

**NOTICE OF REGULAR MEETING**  
**CITY OF SOUTH PADRE ISLAND**  
**CONVENTION AND VISITORS ADVISORY BOARD**

NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

**WEDNESDAY, JUNE 27, 2018**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
  - a. Approval of minutes May 23, 2018 regular meeting.
  - b. Approval of minutes June 6, 2018 workshop meeting.
  - c. Approve excused absence for Board Member George Block and Vice-Chairman Paul Curtin for June 15, 2018 workshop.
- 5) Presentation regarding University of Texas Rio Grande Valley: (Flores/Arnold)
  - a. Presentation of synopsis of survey research methodology.
  - b. Discussion and action regarding the renewal of the University of Texas Rio Grande Valley (UTRGV) research contract.
- 6) Discussion to establish a formal representative relationship between the South Padre Island Economic Development Corporation, South Padre Island Chamber of Commerce, Shoreline Task Force Committee and Convention and Visitors Advisory Board for consistent exchange of information at monthly meetings. (Jones)
- 7) Discussion and action to allow the CVB Director to research and identify firms/consultants that specialize in visitor product development initiatives for destinations. (Arnold)
- 8) Update regarding Marketing Subcommittee meeting. (Arnold)
- 9) Update and discussion of the CVB 1st generation dashboard. (Arnold)
- 10) Discussion and action to approve CVA Board marketing and events marketing workshop on Monday, July 16, 2018 at 9:00 am and regular board meeting for Tuesday, July 24th, 2018 at 9:00am. (Jones)
- 11) Adjournment.

DATED THIS THE **22nd** DAY OF **JUNE 2018**.

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Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON **June 22, 2018**, at/or before **5:00 P.M.** AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

---

Rosa Zapata, CVB Executive Services Specialist

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL DAVID TRAVIS; ADA RESPONSIBLE PARTY AT (956) 761-8103.

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD  
CONSENT AGENDA**

**MEETING DATE:** June 27, 2018

**ITEM DESCRIPTION**

NOTE: All matters listed under Consent Agenda are considered routine by the Advisory Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items, unless discussion is desired, in which case that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes May 23, 2018 regular meeting.
- b. Approval of minutes June 6, 2018 workshop meeting.
- c. Approve excused absence for Board Member George Block and Vice-Chairman Paul Curtin for June 15, 2018 workshop.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Wally Jones, CVA Board Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve minutes of May 23, 2018 Regular Meeting.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve meeting minutes.



**MINUTES**  
**CITY OF SOUTH PADRE ISLAND**  
**CONVENTION AND VISITORS ADVISORY**  
**REGULAR MEETING**

**WEDNESDAY, MAY 23, 2018**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, May 23, 2018 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A full quorum was present: Vice-Chairman Paul Curtin, CVA Board Members Jimmy Hawkinson, Arnie Creinin, Daniel Salazar, Tom Goodman, and George Block. Also present was Ex-officio Jose Mulet, and Bryant Walker.

City Council Member Ken Medders, Jr. was present.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Director of Marketing, Research and Analytics Michael Flores, Office Manager/Accountant I Lori Moore, Senior Marketing and Communications Manager Alisha Workman, and Events Development & Packaging Manager Marisa Amaya .

**II. PLEDGE OF ALLEGIANCE:**

Chairman Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

No public comments were given.

**IV. CONSENT AGENDA:**

- a. Approval of minutes April 25, 2018 regular meeting.
- b. Approval of minutes May 9, 2018 workshop meeting.
- c. Approve excused absence for Board Member George Block for May 9, 2018 workshop.

Vice-Chairman Curtin made the motion, seconded by Board member Creinin to approve the Consent Agenda. Board Member Block abstain from voting on agenda item 3c. Motion carried unanimously.

**V. DISCUSSION AND POSSIBLE ACTION REGARDING RGV REEF FUNDING REQUEST.**

Chairman Jones made the motion, seconded by Board Member Creinin for CVA Board approve a recommendation to the SPI City Council for them to approve a Budget Amendment from the CVB Excess Reserve for a onetime payment to the Friends of the RGV Reef of \$50,000 for the development of fishing infrastructure.

These revenues would be used for the sole purpose of transporting “structure material” by barge to the Reef for sustaining and expanding it further.

Payments to the Friends of the RGV Reef will only be in response to receipts from the vendor or direct billing from the vendor that specifically detail the services rendered as stated in the motion.

In order to receive payment, an explicit statement must be drafted and signed by a Friends of The RGV Reef authorized party that gives the South Padre Island CVB unlimited rights to refer to the Reef as the RGV Reef at SPI or RGV Reef at South Padre Island, strictly for the CVB's own marketing purposes of the Reef and our destination.

Board Member Block recommended to amend the motion to include South Padre Island signage.

Chairman Jones amended his motion to include South Padre Island signage, seconded by Board Member Creinin. Motion carried unanimously.

**VI. DISCUSSION AND POSSIBLE ACTION REGARDING SETTING NEW MEETING DATE FOR YOUNG STRATEGIES FINAL STUDY WORKSHOP AND REGULAR BOARD MEETING IN JUNE 2018.**

Board Member Goodman made the motion, seconded by Board Member Creinin to have the workshops on Wednesday, June 6, 2018 and Wednesday, June 27, 2018. Motion carried unanimously.

**VII. UPDATE REGARDING MARKETING SUBCOMMITTEE MEETING.**

Update was given by CVB Director Keith Arnold.

**VIII. DISCUSSION AND ACTION TO APPROVE THE POST EVENT REPORTS FROM THE FOLLOWING SPECIAL EVENTS FUNDING REQUESTS:**

- a. Open Water Planet
- b. Splash
- c. Sand Crab Run
- d. Run the Jail Break
- e. National Weather Conference

Post reports were presented by Director of Marketing Research & Analytics Michael Flores and Events Development & Packaging Manager Marisa Amaya.

Chairman Jones made the motion, seconded by Board Member Block to approve staff recommendations regarding post reports. Motion carried unanimously.

**IX. DISCUSSION AND ACTION TO APPROVE THE JJ ZAPATA FISHING TOURNAMENT FUNDING REQUEST FOR MARKETING.**

Board Member Block made the motion, seconded by Chairman Jones to approve the \$2,500 for marketing. Motion carried unanimously.

**X. UPDATE AND DISCUSSION OF THE CVB 1ST GENERATION DASHBOARD.**

Update was given by CVB Director Keith Arnold.

## **XI. ADJOURNMENT**

There being no further business, Chairman Jones adjourned the meeting at 10:27 a.m.

Approved this 23 day of May, 2018.

\_\_\_\_\_  
Wally Jones, CVA Chairman

Attest:

\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

DRAFT

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Wally Jones, CVA Board Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve minutes of June 6, 2018 workshop.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve meeting minutes.

MINUTES  
CITY OF SOUTH PADRE ISLAND  
CONVENTION AND VISITORS ADVISORY  
WORKSHOP

**WEDNESDAY, JUNE 6, 2018**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Wednesday, June 6, 2018 at the South Padre Island Convention Centre, Room 101, 7355 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Wally Jones, Paul Curtin, Arnie Creinin, Tom Goodman, and Daniel Salazar. Absent was Board Member George Block and Jimmy Hawkinson. Also present was Ex-Officio Bryant Walker.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Business Development Director Michael Flores, Senior Marketing and Communications Manager Alisha Workman, Office Manager/Accountant I Lori Moore.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Wally Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:** *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*

No public comments were given at this time.

**IV. Facilitated discussion regarding the final draft of a research project and strategic plan for the Convention and Visitors Bureau prepared by Young Strategies.**

Berkeley Young with Young Strategies, gave an overview on the final study regarding research project. A lengthy discussion was held on the strategic plan for the Convention and Visitors Bureau.

**V. ADJOURNMENT.**

There being no further business, Chairman Jones adjourned the meeting at 12:50 p.m.

Approved this   6th   day of   June  , 2018.

\_\_\_\_\_  
Mr. Wally Jones, CVA Chairman

Attest:

\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

DATED THIS THE **9th** DAY OF **MAY 2018**.

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Wally Jones, Convention and Visitors Advisory Board Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Approve excused absence for Board Member George Block and Vice-Chairman Paul for June 15, 2018 workshop.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve excused absence.

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Keith Arnold, CVB Director and Michael Flores, Director of Research, Marketing & Analytics

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Presentation regarding University of Texas Rio Grande Valley: (Flores/Arnold)

- a. Presentation of synopsis of survey research methodology.
- b. Discussion and action regarding the renewal of the University of Texas Rio Grande Valley (UTRGV) research contract.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Keith Arnold, CVB Director and Michael Flores, Director of Research, Marketing & Analytics

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Presentation regarding University of Texas Rio Grande Valley synopsis of survey research methodology.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**



# Padre Jailbreak Beach Escape 2018



## Event Attendance

3,810 attendees  
1,685 households  
1,057 room nights  
7.3% change in event day  
YoY occupancy



## DEMOGRAPHICS

Average age 35  
Average Income:  
60.5%  
\$50,000 or more

**\$30,000**  
CVB investment

**\$372**  
Average spent  
per household



2.26 visitors  
per household

1.02 nights  
on SPI

**\$627,070**  
Total Spending

**City tax  
share**

10.5% Lodging = \$24,027  
2% F&B sales tax = \$2,387  
2% Other sales tax = \$4,252  
Total = \$30,666

**Total tax ROI = 2.2%**  
Lodging only ROI = -19.9%



## SPI Experience

NET PROMOTER SCORE  
likely to recommend  
South Padre Island

**90.5**

**90.7%**

Likely to  
return

**97.9%**

Satisfied  
with SPI

**93.5%**

Satisfied  
with event



# *Padre* Jailbreak Beach Escape

May 5, 2018

## 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, Assistant 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  
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[penny.simpson@utrgv.edu](mailto:penny.simpson@utrgv.edu)

# Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 Padre Jailbreak Beach Escape held on Saturday morning, May 5<sup>th</sup>. Promoted by RunTheJailbreak.com with \$30,000 funding support from the SPI Convention and Visitors Bureau (CVB), organizers reported expecting about 8,000 people with about 47% of them spending the night on South Padre Island, although past Jailbreak events had experienced 2,000+ room nights. To examine the spending of the Padre Jailbreak 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 to 348 contacts resulting in 322 useable responses from unique households on the Island specifically for Padre Jailbreak.

Demographically, the Padre Jailbreak study sample had an average age of 35 years, was predominately female (62.6%), many were married (49.5%), with at least some college education (88.5%), works full-time (85.2%) and was primarily Hispanic (87.3%). In terms of household income, 60.5% of the survey sample reported an income above \$50,000. Survey respondents were primarily from the US (93.8%) with 5.9% from Mexico. On average, survey participants traveled an average of 86 miles with an average of 2.26 people and spent 1.02 nights on SPI during the event. A large percentage (91.8%) of survey respondents are considered promoters of the Island to others, resulting in an excellent net promoter score of 90.5 and are likely to return to SPI for a future vacation (90.7%). Most respondents were satisfied with their SPI stay experience (97.9%) and with the event (93.5%).

Importantly, the survey analysis found that the 1,685 household groups attended the Padre Jailbreak event and spent an estimated average of \$372 per household while on the Island for a total spending of \$627,070. Of this spending, lodging is the highest per household expenditure category with 62% of study respondents spending at least one night on the Island and staying an average of 1.02 nights. This resulted in about 1,057 total room nights, most of which were spent in hotels (47.8%) and condominiums or beach houses (25.6%). With the average



weighted lodging expenditure of \$159 per household that spent the night on the Island, a total of \$267,727 was reportedly spent on lodging. Of this amount, 17% or \$38,900 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$24,027, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$129,188 included about \$9,846 in taxes at the 8.25% rate or \$2,387 at the City 2% tax rate. Other types of expenditures, such as clothing, night life, and entertainment amounted to \$230,155, of which \$17,541 was sales taxes, with \$4,252 the City's share. In total, the \$627,070 spent during the Padre Jailbreak resulted in \$66,287 in tax revenue with \$30,666 the City's share. This represents a gain of \$666 or a 2.2% return on the \$30,000 cash investment by the CVB in the SPI Padre Jailbreak event.

## Summary of Key Performance Indicators (KPI)

<i><b>KPI</b></i>	<i><b>Result</b></i>	<i><b>Description of KPI</b></i>	<i><b>Page</b></i>
<b>CVB investment</b>	\$30,000	Amount of funding provided by CVB to event promoter	p2
<b>Total spending</b>	\$627,070	Total spent by event households	Table 1, p9
<b>Average spent per household</b>	\$372	Weighted average spent per household	Table 1, p9
<b>Number of households</b>	1,685	Number of households at event	p6
<b>Number in household</b>	2.26	Number of people in household group at event	Figure 5, p7
<b>Nights on SPI</b>	1.02	Average number of nights spent on SPI	Figure 5, p7
<b>Lodging tax</b>	\$24,027	City share of HOT revenue: 10.5% of 17% HOT	p10-11
<b>F&amp;B sales tax</b>	\$2,387	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	p10
<b>Other sales tax</b>	\$4,252	City share of total sales tax revenue	Table 2, p11
<b>Total City tax share</b>	\$30,666	Total City tax revenue from event	Table 2, p11
<b>Total tax ROI</b>	2.2%	<b>Return on CVB investment considering all taxes</b>	Table 2, p11
<b>Lodging only ROI</b>	-19.9%	Return on CVB investment considering HOT only	Table 2, p11
<b>Net Promoter Score</b>	90.5	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 8, p13
<b>Likely to return</b>	90.7%	Percent somewhat or extremely likely to return to SPI	Figure 9, p13
<b>Satisfied with SPI</b>	97.9%	Percent somewhat or extremely satisfied with SPI	Figure 10, p14
<b>Satisfied with event</b>	93.5%	Percent satisfied with event	Figure 11, p14

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# Padre Jailbreak Beach Escape: Economic Impact

## Introduction

The Padre Jailbreak Beach Escape was held on the SPI beach on Saturday morning, May 5, 2018 at Clayton's Beach Bar on South Padre Island. The Jailbreak is a 5K run on the beach with 20 obstacles and is billed as "a Texas sized beach party!" The race course is shown in Figure 1. The run begins and ends at Clayton's and race participants could pick up their race packets on race day at Clayton's beginning at 7:30am. The race start times were to proceed in waves of 30 minute increments beginning at 9:00am and ending with the last wave at 12noon.

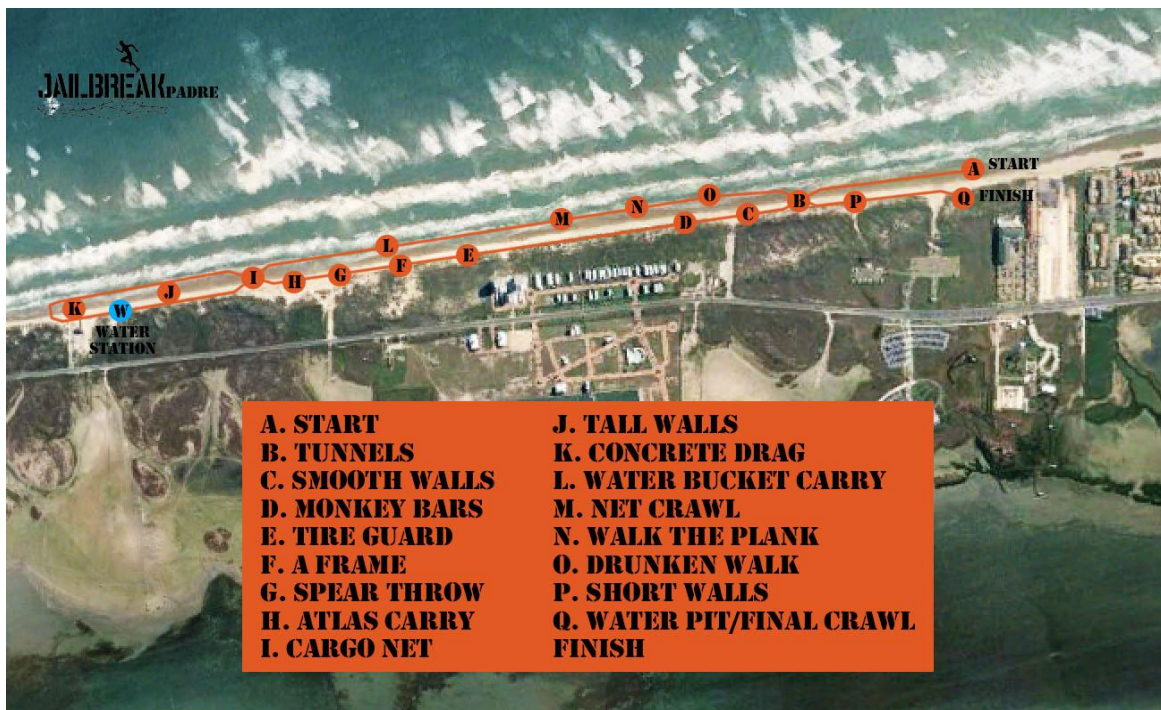


FIGURE 1. PADRE JAILBREAK ESCAPE COURSE MAP



The Jailbreak was organized by Tim Scrivner who received \$30,000 to help fund the event. The sponsor expected to create five to seven press releases, spend \$5,000 on radio, \$3,000 to \$5,000 on TV, and \$20,000 plus on website and social media.

Marketing efforts were expected to reach Texas residents, primarily in the Rio Grande Valley, San Antonio, Austin, Houston, Dallas-Fort Worth, and Corpus Christi areas.

According to the sponsor, past Jailbreak events yielded for 2015, 2016 and 2017 an estimated 2,000+, 2,000+, and 2,300 hotel rooms, respectively. For this year's event, the organizer expected to attract more than 8,000 attendees with about 47% of those staying in SPI lodging.





## Method

To estimate the economic impact of the 2018 Padre Jailbreak Beach Escape, UTRGV researchers conducted a survey (see Appendix A) among Jailbreak attendees on SPI on May, 5<sup>th</sup> during registration and during the race from 8:00am to noon. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered other 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 2), as they entered the registration area, inviting online survey participation.



FIGURE 2. HARD COPY NOTE CARDS USED TO ENCOURAGE ONLINE SURVEY COMPLETION

## Interviews

A total of nine trained interviewers, the project manager, a supervisor, and a drone operator attended the Padre Jailbreak Beach Escape held at the Clayton's Beach Bar beginning at 8:00am. All interviewers 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, data from hard copy surveys was entered into the online link, for analytical purposes. Event attendees were also given a note card (1,000 were distributed) with a link to the online survey as shown in Figure 2. This methodology yielded 348 responses with 20 of them online. However, 26 questionnaires were discarded for being completed by multiple households, for not being on the Island specifically for the event, or for being under 18. The result is 322 useable questionnaires for analysis.





## 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 listing provided by event organizer included 3,193 names with 1899 zip codes; however, the organizer noted that an additional 40 registered onsite and 51 kids registered for a total number of 3,284 registered event participants. Additionally, drone pictures were taken of the race start and finish line at about 30 minute intervals to correspond



FIGURE 3. DRONE PHOTOS OF START AND FINISH LINES

with 30 minutes race start waves from 8:00am to 12noon. As shown above in Figure 3, the average count was 465 people with a range of 406 to 532 at the peak time with a total race count of almost 2,800 people.

Finally, the interview team manually counted 4,000 people entering Clayton's Beach Bar deck where event participants checked in between the hours of 8:00am and 12:00noon. However, some of those counts were duplicates—people who left then returned--according to the people counter.



Using the organizer's report of 3,284 registered participants and applying the distribution of attendee participant types found in the survey (Figure 4), the number of people who specifically attended Padre Jailbreak Beach Escape is estimated at 3,810. As Figure 4 shows, 85.7% of respondents indicated being a registered runner, 11.2% were spectators, 2.5% were event volunteers or staff and the .6% were not at Clayton's Beach Bar for the Jailbreak event.

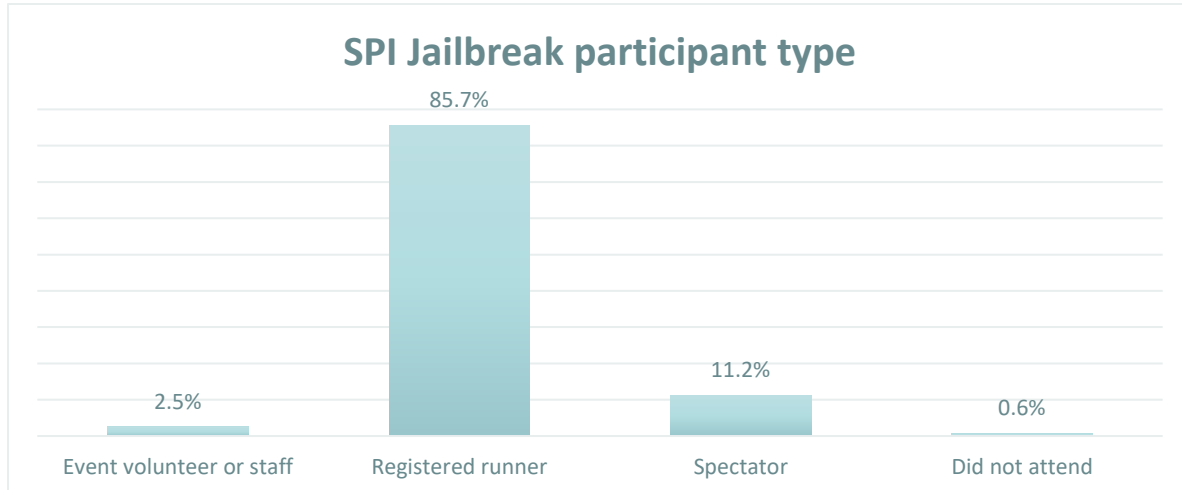


FIGURE 4. EVENT PARTICIPANT TYPE

To determine the number of **households** at the event, the total number of attendees (3,810) is divided by the average number of household as found in the survey (2.26, see Figure 5, p7). Therefore, the total number of households is estimated at 1,685.

## Results

In all, the onsite interview team completed 328 questionnaires and 20 questionnaires were completed online. After deleting 26 responses as from duplicate households, for age, or for not being on the Island for the event, 322 responses were included in the analysis. Given the estimate in this study of 1,685 households attending the Padre Jailbreak, the interview response rate was 20.6%, which is sufficient to be at least 95% confident that the results vary by plus or minus 5.0%.

### Survey participants and SPI stay characteristics

The following results are for all 322 unduplicated survey respondents who specifically came to SPI specifically to attend the Padre Jailbreak Escape event

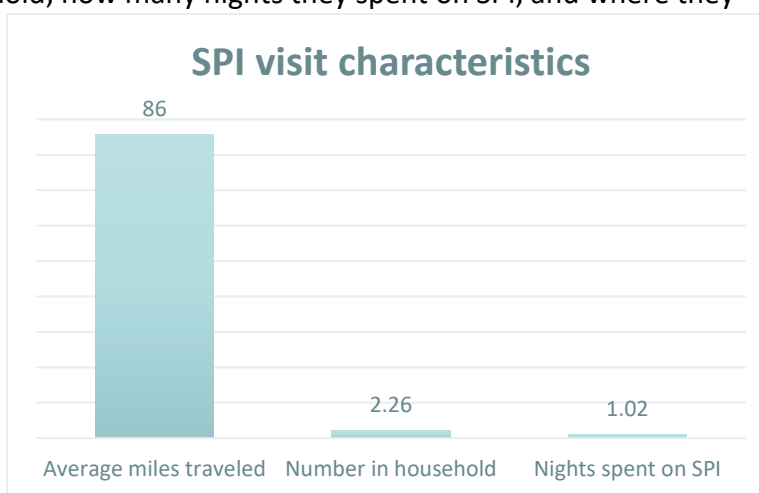
### Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they spent the night while at Padre

Jailbreak. Data featured in Figure 5 shows that, on average, study participants traveled 86 miles to attend the event, although distances traveled ranged from 1 to 1,300 miles.

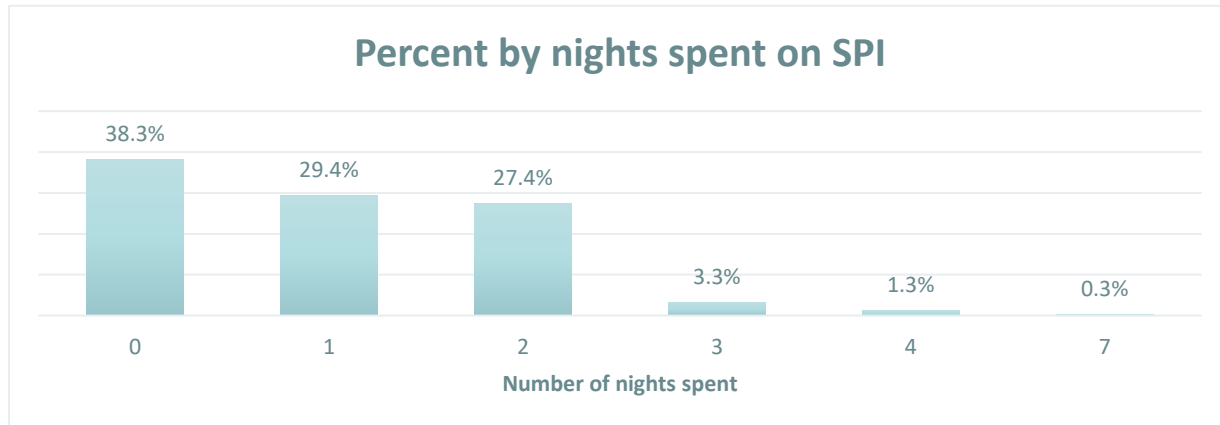
Figure 5 also shows that the average household size was 2.26 people although the

number per household ranged from 1 to 11. The average number of nights spent on SPI for Jailbreak is 1.02 nights with a range of 0 to 7 nights.



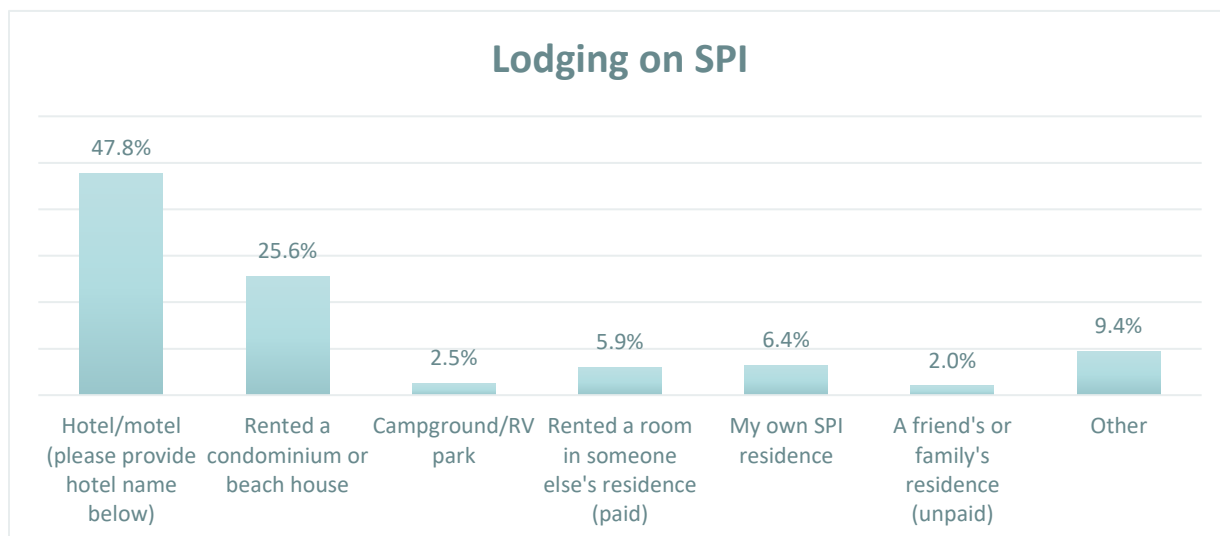
**FIGURE 5. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT**

Figure 6 breaks down the number of nights spent on SPI and shows that most respondents spent one (29.4%) or two (27.4%) nights on the Island and that 38.3% did not spend the night on the Island for Padre Jailbreak.



**FIGURE 6. PERCENTAGE SPENDING THE NIGHT ON SPI**

For those respondents who spent the night on the Island, Figure 7 shows the types of lodging used. Most of the Island stayers spent the night in a hotel/motel room (47.8%), while 25.6% rented a condominium or beach house, 5.9% rented a room and 6.4% stayed at their own SPI residence.



**FIGURE 7. TYPE OF LODGING**



## Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. However, lodging was assumed to be stated without HOT so was adjusted upward by 17% to add in HOT. All other expenditure amounts were assumed to be stated with sales taxes. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 1, indicate that the average amount spent on lodging for the stay duration was \$257 with a weighted average of \$159 when considering that 62% of respondent households spent money on lodging. Average spending on food and beverages was \$89 with a weighted average of \$77, including sales taxes. In total, Jailbreak attendees spent a total average of \$627,070 with the sum of the weighted average of spending at \$372 per household for the time they were on South Padre Island for the 2018 Padre Jailbreak Beach Escape.

**TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING**

Expenditure category	Total average	% spending in category	Weighted spending	Total spending
<b>Food &amp; Beverages</b>	\$ 89	0.86	\$ 77	\$ 129,188
<b>Night life</b>	\$ 79	0.36	\$ 29	\$ 48,238
<b>Lodging</b>	\$257	0.62	\$159	\$ 267,727
<b>Attraction entertainment</b>	\$ 90	0.20	\$ 18	\$ 29,808
<b>Retail</b>	\$ 64	0.29	\$ 18	\$ 30,928
<b>Transportation</b>	\$ 42	0.63	\$ 26	\$ 44,511
<b>Parking</b>	\$ 22	0.07	\$ 2	\$ 2,669
<b>Admission fees</b>	\$ 45	0.11	\$ 5	\$ 7,992
<b>Clothing</b>	\$ 60	0.25	\$ 15	\$ 25,228
<b>Groceries</b>	\$ 64	0.32	\$ 20	\$ 34,273
<b>Other</b>	\$ 57	0.07	\$ 4	\$ 6,506
<b>Total</b>	<b>\$868</b>		<b>\$372</b>	<b>\$ 627,070</b>

The total spending on South Padre Island that is specifically attributable to Padre Jailbreak is determined by multiplying the 1,685 identifiable households (see p6) by the total weighted \$372 per household spending while on South Padre. The result is a total, direct spending by Padre Jailbreak attendees of \$627,070 on South Padre Island (see Table 1, p9).

**The estimated direct spending on South Padre Island as attributed to the 2018 Padre Jailbreak Beach Escape is \$627,070, within a confidence interval of plus or minus \$31,353 given the assumptions of a random sample selection. This spending resulted in total taxes of about \$66,287, with \$30,666 as the City's share. With a CVB investment of \$30,000 in the event, this represents a 2.2% return to the City's investment in the event but a 19.9% loss if only the City's 10.5% share of HOT is considered.**

## Spending on food & beverage and lodging

The survey results indicated 86% of respondents spent an average of \$89 per household for food and beverages (F&B) (see Table 1, p9). This means that Jailbreak attendees spent a total weighted average of \$129,188 on F&B. With an 8.25% tax rate, this amount resulted in about \$9,846 in total sales tax collected from F&B spending, of which \$2,387 is the City's 2% share.

The survey results also indicated that 62% of respondents spent an average of \$227 for a weighted average spending of \$159 per household on lodging over an average of 1.02 nights (see Figure 5, p7) spent on SPI for Padre Jailbreak. These statistics indicate that the event generated about 1,057 room nights (1,685 households x 1.02 nights spent x 62% spending the night in paid lodging) for a total of about \$267,727 spent on lodging, inclusive of HOT. This amount results in \$38,900 for the 17% HOT revenue, of which \$24,027 is the City of South Padre Island 10.5% share of the HOT collected.

**Padre Jailbreak attendees accounted for 1,057 room nights and spent \$267,727 ± \$13,386 on lodging while on the Island for the event.**



The CVB provided \$30,000 cash to the Padre Jailbreak Beach Escape organizer. As summarized in Table 2, for this investment, the city of South Padre Island should recover 10.5% of the HOT tax or \$24,027, which represents a 19.9% loss on the investment. Other spending by event attendee households on the Island includes \$129,188 on F&B and \$230,155 on other items. Thus, the total return in taxes to the City as a result of the Padre Jailbreak is estimated at \$30,666; \$666 above the \$30,000 invested in the event for a net return on investment of 2.2%.

**TABLE 2. SPENDING, TAX REVENUE AND ROI**

Spending category	Amount spent	Tax rate	Total sales tax	City's % share	City's \$ share	ROI on \$30,000
Lodging	\$ 267,727	17%	\$ 38,900	10.5%	\$ 24,027	-19.9%
Food & Beverage	\$ 129,188	8.25%	\$ 9,846	2%	\$ 2,387	
All other	\$ 230,155	8.25%	\$ 17,541	2%	\$ 4,252	
<b>Totals</b>	<b>\$ 627,070</b>		<b>\$ 66,287</b>		<b>\$ 30,666</b>	<b>2.2%</b>

**In summary, the taxes accrued to the City of South Padre Island as a result of the 2018 Padre Jailbreak Beach Escape is estimated at \$30,666 ± 5% for a gain on the \$30,000 investment of \$666.**



## The SPI Experience

The next section of the survey asked Padre Jailbreak 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 8 indicate that most study respondents (91.8%) are promoters of SPI while only 1.3% are detractors. This yields a net promoter score (NPS) of 90.5, which is excellent. For example, the hotel industry has a NPS of 39

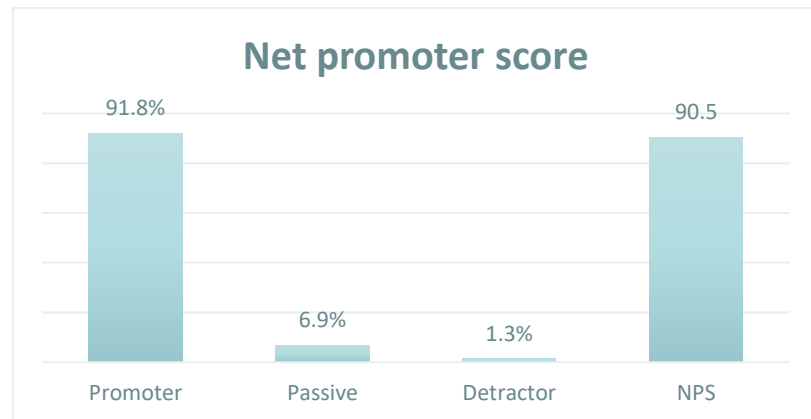


FIGURE 8. NET PROMOTER SCORE

([www.netpromoter.com/compare](http://www.netpromoter.com/compare)).

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 9) and how satisfied overall they were with their SPI experience (Figure 10) and with the event (Figure 11). Most respondents are somewhat likely or extremely likely to return to the Island

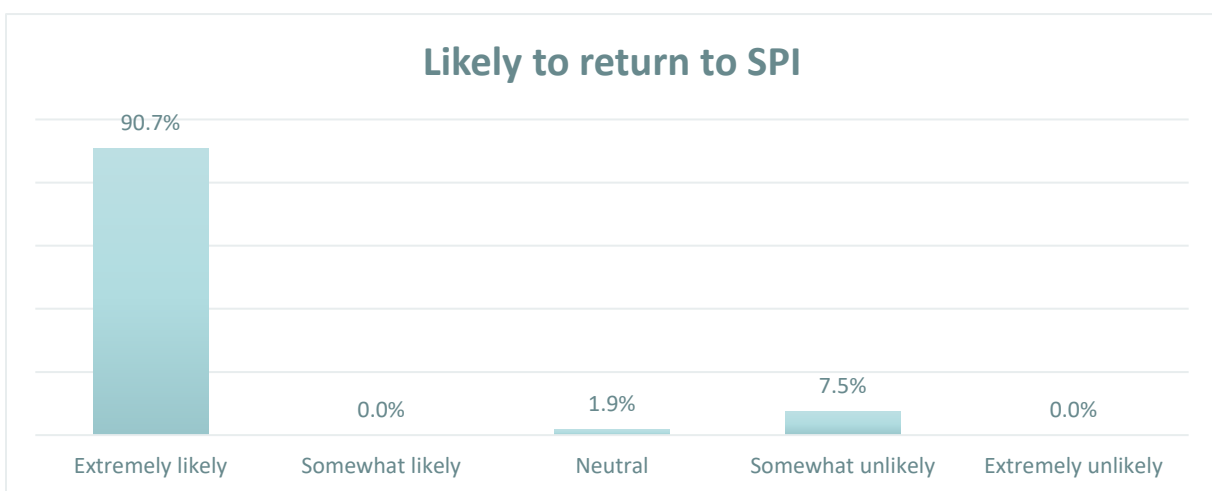
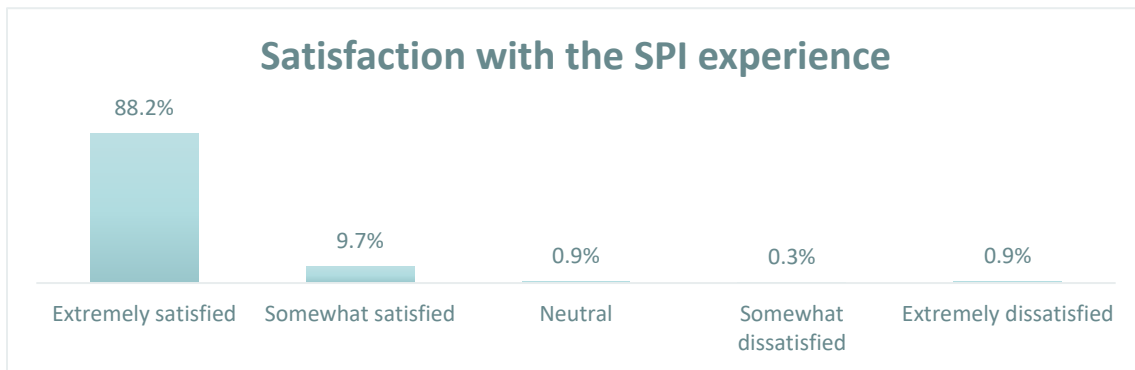
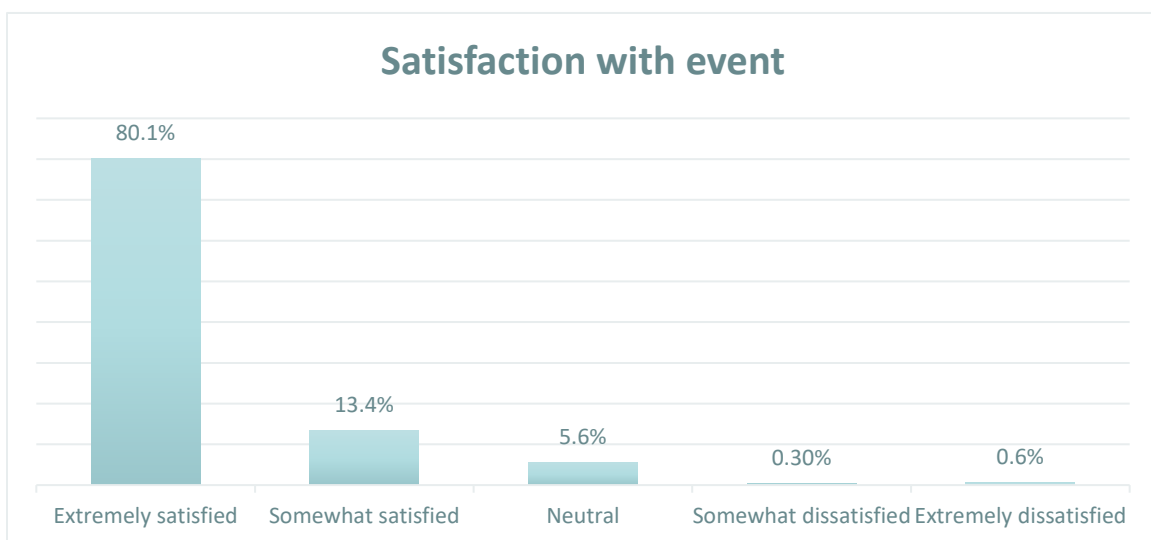


FIGURE 9. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

(90.7%) in the future and were extremely or somewhat satisfied (97.9%) with their SPI experience and most were satisfied with the Padre Jailbreak event (93.5%).



**FIGURE 10. SATISFACTION WITH THE SPI EXPERIENCE**



**FIGURE 11. SATISFACTION WITH EVENT**

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

- "More obstacles, more pictures!"
- Add ropes to all wooden walls to traverse so short people can accomplish.  
Honor/recognize oldest and youngest team participants
- Better obstacles more
- Better parking
- Give a space for spectators
- Less obstacles
- More handicap parking please and enforce tags on violaters
- More obstacles on the jailbreak run
- More obstacles, or bring back some old ones like the foam slide and shower run.  
Distance can be the same
- More obstacles. Pictures to share on web. Lower beer prices
- More Sponsors
- More stuff
- N/A
- Needs more obstacles. More challenging obstacles
- On the climbing obstacles have modified versions for people who aren't as advanced
- Padre needs to start competing price wise with Mexico's beach packages. You spend too much and get too little
- Parking
- Tell people to pick up their trash. Not enough trash bins
- They keep taking away obstacles only did it because a group paid and invited me. I'm a trainer and fitness instructor.
- Try evening runs. maybe start at 4pm or so

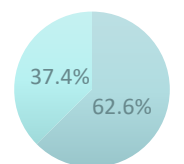


# Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 35 years-of-age although ages ranged from 18 to 73. Most respondents were female (62.6%), a plurality were married (49.5%) and most had at least some college (88.5%) as shown in Figures 12 through 14, respectively.

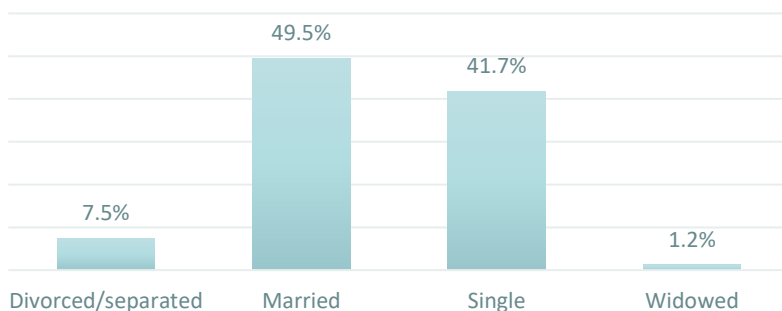
**Gender**



■ Female ■ Male

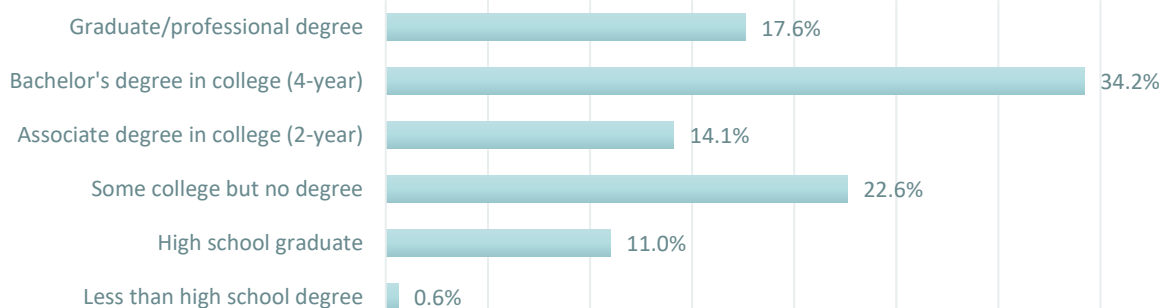
**FIGURE 12. GENDER**

**Marital Status**



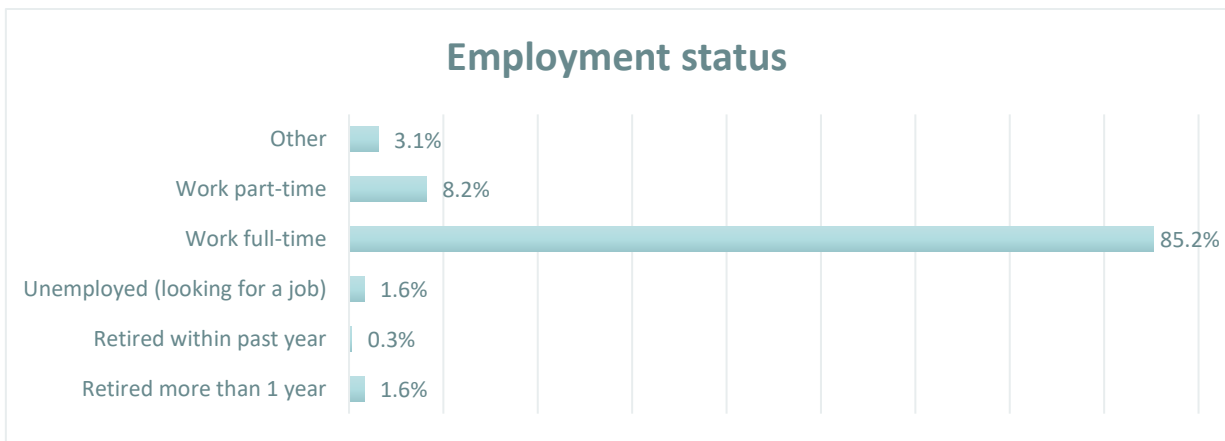
**FIGURE 13. MARITAL STATUS**

**Educational attainment**



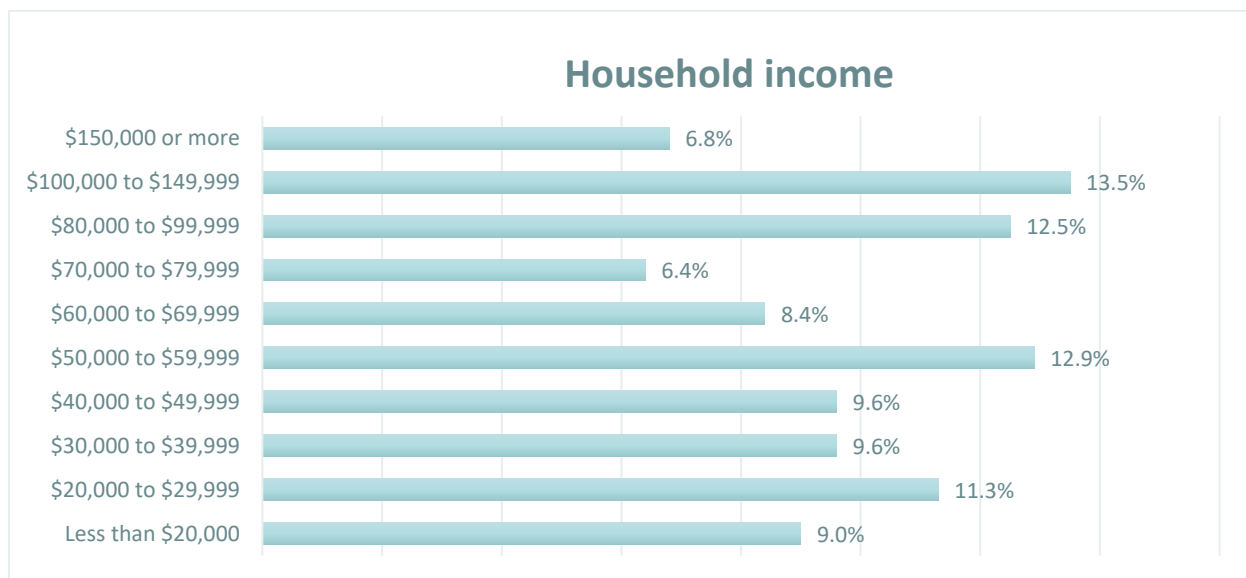
**FIGURE 14. EDUCATIONAL ATTAINMENT**

Most study respondents work full-time (85.2%), although 8.2% work part-time and almost 2% are retired as seen in Figure 15.



**FIGURE 15. EMPLOYMENT STATUS**

Most study participants of Padre Jailbreak reported having a higher-than-average household income level; 60.5% indicated an annual household income above \$50,000 (Figure 16).



**FIGURE 16. HOUSEHOLD INCOME**

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Results in Figure 17 show that 87.3% of respondents considered themselves Hispanic while 8.9% indicated being white.

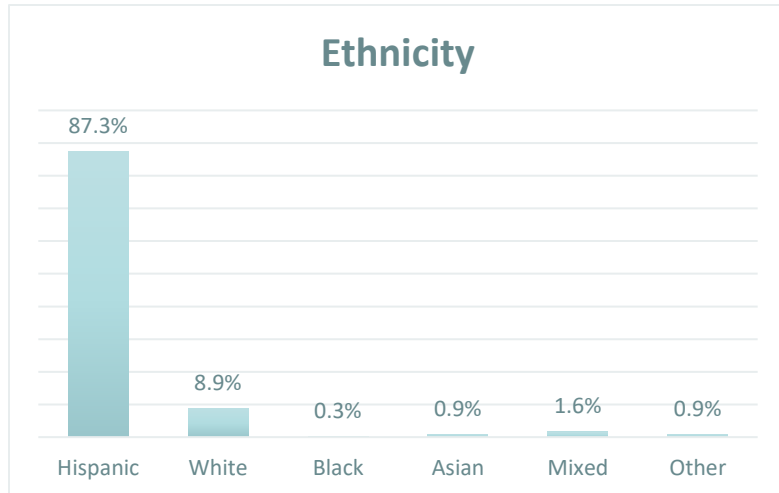


FIGURE 17. ETHNICITY

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 (93.8%). About 5.9% indicated being from Mexico and one respondent was from Peru as shown in Figure 18.

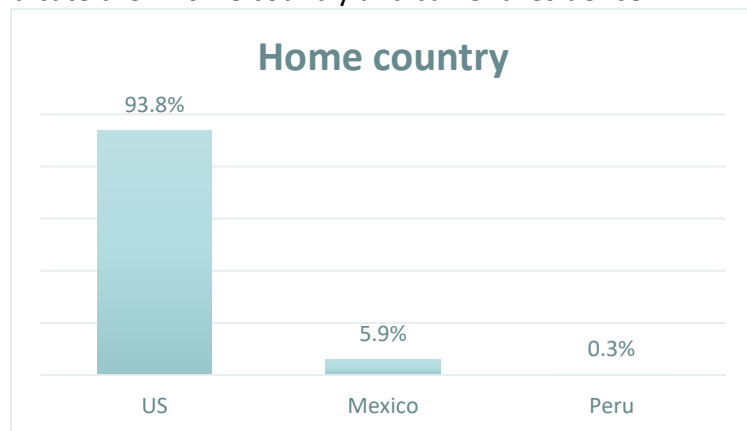


FIGURE 18. HOME COUNTRY

The specific zip or postal codes of event registrants as provided by the event organizer as well as the zip codes of study respondents are listed in Appendices B and C.

## Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 3 about Padre Jailbreak Beach Escape guests at their facility. In total, nine owner/managers responded to the survey and the results and averages of those reporting statistics are shown in the Table.

**TABLE 3. SPI LODGING OWNER/MANAGER RESPONSES**

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to Jailbreak attendees?	54	9 to 30	6
To the best of your knowledge, about how many nights did most Jailbreak attendees stay at your lodging facility?	2.5	1 to 9	6
On average, how many people attending the Jailbreak stayed in one room?	6	2 to 15	6
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$171	\$125 to \$280	6
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$352	0 to \$2000	9
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$181	0 to \$75	9
In total, how many rooms does your facility have to rent?	93.9	9 to 216	8

The results indicate that an average of six of the nine responding managers rented rooms to Jailbreak guests. Of those, the average number of rooms rented was 54.8, ranging from nine to 250. The same six managers reported having Jailbreak guests stay for an average of 2.5 nights (most reported one night stays but one had a guest stay for nine nights) with an average room



rate of \$171. The average spending on food and beverages as reported by the same six managers was \$352 and \$181 respectively. Notably, one manager reported food spending of \$2,000 and beverage spending of \$1,000.

The responding lodging managers may not be representative of SPI lodging units. Only nine hotels responded to the survey and, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results other than that one hotel experienced significant food and beverage expenditures by the event attendees.

Three lodging managers provided comments about the event as follows:

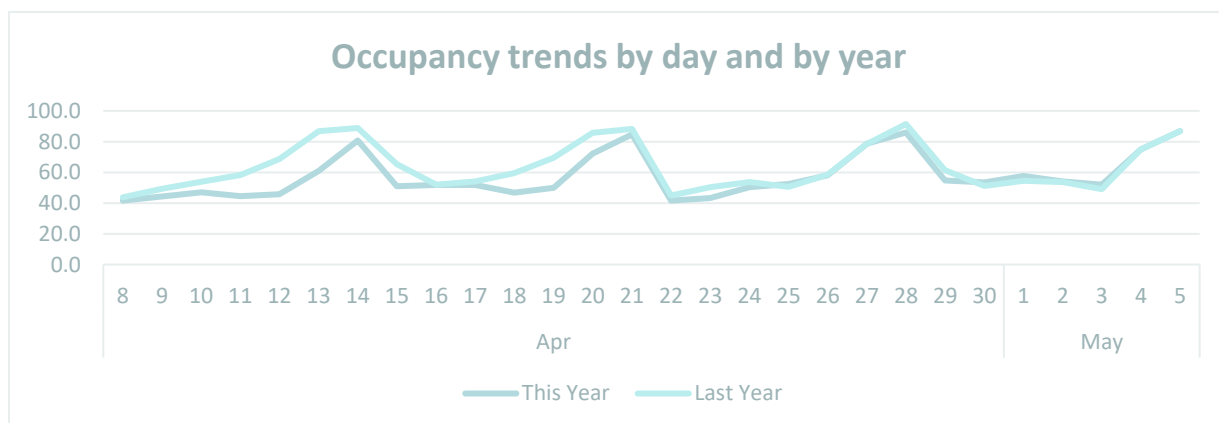
- this particular event draws more day trippers than overnight stays (even when we have been host hotel)
- Good event but mostly locals
- advertise??

## 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 Padre Jailbreak 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.

The following figures show the hotel metrics for each day from April 8<sup>th</sup> through May 5<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 Padre Jailbreak evening of Friday, May 4<sup>th</sup>, the night before the event on Saturday morning is 74.8%. This rate is only slightly lower than last year’s rate of 74.9% for the same day last year but is much higher than the month-long occupancy rate of 57.7% for this year and 63.7% for last year as seen in the trends Figure 19.



**FIGURE 19. STR OCCUPANCY RATES BY DAY AND YEAR**

The average daily rate (ADR) of rooms for the Padre Jailbreak night are higher than rates for most days in the month-long period for both this year and last year as shown in Figure 20. The ADR for the night in 2018 averages \$117.09, significantly higher than the ADR average of

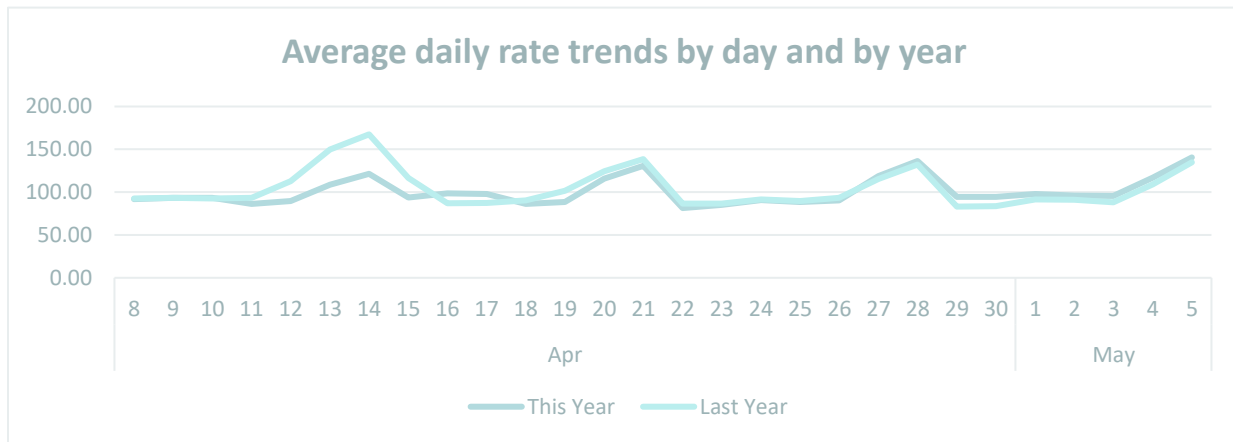


FIGURE 20. ADR TRENDS BY DAY AND YEAR

\$108.97 for the same day last year, higher than the month-long average ADR of \$100.80 this year but not of last years’ month-long ADR of \$109.57.

Next, Figure 21 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the night before Padre Jailbreak is \$87.61, which is above the average rate of \$81.65 experienced during the same day last year and substantially above the month-to-date rate of \$60.40 for this year and \$69.51 for last year.

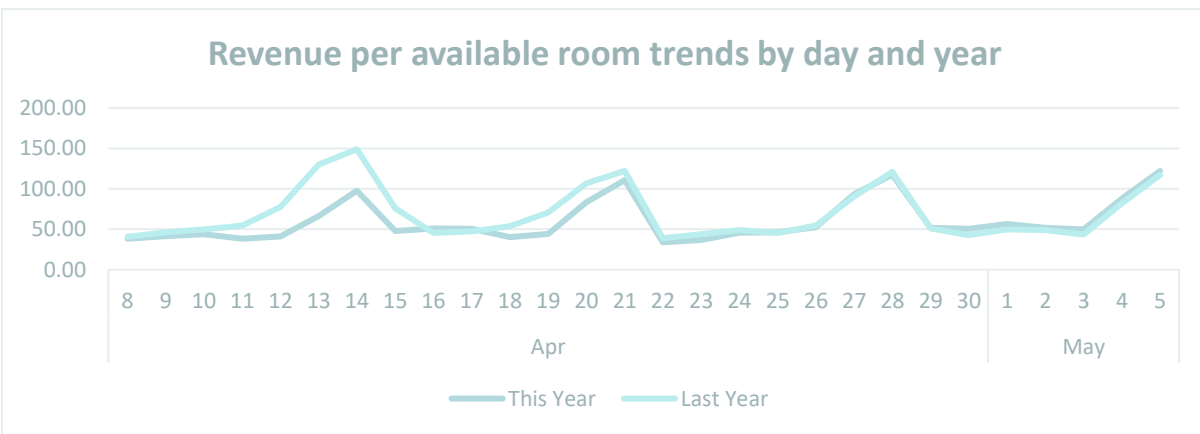


FIGURE 21. REVPAR BY DAY AND YEAR

For the month examined, Figure 22 shows the room demand trend. The average room demand for the night before Padre Jailbreak is 2,717, which is almost exactly the same as the same day

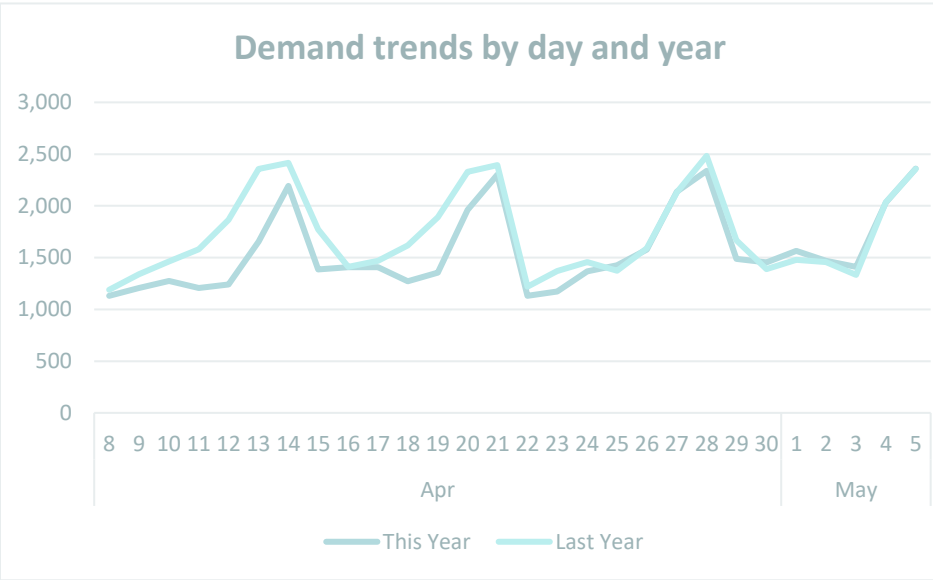


FIGURE 22. DEMAND TRENDS BY DAY AND YEAR

last year. The room demand for the night before Padre Jailbreak exceeded the month-long average daily room demand of 1,569 and last year’s average daily demand rate of 1,729 rooms.

The average lodging revenue during the Padre Jailbreak night was \$238,035, about 7.3% above the average revenue of \$221,756 for the same night last year. Moreover, the revenue for the Friday night before Padre Jailbreak was the second highest Friday night of the month as seen in Figure 23.

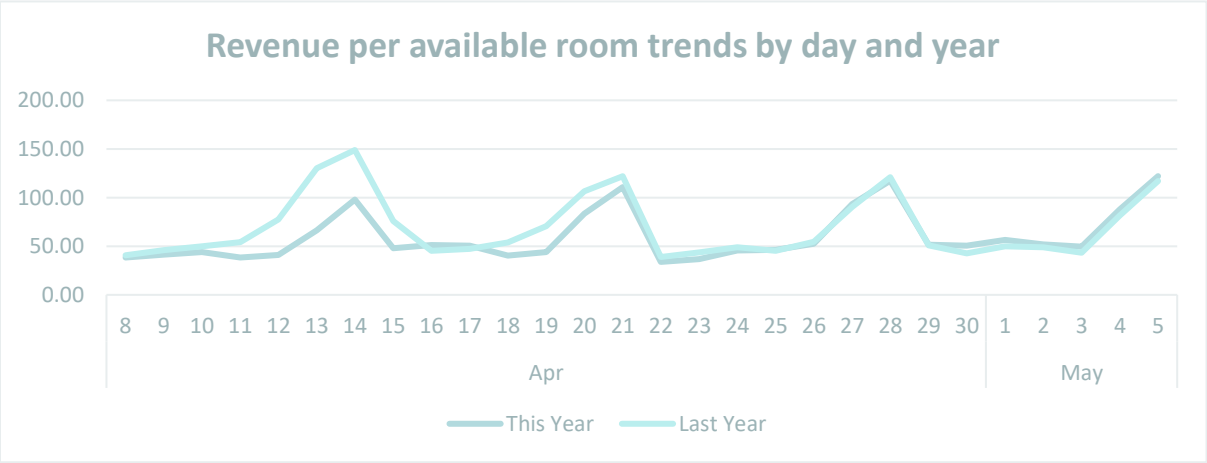
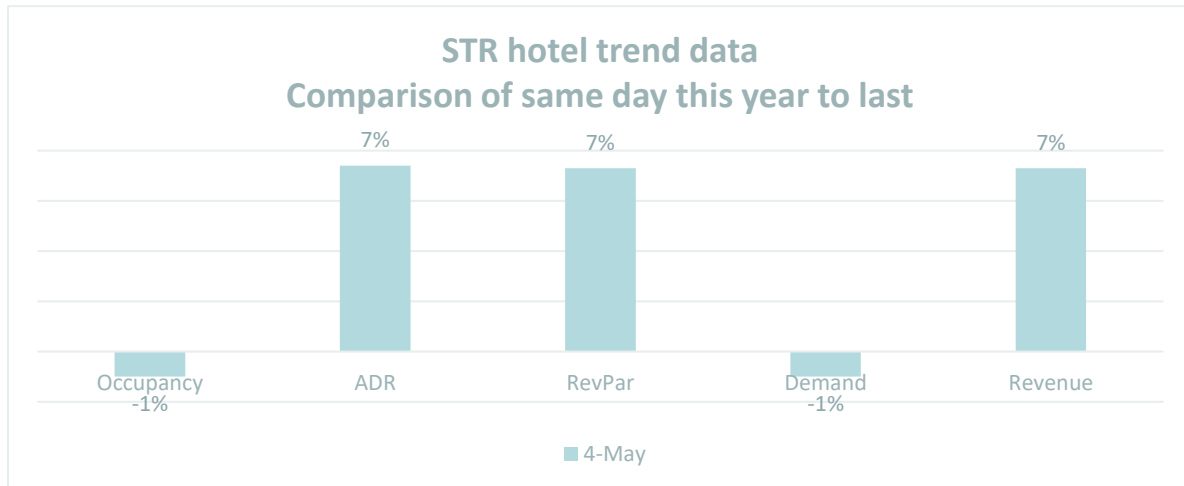


FIGURE 23. REVENUE TRENDS BY DAY AND YEAR

Figure 24 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for May 4<sup>th</sup>, the night Padre Jailbreak participants would have been spending the night on the Island.



**FIGURE 24. STR HOTEL TREND DATA 3-DAY COMPARISON**

In summary, while ADR, RevPar and Revenue were all much higher than the same time last year, occupancy and demand rates were slightly lower for the evening before the 2018 Padre Jailbreak Beach Escape. Because of the large attendance of the event, these higher metrics are likely a direct result of Padre Jailbreak although other factors, such as the weather or other events could have played a role in affecting the metrics.

***To summarize the STR data, all results indicate an increase in ADR, RevPar, and revenue for Friday, May 4<sup>th</sup>, the evening before the morning of 2018 Padre Jailbreak Beach Escape.***

**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 Padre Jailbreak Beach Escape held on Saturday, May 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 348 completed survey resulted in 322 useable responses for the analysis for about a 20.6% response rate from all estimated event attendee households.

Demographically, the study sample was comprised of predominately married females who were an average of 35 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, and identify ethnically as Hispanic. Geographically, almost all respondents were from the US (93.8%). The average household came to the event with 2.26 people having traveled an average of 86 of miles. Almost 62% of event attendees spent the night on SPI and spent an average of 1.02 nights.

By combining the actual number of people registered to participate in the Padre Jailbreak with survey results, Padre Jailbreak is estimated to have generated 1,057 SPI room nights. With an average total weighted lodging expenditure per household of \$159, event attendees spent about \$267,727 for lodging in total including tax, resulting in about \$38,900 in total Hotel Tax with 10.5%, or \$24,027, the City's share of the Hotel Occupancy Taxes. Moreover, spending on food and beverages also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$129,188 should have yielded \$9,846 in sales tax at the 8.25% rate or \$2,387 for the City at a city tax rate of 2%. Total spending in other expenditure categories of \$230,155 provided \$17,541 in total sales tax revenue with the City's share being \$4,252. Altogether, considering only the hotel tax revenue, the loss to the City on their \$30,000 investment is \$5,973 or a net loss of -19.9%. Considering all spending, the City of SPI should have received \$30,666 in taxes for a gain of \$666 or a 2.2% return on the \$30,000 cash investment provided to the event organizer.

While it is impossible to know the actual number of lodging rooms booked as a result of Padre Jailbreak, the lodging manager's survey and STR data somewhat support the study's finding that the event did have a considerable effect on the number of rooms booked during the event night and on food and beverage spending.

By far, most Padre Jailbreak survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. While the spending of Padre Jailbreak attendees did not cover the CVB-provided funding, the overall SPI experience of the event attendees will likely result in many event attendees returning to the Island for future vacations.

## Appendix A: Survey

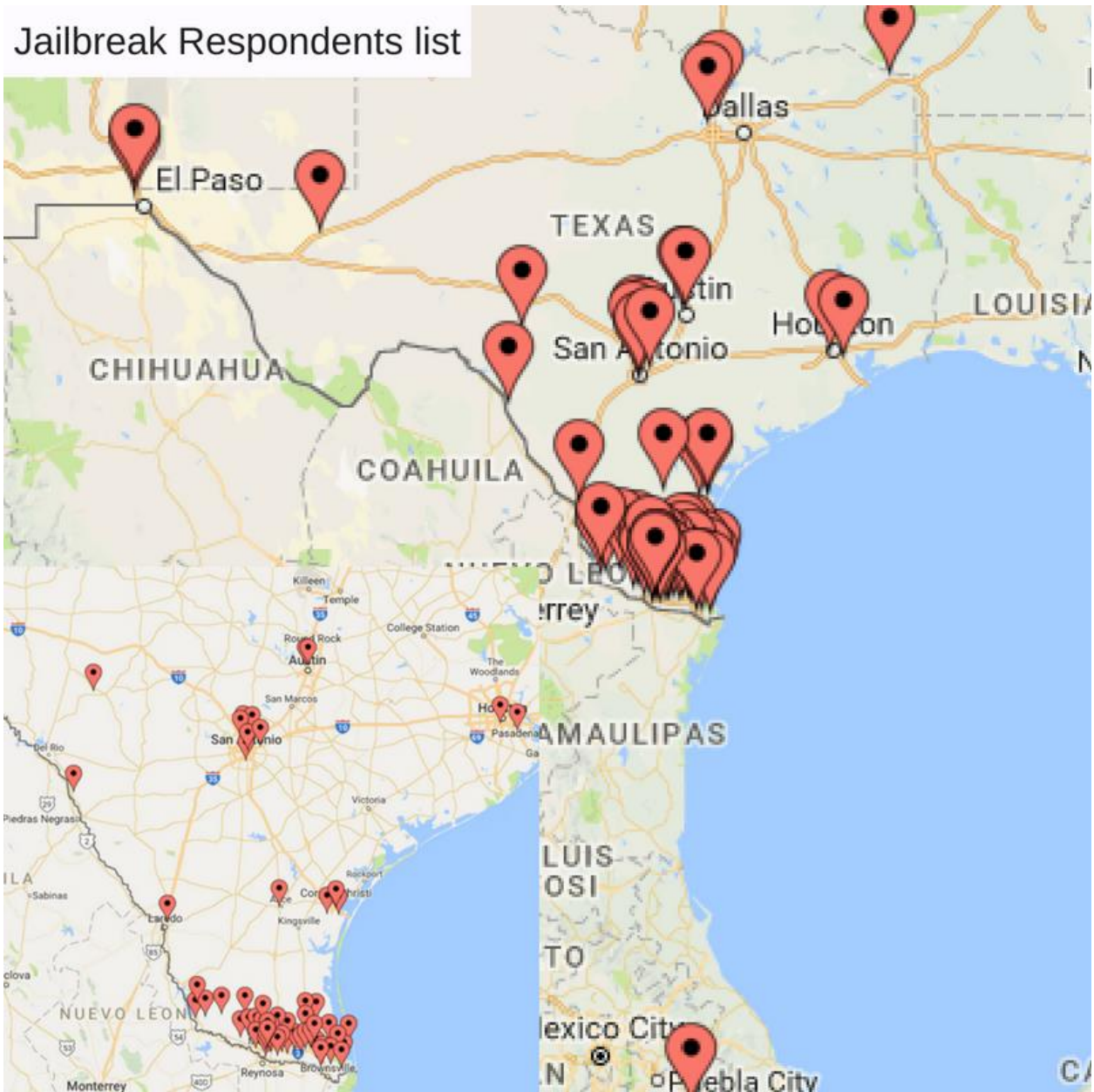
Padre Jailbreak Beach Escape, May 5, 2018																									
<p>This survey is to understand your household experience and spending during the Padre Jailbreak Beach Escape. <i>The one person, older than 18, best able to report on spending for all people in your household at the Jailbreak should 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 <a href="mailto:businessresearch@utrgv.edu">businessresearch@utrgv.edu</a> 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, please return this survey. We thank you!</p> <p>2. Did you come to South Padre Island specifically for Padre Jailbreak? <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 Padre Jailbreak Beach Escape? _____ miles</p> <p>4. Which of the following best describes your participation in the Padre Jailbreak (Check all that apply)?  <input type="checkbox"/> Registered participant    <input type="checkbox"/> Event volunteer/staff  <input type="checkbox"/> Spectator    <input type="checkbox"/> Did not attend  <input type="checkbox"/> Other _____</p> <p>5. Including yourself, how many people from your household attended Padre Jailbreak? _____ Number in household</p> <p>6. How many nights did you (or will you) spend on South Padre Island while attending Padre Jailbreak? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for Padre Jailbreak?  <input type="checkbox"/> Hotel/motel (1)    <input type="checkbox"/> Rented condo/beach house (2)  <input type="checkbox"/> Campground/RV park (3)    <input type="checkbox"/> Rented a room (4)  <input type="checkbox"/> Friend/family's home (5)    <input type="checkbox"/> My own SPI residence (7)  <input type="checkbox"/> Other (please specify) _____ (6)</p> <p>8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for Padre Jailbreak. (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> <tr> <td><b>Total</b></td> <td>\$</td> </tr> </tbody> </table> <p>9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?</p> <p>Not at all likely    0   1   2   3   4   5   6   7   8   9   10    Extremely likely</p>	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	<b>Total</b>	\$	<p>10. How likely are you to return to South Padre Island for a vacation at some time in the future?  <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>11. How satisfied are you with your overall South Padre Island experience?  <input type="checkbox"/> Extremely satisfied    <input type="checkbox"/> Somewhat satisfied    <input type="checkbox"/> Neutral  <input type="checkbox"/> Somewhat dissatisfied    <input type="checkbox"/> Extremely dissatisfied</p> <p>12. How satisfied are you with the Padre Jailbreak Beach Escape?  <input type="checkbox"/> Extremely satisfied    <input type="checkbox"/> Somewhat satisfied    <input type="checkbox"/> Neutral  <input type="checkbox"/> Somewhat dissatisfied    <input type="checkbox"/> Extremely dissatisfied</p> <p>13. What suggestions do you have for improving Padre Jailbreak or your stay on South Padre Island? (write on back)</p> <p>14. What is your home zip or postal code? _____ code</p> <p>15. What is your home country?  <input type="checkbox"/> US    <input type="checkbox"/> Mexico    <input type="checkbox"/> Canada    <input type="checkbox"/> Other _____</p> <p>16. What is your age? _____ (years of age)</p> <p>17. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female</p> <p>18. What is your marital status?  <input type="checkbox"/> Married    <input type="checkbox"/> Single    <input type="checkbox"/> Widowed    <input type="checkbox"/> Divorced/separated</p> <p>19. What is your highest educational attainment?  <input type="checkbox"/> Less than high school    <input type="checkbox"/> Associate's degree  <input type="checkbox"/> High school graduate    <input type="checkbox"/> Bachelor's degree  <input type="checkbox"/> Some college, no degree    <input type="checkbox"/> Graduate/professional degree</p> <p>20. What is your current employment status?  <input type="checkbox"/> Work full-time    <input type="checkbox"/> Retired within past year  <input type="checkbox"/> Work part-time    <input type="checkbox"/> Retired more than 1 year  <input type="checkbox"/> Unemployed (looking for a job)    <input type="checkbox"/> Other (Please specify)</p> <p>21. What is your combined annual household income?  <input type="checkbox"/> less than \$20,000    <input type="checkbox"/> \$60K-\$69,999  <input type="checkbox"/> \$20K-\$29,999    <input type="checkbox"/> \$70K-\$79,999  <input type="checkbox"/> \$30K-\$39,999    <input type="checkbox"/> \$80K-\$99,999  <input type="checkbox"/> \$40K-\$49,999    <input type="checkbox"/> \$100K-\$149,999  <input type="checkbox"/> \$50K-\$59,999    <input type="checkbox"/> \$150,000 or more</p> <p>22. What is your ethnicity? (Select all that apply)  <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)	\$																								
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)	\$																								
<b>Total</b>	\$																								
<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 style="text-align: center;"><b>THANK YOU VERY MUCH!!!</b></p>																									



## Appendix B: Respondent's zip or postal code and map

32137	78521	78582
66270	78526	78583
75570	78537	78584
75889	78539	78585
76179	78541	78586
76262	78542	78589
77034	78543	78590
77054	78550	78591
78041	78551	78595
78109	78552	78596
78210	78553	78597
78221	78557	78599
78230	78559	78705
78247	78564	78763
78248	78566	78877
78332	78569	78880
78411	78570	79772
78414	78572	79821
78415	78573	79932
78501	78574	87400
78503	78575	88500
78504	78576	
78505	78577	
78516	78578	
78520	78580	

## Jailbreak Respondents list



## Appendix C: Padre Jailbreak Beach Escape registrants' current zip or postal codes and map

6070	77377	78227	78363	78501	78501	78501
14424	77381	78229	78363	78501	78501	78501
22401	77471	78229	78363	78501	78501	78501
44262	77471	78230	78380	78501	78501	78501
46268	77479	78240	78408	78501	78501	78501
60013	77515	78240	78411	78501	78501	78501
60326	77530	78240	78411	78501	78501	78501
60326	77531	78240	78412	78501	78501	78501
64790	77581	78244	78413	78501	78501	78501
66270	77591	78245	78413	78501	78501	78501
75056	77954	78245	78413	78501	78501	78501
75063	78013	78245	78414	78501	78501	78502
75063	78022	78245	78414	78501	78501	78502
75080	78023	78249	78414	78501	78501	78503
75081	78026	78250	78414	78501	78501	78503
75701	78041	78250	78414	78501	78501	78503
75701	78041	78251	78414	78501	78501	78503
76006	78043	78251	78414	78501	78501	78503
76179	78045	78251	78414	78501	78501	78503
76248	78045	78254	78414	78501	78501	78503
76262	78045	78254	78414	78501	78501	78503
76310	78045	78254	78415	78501	78501	78503
77025	78045	78254	78418	78501	78501	78503
77030	78045	78254	78418	78501	78501	78503
77034	78045	78258	78418	78501	78501	78503
77034	78045	78258	78501	78501	78501	78503
77076	78046	78258	78501	78501	78501	78503
77080	78109	78332	78501	78501	78501	78503
77080	78130	78332	78501	78501	78501	78503
77080	78210	78332	78501	78501	78501	78503
77081	78210	78332	78501	78501	78501	78503
77099	78216	78332	78501	78501	78501	78503
77099	78217	78363	78501	78501	78501	78503
77318	78218	78363	78501	78501	78501	78503
77365	78227	78363	78501	78501	78501	78503







78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78572	78572	78572
78552	78552	78559	78566	78572	78572	78572
78552	78553	78559	78566	78572	78572	78572
78552	78557	78559	78566	78572	78572	78572
78552	78557	78559	78566	78572	78572	78572
78552	78557	78559	78566	78572	78572	78572
78552	78557	78559	78566	78572	78572	78572
78552	78557	78559	78566	78572	78572	78572
78552	78557	78559	78566	78572	78572	78572
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78552	78557	78560	78566	78572	78572	78573
78552	78557	78560	78566	78572	78572	78573
78552	78557	78561	78566	78572	78572	78573
78552	78557	78562	78569	78572	78572	78573
78552	78557	78563	78569	78572	78572	78573
78552	78557	78565	78569	78572	78572	78573
78552	78557	78565	78570	78572	78572	78573
78552	78557	78565	78570	78572	78572	78573
78552	78557	78565	78570	78572	78572	78573
78552	78557	78566	78570	78572	78572	78573
78552	78557	78566	78570	78572	78572	78573
78552	78557	78566	78570	78572	78572	78573
78552	78557	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573







78586	78589	78589	78596	78596	78599	78741
78586	78589	78589	78596	78596	78599	78744
78586	78589	78589	78596	78596	78599	78748
78586	78589	78589	78596	78597	78599	78748
78586	78589	78589	78596	78597	78599	78751
78586	78589	78589	78596	78597	78599	78840
78586	78589	78589	78596	78597	78599	79772
78586	78589	78589	78596	78599	78599	79821
78586	78589	78590	78596	78599	78599	79821
78586	78589	78592	78596	78599	78599	79843
78586	78589	78592	78596	78599	78599	79843
78586	78589	78592	78596	78599	78599	79843
78586	78589	78592	78596	78599	78599	79843
78586	78589	78592	78596	78599	78599	79932
78586	78589	78592	78596	78599	78599	79932
78586	78589	78592	78596	78599	78599	85283
78586	78589	78593	78596	78599	78599	85607
78586	78589	78593	78596	78599	78599	87560
78586	78589	78593	78596	78599	78599	87560
78586	78589	78593	78596	78599	78599	88048
78586	78589	78593	78596	78599	78599	88650
78586	78589	78593	78596	78599	78609	88660
78586	78589	78593	78596	78599	78610	88680
78586	78589	78594	78596	78599	78610	88700
78586	78589	78595	78596	78599	78620	88707
78586	78589	78595	78596	78599	78620	88730
78586	78589	78595	78596	78599	78624	88730
78586	78589	78595	78596	78599	78634	88730
78586	78589	78596	78596	78599	78634	88746
78586	78589	78596	78596	78599	78640	88746
78586	78589	78596	78596	78599	78644	88746
78586	78589	78596	78596	78599	78644	96818
78586	78589	78596	78596	78599	78644	
78589	78589	78596	78596	78599	78660	
78589	78589	78596	78596	78599	78666	
78589	78589	78596	78596	78599	78704	
78589	78589	78596	78596	78599	78705	

[illegible]

# SPI Kite Fest 2018



## Event Attendance

7,787 3-day attendees  
1,880 households  
620 room nights  
-1.8% change in event days YoY occupancy



## DEMOGRAPHICS

Average age 62  
Average Income:  
65%  
\$50,000 or more

**\$22,150**

CVB Investment

**\$595**

Average spent  
per household



2.5 visitors per  
household

1.15 nights  
on SPI

**\$1,118,921**

TOTAL SPENDING

**City tax  
share**

10.5% Lodging = \$20,340  
2% F&B sales tax = \$8,031  
2% Other sales tax = \$8,454  
Total = \$36,825

**Total tax ROI = 66.3%**  
Lodging only ROI = -8.2%



## SPI Experience

**89** NET PROMOTER SCORE  
likely to recommend  
South Padre Island

**95.7%** Likely to  
return

**98.9%** Satisfied  
with SPI



An aerial photograph of a large beach area during the South Padre Island Kite Festival. Numerous colorful kites are flying over the sand, including long, multi-colored streamers and a kite shaped like the American flag. A large crowd of people is gathered along the shoreline, and many cars are parked in a lot. The ocean waves are visible in the background.

