

PORTRAIT OF

Visit Corpus Christi Winter 2023 Analyst Report

AMERICAN TRAVELERS®

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 4,501 U.S. adults in October 2023. Of these respondents, 3,299 (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 921 travelers who meet these qualifications. This subset of Corpus Christi Visitor Prospects represents 27.9% 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.

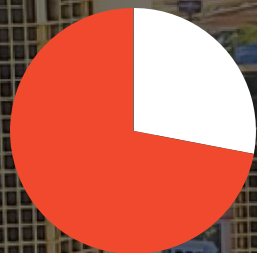
The four generations of adults surveyed are defined below. Due to the small the number of Silent/GI respondents, we did not include their individual results in this report.

Generation	Age	% of Respondents
Gen Zs	18-24	14%
Millennials	25-40	29%
Gen Xers	41-56	24%
Boomers	57-75	29%
Silent/GI	76+	3%

The Corpus Christi Visitor Prospect

27.9%

of Active Leisure Travelers
in the U.S.



■ Prospects ■ Non-Prospects

Expected # of
Leisure Trips
During the Next
12 Months

Corpus Christi
Prospects

4.4

Non-Prospects

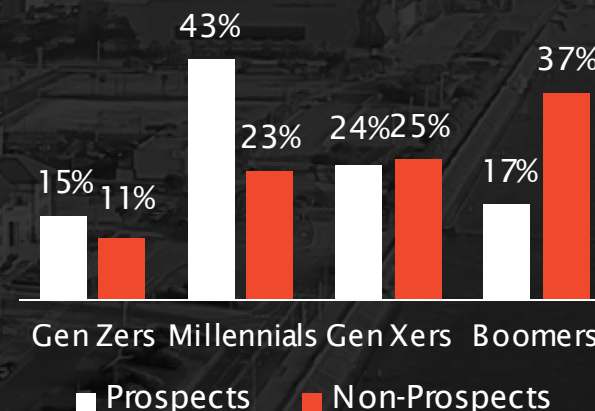
3.8

\$3,157

Expected Leisure Spending
During the Next 12 Months. This
compares to \$4,850 for travelers
not interested in Corpus Christi.

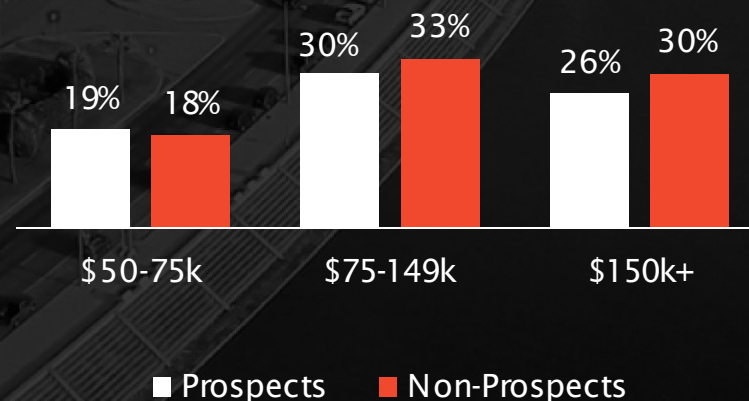
Defined as an active traveler who expressed an interest in
visiting Corpus Christi, Texas within the next two (2) years.

Generational
Profile of
Prospects vs.
Non-Prospects



\$129,400

Mean Income of Prospects
(vs. \$128,300 for non-prospects)



■ Prospects ■ Non-Prospects

The Corpus Christi Prospect

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

1. Corpus Christi prospects are statistically less likely to select a destination based on beautiful scenery (67% v. 74%) or the historical significance of a destination (44% v. 49%) than non-prospects. However, prospects are more likely to select a destination based on the music scene (34% v. 25%), nightlife and bars (30% v. 19%), and the destination's reputation for environmental responsibility (19% v. 12%). That said, beautiful scenery is still the top attribute that influences their selection overall.
2. 21% of Corpus Christi prospects currently own one or more timeshare/vacation ownerships. This is significantly more than the percentage of non-prospects (12%). Corpus Christi prospects are also more than twice as likely to purchase a timeshare vacation ownership in the future (34% v. 14%).
3. The Corpus Christi prospect is more likely to live in the South (44% v. 36%) and less likely to reside in the Northeast (14% v. 19%).
4. Corpus Christi prospects expect to take more trips (4.4 v. 3.8) but spend less (\$3,157 v. \$4,850) than non-prospects, indicating they are planning to take more frequent but less expensive trips.

