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South Padre Island Partnering with Valley International and Brownsville South Padre Island International Airports on Rio Grande Valley Marketing Initiatives
Initiative is part of ongoing outreach efforts to RGV communities

SOUTH PADRE ISLAND, TEXAS, June 10, 2019 – The South Padre Island Convention and Visitors Bureau is teaming up with the Valley International and Brownsville South Padre Island International Airports on multi-year partnerships to market the South Padre Island destination and the growing number of direct flights into both airports from cities such as Denver, Chicago, Minneapolis, Austin, Dallas/Ft. Worth and Houston.

The CVB and the airports have implemented shared marketing buys featuring all three parties on a series of digital billboards in the Rio Grande Valley (RGV). These highlight key summer and early fall events on the Island such as special fireworks displays for July Fourth and Labor Day, and a variety of fishing tournaments. The three entities are also collaborating on advertising in the Coastal Current, a publication that is distributed throughout the Rio Grande Valley.

One key objective behind these efforts is to continue a high degree of visibility throughout the RGV for South Padre Island as a convenient and desirable vacation destination. Many of the annual travelers to the best beach in Texas come from the RGV and their patronage is vital to the Island economy.

"As the Rio Grande Valley continues to see great business growth, the travel demands of residents and visitors will also increase," said South Padre Island Convention and Visitors Bureau Director Ed Caum. "People moving here will want to vacation in an affordable place where they can relax and escape from work life. The merging of the RGV Metropolitan Planning Organizations will spur growth and business development throughout the Valley, and we want to be the Valley's 'Vacation Destination'."

"Today's tourist is tomorrow's investor," Caum said. "People want to bring their business to places where labor is available, that offer great weather, have an excellent quality of life and plenty of outdoor adventures and experiences for when their employees are not working. The Valley offers that to local and future businesses and their employees. Our island is the perfect place to come play after a hard week or month's work, whether you're from the RGV, Chicago or Denver."

"We have always been the Rio Grande Valley's Beach Destination," said Daniel Salazar Chairman of the SPI Convention and Visitors Bureau Advisory Board. "We want to get back in touch with everyone in the RGV to let them know that the island welcomes them with open arms. Our partners have packages and promotions and discounts to allow our RGV visitors to enjoy a staycation right in their backyard. There is no need to travel far when South Padre Island is just a short drive away. We are Texas' Best Beach for a reason and we want the RGV to come back out and see why."

For more information on accommodations, attractions, activities, and nightlife, check out www.sopadre.com or call 1-800-SOPADRE.

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