



Event Economic Impact Report

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

Business and Tourism Research Center
The University of Texas Rio Grande Valley

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and Director
Dr. Sharon Schembri, Associate Professor of Marketing
Oscar Ramos Chacon, Project Manager

The University of Texas Rio Grande Valley
Robert C. Vackar College of Business and Entrepreneurship
1201 West University Drive Edinburg, TX 78539-2999 USA
Tel: 956-665-2829 Cell: 956.240.0627
penny.simpson@utrgv.edu

Executive Summary and Survey Highlights

SPI Veterans Day Weekend took place at various venues throughout South Padre Island from Friday, November 9th through Monday, November 12th 2018. The eight events at seven different locations ranged from a bench dedication, runs to a country concert with Whiskey D. The weekend was created as “a weekend long, family-friendly event to honor and celebrate our veterans.”

To examine the spending of Veterans Day Weekend 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 98 completed questionnaires resulting in 45 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (60.5%) females (55.8%), had an average age of 39 years, had at least some type of college degree (41.9%), worked full-time (64.3%), were primarily Hispanic (72.1%) and 55.0% had an average annual income above \$50,000. Survey respondents were primarily from the US (93.0%) with 4.7% from Mexico. On average, household participants traveled an average of 200 miles with an average of 2.58 people and spent 1.35 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (93.2%), resulting in an excellent net promoter score of 88.6. Most respondents are satisfied with the Island experience (95.6%) and the event (91.1%) and are likely to return to SPI for a future vacation (97.8%).

Importantly, the survey analysis found that the 718 household groups attended Veterans Day Weekend and spent an estimated weighted average of \$503 per household while on the Island for a total spending of \$361,079. Of this spending, lodging is the highest per household expenditure category with 44% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.35 nights. This resulted in about 431 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$503 per household that spent the night on the Island, a total of \$180,960 was spent on lodging. Of this amount, 17% or \$26,293 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$16,240, is the City’s share of the HOT. Moreover, the estimated total spending on food and beverages of \$65,627 included about \$5,002 in taxes at the 8.25% rate or \$1,213 at the City 2% tax

rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$114,493, of which \$8,726 was sales taxes, with \$2,115 the City's share. In total, the \$361,079 spent during Veterans Day Weekend resulted in \$40,021 in tax revenue with \$19,568 the City's share. This represents a return to the City of \$4,568 for a 30.5% gain on the \$15,000 cash investment made by the CVB in Veterans Day Weekend 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	\$15,000	Amount of funding provided by CVB to event promoter	P1
Total spending	\$361,079	Total spent by event households	Table 1, P7
Average spent per household	\$503	Weighted average spent per household	Table 1, P7
Number of households	718	Number of households at event	Figure 3, P5
Number in household	2.58	Number of people in household group at event	Figure 3, P5
Nights on SPI	1.35	Average number of nights spent on SPI	Figure 3, P5
Lodging tax	\$16,240	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P8
F&B sales tax	\$1,213	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P8
Other sales tax	\$2,115	City share of total sales tax revenue	Table 2, P8
Total City tax share	\$19,568	Total City tax revenue from event	Table 2, P8
Total tax ROI	30.5%	Return on CVB investment considering all taxes	Table 2, P8
Lodging only ROI	8.3%	Return on CVB investment considering HOT only	Table 2, P8
Net Promoter Score	88.6	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 6, p9
Likely to return	97.8%	Percent somewhat or extremely likely to return to SPI	Figure 7, p9
Satisfied with the SPI	95.6%	Percent satisfied with the SPI experience	Figure 8, P9
Satisfied with event	91.1%	Percent satisfied with event	Figure 9, p10

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Veterans Day Weekend

Introduction

SPI Veterans Day Weekend included eight different events across seven different venues throughout South Padre Island from Friday, November 9th through Monday, November 12th 2018. Altogether, the events were created as “a weekend long, family-friendly event to honor and celebrate our veterans.” The schedule of events and places was:

SCHEDULE OF EVENTS

Friday, November 9, 2018

1 p.m. – Unveiling of Dedication Bench @ Tompkins Park

2 p.m. – Mobi-Mat Ribbon Cutting Ceremony, Beach Circle, Access #4

Saturday, November 10, 2018

7 a.m. – Order of the Purple Heart Veterans Golf Tournament @ SPI Golf Course

2 p.m. – Veterans Day City Program @ SPI Convention Centre

Guest Speaker Gordon R. England: Served as U.S. Secretary of the Navy, 1st Secretary for Homeland Security, Deputy Secretary of Defense & Acting Secretary of Defense

8 p.m. – Black Light Run @ Clayton’s Beach Bar & Grill

Sunday, November 11, 2018

10 a.m. – GORUCK Light @ Schlitterbahn

10 a.m. – Veterans Day Eco-Tour @ Breakaway Cruises

6 p.m. – FREE Veterans Day Country Concert featuring Whiskey D @ The Greens

Monday, November 12, 2018

10 a.m. – Flag Retirement Ceremony @ SPI Convention Centre

The event was sponsored by the South Padre Island Convention and Visitors Bureau and was funding at \$15,000 by the CVB.

Method

Interviews

To estimate the economic impact of the 2018 Veterans Day Weekend, UTRGV interviewers conducted a survey (see Appendix A) among event attendees at the times and venues as recommended to reach the most attendees. SPI promotional items and a chance to win two nights at Schlitterbahn Beach Resort were offered as incentives to help recruit respondents.

To conduct the interviews, a total of 23 trained interviewers, a people counter, a drone operator and the project manager attended three different SPI Veterans Day Weekend events/venues:

- ★ Saturday, November 10—1:00pm to 3:30pm—Veterans Day City Program at the SPI Convention Centre
- ★ Saturday, November 10—6:00pm to 8:00pm—Blacklight Run at Clayton's Beach Bar & Grill
- ★ Sunday, November 11—5:00pm to 8:00pm—Veterans Day Country Concert at The Greens

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. The onsite interviews yielded 98 completed responses; however, a number of responses were eliminated as follows:

- ★ 1 were completed by another responding household member;
- ★ 35 were from respondents not on the Island for the event; and,
- ★ 14 were from respondents who live within ten miles.



The result is 45 useable questionnaires for analysis. The sample population is about 718 households who passed by the interviewers. With 98 completed surveys, the completed responses rate is about 13.7%.

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 different venues via a manual hand counter as follows:

- ★ 68 adults by 2:15pm at the 2:00pm Veterans Day City Program at the Convention Centre;
- ★ 950 adults and 101 children by 8:00pm at the Blacklight Run at Clayton's Beach Bar & Grill;
- ★ 40 were counted at the Country Concert on The Greens.



The event sponsor reported that 40 people had registered for the GoRuck March, 40 had registered for the Golf Tournament and that 2,488 unduplicated names had registered for the Blacklight Run. Considering both the manual count at the Blacklight Run and that the inclement weather likely reduced the actual number of Blacklight Run attendees, an estimated attendance at that event was likely half way between the number registered and the actual count or 1,770 Blacklight event attenders. By adding an estimated 80 likely unduplicated attenders of the other events, we estimate that 1,850 different people attended at least one of the eight 2018 SPI Veterans Day Weekend events.

The appropriate unit of analysis, however, 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 (1850) is divided by the average household size (2.58) as found in the survey (see Figure 3) to determine that 718 households were at the two venues of the event.



