



# SPLASH 2019

## *Prepared for*

City of South Padre Island Convention and Visitors Bureau

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# Executive Summary and Survey Highlights

The 2019 SPLASH took place in various locations across the South Padre Island from Thursday, April 25<sup>th</sup> through Sunday, April 28<sup>th</sup> 2019. The four-day event featured eight activities and was expected to attract 3,000 visitors.

To examine the spending of SPLASH 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 SPI CVB volunteers on Thursday and Friday and by the UTRGV survey team on Saturday and Sunday of the event. The survey was administered onsite and resulted in 212 completed questionnaires with 160 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were primarily single and male with only 24.7% married and female 35.8%. They had an average age of 33 years, had at least some type of college degree (53.2%), worked full-time (79.1%), were primarily Hispanic (70%) and 50.8% had an average annual income above \$50,000. Survey respondents were primarily from the US (93.0%) with 7.0% from Mexico. On average, household participants traveled an average of 227.48 miles with an average of 2.20 people and spent 2.44 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (84.7%), resulting in an excellent net promoter score of 0.79. Most respondents are somewhat or very satisfied with the Island experience (94.3%) and the event (86.2%) and are likely or very likely to return to SPI for a future vacation (95.0%).

Importantly, the survey analysis found that the 160 household groups attended SPLASH and spent an estimated weighted average of \$607 per household while on the Island for a total spending of \$97,126. Of this spending, lodging is the highest per household expenditure category with 73% of study respondents reporting spending at least one night on the Island in paid lodging and staying an average of 2.44 nights. This resulted in about 286 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$607 per household that spent the night on the Island, a total of \$37,318 was spent on lodging. Of this amount, 17% or

\$5,422 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$3,349, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$20,797 included about \$1,585 in taxes at the 8.25% rate or \$384 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$39,011, of which \$2,973 was sales taxes, with \$721 the City's share. In total, the \$97,126 spent during SPLASH resulted in \$9,980 in tax revenue with \$4,454 the City's share. This represents a return to the City of -\$8,046 for a -64.4% (loss) on the \$12,500 cash investment made by the CVB in SPLASH as shown in the table.

### *Summary of Key Performance Indicators (KPI)*

<b>KPI</b>	<b>RESULT</b>	<b>DESCRIPTION OF KPI</b>	<b>PAGE</b>
<b>CVB INVESTMENT</b>	<b>\$12,500</b>	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER	P1
<b>TOTAL SPENDING</b>	<b>\$97,126</b>	TOTAL SPENT BY EVENT HOUSEHOLDS	TABLE 1, P7
<b>AVERAGE SPENT PER HOUSEHOLD</b>	<b>\$607</b>	WEIGHTED AVERAGE SPENT PER HOUSEHOLD	TABLE 1, P7
<b>NUMBER OF HOUSEHOLDS</b>	<b>160</b>	NUMBER OF HOUSEHOLDS AT EVENT	FIGURE 3, P5
<b>NUMBER IN HOUSEHOLD</b>	<b>2.20</b>	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT	FIGURE 3, P5
<b>NIGHTS ON SPI</b>	<b>2.44</b>	AVERAGE NUMBER OF NIGHTS SPENT ON SPI	FIGURE 3, P5
<b>LODGING TAX</b>	<b>\$3,349</b>	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT	TABLE 2, P8
<b>F&amp;B SALES TAX</b>	<b>\$384</b>	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX	TABLE 2, P8
<b>OTHER SALES TAX</b>	<b>\$721</b>	CITY SHARE OF TOTAL SALES TAX REVENUE	TABLE 2, P8
<b>TOTAL CITY TAX SHARE</b>	<b>\$4,454</b>	TOTAL CITY TAX REVENUE FROM EVENT	TABLE 2, P8
<b>TOTAL TAX ROI</b>	<b>-64.4%</b>	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES	TABLE 2, P8
<b>LODGING ONLY ROI</b>	<b>-73.2%</b>	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY	TABLE 2, P8
<b>NET PROMOTER SCORE</b>	<b>79.0</b>	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS	FIGURE 6, P9
<b>LIKELY TO RETURN</b>	<b>95.0%</b>	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI	FIGURE 7, P9
<b>SATISFIED WITH THE SPI</b>	<b>94.3%</b>	PERCENT SATISFIED WITH THE SPI EXPERIENCE	FIGURE 8, P9
<b>SATISFIED WITH EVENT</b>	<b>86.2%</b>	PERCENT SATISFIED WITH EVENT	FIGURE 9, P10

# Table of Contents

SPLASH 2019.....	i
Executive Summary and Survey Highlights.....	ii
Table of Tables.....	v
SPLASH 2019.....	1
Introduction.....	1
Method.....	2
Interviews.....	2
Estimated attendance.....	3
Results.....	4
Survey participants travel and SPI stay characteristics.....	5
Estimated spending.....	7
Tax benefits of spending during event.....	8
The SPI Experience.....	9
Respondent Demographics.....	11
STR Report.....	14
Concluding remarks.....	18
Appendix A: Survey.....	19
Appendix B: Zip code map.....	20

# Table of Figures

Figure 1. Participation type .....	5
Figure 2. Events attended .....	3
Figure 3. Average miles traveled, group size and nights spent.....	5
Figure 4. Percentage spending the night on SPI .....	6
Figure 5. Type of lodging.....	6
Figure 6. Net promoter score.....	9
Figure 7. Likelihood of returning to SPI in the future .....	9
Figure 8. Satisfaction with SPI experience.....	9
Figure 9. Satisfaction with event.....	10
Figure 12. Educational attainment.....	11
Figure 10. Gender .....	11
Figure 11. Marital status .....	11
Figure 13. Employment status .....	12
Figure 14. Household income level .....	12
Figure 15. Ethnicity .....	13
Figure 16. Home country .....	13
Figure 17. STR occupancy rates by day and year.....	14
Figure 18. Average daily rate .....	15
Figure 19. STR RevPar by day and year .....	15
Figure 20. STR demand trends by day and year .....	16
Figure 21. STR revenue trends by day and year .....	16
Figure 22. STR hotel trend data 3-day comparison .....	17

# Table of Tables

Table 1. Total average weighted spending.....	7
Table 2. Spending, tax revenue and ROI.....	8

# SPLASH 2019

## Introduction

SPLASH 2018 took place in various locations at the South Padre Island from Thursday, April 25<sup>th</sup> through Sunday, 28<sup>th</sup> 2019. The purpose of the event was “to support the LGBT community and for a Pride Weekend celebration for the LGBT community.” The four-day event featured eight different activities and was expected to attract more than 3000 visitors, with about 2700 staying in South Padre Island lodging for four days.

Activities were scheduled daily as follows:

### *SCHEDULE OF ACTIVITIES*

- Thursday April 25 Welcome Party at Upperdeck Hotel
- Friday April 26 Wild Pool Party at Upperdeck Hotel
- Friday April 26 Starz at Clayton’s
- Saturday April 27 A Night in White at Louie’s Backyard
- Saturday April 27 Breakaway Cruise at Breakaway Cruises
- Saturday April 27 Wild Pool Party at Upperdeck Hotel
- Sunday April 28 Pride Parade at Clayton’s Beach
- Sunday April 28 Farewell Party at Upperdeck

The South Padre Island Convention and Visitors Bureau provided SPLASH with \$12,500 in funding to cover marketing expenses including print advertisements, graphic design, web design, road tour promotions, and social media marketing.

# Method

## Interviews

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

- Thursday, April 25 – Friday, April 26<sup>th</sup>, 12pm-6pm: CVB volunteers;
- Saturday, April 27 – Sunday, April 28<sup>th</sup>, 11:30am-5:30pm: 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 Thursday and Friday of the event, volunteers at the CVB collected 55 surveys while the UTRGV survey team interviewers collected 157 on Saturday and Sunday. 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 entered into an online link later by the team. Although interviews yielded 212 completed responses, a number of responses were eliminated as follows:



- 21 were completed by another household member;
- 29 were from respondents not on the Island for the event;
- 2 were from respondents who live within ten miles.

