

2019 Winter Outdoor Wildlife Expo



Event Attendance

1,325 attendees
323 unduplicated
households
105 room nights
8.7% change in event days
YoY occupancy



DEMOGRAPHICS

Average age 49.1
Average Income:
69%
\$50,000 or more

\$2,000

CVB Investment

\$89,636

Total Spending

\$277

spending per
household



2.48 visitors per
household

1.15 nights
spent on SPI

City tax share

10.5% Lodging = \$4,343
2% F&B sales tax = \$209
2% Other sales tax = \$553
Total = \$5,105

Total tax ROI = 155.2%
Lodging only ROI = 117.1%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

84.4

86.7%

93.3%

93.3%

Likely to
return

Satisfied
with SPI

Satisfied
with event