



Event Economic Impact Report

Prepared for

City of South Padre Island Convention and Visitors Bureau

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Executive Summary and Survey Highlights

Lights over SPI took place at various venues throughout South Padre Island from Friday, November 30th through Sunday, December 2nd 2018. The eight events at seven different locations ranged from a bench dedication, runs to a country concert with Whiskey D. The weekend was created as “a weekend long, family-friendly event to honor and celebrate our veterans.”

To examine the spending of Lights over SPI attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite for 271 completed questionnaires resulting in 169 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (69.9%) females (71.5%), had an average age of 41.8 years, had at least some type of college degree (53.0%), worked full-time (73.3%), were primarily Hispanic (77.2%) and 53.8% had an average annual income above \$50,000. Survey respondents were primarily from the US (95.8%) with 3.0% from Mexico. On average, household participants traveled an average of 75 miles with an average of 4.18 people and spent 0.81 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (88.9%), resulting in an excellent net promoter score of 87.0. Most respondents are satisfied with the Island experience (95.2%) and the event (91.6%) and are likely to return to SPI for a future vacation (92.2%).

Importantly, the survey analysis found that the 384 household groups attended Lights over SPI and spent an estimated weighted average of \$252 per household while on the Island for a total spending of \$96,871. Of this spending, lodging is the highest per household expenditure category with 26% of study respondents spending at least one night on the Island in paid lodging and staying an average of 0.81 nights. This resulted in about 81 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$252 per household that spent the night on the Island, a total of \$24,531 was spent on lodging. Of this amount, 17% or \$3,564 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$2,201, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$34,232 included about \$2,609 in taxes at the 8.25% rate or \$632 at the City 2% tax

rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$38,108, of which \$2,904 was sales taxes, with \$704 the City's share. In total, the \$96,871 spent during Lights over SPI resulted in \$9,078 in tax revenue with \$3,538.02 the City's share. This represents a loss to the City of -\$3,462 for a -49.5% loss on the \$7,000 cash investment made by the CVB in Lights over SPI as shown in the table.

Summary of Key Performance Indicators (KPI)

<i>KPI</i>	<i>Result</i>	<i>Description of KPI</i>	<i>Page</i>
CVB investment	\$7,000	Amount of funding provided by CVB to event promoter	P1
Total spending	\$96,871	Total spent by event households	Table 1, P7
Average spent per household	\$252	Weighted average spent per household	Table 1, P7
Number of households	384	Number of households at event	Figure 3, P5
Number in household	4.18	Number of people in household group at event	Figure 3, P5
Nights on SPI	0.81	Average number of nights spent on SPI	Figure 3, P5
Lodging tax	\$2,201	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P8
F&B sales tax	\$632	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P8
Other sales tax	\$704	City share of total sales tax revenue	Table 2, P8
Total City tax share	\$3,538.02	Total City tax revenue from event	Table 2, P8
Total tax ROI	-49.5%	Return on CVB investment considering all taxes	Table 2, P8
Lodging only ROI	-68.6%	Return on CVB investment considering HOT only	Table 2, P8
Net Promoter Score	87.0	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 6, p9
Likely to return	92.2%	Percent somewhat or extremely likely to return to SPI	Figure 7, p9
Satisfied with the SPI	95.2%	Percent satisfied with the SPI experience	Figure 8, P9
Satisfied with event	91.6%	Percent satisfied with event	Figure 9, p10

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Lights over South Padre Island

Introduction

Lights over South Padre Island consisted of several different activities held from Friday, November 30th through Sunday, December 2nd 2018. These activities include a tree lighting ceremony, a Children's Wonderland, two parades—a Christmas Parade on Friday night and a boat parade on Saturday night and Breakfast with Santa on Sunday morning. Altogether, the family-oriented events were created as weekend-long “garland of festive events” for the winter holidays. The schedule of events and places was:

SCHEDULE OF EVENTS

Holiday Lights over Padre

Friday, November 30, 5pm-10pm (300 expected)

- Welcome/tree lighting at City Hall at 5pm;
- Children's Wonderland from 6pm to 10pm at Jim's Pier;
- Christmas Parade at 6pm from Mars Street to Kingfish Street.

Saturday, December 1, 12noon-10pm (1,000 to 1,500 expected)

- Children's Wonderland from 6pm to 10pm at Jim's Pier ;
- Lighted boat parade, begins at South Point Marina/judging at Jim's Pier - 1000-1500 expected

Sunday, December 2, 9am-11am (100 expected)

- Breakfast with Santa at Schlitterbahn Beach Resort.

Friday, November 30 - December 2

- **Holiday Sandcastle Village**

The event was sponsored by the South Padre Island Convention and Visitors Bureau and was funding at \$7,000 by the CVB.

Method

Interviews

To estimate the economic impact of the 2018 Lights over SPI, UTRGV interviewers conducted a survey (see Appendix A) among event attendees at the times and venues as recommended to reach the most attendees. SPI promotional items and a chance to win two nights at Schlitterbahn Beach Resort were offered as incentives to help recruit respondents.



To conduct the interviews, a total of 14 different trained interviewers, a people counter, a drone operator and the project manager attended three different Lights over SPI events/venues:



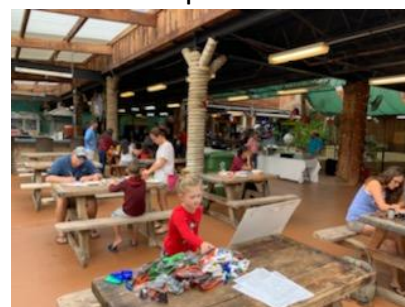
- ✎ Friday, November 30, 5pm-10pm **Cristmas Parade** @8 students from 6:00pm to 8:00pm (locate between Mars and Kingfish);
- ✎ Saturday, December, 1, 12noon-10pm **Childrens' Wonderland at Jim's Pier** @8 students from 2:00 to 8:30pm or until after the boat parade;
- ✎ Sunday, December 2, 9am-11am, **Breakfast with Santa at Schlitterbahn** - @2 students from 9am to 11am.

Interviewers were highly visible by wearing bright orange t-shirts and visors and



randomly approached potential respondents in a professional manner and administered the paper survey on clipboards to facilitate survey administration with the data to be entered into an online link later by the interview team. The onsite interviews yielded 271 completed responses; however, a number of responses were eliminated as follows:

- ✎ 3 were completed by another responding household member;
- ✎ 43 were from respondents not on the Island for the event; and,



🦋 57 were from respondents who live within ten miles.

The result is 169 useable questionnaires for analysis. The sample population is about 384 households who passed by the interviewers. With 169 completed surveys, the completed responses rate is about 70.6%.

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the research team roughly estimated attendance during the times they were at the different venues as:

- 🦋 900 people at the Friday night at the Christmas Parade;
- 🦋 1200 at Saturday's Children's Wonderland and Boat Parade;
- 🦋 60 adults (about 110 total people) were counted at Sunday morning's Breakfast with Santa.



morning's Breakfast with Santa.

By law, the drone can not operate at night. However, at about 6:00pm on Saturday night, 525 people were counted as attending the boat parade and the crowd was estimated to have more than doubled by the time the boat parade was operating.

These attendance estimates do not include people attending all events, including the Holiday Sand Castle Village, and are very rough estimates given the open access nature of the events. Also, simply summing up the number of people at events does not account for households attending multiple events.



