



# Visit Corpus Christi Monthly Data Report

February 2026





# Executive Summary

February 2026



## Highlights

Hotel revenue was up 16.7% YOY to \$12.7M driven by both a 12.3% increase in demand and a 4.1% increase in ADR to \$91. With 0.2% increase in supply, occupancy increased 12.1% YOY to 49.4%. RevPAR increased 16.7% YOY to \$45.

Short-term rental revenue increased 28.1% YOY to \$2.4M. This increase was driven by a 12.0% increase in demand and a 14.4% increase in ADR to \$191. Occupancy increased 6.0% YOY to 37.8% and RevPAR increased 21.3% YOY to \$72.

Website performance was strong in January as user count increased 10.1% YOY to 89.2K and session count increased 10.0% YOY to 115.6K sessions. Despite a slight drop in engagement rate (-2.3% pt YOY), the number of engaged sessions increased 6.2% YOY to 73.6K engaged sessions.

U.S. hotels in February reported demand up 2.9% and supply up just 0.7% year-over-year, driving occupancy gains of 2.3%. ADR rose 2.0% and RevPAR grew 4.3%, as operators continued to push rate amid steady traveler demand heading into the spring travel season.

U.S. Nonfarm payrolls fell 92K in February after January gains (+126K), with declines in health care (strike-driven), information, and federal jobs (-330K since Oct 2024). Wages rose 0.4% MOM (3.8% YOY). Inflation held at 2.4%, (3.2% one year ago) with airline fares up 7.1% YOY due to rising fuel costs.



Hotel Demand  
**138.1K**  
+4.4% YOY



Hotel ADR  
**\$97.84**  
+4.0% YOY



Hotel RevPAR  
**\$55.29**  
+13.0% YOY



Overnight Trip Share  
**89%**



L&H Jobs  
**26.3K**  
+0.8% YOY  
(As of December 2025)



CRP Checkpoint Volume  
**31.9K**  
+1.0% YOY  
(January 2026)



