



# Texas International Fishing Tournament

August 1 - 5, 2018

## Event Economic Impact Report

**Prepared for**

City of South Padre Island Convention and Visitors Bureau

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# Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 Texas International Fishing Tournament (TIFT) held from Wednesday, August 1<sup>st</sup> through Sunday, August 5<sup>th</sup>. The event organizer received \$15,000 from the SPI Convention Center to help fund the event. The organizer expected to have 1,200 plus attendees with 60% of attendees coming from outside of SPI who would spend from two to five nights in the area.

To examine the spending of the 2018 TIFT 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 and online to 125 contacts resulting in 98 useable responses from unique households on the Island specifically for the tournament.

Demographically, the TIFT study sample had an average age of 45 years, was predominately female (53.7%), most were married (77.3%), with at least some college education (88.5%), worked full-time (72.7%) and was primarily white (57.7%). In terms of household income, 79.2% of the survey sample reported an income above \$50,000. Survey respondents were primarily from the US (95.1%) with 4.9% from Mexico. On average, household participants traveled an average of 251 miles with an average of 3.32 people and spent 3.11 nights on SPI during the event. Most survey respondents are considered promoters of the Island to others (89%), resulting in an excellent net promoter score of 86.8. Most respondents are satisfied with their SPI stay experience (99%) and the event (97.9%) and are likely to return to SPI for a future vacation (96.9%).

Importantly, the survey analysis found that the 420 household groups attended the TIFT event and spent an estimated average of \$1,154 per household while on the Island for a total spending of \$484,734. Of this spending, lodging is the highest per household expenditure category with 48% of study respondents spending at least one night on the Island in paid lodging and staying an average of 3.11 nights. This resulted in about 626 total room nights, most of which were spent in hotels and condominiums or beach houses.

With the average weighted lodging expenditure of \$452 per household that spent the night on the Island, a total of \$189,856 was spent on lodging. Of this amount, 17% or \$27,586 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$17,038, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$99,621 included about \$7,592 in taxes at the 8.25% rate or \$1,841 at the City 2% tax rate. Other types of expenditures, such as clothing, night life and entertainment

amounted to \$195,257, of which \$14,881 was sales taxes, with \$3,608 the City's share. In total, the \$484,734 spent during the TIFT event resulted in \$50,059 in tax revenue with \$22,486 the City's share. This represents a gain to the City of \$7,486 for a 49.9% return on the \$15,000 cash investment made by the CVB in the Texas International Fishing Tournament 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	\$484,734	Total spent by event households	Table 1, P9
Average spent per household	\$1,154	Weighted average spent per household	Table 1, P9
Number of households	420	Number of households at event	P5
Number in household	3.32	Number of people in household group at event	Figure 3, P7
Nights on SPI	3.11	Average number of nights spent on SPI	Figure 3, P7
Lodging tax	\$17,038	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P10
F&B sales tax	\$1,841	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P10
Other sales tax	\$3,608	City share of total sales tax revenue	Table 2, P10
Total City tax share	\$22,486	Total City tax revenue from event	Table 2, P10
Total tax ROI	49.9%	Return on CVB investment considering all taxes	Table 2, P10
Lodging only ROI	13.6%	Return on CVB investment considering HOT only	Table 2, P10
Net Promoter Score	86.8	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 6, p11
Likely to return	96.9%	Percent somewhat or extremely likely to return to SPI	Figure 7, p11
Satisfied with SPI	99.0%	Percent somewhat or extremely satisfied with SPI	Figure 8, p11
Satisfied with event	97.9%	Percent satisfied with event	Figure 9, p12

# Table of Contents

Executive Summary and Survey Highlights.....	ii
Table of Tables.....	v
Texas International Fishing Tournament: Economic Impact.....	1
Introduction.....	1
Method.....	2
Interviews.....	3
Estimated attendance .....	4
Results .....	7
Survey participants travel and SPI stay characteristics .....	7
Estimated spending.....	9
Tax benefits of spending during event.....	10
The SPI Experience .....	11
Respondent Demographics .....	13
STR Report .....	16
Concluding remarks .....	20
Appendix A: Survey .....	21
Appendix B: Respondent’s zip or postal code and map .....	22
Appendix C: Registrants’ zip codes and map .....	23

## Table of Figures

Figure 1. Hard copy note cards used to encourage online survey completion .....	2
Figure 2. Participation type .....	7
Figure 3. Average miles traveled, group size and nights spent.....	7
Figure 4. Percentage spending the night on SPI .....	8
Figure 5. Type of lodging.....	8
Figure 6. Net promoter score.....	11
Figure 7. Likelihood of returning to SPI in the future .....	11
Figure 8. Satisfaction with the SPI experience.....	11
Figure 9. Satisfaction with event.....	12
Figure 10. Marital status .....	13
Figure 11. Gender .....	13
Figure 12. Educational attainment.....	13
Figure 13. Employment status .....	14
Figure 14. Household income level .....	14
Figure 15. Ethnicity .....	15
Figure 16. Home country .....	15
Figure 17. STR occupancy rates by day and year .....	16
Figure 18. STR ADR trends by day and year.....	17
Figure 19. STR RevPar by day and year .....	17
Figure 20. STR demand trends by day and year .....	18
Figure 21. STR revenue trends by day and year .....	18
Figure 22. STR hotel trends overall comparison of this year to last.....	19
Figure 25. STR hotel trend data 3-day comparison .....	19

## Table of Tables

Table 1. Total average weighted spending.....	9
Table 2. Spending, tax revenue and ROI.....	10

# Texas International Fishing Tournament: Economic Impact

## Introduction

First organized in 1934, the Texas International Fishing Tournament (TIFT) is an annual fishing tournament originally created to promote tourism to the Port Isabel-South Padre Island area. The Tournament has evolved to become the largest fishing tournament on the Texas Coast and is ranked in the top ten billfish tournaments in the world according to the website. In addition, the organization gives \$2,000 scholarships to college students—22 in 2018—and sponsors TIFT Cares whereby the first five anglers who are 16 years-of-age or younger may win a \$10,000 scholarship for catching a tagged red fish.

In 2018, the tournament was held from August 1– 5 with registration on Wednesday, August 1 from 3:00pm to 8:00pm and Thursday, August 2<sup>nd</sup>, from 9:00am to 9:00pm at the South Padre Island Convention Center. The August 2<sup>nd</sup> registration day includes “Play Day” with contests, inflatables, games and a fishing tank and other fun events for kids and the entire family which hopes to “capture the hearts of young anglers”. The fishing contest held on Friday, August 3<sup>rd</sup> and Saturday, August 4<sup>th</sup> from 6:30am to 8:00pm was based at Southpoint Marina in Port Isabel. The event ended on Sunday, August 5<sup>th</sup> for lunch at 11:30am and an awards presentation at 1:00pm at the SPI Convention Center.

The TIFT director is Kristi Collier who received \$15,000 to help fund the event. In the 2017 application for funding, the organizer expected to have 1,200 plus attendees with 60% of attendees coming from outside of SPI who would spend from two to five nights in the area. The 2016 tournament resulted in 400 boats or 1,200 registered participants for 211 hotel rooms and generated an estimated \$2 million plus in direct spending in the area. The organizer expected to generate ten press releases and three direct mailings to out-of-towners and to spend \$3,000 on newspaper ads, \$5,000 on radio ads, \$3,500 on TV ads and \$2,000 on website and social media. Marketing efforts were expected to reach 1 million Texas residents at least 50 miles away from SPI.

# Method

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

- August 2<sup>nd</sup> from 10:00am to 1:00pm and from 5:00pm to 7:00pm
- August 5<sup>th</sup> from 10:00am to 1:00pm.

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 although event participants were also given note cards (see Figure 1) inviting online survey participation as they entered the registration area.



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

## Interviews

A total of 12 trained interviewers, the project manager, a supervisor, and a drone operator attended the Texas International Fishing Tournament held at the South Padre Island Convention Center where registration and Playday was held on Thursday, August 2<sup>nd</sup> and where the awards luncheon was on Sunday, August 5<sup>th</sup>.



