

# Padre Jailbreak Beach Escape 2018



## Event Attendance

3,810 attendees  
1,685 households  
1,057 room nights  
7.3% change in event day  
YoY occupancy



## DEMOGRAPHICS

Average age 35  
Average Income:  
60.5%  
\$50,000 or more

**\$30,000**  
CVB investment

**\$627,070**  
Total Spending

**\$372**  
Average spent  
per household

**City tax  
share**



2.26 visitors  
per household

1.02 nights  
on SPI

10.5% Lodging = \$24,027  
2% F&B sales tax = \$2,387  
2% Other sales tax = \$4,252  
Total = \$30,666

**Total tax ROI = 2.2%**  
Lodging only ROI = -19.9%



## SPI Experience

NET PROMOTER SCORE  
likely to recommend  
South Padre Island

**90.5**

**90.7%**

**97.9%**

**93.5%**

Likely to  
return

Satisfied  
with SPI

Satisfied  
with event