

SPI 2018 Fishing Days

Event Economic Impact Report

October 20th - 21st

Prepared for

City of South Padre Island Convention and Visitors
Bureau

Prepared by

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Executive Summary and Survey Highlights

The 2nd annual SPI Fishing Days was held at the South Padre Island Convention Centre on October 20th – 21st, 2018. The event was sponsored by the City of South Padre Island and the Convention and Visitors Bureau with the assistance of producer Angie Juarez. The event was a multi-day fishing and nature tradeshow designed to create a shopping and learning experience focused on boating and fishing year-round and was open from 10am to 8pm on Saturday and from 11am to 5pm on Sunday. To examine the spending of the Fishing Days attendees 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 for 181 completed questionnaires resulting in 103 useable responses from unique households on the Island specifically for the event.

Demographically, the event study sample had an average age of 45 years, was predominately male (60.8%), most were married (66.0%), with at least some type of college degree (57.8%), worked full-time (69.9%) and was primarily Hispanic (65.3%). In terms of household income, 70.7% of the survey sample reported an income above \$50,000. Survey respondents were primarily from the US (91.3%) with 7.8% from Mexico. On average, household participants traveled an average of 129 miles with an average of 2.41 people and spent 1.22 nights on SPI during the event. Most survey respondents are considered promoters of the Island to others (78.8%), resulting in an excellent net promoter score of 72.7. Most respondents are satisfied with the event (85.1%) and are likely to return to SPI for a future vacation (95.1%).

Importantly, the survey analysis found that the 390 household groups attended Fishing Days and spent an estimated weighted average of \$293 per household while on the Island for a total spending of \$114,393. Of this spending, lodging is the highest per household expenditure category with 30% of respondents spending at least one night on the Island in paid lodging and staying an average of 1.22 nights for 143 total room nights, most of which were spent in hotels and condominiums or beach houses.

With the average weighted lodging expenditure of \$97 per household that spent the night on the Island, a total of \$37,877 was spent on lodging. Of this amount, 17% or \$5,504 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$3,399, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$30,973 included about \$2,361 in taxes at the 8.25% rate or \$572 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$45,543, of which \$3,471 was sales taxes, with \$841 the City's share. In total, the \$114,393 spent during Fishing Days resulted in \$11,335 in tax revenue with

\$4,813 the City's share. This represents a gain to the City of -\$187 for a -3.7% return on the \$5,000 cash investment made by the CVB in Fishing Days as shown in the table.

Summary of Key Performance Indicators (KPI)

<i>KPI</i>	<i>Result</i>	<i>Description of KPI</i>	<i>Page</i>
CVB investment	\$5,000	Amount of funding provided by CVB to event promoter	P1
Total spending	\$114,393	Total spent by event households	Table 1, P6
Average spent per household	\$293	Weighted average spent per household	Table 1, P6
Number of households	390	Number of households at event	P2
Number in household	2.41	Number of people in household group at event	Figure 3, P4
Nights on SPI	1.22	Average number of nights spent on SPI	Figure 3, P4
Lodging tax	\$3,399	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P7
F&B sales tax	\$572	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P7
Other sales tax	\$841	City share of total sales tax revenue	Table 2, P7
Total City tax share	\$4,813	Total City tax revenue from event	Table 2, P7
Total tax ROI	-3.7%	Return on CVB investment considering all taxes	Table 2, P7
Lodging only ROI	-32.0%	Return on CVB investment considering HOT only	Table 2, P7
Net Promoter Score	72.7	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 6, P8
Likely to return	95.1%	Percent somewhat or extremely likely to return to SPI	Figure 7, P8
Satisfied with event	85.1%	Percent satisfied with event	Figure 8, P9

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SPI Fishing Days

Introduction

The 2nd annual SPI Fishing Days was held at the South Padre Island Convention Centre on October 20th – 21st, 2018. The event was sponsored by the City of South Padre Island and the Convention and Visitors Bureau with the assistance of producer Angie Juarez. The event was a multi-day fishing and nature tradeshow designed to create a shopping and learning experience focused on boating, fishing year-round. Admission to the event was \$5 with Seniors, Military and first responders assessed \$3 per person while children 12 and under were admitted for free.

The itinerary for this year's event is:

- Saturday, October 20th from 10am to 8pm
- Sunday, October 21st from 11am to 5pm

To promote SPI Fishing Days through the website and social media, the event was provided with \$5,000 by the South Padre Island Convention and Visitors Bureau. The funds were to be used to create three press releases, two direct emailings, a website and social media promotions. This year's event was expected to attract up to 1,500 attendees. Last year, the first annual Fishing Days event was provided with \$10,000 and generated an estimated 267 room nights.

Method

To estimate the economic impact of the 2018 Fishing Days, UTRGV interviewers conducted a survey (see Appendix A) among event attendees at the Convention Centre on South Padre Island during the following times as recommended by the event director as best to reach the most attendees:

- Saturday, October 20th from 10am to 2pm
- Sunday, October 21st from 11am to 2pm

As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered SPI promotional products which substantially helped to recruit respondents. Respondents were asked to complete the survey by paper on clipboards. Many potential respondents not agreeing to participate in the survey onsite were given note cards (see Figure 1) inviting online survey participation.



FIGURE 1. HARD COPY NOTE CARDS USED TO ENCOURAGE ONLINE SURVEY COMPLETION

Interviews

A total of 20 different trained interviewers and the project manager attended SPI Fishing Days, which was held in the SPI Convention Centre on Saturday, October 20th from 10:00am to 2:00pm and on Sunday, October 21st from 11:00am to 2:00pm. Interviewers were highly visible by wearing bright orange t-shirts and visors and randomly approached potential respondents in a professional manner and administered the paper survey on clipboards to facilitate survey administration with the data to be entered into an online link later by the interview team. Some event attendees were given a note card with a link to the online survey as shown in Figure 1 but no useable responses were obtained online. The onsite interviews yielded 181 completed responses, however, a number of the responses were eliminated as follows:

- 6 responses were duplicates by another household member;
- 59 responses were from respondents not on the Island for the event; and,
- 8 were from respondents living within ten miles.

The result is 103 useable questionnaires for analysis. With about 655 people passing by the interviewers as the sample population (See next section), the response rate of 181 completed responses is 8.8%.

