

2025


Economic and Fiscal Impact of Buc Days

Prepared by:



Prepared for:



An aerial night photograph of the American Bank Center arena and an adjacent fairground. The arena is illuminated with blue and white lights, and the fairground features a large Ferris wheel and other colorful structures. The word 'CONTENTS' is written vertically in large white letters over the right side of the image.

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Introduction

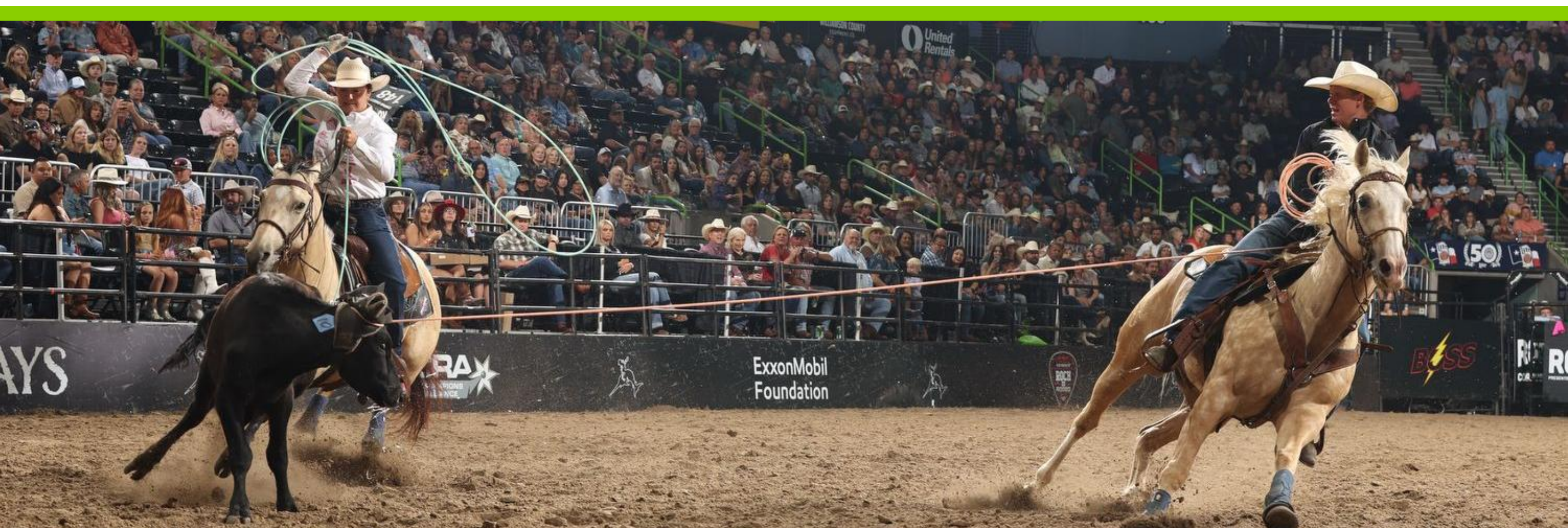
Buc Days is the longest-running pirate festival and parade in Corpus Christi. The festival brings a variety of events including Rodeo Corpus Christi, Professional Bull Riding Velocity Tour Finals, carnival rides, live music, parades, shopping, and more.

In 2025, Buc Days took place from May 1 to May 11 – with a few events hosted prior to May – and attracted visitors from around the region and country, which drove significant economic activity that supported businesses, households, and government finances throughout the local economy.

To calculate the economic impact of Buc Days, Tourism Economics prepared a comprehensive model using multiple primary and secondary data sources to quantify the impacts arising from the operations and visitor spending.

Impact modeling was based on an IMPLAN Input-Output (I-O) model for the Nueces County economy. The results of this study shows the scope of Buc Days' impact in terms of direct visitor spending and festival operations, as well as total economic impacts, including employment, household income, and fiscal (tax) impacts.

KEY FINDINGS





Direct Impacts

Summary Direct Spending

Buc Days generated significant economic impact as the Buccaneer Commission, Inc. and other stakeholders spent money in the local economy to sustain festival operations including spending on salaries and benefits, marketing, contract services, equipment rental and maintenance, and insurance, among others.

