

GULF COAST CAPITAL

QUARTERLY DATA REPORT



KEY INSIGHTS

- While January and February were busier than last year, March brought the first year-over-year decrease in demand of the fiscal year.
- This trend was largely mirrored by other TX coast destinations like South Padre Island and Galveston.
- Meanwhile, larger metro areas posted increases in March hotel numbers. The return of large events compared to last March, like SXSW in Austin and the Rodeo in Houston, likely contributed to this increase.
- External surveys indicate that concerns about inflation and gas prices played a role in these changes, but that people are still excited about future trips.
- However, short term rental bookings for the next quarter are still pacing behind last year for TX gulf destinations.
- Daily rates for both hotels and short term rentals elsewhere are continuing to rise. Corpus Christi hotels should continue to take advantage of these market changes. Short term rental rates are not keeping pace.

PROGRESS REPORT

TOWARD ANNUAL GOALS ACROSS ALL DEPARTMENTS



91

SALES
RFPS

61% OF GOAL



12.6K

GROUP ROOM
NIGHTS

34% OF GOAL



\$128

GROUP
ROOM RATE

\$4 UNDER GOAL



9

SITE
VISITS

75% OF GOAL



6.7M

EARNED
MEDIA
REACH

ESTABLISHING
BASELINE



3.8M

DIGITAL
ENGAGEMENTS

48% OF GOAL



55K

EMAIL
SUBSCRIBERS

7K UNDER GOAL



550K

WEBSITE
VISITS

54% OF GOAL



1:23

AVG WEBSITE
VISIT DURATION

14 SEC UNDER GOAL



\$140

AVG SPEND
PER PERSON
PER DAY

\$26 OVER GOAL

*in 2021, updated annually



NA

AVG DAYS
STAYED

NOT YET
AVAILABLE FROM
PROVIDER



58

LEISURE
VISITOR
SENTIMENT

12 POINTS
UNDER GOAL



52

CONVENTION
ATTENDEE
SENTIMENT

ESTABLISHING
BASELINE



50

CONVENTION
PLANNER
SENTIMENT

ESTABLISHING
BASELINE

TRACKING TRAVEL SENTIMENT

Data via Destination Analysts' State of the American Traveler April Edition

Attitudes towards COVID, inflation and gas prices affected travel behavior in Q2.

Surveys indicate they continue to affect short term planning barring economic changes.

60%

of Americans say they'll stay closer to home for road trips due to increased gas prices.

56%

agree that inflation will affect will their travel plans if consumer prices don't come down.

Perceptions of the impact of COVID on travel experience is at a record low:

36%



TRACKING TRAVEL SENTIMENT

Data via Destination Analysts' State of the American Traveler April Edition

**COMPARED TO
PRE PANDEMIC,
TRAVELERS
ARE MORE
LIKELY TO...**

57%

**Plan trip
details more**

42%

**Visit outdoor
destinations**

47%

**Feel more
motivated to travel**

88%

have current trip plans

**Long term outlooks on travel
intentions remain positive.**

**While travel behaviors are
changing, sentiment towards
taking future trips is strong.**

81%

**report strong excitement
about travel this year**

86%

**are in a ready to travel
state of mind**

HOTEL REVIEW

DATA FROM
SMITH
TRAVEL
RESEARCH

J
A
N

AREA	ADR	% CHG	OCCUPANCY	% CHG	REVPAR	% CHG
United States	\$123.51	35.95%	47.75%	22.40%	\$58.98	66.41%
Texas	\$96.11	29.89%	51.33%	19.15%	\$49.33	54.77%
San Antonio	\$101.81	35.76%	48.18%	25.17%	\$49.05	69.92%
Austin	\$122.15	49.32%	48.54%	23.50%	\$59.29	84.40%
Houston	\$91.90	28.64%	46.28%	21.45%	\$42.53	56.24%
South Padre Island	\$88.40	14.22%	57.87%	14.30%	\$51.16	30.55%
Galveston	\$117.12	33.05%	35.67%	18.80%	\$41.77	58.07%
Corpus Christi	\$82.33	10.80%	52.53%	7.99%	\$43.25	19.65%

