

2019 SPLASH



Event Attendance

364 attendees
 160 unduplicated households
 286 room nights
 6.6% change in event days YoY occupancy



DEMOGRAPHICS

Average age 33
 Average Income: 50.8%
 \$50,000 or more

\$12,500

CVB Investment

\$97,126

Total Spending

\$607

spending per household



City tax share

10.5% Lodging = \$3,349
 2% F&B sales tax = \$384
 2% Other sales tax = \$721
 Total = \$4,454

2.20 visitors per household

2.44 nights spent on SPI

Total tax ROI = -64.4%
 Lodging only ROI = -73.2.2%



SPI Experience

NET PROMOTER SCORE
 likely to recommend South Padre Island

79.0

95.0%

94.3%

86.2%

Likely to return

Satisfied with SPI

Satisfied with event