



Baycations are Better



BAHCVB Board of Directors



- **City of Kemah**
 - Mayor Carl Joiner, City Administrator Wendy Ellis, Boardwalk Inn Dalia Pena
- **City of League City**
 - Mayor Pat Hallisey, CVB Administrator Bryan Roller, South Shore Harbor Resort
Bridget Bear
- **City of Nassau Bay**
 - Mayor Mark Denman, City Manager Jason Reynolds, Hilton Melinda Mintz
- **City of Seabrook**
 - Mayor Thom Kolupski, Director of Communications LeaAnn Dearman

Chairman: LeaAnn Petersen | Vice Chair: Wendy Ellis | Treasurer: Jason Reynolds | Secretary Bryan Roller

Why this presentation is BETTER!

- ◎ The Ghosts of Baycations Past
- ◎ The Ghosts of Baycations Present
- ◎ The Ghosts of Baycations Future



THERE WILL BE A QUIZ DURING THE PRESENTATION, PRESENTED BY OUR MAYORS

The Ghosts of Baycations Pasts



1492 Columbus sailed the Ocean Blue

- The BAHCVB was established in 2001 - 17 Years

Partner Cities

- Kemah, Houston, La Porte, League City, Nassau Bay, Seabrook, Webster

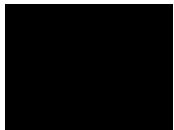
Business Model

- Print heavy marketing concept, cooperative advertising, events/trade shows/meetings, visitor services.

Partners Began to Dwindle

- 2012 Webster left, 2014 La Porte left, 2016 Houston left followed by LC.

Crying, over you...

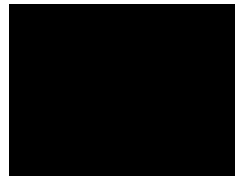


QUIZ TIME

Seabrook Mayor Thom Kolupski



 **How old is Facebook?**



and the answer is...

 **14 years old**
Launched in February
2004 in Cambridge, MA

The Ghosts of Baycations Present



○ **Changed our Business Model**

- Moved staff driven model to marketing driven model with a heavy digital presence

○ **Marketing Firm**

- Hired Mindecology in April 2017

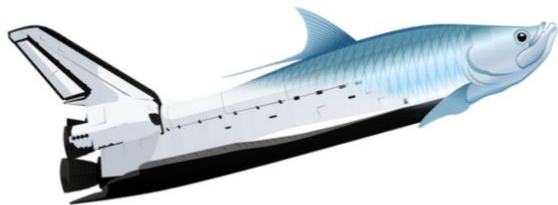
○ **Hired Marketing & VC Manager**

- Downsized staff dramatically with staff focus on VC Operations

○ **Partners Rejoined**

- League City came back on board during the summer of 2017

Creating a Brand...



Baycations are Better

LAUNCH INTO YOUR TEXAS BAYCATION.

Birding & Boardwalks 🌞 Food & Family Fun 🌞 Nightlife & Nature
Spas & Salons 🌞 Seafood & Spirits 🌞 Shopping & Space Exploration



Discover your Texas Baycation 🌞 [VisitBayAreaHouston.com](https://www.VisitBayAreaHouston.com) 🌞 Kemah | Nassau Bay | Seabrook



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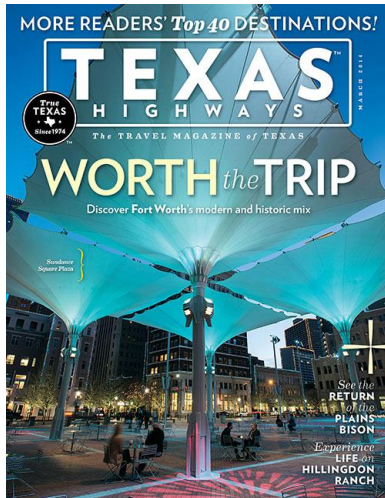
Discover your Texas Baycation ☀️ VisitBayAreaHouston.com ☀️ Kemah | League City | Nassau Bay | Seabrook