Results

Survey participants travel and SPI stay characteristics

In all, 45 useable surveys were completed by people specifically on South Padre Island for 2018 SPI Veterans Day Weekend. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that by far, most of the respondents surveyed (55.6%) were registered for the event while (28.9%) were event spectators. The remaining event participants were event sponsor/vendors (0.0%) or volunteer/staff (6.7%).

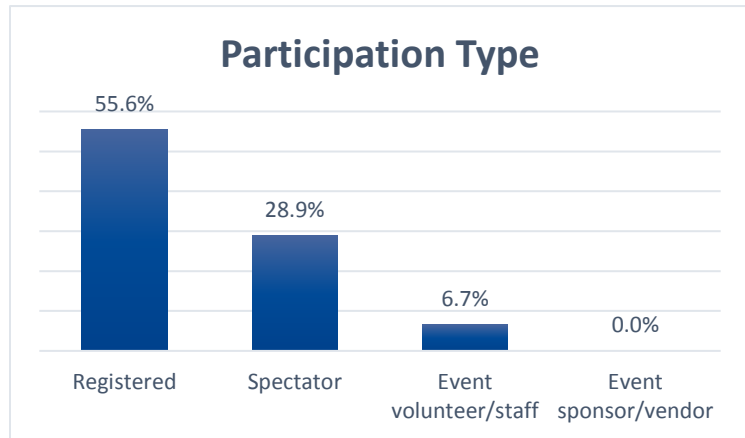


FIGURE 1. PARTICIPATION TYPE

In addition to participation type, respondents were asked to indicate which of the eight events they attended. The results in Figure 2 show that the event attracting the most attendees by far was the Blacklight Run. This result should not apply to the population of event attendees since a greater proportion of respondents relative to the event size were from the City Program and the Country Concert events.

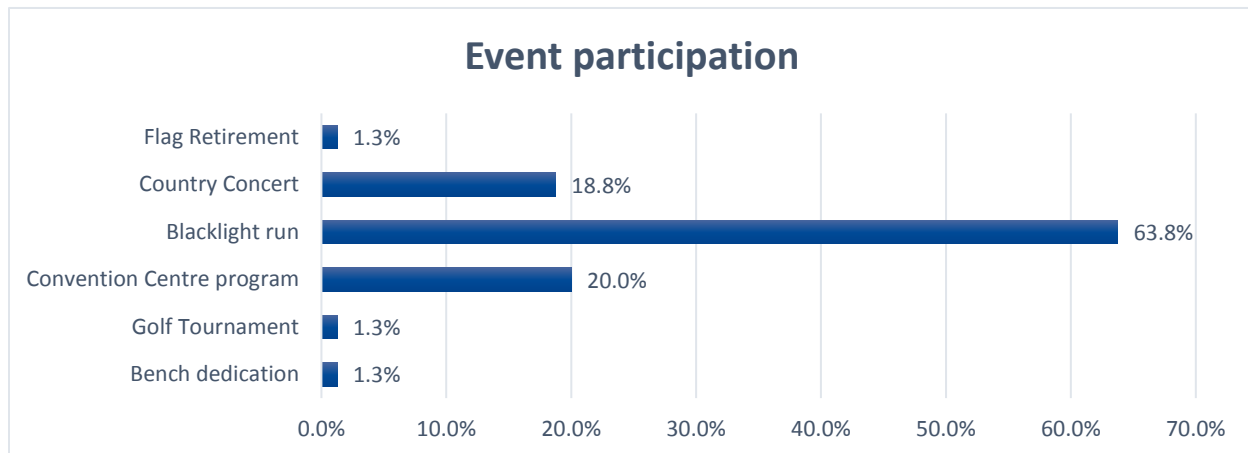


FIGURE 2. EVENTS ATTENDED

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 7 for an average of 2.58 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 200 miles to attend the event, although distances traveled ranged from 10 to 3000 miles and spent an average of 1.35 nights on SPI for the event with a range of 0 to 13 nights spent on SPI.

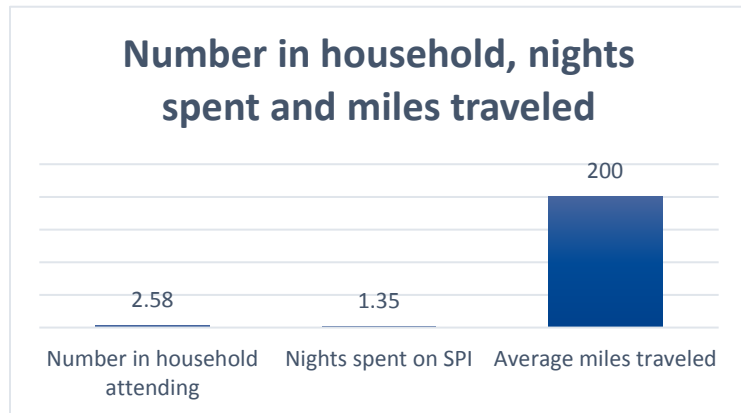


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Note that some respondents were apparently Winter Texans and reported spending from 90 days to 150 days. These responses, were deleted as outliers because their responses would have significantly and inappropriately skewed results.

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 32.5% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (42.5%) or two nights (10.0%) although 10.0% spent 3 nights on the Island. One (2.5%) spent more than five nights on SPI for the event.

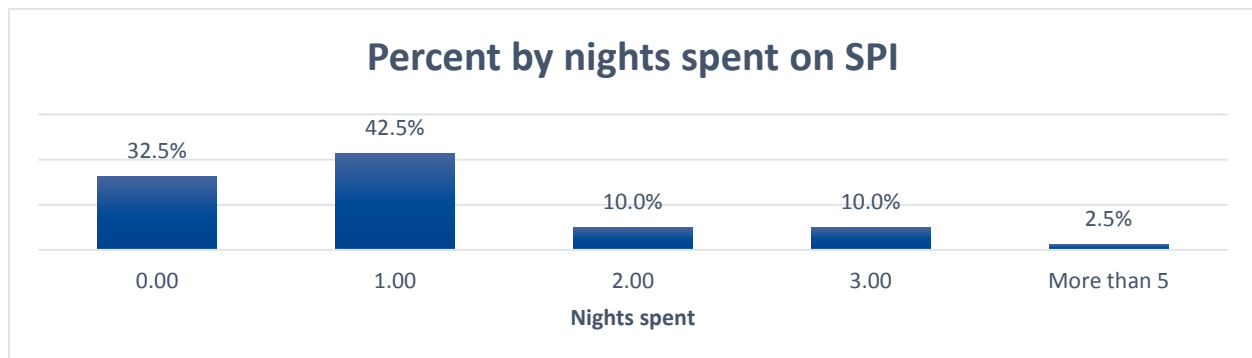


FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 5 shows the types of lodging used. While most, (33.3%) of event attenders, did not spend the night on the Island, of those who did, 33.3% spent the night in a hotel/motel room, 8.9% rented a condominium or beach house, 8.9% stayed with family or friends, and 2.2% stayed in their own SPI residence.

With 44% (Table 1, p6) of the estimated 718 households spending an average of 1.35 nights (Figure 3, p5) on the Island, the Veterans Day Weekend event should have resulted in 431 room nights.

