

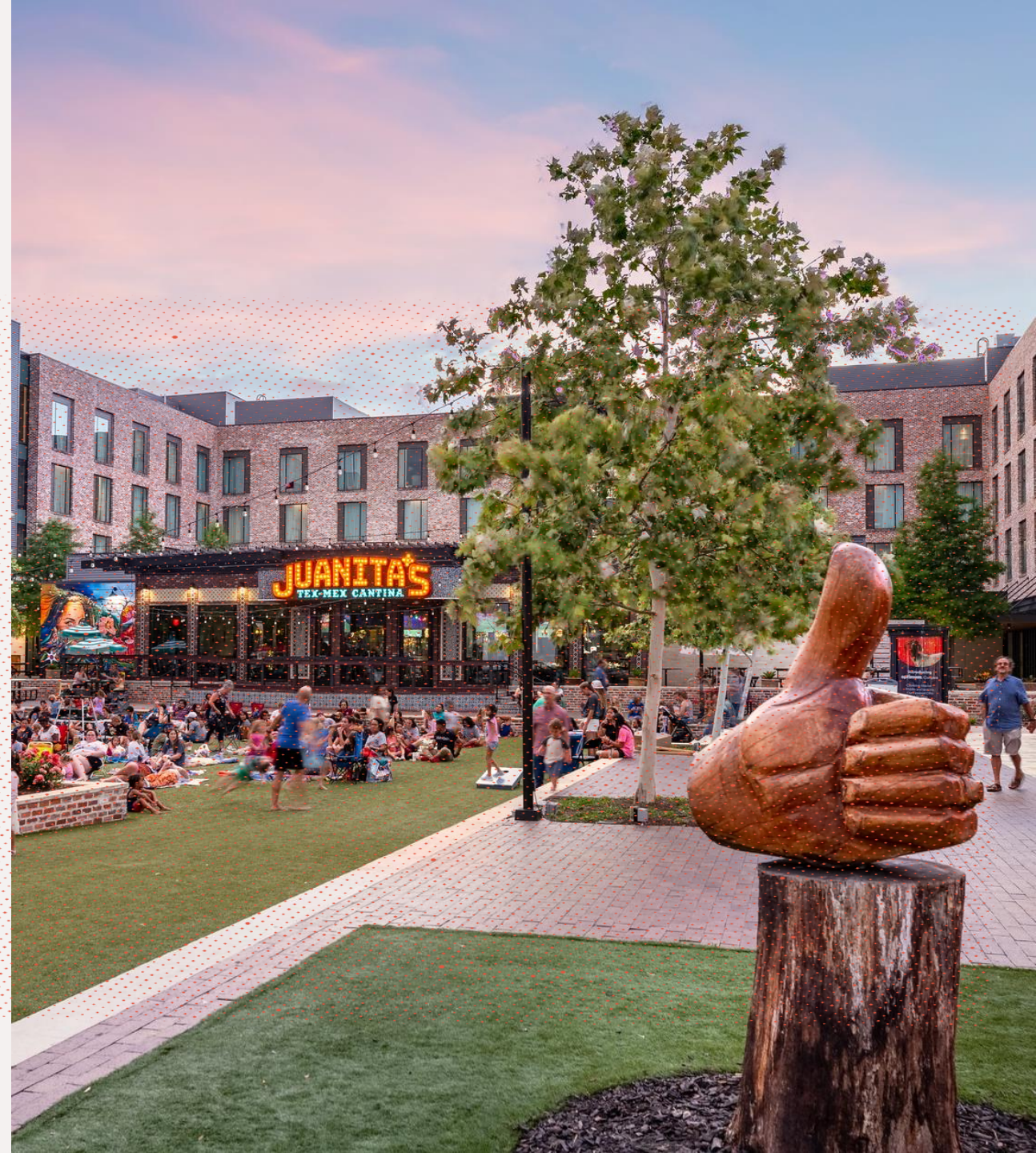


**COLLEGE
STATION**

TOURISM UPDATE

Item 8.1

May 22, 2025