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the research team manually counted attendance during the times they were at the SPI Convention Centre to count 395 adults on Saturday and 260 adults on Sunday for a 2-day total of 655 and about 50 sponsors/volunteers. This count is consistent with the event producer's tally of 702 paid attendees. However, children under 12 or sponsors/volunteers did not pay so attendance should be increased accordingly by 50 sponsors/volunteers and all children under 12. Assuming that half of the children attending (an average of .49 per household as found in the survey) were under 12, the total event attendance is estimated at 936.

However, the appropriate unit of analysis is 'the household' since spending questions are asked about 'household expenditures' rather than individual expenditures. To determine the number of households at the event, the total number of attendees (936) is divided by the average household size (2.41 from Figure 3, p4) to estimate a household event attendance of 390.

Results

Survey participants travel and SPI stay characteristics

In all, 103 useable surveys were completed by people specifically on South Padre Island for 2018 SPI Fishing Days. Survey respondents were first asked to indicate their role or participation type in the event. Figure 2 shows that by far, most of the respondents surveyed (61.8%) were event spectators. The remaining event participants were event volunteer/staff (32.4%) or sponsors/vendors (4.9%).

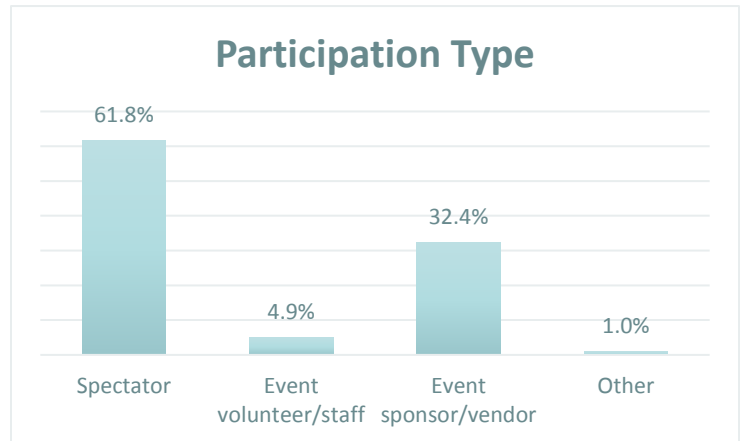


FIGURE 2. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 18 for an average of 2.41 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 129 miles to attend the event, although distances traveled ranged from 10 to 1864 miles and spent an average of 1.22 nights on SPI for the event with a range of 0 to 30.

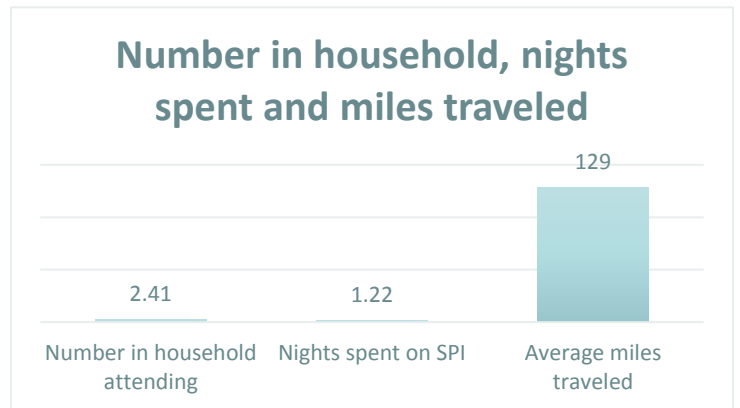


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 49.0% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (20.6%) or two nights (21.6%) although 5.9% spent 3

nights and 1.0% spent four nights on the Island. About 2% spent more than five nights on SPI for the event.

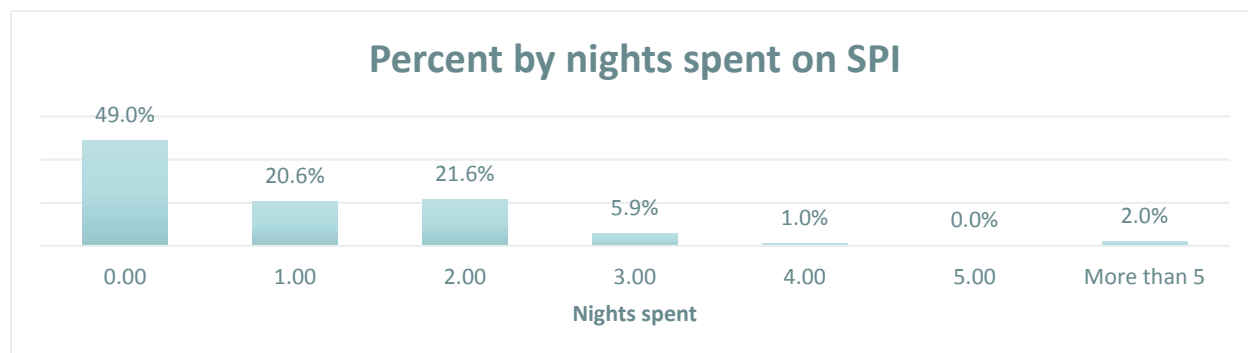


FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 5 shows the types of lodging used. While 43.6% of event attendees did not spend the night on the Island, Of those who did, 23.8% spent the night in a hotel/motel room, 8.9% rented a condominium or beach house, 9.9% stayed with family or friends, and 5.0% stayed in their own SPI residence.

