



# Visit Corpus Christi Monthly Data Report

October 2025





# Executive Summary

October 2025



## Highlights

October was a good month for Corpus Christi lodging illustrated by +11.9% YOY more hotel demand than last year resulting in a equal +11.9% YOY gain in occupancy to 55.3%. Short term rental demand increased +7.2% YOY, combine with -24.2% YOY less demand, generated a +41.8% YOY increase in occupancy to 42%.

ADR was higher than last year for both types of lodging at +0.4% YOY to \$95 for hotels and +37.3% YOY to \$176 for short term rentals. Revenue also increased for both at +12.3% YOY to \$14.8M in hotel revenue for the month and +47.2% YOY to \$1.7M in short term rental revenue.

Weekday hotel occupancy increased +12.9% YOY to 53% compared to +9.6% YOY to 63% on weekends. Higher weekend ADR at +1% YOY to \$99 was the driver of the increase in overall ADR offsetting the slight -0.1% YOY decrease in weekday ADR at \$93.

Future Partners' survey of U.S. travelers shows that average planned travel spending per respondent continues to climb, reaching \$6,068 in September 2025, up from \$3,996 in January 2024. This 52% increase far outpaces inflation, reflecting consumers' willingness to allocate more to leisure travel.

U.S. air travel remains steady at 796M YTD passengers (flat to 2024 and above 2019), through mid-November. November MTD air travel is down 2.5%, likely due to the government shutdown. Tourism Economics estimates the shutdown cut U.S. travel spending by 2.1%, or \$62.7M per day.



Hotel Demand  
**156.1K**  
+11.9% YOY



Hotel ADR  
**\$94.71**  
+0.4% YOY



Hotel RevPAR  
**\$52.38**  
+12.3% YOY



Overnight Trip Share  
**72%**



L&H Jobs  
**27.2K**  
+0.0% YOY  
(As of August 2025)



CRP Checkpoint Volume  
**41.1K**  
+4.1% YOY



Website Sessions  
**225.8K**  
+89.9% YOY



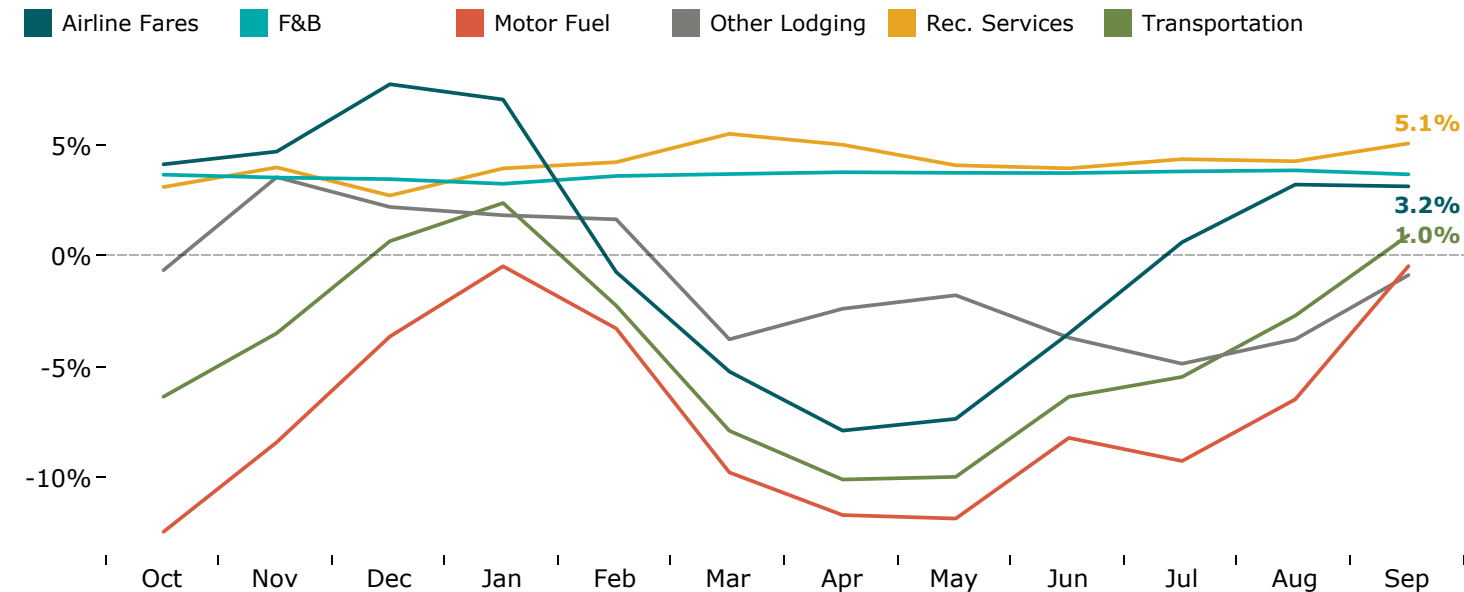
Social Media Audience  
**492.4K**  
+6.8% YOY



# Travel Trends

## Travel Price Index

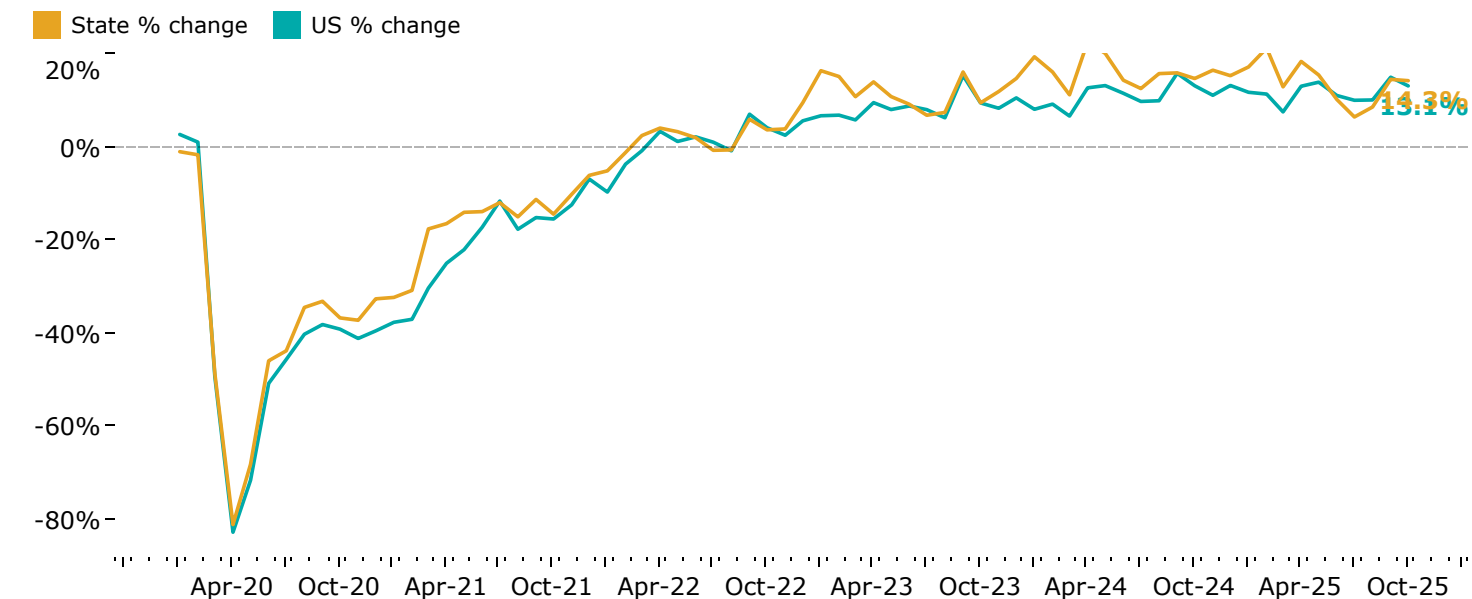
% Change Relative to Same Month in Previous Year | Last 12 Months



Source: U.S. Travel Association via U.S. Travel Recovery Tracker

## Travel Spending (% change vs 2019)

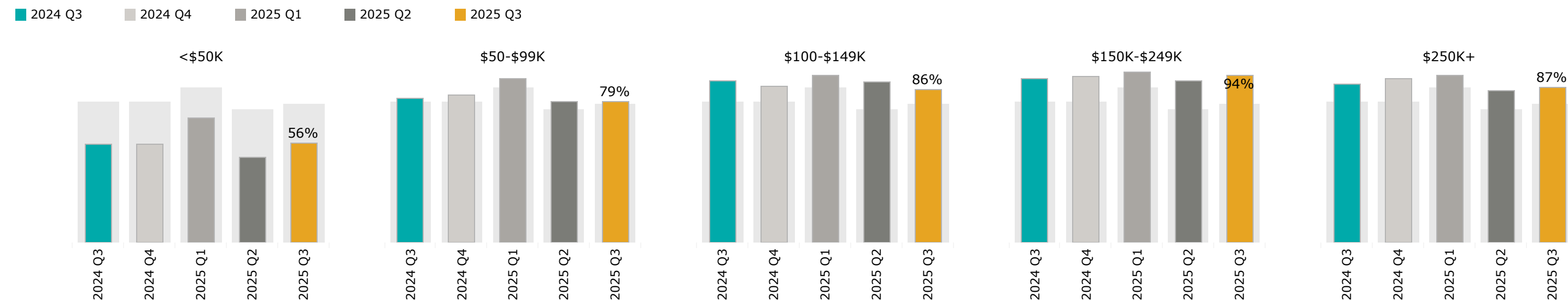
% Change vs. 2019 | Texas vs U.S. total



Source: Tourism Economics via U.S. Travel Recovery Tracker

## Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)

