



DestinationNEXT

September 24, 2020

VISIT
CORPUS
CHRISTI

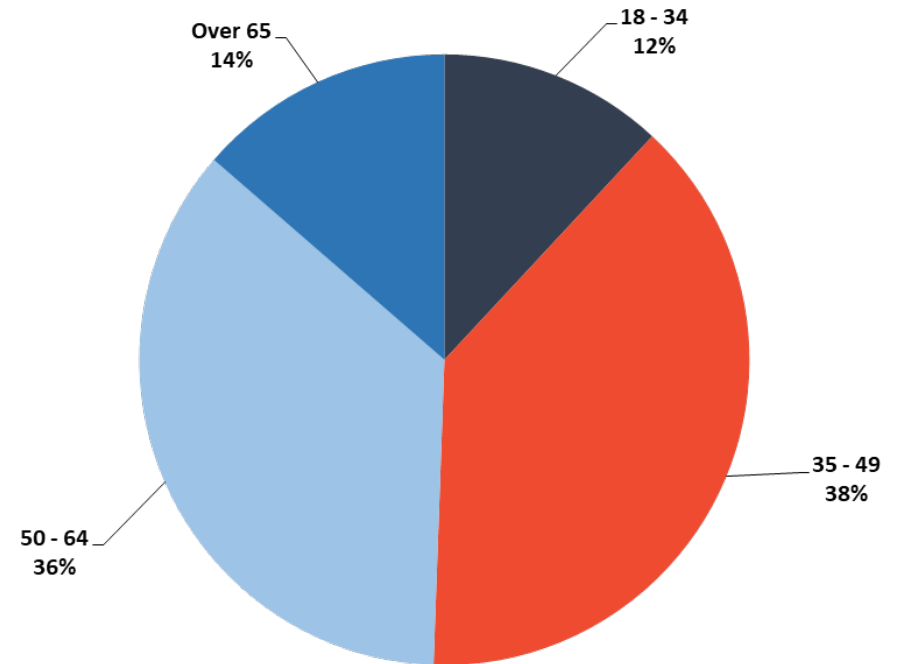
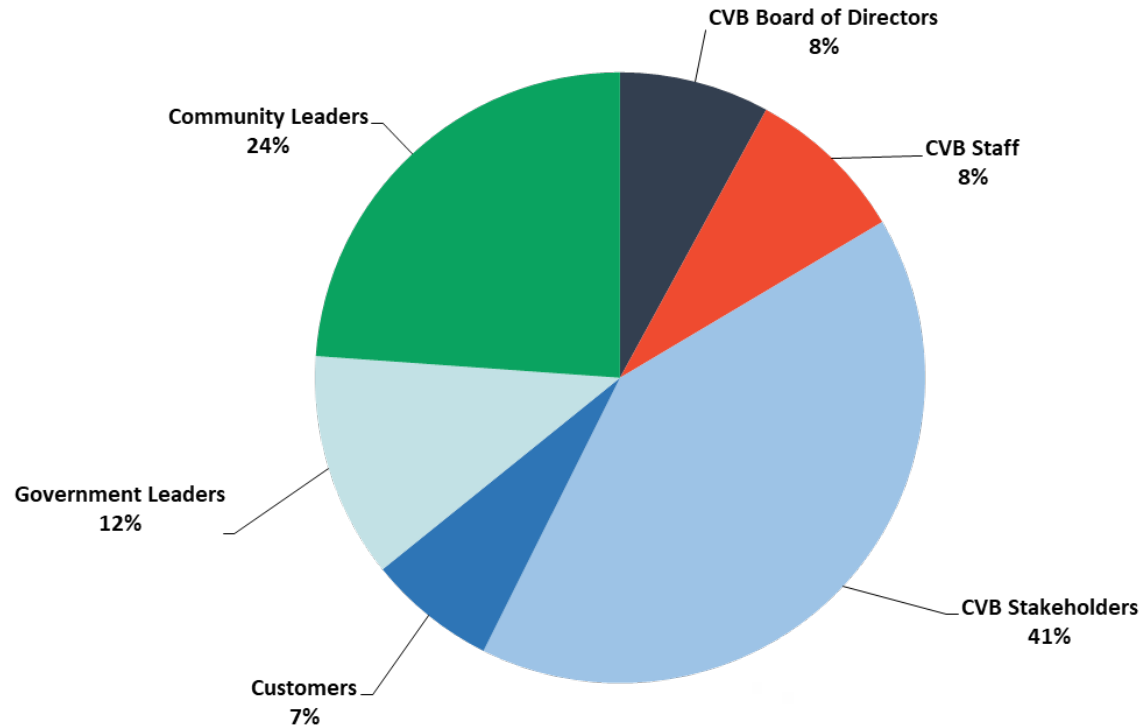
DESTINATION NEXT

