



VISIT BASTROP
www.visitbastrop.com

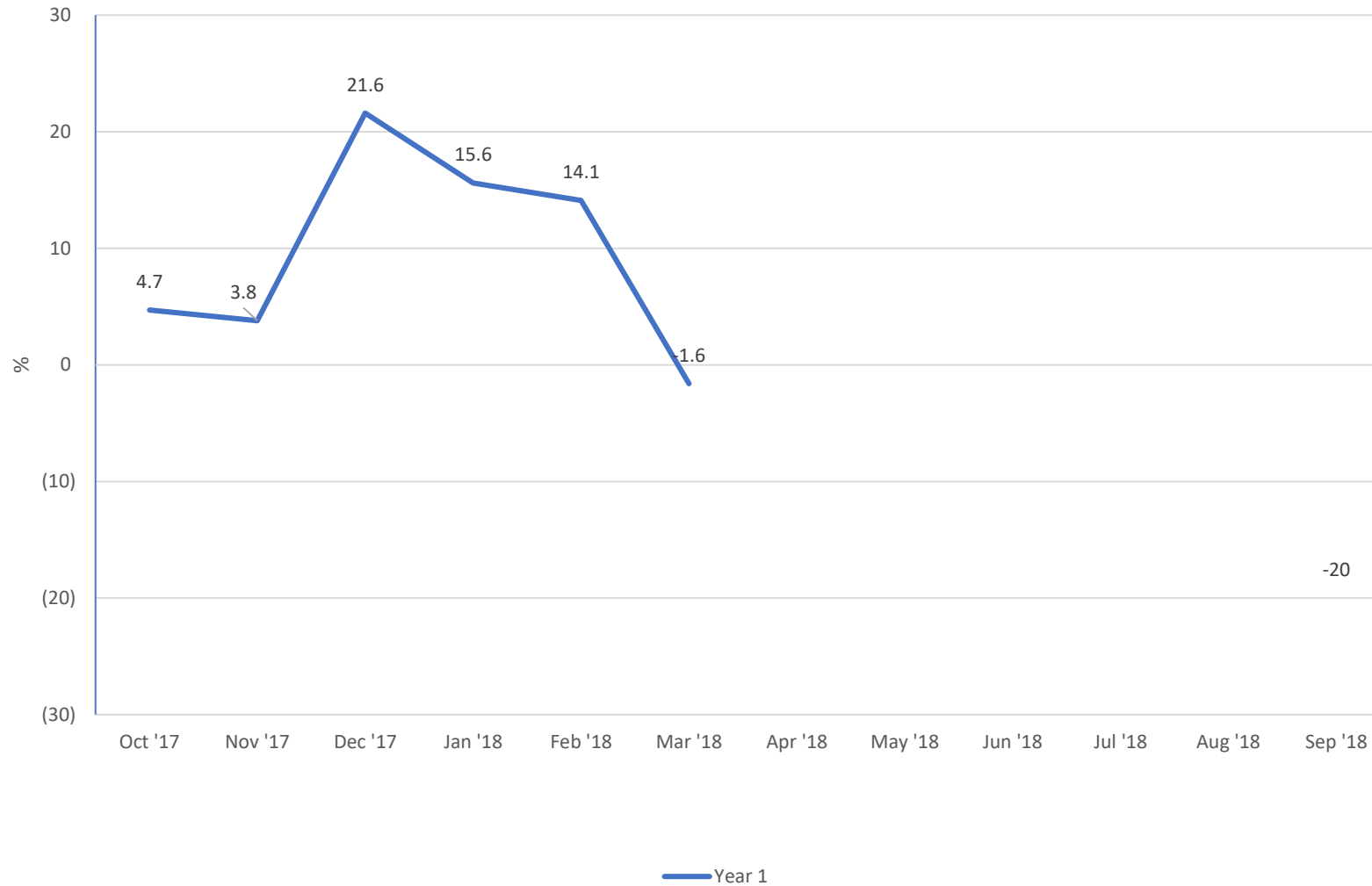
**Visit Bastrop
President's Report
April 2018**



