

DESTINATION STRATEGY

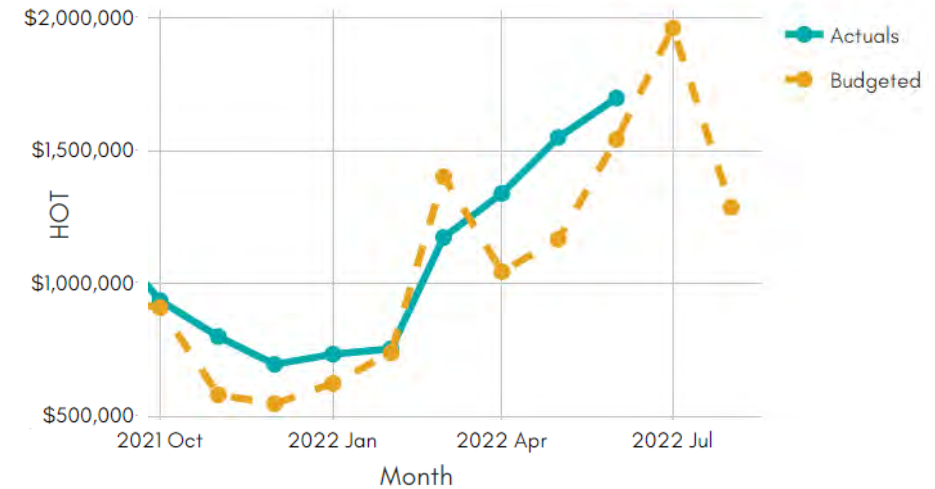
PRESENTATION 2022-2023



HOTEL OCCUPANCY TAX PACING

All but two months outperformed last year in terms of HOT

REVENUE MONTH	HOT	BUDGET	ACTUALS VS BUDGET	PREVYR	% CHG VS PREV YEAR
2021 Oct	\$936,658.42	\$910,503.00	\$26,155.42	\$723,847.35	29.40%
2021 Nov	\$801,110.55	\$581,720.00	\$219,390.55	\$537,013.27	49.18%
2021 Dec	\$696,229.52	\$547,932.00	\$148,297.52	\$546,184.14	27.47%
2022 Jan	\$734,543.51	\$624,855.00	\$109,688.51	\$645,797.63	13.74%
2022 Feb	\$754,780.95	\$739,625.00	\$15,155.95	\$743,453.59	1.52%
2022 Mar	\$1,174,064.17	\$1,402,736.00	-\$228,671.83	\$1,428,244.63	-17.80%
2022 Apr	\$1,339,707.46	\$1,045,296.00	\$294,411.46	\$1,014,850.70	32.01%
2022 May	\$1,550,479.22	\$1,166,822.00	\$383,657.22	\$1,425,876.13	8.74%
2022 Jun	\$1,699,137.96	\$1,543,010.00	\$156,127.96	\$1,997,409.85	-14.93%
2022 Jul	Refer to Budget	\$1,962,028.00	Not Yet Available	\$2,744,792.69	Not Yet Available
2022 Aug	Refer to Budget	\$1,287,967.00	Not Yet Available	\$1,365,554.53	Not Yet Available



