



# Event Economic Impact Report

*Prepared for*

City of South Padre Island Convention and Visitors Bureau

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## Executive Summary and Survey Highlights

The inaugural 3-day South Padre Island Film, Art & Music Festival (FAM Fest) took place from Friday, November 16<sup>th</sup> through Sunday, November 18<sup>th</sup>. The event was created to feature “outstanding artists, demonstrations, children’s art activities, live music, film and local food and beverages.” Event CineSol Film Festival was held at the Convention Centre and featured special guest director, Helen Catherine Hardwicke. The Artist Village and the live music concerts were held on Friday and Saturday evenings at Schlitterbahn Beach Waterpark.

To examine the spending of FAM Fest 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 142 completed questionnaires resulting in 89 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (48.3%) females (58.0%), had an average age of 41.6 years, had at least some type of college degree (67.0%), worked full-time (75.3%), were primarily Hispanic (81.4%) and 61.6% had an average annual income above \$50,000. Survey respondents were primarily from the US (98.9%) with 0.0% from Mexico. On average, household participants traveled an average of 148 miles with an average of 2.40 people and spent 1.23 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (93.1%), resulting in an excellent net promoter score of 92.0. Most respondents are satisfied with the Island experience (98.9%) and the event (93.3%) and are likely to return to SPI for a future vacation (94.3%).

Importantly, the survey analysis found that the 416 household groups attended FAM Fest and spent an estimated weighted average of \$322 per household while on the Island for a total spending of \$133,941. Of this spending, lodging is the highest per household expenditure category with 45% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.23 nights. This resulted in about 230 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$322 per household that spent the night on the Island, a total of \$46,454 was spent on lodging. Of this amount, 17% or \$6,750 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$4,169, is the City’s

share of the HOT. Moreover, the estimated total spending on food and beverages of \$41,402 included about \$3,155 in taxes at the 8.25% rate or \$765 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$46,084, of which \$3,512 was sales taxes, with \$851 the City's share. In total, the \$133,941 spent during FAM Fest resulted in \$13,417 in tax revenue with \$5,785 the City's share. This represents a loss to the City of -\$74,215 for a -92.8% loss on the \$80,000 cash investment made by the CVB in FAM Fest 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>
<b>CVB investment</b>	\$80,000	Amount of funding provided by CVB to event promoter	P1
<b>Total spending</b>	\$133,941	Total spent by event households	Table 1, P6
<b>Average spent per household</b>	\$322	Weighted average spent per household	Table 1, P8
<b>Number of households</b>	416	Number of households at event	Figure 3, P6
<b>Number in household</b>	2.40	Number of people in household group at event	Figure 3, P6
<b>Nights on SPI</b>	1.23	Average number of nights spent on SPI	Figure 3, P6
<b>Lodging tax</b>	\$4,169	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P9
<b>F&amp;B sales tax</b>	\$765	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P9
<b>Other sales tax</b>	\$851	City share of total sales tax revenue	Table 2, P9
<b>Total City tax share</b>	\$5,785	Total City tax revenue from event	Table 2, P9
<b>Total tax ROI</b>	-92.8%	Return on CVB investment considering all taxes	Table 2, P9
<b>Lodging only ROI</b>	-94.8%	Return on CVB investment considering HOT only	Table 2, P9
<b>Net Promoter Score</b>	92.0	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 6, p10
<b>Likely to return</b>	94.3%	Percent somewhat or extremely likely to return to SPI	Figure 7, p1
<b>Satisfied with the SPI</b>	98.9%	Percent satisfied with the SPI experience	Figure 8, P1
<b>Satisfied with event</b>	93.3%	Percent satisfied with event	Figure 9, p11

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# SPI Film, Art & Music Festival FAM Fest

## Introduction

The inaugural 3-day South Padre Island Film, Art & Music Festival (FAM Fest) took place from Friday, November 16<sup>th</sup> through Sunday, November 18<sup>th</sup>. The event was created to feature “outstanding artists, demonstrations, children’s art activities, live music, film and local food and beverages.” The film element of the event, which is the new location for the CineSol Film Festival, was held at the Convention Centre, and featured filmmaking workshops, panel discussions and films and documentaries from around the world. This year’s event featured special guest director, Helen Catherine Hardwicke. Artists, of all kinds were featured in the FAM Fest Artist Village at Schlitterbahn Beach Waterpark where live music concerts with eight bands, including the Josh Abbott Band, were also held on Friday and Saturday nights. The schedule of events and places was:

### SCHEDULE OF EVENTS

#### **Friday, November 16, 2018**

**6pm to 9pm** – Artist/Vendor Village @Schlitterbahn Beach Waterpark

**6pm to 9pm** – Music concert @Schlitterbahn Beach Waterpark

**8pm to 9:30pm** – CineSol Film Festival @Convention Centre

#### **Saturday, November 17, 2018**

**10am to 4pm** – Artist Gallery Crawl@Schlitterbahn Beach Waterpark

**6pm to 11pm** – Artist/Vendor Village @Schlitterbahn Beach Waterpark

**6pm to 11:30pm** – Music concert @Schlitterbahn Beach Waterpark

**12noon to 10pm** – CineSol Film Festival @Convention Centre

#### **Sunday, November 18, 2018**

**12noon to 7pm** – CineSol Film Festival @Convention Centre

The event was sponsored by the South Padre Island Convention and Visitors Bureau and was funding at \$80,000 by the CVB.

# Method

## Interviews

To estimate the economic impact of the 2018 FAM Fest, 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 18 different trained interviewers and the project manager attended two different SPI FAM Fest events/venue:

Saturday, November 17

- ★ 12noon-4pm at SPI Convention Centre from noon to 4pm;
- ★ 5pm-8:30 at Schlitterbahn Beach Waterpark



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 142 completed responses; however, a number of responses were eliminated as follows:

- ★ 5 were completed by another responding household member;
- ★ 35 were from respondents not on the Island for the event; and,
- ★ 14 were from respondents who live within ten miles.

The result is 89 useable questionnaires for analysis. The sample population is about 300 adults who passed by the interviewers. With 142 completed surveys, the completed responses rate is about 47.3%.





## Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the research team manually counted attendance during the times they were at the



different venues via a manual hand counter. The manual count was 132 adults by 4:00pm at the CineSol Film Festival





at the Convention Center on Saturday, November 17<sup>th</sup>. An additional 100 people may have attended CineSol after the interview team left for a total of 232. Because the survey results found that most respondents attended multiple CineSol events, an addition 28 people (about 12%) is added to the count to account for unduplicated attendees on Friday and Sunday for a total CineSol attendance of 260 people.