# South Padre Island Kite Fest

February 1 - 3, 2018  
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

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# Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 South Padre Island (SPI) Kite Fest held on February 1<sup>st</sup> – 3rd. Promoted by B&S Kites with \$22,100 funding support from the SPI Convention and Visitors Bureau (CVB), organizers expected to attract 300 plus (547 in 2017) rooms for 2 to 3 nights. To examine the spending of SPI Kite Fest 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 online and onsite with 77.5% completed onsite. Although 489 respondents attempted the survey, 18 were duplicated household responses and 100 were not on the Island specifically for Kite Fest.

Demographically, the study sample has an average age of 62 years, is predominately female (67.3%), married (80.3%), with some college education (76.7%), is retired (76.2%), has a household income above \$50,000 (65%), and is white (83.1%). Survey respondents are primarily from the US (88.7%) although 10.4% came from Canada and 0.8% came from Mexico. On average, survey participants traveled with an average of 2.5 people for an average of 271 miles. A large percentage (89.8%) of survey respondents are considered promoters of the Island to others, with 95.7% likely to return to SPI for a future vacation and 98.9% satisfied with the overall SPI experience.

Importantly, the survey analysis found that each household group attending the 2018 SPI Kite Fest event spent an estimated average of \$595 per household while on the Island for a total spending of \$1,118,900. This total spending resulted in \$100,934 in total sales tax revenue with \$36,825 the City's share, a 66.3% return on the \$22,150 cash invested by the CVB in the event.

Separately, lodging is the highest per household expenditure category with 28.7% of study respondents spending at least one night on the Island and staying an average of 1.15 nights, generating 620 total room nights, most of which were in hotels (56.1%). With the average



lodging expenditure of \$121 per household that spent the night on the Island, revenue from lodging was a total of \$226,644. Of the total lodging expenditure, 17% or \$32,931 was for the Hotel Occupancy Tax (HOT), and 10.5% of that, or \$20,340 goes toward the 10.5% City HOT. Moreover, the estimated total spending on food and beverage of \$434,683, resulted in about \$33,128 in taxes at the 8.25% rate or \$8,031 at the City 2% tax rate. The \$457,594 spent on other SPI purchases resulted in tax revenue of \$34,874 or \$8,454 for the City's share. In all, the City's share of all tax revenue is \$36,825, which represents a 66.3% return on the \$22,150 cash provided to the SPI Kite Fest organizer as seen in the table below.

## Summary of Key Performance Indicators (KPI)

<i><b>KPI</b></i>	<i><b>Result</b></i>	<i><b>Description of KPI</b></i>	<i><b>Page</b></i>
<b>CVB cash investment</b>	\$22,150	Amount of funding provided by CVB to event promoter	P1
<b>Total spending</b>	\$1,118,921	Total spent by event households	Table 2, P12
<b>Average spent per household</b>	\$595	Weighted average spent per household	Table 2, P12
<b>Number of households</b>	1,880	Number of households at event	P7
<b>Number in household</b>	2.5	Number of people in household group at event	Figure 12, P10
<b>Nights on SPI</b>	1.15	Average number of nights spent on SPI	Figure 13, P10
<b>Lodging tax</b>	\$20,340	City share of HOT revenue: 10.5% of 17% HOT	Table 3, P14
<b>F&amp;B sales tax</b>	\$8,031	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 3, P14
<b>Other sales tax</b>	\$8,454	City share of total sales tax revenue	Table 3, P14
<b>Total City tax share</b>	\$36,825	Total City tax revenue from event	Table 3, P14
<b>Total tax ROI</b>	66.3%	<b>Return on CVB investment considering all taxes</b>	Table 3, P14
<b>Lodging only ROI</b>	-8.2%	Return on CVB investment considering HOT only	Table 3, P14
<b>Net Promoter Score</b>	89	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 16, p15
<b>Likely to return</b>	95.7%	Percent somewhat or extremely likely to return to SPI	Figure 17, p16
<b>Satisfied with SPI</b>	98.9%	Percent somewhat or extremely satisfied with SPI	Figure 17, p16

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# SPI Kite Fest Economic Impact

## Introduction

The South Padre Island (SPI) Kite Fest consisted of three days of scheduled events:

- Thursday, February 1<sup>st</sup>: an indoor kite performance from 6:30pm to 8:30pm in the SPI Convention Center;
- Saturday, February 3<sup>rd</sup>: a banquet and silent auction at 6:30pm at the Isla Grand Beach Resort, and;
- Friday February 2<sup>nd</sup> and Saturday, February 3<sup>rd</sup> from 10am to 4pm: two days of outdoor kite flying on the 'the Flats' next to the SPI Convention Center.

The SPI Kite Fest was organized by B&S Kites with an estimated cost of the event at \$43,062. The organization had originally requested, \$22,150 from the SPI Convention and Visitors Bureau (CVB) as well as an in-kind use of the CVB Exhibition Hall at a value of \$3,000. About \$4,600 of the funding was to cover promotional expenses with the remaining funds to offset travel and other demonstration expenses. In addition to the CVB funding, the organizer expected that 86% of the total event costs would be covered by Hotel Occupancy Tax (HOT). In terms of attendance, the event organizer expected to attract about 8,000 people with about 300+ staying in SPI lodging for two to three nights. At the 2017 Kite Fest event, about 547 rooms were rented during by event registrants. For 2018, an estimate 300 or more people would rent rooms on the Island for 2.5 nights for an expected 750 SPI room nights attributable to the 2018 SPI Kite Fest.

To promote the event, the organizer had expected to create 26 media press releases, combined with promotional spending on radio, TV, and newspaper ads, banners, festival buttons, and shirts, as well as online investments with a website and social media design and monitoring. The primary regions of promotional efforts were to be in Texas,

including the Rio Grande Valley, Austin, San Antonio, Houston, Lubbock and Dallas-Fort Worth, as well as other states in the US and in Canada.

## Method

To estimate the economic impact of the 2018 SPI Kite Fest, UTRGV researchers conducted a survey (see Appendix A) among Kite Fest attendees on SPI on Friday and Saturday, February 2<sup>nd</sup> – 3<sup>rd</sup>. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and respondents on Saturday were also offered SPI promotional products which substantially helped to recruit respondents. Respondents were asked to complete the survey via online and offline methods. Most respondents (380) were approached by onsite interviewers while others were given note cards (see Figure 1) inviting online survey participation.



FIGURE 1. SURVEY NOTE CARDS

## Interviews

A total of 19 trained interviewers and two supervisors attended the SPI Kite Fest Outdoor Kite Festival held at the Andie Bowie Flats area during the performance hours from 10am to 4pm. To get a representative sample of attendees on both days of the Kite Fest, seven interviewers were deployed on February 2<sup>nd</sup> and 12 on February 3<sup>rd</sup> to randomly select and interview event attendees. As a home base for the survey team, a tent was located just inside the Flats access point, which enabled potential respondents to be aware of the survey team when entering the event grounds and/or passing the tent. Also, the team of interviewers were made highly visible by wearing bright orange t-shirts and visors. Interviewers approached potential respondents in a professional manner and used iPads to electronically record survey responses onsite. Respondents were also able to complete a hard copy of the questionnaire, if preferred. Attendees not responding to an onsite interview were given a note card with a link to the online survey. Altogether, this methodology yielded 489 responses: 380 responses were from onsite interviews over the two days and 100 were from direct entry to the online survey at [www.utrgv.edu/kitefest](http://www.utrgv.edu/kitefest).



## Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. To determine the number of attendees, one person was tasked with counting the number of people attending the outdoor Kite Fest performances. The estimate of the people attending Kite Fest 2018 was achieved in multiple ways:

- Manual people count
- Digital vehicle count
- Drone footage on crowd size

A specific count of the number of people entering Bay Access Point February 2nd and 3rd was conducted with a manual people counter. As Table 1 shows, the number of people entering is much higher for Saturday, February 3 as compared to Friday, February 2. While February 3 was the main event day and hence achieved much higher attendance, Friday, February 2 was a cold and windy day, which enabled the larger kites to be flying but was not necessarily comfortable for those attending. Observations on February 2 noted many entering and then exiting about 30 minutes later while others chose to stay in their cars, honking the car horn in response to kite stunts and announcements on the PA system. Contrastingly, on February 3, the temperature was more comfortable but the lack of wind did not sustain the larger kites consistently throughout the day and therefore many attendees expressed disappointment. The larger attendance recorded on February 3 also included many elderly and many people with disabilities who enquired on entry regarding parking. The implication is that disabled parking needs to be an extra-large allocation for this event.

Table 1 shows the number of vehicles entering via Bay Access Point on February 2 and February 3, as measured via digital camera recording and Camlytics software. However, the total attendance figures are not reflective of the number of people present at any one time. Therefore, a third estimation of crowd size using a drone was conducted on an hourly basis on February 3 only. Table 1 also shows the overall attendance by count method. The February 3 hourly crowd size measured via drone footage is shown in Figures 2 - 7.



TABLE 1. CROWD SIZE BY COUNTING METHOD

Count method	Friday, February 2 (10am-4pm)	Saturday, February 3 (8:30am-3:30pm)
Manual people count	2,340	4,822
Camlytics vehicle count	920 enter 1098 exit	1562 enter 1392 exit
Drone		<b>Crowd size estimate/Related figure</b>
10am		290/Figure 2
11am		694/Figure 3
12noon		1,446/Figure 4
1pm		1,391/Figure 5
2pm		1,149/Figure 6
3pm		708/Figure 7
<i>Average crowd size</i>		946



FIGURE 3. DRONE FOOTAGE 10AM CROWD SIZE



FIGURE 4. DRONE FOOTAGE 11AM CROWD SIZE



FIGURE 5. DRONE FOOTAGE 12NOON CROWD SIZE



FIGURE 6. DRONE FOOTAGE 1PM CROWD SIZE

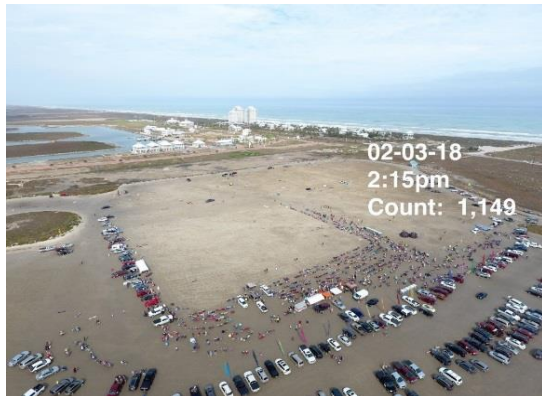


FIGURE 8. DRONE FOOTAGE 2PM CROWD SIZE



FIGURE 7. DRONE FOOTAGE 3PM CROWD SIZE

A total of almost 7,800 people were physically counted as attending the Kite Fest events; however, the survey indicated that 24.6% of respondents were not on the Island specifically for Kite Fest. Also, an estimated 20% of Kite Fest attendees are considered duplicates, having visited events on multiple days. By subtracting duplicate attendees and attendees who were not on SPI because of Kite Fest, an estimate of the number of people on the Island because of Kite Fest was determined as 4,700 individuals or 1,880 households (4,700 divided by 2.5, the average number of people per household).



FIGURE 9. CONVENTION CENTER

## Results

A total of 489 respondents were recruited for this study. Most survey completions (77.5%) were obtained through onsite interviews while 22.5% of respondents participated in the survey individually online as shown in Figure 9.

The questionnaire contained several filter questions designed to eliminate nonqualified study participants. The first filter question was to eliminate multiple responses from a single household. This filter eliminated only 18 respondents. The next filter question was designed to eliminate potential respondents who had not visited SPI because of the SPI Kite Fest, thus their Island expenditures would not be directly attributable to the event. This questionnaire filter eliminated 100 respondents or 21.2% of surveys attempted. Other than being at SPI for the Kite Fest reasons given for being on the Island included:

***Winter Texans, vacation, biking, warm weather, relaxing weekend, just passing by, camping at Isla Blanca Park and to see the Painted Marlin.***

The final filter was designed to eliminate respondents who live on the Island and would not likely be spending money solely because of the event. In total, the filter process left 355 of the 471 unduplicated responses or 75.4% of respondents who had come to SPI specifically for Kite Fest from outside of the immediate SPI area.

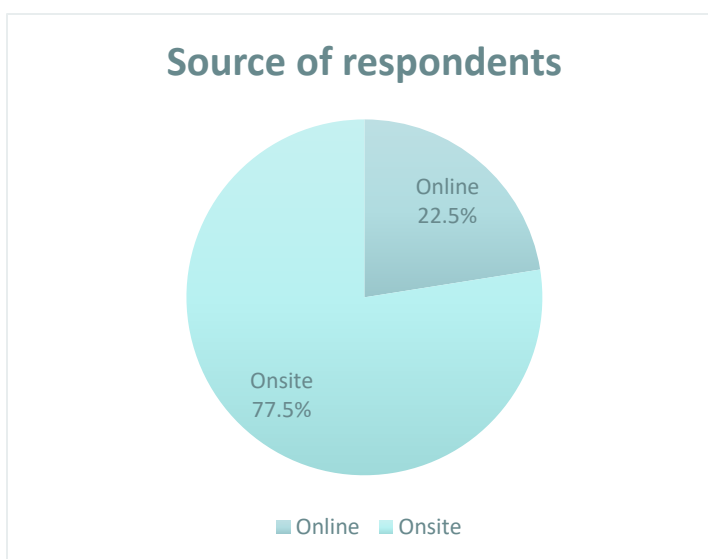


FIGURE 10. SOURCE OF STUDY RESPONDENTS

## Survey participants and SPI stay characteristics

The following results are for all 471 unduplicated survey respondents but, more specifically, 355 respondents who came to SPI specifically to attend the SPI Kite Fest 2018. The results in this section are grouped into three response-type categories:

- All data results;
- results from onsite interviews only; and
- results from online responses only.

### SPI Kite Fest participation: Survey versus actual

In this study, attendees of the SPI Kite Fest were classified according to their attendance status. As seen in Figure 10, by far, most attendees were spectators on Friday and or Saturday (93.2%). A total of 7% of respondents attended the indoor performance or banquet and (4.2%) were volunteers, staff or kite flyers.

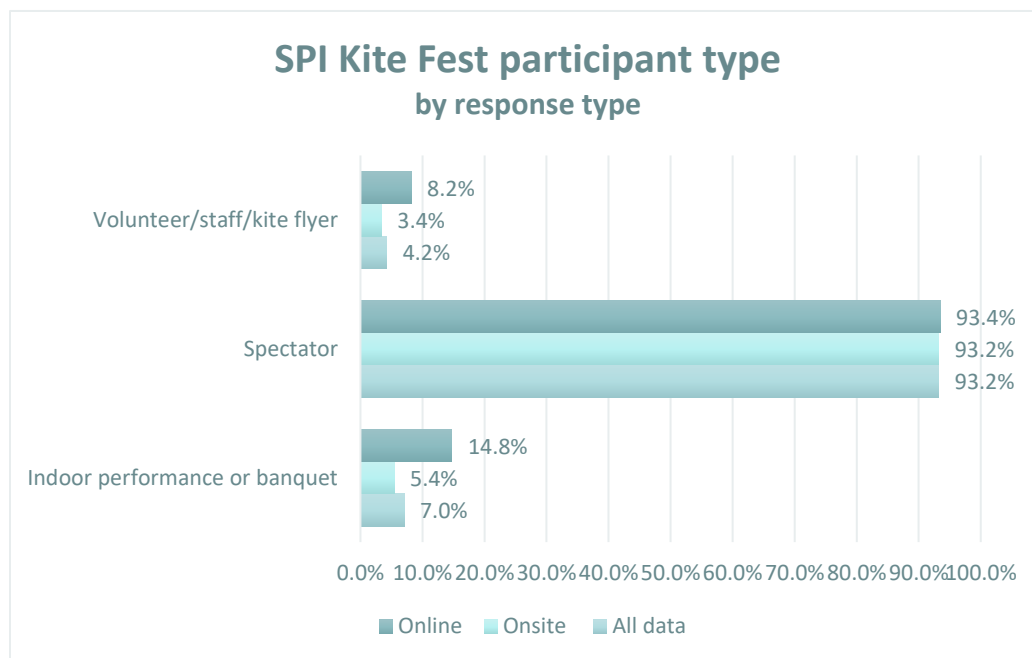


FIGURE 11. SURVEY RESPONSE TO KITE FEST PARTICIPATION TYPE

## Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they spent the night while at Kite Fest.

Data featured in Figure 11 shows that, on average, study participants traveled **271** miles to attend the event, although distances traveled ranged from 12 to 8,000 miles. The distance traveled by onsite respondents is significantly greater than distances traveled by online respondents.

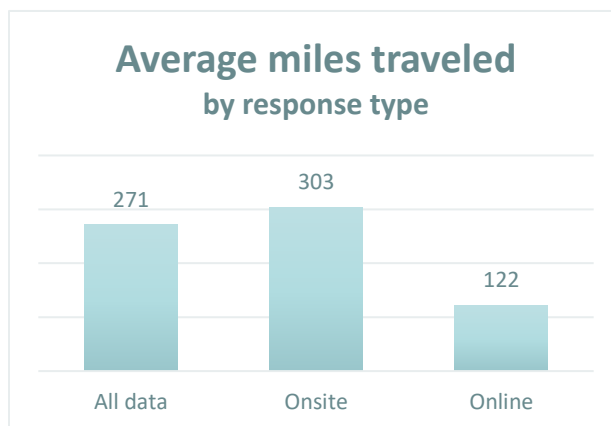


FIGURE 12. AVERAGE MILES TRAVELED

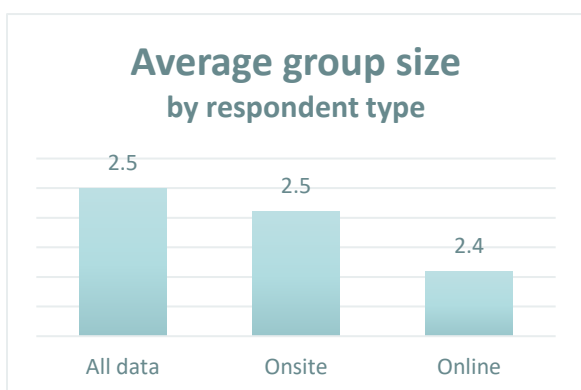


FIGURE 14. AVERAGE GROUP SIZE

A total of 147 of the unduplicated respondents (31.2%) reported spending an average of 1.15 nights on SPI for Kite Fest, as shown in Figure 13. The figure also shows that onsite respondents spent significantly more nights on SPI than did online respondents.

Figure 12 shows the average number of people per household traveling to Kite Fest as **2.5**, although the reported number of household members ranges from 1 to 13. Note that several buses were observed to attend the event.

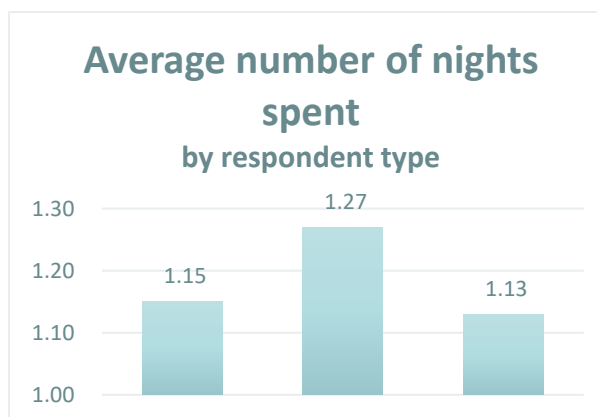


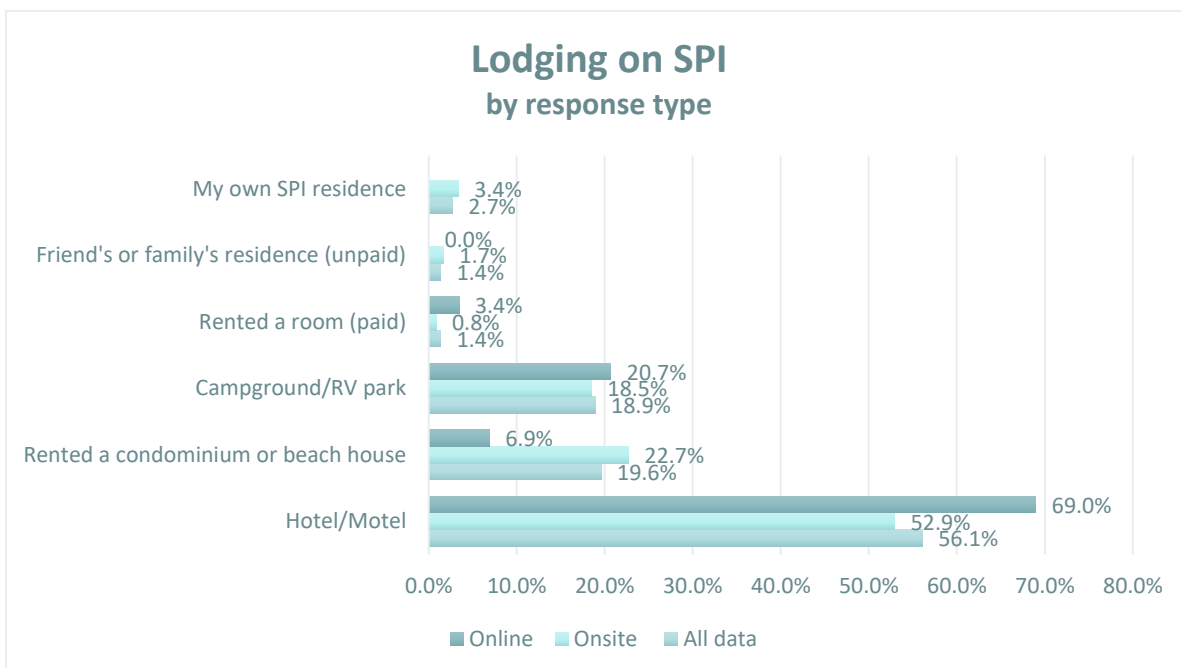
FIGURE 13. AVERAGE NUMBER OF NIGHTS SPENT ON SPI

Figure 14 breaks down the number of nights spent on SPI and shows that most respondents did not spend the night on the Island (62.2%). Of those who did, most spent one night (51 respondents or 10.8%), 5.5% spent two nights, and 4% spent three nights on the Island. A total of 51 respondents reported spending more than three nights on the Island.



**FIGURE 15. PERCENTAGE SPENDING THE NIGHT ON SPI**

Figure 15 shows the types of lodging used by Kite Fest attendees while on the Island. A total of 142 respondents reported paying for their lodging with most renting a hotel/motel room (56.1%), a condominium or beach house (19.6%), or staying at a campground/RV park (18.9%).



**FIGURE 16. LODGING TYPE USED**



## Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 2, indicate that the average amount spent on lodging for the stay duration was \$421 with a weighted average of \$121 when considering that only 28.7% of respondent households spent the night on the Island. Note that the 17% HOT rate was added to the amount reported by respondents for lodging while all other spending is assumed to have taxes included. In total, Kite Fest attendee groups spent a total average of \$1,756 with the weighted average of \$595 per household for the time they were on South Padre Island for the 2018 SPI Kite Fest.

**TABLE 2. TOTAL AVERAGE WEIGHTED SPENDING**

Expenditure category	Total average	% spending in category	Weighted spending	Total weighted spending
Food & Beverages	\$ 337	68.6%	\$231	\$ 434,683
Night life	\$ 169	24.8%	\$ 42	\$ 78,872
Lodging	\$ 421	28.7%	\$121	\$ 226,644
Attraction entertainment	\$ 176	20.2%	\$ 36	\$ 66,918
Retail	\$ 117	42.5%	\$ 50	\$ 93,297
Transportation	\$ 80	45.6%	\$ 36	\$ 68,414
Parking	\$ 33	1.3%	\$ 0	\$ 798
Admission fees	\$ 48	7.6%	\$ 4	\$ 6,909
Clothing	\$ 107	24.8%	\$ 27	\$ 49,914
Groceries	\$ 206	23.4%	\$ 48	\$ 90,495
Other	\$ 62	1.7%	\$ 1	\$ 1,976
<b>Total</b>	<b>\$ 1,756</b>		<b>\$595</b>	<b>\$ 1,118,921</b>

The total spending on South Padre Island that is specifically attributable to the SPI Kite Fest is determined by multiplying the 1,880 unduplicated event attendee households (see p7) by the



total weighted \$595 per household spending while on South Padre (see Table 2). The result is a total, direct spending by Kite Fest attendees of about \$1,118,900 on South Padre Island.

**The estimated direct spending on South Padre Island as attributed to the 2018 SPI Kite Fest event is \$1,118,900 within a confidence interval of plus or minus 5% given the assumptions of a random sample selection and the estimate of 20% attendee duplications. This resulted in a total City tax revenue of \$36,825, a 66.3% return on the \$22,150 cash invested in the event.**

### Spending on food & beverage and lodging

The survey results indicated 68.6% of respondents spent an average of \$337 per household on food and beverages (F&B). This means that Kite Fest households spent a total weighted average of \$434,683 (\$231 per household x 1,880 households) on F&B. With an 8.25% tax rate, this amount resulted in about \$33,128 in sales tax collected from F&B spending, of which about \$8,031 is the City's 2% tax rate share. In addition, attendee households spent \$457,594 on other purchases, resulting in \$34,874 in total tax revenue of which \$8,454 is the City's share.

The survey results also indicated that 28.7% of respondents spent an average of \$421 for a weighted average spending of \$121 per household on lodging over an average of 1.15 nights (see Figure 13) spent on SPI for the Kite Fest. These statistics indicate that Kite Fest generated 620 room nights (1,880 households x 28.7% household spending the night x 1.15 average nights spent) for a total of about \$226,644 spent on lodging, inclusive of HOT. This resulting HOT revenue is \$32,931 at the 17% HOT rate and, of that amount, South Padre Island should receive about \$20,340 at the 10.5% HOT rate.

***SPI Kite Fest attendees accounted for 620 room nights and spent \$226,644 ± \$9,400 on lodging while on the Island for the event.***

The CVB provided \$22,150 cash and \$3,000 in-kind value for a total of \$25,150 to the SPI Kite Fest organizer. For the cash-only investment, the city of South Padre Island should recover 10.5% of the HOT or \$20,340. The F&B spending of \$434,680 generated a City return in tax revenue of 2% or \$8,031 and the \$457,594 spent on other purchases generated an additional \$8,454 for the City. Including all tax revenue from all sources, the total return in tax revenue to the City as a result of the SPI Kite Fest is estimated at \$36,825, which fully cover the \$22,150 cash the CVB invested in the event for a 66.3% return on investment as seen in Table 3.

**TABLE 3. SPENDING, TAX REVENUE AND ROI**

Spending category	Amount spent	Tax rate	Total sales tax	City's % share	City's \$ share	ROI on \$22,150
Lodging	\$ 226,644	17%	\$ 32,931	10.5%	\$ 20,340	-8.2%
Food & Beverage	\$ 434,683	8.25%	\$ 33,128	2%	\$ 8,031	
All other	\$ 457,594	8.25%	\$ 34,874	2%	\$ 8,454	
<b>Totals</b>	<b>\$ 1,118,921</b>		<b>\$ 100,934</b>		<b>\$ 36,825</b>	<b>66.3%</b>

**In summary, the taxes accrued to the City of South Padre Island as a result of 2018 SPI Kite Fest is estimated at \$36,825 ± 5% for a return on the \$22,150 cash investment of 66.3%.**

## The SPI Experience

The next section of the survey asked 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 16, indicate that most study respondents (89.8%) are promoters of SPI while .08% are detractors. This yields a net promoter score (NPS) of 89, which is very good. For example, the hotel industry has a NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)). Recommendation likelihood varied by response type, however. Onsite respondents were much more likely to recommend SPI to others as promoters than were online respondents (NPS = 91.4 versus 72.7, respectively) and were less likely to be detractors (0.5 versus 3.0).

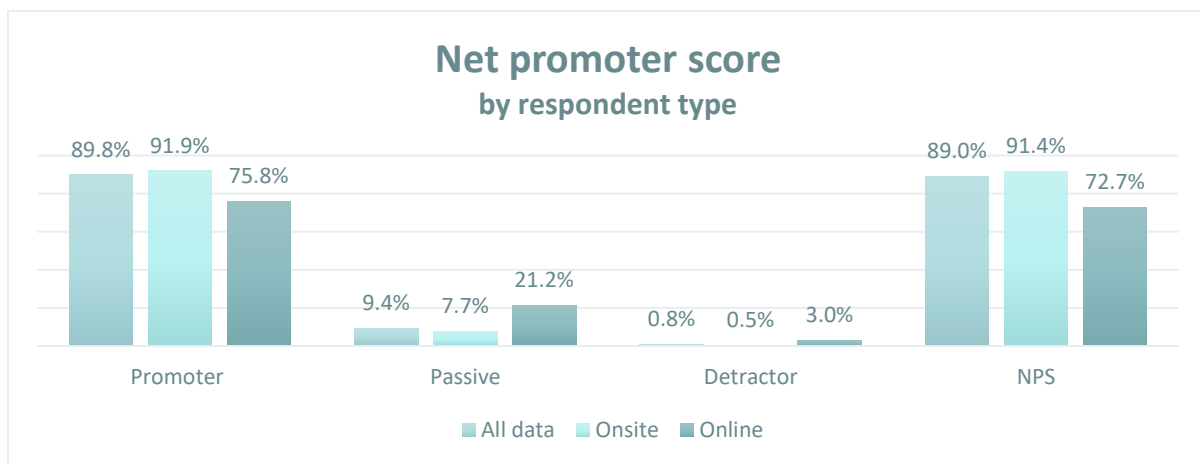
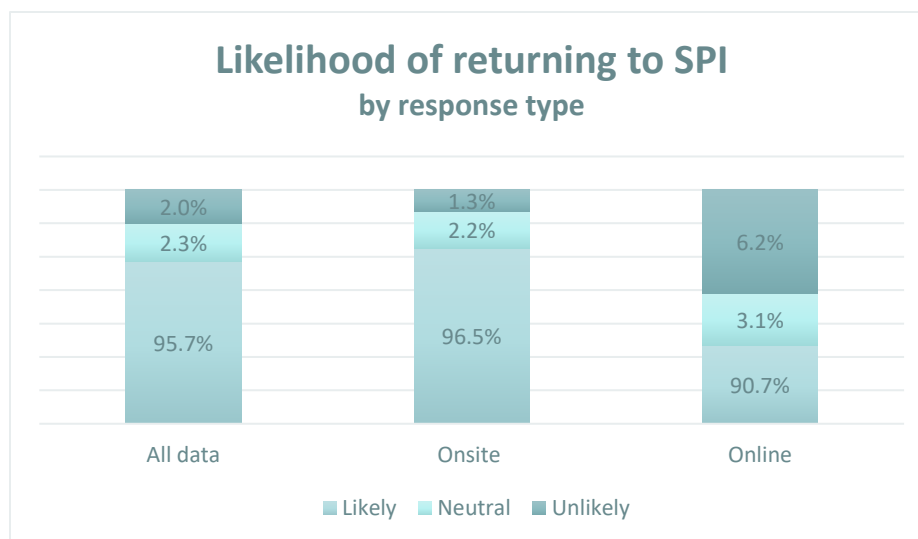
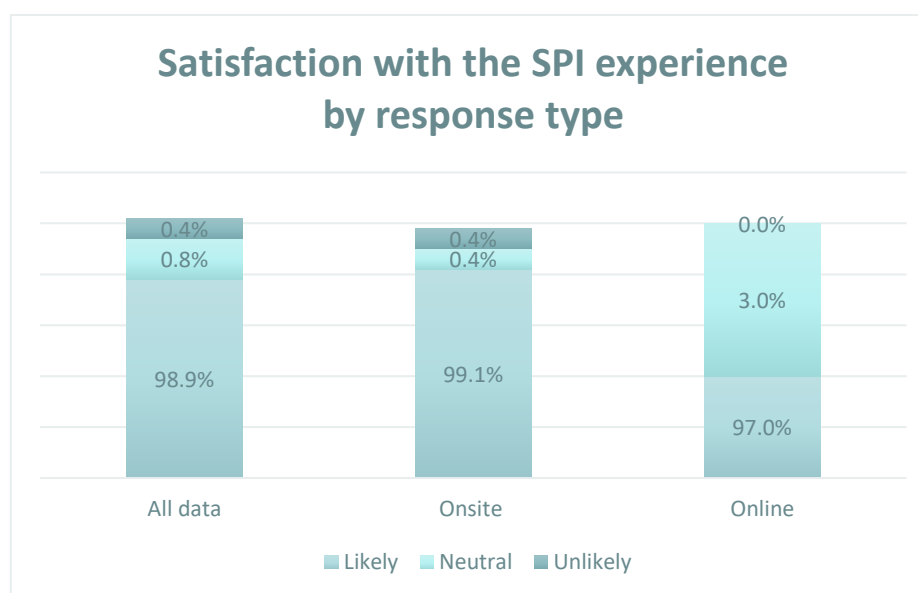


FIGURE 17. NET PROMOTER SCORE

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 17) and how satisfied overall they were with their SPI experience (Figure 18). Most respondents are likely or highly likely to return to the Island (95.7%) in the future and were satisfied or very satisfied (98.9%) with their SPI experience. Only one respondent reported having an unsatisfactory SPI experience.



**FIGURE 18. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE**



**FIGURE 19. SATISFACTION WITH THE SPI EXPERIENCE**

**NOTE:** Some respondents had suggestions for improving their stay on SPI and that feedback appears in Appendix B.

## Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

The average age of all respondents was 62.2 years, as shown in Figure 19, although ages ranged from 18 to 83 years of age. The figure also shows that the age of online respondents was significantly lower than the age of onsite respondents.

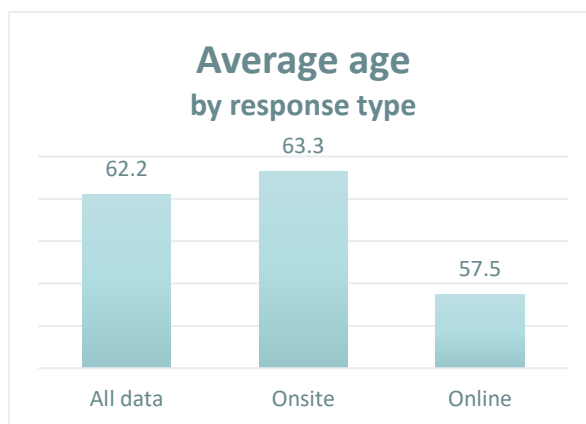


FIGURE 20. AGE

Most respondents are female (67.3%), married (80.3%), and have at least some college (76.7%) as shown in Figures 20 through 22, respectively. No differences between onsite versus online respondents were statistically significant for any of these characteristics.

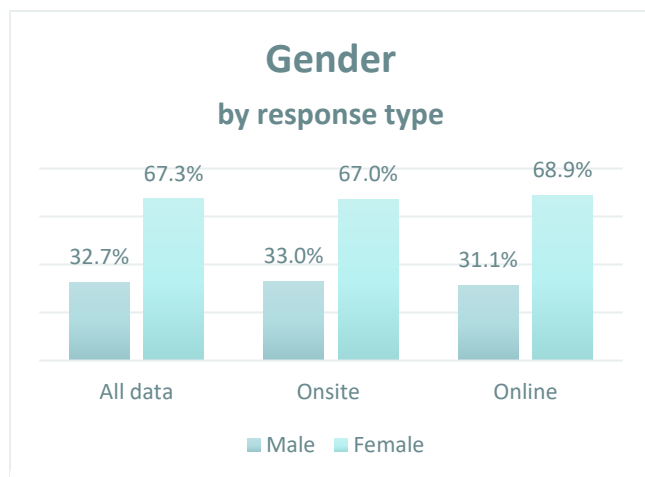


FIGURE 22. GENDER

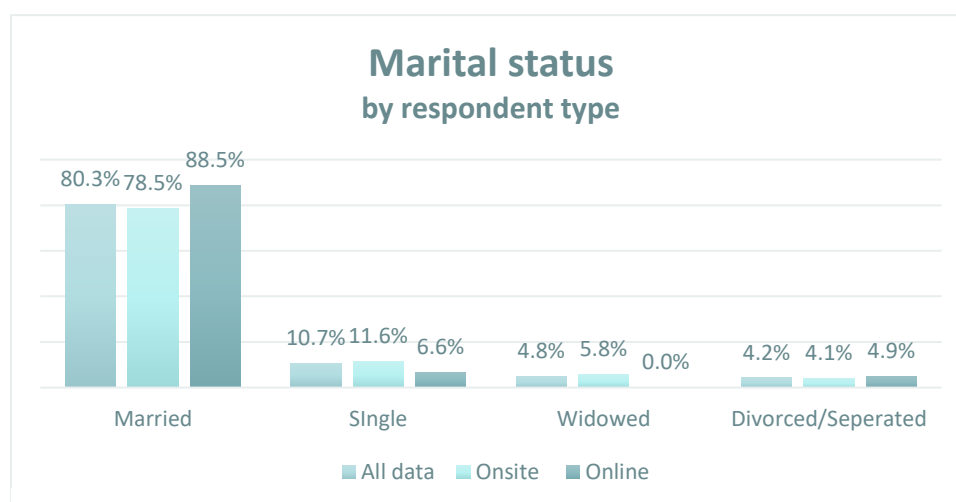
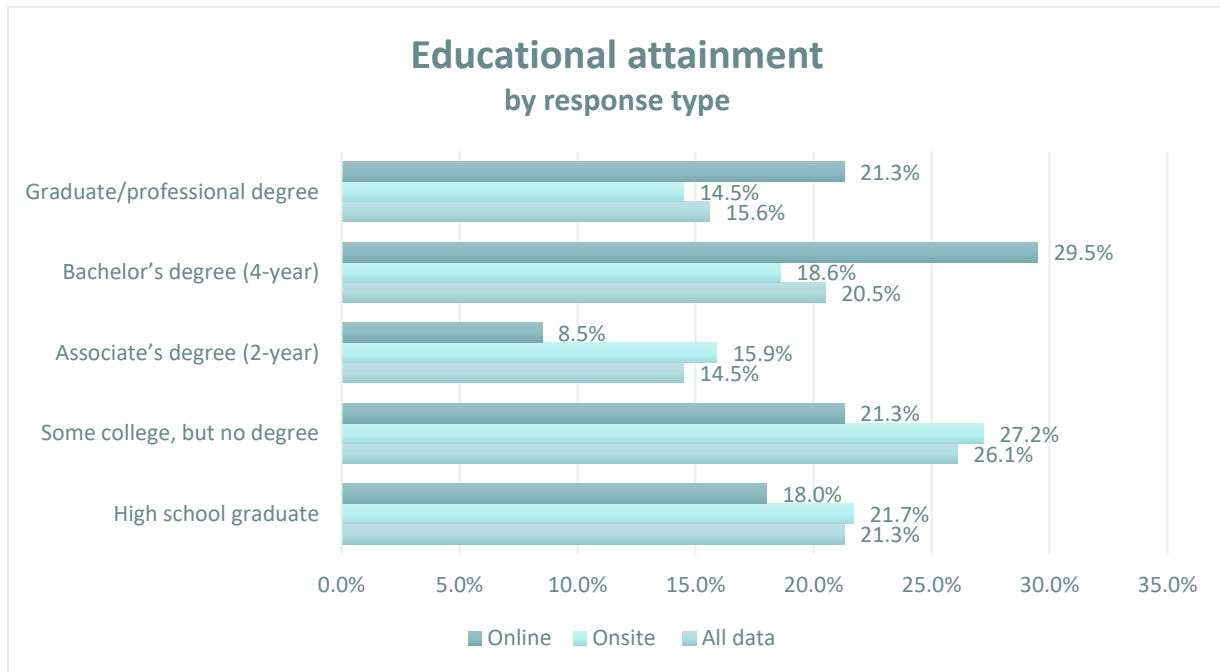
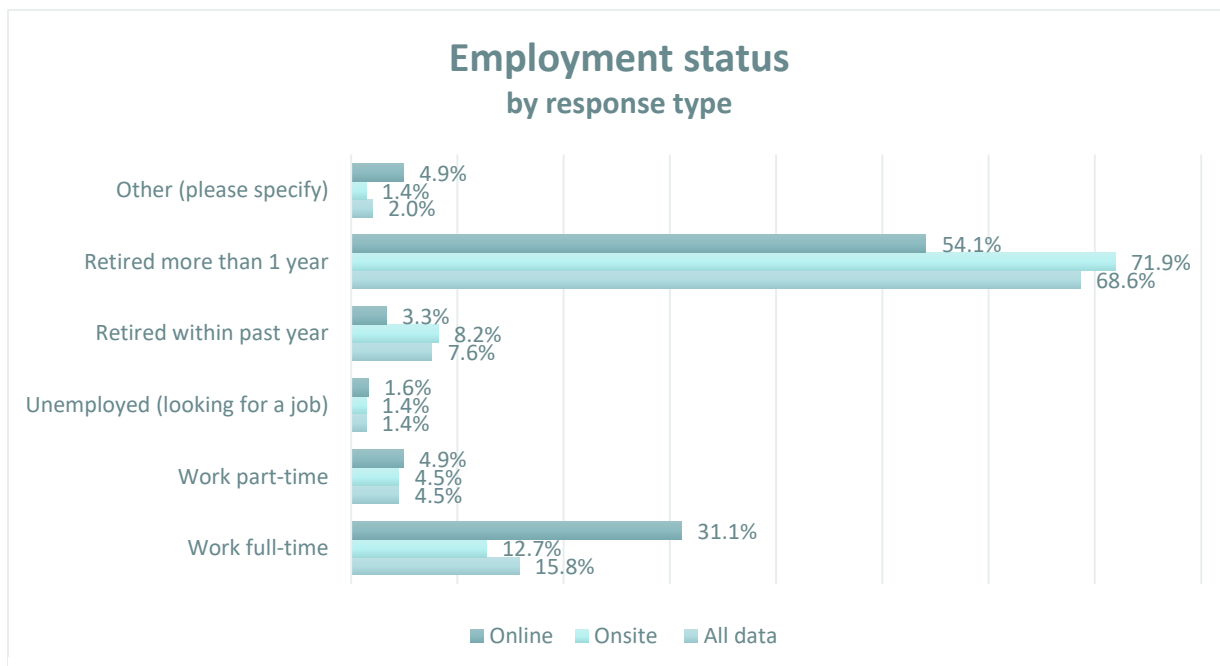


FIGURE 23. MARITAL STATUS



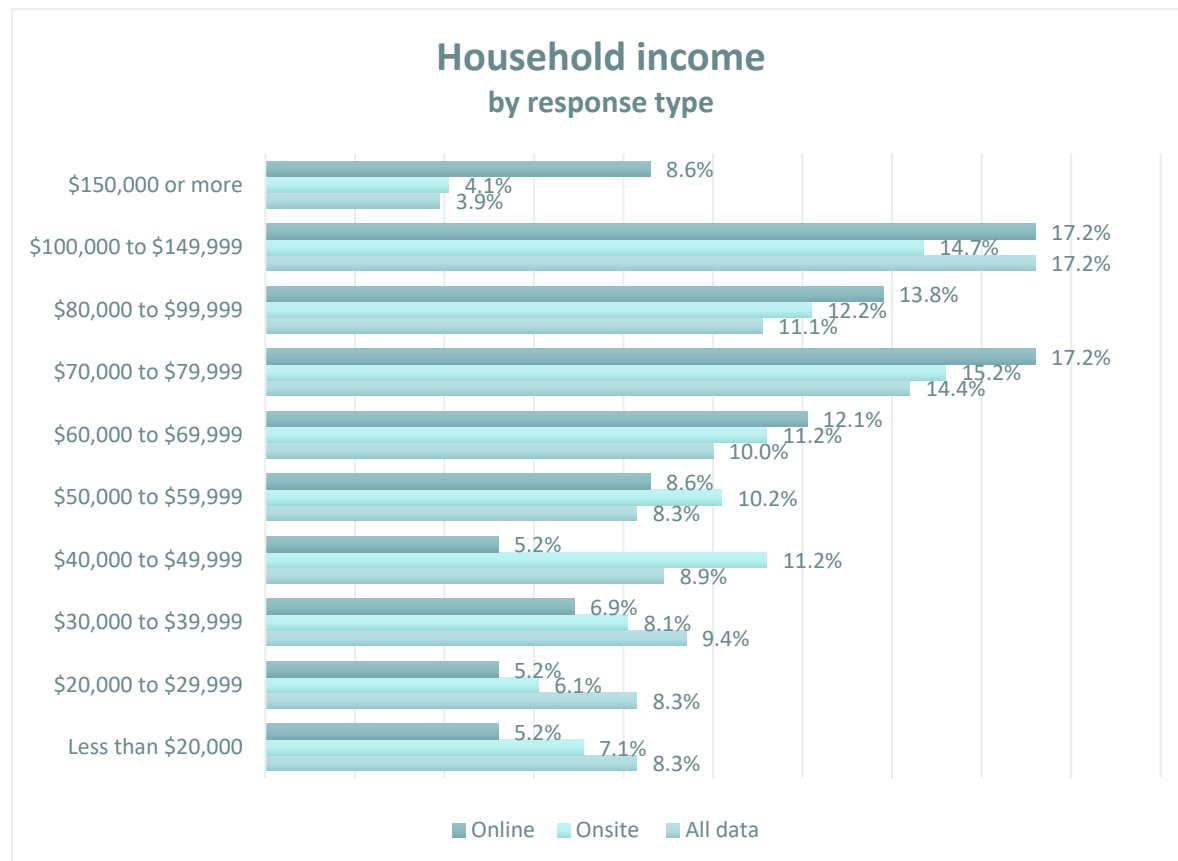
**FIGURE 24. EDUCATIONAL ATTAINMENT**

In all, most study respondents were retired (76.2%) although 15.8% had full-time employment and 4.5 worked part-time as indicated in Figure 23. Onsite versus online respondents were statistically significantly more likely to be retired.



**FIGURE 25. EMPLOYMENT STATUS**

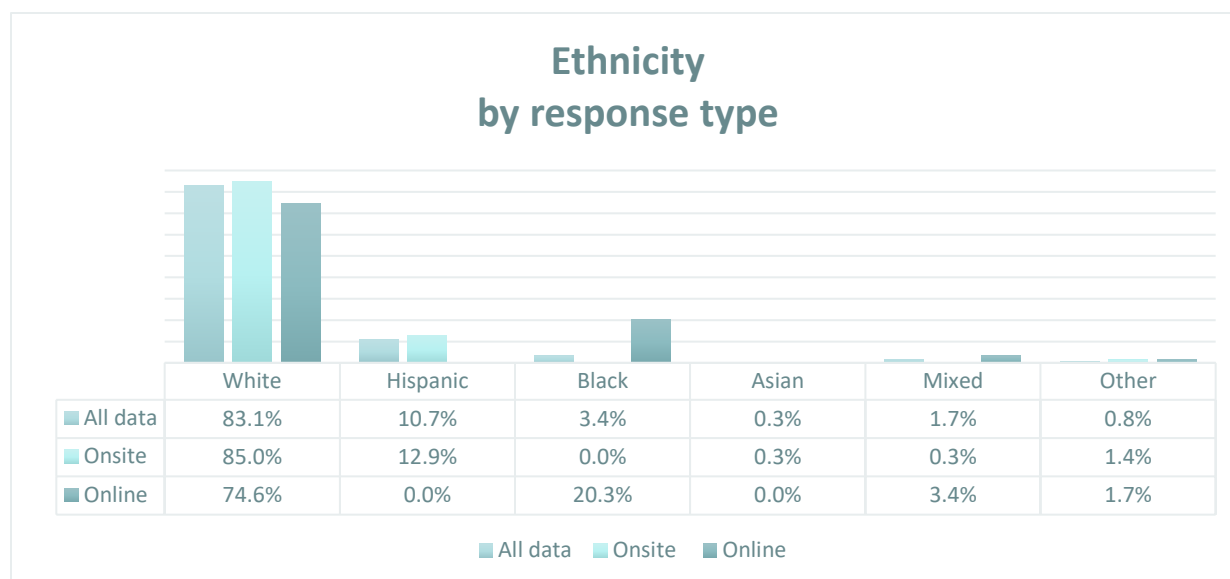
Study participants in the SPI Kite Fest, in general, have higher household income levels than the general US population. Most (65%) had a reported household income above \$50,000 (Figure 24). While online respondents tended to have a higher household income, differences by respondent type are not statistically significant.



**FIGURE 26. HOUSEHOLD INCOME**

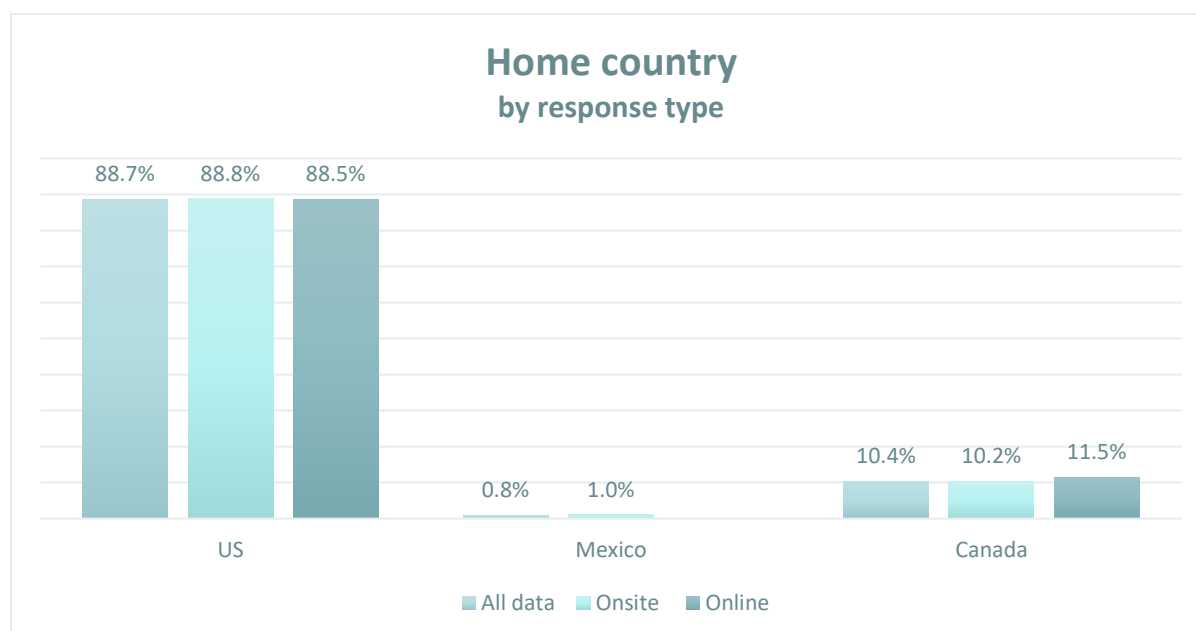
Respondents were asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Most respondents considered themselves to be White (83.1%), with 10.7% indicating an Hispanic ethnicity, and 3.4% black as seen in Figure 25. Online respondents were more likely to be self-classified as white than were onsite respondents.





**FIGURE 27. 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 (88.7%). About 10.4% of the respondents reported being from Canada and 0.8% indicated being from Mexico as shown in Figure 26.



**FIGURE 28. HOME COUNTRY**

The specific zip or postal codes of study respondents are listed in Appendix C, however, a map with the zip codes are plotted Figure 27.

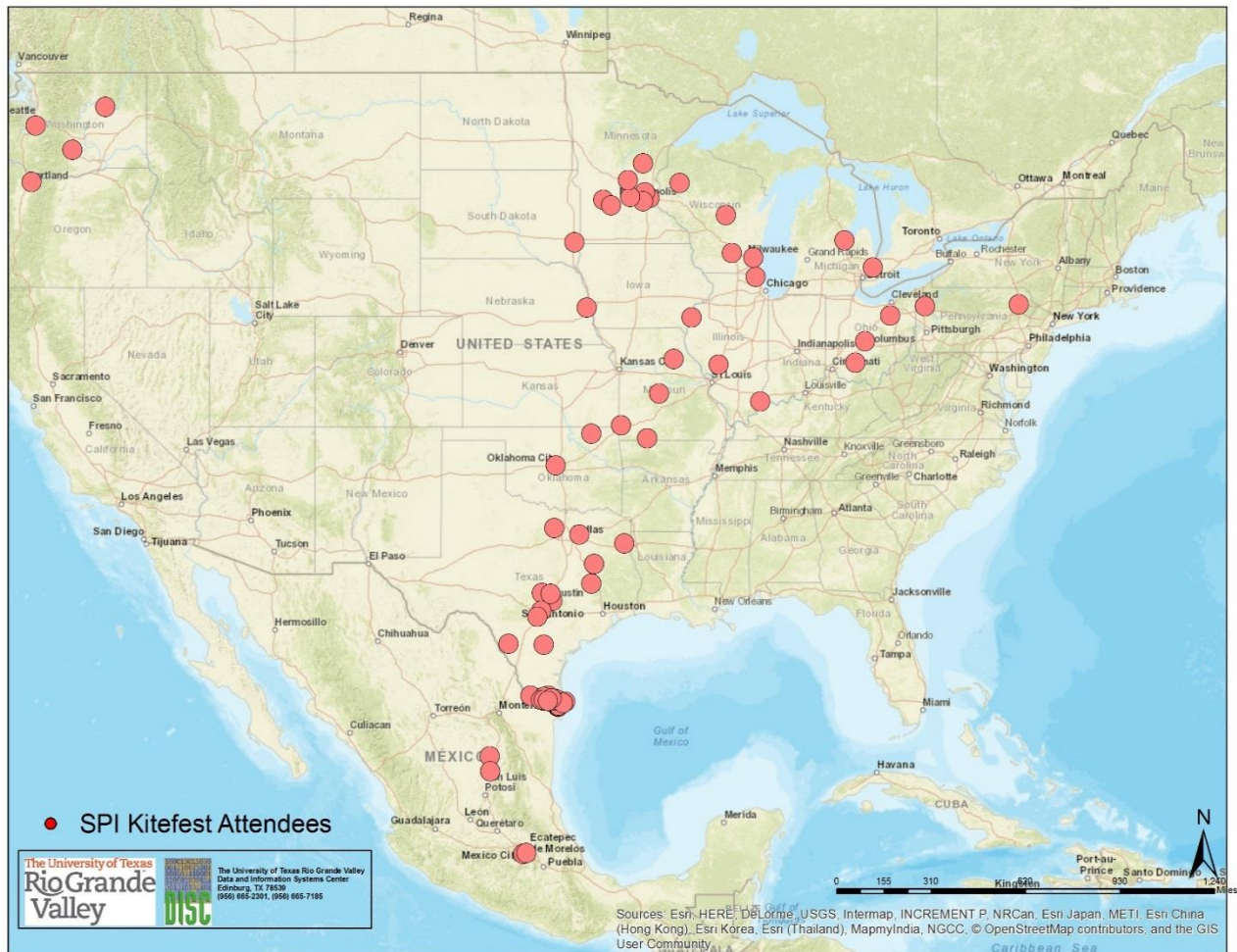


FIGURE 29. ZIP/POSTAL CODES OF KITE FEST ATTENDEES

## Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 4 about SPI Kite Fest guests at their facility. In total, six owner/managers responded to the survey and the results and averages of those reporting statistics are shown in Table 4.

**TABLE 4. SPI LODGING OWNER/MANAGER RESPONSES**

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to SPI Kite Fest attendees?	5.5	0 to 15	6
On average, how many people attending the SPI Kite Fest stayed in one room?	2.67	0 to 10	6
To the best of your knowledge, about how many nights did most SPI Kite Fest attendees stay at your lodging facility?	2.67	0 to 10	6
Please estimate the amount of dollars the average person attending the SPI Kite Fest spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$62.00	0 to \$69	6
Please estimate the amount of dollars the average person attending the SPI Kite Fest spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$8.00	0 to \$30	5
Please estimate the amount of dollars the average person attending the SPI Kite Fest spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$3.83	0 to \$10	6
In total, how many rooms does your facility have to rent?	72.33	10 to 150	6

The results indicate that an average of 5.5 rooms were rented per lodging facility, that Kite Fest attendees spent 2.67 nights with an average of 2.67 people per room. The average cost per room was \$62 and guests spent an average of \$11.83 on food and beverages. However, the responding lodging managers do not appear to be representative of SPI lodging units. For example, three of the six response came from facilities that reporting having a total of 19 or fewer rooms for rent. Thus, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers’ survey results.

Three lodging managers provided comments about the event for SPI officials, which are shown in Table 5.

**TABLE 5. SPI LODGING OWNER/MANAGERS**

PLEASE PROVIDE MORE INFORMATION TO HOTELS FOR THE EVENT
We don't receive many reservation specifically for kitefest but I'm sure majority of our winter texans enjoy the Kite Fest
Kite Fest is a wonderful event for Winter Visitors too!
Weather was not the greatest

## STR Report

Additional data to provide evidence about 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 during the Kite Fest 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.

The following figures show the hotel metrics for each day from January 7 to February 3 (the month trend) for this year as well as for the same time period as last year (the year trend).

The occupancy rates for the Kite Fest weekend from Thursday, February 1 through Saturday, February 3 are 69.7%, 68.9% and 74.3%, respectively, for an average rate of 71.0%. This rate is

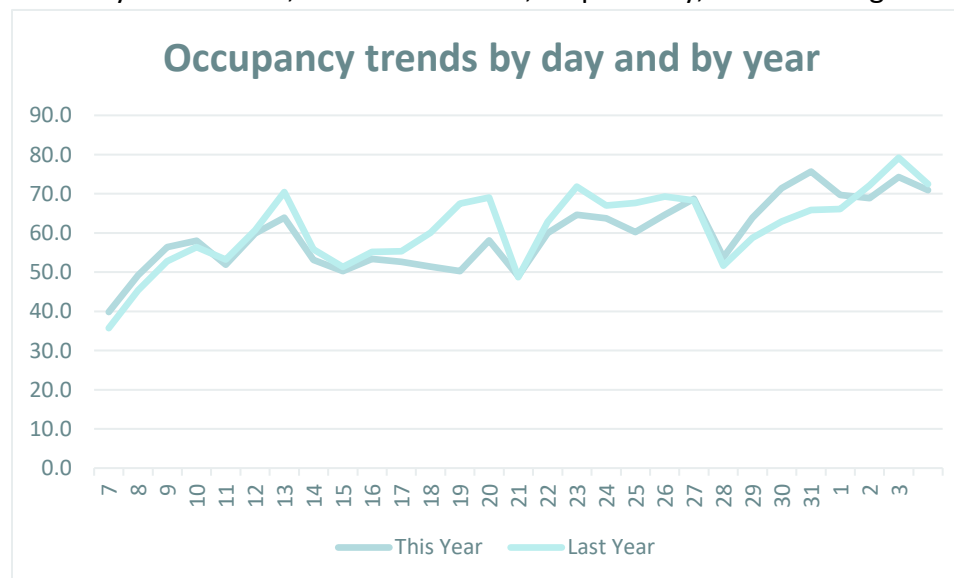


FIGURE 30. STR OCCUPANCY RATES BY DAY AND YEAR

lower than last year's rate of 72.5% for the same day period but is much higher than the month-long occupancy rate of 54.3% for this year and 55.5% for last year as seen in the trends Figure 28.

Overall, the average daily rate (ADR) of rooms during the Kite Fest period are higher than rates for most days in the month-long period for both this year and last year as shown in Figure 29. The ADR for the days of Kite Fest in 2018 averages \$77.10, lower than the ADR of \$78.20 for the same day period last year, but much higher than the month-long average ADR of \$71.61 this year and of last years' month-long ADR of \$70.43.

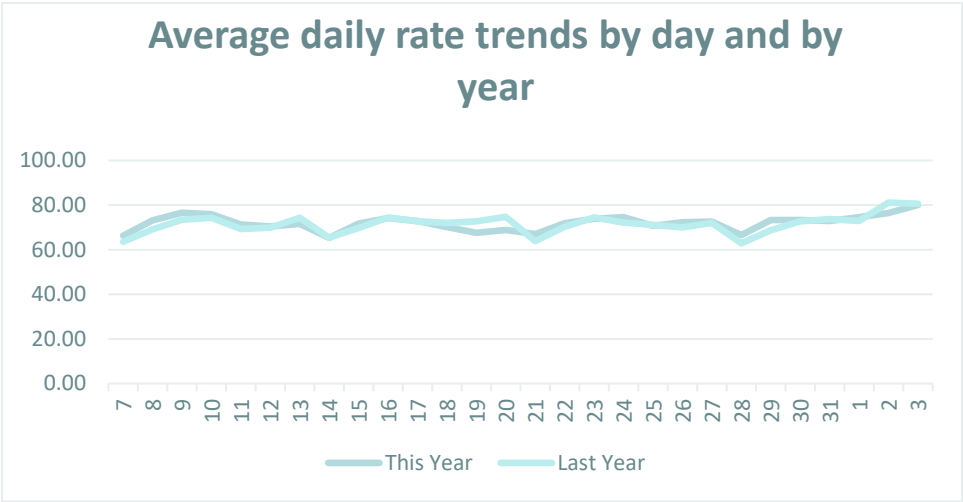


FIGURE 31. ADR TRENDS BY DAY AND YEAR

Next, Figure 30 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the three days of Kite Fest is \$50.61, which is higher than the month average of \$48.20 experienced during the same day-period last year. The Kite Fest

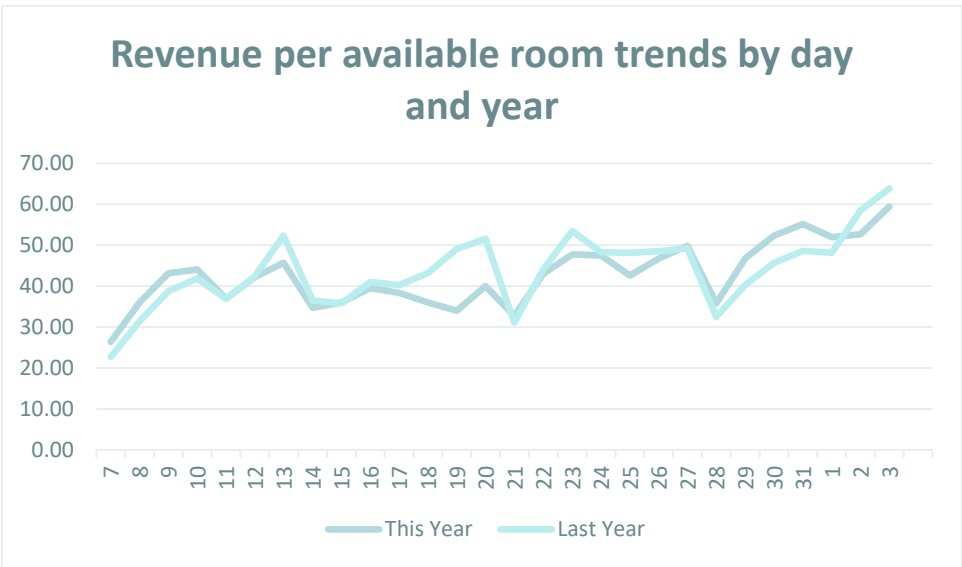
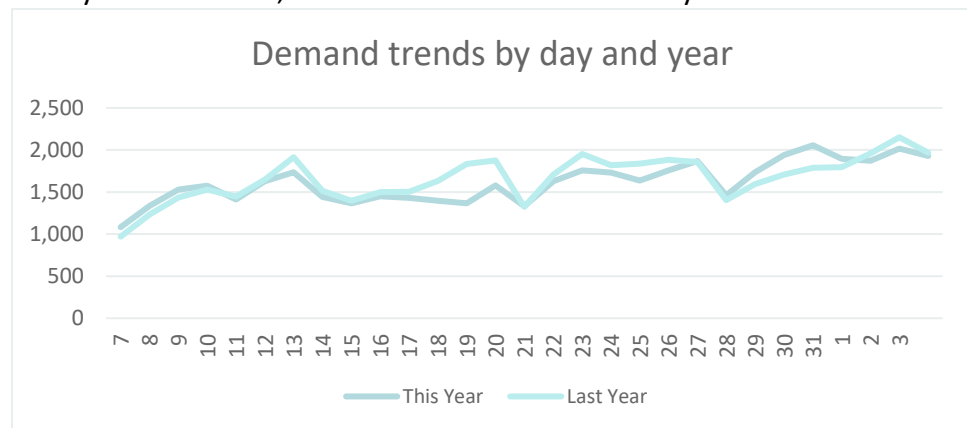


FIGURE 32. REVPAR BY DAY AND YEAR

RevPAR is also substantially above the month-to-date rate of \$38.89.

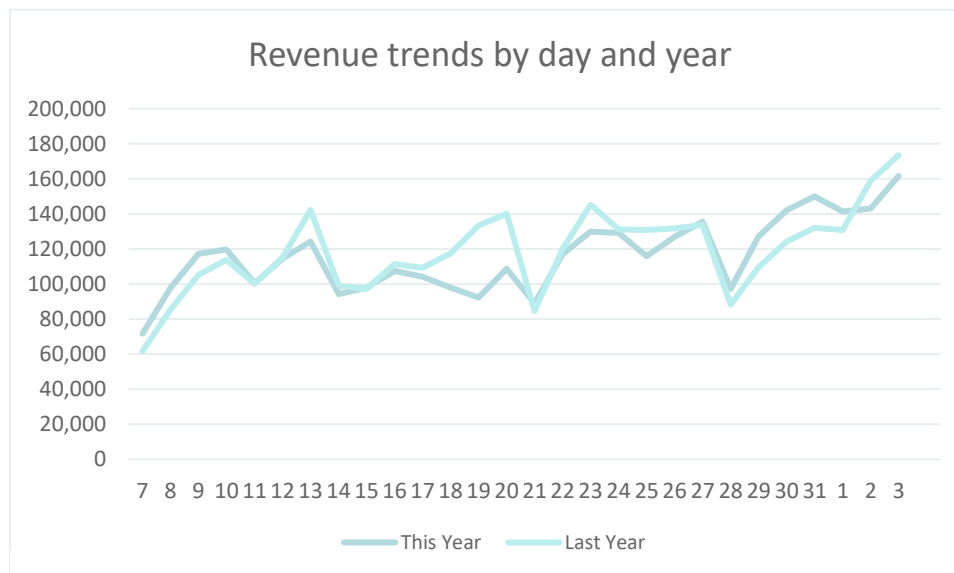


For the time period examined, Figure 31 shows the room demand trend. The average room demand for the three nights of Kite Fest is 5,783, which is 5.2% less than demand during the same three-day period last year. However, the room demand for each day of Kite Fest exceeded the month-long average daily room demand of 1,608 and last year's average daily demand rate of 1,650 room.



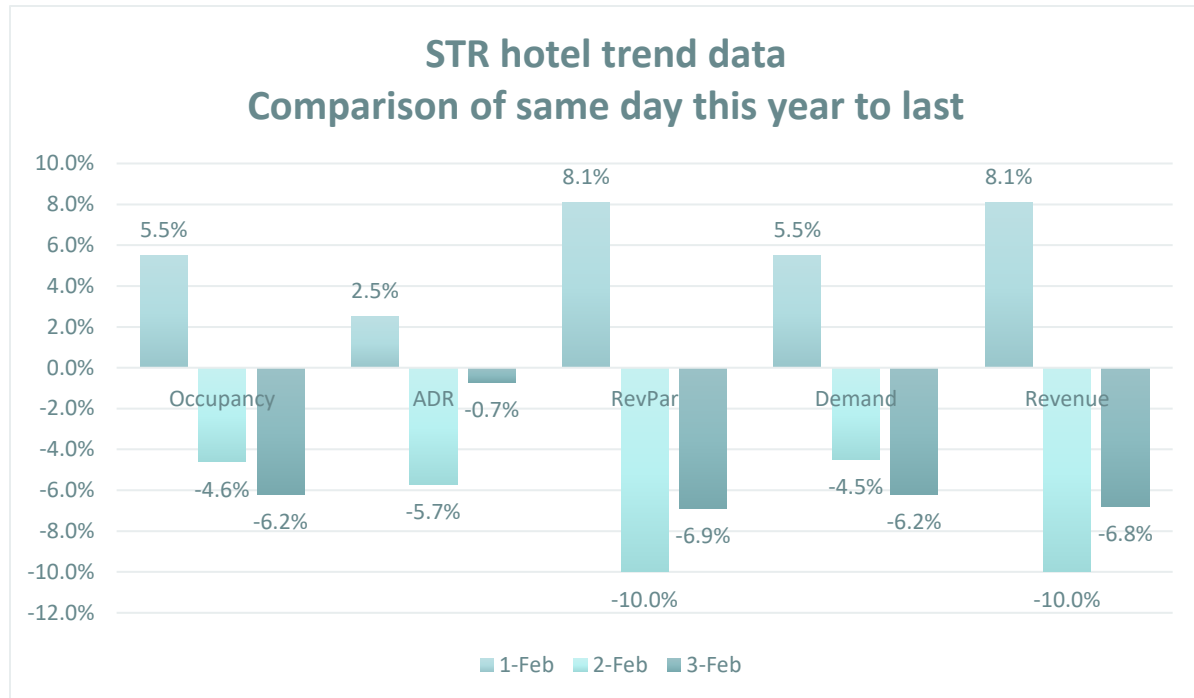
**FIGURE 33. DEMAND TRENDS**

The lodging revenue during the three days of Kite Fest was \$445,969, about 3.4% below the same 3-day total revenue of \$463,159 for the same period last year. Nevertheless, the average revenue for the Kite Fest days was higher than all but one other day for the month-long period and for all days in the prior year except For February 2<sup>nd</sup> and 3<sup>rd</sup>.



