PORTRAIT OF AMERICAN TRAVELERS®

Visit Corpus Christi Winter 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 October-November 2024. Of these respondents, 3,796 (84%) expressed an intent to travel at least once in the next 24 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 24 months and who are interested in visiting Corpus Christi, Texas (4 or 5 on a 5-point scale) within the next 24 months. There were a total of 996 travelers who meet these qualifications. This subset of Corpus Christi Visitor Prospects represents 26% 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.

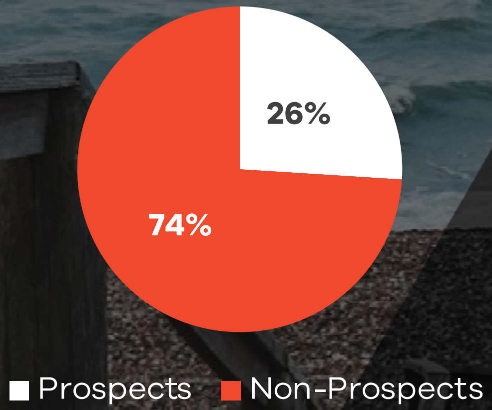
Generation	Age	% of Respondents
Gen Zs	18–26	20%
Millennials	27–42	36%
Gen Xers	43–58	28%
Boomers	59–77	16%
Silent/GI	78+	1%

The Corpus Christi Visitor Prospect

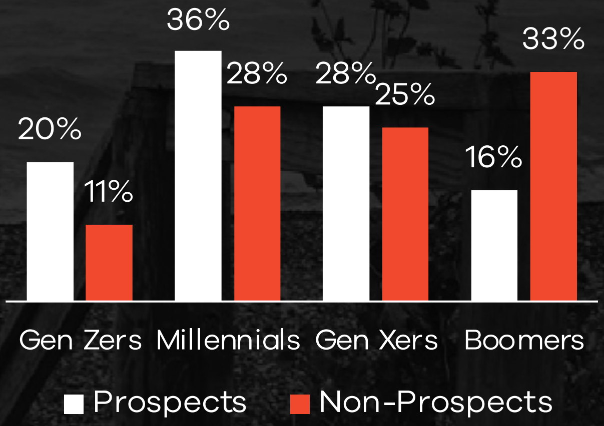
Defined as an active traveler who expressed an interest in visiting Corpus Christi, Texas within the next two (2) years.

26%

of Active Leisure Travelers in the U.S



Generational Profile of Prospects vs. Non-Prospects



Expected # of Leisure Trips During the Next 12 Months

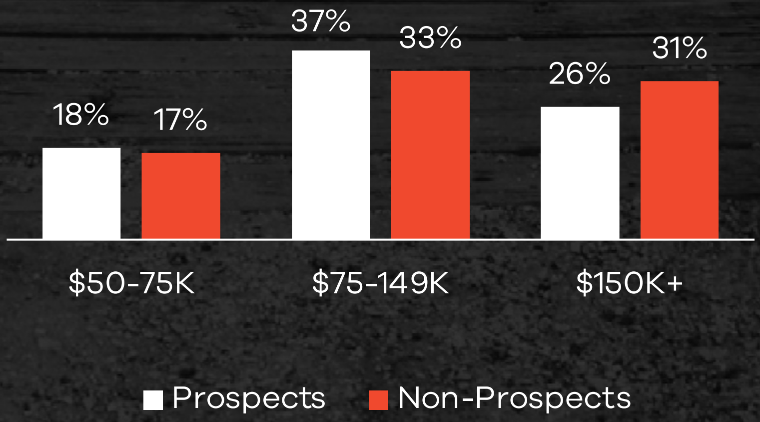
Corpus Christi Prospects	Non-Prospects
4.7	3.9

$126,900

Mean Income of Prospects (vs. $133,800 for non-prospects)

$4,287

Expected Leisure Spending During the Next 12 Months. This compares to $5,308 for travelers not interested in Corpus Christi.



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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 expect to take 0.8 more leisure vacations than non-prospects (4.7 vs. 3.9) despite planning to spend $1,000 less ($4,287 vs. $5,308) over the next 12 months. Prospects are likely to make their money go further on their vacations, potentially taking more domestic, or shorter, trips to save more money than non-prospects.

