

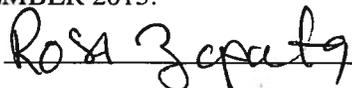
**NOTICE OF REGULAR MEETING**  
**CITY OF SOUTH PADRE ISLAND**  
**CONVENTION AND VISITORS ADVISORY BOARD**

NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

**Wednesday, November 18, 2015**  
10:30 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
  - a) Approval of minutes for September 23, 2015 Regular Meeting.
  - b) Approval of minutes for October 9, 2015 Special Meeting.
  - c) Approval of minutes for October 29, 2015 Regular Meeting.
  - d) Approve excused absence from Chairman Jimmy Hawkinson and Advisory Board Member Bill Donahue for October 8, 2015 Special CVA Board Meeting.
- 5) Presentation and discussion regarding Post Report from the following events (Hawkinson):
  - a. Hinopalooza Bikefest-Alex Hinojosa
  - b. SPI Splash-Paul McGee
- 6) Discussion and possible action regarding development and publication of monthly reporting metrics to the Board, such metrics at a minimum to include total hotel tax collected, number of properties reporting tax collected and total sales tax collected. (Jones)
- 7) Presentation, discussion and possible action concerning the following items from The Atkins Group:
  - a. Digital Media Strategy Overview
  - b. Monthly Report
- 8) Presentation, discussion and possible action concerning CVB Director's Report. (Arnold)
- 9) Discussion and action regarding allocating residual \$100,000 from CVB budget to meetings/groups paid media efforts. (Arnold)
- 10) Adjourn.

DATED THIS THE 13 DAY OF NOVEMBER 2015.

  
\_\_\_\_\_

Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON November 13, 2015, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Rosa Zapata  
Rosa Zapata, CVB Executive Services Specialist

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD  
CONSENT AGENDA**

**MEETING DATE:** November 18, 2015

**ITEM DESCRIPTION**

NOTE: All matters listed under Consent Agenda are considered routine by the Advisory Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes for September 23, 2015 Regular Meeting.
- b. Approval of minutes for October 1, 2015 Special Meeting.
- c. Approval of minutes for October 29, 2015 Regular Meeting.
- d. Approve excused absence from Chairman Jimmy Hawkinson and Advisory Board Member Bill Donahue for October 8, 2015 Special CVA Board Meeting.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Rosa Zapata, Executive Services Specialist

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve minutes for September 23, 2015 Regular Meeting.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve Minutes

MINUTES  
CITY OF SOUTH PADRE ISLAND  
CONVENTION AND VISITORS ADVISORY  
REGULAR BOARD MEETING

**Wednesday, September 23, 2015**

**1. Call to order.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, September 23, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Jimmy Hawkinson called the meeting to order at 9:00 a.m. A full quorum was present: Wally Jones, Bill Donahue, Joe Ricco, Arnie Creinin, Wally Jones and Sean Till. Also present Ex-Officio's Michael Jones and Terence Chase.

City staff members present were CVB Director Keith Arnold, City Manager William DiLibero, CVB Executive Services Specialist Rosa Zapata, Sales Manager Michael Flores, Sales Manager Astrid Torres, CVB Accountant Lori Moore.,

**2. Pledge of Allegiance.**

Chairman Jimmy Hawkinson led the Pledge of Allegiance.

**3. Public announcements and comments:** *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*

Public comments were given at this time.

**4. Consent Agenda:**

Vice-Chairman Wally Jones made the motion, seconded by Board Member Arnie Creinin to approve the Consent Agenda. Board Member Joe Ricco requested the minutes for August 26, 2015 item 7d be corrected that he casted a nay vote. Motion carried by a unanimously vote.

- a) Approval of minutes for August 26, 2015 Regular Meeting.
- b) Approval of minutes for September 1, 2015 Workshop.
- c) Approve excused absence from Advisory Board Member Bill Donahue for August 26, 2015 Regular CVA Board Meeting.

**5. Update, discussion and possible action regarding Spring Break Marketing Proposal-Inertia Tours.**

Board Member Hershhal Patel made the motion to approve \$50,000, seconded by Board Member Arnie Creinin. CVB Director, Keith Arnold advice the Board to formally request the January and April



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Rosa Zapata, Executive Services Specialist

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve minutes for October 9, 2015 Special Meeting.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve Minutes

MINUTES  
CITY OF SOUTH PADRE ISLAND  
CONVENTION AND VISITORS ADVISORY  
SPECIAL BOARD MEETING

**Friday, October 9, 2015**

**1. Call to order.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Friday, October 9, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Vice-Chairman Wally Jones called the meeting to order at 10:00 a.m. A quorum was present: Wally Jones, Joe Ricco, Hersh Patel, Arnie Creinin, and Sean Till. Also present Ex-Officio Michael Jones and Terence Chase. Absent: Bill Donahue, Jimmy Hawkinson

City staff members present were City Manager William DiLibero, Mayor Barry Patel, and CVB Director Keith Arnold.

**2. Pledge of Allegiance.**

Vice-Chairman Wally Jones led the Pledge of Allegiance.

**3. Public announcements and comments:** *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*

No public comments were given at this time.

**4. Discussion and action - Funding for Spring Break digital Marketing Campaign "PPC".**

Board Member Patel made the motion to budget \$200,000 for Spring Break online advertising. \$50,000 would be for Spring Break family advertising and the remainder for traditional collegiate demographic, seconded by Board Member Creinin. CVB Director, Keith Arnold mentioned to make sure the motion was clear, \$100,000 (in place already) would be fully dedicated to PPC interactive, add \$50,000 to this campaign for Spring Break, and \$50,000 for family Spring Break. Motion carried by a unanimously vote.

**5. Adjourn.**

There being no further business, Vice-Chairman Jones adjourned the meeting at 10:30 a.m.

\_\_\_\_\_  
Rosa Zapata, CVB Sales Administrative Assistant

\_\_\_\_\_  
Jimmy Hawkinson, CVA Chairman

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Rosa Zapata, Executive Services Specialist

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve minutes for October 29, 2015 Regular Meeting.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve Minutes

**MINUTES  
CITY OF SOUTH PADRE ISLAND  
CONVENTION AND VISITORS ADVISORY  
WORKSHOP MEETING**

**THURSDAY, OCTOBER 29, 2015**

**1. Call to order.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Thursday, October 29, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Jimmy Hawkinson called the meeting to order at 9:00 a.m. A full quorum was present: Jimmy Hawkinson, Joe Ricco, Bill Donahue, Wally Jones, Arnie Creinin, Hersh Patel and Sean Till. Also present Ex-Officio Terence Chase and Michael Jones.

City Council Members present were Mayor Barry Patel and Council Member Dennis Stahl.

City staff members present were City Manager William DiLibero, CVB Director Keith Arnold, CVB Accountant Lori Moore, Senior Sales Manager Michael Flores.

**2. Pledge of Allegiance.**

Chairman Jimmy Hawkinson led the Pledge of Allegiance.

**3. Public announcements and comments:** *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*

Public comments were given at this time.

**4. Presentation and discussion regarding the Atkins Group plan.**

Presentation was given by the Atkins Group.

**5. Discussion and action concerning the invoice that was recently presented by Atkins/Aria Group.**

Chairman Hawkinson made the motion to approve the revised invoice from the Atkins Group for the amount of \$44,760.00, seconded by Board Member Donahue. Motion passed on a 6 to 1 vote with Board Member Patel casting a nay vote.

**6. Discussion and action regarding designation of one individual to be the primary contact for Atkins/Aria Group.**

Chairman Hawkinson made the motion to designate CVB Director as the point of contact preferably through an email contact for direction on the advertising commence we have with the Atkins/Aria Group, seconded by Vice-Chairman Jones. Motion passed on a unanimous vote.

**7. Discussion and action on the need for a website subcommittee.**

Chairman Hawkinson made the motion to discontinue the Website Subcommittee meetings, seconded by Board Member Donahue. Motion passed on a unanimous vote.

**8. Presentation and discussion regarding CVB Director's Report.**

CVB Director Keith Arnold gave a brief presentation concerning the Director's Report.

**9. Discussion and action regarding consideration for funding request on the B&S Kite Flying Event (February 2016).**

Board Member Donahue made the motion to approve \$15,000, seconded by Board Member Patel. After a small discussion, Board Member Donahue amended his motion to approve \$15,500, seconded by Chairman Hawkinson. Motion passed on a unanimous vote.

**10. Set new meeting date for the month November and December.**

New meeting dates were set for November and December with consideration to the holidays.

Meeting was set for November 18, 2015 at 10:30 am.

Meeting was set for December 14, 2015 at 9:00 am.

**11. Adjourn.**

There being no further business, Chairman Hawkinson adjourned the meeting at 12:15 p.m.

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Rosa Zapata, CVB Sales Administrative Assistant

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Jimmy Hawkinson, CVA Chairman

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Rosa Zapata, Executive Services Specialist

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve excuse absence from Chairman Jimmy Hawkinson and Advisory Board Member Bill Donahue for October 8, 2015 Special CVA Board Meeting.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve absences

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Jimmy Hawkinson, Advisory Board Chairman

**DEPARTMENT:** Advisory Board Committee

**ITEM**

Presentation and discussion regarding Post Report from the following events:

- a. Hinopalooza Bikefest (Alex Hinojosa)
- b. SPI Splash (Paul McGee)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Jimmy Hawkinson, Advisory Board Chairman

**DEPARTMENT:** Advisory Board Committee

**ITEM**

Presentation concerning the 2015 Hinopalooza Bikefest post event report. (Alex Hinojosa)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Jimmy Hawkinson, Advisory Board Chairman

**DEPARTMENT:** Advisory Board Committee

**ITEM**

Presentation concerning the 2015 SPI Splash post event report. (Paul McGee)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                    YES: \_\_\_\_\_                    NO: \_\_\_\_\_

Approved by Legal:            YES: \_\_\_\_\_                    NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**POST EVENT REPORT FORM  
HOTEL OCCUPANCY TAX FUNDING**

**Post Event Report Form**

Date: November 16, 2015

***Organization Information***

Name of Organization: Globalgroove Events

Address: 2617 Fort Brown Ave. Apt 1

City, State, Zip: Edinburg, TX

Contact Name: Paul Magee

Contact Phone Number: (404) 545-6264

Contact Cell Phone Number: (404) 545-6264

***Event Information***

Name of Event or Project: Splash South Padre Island

Date of Event or Project: Oct 8-11, 2015

Primary Location of Event or Project: Louie's Backyard, Tequila Sunset, Upper Deck Hotel & Bar

Amount Requested: \$10,000 Amount Received: \$10,000

How were the tax funds used: (attach list of hotel tax funded expenses and receipts showing payment)

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Expenses towards marketing Splash, please see attached expense report.

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How many years have you held this Event or Program: 15 years

***Event Funding Information***

1. Actual percentage of funded event costs covered by hotel occupancy tax \_\_ 41.96%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): \_\_ 0%
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): \_\_ 45%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: \_\_400 hours
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?

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Please see attached p/l report

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6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

***Event Attendance Information***

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 2200 over 4 days
2. What would you estimate as the actual attendance at the event? \_\_ 832
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? \_\_ 1400-1500
4. How many room nights do you estimate were actually generated by attendees of this event? 289
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year 289

Last Year 308

Two Years Ago \_\_\_\_\_

Three Years Ago \_\_\_\_\_

6. What method did you use to determine the number of people who booked rooms at 8 South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information, etc.)?

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Room blocks and on-site survey

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7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? No, block was 490 rooms. If the room block did not fill, how many rooms were picked up? 289

### ***Event Promotion Information***

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$0  
Radio: \$0  
TV: \$0  
Other Paid Advertising: \$6,460 \_ \_

Number of Press Releases to Media 0

Number Direct Mailings to out-of-town recipients 1,960 Other Promotions on-site pride festival flyer promotion, social/digital promotions, e-mail blasts

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? website link - yes
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? Yes varied per hotel
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event? Google adwords, remarketing, ad banners, more out of town, on-site promotional presence.

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5. Please attach samples of documents showing how \_\_\_\_\_ South Padre Island was recognized in your advertising/promotional campaign
  
  6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.
  
  7. Please note any other success indicators of your event: loyalty of returning GLBT splash attendees and reaching out to potential attendees via remarketing and adwords.
- 
- 

***Sporting Related Events***

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? -----
  
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_
  
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

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***Additional Event Information***

What \_\_\_\_\_ South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?

Host venues and listed hotel rooms to accommodate attendees.

