

## Media Information

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# Welcome Home RGV's Winter Texan State of the Season

- **Winter Texan Economic Impact Study** - Welcome Home RGV - a regional destination marketing firm and the lead authority on Winter Texans in the Rio Grande Valley and South Texas - commissioned the University of Texas Rio Grande Valley's (UTRGV) Data and Information Systems Center (DISC) to conduct a survey to estimate the economic impact Winter Texans pose on the Rio Grande Valley.
- **Survey Method** - The survey was administered in the following manners:
  - At a multitude of Winter Texan resorts and RV parks across the Valley
  - During Welcome Home RGV-hosted events
  - On-line at [welcomehomergv.com](http://welcomehomergv.com).
  - Survey questions were developed in conjunction with the Welcome Home RGV team and was available in two languages, English and French.
  - Via Welcome Home RGV's weekly publication, *Welcome Home Winter Texan*
  - 2,155 completed surveys were collected; 242 were paper copies, the remaining were digital
- **Economic Impact** – A large number of Winter Texans were unable to return to South Texas for the 2020-2021 season due to the pandemic and pandemic-related border restrictions imposed by Canada, Mexico, and the United States. However, thousands of retirees returned to the Valley after COVID-19 restrictions were lifted for the 2021-2022 season.

The 2021-2022 Welcome Home RGV Winter Texan Survey & Economic Impact Report estimates that:

- An estimated 52,910 households visit the Valley as Winter Texans. The average household size: 1.89 persons.
- Approximately 42% stated they stay at a hotel when visiting South Padre Island which generates an estimated \$6.3 million to the Island's hotel industry.

- 73% said their family and friends visit them during their stay in the Valley. The average stay for their guests is 9.4 days. Friends/family who visit contribute an estimate \$61.5 million to the local lodging and other accommodations industry.
- \$1.2 billion in expenditures were injected into the local economy by Winter Texans and their visiting family/friends. \$825.3 million in expenditures were made directly by Winter Texans; and \$360.9 million was spent by their guests for food, travel, entertainment, lodging, etc.
- Every dollar spent in the Valley by Winter Texans generates \$1.6 dollars in the local economy. Total economic impact for the region's economy created by Winter Texans is \$1.9 billion.
- A total of 10,011 jobs were supported; compensation for employees totaled \$325.6 million and adds \$562.2 million to the Valley's Gross Domestic Product.
- A total of \$82.7 million in taxes is generated from Winter Texans in the region. Surveys

**Terminology** - 'Winter Texan' is the term for people who visit sunny South Texas to avoid cold winters. The 'Winter Texan season' runs October through March with visitors staying in the area anywhere from a few weeks to the full six months.

**Welcome Home RGV** - Welcome Home RGV has been in the 'Winter Texan' business for almost 15 years - connecting seasonal visitors to activities, local businesses, organizations, services, and much more. "There are few things in life that I am certain of," says Collier. "Death, taxes, the love for my family, and that I was called to serve the Winter Texan community."

Welcome Home RGV is working on a strategic plan to ensure the Rio Grande Valley remains a winter destination for retirees for years to come. The complete report will be available on the Welcome Home RGV website: [welcomehomergv.com](http://welcomehomergv.com). For more information call 956-687-5115.