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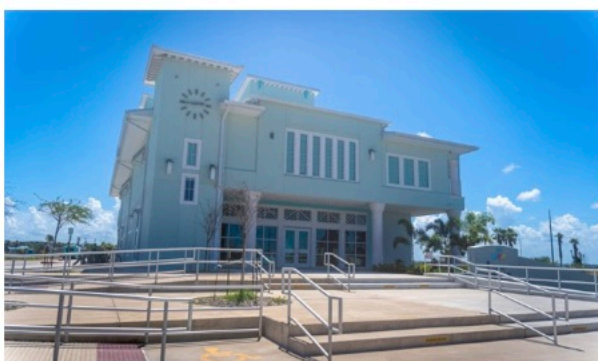
FOR IMMEDIATE RELEASE

South Padre Island Celebrates National Travel & Tourism Week With Travel Rally Day

SOUTH PADRE ISLAND, Texas, May 4, 2023 – South Padre Island is hosting a Travel Rally Day on Wednesday, May 10, to treat visitors to a small taste of what the island and Rio Grande Valley have to offer as part of the celebration of National Travel and Tourism Week, which celebrates its 40th Anniversary May 7-13, 2023. The free event will take place from 11 a.m. to 2 p.m. at the South Padre Island Visitors Center, located at 321 Padre Blvd.

“Travel is at the heart of South Padre Island, powering a strong economy, creating jobs, and strengthening our community’s culture and identity,” said Blake Henry, South Padre Island CVB Executive Director. “This National Travel and Tourism Week, we are proud to celebrate all that travel does for our community now and all that it will contribute in the future. Visitors, whether traveling from near or far, are the catalyst that **moves** South Padre Island forward, and we can’t wait to welcome you and provide a glimpse into the incredible experiences that **await** on Texas’ only tropical island.”

Through the theme **#TravelForward**, [National Travel and Tourism Week](#) (NTTW), the annual celebration of the contributions of the U.S. travel industry, will shine a spotlight on the essential role that travel plays in driving economic growth and innovation. Established in 1983, NTTW is an annual tradition to mark the U.S. travel industry’s role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, stimulating business activity, and elevating the quality of life for everyday Americans. To learn more about National Travel and Tourism Week, head to ustravel.org/nttw. For more information on the event, visit [here](#).



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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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