



2026 Campaign Recommendations

Six campaign concepts, the guests behind them, and the three we recommend running.

Prepared for Michael Brooks by Skrtch Creative · August 2026

We looked hard at who actually stays with you, what the rest of the coast is doing, and where the demand is going. What came out of it is six campaigns you could run. Three of them we think you should run this year, and we say why. The other three are real ideas that are either better as something other than a campaign, or need one thing fixed first.

What we found

You own something no other park on this coast can claim. Matagorda County is the designated Birding Capital of Texas by act of the state legislature, a designation that runs through 2035. The county has led the entire United States in the Audubon Christmas Bird Count 27 times since 1997 and logged 225 species in one season, the highest total north of the Mexico border. Five official Great Texas Coastal Birding Trail sites sit in or beside Palacios. Two are a short walk from your sites. Nobody in this market is saying a word about it.

Houston is closer to you than most Houstonians realize. Two hours and twenty four minutes, 107 miles. Galveston is nearer but crowded. Port Aransas is nearly twice the drive. You are the coast that has not occurred to them yet, and you have cabins and a bay house, which most parks do not.

Your rates are wrong in more places than they are right. RoverPass currently lists your standard site at \$32 a night. You charge \$50. Their whole listing runs 35 to 40 percent under your real prices. Campendium last recorded \$55 in August 2023. Your own published rate sheet is labeled 2024. Guests are arriving with one number in their head and finding another at the desk, and that is showing up in your value scores.

Nobody can book you online. Your reservations page takes a request and promises a reply within 24 hours, and monthly stays are phone only. Across the camping industry, 60 percent of bookings now happen online and walk-ins have dropped 82 percent. Any campaign we run sends people to a page where they cannot finish. That is the first thing to fix, and it is worth more than any single campaign below.

One number that should shape every choice here. A site rented by the month at \$525 earns you about \$17 a night. That same site rented nightly at \$60 earns three and a half times more. Your winter inventory is finite. The waterfront and concrete pads should go to short stays at full rate, and the standard back-ins should carry the long stays. Two of the three campaigns we recommend are built around that split.

Who actually stays here

72

Average age of a Winter Texan, staying an average of 133 days.

43M

Americans who traveled to go birding in 2022, up from 18M in 2011.

2h24

Drive from Houston. The only metro inside weekend range.

+19%

One-year growth in stays of 28 nights or longer, an all-time high.

Segment	Who they are	When they come	What they pay you
Winter Texans	Average age 72, married, retired. Minnesota, Iowa, Wisconsin, Illinois, Michigan and Ontario. Two thirds have returned to the same park ten years or more.	November through March. Average stay 133 days.	\$425 to \$525 a month plus electric. Low nightly yield, near zero vacancy risk.
Birders	Older, higher income, and they travel specifically to add species to a list. They average 34 days a year in the field. The fastest growing outdoor activity in the country.	December for the Christmas Bird Count. March and April for spring migration.	\$50 to \$60 a night for three to seven nights. Your highest yield per site night.
Plant crews	Contractors on turnarounds and routine maintenance at Formosa Point Comfort, 29 miles away, and the plants around Bay City.	Year round, in bursts tied to turnaround schedules.	Monthly, paid on a company card. Predictable, no season, no advertising cost.
Houston weekenders	Families and couples looking for coast that is not Galveston. The median RV owner is now 49, down from 53 in 2021.	Friday to Sunday, spring through fall, plus holidays.	Cabins at \$100, the BayHouse at \$225. Your highest revenue per booking.
Anglers	Bay fishermen after redfish, black drum and flounder. Pier and kayak fishermen. Boat owners who need a slip.	The bay fishes year round. The flounder run comes through October into December.	A nightly site plus a \$35 slip. Two revenue lines from one guest.
Remote workers	Twenty two percent of RV households now include someone who works remotely, and more than half of those have worked from the rig.	Any month of the year. They follow weather and internet.	Monthly. Worth real money once the wifi supports it.

Winter Texan figures come from University of Texas Rio Grande Valley survey work and are the best available data on this audience, though they are drawn from the Valley rather than the mid coast. Birding, RV ownership and booking figures come from the US Fish and Wildlife Service 2022 National Survey, the RV Industry Association 2025 owner profile, the KOA 2026 camping report and RoverPass 2026 industry data.

The six campaigns

WE RECOMMEND

1. Birding Capital Base Camp

You sit inside the birding capital of Texas and a quarter mile from two official trail sites, and not one park in this market has claimed it. This campaign says it out loud and makes you the place birders stay.

The audience is worth having. Forty three million Americans traveled to go birding in 2022, up from eighteen million in 2011, and they spent fourteen billion dollars on those trips. They skew older, they have money, and they book three to seven nights at full rate.

Who we target: Birders 55 and up in Houston, Austin, San Antonio and Dallas. American Birding Association and Texas Ornithological Society members. eBird users. Texas and Gulf Coast birding groups on Facebook. Interest targeting on Audubon and National Wildlife Federation.