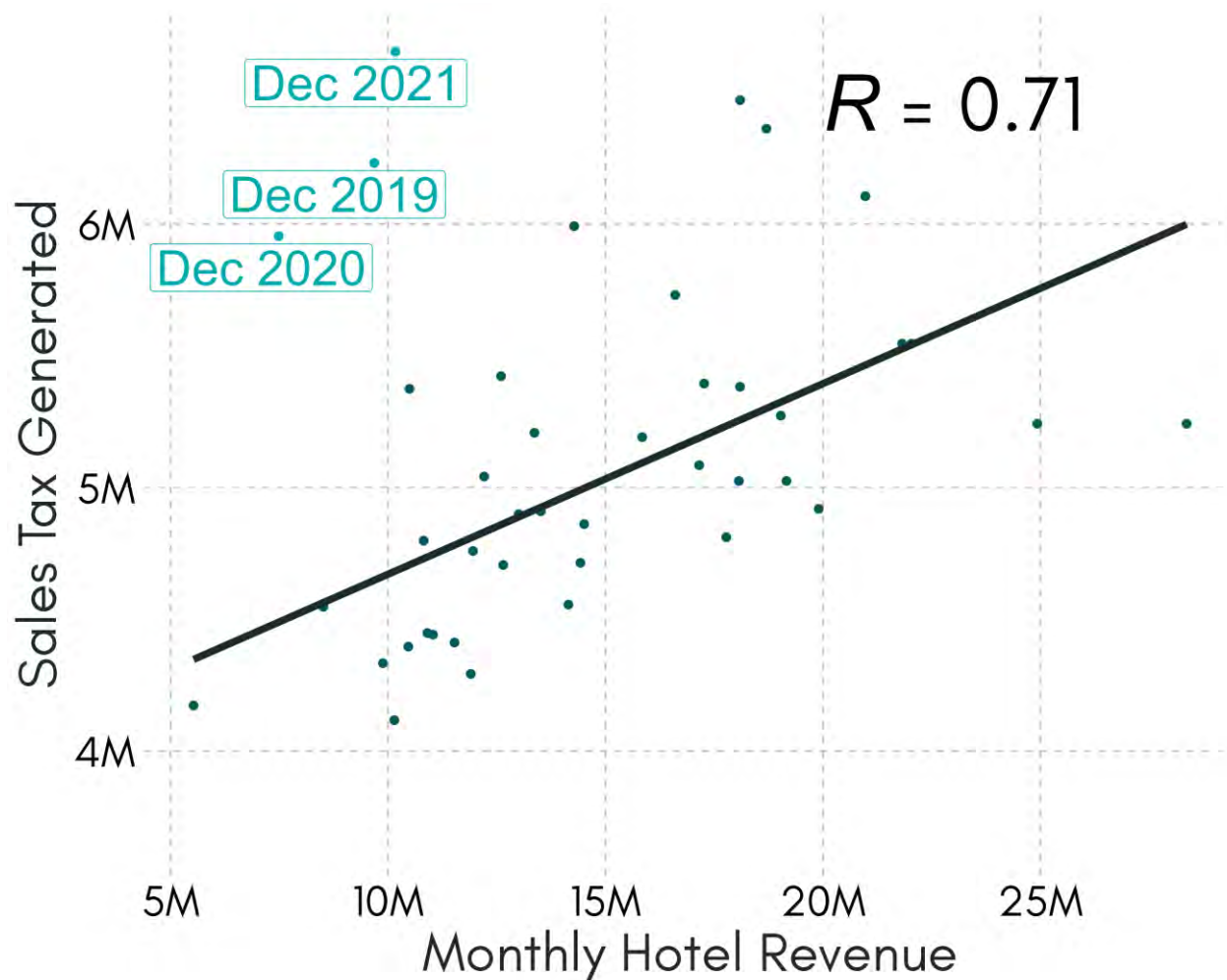
\$14,127,083

Fiscal Year Total

+11% vs Budgeted

*Includes budgeted amount for future months and actual amount for past months

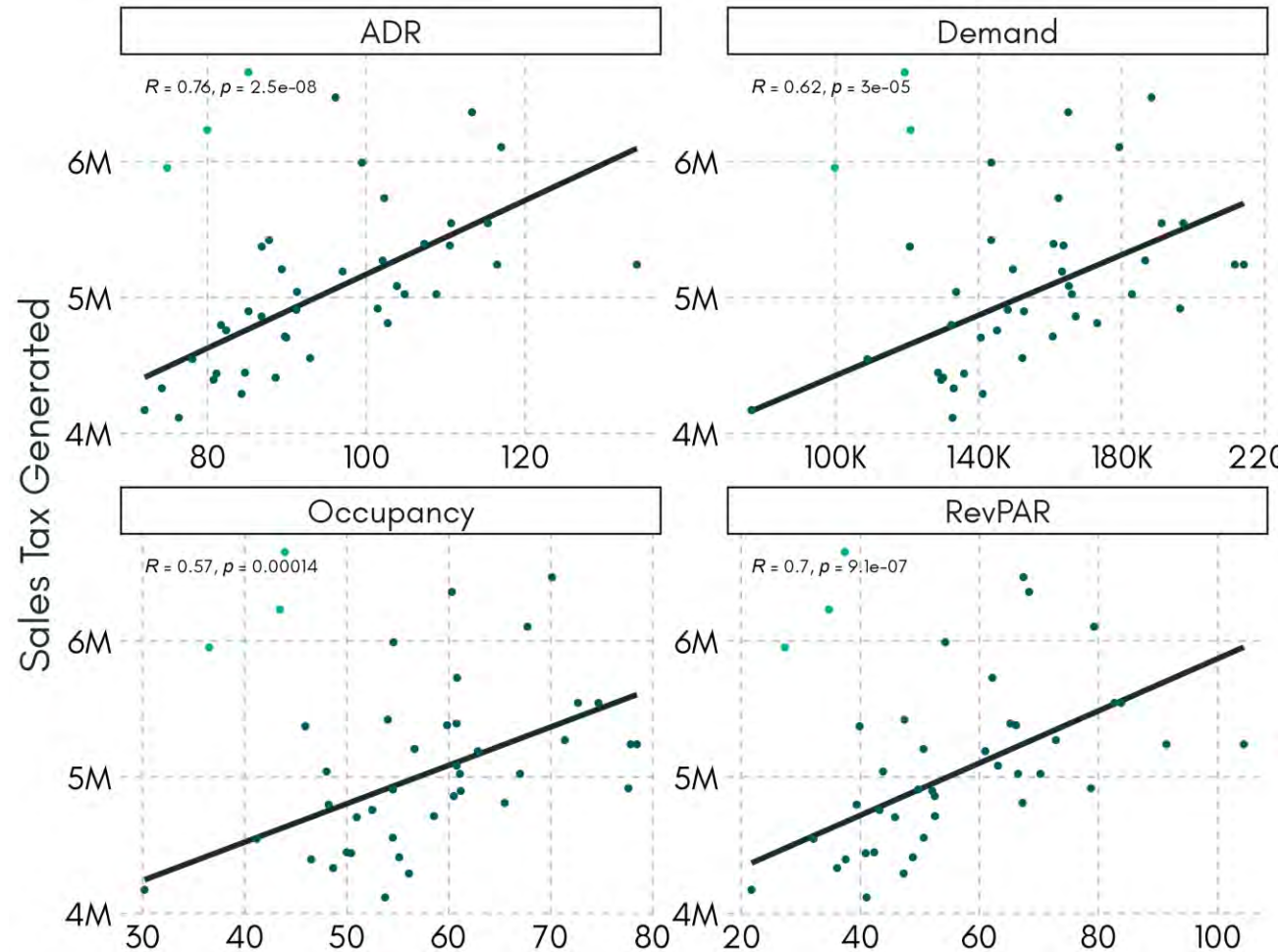
MORE VISITORS MEANS MORE SALES TAX REVENUES



- Aside from December (holiday spend), hotel revenue and sales tax revenue are closely linked month after month.
- More hotel revenue means more visitor spending in the community.

(used hotel-only revenue here because we have more historical hotel data than historical short term rental data)

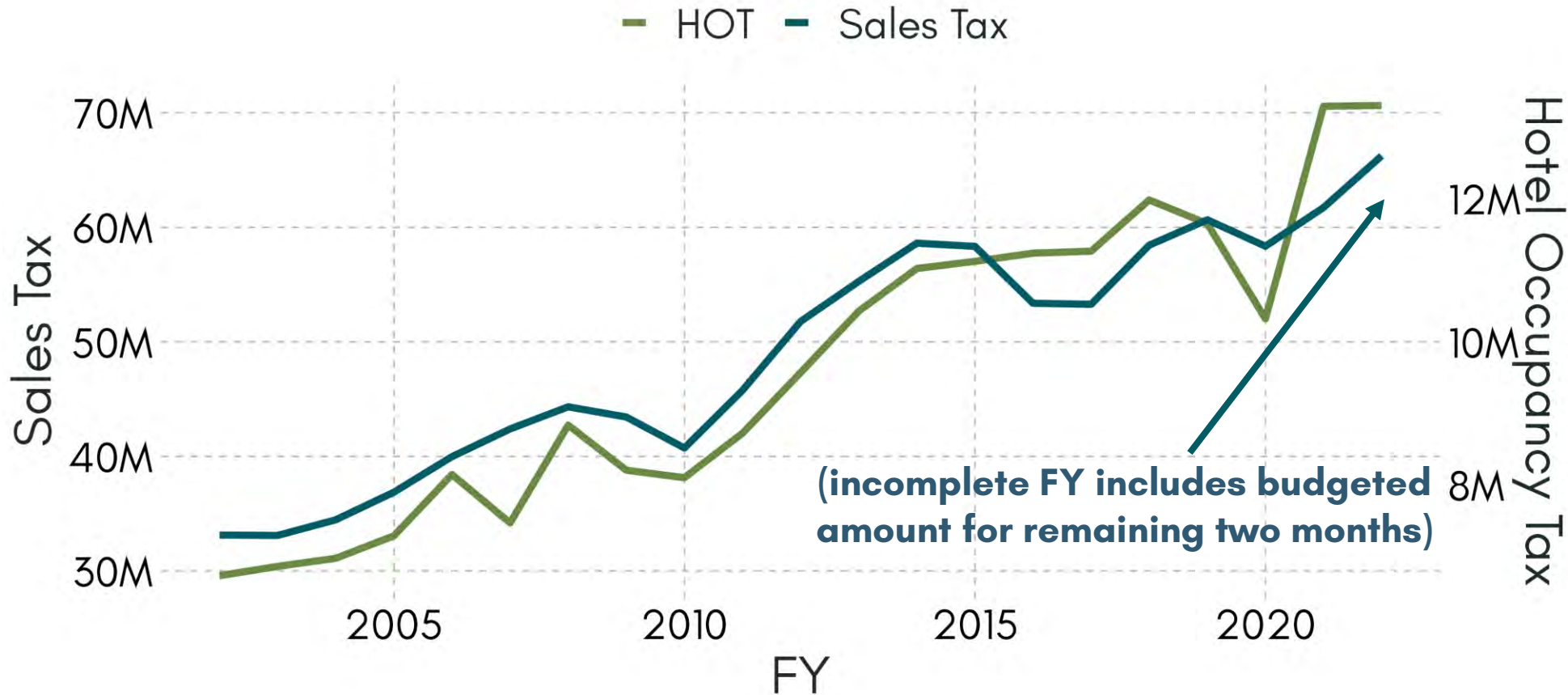
BETTER HOTEL PERFORMANCE MEANS MORE SALES TAX



- This is true for any indicator of hotel performance you look at.
- Aside from December, months that are better for hotels are better for citywide tax collections.
- The visitor economy is important for the Corpus Christi economy.

SALES TAX & HOT COLLECTIONS

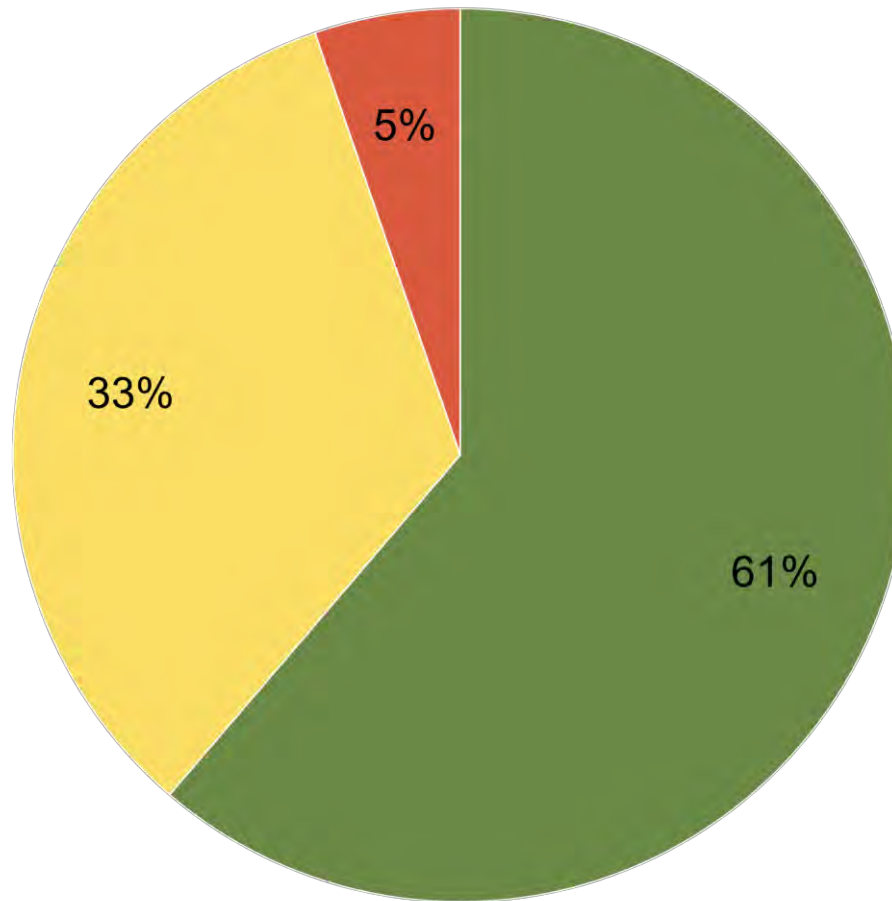
RISES AND FALLS IN HOT COLLECTIONS AND CITYWIDE SALES TAX ARE ALSO VERY SIMILAR GOING BACK AS FAR AS 2002. MORE VISITORS MEANS MORE SPENDING, WHICH MEANS MORE SALES TAX REVENUE.