The result is 160 useable questionnaires for analysis. According to the SPLASH sponsor, a total of 364 attended the 4-day event. With 212 attendees completing surveys, the survey response rate was 58.2%.

## Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. According to the SPLASH sponsor, a total of 364 attended the 4-day event, however, no breakdown by day or activity was provided. To better understand household attendance and duplication of attendance over multiple activities on multiple days, respondents were asked to indicate which of the four days' activities they attended. A total of 207 respondents indicated attending multiple events for a total attendance at all events of 944. This means that each household respondent attended an average of 4.56 activities. Figure 1 shows that the most attended events were at the Saturday Wild Pool Party (16%), the Saturday Breakaway Cruise (15%), and the Saturday Night in White (15%).

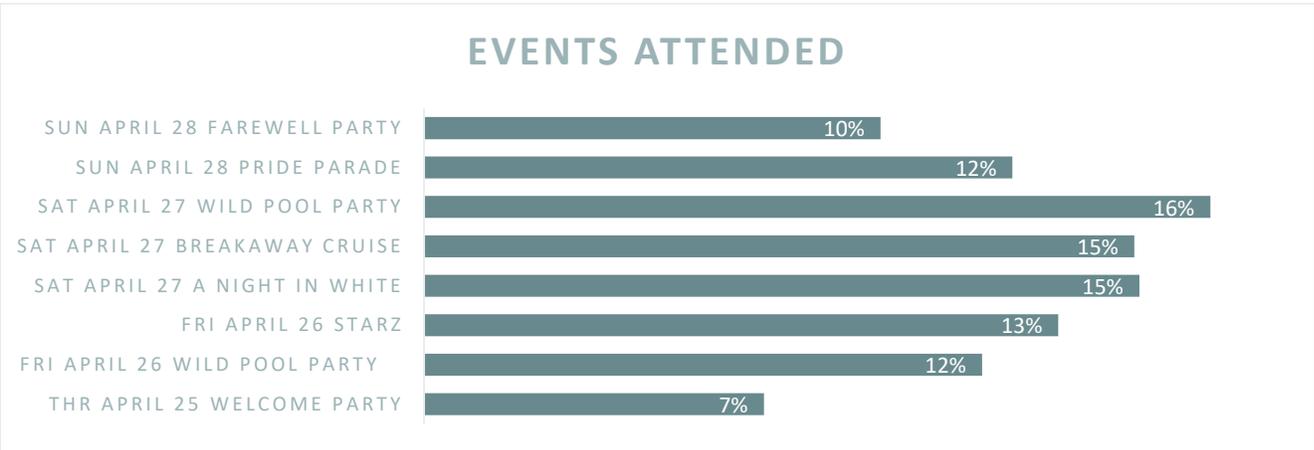


FIGURE 1. EVENTS ATTENDED

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 (364) is divided by the average household size (2.20) as found in the survey (see Figure 3) to determine that 160 households were at the event over the 4-day period.

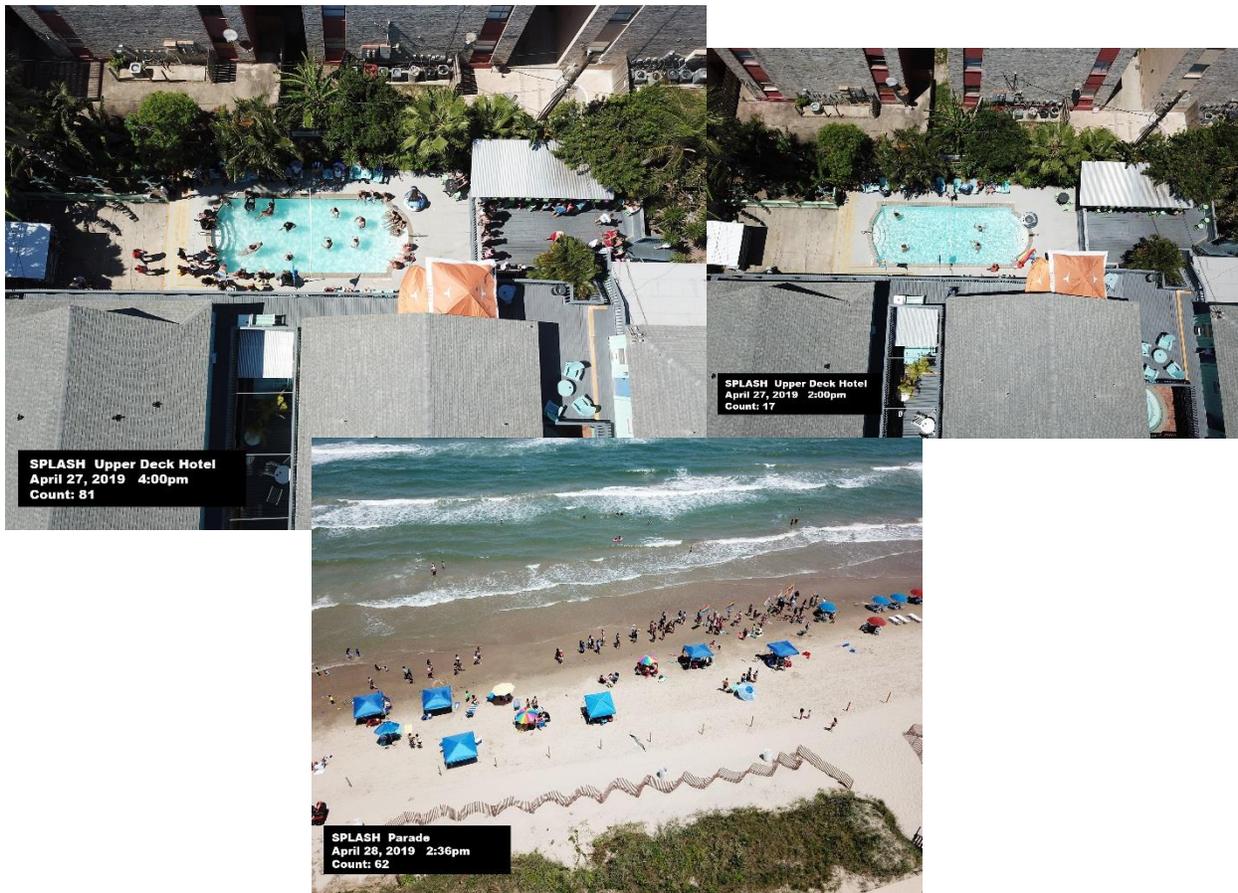
To support SPLASH attendance estimates, the onsite UTRGV interviewers counted event attendees on Saturday at the pool party and at the parade on Sunday. A total of 240



attendees were counted at the pool party and 202 people were counted at the parade.



In addition, a drone was used to take overhead shots and estimate attendance. About 81 people were counted at the pool party at 4:00pm on Saturday and a total of 62 were counted at the parade at 2:30 on Sunday as shown on the below pictures.



# Results

## Survey participants travel and SPI stay characteristics

In all, 160 useable surveys were completed by people specifically on South Padre Island for 2019 SPLASH. 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 (94%) with the remaining event participants volunteer/staff (3%),

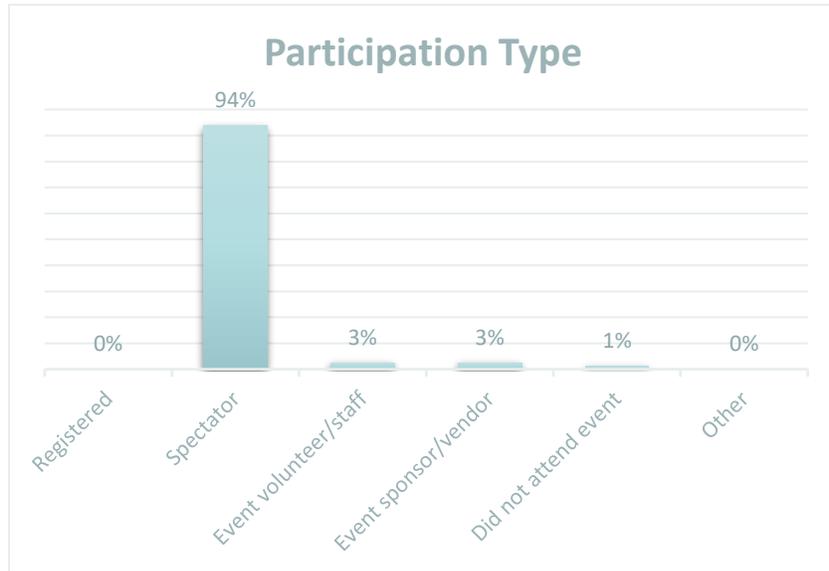


FIGURE 2. PARTICIPATION TYPE

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 11 for an average of 2.20 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 227 miles to attend the event, although distances traveled ranged from 20 to 6000 miles and spent an average of 2.44 nights on SPI for the event with a range of 0 to 8 nights spent on SPI.

