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## **South Padre Island Reports Record Year for Tourism**

(South Padre Island, Texas October 30, 2019) -- It was a record-breaking year for tourism on South Padre Island, according to the Island's Convention and Visitors Bureau.

South Padre Island reported a bounce back from the challenging weather of Spring Break 2019 with a strong summer of visitation said Ed Caum Director of the City of South Padre Island Convention & Visitors Bureau. Hotel occupancy taxes were up 3.00% and key performance indicators like digital impressions and occupancy rates were well over goals set in 2018 as well.

"We track dozens of points of data to ensure we are getting the biggest return for our advertising investment," said Caum. "In fiscal year 2019 the focus for our agency of record, The Atkins Group, was to expand our digital message and it worked. We had an increase of 81% in digital impressions even though our overall ad spend budget remained flat. Visits to our website outperformed our expectations with an increase of 18% in traffic and our lodging pages garnered a 36% increase."

Partners saw an increase in web traffic overall as well. There was a 7% increase in people going from the Island's website to various partners. Island hotel occupancy rose by 3.00% and a measurement called Rev Par (which measures relative revenue for hotels) was up 8.27%. Even virtual travelers increased in 2019. "Our live webcam audience grew by 23.5%," noted Caum. "We all know when people see the beauty of the Island, we've got them dreaming about a trip. We are ready for a robust 2020 season."

The team anticipated continued gains in the fall and winter seasons, said Caum. "We have a strong team and a solid strategy going forward. With a great list of upcoming events and a beautiful birding and fishing season ahead, we look forward to welcoming more visitors to the beauty of our Island."

### **ABOUT SOUTH PADRE ISLAND**

With a tropical feel, miles of sandy beach and expansive views of both Gulf of Mexico and Laguna Madre Bay's blue waters, South Padre Island is a world-class, year-round Texas Gulf Coast beach destination. The Island provides a warm, four-season welcome with an abundance of activities including water sports, dolphin watching, fishing, horseback riding, shopping, diving, and birding. For information on Island experiences, visit [www.sopadre.com](http://www.sopadre.com).

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