



Padre Jailbreak Beach Escape



May 5, 2018

Event Economic Impact Report

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

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Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 Padre Jailbreak Beach Escape held on Saturday morning, May 5th. Promoted by RunTheJailbreak.com with \$30,000 funding support from the SPI Convention and Visitors Bureau (CVB), organizers reported expecting about 8,000 people with about 47% of them spending the night on South Padre Island, although past Jailbreak events had experienced 2,000+ room nights. To examine the spending of the Padre Jailbreak participants on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite to 348 contacts resulting in 322 useable responses from unique households on the Island specifically for Padre Jailbreak.

Demographically, the Padre Jailbreak study sample had an average age of 35 years, was predominately female (62.6%), many were married (49.5%), with at least some college education (88.5%), works full-time (85.2%) and was primarily Hispanic (87.3%). In terms of household income, 60.5% of the survey sample reported an income above \$50,000. Survey respondents were primarily from the US (93.8%) with 5.9% from Mexico. On average, survey participants traveled an average of 86 miles with an average of 2.26 people and spent 1.02 nights on SPI during the event. A large percentage (91.8%) of survey respondents are considered promoters of the Island to others, resulting in an excellent net promoter score of 90.5 and are likely to return to SPI for a future vacation (90.7%). Most respondents were satisfied with their SPI stay experience (97.9%) and with the event (93.5%).

Importantly, the survey analysis found that the 1,685 household groups attended the Padre Jailbreak event and spent an estimated average of \$349 per household while on the Island for a total spending of \$588,169. This total spending resulted in \$60,635 in total sales tax revenue with the city's share of taxes amounting to \$27,175. This means that the 2018 Padre Jailbreak Beach Escape resulted in a 31.5% loss on the City's 10.5% share of HOT and a 9.4% loss on the City's 2% share of all taxes from the \$30,000 cash invested by the CVB in the event.

Separately, lodging is the highest per household expenditure category with 62% of study respondents spending at least one night on the Island and staying an average of 1.02 nights. This resulted in about 1,057 total room nights, most of which were in hotels (47.8%) and condominiums or beach houses (25.6%). With the average weighted lodging expenditure of \$136 per household that spent the night on the Island, revenue from lodging was a total of \$228,826. Of the total lodging expenditure, 17% or \$33,248 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$20,536, is the City's share of the HOT. Moreover, the estimated total spending on food and beverage of \$129,188 resulted in about \$9,846 in taxes at the 8.25% rate or \$2,387 at the City 2% tax rate. The combined City's share of all the HOT, food and beverage taxes and taxes on all other expenditures is \$27,175, which represents a deficit of \$2,825 or a -9.4% loss on the \$30,000 cash investment provided to the Padre Jailbreak organizer.

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Padre Jailbreak Beach Escape: Economic Impact

Introduction

The Padre Jailbreak Beach Escape was held on the SPI beach on Saturday morning, May 5, 2018 at Clayton's Beach Bar on South Padre Island. The Jailbreak is a 5K run on the beach with 20 obstacles and is billed as "a Texas sized beach party!" The race course is shown in Figure 1. The run begins and ends at Clayton's and race participants could pick up their race packets on race day at Clayton's beginning at 7:30am. The race start times were to proceed in waves of 30 minute increments beginning at 9:00am and ending with the last wave at 12noon.

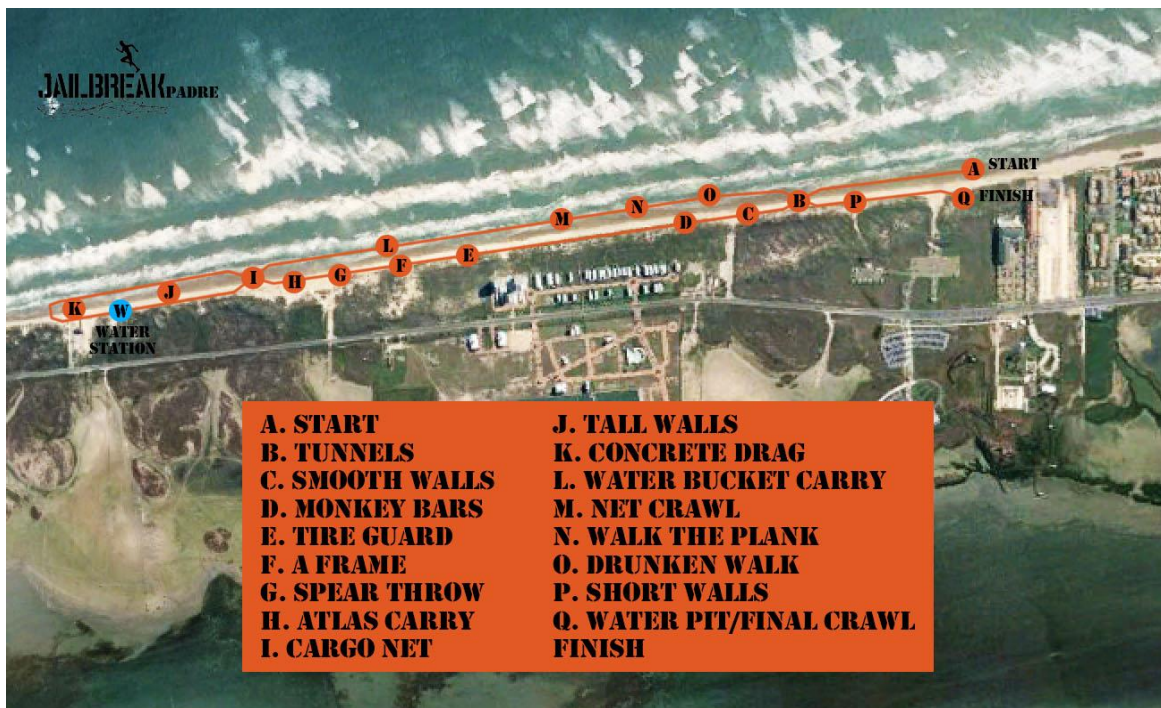


FIGURE 1. PADRE JAILBREAK ESCAPE COURSE MAP

The Jailbreak was organized by Tim Scrivner who received \$30,000 to help fund the event. The sponsor expected to create five to seven press releases, spend \$5,000 on radio, \$3,000 to \$5,000 on TV and \$20,000 plus on website and social media. Marketing efforts were expected to reach Texas residents, primarily in the Rio Grande Valley, San Antonio, Austin, Houston, Dallas-Fort Worth and Corpus Christi areas.

According to the sponsor, past Jailbreak events yielded for 2015, 2016 and 2017 an estimated 2,000+, 2,000+ and 2,300 hotel rooms, respectively. For this year's event, the organizer expected to attract more than 8,000 attendees with about 47% of those staying in SPI lodging.



Method

To estimate the economic impact of the 2018 Padre Jailbreak Beach Escape, UTRGV researchers conducted a survey (see Appendix A) among Jailbreak attendees on SPI on May, 5th during registration and during the race from 8:00pm to noon. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered other promotional products which substantially helped to recruit respondents. Respondents were asked to complete the survey by paper on clipboards although event participants were also given note cards (see Figure 2) inviting online survey participation as they entered the registration area.



FIGURE 2. HARD COPY NOTE CARDS USED TO ENCOURAGE ONLINE SURVEY COMPLETION

Interviews

A total of nine trained interviewers, the project manager, a supervisor, and a drone operator attended the Padre Jailbreak Beach Escape held at the Clayton's Beach Bar beginning at 8:00am. All interviewers were highly visible by wearing bright orange t-shirts and visors. Interviewers randomly approached potential respondents in a professional manner and administered the paper survey on



clipboards to facilitate survey administration then later were to enter data into the online link. Event attendees were also given a note card (1,000 were distributed) with a link to the online survey as shown in Figure 2. This methodology yielded 348 responses with 20 of them online. However, 26 questionnaires were discarded for being completed by multiple households, for not being on the Island for the event or for being under 18. The result is 322 useable questionnaires for analysis.



Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the event organizer provided a listing of the names and zip codes event registrants. The listing included 3,193 names with 1899 zip codes; however, the organizer noted that an additional 40 registered onsite and 51 kids registered for a total number of 3,284 registered event participants. Additionally, drone pictures were taken of the race start and finish line at about 30 minute intervals to correspond with 30 minutes race start



FIGURE 3. DRONE PHOTOS OF START AND FINISH LINES

waves from 8:00am to 12noon. As shown above, the average count was 465 people with a range of 406 to 532 at the peak time with a total race count of almost 2,800 people.

Finally, the interview team counted 4,000 people entering Clayton's Beach Bar deck where event participants checked in between the hours of 8:00am and 12:00noon. However, some of those counts were duplicates—people who left then returned--according to the people counter.