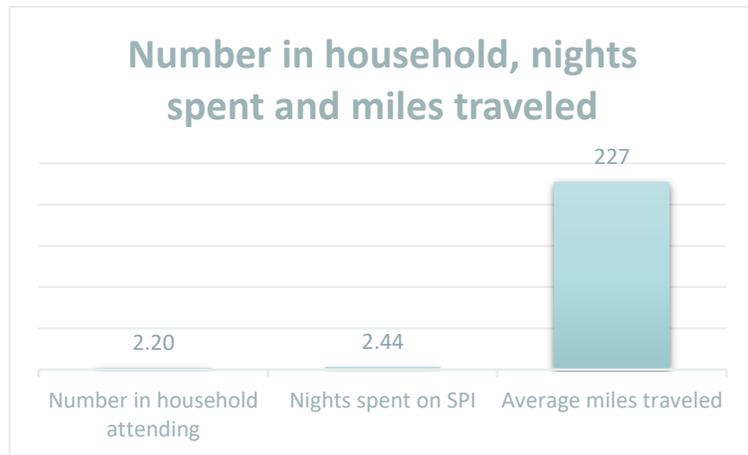
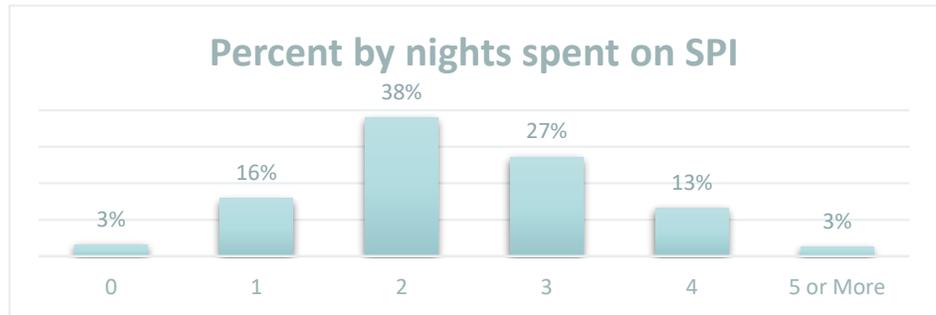


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

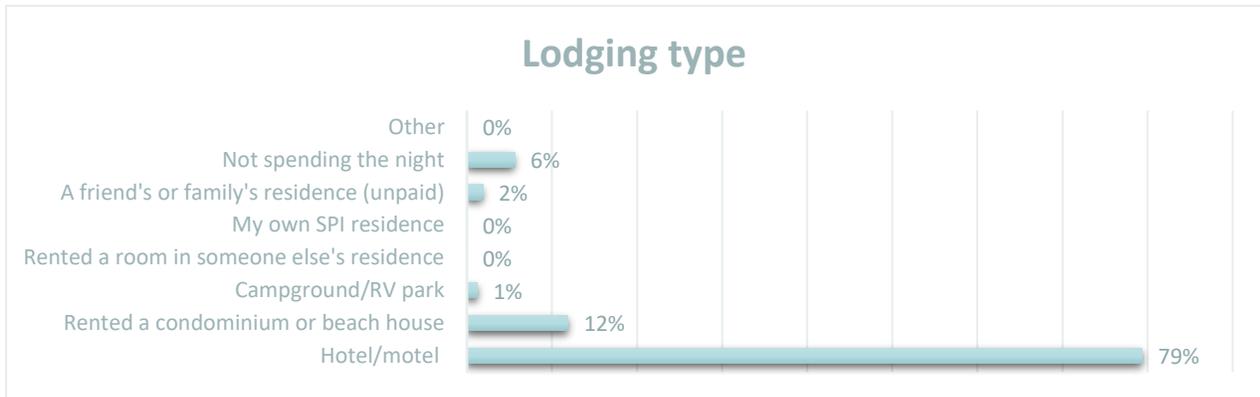
Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 3% of respondents did not spend the night on SPI. Of those spending the night,



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

most respondents spent one (16%) or two nights (38%) although 27% spent 3 nights on the Island. Four (3%) spent more than five nights on SPI for the event.

Figure 5 shows the types of lodging used. While some event attendees reported not spending the night on the Island (6%), of those who did, 79% spent the night in a hotel/motel room, 12% rented a condominium or beach house, 2% stayed with family or friends.



**FIGURE 5. TYPE OF LODGING**

With 73% (Table 1, p7) of the estimated 160 households spending an average of 2.44 nights (Figure 3, p5) on the Island, the SPLASH event should have resulted in 286 room nights.

***SPLASH attendees accounted for 286 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 \$319 with a weighted average of \$233.24. Considering that 73% of respondents spent money on lodging, the total lodging expenditure was \$37,318. Average spending on food and beverages was \$166, with a weighted average of \$129.98, for a total category spending of \$20,797, including sales taxes. The total spent on all other categories was \$39,011. In total, the 160 event households spent a weighted average of \$607 for a total SPI spending of \$97,126.

**TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING**

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$166	78%	\$129.98	\$20,797
Night life	\$145	66%	\$96.37	\$15,419
Lodging	\$319	73%	\$233.24	\$37,318
Attraction entertainment	\$111	18%	\$19.48	\$3,116
Retail	\$75	28%	\$20.73	\$3,317
Transportation	\$63	49%	\$30.93	\$4,948
Parking	\$30	9%	\$2.64	\$422
Admission fees	\$63	31%	\$19.78	\$3,165
Clothing	\$77	25%	\$19.34	\$3,094
Groceries	\$73	36%	\$25.93	\$4,149
Other	\$99	9%	\$8.63	\$1,381
<b>Total</b>	<b>\$1,223</b>		<b>\$607</b>	<b>\$97,126</b>

*The estimated direct spending on South Padre Island as attributed to the 2019 SPLASH is \$97,126, within a 4.4% confidence interval of plus or minus \$4,235 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 \$5,422 with the City's share at 10.50% totaling \$3,349. Total spending on food and beverages should result in \$1,585 in tax revenue with \$384 the City's share while total spending in all other expense categories should yield \$2,973 in sales tax revenue with \$721 the City's share. Altogether, the tax revenue should be \$9,980 with \$4,454 the City's share. The gain from the City's share of the hotel tax alone on the \$12,500 invested in the event is -73.2% but is -64.4% 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	\$37,318	17%	\$5,422	10.50%	\$3,349	-73.2%
Food & Beverage	\$20,797	8.25%	\$1,585	2%	\$384	
All nonlodging	\$39,011	8.25%	\$2,973	2%	\$721	
<b>Totals</b>	<b>\$97,126</b>		<b>\$9,980</b>		<b>\$4,454</b>	<b>-64.4%</b>

*Total spending of 2019 SPLASH attendees resulted in an estimated tax revenue of \$9,980, with \$4,454 going to the City of South Padre Island. With an investment of \$12,500 in the event, the gain to the City is -73.2% considering only the 10.50% share of HOT but -64.4% considering all the City's estimated tax revenue share.*

## The SPI Experience

The next section of the survey asked SPLASH 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.

The results, shown in Figure 6, indicate that most study respondents (84.7%) 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](http://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 (95%) are likely to return to the Island at some time 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 94.3% were satisfied with the SPI experience and that 2.5% were dissatisfied with SPI.

