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FOR IMMEDIATE RELEASE

## ***Visit South Padre Island Increases Marketing Spend to Boost July Business***

**SOUTH PADRE ISLAND, Texas, July 10, 2024**—In response to recent natural events impacting the area, Visit South Padre Island is significantly increasing its marketing efforts and budget to jumpstart business, visitation, and occupancy throughout July and the summer season. This strategic move aims to revitalize the local island economy and support our community's businesses during this critical period.

Visit South Padre Island has allocated significant additional funds toward a regional marketing strategy. This effort includes a mix of digital advertising, social media promotions, and traditional media outreach.

“Our increased investment in marketing efforts is a testament to our commitment to supporting the local economy. By targeting our key markets and promoting our unique offerings, we aim to drive significant traffic to the island, benefiting our local businesses and the community,” said Blake Henry, Executive Director of Visit South Padre Island.

With substantial investments in targeted advertising, we focus on attracting visitors from our key drive markets in the Rio Grande Valley and Central Texas. These regions have historically shown strong visitation to South Padre Island as a top vacation destination. By tailoring our messages to these audiences, we aim to remind them of South Padre Island's unique attractions and experiences.

In addition to driving overall tourism, Visit South Padre Island's social campaign will spotlight various local businesses and showcase the diverse range of dining, shopping, and recreational activities. We encourage our stakeholders to participate in and support these initiatives as we work together to make South Padre Island a premier destination.

For more information on how to promote your local business highlights and special deals, please contact [info@sopadre.com](mailto:info@sopadre.com).

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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](http://www.sopadre.com).*