Lodging Industry Report

Lodging Industry Report												
	March '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
Bastrop	69.2	-1.6	100.11	-2.0	-3.6	-1.6	55.1	6.5	87.94	-1.2	5.2	6.5
1	65.0	-3.1	93.45	.5	-2.6	7.9	53.3	-0.3	87.35	6.0	5.7	11.1
2	65.3	-1.8	85.94	3.4	1.5	-1.8	52.3	-5.8	80.35	2.2	-3.7	-5.8
3	69.1	2.0	120.08	4.4	6.4	2.5	55.6	6.5	104.60	0.9	7.4	7.0
4	71.5	4.3	119.36	.4	4.7	4.3	57.1	5.3	107.05	0.1	5.5	5.3
5	67.7	0.4	100.68	.4	.7	9.6	51.7	-5.0	93.13	-1.8	-6.7	3.7
6	79.3	1.1	141.37	8.2	9.3	2.7	66.8	-1.4	124.94	5.4	4.0	0.0
7	80.6	-5.0	191.70	-1.0	-5.9	2.3	73.7	-2.6	163.32	-0.1	-2.7	2.6
8	80.4	-3.0	154.75	-4.4	-7.3	6.3	71.2	-3.0	130.41	-5.0	-7.9	7.1
9	61.1	-5.8	96.87	.2	-5.6	10.7	54.7	-4.8	95.08	0.6	-4.2	13.2
Average	64.0	-1.25	120.43	1.01	-0.24	4.29	59.15	0.46	107.42	.71	.26	5.07

Hotel Occupancy Monthly Percent Change Year Over Year





Convention Sales

Room Nights Booked- Fiscal Year to Date

	Convention Center	Hyatt	Other	Total
FYTD Room Nights		1044	330	1374

Definite Future Room Night Bookings– April

Number of Definite Bookings		Total Room Night Production	Total Attendance	Economic Impact*
Originated	1	22	100	\$5,408
Assisted				

Lead Production - April

Number of Leads Sent	Total Room Night Potential	Total Attendance
1	20	100

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

Convention Sales Initiatives

Tradeshow/Industry Meetings:

- April 12 Global Meetings Industry Day- Austin

Local Events Attended:

- April 4 Chamber Luncheon

Meetings/Appointments:

- April 10 Social Tables event design training with Steve Ballard (BCEC)
- April 16 Joint meeting with Explore Bastrop County in preparation for Tough Mudder & NTTW

Prospecting/Research:

- Added 14 new event accounts into database with contacts, meeting profiles, and other relevant information for sales calls.
- Spoke with 1 association and 1 religious planner regarding future site visits to Bastrop

Other:

- April 2-5 Out of Office for FEMA ICS 300 & ICS 400 Training
- April 20-30 Out of Office for personal leave



MARKETING

April Website Overview

All Users
100.00% Users

+ Add Segment

Apr 1, 2018 - Apr 30, 2018

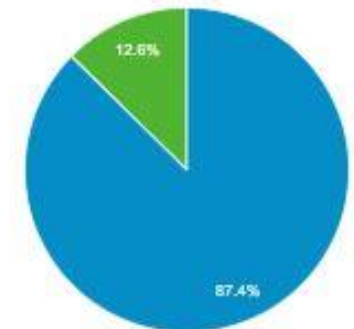
Overview

Users vs. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



April Website Overview

Organic Traffic Overview: In April 2018, VisitBastrop.com, had 2,192 organic sessions. This accounted for 62% of the total sessions. Our site is continuing to see steady increase in organic traffic each month. In December, the first full month of our live site, organic sessions made up 18% of our traffic. In April, the site had its largest volume of traffic – in addition – our keyword rankings are improving. All of this indicates that the website is gaining visibility in search results.

- Homepage
- Bastrop Music Festival
- Easter Celebration at Hyatt Regency Lost Pines

Your top organic landing page last month was the homepage. Additional top organic landing pages included the event listing for the Bastrop Music Festival and the events calendar.

