

THE SHORT TERM RENTAL MARKET, AS NOTED BY THE CHART FROM AIRDNA, SAW A SIGNIFICANT INCREASE IN 2020. SUPPLY OF AVAILABLE ROOMS IN MARKET GREW BY 4% AND DEMAND GREW BY 41% RESULTING IN BOTH HIGHER ADR AND OCCUPANCY.

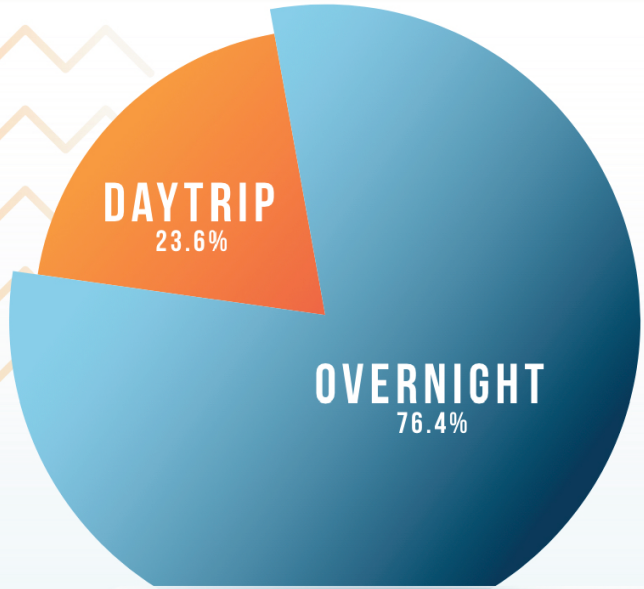
VISITOR LODGING TRENDS

Lodging trends in 2020 were heavily impacted by multiple factors in Port A. The onset of COVID lead many travelers on a national and local level to forego traditional lodging like hotels and motels and choose instead to stay in short term rentals. On average, the hotel/motel section of the market experienced a double digit percentage loss of lodging revenue over the year while the burgeoning short term rental market experienced a record year.



2020 VISITOR PROFILE

PORT ARANSAS
the island life



KEY TAKEAWAYS

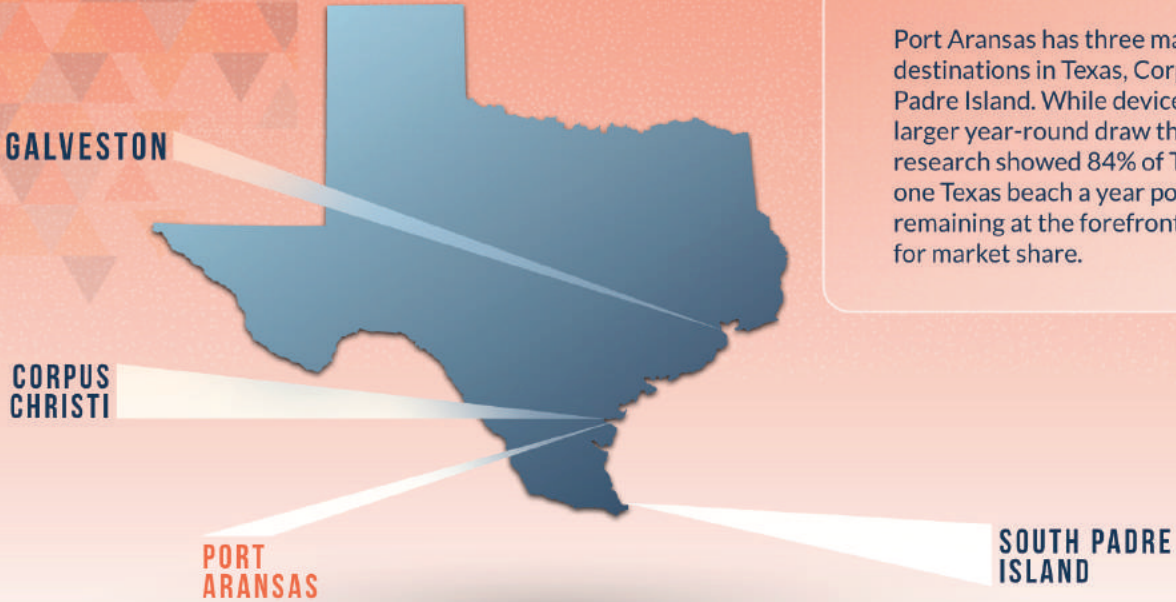
- The average Port Aransas visitor came 1.8 times and stayed for 2 days per visit.
- The I-35 Corridor and the Houston DMA remain our largest sources of visitors.
- While San Antonio provides Port A with the highest number of visitors, and visitors who are more likely to come more than twice a year, DFW residents stay an average of three days per visit.