VISITOR SENTIMENT SURVEY

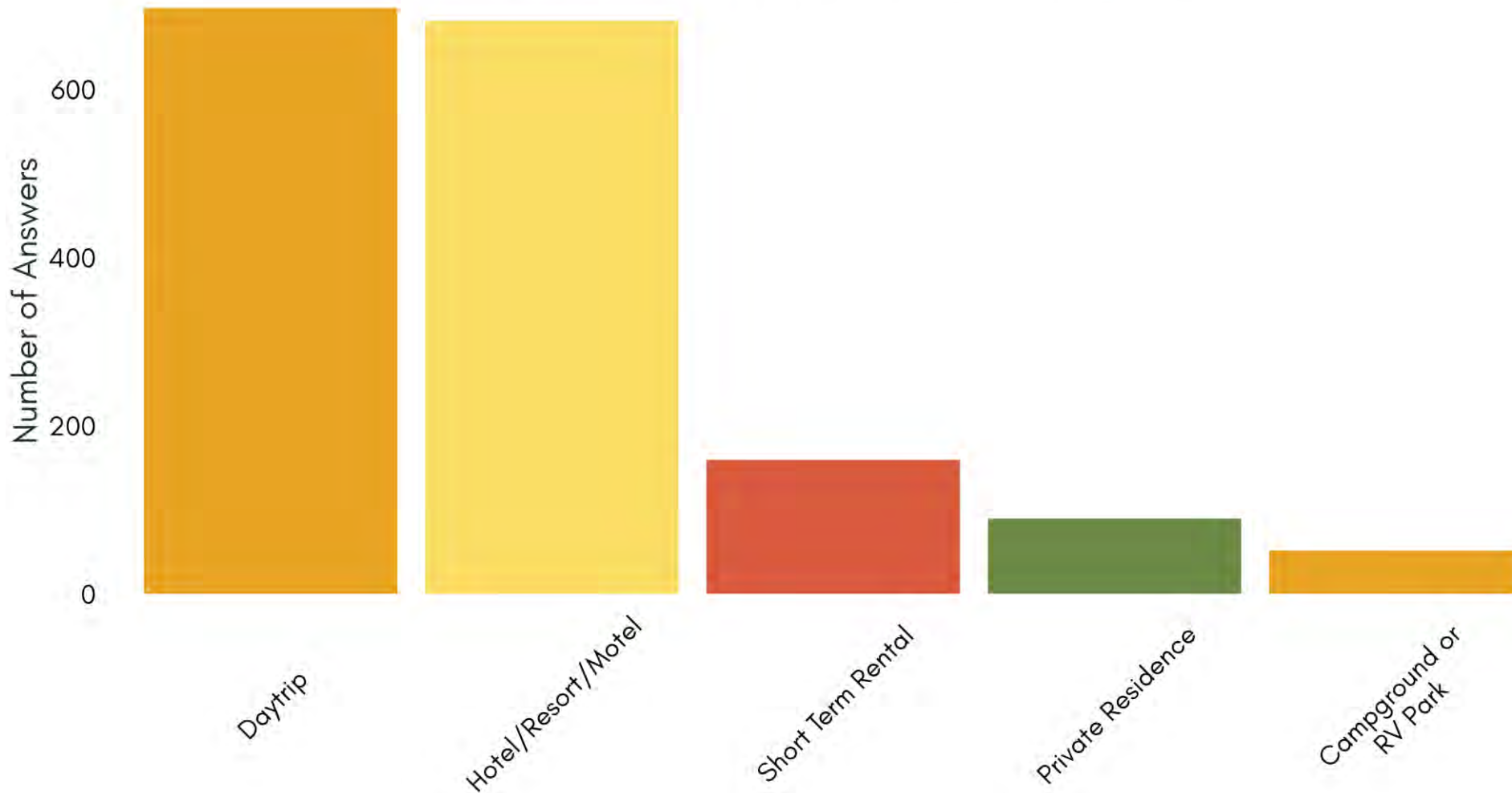
■ Negative (6 or lower) ■ Neutral (7 or 8) ■ Positive (9 or 10)

- 2,000+ responses
- Visitors were asked how likely they were to **recommend** Corpus Christi as a destination
- Average: 8.8 / 10
- Majority very positive (9 or 10)
- Very few (5%) rated below a 7



WHERE PEOPLE STAY

Location of Overnight Stay



VISITOR SENTIMENT VARIED BY SURVEY LOCATION

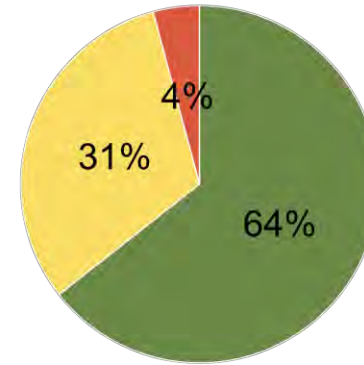
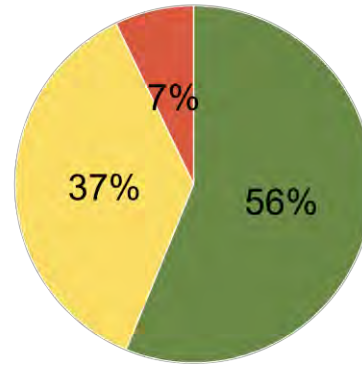
- Visitors surveyed while Downtown gave significantly lower ratings than in other places.

**8.64
AVG**

■ Negative (6 or lower) ■ Neutral (7 or 8) ■ Positive (9 or 10)

Downtown (n = 502)

Gulf Beaches (n = 573)



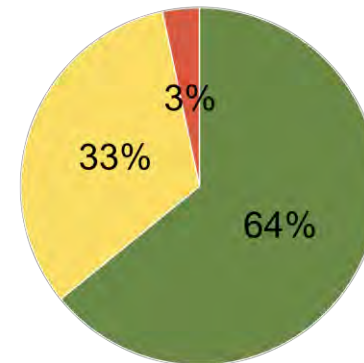
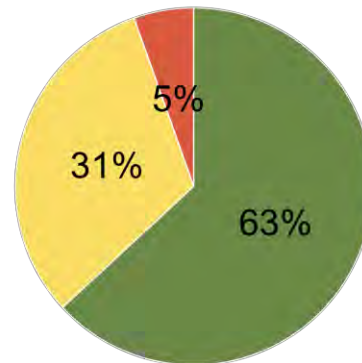
**8.94
AVG**

- Most ratings were still positive, but there were more negative and neutral ratings than in any other location.