At Schlitterbahn Water Park for the Art Village and the Saturday night concert, 178 people (155 adults and 23 children) were counted on Saturday from 5:00pm to 8:00pm. Allowing for vendors, staff, volunteers and Friday night concert goers, in total, we estimate that 1,000 people attended the concerts and Art Village although, 24% were likely duplicates attending multiple events, leaving 740 music/art attendees.

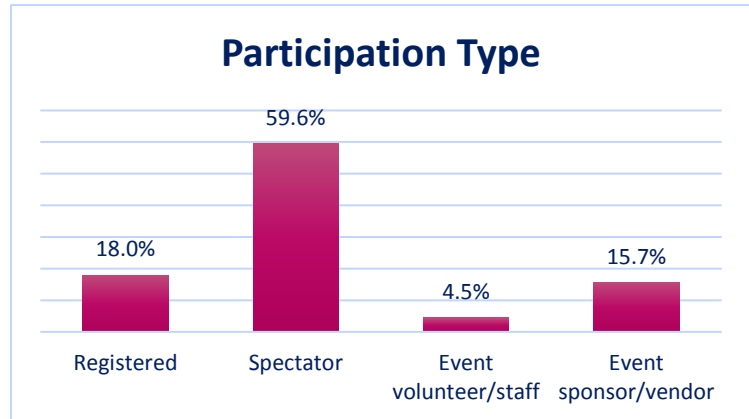
In total, an estimated 1,000 attended at least one FAM Fest event. However, the appropriate unit of analysis is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (1000) is divided by the average household size (2.40) as found in the survey (see Figure 2) to determine that 416 households were at the two venues of the event.

**NOTE: Attendance at the events is key to estimating the total spending of all households on the Island for the event. However, with multiple day or long duration events when the interview team is not present for the entire event to people, we rely on the event organizers to provide us with an estimate of attendance. For FAM Fest, the estimate of attendance was extrapolated from the times the survey team was present so the attendance estimate should be taken with a large margin of error.**

# Results

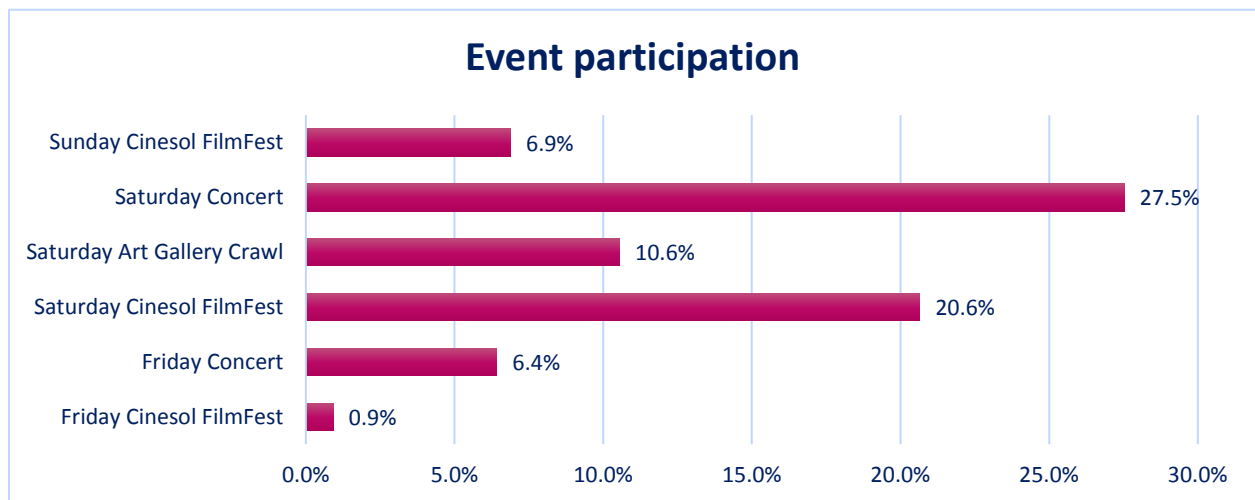
## Survey participants travel and SPI stay characteristics

In all, 89 useable surveys were completed by people specifically on South Padre Island for 2018 SPI FAM Fest. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that most of the respondents surveyed (59.6%) were spectators of the event while (18.0%) were registered. The remaining respondents were event sponsor/vendors (15.7%) or volunteer/staff (4.5%).



**FIGURE 1. PARTICIPATION TYPE**

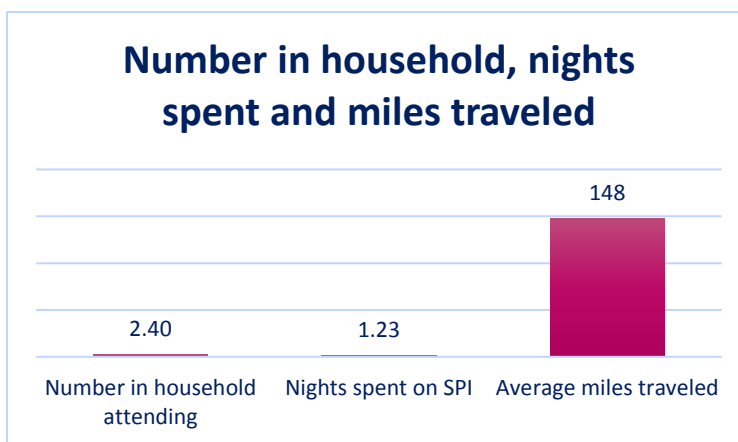
In addition to participation type, respondents were asked to indicate which of the eight events they attended. The 89 valid respondents attended 218 different events or an average of 2.45 events per person. Most respondents attended either the CineSol or the Concerts and/or Art Village, which were both at the same venue. Only six respondents (6.7%) attended both a CineSol and a Schlitterbahn event. Among our respondents, the results in Figure 2



**FIGURE 2. EVENTS ATTENDED**

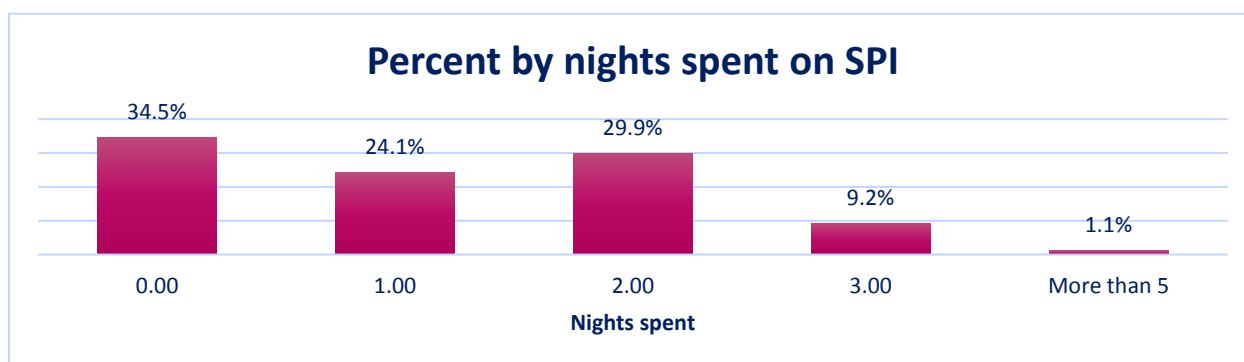
show that the events attracting the most attendees were the Saturday night concert (27.5%), and the Saturday CineSol Film Festival (20.6%).

