



Amphitheater & Convention Center Study

South Padre Island, Texas

South Padre Island is home to a number of beach hotels and is known as a prime location for spring breakers. However, spring break lasts approximately two weeks out of the year and as a result, the town worked to diversify its market mix. As part of this strategy, it opened a convention center approximately 25 years ago and recently opened the World Birding Center adjacent to the center. It has also built up its second home market and improved the conditions at its hotels to attract higher-rated business.

Mr. Hunden managed and completed a study to assess the strategy for continuing this diversification. The primary components to be considered were the development of new and improved hotel product, an amphitheater, a convention center expansion and a retail/entertainment district. The analysis included all such components and a recommendation was developed. The study also took a critical look at the governance and management of the existing convention center, as well as the hotel community.

While the report was not favorable for an amphitheater or a major expansion to the center, a large, full-service hotel near the center was identified as one of the primary needs of the community. TVS, one of the largest convention center architecture firms, was utilized to concept out the hotel and other components as recommended.

Client: City of South Padre Island

Time Period: 2005