**8.87
AVG**

North Beach (n = 461)

Visitor Center (n = 329)

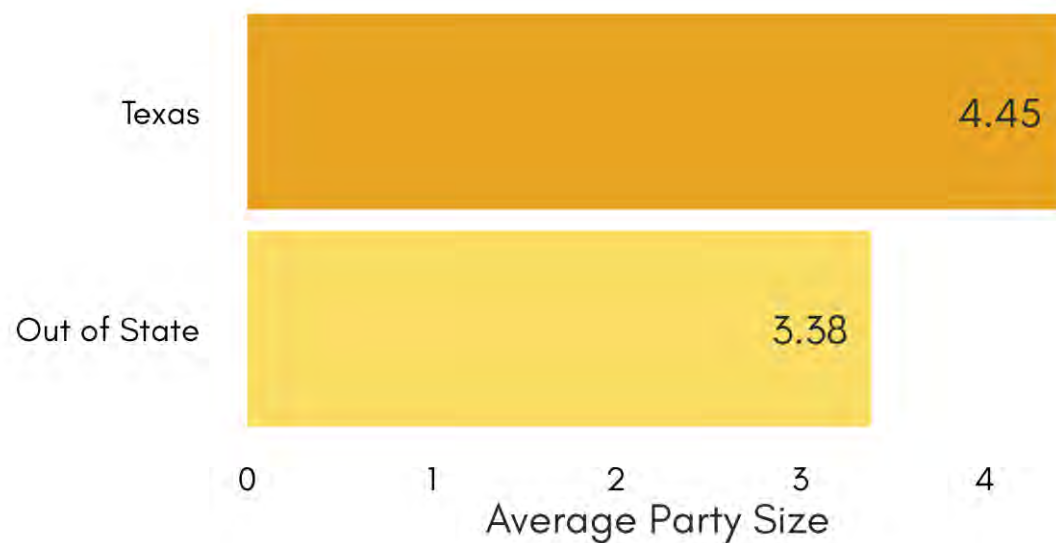
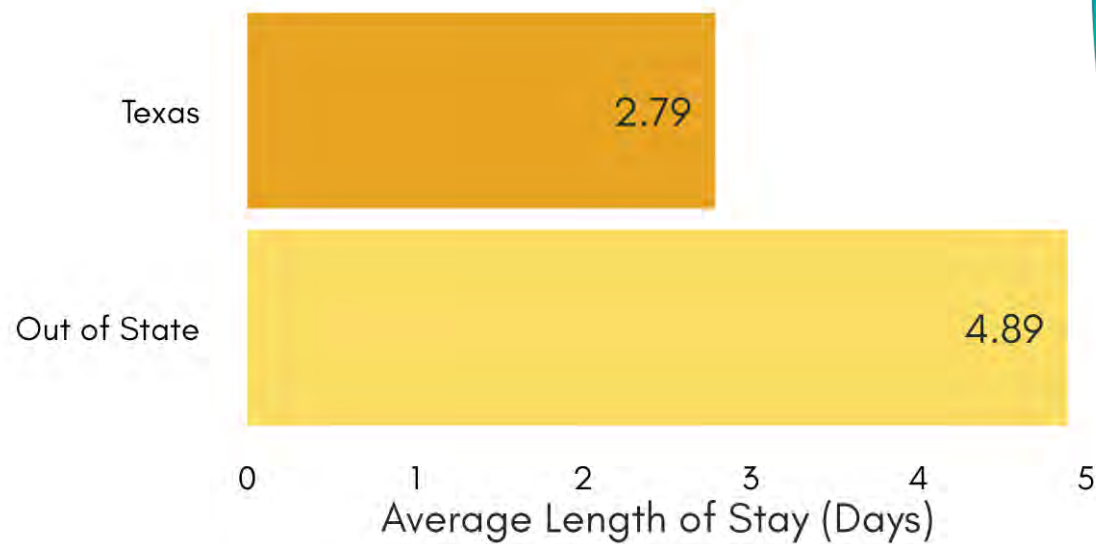
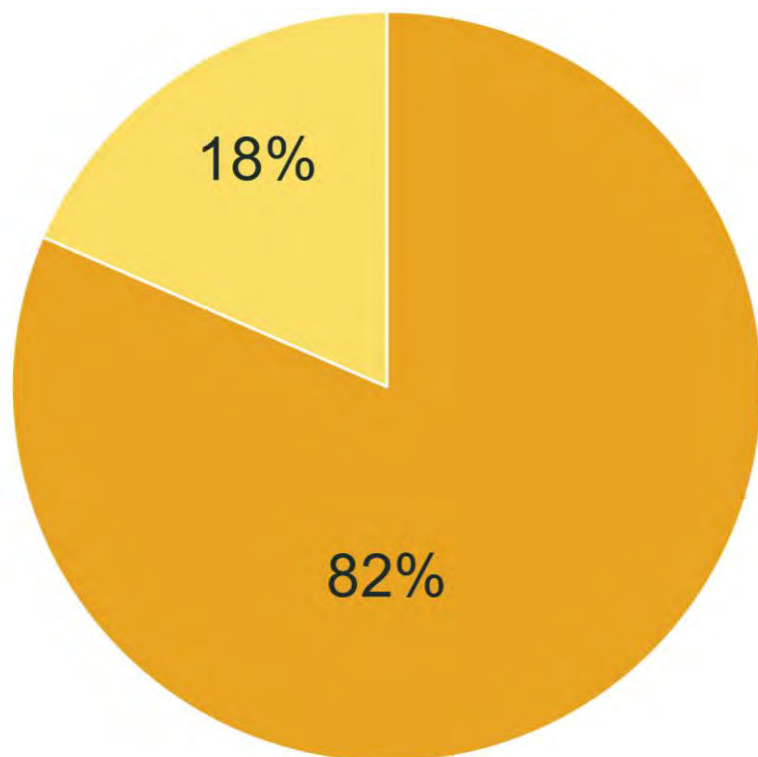


**8.87
AVG**

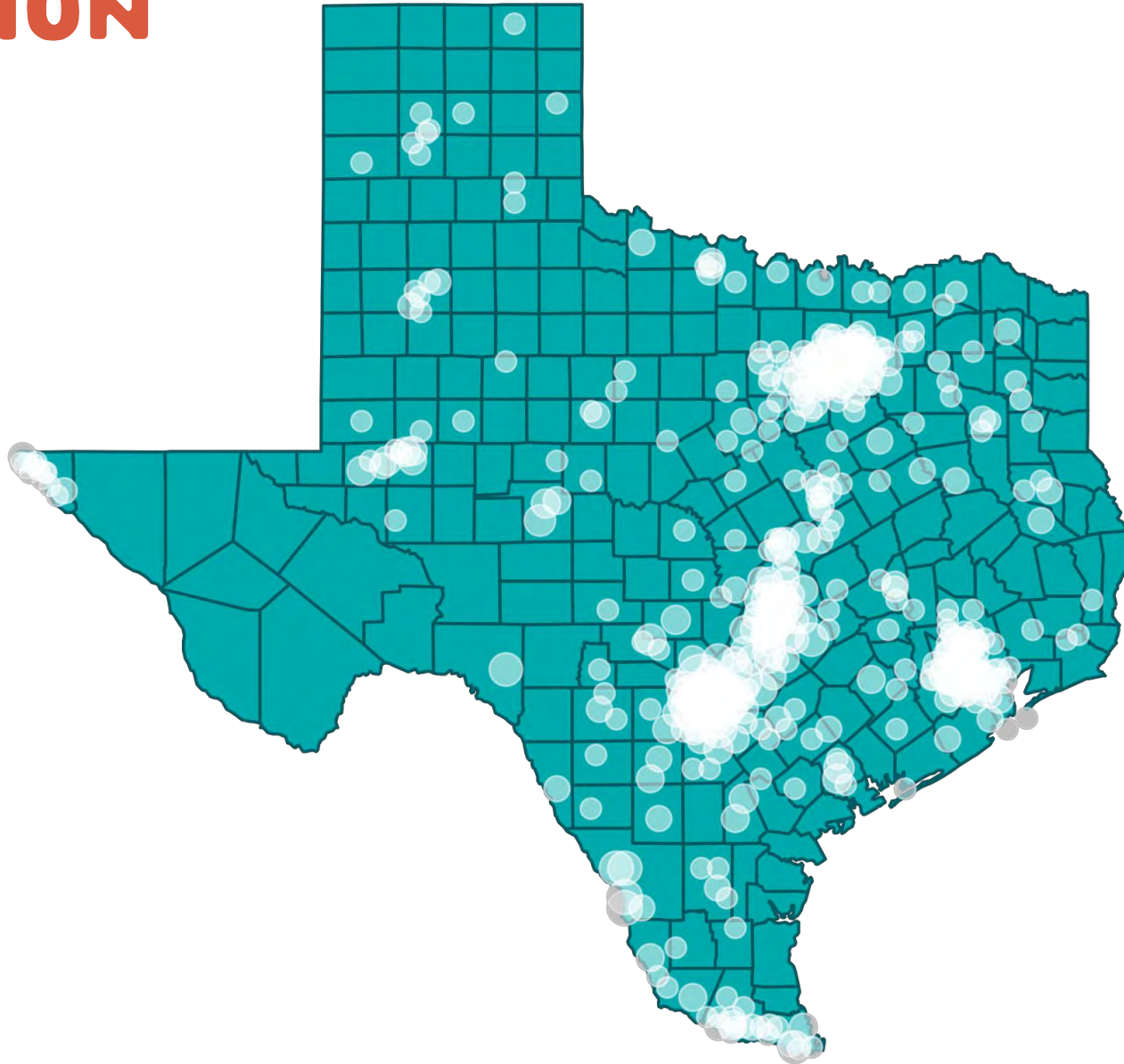
Downtown < Gulf $p = .0003$; Downtown < North Beach $p = .0033$; Downtown < VIC $p = .0251$