Interviewers were onsite on August 2<sup>nd</sup> from 10:00am to 1:00pm and from 5:00pm to 7:00pm and then on August 5<sup>th</sup> from 10:00am to 1:00pm and were highly visible by wearing bright orange



t-shirts and visors. Interviewers randomly approached potential respondents in a professional manner and administered the paper survey on clipboards to facilitate survey administration then later were to enter data into the online link. Some event attendees were also given a note card with a link to the online survey as shown in Figure 2. This methodology yielded 125 responses with three of them collected online. However, a number of the respondents were eliminated as follows:

- One response was eliminated as from another responding household member;
- 18 responses were eliminated because the respondents were not on the Island for the event; and,
- Eight were discarded because the respondents lived within five miles.

The result is 98 useable questionnaires for analysis. With about 500 adults passing by the interviewers as the sample population (See next section), the response rate of 125 completed responses is 25%.



## Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the event organizer provided a listing of the names and zip codes of event registrants. The organizer-provided registration list included 705 adults, 81 boat operators, 222 children under 16 and 36 social-only people



for a total of 1,043 registered TIFT participants. An additional 15 vendors, 56 sponsors and 200 volunteers or 271 additional people attended TIFT activities at various times throughout the event for an event total of 1,314 people. However this total does not count spectators. Although the survey results based on participation type shown in Figure 2 (p7) indicates that relatively few anglers were surveyed, the 6.2% ratio of spectators to other participation types is used to estimate that 86 spectators attended the event along with the other types of event attendees. All totaled, TIFT attendance is estimated to be 1,400 people.



While the TIFT attendance is estimated to be 1,400 people, the appropriate unit of analysis is 'the household' since spending questions are asked about 'household expenditures'. To determine the number of households at the event, the total number of attendees (1,400) is divided by the 3.32 average number of people in each household as found in the survey (see Figure 3, p7). Therefore, the total number of households is estimated at 420.



As an on-the-ground check on these numbers, the research team counted attendance during the times they were at the SPI Convention Center via a manual hand counter and by Camlytics, people counting software. Both counting methods may inflate the number of people at the event because neither method can determine repeat visitors—those who leave then return to the Convention Center. A Starlord drone was also deployed at the marina weigh-in station in Port Isabel on Saturday and during the final awards ceremony to estimate attendance at the event's conclusion



The manual count on August 2<sup>nd</sup> showed 216 people in attendance from 10:00am to 1:00pm, 180 from 5:00pm to 7:00pm and 500 total people on August 5<sup>th</sup> from 10:00am to 1:00pm.



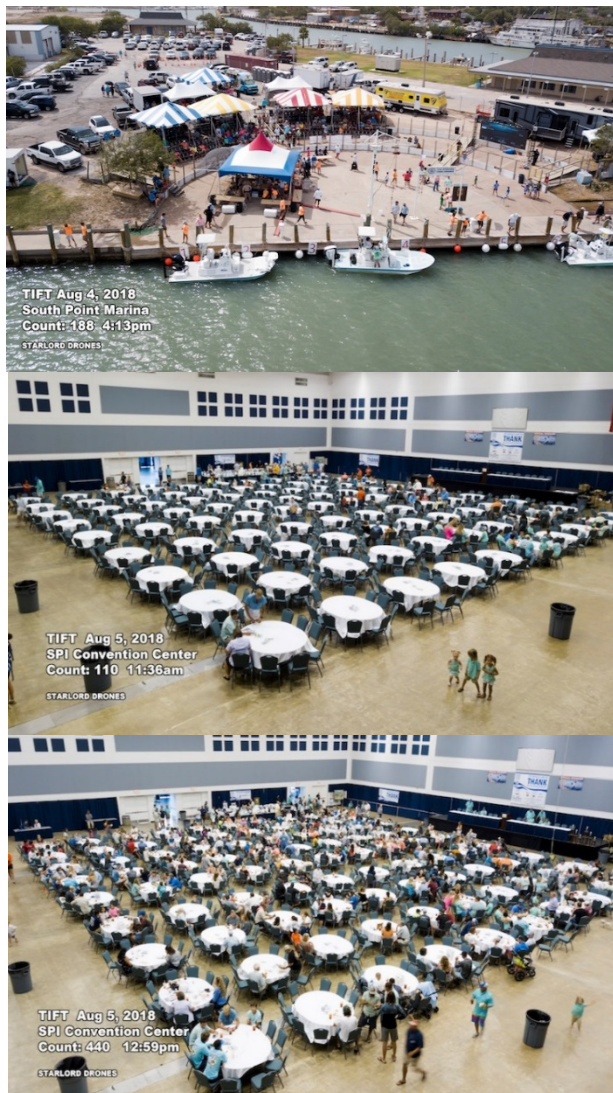


A video camera to record pedestrian traffic was placed at the only entrance into the Convention Center during the interview times and recorded all pedestrians entering and exiting the event. The video recording analyzed by the Camlytics people-counting software showed that during the August 2<sup>nd</sup> morning interviews, a total of 345 entered the Convention Center and 204 exited while the afternoon shift saw 281 people enter and 174 leave. On August 5<sup>th</sup>, 322 pedestrians were recorded as entering the SPI Convention Center and 70 exiting.

The difference between the manual count and the Camlytics count is likely because of people entering the site in groups at the same time. The software is insensitive to distinguishing the number of people in a group and counts a group as one person.

Finally, **drone** tracking pictures taken by Starlord Drones were taken at the tournament marina in Port Isabel to assess the crowd size at the weigh-in on Saturday, August 4<sup>th</sup> as well as at the SPI Convention Center awards ceremony on August 5<sup>th</sup>. The marina picture taken at 4:13pm on August 4<sup>th</sup> showed 188 people present. The drone picture taken at the start of the awards ceremony on August 5<sup>th</sup>, the peak time, showed a total of about 440 people present.

In summary, at no time are all registered participants, volunteers/staff, sponsors/vendors or spectators together at one time over the tournament period, thus estimate of crowd attendance must rely on the organizer's registration list. However, the manual, Camlytics and drone counts confirm that at least 500 adults were present at some point during the interview shift times as compared to 705 registered for the event. This number is reasonable considering that many anglers, especially those who knew they did not win an award, are less likely to attend the SPI Convention Center awards program.



# Results

## Survey participants travel and SPI stay characteristics

In all, 98 useable surveys were completed by people specifically on South Padre Island for the 2018 Texas International Fishing Tournament. 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 (82.5%) were event volunteers and sponsor/vendors. Only 11.3% were registered anglers and 6.2% considered themselves to be spectators.

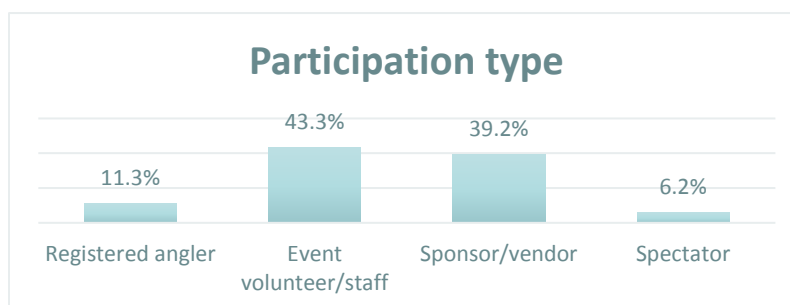


FIGURE 2. PARTICIPATION TYPE

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 10 for an average of 3.32 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 251 miles to attend the event, although distances traveled ranged from 10 to

