



2018 WAHOO CLASSIC



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JIM'S PIER

South Padre Island, Tx

761-5467

JimsPier.com



2018 Wahoo Classic

September 21 - 23, 2018

Event Economic Impact Report

Prepared for
City of South Padre Island Convention and Visitors Bureau

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Executive Summary and Survey Highlights

This report details the measured economic impact of the 3rd Annual SPI Wahoo Classic fishing tournament held at Jim's Pier on South Padre island from Friday, September 21st through Sunday, September 23rd. The event organizer received \$40,000 from the SPI Convention Center to help fund the event. The organizer expected to have 250 attendees with 75 attendees coming from outside of SPI who would spend two nights in the area.

To examine the spending of the 2018 Wahoo Classic participants on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted over two days of the event. The survey was administered onsite to 52 contacts resulting in 16 useable responses from unique households on the Island specifically for the tournament.

Demographically, the Wahoo Classic study sample had an average age of 45 years, was predominately male (73%), most were married (81.3%), with a college degree (62.5%), worked full-time (62.5%) and was primarily white (68.8%). In terms of household income, 78.5% of the survey sample reported an income above \$50,000. All survey respondents were from the US. On average, household participants traveled an average of 133 miles with an average of 2.06 people and who spent an average of 2.8 nights on SPI during the event. Most survey respondents are considered promoters of the Island to others (81.3%), resulting in an excellent net promoter score of 75. All respondents were satisfied with their SPI stay experience and the event and are likely to return to SPI for a future vacation (93.8%).

Importantly, the survey analysis found that the 48 household groups attended the Wahoo Classic event and spent an estimated average of \$1,086 per household while on the Island for a total spending of \$52,635. Of this spending, lodging is the highest per household expenditure category with 19% of study respondents spending at least one night on the Island in paid lodging and staying an average of 2.8 nights. Most survey respondents, however, reported spending their nights on SPI in unpaid lodging—either in their own residence (50%) or at the residence of a friend or family member (12.5%). Those who stayed in paid lodging generated about 25 total room nights for hotels and condominiums or beach houses.

With the average weighted lodging expenditure of \$282 per household that spent the night on the Island, a total of \$13,650 was spent on lodging. Of this amount, 17% or \$1,983 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$1,225, is the City's

share of the HOT. The estimated total spending on food and beverages of \$12,883 included about \$978 in taxes at the 8.25% rate or \$237 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$26,152, of which \$1,993 was sales taxes, with \$483 the City's share. In total, the \$52,635 spent during the Wahoo Classic event resulted in \$4,954 in tax revenue with \$1,945 the City's share. This represents a loss to the City of \$38,055 for a -95.1% loss on the \$40,000 cash investment made by the CVB in the Wahoo Classic fishing tournament as shown in the table.

Summary of Key Performance Indicators (KPI)

<i>KPI</i>	<i>Result</i>	<i>Description of KPI</i>	<i>Page</i>
CVB investment	\$40,000	Amount of funding provided by CVB to event promoter	P1
Total spending	\$52,635	Total spent by event households	Table 1, P7
Average spent per household	\$1,086	Weighted average spent per household	Table 1, P7
Number of households	48	Number of households at event	P3
Number in household	2.06	Number of people in household group at event	Figure 2, P5
Nights on SPI	2.8	Average number of nights spent on SPI	Figure 2, P5
Lodging tax	\$1,983	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P8
F&B sales tax	\$978	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P8
Other sales tax	\$1,993	City share of total sales tax revenue	Table 2, P8
Total City tax share	\$1,945	Total City tax revenue from event	Table 2, P8
Total tax ROI	-95.1%	Return on CVB investment considering all taxes	Table 2, P8
Lodging only ROI	-96.9%	Return on CVB investment considering HOT only	Table 2, P8
Net Promoter Score	75	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 5, p7
Likely to return	93.8%	Percent somewhat or extremely likely to return to SPI	Figure 6, p7
Satisfied with SPI	100%	Percent somewhat or extremely satisfied with SPI	Figure 7, p7
Satisfied with event	100%	Percent satisfied with event	Figure 8, p8

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SPI Wahoo Classic Fishing Tournament

Introduction

According to the website, the SPI Wahoo Classic was first organized three years ago and is an annual off-shore boat tournament. The tournament has a \$350 entry fee and is especially aimed at catching Wahoo, with \$15,000 in cash prizes to the top three Wahoo. There are also prize categories for Dorado and Black Fin Tuna.

The 2018 event was originally scheduled for September 14 – 16th but was changed to the following weekend because of a tropical disturbance in the area. The final itinerary for this year's event was:

- Friday, September 21st at 7:00pm – mandatory Captain's meeting
- Saturday, September 22nd – fishing
- Saturday, September 22nd 5:00pm to 7:00pm – weigh-in at Jim's Pier
- Sunday, September 23rd at 11:00am – Awards ceremony

The Wahoo Classic tournament organizer is Dave Hollenbeck who was given \$40,000 by the South Padre Island Convention and Visitors Bureau to help fund the event. According to the 2017 application for funding, \$20,000 was to be used to advertise in magazines and local radio that target Coastal Texas, to print T-shirts, hats, bags, and mugs. The organizer planned to issue three press releases and to send direct mailings to 300 out-of-town recipients. Additional funds would be used for prize awards to anglers.

A total of 250 attendees were expected according to the 2017 funding application with 75 coming from outside the area and spending two nights on the Island. All proceeds were to benefit the Laguna Madre Education Fund, which gives scholarships to local high school students.

Method

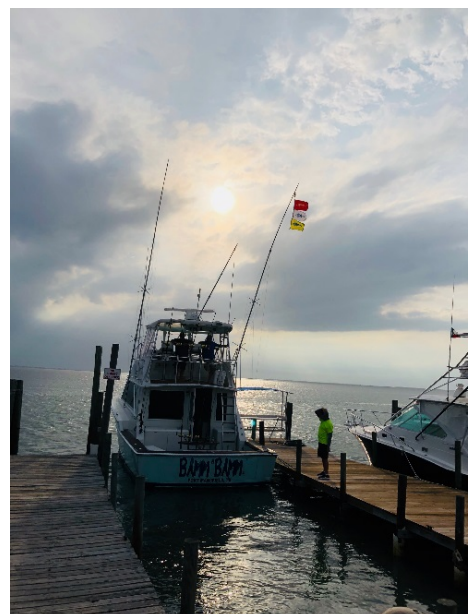
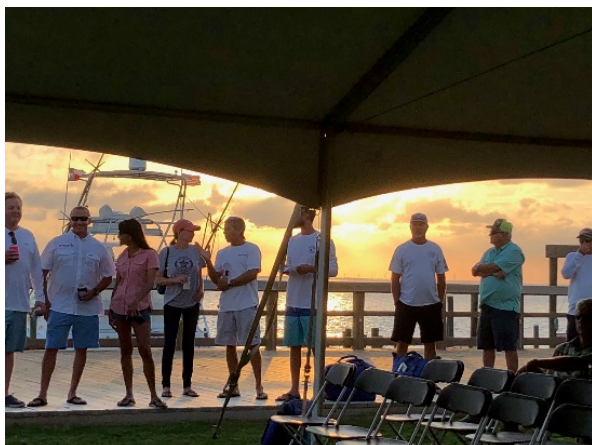
Estimating the direct spending attributable to an event involves estimating the number of household units at the event specifically because of the event and determining how much money each household unit spent on various spending categories. Then, the total number of household units is multiplied times the total event spending to arrive at total direct spending attributable to the event. This section explains how these estimates were determined for the 2018 SPI Wahoo Classic.

