

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
likely to recommend
South Padre Island

88.6

97.8%

Likely to
return

95.6%

Satisfied
with SPI

91.1%

Satisfied
with event