Limited Print Ads



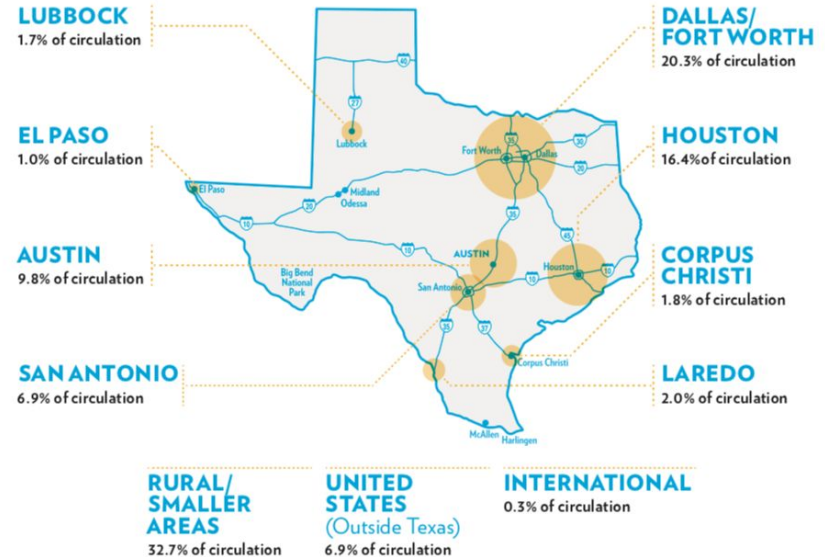
○ Texas Highways Magazine

- 8x Insertion Placement.
- Each City Version Shown Twice
- Gross Impression 3.92 million



DISTRIBUTION

490,000+ Readers



⦿ Changed our Social Strategy

- Posted content consistently & purposefully
- Content became “Less salesy”
 - Visitors do not see City Limits. The Bay Area is a “place” on the map.
 - More points-of-view. Highlight variety of things to do.

⦿ Social Success

- Increased FB Likes from 8,465 to 18,741 = 121% increase

Heavy Emphasis on Digital

- Display Banner Ads
- Google Adwords “Text Ads”
- Re-Targeting Display Ads
- Facebook Ads
- Search Engine Optimization (SEO)



🔴 Digital Advertising/SEM Success

- 3,097 typical monthly visits driven to the site with text ads, display banner ads, retargeting banner ads, and FB ads
- Average cost per click: 67 cents per click

🔴 Search Engine Optimization (SEO) Success

- Organic search results* are up 113% year on year
 - June 18, 2016 to June 17, 2017: **17,212 sessions**
 - June 18, 2017 to June 17, 2018: **36,696 sessions**

* *organic* = excludes “paid ad” visits


○ Social Register to Win Contest

- RTW Contest. Free Trip to the Bay Area. 532 entrants
- Video, Facebook Ads, Posts on Facebook and Instagram



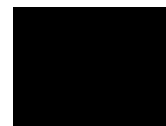
🕒 Social Video

- BayCation Video Featuring the *Daytripper, Chet Garner*
 - Two versions: 3-minute & 30 second video
- **Video stats:**
 - Reached **256K people**
 - **107k views** (88K unique)
 - **1.6K shares**

A man wearing a tan cowboy hat and a white short-sleeved button-down shirt is smiling and holding a clear glass with a drink and a lime wedge. He is on a boat, with a body of blue water and a marina with many sailboats in the background. A pink paper bag with food is on the boat in front of him. The text "Now let it send you on Bay-cation" is overlaid at the bottom of the image.

Now let it send you on Bay-cation

Oh Happy Day!

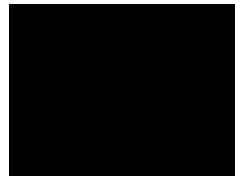


QUIZ TIME

League City Mayor Pat Hallisey



○ How many ads does the average American see every day?



and the answer is...

 **3,000 Ads**

**But they only notice 54
and remember 4 by the
next day!**

But that's not all...