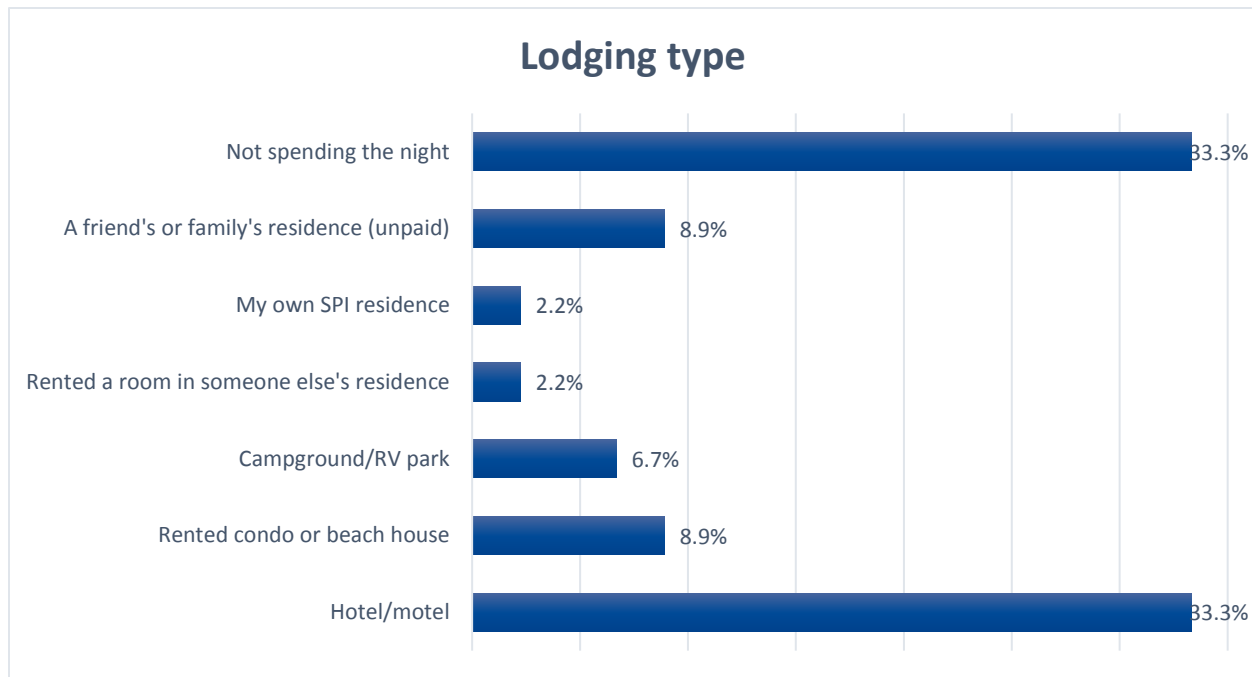


FIGURE 5. TYPE OF LODGING

Veterans Day Weekend attendees accounted for 431 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 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$567 with a weighted average of \$252 considering that 44% of respondents spent money on lodging for a total of \$180,960. Average spending on food and beverages was \$125, with a weighted average of \$91, for a total category spending of \$21,197, including sales taxes. The total spent on all other categories was \$114,493. In total, 718 event households spent a weighted average of \$503 for a total SPI spending of \$361,079.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$125	73%	\$91	\$65,627
Night life	\$93	40%	\$37	\$26,554
Lodging	\$567	44%	\$252	\$180,960
Attraction entertainment	\$77	20%	\$15	\$11,004
Retail	\$89	33%	\$30	\$21,211
Transportation	\$56	69%	\$39	\$27,670
Parking	\$11	38%	\$4	\$3,030
Admission fees	\$21	18%	\$4	\$2,711
Clothing	\$89	22%	\$20	\$14,114
Groceries	\$64	18%	\$11	\$8,197
Other	\$0	2%	\$0	\$0
Total	\$1,191		\$503	\$361,079

The estimated direct spending on South Padre Island as attributed to the 2018 SPI Veterans Day Weekend is \$361,079, within a 9.2% confidence interval of plus or minus \$33,219 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 \$26,293 with the City's share at 10.5% totaling \$16,240. Total spending on food and beverages should result in \$5,002 in tax revenue with \$1,213 the City's share while total spending in all other expense categories should yield \$8,726 in sales tax revenue with \$2,115 the City's share. Altogether, the tax revenue should be \$40,021 with \$19,568 the City's share. The gain from the City's share of the hotel tax alone on the \$15,000 invested in the event is 8.3% but is 30.5% 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	\$180,960	17%	\$26,293	10.50%	\$ 16,240	8.3%
Food & Beverage	\$65,627	8.25%	\$5,002	2%	\$ 1,213	
All nonlodging	\$114,493	8.25%	\$8,726	2%	\$ 2,115	
Totals	\$361,079		\$40,021		\$ 19,568	30.5%

Total spending of 2018 SPI Veterans Day Weekend attendees resulted in an estimate tax revenue of \$40,021, with \$19,568 going to the City of South Padre Island. With an investment of \$15,000 in the event, the return to the City is 8.3% considering only the 10.5% share of HOT but 30.5% considering all the City's estimated tax revenue share.

The SPI Experience

The next section of the survey asked Veterans Day Weekend 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.

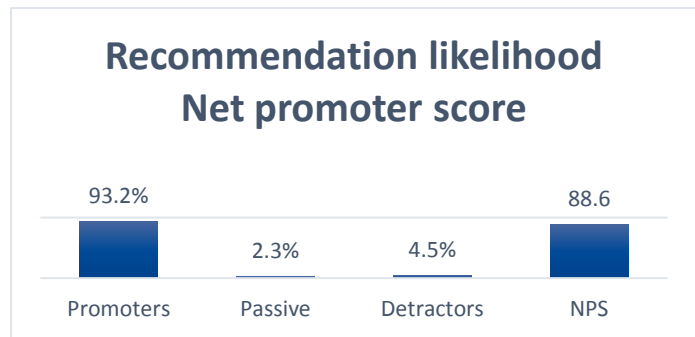


FIGURE 6. NET PROMOTER SCORE

The results, shown in Figure 6, indicate that most study respondents (93.2%) are promoters of SPI while a few (4.5%) are detractors. This yields a net promoter score (NPS) of 88.6, which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were 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 (97.8%) are likely to return to the Island at some time in the future.

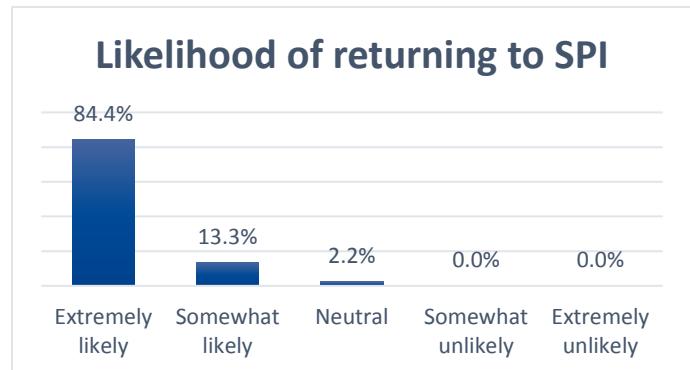


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 95.6% were satisfied with the SPI experience and that 2.2% were dissatisfied with SPI.



FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

Most respondents (91.1%) were also satisfied with the Veterans Day Weekend event and only 4.4% reported being dissatisfied with the event as seen in Figure 9.

