



# W.O.W.E

## *Prepared for*

City of South Padre Island Convention and Visitors Bureau

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# Executive Summary and Survey Highlights

The Winter Outdoor Wildlife Expo (W.O.W.E) took place at the South Padre Island Birding and Nature Center from Tuesday, January 22<sup>nd</sup> through Saturday, January 26<sup>th</sup> 2019. The five-day Expo featured different nature topics each day including the Raptor Project presentation and was expected to attract 1,700 visitors.

To examine the spending of W.O.W.E. attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted by volunteers at the Birding Center on Tuesday through Thursday and by the UTRGV survey team on Friday and Saturday of the event. The survey was administered onsite for 122 completed questionnaires resulting in 46 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (77.3%) females (52.3%), had an average age of 49.1 years, had at least some type of college degree (73.3%), worked full-time (40.0%), were primarily white (57.5%) and Hispanic (37.5%) and 69.0% had an average annual income above \$50,000. Survey respondents were primarily from the US (93.2%) with 4.5% from Mexico. On average, household participants traveled an average of 255 miles with an average of 2.48 people and spent 1.15 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (84.4%), resulting in an excellent net promoter score of 84.4. Most respondents are somewhat or very satisfied with the Island experience (93.3%) and the event (93.3%) and are likely or very likely to return to SPI for a future vacation (86.7%).

Importantly, the survey analysis found that the 323 household groups attended W.O.W.E. and spent an estimated weighted average of \$277 per household while on the Island for a total spending of \$89,636. Of this spending, lodging is the highest per household expenditure category with 28% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.15 nights. This resulted in about 105 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$277 per household that spent the night on the Island, a total of \$48,391 was spent on lodging. Of this amount, 17% or \$7,031 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$4,343, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$11,327 included about \$863 in taxes at the 8.25% rate or \$209 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$29,918, of which \$2,280 was sales taxes, with \$553 the City's share. In total, the \$89,636 spent during W.O.W.E. resulted in \$10,175 in tax revenue with \$5,104.85 the City's share. This represents a return to the City of \$3,105 for a 155.2% gain on the \$2,000 cash investment made by the CVB in W.O.W.E. as shown in the table.

*Summary of Key Performance Indicators (KPI)*

KPI	RESULT	DESCRIPTION OF KPI	PAGE
CVB INVESTMENT	\$2,000	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER	P1
TOTAL SPENDING	\$89,636	TOTAL SPENT BY EVENT HOUSEHOLDS	TABLE 1, P6
AVERAGE SPENT PER HOUSEHOLD	\$277	WEIGHTED AVERAGE SPENT PER HOUSEHOLD	TABLE 1, P6
NUMBER OF HOUSEHOLDS	323	NUMBER OF HOUSEHOLDS AT EVENT	FIGURE 3, P4
NUMBER IN HOUSEHOLD	2.48	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT	FIGURE 3, P4
NIGHTS ON SPI	1.15	AVERAGE NUMBER OF NIGHTS SPENT ON SPI	FIGURE 3, P4
LODGING TAX	\$4,343	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT	TABLE 2, P7
F&B SALES TAX	\$209	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX	TABLE 2, P7
OTHER SALES TAX	\$553	CITY SHARE OF TOTAL SALES TAX REVENUE	TABLE 2, P7
TOTAL CITY TAX SHARE	\$5,105	TOTAL CITY TAX REVENUE FROM EVENT	TABLE 2, P7
TOTAL TAX ROI	155.2%	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES	TABLE 2, P7
LODGING ONLY ROI	117.1%	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY	TABLE 2, P7
NET PROMOTER SCORE	84.4	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS	FIGURE 6, P8
LIKELY TO RETURN	86.7%	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI	FIGURE 7, P8
SATISFIED WITH THE SPI	93.3%	PERCENT SATISFIED WITH THE SPI EXPERIENCE	FIGURE 8, P8
SATISFIED WITH EVENT	93.3%	PERCENT SATISFIED WITH EVENT	FIGURE 9, P9

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# Lights over South Padre Island

## Introduction

The Winter Outdoor Wildlife Expo (W.O.W.E) took place at the South Padre Island Birding and Nature Center from Tuesday, January 22<sup>nd</sup> through Saturday, January 26<sup>th</sup> 2019. The five-day Expo featured different nature topics each day, including the Raptor Project presentation, and was expected to attract more than 1,000 visitors, with about 300 to 500 staying in South Padre Island lodging for two to four nights.

Activities are scheduled from 9:00am to 3:45pm daily as follows:

### **SCHEDULE OF ACTIVITIES**

**Tuesday, January 22<sup>nd</sup> - Plants & Pollinators**

**Wednesday, January 23<sup>rd</sup> - Fishing Day**

**Thursday, January 24<sup>th</sup> - The Gulf and the Bay**

**Friday, January 25<sup>th</sup> - South Texas Birds**

**Saturday, January 26<sup>th</sup> - Nature in the Valley**

The South Padre Island Convention and Visitors Bureau provided the South Padre Island Birding and Nature Center with \$2,000 in funding. According to the application for the funding, the event sponsor planned to use funding to cover the \$4,000 cost of the Raptor Project and to promote the event by spending \$5,000 on newspaper advertisements and \$1,000 on the website and social media, by distributing event flyers to the Chamber of Commerce, the Visitors' Center, hotels and existing e-mail listings and by issuing four or five press releases.

# Method

## Interviews

To estimate the economic impact of the 2019 W.O.W.E., South Padre Island Birding and Nature Center volunteers or UTRGV interviewers administered a survey (see Appendix A) to event attendees as follows:

- Tuesday, January 22 – Thursday, January 24<sup>th</sup>, 9:00am-3:45pm: South Padre Island Birding and Nature Center volunteers;
- Friday, January 25 – Saturday, January 26<sup>th</sup>, 8:30am-4:00pm: UTRGV survey team.



A total of 300 blank questionnaires and clipboards were delivered to the South Padre Island Birding and Nature Center for volunteers to distribute to event attendees throughout the week. Then, on Friday and Saturday of the event, the UTRGV survey team and project manager were onsite to administer surveys. All survey participants were offered a chance to win two nights at Schlitterbahn Beach Resort as an incentive to help recruit respondents.

