



**VISIT BASTROP | PRESIDENT'S REPORT**

Reporting: December 1 - 31, 2018

Submitted: January 9, 2019

Presented: January 22, 2019

# WEBSITE & SOCIAL MEDIA SUMMARY



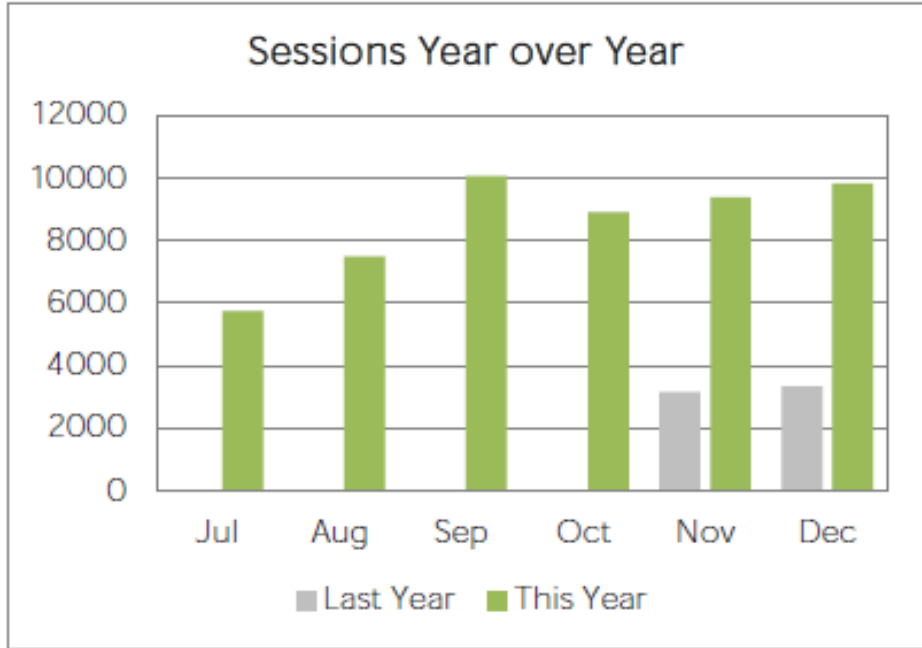
## WEBSITE (YEAR OVER YEAR) SUMMARY

- December 2018 - First Full Month of YoY Data
- 194% increase in traffic (YoY)

## WEBSITE (DECEMBER) SUMMARY

- 9,828 Organic Sessions
- Top Organic Pages
- Bastrop Lighted Christmas Parade (1,036 sessions)
  - Hyatt NYE Experience ( 658 sessions)
  - Bastrop River of Lights (638 sessions)

Top Cities  
Austin, Houston, Dallas, San Antonio, Round Rock, Elgin



| SOCIAL MEDIA STATISTICS |                 |                   |             |
|-------------------------|-----------------|-------------------|-------------|
|                         | Total Followers | Follower Increase | Impressions |
| Facebook                | 44.9K           | .08%              | 63.2K       |
| Instagram               | 959             | 4.5%              | 4,475       |

# PUBLIC RELATIONS SUMMARY



Total Clips: 6  
Est. Monthly Visits: 1,638.330+  
Est. Total Coverage Views: 17,052  
Placement Ratio: 35.4%\*

EVENT: HOLIDAYS SEASON IN BASTROP

Media Alert Sent: November 29, 2018

## Secured Coverage

FOX7

- (est. monthly visits: 354K, est. coverage views 2.13K)
- Estimated Value: \$860
- <http://www.fox7austin.com/news/local-news/lost-pines-christmas-snow-day-in-bastrop>
- Industries represented: Entertainment, Special Events

Austin360

- (est. monthly visits 567K, est. coverage views 2.08K)
- Estimated Value: \$349.18
- <https://www.austin360.com/entertainmentlife/20181206/holiday-fun-4-festive-towns-located-less-than-two-hours-from-austin>
- Industries Represented: Entertainment, Special Events, Hyatt Regency



Entertainment & Life  
**Holiday fun: 4 festive towns located less than two hours from Austin**



**Bastrop**

From the Holiday Homes Tour to the Lighted Christmas Parade, Bastrop glows with holiday fun the weekend of Dec. 8 and beyond. Looking for New Year's plans? Check out the Hyatt Regency Lost Pines, where you'll find everything from a Ferris wheel to a barbecue feast on New Year's Eve. Learn more about the holidays in Bastrop, located 45 minutes from Austin, at [visitbastrop.com/things-to-do/holiday-happenings](http://visitbastrop.com/things-to-do/holiday-happenings).

# PUBLIC RELATIONS SUMMARY



SECURED COVERAGE CONTINUED...