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Please Submit no later than (insert deadline) to:

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(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Wally Jones, Advisory Board Vice-Chairman

**DEPARTMENT:** Advisory Board Committee

**ITEM**

Discussion and possible action regarding development and publication of monthly reporting metrics to the Board, such metrics at a minimum to include total hotel tax collected, number of properties reporting tax collected and total sales tax collected.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation, discussion and possible action concerning the following items from The Atkins Group:

- a. Digital Media Strategy Overview
- b. Monthly Report

**ITEM BACKGROUND**

Information to be provided at the meeting.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**theatkinsgroup**

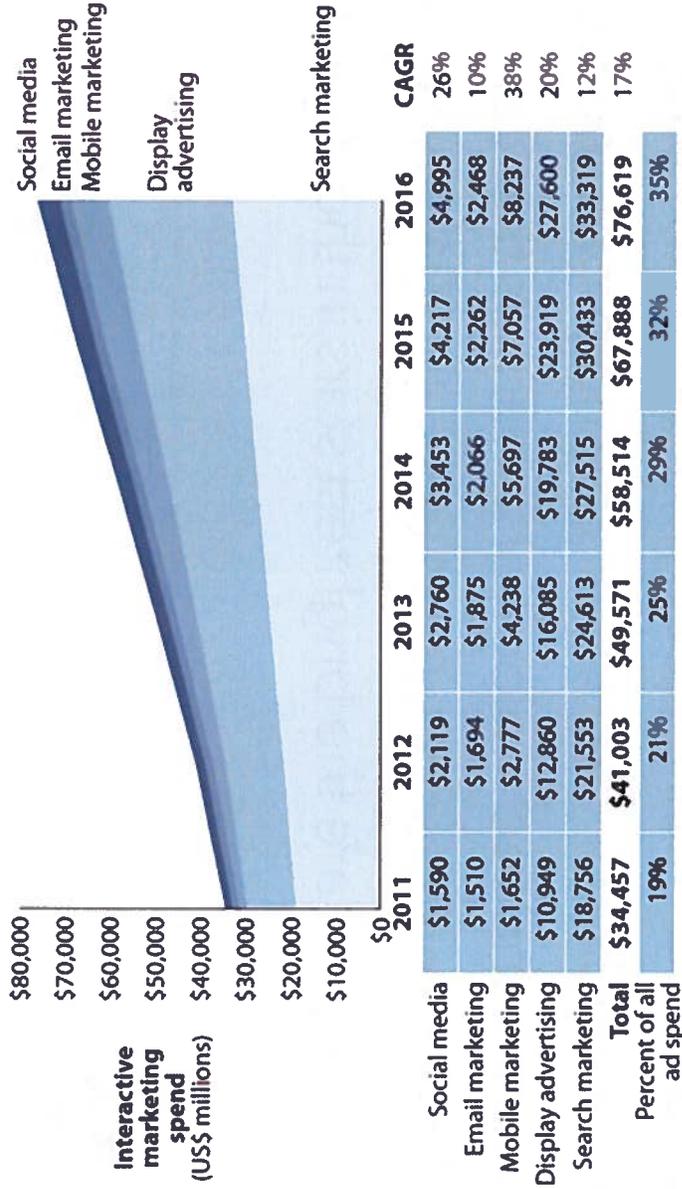
**PAID CHANNELS / Digital Media Report**

**for South Padre Island, Texas**

# Digital Marketing Spend Forecast

In 2016, Digital forecasted at 35% of all US marketing spend, 10% growth over 2015. Social advertising and Display lead growth at 26% and 20% respectively year-over-year.

Figure 1 Forecast: US Interactive Marketing Spend, 2011 To 2016



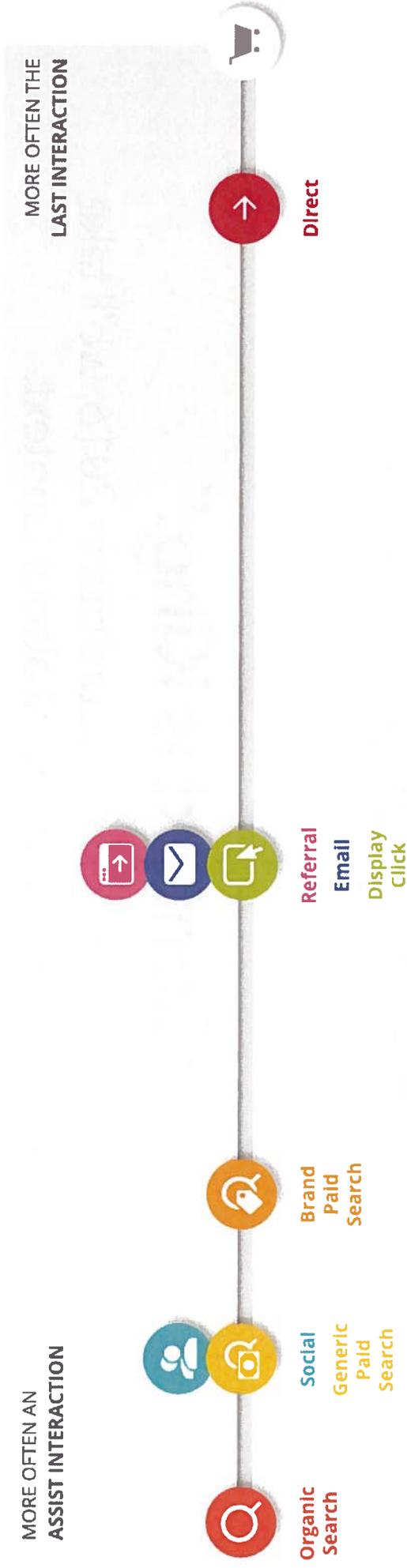
Source: Forrester Research Interactive Marketing Forecasts, 2011 To 2016 (US)

59379

Source: Forrester Research, Inc.

# Path to Purchase in Travel

Google's Path to Purchase demonstrates **when** specific digital channels influence the consumer. To the left is more brand awareness and to the right is more conversion functions. For Travel, SEO influences early, Social and PPC follow while Display and Email are in the middle of the funnel. **A digital media mix is employed to accomplish the right influence at the right time.**



# We Know What's Important

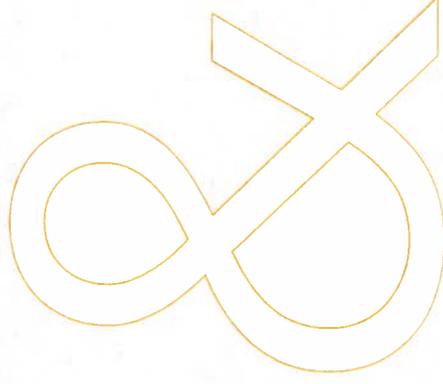
## KPIs

Performance

**AWARENESS**

**ENGAGEMENT**

**CONVERSION**



## KRIs

Results

**OCCUPANCY**

**ADR**

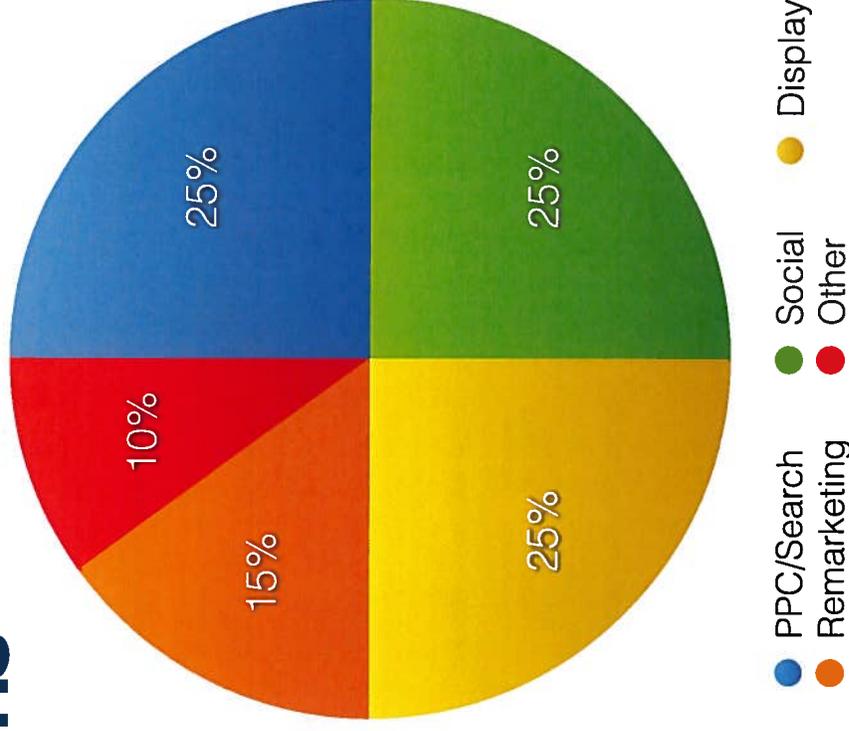
**REVPAR**

**TAX REVENUE**

# Digital Channel Allocations

Leading destination marketers are increasingly committing more dollars to digital. In 2016, we recommend a digital allocation of 35-45% of the marketing budget.

Based on trends, channel effectiveness, and the consumer path to purchase, we recommend a carefully allocated digital media mix as shown at right.



# Pay Per Click (SEM/PPC)

## OBSERVATION

Intensive geo-targeting can limit campaign reach

## RECOMMENDATION

Group geo-targeted campaigns by state or region rather than by specific date ranges to position SPI with better competitive cost

# Google Display Network



## The right customers

- Target on specific demographics, lifestyle, psychographics and behavior data
- Reach qualified leads based on interests and intent to purchase
- Engage past site visitors with remarketing

## The right time

Layer contextual targeting on top of audience targeting to reach when they're in the right mindset

- Topic targeting
- Keyword and contextual targeting
- Placement targeting

## The right message

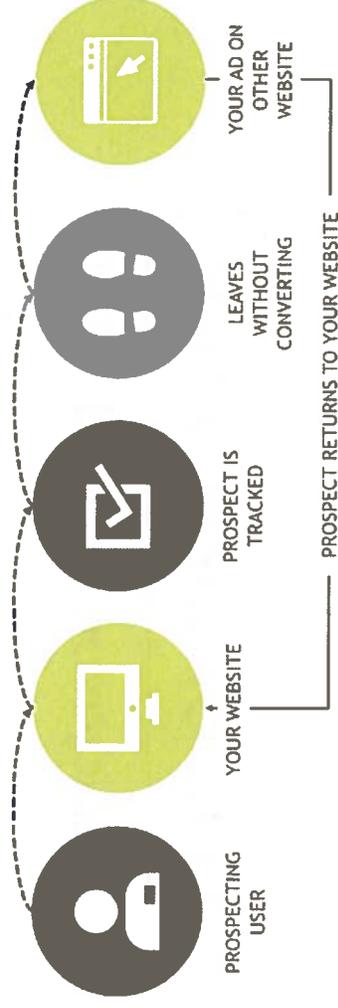
- Customize creative based on user behavior, interests or demographics
- Rich media drives user engagement and recall

# Remarketing

Remarketing enables advertisers to connect with visitors to your website who may not have made an immediate conversion. It allows you to position targeted ads in front of a defined audience that had previously visited your website as they browse elsewhere around the internet.

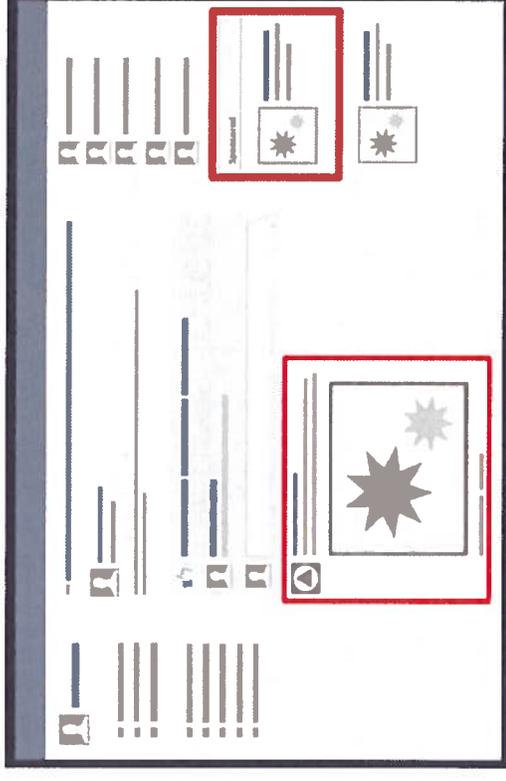
Generally, Remarketing results in

- Higher CTRs
- Higher Conversions
- Greater spend by consumer



# Social Advertising

Most successful social advertising today is deployed on Facebook and Twitter. Ads can appear in News Feed / Stream on desktop/mobile, and in the right column of Facebook on desktop. Ad content is sometimes paired with news about social actions that your friends have taken, like liking a page or favoriting a tweet.



# Other / Experimental

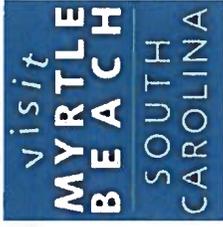
As an agency that specializes in tourism, we believe we're uniquely suited to utilize emerging digital channels to reach travelers in new and different ways. We typically recommend reserving 10% of a digital budget to explore emerging digital opportunities.

