



2019 PRO WATERCROSS

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

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Executive Summary and Survey Highlights

The 2019 Pro Watercross National Tour took place at Clayton's Beach Bar in the South Padre Island from Saturday, June 1st through Sunday, June 2nd 2019. The two-day event featured two Jet Ski racing days and was expected to attract 150+ visitors.

To examine the spending of Pro Watercross attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted by the UTRGV survey team on Saturday and Sunday of the event. The survey was administered onsite for 228 completed questionnaires resulting in 70 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (61.4%) females (42.0%), had an average age of 40.51 years, had at least some type of college degree (44.3%), worked full-time (79.7%), were primarily white (40%) and Hispanic (57%) and 71.2% had an average annual income above \$50,000. Survey respondents were primarily from the US (98.6%) with 1.4% from Mexico. On average, household participants traveled an average of 435.49 miles with an average of 3.24 people and spent 3.14 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (84.3%), resulting in an excellent net promoter score of 0.79. Most respondents are somewhat or very satisfied with the Island experience (98.6%) and the event (98.6%) and are likely or very likely to return to SPI for a future vacation (87.0%).

Importantly, the survey analysis found that 70 household groups attend Pro Watercross and spent an estimated weighted average of \$1,009 per household while on the Island for a total spending of \$70,598. Of this spending, lodging is the highest per household expenditure category with 56% of study respondents spending at least one night on the Island in paid lodging and staying an average of 3.14 nights. This resulted in about 122 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$1,009 per household that spent the night on the Island, a total of \$26,319 was spent on lodging. Of this amount, 17% or \$3,824 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$2,362, is the City's

share of the HOT. Moreover, the estimated total spending on food and beverages of \$13,157 included about \$1,003 in taxes at the 8.25% rate or \$243 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$31,122, of which \$2,372 was sales taxes, with \$575 the City's share. In total, the \$70,598 spent during Pro Watercross resulted in \$7,199 in tax revenue with \$3,180 the City's share. This represents a return to the City of -\$43,820 for a -93.2% loss on the \$47,000 cash investment made by the CVB in Pro Watercross as shown in the table.

Summary of Key Performance Indicators (KPI)

KPI	RESULT	DESCRIPTION OF KPI	PAGE
CVB INVESTMENT	\$47,000	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER	P1
TOTAL SPENDING	\$70,598	TOTAL SPENT BY EVENT HOUSEHOLDS	TABLE 1, P6
AVERAGE SPENT PER HOUSEHOLD	\$1,009	WEIGHTED AVERAGE SPENT PER HOUSEHOLD	TABLE 1, P6
NUMBER OF HOUSEHOLDS	70	NUMBER OF HOUSEHOLDS AT EVENT	FIGURE 3, P4
NUMBER IN HOUSEHOLD	3.24	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT	FIGURE 3, P4
NIGHTS ON SPI	3.14	AVERAGE NUMBER OF NIGHTS SPENT ON SPI	FIGURE 3, P4
LODGING TAX	\$2,362	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT	TABLE 2, P7
F&B SALES TAX	\$243	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX	TABLE 2, P7
OTHER SALES TAX	\$575	CITY SHARE OF TOTAL SALES TAX REVENUE	TABLE 2, P7
TOTAL CITY TAX SHARE	\$3,180	TOTAL CITY TAX REVENUE FROM EVENT	TABLE 2, P7
TOTAL TAX ROI	-93.2%	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES	TABLE 2, P7
LODGING ONLY ROI	-95.0%	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY	TABLE 2, P7
NET PROMOTER SCORE	78.6%	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS	FIGURE 6, P8
LIKELY TO RETURN	87.0%	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI	FIGURE 7, P8
SATISFIED WITH THE SPI	98.6%	PERCENT SATISFIED WITH THE SPI EXPERIENCE	FIGURE 8, P8
SATISFIED WITH EVENT	98.6%	PERCENT SATISFIED WITH EVENT	FIGURE 9, P9

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Pro Watercross 2019

Introduction

The 2019 Pro Watercross National Tour took place at Clayton's Beach Bar in the South Padre Island from Saturday, June 1st through Sunday, June 2nd 2019. The two-day event featured two Jet Ski racing days and was expected to attract 150 visitors with about 25 staying in South Padre Island lodging for three or more nights.

Activities are scheduled daily as follows:

SCHEDULE OF MAIN ACTIVITIES

- Friday May 31st, Registration at Claytons
- Saturday June 1st, Race day 1 at Claytons
- Saturday June 1st, Racer Party at Claytons
- Sunday June 2nd, Race day 2 at Claytons
- Sunday June 2nd, Awards at Claytons

The South Padre Island Convention and Visitors Bureau provided Pro Watercross with \$47,000 in funding. According to the application for the funding, the event sponsor initially planned to use \$35,000 to cover the cost of the event. Ultimately, the amount reached \$47,000. According to the HOT funding application, the sponsor planned to spend \$32,500 on TV advertisements, \$500 on website and social media, and \$2,000 in other paid advertising.

Method

Interviews

To estimate the economic impact of the 2019 Pro Watercross, UTRGV interviewers administered a survey (see Appendix A) to event attendees as follows:

- Saturday, June 1st – Sunday, June 2nd, 8:30am-4pm: UTRGV survey team.

On Saturday and Sunday of the event, the UTRGV survey team and project manager were onsite to administer surveys. All survey participants were offered a chance to win two nights at Schlitterbahn Beach Resort as an incentive to help recruit respondents.

On Saturday and Sunday of the event, the UTRGV survey team interviewers collected 228 surveys. The survey team, wearing bright orange t-shirts and visors, randomly approached potential respondents in a professional manner and administered paper surveys on clipboards with the data to be entered into an online link later by the team. Although interviews yielded 228 completed responses; a number of responses were eliminated as follows:



- 10 were completed by another household member and
- 148 were from respondents not on the Island for the event

The result is 70 useable questionnaires for analysis. According to the sponsor of the event, a total of 227 attended the 2-day event. We estimated that all eligible attendees of the event were surveyed, thus the estimated response rate was 100%.

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. According to our study, approximately 227 people attended the 2-day event. However, to better understand household attendance and duplication of attendance over multiple days, respondents were asked to indicate which of the multiple-days' activities they attended. A total of 189 respondents indicated attending 336 events suggesting that each household respondent



attended an average of 1.78 days of events. Figure 1 shows that the most attended events were on Saturday and Sunday Race Days (38%) and (29%).

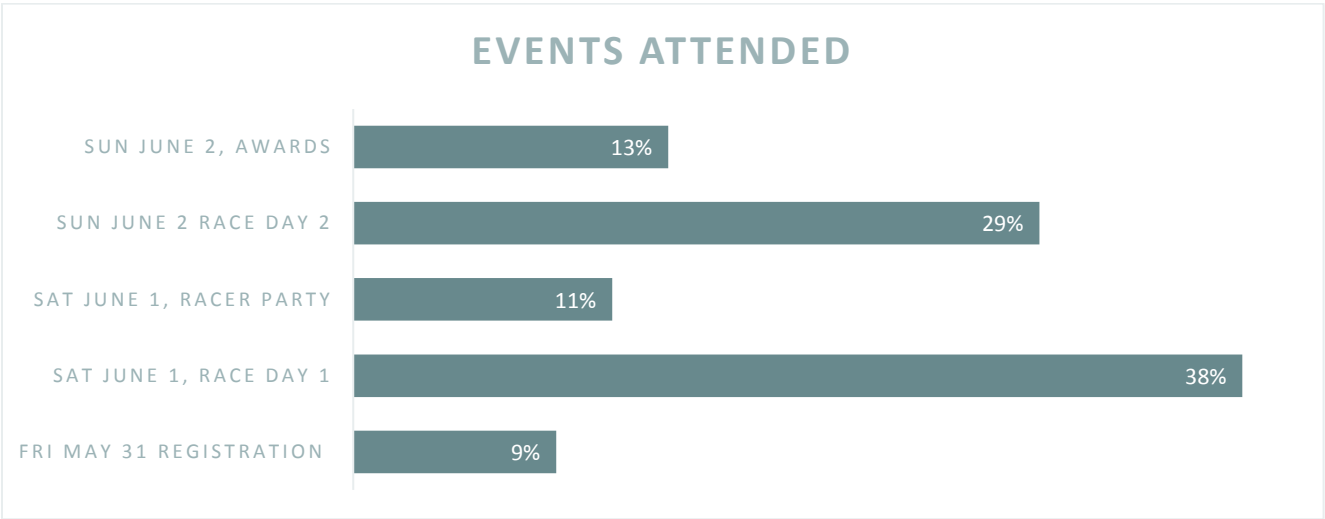


FIGURE 1. EVENTS ATTENDED

The appropriate unit of analysis of spending impact is ‘the household’ since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (227) is divided by the average household size (3.24) as found in the survey (see Figure 3) to determine that 70 households were at the event over the 2-day period. Therefore, there were a total of 70 **unduplicated** households attending the two-day race event.

