

# 2018 Wahoo Classic Fishing Tournament

**\$40,000**

CVB Investment

**\$52,635**

Total Spending



## Event Attendance

100 attendees  
48 households  
25 room nights  
-1% change in event day  
YoY occupancy

**\$1,086**

spending per  
household



## City tax share

10.5% Lodging = \$1,225  
2% F&B sales tax = \$ 237  
2% Other sales tax = \$ 483  
**Total = \$1,945**

2.06 visitors per  
household

2.8 nights spent  
on SPI

**Total tax ROI = -95.1%**  
Lodging only ROI = -96.9%



## DEMOGRAPHICS

Average age 45  
Average Income:  
78.5%  
\$50,000 or more



## SPI Experience

NET PROMOTER SCORE  
likely to recommend  
South Padre Island

**75.0**

**93.8%**

Likely to  
return

**100.0%**

Satisfied  
with SPI

**100.0%**

Satisfied  
with event