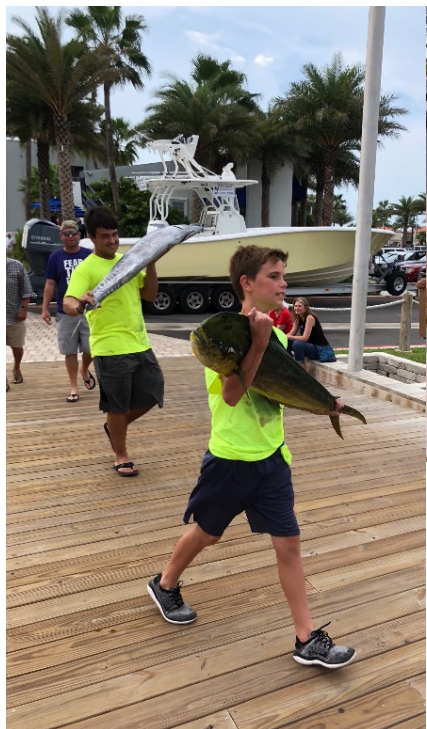
Estimated attendance

For this the Wahoo Classic, the number of people and households at the event are estimated solely by the onsite counting of people because no registration data were provided by the event organizer.



The onsite team were told by volunteers that 22 boats had registered for the Wahoo Classic and they counted as many as 11 volunteers, including children, who helped with the event.





Additionally, a maximum of about 53 people were at the event on Friday, September 21st and about 91, including children and staff/volunteers/sponsors, were there on Saturday, September 22nd. The attendance on Saturday appeared to mostly duplicate those at the event on

Friday so the maximum number attending the event is estimated at 100, with 88 of those being adults. However, the appropriate unit of analysis is 'the household' since spending questions are asked about 'household expenditures'.

Thus, the number of households at the event is determined by dividing the total number of people (100) divided by the 2.06 average number of people in each household as found in the survey (see Figure 3, p7). Therefore, the total number of households is estimated at 48.



Interviews

To estimate the direct spending of Wahoo Classic attendees, ten UTRGV trained interviewers, the project manager and a supervisor conducted surveys (see Appendix A) among event attendees on the Greens at Jim's Pier on South Padre Island during the following times as recommended by the event director as best to reach the most attendees:

- Friday, September 21st from 5:30pm to 7:30pm –just before the 7pm mandatory Captain's meeting;
- Saturday, September 22nd at weigh-in from about 5:00pm to 7:00pm

The interviewers, highly visible in orange t-shirts and visors, randomly approached potential respondents in a professional manner and administered the paper survey on clipboards to facilitate survey administration. Respondents were offered SPI promotional items and a chance to win two nights at Schlitterbahn Beach Resort, which substantially helped to recruit respondents. The survey responses were entered into an online survey application by onsite team members for analytical purposes.



The onsite interviews yielded 52 responses. Subsequently, 36 respondent surveys were eliminated from analysis because:

- Two responses were duplicated from another respondents' household;
- 27 respondents were not on the Island specifically for the event;
- Six were from respondents living within five miles of the Island, and;
- One respondent stayed at his own SPI residence for 60 nights. Inclusion of these data would have radically skewed the results.



The result was that data from 16 questionnaires were used for the analysis.

With about 100 event attendees, including children, sponsors and volunteers/staff, attending the event, the survey response rate of 52 completed questionnaires is 59.1%.

Results

Survey participants travel and SPI stay characteristics

To understand the reasons why all people who were at the event venue, all survey respondents were asked to indicate their event participation type. Considering all 52 completed surveys, 53% were registered anglers, 26.9% were spectators and 17.3% were event sponsors/staff/volunteers as seen in Figure 1.

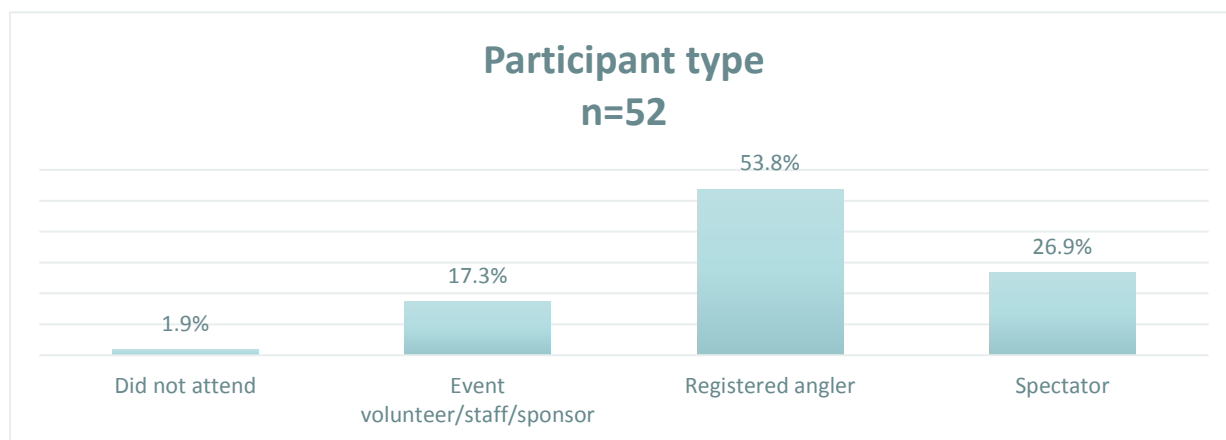


FIGURE 1. PARTICIPATION TYPE

All of the following results are from the 16 survey respondents who were specifically on the Island for the Wahoo Classic event.

Respondents were asked to indicate how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 5 for an average of 2.06 as seen in Figure 2. Data featured in Figure 2 also shows that, on average, study participants traveled 133 miles to attend the event, although distances traveled ranged from 20 to 910 miles. The Figure also shows that the average number of nights spent on SPI for the



FIGURE 2. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Wahoo Classic was 2.8 nights with a range of 1 to 5, although one person reported spending 60 nights. This response, was eliminated as an outlier to avoid disproportionately skewing the average number of nights spent.

