



CONVENTION & VISITORS BUREAU 2021-2022 ANNUAL REPORT



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OUR MISSION

Provide a year-round island escape for families everywhere.



OUR VISION

South Padre Island is a unique coastal destination, unlike any other, providing an active lifestyle, promoting our natural assets and a friendly community for citizens and visitors alike.



"OUR OCCUPANCY TAX COLLECTIONS BROKE AN ALL-TIME RECORD"

A message from our Executive Director

On behalf of the entire South Padre Island Convention & Visitors Bureau, I am proud to present our 2021- 2022 Annual Report. Every day, our team looks for smart, innovative ways to bring more visitors to our island to experience the authentic hospitality we have to offer. Visitor traffic drives economic development through tourism. More outside spending in our community sustains and creates jobs, lessens the tax burdens on our residents and raises the quality of life for those living here. This year we welcomed 7 million visitors to our tropical island paradise.

It takes a team to make the economic engine roar, and we owe our continued achievements to those who serve the same mission as us — to grow the tourism economy and create opportunity. Our success is backed by citywide hotel occupancy tax collections, which broke an all-time record this past year.

Within this annual report, you will find examples of how we are working to increase our brand awareness on the global stage and create a better community for all in the process. Our sales team works diligently to attract new businesses, attending conventions and networking events to call on prospective clients that hail from all across the country. These efforts allow the CVB to host a wide array of events and gatherings, ranging from sports tournaments to religious meetings, drawing in large numbers at a time and resulting in significant economic impact. Our team continues to deliver successful marketing campaigns, utilizing the most robust data to drive demand and received recognition for their successes when South Padre Island was proudly named the 2022 Destination of the Year by the Texas Travel Awards.

Thank you for your continued support, and we look forward to a successful year ahead. South Padre Island is truly the jewel of the Gulf Coast and we are proud to serve its community.



Blake Henry
Executive Director

South Padre Island Convention & Visitors Bureau



MEET OUR ADVISORY BOARD

SEAN TILL
Chairman

DANIEL SALAZAR
Vice-Chairman

BOB FRIEDMAN

CHAD HART

TOM GOODMAN

BRYAN PINKERTON

RENE VALDEZ

EX-OFFICIO MEMBERS

BRYANT WALKER

Representative of Brownsville / South Padre Island International Airport

FRANCISCO PARTIDA

Alternate Representative of Brownsville / South Padre Island International Airport

MARV EASTERLY

Representative of Valley International Airport

2021-2022 WAS A GREAT YEAR.

In addition to breaking the record for occupancy tax collections, 2022 also saw South Padre Island dominate in the Texas Travel Awards.





DESTINATION OF THE YEAR:

South Padre Island



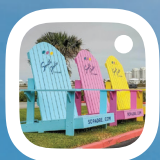
PEOPLE'S CHOICE BEST DESTINATION FOR FAMILIES:

South Padre Island



BEST BREWERY:

Padre Island Brewing Company



BEST INSTAGRAMMABLE SPOT - SMALL MARKET:

Giant Beach Chairs at SPI Convention Center



BEST LIVE MUSIC VENUE - SMALL MARKET:

LongBoard Bar & Grill



BEST OUTDOOR ACTIVITY - SMALL MARKET:

Surfing at South Padre Island





PROMOTING

A FIRST-CLASS VACATION DESTINATION

LEISURE TRAVEL

Tourism and hospitality may be our industry, but our mission is to provide fun, year-round island escapes for families everywhere. That's why our team is so passionate about what we do. For us, driving economic growth by promoting Texas' only tropical island means we're giving families the opportunity to come together in a place where they will be surrounded by happiness.

Total Visitors: **7 MILLION**

Total Occupancy*: **67%**

Total HOT Collections: **\$12.7 MILLION**

*Hotel/VRM Combined.



VISITOR CENTER

Helpful answers and friendly smiles can go a long way toward turning first-time visitors into repeat vacationers. That's why we operate the South Padre Island Visitor Center. Our staff provides itineraries, maps, and ensures our guests have a happy and memorable travel experience. In 2022, they served a total of 25,700 visitors - a 20% increase over the previous year.

