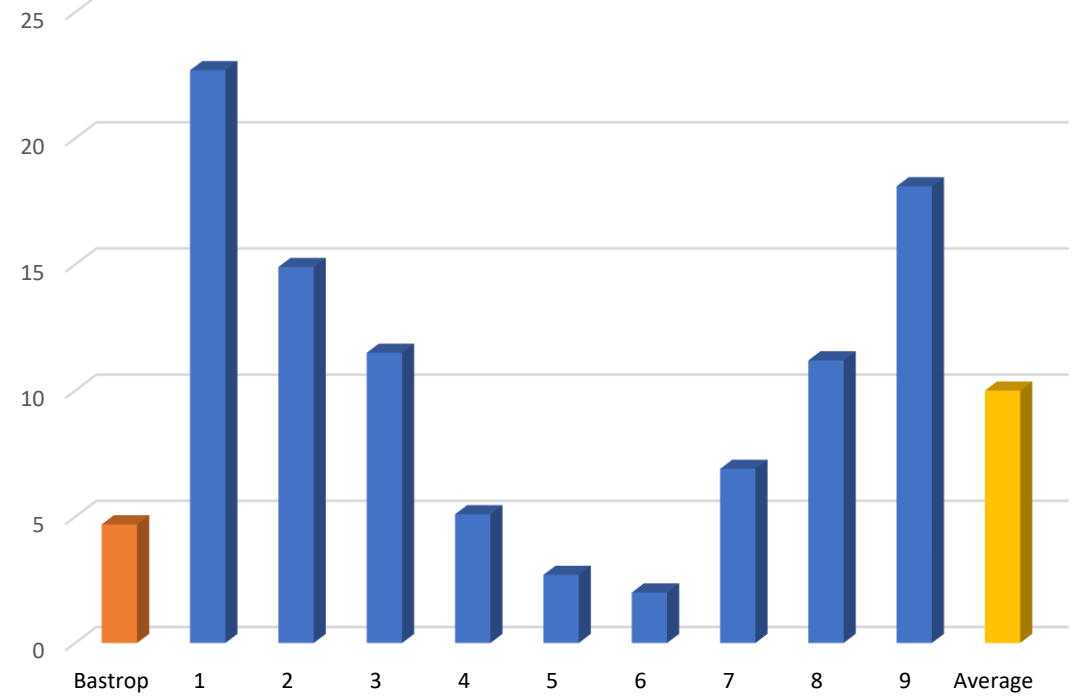
	October '17						Calendar Year to Date					
	Occ	%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold	Occ	%CH Occ	ADR	% Ch ADR	% CH RevPAR	% CH Rooms Sold
Bastrop	70.1	4.7	95.05	0.3	5.0	4.7	58.6	-0.3	87.30	-0.8	-1.1	-0.3
1	57.1	10.3	89.63	3.9	14.7	22.7	56.5	10.5	84.88	0.6	11.1	17.9
2	55.5	14.9	82.10	8.6	24.8	14.9	56.9	6.0	82.64	3.3	9.5	6.0
3	62.9	11.0	111.75	-9.1	0.8	11.5	59.5	7.4	113.46	-4.5	2.6	7.5
4	62.3	5.1	115.86	-1.3	3.8	5.1	59.2	3.5	111.52	0.1	3.6	3.5
5	55.4	-5.9	100.43	-0.9	-6.8	2.7	59.4	-4.4	99.07	0.3	-4.2	0.8
6	64.0	0.9	114.80	5.5	6.5	2.0	67.7	0.5	114.37	3.2	3.7	1.9
7	81.7	1.8	177.91	2.5	4.3	6.9	76.3	-0.1	151.38	0.6	0.5	4.8
8	79.2	1.2	147.20	-1.9	-0.7	11.2	75.1	0.5	133.86	-2.6	-2.1	6.9
9	62.5	-0.9	121.89	1.3	0.4	18.1	61.3	1.5	100.76	-0.7	0.7	9.2
Average	65.1	4.3	115.70	0.9	5.3	10.0	63.0	2.5	107.90	-0.1	2.4	5.8