2. Beautiful scenery (66%) and the food and drink scene (60%) are the top two attributes that prospects look for in vacations when deciding where to visit. Additionally, a focus on family activities (37% vs. 33%) and the music scene (34% vs. 23%) are significantly more important for prospects compared to non-prospects.

3. The desire to get away and unplug (83%) is the most motivating factor for prospects to take a vacation, closely followed by spending time with family/significant other (81%) and exploring nature and the outdoors (76%).

4. Notably, self-discovery (67% vs. 37%) and meeting new people (56% vs. 30%) are substantially more important for prospects than non-prospects, showcasing prospect's focus on personal growth and stepping out of their comfort zone when travelling.

The Corpus Christi Prospect

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5. Prospects much more commonly use AI tools, including ChatGPT when planning travel, with 56% of prospects using these tools compared to just 24% of non-prospects. AI is utilized most to suggest travel accommodations and/or generate travel ideas or inspiration, highlighting its utility for creating highly detailed, personalised travel plans.

6. Prospects are expecting to engage in the following activities the most over the next six months: stay in a hotel or resort (69%), visit friends and family (64%) and travel by personal car (56%). These family-oriented prospects are also significantly more likely to travel with their children under 18 (34% vs. 21%) than non-prospects over the same period.

7. Three-quarters (75%) of prospects are planning to spend more of the next 12 months than in the previous two years, compared to just 58% of non-prospects. Primary reasons for this increased spending include: the expectation that food, activities, airline travel and accommodations will become more expensive.

8. However, over 1 in 3 (35%) prospects are planning to spend more simply because they have more money available, and they choose to spend it on leisure travel.

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. Over 8 in 10 (86%) of prospects regularly use OTAs when researching or booking travel, significantly more than non-prospects (74%). Top OTAs for prospects include Expedia (40%), Booking.com (35%) and Hotels.com (32%).

2. Comparing prices and availability (67%) was the most cited reason for this high OTA usage, although prospects were significantly more likely to use OTAs to research possible activities (45% v. 33%) and for travel inspiration (44% vs. 30%) than non-prospects. The wider role OTAs play in the planning process for prospects is a key driver behind their higher usage.

3. Furthermore, prospects cite the convenience of being able to compare multiple options (54%) as the top reason for booking travel through an OTA, which is a primary motivation for all travelers. However, prospects are significantly more likely to book through an OTA due to preferring the user experience (31% vs. 23%) or because the OTAs are most familiar to them (29% vs. 14%) 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. Prospects are significantly more loyal to airlines (55% v. 45%), hotels (54% v. 39%), car rentals (44% v. 25%) and cruise lines (42% v. 20%) than non-prospects. Overall brand loyalty is primarily driven by satisfaction with previous stays, the ability to earn redeemable points and consistent service and value for price.

2. Around 6 in 10 (59%) prospects are members of a hotel loyalty program, with Hilton Honors (59%) and Marriott Bonvoy's (43%) comprehensive loyalty offerings driving the highest membership across all hotel loyalty programs. Also, significantly more prospects are members of Wyndham Rewards (32% vs. 22%) compared to non-prospects.

3. Furthermore, 52% of prospects are active members of an airline's frequent flyer program, with the most popular US airlines enjoying strong membership from prospects: American Airlines (45%), Delta (43%) and Southwest (38%).

4. Overall, hotel loyalty is slightly more important to Corpus Christi prospects than airline loyalty, with the perceived perks of membership for hotels, including the ability to earn redeemable points, particularly important in driving membership.

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. Almost all prospects (96%) have a social media profile/page. Facebook (68%), Instagram (64%) and YouTube (63%) are the most popular platforms in terms of membership and time spent on them. Instagram (23%) and YouTube (20%) are perceived as the best apps for travel inspiration, likely due to their appealing visual format and high usage.

2. Social media usage across a wider variety of platforms is expected to increase for prospects going into 2025, with 61% planning to use at least one new platform, compared to just 34% of non-prospects. Pinterest, Threads and Reddit are all expected to see an increase in usage from prospects over this period.

3. Prospects use social media to search for things once they have decided on a destination (44%), save content for future travel ideas (39%) and search for places to stay once they have selected a destination (37%). This underscores the significant role platforms play in providing inspiration and guiding activity selection for prospects.

4. Celebrities and content creators significantly influence the travel decisions of prospects, with over 60% of those who follow celebrities (64% of prospects follow) or content creators (61% of prospects follow) impacted by their recommendations.

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THANK YOU