Website Sessions  
**160.6K**  
+15.0% YOY

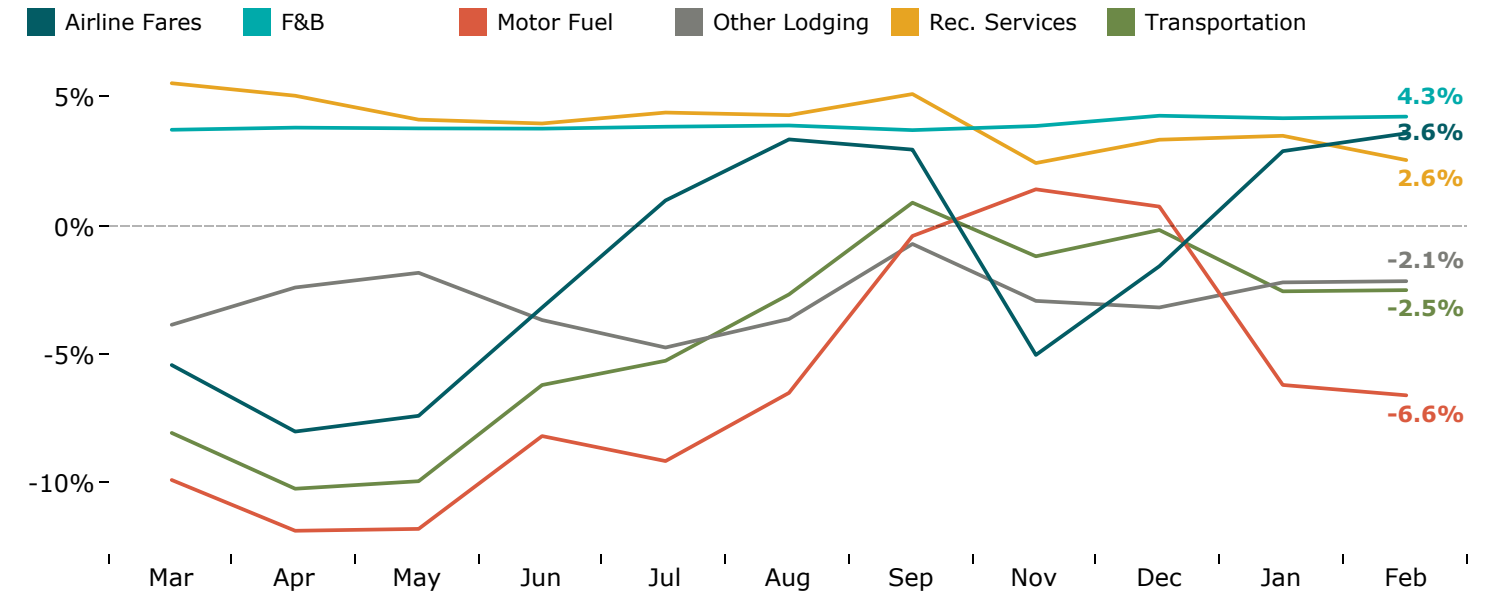


Social Media Audience  
**501.4K**  
+7.8% YOY

# Travel Trends

## Travel Price Index

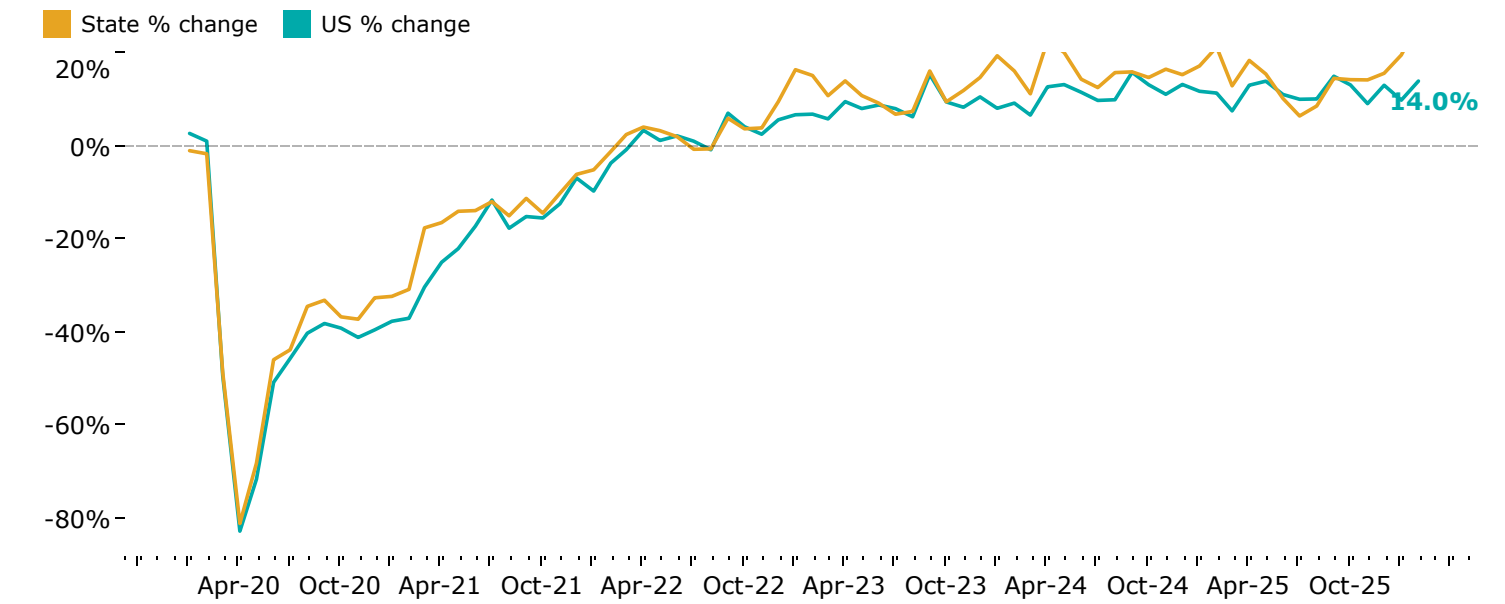
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

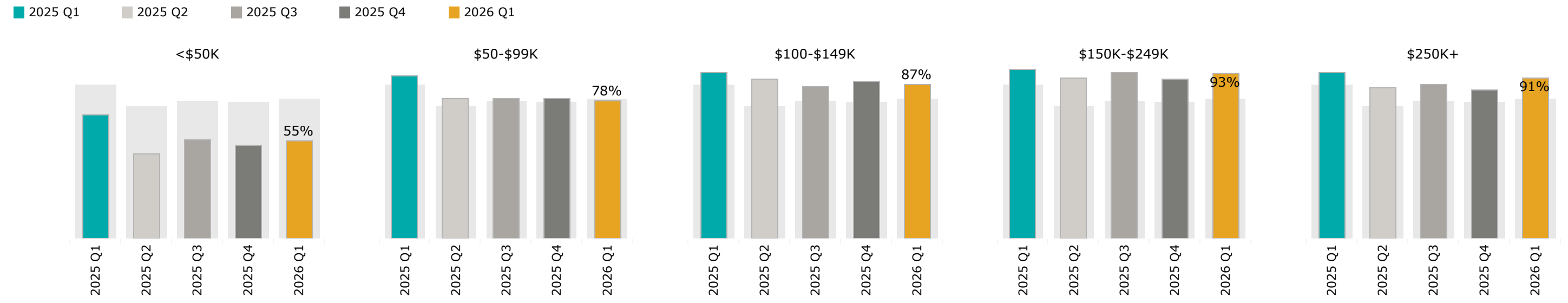
% Change vs. 2019 | Texas vs U.S. total



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)