**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:	2.08	2.53	●	17.88%
Total Average Visit Duration:	0:01:54	0:02:21	●	19.18%
Total Bounce Rate:	52.47%	44.47%	●	-17.99%
Organic Pages Per Visit:	2.25	2.61	●	13.93%
Organic Average Visit Duration:	0:02:06	0:02:19	●	9.59%
Organic Bounce Rate:	49.03%	42.47%	●	-15.44%



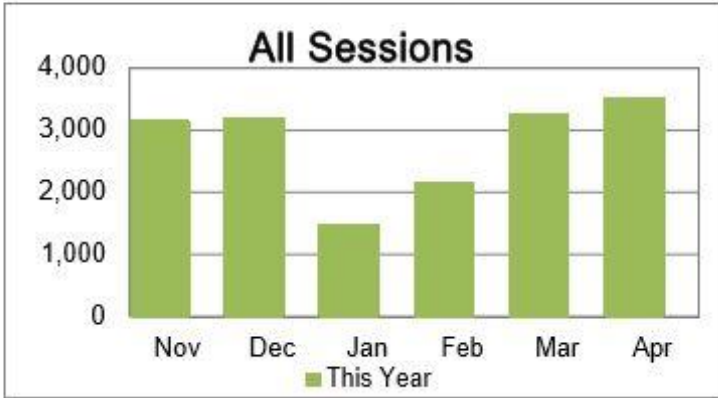
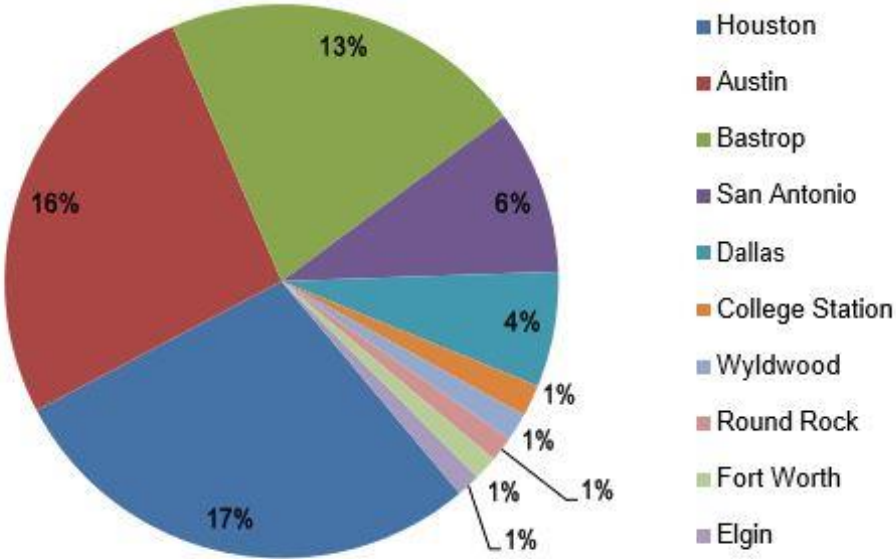
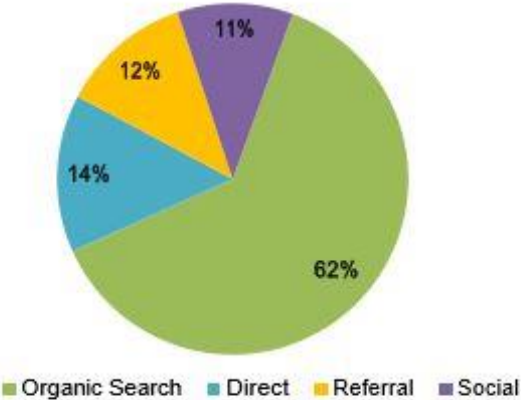
April Website Overview

Traffic Overview:

	Nov	Dec	Jan	Feb	Mar	Apr
Total Sessions	3,155	3,201	1,487	2,153	3,274	3,528
Users:	2,551	2,741	1,101	1,747	2,649	2,928
Bounce Rate:	88%	70%	49%	44%	47%	44%
Pageviews:	7,926	8,591	4,730	5,812	8,767	8,931
Avg Page per Session:	2.51	1.89	2.71	2.61	2.68	2.53
Avg Session Duration:	0:02:08	0:01:18	0:02:45	02:37	02:34	02:21
Total Organic Search Traffic:	399	582	729	1,268	1,801	2,192
% of Traffic From Organic Search:	13%	18%	49%	59%	55%	62%
Entry Pages From Search:	36	80	105	109	139	142