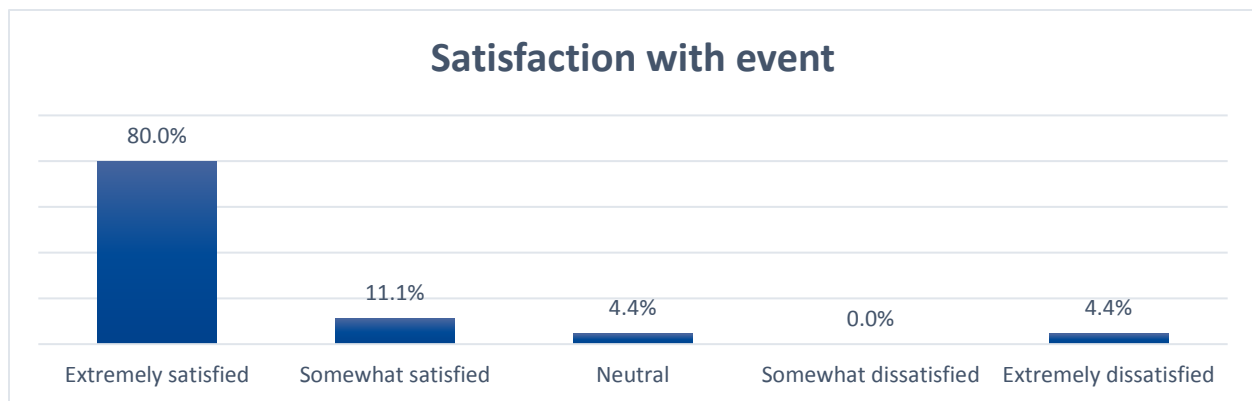


FIGURE 9. SATISFACTION WITH EVENT

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

- Parking
- Weather
- Better communication in parking lot especially for handicap. I am limited in my eyesight and parking did not help
- Good
- Its good
- More powder experience, powder gun
- Parking
- Stop bringing local acts and/or acts that country/tejano, it is already prevalent in this area. Don't schedule outside events during the cold season. And, you need less people working on surveys and more on improving the community.

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 39 year-of-age with ages ranging from 18 to 66.

Most respondents were female (55.8%), a majority were married (60.5%) and most had some type of college degree (41.9%) as shown in Figures 10 through 12, respectively.

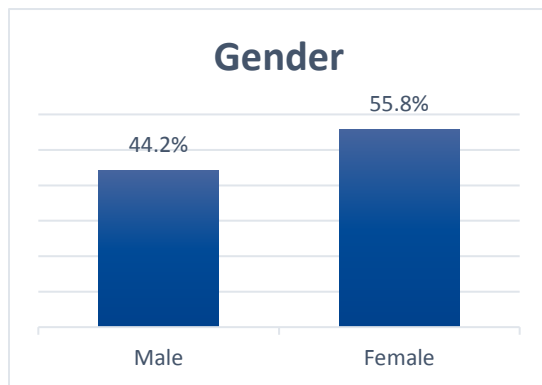


FIGURE 11. GENDER

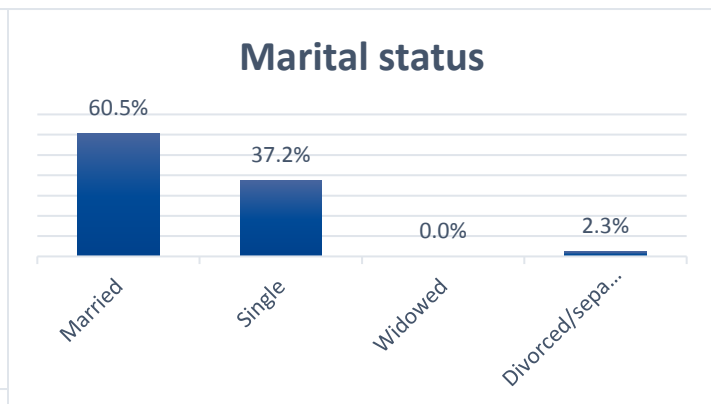


FIGURE 12. MARITAL STATUS

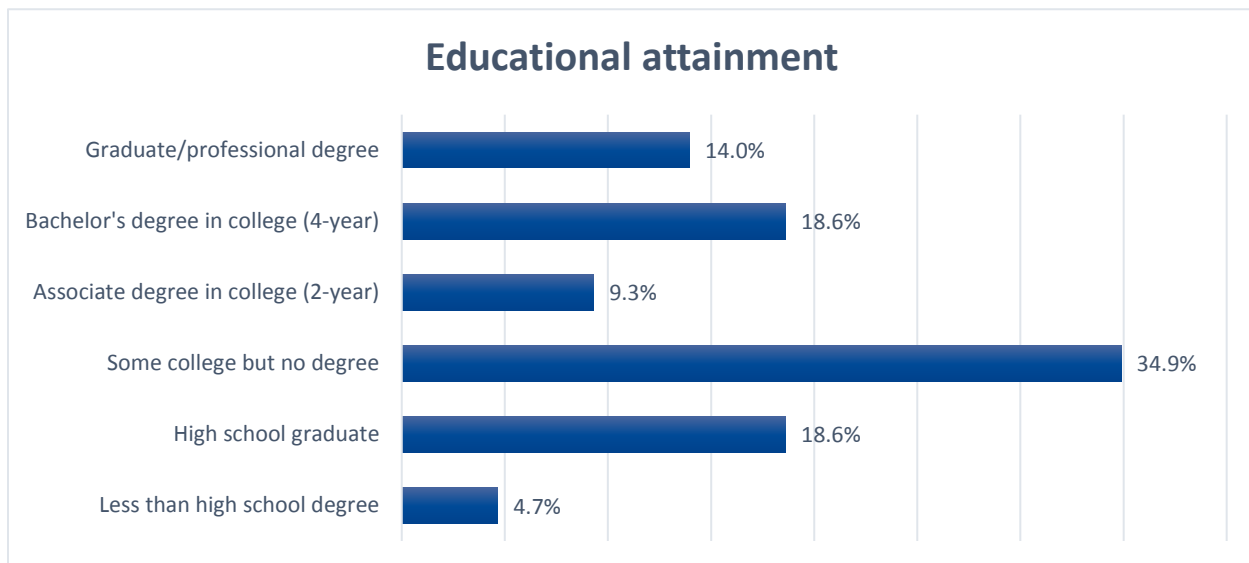


FIGURE 10. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (64.3%), although 19.0% work part-time and 7.1% are retired as seen in Figure 13.

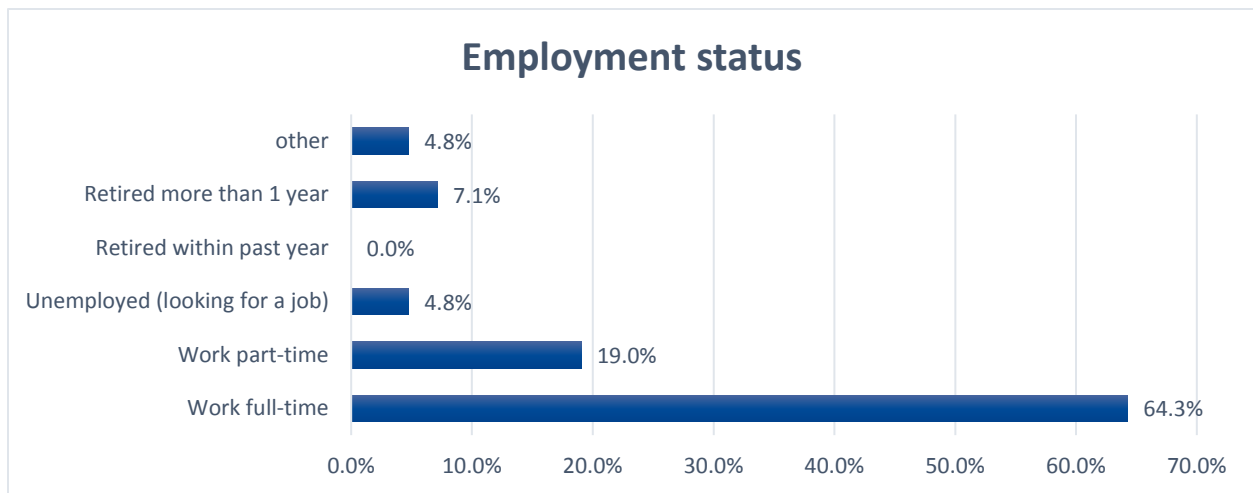


FIGURE 13. EMPLOYMENT STATUS

Most Veterans Day Weekend study participants reported having a higher-than-average household income level: 55.0% indicated an annual household income above \$50,000 (Figure 14).