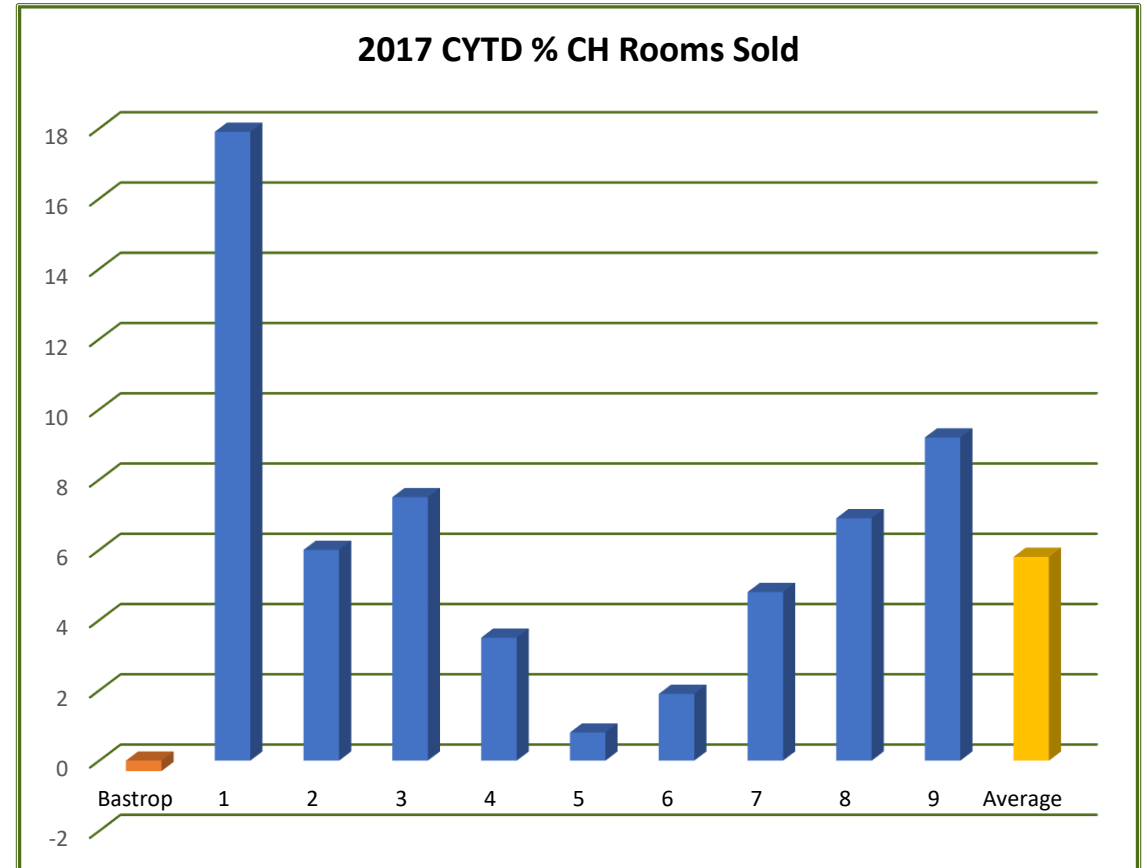
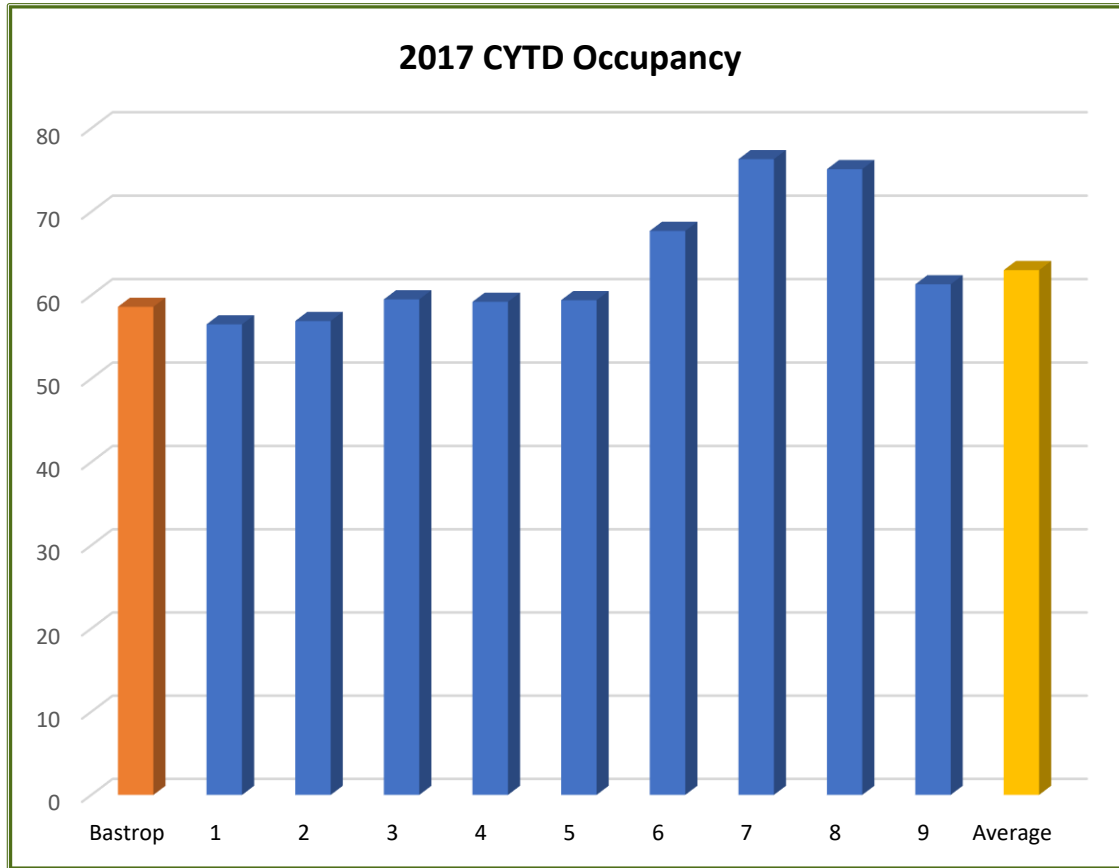