On Tuesday through Thursday of the event, volunteers at the SPI Birding and Nature Center collected 36 surveys while the UTRGV survey team interviewers collected 86 on Friday and Saturday. The survey team, wearing bright orange t-shirts and visors, randomly approached potential respondents in a professional manner and administered paper surveys on clipboards with the data to be entered into an online link later by the team. Although interviews yielded 122 completed responses; a number of responses were eliminated as follows:

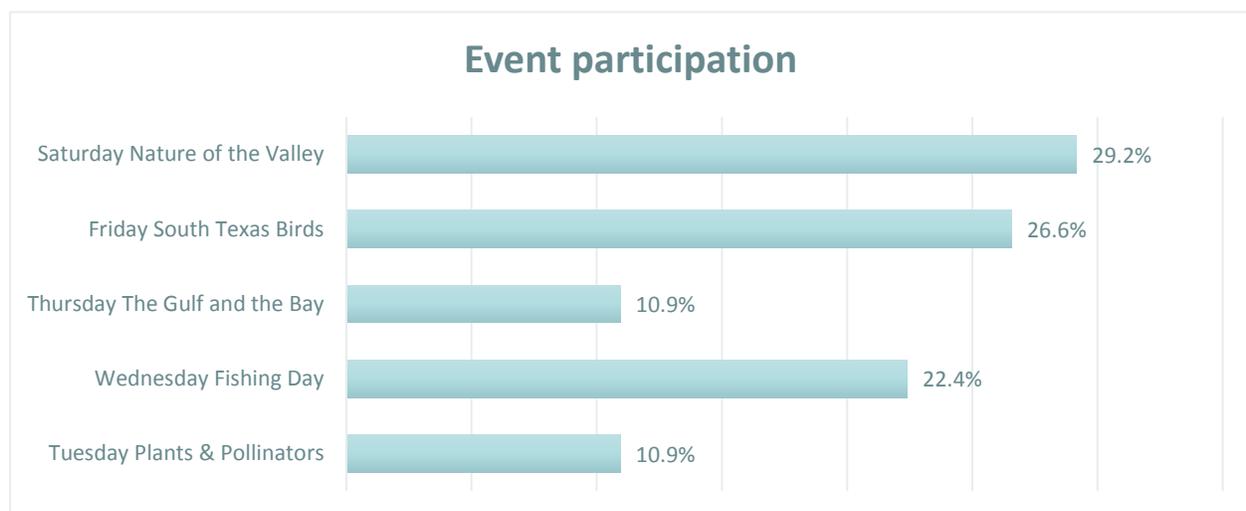


- 6 were completed by another household member;
- 63 were from respondents not on the Island for the event;
- 3 were from respondents who live within ten miles; and,
- 4 were outliers.

The result is 46 useable questionnaires for analysis. According to the Director of the SPI Birding and Nature Center, a total of 1,325 attended the 5-day event. With an estimated population of 323 households who passed by the interviewers, the 122 completed surveys results in a completed responses rate of 9.2%.

## Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. According to the director of the South Padre Island Birding and Nature Center, a total of 1,325 attended the 5-day event. No breakdown by day was provided. However, to better understand household attendance and duplication of attendance over multiple days, respondents were asked to indicate which of the five days' activities they attended. A total of 116 respondents indicated attending 192 events suggesting that each household respondent attended an average of 1.66 days of events. Figure 1 shows that the most attended events were on Saturdays (29.2%), on Friday (26.6%) and on Wednesday (22.4%).



**FIGURE 1. EVENTS ATTENDED**

The appropriate unit of analysis of spending impact is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (1,325) is divided by the average household size (2.48) as found in the survey (see Figure 3) to determine that 535 households were at the event over the 5-day period. The number of attendee households (535) is then divided by the average number of events attended (1.66), as found by the survey for a total of 323 **unduplicated** households attending all events.

# Results

## Survey participants travel and SPI stay characteristics

In all, 46 useable surveys were completed by people specifically on South Padre Island for 2019 W.O.W.E. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that by far, most of the respondents surveyed were spectators (71.7%) with the remaining event participants volunteer/staff (28.3%).

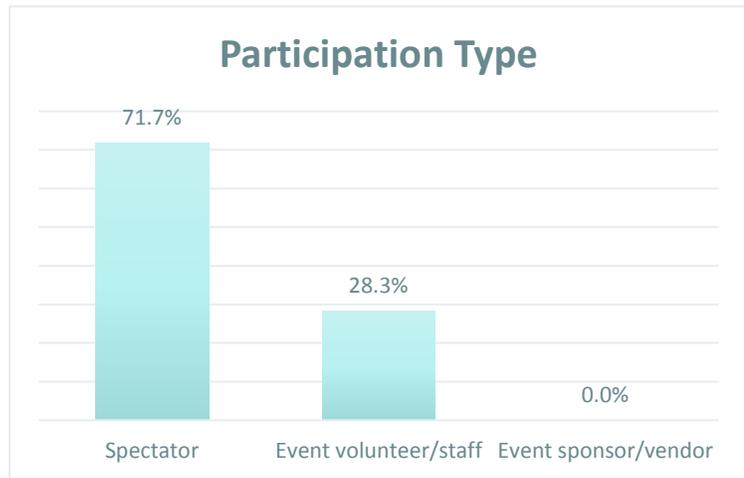


FIGURE 2. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 7 for an average of 2.48 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 255 miles to attend the event, although distances traveled ranged from 10 to 2252 miles and spent an average of 1.15 nights on SPI for the event with a range of 0 to 7 nights spent on SPI.

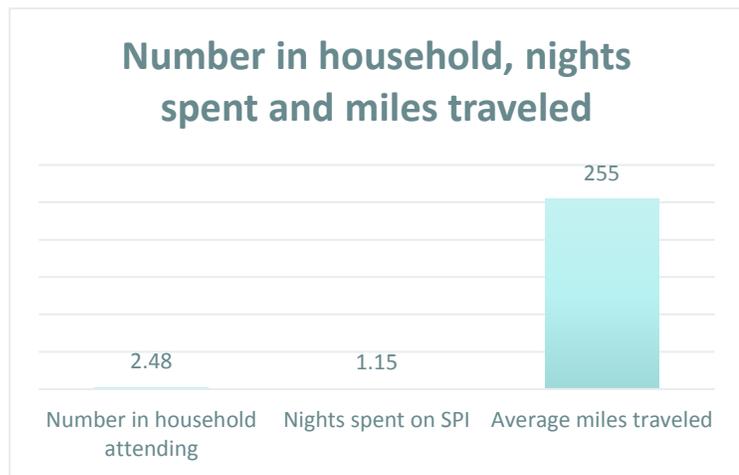
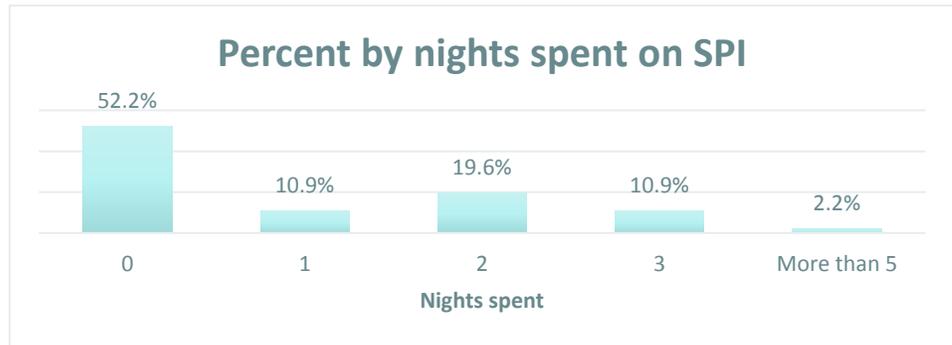