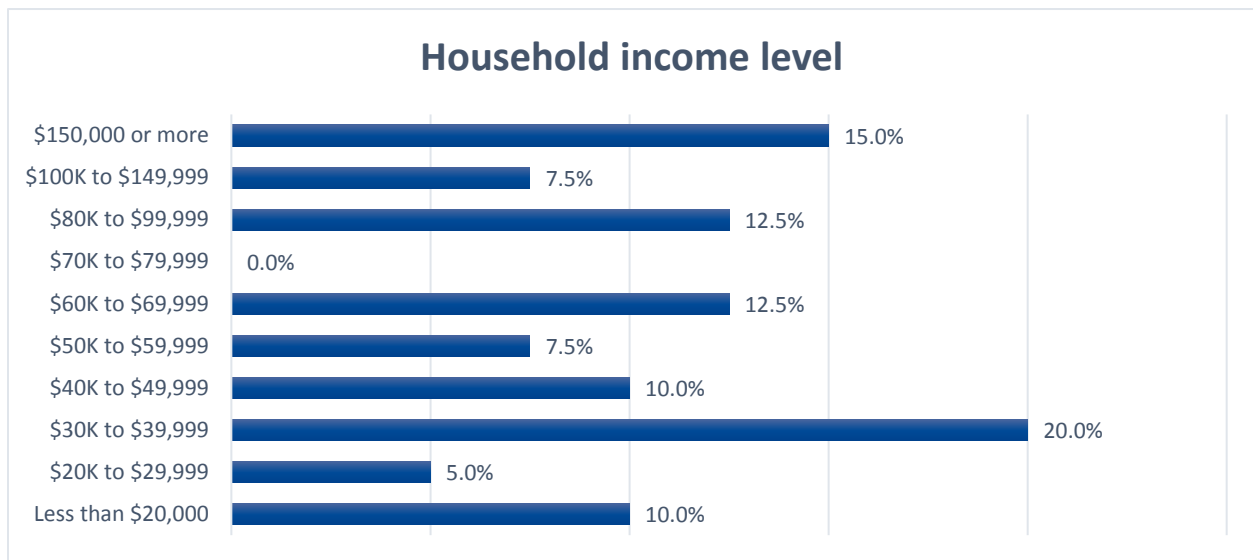


FIGURE 14. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 72.1% of respondents considered themselves Hispanic while 18.6% indicated being White.

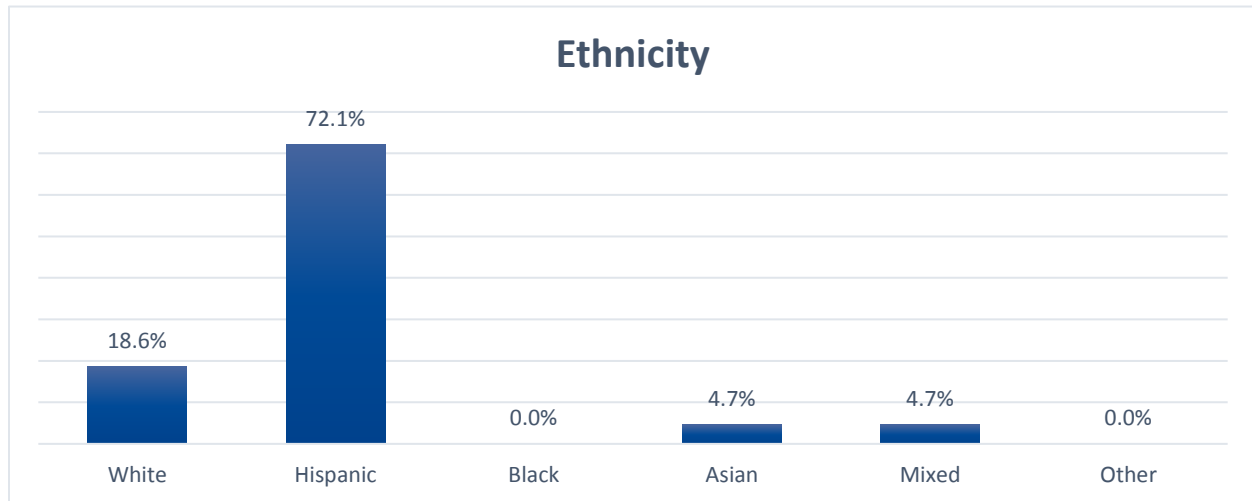


FIGURE 15. ETHNICITY

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 (93.0%) and 4.7% indicated being from Mexico as shown in Figure 16.

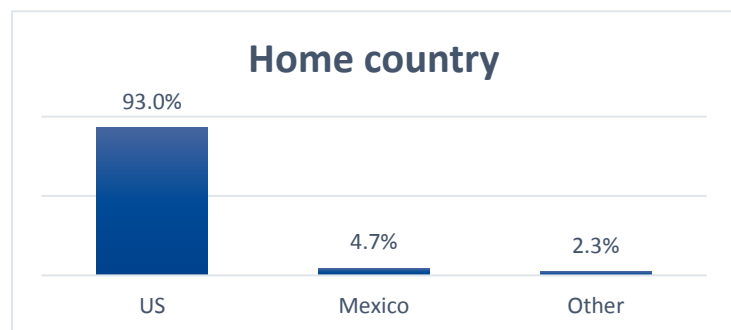


FIGURE 16. HOME COUNTRY

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. One way is to examine the trends over the past month to determine whether the hotel metrics changed because of 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.

SPI Veterans Day Weekend was held from Friday, November 10th through Monday, November 12th. This means that most event attendees who spent the night on SPI would have done so on Friday through Sunday night, although the peak night would have been Saturday night with the well-attended Blacklight Run. The following figures show the hotel metrics for the Friday-Saturday period (the month trend) for this year as well as for the same period as last year (the year trend).

The occupancy rate for the two-day period this year was 51.8%, as compared to 77.7% last year, which is 27.1% below the same day-period last year. This year’s event period was above the week average (49.1%) as well as for 28-day rate of 46.1%.as seen in Figure 17.

