

2025

Economic Impact of Visitors to Corpus Christi



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Introduction

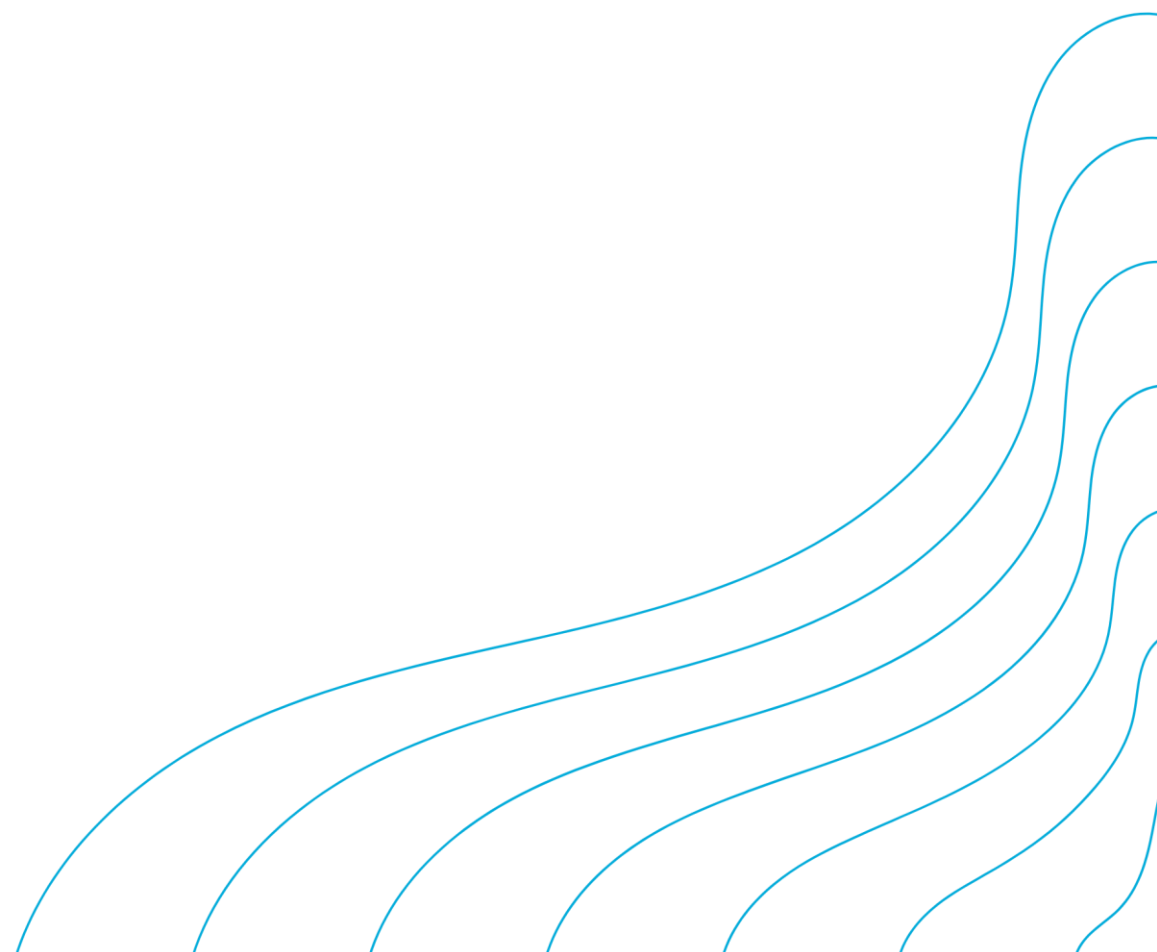
Visitors are integral to the city of Corpus Christi's economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of the Corpus Christi visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

KEY FINDINGS



Key Findings

Visitors Generate Significant Economic Impact

In 2025, 5.1 million visitors spent \$1.2 billion in the Corpus Christi economy, generating a total economic impact of \$1.7 billion.



5.1M VISITORS TO CORPUS CHRISTI



\$1.2B VISITOR SPENDING



\$1.7B TOTAL ECONOMIC IMPACT



\$508.3M TOTAL PERSONAL INCOME



13,985 TOTAL JOBS SUPPORTED



\$136.5M STATE AND LOCAL TAXES



Results in Context

The visitor economy is an economic pillar in Corpus Christi. In 2025, visitor spending supported one-in-10 jobs in the city. In addition:



\$1.2B VISITOR SPENDING

Visitors spent \$3.2 million per day in Corpus Christi, on average.



\$508.3M PERSONAL INCOME

This is equivalent to \$4,281 per resident household, regardless of any connection to the visitor economy.



13,985 JOBS

The visitor economy sustained 10.0% of all jobs in Corpus Christi in 2025.