October 2017 Occupancy



October % Change Rooms Sold





*Calendar Year to Date



Convention Sales

Fiscal Year Room Nights Booked

	Convention Center	Hyatt	Other	Total
October		429		429

Definite Future Room Night Bookings– November

Number of Definite Bookings	Total Room Night Production	Total Attendance	Economic Impact*
1	TBD	500	TBD

Meetings Lead Production

Number of Leads Sent	Total Room Night Potential	Total Attendance
3	450	690

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

Convention Sales Initiatives

Tradeshow/Industry Meetings:

- November 6-8 Connect Texas– in partnership with Texas Society of Association Executives; Appointment-based tradeshow with Texas association meeting planners.

Local Industry Events:

- November 21 Visit Bastrop/Convention Center/Bastrop Main Street open house at Laake House

Local Meetings:

- November 3 Meeting with Tony Poletti about Lost Pines Leathernecks Marine Battalion Reunion
- November 14 Meeting with Circuit of the Americas about partnership opportunities
- November 20 Meeting with Charlotte at Family Crisis Center to discuss Pedal Through the Pines cycling event

Upcoming Events:

- January 7-10 Professional Convention Management Association Annual Conference
- January 23-25 Southwest Showcase
- January 30– Feb 1 Religious Conference Managers 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

- Public Relations Summary: Total article/listing features: **57**
- Impressions **18,583,180** (Bastrop Fall & Winter Events)
- Submitted calendar listings to all outlets across Greater Austin area
- Lost Pines Christmas Events: FF Art Walk, Wassail Fest, Snow Day, Lighted Christmas Parade, The Farm Street Opry, Holiday Homes Tour, River of Lights, Ugly Sweater Pub Crawl, Lost Pines Cookie Crawl all shared across calendar listings on: *Austin 360, Austin American Statesman, Austin Monthly, Culture Map, DO512, 365 Things Austin, Austin.com., Austinet, Elgin Courier, Free Fun in Austin, KXAN, KVUE, Texas Co-op Power*



