

The Economic Impact of Travel

Corpus Christi, TX

2023

April 2024

PREPARED FOR
Visit Corpus Christi



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The Economic Impact of Travel in Corpus Christi, TX

2023

Visit Corpus Christi

4/23/2024

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Photo: Visit Corpus Christi, cropped by DRA

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Corpus Christi

2023

Corpus Christi / Summary

Travel Impacts 2023

In 2023, the Corpus Christi travel economy experienced robust growth. Demand for overnight accommodations, particularly stays in short term vacation rentals, drove up visitor spending along with general price inflation. Lower gasoline prices resulted in reduced spending in that area. Overall, increased spending and a tight labor market boosted employee earnings and tax revenue. Employment has rebounded to 93% of pre-COVID levels in 2019.

- Travel spending in Corpus Christi increased 3.7% from \$1.4 billion in 2022 to \$1.5 billion in 2023. Non-transportation spending grew at 5% to \$1.2 billion in 2023.
- Direct travel activity supported 13,270 jobs in 2023, up 620 jobs or 4.9% compared to the previous year.
- Direct travel-generated earnings increased 6.2% from \$393.5 million in 2022 to \$417.9 million in 2023.
- Tax receipts generated by travel spending are up 3.6% compared to 2022. Approximately 12% of sales taxes generated in the city of Corpus Christi come from travel activity*.

Excluding transportation spending, Corpus Christi's travel industry **grew 5% in 2023.**

Note: These estimates for Corpus Christi are subject to revision as additional data becomes available. Secondary impacts are not included in this study.

*Based on an analysis of sales tax collections from the Texas Comptroller of Public Accounts



Photo: Visit Corpus Christi

Corpus Christi / Impacts, Summary

Direct Travel Impacts 2017-2023

	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
								2022-23	2017-23
Spending (\$Millions)									
Total (Current \$)	1182.6	1372.5	1324.9	1,007.4	1,333.6	1,427.2	1,480.2	▲ 3.7%	▲ 3.8%
Other	55.3	59.3	59.9	21.3	38.0	50.8	56.5	▲ 11.3%	▲ 0.4%
Visitor	1127.3	1313.3	1265.0	986.1	1,295.5	1,376.4	1,423.7	▲ 3.4%	▲ 4.0%
Non-transportation	955.9	1128.0	1081.5	872.8	1,121.9	1,158.8	1,217.2	▲ 5.0%	▲ 4.1%
Transportation	171.4	185.3	183.4	113.3	173.6	217.6	206.4	▼ -5.1%	▲ 3.1%
Earnings (\$Millions)									
Earnings (Current \$)	344.9	365.0	385.8	296.2	361.3	393.5	417.9	▲ 6.2%	▲ 3.2%
Employment (Jobs)									
Employment	13,410	13,790	14,240	10,500	12,160	12,640	13,270	▲ 4.9%	▼ -0.2%
Tax Revenue (\$Millions)									
Total (Current \$)	108.4	124.3	122.2	97.1	127.3	133.0	137.8	▲ 3.6%	▲ 4.1%
Local Tax Receipts	41.6	46.8	46.7	36.2	48.8	50.8	52.1	▲ 2.6%	▲ 3.8%
Visitor	24.8	28.8	27.8	21.8	30.1	31.2	32.3	▲ 3.6%	▲ 4.5%
Business or Employee	16.9	18.0	18.8	14.4	18.7	19.7	19.8	▲ 1.0%	▲ 2.7%
State Tax Receipts	66.8	77.5	75.6	60.9	78.6	82.2	85.6	▲ 4.2%	▲ 4.2%
Visitor	55.5	64.9	62.3	50.6	64.5	66.8	69.6	▲ 4.2%	▲ 3.8%
Business or Employee	11.2	12.7	13.3	10.3	14.1	15.4	16.0	▲ 3.9%	▲ 6.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Other spending includes travel arrangement, and resident air activity, transportation spend includes gasoline, visitor air travel, and other ground transportation.