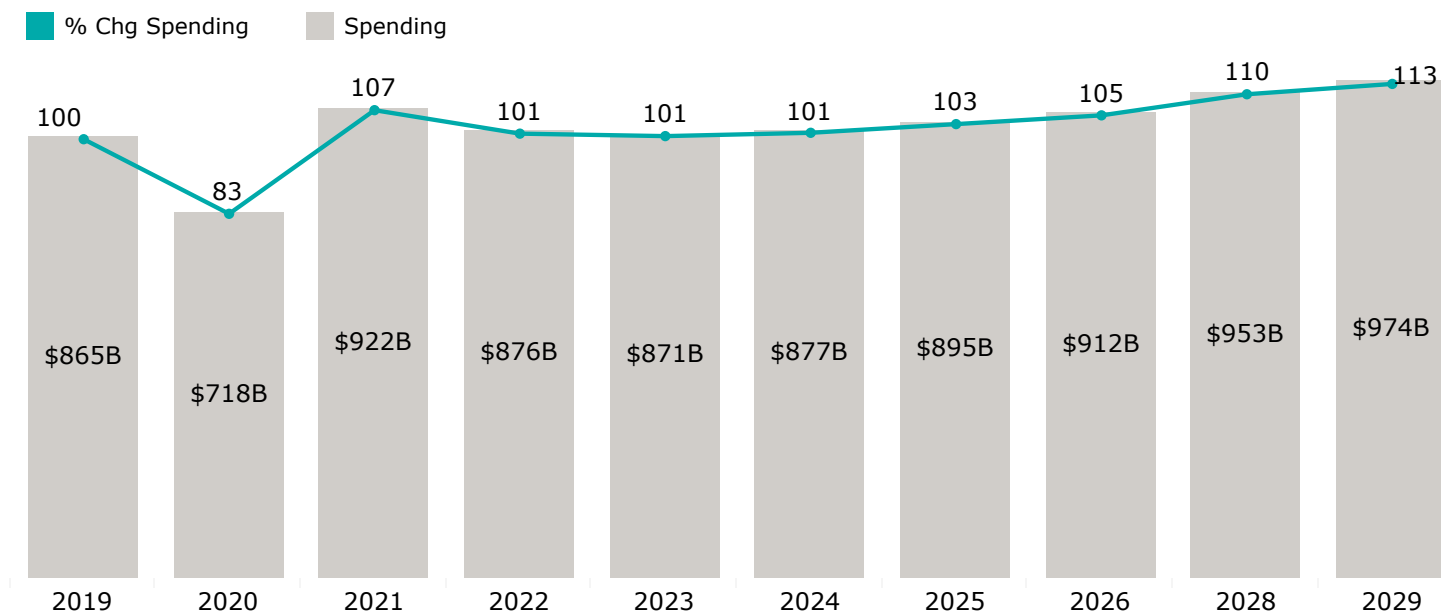


Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast

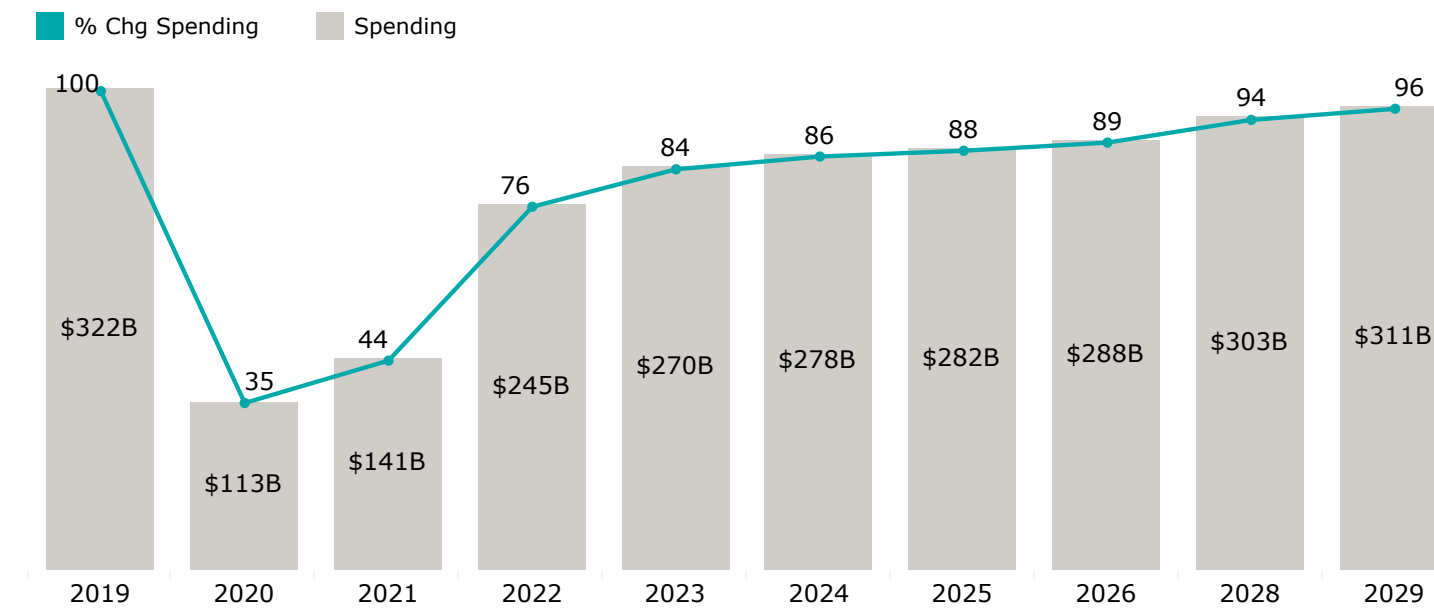
## Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



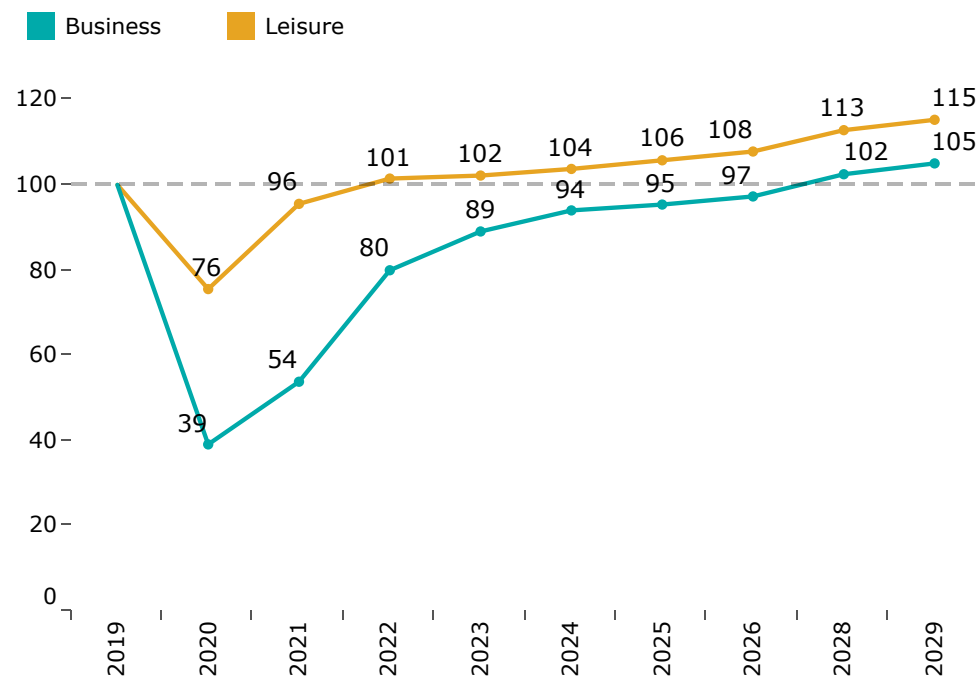
## Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



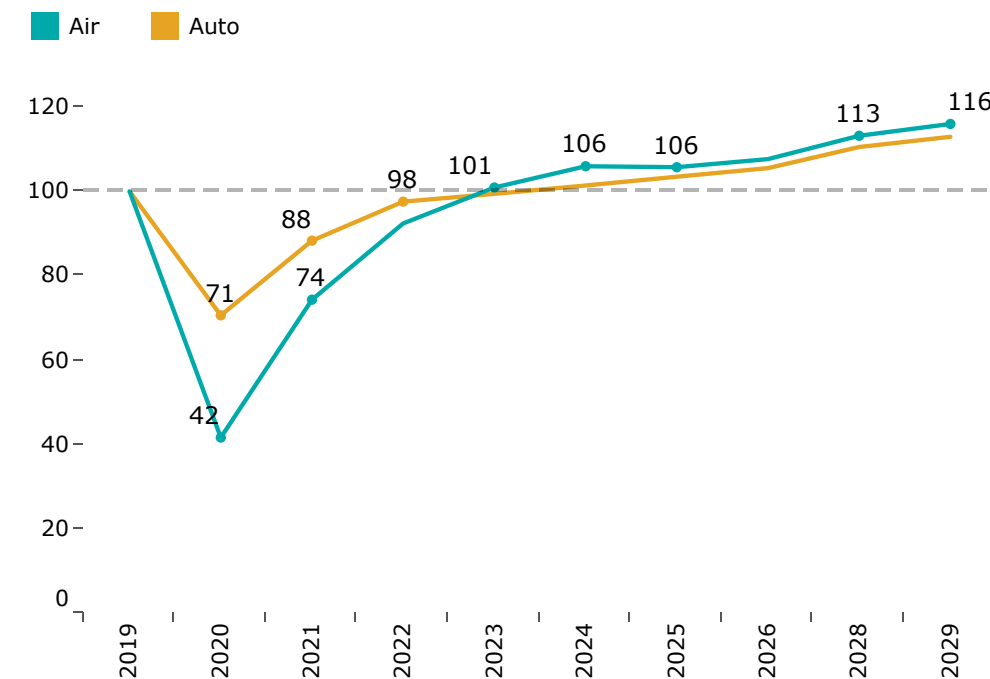
## Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



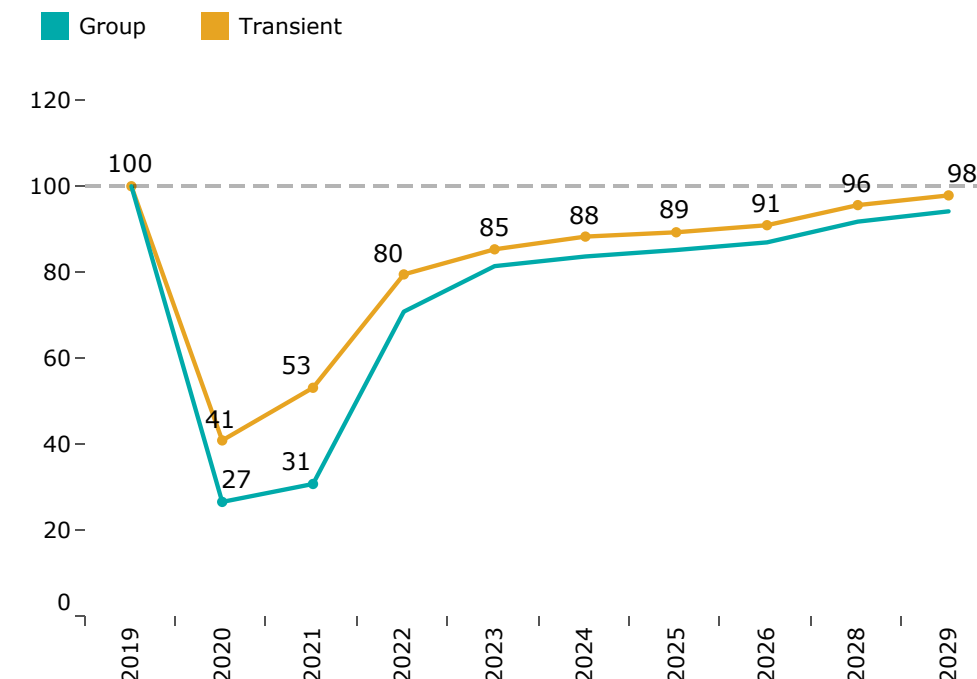
## Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



