

# *South Padre Island* **Sand Crab 5K & 10K** **Nighttime Beach Run**



April 28, 2018

## Event Economic Impact Report

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Bureau

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# Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run held on Saturday, April 28th. Promoted by RunInTexas.com with \$4,726 funding support from the SPI Convention and Visitors Bureau (CVB), organizers expected to attract 500 to 800 people for about 200 room nights over two nights. To examine the spending of the SPI Sand Crab Run participants 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 with a total of 99 contacts but nine surveys were from duplicate households or people not on the Island for the event. This yielded 90 responses from unique households on the Island specifically for the SPI Sand Crab Run.

Demographically, the SPI Sand Crab Run study sample had an average age of 37 years, was predominately female (65.2%), married (55.1%), with some college education (86.5%), works full time (86.5%), has a household income above \$50,000 (54.7%), and is Hispanic (76.7%). Survey respondents are primarily from the US (90%), with 7.8% coming from Mexico, and one from Peru. On average, survey participants traveled with an average of 2.4 people for an average of 112 miles and spent 1.4 nights on SPI. A large percentage (79.6%) of survey respondents are considered promoters of the Island to others resulting in a net promoter score of 75.1% and are likely to return to SPI for a future vacation (96.7%). Most respondents were satisfied with their SPI stay experience (95.5%) and with the event (86.7%).

Importantly, the survey analysis found that the 294 household groups attending the 2018 SPI Sand Crab Run event spent an estimated average of \$552 per household while on the Island for a total of \$162,425. This total spending resulted in \$16,539 in total sales tax revenue with the city's share of taxes amounting to \$7,293, which gives 54.3% return on the \$4,726 cash invested by the CVB in the event.

Separately, lodging is the highest per household expenditure category with 40.2% of study respondents spending at least one night on the Island and staying an average of 1.43 nights. This resulted in about 247 total room nights, most of which were in hotels (50%). With the average lodging expenditure of \$348 per household that spent the night on the Island, revenue from lodging was a total of \$60,221. Of the total lodging expenditure, 17% or \$8,750 was for the Hotel Occupancy Tax (HOT), and 10.5% of that, or about \$5,404, goes toward the City HOT. Moreover, the estimated total spending on food and beverage of \$35,510 resulted in about \$2,706 in taxes at the 8.25% rate or \$656 at the City 2% tax rate. The combined City's share of all the HOT, food and beverage taxes and taxes on all other expenditures is \$7,293, which represents a \$2,567 (54.3%) return on the \$4,726 cash investment provided to the SPI Sand Crab Run organizer.

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# South Padre Island Sand Crab 5K and 10K Night Beach Run: Economic Impact

## Introduction

The South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run (Sand Crab Run) was held on the SPI beach beginning in front of the event hotel, Pearl South Padre Island Resort, on Saturday, April 28<sup>th</sup>, 2018. Race participants could pick up their race packets on Thursday in Harlingen before the event or at the Pearl South Padre Island Resort on race day from 4:00pm to 6:00pm. The Kid Crab mile began at 8:00pm and the 5K and 10K races at 8:30pm with a cut off time of two hours. An awards ceremony was held at about 10:00pm at the Pearl South Padre Island Resort. All race participants were required to wear flashlights or headlamps because the event was at night.

The SPI Sand Crab 5K & 10K Night Beach Run was organized by Run In Texas and was designed “to create a fun, memorable and unique family-friendly running event that attracts runners from across the Rio Grande Valley and beyond to the beaches of South Padre Island.” The organizers received \$4,726 from the SPI Convention and Visitors Bureau (CVB) to help fund the event. The funds were to be used for marketing—website, social media and e-mail campaigns to their database of 16,500 Texas runners—and t-shirts which would have the SPI CVB logo. The organization expected to promote the event through 10 press releases and PR opportunities in print, broadcast and online media, running calendars and posters. These marketing efforts were expected to reach Texas residents, primarily in the Rio Grande Valley, San Antonio, Austin and Houston.

Past SPI Sand Crab Run events yielded an estimated 255, 400, and 340 hotel rooms in 2015, 2016 and 2017 respectively. For this year's event, the organizer expected to attract about 500 to 800 runners with about 75% of those staying in SPI lodging for a total of 375 to 600 room nights.

As a side note, on April 3, 2018, the [www.runintexas.com](http://www.runintexas.com) website did not have a link to the SPI CVB as promised in the funding application and the event website graphic displayed the beach run graphic from 2016 (see Figure 1). A Google search found the correct event information and registration at:

<https://www.signmeup.com/site/online-event-registration/123621>. This website also did not have a link to the SPI CVB website (see Appendix A).



FIGURE 1. GRAPHIC DISPLAYED ON WEBSITE



## Method

To estimate the economic impact of the 2018 SPI Sand Crab Run, UTRGV researchers conducted a survey (see Appendix B) among SPI Sand Crab Run attendees on SPI on Saturday, April 28<sup>th</sup> during registration and during the race from about 5:20pm until 9:00pm. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered other promotional products provided by the CVB which substantially helped to recruit respondents. Respondents were asked to complete the survey by paper on clipboards although some event participants were given note cards (see Figure 2) inviting online survey participation.



FIGURE 2. ONLINE SURVEY NOTE CARDS

## Interviews

A total of 11 trained interviewers, the project manager and a supervisor attended the SPI Sand Crab Run registration held at the Pearl South Padre Island Resort from 5:20pm to 9:00pm. All interviewers were highly visible by wearing bright orange t-shirts and visors. Interviewers approached



potential respondents in a professional manner and distributed hard copies of the questionnaire on clipboards to facilitate survey administration. Those who refused the survey were given a note card with a link to the online

survey. This methodology yielded 99 interview responses but eight surveys were eliminated because another household member had completed the survey and one was eliminated because the respondent had not come to the Island for the event. No responses were received on the online survey option.





## Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. To determine the number of attendees, the event sponsor was asked to provide the number of registered race participants and their zip codes. A total of 320 zip codes of pre-registered Sand Crab Run runners were provided (see Appendix D); with an estimated 15 more runners registering at the event for a total of 345 registrants. The estimated crowd size based on drone pictures and counts on the ground suggested fewer Sand Crab Run attendees; about 240 event attendees at the peak time. The drone photos show about 134 people at 6:30pm (see Figure 3), about 174 at 8:00pm (see Figure 4) and about 228 at 8:23 (Figure 5). However, it is impossible to account for duplication during the entire event—the people present at 6:30pm may be different from the people present at 8:00pm and even at 8:23pm.



FIGURE 3. DRONE PHOTO OF SPI SAND CRAB RUN AT 6:30PM





FIGURE 4. DRONE PHOTO OF SAND CRAB RUN AT 8:00PM



FIGURE 5. DRONE PHOT OF SAND CRAB RUN AT 8:23PM





**FIGURE 6. SAND CRAB RUN AT START OF ADULT RACE**

Therefore to estimate the total event households, the sponsor-reported 345 registrants provide a basis but that number was reduced based on the assumption that 25% of the registrants were from the same household, thus 276 unique households were event participants which comprised 86.7% of all event attendees interviewed in the survey. Assuming that half of the 2.2% event volunteers or staff and 11.1% spectators are included in registered participants' households, an estimated **294 households** were at the SPI Sand Crab Run.



## Results

The 11 onsite interviewers attempted to interview almost every different household encountered during the SPI Sand Crab Run event. In all, they contacted 90 different households, which, at 2.42 people per household as found in this study, would equate to 237 people contacted or 60 short of the total estimated 294 number of households at the event. Thus, the 99 responses with 90 valid interviews yields a response rate of 34% of the estimated households attending the event. Also, while 90 surveys does not seem like many completed surveys, it is sufficient to be at least 95% confident that the results vary by plus or minus 8%.

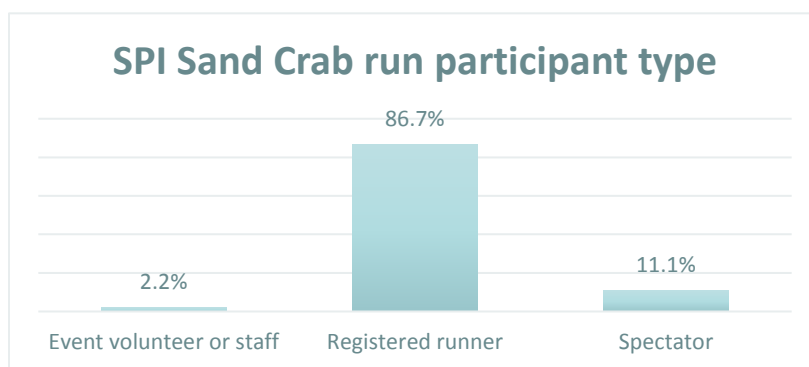


## Survey participants and SPI stay characteristics

The following results are for all 90 unduplicated survey respondents who specifically came to SPI specifically to attend the SPI Sand Crab Run.

