

VISIT SOUTH PADRE ISLAND

2022-2023 Annual Report




South Padre
ISLAND
Your Island Escape



WHAT'S INSIDE



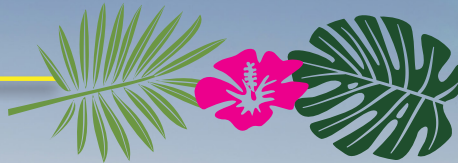
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OUR MISSION

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.



A MESSAGE

from our Executive Director



On behalf of the Visit South Padre Island team,

I am honored to present to you our 2022 – 2023 Annual Report, which serves as a testament to the relentless dedication of the Visit South Padre Island team in establishing our destination as a top choice for travelers worldwide.

Each day that we come to work, we understand that tourism is the heartbeat of our island, sustaining livelihoods and enriching our community. Every initiative we undertake is fueled by our shared commitment to creating unforgettable experiences, ensuring South Padre Island remains a beacon of hospitality and natural beauty.

In 2023, our efforts were rewarded with remarkable success. South Padre Island was again honored as Destination of the Year at the Texas Travel Awards, alongside accolades for Best Art Festival and Best Live Music Venue. We're further thrilled to announce our certification as a Music-Friendly Texas Community and our attainment of the Film-Friendly Texas Community Certification, further solidifying our dedication to fostering a vibrant cultural landscape.

Host to over 7 million visitors, our island thrived, bolstering the economy and supporting local businesses along the way. A 65% hotel occupancy rate and substantial Hotel Occupancy Tax collections underscore South Padre Island's enduring allure. We're also proud of our achievements in making South Padre Island more accessible to visitors with different accessibility needs.

As we celebrate these achievements and look forward to the future, let's remain steadfast in our commitment to cooperation, collaboration and innovation. Together, we'll continue to elevate South Padre Island, ensuring every guest departs with cherished memories and a profound appreciation for the paradise we all know and love.

I thank you for your help, and know that with your unwavering support and partnership, this is just the beginning of the successes we'll achieve together.



Blake Henry

Blake Henry
Executive Director
Visit South Padre Island





MEET OUR

Advisory Board



SEAN TILL

Chairman

DANIEL SALAZAR

Vice-Chairman

ARNIE CREININ

BOB FRIEDMAN

BRYAN PINKERTON

TOM GOODMAN

RENE VALDEZ

AWARDS

& National/Statewide
Recognition



DESTINATION OF THE YEAR

South Padre Island

ART FESTIVAL:

Sandcastle Days

LIVE MUSIC VENUE:

Clayton's Beach Bar and Grill

OUTDOOR ACTIVITY:

Small Market - Parasailing

BEST VIEWS:

Sunrise at the Jetties



FILM FRIENDLY CERTIFICATION BY THE OFFICE OF THE GOVERNOR

South Padre Island



TRAVEL + LEISURE'S 2023 WORLD'S BEST AWARDS

Top 15 Favorite Islands in the Continental U.S.



U.S. NEWS & WORLD REPORT'S BEST VACATION RANKINGS

No. 1 in Best Beaches in Texas



2023 CONVENTION SOUTH READERS' CHOICE AWARD

South Padre Island



CLEANEST BEACH WATER IN THE STATE BY ENVIRONMENT AMERICA



MUSIC FRIENDLY CERTIFICATION BY THE OFFICE OF THE GOVERNOR

South Padre Island

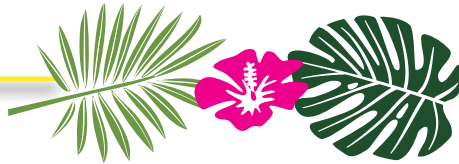


VISITATION & OCCUPANCY



TOTAL VISITORS: *7 Million*
TOTAL HOTEL OCCUPANCY: *65%*
TOTAL VRM OCCUPANCY: *47.3%*
TOTAL HOT COLLECTIONS: *\$12.4 Million*

VISITORS CENTER



The South Padre Island Visitors Center is always there to greet visitors to our destination with a broad smile and open arms. Our friendly staff provides more than just maps, itineraries, and information—they serve as ambassadors, sharing our Texan hospitality with everyone they meet.