## Group vs. Transient Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)





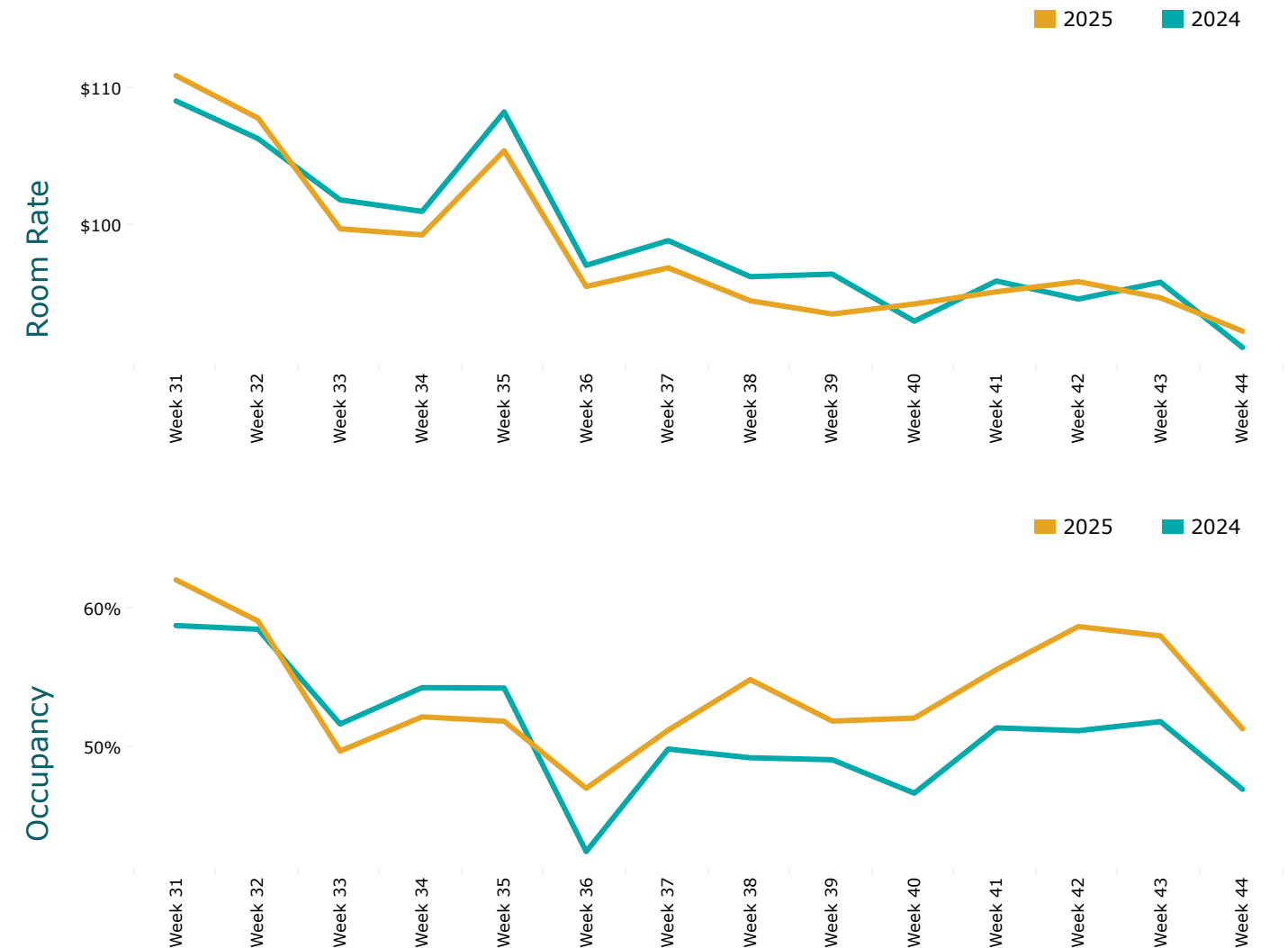
# Hotel Review

## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG		
Aug	Corpus Christi	55.2%	+0.6%	\$105	+0.2%	\$58	+0.8%	
	Austin	58.1%	-5.1%	\$134	-5.3%	\$78	-10.2%	
	Galveston	55.6%	-18.5%	\$163	+4.9%	\$91	-14.5%	
	Houston	55.9%	-23.1%	\$113	-8.3%	\$63	-29.5%	
	San Antonio	55.3%	-2.8%	\$118	-0.7%	\$65	-3.5%	
	South Padre Island	70.5%	+7.1%	\$148	+5.1%	\$104	+12.6%	
	Texas	58.5%	-6.9%	\$112	-3.0%	\$66	-9.7%	
	United States	66.1%	-1.3%	\$159	+0.3%	\$105	-1.0%	
	Sep	Corpus Christi	50.0%	+6.2%	\$95	-2.2%	\$47	+3.9%
		Austin	64.4%	+0.8%	\$162	-1.6%	\$105	-0.8%
Galveston		48.4%	-11.9%	\$138	-0.8%	\$67	-12.5%	
Houston		55.6%	-10.4%	\$118	-4.9%	\$65	-14.8%	
San Antonio		53.0%	-2.7%	\$123	-1.3%	\$66	-3.9%	
South Padre Island		57.1%	-0.4%	\$119	+0.7%	\$68	+0.3%	
Oct	Texas	58.5%	-2.2%	\$121	-1.3%	\$71	-3.5%	
	United States	63.4%	-1.9%	\$163	-0.1%	\$103	-2.1%	
	Corpus Christi	55.3%	+11.9%	\$95	+0.4%	\$52	+12.3%	
	Austin	74.3%	-0.1%	\$208	-4.9%	\$155	-5.0%	
	Galveston	52.6%	-9.7%	\$140	+2.8%	\$74	-7.2%	
	Houston	60.7%	-7.7%	\$123	-1.1%	\$74	-8.8%	
Nov	San Antonio	59.8%	-7.2%	\$138	-0.4%	\$82	-7.6%	
	South Padre Island	61.6%	+5.4%	\$114	-0.7%	\$70	+4.7%	
	Texas	63.8%	-1.8%	\$132	+0.6%	\$84	-1.2%	
	United States	65.8%	-2.4%	\$168	+1.5%	\$110	-0.9%	

## Fiscal Year-to-Date Corpus Christi Performance

**Occupancy 55.3%** +11.9%  
**ADR \$95** +0.4%  
**RevPAR \$52** +12.3%  
**Supply 282.2K** +0.0%  
**Demand 156.1K** +11.9%  
**Revenue \$14.8M** +12.3%





# Corpus Christi Hotel Outlook



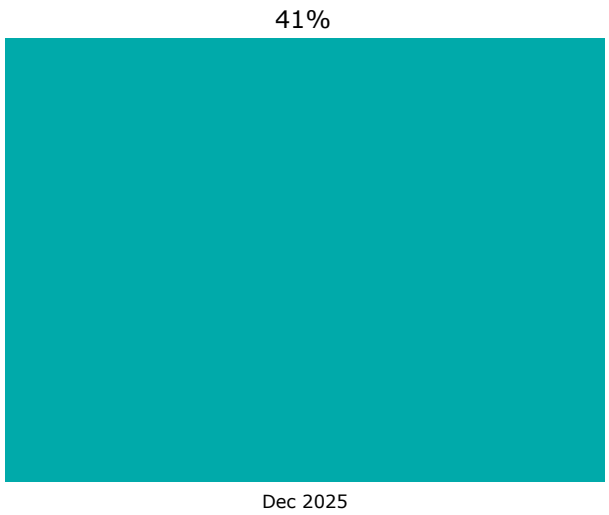
## Preliminary November 2025 Hotel Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	54.2%	+11.2%	\$93	+1.0%	\$50	+12.4%
Austin	69.3%	+11.8%	\$174	+7.9%	\$120	+20.7%
Galveston	47.0%	+13.0%	\$130	+9.3%	\$61	+23.5%
Houston	61.9%	+5.8%	\$131	+7.3%	\$81	+13.6%
San Antonio	58.3%	+3.3%	\$131	+5.0%	\$76	+8.5%
South Padre Island	52.6%	-6.1%	\$103	-2.4%	\$54	-8.3%
Texas	62.0%	+7.2%	\$128	+7.2%	\$79	+14.9%
United States	59.9%	+5.9%	\$154	+4.9%	\$92	+11.1%

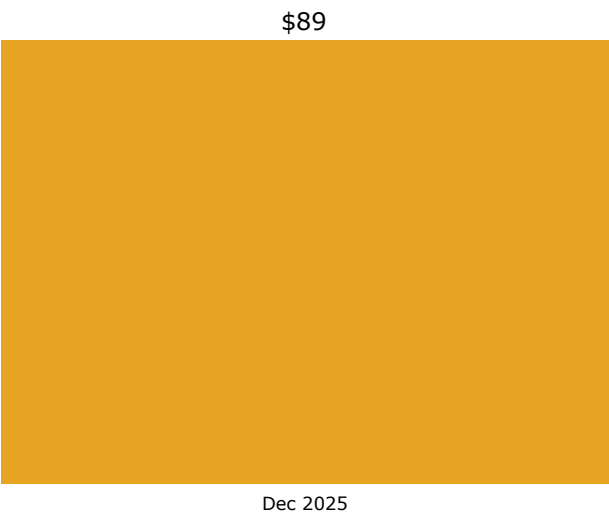
**Week Days**

## Hotel Forecast

### Occupancy



### Average Room Rate



	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	64.6%	+20.6%	\$101	+4.7%	\$65	+26.2%
Austin	75.0%	+10.4%	\$169	-3.8%	\$127	+6.2%
Galveston	74.5%	+16.9%	\$191	+20.2%	\$142	+40.5%
Houston	71.2%	+9.0%	\$130	+9.4%	\$93	+19.2%
San Antonio	66.1%	+2.9%	\$131	+3.9%	\$87	+7.0%
South Padre Island	78.8%	+10.0%	\$112	+2.9%	\$89	+13.2%
Texas	68.4%	+5.6%	\$129	+3.6%	\$88	+9.5%
United States	69.2%	+6.4%	\$168	+4.3%	\$116	+11.0%

**Week Ends**

Note: Includes daily data through 11/15/2025  
Source: STR

Source: Tourism Economics



# Corpus Christi Hotel Forecast



## Hotel Performance Forecast by Quarter

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2025 Q4	45.2%	\$95	\$43	866.6K	391.9K	\$37.2M