AREA	ADR	% CHG	OCCUPANCY	% CHG	REVPAR	% CHG
United States	\$137.39	38.73%	56.94%	25.97%	\$78.24	74.77%
Texas	\$104.86	33.41%	60.03%	17.56%	\$62.95	56.84%
San Antonio	\$118.86	48.62%	61.22%	32.53%	\$72.77	96.97%
Austin	\$144.64	59.01%	62.93%	25.95%	\$91.03	100.26%
Houston	\$101.28	30.51%	55.72%	18.79%	\$56.44	55.04%
South Padre Island	\$97.43	18.67%	73.00%	19.29%	\$71.12	41.56%
Galveston	\$125.40	37.42%	40.01%	10.51%	\$50.17	51.87%
Corpus Christi	\$85.14	11.53%	61.19%	13.64%	\$52.10	26.74%

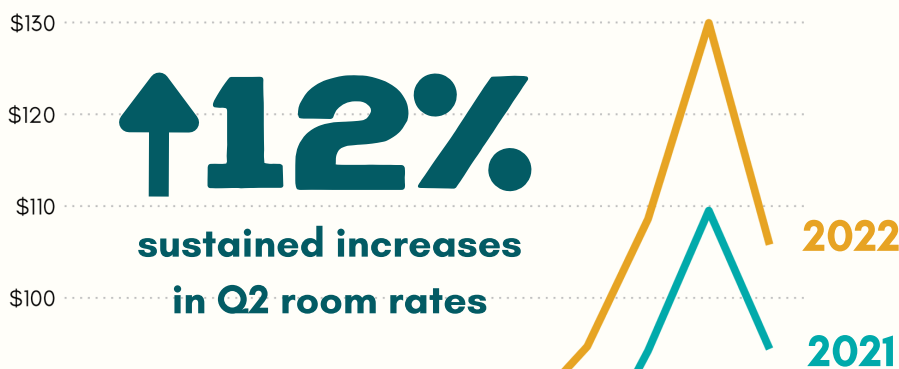
F
E
B

M
A
R

AREA	ADR	% CHG	OCCUPANCY	% CHG	REVPAR	% CHG
United States	\$146.61	37.46%	63.99%	17.93%	\$93.82	62.11%
Texas	\$118.40	35.22%	67.77%	5.98%	\$80.24	43.31%
San Antonio	\$144.60	44.79%	72.60%	12.32%	\$104.98	62.62%
Austin	\$189.38	81.04%	76.75%	18.43%	\$145.35	114.41%
Houston	\$110.48	32.66%	64.30%	7.10%	\$71.04	42.07%
South Padre Island	\$138.21	13.41%	67.21%	-7.85%	\$92.89	4.51%
Galveston	\$156.59	9.78%	56.79%	-3.77%	\$88.92	5.64%
Corpus Christi	\$113.30	17.56%	60.32%	-13.98%	\$68.34	1.12%



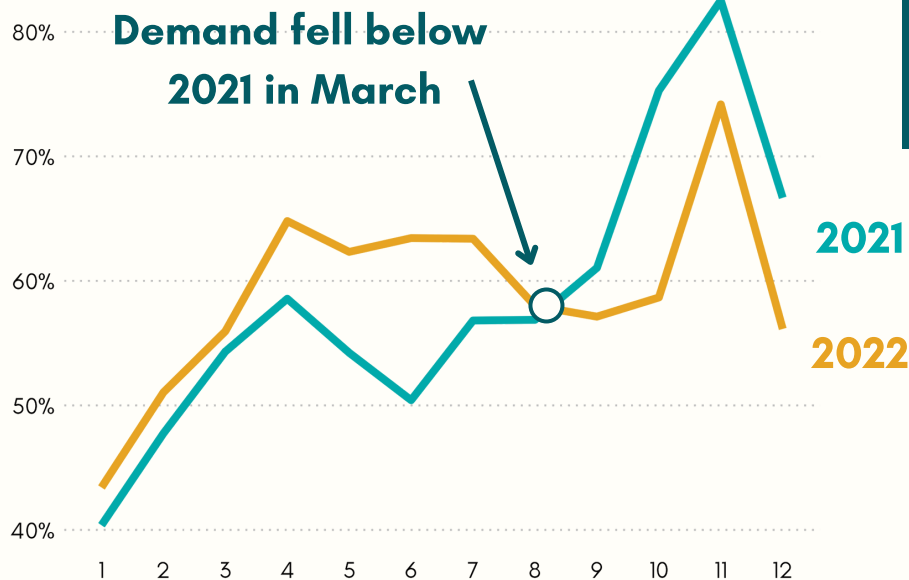
ROOM RATE



+3%
HOTEL
DEMAND
Q2 VS 2021

While **demand dipped in March** compared to 2021, **increases in room rates** translated to **increases in total revenue** for the quarter.

