

Splash South Padre 2018



Event Attendance

467 tickets sold
269 households
591 room nights
-2.2% avg. change in yoy
occupancy over event



DEMOGRAPHICS

Average age 34
Average Income: 39%
\$50,000 or more

\$25,000
CVB investment

\$194,088
Total Spending

\$722
Spending per
household



2.3 visitors
per household

2.5 nights
on SPI

**City tax
share**

10.5% Lodging = \$6,989
2% F&B sales tax = \$728
2% Other sales tax = \$1,419
Total = \$9,136

Total tax ROI = -63.5%
Lodging only ROI = -72.0%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

82.8

93.7%

Likely to
return

96.3%

Satisfied
with SPI

93.5%

Satisfied
with event