In addition, we offer our service industry partners a free training class for Certified Tourism Advisor (CTA) Program Certification. The popular course aims to improve our visitors' customer service experience by teaching the essentials of hospitality and creating awareness of all the amazing things our island has to offer. To date, 146 island partners have completed the program, and are now designated as SPI-Certified Tourism Advisors.

VISITOR CENTER OBJECTIVES

**HIGHLIGHT LOCAL AREA
BUSINESSES AND ATTRACTIONS**

**INCREASE AWARENESS OF
VISITOR CENTER SERVICES TO VISITORS**

**IMPROVE COLLABORATION AND
PARTNERSHIPS WITH ISLAND PARTNERS**

COMMUNITY INVOLVEMENT



Without a strong and united local community, our growth in visitation simply could not be achieved. As the CVB, we take our involvement in local affairs seriously. From entertainment events to community efforts, we are there to foster relationships and help provide support that enables our community and visitors to come together.



MCALLEN HOLIDAY PARADE

SPRING BREAK MEALS FOR CITY STAFF

NATIONAL TRAVEL & TOURISM WEEK

CVB EXECUTIVE DIRECTOR MEET & GREET

REGIONAL AIRPORT TOURS

BROWNSVILLE CHARRO DAY PARADE



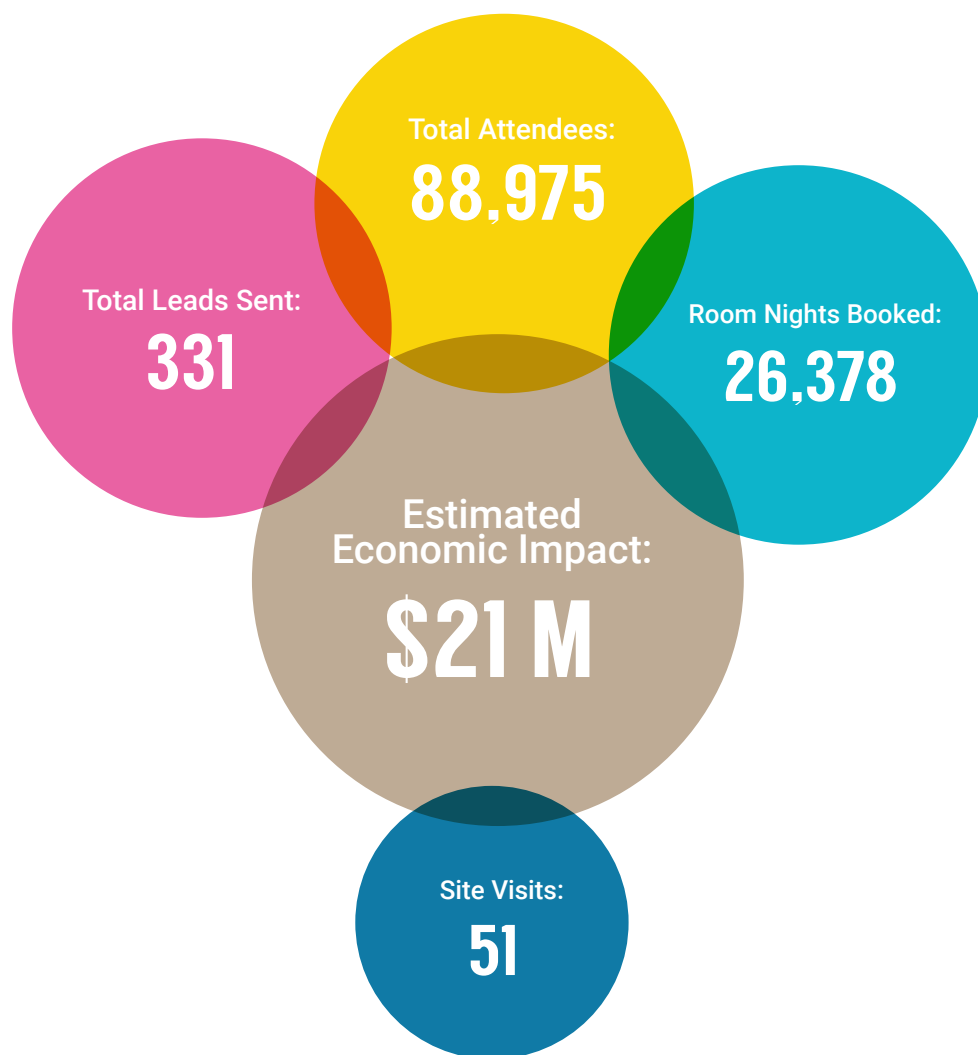
GROUP SALES: GETTING DOWN TO BUSINESS



You know what we love about meeting and convention attendees? If they enjoy being here for business, there's a good chance they'll return for a vacation. 2022 booked business is up over last year, and future bookings show for a promising 2023.