OCCUPANCY



+16%
HOTEL
REVENUE
Q2 VS 2021

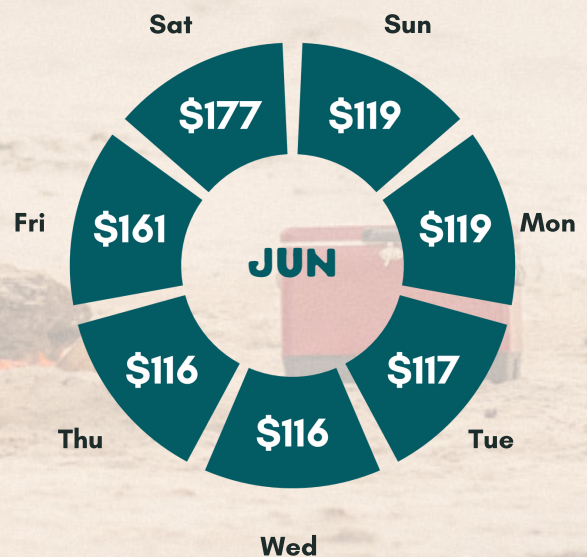
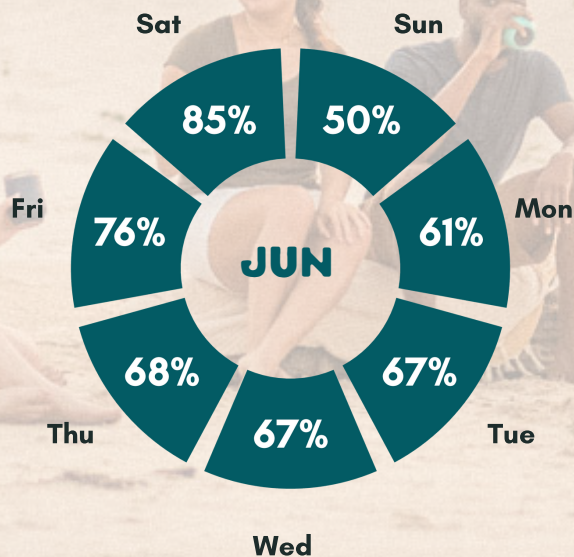
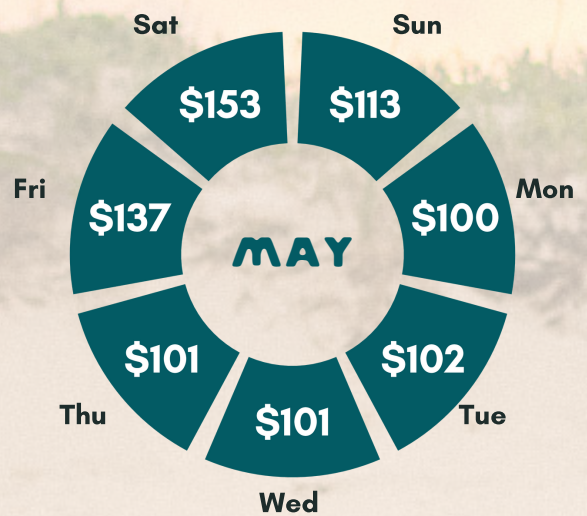
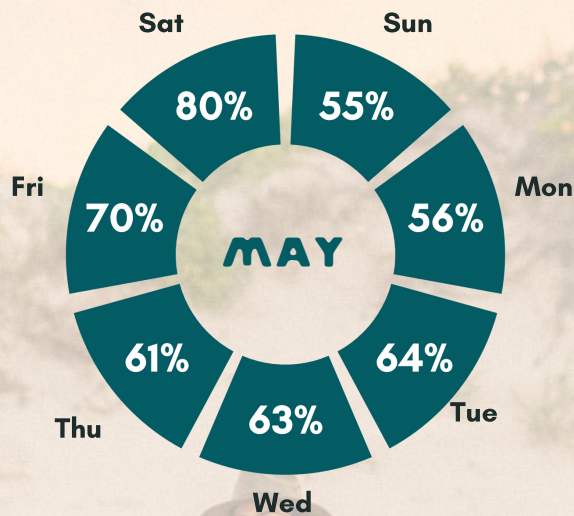
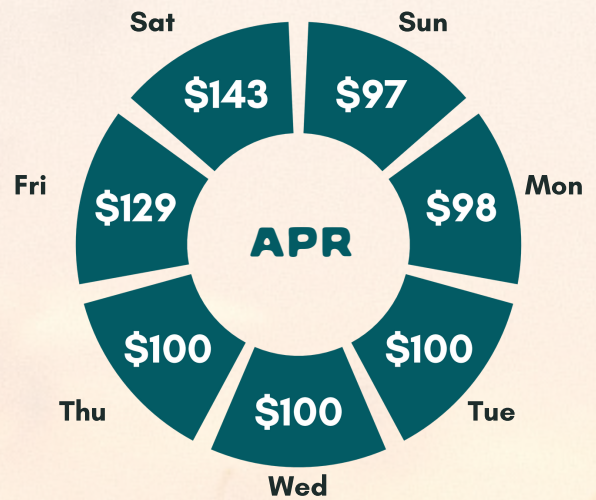
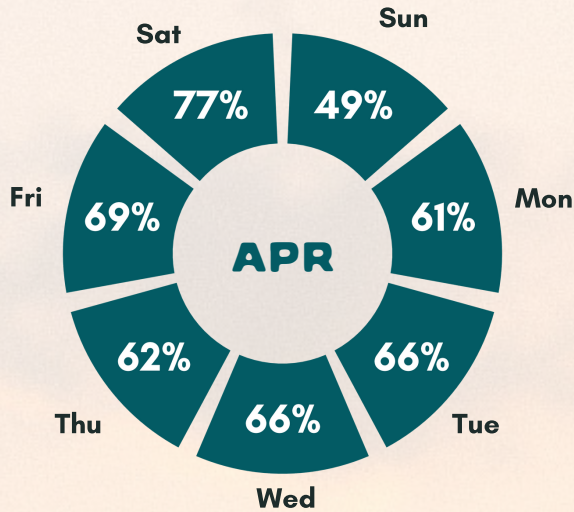
WEEK OF YEAR