### SPI Sand Crab Run participation

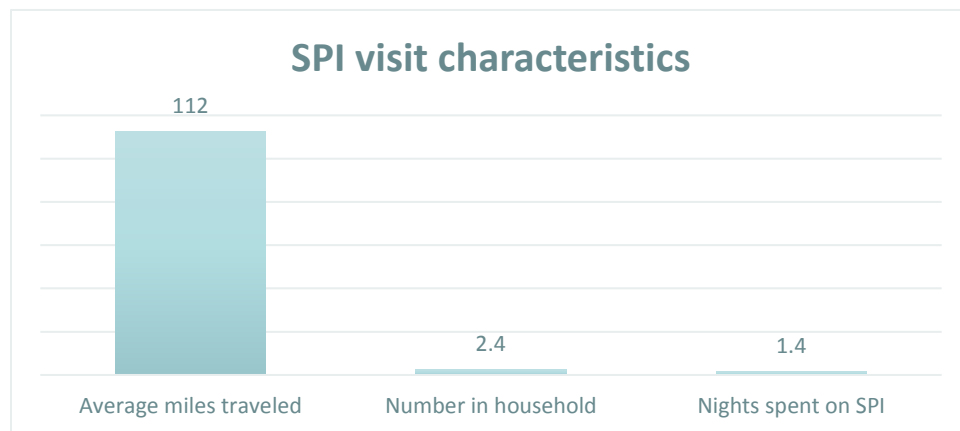
In this study, attendees of the SPI Sand Crab Run were classified according to their attendance status. As seen in Figure 7, by far, most attendees were registered runners (86.7%). A total of 11.1% of respondents considered themselves to be spectators while (2.2%) were event volunteers or staff.



**FIGURE 7. SURVEY RESPONSE TO SAND CRAB RUN PARTICIPATION TYPE**

## Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they

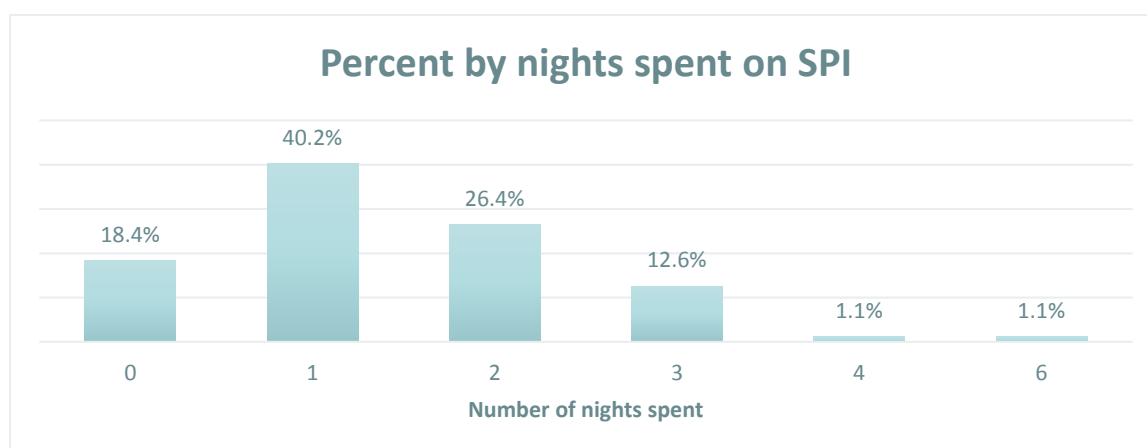


spent the night while at the Sand Crab Run. Data featured in Figure 8 shows that, on average, study participants traveled 112 miles to attend the event,

**FIGURE 8. SPI VISIT CHARACTERISTICS**

although distances traveled ranged from 0 to 1,500 miles. The figure also shows that 2.4 people were, on average, in each household although the number per household ranged from 1 to 8. The average number of nights spent on SPI for the SPI Sand Crab Run is 1.4 nights.

Figure 9 breaks down the number of nights spent on SPI and shows that most respondents spent the night on the Island, with 40.2% staying only one night and 26.4% spending two nights. Almost 82% spent the night on the Island, perhaps because the event was at night.



**FIGURE 9. PERCENT SPENDING NIGHTS ON SPI**

Figure 10 shows the types of lodging used by Sand Crab Run attendees while on the Island. A total of 71 respondents indicated spending at least one night on the Island; but only about 55 respondents reported their lodging expenditures. Half of staying-respondents rented a hotel/motel room, while 17.1% rented a condominium or beach house, a room (3.9%) or stayed at a campground/RV park (2.6%). About 14.5% of respondents spent the night in their own SPI residence.

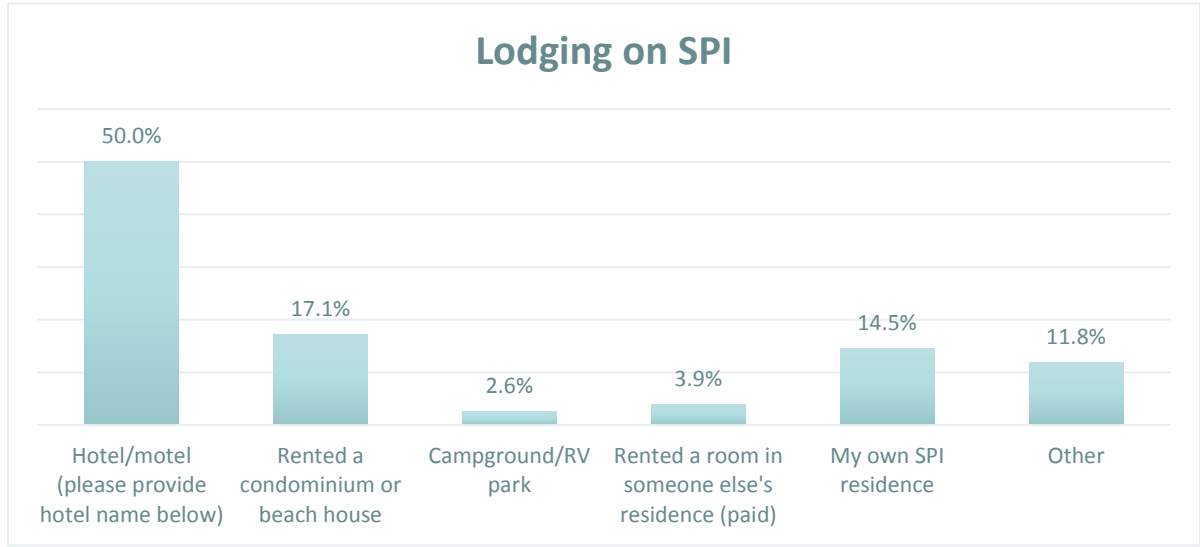


FIGURE 10. LODGING TYPE USED

### Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 1, indicate that the average amount spent on lodging for the stay duration was \$348 with a weighted average of \$205 when considering that 59% of respondent households spent money on lodging on the Island. Average spending on food and beverages was \$138 with a weighted average of \$121. In total, Sand Crab Run attendees spent a total average of \$1,320 with the sum of the weighted average of spending at **\$552 per household** for the time they were on South Padre Island for the 2018 SPI Sand Crab 5K/10K Beach Run.

**TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING**

Expenditure category	Total average spending	% spending in category	Weighted spending
Food & Beverages	\$ 138	0.88	\$ 121
Night life	\$ 123	0.52	\$ 64
Lodging	\$ 348	0.59	\$ 205
Attraction entertainment	\$ 115	0.30	\$ 35
Retail	\$ 84	0.38	\$ 32
Transportation	\$ 44	0.70	\$ 31
Parking	\$ 23	0.06	\$ 1
Admission fees	\$ 41	0.14	\$ 6
Clothing	\$ 66	0.29	\$ 19
Groceries	\$ 54	0.32	\$ 17
Other	\$ 284	0.08	\$ 22
<b>Total</b>	<b>\$1,320</b>		<b>\$ 552</b>

The total spending on South Padre Island that is specifically attributable to the SPI Sand Crab Run is determined by multiplying the 294 unduplicated event attendee households (see p13) by the total weighted \$552 per household spending while on South Padre (see Table 2). The result is a total, direct spending by Sand Crab Run attenders of **\$162,425** on South Padre Island.

**The estimated direct spending on South Padre Island as attributed to the 2018 SPI Sand Crab 5K/10K Beach Run is \$162,425 within a confidence interval of plus or minus \$13,000 given the assumptions of a random sample selection. This spending resulted in total taxes of about \$16,539; with \$7,293 as the city's share. This represents a 54.3% (\$2,567) return on the \$4,726 investment provided by the CVB to the event organizer.**

### Spending on food & beverage and lodging

The survey results indicated 88% of respondents spent an average of \$138 per household for a weighted average of \$121 on food and beverages (F&B) (see Table 1). This means that Sand Crab Run attendees spent a total weighted average of \$35,509 on F&B. With an 8.25% tax rate, this amount resulted in about \$2,706 in total sales tax collected from F&B spending, of which almost \$656 is the City's 2% tax rate share.

