

2023 Annual Report

Port Aransas Tourism Bureau & Chamber of Commerce

THE CATCH OF A LIFETIME

Living, protecting, and sharing the dream life

VisitPortAransas.com

PORT ARANSAS
the island life

A silhouette of a person fishing at sunset. The person is standing on a beach, holding a fishing rod that extends diagonally across the frame. The sun is a bright, glowing orb in the sky, casting a long, shimmering reflection on the water. The sky is a warm orange color, and the water is dark with the reflection of the sun.

A NOTE

from the president

Living, protecting, and sharing the dream life. It's our privilege as residents, business owners, and workers in Port Aransas. As each year passes, we see people embrace our island home, positively influencing our growth and helping define Port Aransas. The same holds true for each of you and your involvement with this organization, the Port Aransas Tourism Bureau & Chamber of Commerce.

In 2023, we made significant strides in organizational excellence and supporting the quality of life here in Port A. We increased our sustainability messaging and conservation focus throughout the year, from the promotional "Respect Our Island Home" campaign to the weekly beach cleanups with Flynn's Beach Squad. We continue to find new paths to connect with nature and each other while sharing the dream life with all.

We introduced new events, new promotions, and even a new focus on how we tell the narrative of this place, all while we enjoy the soul of this barrier island and one another. Our tourism promotion efforts continue to be trendsetters for others to follow, while bringing in a respected focus to this place. We've found creative ways to rise above the clutter and shine on.

With every paragraph and page turn of this annual report, the results speak for themselves with awards, accreditations, and top-notch communications. Time and time again we continue to refocus, realign, and cast that net as best we can, equipped with the clarity of top research tools and a dedicated team of professionals. The efforts pay off in new visitors, repeat visitors, new homeowners, new businesses, and an enhanced place that we all get to call home.

Port Aransas is the "Catch of a Lifetime!"

BRETT STAWAR
PRESIDENT & CEO
Port Aransas Tourism Bureau
& Chamber of Commerce

TABLE OF CONTENTS

Our Organization (3)

Partner Updates (4)

Partner Events (5)

Signature Events (6)

Destination Stewardship (7)

Earned Media (9)

Awards (10)

Digital Marketing (11)

Web Traffic (12)

Paid Advertising (13)

Group Sales (15)

Tourism Economics (16)

Looking Ahead (17)



Save the Date



January

26: Tourism Summit

19–28: Restaurant Week

February

6–7: Envision Port A Workshops

8: Port Aransas Chocolate Crawl

22–25: Whooping Crane Festival

March

Margarita Madness

April

12–14: Spring Fling Shop Around

19–21: Texas SandFest

25: Shred Day

May

19–25: National Travel & Tourism Week

21: Tourism Rally & Hospitality Heroes Ceremony

Beachtober

Taco & Margarita Trail

Sweet Traditions Dessert Trail

Port A Live Music Fest

Beachtober Bash

Flynn's Beach Run

18–21: Shoptober

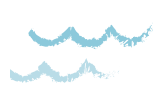
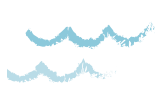
December

Holiday Shop Around

Sand Santa and Holiday Collaborations

Drone Show

Our Organization



THE VISION



Port Aransas will be known as the premier family beach destination in Texas.

THE MISSION

We work to enhance the community's quality of life by attracting visitors who share our love of the Texas Gulf Coast.

THE PURPOSE

We support our community by advocating for sensible development and leading the marketing of Port Aransas and Mustang Island.

Meet the Team

Brett Stawar
President & CEO

Lisa Shelton
Special Events & Community
Relations Manager

Melinda Compton
Marketing & Digital Content
Manager

Rhonica Stuart
Operations Analyst

Shelley Witcher
Business Development &
Sales Manager

Candy Kelly
Bookkeeper

Cameron Fowler
Stewardship & Branding
Specialist

Michelle Garrett
Welcome Center Assistant

Kyra Hannak
Content Curator

Tricia Perrine
Welcome Center Assistant

Board Members

Keith McMullin
Chairperson
Real Estate/
Developer

Fred Samudio
Treasurer

Marnie Pate
Hotel/Lodging

Kim Winton
Retail

Shannon Lafayette
Professional Services

Tanya Chambers
Ex Officio

Laurie Soechting
Vice Chairperson
Restaurant/Bar

Greg Carr
Hotel/Lodging

Scott Clanton
Hotel/Lodging

Greg Stunz
At Large

Ed Buskey
At Large

David Parsons
Ex Officio

Marsha Starkey
Secretary
Hotel/Lodging

Bill Bauder
Hotel/Lodging

Celeste Edwards
Hotel/Lodging

Chris Collins
Bar/Restaurant

Will Cocke Jr.
Fishing/Marina

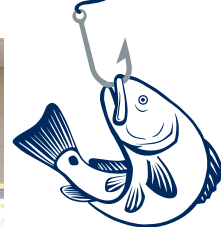
Brett Stawar

Partner Updates

Rallying for Our Tourism Community

The “island life” is defined by the resident and small business community that make it up. This town is about so much more than the beach, as demonstrated by locals who welcome visitors with open arms and hearts full of salty stories about their love for Port Aransas.

