

SPI Kite Fest 2018



Event Attendance

7,787 3-day attendees
1,880 households
620 room nights
-1.8% change in event days YoY occupancy



DEMOGRAPHICS

Average age 62
Average Income:
65%
\$50,000 or more

\$22,150

CVB Investment

\$595

Average spent
per household



2.5 visitors per
household

1.15 nights
on SPI

\$1,118,921

TOTAL SPENDING

**City tax
share**

10.5% Lodging = \$20,340
2% F&B sales tax = \$8,031
2% Other sales tax = \$8,454
Total = \$36,825

Total tax ROI = 66.3%
Lodging only ROI = -8.2%



SPI Experience

89 NET PROMOTER SCORE
likely to recommend
South Padre Island

95.7% Likely to
return

98.9% Satisfied
with SPI