

TOURISM

Hotel Occupancy Tax Collections

Below are the hotel occupancy tax collections for the various applicable fiscal years. This does not include payments to the LGC. These collections are for the month of January, the first month of the second quarter in the FY2016-2017 fiscal year. The City of Buda is still in the process of collecting payments. Once all payments have been collected, other data regarding hotel occupancy tax revenue will be analyzed.

QUARTERLY ANALYSIS

Q1 Total	October	November	December
\$117,441.07	\$52,213.81	\$65,227.26	\$50,828.94
Q2 Total	January	February	March
	\$21,115.61		
Q3 Total	April	May	June
Q4 Total	July	August	September

YEARLY ANALYSIS

	Q1	Q2	Q3	Q4	Total Collected
FY 2012-2013	\$ 96,399.30	\$ 116,740.06	\$ 132,981.42	\$ 123,257.58	\$ 469,378.36
FY 2013-2014	\$ 113,901.56	\$ 109,376.38	\$ 129,886.28	\$ 176,700.87	\$ 529,865.09
FY 2014-2015	\$ 114,728.68	\$ 103,491.13	\$ 174,620.08	\$ 159,713.37	\$ 623,478.32
FY 2015-2016	\$ 180,461.65	\$ 124,498.41	\$ 167,679.59	\$ 153,209.74	\$ 637,656.82
FY 2-16-2017	\$ 168,270.01	\$ 21,115.61			

Tourism Statistics

TourTexas.com stats for January:

	Current Month	Current total FY 16/17	Total for FY15/16
Profile Views	369	1,397	5,972
Total Leads	174	408	1,271
Mailed brochures	167	388	1,231
Downloaded brochures	7	14	40
Clicks to website/social media	83	165	1,085
Clicks to booking info	16	25	20

Tourism Desktop Website (CivicPlus) stats for January:

	Current Month	Current total FY16/17	Total for FY15/16

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Completed Project

Project Status Changes since last Report

New Project

Total Users	606	2,226	14,191
Total page views	2,066	8,631	47,695
Brochure downloads	72	312	906
Brochure requests	4	10	48
Content Updates	4	15	NA

Tourism Mobile Website (Duda Mobile) stats for January:

	Current Month	Current total FY16/17	*Total for FY15/16
Total users	535	2,990	3,196
Total page views	1,428	7,425	9,866
Total calls from site	4	30	27
Clicks to Map	5	34	37
Content Updates	1	7	NA

*Mobile website started in June 2016, numbers reflect total since publishing the site

Social Media

Tourism Facebook stats January:

1,097 total page likes – Peak likes on January 31 with 14 likes after posting about the visit to The Stitch Shop

	Current Month	Current total FY16/17	Total for FY15/16
Likes	22	190	351
Page views	3,172	62,967	114,860
Engagement	501	4,826	NA
Posts	3	59	NA

Other Facebook stats for Tourism

1,800 most reached in a single boosted post (event boost for First Thursday)

1,339 most reached in a single organic post (visiting The Stitch Shop)

Tourism Instagram stats for January:

Followers: 170

	Current Month	Current total FY16/17
New Followers	31	53
Post likes	131	451
Posts	13	46

Most reached in a single post 94 (picture of the Buda water tower with logo)

Most engagement on a single post 19 (picture of Helen's Casa Alde sign w/ taco joke)

Tourism Twitter stats for January:

Followers: 48

	Current Month	Current total FY16/17
New Followers	5	18

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Completed Project

Project Status Changes since last Report

New Project

Favorites	1	10
Retweets	1	7
Posts	1	10

Visitors Center

Month	Nights/ Weekends Brochures	Visitors in FY15/16	Visitor Totals Per Month FY16/17	In-State & Out-of-state Monthly Visitor Totals		Quarterly Totals
October	14 Guides 13 Maps	16	24	#In-state: 14	#Out-state: 10	#Visitors: 54 #In-state: 33 #Out-state: 21
November	33 Guides 30 Maps	24	19	#In-state: 12	#Out-state: 7	
December	10 Guides 12 Maps	26	11	#In-state: 7	#Out-state: 4	
January	34 Guides 34 Maps	31	36	#In-state: 31	#Out-state: 5	#Visitors: #In-state: #Out-state:
February		16		#In-state:	#Out-state:	
March		18		#In-state:	#Out-state:	
April		22		#In-state:	#Out-state:	
May		18		#In-state:	#Out-state:	
June		21		#In-state:	#Out-state:	
July		25		#In-state:	#Out-state:	
August		7		#In-state:	#Out-state:	
September		4		#In-state:	#Out-state:	

Tourism Activities

Major Tourism/Marketing Projects for the Month of January

- **Tourism Department and meeting/event venues discuss cooperative opportunities to capture more weddings, events and corporate meetings**