We recognize the dedication of our partners through our Partner of the Week and Hospitality Heroes programs. At the Tourism Rally in May, our annual National Travel & Tourism Week celebration, we recognized 21 industry representatives as Hospitality Heroes. Each of these leaders were nominated by management and peers as employees who go above and beyond as ambassadors for the island and contribute to a positive working environment. It is thanks to them, and our entire small business community, that Port Aransas continues to be an anchor of traditions statewide.



2023 Hospitality Heroes

Danyel Boysen	Olga Guerra	Pete Ross
Amanda Campbell	Kelli Hartig	Kimberly Shaw
Jeff Comstock	Julie Johnson	Lisa Shelton
Robin Comstock	Heather Miller	Kristina Stevens
Carl Dittmaier	Henry Minor	Cliff Strain
Brenda Garrison	Judy Parker	Hannah Viducic
Sheila Garza	Mari Ramos	John Vojtanic

GIVING BACK TO PORT A

The Port Aransas Tourism Bureau & Chamber of Commerce Foundation gave back over \$60,000 to the community of Port Aransas. Our partners, along with proceeds from special events, sponsorships, and fundraisers, contributed to these awards.



337 TOTAL PARTNERS

Partner benefits include networking opportunities, referral services, unique advertising opportunities, a web presence, and more.

39 NEW PARTNERS

These businesses have “cast a line” with us to invest in the future of Port Aransas, promote island life, and keep business booming.

Partner Events & Initiatives

Partnering Together to Make Port A Shine



PORT ARANSAS
the island life

Prix-fixe lunch and dinner specials at partner restaurants highlighted the local culinary scene during Port Aransas Restaurant Week in January. Advertisements on social media as well as in The Bend Magazine, local radio ads, and spots on Coastal Living TV generated buzz to drive traffic into restaurants during the off season.

Shop Aroun@s

Boutiques brought the deals during our four annual weekend-long Shop Around events: Chocolate Crawl & Valentine's Day Shop Around, Spring Fling, Shoptober, and Holiday Shop Around. To maximize traffic across each event, we shifted the dates of the Holiday Shop Around this year to land closer to the holidays and encourage Christmas shopping in Port Aransas.



In 2023, Margarita Madness took on a new spin. Instead of a contest, we celebrated the island's variety of these coastal cocktails with a month-long margarita trail. Over a dozen restaurants participated, highlighting new creations and tried-and-true favorites. Cheers to that!



Holiday Events

We were proud to be a part of holiday events that spanned December. The Lighted Boat Parade continued to be a smash hit, and this year was complemented by the first ever holiday drone show on the island. The Sand Santa sculpture was one of many highlights of the "Santa in the Park" celebration, and we rang in 2024 with a fireworks show on New Year's Eve. Thank you to the sponsors who made it all possible!



Port A Day at the Capitol

In April, a group of Port Aransans took to the Texas State Capitol for the official proclamation of "Port A Day." We hosted legislative visits, speakers, and a beachy fun reception with the help of Representative Todd Hunter and Senator La Mantia. The goal was to keep Port Aransas front and center in the minds of lawmakers.



FEBRUARY 23-26, 2023



WHOOPING CRANE

Festival

PORT ARANSAS, TX

The 26th annual Whooping Crane Festival was another record-breaking event! This four-day festival celebrates the return of this magnificent species to the area and raises awareness about their highly-endangered status. Boat tours, photography workshops, birding walks, sponsorships, and more contributed to the more than \$130,000 in total sales. The event would not be possible without help from our incredible birding guides, volunteers, local business partners, friends at the Port Aransas Nature Preserve, University of Texas Marine Science Institute, and more.