Some examples of emerging and evolving examples include:

- Video advertising on YouTube and Instagram
- Advanced geofencing to mobile devices

# Recommendations Summary

- Group geo-targeted campaigns by state or region rather than by SPI needs (example: Spring Break dates) for more competitiveness
- Create brand campaigns for display and measure performance on awareness, engagement and conversion - not just one
- Deploy more tightly defined audience segments by using web traffic patterns and serve personalized campaigns to each segment
- Utilize the unique targeting techniques that social media channels allow, like “Friends of Fans” or “Lookalike Audiences” to reach more of your profiled target audience
- Experiment with video ad formats deployed YouTube and Instagram
- Regularly institute A/B testing for both creative and landing pages
- Consider using Device ID Targeting (Advanced Geofencing) in future collegiate focused campaigns

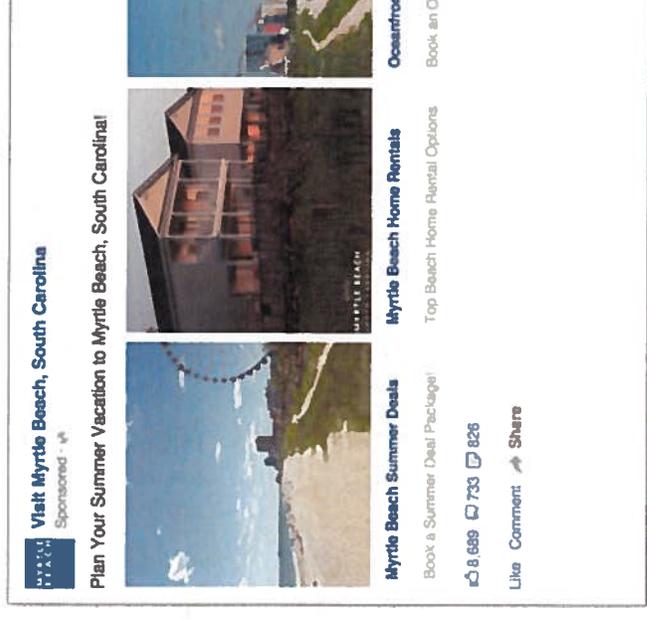


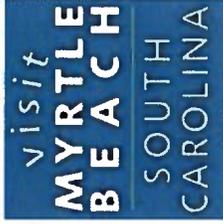
# Case Study Myrtle Beach CVB

## Facebook Targeted Campaigns

### Approach

The tourism marketing organization used Lookalike Audiences and carousel ads to stimulate last-minute demand for its popular summer tourist destination to drive qualified leads to conversion





# Case Study Myrtle Beach CVB

## Facebook Targeted Campaigns

### Results

- 55% Conversion Rate
- 2.4X better conversion rate than display ads on other channels
- 63% lower cost per conversion than campaign average

Source: <https://www.facebook.com/business/success/visit-myrtle-beach>



## Case Study Brand USA

Integrated Cross-Channel Google Campaign

### Approach

- Built brand experience through cross-channel marketing
- Used Google Display, YouTube and Google+ to build engagement
- Created a beautiful digital travel guide within Lightbox Ads
- Ran TrueView Ads across YouTube
- Used search and mobile to facilitate conversion

Source: <https://www.thinkwithgoogle.com/case-studies/brand-usa-case-study-video.html>



**Partner:** South Padre Island CVB  
**Date:** November 18, 2015

## **TAG Overview & Report**

---

### **Overview**

On Thursday, October 29, The Atkins Group (TAG) presented the SPI CVB Board with the interim campaign strategy, which included print, TV and web spots, website designs, web requirements, web sitemap, media flowchart plan Q1/Q2, PR strategy update, PPC/SEM update/report and website analytics information. Below is an update of progress made since 10/29 for Q1/Q2 print media, television, PPC/SEM campaigns, digital display and paid social media.

### **MEDIA FLOWCHART Q1/Q2**

TAG is in the process of implementing Q1/Q2 media initiatives based on the attached Media Plan Option A. Interim creative campaign efforts are underway to target seasonal opportunities and demographics while providing added-value insertions that are cost-effective and provide maximum exposure.

### **Targeted Demographics/Markets**

Spring Break – Collegiate Outreach  
Spring Break – Family Leisure Outreach  
Family Leisure – Texas including RGV  
Cold Weather Audiences – Midwest/Canada  
(*Winter Texans, Snowbirds, Couples/Empty Nesters*)  
RGV/Weekenders  
Mexico/Monterrey  
Groups/Meetings

### **Media Highlights**

PPC Campaign for Colleges – Ongoing	AARP Great Lakes/East Central – Dec/January
RGV Guidebook – November	<i>Ad with advertorial</i>
Brownsville International Airport Winter Flight Guide – November/December	Midwest Living – January/February
<i>Ad with events listing</i>	<i>Ad with advertorial</i>
Canadian Traveler – December	Spurs Annual Commemorative Yearbook – 2015/16 Spurs Season
Texas State Travel Guide – December	Texas Highways – January

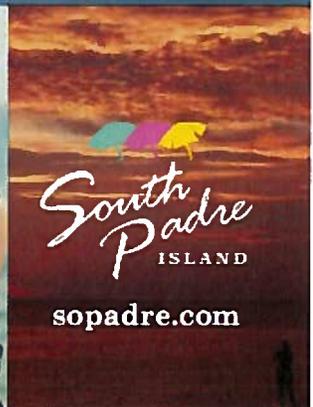
*See attached media flow chart and creative ad samples.*





## MVP OF THE GULF.

No other island earns the title for "Most Enjoyable Texas Beach" quite like South Padre Island. Experience paradise at [sopadre.com](http://sopadre.com)





**YOUR TROPICAL ISLAND GETAWAY IS NOT FAR AWAY.**



And it's calling you home. Visit [sopadre.com](http://sopadre.com)



CANADIAN TRAVELER



VISIT SOUTH PADRE, AN ISLAND THAT FEELS LIKE YOUR OWN.



And it's calling you home. Visit [sopadre.com](http://sopadre.com)



the **atkins** group

SPECIAL ADVERTISING SECTION



Visit South Padre,  
**AN ISLAND THAT FEELS LIKE YOUR OWN.**



Private islands can be hard to come by. Fortunately, there is one that awaits you...or at least seems that way. Visit South Padre Island and find fewer crowds than other tropical destinations. You'll discover enough sand, sun and quiet oceanfront for a weekend or a longer excursion; all of which can be best enjoyed by allowing calm waves to provide the

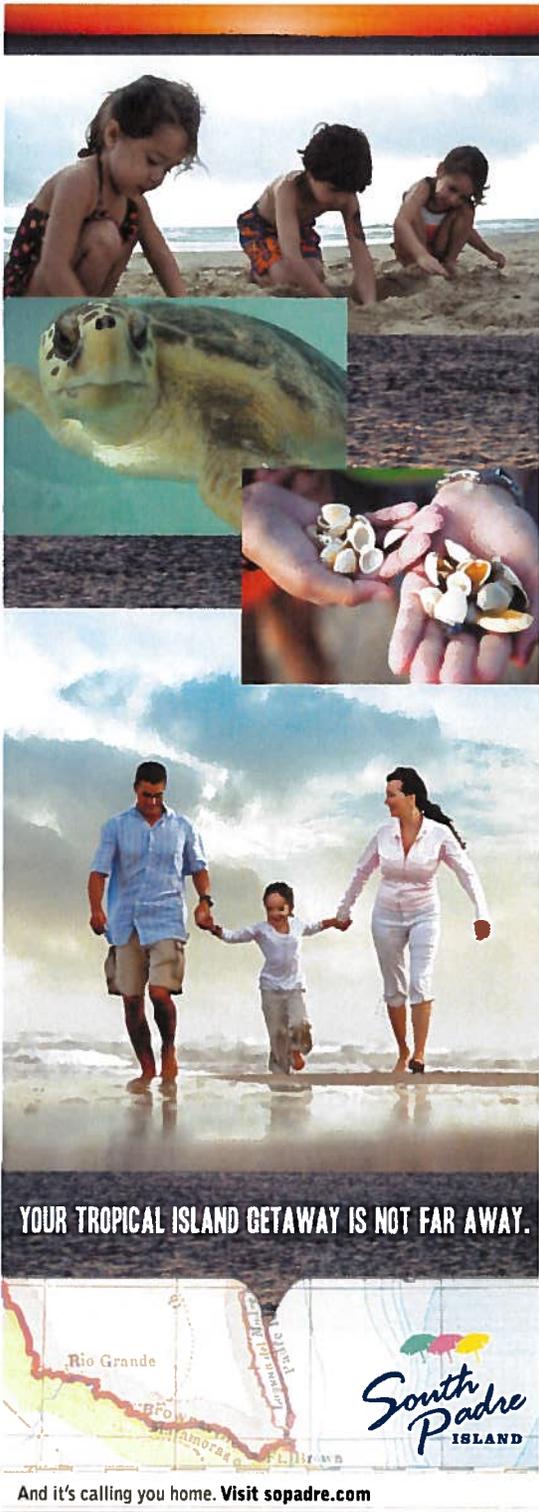
perfect backdrop for a romantic getaway or a busy day fishing. You won't be far from the best dining, golfing, shopping and spas available, no matter where you are on the island. So there is no need to plan. Just show up and enjoy. After all, that's how it should be when you've got an island to yourself. Explore your next escape at [sopadre.com](http://sopadre.com).



**YOUR TROPICAL ISLAND GETAWAY IS NOT FAR AWAY.**

And it's calling you home. Visit [sopadre.com](http://sopadre.com)





**YOUR TROPICAL ISLAND GETAWAY IS NOT FAR AWAY.**



And it's calling you home. Visit [sopadre.com](http://sopadre.com)



## DON'T OWN A PRIVATE ISLAND?

Visit one that feels that way. Escape to South Padre Island for fewer crowds and miles of the best dining, golfing, shopping and spas available.

Plan your next trip at [sopadre.com](http://sopadre.com)



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YOUR TROPICAL ISLAND GETAWAY IS NOT FAR AWAY.



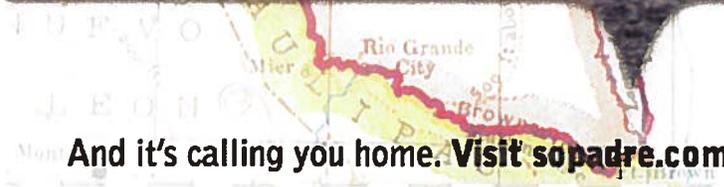
  
**South Padre**  
ISLAND

And it's calling you home. Visit [sopadre.com](http://sopadre.com)





**YOUR TROPICAL ISLAND GETAWAY IS NOT FAR AWAY.**



And it's calling you home. Visit [sopadre.com](http://sopadre.com)



## 10/30-11/12 SPI SPRING BREAK CAMPAIGN PERFORMANCE

### Google Adwords

Two College Spring Break campaigns are currently running on Google. Target A and Target B were created to reach two separate target groups.

#### Spring Break (Primary A Targets)

Type: Search Network, PPC

Target Audience: Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

Budget: \$162.50/day

Landing Pages: visit.sopadre.com/spring-break-2016/

#### #1 Spring Break Spot

Plan a Trip to the Top Spring Break Location, South Padre Island!  
www.sopadre.com/spring-break

#### Hub For Spring Break Fun

Plan Your South Padre Spring Break! Find Hotel Deals, Parties & More.  
www.sopadre.com/spring-break

#### Spring Break on the Beach

Visit South Padre Island for Wild Parties & Awesome Beach Bars!  
www.sopadre.com/spring-break-2016

#### {Keyword: Spring Break Ideas}

Plan an Amazing Spring Break Trip to South Padre, TX! Get Info Here.  
www.sopadre.com/spring-break

#### Spring Break 2016

#1 Spring Break Location in the US. Start Your 2016 Spring Break Now!  
sopadre.com/Spring-Break-2016 (mobile)

#### Stay, Play, Party All Day

Plan An Amazing Spring Break. Book Your South Padre Hotel Now!  
www.sopadre.com/spring-break

#### 2016 Spring Break Spots

South Padre is the Perfect Spring Break Location! Find Out Why Here.  
www.sopadre.com/spring-break

#### {Keyword: Last Minute Spring Break}

Plan an Amazing Spring Break Trip to South Padre, TX! Get Info Here.  
www.sopadre.com/spring-break

#### 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Spring Break (A)	17,351	544	3.14%	\$2.81	\$162.50/day	\$1,528



## Spring Break (Primary B Targets)

**Type:** Search Network, PPC

**Target Audience:** Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, EXCLUDING South Padre

**Budget:** \$162.50/day

**Landing Pages:** [visit.sopadre.com/spring-break-2016/](http://visit.sopadre.com/spring-break-2016/)

### #1 Spring Break Spot

Plan a Trip to the Top Spring Break Location, South Padre Island!  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### Spring Break on the Beach

Visit South Padre Island for Wild Parties & Awesome Beach Bars!  
[www.sopadre.com/spring-break-2016](http://www.sopadre.com/spring-break-2016)

### Spring Break 2016

#1 Spring Break Location in the US. Start Your 2016 Spring Break Now!  
[sopadre.com/Spring-Break-2016](http://sopadre.com/Spring-Break-2016) (mobile)

### 2016 Spring Break Spots

South Padre is the Perfect Spring Break Location! Find Out Why Here.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### (Keyword: Spring Break Ideas)

Plan an Amazing Spring Break Trip to South Padre, TX! Get Info Here.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### Stay, Play, Party All Day

Plan An Amazing Spring Break. Book Your South Padre Hotel Now!  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### Hub For Spring Break Fun

Plan Your South Padre Spring Break! Find Hotel Deals, Parties & More.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### 2016 Spring Break Spots

South Padre is the Perfect Spring Break Location! Find Out Why Here.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

## 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
<b>Spring Break (B)</b>	18,537	589	3.18%	\$3.11	\$162.50	\$1,831



## Bing/Yahoo

Two College Spring Break campaigns are currently running on Bing/Yahoo. Target A and Target B were created to reach two separate target groups.

