

FOR IMMEDIATE RELEASE

South Padre Island Puts a Tropical Twist on Holiday Magic with Festive Event Lineup for 2024

SOUTH PADRE ISLAND, Texas, November 21, 2024 – Visit South Padre Island is thrilled to announce its highly anticipated 2024 holiday event lineup, offering a variety of activities the whole family will enjoy! This festive season, visitors and residents alike are invited to bask in the holiday spirit with a series of magical events that highlight the community’s charm and holiday cheer.

“From the annual tree lighting ceremony to festive parades on land and water, these events truly showcase the magic and hospitality of South Padre Island during the holiday season,” said Blake Henry, Visit South Padre Island Executive Director. “We invite everyone to come and celebrate with us, creating unforgettable memories under the festive lights while sipping cocoa by the coastline.”

Mark your calendars for these spectacular festivities:

Thursday, December 5, 2024

[Tree Lighting Ceremony](#)

5:30 p.m.

321 Padre Blvd, Visitor Center

Grab your friends and loved ones and kick off the holiday season with the ceremonial Lighting of the South Padre Island Christmas Tree.

Friday, December 6, 2024

[Annual Christmas Street Parade](#)

6 - 9 p.m.

Mars to Acapulco (East Side of Medians Only)

Let your holiday spirit soar during the 35th Annual Christmas Street Parade. Bring a chair to set up along Padre Boulevard and watch as beautifully decorated floats and joyful groups fill the streets and bring holiday magic to life. Judging will be at Padre Brewery.

Saturday, December 7, 2024

[Lighted Boat Parade](#)

6 p.m.

Route Begins at Sea Ranch Marina

A cherished tradition that captures the coastal holiday spirit like no other experience a dazzling display as illuminated boats of all sizes glide through the Laguna Madre Bay in their holiday finest. Designated areas throughout the route offer free public viewing. Judging will be at Jim’s Pier.

[Winter Wonderland](#)

5 - 9 p.m.

2601 Laguna Blvd, The Green at Jim’s Pier

Celebrate the magic of the holidays and bring the whole family to enjoy Winter Wonderland. Featuring live music, local vendors, and even Santa himself, this free, festive celebration has something for everyone!

Sunday, December 8, 2024

[Breakfast with Santa](#)

9 - 11 a.m.

South Padre Island Convention Center

Spend the morning enjoying a delicious pancake breakfast and festive activities while children visit with Santa and share their holiday wishes. It’s a perfect way to kick off the Christmas spirit!

For more information, visit www.sopadre.com/events. To learn more about South Padre Island, head to www.sopadre.com.



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About South Padre Island

With miles of pristine shoreline and clear emerald water, South Padre Island is Texas' only tropical island paradise. Calm weather and more than 300 days of sunshine make South Padre Island a year-round destination offering a variety of nature tourism attractions, water sports, and activities for the entire family. For more information, visit www.sopadre.com.

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