Multi-User Diagnostic Assessment: Corpus Christi, TX

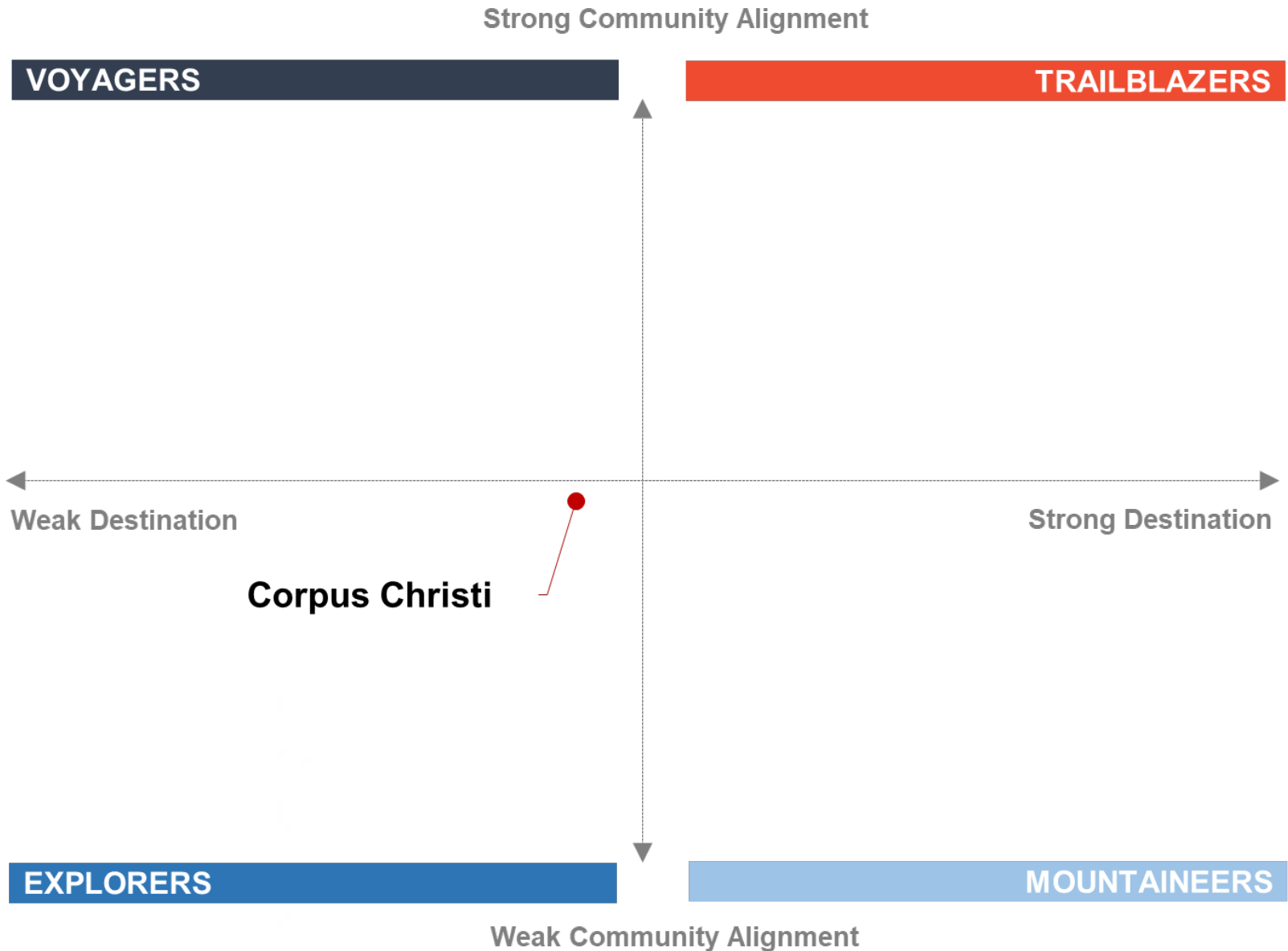
July 13, 2020

Demographic Breakdown of Responses

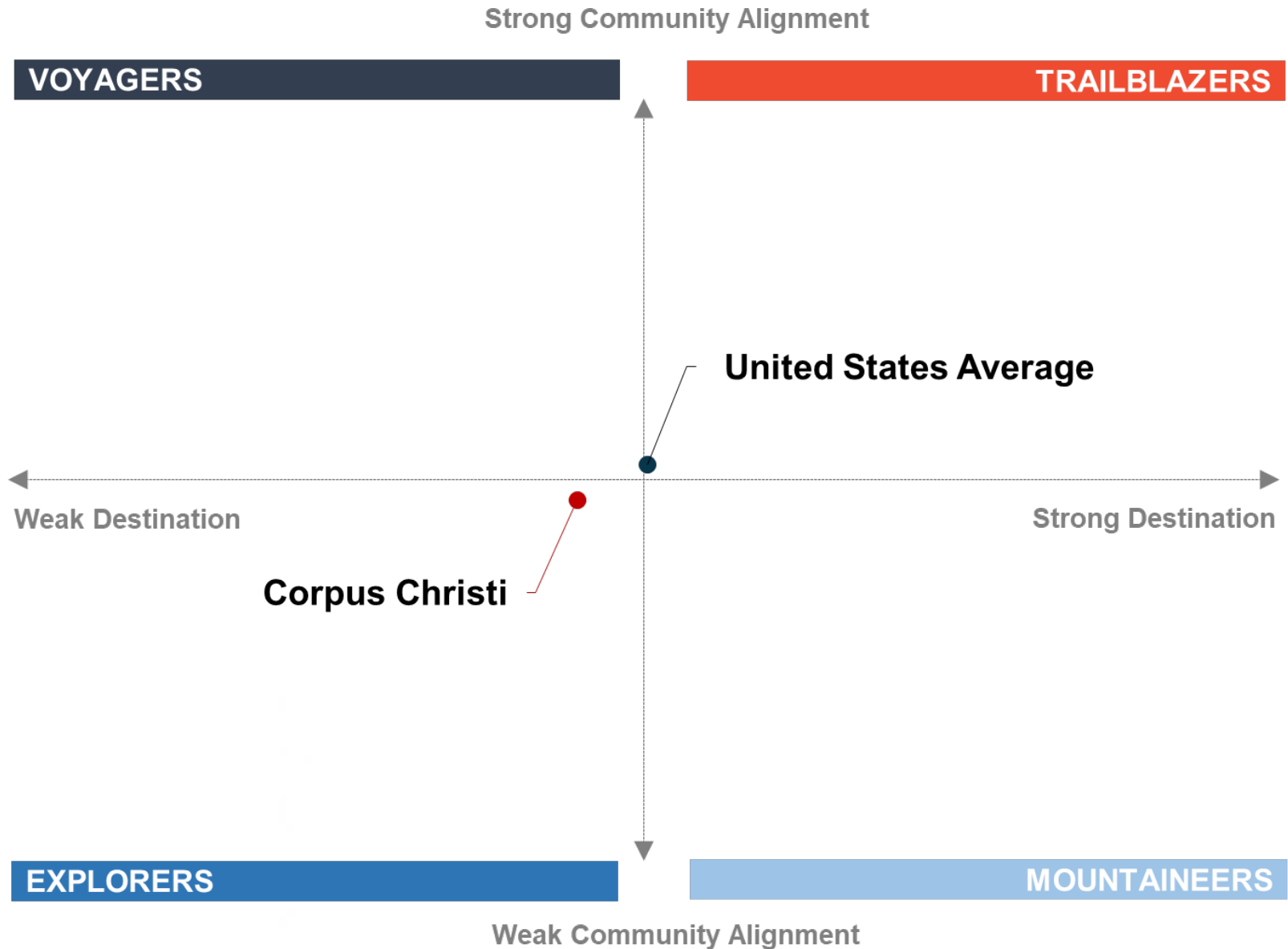
A total of 176 individuals responded to the survey, as broken down below.



Overall Assessment



Overall Assessment



Explorers

These DMO's and destinations desire an inspired tourism vision and activated community to make it happen.

Key Strategic Challenges

Rallying the community to work together towards a realistic vision and strategy

Building community recognition and acceptance that transformational change is needed

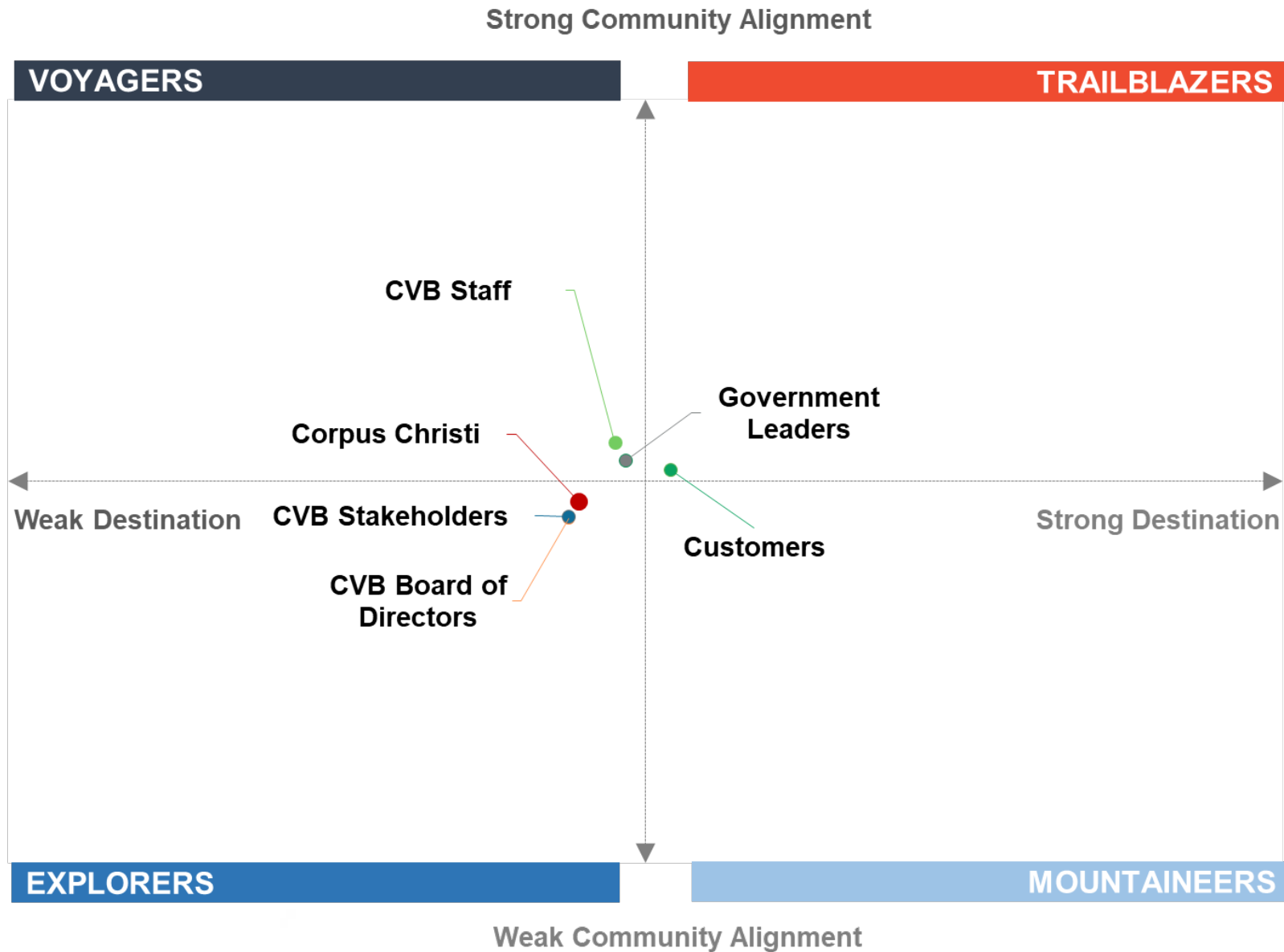
Implementing the strategy with limited resources