Marketing and VC Manager

- TTIA Tourism College & TACVB TDM Certification
- Clear Lake Chamber Tourism Liaison, League City Chamber Tourism Committee, Houston and Beyond Member, BAHEP Networking
- New Visitor's Guide: Available now & being distributed regionally
- Website Updates: Continuously updating businesses & events

VC Upgrades

- New Signage, Visitor Information Kiosk & Historical Displays, Parking

Hospitality Training

- Scheduled for August 28th, 2018

Our cities are taking it a step further



🕒 **Sharing Social Content**

- Cities take content from social and share across their own networks

🕒 **Promoting Baycations are Better**

- Cities purchasing ads and other promotional items with Baycations theme

🕒 **Spin off ads**

- Each city has developed internal ad-spinoffs from “Baycations are Better”


Our cities are taking it a step further

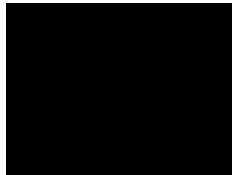


QUIZ TIME


Kemah Mayor Carl Joiner



 **How often does the average person check their phone each day?**

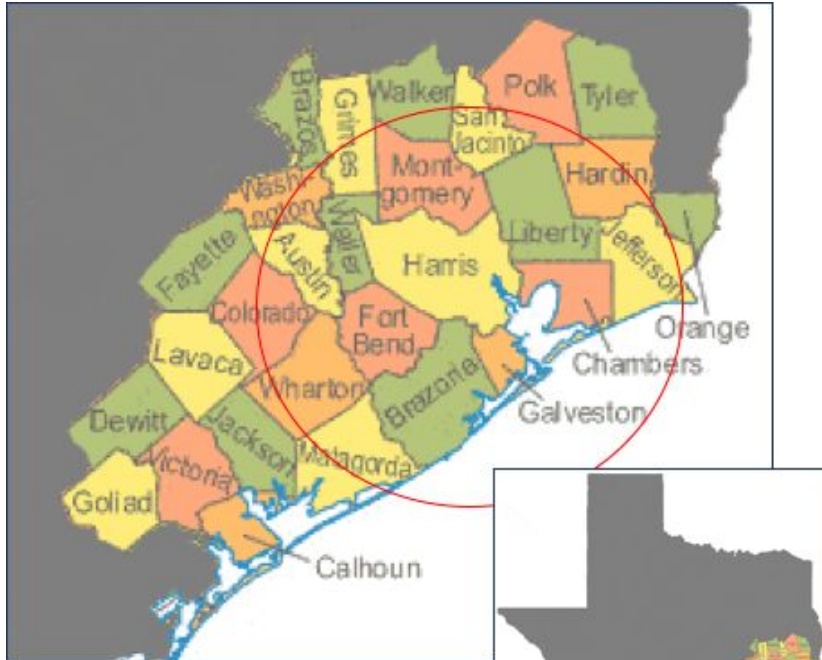


and the answer is...

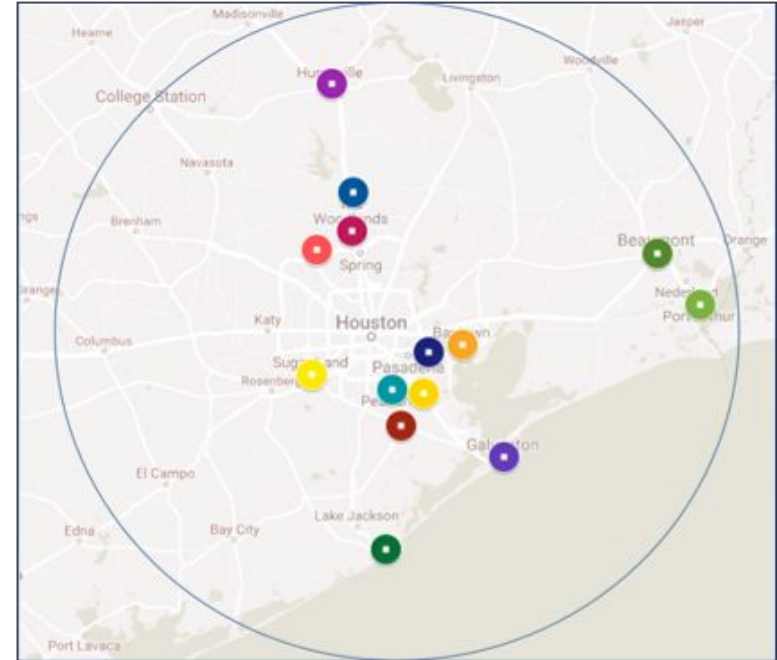
 **80 times per day**
That is every 12 minutes and
most get anxious when
separated from their phone!