Using the organizer's report of 3,284 registered participants and applying the distribution of attendee participant types found in the survey (Figure 4), the number of people who specifically attended Padre Jailbreak Beach Escape is estimated at 3,810. As Figure 4 shows, 85.7% of respondents indicated being a registered runner, 11.2% were spectators, 2.5% were event volunteers or staff and the .06% were not at Clayton's Beach Bar for the Jailbreak event.

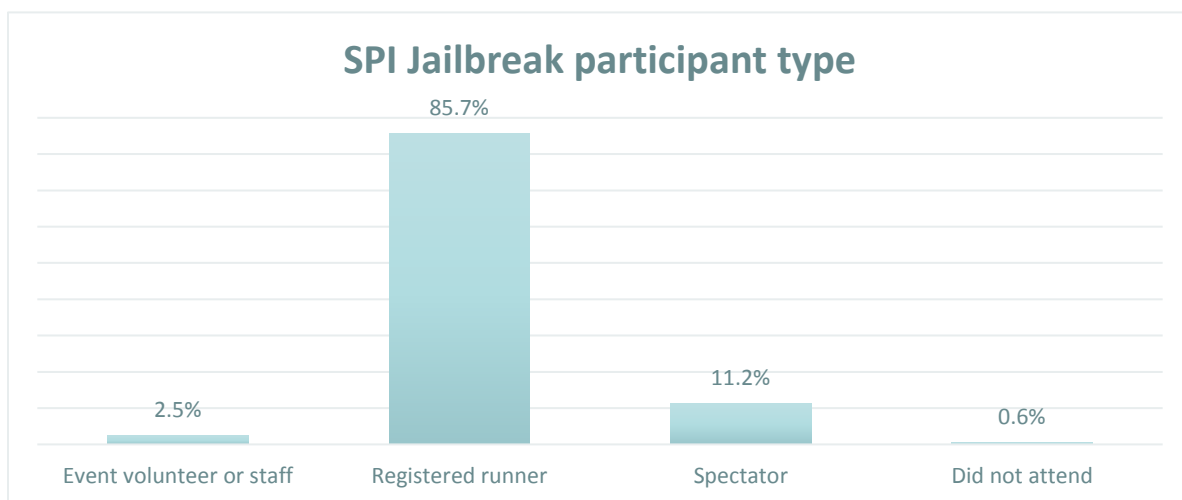


FIGURE 4. EVENT PARTICIPANT TYPE

To determine the number of **households** at the event, the total number of attendees (3,810) is divided by the average number of household as found in the survey (2.26, see Figure 5, p7). Therefore, the total number of households is estimated at 1,685.

Results

In all, the onsite interview team completed 323 questionnaires and 20 questionnaires were completed online. After deleting 26 responses as from duplicate households, for age, or for not being on the Island for the event, 322 responses were included in the analysis. Given the estimate in this study of 1,685 households attending the Padre Jailbreak, the interview response rate was 20.6%, which is sufficient to be at least 95% confident that the results vary by plus or minus 5.0%.

Survey participants and SPI stay characteristics

The following results are for all 322 unduplicated survey respondents who specifically came to SPI specifically to attend the Padre Jailbreak Escape event

Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they spent the night while at Padre

Jailbreak. Data featured in Figure 5 shows that, on average, study participants traveled 86 miles to attend the event, although distances traveled ranged from 1 to 1,300 miles.

Figure 5 also shows that the average household size was 2.26 people although the

number per household ranged from 1 to 11. The average number of nights spent on SPI for Jailbreak is 1.02 nights with a range of 0 to 7 nights.

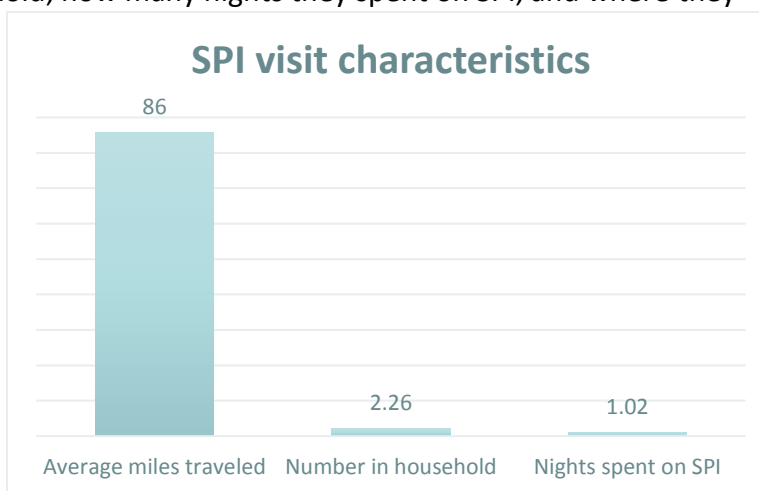


FIGURE 5. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 6 breaks down the number of nights spent on SPI and shows that most respondents spent one (29.4%) or two (27.4%) nights on the Island and that 38.3% did not spend the night on the Island for Padre Jailbreak.

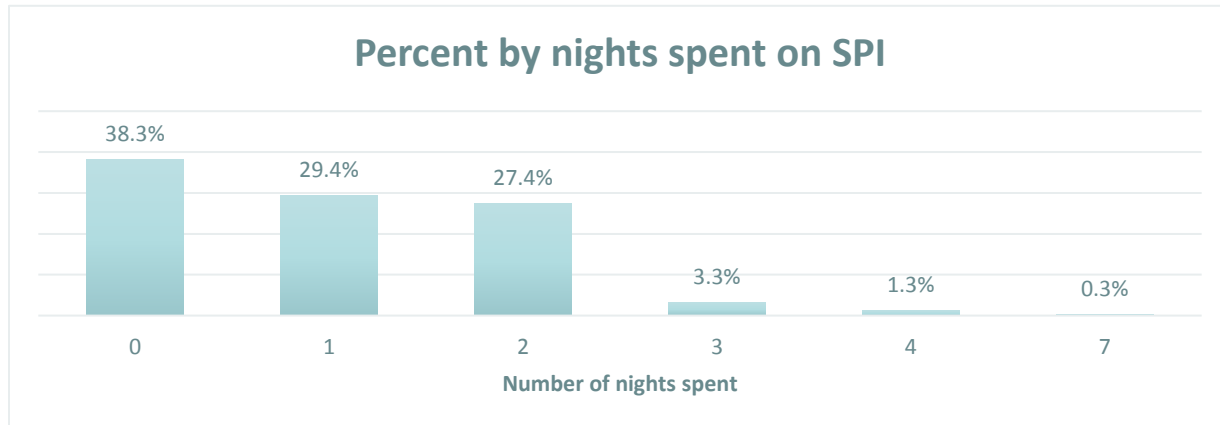


FIGURE 6. PERCENTAGE SPENDING THE NIGHT ON SPI

For those respondents who spent the night on the Island, Figure 7 shows the types of lodging used. Most of the Island stayers spent the night in a hotel/motel room (47.8%), while 25.6% rented a condominium or beach house, 5.9% rented a room and 6.4% stayed at their own SPI residence.

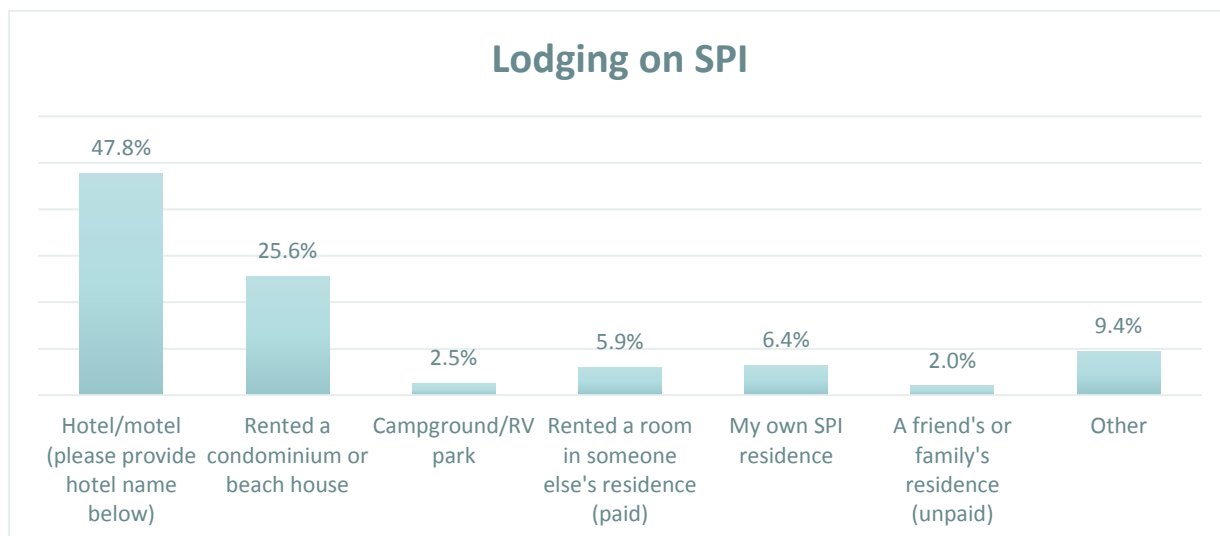


FIGURE 7. TYPE OF LODGING

Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 1, indicate that the average amount spent on lodging for the stay duration was \$220 with a weighted average of \$136 when considering that 62% of respondent households spent money on lodging. Average spending on food and beverages was \$89 with a weighted average of \$77. In total, Jailbreak attendees spent a total average of \$588,169 with the sum of the weighted average of spending at **\$349 per household** for the time they were on South Padre Island for the 2018 Padre Jailbreak Beach Escape.