IN STATE VS OUT OF STATE

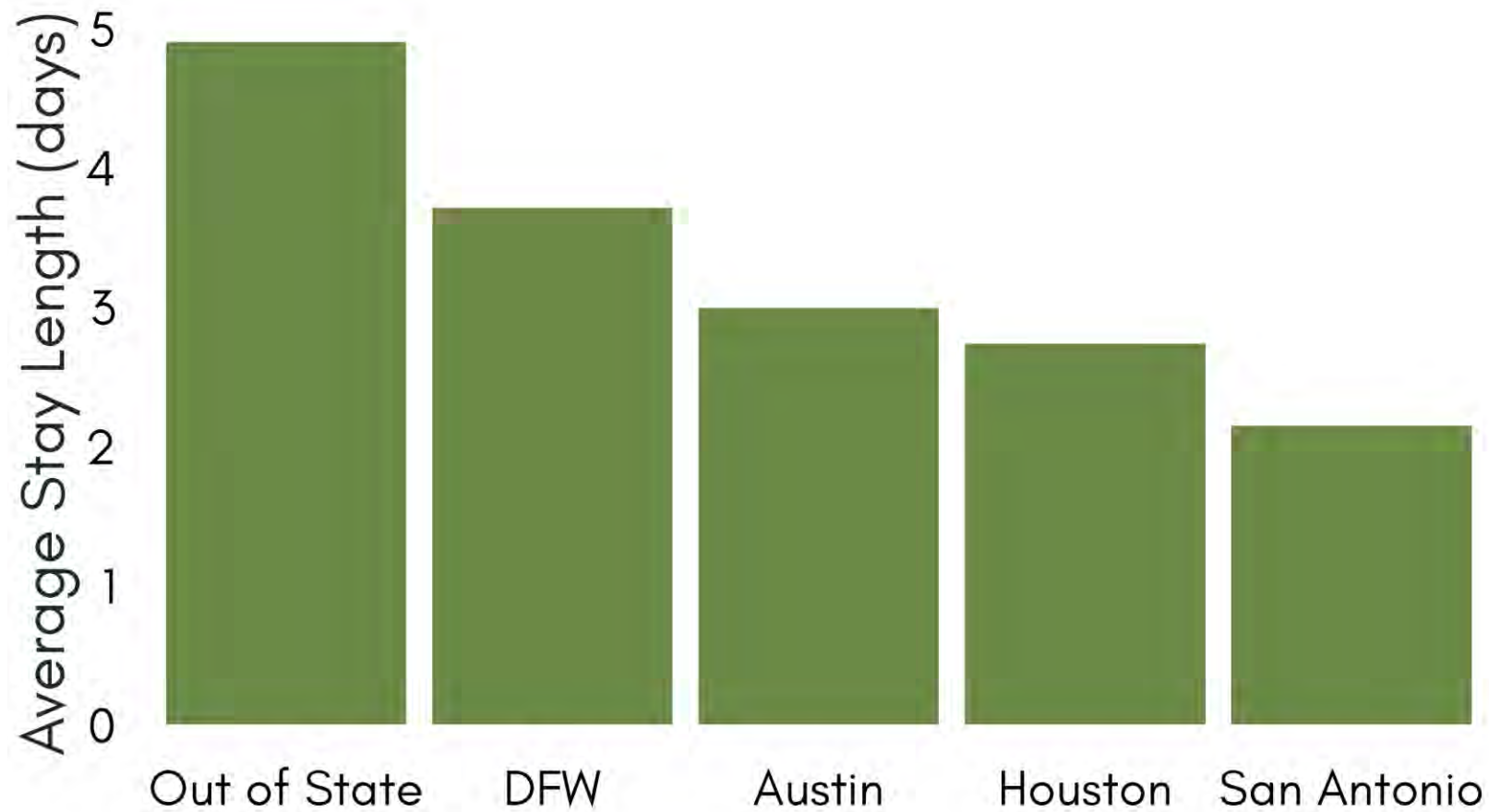
■ Out of State ■ Texas



IN STATE VISITATION



VISITORS FROM FARTHER AWAY STAY FOR LONGER



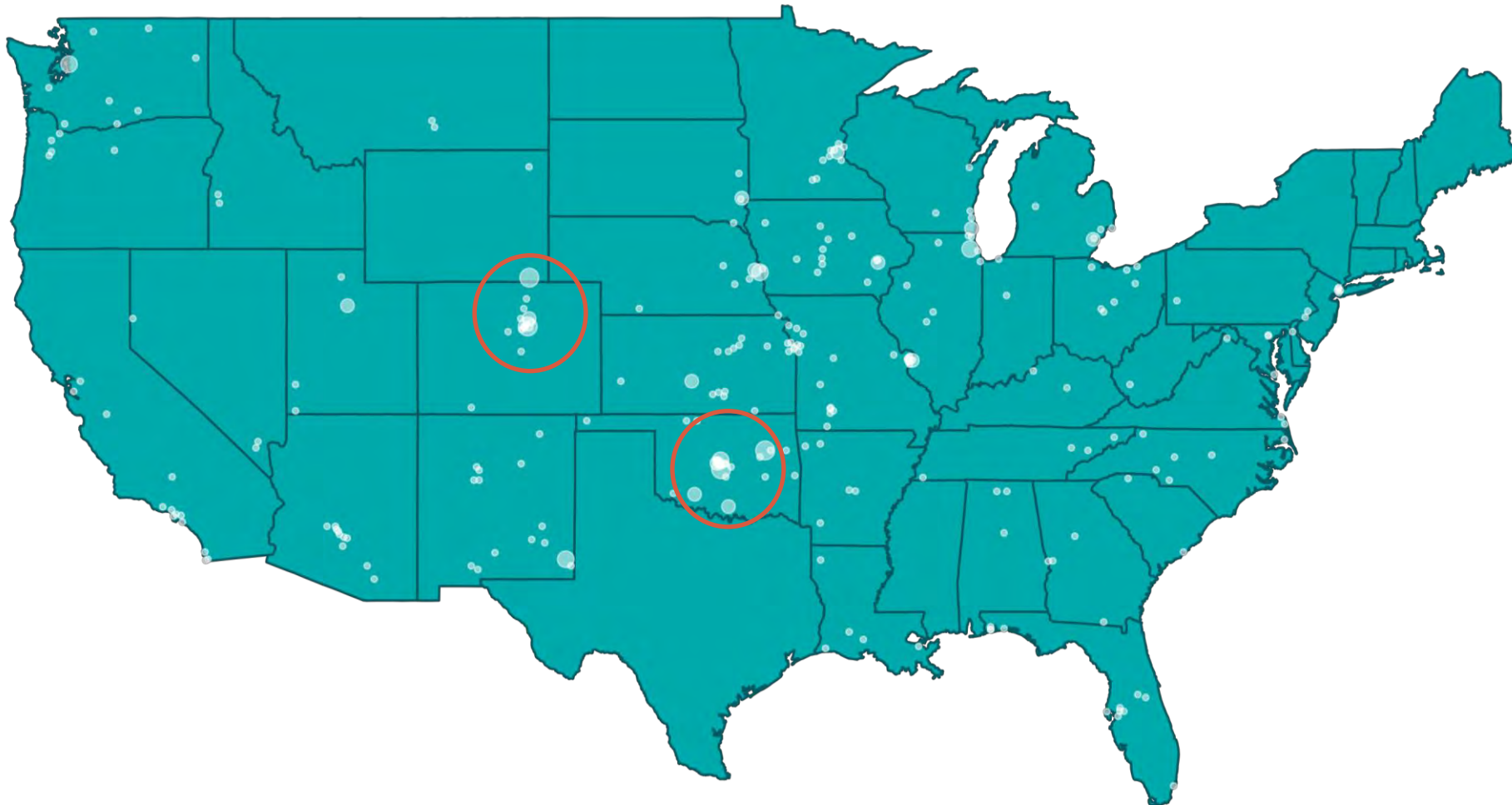
San Antonio < all others

TEXAS MARKETS TRAVEL IN SIMILARLY SIZED PARTIES



Only statistically significant comparisons involve Out of State < Austin, San Antonio & Houston