Developing Destination

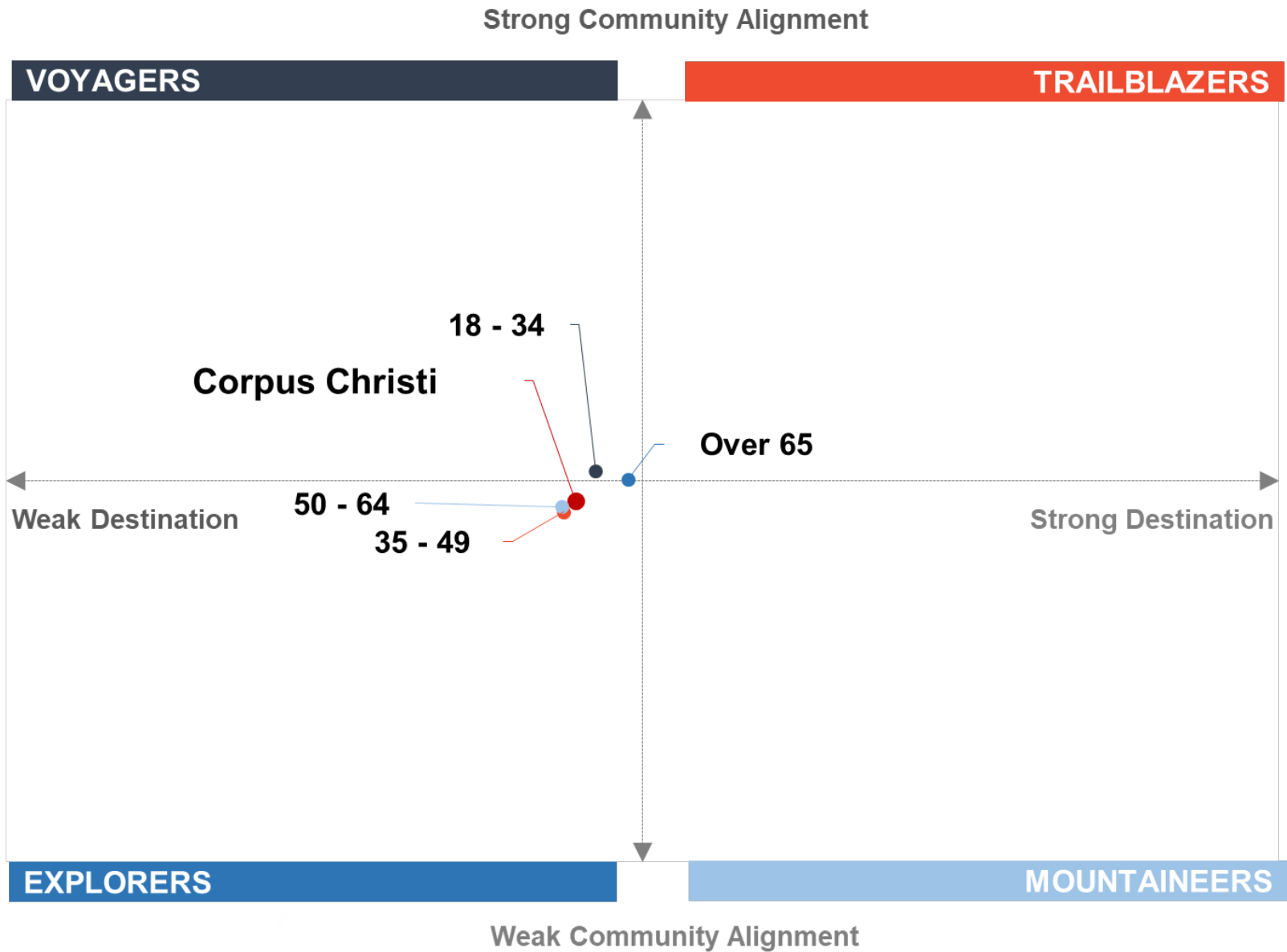


Weak Community Engagement

Stakeholder Groups







Age Groups



Destination Strength Rankings



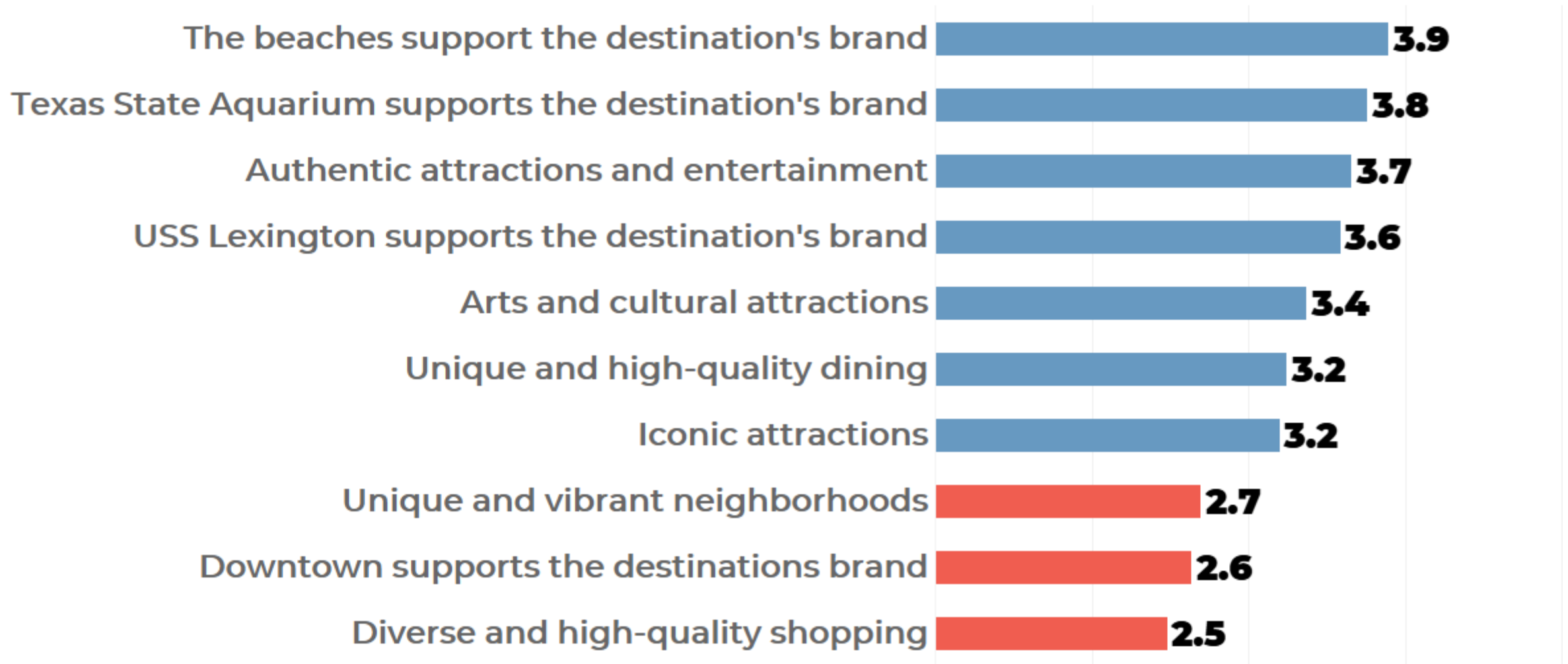
		Relative Importance	Perceived Performance
	Attractions & Entertainment	1 st	3 rd
	Brand	2 nd	2 nd
	Accommodation	3 rd	4 th
	Outdoor Recreation & Sports Facilities	4 th	5 th