### Spring Break (Primary A Targets)

**Type:** Search Network, PPC

**Target Audience:** Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

**Budget:** \$162.50/day

**Landing Pages:** [visit.sopadre.com/spring-break-2016/](http://visit.sopadre.com/spring-break-2016/)

#### #1 Spring Break Spot

Plan a Trip to the Top Spring Break Location. South Padre Island!  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

#### Spring Break on the Beach

Visit South Padre Island for Wild Parties & Awesome Beach Bars!  
[www.sopadre.com/spring-break-2016](http://www.sopadre.com/spring-break-2016)

#### Spring Break 2016

#1 Spring Break Location in the US. Start Your 2016 Spring Break Now!  
[sopadre.com/Spring-Break-2016](http://sopadre.com/Spring-Break-2016) (mobile)

#### 2016 Spring Break Spots

South Padre is the Perfect Spring Break Location! Find Out Why Here.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

#### Hub For Spring Break Fun

Plan Your South Padre Spring Break! Find Hotel Deals, Parties & More.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

#### {Keyword: Spring Break Ideas}

Plan an Amazing Spring Break Trip to South Padre, TX! Get Info Here.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

#### Stay, Play, Party All Day

Plan An Amazing Spring Break. Book Your South Padre Hotel Now!  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

#### {Keyword: Last Minute Spring Break}

Plan an Amazing Spring Break Trip to South Padre, TX! Get Info Here.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Spring Break (A)	965	37	3.83%	\$1.95	\$162.50/day	\$72.25



## Spring Break (Primary B Targets)

**Type:** Search Network, PPC

**Target Audience:** Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, EXCLUDING South Padre

**Budget:** \$162.50/day

**Landing Pages:** [visit.sopadre.com/spring-break-2016/](http://visit.sopadre.com/spring-break-2016/)

### #1 Spring Break Spot

Plan a Trip to the Top Spring Break Location, South Padre Island!  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### {Keyword:Spring Break Ideas}

Plan an Amazing Spring Break Trip to South Padre, TX! Get Info Here.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### Spring Break on the Beach

Visit South Padre Island for Wild Parties & Awesome Beach Bars!  
[www.sopadre.com/spring-break-2016](http://www.sopadre.com/spring-break-2016)

### Stay, Play, Party All Day

Plan An Amazing Spring Break. Book Your South Padre Hotel Now!  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### Spring Break 2016

#1 Spring Break Location in the US. Start Your 2016 Spring Break Now!  
[sopadre.com/Spring-Break-2016](http://sopadre.com/Spring-Break-2016) (mobile)

### Hub For Spring Break Fun

Plan Your South Padre Spring Break! Find Hotel Deals, Parties & More.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### 2016 Spring Break Spots

South Padre is the Perfect Spring Break Location! Find Out Why Here.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

### 2016 Spring Break Spots

South Padre is the Perfect Spring Break Location! Find Out Why Here.  
[www.sopadre.com/spring-break](http://www.sopadre.com/spring-break)

## 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Spring Break (B)	1,169	31	2.65%	\$1.74	\$162.50	\$53.87



## Facebook

Two College Spring Break campaigns are currently running on Facebook. Target A and Target B were created to reach two separate target groups.

### Spring Break (A Targets)

**Type:** Desktop News Feed and Mobile News Feed

**Target Audience:** University of Illinois at Urbana-Champaign, Western Michigan University, Penn State, Central Michigan University, UTEP - The University of Texas at El Paso, Illinois State University, Arizona State University, Butler University (Official Page), Sam Houston State University, Bowling Green State University, The University of South Dakota, Ferris State University, Baylor University, Missouri State University, South Dakota State University, Michigan State University, St. Cloud State University, California University of Pennsylvania, Texas Christian University, Coastal Carolina University, Southern Methodist University, Bridgewater State University, Minneapolis, Minnesota, Bloomberg Law for University of Pennsylvania Law School Students, Texas A&M University, Lake Forest College, MCPHS University - Worcester Campus, University of Virginia, College of Charleston, Assumption College, Stonehill College, East Carolina University, Boston University, Minnesota State University, Mankato, Clarion University of Pennsylvania, University of Minnesota Duluth, Lynchburg College, Northwestern University, James Madison University, University of Vermont, University of Central Florida, High Point University, University of South Carolina, Wentworth Institute of Technology, Rhode Island College (RIC), Gordon College, MCPHS University Boston Campus, Roger Williams University, Virginia Tech, George Mason University, Emerson College, Le Moyne College, The College of William & Mary, La Salle University, Vanderbilt University, Mount Ida College, Fairfield University, College of the Holy Cross, Sacred Heart University, Carnegie Mellon University, Boston College, Clark University, The George Washington University or University of Pittsburgh

Age: 19–23

**Budget:** \$162.50/day

**Landing Pages:** <http://visit.sopadre.com/spring-break-2016/>

**South Padre Island Spring Break**  
Sponsored

Get ready for your 2016 spring break trip. Plan your trip to South Padre Island today!

**Plan for Spring Break**  
Visit us to learn more about S...  
sopadre.com/springbreak

Learn More

**South Padre Island Spring Break**  
Sponsored

Find wild parties & awesome beach bars in South Padre Island. Start planning today!

**Ready for Spring Break?**  
Visit us to learn more about S...  
sopadre.com/springbreak

Learn More

**South Padre Island Spring Break**  
Sponsored

Spring break in South Padre! Get info & start planning an amazing trip here!

**#1 Spring Break Destination**  
sopadre.com/springbreak

Learn More

**South Padre Island Spring Break**  
Sponsored

Spring break in South Padre! Get info & start planning an amazing trip here!

**#1 Spring Break Destination**  
sopadre.com/springbreak

Learn More

### 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Total Budget	Total Spent
<b>A Targets</b>	515,892	7,657	1.48%	\$0.15	\$162.50	\$1,113



## Spring Break (B Targets)

**Type:** Desktop News Feed and Mobile News Feed

**Target Audience:** Texas A&M University, University of Illinois at Urbana-Champaign, Binghamton N Y, University of Missouri-Columbia, St.Edwards, United States Naval Academy, University of Northern Iowa Jump Start, Miami University of Ohio, University of Central Arkansas Families, The University of Oklahoma, Pittsburg State University, Polsky Building, Western Illinois University, Temple College, University of Wisconsin - Whitewater, University of Maryland- College Park, University of Nebraska at Kearney, Canisius College, Hastings College, Lafayette College, UIUC College of Business, Bemidji State University, University of Wisconsin-River Falls, Eastern Kentucky University, Clarkson University, University of Delaware, The University of Texas at Arlington, Colorado State University, Tulane University, The University of North Carolina at Chapel Hill, Syracuse University, Brown University, St. Edward's University, Texas State University, University of Wisconsin Milwaukee, Purdue University Main Campus, University of Central Oklahoma, Kent State University, Fort Hays State University, University of Louisiana at Lafayette, Eastern New Mexico University, UTSA - The University of Texas at San Antonio, Angelo State University, The University of New Mexico - UNM, Truman State University, University of Wisconsin-Stout, The University of Texas at Austin, University of Wisconsin-Eau Claire, ASU-Mountain Home, Missouri University of Science and Technology, Wayne State University, Eastern Michigan University, Siena College, Abilene Christian University, West Virginia University, Emporia State University, Stephen F. Austin State University, DePaul University, Towson University, Southern Illinois University Carbondale, Oklahoma State University, University of Iowa, Texas Tech University, Yale University, New Mexico State University, Coe College, Eastern Illinois University, Kansas State University, University of Wisconsin-Madison, Indiana University, Rensselaer Polytechnic Institute, University of Nebraska at Omaha, University of New Hampshire, The University of Arizona, University of Northern Iowa, University of Rhode Island, University of Central Missouri, University of Arkansas, Dickinson College, The Ohio State University, Arkansas State University, University of Nebraska-Lincoln, Wichita State University, Northern Illinois University, Western Kentucky University, University of Central Arkansas, University of Colorado Boulder, Hofstra University, The University of Akron, Iowa State University, University at Buffalo, University of Tennessee, Knoxville, Cornell University, University of Minnesota, University at Albany - SUNY or LSU

Age: 19-23

Budget: \$162.50/day

Landing Pages: <http://visit.sopadre.com/spring-break-2016/>

The image shows four social media ad screenshots for South Padre Island Spring Break. Each ad features a different image: a group of people at a beach bar, women carrying a surfboard on their shoulders, a group of people at a beach bar, and a group of people at a beach bar. Each ad includes a 'Sponsored' label, a headline, a call to action, and a 'Learn More' link.

### 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
<b>B Targets</b>	484,465	8,377	1.32%	\$0.13	\$162.50	\$1,094



## Instagram

### Spring Break (A Targets)

**Type:** Desktop News Feed and Mobile News Feed

**Target Audience:** University of Illinois at Urbana-Champaign, Western Michigan University, Penn State, Central Michigan University, UTEP - The University of Texas at El Paso, Illinois State University, Arizona State University, Butler University (Official Page), Sam Houston State University, Bowling Green State University, The University of South Dakota, Ferris State University, Baylor University, Missouri State University, South Dakota State University, Michigan State University, St. Cloud State University, California University of Pennsylvania, Texas Christian University, Coastal Carolina University, Southern Methodist University, Bridgewater State University, Minneapolis, Minnesota, Bloomberg Law for University of Pennsylvania Law School Students, Texas A&M University, Lake Forest College, MCPHS University - Worcester Campus, University of Virginia, College of Charleston, Assumption College, Stonehill College, East Carolina University, Boston University, Minnesota State University, Mankato, Clarion University of Pennsylvania, University of Minnesota Duluth, Lynchburg College, Northwestern University, James Madison University, University of Vermont, University of Central Florida, High Point University, University of South Carolina, Wentworth Institute of Technology, Rhode Island College (RIC), Gordon College, MCPHS University Boston Campus, Roger Williams University, Virginia Tech, George Mason University, Emerson College, Le Moyne College, The College of William & Mary, La Salle University, Vanderbilt University, Mount Ida College, Fairfield University, College of the Holy Cross, Sacred Heart University, Carnegie Mellon University, Boston College, Clark University, The George Washington University or University of Pittsburgh

**Age:** 19–23

**Budget:** \$75/day

**Landing Pages:** <http://visit.sopadre.com/spring-break-2016/>

Preview

Instagram



Preview

Instagram



### 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Total Budget	Total Spent
<b>A Targets</b>	100,689	1,369	1.74%	\$0.37	\$75	\$510



## Spring Break (B Targets)

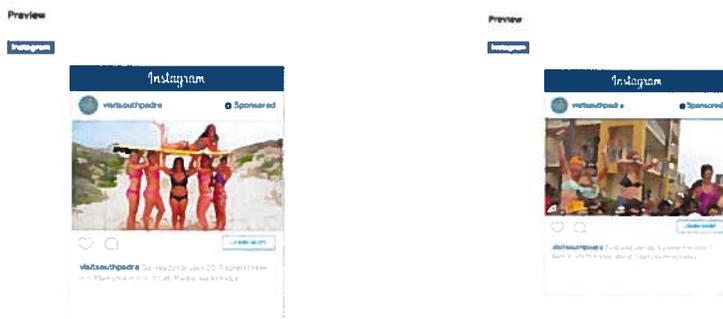
**Type:** Desktop News Feed and Mobile News Feed

**Target Audience:** Texas A&M University, University of Illinois at Urbana-Champaign, Binghamton N Y, University of Missouri-Columbia, St.Edwards, United States Naval Academy, University of Northern Iowa Jump Start, Miami University of Ohio, University of Central Arkansas Families, The University of Oklahoma, Pittsburg State University, Polsky Building, Western Illinois University, Temple College, University of Wisconsin - Whitewater, University of Maryland- College Park, University of Nebraska at Kearney, Canisius College, Hastings College, Lafayette College, UIUC College of Business, Bemidji State University, University of Wisconsin-River Falls, Eastern Kentucky University, Clarkson University, University of Delaware, The University of Texas at Arlington, Colorado State University, Tulane University, The University of North Carolina at Chapel Hill, Syracuse University, Brown University, St. Edward's University, Texas State University, University of Wisconsin Milwaukee, Purdue University Main Campus, University of Central Oklahoma, Kent State University, Fort Hays State University, University of Louisiana at Lafayette, Eastern New Mexico University, UTSA - The University of Texas at San Antonio, Angelo State University, The University of New Mexico - UNM, Truman State University, University of Wisconsin-Stout, The University of Texas at Austin, University of Wisconsin-Eau Claire, ASU-Mountain Home, Missouri University of Science and Technology, Wayne State University, Eastern Michigan University, Siena College, Abilene Christian University, West Virginia University, Emporia State University, Stephen F. Austin State University, DePaul University, Towson University, Southern Illinois University Carbondale, Oklahoma State University, University of Iowa, Texas Tech University, Yale University, New Mexico State University, Coe College, Eastern Illinois University, Kansas State University, University of Wisconsin-Madison, Indiana University, Rensselaer Polytechnic Institute, University of Nebraska at Omaha, University of New Hampshire, The University of Arizona, University of Northern Iowa, University of Rhode Island, University of Central Missouri, University of Arkansas, Dickinson College, The Ohio State University, Arkansas State University, University of Nebraska-Lincoln, Wichita State University, Northern Illinois University, Western Kentucky University, University of Central Arkansas, University of Colorado Boulder, Hofstra University, The University of Akron, Iowa State University, University at Buffalo, University of Tennessee, Knoxville, Cornell University, University of Minnesota, University at Albany - SUNY or LSU

**Age:** 19-23

**Budget:** \$75/day

**Landing Pages:** <http://visit.sopadre.com/spring-break-2016/>



### 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
<b>B Targets</b>	123,618	2,417	1.95%	\$0.37	\$75	\$894



## Retargeting/AdRoll

### Web Retargeting Spring Break 2016 Campaign

#### 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
<b>Web Retargeting</b>	110,706	137	0.12%	\$4.81	\$303/week	\$659