November Website Overview

Audience Overview ✓

SAVE EXPORT SHARE INTELLIGENCE

All Users
100.00% Sessions

+ Add Segment

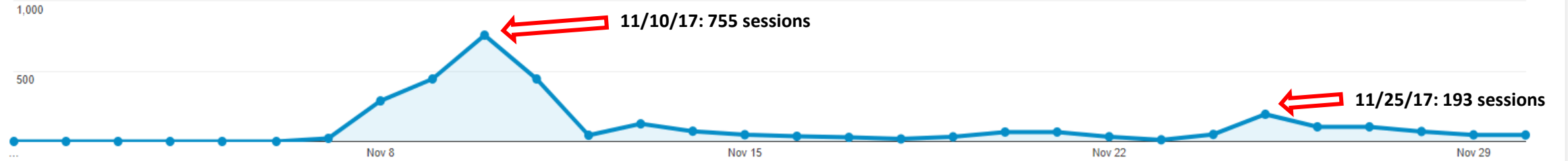
Nov 1, 2017 - Nov 30, 2017

Overview

Sessions VS. Select a metric

Hourly Day Week Month

Sessions



Sessions

3,155

Users

2,551

Pageviews

7,926

Pages / Session

2.51

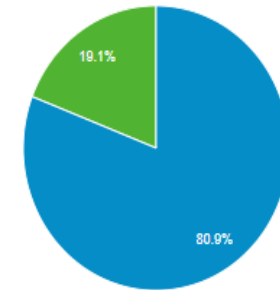
Avg. Session Duration

00:02:08

% New Sessions

80.86%

New Visitor Returning Visitor



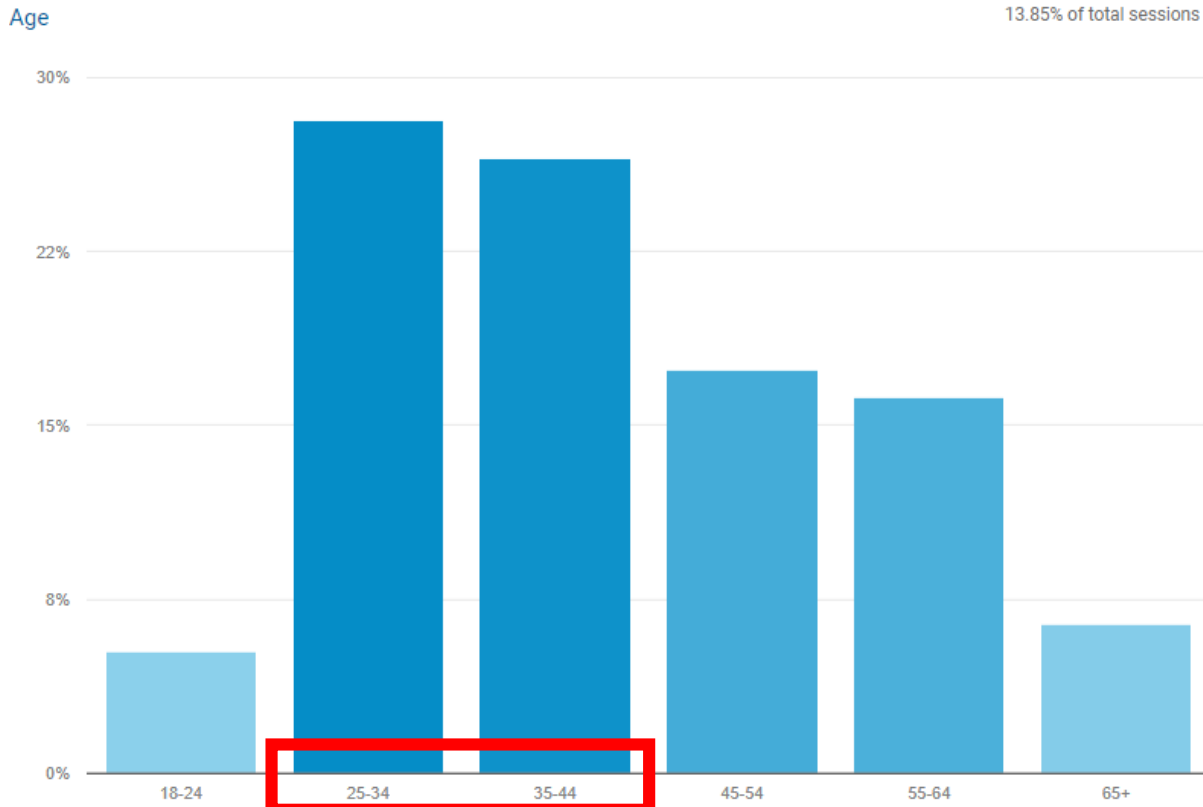
November Website Overview | Demographics (age & gender)