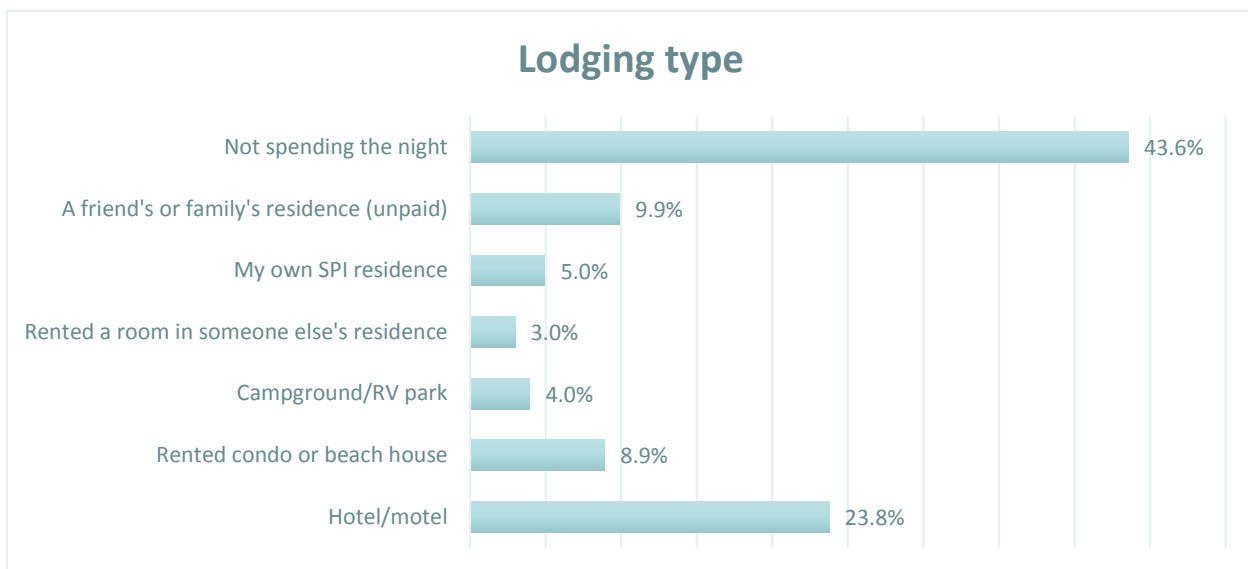


FIGURE 5. TYPE OF LODGING

Moreover, with 30% (Table 1) of the estimated 390 households spending an average of 1.22 (Fig. 3) nights on the Island, the Fishing Days event should have resulted in 143 room nights.

Fishing Days attendees accounted for 143 room nights.

Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied times the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results, in Table 2, indicate that the average amount spent on lodging, as adjusted by 17%, was \$323 with a weighted average of \$97 considering that 30% of respondent households spent money on lodging for a total of \$37,877 spent on lodging. Average spending on food and beverages was \$95 with a weighted average of \$79, including sales taxes, for a total category spending of \$30,973. The total spent on all other categories was \$45,543. In total, 390 Fishing Days attendee households spent a weighted average of \$293 for a total spending on South Padre Island of \$114,393.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$95	83%	\$79	\$30,973
Night life	\$93	21%	\$20	\$7,766
Lodging	\$323	30%	\$97	\$37,877
Attraction entertainment	\$101	17%	\$17	\$6,532
Retail	\$85	29%	\$25	\$9,693
Transportation	\$57	48%	\$27	\$10,507
Parking	\$0	0%	\$0	\$0
Admission fees	\$51	17%	\$9	\$3,491
Clothing	\$57	14%	\$8	\$3,029
Groceries	\$70	14%	\$10	\$3,730
Other	\$70	3%	\$2	\$795
Total	\$1,003		\$293	\$114,393

The estimated direct spending on South Padre Island as attributed to the 2018 SPI Fishing Days is \$114,393, within a 5.3% confidence interval of plus or minus \$6,109 given the assumptions of a random sample selection.

Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- 17% hotel occupancy tax rate;
- 10.5% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$5,504 with the City's share at 10.5% totaling \$3,399. Total spending on food and beverages should result in \$2,361 in tax revenue with \$572 the City's share while total spending in all other expense categories should yield \$3,471 in sales tax revenue with \$841 the City's share. Altogether, the tax revenue should be \$11,335 with \$4,813 the City's share. The loss from the City's share of the hotel tax alone on the \$5,000 invested in the event is -32.0% but is -3.7% considering the City's share of all the tax revenue.

TABLE 2. SPENDING, TAX REVENUE AND ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$37,877	17%	\$5,504	10.50%	\$ 3,399	-32.0%
Food & Beverage	\$30,973	8.25%	\$2,361	2%	\$ 572	
All nonlodging	\$45,543	8.25%	\$3,471	2%	\$ 841	
Totals	\$114,393		\$11,335		\$ 4,813	-3.7%

Total spending of 2018 SPI Fishing Days attendees resulted in an estimate tax revenue of \$11,335, with \$4,813 going to the City of South Padre Island. With an investment of \$5,000 in the event, the return to the City is -32.0% considering only the 10.5% share of HOT but -3.7% considering all the City's estimated tax revenue share.

The SPI Experience

The next section of the survey asked Fishing Days attendees 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 6, indicate that most study respondents (78.8%) are promoters of SPI while only 6.1% are detractors. This yields a net promoter score (NPS) of 72.7, which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

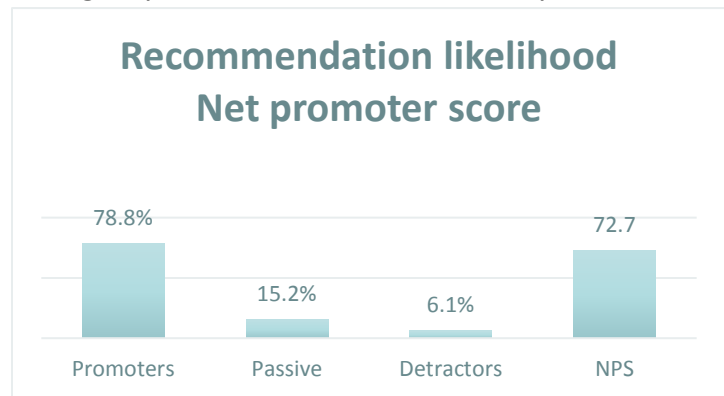


FIGURE 6. NET PROMOTER SCORE

Respondents were also asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (95.1%) are likely to return to the Island at some time in the future.

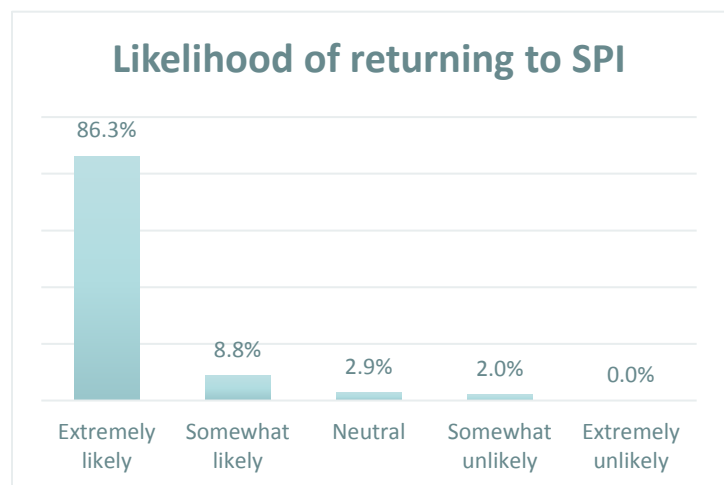


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Normally, respondents are asked to indicate their satisfaction with the SPI experience but a printing glitch omitted the question from this event’s survey. However, respondents were able to indicate satisfaction with the event. Most respondents (85.1%) were satisfied with the Fishing Days event and none (0.0%) reported being extremely dissatisfied. These results are shown in Figure 8.