Non-transportation includes accommodations, food service, food stores, recreation, and retail activity.

Corpus Christi / Trip Purpose

Business/Leisure Direct Travel Spend 2023*

In this section we consider visitor spending in terms of primary purpose of their trip. While individual spending patterns will vary, business travelers spend most of their money on accommodations and food service. In contrast, leisure travelers distribute their spending more evenly across the different commodities.

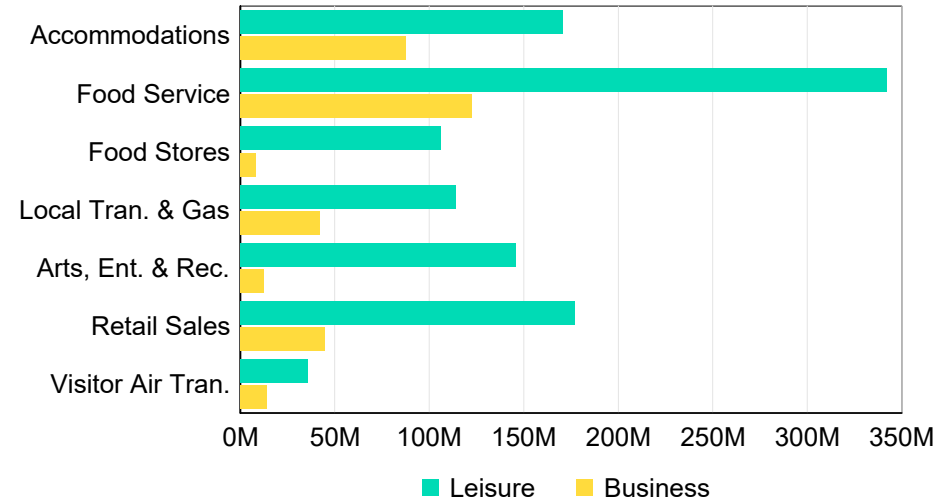
Approximately 19% of visitor volume and 23% of visitor spending in 2023 was from business travel.

	Direct Spend	Leisure	Business
Accommodations	\$258.1	\$170.5	\$87.6
Food Service	\$464.5	\$342.0	\$122.5
Food Stores	\$114.5	\$106.1	\$8.4
Local Tran. & Gas	\$156.5	\$114.2	\$42.3
Arts, Ent. & Rec.	\$157.9	\$145.6	\$12.3
Retail Sales	\$222.3	\$177.2	\$45.1
Visitor Air Tran.	\$49.9	\$35.8	\$14.2
Direct Spending	\$1,423.7	\$1,091.3	\$332.3
Visitor Volume	4.9	4.0	0.9

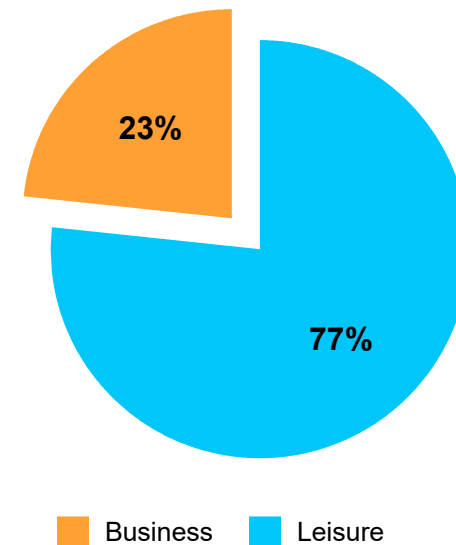
Sources: Dean Runyan Associates, Omnitrak Group, DKShifflet, Visit Corpus Christi.

*The factors used to determine the distribution of impacts between business and leisure travel are based on historical data of group hotel bookings for years 2021 to 2023 and visitor profile data for years 2020-2022 from MMGY provided to DRA by Visit Corpus Christi as well as survey data for years 2006-2018 from Omnitrak, visitor profile data for years 2018-2020 from DKShifflet and 2021-2022 from Future Partners provided to DRA by Travel Texas. In future years, additional survey data will be available that will more accurately describe any shifts in business travel.

