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**FOR IMMEDIATE RELEASE**

**“A Win for All”**

**Visit South Padre Island Announces New Group Meetings and Events Cash Rebate Incentive**

**SOUTH PADRE ISLAND, Texas, October 11, 2023** – “A Win for All” Group Meetings and Events

Cash Rebate Incentive has been established by Visit South Padre Island to provide a cash rebate of up to \$10.00 per room night when booking new meetings and events to be held on South Padre Island from now through February 2024. The rebate may be applied to enhancing a group's experience or offsetting the hard costs. The maximum rebate to be received as a benefit to the group is \$5,000 per event and is to be applied as a credit to the group's master account or paid directly to local attractions, excursions or group services.

"We are thrilled to release this program for our destination. We are here as a partner to our community, promoting South Padre Island as a world-class destination and aiming to increase tourism and visitor-ship. Our destination is the best place in Texas to host group meetings and events," said Blake Henry, Visit South Padre Island Executive Director. "This group incentive is another tool that our sales team and our hotel partners' sales teams can use to encourage planners to choose South Padre Island as the home for their next meeting."

“We wanted to create a program in the spirit of collaboration that can be used by our sales team as well as our hotels, attractions, and partners to drive group business during our off-season,” said Harmony Heard, Visit South Padre Island Director of Sales. "We believe this incentive will create more opportunities for us and our partners to attract and convert business for the island during need periods."

The program's goal is to increase group meetings and events held on the island from September through February 2024 by attracting and incentivizing meeting planners to choose South Padre Island for their events. Additionally, the program enhances the guest experience and satisfaction leading to the retention of guests, groups, and visitors.

“A Win for All” Group Meetings and Events Cash Rebate Incentive may be applied to close new business effective immediately. In order to be eligible for the rebate, RFPs must be sourced through Visit South Padre prior to contracting.

Should you have any questions, please feel free to reach out to Harmony Heard, Director of Sales, [harmony@sopadre.com](mailto:harmony@sopadre.com).



## A WIN FOR ALL

**Up to \$10 Rebate per room**

**Your Island Escape**

Take advantage of this win-win opportunity when you book a qualified meeting in South Padre Island, TX through February 2024. Receive up to a \$10 rebate per room!

- Rebate shall be received as a credit to the master account or to offset transportation costs, expenses for an excursion or the costs for an event held on the island.
- Offer is valid for new business only and does not apply to existing programs. New business is defined as business that has not held their event at SPI within the past three years.
- RFP must be sourced through Visit South Padre Island prior to contracting.
- Eligible group dates 09/01/2023 - 02/28/2024.
- Maximum of 15,000 per event.

ROOM NIGHTS ON PEAK	REBATE PER ROOM NIGHT
350 - 500	\$5 per actualized room night
500 - 1,000	\$7.50 per actualized room night
1,001 +	\$10 per actualized room night



**CONTACT OUR SALES TEAM TO GET STARTED**  
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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](http://www.sopadre.com).*

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