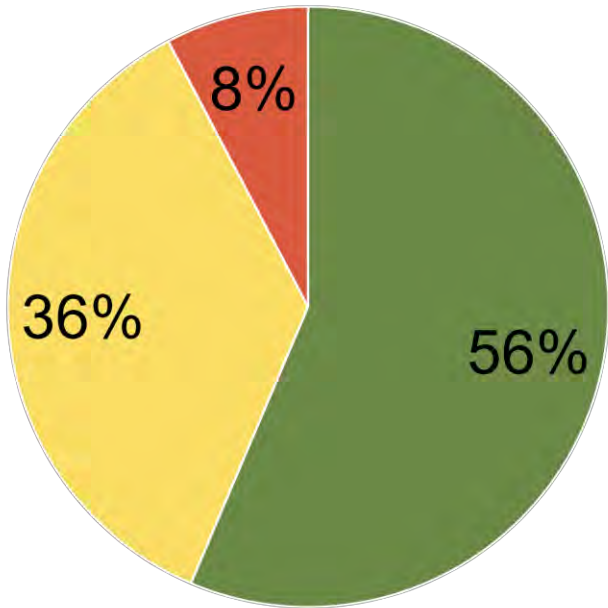
OUT OF STATE VISITATION



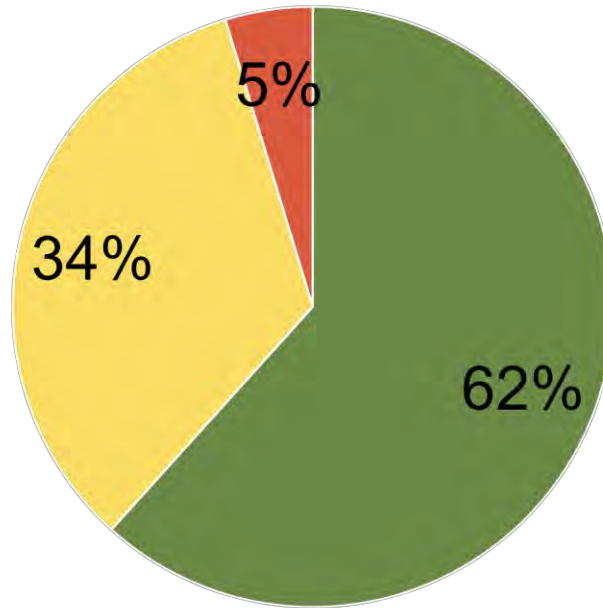
IN STATE VS OUT OF STATE

■ Negative (6 or lower) ■ Neutral (7 or 8) ■ Positive (9 or 10)

Out of State	Texas
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8.64 AVG



8.84 AVG

In State > Out of State $p = .0167$

VISITOR COMMENTS

- Many were very positive, reflecting positive sentiment
 - Often general such as 'love the city' or 'nice beaches'
 - Biggest positive theme beyond general comments was beach cleanliness
 - Also many positive comments about the people of Corpus Christi
- Top negative themes were:
 - Construction, roads and potholes
 - Beach parking
 - Beach bathroom accessibility
 - Lack of beach cleanliness
 - Restaurants, food trucks, nightlife
 - Experiences near the water



SEE YOU ON*
*THE SEAWALL
CORPUS CHRISTI, TEXAS

VISITOR COMMENTS



Most frequent topics for development-related comments, in order (all mentioned several times):

- **General (ie 'not enough to do')**
- **More restaurants/food trucks**
- **More things on the water**
- **More nightlife**
- **More kid-friendly activities**
- **Updated buildings/aesthetics**
- **More shopping**
- **Better walkability/things to do closer together**

SUMMER CAMPAIGN REPORT, APRIL – JULY 2022

KEY CAMPAIGN INSIGHTS



\$2.26+
million

In Expedia revenue **driven directly**
through paid media April - July

\$196,272

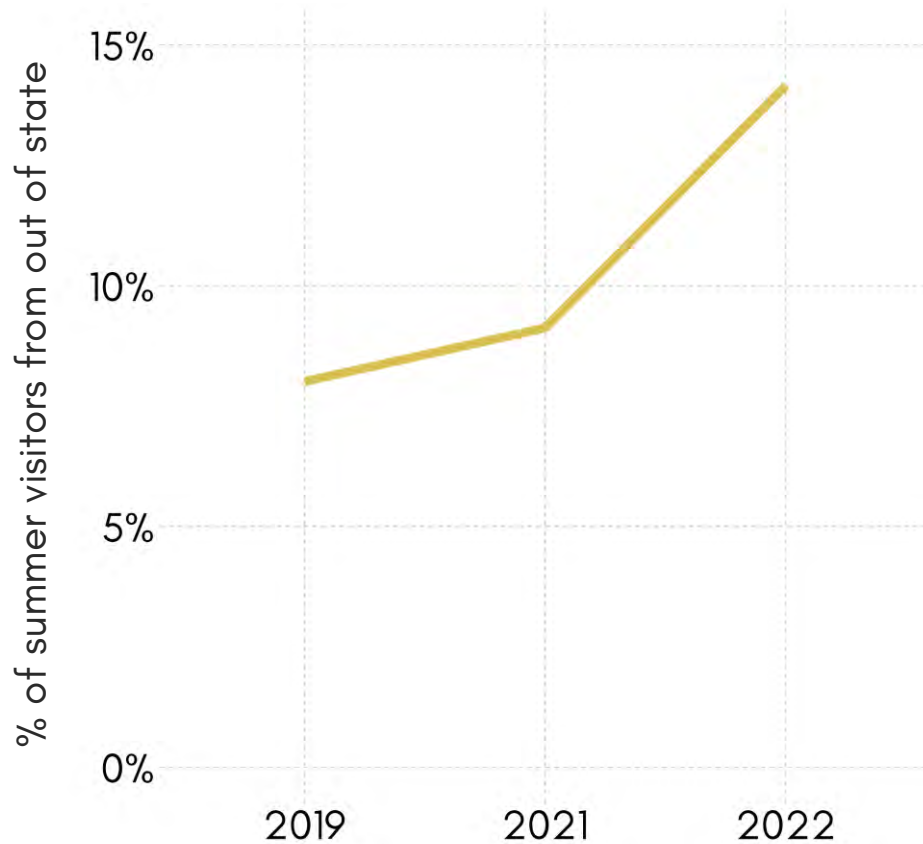
In Sojern economic impact **driven directly**
through paid media advertising April - July

77%

Driving an average arrival lift to the destination
after being exposed to paid media, April - July

ADS & SUMMER VISITORS

The % of summer visitors from out of state has continued to increase YoY



Ads in general performed well – visitors we advertised to this FY were **58% more likely to visit** (vs 48% last year).

Out of state ads performed even better, as they did last year. An out of state visitor that saw our advertising was **239% more likely to visit Corpus Christi** (vs 211% last year).

As a result, we have seen increases in the % of our visitation from those markets, which are especially valuable due to their tendency to stay in market longer, which in turn makes them more likely to spend money in our community.



2021-2022 Achievements

- ✓ **#CCME Community Pride Initiative**
- ✓ **Launch of Corpus Christi Sports Commission**
- ✓ **Creation of the TPID**
- ✓ **National Award for Gulf Coast Capital Brand**
- ✓ **Expansion of Gulf Coasters Program to Downtown/North Beach**
- ✓ **Group Incentive Package**
- ✓ **Beach Safety Initiative Launched**
- ✓ **See You At the Seawall**
- ✓ **Out of state marketing campaign**
- ✓ **Airport Data assistance**