Signature Events

QUICK FACTS

- 60** Excursions, classes & workshops
- 30+** Trade show vendors
- 1,000+** Volunteer hours
- 2,400+** Individual tickets sold
- \$50,000** WCF proceeds donated to local nonprofits and scholarships



OVERVIEW

- 6-8: Port A Live Music Weekend and Port A Days
- 20-22: Shoptober and Wooden Boat Festival
- 28: Flynn's Beach Run
- All month long: Taco & Margarita Trail and Sweet Traditions Trail



Autumnal bliss descended in October, or "Beachtober" as we like to call it. Weekends were full of celebrations of island culture, from the annual Port A Live Music Weekend to the inaugural Flynn's Beach Run, a 5k, 10k, and family fun run. Two month-long trails added to the festivities, the Taco & Margarita Trail and the first-ever Sweet Traditions Dessert Trail!

Destination Stewardship

In the second year of the stewardship campaign, we took “Respect Our Island Home” far beyond the realm of digital marketing. In 2022 workshops, we heard from you, the community, that the Respect Our Island Home campaign should be a prominent presence in the community and beyond. To that end, we worked on making Flynn the sea turtle and the Respect Our Island Home message tangible.



Flynn's Beach Squad Volunteers
Summer 2023

In 2023, We Launched:



A series of four videos featuring Flynn and local characters, our Port A chief of police and an educator at the Patton Center at UTMSI. These videos educated viewers on golf cart safety and beach courtesies in a fun, friendly manner.



A Flynn plush doll, which we distributed to all elementary-aged children in Port Aransas ISD at our Earth Day Presentation and continue to offer for sale at local retailers.



A recycled, reusable tote bag available for sale at Family Center IGA and other retailers around town.



Flynn's Beach Squad, a weekly volunteer opportunity which invites visitors and locals to clean up the beach, Roberts Point Park, and other in-need areas around town.



Flynn's Beach Run, a 5k, 10k, and 1-mile family fun run on the beach during Beachtober that used Flynn as its mascot and raised money for the Port Aransas ISD Cross Country Team.



Respect Our Island Home coloring books and sticker sheets that invite kids to get involved with Flynn's sustainability messaging.



A pop-up experience at Port A Days, which we hope to develop into a larger Flynn-focused event in 2024.



*Watch The Videos By
Scanning The QR Code!*



Flynn's Beach Run Participant
October 2023



Flynn Photo Op at Flynn's Beach Run
October 2023





Destination Stewardship

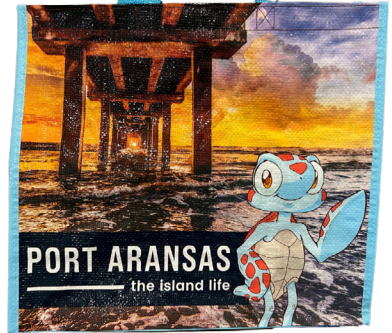
Respect Our Island Home continued to find wins with our visitors, too.



Flynn Plushie



Flynn Wants to Drive ROIH Video



Flynn Reusable Tote Bag

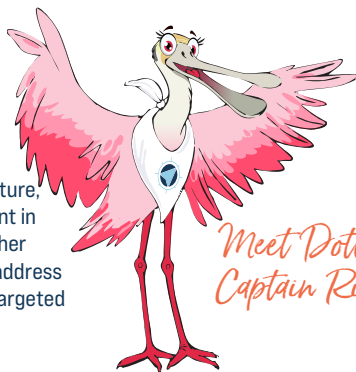


Flynn Photo Op at Texas SandFest
April 2023



Flynn Sand Sculpture at Texas SandFest
April 2023

In 2024, we will continue to build on the success of the campaign. Respect Our Island Home will be partnering with Keep Port Aransas Beautiful on developing and releasing a Sustainable Events Plan that local businesses and organizations can use as a guide to make their events more environmentally friendly. We have invited Cathy Ritter with Better Destinations, LLC back to the island to conduct another round of community workshops called "Envision Port Aransas." In 2023, we also conceptualized and designed two new characters, friends of Flynn who will spread stewardship messaging with different personalities and approaches in 2024.



Dottie is more mature, wise, and confident in her tone, making her more suitable to address serious matters targeted at adults.

Meet Dottie & Captain Riley!



Captain Riley, like Flynn, is friendly and approachable but with an older voice to reach teens and young adults about topics like beach safety and ocean conservation.

SUSTAINABILITY AD STATS

1,233,395 Impressions

4,875 Clicks

656,046 Views

20,472 Video Through Plays

EARNED MEDIA

273
Earned Media Stories

Total earned mentions of Port Aransas in print, online, and broadcast, January through December 2023

530,899,004
Media Impressions

Combined with broadcast, print, and online coverage, January through December 2023

\$7,438,278
Earned Media Value

Estimated earned media value for Port Aransas, January through December 2023



Named one of Travel + Leisure's "America's Best Small Towns of 2023"

Scan the QR code to see our Top 10 Media Highlights!