The offer: A three night Birding Capital package on a waterfront concrete pad, with a printed county species checklist, a map to the five local trail sites, and coffee ready before first light. No discount. This audience is buying access, not a deal.

When it runs: Two eight week pushes. Late November into December, then March into April.

Why we picked it: Nobody is competing for it, it earns full nightly rate, and it fills the premium sites you should not be renting by the month.

WE RECOMMEND

2. Crew Quarters

You already have a plant worker offer. It sits on a page and waits to be found. This turns it into an outbound program aimed at the person who actually books crew lodging, which is not the worker. It is the contractor's project manager or per diem coordinator.

We want to be straight with you about the timing. The Exxon plastics plant in Calhoun County was put on hold in October 2025 with no new date. The Dow reactor project and the offshore LNG terminal are both still in permitting. The dependable money right now is Formosa turnarounds and routine plant maintenance 29 miles away. The big projects are a 2028 upside, not a 2026 revenue line, and we would rather you hear that from us than plan around it.

Who we target: Turnaround contractors and staffing firms serving Formosa Point Comfort, the South Texas Project and the Bay City plants. Project managers, site superintendents, travel coordinators and per diem administrators on LinkedIn. Plus a direct call list built from Matagorda and Calhoun county contractor rolls.

The offer: Block booking. Five or more standard back-ins at a fixed monthly rate, one invoice, guaranteed availability. Cabins for supervisors. Laundry, fitness room and pool included, which matters more to a crew than you would think.

When it runs: Year round. This is a sales program, not a season.

Why we picked it: Almost no advertising cost, it fills your lowest yield sites, and one signed contractor can be worth more than an entire quarter of ads.

WE RECOMMEND

3. The Two Hour Coast

Houston is 107 miles away and most of that city has never heard of Palacios. This campaign is a straight discovery play built on one fact they can check on their phone in ten seconds.

We would lead with the BayHouse and the cabins rather than the RV sites. Twelve hundred square feet, sleeps eight, a five hundred square foot deck hanging over the water, \$225 a night. That is your highest revenue product and it photographs better than anything else you own.

Who we target: Houston metro, ages 30 to 55, families with kids and couples without. Meta and Instagram into Houston, Sugar Land, Katy and Pearland. Google search on phrases like weekend getaway near Houston, cabins on the water in Texas, and waterfront rental Texas coast. Retarget everyone who looks at the cabins.

The offer: A two night waterfront weekend, sold on photography and video of the deck at sunset. Not a discount. A discovery.

When it runs: March through June, then September through November. We would sit out the deep summer heat.

Why we picked it: Highest dollar per booking you have, and it works in the shoulder months your winter guests do not touch.

One thing to hold to: Cabins, the BayHouse and the rental RVs are no pets with a \$500 fine. We will keep the pet friendly message on the RV sites only so nobody arrives with a dog and an argument.

ALSO CONSIDERED

4. Winter on the Bay

The Winter Texan long stay play. The demand is real, and there is a channel sitting wide open. WinterTexanInfo lists seventeen Gulf Coast towns and Palacios is not one of them. Neither is Port Lavaca or Matagorda. That directory has not been claimed by anybody on this stretch of coast.

Two things you should know. Canadian intent to winter in the United States fell twelve points to seventy percent last season, and Canadian campground bookings in Texas dropped twenty four percent, though that was the smallest drop of any Gulf state and the ones who did come stayed four nights longer on this coast. Second, this audience is loyal to a fault. Two thirds return to the same park ten years running.

Our read: That loyalty is the whole story. A Winter Texan is won by referral and rebooking, not by advertising. We would rather build you a retention program than an ad campaign. Rebook your returning guests in March for next November. Pay them something for a referral that shows up. That costs almost nothing and it works better than media on this particular audience.

Worth doing either way: Get Palacios listed on the Winter Texan directories. That is a small job with a long tail.

ALSO CONSIDERED

5. The Flounder Run

Matagorda Bay fishes year round for redfish, black drum and sheepshead, and the flounder run from October into December is the clearest peak on the calendar. You have a marina, two piers open around the clock with one of them lighted, and a fish cleaning table. A fisherman can pay you for a site and a slip in the same booking.

Who we target: Houston, Victoria and Austin anglers, 35 to 65. Texas Fishing Forum, bay fishing groups on Facebook, and partnerships with charter captains working out of Palacios and Port Lavaca.

The offer: A site and a slip bundled at one price, with a weekly rate for the run.

Worth knowing: Speckled trout limits tightened in March 2024 to three fish in a fifteen to twenty inch slot. We would not build anything around limiting out on trout. Redfish, drum and flounder carry the message just fine.

Our read: A strong second wave. We would run it once booking is live so the traffic has somewhere to land.

ALSO CONSIDERED

6. Desk on the Water

Stays of twenty eight nights or longer just hit an all time high, up nineteen percent in a single year. The median RV owner is now 49 rather than 53, and one in five RV households includes somebody who works remotely. A month on the bay at \$500 is a real pitch to a person who can work from anywhere.