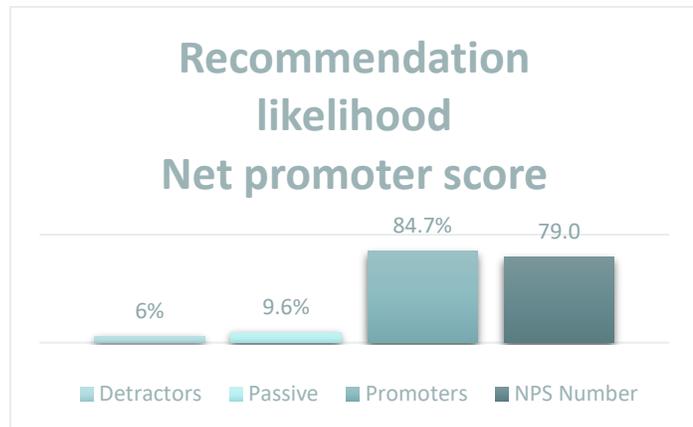


FIGURE 6. NET PROMOTER SCORE

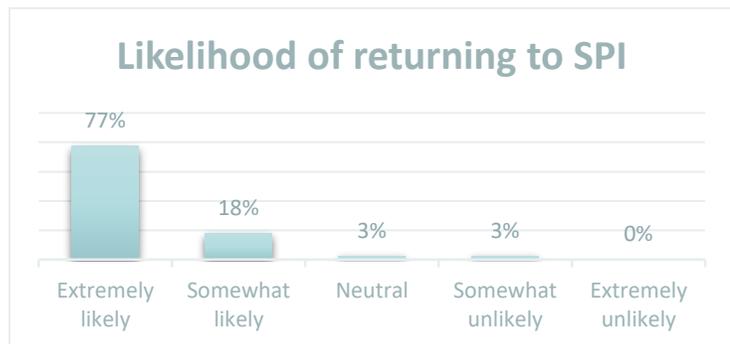
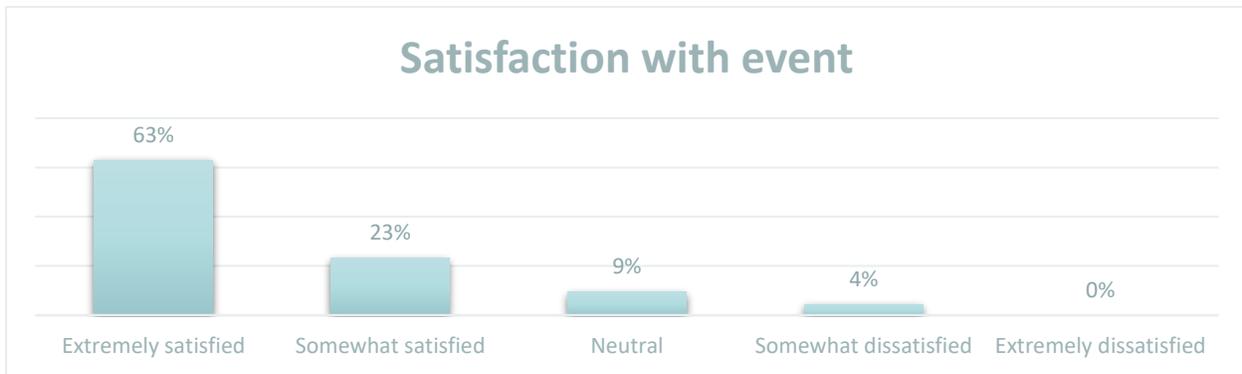


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE



FIGURE 8. SATISFACTION WITH SPI EXPERIENCE



**FIGURE 9. SATISFACTION WITH EVENT**

Most respondents (86.2%) were also satisfied with the event and only 4.4% 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 advertisements, promoting, early bird special.
- Managers from local restaurants need to be more accepting to LGBTQ customers, show respect. (Denny's)
- Promote more
- Promote more
- Cheaper drinks
- Talk to neighbors about noise issue on Thursday.
- "Addition of go-go dancers (male and female)
- More decor and souvenirs for attendees."
- Have an area for gogo dancers
- Keep beach clean
- GO GO DANCERS, STRIPERS AND MASCOT
- More discounts
- Events centered around bars and drinking. Family, kids, dogs events would be fun. A mixer or social with no concert or headliner. Be able to meet without blaring music. Events throughout the island.
- More media
- More promotion
- More adversity
- Ice chest need to be allowed. Not everyone can afford the drink prices.
- More people (promote more)
- Promote out of the valley and promote to non LGBTQ
- Events felt segregated, vip areas could be used for photo ops or meet and greets. Claytons had many small groups that made it feel very segregated, causing many to leave. Dancers should be catering both to men and women. Incentives to those attending all events for SPLASH

# 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 33.00 years with ages ranging from 18 to 71.

Most respondents were male (64%), relatively few were married (25%) and most had some type of college degree (53.2%) as shown in Figures 10 through 12, respectively.

