

5K/10K Beach Run 2018



Event Attendance

345 registered participants
294 households
247 room nights
-5.9% change in YoY on event night



DEMOGRAPHICS

Average age 37
Average Income:
54.7%
\$50,000 or more

\$4,726

CVB investment

\$587

Average spent
per household



2.4 visitors per
household

1.4 nights
on SPI

\$172,663

Total spending

**City tax
share**

10.5% Lodging = \$6,323

2% F&B sales tax = \$656

2% other sales tax = \$1,232

Total = \$8,212

Total tax ROI = 73.8%

Lodging only ROI = 33.8%

SPI Experience



NET PROMOTER SCORE

likely to recommend
South Padre Island

75.1

96.7%

Likely to
return

95.5%

Satisfied
with SPI

86.7%

Satisfied
with event