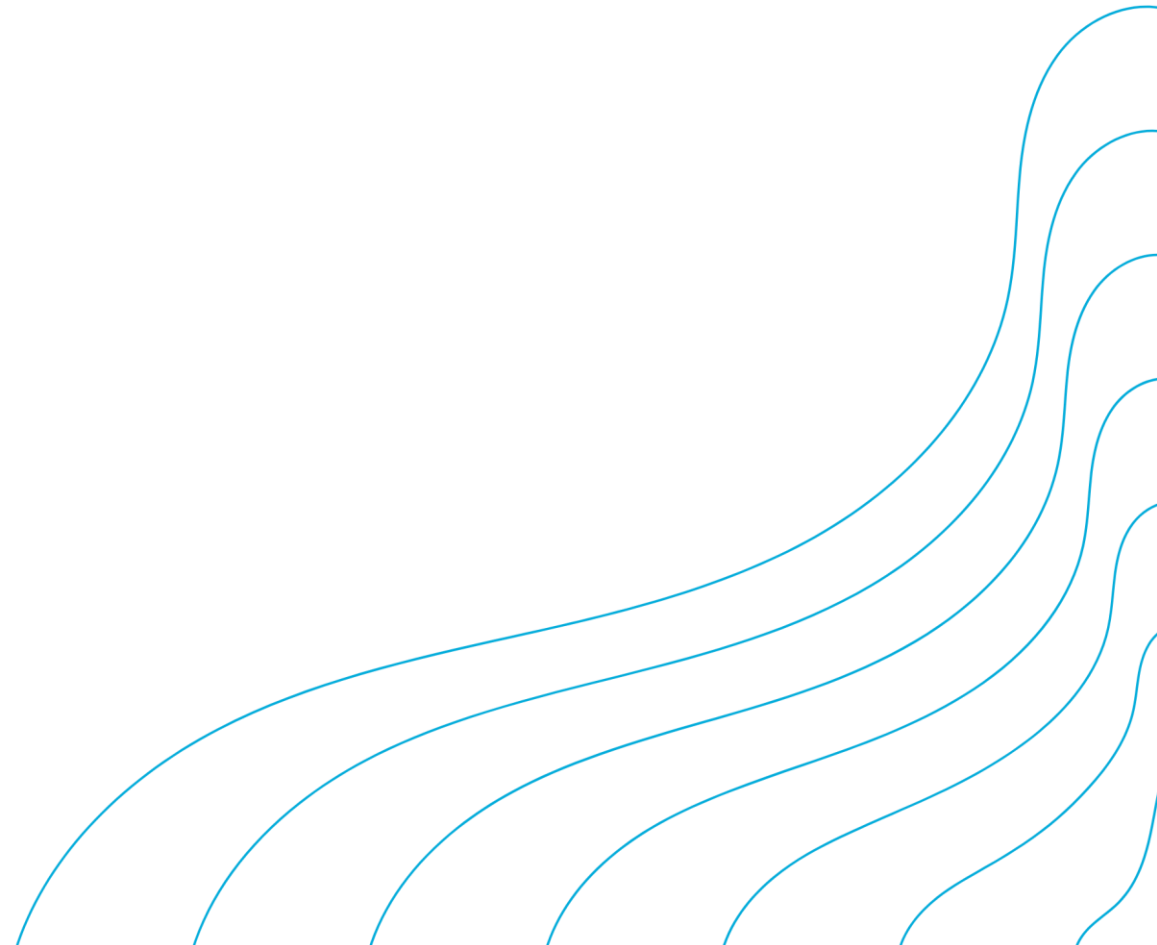


\$136.5M STATE & LOCAL TAXES

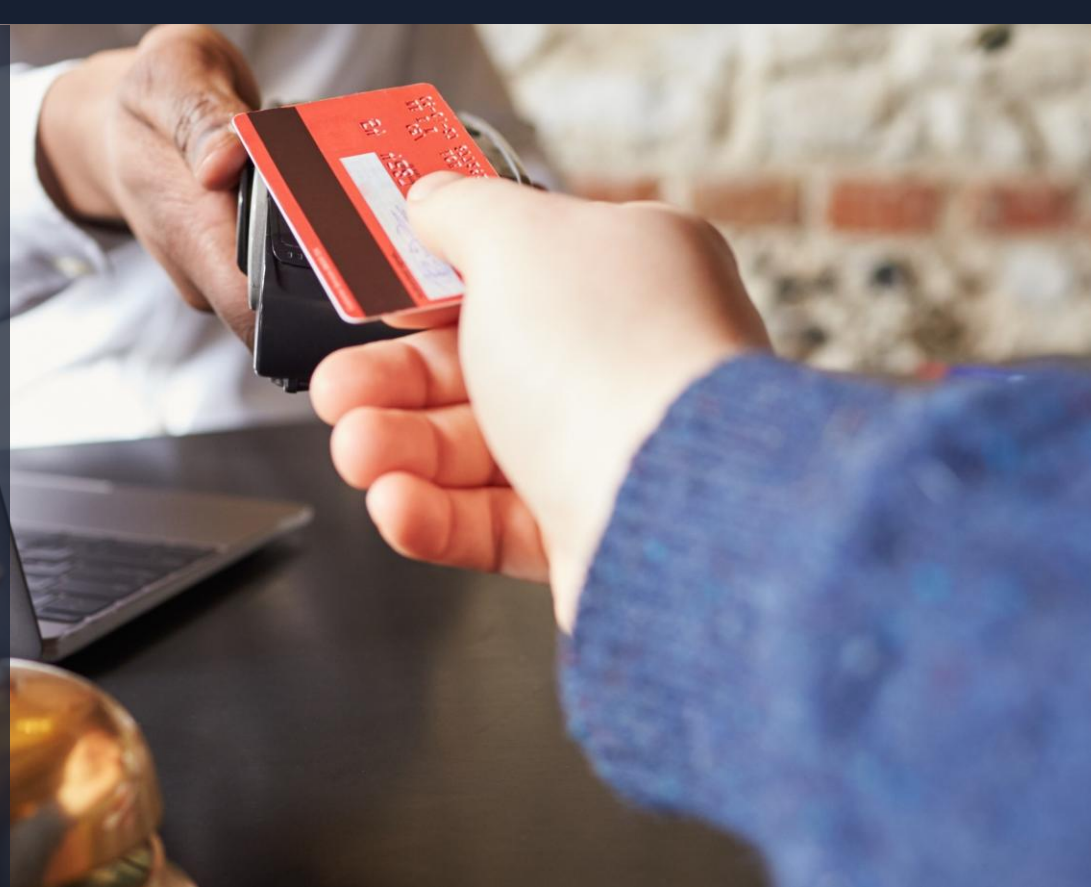
State and local taxes generated by the visitor economy offset resident taxes by \$1,149 per household.



VISITOR VOLUME & SPENDING



Corpus Christi welcomed **5.1 million** visitors who spent **\$1.2 billion** in 2025.