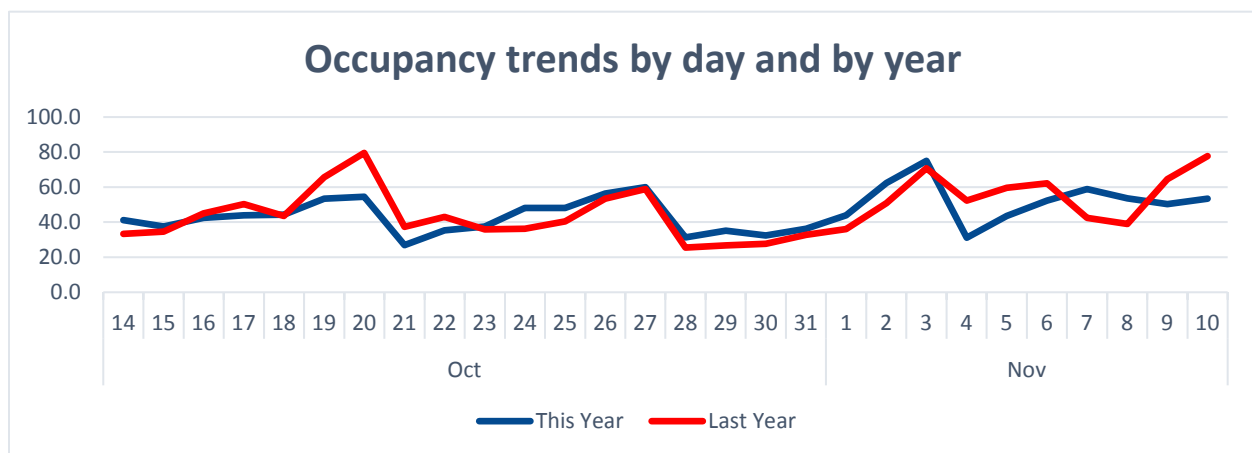


FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for this year's event period was \$ \$81.00, -10.7% lower than room rates compared to \$90.70 , the same time period last year. The average room rate for this year's event period was also lower than the rate for the week (\$84.60) and higher than the 28-day period (\$86.69) as shown in Figure 18.

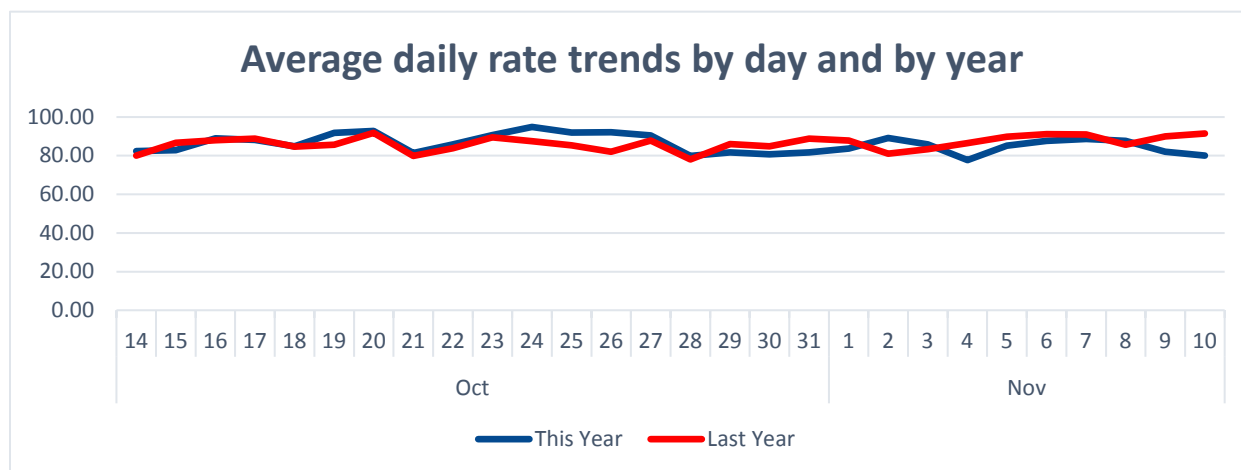


FIGURE 18. AVERAGE DAILY RATE

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the two nights of the event was \$41.96, which is -35.0%% below last year's same-period average of \$64.53 . This year's RevPAR, however, was above the average week rate (\$41.50) and this year's 28 day-period rate of \$39.93.

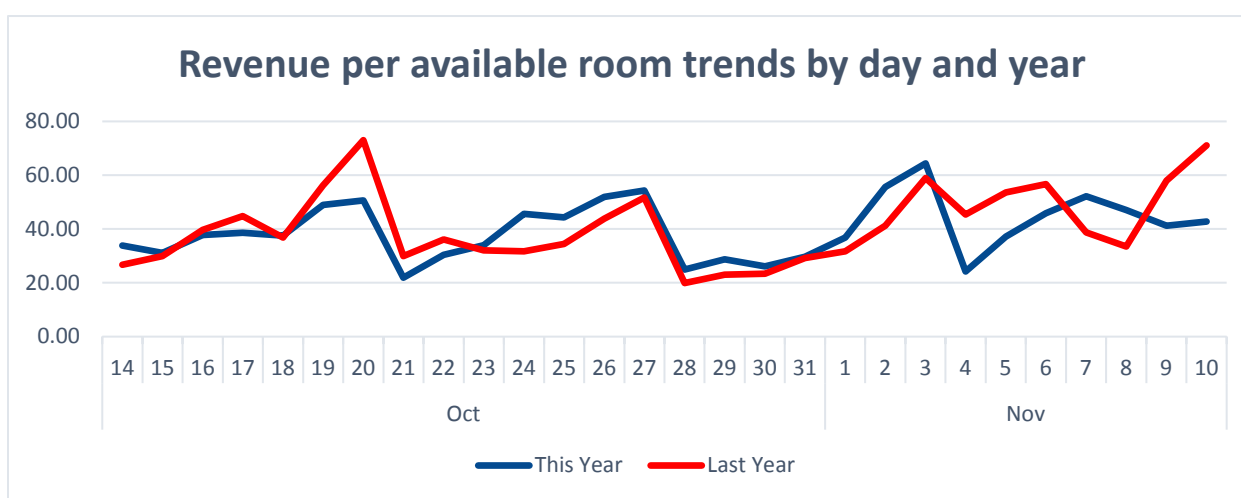


FIGURE 19. STR REVPAR BY DAY AND YEAR

Similar to the other trends, the demand trend in Figure 20 shows a decline this year over last year. Room demand for this year's event period was 1,408 rooms as compared to last year's same 2-day period of 1,932 rooms, a decline of -27.1%. However, room demand during event nights was above the daily average demand for the month (1,251) and for the week (1,333).

