

South Padre Island Convention & Visitors Bureau Travel Blogger Guidelines

Thank you for your interest in South Padre Island, Texas. The Island offers bloggers many story angles, with a variety of unique activities, amenities and events. The South Padre Island Convention & Visitors Bureau (CVB) welcomes travel bloggers and may provide in-kind assistance and trade opportunities based on availability and timing of your visit. From time to time, we will partner with specific influencers to help meet the needs of our visitor marketing plan, but if you're already planning a visit to the Island, we'll help make it a great trip if we can. Please review the South Padre Island CVB's guidelines for assisting travel bloggers. Assistance depends on availability and is handled on a case-by-case basis. All travel bloggers must receive pre-authorization from South Padre Island CVB Executive Director, Keith Arnold, and will be based on subject matter relevance, website / blog traffic and social media reach.

Travel bloggers must provide:

- A brief bio and link to samples of relevant blog posts. A media kit, if available.
- Four weeks' notice. Bloggers must give the South Padre Island CVB at least four weeks' notice before their arrival (unless special circumstances arise - to be approved by the South Padre Island CVB). Every effort will be made to accommodate your date preferences; however, it is not guaranteed.
- All transportation costs will be the responsibility of the blogger.
- Contact information, including mailing address, phone number and email address.
- Types of activities of special interest/focus of story/special requests.
- Arrival date, length of visit and departure date.
- Link to published story after your visit.

NOTES:

- *We recommend bloggers consider travel Sunday through Thursday, as weekends typically have the highest occupancy demand for area accommodations. If weekend travel is preferred, media rates may not apply.*
- *The South Padre Island CVB strives to make the most of each blogger's time on the Island. We develop full itineraries that allow visitors to experience as much (or as little – relaxing on our white, sandy beaches is top-notch) as desired.*
- *The South Padre Island CVB cannot be responsible for expenses incurred by anyone traveling with the blogger.*
- *Links to articles about a blogger's visit to the Island should be shared in a timely fashion so that our team may share on our social channels to maximize audience.*

The CVB will provide:

- **Itineraries:** The South Padre Island CVB will work with the blogger to develop a customized itinerary of attractions, cultural venues and other points of interest based on your areas of interest. The South Padre Island CVB may be able to arrange for the blogger's admission to the attractions, activities and restaurants included on the itinerary and may provide assistance with some expenses via a gift card for use during the stay.
Note: Bloggers need not follow itineraries; we work with a variety of media needs and can help customize your visit as much or as little as you need. Itineraries are prepared as a courtesy and as a way to highlight the latest and greatest attractions during your stay on the Island.
- **Lodging Recommendations:** The South Padre Island CVB will provide recommendations on local accommodations for bloggers; media rates may be available upon request, but are not guaranteed.
- **Gift Cards for Use on the Island:** The South Padre Island CVB may provide a gift card to use for recommended attractions, activities and restaurants on the suggested itinerary. This card may be used at the blogger's discretion; however, we suggest referencing your itinerary as to not miss the very best South Padre Island has to offer visitors.
- **Photos:** The South Padre Island CVB maintains a photo library on its website should the blogger need pictures to accompany a story. Bloggers are welcome to take their own photographs to accompany their blog posts.

For questions or more information contact:

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