Nov 1, 2017 - Nov 30, 2017

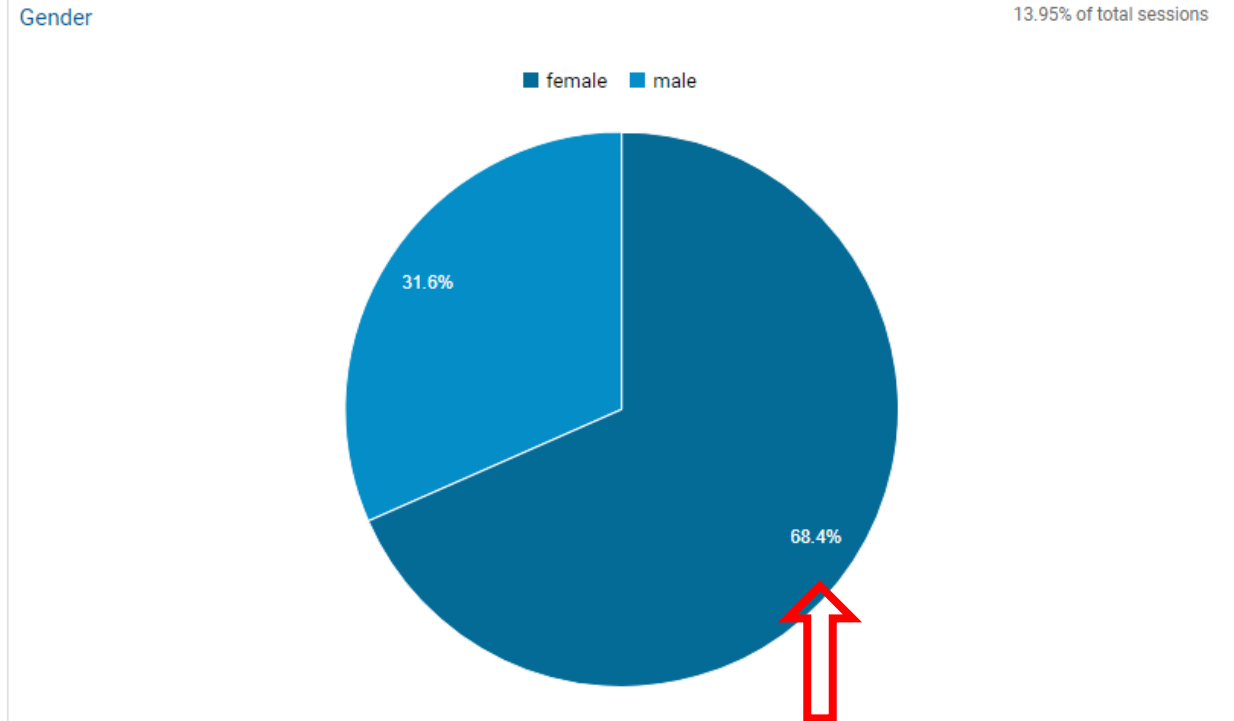
All Users
100.00% Sessions

+ Add Segment

Key Metric: Sessions



AGE: 25 - 44



68.4% female

This report was generated on 1/10/18 at 3:03:38 PM - Refresh Report

November Website Overview | Demographics (top 10 cities)

City	Sessions	% Sessions
1. Houston	674	21.36%
2. Austin	581	18.42%
3. Bastrop	376	11.92%
4. Casas Adobes	237	7.51%
5. Dallas	164	5.20%
6. San Antonio	152	4.82%
7. (not set)	36	1.14%
8. Tucson	32	1.01%
9. Round Rock	23	0.73%
10. Cypress	21	0.67%



November Website Overview | Top Pages/Sessions by Device



Page	Pageviews
/	1,436
/#utm_source=Juice ...tm_content=Car Show	864
/event/heroes-&-hot-r...trops-12th-annual/10/	789
/play/calendar/	673
/play/downtown-bastrop/	201
/eat/	192
/eat/restaurants/	182
/culture/	146
/stay/	146
/play/	137

Sessions by device



Mobile

67.8%



Desktop

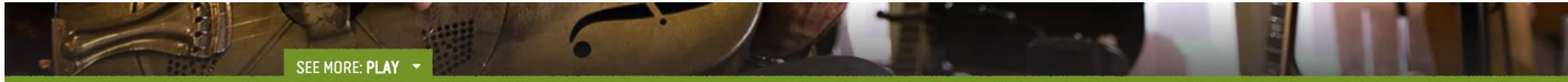
27.6%



Tablet

4.6%

November Website Overview | Top Page – Calendar of Events



SHARE

EVENTS

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 of 180 »



180+ new & reoccurring events on calendar

Search:

VIEW BY:

[By Week](#) [By Month](#)

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

CATEGORIES

Arts & Culture (18)

Bastrop 1832 Farmer's Market

[Bastrop 1832 Farmer's Market](#)

Recurring weekly on Saturday

Market on Saturdays 10am-2pm. Located at 1302 Chestnut St. in Bastrop, nestled between the Convention Center and the new Lost Pines...