Note: Site launched 11/8/17

Traffic Sources



Top Social Networks:

Source	Sessions	Avg. Time on	Pages per
Facebook	354	0:01:54	1.94
Instagram	7	0:00:26	1.86
Twitter	7	0:02:02	2.00
Pinterest	3	0:02:17	5.00



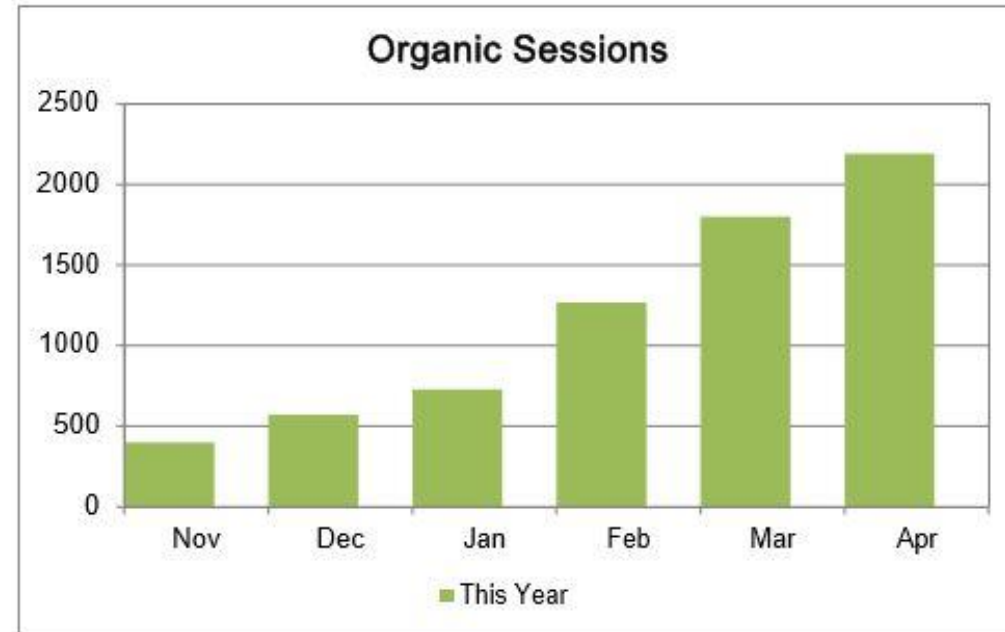
April Website Overview

Organic Search Traffic:

Organic Traffic	% of Total Site Traffic	
Sessions	2,192	62.17%

Organic Engagement compared to Site Engagement		
Pageviews per Session	2.61	3.20%
Average Session Duration	0:02:19	-1.20%
New Sessions	80.16%	1.05%
Bounce Rate	42.47%	-4.49%

Search Engine	Sessions	Percent
google	1,940	88.50%
bing	131	5.98%
yahoo	119	5.43%
ask	2	0.09%



Search Console Queries	Clicks	Impressions	CTR
bastrop tx	222	11,911	1.86%
bastrop texas	101	5,432	1.86%
visit bastrop	95	121	78.51%
bastrop	81	6,137	1.32%
music festivals in texas	33	1,277	2.58%
music festivals in texas 2018	29	538	5.39%
bastrop music festival	27	851	3.17%
bastrop events	25	97	25.77%
music festivals 2018	22	599	3.67%
bastrop, tx	17	836	2.03%

Landing Page	Sessions	Percent
/	755	34.44%
/event/bastrop-music-festival/38/	386	16.70%
/play/calendar/	122	5.57%
/event/mothers-day-brunch-at-hyatt-regency-lost-pines/78/	57	2.60%
/event/pine-street-market-days/3/	54	2.46%
/stay/hyatt/on-site-activities/	53	2.42%
/play/	52	2.37%
/event/table-on-main/31/	37	1.69%
/event/crawfish-boil-benefiting-the-childrens-advocacy-center/69/	28	1.28%
/play/downtown-bastrop/	28	1.28%