The survey results also indicated that 59% of respondents spent an average of \$348 for a weighted average spending of \$205 per household on lodging over an average of 1.4 nights (see Figure 8) spent on SPI for the Sand Crab Run. These statistics indicate that the Sand Crab Run generated about 247 room nights for a total of about \$60,221 spent on lodging. This amount of spending results in total HOT taxes collected of about \$8,750 at a 17% HOT tax rate or \$5,404 to the City of South Padre Island for their 10.5% share of the HOT taxes collected.

***SPI Sand Crab Run attendees accounted for 247 room nights and spent \$162,425 ± \$13,000 while on the Island for the event.***

The CVB provided \$4,726 cash to the SPI Sand Crab Run organizer. For this investment, the city of South Padre Island should recover 10.5% of the HOT tax or \$5,404. All other spending by Sand Crab Run attendee households on the Island was \$102,204, which generated total taxes of \$7,789 at the 8.25% rate with the City's return in taxes of 2% or \$1,888. Thus, the total return in taxes to the City as a result of the SPI Sand Crab Run is estimated at \$7,293. These taxes fully cover the \$4,726 investment in the event for a 54.3% return on investment as seen in Table 2.

**TABLE 2. SPENDING, TAX REVENUE AND ROI**

Spending category	Amount spent	Tax rate	Total sales tax	City's % share	City's \$ share	ROI on \$4,726
Lodging	\$ 60,221	17%	\$ 8,750	10.5%	\$5,404	14.4%
Food & Beverage	\$ 35,509	8.25%	\$ 2,706	2%	\$ 656	
All other	\$ 66,696	8.25%	\$ 5,083	2%	\$1,232	
<b>Totals</b>	<b>\$162,425</b>		<b>\$16,539</b>		<b>\$7,293</b>	<b>54.3%</b>

***In summary, the taxes accrued to the City of South Padre Island as a result of the 2018 SPI Sand Crab Run is estimated at \$7,293 ± 8% for a tax return on the \$4,726 investment of \$2,267 or 54.3%.***



## The SPI Experience

The next section of the survey asked respondents 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 11 indicate that most study respondents (79.6%) are promoters of SPI while 4.5% are detractors. This yields a net promoter score (NPS) of 75.1, which is very good. For example, the hotel industry has a NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)).

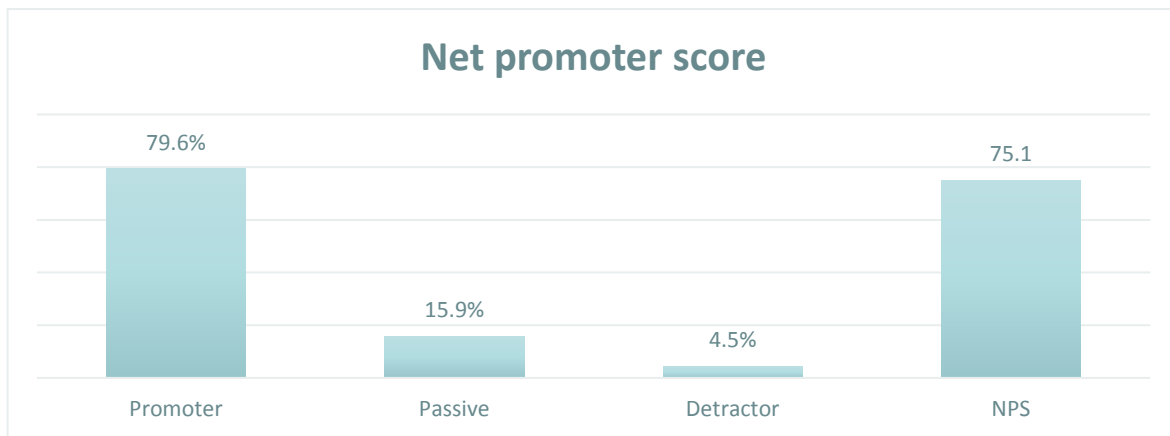


FIGURE 11. NET PROMOTER SCORE

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 12) and how satisfied overall they were with their SPI experience (Figure 13). Most respondents are likely or highly likely to return to the Island (96.7%) in the future and were satisfied or very satisfied (95.5%) with

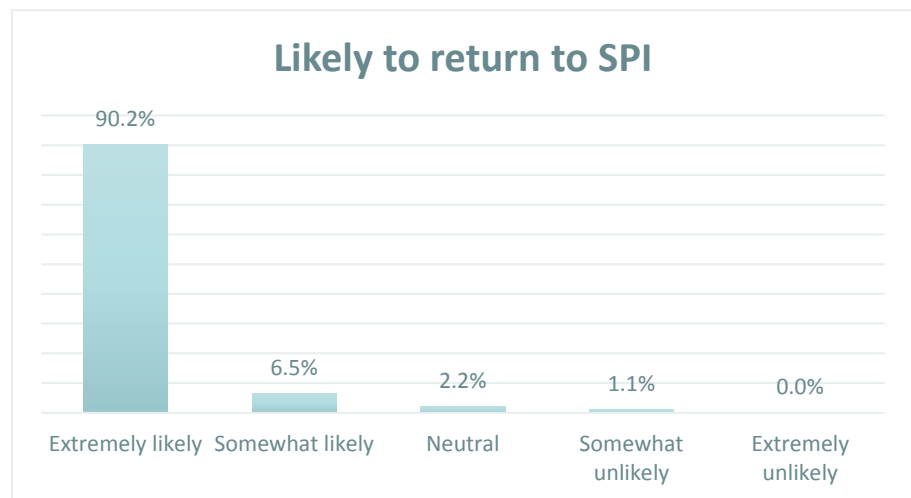
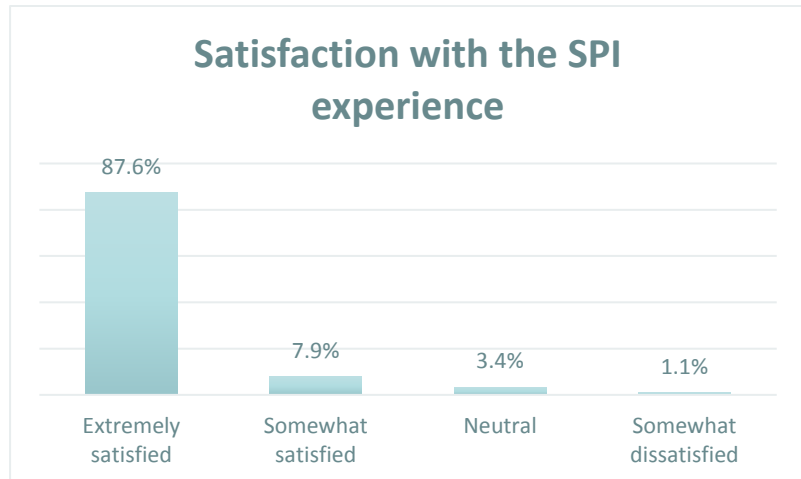


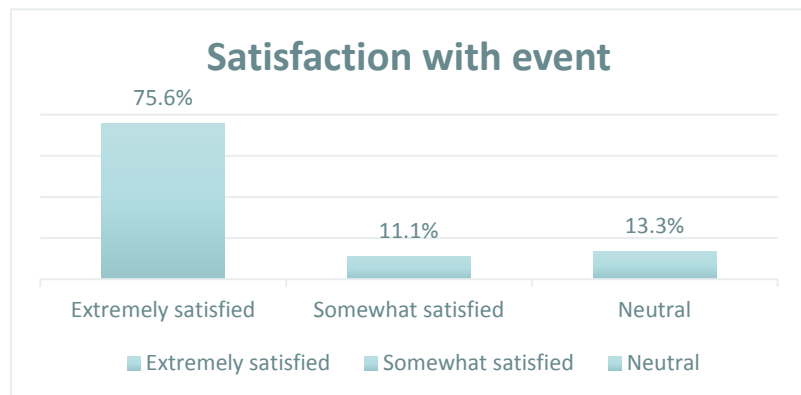
FIGURE 12. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

their SPI experience. Only one respondent reported being 'somewhat dissatisfied' with their SPI experience.



**FIGURE 13. SATISFACTION WITH THE SPI EXPERIENCE**

Most respondents were also satisfied with the Sand Crab Run event (86.7%). Although some were neutral about the event (13.3%) none were 'dissatisfied' as seen in Figure 14.



