

2018 SPI Fishing Days



Event Attendance

936 attendees
390 households
143 room nights
-31.4% change in event
day YoY occupancy



DEMOGRAPHICS

Average age 45
Average Income:
70.7%
\$50,000 or more

\$5,000
CVB Investment

\$114,393
Total Spending

\$293
Weighted spending
per household

City tax share



10.5% Lodging = \$3,399
2% F&B sales tax = \$572
2% Other sales tax = \$841
Total = \$4,813

2.41 visitors per
household

1.22 nights
spent on SPI

Total tax ROI = -3.7%
Lodging only ROI = -32.0%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

72.7

95.1%

Likely to
return

85.1%

Satisfied
with event