THE GULF COAST CAPITAL

THE #1 DESTINATION ON THE TEXAS COAST

FOR 12 YEARS STRAIGHT



**\$1.35
BILLION**

Annual
Visitor Spending

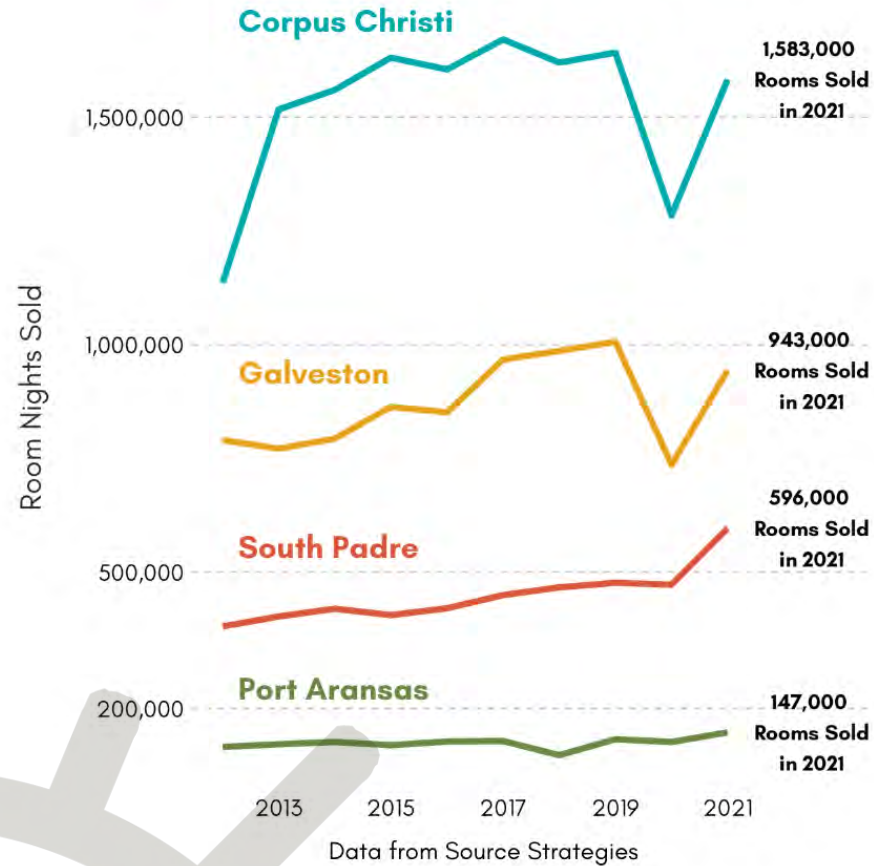
**\$30.3
MILLION**

Local Sales
Tax revenues

**1.583
MILLION**

Hotel Rooms
Sold

THE GULF COAST CAPITAL



www.visitcorpuschristi.com/about-us/economic-impact



**Less than 200 cities
worldwide have the
DMAP distinction**

**The globally recognized
Destination Marketing
Accreditation Program (DMAP)
serves as a visible industry
distinction that defines quality
and performance standards in
destination marketing and
management.**



