

# 2018 SPI FAM Fest



## Event Attendance

1,000 attendees  
416 households  
230 room nights  
-8.1% change in event day  
YoY occupancy



## DEMOGRAPHICS

Average age 41.6  
Average Income:  
61.6%  
\$50,000 or more

**\$80,000**

CVB Investment

**\$133,941**

Total Spending

**\$322**

spending per  
household



**City tax share**

10.5% Lodging = \$4,169  
2% F&B sales tax = \$765  
2% Other sales tax = \$851  
Total = \$5,785

2.4 visitors per  
household

1.23 nights  
spent on SPI

**Total tax ROI = -92.8%**  
Lodging only ROI = -94.8%



## SPI Experience

NET PROMOTER SCORE

**92.0**

likely to recommend  
South Padre Island

**94.3%**

Likely to  
return

**98.9%**

Satisfied  
with SPI

**93.3%**

Satisfied  
with event