In addition, non-local vendors, contractors, and attendees spent money during the festival and at off-site establishments during their stay in Corpus Christi, including local restaurants, hotels, retailers, and recreation/entertainment venues.

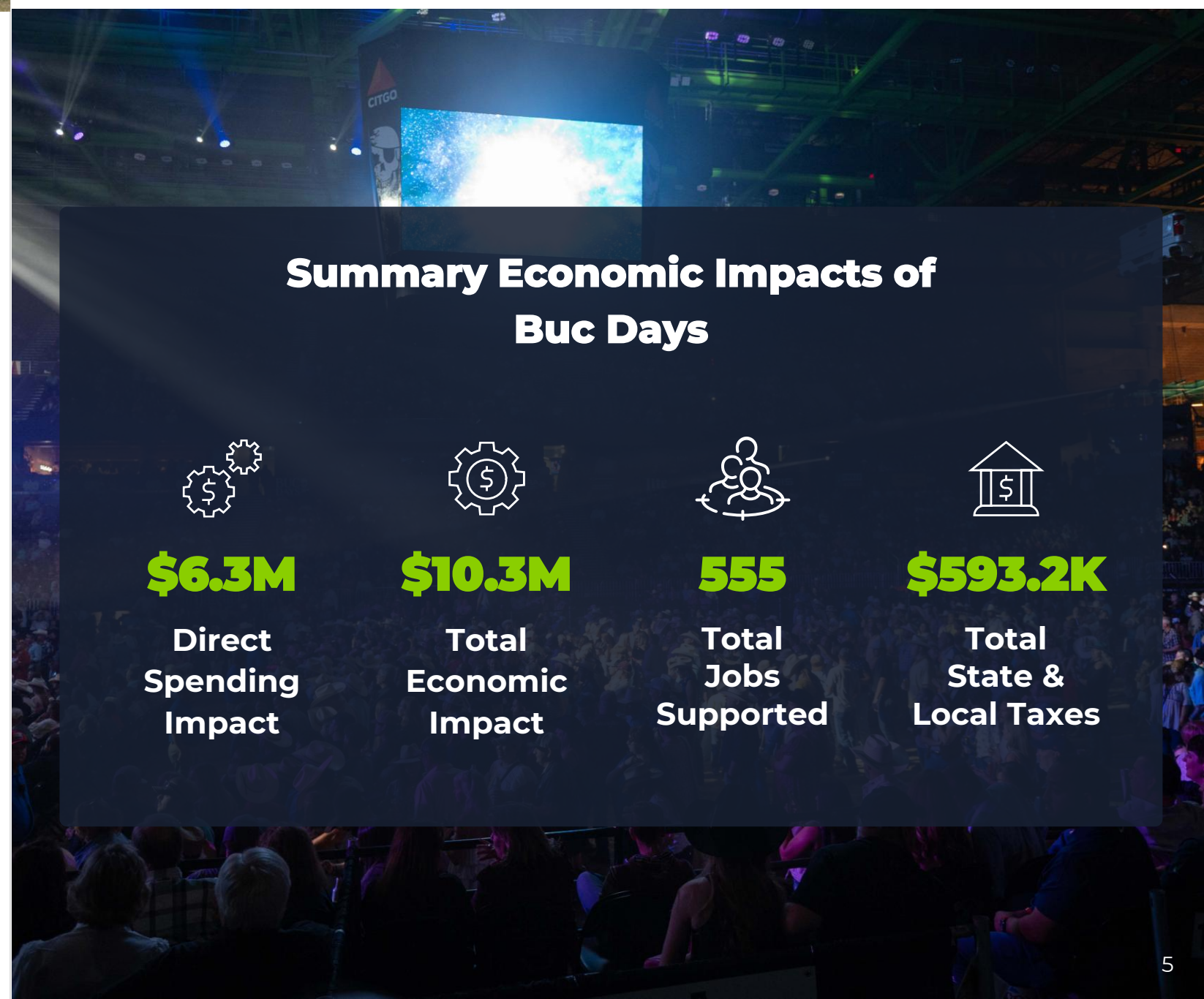
Buc Days generated \$6.3 million in direct spending in 2025.