Spending by Commodity by Trip Purpose, 2023



Spending by Trip Purpose, 2023



Corpus Christi / Regional Impacts

City of Corpus Christi Regional Comparison

To further understand the importance and size of the travel economy in the City of Corpus Christi, our economic impact estimates can be compared to DRA's travel impact estimates for the larger metropolitan area and to the Bureau of Economic Analysis estimate on employment within both Nueces County and the Corpus Christi MSA.

The table to the right highlights the size of the travel industry in the City of Corpus Christi, compared to the larger metropolitan statistical area (MSA). Approximately 80% of the direct travel spending for the MSA occurs within the city limits of Corpus Christi. The city brings in about 70% of the jobs and 64% of the local tax revenue associated with travel activity.

The second chart to the right presents an analysis of the travel employment in the City of Corpus Christi as a percent share of all employment in Nueces County and the Corpus Christi MSA. This is useful to understand the contribution of travel activity to the overall economy and any over-reliance on travel for employment.

Pre-2020, travel employment in the City of Corpus Christi accounted for 6.4% of all employment for Nueces County and 5.7% of all employment for the Corpus Christi MSA. Despite significant declines during the COVID-19 pandemic in 2020, employment began recovering in 2021, and by 2023, travel employment rebounded to approximately 5.8% of Nueces County's total employment.

Direct Travel Impacts, 2023

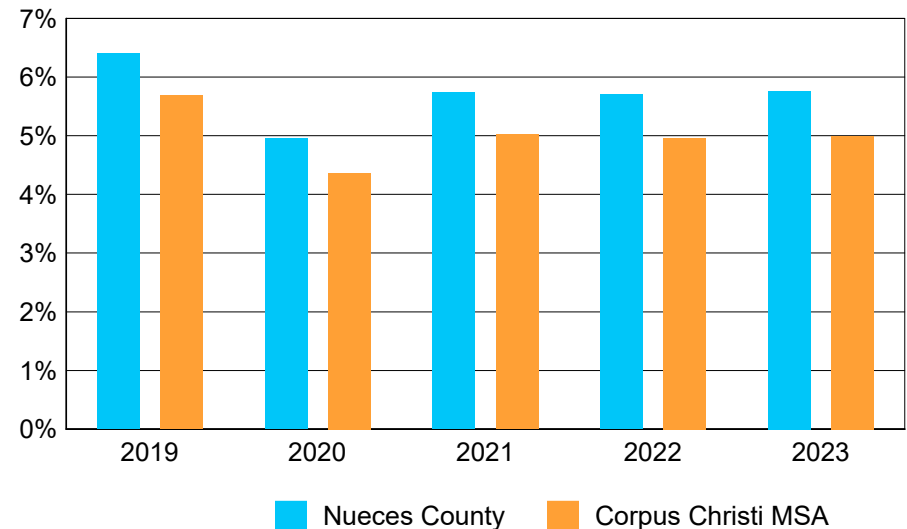
	Corpus Christi MSA	City of Corpus Christi	Percent of MSA
Spending	\$1,927.3	\$1,480.2	77%
Earnings	\$593.2	\$417.9	70%
Employment	18,660	13,270	71%
State Tax Revenue	\$111.3	\$85.6	77%
Local Tax Revenue	\$81.5	\$52.1	64%
Visitor Volume*	7,413	4,911	66%

Sources: Dean Runyan Associates

*Visitor volume calculated as person trips. Economic activity is a more reliable gauge of visitor activity than visitor volume.