INFLUENCER PARTNERSHIPS

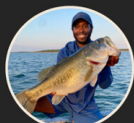
We launched our first full-blown influencer campaign in the spring and summer. We built relationships within Port A's target markets by focusing on five content niches: outdoor activities, birding, fishing, travel, and family. Our effort increased awareness and drive traffic to the Visit Port Aransas website and social pages as well as local businesses.



@THEAUSTINAEHTIC
64K Instagram Followers
5.96% Engagement Rate



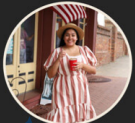
@HOUSTONHISPOITS
362K Instagram Followers
2.11% Engagement Rate



@BONDBOYS
129K Instagram Followers
2.78% Engagement Rate



@DALLASJINEAM
135K Instagram Followers
2.98% Engagement Rate



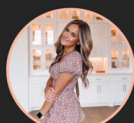
@KYSTRAVELLIST
17K Instagram Followers
2.07% Engagement Rate



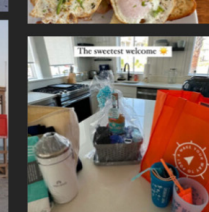
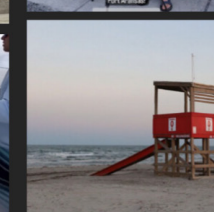
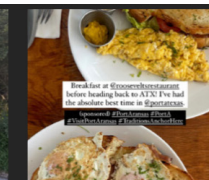
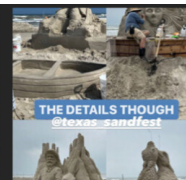
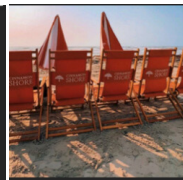
@SEARCHINGHIGHWITHLO
138K Instagram Followers
2.07% Engagement Rate



@SUPREET_SAHOO
261K Instagram
2.27% Engagement Rate



@SIERRA.HONEYCUTT
276K Instagram Followers
2.46% Engagement Rate



Awards

DMAP ACCREDITATION

Destinations International

This year, the Port Aransas Tourism Bureau & Chamber of Commerce embarked on a journey to receive our Destination Marketing Accreditation Program (DMAP) certification. Destinations International describes the program, "The globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management."



DMAP requires compliance with over 100 organizational performance standards that span categories from Advocacy to Research and Marketing Intelligence and everywhere in between.

Visit Port Aransas achieved DMAP status at the summer 2023 Destinations International Annual Convention and now proudly bears the seal!

SALTY STORIES

First Place Winner, Texas Destination Excellence Awards

The Texas Association of Convention & Visitor Bureaus (TACVB) awarded Port A's "Salty Stories" series with first place in the Video, Storytelling, and Podcast Series category. This is an award in which professional tourism peers across the state voted for Port Aransas out of all other destinations in Texas!

RESPECT OUR ISLAND HOME

Bronze, HSMIA Adrian Awards

The Hospitality Sales & Marketing Association International (HSMIA) recognized Port Aransas with a bronze medal for the "Respect Our Island Home" campaign in the Environmental, Social, and Governance category. This year, Flynn and the Respect Our Island Home campaign expanded into plushies, recycled bags, and wider community initiatives like Flynn's Beach Squad.

SALTY STORIES

Bronze, HSMIA Adrian Awards

Port Aransas received another Adrian Award from HSMIA in the Advertising Brand Campaign category for the "Salty Stories" video series. 2023 Salty Stories highlighted the personality of this unique coastal town with videos on Alicia Walker and the Amos Rehabilitation Keep; Mark Landrum, Port Aransas Sandcastle Guy; Dee Wallace, renowned fisherman and tournament director; and Brittany & Magen, representatives of the local surfing scene.

Digital Marketing

E-NEWS

The monthly Port Aransas newsletter continued to deliver quality content throughout the year. As utilizing and growing owned audiences continues to increase in importance, we opted to give the newsletter its own life with a more personal touch. The island life newsletter is now called "Currents," and it delivers just that. Current events, fun updates, and island happenings hit more than 80,000 email boxes each first Thursday of the month.

PARTNER TIP:

Make sure you check your email on Friday mornings for our weekly partner newsletter! This newsletter is chock full of exciting opportunities and need-to-know information.

Scan the QR code to sign up for our Partner E-News!