Destination Strength – Report Card

Variable	Relative Importance (0-100%)		Perceived Performance (1-5 scale)		
	Industry Average	Corpus Christi	Industry Average	Corpus Christi	Standard Deviation
Attractions & Entertainment	10.8%	10.7%	3.6	3.3	0.6
Brand	10.4%	10.7%	3.5	3.4	0.6
Accommodation	10.5%	10.6%	3.5	3.3	0.6
Outdoor Recreation & Sports Facilities	9.5%	10.5%	3.2	3.3	0.5
Air Access	9.1%	10.4%	3.1	2.7	0.6
Mobility & Access	10.1%	9.5%	3.0	3.0	0.6
Events	9.8%	9.5%	3.6	3.5	0.5
Convention & Meeting Facilities	9.8%	9.4%	3.1	3.1	0.6
Communication & Internet Infrastructure	10.0%	9.4%	3.2	3.1	0.6
International Readiness	10.0%	9.3%	3.1	2.7	0.5
DESTINATION STRENGTH - Corpus Christi					3.15
INDUSTRY AVERAGE DESTINATION STRENGTH					3.36
RESULTING SCENARIO					EXPLORERS

Note
Green signifies **overperforming** by greater than 0.2.
Yellow signifies **underperforming** by greater than 0.2 but less than 0.4.
Red signifies **underperforming** by greater than 0.4.