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

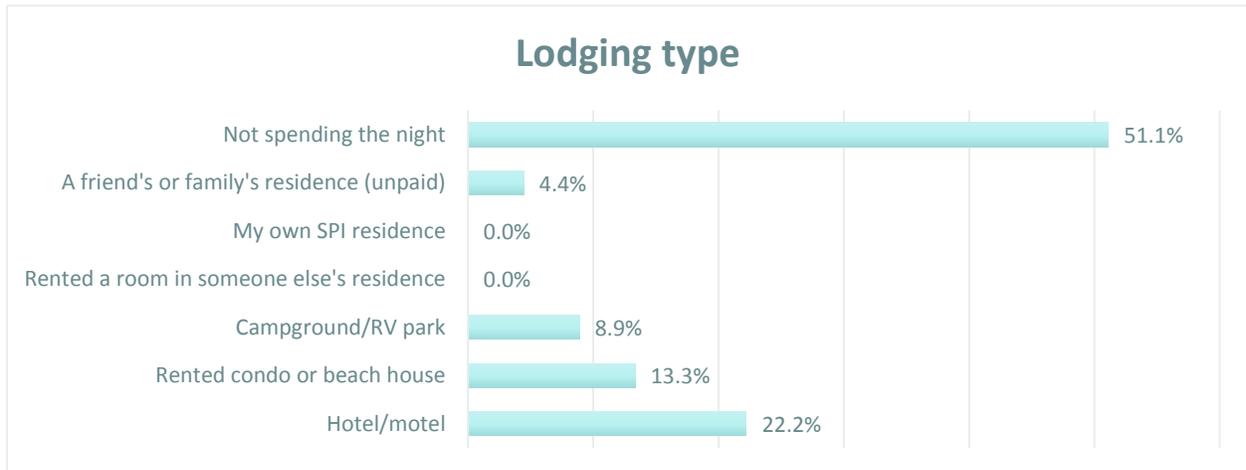
Note that some respondents were apparently Winter Texans and reported spending from 44 to 90 days. These responses, were deleted as outliers because their responses would have significantly and inappropriately skewed results.

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 52.2% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (10.9%) or two nights (19.6%) although 10.9% spent 3 nights on the Island. Four (2.2%) spent more than five nights on SPI for the event.



**FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI**

Figure 5 shows the types of lodging used. While most event attendees reported not spending the night on the Island (51.1%), of those who did, 22.2% spent the night in a



**FIGURE 5. TYPE OF LODGING**

hotel/motel room, 13.3% rented a condominium or beach house, 4.4% stayed with family or friends.

With 28% (Table 1, p6) of the estimated 323 households spending an average of 1.15 nights (Figure 3, p5) on the Island, the W.O.W.E. event should have resulted in 105 room nights.

**W.O.W.E. attendees accounted for 105 room nights.**

# Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied times the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$530 with a weighted average of \$150 considering that 28% of respondents spent money on lodging for a total of \$48,391. Average spending on food and beverages was \$56, with a weighted average of \$35, for a total category spending of \$21,197, including sales taxes. The total spent on all other categories was \$29,918. In total, 323 event households spent a weighted average of \$277 for a total SPI spending of \$89,636.

**TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING**

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$56	63%	\$35	\$11,327
Night life	\$49	20%	\$10	\$3,090
Lodging	\$530	28%	\$150	\$48,391
Attraction entertainment	\$81	30%	\$25	\$8,005
Retail	\$33	37%	\$12	\$3,978
Transportation	\$39	41%	\$16	\$5,196
Parking	\$25	4%	\$1	\$351
Admission fees	\$28	26%	\$7	\$2,331
Clothing	\$53	7%	\$3	\$1,124
Groceries	\$71	22%	\$15	\$4,986
Other	\$41	7%	\$3	\$857
<b>Total</b>	<b>\$1,006</b>		<b>\$277</b>	<b>\$89,636</b>

*The estimated direct spending on South Padre Island as attributed to the 2019 W.O.W.E. is \$89,636, within a 7.2% confidence interval of plus or minus \$6,445 given the assumptions of a random sample selection.*

## Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- 17% hotel occupancy tax rate;
- 10.5% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$7,031 with the City's share at 10.5% totaling \$4,343. Total spending on food and beverages should result in \$863 in tax revenue with \$209 the City's share while total spending in all other expense categories should yield \$2,280 in sales tax revenue with \$553 the City's share. Altogether, the tax revenue should be \$10,175 with \$5,105 the City's share. The gain from the City's share of the hotel tax alone on the \$2,000 invested in the event is 117.1% but is 155.2% considering the City's share of all the tax revenue.

**Table 2. Spending, tax revenue and ROI**

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
<b>Lodging</b>	\$48,391	17%	\$7,031	10.50%	\$4,343	117.1%
<b>Food &amp; Beverage</b>	\$11,327	8.25%	\$863	2%	\$209	
<b>All nonlodging</b>	\$29,918	8.25%	\$2,280	2%	\$553	
<b>Totals</b>	\$89,636		\$10,175		\$5,105	155.2%

*Total spending of 2019 W.O.W.E. attendees resulted in an estimated tax revenue of \$10,175, with \$5,105 going to the City of South Padre Island. With an investment of \$2,000 in the event, the gain to the City is 117.1% considering only the 10.5% share of HOT but 155.2% considering all the City's estimated tax revenue share.*

## The SPI Experience

The next section of the survey asked W.O.W.E. attendees about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues.

The results, shown in Figure 6, indicate that most study respondents (84.4%) are promoters of SPI while a few (0.0%) are detractors. This yields a net promoter score (NPS) of 84.4, which is excellent. For example, the hotel industry has a NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (86.7%) are likely to return to the Island at some time in the future.

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 93.3% were satisfied with the SPI experience and that 2.2% were dissatisfied with SPI.



FIGURE 6. NET PROMOTER SCORE

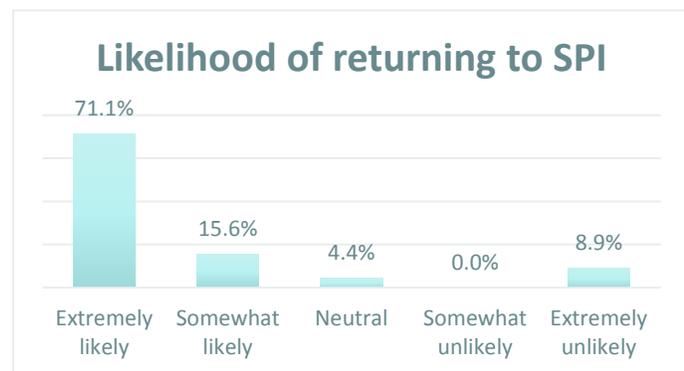
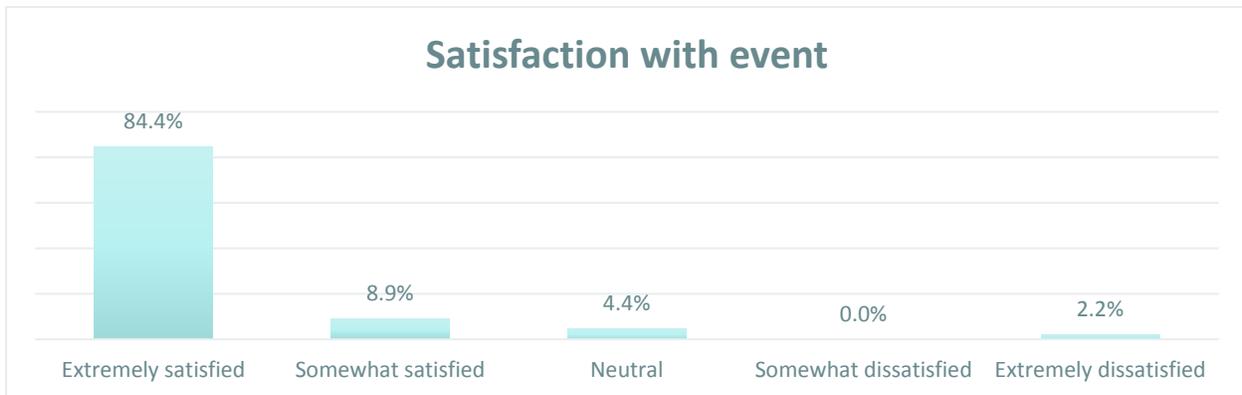