To compensate for these deficiencies, the estimated 1,200 people at the boat parade (525 drone count) served as the bases for extrapolating all event attendance using the percentages of respondents attending events as shown in Figure 1. Assuming that 1,200

people at the boat parade represents 34.1% of people attending events as found in the survey, then attendance at other events is estimated as a total of 3,516 people at all events. To eliminate the duplication of households attending multiple events, the total number of people (3,516) is divided by the average number of events attended (2.19) as found by the survey. This leaves a total of 1,606 attending all events.

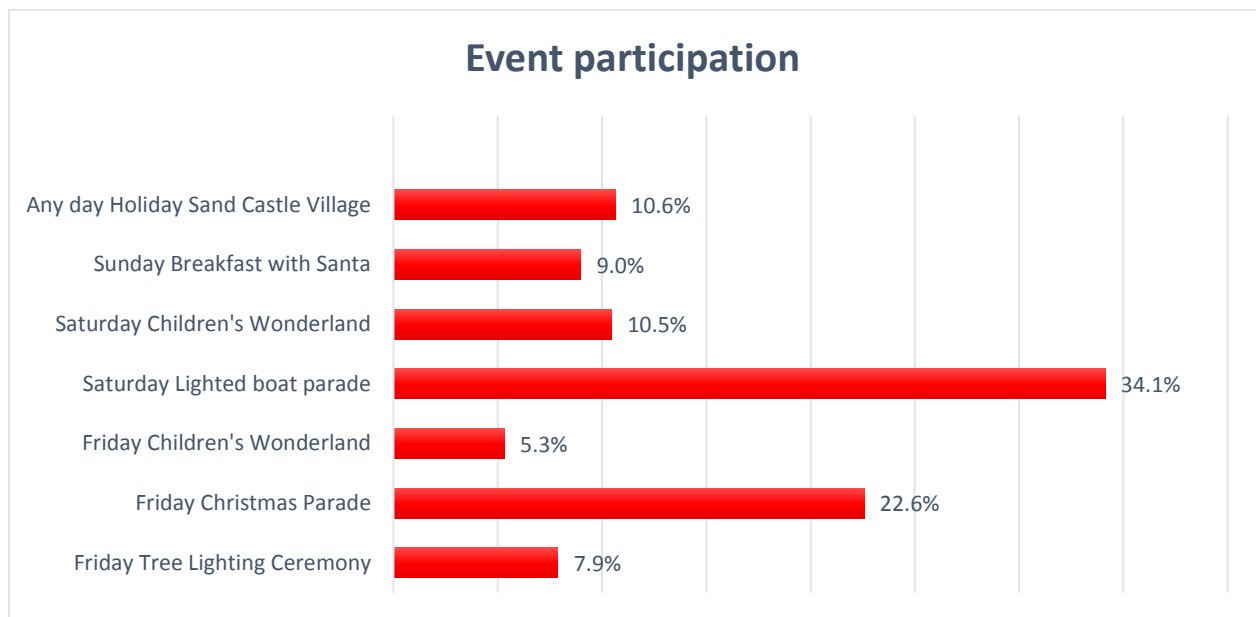


FIGURE 1. EVENTS ATTENDED



The appropriate unit of analysis, however, is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (1,606) is divided by the average household size (4.18) as found in the survey (see Figure 3) to determine that 384 households were at the two venues of the event.

Results

Survey participants travel and SPI stay characteristics

In all, 169 useable surveys were completed by people specifically on South Padre Island for 2018 Lights over SPI. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that by far, most of the respondents surveyed were spectators (95.8%) with the remaining event participants volunteer/staff (1.2%).

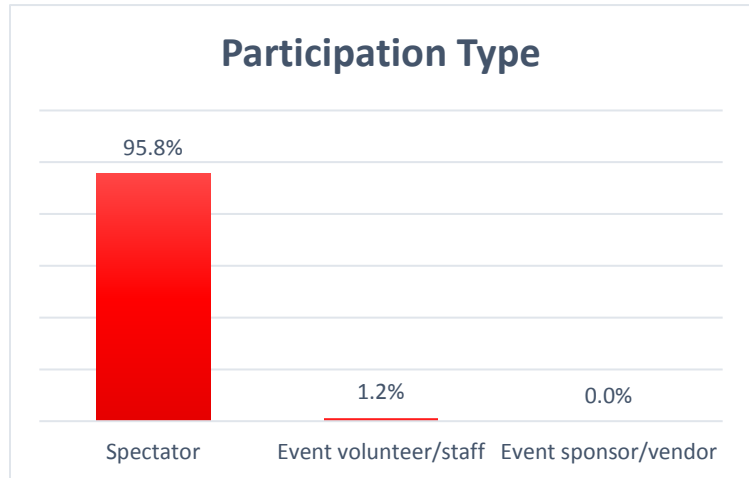


FIGURE 2. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 12 for an average of 4.18 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 75 miles to attend the event, although distances traveled ranged from 10 to 1700 miles and spent an average of 0.81 nights on SPI for the event with a range of 0 to 11 nights spent on SPI.

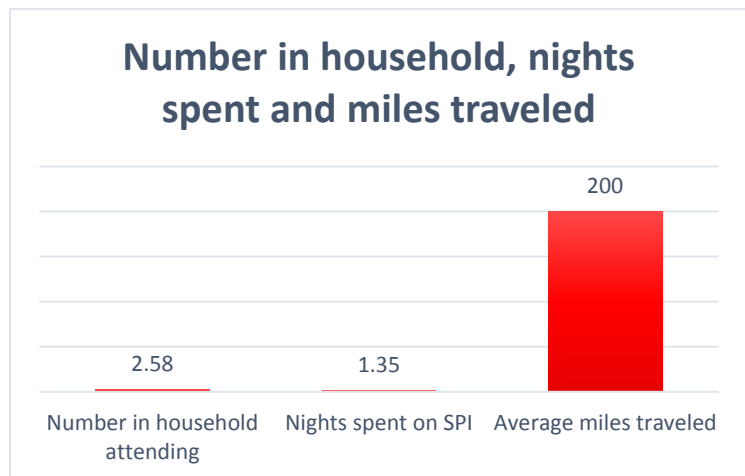


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Note that some respondents were apparently Winter Texans and reported spending from 130 to 180 days. These responses, were deleted as outliers because their responses would have significantly and inappropriately skewed results.

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 60.5% of respondents did not spend the night on SPI. Of those spending the night, most

respondents spent one (16.7%) or two nights (17.3%) although 2.5% spent 3 nights on the Island. Four (2.5%) spent more than five nights on SPI for the event.