HOTEL FORECAST

Occupancy forecasts are based on historical patterns and recent trends. Room rate forecasts are a 15% increase vs. 2021 citywide averages – hotels should aim to match this same increase **at minimum** to keep pace with recent Corpus Christi trends. A larger increase is necessary to keep pace with other markets.

OCCUPANCY RATE

AVG ROOM RATE



VISITOR ORIGINS

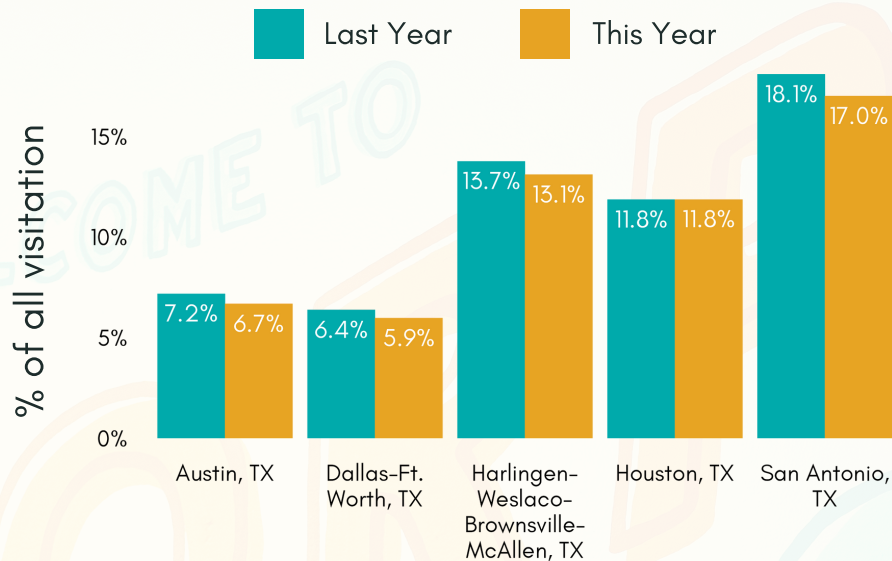
DATA FROM
ARRIVALIST
AND ZARTICO

Q2 saw reductions in the share of visitors from traditional TX markets, meaning increases in our visitor base reach elsewhere.