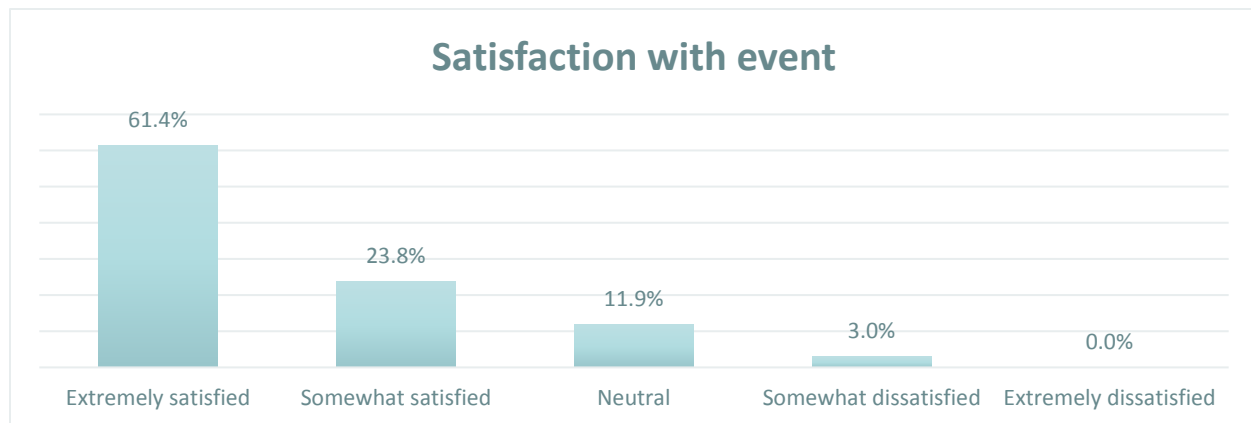


FIGURE 8. SATISFACTION WITH EVENT

NOTE: Respondents were asked to provide suggestions for improving their stay on SPI. The unedited comments are as follows:

- Fix the parking
- Add kayaking to the event
- Better weather
- Big screen tv on Cowboys team in the event area
- Bigger place where the event takes place
- Change date to when more people are here
- Change sales, increase exhibitors, more seminars
- Good place to come and enjoy a family outing. How about about more things for ladies?
- It exceeded my expectations
- Live music, snacks
- More advertising
- More boats
- More publicity advertising
- More vendors
- More vendors more advertising
- SPI fishing days should be held at a different time of the year. This is probably the slowest time for getting back to fishing. Spring and summer would be a better time to have it. More entertainment, maybe followed or with a cookoff
- More vendors and better weather conditions
- Handicap fishing access, RV parking.

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 45 years-of-age although ages ranged from 18 to 92.

Most respondents were male (60.8%), a majority were married (66.0%) and most had some type of college degree (57.8%) as shown in Figures 9 through 11, respectively.

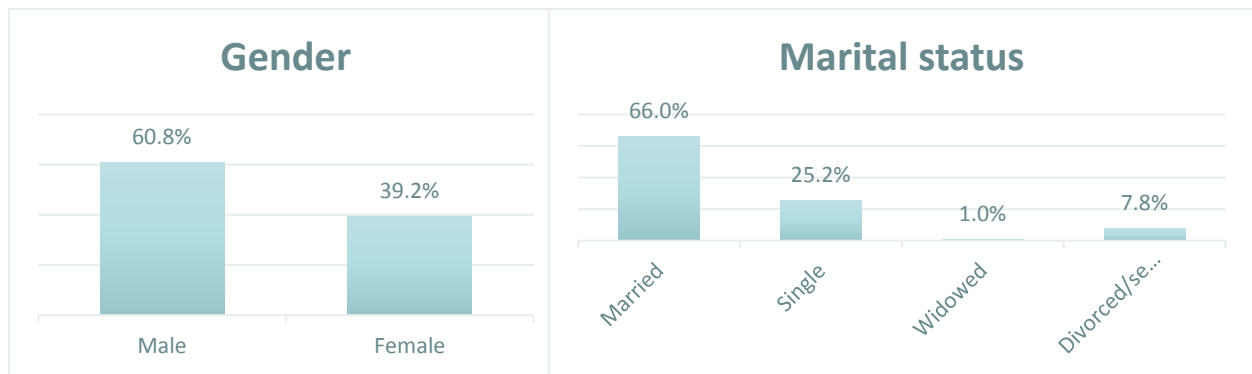


FIGURE 9. GENDER

FIGURE 10. MARITAL STATUS

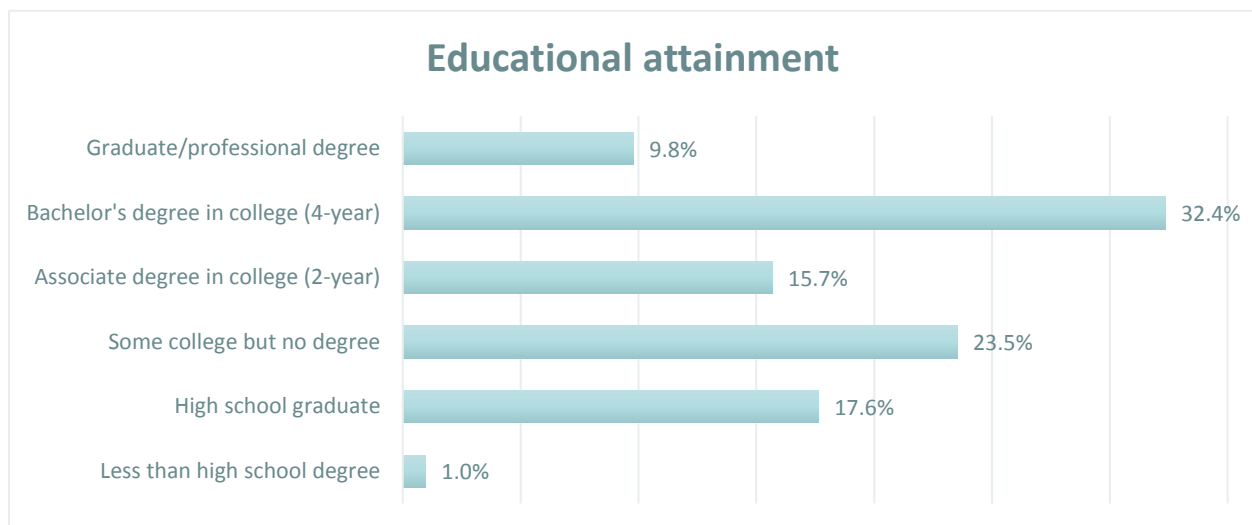


FIGURE 11. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (69.9%), although 2.9% work part-time and 15.5% are retired as seen in Figure 12.