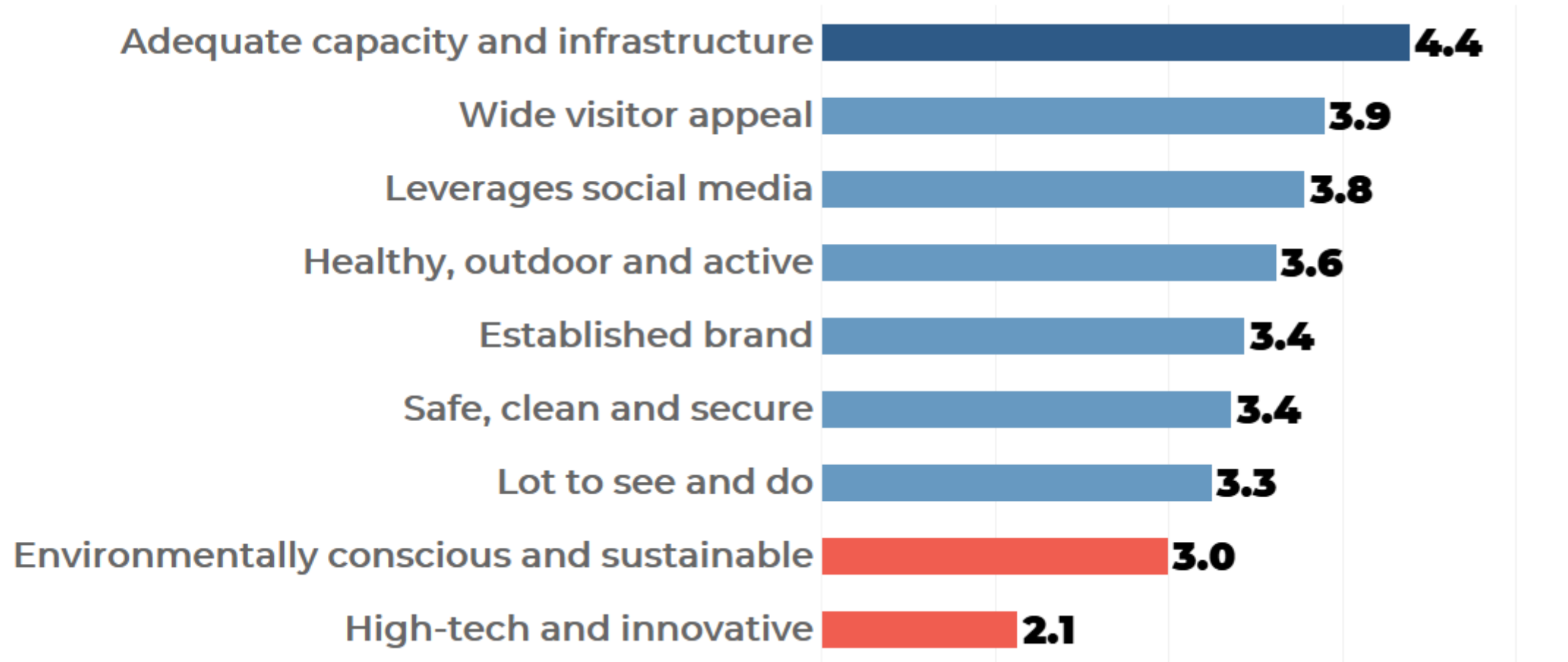
Attractions & Entertainment



Note

Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

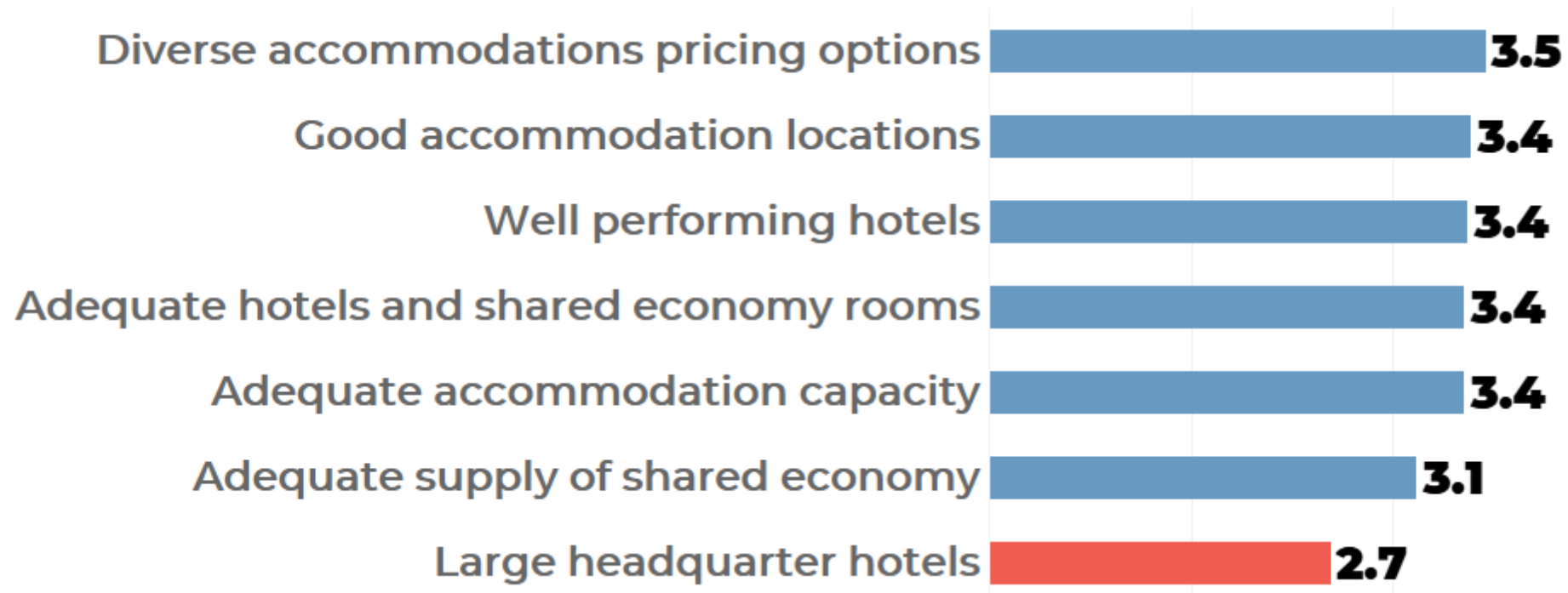
Brand



Note

Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Accommodation



Note

Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Outdoor Recreation & Sports Facilities



Note
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

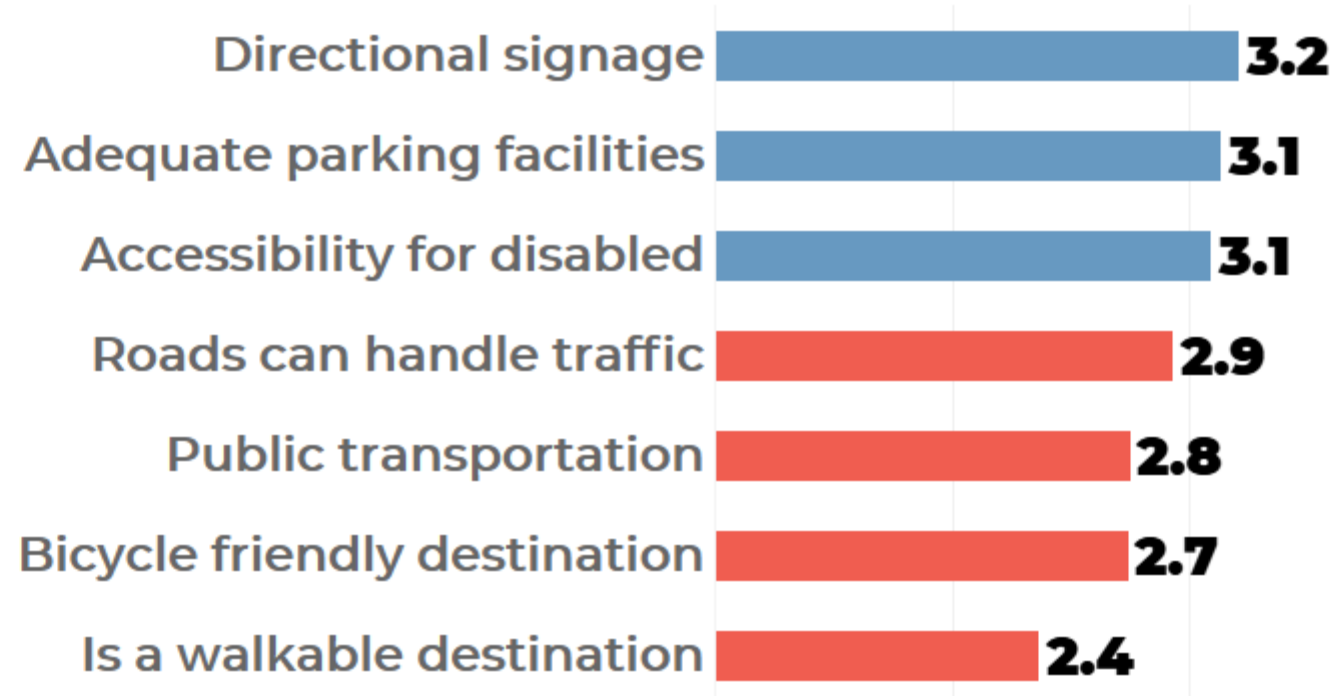
Air Access



Note

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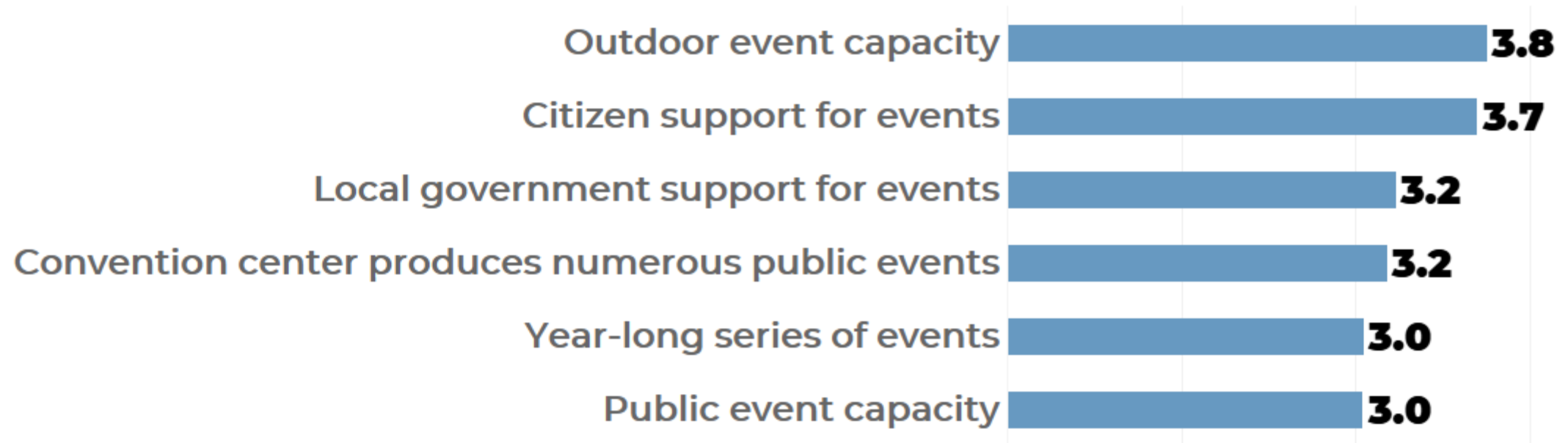
Mobility & Access