The Tourism Department met with several of the wedding and event venues in the Buda area to discuss ways to capture more weddings, events and corporate meetings. First, the Tourism Department is going to work with this group to capture more weddings that consist of wedding parties from out of town. We now members of the Austin Wedding Guide and receive a weekly list of leads that detail a bride's location and wedding date. We will launch an email campaign in February that will be targeted at brides and grooms that either live outside the Austin area or have large wedding parties with the potential to bring hotel night stays to Buda. We are also working on a website that features Buda venues, hotels and vendors. Once this is launched, we will continue our work with these venues on ideas to capture corporate meetings to help boost weekday business for local Buda hotels.

- **Additional wayfinding sign coming soon**

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New Project

A wayfinding sign was approved by the Texas Department of Transportation to be placed on the northbound frontage road of I-35 for the hotels located within the located with the Starbucks. This is in an effort to prevent hotel guests from passing the entrance.

- **Look for new billboards in late February early March**

The Buda City Council approved three billboards for fiscal year 2016-2017. We currently have one in San Marcos that will be kept to help promote the Downtown Buda as a tourism destination. The Main Street Program will be looking to change the design on that sign in the near future. The Tourism Department is also acquiring space on an electronic billboard in Kyle that will have four rotating slots to feature Buda attractions, events and hotels. Finally, the City will have a third “travelling” billboard that will move locations throughout the state every few months as a recognition campaign to promote Buda as a tourism destination.

- **Working to finish to the www.visitbudatx.com website redesign**

The Tourism Department’s current website design has been in place for 5 years and looks outdated. Staff has been working with CivicPlus this month on a new design that will have a fresh, more modern look. This website will also have more features and the ability to add elements that will allow site visitors to check hotel availability, view all social media and create a Buda itinerary without leaving the website. We are hoping to launch this redesign by early March. More details to come.

Items of Interest

- **Attended the first Convention Center Study meeting**

Buda Economic Development is funding and hosting convention center feasibility study for the City of Buda. The study will assess the need for a convention center study, as well as, help determine what type of center and operations based on needs. This study is in the beginning stages, but we will share more as information develops.

- **Participated in Main Street Program Manager interviews**

The City of Buda was accepted into the Texas Main Street Program run by the Texas Historical Commission back in October 2016. The City of Buda officially selected Maggie Gillespie as the Main Street Program Manager. She started with the City on January 24. Maggie comes to the City of Buda from the City of San Marcos main street program. She will be a great asset to the community and the main street district and will soon start a plan, with the help of her board, to promote Downtown Buda as a tourism destination.

- **Tourism is preparing for the Capital of Texas Police Motorcycle Chute Out**

The 4th Annual Capital of Texas Police Motorcycle Chute Out takes place March 1 – 4 in the Cabela’s parking lot. This event is a combined effort between 9 local Law Enforcement Agencies, including Buda Police Department, to bring a motor cops from across the country and beyond to compete in a motorcycle course to see who can maneuver the course in the fastest. While this event’s main goal is to raise money for local charities and to help officers qualify for other competitions, this event is significant to Buda, because it brings over 300 room nights to our local hotels. Plus, participants visit our local restaurants and businesses throughout their stay. The City of Buda

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New Project

Tourism Department helps by giving them a \$6,000 Hotel Occupancy Tax Reimbursement Grant to attract riders from all across the country. They have participants from Texas, Oklahoma, Louisiana, even Canada. The Tourism Department also sponsors a dinner for the riders, as well as, provides items for the participant registration bags.

- **City of Buda is the top sponsor for the Buda Lions Club Country Fair and Wiener Dog Races**

The City of Buda is the top sponsor for the 20th Annual Buda Lions Club Country Fair and Wiener Dog Races. In August of 2016, the Buda City Council opted to give the Buda Lions Club a \$4,500 sponsorship in conjunction with the Lions Club's \$6,000 Hotel Occupancy Tax Reimbursement Grant. This sponsorship makes the City of Buda the top sponsor for the event and allows for the city to have exclusive marketing and solicitation rights for the tourism industry in Buda. This sponsorship is in an effort to help keep propel Buda's recognition and legacy within the state of Texas.

Advertising

Print Ads – None for January

Publication	Run Date	Cost	Readers	Price/Reader	Ad Size	Purpose

Digital Ads – None for January

Website	Purpose	Run Dates	Price	Impressions	Price/Impression	Clicks

Facebook Campaigns

Campaign	Total Paid Views	Cost	Price/View	Total Engagement	Price/Engagement
First Thursday	425	\$5.00	.012	26	.19

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Completed Project

Project Status Changes since last Report

New Project