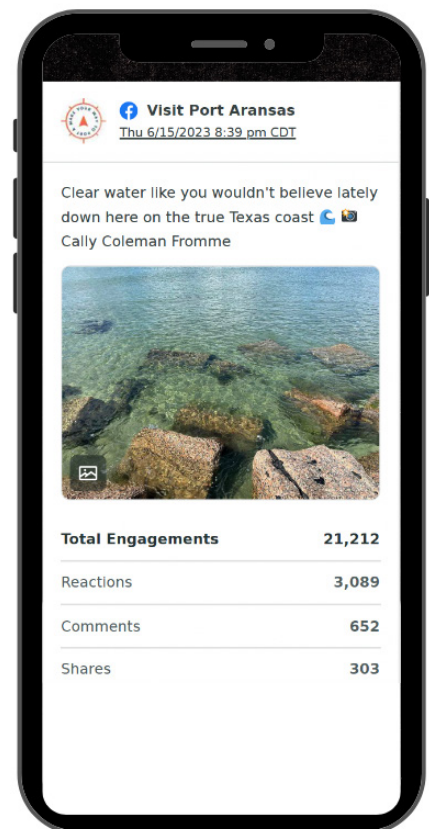


32%
OPEN RATE

80,000+
ISLAND-LOVING
SUBSCRIBERS

1 MILLION
TOTAL EMAILS SENT

Currents



SOCIAL RECAP

46.98%
Instagram
follower growth

2,952,455
Video views
across social
media platforms

52+ Million
Combined audience
across social
media platforms

52,403,311

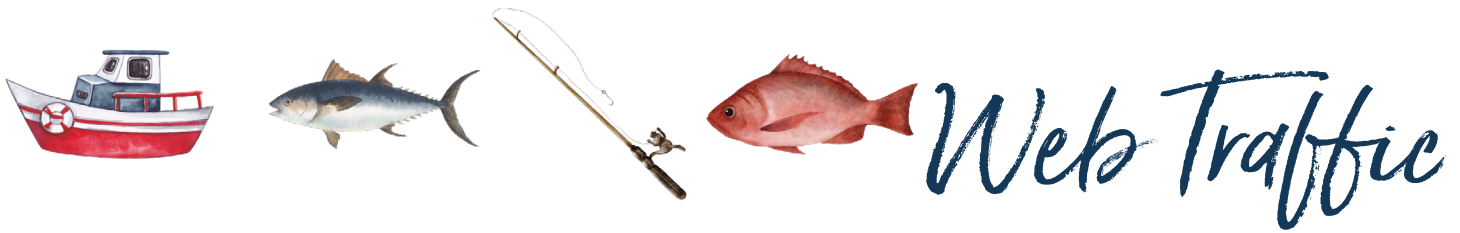
Impressions

1,912,853

Engagements

683,007

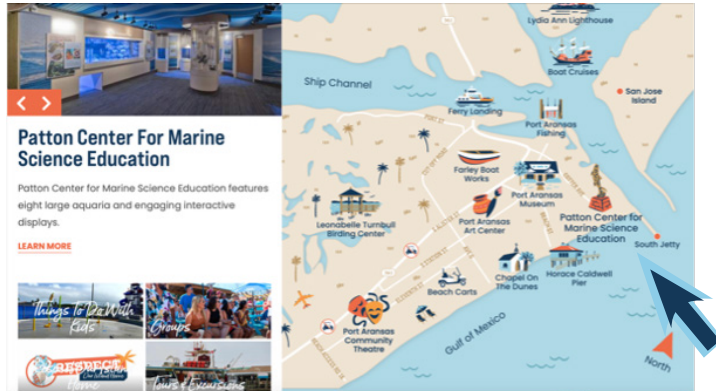
Post Link Clicks



NEW THIS YEAR!

In July 2023, Google launched Google Analytics 4, which they describe as “the next generation of Analytics which collects event-based data from both websites and apps.” GA4, as it’s colloquially known, shifted some previously used measurements, but has also expanded our ability to understand the consumer journey with new visualizations and freedom to explore within the data.

We continued to expand and optimize the VisitPortAransas.com website in 2023, and it has become a true powerhouse of Port A knowledge. One new addition was a widget on the home page that pulls the latest from our social media feeds. This creates cross-platform integration and allows the website user to get the most up-to-date information from social media as it happens. We also launched a new home page map widget. This interactive map highlights visitor hotspots and related topics in which the user might find interest.



