

Experience
BRYAN 
COLLEGE
STATION

Kindra R. Fry
President & CEO

FY 2020

Investment Request

FY 2019 Highlights

Room Nights

For the running 12 months (May 2018 – May 2019) compared with the same period the prior year:

- Room nights sold increased by **5.4%**
- Room nights revenue increased by **4.0%** or **\$4.5 Million**
- Number of rooms available grew by **12.0%**

Summary

- Room nights sold slowed slightly, but is keeping pace with new rooms coming on line
- Key measures are positive, showing continued growth in room demand, revenue, and supply

	Running 12 Months		
	2017-2018	2018-2019	Growth
Supply	1,866,893	2,091,375	12.0%
Demand	1,089,461	1,151,524	5.4%
Revenue	\$111,150,361	\$116,155,363	4.0%
Occupancy	58.4%	55.1%	-5.9%
ADR	\$102.20	\$100.87	-1.3%
RevPar	\$59.54	\$55.54	-7.1%

FY 2019 Highlights

Sales

- Leads increase of 13.17%
- Definite room nights increase of 18.18%
- Definite attendees increase of 18.3%

HOT Grant

- **\$684,849** awarded in FY 2019
- Since October 2013, **\$2.44 Million** approved for **236** groups

Major Impact Event Fund

- Tough Mudder \$70,000
- Texas State 4H Horse Show \$35,000
- BCS Sports + Events Golf Classic \$15,000

Moving Into FY20

- Continued focus Group Sales
 - State Associations
 - Religious
 - Military
- Sales missions to Austin, Dallas, Houston and Texas A&M
- Increase the number of Site Visits and FAM Tours
- More focused digital marketing efforts across all markets (Conventions, Leisure & Sports)
- Co-op marketing program with other organizations and events

FY 2020 Investment Request

	FY 2019	FY 2020
Operations/Marketing	\$2,424,139.13	\$2,398,573.00
HOT Grant	\$588,950.00	\$669,114.00
Major Impact Fund	\$135,000.00	\$162,500.00
Total	\$3,149,089.13	\$3,230,187.00

Thank you!

Kindra R. Fry
Kindra@ExperienceBCS.com

www.experiencebcs.com
979-260-9898