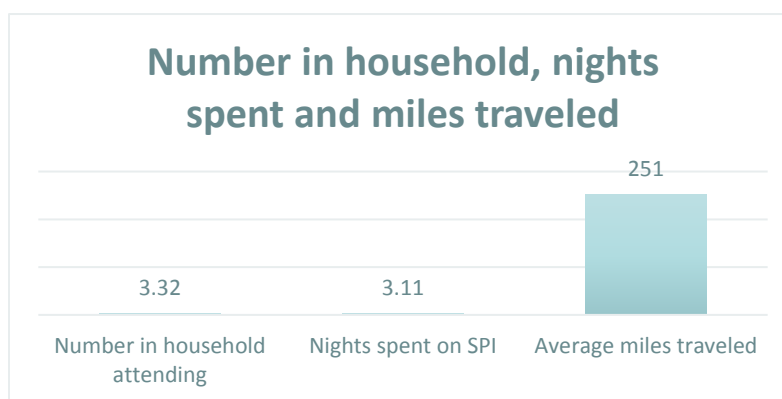
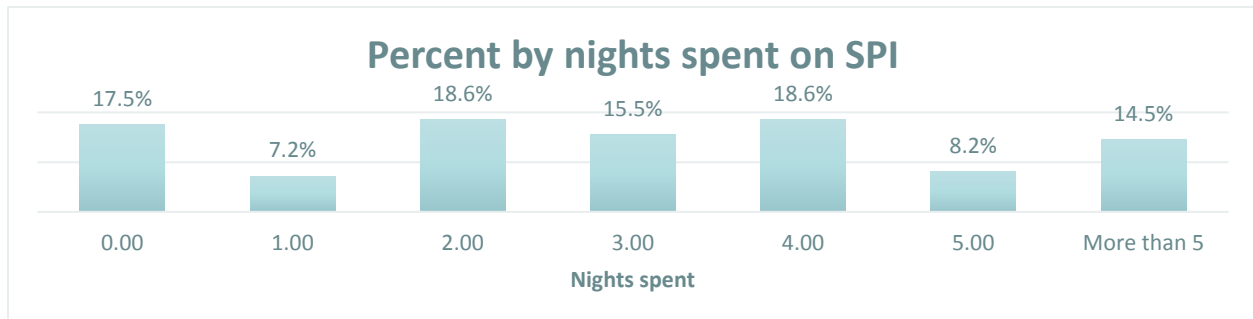


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

6,000 miles. The Figure also shows that the average number of nights spent on SPI for TIFT was 3.11 nights with a range of 0 to 12, although one person reported spending 90 nights. This response, was eliminated as an outlier to avoid disproportionately skewing the average number of nights spent.

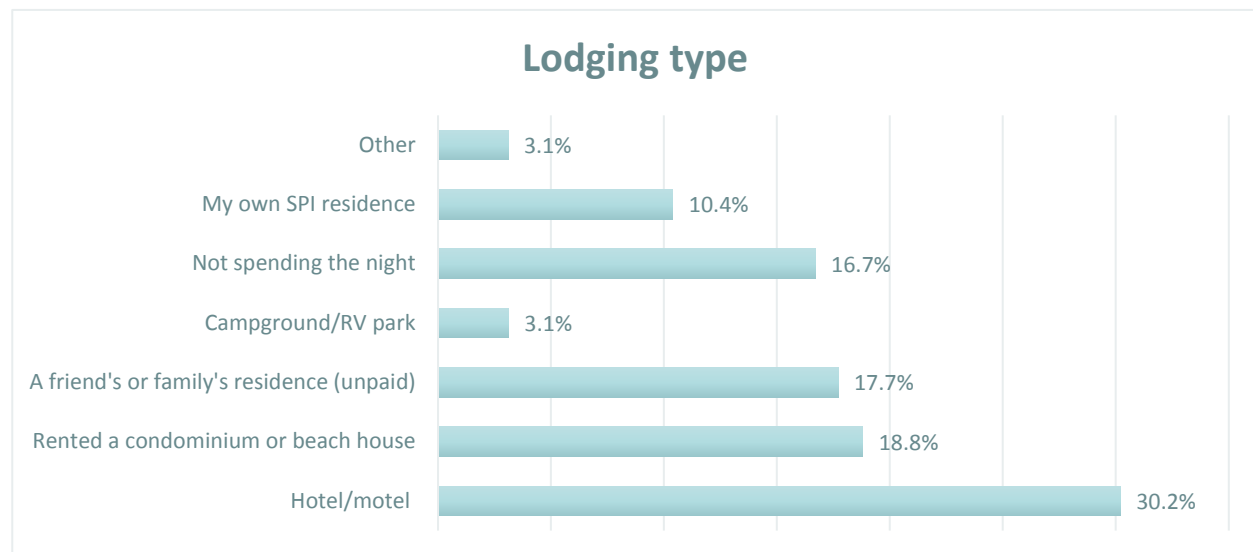


Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 17.5% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent two (18.6%) or four (18.6%) nights on the Island and 14.5% spent more than five nights on SPI for the TIFT event.



**FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI**

For those respondents who spent the night on the Island, Figure 5 shows the types of lodging used. Most of the Island stayers spent the night in a hotel/motel room (30.2%), while 18.8% rented a condominium or beach house, 17.7% stayed with family or friends, and 10.4% had their own SPI residence.



**FIGURE 5. TYPE OF LODGING**

Moreover, with 48% (Table 1, p9) of the estimate 420 households spending an average of 3.11 (Fig. 3, p7) nights on the Island, the TIFT event should have resulted in 626 room nights.

**TIFT attendees accounted for 626 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 that the average amount spent on lodging, as adjusted by 17%, was \$943 with a weighted average of \$452 considering that 48% of respondent households spent money on lodging for a total of \$189,856 spent on lodging. Average spending on food and beverages was \$273 with a weighted average of \$237, including sales taxes, for a total category spending of \$99,621. The total spent on all other categories was \$195,257. In total, 420 TIFT attendee households spent an average of \$1,154 for a total spending on South Padre Island of \$484,734.

**TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING**

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
<b>Food &amp; Beverages</b>	\$ 273	0.87	\$ 237	\$ 99,621
<b>Night life</b>	\$ 197	0.49	\$ 97	\$ 40,586
<b>Lodging</b>	\$ 943	0.48	\$ 452	\$189,856
<b>Attraction entertainment</b>	\$ 178	0.37	\$ 65	\$ 27,471
<b>Retail</b>	\$ 144	0.63	\$ 91	\$ 38,357
<b>Transportation</b>	\$ 135	0.68	\$ 93	\$ 38,876
<b>Parking</b>	\$ 50	0.06	\$ 3	\$ 1,286
<b>Admission fees</b>	\$ 40	0.09	\$ 4	\$ 1,539
<b>Clothing</b>	\$ 129	0.30	\$ 38	\$ 16,007
<b>Groceries</b>	\$ 153	0.44	\$ 67	\$ 28,264
<b>Other</b>	\$ 112	0.06	\$ 7	\$ 2,871
<b>Total</b>	<b>\$2,355</b>		<b>\$1,154</b>	<b>\$484,734</b>

**The estimated direct spending on South Padre Island as attributed to the 2018 Texas International Fishing Tournament is \$484,734, within a confidence interval of plus or minus \$34,000 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 tax revenue amounts given the spending reported in Table 1 are shown in Table 2. Total spending on lodging should result in total tax revenue of \$27,586 with the City's share at 10.5% totaling \$17,038. Total spending on food and beverages should have resulted in \$7,592 in tax revenue with \$1,841 the City's share while total spending in all other expense categories should have yielded \$14,881 in sales tax revenue with \$3,608 the City's share. Altogether, the tax revenue should have been \$50,059 with \$22,486 the City's share. The return from the City's share of the hotel tax alone on the \$15,000 invested in TIFT is 13.6% but is 49.9% considering all of the City's share of 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
<b>Lodging</b>	\$189,856	17%	\$27,586	10.50%	\$17,038	13.6%
<b>Food &amp; Beverage</b>	\$ 99,621	8.25%	\$ 7,592	2%	\$ 1,841	
<b>All nonlodging</b>	\$195,257	8.25%	\$14,881	2%	\$ 3,608	
<b>Totals</b>	<b>\$484,734</b>		<b>\$50,059</b>		<b>\$22,486</b>	<b>49.9%</b>

*Total spending of 2018 Texas International Fishing Tournament attendees resulted in an estimate tax revenue of \$50,059, with \$22,486 going to the City of South Padre Island. With an investment of \$15,000 in the event, the return to the City is 13.6% considering only the 10.5% share of HOT but 49.9% considering all the City's estimated tax revenue share.*

## The SPI Experience

The next section of the survey asked TIFT 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 6, indicate that most study respondents (89%) are promoters of SPI while only 2.2 are detractors. This yields a net promoter score (NPS) of 86.8, which is excellent. For example, the hotel industry has a NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)).