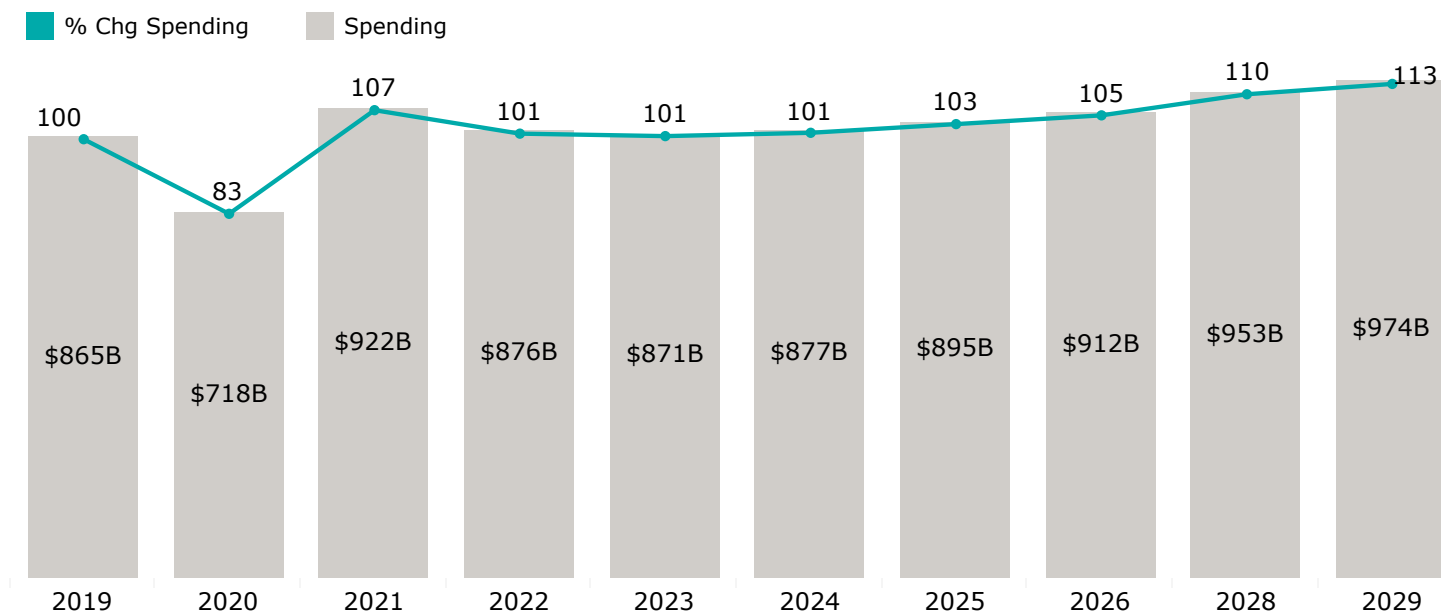


Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast

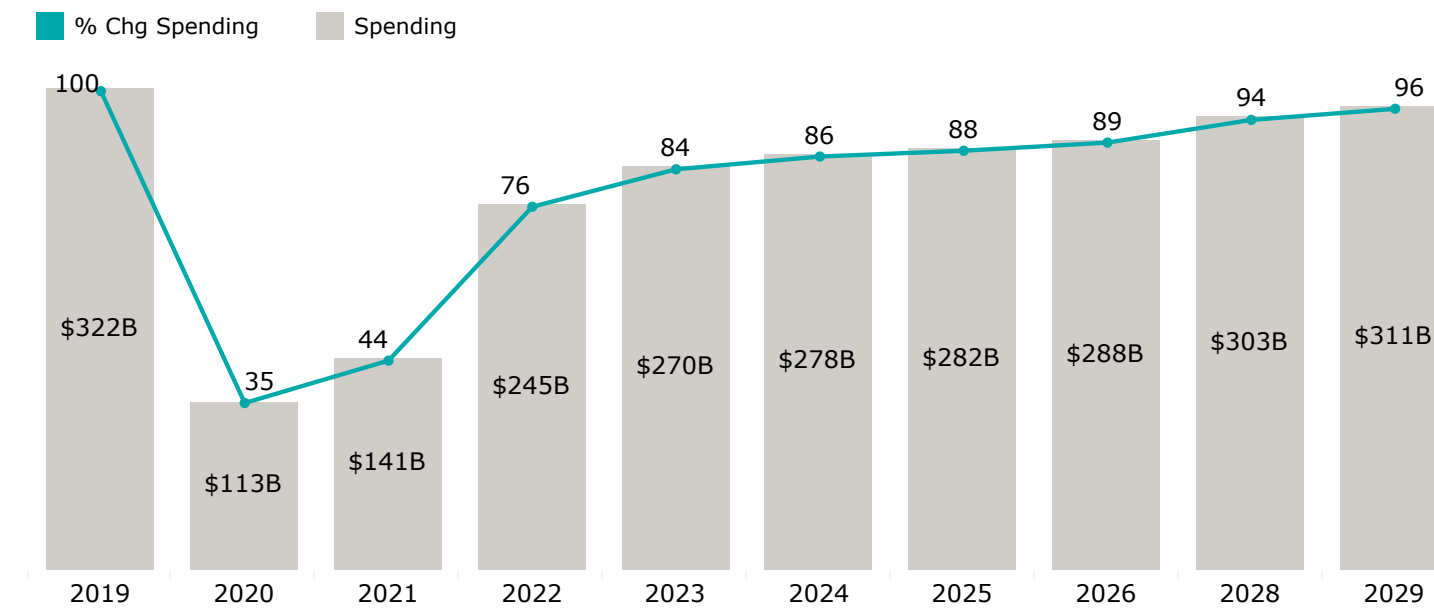
## Real Domestic Leisure Travel Spending