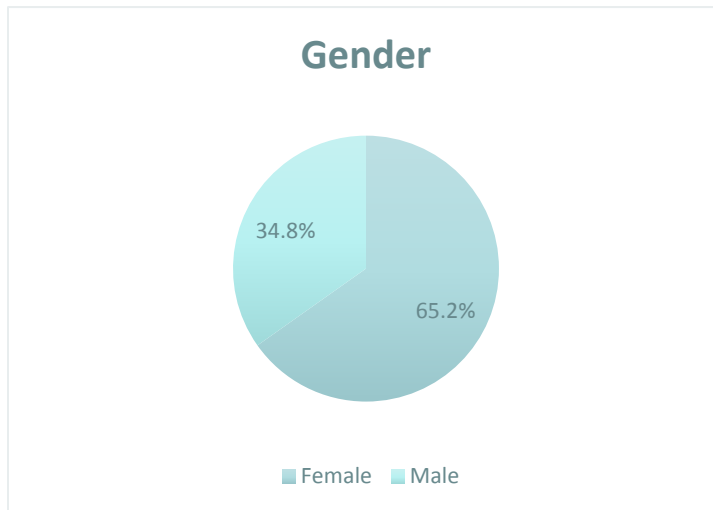
**FIGURE 14. SATISFACTION WITH EVENT**

**NOTE:** Three respondents had suggestions for improving their stay on SPI. The comments

- Customers reception switching rooms
- Information on parking
- More people, and
- Repair potholes

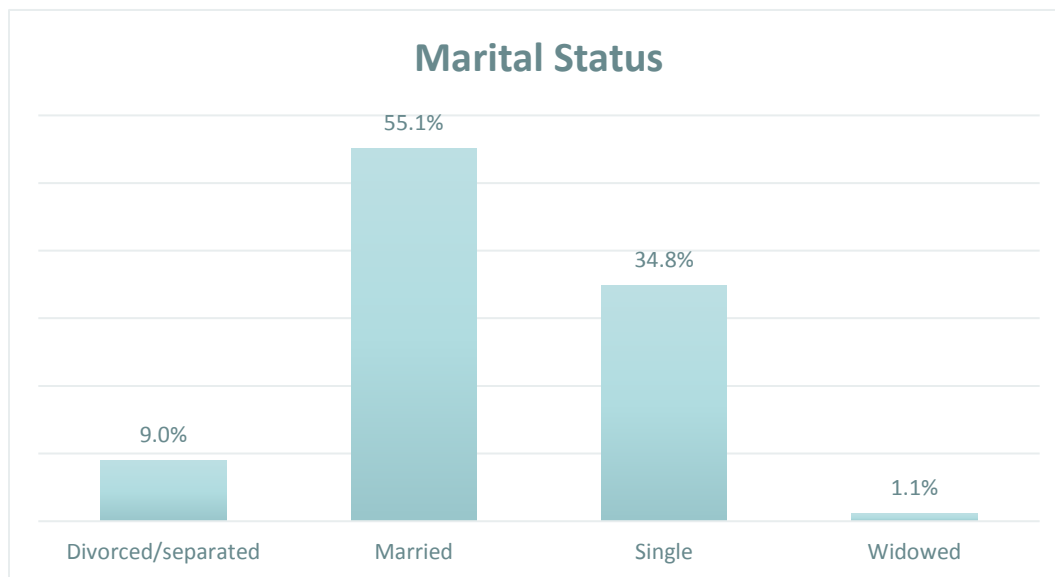
## Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

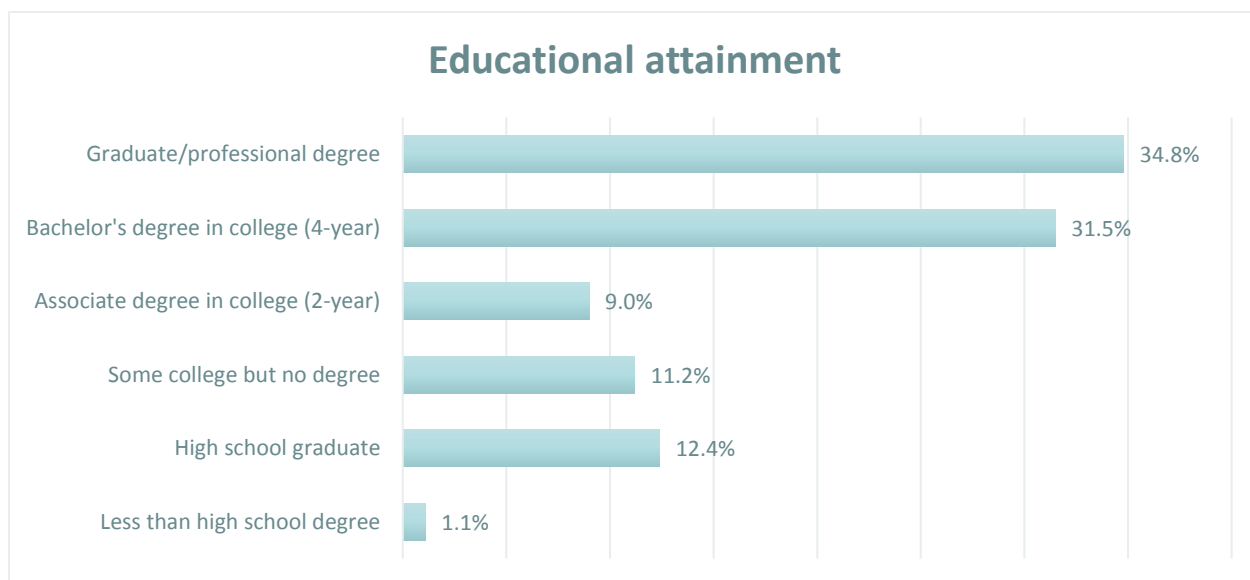


The average age of all respondents was 37 years-of-age although ages ranged from 18 to 60. Most respondents are female (65.2%) and married (55.1%), although 43.8% are single/divorced/separated, and have at least some college (86.5%) as shown in Figures 15, 16 and 17 respectively.