Note

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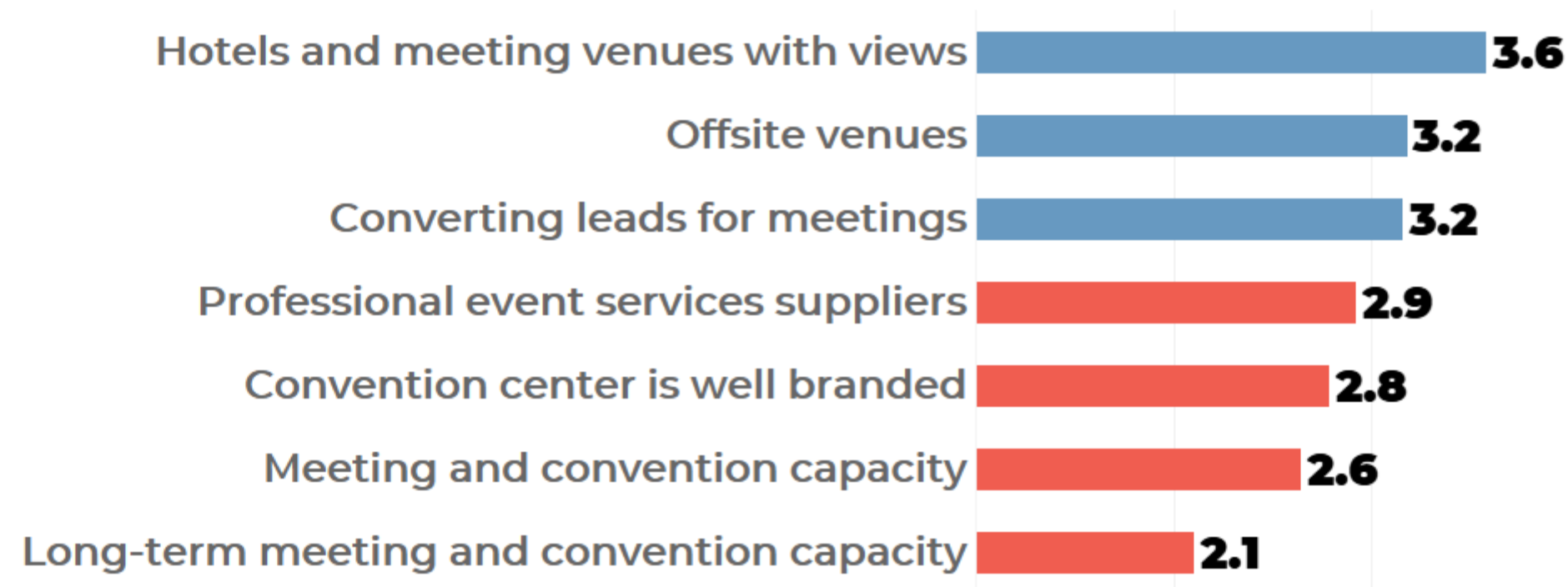
Events



Note

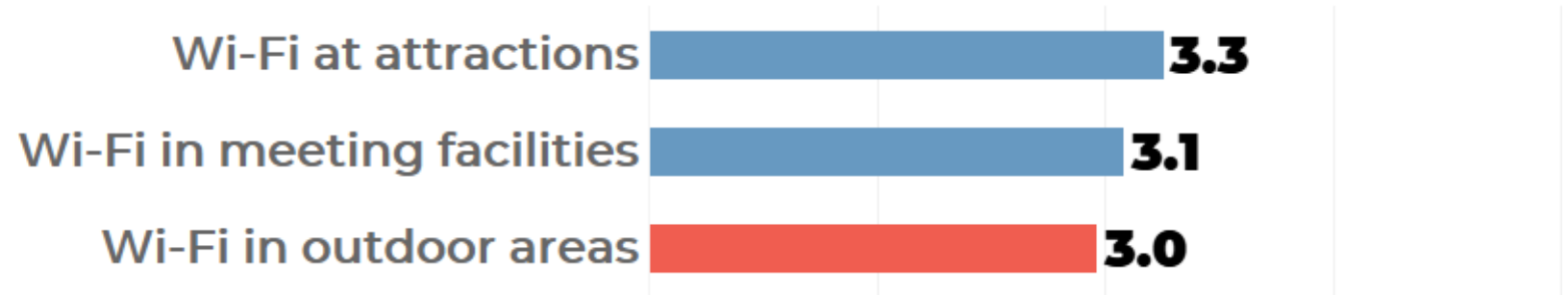
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Convention & Meeting Facilities



Note
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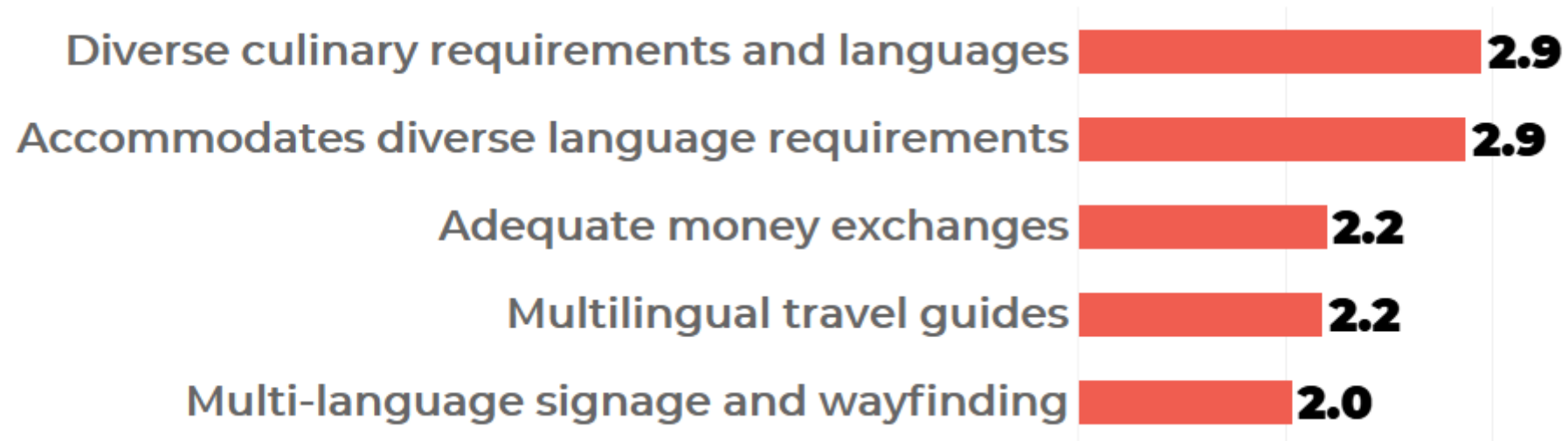
Communication & Internet Infrastructure



Note

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International Readiness



Note

Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Community Alignment Rankings



Local Community Support

1st

7th



Hospitality Culture

2nd

6th



Funding Support & Certainty

3rd

9th



Industry Support

4th

8th

Community Alignment – Report Card

Variable	Relative Importance (0-100%)		Perceived Performance (1-5 scale)		
	Industry Average	Corpus Christi	Industry Average	Corpus Christi	Standard Deviation
Local Community Support	10.3%	10.9%	3.5	3.4	0.6
Hospitality Culture	10.3%	10.9%	3.6	3.4	0.8
Funding Support & Certainty	10.1%	10.0%	3.2	3.1	0.5
Industry Support	10.0%	9.9%	3.7	3.3	0.6
Policy & Regulatory Environment	10.1%	9.9%	3.5	3.6	0.5
Economic Development	10.3%	9.9%	3.9	3.8	0.5
Workforce	10.2%	9.9%	3.2	3.0	0.6
Regional Cooperation	10.1%	9.9%	3.6	3.6	0.7
Partnership Strength	9.1%	9.8%	3.5	3.8	0.7
Organization Governance Model	9.5%	8.8%	3.7	3.5	0.6
COMMUNITY ALIGNMENT - Corpus Christi					3.44
INDUSTRY AVERAGE COMMUNITY ALIGNMENT					3.55