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



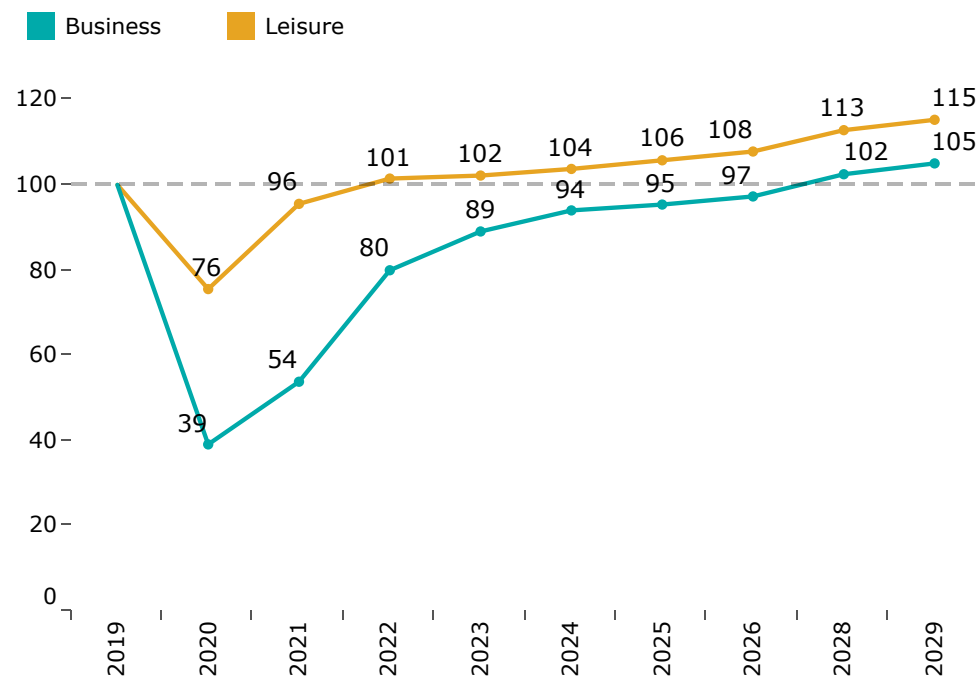
## Real Domestic Business Travel Spending