PORT ARANSAS

COMPETING BEACH DESTINATION OVERVIEW

IN 2020, ONLY 16% OF TEXAS BEACHGOERS VISITED MORE THAN ONE TEXAS BEACH.

Port Aransas has three main competing coastal destinations in Texas, Corpus Christi, Galveston and South Padre Island. While device tracking data shows Port A has a larger year-round draw than our competitors, the fact that research showed 84% of Texas beachgoers will only visit one Texas beach a year points to the importance of remaining at the forefront of Texans' minds as we compete for market share.



62% OF VISITORS CAME FROM WITHIN 2-3 HOURS DRIVE TIME



1.2 DAY STAY



2 DAY STAY



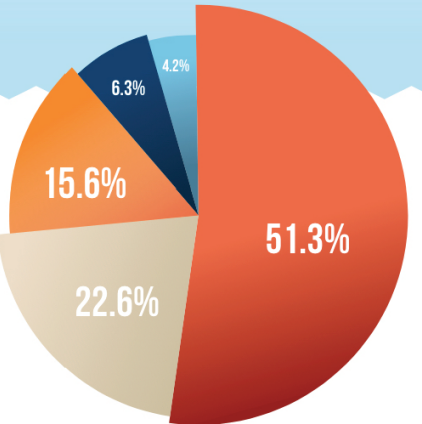
2.8 DAY STAY



3 DAY STAY



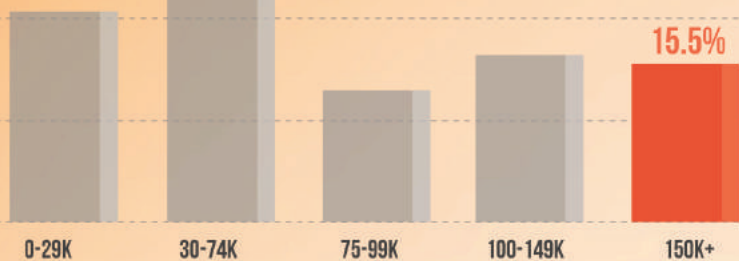
3.5 DAY STAY



METHODOLOGY: Madden Media used mobile device tracking research to track 2020 movement data in Port Aransas and other competitors combined with device common evening location data to determine home market. Demographic data is at a zip code level utilizing US Census data overlays.

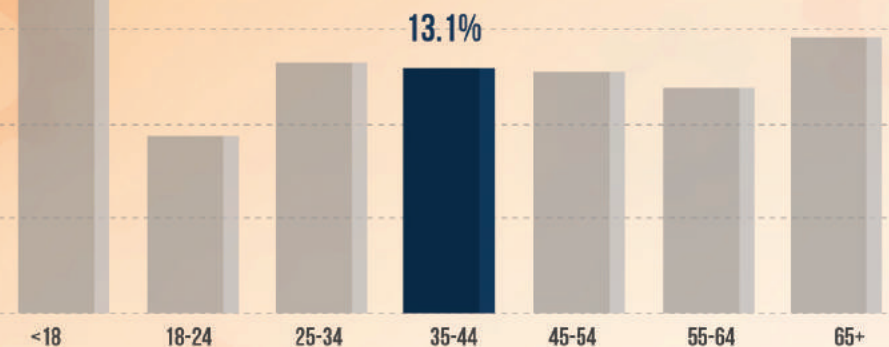
INCOME

National Average percentage of \$150,000+ household income is 14.4%

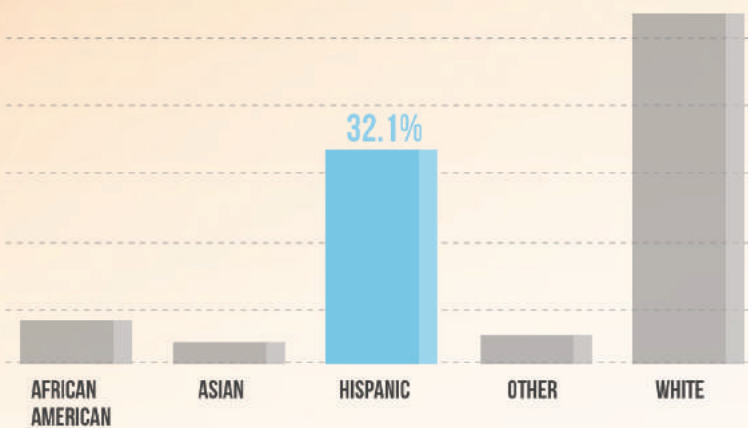


AGE

*National Average for 35-44 was 12.7%



National Average percentage of Hispanic travelers is 17.3%



VISITOR DEMOGRAPHICS

TAKEAWAYS:

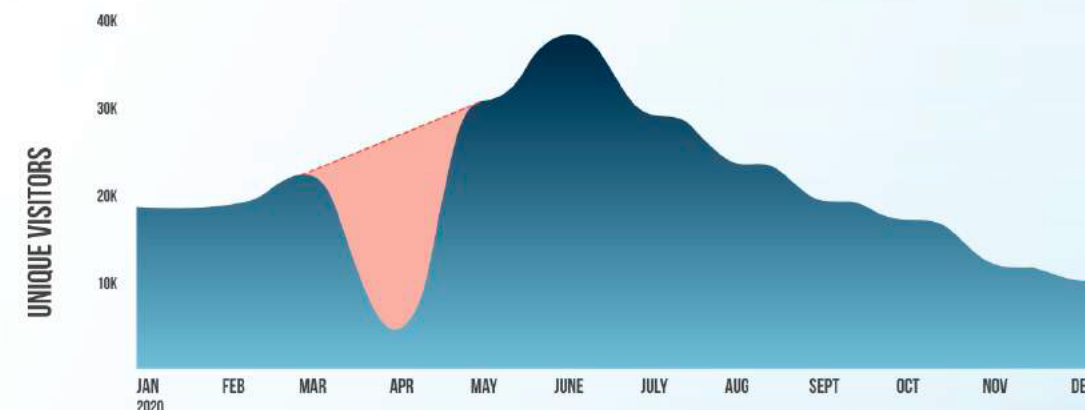
Port Aransas excels with older families and sits at national averages among older visitors. We are a more diverse destination, especially among Hispanic visitors, and while we see a higher percentage from the highest income bracket, there is room to improve in the middle to upper middle class demographics.

RACE

VISITOR ACTIVITIES AND SEASONALITY

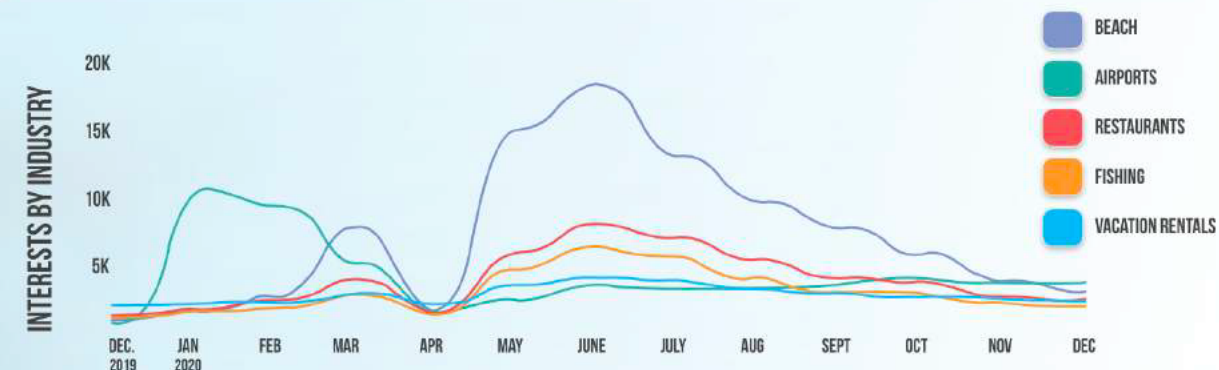


Visitor device tracking for 2020 clearly demonstrated the "closure" of travel during the pandemic in April and the heavy summer visitation. The chart tracks devices on a monthly basis across multiple points of interest in and around Port A.



UNIQUE PORT A VISITORS

Based on tracking of mobile devices, we saw an expected dip in visitors during the onset of COVID-19 in 2020. But, we witnessed a quick bounce back in May and June of 2020.



INTEREST BY INDUSTRY

Our beaches and other outdoor activities saw the largest bounce back in traveler interest, with "Airports" taking the largest search hit due to the concerns surrounding air travel in 2020. This points to our drive markets remaining a pillar of our destination's success.