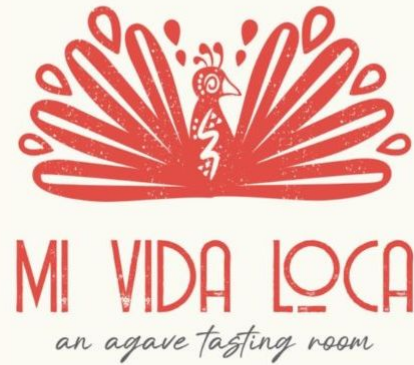


Social Media Performance Report

Mi Vida Loca · Wakesurf Saloon · Wahoo's Fish Tacos Lake Travis

Reporting Period: March 26 – April 26, 2026

HUDSON BEND COMPOUND GROUP



Executive Summary

One Property. Three Brands. 111.7K Combined Views.

Across all three brands, this reporting period delivered explosive growth, deep audience engagement, and clear signals of real-world foot traffic intent. The property is operating as a unified content engine – each brand contributing a distinct energy that collectively amplifies the whole.

111.7K

Total Views

Combined across all three brands

16.4K

Accounts Reached

Unique audiences across the property

2,229

Profile Visits

Intent-based actions signaling real interest

267

New Followers

Captured from top posts alone



Mi Vida Loca Agave Spirits Bar

The breakout performer of the month — a 10x surge in views driven by immersive cocktail storytelling and bartender personality content.

From 1K to 10.4K Views in 30 Days



Views

10.4K

Up from 1K last month



Accounts Reached

4,307

+728.3% growth



Profile Activity

312 actions

+395.2% increase



Profile Visits

307 visits

+420.3% spike



Top Post

"Bruno Making a Smoked Drink" — March 31

3.3K views · 434 interactions · 73 new followers



This single post drove the majority of the month's growth — proof that sensory, experience-driven content converts viewers into followers.

Strategic Takeaway

Cocktail-making content with a bartender personality at its center is the formula. Smoke, fire, and aesthetic visuals create scroll-stopping moments that translate directly into profile visits and intent-based actions.

Wakesurf Saloon

The visibility leader across the entire property — 61.1K views powered by personality-driven humor and a magnetic community vibe that keeps audiences coming back.



61.1K Views — The Property's Volume Engine

 Views

61.1K total views this period

 Accounts Reached

6,695 · +11.4% growth

 Profile Activity

1,290 total actions

 Profile Visits

1,256 intent-based visits

 Top Post: Emily's Hot Dog Birthday

March 30 — 870 interactions · 91 new followers

A single staff-centered, humor-driven post outperformed polished brand content. This is the Wakesurf formula: authentic, energetic, and deeply human.

 High engagement-to-view ratio signals a loyal, highly active community — not just passive scrollers.



Wahoo's Fish Tacos

Lake Travis

Strong, sustained performance built on authentic team storytelling and community connection — the brand with the highest engagement rate per view on the property.

40.2K Views Driven by Human Connection



Views

40.2K total views this period



Accounts Reached

5,487
+10.9% growth



Profile Activity

627 actions
+37.2% increase



Profile Visits

584 visits
+27.8% growth



Top Post: "Meet the Faces Behind Wahoo's" — March 30 · 3.4K views · 1,300 interactions · 103 new followers. The highest single-post interaction count on the property this month — proof that people invest in people.

Cross-Brand Property Insights

Three brands, one shared audience, one powerful destination. The Lake Travis property is operating as a **multi-experience ecosystem** — and the data proves it.



Why This Matters

Audiences discovering one brand are one tag away from discovering all three. A guest who comes for tacos stays for cocktails and comes back for the nightlife.

- Shared foot traffic drives multi-brand visits
- Cross-tagging multiplies organic reach
- One night out = three brand touchpoints
- Combined 111.7K views create a property-wide halo effect

Strategic Recommendations



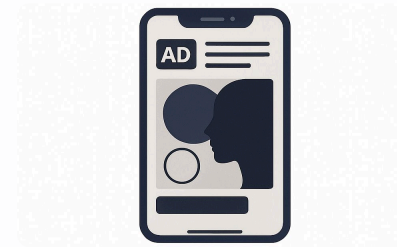
Rotate the Content Triangle

Alternate between **Experience** (Mi Vida Loca), **Energy** (Wakesurf), and **Community** (Wahoo's) to keep the full property feed dynamic and varied.



Cross-Brand Collaboration

Film one night across all three venues. Cross-tag brands in posts. Create content that shows guests the full property experience in a single evening.



Boost with Precision

Boost top-performing posts within 48 hours of publishing. Prioritize staff-driven and high-engagement video content for paid amplification.

Key Takeaways

✓ What's Working

Staff-driven, personality-forward content consistently outperforms polished brand posts. Authenticity is the strategy.

🚀 Fastest Growth

Mi Vida Loca showed the sharpest trajectory — 10x views in 30 days — signaling an untapped audience ready to be captured at scale.

➔ What's Next

Cross-brand collaboration, consistent posting cadence, and precision boosting will compound results across all three brands.

This property is evolving into a high-performing, multi-experience brand ecosystem — driven by strategic content, authentic storytelling, and consistent engagement.