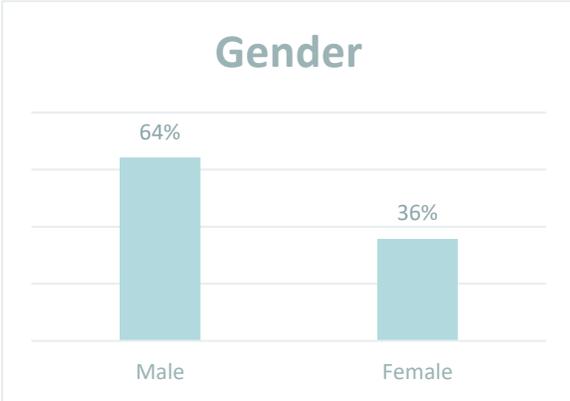


FIGURE 11. GENDER

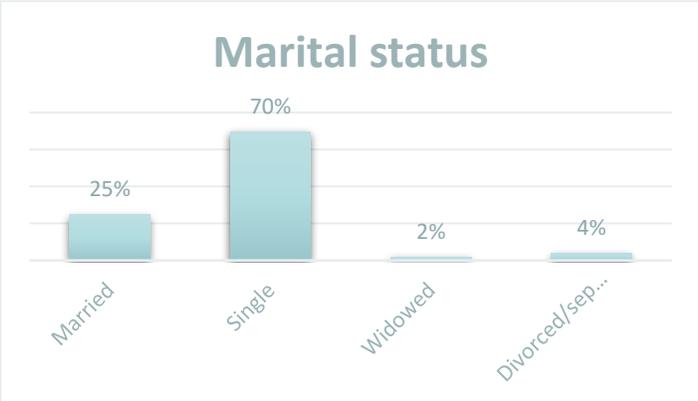


FIGURE 12. MARITAL STATUS

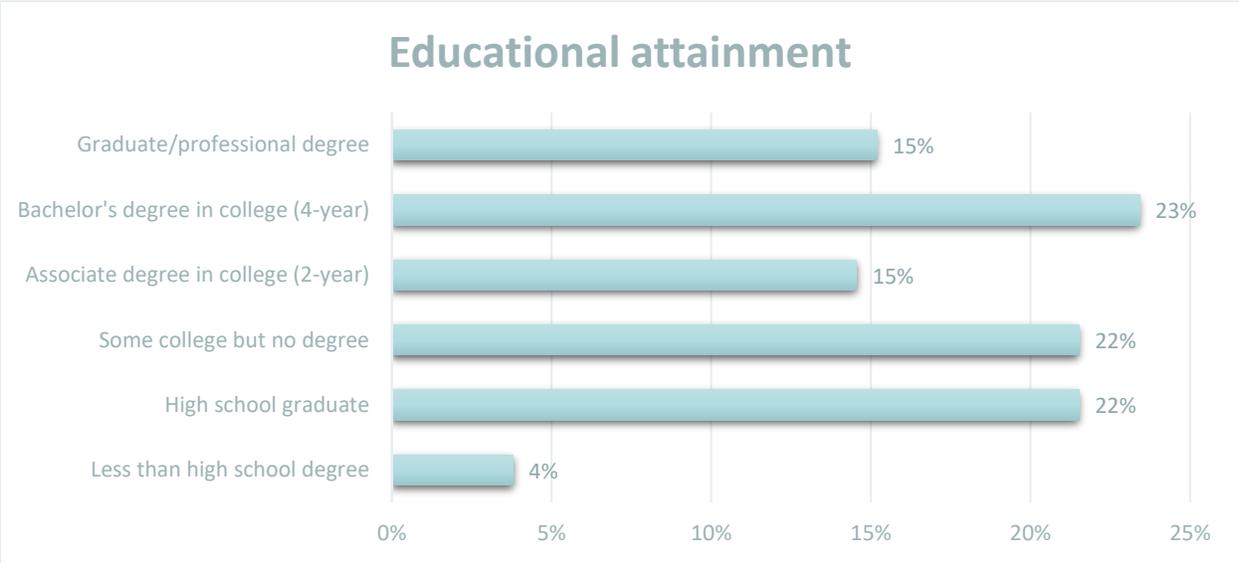
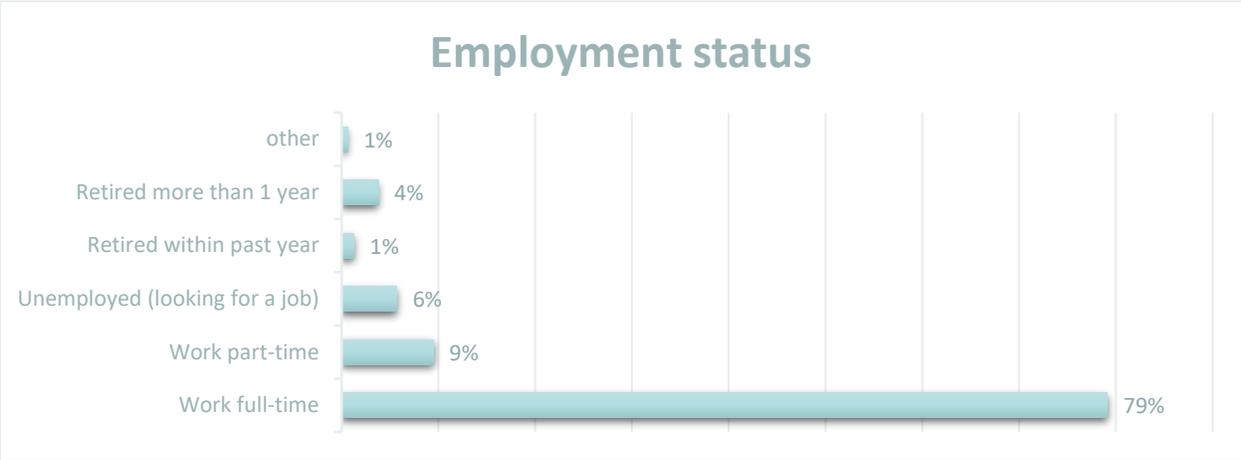


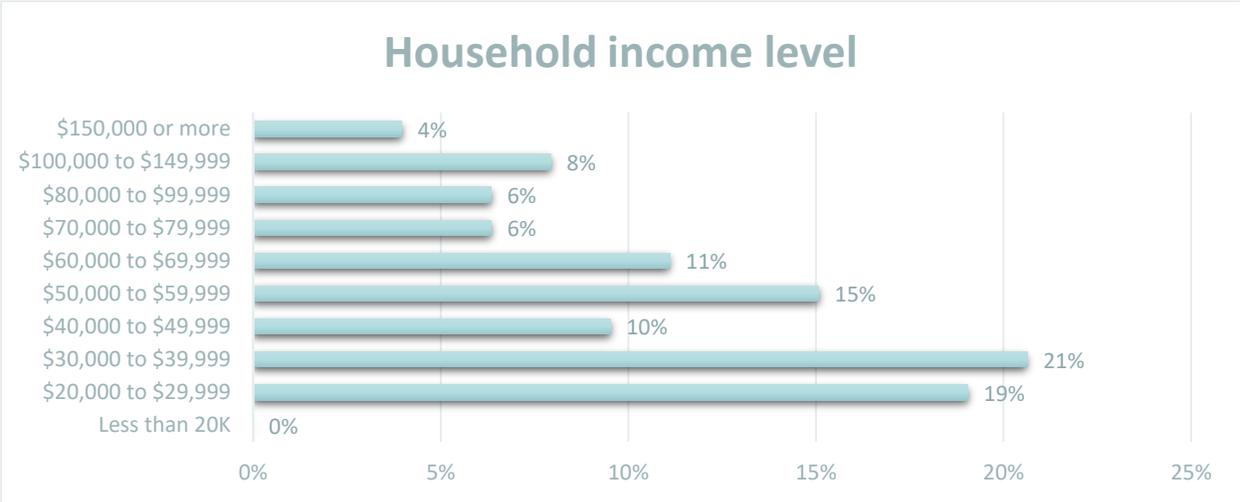
FIGURE 10. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (79%), although 9% work part-time and 5.1% are retired as seen in Figure 13.



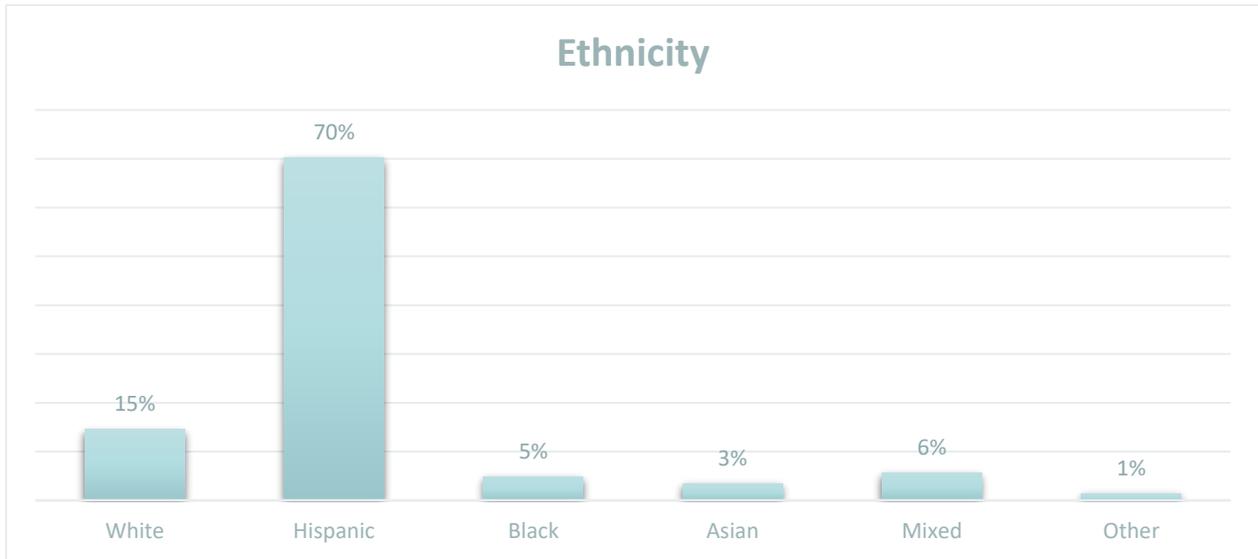
**FIGURE 13. EMPLOYMENT STATUS**

Most SPLASH study participants reported having a higher-than-average household income level: 51% indicated an annual household income above \$50,000 (Figure 14).



