

# VISIT BASTROP

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## 2022-2023 Mid Year Report



# VISIT BASTROP TEAM



Susan Smith, CDME - President/CEO



Ashton LaForte - Director of Marketing



Cherry Kay Abel, TDM - Director of Sales



Stephanie Doradea - Business Manager



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# LEISURE TRAVELLER

## MARKETING

- Visitor Guide
- Website
  - Search Engine Optimization
  - Google Paid Search
  - Extranet
- Billboards (OOH)
- E Newsletters
  - Meeting and Leisure
- Social Media
  - Facebook, Instagram, LinkedIn,
- Travel Texas Partnership

## PUBLIC RELATIONS

- Media Writers/Influencers
- Earned Media Coverage
- Proactive Pitching
- Professional Spokesperson
- Blog

## VISITOR SERVICES

- Visit Bastrop Planning App
- Buc-ee's Kiosk



# LOCAL COMMUNITY

## COLLABORATION

- Cultural Arts
- Main Street
- Historic Commission
- Community Assets
- Music Friendly
- Film Friendly
- Bird Friendly

## PARTNERSHIPS AND PROGRAMS

- Community Assets and Stakeholders
  - Museum & Visitor Center
  - Bastrop Opera House
  - Lost Pines Arts Center
  - Main Street
- Visit Bastrop Extranet
- GO! Bastrop Savings Card
- Film Alley Advertising
- DTN Flight Plan
- Quarterly Call for Content
- Destination Travel Network (DTN)



# HOW DO WE MEASURE SUCCESS?

Tourism is a dynamic and highly complex sector that manifests itself differently in every destination. While there is no set formula for destination success, successful long-term tourism development must begin with sustainability concepts. A well established DMO, supportive local governments, engaged local leaders, and a shared vision of sustainability and innovation are what most effectively foster destination success.

## Marketing KPI's

- Earned Media Coverage
- Website Metrics
- Social Metrics
- Conversions
- Newsletter Metrics
- Blog Metrics
- Leads Generated
- Leads and Room Nights
- Definite Bookings
- HOT Tax
- Sales Tax Revenue
- Main Street Website Metrics
- Research
- Convention Center Sales
  - Repeat vs. New
  - Local vs. Non-Local
- GO! Bastrop Card Offers
- Economic Impact
- Visitor Guide Distribution
- Music Friendly Database

# MARKETING HIGHLIGHTS

PUBLIC RELATIONS	2021 - 2022 ACTUALS	2022 - 2023 GOALS	2022 - 2023 ACTUALS YTD*
PR PITCHES	88 pitches	(+5% YOY) 92 pitches	53 pitches
MEDIA ALERTS & PRESS RELEASES	8 releases & alerts	(+5% YOY) 9 releases & alerts	3 releases & alerts

\*2022 – 2023 Actuals Date Range: October 1, 2022 - March 31, 2023

# MARKETING HIGHLIGHTS

WEBSITE	2021 - 2022 ACTUALS	2022 - 2023 GOALS	2022 -2023 ACTUALS YTD*
PAID SEARCH	99,986 sessions	+7% YOY (106,985 sessions)	50,087 sessions
OVERALL TRAFFIC	280,690 sessions	+7% YOY (300,338 sessions)	127,886 sessions
ORGANIC TRAFFIC	112,379 sessions	+7% YOY (120,246 sessions)	51,684 sessions

\*2022 – 2023 Actuals Date Range: October 1, 2022 - March 31, 2023

# MARKETING HIGHLIGHTS

WEBSITE	2021 - 2022 ACTUALS	2022 - 2023 GOALS	2022 - 2023 ACTUALS YTD*
REPEAT VISITORS	72,703 sessions	+7% YOY (77,792 sessions)	35,357 sessions
BLOG TRAFFIC	9,127 sessions	+7% YOY (9,766 sessions)	4,348 sessions
VISITOR GUIDE DISTRIBUTED	25,000 distributed	Flat Projections YOY	20,545 distributed

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# MARKETING HIGHLIGHTS

SOCIAL MEDIA	2021 - 2022 ACTUALS	2022 - 2023 GOALS	2022 – 2023 ACTUALS YTD*
FACEBOOK ENGAGEMENTS	14,685 engagements	20% + YOY (17,622 engagements)	10,987 engagements
INSTAGRAM FOLLOWERS	615 new followers	3% + YOY (634 new followers)	174 new followers

\*2022 – 2023 Actuals Date Range: October 1, 2022 - March 31, 2023

# MARKETING HIGHLIGHTS

NEWSLETTERS	2021 - 2022 ACTUALS	2022 - 2023 GOALS	2022 – 2023 ACTUALS YTD*
E-NEWSLETTER OPT-INS	2,111	+5% YOY (2,216 opt-ins)	1,549 opt-ins
E-NEWSLETTER OPEN RATE	32% open rate	Exceed industry standard 27%	35% open rate

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# SALES RESULTS AND FORECAST

	2022 – 2023 GOALS	2022 – 2023 ACTUALS YTD*
Definites	48	24
Definite Room Nights	15,980	6,346
Convention Center	16	12

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## ECONOMIC IMPACT - \$3,590,393

# HOT EVENT FUND \$125,482

EVENT	AWARD	EIC	ACTUAL/PRE
Lost Pines Leathernecks Det 1384	\$3,200	\$78,711	ACTUAL
Bastrop Area Cruisers	\$5,000	\$373,422	ACTUAL
TX State Our Little Miss – Oct 2022	\$5,000	\$127,033	ACTUAL
Corvette Invasion	\$20,000	\$204,136	PRE (EVENT IN JULY)
Cult Classic	\$15,000	\$402,246	PRE (DUE 5/4/23)
BL Con Texas 2023	\$2,825	\$148,679	PRE (EVENT IN JUNE)
Lost Pines Knife Show	\$10,000	\$327,100	PRE (EVENT IN SEPTEMBER)
TX State Our Little Miss – Apr 2023	\$5,000	\$139,373	PRE (DUE 6/15/23)
Blue Flame Cruisers	\$6,000	\$277,903	PRE (EVENT IN JUNE)
Yesterfest	\$10,000	\$286,897	PRE (EVENT IN MAY)
<b>TOTAL AWARDED</b>	<b>\$82,025</b>	<b>\$2,365,500</b>	

# FOCUS AREAS

- Downtown Bastrop Microsite
- Convention Center Landing Page
- ECABS
- Certified Autism Destination
- Community Initiatives
- New Photo/Video Assets
- BE KIND Pledge – Sustainability
- Welcome/Relocation Guide
- Fisherman's Park Signage
- Selfie Spots





## FISCAL YEAR 2022 – 2023 BUDGET

### Revenue

City Contract	\$ 1,153,500.00
Hot Special Event Funding	\$ 75,000.00
Total Revenue	\$ 1,228,500.00

### Expenses

Total Client Development	\$ 16,000.00
Total Dues, Memberships, Subscriptions	\$ 17,265.00
Total Local Meetings/Transportation	\$ 9,500.00
Total Marketing/Advertising/PR	\$ 467,794.88
Total Office Expenses	\$ 35,054.00
Total Information Technology	\$ 2,868.00
Total Personnel Costs	\$ 533,955.99
Total Operational Costs	\$ 71,062.13
Total Expenses	\$ 1,228,500.00