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE



FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

Most respondents (93.3%) were also satisfied with the event and only 2.2% reported being dissatisfied with the event as seen in Figure 9.



**FIGURE 9. SATISFACTION WITH EVENT**

**NOTE: Respondents were asked to provide suggestions for improving their stay on SPI. The unedited comments are as follows:**

- Advertisements
- Convention center + birding center
- Free parking
- Golf carts on the beach.
- Good job.
- Great overall.
- Guided tours
- Having a cup of coffee or drinks available. For free or to purchase, either is fine
- It would be nice to have a similar event during breaks, so more people can come.
- Lunch stands
- Market event
- Facebook TX birds + butterflies
- Marketing
- More animal exhibits
- More bilingual
- More Vendors
- More vendors.
- Perhaps look at scheduling of sessions. For example, the skin + skull exhibit hardly had attendees, but it competed against the live raptor show, ocelot presentation, etc., and might have had more participation if scheduled at another time.
- Since I have monthly pass for Nature Center, would like an entry cost break for WOWE so I would come and go more.
- Stop constructing buildings at SPI, because they are damaging SPI itself.
- Too many cancelled programs. Disrupted our schedule

# Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 49.1 year-of-age with ages ranging from 18 to 78.

Most respondents were female (52.3%), a majority were married (77.3%) and most had some type of college degree (73.3%) as shown in Figures 10 through 12, respectively.

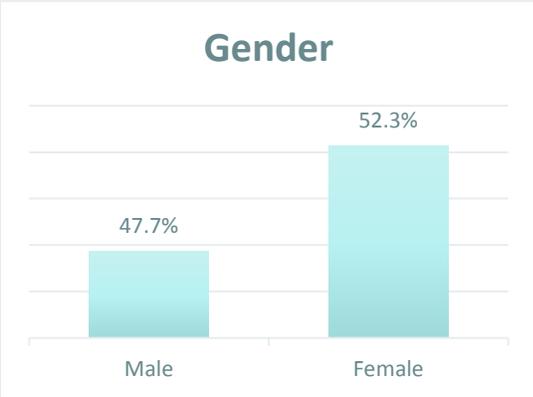


FIGURE 11. GENDER

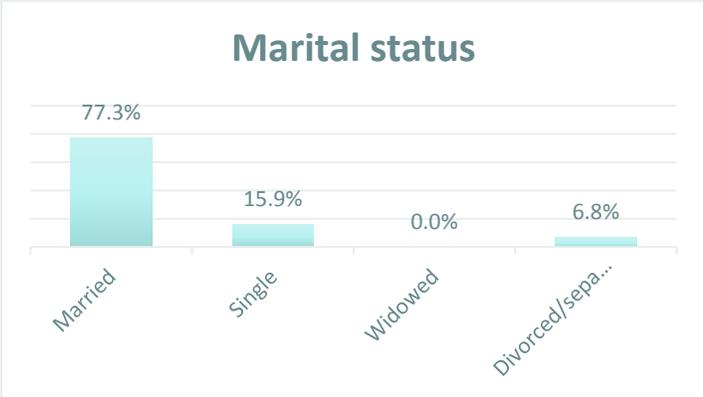


FIGURE 12. MARITAL STATUS

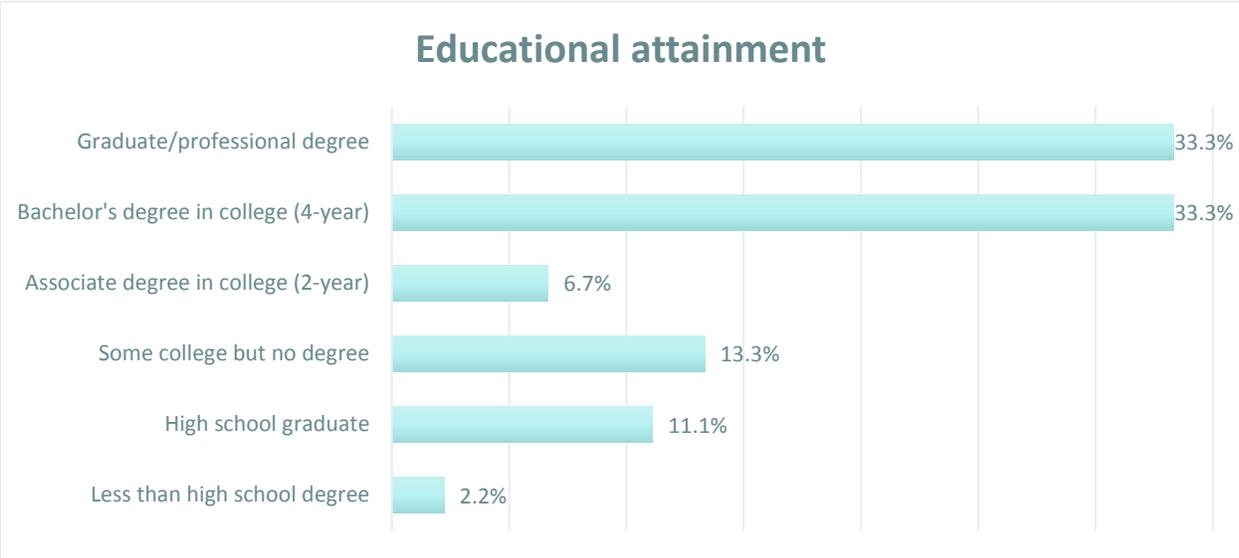
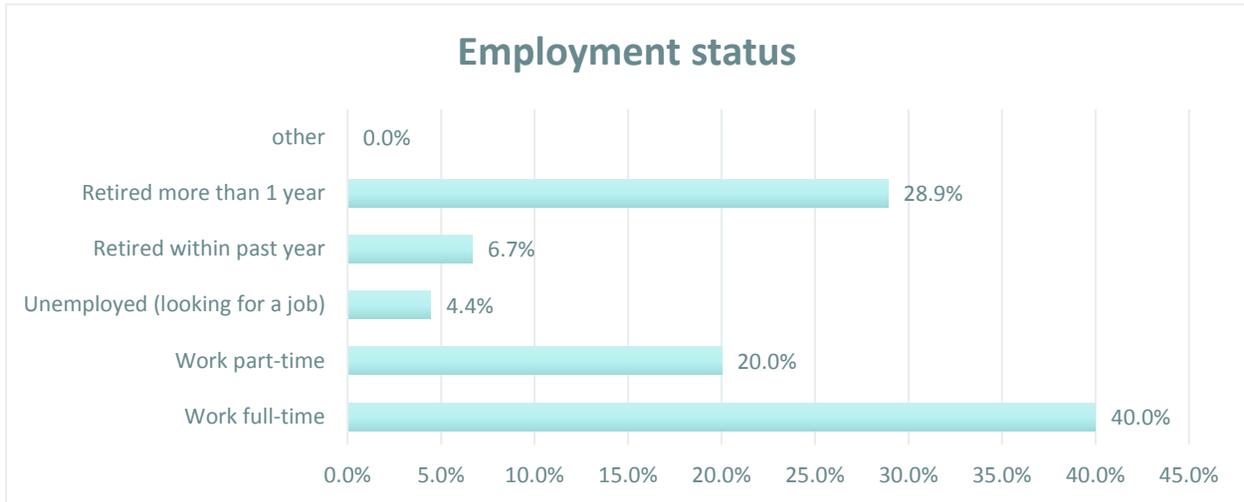