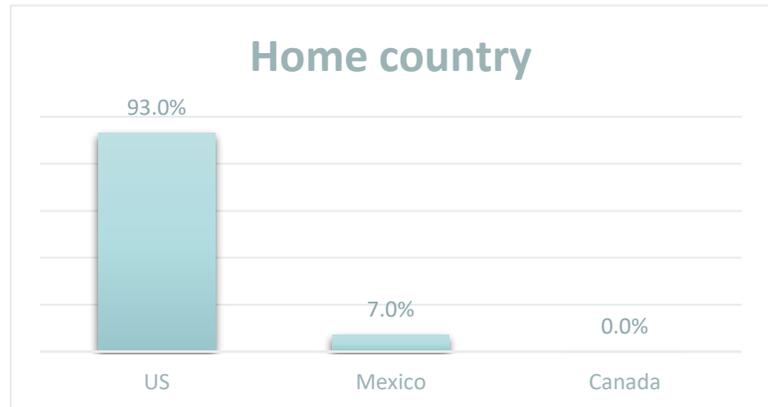
**FIGURE 14. HOUSEHOLD INCOME LEVEL**

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 70% of respondents considered themselves Hispanic while 15% 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 (93.0%) and 7.0% 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.

SPLASH was held from Thursday, April 25<sup>th</sup> through Sunday, April 28<sup>th</sup>. This means that event attendees could have spent the night on SPI from Thursday through Saturday nights. The following figures show the hotel metrics for the Thursday-Saturday period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the three-night period this year was 78.6%, as compared to 74.3% last year, which is 6.6% above the same day-period last year. This year’s event period was above the week average (72.2%) as well as the 28-day rate of 65.5% as seen in Figure 17.

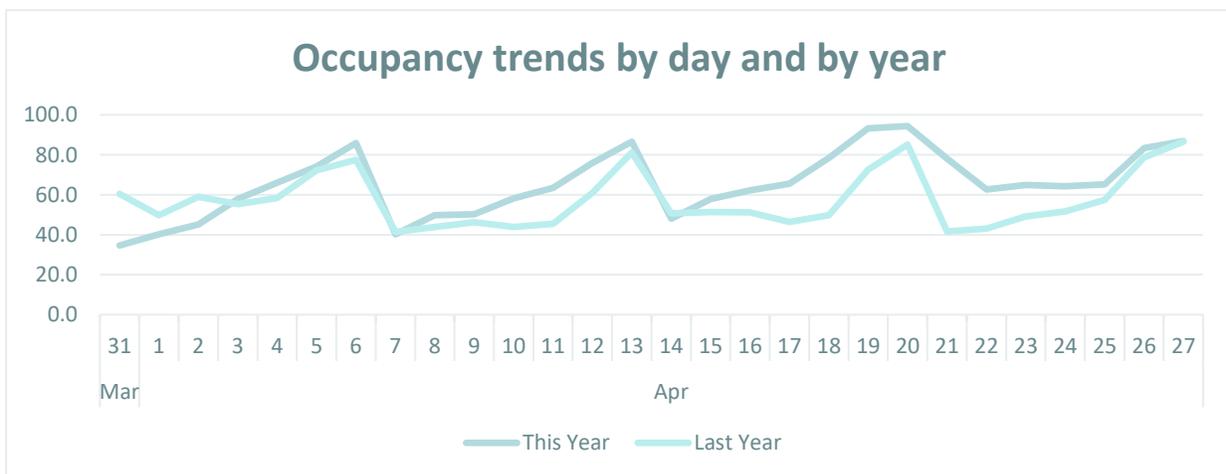
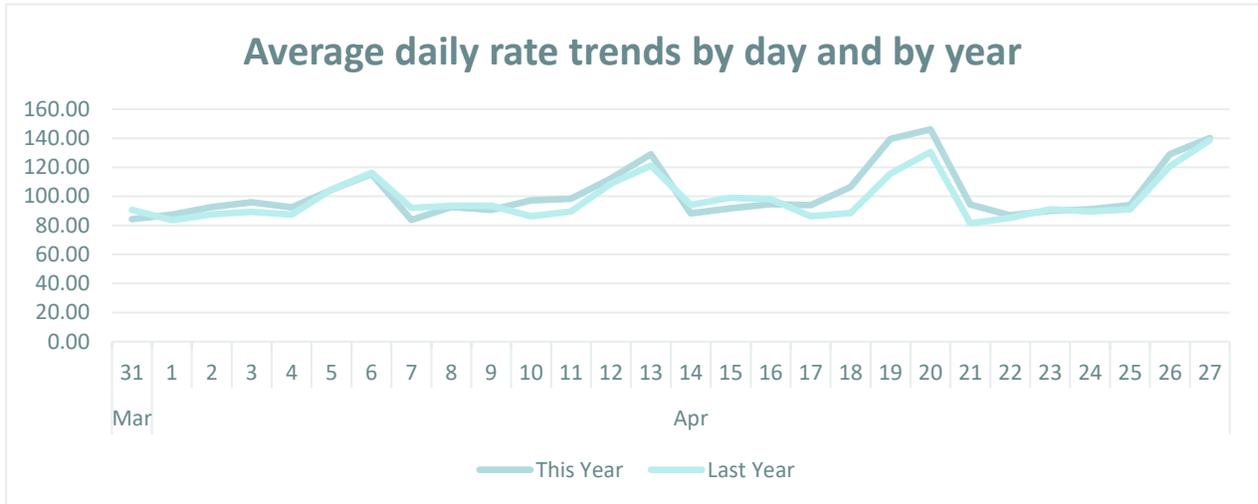


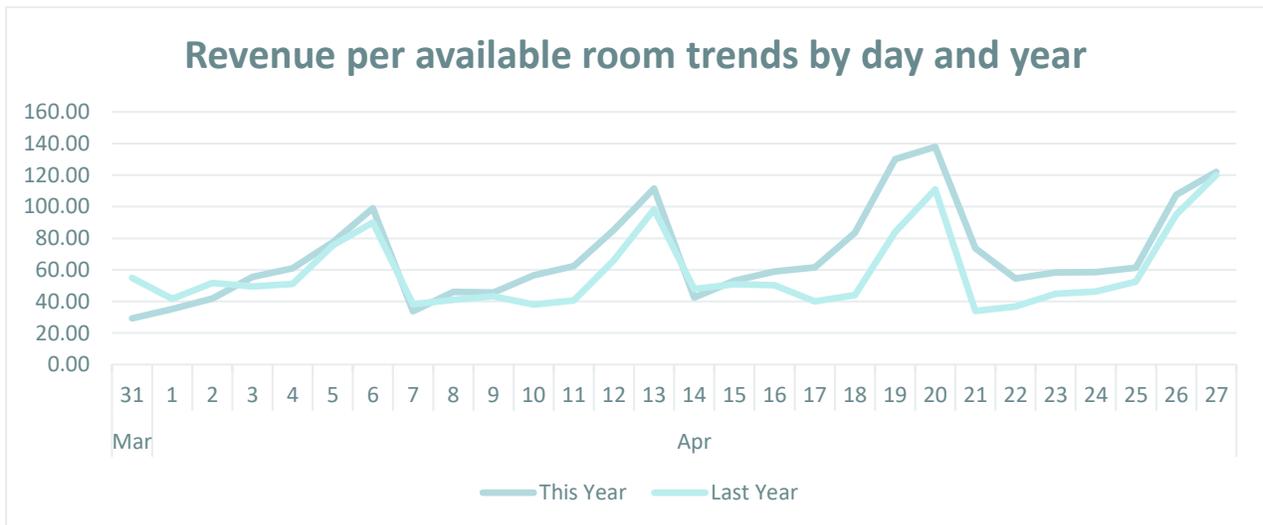
FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for this year’s event period was \$121, 3.7% above room rates compared to \$117, 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 (\$106) and higher than the 28-day period (\$102) as shown in Figure 18.



