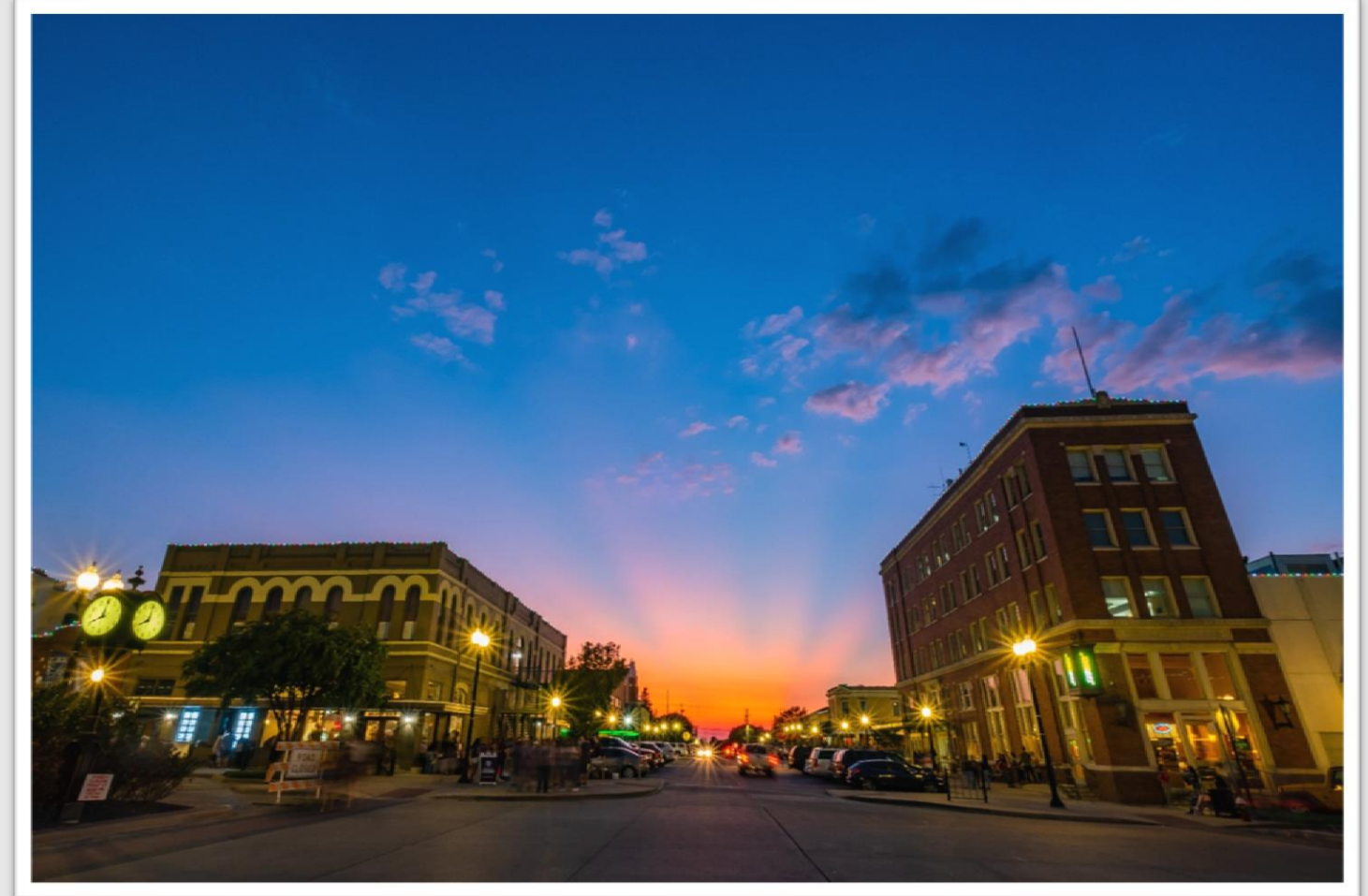