2022 AWARDS

**2022 Texas Association of
Convention & Visitors Bureaus**

Best Leisure Marketing Program

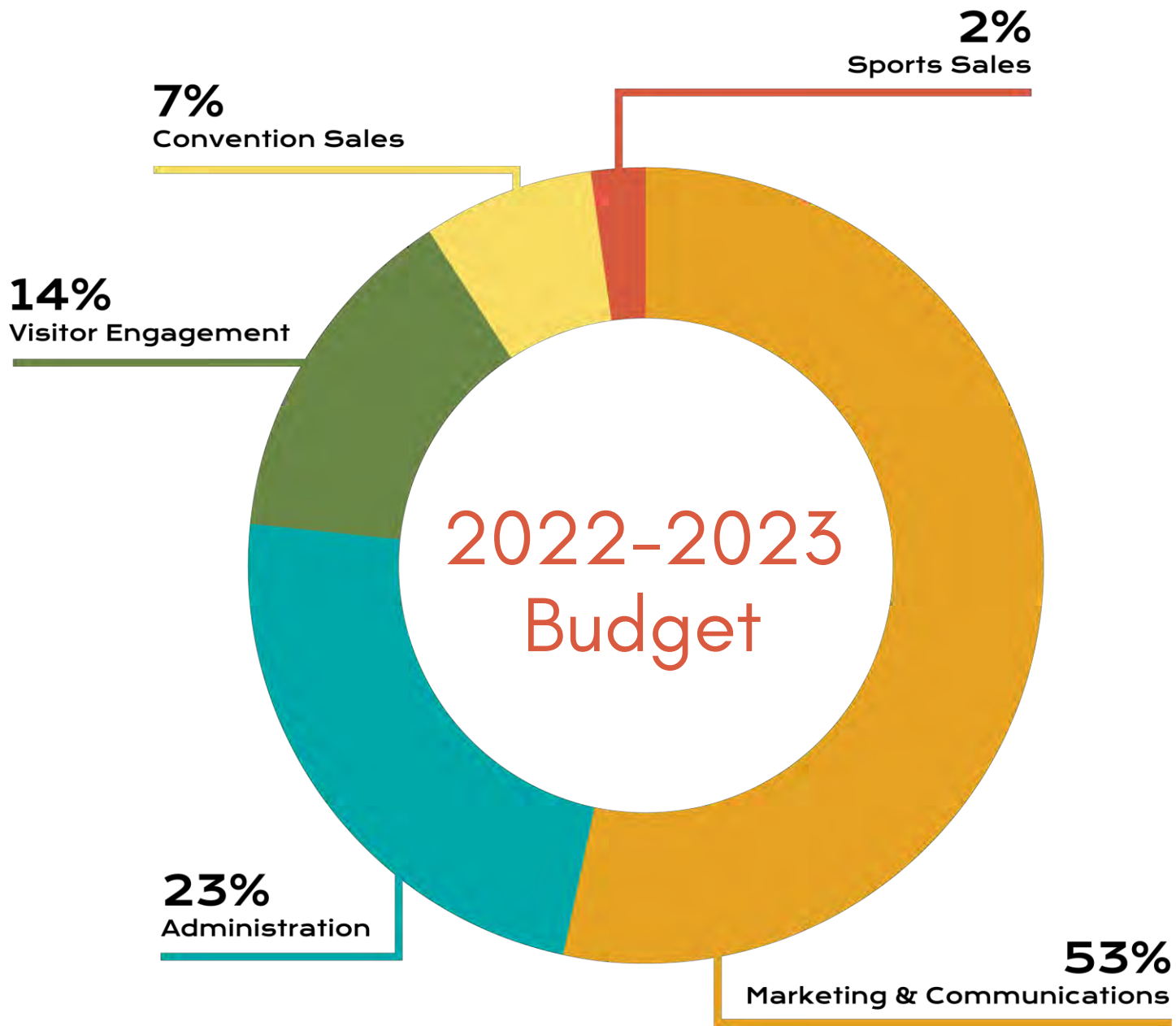
DMO OF THE YEAR

eTSY: Innovate Brand of the Year

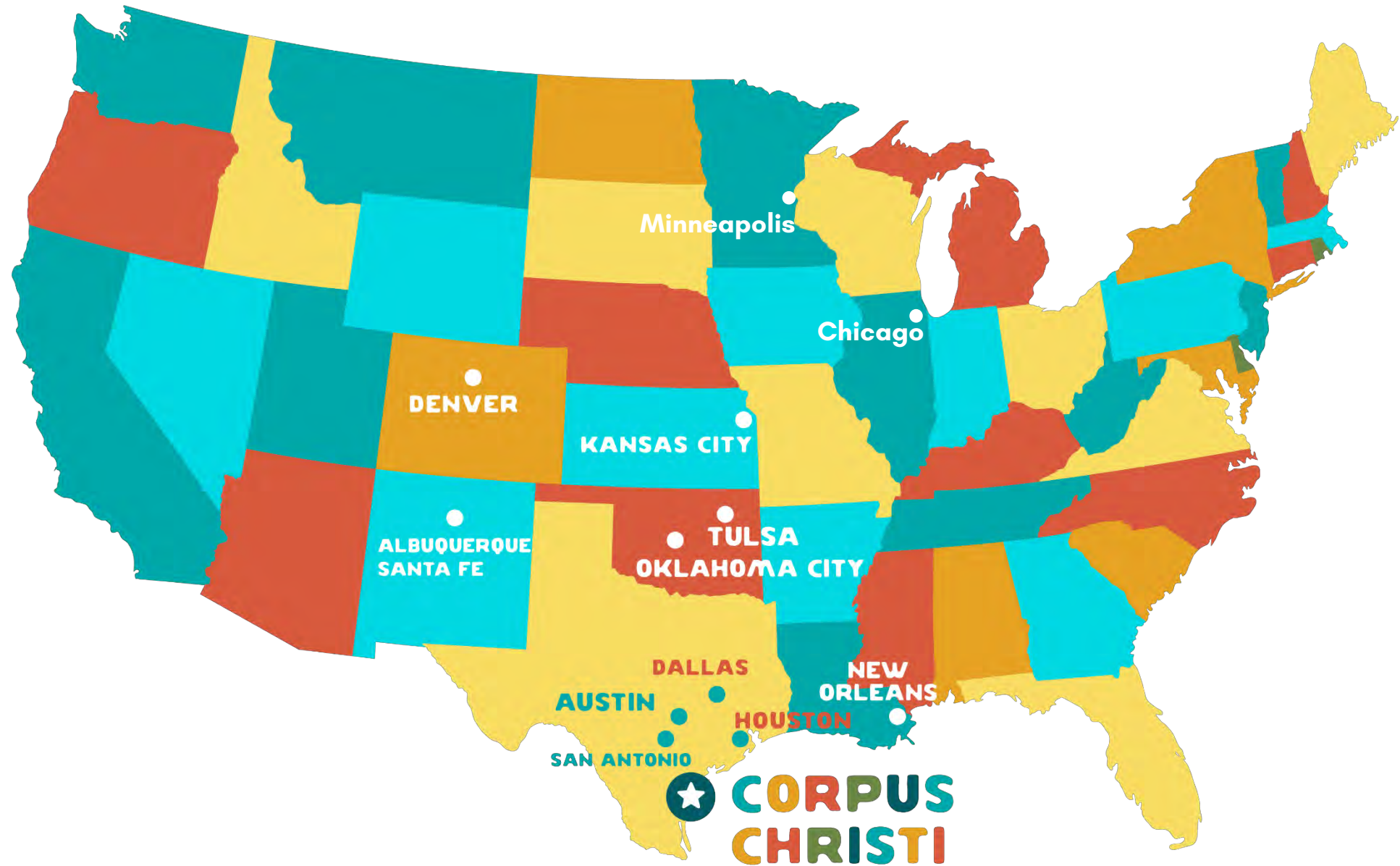


FY 2022-2023 Strategy and Goals

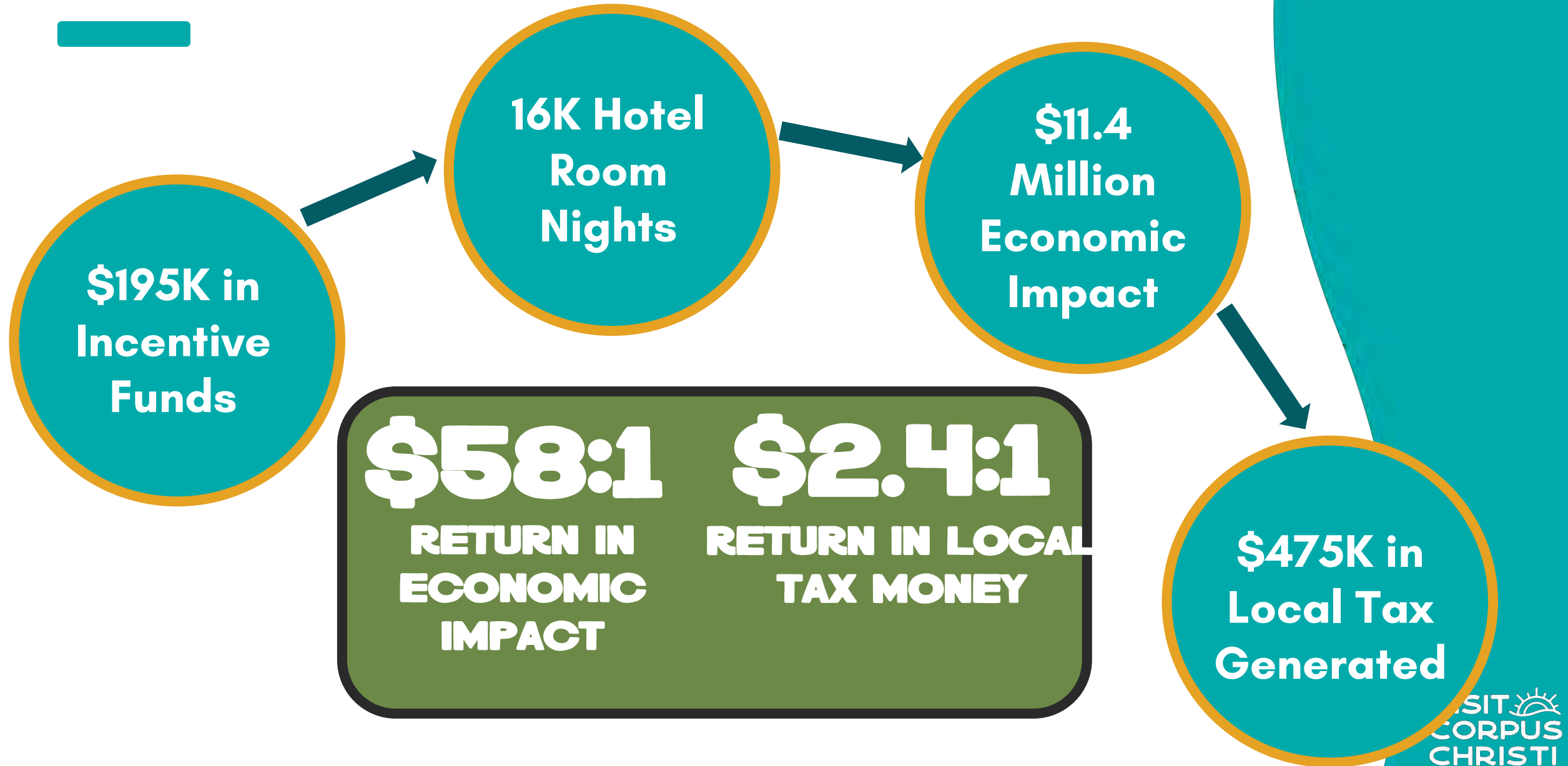
- ✓ **High-Value Persona Based Marketing**
 - ✓ **Winter, VFR, Summer, EDI, Luxury**
- ✓ **Increased Earned Media and PR Budget**
- ✓ **IPW - International Marketing Campaign**
- ✓ **Air Service Campaign**
- ✓ **Digital and Interactive Kiosks**
- ✓ **Corpus Christi Film & Music Office Development**
- ✓ **Sports Commission Marketing Strategy**
- ✓ **Sustainability, Beatification and Safety Plan**
- ✓ **DestinationNEXT/Three-Year Strategic Plan**
- ✓ **EDI Study and Strategy**
- ✓ **Experience Grant Program**
- ✓ **Strategic Educational Summits**
 - ✓ **Hotel Revenue, Workforce, Summer Experience**
- ✓ **Convention Sales Segment Growth**
 - ✓ **Corporate, Military, Reunions**
- ✓ **Dallas Takeover**
- ✓ **VCC Foundation**



2022-2023 Media Markets



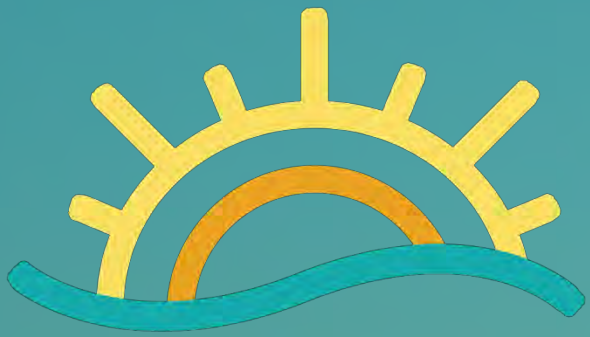
GROUP INCENTIVE PROGRAM



[**www.visitcorpuschristi.com/about**](http://www.visitcorpuschristi.com/about)

- ✓ **DestinationNEXT Assessment**
- ✓ **2020-2023 Strategic Plan**
- ✓ **Annual Destination Plan**
- ✓ **2021 Annual Report**
- ✓ **2022 Economic Impact Report**





CORPUS CHRISTI

ANNUAL POWER OF TRAVEL

28,000 HOSPITALITY EMPLOYEES *WELCOMING*

10+ MILLION VISITORS *SPENDING*

1.4 BILLION PER YEAR *GENERATING*

30 MILLION IN SALES TAX REVENUES

The background of the image shows five people silhouetted against a bright orange sunset sky over the ocean. They are positioned around a volleyball net, with one person jumping to hit the ball. The scene is captured in a warm, golden-hour light.

\$11.88 : \$1.00

**HOTEL OCCUPANCY TAX
TO SALES TAX RETURN ON INVESTMENT**



VISIT CORPUS CHRISTI

MEET 
CORPUS
CHRISTI

CORPUS CHRISTI

SPORTS
COMMISSION

CORPUS CHRISTI

FILM & MUSIC
COMMISSION




BECC


GULF COAST
CAPITAL
Store


CC
ME