**FIGURE 15. GENDER**

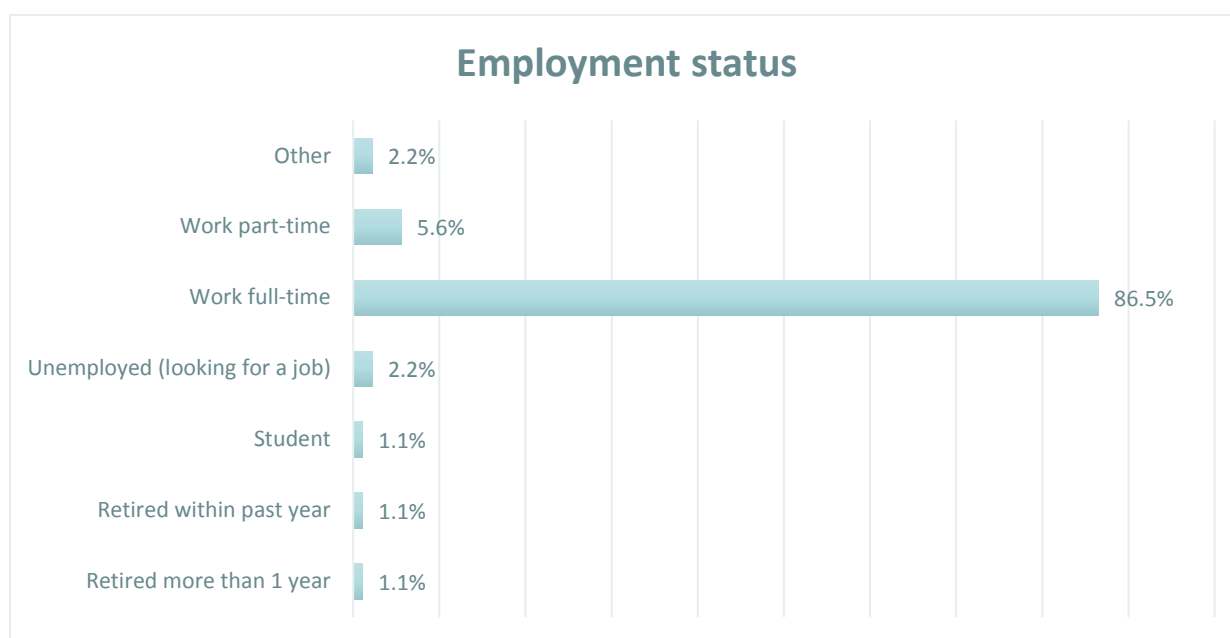


**FIGURE 16. MARITAL STATUS**



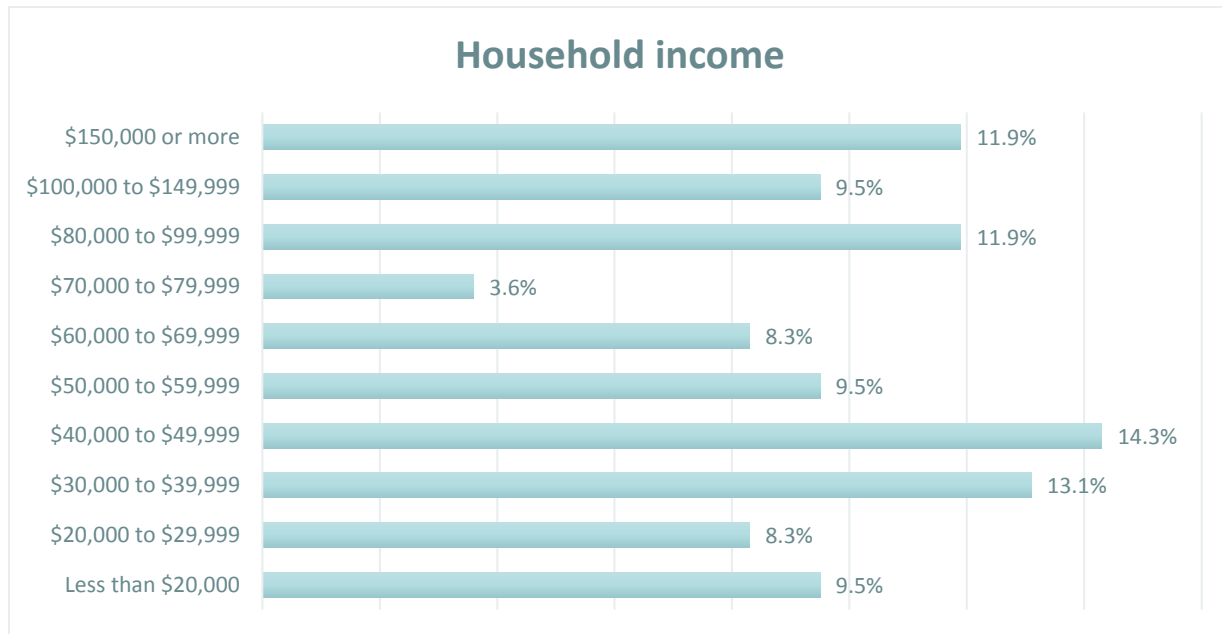
**FIGURE 17. EDUCATIONAL ATTAINMENT**

In all, most study respondents had a full-time job (86.5%) although 5.6% worked part-time as seen in Figure 18.



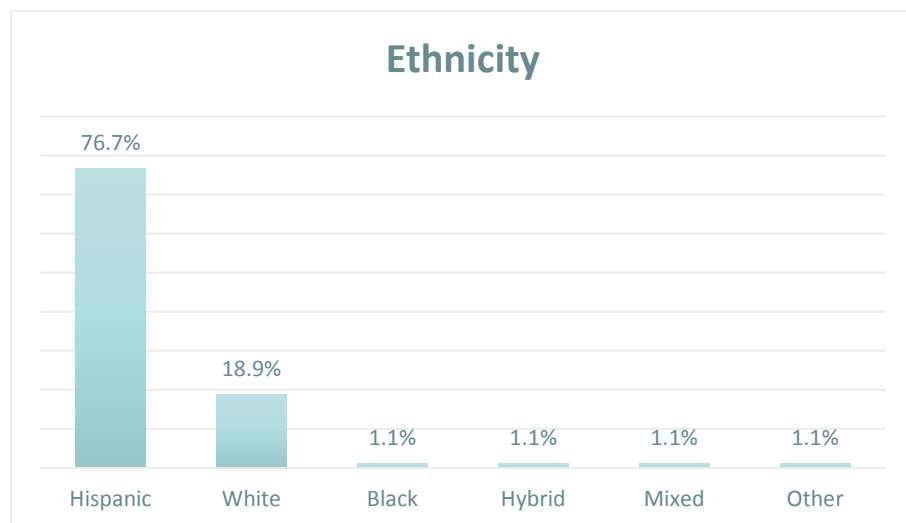
**FIGURE 18. EMPLOYMENT STATUS**

Study participants in the SPI Sand Crab Run, in general, have higher household income levels than the general US population. Most (54.7%) had a reported household income above \$50,000 (Figure 19).



**FIGURE 19. HOUSEHOLD INCOME**

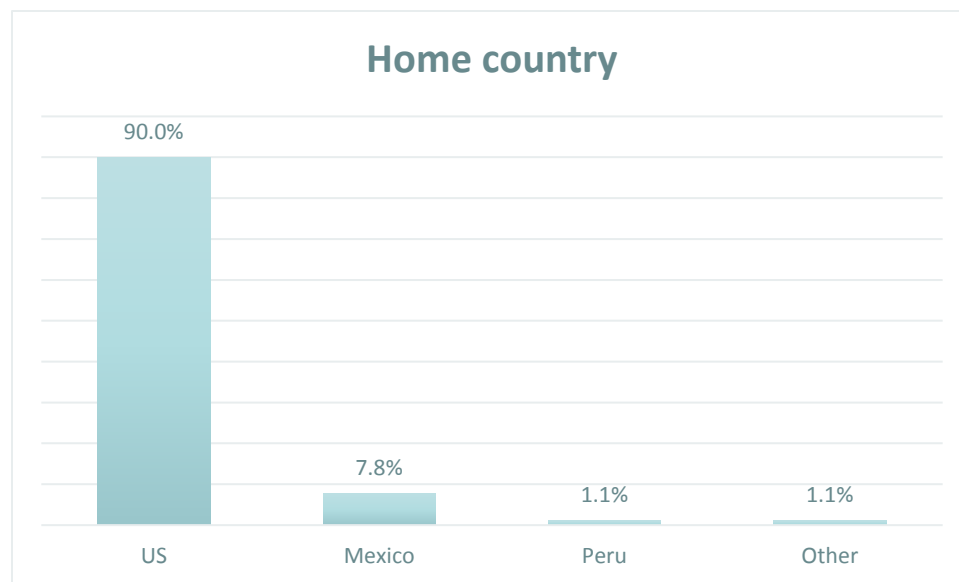
Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Results in Figure 20 show that most respondents considered themselves Hispanic (76.7%), while with 18.9% indicating being white.



**FIGURE 20. 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 (90%). About 7.8% indicated being from Mexico as shown in Figure 21. The specific zip or postal codes of study respondents are listed in Appendix C and the zip codes of Sand Crab Run participants as provided by the event organizer are shown in Appendix D.



**FIGURE 21. HOME COUNTRY**

## Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 3 about SPI Sand Crab Run guests at their facility. In total, six owner/managers responded to the survey and the results and averages of those reporting statistics are shown in Table 3.

**TABLE 3. SPI LODGING OWNER/MANAGER RESPONSES**

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to SPI Sand Crab Run attendees?	10.6	0 to 30	5
On average, how many people attending the SPI Sand Crab Run stayed in one room?	4.8	0 to 10	4
To the best of your knowledge, about how many nights did most SPI Sand Crab Run attendees stay at your lodging facility?	3.5	0 to 10	4
Please estimate the amount of dollars the average person attending the SPI Sand Crab Run spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$174	\$125 to \$240	4
Please estimate the amount of dollars the average person attending the SPI Sand Crab Run spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$28	\$10 to \$40	4
Please estimate the amount of dollars the average person attending the SPI Sand Crab Run spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$32	\$10 to \$60	4
In total, how many rooms does your facility have to rent?	132	10 to 256	5

The results indicate that an average of 10.6 rooms were rented per lodging facility, that Sand Crab Run attendees spent 3.5 nights with an average of 4.8 people per room. The average cost per room was \$174 and guests spent an average of \$28 on food and \$32 on beverages. However, the responding lodging managers may not be representative of SPI lodging units. Only five hotels responded to the survey and, of those, two had 30 or fewer rooms and two had more than 200 rooms. Thus, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results.

Only one lodging managers provided comments about the event for SPI officials as follows:

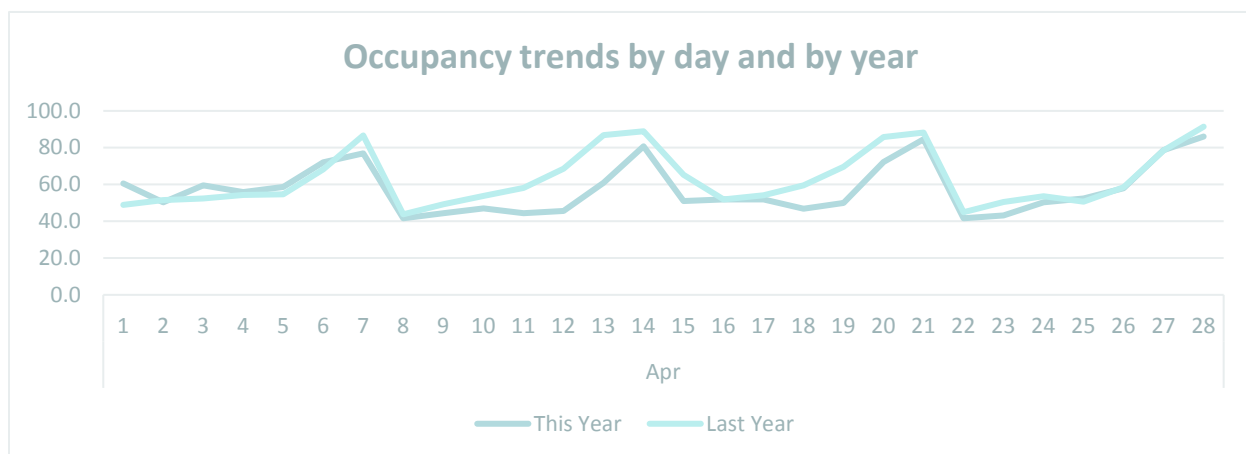
- should be stand alone and not funded events with HOT tax.

## STR Report

Additional data to provide evidence about 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 during the Sand Crab Run 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.

The following figures show the hotel metrics for each day from April 1 through 28th (the month trend) for this year as well as for the same time period as last year (the year trend).

