

2018 Texas International Fishing Tournament



Event Attendance

1,400 attendees
420 households
626 room nights
3.26% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 45
Average Income:
79.2%
\$50,000 or more

\$15,000

CVB Investment

\$484,734

Total Spending

\$1,154

spending per
household



City tax share

10.5% Lodging = \$17,038
2% F&B sales tax = \$1,841
2% Other sales tax = \$3,608
Total = \$22,486

3.32 visitors per
household

3.11 nights
spent on SPI

Total tax ROI = 49.9%
Lodging only ROI = -13.6%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

86.8

96.9%

Likely to
return

99.0%

Satisfied
with SPI

97.9%

Satisfied
with event