### Facebook Retargeting Spring Break 2016 Campaign

#### 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
<b>Facebook Retargeting</b>	1,406,873	172	.01%	\$3.53	\$303/week	\$607



## 10/30-11/12 SPI SPRING BREAK CAMPAIGN UNBOUNCE PERFORMANCE

### Unbounce Page

*visit.sopadre.com/spring-break-2016*

**Total Email Leads** 109

### Breakdown by Channel

Google	70
Bing/Yahoo	5
Facebook	3
Instagram	12

### Universities/Colleges

Adelphi	1		
Assumption College	2	Minnesota State/Mankato	1
Abilene State University	1	Missouri State	3
Butler University	1	North Texas	1
Canisius College	2	Northern Illinois University	1
Carroll University	1	Ohio State	1
Central Michigan University	2	Oklahoma State	4
College of Charleston	1	Penn State	1
College of St. Scholastica	2	Rose State College	1
Colorado State	3	Sam Houston State	1
Cortland University	1	Scottsdale Community	1
Eastern Illinois	3	SDSU	1
Emporia State	1	Shoemaker	1
Hofstra University	1	South Dakota State	1
Hudson Valley Community	1	Southern Illinois University	2
Illinois State	1	Southern Methodist U	1
IUPUI	1	St. Cloud State	1
Kent State	2	SUNY Cortland	1
McMurray University	1	Texas A&M	1
Miami University	2	TSU	1
Michigan State	11	Texas Tech	2
University at Albany	1	University of Central Arkansas	1
University at Buffalo	1		
University of Arkansas	1		
University of Buffalo	1		



University of Central Oklahoma 1  
 University of Illinois 1  
 Louisiana U/Lafayette 1  
 University of Minnesota Duluth 2  
 University of Missouri 1  
 U of Nebraska/Kearny 1  
 U of Nebraska/Omaha 1  
 University of Nebraska-Lincoln 1  
 University of Northern Iowa 1  
 University of Oklahoma 1  
 University of Rhode Island 1

University of South Carolina 1  
 University of South Dakota 1  
 University of Texas at El Paso 1  
 University of Texas SA 1  
 U Whitewater Wisconsin 1  
 UT El Paso 1  
 UW Eau Claire 1  
 UW Whitewater 1  
 Wayne State University 1  
 Western Illinois U 1  
 Western Michigan University 5

South Padre ISLAND "The #1 Spring Break Destination" USNews

# SPRING BREAK 2016 DEALS

## Get Hotel & Condo Info

Let us do the planning for you! Get exclusive rates and deals from our lodging partners:

First Name \*

Last Name \*

Email \*

When is Your Spring Break? \*

College/University \*

Number of People in Your Group

Comments (Optional)

**HIT IT!**



# OCTOBER 2015 SPI GENERAL AWARENESS CAMPAIGN PERFORMANCE

## Google Adwords

Two campaigns are currently running and were selected because of historically high performance and CTRs.

### Accommodations (targeted to Mexico)

**Type:** Search Network, PPC

**Target Audience:** Nuevo Leon, San Luis Potosi, Mexico City, Monterrey, Tampico; EXCLUDING South Padre, Port Isabel

**Budget:** \$75/day

**Landing Pages:** [visit.sopadre.com/deals/](http://www.sopadre.com/deals/),

<http://www.sopadre.com/lodging/condos/>, [www.sopadre.com/lodging/campgrounds/](http://www.sopadre.com/lodging/campgrounds/)

#### South Padre Resorts

Enjoy South Padre Resort Deals!  
Book Sun - Wed for Great Rates.  
[www.sopadre.com/Resorts](http://www.sopadre.com/Resorts)

#### {Keyword:Camping in South Padre}

Pack Up Your RV & Camp On South Padre Island's Beautiful Beaches!  
[www.sopadre.com/camping](http://www.sopadre.com/camping)

#### South Padre Hotel Deals

Enjoy A Beach Getaway to SPI!  
Find Great Weekday Rates Here.  
[www.sopadre.com/beach-hotels](http://www.sopadre.com/beach-hotels)

#### {Keyword:Resorts in South Padre}

Get Away to South Padre Island.  
Plan Your Visit With Weekday Deals!  
[www.sopadre.com/Resorts](http://www.sopadre.com/Resorts)

#### South Padre Campgrounds

Find Camp Sites & RV Parks on the Beaches of South Padre Island!  
[www.sopadre.com/camping](http://www.sopadre.com/camping)

#### {Keyword:South Padre Beach Hotels}

Check Out the Deals on South Padre.  
Get Great Rates - Book Sun - Wed!  
[www.sopadre.com/beach-hotels](http://www.sopadre.com/beach-hotels)

#### South Padre Resort Deals

Get Away to South Padre Island.  
Plan Your Visit With Weekday Deals!  
[www.sopadre.com/Resorts](http://www.sopadre.com/Resorts)

#### SoPadre Vacation Rentals

Find South Padre Vacation Rentals, Condos, Beach Homes & More!  
[www.sopadre.com/vacation-rentals](http://www.sopadre.com/vacation-rentals)

#### South Padre Beach Hotels

Enjoy South Padre Hotel Deals!  
Book Sun - Wed for Great Rates.  
[www.sopadre.com/beach-hotels](http://www.sopadre.com/beach-hotels)

#### South Padre Hotel Deals

Get Away to South Padre Island.  
Plan Your Visit With Weekday Deals!  
[www.sopadre.com/hotels](http://www.sopadre.com/hotels)

#### {Keyword:SoPadre Vacation Rentals}

Check Out South Padre's Condos, Beach Houses & Vacation Rentals!  
[www.sopadre.com/condos](http://www.sopadre.com/condos)

#### South Padre Motels

Enjoy South Padre Motel Deals!  
Book Sun - Wed for Great Rates.  
[www.sopadre.com/Motels](http://www.sopadre.com/Motels)

#### South Padre Hotels

Enjoy South Padre Hotel Deals!  
Book Sun - Wed for Great Rates.  
[www.sopadre.com/hotels](http://www.sopadre.com/hotels)

#### SoPadre Vacation Rentals

Find South Padre Vacation Rentals, Condos, Beach Homes & More!  
[www.sopadre.com/vacation-rentals](http://www.sopadre.com/vacation-rentals)

#### {Keyword:Motels in South Padre}

Get Away to South Padre Island.  
Plan Your Visit With Weekday Deals!  
[www.sopadre.com/Motels](http://www.sopadre.com/Motels)

#### {Keyword:Hotels in South Padre}

Get Away to South Padre Island.  
Plan Your Visit With Weekday Deals!  
[www.sopadre.com/beach-hotels](http://www.sopadre.com/beach-hotels)

#### {Keyword:SoPadre Vacation Rentals}

Check Out South Padre's Condos, Beach Houses & Vacation Rentals!  
[www.sopadre.com/condos](http://www.sopadre.com/condos)

#### South Padre Motel Deals

Get Away to South Padre Island.  
Plan Your Visit With Weekday Deals!  
[www.sopadre.com/Motels](http://www.sopadre.com/Motels)

### 10/29-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Accommodations	1,311	39	2.97%	\$2.46	\$75/day	\$96



## Things to Do

**Type:** Search Network, PPC

**Target Audience:** United States EXCLUDING South Padre

**Budget:** \$75/day

**Landing Pages:** [www.sopadre.com/things-to-do/attractions/](http://www.sopadre.com/things-to-do/attractions/), [www.sopadre.com/things-to-do/](http://www.sopadre.com/things-to-do/), [www.sopadre.com/things-to-do/eco-tourism/](http://www.sopadre.com/things-to-do/eco-tourism/), [www.sopadre.com/things-to-do/nightlife/](http://www.sopadre.com/things-to-do/nightlife/), [www.sopadre.com/things-to-do/beach/](http://www.sopadre.com/things-to-do/beach/)

{Keyword:South Padre Island Clubs}  
Enjoy Live Music, Dancing & More!  
Visit the South Padre Island Clubs.  
[www.sopadre.com/night-clubs](http://www.sopadre.com/night-clubs)

**South Padre Attractions**  
Enjoy an Adventure on South Padre  
Island. Find Local Attractions Here  
[www.sopadre.com/attractions](http://www.sopadre.com/attractions)

**South Padre Activities**  
Enjoy Fun Activities on South Padre  
Island, TX. View Things to Do Here!  
[www.sopadre.com/activities](http://www.sopadre.com/activities)

**South Padre Attractions**  
Enjoy an Adventure on South Padre  
Island. Find Local Attractions Here  
[www.sopadre.com/attractions](http://www.sopadre.com/attractions)

{Keyword:South Padre Attractions}  
Find Fun Attractions in South Padre  
Island. View Local Listings & Info!  
[www.sopadre.com/attractions](http://www.sopadre.com/attractions)

{Keyword:South Padre Activities}  
Looking for Activities in South  
Padre Island? Find Things to Do!  
[www.sopadre.com/activities](http://www.sopadre.com/activities)

{Keyword:South Padre Attractions}  
Find Fun Attractions in South Padre  
Island. View Local Listings & Info!  
[www.sopadre.com/attractions](http://www.sopadre.com/attractions)

**South Padre Things to Do**  
Experience South Padre Island with  
Our Things to Do & Attractions.  
[www.sopadre.com/things-to-do](http://www.sopadre.com/things-to-do)

**South Padre Nightlife**  
Get the Party Started at Over 50  
South Padre Night Clubs & Bars!  
[www.sopadre.com/nightlife](http://www.sopadre.com/nightlife)

**South Padre Beaches**  
Relax & Enjoy the Beaches in South  
Padre Island. Get Beach Info Here!  
[www.sopadre.com/beaches](http://www.sopadre.com/beaches)

{Keyword:South Padre Things to Do}  
Find a Variety of Things to Do in  
South Padre Island. Start Planning!  
[www.sopadre.com/things-to-do](http://www.sopadre.com/things-to-do)

{Keyword:Nightlife in South Padre}  
Don't Miss South Padre Island's  
Nightlife! Find Clubs & Bars.  
[www.sopadre.com/nightlife](http://www.sopadre.com/nightlife)

{Keyword:South Padre Island Beach}  
Check Out the Beautiful South Padre  
Island Beach Activities & More!  
[www.sopadre.com/beaches](http://www.sopadre.com/beaches)

**South Padre Eco-Tourism**  
Learn About South Padre Island's  
Nature & Conservation Efforts!  
[www.sopadre.com/eco-tourism](http://www.sopadre.com/eco-tourism)

**South Padre Nightlife**  
Get the Party Started at Over 50  
South Padre Night Clubs & Bars!  
[www.sopadre.com/nightlife](http://www.sopadre.com/nightlife)

**South Padre Eco-Tourism**  
Learn About South Padre Island's  
Nature & Conservation Efforts!  
[www.sopadre.com/eco-tourism](http://www.sopadre.com/eco-tourism)

{Keyword:South Padre Eco-Tourism}  
Branded as an Eco-Tourism Location  
Enjoy the Nature of South Padre TX!  
[www.sopadre.com/eco-tourism](http://www.sopadre.com/eco-tourism)

{Keyword:Nightlife in South Padre}  
Don't Miss South Padre Island's  
Nightlife! Find Clubs & Bars.  
[www.sopadre.com/nightlife](http://www.sopadre.com/nightlife)

{Keyword:South Padre Eco-Tourism}  
Branded as an Eco-Tourism Location.  
Enjoy the Nature of South Padre TX!  
[www.sopadre.com/eco-tourism](http://www.sopadre.com/eco-tourism)

**South Padre Eco-Tourism**  
Visit this Eco-Tourism Destination.  
Enjoy the Nature of South Padre TX!  
[www.sopadre.com/eco-tourism](http://www.sopadre.com/eco-tourism)

**South Padre Island Clubs**  
Get the Party Started at Over 50  
South Padre Night Clubs & Bars!  
[www.sopadre.com/night-clubs](http://www.sopadre.com/night-clubs)

### 10/30-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
<b>Things to do</b>	40,408	936	2.32%	\$0.80	\$75/day	\$745



## Winter Texans

**Type:** Search Network, PPC

**Target Audience:** United States EXCLUDING South Padre

**Budget:** \$75/day

**Landing Pages:** [sopadre.com/winter-texans](http://sopadre.com/winter-texans)

### Trying to Escape the Cold

Plan a Trip to Warm and Sunny

South Padre Texas this Winter!

[www.sopadre.com/winter-texans](http://www.sopadre.com/winter-texans)

### Texas Travel Deals

Travel to Warm & Sunny South Padre!

Find Winter Hotels, Condos & More.

[www.sopadre.com/winter-texans](http://www.sopadre.com/winter-texans)

{Keyword: Texas Winter Travel}

Get Away from the Winter Cold with  
a Trip to South Padre TX! Get Info.

[www.sopadre.com/winter-texans](http://www.sopadre.com/winter-texans)

### 10/29-11/12 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Winter Texans	85,629	410	0.48%	\$1.83	\$75/day	\$748.36



## FAMILY SPRING BREAK CAMPAIGN

Based on CVB Board direction to spend \$50,000 geared toward Family Spring Break PPC marketing efforts, we will be implementing the following campaign on November 16. The campaign will run through March 11.

Target audience for this campaign is primarily women, age 25-49, with children, and would recommend focusing on the major Texas markets (excluding SPI) and emphasizing Dallas since their Spring Break is the first week in March.