**FIGURE 36. REVENUE TRENDS BY DAY AND YEAR**

Figure 33 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the three-day period when SPI Kite Fest participants would have been spending the night on the Island.



**FIGURE 37. STR HOTEL TREND DATA 3-DAY COMPARISON**

In summary, all metrics on Thursday, February 1st of the 2018 SPI Kite Fest were much improved over February 1<sup>st</sup> of the prior year but were down for Friday and Saturday lodging comparisons. Kite Fest began on Thursday, February 2<sup>nd</sup> in 2017 and all the STR results suggest that the 2017 event generated higher metrics than did the 2018 event, although other factors may have accounting for the spike in 2017. For example, in 2017 there was a groundbreaking for the Sea Turtle Education Center and other events on the Island that may have accounted for the differences.

*To summarize the STR data, all results indicate a significant increase in occupancy, RevPar, demand and revenue only for Thursday, February 1<sup>st</sup>, the first day of 2018 SPI Kite Fest.*

**Note:** The STR data is derived from hotel owner/operator reporting from 10 SPI hotels for this year and 11 for last year. This represents 32.2 % of the census of 31 open hotels listed in the STR Census and 45% 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 South Padre Island (SPI) Kite Fest held on February 1<sup>st</sup> through February 3rd. The results of the study were obtained by administering a short survey, both online and onsite, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 489 surveys were attempted but 18 responses were eliminated because of household duplication as were responses for people who were not specifically on the Island for Kite Fest, resulting in 355 viable survey respondents.

A majority (77.5%) of survey completions came from people interviewed onsite at the Kite Fest outdoor performances on Friday, February 2nd and Saturday, February 3rd. The remaining 100 responses came from online survey takers. Demographically, the study sample was comprised of predominately married females who were an average of 62 years of age, had at least some college education, were retired, had a household income above \$50,000, and identify ethnically as white. Geographically, a large majority of respondents were from the US (88.7%) although about 10.4% were from Canada. The average number of miles traveled by survey participants to attend the event was 271 miles, with 28.7% spending an average of 1.15 nights on SPI.

By combining the actual number of people observed to attend the combined 3-day Kite Fest events with survey results, the SPI Kite Fest likely generated about 620 SPI room nights. With an average total lodging expenditure per household of \$421, the Kite Fest households who spent the night on the Island, spent about \$226,644 for lodging in total, resulting in about \$32,931 in total Hotel Tax with 10.5%, or \$20,340, the City's share. While it is impossible to know the actual number of lodging rooms booked as a result of the SPI Kite Fest, the lodging manager's survey and the STR Destination Report data for the period supports the study's finding that the event did significantly affect rooms booked during the event weekend.

Moreover, spending on food and beverage also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$434,683 should have yielded \$33,128

in sales tax at the 8.25% rate or \$8,031 for the City at a City tax rate of 2%. Other spending of \$457,594 generated \$34,874 in tax revenue with \$8,454 as the City's share. In all, the City of SPI should have received a total of \$36,825 in tax revenue, a 66.3% return on the \$22,150 cash investment provided to the event organizer.

Gladly, most SPI Kite Fest 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 Kite Fest. This suggests that while the SPI Kite Fest resulted in significant direct spending during the event weekend, the overall SPI experience of the event attendees will likely result in many returning to the Island for future vacations.

## Appendix A: Survey

SPI Kite Fest Survey, February 1– 3, 2018																																																			
<p>This survey is designed to understand your household experience and spending during the South Padre Island Kite Fest. Only the <i>one person, older than 18, best able to report on spending for all people in your household who are at the Kite Fest</i> should complete this survey. The responses are very important to planning events in the future. As a thank you for your cooperation, you will have a chance to enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Only one entry per household. All responses are confidential and individual information will not be included in survey results or shared with others. For questions about this survey, contact The Business and Tourism Research Center at The University of Texas Rio Grande Valley at <a href="mailto:businessresearch@utrgv.edu">businessresearch@utrgv.edu</a> or call 956.665.2829.</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, please return this survey. We thank you!</p> <p>2. Did you come to South Padre Island specifically for the SPI Kite Fest? <input type="checkbox"/> Yes <input type="checkbox"/> No: if not, why did you come to the Island? _____ If no, please return this survey. We thank you!</p> <p>3. About how many miles did you travel just to attend the SPI Kite Fest? <input type="text"/> miles</p> <p>4-5. Which of the following best describes your participation in the SPI Kite Fest (Check all that apply)?  <input type="checkbox"/> Attended indoor performance <input type="checkbox"/> Attended banquet  <input type="checkbox"/> Outdoor spectator <input type="checkbox"/> Kite Fest volunteer/staff  <input type="checkbox"/> Did not attend Kite Fest <input type="checkbox"/> Other (Specify) _____</p> <p>6. Including yourself, how many people from your household attended the SPI Kite Fest? <input type="text"/> Number in household</p> <p>7. How many nights did you (or will you) spend on South Padre Island while attending the SPI Kite Fest? <input type="text"/> nights</p> <p>8. Where are you staying (or did stay) while on South Padre Island for the SPI Kite Fest?  <input type="checkbox"/> Hotel/motel (1) <input type="checkbox"/> Rented condo/beach house (2)  <input type="checkbox"/> Campground/RV park (3) <input type="checkbox"/> Rented a room (4)  <input type="checkbox"/> Friend/family's home (5) <input type="checkbox"/> My own SPI residence (7)  <input type="checkbox"/> Other (please specify) _____ (6)</p> <p>9. For each of the following categories of expenses, please give your best estimate of the total amount you and your household have (or will) spend during your entire time on South Padre Island for the Kite Fest. (List only the total dollar amounts spent while 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> <tr> <td>Total</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> <table border="1"> <thead> <tr> <th>Not at all likely</th> <th>0</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th>8</th> <th>9</th> <th>10</th> <th>Extremely likely</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></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)	\$	Total	\$	Not at all likely	0	1	2	3	4	5	6	7	8	9	10	Extremely likely														<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 the Kite Fest event?</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 either the Kite Fest or your stay on South Padre Island? (write on back page)</p> <p>15. What is your home zip or postal code? _____ code</p> <p>16. What is your home country?  <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</p> <p>19. What is your marital status?  <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?  <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?  <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?  <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)  <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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Total	\$																																																		
Not at all likely	0	1	2	3	4	5	6	7	8	9	10	Extremely likely																																							
<p>To enter the prize drawing for a 2-night stay at the Schlitterbahn Beach Resort, please provide contact information. This contact information is confidential, will not be shared, and will be deleted after the prize drawing.</p> <p>Name _____</p> <p>Phone number: _____</p> <p>Email: _____</p> <p>Winners will be notified no later than 2 weeks after event.</p>																																																			
<p>THANK YOU VERY MUCH!!!</p>																																																			



## Appendix B: Respondent suggestions for improving stay on SPI

Another bridge	Helicopter rides	More music events
Arts and crafts vendors	Horseback riding too expensive	More nightly entertainment
Awesome as is	Improvements on shuttle, taxi, etc. transportation. Logging updates.	More organized parking
Bad weather	it's good now	More parking options for RV
Bayside bike lanes	Keep the beach houses.	More places to stay
Beach access	Keep the flats at better conditions	More RV rental space
Beer vendors	Keeping these flats nice.	More sun
Beer vendors	Kite workshops to learn how to fly 2 & 4 string kites	More sunshine
Better parking	Limit the development on beaches	More vendors and organized parking
Better parking for beach access.	Love SPI!!	More wheel chair accessible to the beaches
Better parking options for the festival	Make kite fest bigger	More wildlife protection
Better sanitary in restrooms	maybe set up a few rows of handicap parking at the outdoor kite festival	N/a
Better Staff	More advertising throughout valley.	N/a
Bleachers for kite fest	There wasn't anything in The Monitor or local news stations.	N/A
Calendar of all events on spi	Usually weatherman will mention how weather will affect events and it was not mentioned. I was looking for it on South Padre site.	N/a
Can't say now	More bathrooms	Na
Casino	More beach access roads.	Na
Chairs for rent	More big kites-very few kites 2nd day	NA
Cheaper food prices	More coffee places & more organic store.	NA
Circulating vendors	More coffee shops	Na
Clean out more of the seaweed	More coupons	Needs better organization as where to sit and where to park
Construction	More events	No
Construction	More events	No
Difficult to hear announcer from where we were seated.	More Events such as sailing and kite fest	No
Doesn't like paying for beach access	More family events	No
Easier access to the visitor center	More food	No
Easier beach access	More Food trucks	No
Fix roads	More food vendors	No
Fix roads	More free giveaways	No
Free Stuff	More horseback riding	No
Good so far	More interaction for public who wants to fly their kites	No
Good weather		No
Hand sanitizer		No
Hand sanitizer on toilets		No
Have a more accessible website so we can know what night clubs are doing.		No
Have more food vending tents		No
Have signs to help navigate		No

No	None	Purse hangers at bars
No	None	Rent kayaks.
No	None	Sanitizers in porta potties
No	None	Shorter surveys. More alcohol, food trucks
No	None	Snorkeling
No	None	Some water
No	None	Stop having the police pull people over for the slightest offense and the speed limits are just an excuse to pull people over and make money off the tourist. Nothing says we are just trying to fleece money from you like being pulled over by the police and issued tickets for such minor offenses....
No	None	Super amazing
No wind	None	The fee to enter the beach
None	None	They can use better signs to locate the kite fest
None	None	Warmer
None	None	Warmer weather
None	None	Warmer weather
None	None	Weather
None	none it was great to have directed parking	Weather
None	Nonr	
None	Parking by condo	
None	Parking could be better organized.	
None	Parking fee	

## Appendix C: Kite Fest respondents' current zip or postal codes

16145	54868	62626	75826	78516	78578	98908
18512	54942	64803	75872	78520	78579	99133
19975	55057	65072	75882	78521	78582	
38017	55069	65275	76073	78523	78583	
43081	55113	65625	76634	78525	78586	
44281	55303	65658	77077	78526	78589	
45123	55345	65672	77541	78527	78593	
45331	55349	65775	77620	78537	78596	
47620	55447	67209	77864	78538	78597	
48039	56031	68116	78071	78539	78599	
48071	56222	68154	78083	78541	78641	
48359	56277	70600	78133	78542	78654	
48706	56342	72719	78237	78550	78704	
49913	56379	73130	78258	78552	78758	
50036	57014	73132	78382	78553	78834	
50112	57104	74006	78404	78559	78859	
50671	57719	74017	78418	78561	79005	
52650	59718	74019	78501	78570	80516	
53066	60073	74330	78502	78572	81005	
53188	60404	75032	78503	78573	87104	
53590	61013	75248	78504	78574	97230	
54467	61356	75671	78507	78577	98003	

# SPI Marathon 2017



## Event Attendance

1,890 attendees  
735 households  
1,194 room nights  
12.1% change in event days YoY occupancy



## DEMOGRAPHICS

Average age 40  
Average Income:  
75.9%  
\$50,000 or more

**\$40,000**

CVB investment

**\$789**

Average spent  
per household



2.57 visitors  
per household

2.14 nights  
on SPI

**\$579,700**

Total spending

**City tax  
share**

10.5% Lodging = \$17,567  
2% F&B sales tax = \$2,535  
2% Other sales tax = \$4,559  
Total = \$24,661

**Total tax ROI = -38.3%**  
Lodging only ROI = -56.1%



## SPI Experience

**69.2** NET PROMOTER SCORE  
likely to recommend  
South Padre Island

**94.6%** Likely to  
return

**95.9%** Satisfied  
with SPI





# South Padre Island Marathon

November 10-12, 2017  
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

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# Executive Summary and Survey Highlights

This report details the measured economic impact of the 2017 South Padre Island (SPI) Marathon held on November 10<sup>th</sup> – 12<sup>th</sup>. Promoted by Jailbreak Race Events with \$40,000 funding support from the SPI Convention and Visitors Bureau (CVB), organizers expected to attract 3,850 total room nights. To examine the spending of SPI Marathon 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 online and onsite with 76.1% completed onsite. Although 409 respondents attempted the survey, 368 were considered SPI Marathon attendees so were used in the analysis. Of those responses, 84% were completed by marathon registrants.

Demographically, the study sample has an average age of 40 years, is predominately female (60.7%), married (64.3%), college educated (66.2%), works full-time (81.2%), has a household income above \$50,000 (75.9%), and is Hispanic (67%). They are primarily from the US (91.8%) although 8% came from other countries, especially Mexico. On average, survey participants traveled with an average of 2.57 people for an average of 300 miles. A large percentage (74%) of survey respondents are considered promoters of the Island to others with 94.6% likely to return to SPI for a future vacation and 95.9% satisfied with the overall SPI experience.

Importantly, the survey analysis found that each household group attending the 2017 SPI Marathon spent an estimated average of \$789 while on the Island or, considering the participants, volunteers and spectators attending the event, a total of \$579,700. This total spending resulted in total sales tax of \$57,704, with the City's share \$24,661, which is a 38.3% loss on the \$40,000 invested by the CVB in the event.

Separately, lodging is the highest per household expenditure category with 76% reporting spending money on SPI lodging and staying an average of 2.14 nights, generating 1,194 total room nights, most of which were in hotels (61.7%). With the average weighted lodging expenditure of \$266 per household, event households spent a total of \$195,744. Of the total



lodging expenditure, 17% or \$28,441 was for the Hotel Occupancy Tax (HOT), and 10.5%, or \$17,567 goes to the City. Moreover, the estimated total spending on food and beverage of \$137,207 and \$246,748 on other purchases, resulted in about \$29,262 in taxes at the 8.25% rate or \$7,094 at the City's 2% tax rate. The combined City's share of all tax revenue is \$24,661, which represents a 38.3% loss on the \$40,000 investment provided to the SPI Marathon organizer as seen in the table below.

## Summary of Key Performance Indicators (KPI)

<i><b>KPI</b></i>	<i><b>Result</b></i>	<i><b>Description of KPI</b></i>	<i><b>Page</b></i>
<b>CVB investment</b>	\$40,000	Amount of funding provided by CVB to event promoter	P2
<b>Total spending</b>	\$579,700	Total spent by event households	Table 1, P11
<b>Average spent per household</b>	\$789	Weighted average spent per household	Table 1, P11
<b>Number of households</b>	735	Number of households at event	P7
<b>Number in household</b>	2.57	Number of people in household group at event	Figure 8, P9
<b>Nights on SPI</b>	1.14	Average number of nights spent on SPI	Figure 9, P10
<b>Lodging tax</b>	\$17,567	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P13
<b>F&amp;B sales tax</b>	\$2,535	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P13
<b>Other sales tax</b>	\$4,559	City share of total sales tax revenue	Table 2, P13
<b>Total City tax share</b>	\$24,661	Total City tax revenue from event	Table 2, P13
<b>Total tax ROI</b>	-38.3%	<i>Return on CVB investment considering all taxes</i>	Table 2, P13
<b>Lodging only ROI</b>	-56.1%	Return on CVB investment considering HOT only	Table 2, P13
<b>Net Promoter Score</b>	69.2	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 14, p15
<b>Likely to return</b>	94.6%	Percent somewhat or extremely likely to return to SPI	Figure 15, p16
<b>Satisfied with SPI</b>	95.9%	Percent somewhat or extremely satisfied with SPI	Figure 16, p16

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# SPI Marathon Economic Impact

## Introduction

The South Padre Island (SPI) Marathon was held November 10-12, 2017 and consisted of three runs: a Taquito 10K Beach Run on Saturday, November 11<sup>th</sup>, the SPI Half and the SPI Marathon, both on Sunday, November 12<sup>th</sup>. Event registration was held at Schlitterbahn Beach Resort Friday, November 10 from 4 to 7pm and Saturday, November 11, from 9am to 3pm. The Taquito 10k run took place on the SPI beach, beginning at Park Road 100. The Marathon and half marathon began in Port Isabel at 6:30am, proceeded over the Queen Isabella Causeway then across the Island, ending at Clayton's Beach Bar. Shuttle service was provided for runners prerace from the hotel and SPI Convention Center to the Port Isabel starting line, from Schlitterbahn Beach Resort to the finish line from 8am to 2pm, and from the SPI Convention Center and Andy Bowie Park to Schlitterbahn Beach Resort from 10am to 3pm to various running locations.

The SPI Marathon was organized by JailbreakRace Events/dba South Padre Marathon which had originally requested, \$90,000 from the SPI Convention and Visitors Bureau (CVB), with \$80,000 covering marathon expenses, including promotional expenses, and \$10,000 for transportation costs. With the funding, the organizer expected that 12% of the total event costs would be covered by Hotel Occupancy Tax (HOT). The event organizer expected to attract about 11,000 people with about 60% using SPI lodging and 46% staying for two nights. Assuming 2.5 people per room, this estimate would equal about 2,640 SPI rooms rented in one night or 3,850 total room nights.

This expected number of rooms rented differs somewhat from the room nights realized in past SPI Marathons: an estimated 2,914 hotel rooms in 2015 and 1,509 hotel rooms in 2016, which did not include condo, house, or room rentals. Ultimately, the organizer was provided with \$40,000 for the event rather than the requested amount.

To promote the event, the organizer had expected to create more than 10 media press releases, and spend promotional dollars on Radio, TV, Website, social media, at expos, weekly newsletters, podcasts, billboards, and in *Runner's World Magazine*. The primary regions of promotional efforts were to be in Texas, Austin, San Antonio, Houston, and Dallas-Fort Worth, although social media campaigns were designed to target Northern Mexico and Monterrey.

# Method

To estimate the economic impact of the SPI Marathon, UTRGV researchers conducted a survey (see Appendix A) among marathon attendees on SPI on Saturday November 11<sup>th</sup> and Sunday, November 12<sup>th</sup>. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort. Survey completions were achieved using several methods. First, the event organizer was asked to send two different emails to Marathon registrants: the first email was sent prior to the event to alert registrants of the upcoming survey request and the second email provided the survey link and invited survey participation. Next, the event organizer was to have placed note cards inviting survey participation (see Figure 1) at the registration table to distribute to race participants as they collected their registration packets.



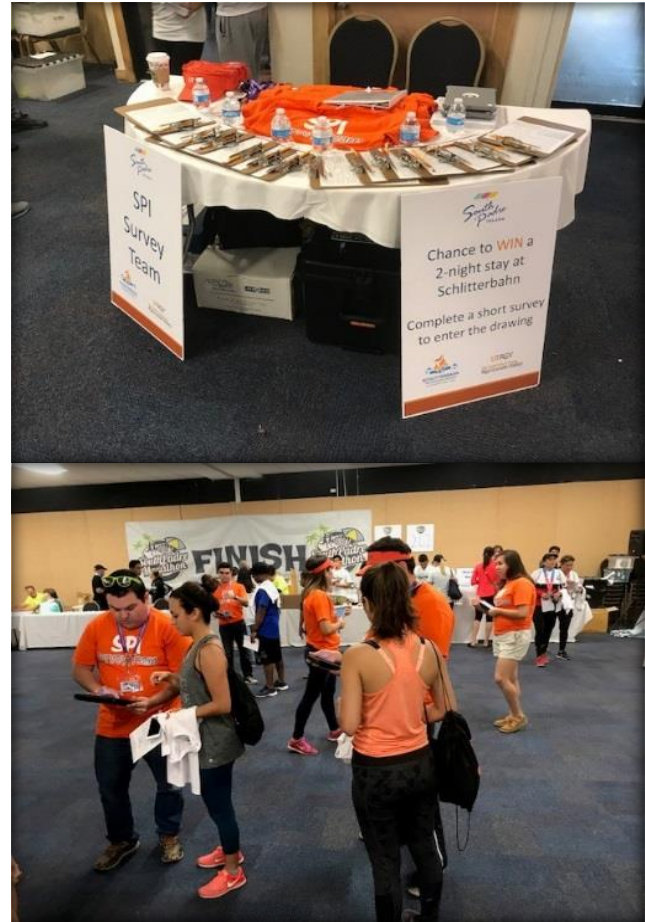
FIGURE 1. SURVEY NOTE CARDS



## Interviews

Then a team of 10 trained interviewers and one supervisor attended the SPI Marathon expo/registration held at Schlitterbahn Beach Resort on Saturday, November 11<sup>th</sup> during operation hours from 9am to 3pm. All race participants were required to register at the expo, so the venue was the best time and place to reach as many of the race participants as possible.

The team of interviewers was visible at the expo by way of a survey team table at the registration site. Visibility of the interviewers was also facilitated by wearing bright orange t-shirts and visors. Interviewers approached



potential respondents in a professional manner and used iPads to electronically record survey responses. As well, hard copies of the survey were available for respondents who preferred that format or if electronic entry was not possible.

On Sunday, November 12, a team of 10 interviewers were on site along the marathon route but primarily at the finish line from 8am until noon to interview marathon attendees.

Additionally, an online banner ad inviting anyone within a 2-mile radius of Port Isabel and South Padre Island on both November 11<sup>th</sup> and 12<sup>th</sup> through Google AdWords was purchased to encourage further participation in this survey.

Anyone who searched for key words

such as SPI

Marathon

was

presented

with the

display ad

highlighting

the

opportunity to enter the drawing by

completing the online survey (see Figure 2).



Altogether, this methodology yielded 409 responses: 292 responses were from onsite interviews (16 were from hard copies onsite), and 117 from direct entry into the URL provided.



FIGURE 2. THREE DIFFERENT VERSIONS OF THE ONLINE AD FOR SURVEY (Ad format dependent on device)

## Results

A total of 409 respondents were recruited for this study. Most survey completions (76.1%) were obtained through onsite interviews while 23.9% of respondents participated in the survey individually online as shown in Figure 3.

The questionnaire contained several filter questions designed to eliminate nonqualified study participants. The first filter question was to eliminate multiple responses from a single household. This filter eliminated only two respondents. The next filter question was designed to eliminate potential respondents who had not visited SPI because of the SPI Marathon, thus their Island

expenditures would not be directly attributable to the SPI Marathon. This questionnaire filter eliminated 34 respondents or 8.4% of all surveys attempted. Other than being at SPI for the marathon event, reasons given for being on the Island included:

Haven't been there, I just want to know what roads are closed, I live here, vacation, lunch, party, recreational purposes, running, shopping, surveys, to support a friend and Winter Texans.

The final filter was designed to eliminate respondents who live on the Island and would not likely be spending money solely because of the event. In total, the filter process left 368 viable respondents out of 409 or 90% who were from out of the immediate SPI area and who had come to the Island for the SPI Marathon.

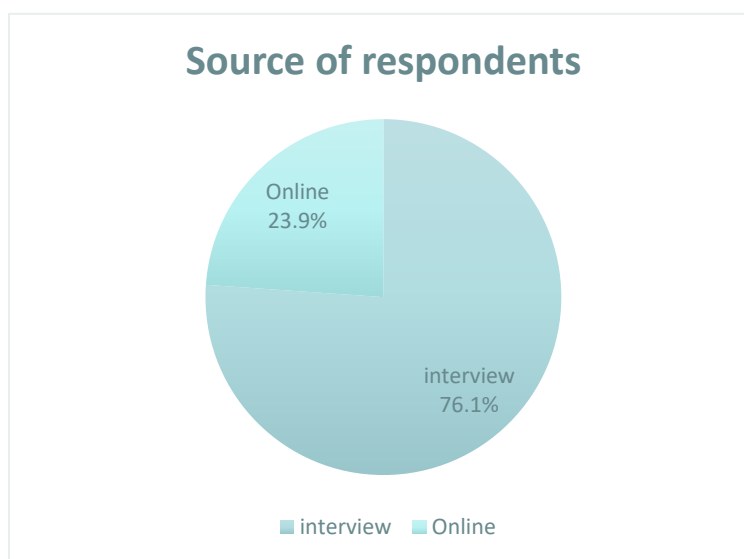


FIGURE 3. SOURCE OF STUDY RESPONDENTS



## Estimating attendance

The following results are for all 368 survey respondents who were on South Padre Island specifically because of the SPI Marathon 2017. The results in this section are grouped into three response-type categories: All data results, results from onsite interviews only, and results from online responses only.

In this study, attendees of the SPI Marathon were classified as registered participants, spectators, volunteers/staff, and others. Thus, if the number of registered participants is known, the number of event attendees can be determined, using the ratio of registered participants to other event participation types. The survey results of participant type, shown in Figure 4, indicate that most attendees were runners (84% of all respondents). The SPI Marathon organizer's total of 1,516 marathon participants and 150 volunteers for a total marathon participation of 1,666 was used to determine the number of marathon attendees by applying the ratios of number of spectators (11.7%) and non-attenders (1.1%) found by the study (Figure 4). This results in an estimated event attendance of 1,890. Next, because the standard unit of analysis is the household, the number of households at the event was determined by dividing the total 1,890 attendees by the average reported 2.57 household group size (see Figure 8) to arrive at a total of 735 households at the event.

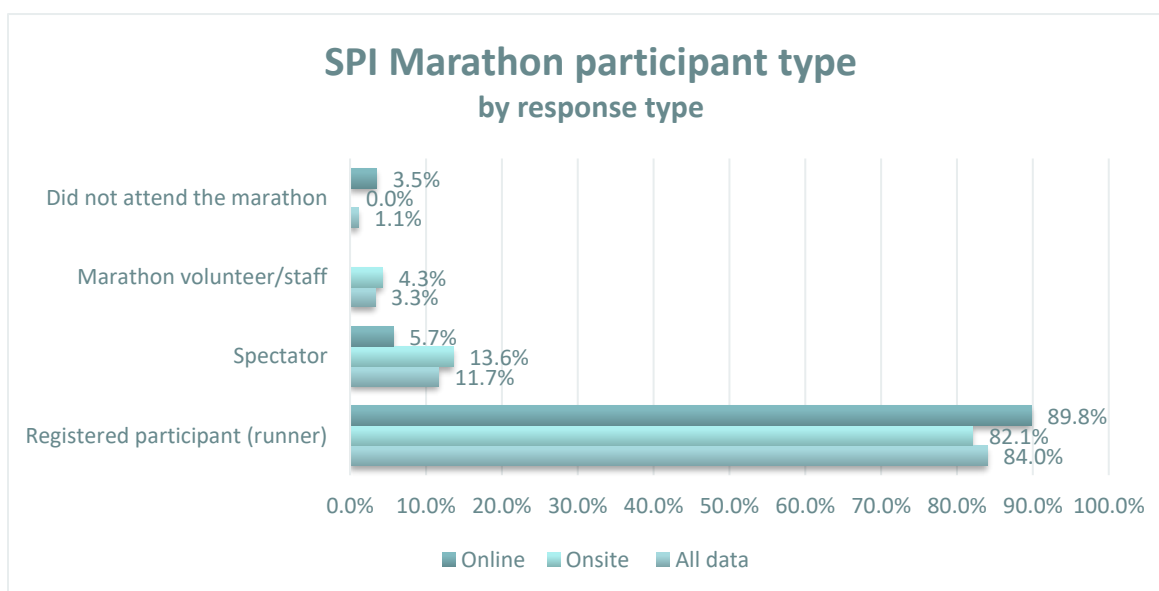


FIGURE 4. SURVEY RESPONSE TO MARATHON PARTICIPATION TYPE

From the survey, most registered participants reported running in the half marathon (68%) while 21% ran in the full marathon and 12% ran in the 10K race, as shown in Figure 5. More onsite versus online respondents ran in the 10K race and more online respondents ran in the full marathon race.

These survey results can be compared with results provided by the SPI Marathon organizer. Figure 6 shows that 59.2% of the runners had registered for the half marathon versus survey findings of 68% half marathoners (see Figure 5). A total of 25.7% of event

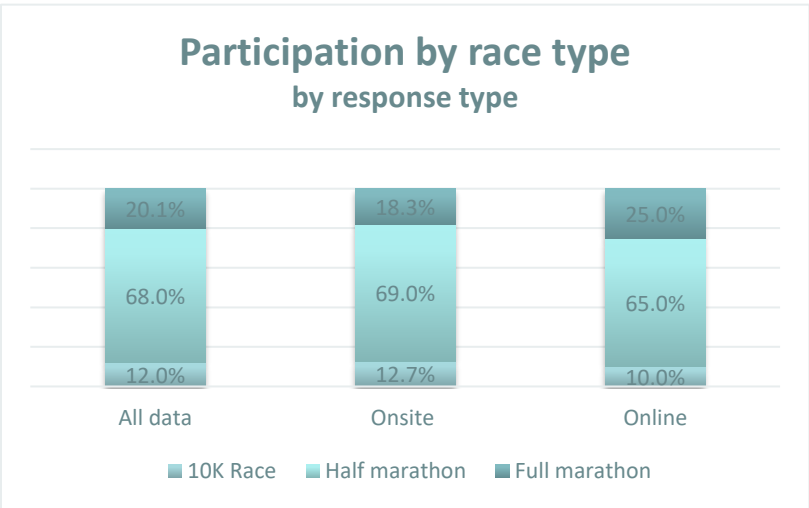


FIGURE 5. SURVEY RESPONSE FOR TYPE OF RACE

participants had registered for the 10K versus 12% of survey participants and 15.1% had registered for the full marathon versus 20.1% found in the survey. These findings indicate that the 10K runners were less represented in the survey.

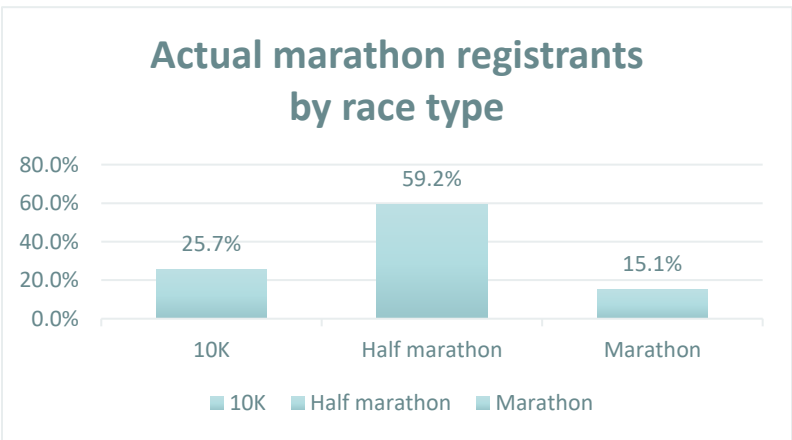


FIGURE 6. ACTUAL MARATHON REGISTRANTS BY RACE TYPE

## Survey participants and SPI stay characteristics

### Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles they traveled to the event (Figure 7), how many people were in their household (Figure 8), how many nights they spent on SPI (Figure 9), and where they stayed while at the SPI Marathon.

Data featured in Figure 7 shows that, on average, study participants traveled 300 miles to attend the event, although distances traveled ranged from 12 miles to 2300 miles.

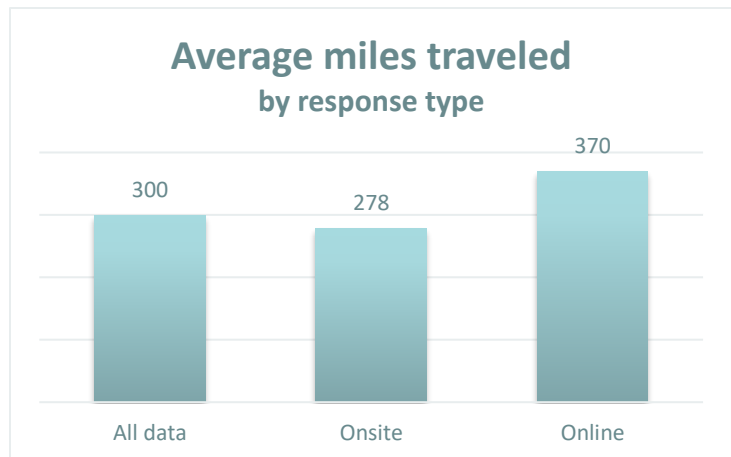


FIGURE 7. AVERAGE NUMBER OF MILES TRAVELED TO SPI

Figure 8 shows the average number of people per household traveling to the marathon is 2.57, although the reported number of household members ranged from 1 to 15 and onsite study participants were more likely to spend more nights on the Island than did online respondents.

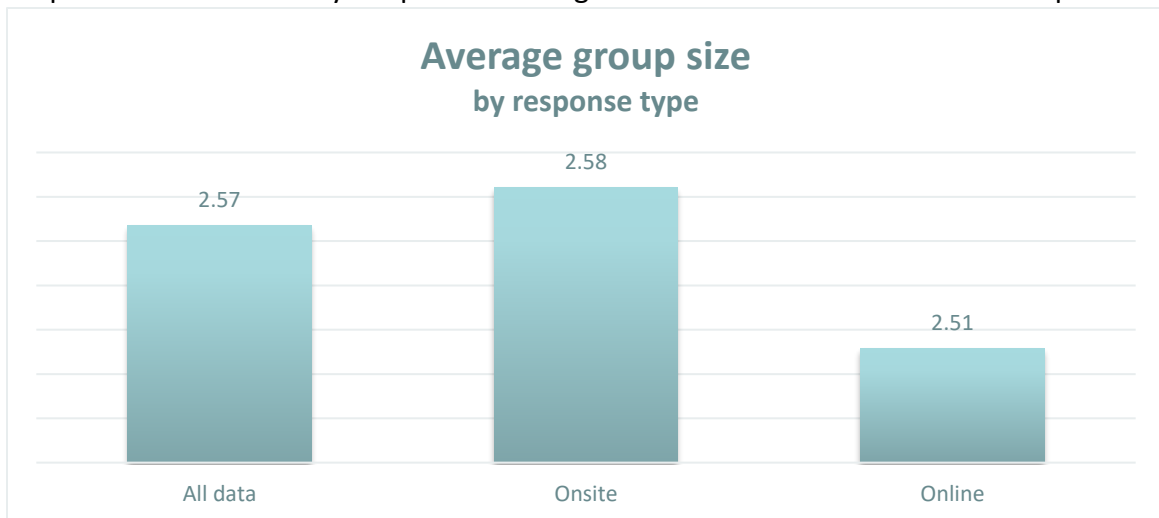
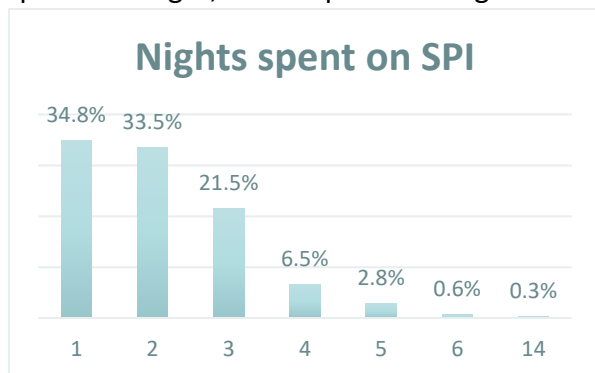


FIGURE 8. AVERAGE NUMBER OF PEOPLE IN GROUP

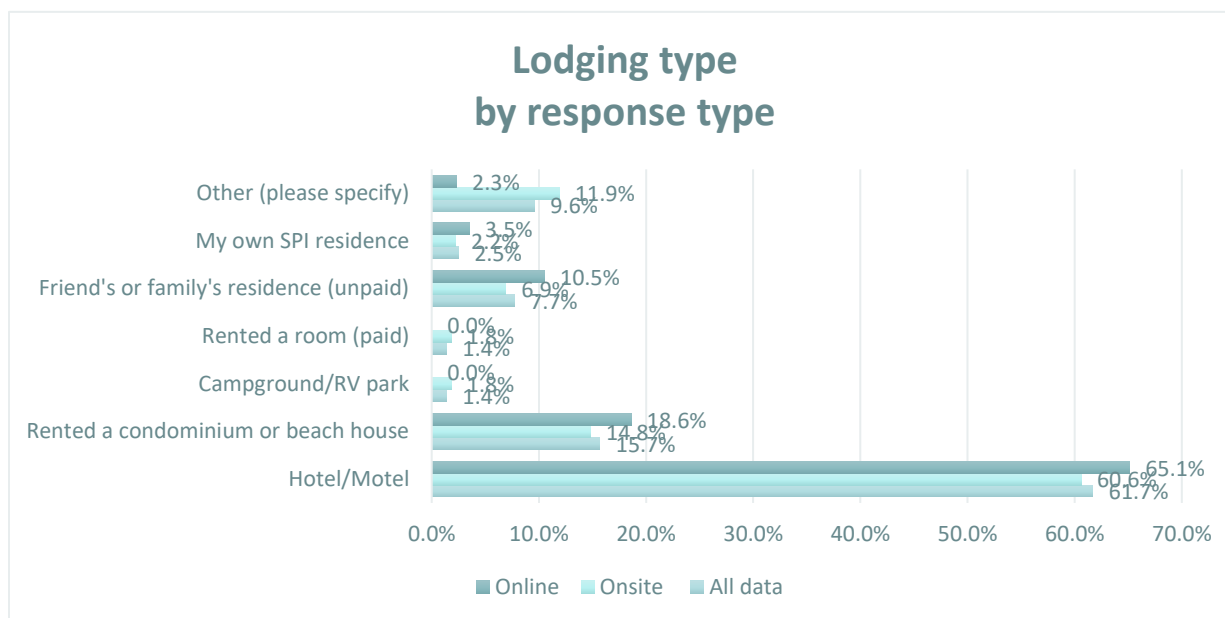
A total of 325 of the 368 (88.3%) survey respondents on SPI for the marathon, reported spending an average of 2.14 nights, with onsite respondents spending fewer nights, on average than online respondents, as shown in Figure 9.

Figure 10 breaks down the number of nights spent on SPI: 34.8% of survey respondents spent one night, 33.5% spent two nights and

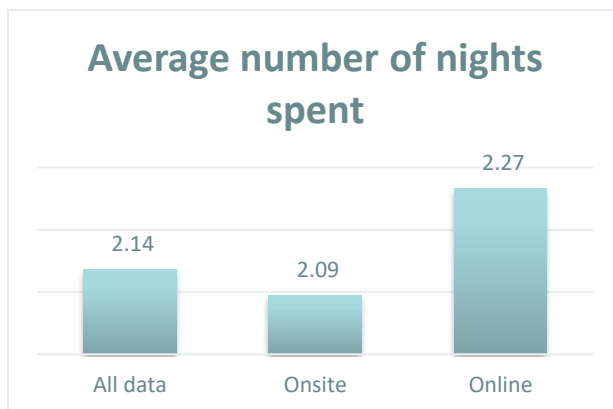


**FIGURE 10. NIGHTS SPENT ON SPI**

While at SPI, most respondents stayed in hotels (61.7%) or in a rented condo/beach house (15.7%) as shown in Figure 11. Most respondents in the “other” category (9.6%) reported having traveled back home rather than spending the night on SPI.



**FIGURE 11. LODGING TYPE**



**FIGURE 9. AVERAGE NUMBER OF NIGHTS SPENT ON SPI**  
21.5% spent three nights on SPI. Two respondents reported spending six nights and one spent 14 nights on the Island.



## Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. Because not all respondents spent money in each category, the average reported spending in each category is multiplied times the percentage of respondents who did spend money in the category to arrive at the total weighted spending. This amount is then multiplied times the number of estimated households to get the total spending in each category. For example, as shown in Table 1, the average spending on food and beverages (F&B) by the 96% of respondents who reported buying F&B was \$187 for a total spending of \$137,207 for all attending households and about 76% of respondents reported spending an average of \$266 on lodging for a total of \$195,744 spent on lodging by all attending households. Note that the 17% HOT rate was added to the amount reported by respondents for lodging while all other spending is assumed to have taxes included. As Table 1 shows, households spent an average of \$789 for a total spending on SPI of \$579,700.

**TABLE 1. SPENDING BY EXPENSE CATEGORY**

Expenditure category	Total average spending	% spending in category	Weighted spending	Total spending
<b>Food &amp; Beverages</b>	\$ 195	0.96	\$ 187	\$ 137,207
<b>Night life</b>	\$ 101	0.33	\$ 33	\$ 24,315
<b>Lodging</b>	\$ 350	0.76	\$ 266	\$ 195,744
<b>Attraction entertainment</b>	\$ 171	0.30	\$ 52	\$ 38,220
<b>Retail</b>	\$ 111	0.57	\$ 64	\$ 47,040
<b>Transportation</b>	\$ 89	0.87	\$ 78	\$ 56,986
<b>Parking</b>	\$ 33	0.03	\$ 1	\$ 791
<b>Admission fees</b>	\$ 94	0.32	\$ 30	\$ 21,840
<b>Clothing</b>	\$ 92	0.35	\$ 32	\$ 23,728
<b>Groceries</b>	\$ 76	0.46	\$ 36	\$ 26,460
<b>Other</b>	\$ 78	0.13	\$ 10	\$ 7,368
<b>Total</b>	<b>\$ 1,392</b>		<b>\$ 789</b>	<b>\$ 579,700</b>

In general, onsite respondents spent more than online respondents on food and beverages, nightlife, retail, transportation, clothing and groceries. Online respondents spent more on attractions and entertainment and slightly more on lodging than id onsite respondents as shown in Figure 12.

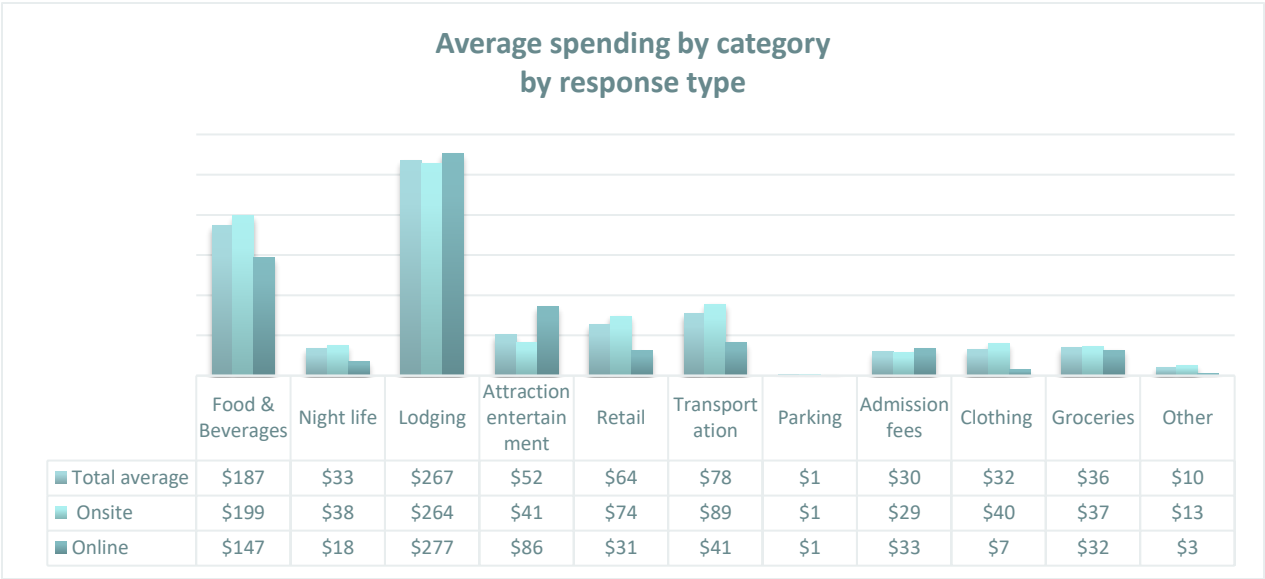


FIGURE 12. AVERAGE SPENDING BY SPENDING CATEGORY BY RESPONSE TYPE

In total and as Figure 13 shows, survey respondents who attended the SPI Marathon spent an average of \$789 dollars on SPI with onsite respondents estimating they spent \$825 versus online respondents who indicated spending an average of \$676. While a number of factors could explain the differences in spending, most online respondents completed the survey after the event whereas most onsite respondents completed the survey before the marathon event. This could mean that online respondents had a better idea of actual expenditures versus onsite respondents who would have estimated total expenditures.

Given the total weighted average spending of \$789 per household and the estimate of 735 households at the 2017 SPI Marathon, the total estimated spending for the event is about \$579,700 (see Table 1). This

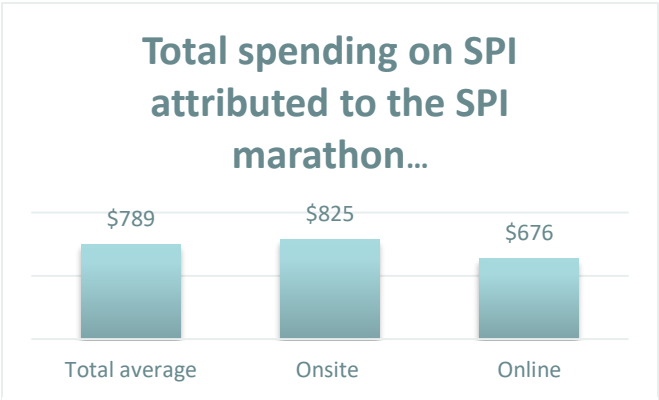


FIGURE 13. TOTAL AVERAGE SPENDING PER HOUSEHOLD

amount of spending results in total sales tax revenue of \$57,704 or \$24,661 as the City's 2% share (See Table 2). Of the City's share, \$17,567 derives from the 10.5% HOT, \$2,535 from the 2% F&B tax revenue and \$4,559 from the 2% tax revenue of all other spending. With a \$40,000 investment in the event and a tax revenue return to the City of \$24,661, the event resulted in a loss of 38.3% or a loss of 56.1% if HOT alone is considered.

**TABLE 2. SPENDING, TAX REVENUE AND ROI**

Spending category	Amount spent	Tax rate	Total sales tax	City's % share	City's \$ share	ROI on \$40,000
Lodging	\$ 195,744	17%	\$ 28,441	10.5%	\$ 17,567	-56.1%
Food & Beverage	\$ 137,207	8.25%	\$ 10,457	2%	\$ 2,535	
All other	\$ 246,748	8.25%	\$ 18,805	2%	\$ 4,559	
<b>Totals</b>	<b>\$ 579,700</b>		<b>\$ 57,704</b>		<b>\$ 24,661</b>	<b>-38.3%</b>

Therefore, the estimated amount of spending on SPI attributable to the SPI Marathon is \$579,700 within a 95% confidence interval of  $\pm 4.96\%$ . Considering the City's \$24,661 share of tax revenue, the \$40,000 invested in the event resulted in a loss of 38.3%

### Spending on food & beverage and lodging

The survey results indicated that the average expenditure of marathon attendees on food and beverage (F&B) is \$187 per household (Table 1), resulting in a total event spending on F&B of \$137,207. The total tax revenue from F&B at an 8.25% tax rate is \$10,457 or \$2,535 at the 2% City tax revenue share.

About 76% of the 735 event households spent an average of \$266 on lodging (Table 1) for an average of 2.14 nights spent on this Island. This represents 1,194 room nights for a total spending of \$195,744 for lodging.

***2017 Marathon attendee households accounted for 1,194 room nights and spent a total of \$195,744 on lodging. The result is \$28,441 from the 17% HOT or \$17,567 for the City's 10.5% share of HOT.***

## The SPI Experience

The next section of the survey asked 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 14, indicate that most study respondents (74%) are promoters of SPI while 4.8% are detractors. This yields a net promoter score (NPS) of 69.2, which is quite good. For example, the hotel industry has an NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)). Recommendation likelihood varied by response type, however. Onsite respondents were much more likely to recommend SPI to others than were online respondents (NPS = 76.8% versus 49.7%, respectively) and were less likely to be detractors (2.3% versus 7.1%).

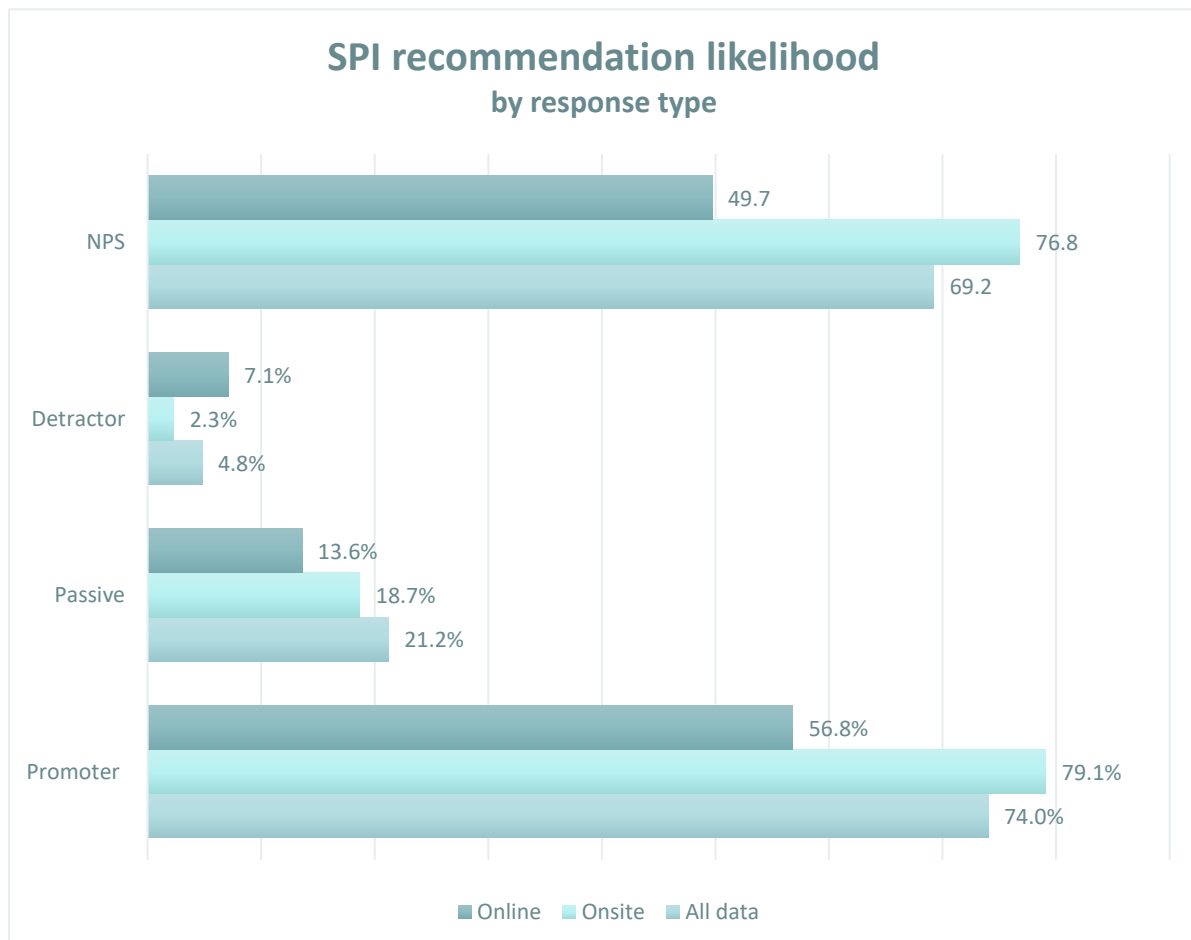
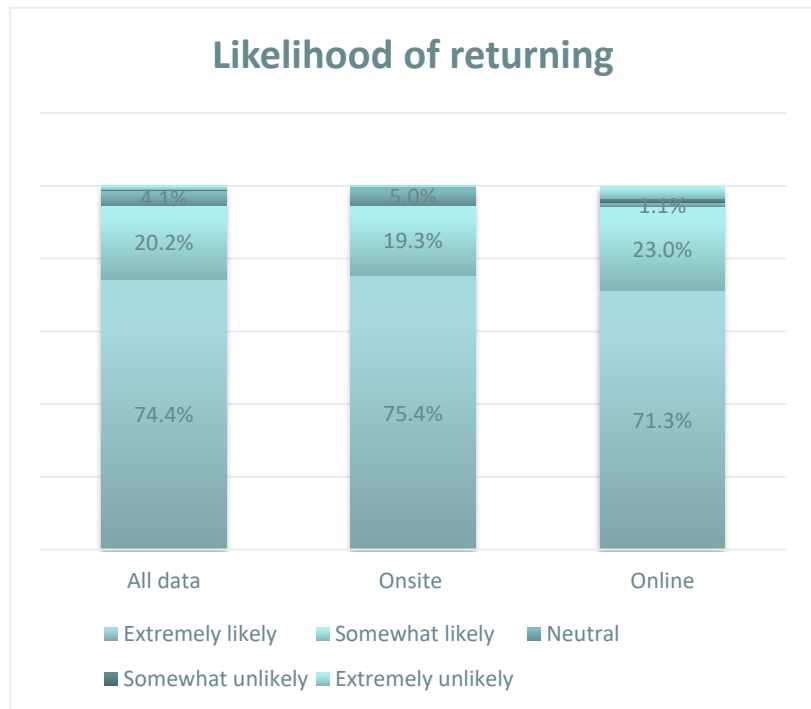
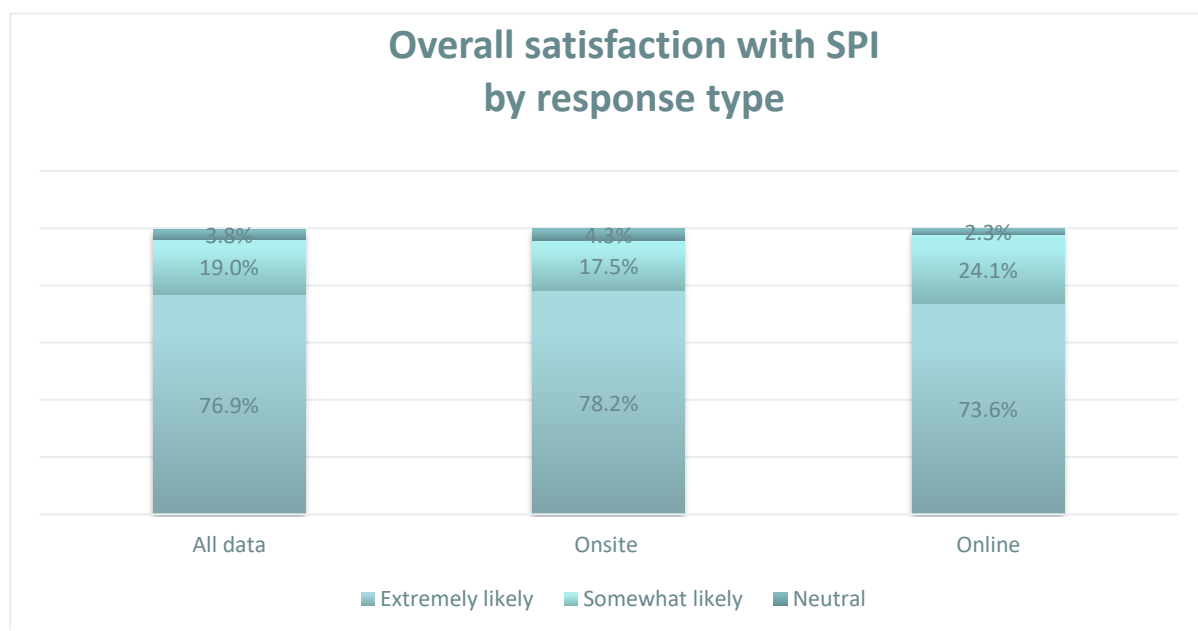


FIGURE 14. SPI NET PROMOTER SCORE

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 15) and how satisfied overall they were with their SPI experience (Figure 16). Most respondents are highly likely to return to the Island in the future and were very satisfied with their SPI experience. In fact, no respondent reported having an unsatisfactory SPI experience.



**FIGURE 15. LIKELIHOOD OF RETURNING TO SPI**



**FIGURE 16. OVERALL SATISFACTION WITH SPI EXPERIENCE**

**NOTE:** Some respondents had suggestions for improving their stay on SPI and that feedback appears in Appendix B.

## Respondent Demographics

The remainder of the study assessed respondent demographic characteristics. The average age of respondents was 40, as shown in Figure 17, although ages ranged from 18 to 71 years of age.

Most respondents were female (60.7%), married (64.3%), and have at least a college degree (66.2%) as seen in Figures 18, 19, and 20 respectively. Online respondents were more likely than onsite respondents to be female, to be divorced or separated and to have a graduate or professional degree.

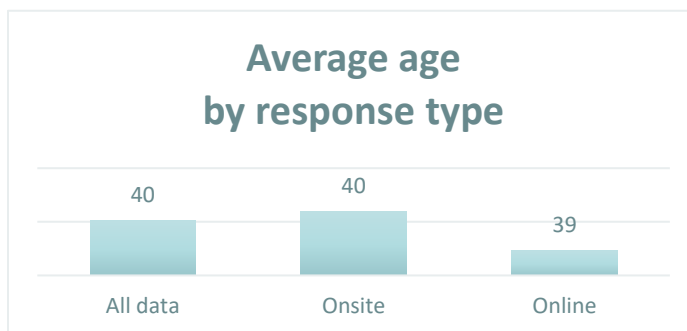


FIGURE 17. AGE

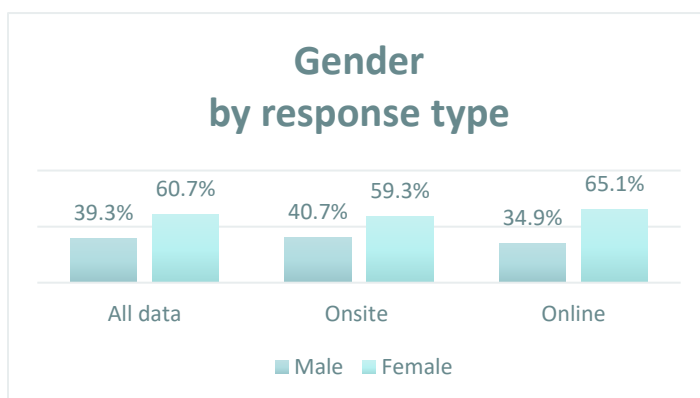


FIGURE 18. GENDER

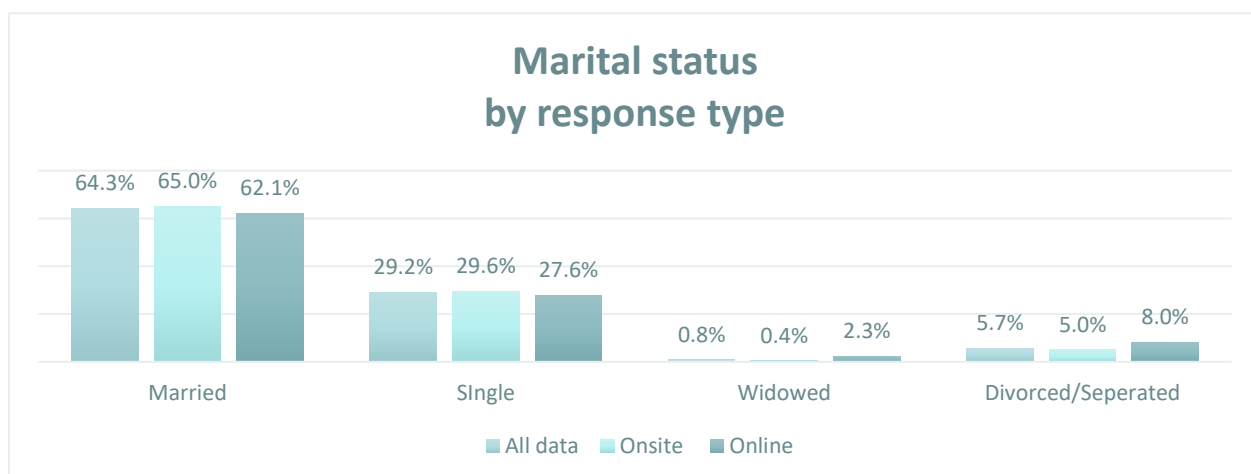
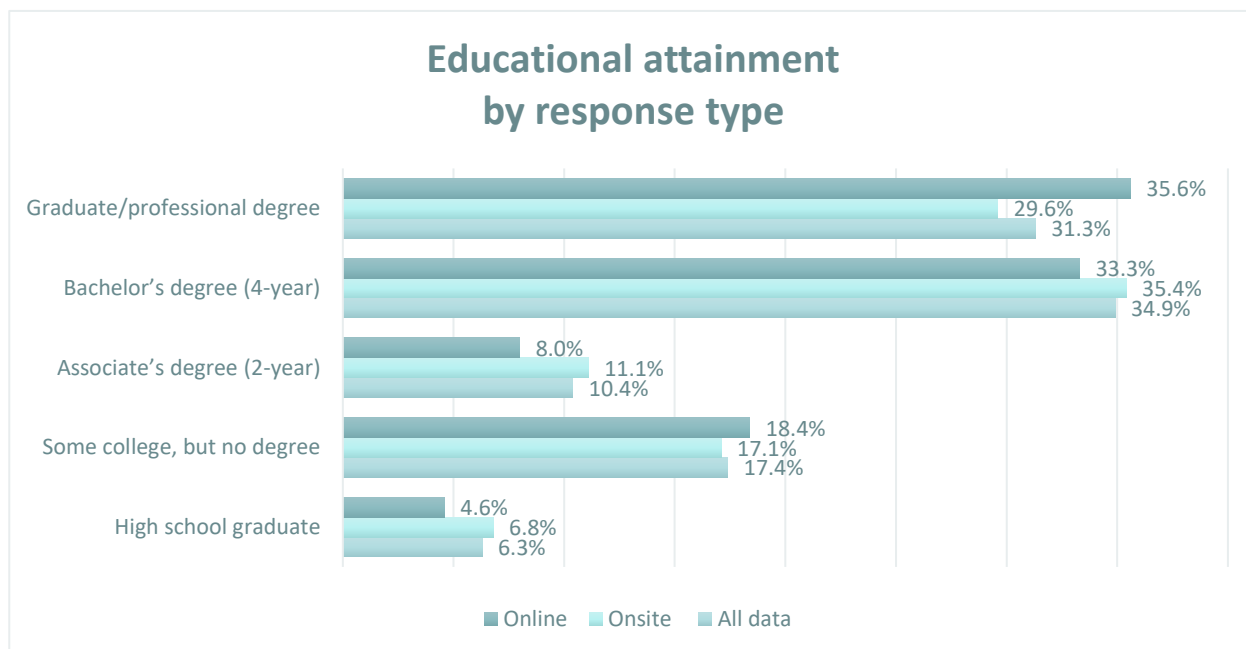


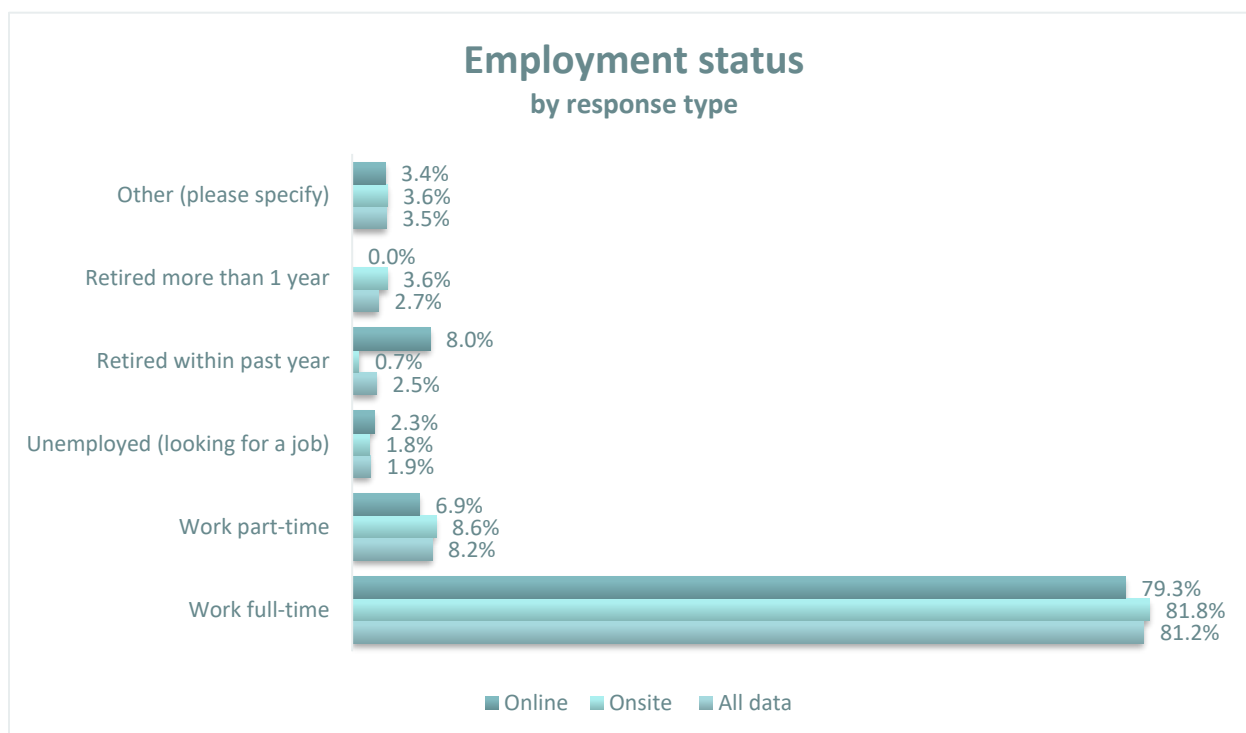
FIGURE 19. MARITAL STATUS





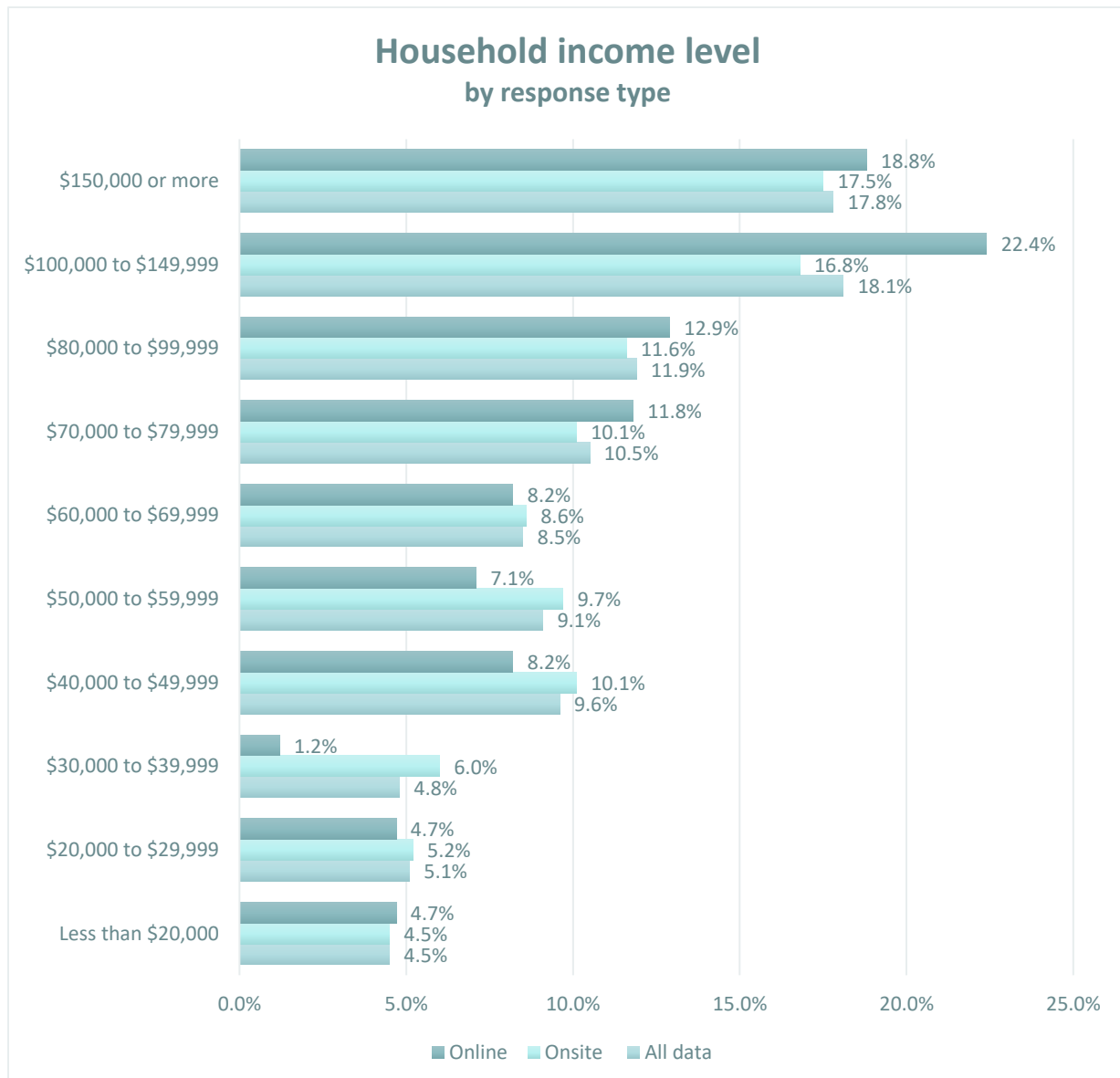
**FIGURE 20. EDUCATIONAL ATTAINMENT**

In all, most study respondents (81.2%) had full-time employment (see Figure 21), although some worked part-time (8.2%), and some were retired (5.2%).



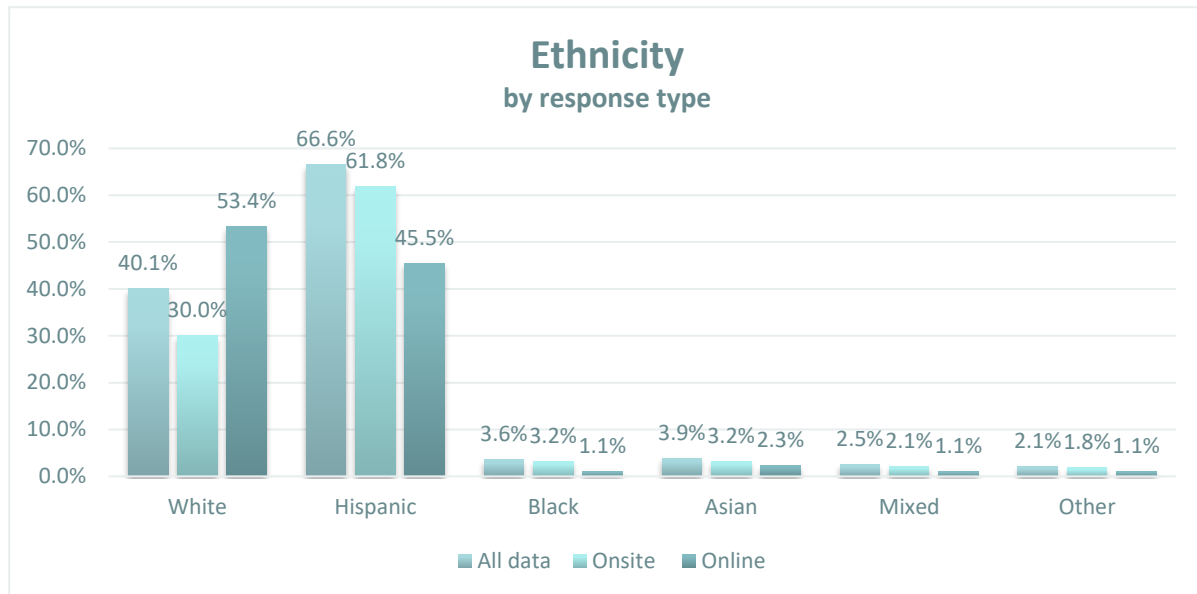
**FIGURE 21. EMPLOYMENT STATUS**

Study participants in the SPI Marathon, in general, have higher household income levels than the general US population. Most (75.9%) had a reported household income above \$50,000 (Figure 22).



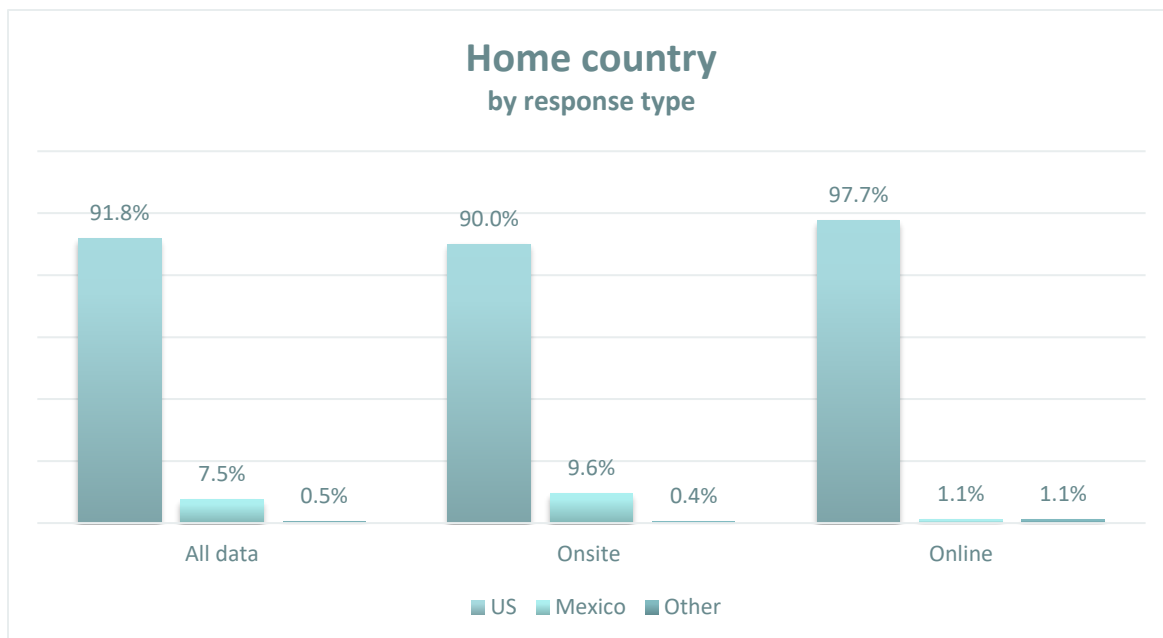
**FIGURE 22. HOUSEHOLD INCOME LEVEL**

Respondents were asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Most respondents considered themselves Hispanic (66.6%) and/or white (40.1%) as seen in Figure 23 although more online respondents self-identifying as white.