RESULTING SCENARIO

EXPLORERS

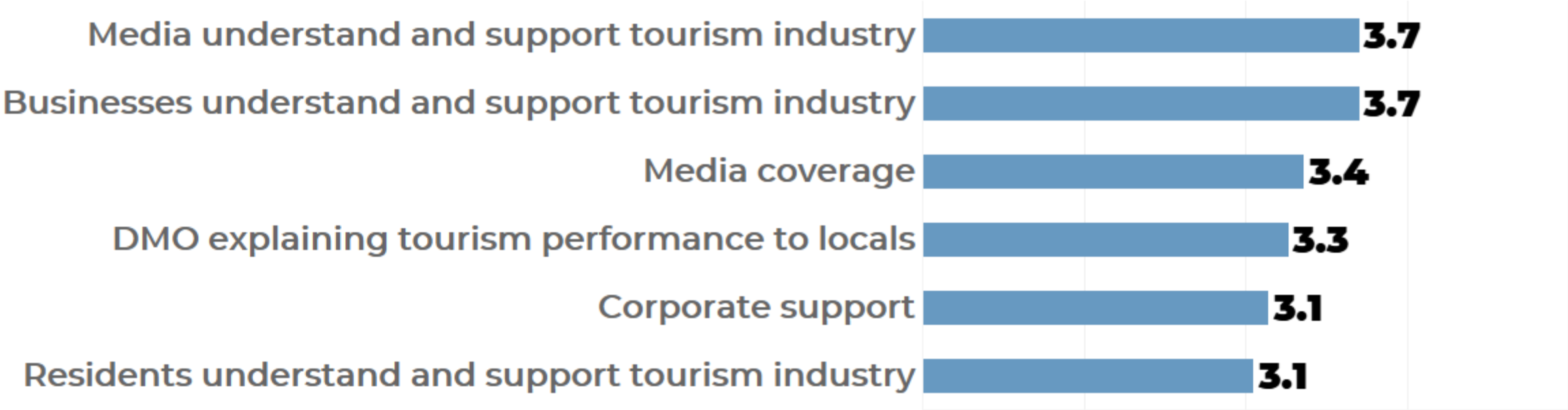
Note

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Local Community Support



Note
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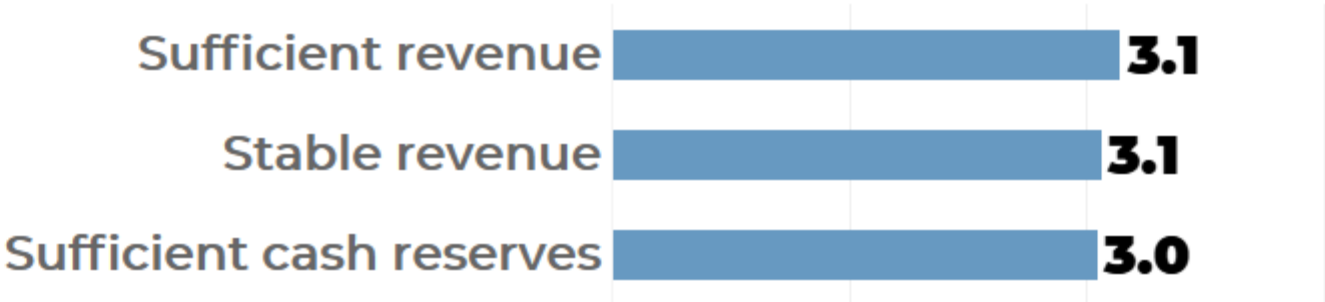
Hospitality Culture



Note

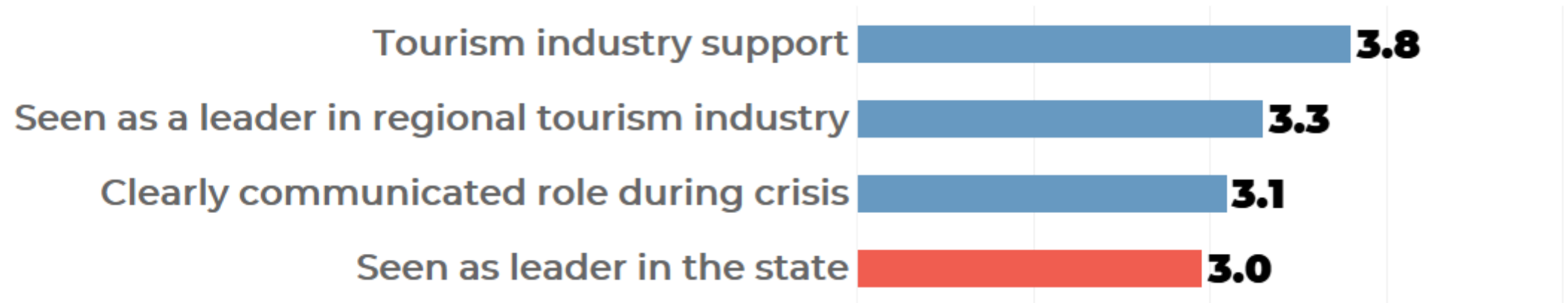
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Funding Support & Certainty



Note
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

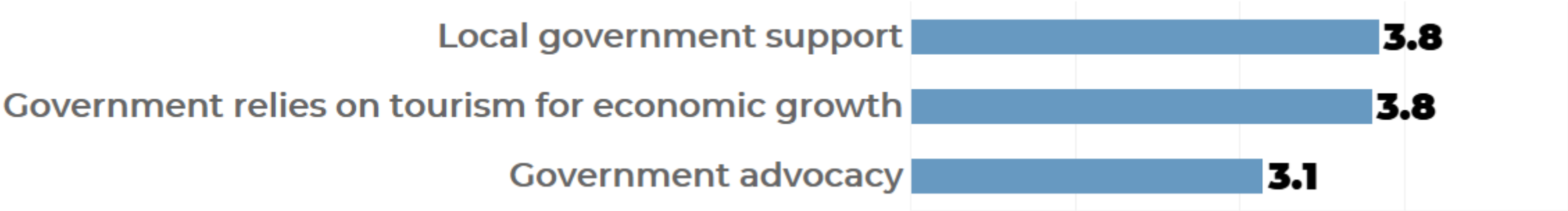
Industry Support



Note

Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Policy & Regulatory Environment