The total spending on South Padre Island that is specifically attributable to Padre Jailbreak is determined by multiplying the 1,685 identifiable households (see p6) by the total weighted \$349 per household spending while on South Padre. The result is a total, direct spending by Padre Jailbreak attendees of **\$588,169** on South Padre Island (see Table 1).

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending	Total spending per household
Food & Beverages	\$ 89	0.86	\$ 77	\$ 129,188
Night life	\$ 79	0.36	\$ 29	\$ 48,238
Lodging	\$220	0.62	\$136	\$ 228,826
Attraction entertainment	\$ 90	0.20	\$ 18	\$ 29,808
Retail	\$ 64	0.29	\$ 18	\$ 30,928
Transportation	\$ 42	0.63	\$ 26	\$ 44,511
Parking	\$ 22	0.07	\$ 2	\$ 2,669
Admission fees	\$ 45	0.11	\$ 5	\$ 7,992
Clothing	\$ 60	0.25	\$ 15	\$ 25,228
Groceries	\$ 64	0.32	\$ 20	\$ 34,273
Other	\$ 57	0.07	\$ 4	\$ 6,506
Total	\$831		\$349	\$ 588,169

The estimated direct spending on South Padre Island as attributed to the 2018 Padre Jailbreak Beach Escape is \$588,169 within a confidence interval of plus or minus \$29,400 given the assumptions of a random sample selection. This spending resulted in total taxes of about \$60,635; with \$27,175 as the City's share. With a CVB investment of \$30,000 in the event, this represents a \$2,825 loss (-9.4%) on all City taxes derived from the event and a 31.5% loss on the City's 10.5% share of HOT attributable to Padre Jailbreak.

Spending on food & beverage and lodging

The survey results indicated 86% of respondents spent an average of \$89 per household for food and beverages (F&B) (see Table 1). This means that Jailbreak attendees spent a total weighted average of \$129,188 on F&B. With an 8.25% tax rate, this amount resulted in about \$9,846 in total sales tax collected from F&B spending, of which \$2,387 is the City's 2% tax rate share.

The survey results also indicated that 62% of respondents spent an average of \$220 for a weighted average spending of \$136 per household on lodging over an average of 1.02 nights (see Figure 5, p7) spent on SPI for Padre Jailbreak. These statistics indicate that the event generated about 1,057 room nights for a total of about \$228,826 spent on lodging. This amount of spending results in total HOT taxes collected of about \$33,248 at a 17% HOT tax rate or \$20,536 to the City of South Padre Island for their 10.5% share of the HOT taxes collected.

Padre Jailbreak attendees accounted for 1,057 room nights and spent \$228,826 ± \$11,440 while on the Island for the event.

The CVB provided \$30,000 cash to the Padre Jailbreak Beach Escape organizer. As summarized in Table 2, for this investment, the city of South Padre Island should recover 10.5% of the HOT

tax or \$20,536, which represents a 31.5% loss on the investment. Other spending by event attendee households on the Island includes \$120,188 on F&B and \$230,155 on other items. Thus, the total return in taxes to the City as a result of the Padre Jailbreak is estimated at \$27,175; \$2,825 below the \$30,000 invested in the event for a net loss on the investment of 9.4%.

TABLE 2. SPENDING, TAX REVENUE AND ROI

Spending category	Amount spent	Tax rate	Total sales tax	City's % share	City's \$ share	ROI on \$30,000
Lodging	\$ 228,826	17%	\$ 33,248	10.5%	\$ 20,536	-31.5%
Food & Beverage	\$ 129,188	8.25%	\$ 9,846	2%	\$ 2,387	
All other	\$ 230,155	8.25%	\$ 17,541	2%	\$ 4,252	
Totals	\$ 588,169		\$ 60,635		\$ 27,175	-9.4%

In summary, the taxes accrued to the City of South Padre Island as a result of the 2018 Padre Jailbreak Beach Escape is estimated at \$27,175 ± 5% for a loss on the \$30,000 investment of -\$2,825.



The SPI Experience

The next section of the survey asked Padre Jailbreak respondents 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 8 indicate that most study respondents (91.8%) are promoters of SPI while only 1.3 are detractors. This yields a net promoter score (NPS) of 90.5, which is excellent. For example, the hotel industry has a NPS of 39

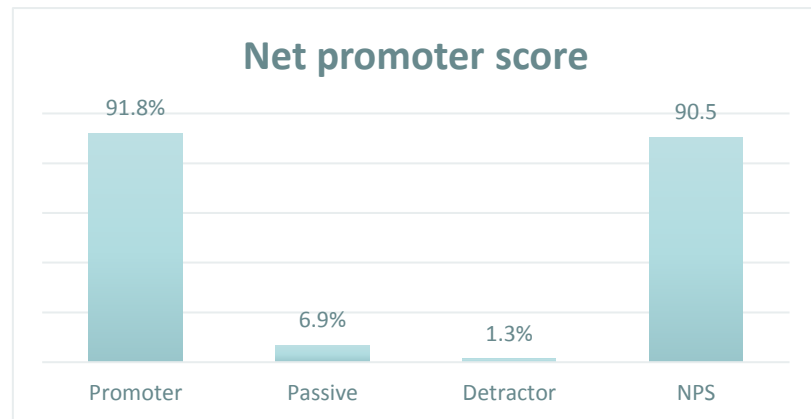


FIGURE 8. NET PROMOTER SCORE

(www.netpromoter.com/compare).

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 9) and how satisfied overall they were with their SPI experience (Figure 10) and with the event (Figure 11). Most respondents are somewhat likely or extremely likely to return to the Island

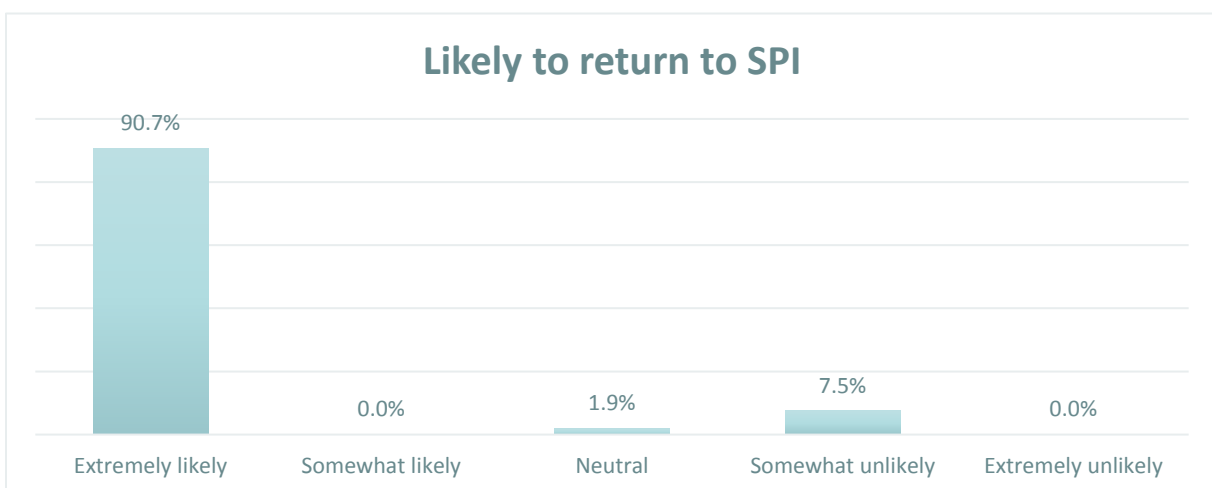


FIGURE 9. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

(90.7%) in the future and were extremely or somewhat satisfied (97.9%) with their SPI experience and most were satisfied with the Padre Jailbreak event (93.5%).