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 9 for an average of 2.40 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 148 miles to attend the event, although distances traveled ranged from 10 to 2000 miles and spent an average of 1.23 nights on SPI for the event with a range of 0 to 6 nights spent on SPI.



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

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 34.5% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (24.1%) or two nights (29.9%) although 9.2% spent three nights on the Island and (1.1%) 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, (31.8%) of event attendees, did not spend the night on the Island, of those who did, 37.5% spent the night in a hotel/motel room, 13.6% rented a condominium or beach house, 5.7% stayed with family or friends, and 5.7% stayed in their own SPI residence.

With 45% (Table 1, p6) of the estimated 416 households spending an average of 1.23 nights (Figure 2, p4) on the Island, the FAM Fest event should have resulted in 230 room nights.

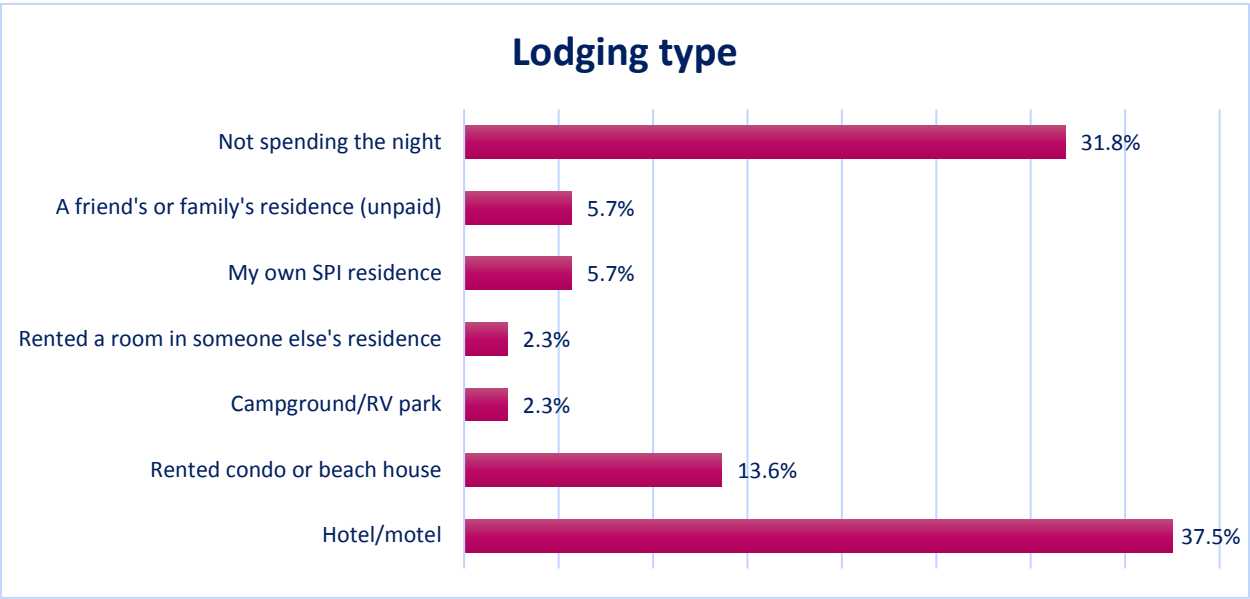


FIGURE 5. TYPE OF LODGING

**FAM Fest attendees accounted for 230 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 \$248 with a weighted average of \$112 considering that 45% of respondents spent money on lodging for a total of \$46,454. Average spending on food and beverages was \$115, with a weighted average of \$99, for a total category spending of \$41,402, including sales taxes. The total spent on all other categories was \$46,084. In total, 416 event households spent a weighted average of \$322 for a total SPI spending of \$133,941.

**TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING**

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$115	87%	\$99	\$41,402
Night life	\$90	35%	\$32	\$13,119
Lodging	\$248	45%	\$112	\$46,454
Attraction entertainment	\$128	16%	\$20	\$8,372
Retail	\$53	28%	\$15	\$6,150
Transportation	\$56	47%	\$26	\$10,991
Parking	\$8	29%	\$2	\$996
Admission fees	\$16	11%	\$2	\$725
Clothing	\$68	7%	\$5	\$1,918
Groceries	\$55	15%	\$8	\$3,321
Other	\$21	6%	\$1	\$491
<b>Total</b>	<b>\$858</b>		<b>\$322</b>	<b>\$133,941</b>

*The estimated direct spending on South Padre Island as attributed to the 2018 SPI FAM Fest is \$133,941, within a 7.6% confidence interval of plus or minus \$10,179 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 \$6,750 with the City's share at 10.5% totaling \$4,169. Total spending on food and beverages should result in \$3,155 in tax revenue with \$765 the City's share while total spending in all other expense categories should yield \$3,512 in sales tax revenue with \$851 the City's share. Altogether, the tax revenue should be \$13,417 with \$5,785 the City's share. The loss from the City's share of the hotel tax alone on the \$80,000 invested in the event is -94.8% but is -92.8% 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	\$46,454	17%	\$6,750	10.50%	\$ 4,169	-94.8%
Food & Beverage	\$41,402	8.25%	\$3,155	2%	\$ 765	
All nonlodging	\$46,084	8.25%	\$3,512	2%	\$ 851	
Totals	<b>\$133,941</b>		<b>\$13,417</b>		<b>\$ 5,785</b>	<b>-92.8%</b>

*Total spending of 2018 SPI FAM Fest attendees resulted in an estimate tax revenue of \$13,417, with \$5,785 going to the City of South Padre Island. With an investment of \$80,000 in the event, the loss to the City is -94.8% considering only the 10.5% share of HOT but -92.8% considering all the City's estimated tax revenue share.*

## The SPI Experience

The next section of the survey asked FAM Fest 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.

The results, shown in Figure 6, indicate that most study respondents (93.1%) are promoters of SPI while a few (1.1%) are detractors. This yields a net promoter score (NPS) of 92.0, which is excellent. For example, the hotel industry has a NPS of 39 ([www.netpromoter.com/compare](http://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 (94.3%) are likely to return to the Island at some time 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 98.9% were satisfied with the SPI experience and that 0.0% were dissatisfied with SPI.

Most respondents (93.3%) were also satisfied with the FAM Fest events and only 2.2% reported being dissatisfied with the event as seen in Figure 9.