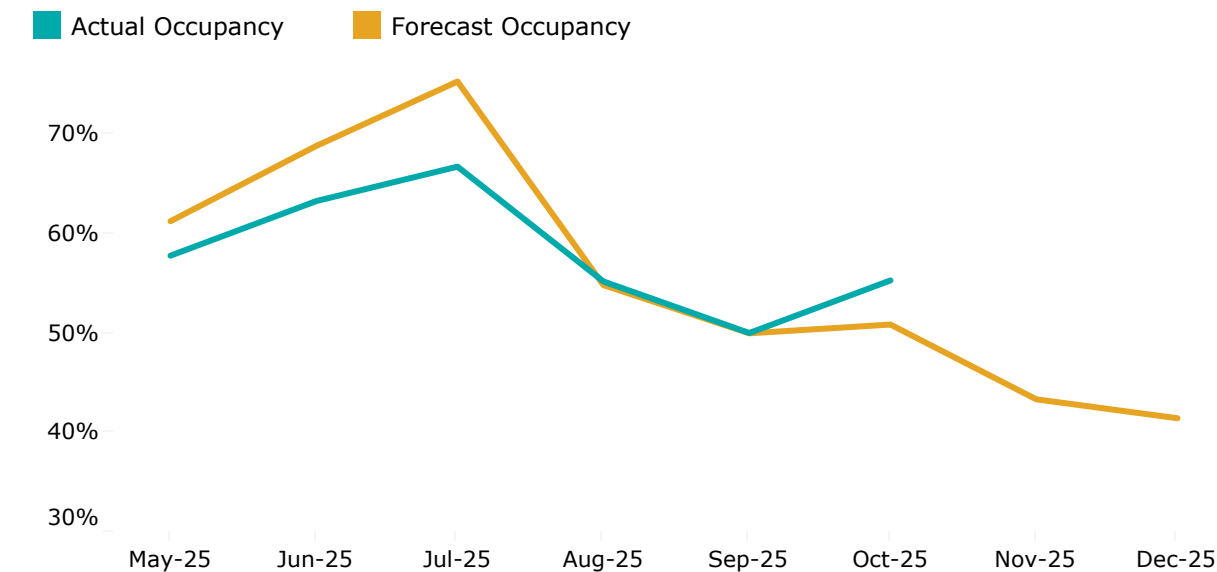
Forecast

YOY % Change

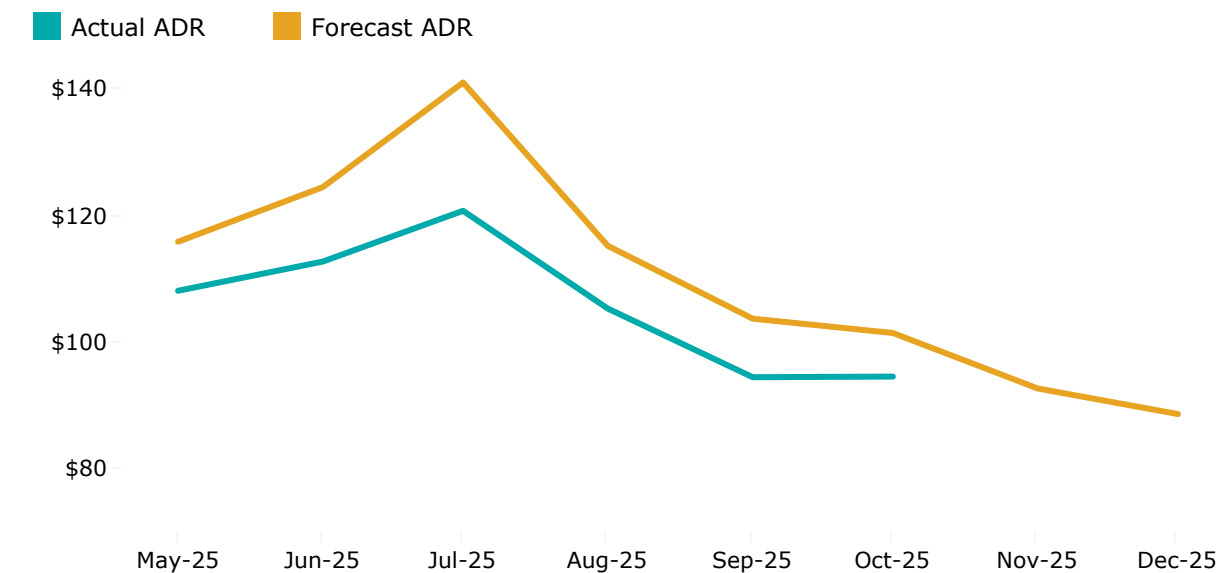
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2025 Q4	-0.9%	+1.8%	+0.9%	+1.9%	+1.1%	+2.9%

## Forecast vs. Actuals by Month

### Occupancy



### Average Room Rate





# Short Term Rental Review



## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Aug	Corpus Christi	47.6%	+14.7%	\$226	-4.0%	\$108	+10.0%
	Galveston	38.1%	+5.4%	\$287	+7.2%	\$109	+13.0%
	Port Aransas	48.2%	+19.5%	\$374	-1.3%	\$180	+17.9%
	South Padre Island	54.9%	+14.4%	\$252	+0.4%	\$138	+14.8%
Sep	Corpus Christi	32.7%	+3.8%	\$177	-2.4%	\$58	+1.4%
	Galveston	20.9%	-9.9%	\$224	+0.7%	\$47	-9.3%
	Port Aransas	25.6%	+0.3%	\$262	-6.3%	\$67	-6.0%
	South Padre Island	31.6%	+2.6%	\$187	-2.7%	\$59	-0.2%
Oct	Corpus Christi	36.5%	+10.5%	\$171	+4.2%	\$62	+15.2%
	Galveston	22.5%	-11.7%	\$227	+6.9%	\$51	-5.6%
	Port Aransas	28.2%	+16.4%	\$264	+10.1%	\$74	+28.2%
	South Padre Island	34.0%	+11.5%	\$161	+0.7%	\$55	+12.3%

## Fiscal Year-to-Date Corpus Christi Performance

Occupancy  
**36.5%**  
+10.5%

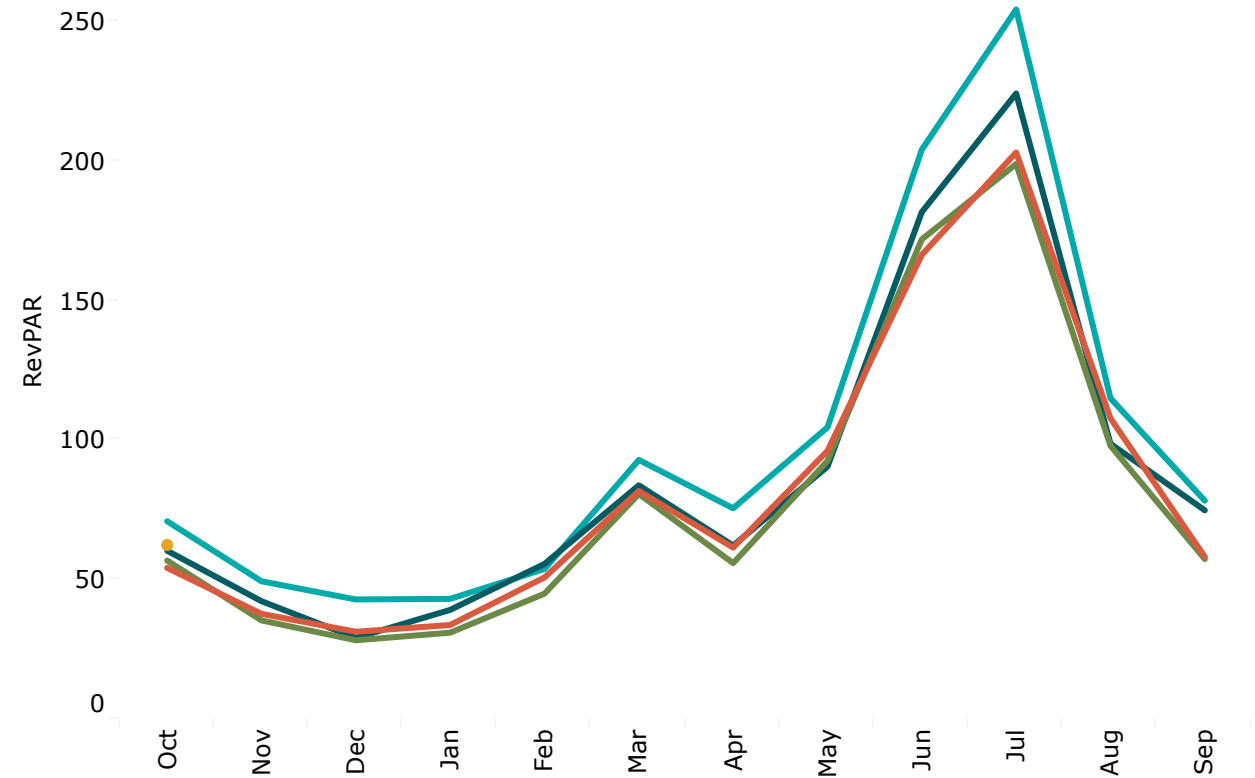
ADR  
**\$171**  
+4.2%

RevPAR  
**\$62**  
+15.2%

## Short Term Rental RevPAR by Month

Last Three Fiscal Years

2022 2023 2024 2025 2026



Note: Occupancy is not reflective of overall changes in short term rental demand  
Source: KeyData



