

VISITOR CENTER

Accomplishments:

- Implemented electronic sign-in
- Installed outdoor brochure rack
- Installed electronic events displayed on in-house TV
- Open house for art exhibit in Ab Abernethy room
- New fall foliage backdrop for photo ops



LEISURE

Accomplishments:

- Texas Highways, Texas Monthly, County Line Magazine ads - economic impact of \$24,240* based on inquiries received
- Texas Highways Magazine story: Fredonia Hotel, “17 Trips for 2017” (Value \$4,853*)
- Red River Revel, Shreveport & Texas State Fair exhibitions – economic impact of \$69,600*
- Seasonal itineraries, e-newsletters created and distributed
- Press releases (20) to media within 3-5 hour drive

*Based on current industry standards



CONVENTIONS/MEETINGS

Accomplishments:

- Meeting Planner Guide developed and distributed
- TSAE's Connect Texas Marketplace attended
- Contacted 30 Meeting Planners regarding FAM Tour
- Texas Meeting Planner Guide – Annual Publication
 - Fredonia Hotel editorial feature (Value \$4,500*)
- TSAE's Digital Directory banner ad - Annual
- Hosted three meetings in Oct. generating an economic impact of \$160,727*.
- Hosted seven meetings/groups in Nov. generating an economic impact of \$1,709,168*.

*Based on current industry standards



GROUP TOUR

Accomplishments:

- Hosted two daytrips - economic impact of \$5,975*
 - Five tours currently on the books
- Produced seasonal itineraries
 - Nine Flags Festival season
 - Holiday in the Pines
- Secured bus transportation through SFA Alumni sponsorship

*Based on current industry standards