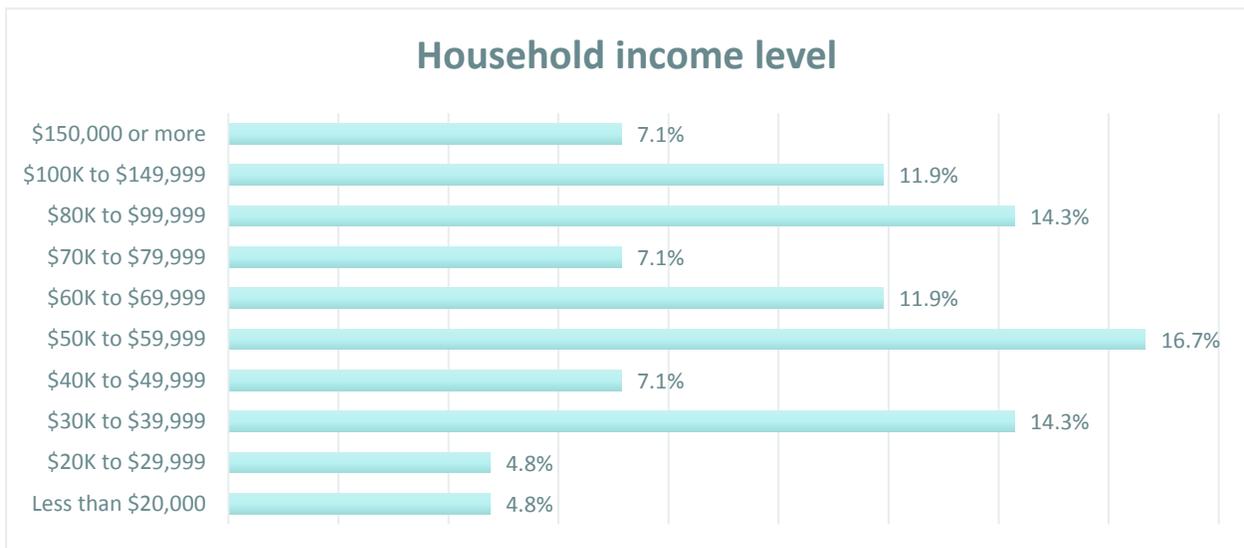
FIGURE 10. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (40.0%), although 20.0% work part-time and 35.6% are retired as seen in Figure 13.



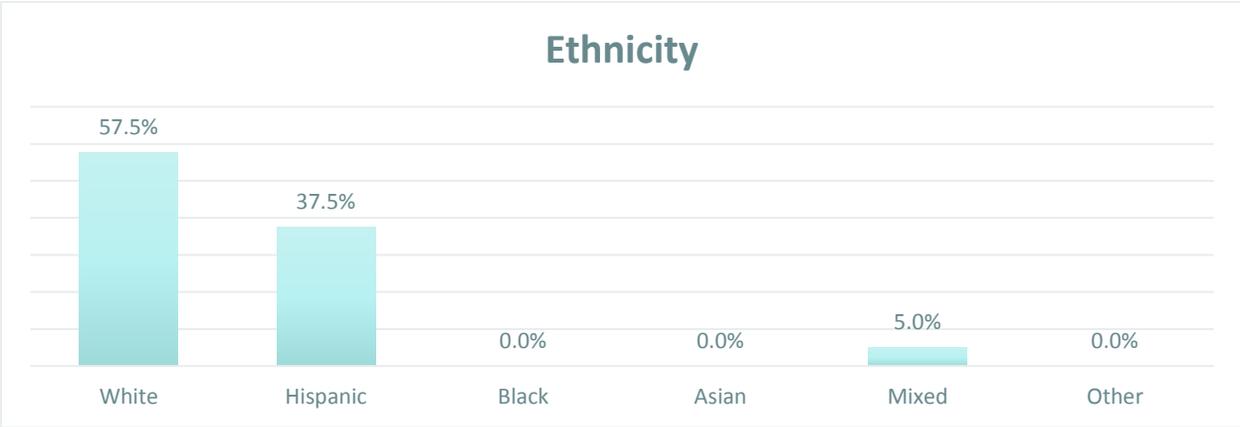
**FIGURE 13. EMPLOYMENT STATUS**

Most W.O.W.E. study participants reported having a higher-than-average household income level: 69.0% indicated an annual household income above \$50,000 (Figure 14).



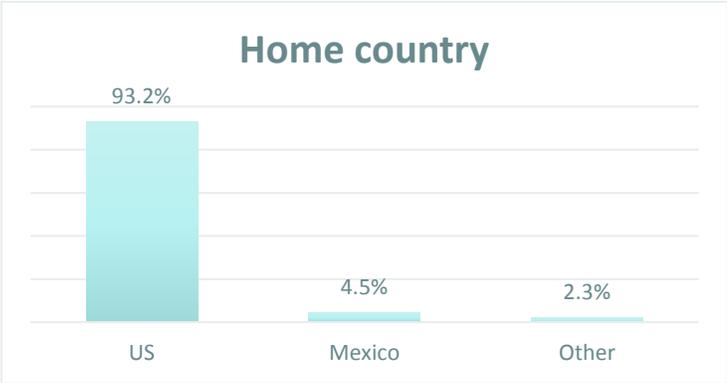
**FIGURE 14. HOUSEHOLD INCOME LEVEL**

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 37.5% of respondents considered themselves Hispanic while 57.5% indicated being White.



**FIGURE 15. ETHNICITY**

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (93.2%) and 4.5% indicated being from Mexico as shown in Figure 16.