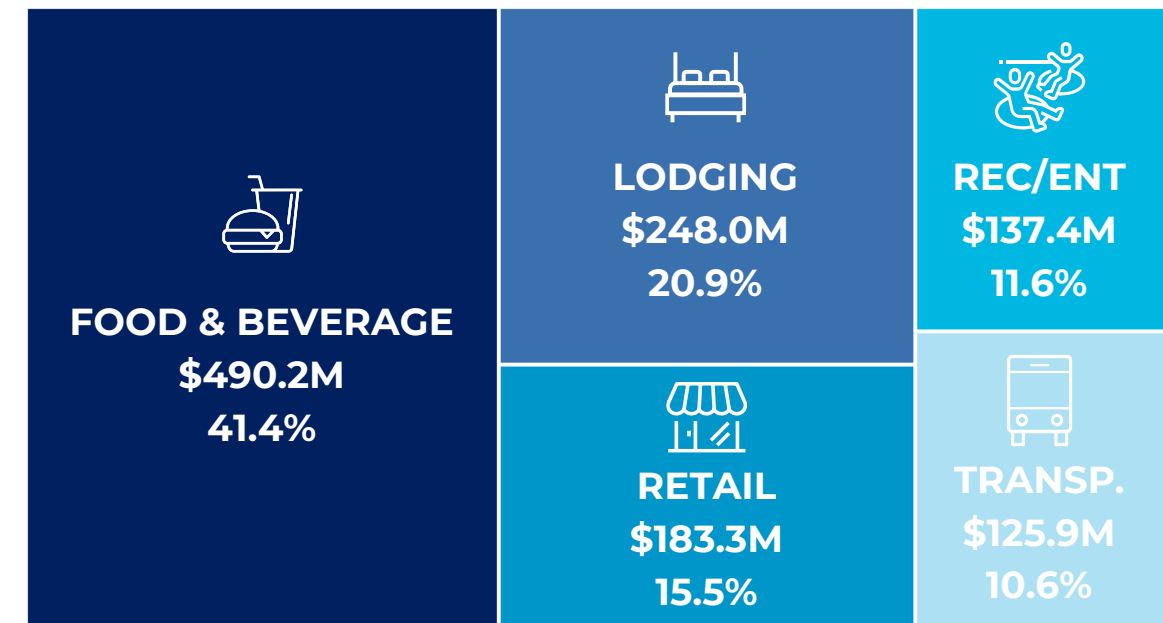
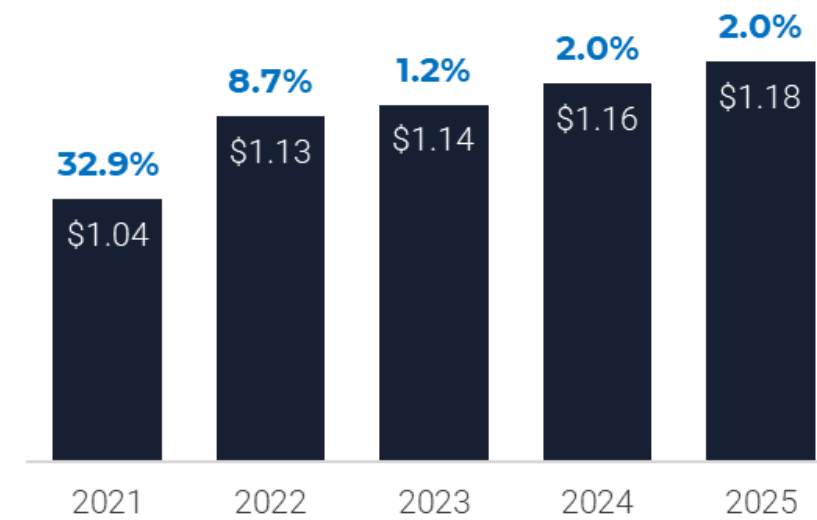
Visitor Spending

Visitor spending reached \$1.2 billion in 2025, a 2.0% increase over the prior year.

Food and beverage purchases made up the largest share of that total, at \$490.2 million, or 41.4% of all visitor spending. Lodging—including short-term rentals—accounted for 20.9% of spending, representing the second-largest category.

Corpus Christi Visitor Spending

\$ billions



Source: Tourism Economics

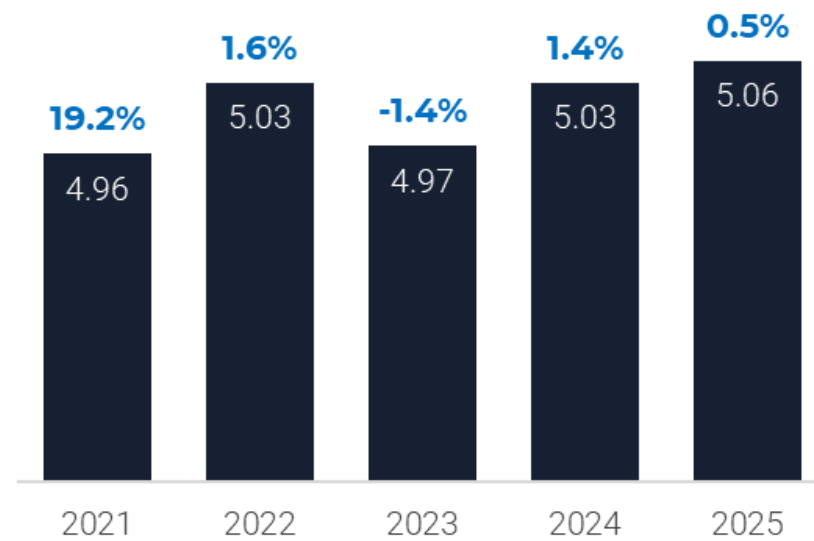
Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

Visitor Volume

Visitor volume to Corpus Christi grew slightly in 2025 (+0.5%), reaching 5.1 million visitors. Day visitors led gains, growing 1.0% year-over-year.

Corpus Christi Visitor Volume

millions



Source: Tourism Economics

Visitor Volume and Spending Trends

Visitor spending climbed 2.0% to \$1.2 billion in 2025, an increase of more than \$23 million over the prior year.

Food and beverage spending again led gains, rising 3.3% year-over-year, driven in part by persistently elevated price levels, followed by recreation, which grew 2.8%. A decline in gas prices weighed on transportation spending, contributing to a moderate decrease compared with the prior year.

Visitor volume expanded 0.5% year-over-year in 2025. Both the day and overnight segments saw modest upticks, growing 1.0% and 0.1%, respectively.