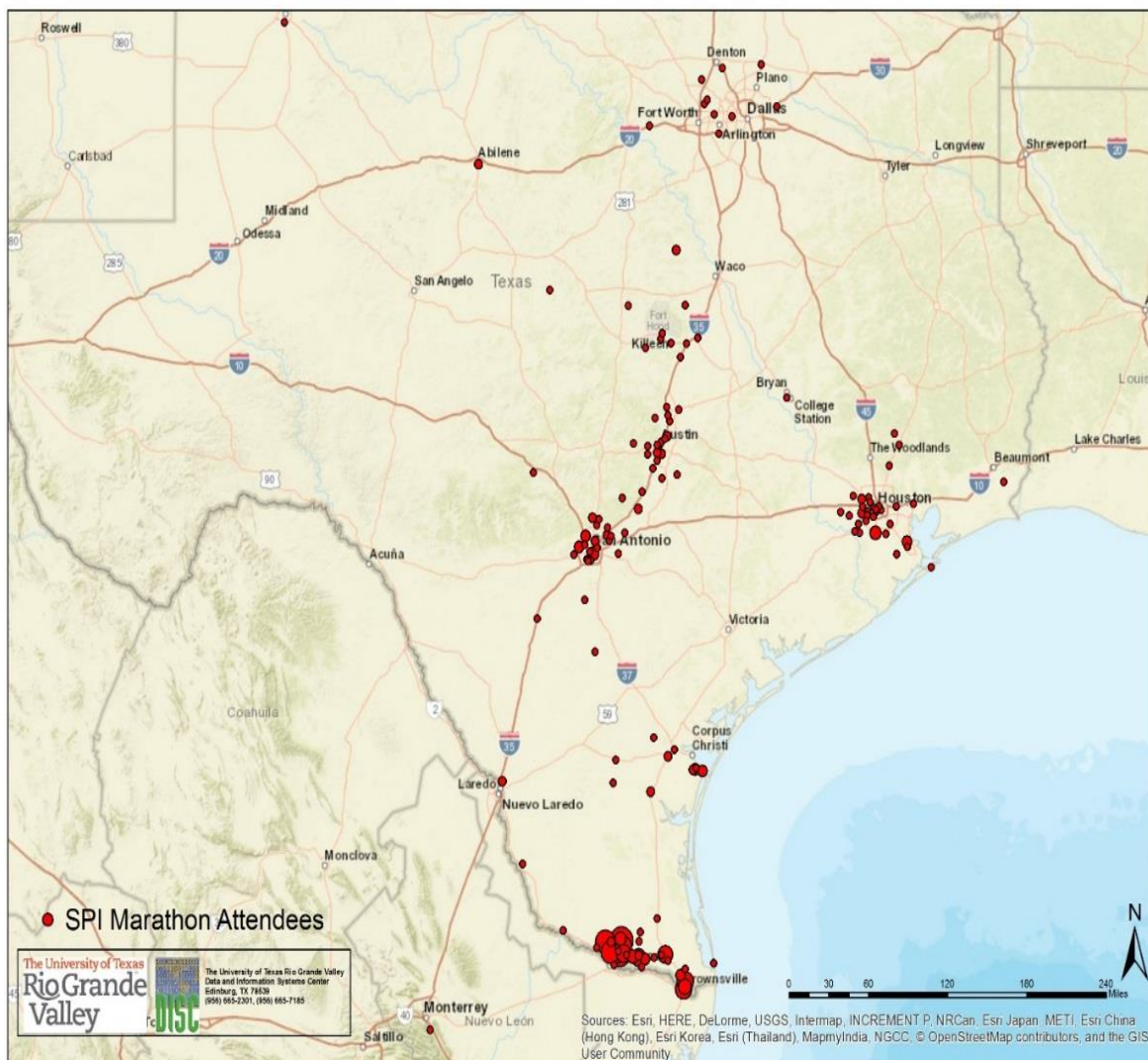
**FIGURE 23. ETHNICITY**

In terms of country of origin, most respondents named the U.S. as their home country (91.8%), although 7.5% were from Mexico, and 0.05% were from other countries as shown in Figure 24. The other countries noted were Brazil and Thailand.



**FIGURE 24. HOME COUNTRY**

Respondents were also asked for their home zip codes. The specific zip or postal codes are listed in Appendix C, however, a map with the zip codes are plotted by Texas in Figure 25 and by country in Figure 26. In addition, the organizer provided the zip/postal codes for all marathon registrants and they are plotted on a map of Texas in Figure 27, a map of North America in Figure 28 and on a world map in Figure 29. For the race registrants, 91.3% were from the US and 6.3% from Mexico, which is similar to the results found in the survey.



### FIGURE 25. SURVEY RESULTS: HOME ZIP CODES IN TEXAS

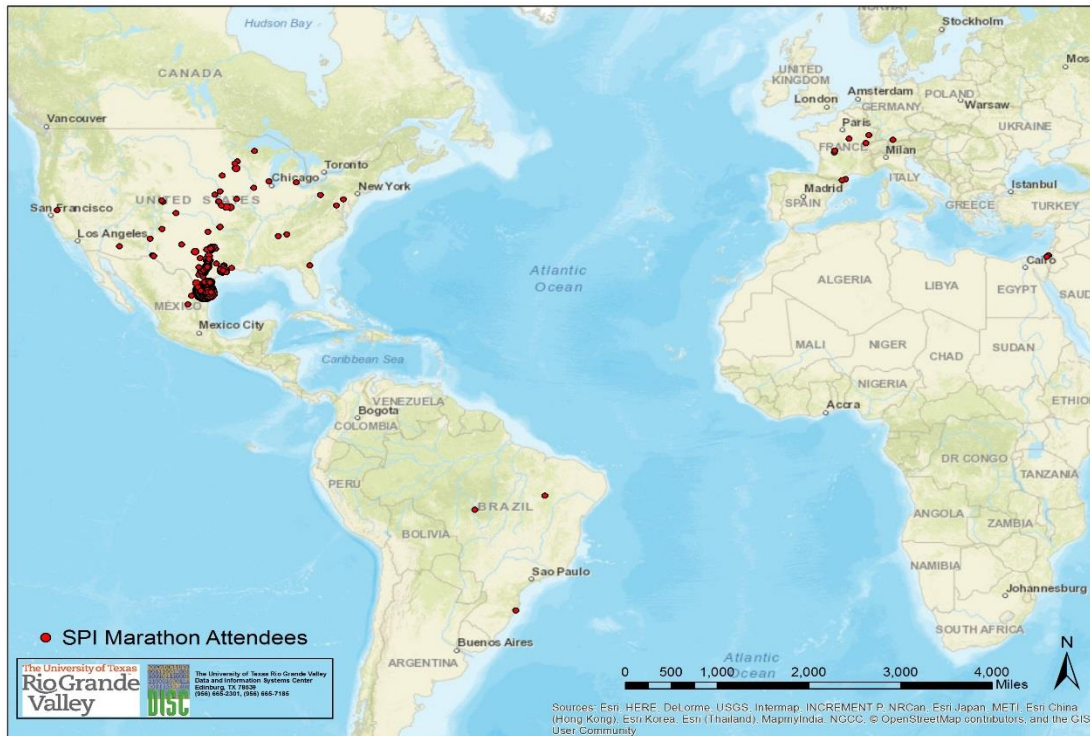


FIGURE 26. SURVEY RESULTS: HOME ZIP CODES BY COUNTRY

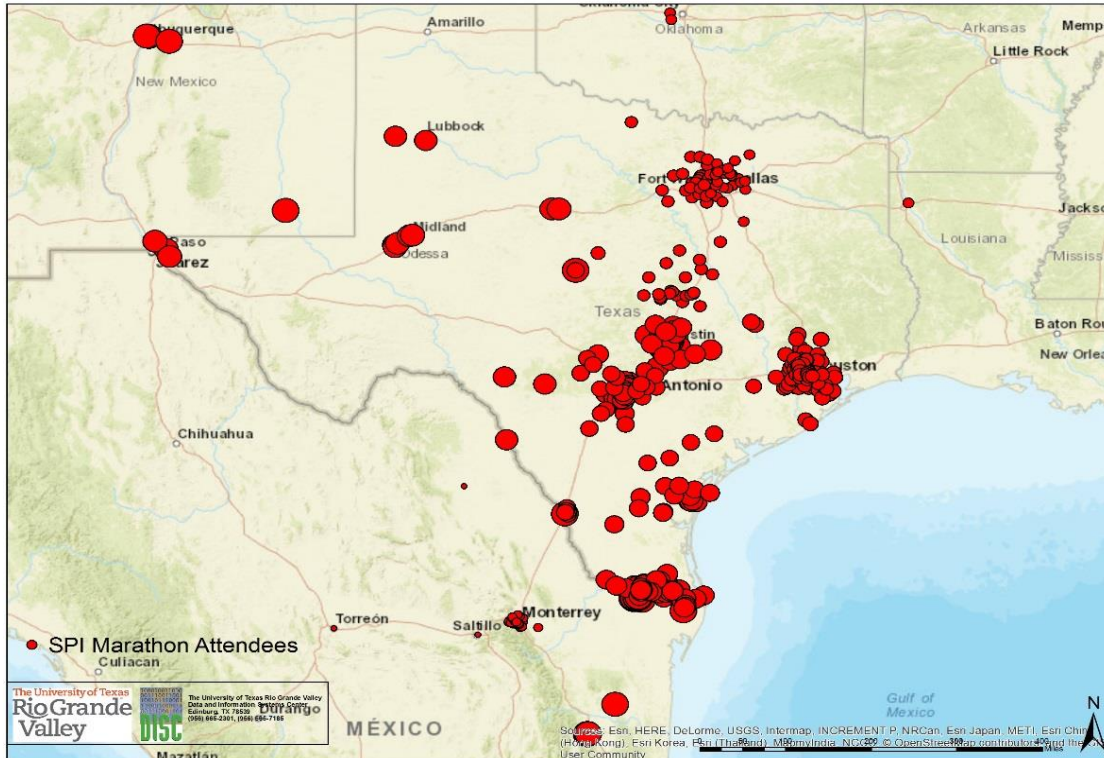


FIGURE 27. ACTUAL RESULTS: HOME ZIP CODES IN TEXAS





FIGURE 28. ACTUAL RESULTS: HOME ZIP/POSTAL CODE IN NORTH AMERICA

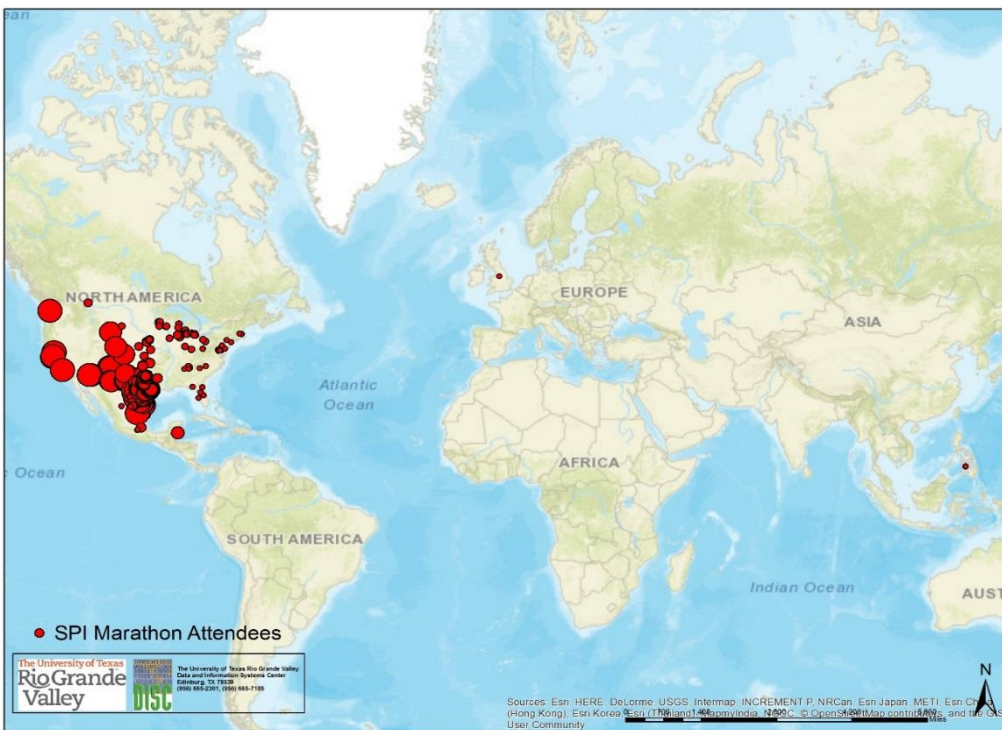


FIGURE 29. ACTUAL RESULTS: ZIP/POSTAL CODES BY COUNTRY

## Lodging manager's report

Finally, an email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions as shown in Table 3 about Marathon guests at their facility. In total, 18 owner/managers responded to the survey but two were eliminated as duplicates. The results and averages of the responses are shown in Table 3.

**TABLE 3. SPI LODGING OWNER/MANAGER RESPONSES**

QUESTION	AVERAGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to SPI Marathon attendees?	15.82	11
On average, how many people attending the SPI Marathon stayed in one room?	2.82	11
To the best of your knowledge, about how many nights did most SPI Marathon attendees stay at your lodging facility?	2.60	10
Please estimate the amount of dollars the average person attending the SPI Marathon spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	96.64	11
Please estimate the amount of dollars the average person attending the SPI Marathon spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	18.00	5
Please estimate the amount of dollars the average person attending the SPI Marathon spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	12.00	5
In total, how many rooms does your facility have to rent?	103.06	16



While the sample of lodging managers is small, these lodging owner/manager responses seem to confirm results of the larger marathon participant study, at least with respect to the cost of lodging. From the marathon participant survey, the average total spending on lodging was estimated at \$228.24, which if divided by the number of nights reported (2.14 nights), indicates an average nightly lodging cost of \$106.65. A difference between the marathon participant study response and the lodging manager/owner response of about \$10/night.

Table 4 presents the comments and suggestions provided by SPI lodging owner/managers about the event or for SPI officials.

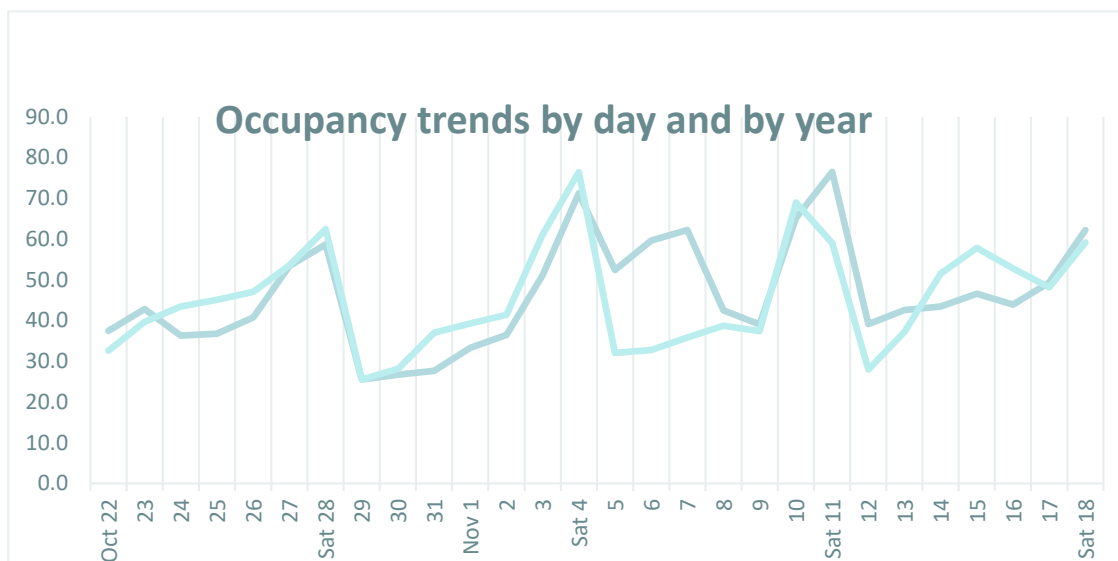
**TABLE 4. SPI LODGING OWNER/MANAGERS**

PLEASE PROVIDE MORE INFORMATION TO HOTELS FOR THE EVENT
Guest could not leave both Padre Blvd and Gulf Blvd where block. Some guests were upset.
You should do TV & Billboards I don't think internet helps much
The event is a great event and does bring alot of people down to the island which is great for all business owners. The reason why we didn't get any rooms reserved for the run is due to the fact that we already had a group booked (120 of the 156 sleeping rooms that we offer) + outside guest that were already booked in advance but overall great event to have in the fall.
It did not make much impact on the south side of South Padre Island. The impact was probably seen more by the La Quinta and Hilton Garden that were right next to Clayton's (which was the finish line of the marathon).
We cannot provide any feedback on how this event affected our hotel. Event coordinators must have an agreement for special rates with a group code to be able to track the sleeping room revenue. No request for discounted group rate was ever requested.
Offer more deals for condos

## STR Report

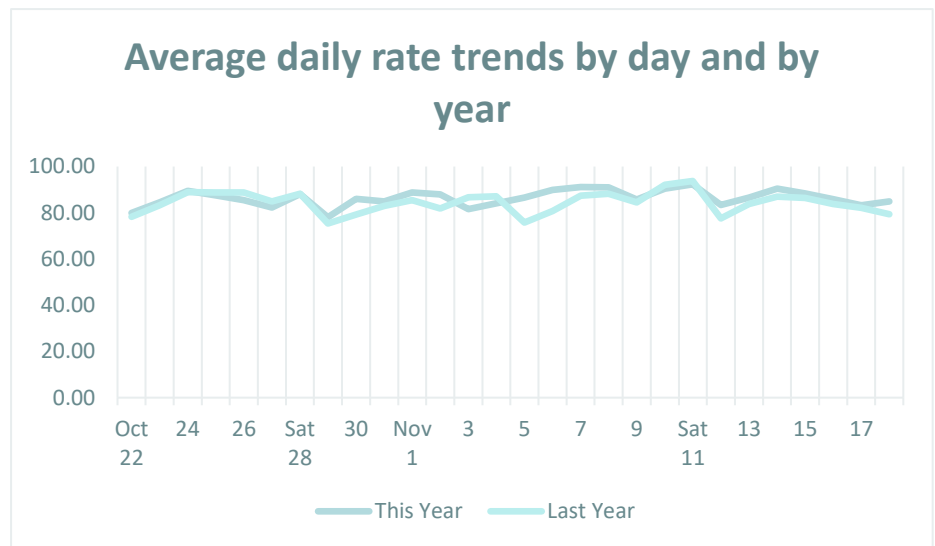
Additional data to provide evidence about effects of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking 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 during the marathon 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.

The following figures show the hotel metrics for each day from October 22 to November 18 (the month trend) for this year as well as for last year (the year trend). The occupancy trend (Figure 30) shows that this year’s average occupancy rate for the period is higher than last year’s and that every Saturday in either year is the peak time, although last year’s peak Saturdays were slightly higher than this year’s. This year’s occupancy rates were higher during the marathon weekend than any other time during the month and higher than last year’s rates.



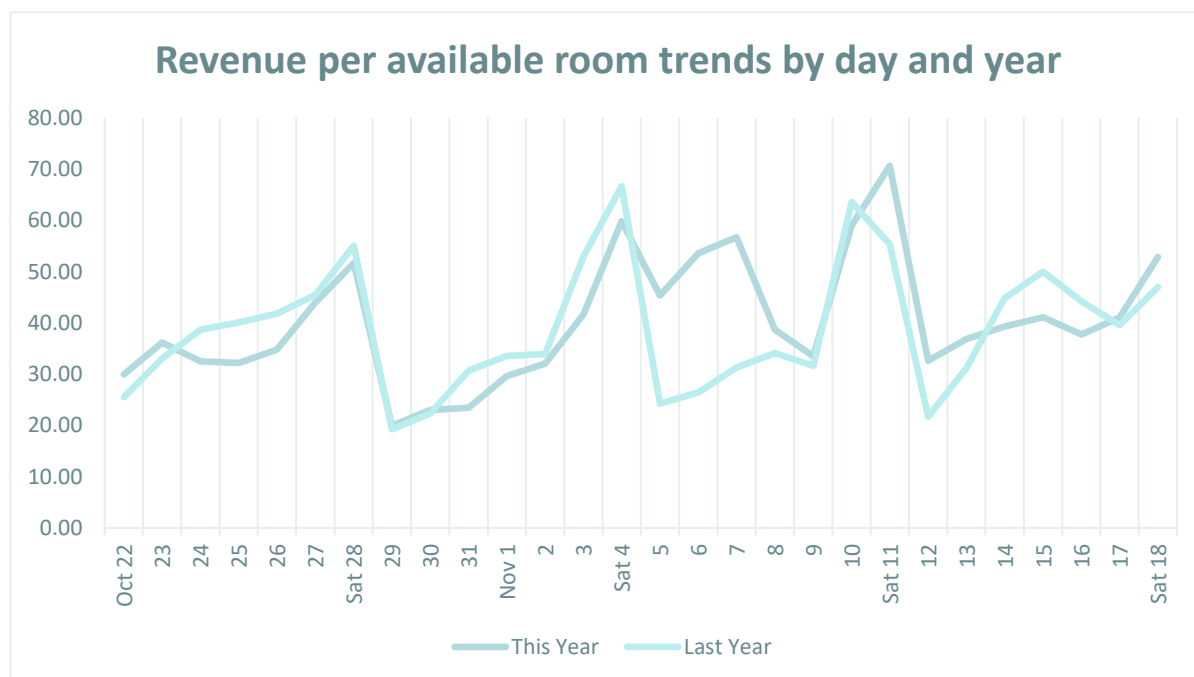
**FIGURE 30. OCCUPANCY RATE TRENDS BY DAY AND YEAR**

Overall, the average daily rate (ADR) for the month period shown in Figure 31 is slightly higher for this year than last. However, the ADR for the Friday and Saturday nights of the SPI Marathon were slightly lower (less than \$2.00) than for the same days last year. The Sunday night ADR during this year's SPI Marathon was higher by 7.4%.



**FIGURE 31. ADR TRENDS BY DAY AND YEAR**

Next, Figure 32 shows the revenue per available room (RevPAR) for the same time period. The average RevPAR for the month is above 8.9% higher for this year than for last, with a peak on Saturday, November 11<sup>th</sup>, a 27.7% increase over that day in the prior year. Also, although the



**FIGURE 32. REVPAR TRENDS BY DAY AND YEAR**

RevPar for Friday, November 10<sup>th</sup> was 7% less than last year, Sunday's RevPAR was 50% more this year than last year.

For the time period examined, Figure 33 shows the room demand trend, which is an average of 5.6% higher this year than last with the peak occurring on November 11, during the SPI Marathon, which was higher on that day this year than last year by 29.7%.

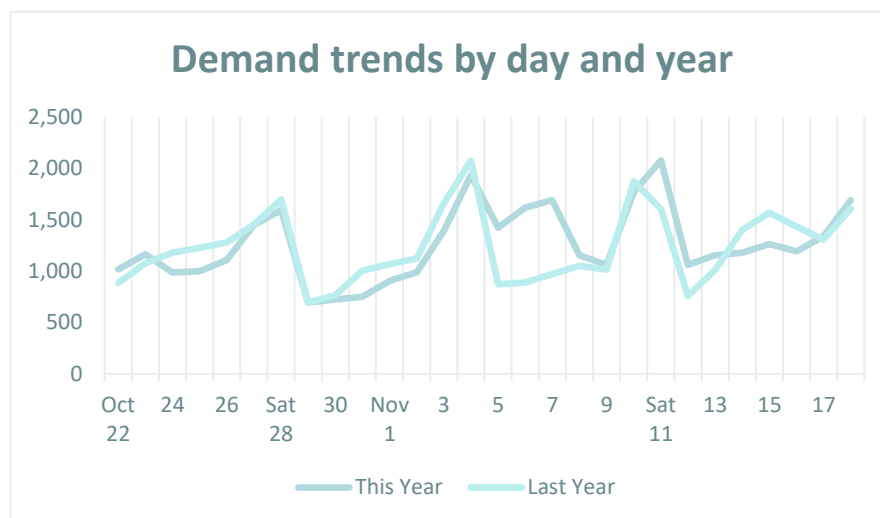


FIGURE 33. DEMAND TRENDS BY DAY AND YEAR

The average total revenue for the month-long period (Figure 34) is more for this year than for last by 9%, with the high point by far on November 11, during the SPI Marathon. The revenue on that day this year exceeded the revenue on that day last year by 27.7%.

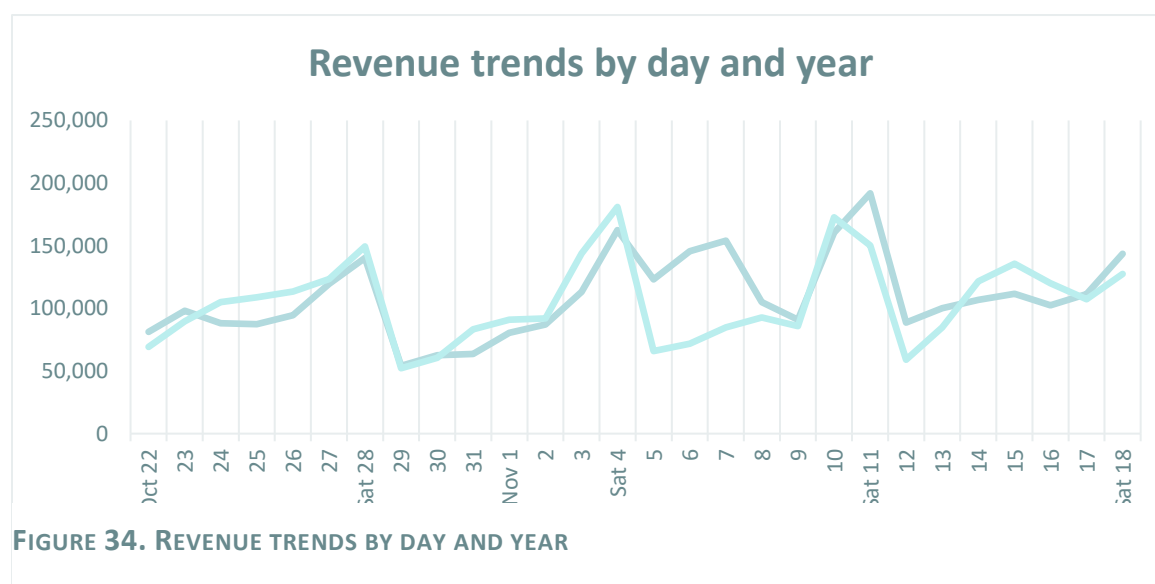
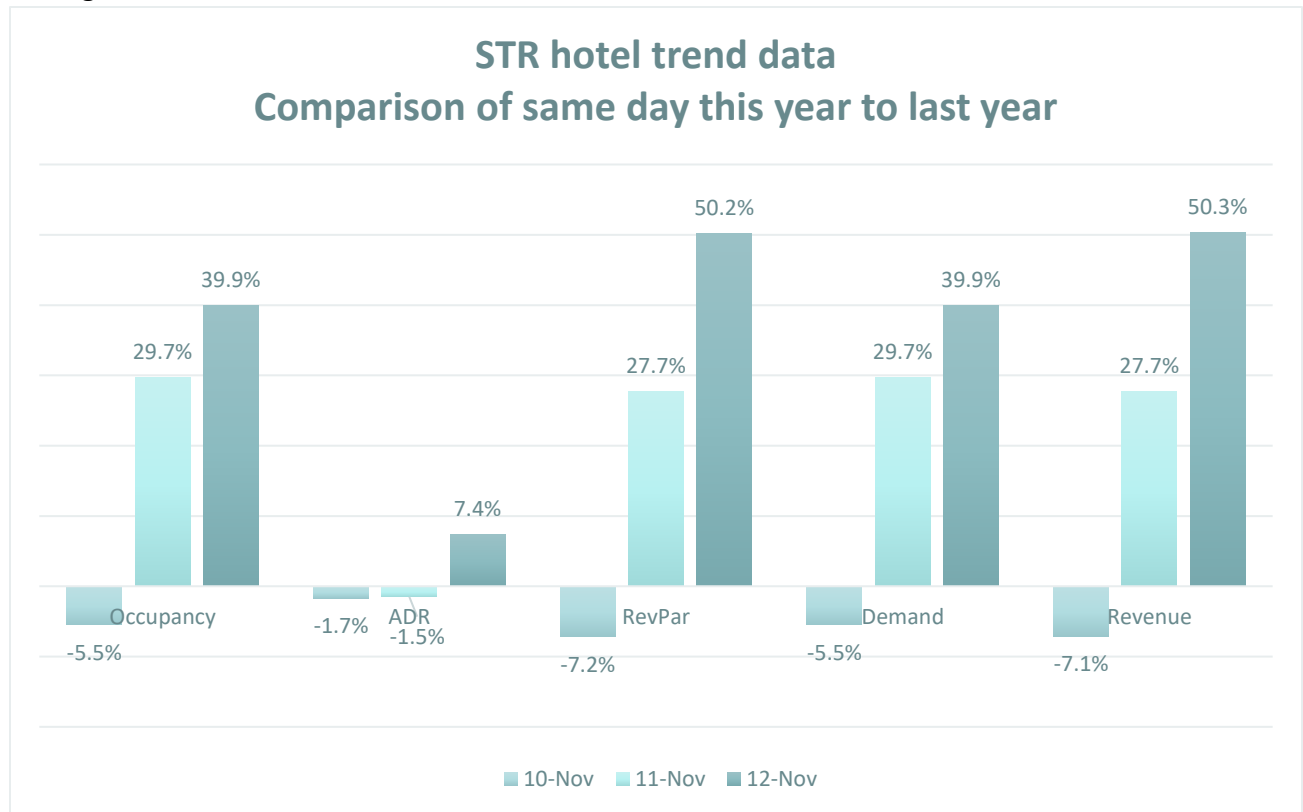


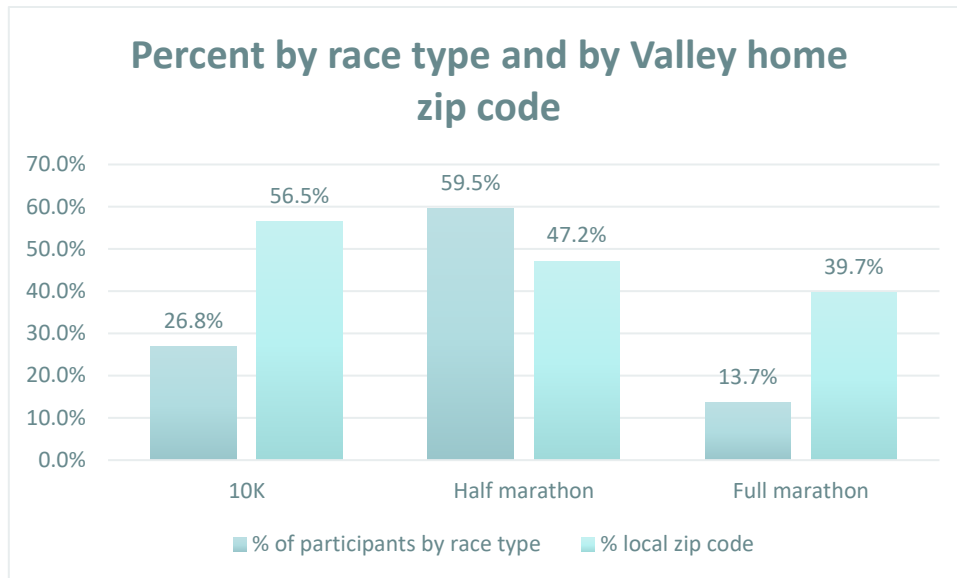
FIGURE 34. REVENUE TRENDS BY DAY AND YEAR

Figure 35 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the three-day period when SPI Marathon participants would have been spending the night on the Island.



**FIGURE 35. ANNUAL PERCENT CHANGE IN HOTEL METRICS**

In summary, all metrics were much improved over the same time period in the prior year except for Friday night, December 10<sup>th</sup>. The reason the marathon may not have led to increased hotel-stays on Friday night, could be because the 10K run and the half marathon were held on Saturday morning and most of the runners in those races were local and would likely not have stayed on the Island the night before the race. In support of this conjecture, Figure 36 shows a breakdown of actual registered marathon participants based on the type of race and by Valley zip codes as provided by the SPI Marathon organizer. The results show that only 26.8% of all runners were registered for the 10K race with most of those registrants (56.5%) from the Valley area. Most runners participated in Saturday's half marathon (59.5% of all registered) of which 47.2% were local. Of all marathon registrants, 13.7% ran the full marathon and 39.7% of those were local.



**FIGURE 36. MARATHONERS BY RACE TYPE AND LOCAL RESIDENCE**

To summarize the STR data, all results indicate a significant increase in occupancy, RevPar, demand and revenue for Saturday, November 11 and Sunday, November 12.

**Note:** The STR data is derived from hotel owner/operator reporting from 10 SPI hotels for this year and 11 for last year. This represents 32.2 % of the census of 31 open hotels listed in the STR Census and 45% 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 2017 South Padre Island (SPI) Marathon held on November 10<sup>th</sup> – 12<sup>th</sup>. The results of the study were obtained by administering a short survey, both online and onsite, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 409 surveys were attempted but respondents who were not specifically on the Island for the marathon were eliminated, resulting in 368 viable survey respondents.

A majority (84%) of survey completions came from participants registered in the marathon with most of the race participants (68%) registered for the half marathon. Demographically, the study sample was comprised predominately of married females who were 40 years of age, college educated, work full-time, have a household income above \$50,000, and identify as Hispanic. Geographically, a large majority of respondents were from the US, although about 8% were from other countries, mostly Mexico. The average number of miles traveled by survey participants to attend the event was 300 miles, with 88.3% spending an average of 2.14 nights on SPI.

By combining the actual number of race registrants (1,516) and volunteers (150) with survey results, the SPI Marathon is estimated to have had a total of 1,890 attendees or 735 households generated who accounted for 1,194 SPI room nights. With an average total lodging expenditure per household of \$266, the marathon participant households who spent the night on the Island spent about \$195,744 for lodging in total, resulting in about \$28,441 from the 17% Hotel Occupancy Tax with \$17,567 the City's 10.5% share. While it is impossible to know the actual number of lodging rooms booked as a result of the SPI Marathon, the lodging manager's survey and the STR Destination Report data for the period supports the study's finding that the SPI Marathon did significantly affect rooms booked during the event weekend.

Moreover, spending on food and beverages contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$137,207 should have yielded \$10,457 in

sales tax at the 8.25% rate or \$2,535 to the City at a City tax rate of 2%. Spending in all other categories was \$246,748, which should have resulted in a total of \$18,805 at the 8.25% sales tax rate with \$4,559 as the City's share.

In all, the total average household expenditure of SPI Marathon 2017 attendees while on the Island found by the survey is \$789, resulting in a total estimated spending on the Island of \$579,700 given the number of households on the Island because of the marathon specifically. Combining the City's share of HOT and other tax revenue means that the City of SPI should have received \$24,661 in taxes, a net loss of \$15,339 or -38.3% on the \$40,000 investment provided to the event organizer. This represents a significantly lower amount than the 12% coverage expected by the event promoter.

Gladly, most SPI Marathon 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 marathon. This suggests that while the SPI Marathon resulted in significant direct spending during the event weekend, the overall SPI experience of the marathon participants will likely result in many returning to the Island for future vacations.

## Appendix A: Survey

<b>SPI Marathon Survey, Nov 10-12, 2017</b>																									
<p>This survey is designed to understand your household experience and spending during the South Padre Island Marathon. Only the <i>one person, older than 18, best able to report on spending for all people in your household who are at the Marathon</i> should complete this survey. The responses are very important to planning events in the future. As a thank you for your cooperation, you will have a chance to enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Only one entry per household. All responses are confidential and individual information will not be included in survey results or shared with others. For questions about this survey, contact The Business and Tourism Research Center at The University of Texas Rio Grande Valley at <a href="mailto:businessresearch@utrgv.edu">businessresearch@utrgv.edu</a> or call 956.665.2829.</p>																									
<p>1. Have you or someone else in your household already completed this survey? <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (2) If yes, please return this survey. We thank you!</p> <p>2. Did you come to South Padre Island specifically for the SPI Marathon? <input type="checkbox"/> Yes <input type="checkbox"/> No: if not, why did you come to the Island? _____ If no, please return this survey. We thank you!</p> <p>3. About how many miles did you travel to attend the SPI Marathon? _____ miles</p> <p>4-5. Which of the following best describes your participation in the SPI Marathon?  <input type="checkbox"/> Registered participant (1) (which one? <input type="checkbox"/> 10K, <input type="checkbox"/> ½, <input type="checkbox"/> full)  <input type="checkbox"/> Spectator (2) <input type="checkbox"/> Marathon volunteer/staff (5)  <input type="checkbox"/> Did not attend marathon (3)</p> <p>6. Including yourself, how many people from your household attended the SPI Marathon? _____ Number in household</p> <p>7. How many nights did you (or will you) spend on South Padre Island while attending the SPI Marathon? _____ nights</p> <p>8. Where are you staying (or did stay) while on South Padre Island for the SPI Marathon?  <input type="checkbox"/> Hotel/motel (1) <input type="checkbox"/> Rented condo/beach house (2)  <input type="checkbox"/> Campground/RV park (3) <input type="checkbox"/> Rented a room (4)  <input type="checkbox"/> Friend/family's home (5) <input type="checkbox"/> My own SPI residence (7)  <input type="checkbox"/> Other (please specify) _____ (6)</p> <p>9. For each of the following categories of expenses, please give your best estimate of the total amount you and your household have (or will) spend during your entire time on South Padre Island for the Marathon. (List only the dollar amounts spent while on SPI)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">Food &amp; beverages (restaurants, concessions, snacks, etc.)</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Night clubs, lounges &amp; bars (cover charges, drinks, etc.)</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Lodging expenses (hotel, motel, condo, room)</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Local attractions &amp; entertainment (fishing, snorkeling, kayaking, etc.)</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Retail shopping (souvenirs, gifts, film, etc.)</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Transportation (gas, oil, taxi, etc.)</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Parking fees</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">SPI Admission fees</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Clothing or accessories</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Groceries</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Other (please specify)</td><td style="padding: 2px; text-align: right;">\$</td></tr> <tr><td style="padding: 2px;">Total</td><td style="padding: 2px; text-align: right;">\$</td></tr> </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?  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)	\$	Total	\$	<p>11. How likely are you to return to South Padre Island for a vacation at some time in the future?  <input type="checkbox"/> Extremely likely (1)   <input type="checkbox"/> Somewhat likely (2)   <input type="checkbox"/> Neutral (3)  <input type="checkbox"/> Somewhat unlikely (4)   <input type="checkbox"/> Extremely unlikely (5)</p> <p>12. How satisfied are you with your overall South Padre Island experience?  <input type="checkbox"/> Extremely satisfied (1)   <input type="checkbox"/> Somewhat satisfied (2)   <input type="checkbox"/> Neutral (3)  <input type="checkbox"/> Somewhat dissatisfied (4)   <input type="checkbox"/> Extremely dissatisfied (5)</p> <p>13. What suggestions do you have for improving your stay on South Padre Island? (write on back page)</p> <p>14. What is your home zip or postal code? _____ code</p> <p>15. What is your home country?  <input type="checkbox"/> US (1)   <input type="checkbox"/> Mexico (2)   <input type="checkbox"/> Other (3) _____</p> <p>16. What is your age? _____ (years of age)</p> <p>17. What is your gender?   <input type="checkbox"/> Male (1)   <input type="checkbox"/> Female (2)</p> <p>18. What is your marital status?  <input type="checkbox"/> Married   <input type="checkbox"/> Single   <input type="checkbox"/> Widowed   <input type="checkbox"/> Divorced/separated</p> <p>19. What is your highest educational attainment?  <input type="checkbox"/> Less than high school (1)   <input type="checkbox"/> Associate's degree (4)  <input type="checkbox"/> High school graduate (2)   <input type="checkbox"/> Bachelor's degree (5)  <input type="checkbox"/> Some college, no degree (3)   <input type="checkbox"/> Graduate/professional degree (6)</p> <p>20. What is your current employment status?  <input type="checkbox"/> Work full-time (1)   <input type="checkbox"/> Retired within past year (5)  <input type="checkbox"/> Work part-time (2)   <input type="checkbox"/> Retired more than 1 year (6)  <input type="checkbox"/> Unemployed (looking for a job) (3)  <input type="checkbox"/> Other (Please specify) (4) _____</p> <p>21. What is your combined annual household income?  <input type="checkbox"/> Less than \$20,000 (1)   <input type="checkbox"/> \$60K-\$69,999 (6)  <input type="checkbox"/> \$20K-\$29,999 (2)   <input type="checkbox"/> \$70K-\$79,999 (7)  <input type="checkbox"/> \$30K-\$39,999 (3)   <input type="checkbox"/> \$80K-\$99,999 (8)  <input type="checkbox"/> \$40K-\$49,999 (4)   <input type="checkbox"/> \$100K-\$149,999 (9)  <input type="checkbox"/> \$50K-\$59,999 (5)   <input type="checkbox"/> \$150,000 or more (10)</p> <p>22. What is your ethnicity? (Select all that apply)  <input type="checkbox"/> White (1)   <input type="checkbox"/> Hispanic (2)   <input type="checkbox"/> Mixed (5)  <input type="checkbox"/> Black (3)   <input type="checkbox"/> Asian (4)   <input type="checkbox"/> Other _____ (6)</p> <p style="padding-top: 10px;">To enter the prize drawing for a 2-night stay at the Schlitterbahn Beach Resort, please provide contact information. This contact information is confidential, will not be shared, and will be deleted after the prize 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 style="text-align: center; border: 1px solid black; padding: 5px; margin-top: 10px;">THANK YOU VERY MUCH!!!</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)	\$																								
Total	\$																								

## Appendix B: Respondent suggestions for improving stay on SPI

"Although I liked running this half marathon, I liked it better on Saturday
"For hotels or condos and restaurants to offer discounts to us, runners!
"Go back to run the marathon & half on Saturday
"We stayed at the LaQuinta, which is directly next door to Clayton's--the finishing point of the marathon. Everything about the LaQuinta is fantastic--except the loud music from Clayton's. I think Clayton's could turn down the volume by half and still be a terrific venue. We accidentally happened on the rescue dog fair at Clayton's on Saturday--that was really fun as well.
4 wheelers on the beach
Add more adventurous restaurants and retail shopping to the island
Admission included in hotel stay
Attractions open on race weekend; lighthouse and bar
Better accessibility for transportation, and more tourist friendly business hours
Better directions for races
Better event signage- guests
Better food, cuisine
Better parking
Better public transport
Better public transportation
Better resources for runners like protein shakes, food options at various mile markers
Better transportation organization
Better transportation for the marathon. We had to walk from Clayton's to Convention Center to catch a bus and they told us that they would not leave until 20 people were on board. After 45 minutes we called a cab
Big events, promote events, draw more attention to northern states
Bigger expo
Board walk, more public transportation, lift, uber

Breakfast included in stay
Build a second bridge
Businesses could open earlier to service spectators to the event. Gas stations were the only things open.
Cleaner beach
Cleaner ocean
Drinking alcohol while walking. And board walk
Everything is good
Expo bigger
Expo needs to be bigger, more vendors
Extended bar hours
Food is rather expensive for what it is and I think it is largely based on the fact that there is not a lot of different options available. Also, the shopping experience is mainly souvenir shops which doesn't appeal to me anywhere I go I look for areas that have vendors offering unique foods and goods. My best experience is the Farmer's Market because I found things I enjoyed and the atmosphere was rather relaxing. I could visit that every Sunday
Free for Veterans on Veterans Day
Get an heb
Good job
Have a map showing local attractions
Have events for better weather
Have jacuzzis in the hotel
I love SPI and I was thrilled to get to have a race weekend here. I vacation in SPI on my own and with my family, but I also spend a significant amount of time and money on "race-cations". This was a perfect combination for me I would have spent more money overall had I not been traveling by myself this trip.
I would like to have done half marathon but it was on Sunday
Improve event timing in consideration of weather
Increased shuttle service
It would be good for the hotels to work with runners needing a late checkout. Even a check out time of 12:30 or 1:00 is tough for us slow runners! Because of that, a Saturday marathon works better. Would allow me to stay Saturday night and drive home on Sunday.

Keep the island clean
Keep up the great job
Later packet pickup at the hotel
Lighthouse should be restored soon
Lighting in streets
Live music
Lot of businesses were closed or closed too early. Really wish we had more options of dining or shopping without having to leave the island
Lower taxes in properties
Mile markers for 10k 😊
Mora entertainment
More activities more entertainment updated souvenirs
More beach access
More chill scene
More cleaning on beach
More concerts, relaxed police on light situations,
More convenient stores in the island
More country concerts
More cycling events
More events
More events marketing so I know what's available
More events races
More food variety
More information
More kid activities
More marathons

More mile markers
More parking
More promoting
More promotions
More public transportation
More races and physical activity areas
More racing events
More restaurant options
More restaurants within walking distance
More sponsors more booths
More street signs for the event
More stuff to do
More sun
More vendors
More vendors, bigger venue, better accessories
More vendors, recreational places, adults only areas
More water stations, water fan
More flights from DFW to Brownsville. There are currently only 3; there needs to be at least 5, especially on the Friday before Race Weekend at the Island
More upscale dining and nicer attractions. Less Hokey
More water stations up in the dunes!
Music at night
Music band
N/a
No
No it was fine, I can't think of anything



no improvement needed
Non
None
None, the island was great I have suggestions for improving the marathon though
None
None. we love the island and look forward to attending another race in the future. We own a condo and frequent South Padre Island often
Not sure
Not sure!
Not trashing the beach Cleaning up the beach would help
Nothing It was a great stay
Organization in the traffic
Outdoor theater on island
Parking
Parking bigger
Parking for packet pick up
Perfect
Pick up trash on the beach
Public transportation would be nice and convenient instead of driving yourself
The cheaper the better
The half and full should be on Saturday
The stay was great. The run needs a lot of work
Thought the race experience was perfect! My only complaint was the hotel I stayed at La Quinta - as did other runners. The expo ended at 3, and the hotel wouldn't let us check in till 4. Then on race morning, they refused to give late check outs. For the marathoners, being told they can have an extended checkout of 12:30 was crazy. I got there at 12:20 and asked for later so that I could shower and they told me a minute after 12:30 would result in another night's charge.
Time management with race

Traffic
Uber, bigger expo
Unnecessary fees for training at isla Blanca
View
Warning signs for seagulls trying to attack you if you have food on the beach!
Well the half and full need to be back on Saturday! Clayton's was dead!! I've been to all 3 runs and by far Sunday was not as fun!
Wind surfing events
You like it all

## Appendix C: Marathon registrants' zip or postal codes

15101	66428	76572	77459	78207	78501	78573	78723
17551	66617	76634	77477	78209	78502	78574	78735
20837	66967	76657	77479	78210	78504	78575	78739
25000	68372	76801	77494	78211	78504	78576	78744
32202	73064	77002	77511	78221	78512	78577	78745
35801	74012	77003	77521	78224	78516	78579	78746
37412	74014	77006	77539	78228	78520	78580	78747
48103	75032	77007	77550	78230	78521	78582	78754
49010	75038	77009	77573	78233	78526	78586	79423
51346	75060	77015	77581	78234	78529	78586	79602
51503	75071	77019	77584	78245	78537	78589	79924
51534	76018	77024	77627	78251	78538	78594	79938
52722	76053	77025	77801	78259	78539	78596	80015
54536	76088	77034	78026	78260	78541	78597	80030
55060	76208	77041	78028	78261	78542	78599	81052
55106	76244	77042	78045	78266	78543	78610	82604
55372	76247	77057	78059	78332	78550	78613	85142
60046	76248	77059	78061	78363	78550	78616	87028
64070	76501	77081	78065	78380	78552	78620	87300
64630	76504	77082	78076	78383	78555	78634	87360
64900	76513	77084	78109	78384	78557	78640	87448
64989	76528	77091	78124	78410	78559	78660	87750
66220	76539	77092	78130	78412	78560	78664	88000
66250	76542	77096	78132	78413	78566	78665	88710
66270	76544	77327	78148	78414	78570	78666	89240
66360	76548	77328	78148	78418	78572	78704	95823
66417	76571	77365	78152	78501	78572	78705	98388

# SPI Open Water Festival 2018



## Event Attendance

100 registered participants  
86 households  
79 room nights  
-5.9% change in pre event  
day YoY occupancy



## DEMOGRAPHICS

Average age 47  
Average Income:  
87.6%  
\$50,000 or more

**\$15,000**

**CVB investment**

**\$43,146**

**Total spending**

**\$502**

**Average spent  
per household**



**2.7 visitors per  
household**

**1.3 nights  
on SPI**

**City tax  
share**

10.5% Lodging = \$2,119  
2% F&B sales tax = \$155  
2% other sales tax = \$206  
**Total = \$2,480**

**Total tax ROI = -83.5%**  
**Lodging only ROI = -85.9%**



## SPI Experience

**NET PROMOTER SCORE**  
likely to recommend  
South Padre Island

**79.3**

**94.0%**

**Likely to  
return**

**92.8%**

**Satisfied  
with SPI**

**93.3%**

**Satisfied  
with event**



# *South Padre Island* **Open Water Festival**

April 28-29, 2018

## 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

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# Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 SPI Open Water Festival held from Saturday, April 28<sup>th</sup> through Sunday, April 29<sup>th</sup>. Promoted by Open Water Planet with \$15,000 funding support from the SPI Convention and Visitors Bureau (CVB), organizers expected to attract about 300 people for about 338 room nights over 1.5 nights. To examine the spending of the SPI Open Water Festival 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 with a total of 38 contacts but eight surveys were from duplicate households or people not on the Island for the event. This yielded 30 responses from unique households on the Island specifically for the SPI Open Water Festival.

Demographically, the SPI Open Water Festival study sample had an average age of 47 years, was predominately female (60.0%), married (70.0%), with at least some college education (96.6%), works full-time (79.34%) and was primarily Hispanic (48.3%). In terms of household income, 87.6% of the survey sample reported an income above \$50,000. Survey respondents were primarily from the US (93.3%) with 3.3% from Mexico. On average, survey participants traveled an average of 225 miles with an average of 2.67 people and spent 1.28 nights on SPI during the event. A large percentage (79.3%) of survey respondents are considered promoters of the Island to others, resulting in a net promoter score of 79.3 and are likely to return to SPI for a future vacation (78.8%). Most respondents were satisfied with their SPI stay experience (92.8%) and with the event (93.3%).

Importantly, the survey analysis found that the 86 household groups attended the 2018 Open Water Festival and spent an estimated average of \$502 per household while on the Island for a total spending of \$43,146. This total spending resulted in \$4,919 in total sales tax revenue with the City's share of all taxes amounting to \$2,480. This means that the Open Water Festival resulted in an 83.5% loss to the City (-\$12,520) on the \$15,000 cash invested by the CVB in the event and a loss of 85.99% if only the HOT tax is considered.

Separately, lodging is the highest per household expenditure category with 72.3% of study respondents spending at least one night in paid lodging while on the Island and staying an average of 1.28 nights. This resulted in about 79 total room nights, most of which were in hotels (56.5%). With the average weighted lodging expenditure of \$275 per household that spent the night on the Island, total revenue from lodging was a total of \$23,610. Of the total lodging expenditure, 17% or \$3,430 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$2,119, goes toward the City HOT share. Moreover, the estimated total spending on food and beverage of \$8,385 resulted in about \$639 in taxes at the 8.25% rate or \$155 at the City's 2% share. A total of \$11,151 spent on all other items resulted in sales tax revenues of \$850 or \$206 for the City's share. Altogether, the City's share of all the HOT, food and beverage taxes and tax revenue on other purchases is \$2,480, which represents a deficit of \$12,520 or an 83.5% loss on the \$15,000 cash investment provided to the SPI Open Water Festival organizer as seen in the table below.

## Summary of Key Performance Indicators (KPI)

<i><b>KPI</b></i>	<i><b>Result</b></i>	<i><b>Description of KPI</b></i>	<i><b>Page</b></i>
<b>CVB investment</b>	\$15,000	Amount of funding provided by CVB to promoter	P1
<b>Total spending</b>	\$43,146	Total spent by event households	Table 1, P7
<b>Average spent per household</b>	\$502	Weighted average spent per household	Table 1, P7
<b>Number of households</b>	86	Number of households at event	P4
<b>Number in household</b>	2.7	Number of people in household group at event	Figure 3, P5
<b>Nights on SPI</b>	1.3	Average number of nights spent on SPI	Figure 3, P5
<b>Lodging tax</b>	\$2,119	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P9
<b>F&amp;B sales tax</b>	\$155	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P9
<b>Other sales tax</b>	\$206	City share of total sales tax revenue	Table 2, P9
<b>Total City tax share</b>	\$2,480	Total City tax revenue from event	Table 2, P9
<b>Total tax ROI</b>	-83.5%	<i>Return on CVB investment considering all taxes</i>	Table 2, P9
<b>Lodging only ROI</b>	-85.9%	Return on CVB investment considering HOT only	Table 2, P9
<b>Net Promoter Score</b>	79.3	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 6, P10
<b>Likely to return</b>	94.0%	Percent somewhat or extremely likely to return to SPI	Figure 7, P10
<b>Satisfied with SPI</b>	92.8%	Percent somewhat or extremely satisfied with SPI	Figure 8, P11
<b>Satisfied with event</b>	93.3%	Percent satisfied with event	Figure 9, P11



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# SPI Open Water Festival: Economic Impact

## Introduction

The South Padre Island (SPI) Open Water Festival consisted of two days of scheduled events held at the host hotel, Schlitterbahn Waterpark & Resort and at Pier 19:

- Saturday, April 28<sup>th</sup>
  - 11:30am to 12:30 pm - Registration and check in at Schlitterbahn Resort lobby;
  - 1:00pm to 3:00pm – Open Water clinic and beach games;
  - 6:15pm to 7:30 – Welcome reception and pre-race meeting
- Sunday, April 29<sup>th</sup> –
  - 7:00am to 8:00 – Registration
  - 8:30am to 11:00am races
  - 12:30pm – Awards ceremony

The SPI Open Water Festival was organized by Open Water Planet and had received \$15,000 from the SPI Convention and Visitors Bureau (CVB) to help fund the event. About \$10,000 of the funding was to cover marketing and media expenses. The organization expected to promote the event mostly through national publications and onsite at similar events as well as on TV, their website, social media and other paid advertising. The funds were also to be used to issue eight press releases to media and send six direct mailings to out-of-town recipients. These marketing efforts were expected to reach people in the U.S., Canada, Mexico and Europe. The organizer expected that 65% of the total event costs would be covered by the Hotel Occupancy Tax (HOT). The SPI Open Water Festival event last held in 2016 yielded 181 hotel rooms. For this year's event, the organizer expected to attract about 300 people with about 75% of those (225) staying in SPI lodging for an average of 1.5 nights.

# Method

To estimate the economic impact of the 2018 SPI Open Water Festival, UTRGV researchers conducted a survey (see Appendix A) among event attendees from 10:00am to 12noon on the day of races, Sunday, April 29<sup>th</sup>, at Pier 19, the race venue. To help recruit survey respondents, survey respondents were offered promotional products provided by the SPI CVB and were offered a chance to win two nights at Schlitterbahn Beach Resort. Respondents were asked to complete the survey by paper on clipboards although some event participants were given note cards (see Figure 1) inviting online survey participation.



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

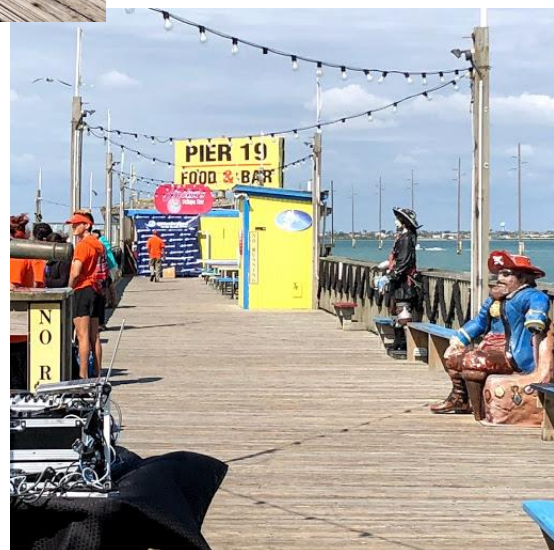
## Interviews

A total of 13 trained interviewers, a project manager, and a supervisor attended the SPI Open Water Festival events on Sunday, April 29<sup>th</sup> at Pier 19 from 10:00am to 12noon. All interviewers were highly visible by wearing bright orange t-shirts and visors. Interviewers approached potential respondents in a professional manner and distributed hard copies of the questionnaire



on clipboards to facilitate survey administration or gave them a note card with a link to the online survey. Altogether, this methodology yielded 38 surveys although eight were considered as coming from duplicate households or as not being on the Island for the event and so were not counted.

This left 30 useable responses. No responses were submitted online. While this sample size is small, it represents 34.9% of all the estimated 86 households on the Island for the event. The sample sizes allows a 95% probability that the results found represent the populations with a confidence level of plus or minus 14.5%.





## 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. The listing included 100 names; however, 14 were duplicate households, which leaves 86 unduplicated registered event participant households.

## Results

The onsite interviewers attempted to interview almost every different household encountered during the SPI Open Water Festival event at the race venue. In all, they interviewed 38 individuals but eight surveys were omitted from analysis as being from the same household as another interviewee or as not having come to the Island for the event. Given the estimate in this study of 86 households attending the SPI Open Water Festival, only 48 households were not interviewed. Thus, the interview response rate was 34.9%, which is sufficient to be at least 95% confident that the results vary by plus or minus 14.5%.

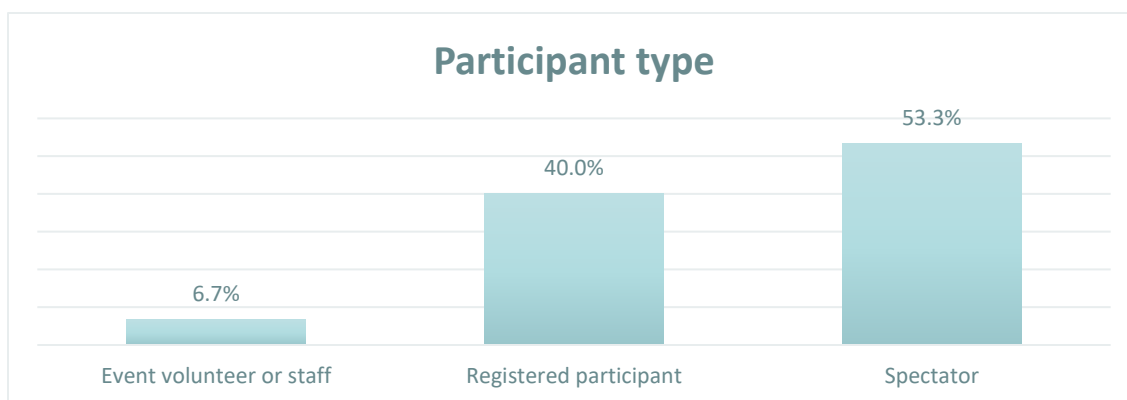
## Survey participants and SPI stay characteristics

The following results are for all 30 unduplicated survey respondents who specifically came to SPI specifically to attend the SPI Open Water Festival.

### Open Water Festival participation

In this study, attendees of SPI Open Water Festival were classified according to their attendance status. As seen in Figure 2, by far, most respondents self-identified as being spectators (53.3%) while only 40% indicated being a registered participant and 6.7% were staff, volunteers, or sponsors. This finding is not surprising given that most of Open Water spectators were observed to be parents, relatives, or friends of participants.

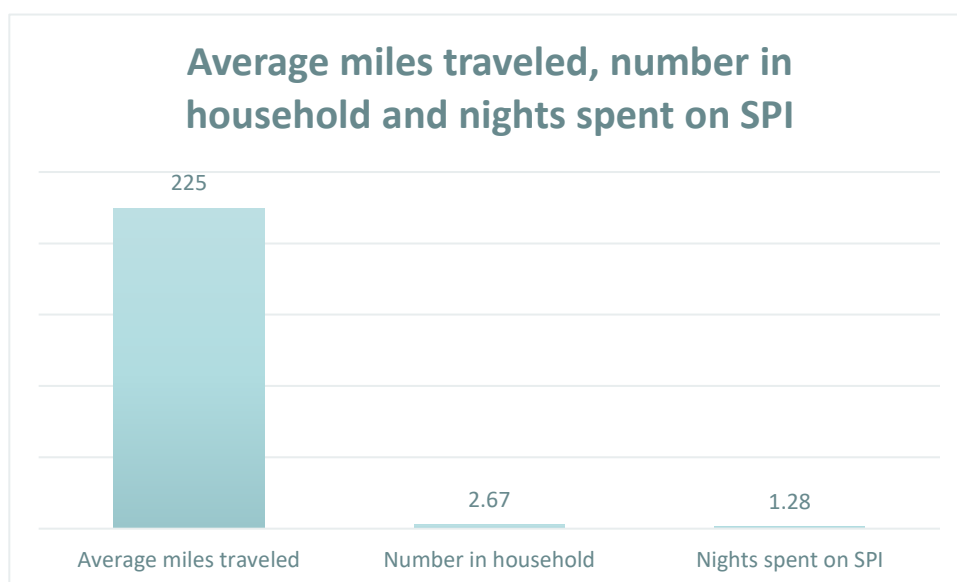




**FIGURE 2. PARTICIPATION TYPE**

### Miles traveled, group size and stay characteristics

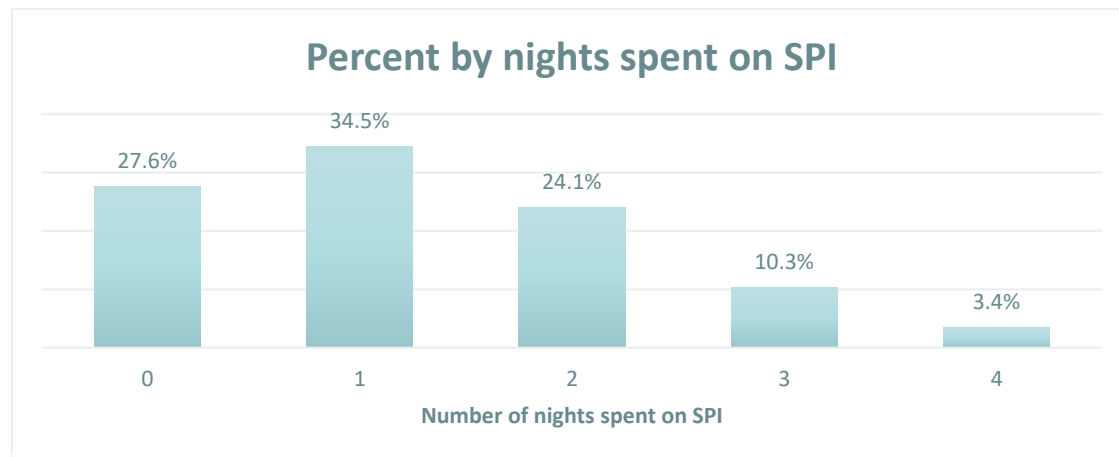
Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they spent the night while at the SPI Open Water Festival. Data featured in Figure 3 shows that, on average, study participants traveled 225 miles to attend the event, although distances traveled ranged from 2 to 1,582 miles. The figure also shows that 2.67 people were, on average, in each household although the number per household ranged from 1 to 6. The average number of nights spent on SPI for the Open Water Festival is 1.28 nights with a range of 0 to 4 nights.



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

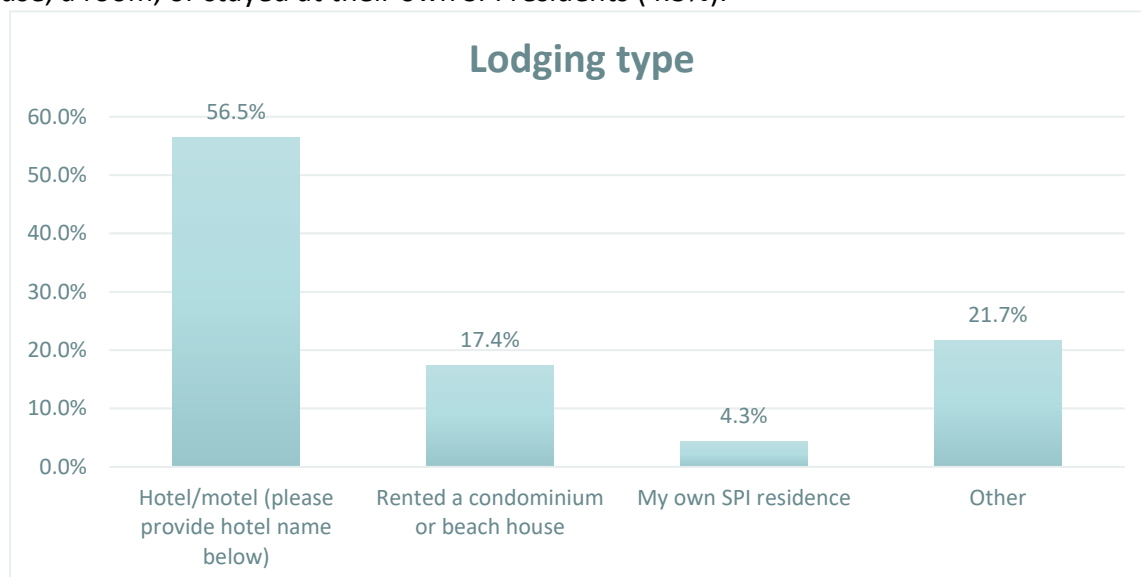


Figure 4 breaks down the number of nights spent on SPI and shows that most respondents (72.4%) spent the night on the Island, perhaps because the event was over two days. About 34.5% spent one night and 24.1% spent two nights on the Island for the SPI Open Water Festival.



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

Figure 5 shows the types of lodging used by event attendees while on the Island. Most of the stayers (56.5%) stayed in a hotel/motel room, while 17.4% rented a condominium or beach house, a room, or stayed at their own SPI residents (4.3%).



**FIGURE 5. LODGING TYPE USED**

## Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 1, indicate that the average amount spent on lodging for the stay duration was \$380 with a weighted average of \$275 when considering that 72.3% of respondent households spent money on lodging on the Island. Note that the 17% HOT rate was added to the amount reported by respondents for lodging while all other spending is assumed to have taxes included. In total, SPI Open Water households spent an average of \$502 while on the Island for a total of \$43,146 while on South Padre Island for the 2018 SPI Open Water Festival.

**TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING**

Expenditure category	Total average	% spending in category	Weighted spending	Spending per household
<b>Food &amp; Beverages</b>	\$133	0.73	\$98	\$8,385
<b>Night life</b>	\$27	0.10	\$3	\$235
<b>Lodging</b>	\$380	0.72	\$275	\$20,179
<b>Attraction entertainment</b>	\$82	0.13	\$11	\$937
<b>Retail</b>	\$86	0.17	\$14	\$1,233
<b>Transportation</b>	\$74	0.47	\$34	\$2,953
<b>Parking</b>	\$100	0.03	\$3	\$287
<b>Admission fees</b>	\$66	0.07	\$4	\$376
<b>Clothing</b>	\$100	0.20	\$20	\$1,720
<b>Groceries</b>	\$85	0.37	\$31	\$2,666
<b>Other</b>	\$130	0.07	\$9	\$745
<b>Total</b>	<b>\$1,261</b>		<b>\$502</b>	<b>\$43,146</b>

**The estimated direct spending on South Padre Island as attributed to the 2018 SPI Open Water Festival is \$43,146 within a confidence interval of plus or minus \$6,265 given the assumptions of a random sample selection. This spending resulted in total taxes of about \$4,919 with \$2,480 as the City's share. This represents a \$12,520 loss (-83.5%) on the \$15,000 investment provided by the CVB to the event organizer or a 85.9% loss if only the HOT tax is considered.**

### **Spending on food & beverage and lodging**

The survey results indicated 73% of respondents spent an average of \$133 per household for food and beverages (F&B) (see Table 1). This means that Open Water households spent a total weighted average of \$8,385 on F&B. With an 8.25% tax rate, this amount resulted in about \$639 in total sales tax collected from F&B spending, of which \$155 is the City's 2% share.

The survey results also indicated that 72.3% of respondents spent an average of \$380 for a weighted average spending of \$275 per household on lodging over an average of 1.28 nights (see Figure 3) spent on SPI for the SPI Open Water. These statistics indicate that the event generated about 79 room nights for a total of about \$23,610 spent on lodging. This amount of spending results in total HOT taxes collected of about \$3,430 at a 17% HOT tax rate or \$2,119 to the City of South Padre Island for their 10.5% share of the HOT taxes collected, an 85.9% loss on the \$15,000 investment in the event.

***SPI Open Water attendees accounted for 79 room nights and spent a total of \$23,610 ± \$3,428 on lodging while on the Island for the event.***

The CVB provided \$15,000 cash to the SPI Open Water organizer. For this investment, the city of South Padre Island should recover 10.5% of the HOT tax as well as 2% of the sales tax on other expenditures. The breakdown on expenditures, tax revenue and ROI is shown in Table2.

The \$23,610 spent on lodging, the \$8,383 spent on food and beverages and the \$11,151 spent in all other categories resulted in \$2,119, \$155, and \$206, respectively, for a total tax revenue of \$2,480 for the City. Thus, the \$15,000 invested in the SPI Open Water resulted in a loss of \$12,520 or 83.5% as seen in Table 2.

**TABLE 2. SPENDING, TAX REVENUE AND ROI**

Spending category	Amount spent	Tax rate	Total sales tax	City's % share	City's \$ share	ROI on \$15,000
Lodging	\$ 23,610	17%	\$3,430	10.5%	\$ 2,119	-85.9%
Food & beverage	\$ 8,385	8.25%	\$ 639	2%	\$ 155	
All other spending	\$ 11,151	8.25%	\$ 850	2%	\$ 206	
<b>Totals</b>	<b>\$ 43,146</b>		<b>\$ 4,919</b>		<b>\$ 2,480</b>	<b>-83.5%</b>

**In summary, the total taxes accrued to the City of South Padre Island as a result of the 2018 SPI Open Water is estimated at \$2,480 ± 14.5% for a loss on the \$15,000 investment of -\$12,520 or 83.5%.**

## The SPI Experience

The next section of the survey asked SPI Open Water Festival 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 (79.3%) are promoters of SPI while none are detractors. This yields a net promoter score (NPS) of 79.3, which is very good. For example, the hotel industry has a NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)).

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 7) and how satisfied overall they were with their SPI experience (Figure 8) and with the event (Figure 9).

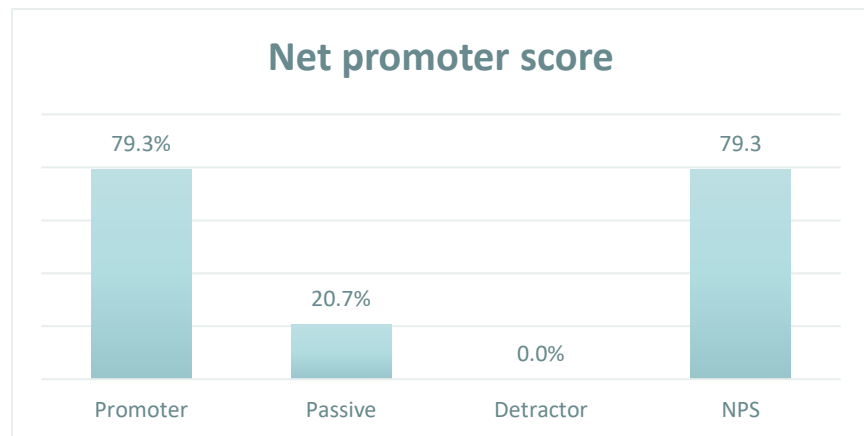


FIGURE 6. NET PROMOTER SCORE

Most respondents are somewhat likely or extremely likely to return to the Island (94%) in the

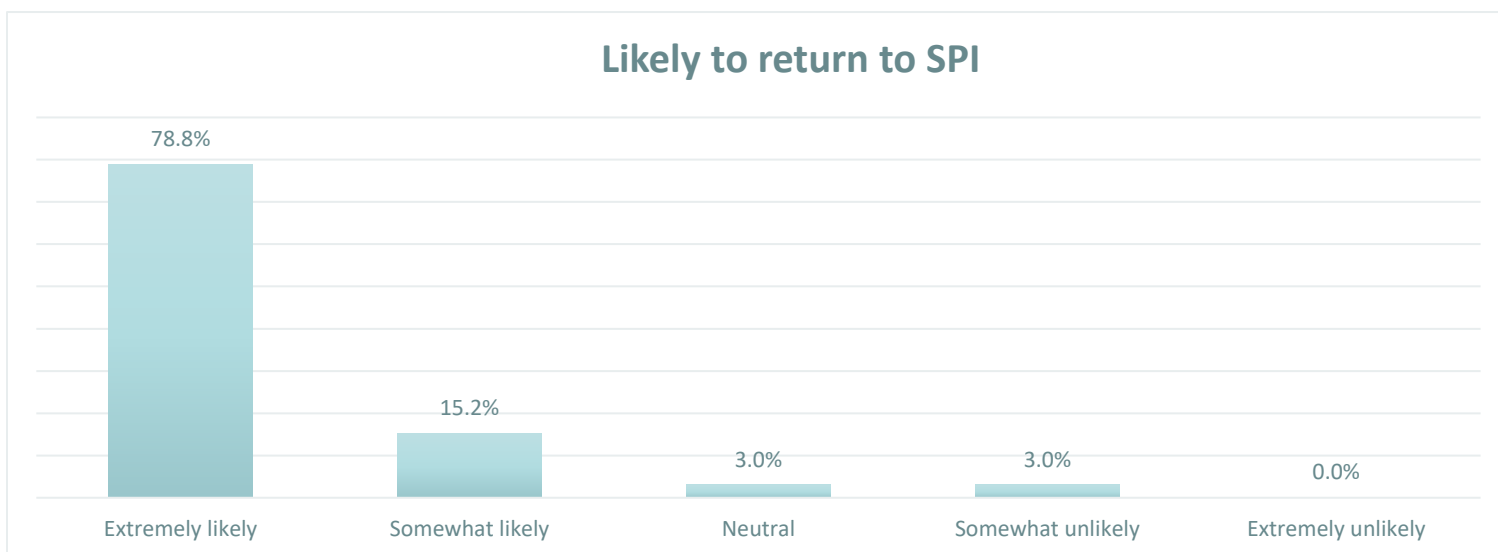


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

future and were somewhat satisfied or extremely satisfied (92.8%) with their SPI experience and most were satisfied with the Open Water Festival event (93.3%).

