“Live, Work, Play, and Stay in Port A” are words that center on the mission of the Port Aransas Tourism Bureau & Chamber of Commerce. The past two years have been an incredible time of change, growth, and investment into Port Aransas. In fact, it is fair to say that this period has been unlike any other in the history of the city. We each played a role in this era of change. Whether as residents, employers, employees, or visitors, our experiences and lives have changed, largely due to the pandemic and the revitalization of Port A since the hurricane.

This organization has been at the hub of much of the change. We’ve rolled with the challenges of coming back on board after a hurricane, dealt with the shutdowns and influx of visitors due to the pandemic, and we even shifted our vision and leadership for the organization. Now, we have an even more defined focus on the future, with a refined board and strategic plan leading the way.

Organization excellence and destination development are at the core of every activity and initiative we undertake. Yes, tourism promotion remains a major part of our focus. But, it’s done with a targeted focus on speaking to visitors with shared values of our community and on educating our visitors on what we call the Port A Way.

It is our combined commitment to Port Aransas, the business community, the residents, and the visitors to become better, to deliver an upgraded quality of life and discover new paths for Port Aransas to shine as the beacon of light for the future. Thank you for partnering with us. Enjoy the next few pages that walk you through just some of the success stories of 2021 and the road ahead.

BRETT STAWAR
PRESIDENT & CEO
Port Aransas Tourism Bureau & Chamber of Commerce
# TABLE OF CONTENTS

**Our Organization**  
Mission, Vision, Purpose (4)  
Meet the Team (4)  
Board of Directors (4)

**Goals**  
Destination Goals (5)  
Organization Goals (5)

**Partner Updates**  
Partner Updates (6)  
Giving Back to Port A (6)

**Destination Development**  
Events & Initiatives (7)  
Signature Events (8)

**Marketing & Media Mentions**  
Earned Media (9)  
Media Mentions (9)  
Publications (10)  
E-News (11)  
Social Recap (11)

**Website**  
New Website (12)  
Website Stats (12)  
App (12)

**Paid Advertising Report** (13, 14)

**Group Sales** (15)

**Tourism Economics** (16)

**Looking Ahead** (17)  
Wayfinding (18)  
Destination Stewardship (19)
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 & Mustang Island.

Meet the Team

Brett Stawar
President & CEO

Shelley Witcher
Business Development & Sales Manager

Lisa Shelton
Special Events & Community Relations Manager

Candy Kelly
Bookkeeper

Kimberly Shaw
Visitor Experience & Program Manager

Melinda Mayden
Marketing & Digital Content Specialist

Micayla Canales
Welcome Center Assistant

Meet the Team

Brett Stawar
President & CEO

Shelley Witcher
Business Development & Sales Manager

Lisa Shelton
Special Events & Community Relations Manager

Candy Kelly
Bookkeeper

Kimberly Shaw
Visitor Experience & Program Manager

Melinda Mayden
Marketing & Digital Content Specialist

Micayla Canales
Welcome Center Assistant

Board Members

Brett Stawar
President & CEO

Keith McMullin
Secretary

Bill Bauder
Hotel/Lodging

Greg Carr
Hotel/Lodging

Laurie Soechting
Bar/Restaurant

Vince Vanorman*
Hotel/Lodging

Tanya Chambers*
Chairperson

Fred Samudio
Treasurer

Chris Collins
At Large

Jeff Lamkin
Hotel/Lodging

Marnie Pate
At Large

Will Cocke
Fishing/Marina

Marsha Starkey
Vice Chairperson

Deven Bhakta*
Immediate Past Chair

Chrissy Bell*
At Large

Kim Winton
Retail

Shawn Etheridge
Bar/Restaurant

David Parsons
Ex Officio

*Outgoing

Incoming 2022 Board Members:
Shannon Lafayette, Scott Clanton, Ed Buskey
DESTINATION GOALS

Support and Advocate for Sustainable Destination Development

- Build Demand Generators to Build Meaningful Off-Season Visitation
- Work to Enhance the Destination’s Sense of Place
- Advocate for Transportation Upgrades

ORGANIZATION GOALS

Continue to Develop Organizational Excellence

- Analyze Opportunities to Increase and Diversify the Organization’s Business Partners to Better Serve our Community
- Increase Outreach to Align the Organization’s Work with the Community’s Quality of Life
- Analyze Opportunities to Increase Organizational Resources
Partner Updates

Celebrating the Small Business Backbone of Port A

The Port Aransas experience would not be what it is without residents who make it their business, literally, to ensure that visitors have the time of their lives and will want to come back again and again. These entrepreneurs are truly the rock of this sandy island.

