

Experience
BRYAN 
COLLEGE
STATION

FY 2018
Year in Review

Kindra Fry
President & CEO

FY 2018 Highlights

Room Nights

For the running 12 months (October 2017 – September 2018) compared with the same period the prior year:

- Room nights sold increased significantly by **11.9%**
- Room nights revenue increased significantly by **\$13.1M** or **12.9%** to **\$114.7 M**
- Number of rooms available increased by **17.6%**

Summary

- Room nights sold was very close to keeping pace with new rooms coming on line – opening of the Texas A&M Hotel & Conference center impacted August & September numbers
- Key measures are extremely positive, showing significant growth in room demand, revenue, and supply

	Running 12 Months		
	2016-2017	2017-2018	Growth
Supply	1,674,659	1,970,031	17.6%
Demand	998,976	1,118,102	11.9%
Revenue	\$101,577,449	\$114,683,470	12.9%
Occupancy	59.7%	56.8%	-4.9%
ADR	\$101.68	\$102.57	0.9%
RevPar	\$60.66	\$58.21	-4.0%

FY 2018 Highlights

Events

In FY 2018:

- **198** events held or assisted by Experience Bryan College Station
- Represents an economic impact of **\$75.7 Million**

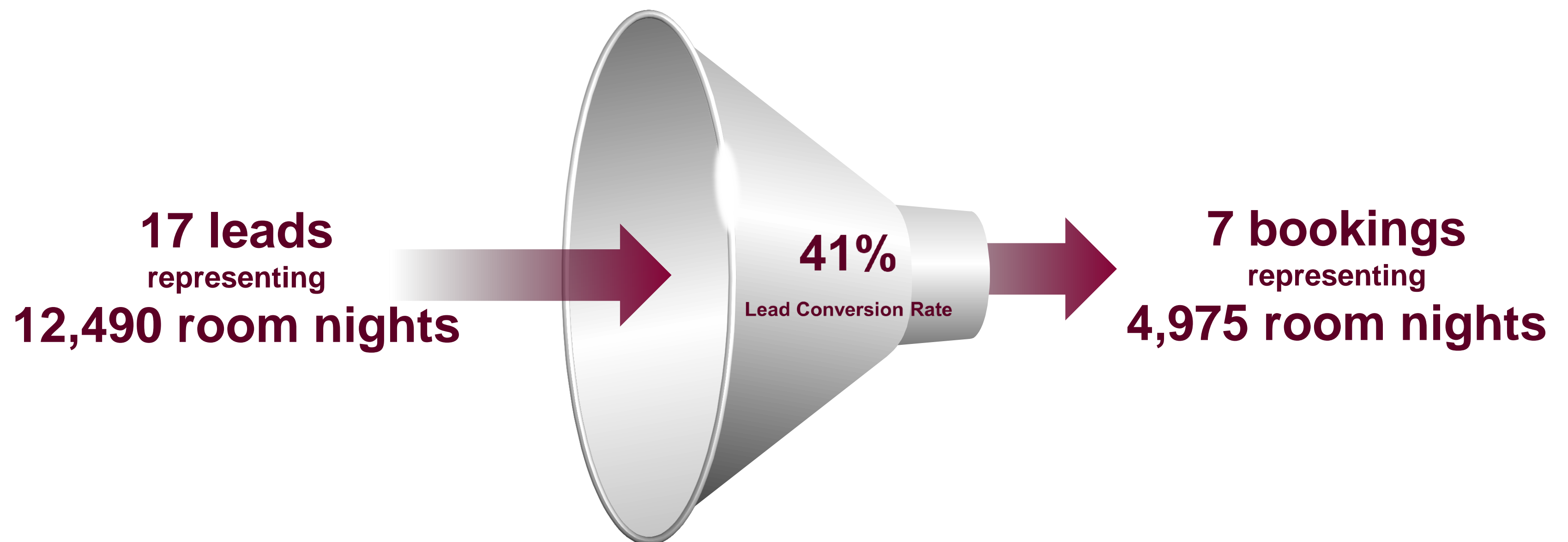
FY 2018			
Events Held	Room Nights	Attendees	Economic Impact
198	67,089	91,437	\$75,688,847

FY 2018 Highlights

Preferred Access Agreement

For FY 2018:

- **17** leads representing **12,490** potential room nights generated by Experience Bryan College Station
- **7** bookings as a direct result from those leads resulting in **4,975** room nights
- Lead Conversion Rate (LCR) of **41%**



FY 2019 Strategy

Staffing

- Fully staffed as of end of August 2018
 - Internal promotion for VP of Sales & Marketing
 - Hired Director of Marketing & Communication
 - Hired Director of Conventions
 - Hired Sports & Events Manager

Strategic Plan

- Finalizing FY19 strategic plan

Sales Focus

- Refocused sales for Group Sales (Associations, TAMU, etc.)
- Sales missions to Austin and Texas A&M
- Promote and enable site visits

Marketing

- Finalizing selection process of new advertising agency
- Refocusing marketing for highly targeted lead generation

Partnerships

- Programs to forge stronger community partnerships
- Increase communication and collaboration with city departments and Texas A&M to develop stronger relationships

FY 2019 Major Impact Fund

Major Impact Fund

- General Requirements
 - Significant economic impact (Hotel tax & Sales tax)
 - Post event analysis
- Conventions
 - 350 total room nights
 - Weekday performance
 - Potential for repeat or multiple year contracts
- Sports
 - 1,000 total room nights
 - Historical data on performance
 - Potential marketing media reach implications

Major Impact Events - Sponsorships

AJGA	\$20,000
Special Olympics	\$5,000
Texas 4H Horse Show	\$35,000
Unspecified Events	\$50,000
Total	\$110,000

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