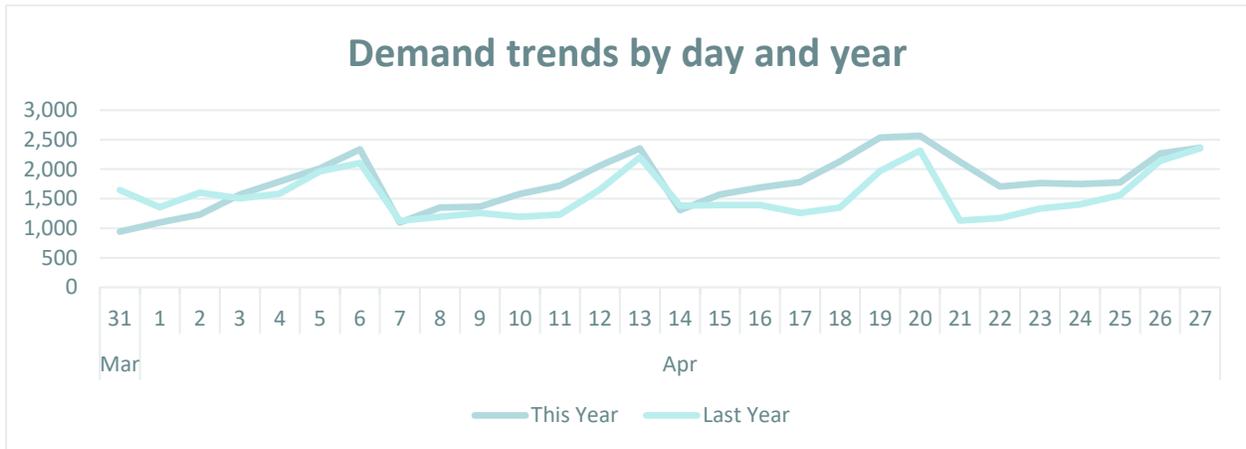
**FIGURE 18. AVERAGE DAILY RATE**

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the three nights of the event was \$97, which is 10.6% above last year’s same-period average of \$89. This year’s RevPAR, was also above the average week rate (\$78.6) and this year’s 28 day-period rate of \$69.4.



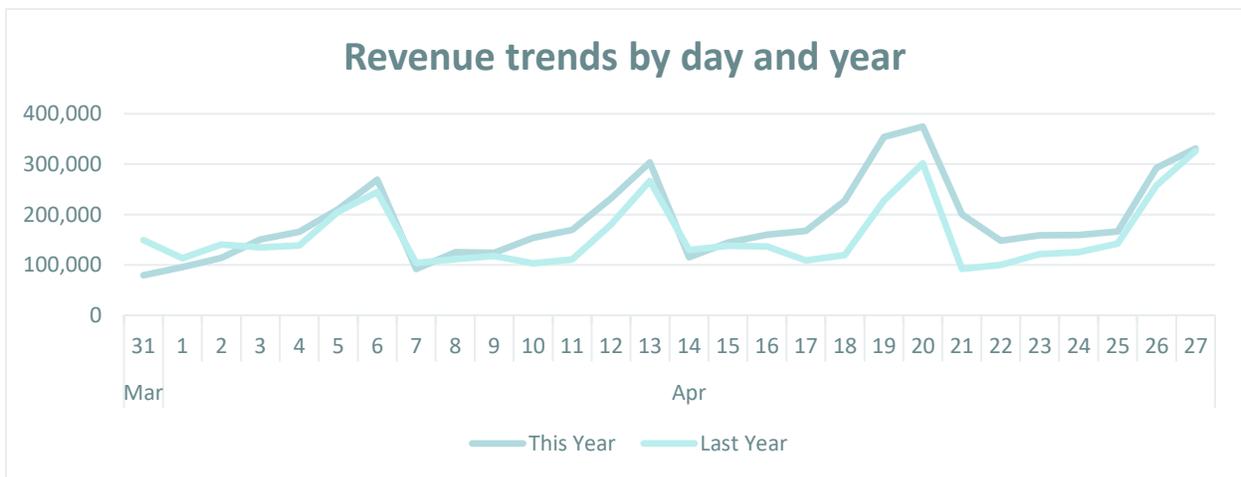
**FIGURE 19. STR REVPAR BY DAY AND YEAR**

Similar to the other trends, the demand trend in Figure 20 shows an increase this year over last year. Room demand for this year's event period was 2,135 rooms as compared to last year's same three-night period average of 2,019 rooms, an increase of 6.6%. Room demand during event nights was also above the daily average demand for the month (1,839) and for the week (1,963).



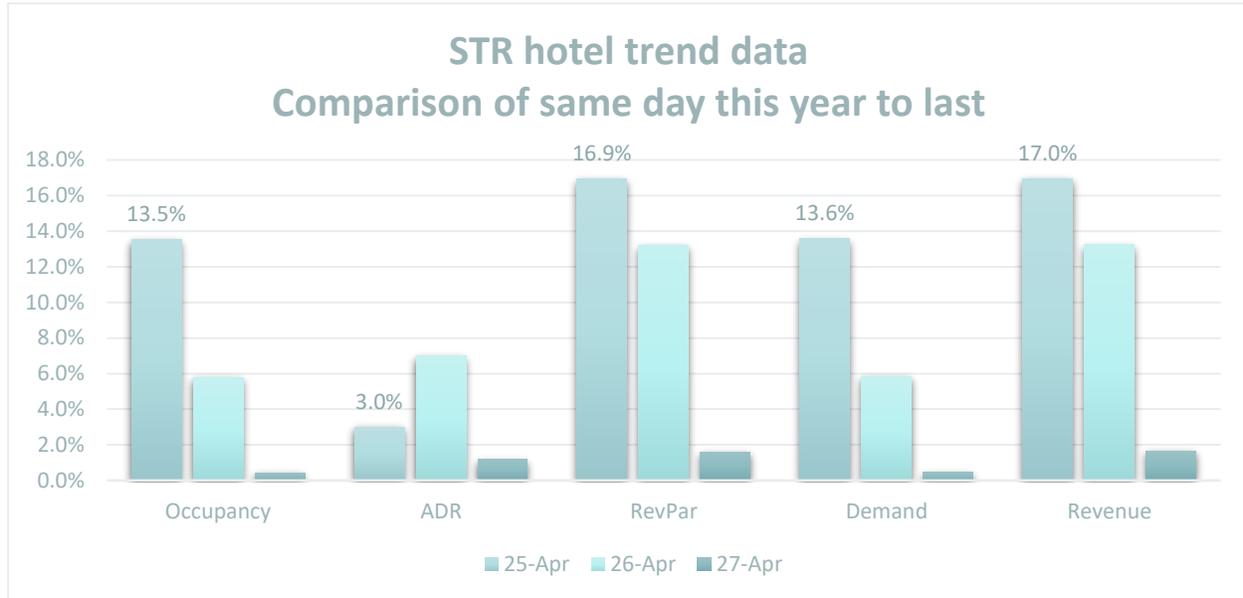
**FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR**

Total lodging revenue for this year's event-period was also higher than last year's by 10.6%. This year's SPLASH nights' revenue averaged \$263,503 whereas last year's same-days revenue was \$1,166,055 as seen in Figure 21. The average revenue is also higher than this year's 28-day-long average revenue (\$188,717) and for the week (\$208,084).



**FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR**

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the nights that SPLASH attendees would have spent the night on the Island. All the metrics examined for the three-night period were significantly higher this year than last year.



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

The STR data suggests that SPLASH 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 in differences in the 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 attributable to SPLASH 2019 which took place from Thursday, April 25th through Sunday, April 28<sup>th</sup> 2019. The four-day event featured eight different activities and was expected to attract 3,000 with about 2,700 staying in South Padre Island lodging. 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 212 completed surveys resulted in 160 useable responses for the analysis.

The study sample was comprised of predominately single males who were an average of 33 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identified ethnically as Hispanic and were from the US. The average household came to the event with 2.20 people, had traveled an average of 227 miles and 73% spent the night on SPI for an average of 2.44 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 286 SPI room nights. STR data suggests that lodging metrics for the nights of the 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 \$233.24 event attendees spent a total of \$37,318 on lodging, resulting in about \$3,349 the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$20,797, which should yield \$384 to the City at a tax rate of 2%. The \$39,011 spent in all other categories should provide the City with \$721 in sales tax revenue. Together, SPLASH participants spent \$97,126, generating \$9,980 in total sales tax with \$4,454 the City's share. Considering only the City's share of the hotel tax revenue, the City lost -\$9,151 or -73.2% on their \$12,500 investment. Considering all tax revenue from all spending, the City should receive \$4,454 in taxes for a total loss of -\$8,046 or a -64.4% loss on the cash investment provided to the event organizer. However, most SPLASH 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

### Splash 2019 Survey

This survey is to understand your household experience and spending during **Splash 2019**. *The one person, older than 18, best able to report on spending for all people in your household* 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](mailto:businessresearch@utrgv.edu) or call 956.665.2829 for questions.