Budget breakdown would be as follows:

November \$5,000

December \$5,000

January \$10,000

February \$20,000

March \$10,000

25% Google

25% Bing/Yahoo

25% Facebook

25% Remarketing

*\*Adjust based upon evaluations.*



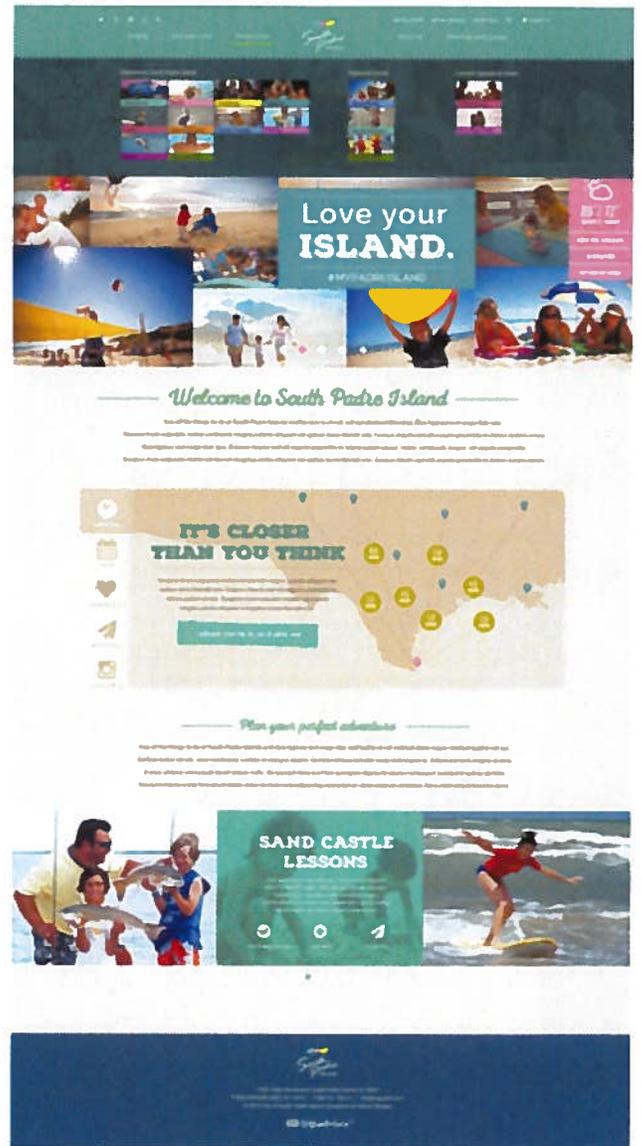
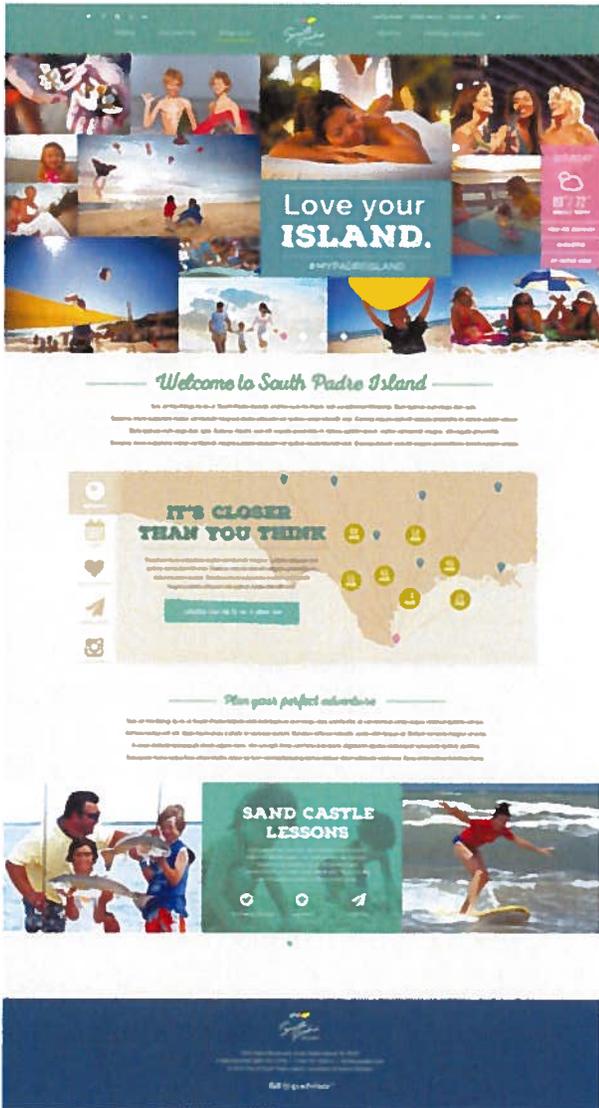


## WEBSITE

A website design was chosen and TAG is in the process of completing design/pages, identifying content and beginning the programming process for a January 30 launch. Please see attachment for website design.

### Timeline

November	Complete design/create pages/developing content
December	Programming/content migration/bug testing
January	Programming/content migration/bug testing
January 30	Live



## ANALYTICS

TAG has linked Google Adwords and Google Analytics, allowing us to more closely analyze CTRs and website page visits (bounce rates, pages/session). Currently, the “Things to Do” campaign is resulting in the highest amount of sessions and the lowest bounce rate. It also has the highest average view at approximately three minutes per website visit. Our goal with the new website is to create a more user-friendly website that engages the user, resulting in lower bounce rates and higher average views per page/session. We are also seeing mobile is king regarding accessing site information and we have designed a solid website that is not only optimized for desktop, but for mobile and tablet devices, too.

Overall, visits, unique visitors and page visits have increased while average visit duration has decreased during this time last year. In Texas, Houston, Dallas and San Antonio lead the most sessions. Number two in the United States for most sessions is Illinois, followed by Michigan, Minnesota and California. For more insights, please review the below graphs which provide a comparison between October 15-November 12, 2014 and October 15-November 12, 2015.



## VISITS, PAGEVIEWS, UNIQUE VISITORS COMPARISON

### Visits

Oct 12, 2015 - Nov 12, 2015

**106,634**

% of Total 100.00% (106,634)



Oct 12, 2014 - Nov 12, 2014

**60,325**

% of Total 100.00% (60,325)



### Pageviews and Unique Pageviews by Page

Oct 12, 2015 - Nov 12, 2015

**237,295**

% of Total 100.00% (237,295)



Oct 12, 2014 - Nov 12, 2014

**187,661**

% of Total 100.00% (187,661)



### Unique Visitors

Oct 12, 2015 - Nov 12, 2015

**73,680**

% of Total 100.00% (73,680)



Oct 12, 2014 - Nov 12, 2014

**45,009**

% of Total 100.00% (45,009)



### Pages / Visit

Oct 12, 2015 - Nov 12, 2015

**2.23**

Avg for View: 2.23 (0.00%)



Oct 12, 2014 - Nov 12, 2014

**3.11**

Avg for View: 3.11 (0.00%)



### Avg. Visit Duration

Oct 12, 2015 - Nov 12, 2015

**00:01:48**

Avg for View: 00:01:48 (0.00%)



Oct 12, 2014 - Nov 12, 2014

**00:02:43**

Avg for View: 00:02:43 (0.00%)



### % New Visits

Oct 12, 2015 - Nov 12, 2015

**63.85%**

Avg for View: 63.85% (0.00%)



Oct 12, 2014 - Nov 12, 2014

**69.97%**

Avg for View: 69.97% (0.00%)



## HIGHEST-RANKING VISITS BY COUNTRY COMPARISON

### Visits and Avg. Visit Duration by Country / Territory

Country	Sessions	Avg. Session Duration
 United States		
Oct 12, 2015 - Nov 12, 2015	96,290	00:01:52
Oct 12, 2014 - Nov 12, 2014	56,259	00:02:44
<b>% Change</b>	<b>71.15%</b>	<b>-31.56%</b>
 Mexico		
Oct 12, 2015 - Nov 12, 2015	6,799	00:00:36
Oct 12, 2014 - Nov 12, 2014	1,056	00:02:41
<b>% Change</b>	<b>543.84%</b>	<b>-77.77%</b>
 Canada		
Oct 12, 2015 - Nov 12, 2015	1,742	00:02:44
Oct 12, 2014 - Nov 12, 2014	1,393	00:03:01
<b>% Change</b>	<b>25.05%</b>	<b>-9.21%</b>

## REGION VISITS COMPARISON

### Visits and Pages / Visit by RegionNew Widget

Region	Sessions	Pages / Session
<b>Texas</b>		
Oct 12, 2015 - Nov 12, 2015	37,187	2.51
Oct 12, 2014 - Nov 12, 2014	28,797	3.13
<b>% Change</b>	<b>29.13%</b>	<b>-19.83%</b>
<b>Illinois</b>		
Oct 12, 2015 - Nov 12, 2015	5,442	2.19
Oct 12, 2014 - Nov 12, 2014	2,347	3.03
<b>% Change</b>	<b>131.87%</b>	<b>-27.98%</b>
<b>Michigan</b>		
Oct 12, 2015 - Nov 12, 2015	4,842	1.70
Oct 12, 2014 - Nov 12, 2014	1,470	2.90
<b>% Change</b>	<b>229.39%</b>	<b>-41.29%</b>
<b>California</b>		
Oct 12, 2015 - Nov 12, 2015	2,822	1.94
Oct 12, 2014 - Nov 12, 2014	1,828	2.67
<b>% Change</b>	<b>54.38%</b>	<b>-27.37%</b>
<b>New York</b>		
Oct 12, 2015 - Nov 12, 2015	2,718	1.93
Oct 12, 2014 - Nov 12, 2014	962	2.71
<b>% Change</b>	<b>182.54%</b>	<b>-28.78%</b>
<b>Minnesota</b>		
Oct 12, 2015 - Nov 12, 2015	2,670	2.91
Oct 12, 2014 - Nov 12, 2014	1,943	4.03
<b>% Change</b>	<b>37.42%</b>	<b>-27.63%</b>
<b>Missouri</b>		
Oct 12, 2015 - Nov 12, 2015	2,639	2.41
Oct 12, 2014 - Nov 12, 2014	1,457	3.20
<b>% Change</b>	<b>81.13%</b>	<b>-24.60%</b>



## HIGHEST-RANKING TEXAS CITY VISITS COMPARISON

### Visits and Pages / Visit by City

City	Sessions	Pages / Session
<b>Houston</b>		
Oct 12, 2015 - Nov 12, 2015	9,493	2.27
Oct 12, 2014 - Nov 12, 2014	7,365	2.75
<b>% Change</b>	<b>28.89%</b>	<b>-17.56%</b>
<b>Dallas</b>		
Oct 12, 2015 - Nov 12, 2015	4,218	1.96
Oct 12, 2014 - Nov 12, 2014	2,303	2.74
<b>% Change</b>	<b>83.15%</b>	<b>-28.31%</b>
<b>San Antonio</b>		
Oct 12, 2015 - Nov 12, 2015	3,142	2.80
Oct 12, 2014 - Nov 12, 2014	1,984	3.40
<b>% Change</b>	<b>58.37%</b>	<b>-17.76%</b>

### South Padre Island

Oct 12, 2015 - Nov 12, 2015	1,971	2.74
Oct 12, 2014 - Nov 12, 2014	2,227	3.05
<b>% Change</b>	<b>-11.50%</b>	<b>-10.23%</b>
<b>Austin</b>		
Oct 12, 2015 - Nov 12, 2015	1,485	3.20
Oct 12, 2014 - Nov 12, 2014	2,205	2.88
<b>% Change</b>	<b>-32.65%</b>	<b>10.95%</b>
<b>McAllen</b>		
Oct 12, 2015 - Nov 12, 2015	1,447	2.62
Oct 12, 2014 - Nov 12, 2014	1,236	3.25
<b>% Change</b>	<b>17.07%</b>	<b>-19.41%</b>
<b>Brownsville</b>		
Oct 12, 2015 - Nov 12, 2015	1,179	2.27
Oct 12, 2014 - Nov 12, 2014	982	2.95
<b>% Change</b>	<b>20.06%</b>	<b>-23.17%</b>
<b>Arlington</b>		
Oct 12, 2015 - Nov 12, 2015	969	1.87
Oct 12, 2014 - Nov 12, 2014	184	3.03
<b>% Change</b>	<b>426.63%</b>	<b>-38.12%</b>
<b>Fort Worth</b>		
Oct 12, 2015 - Nov 12, 2015	664	2.58
Oct 12, 2014 - Nov 12, 2014	376	3.31
<b>% Change</b>	<b>76.60%</b>	<b>-22.06%</b>
<b>Corpus Christi</b>		
Oct 12, 2015 - Nov 12, 2015	568	3.01
Oct 12, 2014 - Nov 12, 2014	478	3.13
<b>% Change</b>	<b>18.83%</b>	<b>-3.98%</b>



# ADWORDS OVERVIEW

Google Analytics

Convention Centre - <http://www.sopad.com> [Go to this report](#)  
Convention Center