Note: Pro Watercross registered 80 racers, but we recognized that some registrants were from the same family. Assuming that 10 were from the same household and/or were younger than 18 years old, a total of 70 unduplicated registrants was used to determine total unduplicated households of 70. We further assume that the SPI survey team interviewed a household member from 100% of the registered attendees at Pro Watercross.

Results

Survey participants travel and SPI stay characteristics

In all, 70 useable surveys were completed by people specifically on South Padre Island for 2019 Pro Watercross Survey respondents were first asked to indicate their role or participation type in the event. Figure 2 shows that by far, most of the respondents surveyed were spectators (71%) with the remaining event participants volunteer/staff (4%).

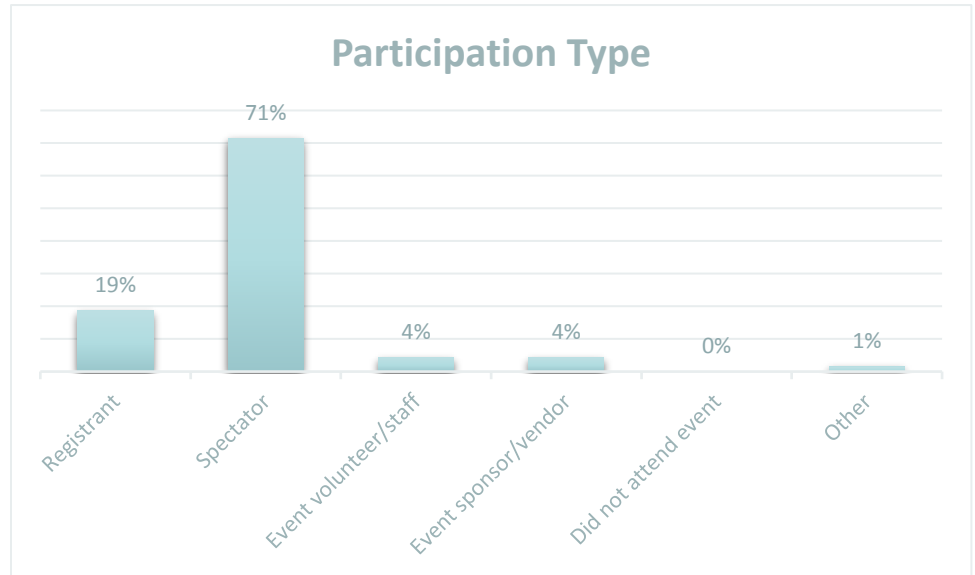


FIGURE 2. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 10 for an average of 3.24 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 435 miles to attend the event, although distances traveled ranged from 10 to 2500 miles and spent an average of 3.14 nights on SPI for the event with a range of 0 to 7 nights spent on SPI.

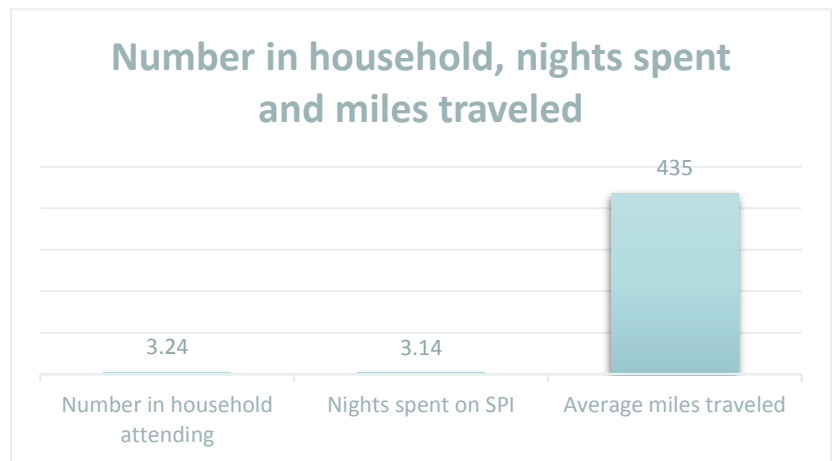
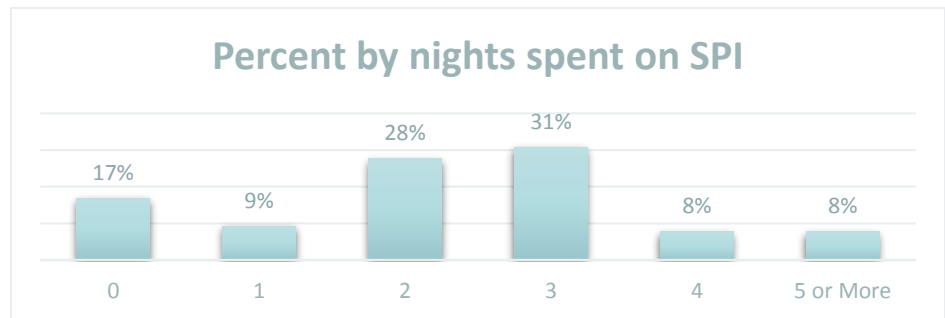


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 17% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (9%) or two nights (28%) although 31% spent 3



although 31% spent 3 nights on the Island. Four (8%) spent more than five nights on SPI for the event.

Figure 5 shows the types of lodging used. While most event attendees reported not spending the night on the Island (30%), of those who did, 47% spent the night in a hotel/motel room, 14% rented a condominium or beach house, 3% stayed with family or friends.

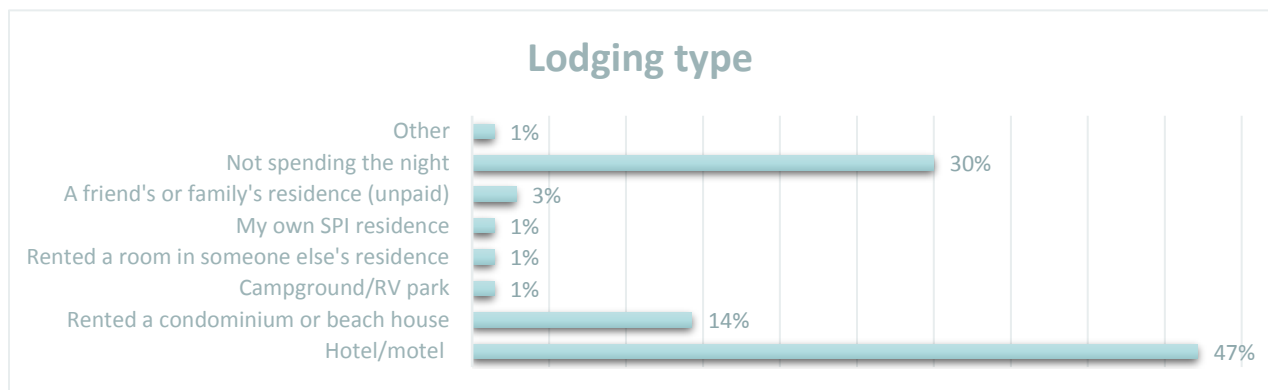


FIGURE 5. TYPE OF LODGING

With 56% (Table 1, p6) of the estimated 70 households spending an average of 3.14 nights (Figure 3, p5) on the Island, the Pro Watercross event should have resulted in 122 room nights.