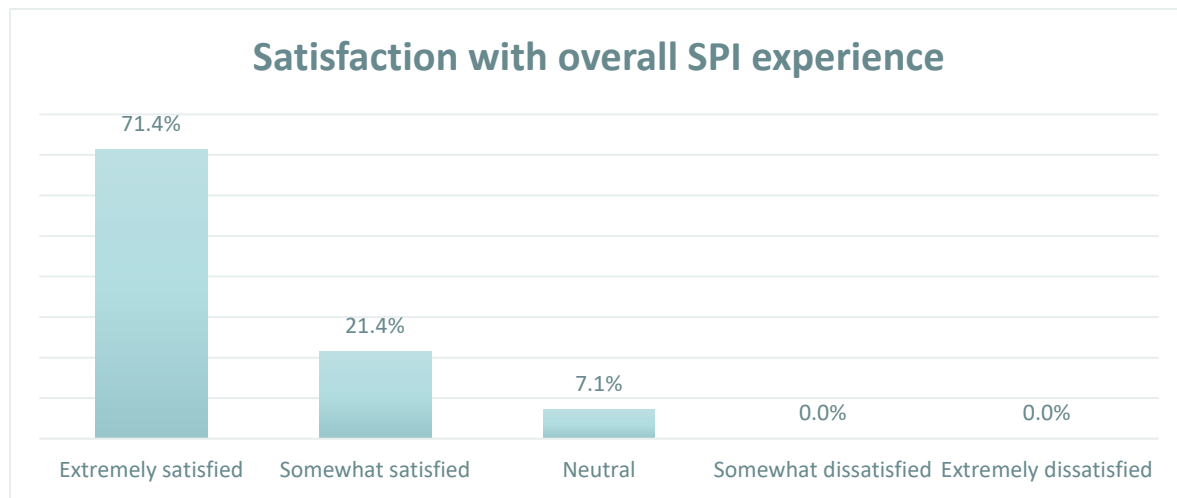


FIGURE 8. SATISFACTION WITH THE SPI EXPERIENCE

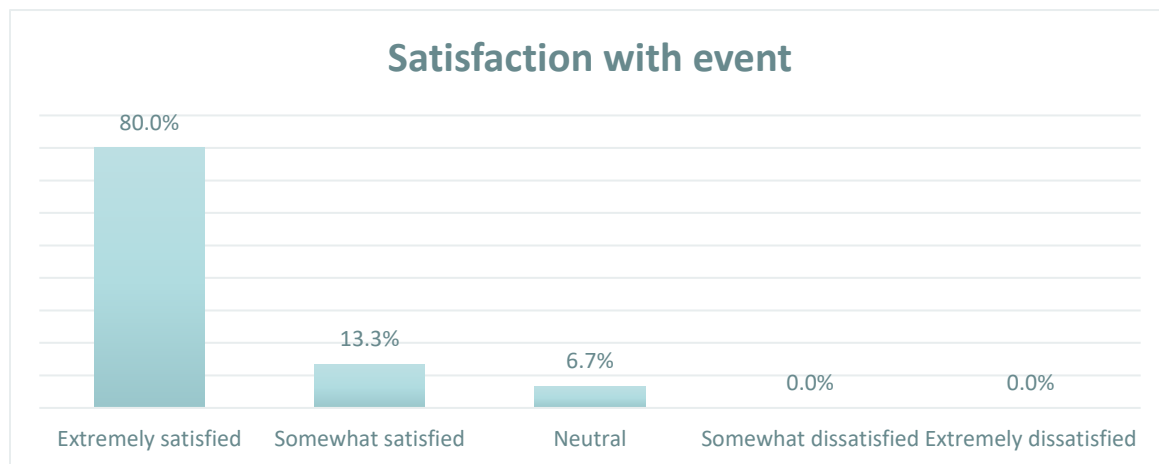


FIGURE 9. SATISFACTION WITH EVENT

**NOTE: Respondents could provide suggestions for improving their stay on SPI. The only unedited comment was:**

- Give top 3 finishes in each age group a medal or trophy

## Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

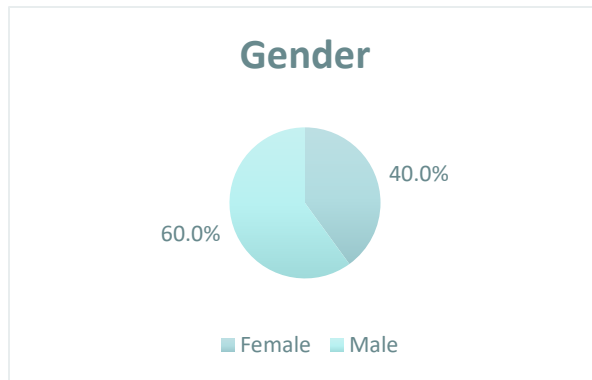


FIGURE 10. GENDER

Targeted survey respondents were those 18 + years and the average age of all respondents was 47 years-of-age although ages ranged from 23 to 68. Most respondents were female (60%) and married (70%) and had at least some college (96.6%) as shown in Figures 10 through 12, respectively.

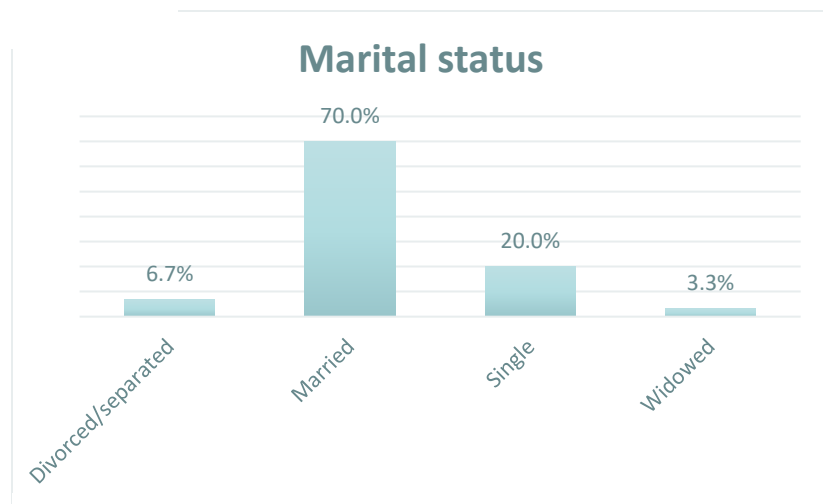


FIGURE 11. MARITAL STATUS

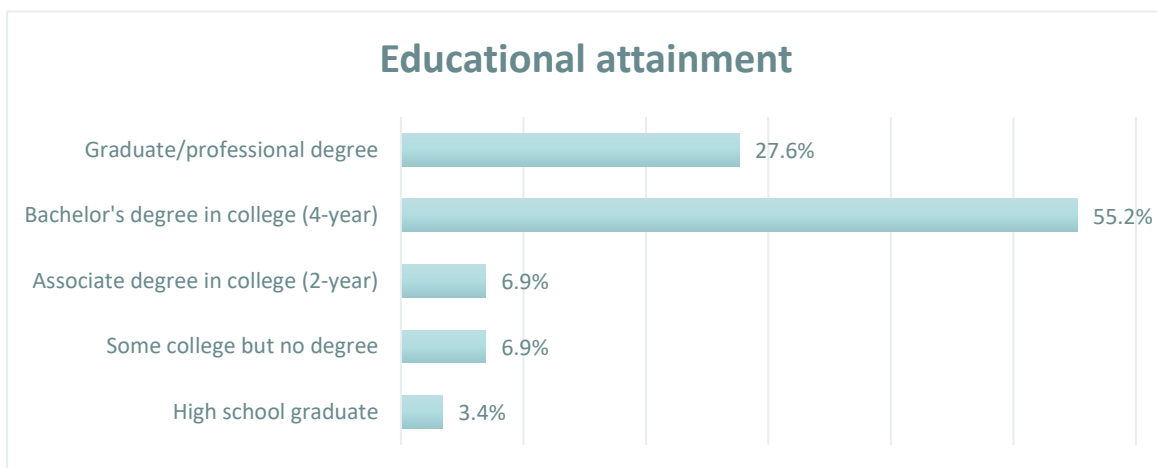
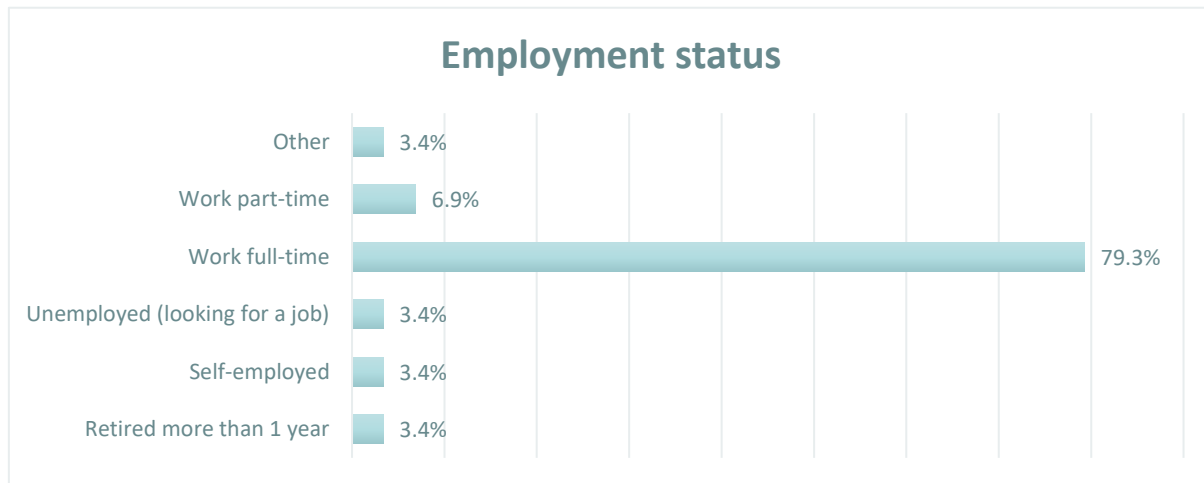


FIGURE 12. EDUCATIONAL ATTAINMENT

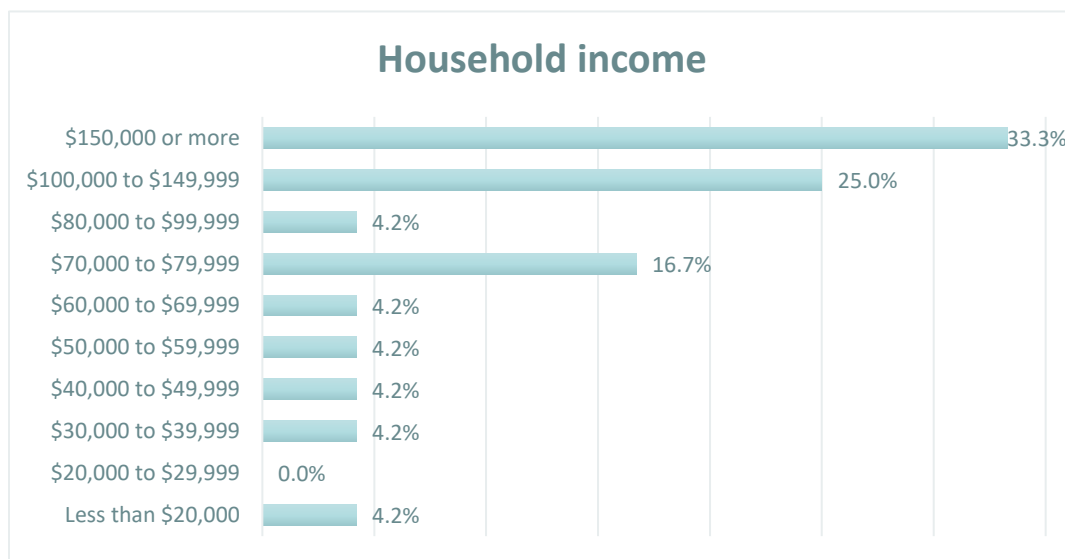


Most study respondents had a full-time job (79.34%), although 6.9% worked part-time and 3.4% were retired as seen in Figure 13.



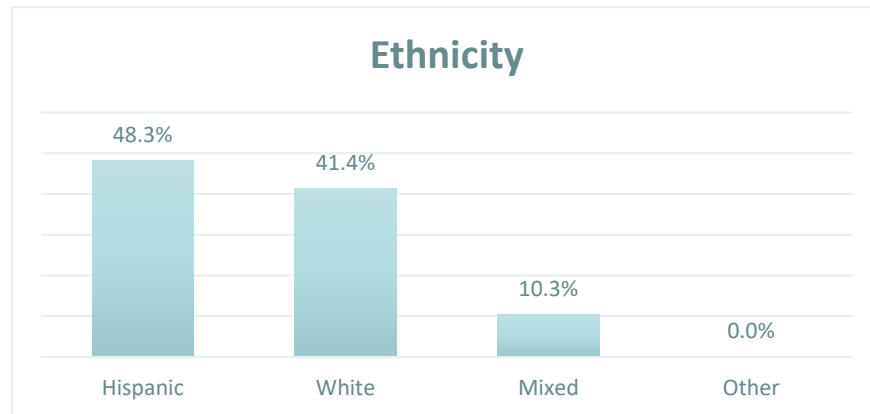
**FIGURE 13. EMPLOYMENT STATUS**

Study participants in the SPI Open Water Festival, in general, had a higher-than-average household income level with 87.6% reporting a household income above \$50,000 (Figure 14).

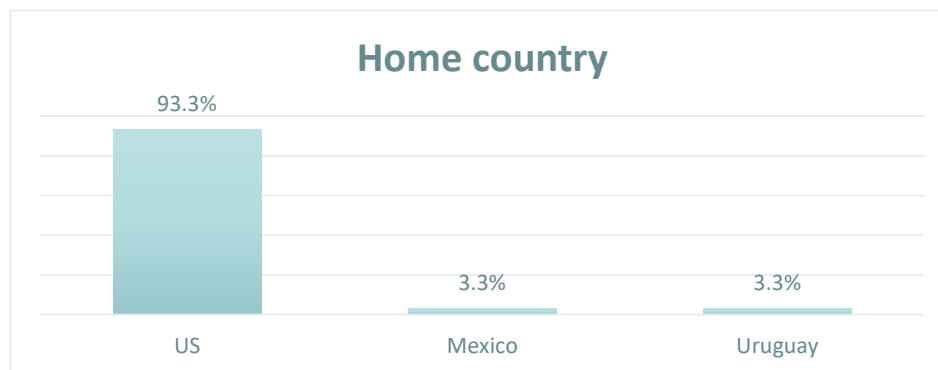


**FIGURE 14. HOUSEHOLD INCOME**

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Results in Figure 15 show that 48.3% of respondents considered themselves Hispanic while 41.4% indicated being white and 10.3% considered themselves to be of mixed ethnicities.



**FIGURE 15. ETHNICITY**



**FIGURE 16. HOME COUNTRY**

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 (93.3%). About 3.3% indicated being from Mexico as shown in Figure 16 and one respondent surveyed was from Uruguay.

The specific zip or postal codes of event registrants as provided by the even organizer as well as the zip codes of study respondents are listed in Appendix B.

## Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 3 about SPI Open Water Festival guests at their facility. In total, six owner/managers responded to the survey and the results and averages of those reporting statistics are shown in the Table.

**TABLE 3. SPI LODGING OWNER/MANAGER RESPONSES**

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to SPI Open Water Festival attendees?	3.2	0 to 10	5
On average, how many people attending the SPI Open Water Festival stayed in one room?	4.67	2 to 10	3
To the best of your knowledge, about how many nights did most SPI Open Water Festival attendees stay at your lodging facility?	4 Mode=1	1 to 10	3
Please estimate the amount of dollars the average person attending the SPI Open Water Festival spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$178	\$125 to \$280	3
Please estimate the amount of dollars the average person attending the SPI Open Water Festival spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$22	0 to \$50	3
Please estimate the amount of dollars the average person attending the SPI Open Water Festival spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$28	0 to \$75	3
In total, how many rooms does your facility have to rent?	132	10 to 256	5

The results indicate that an average of 3.2 rooms were rented among the five lodging facilities responding to the survey. Three hotels reported having Open Water Festival attendees spend one or four nights with either two or ten people per room. The average cost per room was \$178 and guests spent an average of \$22 on food and \$28 on beverages.

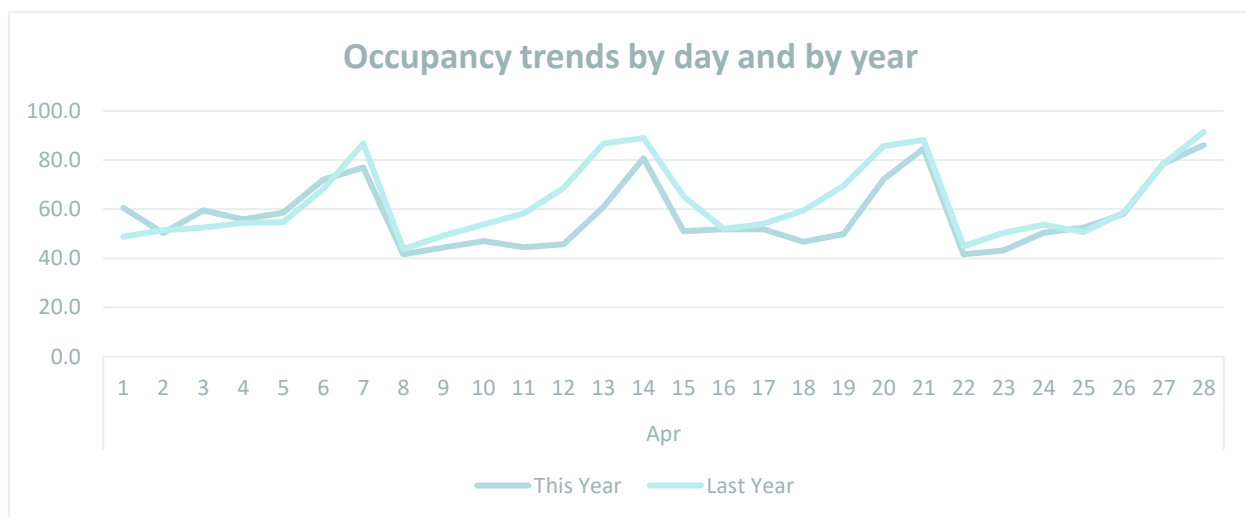
The responding lodging managers may not be representative of SPI lodging units. Only five hotels responded to the survey and, of those, two had 30 or fewer rooms and two had more than 200 rooms. Thus, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results.

## STR Report

Additional data to provide evidence about 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 during the Open Water Festival 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.

The following figures show the hotel metrics for each day from April 1 through 28th (the month trend) for this year as well as for the same time period as last year (the year trend).

Because the SPI Open Water Festival took place beginning at about noon on Saturday, April 28<sup>th</sup> through the next day at about noon, the relevant STR data is for Saturday, April 28<sup>th</sup>. The occupancy rate for the Open Water Festival on Saturday, April 28<sup>th</sup> is 86%. This rate is lower

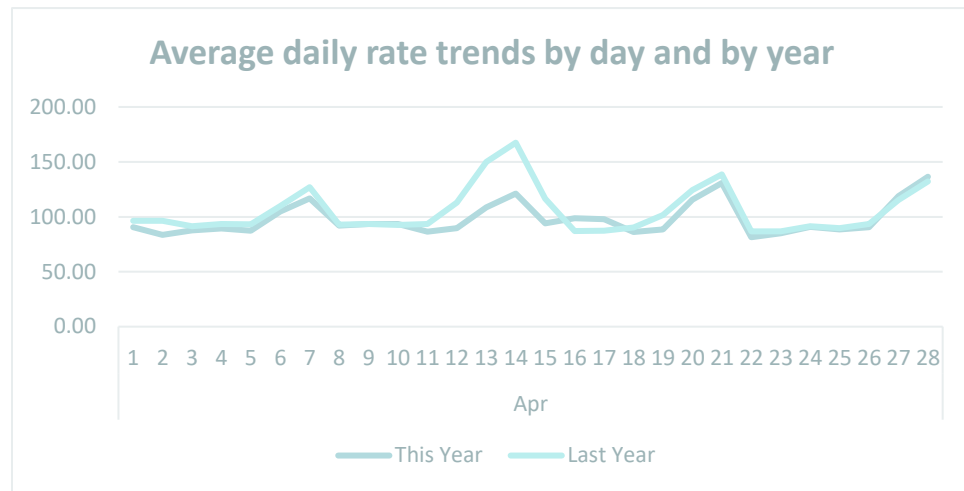


**FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR**

than last year's rate of 91.4% for the same day period last year but is much higher than the month-long occupancy rate of 57.7% for this year and 63.2% for last year as seen in the trends Figure 17.

Overall, the average daily rate (ADR) of rooms for the SPI Open Water Festival night are higher than rates for most days in the month-long period for both this year and last year as shown in

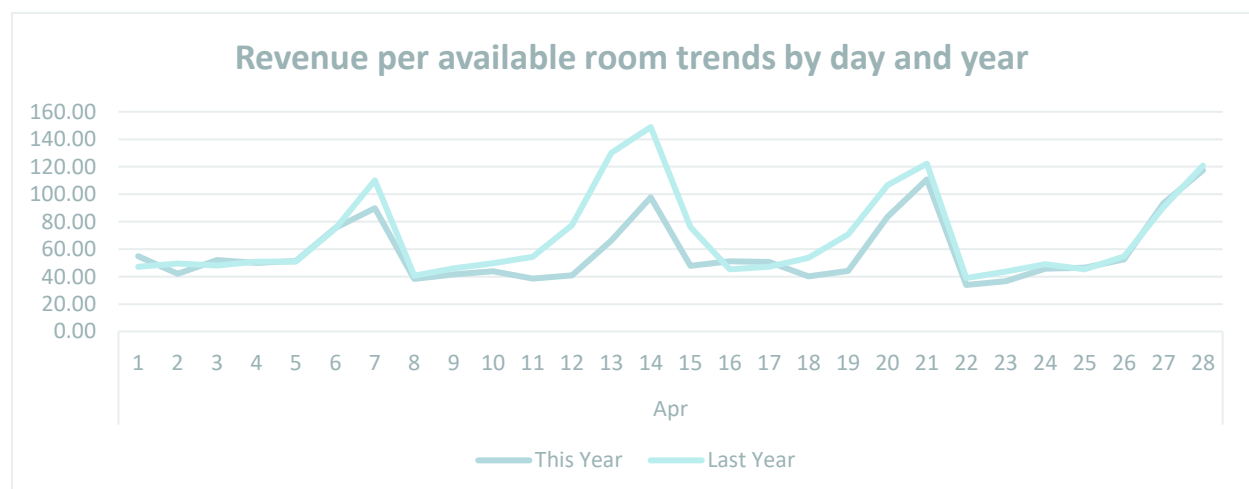
Figure 18. The ADR for the night in 2018 averages \$136.46, higher than the ADR average of \$132.23 for the same day last year, but much higher than the



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

month-long average ADR of \$101.23 this year and of last years' month-long ADR of \$109.89.

Next, Figure 19 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the night of the Open Water Festival is \$117.43, which is



**FIGURE 19. REVPAR BY DAY AND YEAR**

slightly below the average rate of \$120.89 experienced during the same day last year. However, the RevPAR is substantially above the month-to-date rate of \$58.45 for this year.

For the month examined, Figure 20 shows the room demand trend. The average room demand for the night of the Open Water Festival is 2,338, which is 5.8% less than the demand during the same day last year.

However, the room demand for the day of the Open Water Festival exceeded the month-long average daily room demand of 1,569 and last year's average daily demand rate of 1,715 room.

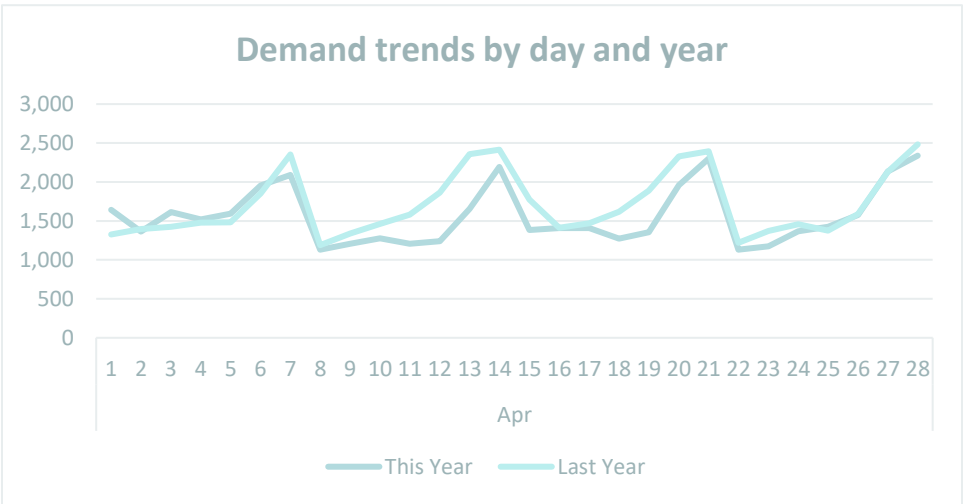


FIGURE 20. DEMAND TRENDS BY DAY AND YEAR

The average lodging revenue during the Open Water Festival night was \$319,052, about 2.8% below the average revenue of \$328,327 for the same night last year. Nevertheless, the revenue for the Saturday night of the Open Water Festival was also the peak revenue for the month as seen in Figure 21.

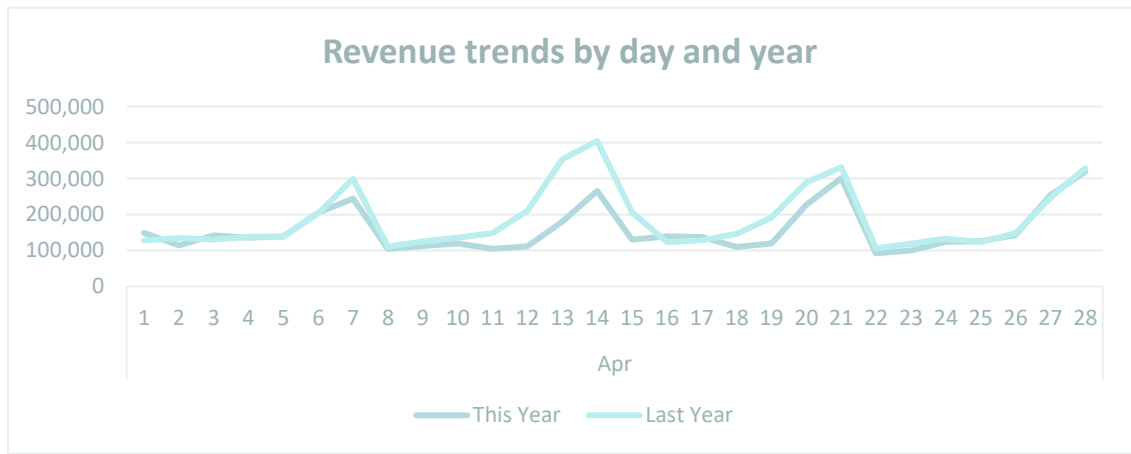
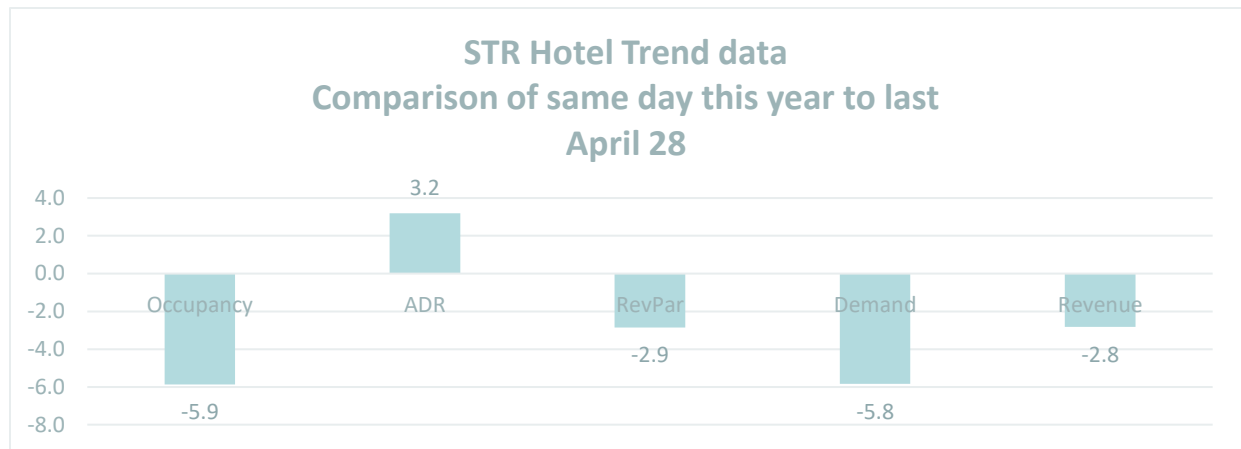


FIGURE 21. REVENUE TRENDS BY DAY AND YEAR



Figure 22 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the night Open Water Festival participants would have spent the night on the Island.



**FIGURE 22. STR HOTEL TREND DATA 3-DAY COMPARISON**

In summary, all metrics except for the ADR for Saturday, April 28<sup>th</sup>, the evening of the 2018 SPI Open Water Festival, were below the same metrics for the same day last year. While two other events—Splash South Padre and the Sand Crab Beach Run—were both held during the same time period last year, other factors may have accounted for the better 2017 performance on the metrics examined. For example, in 2017 there were Bands On the Beach performances with live music and fireworks and on Saturday, April 28, 2017, an American Red Cross Centennial Gala was held on the Island.

*To summarize the STR data, all results indicate a decrease in occupancy, RevPar, demand and revenue for Saturday, April 28<sup>th</sup>, the night of the 2018 Open Water Festival.*

**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 SPI Open Water Festival held from Saturday, April 28<sup>th</sup> through Sunday, April 29<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 38 surveys were completed but eight responses were eliminated because of household duplication as were responses from people who were not specifically on the Island for the SPI Open Water Festival. The result is 30 viable survey responses for a response rate of 34.9% of all estimated event attendee households.

Demographically, the study sample was comprised of predominately married females who were an average of 47 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, and identify ethnically as Hispanic and white. Geographically, almost all respondents were from the US (93.3%). The average number of miles traveled by survey participants to attend the event was 225 miles, and 72.3% spent an average of 1.28 nights on SPI.

By combining the actual number of people registered to participate in the SPI Open Water Festival with survey results, the Open Water Festival generated about 79 SPI room nights. With an average total weighted lodging expenditure per household of \$275, event attendees spent about \$23,610 for lodging in total, resulting in about \$3,430 in total Hotel Tax with 10.5%, or \$2,119, the City's share. Considering only the HOT tax, the \$15,000 investment yielded a loss of 85.9%. However, spending on food and beverage also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$8,385 should have yielded \$639 in sales tax at the 8.25% rate or \$155 for the City's 2% share. Spending of \$11,151 on other items should have yielded \$850 in sales tax revenue with \$206 going to the City. Considering all spending, the City of SPI should have received \$2,480 in taxes for a loss of \$12,520 or an -83.5% loss on the \$15,000 cash investment provided to the event organizer.

While it is impossible to know the actual number of lodging rooms booked as a result of the SPI Open Water Festival, the lodging manager's survey and the STR Destination Report data for the period supports the study's finding that the event did have some effect on the number of rooms booked during the event night since that night had the highest occupancy rate for the month of April.

Fortunately, most SPI Open Water Festival survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. While the spending of SPI Open Water Festival attendees was minimal considering the significant CVB-provided funding, the overall SPI experience of the event attendees will likely result in many event attendees returning to the Island for future vacations.

## Appendix A: Survey

<b>SPI Open Water Festival, April 28-29, 2018</b>																									
<p>This survey is to understand your household experience and spending during the South Padre Island Open Water Festival. <b>The one person, older than 18, best able to report on spending for all people in your household at the Festival should complete this survey.</b> 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 956.665.2829 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, please return this survey. We thank you!</p> <p>2. Did you come to South Padre Island specifically for the Open Water Festival? <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 SPI Open Water Festival? _____ miles</p> <p>4. Which of the following best describes your participation in the SPI Open Water?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Registered swimmer</div> <div><input type="checkbox"/> Swim volunteer/staff</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Spectator</div> <div><input type="checkbox"/> Did not attend</div> </div> <div><input type="checkbox"/> Other _____</div> <p>5. Including yourself, how many people from your household attended the Festival? _____ Number in household</p> <p>6. How many nights did you (or will you) spend on South Padre Island while attending Festival? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for the SPI Open Water Festival?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Hotel/motel (1)</div> <div><input type="checkbox"/> Rented condo/beach house (2)</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Campground/RV park (3)</div> <div><input type="checkbox"/> Rented a room (4)</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Friend/family's home (5)</div> <div><input type="checkbox"/> My own SPI residence (7)</div> </div> <div><input type="checkbox"/> Other (please specify) _____ (6)</div> <p>8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for the Festival. (List only the total dollar amounts spent on SPI)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td>Food &amp; beverages (restaurants, concessions, snacks, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Night clubs, lounges &amp; bars (cover charges, drinks, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Local attractions &amp; entertainment (fishing, snorkeling, kayaking, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Parking fees</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>SPI Admission fees</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Clothing or accessories</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Groceries</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Other (please specify)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: right;"><b>\$</b></td> </tr> </tbody> </table> <p>9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?</p> <div style="display: flex; align-items: center;"> <div style="text-align: right; padding-right: 10px;">Not at all likely</div> <div style="text-align: center; flex-grow: 1;">             0 1 2 3 4 5 6 7 8 9 10           </div> <div style="text-align: left; padding-left: 10px;">Extremely likely</div> </div>	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)	\$	<b>Total</b>	<b>\$</b>	<p>10. How likely are you to return to South Padre Island for a vacation at some time in the future?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Extremely likely</div> <div><input type="checkbox"/> Somewhat likely</div> <div><input type="checkbox"/> Neutral</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Somewhat unlikely</div> <div><input type="checkbox"/> Extremely unlikely</div> </div> <p>11. How satisfied are you with your overall South Padre Island experience?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Extremely satisfied</div> <div><input type="checkbox"/> Somewhat satisfied</div> <div><input type="checkbox"/> Neutral</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Somewhat dissatisfied</div> <div><input type="checkbox"/> Extremely dissatisfied</div> </div> <p>12. How satisfied are you with the Open Water Festival?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Extremely satisfied</div> <div><input type="checkbox"/> Somewhat satisfied</div> <div><input type="checkbox"/> Neutral</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Somewhat dissatisfied</div> <div><input type="checkbox"/> Extremely dissatisfied</div> </div> <p>13. What suggestions do you have for improving the Open Water Festival or your stay on South Padre Island? (write on back)</p> <p>14. What is your home zip or postal code? _____ code</p> <p>15. What is your home country?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> US</div> <div><input type="checkbox"/> Mexico</div> <div><input type="checkbox"/> Canada</div> <div><input type="checkbox"/> Other _____</div> </div> <p>16. What is your age? _____ (years of age)</p> <p>17. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female</p> <p>18. What is your marital status?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Married</div> <div><input type="checkbox"/> Single</div> <div><input type="checkbox"/> Widowed</div> <div><input type="checkbox"/> Divorced/separated</div> </div> <p>19. What is your highest educational attainment?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Less than high school</div> <div><input type="checkbox"/> Associate's degree</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> High school graduate</div> <div><input type="checkbox"/> Bachelor's degree</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Some college, no degree</div> <div><input type="checkbox"/> Graduate/professional degree</div> </div> <p>20. What is your current employment status?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Work full-time</div> <div><input type="checkbox"/> Retired within past year</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Work part-time</div> <div><input type="checkbox"/> Retired more than 1 year</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Unemployed (looking for a job)</div> <div><input type="checkbox"/> Other (Please specify)</div> </div> <p>21. What is your combined annual household income?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> less than \$20,000</div> <div><input type="checkbox"/> \$60K-\$69,999</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> \$20K-\$29,999</div> <div><input type="checkbox"/> \$70K- \$79,999</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> \$30K- \$39,999</div> <div><input type="checkbox"/> \$80K- \$99,999</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> \$40K- \$49,999</div> <div><input type="checkbox"/> \$100K-\$149,999</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> \$50K-\$59,999</div> <div><input type="checkbox"/> \$150,000 or more</div> </div> <p>22. What is your ethnicity? (Select all that apply)</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> White</div> <div><input type="checkbox"/> Hispanic</div> <div><input type="checkbox"/> Mixed</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Black</div> <div><input type="checkbox"/> Asian</div> <div><input type="checkbox"/> Other _____</div> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <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> </div> <div style="text-align: center; margin-top: 10px; border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> <b>THANK YOU VERY MUCH!!!</b> </div>
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)	\$																								
<b>Total</b>	<b>\$</b>																								

## Appendix B: SPI Open Water Festival respondents' current zip or postal codes

<b>Registered zip codes:</b>	78418	78573
27606	78418	78573
27606	78501	78577
32080	78504	78577
32084	78504	78577
33901	78504	78577
48002	78504	78578
66102	78504	78589
75006	78504	78589
77025	78504	78589
77055	78504	78611
77092	78504	78641
77099	78520	78681
77355	78520	78681
77355	78520	78704
77355	78521	78738
77381	78521	78741
77382	78521	78746
77702	78521	79110
77702	78521	81427
77904	78521	89130
78006	78521	90001
78006	78526	<b>Study respondents:</b>
78006	78526	77055
78006	78539	77092
78006	78550	77099
78041	78550	78247
78163	78550	78248
78163	78552	78250
78216	78557	78504
78230	78557	78520
78231	78566	78521
78247	78566	78526
78250	78566	78539
78250	78572	78550
78250	78572	78552
78258	78572	78566
78258	78572	78572
78258	78572	78574
78258	78572	78577
78261	78572	78676
		87398
		90069

## 5K/10K Beach Run 2018



### Event Attendance

345 registered participants  
294 households  
247 room nights  
-5.9% change in YoY on event night



### DEMOGRAPHICS

Average age 37  
Average Income:  
54.7%  
\$50,000 or more

**\$4,726**

CVB investment

**\$172,663**

Total spending

**\$587**

Average spent  
per household



2.4 visitors per  
household

1.4 nights  
on SPI

**City tax  
share**

10.5% Lodging = \$6,323

2% F&B sales tax = \$656

2% other sales tax = \$1,232

Total = \$8,212

**Total tax ROI = 73.8%**

Lodging only ROI = 33.8%

### SPI Experience



NET PROMOTER SCORE  
likely to recommend  
South Padre Island

**75.1**

**96.7%**

Likely to  
return

**95.5%**

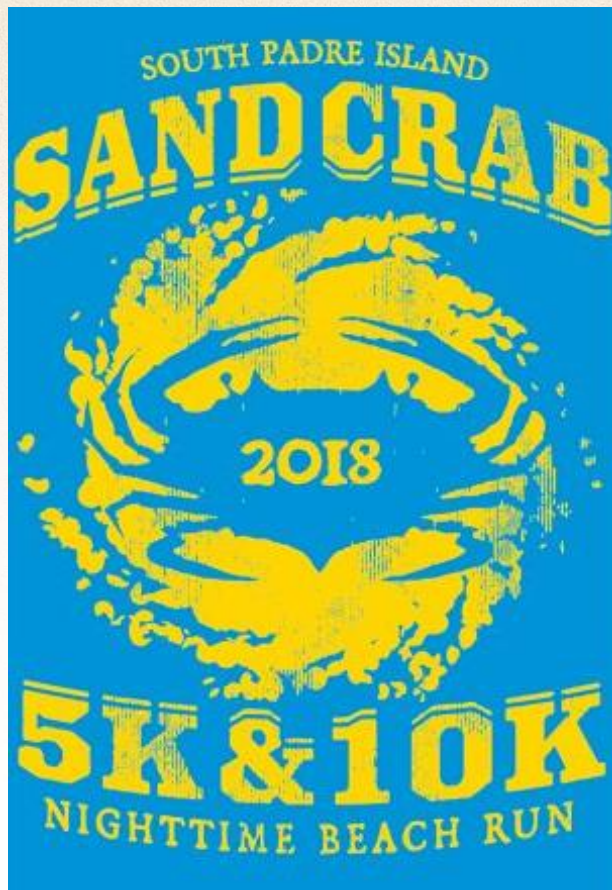
Satisfied  
with SPI

**86.7%**

Satisfied  
with event



# *South Padre Island* **Sand Crab 5K & 10K Nighttime Beach Run**



April 28, 2018

## 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:

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Director

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# Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run held on Saturday, April 28th. Promoted by RunInTexas.com with \$4,726 funding support from the SPI Convention and Visitors Bureau (CVB), organizers expected to attract 500 to 800 people for about 200 room nights over two nights. To examine the spending of the SPI Sand Crab Run 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 with a total of 99 contacts but nine surveys were from duplicate households or people not on the Island for the event. This yielded 90 responses from unique households on the Island specifically for the SPI Sand Crab Run.

Demographically, the SPI Sand Crab Run study sample had an average age of 37 years, was predominately female (65.2%), married (55.1%), with some college education (86.5%), works full time (86.5%), has a household income above \$50,000 (54.7%), and is Hispanic (76.7%). Survey respondents are primarily from the US (90%), with 7.8% coming from Mexico, and one from Peru. On average, survey participants traveled with an average of 2.4 people for an average of 112 miles and spent 1.4 nights on SPI. A large percentage (79.6%) of survey respondents are considered promoters of the Island to others resulting in a net promoter score of 75.1% and are likely to return to SPI for a future vacation (96.7%). Most respondents were satisfied with their SPI stay experience (95.5%) and with the event (86.7%).

Importantly, the survey analysis found that the 294 household groups attending the 2018 SPI Sand Crab Run event spent an estimated average of \$587 per household while on the Island for a total of \$172,663. This total spending resulted in \$18,027 in total sales tax revenue with the City's share of tax revenue amounting to \$8,212, which yields a 73.8% return on the \$4,726 cash invested in the event by the CVB.

Separately, lodging is the highest per household expenditure category with 59% of study respondents spending at least one night in paid lodging on the Island and staying an average of 1.43 nights. This resulted in about 247 total room nights, most of which were in hotels (50%). With the weighted average lodging expenditure of \$240 per household that spent the night on the Island, revenue from lodging was a total of \$70,459. Of the total lodging expenditure, 17% or \$10,238 was Hotel Occupancy Tax (HOT), and 10.5% of that, or about \$6,323, was the City's share of HOT. Moreover, the estimated total spending of \$35,509 on food and beverages and \$66,696 on other items resulted in about \$2,706 and \$5,083 in tax revenue, respectively, at the 8.25% rate or \$656 and \$1,232, respectively, at the City 2% tax rate. The combined City's share of all tax revenue is \$8,212, which represents a \$3,486 (73.8%) return on the \$4,726 cash investment provided to the SPI Sand Crab Run organizer as shown in the Table below.

## Summary of Key Performance Indicators (KPI)

<i><b>KPI</b></i>	<i><b>Result</b></i>	<i><b>Description of KPI</b></i>	<i><b>Page</b></i>
<b>CVB investment</b>	\$4,726	Amount of funding provided by CVB to event promoter	P1
<b>Total spending</b>	\$172,663	Total spent by event households	Table 1, P11
<b>Average spent per household</b>	\$587	Weighted average spent per household	Table 1, P11
<b>Number of households</b>	345	Number of households at event	P5
<b>Number in household</b>	2.4	Number of people in household group at event	Figure 8, P9
<b>Nights on SPI</b>	1.4	Average number of nights spent on SPI	Figure 8, P9
<b>Lodging tax</b>	\$6,323	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P12
<b>F&amp;B sales tax</b>	\$656	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P12
<b>Other sales tax</b>	\$1,232	City share of total sales tax revenue	Table 2, P12
<b>Total City tax share</b>	\$8,212	Total City tax revenue from event	Table 2, P12
<b>Total tax ROI</b>	73.8%	<b>Return on CVB investment considering all taxes</b>	Table 2, P12
<b>Lodging only ROI</b>	33.8%	Return on CVB investment considering HOT only	Table 2, P12
<b>Net Promoter Score</b>	75.1	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 11, p13
<b>Likely to return</b>	96.7%	Percent somewhat or extremely likely to return to SPI	Figure 12, p13
<b>Satisfied with SPI</b>	95.5%	Percent somewhat or extremely satisfied with SPI	Figure 13, p14
<b>Satisfied with event</b>	86.7%	Percent satisfied with event	Figure 14, p14

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# South Padre Island Sand Crab 5K and 10K Night Beach Run: Economic Impact

## Introduction

The South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run (Sand Crab Run) was held on the SPI beach beginning in front of the event hotel, Pearl South Padre Island Resort, on Saturday, April 28<sup>th</sup>, 2018. Race participants could pick up their race packets on Thursday in Harlingen before the event or at the Pearl South Padre Island Resort on race day from 4:00pm to 6:00pm. The Kid Crab mile began at 8:00pm and the 5K and 10K races at 8:30pm with a cut off time of two hours. An awards ceremony was held at about 10:00pm at the Pearl South Padre Island Resort. All race participants were required to wear flashlights or headlamps because the event was at night.

The SPI Sand Crab 5K & 10K Night Beach Run was organized by Run In Texas and was designed “to create a fun, memorable and unique family-friendly running event that attracts runners from across the Rio Grande Valley and beyond to the beaches of South Padre Island.” The organizers received \$4,726 from the SPI Convention and Visitors Bureau (CVB) to help fund the event. The funds were to be used for marketing—website, social media and e-mail campaigns to their database of 16,500 Texas runners—and t-shirts which would have the SPI CVB logo. The organization expected to promote the event through 10 press releases and PR opportunities in print, broadcast and online media, running calendars and posters. These marketing efforts were expected to reach Texas residents, primarily in the Rio Grande Valley, San Antonio, Austin and Houston.

Past SPI Sand Crab Run events yielded an estimated 255, 400, and 340 hotel rooms in 2015, 2016 and 2017 respectively. For this year's event, the organizer expected to attract about 500 to 800 runners with about 75% of those staying in SPI lodging for a total of 375 to 600 room nights.

As a side note, on April 3, 2018, the [www.runintexas.com](http://www.runintexas.com) website did not have a link to the SPI CVB as promised in the funding application and the event website graphic displayed the beach run graphic from 2016 (see Figure 1). A Google search found the correct event information and registration at:

<https://www.signmeup.com/site/online-event-registration/123621>. This website also did not have a link to the SPI CVB website (see Appendix A).

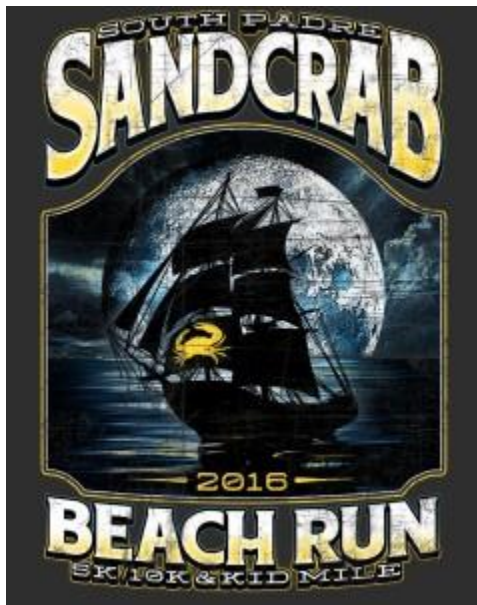


FIGURE 1. GRAPHIC DISPLAYED ON WEBSITE

## Method

To estimate the economic impact of the 2018 SPI Sand Crab Run, UTRGV researchers conducted a survey (see Appendix B) among SPI Sand Crab Run attendees on SPI on Saturday, April 28<sup>th</sup> during registration and during the race from about 5:20pm until 9:00pm. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered other promotional products provided by the CVB which substantially helped to recruit respondents. Respondents were asked to complete the survey by paper on clipboards although some event participants were given note cards (see Figure 2) inviting online survey participation.

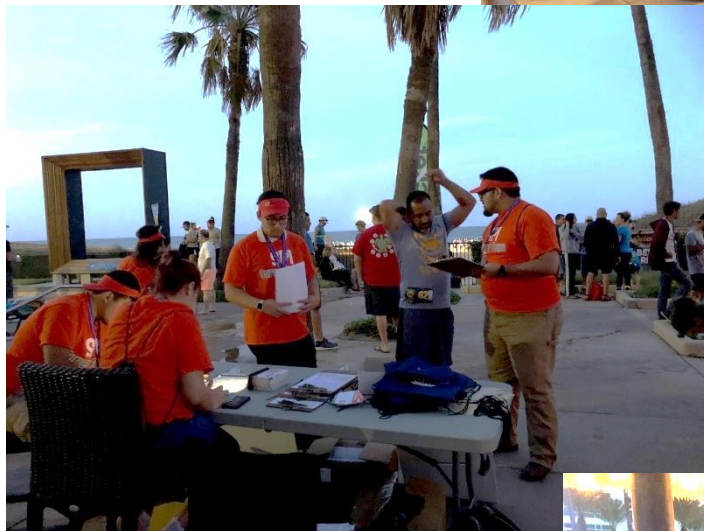


FIGURE 2. ONLINE SURVEY NOTE CARDS



## Interviews

A total of 11 trained interviewers, the project manager and a supervisor attended the SPI Sand Crab Run registration held at the Pearl South Padre Island Resort from 5:20pm to 9:00pm. All interviewers were highly visible by wearing bright orange t-shirts and visors. Interviewers approached



potential respondents in a professional manner and distributed hard copies of the questionnaire on clipboards to facilitate survey administration. Those who refused the survey were given a note card with a link to the online

survey. This methodology yielded 99 interview responses but eight surveys were eliminated because another household member had completed the survey and one was eliminated because the respondent had not come to the Island for the event. No responses were received on the online survey option.



## Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. To determine the number of attendees, the event sponsor was asked to provide the number of registered race participants and their zip codes. A total of 320 zip codes of pre-registered Sand Crab Run runners were provided (see Appendix D); with an estimated 15 more runners registering at the event for a total of 345 registrants. The estimated crowd size based on drone pictures and counts on the ground suggested fewer Sand Crab Run attendees; about 240 event attendees at the peak time. The drone photos show about 134 people at 6:30pm (see Figure 3), about 174 at 8:00pm (see Figure 4) and about 228 at 8:23 (Figure 5). However, it is impossible to account for duplication during the entire event—the people present at 6:30pm may be different from the people present at 8:00pm and even at 8:23pm.



FIGURE 3. DRONE PHOTO OF SPI SAND CRAB RUN AT 6:30PM





FIGURE 4. DRONE PHOTO OF SAND CRAB RUN AT 8:00PM



FIGURE 5. DRONE PHOT OF SAND CRAB RUN AT 8:23PM





**FIGURE 6. SAND CRAB RUN AT START OF ADULT RACE**

Therefore to estimate the total event households, the sponsor-reported 345 registrants provide a basis but that number was reduced based on the assumption that 25% of the registrants were from the same household, thus 276 unique households were event participants which comprised 86.7% of all event attendees interviewed in the survey. Assuming that half of the 2.2% event volunteers or staff and 11.1% spectators are included in registered participants' households, an estimated **294 households** were at the SPI Sand Crab Run.

## Results

The 11 onsite interviewers attempted to interview almost every different household encountered during the SPI Sand Crab Run event. In all, they contacted 90 different households, which, at 2.42 people per household as found in this study, would equate to 237 people contacted or 60 short of the total estimated 294 number of households at the event. Thus, the 99 responses with 90 valid interviews yields a response rate of 34% of the estimated households attending the event. Also, while 90 surveys does not seem like many completed surveys, it is sufficient to be at least 95% confident that the results vary by plus or minus 8%.

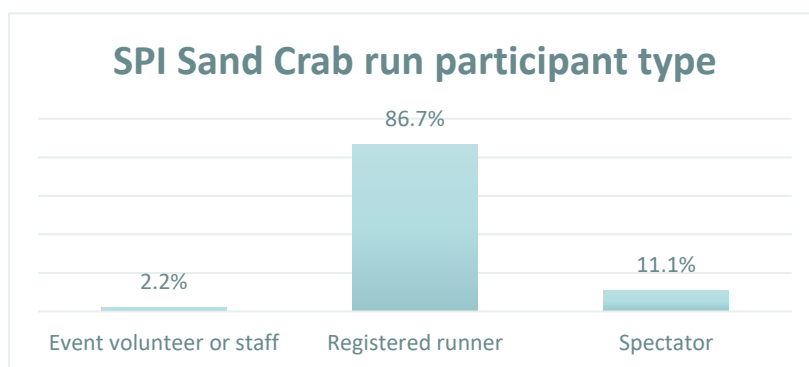


## Survey participants and SPI stay characteristics

The following results are for all 90 unduplicated survey respondents who specifically came to SPI specifically to attend the SPI Sand Crab Run.

### SPI Sand Crab Run participation

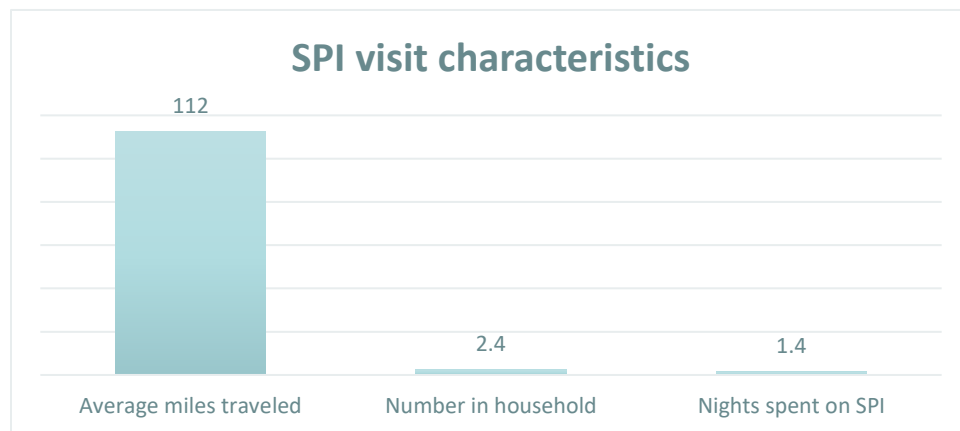
In this study, attendees of the SPI Sand Crab Run were classified according to their attendance status. As seen in Figure 7, by far, most attendees were registered runners (86.7%). A total of 11.1% of respondents considered themselves to be spectators while (2.2%) were event volunteers or staff.



**FIGURE 7. SURVEY RESPONSE TO SAND CRAB RUN PARTICIPATION TYPE**

## Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they

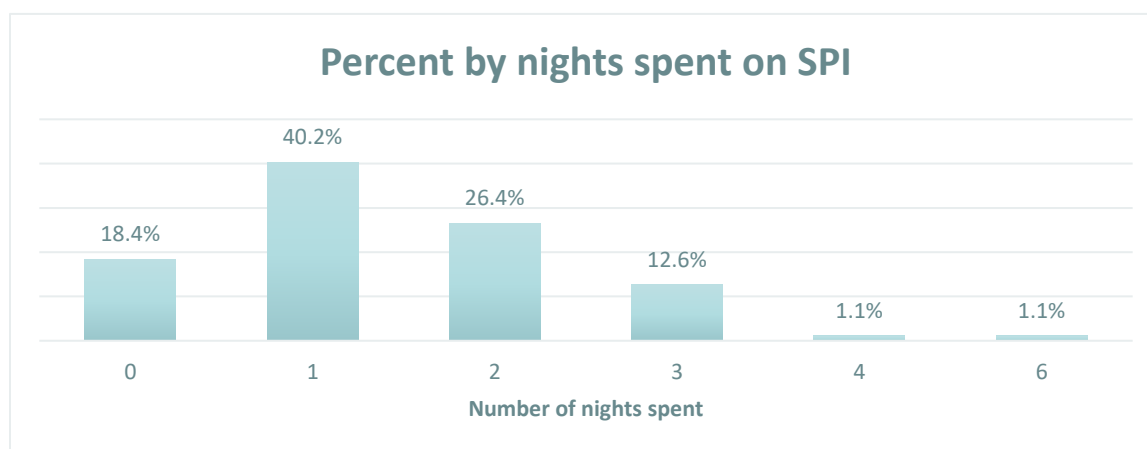


spent the night while at the Sand Crab Run. Data featured in Figure 8 shows that, on average, study participants traveled 112 miles to attend the event,

**FIGURE 8. SPI VISIT CHARACTERISTICS**

although distances traveled ranged from 0 to 1,500 miles. The figure also shows that 2.4 people were, on average, in each household although the number per household ranged from 1 to 8. The average number of nights spent on SPI for the SPI Sand Crab Run is 1.4 nights.

Figure 9 breaks down the number of nights spent on SPI and shows that most respondents spent the night on the Island, with 40.2% staying only one night and 26.4% spending two nights. Almost 82% spent the night on the Island, perhaps because the event was at night, although not all respondents stayed in paid lodging.



**FIGURE 9. PERCENT SPENDING NIGHTS ON SPI**

Figure 10 shows the types of lodging used by Sand Crab Run attendees while on the Island. A total of 71 respondents indicated spending at least one night on the Island; but only about 55 respondents reported their lodging expenditures. Half of staying-respondents rented a hotel/motel room, while 17.1% rented a condominium or beach house, a room (3.9%) or stayed at a campground/RV park (2.6%). About 14.5% of respondents spent the night in their own SPI residence.

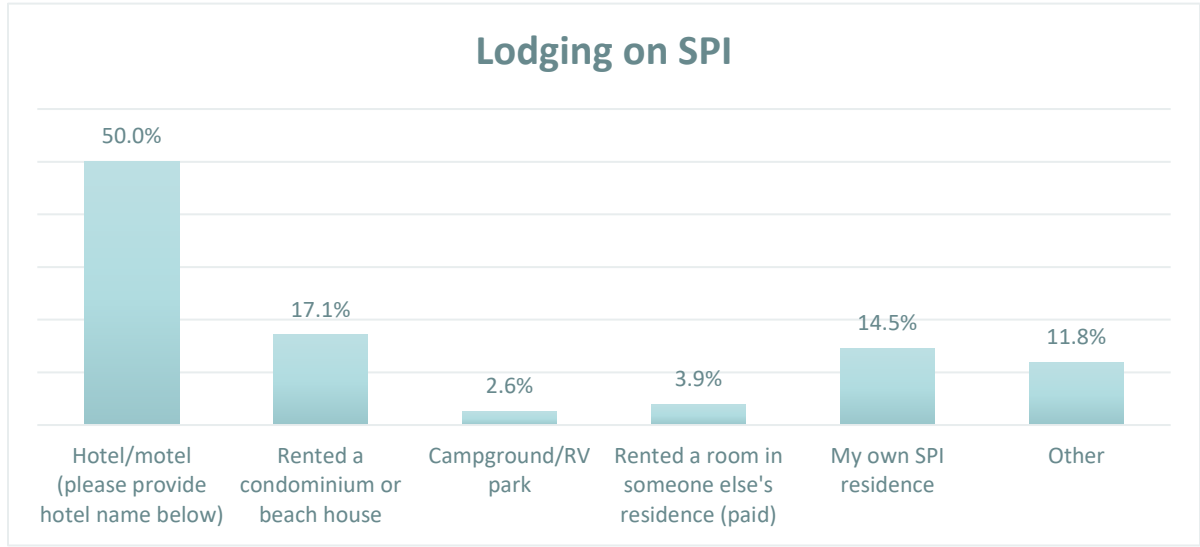


FIGURE 10. LODGING TYPE USED

### Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 1, indicate that the average amount spent on lodging for the stay duration was \$407 with a weighted average of \$240 when considering that 59% of respondent households spent money on lodging on the Island. Note that the 17% HOT rate was added to the amount reported by respondents for lodging while all other spending is assumed to have taxes included. In total, Sand Crab Run attendees spent a total average of \$1,379 with the sum of the weighted average



of spending at \$587 per household for the time they were on South Padre Island for the 2018 SPI Sand Crab 5K/10K Beach Run, as seen in Table 1.

**TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING**

<b>Expenditure category</b>	<b>Total average spending</b>	<b>% spending in category</b>	<b>Weighted spending</b>	<b>Total spending</b>
Food & Beverages	\$ 138	0.88	\$ 121	\$ 35,509
Night life	\$ 123	0.52	\$ 64	\$ 18,842
Lodging	\$ 407	0.59	\$ 240	\$ 70,459
Attraction entertainment	\$ 115	0.30	\$ 35	\$ 10,143
Retail	\$ 84	0.38	\$ 32	\$ 9,343
Transportation	\$ 44	0.70	\$ 31	\$ 9,016
Parking	\$ 23	0.06	\$ 1	\$ 376
Admission fees	\$ 41	0.14	\$ 6	\$ 1,754
Clothing	\$ 66	0.29	\$ 19	\$ 5,635
Groceries	\$ 54	0.32	\$ 17	\$ 5,086
Other	\$ 284	0.08	\$ 22	\$ 6,501
<b>Total</b>	<b>\$1,379</b>		<b>\$ 587</b>	<b>\$172,663</b>

The total spending on South Padre Island that is specifically attributable to the SPI Sand Crab Run is determined by multiplying the 294 unduplicated event attendee households (see p13) by the total weighted \$587 per household spending while on South Padre (see Table 2). The result is a total, direct spending by Sand Crab Run households of \$172,663 on South Padre Island.

**The estimated direct spending on South Padre Island as attributed to the 2018 SPI Sand Crab 5K/10K Beach Run is \$172,663 within a confidence interval of plus or minus 8% (\$13,800) given the assumptions of a random sample selection. This spending resulted in total taxes of about \$18,027 with \$8,212 as the City's share. This represents a 73.8% (\$3,486) return on the \$4,726 investment provided by the CVB to the event organizer.**

### Spending on food & beverage and lodging

The survey results indicated 88% of respondents spent an average of \$138 per household for a weighted average of \$121 on food and beverages (F&B) (see Table 1). This means that Sand Crab Run attendees spent a total weighted average of \$35,509 on F&B. With an 8.25% tax rate,

this amount resulted in about \$2,706 in total sales tax collected from F&B spending, of which almost \$656 is the City's 2% tax rate share.

The survey results also indicated that 59% of respondents spent an average of \$407 for a weighted average spending of \$240 per household on lodging over an average of 1.4 nights (see Figure 8) spent on SPI for the Sand Crab Run. These statistics indicate that the Sand Crab Run generated about 247 room nights for a total of about \$70,459 spent on lodging. This amount of spending results in total HOT taxes collected of about \$10,238 at a 17% HOT tax rate or \$6,323 to the City of South Padre Island for their 10.5% share of the HOT taxes collected.

***SPI Sand Crab Run attendees accounted for 247 room nights and spent a total of \$70,459 ± 8% while on the Island for the event.***

The CVB provided \$4,726 cash to the SPI Sand Crab Run organizer. For this investment, the city of South Padre Island should recover 10.5% of the HOT tax or \$6,323. Other spending by Sand Crab Run attendee households on the Island on food and beverages (\$35,509) and other purchases (\$66,696) generated total taxes of \$2,706 and \$5,083, respectively, at the 8.25% rate with \$1,888 as the City's share. Thus, the total return in taxes to the City as a result of the SPI Sand Crab Run is estimated at \$8,212. These taxes fully cover the \$4,726 investment in the event for a 73.8% return on investment as seen in Table 2.

**TABLE 2. SPENDING, TAX REVENUE AND ROI**

Spending category	Amount spent	Tax rate	Total sales tax	City's % share	City's \$ share	ROI on \$4,726
Lodging	\$ 70,459	17%	\$10,238	10.5%	\$6,323	33.8%
Food & Beverage	\$ 35,509	8.25%	\$ 2,706	2%	\$ 656	
All other	\$ 66,696	8.25%	\$ 5,083	2%	\$1,232	
<b>Totals</b>	<b>\$172,663</b>		<b>\$18,027</b>		<b>\$8,212</b>	<b>73.8%</b>

***In summary, the taxes accrued to the City of South Padre Island as a result of the 2018 SPI Sand Crab Run is estimated at \$8,212 ± 8% for a total return on the \$4,726 investment of \$3,486 or 73.8%.***

## The SPI Experience

The next section of the survey asked 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 11 indicate that most study respondents (79.6%) are promoters of SPI while 4.5% are detractors. This yields a net promoter score (NPS) of 75.1, which is very good. For example, the hotel industry has a NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)).

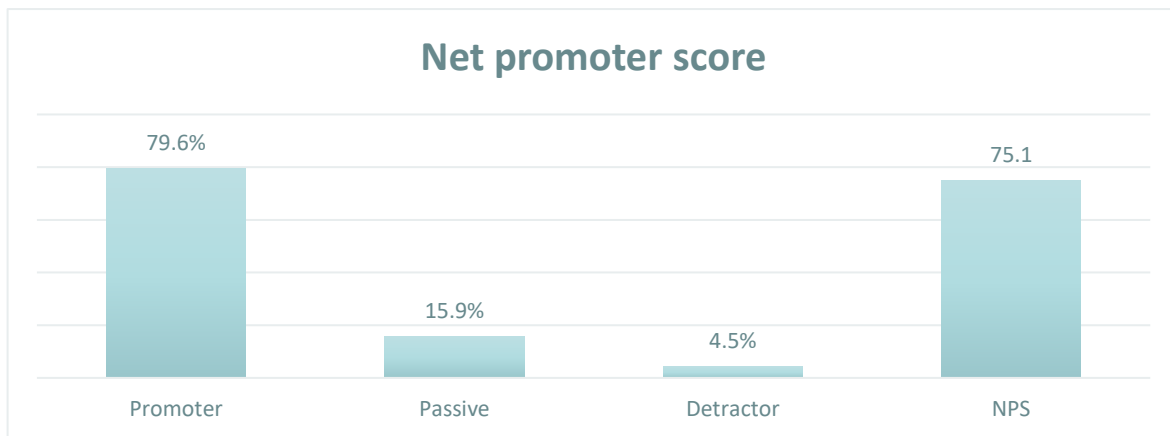


FIGURE 11. NET PROMOTER SCORE

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 12) and how satisfied overall they were with their SPI experience (Figure 13). Most respondents are likely or highly likely to return to the Island (96.7%) in the future and were satisfied or very satisfied (95.5%) with

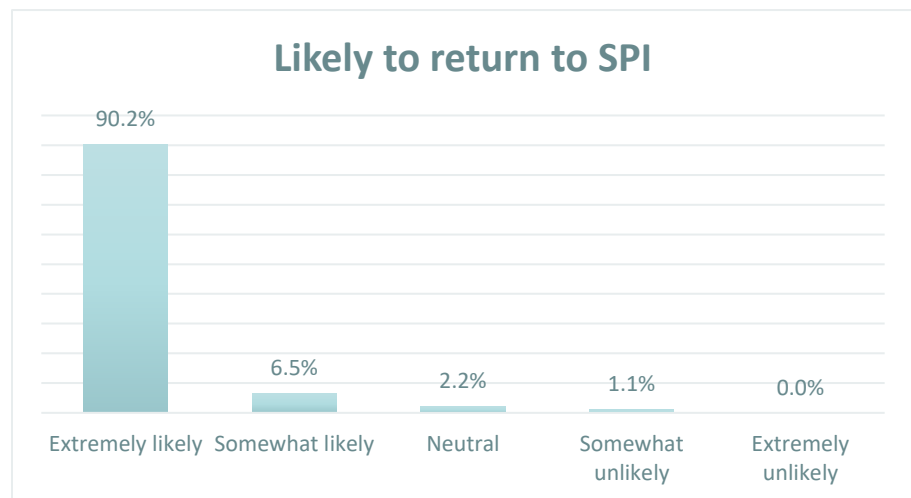
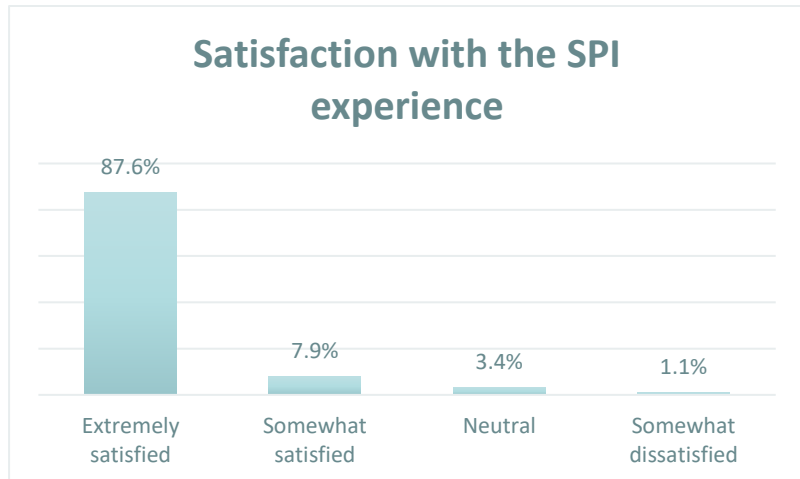


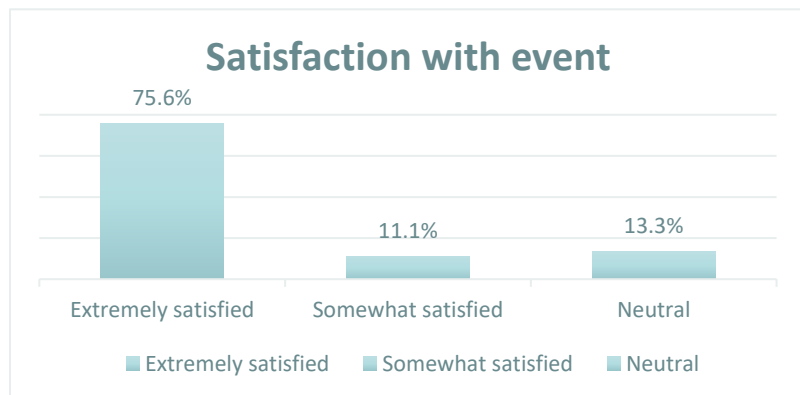
FIGURE 12. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

their SPI experience. Only one respondent reported being 'somewhat dissatisfied' with their SPI experience.



**FIGURE 13. SATISFACTION WITH THE SPI EXPERIENCE**

Most respondents were also satisfied with the Sand Crab Run event (86.7%). Although some were neutral about the event (13.3%) none were 'dissatisfied' as seen in Figure 14.



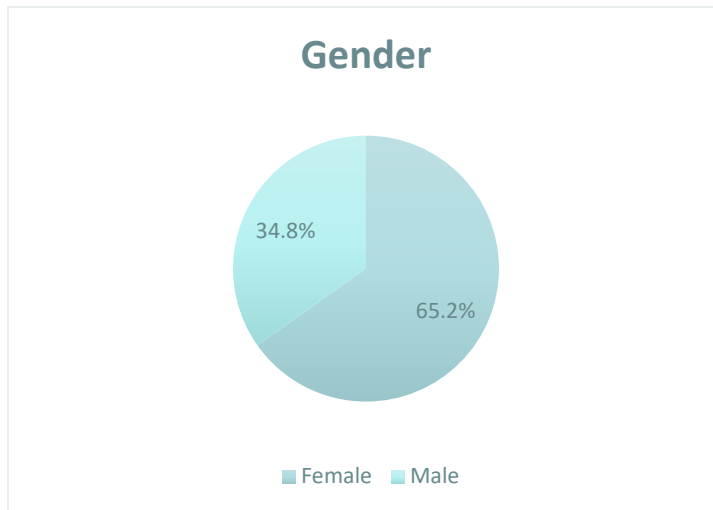
**FIGURE 14. SATISFACTION WITH EVENT**

**NOTE:** Three respondents had suggestions for improving their stay on SPI. The comments

- Customers reception switching rooms
- Information on parking
- More people, and
- Repair potholes

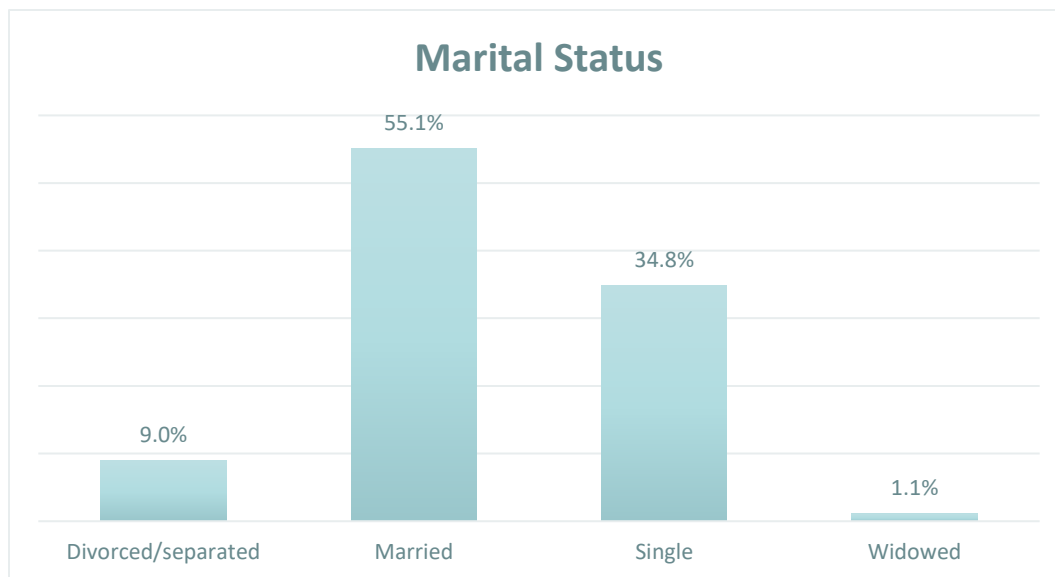
## Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

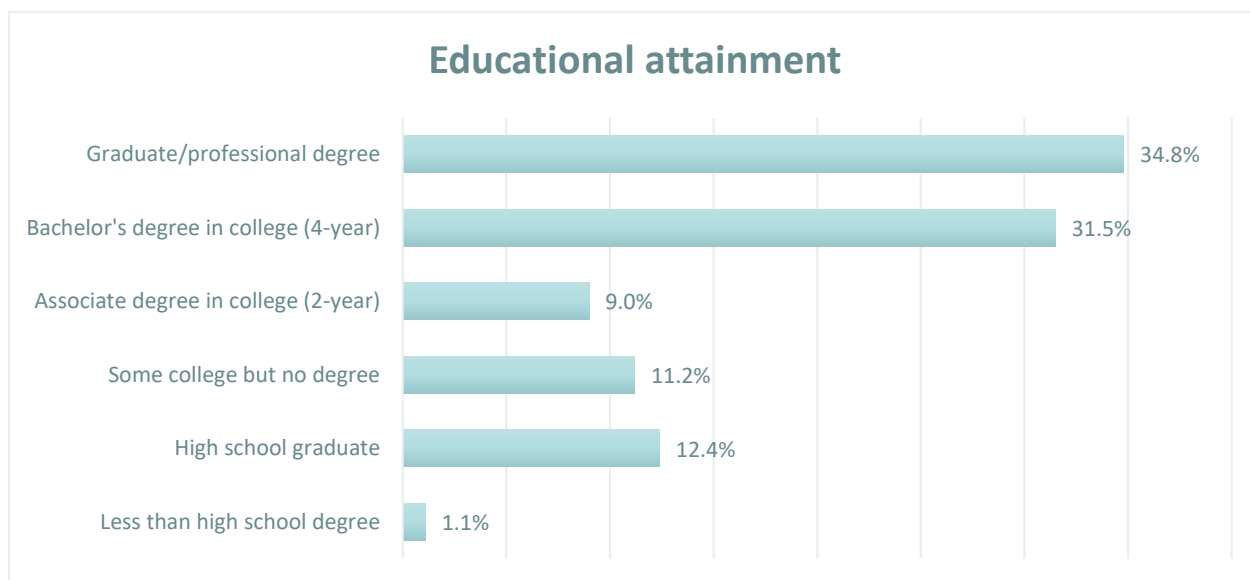


The average age of all respondents was 37 years-of-age although ages ranged from 18 to 60. Most respondents are female (65.2%) and married (55.1%), although 43.8% are single/divorced/separated, and have at least some college (86.5%) as shown in Figures 15, 16 and 17 respectively.