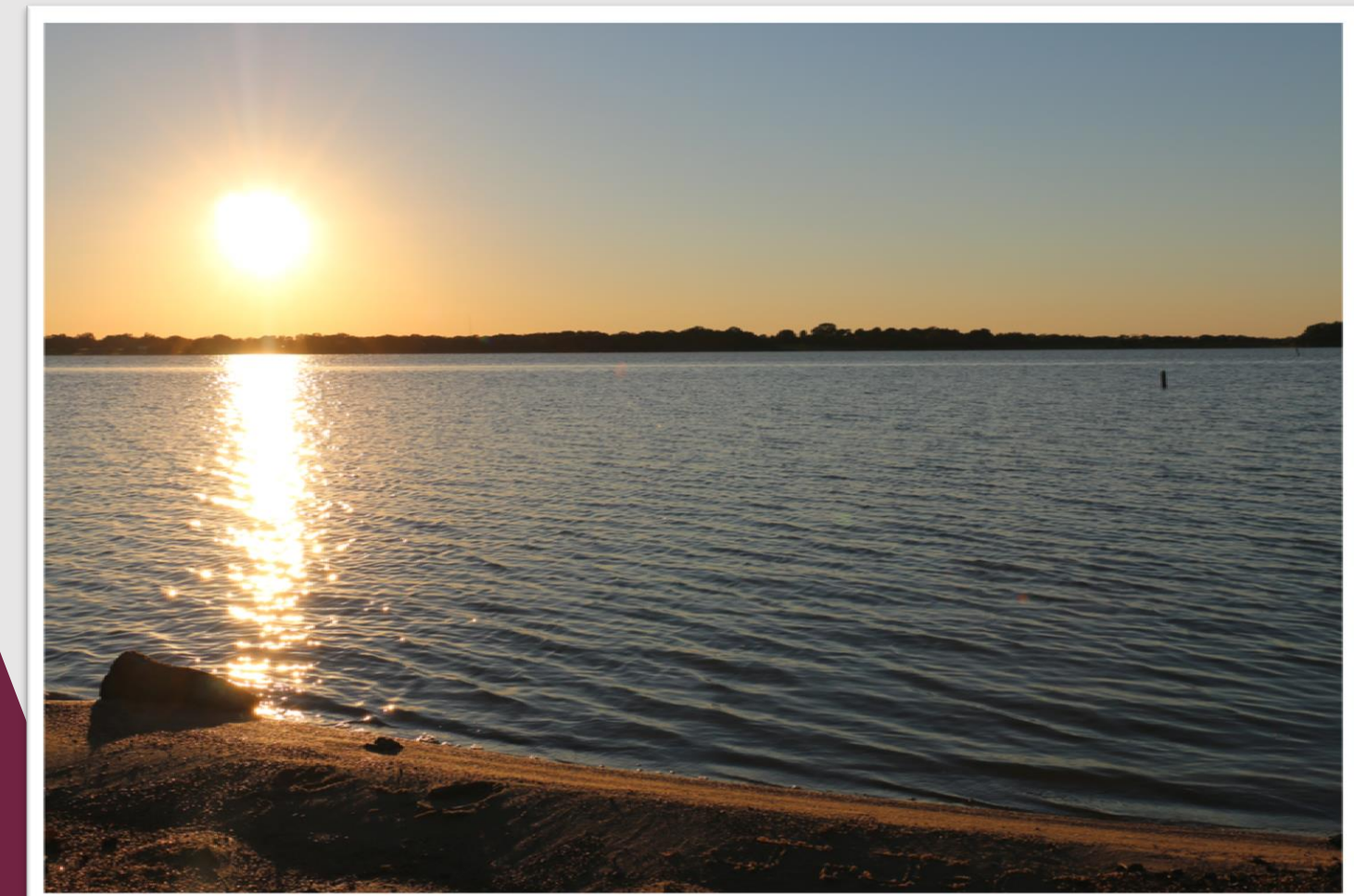