# Visitor Profile

## October 2025 Domestic Visits



**1.3 days**  
Avg. Length of Stay



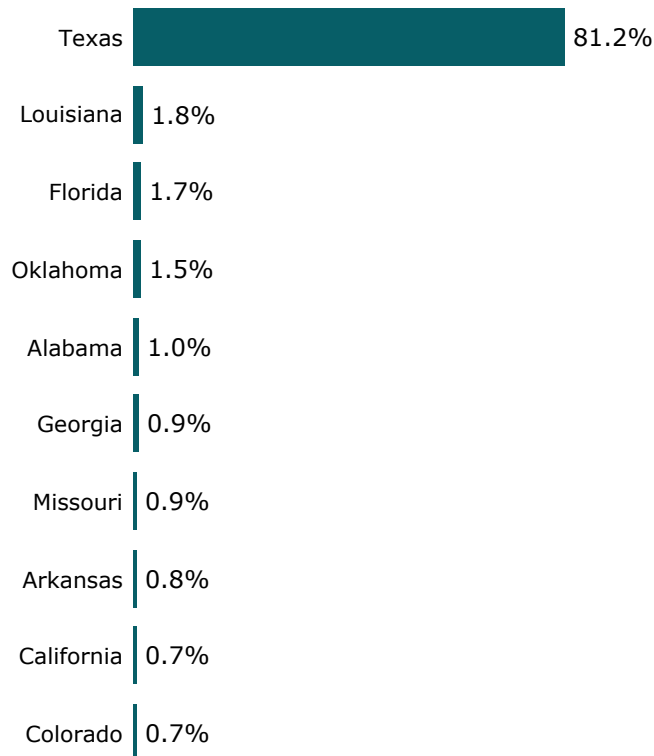
**72%**  
Overnight Trip Share



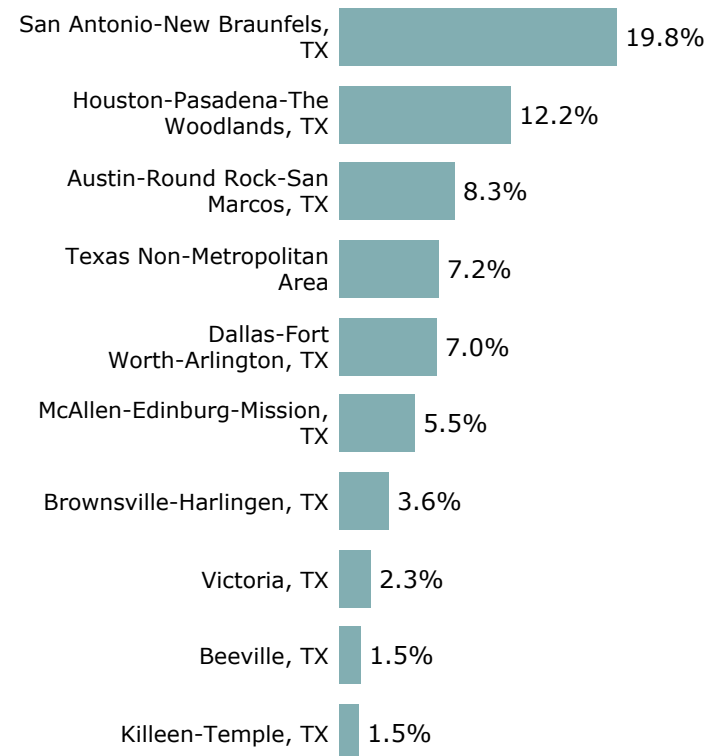
**54%**  
Repeat Trip Share

### Top Origin Markets

#### States

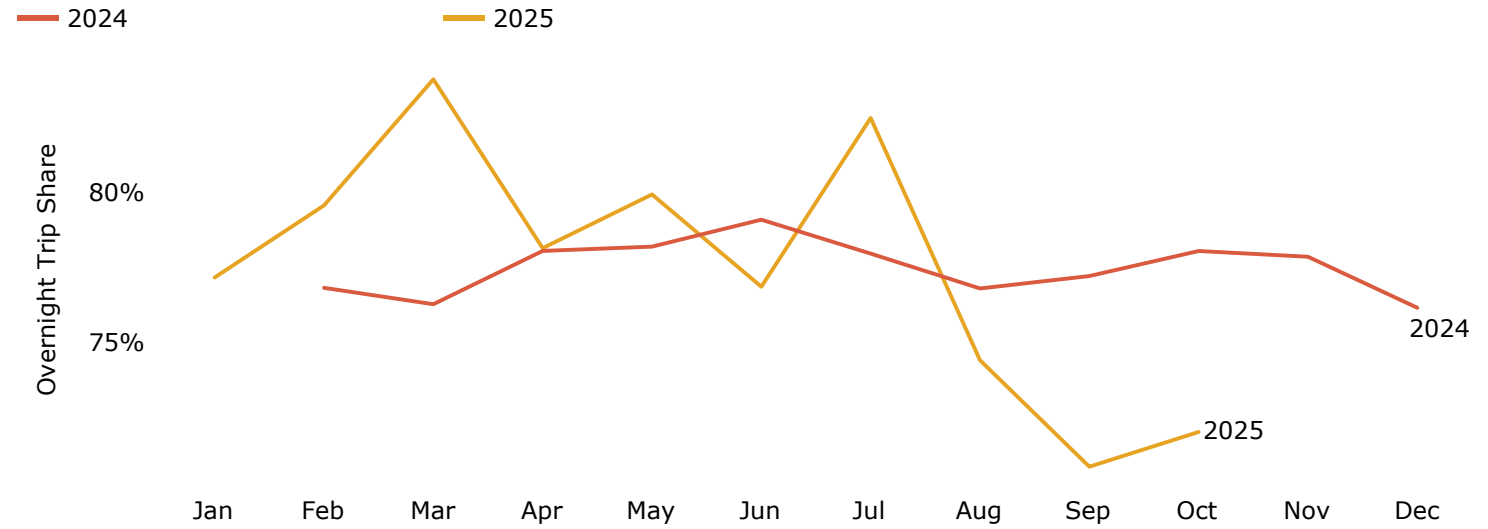


#### MSA



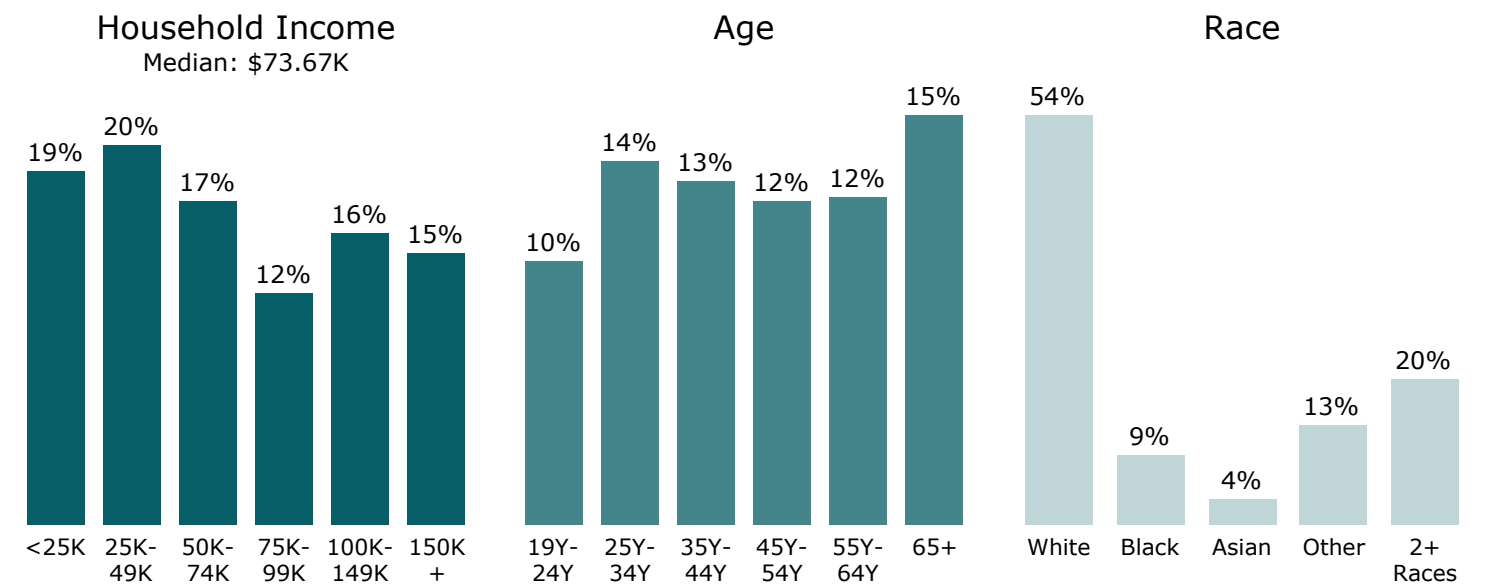
## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month



### October 2025 Visitor Origin Demographics

Share of Total

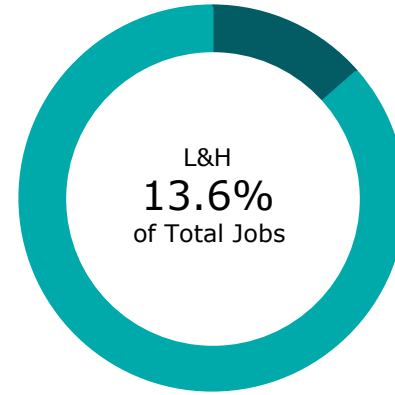




# Corpus Christi Leisure & Hospitality Workforce

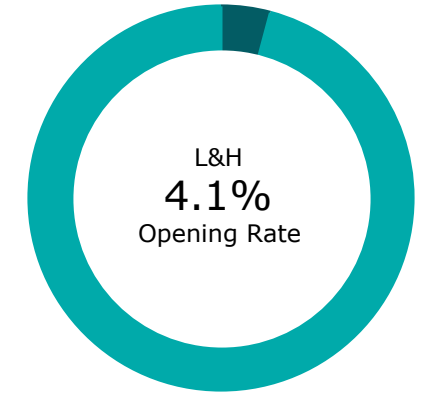
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of August 2025  
**27.2K**  
+0.0% YOY | -1.4% vs. 2019



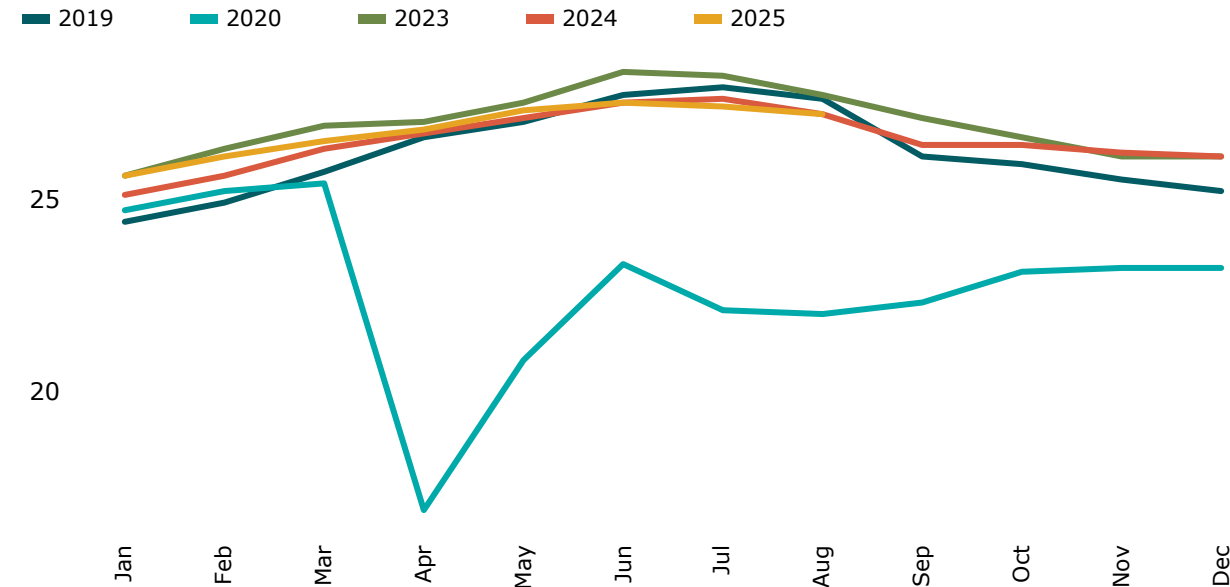
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of July 2025  
**1.2K**  
-6.6% YOY | -10.1% vs. 2019