PRO WATERCROSS attendees accounted for 122 room nights.

Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied times the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$675 with a weighted average of \$375.99 considering that 56% of respondents spent money on lodging for a total of \$26,319. Average spending on food and beverages was \$206, with a weighted average of \$187.96, for a total category spending of \$13,157, including sales taxes. The total spent on all other categories was \$31,122. In total, 70 event households spent a weighted average of \$1,009 for a total SPI spending of \$70,598.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$206	91%	\$187.96	\$13,157
Night life	\$159	37%	\$58.93	\$4,125
Lodging	\$675	56%	\$375.99	\$26,319
Attraction entertainment	\$126	23%	\$28.71	\$2,010
Retail	\$104	43%	\$44.71	\$3,130
Transportation	\$215	59%	\$126.21	\$8,835
Parking	\$425	7%	\$30.36	\$2,125
Admission fees	\$313	11%	\$35.71	\$2,500
Clothing	\$61	33%	\$20.07	\$1,405
Groceries	\$128	46%	\$58.53	\$4,097
Other	\$483	9%	\$41.36	\$2,895
Total	\$2,894		\$1,009	\$70,598

The estimated direct spending on South Padre Island as attributed to the 2019 Pro Watercross is \$70,598, within a -3.0% confidence interval of plus or minus -\$2,118 given the assumptions of a random sample selection.

Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- 17% hotel occupancy tax rate;
- 10.50% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$3,824 with the City's share at 10.50% totaling \$2,362. Total spending on food and beverages should result in \$1,003 in tax revenue with \$243 the City's share while total spending in all other expense categories should yield \$2,372 in sales tax revenue with \$575 the City's share. Altogether, the tax revenue should be \$7,199 with \$3,180 the City's share. The loss from the City's share of the hotel tax alone on the \$47,000 invested in the event is -95.0% but is -93.2% considering the City's share of all the tax revenue.

Table 2. Spending, tax revenue and ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$26,319	17%	\$3,824	10.50%	\$2,362	-95.0%
Food & Beverage	\$13,157	8.25%	\$1,003	2%	\$243	
All nonlodging	\$31,122	8.25%	\$2,372	2%	\$575	
Totals	\$70,598		\$7,199		\$3,180	-93.2%

Total spending of 2019 Pro Watercross attendees resulted in an estimated tax revenue of \$7,199, with \$3,180 going to the City of South Padre Island. With an investment of \$47,000 in the event, the loss to the City is -95.0% considering only the 10.50% share of HOT but -93.2% considering all the City's estimated tax revenue share.

The SPI Experience

The next section of the survey asked PRO WATERCROSS attendees 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.

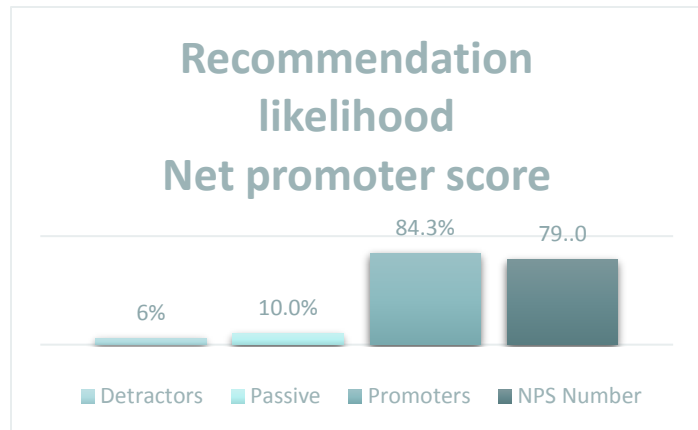


FIGURE 6. NET PROMOTER SCORE

The results, shown in Figure 6, indicate that most study respondents (84.3%) are promoters of SPI while a few (6%) are detractors. This yields a net promoter score (NPS) of 0.79, which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (87%) are likely to return to the Island at some time in the future.

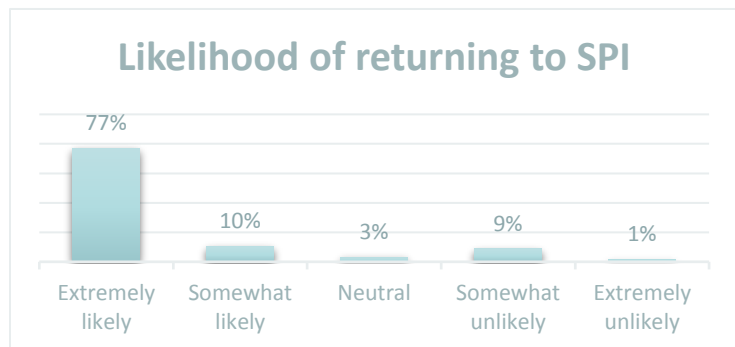


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 98.6% were satisfied with the SPI experience and that 1.4% were dissatisfied with SPI.



FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

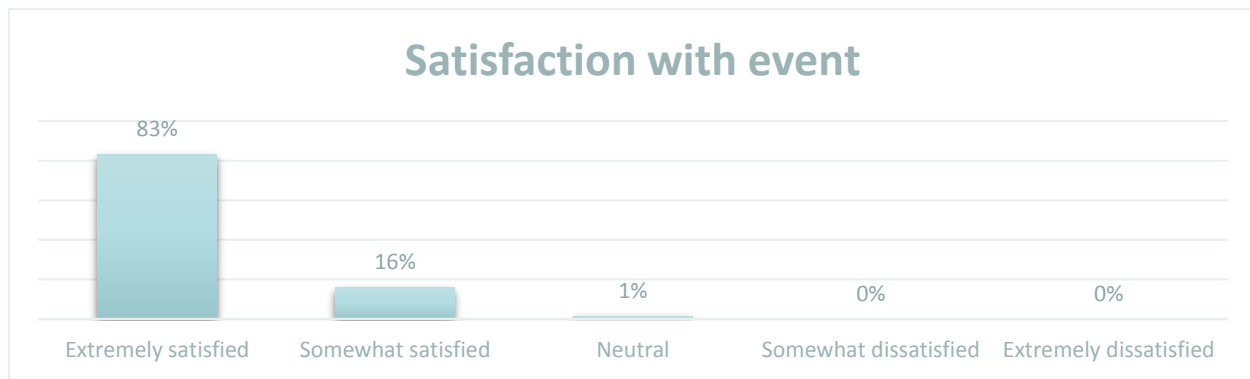


FIGURE 9. SATISFACTION WITH EVENT

Most respondents (98.6%) were also satisfied with the event and only 0.0% reported being dissatisfied with the event as seen in Figure 9.

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

- More social media
- Renew the racers
- Make event more interactive.
- -50/50 raffles
- -Games with incentives
- -Invite other vendors to offer marketing devices (swag) to the public
- -DJ, Live band event
- Get local business to come and promote
- Promote for longer periods
- Radio ads
- Get F&T motorsports in Pharr to advertise
- We found through Facebook
- Pay for own coolers
- Organization
- Don't stay at Ramada Inn

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 40.51 year-of-age with ages ranging from 18 to 75.

Most respondents were male (58%), a majority were married (61%) and most had some type of college degree (44.3%) as shown in Figures 10 through 12, respectively.