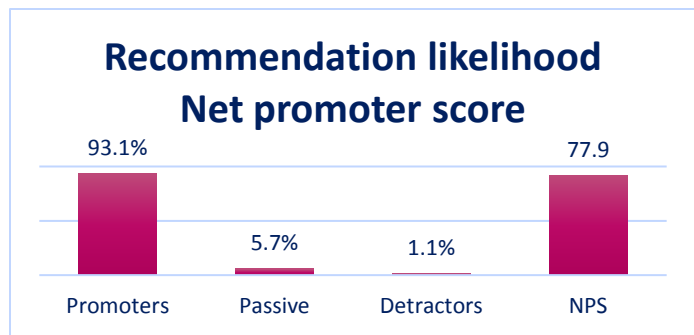


FIGURE 6. NET PROMOTER SCORE

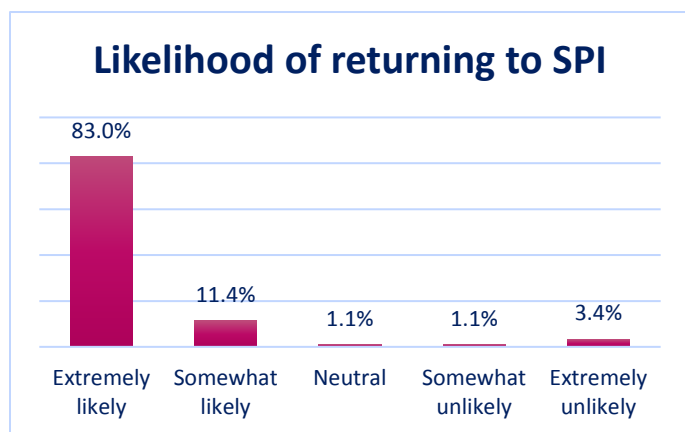


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

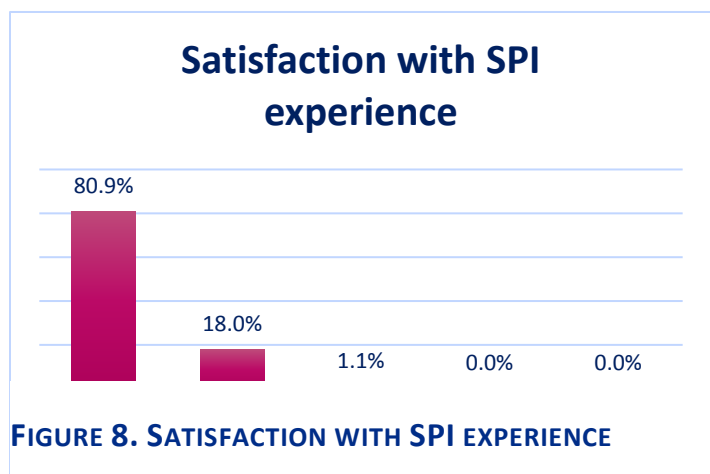


FIGURE 8. SATISFACTION WITH SPI EXPERIENCE



**FIGURE 9. SATISFACTION WITH EVENT**

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

- ★ Advertising should have been put on social media Schlitterbahn, facebook specifically, with their huge following, it would have been more helpful. Better Advertising!
- ★ Better advertising, hard to find on social media
- ★ Better marketing (social media)
- ★ Better organization
- ★ Better promotion would be helpful ex local artists, advertising, clear statements as to what it is about.
- ★ Disorganized
- ★ Lower the amps on the music
- ★ Make similar event for fall
- ★ More advertising
- ★ More advertising, a hard time finding anything on facebook, we are from Brownsville.
- ★ More lighting
- ★ Put a tarp for the rain
- ★ Too loud
- ★ Great idea for artist village over going to a business like originally decided. More lighting for vendors if you provide. Music nice but hard to talk to patrons. Maybe put artists in Convention Centre with films and in daytime. If keep artists at Schlitterbahn, shuttle them from films to here. Good booth size, Thank you for providing electricity. More advertising in the RGVF. Did not see any where I live and none on Facebook.



# 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 41.6 years-of-age with ages ranging from 18 to 83.

Most respondents were female (58.0%), a majority were married (48.3%) and most had some type of college degree (67.0%) as shown in Figures 10 through 12, respectively.

