

Padre Jailbreak Beach Escape 2018



Event Attendance

3,810 attendees
1,685 households
1,057 room nights
7.3% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 35
Average Income:
60.5%
\$50,000 or more

\$30,000
CVB investment

\$372
Average spent
per household



2.26 visitors
per household

1.02 nights
on SPI

\$627,070
Total Spending

**City tax
share**

10.5% Lodging = \$24,027
2% F&B sales tax = \$2,387
2% Other sales tax = \$4,252
Total = \$30,666

Total tax ROI = 2.2%
Lodging only ROI = -19.9%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

90.5

90.7%

Likely to
return

97.9%

Satisfied
with SPI

93.5%

Satisfied
with event