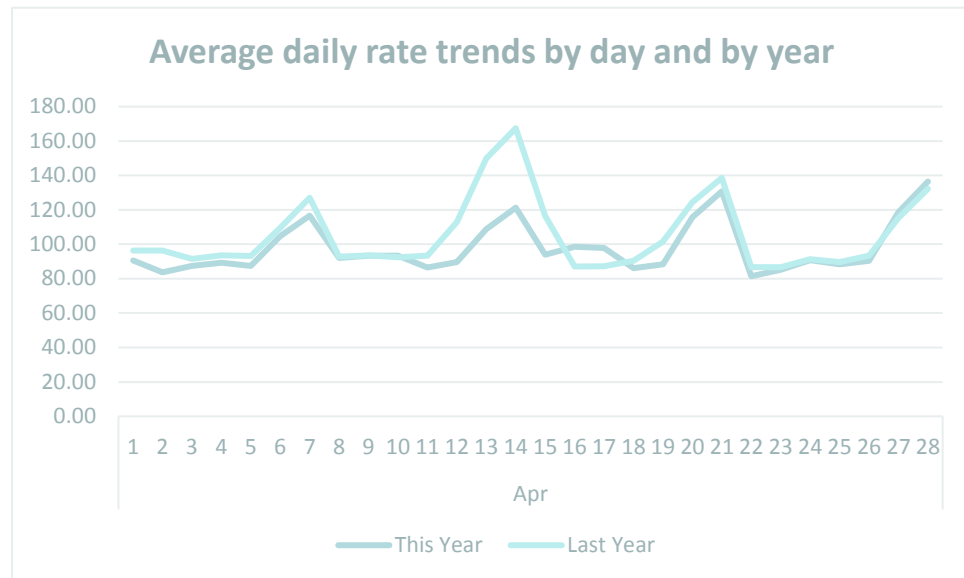
The occupancy rate for the Sand Crab Run evening of Saturday, April 28<sup>th</sup> is 86%. This rate is lower than last year’s rate of 91.4% for the same day period last year but is much higher than the month-long occupancy rate of 57.7% for this year and 63.2% for last year as seen in the trends Figure 22.



**FIGURE 22. STR OCCUPANCY RATES BY DAY AND YEAR**

Overall, the average daily rate (ADR) of rooms for the SPI Sand Crab Run night are higher than rates for most days in the month-long period for both this year and last year as shown in Figure

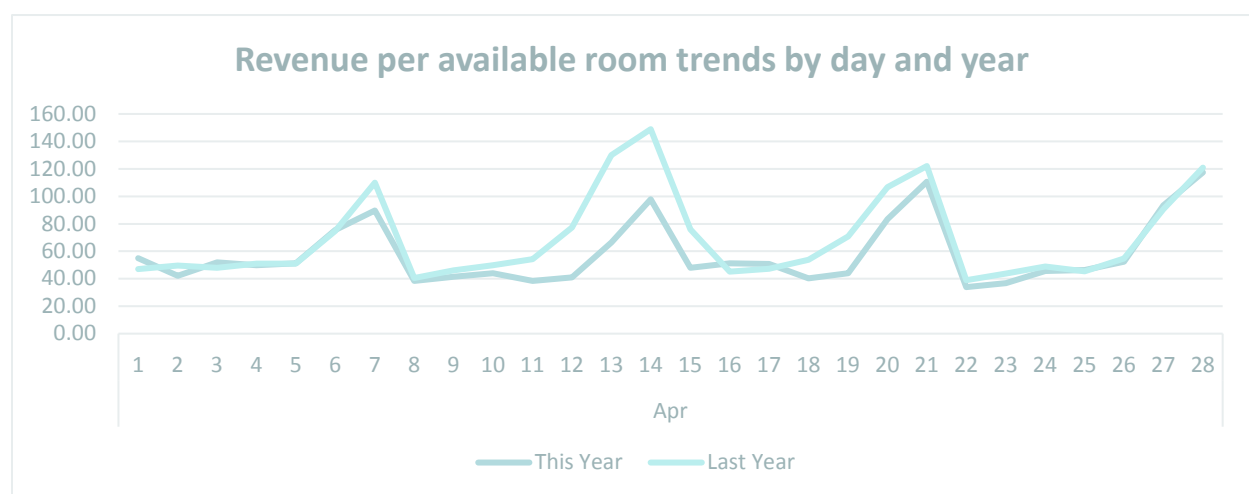
23. The ADR for the night in 2018 averages \$136.46, slightly higher than the ADR average of \$132.23 for the same day last year, but much higher than the month-long



**FIGURE 23. ADR TRENDS BY DAY AND YEAR**

average ADR of \$101.23 this year and of last years' month-long ADR of \$109.89.

Next, Figure 24 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the night of the Sand Crab Run is \$117.43, which is slightly below the average rate of \$120.89 experienced during the same day last year. However, the Sand Crab RevPAR is substantially above the month-to-date rate of \$58.45 for this year.

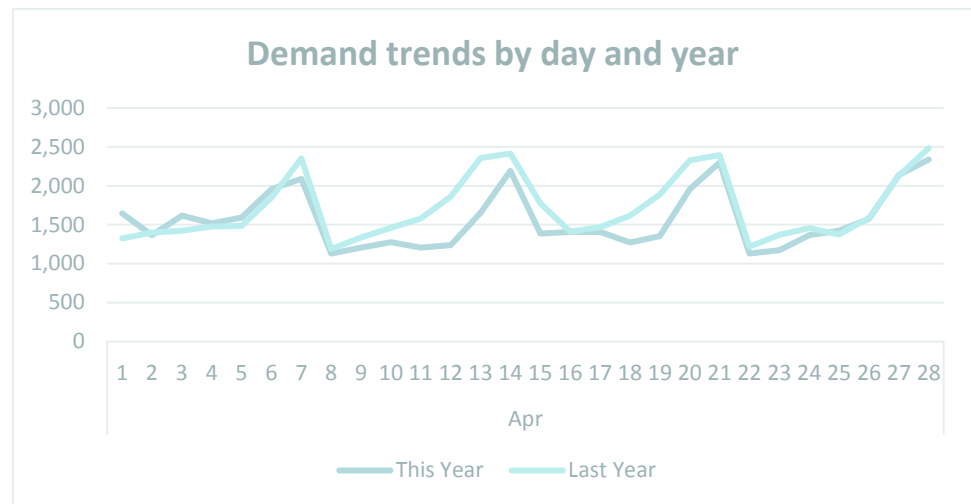


**FIGURE 24. REVPAR BY DAY AND YEAR**



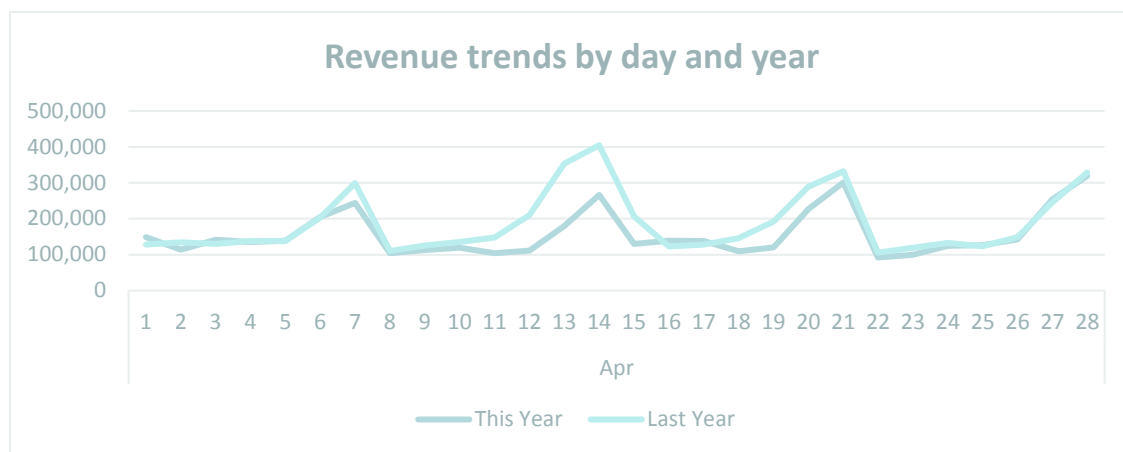
For the month examined, Figure 25 shows the room demand trend. The average room demand for the night of the Sand Crab Run is 2,338, which is 5.8% less than the demand during the same day last year.

However, the room demand for each day of Splash exceeded the month-long average daily room demand of 1,569 and last year's average daily demand rate of 1,715 room.