Site Snapshot

PAGEVIEWS

4.8 MILLION

USERS

1.7 MILLION

54.55% increase over 2022

AVERAGE SESSION DURATION



2:15

1. Navigation & Home Page

2. Logistics & Planning

3. Outdoor Recreation

4. Events

5. Accommodations

Top 5
WEB

SESSIONS

By content topic

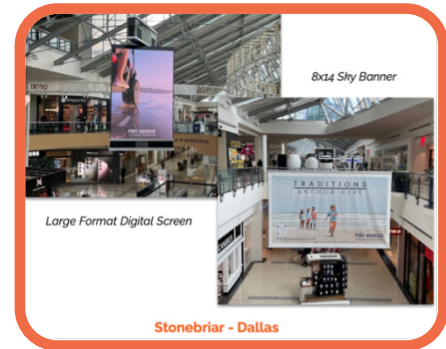
Paid Advertising



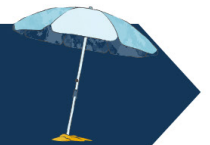
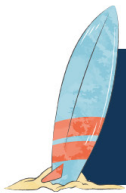
ANCHORED TRADITIONS CONTINUE TO BUILD

Down here on the true Texas coast, it's all about traditions. Generations have made their way to these shores for relaxation, connection, and downright fun, and we focused on that in our advertising efforts this year. In 2023, the Port Aransas Tourism Bureau & Chamber of Commerce continued to work with Madden Media as our agency of record. Media campaigns were divided into seasonal and events-based focuses and targeted to key audiences within Texas and touch states.

We were able to reach potential tradition-makers with new-to-us platforms like the "Out of Home" advertisements we placed in the Austin Domain and Stonebriar Mall in Frisco. We were able to build onto and dig deeper with our audiences using tried-and-true digital buys like Meta, VRBO, and Google Ads.



Annual Media Performance



SEM

PAID SOCIAL

DISPLAY

AUDIO

VISUAL

167,687
Clicks

1,371,317
Impressions

12.23%
CTR

358,342
Site Users

46.81%
Engagement Rate

764,099
Clicks

54,372,255
Impressions

1.2%
CTR

36,482
Site Users

18.81%
Engagement Rate

316,315
Clicks

51,534,600
Impressions

.23%
CTR

146,026
Site Users

32.21%
Engagement Rate

2,070
Clicks

5,876,549
Impressions

.04%
CTR

1,920
Site Users

15.08%
Engagement Rate

11,802
Clicks

8,465,359
Impressions

.22%
CTR

3,586
Site Users

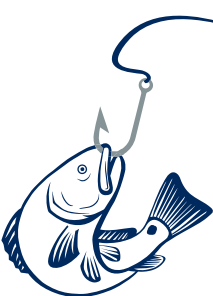
30.12%
Engagement Rate

**121.6M
EST. IMPRESSIONS**

**1,261,973
CLICKS TO SITE**

**\$9.32 CPM
\$2.12 CPC**

Totals



Paid Advertising

SALTY STORIES 2.0

At the core of the “island life” experience are the salty souls who live, breathe, and love Port A. That’s why, in 2023, we launched the second round of Salty Stories videos. Our features highlighted the Amos Rehabilitation Keep, the Port Aransas Sandcastle Guy, Captain Dee Wallace, and two women making waves in the local surfing community. Each video was released a month apart to allow for maximum impact. These videos showed off our proud local spirit, but were also a great way to remarket to previous visitors who wanted to dig deeper or those already interested in a Texas beach vacation.

We will continue to grow the series in 2024, with highlights on the local scientific community, a family with a Port A vacation tradition, our lighthouse keeper, and local icons Duncan & Georgia Neblett already well underway!

**DEE WALLACE
TOP AD**

VIDEO STATS

454,186 IMPRESSIONS	23,246 CLICKS
151,517 VIEWS	30,997 THROUGH PLAYS

Salty Stats

2,768,421 IMPRESSIONS
168,102 CLICKS
8,321,060 VIEWS
118,848 THROUGH PLAYS

Salty Stories, Behind the Scenes



AUSTIN ACTIVATION

To build off the success of the 2022 Austin Activation, we chose to return to the Domain NORTHSIDE in February 2023 for another day highlighting “Austin’s Beach.” Event marketing like “Out of Home” buys drew shoppers to the space for an interactive photobooth, sand sculpting demonstration, giveaway entry, and interaction with Port Aransas representatives telling them all about the island life. Several hundred leads were generated from the event, and we look forward to continuing growth in our key Austin markets.



The Domain - Austin

Group Sales



IPW In San Antonio

For the first time since 2000, U.S. Travel Association's IPW was hosted in the state of Texas! IPW is the industry's premier international trade show and the largest generator of travel to the U.S. This year's IPW was hosted in San Antonio, and Port Aransas attended to share our beach town with the world!

