

# 2018 SPI Mariachi Run



## Event Attendance

850 attendees  
343 households  
78 room nights



## DEMOGRAPHICS

Average age 39  
Average Income:  
73.2%  
\$50,000 or more

**\$25,000**

CVB Investment

**\$67,721**

Total Spending

**\$197**

spending per  
household



**City tax share**

10.5% Lodging = \$1,876  
2% F&B sales tax = \$392  
2% Other sales tax = \$473  
Total = \$2,741

2.48 visitors per  
household

.62 nights spent  
on SPI

**Total tax ROI = -89.0%**  
Lodging only ROI = -92.5%



## SPI Experience

NET PROMOTER SCORE

**77.9**

likely to recommend  
South Padre Island

**93.4%**

Likely to  
return

**96.7%**

Satisfied  
with SPI

**93.4%**

Satisfied  
with event