

Corpus Christi Convention & Visitors Bureau - Fiesta de la Flor



Corpus Christi City Council Presentation
May 12, 2015



Marketing Efforts



- 11 Digital billboards statewide in target markets
- Distributed marketing collateral at festivals in target markets such as: Border Fest, Jalapeno Fest and Sombrero Fest and Tejano Music Awards in San Antonio
- Texas Monthly Ride Along distributed within target markets
- Extensive PR both domestically & internationally
- Advertising strategy utilizing all primary mediums in target markets: Television, Radio, Print, Digital & Social Media



By the Numbers...



Attendance: 52,000 +/-

Advance Ticket Sales Overview:

Outer-market ticket sales: 76%

Local-market ticket sales: 24%

Hotel Info:

Occupancy: 90.7% citywide average (increase of 29.9% over 2014)

Average Daily Rate (ADR): increase of 30.7% over 2014

Revenue Per Available Room (RevPAR): increase of 69.8% over 2014

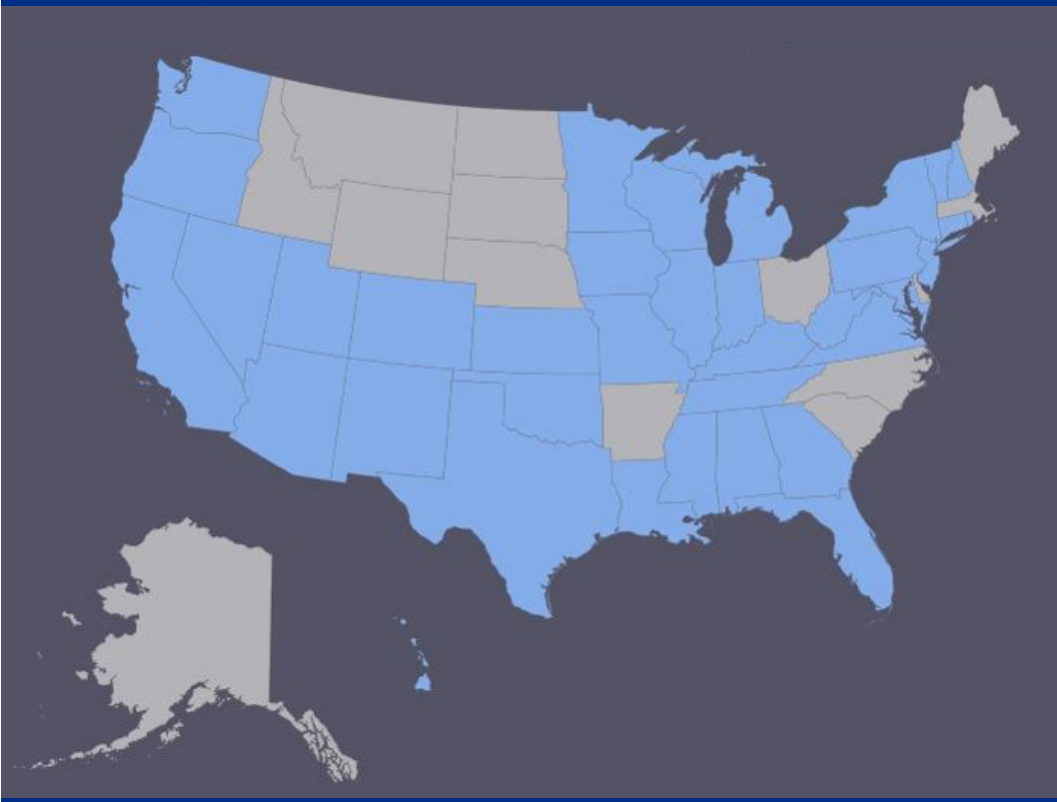
CCRTA Park n Ride Ridership:

Mobilized 20,116 festival-goers complimentary utilizing 13 buses

Mobilized emergency evacuation Fri night in less than 1 hour



States Represented



- At least 35 States
- 5 Countries: U.S., Mexico, Canada, Brazil, Ecuador

**Confirmed attending states shown in blue*



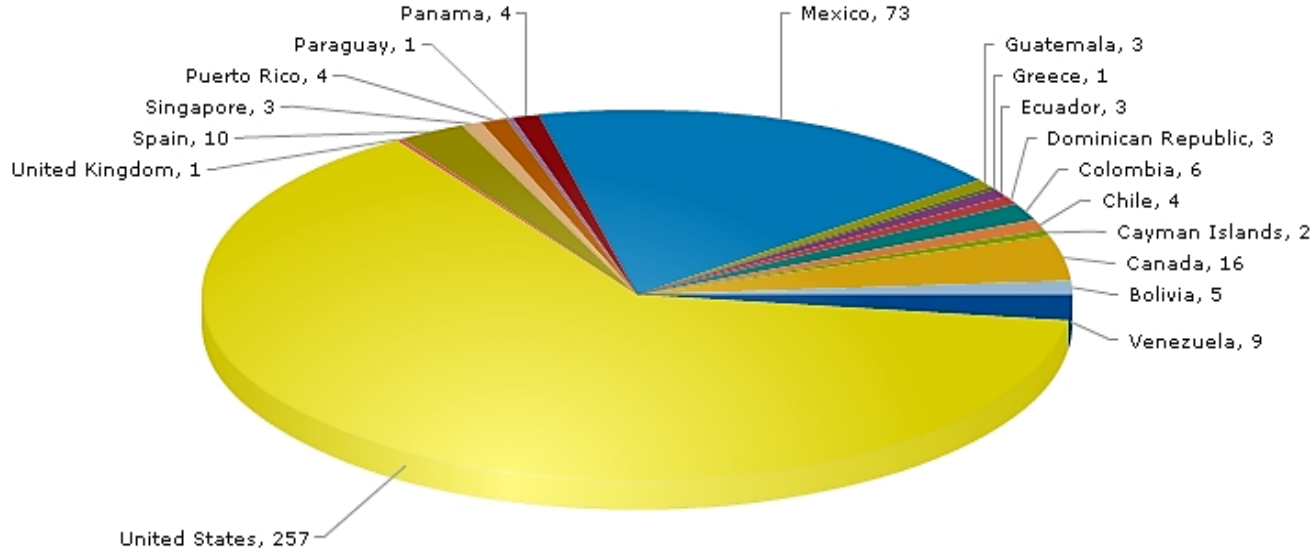
Social Media Stats



- Over **15,605** ENGLISH & SPANISH language social media and news mentions of Fiesta de la Flor, #FiestadelaFlorCC, etc.,
- Facebook: A.B. Quintanilla has 684,216 fans, Chris Perez has 377,221 fans and Suzette Quintanilla has 237,153 fans that's 1,298,590 fans. They posted about Fiesta de la Flor in Corpus Christi numerous times a week!
- It is incalculable to know how many millions of people they reached on Facebook alone! Not including Twitter, Instagram etc.

Total Media Circulation/Viewership (Unique): **854,822,802**

Total Ad Value: **\$7,928,481.49**





Economic Impact



\$7.5 million Direct

Lodging, Transportation, Food & Beverage, Retail & Recreation

\$5.5 million Indirect

Total \$13 million City-Wide Impact

Please Save the Date!

May 6-7, 2016