PORTRAIT OF

AMERICAN TRAVELERS®

Visit Corpus Christi Fall 2023 Analyst Report

Methodology

MMGY Global's Portrait of American Travelers® deals exclusively with leisure travel. The travel trend information presented in this report was obtained from interviews with 4,515 U.S. adults in August 2023. Of these respondents, 3,294 (73%) expressed an intent to travel at least once in the next 12 months.

This report profiles the *Corpus Christi Visitor Prospect*, defined as those who intend to take at least one overnight leisure trip during the next 12 months and who are interested in visiting Corpus Christi, Texas (4 or 5 on a 5-point scale) within the upcoming two years. There were a total of 890 travelers who meet these qualifications. This subset of Corpus Christi Visitor Prospects represents 27% of all active leisure travelers.

Respondents were selected randomly and participated in a 20-minute online survey. The sample has been balanced by statistical weighting to ensure the data is representative of all leisure travelers in America.

The four generations of adults surveyed are defined below. Due to the small the number of Silent/GI respondents, we did not include their individual results in this report.

Generation	Age	% of Respondents
Gen Zs	18–24	12%
Millennials	25–40	28%
Gen Xers	41–56	24%
Boomers	57–75	32%
Silent/GI	76+	4%

MMGY Travel Intelligence

The Corpus Christi Visitor Prospect

Defined as an active traveler who expressed an interest in visiting Corpus Christi, Texas within the next two (2) years.

27%
of Active Leisure Travelers in the U.S

■ Prospects ■ Non-Prospects

Generational Profile of Prospects vs. Non-Prospects

	Gen Zers	Millennials	Gen Xers	Boomers
Prospects	16%	42%	23%	17%
Non-Prospects	11%	24%	24%	37%

□ Prospects ■ Non-Prospects

Expected # of Leisure Trips During the Next 12 Months
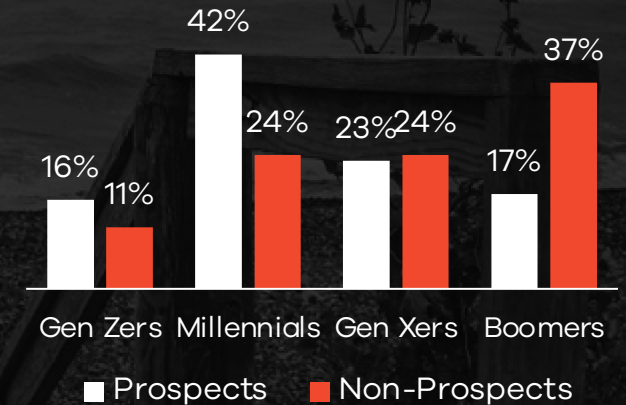
Corpus Christi Prospects	Non-Prospects
4.1	3.6

$2,769
Expected Leisure Spending During the Next 12 Months. This compares to $4,583 for travelers not interested in Corpus Christi.
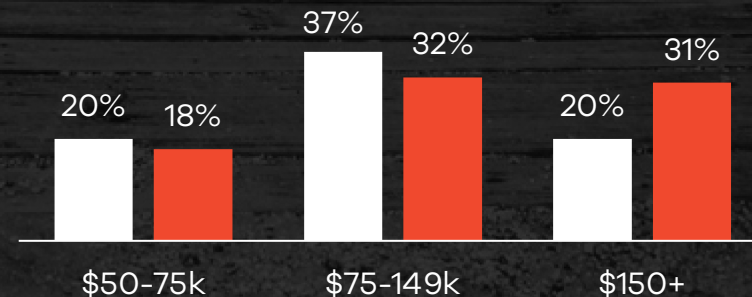
$115,700
Mean Income of Prospects (vs. $129,600 for non-prospects)

	$50-75k	$75-149k	$150+
Prospects	20%	37%	20%
Non-Prospects	18%	32%	31%

□ Prospects ■ Non-Prospects

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Travel Trends

1. The Corpus Christi prospect is motivated to travel to spend time with their family (81% v. 72%), to get away and unplug (78% v. 72%), and to explore nature and the outdoors (75% v. 57%), all significantly more than non-prospects.