Travel Employment as a Percent of Total Employment

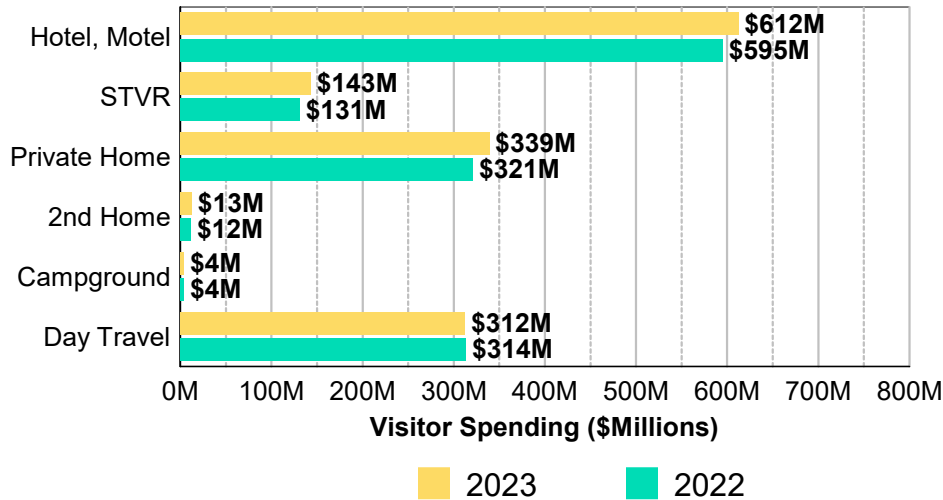
City of Corpus Christi



Sources: Dean Runyan Associates, Bureau of Labor Statistics, Bureau of Economic Analysis

Corpus Christi / Spending

Visitor Spending by Accommodation Type

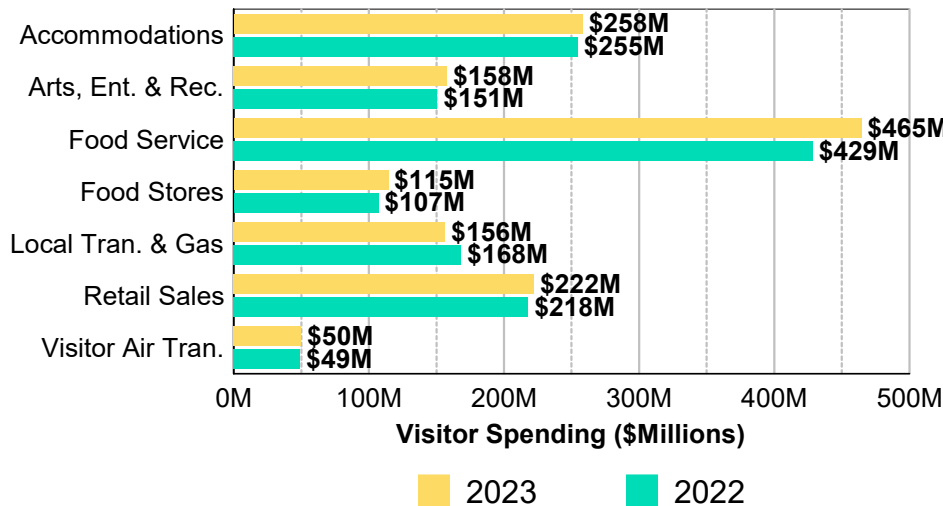


Visitors who stayed in a hotel or motel spent \$612 million in 2023, an increase of 2.9%. Visitors who stayed in short term vacation rentals (STVR) spent \$143 million in 2023, an increase of 9.2%. Day travelers spent less in 2023, attributable to the decrease in gas prices.

