



## South Padre Island Convention & Visitors Bureau Travel Writer Policy

Thank you for your interest in South Padre Island, Texas. The Island offers writers many story angles, with a variety of unique activities, amenities and events. The South Padre Island Convention & Visitors Bureau (CVB) welcomes travel media and often provides assistance with itineraries and expenses so that writers can experience the Island.

Please review the South Padre Island CVB's guidelines for assisting travel writers. Media assistance depends on availability and is handled on a case-by-case basis. All travel writers must receive pre-authorization from South Padre Island CVB Executive Director, Keith Arnold.

### Travel writers must provide:

- A brief bio and samples of published stories.
- Letter of assignment (if working for a specific publication).
- Name of publications to which you plan to submit articles and their circulation. (*Please note that targeted publications must have a minimum circulation of 25,000 unless otherwise approved.*)
- Two editorial references (name, publications, phone numbers).
- Two weeks notice. Writers must give the South Padre Island CVB at least two business 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 cost to get here will be the responsibility of the writer. Some transportation can be provided by CVB staff if needed, but prior arrangement will be required.
- 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.

### NOTES:

- *We recommend that working media professionals consider travel Sunday through Thursday, as weekends typically have the highest occupancy demand for area accommodations.*
- *The South Padre Island CVB strives to make the most of each writer's time on the Island. We develop full itineraries that allow working media to experience as much as they can each day they are here.*
- *The South Padre Island CVB cannot be responsible for expenses incurred by anyone traveling with the writer.*
- *Tear sheets on any subsequent stories on South Padre Island are to be provided to the South Padre Island CVB in a timely manner upon publication.*

### The CVB will provide:

- Press Access: The South Padre Island CVB will work with the writer to develop a customized itinerary of attractions, cultural venues and other points of interest based on your story angles. The South Padre Island CVB will arrange for the writer's admission to the attractions, activities and events included in the itinerary, and will provide assistance with meals included on the itinerary. Also, an official guide will accompany journalists during their visit.
- Lodging: The South Padre Island CVB will provide complimentary rooms for up to two nights for writers who have received preauthorization from the Executive Director. If the writer has not been preauthorized, then it is up to the individual property to decide if services will be complimentary or at a reduced rate. Accommodations are subject to availability.
- Ground Transportation: Writers are responsible for their own transportation while in South Padre Island. Rental cars are the responsibility of the writer, but we are happy to supply a list of local rental companies. However, in most cases, a South Padre Island CVB staff member will accompany the writer and can provide transportation to locations and amenities identified on the official itinerary.
- Photos: The South Padre Island CVB maintains a photo library on its website should the writer need pictures to accompany a story.

**For questions or more information contact:** Blithe Wiley, 210-863-9302, [blithe@theatkingroup.com](mailto:blithe@theatkingroup.com) or  
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