**FIGURE 16. HOME COUNTRY**

Specific zip or postal codes of study respondents and of study participants are shown and mapped in Appendix B.

## STR Report

Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine trends over the month to determine whether the hotel metrics changed because of an event as compared to the rest of the month and the other way is to compare metrics during the event time period to those of the same time period in the previous year.

W.O.W.E. was held from Tuesday, January 22<sup>nd</sup> through Saturday, January 26<sup>th</sup>. This means that event attendees could have spent the night on SPI from Tuesday through Saturday night. The following figures show the hotel metrics for the Tuesday-Saturday period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the five-day period this year was 70.0%, as compared to 64.5% last year, which is 8.7% above the same day-period last year. This year’s event period was above the week average (66.2%) as well as the 28-day rate of 58.8% as seen in Figure 17.

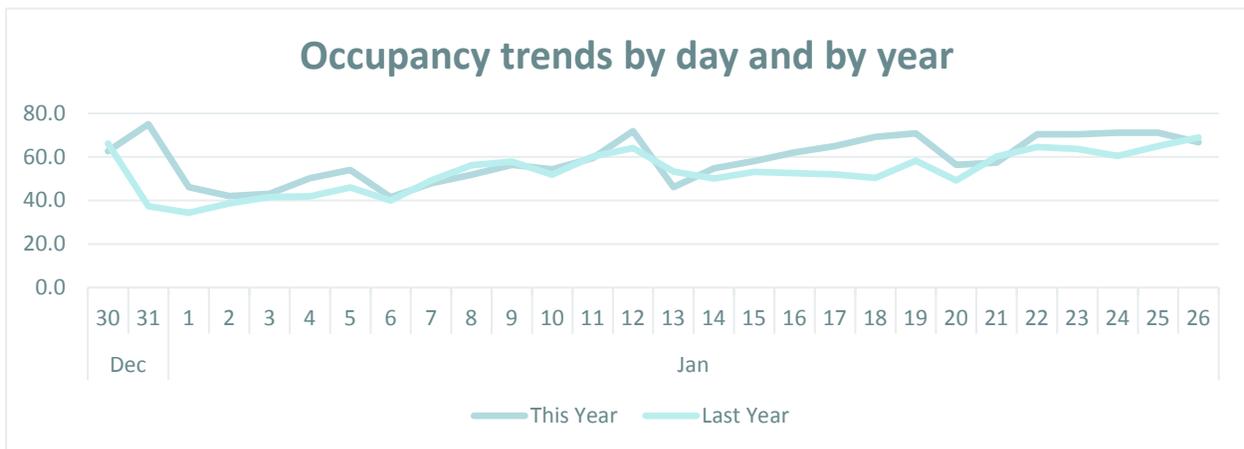
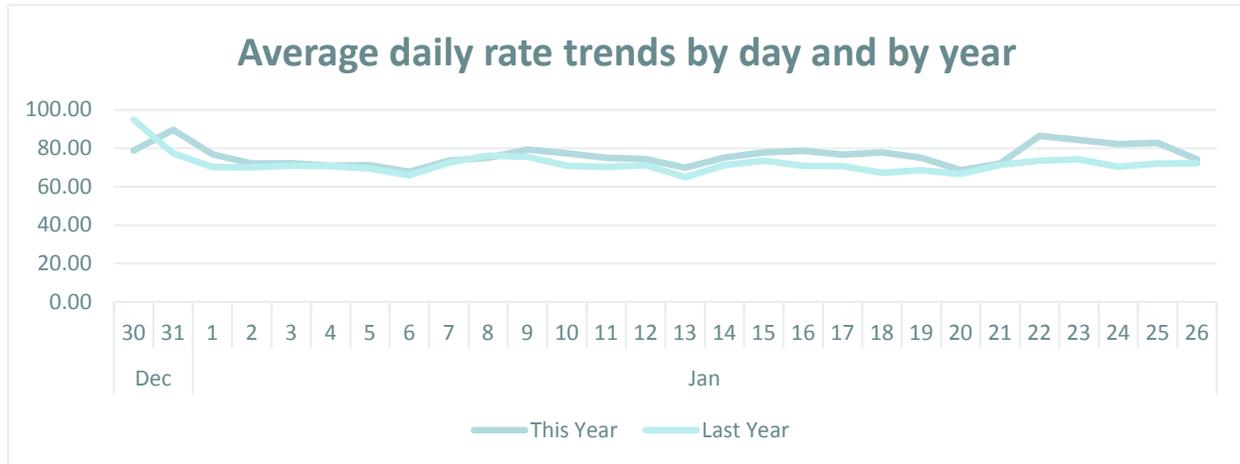


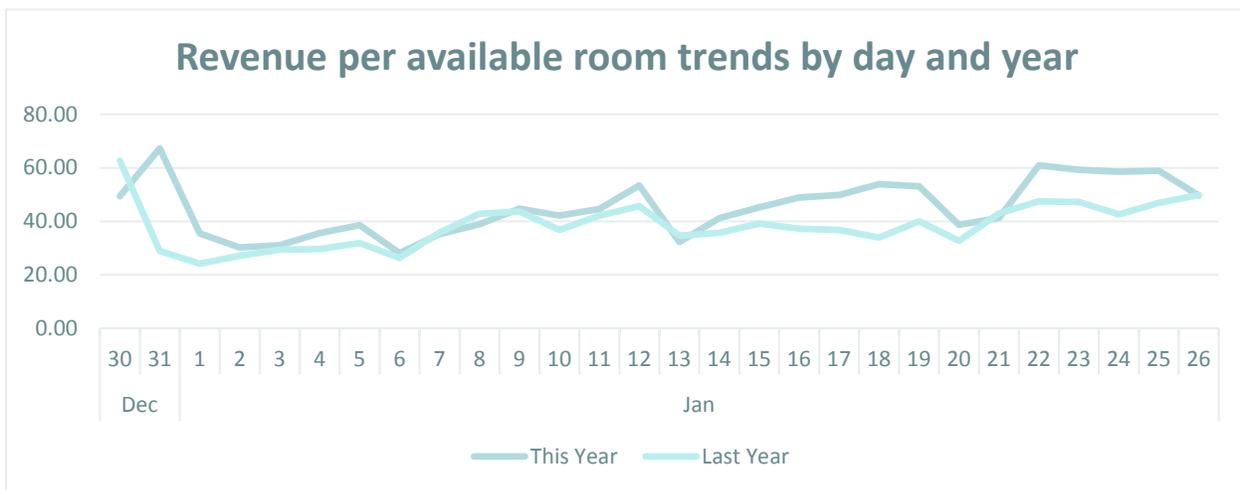
FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for this year’s event period was \$82.03, 13.2% above room rates compared to \$72.49, the same time period last year. The average room rate for this year’s event period was also higher than the rate for the week (\$79.23) and higher than the 28-day period (\$76.93) as shown in Figure 18.