Figure 3 breaks down the percent of respondents by number of nights spent on SPI and shows that all 16 respondents to the survey spent from 1 to 5 nights on SPI. Of those, most respondents spent two nights (26.7%) or 3 nights (40%) on the Island and 13.3% spent one or 5 nights. One person spent 4 nights on SPI for the Wahoo Classic.

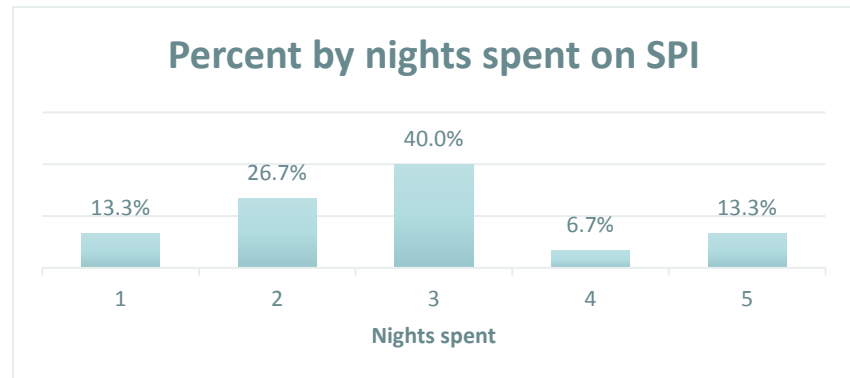


FIGURE 3. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 4 shows the types of lodging used by Wahoo Classic attendees. Most respondents spent the night in their own SPI residence (50%), while 12.5% rented a condominium/beach house, 12.5% stayed with family/friends, and 6.3% stayed in a hotel/motel room or a campground, respectively. 12.5% reported “other” lodging, including a boat.

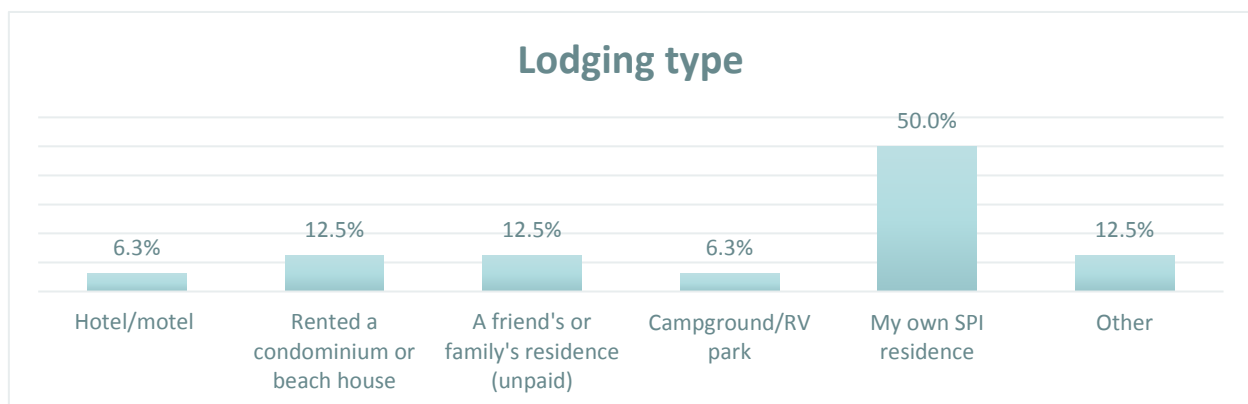


FIGURE 4. TYPE OF LODGING

Moreover, with 19% (Table 1, p9) of the estimated 48 households spending an average of 2.06 (Fig. 2, p6) nights on SPI, the Wahoo Classic should have resulted in 25 room nights.

2018 SPI Wahoo Classic attendees accounted for 25 room nights.

Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results, in Table 1, indicate that the average amount spent on lodging, as adjusted by 17%, was \$1,502 with a weighted average of \$282 considering that 19% of respondent households spent money on lodging for a total of \$13,650 spent on lodging. Average spending on food and beverages was \$282 with a weighted average of \$265, including sales taxes, for a total category spending of \$12,833. The total spent on all other categories was \$26,152. In total, 48 Wahoo Classic attendee households spent an average of \$1,086 for a total spending on South Padre Island of \$52,635.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$ 282	0.94	\$ 265	\$12,833
Night life	\$ 254	0.63	\$ 159	\$ 7,697
Lodging	\$1,502	0.19	\$ 282	\$13,650
Attraction entertainment	\$ 133	0.25	\$ 33	\$ 1,606
Retail	\$ 250	0.25	\$ 63	\$ 3,030
Transportation	\$ 161	0.63	\$ 101	\$ 4,879
Parking	\$ 10	0.06	\$ 1	\$ 30
Admission fees	\$ 600	0.06	\$ 38	\$ 1,818
Clothing	\$ 150	0.13	\$ 19	\$ 909
Groceries	\$ 157	0.81	\$ 128	\$ 6,182
Other	\$ -	0.00	\$ -	\$ -
Total	\$3,498		\$1,086	\$52,635

The estimated direct spending on South Padre Island as attributed to the 2018 SPI Wahoo Classic is \$52,635, within a confidence interval of plus or minus \$4,600 given the assumptions of a random sample selection.

Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- 17% hotel occupancy tax rate;
- 10.5% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The tax revenue amounts given the spending reported in Table 1 are shown in Table 2. Total spending on lodging should result in total tax revenue of \$13,650 with the City's share at 10.5% totaling \$1,225. Total spending on food and beverages should have resulted in \$978 in tax revenue with \$237 the City's share while total spending in all other expense categories should have yielded \$1,993 in sales tax revenue with \$483 the City's share. Altogether, the tax revenue should have been \$4,954 with \$1,945 the City's share. The return to the City on the \$40,000 invested in the event represents a 96.9% loss on investment when considering the City's share of the hotel tax alone and a 95.1% loss considering all of the City's share of the tax revenue.

TABLE 2. SPENDING, TAX REVENUE AND ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$13,650	17%	\$1,983	10.50%	\$1,225	-96.9%
Food & Beverage	\$12,833	8.25%	\$978	2%	\$237	
All nonlodging	\$26,152	8.25%	\$1,993	2%	\$483	
Totals	\$52,635		\$4,954		\$1,945	-95.1%

Total spending of the 2018 SPI Wahoo Classic Fishing Tournament attendees resulted in an estimated tax revenue of \$4,954, with \$1,945 going to the City of South Padre Island; a loss of 96.9% on the \$40,000 investment in the event considering only the 10.5% share of HOT and a 95.1% loss considering all the City's estimated tax revenue share.

