

# 2018 Veterans Day Weekend



## Event Attendance

1,850 attendees  
718 households  
431 room nights



## DEMOGRAPHICS

Average age 39  
Average Income:  
55.0%  
\$50,000 or more

**\$15,000**

CVB Investment

**\$361,079**

Total Spending

**\$503**

spending per  
household



**City tax share**

10.5% Lodging = \$16,240  
2% F&B sales tax = \$1,213  
2% Other sales tax = \$2,115  
Total = \$19,568

2.48 visitors per  
household

1.35 nights  
spent on SPI

**Total tax ROI = 30.5%**  
Lodging only ROI = 8.3%



## SPI Experience

NET PROMOTER SCORE

**88.6**

likely to recommend  
South Padre Island

**97.8%**

Likely to  
return

**95.6%**

Satisfied  
with SPI

**91.1%**

Satisfied  
with event