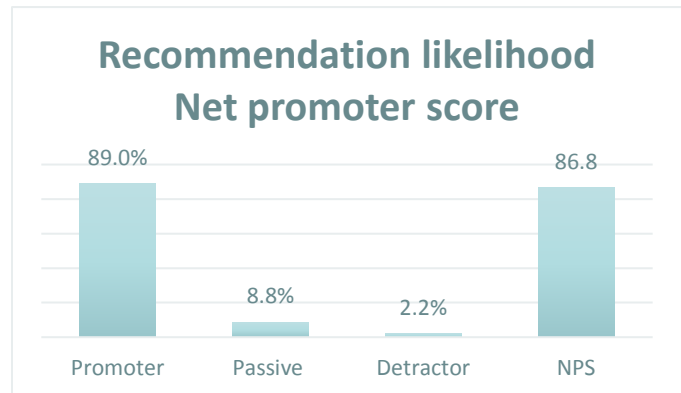


FIGURE 6. NET PROMOTER SCORE

Respondents were also asked how likely they are to return to SPI, how satisfied they were with the SPI experience and how satisfied they were with the event. As seen in Figure 7, by far most respondents (96.9%) are likely to return to the Island at some time in the future.

Not surprisingly then, most respondents (88.7%) were very satisfied with the SPI experience and 10.3% were somewhat satisfied. Only one person (1%) was neutral about the experience and not any of the respondents reported being dissatisfied as shown in Figure 8.

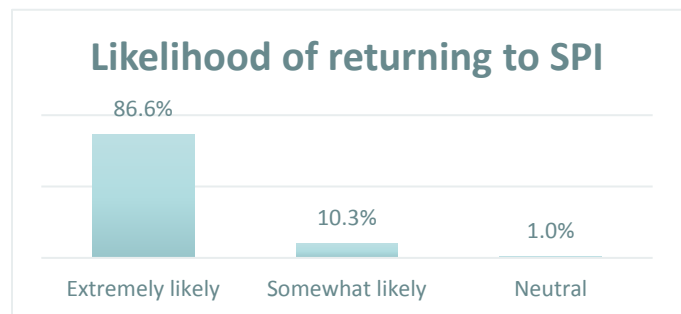


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

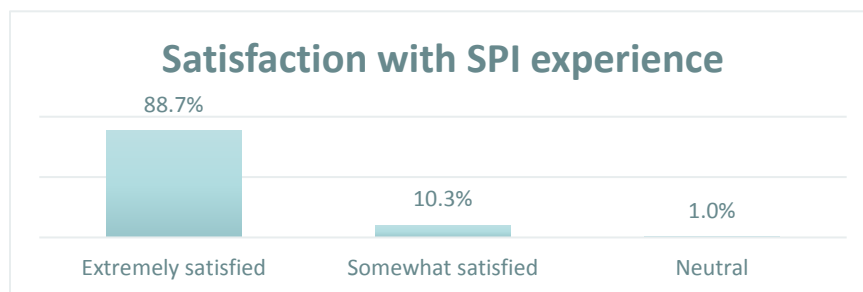
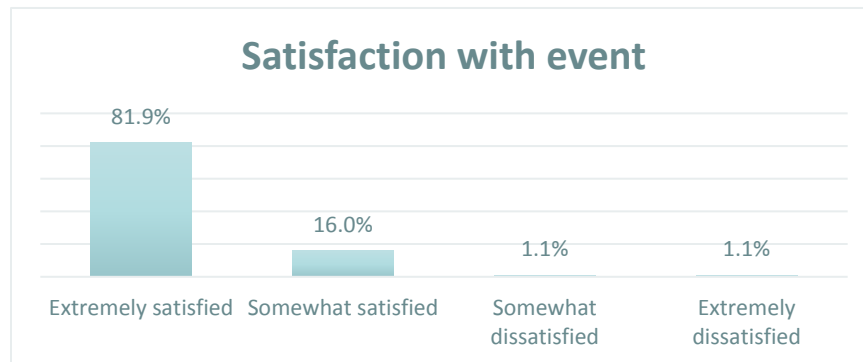


FIGURE 8. SATISFACTION WITH THE SPI EXPERIENCE



Similarly, most respondents (97.9%) were satisfied with the TIFT event and only two (2.2%) reported being dissatisfied. These results are shown 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:**

- Early registration discount;
- Extending Playday, schedule said it was from 10-1, but showed up a little before 12 and it was over;
- Have attended/participated in many tournaments (deep sea roundup- Port A many-30-years). This year there seemed no excitement in the air. Lady at dock weigh in knew little about fish coming in. Didn't "entertain" audience. Enjoyed volunteering for TIFT. Will come again. Thanks!;
- Keep up the kids play day!;
- Lower prices;
- Lower prices;
- Lower prices;
- Lower prices (Dirty Als);
- Lower registration, more Playdays;
- Screen with the pictures;
- Traffic congestion;
- Lower registration for 5 and under;
- Longer Playday/play awards closer to ending;
- MC that interacts with crowd/public and contestants; informs public of fish & boats coming in and history of TIFT and DOES NOT use mike to reprimand the volunteers, a pleasant voice like the man at end that actually said thank you for coming;
- Discount for early registration.

# 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 21 to 81.

Most respondents were female (53.7%), a majority were married (77.3%) and most had at least some college (89.7%) as shown in Figures 10 through 12, respectively.

