PORTRAIT OF

AMERICAN TRAVELERS®

Visit Corpus Christi Spring 2024 Analyst Report

MMGY Travel Intelligence

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 4,500 U.S. adults in February 2024. Of these respondents, 3,446 (77%) 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 955 travelers who meet these qualifications. This subset of Corpus Christi Visitor Prospects represents 28% 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	28%
Gen Xers	41–56	24%
Boomers	57–75	30%
Silent/GI	76+	3%

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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.

28%
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	14%	42%	25%	17%
Non-Prospects	11%	23%	25%	38%

- Prospects
- Non-Prospects

Expected # of Leisure Trips During the Next 12 Months

Corpus Christi Prospects	Non-Prospects
3.8	3.7

$3,645
Expected Leisure Spending During the Next 12 Months. This compares to $4,869 for travelers not interested in Corpus Christi.
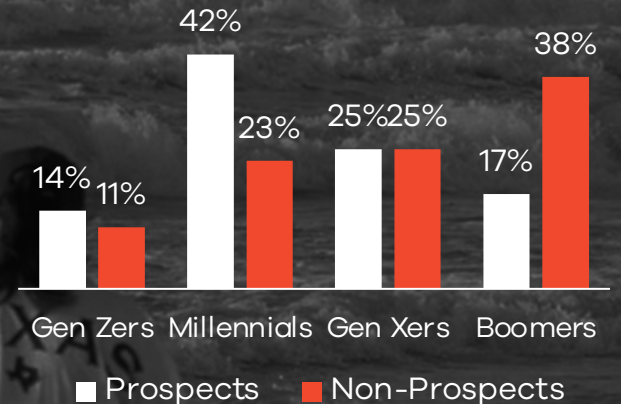
$125,400
Mean Income of Prospects (vs. $129,700 for non-prospects)

	$50-75k	$75-149k	$150k+
Prospects	19%	33%	26%
Non-Prospects	16%	34%	32%

- Prospects
- Non-Prospects

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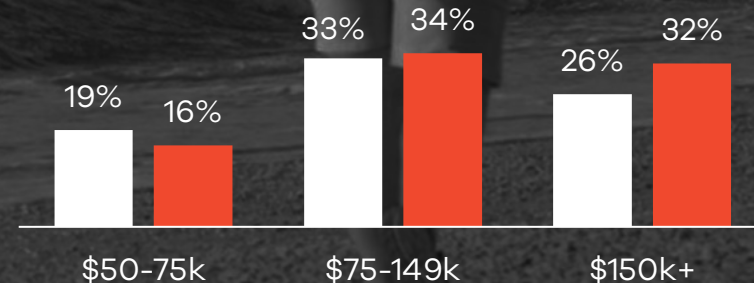
Travel Trends

1. Corpus Christi prospects are more likely to be a millennials (42% v. 23%), aged between 35 to 44 years (26% v. 15%), and have children (45% v. 26%).

2. Corpus Christi prospects are significantly more interested in taking a vacation this year compared to last year than non-prospects (67% v. 51%). Compared to non-prospects, this year prospects are more financially able to go on a vacation than to last year (46% v. 30%).

3. Corpus Christi prospects are more likely than non-prospects to have more concerns about the gas price that will largely impact their leisure trips in the next 6 months (32% v. 19%). The prospects are significantly likely to *shorten their vacation stay* (34% v. 24%), *stay with friends/family instead of paid accommodation* (33% v. 26%), *stay in less expensive accommodation* (38% v. 32%), and *eat out less* (36% v. 31%) than non-prospects to reduce the impact of gas price on their travel.

4. Half of the Corpus Christi prospects have used Chat GPT or other AI tools for travel planning. Corpus Christi prospects use Chat GPT/AI tools majorly to identify: *travel accommodation suggestions* (23%), *activities when traveling* (22%), *travel ideas/inspiration* (22%), and *flight options* (21%).

5. Corpus Christi prospects are significantly more likely to own one or more timeshares than non-prospects (21% v. 10%). Also, Corpus Christi prospects are more likely than non-prospects to purchase a timeshare/vacation ownership in future (33% v. 12%).

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The Corpus Christi Prospect

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6. When selecting a vacation destination, Corpus Christi prospects are more motivated by *self-discovery* (66% v. 39%), *meeting new people* (58% v. 33%), *pursuing wellness programs* (54% v. 28%), and *playing/participating in a sport* (50% v. 25%) compared to non-prospects.