BOOKED BUSINESS, 2021-2022:

Conventions, Meetings & Conferences



NOTABLE CONVENTIONS, CONFERENCES & MEETINGS

Texas A&M Agrilife Extension
Texas County Agricultural Agents
Association Annual Meeting

JULY 23-27, 2022

Attendees:

300

Booked Room Nights:

950

Estimated Economic
Impact:

\$563,705

Texas Narcotic Officers
Association Annual Conference

AUGUST 07-11, 2022

Attendees:

700

Booked Room Nights:

1,310

Estimated Economic
Impact:

\$720,011

Texas Association of Convention
& Visitors Bureau Annual Conference

AUG 29 - SEPT 02, 2022

Attendees:

350

Booked Room Nights:

1,106

Estimated Economic Impact:

\$623,131



SPECIAL EVENTS

DESERVE SPECIAL ATTENTION

The South Padre Island Convention & Visitors Bureau provides financial and promotional support to events that have the potential to generate a significant positive economic impact on our community and connect our destination to new visitors from around the world.

Total Events:

25

Number of Participants:

27,516

Estimated Economic Impact:

\$3.8 M

Average Spend per Person:

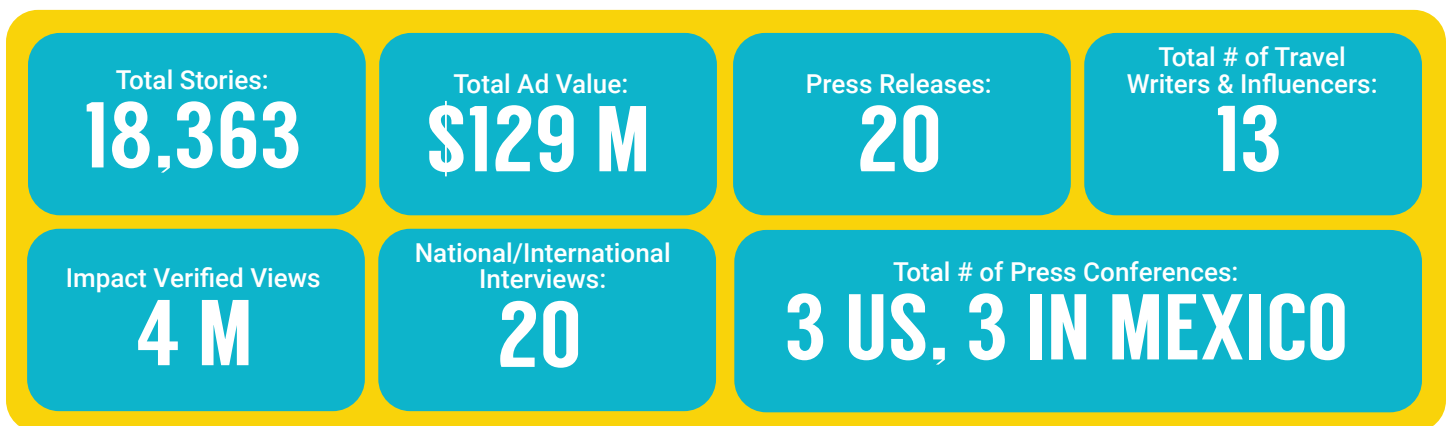
\$140.80



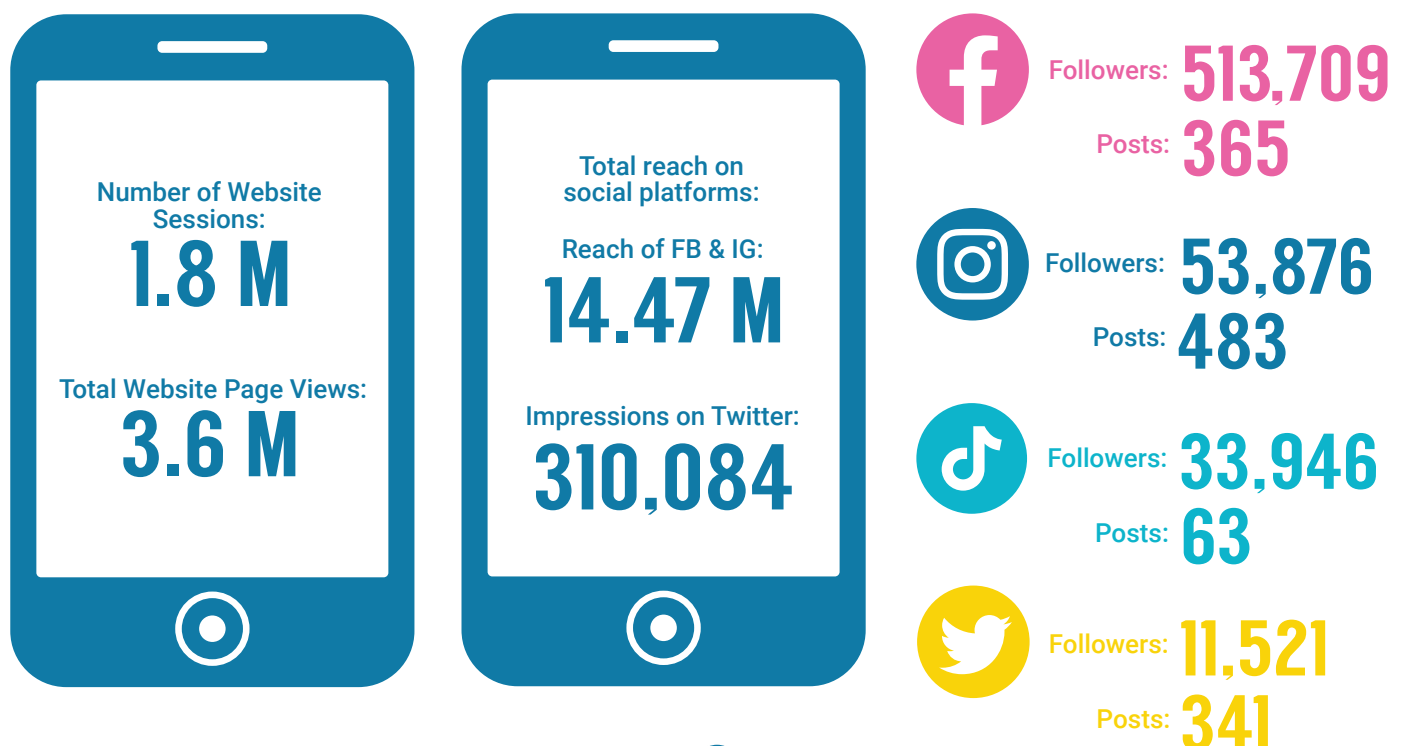
MARKETING & COMMUNICATIONS

The Marketing & Communications team promotes South Padre Island as a leisure travel, business convention and meetings destination. Our strategies target vacationers, meeting and convention planners, influencers, convention attendees, domestic group tour operators, and overseas leisure travelers and travel trade professionals.

MEDIA TV & BILLBOARDS




WEBSITE & SOCIAL MEDIA



TOP SOCIAL MEDIA POSTS

Visit South Padre Island
Sat 8/6/2022 1:57 pm PDT


Nothing beats this view 🌊 We got a weekend full of bright sun, cool coastal breeze, and bright blue water for a perfe...



Total Engagements	48,495
Reactions	14,719
Comments	2,449
Shares	2,202
Post Link Clicks	8
Other Post Clicks	29,117

visitsouthpadreisland
Tue 1/25/2022 9:14 am PST


Surveys found that those that plan for travel are happier 🌟 Today we celebrate #PlanForVacationDay #SoPadre #Travel...