WALK-INS:

*Over 19,000 Walk-In
Visitors Greeted*

PHONE CALLS:

*2,000 Phone
Calls Answered*



COMMUNITY

Engagement



Our success and growth couldn't have been possible without the outstanding support of all of our local partners. This year, we furthered our outreach and strengthened our relationships with local businesses, cities, and organizations. With this network, we can ensure that our whole region thrives.



SOUTH PADRE ISLAND CHAMBER COFFEE & CONVERSATION

SPRING BREAK MEALS

SAN ANTONIO FIESTA PARADE

MARGARITAVILLE GRAND OPENING

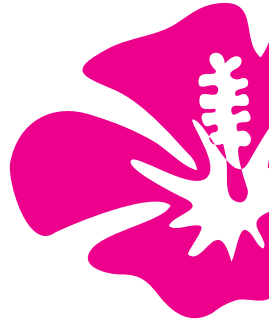
RGV LA PLAZA MALL ACTIVATION

UT AUSTIN ACTIVATION

2022 MCALLEN HOLIDAY PARADE

SAN ANTONIO THE SHOPS AT LA CANTERA ACTIVATION

GROUP SALES



Meeting and convention business is booming on South Padre Island. With record breaking numbers, our sales team promotes our island as a premier conference destination where business meets pleasure. Big conferences and big business can be found on our sunny shores!

TOTAL ATTENDEES: 168,172 (89%↑ from FY21/22)

TOTAL LEADS SENT: 486 (47%↑ from FY21/22)

ROOM NIGHTS BOOKED: 33,168 (25%↑ from FY21/22)

ESTIMATED ECONOMIC IMPACT: \$28.5 Million (35%↑ from FY21/22)

SITE VISITS: 61

NOTABLE CONVENTIONS

ANNUAL LRGV WATER MANAGEMENT AND QUALITY CONTROL CONFERENCE

400 persons / EEI \$395,442

REGION ONE TECHNOLOGY CONFERENCE

600 persons / EEI \$529,444

UTRGV SPI CHRISTMAS CLASSIC

1,000 persons / EEI \$568,901





SPECIAL EVENTS



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

NUMBER OF EVENTS FUNDED & HELD IN FY 22/23:

25

TOTAL NUMBER OF PARTICIPANTS:

37,480 (36%↑ from FY 21/22)

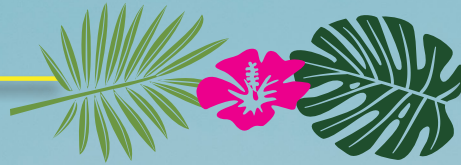
AVG. SPEND PER PERSON:

\$135.29

TOTAL ECONOMIC IMPACT:

\$5.1 Million (34%↑ from FY 21/22)

2022 - 2023 SPECIAL EVENTS



OCTOBER 2022

Hallowings
Banzaikon
Sandcastle Days
Ride for Rotary Across the Causeway
SPI Pride

NOVEMBER 2022

SPI Muzicans Run
SPI Half Marathon Weekend

DECEMBER 2022

Holiday Light Show
Lighted Boat Parade
Breakfast With Santa
New Year's Eve Fireworks

FEBRUARY 2023

SPI Kitefest
Winter Outdoor Wildlife Expo
Valentine's Day Fireworks

MARCH 2023

SPI Sprint Triathlon

APRIL 2023

Texas State Surfing Championship
Texas Beach Ultimate Festival
Splash South Padre
Easter Fireworks

MAY 2023

Shallow Sport Owners Fishing Tournament
Sea Turtle Inc 5k Kemp's Krawl
Run the Jailbreak
Memorial Day Fireworks

JUNE 2023

SPI Beach Bash Skate Jam

JULY 2023

Fourth of July Fireworks
Ron Hoover Fishing Tournament

AUGUST 2023

Texas International Fishing Tournament
Ladies Kingfish Tournament

SEPTEMBER 2023

Tacos & Tequila
Labor Day Fireworks
SPI Wahoo Classic
International Surf Rescue Challenge
SPI Triathlon



MARKETING



The Marketing & Communications team promotes South Padre Island as a first-class destination that meets the needs and wants of every visitor. This year, their continued efforts led to an increase in media mentions, social media reach, and website traffic.

