

2018 Lights over Padre



Event Attendance

1,606 attendees
384 households
81 room nights
-13.5% change in event
day YoY occupancy



DEMOGRAPHICS

Average age 41.8
Average Income:
53.8%
\$50,000 or more

\$7,000
CVB Investment

\$96,871
Total Spending

\$252

spending per
household



City tax share

10.5% Lodging = \$2,201
2% F&B sales tax = \$632
2% Other sales tax = \$704
Total = \$3,538

4.18 visitors per
household

.81 nights spent
on SPI

Total tax ROI = -49.5%
Lodging only ROI = -68.6%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

87.0

92.2%

Likely to
return

95.2%

Satisfied
with SPI

91.6%

Satisfied
with event