2. The Corpus Christi prospect is also interested in visiting San Antonio (73%), the Florida Keys/Key West (73%), Dallas (72%), Austin (71%), Houston (71%), Orlando (71%), Las Vegas (71%) and Palm Beach (71%).

3. Half (48%) of Corpus Christi prospects have children under 18, significantly more than non-prospects (27%). One-third of prospects (32%) are planning to travel with children during the next six months. Subsequently, four in 10 prospects (41%) find a focus on family activities to be a desirable attribute when selecting a vacation destination.

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4. The words used most frequently by prospects to describe themselves are beach lover (43%), pet lover (38%), and foodie (37%). A higher percentage of prospects than non-prospects describe themselves as outdoor adventurers (31% v. 24%), video game enthusiasts (24% v. 13%), and cocktail enthusiasts (18% v. 13%).

5. Significantly more prospects than non-prospects are planning to spend more on travel in the next 12 months than they have in recent years (73% v. 59%). Half of these prospects expect attractions and food/beverage (49%), gas (47%) and lodging (45%) to cost more than it did in recent years.

6. Prospects are more likely than non-prospects to have used AI tools to plan travel (55% v. 26%), with more than two in 10 using it to research flight options (24%), to suggest travel accommodations (22%), or to generate travel ideas and inspiration (22%).

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Culinary Travel

1. Two-thirds of Corpus Christi prospects (66%) are influenced by the culinary scene in a destination when choosing where to stay in a destination, significantly more than the percentage of non-prospects (49%) who find it influential.

2. Corpus Christi prospects are most interested in authentic food eaten by locals (47%) and street food/food trucks (46%) while on vacation. Compared to non-prospects, significantly more are also interested in food & wine festivals (36% v. 25%), celebrity restaurants (24% v. 19%), cooking classes (21% v. 13%), and vegetarian/vegan options (15% v. 10%).

3. Prospects are more likely to agree that they spend a significant amount of time researching the best places to eat and/or drink in a destination (60% v. 41%) and that finding the best places to eat and/or drink is a top priority when traveling (65% v. 49%).

4. Three-quarters of prospects turn to recommendations from friends and family (75%) when choosing where to eat and drink on vacation, followed by digital (57%) and social media (56%).

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1. Three-quarters of Corpus Christi prospects (76%) are planning to travel for the winter holidays this year, with half of these prospects planning to travel for Christmas/Hanukkah/Kwanzaa (48%), followed by Thanksgiving (44%).

2. Four in 10 of these holiday traveling prospects are planning to visiting the homes of their friends or family (43%), followed by one-third who plan to take a couple's vacation (35%), family leisure vacation (34%), or meet family in a vacation destination (33%).

3. Six in 10 of these prospects (63%) are planning to travel less than 500 miles from home for their holiday travel.

Holiday Travel

MM GY Travel Intelligence

The Corpus Christi Prospect

1. Six in 10 Corpus Christi prospects are interested in taking an ocean cruise (61%) or river cruise (60%) during the next two years, followed by 54% who are interested in taking an expedition cruise.

2. The most popular ocean cruise line brands among Corpus Christi prospects are Royal Caribbean Cruises (48%), Carnival Cruise Line (42%), and Disney Cruise Line (38%), with the most popular regions to cruise being the Caribbean (90%), Pacific Ocean (77%), and the Mediterranean (76%).

3. The most popular river cruise line brands among Corpus Christi prospects are Viking Cruises (38%) and American Cruise Line (30%), with the most popular regions to cruise being the United States (88%), Canada (78%), and Europe (72%).

4. The most popular expedition cruise line brands among Corpus Christi prospects are Atlas Ocean Voyages (27%), Silversea Cruises (27%), and Seabourn Expeditions (26%) with the most popular regions to cruise being Alaska (83%), Norway (74%), and Iceland (73%).

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Chris Davidson
EVP, MMGY Travel Intelligence
CDavidson@MMGYIntel.com

Chelsea Bachman
Senior Research Account Manager
CBachman@MMGYIntel.com

Ashley Adams
Research Account Manager
AAdams@MMGYIntel.com

THANK YOU