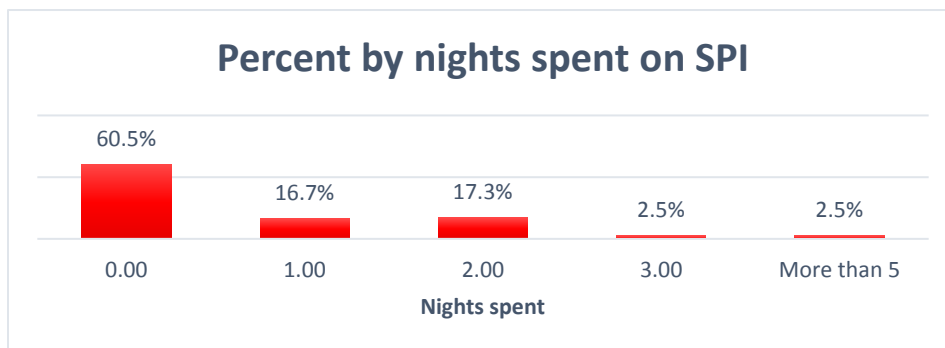


FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 5 shows the types of lodging used. While most event attendees reported not spending the night on the Island (57.6%), of those who did, 21.8% spent the night in a

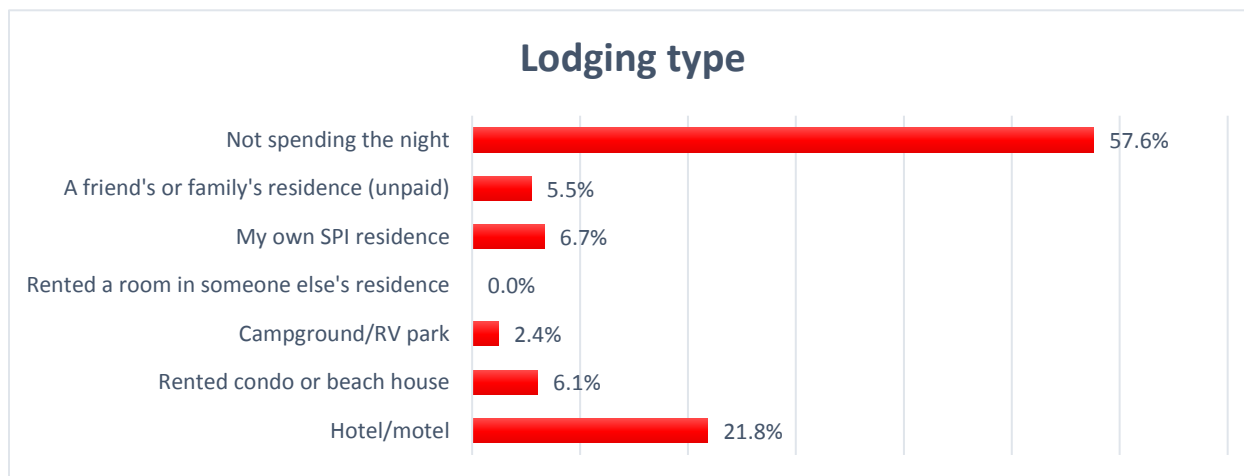


FIGURE 5. TYPE OF LODGING

hotel/motel room, 6.1% rented a condominium or beach house, 5.5% stayed with family or friends, and 6.7% stayed in their own SPI residence.

With 26% (Table 1, p6) of the estimated 384 households spending an average of 0.81 nights (Figure 3, p5) on the Island, the Lights over SPI event should have resulted in 81 room nights.

Lights over SPI attendees accounted for 81 room nights.

Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied times the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$245 with a weighted average of \$64 considering that 26% of respondents spent money on lodging for a total of \$24,531. Average spending on food and beverages was \$108, with a weighted average of \$89, for a total category spending of \$21,197, including sales taxes. The total spent on all other categories was \$38,108. In total, 384 event households spent a weighted average of \$252 for a total SPI spending of \$96,871.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$108	83%	\$89	\$34,232
Night life	\$91	17%	\$16	\$5,999
Lodging	\$245	26%	\$64	\$24,531
Attraction entertainment	\$102	18%	\$19	\$7,167
Retail	\$71	26%	\$18	\$7,076
Transportation	\$43	53%	\$23	\$8,859
Parking	\$27	4%	\$1	\$370
Admission fees	\$62	5%	\$3	\$1,277
Clothing	\$62	8%	\$5	\$1,976
Groceries	\$65	21%	\$13	\$5,134
Other	\$28	2%	\$1	\$250
Total	\$904		\$252	\$96,871

The estimated direct spending on South Padre Island as attributed to the 2018 Lights over SPI is \$96,871, within a 5.7% confidence interval of plus or minus \$5,473 given the assumptions of a random sample selection.

Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- ★ 17% hotel occupancy tax rate;
- ★ 10.5% City's share of the hotel occupancy tax rate;
- ★ 8.25% sales tax on all non-lodging spending;
- ★ 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$3,564 with the City's share at 10.5% totaling \$2,201. Total spending on food and beverages should result in \$2,609 in tax revenue with \$632 the City's share while total spending in all other expense categories should yield \$2,904 in sales tax revenue with \$704 the City's share. Altogether, the tax revenue should be \$9,078 with \$3,538.02 the City's share. The loss from the City's share of the hotel tax alone on the \$7,000 invested in the event is -68.6% but is -49.5% considering the City's share of all the tax revenue.

TABLE 2. SPENDING, TAX REVENUE AND ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$24,531	17%	\$3,564	10.50%	\$2,201	-68.6%
Food & Beverage	\$34,232	8.25%	\$2,609	2%	\$632	
All nonlodging	\$38,108	8.25%	\$2,904	2%	\$704	
Totals	\$96,871		\$9,078		\$3,538.02	-49.5%

Total spending of 2018 Lights over SPI attendees resulted in an estimate tax revenue of \$9,078, with \$3,538.02 going to the City of South Padre Island. With an investment of \$7,000 in the event, the loss to the City is -68.6% considering only the 10.5% share of HOT but -49.5% considering all the City's estimated tax revenue share.

The SPI Experience

The next section of the survey asked Lights over SPI attendees about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues.

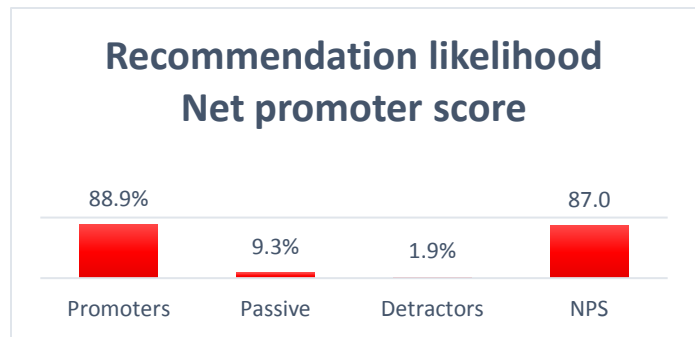


FIGURE 6. NET PROMOTER SCORE

The results, shown in Figure 6, indicate that most study respondents (88.9%) are promoters of SPI while a few (1.9%) are detractors. This yields a net promoter score (NPS) of 87.0, which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (92.2%) are likely to return to the Island at some time in the future.

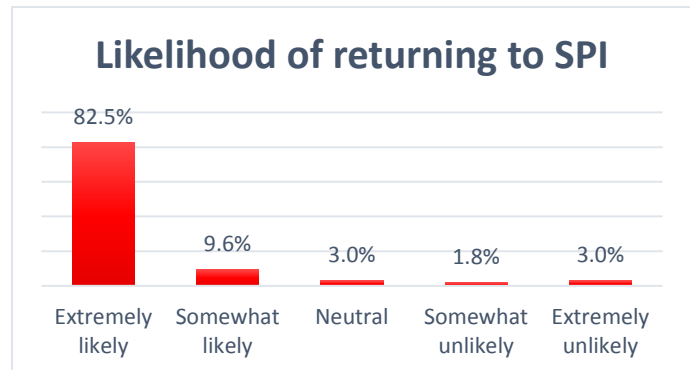


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 95.2% were satisfied with the SPI experience and that 1.8% were dissatisfied with SPI.



FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

Most respondents (91.6%) were also satisfied with the Veterans Day Weekend event and only 2.4% reported being dissatisfied with the event as seen in Figure 9.

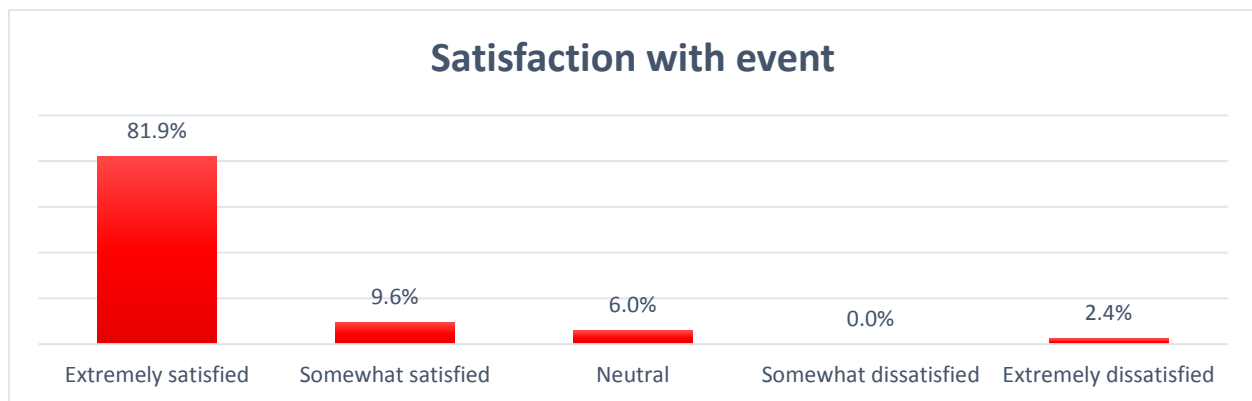


FIGURE 9. SATISFACTION WITH EVENT

NOTE: Respondents were asked to provide suggestions for improving their stay on SPI. The unedited comments are as follows:

- More hotels, more lights;
- Although the ride staff was very attendant, the kids weren't able to slide down the large slide because it was water slide with no water;
- Better parade timing. Parade all along not just in front of judges;
- Better parking;
- Better patrol of crowd, blocking views;
- Give estimated time schedule of the boats' appearances along the trail. Ex. Starts at 6 appearance at Louis around 6:30;
- Had to pay a small sum of money;
- Have food trucks around the vicinity during the boat parade;
- Have people help with parking;
- Have people nicely organized while watching the parade;
- More parking spaces;
- Needs local bathrooms;
- Parking;
- Parking needs to be detailed;
- Should have the band played;
- Start on time;
- Surveying during parade is distracting;
- The Island filled with lights.

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 41.8 year-of-age with ages ranging from 18 to 80.

Most respondents were female (71.5%), a majority were married (69.9%) and most had some type of college degree (53.0%) as shown in Figures 10 through 12, respectively.

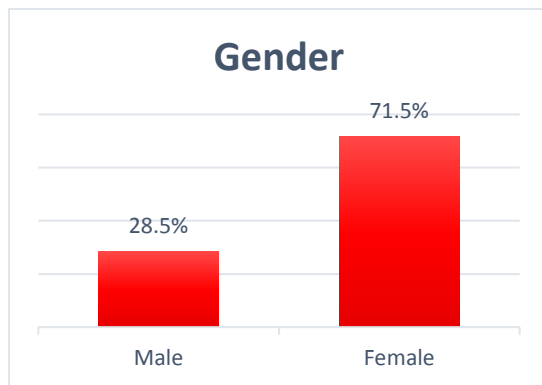


FIGURE 11. GENDER

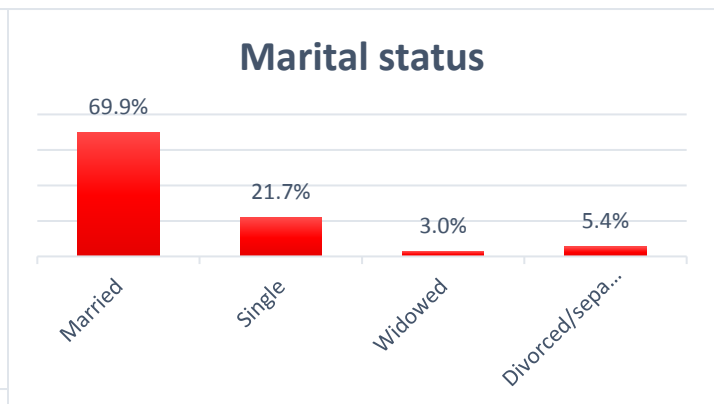


FIGURE 12. MARITAL STATUS

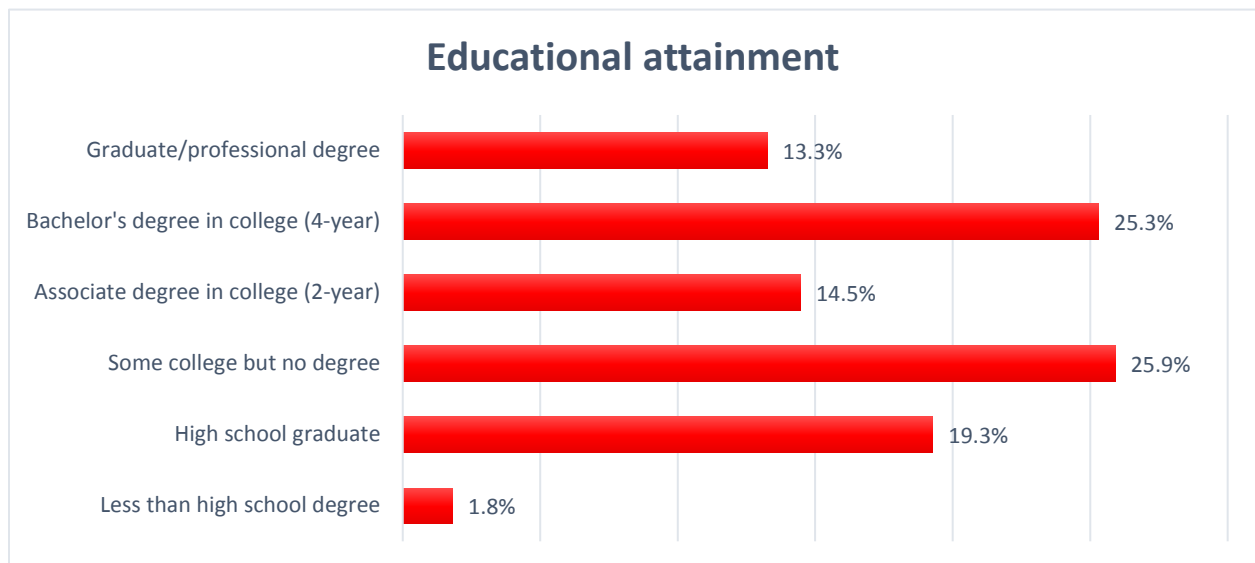


FIGURE 10. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (73.3%), although 6.7% work part-time and 10.3% are retired as seen in Figure 13.

