



CONVENTION AND VISITORS BUREAU

According to the Texas Hotel Performance Factbook: 4<sup>th</sup> Quarter 2011 Annual, published by Source Strategies, Inc.:

- South Padre Island had a total of 3,626 lodging rooms
- The average annual occupancy was 46.9%
- This means in calendar year 2011, there were 1,323,490 available room nights (total rooms X 365)
- Out of those, there were 620,717 rooms occupied (46.9% of 1,323,490)
- The average number of people occupying a South Padre Island lodging room, on an annual average, is 2.4.
- If you take the average number of people per room times the occupied number of rooms, you have 1,489,721 person nights on South Padre Island.

According to the Texas Hotel Performance Factbook: 4<sup>th</sup> Quarter 2012 Annual, published by Source Strategies, Inc.:

- South Padre Island had a total of 3,693 lodging rooms
- The average annual occupancy was 48.7%
- This means in calendar year 2012, there were 1,347,945 available room nights
- Out of those, there were 656,449.2 rooms occupied (48.6% of 1,347,945)
- The average number of people occupying a South Padre Island lodging room, on an annual average, is 2.4.
- If you take the average number of people per room times the occupied number of rooms, you have 1,575,478 person nights on South Padre Island.

There was a 1.8% increase in annual occupancy from 2011 to 2012.

The THK Associations 2004 Queen Isabella Causeway Traffic report, South Padre Island had 5,150,524 visitors.