The SPI Experience

The next section of the survey asked Wahoo Classic respondents about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues.

The results, shown in Figure 5, indicate that most study respondents (81.3%) are promoters of SPI while only 6.3 are detractors. This yields a net promoter score (NPS) of 75.0, which is quite good. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were also asked how likely they are to return to SPI, how satisfied they were with the SPI experience and how satisfied they were with the event. As seen in Figure 6, by far most respondents (93.8%) are likely to return to the Island at some time in the future.

Not surprisingly then, most respondents (93.8%) were very satisfied with the SPI experience and 6.33% were somewhat satisfied.

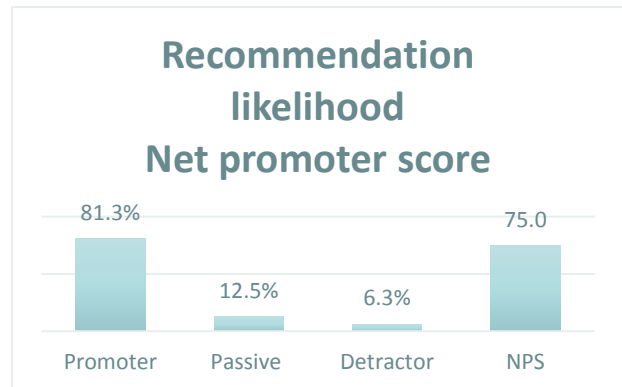


FIGURE 5. NET PROMOTER SCORE

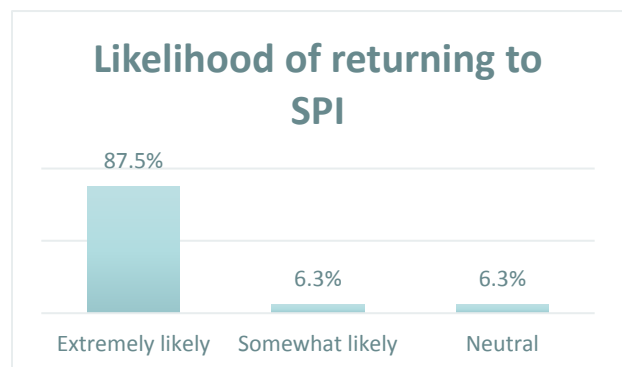


FIGURE 6. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

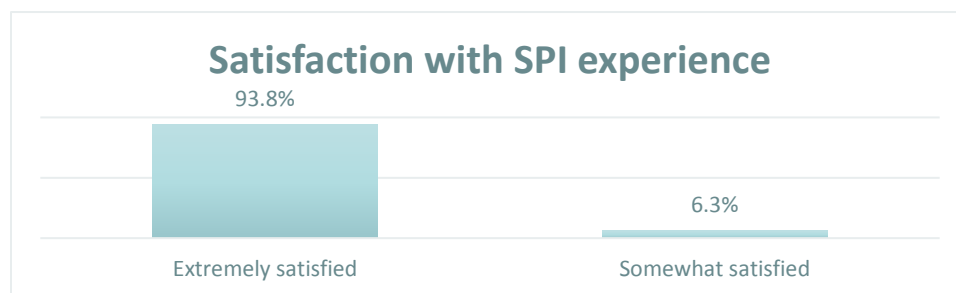


FIGURE 7. SATISFACTION WITH THE SPI EXPERIENCE

Similarly, most respondents (87.5%) were very satisfied with the Wahoo Classic event and only two (12.5%) reported being somewhat satisfied as shown in Figure 8.

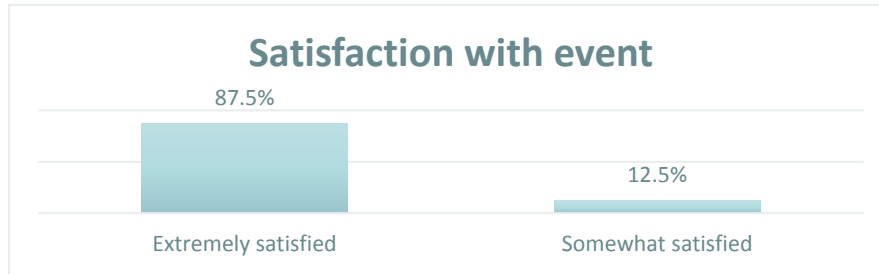


FIGURE 8. SATISFACTION WITH EVENT

NOTE: Respondents were asked to provide suggestions for improving their stay on SPI. The three unedited comments are as follows:

- More votes, better weather
- More exposure about the RGV like promoting, Rockport area, like to contact the city boat dealers and marinas and inform them to get more boats. \$15000 Inform intentionally about the event. Tampico & Veracruz to participate.
- Different dates cause of weather

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years. The average age of respondents is 45 years-of-age although ages range from 23 to 68. Most respondents were male (73%), a majority were married (81.3%), most have a college degree (62.5%) and work full-time (62.5%) as shown in Figures 9 through 12, respectively.