[DETAILS](#)



Walkin' the Line with Bennie Wheels

















































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



Social Media Statistics | November






















































	Followers	% Change	# Posts	Post Engagement
Facebook	44,334	.76	17	4,173
Instagram	144	14.29	6	130

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

11/30/2017 4:37 pm		Be merry and bright in Bastrop at the First Friday Art Walk -			1.5K		60 24			Boost Post
11/25/2017 9:13 am		We're gearing up for the most wonderful time of the year, are			5.8K		536 143			Boost Post
11/24/2017 3:07 pm		It's time for Wassail Fest! Join us tomorrow in the heart of historic			1.8K		44 24			Boost Post
11/22/2017 3:20 pm		It's official! Big thanks to the Bastrop Chamber of Commerce			441		32 12			Boost Post
11/22/2017 3:17 pm		Now it's easier to contact Visit Bastrop.			390		6 2			Boost Post
11/17/2017 10:57 am		Hero's & Hot Rods Veteran's Day Car Show in Bastrop, TX			1.7K		78 47			Boost Post
11/17/2017 8:44 am		Looking for the perfect way to kick-off the Thanksgiving holiday			747		7 12			Boost Post
11/13/2017 4:42 pm		Visit Bastrop's cover photo			543		24 17			Boost Post

Social Media Statistics | November

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

11/11/2017 2:44 pm	 Happening now: build your own custom pair of boots with Marc			2.4K		167 54	 	Boost Post
11/11/2017 11:27 am	 Bastrop Veteran's Day Car Show Weekend 2017 on Historic Main			2.3K		142 164	 	Boost Post
11/11/2017 7:59 am	 If you're not here, you need to get here! It's a great day to honor our			37.7K		211 238	 	Boost Post
11/10/2017 5:04 pm	 Visit Bastrop was live.			44K		734 370	 	Boost Post
11/09/2017 5:22 pm	 The "Night Pour." A truly unique experience hosted by Deep In The			912		29 24	 	Boost Post
11/07/2017 8:53 am	 Weekend sunset from Copper Shot Distillery showing our historic			901		17 49	 	Boost Post
11/06/2017 4:00 pm	 A little Pickin' on the Porch on a beautiful November evening in			9.5K		841 410	 	Boost Post
11/02/2017 12:24 pm	 Commercial video shoot underway at the New Republic Studios near			533		24 15	 	Boost Post
11/02/2017 11:46 am	 Visit Bastrop attended an open house last night at the New			1.2K		51 25	 	Boost Post



Visit Bastrop

Published by Ashton LaFuente [?] · November 6, 2017 · 🌐

A little Pickin' on the Porch on a beautiful November evening in Bastrop, TX. Set on the banks of the Colorado River at Copper Shot Distillery as part of First Friday's entertainment which attracts pickers and singers from all over.



👤 9,492 people reached

Boost Post

4.7K Views

👍 Like 💬 Comment ➦ Share

👤 Lela Mae Derr, Lucie Dowe King and 122 others

Top Comments ▾

58 Shares



Visit Bastrop added 4 new photos.

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

Visit Bastrop attended an open house last night at the New Republic Studios, located only a few miles northwest of Bastrop. Wow! What a awesome facility with multiple sound stages, production offices and all the support for making great film and video productions. In addition to attracting film and commercial productions here, the studios can be used for special events. Did we mention, they are located on 200+ acres along the beautiful Colorado River! Congratulations to John Robison, Joe Newcomb, Mindy Raymond and the rest of the [New Republic Studios](#) team!



Facebook Highlights | November



Visit Bastrop

Published by Ashton LaFuente [?] · November 9, 2017 · Bastrop · 🌐

The "Night Pour." A truly unique experience hosted by Deep In The Heart Art Foundry. The foundry specializes in Bronze sculptures and functions as a publishing house for sculptors! #visitbastrop tx #mybastrop



🕒 People have watched this video for a total of 79 minutes

[Boost Post](#)

356 Views

👍 Like 💬 Comment ➦ Share

👍❤️ Lela Mae Derr, Dale Lockett and 10 others

1 Share



Visit Bastrop was live.

