

FEBRUARY 2021 EXECUTIVE SUMMARY

GALVESTON ISLAND CONVENTION & VISITORS BUREAU

For **February** we produced **13** leads with **4,803** potential room nights. In addition, we had **9** Definite Bookings resulting in **3,426** room nights with an estimated economic impact of **\$3,318,441**. Year to Date Definite Bookings are **20,913** future room nights. The definite business booked year to date has a potential economic impact of approximately **\$17,707,875** for Galveston Island. (*Note: This figure is based on Destination International's Economic Impact Calculator.*)

Definites: 9

2021 – 6

2022 – 3

ACTIVITIES & UPDATES:

- **INDUSTRY MEETINGS/NETWORKING:**
Numerous webinars and industry research presentations, virtual, all
CVent Source Group Business Insight, virtual, Ciara
TSAE Roundtable, virtual, Dottie
Galveston Regional Chamber C-Crewe Executive Committee, virtual, Bryan
Galveston Regional Chamber Annual Meeting, Bryan
VICi Partner Meet and Greet, all
- **SITE VISITS/FAMs:**
Texas Baptists, 2021, Tiffany
Galveston Kite & Drone Festival, 2021 Bryan
Santa Hustle Half Marathon, 2021, Bryan

DESTINATION SERVICES

- **Group Serviced:**
18 Turned events serviced / 60 total event attendance
- **Visit Galveston App**
Total Users - 487
Total Sessions - 575
Pageviews – 2,852
IOS Downloads - 65
Android Downloads - 32

VISITOR CENTER

- Chamber Visitor Center Traffic: 394
- Guide Requests: 258

CTA PROGRAM

- New CTA's - 27
- Renewed CTA's - 57%

PUBLIC RELATIONS

Attached you will find a detailed PR coverage report from Cision.

ADVERTISEMENTS:

- Digital Billboards in Houston
- Broadcast commercials on cable channels in Houston
- Streaming commercials in Houston, Dallas, Austin and San Antonio
- Radio ads on multiple stations in Houston including iHeart, Cox and NPR
- Digital and native ads on top travel, leisure and news websites in vertical markets
- Digital ads on Expedia, Hotels.com and VRBO
- Digital ads on Google
- Digital ads on Houston Chronicle
- Digital ads on TripAdvisor
- Digital ads on 365Houston
- Digital ads on Houston on the Cheap
- Digital ads in Houston Family Magazine
- Greater Houston Official Visitors Guide
- Social Media Ads on Facebook and Instagram
- Texas Meeting Planner Guide
- CVENT Destination Guide
- TSAE Texas Society of Association Executives Magazine

SPECIAL EVENTS:

- Hosted site visit with Adrenaline Sports Management about hosting 2021 Santa Hustle Half Marathon.
- Hosted site visit with Galveston Kite Festival.
- Confirmed dates with promoter to host 3 beach and 3 grass youth soccer tournaments in 2021.
- Confirmed date with promoter to host beach and grass flag football tournament April 2021.
- Confirmed 2021 Special Olympics of Texas State Basketball Tournament for June 3-6, 2021.
- Continued discussion with promoter about hosting a large-scale concert series at Galveston venues in 2021.
- Continued discussion with promoter for 2021 multi-venue boat show.

FILM PROJECTS:

- BAM Marketing – commercial filming for Shriner’s Hospitals.

FEBRUARY Island Pass Update:

36 adults / 12 children = 48 total passes sold
 195 total attractions booked

YTD

165 adults / 27 children = 192 total passes sold
 795 total attractions booked



	LEADS						DEFINITES						Economic Impact
	2018 / 2019		2019/2020		2020/2021		2018 / 2019		2019/2020		2019/2020		
	#	TRN	#	TRN	#	TRN	#	TRN	#	TRN	#	TRN	
October	29	10,742	25	13,323	10	3,554	20	7,339	4	2,682	10	4,170	\$5,026,380.92
November	24	9,465	24	9,905	13	7,179	8	4,056	12	3,522	6	4,176	\$4,001,766.04
December	24	9,570	33	13,097	16	9,635	17	6,459	26	12,526	9	4,094	\$1,923,842.79
January	32	12,538	34	11,494	28	9,333	16	12,308	14	4,694	8	4,976	\$3,437,444.24
February	41	18,285	42	22,830	14	5,303	19	6,765	20	8,385	9	3,426	\$3,318,441.13
March	50	28,459	24	14,578			21	3,704	7	6,014			\$0.00
April	39	18,169	18	13,324			16	6,279	4	2,199			\$0.00
May	39	12,209	14	5,538			14	2,598	4	1,412			\$0.00
June	36	14,990	10	4,891			18	5,095	10	7,430			\$0.00
July	43	14,980	9	5,352			17	11,672	4	4,466			\$0.00
August	26	12,605	11	2,422			12	6,470	7	415			\$0.00
September	36	12,505	16	5,115			20	4,626	2	462			\$0.00
Total	419	174,517	260	121,869	81	35,004	198	77,371	114	54,207	42	20,842	\$17,707,875.12
Goals		165,600		165,600		135,000		75,000		77,000		61,000	
Percentages		105.38%		73.59%		25.93%		103.16%		70.40%		34.17%	