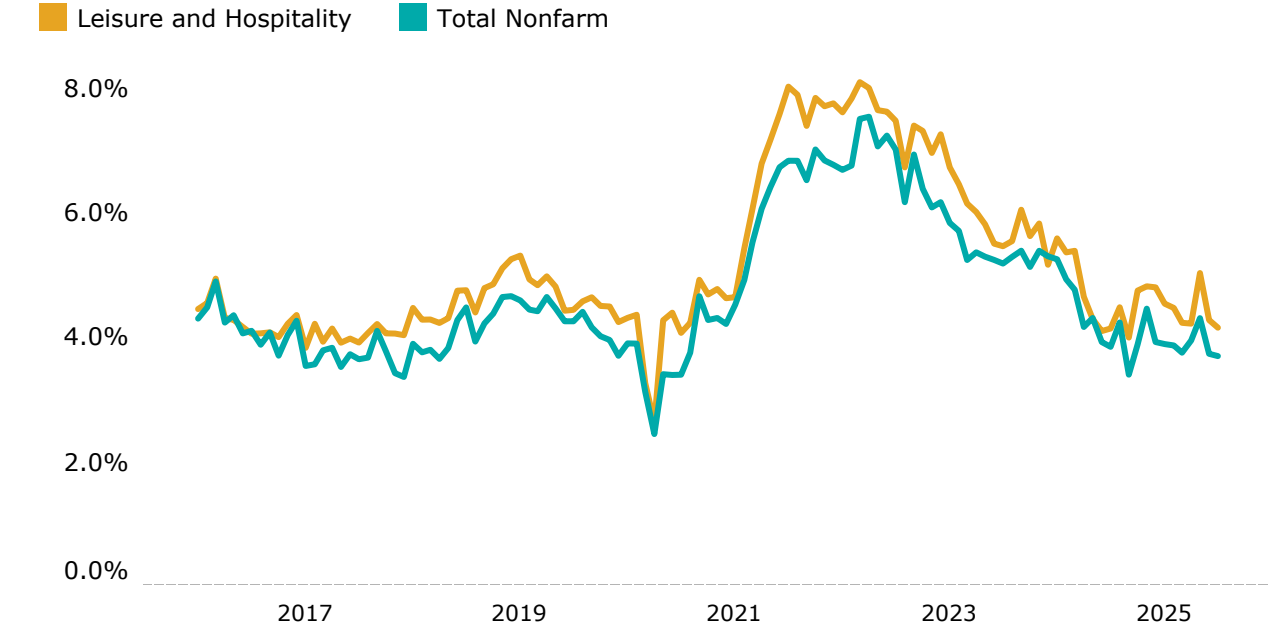
### Employment Recovery

Leisure & Hospitality Jobs (Thousands)