April Website Overview

Demographics&Interests

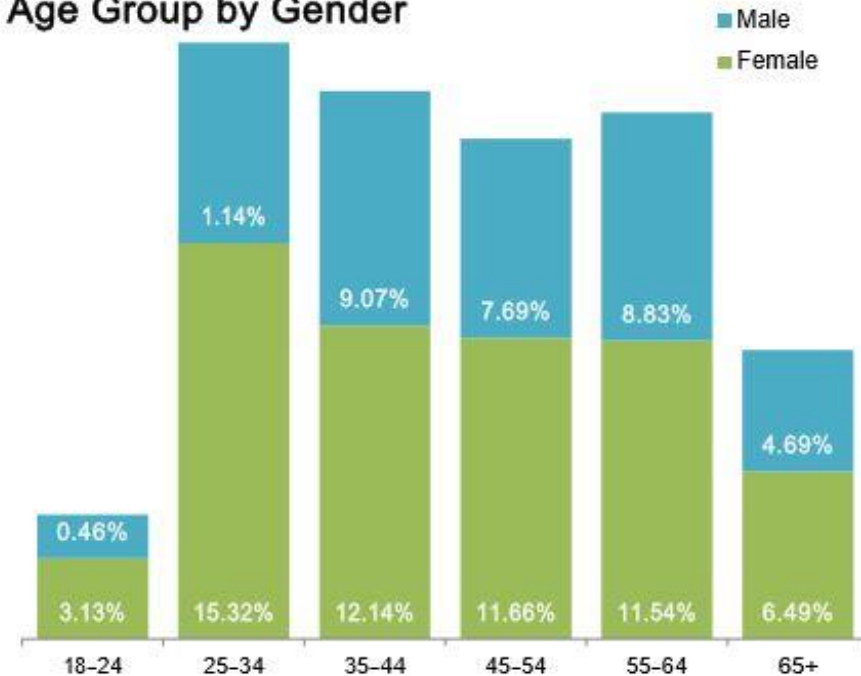
AffinityCategories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	1,166
News & Politics/News Junkies/Entertainment & Celebrity News Junkies	1,073
Shoppers/Value Shoppers	974
Lifestyles & Hobbies/Family-Focused	807
Media & Entertainment/Book Lovers	782
Travel/Travel Buffs	765
Lifestyles & Hobbies/Shutterbugs	752
Banking & Finance/Avid Investors	736
Media & Entertainment/TV Lovers	731
Lifestyles & Hobbies/Pet Lovers	719

OtherCategories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	559
News/Weather	455
Food & Drink/Cooking & Recipes	311
Shopping/Mass Merchants & Department Stores	236
Real Estate/Real Estate Listings/Residential Sales	230
Reference/General Reference/Dictionaries & Encyclopedias	213
Travel/Air Travel	204
Arts & Entertainment/TV & Video/Online Video	190
Internet & Telecom/Email & Messaging	179
Internet & Telecom/Search Engines	163

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

 66.5k Impressions	 668 Engagements	 517 Clicks
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Audience Growth Metrics	Totals
Total Fans	44.6k
Organic Likes	124
Unlikes	132
Net Likes	-8