Corpus Christi Visitor Spending

\$ millions

	2021	2022	2023	2024	2025	2025 Growth
Total visitor spending	\$1,035.3	\$1,125.2	\$1,138.3	\$1,161.0	\$1,184.8	2.0%
Food & beverage	\$396.3	\$435.2	\$456.9	\$474.6	\$490.2	3.3%
Lodging	\$232.9	\$249.4	\$243.3	\$242.2	\$248.0	2.4%
Retail	\$168.4	\$181.9	\$179.8	\$182.7	\$183.3	0.3%
Recreation	\$120.0	\$129.7	\$132.7	\$133.6	\$137.4	2.8%
Transportation	\$117.7	\$128.9	\$125.7	\$127.9	\$125.9	-1.6%

Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

Corpus Christi Visitor Volume

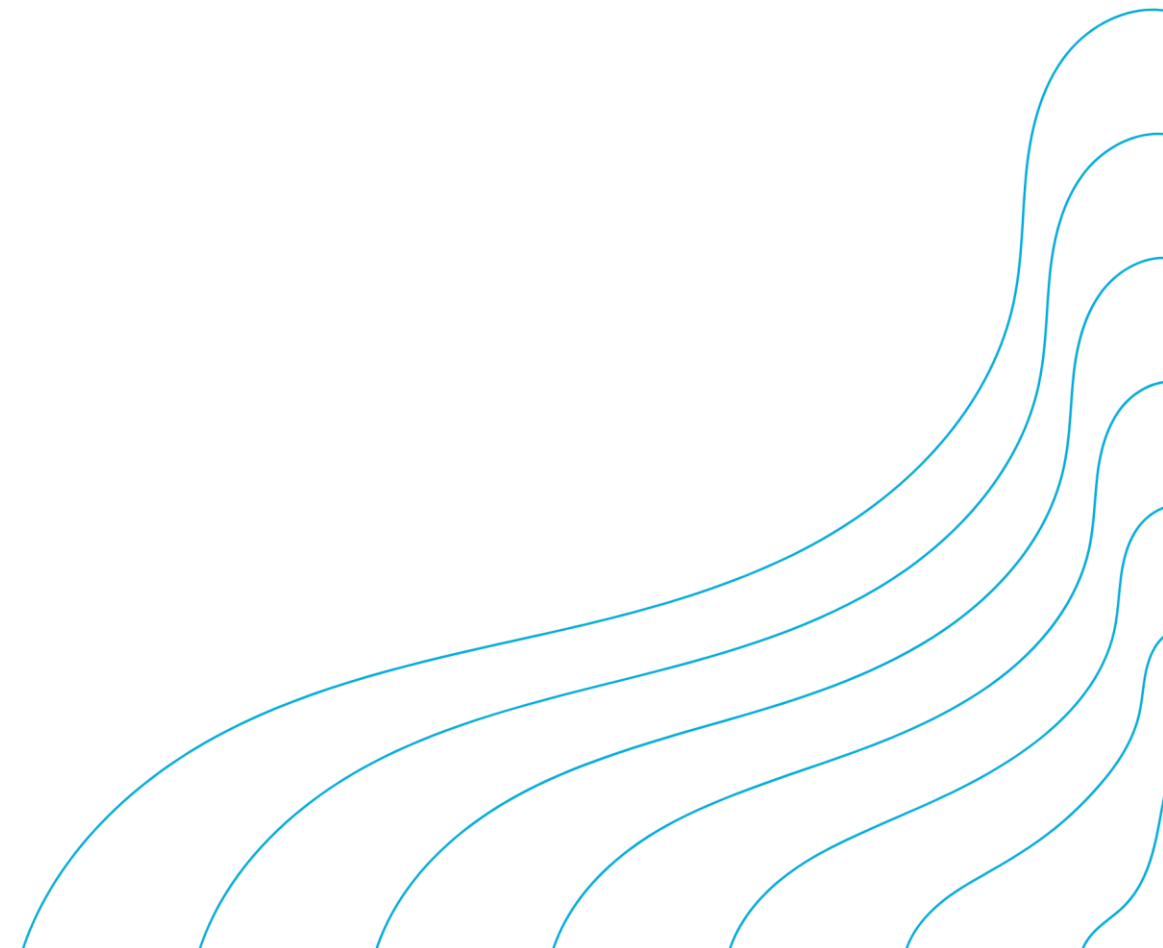
millions

	2021	2022	2023	2024	2025	2025 Growth
Total visitors	4.96	5.03	4.97	5.03	5.06	0.5%
Day	2.15	2.19	2.17	2.21	2.23	1.0%
Overnight	2.81	2.84	2.79	2.83	2.83	0.1%
Per visitor spending	\$209	\$224	\$229	\$231	\$234	1.6%
Day	\$158	\$169	\$174	\$176	\$178	0.8%
Overnight	\$247	\$265	\$272	\$273	\$279	2.1%
Per day spending	\$106	\$114	\$117	\$118	\$120	2.0%
Day	\$158	\$169	\$174	\$176	\$178	0.8%
Overnight	\$91	\$98	\$100	\$101	\$103	2.5%