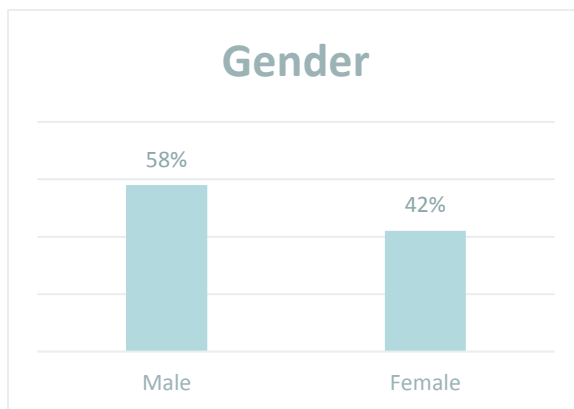


FIGURE 11. GENDER

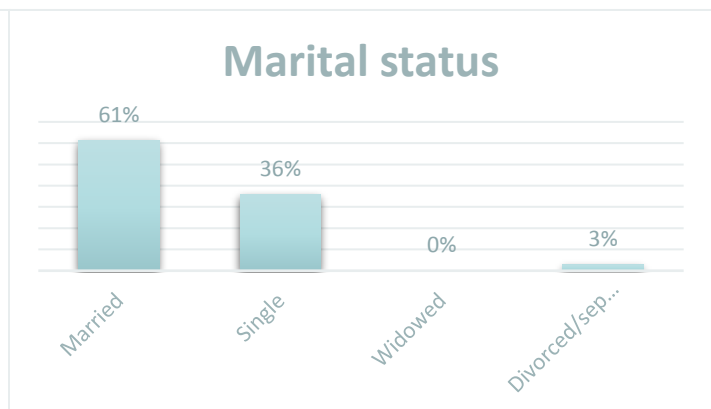


FIGURE 12. MARITAL STATUS

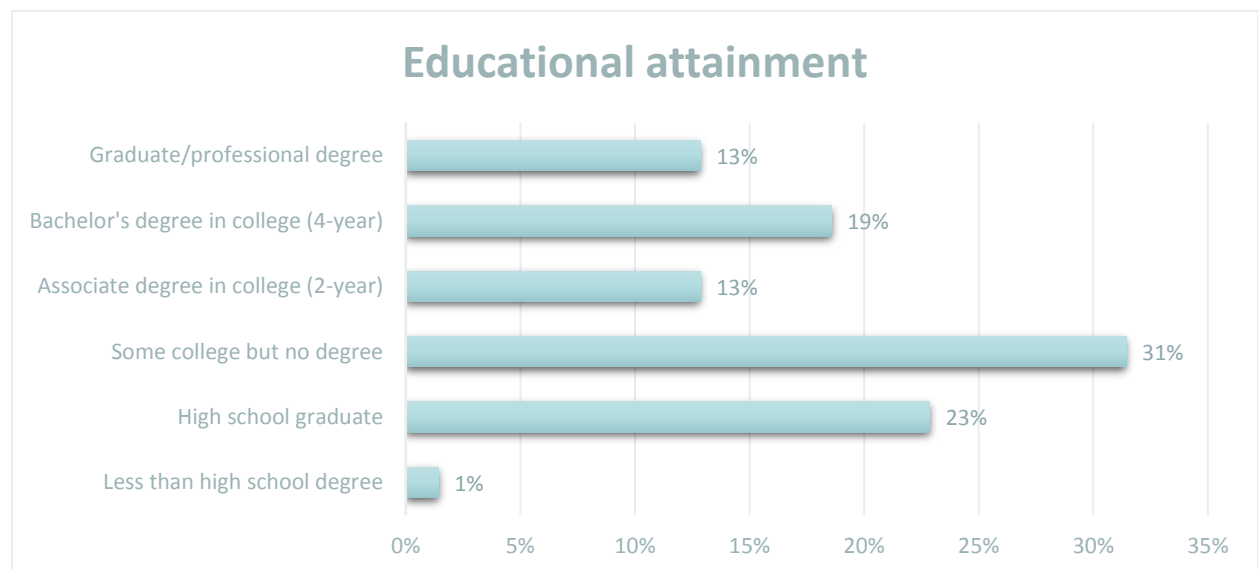


FIGURE 10. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (80%), although 7% work part-time and 4.3% are retired as seen in Figure 13.

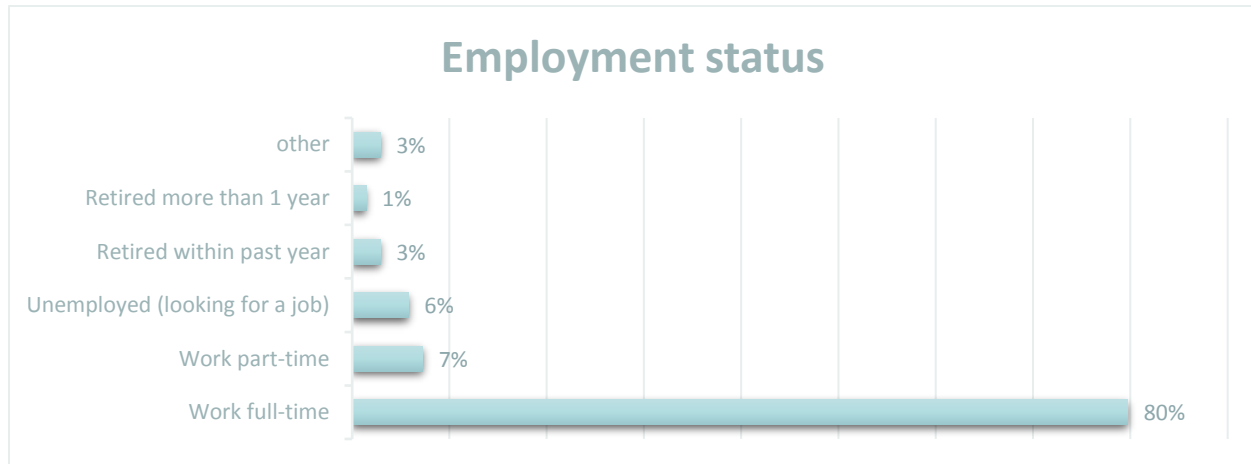


FIGURE 13. EMPLOYMENT STATUS

Most PRO WATERCROSS study participants reported having a higher-than-average household income level: 71% indicated an annual household income above \$50,000 (Figure 14).

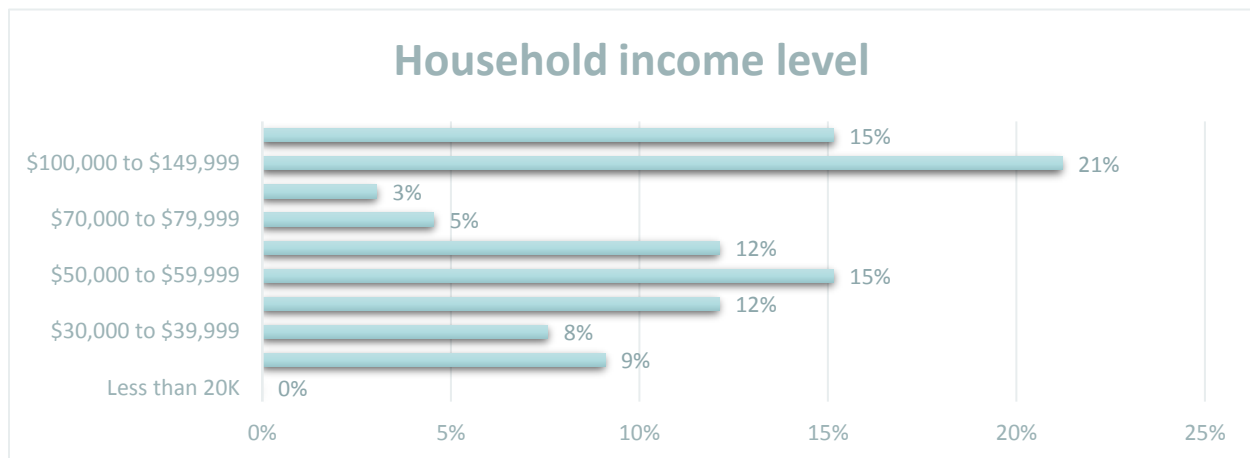


FIGURE 14. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 57% of respondents considered themselves Hispanic while 40% indicated being White.