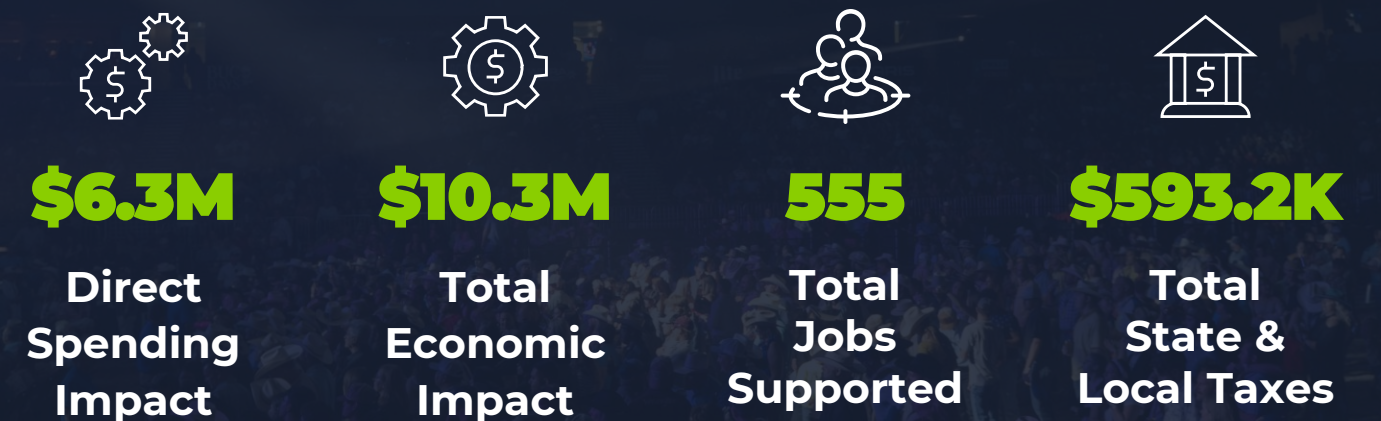
Note: totals may not sum due to rounding.

Total Economic Impact

Buc Days' direct spending impact of \$6.3 million generated a total economic impact of \$10.3 million in the local economy, which supported 555 total jobs and \$593,200 in state and local tax revenues in 2025.



Summary Economic Impacts of Buc Days



DIRECT IMPACTS





Direct Impacts

Buc Days generated \$6.2 million in direct spending in the local economy in 2025.

This section outlines Buc Days’ direct impacts, which ultimately serve as inputs for the economic impact model. The direct impacts are separated into two spending categories:

- Operational spending by the Buccaneer Commission, Inc. and other stakeholders
- Non-local vendor, contractor, and attendee spending at off-site establishments in the local economy

Details for each category are provided on the following pages.

Operational Spending

The Buccaneer Commission, Inc. spent \$4.2 million in the local economy in 2025 to operate Buc Days, which includes spending on salaries and benefits, marketing, contract services, equipment rental and maintenance, and insurance, among others.

The Buccaneer Commission, Inc. employed 13 full-time employees, part-time employees, and interns in 2025. Additionally, 329 local contractors and 35 local vendors participated in the operations of Buc Days.

Buc Days Attendees

Buc Days welcomed 112,550 unique visitors in 2025, which counts a visitor once even if they attended multiple days or events throughout the festival.

Buc Days Unique Attendees (number of attendees)

Total Unique Attendees	112,550
4-H Clays Youth Shoot	185
Rally Night + Stadium Show	23,649
Education	98
PBR	7,756
Rodeo + BBQ	28,755
Rodeo Contestants	216
Festival Gate	41,985
Children’s Parade + 5K	9,906

Source: Buccaneer Commission, Inc.

Approximately 17% (19,700) of all unique visitors to Buc Days originated from outside the local economy, including 9% that stayed in the arena overnight and 8% that visited for the day.

In addition to the festival attendees, nearly 700 non-local vendors and contractors participated in Buc Days.