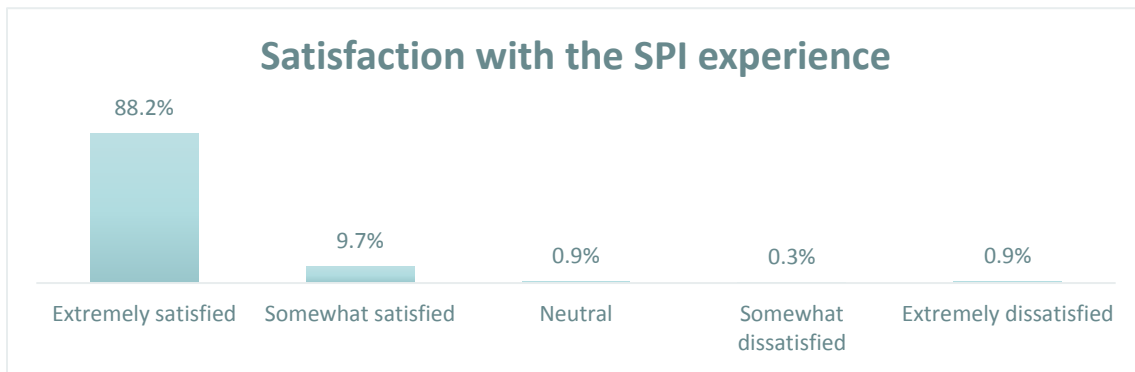


FIGURE 10. SATISFACTION WITH THE SPI EXPERIENCE

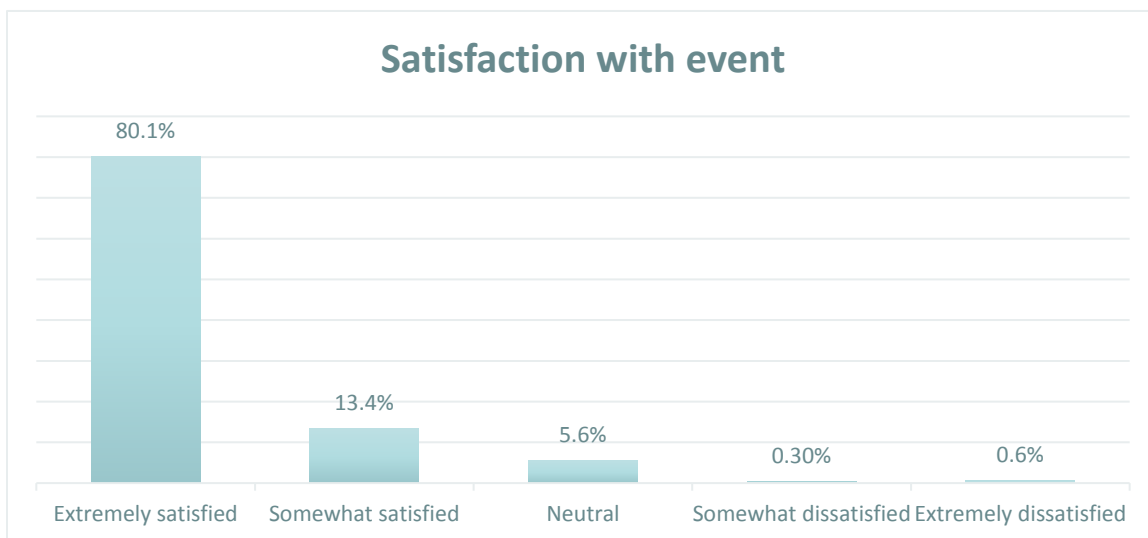


FIGURE 11. SATISFACTION WITH EVENT

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

- "More obstacles, more pictures!"
- Add ropes to all wooden walls to traverse so short people can accomplish.
Honor/recognize oldest and youngest team participants
- Better obstacles more
- Better parking
- Give a space for spectators
- Less obstacles
- More handicap parking please and enforce tags on violaters
- More obstacles on the jailbreak run
- More obstacles, or bring back some old ones like the foam slide and shower run.
Distance can be the same
- More obstacles. Pictures to share on web. Lower beer prices
- More Sponsors
- More stuff
- N/A
- Needs more obstacles. More challenging obstacles
- On the climbing obstacles have modified versions for people who aren't as advanced
- Padre needs to start competing price wise with Mexico's beach packages. You spend too much and get too little
- Parking
- Tell people to pick up their trash. Not enough trash bins
- They keep taking away obstacles only did it because a group paid and invited me. I'm a trainer and fitness instructor.
- Try evening runs. maybe start at 4pm or so

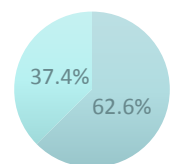


Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 35 years-of-age although ages ranged from 18 to 73. Most respondents were female (62.6%), a plurality were married (49.5%) and most had at least some college (88.5%) as shown in Figures 12 through 14, respectively.

Gender



■ Female ■ Male

FIGURE 12. GENDER

Marital Status

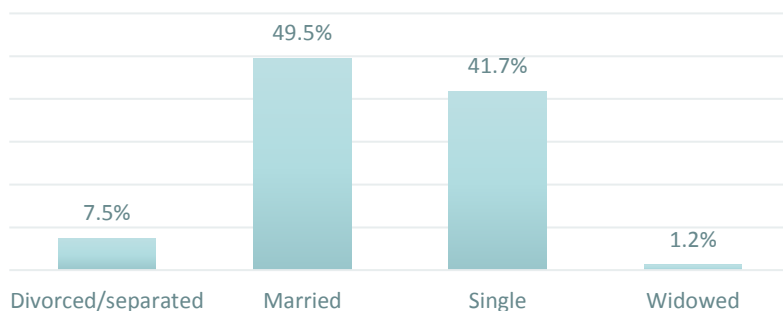


FIGURE 13. MARITAL STATUS

Educational attainment

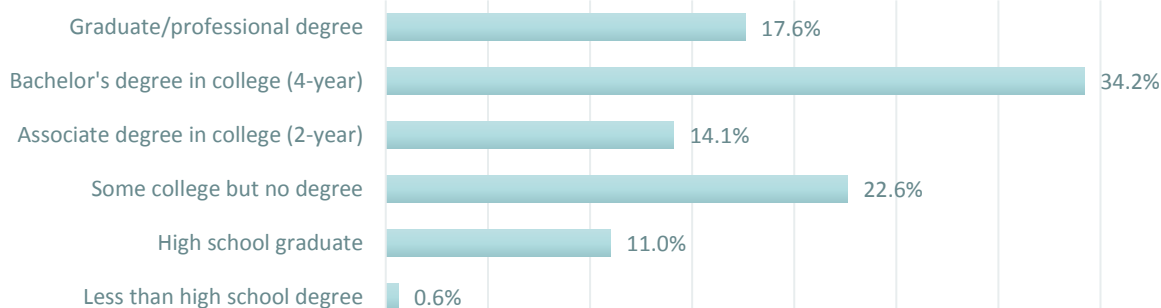


FIGURE 14. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (85.2%), although 8.2% work part-time and almost 2% are retired as seen in Figure 15.

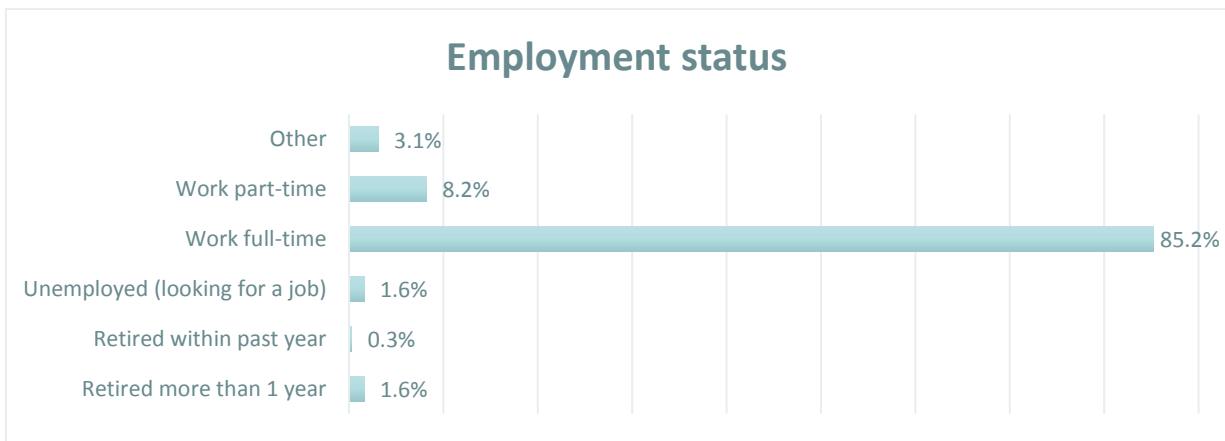


FIGURE 15. EMPLOYMENT STATUS

Most study participants of Padre Jailbreak reported having a higher-than-average household income level; 60.5% indicated an annual household income above \$50,000 (Figure 16).