The team also offers service industry partners the chance to participate in a Certified Tourism Advisor (CTA) Program through a free course that aims to improve the area's customer service. This popular program focuses on instructing public-facing employees on the essentials of hospitality and educating them on all our island has to offer, with more than 220 individuals certified to date.

TOTAL STORIES:

27,100 (48%↑ from FY 21/22)

TOTAL NUMBER OF TRAVEL WRITERS:

17

TOTAL AD VALUE:

\$155 Million 20% (48%↑ from FY 21/22)

PRESS RELEASES:

37

NATIONAL / INTERNATIONAL INTERVIEWS:

47

WEBSITE & SOCIAL MEDIA

Number of Users:

1.9 M

Total Website Page Views:

6.4 M 77%↑

Total Reach on Social Platforms:

FB & IG: 19.68M 36%↑

IMPRESSIONS ON TWITTER: 347,318 12%↑

Facebook

FOLLOWERS: 516,723 1%↑

POSTS: 275

Instagram

FOLLOWERS: 81,570 51%↑

POSTS: 275

TikTok

FOLLOWERS: 85,201 151%↑

POSTS: 96



TOP SOCIAL

Media Posts



Brunch, lunch, or dinner we have everything to satisfy your cravings 🍔 Here are 5 ideas for your next visit to South Padre Island! 🍷 Mahi Nic 🍣 Khonami Japanese...

▶ 1.9M ❤️ 159.7K 💬 1.3K ➡ 28.8K 📌 29.8K

Post time: 4/27/2023 5:47 PM ⓘ

Visit South Padre Island

Tue 1/24/2023 4:26 pm PST

Beach Park at Isla Blanca will be opening its doors on April 22 🏖️ Be sure to grab your tickets to enjoy South Texas' best water park this season. #SoPadre #TexasBestBeach

Total Engagements	21,246
Reactions	2,645
Comments	1,381
Shares	682
Post Link Clicks	1
Other Post Clicks	16,537

@visitsouthpadre

Sun 3/5/2023 7:21 pm UTC

South Padre Island is easily accessible by land, sea, and air 🌊 No matter how you travel, the end goal is to get to Texas' best beach. Just be sure to get here early to beat the traffic. #SoPadre...

Total Engagements	190
Likes	50
@Replies	0
Retweets	8
Post Link Clicks	-
Other Post Clicks	131
Other Engagements	1

visitsouthpadreisland

Thu 4/27/2023 3:50 pm PDT

Brunch, lunch, or dinner we have everything to satisfy your cravings 🍔 Here are 5 ideas for your next visit to South Padre Island! 🍷 Mahi Nic 🍣 Khonami Japanese Restaurant 🍕 Pizzeria...

Total Engagements	96,201
Likes	55,262
Comments	589
Shares	23,725
Saves	16,625



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 five personas as follows:

The Event Driven Millennial (Sept-Nov)

AVG AGE:
34-41 | **47%** | **51%**
Hispanic | *Female*

The Winter Texan (Oct-Jan)

AVG AGE:
62+ | **61%** | **51%**
White | *Female*

The Spring Family Getaway (March-May)

AVG AGE:
36-44 | **59%** | **51%**
White | *Female*

The College Spring Breaker (March-May)

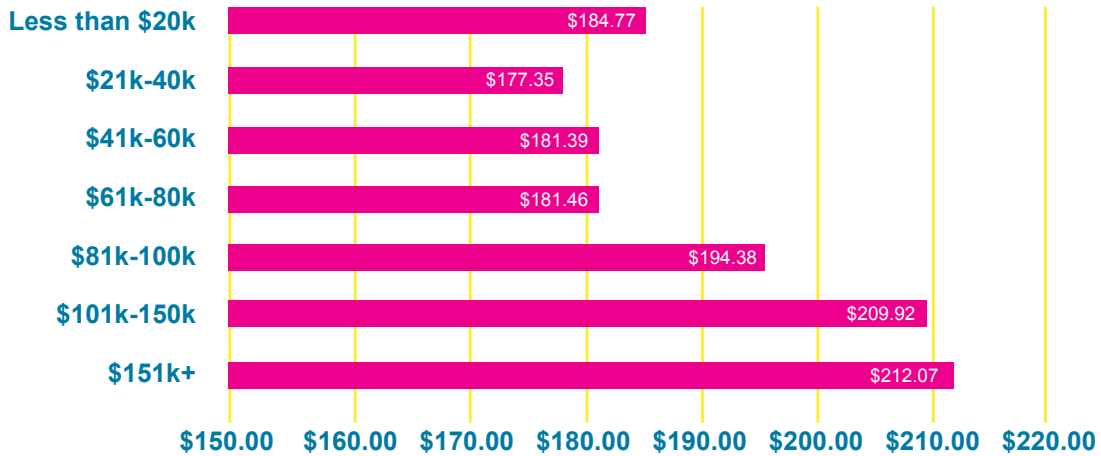
AVG AGE:
18-25 | **44%** | **51%**
Hispanic | *Female*