FEBRUARY 2021

Monthly Website Summary

visitgalveston.com:

- **Website numbers do not reflect referral traffic to galvestonrestaurantweek.com**
- 52,718 sessions of which 46,683 were unique users with 67,917 pageviews
- 5,024 (10.73%) desktop sessions, 39,182 (83.7%) mobile sessions and 2,607 (5.57%) tablet sessions
- Most visited pages are 'homepage' at 7,095 visits, '10 reasons to visit in 2021' at 4,456, 'restaurant week' at 3,767, 'how to have a fabulous girls trip' at 3,079, '12 bucket list worthy things to do' at 2,759, 'alternative mardi gras events' at 1,199, '15 historic sites everyone should see' at 1,164, '20 galveston restaurants open for outdoor dining' at 1,132, 'best crawfish spots' at 936, and 'covid update' at 901
- Average time on site @ 1:10seconds

Geographic Overview:

- Texas represents 81.86% or 37,895 of all US visitors followed by Oklahoma w/ 1,517 visits, Louisiana w/ 945, California w/ 552, Arkansas w/ 515, Florida w/ 363, Kansas w/ 286, Illinois w/ 283, Missouri w/ 275 and Virginia w/ 234
- After the US market (98.67% of visitation) Brazil represents greatest visitors @ 0.24%
- In the state of Texas and touch states, Houston represents 32.83% of all visitors, followed by Dallas w/ 13.02% or 5,033 visits, San Antonio w/ 5.17% or 1,997, Galveston w/ 4.69% or 1,814, Austin w/ 4.17% or 1,612, Cypress w/ 1.90% or 733, Fort Worth w/ 1.86% or 718, League City w/ 1.43% or 552, Conroe w/ 1.09% or 423 visits and The Woodlands w/1.06% or 410 visits



FEBRUARY 2020

Monthly Website Summary

galveston.com:

- 314,139 sessions, down 3.57% from February 2020, of which 118,908 were unique visitors
- 125,141 desktop sessions, 169,006 mobile sessions and 19,992 tablet sessions
- Most visit pates are 'webcams' at 132,491 visits, followed by 'calendar of events' at 25,079, 'calendar of events/mardigras' at 24,614, 'calendar of events/mardi gras parade schedule' at 21,915, '7 must do family activities' at 19,704, 'what to do/mardigras' at 19,579, 'what to do/festivals' at 13,641, 'what to do' at 12,973, 'lodging/hotels condos' at 10,646, 'galveston ferry' at 9,093, 'lodging/vacationrentals' at 9,056, 'whattodo/cruising' at 9,007, 'vacation rentals/search' at 7,415, 'lodging' at 7,165, 'whattodo/attractions' at 6,930, 'whattodo/restaurantweek/restaurants' at 6,111, 'cuisine' at 6,030, 'whattodo/cruising/shiptracker' at 5,959, 'whattodo/seawolfpark' at 5,482, 'whattodo/festivals/restaurant week' at 5,430, 'trip planning/areas/downtown' at 4,654, 'blogs' at 4,599, 'whattodo/beachparks' at 4,192, '10 historical facts you don't know about galveston' at 3,422, 'vacation rentals' at 3,258, 'weather' at 3,183, '10 things you didn't know about the grand' at 3,123, 'lodging/dellanera' at 3,118, 'whattodo/tours' at 3,019, 'the galveston island bucket list' at 2,991, 'cuisine/find a restaurant' at 2,922, 'lodging/rvpark' at 2,628, 'whattodo/tours/guidedtours' at 2,561, '10 reasons you should get on island time' at 2,173, 'whattodo/museums' at 2,151 and '10 galveston adventures you have to try' at 2,143
- Average time on site @ 2:56 minutes

Geographic Overview:

- Texas represents 75.6% or 230,498 of all US visitors followed by Oklahoma w/ 7,915 visits, Louisiana w/ 6,015, California w/ 5,242, Kansas at 4,151, Illinois w/ 4,095, Missouri w/ 3,769, Colorado w/ 2,898, Florida w/ 2,870 and Arkansas w/2,733
- After the US market (97.05% of visitation) Canada & the UK represent greatest visitors @ 1.21%
- In the state of Texas and touch states, Houston Metro represents 42.09% of all visitors, followed by Dallas/Ft. Worth w/ 48,396 visits, Austin w/ 26,099, San Antonio w/ 8,026,

Tulsa, OK w/ 4,091, Waco Temple Bryan w/ 4,054, Tyler/Longview/Lufkin w/ 3,900,
Oklahoma City, OK 3,751 and Beaumont Port Arthur w/ 3,250

PUBLIC RELATIONS

FEBRUARY 2021

PR OUTREACH HIGHLIGHTS

The PR team pitched the following CVB and Park Board initiatives to regional and national outlets:

- Alternative Mardi Gras activities
- African American History tour
- Spring Break/spring travel
- Destination weddings
- Galveston Restaurant Week

MEDIA REQUESTS

Keri Heath, John Wayne Ferguson (Galveston County Daily News), Alyssa Estrada (CBS News), Danielle Jacobo (Houston Chronicle), Chris Gray (Houston Chronicle), Cheryl Mercedes (KHOU-TV), Brian Chan (Texas Tourism PR on behalf of Texas Highways), Colleen Ferguson (Community Impact Newspapers), Barbara Scofidio (PreVue Magazine), Abigail Roberts (ABC News), Georgia Kicklighter (Destination America), Jennifer McKee (WhereTraveler Houston), Cynthia Drake (Austin freelancer), JoAnn Holt (Dallas freelancer)

ADVOCACY HIGHLIGHTS

- Completed and distributed Island Times report for January
- Coordinated pre-Board meeting with GCDN, CEO and Chair
- Coordinated meeting with GLO, Park Board and Christine Hopkins about upcoming beach projects

Galveston County Daily News:

- Coordinated responses to stories about vacation rental legislation and kite festival at East Beach

Inside the Park Board columns:

- African American History Tour
- Dune Planting with Artist Boat
- United Way Dollars for Dunks

Park Board Social Media:

- Park Board Facebook posts: 14 posts, 5,824 reached with 486 engagements
- LinkedIn posts: Dollars for Dunks, Galveston is a Bird City, Polar Plunge

Galveston Regional Chamber Eblast:

- Galveston Restaurant Week (multiple posts)
- DEI Survey

MEDIA COVERAGE HIGHLIGHTS



The CVB PR Team worked with Texas Tourism to coordinate this writer's itinerary through the region.



The CVB PR Team worked with our partners at Texas Tourism for this story.

Reach

320,988,240

Advertising Value Equivalency

\$179,071.63

*Media figures captured by Cision media monitoring. Figures may not be inclusive of all coverage produced by CVB.