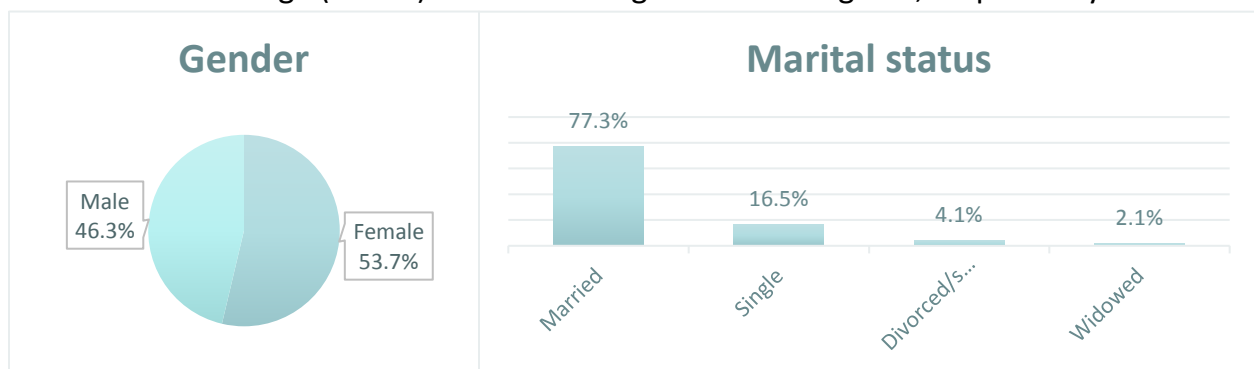


FIGURE 11. GENDER

FIGURE 10. MARITAL STATUS

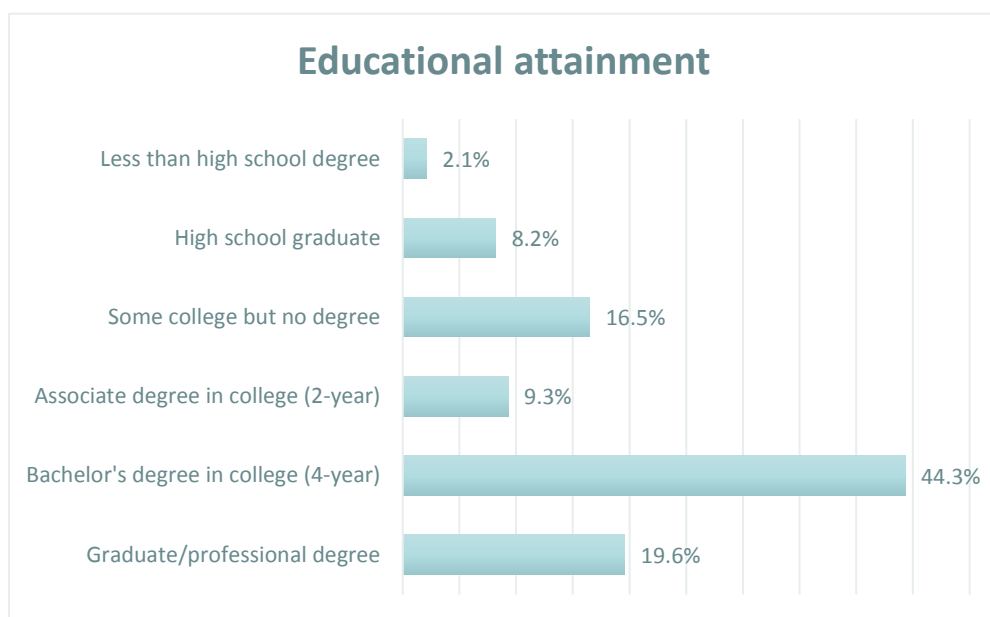
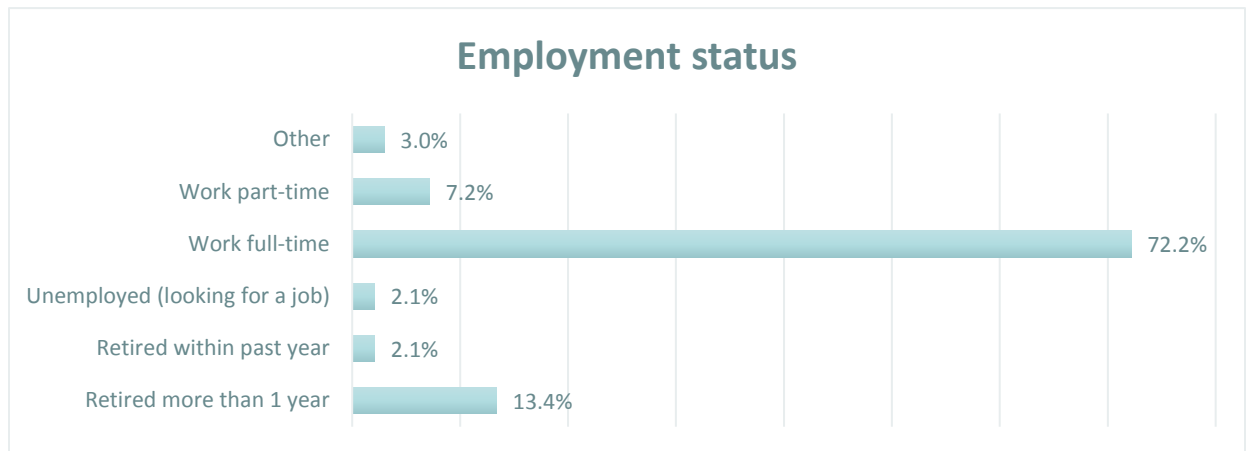


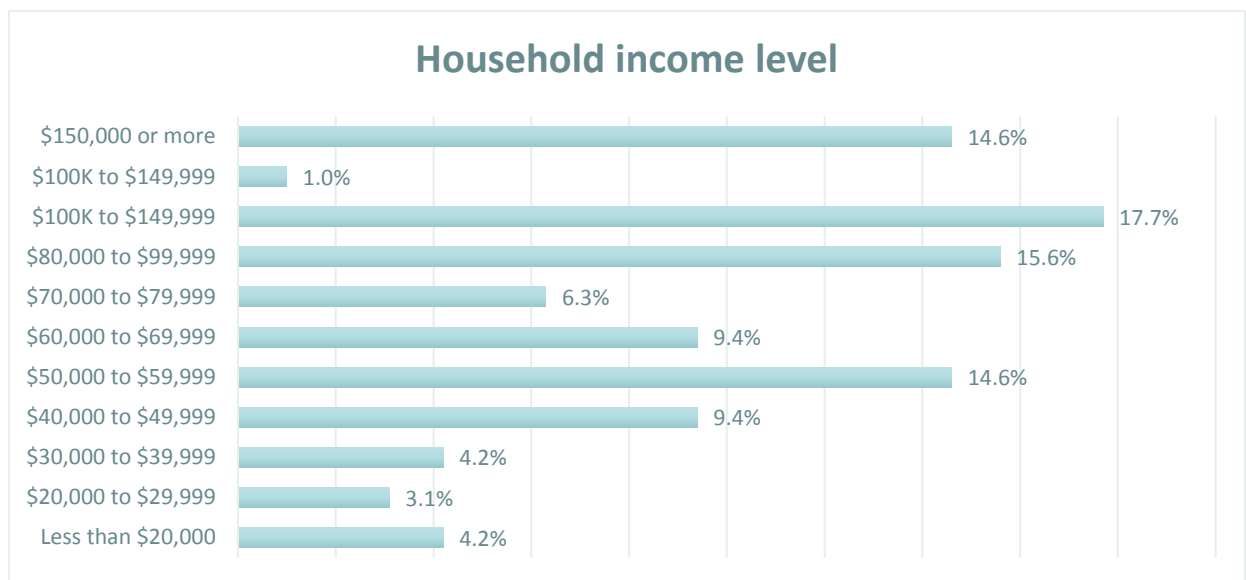
FIGURE 12. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (72.2%), although 7.2% work part-time and 15.5% are retired as seen in Figure 13.



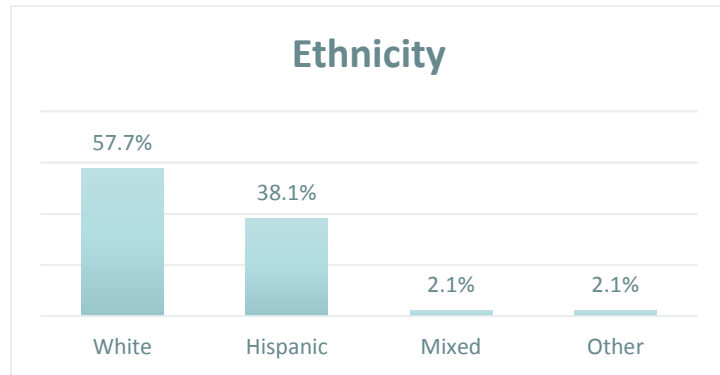
**FIGURE 13. EMPLOYMENT STATUS**

Most study participants of TIFT reported having a higher-than-average household income level; 79.2% indicated an annual household income above \$50,000 (Figure 14).



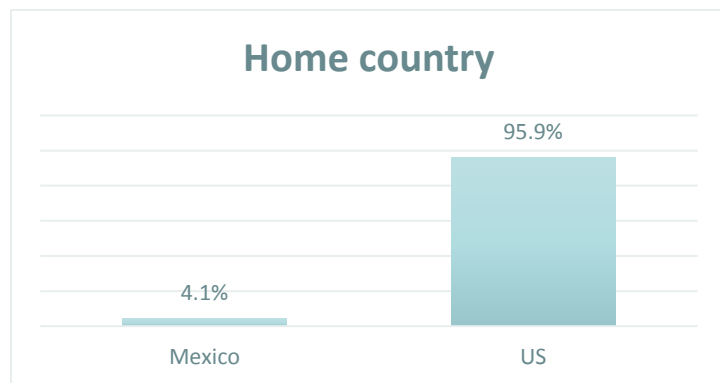
**FIGURE 14. HOUSEHOLD INCOME LEVEL**

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 57.7% of respondents considered themselves White while 38.1% indicated being Hispanic.



**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 (95.9%) and 4.1% indicated being from Mexico as shown in Figure 16.



**FIGURE 16. HOME COUNTRY**

Specific zip or postal codes of study respondents and of event registrants as provided by the event organizer appear in Appendices B and C, respectively.