A partnership with the Port Aransas Tourism Bureau & Chamber of Commerce is an investment in your business and in the future of island life. It provides your business with a variety of benefits that include a partner directory, networking opportunities, advertising opportunities, a web presence and, of course, a professional and friendly staff promoting your business.

GIVING BACK TO PORT A

The Port Aransas Tourism Bureau & Chamber of Commerce gave back nearly $30,000 to the community of Port Aransas. Our partners, as well as the Chamber of Commerce Foundation, contributed to these awards through special events, sponsorships, and fundraisers.

| Local Nonprofit Organizations | $12,550 |
| Local Scholarship Funds | $15,200 |
| TOTAL PARTNERS | 361 |
| NEW PARTNERS | 54 |

These businesses have made the leap to invest in the future of Port Aransas, promote island life, and keep business booming.
Destination Development

EVENTS & INITIATIVES

Local restaurants hooked visitors’ taste buds on the local foodie scene by participating in Port Aransas Restaurant Week. This winter event generated buzz around the thriving food culture and drove visitors into restaurants for prix-fixe lunch and dinner menus.

Sand Sculptures

In the wake of Covid-19 impacts, we wanted to generate excitement for returning events and Port A as a holiday destination. This came in two sand sculptures—a Easter-inspired sculpture in spring and Sand Santa’s Workshop in winter. The sculptures were a collaboration by Albert Lucio, Albert Lucio Jr., Abe Waterman, and community sponsors.

We host four weekend-long Shop Arounds to boost in-store shopping at local boutiques (Chocolate Crawl in February, Spring Fling in April, Shoptoberfest in October, and Holiday Shop Around in December.) Shoppers in participating stores are treated to light refreshments and a plethora of deals that will make them want to return again and again.

Tourism Rally

The first week of May marked National Travel & Tourism Week, and to celebrate, we hosted the first annual Port Aransas Tourism Rally! The rally celebrated the industry that makes our island such a unique destination with music, food, networking, and more! The rally will return on May 3, 2022.

Shred Day

The annual Shred Day event, hosted by the Port Aransas Tourism Bureau & Chamber of Commerce and sponsored by local businesses, is a free event benefiting all Port Aransas businesses and residents. It’s a great tax-season opportunity to clean out files and to do so responsibly.

Holiday Events

Each year, we are proud to host, with the help of our generous sponsors, the Holiday Lighted Boat Parade, Holiday Party in the Park, Holiday Parade, and New Year’s Eve Fireworks. These events set Port A apart as a Winter Wonderland...on the beach!
To promote businesses hit hardest by the pandemic—bars and restaurants—Margarita Madness was created. This event coincided with the NCAA March Madness basketball tournament and pitted contestants’ margaritas against each other in a single-elimination, bracket-style tournament.

The 2021 winner was MacDaddy’s Family Kitchen with the Hot & Prickly margarita, a Tex-Mex style sweet and spicy margarita served on the rocks.

Port A Live Music Fest returned in September 2021 with a new event format and tons of fun! The weekend kicked off with a concert featuring the globally-recognized Jimmy Buffett tribute band, the Landsharks. At the kickoff concert, the Texas Music Office joined us to announce that Port Aransas had earned its official designation of “Texas Music Friendly Community.”

More than 30 concerts across the island kept the festival going all weekend, as did the music-themed Taco & Margarita Trail.
SOUTH JETTY NEWSPAPER

A partnership with the South Jetty Newspaper created a monthly column to share tourism trends, events, and happenings of our efforts. The newspaper is a crucial hub of information for this community and a leader of journalistic integrity. We are excited and grateful to continue this partnership for years to come.