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



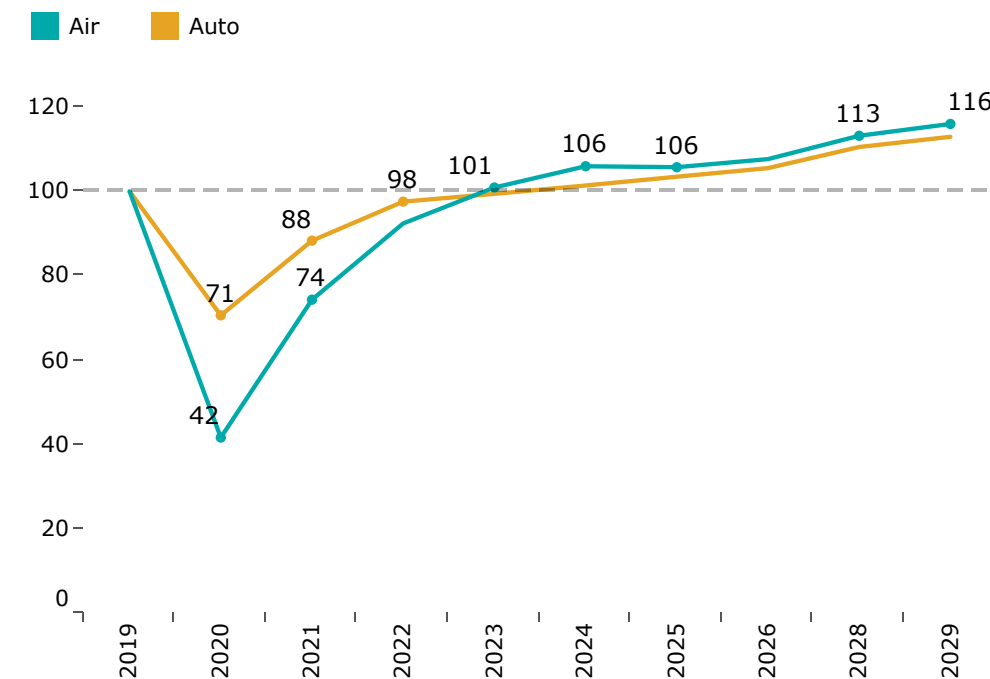
## Leisure vs. Business Travel Volume

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



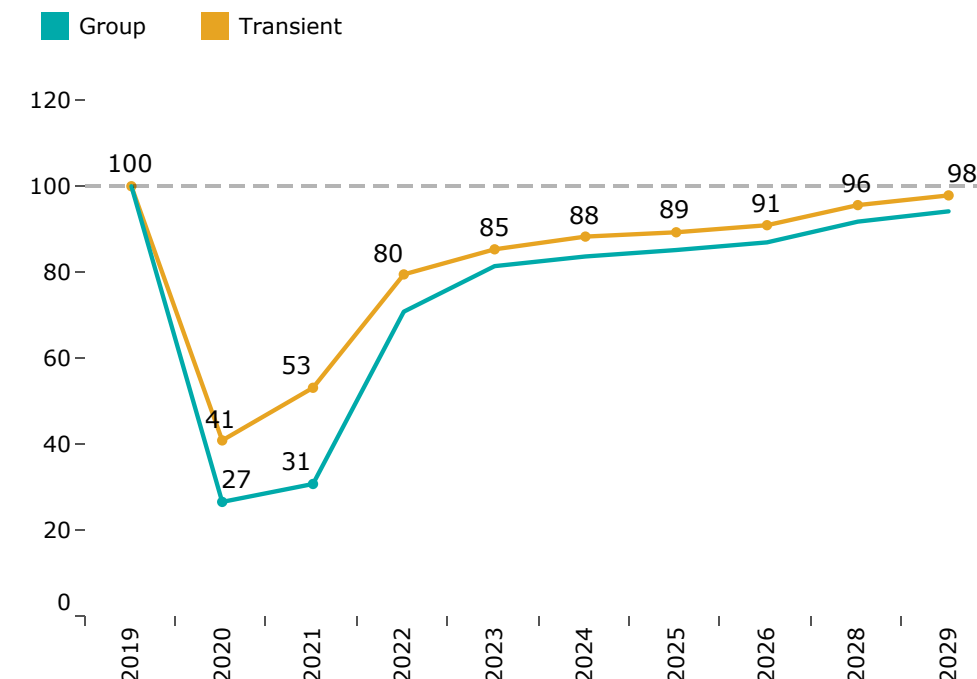
## Auto vs. Air Travel Volume

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



## Group vs. Transient Travel Spending

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





# Hotel Review

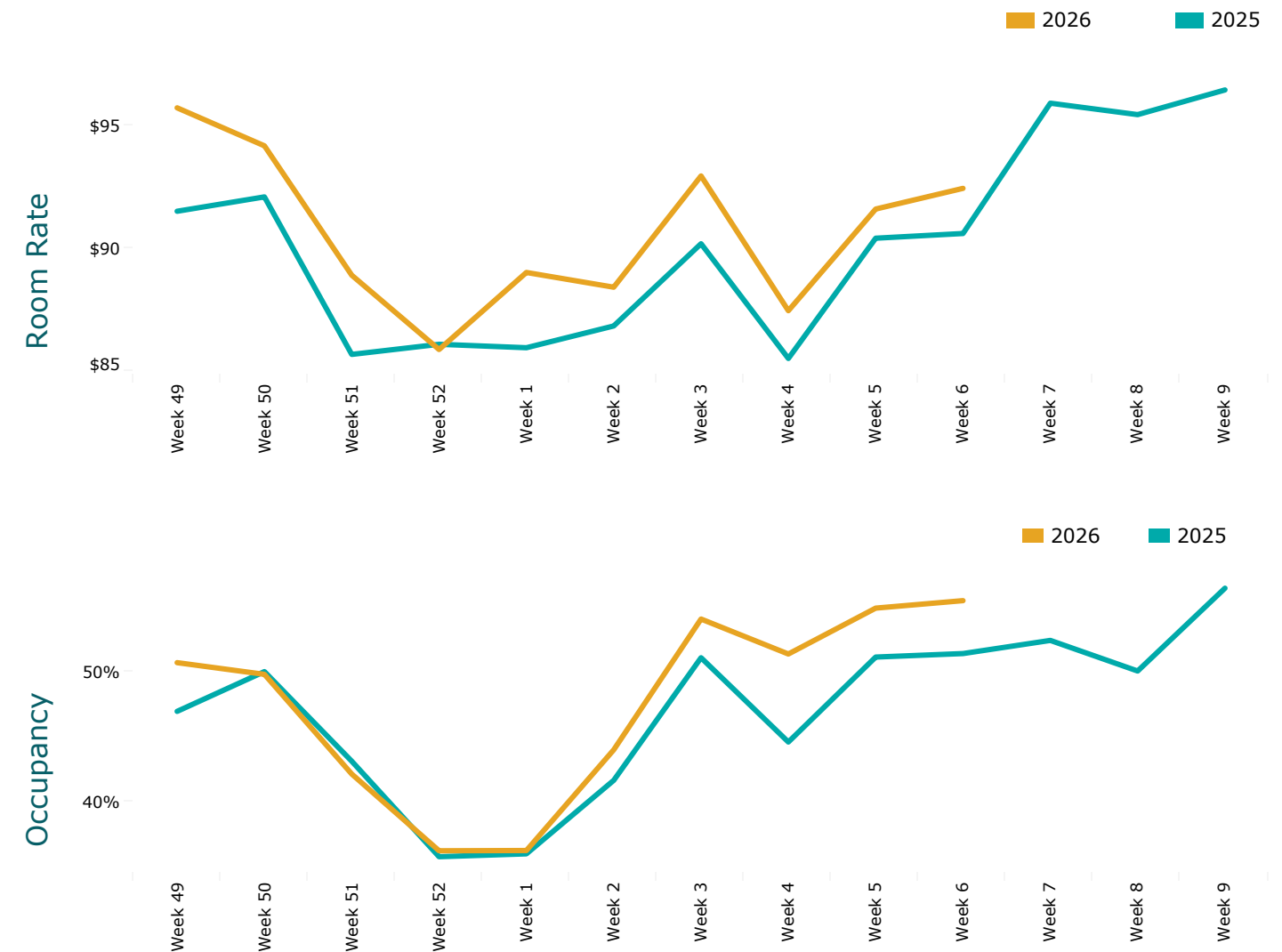


## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Dec	Corpus Christi	43.4%	+1.2%	\$92	+3.3%	\$40	+4.5%
	Austin	50.7%	-3.1%	\$135	-6.2%	\$68	-9.1%
	Galveston	45.6%	-1.5%	\$135	+0.6%	\$62	-0.9%
	Houston	50.1%	-3.2%	\$108	-1.5%	\$54	-4.7%
	San Antonio	54.9%	-1.0%	\$126	-3.1%	\$69	-4.1%
	South Padre Island	58.5%	+9.1%	\$104	-1.2%	\$61	+7.8%
	Texas	52.8%	+0.6%	\$113	+0.9%	\$60	+1.4%
	United States	53.0%	-0.9%	\$158	+0.8%	\$84	+0.0%
	Jan	Corpus Christi	49.4%	+12.1%	\$91	+4.1%	\$45
Austin		52.9%	-1.3%	\$146	-6.1%	\$77	-7.4%