Attendee Off-Site Spending

The attendees, contractors, and vendors originating from the local economy spent \$2.2 million across several industries within the local economy, including \$677,600 in lodging, \$477,500 in food and beverage expenditures, \$419,100 in retail purchases, \$325,100 in entertainment/recreation spending, and \$256,000 in local transportation.

The off-site spending by locals attending Buc Days were excluded from the analysis due to the substitution effect, which assumes that locals will spend money in the local economy even if they did not attend Buc Days.

Hotels, motels, short-term rentals, and other lodging Accommodations, \$677.6	Full-service restaurants, fast food, convenience stores Food & Beverage, \$477.5	Amusements, theaters, entertainment, and other recreation Recreation, \$325.1
	Souvenirs, general merchandise, malls, and local retailers Retail, \$419.1	Gasoline, taxis, parking, public transportation, and ride share Transportation, \$256.0

Direct Spending

Buc Days generated \$6.3 million in total direct spending in 2025 when operational spending and non-local attendee, contractor, and vendor spending are considered.

Buc Days Direct Spending (\$ thousands)

Total Direct Spending	\$6,317.8
Operational Spending	\$4,162.6
Non-Local Attendee Off-Site Spending	\$2,155.2
Accommodations	\$677.6
Food & Beverage	\$477.5
Retail	\$419.1
Recreation	\$325.1
Transportation	\$256.0

Source: Buccaneer Commission, Inc.

ECONOMIC IMPACTS





Economic Impacts

Tourism Economics calculated the economic impacts of Buc Days' direct spending using regional Input-Output (I-O) model based on a customized IMPLAN (www.implan.com) model for the Nueces County economy. IMPLAN is recognized as an industry standard in local-level I-O models.

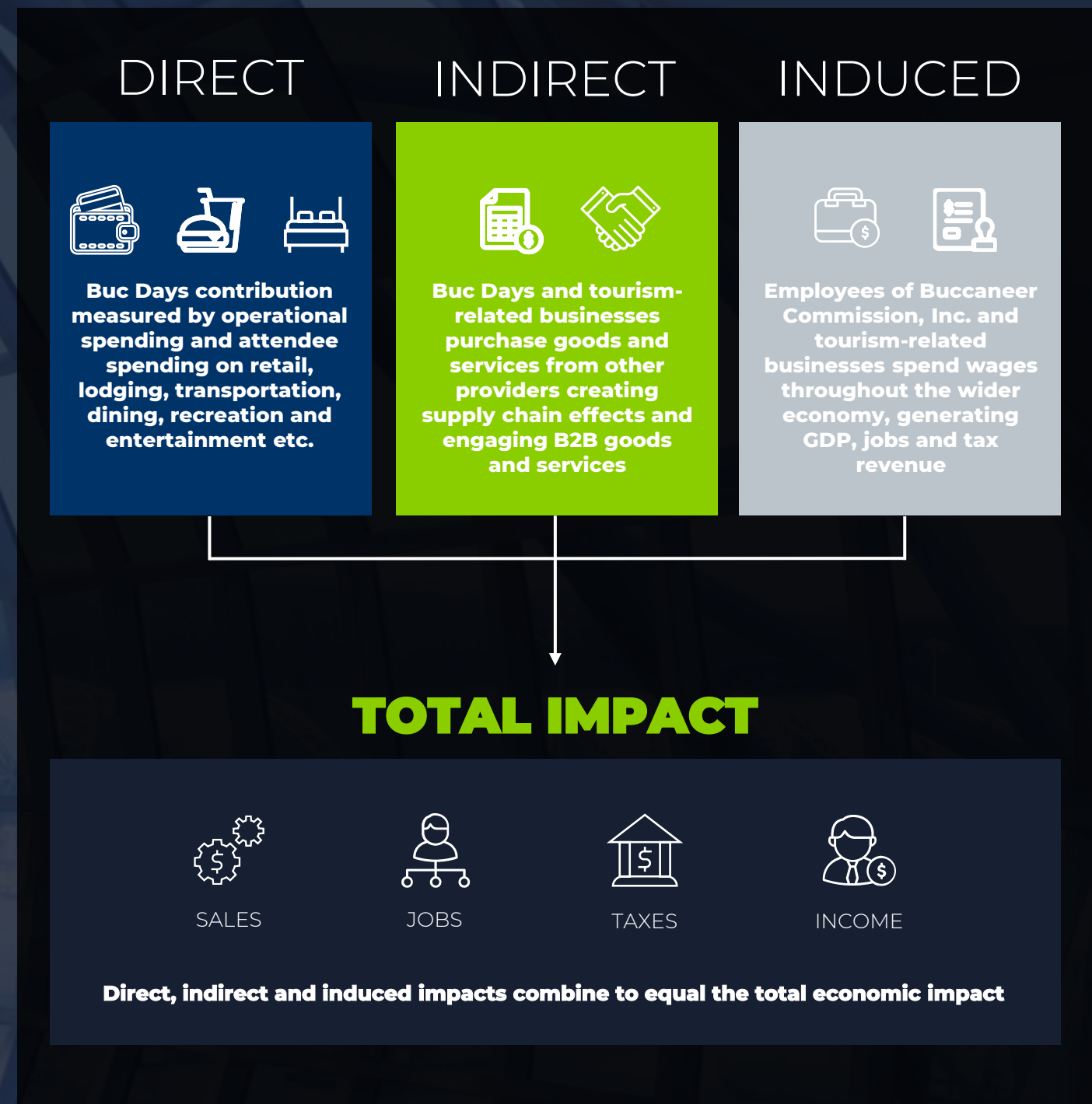
An I-O model represents a profile of an economy by measuring the relationships among industries and consumers to track the flow of industry revenue to wages, profits, capital, taxes and suppliers. The supply chain is traced as dollars flow through the economy, representing indirect impacts. The model also calculates the induced impacts of spending. Induced impacts represent benefits to the economy as incomes earned as a result of direct spending are spent in the local economy, generating additional sales, jobs, taxes, and income.