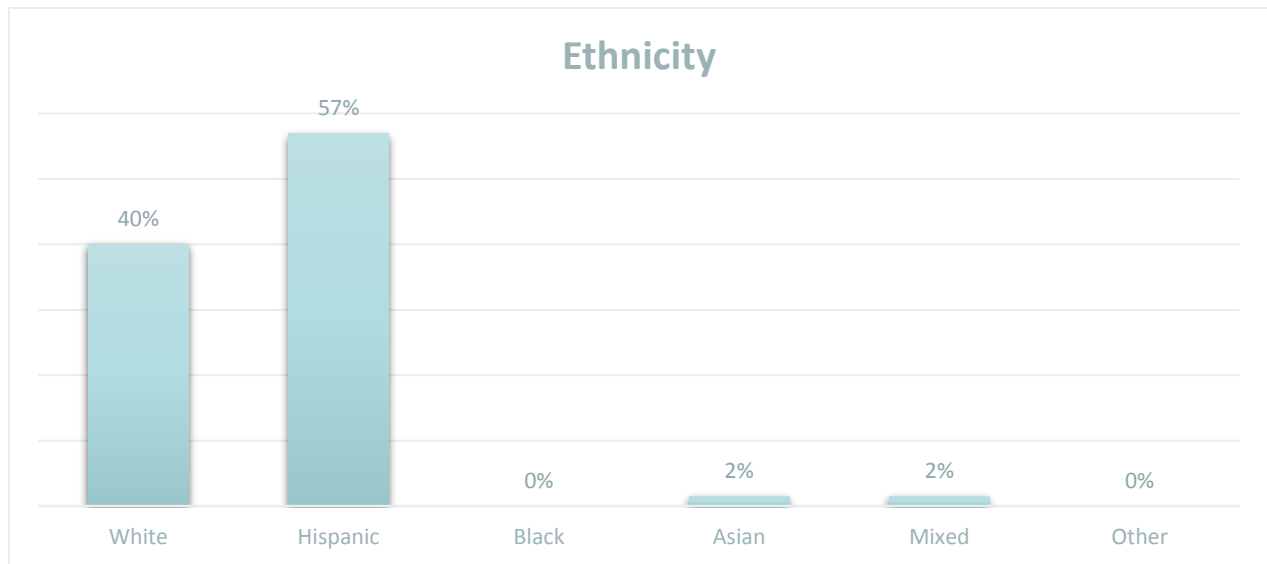


FIGURE 15. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (98.6%) and 1.4% indicated being from Mexico as shown in Figure 16.

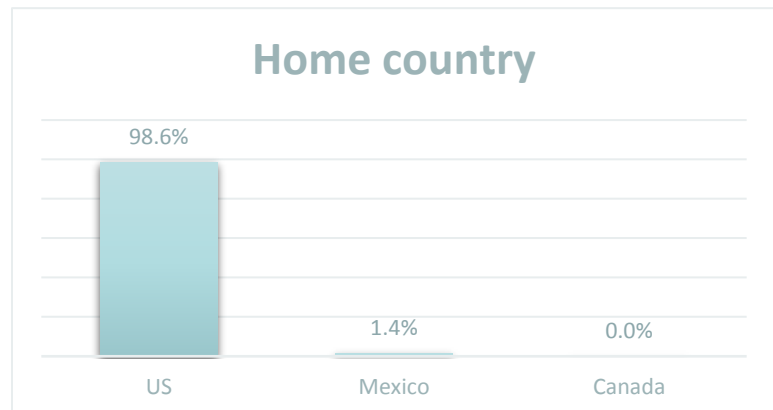


FIGURE 16. HOME COUNTRY

Specific zip or postal codes of study respondents and of study participants are shown and mapped in Appendix B.

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 trends over the month to determine whether the hotel metrics changed because of an event as compared to the rest of the month and the other way is to compare metrics during the event time period to those of the same time period in the previous year.

Pro Watercross was held from Saturday, June 1st through Sunday, June 2nd. This means that event attendees could have spent the night on SPI from Friday through Saturday night. The following figures show the hotel metrics for the Friday-Saturday period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the two-night period this year was 80.8%, as compared to 82.0% last year, which is -1.5% below the same day-period last year. This year’s event period was below the week average (72.2%) as well as the 28-day rate of 66.2% as seen in Figure 17.

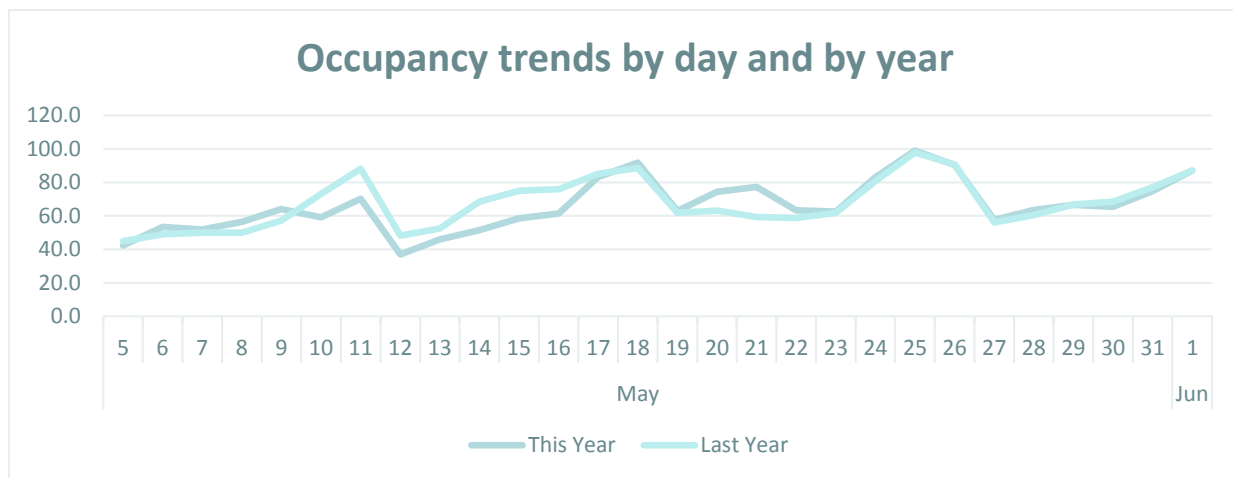


FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for this year's event period was \$150, 1.1% above room rates compared to \$149, the same time period last year. The average room rate for this year's event period was also higher than the rate for the week (\$124.62) and higher than the 28-day period (\$116.11) as shown in Figure 18.