Wait.. let's discuss

VISIT
HOUSTON
AND **BEYOND**



"Houston and the surrounding 29-county region possess a wide variety of quality tourist attractions."



Current Visit Houston and Beyond boundaries within 90 miles of the City of Houston's Downtown City Hall

Our Partnership

VISIT
HOUSTON
AND **BEYOND**



🌟 **Houston is invested in our partnership**

- Leisure Destination Marketing
- Goal to host 25 million visitors by 2020
- Houston and Beyond partners will help us be successful

Changing Direction

● VisitHoustonandBeyond.com

- May 5, 2017

Average of 400 page views per month

● VisitHouston.com/DayTrips

- June 2, 2017
- 2 Blogs

Average of 1,200 page views per month

● Experiential Content

- January 1, 2018
- 15 Blogs



Changing Direction

VISIT
HOUSTON
AND **B E Y O N D**



SEARCH

FROM: MM/DD/YYYY

TO: MM/DD/YYYY

KEYWORD

SEARCH >

CATEGORIES

- Binding (1)
- Culture (1)
- Events (12)
- Family (5)
- Foodie (5)
- History (6)
- Holiday (12)
- Outdoor (8)
- Shopping (1)
- Summer Activities (5)

AUTHORS

- Alvin (1)
- Bay Area Houston (2)
- Baytown (3)
- Beaumont (2)
- Brazosport (2)
- Corvse (1)
- Deer Park (2)
- Galveston (3)
- Huntsville (2)
- Paula Nino Kehr (1)

Top 3 Mardi Gras Celebrations Around Houston

Wednesday, January 24, 2018



You only have to drive a few miles from Houston to experience the best Mardi Gras west of New Orleans. From King Cake to parades with Cajun flair, your celebration is only a daytrip away. Whether you're looking for a rowdy celebration with friends or a friendly parade for your rowdy kids, here are three events you should check out.

Yachty Gras

Jan. 27 - Feb. 3, 2018

The Mardi Gras season in Bay Area Houston is filled with plenty of parties, balls and parades but Yachty Gras is the most anticipated event in Houston's Bay Area. Help kick off the annual Yachty Gras Party, now in its 19th year, on Saturday, January 27 from 7pm – 11pm at the Sundance Grill in Waterford Harbour.

Or take your kids to experience the 2018 Yachty Gras Grand Night Parade on Saturday, February 3 with almost 100 festively decorated boats of all sizes parading in front of the Kemah Boardwalk. For more information click here.

The Krewe du Lac Kemah Mardi Gras Street parade steps off at 10:30am on Saturday, February 3rd from Harris and 7th Street in Kemah. Stop at T-Bone Tom's for lunch beforehand; the parade begins right behind the restaurant.



If you'd rather be an astronaut than an explorer, make plans now to visit Space Center Houston. Enjoy nine days of space exploration education during the 2018 Space Center Houston – Days of Innovation, March 10 – 18. Enjoy pop-up science labs, see the Apollo 11 Space Capsule, journey back to the moon in the astronaut gallery, visit the neutral buoyancy lab where astronauts train for microgravity, or even have lunch with an astronaut! Learn more [here](#).

If you've got a thrill seeker in your midst, this Spring Break Pass is for you! This pass combines 3 parks in one pass for unlimited visits to Pleasure Pier, Kemah Boardwalk and the Downtown Aquarium. Here you can find more information and purchase your pass.

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- Galveston (3)
- Huntsville (2)
- Paula Nino Kehr (1)
- Pearland (2)
- Port Arthur (2)
- Sugar Land (3)
- The Woodlands (2)
- Tomball (2)

ARCHIVES

- 2018 (24)
- 2017 (24)

HOUSTON
CityPASS

SAVE 48% OFF
ADMISSION TO HOUSTON'S
BEST OFF ATTRACTIONS

4 of the Best Burgers Outside of Houston

Tuesday, May 29, 2018



While we prescribe to the notion that there's no such thing as a bad burger on a hot summer day, there are burgers that rise above the rest as "must-haves." We've got a list for you, just in time for the spike in temperature that signals it's time to get out of your kilts and onto your favorite patio.