## AdWords Campaigns

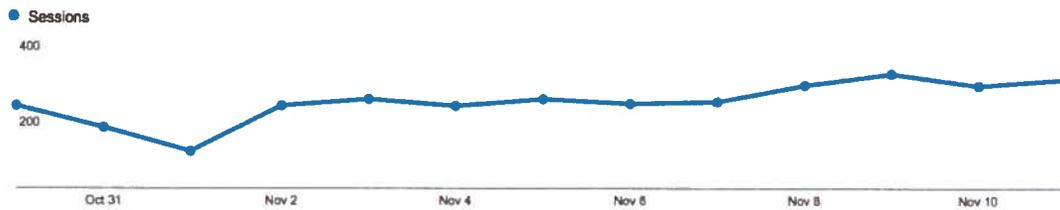
Oct 30, 2015 - Nov 11, 2015

All

All Sessions  
7.84%

Explorer

Summary



Campaign	Acquisition			Behavior		Conversions		eCommerce	
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	<b>2,796</b> % of Total: 100.00% (2,796)	<b>\$5,310.80</b> % of Total: 100.00% (\$5,310.80)	<b>\$1.90</b> Avg for View: \$1.90 (0.00%)	<b>2,963</b> % of Total: 7.84% (37,778)	<b>69.36%</b> Avg for View: 62.01% (11.84%)	<b>2.02</b> Avg for View: 2.39 (-15.50%)	<b>0.00%</b> Avg for View: <0.01% (-100.00%)	<b>0</b> % of Total: 0.00% (3)	<b>\$0.00</b> % of Total: 0.00% (\$680.26)
1. Things to Do November 2015	929 (33.23%)	\$740.60 (13.95%)	\$0.80	804 (27.13%)	55.22%	2.99	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Spring Break - Target List B	581 (20.78%)	\$1,810.14 (34.08%)	\$3.12	424 (14.31%)	82.78%	1.25	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Spring Break - Target List A	537 (19.21%)	\$1,513.03 (28.49%)	\$2.82	372 (12.55%)	84.95%	1.15	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Winter Texans November 2015	406 (14.52%)	\$743.21 (13.99%)	\$1.83	330 (11.14%)	65.76%	2.02	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Things to Do - OCTOBER	162 (5.79%)	\$88.36 (1.66%)	\$0.55	196 (6.61%)	54.59%	2.76	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Accommodations MX November	39 (1.39%)	\$95.76 (1.80%)	\$2.46	30 (1.01%)	80.00%	1.27	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Spring Break - Broad Terms (Primary A) OCTOBER	20 (0.72%)	\$67.20 (1.27%)	\$3.36	23 (0.78%)	91.30%	1.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Winter Texans - Broad Terms (Primary)	20 (0.72%)	\$39.43 (0.74%)	\$1.97	19 (0.64%)	78.95%	1.37	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Winter Texans - Location Terms (Primary)	19 (0.68%)	\$39.61 (0.75%)	\$2.08	21 (0.71%)	66.67%	2.71	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Winter Texans - Location Terms (Secondary)	19 (0.68%)	\$41.10 (0.77%)	\$2.16	18 (0.61%)	77.78%	1.61	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Accommodations - MX - OCTOBER	16 (0.57%)	\$22.95 (0.43%)	\$1.43	17 (0.57%)	82.35%	1.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Spring Break -									



# ADWORDS KEYWORDS OVERVIEW



Convention Centre - <http://www.sopad.com> [Go to this report](#)  
Convention Center

## AdWords Keywords

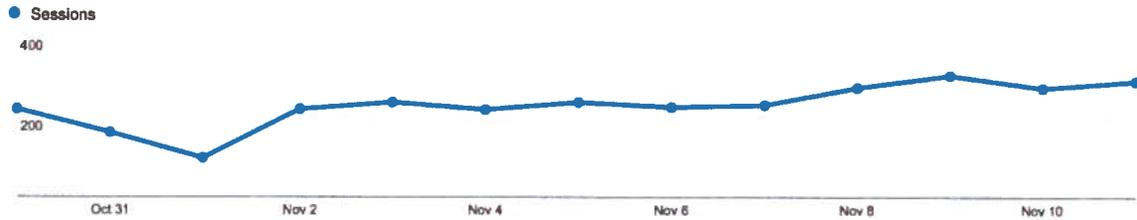
Oct 30, 2015 - Nov 11, 2015

All

All Sessions  
7.84%

Explorer

Summary



Keyword	Acquisition			Behavior			Conversions	eCommerce	
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	2,796 % of Total: 100.00% (2,796)	\$5,310.80 % of Total: 100.00% (\$5,310.80)	\$1.90 Avg for View: \$1.90 (0.00%)	2,962 % of Total: 7.84% (37,778)	69.38% Avg for View: 82.01% (11.88%)	2.02 Avg for View: 2.39 (-15.57%)	0.00% Avg for View: <0.01% (-100.00%)	0 % of Total: 0.00% (3)	\$0.00 % of Total: 0.00% (\$680.26)
1. beach spring break	416 (14.88%)	\$1,259.42 (23.71%)	\$3.03	308 (10.40%)	84.74%	1.29	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. springbreak	406 (14.52%)	\$1,221.75 (23.01%)	\$3.01	291 (9.82%)	88.32%	1.13	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. south padre island beach	377 (13.48%)	\$288.32 (5.43%)	\$0.76	346 (11.68%)	65.90%	2.16	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. spring break cheap	198 (7.08%)	\$720.22 (13.58%)	\$3.64	144 (4.86%)	77.78%	1.11	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. beaches of south padre island	94 (3.36%)	\$70.26 (1.32%)	\$0.75	93 (3.14%)	62.37%	2.97	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. beaches south padre island	75 (2.68%)	\$79.62 (1.50%)	\$1.06	72 (2.43%)	62.50%	2.93	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. vacation packages texas	69 (2.47%)	\$131.39 (2.47%)	\$1.90	54 (1.82%)	62.96%	2.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. south padre island	67 (2.40%)	\$104.61 (1.97%)	\$1.56	76 (2.57%)	64.47%	1.51	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. +south +padre +island texas beach	63 (2.25%)	\$48.38 (0.91%)	\$0.77	73 (2.46%)	68.49%	1.66	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. galveston texas vacation	63 (2.25%)	\$113.70 (2.14%)	\$1.80	49 (1.65%)	67.35%	1.84	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 189



## PR STRATEGY

Since the last Board meeting, TAG has made significant progress in creating a PR plan/strategy with an editorial calendar to maximize/complement the overall SPI marketing strategy. This will be ready to present the CVB Director for feedback in December, and upon approval, will go into effect January 1, 2016.

## ADDITIONAL UPDATES/UPCOMING PROJECTS

- Family Spring Break Campaign launched November 16.
- TV Spots
  - :30 Family Leisure
  - :30 Family Leisure MX/Spanish
  - :30 Empty Nesters/Winter Texans
- Web Spots
  - :15 College Spring Break
- Radio Production
  - Mexico
  - RGV
- El Norte w/messaging specific to Monterrey market
- Updates to current College Spring Break campaign
- Cooperative Advertising Program development



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation, discussion and possible action concerning CVB Director's Report.

**ITEM BACKGROUND**

Information to be provided at the meeting.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

# MEETING PLANNERS MEDIA PLAN

Preliminary Ideas to reach RGV and State of Texas Meeting Planners.

## 1. Wall Street Insert:

- a. 10" x 12" insert in specific targeted markets
  - i. Austin
  - ii. San Antonio
  - iii. Houston
  - iv. Dallas
  - v. Rio Grande Valley
- b. 1-12 pages in length for the same cpm
- c. Can overprint for use at tradeshow and mail-outs

## 2. USAToday.com

- a. Dual Platform: Laptop and Tablet
- b. Impressions: 805,869
- c. Sections: Run of Money and The Pointe
- i. The Pointe is a customized enhanced version of USA TODAY that greets customers as they login in to hotel Wi-Fi in HILTON Hotels

## 3. E-mail Blasts

- a. Upper Management in Association/Organization with job titles C-Suite, Director, VP, President
  - i. Dallas Fort Worth: 8,089
  - ii. Houston: 7,455
  - iii. San Antonio: 2,373
  - iv. Austin: 2,187
  - v. TOTAL: 20,104
- b. Meeting and Corporate Travel Planners, Sporting Event Planners
  - i. Arkansas: 3,109
  - ii. Louisiana: 4,908
  - iii. New Mexico: 1,470
  - iv. Oklahoma: 4,440
  - v. Texas: 22,015
  - vi. TOTAL: 35,942

## 4. Digital Display

- a. Banner ads targeted to Event/Meeting Planners & Sporting Event Planners
- b. Users who visit or utilize meeting planning/hosting websites and related content
- c. Users of content related to Business travel, Travel & Tourism, and Meeting Planning. This includes seeking out information on: convention centers, conference accommodations, business fares, group hotel rates, and business travel activities
- d. Targeting will be behavioral and contextual with retargeting
- e. Geography: State of Texas

the atkins group

South  
Padre  
ISLAND.

# MEETING PLANNERS MEDIA PLAN

## 5. Madden Media Prospecting and Retargeting Campaign

- a. Prospecting and retargeting focuses on driving qualified traffic to SPI/Meeting-Planners landing page.
- b. Both new and returning traffic to your website receive targeted banner ads containing specific calls-to-action
- c. Many users will view a site once without taking the action we want them to take. In this campaign, we identify these users and, as they continue their web activity, serve ads with a strong call-to-action to return and go further into the conversion funnel

## 6. Device ID Targeting

- a. ID Devices within specific association headquarters located in Austin
- b. As they go to and from their offices they will be served SPICVB ads with a call to action

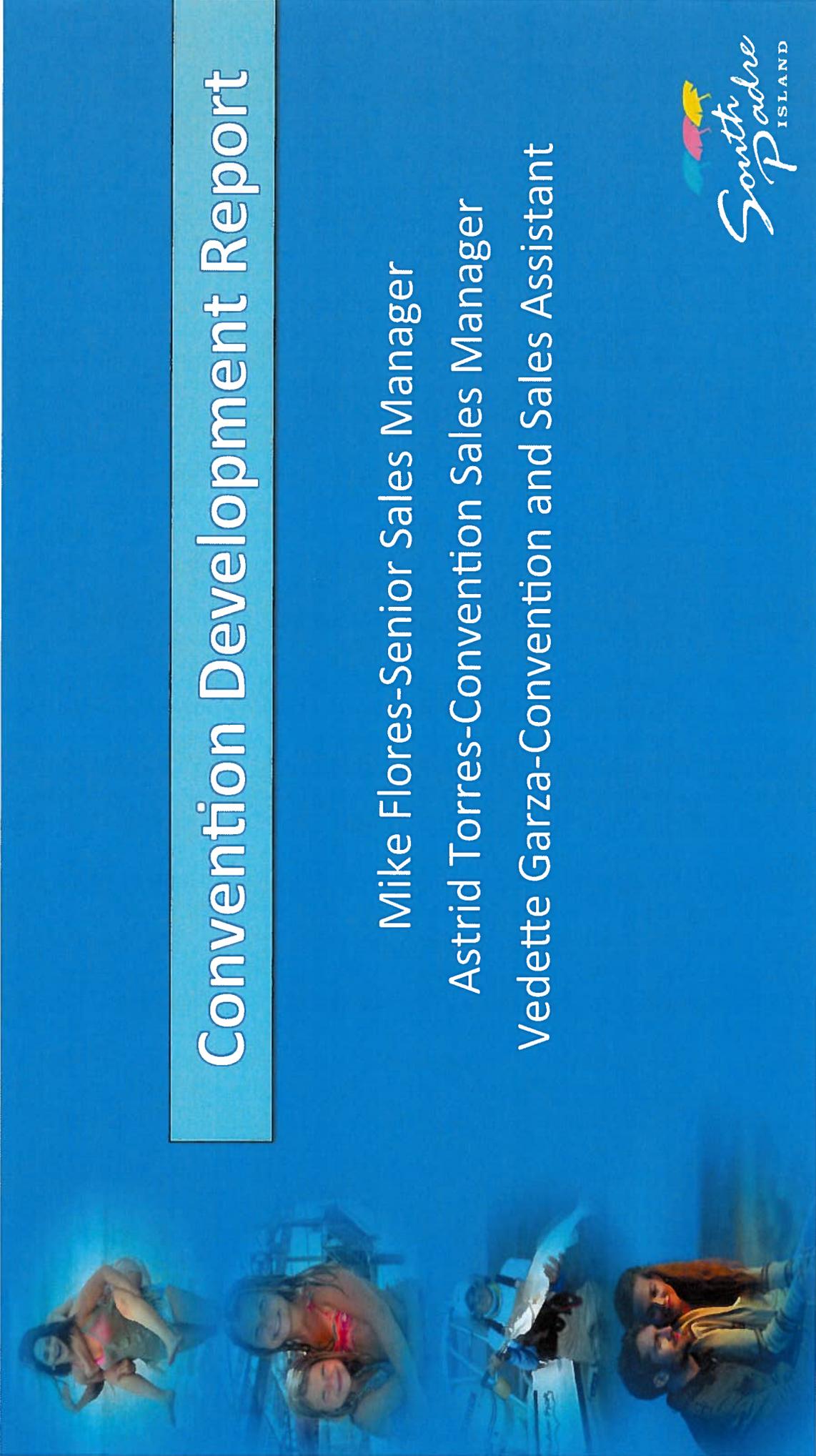
## 7. Ads in Trade Publications pertaining to Texas

- a. Texas Meetings and Events
- b. TSAE-Association Leadership

## 8. Digital Ads on specific trade websites

## 9. Non-Traditional Marketing Techniques to be considered included:

- a. Food Trucks
- b. Mobile Digital
- c. Digital outdoor signage with special messaging