February 2021 | Media Coverage Report

Outlet	Headline	Date	Medium	Outlet Type	DMA	Houston	Country	Tone	Reach	Publicity Value	Source URL	Text Snippet
KBMT TV	12 News Daybreak	2/1/2021	Broadcast	Television station	Beaumont Port Arthur, TX		United States	POS	5,542	\$315.78	http://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=3506199_27696_142457023	one of those lessons is making adjustments. Down the road in orange the mardi gras parades have been cancelled due to covid 19 concerns. But now some folks are taking a more
KIII TV	3 News First Edition	2/1/2021	Broadcast	Television station	Corpus Christi, TX		United States	NEU	6,692	\$304.32	http://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=3506199_27696_142457017	sudden wedding so much power? >> A retail investor basically anyone who is not one of the big boys we are talking individual investors who don't buy and sell securities professionally. They
KRIV TV Online	Goodbye Mardi Gras parade floats, hello house floats	2/2/2021	Online	Online, consumer	Houston, TX	Yes	United States	NEU	206,192	\$47.42	http://fox26houston.com/news/goodbye-mardi-gras-parade-floats-hello-house-floats	Goodbye Mardi Gras parade floats, hello house floats Mardi Gras is in the air! All the parades have been canceled in Galveston due to the
News Break	Goodbye Mardi Gras parade floats, hello house floats	2/2/2021	Online	Online, consumer			United States	NEU	7,611,036	\$1,750.54	http://newsbreak.com/texas/galveston/news/2155973678832/goodbye-mardi-gras-parade-floats-hello-house-floats	HOUSTON Mardi Gras is in the air! All the parades have been canceled in Galveston due to the pandemic, however the celebration continues. Instead
News Break	Alternative Mardi Gras Events in Galveston	2/5/2021	Online	Online, consumer			United States	NEU	7,611,036	\$1,750.54	http://newsbreak.com/texas/galveston/news/2158499875645/alternative-mardi-gras-events-in-galveston	Mardi Gras Galveston has been celebrated in this historic beach town for more than 150 years. This year will be a bit different. Citing safety
News Break	Mardi Gras Galveston	2/5/2021	Online	Online, consumer			United States	NEU	7,611,036	\$1,750.54	http://newsbreak.com/texas/galveston/news/2158499812423/mardi-gras-galveston	Mardi Gras Galveston has been celebrated in this historic beach town for more than 150 years. This year will be a bit different. Citing safety
The Katy News Online	Alternative Mardi Gras Events in Galveston	2/5/2021	Online	Online, consumer			United States	NEU	8,652	\$1.99	http://thekatynews.com/2021/02/05/alternative-mardi-gras-events-in-galveston/	Mardi Gras Galveston has been celebrated in this historic beach town for more than 150 years. This year will be a bit different. Citing safety
Here Magazine Online	A Family Road Trip Through Texas (and Down Memory Lane)	2/7/2021	Online	Blog, consumer			United States	POS	56	\$0.13	http://heremagazine.com/articles/texas-family-road-trip	Galveston was the city where we escaped for fun and for a challenge. We love an opportunity to be near water, so weekends away here were always welcome.
Houston Chronicle	Galveston offers a bevy of alternatives for Mardi Gras	2/7/2021	Print	Newspaper	Houston, TX	Yes	United States	NEU	161,792	\$39,461.50	N/A	Mardi Gras Galveston has been celebrated in this historic beach town for more than 150 years. This year will be a bit different. Citing safety
Marshall News Messenger	Jefferson businesses let 'the good times roll' for Mardi Gras	2/7/2021	Online	Online, consumer	Shreveport, LA		United States	NEU	22,002	\$10.12	http://marshallnewsmessenger.com/news/jefferson-businesses-let-the-good-times-roll-for-mardi-gras/article-f88fe16-68b-411eb-b4df-0765e4df2b51.html	on the Mardi Gras spirit in place of the Krewe of Hebe's annual Mardi Gras Upriver event, which was canceled this year due to the COVID 19
Houston Chronicle	BLACK HISTORY MONTH: Exploring Galveston's African American past. Self-guided tour of 22 sites gives visitors a feel for the rich Black history of the island community	2/8/2021	Print	Newspaper	Houston, TX	Yes	United States	POS	161,792	\$2,147.95	http://ct.moreover.com/?a=44211819683p=7eb&v=1&x=7_H4LxvYp6IAQGIbWkUQ	Beaches and boating are obvious, but Galveston tourism officials are currently trying a novel strategy to attract more visitors to the island: Black history.
Chron	Mardi Gras is canceled... what now?	2/9/2021	Online	Online, consumer	Houston, TX	Yes	United States	NEU	11,981,282	\$13,778.47	http://chron.com/shopping/article/Mardi-Gras-2021-is-cancelled-what-now-15937543.php?HPD=Chron-HP-CP-Spotlight	and do our parts to get COVID 19 under control. Of course, that's why Galveston and New Orleans canceled Mardi Gras 2021, but it doesn't
Houston Chronicle Online	Mardi Gras is canceled... what now?	2/9/2021	Online	Online, consumer	Houston, TX	Yes	United States	NEU	1,297,888	\$296.51	http://houstchronicle.com/shopping/article/Mardi-Gras-2021-is-cancelled-what-now-15937543.php	and do our parts to get COVID 19 under control. Of course, that's why Galveston and New Orleans canceled Mardi Gras 2021, but it doesn't