7. *Beach experience* is the top interest activity for Corpus Christi prospects (56%). *Shopping* is listed as second (51%) while *visiting a state/national park* is third (49%). Also, Corpus Christi prospects are significantly more interested in *exploring family's ancestry/past on a heritage vacation* (30% v. 20%), *spa services* (31% v. 24%), and *surfing* (15% v. 6%) than non-prospects while visiting a destination.

8. Corpus Christi prospects frequently recognize themselves as *Beach lovers* (50%), *Foodies* (45%), and *Pet lovers* (42%). Also, compared to non-prospects, Corpus Christi prospects are more likely to describe themselves as *video game enthusiasts* (25% v. 14%), *concert/festival enthusiasts* (32% v. 22%), and *outdoor adventurer* (36% v. 27%).

MM GY Travel Intelligence

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. While planning for travel, Corpus Christi prospects are largely inspired by their *family and friends* (54%). Also, compared to non-prospects, Corpus Christi prospects are more likely to be inspired by *social media posts from destinations or travel service providers* (32% v. 19%), *streaming TV services such as Netflix, Hulu, etc.* (31% v. 20%), and *video sharing websites such as YouTube* (29% v. 19%).

2. Nine in 10 Corpus Christi prospects (94%) utilize several sources for their travel bookings and *Google Travel* topped the list (34%). Corpus Christi prospects are significantly more likely to utilize *destination websites such as Visit Orlando, Destination DC, etc.* (29% v. 19%) and *calling travel service providers directly* (27% v. 20%) for their bookings than non-prospects.

3. Corpus Christi prospects are significantly less likely to visit *specific hotel brand website* (20% v. 25%) and *specific airline websites* (19% v. 22%) to obtain travel inspiration, information or prices. Rather, Corpus Christi prospects are more likely to visit *YouTube* (33% v. 20%), *Hotels.com* (33% v. 22%), and *Trivago* (24% v. 13%) than non-prospects for gathering travel related inspiration/ideas or prices.

4. Corpus Christi prospects are more than non-prospects to value features that include information about *personalized travel recommendations* (42% v. 26%), *video testimonials from previous visitors* (39% v. 20%), and *ways to lessen their environmental impact on the destination* (31% v. 7%) while searching for specific destination websites for vacation information.

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Accommodations

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 less likely to stay in a *traditional chain-affiliated hotel* compared to non-prospects (52% v. 59%) for an upcoming vacation in 12 months. However, Corpus Christi prospects are significantly more likely to stay in a *bed and breakfast* (41% v. 30%), *campground* (26% v. 15%) and *hostel* (19% v. 8%).

2. When selecting a vacation place, Corpus Christi prospects highly value features such as *location* (58%), *value for the price* (57%), *cleanliness* (51%), and *room rate* (48%). In terms of room features, prospects specifically look for *free-internet access* (57%), *refrigerator for personal use* (48%), and *microwave* (44%).

3. Thirty-nine percent Corpus Christi prospects are willing to stay in a *short-term rental* for a vacation during the 12 months. Corpus Christi prospects are likely to use *Airbnb* (86%) and *VRBO* (46%) as the top two short-term rental companies to book their next trip.

4. Corpus Christi prospects are preferring short-term rentals than traditional hotels or accommodation as the short-term rental gives a f*eeling of vacationing in a home away from home* (58%) and prospects like *staying in a unique or unusual place* (50%).

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Sustainability in Travel

1. More than half of the Corpus Christi prospects (58%) specify that a travel service provider's focus on sustainability and environmental considerations significantly impact your travel decision-making, which is nearly two times more than the non-prospects (32%). Furthermore, nearly half of the prospects assume that it is Important for travel companies to disclose information regarding their stand on environmental protection (47%).

2. Nearly three quarters of the Corpus Christi prospects (68%) are willing to pay a higher rate or ticket price to patronize travel service providers such as hotels and airlines, who demonstrate environmental responsibility.

3. Also, Corpus Christi prospects are significantly more eager to change their travel habits to reduce their environmental impact than non-prospects (84% v. 79%). Compared to non-prospects, Corpus Christi prospects are more likely to book trips with *environmentally friendly hotels and tour companies* (33% v. 23%), *pay a 1% restaurant tax to fund sustainability programs* (24% v. 17%), and *pay a $5 per night hotel fee to fund environmental and sustainability programs in the destination* (25% v. 19%).

4. When choosing a destination to visit in the next 5 or 10 years, Corpus Christi prospects are more likely to be influenced by the *tourism overcrowding* (64% v. 58%) and *climate change* (50% v. 41%) than non-prospects.

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THANK YOU