



VISIT BASTROP | PRESIDENT'S REPORT

Reporting: October 1 – 31, 2018

Submitted: November 13, 2018

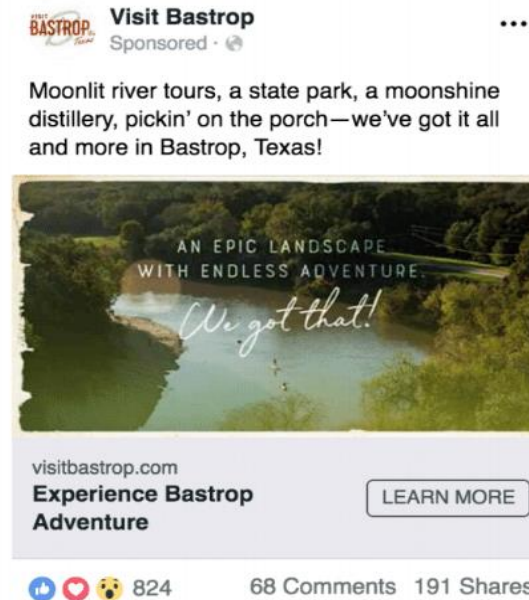
Presented: November 27, 2018

WEBSITE & SOCIAL MEDIA SUMMARY

SOCIAL MEDIA STATISTICS			
	Total Followers	Follower Increase	Impressions
Facebook	44.9K	.1%	254.8K
Instagram	846	9.6%	8,128

GAP CAMPAIGN KEY INSIGHT

- Facebook & Google Paid Ads
- 414,000+ impressions
- 156,000+ people reached
- 7,884 link clicks
- 322 Facebook page likes



PUBLIC RELATIONS SUMMARY



EVENT: Scream Hollow Wicked Halloween Park

HALLOWEEN ROUND-UP INCLUSIONS:

Spectrum News (est. monthly visits: 1.3M, est. coverage views 7.85K)

DESTINATION MEDIA PITCHES (for potential article generation)

- **Anonymous** – Family Travel Getaways
- **Global Traveler** – Post Thanksgiving City Breaks
- **House Method** – Best Small Towns to Visit in Winter
- **AirHelp** – Best Cities to spend Christmas Vacation
- **Cheapism** – 20 Trips to Take Between Christmas and New Year's
- **AirHelp** – Best American or European Cities to Enjoy Festive Season
- **Amsterdam News** - Where to Take Your Family for a Holiday Vacation
- **US News & World Report** – Budget-Friendly Ways for Retirees to Create Memories

PUBLIC RELATIONS SUMMARY



EVENT: 13th Annual Veteran's Day Car Show Media

(media alert sent)

EVENT COVERAGE GENERATED:

- FOX 7 Good Day Austin on-show interview
- KXAN
- Spectrum News Austin
- Elgin Courier

*(*reach and views to be provided in November report)*

EVENT SUBMISSION CALENDAR LISTING OUTLETS:

- Austin.com (est. monthly visits: 37.6K)
- Tyler Morning Telegraph (est. monthly visits: 249K)
- County Line Magazine (est. monthly visits 16.8K)
- Do512 (est. monthly visits 444K)
- Spectrum News (est. monthly visits 1.07M)
- The Austinot (est. monthly visits 82.9K)
- Austin 360 (est. monthly visits 436K)
- Culture Map Austin (est. monthly visits 187K)
- Texas Co-op Power (est. monthly visits 16.7K)
- Community Impact (est. monthly visits 1.07M)

TOTAL REACH: 3,484,000

LODGING INDUSTRY REPORT

	September 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
Bastrop	63.2	1.2	157.2	3.5	4.7	1.2	64.6	4.4	171.60	-0.3	4.1	4.4
Average	58.3	-8.93	115.0	.91	-7.8	-6.03	62.7	-.82	116.22	.72	-.096	3.64

Glossary	
ADR	Average Daily Rate
RevPAR	Revenue per Available Room
Occ	Occupancy

SALES REPORT

LEADS - 3

SERVICE REQUEST LEADS - 1

DEFINITES - 1

SERVICE REQUEST DEFINITES - 1

LEADS ROOM NIGHTS – 805

CONTRACT VALUE - \$23,000.00

DEFINITE ROOM NIGHTS – 0

LOST LEADS - 3

ROOM NIGHTS - 805

- Chose another location
- Planner never responded to property

Leads: Number of leads sent out to 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:

QUESTIONS, THOUGHTS COMMENTS?

Chamber of Commerce Newsletter

Board of Director Meetings

City Council Meetings

Susan Smith, President

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