The Urban Traveling Family (April - August)

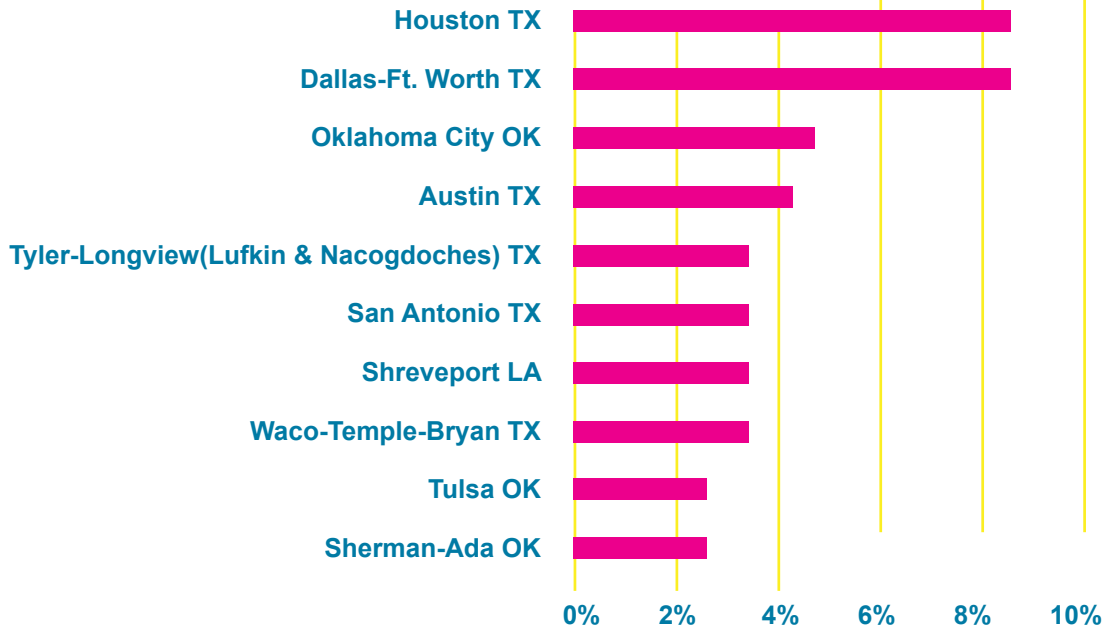
AVG AGE:
26-41 | **48%** | **51%**
Hispanic | *Female*