### Job Opening Rate

Share of total available jobs that are not filled



Source: Bureau of Labor Statistics

Source: Tourism Economics



# Corpus Christi International TSA Checkpoint Volume & Visitor Origins



## Monthly TSA Checkpoint Volume

October 2025 Volume

**41.1K**

+4.1% YOY

## Year-to-Date TSA Checkpoint Volume & Visitor Origins

October Volume

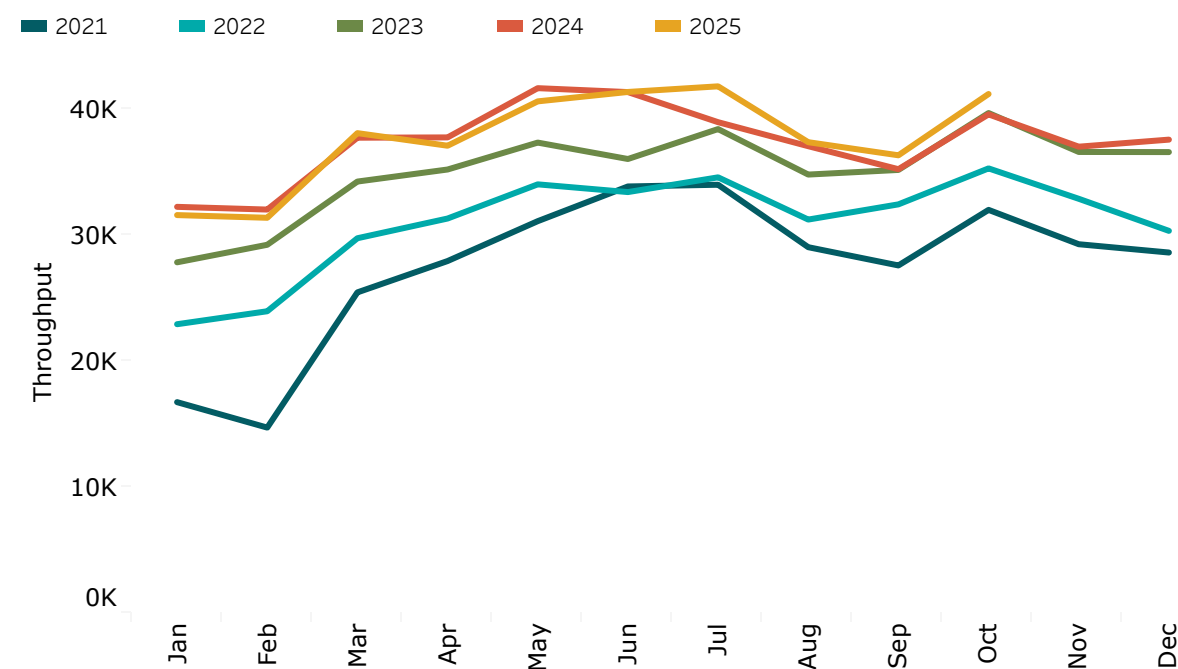
**41.1K**

+0.4% YOY

Source: Transportation Security Administration

### TSA Checkpoint Volume by Month

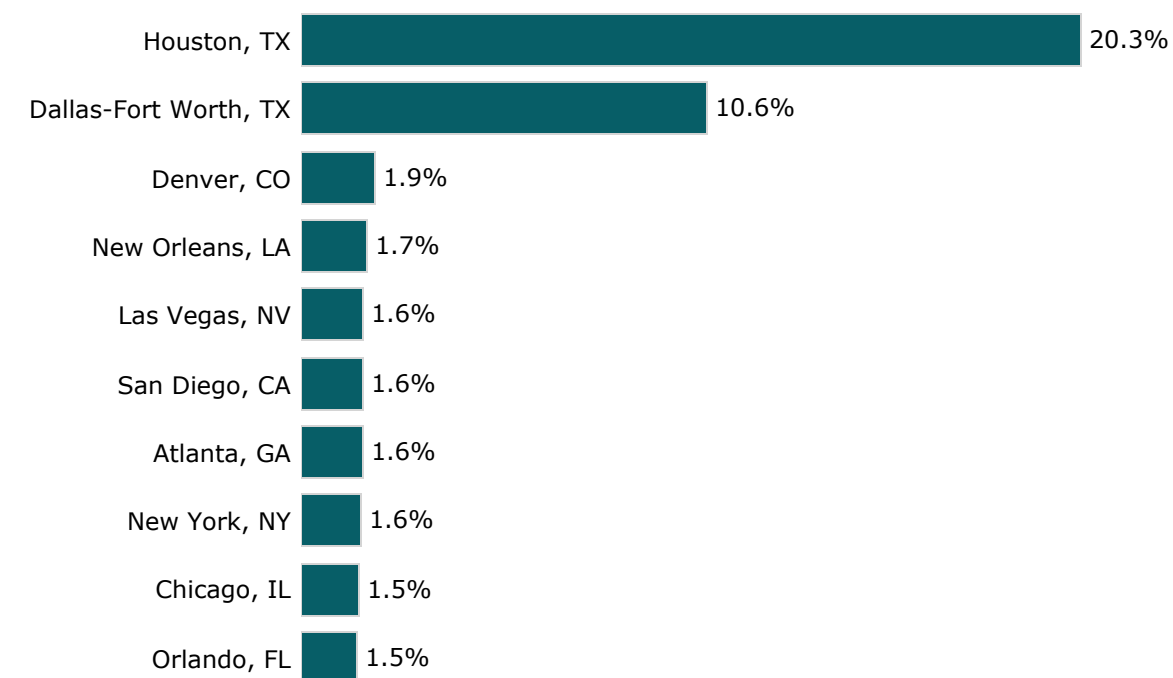
Last Five Calendar Years



Source: Transportation Security Administration

### Top Origin Markets - Air

Oct 2024 - Sep 2025 Visitor Arrivals



Source: OAG



# Visit Corpus Christi Meeting & Sports Sales



## Jan - Oct 2025 Meetings & Sports Events

Events  
**99**

Rooms  
**65.6K**

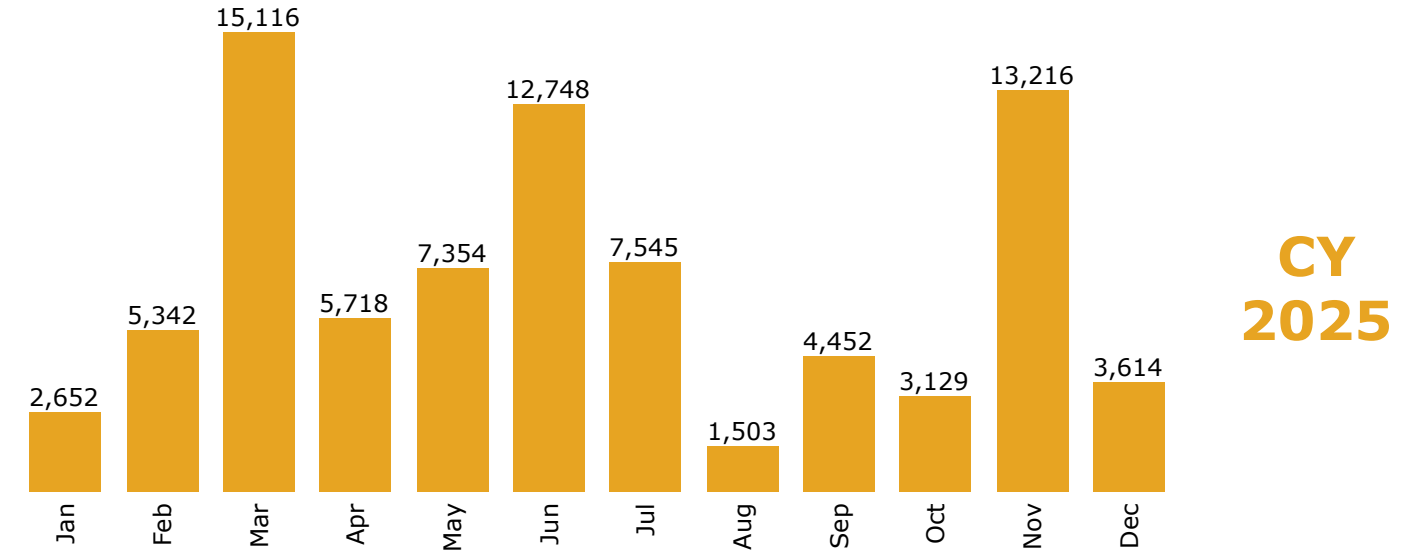
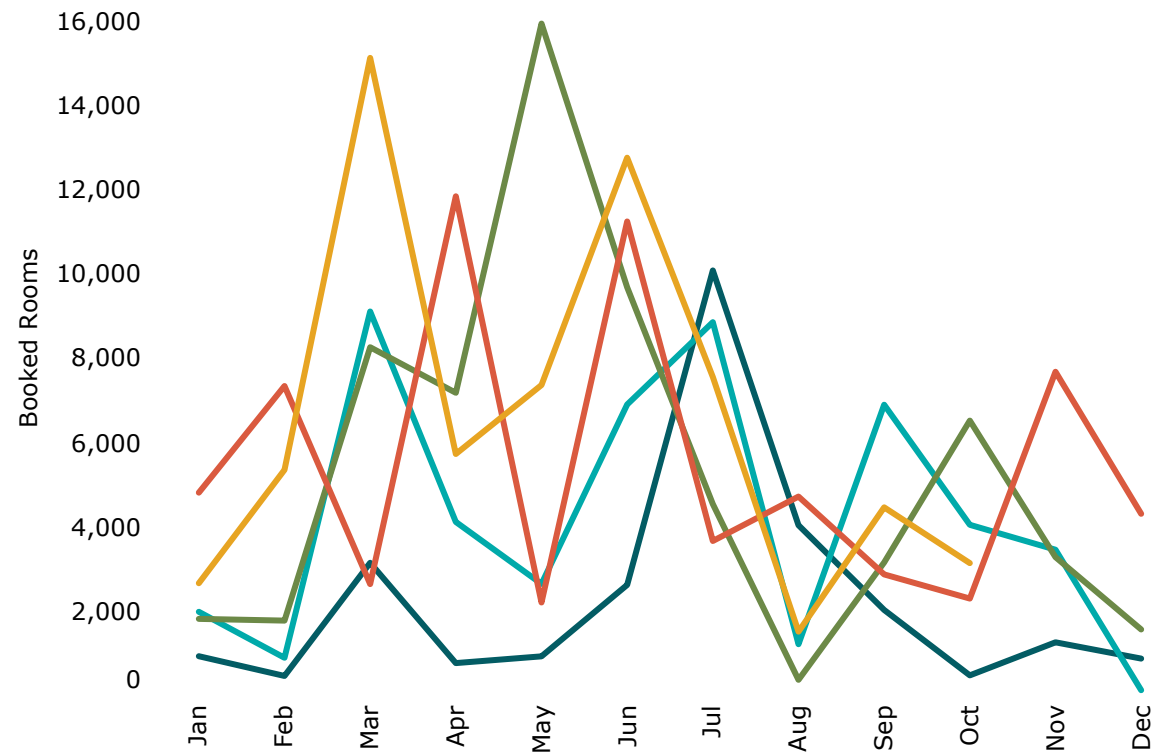
Attendees  
**95.3K**

## Future Rooms On-the-Books

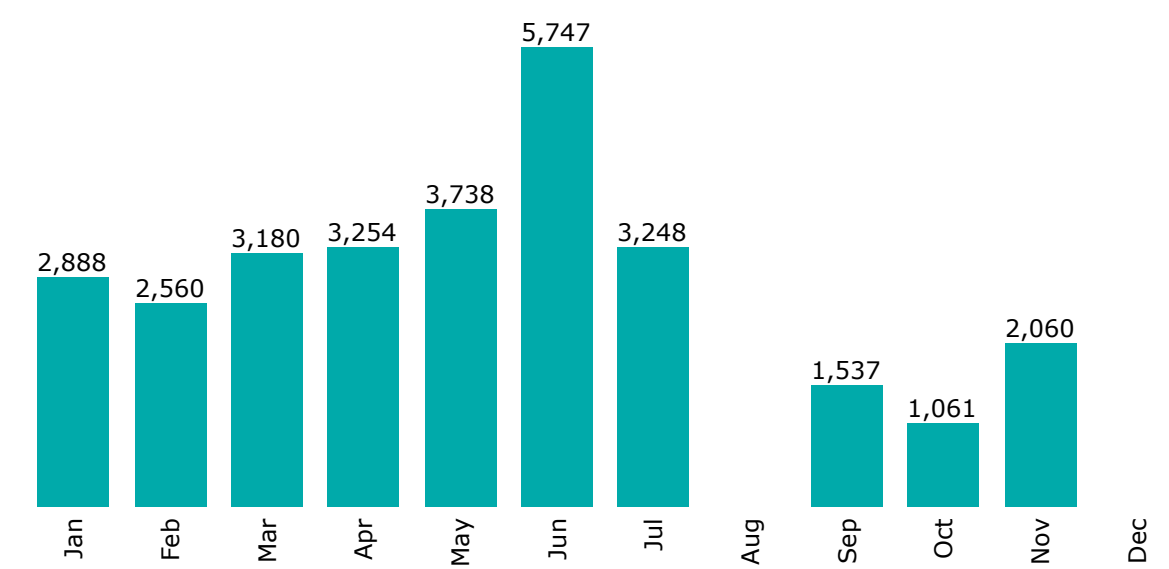
### Definite Rooms

Past Rooms On-the-Books by Calendar Year

2021 2022 2023 2024 2025



### CY 2026



On-the-Books as of 11/21/2025

# Website Performance Summary

October 2025



## 228.6K

Total Sessions  
+96.0% YOY



## 1.7 pages

Pages per Session  
-0.60 pages YOY



## 49.6%

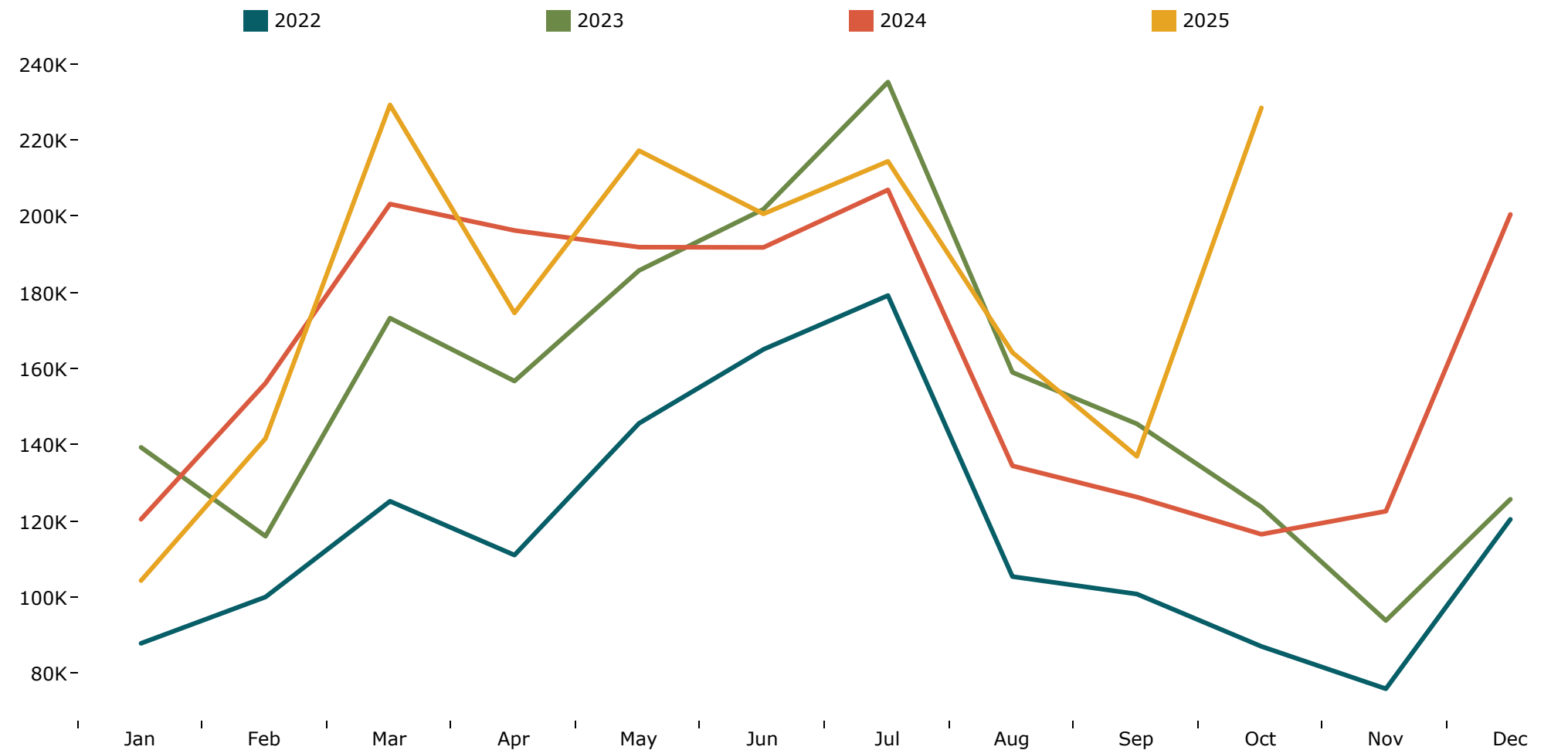
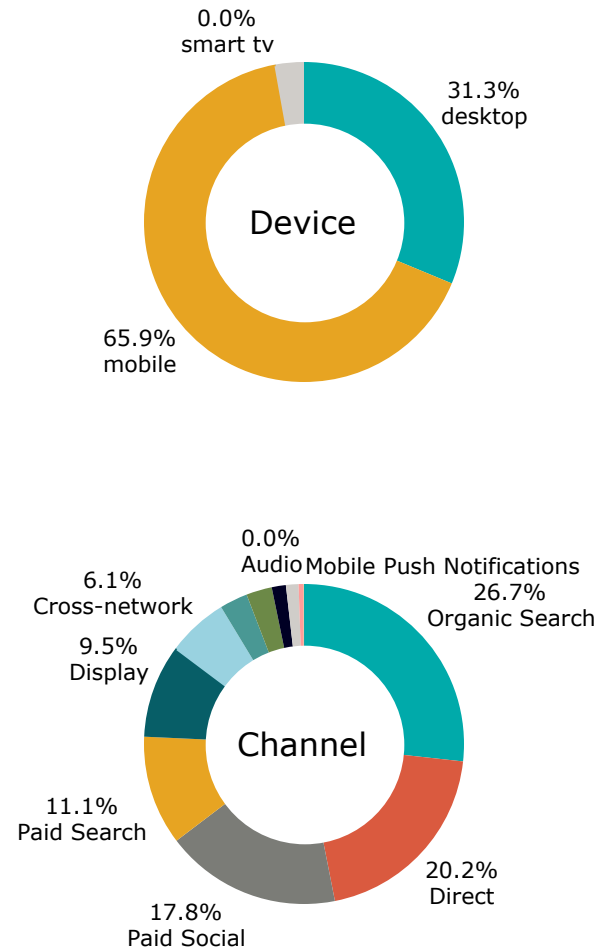
Bounce Rate  
+42.1% YOY