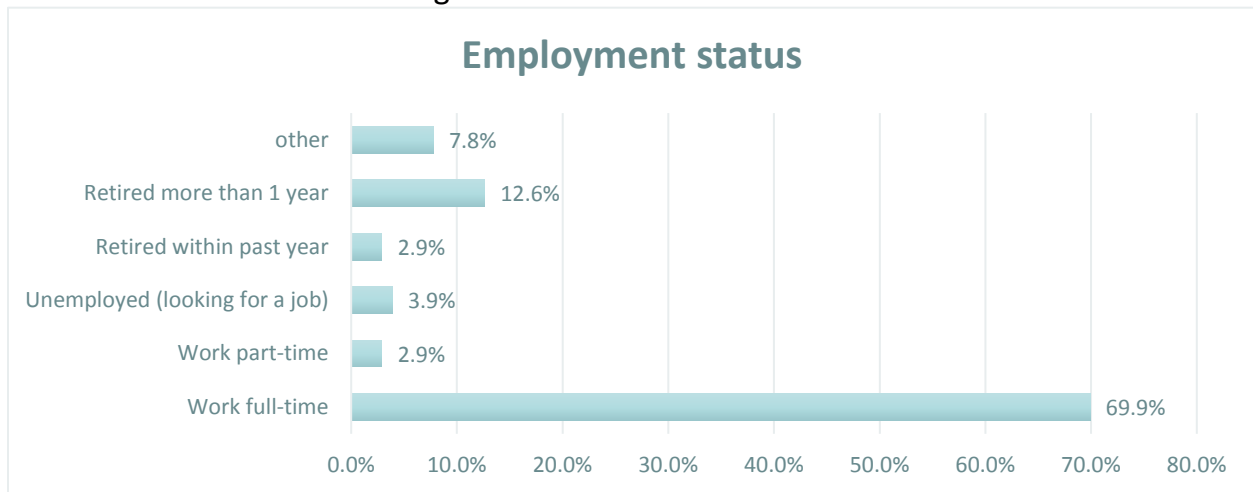


FIGURE 12. EMPLOYMENT STATUS

Most Fishing Days study participants reported having a higher-than-average household income level: 70.7% indicated an annual household income above \$50,000 (Figure 13).

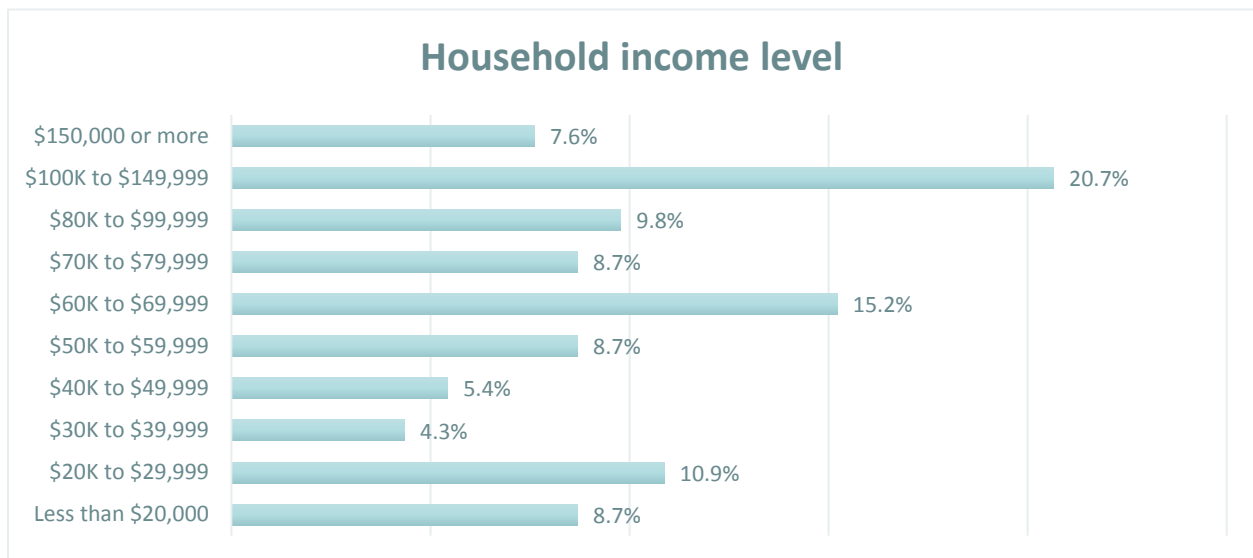


FIGURE 13. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 14 show that 65.3% of respondents considered themselves Hispanic while 32.7% indicated being White.

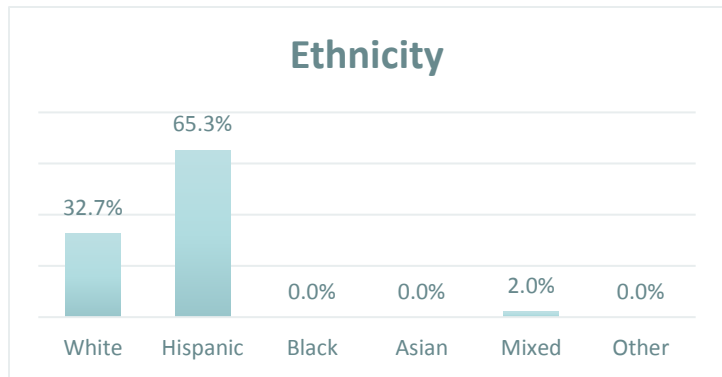


FIGURE 14. ETHNICITY

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 (91.3%) and 7.8% indicated being from Mexico as shown in Figure 15.