EARNED MEDIA STORIES

150+
Total earned mentions of Port Aransas in print, online, and broadcast throughout 2021

507 MILLION +
TOTAL MEDIA IMPRESSIONS

Including earned viewership and readership, combined with broadcast, print, and online coverage

$6 MILLION +
EARNED MEDIA VALUE

Total earned media value for Port Aransas

FAMILY TRAVEL FORUM
SOUTHERN LIVING* “Gear Up for a Family-Friendly Adventure Weekend in Port Aransas, Texas”
TEXAS MONTHLY
HOUSTONIA
RED TRICYCLE MAGAZINE*
THE WASHINGTON POST
THE BOSTON GLOBE
TREKRAROO “8 Things to Do in Port Aransas, Texas”

*Multiple features in this publication
Publications

ISLAND GUIDE
In March, we published and printed 50,000 copies of the official 2021 Island Guide. Distribution advanced through a partnership with Dallas-based magazine 360 West to distribute the guide to the demographic that shares our community values in their market. For an added San Antonio boost, we worked out a no-cost value to include our guides in key locations and attractions in San Antonio. The 2022 guide has already been printed—a whopping 75,000 copies—and a partnership with Texas Monthly for distribution in key markets like Austin, Dallas, and beyond is already in place.

WINGS OF WINTER
To keep momentum going for appreciation of the local birding scene amid a global pandemic and a canceled Whooping Crane Festival, we developed an eight-page digest celebrating winter birding experiences. 2,500 copies of the brochure were distributed at local, regional, and statewide levels. In addition, we directly mailed this brochure with a personalized note to all past participants in the Whooping Crane Festival. The result? Our birding visitors remained dedicated to coming to see Port A’s natural wonders and the 2022 Whooping Crane Festival is seeing strong ticket sales.

BIRDING CHECKLIST
In partnership with the Port Aransas Parks & Recreation Department and Scott and Joan Holt, we developed and printed 2,000 copies of an updated Birding Checklist. The brochure maps a dozen birding spots within Port Aransas and lists the hundreds of species that make their way to Port A each year. This guide comes in handy for our designation as a Texas Bird City and for the many education groups who use it as a tool to explore the birds of Port Aransas.

VISITOR PROFILE
The pandemic created a roller coaster of emotions and visitation on our tourism market in 2020. We conducted a Visitor Profile study that collected information from more than 200,000 visitors over the 2020 calendar year. This project helped us determine who was in Port A by measuring demographic information, visitor activity, and length of stay. This study will provide benchmarks for our destination as we fine-tune marketing efforts toward the visitors with whom we desire to share the island life.

STRATEGIC PLAN
The Port Aransas Tourism Bureau & Chamber of Commerce’s Board of Directors met in early 2021 to map out a strategy for the evolution of the organization and destination over the next three years. The study resulted in two key focus areas: to support and advocate for sustainable destination development and, internally, to continue to develop organizational excellence.
Digital Marketing

E-NEWS

A professionally-designed and artfully-branded consumer newsletter is sent out on the first Thursday of every month to over 45,000 salty fans. With plans to expand into targeted niche markets, a design revamp already in motion, and an open rate above industry standard, we are well on our way to leveraging email marketing to attract high yield visitors.

In addition to the consumer newsletter, the Port Aransas Tourism Bureau & Chamber of Commerce committed to a weekly partner newsletter to communicate with and celebrate the business community of Port Aransas.

18,745 CONTACTS ADDED TO NEWSLETTER LISTS IN 2021

45,000+ EMAIL SUBSCRIBERS

SOCIAL RECAP

2021 was a year of growth for Visit Port Aransas social media. We operate six active Facebook pages, with one solely dedicated to live music. Platforms are at record-breaking follow numbers (15.6k on Instagram and 57.4k on Facebook). We even joined a new platform, TikTok, and one video has nearly 20k views!

3.9M Facebook Page Reach
72.78% increase over 2020

554.9% Instagram Reach
895,253 Total Reach

6,951 Twitter Followers
+557 from 2020

6 Active Social Platforms
Facebook, Instagram, Twitter, TikTok, Pinterest, LinkedIn
NEW WEBSITE LAUNCH
At the end of June 2021, we launched a new and improved set of websites using Simpleview CRM and CMS software. The new software has allowed for an enhanced user experience, expanded partner feature abilities, and increased flexibility.

THERE’S AN APP FOR THAT
In August, we relaunched the “Visit Port Aransas” app on iOS and Android platforms. The app is a helpful planning tool for travelers, but we’ve also used it to create “trails” for events like Shop Arounds and Restaurant Week. These trails enable visitors to easily follow along and engage in our event with opportunities to win unique prizes!