Published by Ashton LaFuente [?] · November 10, 2017 · 🌐



[Learn More](#)

👤 43,993 people reached

[Boost Post](#)

15K Views

👍 Like 💬 Comment ➦ Share

👍❤️ Richard Cano, Rose Summers and 163 others

[Top Comments](#) ▾

43 Shares



Facebook Highlights | November



Visit Bastrop shared Bastrop Chamber of Commerce's video. ...
Published by Ashton LaFuente [?] · November 22, 2017 · 🌐

It's official! Big thanks to the Bastrop Chamber of Commerce for helping us celebrate, ribbon cutting and all! #fancy



490 Views

Bastrop Chamber of Commerce
November 21, 2017 · 🌐

#RibbonCutting for Visit Bastrop & the Downtown Hospitality crew! #bastroptx
#chamber #redribbon

Your video is popular with **women between the ages 45-54**

Boost Post

Like Comment Share

Lela Mae Derr, Lizzii Lu and 10 others



Visit Bastrop ...
Published by Ashton LaFuente [?] · November 11, 2017 · Bastrop · 🌐

Bastrop Veteran's Day Car Show Weekend 2017 on Historic Main Street!
#visitbastroptx



2,291 people reached

Boost Post

Like Comment Share

Lela Mae Derr, Michelle LaFuente and 55 others

Top Comments ▾

11 Shares



Facebook Highlights | November



Visit Bastrop

Published by Ashton LaFuente [?] · November 24, 2017 · 🌐

It's time for Wassail Fest! Join us tomorrow in the heart of historic downtown Bastrop as we celebrate small business Saturday, and of course - Wassail!



👤 1,830 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍👍 Lela Mae Derr, Daryll Olsen and 6 others

Top Comments ▾

2 Shares



Write a comment...



Visit Bastrop

Published by Ashton LaFuente [?] · November 25, 2017 · 🌐

We're gearing up for the most wonderful time of the year, are you? Check out our calendar of events to see what's happening in Bastrop!
<http://bit.ly/2zZMqq5>



👤 5,821 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍👍 Lela Mae Derr, Mary Sass and 35 others

Top Comments ▾

27 Shares



Facebook Highlights | November



Visit Bastrop

Published by Ashton LaFuente [?] · November 30, 2017 · 🌐

Be merry and bright in Bastrop at the First Friday Art Walk - Christmas Edition! This monthly event showcases the many galleries, shops, restaurants and small businesses while celebrating the holiday season during Lost Pines Christmas! <http://bit.ly/2irWpOK>



👤 1,501 people reached

Boost Post

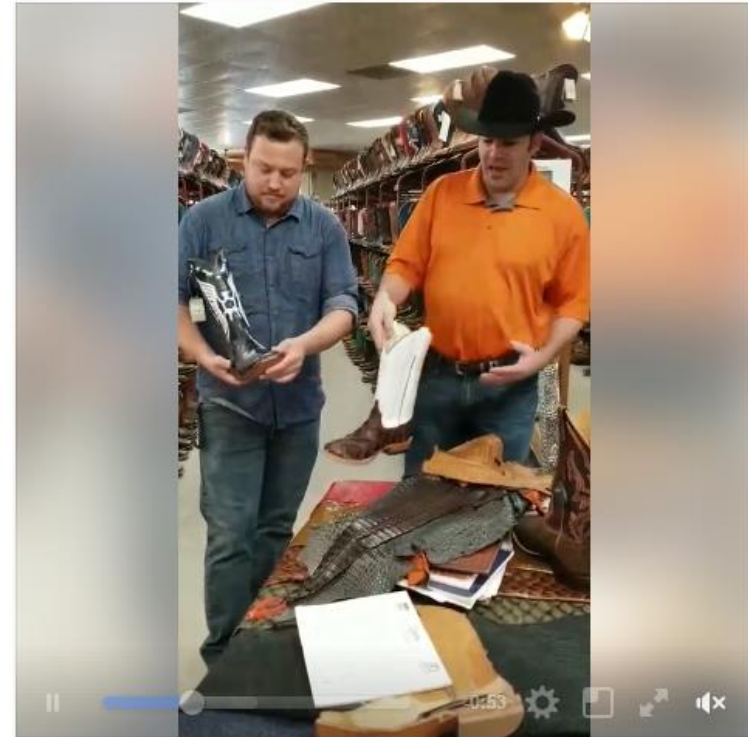
👍 Like 💬 Comment ➦ Share



Visit Bastrop

Published by Ashton LaFuente [?] · November 11, 2017 · Bastrop · 🌐

Happening now: build your own custom pair of boots with Marc Conselman and the friendly folks at Texas Boot Company! #visitbastroptx