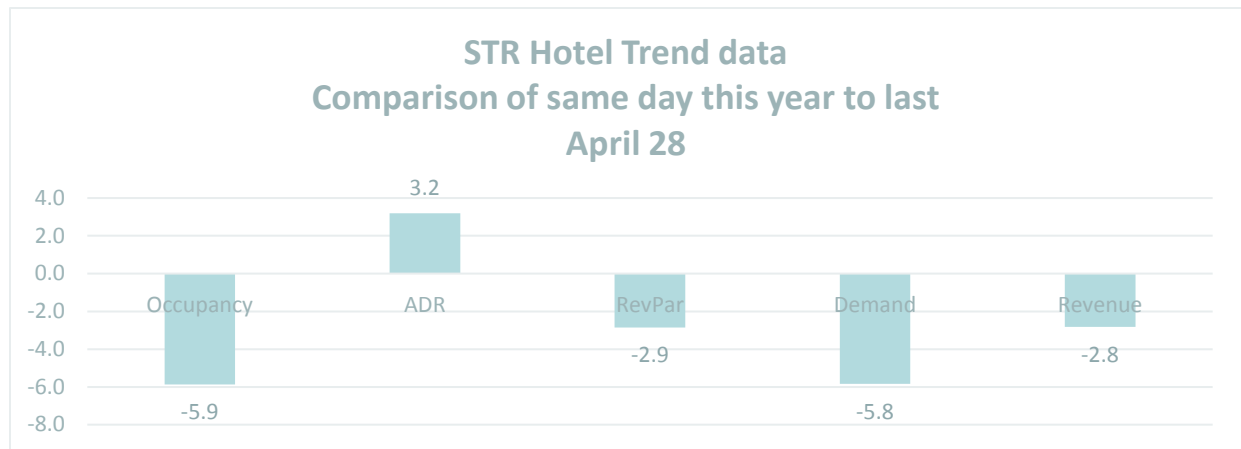
**FIGURE 25. DEMAND TRENDS BY DAY AND YEAR**

The average lodging revenue during the Sand Crab Run night was \$319,052, about 2.8% below the average revenue of \$328,327 for the same night last year. Nevertheless, the revenue for the Saturday night of the Sand Crab Run was also the peak revenue for the month as seen in Figure 26.



**FIGURE 26. REVENUE TRENDS BY DAY AND YEAR**

Figure 27 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the three-day period when Splash South Padre participants would have been spending the night on the Island.



**FIGURE 27. STR HOTEL TREND DATA 3-DAY COMPARISON**

In summary, all metrics except for the ADR for Saturday, April 28<sup>th</sup>, the evening of the 2018 SPI Sand Crab Run, were below the same metrics for the same day last year. While two events—Splash South Padre and the Sand Crab Beach Run—were both held during the same time period last year, other factors may have accounted for the better 2017 performance on the metrics examined. For example, in 2017 there were Bands On the Beach performances with live music and fireworks and on Saturday, April 29<sup>th</sup> 2017, an American Red Cross Centennial Gala was held on the Island.

***To summarize the STR data, all results indicate a decrease in occupancy, RevPar, demand and revenue for Saturday, April 28<sup>th</sup>, the day of 2018 SPI Sand Crab Run.***

**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 by people associated with the 2018 South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run held on Saturday, April 28th. 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 99 surveys were attempted but 9 responses were eliminated because of household duplication as were responses for people who were not specifically on the Island for the Sand Crab Run, resulting in 90 viable survey responses for about one-third of all estimated event attendee households.

Demographically, the study sample was comprised of predominately married females who were an average of 37 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, and identify ethnically as Hispanic. Geographically, almost all respondents were from the US (90%) although about 7.8% were from Mexico. The average number of miles traveled by survey participants to attend the event was 112 miles, with 59% spending an average of 1.43 nights on SPI.

By combining the actual number of people registered to participate in the Sand Crab Run with survey results, the SPI Sand Crab Run generated about 247 SPI room nights. With an average total weighted lodging expenditure per household of \$205, the Sand Crab Run attendees spent about \$60,221 for lodging in total, resulting in about \$8,750 in total Hotel Tax with 10.5%, or \$5,404, the City's share of the Hotel Occupancy Taxes. Moreover, spending on food and beverage also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$35,510 should have yielded \$2,706 in sales tax at the 8.25% rate or \$656 for the City at a City tax rate of 2%. Considering all spending, the City of SPI should have received \$7,293 in taxes, a 54.3% return on the \$4,726 cash investment provided to the event organizer.

While it is impossible to know the actual number of lodging rooms booked as a result of the SPI Sand Crab Run, the lodging manager's survey and the STR Destination Report data for the period supports the study's finding that the did have some affect on the number of rooms booked during the event night since that night had the highest rooms booked in the month, although the rooms booked were not weekend.

Gladly, most SPI Sand Crab Run 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 Sand Crab Run. This suggests that while the SPI Sand Crab Run resulted in significant direct spending during the event weekend, the overall SPI experience of the event attendees will likely result in many returning to the Island for future vacations.

## Appendix A

Register Online - South Padre Island Sand Crab 5K & 10K Night Beach Run

Page 1 of 4



### South Padre Island Sand Crab 5K & 10K Night Beach Run

South Padre Island, Texas  
Saturday, April 28, 2018 - Sunday, April 29, 2018

POWERED BY  
 SignMeUp.

 SHARE

Existing user? [Log in](#)

Questions? **Contact the Administrator**

Email: [Click here to email the Administrator](#)

Website: [www.runintexas.com](http://www.runintexas.com)

#### About This Event- Kid's Crab Mile Starts at 8PM, 5/10K 8:30PM

The Sand Crab, run entirely on sand, is a great way to get a little exercise under the stars on a beautiful South Padre Island Beach at night, have a couple of beers (with proper ID) while listening to great music with other runners on a beautiful spring night. The 5K run is very walker friendly with a 2hr cut off. The 10K is walkable but will share the 2 hr cut off. 10K runners must be at the 3.1 mile turnaround within 1 hour. The Sand Crab will start in front of Pearl Resort Hotel on the beach and run north for 3.1 or 1.55 miles (depending on the event) and turn around at the water stop and head back south to the finish. The course will be lit with glow sticks and flashing lights. Our flashing lights only let runners know where the course is. Runners are required to run with a flashlight or head lamp in order to see their foot placement. Without a personal light you will not be able to see sand castle holes and other hazards. There will be 2 watertops with sports drink and water hit 2X ea for the 10K and 1 hit 2X for the 5K. After finishing, runners will receive 2 cold cervezas (beers, with proper ID).

#### Benefitting Sea Turtle Inc

Please consider visiting and making a donation to this fine organization when on the island for the event. Thank you!

<https://www.signmeup.com/site/online-event-registration/123621>

4/3/2018

**EVENT HOTEL**

Pearl Resort South Padre is our event hotel offering Sand Crab double or kingsize room rates of \$169 per night for Friday (April 27)/Saturday(April 28)OR Saturday only for \$200/night. First come first serve. Call 956-761-6551 and ask for the Sand Crab rate or go to <http://www.pearlsouthpadre.com/>

**What you get for the dough.**

All runners receive as part of their entry: a well supported, well marked course and finish area, chip timing, technical shirt in male and female sizes, 2 cold beers (with proper ID) and a great post race party at Clayton's Beach Bar.

**Cut off Times**

You will have 2 hrs to finish both races. That is a 19:21 minute mile for the 10K and a 38:42 mile for the 5K. If you can not walk this fast, please do not participate in this event. If you do not make the cut off times you will not appear in the results.

**Awards for both races**

5K & 10K- Overall top 1, Master (40 and up) top 1, Age group top 3: 29 and under, 30-39, 40-49, 50-59, 60 and up.

**Parking**

Parking at LaQuinta and Hilton is for guests only. Additional event parking is available across the street from La Quinta at SPI Convention Center and at Andy Bowie Park.

**Packet Pickup**

Packet pick up will be at Footworks in Harlingen on Thurs (11am-6pm) and Friday (10am-3pm) before the event and Pearl South Padre Hotel on South Padre on race day from 4-6pm.

If you plan on staying overnight (or longer) for Sand Crab SPI, where you will stay? This helps us plan future events.

How many nights will you stay on South Padre Island?

Who are you registering?

**Entry Fees**

Kid's Mile- \$20 and \$25 on race day.\*\*\* 5K- \$35 through 3-30, \$45 through 4-15, \$55 after that and \$65 on race day.\*\*\* 10K- \$40 through 3-30, \$50 through 4-15, \$60 after that and \$70 on race day

**No Refunds**

There are no refunds for this event or the bus trip from San Antonio. Please make sure you will be able to make on race day before signing up.

**\$5 Military, Fire and Police Discount via mail in entry only- Copy of ID required**

Go to [www.runintexas.com](http://www.runintexas.com), click Sand Crab tab and find downloadable pdf link for paper entry. Please have ID at packet pick up.

Please select a category:\*

- ☐ 12 & under Kid's Mile (kid's cotton tee) \$20.00  
☐ 5K Run/Walk \$45.00



☐ 10K Run/Walk \$50.00

A portion of proceeds from this event go to Sea Turtle, Inc. If you would like to make an additional contribution, please list the amount here.