## 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.

TIFT began with registration on Wednesday, August 1 but the major event days were registration and Playday on Thursday, August 2, fishing on Friday and Saturday, August 3<sup>rd</sup> through 4<sup>th</sup>, and the lunch and awards presentations on Sunday, August 5<sup>th</sup>. This itinerary means that most event registrants who spent the night on SPI would have done so from Friday night, August 2<sup>nd</sup> through Saturday, August 4<sup>th</sup>. The following figures show the hotel metrics for each night from August 2<sup>nd</sup> through August 4<sup>th</sup> (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 days examined ranges from 86.4% for Friday to 94% for Saturday for an average of 90%. This rate is higher than last year’s same-days range of 81.2% to 93.7% with an average of 87.3% as well as the month-long occupancy rate of for this year and for last year as seen in Figure 17. This represents an average increase in period occupancy of 3.26% over the same period last year.

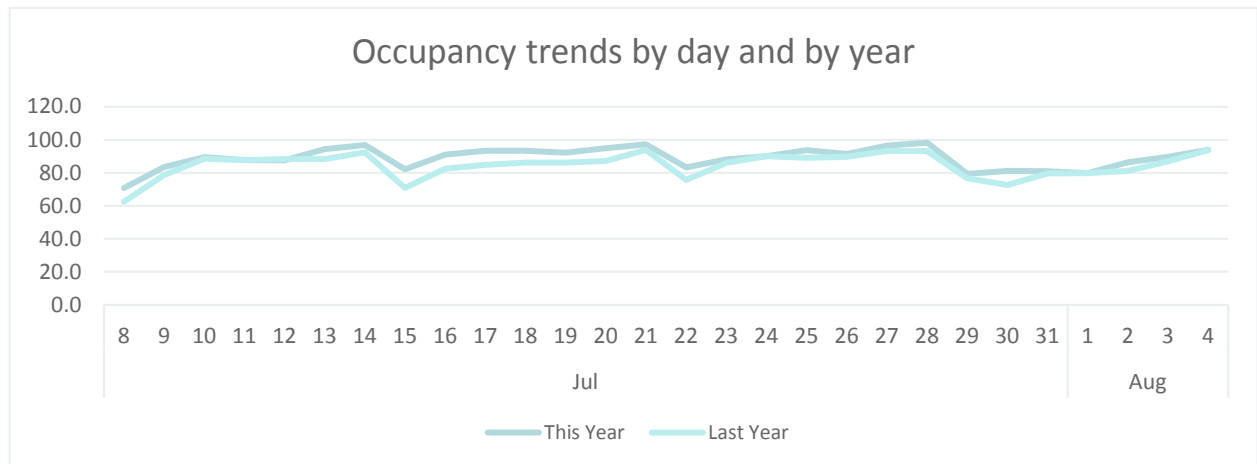
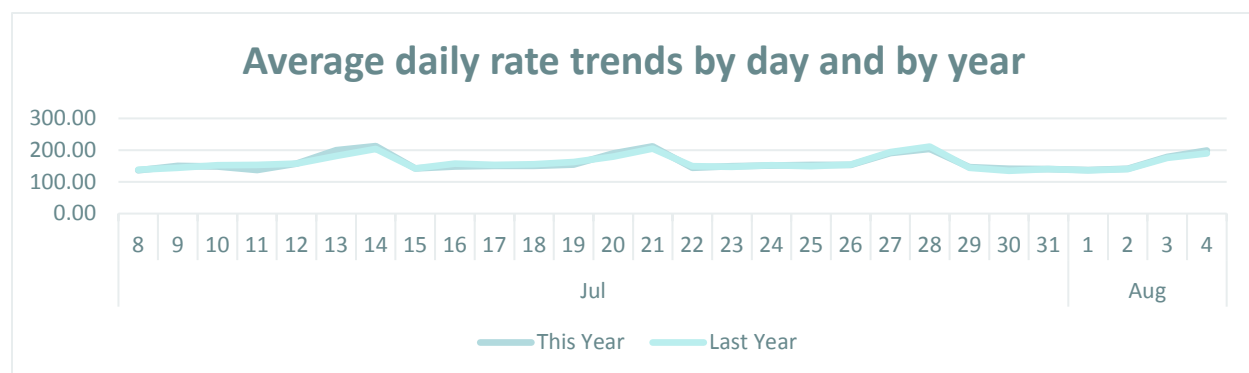


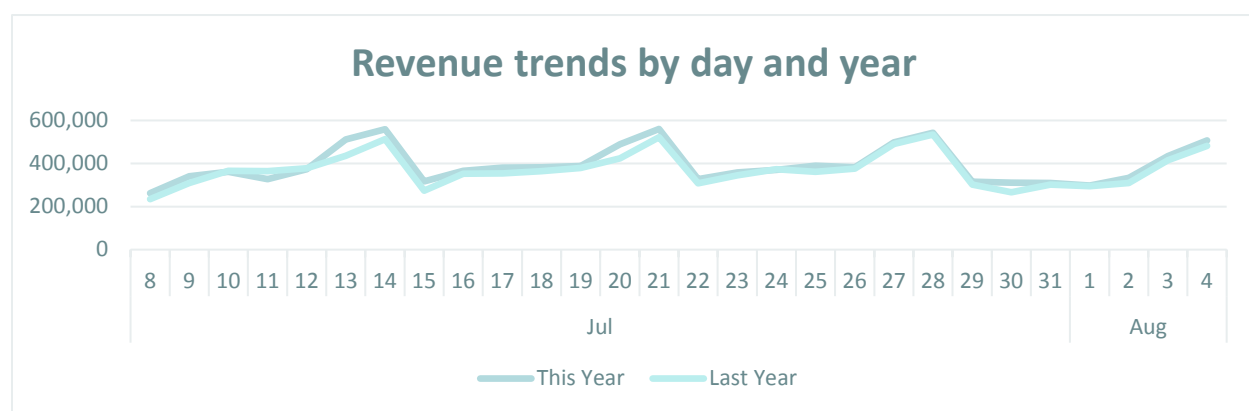
FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for the event nights are higher than room rates compared to the same day-period of last year. This year, the room rates ranged from \$141.68 on Friday to \$198.76 on Saturday for an average rate of \$172.99, whereas last year's rate ranged from \$140.21 on Friday to \$189.51 on Saturday (average of \$168.52). The average room rate of this year's time period represents a 2.5% increase in ADR over the same days as last year and is higher than the average rate for this year's month (\$162.76) as well as last year's month (\$162.41) as shown in Figure 18.



**FIGURE 18. STR ADR TRENDS BY DAY AND YEAR**

Figure 19 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the nights of TIFT range from \$122.44 to a high on Saturday night of \$186.76, with an average rate of \$156.42, which exceeds this year's average month-long rate of \$144.57 as well as last year's average rate of \$137.19. This year's RevPAR compares favorably to the same days' rates of last year, which ranged from \$140.21 to \$180.51, for an average of \$168.52; an increase of 5.8% over last year.



**FIGURE 19. STR RevPAR BY DAY AND YEAR**

Similar to the other trends, the demand trend in Figure 21 shows an improvement in rooms rented during the TIFT event this year over last year's same day period. For this year's TIFT-days, the number of rooms rented ranged from 2,348 to 2,553 for an average of 2,446, which is higher than last year's period of 2,371 rooms for an increase of 3.3%. This year's TIFT-days room demand is also higher than the month-long average of 2,413 for this year as well as last year's average of 2,294 rooms.