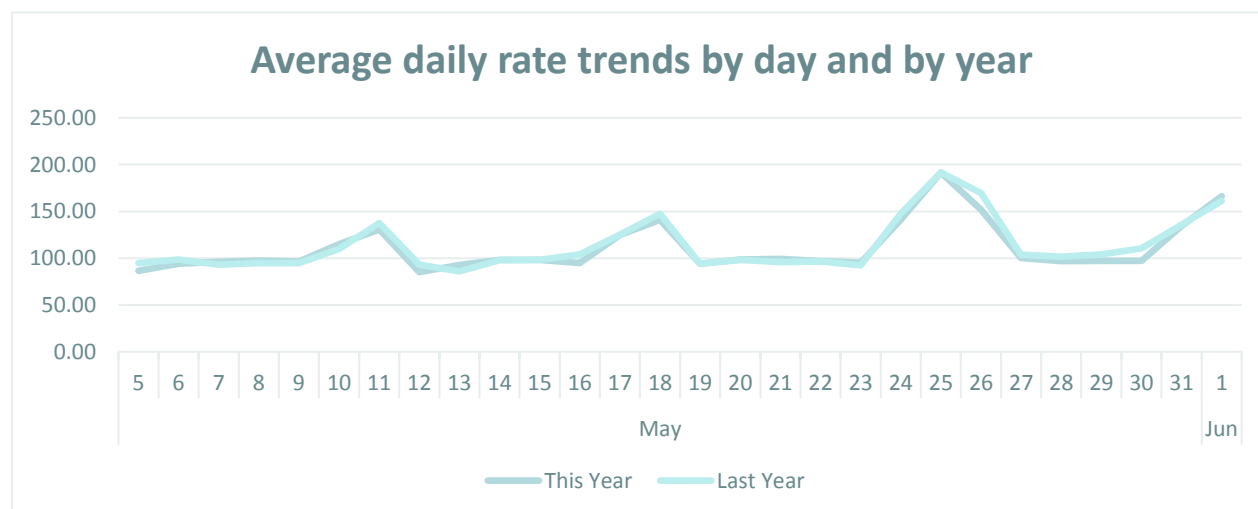


FIGURE 18. AVERAGE DAILY RATE

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the two nights of the event was \$123, which is 0.4% above last year's same-period average of \$122. This year's RevPAR, was also above the average week rate (\$89.93) and this year's 28 day-period rate of \$76.88.

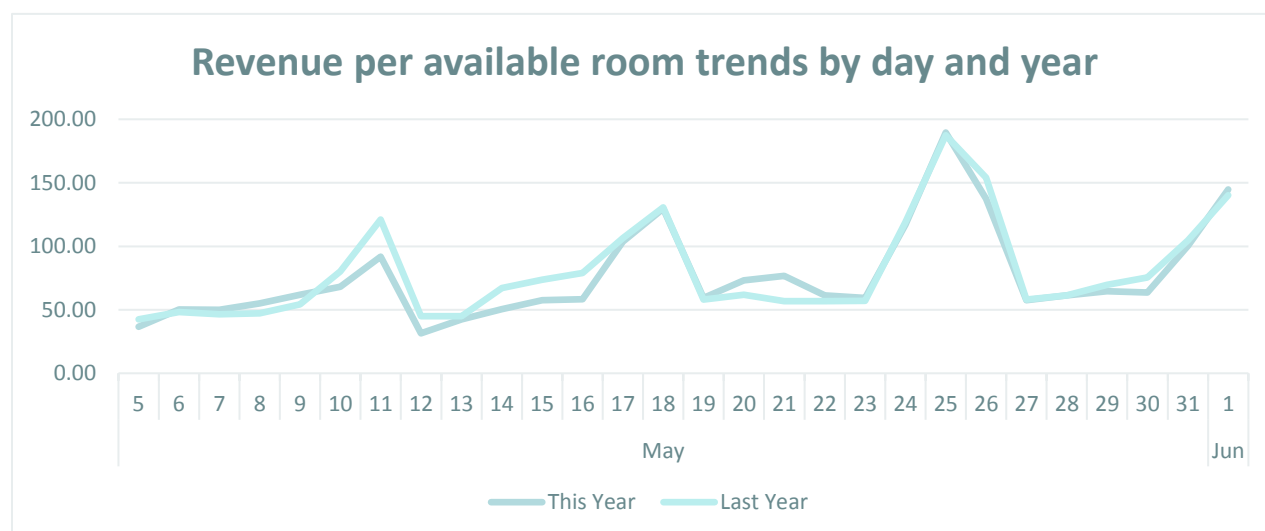


FIGURE 19. STR REVPAR BY DAY AND YEAR

The demand trend in Figure 20 shows a decrease this year over last year. Room demand for this year's event period was 2,197 rooms as compared to last year's same 2-day period average of 2,229 rooms, a decrease of -1.5%. Room demand during event nights, however, was above the daily average demand for the month (1,800) and for the week (1,961).

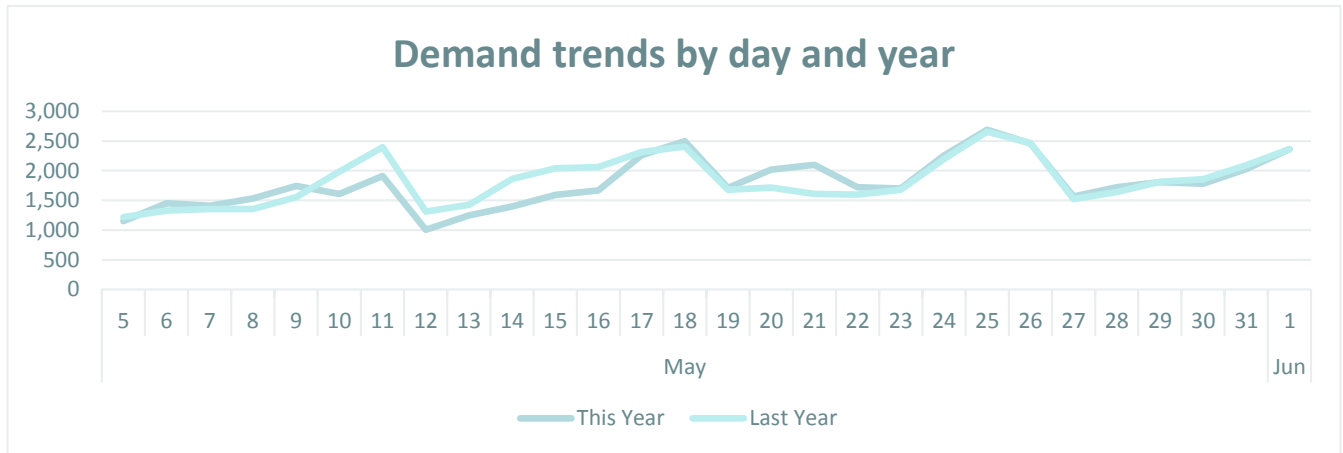


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year's event-period was also slightly higher than last year's by 0.4%. This year's Pro Watercross nights revenue averaged \$333,067 whereas last year's same-days revenue was \$332,688 as seen in Figure 21. The average revenue is also higher than this year's 28-day-long average revenue (\$208,962) and for the week (\$244,421) .