MISSION STATEMENT

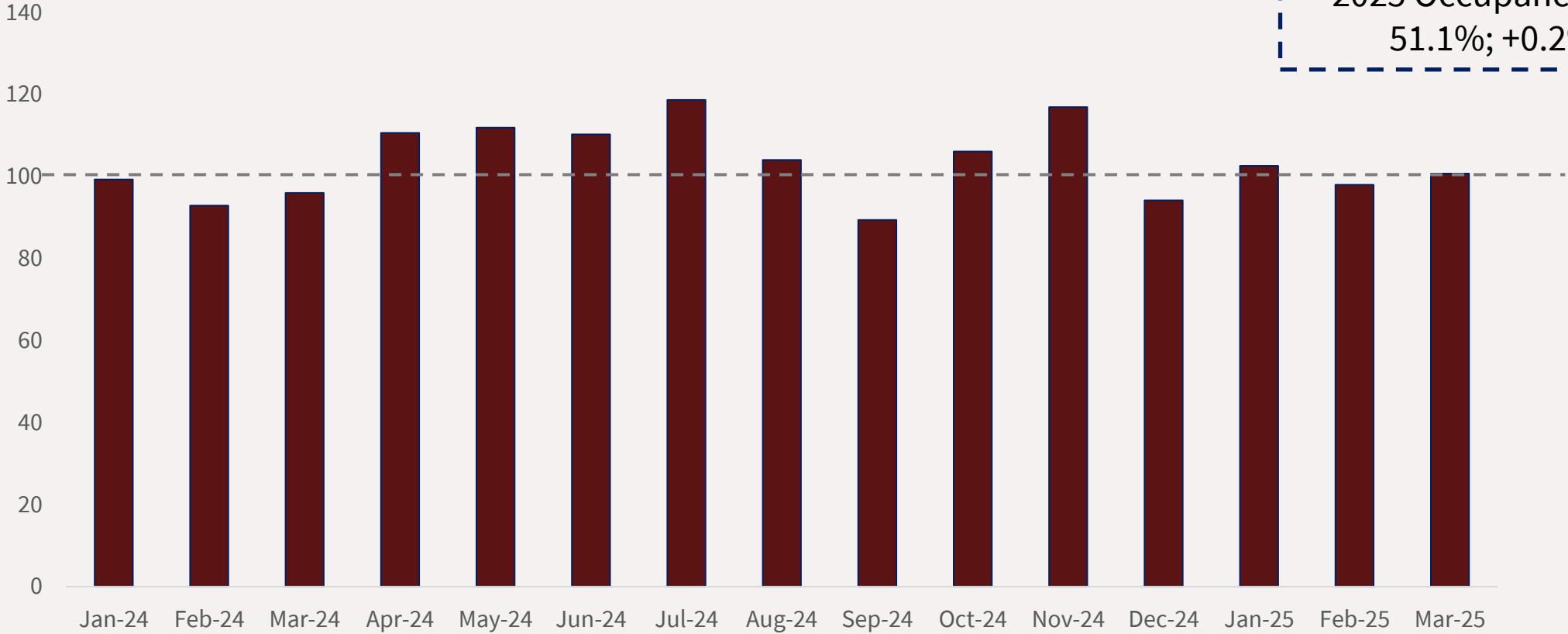
Grow and diversify the local economy through tourism.