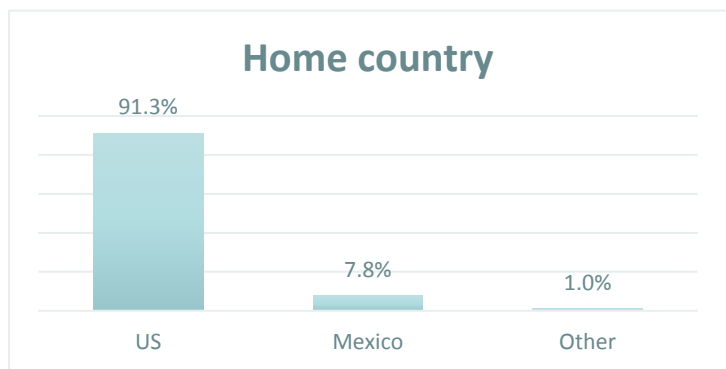


FIGURE 15. HOME COUNTRY

Specific zip or postal codes of study respondents and of study participants are shown and mapped in Appendix B.

STR Report

Additional data to provide evidence about the 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: view trends over the past month to determine whether the hotel metrics changed because of the event as compared to the rest of the month, and compare the metrics during the event time period to those of the same time period in the previous year.

SPI Fishing Days was held on Saturday, October 20th and on Saturday, October 21st. This means that most event attendees who spent the night on SPI would have done so on Saturday night. The following figures show the hotel metrics for Saturday (the month trend) for this year as well as for the same day as last year (the year trend).

The occupancy rate for October 21st was 54.5% which is 31.4% below the same day last year (79.5%). This year’s occupancy day rate was above the week average (45.3%) as well as the 28-day average of 49.8%.as seen in Figure 16.

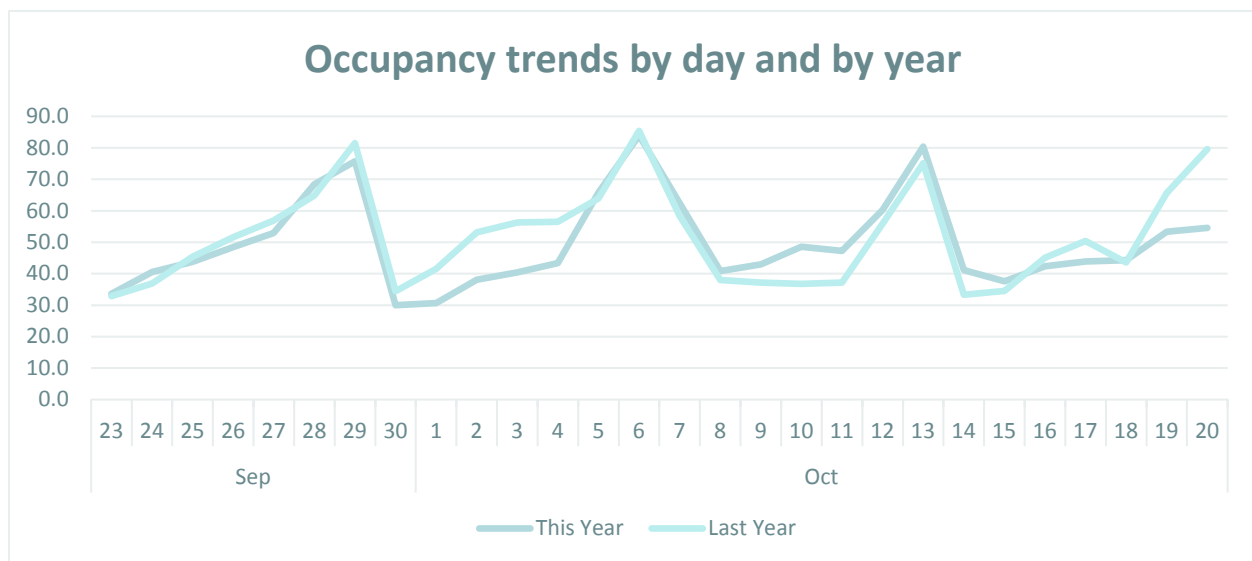


FIGURE 16. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for the event night was \$92.78, slightly higher than room rates compared to the same day last year (\$91.82), which represents a negligible increase. The ADR for this year's event night was higher than the rate for the week (\$87.83) and higher than the 28-day period (\$90.02) as shown in Figure 17.

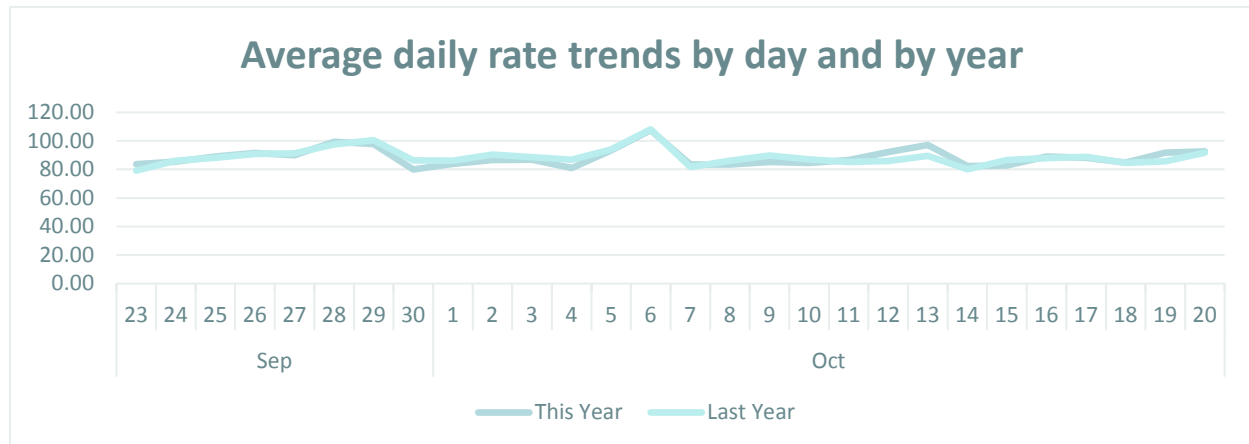


FIGURE 17. AVERAGE DAILY RATE

Figure 18 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the night of the event was \$50.61, which is 30.7% below last year's same-day average of \$73.03. This year's RevPAR, however, was above the average week rate (\$39.80) and this year's 28 day-period rate of \$44.90.