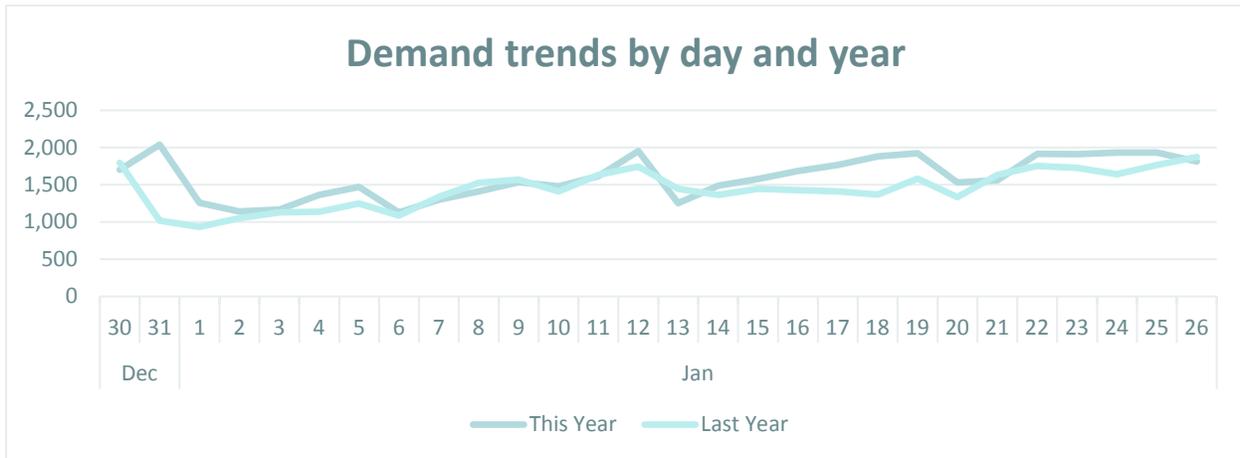
**FIGURE 18. AVERAGE DAILY RATE**

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the five nights of the event was \$57.45, which is 23.4% above last year’s same-period average of \$46.78. This year’s RevPAR, was also above the average week rate (\$52.46) and this year’s 28 day-period rate of \$45.22.



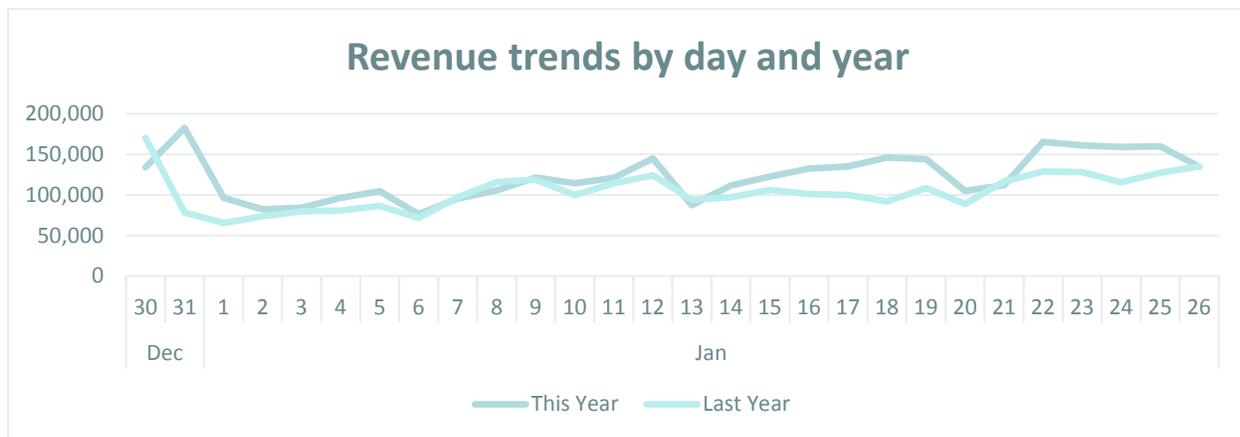
**FIGURE 19. STR REVPAR BY DAY AND YEAR**

Similar to the other trends, the demand trend in Figure 20 shows an increase this year over last year. Room demand for this year's event period was 1,901 rooms as compared to last year's same 5-day period average of 1,753 rooms, an increase of 8.7%. Room demand during event nights was also above the daily average demand for the month (1,576) but not for the week (1,799).



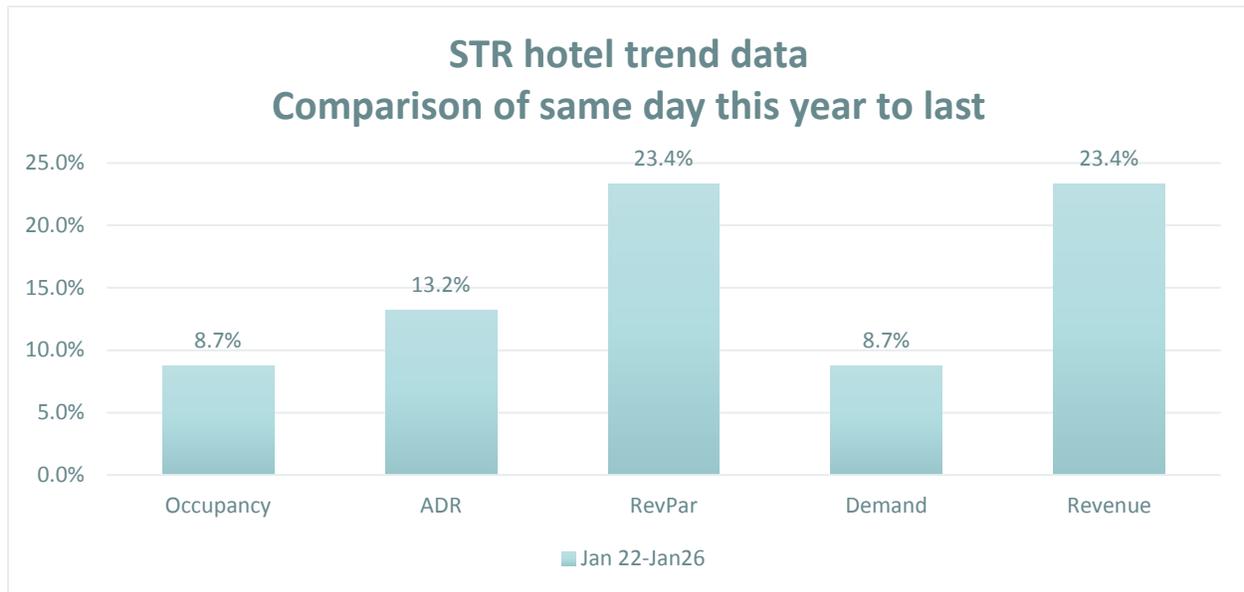
**FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR**

Total lodging revenue for this year's event-period was also higher than last year's by 23.4%. This year's W.O.W.E. nights revenue averaged \$156,083 whereas last year's same-days revenue was \$127,091 as seen in Figure 21. The average revenue is also higher than this year's 28-day-long average revenue (\$122,874) and last year's (\$104,232).



**FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR**

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR,



**FIGURE 22. STR HOTEL TREND DATA 2-DAY COMPARISON**

RevPAR, demand and revenue for the nights that W.O.W.E. attendees would have spent the night on the Island. All the metrics examined for the two-night period were significantly higher this year than last year.

The STR data suggests that W.O.W.E. could have resulted in an increase in lodging occupancy and rates over the week or month period as compared to the same day-period as last year. The weather during this year’s W.O.W.E. was very windy, and rainy and cool on several days, which may have had an impact on attendance at the event and intention to stay on the Island. In addition, other events held during the same day-period this year or last year may have resulted differences in STR metrics.

**Note:** The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

# Concluding remarks

This report has detailed the amount of money spent on South Padre Island the 3029 Winter Outdoor Wildlife Expo which took place at the South Padre Island Birding and Nature Center from Tuesday, January 22<sup>nd</sup> through Saturday, January 26<sup>th</sup> 2019. The five-day Expo featured different nature topics each day including the Raptor Project presentation and was expected to attract 1,700 visitors, with about 300 to 500 staying in South Padre Island lodging for two to four nights. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 122 completed surveys resulted in 46 useable responses for the analysis.

The study sample was comprised of predominately of married females who were an average of years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identify ethnically Hispanic and were from the US. The average household came to the event with 2.48 people, had traveled an average of 255 miles and 28% spent the night on SPI for an average of 1.15 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 105 SPI room nights. STR data suggests that lodging metrics for the nights of the five days of events were better than the same metrics for the week period and for the 28-day period this year as well as last year. With an average total weighted lodging expenditure per household of \$150 event attendees spent a total of \$48,391 on lodging, resulting in about \$4,343 the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$11,327, which should yield \$209 to the City at a tax rate of 2%. The \$29,918 spent in all other categories should provide the City with \$553 in sales tax revenue. Together, W.O.W.E. participants spent \$89,636, generating \$10,175 in total sales tax with \$5,105 the City's share.

Considering only the City's share of the hotel tax revenue, the City gained \$2,343 or 117.1% on their \$2,000 investment. Considering all tax revenue from all spending, the City should receive \$5,105 in taxes for a total return of \$3,105 or a 155.2% on the cash investment provided to the event organizer.

In addition, most W.O.W.E survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. This means that regardless of the event return on investment, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.

# Appendix A: Survey

### Winter Outdoor Wildlife Expo (W.O.W.E.) Survey

This survey is to understand your household experience and spending during Winter Outdoor Wildlife Expo. *The one person, older than 18, best able to report on spending for all people in your household at the event should complete this survey.* Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at [businessresearch@utrgv.edu](mailto:businessresearch@utrgv.edu) or call 956.665.2829 for questions.

- Have you or someone else in your household already completed this survey?  Yes  No If yes, return this survey.
- Did you come to South Padre Island specifically for W.O.W.E.?  Yes  No: if no, return this survey. Thanks!
- About how many miles did you travel to attend the event? \_\_\_\_\_ miles
- Which of the following best describes your participation in W.O.W.E.? (Check all that apply)
  - Spectator  Event volunteer/staff
  - Event sponsor/vendor  Did not attend
  - Other \_\_\_\_\_ (write in answer)
- Including yourself, how many people from your household attended the event? \_\_\_\_\_ Number in household
- How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending W.O.W.E.? \_\_\_\_\_ nights
- Where are you staying (or did stay) while on South Padre Island for W.O.W.E.?
  - Hotel/motel  Rented condo/beach house
  - Campground/RV park  Rented a room
  - My own SPI residence  Friend/family residence (unpaid)
  - Not spending the night  Other (please specify) \_\_\_\_\_
- Which W.O.W.E. events will you attend? (check all that apply)
  - Tuesday Plants & Pollinators  Wednesday Fishing Day
  - Thursday Gulf & the Bay  Friday South Texas Birds
  - Saturday Nature of the Valley
- Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for W.O.W.E.? (List only total dollar amounts spent on SPI)
 

Food & beverages (restaurants, concessions, snacks, etc.)	\$
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$
Lodging expenses (hotel, motel, condo, room)	\$
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$
Retail shopping (souvenirs, gifts, film, etc.)	\$
Transportation (gas, oil, taxi, etc.)	\$
Parking fees	\$
SPI Admission fees	\$
Clothing or accessories	\$
Groceries	\$
Other (please specify)	\$
- On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?
 

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely
- How likely are you to return to South Padre Island for a vacation at some time in the future?
  - Extremely likely  Somewhat likely  Neutral
  - Somewhat unlikely  Extremely unlikely
- How satisfied are you with your overall South Padre Island experience?
  - Extremely satisfied  Somewhat satisfied  Neutral
  - Somewhat dissatisfied  Extremely dissatisfied
- How satisfied are you with W.O.W.E.?
  - Extremely satisfied  Somewhat satisfied  Neutral
  - Somewhat dissatisfied  Extremely dissatisfied
- What suggestions do you have for improving W.O.W.E. or your stay on South Padre Island? (write on back)
- What is your home zip or postal code? \_\_\_\_\_ code
- What is your home country?
  - US  Mexico  Canada  Other \_\_\_\_\_
- What is your age? \_\_\_\_\_ (years of age)
- What is your gender?  Male  Female  Gender diverse
- What is your marital status?
  - Married  Single  Widowed  Divorced/separated
- What is your highest educational attainment?
  - Less than high school  Associate's degree
  - High school graduate  Bachelor's degree
  - Some college, no degree  Graduate/professional degree
- What is your current employment status?
  - Work full-time  Retired within past year
  - Work part-time  Retired more than 1 year
  - Unemployed (looking for a job)  Other (Please specify)
- What is your combined annual household income?
  - less than \$20,000  \$60K-\$69,999
  - \$20K-\$29,999  \$70K-\$79,999
  - \$30K-\$39,999  \$80K-\$99,999
  - \$40K-\$49,999  \$100K-\$149,999
  - \$50K-\$59,999  \$150,000 or more
- What is your ethnicity? (Select all that apply)
  - White  Hispanic  Mixed
  - Black  Asian  Other \_\_\_\_\_

Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.

Name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

Winners will be notified no later than 1 week after event.

THANK YOU VERY MUCH!!!

## Appendix B: Respondent's zip or postal code and frequency of response and zip code map

01075	55985	78521	78578
01354	56041	78521	78578
04074	57501	78521	78578
21915	57537	78521	78578
38521	58479	78526	78578
44090	60018	78526	78586
47711	61265	78526	78586
48433	61626	78526	78586
49012	62401	78526	78597
49323	62401	78526	78597
50477	66061	78550	78597
50511	66219	78550	78597
50524	68008	78550	78597
53207	68521	78550	78597
53532	73170	78552	78597
53934	75092	78559	78597
54729	75198	78566	78597
54769	75611	78566	78597
54880	77389	78572	78597
54902	78258	78572	78615
54915	78363	78572	78633
55057	78501	78572	78840
55070	78501	78574	80118
55384	78520	78578	80701
55414	78520	78578	87114
55426	78521	78578	92084
55434	78521	78578	