# Experience Bryan College Station



Kindra Fry  
President/CEO  
[Kindra@ExperienceBCS.com](mailto:Kindra@ExperienceBCS.com)



# LOCAL TOURISM INDUSTRY



**\$584.6 Million**  
Travel Spending



**7,204**  
Travel Employment  
(jobs)



**\$57.7 Million**  
Tax Receipts Generated  
by Travel Spending

\*Info from 2018 [travelstats.com/impact](https://www.travelstats.com/impact)



# FY19 Highlights



**Benchmark Year**

**Marketing Restructure**

**Website Enhancements**

**Sponsorship Opportunities**

**HOT Grant Growth**

# EBCS PERFORMANCE

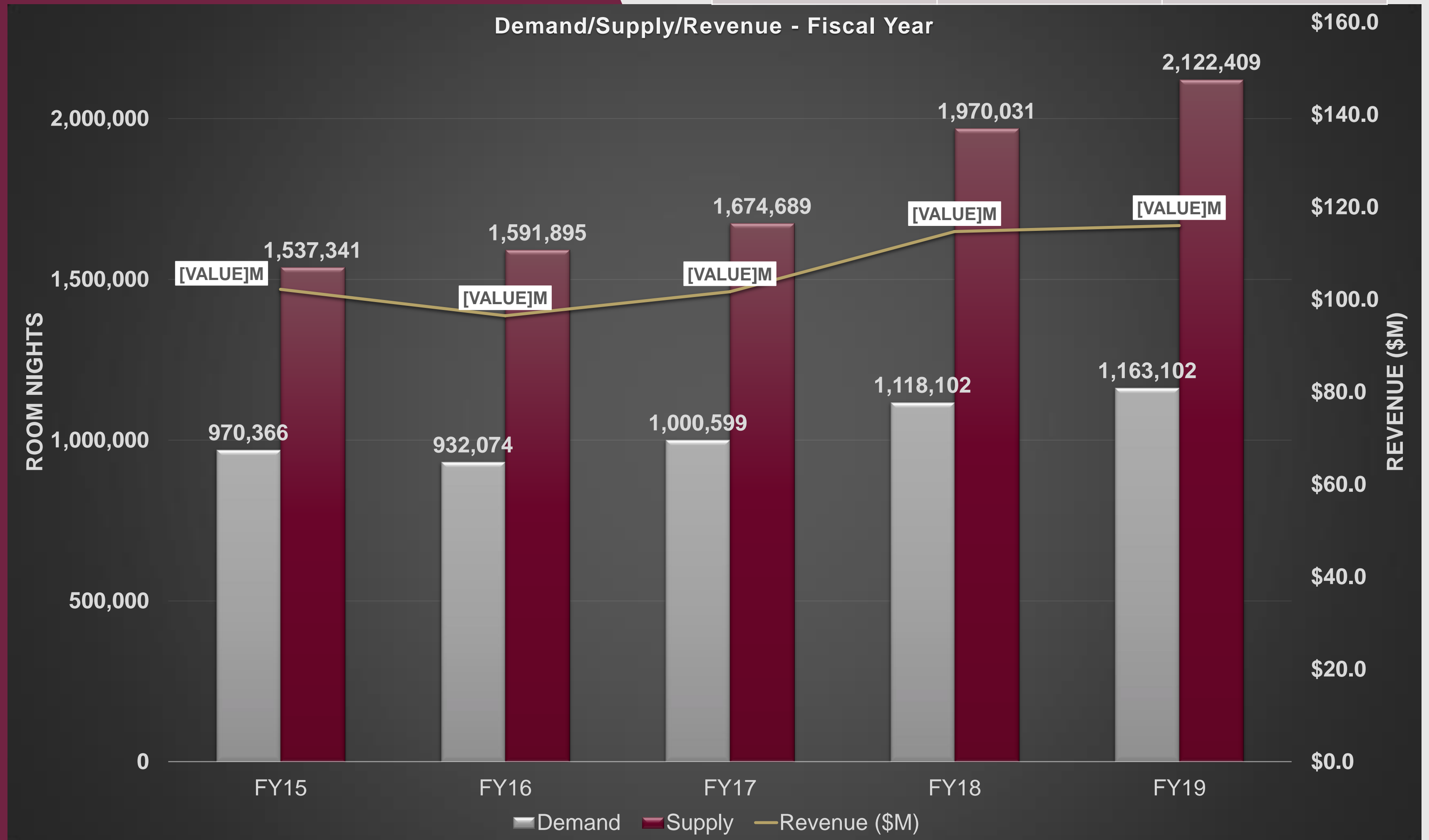


## PERCENTAGE CHANGE YEAR OVER YEAR

| <u>FY19 YOY</u> | <u>Leads</u> | <u>Lead RN</u> | <u>Definite Bookings</u> | <u>Definite RN</u> |
|-----------------|--------------|----------------|--------------------------|--------------------|
| EBCS            | 11.8%        | 8.1%           | 9.0%                     | 20.8%              |
| Conventions     | 21.5%        | 26.1%          | 18.1%                    | 39.3%              |
| Sports          | -1.0%        | -3.1%          | -4.8%                    | 4.3%               |