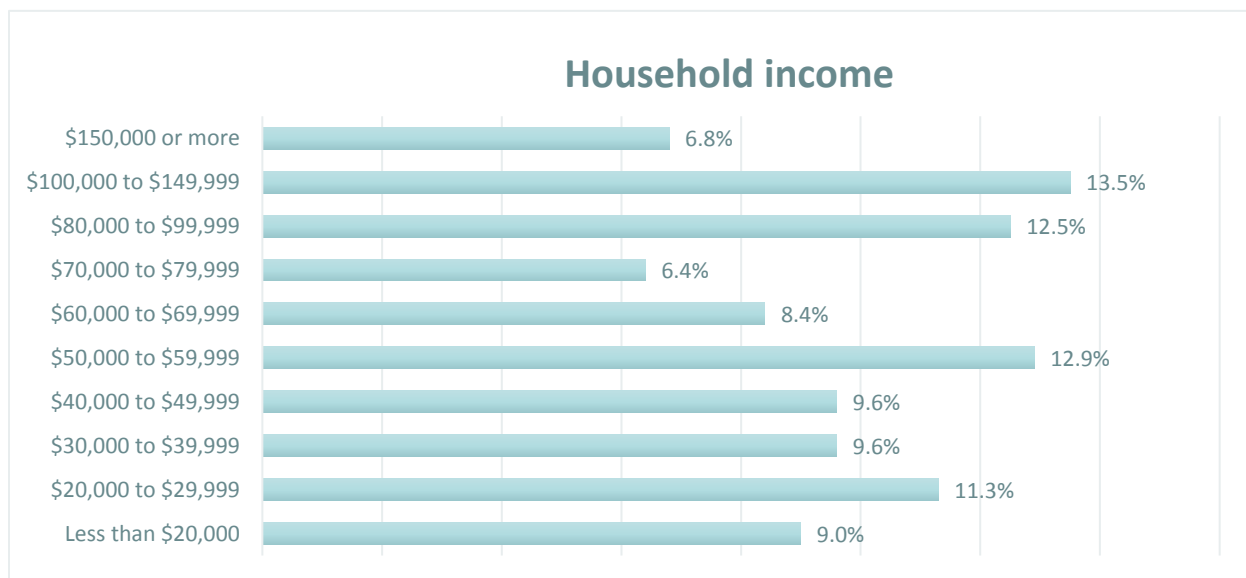


FIGURE 16. HOUSEHOLD INCOME

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Results in Figure 17 show that 87.3% of respondents considered themselves Hispanic while 8.9% indicated being white.

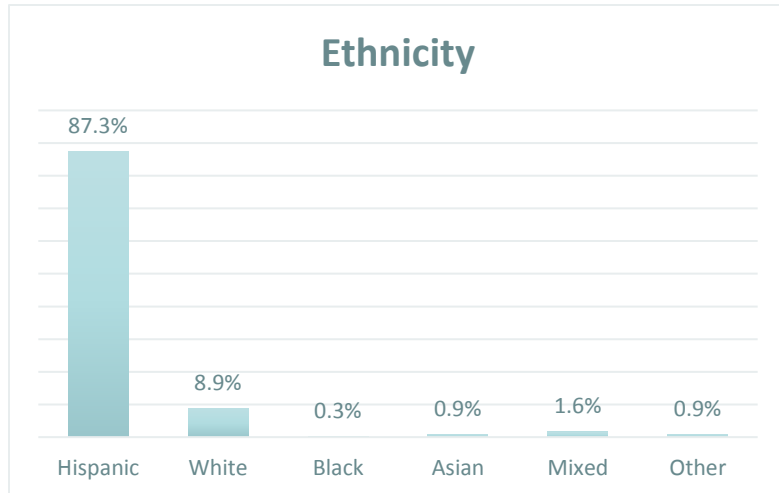


FIGURE 17. ETHNICITY

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 (93.8%). About 5.9% indicated being from Mexico and one respondent was from Peru as shown in Figure 18.

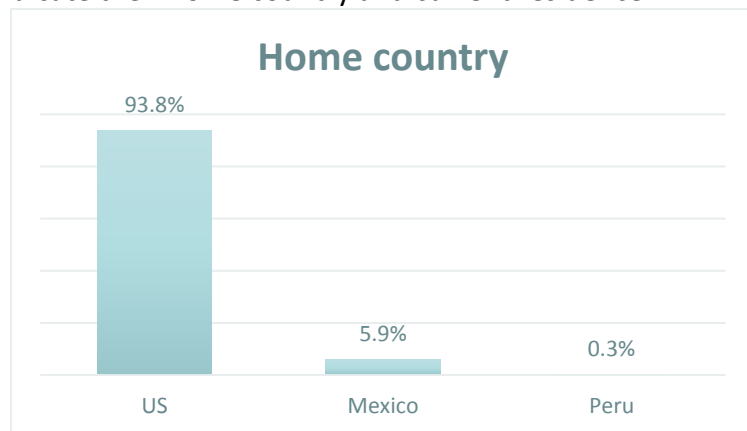


FIGURE 18. HOME COUNTRY

The specific zip or postal codes of event registrants as provided by the event organizer as well as the zip codes of study respondents are listed in Appendices B and C.

Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 3 about Padre Jailbreak Beach Escape guests at their facility. In total, nine owner/managers responded to the survey and the results and averages of those reporting statistics are shown in the Table.

TABLE 3. SPI LODGING OWNER/MANAGER RESPONSES

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to Jailbreak attendees?	54	9 to 30	6
To the best of your knowledge, about how many nights did most Jailbreak attendees stay at your lodging facility?	2.5	1 to 9	6
On average, how many people attending the Jailbreak stayed in one room?	6	2 to 15	6
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$171	\$125 to \$280	6
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$352	0 to \$2000	9
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$181	0 to \$75	9
In total, how many rooms does your facility have to rent?	93.9	9 to 216	8

The results indicate that an average of six of the nine responding managers rented rooms to Jailbreak guests. Of those, the average number of rooms rented was 54.8, ranging from nine to 250. The same six managers reported having Jailbreak guests stay for an average of 2.5 nights (most reported one night stays but one had a guest stay for nine nights) with an average room

rate of \$171. The average spending on food and beverages as reported by the same six managers was \$352 and \$181 respectively. Notably, one manager reported food spending of \$2,000 and beverage spending of \$1,000.

The responding lodging managers may not be representative of SPI lodging units. Only nine hotels responded to the survey and, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results other than that one hotel experienced significant food and beverage expenditures by the event attendees.

Three lodging managers provided comments about the event as follows:

- this particular event draws more day trippers than overnight stays (even when we have been host hotel)
- Good event but mostly locals
- advertise??

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

The following figures show the hotel metrics for each day from April 8th through May 5th (the month trend) for this year as well as for the same time period as last year (the year trend).

The occupancy rate for the Padre Jailbreak evening of Friday, May 4th, the night before the event on Saturday morning is 74.8%. This rate is only slightly lower than last year’s rate of 74.9% for the same day last year but is much higher than the month-long occupancy rate of 57.7% for this year and 63.7% for last year as seen in the trends Figure 19.