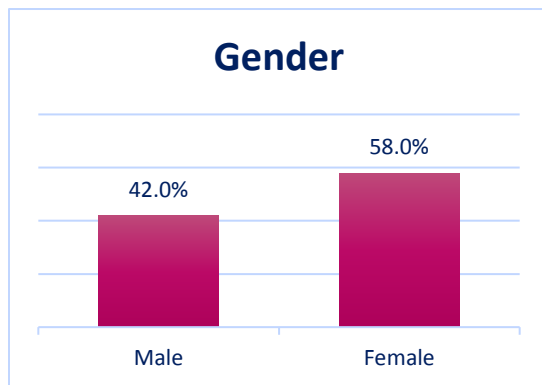


FIGURE 10. GENDER

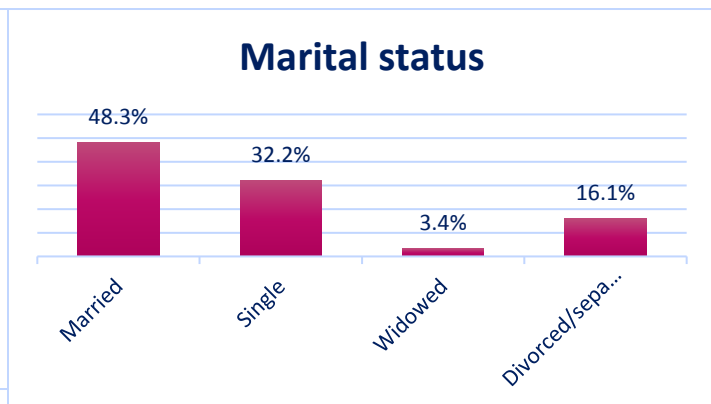


FIGURE 11. MARITAL STATUS

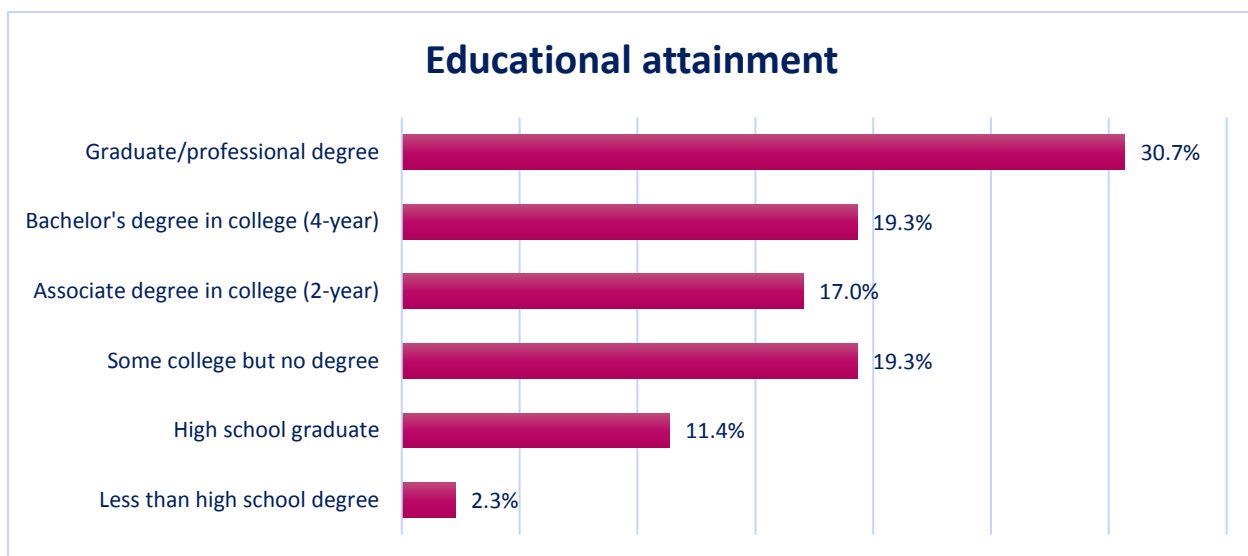
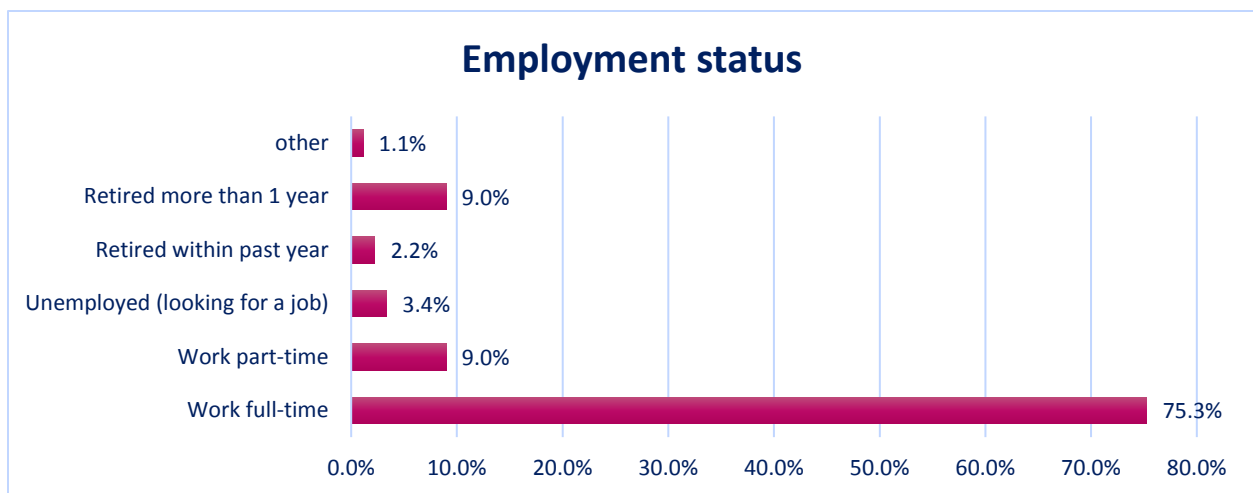


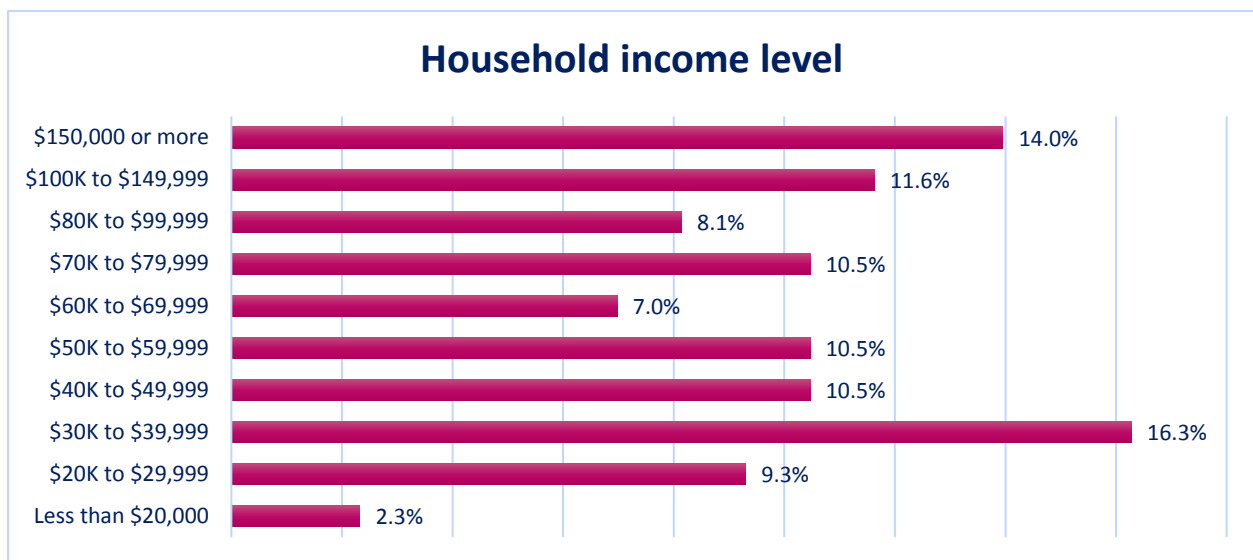
FIGURE 12. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (75.3%), although 9.0% work part-time and 11.2% are retired as seen in Figure 13.



**FIGURE 13. EMPLOYMENT STATUS**

Most FAM Fest study participants reported having a higher-than-average household income level: 61.6% 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 81.4% of respondents considered themselves Hispanic while 15.1% indicated being White.

