

2019 Pro Watercross



Event Attendance

227 attendees
70 unduplicated households
122 room nights
-1.5% change in event days YoY occupancy
1.1% change in ADR
0.4% change in RevPAR



DEMOGRAPHICS

Average age 40
Average Income:
71%
\$50,000 or more

\$47,000

CVB Investment

\$70,598

Total Spending

\$1,009

spending per household



City tax share

10.5% Lodging = \$2,362
2% F&B sales tax = \$243
2% Other sales tax = \$575
Total = \$3,180

3.24 visitors per household

3.14 nights spent on SPI

Total tax ROI = -93.2%
Lodging only ROI = -95.0%



SPI Experience

NET PROMOTER SCORE
likely to recommend South Padre Island

79.0

87.0%

Likely to return

98.6%

Satisfied with SPI

98.6%

Satisfied with event