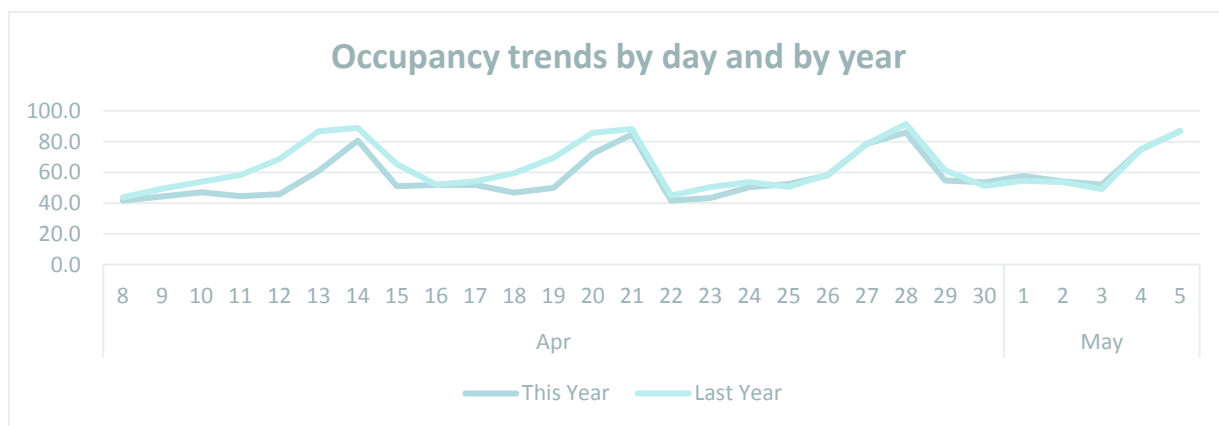


FIGURE 19. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for the Padre Jailbreak night are higher than rates for most days in the month-long period for both this year and last year as shown in Figure 20. The ADR for the night in 2018 averages \$117.09, significantly higher than the ADR average of

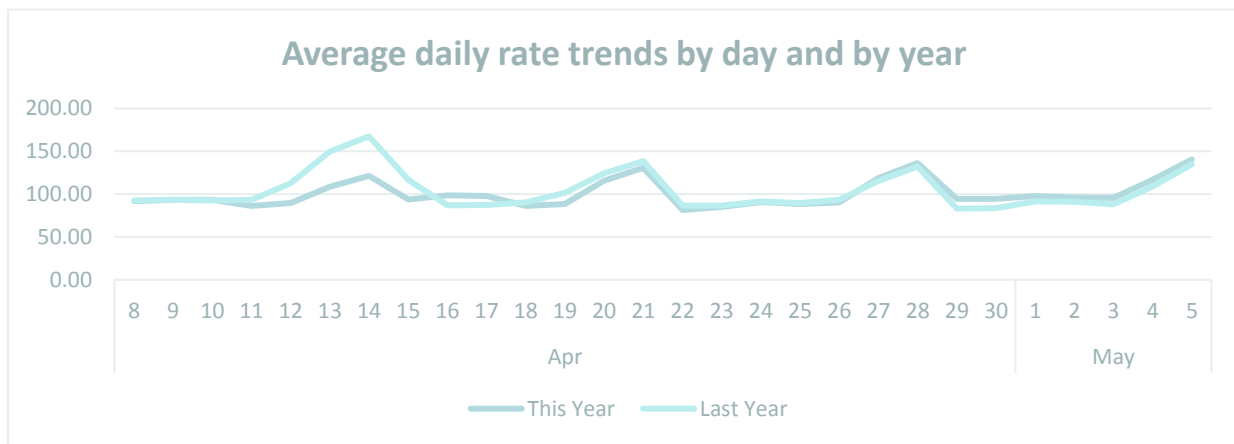


FIGURE 20. ADR TRENDS BY DAY AND YEAR

\$108.97 for the same day last year, higher than the month-long average ADR of \$100.80 this year but not of last years’ month-long ADR of \$109.57.

Next, Figure 21 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the night before Padre Jailbreak is \$87.61, which is above the average rate of \$81.65 experienced during the same day last year and substantially above the month-to-date rate of \$60.40 for this year and \$69.51 for last year.

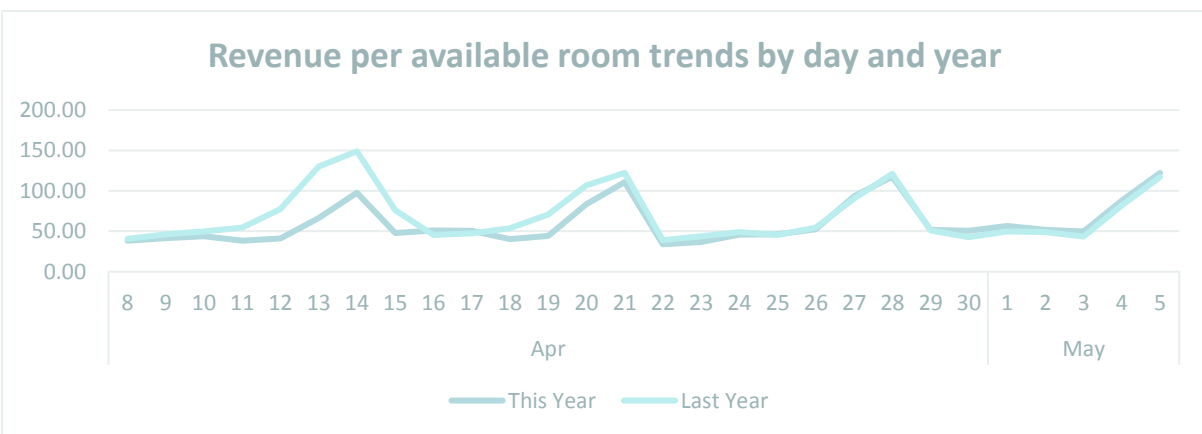
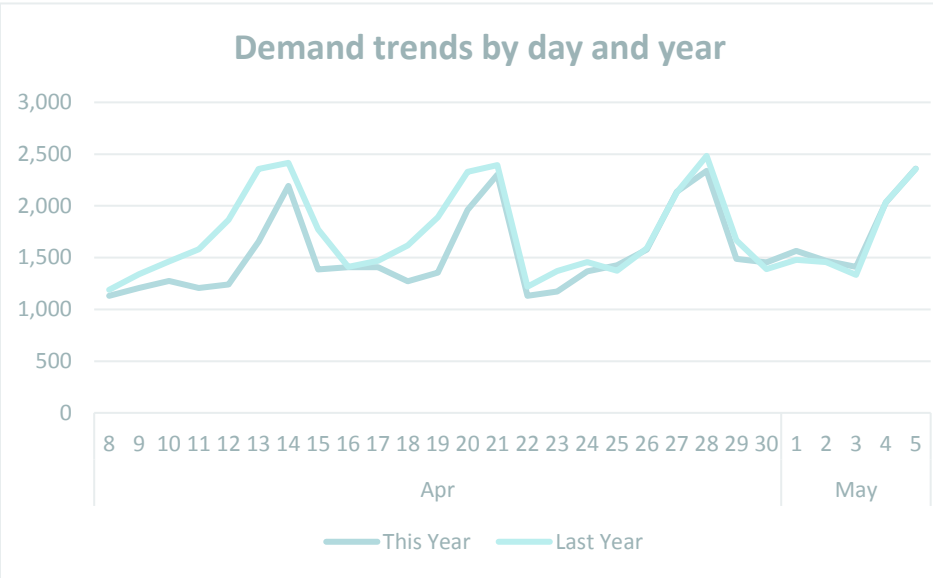


FIGURE 21. REVPAR BY DAY AND YEAR

For the month examined, Figure 22 shows the room demand trend. The average room demand for the night before Padre Jailbreak is 2,717, which is almost exactly the same as the same day



last year. The room demand for the night before Padre Jailbreak exceeded the month-long average daily room demand of 1,569 and last year’s average daily demand rate of 1,729 rooms.

FIGURE 22. DEMAND TRENDS BY DAY AND YEAR

The average lodging revenue during the Padre Jailbreak night was \$238,035, about 7.3% above the average revenue of \$221,756 for the same night last year. Moreover, the revenue for the Friday night before Padre Jailbreak was the second highest Friday night of the month as seen in Figure 23.

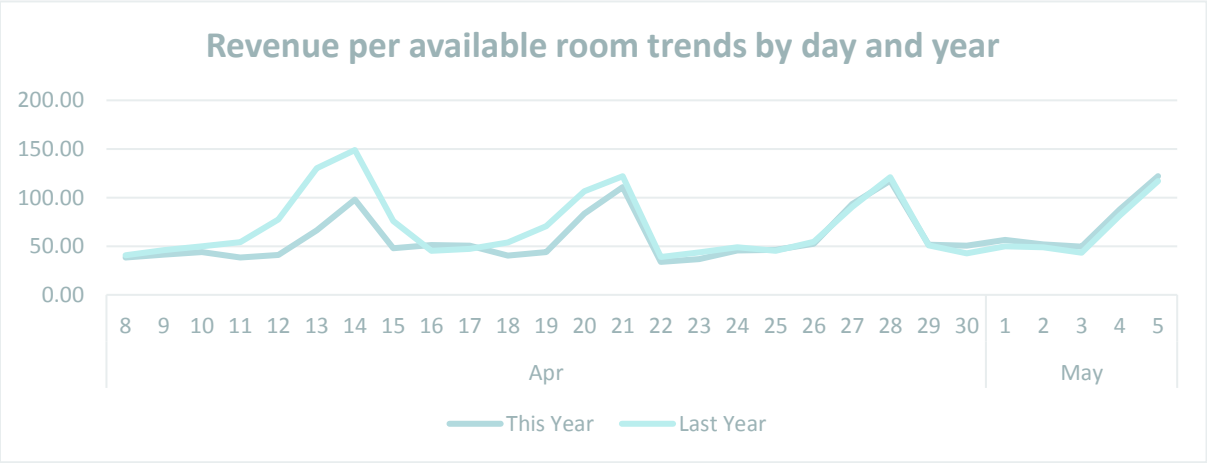


FIGURE 23. REVENUE TRENDS BY DAY AND YEAR

Figure 24 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for May 4th, the night Padre Jailbreak participants would have been spending the night on the Island.