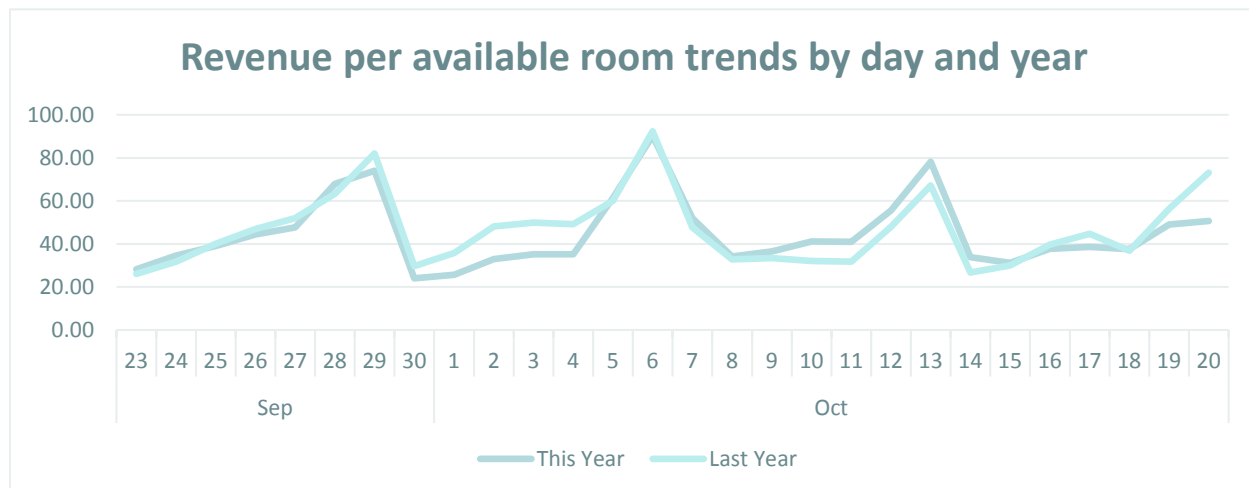


FIGURE 18. STR REVPAR BY DAY AND YEAR

The demand trend in Figure 19 shows a decline this year over last year. Room demand for this year's event night was 1,482 rooms as compared to last year's same-day demand of 2,161 rooms, a decline of 31.4%. The rooms demanded on event night was above the average demand for the month (1,354) and for the week (1,231) but below the average demand from rooms for last year's same period month (1,409) for a year-to-year decline of 2%.

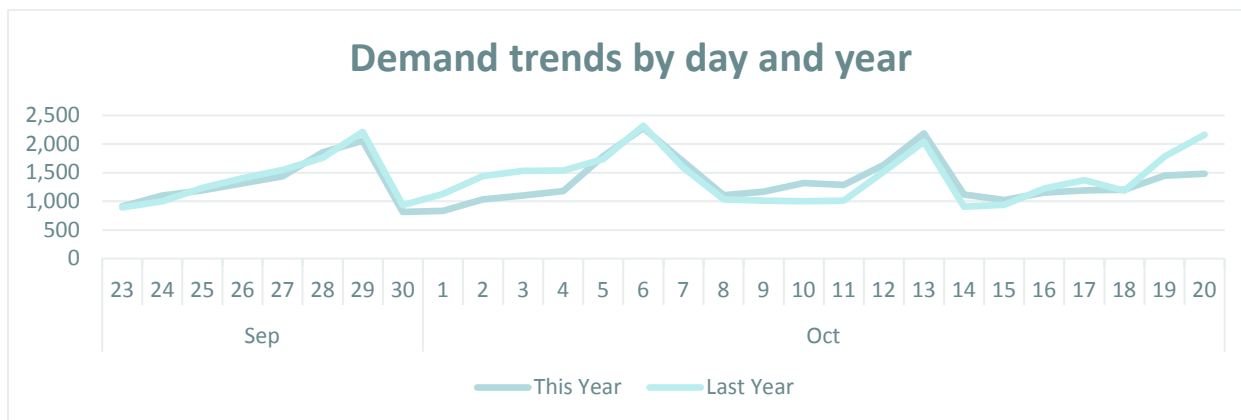


FIGURE 19. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year's event-period was also lower than last year's by 30.7%. This year's Fishing Days night revenue averaged \$137,494 whereas last year's same-day revenue was \$198,421 as seen in Figure 20. The average revenue is higher, however, than this year's 28-day-long average revenue (\$122,000) or last year's (\$126,809).

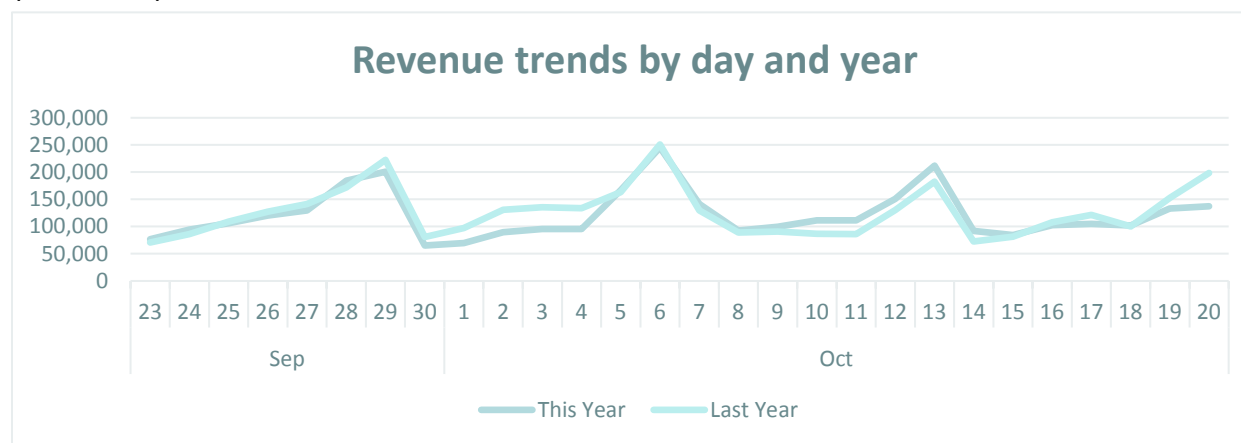


FIGURE 20. STR REVENUE TRENDS BY DAY AND YEAR

Finally, Figure 21 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the one night period that Fishing Day attendees would have spent the night on the Island. Other than ADR, the metrics for the night were all significantly lower this year than last year.