Galveston		46.7%	+6.6%	\$131	+7.8%	\$61	+14.9%
Houston		53.6%	+0.7%	\$115	+0.0%	\$62	+0.6%
San Antonio		48.9%	+3.6%	\$122	+2.8%	\$60	+6.5%
South Padre Island		59.4%	+5.3%	\$95	-3.0%	\$56	+2.2%
Texas		53.2%	+0.5%	\$116	+0.2%	\$62	+0.7%
United States		52.4%	-0.2%	\$152	+0.6%	\$80	+0.4%
Feb		Corpus Christi	56.5%	+8.7%	\$98	+4.0%	\$55
	Austin	66.1%	-3.4%	\$164	-5.9%	\$108	-9.1%
	Galveston	55.0%	+2.9%	\$144	+2.9%	\$79	+5.9%
	Houston	64.1%	+3.0%	\$132	+4.1%	\$85	+7.3%
	San Antonio	60.8%	-2.1%	\$137	-2.6%	\$83	-4.6%
	South Padre Island	70.9%	+1.8%	\$111	+5.5%	\$78	+7.4%
	Texas	63.1%	+1.8%	\$127	+1.2%	\$80	+3.0%
	United States	60.4%	+2.3%	\$163	+2.0%	\$98	+4.3%

## Fiscal Year-to-Date Corpus Christi Performance

**Occupancy 51.0%** +6.7%    
**ADR \$94** +2.3%    
**RevPAR \$48** +9.1%    
**Supply 1.4M** -0.6%    
**Demand 696.1K** +6.1%    
**Revenue \$65.4M** +8.5%





# Corpus Christi Hotel Forecast



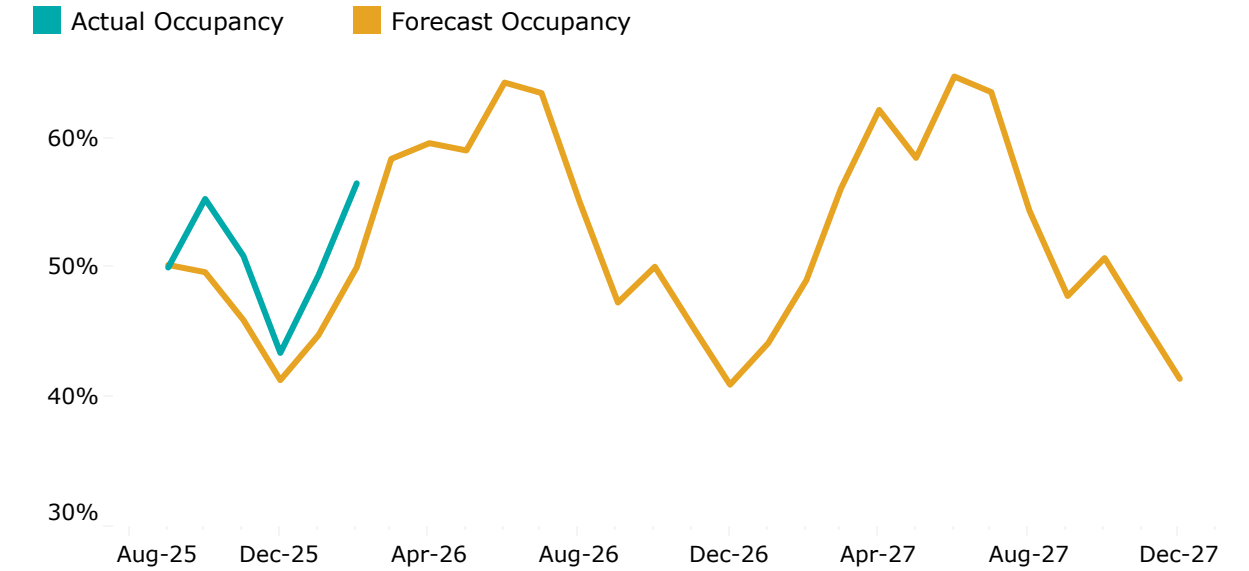
## Hotel Performance Forecast by Quarter