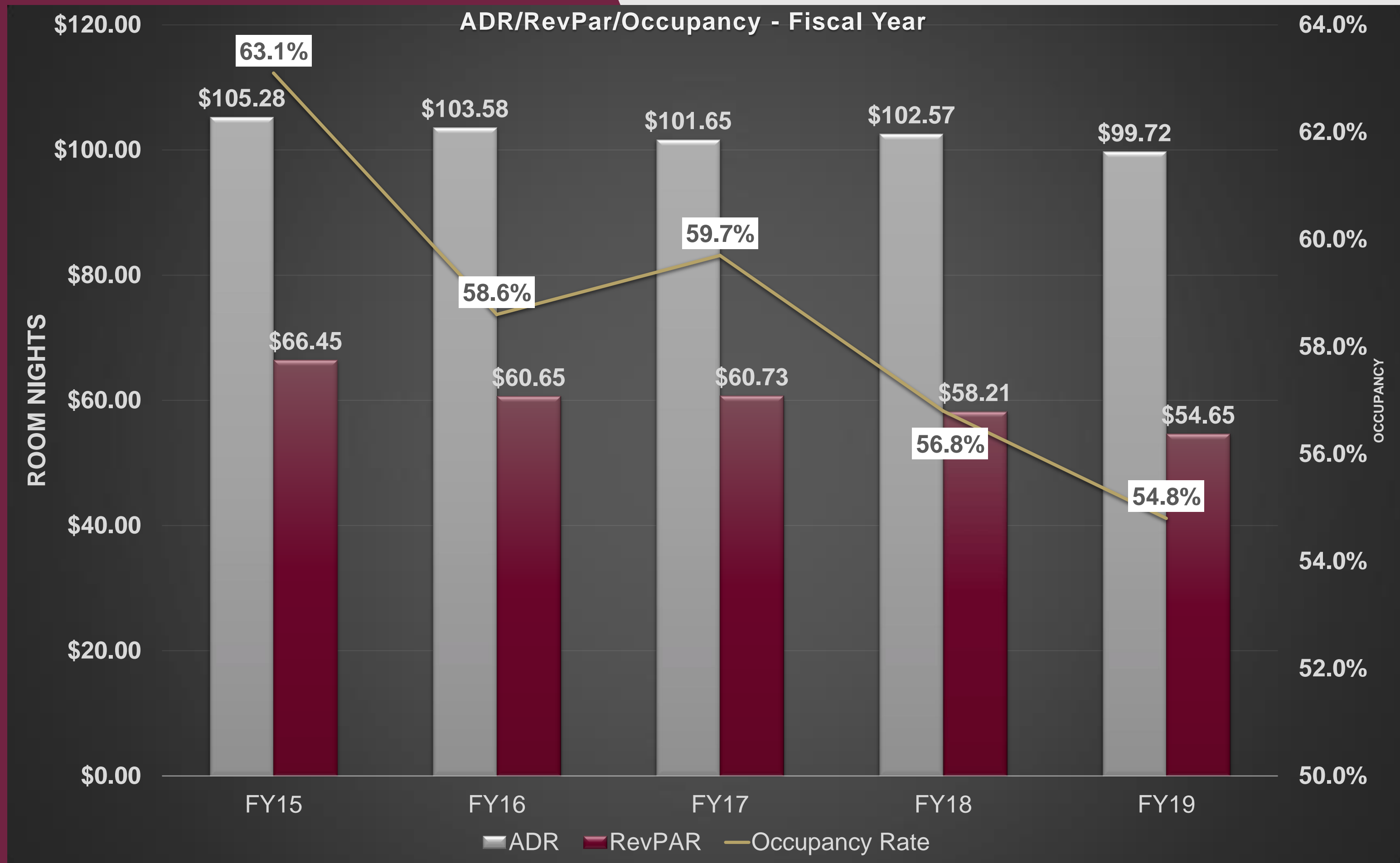
# DEMAND, SUPPLY, REVENUE

| Fiscal Year | Supply | Demand |
|-------------|--------|--------|
| FY15-FY16   | 3.5%   | -4.1%  |
| FY16-FY17   | 5.2%   | 7.4%   |
| FY17-FY18   | 17.6%  | 11.7%  |
| FY18-FY19   | 7.7%   | 4.0%   |
| FY15-FY19   | 38.0%  | 19.9%  |