Source: Tourism Economics



ECONOMIC IMPACT METHODOLOGY



Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

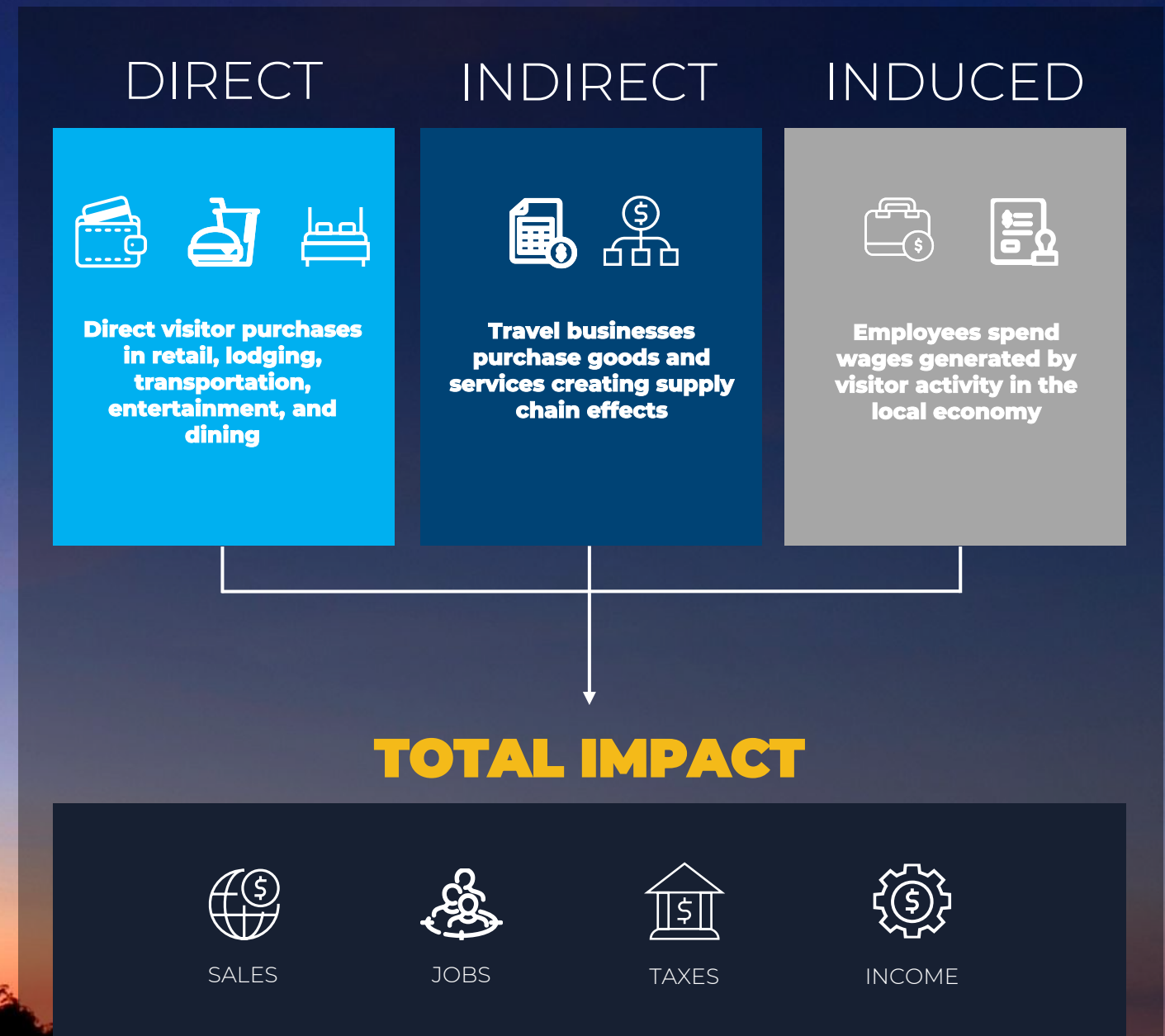
This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitors through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

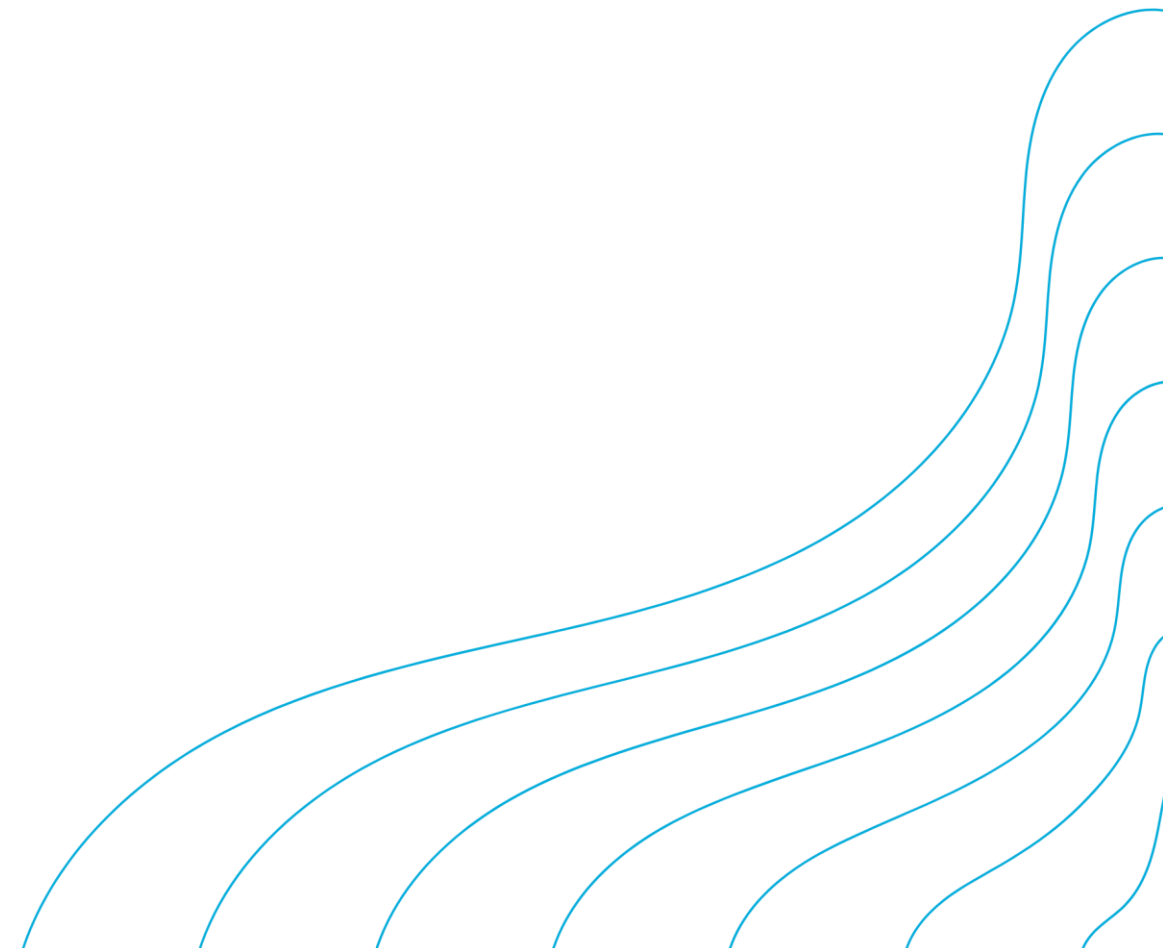
The model calculates these three levels of impact—direct, indirect, and induced—for the following metrics:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