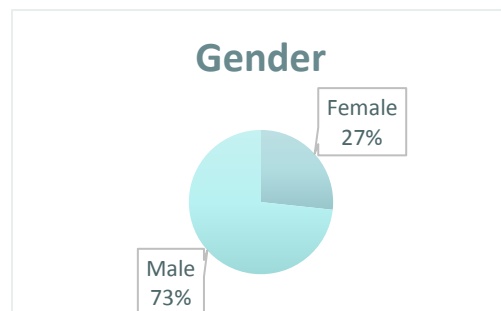


FIGURE 9. GENDER

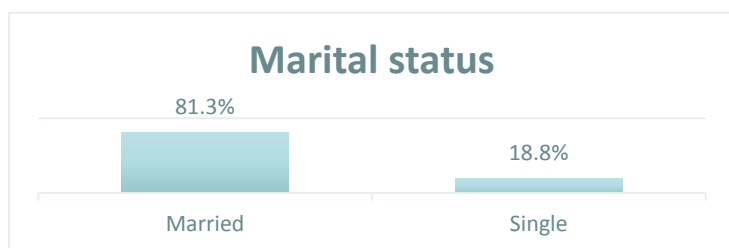


FIGURE 11. MARITAL STATUS

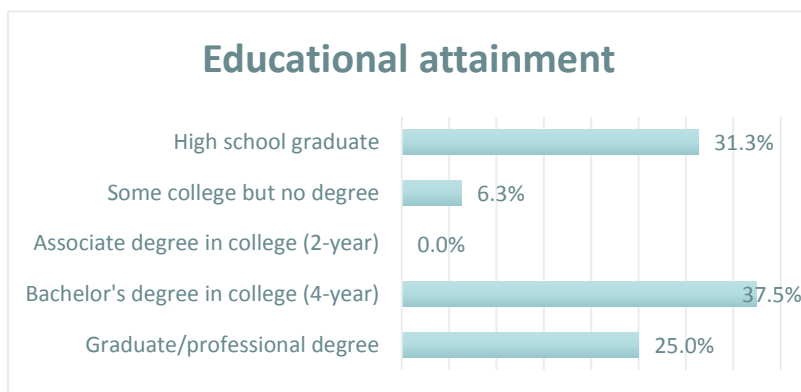


FIGURE 12. EDUCATIONAL ATTAINMENT

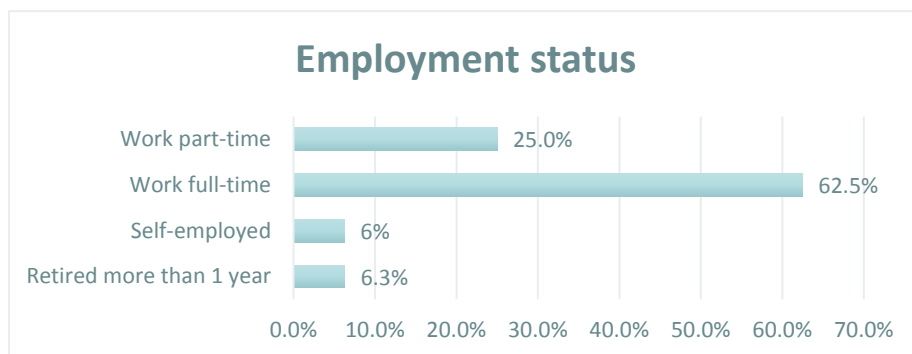


FIGURE 10. EMPLOYMENT STATUS

Most study participants of the Wahoo Classic reported having a higher-than-average household income level; 78.5% indicated an annual household income above \$50,000 and half have an income level of \$150,000 or more (Figure 13).

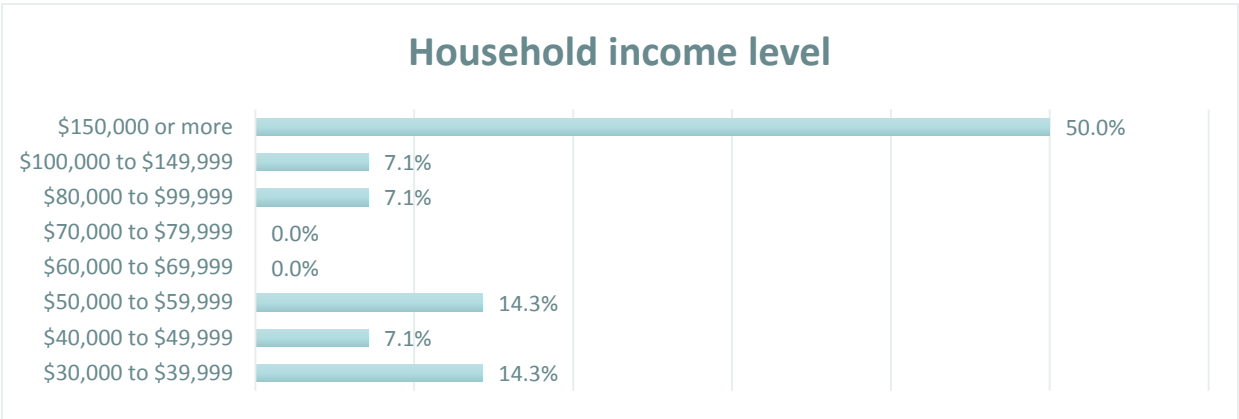


FIGURE 13. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 14 show that 68.8% of respondents considered themselves White while 31.3% indicated being Hispanic.

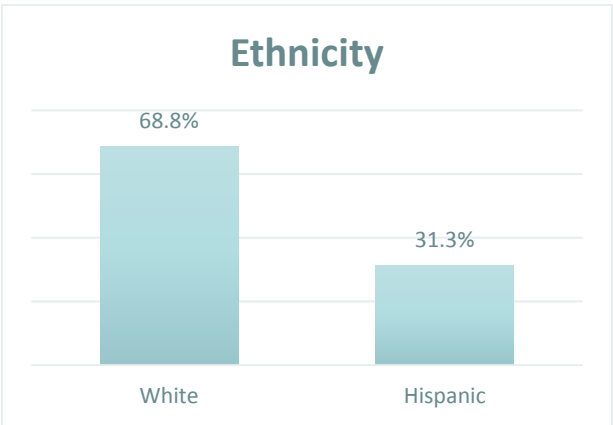


FIGURE 14. ETHNICITY

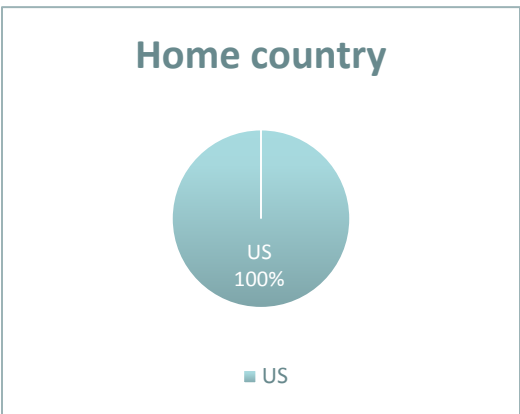


FIGURE 15. HOME COUNTRY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. All respondents reported the United States as their home country (100%) as shown in Figure 15.

Specific zip or postal codes of study respondents and of event registrants as provided by the event organizer appear in Appendices B and C, respectively.

STR Report

Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine the trends over the past month to determine whether the hotel metrics changed because of event as compared to the rest of the month and the other way is to compare the metrics during the event time period to those of the same time period in the previous year.

Wahoo Classic began with registration on Friday, September 21st with a mandatory captain’s meeting. Saturday, September 22nd was the fishing day with the weigh-in in the afternoon and an awards presentation on Sunday, September 23rd. This itinerary means that most event registrants who spent the night on SPI would have done so on Friday and Saturday nights. The following figures show the hotel metrics for these two nights in the month trend for this year as compared to the month trend for the same month period as last year (the year trend).

The occupancy rate for the days examined ranges from 64.9% on Friday to 76.3% on Saturday for an average of 70.6%. This rate is lower than last year’s same-days range of 62.7% to 79.9% with an average of 71.3% but is much higher than the month-long occupancy rate average of 51.4% for this year and of 45.3% for last year as seen in Figure 16. This represents an average decrease in period occupancy of 1% over the same period last year.

