

FIND YOURSELF IN

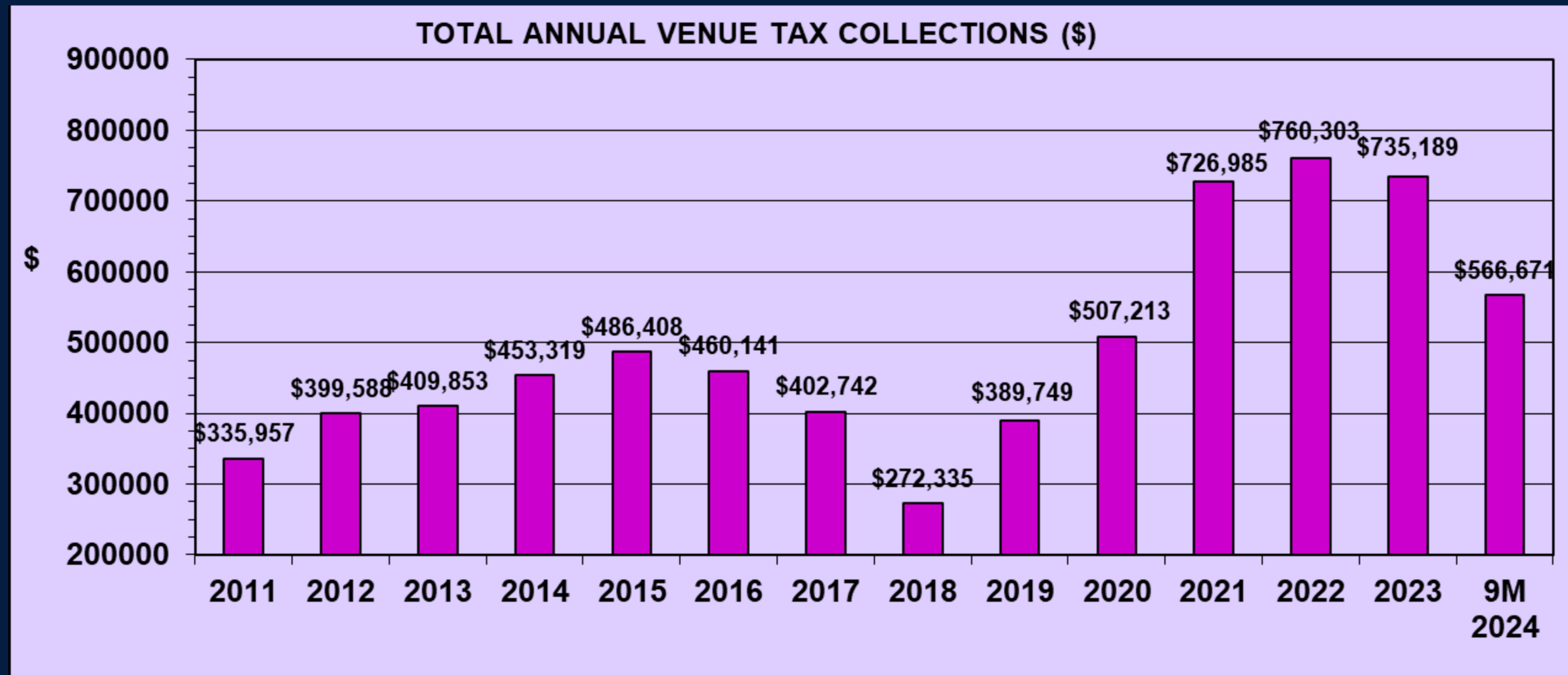
# ROCKPORT FULTON

*Quarterly Report on the Use of HOT Funds  
4th Quarter – July – September 2024*



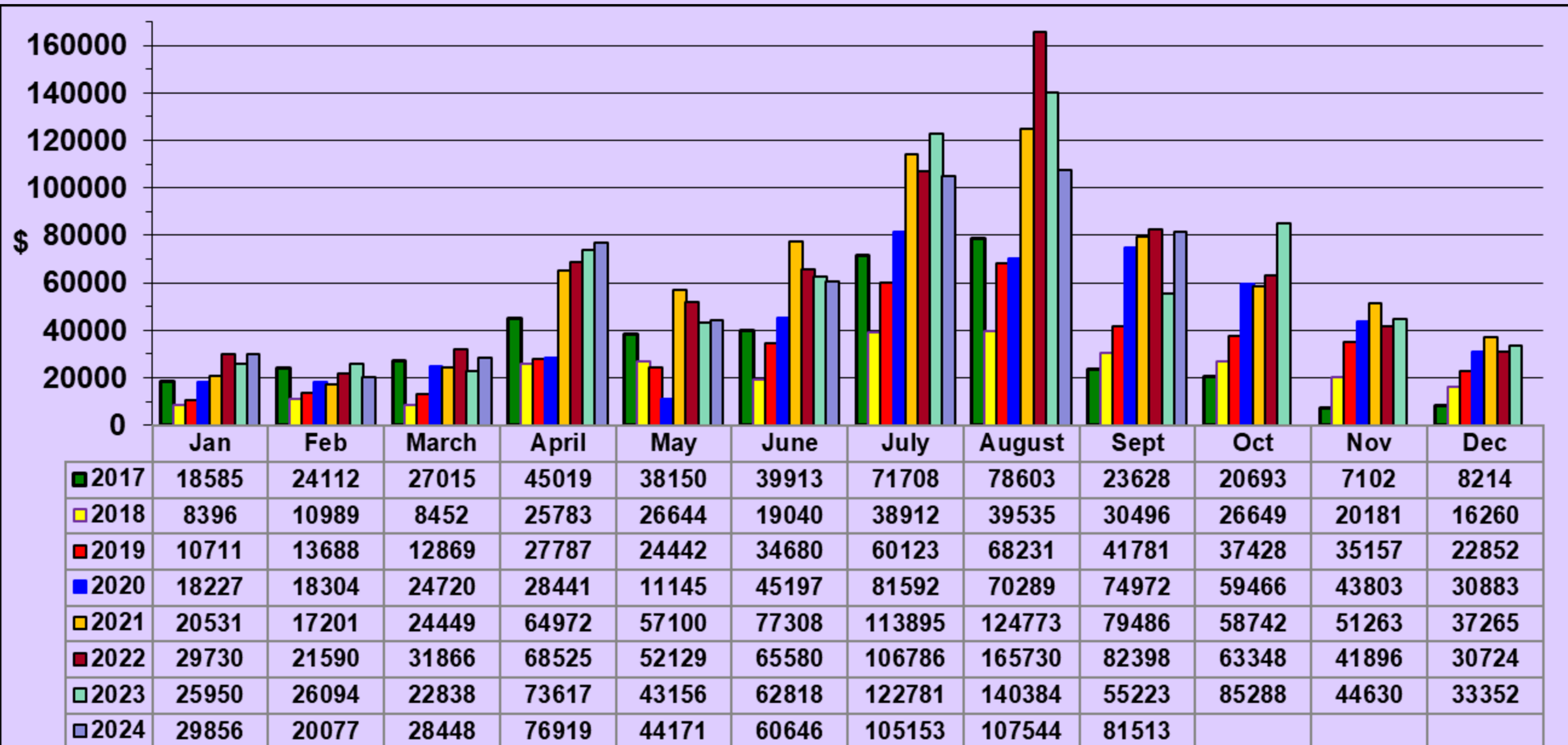
# ARANSAS COUNTY ANNUAL VENUE TAX COLLECTION (\$)

- Overall, the Venue Tax Collections have achieved a total accumulation of almost \$6.9 Million.
- The first 9 months collections of 2024 shows data about 7% less than 2023.



Source: Aransas County Treasurer Data

# ARANSAS COUNTY VENUE TAX COLLECTIONS (\$) BY MONTH



Attendance Data Sheet	24-Jul	24-Aug	24-Sept	4th Qtr
<b>70+ Miles/Metro Areas</b>				
Austin	0.51%	12.62%	14.01%	9.04%
Dallas / Ft. Worth	0.51%	3.88%	6.55%	3.65%
Houston	3.04%	0.00%	11.65%	44.07%
San Antonio	1.52%	15.53%	17.02%	1.00%
Tourism from Outside of Texas	78.99%	4.85%	13.56%	32.45%
Rural Tourism Beyond 70 Miles	9.62%	14.56%	1.73%	8.64%
Total Tourism From Beyond70 Miles	94.19%	51.44%	64.52%	70.04%

# HEADS IN BEDS CALCULATION: ROCKPORT-FULTON CHAMBER AND VISITOR CENTER

Base = Rockport-Fulton # of Hotel Rooms	4Q 2024
1. Number of Hotel Rooms in Rockport-Fulton (Source: Texas Comptroller)	1887
2. Number of Nights in 3Q 2024 (July-Sept)	92