		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2026	Q1	51.1%	\$96	\$49	828.6K	423.6K	\$40.8M
	Q2	61.0%	\$110	\$67	841.8K	513.2K	\$56.2M
	Q3	55.4%	\$108	\$60	856.3K	474.0K	\$51.4M
	Q4	45.5%	\$91	\$42	861.7K	392.0K	\$35.8M
2027	Q1	49.8%	\$96	\$48	842.9K	419.8K	\$40.3M
	Q2	61.8%	\$111	\$69	852.3K	526.4K	\$58.7M
	Q3	55.3%	\$111	\$61	863.3K	477.7K	\$52.9M
	Q4	46.0%	\$93	\$43	865.8K	398.6K	\$37.1M

Forecast

## Forecast vs. Actuals by Month

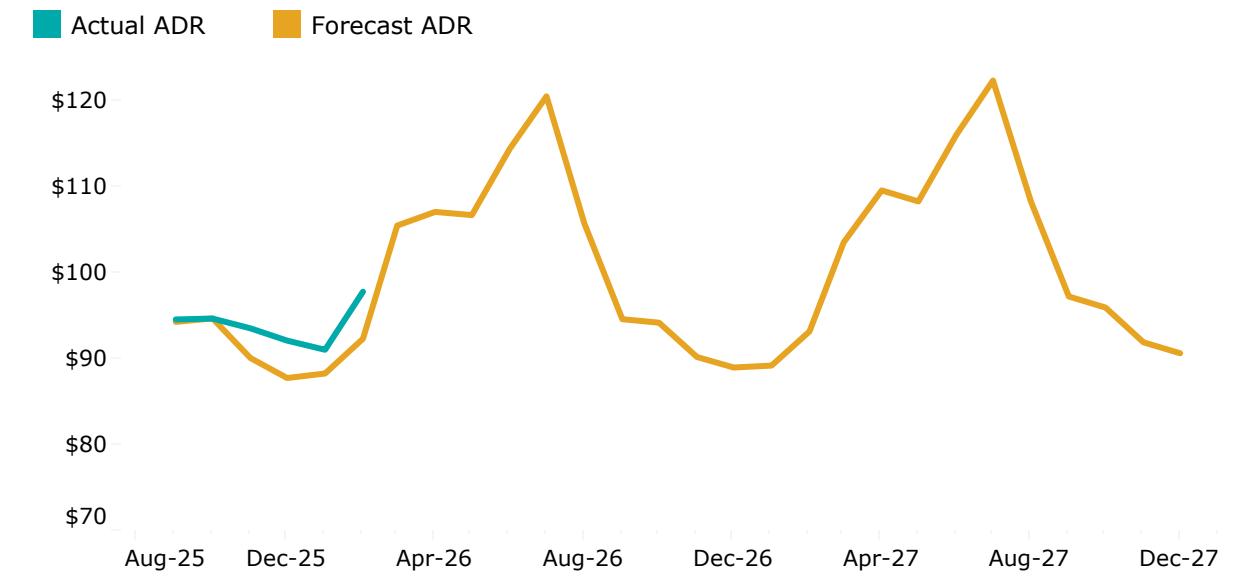
### Occupancy



YOY % Change

		Occupancy % Change	ADR % Change	RevPAR % Change	Supply % Change	Demand % Change	Revenue % Change
2026	Q1	-0.7%	+0.5%	-0.1%	+1.6%	+0.9%	+1.4%
	Q2	+1.4%	-0.1%	+1.2%	+2.0%	+3.4%	+3.3%
	Q3	-3.7%	+0.0%	-3.6%	+2.5%	-1.2%	-1.2%
	Q4	-0.3%	+0.3%	-0.1%	+2.6%	+2.3%	+2.6%
2027	Q1	-2.6%	-0.3%	-2.9%	+1.7%	-0.9%	-1.2%
	Q2	+1.3%	+1.7%	+3.1%	+1.2%	+2.6%	+4.4%
	Q3	+0.0%	+2.1%	+2.1%	+0.8%	+0.8%	+2.9%
	Q4	+1.2%	+1.9%	+3.1%	+0.5%	+1.7%	+3.6%