Economic Impact Model



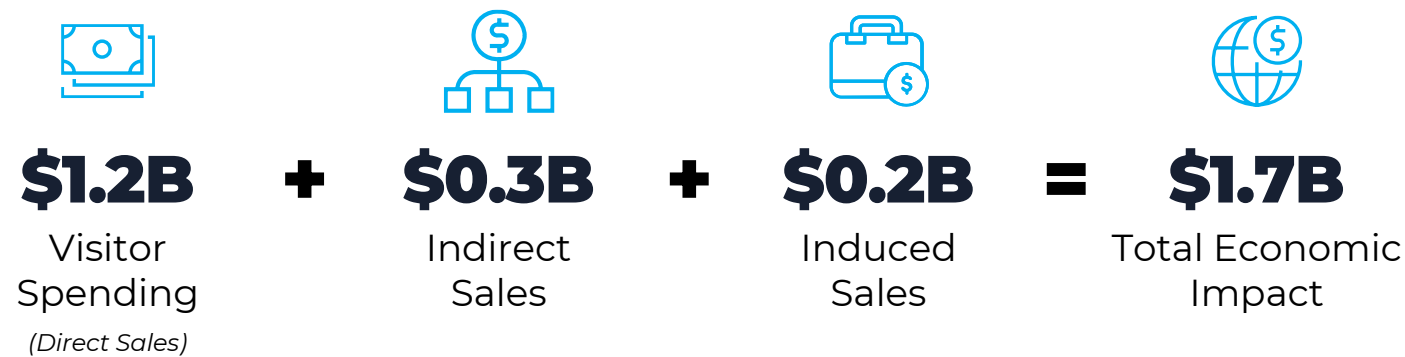
ECONOMIC IMPACT



Business Sales Impacts

Visitors spent \$1.2 billion in Corpus Christi in 2025. These direct impacts generated an additional \$512.3 million through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached \$1.7 billion in 2025.



Business Sales by Industry (2025)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$1,184.8	\$284.3	\$228.0	\$1,697.0
Food & Beverage	\$416.4	\$16.7	\$19.7	\$452.7
Retail Trade	\$257.1	\$5.1	\$25.2	\$287.4
Lodging	\$225.3	\$0.0	\$0.2	\$225.5
Finance, Insurance and Real Estate	\$59.6	\$68.9	\$64.8	\$193.4
Recreation and Entertainment	\$137.4	\$4.5	\$3.2	\$145.2
Business Services		\$76.0	\$17.3	\$93.4
Other Transport	\$41.0	\$10.6	\$3.6	\$55.1
Education and Health Care		\$0.8	\$44.9	\$45.7
Gasoline Stations	\$40.4	\$0.2	\$1.6	\$42.2
Wholesale Trade		\$20.4	\$10.8	\$31.2
Construction and Utilities		\$23.7	\$6.1	\$29.8
Communications		\$18.9	\$6.9	\$25.8
Personal Services		\$13.2	\$11.2	\$24.4
Government		\$13.6	\$5.8	\$19.3
Manufacturing		\$9.7	\$5.7	\$15.3
Air Transport	\$7.6	\$0.9	\$0.8	\$9.2
Agriculture, Fishing, Mining		\$1.0	\$0.4	\$1.4

Source: Tourism Economics

Visitor spending generated a total economic impact of **\$1.7 billion.**



Direct Employment

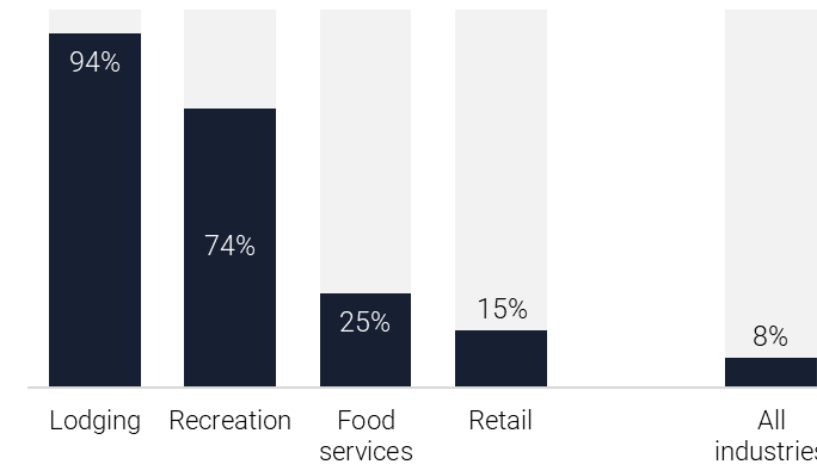
Employment directly supported by visitor activity increased 0.2% in 2025, reaching 11,078 jobs.

Visitor-supported employment is a significant part of several industries in Corpus Christi—nearly all lodging employment, 74% of recreation employment, and 25% of food and beverage jobs are supported by visitor spending.

Overall, direct tourism jobs accounted for about 8% of all jobs in Corpus Christi in 2025.