KILLEN'S BURGERS - PEARLAND

Located at the original Killen's Steakhouse location and revamped with a rustic diner feel, this local spot showcases the local food celebrity Ronnie Killen's ability to elevate the ordinary to extraordinary. The perfect burger awaits at Killen's burgers, where the meats are baked fresh and the house-made pickles take the custom-made burger blends to the next level. Need we say more?

WILLY BURGER - BEAUMONT

Bringing the retro diner style back to life, Willy Burger has seating options inside its diner-style restaurant or in the airstream attached to its building. While they do have delicious cheeseburgers, we would be remiss not to mention the Pizza Burger with pepperoni, mozzarella cheese and pizza sauce or the Yee Haw Burger, piled high with provolone cheese, a fried green tomato, and pepper jelly and bacon.

TOOKIE'S - KEMAH

This restaurant has been a Bay Area institution since 1975. With a history like that, they must know what they're doing! The dining room is whimsical with a train circling overhead and the patrons keep coming back for burgers like the "Squatter," which is made with a beef patty blended with bacon and topped with mayo, cheddar cheese, lettuce, tomato, pickle and onion. Another local favorite is the "99," which features a beef patty marinated in wine.

MR. HAMBURGER - HUNTSVILLE

"Old Sparty" is located at the Texas Prison Museum in Huntsville but you can find its nameplate at Mr. Hamburger diner just down the street. Located in a former 1930s Sinclair gas station, Mr. Hamburger recalls the days of yesteryear with its retro decor, fresh grill-pressed beef, fresh-cut fries and sauces made from scratch. The Old Sparty hamburger is a deep-fried beef patty topped with lettuce, pickles and ranch dressing.

Categories: Food

Tags: Beaumont, Bay Area Houston, Huntsville, Pearland

Kontinente

Afrika
Amerika/Nord
Amerika/Süd-Mittel
Asien
Australien/Neuseeland
Europa

Themen

Aktiv
Flora & Fauna
Kunst & Kultur
Kulinarisch
Unterkünfte
News

Afrika-Reisen

Reiseführer

Kontakt

Impressum



26. APRIL 2018 / KOMMENTARE 0

Houston Bay Area – Verstecktes Juwel zwischen NASA und Hafen

Ein Reisetipp von den Autoren mehrerer Iwanowski-Bände, darunter [„USA-Texas / Mittlerer Westen“](#) und [„USA-Westen“](#), Dr. Margit Brinke – Dr. Peter Kränzle, April 2018

Rebranding

VISIT
HOUSTON
AND **BEYOND**



VISIT
HOUSTON
and Beyond

VISIT
HOUSTON
and Beyond



Options from 3/4/16 Partner Meeting Presentation

VISIT
HOUSTON
AND **BEYOND**
WWW.VISITHOUSTONANDBEYOND.COM

ALVIN • BAY AREA HOUSTON • BAYTOWN
BEAUMONT • BRAZOSPORT • CONROE • DEER PARK
GALVESTON • HUNTSVILLE • PEARLAND • PORT ARTHUR
SUGAR LAND • TOMBALL • THE WOODLANDS

Presented at 5/2/16 Partner Meeting

The Ghosts of Baycations Future



🕒 Photography

- 12 photos per city over 12 months

🕒 Event Marketing

- Use digital ad funds to promote events

🕒 More Video... Vlogging... FB Live...

- Video does great, we plan to increase our video presence

🕒 Increase our Partners

- We plan to explore options on how to include our neighboring cities?

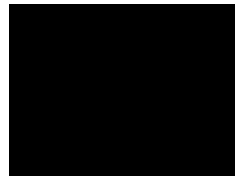
Working together to navigate SH 146 Expansion and additional challenges

QUIZ TIME

Nassau Bay Mayor Mark Denman



◎ Each partner gives 15% of their HOT funds to the CVB. What percentage of that used for marketing?



and the answer is...

 **49% Marketing**

30% Salaries

4% VC Operations

Unallocated into reserves

We will continue to increase the percentage towards marketing!

The bottomline...

HOT Revenue *is* Increasing

Projected 15.5% this year

Fiscal Year	HOT	% Change
2014/15	\$2,192,841	n/a
2015/16	\$2,269,628	3.50%
2016/17	\$2,502,056	10.20%
2017/18	\$2,889,191	15.50%

Numbers increased even with Harvey!





 Baycations are Better