# Convention Development Report

Mike Flores-Senior Sales Manager

Astrid Torres-Convention Sales Manager

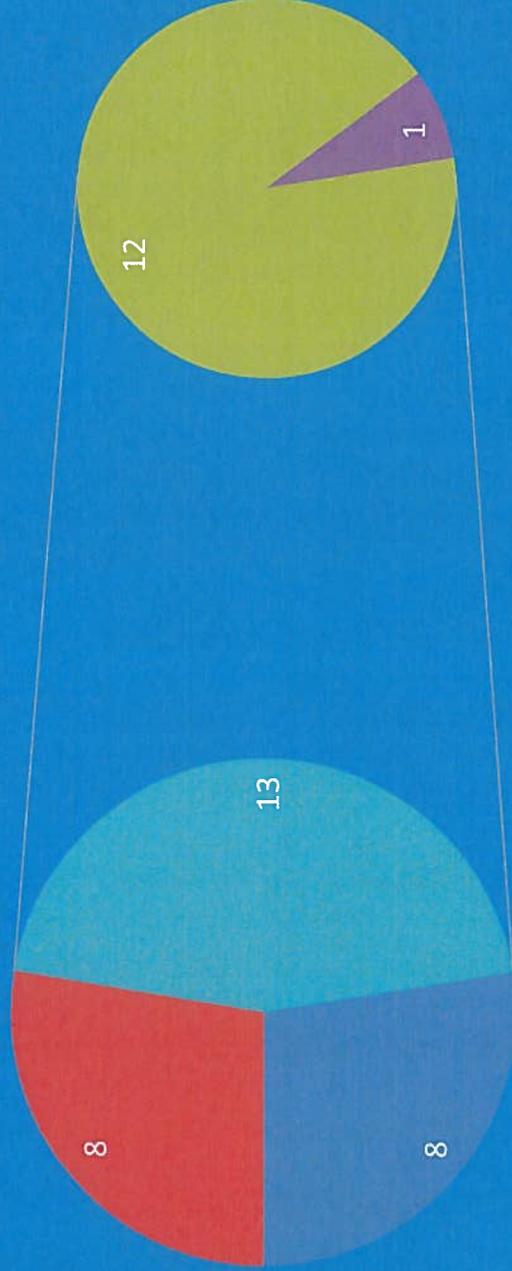
Vedette Garza-Convention and Sales Assistant



# Sales Dashboard

## Snapshot

Sent Leads   Groups Turned Definite   Current Tentative Groups   Lost Business



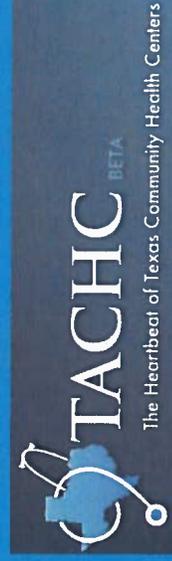
# Leads Sent in October 2015

Group Name	Year	Room Nights	New or Repeat
Texas City Attorney's Association	2017	470	Repeat
Texas Association of Election Administrators	2017	415	Repeat
Association for Migrant Educators of Texas	2016	650	Repeat
Texas Center for Educator Effectiveness	2016	600	New
National Ministers Prayer Conference	2016	100	New
Region One/Early Childhood Conference	2016	75	Repeat
Insulating Glass Manufacturer's Alliance	2017	260	New
Adult Protective Services	2016	1,670	Repeat
	TOTAL	<u>4,240</u>	



# Business Turned Definite in October 2015

Group Name	Year of Event	Total Room Nights
Region One/Food & Nutrition Conference	2016	145
Region One/Food Exposition	2017	80
Texas Engineering Extension Services	2016	120
American Dance & Drill Team (Jr. & Sr.)	2016	240
Association for Migrant Educators of Texas	2016	650
Texas Association of Community Health Centers	2016	489
	<b>Total</b>	<b><u>1,724</u></b>



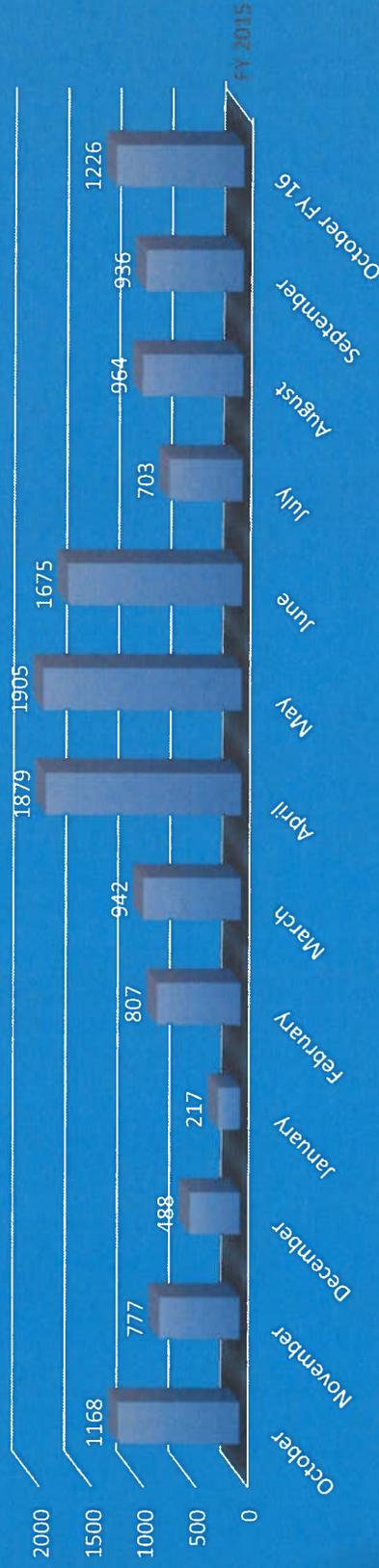
# Lost or Cancelled

Group Name	Year of Event	Total Room Nights	New or Repeat	Reason for loss
American Society of Arms Collectors- LOST	2017	310	New	A local member of this group brought the possibility of meeting on SPI to the Meeting planner. The MP was not willing to relocate the group so far South in Texas. Distance, location.



# 2015 Actual Room Night Pick Up

FY 2015



**Hilton**  
**Garden Inn**



**LA QUINTA**  
INNS & SUITES

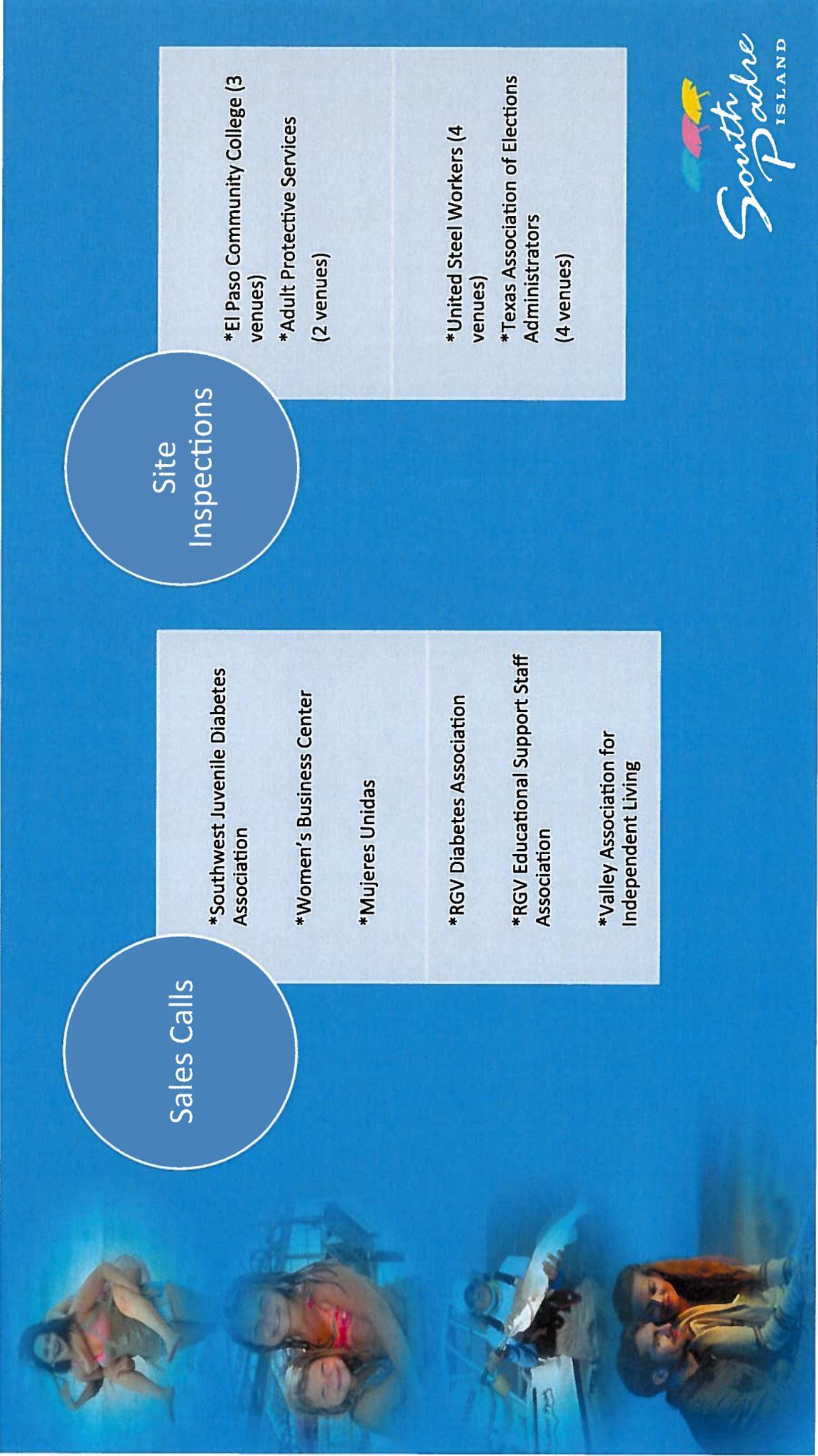


**La Copa Inn**  
SOUTH PADRE ISLAND



**Isla Grand**  
BEACH RESORT





## Site Inspections

- \*El Paso Community College (3 venues)
- \*Adult Protective Services (2 venues)

- \*United Steel Workers (4 venues)
- \*Texas Association of Elections Administrators (4 venues)

## Sales Calls

- \*Southwest Juvenile Diabetes Association

- \*Women's Business Center

- \*Mujeres Unidas

- \*RGV Diabetes Association

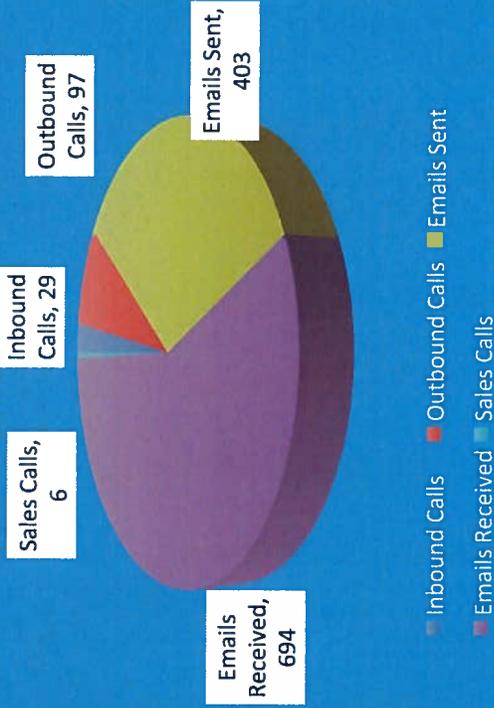
- \*RGV Educational Support Staff Association

- \*Valley Association for Independent Living

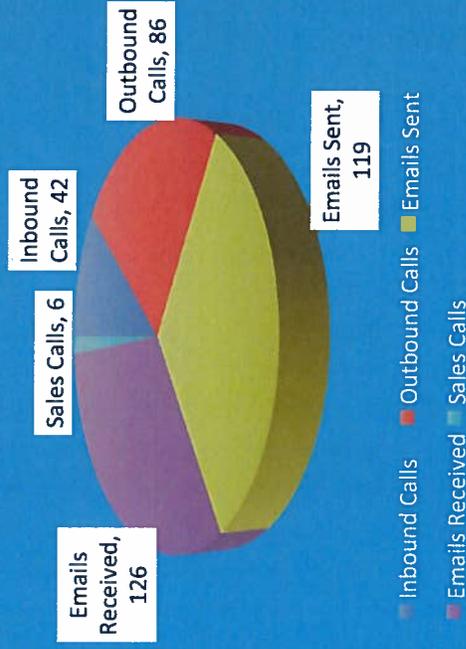


# Client Exchange (10/1-10/31)

## Mike Flores



## Astrid Torres



# Astrid Torres-Convention Sales Manager

- Astrid Torres will be inheriting all SMERF and RGV accounts.
- She has been to nearly all participating partner properties and is quickly assimilating into the SPI Hotel team.
- Astrid is quickly onboarding all current clients and introducing herself as the new primary for many groups.
- iDSS, sales markets, prospecting, event planning and professional courtesy are all keystones of her sales training.



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** November 18, 2015

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Discussion and action regarding allocating residual \$100,000 from CVB budget to meetings/groups paid media efforts.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**