OCCUPANCY GREW OVER THE LAST 15 MONTHS

College Station Hotel Occupancy

YOY Change 2024, 2025 YTD; Prior Year=100

2024 Occupancy 55.4%;
+4.3%
2025 Occupancy YTD
51.1%; +0.2%



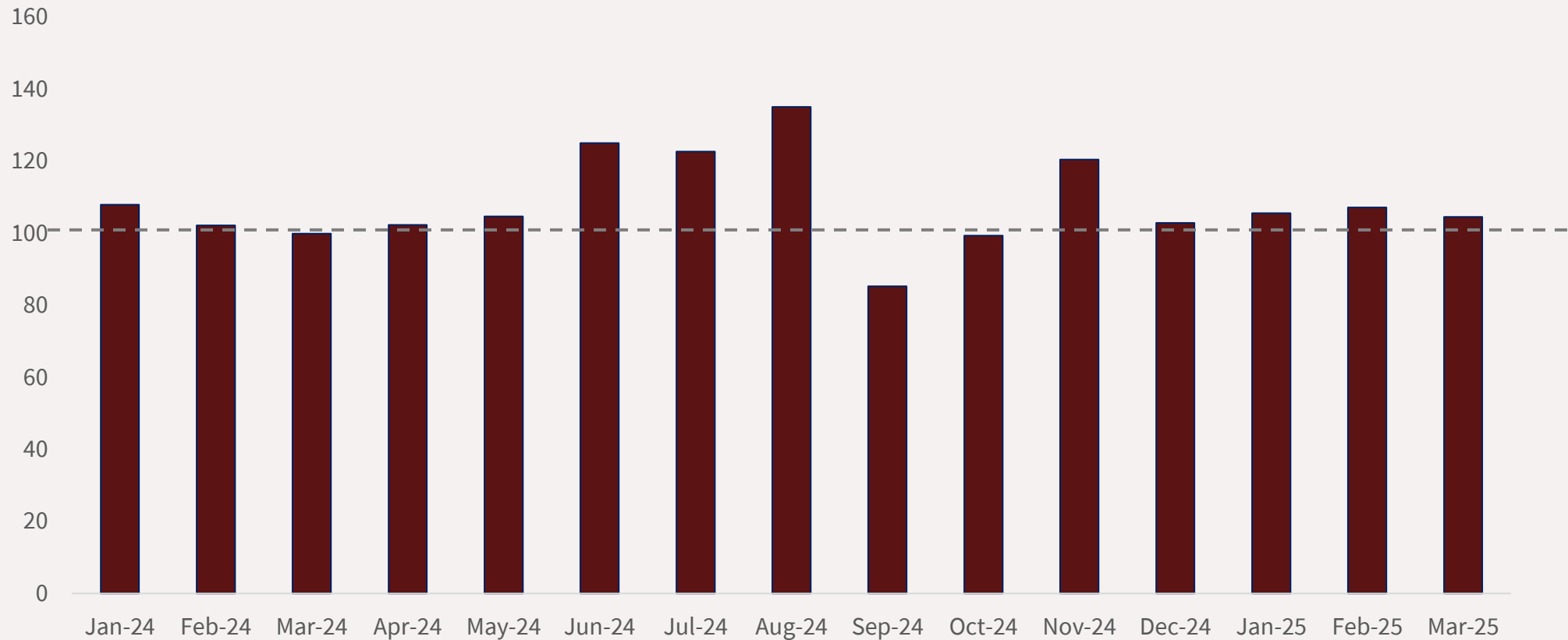
Source: TSA

ADR GROWTH SPIKED IN SUMMER 2024

College Station Hotel ADR

YOY Change 2024, 2025 YTD; Prior Year=100

2024 ADR \$139; +8.9%
2025 ADR YTD \$121; +5.7%



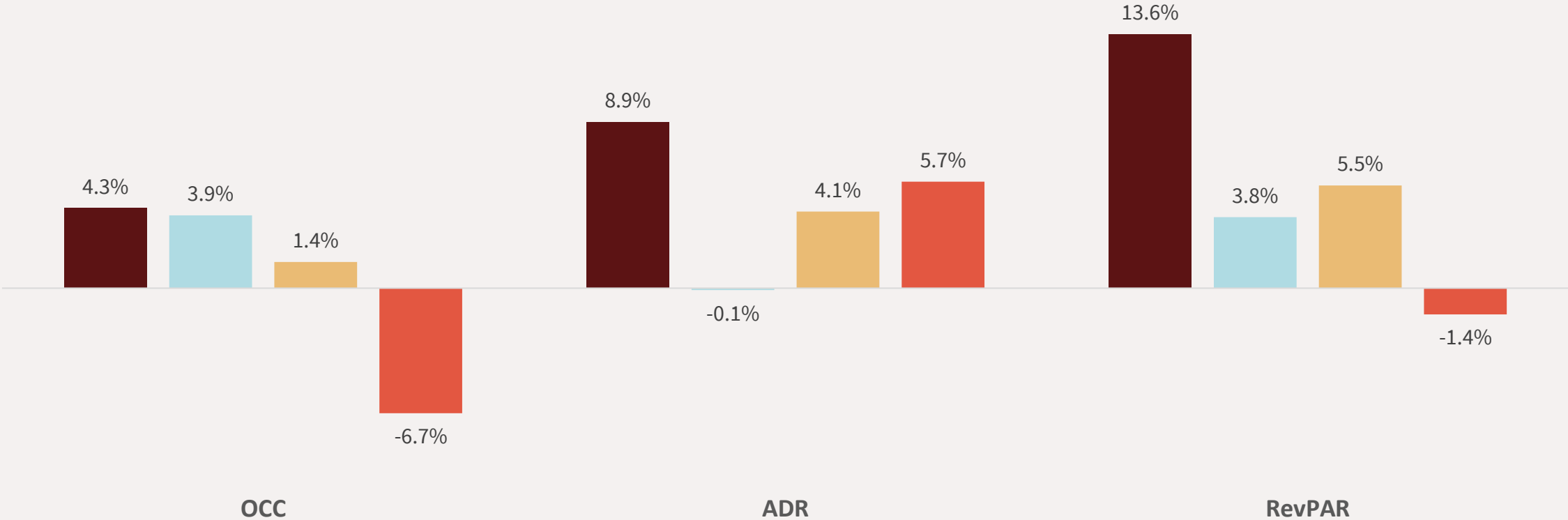
Source: TSA

COLLEGE STATION OUT-PERFORMED COMP MARKETINGS IN 2024

Hotel Performance 2024 Full Year

% change YOY

■ College Station ■ Tallahassee ■ Gainesville ■ Norman-Moore



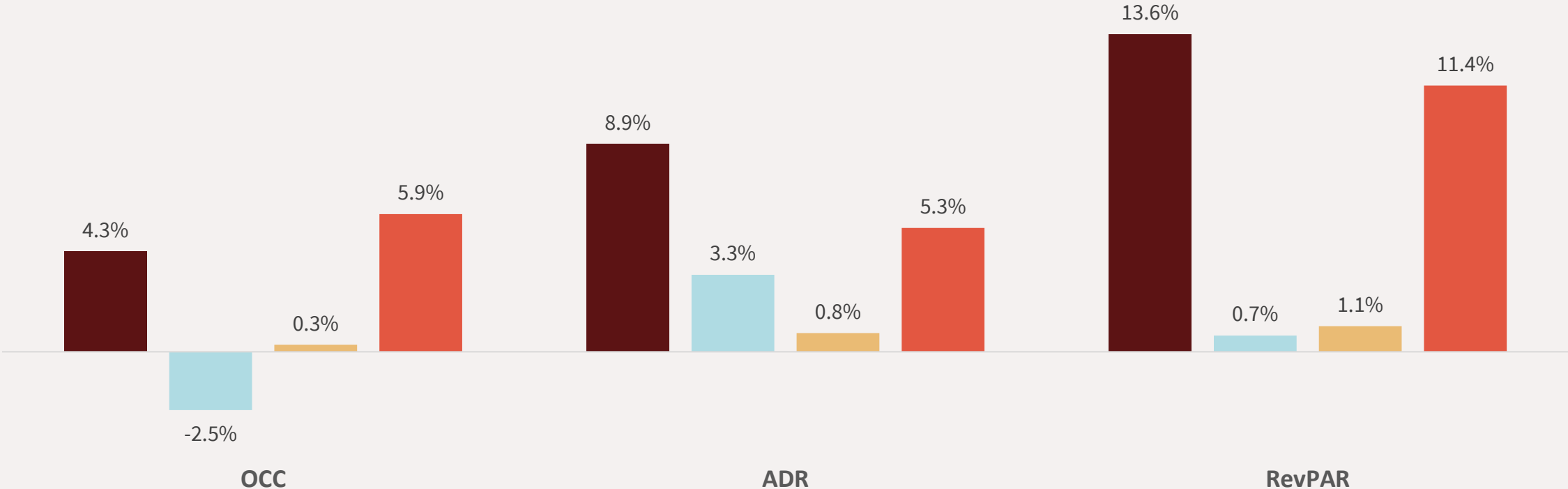
Source: STR

COLLEGE STATION OUT-PERFORMED COMP MARKETINGS IN 2024

Hotel Performance 2024 Full Year

% change YOY

■ College Station ■ Lubbock ■ Amarillo ■ Beaumont



Source: STR

2024 VISITOR ECONOMIC IMPACT



\$469.3 MM

Visitor Spending

↑ 7.8% YOY



Converted leads
for a total of

66,363

Room
Nights



2,338

Prospecting Efforts

SUMMER EVENTS





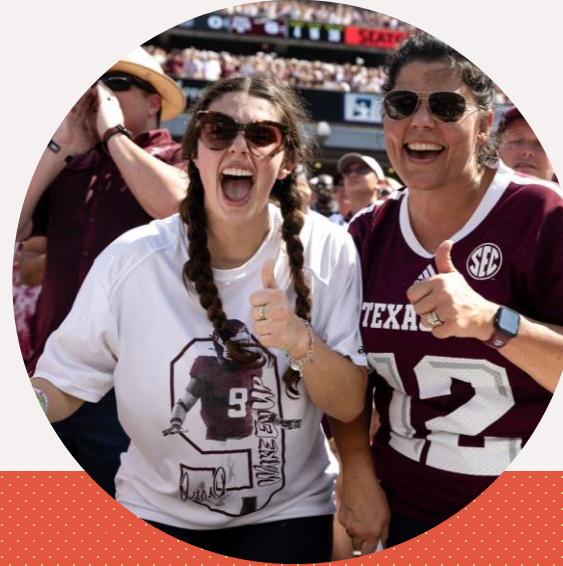
LEISURE TRAVELERS

Families, retirees, foodies, history buffs, outdoor enthusiasts



PROSPECTIVE & NEW STUDENTS & FAMILIES

Highlight TAMU and the community; curated experience/itineraries



FORMER STUDENTS & SPORTS TOURISTS

Promote the ultimate TAMU and game day experience

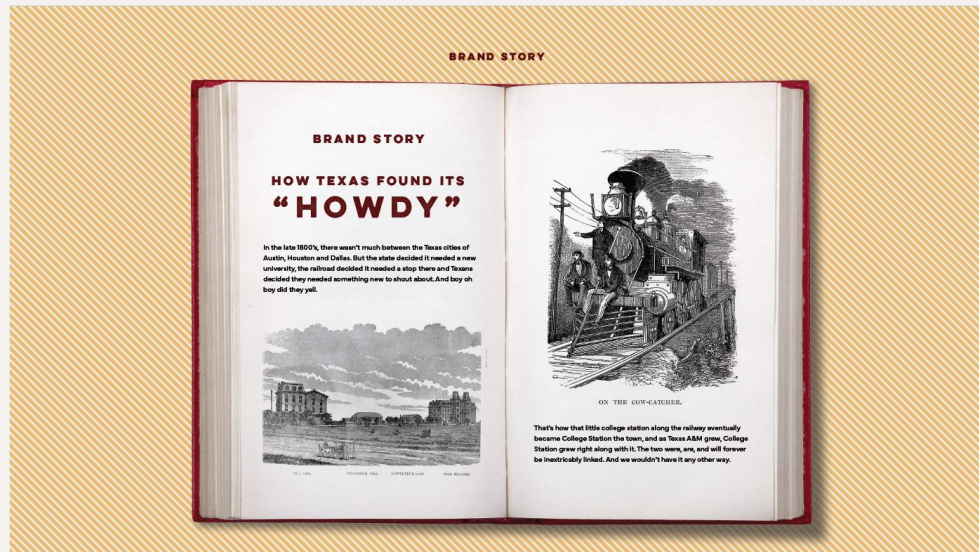


MEETING & SPORTS PLANNERS

