

2018 SPI Sandcastle Days



Event Attendance

17,400 attendees
5,000 households
4,041 room nights
0.3% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 47
Average Income:
65.7%
\$50,000 or more

\$35,000

CVB Investment

\$2,250,868

Total Spending

\$450

Weighted spending
per household



10.5% Lodging = \$70,038
2% F&B sales tax = \$11,030
2% Other sales tax = \$ 16,138
Total = \$97,205

3.48 visitors per
household

2.2 nights spent
on SPI

Total tax ROI = 177.7%
Lodging only ROI = 100.1%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

91.4

97.2%

Likely to
return

98.6%

Satisfied
with SPI

95.9%

Satisfied
with event