**FIGURE 15. GENDER**

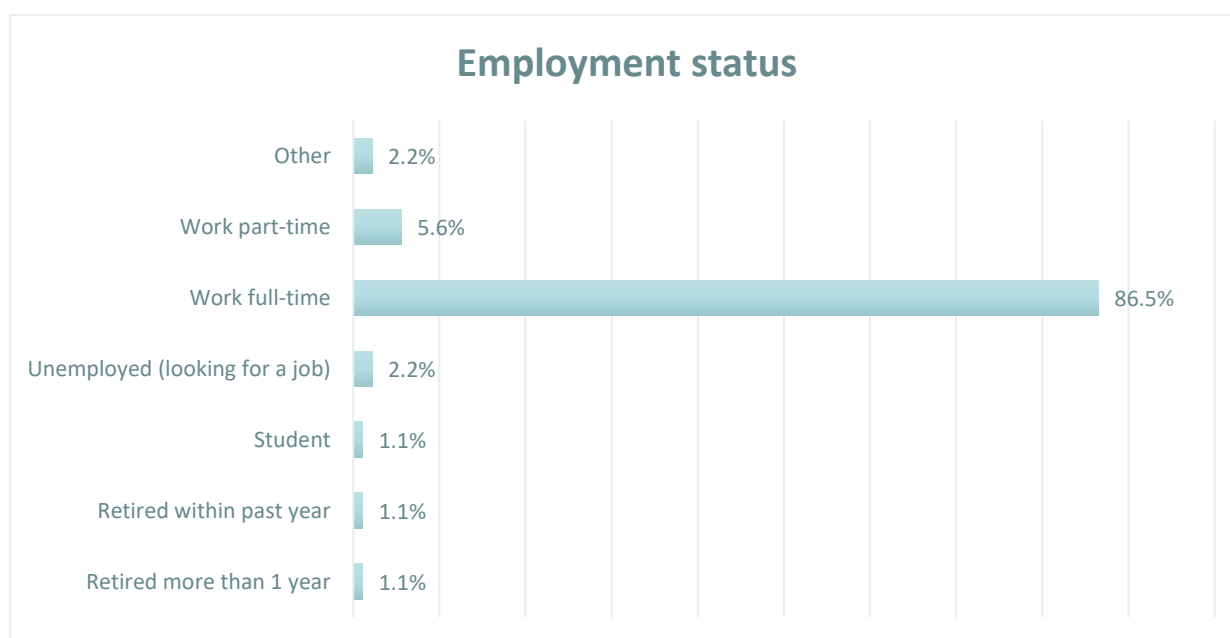


**FIGURE 16. MARITAL STATUS**



**FIGURE 17. EDUCATIONAL ATTAINMENT**

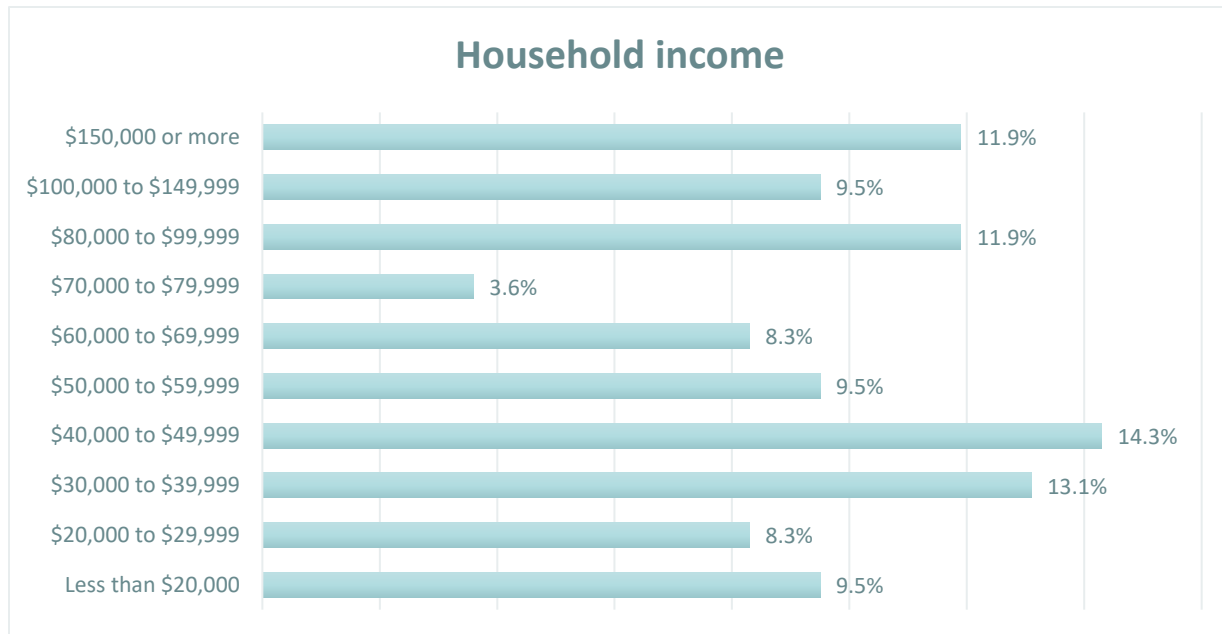
In all, most study respondents had a full-time job (86.5%) although 5.6% worked part-time as seen in Figure 18.



**FIGURE 18. EMPLOYMENT STATUS**

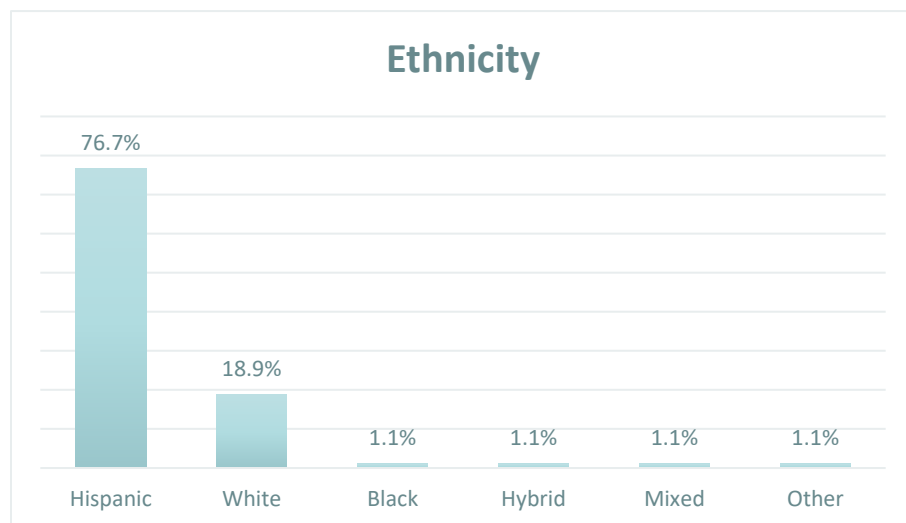


Study participants in the SPI Sand Crab Run, in general, have higher household income levels than the general US population. Most (54.7%) had a reported household income above \$50,000 (Figure 19).



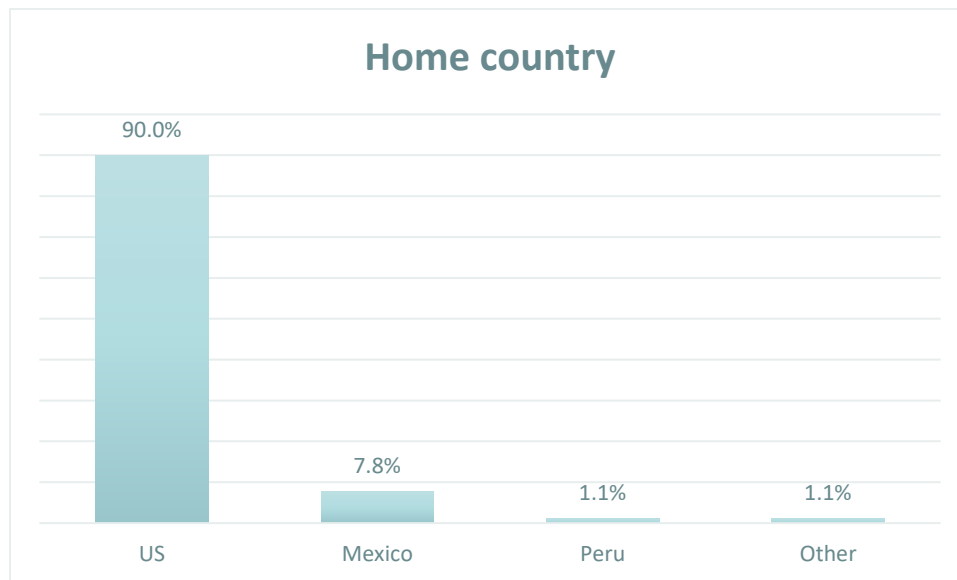
**FIGURE 19. HOUSEHOLD INCOME**

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Results in Figure 20 show that most respondents considered themselves Hispanic (76.7%), while with 18.9% indicating being white.



**FIGURE 20. 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 (90%). About 7.8% indicated being from Mexico as shown in Figure 21. The specific zip or postal codes of study respondents are listed in Appendix C and the zip codes of Sand Crab Run participants as provided by the event organizer are shown in Appendix D.



**FIGURE 21. HOME COUNTRY**

## Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 3 about SPI Sand Crab Run guests at their facility. In total, six owner/managers responded to the survey and the results and averages of those reporting statistics are shown in Table 3.

**TABLE 3. SPI LODGING OWNER/MANAGER RESPONSES**

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to SPI Sand Crab Run attendees?	10.6	0 to 30	5
On average, how many people attending the SPI Sand Crab Run stayed in one room?	4.8	0 to 10	4
To the best of your knowledge, about how many nights did most SPI Sand Crab Run attendees stay at your lodging facility?	3.5	0 to 10	4
Please estimate the amount of dollars the average person attending the SPI Sand Crab Run spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$174	\$125 to \$240	4
Please estimate the amount of dollars the average person attending the SPI Sand Crab Run spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$28	\$10 to \$40	4
Please estimate the amount of dollars the average person attending the SPI Sand Crab Run spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$32	\$10 to \$60	4
In total, how many rooms does your facility have to rent?	132	10 to 256	5

The results indicate that an average of 10.6 rooms were rented per lodging facility, that Sand Crab Run attendees spent 3.5 nights with an average of 4.8 people per room. The average cost per room was \$174 and guests spent an average of \$28 on food and \$32 on beverages. However, the responding lodging managers may not be representative of SPI lodging units. Only five hotels responded to the survey and, of those, two had 30 or fewer rooms and two had more than 200 rooms. Thus, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results.

Only one lodging managers provided comments about the event for SPI officials as follows:

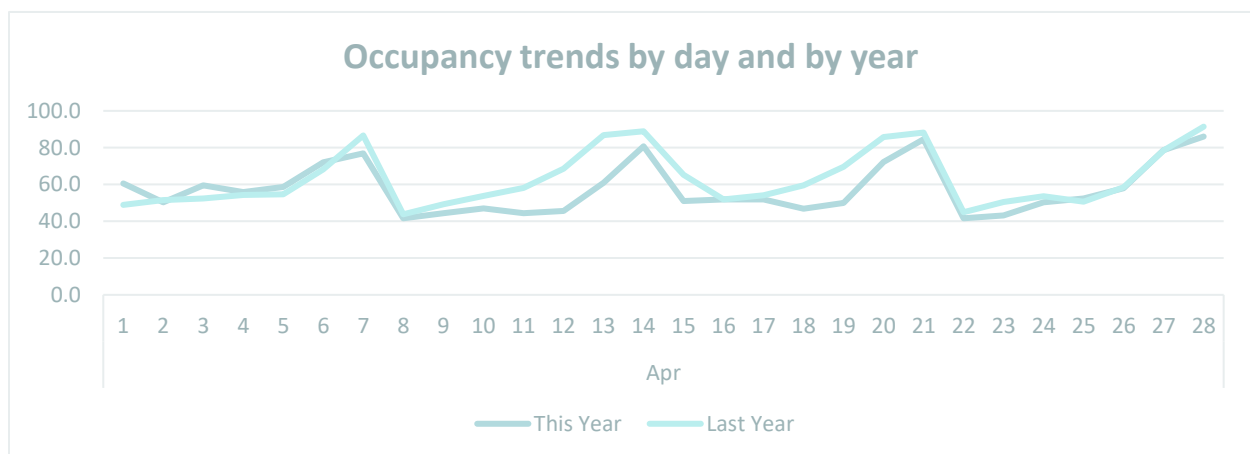
- should be stand alone and not funded events with HOT tax.

## STR Report

Additional data to provide evidence about 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 during the Sand Crab Run 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.

The following figures show the hotel metrics for each day from April 1 through 28th (the month trend) for this year as well as for the same time period as last year (the year trend).

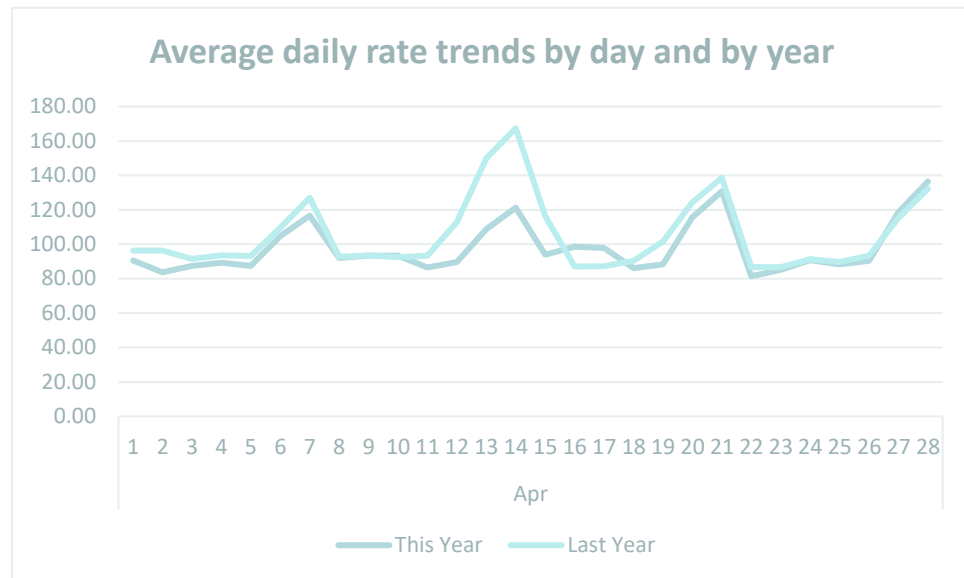
The occupancy rate for the Sand Crab Run evening of Saturday, April 28<sup>th</sup> is 86%. This rate is lower than last year’s rate of 91.4% for the same day period last year but is much higher than the month-long occupancy rate of 57.7% for this year and 63.2% for last year as seen in the trends Figure 22.



**FIGURE 22. STR OCCUPANCY RATES BY DAY AND YEAR**

Overall, the average daily rate (ADR) of rooms for the SPI Sand Crab Run night are higher than rates for most days in the month-long period for both this year and last year as shown in Figure

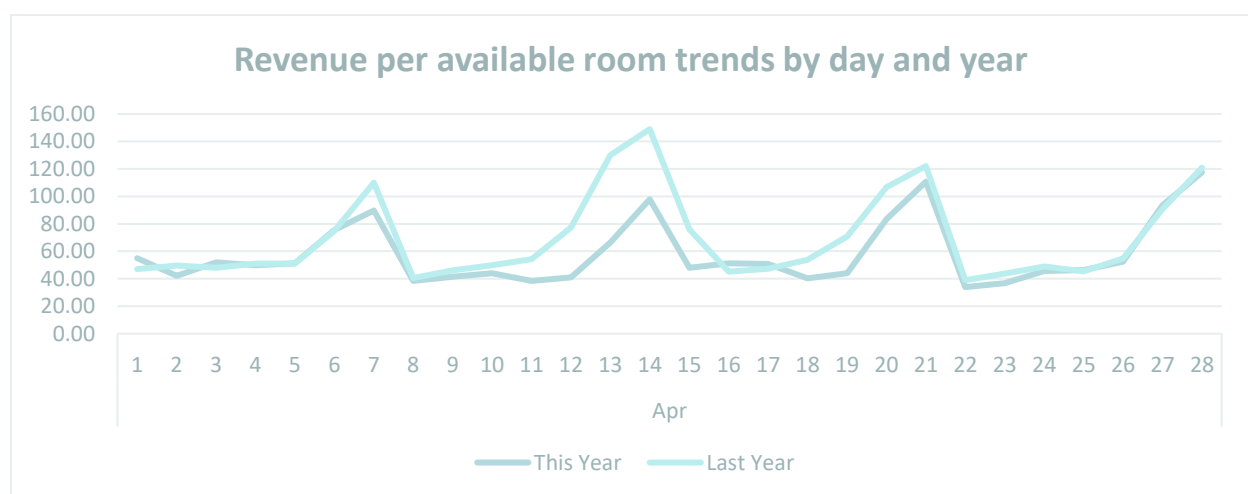
23. The ADR for the night in 2018 averages \$136.46, slightly higher than the ADR average of \$132.23 for the same day last year, but much higher than the month-long



**FIGURE 23. ADR TRENDS BY DAY AND YEAR**

average ADR of \$101.23 this year and of last years' month-long ADR of \$109.89.

Next, Figure 24 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the night of the Sand Crab Run is \$117.43, which is slightly below the average rate of \$120.89 experienced during the same day last year. However, the Sand Crab RevPAR is substantially above the month-to-date rate of \$58.45 for this year.

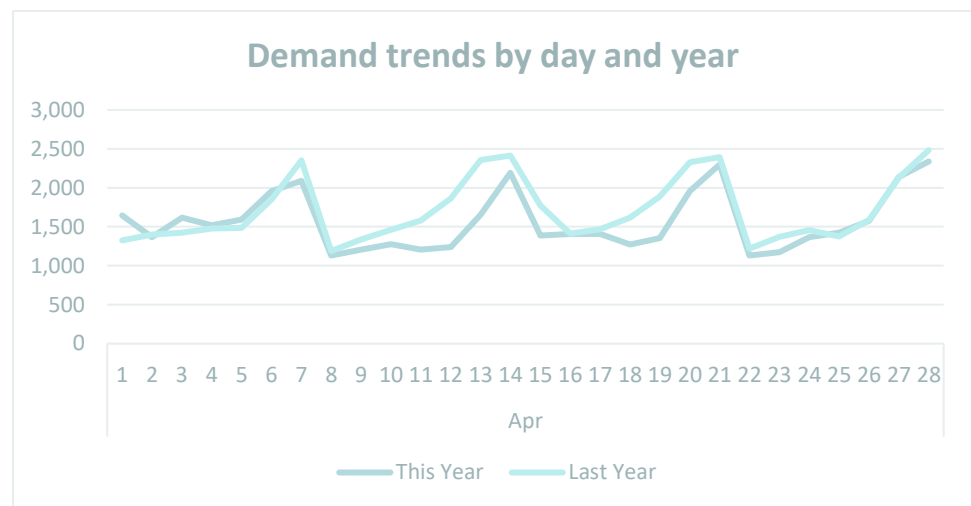


**FIGURE 24. REVPAR BY DAY AND YEAR**



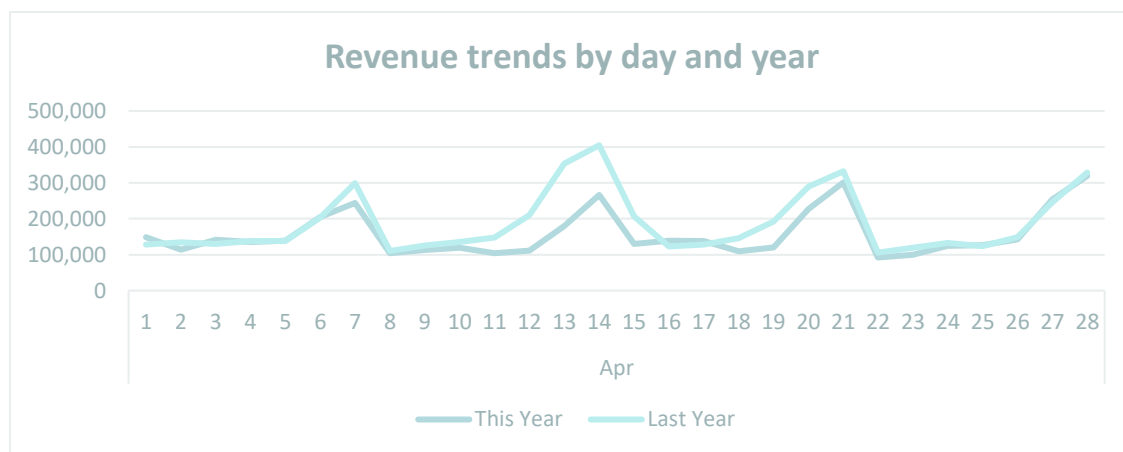
For the month examined, Figure 25 shows the room demand trend. The average room demand for the night of the Sand Crab Run is 2,338, which is 5.8% less than the demand during the same day last year.

However, the room demand for each day of Splash exceeded the month-long average daily room demand of 1,569 and last year's average daily demand rate of 1,715 room.



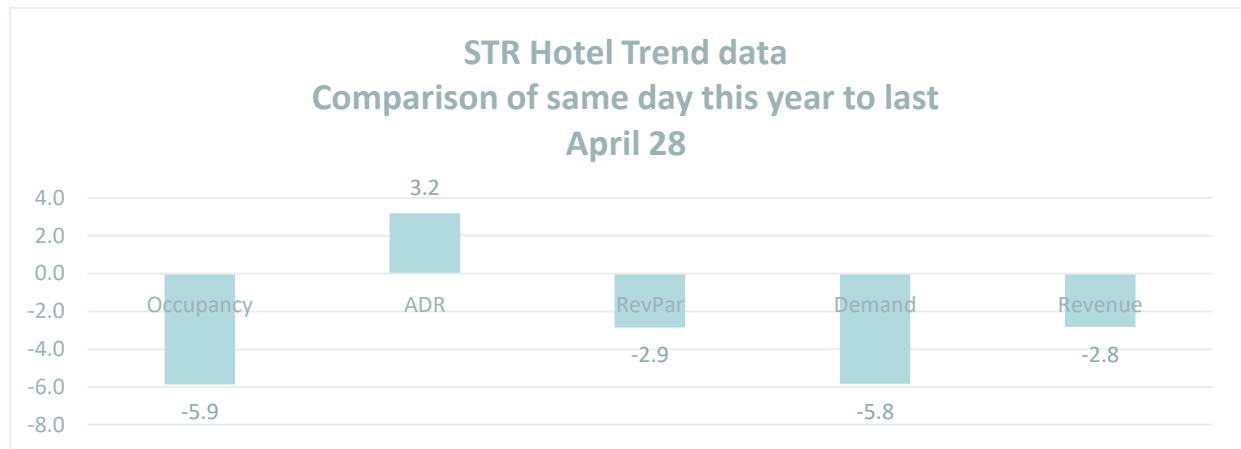
**FIGURE 25. DEMAND TRENDS BY DAY AND YEAR**

The average lodging revenue during the Sand Crab Run night was \$319,052, about 2.8% below the average revenue of \$328,327 for the same night last year. Nevertheless, the revenue for the Saturday night of the Sand Crab Run was also the peak revenue for the month as seen in Figure 26.



**FIGURE 26. REVENUE TRENDS BY DAY AND YEAR**

Figure 27 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the three-day period when Splash South Padre participants would have been spending the night on the Island.



**FIGURE 27. STR HOTEL TREND DATA 3-DAY COMPARISON**

In summary, all metrics except for the ADR for Saturday, April 28<sup>th</sup>, the evening of the 2018 SPI Sand Crab Run, were below the same metrics for the same day last year. While two events—Splash South Padre and the Sand Crab Beach Run—were both held during the same time period last year, other factors may have accounted for the better 2017 performance on the metrics examined. For example, in 2017 there were Bands On the Beach performances with live music and fireworks and on Saturday, April 29, 2017, an American Red Cross Centennial Gala was held on the Island.

***To summarize the STR data, all results indicate a decrease in occupancy, RevPar, demand and revenue for Saturday, April 28<sup>th</sup>, the day of 2018 SPI Sand Crab Run.***

**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 South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run held on Saturday, April 28th. 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 99 surveys were attempted but 9 responses were eliminated because of household duplication as were responses for people who were not specifically on the Island for the Sand Crab Run, resulting in 90 viable survey responses for about one-third of all estimated event attendee households.

Demographically, the study sample was comprised of predominately married females who were an average of 37 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, and identify ethnically as Hispanic. Geographically, almost all respondents were from the US (90%) although about 7.8% were from Mexico. The average number of miles traveled by survey participants to attend the event was 112 miles, with 59% spending an average of 1.43 nights on SPI.

By combining the actual number of people registered to participate in the Sand Crab Run with survey results, the SPI Sand Crab Run was estimated to have generated about 247 SPI room nights. With an average total weighted lodging expenditure per household of \$240, the Sand Crab Run attendees spent about \$70,459 for lodging in total, resulting in about \$10,238 in total Hotel Occupancy Tax, with 10.5%, or \$6,323, the City's share. Moreover, other spending also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$35,509 should have yielded \$2,706 in sales tax revenue at the 8.25% rate or \$656 for the City at a City tax rate of 2%. The \$66,696 spent on other SPI purchases should yield the City \$1,232. Considering all spending, the City of SPI should have received \$8,212 in taxes, a 73.8% return on the \$4,726 cash investment provided to the event organizer.

While it is impossible to know the actual number of lodging rooms booked as a result of the SPI Sand Crab Run, the lodging manager's survey and the STR Destination Report data for the period supports the study's finding that the did have some affect on the number of rooms booked during the event night since that night had the highest rooms booked in the month, although the rooms booked were not weekend.

Gladly, most SPI Sand Crab Run 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 Sand Crab Run. This suggests that while the SPI Sand Crab Run resulted in significant direct spending during the event weekend, the overall SPI experience of the event attenders will likely result in many returning to the Island for future vacations.

## Appendix A

Register Online - South Padre Island Sand Crab 5K & 10K Night Beach Run

Page 1 of 4



### South Padre Island Sand Crab 5K & 10K Night Beach Run

South Padre Island, Texas  
Saturday, April 28, 2018 - Sunday, April 29, 2018

POWERED BY  
 SignMeUp.

 SHARE

Existing user? [Log in](#)

Questions? **Contact the Administrator**

Email: [Click here to email the Administrator](#)

Website: [www.runintexas.com](http://www.runintexas.com)

#### About This Event- Kid's Crab Mile Starts at 8PM, 5/10K 8:30PM

The Sand Crab, run entirely on sand, is a great way to get a little exercise under the stars on a beautiful South Padre Island Beach at night, have a couple of beers (with proper ID) while listening to great music with other runners on a beautiful spring night. The 5K run is very walker friendly with a 2hr cut off. The 10K is walkable but will share the 2 hr cut off. 10K runners must be at the 3.1 mile turnaround within 1 hour. The Sand Crab will start in front of Pearl Resort Hotel on the beach and run north for 3.1 or 1.55 miles (depending on the event) and turn around at the water stop and head back south to the finish. The course will be lit with glow sticks and flashing lights. Our flashing lights only let runners know where the course is. Runners are required to run with a flashlight or head lamp in order to see their foot placement. Without a personal light you will not be able to see sand castle holes and other hazards. There will be 2 watertops with sports drink and water hit 2X ea for the 10K and 1 hit 2X for the 5K. After finishing, runners will receive 2 cold cervezas (beers, with proper ID).

#### Benefitting Sea Turtle Inc

Please consider visiting and making a donation to this fine organization when on the island for the event. Thank you!

<https://www.signmeup.com/site/online-event-registration/123621>

4/3/2018

**EVENT HOTEL**

Pearl Resort South Padre is our event hotel offering Sand Crab double or kingsize room rates of \$169 per night for Friday (April 27)/Saturday(April 28)OR Saturday only for \$200/night. First come first serve. Call 956-761-6551 and ask for the Sand Crab rate or go to <http://www.pearlsouthpadre.com/>

**What you get for the dough.**

All runners receive as part of their entry: a well supported, well marked course and finish area, chip timing, technical shirt in male and female sizes, 2 cold beers (with proper ID) and a great post race party at Clayton's Beach Bar.

**Cut off Times**

You will have 2 hrs to finish both races. That is a 19:21 minute mile for the 10K and a 38:42 mile for the 5K. If you can not walk this fast, please do not participate in this event. If you do not make the cut off times you will not appear in the results.

**Awards for both races**

5K & 10K- Overall top 1, Master (40 and up) top 1, Age group top 3: 29 and under, 30-39, 40-49, 50-59, 60 and up.

**Parking**

Parking at LaQuinta and Hilton is for guests only. Additional event parking is available across the street from La Quinta at SPI Convention Center and at Andy Bowie Park.

**Packet Pickup**

Packet pick up will be at Footworks in Harlingen on Thurs (11am-6pm) and Friday (10am-3pm) before the event and Pearl South Padre Hotel on South Padre on race day from 4-6pm.

If you plan on staying overnight (or longer) for Sand Crab SPI, where you will stay? This helps us plan future events.

How many nights will you stay on South Padre Island?

Who are you registering?

**Entry Fees**

Kid's Mile- \$20 and \$25 on race day.\*\*\* 5K- \$35 through 3-30, \$45 through 4-15, \$55 after that and \$65 on race day.\*\*\* 10K- \$40 through 3-30, \$50 through 4-15, \$60 after that and \$70 on race day

**No Refunds**

There are no refunds for this event or the bus trip from San Antonio. Please make sure you will be able to make on race day before signing up.

**\$5 Military, Fire and Police Discount via mail in entry only- Copy of ID required**

Go to [www.runintexas.com](http://www.runintexas.com), click Sand Crab tab and find downloadable pdf link for paper entry. Please have ID at packet pick up.

Please select a category:\*

- ☐ 12 & under Kid's Mile (kid's cotton tee) \$20.00  
☐ 5K Run/Walk \$45.00



☐ 10K Run/Walk \$50.00

A portion of proceeds from this event go to Sea Turtle, Inc. If you would like to make an additional contribution, please list the amount here.

Amount

#### Waiver and Release

For and in consideration of USA Track & Field, Inc. ("USA Track & Field") allowing me, the undersigned, to participate in the USA Track & Field sanctioned event described above (the "Event" or "Events"); I, for myself, and on behalf of my spouse, children, guardians, heirs and next of kin, and any legal and personal representatives, executors, administrators, successors and assigns, hereby agree to and make the following contractual representations pursuant to this Waiver and Release of Liability, Assumption of Risk and Indemnity Agreement (the "Agreement"); 1. I hereby represent that (i) I am at least eighteen (18) years of age or older; (ii) I am in good health and in proper physical condition to participate in the Event; and (iii) I am not under the influence of alcohol or any illicit or prescription drugs which would in any way impair my ability to safely participate in the Event. I agree that it is my sole responsibility to determine whether I am sufficiently fit and healthy enough to participate in the Event, that I am responsible for my own safety and well being at all times and under all circumstances while at the Event site. 2. I understand and acknowledge that participation in track & field, road running, race walking, cross country, mountain, ultra, and trail running Events is inherently dangerous and represents an extreme test of a person's physical and mental limits. I understand and acknowledge the risks and dangers associated with participation in the Event and sport of track & field and related activities, including without limitation, the potential for serious bodily injury, sickness and disease, permanent disability, paralysis and loss of life; loss of or damage to equipment/property; exposure to extreme conditions and circumstances; contact with other participants, spectators, animals or other natural or manmade objects; dangers arising from adverse weather conditions; imperfect course or track conditions; land, water and surface hazards; equipment failure; inadequate safety measures; participants of varying skill levels; situations beyond the immediate control of the Event Organizers; and other undefined, not readily foreseeable and presently unknown risks and dangers ("Risks"). I understand that these Risks may be caused in whole or in part by my own actions or inactions, the actions or inactions of others participating in the Event, or the negligent acts or omissions of the Released Parties defined below, and I hereby expressly assume all such Risks and responsibility for any damages, liabilities, losses or expenses which I incur as a result of my participation in any Event. 3. I agree to be familiar with and to abide by the Rules and Regulations established for the Event, including but not limited to the Competitive Rules adopted by USA Track & Field and any safety regulations established for the benefit of all participants. I accept sole responsibility for my own conduct and actions while participating in the Event, and the condition and adequacy of my equipment. 4. I hereby Release, Waive and Covenant Not to Sue, and further agree to Indemnify, Defend and Hold Harmless the following parties: USA Track & Field, Inc., its members, member clubs, associations, sport disciplines and divisions; United States Olympic Committee (USOC); the Event Directors, Organizers and Promoters, Sponsors, Advertisers, Coaches and Officials; the Host Organization and the Facility, Venue and Property Owners or Operators upon which the Event takes place; Law Enforcement Agencies and other Public Entities providing support for the Event; and each of their respective parent, subsidiary and affiliated companies, officers, directors, partners, shareholders, members, agents, employees and volunteers (Individually and Collectively, the "Released Parties" or "Event Organizers"), with respect to any liability, claim(s), demand(s), cause(s) of action, damage(s), loss or expense (including court costs and reasonable attorneys fees) of any kind or nature ("Liability") which may arise out of, result from, or relate in any way to my participation in the Event, including claims for Liability caused in whole or in part by the negligent acts or omissions of the Released Parties. I further agree that if, despite this Agreement, I, or anyone on my behalf, makes a claim for Liability against any of the Released Parties, I will indemnify, defend and hold harmless each of the Released Parties from any such Liabilities which any may be incurred as the result of such claim. I hereby warrant that I am of legal age and competent to enter into this Agreement, that I have read this Agreement carefully, understand its terms and conditions, acknowledge that I will be giving up substantial legal rights by signing it (including the rights of my spouse, children, guardians, heirs and next of kin, and any legal and personal representatives, executors, administrators, successors and assigns), acknowledge that I have signed this Agreement without any inducement, assurance or guarantee, and intend for my signature to serve as confirmation of my complete and unconditional acceptance of the terms, conditions and provisions of this Agreement. This Agreement represents the complete understanding between the parties regarding these issues and no oral representations, statements or inducements have been made apart from this Agreement. If any provision of this Agreement is held to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this Agreement and shall not affect the validity and enforceability of any remaining provisions.



## Appendix B: Survey

<b>SPI Sand Crab 5K/10K Beach Run, April 28, 2018</b>																									
<p>This survey is to understand your household experience and spending during the South Padre Island Sand Crab Run. <i>The one person, older than 18, best able to report on spending for all people in your household at the Sand Crab Run 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 <a href="mailto:businessresearch@utrgv.edu">businessresearch@utrgv.edu</a> 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, please return this survey. We thank you!</p> <p>2. Did you come to South Padre Island specifically for the Sand Crab Beach Run? <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 SPI Sand Crab Beach Run? <span style="border: 1px solid black; padding: 2px 20px;">_____</span> miles</p> <p>4. Which of the following best describes your participation in the SPI Sand Crab Beach Run (Check all that apply)?  <input type="checkbox"/> Registered runner    <input type="checkbox"/> Event volunteer/staff  <input type="checkbox"/> Spectator    <input type="checkbox"/> Did not attend  <input type="checkbox"/> Other _____</p> <p>5. Including yourself, how many people from your household attended the Sand Crab Run? <span style="border: 1px solid black; padding: 2px 20px;">_____</span> Number in household</p> <p>6. How many nights did you (or will you) spend on South Padre Island while attending the Sand Crab Run? <span style="border: 1px solid black; padding: 2px 20px;">_____</span> nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for the SPI Sand Crab Run?  <input type="checkbox"/> Hotel/motel (1)    <input type="checkbox"/> Rented condo/beach house (2)  <input type="checkbox"/> Campground/RV park (3)    <input type="checkbox"/> Rented a room (4)  <input type="checkbox"/> Friend/family's home (5)    <input type="checkbox"/> My own SPI residence (7)  <input type="checkbox"/> Other (please specify) _____ (6)</p> <p>8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for the Sand Crab run. (List only the total dollar amounts spent on SPI)</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Food &amp; beverages (restaurants, concessions, snacks, etc.)</td> <td style="width: 20%; text-align: right;">\$ _____</td> </tr> <tr> <td>Night clubs, lounges &amp; bars (cover charges, drinks, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Local attractions &amp; entertainment (fishing, snorkeling, kayaking, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Parking fees</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>SPI Admission fees</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Clothing or accessories</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Groceries</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Other (please specify)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: right;"><b>\$ _____</b></td> </tr> </table> <p>9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?</p> <p style="text-align: center;">             Not at all likely    0   1   2   3   4   5   6   7   8   9   10    Extremly 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)	\$ _____	<b>Total</b>	<b>\$ _____</b>	<p>10. How likely are you to return to South Padre Island for a vacation at some time in the future?  <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>11. How satisfied are you with your overall South Padre Island experience?  <input type="checkbox"/> Extremely satisfied    <input type="checkbox"/> Somewhat satisfied    <input type="checkbox"/> Neutral  <input type="checkbox"/> Somewhat dissatisfied    <input type="checkbox"/> Extremely dissatisfied         </p> <p>12. How satisfied are you with the Sand Crab Run?  <input type="checkbox"/> Extremely satisfied    <input type="checkbox"/> Somewhat satisfied    <input type="checkbox"/> Neutral  <input type="checkbox"/> Somewhat dissatisfied    <input type="checkbox"/> Extremely dissatisfied         </p> <p>13. What suggestions do you have for improving either the Sand Crab Run or your stay on South Padre Island? (write on back)</p> <p>14. What is your home zip or postal code? _____ code</p> <p>15. What is your home country?  <input type="checkbox"/> US    <input type="checkbox"/> Mexico    <input type="checkbox"/> Canada    <input type="checkbox"/> Other _____         </p> <p>16. What is your age? _____ (years of age)</p> <p>17. What is your gender?    <input type="checkbox"/> Male    <input type="checkbox"/> Female</p> <p>18. What is your marital status?  <input type="checkbox"/> Married    <input type="checkbox"/> Single    <input type="checkbox"/> Widowed    <input type="checkbox"/> Divorced/separated         </p> <p>19. What is your highest educational attainment?  <input type="checkbox"/> Less than high school    <input type="checkbox"/> Associate's degree  <input type="checkbox"/> High school graduate    <input type="checkbox"/> Bachelor's degree  <input type="checkbox"/> Some college, no degree    <input type="checkbox"/> Graduate/professional degree         </p> <p>20. What is your current employment status?  <input type="checkbox"/> Work full-time    <input type="checkbox"/> Retired within past year  <input type="checkbox"/> Work part-time    <input type="checkbox"/> Retired more than 1 year  <input type="checkbox"/> Unemployed (looking for a job)    <input type="checkbox"/> Other (Please specify) _____         </p> <p>21. What is your combined annual household income?  <input type="checkbox"/> less than \$20,000    <input type="checkbox"/> \$60K-\$69,999  <input type="checkbox"/> \$20K-\$29,999    <input type="checkbox"/> \$70K-\$79,999  <input type="checkbox"/> \$30K-\$39,999    <input type="checkbox"/> \$80K-\$99,999  <input type="checkbox"/> \$40K-\$49,999    <input type="checkbox"/> \$100K-\$149,999  <input type="checkbox"/> \$50K-\$59,999    <input type="checkbox"/> \$150,000 or more         </p> <p>22. What is your ethnicity? (Select all that apply)  <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> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <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> </div>
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)	\$ _____																								
<b>Total</b>	<b>\$ _____</b>																								
<div style="border: 1px solid black; display: inline-block; padding: 5px 20px; background-color: #f0f0f0;"> <b>THANK YOU VERY MUCH!!!</b> </div>																									

## Appendix C: Respondents' current zip or postal codes

22898	78388	78537	78559	78583	78748
54929	78393	78538	78566	78586	78910
77064	78396	78539	78570	78589	78951
78118	78413	78540	78572	78591	79118
78247	78501	78541	78573	78595	88743
78253	78503	78542	78574	78596	
78264	78504	78543	78576	78597	
78352	78526	78550	78577	78599	
78363	78528	78552	78578	78745	

## Appendix D: Sponsor's report of registrants' current zip or postal codes

7311	78247	78550	88740
44622	78251	78552	88743
49464	78253	78557	95608
54636	78254	78559	78574
55423	78255	78566	78589
59427	78258	78570	78t94
61072	78259	78572	
61088	78332	78573	
61611	78363	78574	
75035	78383	78575	
75137	78413	78577	
76522	78418	78578	
77003	78501	78580	
77023	78502	78586	
77044	78503	78589	
77069	78504	78593	
77070	78516	78596	
77073	78520	78597	
77339	78521	78599	
77539	78526	78621	
78023	78537	78745	
78046	78538	78954	
78114	78539	79118	
78118	78540	88700	
78210	78541	88703	
78232	78542	88710	
78240	78543	88715	

# Splash South Padre 2018



## Event Attendance

467 tickets sold  
269 households  
591 room nights  
-2.2% avg. change in yoy  
occupancy over event



## DEMOGRAPHICS

Average age 34  
Average Income: 39%  
\$50,000 or more

**\$25,000**  
CVB investment

**\$194,088**  
Total Spending

**\$722**  
Spending per  
household



2.3 visitors  
per household

2.5 nights  
on SPI

**City tax  
share**

10.5% Lodging = \$6,989  
2% F&B sales tax = \$728  
2% Other sales tax = \$1,419  
Total = \$9,136

**Total tax ROI = -63.5%**  
Lodging only ROI = -72.0%



## SPI Experience

NET PROMOTER SCORE  
likely to recommend  
South Padre Island

**82.8**

**93.7%**

Likely to  
return

**96.3%**

Satisfied  
with SPI

**93.5%**

Satisfied  
with event





# *Splash* South Padre

Event Economic Impact Report  
April 26-29, 2018

**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

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# Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 Splash South Padre held from Thursday, April 26<sup>th</sup> through Sunday, April 29<sup>th</sup>. Promoted by Globalgroove Events with \$25,000 funding support from the SPI Convention and Visitors Bureau (CVB), organizers originally (November 14, 2016) expected to attract 4,000 people with 2,000 staying on SPI over four days. To examine the spending of the SPI Splash South Padre 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 with a total of 222 contacts but 31 surveys were from duplicate households or people not on the Island for the event. This yielded 191 responses from unique households on the Island specifically for Splash South Padre.

Demographically, the Splash South Padre study sample had an average age of 34 years, was predominately male (65.1%), single (70.9%), with at least some college education (81.9%), works full-time (81.4%) and was primarily Hispanic (78.4%). Only about 39% of the sample reported having a household income above \$50,000. Survey respondents were primarily from the US (87.9%) although 11.1% were from Mexico. On average, survey participants traveled 201 miles, accompanied by an average of 2.33 people, and spent 2.48 nights on SPI during the 4-day event. A large percentage (85%) of survey respondents are considered promoters of the Island to others, resulting in a net promoter score of 82.8 and are likely to return to SPI for a future vacation (93.7%). Most respondents were satisfied with their SPI stay experience (96.3%) and with the event (93.5%).

Importantly, the survey analysis found that 269 household groups attended the 2018 Splash South Padre event and spent an estimated average of \$722 per household while on the Island for a total of \$194,088. Separately, lodging is the highest per household expenditure category with 88% of study respondents spending at least one night of paid lodging on the Island and staying an average of 2.48 nights. This resulted in about 591 total room nights, most of which were in hotels (75.7%). With the average weighted lodging expenditure of \$290 per household

that spent the night on the Island, revenue from lodging was a total of \$77,877 inclusive of HOT. Of this total, the 17% HOT was \$11,315, and 10.5% of that, or about \$6,989, goes to the City. This amount accrued from the HOT represents a negative return of 72% on the \$25,000 invested in the event. However, the estimated total spending on food and beverage of \$39,416 resulted in about \$3,004 in taxes at the 8.25% rate or \$728 at the City 2% tax rate. Money spent in all other categories amounted to \$76,795. resulting in total tax revenue of \$5,853, of which \$1,419 was the City's share. Al together, the City's share of all tax revenue was \$9,136, which represents a deficit of \$15,864 or a 63.5% loss on the \$25,000 cash investment provided to the SPI Splash South Padre organizer by SPI as shown in the table below.

## Summary of Key Performance Indicators (KPI)

<i><b>KPI</b></i>	<i><b>Result</b></i>	<i><b>Description of KPI</b></i>	<i><b>Page</b></i>
<b>CVB investment</b>	\$25,000	Amount of funding provided by CVB to event promoter	P1
<b>Total spending</b>	\$194,088	Total spent by event households	Table 3, P9
<b>Average spent per household</b>	\$722	Weighted average spent per household	Table 3, P9
<b>Number of households</b>	269	Number of households at event	P5
<b>Number in household</b>	2.3	Number of people in household group at event	Figure 5, P7
<b>Nights on SPI</b>	2.5	Average number of nights spent on SPI	Figure 5, P7
<b>Lodging tax</b>	\$6,989	City share of HOT revenue: 10.5% of 17% HOT	Table 4, P11
<b>F&amp;B sales tax</b>	\$728	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 4, P11
<b>Other sales tax</b>	\$1,419	City share of total sales tax revenue	Table 4, P11
<b>Total City tax share</b>	\$9,136	Total City tax revenue from event	Table 4, P11
<b>Total tax ROI</b>	-63.5%	<i>Return on CVB investment considering all taxes</i>	Table 4, P11
<b>Lodging only ROI</b>	-72.0%	Return on CVB investment considering HOT only	Table 4, P11
<b>Net Promoter Score</b>	82.8	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 7, P12
<b>Likely to return</b>	93.7%	Percent somewhat or extremely likely to return to SPI	Figure 8, P12
<b>Satisfied with SPI</b>	96.3%	Percent somewhat or extremely satisfied with SPI	Figure 9, P13
<b>Satisfied with event</b>	93.5%	Percent satisfied with event	Figure 10, P13



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# Splash South Padre: Economic Impact

## Introduction

The Splash South Padre event consisted of four days of scheduled events held at the host hotel, Upper Deck Hotel & Event Venue and other venues:

- Thursday, April 26<sup>th</sup> – Welcome party
  - 5:00pm to 2:00am at the Upper Deck Hotel & Event Venue
- Friday, April 27<sup>th</sup> – Wet n Wild Pool Party
  - 12noon to 6:00pm at the Upper Deck Hotel & Event Venue
  - 9:00pm to 2:00am Carnival at Clayton's Beach Bar
- Saturday, April 28<sup>th</sup>
  - 12noon to 6:00pm Wet n Wild Pool Party at the Upper Deck Hotel & Event Venue
  - 6:00pm to 8:00pm – Splash Party Cruise
  - 9:00pm to 2:00am A Night in White at Louie's Backyard
- Sunday, April 29<sup>th</sup> – Parade and Farewell Party
  - 12noon – A Splash of color Pride Beach Parade, commencing at 2:30pm. From Clayton's Beach Bar to Upper Deck Hotel & Event Venue
  - 12noon to 2:00am Farewell Party at the Upper Deck Hotel & Event Venue.

The Splash South Padre was organized by Globalgroove Events and Paul Magee which received \$25,000 from the SPI Convention and Visitors Bureau (CVB) to help fund the event. The organizers expected to spend funds on newspaper, radio, TV, website, social media and other paid advertising. These marketing efforts were expected to reach prospective attendees in the U.S. and Mexico. The organizer expected that 65% of the total event costs would be covered by Hotel Occupancy Tax (HOT). The last report of Splash event results was in 2016 and indicated that 813 hotel rooms were rented for event attendees.

# Method

To estimate the economic impact of the 2018 Splash South Padre (Splash Padre), UTRGV researchers administered surveys (see Appendix A) among Splash Padre attendees on SPI on Saturday, April 28<sup>th</sup> and Sunday, April 29<sup>th</sup> at four different venues. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered other promotional products provided by the CVB which substantially helped to recruit respondents. Respondents were asked to complete the survey by paper although some event participants were given note cards (see Figure 1) inviting online survey participation.



FIGURE 1. ONLINE NOTE CARDS

## Interviews

A total of 21 trained interviewers, a project manager, a supervisor and a drone operator attended Splash Padre during events on Saturday, April 28<sup>th</sup> and Sunday, April 29<sup>th</sup>. On Saturday, 17 interviewers, the project manager and a supervisor were at the Upper Deck Hotel venue from 1:00pm to 4:30pm. Three interviewers and the supervisor also sought survey respondents at the launch of the



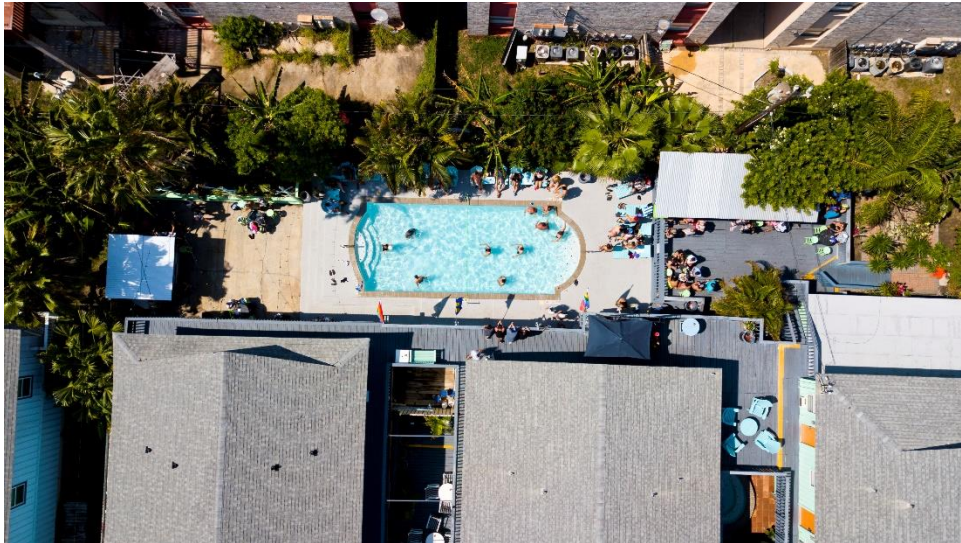
Splash Cruise event on Saturday from about 5:30pm until 6:15pm. On Sunday, five interviewers were at Clayton's Beach Bar from noon until 2:00pm for the beginning of the Splash parade and five proceeded on to the Upper Deck Hotel venue for the parade's conclusion and the closing pool party from 2:00pm to 4:00pm. All interviewers were highly visible by wearing bright orange t-shirts and

visors. Interviewers approached potential respondents in a professional manner and distributed hard copies of the questionnaire on





clipboards to facilitate survey administration or were given a note card with a link to the online survey.



**FIGURE 2. DRONE PICTURE AT UPPER DECK**

Altogether, this methodology yielded 222 surveys although 18 were deleted as from duplicate households and 13 were omitted given that those respondents were not on the Island for Splash Padre event. This left **191** useable responses. No responses were submitted online.



FIG



## 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, zip codes and ticket types of event registrants. A total of 269 registered to purchase 467 tickets with 154 or 57.2% tickets for weekend events and 115 or 42.8% tickets for events over the four-day event period. Because the main events at which the interviews were conducted were private, ticketed events, the number of households attending Splash South Padre is assumed to be 269, the number of people purchasing tickets for the event. As Table 1 shows, most registrants purchased two tickets, with most purchasing either one ticket (43.5%) or two (47.2%).

**TABLE 1. NUMBER OF PEOPLE PURCHASING BY NUMBER OF TICKETS BOUGHT**

Number of tickets per person	Number of people purchasing	% purchasing by tickets purchased
1	117	43.5%
2	127	47.2%
3	12	4.5%
4	10	3.7%
6	2	0.7%
8	1	0.4%
<b>Total</b>	<b>467</b>	

## Results

The onsite interviewers attempted to interview almost every different household encountered during the Splash South Padre event over two days in three different venues. In all, they interviewed 222 individuals but 31 surveys were omitted as being from the same household as another interviewee or as not having come to the Island for Splash. Given the estimate in this study of 269 households attending Splash, only 72 households were not interviewed. Thus, the interview response rate was 75.5%, which is sufficient to be at least 95% confident that the results vary by plus or minus 3.26%.

### Survey participants and SPI stay characteristics

The following results are for all 191 unduplicated survey respondents who came to SPI specifically to attend Splash South Padre.

#### Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they spent the night while at Splash South Padre. Data featured in Figure 4 shows that, on average, study participants traveled 201 miles to attend the event, although distances traveled ranged

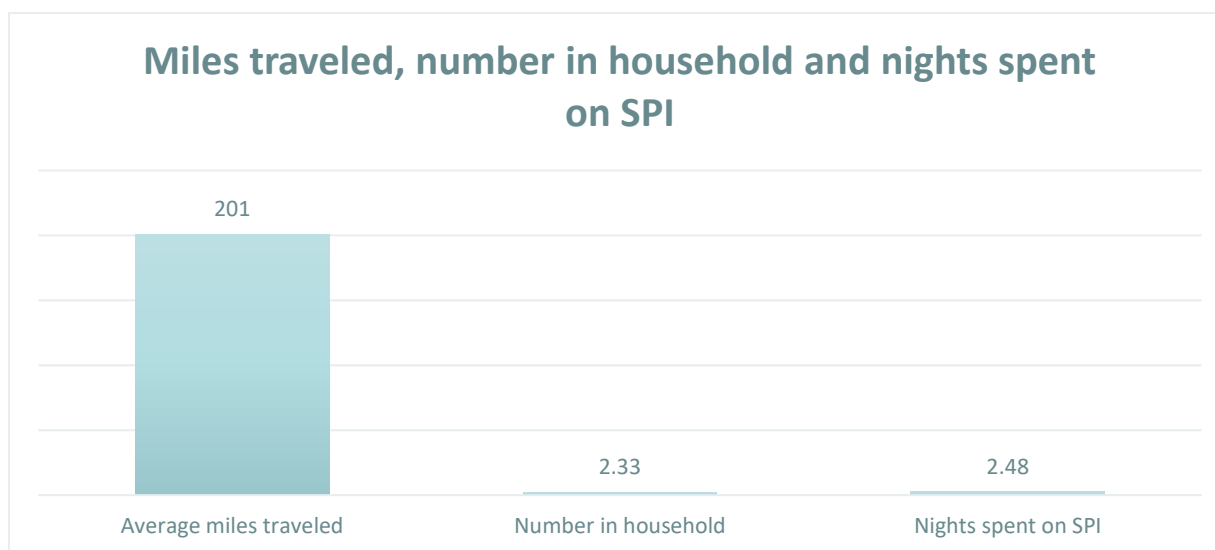
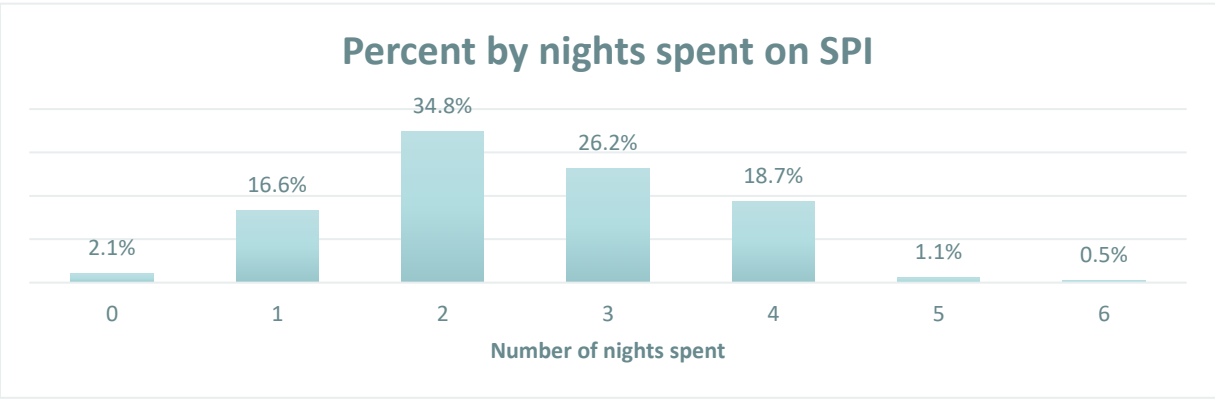


FIGURE 4. AVERAGE MILES TRAVELED, GROUP SIZE, AND NIGHTS SPENT ON SPI

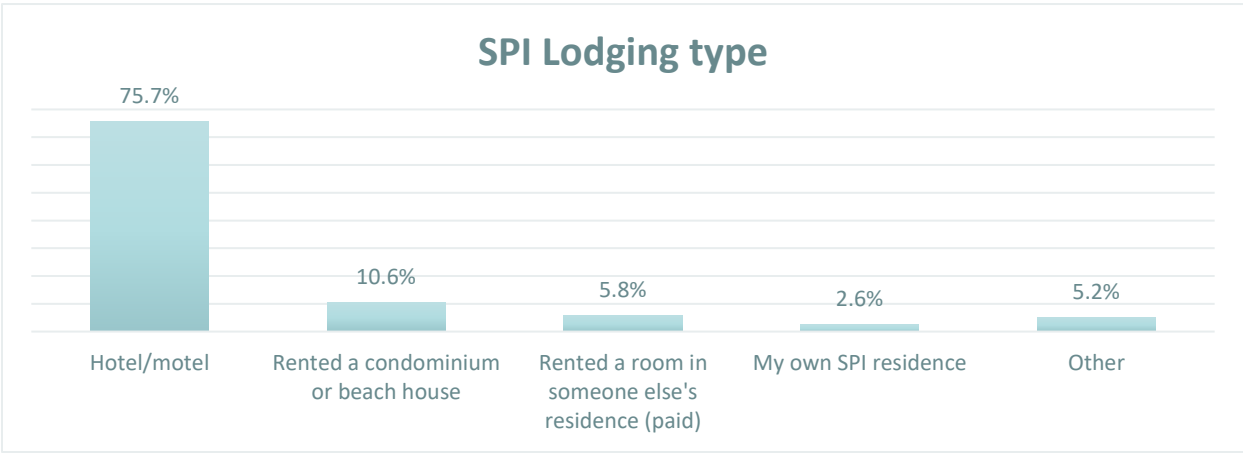
from 0 to 2,000 miles. Figure 4 also shows that an average of 2.33 people were in each household although the number per household ranged from 1 to 15. The average number of nights spent on SPI for Splash South Padre is 2.48 nights with a range of 0 to 6 nights.

Figure 5 breaks down the number of nights spent on SPI and shows that almost all respondents spent the night on the Island, perhaps because the event was over four days and because some major events involved evening and nightlife performances. As shown in Figure 5, most respondents spent two (34.8%) or three nights (26.2%) on the Island.



**FIGURE 5. PERCENTAGE SPENDING THE NIGHT ON SPI**

Figure 6 shows the types of lodging used by Splash South Padre attendees while on the Island. All but four respondents indicated spending a night on the Island. Most (75.7%) stayed in a



**FIGURE 6. LODGING TYPE USED**

hotel/motel room, while 10.6% rented a condominium or beach house, a room (5.8%), or

stayed at their own SPI residents (2.6%) or some other accommodation, including sleeping in their car (5.2%).

At the request of the event sponsor, respondents were asked to name the place they spent the night while on the Island. Results, shown below in Table 2, indicate that the Inn at South Padre was the most popular single hotel identified, with 30.2% of respondents indicating this chosen location.

**TABLE 2. STAY LOCATION**

<b>Hotel location</b>	<b>% respondents staying at hotel</b>
<b>The Inn at South Padre</b>	<b>30.2%</b>
<b>Upper Deck</b>	<b>17.2%</b>
<b>Rented a condominium or beach house</b>	<b>17.2%</b>
<b>Rented a room</b>	<b>9.5%</b>
<b>Own SPI residence</b>	<b>4.3%</b>
<b>Flamingo</b>	<b>4.3%</b>
<b>Ramada</b>	<b>2.6%</b>
<b>Sun Chase Suites</b>	<b>2.6%</b>
<b>Super 8</b>	<b>1.7%</b>
<b>Casa Bella</b>	<b>1.7%</b>
<b>Hilton Garden Inn</b>	<b>1.7%</b>
<b>Holiday Inn Express</b>	<b>1.7%</b>
<b>La Copa</b>	<b>1.7%</b>
<b>La Quinta</b>	<b>1.7%</b>
<b>Coral</b>	<b>0.9%</b>
<b>Executive Inn</b>	<b>0.9%</b>

## Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 3, indicate that the average amount spent on lodging for the stay duration was \$327 with a weighted average of \$290 when considering that 88% of respondent households spent money on lodging on the Island. Note that lodging was assumed to be stated without HOT so was adjusted upward by 17% to add in HOT. All other expenditure amounts are assumed to be stated as inclusive of sales taxes. In total, Splash South Padre households spent a total average of \$194,088 with an average spending of \$722 per household for the time spent on South Padre Island for the 2018 Splash South Padre as seen in Table 3.

**TABLE 3. TOTAL AVERAGE WEIGHTED SPENDING**

Expenditure category	Total average	% spending in category	Weighted spending	Spending per household
<b>Food &amp; Beverages</b>	\$ 147	1.00	\$147	\$ 39,416
<b>Night life</b>	\$ 159	0.79	\$126	\$ 33,855
<b>Lodging</b>	\$ 327	0.88	\$290	\$ 77,877
<b>Attraction entertainment</b>	\$ 88	0.22	\$ 19	\$ 5,205
<b>Retail</b>	\$ 72	0.31	\$ 22	\$ 6,048
<b>Transportation</b>	\$ 58	0.63	\$ 36	\$ 9,799
<b>Parking</b>	\$ 32	0.08	\$ 3	\$ 682
<b>Admission fees</b>	\$ 52	0.27	\$ 14	\$ 3,842
<b>Clothing</b>	\$ 81	0.31	\$ 25	\$ 6,690
<b>Groceries</b>	\$ 62	0.38	\$ 24	\$ 6,329
<b>Other</b>	\$ 206	0.08	\$ 16	\$ 4,345
<b>Total</b>	<b>\$1,282</b>		<b>\$ 722</b>	<b>\$ 194,088</b>

**The estimated direct spending on South Padre Island as attributed to the 2018 *Splash South Padre* is \$194,088 within a confidence interval of plus or minus 3.26% or \$6,327 given the assumptions of a random sample selection. This spending resulted in total tax revenue of about \$20,172 with \$9,136 as the City's share. This represents a 63.5% loss on the \$25,000 investment made by the CVB to the event organizer when considering all of the City's share of taxes.**

### **Spending on food & beverage and lodging**

The survey results indicated 88% of respondents spent an average of \$147 per household for food and beverages (F&B) (see Table 3, p9). This means that *Splash South Padre* attendees spent a total weighted average of \$39,416 on F&B. With an 8.25% tax rate, this amount resulted in about \$3,004 in total sales tax collected from F&B spending, of which \$728 is the City's 2% tax rate share.

The survey results found that 88% of respondents spent an average of \$327 including HOT for a weighted average spending of \$290 per household on lodging over an average of 2.48 nights (see Figure 4, p6) spent on SPI for *Splash South Padre*. These statistics indicate that the event generated about 591 room nights for a total of about \$77,877 spent on lodging (see Table 3, p9). This amount of spending results in HOT revenues of about \$11,315 at a 17% HOT tax rate or \$6,989 to the City of South Padre Island for their 10.5% share of the HOT taxes collected.

***Splash South Padre attenders accounted for 591 room nights and spent \$77,877 ± \$2,539 on lodging while on the Island for the event.***

The CVB provided \$25,000 cash to the *Splash South Padre* organizer. For this investment, the city of South Padre Island should recover 10.5% of the HOT tax or \$6,989, a 72% loss on the investment. However, total other spending by event attendee households on the Island



generated a total tax revenue of \$8,857 with \$2,147 as the City's share. Thus, the total return from tax revenue to the City as a result of the Splash South Padre is estimated at \$9,136. As shown in Table 2, the return from tax revenue is \$15,864 below the \$25,000 invested in the event; a loss on the investment of 63.5%.

**TABLE 4. SPENDING, TAX REVENUE AND ROI**

Spending category	Amount spent	Tax rate	Total sales tax	City's % share	City's \$ share	ROI on \$25,000
Lodging	\$ 77,877	17%	\$ 11,315	10.5%	\$ 6,989	-72.0%
Food & Beverage	\$ 39,416	8.25%	\$ 3,004	2%	\$ 728	
All other	\$ 76,795	8.25%	\$ 5,853	2%	\$ 1,419	
<b>Totals</b>	<b>\$194,088</b>		<b>\$ 20,172</b>		<b>\$ 9,136</b>	<b>-63.5%</b>

**In summary, the taxes accrued to the City of South Padre Island as a result of the 2018 *Splash South Padre* is estimated at \$9,136 ± 3.26% for a net loss on the \$25,000 investment of \$15,864 or -63.5%.**

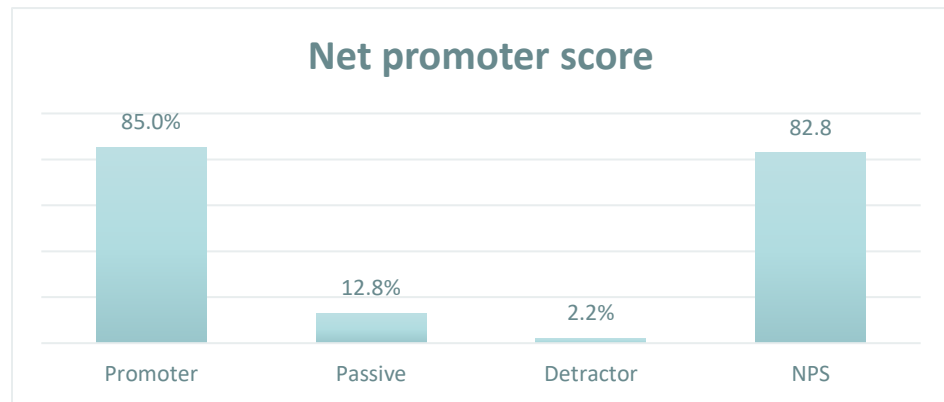
## The SPI Experience

The next section of the survey asked 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 7, indicate that most study respondents (85%)

are promoters of SPI

while only 2.2% are detractors. This yields a net promoter score (NPS) of 82.8, which is very good. For example, the hotel industry has a NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)).



**FIGURE 7. NET PROMOTER SCORE**

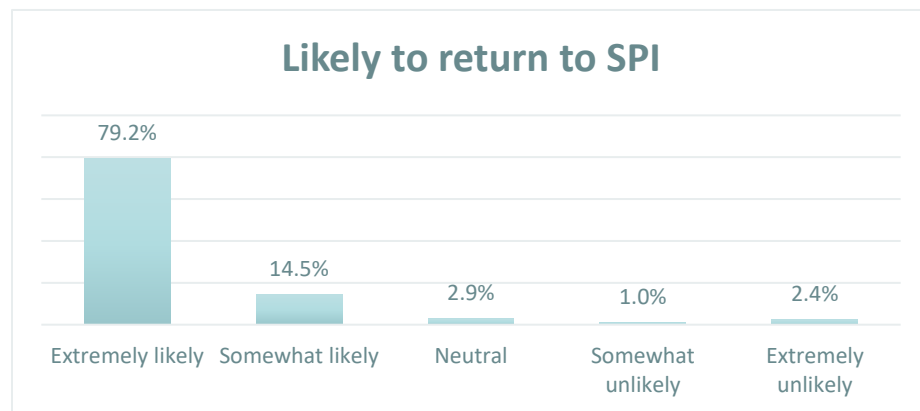
Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 8)

and how satisfied overall they were with their SPI experience (Figure 9) and with the event (Figure 10).

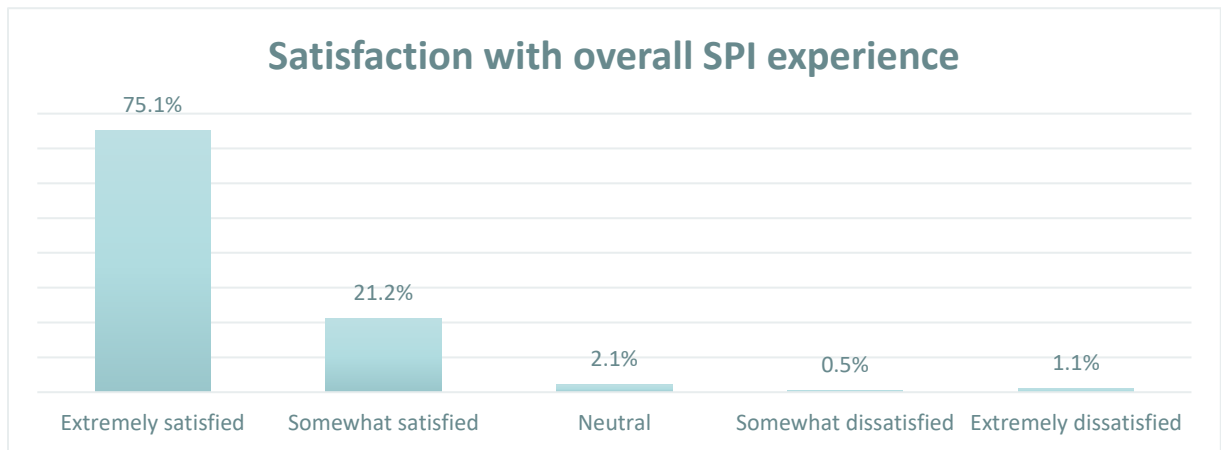
Most respondents

were somewhat or extremely likely to

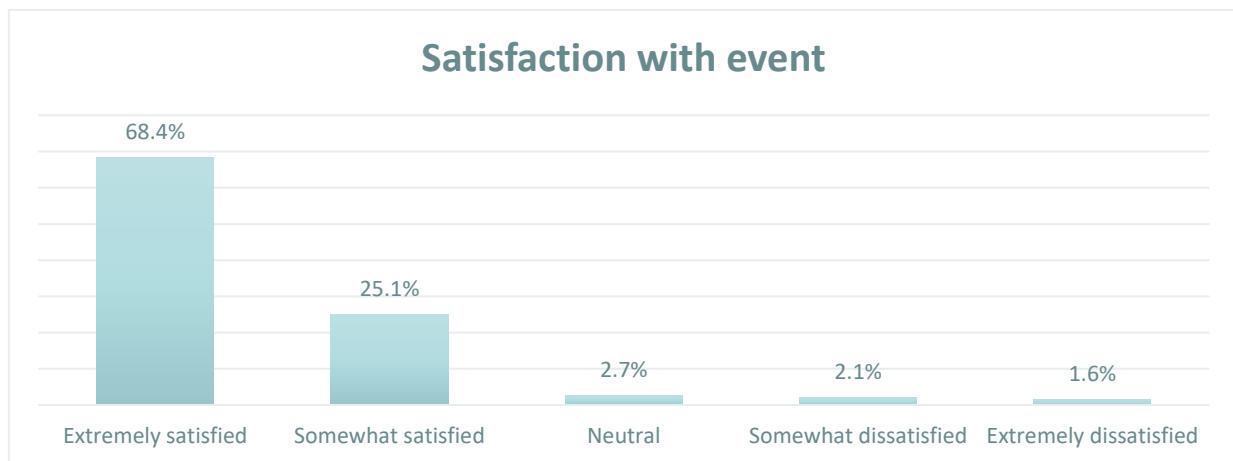
return to the Island (93.7%) in the future, were somewhat or extremely satisfied (96.3%) with their SPI experience, and most were satisfied with the Splash South Padre event (93.5%).



**FIGURE 8. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE**



**FIGURE 10. SATISFACTION WITH THE SPI EXPERIENCE**



**FIGURE 9. SATISFACTION WITH EVENT**

**NOTE: Some respondents suggested improving their stay on SPI as follows:**

- #13 different events Better ML Louder music (city ord)
- Bring uber services to the island
- Did not contact anyone that headliner was not attending. False advertising. Blocked review section online. Wants refund
- Drag Queen did not come
- Glass bottles, no tickets
- More latin music please
- More parking
- If an entertainer cannot make it, let the public know in advance. Especially if it is a famous one. People pay to see them.
- Need more entertainers to motivate people to participate.
- Parking and traffic
- Uber never showed up, better transportation, shuffles to and from events

## Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

The average age of all respondents was 34 years-of-age although ages ranged from 19 to 78.

Most respondents self-identified as male (65.1%) and single (70.9%), and had at least some college (81.9%) as shown in Figures 11, 12, and 13, respectively.