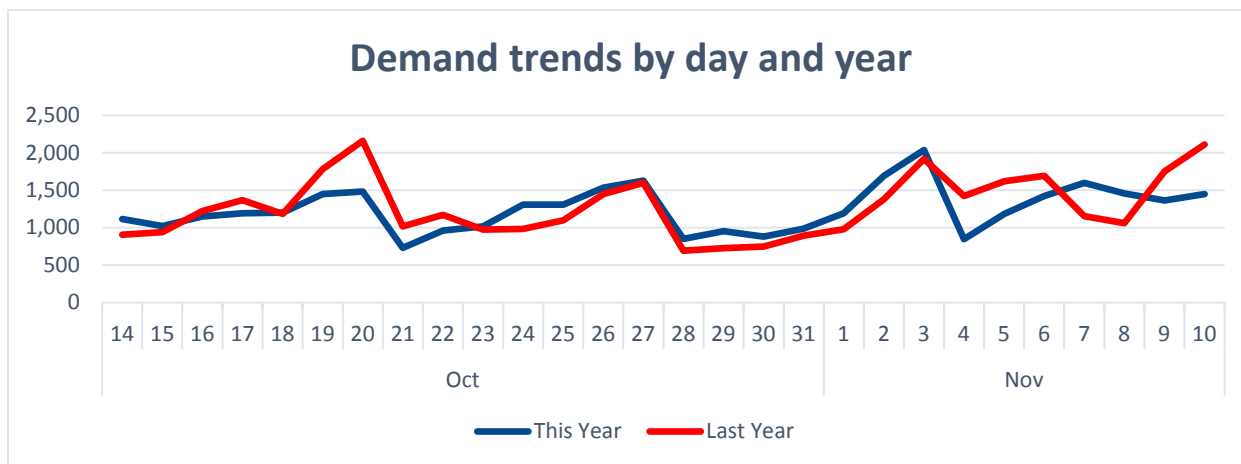


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year's event-period was also lower than last year's by -35.0%. This year's Veterans Day Weekend nights revenue averaged \$114,010 whereas last year's same-days revenue was \$175,324 as seen in Figure 21. The average revenue is higher, however, than this year's 28-day-long average revenue (\$108,481) or last year's (\$111,721).

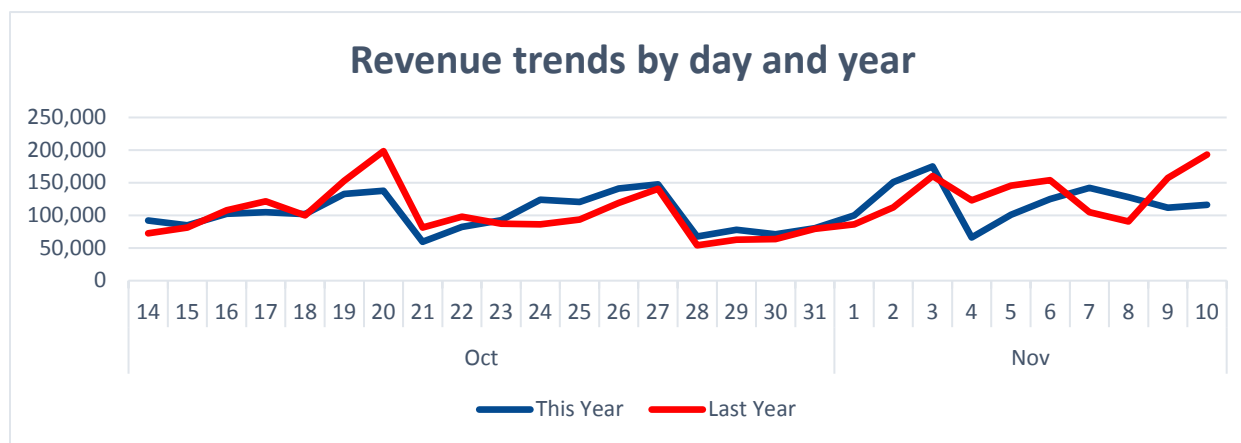


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

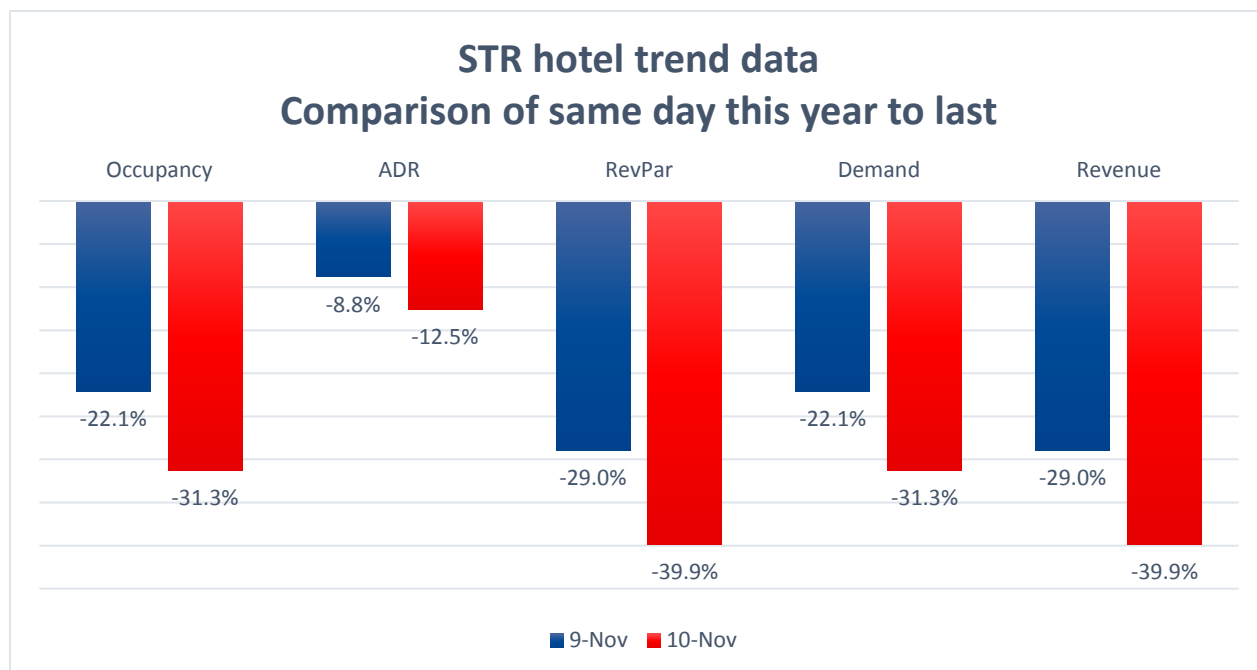


FIGURE 22. STR HOTEL TREND DATA 2-DAY COMPARISON

Finally, Figure 22 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the nights that Veterans Day Weekend attendees would have spent the night on the Island. All the metrics examined for the two-night period were significantly lower this year than last year.

The STR data suggests that SPI Veterans Day Weekend had could have resulted in an increase in lodging occupancy and rates over the week or month period but was still below the metrics for the same day-period as last year. The weather during this year's SPI Veterans Day Weekend was rainy and cool and may have had an impact on 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.

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 during Veterans Day Weekend from Friday, November 9th through Monday, November 12th 2018. The event was created as “a weekend long, family-friendly event to honor and celebrate our veterans” and consisted of eight different events over seven different locations. 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 98 completed surveys resulted in 45 useable responses for the analysis.

Demographically, the study sample was comprised of predominately of married females who were an average of 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 2.58 people, had traveled an average of 200 miles and 44% spent the night on SPI for an average of 1.35 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 431 SPI room nights. While STR data suggests that lodging metrics for the two major nights of the weekend of events were better than the same metrics for the week period and for the 28-day period, all metrics for this weekend were below the same day-period as last year. With an average total weighted lodging expenditure per household of \$252 event attendees spent a total of \$180,960 on lodging, resulting in about \$16,240 in the City’s share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$65,627, which should yield \$1,213 to the City at a tax rate of 2%. Total spending in other expenditure categories of \$114,493 should provide the City with \$2,115 in sales tax revenue. Altogether, Veterans Day Weekend participants spent \$361,079, generating \$6,606 in total sales tax with \$19,568 the City’s share.