Showcase venues, accommodations, attractions and logistical support

TARGET AUDIENCES

BRAND BOOK



BRAND STORY

COLLEGIAL COMMUNICATION

Did you know the word "collegial" actually has two definitions? The most common is simply a synonym for "collegiate," but the other, more important definition for our mission is "relating to or involving shared responsibility, as among a group of colleagues." And that's what brings us all together today.

Taking College Station's message to the masses will be a group effort, requiring us to link arms like Aggies do in the stands and move together as one. We'll seek to educate those who've been here before on what's new, those who've never been on what we offer and those who've never even heard of us or who we are.

We'll share our spirit, speak from the heart and ask everyone from leisure travelers to group planners to those planning athletic tournaments to do one thing:

LEARN WHY YOU'LL LOVE IT HERE.

And on the following pages, we'll show you how.

ELEMENTS OF ADVERTISING
CHAPTER 1 - LOGOS

THE "VISIT" BRAND LOGO

PRIMARY CONFIGURATION

This configuration of the Visit College Station Logo is to be used on all marketing materials as the primary logo. It consists of the "Mark," which includes the circle of train tracks surrounding the state of Texas and the word "Visit" atop the state icon, as well as text reading "College Station" to its right. The "Mark" should never be used apart from the College Station type lock up.

FIG. 1

Preferred usage of the Primary Logo is in the primary colors, Aggie Maroon and Desert Taupe.

FIG. 2

The Primary Logo is also available in black and white variations for B&W applications where legibility is an issue in color.



FIG. 2



WRITING GUIDE

As we communicate, we don't just need to let people know *where* College Station is, we need to let them know *who* it is. When you've got a town as diverse and eclectic as College Station, that isn't always easy, but we'll focus on a few traits that we all share.

SPIRITED

As the roars echoing out of Kyle Field during Saturdays in the fall will show you, there's plenty of spirit in College Station. And it's not just centered around sports. This town loves live music, the arts, outdoor adventures and a whole lot more. And we're not afraid to be a little loud about it.

PROUD

Whether they're from here originally, came here to attend Texas A&M or migrated here for other reasons, residents of College Station are proud of this town and all it has accomplished. We're a family that's grown right along with the town itself, and even guests popping in for the weekend are welcome to a seat at the table.

FRIENDLY

"Howdy" isn't College Station's unofficial anthem by chance. It's a flag flown on the face of everyone you pass on the street, meet for a meal or high-five in the stands. There are no strangers in College Station, just friends we haven't met yet, and we'll use that hometown hospitality to draw them here so we can say "Howdy" face to face.

PATRIOTIC

Red, White & Blue is every bit as important in College Station as Maroon and White. Owing to its proud military traditions, including the Corps of Cadets and countless Aggies who've gone on to serve, love of country is in our DNA.

EVENTS & PROGRAMMING

HYPER LOCAL

These grassroots gatherings create a strong sense of community and hometown pride. By highlighting local traditions, businesses and talent, hyper-local events foster engagement among residents while also providing visitors with an authentic glimpse into College Station's unique culture.



SIGNATURE

These large-scale events define College Station's event calendar, drawing significant attendance and media attention. Signature events boost tourism, drive hotel stays and support local businesses by creating peak visitation periods.



EXPERIENTIAL

By offering interactive, hands-on experiences, locally as well as in key drive market cities, these events deepen visitor engagement and leave lasting impressions. Experiential events encourage guests to connect with College Station in a meaningful way.



VISITOR ENGAGEMENT

GOAL

Transform our physical spaces into a high-impact, experience-driven assets that supports tourism, drives economic engagement and serves as a community hub.