The Corpus Christi Prospect

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

5. Compared to non-prospects, prospects are less likely to be traveling with their spouses or significant others in the next six months (59% v. 68%). However, a higher proportion of Corpus Christi prospects are traveling with their children under the age of 18 (35% v. 18%), multi-generationally (17% v. 11%), or with an organized group tour (9% v. 5%) in the next six months than non-prospects.
6. One-third of Corpus Christi prospects (34%) describe themselves as a sports fan and enthusiast. Prospects are also significantly more interested in attending an NFL Football game (79% v. 68%), NBA or WBNA Basketball game (57% v. 41%), or MLS Soccer Game (30% v. 15%).
7. Although not a top activity of interest, more Corpus Christi prospects than non-prospects report an interest in visiting a theme or amusement park (38% v. 32%) while on vacation and self-describe as a theme park enthusiast (28% v. 21%).

The Corpus Christi Prospect

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

1. Nine in 10 Corpus Christi prospects (94%) have a profile on social media, significantly more than non-prospects (82%). The social media networks most popular amongst prospects are Facebook (68%), YouTube (61%), and Instagram (59%).
2. Significantly more prospects than non-prospects follow a vacation destination on social media (47% v. 23%). The content these prospects most value are beautiful pictures taken by professional photographers (53%) and stories from fellow travelers (48%).
3. Corpus Christi prospects are significantly more likely than non-prospects to use social media as a tool for planning travel (80% v. 62%). Four in 10 use social media to search for activities to do once they decide on a destination (44%) and to search for accommodations and places to stay (38%).
4. Six in 10 Corpus Christi prospects (61%) follow an influencer or content creator on social media and eight in 10 (80%) report that they perceive the content shared from influencers to be authentic representations of the destination they're visiting. Additionally, more than half (55%) have made a travel purchase partly based on social media posts from celebrities or influencers.

The Corpus Christi Prospect

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

1. Half of Corpus Christi prospects (49%) consider themselves loyal to a hotel brand and are active members of a hotel loyalty program (50%). The top frequent guest programs amongst prospects are Hilton Honors (50%), Marriot Bonvoy (36%), and Wyndham Rewards (34%).
2. More than four in 10 prospects (44%) consider themselves loyal to an airline brand and four in 10 are active members of a frequent flyer program (39%). The top frequent flyer programs amongst prospects are Delta SkyMiles (48%), American Airlines AAdvantage (42%), Southwest Rapid Rewards (37%), and United Mileage Plus (35%).
3. Prospects are more likely to consider themselves loyal to a car rental brand (37% v. 28%) or a cruise line (38% v. 22%) than non-prospects.

The Corpus Christi Prospect

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

1. Nearly nine in 10 Corpus Christi prospects (87%) visit at least one online travel agency (OTA) website or app on a regular basis when researching or booking travel, significantly more than non-prospects (71%). The most popular OTAs used by prospects are Expedia (40%), Booking.com (40%), Hotels.com (34%), and TripAdvisor (30%).
2. Two-thirds of Corpus Christi prospects (67%) use OTAs to compare prices and availability. The Corpus Christi prospect is significantly more likely than non-prospects to use an OTA for travel inspiration and ideas (44% v. 34%) or to research activities in the destination (46% v. 33%).
3. More than half of prospects are likely to use an OTA to book domestic flights (55%), domestic accommodations (54%), vacation packages (53%), or car rentals (52%).
4. Six in 10 prospects (59%) cite the convenience of being able to compare multiple options as a reason to book travel through an OTA. Compared to non-prospects, more Corpus Christi prospects use OTAs because they prefer the user experience over other planning or booking sites (35% v. 23%) and find OTA sites/apps to be more familiar due to advertising campaigns (33% v. 18%).

The background is a collage of four vertical panels. The leftmost panel shows a woman with red hair and a plaid scarf looking up, with bokeh lights in the background. The second panel shows the Union Station in Denver at night, with its iconic clock tower and 'UNION STATION' sign illuminated. The third panel shows a child in a winter coat and hat playing in the snow. The rightmost panel shows a snowy street scene with buildings and trees.

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THANK YOU