

2018 Wahoo Classic Fishing Tournament



Event Attendance

100 attendees
48 households
25 room nights
-1% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 45
Average Income:
78.5%
\$50,000 or more

\$40,000

CVB Investment

\$52,635

Total Spending

\$1,086

spending per
household



City tax share

10.5% Lodging = \$1,225
2% F&B sales tax = \$ 237
2% Other sales tax = \$ 483
Total = \$1,945

2.06 visitors per
household

2.8 nights spent
on SPI

Total tax ROI = -95.1%
Lodging only ROI = -96.9%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

75.0

93.8%

Likely to
return

100.0%

Satisfied
with SPI

100.0%

Satisfied
with event