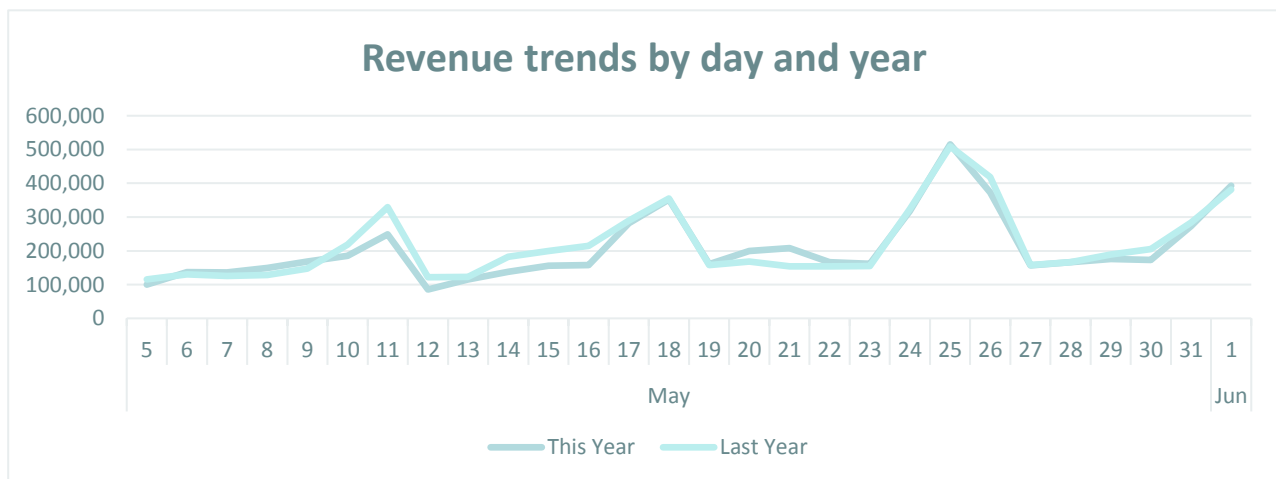


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR,

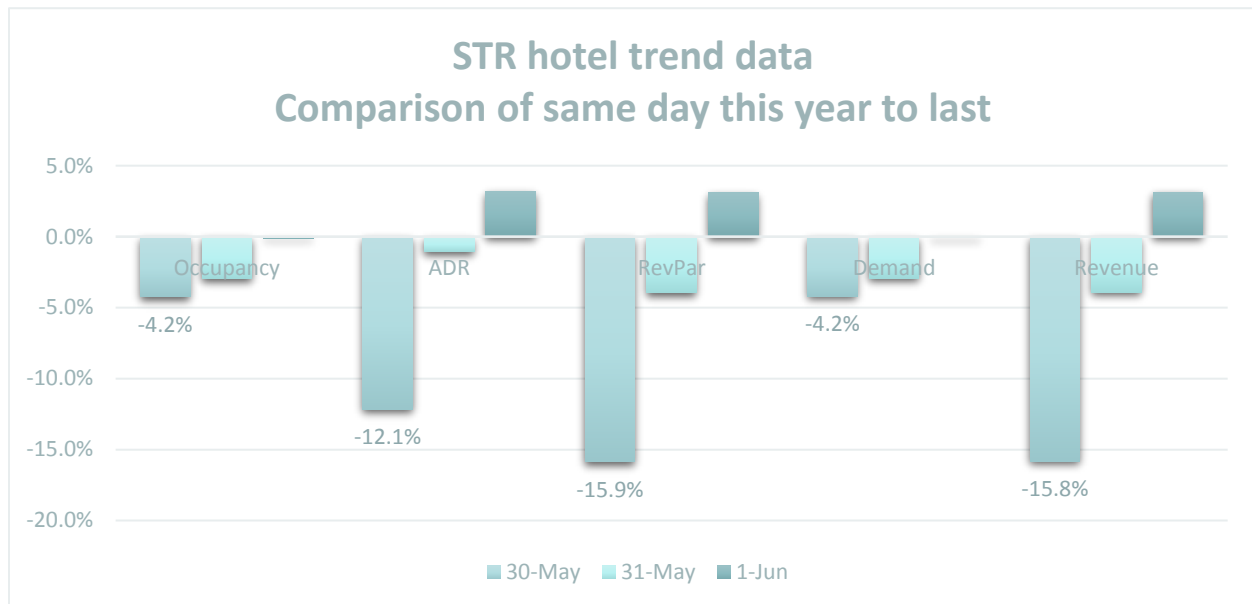


FIGURE 22. STR HOTEL TREND DATA 3-DAY COMPARISON

ADR, RevPAR, and revenue for the final night of that Pro Watercross attendees would have spent the night on the Island were positive. All other metrics examined for the two-night period were significantly lower this year than last year.

The STR data suggests that Pro Watercross could have resulted in an increase in lodging occupancy and rates over the week or month period as compared to the same day-period as last year. In addition, other events held during the same day-period this year or last year may have resulted differences in STR metrics.

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 the 2019 Pro Watercross which took place at Clayton's Beach Bar from Saturday, June 1st through Sunday, June 2nd 2019. The two-day event featured two Jet Ski racing days and was expected to attract 150+ visitors with about 25 staying in South Padre Island lodging for three or more nights. 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 228 completed surveys resulted in 70 useable responses for the analysis.

The study sample was comprised predominately of married males who were an average of 40 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identify ethnically Hispanic and were from the US. The average household came to the event with 3.24 people, had traveled an average of 435 miles and 56% spent the night on SPI for an average of 3.14 nights.

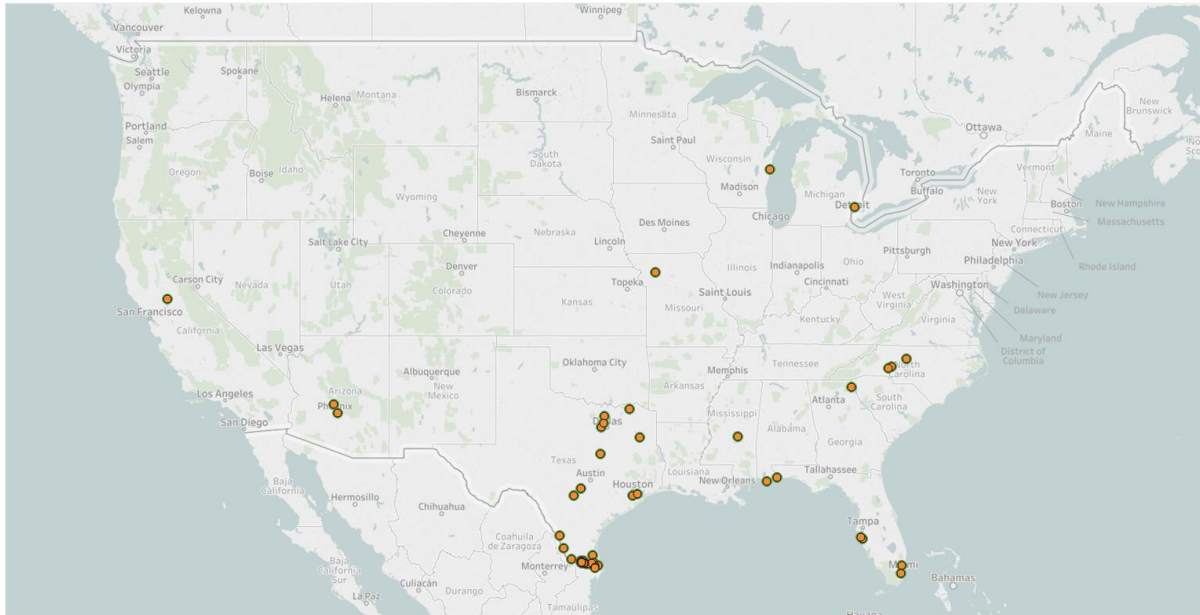
By combining the count of people at the event and survey results, event attendees generated an estimate 122 SPI room nights. STR data suggests that lodging metrics for one night of event were better than the same metrics for the week period and for the 28-day period this year as well as last year. With an average total weighted lodging expenditure per household of \$375.99 event attendees spent a total of \$26,319 on lodging, resulting in about \$2,362 the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$13,157, which should yield \$243 to the City at a tax rate of 2%. The \$31,122 spent in all other categories should provide the City with \$575 in sales tax revenue. Together, Pro Watercross participants spent \$70,598, generating \$7,199 in total sales tax with \$3,180 the City's share. Considering only the City's share of the hotel tax revenue, the City lossed -\$44,638 or -95.0% on their \$47,000 investment. Considering all tax revenue from all spending, the City should receive \$3,180 in taxes for a total loss of -\$43,820 or a -93.2% on the cash investment provided to the event organizer. However, most Pro Watercross 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. This means that regardless of the event return on investment, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.