Sources: State of Texas Comptroller, Dean Runyan Associates, Omnitrak Group, STR LLC., KeyData Dashboard, Census Bureau

Note: Private Home represents visitors staying with friends or family. (Glossary on page 16)

Visitor Spending by Commodity Purchased



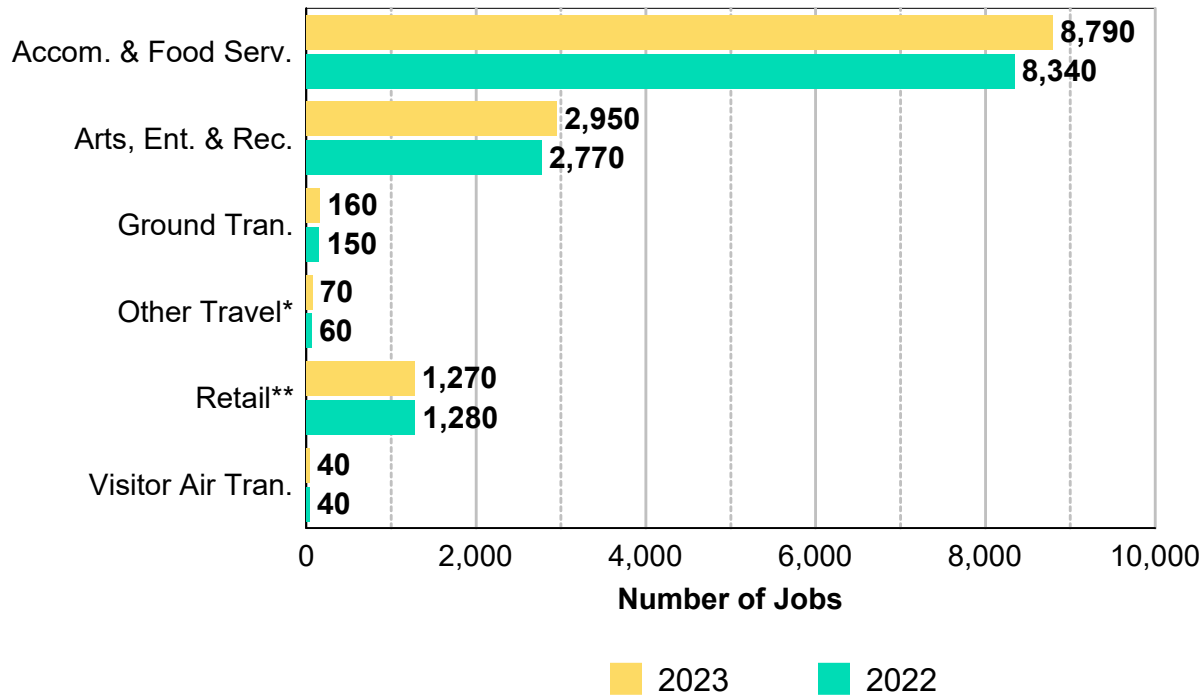
Food Services experienced the largest gain in visitor spending in 2023, growing at a rate of 8.4% year over year. Gas prices declined in 2023 from all time highs the prior year. Resulting in less spending on Local Transportation & Gas.

Sources: State of Texas Comptroller, Dean Runyan Associates, Omnitrak Group, STR LLC., KeyData Dashboard, Bureau of Labor Statistics, Energy Information Administration



Corpus Christi / Employment

Travel Industry Employment



**Retail includes gasoline station employment.
 *Other travel includes travel arrangement services, and resident air travel.
 Employment estimates represent an annual average employment level.

Total direct job gain is estimated at 620 jobs in 2023. Overall, travel industry employment experienced an increase of 4.9% year over year. The largest gain in employment came from Accommodations & Food Services, adding 450 jobs.

Sources: Dean Runyan Associates, Bureau of Labor Statistics, Bureau of Economic Analysis