10,816 Total Users
3:22 Average Session Duration

PAGEVIEWS
2.4 MILLION+

SESSIONS
1 MILLION+

AVERAGE SESSION DURATION
1:50

WEBSITE USERS
(Compared to 2020)
93.86% user increase
751,876 total users

WEBSITE TRAFFIC SOURCES
- Organic Search: 31.7%
- Paid Search: 21.2%
- Display: 15.0%
- Other: 14.8%
- Social: 3.8%
- Referral: 2.6%
At the end of 2020, Madden Media became the official marketing agency for the Port Aransas Tourism Bureau & Chamber of Commerce. For the calendar year, Madden engaged in an aggressive marketing campaign to help bring targeted travelers to Port A. The campaigns were divided into seasonal focuses based on key target audiences within Texas and touch-states. A large part of the focus was to build awareness of Port Aransas as the premier island destination of the Texas Coast and engaged specific platforms and tactics to grow the core markets. Other platforms provided specific return on investments and return on advertising spend to demonstrate efficiency of efforts.

**ANNUAL MEDIA PERFORMANCE**

<table>
<thead>
<tr>
<th>VRBO (EXPEDIA)</th>
<th>CULTURE MAP</th>
<th>TEGNA</th>
<th>PINTEREST</th>
<th>SNAPCHAT</th>
<th>SPOTIFY</th>
<th>TEXAS STATE C0-OPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.9 Mil+ impressions</td>
<td>5K+ custom content views</td>
<td>1,135 clicks</td>
<td>2.63 Mil+ impressions</td>
<td>3.7 Mil+ impressions</td>
<td>918K+ impressions</td>
<td>1,098 clicks</td>
</tr>
<tr>
<td>$100-$1 ROAS</td>
<td>10 Mil+ combined vendor site impressions</td>
<td>46,179 clicks</td>
<td>1.36 Mil+ Connected TV views</td>
<td>10,811 swipe ups</td>
<td>502K+ impressions</td>
<td>1.36 Mil impressions</td>
</tr>
<tr>
<td>7.8K short term rental nights</td>
<td>66K+ social media callouts</td>
<td>72K+ platform engagements</td>
<td>97.54% Video Completion</td>
<td>6,350 unique live music fest views</td>
<td>100K unique listeners</td>
<td><strong>Expanded reach with Travel Texas Videos, Pinterest, &amp; Instagram</strong></td>
</tr>
</tbody>
</table>
Paid Advertising

ANNUAL MEDIA PERFORMANCE

<table>
<thead>
<tr>
<th>PAID SEARCH</th>
<th>FACEBOOK LEAD GENERATION</th>
<th>GOOGLE DISPLAY</th>
<th>GOOGLE VIDEO</th>
<th>FACEBOOK/INSTAGRAM CLICK-TO-SITE</th>
<th>CHOOZLE CONNECTED TV</th>
<th>CONVERSANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>208,763 clicks</td>
<td>20,227 e-newsletter leads</td>
<td>37.2M+ impressions</td>
<td>816,979 video views</td>
<td>70,284 clicks</td>
<td>2,060 clicks</td>
<td>1.44 Mil video views</td>
</tr>
<tr>
<td>2.44 mil impressions</td>
<td>1.5M+ users reached</td>
<td>113,000+ new site visitors</td>
<td>42% view rate</td>
<td>9 million+ impressions</td>
<td>95K+ video views by potential visitors</td>
<td>8 Mil+ display/video impressions</td>
</tr>
<tr>
<td>8.56% CTR</td>
<td>42,000+ post reactions</td>
<td>213,476 clicks</td>
<td>2.04M+ Sequenced video views</td>
<td>21,423 post reactions</td>
<td>1.5 Mil+ Impressions</td>
<td>$21–$1 Spring ROAS</td>
</tr>
<tr>
<td>51% bounce rate</td>
<td>758 post saves</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8,395 clicks</td>
</tr>
<tr>
<td>2.75 avg pages per session</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2021 Totals

- 664,362 Clicks
- 92M+ Impressions
- 20,227 Leads
- 1:50 Avg. Time On Site
- 5.1M+ Video Views
Group Sales

The Port Aransas Tourism Bureau & Chamber of Commerce works with fishing tournaments and other large groups to ensure they feel welcome and will continue to bring their group events to Port Aransas, the “Fishing Capital of Texas.” We encourage groups to choose our destination as their headquarters and to bring travelers with them! Once those visitors see Port Aransas in all of its glory, they are sure to return with family and friends to continue contributing to the growth of our destination.

Although the Covid-19 pandemic eliminated most group activities in 2020, they roared back to life in 2021. This year, we were particularly interested in drawing off-season groups, and saw success with a number of new events landing on our shores, like Bassmaster’s 2021 Redfish Cup Championship in November. We are looking forward to 2022’s groups and getting ready to welcome them with open arms!