Budget Travel	Celebrate Mardi Gras By Mail Ordering A King Cake	2/10/2021	Online	Online, consumer	National		United States	NEU	56,238	\$12.93	http://budgettravel.com/article/celebrate-mardi-gras-by-mail-ordering-a-king-cake	Mardi Gras king cake. Mobile, Alabama also celebrates this pre-Lenten festival. The Lighthouse Bakery in Dauphin Island, Ala ships their baby
Montgomery County Focus	AN ISLAND GETAWAY TO LOVE AT MOODY GARDENS	2/10/2021	Online	Online, trade/industry			United States	NEU	N/A	\$0.00	http://montgomerycountynews.net/an-island-getaway-to-love-at-moody-gardens-special-hotel-packages-for-febru-p9272-106.htm	cruise aboard the Colonel Paddlewheel Boat with breathtaking views of Galveston Bay, live music, dancing and a full service cash bar. Dinner
DFWChild	Your Family Travel Guide to Galveston	2/11/2021	Online	Online, trade/industry			United States	NEU	6,600	\$1.52	http://dfwchild.com/your-family-travel-guide-to-galveston/	If you're like us and looking for a getaway (sans airplane) with a beach, look no further than Galveston. There's something for everyone on this
News Break	Your Family Travel Guide to Galveston	2/11/2021	Online	Online, consumer			United States	NEU	7,611,036	\$1,750.54	http://newsbreak.com/texas/galveston/news/216206483294/your-family-travel-guide-to-galveston	like us and looking for a getaway (sans airplane) where there is a beach, look no further than Galveston. Read Full Story! Bed And
Houston Chronicle	Community Porch parade: Galveston Historic District homes celebrate Mardi Gras	2/16/2021	Print	Newspaper	Houston, TX	Yes	United States	NEU	161,792	\$82,999.00	N/A	Cheerful masks, mounds of beads, garland and bunting in swaths of purple, green and gold hang from houses throughout Galveston's historic districts, as the island celebrates Mardi
Texas Highways Online	Celebrate Texas Black History Through Historical Tours	2/19/2021	Online	Blog, consumer	Austin, TX		United States	POS	31,821	\$19.31	http://texashighways.com/travel-news/celebrate-texas-black-history-through-historical-tours/	Galveston Island Convention & Visitors Bureau launched a new self-guided tour on their Visit Galveston app that shows
KTRH AM Online	Galveston Island Brewing announces expansion of brewery and Tap Room	2/24/2021	Online	Online, consumer	Houston, TX	Yes	United States	NEU	186,513	\$42.90	http://ktrh.heart.com/features/houstons-morning-news/content/2021-02-25-galveston-island-brewing-announces-expansion-of-brewery-and-tap-room/	capabilities as well as distribution to the Greater Houston area Galveston Island Brewing's Tap Room is a top tourist destination in
MSN Arabia	25 Affordable US Travel Destinations	2/24/2021	Online	Online, consumer				POS	67,151,557	\$0.00	http://msn.com/en-ae/travel/tripideas/25-affordable-us-travel-destinations/ss-BB1dWFG	at the beach before exploring the restaurants and shops in Downtown Galveston. The city is home to significant African American historical sites
MSN IE	25 Affordable US Travel Destinations	2/24/2021	Online	Online, consumer				POS	67,151,557	\$0.00	http://msn.com/en-le/travel/tripideas/25-affordable-us-travel-destinations/ss-BB1dWFG	Have a Gulf Coast vacation in Galveston, Texas: Work on your tan at the beach before exploring the
MSN Travel	25 Affordable US Travel Destinations	2/24/2021	Online	Online, consumer			United States	POS	67,151,557	\$15,444.86	http://msn.com/en-us/travel/tripideas/25-affordable-us-travel-destinations/ss-BB1dWFG	Have a Gulf Coast vacation in Galveston, Texas: Work on your tan at the beach before exploring the
MSN Travel Canada	25 Affordable US Travel Destinations	2/24/2021	Online	Online, consumer			Canada	POS	67,151,557	\$15,444.86	http://msn.com/en-ca/travel/tripideas/25-affordable-us-travel-destinations/ss-BB1dWFG	at the beach before exploring the restaurants and shops in Downtown Galveston. The city is home to significant African American historical sites
Community Impact	Galveston tourism app guides visitors through city's historically Black institutions, monuments	2/26/2021	Online	Online, news and business			United States	NEU	500	\$0.12	http://communityimpact.com/houston/bay-area/history/2021/02/26/galveston-tourism-app-guides-visitors-through-citys-historically-black-institutions	The interactive app, offered by the Galveston Island Convention & Visitors Bureau, allows visitors to customize a tour itinerary based on interests
News Break	Galveston tourism app guides visitors through city's historically Black institutions, monuments	2/26/2021	Online	Online, consumer			United States	NEU	7,611,036	\$1,750.54	http://newsbreak.com/texas/galveston/news/2171573639946/galveston-tourism-app-guides-visitors-through-citys-historically-black-institutions-monuments	InsightFirst's (Additional Text): Galveston tourism app guides visitors through city's historically Black
Paper Blog English	27 Best Places For Bachelor Party To Escape	2/28/2021	Online	Blog, consumer	National		United States	NEU	31,478	\$7.24	http://en.paperblog.com/27-best-places-for-bachelor-party-to-escape-2682258/	The EDM Hub Denver The Mile High City Cancun The Hot Spring Break Destination Goa India's Party Capital Amsterdam Beer Bike
TOTALS		27							320,988,240	\$179,071.63		