Photo: Visit Corpus Christi

Corpus Christi / Impacts, Detailed

Direct Travel Impacts 2017-2023

	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
								2022-23	2017-23
Direct Travel Spending (\$Million)									
Visitor Spending	1,127.3	1,313.3	1,265.0	986.1	1,295.5	1,376.4	1,423.7	▲ 3.4%	▲ 4.0%
Other Travel*	55.3	59.3	59.9	21.3	38.0	50.8	56.5	▲ 11.3%	▲ 0.4%
TOTAL	1,182.6	1,372.5	1,324.9	1,007.4	1,333.6	1,427.2	1,480.2	▲ 3.7%	▲ 2.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)									
Hotel, Motel	464.8	587.4	538.8	455.5	612.1	595.3	612.5	▲ 2.9%	▲ 4.7%
STVR	77.8	89.2	87.8	80.9	123.0	130.8	143.2	▲ 9.5%	▲ 10.7%
Campground	3.2	3.2	3.4	3.6	3.8	4.0	4.0	▼ -0.8%	▲ 3.5%
Private Home	318.0	325.4	338.6	276.3	289.2	321.1	339.1	▲ 5.6%	▲ 1.1%
2nd Home	10.8	11.7	12.2	10.5	11.3	11.7	12.7	▲ 8.5%	▲ 2.7%
Day Travel	252.7	296.3	284.1	159.3	256.0	313.6	312.3	▼ -0.4%	▲ 3.6%
TOTAL	1,127.3	1,313.3	1,265.0	986.1	1,295.5	1,376.4	1,423.7	▲ 3.4%	▲ 3.0%
Visitor Spending by Commodity Purchased (\$Million)									
Accommodations	182.6	210.5	204.9	174.0	249.1	254.6	258.1	▲ 1.4%	▲ 5.9%
Food Service	353.0	428.1	410.9	337.7	425.7	428.5	464.5	▲ 8.4%	▲ 4.7%
Food Stores	91.8	105.3	101.0	80.7	99.5	107.1	114.5	▲ 6.9%	▲ 3.8%
Local Tran. & Gas	115.8	130.1	126.6	90.1	135.3	168.4	156.5	▼ -7.1%	▲ 5.1%
Arts, Ent. & Rec.	136.2	160.4	154.1	120.5	150.9	150.5	157.9	▲ 4.9%	▲ 2.5%
Retail Sales	192.3	223.6	210.7	159.9	196.7	218.0	222.3	▲ 1.9%	▲ 2.4%
Visitor Air Tran.	55.6	55.2	56.8	23.2	38.3	49.2	49.9	▲ 1.6%	▼ -1.8%
TOTAL	1,127.3	1,313.3	1,265.0	986.1	1,295.5	1,376.4	1,423.7	▲ 3.4%	▲ 3.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes spending on travel arrangement services and resident air travel.

Note: Private Home represents visitors staying with friends or family. (Glossary on page 16)