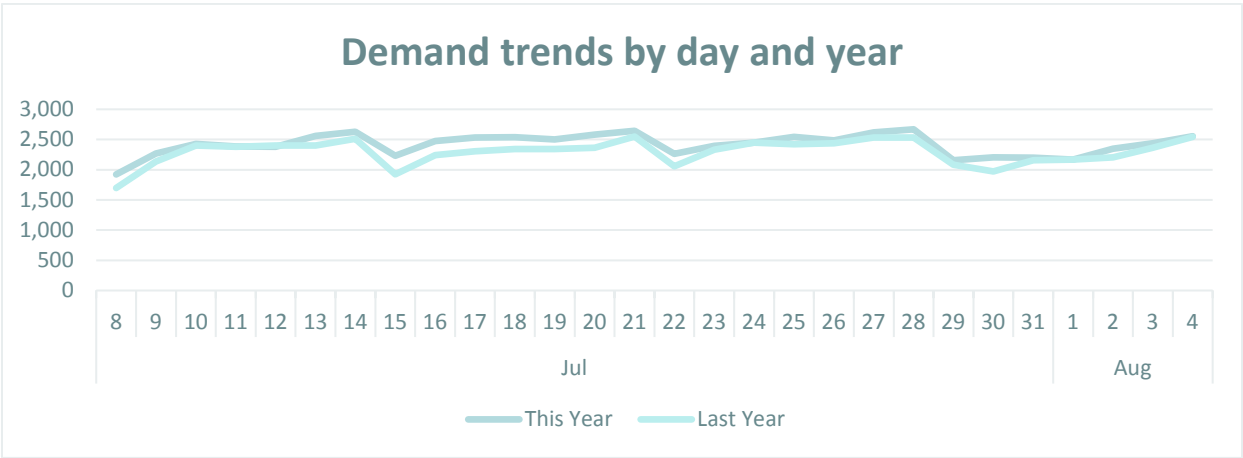


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year's event-period was also higher than last year's by 5.8%. This year's TIFT-days' revenue averaged \$425,000 whereas last year's 3-day period revenue was \$402,312 as seen in Figure 21. The average revenue is also higher than this year's month-long average revenue (\$392,792) or last year's (\$372,611)

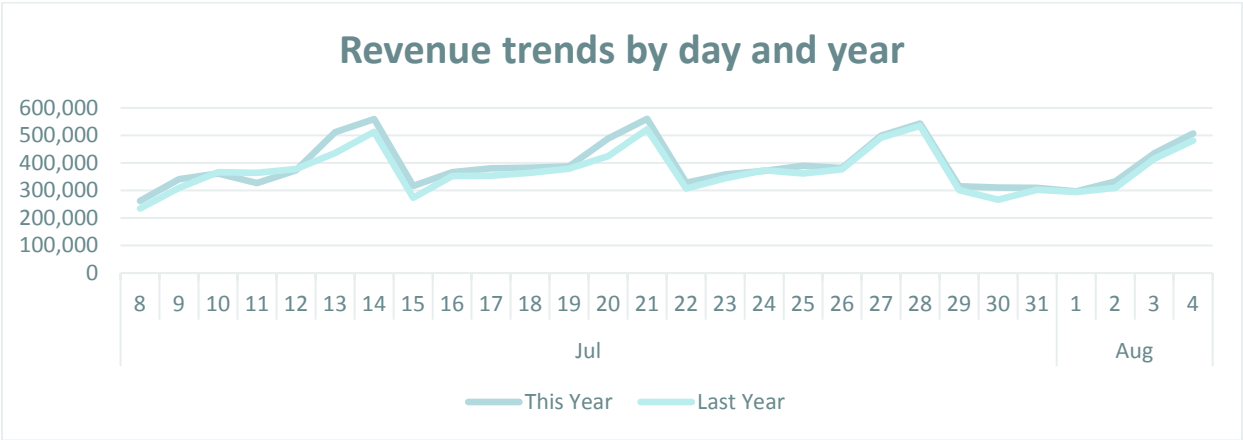
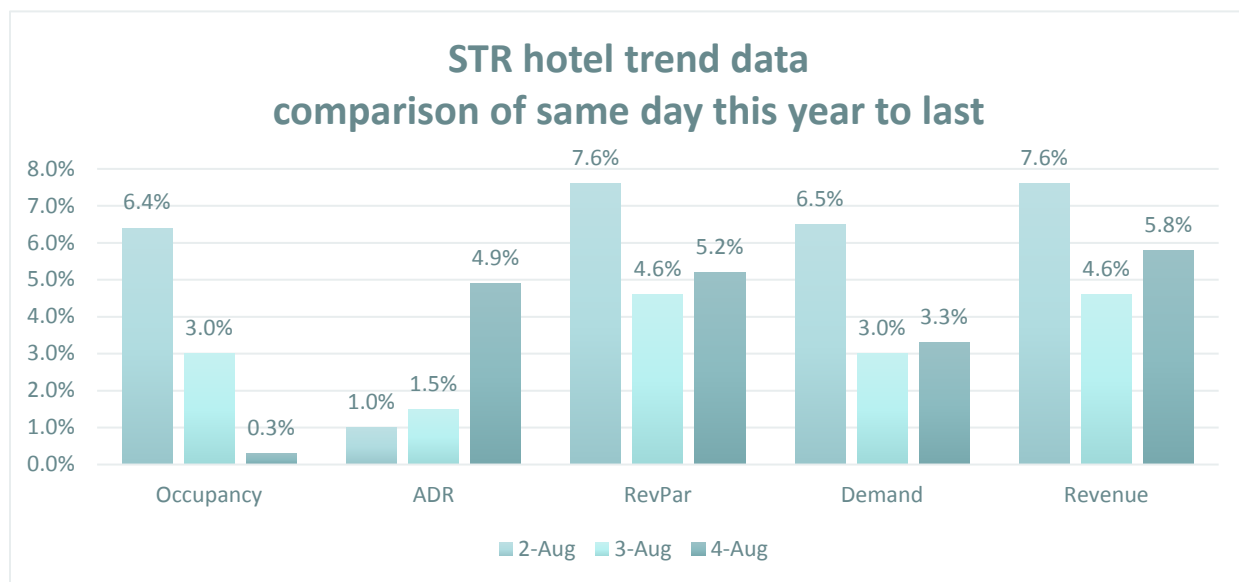


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

Finally, Figure 22 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for night 3-night period that TIFT participants would have spent the night on the Island. For all metrics examined, the average of all nights of this year's TIFT event exceeds the average of the same day period from last year. The daily TIFT-days averages on all metrics also exceed the month-long averages.



**FIGURE 22. STR HOTEL TRENDS OVERALL COMPARISON OF THIS YEAR TO LAST**

Assuming that no other factors, such as the weather or other events could have played a role in affecting the metrics, the STR metrics suggest an increase in SPI lodging attributable to TIFT.

*All measures of lodging performance as provided by STR increased during this year's TIFT event as compared to the same day period last year and as compared to month-long 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 people associated with the 2018 Texas International Fishing Tournament (TIFT) held from Wednesday, August 1<sup>st</sup> through Sunday, August 5<sup>th</sup>. 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 125 completed surveys resulted in 98 useable responses for the analysis for a 25% response rate.

Demographically, the study sample was comprised of predominately of 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 as white and Hispanic and were from the US (95.9%). The average household came to the event with 3.32 people, had traveled an average of 251 miles and 48% spent the night on SPI for an average of 3.11 nights.

By combining the actual number of people registered to participate in the TIFT with survey results, event attendees generated an estimate 626 SPI room nights. STR data provides support for the study's finding that the event did have a considerable effect on the number of rooms booked during the event nights. With an average total weighted lodging expenditure per household of \$452, event attendees spent a total of \$189,856 on lodging, resulting in about \$27,586 in total Hotel Tax revenue with 10.5%, or \$17,038, the City's share. Moreover, spending on food and beverages by the event attendees is about \$99,621, which should yield \$7,592 in sales tax at the 8.25% rate or \$1,841 to the City at a tax rate of 2%. Total spending in other expenditure categories of \$195,257 should provide \$14,881 in total sales tax revenue with \$3,608 the City's share.

Considering only the City's share of the hotel tax revenue, the City gained \$2,038 or 13.6% on their \$15,000 investment. Considering all tax revenue from all spending, the City should receive \$22,486 in taxes for a gain of \$7,486 or a 49.9% return on the \$15,000 cash investment provided to the event organizer.

