

Build a place where people want to
LIVE, VISIT, & WORK
FY21, JAN-MAY

Prepared by the Port Aransas Tourism Bureau & Chamber of Commerce



A NOTE

from the president

Welcome to the first issue of the “Report to Stakeholders” from the Port Aransas Tourism Bureau & Chamber of Commerce. Last year brought many changes in the Port Aransas community and within our organization. Between pandemic shutdowns, subsequent reopenings, exciting developments, new leadership, and millions of visitors, Port A has a big story to tell. It’s difficult to believe that through all this we are already at the mid-point of 2021! Yet here we are, ready to share some of the accomplishments we have been working on since January of this year.

As an organization, we pride ourselves on continuing to develop organizational excellence for our city, small business community, and residents. As we awaken from the pandemic, countless opportunities to work together for a better Port A are forthcoming. The resilience of our island residents and community has been proven time and time again to be unlike any other. Now, with the power and impact of the travel industry fueling our possibilities, Port A is emerging from this pandemic in the perfect position to shine.

We’ve got a lot of work ahead of us all to embrace and move forward. Your team at the Port Aransas Tourism Bureau & Chamber of Commerce will see to it that we advance the greatness of this island with each and every step we all take. Plus, we’ve got an amazing 15-member board of directors powerhouse that are deeply vested in the future of this island and city and care passionately about the evolution of Port A. Together, we can each help make the sun shine every day. This report will help you to understand some of the many things we do here to bring value to our way of life and our economy. Cheers to what we have experienced and what is yet to come in 2021!



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



MID-YEAR REPORT



TABLE OF CONTENTS

Partner Updates

- Partner of the Week (4)
- Partner Updates (4)
- Giving Back to Port A (4)

Destination Development

- Events & Initiatives (5)
- Publications (6)

Marketing & Media Mentions

- Earned Media (7)
- Media Mentions (7)
- Social Recap (8)
- E-News (8)
- Web Traffic (9)
- Paid Advertising Report (9)

Group Sales (10)

Tourism Economics

- Lodging Statistics (11)
- AirDNA and STR reports (11)
- Economic Indicators (11)
- Ferry Count and Sales Tax Reports (11)

Looking Ahead

- New Website (12)
- Strategic Plan (12)
- Meet the Team (12)
- Board of Directors (12)



Partner Updates

CELEBRATING THE SMALL BUSINESS BACKBONE OF PORT A

The Port Aransas experience would not be what it is without the locals 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. Every Wednesday, a different small business team is honored and recognized for all the ways they enrich the Port A island life. Criteria has been developed to help choose the honored member. The Partner of the Week may have demonstrated an excellent level of service the business or business owner brings to the community through sponsorships, donations, fundraisers, or awareness. It could also be as a recognition for any out-of-the-box ideas that help draw visitors to this destination. Regardless of which member is being highlighted, rest assured that it is well deserved!



SHOP

PORT ARANSAS
the Island life

We are proud to announce our SHOP of the week.

The Balinese Wellness Spa & Boutique

The Balinese Wellness Spa & Boutique is dedicated to supporting personal well-being & health through luxurious spa services, also offering an eclectic collection of ladies apparel & accessories.

MEMBER OF THE WEEK
Port Aransas Chamber of Commerce

PLAY

PORT ARANSAS
the Island life

We are proud to announce our PLAY of the week.

Bron's Backyard

This backyard bar offers cold beer, live music, fire dancers, games, beach cart rentals, shaved ice, to-go daiquiris, & more!

MEMBER OF THE WEEK
Port Aransas Chamber of Commerce

STAY

PORT ARANSAS
the Island life

We are proud to announce our STAY of the week.

Best Western

With a stay at Best Western in Port Aransas, you'll be within a 10-minute walk of Port Aransas Beach. A complimentary buffet breakfast is served daily from 6:30 AM to 10 AM.