Sponsored groups include...

- Police Foundation’s Hook ‘em & Book ‘em Tournament
- Saltwater Anglers Redfish Series
- Teach Rhymes with Beach Conference
- Texas Legends Tournament
- Ultra Expeditions

Anglers on Wheels

Bass Master’s 2021 Redfish Cup Championship

Deep Sea Round Up

Elite Redfish Series Tournament

Harvest Moon Regatta

2,774
WELCOME CENTER VISITORS

Visitor foot traffic at the Welcome Center January 1 through December 31, 2021

9,641
VISITOR PHONE CALLS

Visitor phone calls to the Welcome Center January 1 through December 31, 2021
Tourism Economics

AVERAGE LOS* (DAYS)
2.1

AVERAGE # OF TRIPS
2.3

*LOS: Length of Stay

FERRY COUNT TO PORT A
3,614,615
TOTAL PASSENGERS

OCCUPANCY TAX COLLECTION
48.4%↑

Device Visitation by Distance Traveled

- Under 100 Miles: 45,205
- 100-200 Miles: 13,746
- 200-300 Miles: 6,864
- 300-500 Miles: 3,412
- 500-1000 Miles: 10,207
- 1000+ Miles: 1,618
- Unknown distance: 31

In-State Visitation by County

Average LOS by Distance Traveled

*LOS: Length of Stay
Looking Ahead

TRADITIONS ANCHOR HERE, NOW AND IN THE FUTURE

The future of Port Aransas remains bright. We have so many initiatives under way that will continue to make this one of the best places in Texas to live, visit, work, and own a business. The City of Port Aransas is working on millions of dollars of grants, planning, and projects to improve Port Aransas. Our business community continues to invest in Port Aransas with improved facilities, new dreams, and the building of fresh amenities for us all to enjoy.

As your destination marketing and management organization, The Port Aransas Tourism Bureau & Chamber of Commerce is focused on shaping the road ahead. We’re the content curators of the city, the voice of the brand, and we hold the organized capacity and oversight to bring Port Aransas to even more greatness.

In the coming year, we will continue to embrace our mantra of “Tradition Anchors Here.” We will build out our digital presence even more, with an exciting “Salty Stories” series of videos and podcasts. We will develop campaigns to share our values and expected behavior to visitors while in Port Aransas. We will work on signage, wayfinding, and creating a better sense of place. We are excited to work with our city leaders, residents, and business community to make Port A thrive in 2022 and beyond. Things are going great, and they’re only getting better. Yes, the future’s so bright, we gotta wear shades.
The Port Aransas Tourism Bureau & Chamber of Commerce has partnered with RSM Design, a principle-centered design agency, for a wayfinding audit. Experts examined the signage in and around Port Aransas and compiled a comprehensive report to help Port Aransas determine steps forward on ways to better welcome and guide our visitors. The role of wayfinding is to both communicate and reinforce the nature of a destination. With that in mind, the ultimate goal of this wayfinding project is to implement signage that will:

**Foster connectivity and walkability**
Wayfinding helps create effective journeys within destinations by leading users efficiently through the best paths.

**Create a sense of place**
A coherent wayfinding system connects experiences, linking destinations to users and promoting that feeling of belonging.

**Celebrate our unique destination**
Using districts and celebrating their uniqueness through design or even materiality can help increase their uniqueness.

**Incorporate nature and education**
Create awareness of all destinations available, how to use them, their history and keep users engaged.

**Create a holistic and cohesive experience**
A place that makes sense and connects users to place. “Discover the Salty Soul of Port A.”

**Engagement and enhancement of the user experience**
Inspired by the location and true to the community.
The Port Aransas Tourism Bureau & Chamber of Commerce has launched a destination stewardship planning process needed to balance visitor growth with the long-term health and vibrancy of the Port Aransas community, beach, and residents’ quality of life.

This program is an opportunity for the community to come together around ways we can encourage visitors to blend in with, not disrupt, our very special way of life. It’s a four-month project that will enlist the entire Port A community in developing a new messaging campaign aimed at inspiring vacationers to “Live the Island Life—the Port A Way” while they are here.

The process is being led by Cathy Ritter, founder of Denver-based consultancy Better Destinations, and will incorporate market research from highly-regarded national tourism research firm, Strategic Marketing & Research Insights (SMARInsights) as well as coastal destination best practices research from The Travel Foundation.