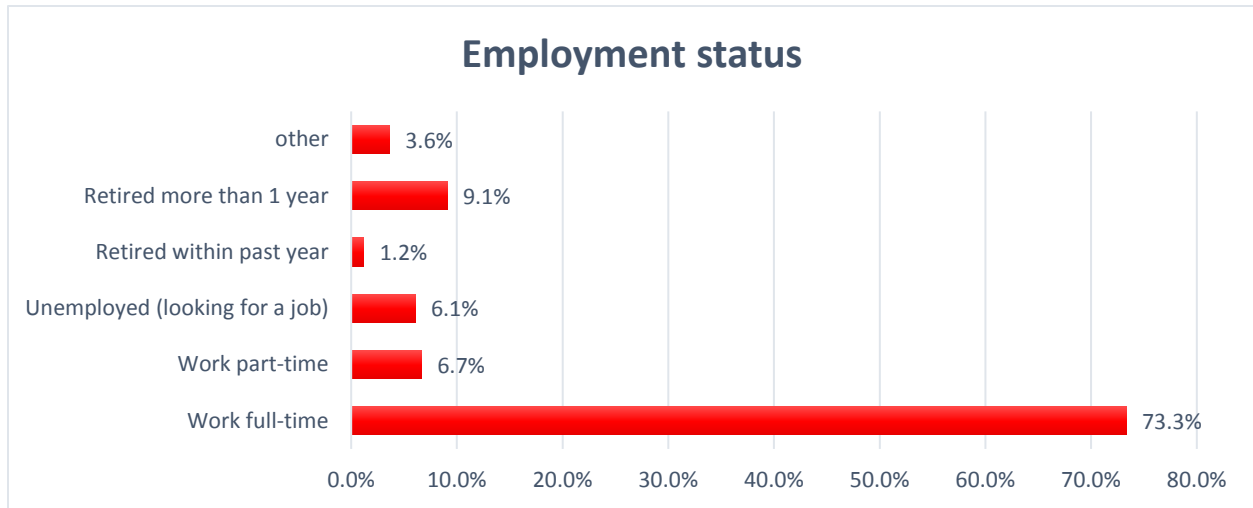


FIGURE 13. EMPLOYMENT STATUS

Most Lights over SPI study participants reported having a higher-than-average household income level: 53.8% indicated an annual household income above \$50,000 (Figure 14).

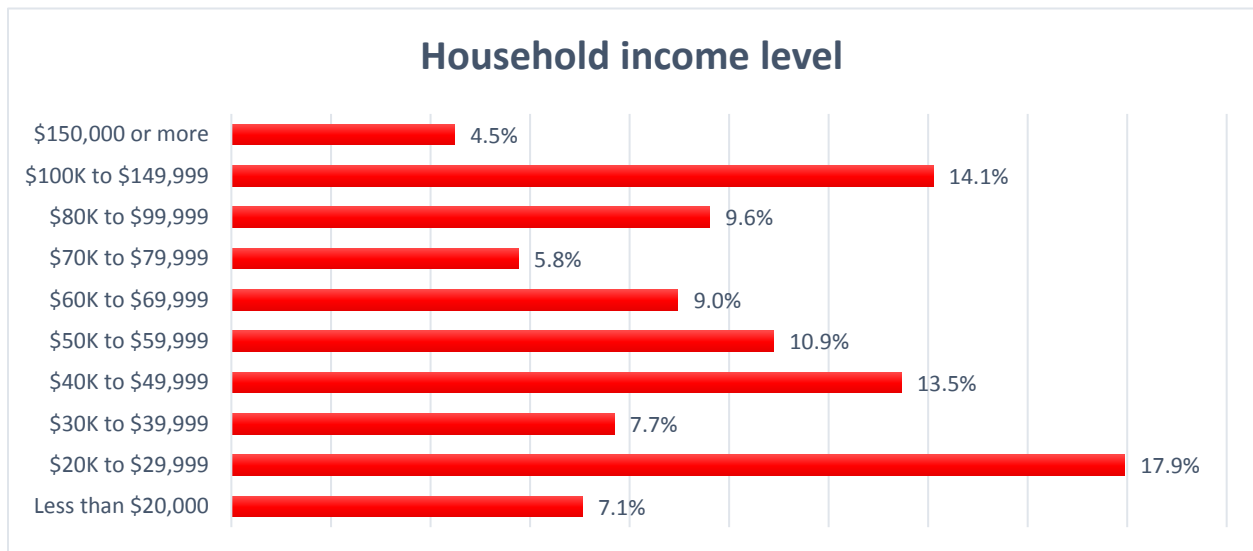


FIGURE 14. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 77.2% of respondents considered themselves Hispanic while 21.0% indicated being White.



FIGURE 15. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (95.8%) and 3.0% indicated being from Mexico as shown in Figure 16.

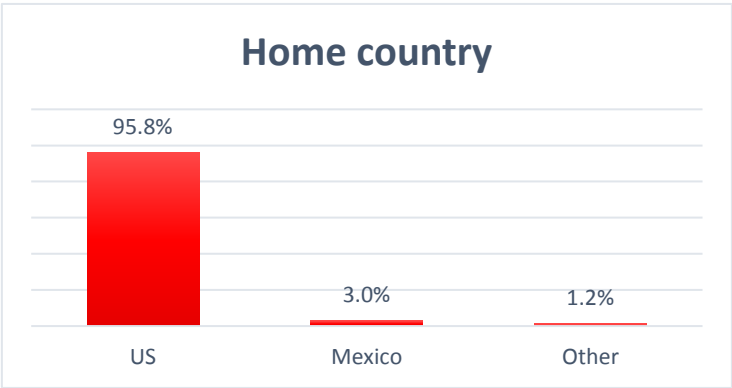


FIGURE 16. HOME COUNTRY

Specific zip or postal codes of study respondents and of study participants are shown and mapped in Appendix B.

STR Report

Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine the trends over the past month to determine whether the hotel metrics changed because of event as compared to the rest of the month and the other way is to compare the metrics during the event time period to those of the same time period in the previous year.

Lights over SPI was held from Friday, November 30th through Sunday, December 1st. This means that most event attendees who spent the night on SPI would have done so on Friday through Saturday night, although the peak night would have been Saturday night with the well-attended boat parade. The following figures show the hotel metrics for the Friday-Saturday period (the month trend) for this year as well as for the same period as last year (the year trend).

The occupancy rate for the two-day period this year was 42.4%, as compared to 49.04% last year, which is 13.5% below the same day-period last year. This year’s event period was above the week average (35.7%) as well as for 28-day rate of 43.4%.as seen in Figure 17.