We created an island oasis in the convention center, where beach scenes and custom-built furniture from Herb Lancaster Co. welcomed international travel industry representatives to learn about Port A. Additionally, we sponsored the closing ceremony of the event and partnered with one of Texas SandFest's very own sculptor coordinators to create a spectacular sculpture and space where attendees could try their hand at the art.



Groups sponsored in 2023 include...



Anglers on Wheels



Texas Legends Billfish Tournament



Deep Sea Roundup



Saltwater Legends Series



Harvest Moon Regatta



Ultra Expeditions



Post IPW Fam Tour



3,932

WELCOME CENTER VISITORS

Visitor foot traffic at Welcome Center



6,037

VISITOR PHONE CALLS

Visitor phone calls to the Welcome Center

Partnerships

To expand our reach in our target markets, we partnered with Travel Texas and others to attend events in Texas and beyond. We had representation at the Chicago Auto Show, Austin's Circuit of the Americas Formula One race, the Oklahoma City Travel & Adventure Show, and the Dallas Travel & Adventure Show. Attendees fell directly in our target audience range and were impressed to hear about a new or favorite destination.

While we fostered international relationships at IPW and across the state and country, we also continued to nurture relationships we've built on the home front. We sponsored over a dozen groups in 2023 and encouraged them to continue to choose Port Aransas as their destination headquarters.

TRAVEL  TEXAS



Tourism Economics

VISITATION BY THE NUMBERS

FERRY COUNT TO PORT A

1,860,134

TOTAL PASSENGERS AS OF DECEMBER 2023

Source: TXDOT

FERRY COUNT TO PORT A

1,045,433

TOTAL VEHICLES AS OF DECEMBER 2023

Source: TXDOT

HOT TAX COLLECTION

\$10.5 MILLION

Source: City of Port Aransas FY 23

SALES TAX COLLECTION

\$3.86 MILLION

(Including general fund and RDC)

Source: City of Port Aransas FY 23

AVERAGE LOS* (DAYS)