MEMBER OF THE WEEK
Port Aransas Chamber of Commerce

EAT

PORT ARANSAS
the Island life

We are proud to announce our EAT of the week.

Castaways

Dine with Castaways Seafood and Grill and enjoy Brunch, Daily Specials and Happy Hour. Dine inside the restaurant or outside on the patio at the outdoor bar.

MEMBER OF THE WEEK
Port Aransas Chamber of Commerce

GIVING BACK TO PORT A

Port Aransas Tourism Bureau & Chamber of Commerce gave back nearly \$20,000 to the community of Port Aransas. Our partners, as well as the Chamber of Commerce Foundation, contributed to these awards.

\$4,750

Local Nonprofit Organizations

\$15,200

Local Scholarship Funds

330
TOTAL PARTNERS

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

22
NEW PARTNERS

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

PORT ARANSAS

restaurant week

Port Aransas restaurants hooked visitors' taste buds on the local foodie scene by participating in Port Aransas Restaurant Week from January 22–31, 2021. This winter event generated buzz around the thriving food culture and drove visitors into restaurants for prix-fixe lunch and dinner menus.



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. This year's winner was MacDaddy's Family Kitchen with the Hot & Prickly margarita.

Spring Sand Sculpture

In the wake of Covid-19 canceled events, the Port Aransas Tourism Bureau & Chamber of Commerce wanted to generate excitement for events returning in the fall and give spring break visitors already in market a reminder to plan a return trip. This came in the form of the Spring Sand Sculpture, sculpted by Albert Lucio, Albert Lucio Jr., and Abe Waterman and displayed throughout the Easter season.



235,435

TOTAL VOTES ON WEBSITE FOR MARGARITA MADNESS

5,764

FACEBOOK LEAD-GEN EMAIL OPT-INS

2:31

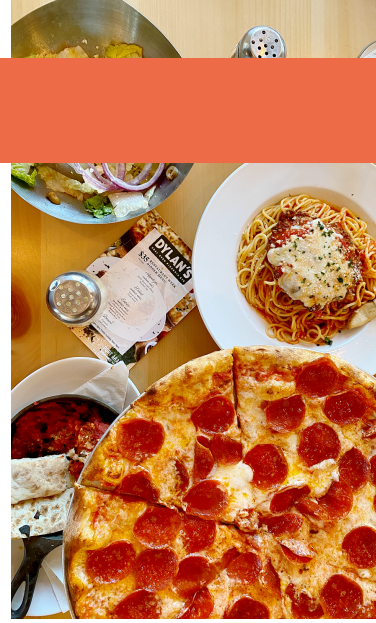
AVERAGE PAGE VIEW LENGTH COMPARED TO 1:01 SITE AVERAGE



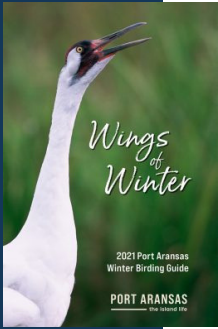
PORT ARANSAS

shop local

Four times a year, we host weekend-long Shop Arounds to boost in-store shopping at local boutiques. In 2021, both the February Chocolate Crawl and March Spring Fling Shop Arounds have attracted visitors to show small business support. Shoppers in participating stores are treated to light refreshments and a plethora of deals that will make them want to return again and again.



Publications



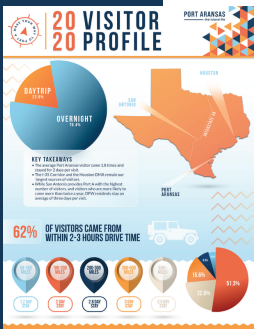
WINGS OF WINTER

To keep the momentum going for the appreciation of the Port Aransas birding scene amid a canceled Whooping Crane Festival and a global pandemic, we developed a special eight-page digest brochure celebrating local winter birding experiences. 2,500 copies of this 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 in coming out to see Port A's natural wonders, even during a pandemic, and we are steadfastly working on the 2022 Whooping Crane Festival for next February.