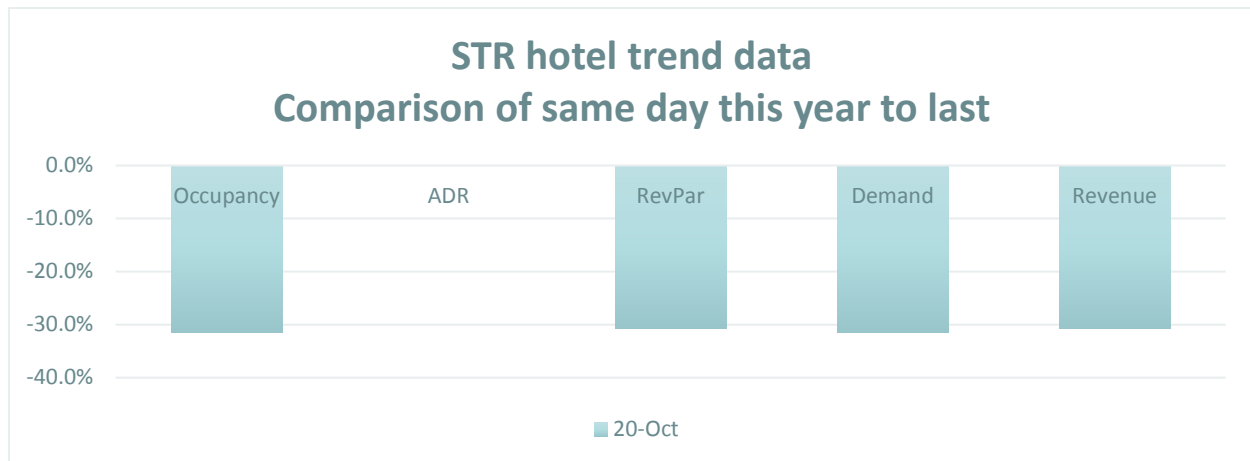


FIGURE 21. STR HOTEL TREND DATA 3-DAY COMPARISON

The STR data suggests that SPI Fishing Days may have helped to improve lodging rates over the week or month period but had no significant effects in comparing this year's metrics to the same day-period as last year. The weather during this year's SPI Fishing Days was rainy and cool and may have dampened attendance at the event and intention to stay on the Island. In addition, other events held during the same day-period last year may have resulted in higher than normal STR metrics last year.

Most measures of lodging performance as provided by STR were much higher last year than this year for the night of Fishing Days but were better for the night of the event as compared to the week or month averages.

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 attendees of the South Padre Island Fishing Days held at the Convention Centre on October 20th – 21st, 2018. 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 181 completed surveys resulted in 103 useable responses for the analysis.

Demographically, the study sample was comprised of predominately married females who were an average of 45 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identify ethnically Hispanic and were from the US. The average household came to the event with 2.41 people, had traveled an average of 129 miles and 30% spent the night on SPI for an average of 1.22 nights.

By combining the count of people at the event with survey results, event attendees generated an estimate 143 SPI room nights. STR data provides support for the study's finding that the event did not have a significant effect on the number of rooms booked during the event night or improve lodging over the same day-period as last year. With an average total weighted lodging expenditure per household of \$97, event attendees spent a total of \$37,877 on lodging, resulting in about \$3,399 as the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$30,973, which should yield \$572 to the City at a tax rate of 2%. Total spending in other expenditure categories of \$45,543 should provide the City with \$841 in sales tax revenue.

Considering only the City's share of the hotel tax revenue, the City lost \$1,601 or 32% on their \$5,000 investment. Considering all tax revenue from all spending, the City should have received \$4,813 in tax revenue for a loss -3.7% on the cash investment provided to the event organizer.

By far, most Fishing Days 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 event. While the event did not generate a positive return on the City's investment in the event, the overall SPI and event experience of the attendees will likely result in many returning to the Island for future vacations.

Appendix A: Survey

SPI Fishing Days Survey																							
<p>This survey is to understand your household experience and spending during SPI Fishing Days. <i>The one person, older than 18, best able to report on spending for all people in your household at the event 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 businessresearch@utrgv.edu 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, return this survey.</p> <p>2. Did you come to South Padre Island specifically for Fishing Days? <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 Fishing Days? _____ miles</p> <p>4. Which of the following best describes your participation in Fishing Days (Check all that apply)?</p> <p><input type="checkbox"/> Registered participant <input type="checkbox"/> Event volunteer/staff <input type="checkbox"/> Spectator <input type="checkbox"/> Event sponsor/vendor <input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____</p> <p>5. Including yourself, how many people from your household attended Fishing Days?</p> <p>_____ Number of adults in household _____ Number of children</p> <p>6. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending SPI Fishing Days? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for SPI Fishing Days?</p> <p><input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house <input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room <input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid) <input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</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 SPI FISHING Days. (List only the total dollar amounts spent on SPI)</p> <table border="1"> <tbody> <tr> <td>Food & beverages (restaurants, concessions, snacks, etc.)</td> <td>\$</td> </tr> <tr> <td>Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td>\$</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td>\$</td> </tr> <tr> <td>Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td>\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td>\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td>\$</td> </tr> <tr> <td>Parking fees</td> <td>\$</td> </tr> <tr> <td>SPI Admission fees</td> <td>\$</td> </tr> <tr> <td>Clothing or accessories</td> <td>\$</td> </tr> <tr> <td>Groceries</td> <td>\$</td> </tr> <tr> <td>Other (please specify)</td> <td>\$</td> </tr> </tbody> </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>Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely 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)	\$	<p>10. How likely are you to return to South Padre Island for a vacation at some time in the future?</p> <p>1 <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><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 SPI Fishing Days?</p> <p><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 SPI Fishing Days 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?</p> <p><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 <input type="checkbox"/> Gender diverse</p> <p>18. What is your marital status?</p> <p><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?</p> <p><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?</p> <p><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?</p> <p><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)</p> <p><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>
Food & beverages (restaurants, concessions, snacks, etc.)	\$																						
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Groceries	\$																						
Other (please specify)	\$																						
<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> <p>THANK YOU VERY MUCH!!!</p>																							

Appendix B: Respondent's zip or postal code and frequency of response and zip code map

16046	78521	78559	78580
16440	78521	78566	78580
73439	78526	78566	78582
77003	78526	78566	78583
77004	78526	78566	78583
77024	78526	78566	78583
77041	78537	78572	78584
77559	78539	78572	78586
77866	78539	78574	78586
78006	78542	78575	78586
78006	78550	78575	78589
78123	78550	78575	78590
78212	78550	78577	78596
78212	78550	78578	78596
78501	78550	78578	78596
78503	78550	78578	78596
78504	78550	78578	78597
78516	78551	78578	78597
78520	78552	78578	78597
78520	78552	78578	78736
78520	78552	78578	78739
78521	78552	78578	80482
78521	78552	78578	80920
78521	78552	78578	88210
78521	78552	78578	88339

