

VISITOR CENTER

Accomplishments:

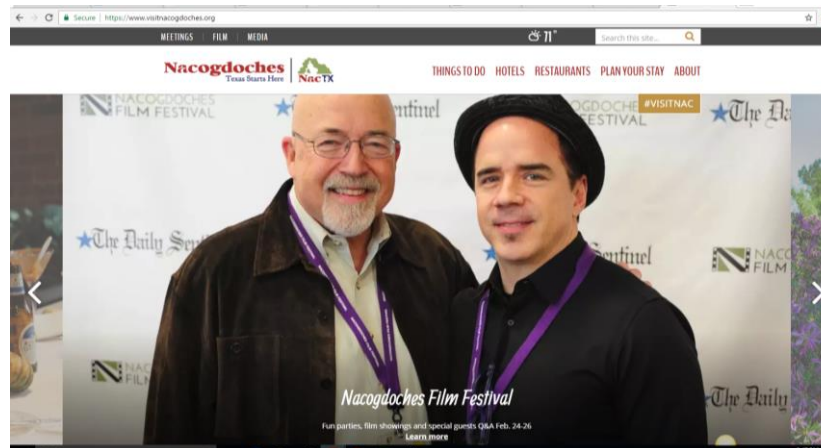
- Launched CVB's redesigned website
- 13,715 unique visitors to the website resulting in a 120% increase over same period as last year
- 4,213 total walk-ins resulting in a 33% increase over same period as last year
- 850 inquires to date; requested information from our print and digital advertising efforts
- Implemented visitor satisfaction surveys
- New Nacogdoches backdrop for photo ops
- Produced posters to promote upcoming events



LEISURE

Accomplishments:

- In partnership with Main Street's Wine Swirl, Film Festival, Azalea Trails by creating overnight packages
 - FAM Tour scheduled for El Camino Real in May
 - Launched co-op advertising to local stakeholders
 - Eleven print ads and three digital campaigns generated an economic impact of \$28,800* based on inquiries received to date
 - County Line Magazine stories: Nacogdoches Film Festival, Outdoor Sculptures, East Texas Blooms; Texas Highways Magazine story: Our Favorite Main Streets (Total Earned Media Value \$23,125*)
- *Based on current industry standards



CONVENTIONS/MEETINGS

Accomplishments:

- Working in partnership with Expo Center by developing overnight and eatery packages (TX High School Rodeo)
- Attended Southwest Showcase meeting planners trade show
- FAM Tour scheduled for mid-July with meeting planners
- Three print ads and two digital campaigns promoting Nacogdoches as a meeting destination
- Hosted thirteen meetings to date with an economic impact of \$2,347,198*
- Eight definite leads on the books through June with an economic impact of \$525,786*

*Based on DMAI standards



GROUP TOUR

Accomplishments:

- Hosted four daytrips - economic impact of \$11,233*
- Seven tours on the books to date – economic impact of \$20,913*
- Produced seasonal itineraries
 - Nacogdoches Film Festival
 - Nacogdoches Azalea Trail Season
 - Tour of Homes

*Based on current industry standards