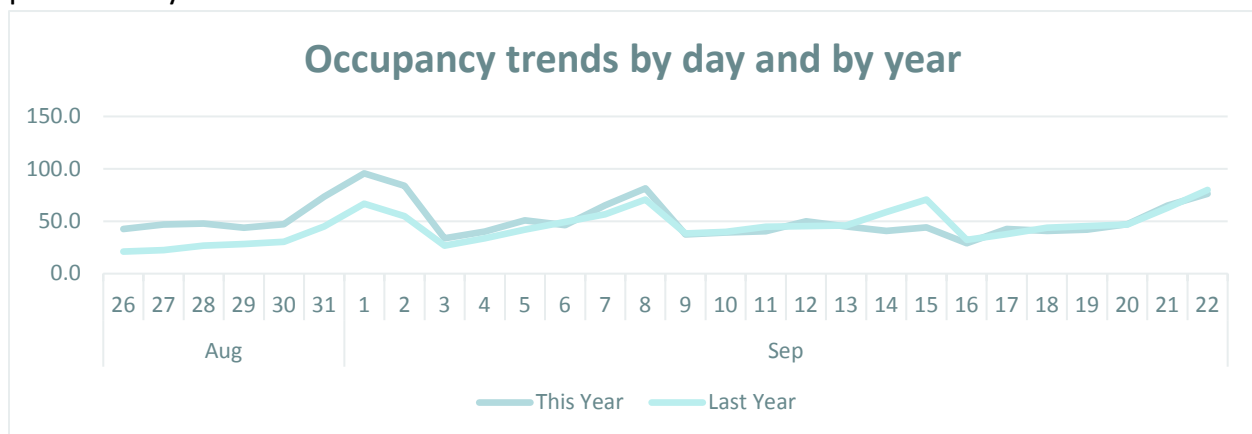


FIGURE 16. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for the event nights are slightly lower than room rates compared to the same day-period of last year. This year, the room rates ranged from \$98.22 on Friday to \$103.65 on Saturday for an average rate of \$100.94, whereas last year's rates ranged from \$97.80 on Friday to \$105.00 on Saturday (average of \$101.40). The average room rate of the 2018 time period represents a 0.5% decrease in ADR over the same days as last year and is lower than the average rate for this year's month (\$103.92) but higher than last year's month (\$99.24) as shown in Figure 17.

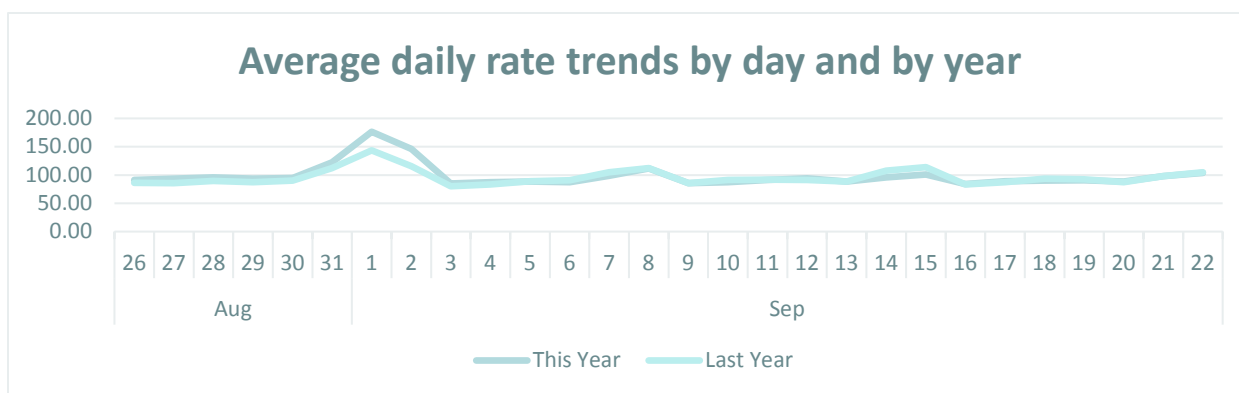


FIGURE 17. STR ADR TRENDS BY DAY AND YEAR

Figure 18 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the nights of the Wahoo Classic range from \$63.74 to a high on Saturday night of \$79.04, with an average rate of \$71.39, which exceeds this year's average month-long rate of \$53.38 as well as last year's average rate of \$44.92. However, this year's RevPAR is below the same days' rates of last year, which ranged from \$61.34 to \$83.86, for an average of \$72.60, a decrease of 1.7% from last year.

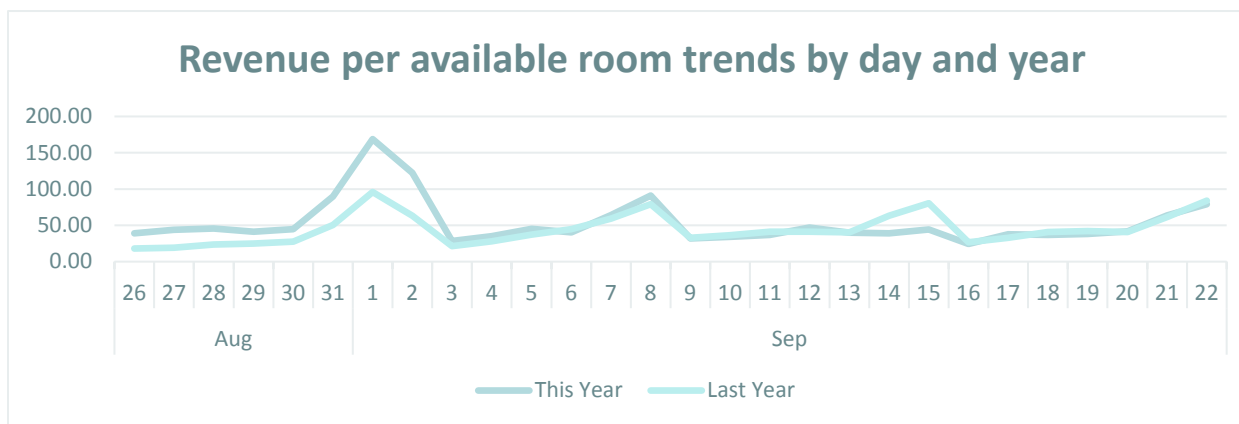


FIGURE 18. STR RevPAR BY DAY AND YEAR

Similar to the other trends, the demand trend in Figure 19 shows a slight decline in rooms rented during the Wahoo Classic this year over last year's same day period. For this year's event-days, the number of rooms rented ranged from 1,763 to 2,072 for an average of 1,917, which is slightly below last year's period of 1,937 rooms, a decrease of 1%. This year's Wahoo Classic-days room demand is higher than the month-long average of 1,335 rooms for this year as well as last year's average of 1,392 rooms.