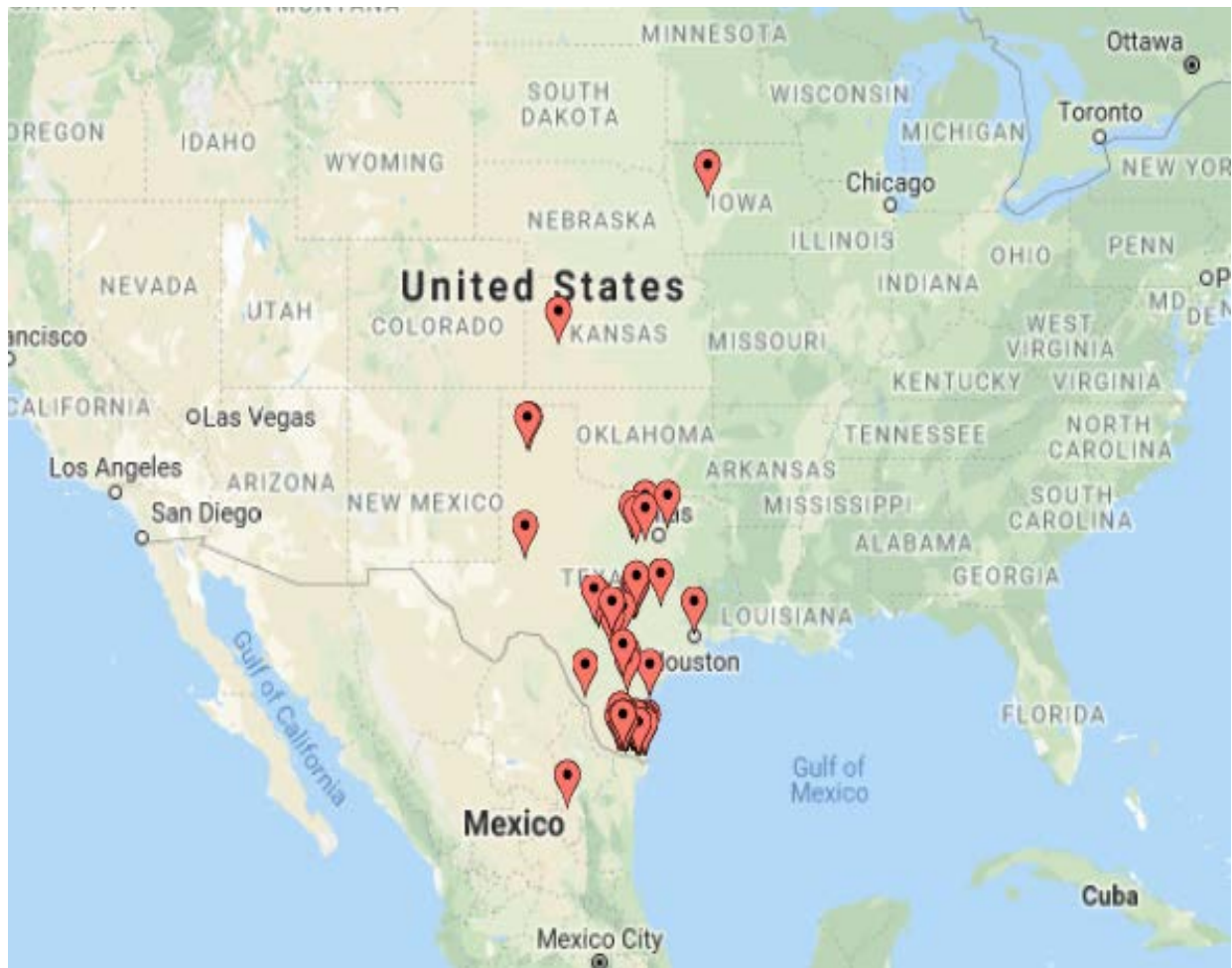
By far, most TIFT survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. Not only did the TIFT event generate a positive return on the City's investment 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

Texas International Fishing Tournament (TIFT) Survey, August, 2018																																	
<p>This survey is to understand your household experience and spending during the Texas International Fishing Tournament. 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. 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 956.663.2829 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 TIFT? <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 TIFT? _____ miles</p> <p>4. Which of the following best describes your participation in the TIFT (Check all that apply)?</p> <p><input type="checkbox"/> Registered angler <input type="checkbox"/> Event volunteer/staff</p> <p><input type="checkbox"/> Spectator <input type="checkbox"/> Did not attend</p> <p><input type="checkbox"/> Other _____</p> <p>5. How many from your household are registered for TIFT? _____ Number in household registered</p> <p>6. Including yourself, how many people from your household attended TIFT? _____ Number in household</p> <p>7. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending TIFT? _____ nights</p> <p>8. Where are you staying (or did stay) while on South Padre Island for TIFT?</p> <p><input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house</p> <p><input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room</p> <p><input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid)</p> <p><input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p> <p>9. 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 TIFT. (List only the total dollar amounts spent on SPI)</p> <table border="1"> <tbody> <tr> <td>Food &amp; beverages (restaurants, concessions, snacks, etc.)</td> <td>\$</td> </tr> <tr> <td>Night clubs, lounges &amp; 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 &amp; 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>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>	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>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</p> <p><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</p> <p><input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>13. How satisfied are you with the TIFT?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral</p> <p><input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>14. What suggestions do you have for improving TIFT 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</p> <p><input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree</p> <p><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</p> <p><input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year</p> <p><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> <table border="1"> <tbody> <tr> <td><input type="checkbox"/> Less than \$20,000</td> <td><input type="checkbox"/> \$60K-\$69,999</td> </tr> <tr> <td><input type="checkbox"/> \$20K-\$29,999</td> <td><input type="checkbox"/> \$70K-\$79,999</td> </tr> <tr> <td><input type="checkbox"/> \$30K-\$39,999</td> <td><input type="checkbox"/> \$80K-\$99,999</td> </tr> <tr> <td><input type="checkbox"/> \$40K-\$49,999</td> <td><input type="checkbox"/> \$100K-\$149,999</td> </tr> <tr> <td><input type="checkbox"/> \$50K-\$59,999</td> <td><input type="checkbox"/> \$150,000 or more</td> </tr> </tbody> </table> <p>23. What is your ethnicity? (Select all that apply)</p> <p><input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed</p> <p><input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____</p> <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>	<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
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## Appendix B: Respondent's zip or postal code and map

39110	78503	78566	78586
51401	78503	78566	78586
58001	78503	78566	78589
67846	78516	78570	78593
75032	78520	78572	78593
76028	78520	78572	78596
76049	78521	78574	78596
76062	78521	78577	78596
76087	78525	78577	78596
76131	78526	78577	78596
77001	78526	78577	78596
77836	78526	78577	78596
78001	78526	78577	78597
78015	78537	78578	78599
78015	78539	78578	78599
78025	78539	78578	78599
78028	78541	78578	78599
78028	78541	78578	78599
78045	78541	78578	78599
78071	78541	78578	78664
78073	78542	78578	78702
78108	78550	78578	78721
78260	78550	78578	78744
78372	78550	78586	78757
78373	78552	78586	79119
78383	78552	78586	79121
78422	78552	78586	79701
78501	78566	78586	
78501	78566	78586	



## Appendix C: Registrants' zip codes and map

194 different zip codes

1453	76040	77957	78249	78505	78592
11111	76049	77963	78250	78520	78595
27502	76087	77964	78251	78521	78596
27948	76123	77979	78258	78526	78597
32504	76131	78003	78260	78535	78598
33040	76208	78004	78261	78537	78620
34105	76377	78006	78326	78538	78640
39110	76901	78009	78336	78539	78641
51401	77018	78015	78358	78541	78669
64650	77027	78023	78361	78542	78702
66254	77043	78045	78362	78543	78704
67846	77057	78064	78363	78550	78705
70607	77345	78070	78372	78551	78708
71953	77356	78071	78373	78552	78709
73118	77375	78108	78374	78553	78730
73120	77382	78119	78377	78559	78732
75019	77384	78121	78379	78566	78734
75035	77437	78124	78381	78568	78737
75044	77494	78130	78382	78569	78746
75067	77571	78132	78383	78570	78748
75069	77573	78133	78385	78572	78753
75205	77581	78154	78404	78573	78757
75206	77586	78155	78411	78574	78801
75219	77598	78163	78412	78575	78945
75220	77612	78209	78413	78577	79070
75225	77657	78213	78414	78578	79119
75240	77801	78215	78415	78580	79121
75248	77802	78216	78418	78582	79501
75287	77840	78217	78426	78583	79707
75360	77845	78220	78501	78586	
75601	77901	78229	78502	78589	
75939	77904	78232	78503	78590	
76028	77954	78233	78504	78591	