The modeling process begins with aligning the direct expenditure measurements with the related sectors in the model (e.g. hotels, restaurants, retail, and recreation). The model is then run to trace the flow of these expenditures through the economy. In this process, the inter-relationships between consumers and industries generate each level of impact.

IMPLAN is particularly effective because it calculates these three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- Business sales (also called gross output)
- Household income (including wages and benefits)
- Employment
- Federal taxes
- State and local taxes

Economic Impact Framework



Economic Impacts – Business Sales

Buc Days’ operational and non-local attendee spending generated a total economic impact of \$10.3 million in 2025.

The \$6.3 million in operational and non-local attendee spending related to Buc Days generated \$2.5 million in indirect expenditures (purchases of inputs from suppliers) and \$1.4 million in induced expenditures (new consumption generated by household income impacts), resulting in a total economic impact of \$10.3 million in 2025.

Summary Economic Impacts



Business Sales by Industry (\$ thousands)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$6,317.8	\$2,503.6	\$1,446.3	\$10,267.7
By industry				
Business Services	\$2,408.5	\$756.0	\$104.3	\$3,268.8
Recreation and Entertainment	\$1,315.3	\$265.1	\$18.3	\$1,598.7
Finance, Insurance and Real Estate	\$472.2	\$599.7	\$403.4	\$1,475.3
Food & Beverage	\$786.3	\$131.6	\$154.4	\$1,072.3
Lodging	\$677.6	\$1.7	\$1.9	\$681.2
Retail Trade	\$419.1	\$22.5	\$146.5	\$588.1
Communications	\$8.7	\$256.5	\$46.5	\$311.7
Education and Health Care	\$0.0	\$11.0	\$270.3	\$281.3
Other Transport	\$86.7	\$69.6	\$22.1	\$178.4
Gasoline Stations	\$143.4	\$1.1	\$12.9	\$157.4
Wholesale Trade	\$0.0	\$88.6	\$62.9	\$151.5
Personal Services	\$0.0	\$69.8	\$79.2	\$149.1
Construction and Utilities	\$0.0	\$104.8	\$42.3	\$147.1
Government	\$0.0	\$74.6	\$38.2	\$112.8
Manufacturing	\$0.0	\$41.0	\$36.9	\$77.9
Air Transport	\$0.0	\$7.2	\$3.8	\$11.0
Agriculture, Fishing, Mining	\$0.0	\$2.7	\$2.4	\$5.1

Source: Tourism Economics

Note: totals may not sum due to rounding.