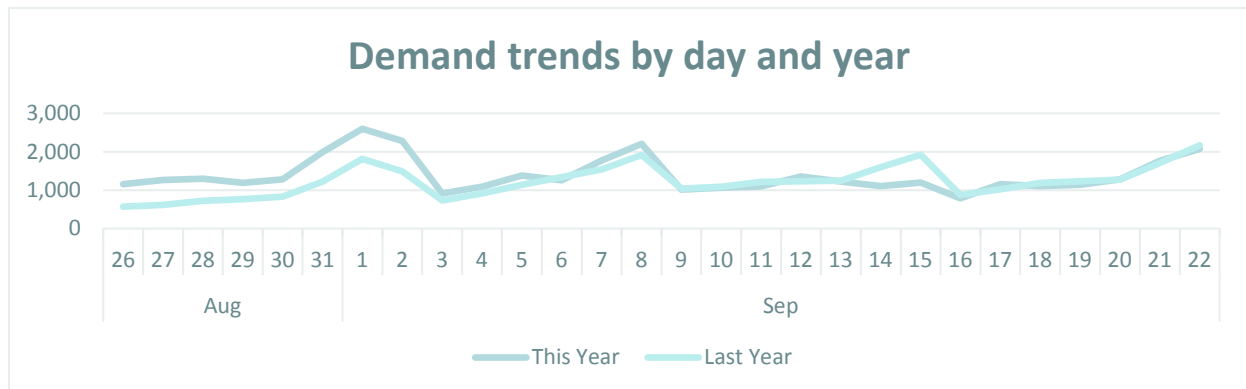


FIGURE 19. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year's event-period was also lower than last year's by 1.7%. This year's event-days' revenue averaged \$193,962 whereas last year's 2-day period revenue was \$197,251 as seen in Figure 20. However, the average revenue is higher than this year's month-long average revenue (\$127,386) or last year's (\$136,369)

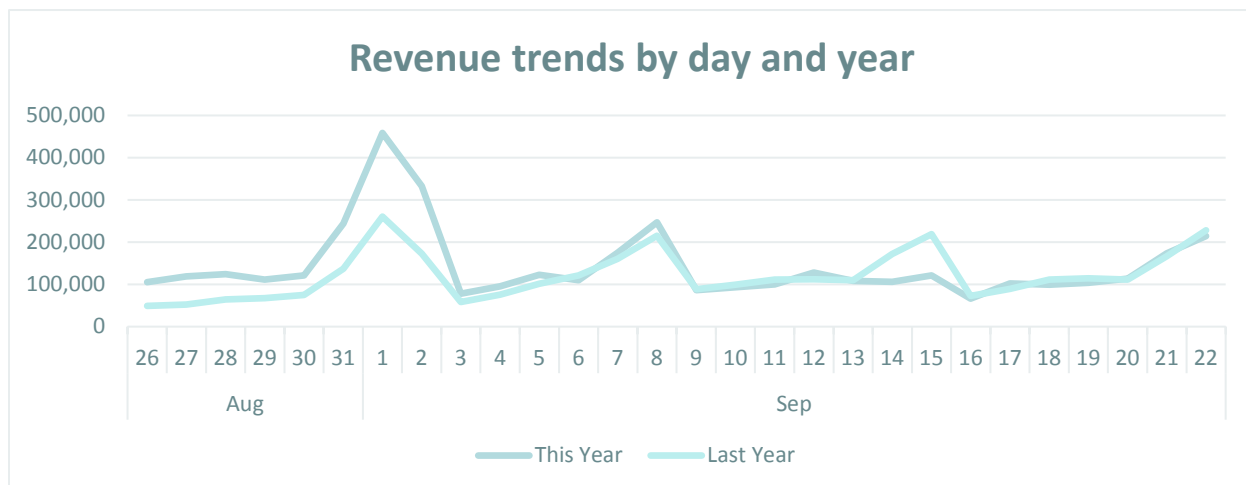


FIGURE 20. STR REVENUE TRENDS BY DAY AND YEAR

Finally, Figure 21 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for night 2-night period that Wahoo Classic participants would have spent the night on the Island. For all metrics examined, the average of Friday nights of this year's event exceeds the average of the same day from last year whereas all metrics for the Saturday night of the event were below the same metrics of last year.

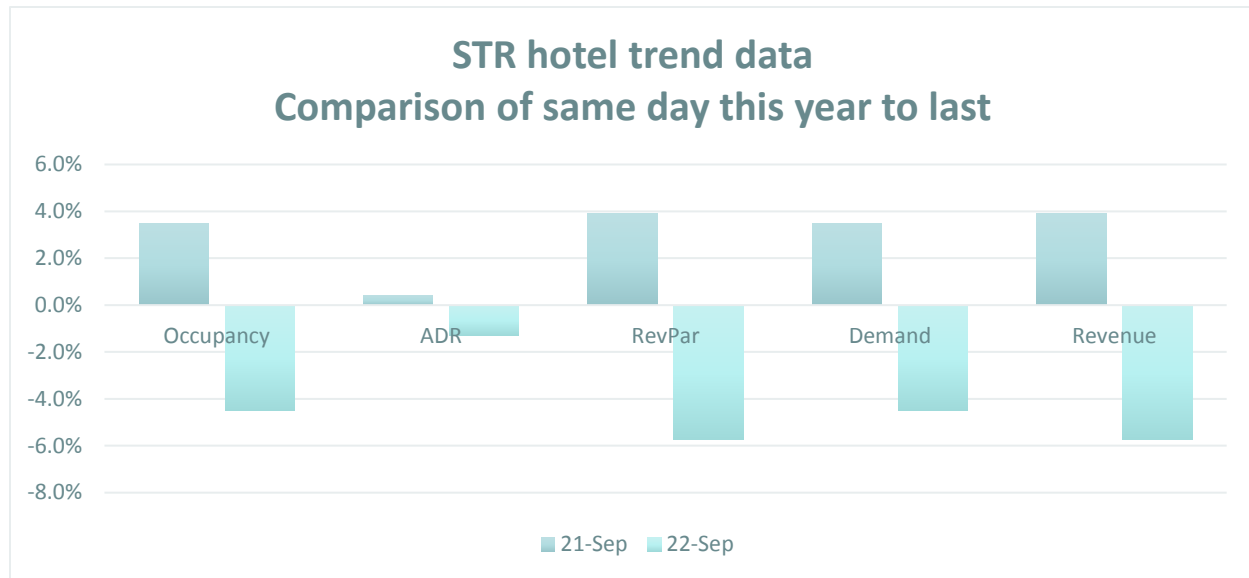


FIGURE 21. STR HOTEL TREND DATA 3-DAY COMPARISON

Assuming that no other factors, such as the weather or other events could have played a role in affecting the metrics, the STR metrics suggest no increase in SPI lodging attributable to the 2018 SPI Wahoo Classic fishing tournament. This finding is expected given the estimate of only 25 room nights attributable to the event.