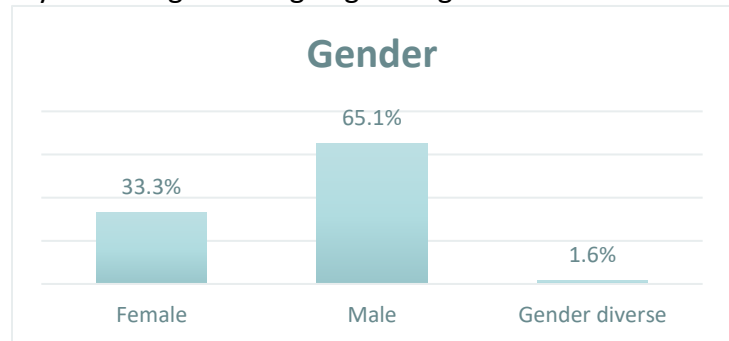


FIGURE 11. GENDER

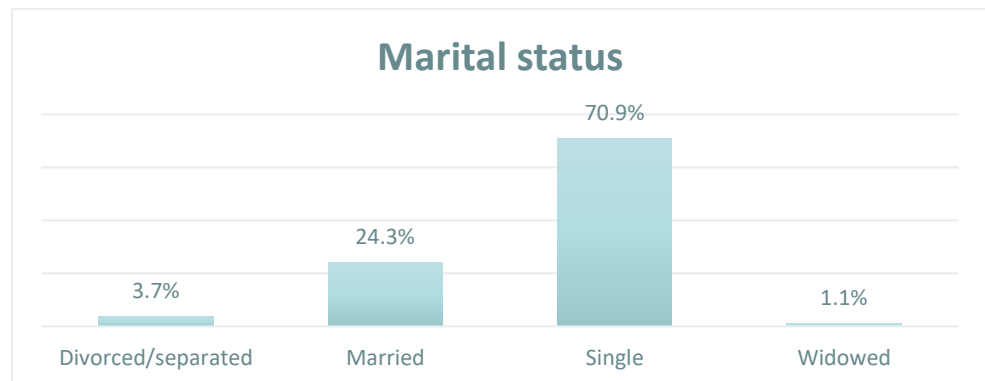


FIGURE 12. MARITAL STATUS

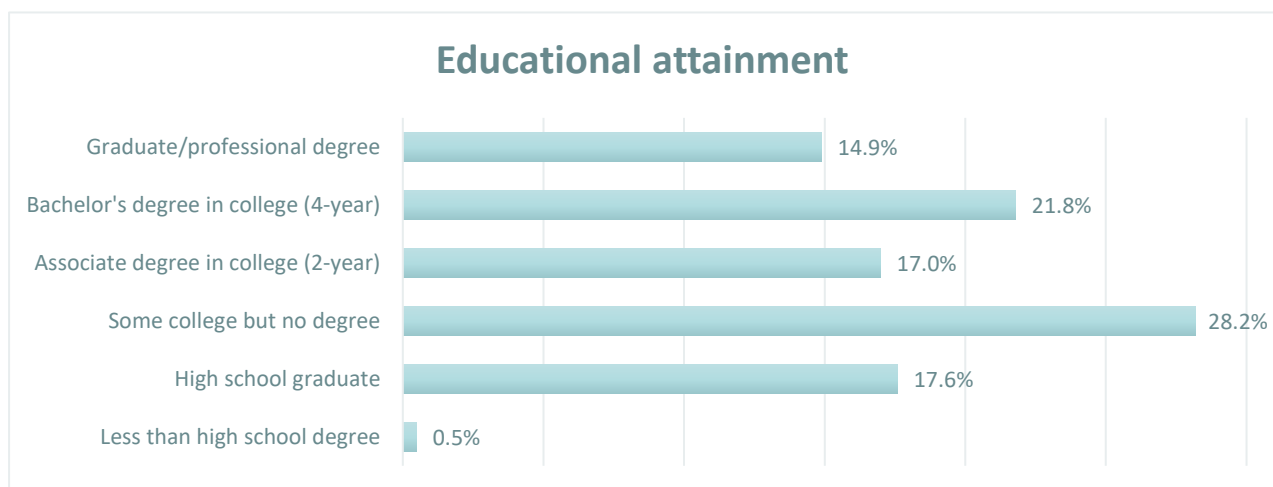
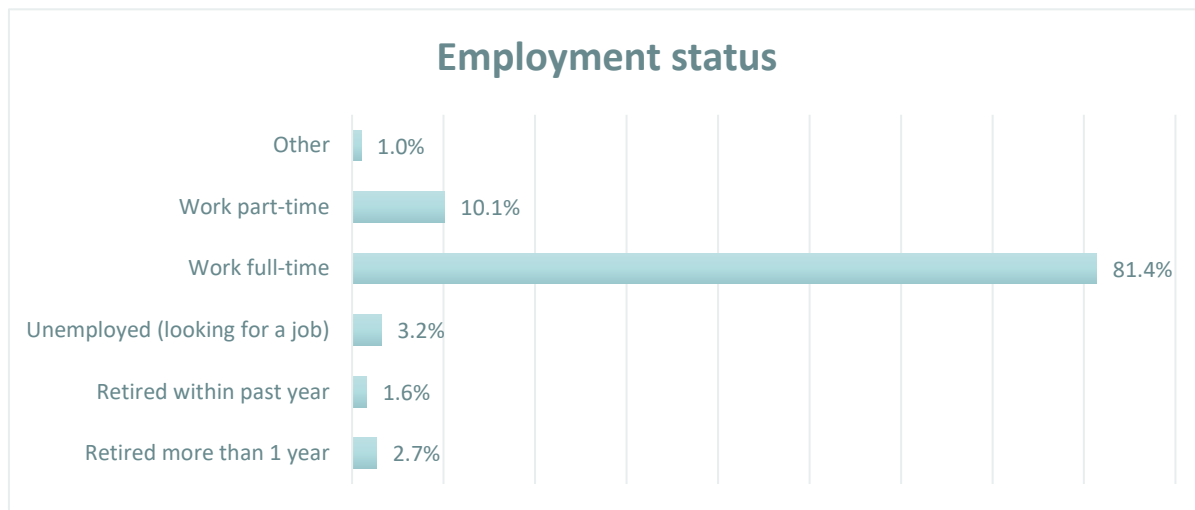


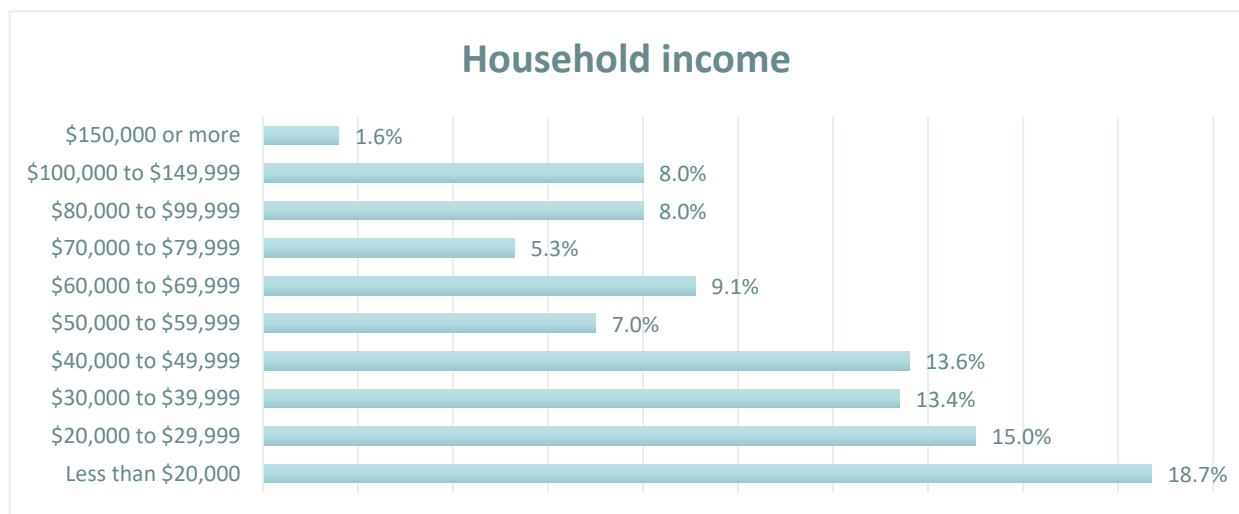
FIGURE 13. EDUCATIONAL ATTAINMENT

Most study respondents had a full-time job (81.4%), although 10.1% worked part-time and 4.3% were retired as seen in Figure 14.



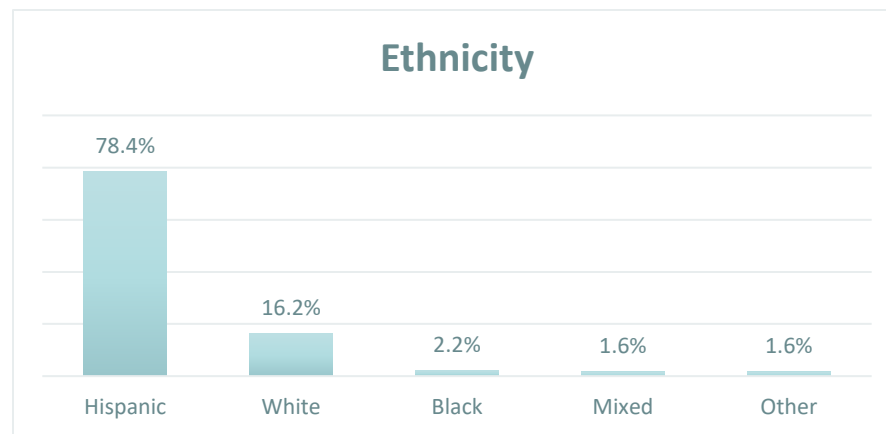
**FIGURE 14. EMPLOYMENT STATUS**

Study participants in the SPI Splash South Padre, in general, have an average-to-somewhat lower household income levels than the general US population. Only (39.0%) reported having a household income above \$50,000 (Figure 15).



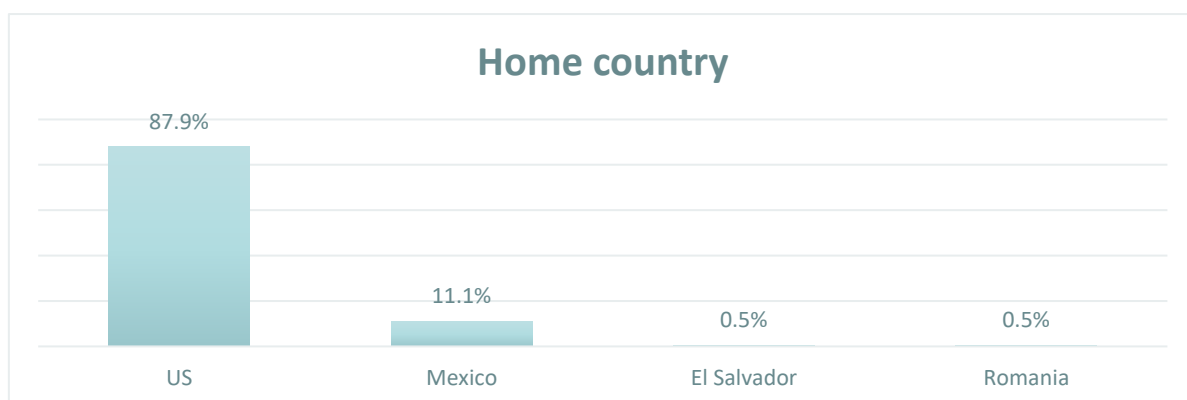
**FIGURE 15. HOUSEHOLD INCOME**

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Results in Figure 20 show that most respondents considered themselves Hispanic (78.4%), while 16.2% indicated being white.



**FIGURE 16. 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 (87.9%) and 11.1% indicated being from Mexico as shown in Figure 17. One respondent surveyed was from El Salvador and one from Romania.



**FIGURE 17. HOME COUNTRY**

The specific zip or postal codes of study respondents are listed in Appendix B and the zip codes of Splash participants as provided by the event organizer are shown in Appendix C.



## Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 4 about Splash South Padre guests at their facility. In total, five owner/managers responded to the survey and the results and averages of those reporting statistics are shown in the Table.

**TABLE 5. SPI LODGING OWNER/MANAGER RESPONSES**

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to Splash South Padre attendees?	6	0 to 15	5
On average, how many people attending the Splash South Padre stayed in one room?	3.3	2 to 4	3
To the best of your knowledge, about how many nights did most Splash South Padre attendees stay at your lodging facility?	1.67	0 to 10	3
Please estimate the amount of dollars the average person attending the Splash South Padre spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$168	\$120 to \$260	3
Please estimate the amount of dollars the average person attending the Splash South Padre t spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$26.67	\$10 to \$50	3
Please estimate the amount of dollars the average person attending the Splash South Padre spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$35	\$10 to \$75	3
In total, how many rooms does your facility have to rent?	72.33	10 to 256	5

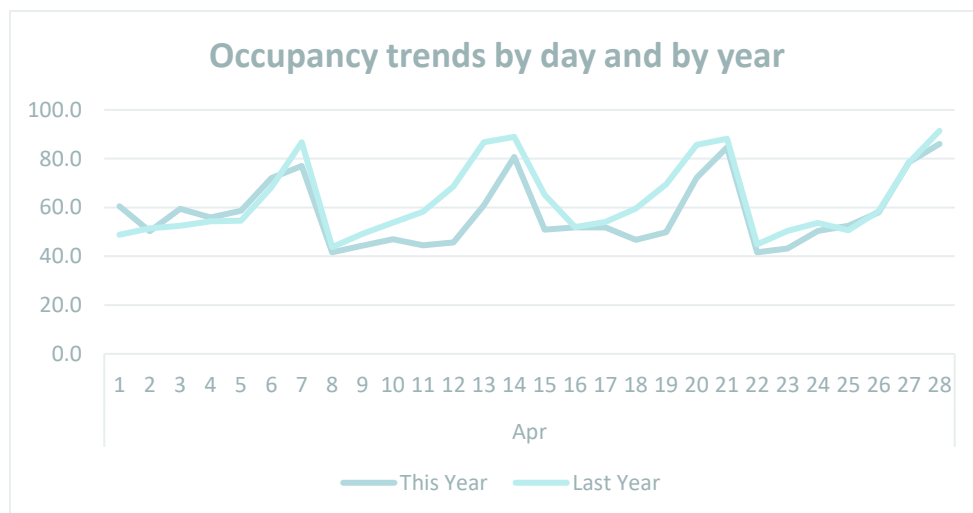
The results indicate that only three of the five responding hotels rented a room to a Splash attendee with the number of rooms ranging from 5 to 15. On average, lodging managers reported that Splash attendees spent 1.67 nights with an average of 3.33 people per room. The average cost per room was \$168 and guests spent an average of \$26.67 on food and \$35 on beverages. However, the responding lodging managers do not appear to be representative of SPI lodging units. For example, three of the two of the responses came from facilities that reported having a 30 or fewer rooms for rent and two had more than 200 rooms for rent. Thus, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results.

## STR Report

Additional data to provide evidence about 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 during the Splash South Padre 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.

The following figures show the hotel metrics for each day from April 1 through 28th (the month trend) for this year as well as for the same time period as last year (the year trend).

The occupancy rates for the Splash weekend from Thursday, April 26<sup>th</sup> through Saturday, April 28<sup>th</sup> are 58%, 78.7% and 86.1%, respectively, for an average rate of 74.2%. This rate is lower than last year’s rate of 76.1% for the same day period but is much higher than the month-long

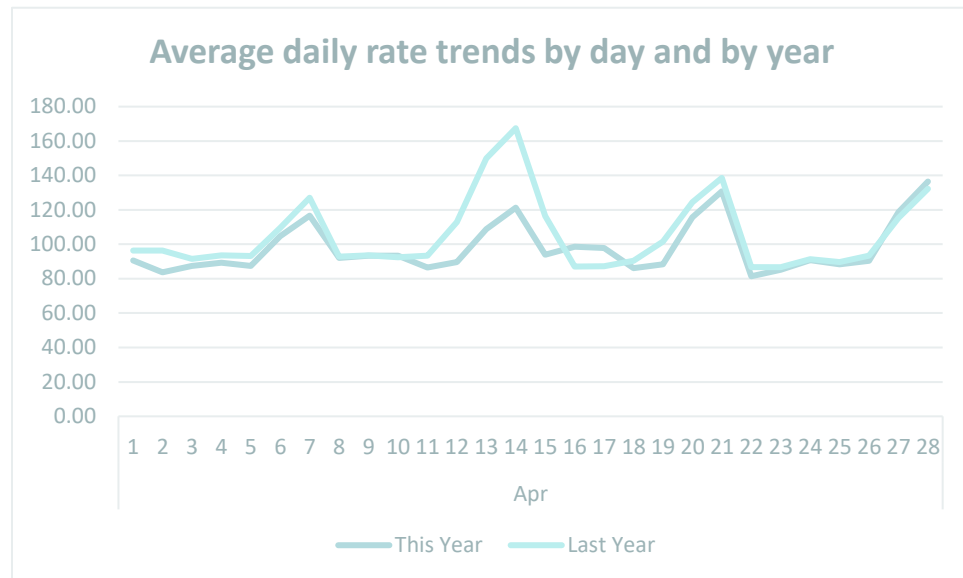


occupancy rate of 57.7% for this year and 63.2% for last year as seen in the trends Figure 18.

**FIGURE 18. STR OCCUPANCY RATES BY DAY AND YEAR**

Overall, the average daily rate (ADR) of rooms during the Splash South Padre period are higher than rates for most days in the month-long period for both this year and last year as shown in

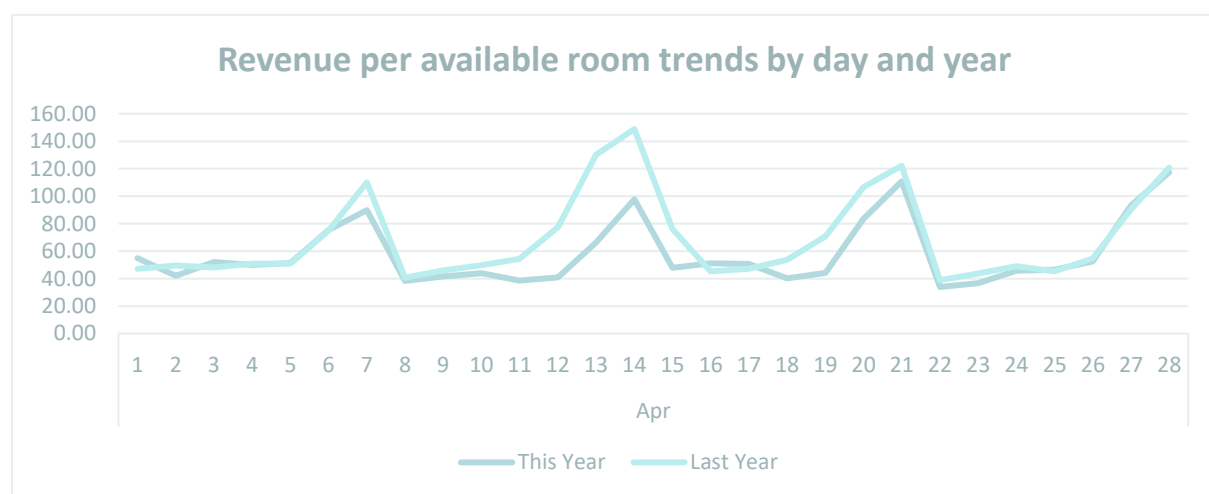
Figure 19. The ADR for the days of Splash in 2018 averages \$115.20, slightly higher than the ADR of \$113.63 for the same day period last year, but much higher than



**FIGURE 19. ADR TRENDS BY DAY AND YEAR**

the month-long average ADR of \$101.23 this year and of last years' month-long ADR of \$109.89.

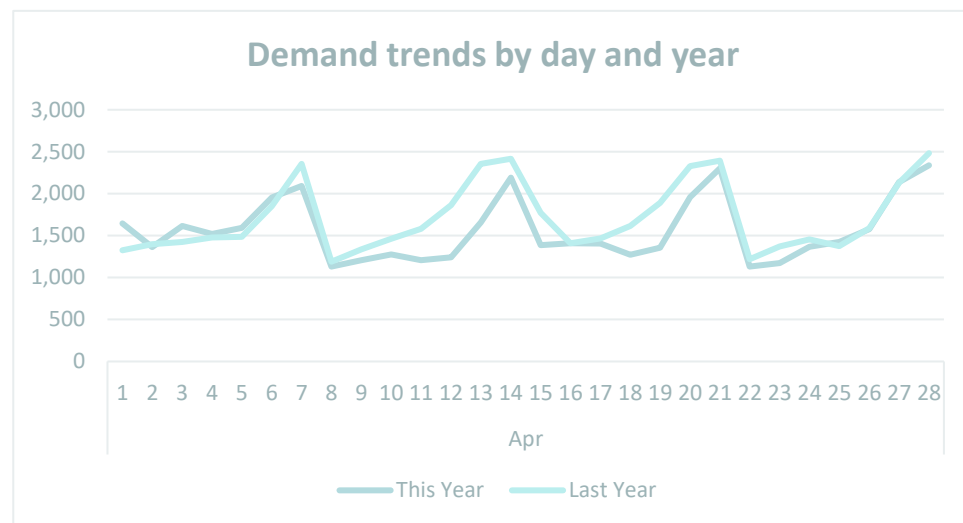
Next, Figure 20 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the three days of Splash is \$87.76, which is slightly below the month average of \$88.67 experienced during the same day-period last year. However, the Splash RevPAR is also substantially above the month-to-date rate of \$58.45 for this year.



**FIGURE 20. REVPAR BY DAY AND YEAR**

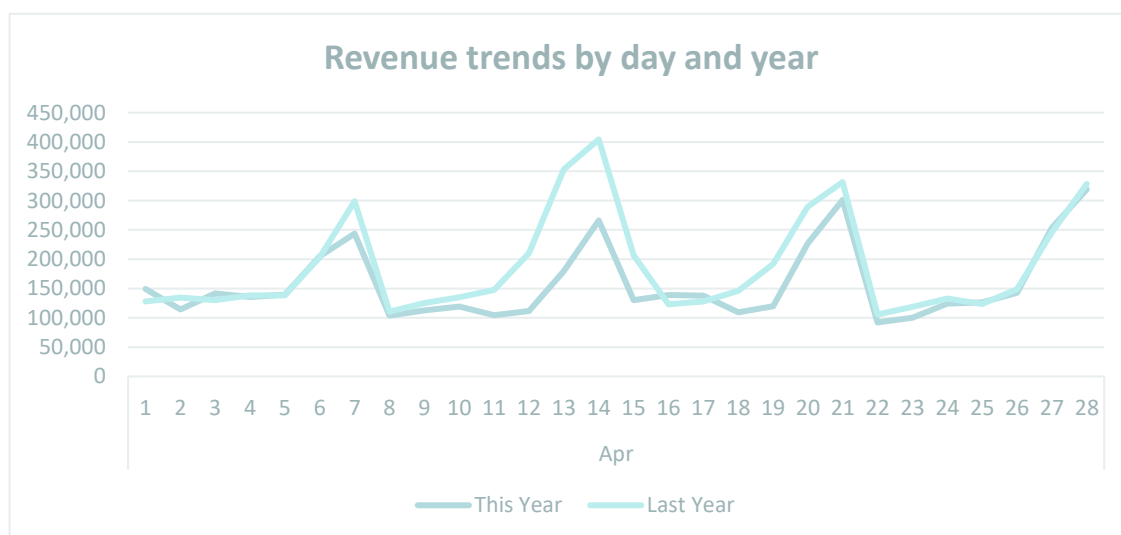
For the time period examined, Figure 21 shows the room demand trend. The average room demand for the three nights of Splash is 2,017, which is 2.1% less than the demand during the same three-day period last year.

However, the room demand for each day of Splash exceeded the month-long average daily room demand of 1,569 and last year's average daily demand rate of 1,715 room.



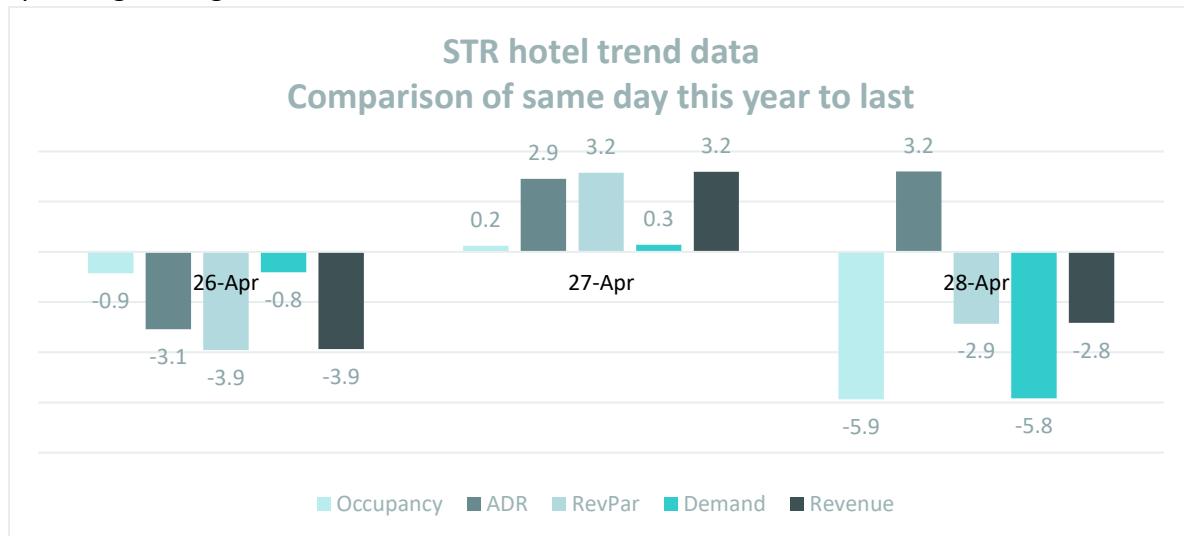
**FIGURE 21. DEMAND TRENDS BY DAY AND YEAR**

The average lodging revenue during the three days of Splash was \$238,442, about 1.2% below the same three-day total revenue of \$240,832 last year. Nevertheless, the revenue for the peak day of Splash, Saturday, was \$319,052 was also this year's peak revenue for the month as seen in Figure 22.



**FIGURE 22. REVENUE TRENDS BY DAY AND YEAR**

Figure 23 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the three-day period when Splash South Padre participants would have been spending the night on the Island.



**FIGURE 23. STR HOTEL TREND DATA 3-DAY COMPARISON**

In summary, all metrics on Thursday, April 26<sup>th</sup> of 2018 Splash South Padre were below the same time in the prior year but were significantly above last year's numbers only for Friday, April 27<sup>th</sup> and for ADR on Saturday, April 28<sup>th</sup>. While two events—Splash South Padre and the Sand Crab Beach Run—were both held during the same time period last year, other factors may have accounted for the better 2017 performance on the metrics examined. For example, in 2017 there were Bands On the Beach performances with live music and fireworks and on Saturday, April 28<sup>th</sup> 2017, an American Red Cross Centennial Gala was held on the Island.

*To summarize the STR data, all results indicate a significant increase in occupancy, RevPar, demand, and revenue only for Friday, April 27<sup>th</sup>, the second day of 2018 Splash South Padre.*

**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 details the amount of money spent on South Padre Island by attendees of Splash South Padre held from Thursday, April 26<sup>th</sup> through Sunday, April 29<sup>th</sup>, 2018. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 222 surveys were completed but 31 responses were eliminated because of household duplication as were responses from people who were not specifically on the Island for Splash South Padre, resulting in 191 viable survey responses from about 71% of all estimated event attendee households.

Demographically, the study sample was comprised of predominately single males who were an average of 34 years-of-age, had at least some college education, were employed full-time, had a household income below \$50,000, and identify ethnically as Hispanic. Geographically, almost all respondents were from the US (87.9%) although about 11.1% were from Mexico. The average number of miles traveled by survey participants to attend the event was 201 miles, with 88% spending an average of 2.48 nights on SPI.

By combining the actual number of people registered to participate in the Splash South Padre with survey results, Splash South Padre generated about 591 SPI room nights. With an average weighted lodging expenditure per household of \$290, inclusive of HOT, event attendees spent about \$77,877 for lodging in total, resulting in about \$11,315 in total Hotel Tax with 10.5%, or \$6,989, the City's 10.5% share.. Considering only the HOT revenue, the event resulted in a net loss of 72% on the CVB's investment of \$25,000. However, spending on food and beverage also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$39,416 should have yielded \$3,004 in sales tax at the 8.25% rate or \$728 for the City at a City tax rate of 2%. Spending in other categories should yield \$5,853 in total sales tax revenue, with \$1,419 as the City's 2% share. Considering all spending, the City of SPI should receive \$9,136 in taxes for a total deficit of \$15,864 or a 63.5% loss on the \$25,000 cash investment provided to the event organizer.

While it is impossible to know the actual number of lodging rooms booked as a result of the SPI Splash South Padre, the lodging manager's survey and the STR Destination Report data for the period supports the study's finding that the event, as well as other events on the same weekend, had an effect on lodging occupancy rates. However, as compared to last year, the lodging metrics of this year's Splash days exceeded the metrics of the same day-period only on Friday, April 27<sup>th</sup>.

Gladly, most Splash South Padre survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. While the spending of Splash South Padre attendees did not generate sufficient tax revenue to cover the CVB-provided funding, the overall SPI experience of the event attendees will likely result in many event attendees returning to the Island for future vacations.

## Appendix A: Survey

<h3>Splash South Padre, April 26 - 29, 2018</h3> <p>This survey is to understand your household experience and spending during the SPLASH South Padre. The one person, older than 18, best able to report on spending for all people in your household at SPLASH 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, please return this survey. We thank you!</p> <p>2. Did you come to South Padre Island specifically for SPLASH South Padre? <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 SPLASH South Padre? _____ miles</p> <p>4. Which of the following best describes your participation in SPLASH South Padre (Check all that apply)?  <input type="checkbox"/> Registered participant    <input type="checkbox"/> Event volunteer/staff  <input type="checkbox"/> Spectator    <input type="checkbox"/> Did not attend  <input type="checkbox"/> Other _____</p> <p>5. Including yourself, how many people from your household attended SPLASH South Padre? _____ Number in household</p> <p>6. How many nights did you (or will you) spend on South Padre Island while attending SPLASH? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for the SPLASH South Padre?  <input type="checkbox"/> Hotel/motel—Name? _____  <input type="checkbox"/> Rented condo/beach house    <input type="checkbox"/> Campground/RV park  <input type="checkbox"/> My own SPI residence    <input type="checkbox"/> Rented a room  <input type="checkbox"/> Other (please specify) _____</p> <p>8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for SPLASH. (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> <tr> <td>Total</td> <td>\$</td> </tr> </tbody> </table> <p>9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?</p> <p>Not at all likely    0   1   2   3   4   5   6   7   8   9   10    Extremely likely</p>	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	Total	\$	<p>10. How likely are you to return to South Padre Island for a vacation at some time in the future?  <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>11. How satisfied are you with your overall South Padre Island experience?  <input type="checkbox"/> Extremely satisfied    <input type="checkbox"/> Somewhat satisfied    <input type="checkbox"/> Neutral  <input type="checkbox"/> Somewhat dissatisfied    <input type="checkbox"/> Extremely dissatisfied</p> <p>12. How satisfied are you with the SPLASH South Padre?  <input type="checkbox"/> Extremely satisfied    <input type="checkbox"/> Somewhat satisfied    <input type="checkbox"/> Neutral  <input type="checkbox"/> Somewhat dissatisfied    <input type="checkbox"/> Extremely dissatisfied</p> <p>13. What suggestions do you have for improving SPLASH South Padre or your stay on South Padre Island? (write on back)</p> <p>14. What is your home zip or postal code? _____ code</p> <p>15. What is your home country?  <input type="checkbox"/> US    <input type="checkbox"/> Mexico    <input type="checkbox"/> Canada    <input type="checkbox"/> Other</p> <p>16. What is your age? _____ (years of age)</p> <p>17. What is your gender? <input type="checkbox"/> Male    <input type="checkbox"/> Female    <input type="checkbox"/> Gender diverse</p> <p>18. What is your marital status?  <input type="checkbox"/> Married    <input type="checkbox"/> Single    <input type="checkbox"/> Widowed    <input type="checkbox"/> Divorced/separated</p> <p>19. What is your highest educational attainment?  <input type="checkbox"/> Less than high school    <input type="checkbox"/> Associate's degree  <input type="checkbox"/> High school graduate    <input type="checkbox"/> Bachelor's degree  <input type="checkbox"/> Some college, no degree    <input type="checkbox"/> Graduate/professional degree</p> <p>20. What is your current employment status?  <input type="checkbox"/> Work full-time    <input type="checkbox"/> Retired within past year  <input type="checkbox"/> Work part-time    <input type="checkbox"/> Retired more than 1 year  <input type="checkbox"/> Unemployed (looking for a job)    <input type="checkbox"/> Other (Please specify)</p> <p>21. What is your combined annual household income?  <input type="checkbox"/> Less than \$20,000    <input type="checkbox"/> \$60K-\$69,999  <input type="checkbox"/> \$20K-\$29,999    <input type="checkbox"/> \$70K-\$79,999  <input type="checkbox"/> \$30K-\$39,999    <input type="checkbox"/> \$80K-\$99,999  <input type="checkbox"/> \$40K-\$49,999    <input type="checkbox"/> \$100K-\$149,999  <input type="checkbox"/> \$50K-\$59,999    <input type="checkbox"/> \$150,000 or more</p> <p>22. What is your ethnicity? (Select all that apply)  <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> <div style="border: 1px solid black; padding: 5px;"> <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> </div> <p style="text-align: center; border: 1px solid black; padding: 5px;">THANK YOU VERY MUCH!!!</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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Transportation (gas, oil, taxi, etc.)	\$																								
Parking fees	\$																								
SPI Admission fees	\$																								
Clothing or accessories	\$																								
Groceries	\$																								
Other (please specify)	\$																								
Total	\$																								

## Appendix B: Survey respondents' zip codes

11249	77034	78209	78522	78562	78669
38855	77044	78212	78526	78566	78729
49833	77056	78218	78529	78569	78744
60506	77057	78229	78536	78572	78751
66354	77076	78245	78537	78573	78840
66377	77077	78259	78538	78574	78978
66422	77459	78415	78539	78577	79705
67189	77503	78418	78541	78579	79707
70816	78006	78501	78542	78582	85012
75023	78040	78502	78543	78586	87390
75068	78041	78503	78550	78589	87456
75201	78043	78504	78552	78594	88710
75211	78046	78505	78555	78595	91911
75461	78076	78520	78557	78596	93426
75820	78119	78521	78560	78599	



## Appendix C: Splash South Padre registrants' zip or postal codes

03677	77042	78154	78520	78550	78577	78664
10950	77056	78209	78520	78550	78577	78669
11225	77057	78212	78520	78550	78577	78681
14750	77060	78212	78520	78550	78577	78726
20171	77064	78229	78520	78550	78578	78727
21218	77064	78238	78520	78550	78578	78727
32806	77068	78247	78520	78552	78578	78728
39116	77093	78247	78520	78552	78578	78741
48134	77401	78247	78520	78552	78578	78744
49287	77414	78259	78520	78552	78578	78744
49855	77437	78336	78520	78552	78580	78744
60506	77459	78336	78521	78552	78582	78745
64270	77550	78336	78521	78560	78582	78745
66354	77581	78336	78521	78562	78582	78748
66358	78025	78336	78521	78566	78582	78748
67118	78025	78336	78521	78566	78582	78751
67218	78040	78355	78526	78569	78582	78751
73401	78041	78412	78526	78570	78582	78801
74501	78041	78418	78536	78570	78584	78840
75042	78041	78501	78537	78572	78586	78840
75044	78041	78501	78537	78572	78586	78840
75052	78041	78501	78537	78572	78589	78840
75068	78041	78501	78539	78572	78595	78840
75204	78041	78501	78539	78572	78596	78840
75219	78041	78501	78539	78573	78596	78945
75662	78041	78501	78539	78573	78596	79707
76088	78041	78501	78539	78573	78596	80534
76110	78043	78501	78540	78574	78596	80817
76248	78043	78501	78541	78574	78596	85012
76248	78043	78501	78541	78574	78597	88680
76308	78045	78503	78542	78574	78599	88715
76504	78045	78504	78542	78574	78621	88715
76548	78045	78504	78542	78577	78621	94945
77011	78046	78504	78542	78577	78644	
77017	78046	78504	78542	78577	78650	
77022	78046	78504	78545	78577	78664	
77032	78076	78504	78550	78577	78664	
77036	78104	78520	78550	78577	78664	



## SPLASH Sponsor's list



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Keith Arnold, CVB Director and Michael Flores, Director of Research, Marketing & Analytics

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Discussion and action regarding the renewal of the University of Texas Rio Grande Valley (UTRGV) research contract.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Wally Jones, CVA Board Chairman

**DEPARTMENT:** South Padre Island Convention and Visitors Advisory Board

**ITEM**

Discussion to establish a formal representative relationship between the South Padre Island Economic Development Corporation, South Padre Island Chamber of Commerce, Shoreline Task Force Committee and Convention and Visitors Advisory Board for consistent exchange of information at monthly meetings.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

No financial action.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Discussion and action to allow the CVB Director to research and identify firms/consultants that specialize in visitor product development initiatives for destinations.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

No financial action.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Update regarding Marketing Subcommittee meeting.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

No financial action.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**



## Proposed CVB Marketing and Events Marketing Budget Approval Process

DATE	Due Date	Event
Monday, June 18, 2018		TAG Marketing Subcommittee meeting
		Must decide redundancy/SOS/SOW (Way forward)
		TAG present/review 18/19 media brief
Wednesday, June 20, 2018		TAG releases RFP for media vendors (no later than this date)
		CVB/City Council budget workshop
Monday, June 25, 2018		TAG presents proposed paid media approach to marketing subcommittee
Monday, July 02, 2018		TAG Marketing Subcommittee meeting (TBD/Open)
Monday, July 09, 2018		TAG Marketing Subcommittee (final maketing recommendations needed)
Tuesday, July 10, 2018		Special Events Subcommittee workshop
*Thursday, July 12, 2018		Full CVA Board marketing and events marketing workshop
*Tuesday, July 24, 2018	Wednesday, July 18 All items are due.	CVA regular meeting (D&A for approval of marketing and event marketing budget)
*Tuesday, July 31, 2018		Special City Council meeting - final budget approval

\* These meetings are **proposed** in order to have the marketing and event marketing budgets ready for a specially-called City Council meeting on the July 31st.

The 31st will be the latest date available in order to have the budget approved 60 days in advance of the next FY, as required by Home Rule Charter.

**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018  
**NAME & TITLE:** Keith Arnold, CVB Director  
**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Update and discussion of the CVB 1st generation dashboard.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

No financial action.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO:   X   \_\_\_\_\_  
Approved by Legal:              YES: \_\_\_\_\_                      NO:   X   \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

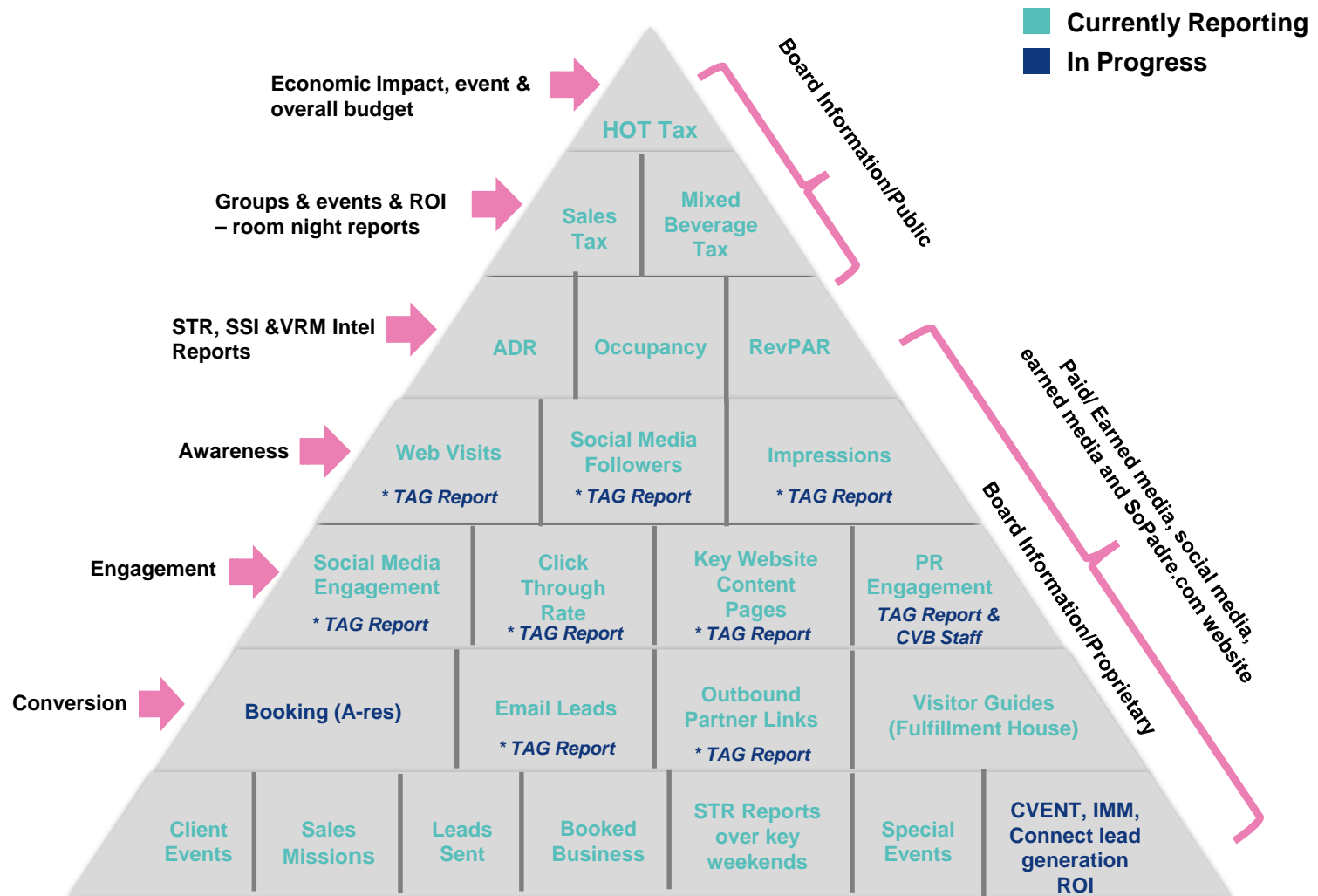
# CVB DASHBOARD

JUNE 2018

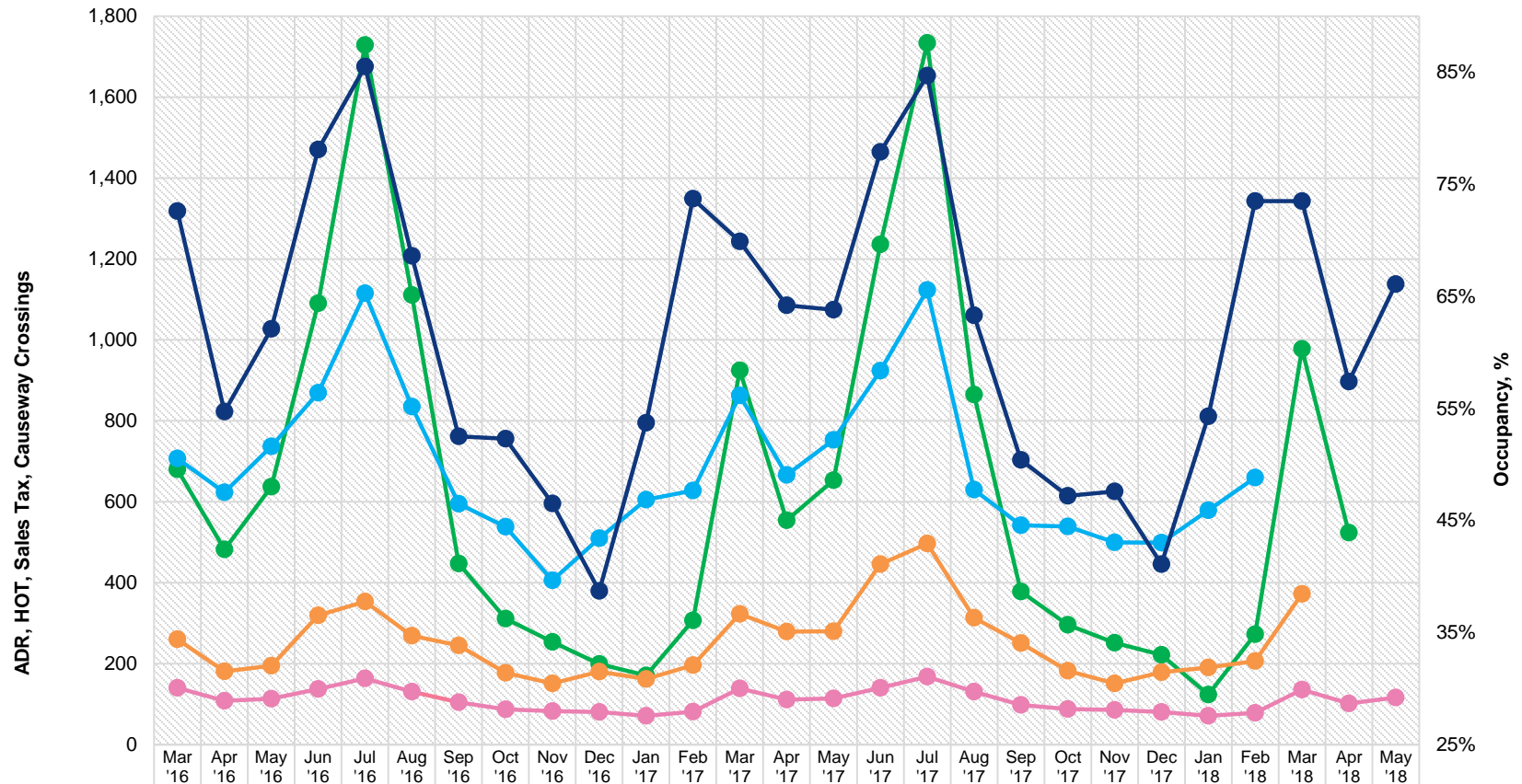









# DASHBOARD PYRAMID

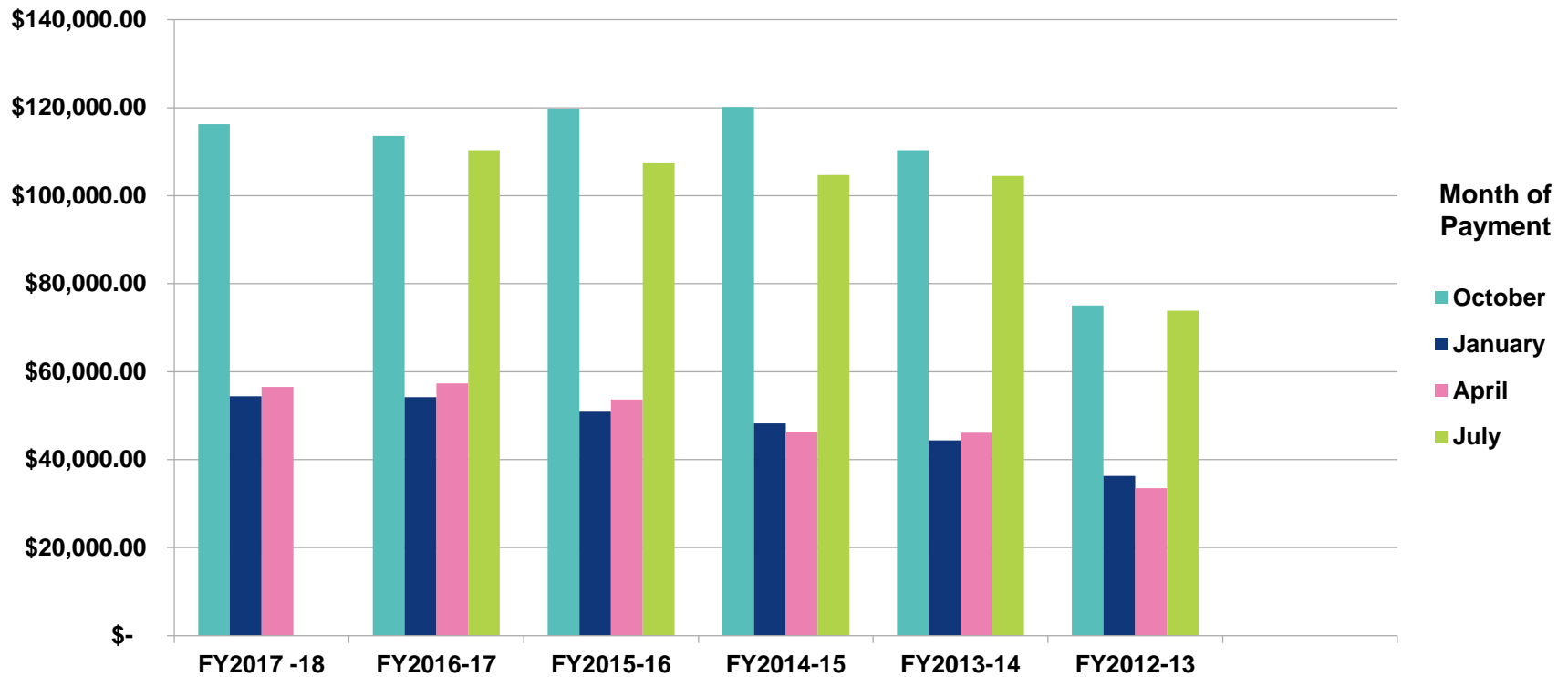


# HOT REVENUE, ADR, SALES TAX, CAUSEWAY CROSSINGS & OCCUPANCY (OCC) BY MONTH



 HOT (in 100K,\$)	680.3	482.3	637.3	1,090	1,728	1,111	447.1	311.0	254.0	199.0	171.0	307.0	925.0	554.0	653.0	1,236	1,734	865.0	378.0	295.6	251.3	221.9	123.1	272.5	977.5	523.6	
 ADR (\$)	140.3	107.8	113.0	137.4	163.5	130.7	104.6	87.32	82.28	80.24	71.20	80.87	138.4	110.6	114.0	140.0	167.8	130.7	98.21	88.05	85.35	80.51	71.27	78.27	135.7	101.3	116.0
 Sales Tax (in 100K,\$)	260.0	181.0	195.0	319.0	353.0	269.0	245.0	177.0	151.0	180.0	162.0	196.0	323.0	279.0	280.0	446.0	497.0	313.0	251.0	182.0	151.0	179.0	190.0	206.0	372.0		
 Causeway Crossings (in 100K)	707.0	623.0	737.0	869.0	1,115	835.0	595.0	538.0	406.0	510.0	605.0	628.0	863.0	666.0	753.0	924.0	1,123	630.0	542.0	539.0	499.6	498.6	578.9	660.0			
 Occupancy (%)	72.6%	54.7%	62.1%	78.1%	85.5%	68.6%	52.5%	52.3%	46.5%	38.7%	53.7%	73.7%	69.9%	64.2%	63.8%	77.9%	84.7%	63.3%	50.4%	47.2%	47.6%	41.1%	54.3%	73.5%	73.5%	57.4%	66.1%

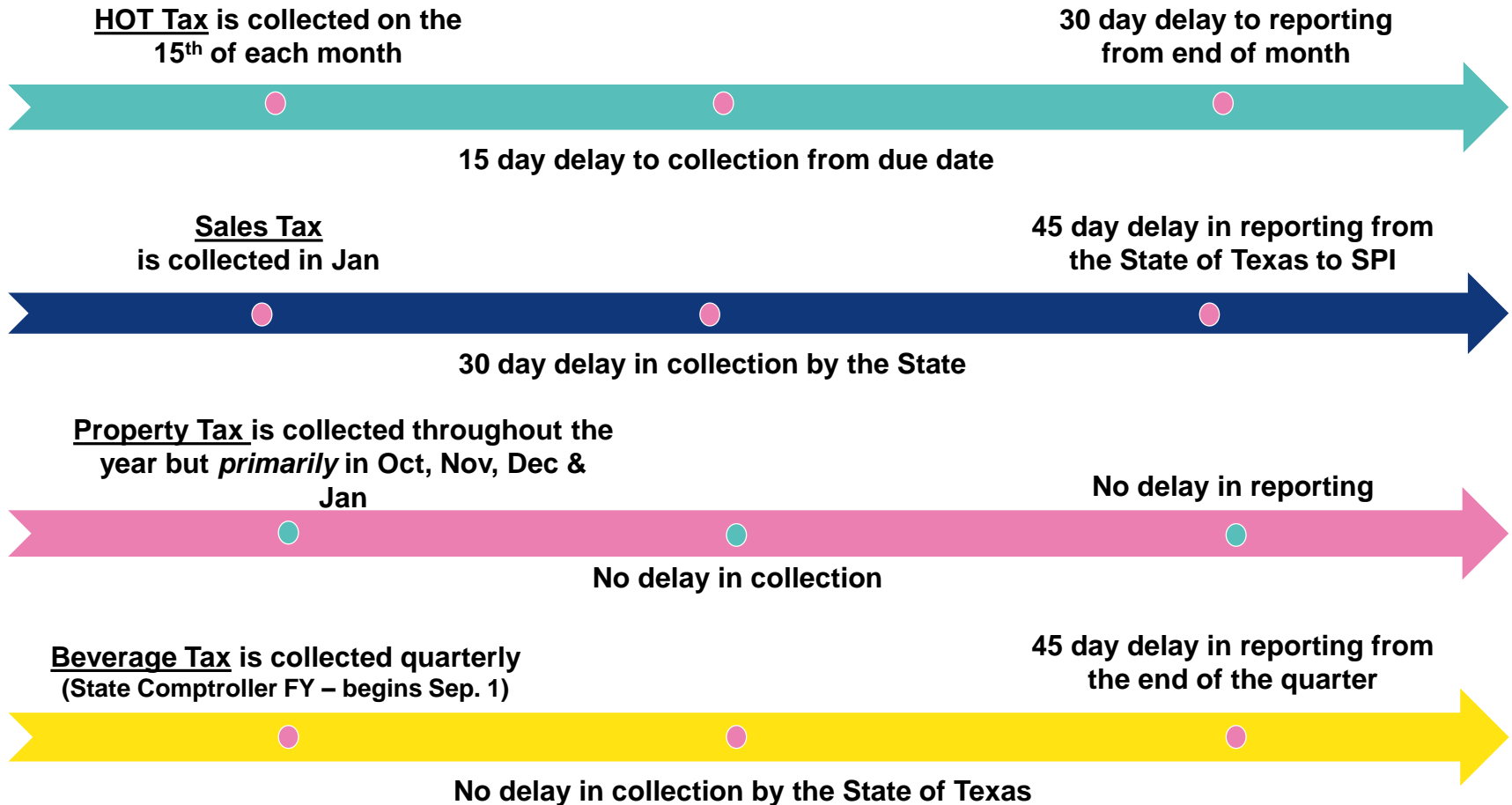
# MIXED BEVERAGE TAX



Month of Payment	Months Reported	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$44,381.48	\$36,262.66
April	Dec/ Jan/ Feb	\$56,500.33	\$57,300.10	\$53,660.35	\$46,148.41	\$46,128.34	\$33,533.70
July	Mar/ Apr/ May		\$110,354.83	\$107,354.93	\$104,711.89	\$104,505.64	\$73,839.37
Total		\$227,167.26	\$335,422.10	\$331,576.86	\$319,259.11	\$305,351.19	\$218,657.47

# HOTEL OCCUPANCY TAX (HOT)

## Tax Collections Timeline, By Type



# ENGAGEMENT

## Public Relations/ Media & FAM Tours



### MEDIA/ FAM TOURS

#### **Southern Living FAM**

Currently working with editor and featured journalist on FAM opportunities in October or November 2018.



### EDITORIAL REQUESTS

#### **Eater.com**

Fulfilled info/editorial request: [The 11 Best Places to Eat on South Padre Island](#)"



### IN PROGRESS

#### **UA Direct Flight News Release**

Finalized & Approved 6/5; Currently drafting media lists for Midwest and Chicago-area outlets for early June pitching. Blog post created by SPI team to serve as landing page for digital ad traffic.

#### **Summer Event Round-Up**

Overview of fresh and fun events on the Island June – August 2018.

#### **July 4<sup>th</sup>/ Travel Forecast**

Will be released 10 days prior to 7/4.

#### **Biking on the Island (Blog Post)**

Overview of ways to explore the Island on a bicycle with fun stops in between (i.e. local restaurants and shopping).



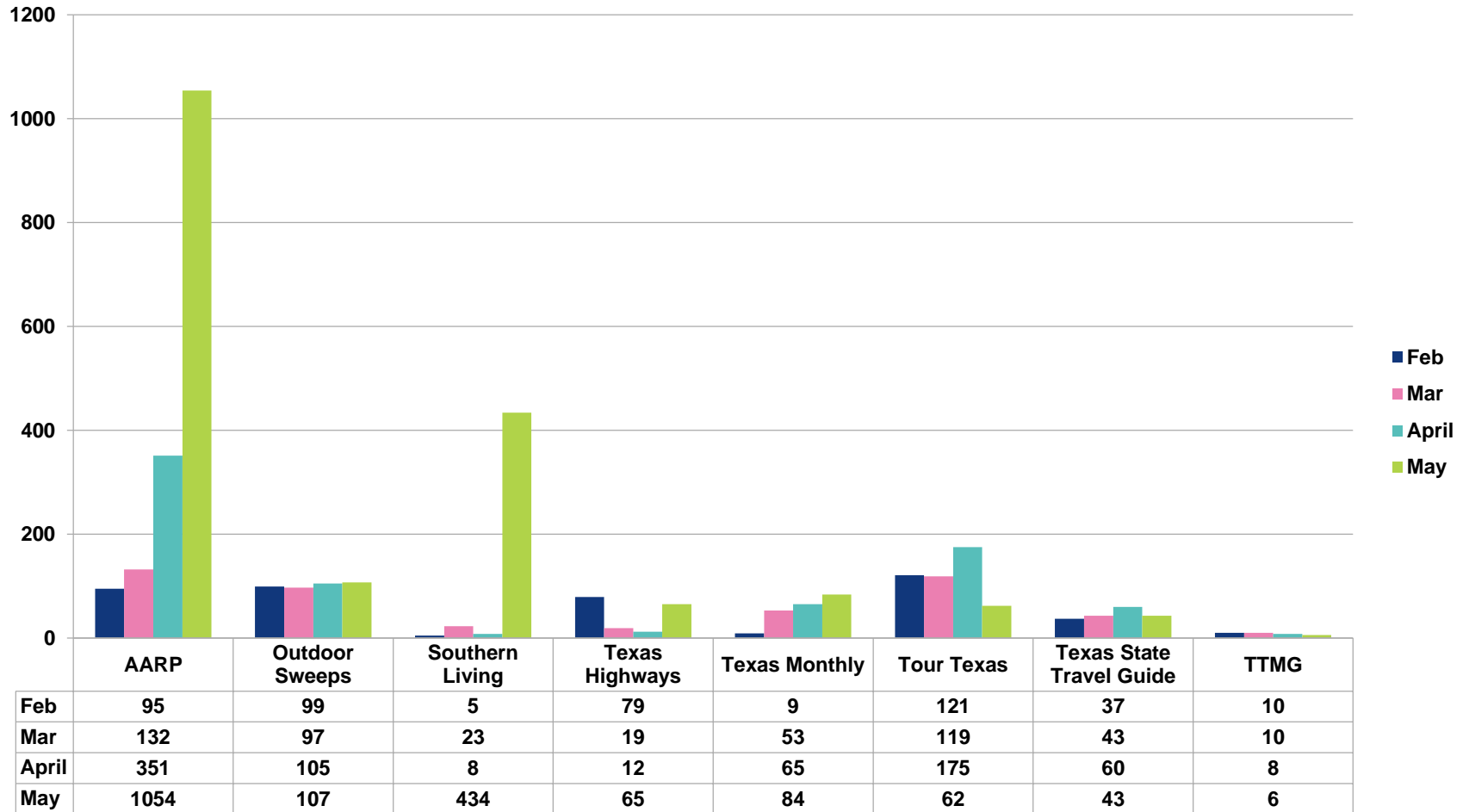
# ENGAGEMENT

## 2018 News & Accolades

- Ranked #1 on the 2018 **“15 Amazing Island Getaways — in America!”** by *Southern Living Magazine*
- Ranked #11 on the 2018 **“15 Best Places to Vacation in Texas”** by TripAdvisor
- Listed on the 2018 **“8 Best Summer Vacation Destinations in Texas”** by Trips to Discover
- Listed on the 2018 **“Best New Tourist Attractions in USA”** featuring Sea Turtle, Inc by LoveExploring.com
- Listed on the 2018 **“15 USA Snorkeling Vacations Among the World’s Best”** by TripAdvisor
- Ranked #2 on the 2018 **“Best Texas Beach”** by USA TODAY’s 10Best Reader’s Choice Award
- Listed on the 2018 **“The South’s Best Beaches”** by *Southern Living Magazine*
- Listed on the 2018 **“15 Best Spring Break Destinations”** by CarRentals.com
- Ranked #2 on the 2018 **“9 Best Coastal Cities to Visit in Texas”** by Trips to Discover
- Listed on the 2018 **“9 Best Surf Spots in Texas”** by Trips to Discover
- Listed on the 2018 **“25 Best Wreck Diving Spots in the United States”** by Scuba Diving Online
- Listed on the 2018 **“Vacation in the Hottest Spots in Texas”** by Patch.com
- Listed on the 2018 **“15 Best Vacation Spots When You Earn the Median Income”** by GOBankingRates.com
- Ranked #3 on the 2018 **“10 Best Dolphin Sighting Destinations in North America”** by Travel Channel
- Ranked #3 on the 2018 **“Best Place to Rent a Summer Beach House with Friends”** by TripAdvisor
- Ranked #6 on the 2018 **“8 Best Spring Break Party Destinations”** by ABC News
- Listed on the 2018 **“10 Best Places in Texas to Visit on Spring Break”** by Trips to Discover
- Listed on the 2018 **“Best Places to Visit in Texas”** by *U.S. News & Report*
- Listed on the 2018 **“18 Places to Go in Texas”** featuring South Padre Island and Sea Turtle, Inc. by *Texas Highways*
- Ranked #1 for **Best Beach Vacation** in **“Top American Trips 2018”** by *Canadian Traveller*
- Listed on the 2018 **“World’s Greatest Kiteboarding Spots”** by *National Geographic*

# CONVERSION

## Visitor Guides (Fulfillment House) by Publication



See Texas First Leads (May Only): 9,171



# CONVERSION

## Booked Business, Client Events & Sales Missions

### May 2018

#### BOOKED BUSINESS

- **IDEA Public Schools** (115)
- **Kangs Martial Arts** (182)
- **Texas Gulf Youth Ministries** (450)
- **Region One Fall Media Conference** (30)
- **Texas Border Coalition** (20)
- **US Customs Brokers Association** (305)
- **USMC Delta 126<sup>th</sup> Det.** (30)

*( ) Indicates Number of Room Nights Booked*

#### CLIENT EVENTS

Several site visits and FAMs were conducted in May, most notably, the National Guard Association of Texas Annual Conference which would take place in March of 2020 and potentially book over 1,025 room nights across the Island.

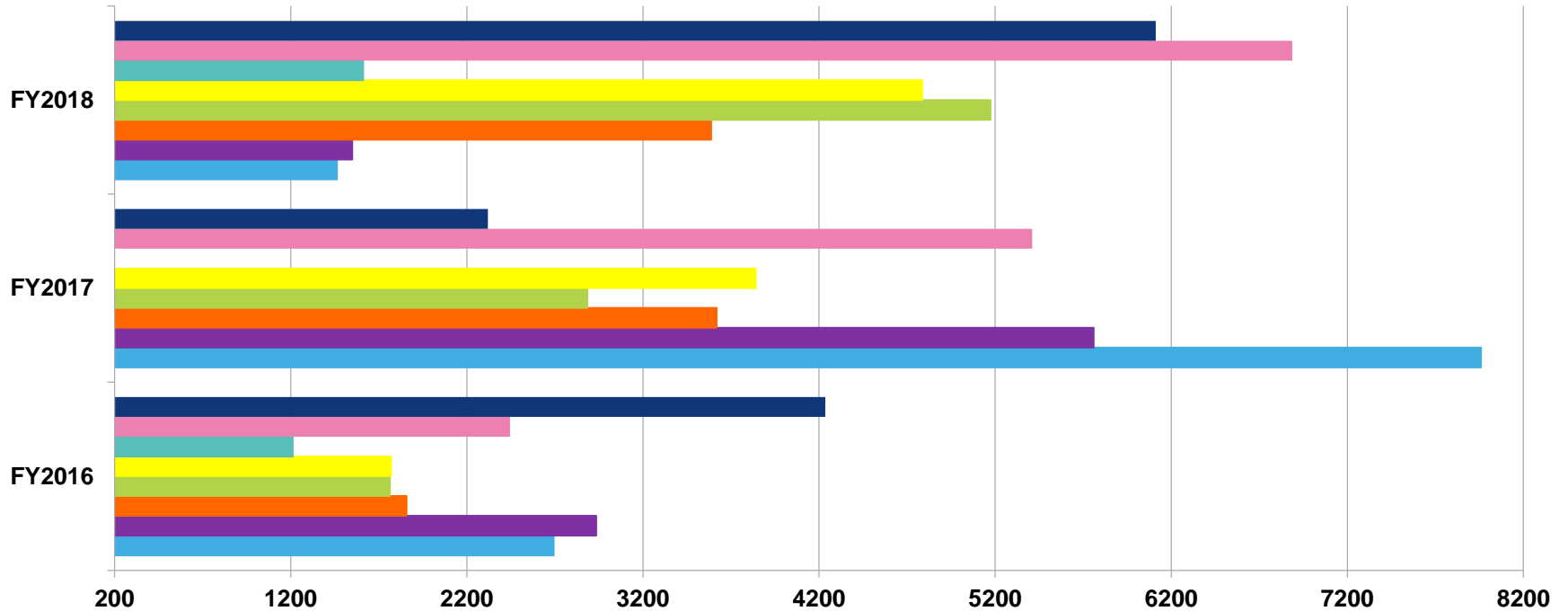
#### SALES MISSIONS

The sales team conducted 4 weeks of RGV mission calls with the Pearl, Isla Grand and Hilton in May. A few clients included the Texas Workforce Solutions upper Valley and Teach for America. The sales team will be bidding on the 2020 Texas Chambers of Commerce Executive Conference in June.



# CONVERSION

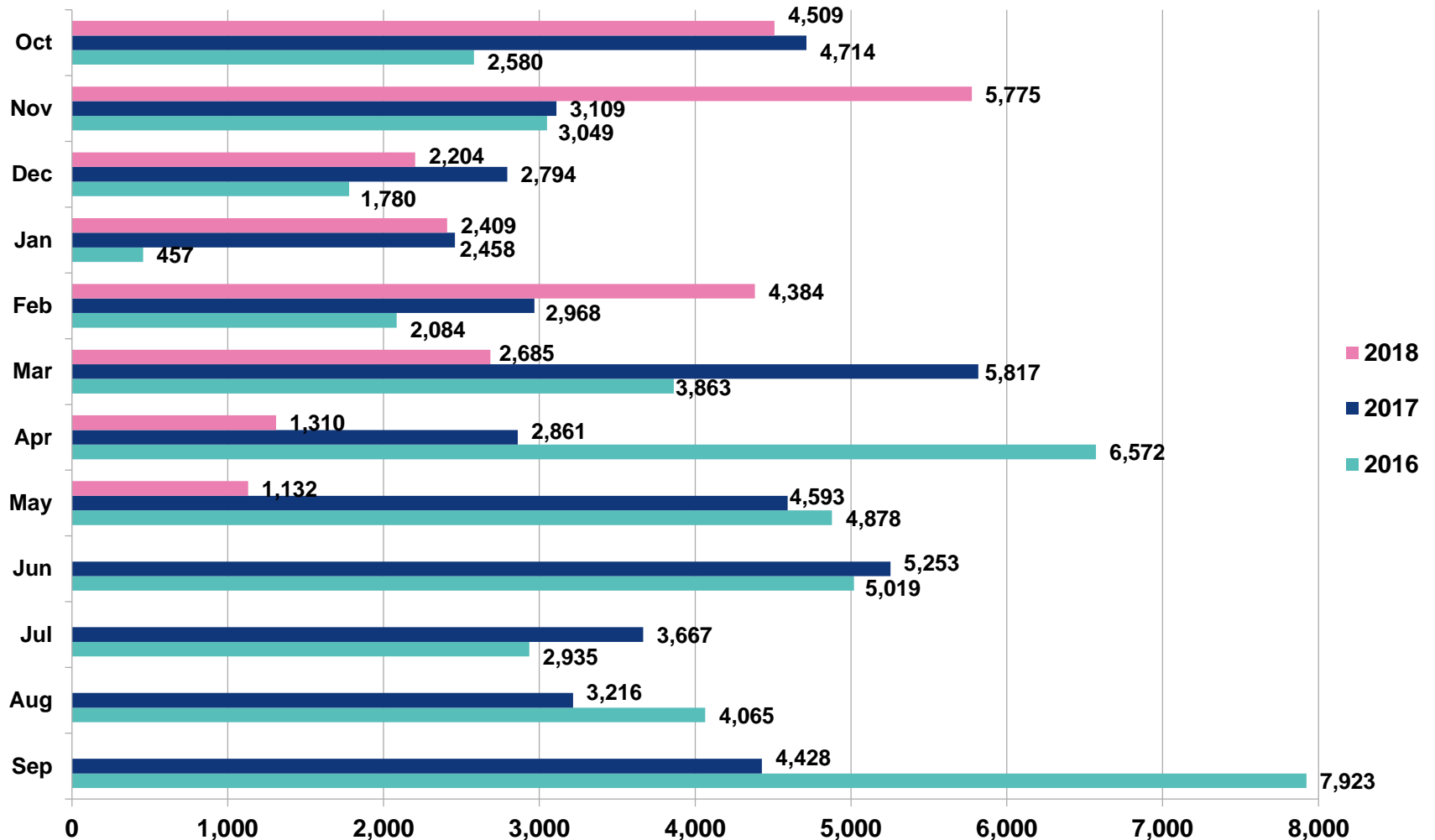
## Sales Leads Sent



	FY2016	FY2017	FY2018
■ Oct	4235	2320	6112
■ Nov	2446	5410	6887
■ Dec	1211	200	1612
■ Jan	1769	3840	4786
■ Feb	1763	2885	5174
■ Mar	1857	3618	3588
■ Apr	2934	5760	1550
■ May	2694	7960	1462

# CONVERSION

## Convention Sales/ Month-By-Month



# CONVERSION

## 2018 Special Events

### January

Polar Bear Dip & Penguin Plunge  
Market Days  
WOWE  
Winterfest

### February

SPI Kitefest  
W4W Chili Cook Off  
**Color Me Rad**  
Market Days

### March

Spring Break Car Jam  
UME

### April

National Tropical Weather Conference  
SPLASH South Padre  
Sand Crab Run  
Open Water Swim

### May

Jailbreak  
Pedal to Padre  
Shallow Sport Fishing Tournament

### June

Dargel Fishing Tournament  
Longest Causeway Run/Walk  
Great TX Catamaran 300

### July

Security First Credit Union Fishing Tournament

### August

Texas International Fishing Tournament (TIFT)  
Iron Pigs Motorcycle Club Weekend  
Ladies Kingfish Tournament (LKT)  
API Fishing Tournament  
Fishing For Hope

### September

Shallow Stalker Fishing Tournament  
JJ Zapata Fishing Tournament  
Wahoo Classic  
**Zombie Charge**  
**Tailgate Weekend**  
SPI Triathlon

### October

SandCastle Ball  
SandCastle Days  
SPLASH South Padre  
Walk For Women Fishing Tournament  
Walk For Women – 5k  
Take a Kid Fishing  
Elite Redfish Championship  
SPI Fishing Days  
Hallowings

### November

RAGF  
Veteran's Day Weekend  
**Blacklight Run**  
**SPI Film, Art and Music**

### December

Tree Lighting Ceremony  
Christmas Street Parade  
Children's Wonderland  
Lighted Boat Parade  
Breakfast w/Santa  
**Holiday Sandcastle Village**

 **New Event**

# CONVERSION

## Special Events

Year	Number of Events
2017	39
2018	56
2019	63
2020	68

Special Events per month from 2017 to 2020  
(Sponsored Directly by SPICVB)



# Director's Notes

## Subcommittee Ongoing DMAIC & Project Updates

### Marketing Subcommittee

- Ongoing weekly calls with The Atkins Group
- Website reviews, recommendations and updates
- Held Workshop with Young Strategies to receive Strategic Plan draft
- Continuing reviews of prospective VRM Reservation Systems including follow up with Red Awning and Blizzard
- Engaged in data driven planning process for the 2018-19 Marketing and Events Marketing plans and the overall media plan

### Special Events Subcommittee

- Staff submitted preliminary calendar of Special Events and Festivals to Subcommittee for evaluation and discussion, in preparation for upcoming Subcommittee workshop and CVA Board meeting on 7/25. Final recommendations for the 15 month calendar will go to City Council for final budget approval on 7/31.
- Met with UTRGV principals for the ongoing special events research program to gain an in depth understanding of the methodology they utilized to produce reports. Several clarifications and recommendations resulted and will be implemented.





# Director's Notes

## Subcommittee Ongoing DMAIC & Project Updates

### Airlift Enhancement Initiative

- Presented \$50,000 budget amendment request to City Council that was approved to support marketing efforts to boost the passenger loads on the new Chicago direct, nonstop flights which begin 11/3. \$25,000 will be held in reserve to utilize if needed for providing extra push for passenger loads on the UAL flights and/or to be utilized in the event of other new prospective airlift services selecting either of our airports.
- Mayor Stahl and CVB staff have participated in preparation and, in some cases, actual in person presentations to 4 airlines.

### Visitors Center DMAIC

- Approaching final stages for selection of a permanent site
- Subcommittee meeting 6/26 to review the Improvement priorities that have resulted from the Subcommittee work to date. Approximately 15 "Improvements" have resulted from the diligent work of the Subcommittee.
- Subcommittee scheduled to meet one more time to review the entire presentation in preparation for submittal to City Council tentatively in July.

### Sandcastle Subcommittee

- Insurance settlement for damaged VC sculpture has allowed the reconstruction to get underway. Hampered over the past week with the rainstorm inundation.
- There will be a July 7 "Meet The Artist" function at the VC with Andy Hancock.
- Promotion for Sandcastle Days is underway.
- Holiday Sandcastle Village rapidly taking shape, including light and sound features.