Amount

#### Waiver and Release

For and in consideration of USA Track & Field, Inc. ("USA Track & Field") allowing me, the undersigned, to participate in the USA Track & Field sanctioned event described above (the "Event" or "Events"); I, for myself, and on behalf of my spouse, children, guardians, heirs and next of kin, and any legal and personal representatives, executors, administrators, successors and assigns, hereby agree to and make the following contractual representations pursuant to this Waiver and Release of Liability, Assumption of Risk and Indemnity Agreement (the "Agreement"); 1. I hereby represent that (i) I am at least eighteen (18) years of age or older; (ii) I am in good health and in proper physical condition to participate in the Event; and (iii) I am not under the influence of alcohol or any illicit or prescription drugs which would in any way impair my ability to safely participate in the Event. I agree that it is my sole responsibility to determine whether I am sufficiently fit and healthy enough to participate in the Event, that I am responsible for my own safety and well being at all times and under all circumstances while at the Event site. 2. I understand and acknowledge that participation in track & field, road running, race walking, cross country, mountain, ultra, and trail running Events is inherently dangerous and represents an extreme test of a person's physical and mental limits. I understand and acknowledge the risks and dangers associated with participation in the Event and sport of track & field and related activities, including without limitation, the potential for serious bodily injury, sickness and disease, permanent disability, paralysis and loss of life; loss of or damage to equipment/property; exposure to extreme conditions and circumstances; contact with other participants, spectators, animals or other natural or manmade objects; dangers arising from adverse weather conditions; imperfect course or track conditions; land, water and surface hazards; equipment failure; inadequate safety measures; participants of varying skill levels; situations beyond the immediate control of the Event Organizers; and other undefined, not readily foreseeable and presently unknown risks and dangers ("Risks"). I understand that these Risks may be caused in whole or in part by my own actions or inactions, the actions or inactions of others participating in the Event, or the negligent acts or omissions of the Released Parties defined below, and I hereby expressly assume all such Risks and responsibility for any damages, liabilities, losses or expenses which I incur as a result of my participation in any Event. 3. I agree to be familiar with and to abide by the Rules and Regulations established for the Event, including but not limited to the Competitive Rules adopted by USA Track & Field and any safety regulations established for the benefit of all participants. I accept sole responsibility for my own conduct and actions while participating in the Event, and the condition and adequacy of my equipment. 4. I hereby Release, Waive and Covenant Not to Sue, and further agree to Indemnify, Defend and Hold Harmless the following parties: USA Track & Field, Inc., its members, member clubs, associations, sport disciplines and divisions; United States Olympic Committee (USOC); the Event Directors, Organizers and Promoters, Sponsors, Advertisers, Coaches and Officials; the Host Organization and the Facility, Venue and Property Owners or Operators upon which the Event takes place; Law Enforcement Agencies and other Public Entities providing support for the Event; and each of their respective parent, subsidiary and affiliated companies, officers, directors, partners, shareholders, members, agents, employees and volunteers (Individually and Collectively, the "Released Parties" or "Event Organizers"), with respect to any liability, claim(s), demand(s), cause(s) of action, damage(s), loss or expense (including court costs and reasonable attorneys fees) of any kind or nature ("Liability") which may arise out of, result from, or relate in any way to my participation in the Event, including claims for Liability caused in whole or in part by the negligent acts or omissions of the Released Parties. I further agree that if, despite this Agreement, I, or anyone on my behalf, makes a claim for Liability against any of the Released Parties, I will indemnify, defend and hold harmless each of the Released Parties from any such Liabilities which any may be incurred as the result of such claim. I hereby warrant that I am of legal age and competent to enter into this Agreement, that I have read this Agreement carefully, understand its terms and conditions, acknowledge that I will be giving up substantial legal rights by signing it (including the rights of my spouse, children, guardians, heirs and next of kin, and any legal and personal representatives, executors, administrators, successors and assigns), acknowledge that I have signed this Agreement without any inducement, assurance or guarantee, and intend for my signature to serve as confirmation of my complete and unconditional acceptance of the terms, conditions and provisions of this Agreement. This Agreement represents the complete understanding between the parties regarding these issues and no oral representations, statements or inducements have been made apart from this Agreement. If any provision of this Agreement is held to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this Agreement and shall not affect the validity and enforceability of any remaining provisions.



## Appendix B: Survey

<b>SPI Sand Crab 5K/10K Beach Run, April 28, 2018</b>																									
<p>This survey is to understand your household experience and spending during the South Padre Island Sand Crab Run. <i>The one person, older than 18, best able to report on spending for all people in your household at the Sand Crab Run 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, please return this survey. We thank you!</p> <p>2. Did you come to South Padre Island specifically for the Sand Crab Beach Run? <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 SPI Sand Crab Beach Run? <span style="border: 1px solid black; padding: 2px 20px;">_____</span> miles</p> <p>4. Which of the following best describes your participation in the SPI Sand Crab Beach Run (Check all that apply)?  <input type="checkbox"/> Registered runner    <input type="checkbox"/> Event volunteer/staff  <input type="checkbox"/> Spectator    <input type="checkbox"/> Did not attend  <input type="checkbox"/> Other _____</p> <p>5. Including yourself, how many people from your household attended the Sand Crab Run? <span style="border: 1px solid black; padding: 2px 20px;">_____</span> Number in household</p> <p>6. How many nights did you (or will you) spend on South Padre Island while attending the Sand Crab Run? <span style="border: 1px solid black; padding: 2px 20px;">_____</span> nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for the SPI Sand Crab Run?  <input type="checkbox"/> Hotel/motel (1)    <input type="checkbox"/> Rented condo/beach house (2)  <input type="checkbox"/> Campground/RV park (3)    <input type="checkbox"/> Rented a room (4)  <input type="checkbox"/> Friend/family's home (5)    <input type="checkbox"/> My own SPI residence (7)  <input type="checkbox"/> Other (please specify) _____ (6)</p> <p>8. For each of the following types of expenses, 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 the Sand Crab run. (List only the total dollar amounts spent on SPI)</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #f2f2f2;">Food &amp; beverages (restaurants, concessions, snacks, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Night clubs, lounges &amp; bars (cover charges, drinks, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Lodging expenses (hotel, motel, condo, room)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Local attractions &amp; entertainment (fishing, snorkeling, kayaking, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Retail shopping (souvenirs, gifts, film, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Transportation (gas, oil, taxi, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Parking fees</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">SPI Admission fees</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Clothing or accessories</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Groceries</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Other (please specify)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Total</td> <td style="text-align: right;">\$ _____</td> </tr> </table> <p>9. 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 style="text-align: center;">             Not at all likely    0   1   2   3   4   5   6   7   8   9   10    Extremly likely         </p>	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)	\$ _____	Total	\$ _____	<p>10. How likely are you to return to South Padre Island for a vacation at some time in the future?  <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>11. How satisfied are you with your overall South Padre Island experience?  <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>12. How satisfied are you with the Sand Crab Run?  <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. What suggestions do you have for improving either the Sand Crab Run or your stay on South Padre Island? (write on back)</p> <p>14. What is your home zip or postal code? _____ code</p> <p>15. What is your home country?  <input type="checkbox"/> US    <input type="checkbox"/> Mexico    <input type="checkbox"/> Canada    <input type="checkbox"/> Other _____         </p> <p>16. What is your age? _____ (years of age)</p> <p>17. What is your gender?    <input type="checkbox"/> Male    <input type="checkbox"/> Female</p> <p>18. What is your marital status?  <input type="checkbox"/> Married    <input type="checkbox"/> Single    <input type="checkbox"/> Widowed    <input type="checkbox"/> Divorced/separated         </p> <p>19. What is your highest educational attainment?  <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>20. What is your current employment status?  <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>21. What is your combined annual household income?  <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>22. What is your ethnicity? (Select all that apply)  <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> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <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 2 weeks after event.</p> </div>
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.)	\$ _____																								
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SPI Admission fees	\$ _____																								
Clothing or accessories	\$ _____																								
Groceries	\$ _____																								
Other (please specify)	\$ _____																								
Total	\$ _____																								
<div style="border: 1px solid black; display: inline-block; padding: 5px 20px; background-color: #f2f2f2;"> <b>THANK YOU VERY MUCH!!!</b> </div>																									

## Appendix C: Respondents' current zip or postal codes

22898	78388	78537	78559	78583	78748
54929	78393	78538	78566	78586	78910
77064	78396	78539	78570	78589	78951
78118	78413	78540	78572	78591	79118
78247	78501	78541	78573	78595	88743
78253	78503	78542	78574	78596	
78264	78504	78543	78576	78597	
78352	78526	78550	78577	78599	
78363	78528	78552	78578	78745	

## Appendix D: Sponsor's report of registrants' current zip or postal codes

7311	78247	78550	88740
44622	78251	78552	88743
49464	78253	78557	95608
54636	78254	78559	78574
55423	78255	78566	78589
59427	78258	78570	78t94
61072	78259	78572	
61088	78332	78573	
61611	78363	78574	
75035	78383	78575	
75137	78413	78577	
76522	78418	78578	
77003	78501	78580	
77023	78502	78586	
77044	78503	78589	
77069	78504	78593	
77070	78516	78596	
77073	78520	78597	
77339	78521	78599	
77539	78526	78621	
78023	78537	78745	
78046	78538	78954	
78114	78539	79118	
78118	78540	88700	
78210	78541	88703	
78232	78542	88710	
78240	78543	88715	