Considering only the City’s share of the hotel tax revenue, the City gained \$1,240 or 8.3% on their \$15,000 investment. Considering all tax revenue from all spending, the City should receive \$19,568 in taxes for a total return of \$4,568 or a 30.5% on the cash investment provided to the event organizer.

In addition, most Veterans Days Weekend 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. This means

that regardless of the event return on investment, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.

Implications

Two significant implications resulted from the interviews conducted during Veterans Day Weekend. First, the Veterans Day Weekend consisted of a eight different events throughout the period from Friday, November 9th through Monday, November 12th. While most of the events would most likely have appealed to older veterans, the Blacklight Run on Saturday evening was different. Held at Clayton's Beach Bar & Grill, the Run was promoted as a run with a DJ and party from 4pm to 9pm, which favored a much younger crowd than would typically attend a Veterans Day event. The pictures shown on this page illustrate the different venues.



Thus while the data presented in this report are for all respondents at all three events the UTRGV team surveyed, a number of differences between the Blacklight Run attendees and attendees at the other two events were found as follows:

Characteristic	Blacklight run	Veterans events
Average miles traveled	208	243
Average number in household	3	3
Nights stayed	1	2
Food	113	173
Lodging	211	1343
Average age	37	48

The second implication of the Veterans Day Weekend event was related to the weather conditions and to the events themselves that limited the number of survey responses received. Importantly, the inclement weather likely affected attendance at all events. In addition, the City Program held at the Convention Centre involved speakers and a set itinerary that did not allow for interviews during the event out of courtesy to all. At the Blacklight Run, the pre-run music and dance was not conducive to interviews because of the music volume and because event attendees were dancing and could not have been interrupted while on the dance floor. Finally, weather conditions and issues with the sound system resulted in a premature halt to the Country Concert shortly after its intended start time.



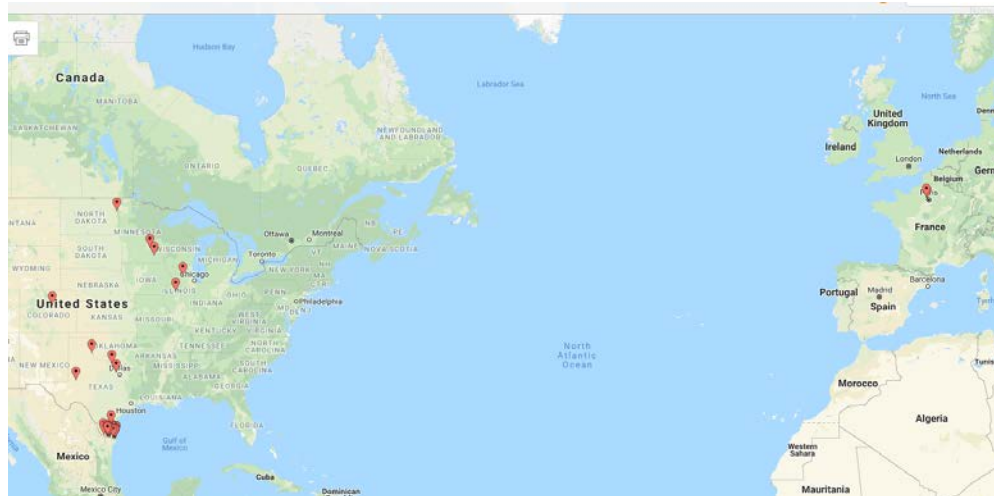
Appendix A: Survey

SPI Veteran's Day Weekend Survey																							
<p>This survey is to understand your household experience and spending during Veteran's Day Weekend. <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 Veteran's Weekend? <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 event? _____ miles</p> <p>4. Which of the following best describes your participation in Veteran's Weekend (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 the event? _____ Number in household</p> <p>6. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending Veteran's weekend? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for Veteran's Day Weekend?</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. Which Veteran's events are you attend (check all that apply)</p> <p>Friday: <input type="checkbox"/> Bench Dedication Saturday: <input type="checkbox"/> Golf tournament <input type="checkbox"/> Convention Centre program <input type="checkbox"/> Blacklight Run Sunday: <input type="checkbox"/> GORUCK <input type="checkbox"/> EcoTour <input type="checkbox"/> Country Concert Monday: <input type="checkbox"/> Flag retirement ceremony</p> <p>9. 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 Veteran's weekend? (List only 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>	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. 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> <p>11. How likely are you to return to South Padre Island for a vacation at some time in the future?</p> <p><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>12. How satisfied are you with your overall South Padre Island experience?</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. How satisfied are you with Veteran's Day Weekend?</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>14. What suggestions do you have for improving Veteran's Weekend or your stay on South Padre Island? (write on back)</p> <p>15. What is your home zip or postal code? _____ code</p> <p>16. 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>17. What is your age? _____ (years of age)</p> <p>18. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse</p> <p>19. 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>20. 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>21. 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>22. 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>23. 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.)	\$																						
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$																						
Lodging expenses (hotel, motel, condo, room)	\$																						
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Clothing or accessories	\$																						
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 1 week after event.</p>																							

THANK YOU VERY MUCH!!!

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

49644	78510	78526	78550	78578	78596
55068	78516	78526	78550	78578	78597
55901	78520	78539	78550	78578	78597
58201	78520	78539	78557	78578	78597
61114	78520	78541	78566	78578	78597
61517	78520	78542	78570	78578	78599
76182	78521	78542	78572	78580	78599
76255	78521	78542	78572	78581	78599
78356	78521	78542	78574	78582	79095
78363	78521	78542	78574	78586	79705
78501	78521	78543	78575	78586	80129
78501	78524	78547	78577	78589	
78504	78526	78550	78578	78596	
78504	78526	78550	78578	78596	
78504	78526	78550	78578	78596	



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

Zip Codes	Number	Zip Codes	Number	Zip Codes	Number	Zip Codes	Number
32169	1	78343	1	78535	3	78588	1
32351	2	78351	1	78536	2	78589	17
40508	1	78363	11	78537	17	78593	8
51301	1	78364	2	78538	8	78596	47
51346	1	78373	3	78539	30	78597	8
55304	1	78374	2	78540	1	78599	25
57719	1	78379	1	78541	29	78602	1
72204	1	78380	1	78542	32	78605	1
75098	1	78382	1	78543	5	78626	1
75116	1	78383	1	78544	1	78660	1
75137	2	78387	1	78548	1	78666	1
75206	1	78390	1	78549	3	78696	1
75791	1	78404	1	78550	171	78703	1
76002	1	78405	1	78552	100	78717	1
76244	1	78408	1	78557	22	78741	1
76522	1	78410	3	78559	24	78751	1
77023	1	78411	2	78560	3	78753	2
77035	1	78412	8	78566	50	78759	1
77052	1	78413	6	78567	2	78850	1
77084	1	78414	4	78568	3	78852	1
77339	1	78415	3	78569	5	79543	1
77388	1	78416	1	78570	19	79572	1
77459	2	78418	7	78572	59	79595	1
77904	1	78480	1	78573	30	86002	1
78043	1	78501	56	78574	34	87380	1
78045	1	78502	3	78575	9	87458	1
78046	1	78503	22	78576	7	87496	1
78102	2	78504	81	78577	47	87510	1
78104	1	78505	1	78578	34	91706	1
78219	1	78516	15	78579	5	92844	1
78249	1	78520	121	78580	7	93245	1
78252	1	78521	104	78582	13	98597	1
78332	5	78523	3	78583	15	ROE	
78336	1	78526	149	78586	101	1A0	1