Publishing Metrics	Totals
Photos	20
Videos	0
Posts	11
Notes	0
Total Posts	31

Total fans decreased by
-0.1%
 since previous month

The number of posts you sent
 decreased by
-31.1%
 since previous month



Facebook Overview: April



					Reach: Organic / Paid	Post Clicks	Reactions, Comments & Shares	
05/04/2018 1:38 pm		Take a break from the big city life, grab a friend and get out of			5.4K		337 193	 View Promotion
04/20/2018 2:56 pm		Celebrate Earth Day with us this weekend at Fisherman's Par			2.1K		162 43	 Boost Post
04/19/2018 5:34 pm		Flamenco! Experience the excitement and passion of La Jue			556		15 14	 Boost Post
04/17/2018 5:35 pm		We're officially ONE month away from the Bastrop Music Fes			1.7K		237 69	 Boost Post
04/17/2018 8:45 am		Whether you're looking to sleep under the stars or be pampe			568		13 21	 Boost Post
04/12/2018 5:12 pm		Crawfish for a good cause, y'all! - come and get'em this week			876		24 14	 Boost Post
04/10/2018 5:39 pm		Just a little something we call "Table on Main." Spend an eve			649		38 31	 Boost Post
04/09/2018 8:55 am		We're reminiscing about this past weekend's First Friday Art			568		31 12	 Boost Post
04/06/2018 9:59 am		Anyone up for a little zip & sip this weekend? "Grab a friend			1.8K		80 64	
04/02/2018 3:02 pm		Have you heard? ...there's a music festival coming to town! B			1.7K		107 77	 Boost Post

Instagram Overview: April

Instagram Activity Overview

406 Total Followers	916 Likes Received	30 Comments Received
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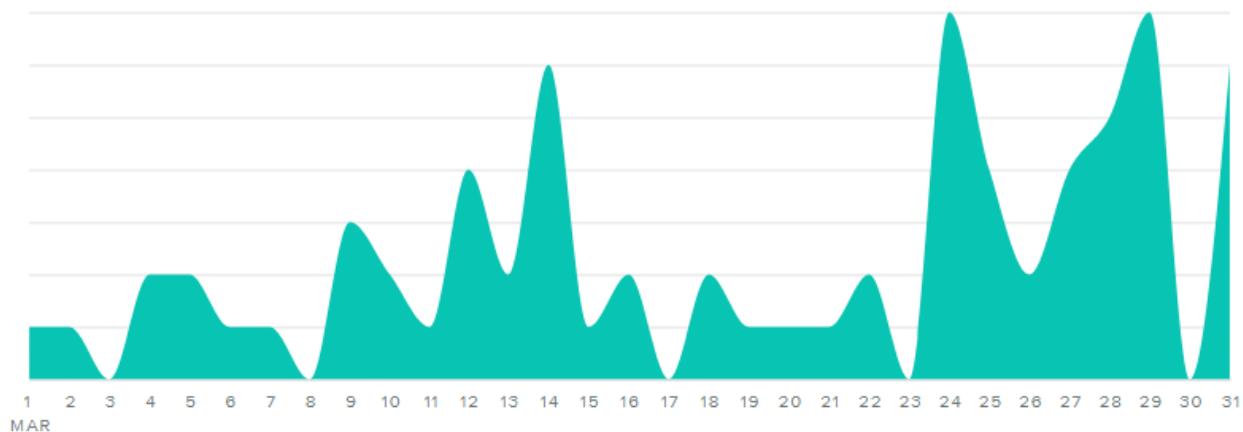
Follower Metrics	Totals
Total Followers	406
Followers Gained	43
People that you Followed	7

Publishing Metrics	Totals
Photos	28
Videos	0
Other	1
Total Media	29

Total followers increased by
▲11.8%
since previous month

The number of media you sent decreased by
▼3.3%
since previous month

AUDIENCE GROWTH, BY DAY



Top Cities

Bastrop, Texas	151
Austin, Texas	70
Houston, Texas	14
Smithville, Texas	12
Cedar Creek, Texas	9

MOST ENGAGED HASHTAGS

#visitbastrop	645
#mybastrop	558
#visitbastroptx	414
#bastrop	166

Instagram Top Posts



@visitbastroptx
57 Engagements



@visitbastroptx
50 Engagements



@visitbastroptx
49 Engagements

■ FOLLOWERS GAINED



Strategic Marketing Initiatives

Bastrop Music Festival: Within one month of the festival, the majority of Visit Bastrop marketing efforts are underway. Billboards have been secured East and West of town. We've partnered with a third party company to promote the festival to travelers via gas pump toppers at gas stations in the surrounding areas. We're running a social promotion on Facebook and Instagram giving away tickets to the festival to generate buzz, and create awareness. We've also partnered with Texas monthly to promote the festival as well as Sun Radio, who will promote via their radio stations. We have created a local presence using the downtown corridor to hang signage at City Hall, displayed multiple banners and signage along Main Street, including the ABRI Gallery window and Chamber of Commerce as well as handing out postcards to business owners, and posting at various places around town.