- Have you or someone else in your household already completed this survey?  Yes  No If yes, return this survey.
- Did you come to South Padre Island specifically for Splash?  Yes  No
- About how many miles did you travel to attend the event? \_\_\_\_\_ miles
- Which of the following best describes your participation in Splash? (Check all that apply)
  - Attendee  Event volunteer/staff
  - Event sponsor/vendor  Did not attend
  - Other \_\_\_\_\_ (write in answer)
- Including yourself, how many people from your household attended the event? \_\_\_\_\_ Number in household
- How many nights did you (or will you) spend on **SOUTH PADRE ISLAND** while attending Splash? \_\_\_\_\_ nights
- Where are you staying (or did stay) while on South Padre Island for Splash?
  - Hotel/motel  Rented condo/beach house
  - Campground/RV park  Rented a room
  - My own SPI residence  Friend/family residence (unpaid)
  - Not spending the night  Other (please specify) \_\_\_\_\_
- Which Splash events will you attend? (check all that apply)
  - THR April 25 Welcome Party  SAT April 27 Splash Party
  - FRI April 26 Wild Pool Party  SAT April 27 A Night in White
  - FRI April 26 Starz  SUN April 28 Pride Parade
  - SAT April 27 Wild Pool Party  SUN April 28 Farewell Party
- 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 total dollar amounts spent on SPI)	
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)	\$ _____
- 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
- How likely are you to return to South Padre Island for a vacation at some time in the future?
  - Extremely likely  Somewhat likely  Neutral
  - Somewhat unlikely  Extremely unlikely
- How satisfied are you with your overall South Padre Island experience?
  - Extremely satisfied  Somewhat satisfied  Neutral
  - Somewhat dissatisfied  Extremely dissatisfied
- How satisfied are you with Splash?
  - Extremely satisfied  Somewhat satisfied  Neutral
  - Somewhat dissatisfied  Extremely dissatisfied
- What suggestions do you have for improving SPLASH 2019 or your stay on South Padre Island? (write on back)
- What is your home zip or postal code? \_\_\_\_\_
- What is your home country?
  - US  Mexico  Canada  Other \_\_\_\_\_
- What is your age? \_\_\_\_\_ (years of age)
- What is your gender?  Male  Female  Gender diverse  Prefer not to answer
- What is your marital status?
  - Married  Single  Widowed  Divorced/separated
- What is your highest educational attainment?
  - Less than high school  Associate's degree
  - High school graduate  Bachelor's degree
  - Some college, no degree  Graduate/professional degree
- What is your current employment status?
  - Work full-time  Retired within past year
  - Work part-time  Retired more than 1 year
  - Unemployed (looking for a job)  Other (Please specify)
- What is your combined annual household income?
  - less than \$20,000  \$60K-\$69,999
  - \$20K-\$29,999  \$70K-\$79,999
  - \$30K-\$39,999  \$80K-\$99,999
  - \$40K-\$49,999  \$100K-\$149,999
  - \$50K-\$59,999  \$150,000 or more
- What is your ethnicity? (Select all that apply)
  - White  Hispanic  Mixed
  - Black  Asian  Other \_\_\_\_\_

Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.

Name: \_\_\_\_\_

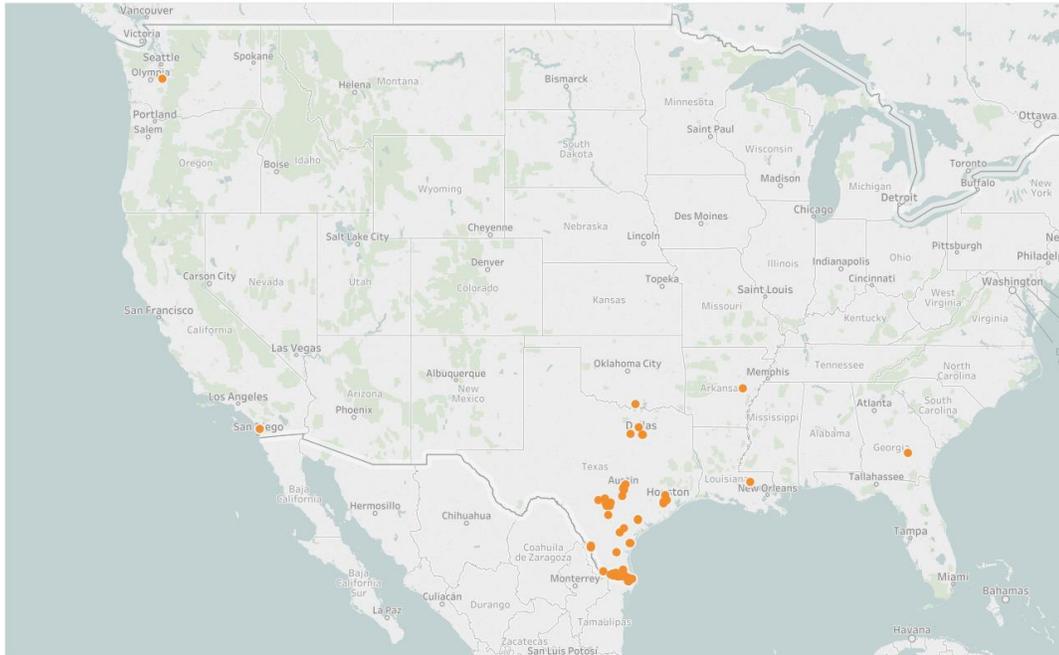
Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

Winners will be notified no later than 1 week after event.

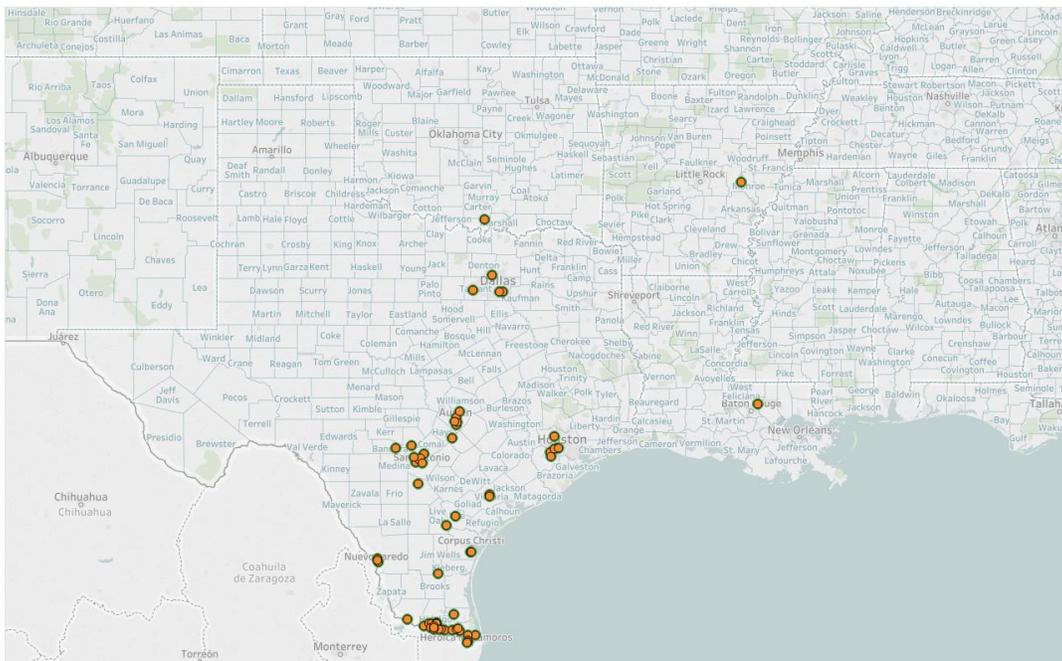
# Appendix B: Zip code map

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.