Tourism Employment Intensity

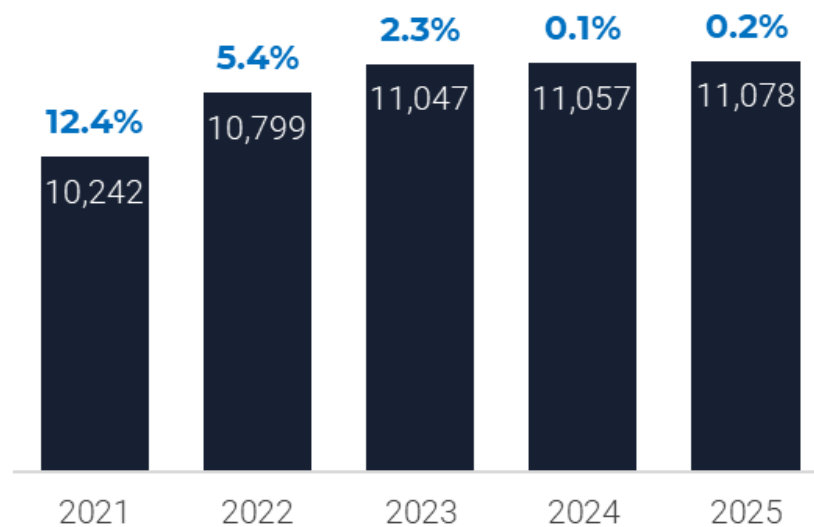
share of total industry employment



Source: Tourism Economics

Visitor-Supported Employment in Corpus Christi

jobs



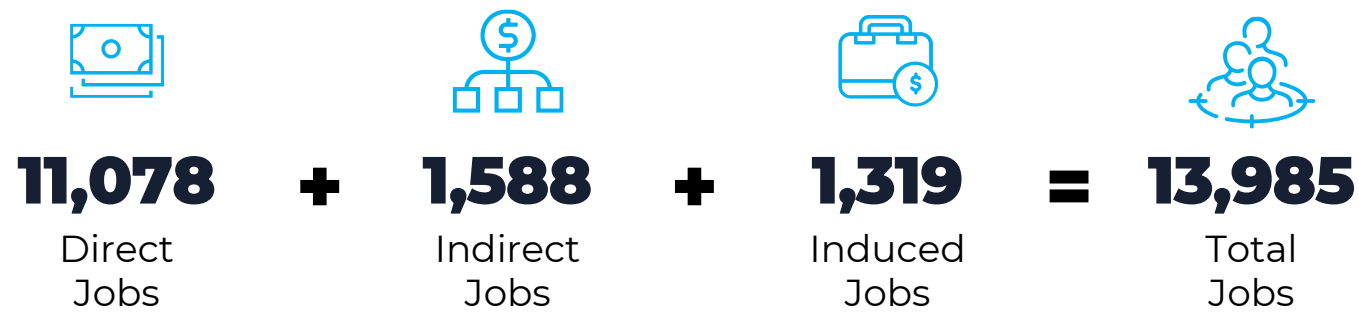
Source: Tourism Economics



The visitor economy in Corpus Christi directly supported more than **11,000 local jobs.**

Employment Impacts

Visitor activity sustained 11,078 direct jobs in 2025, with an additional 2,907 jobs supported from the indirect and induced impacts of visitor activity. Total employment impacts tallied 13,985 in 2025, translating to one-in-10 jobs in the city.



Employment by Industry (2025)

jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	11,078	1,588	1,319	13,985
Food & Beverage	4,348	214	209	4,770
Retail Trade	2,516	43	219	2,778
Lodging	1,851	0	1	1,852
Recreation and Entertainment	1,411	61	37	1,510
Finance, Insurance and Real Estate	105	353	164	622
Other Transport	474	112	35	621
Business Services		479	113	591
Gasoline Stations	355	2	14	372
Education and Health Care		9	325	334
Personal Services		103	122	225
Wholesale Trade		54	26	80
Government		54	17	71
Construction and Utilities		45	15	60
Communications		43	16	58
Air Transport	18	2	2	22
Manufacturing		8	3	11
Agriculture, Fishing, Mining		9	2	11

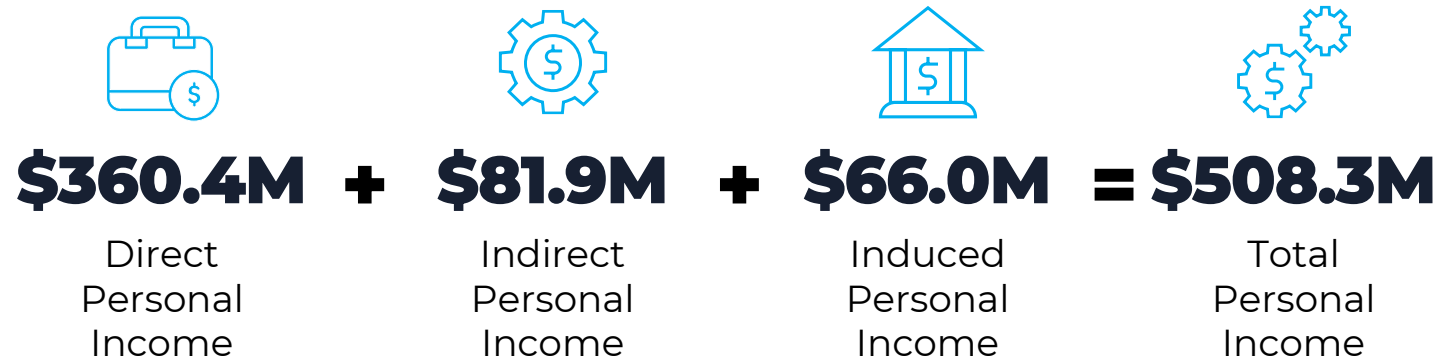
Source: Tourism Economics

The visitor economy supported **one-in-10 jobs** in Corpus Christi, including nearly 4,800 jobs in the food and beverage industry.



Personal Income Impacts

Visitor activity generated \$360.4 million in direct personal income in 2025. Including indirect and induced impacts, workers received \$508.3 million in personal income.



Personal Income by Industry (2025)

\$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$360.4	\$81.9	\$66.0	\$508.3
Food & Beverage	\$116.1	\$6.2	\$5.6	\$127.9
Retail Trade	\$90.2	\$1.9	\$9.1	\$101.1
Lodging	\$69.1	\$0.0	\$0.1	\$69.2
Business Services	\$0.0	\$31.8	\$7.4	\$39.2
Recreation and Entertainment	\$34.3	\$0.7	\$0.8	\$35.9
Other Transport	\$26.4	\$5.5	\$1.4	\$33.3
Finance, Insurance and Real Estate	\$10.0	\$11.4	\$5.6	\$27.0
Education and Health Care		\$0.2	\$23.5	\$23.7
Gasoline Stations	\$12.4	\$0.1	\$0.5	\$13.0
Personal Services		\$5.5	\$4.9	\$10.4
Wholesale Trade		\$4.9	\$2.4	\$7.3
Government		\$5.1	\$1.7	\$6.8
Construction and Utilities		\$4.5	\$1.4	\$5.9
Communications		\$3.0	\$1.1	\$4.1
Air Transport	\$2.1	\$0.2	\$0.2	\$2.5
Manufacturing		\$0.6	\$0.2	\$0.8
Agriculture, Fishing, Mining		\$0.2	\$0.1	\$0.3

Source: Tourism Economics



Tax Impacts

Visitor activity generated \$257.5 million in government revenues in 2025.

