

2018 SPI Mariachi Run



Event Attendance

850 attendees
343 households
78 room nights



DEMOGRAPHICS

Average age 39
Average Income:
73.2%
\$50,000 or more

\$25,000

CVB Investment

\$67,721

Total Spending

\$197

spending per
household



City tax share

10.5% Lodging = \$1,876
2% F&B sales tax = \$392
2% Other sales tax = \$473
Total = \$2,741

2.48 visitors per
household

.62 nights spent
on SPI

Total tax ROI = -89.0%
Lodging only ROI = -92.5%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

77.9

93.4%

96.7%

93.4%

Likely to
return

Satisfied
with SPI

Satisfied
with event