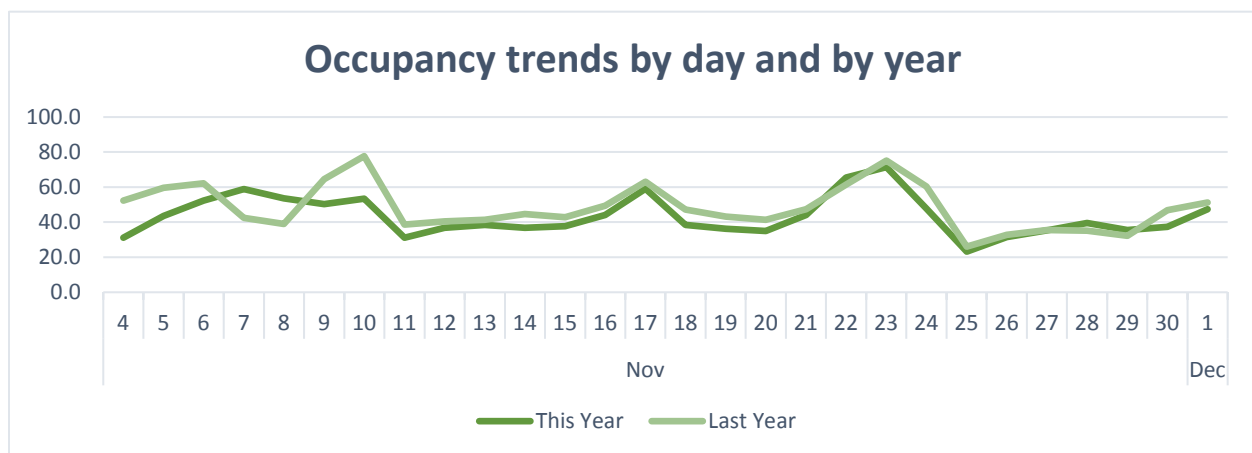


FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for this year's event period was \$74.18, which is -2.8% lower than room rates of \$76.35 for the same time period last year. The average room rate for this year's event period was also lower than the rate for the week (\$79.34) and the 28-day period (\$81.74) as shown in Figure 18.

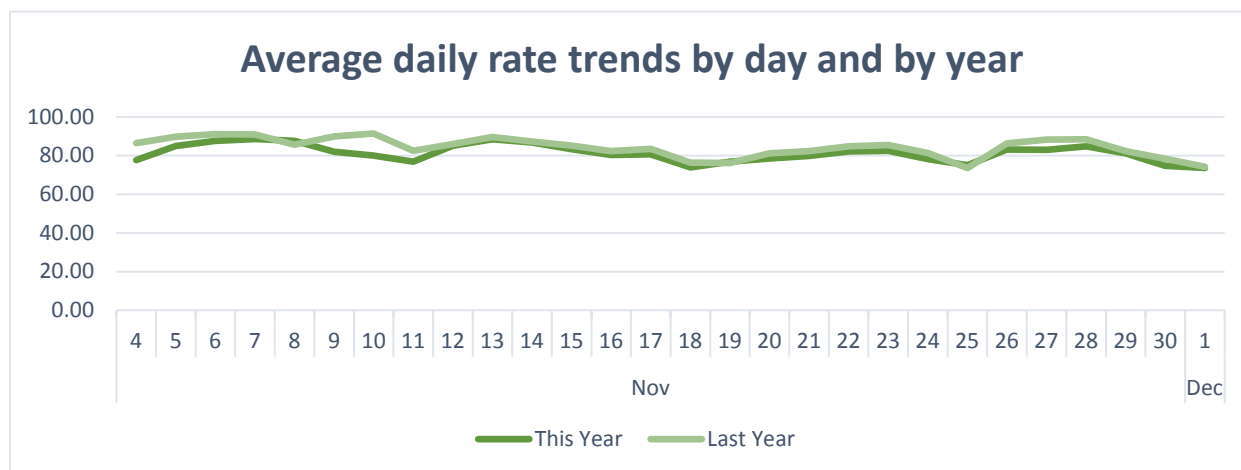


FIGURE 18. AVERAGE DAILY RATE

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the two nights of the event was \$31.43, which is -16.0%% below last year's same-period average of \$37.40. This year's RevPAR, however, was above the average week rate (\$28.33) but below this year's 28 day-period rate of \$35.49.

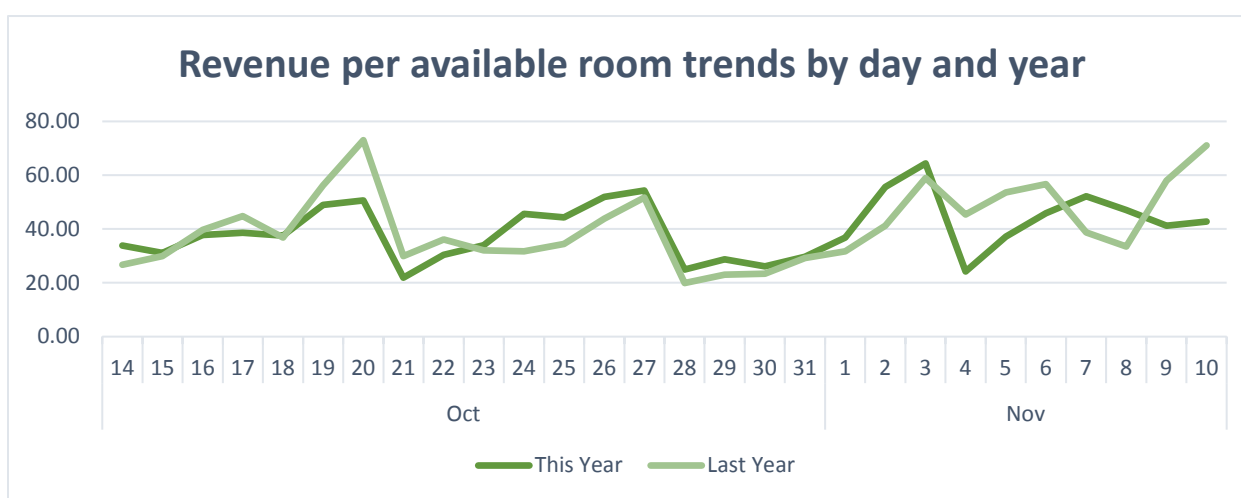


FIGURE 19. STR REVPAR BY DAY AND YEAR

Similar to the other trends, the demand trend in Figure 20 shows a decline this year over last year. Room demand for this year’s event period was 1,152 rooms as compared to last year’s same 2-day period of 1,333 rooms, a decline of -13.5%. However, room demand during event nights was above the daily average demand for the week (970) but not for the month (1,180).