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 secured for the music festival will be repurposed for this event and they will run from 6/4 – 7/2. Creative to-be finalized in the coming days. Third party company secured to promote festival to travelers to our area via gas pump toppers at gas stations. Working closely with Chamber and agency on design elements and audience targeting.

Marketing Meetings/Activities

DATE	ACTIVITY/MEETING	PURPOSE
4/3	Chamber Monthly Luncheon	Chamber/city updates; networking
4/9	Media Recommendations/Creative – Meetings	To effectively promote Bastrop as a meeting destination
4/9	Simpleview Monthly SEO Call	To discuss and improve SEO
4/11	Meet with Co. Tourism office - Tough Mudder/Tourism Week	Brainstorming Meeting for Event
4/11	CRM Training	Sending Mass Emails to partners; troubleshooting
4/17	Meet with Chamber – Patriotic Festival Planning Discussion	Learn confirmed details, received assets, brainstorm ideas
4/17	Monthly CRM Support Call	Troubleshoot difficulties navigating the CRM
4/20	Breakfast Bites with Sheila Scarborough	The Marketing Layer Cake
4/23	Deluxe Small Business Seminar	How to successfully market your small business
4/26	Call with Stackla (support)	Social Media/Website integration tool troubleshooting

Communications Initiatives

Date	Activities	Purpose
4/2/18 - 4/6/18	Review Documents Relevant to DMO Formation	Familiarization
4/2/18 - 4/6/18	Review Strategic Plan	Familiarization
4/5/2018	Marketing Committee Meeting	Branding Kick-off Meeting
4/11/2018	Tough Mudder/Tourism Week Planning Meeting	Initial Meeting - Event Planning
4/16/2018	Tough Mudder/Tourism Week Planning Meeting	Follow-up Meeting - Event Planning
4/17/2018	Patriotic Festival Planning Meeting	Initial Meeting - Event Planning

Date	Events Attended	Purpose
4/4/2018	Chamber Luncheon	Networking; Current City Updates
4/6/2018	First Friday Art Walk	Visited Event; Took Photos
4/12/2018	Global Meetings Industry Day - Austin	Panelist of Speakers; Networking with Meeting Planners
4/20/2018	Breakfast Bites Meeting	Social Media Speaker
4/23/2018	Deluxe Small Business Seminar	Local Business Attendance; Small Business Consultants Presenting
4/27/2018	BEST Breakfast Meeting	Represent Visit Bastrop
4/29/2018	Table on Main - Volunteer	Clean-up After Local Event

Communications Initiatives

Date	Media Initiatives	Purpose
4/06/2018	Press Release - Music Festival	Area Media - Promote Local Awareness of Music Festival
4/17/2018	Texas Monthly Storytelling Content	Visual Storytelling Opportunity - Music Festival, Overall Bastrop
4/18/2018	Texas Monthly Travel Planner I	Music Festival promotion
4/19/2018	Media Advisory - Tourism Week	Alert to Area Media - Travel/Tourism Week
4/24/2018	Mass Communication	Tough Mudder Awareness
4/24/2018	Texas Monthly Travel Planner II	Music Festival plus downtown promotion
4/25/2018	Event Post - Austin 360	Promote Music Festival
4/26/2018	Event Post - 365 Austin	Promote Music Festival
4/26/2018	Event Post - Spectrum Local News	Promote Music Festival
4/26/2018	Event Post - Austin Monthly	Promote Music Festival
4/26/2018	Event Post - Austin Social Planner	Promote Music Festival
4/27/2018	Event Post - Visit Austin	Promote Music Festival
4/27/2018	Event Post - Austin.com	Promote Music Festival
4/27/2018	Event Post - Austinot	Promote Music Festival
4/27/2018	Event Post - Houston Press	Promote Music Festival
4/27/2018	Event Post - Houstonia	Promote Music Festival
4/27/2018	Event Post - Click2Houston	Promote Music Festival
4/30/2018	Event Post - CultureMap Austin	Promote Music Festival