1207 EVENT CENTER

- Branding– event center name evaluation
- Booking Strategy– target market alignment, competitive positioning and pricing
- Marketing & Sales
- Management & Maintenance

VISITORS CENTER

- Retail & Merchandising
- Welcome Experience
- Mobile Component

FY2024

- Internal events: 23
- External events: 16
- Total: 39

FY2025 (as of May 18th)

- Internal events: 6
- External events: 25
- Future events on the calendar: 40
- Total: 71

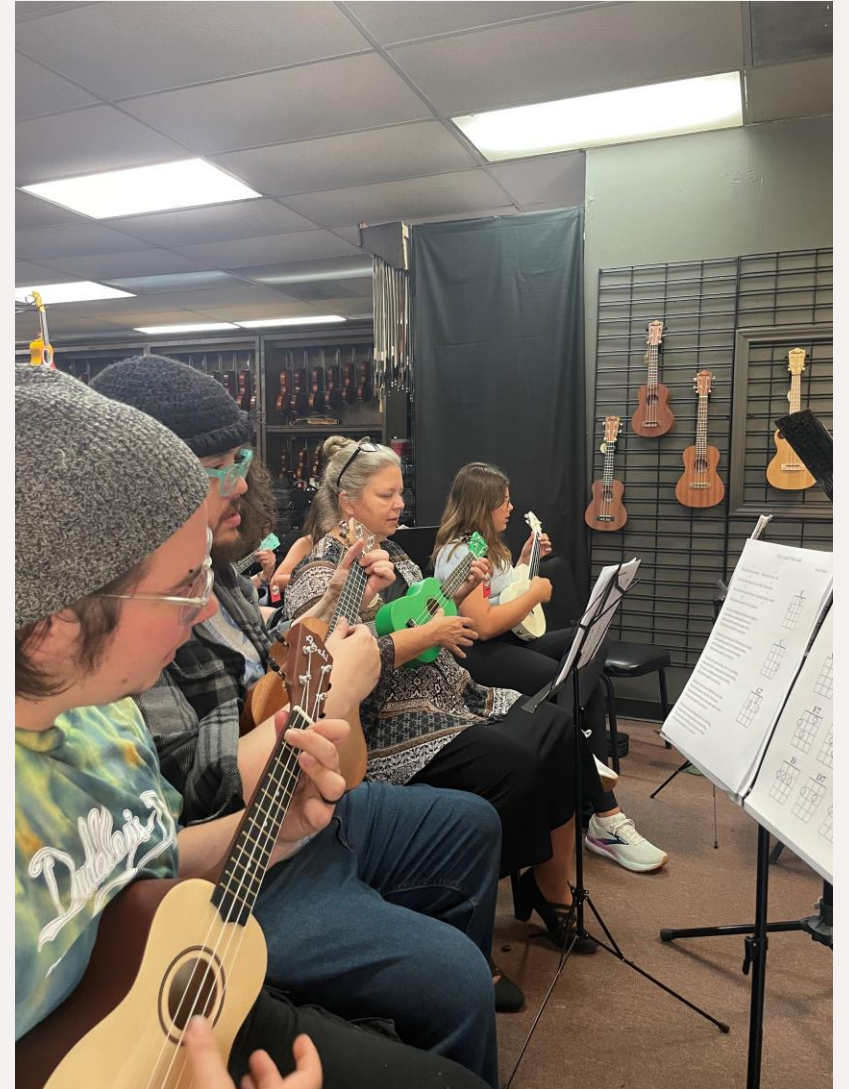
MUSIC FRIENDLY CITY INITIATIVES

UPCOMING EVENTS

- Make Music Day College Station (June 21)
- Texas Music Office-Texas Music Incubator Rebate Program (TMIR) Informational Session (June 17)

ONGOING & PAST EFFORTS

- Hang Out & Tune In (3rd Tuesday of every month at various locations)
- Aggieland Music Industry Summit (April 3)
- Texas Music Friendly East Regional Meeting (2024)



PLANNING

TOURISM STRATEGIC PLAN

The purpose of the Tourism Strategic Plan is to guide and inform the work of Visit College Station, assist with decision making in spending HOT revenue through grants and special projects and to make recommendations specific to sales, marketing, events and overall growth of the tourism program.