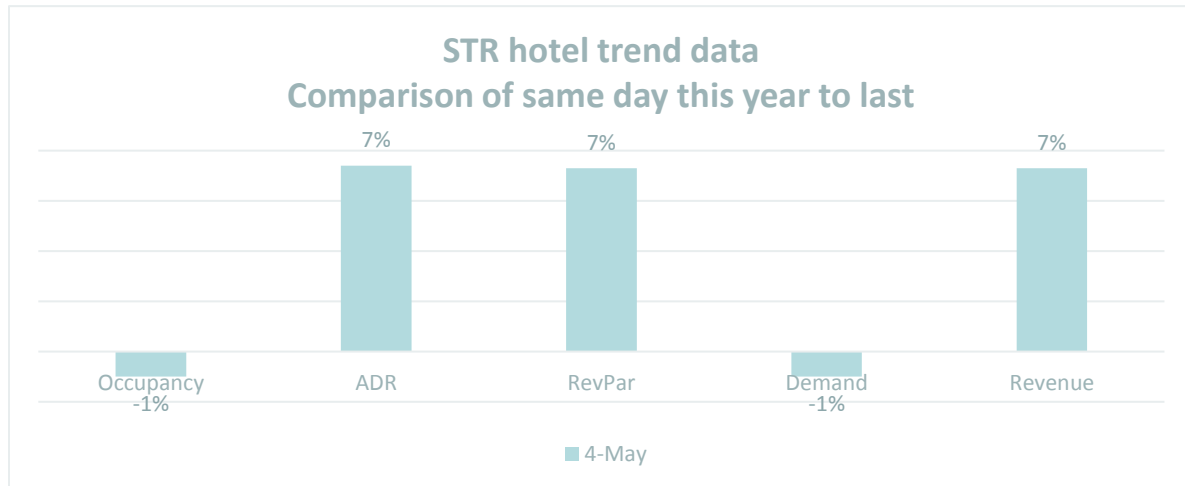


FIGURE 24. STR HOTEL TREND DATA 3-DAY COMPARISON

In summary, while ADR, RevPar and Revenue were all much higher than the same time last year, occupancy and demand rates were slightly lower for the evening before the 2018 Padre Jailbreak Beach Escape. Because of the large attendance of the event, these higher metrics are likely a direct result of Padre Jailbreak although other factors, such as the weather or other events could have played a role in affecting the metrics.

To summarize the STR data, all results indicate an increase in ADR, RevPar, and revenue for Friday, May 4th, the evening before the morning of 2018 Padre Jailbreak Beach Escape.

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 by people associated with the 2018 Padre Jailbreak Beach Escape held on Saturday, May 5th. 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 348 completed survey resulted in 322 useable responses for the analysis for about a 20.6% response rate from all estimated event attendee households.

Demographically, the study sample was comprised of predominately married females who were an average of 35 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, and identify ethnically as Hispanic. Geographically, almost all respondents were from the US (93.8%). The average household came to the event with 2.26 people having traveled an average of 86 of miles. Almost 62% of event attendees spent the night on SPI and spent an average of 1.02 nights.

By combining the actual number of people registered to participate in the Padre Jailbreak with survey results, Padre Jailbreak is estimated to have generated 1,057 SPI room nights. With an average total weighted lodging expenditure per household of \$136, event attendees spent about \$228,826 for lodging in total, resulting in about \$33,248 in total Hotel Tax with 10.5%, or \$20,536, the City's share of the Hotel Occupancy Taxes. Moreover, spending on food and beverages also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$129,188 should have yielded \$9,846 in sales tax at the 8.25% rate or \$2,387 for the City at a City tax rate of 2%. Considering only the hotel tax revenue, the loss to the City on their \$30,000 investment is \$9,464 or a net loss of -31.5%. Considering all spending, the City of SPI should have received \$27,175 in taxes for a loss of \$2,825 or a -9.4% return on the \$30,000 cash investment provided to the event organizer.

While it is impossible to know the actual number of lodging rooms booked as a result of Padre Jailbreak, the lodging manager's survey and STR data somewhat support the study's finding that the event did have a considerable effect on the number of rooms booked during the event night and on food and beverage spending.

By far, most Padre Jailbreak 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. While the spending of Padre Jailbreak attendees did not cover the CVB-provided funding, the overall SPI experience of the event attendees will likely result in many event attendees returning to the Island for future vacations.