EVENT: MY HOMETOWN BASTROP: Reasons Why This Is a Perfect Holiday Getaway

CBS AUSTIN (KEYE)

- (est. monthly visits: 8.26K, est. coverage views 919)
- <https://cbsaustin.com/features/we-are-austin/my-hometown-bastrop-reasons-why-this-is-a-perfect-holiday-getaway>
- Industries represented: Entertainment, Special Events, Hyatt Regency Lost Pines, Outdoor

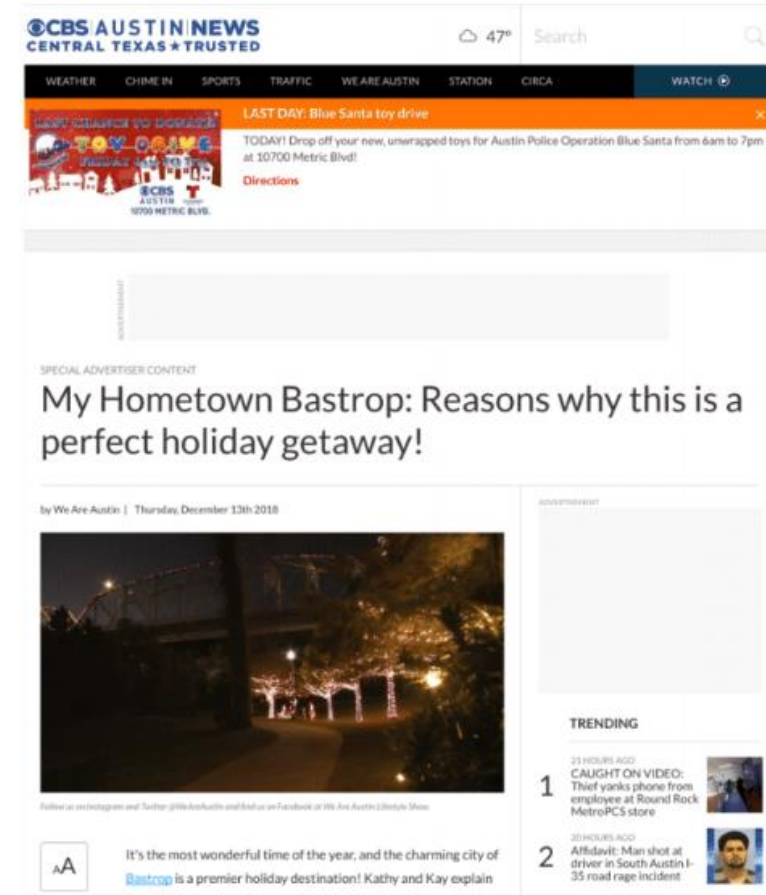
ELGIN COURIER

- (est. monthly visits: 7.57K, est. coverage views 903)
- [https://www.elgincourier.com/lifestyles/article\\_f3a2b490-f7ec-11e8-b19d-c3c9f8b2310d.html](https://www.elgincourier.com/lifestyles/article_f3a2b490-f7ec-11e8-b19d-c3c9f8b2310d.html)
- Industries Represented: Outdoor, Special Events, Entertainment

## PROACTIVE OUTREACH SECURED COVERAGE

Unique Events in the US that are Dog-Friendly | Dog Road Trip Ideas  
Raising Your Pet Naturally

- (est. monthly visits: 8.26K, est. coverage views 919)
- <https://raisingyourpetsnaturally.com/dog-road-trip-ideas>
- Industries Represented: Outdoor, Special Events



# LODGING INDUSTRY REPORT



|                | November 2018 |            |               |            |            |                | 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> | <b>61.8</b>   | <b>1.1</b> | <b>149.13</b> | <b>0.8</b> | <b>1.9</b> | <b>1.1</b>     | <b>64.5</b>           | <b>2.7</b>             | <b>169.50</b> | <b>0.1</b> | <b>2.8</b>  | <b>2.7</b>     |
| <b>Average</b> | <b>59.3</b>   | <b>0.3</b> | <b>112.5</b>  | <b>1.1</b> | <b>1.5</b> | <b>2.7</b>     | <b>62.5</b>           | <b>-0.9</b>            | <b>116.5</b>  | <b>0.5</b> | <b>-0.4</b> | <b>3.1</b>     |

| Glossary      |                            |
|---------------|----------------------------|
| <b>ADR</b>    | Average Daily Rate         |
| <b>RevPAR</b> | Revenue per Available Room |
| <b>Occ</b>    | Occupancy                  |

# SALES REPORT

LEADS - 1

SERVICE REQUEST LEADS - 1

DEFINITES - 1

SERVICE REQUEST DEFINITES - 0

LEADS ROOM NIGHTS – 160

CONTRACT VALUE - room block

DEFINITE ROOM NIGHTS – 160

---

LOST LEADS - 0

**Leads:** Number of leads sent out to a Bastrop property

**Lead Room Nights:** Rooms selected multiplied by the number of nights in the period

**Service Request Leads:** A lead sent out to a non-hotel property

**Definites:** Number of leads that booked at a Bastrop property

**Definite Room Nights:** Number of rooms booked multiplied by the number of nights in the period

**Service Request Definites:** A non-hotel lead to a Bastrop business.

# QUESTIONS, THOUGHTS COMMENTS?

Chamber of Commerce Newsletter  
Board of Director Meetings  
City Council Meetings

Susan Smith, President  
512-332-8991  
[susan@visitbastrop.com](mailto:susan@visitbastrop.com)