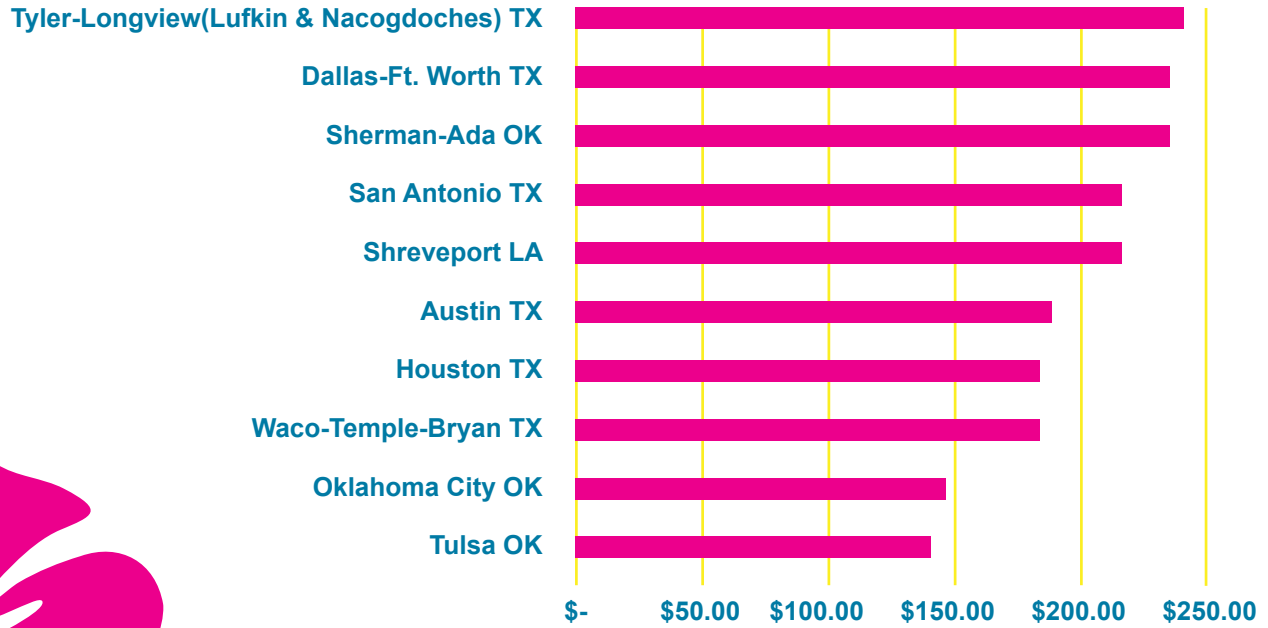
AVG. VISITOR SPEND PER HOUSEHOLD INCOME



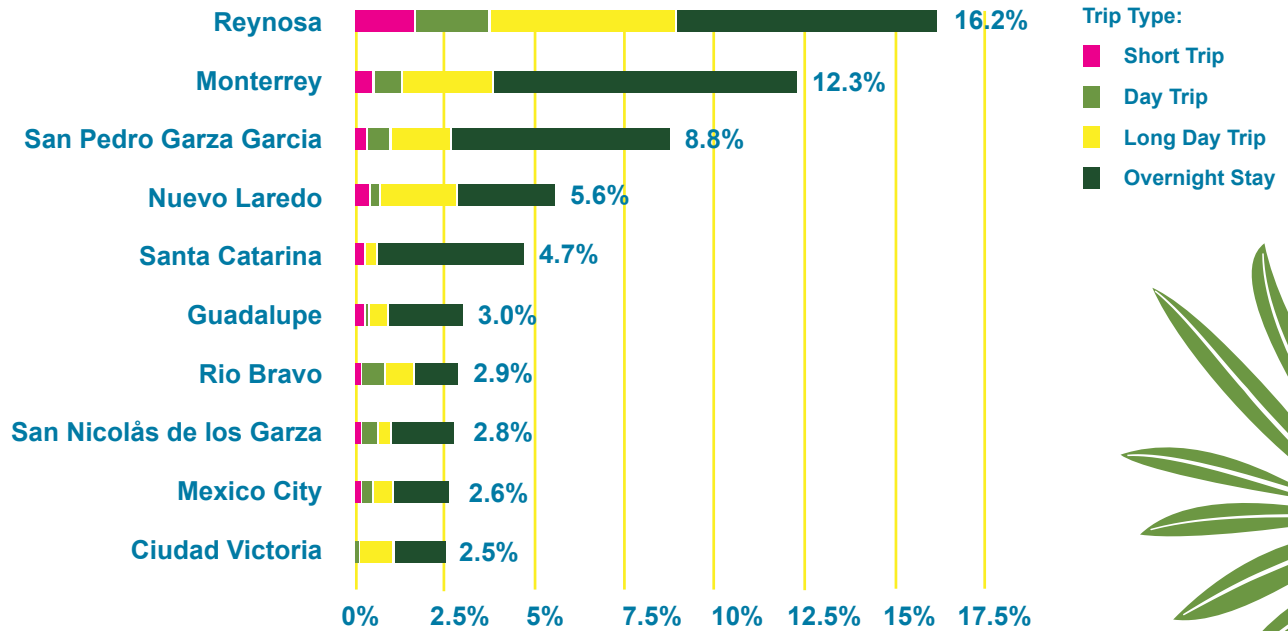
TOP 10 ORIGIN MARKETS VISITORSHIP %



TOP 10 ORIGIN MARKETS AVG. VISITOR SPEND



TOP 10 MEXICO VISITOR CITIES

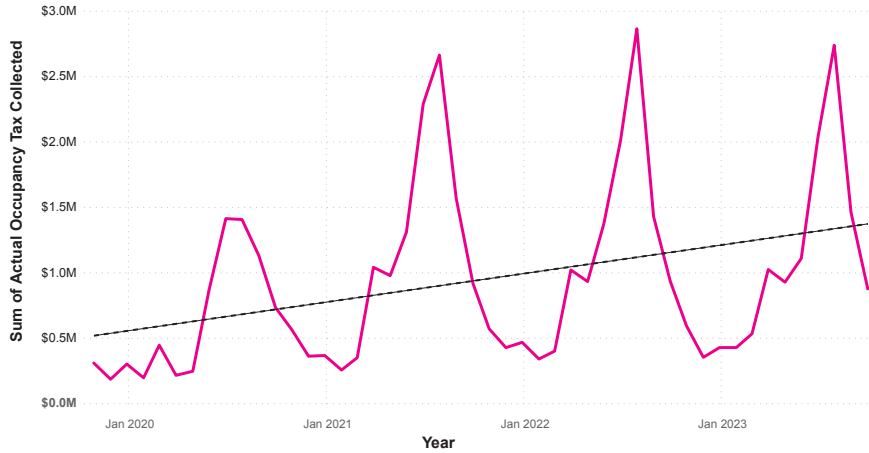




HOT TAX OVERVIEW

This chart below shows the HOT Tax collected for South Padre Island during 2019-2023. Here we can see HOT Tax collected for South Padre Island has increased YOY from 2020-2022 (2023 data is incomplete), and is HOT Tax collections are trending upwards.

HOT Tax Collected by Date



HOT TAX COLLECTED
FY19/20
\$7.42M

HOT TAX COLLECTED
FY20/21
\$12.64M

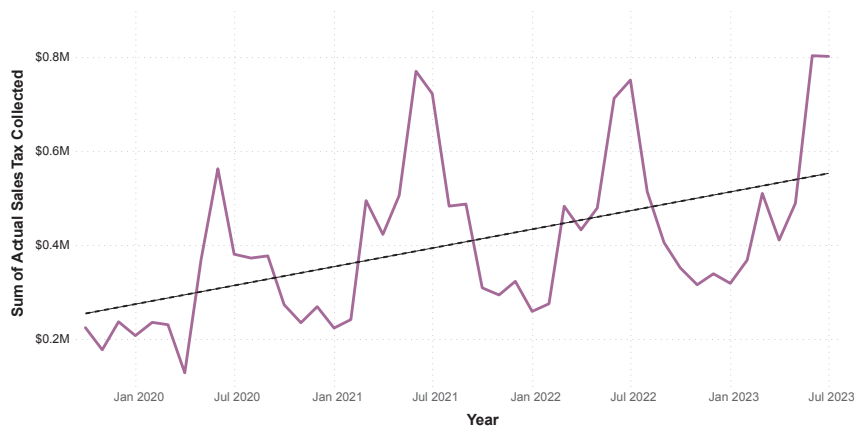
HOT TAX COLLECTED
FY21/22
\$12.74M

HOT TAX COLLECTED
FY22/23
\$12.48M

SALES TAX OVERVIEW

This chart below shows the Sales Tax collected for South Padre Island during 2019-2023. Here we can see Sales Tax collected for South Padre Island has increased YOY from 2020-2022 (2023 data is incomplete), and Sales Tax collections are trending upwards.

Sales Tax Collected by Date



SALES TAX COLLECTED
FY19/20
\$3.50M

SALES TAX COLLECTED
FY20/21
\$5.13M

SALES TAX COLLECTED
FY21/22
\$5.24M

SALES TAX COLLECTED
FY22/23
\$4.71M



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. More than 300 days of sunshine make South Padre Island a great place to live and visit all year.

The staff of Visit South Padre Island is here to make your experience on the Island everything you want it to be. Go SPI!

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South
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ISLAND

Your Island Escape



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