Total Engagements	3,718
Likes	2,862
Comments	64
Shares	637
Saves	155

@visitsouthpadre
Wed 12/7/2022 4:29 pm UTC

"Wednesday"'s Jenna Ortega reveals to Vogue that her favorite vacation spot is South Padre Island: "I love South Padre..."



Total Engagements	4,507
Likes	1,418
@Replies	7
Retweets	198
Post Link Clicks	2
Other Post Clicks	2,882
Other Engagements	0

@visitsouthpadreisland

POV: You're visiting @beachparksouthpadre 🌊 Now open every day. Come on over! #sopadre #texas #waterpark #texasodo #spi #southpadreislandtx #typ #tropical #beach #vacations #rgv956 #summer #adventure #getaway


South Padre Island

Footloose - Kenny Loggins

85.4K 553

<https://www.tiktok.com/@visitsouthpadreisland/video/71106...> Copy link

Add comment...



VISITOR PROFILE

WHO IS VISITING SOUTH PADRE ISLAND?

South Padre Island is a popular vacation destination known for its warm weather, beautiful beaches, and fun activities. The island attracts a diverse range of visitors, but it is particularly popular among families, students, beach enthusiasts, and adventure seekers. Overall, South Padre Island offers something for everyone and attracts visitors of all ages and interests, which makes it difficult to define a single kind of visitor, especially considering the big role seasonality plays in impacting the dynamics of visitation profiles during different times of the year.

However, when we remove seasonality, we are able to identify certain trends remaining constant in terms of high-propensity visitor profiles who are more likely to visit the island throughout the year regardless of the season.

We have defined these top three profiles as follows:

1 THE BABY BOOMER WINTER TEXAN (NOV-FEB)

87%	53%	47%
WHITE	FEMALE	MALE

2 THE URBAN FAMILY (MAR-JUNE)

43%	33%	50%	50%
WHITE	HISPANIC	FEMALE	MALE

3 THE URBAN POWER COUPLE (JULY - OCT)

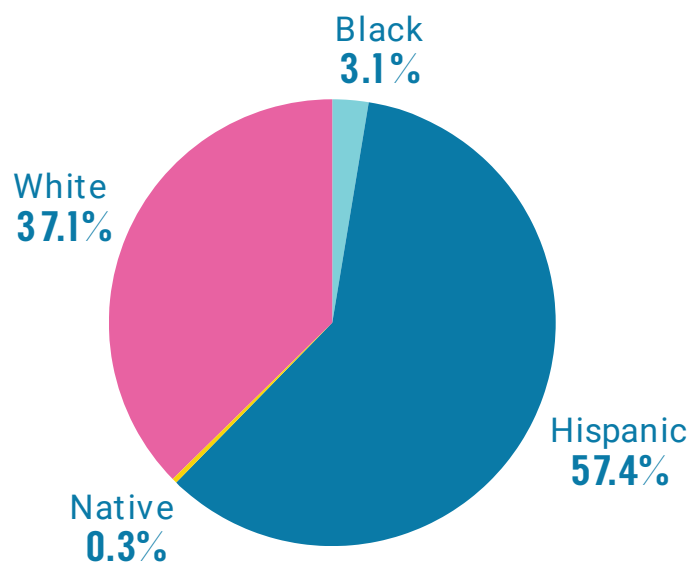
47%	51%	50%	40%
HISPANIC	MILLENNIALS	FEMALE	MALE



Another high-propensity group segment that accounts for a significant number of visitors is the College Spring Breakers, however, since this group is highly correlated with seasonality it's not considered a consistent visitor/traveler.

Additionally, these are some of the consistent trends we have seen for visitation to South Padre Island overall during 2022 and are expected to continue in 2023.

OVERALL VISITOR ETHNICITY BREAKDOWN



58%

of travelers account
for overnight trips

42%

of travelers account
for same day trips

39.08

is the average age of the
South Padre visitor

WHAT ARE THEIR MOTIVATIONS AND INTERESTS?