Economic Impacts – Employment

Buc Days’ operational and non-local attendee spending supported 555 total jobs in 2025.

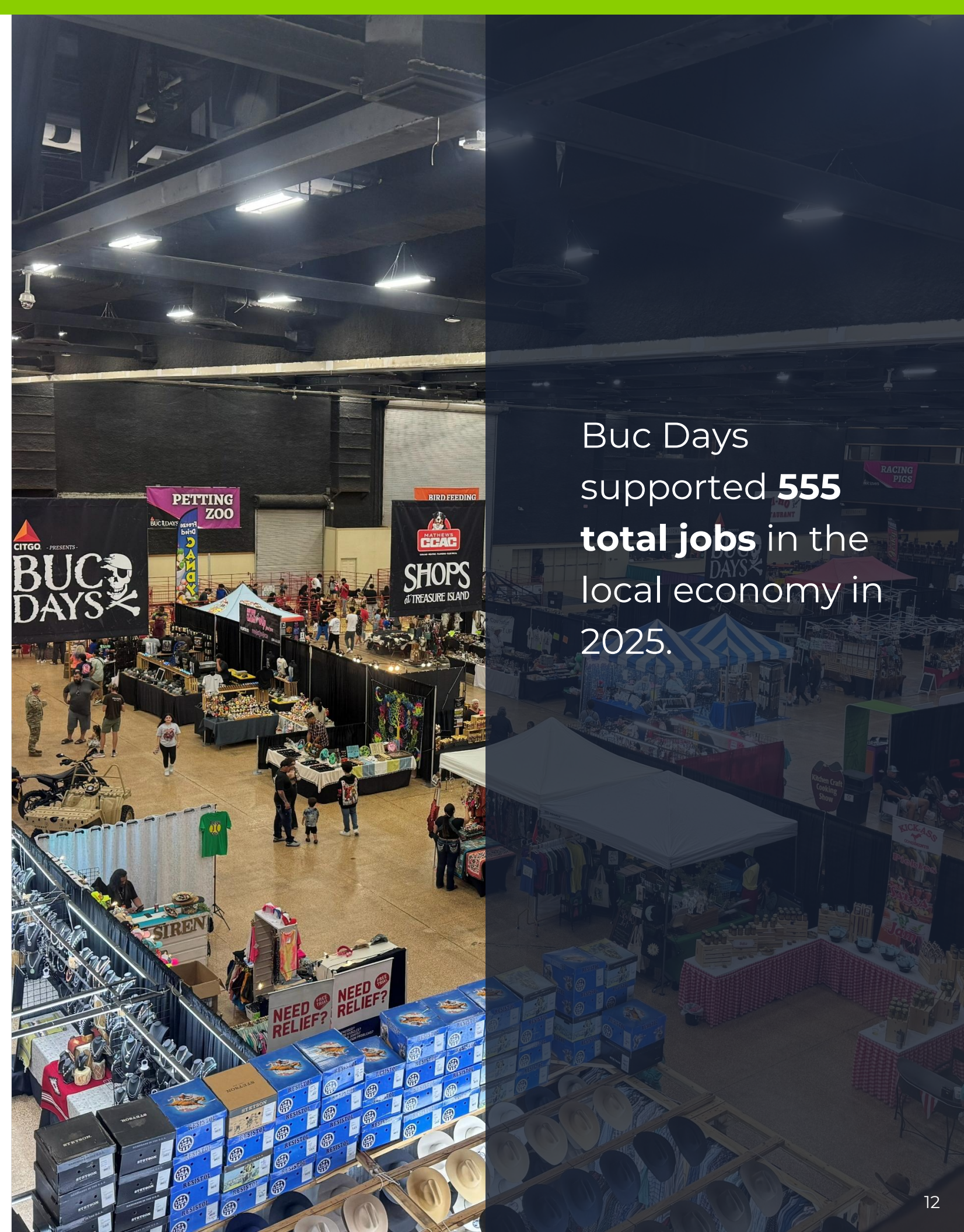
Buc Days’ operational and non-local attendee spending directly supported 395 full-time and part-time jobs. Indirect and induced impacts supported 110 indirect jobs and 49 induced jobs in 2025.