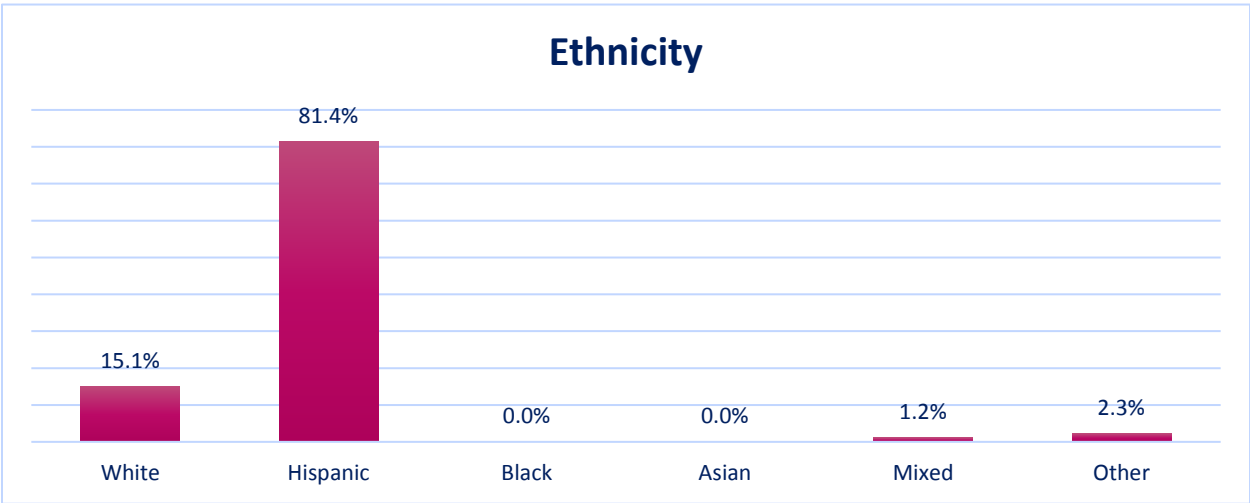


FIGURE 15. ETHNICITY

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 (98.9%) and 0.0% indicated being from Mexico as shown in Figure 16.

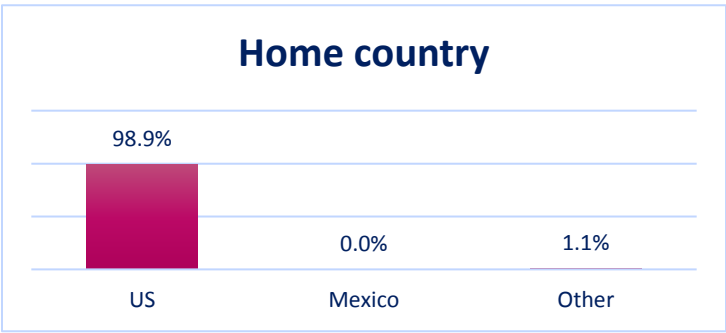


FIGURE 16. HOME COUNTRY

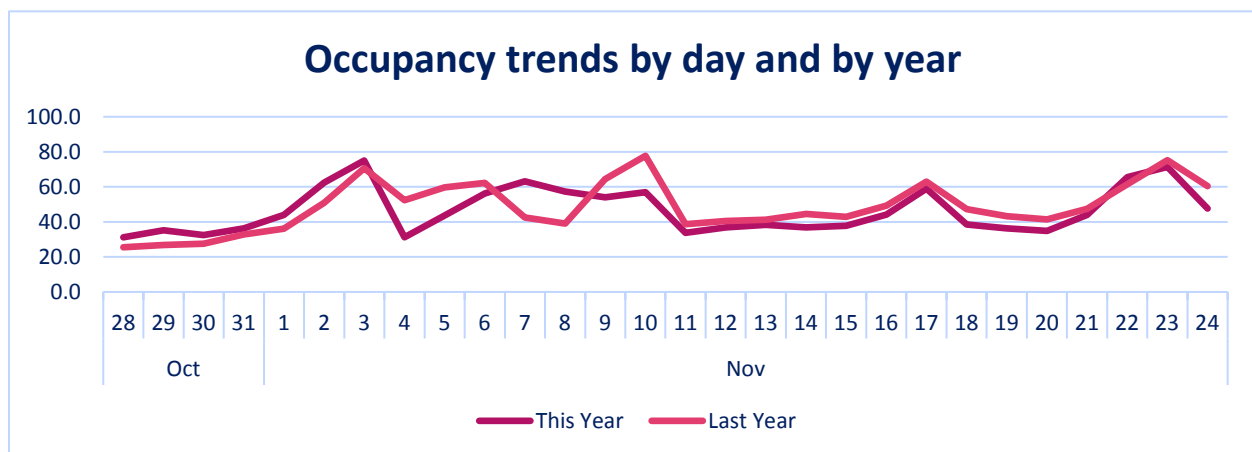
Specific zip or postal codes of study respondents and of study participants are shown and mapped in Appendix B.

## 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.

SPI FAM Fest was held from Friday, November 16<sup>th</sup> through Sunday, November 18<sup>th</sup>. This means that most event attendees who spent the night on SPI would have done so on Friday through Saturday night. 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).

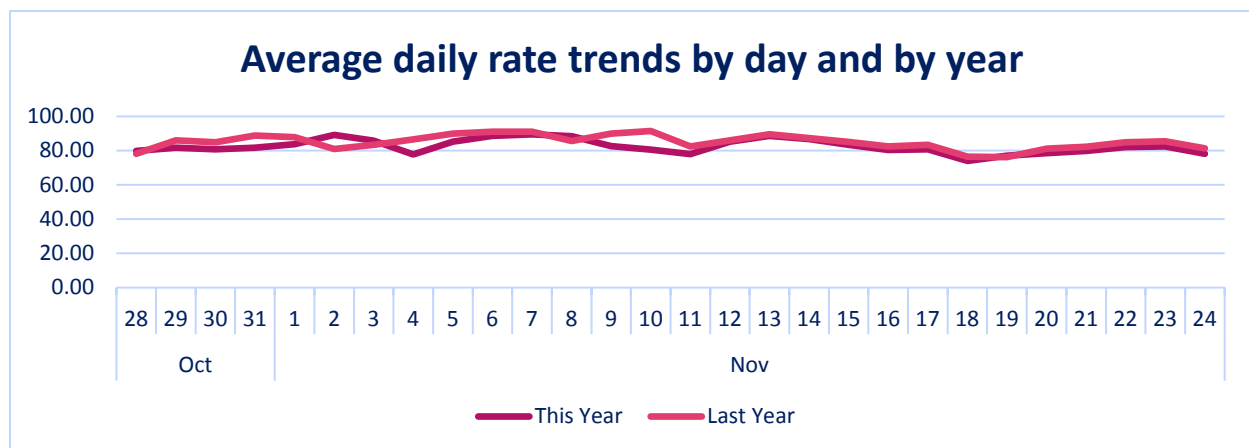
The occupancy rate for the comparison period was 51.6%, which is 8.1% below the same days last year (56.2%). This year’s event period was above the week average (40.9%) as well as for 28-day rate of 46.6%.as seen in Figure 17.



**FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR**

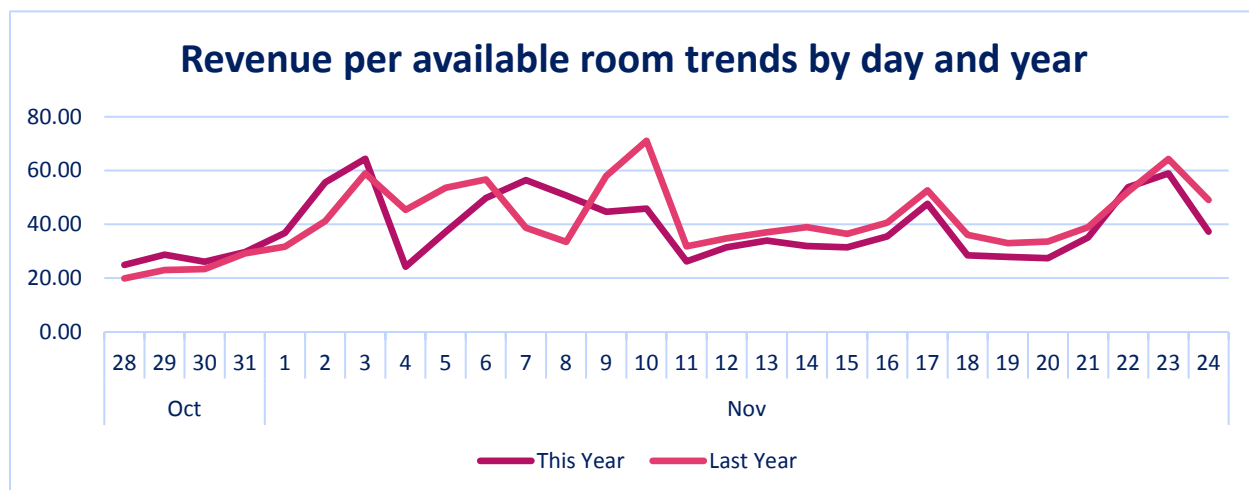


The average daily rate (ADR) of rooms for the event period was \$80.5, slightly lower than room rates compared to the same time period last year (\$83), which represents a 2.9% decrease. The average room rate for this year's event period was also lower than the rate for the week (\$83.29) and lower than the 28-day period (\$83.02) 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 nights of the event was \$41.6, which is 10.8% below last year's same-period average of \$46.6. This year's RevPAR, however, was above the average week rate (\$34.03) and this year's 28 day-period rate of \$38.66.



**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 1,402 rooms as compared to last year’s same time period of 1,526 rooms, a decline of 8.1%. The rooms demanded during event nights was above the average demand for the month (1,354) and for the week (1,265) but below the average demand from rooms for last year’s same period month (1,325).

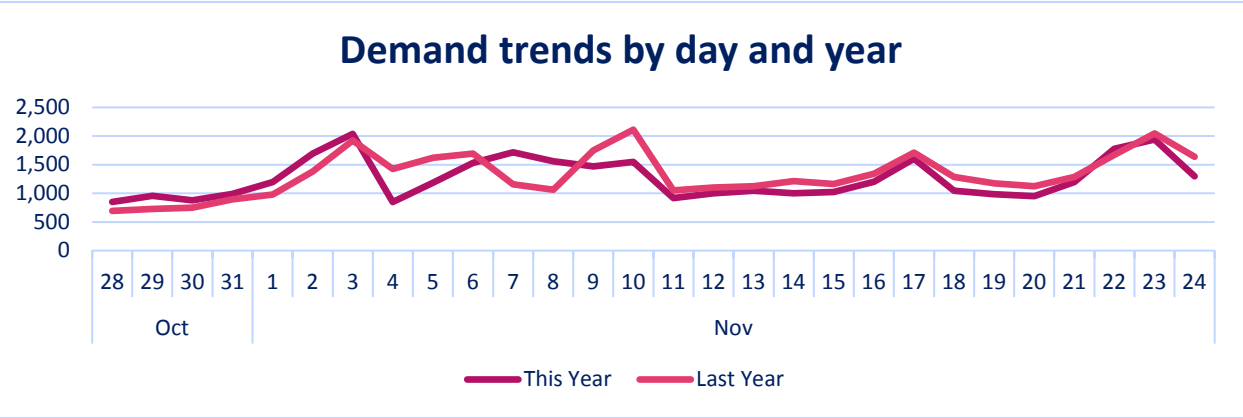


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year’s event-period was also lower than last year’s by 10.8%. This year’s FAM Fest nights revenue averaged \$112,965 whereas last year’s same-days revenue was \$126,701 as seen in Figure 21. The average revenue is higher, however, than this year’s 28-day-long average revenue (\$105,050) and only slightly higher than last year’s (\$112,945).

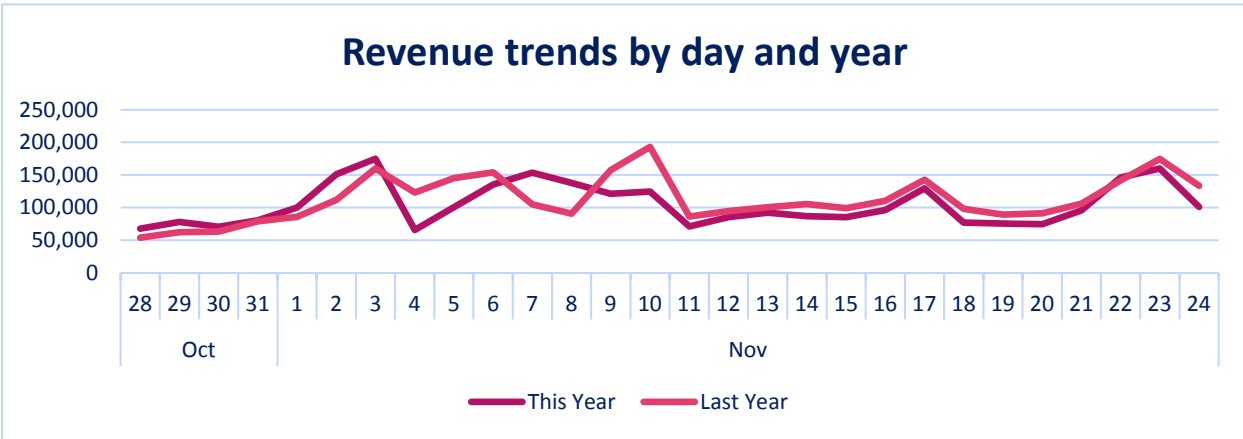
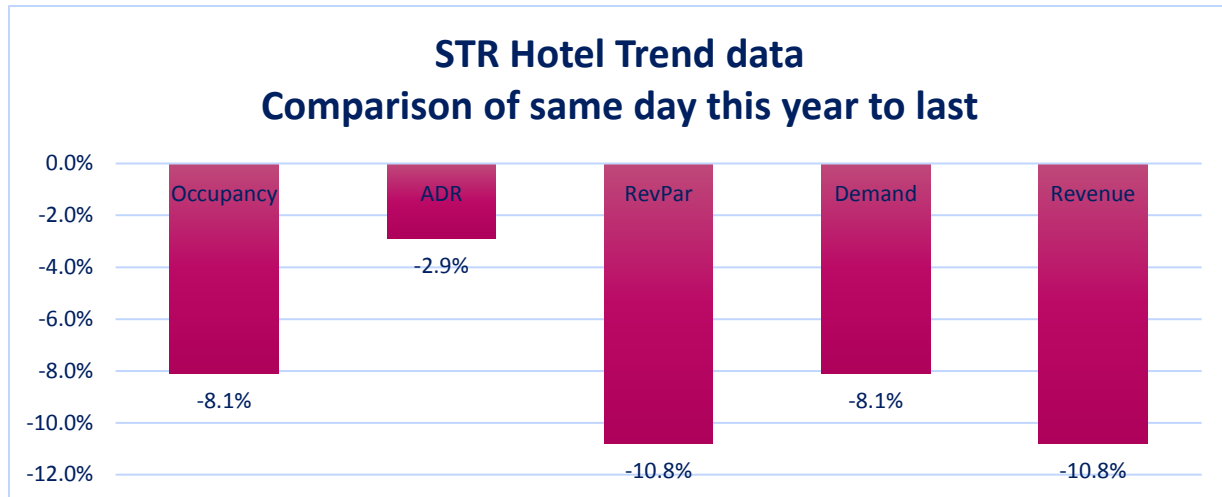