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 2021 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 brochure is distributed through the Leonabelle Turnbull Birding Center, Port Aransas Parks & Recreation office and programs, and the Port Aransas Welcome Center. 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

2020 was a year that no one will forget. The effects of the pandemic on our tourism market created a roller coaster of emotions and visitation. We conducted a Visitor Profile study that collected information from more than 200,000 visitors over the 2020 calendar year. This project gave us the tools to determine who was in Port Aransas last year by measuring demographic information, visitor activity, and length of stay in our city. In addition, it marked our measurements against competing destinations for lodging trends and visitation. This will provide benchmarks for us as a destination as we fine-tune marketing efforts toward the visitors with whom we desire to share the island life.



ISLAND GUIDE

In March, we published and printed 50,000 copies of the official 2021 Island Guide for Port Aransas. This is the second year the Port Aransas Tourism Bureau & Chamber of Commerce has produced the guide, and this year, we layered in personal stories to sell the allure of Port Aransas living and vacations. We also upped the page count—96 pages chock full of great photos and reasons to visit Port A. Distribution advanced with this year's publication through a partnership with Dallas-based magazine *360 West* to distribute the guide to the demographic that shares our community values in the DFW market. The visitor profile study indicated that those traveling from DFW spent an extra night with us and an increasing amount of investment in properties on the island. 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. We've already started to envision the 2022 guide and will work to have the guide published in January.

MARKETING & MEDIA MENTIONS

93,561
EARNED MEDIA MENTIONS

Total mentions of Port A in earned media, including all social media from January 1–May 13, 2021

707 BILLION
TOTAL IMPRESSIONS

Including aggregate viewership and readership combined with online, print, and blogs

\$1,328,575 MILLION
AD EQUIVALENCY

Total advertising equivalency for Port Aransas



Media Mentions

FAMILY TRAVEL FORUM TRENDING NOW: WORK FROM HOME RESORTS

RED TRICYCLE MAGAZINE 28 BEACHES WE WISH WE WERE ON RIGHT NOW

SOUTHERN LIVING GEAR UP FOR A FAMILY-FRIENDLY ADVENTURE WEEKEND IN PORT ARANSAS, TEXAS

TEXAS MONTHLY THE BALLAD OF BOOTS AND STUMPY, THE BAD BOYS OF THE BIRDING CENTER

SOUTHERN LIVING LEARN ABOUT THE PORT ARANSAS WHOOPING CRANES

RED TRICYCLE MAGAZINE 18 LOW-KEY BEACH TOWNS YOU NEED TO VISIT

HOUSTONIA 5 TEXAS-SIZED GOLF TRIPS WORTH DREAMING OVER



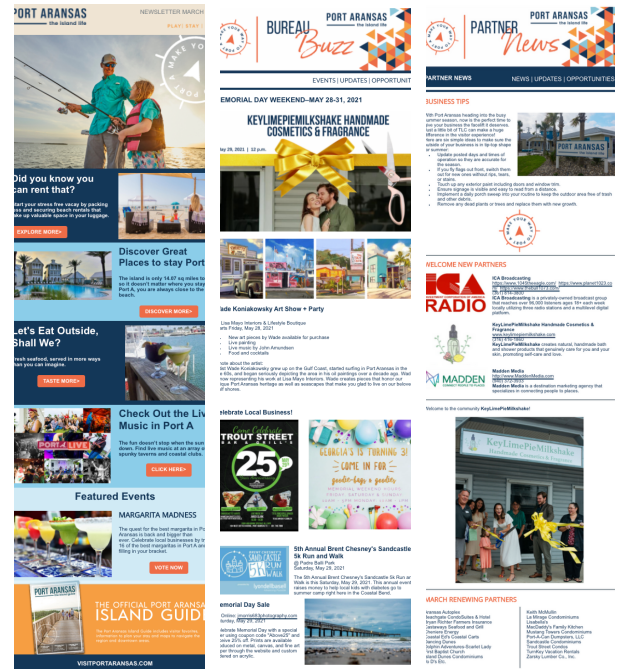
In-house Digital Marketing

E-NEWS

A professionally-designed and artfully-branded consumer newsletter is sent out on the first Thursday of every month to over 31,000 salty fans. With plans to expand into targeted niche markets 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 and monthly partner newsletter to communicate with and celebrate the business community of Port Aransas.