Employment Impacts by Industry (part time & full-time jobs)

	Direct Employment	Indirect Employment	Induced Employment	Total Employment
Total, all industries	395	110	49	555
By industry				
Recreation and Entertainment	247	32	1	280
Business Services	90	35	4	129
Food & Beverage	37	9	10	55
Finance, Insurance and Real Estate	13	17	6	36
Education and Health Care	0	1	12	13
Retail Trade	1	1	7	9
Personal Services	0	4	5	9
Other Transport	1	6	1	8
Lodging	6	0	0	6
Communications	0	2	0	3
Government	0	2	1	2
Wholesale Trade	0	1	1	2
Construction and Utilities	0	1	0	1
Gasoline Stations	0	0	0	0
Manufacturing	0	0	0	0
Air Transport	0	0	0	0
Agriculture, Fishing, Mining	0	0	0	0

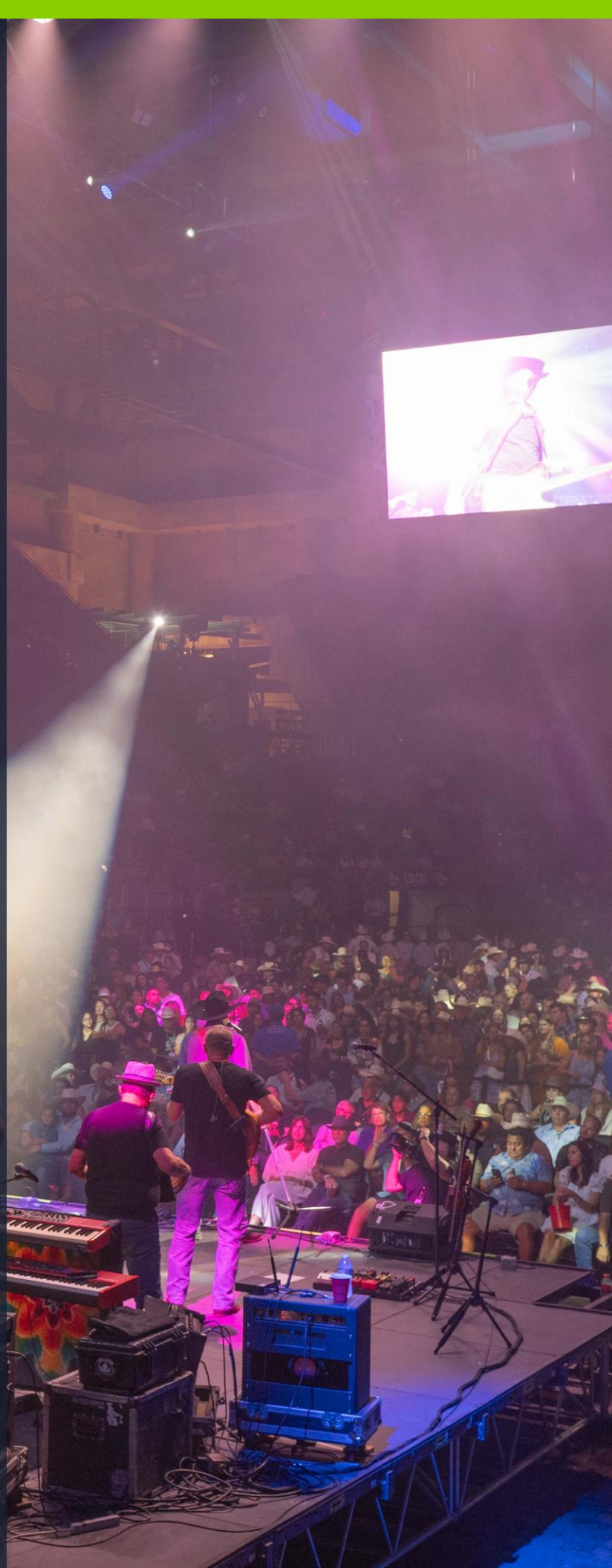
Source: Tourism Economics

Note: totals may not sum due to rounding.