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

Finally, Figure 22 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the nights that FAM Fest attendees would have spent the night on the Island. All metrics for the nights of the year FAM Fest were below the same day period as last year.



**FIGURE 22. STR HOTEL TREND DATA 3-DAY COMPARISON**

The STR data suggests that SPI FAM Fest had could have led to an increase in lodging metrics over the week or month period but were significantly below the metrics for the same day-period as last year. The weather during this year's SPI FAM Fest was rainy and cool and may have impacted attendance at some events and intention to stay on the Island, especially for the outdoor concert. In addition, other events held during the same day-period last year may have resulted in higher than normal STR metrics for last year.

*All measures of lodging performance as provided by STR were lower for the two nights of FAM Fest as compared to the same day-period as 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 South Padre Island during the inaugural 3-day FAM Fest which took place from Friday, November 16<sup>th</sup> through Sunday, November 18<sup>th</sup>. The event was created to feature “outstanding artists, demonstrations, children’s art activities, live music, film and local food and beverages.” Event CineSol Film Festival was held at the Convention Centre and the Artist Village and the live music concerts were held on Friday and Saturday evenings at Schlitterbahn Beach Waterpark. 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 142 completed surveys resulted in 89 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 came to the event with 2.40 people, had traveled an average of 148 miles and 45% spent the night on SPI for an average of 1.23 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 230 SPI room nights. STR data provides support for the study’s finding that the event did likely positively affect lodging as compared to the week or the month but not as compared to the same day-period as last year. With an average total weighted lodging expenditure per household of \$112 event attendees spent a total of \$46,454 on lodging, resulting in about \$4,169 in the City’s share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$41,402, which should yield \$765 to the City at a tax rate of 2%. Total spending in other expenditure categories of \$46,084 should provide the City with \$851 in sales tax revenue. Altogether, FAM Fest participants spent \$133,941, generating \$6,606 in total sales tax with \$5,785 the City’s share.

Considering only the City’s share of the hotel tax revenue, the City lost -\$75,831 or -94.8% on their \$80,000 investment. Considering all tax revenue from all spending, the City should receive \$5,785 in taxes for a total loss of -\$74,215 or a -92.8% on the cash investment provided to the event organizer.

Nevertheless, most FAM Fest 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. Even though the event did not generate a positive return on the City's investment in the event, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.

## Appendix A: Survey

SPI FAM Fest Survey																							
<p>This survey is to understand your household experience and spending during FAM Fest. <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 <a href="mailto:businessresearch@utrgv.edu">businessresearch@utrgv.edu</a> 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 FAM Fest? <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 FAM Fest (Check all that apply)?</p> <p><input type="checkbox"/> Registered participant <input type="checkbox"/> Event volunteer/staff  <input type="checkbox"/> Spectator <input type="checkbox"/> Event sponsor/vendor  <input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____</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 FAM Fest? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for FAM Fest?</p> <p><input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house  <input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room  <input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid)  <input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p> <p>8. Which FAM Fest events will you attend? (check all that apply)</p> <p>Friday: <input type="checkbox"/> Cinesol FilmFest <input type="checkbox"/> Art/Vendor Village <input type="checkbox"/> Concert  Saturday: <input type="checkbox"/> Cinesol FilmFest <input type="checkbox"/> Art/Vendor Village <input type="checkbox"/> Art Gallery Crawl  Sunday: <input type="checkbox"/> Concert  Sunday: <input type="checkbox"/> Cinesol Film Fest</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 FAM Fest? (List only total dollar amounts spent on SPI)</p> <table border="1"> <tbody> <tr> <td>Food &amp; beverages (restaurants, concessions, snacks, etc.)</td> <td>\$</td> </tr> <tr> <td>Night clubs, lounges &amp; 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 &amp; 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  <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  <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>13. How satisfied are you with FAM Fest?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral  <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>14. What suggestions do you have for improving FAM Fest 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  <input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree  <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  <input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year  <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  <input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999  <input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$99,999  <input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999  <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  <input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____</p>
Food & beverages (restaurants, concessions, snacks, etc.)	\$																						
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$																						
Lodging expenses (hotel, motel, condo, room)	\$																						
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Parking fees	\$																						
SPI Admission fees	\$																						
Clothing or accessories	\$																						
Groceries	\$																						
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 frequency of response and zip code map

08566	78503	78521	78539	78572	78589
08566	78503	78521	78539	78572	78589
51062	78504	78521	78539	78573	78592
56482	78504	78526	78541	78573	78596
59602	78504	78526	78541	78574	78596
73130	78507	78526	78541	78575	78597
76201	78516	78526	78541	78577	78597
76213	78516	78526	78542	78577	78597
77010	78520	78526	78543	78578	78597
77619	78520	78526	78550	78578	78597
78041	78520	78526	78550	78578	78597
78046	78520	78526	78550	78578	78644
78108	78520	78534	78550	78578	78741
78130	78520	78535	78552	78578	79735
78222	78520	78537	78556	78578	80427
78248	78520	78537	78561	78578	87547
78501	78520	78538	78566	78578	91030
78501	78521	78538	78566	78586	91405
78501	78521	78538	78566	78586	94131
78501	78521	78538	78570	78586	98683
78503	78521	78539	78570	78589	