📍 Your video is popular in Texas

Boost Post

1K Views

👍 Like 💬 Comment ➦ Share

👍👍👍 Lela Mae Derr, Dale Lockett and 37 others



Top Comments ▾

Instagram Highlights | November



visitbastropx • Following

visitbastropx Pickin' on the Porch last night at @coppershotdistillery! Join us every First Friday of the month for this event - and more! #bastropx #downtown #visitbastropx #livemusic #mybastrop

p.gillins  I love this picture  ..



12 likes

NOVEMBER 4, 2017

Add a comment...



Instagram Highlights | November



visitbastroptx Bastrop Veterans Day Weekend Car Show starts NOW! Join us tonight for the cruise-in, now until 9pm!

@downtownbastroptx

#heros #hotrods #veteransday #veterans #historicdowntown #downtownbastrop #carshow #mybastrop

goodplacesgreatthings Would love to be there and can't, but have a friend who would love this, so we will let him know. Have fun everyone!

visitbastroptx We will miss you @goodplacesgreatthings thanks for sharing with your friends! The show this year is expected to be bigger than ever - expecting over 400 cars! We hope to see you next year!



63 views

NOVEMBER 10, 2017

Instagram Highlights | November



visitbastroptx • Following

visitbastroptx Gorgeous day to celebrate and honor our Veteran's with the Heros & I Car Show! @downtownbastroptx

#veteransday #carshow #classiccars #vintagecars #texastodo #do512 #bastrop #mybastrop



34 likes

NOVEMBER 11, 2017

Add a comment...



Instagram Highlights | November



visitbastroptx • Following

visitbastroptx It's beginning to look a lot Christmas! 🎄 @downtownbastroptx

#visitbastroptx #downtownbastrop
#christmaslights #tistheseason
#merryandbright #bastroptx

goodplacesgreatthings Bastrop looks amazing all decked out for the holidays!



25 likes

NOVEMBER 30, 2017

Add a comment...





Strategic Marketing Initiatives

Lost Pines Christmas

We are working to elevate marketing efforts and drive demand to the month –long Lost Pines Christmas Celebration. We have partnered with CBS Austin for a “My Hometown” feature on Bastrop, the Lost Pines Christmas and other holiday happenings. CBS filmed a two-minute highlight video as well as a 15-second teaser. This 15-second teaser was broadcast 42 times throughout the month of December. The two-minute highlight was featured several times and can be viewed for 31 days on the CBS website. We will also begin to shift our focus towards First Fridays and other similar events happening in Bastrop.

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. To date, we have sold 18 wristbands and 4 VIP tickets.

Social Media

We have begun to engage with our followers via social media posts highlighting the holiday experiences one might encounter in Bastrop. As we head into the new year we will shift our focus to highlight the overall Bastrop experience including dining, restaurants, shopping, history, art, nightlife, etc.



Strategic Marketing Initiatives – Cont.

Website

We're almost two months into the new-live site. This ever-changing bank of information is constantly being tweaked, revised and shifted based off of feedback that we have received regarding esthetics and content.

Brand Development

We have listed a request for proposal on our website.

My Hometown Feature

We partnered with CBS Austin for a "My Hometown" feature highlighting our Lost Pines Christmas celebration. We filmed a 2 minute highlight as well as a 15-second teaser. Our 15-second teaser was featured 42 times, and our two-minute highlight was featured eight times and can be viewed digitally on the CBS Austin website for 31 days. The Mayor did live interviews with Walt Maciborski on the 5pm and 6:30pm news on December 7, speaking to our Lost Pines Christmas happenings.

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. We are working with their marketing teams to begin loading assets and other important information to the Tough Mudder website. This year's event will also include The Toughest Mudder which is a televised event and brings in a much larger fan base to Bastrop.