Who we target: Remote workers 30 to 55 across the Texas metros, full time RV and nomad communities, and placements on Cappendium and RV Life.

Why we are not running it yet: Unreliable wifi comes up again and again in your reviews. Selling somebody a month of work-from-here and then not delivering it buys you thirty days of revenue and a permanent one star review. Fix the network and this becomes a good campaign. It is the only one on this list that is blocked by something physical.

Why these three together

Birding, Crew Quarters and the Two Hour Coast never compete for the same site on the same night. Birding takes your premium waterfront pads in December and April. Crew Quarters takes standard back-ins all year. The Two Hour Coast takes the cabins and the BayHouse on spring and fall weekends. Three campaigns, three different pieces of your inventory, three different parts of the calendar.

The other three are not weak. Winter Texan is likely your largest revenue line today, which is exactly why it deserves a retention program rather than an ad budget. Fishing is a good follow-on once booking is live. Remote work is a good idea waiting on the wifi.

What we would fix first

#	What we found	Why it matters
1	No online booking. A request form with a 24 hour reply, and monthly stays by phone only.	Sixty percent of camping bookings happen online now. Every campaign sends people somewhere they cannot finish. This is the biggest single leak, and everything else on this list is worth less until it is closed.
2	Your rate sheet is labeled 2024, and third party listings run 35 to 40 percent below your real prices.	Guests show up expecting \$32 and get \$50. That conversation happens at your front desk and lands in your reviews.
3	TripAdvisor sits at 3.6 out of 5, with sleep quality at 2.0 and value at 2.7. Most of those reviews are from 2015 to 2022.	TripAdvisor is what general search shows first. Old complaints are outranking your much better standing on RV Life at 8.6 out of 10 and your 9/9/9 Good Sam inspection.
4	The business appears under three different names across platforms, and your Good Sam listing carries your best inspection score with no photos on it.	Search and review credit is being split three ways instead of stacking up in one place. Both are free to fix.
5	Your own pages disagree on site count, slip count, and whether there is a hot tub and a clubhouse. Two leftover pages target Austin and New Braunfels.	It confuses guests and it confuses Google. The New Braunfels page appears to be a leftover from a template.
6	There is no email signup anywhere on the site.	Every campaign here builds an audience you currently have no way to keep or reach again.

Where to start. Turn on online booking. Publish 2026 rates. Correct the third party listings. Claim the Good Sam listing and put photos on it. Add an email signup. Then we launch. We have already built a working example of the booking experience so you can see exactly what we mean, and we would be glad to walk you through it.

Questions for you

Nothing here is a test. These are the gaps we could not close from the outside, and your answers change what we build. Short answers are fine.

The campaigns

1. We recommend Birding Capital Base Camp, Crew Quarters and the Two Hour Coast. Do those three sit right with you, or would you swap one out?
2. Is there a season you are already full and would rather not advertise into?
3. Do you have existing relationships with any of the contractors working Formosa or the Bay City plants that we should start from?

Rates and inventory

4. Is the 2024 rate sheet still what you are charging in 2026, or do you have updated numbers for us?
5. How many RV sites do you actually have? Your site says over 101 and Campendium says 155.
6. How many cabins, and how many people does each sleep?
7. How many wet slips? We found 60, 75 and 76 across different sources.
8. Is there a boat ramp on the property? Is there bait or fuel? We could not confirm any of the three, and it comes up constantly in fishing searches.

How you show up online

9. You appear as Serendipity Bay Resort RV Park & Marina, Serendipity Bay RV Resort Cabins & Marina, and Serendipity Bay RV Resort. Which one do you want to be the real name everywhere?
10. Do you have an Instagram account? We could not find one. Who runs the Facebook page day to day?
11. Do you have an email list of past guests anywhere, even a spreadsheet?
12. Do you offer Good Sam, FMCA, military or Passport America discounts? None are published, and you are a member of two of those clubs.

What happens on the property

13. What are the planned winter activities, and is there a calendar we can publish? Right now it lives in a widget that search engines cannot read.
14. Do you have recent photography of the cabins, the BayHouse interior and the pool? Most of what is online is the marina, and the cabins are your highest revenue product.
15. How far ahead can you take a booking, and is there anything about the property in 2026 that a guest would notice and we should know about?

A note on sources. Everything in this document is drawn from your own website and rate sheets, your listings on TripAdvisor, RV Life, Good Sam, Campendium, The Dyr, RoverPass and Marinas.com, Texas Parks and Wildlife, the Texas Legislature's birding capital designation, the US Fish and Wildlife Service 2022 National Survey, University of Texas Rio Grande Valley Winter Texan research, the RV Industry Association 2025 owner profile, the KOA 2026 camping report, RoverPass 2026 industry data, Texas Tribune reporting on the Calhoun County plant delay, and the Palacios Chamber of Commerce events calendar. Where a figure could not be confirmed, we asked about it above rather than guessing.