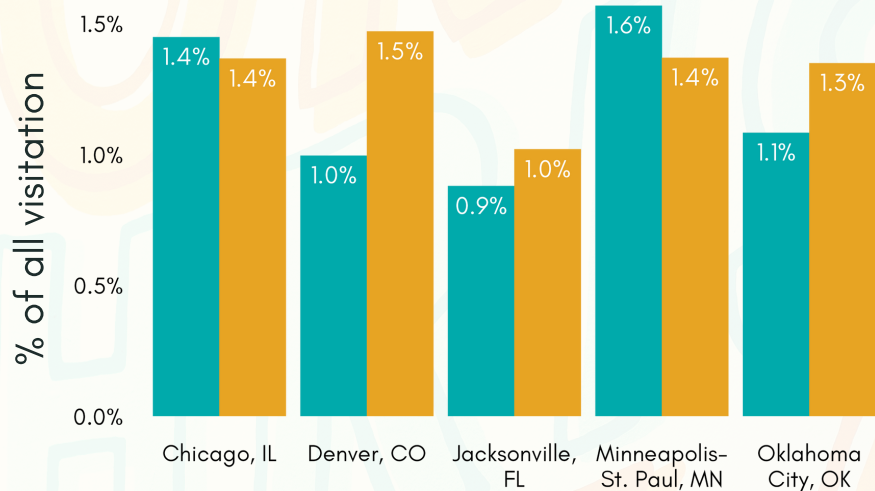
OKC and Denver in particular, who we've identified as top advertising targets, saw increases in visitor share this quarter.

Given the more recent economic conditions that are causing travelers to plan trips closer to home, it's unclear if this trend will continue into the summer.

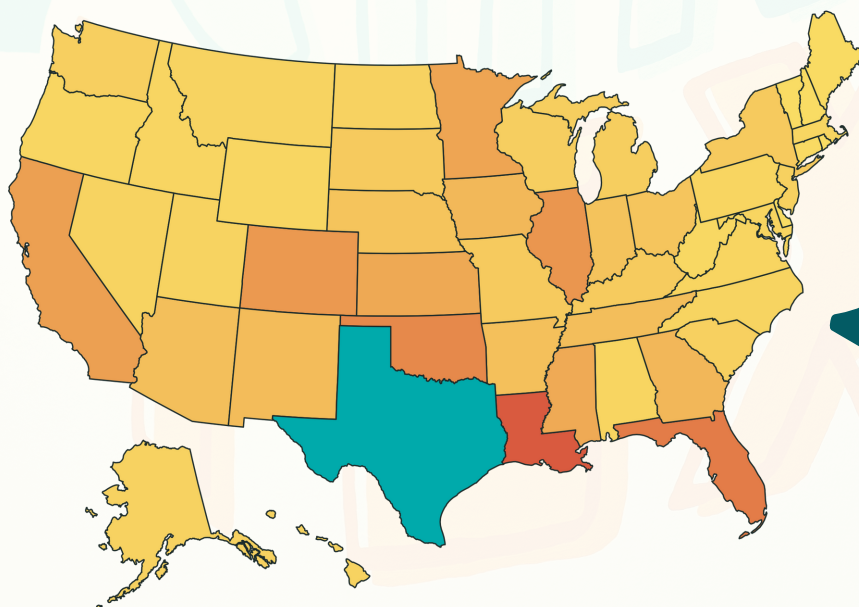
ORIGINS BY VISITOR SHARE WITHIN EACH YEAR



TOP TEXAS
MARKETS



TOP OUT OF STATE
MARKETS



**Darker red
means more
visitors from
state in Q2**

SHORT TERM RENTAL REVIEW

DATA FROM
KEYDATA

*data listed only for STR properties for which data provider has data directly from property

	AREA	DEMAND	% CHG	ADR	% CHG	REVPAR	% CHG
JAN	Galveston	1,962	0.26%	\$96.59	8.25%	\$13.69	6.58%
	Nueces County	12,874	35.26%	\$95.86	-6.60%	\$41.14	11.00%
	S Padre Island	10,807	20.24%	\$107.57	5.13%	\$93.74	28.69%
FEB	Galveston	2,239	16.49%	\$111.32	23.82%	\$19.06	15.86%
	Nueces County	14,726	47.99%	\$92.56	-9.88%	\$48.89	17.50%
	S Padre Island	11,457	18.85%	\$117.82	5.64%	\$117.47	24.90%
MAR	Galveston	5,025	-20.19%	\$172.99	10.38%	\$47.24	-33.97%
	Nueces County	14,733	-0.49%	\$280.19	2.51%	\$129.06	-9.82%
	S Padre Island	6,910	-11.75%	\$284.22	21.04%	\$164.41	9.41%

Like hotel occupancy rates, short term rental demand grew year over year in Jan and Feb before declining compared to 2021 in March. The decline in our county was smaller than in Galveston and SPI, however.