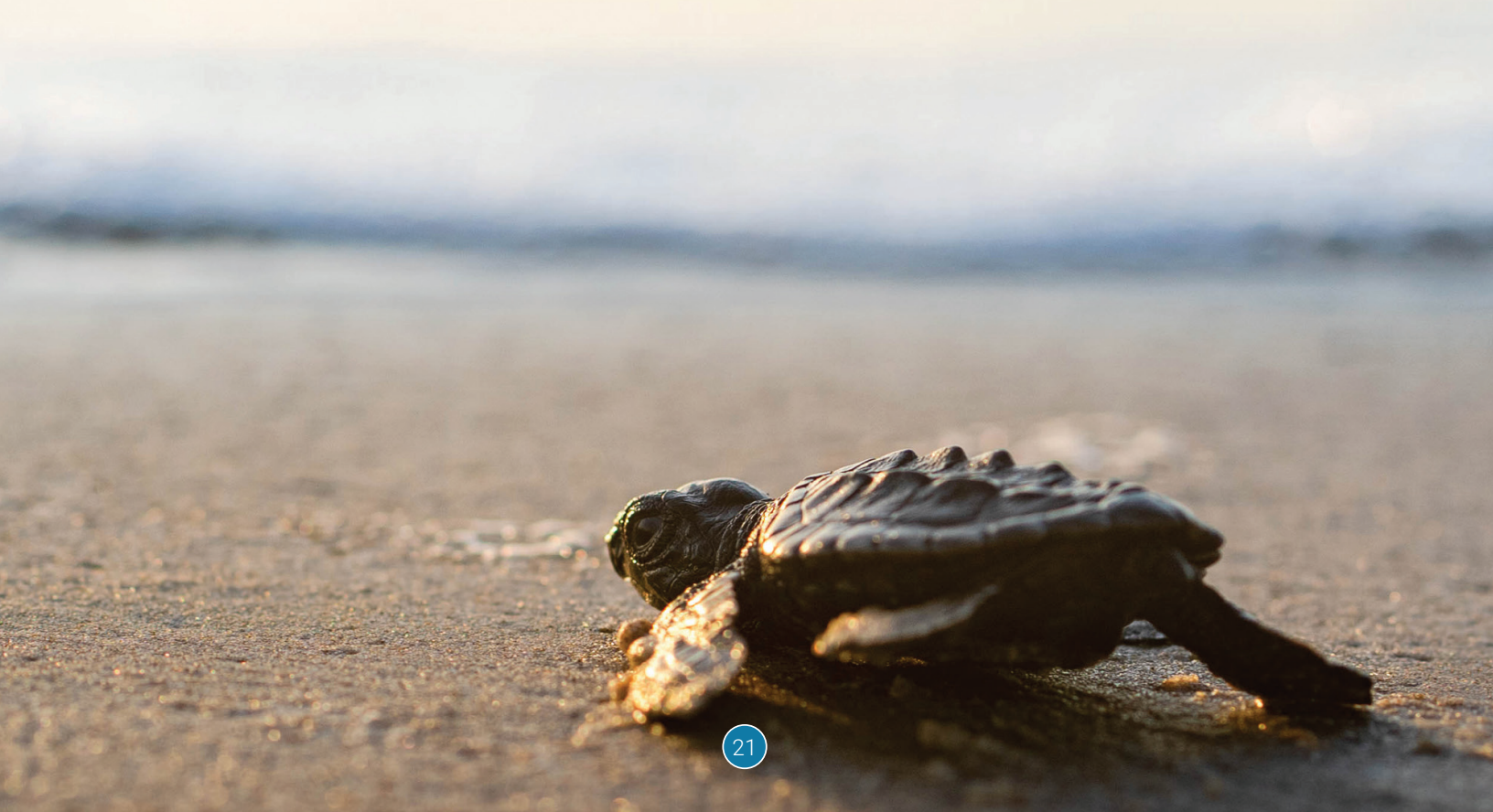


WANT TO KNOW MORE ABOUT THE JEWEL OF THE GULF COAST?

With 34 miles of beautiful pristine beaches and clear emerald water, South Padre Island is one of the world's most exquisite barrier islands – and the only tropical Island in Texas. Calm weather and water and more than 300 days of sunshine make South Padre Island a great place to live and visit all year.

The staff of the South Padre Island Convention and Visitors Bureau are here to make your experience on the Island everything you want it to be. Go SPI!

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