

# 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%**

Likely to return

**94.3%**

Satisfied with SPI

**86.2%**

Satisfied with event