Note
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

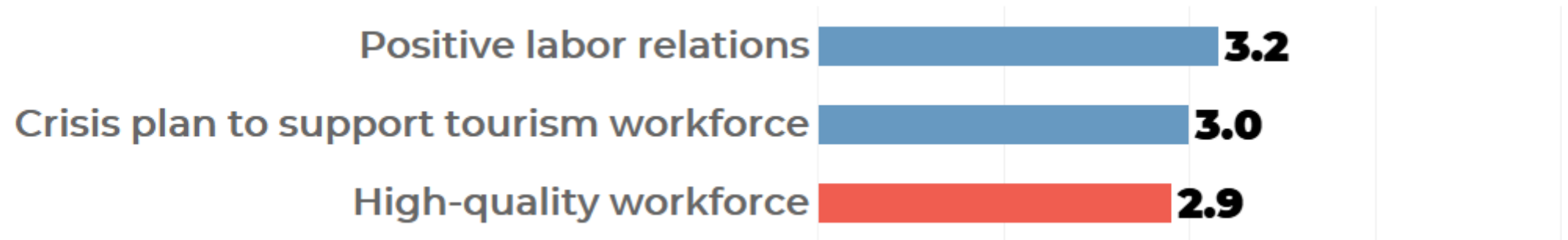
Economic Development



Note

Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Workforce



Note

Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

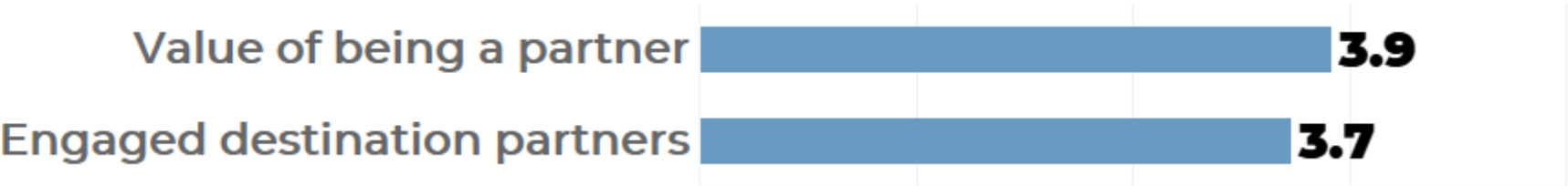
Regional Collaboration



Note

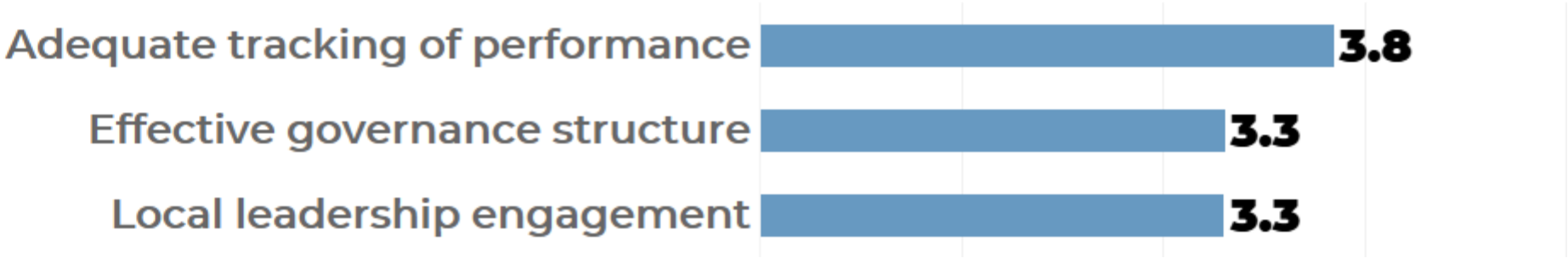
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Partnership Strength



Note
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Organization Governance Model



Note
Scale 1 – 5: 1 – Strongly Disagree; 5 – Strongly Agree

Key Takeaways

Currently in Explorers quadrant with below industry average destination strength and community alignment

Stakeholders are not aligned on perceptions about destination

Destination Strength - Opportunities for Improvement

- High-quality shopping
- Downtown
- Unique and vibrant neighborhoods
- Headquarter hotel
- Tours for outdoor enthusiasts
- Park and trail diversity
- Air Access
- Walkability
- Bikeability
- Public transportation
- Road infrastructure
- Event capacity
- Convention capacity
- Public Wi-Fi
- International Readiness

Community Alignment - Opportunities for Improvement

- Resident support
- Corporate support
- Customer service
- Funding
- Leader in the state
- Government advocacy
- Tourism master plan
- Workforce

What one thing could Corpus Christi do to become a better or world-class destination?

Infrastructure/Revitalization (19%)

- Revitalize downtown and North Beach with shopping, restaurants, parks, etc.
- Clean up the city. Potholes, dirty streets and parks don't help. Charge a fee to use the public parks so they can be better maintained similar to the beach parking pass. We should be the sparkling city by the sea.
- Restore The Ritz Theatre. Restored historic theatres have proven to be major economic drivers and support tourism.
- Develop entertainment and hospitality infrastructure to support a world class beach destination.
- Clean up the Seawall! Make things downtown more walkable!
- Making downtown and north beach a fun, safe and vibrant economic force.
- Beautification - Work with city stakeholders to create a program to keep areas clean!

Attractions & Entertainment (16%)

- More diverse cultural experiences. Better restaurants and more offerings.
- More waterfront dining options and outdoor dining options.
- Focus on Vibrant Downtown Nightlife to bolster the many daytime activities offered in the area
- I think maybe adding more boating cruises, like a dinner cruise.
- More main attractions, preferably on the island.
- The beach draws tourist from our three major market feeders (San Antonio, Houston, & Austin). We need to provide more night time and day time activities besides the beach.
- A more vibrant downtown experience with more restaurants, bars and other attractions to keep visitors in the city's main tourist hub.

Marketing (12%)

- Expand adv. focus beyond beach plus 2 other visitor destinations, letting market know the variety of attractions we have for a medium-sized city.
- Market to third party companies such as HelmsBriscoe. I know very little about Corpus Christi other than when I've been there myself or had a group look at hosting meetings there.
- Advertise across the country, not just state.
- Promote Corpus Christi internationally. When I went to Germany airport staff at a major airport had never heard about the city. Most folks in Germany think Texas is about cowboys, they don't know about the beaches.
- Promote outdoor activities even more. The 3 bs- Boating, birding and beaching

Are there certain issues that Visit Corpus Christi should specifically address?

Infrastructure/Revitalization (19%)

- Address all tourist spots. Give some love to McGee Beach and the Emerald Hotel. With the improvements to the waters edge park the place growing in popularity every year.
- Beautification.
- Cleanliness of beaches, local government should provide a resort style looking beach. Must be more proactive.
- Continue to improve on our roads.
- Without MAJOR changes in government support, there won't be true growth here. This city has enormous potential. But something is holding it back.
- Revitalizing downtown is a huge project. We've started.
- Vacant buildings downtown drag down the perception of community to visitors
- Work on aesthetics & clean up of public bayfront & beaches

Accommodation (12%)

- Try to get a hotel adjacent to Convention Center
- Adding more high end accommodations
- Ensure that all hotels have opportunity to bid on business, not just the Omni (which has been the case in the past).
- Extreme bias- should represent all hotels. Will give big leads to only their preferred hotel they want to use. Small town mentality.
- Guest rooms and function space. Need one flagship hotel.
- Hotels, safety of guests in the downtown area; new builds, renovation of current hotels
- I have heard complaints from my association meeting planners about the lack of choice convention hotel rooms downtown. The Omni has elevator issues and rooms / decor need to be refreshed.
- More active with hotel staff

Regional Collaboration (8%)

- Be more business friendly, Co-op opportunities, more communication, it has certainly been getting better recently
- Become more knowledgeable on being a film-friendly city and what we could offer in order to compete with other cities.
- Collaborate with other Coastal Bend agencies; Making a visit to the Coastal Bend rather than only CC would expand overall attractiveness of visiting.
- Updating the city on current plans now that new leadership is in place and pandemic times are getting better.
- More collaboration among the hotels and tourism partners in Corpus Christi. We should be working together with Visit Corpus Christi to gain new groups and promote Corpus as a leading city in Texas for meetings.



Stakeholder Feedback

Key Takeaways – Town Hall Meetings

- 9.2 Further develop downtown area
- 9 Elevate pride in Corpus Christi as a place to both live and work
- 8.7 Develop North Beach
- 8.4 Collaborate with area leaders to create a Destination Master Plan
- 8.3 Increase collaboration between tourism development and government
- 8.3 Align tourism strategy and overall growth strategy to support development
- 8.2 Create a beautification committee and clean up the destination

Key Takeaways – Town Hall Meetings

- 8.2 Attract more high end, and beach front businesses
- 8.1 Increase investment into tourism and hospitality infrastructure
- 7.9 Create stories that highlight locals who are doing extraordinary things
- 7.7 Diversify the travel experience & customer segments/eco tourism and solo travel
- 7.7 Develop initiatives to retain young people as residents
- 7.5 Develop community advocacy and civic pride programs
- 7.3 Develop strategies that mitigate the homelessness issue
- 7.3 Create opportunities for a robust nightlife scene

Community Feedback - interviews

- Position Corpus Christi as a family destination worthy of a week-long visit
- Align all of the key players to create a long-term vision for destination
- Focus on Downtown and Island first and build out from there. Don't try to address everything at once. Enhance and develop public waterfront experiences.
- Connect all of the “postcard” attributes and connect in a unified visitor experience.
- Create a stronger beach culture on the island. “We have some of the best sailing and fishing in the South.”

Community Feedback - interviews

- Focus on diversifying economy to provide a greater variety of opportunities for residents of all ages. Focus on improving education in all communities.
- Build a convention center hotel and high-end offerings such as a resort spa hotel
- Improve airport service and add direct flights
- Create community pride; highlight our people and tell our stories
- Develop regular events to activate and spur interest in downtown for both residents and visitors. Develop nightlife and retail.
- Focus on attracting Millennials, but make sure we can fulfill what they want