3.8

*LOS: Length of Stay
Source: KeyData

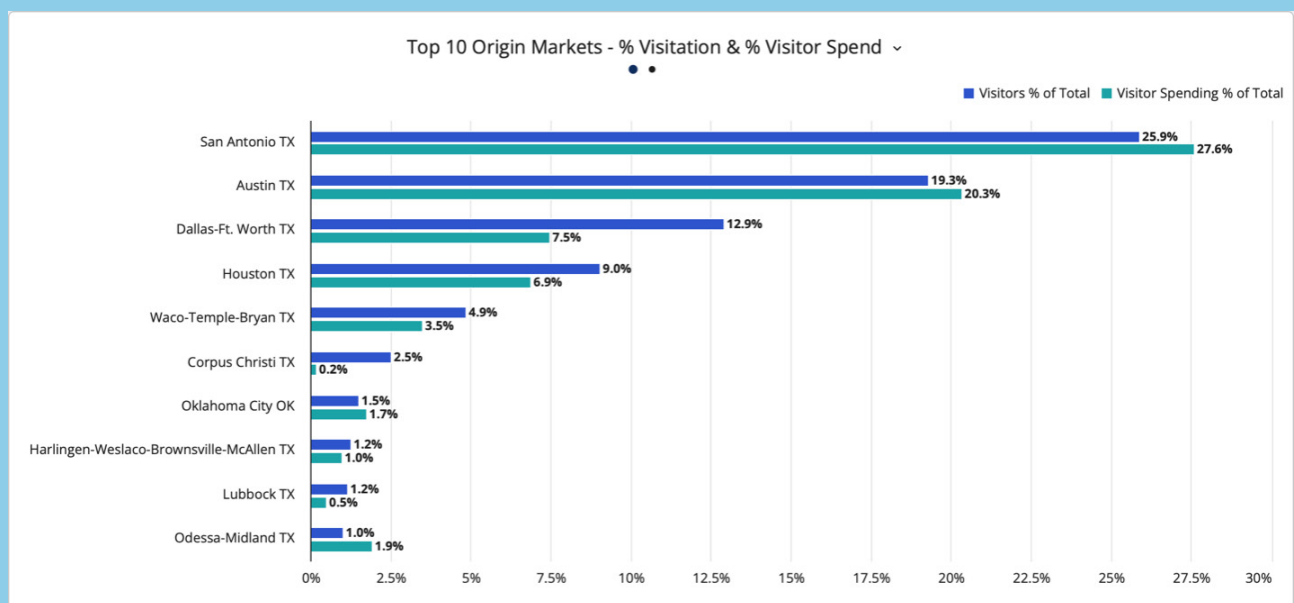
Top 5
SPEND
CATEGORIES

1. Accommodations
2. Outdoor Recreation
3. Food
4. Retail
5. Gas & Service Stations

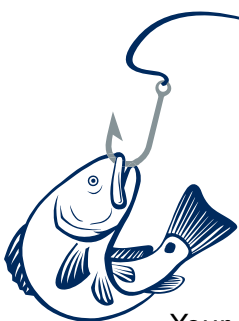
Top 5
ORIGIN
MARKETS

1. San Antonio
2. Austin
3. Dallas/Fort Worth
4. Houston
5. Waco/Temple/Bryan

ORIGIN MARKETS BY SPEND PERCENTAGE










Source: Zartico Spend Data, Zartico Geolocation Data



Looking Ahead

TRADITIONS ANCHOR HERE, NOW AND IN THE FUTURE

Your Port Aransas Tourism Bureau & Chamber of Commerce is dedicated to continuing excellence on all frontiers for Port Aransas. We know that all of us on the island have made “the catch of a lifetime” by living in Port Aransas. As such, we will continue to bring thoughtful innovation to the arena of destination marketing for the island. We already have several exciting things planned to come in 2024, a sample of which can be found below:

-  Salty Stories 3.0
-  Envision Port Aransas
-  Carvertise campaign
-  New creative concepts
-  Respect Our Island Home expansion:
 - ✿ Physical Flynn mascot
 - ✿ Stewardship-centered events
 - ✿ New Characters, Captain Riley and Dottie
-  VisitPortAransas.com design refresh
-  Partnership Matador Network and Columbia PFG to reach niche interest audiences.

We are excited to continue to work with our city leaders, residents, and business community to ensure Port Aransas continues to be the “catch of a lifetime” in 2024 and beyond. Thank you for all that you do!



Looking Ahead

THE CATCH OF A LIFETIME, ON AND OFF THE FIELD



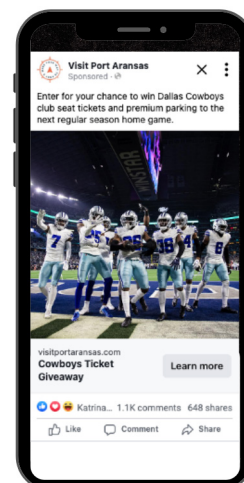
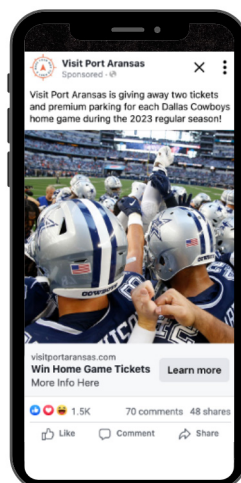
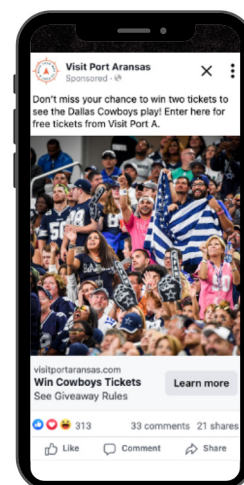
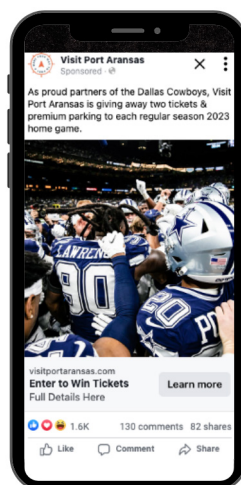
PORT ARANSAS
the island life

PROUD PARTNER OF THE DALLAS COWBOYS

The Dallas/Fort Worth market consistently performs high for Port Aransas visitation, so why not capitalize on that by partnering with America's team? Our partnership with the Dallas Cowboys will allow us to reach all-new audiences and strengthen brand perception by aligning Port Aransas with a brand that has been known and loved for decades.

We have been able to give away home game tickets and have received 7,818 validated entries with whom we can now share the appeal of island life! Additionally, we have run advertisements with "Traditions Anchor Here" messaging at AT&T Stadium throughout the season. This partnership will grow in strength in 2024, as we host activations at The Star in Frisco and conduct a sweepstakes for a Port Aransas fishing trip with a Dallas Cowboy alum.

We look forward to seeing how we can continue to leverage this partnership to showcase Port Aransas for what it is—the catch of a lifetime.





PORT ARANSAS

the island life

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