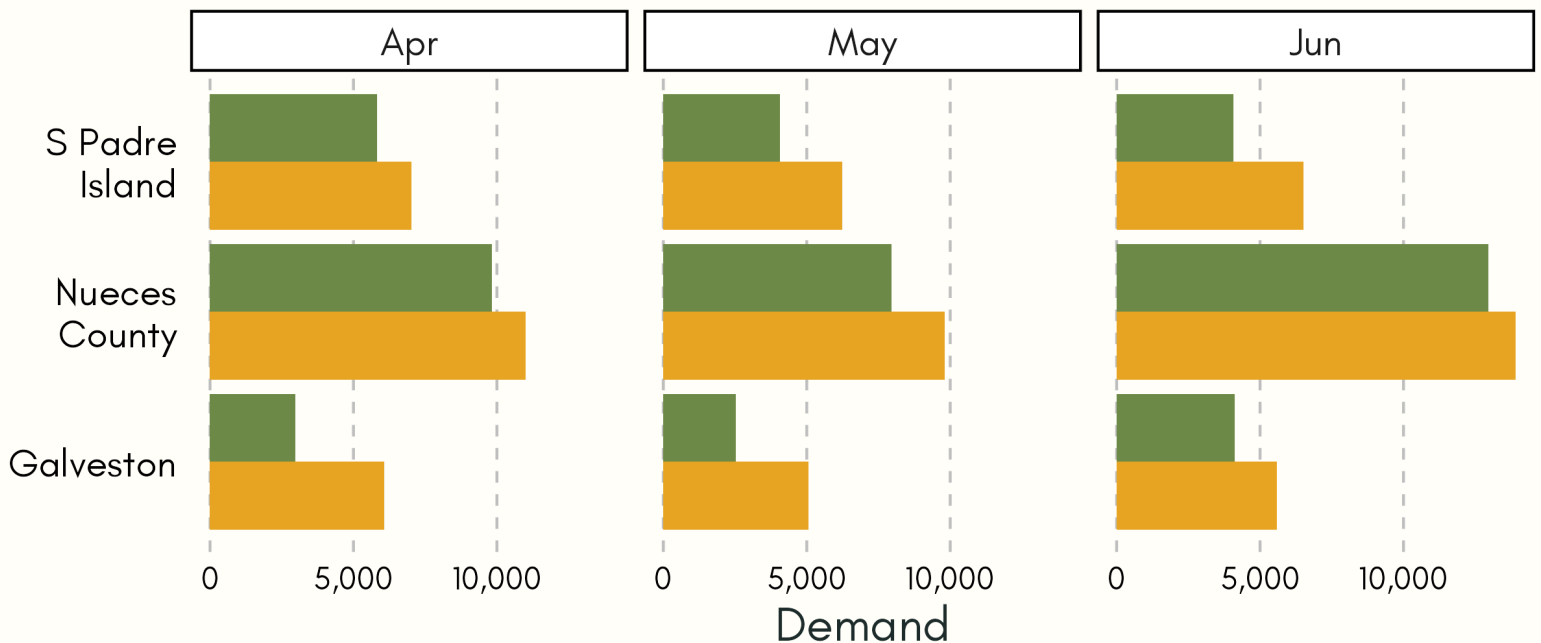
Nueces County ADR growth consistently lagged behind Galveston and South Padre Island.

SHORT TERM RENTAL PACING

DATA FROM
KEYDATA

*data listed only for STR properties for which data provider has data directly from property

■ Last Year at this Time ■ This Year



Short term rental demand for all TX coastal destinations is lagging behind last year for the coming quarter.

A KeyData blog post reported the same trend in many spring break destinations, such as Gulf Shores, AL, and Myrtle Beach, SC. A few others (like Orlando and Palm Springs) posted small (2-7%) increases.

All ten destinations in the blog post continued to increase ADRs year over year, whether or not demand increased.