- Tourism Advisory Committee will act as the steering committee for this plan which will kick off at the May 28th meeting

CONVENTION CENTER FEASIBILITY- PHASE II

Phase II devolves deeper into specifics such as site selection, financial planning and evaluating the potential economic and community impacts of the proposed convention center.

- Phase II will be presented to City Council on June 12th



TOURISM ADVISORY COMMITTEE

Members

- Cortney Phillips- Chair
- Greg Stafford- Vice Chair
- Hunter Goodwin
- Rhianon Whitney
- Costa Dallis
- Paul Loy
- Scott Logan
- Connor Clark

- Kevin Davis
- Bill Peel
- Jim Ross

Ex Officio Members

- Brandy Tuck
- Erin Jones
- Michael Ostrowski
- Jeremiah Cook
- Kelsey Heiden

*** Meetings are the last Wednesday of the month**

VIRTUOUS CYCLE

MORE TOURISM



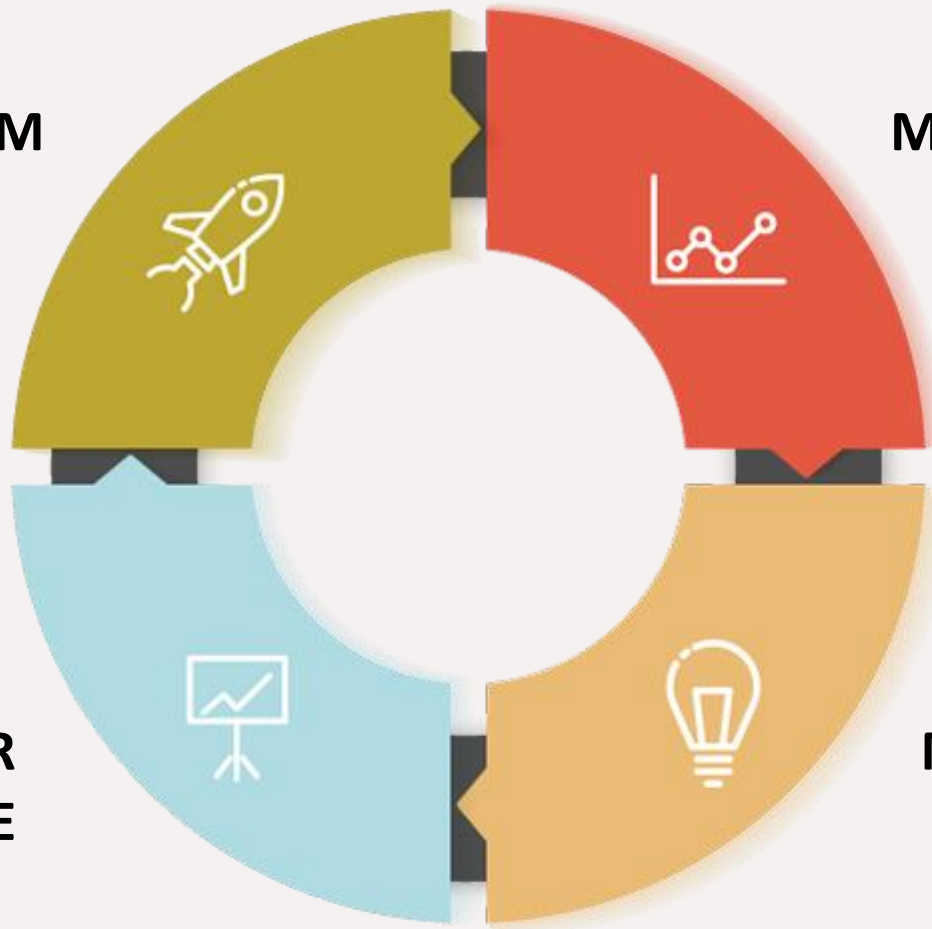
MORE TAX REVENUE



**BETTER VISITOR
EXPERIENCE**



MORE REINVESTMENT



Q&A

