

# SPI Marathon Nov. 2017



## Event attendees

1516 registered for event  
150 spectators  
150 volunteers/staff

## DEMOGRAPHICS

Average age 40



Average  
household  
Income:  
75.9%  
\$50,000 or more

2.57 visitors per  
household

2.14 nights  
spent

**\$24,364**

F&B sales tax

**\$750**

average spent per  
household



**\$1,249,500**

**TOTAL SPENDING**

**\$24,144**

City HOT

**\$97,887**

Total sales tax



**69.2**

NET PROMOTER SCORE  
likely to recommend  
South Padre Island

**94.6%**

likely to return