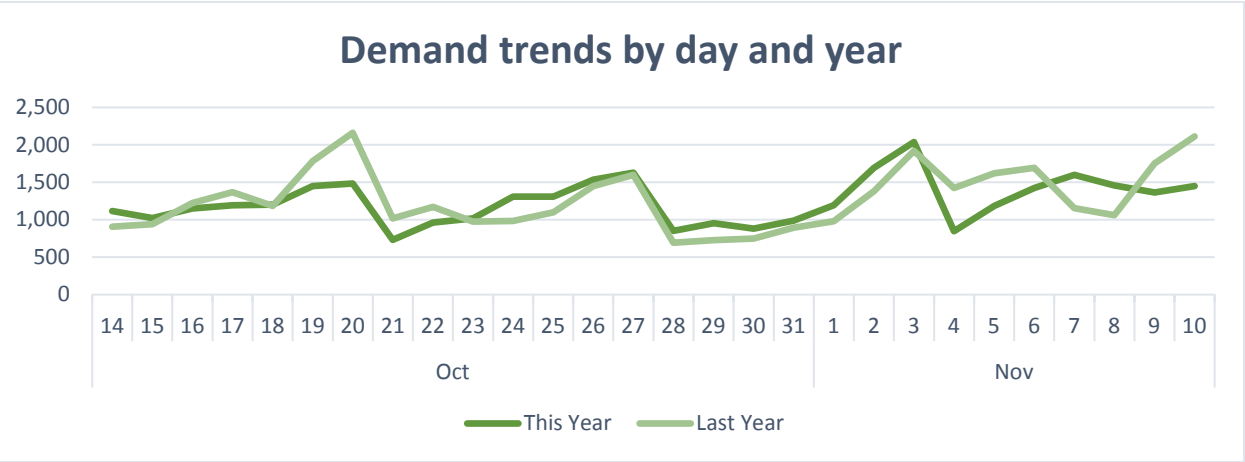


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year’s event-period was also lower than last year’s by -16.0%. This year’s Lights over SPI nights revenue averaged \$85,391 whereas last year’s same-days revenue was \$101,617 as seen in Figure 21. The average revenue is also lower than this year’s 28-day-long average revenue (\$96,438) or last year’s (\$111,379) but higher than this year’s week-long average of \$76,984.

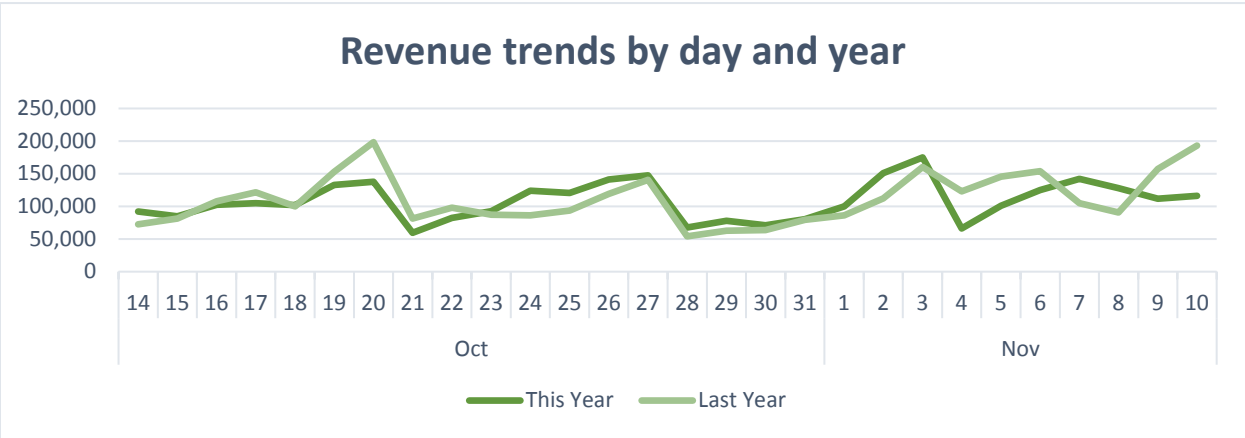


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

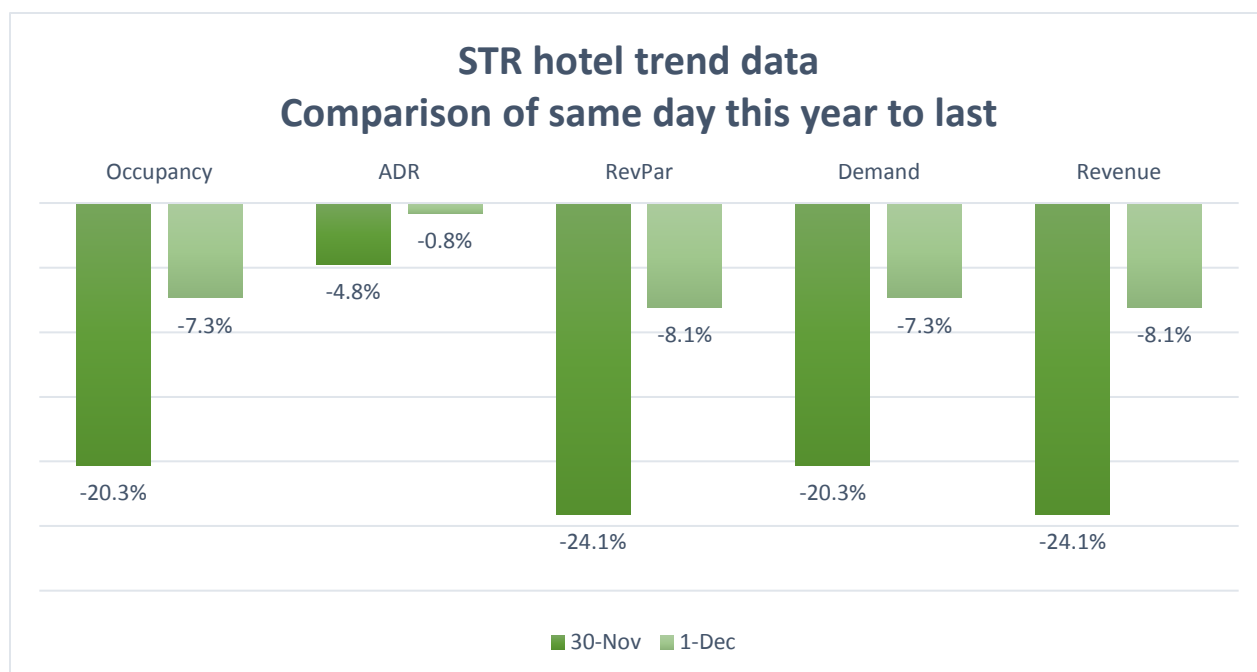


FIGURE 22. STR HOTEL TREND DATA 2-DAY COMPARISON

Finally, Figure 22 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the nights that Lights over SPI attendees would have spent the night on the Island. All the metrics examined for the two-night period were lower, if not significantly lower this year than last year.

The STR data suggests that Lights over SPI had could have resulted in an increase in lodging occupancy and rates over the week or month period but was still below the metrics for the same day-period as last year. While the weather during this year's Lights over SPI was ideal, other factors such as parades in other parts of the Valley may have had an impact on attendance at the event and intention to stay on the Island. In addition, other events held during the same day-period last year may have resulted in higher than normal STR metrics last year.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Concluding remarks

This report has detailed the amount of money spent on Lights over South Padre Island consisted of several different activities held from Friday, November 30th through Sunday, December 2nd 2018. These activities ranged from a tree lighting ceremony, two parades and a Breakfast with Santa. The family-oriented activities were created as weekend-long “garland of festive events” for the winter holidays. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 169 completed surveys resulted in 169 useable responses for the analysis.

Demographically, the study sample was comprised of predominately of married females who were an average of years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identify ethnically Hispanic and were from the US. The average household size at the events was 4.18 people, had traveled 75 miles and 26% spent the night on SPI for an average of 0.81 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 81 SPI room nights. While STR data suggests that some lodging metrics for the two major nights of events were better than for the week-period and for the 28-day period, all metrics for this weekend were below the same day-period as last year. With an average total weighted lodging expenditure per household of \$64 event attendees spent a total of \$24,531 on lodging, resulting in about \$2,201 in the City’s share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$34,232, which should yield \$632 to the City at a tax rate of 2%. Total spending in other expenditure categories of \$38,108 should provide the City with \$704 in sales tax revenue. Altogether, Lights over SPI participants spent \$96,871, generating \$6,606 in total sales tax with \$3,538.02 the City’s share.