7,797 NEW CONTACTS ADDED TO CONSUMER NEWSLETTER LIST

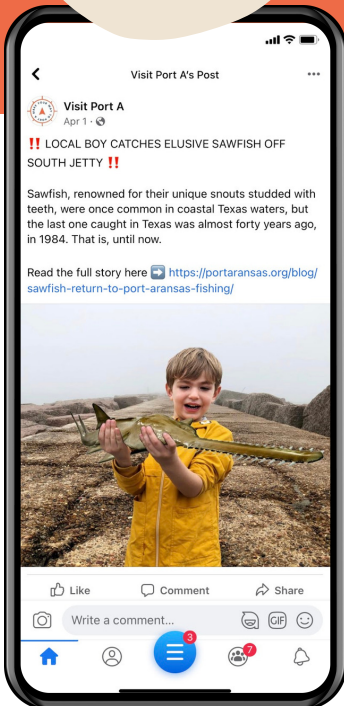


SOCIAL RECAP

113,915

FACEBOOK TOP POST REACH

+ LED TO RECORD BREAKING WEB TRAFFIC



1297

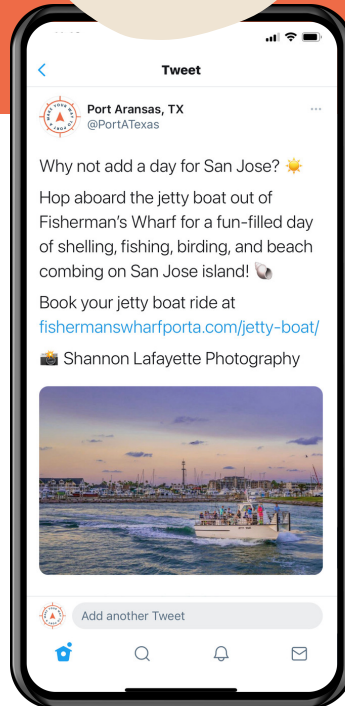
HIGHEST-LIKED POST EVER ON INSTAGRAM



32.7K

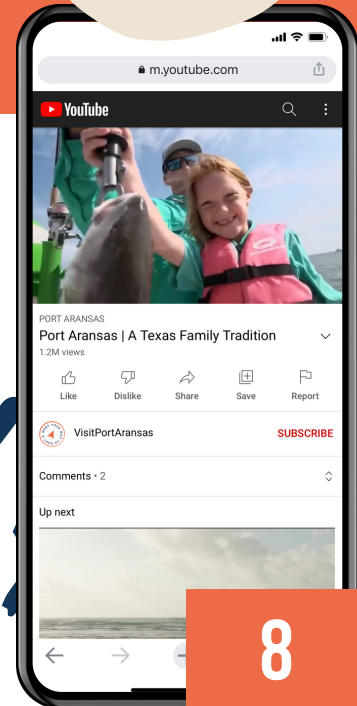
TWITTER IMPRESSIONS

+ 6.5K NEW FOLLOWERS



1.2M

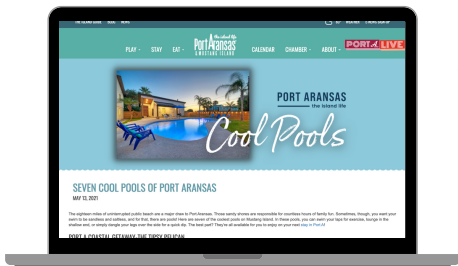
VIEWS ON YOUTUBE



Web Traffic

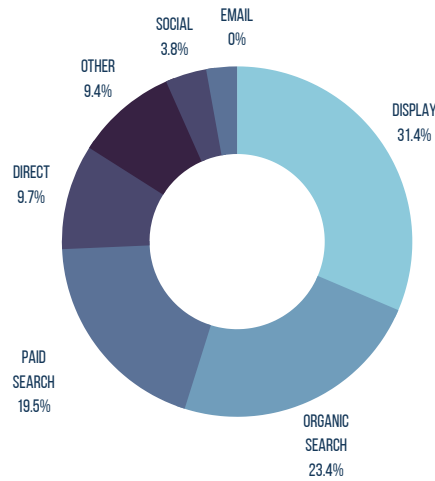
UNIQUE SESSIONS
360.6K

AVERAGE SESSION DURATION
1:47



18,625 UNIQUE BLOG VIEWS FROM JAN 1–MAY 31, 2021

WEBSITE TRAFFIC SOURCES (JAN 1–MAY 31, 2021)



73.7%

MOBILE DEVICE USE ↑ 211.0% YTD

SPRING AD CAMPAIGN PERFORMANCE

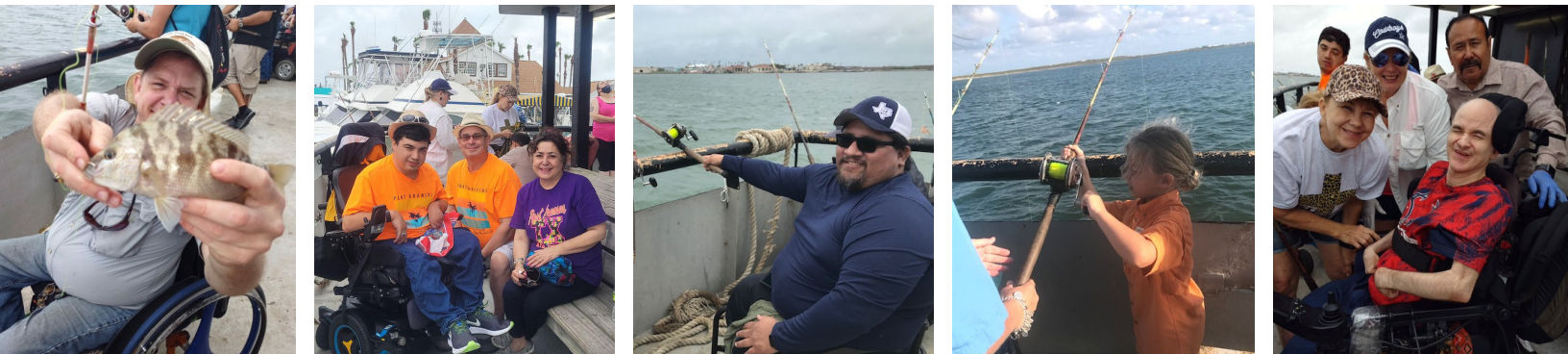
Google	Conversant	Facebook/ Instagram	Choozle	VRBO (Expedia)	Spotify	Pinterest
220,191 clicks	4.3M+ impressions	40.9K clicks	52,967 impressions	1,708 clicks	396 clicks	12,507 clicks
27.7M+ impressions	2.4K Messaged Visits	30.4K Views	669 clicks	2.1M+ impressions	266.8K+ impressions	2.28M+ impressions
6,649 hours of video played	.30% messaged traveler rate	4.8K Leads	29.88% win rate (avg win rate is 20-30%)	7.7K vacation rental room nights	2:29 avg time on page	1:42 avg time on page
1:34 avg time on page	\$9.67:1 ROAS	1:04 avg time on page	\$4.7M+ total gross bkg revenue	88.40% bounce rate	79% bounce rate	1.7 avg pages per session
61.63% bounce rate	2.3 avg pages per session	2.3 avg pages per session	99.9:1 ROAS	1.27 avg pages per session	1.7 avg pages per session	
1.24 avg pages per session						

