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## PRESS RELEASE—*For Immediate Release*

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### RECORD GROWTH IN SOCIAL MEDIA STATISTICS FOR CONROE CVB

May 2013 has shown exponential growth in both “likes” and fan reach on the facebook page of the Conroe Convention and Visitors Bureau (CVB), VisitConroe. “Likes” were increased 14 and 27 times the previous months’ figures in only a record one-week timeframe. Fan reach rose an astounding 91.94%. “Likes” are recorded when visitors hit the “like” button of the VisitConroe page in order to follow the postings and receive information about the Conroe area, while fan reach corresponds to the number of fans who have seen any given post.

VisitConroe boasts 7,236 “likes” or followers spanning 20 countries. Lubbock CVB, rich with leisure attractions, has 6,414 followers on their facebook page. When compared with pages of CVBs of cities of comparable size, budget, and destination allure, Conroe still maintains its top spot. Granbury CVB plays host to 2,361 “likes”, Boerne CVB has 2,044, and Temple CVB has 1,277. VisitConroe’s 7,236 fans are comprised of 66.2% females and 33.2% males. A statistical demographic breakdown by age shows that VisitConroe’s facebook page is being viewed the most by ages 45-54 at 19.9% with ages 25-34 and 35-44 coming in tied for second place at 16.8% each and ages 55-64 following in third place at 16.4%. The 65+ age group comprises a healthy 12.5% of the VisitConroe page followers. While impressive, these numbers account only for actual fans and do not take into account viral views which show views by friends of friends. Factoring in viral data increases the reach of the Conroe Convention and Visitors Bureau by well over 3,400. “This is proof that if you offer people meaningful, interesting information, they will “visit you” when they are looking for something to do.” said Harold Hutcheson, Conroe CVB Manager.

“Such a spike in growth is important as it emphasizes the power of social media in relaying information across the expanse of the Internet in general as well as its specific ability to capture the attention of potential visitors to the Conroe area.” shared Jessica Pachal, Tourism Coordinator of Communication for the Conroe CVB. U.S. Travel Association indicates that in 2012 Americans spent \$855.4 billion in travel related expenses. Sources of travel spending include foodservices, public transportation, lodging, auto transportation, recreation and amusement, and retail. What could be seen as mere popularity on a social media page actually translates into potential, genuine and limitless revenue for the area.

The city of Conroe Convention and Visitors Bureau invites readers to visit our website- [playinconroe.com](http://playinconroe.com), “like” us on facebook at [/VisitConroe](https://www.facebook.com/VisitConroe), and follow us on Twitter at [@VisitConroe](https://twitter.com/VisitConroe). Additionally we maintain a blog - [coffeewithconroe.blogspot.com](http://coffeewithconroe.blogspot.com), a Pinterest page - [/VisitConroeTx](https://www.pinterest.com/VisitConroeTx), and a YouTube Channel – [ConroeAreaTexas](https://www.youtube.com/ConroeAreaTexas).