Corpus Christi / Impacts, Detailed

Direct Travel Impacts 2017-2023

	2017	2018	2019	2020	2021	2022	2023	Avg. Annual % Chg.	
								2022-23	2017-23
Travel Industry Earnings (\$Million)									
Accom. & Food Serv.	223.1	241.5	258.5	191.1	242.8	260.1	279.6	▲ 7.5%	▲ 3.0%
Arts, Ent. & Rec.	70.9	68.9	67.9	52.2	61.5	71.0	74.5	▲ 4.9%	▲ 1.6%
Retail**	36.9	39.7	43.2	37.3	42.3	46.4	45.9	▼ -1.1%	▲ 2.9%
Ground Tran.	5.3	5.5	5.8	5.9	6.5	7.3	8.0	▲ 9.6%	▲ 7.7%
Visitor Air Tran.	3.9	4.1	4.5	4.8	3.7	3.9	4.3	▲ 9.8%	▲ 0.9%
Other Travel*	4.8	5.4	5.7	4.8	4.5	4.8	5.7	▲ 18.6%	▲ 1.1%
TOTAL	344.9	365.0	385.8	296.2	361.3	393.5	417.9	▲ 6.2%	▲ 2.0%
Travel Industry Employment (Jobs)									
Accom. & Food Serv.	8,690	9,160	9,490	6,970	8,130	8,340	8,790	▲ 5.4%	▼ -0.8%
Arts, Ent. & Rec.	3,170	3,030	3,070	2,140	2,530	2,770	2,950	▲ 6.4%	▼ -0.5%
Retail**	1,280	1,330	1,410	1,120	1,250	1,280	1,270	▼ -1.3%	▼ -1.0%
Ground Tran.	150	150	150	140	150	150	160	▲ 3.6%	▲ 1.0%
Visitor Air Tran.	50	50	50	50	40	40	40	▲ 3.2%	▼ -4.1%
Other Travel*	80	80	80	60	60	60	70	▲ 10.5%	▼ -3.0%
TOTAL	13,410	13,790	14,240	10,500	12,160	12,640	13,270	▲ 5.0%	▼ -1.7%
Tax Receipts Generated by Travel Spending (\$Million)									
Local Tax Receipts	41.6	46.8	46.7	36.2	48.8	50.8	52.1	▲ 2.6%	▲ 2.2%
Visitor	24.8	28.8	27.8	21.8	30.1	31.2	32.3	▲ 3.6%	▲ 2.3%
Business/Employee	16.9	18.0	18.8	14.4	18.7	19.7	19.8	▲ 1.0%	▲ 2.0%
State Tax Receipts	66.8	77.5	75.6	60.9	78.6	82.2	85.6	▲ 4.2%	▲ 2.0%
Visitor	55.5	64.9	62.3	50.6	64.5	66.8	69.6	▲ 4.2%	▲ 1.4%
Business/Employee	11.2	12.7	13.3	10.3	14.1	15.4	16.0	▲ 3.9%	▲ 4.8%
TOTAL	108.4	124.3	122.2	97.1	127.3	133.0	137.8	▲ 3.6%	▲ 3.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline stations.

*Other travel includes travel arrangement services, and resident air travel.

Corpus Christi / Visitor Details

Average Spending



2.3% ▲

Overnight person-trip spending growth

DRA estimates average expenditures by cross-referencing visitor surveys, lodging performance, and other economic indicators. Because of this, average expenditures estimated using other methodologies that rely solely on visitor surveys will not align with what DRA estimates. We utilize rolling averages for party size and length of stay metrics these will be updated periodically.

Visitor Spending is a more reliable metric to assess changes in the travel industry because it is more closely tied to fiscal data and lessens the variability that is a common result of using annual visitor surveys.

Average Expenditure for Visitors, 2022-2023

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
2023						
Hotel, Motel	\$189	\$454	\$416	\$999	2.2	2.4
Short Term Vacation Rental	\$134	\$444	\$519	\$1,723	3.9	3.3
Private Home	\$105	\$343	\$282	\$926	2.7	3.3
Other Overnight	\$66	\$207	\$163	\$514	2.5	3.2
Day	\$144	\$144	\$361	\$361	2.5	1.0
<i>All Overnight</i>	\$142	\$406	\$364	\$1,015	2.6	2.8
<i>All Visitors</i>	\$143	\$290	\$364	\$727	2.5	2.0
2022						
Hotel, Motel	\$185	\$443	\$406	\$974	2.2	2.4
Short Term Vacation Rental	\$132	\$439	\$512	\$1,702	3.9	3.3
Private Home	\$102	\$335	\$276	\$904	2.7	3.3
Other Overnight	\$63	\$199	\$157	\$496	2.5	3.2
Day	\$141	\$141	\$355	\$355	2.5	1.0
<i>All Overnight</i>	\$140	\$397	\$356	\$989	2.5	2.8
<i>All Visitors</i>	\$140	\$281	\$356	\$703	2.5	2.0

Corpus Christi / Visitor Details

Visitor Volume



28%

Hotel, Motel, STVR
share of person-trips

DRA estimates overnight visitor volumes by cross-referencing visitor surveys, lodging performance, and other economic indicators. Because of this, visitor volumes estimated using other methodologies that rely solely on visitor surveys or geolocation data will not align with what DRA estimates.

Visitor Spending is a more reliable metric to assess changes in the travel industry because it is more closely tied to fiscal data and lessens the variability that is a common result of using annual visitor surveys.