State and local taxes alone tallied \$136.5 million in 2025.

Each household in the city of Corpus Christi would need to be taxed an additional \$1,149 to replace the visitor-generated taxes received by destination state and local governments in 2025.

Tax Impacts (2025)

\$ millions

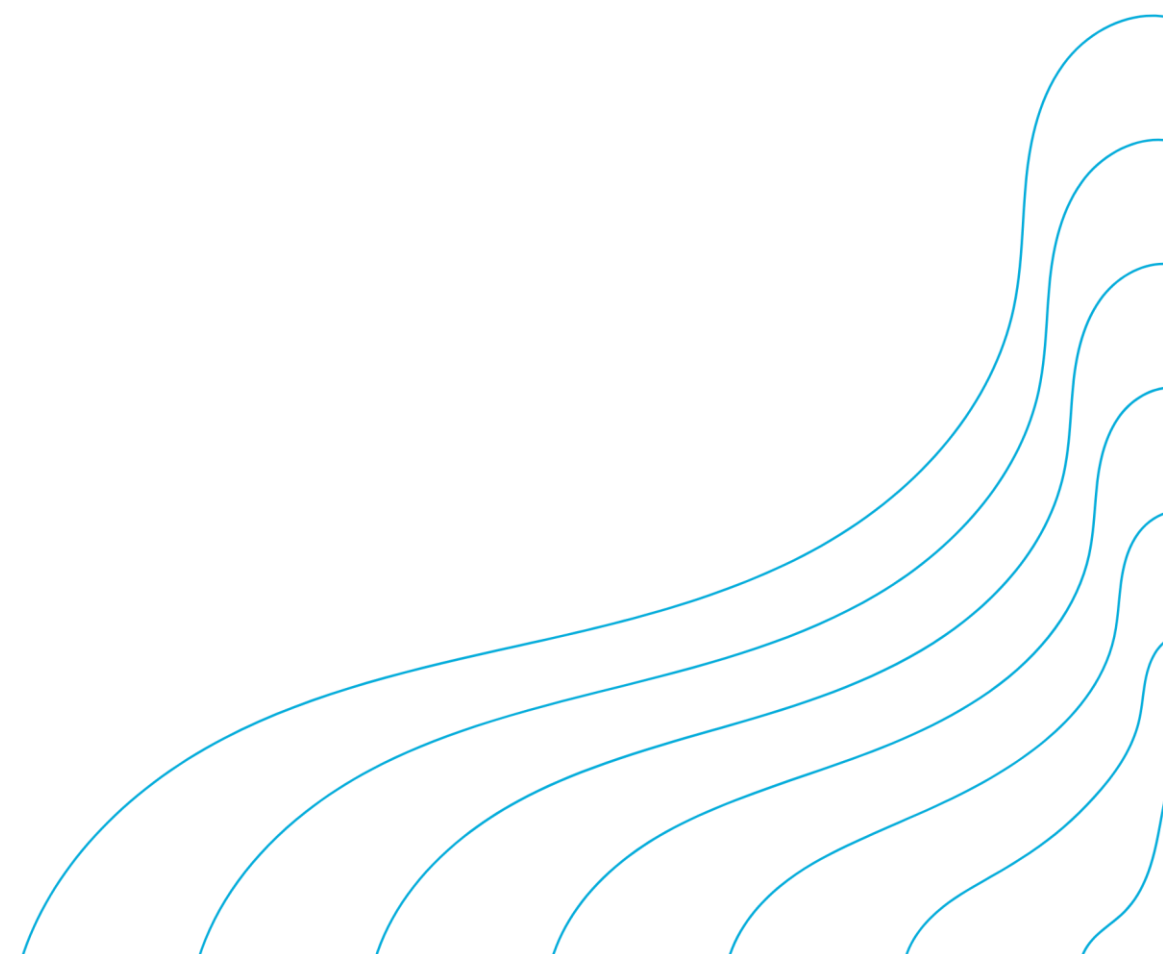
	Total
Total Tax Revenues	\$257.5
Federal Taxes	\$121.0
Personal Income	\$43.8
Corporate	\$13.7
Indirect business	\$6.9
Social insurance	\$56.6
State and Local Taxes	\$136.5
Sales	\$72.3
Bed Tax	\$31.7
Social insurance	\$0.4
Excise and Fees	\$8.1
Property	\$55.7

Source: Tourism Economics



The visitor economy generated **\$257.5 million in government revenue** in 2025.

APPENDIX



Appendix

Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the city of Corpus Christi, Texas.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided below.

Data Sources

- **Longwoods International:** Consumer survey data, including spending and visitor profile characteristics
- **STR and KeyData:** Lodging performance data, including room demand and revenue, for hotels and short-term rentals
- **Azira:** Mobile geolocation data
- **City of Corpus Christi:** Lodging tax receipts
- **Texas Comptroller:** Lodging and sales tax receipts, by industry
- **BEA/BLS:** Employment and wage data, by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory

Glossary

SPENDING DEFINITIONS	LODGING	All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
	FOOD & BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
	RECREATION	Includes visitors spending within the arts, entertainment and recreation sector.
	RETAIL	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
	LOCAL TRANSPORT	Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.
	AIR TRANSPORT	Where applicable, the local share of air transportation spending.
ECONOMIC IMPACT DEFINITIONS	SECOND HOMES	Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.
	DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).
	INDIRECT IMPACT	Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).
	INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.
	EMPLOYMENT	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
	PERSONAL INCOME	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
	LOCAL TAXES	City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.
STATE TAXES	State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.	

About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics 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.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling 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.

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