Appendix A: Survey

Pro Watercross 2019																							
<p>This survey is to understand your household experience and spending during ProWatercross 2019. <i>The one person, older than 18, best able to report on spending for all people in your household</i> at the event should complete this survey. Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu 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, return this survey.</p> <p>2. Did you come to South Padre Island specifically for Pro Watercross? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3. About how many miles did you travel to attend the event? <input type="text"/> miles</p> <p>4. Which of the following best describes your participation in Pro Watercross? (Check all that apply)</p> <p><input type="checkbox"/> Registrant <input type="checkbox"/> Spectator <input type="checkbox"/> Event volunteer/staff <input type="checkbox"/> Event sponsor/vendor <input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____ (write in answer)</p> <p>5. Including yourself, how many people from your household attended the event? <input type="text"/> Number in household</p> <p>6. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending Pro Watercross? <input type="text"/> nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for Pro Watercross?</p> <p><input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house <input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room <input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid) <input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p> <p>8. Which Splash events will you attend? (check all that apply)</p> <p><input type="checkbox"/> FRI May 31, Registration <input type="checkbox"/> SAT June 1, Race day 1 <input type="checkbox"/> SUN June 2, Race day 2 <input type="checkbox"/> SAT June 1, Racer Party <input type="checkbox"/> SUN June 2, Awards</p> <p>9. 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 Pro Watercross?</p> <p>(List only total dollar amounts spent on SPI)</p> <table border="1"> <tbody> <tr> <td>Food & beverages (restaurants, concessions, snacks, etc.)</td> <td>\$</td> </tr> <tr> <td>Night clubs, lounges & 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 & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td>\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td>\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td>\$</td> </tr> <tr> <td>Parking fees</td> <td>\$</td> </tr> <tr> <td>SPI Admission fees</td> <td>\$</td> </tr> <tr> <td>Clothing or accessories</td> <td>\$</td> </tr> <tr> <td>Groceries</td> <td>\$</td> </tr> <tr> <td>Other (please specify)</td> <td>\$</td> </tr> </tbody> </table>	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	<p>10. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?</p> <p>Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely</p> <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 Pro Watercross?</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 Pro Watercross or your stay on South Padre Island? (write on back)</p> <p>15. What is your home zip or postal code? <input type="text"/></p> <p>16. What is your home country?</p> <p><input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other <input type="text"/></p> <p>17. What is your age? <input type="text"/> (years of age)</p> <p>18. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse <input type="checkbox"/> Prefer not to answer</p> <p>19. What is your marital status?</p> <p><input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated</p> <p>20. What is your highest educational attainment?</p> <p><input type="checkbox"/> Less than high school <input type="checkbox"/> Associate's degree <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?</p> <p><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?</p> <p><input type="checkbox"/> Less than \$20,000 <input type="checkbox"/> \$60K-\$69,999 <input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999 <input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$99,999 <input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999 <input type="checkbox"/> \$50K-\$59,999 <input type="checkbox"/> \$150,000 or more</p> <p>23. What is your ethnicity? (Select all that apply)</p> <p><input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed <input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other <input type="text"/></p>
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<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 <input type="text"/></p> <p>Phone number: <input type="text"/></p> <p>Email: <input type="text"/></p> <p>Winners will be notified no later than 1 week after event.</p>																							

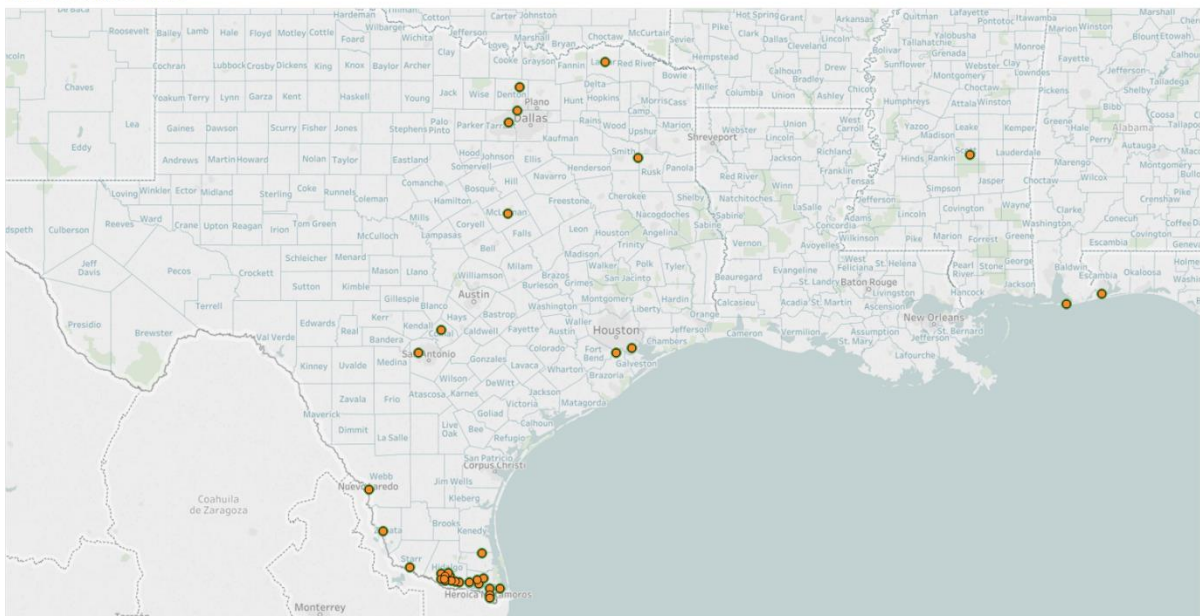
Appendix B: Zip code map

2019 SPLASH ZIPCODES



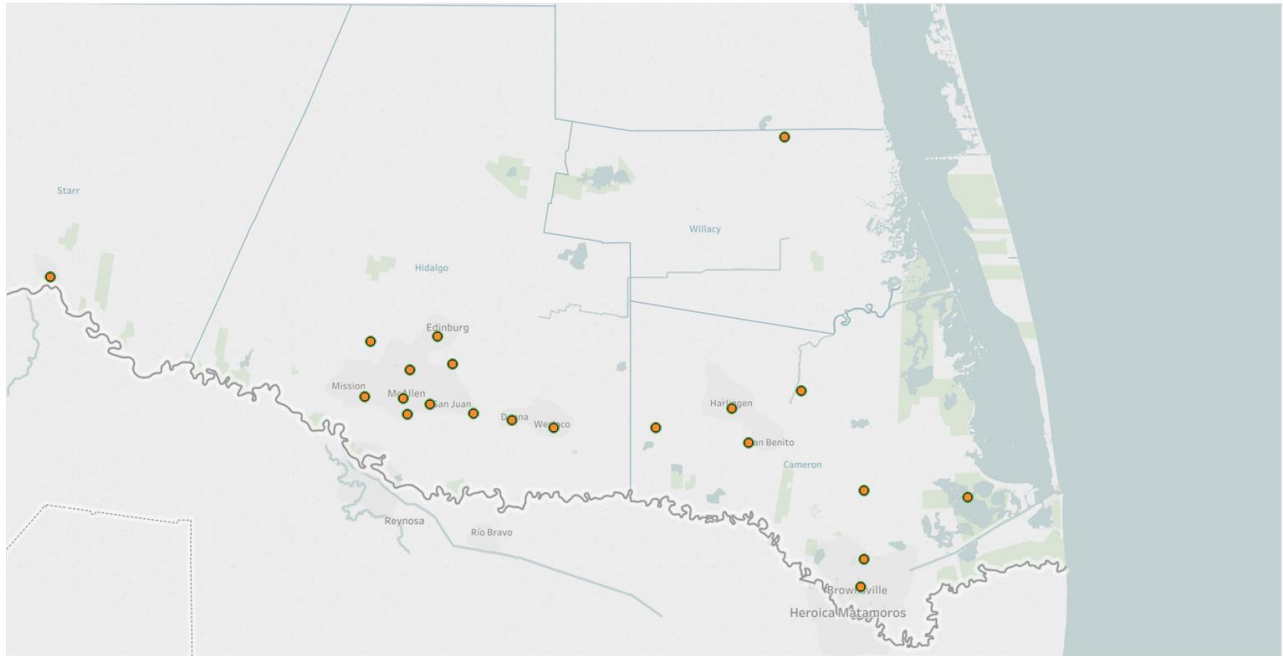
Map based on Longitude (generated) and Latitude (generated). Details are shown for ZIPCODES.

2019 SPLASH ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Details are shown for ZIPCODES.

2019 SPLASH ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Details are shown for ZIPCODES.