264,643 clicks 41.25M+ impressions 7.7K+ room nights \$4.7M+ gross revenue

Dec 20 - May 31

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! Although the Covid-19 pandemic eliminated most group activities in 2020, we have started to see them roar back to life in the first part of 2021. As your Tourism Bureau & Chamber of Commerce, we worked directly to bring nearly 300 overnight visitors as part of a group arrival to town this spring, equating to approximately \$100,000 in economic impact. Looking forward to the rest of the summer, all fishing tournaments are back in queue and we are ready to welcome them with open arms!



Anglers on Wheels Fishing Tournament May 2021

- ~ Weddings
- ~ Bachelor/Bachelorette Parties
- ~ Reunions
- ~ Industry Meet-ups



- ~ Fishing Tournaments
- ~ Youth Groups
- ~ Retreats
- ~ Amateur Competitions



787
WELCOME CENTER VISITORS

Visitor foot traffic at Welcome Center February–May, 2021



3,823
VISITOR PHONE CALLS

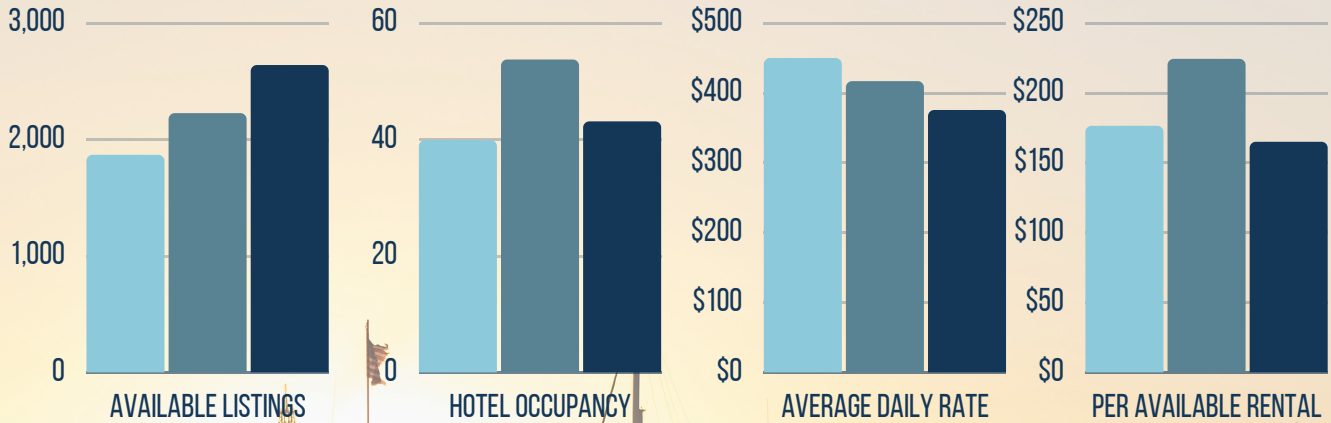
Visitor calls January–May, 2021

Tourism Economics

LODGING STATISTICS

YEAR TO DATE JANUARY–MAY
Source: AirDNA and STR

2019 2020 2021



UNIQUE VISITORS*

95,841

AVERAGE # OF TRIPS

2.0



FERRY COUNT TO PORT ARANSAS

1,431,002

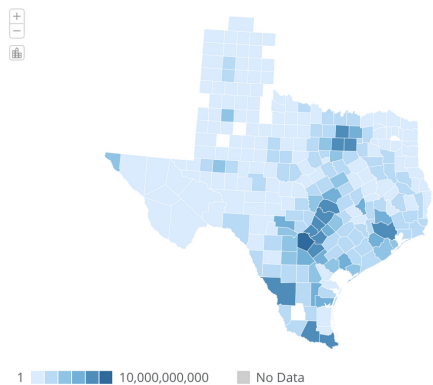
TOTAL PASSENGERS

AVERAGE LOS (DAYS)