## 00:01:47

Avg. Session Duration  
-30.9% YOY

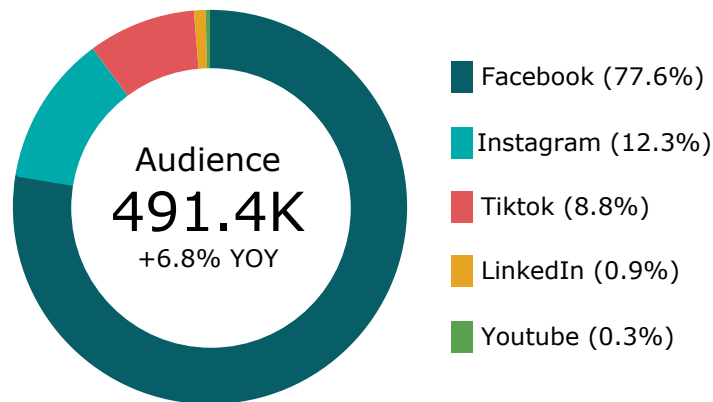
## Website Sessions by Month



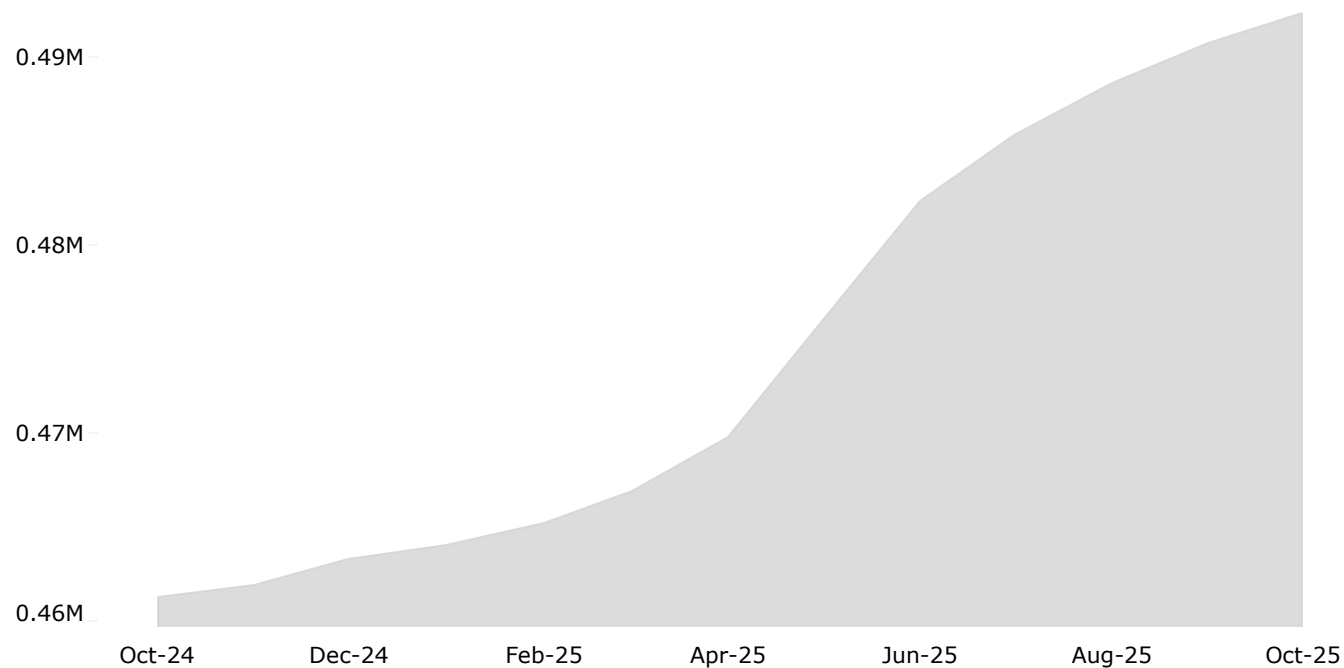


# Social Media Summary

## Audience Overview



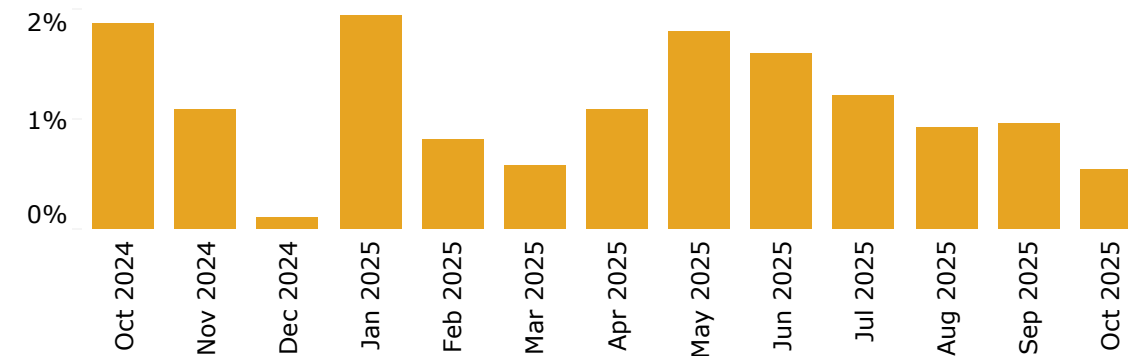
### Audience by Month



## Engagements & Impressions

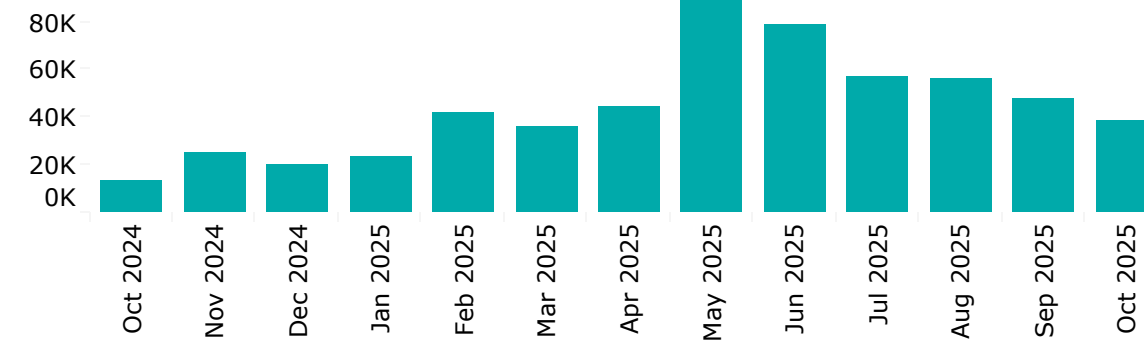
### Engagement Rate

October 2025  
**0.5%**  
-1.3% pt YOY



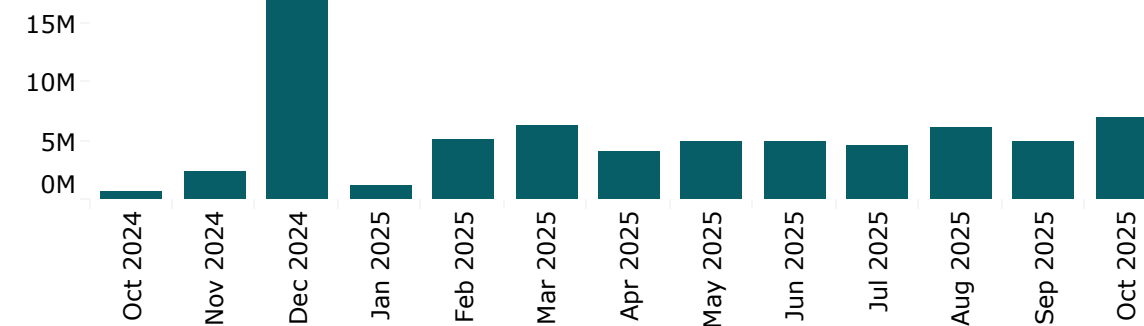
### Engagements

October 2025  
**38.7K**  
+180.2% YOY



### Impressions

October 2025  
**7.0M**  
+855.8% YOY





# Social Media Performance by Platform

October 2025



## Facebook

Audience  
**381.4K**  
+2.9% YOY

<b>Engagement Rate</b>	<b>0.4%</b>
<b>Impressions</b>	<b>5,985,276</b>
<b>Video Views</b>	<b>463,700</b>
<b>Engagement</b>	<b>21,154</b>
Comments	278
Reactions	6,737
Shares	838
Post Link Clicks	1,805
Other Post Clicks	11,496

## Instagram

Audience  
**60.2K**  
+13.7% YOY

<b>Engagement Rate</b>	<b>0.9%</b>
<b>Impressions</b>	<b>886,505</b>
<b>Video Views</b>	<b>102,473</b>
<b>Engagement</b>	<b>7,872</b>
Comments	82
Reactions	5,440
Saves	9
Shares	1,674

## YouTube

Audience  
**1.7K**  
+42.9% YOY

<b>Engagement Rate</b>	
<b>Impressions</b>	
<b>Video Views</b>	<b>117,618</b>
<b>Engagement</b>	<b>182</b>
Comments	3
Reactions	82
Shares	78
Post Link Clicks	
Other Post Clicks	0
Other Engagements	19

## LinkedIn

Audience  
**4.6K**  
+33.5% YOY

<b>Engagement Rate</b>	<b>9.6%</b>
<b>Impressions</b>	<b>9,648</b>
<b>Video Views</b>	<b>0</b>
<b>Engagement</b>	<b>922</b>
Comments	15
Reactions	279
Shares	3
Post Link Clicks	625

## Tiktok

Audience  
**43.4K**  
+36.1% YOY

<b>Engagement Rate</b>	<b>5.3%</b>
<b>Video Views</b>	<b>162,519</b>
<b>Engagement</b>	<b>8,534</b>
Comments	58
Reactions	6,003
Shares	2,473