\*Data from Smith Travel Research

# ADR, RevPAR, OCC



\*Data from Smith Travel Research

# CONVENTIONS/GROUP SALES



**Industry Professional Organizations**

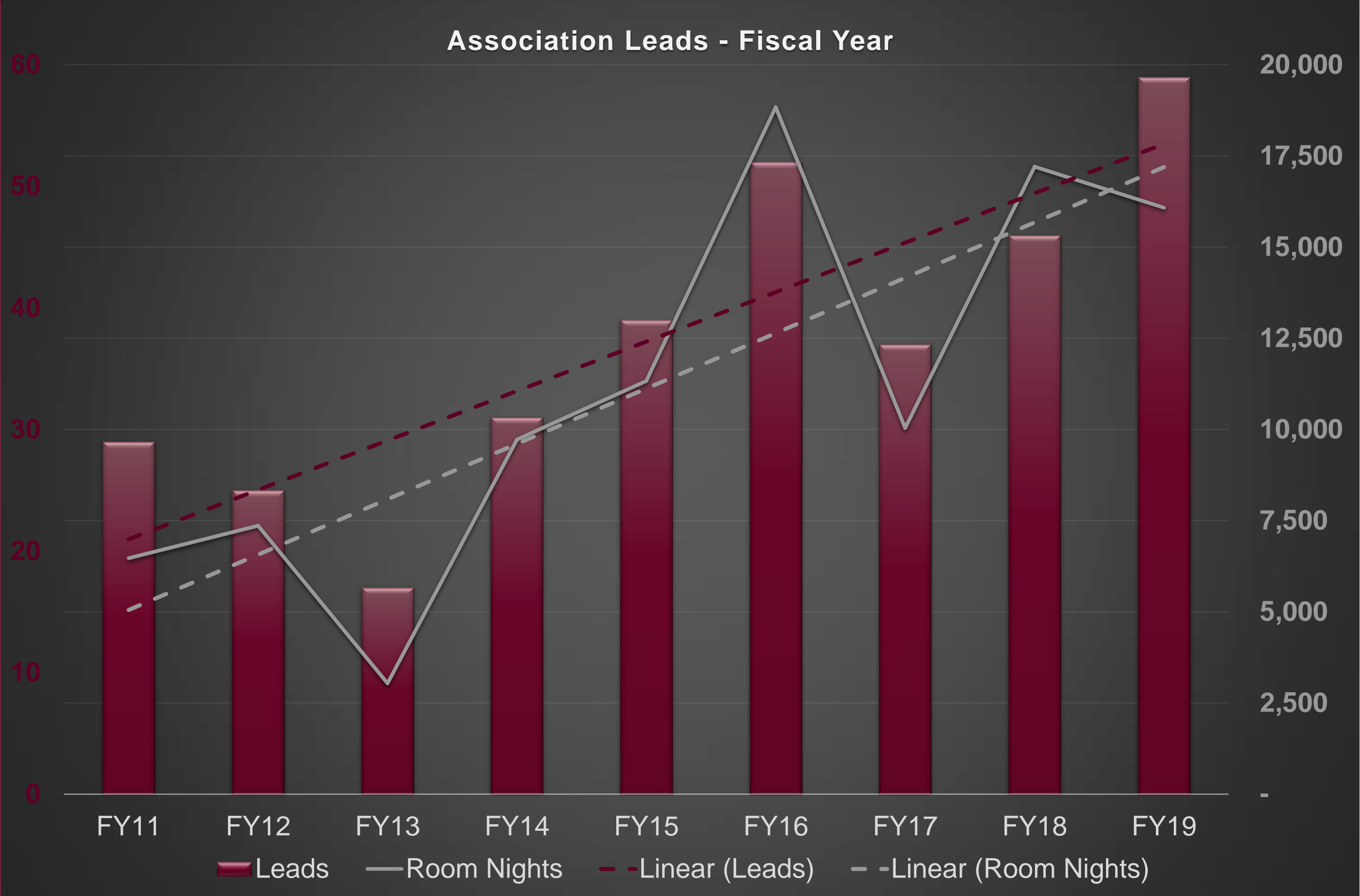
**Sales Calls/Client Events**

**Social, Military, EDUCATION, RELIGIOUS,  
Fraternal (SMERF) Market Focus**

**Associations Market Focus**

# ASSOCIATION MARKET

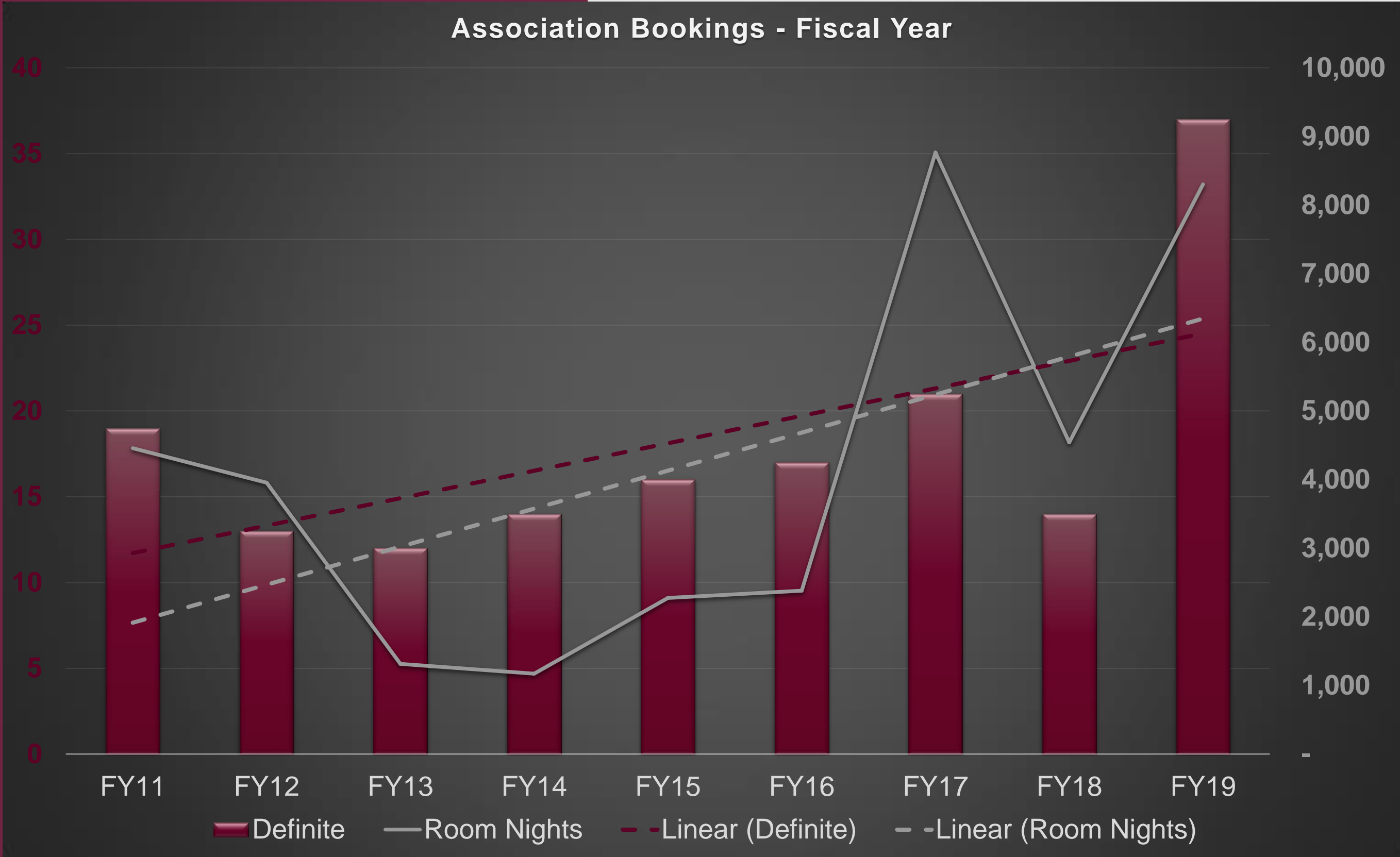
## LEAD PROGRESSION





# ASSOCIATION MARKET

## DEFINITE BOOKING PROGRESSION



# BCS SPORTS + EVENTS



**Event Retention**

**National Events**

**Creating/Owning Events**

**Website Enhancements**

# MARKETING & ADVERTISING



## Marketing Department Structure

~60% Digital ~40% Traditional

Digital Media

Traditional Media

*Experience*  
**BRYAN  
COLLEGE STATION**

**For more information contact:  
Experience Bryan College Station  
[www.ExperienceBCS.com](http://www.ExperienceBCS.com)**