Visitor Volume, 2021-2023

	Person-Trips			Party-Trips		
	2021	2022	2023	2021	2022	2023
Hotel, Motel	1,330,200	1,343,900	1,348,200	725,500	610,900	612,800
STVR	261,800	298,100	322,300	67,500	76,800	83,100
Private Home	916,200	959,100	989,100	355,100	355,200	366,300
Other Overnight	82,600	78,800	80,700	33,200	31,700	32,400
Day	2,001,800	2,219,600	2,171,100	796,600	883,300	863,900
Total Volume	4,592,500	4,899,500	4,911,300	1,977,900	1,957,800	1,958,600

	Person-Nights			Party-Nights		
	2021	2022	2023	2021	2022	2023
Hotel, Motel	3,059,400	3,225,400	3,235,600	1,668,800	1,466,100	1,470,700
STVR	994,700	990,200	1,070,600	256,400	255,200	275,900
Private Home	3,002,400	3,142,800	3,241,300	1,163,700	1,164,000	1,200,500
Other Overnight	260,100	248,300	254,200	104,500	99,700	102,100
Day	2,001,800	2,219,600	2,171,100	796,600	883,300	863,900
Total Volume	9,318,400	9,826,400	9,972,700	3,989,900	3,868,300	3,913,100

Glossary

Term	Definition
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Private Home (VFR)	Personal residences used to host friends and family visiting overnight in the destination.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Visitor Spending	Spending by visitors in a destination.
Other Spending	Spending by residents on travel arrangement services and/or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Person Trips	A trip made by a person to the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with "Visitor Spending."
STVR	STVR stands for "short term vacation rental." The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.



Methodology

Travel Impacts Methodology

The direct travel impacts reported in this analysis were estimated using DRA's Regional Travel Impact Model (RTIM). First developed in 1985, this model estimates direct impacts at a local level without relying on annual survey research. The “bottom up” approach of the RTIM involves modeling of private and public data at the county level, ensuring that the final findings correspond closely with the various travel indicators available for each respective county. Results are then aggregated to regions and the state or disaggregated to the city level based on relevant indicators at these geographic levels. The result is a detailed profile of taxes, employment, wages, and spending that can be tracked consistently over time.

The economic impact associated with day visitors and overnight visitors is a primary breakout included in this report. Lodging tax data and survey data on visitor expenditures inform estimates of total spending associated with overnight visitors who stay in commercial lodging in the studied region. DRA maintains its own expenditure distribution database for each state we work in, with input from multiple major survey providers. Inventory of campgrounds are collected for commercial and public sites, and occupancy is modeled based on a representative subset of sites. Sales attributable to travelers staying in their second homes are calculated from inventories from the US Census and public information on average utilization rates. Visitation of friends and relatives (VFR) is generally stable across time and geography, the primary driver for a destination being the local resident population. Estimates of visitor spending related to day travel can be driven by several factors, including proximity to nearby populous areas, opportunities for recreation and shopping, and inventory of lodging options compared to surrounding areas. Baseline estimates for day visitation are calculated as a factor of overnight visitation, the factor being derived from regional results of national visitor profile data.

Spending on travel-related activities translates into jobs, earnings, and taxes. Calculation of these direct impacts relies on public data on jobs, wages, and business receipts by industry for each geographical area. State and local taxes on travel-related business also factor into triangulating direct travel impacts.

Findings in this report have been compared to various public and private data sources to ensure that the economic impacts estimates are as accurate as possible. Key private data sources used for purposes of this analysis include STR, KeyData, AirDNA, and OmniTrak. Public data sources include the US Census, Bureau of Economic Analysis (BEA), Bureau of Labor Statistics (BLS), Energy Information Administration (EIA), Bureau of Transportation Statistics (BTS), and the Texas Comptroller.

Methodology / Continued

RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)**Notes on next page
Arts, Entertainment & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
Transportation	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and trade show organizers (56192)

**Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories.