Considering only the City’s share of the hotel tax revenue, the City lost -\$4,799 or 68.6% on their \$7,000 investment. Considering all tax revenue from all spending, the City should receive \$3,538.02 in taxes for a total loss of -\$3,462 or a -49.5% on the cash investment provided to the event organizer.

In addition, most Lights over Padre survey participants are “promoters” in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. This means that regardless of the event return on investment, the overall SPI and event experience of the attendees will likely result in more returning to the Island for future vacations.

Appendix A: Survey

Lights over South Padre Island Survey																							
<p>This survey is to understand your household experience and spending during Lights over Padre. <i>The one person, older than 18, best able to report on spending for all people in your household at the event should complete this survey.</i> Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.665.2829 for questions.</p>																							
<p>1. Have you or someone else in your household already completed this survey? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, return this survey.</p> <p>2. Did you come to South Padre Island specifically for Lights over SPI? <input type="checkbox"/> Yes <input type="checkbox"/> No: If no, return this survey. Thanks!</p> <p>3. About how many miles did you travel to attend the event? _____ miles</p> <p>4. Which of the following best describes your participation in Lights over SPI? (Check all that apply?)</p> <p><input type="checkbox"/> Spectator <input type="checkbox"/> Event volunteer/staff</p> <p><input type="checkbox"/> Event sponsor/vendor <input type="checkbox"/> Did not attend</p> <p><input type="checkbox"/> Other _____ (write in answer)</p> <p>5. Including yourself, how many people from your household attended the event? _____ Number in household</p> <p>6. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending Lights over SPI? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for Lights over SPI?</p> <p><input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house</p> <p><input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room</p> <p><input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid)</p> <p><input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p> <p>8. Which Lights over SPI events will you attend? (check all that apply)</p> <p>Friday: <input type="checkbox"/> Tree Lighting Ceremony <input type="checkbox"/> Christmas Parade <input type="checkbox"/> Children's Wonderland</p> <p>Saturday: <input type="checkbox"/> Lighted boat parade <input type="checkbox"/> Children's Wonderland</p> <p>Sunday: <input type="checkbox"/> Breakfast with Santa</p> <p>Any day: <input type="checkbox"/> Holiday Sand Castle Village</p> <p>9. Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for Lights over SPI? (List only total dollar amounts spent on SPI)</p> <table border="1"> <tbody> <tr> <td>Food & beverages (restaurants, concessions, snacks, etc.)</td> <td>\$</td> </tr> <tr> <td>Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td>\$</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td>\$</td> </tr> <tr> <td>Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td>\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td>\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td>\$</td> </tr> <tr> <td>Parking fees</td> <td>\$</td> </tr> <tr> <td>SPI Admission fees</td> <td>\$</td> </tr> <tr> <td>Clothing or accessories</td> <td>\$</td> </tr> <tr> <td>Groceries</td> <td>\$</td> </tr> <tr> <td>Other (please specify)</td> <td>\$</td> </tr> </tbody> </table>	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	<p>10. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?</p> <p>Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely</p> <p>11. How likely are you to return to South Padre Island for a vacation at some time in the future?</p> <p><input type="checkbox"/> Extremely likely <input type="checkbox"/> Somewhat likely <input type="checkbox"/> Neutral</p> <p><input type="checkbox"/> Somewhat unlikely <input type="checkbox"/> Extremely unlikely</p> <p>12. How satisfied are you with your overall South Padre Island experience?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral</p> <p><input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>13. How satisfied are you with Lights over SPI?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral</p> <p><input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>14. What suggestions do you have for improving Lights over SPI or your stay on South Padre Island? (write on back)</p> <p>15. What is your home zip or postal code? _____ code</p> <p>16. What is your home country?</p> <p><input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other _____</p> <p>17. What is your age? _____ (years of age)</p> <p>18. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse</p> <p>19. What is your marital status?</p> <p><input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated</p> <p>20. What is your highest educational attainment?</p> <p><input type="checkbox"/> Less than high school <input type="checkbox"/> Associate's degree</p> <p><input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree</p> <p><input type="checkbox"/> Some college, no degree <input type="checkbox"/> Graduate/professional degree</p> <p>21. What is your current employment status?</p> <p><input type="checkbox"/> Work full-time <input type="checkbox"/> Retired within past year</p> <p><input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year</p> <p><input type="checkbox"/> Unemployed (looking for a job) <input type="checkbox"/> Other (Please specify)</p> <p>22. What is your combined annual household income?</p> <p><input type="checkbox"/> less than \$20,000 <input type="checkbox"/> \$60K-\$69,999</p> <p><input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999</p> <p><input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$99,999</p> <p><input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999</p> <p><input type="checkbox"/> \$50K-\$59,999 <input type="checkbox"/> \$150,000 or more</p> <p>23. What is your ethnicity? (Select all that apply)</p> <p><input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed</p> <p><input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____</p>
Food & beverages (restaurants, concessions, snacks, etc.)	\$																						
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Other (please specify)	\$																						
<p>Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.</p> <p>Name _____</p> <p>Phone number: _____</p> <p>Email: _____</p> <p>Winners will be notified no later than 1 week after event.</p>																							
THANK YOU VERY MUCH!!!																							

Appendix B: Respondent's zip or postal code and zip code map

14304	78520	78537	78566	78578	78596
34982	78520	78537	78566	78578	78596
43040	78520	78537	78566	78578	78596
49107	78521	78537	78566	78578	78596
50590	78521	78538	78566	78578	78596
53121	78521	78539	78566	78578	78596
60051	78521	78539	78570	78578	78596
66846	78521	78539	78570	78578	78596
68939	78521	78539	78572	78578	78597
76522	78521	78541	78572	78578	78597
76573	78521	78541	78573	78578	78597
77551	78521	78542	78575	78578	78597
78015	78521	78542	78575	78578	78597
78237	78521	78542	78575	78578	78597
78332	78521	78542	78576	78578	78597
78373	78521	78542	78577	78578	78597
78501	78521	78542	78577	78578	78597
78501	78521	78542	78577	78578	78597
78501	78521	78550	78577	78578	78597
78501	78521	78550	78577	78578	78597
78501	78521	78550	78578	78578	78597
78504	78521	78550	78578	78578	78597
78504	78521	78550	78578	78578	78597
78504	78521	78550	78578	78578	78597
78504	78521	78550	78578	78578	78597
78504	78521	78550	78578	78578	78597
78504	78522	78550	78578	78578	78597
78516	78523	78550	78578	78578	78598
78516	78526	78552	78578	78578	78599
78520	78526	78552	78578	78580	78599
78520	78526	78552	78578	78582	78599
78520	78526	78552	78578	78582	78599
78520	78526	78552	78578	78582	78599
78520	78526	78552	78578	78586	78704
78520	78526	78552	78578	78586	78704
78520	78526	78561	78578	78586	78996
78520	78526	78563	78578	78586	80303
78520	78526	78566	78578	78586	80526
78520	78526	78566	78578	78589	
78520	78526	78566	78578	78589	
78520	78526	78566	78578	78589	
78520	78526	78566	78578	78595	
78520	78526	78566	78578	78596	