3. Available Room Nights to Sell in Rockport-Fulton (1 * 2)	173,604
4. Rockport-Fulton Hotel Occupancy (Estimated by Source Strategies)	55.70%
5. Rockport-Fulton Rooms Nights Sold (3 * 4)	96,697
6. Number of Visitors in Each Room (Size of Party Assumption)	3.1
7. Number of Rockport-Fulton Hotel-based Visitors (5 * 6)	299,762
8. Average Number of Nights Spent in Rockport-Fulton (Assumption)	3.2
9. Number of "Heads in Beds" Rockport-Fulton (7 * 8)	959,238





Client: Rockport-Fulton Chamber of Commerce Flight: SEPTEMBER  
 Date: 10/14/24 Advertising Month: Product: 2024 Fiscal Year

Vendor	Invoice #	Invoice Date	Tear Sheet	Net Ordered	Net Billed	Net Approved
Go-Texas.com Destination Sponsorship	15240	10/8/2024		\$ 1,795.00	\$ 1,795.00	\$ 1,795.00
PunchDrunk	7436	9/30/2024		\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Fasebook Promoted Posts	NO POSTS IN SEPTEMBER			\$ 100.00		
<b>TOTAL:</b>				\$ 7,895.00	\$ 7,795.00	\$ 7,795.00

# THANK YOU!

**Shelly Stuart, IOM, President/CEO**

Rockport-Fulton Chamber of Commerce & Visitor Center  
president@1rockport.org

**Alyssa Massingill, Tourism Coordinator**

Rockport-Fulton Chamber of Commerce & Visitor Center  
tourism@1rockport.org

