


**BCS CVB UPDATE
LUNCHEON
2015**

The Team

Shannon Overby
Kindra Fry
Cynthia Brown
Jordan Meserole
Sydney Murrell
Dominique Powell

Sophie Curtis
Elizabeth Webb
Joseph Merlo
Arabia Harris
John Friebele

BRYAN 
COLLEGE
STATION
CONVENTION AND
VISITORS BUREAU



College Station - \$1,321,294
Bryan – \$238,440
Brazos County – \$25,000
Non-HOT Rev - \$90,542
Total: \$1,675,276



(Projected Total HOT Collections: \$5,868,000)

CVB Funding
FY15

College Station - \$1,727,854
Bryan – \$331,963
Brazos County – \$25,000
Non-HOT Rev - \$141,400*
Total: \$2,226,218



(Projected Total HOT Collections: \$6,130,000*)

CVB Funding
FY16

*=estimated/projected

- “ - Conventions
- “ - Sports Tournaments
- “ - Weddings
- “ - Reunions
- “ - Tourism



CVPB Services

Sales Info



Leads:
291

Bookings:
279

Events:
296

Leads
Attendees:
120,794

Bookings
Attendees:
90,161

Events
Attendees:
183,655

Leads
Room Nights:
98,211

Bookings
Room Nights:
56,238

Events
Room Nights:
61,111

*As of Aug 31, 2015

Web Numbers

Unique Visitors:
322,763

Pageviews:
1,280,879

Mobile:
169,938

Top Referring:
EasterwoodAirport.com
CampusVisit.tamu.edu
CSTX.gov
12thman.com
Visit.tamu.edu

Top Landing:
Things To Do
Events Calendar
Homepage
Nightlife
Restaurants

62.59% = Organic Traffic

Social Media



Likes:
13,798

Avg New:
81 / month



Followers:
3,062

Avg New:
46 / month

2013-14 Ads



We've Got **SPACE** For Your Next Meeting
Plenty Of

Bryan-College Station has everything you need for your next meeting - ample facility space, first class hotel rooms, top notch attractions, and suppliers for every need. In other words, just about anything you would find in the big city, without the traffic jams and hustle and bustle. Just a 90-minute drive from Houston and Austin, along with daily direct flights to Dallas and Houston, bringing your event to Aggieland has never been easier. Call us today and let us help you plan your next meeting!

- Meeting Space
Square Footage
- Brazos County Expo 50,000
 - Hilton 27,000
 - A&M MSC 15,300
 - The Zone Club 14,000
- ...With more than 50 other venues and spaces available!

VisitAggieland.com | 800.777.8292

Meetings



THE GRASS IS ALWAYS GREENER ON OUR FIELDS!
www.VisitAggieland.com
800.777.8292



Sports

Escape to Aggieland!

3 Great Local Wineries

Seasonal Festivals
Sunset Vineyard Tours
Charming Wine Tasting Rooms
Close to Most Major Texas Cities

For Information About Bryan College Station:
800.777.8292 | www.VisitAggieland.com

Visit Aggie!

★ Downtown Bryan ★

Street Art Fair

APRIL 18, 2015

VisitAggieland.com
800.777.8292

BRYAN COLLEGE STATION CONVENTION AND VISITORS BUREAU

Visit Aggie!

Events

Leisure

“HOT,” Grant



BRYAN ★
COLLEGE
STATION
CONVENTION AND
VISITORS BUREAU

- Grant program established in 2012 to assist events with additional advertising and promotional funding
- Separate from the CVB's operating budget
- 2 applications deadlines per fiscal year
- Minimum 250 room nights on need dates
- 71% increase in applicants
- Implemented new grant software FY16

BCS History

Total direct travel spending up 60% since 2004

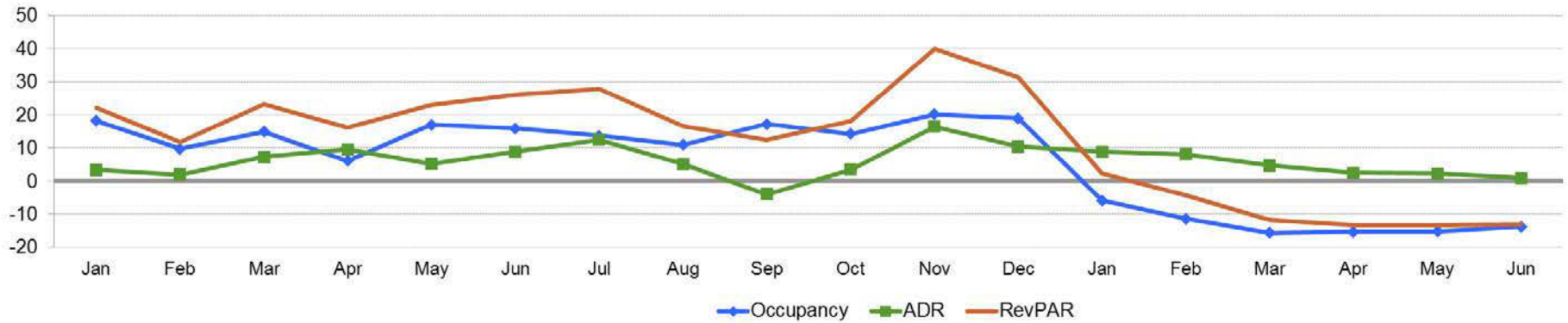
Website visitation increase of 40% since 2013

BCS led competitive set in 2014 for highest occupancy percent (#2 2013)

BCS led competitive set in 2013 & 2014 for average daily rate



Monthly Percent Change



First 6 Months of 2015:

- YTD occupancy down 13.1%
- YTD revenue per available room (RevPAR) down 9.5%
- Average daily rate declining since Nov. 2014
- Supply up 9.2%, but demand down 5.1%

Changes in FY15

Continue to expand HOT Grant Program

- Revise guidelines & minimums
- Expected to grow to 50+ applicants

Increase promotion of Preferred Access Agreement

- Zone Club available for use again
- Hall of Champions now available
- Increased familiarization trips & site visits

Action Steps

More Aggressive Marketing/Advertising

- Drive brand awareness for BCS
- Be intentional and strategic with placements
- Stronger analytics and measurements
- Continued involvement with cities to promote best message
- Increased involvement with attractions, hotels, and facilities to discover needs

Action Steps

- Utilize experts in their field to maximize our impact



- Committee made up of representatives from City of Bryan, City of College Station, Texas A&M system, Brazos County, and BCSCVB Board selected Cubic Creative to handle media placements, while Drifting Creatives will execute the vision of the artwork



- Committee continues to actively meet to discuss direction and suggestions provided by Cubic and Drift

New Identity

BRYAN  COLLEGE STATION

**BRYAN 
COLLEGE
STATION**

Refreshed Logo



🗉 Shannon Overby
shannon@bcscvb.org

🗉 Kindra Fry
kindra@bcscvb.org

🗉 Elizabeth Webb
elizabeth@bcscvb.org
979-260-9898

Contacts