Buc Days supported **555 total jobs** in the local economy in 2025.

Buc Days generated **\$2.6 million in total labor income** in the local economy in 2025.



Economic Impacts – Labor Income

Buc Days’ operational and non-local attendee spending generated a total labor income impact of \$2.6 million in 2025.

Buc Days’ operational and non-local attendee spending generated \$1.5 million in direct labor income. Indirect and induced impacts generate \$700,000 in indirect labor income and \$400,000 in induced labor income, resulting in \$2.6 million in total labor income in 2025.

Labor Income Impacts by Industry (\$ thousands)

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$1,508.5	\$655.9	\$403.5	\$2,567.9
By industry				
Business Services	\$479.3	\$288.2	\$41.8	\$809.2
Recreation and Entertainment	\$383.3	\$48.7	\$4.8	\$436.9
Food & Beverage	\$254.1	\$45.3	\$47.1	\$346.5
Finance, Insurance and Real Estate	\$91.6	\$113.8	\$39.8	\$245.2
Lodging	\$212.4	\$1.0	\$1.1	\$214.5
Education and Health Care	\$0.0	\$4.6	\$144.4	\$149.0
Retail Trade	\$37.7	\$6.5	\$40.1	\$84.3
Other Transport	\$45.1	\$28.4	\$7.9	\$81.3
Personal Services	\$0.0	\$31.8	\$36.5	\$68.2
Government	\$0.0	\$27.8	\$9.2	\$37.0
Wholesale Trade	\$0.0	\$20.4	\$14.1	\$34.5
Communications	\$1.3	\$22.7	\$5.3	\$29.3
Construction and Utilities	\$0.0	\$12.3	\$6.0	\$18.4
Gasoline Stations	\$3.7	\$0.2	\$2.7	\$6.6
Manufacturing	\$0.0	\$2.4	\$1.4	\$3.7
Air Transport	\$0.0	\$1.5	\$0.8	\$2.4
Agriculture, Fishing, Mining	\$0.0	\$0.4	\$0.5	\$0.9

Source: Tourism Economics

Note: totals may not sum due to rounding.

Economic Impacts – Fiscal (Tax) Impacts

Buc Days’ operational and non-local attendee spending generated \$1.2 million in total state and local tax revenues in 2025.

Buc Days’ operational and non-local attendee spending generated a total fiscal (tax) impact of \$1.2 million in 2025, when federal, state, and local taxes are considered.

Total federal tax revenues amounted to \$606,400, while total state and local taxes totaled \$593,200 in 2025.

The state government collected \$310,000 in total taxes, while local governments collected \$283,100 in total taxes in 2025.

State and Local Total Tax Revenue (\$ thousands)

	State	Local	Total
Total taxes	\$310.0	\$283.1	\$593.2
Sales	\$229.3	\$63.7	\$293.0
Bed	\$40.7	\$61.0	\$101.6
Social Insurance	\$2.0	\$0.0	\$2.0
Excise and Fees	\$38.1	\$2.7	\$40.8
Property	\$0.0	\$155.8	\$155.8

Source: Tourism Economics

Note: totals may not sum due to rounding.

Total Tax Revenues (\$ thousands)

	Direct	Indirect / Induced	Total
Total Tax Revenues	\$764.0	\$435.5	\$1,199.5
Federal	\$349.4	\$257.0	\$606.4
Personal Income	\$153.8	\$104.6	\$258.4
Corporate	\$23.5	\$25.4	\$48.9
Indirect Business	\$9.3	\$6.0	\$15.3
Social Insurance	\$162.7	\$121.0	\$283.8
State and Local	\$414.6	\$178.5	\$593.2
Sales	\$192.1	\$101.0	\$293.0
Bed	\$101.6	\$0.0	\$101.6
Social Insurance	\$1.1	\$0.9	\$2.0
Excise and Fees	\$24.8	\$16.0	\$40.8
Property	\$95.0	\$60.8	\$155.8

Source: Tourism Economics

Note: totals may not sum due to rounding.

About the Research Team

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

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