All measures of lodging performance as provided by STR increased during Friday night of this year's Wahoo Classic event but decreases on Saturday night as compared to the same day period last year.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Concluding remarks

This report has detailed the amount of money spent on South Padre Island by people associated with the 2018 Wahoo Classic fishing tournament held from Friday, September 21st through Sunday, September 23rd. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 52 completed surveys resulted in 16 useable responses for the analysis after eliminating surveys from duplicate households and respondents not on the Island specifically for the event.

Demographically, the study sample was comprised of predominately of married females who were an average of 45 years-of-age, had a college degree, were employed full-time, had a household income above \$50,000, identify ethnically as white and Hispanic and were all from the US. The average household came to the event with 2.06 people, had traveled an average of 133 miles and 19% spent the night on SPI for an average of 2.8 nights.

By counting the actual number of people at the Wahoo Classic, most specifically at the weigh-in, the event attracted 100 attendees, including children, sponsors, staff and volunteers who generated an estimate 25 SPI room nights. STR data provides support for the study's finding that the event did not have much effect on the number of rooms booked during the event nights. With an average total weighted lodging expenditure per household of \$282, event attendees spent a total of \$13,650 on lodging, resulting in about \$1,983 in total Hotel Tax revenue with 10.5%, or \$1,225, the City's share. Moreover, spending on food and beverages by the event attendees is about \$12,833, which should yield \$978 in sales tax at the 8.25% rate or \$237 to the City at a tax rate of 2%. Total spending in other expenditure categories of \$26,152 should provide \$1,993 in total sales tax revenue with \$483 the City's share.

Considering only the City's share of the hotel tax revenue, the City gained \$1,225 from the event, which represents a 96.9% loss on their \$40,000 investment in the event. Considering all tax revenue from all spending, the City should receive \$1,945 in taxes for a loss of \$38,055 or a 95.1% loss on the \$40,000 cash investment.

By far, most 2018 Wahoo Classic survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and all respondents were satisfied with their overall SPI experience during the event and with the event overall.

Appendix A: Survey

SPI Wahoo Classic Survey, September 14-18, 2018																							
<p>This survey is to understand your household experience and spending during the Wahoo Classic fishing tournament. The one person, older than 18, best able to report on spending for all people in your household at the event should complete this survey. Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.663.2829 for questions.</p>																							
<p>1. Have you or someone else in your household already completed this survey? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, return this survey.</p> <p>2. Did you come to South Padre Island specifically for Wahoo? <input type="checkbox"/> Yes <input type="checkbox"/> No: If no, return this survey. Thanks!</p> <p>3. About how many miles did you travel to attend Wahoo? _____ miles</p> <p>4. Which of the following best describes your participation in the Wahoo Classic (Check all that apply)?</p> <p><input type="checkbox"/> Registered angler <input type="checkbox"/> Event volunteer/staff</p> <p><input type="checkbox"/> Spectator <input type="checkbox"/> Event sponsor/vendor</p> <p><input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____</p> <p>5. Including yourself, how many people from your household attended the Wahoo Classic? _____ Number in household</p> <p>6. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending Wahoo? _____ nights</p> <p>7. Where are you staying (or did stay) while on South Padre Island for Wahoo?</p> <p><input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house</p> <p><input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room</p> <p><input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid)</p> <p><input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p> <p>8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for Wahoo Classic. (List only the total dollar amounts spent on SPI)</p> <table border="1"> <tbody> <tr> <td>Food & beverages (restaurants, concessions, snacks, etc.)</td> <td>\$</td> </tr> <tr> <td>Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td>\$</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td>\$</td> </tr> <tr> <td>Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td>\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td>\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td>\$</td> </tr> <tr> <td>Parking fees</td> <td>\$</td> </tr> <tr> <td>SPI Admission fees</td> <td>\$</td> </tr> <tr> <td>Clothing or accessories</td> <td>\$</td> </tr> <tr> <td>Groceries</td> <td>\$</td> </tr> <tr> <td>Other (please specify)</td> <td>\$</td> </tr> </tbody> </table> <p>9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?</p> <p>Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely</p>	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	<p>10. How likely are you to return to South Padre Island for a vacation at some time in the future?</p> <p><input type="checkbox"/> Extremely likely <input type="checkbox"/> Somewhat likely <input type="checkbox"/> Neutral</p> <p><input type="checkbox"/> Somewhat unlikely <input type="checkbox"/> Extremely unlikely</p> <p>11. How satisfied are you with your overall South Padre Island experience?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral</p> <p><input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>12. How satisfied are you with the Wahoo Classic?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral</p> <p><input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>13. What suggestions do you have for improving Wahoo or your stay on South Padre Island? (write on back)</p> <p>14. What is your home zip or postal code? _____ code</p> <p>15. What is your home country?</p> <p><input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other _____</p> <p>16. What is your age? _____ (years of age)</p> <p>17. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse</p> <p>18. What is your marital status?</p> <p><input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated</p> <p>19. What is your highest educational attainment?</p> <p><input type="checkbox"/> Less than high school <input type="checkbox"/> Associate's degree</p> <p><input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree</p> <p><input type="checkbox"/> Some college, no degree <input type="checkbox"/> Graduate/professional degree</p> <p>20. What is your current employment status?</p> <p><input type="checkbox"/> Work full-time <input type="checkbox"/> Retired within past year</p> <p><input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year</p> <p><input type="checkbox"/> Unemployed (looking for a job) <input type="checkbox"/> Other (Please specify)</p> <p>21. What is your combined annual household income?</p> <p><input type="checkbox"/> Less than \$20,000 <input type="checkbox"/> \$60K-\$69,999</p> <p><input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999</p> <p><input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$89,999</p> <p><input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999</p> <p><input type="checkbox"/> \$50K-\$59,999 <input type="checkbox"/> \$150,000 or more</p> <p>22. What is your ethnicity? (Select all that apply)</p> <p><input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed</p> <p><input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____</p>
Food & beverages (restaurants, concessions, snacks, etc.)	\$																						
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$																						
Lodging expenses (hotel, motel, condo, room)	\$																						
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$																						
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Transportation (gas, oil, taxi, etc.)	\$																						
Parking fees	\$																						
SPI Admission fees	\$																						
Clothing or accessories	\$																						
Groceries	\$																						
Other (please specify)	\$																						
<p>Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.</p> <p>Name: _____</p> <p>Phone number: _____</p> <p>Email: _____</p> <p>Winners will be notified no later than 2 weeks after event.</p> <p>THANK YOU VERY MUCH!!!</p>																							

Appendix B: Respondent's zip or postal code and map

67530	78550	78578	78597
77055	78550	78578	78735
78232	78552	78578	79035
78504	78552	78578	79070
78504	78566	78590	79107
78504	78569	78597	79119
78520	78573	78597	98565
78520	78575	78597	
78526	78576	78597	
78526	78578	78597	
78526	78578	78597	
78527	78578	78597	
78540	78578	78597	
78547	78578	78597	