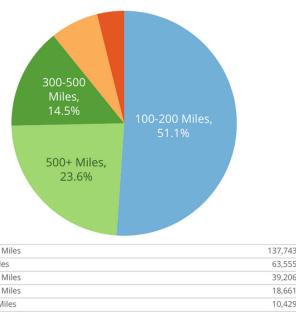
1.5

162.8% ↑
OCCUPANCY TAX COLLECTIONS

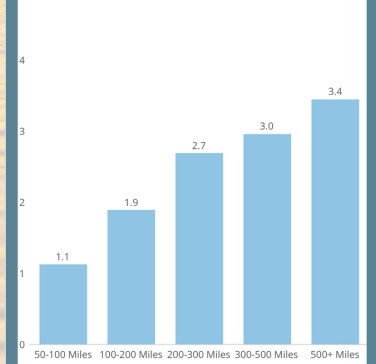
In-State Visitation by County*



Device Visitation by Distance Traveled



Average Length of Stay by Distance Traveled



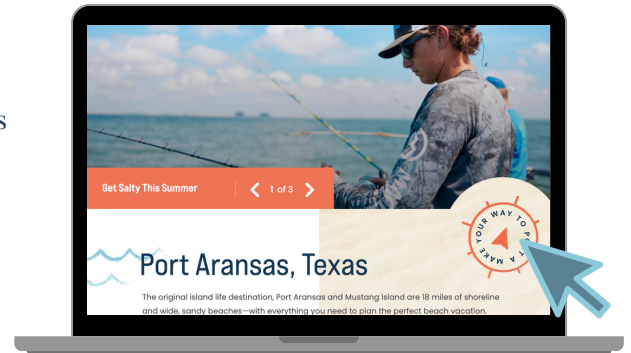
[*Qualified Arrivals]

The summary statistics refer to Port Aransas visitors that were classified as Qualified Arrivals. Qualified arrivals are visitors that met the following criteria:

- Stayed in Port Aransas longer than 4 hours (and less than 2 weeks)
- Traveled greater than 50 miles
- More than five pings on their device.
- Less than ten total trips to Port Aransas within the study period (January 1, 2020–Present)

Looking Ahead

The Port Aransas Tourism Bureau & Chamber of Commerce is thrilled to announce the launch of a new-and-improved visitportaransas.com website! The site serves as the prime source of information for all things Port A. Not only will the website feature overall increased navigability and upgraded content, but it will also allow for enhanced partner opportunities like robust listings and featured placements. [Visitportaransas.com](http://visitportaransas.com) will be the first step in introducing visitors and new residents to the island life.



We're also excited to have a new three year, board-approved strategic plan that focuses our board and staff on two primary goals. The first is to support and advocate for sustainable destination development, and the second is to continue to develop organizational excellence. Working together, Port A will evolve into a dynamic destination and place to live by 2025 and beyond.

Meet the Team

BRETT STAWAR
President & CEO

LISA SHELTON
Special Events & Community
Relations Manager

MICHELLE ZALUDEK
Marketing Manager

KIMBERLY SHAW
Visitor Experience &
Program Manager

CANDY KELLEY
Bookkeeper

SHELLEY WITCHER
Business Development
& Sales Manager

MELINDA MAYDEN
Marketing & Digital Content
Associate

ZACK ZENGE
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

CHRISY BELL
At Large

KIM WINTON
Retail

SHAWN ETHEREDGE
Bar/Restaurant

DAVID PARSONS
Ex Officio