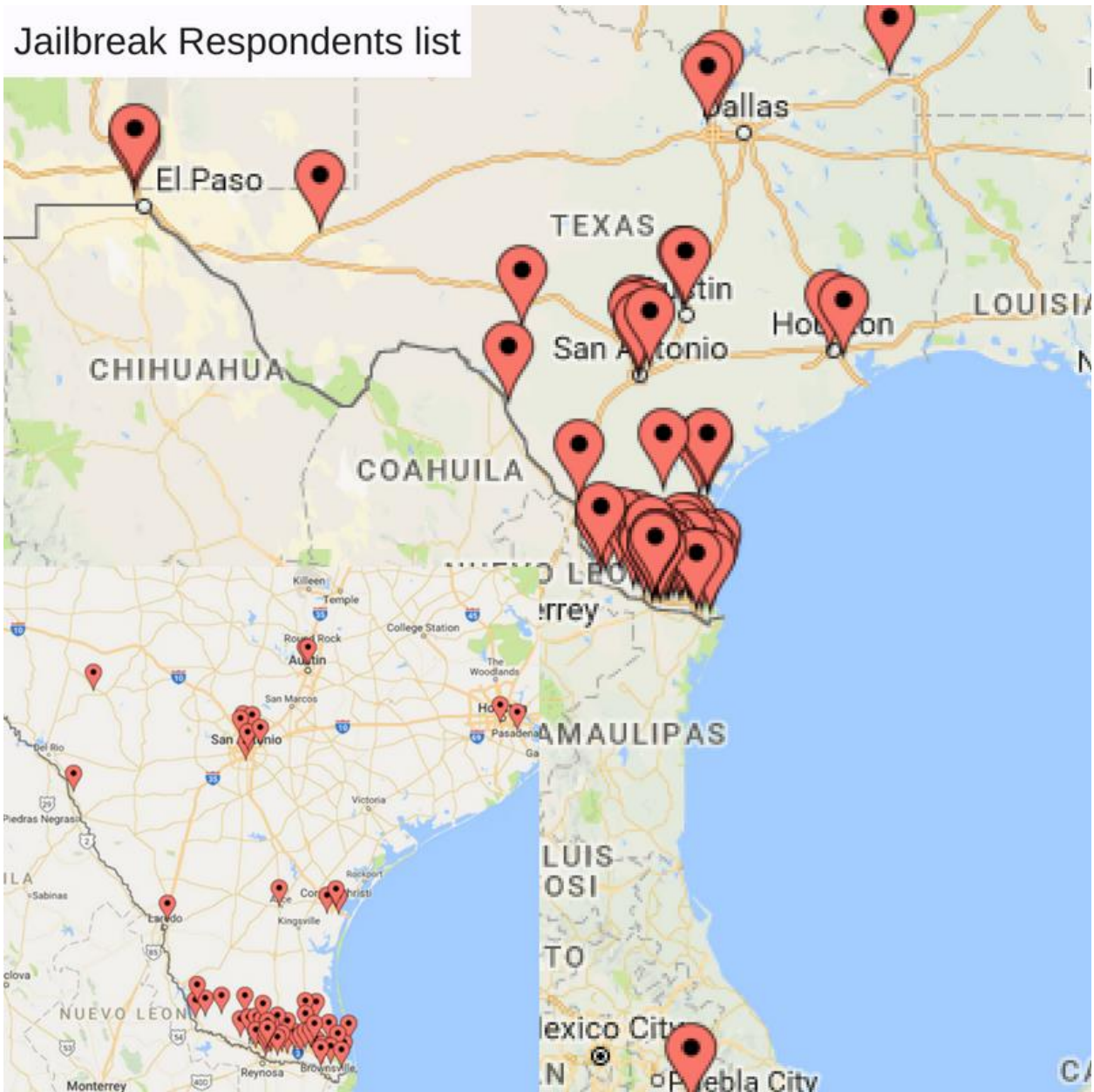
Appendix A: Survey

Padre Jailbreak Beach Escape, May 5, 2018																									
<p>This survey is to understand your household experience and spending during the Padre Jailbreak Beach Escape. <i>The one person, older than 18, best able to report on spending for all people in your household at the Jailbreak should complete this survey.</i> 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, please return this survey. We thank you!</p> <p>2. Did you come to South Padre Island specifically for Padre Jailbreak? <input type="checkbox"/> Yes <input type="checkbox"/> No: If no, return this survey. Thanks!</p> <p>3. About how many miles did you travel to attend the Padre Jailbreak Beach Escape? _____ miles</p> <p>4. Which of the following best describes your participation in the Padre Jailbreak (Check all that apply)? <input type="checkbox"/> Registered participant <input type="checkbox"/> Event volunteer/staff <input type="checkbox"/> Spectator <input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____</p> <p>5. Including yourself, how many people from your household attended Padre Jailbreak? _____ Number in household</p> <p>6. How many nights did you (or will you) spend on South Padre Island while attending Padre Jailbreak? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for Padre Jailbreak? <input type="checkbox"/> Hotel/motel (1) <input type="checkbox"/> Rented condo/beach house (2) <input type="checkbox"/> Campground/RV park (3) <input type="checkbox"/> Rented a room (4) <input type="checkbox"/> Friend/family's home (5) <input type="checkbox"/> My own SPI residence (7) <input type="checkbox"/> Other (please specify) _____ (6)</p> <p>8. For each of the following types of expenses, 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 Padre Jailbreak. (List only the 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> <tr> <td>Total</td> <td>\$</td> </tr> </tbody> </table> <p>9. 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>	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)	\$	Total	\$	<p>10. How likely are you to return to South Padre Island for a vacation at some time in the future? <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>11. How satisfied are you with your overall South Padre Island experience? <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>12. How satisfied are you with the Padre Jailbreak Beach Escape? <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. What suggestions do you have for improving Padre Jailbreak or your stay on South Padre Island? (write on back)</p> <p>14. What is your home zip or postal code? _____ code</p> <p>15. What is your home country? <input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other _____</p> <p>16. What is your age? _____ (years of age)</p> <p>17. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female</p> <p>18. What is your marital status? <input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated</p> <p>19. What is your highest educational attainment? <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>20. What is your current employment status? <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>21. What is your combined annual household income? <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>22. What is your ethnicity? (Select all that apply) <input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed <input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____</p> <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 _____ Phone number: _____ Email: _____ Winners will be notified no later than 2 weeks after event.</p> <p style="text-align: center;">THANK YOU VERY MUCH!!!</p>
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)	\$																								
Total	\$																								

Appendix B: Respondent's zip or postal code and map

32137	78521	78582
66270	78526	78583
75570	78537	78584
75889	78539	78585
76179	78541	78586
76262	78542	78589
77034	78543	78590
77054	78550	78591
78041	78551	78595
78109	78552	78596
78210	78553	78597
78221	78557	78599
78230	78559	78705
78247	78564	78763
78248	78566	78877
78332	78569	78880
78411	78570	79772
78414	78572	79821
78415	78573	79932
78501	78574	87400
78503	78575	88500
78504	78576	
78505	78577	
78516	78578	
78520	78580	

Jailbreak Respondents list



Appendix C: Padre Jailbreak Beach Escape registrants' current zip or postal codes and map

6070	77377	78227	78363	78501	78501	78501
14424	77381	78229	78363	78501	78501	78501
22401	77471	78229	78363	78501	78501	78501
44262	77471	78230	78380	78501	78501	78501
46268	77479	78240	78408	78501	78501	78501
60013	77515	78240	78411	78501	78501	78501
60326	77530	78240	78411	78501	78501	78501
60326	77531	78240	78412	78501	78501	78501
64790	77581	78244	78413	78501	78501	78501
66270	77591	78245	78413	78501	78501	78501
75056	77954	78245	78413	78501	78501	78501
75063	78013	78245	78414	78501	78501	78502
75063	78022	78245	78414	78501	78501	78502
75080	78023	78249	78414	78501	78501	78503
75081	78026	78250	78414	78501	78501	78503
75701	78041	78250	78414	78501	78501	78503
75701	78041	78251	78414	78501	78501	78503
76006	78043	78251	78414	78501	78501	78503
76179	78045	78251	78414	78501	78501	78503
76248	78045	78254	78414	78501	78501	78503
76262	78045	78254	78414	78501	78501	78503
76310	78045	78254	78415	78501	78501	78503
77025	78045	78254	78418	78501	78501	78503
77030	78045	78254	78418	78501	78501	78503
77034	78045	78258	78418	78501	78501	78503
77034	78045	78258	78501	78501	78501	78503
77076	78046	78258	78501	78501	78501	78503
77080	78109	78332	78501	78501	78501	78503
77080	78130	78332	78501	78501	78501	78503
77080	78210	78332	78501	78501	78501	78503
77081	78210	78332	78501	78501	78501	78503
77099	78216	78332	78501	78501	78501	78503
77099	78217	78363	78501	78501	78501	78503
77318	78218	78363	78501	78501	78501	78503
77365	78227	78363	78501	78501	78501	78503

78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78570	78572	78572
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78552	78552	78559	78566	78570	78572	78572
78552	78552	78559	78566	78572	78572	78572
78552	78552	78559	78566	78572	78572	78572
78552	78553	78559	78566	78572	78572	78572
78552	78557	78559	78566	78572	78572	78572
78552	78557	78559	78566	78572	78572	78572
78552	78557	78559	78566	78572	78572	78572
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78552	78557	78560	78566	78572	78572	78573
78552	78557	78560	78566	78572	78572	78573
78552	78557	78560	78566	78572	78572	78573
78552	78557	78561	78566	78572	78572	78573
78552	78557	78562	78569	78572	78572	78573
78552	78557	78563	78569	78572	78572	78573
78552	78557	78565	78569	78572	78572	78573
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78552	78557	78565	78570	78572	78572	78573
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78552	78557	78566	78570	78572	78572	78573
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78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573
78552	78559	78566	78570	78572	78572	78573

78586	78589	78589	78596	78596	78599	78741
78586	78589	78589	78596	78596	78599	78744
78586	78589	78589	78596	78596	78599	78748
78586	78589	78589	78596	78597	78599	78748
78586	78589	78589	78596	78597	78599	78751
78586	78589	78589	78596	78597	78599	78840
78586	78589	78589	78596	78597	78599	79772
78586	78589	78589	78596	78599	78599	79821
78586	78589	78590	78596	78599	78599	79821
78586	78589	78592	78596	78599	78599	79843
78586	78589	78592	78596	78599	78599	79843
78586	78589	78592	78596	78599	78599	79843
78586	78589	78592	78596	78599	78599	79843
78586	78589	78592	78596	78599	78599	79932
78586	78589	78592	78596	78599	78599	79932
78586	78589	78592	78596	78599	78599	85283
78586	78589	78593	78596	78599	78599	85607
78586	78589	78593	78596	78599	78599	87560
78586	78589	78593	78596	78599	78599	87560
78586	78589	78593	78596	78599	78599	88048
78586	78589	78593	78596	78599	78599	88650
78586	78589	78593	78596	78599	78609	88660
78586	78589	78593	78596	78599	78610	88680
78586	78589	78594	78596	78599	78610	88700
78586	78589	78595	78596	78599	78620	88707
78586	78589	78595	78596	78599	78620	88730
78586	78589	78595	78596	78599	78624	88730
78586	78589	78595	78596	78599	78634	88730
78586	78589	78596	78596	78599	78634	88746
78586	78589	78596	78596	78599	78640	88746
78586	78589	78596	78596	78599	78644	88746
78586	78589	78596	78596	78599	78644	96818
78586	78589	78596	78596	78599	78644	
78589	78589	78596	78596	78599	78660	
78589	78589	78596	78596	78599	78666	
78589	78589	78596	78596	78599	78704	
78589	78589	78596	78596	78599	78705	

Jailbreak Sponsor's list

A map of the United States showing the locations of jailbreak sponsors. Red pins with blue circles and numbers are placed across the country. The highest concentration is in Texas, particularly in the Houston area, with pins labeled 4, 6, 123, and 30. Other notable locations include Chicago, Indianapolis, Nashville, and various cities in the South and West. The map also shows state boundaries and major cities.