# SOUTH PADRE ISLAND

## MAY 2018 REPORT

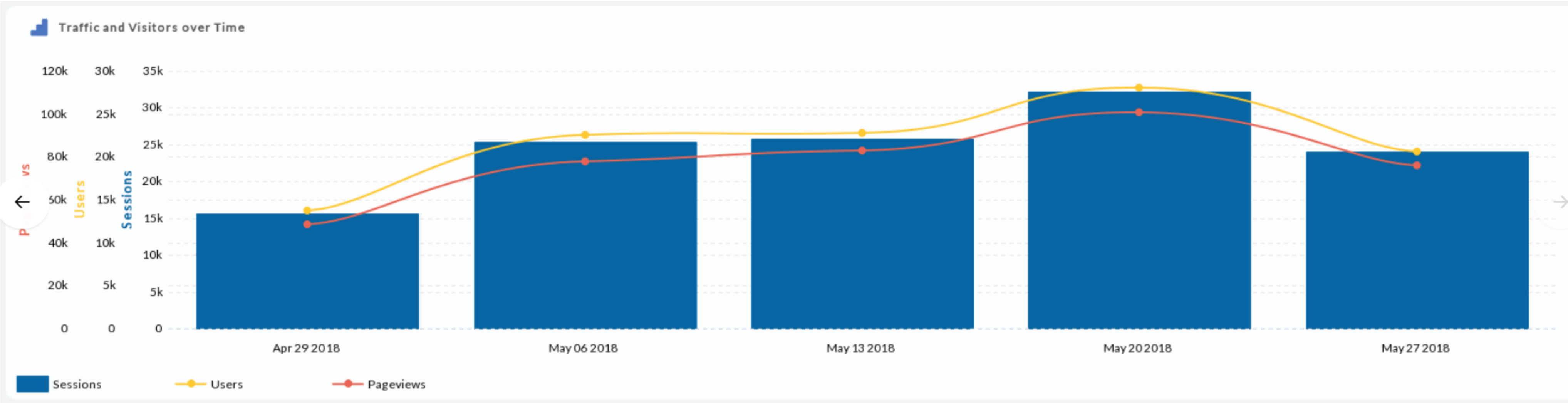




# MAY WEB SESSIONS

This month drove over 123k sessions. The third week of May was the most successful in driving sessions for the month

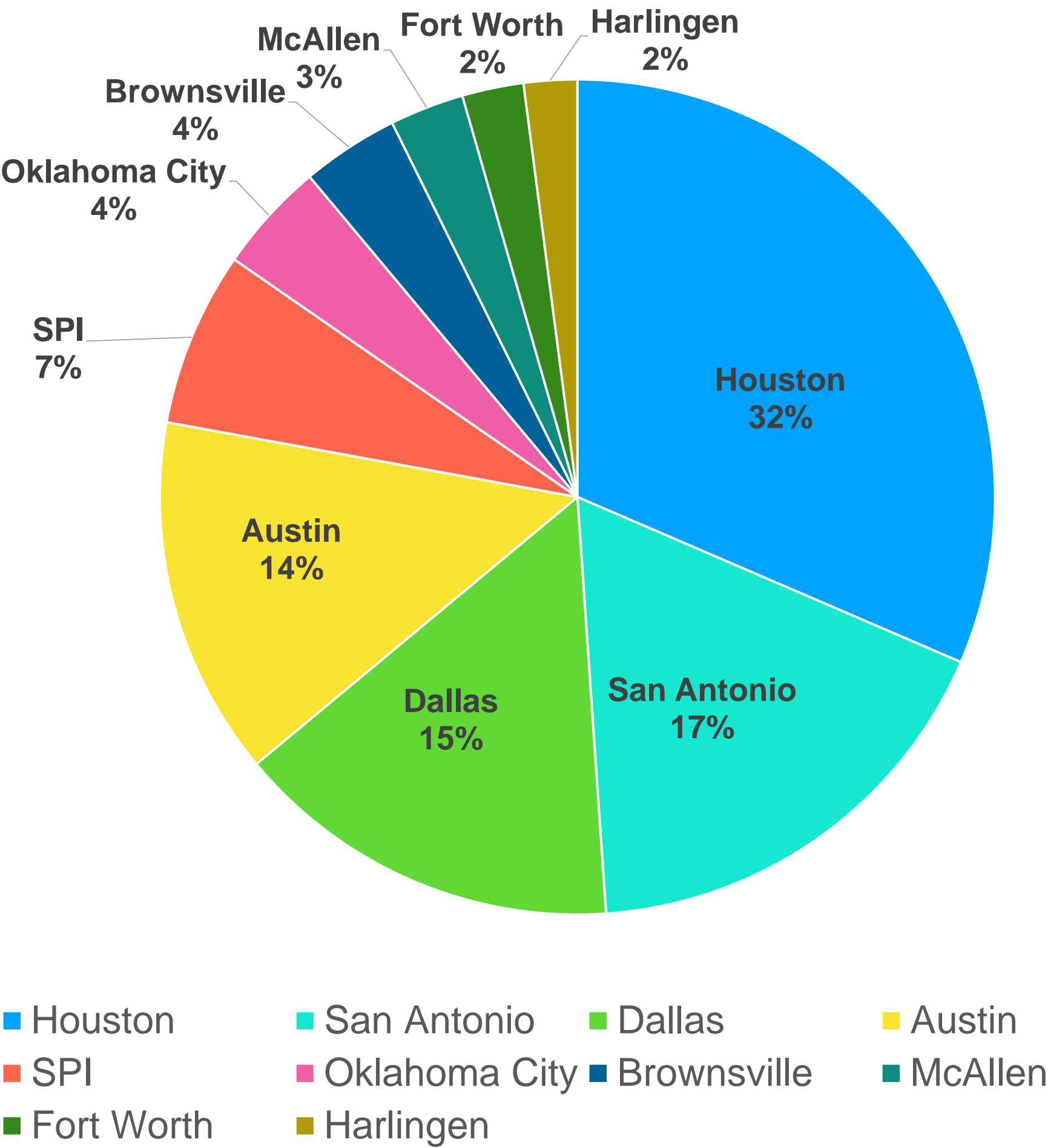
123,008  
Web Sessions



# MAY WEB SESSIONS

Top 10 Cities by Web Sessions

City	Sessions
Total	120,992
Houston	19,933
San Antonio	11,045
Dallas	9,535
Austin	8,812
South Padre Island	4,288
Oklahoma City	2,710
Brownsville	2,385
McAllen	1,820
Fort Worth	1,508
Harlingen	1,307



# ENGAGEMENTS - SOCIAL MEDIA

## FACEBOOK

Likes: 307,930

Followers: 305,251

## TWITTER

Tweets: 2,541

Followers: 1,582

## INSTAGRAM

Posts: 442

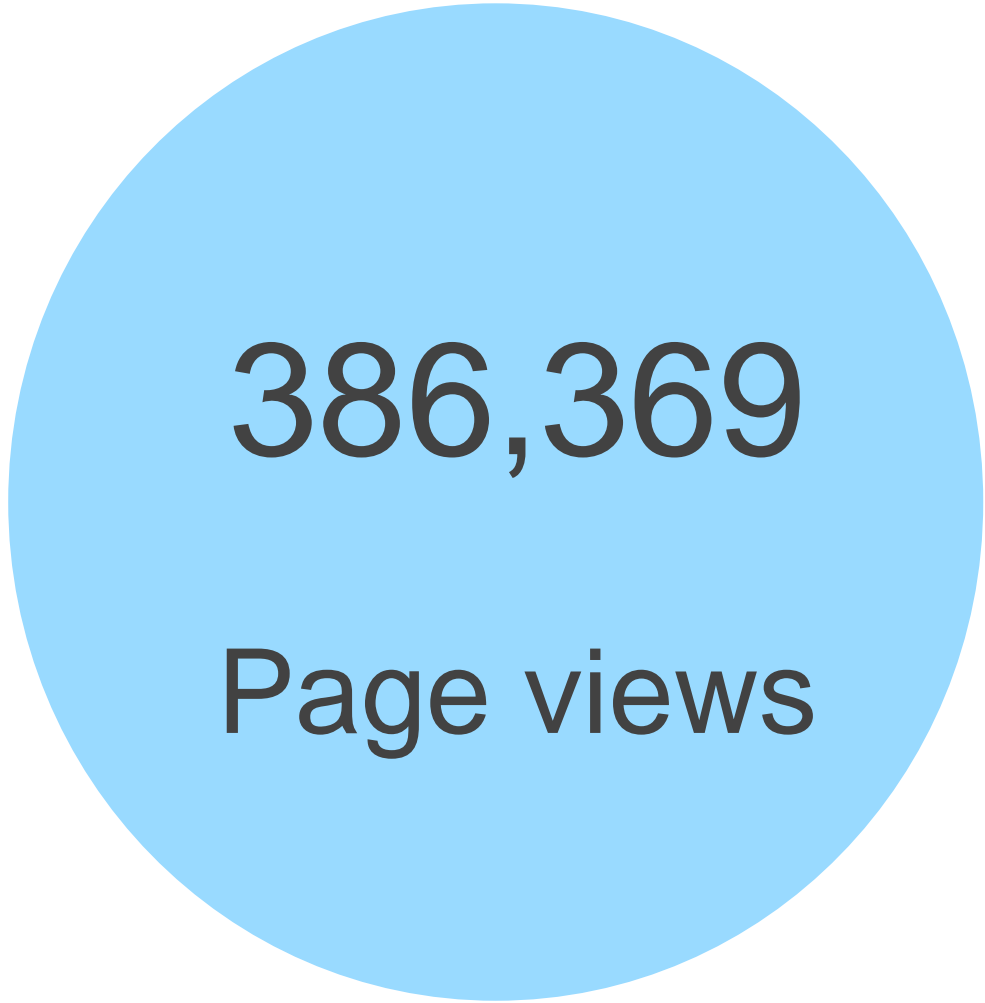
Followers: 8,690

May Engagement: 48,223

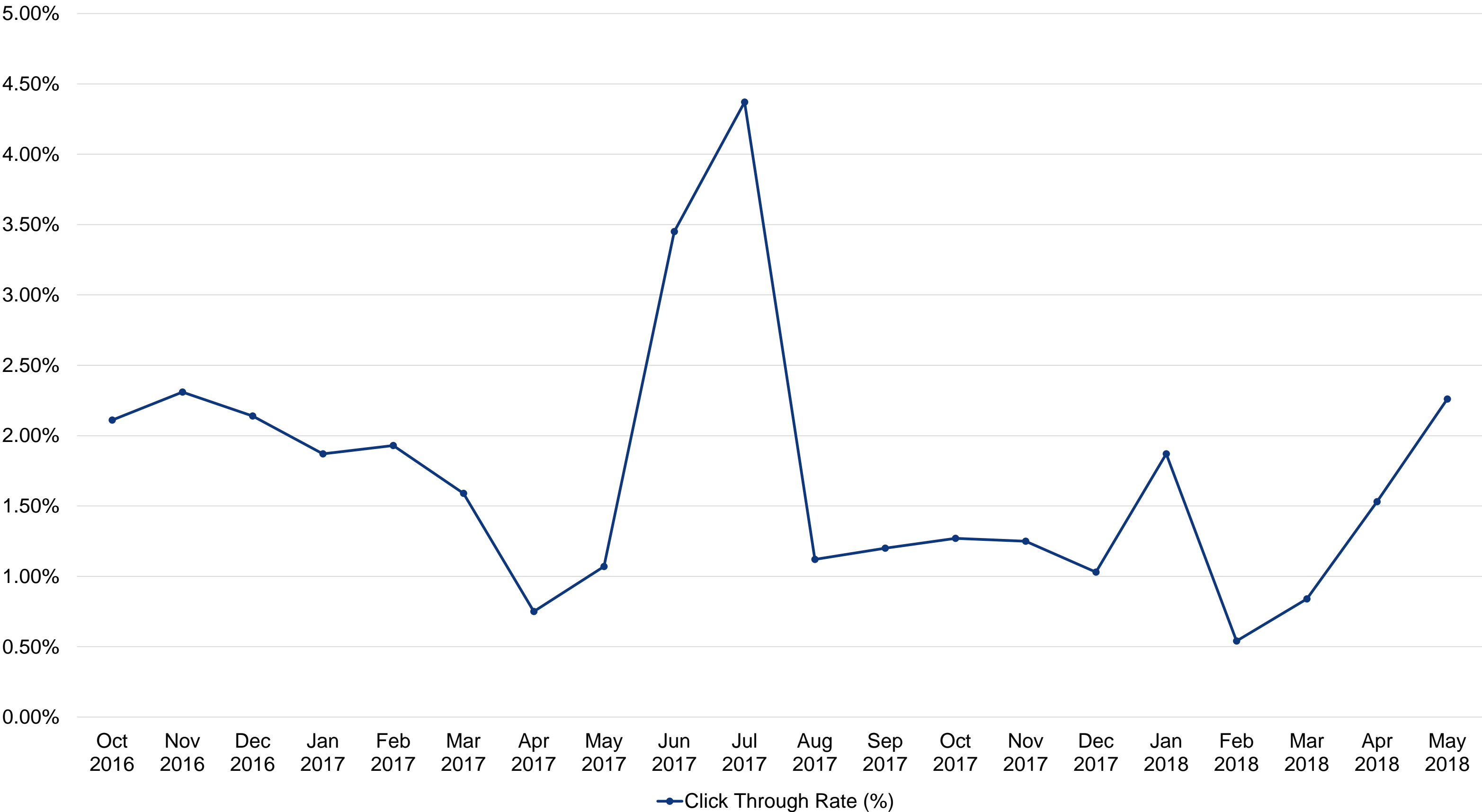
Video Views: 58,514

# ENGAGEMENT – KEY WEBSITE CONTENT (PAGES)

Page ?	Pageviews ?	
	386,369	
	% of Total: 100.00% (386,369)	
1. /	52,121 (13.49%)	
2. /things-to-do/	46,604 (12.06%)	
3. /things-to-do/activities-attractions/	27,924 (7.23%)	
4. /about-us/live-webcams/	14,216 (3.68%)	
5. /things-to-do/beach/	10,583 (2.74%)	
6. /find-lodging/	10,447 (2.70%)	
7. /find-lodging/vacation-rentals/	10,273 (2.66%)	
8. /things-to-do/dining-nightlife/	9,386 (2.43%)	
9. /about-us/live-webcams/north-beach/	7,933 (2.05%)	
10. /about-us/live-webcams/causeway/	6,943 (1.80%)	



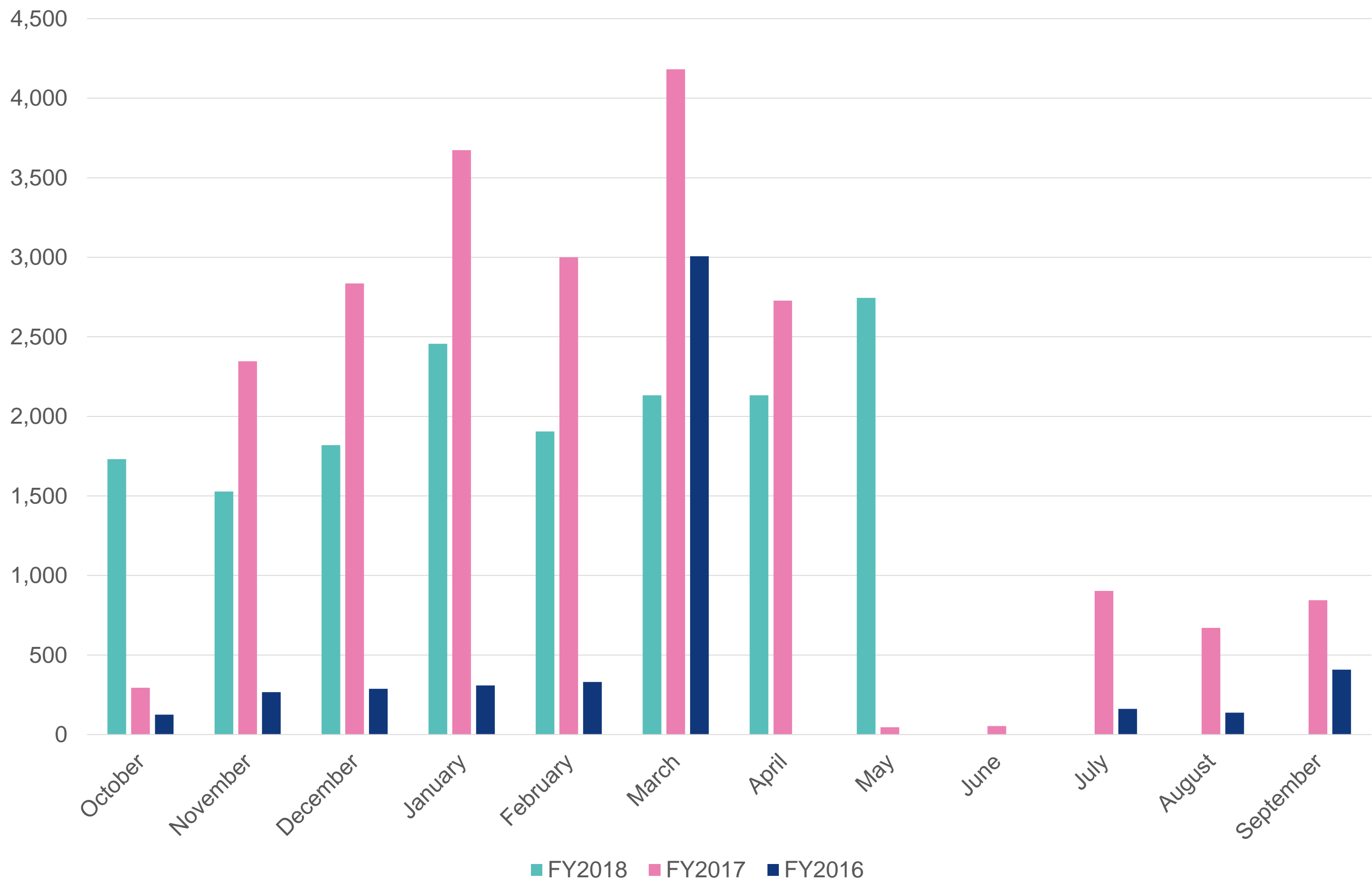
# ENGAGEMENT – CTR - GOOGLE AD WORDS



2.26% CTR



# CONVERSION - E-MAIL LEADS



## CONVERSION - OUTBOUND PARTNER LINKS

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14,816

Outbound Links

# TOTAL PAID MEDIA IMPRESSIONS (ALL CAMPAIGNS)

Flight Dates: 5/1/18-5/31/18

<div>ADWORDS</div> <div>Imps: 1,003,539</div> <div>Clicks: 22,715</div> <div>CTR: 0.26%</div>	<div>RETARGETING</div> <div>Imps: 778,147</div> <div>Clicks: 2,180</div> <div>CTR: 0.28%</div>	<div>PAID SOCIAL</div> <div>Imps: 1,278,517</div> <div>Clicks: 32,485</div> <div>CTR: 2.54%</div>	<div>TRIP ADVISOR</div> <div>PDP Imps: 11,254</div> <div>PDP Clicks: 244</div> <div>PDP CTR: 2.17%</div> <div>Banner Imps: 712,179</div> <div>Clicks: 829</div> <div>CTR: 0.12%</div>	<div>TEXAS MONTHLY</div> <div>Storytelling Imps: 249,366</div> <div>Engagements: 4,493</div> <div>Engagement Rate: 1.8%</div> <div>Display Imps: 217,991</div> <div>Clicks: 369</div> <div>CTR: 0.17%</div> <div>Newsletter Imps: 31,084</div> <div>Clicks: 308</div> <div>CTR: 7.57%</div>
<div>PANDORA</div> <div>Imps: 617,385</div> <div>Engagements: 15,600</div> <div>Clicks: 1,125</div> <div>CTR: 0.18%</div>	<div>EXPEDIA</div> <div>Imps: 416,105</div> <div>Clicks: 251</div> <div>CTR: 0.06%</div>	<div>ATD</div> <div>Imps: 1,339,164</div> <div>Clicks: 6,496</div> <div>CTR: 0.49%</div>		

# TOTAL PAID MEDIA IMPRESSIONS (ALL CAMPAIGNS)

Flight Dates: 5/1/18-5/31/18

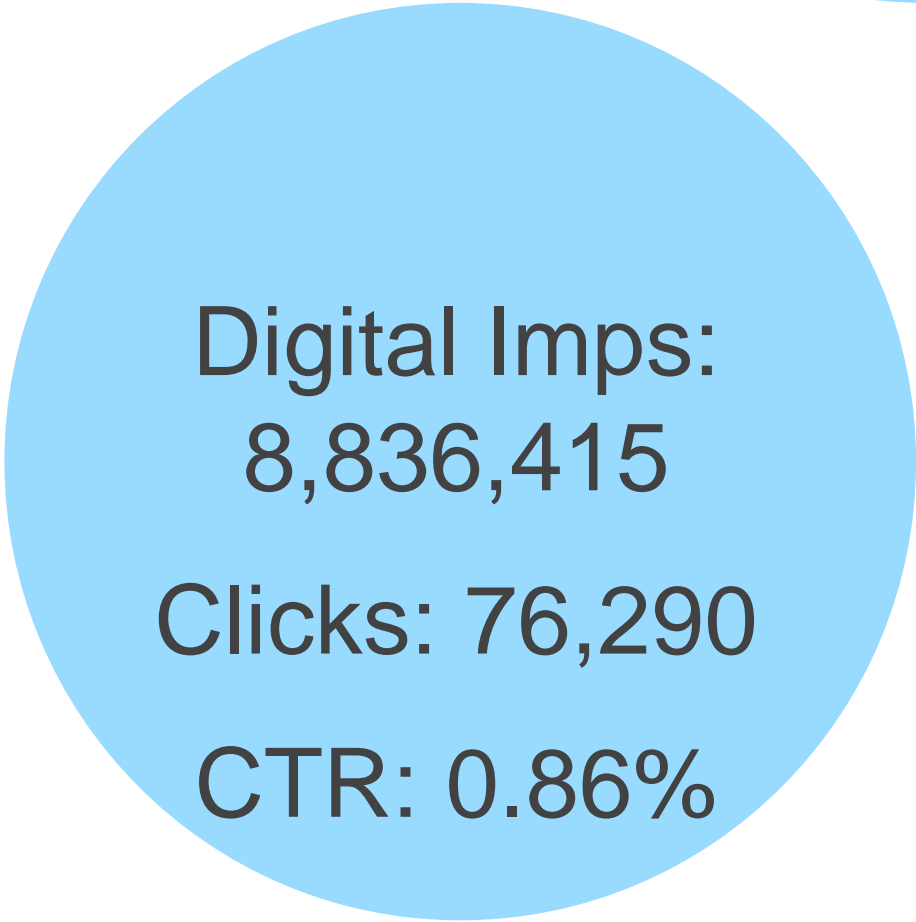
<div>VRBO</div> <div>Imps: 230,827</div> <div>Clicks: 132</div> <div>CTR: 0.06%</div>	<div>TV EVERYWHERE</div> <div>Imps: 852,333</div> <div>Views: 274,056</div> <div>Clicks: 243</div> <div>CTR:</div>	<div>CONNECT</div> <div>Imps: 119,593</div> <div>Clicks: 539</div> <div>CTR: 0.45%</div>
<div>TOUR TEXAS</div> <div>Imps: 6,727</div> <div>Clicks: 40</div> <div>CTR: 0.59%</div>	<div>EL NORTE</div> <div>Imps: 172,952</div> <div>Clicks: 356</div> <div>CTR: 0.21%</div>	<div>TRADITIONAL</div> <div>TV/Cable: 41,866,850</div> <div>Radio: 3,272,456</div> <div>OOH: N/A</div> <div>Print: 3,288,190</div>

TRAVEL TEXAS

Impressions: 799,252

Clicks: 3,485

CTR: 0.44%



## APRIL HIGHLIGHTS

### Flight Dates: 4/1/18-4/30/18

#### **Trip Advisor:**

- o 44% increase in page views over May 2017, and time spent on the page is up 11%
- o Banner Flight: The large Texas cities/Beach content placements continued to falter, reaffirming our decision to end them. We also added in FL beach destinations (which haven't performed well in the past in other markets) to Dallas ONLY, so we'll how these ads perform in the next month. We are geo-targeting the DFW area and ads are placed on hotel/lodging pages within content for Gulf Coast Florid and Alabama destinations.
- o All other placements are doing well

#### **Pandora:**

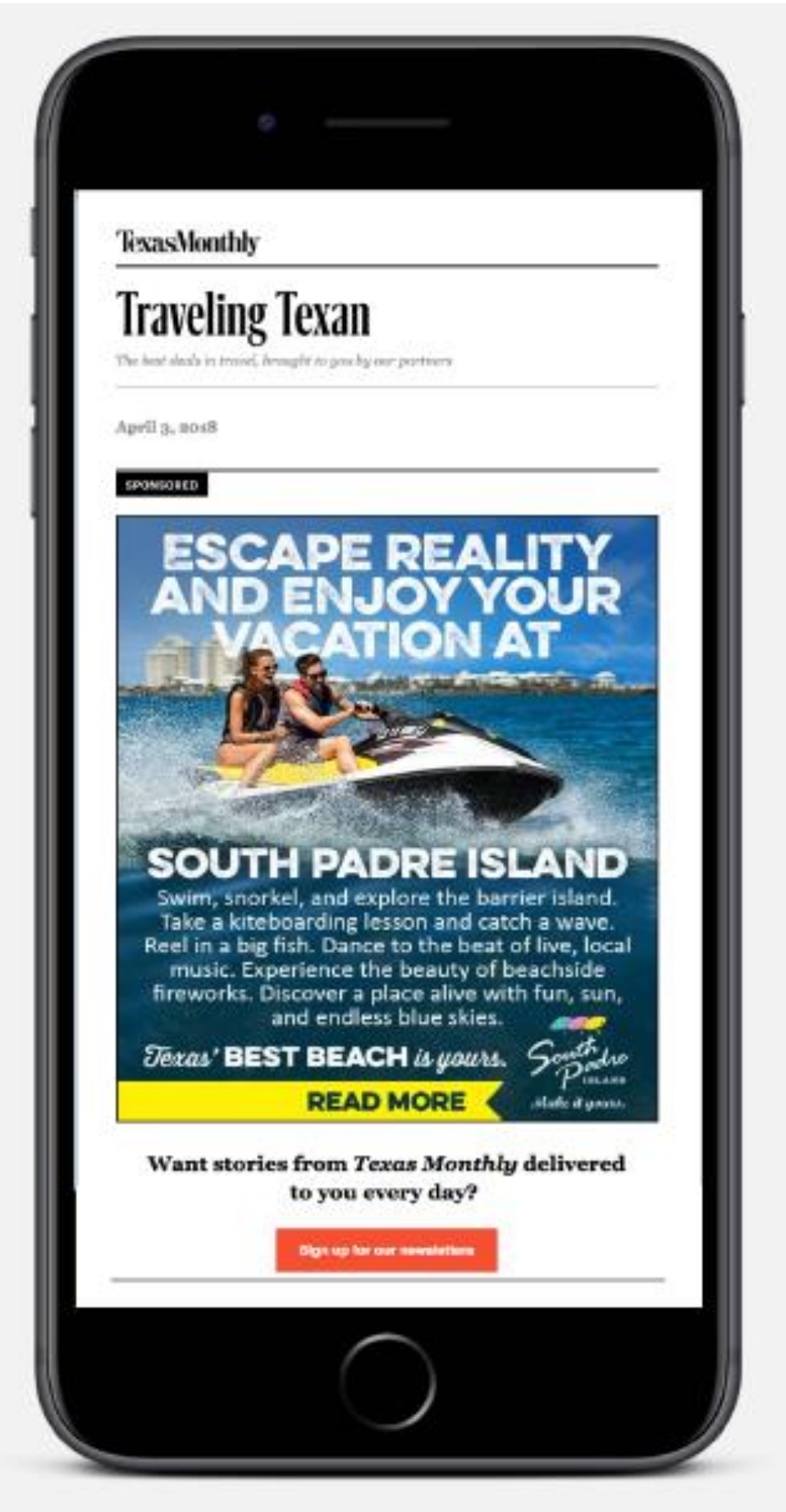
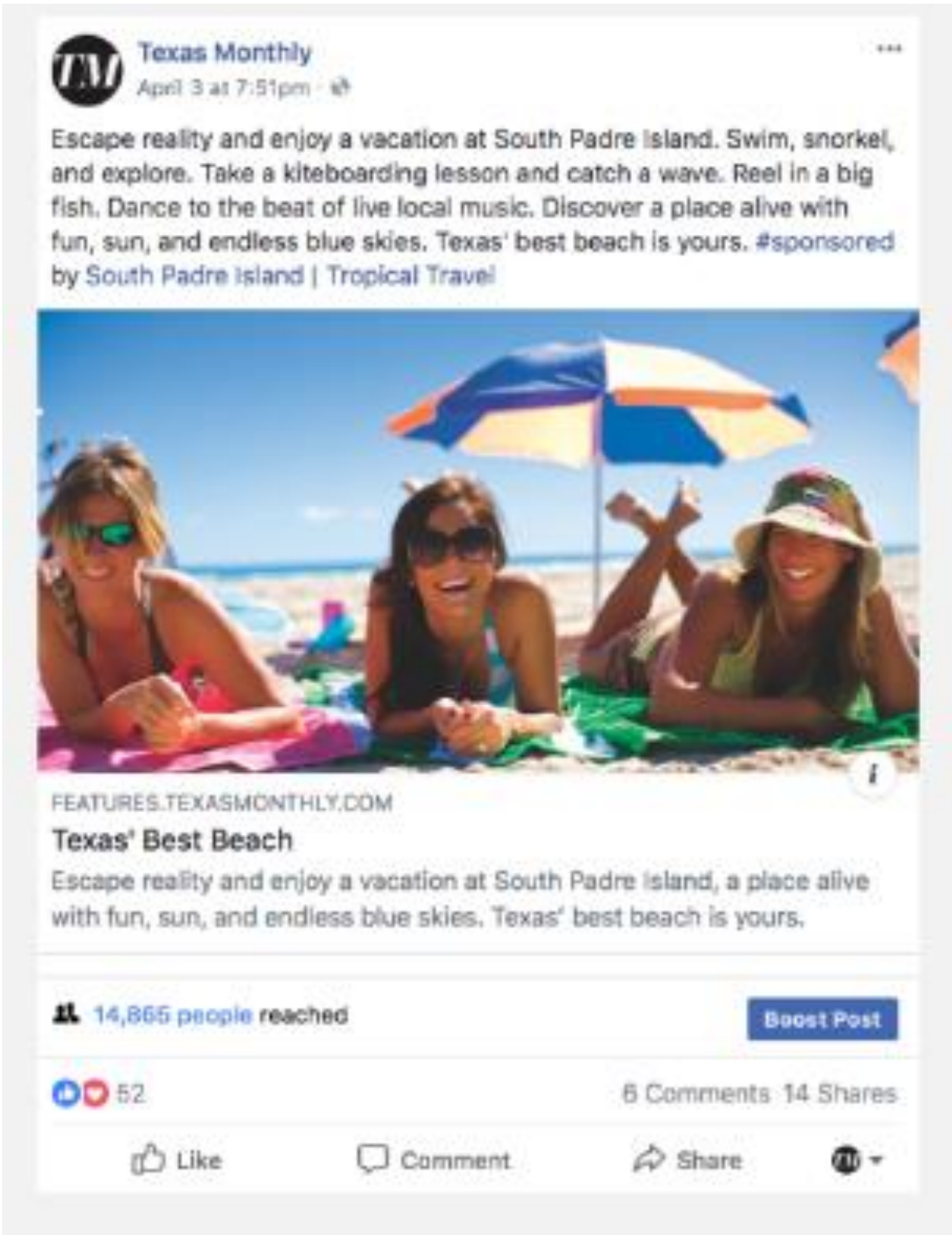
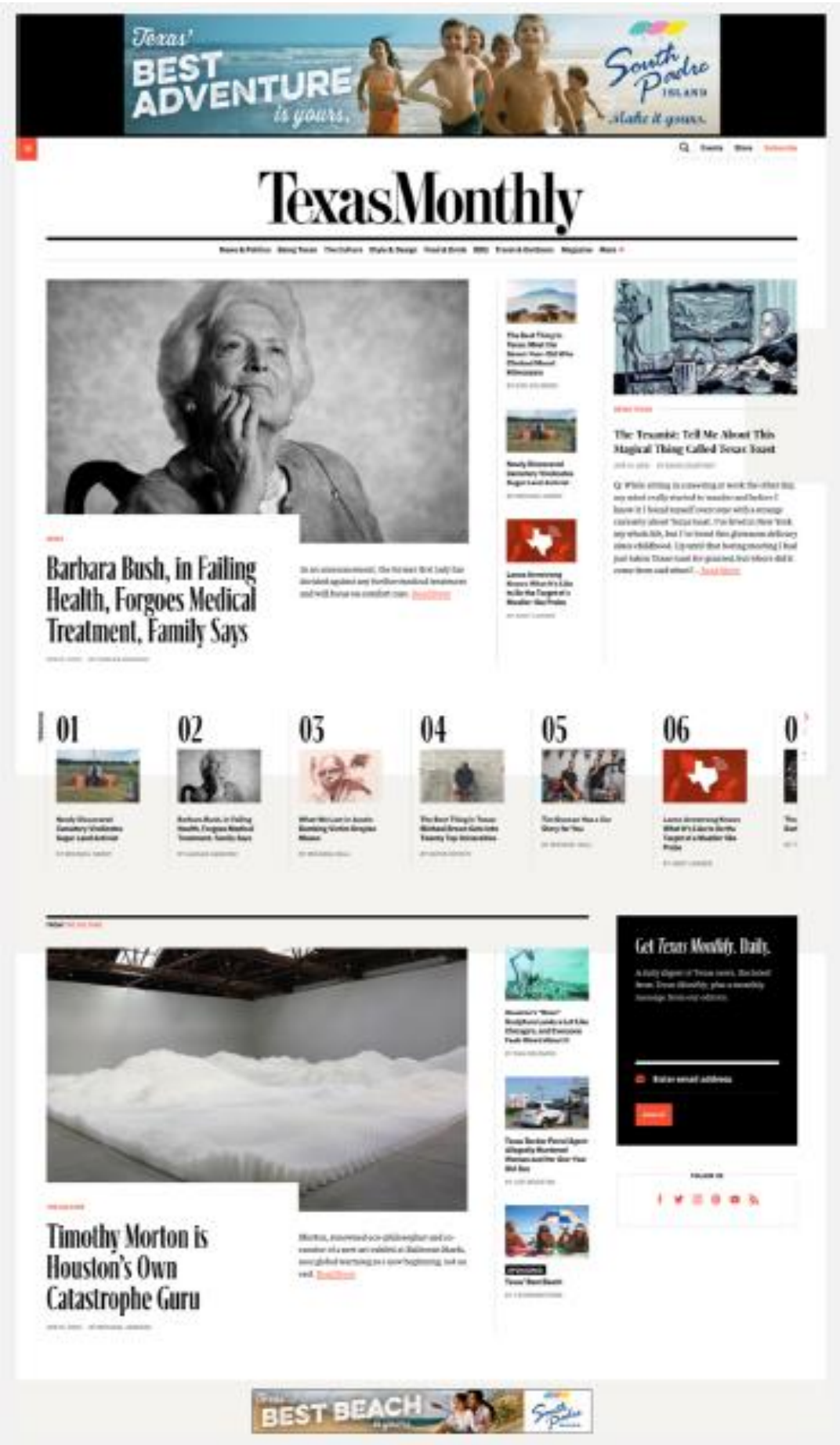
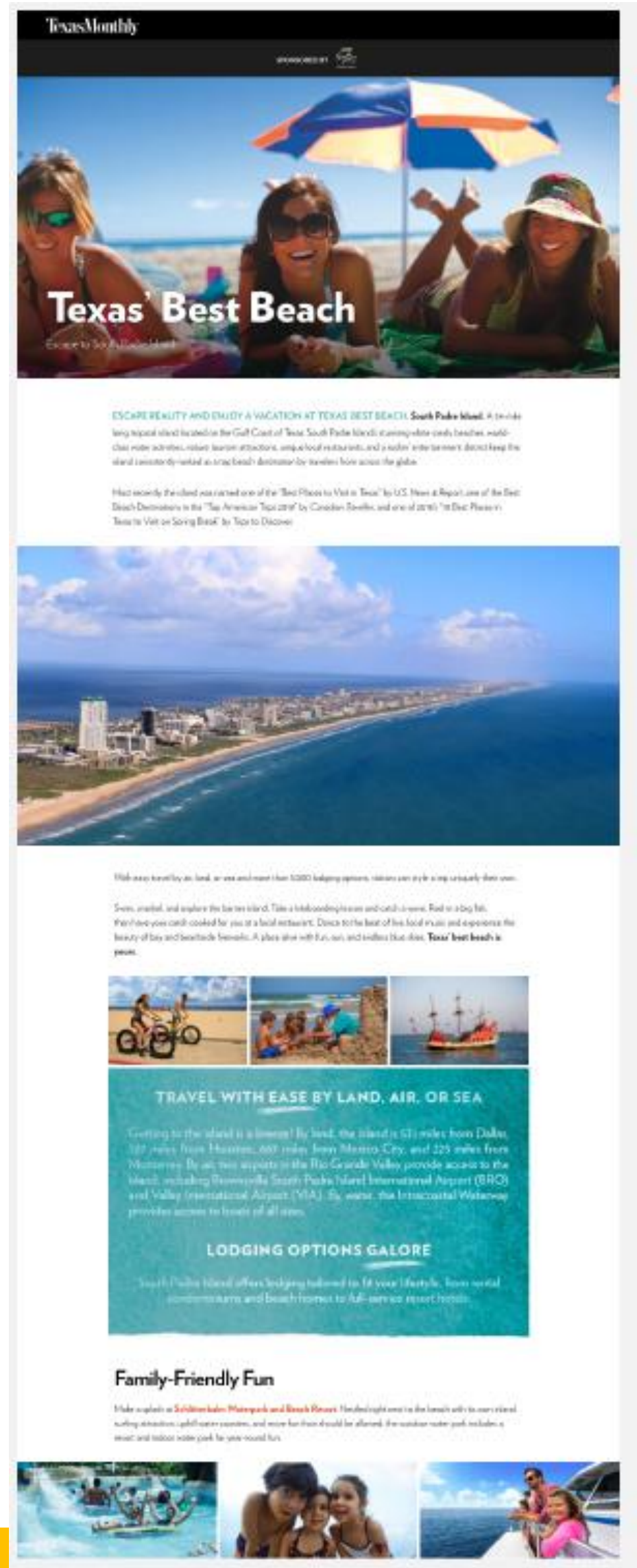
While the Sponsored Listening campaign has been meeting benchmarks in terms of engagement, we are optimizing the campaign to drive clicks to the website which include Mobile and Audio Display. These changes will be made from June-July.

#### **ATD Partners (Programmatic):**

For the month of May our top performing audience for Texas was Non-Family travelers with 2,473 clicks out of 477,460 impressions coming out to an amazing .51% CTR. The top placements that we had running were our Device ID targeting with a .72% CTR and our Cross-Platform Video with a .54% CTR. For the next month, we suggest moving more budget into Non-Family traveler's audience due to summertime as the audience makeup of Non-Family are millennials and generation X who have the discretionary income and time to travel during the Summer.

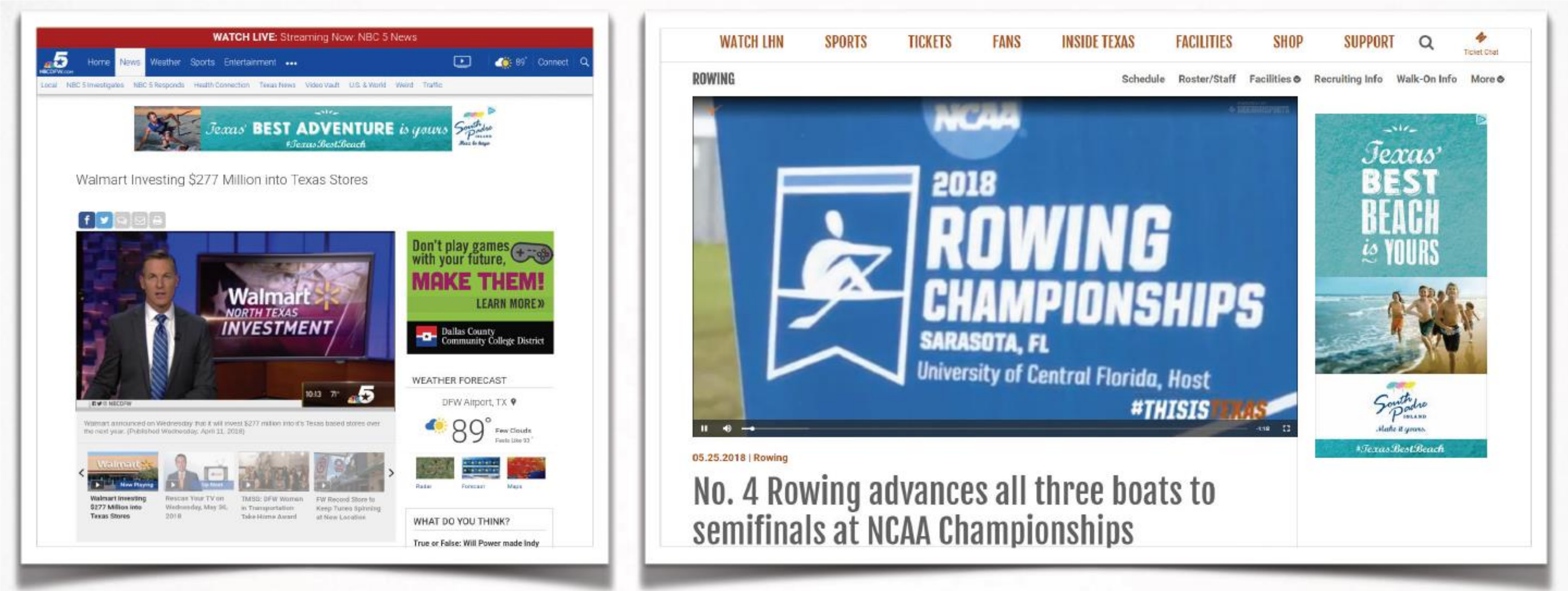


SCREENSHOTS



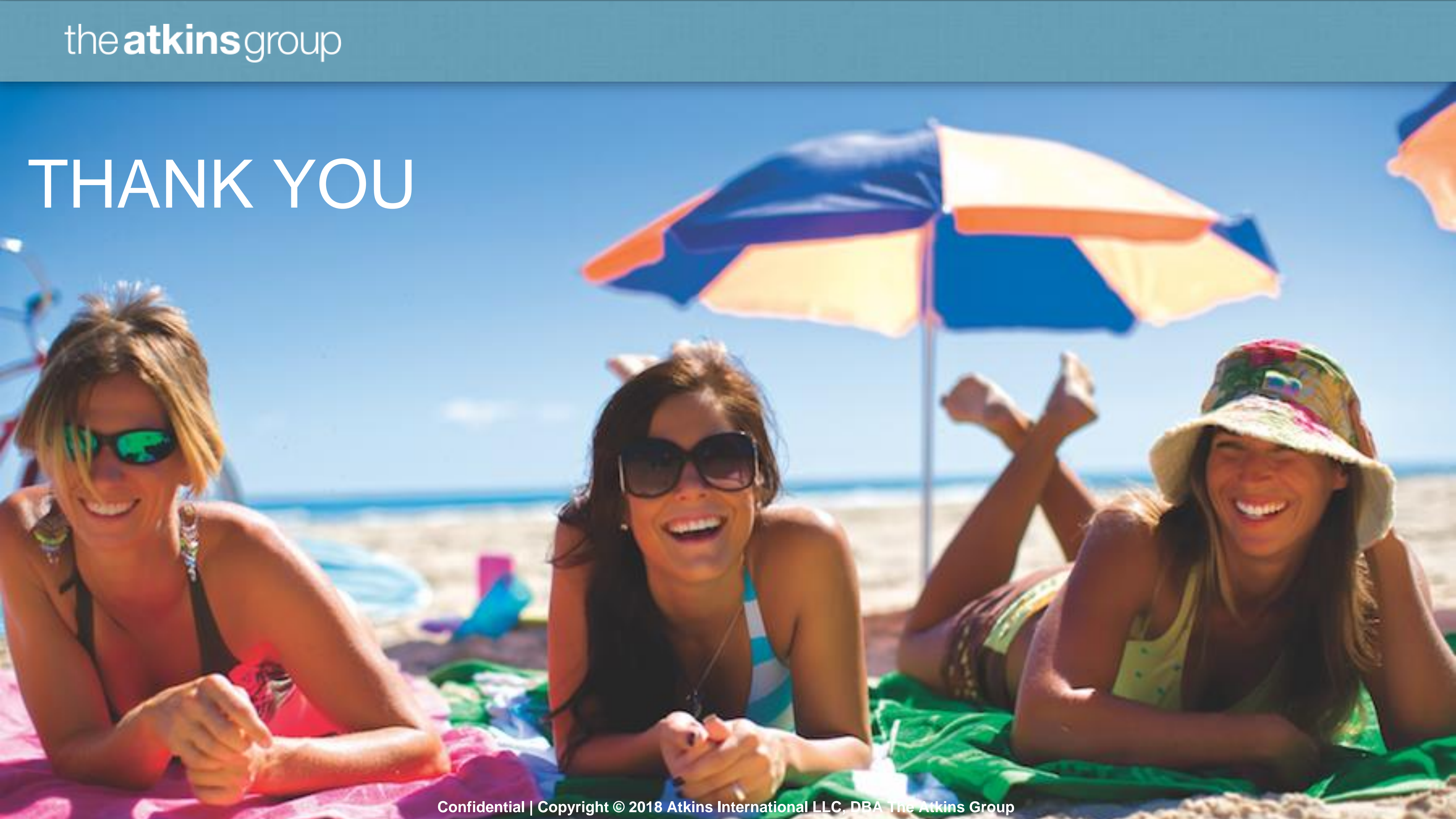


# SCREENSHOTS





# THANK YOU







# **SPI CVB - May 2018 - PR Analysis**

**TOTAL MENTIONS**

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109

**TOTAL REACH**

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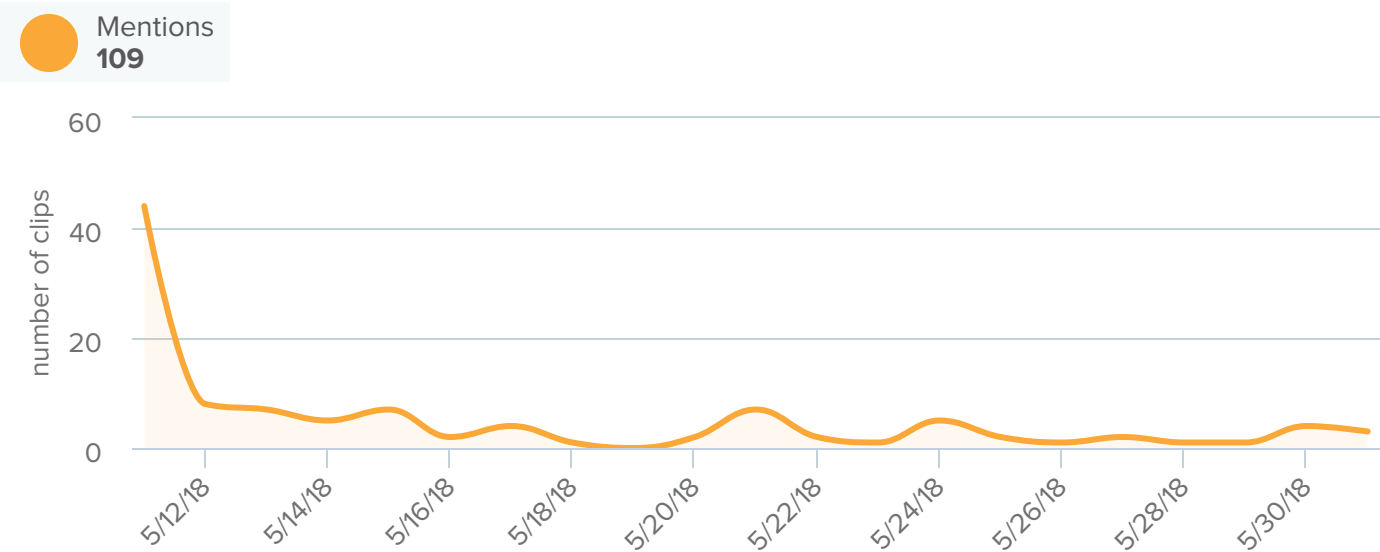
123.78M

**TOTAL PUBLICITY VALUE**

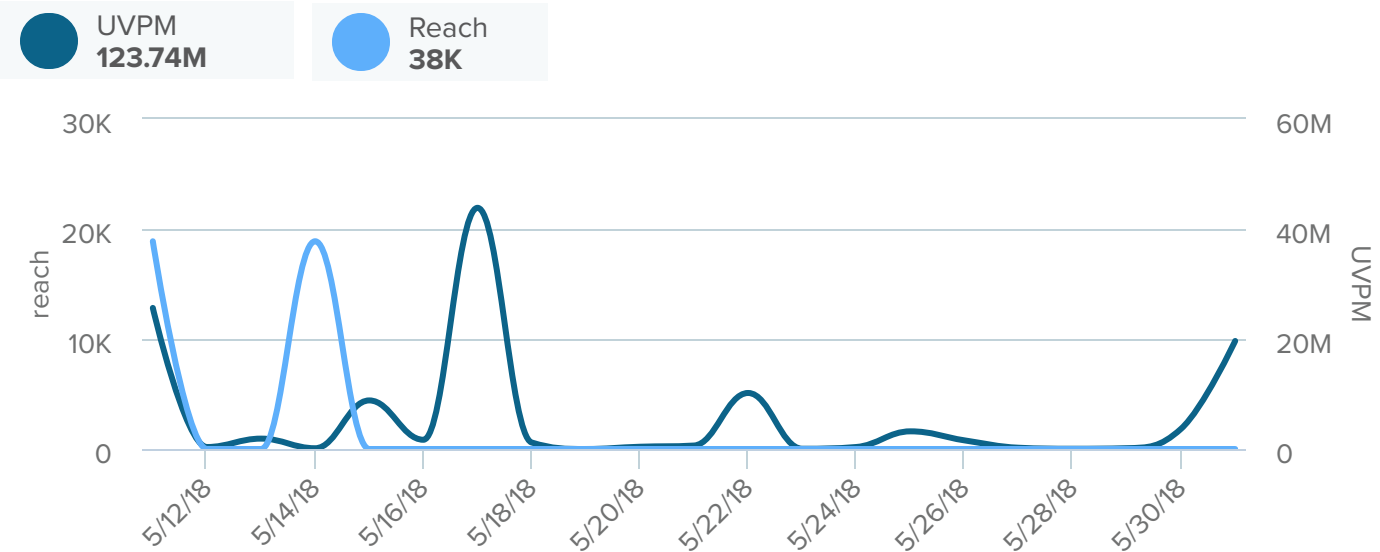
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\$46K

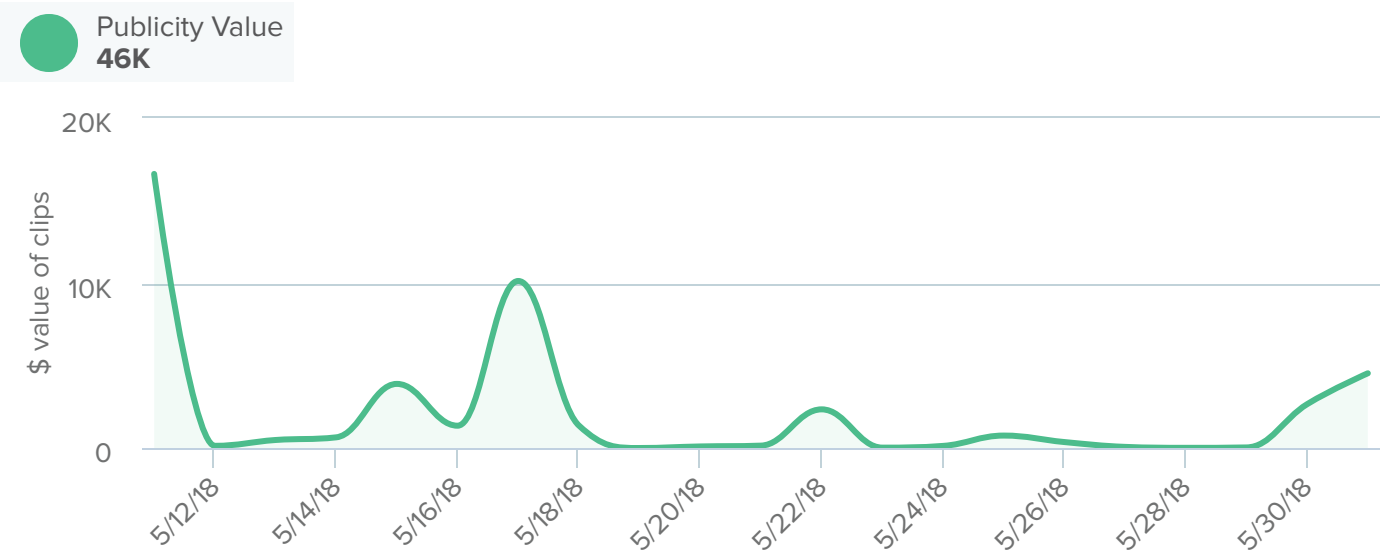
TOTAL MENTIONS



REACH

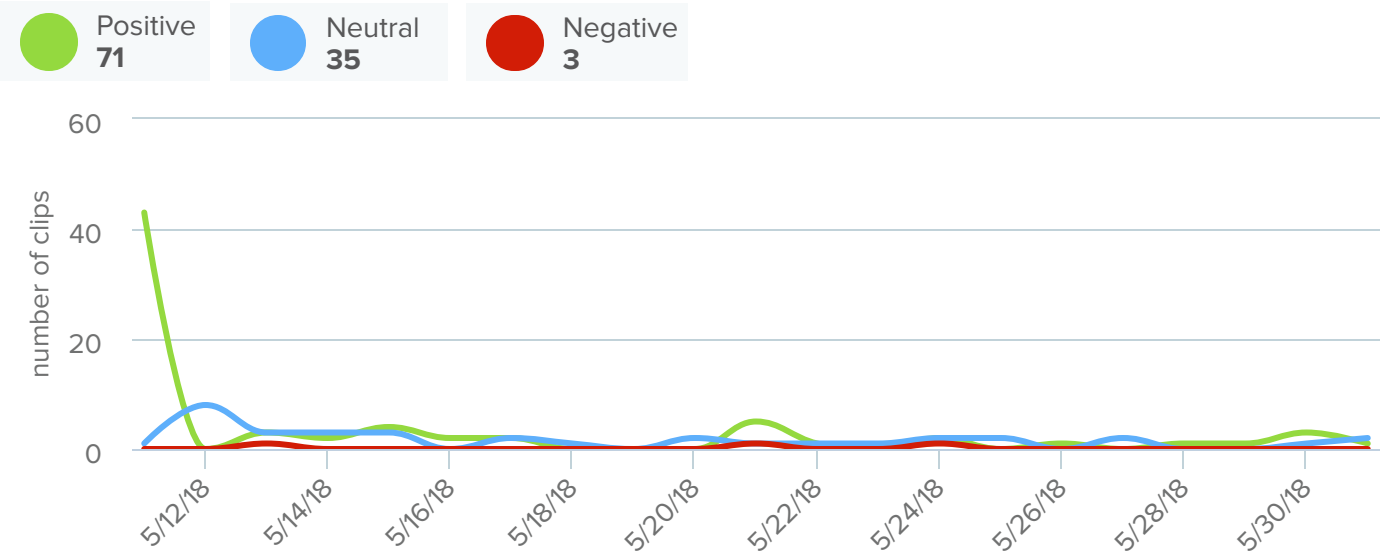


VALUE OF COVERAGE

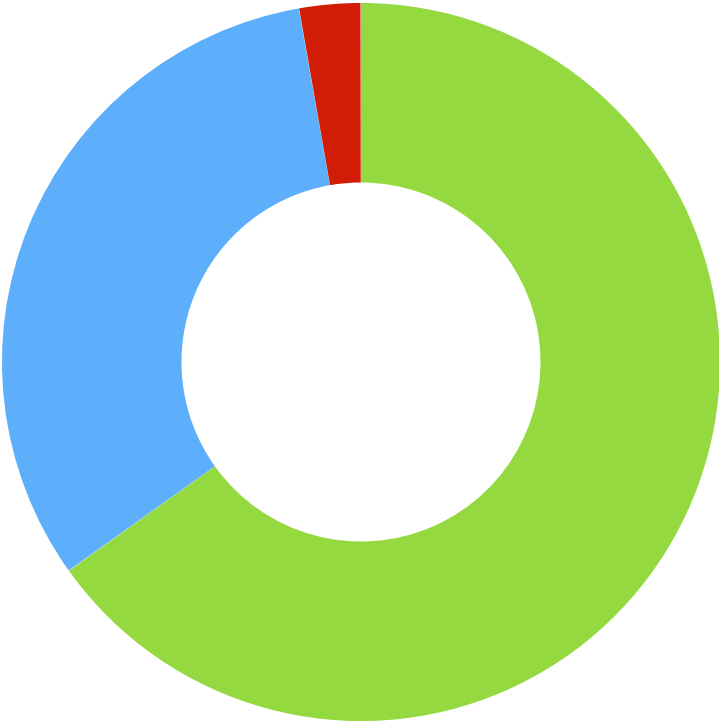




SENTIMENT OVER TIME

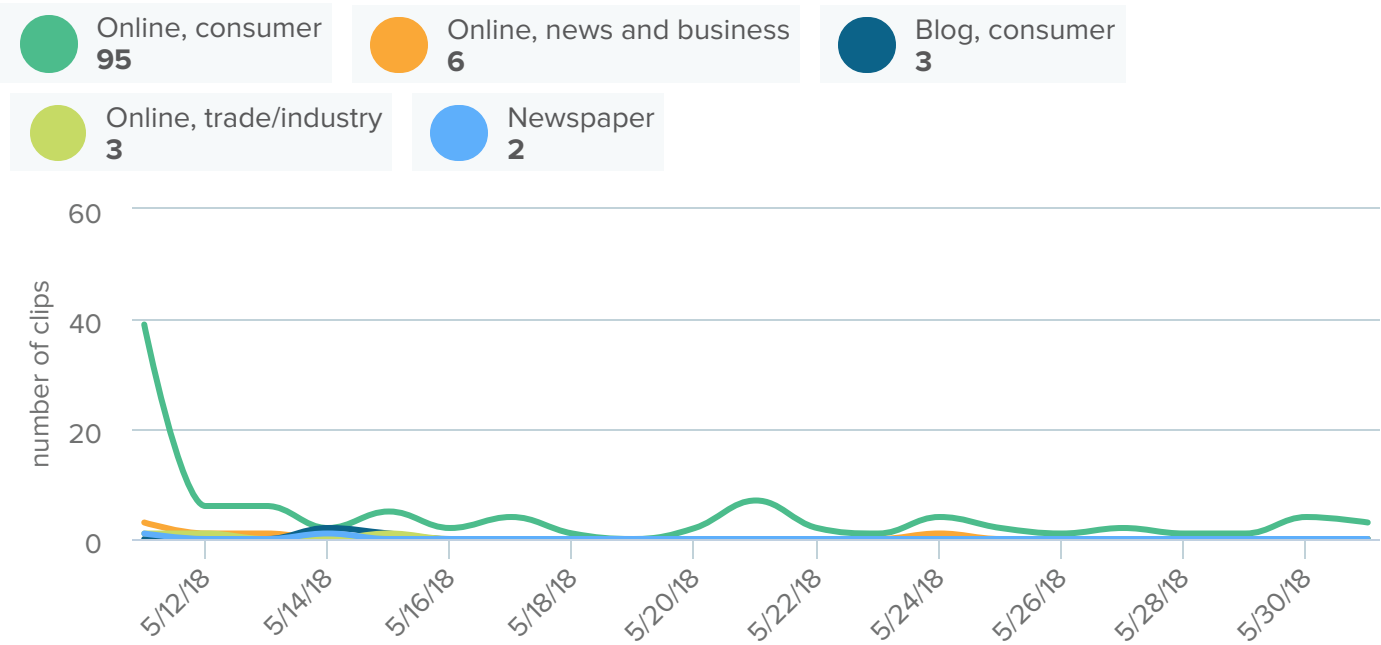


SHARE OF SENTIMENT

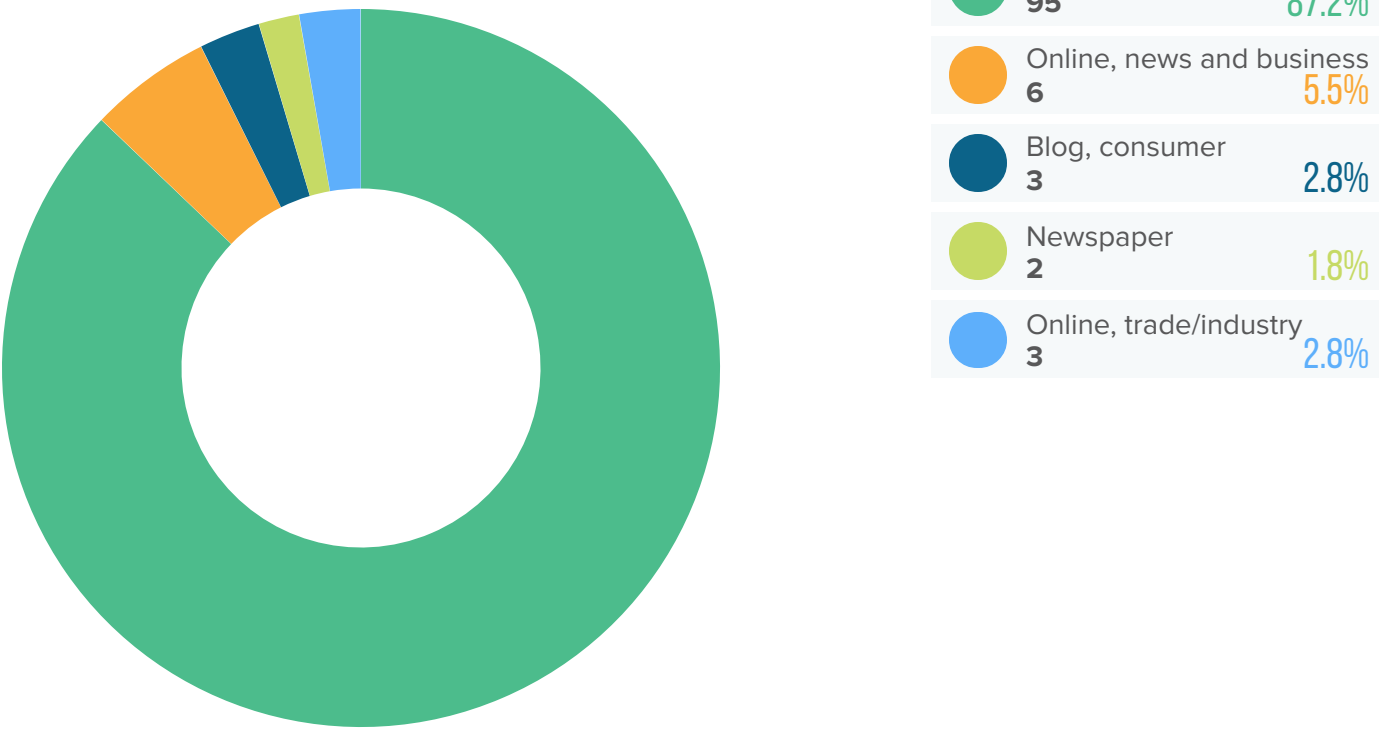


Positive	71	65.1%
Neutral	35	32.1%
Negative	3	2.8%

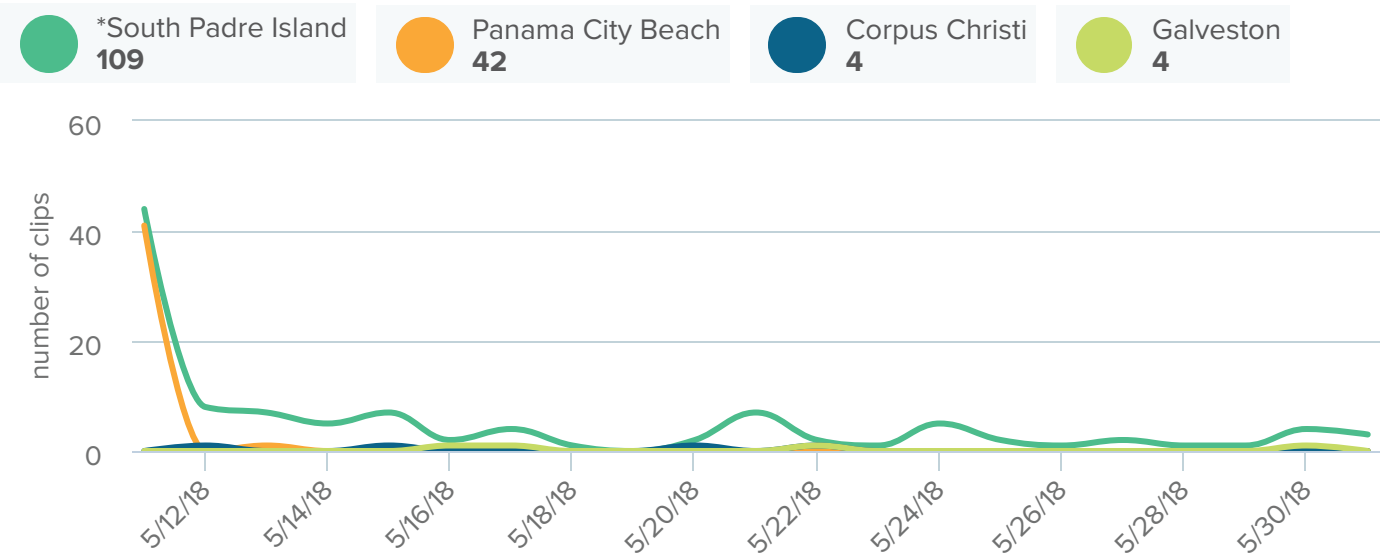
TREND OF COVERAGE BY MEDIA TYPE



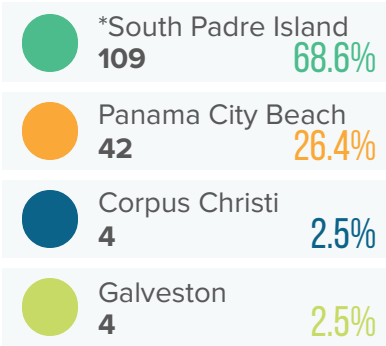
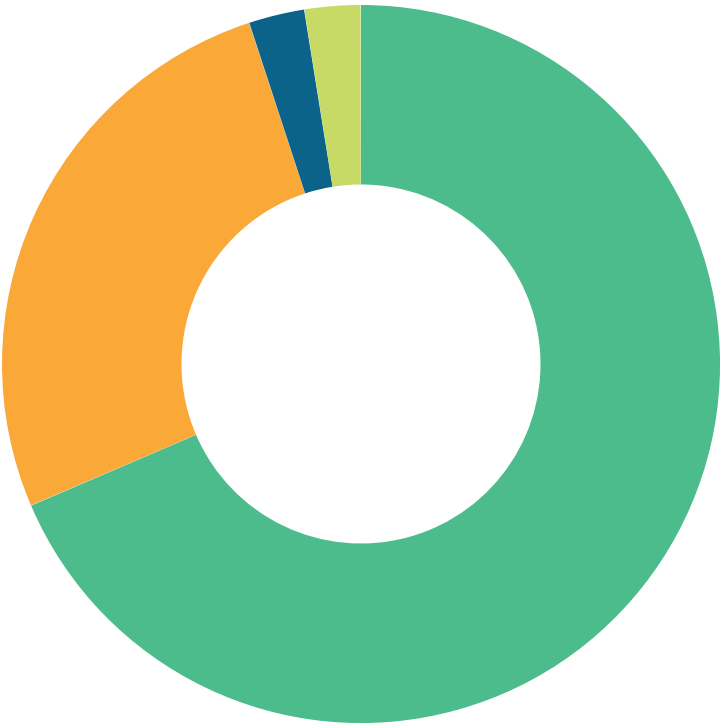
SHARE OF COVERAGE BY MEDIA TYPE



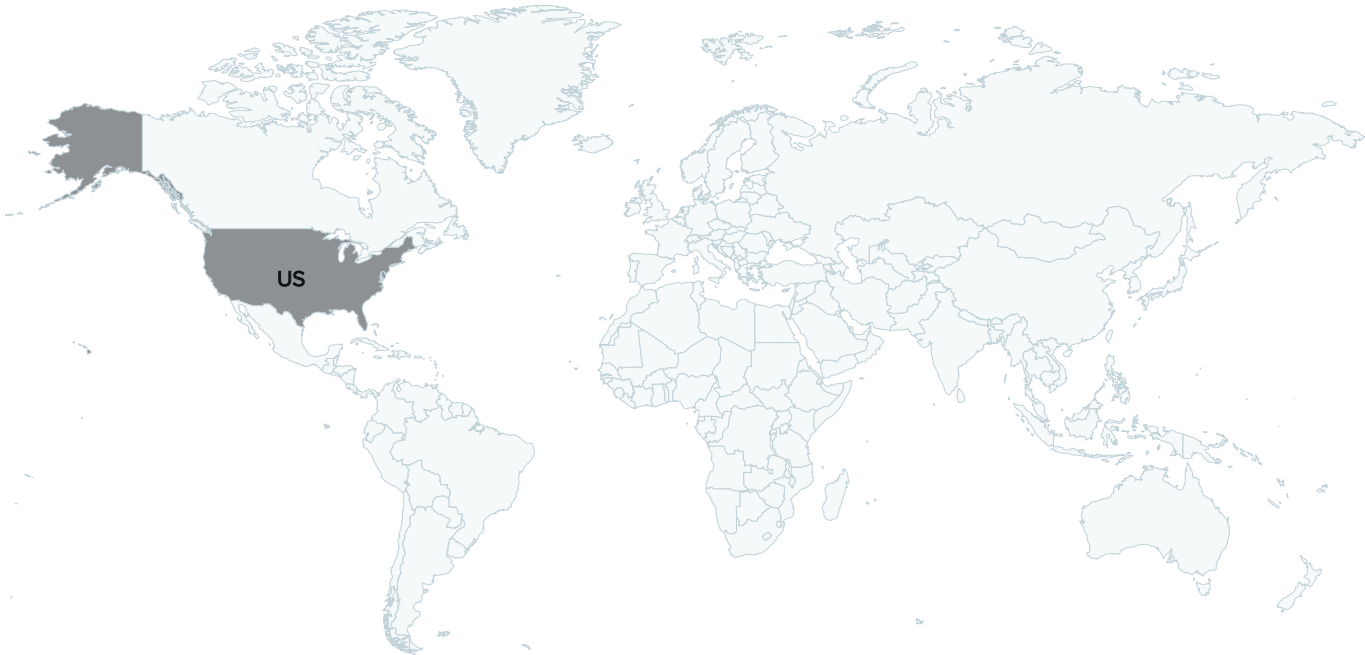
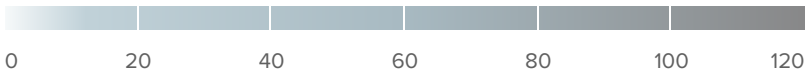
MINDSHARE OVER TIME



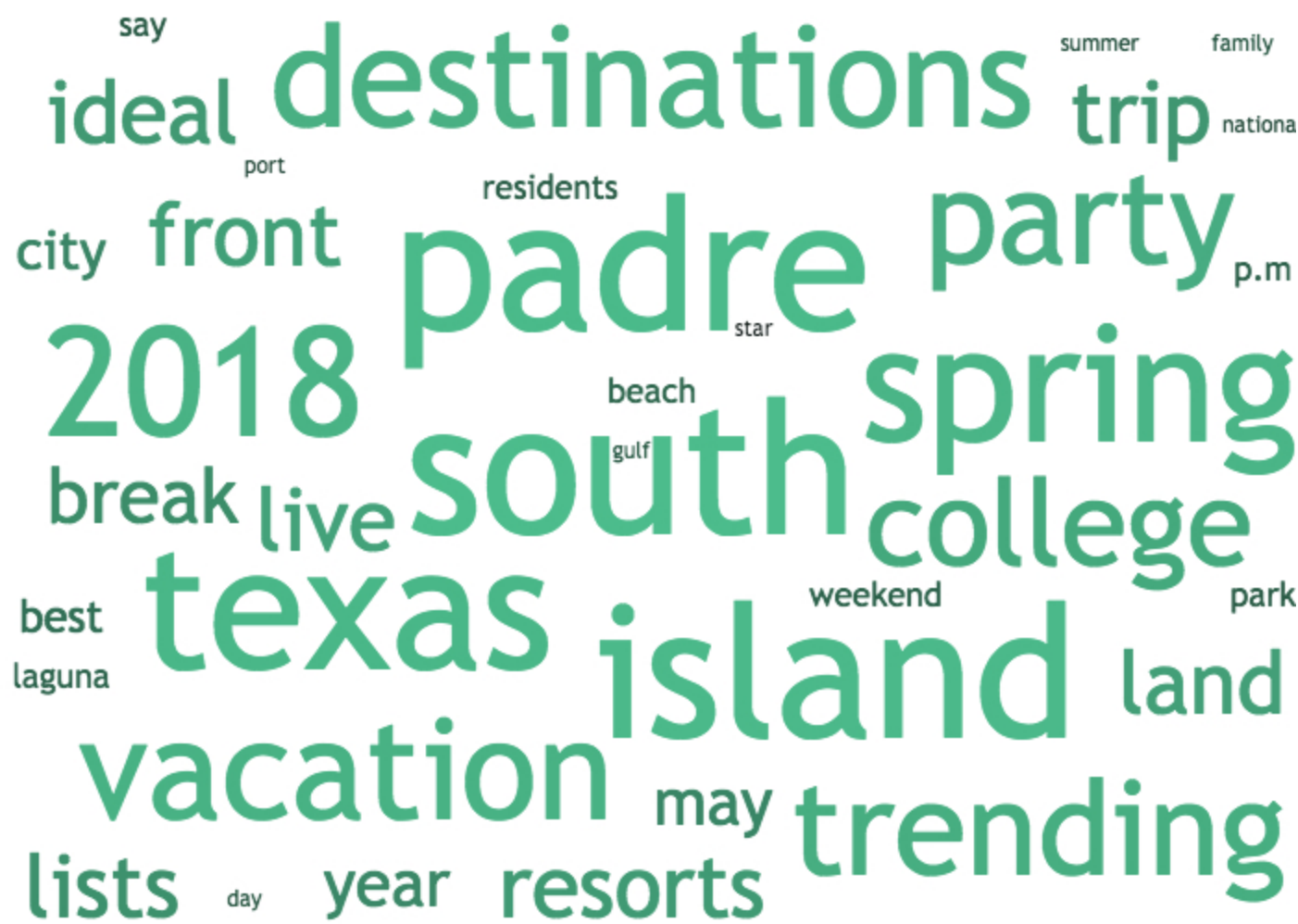
SHARE OF VOICE



MENTIONS BY LOCATION



WORD CLOUD



TOP OUTLETS

Outlet	Number of Clips	Reach	Publicity Value
Valley Morning Star Onlin...	7	432,859	\$99.56
The Brownsville Herald ...	6	452,814	\$208.29
Facts Online	3	154,641	\$71.13
Texas Highways Online	3	148,002	\$34.04
KABB-TV Online	2	134,114	\$61.69
Elite Daily	2	20,339,724	\$4,678.14
The Brownsville Herald	2	37,770	\$1,449.77
Pittsburgh Post-Gazette ...	1	4,767,127	\$3,837.54
San Antonio Express-Ne...	1	1,678,641	\$1,351.31
Chron.com	1	1,183,440	\$1,360.96



**CITY OF SOUTH PADRE ISLAND  
ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** June 27, 2018

**NAME & TITLE:** Wally Jones, SPI CVA Chairman

**DEPARTMENT:** South Padre Island Convention and Visitors Advisory Board

**ITEM**

Discussion and action to approve CVA Board marketing and events marketing workshop on Monday, July 16, 2018 at 9:00 am and regular board meeting for Tuesday, July 24th, 2018 at 9:00am.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

No financial action.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**