

April
2004

San Marcos Convention and Visitors Bureau

CVB News



Important April Events



NCAA Final Four
April 2-5

Good Friday
April 9
Chamber Offices
Closed

Easter
April 11
Tourist
Information
Center Closed

Great Race Texas
April 15-18

University Star
Reunion
April 16-17

Bobcat Days
April 17

VIVA! Cinco de
Mayo
April 29-May 2

Semana Santa— Holy Week

The week prior to Easter is known to some, as *Semana Santa* or Holy Week. Generally, this time is celebrated by Mexican nationals in the same way Americans celebrate Christmas, by taking away with family and traveling.

Many Mexican nationals are given time off of work. They take that opportunity to travel North to San Marcos to do some major shopping at the outlet malls.

This increase of international travel will boost our economy as well as occupancy throughout the city. Expect the increase of traffic to start April 1 and begin to fizzle out around April 12.



Great Race Texas Rolls into Town

San Marcos will be home base for over 80 vintage cars participating in timed trials in the Great Race Texas, April 15-18. Great Race Texas 2004, is a qualifier for Great Race 2004, a cross country rally.

For the trials, participants will take drives into the Hill Country and back. Saturday, April 17, the cars will be avail-

NCAA Final Four— San Antonio

San Antonio is hosting the NCAA Men's Basketball Final Four showdown April 3 and 5. According to the San Antonio Convention and Visitors Bureau, over 22,000 out of town visitors are expected.

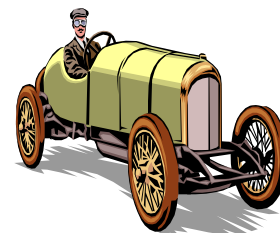
Oklahoma State and Georgia Tech are in the running, so SMCVB expects an increase of tourists/fans driving through San Marcos. In addition, hotel occupancy overflow will spill into San Marcos hotels as San Antonio hotels fill.

The overall economic impact of this event will reach out and effect San Marcos as well. Both outlets malls are expecting to see a spike in weekend traffic over the weekend of April 2-5.

able for viewing.

Racers will begin returning to San Marcos around 4:45 p.m.

The public is invited to come out to the Historic Downtown Square and welcome in the drivers.





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A Texas Natural

Spring UIL Region IV –AA Events

Hosted by Texas State University-San Marcos

April 19-20
Golf Competition

April 19-20
Tennis Competition

April 22
One-Act Play Contest

April 23
LD Debate and Computer
Science Competition

April 24
Literary, Prose & Poetry and
Public Speaking

April 30– May 1
Track and Field Competition



VIVA! Cinco de Mayo!

The 30th annual *VIVA! Cinco de Mayo* & *State Menudo Cook-Off* will be held April 29-May 1, 2004 at the Hays County Civic Center.

The menudo cook-off draws competitors from across the state eager to compete for the chance to be deemed *Texas Menudo Champion*.

The celebration also includes a parade around the city, Miss Cinco de Mayo

and Little Miss Cinco de Mayo pageants, live Tejano music and Folklorico Dancers.

Admission to the festival is free but there is a fee for concerts and dances.

Mexican-Americans celebrate this day not as Mexican Independence Day, but to commemorate the courage of the Mexican army during the Mexican Revolution. The Mexican army defeated the French army in the Battle of the city of Puebla on May 5, 1862. This battle was one of many throughout the Revolution.



For questions regarding this, or future newsletters, or if you need maps or brochures, please contact Mary MacLachlan at 393-5908.

Spring Bobcat Days Open House

Texas State University–San Marcos presents Bobcat Days, the second open house event this semester, on Saturday, April 17, from 9 a.m.– 1:30 p.m. It allows prospective students the opportunity to see Texas State up close and in person.

The first Bobcat Days in February resulted in low attendance due to bad weather. Organizers are estimating between 1600-1700 students and families will attend the Spring Bobcat Days event.

The University offers workshops, campus and residence hall tours and question/answer sessions with current students. Admission is free, reservations are not required.