### Average Room Rate





# Short Term Rental Review



## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Dec	Corpus Christi	21.6%	-1.2%	\$141	+3.0%	\$30	+1.8%
	Galveston	14.3%	-13.1%	\$221	+3.4%	\$32	-10.2%
	Port Aransas	14.0%	-2.9%	\$208	+11.8%	\$29	+8.6%
	South Padre Island	28.9%	+7.1%	\$176	-7.9%	\$51	-1.5%
Jan	Corpus Christi	34.5%	+5.4%	\$93	-6.2%	\$32	-1.1%
	Galveston	12.7%	+27.2%	\$147	-5.6%	\$19	+20.1%
	Port Aransas	21.8%	-6.5%	\$112	+9.5%	\$24	+2.3%
	South Padre Island	56.4%	-2.2%	\$127	-3.7%	\$71	-5.8%
Feb	Corpus Christi	48.0%	+1.2%	\$93	-10.6%	\$45	-9.6%
	Galveston	17.6%	+26.4%	\$140	-2.7%	\$25	+23.1%
	Port Aransas	34.1%	+2.3%	\$101	+3.0%	\$34	+5.3%
	South Padre Island	75.8%	+8.9%	\$141	-2.8%	\$107	+5.8%

## Fiscal Year-to-Date Corpus Christi Performance

Occupancy  
**33.2%**  
+5.3%

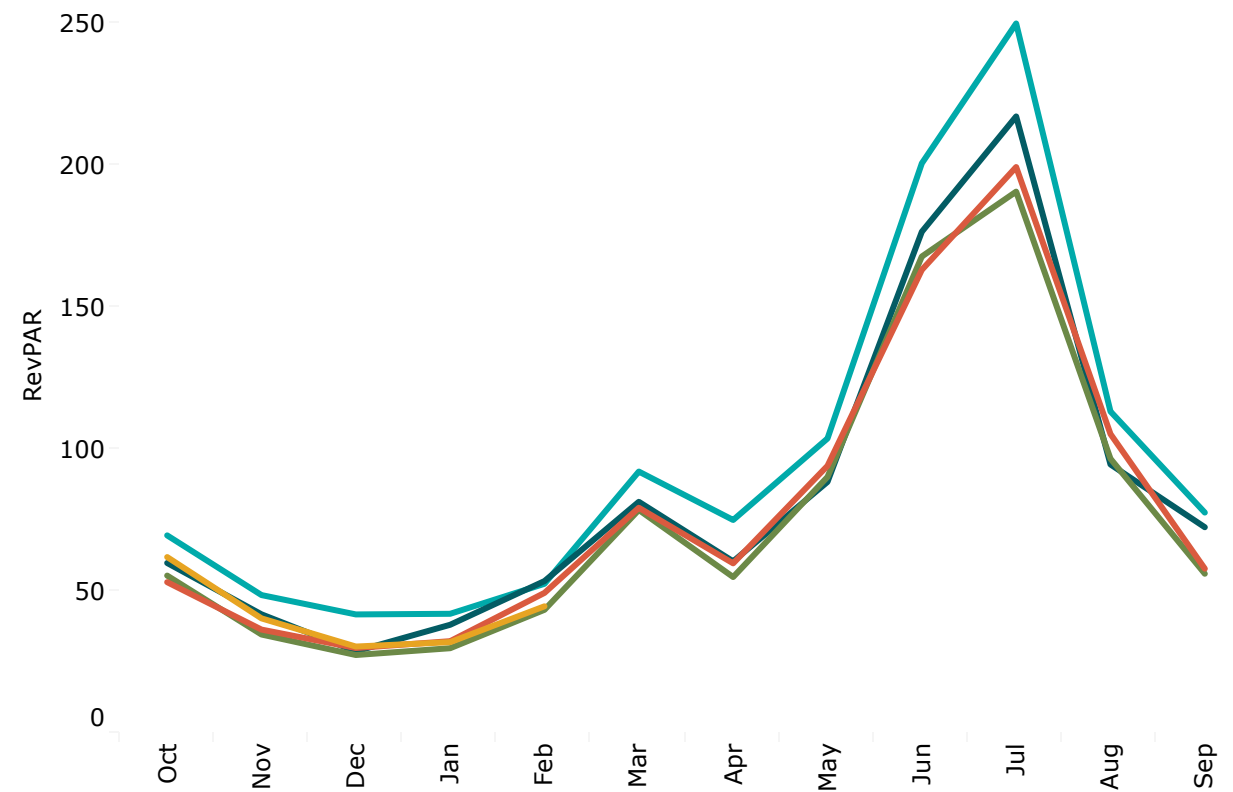
ADR  
**\$126**  
-1.0%

RevPAR  
**\$42**  
+4.3%

## 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

## February 2026 Domestic Visits



**2.1 days**  
Avg. Length of Stay



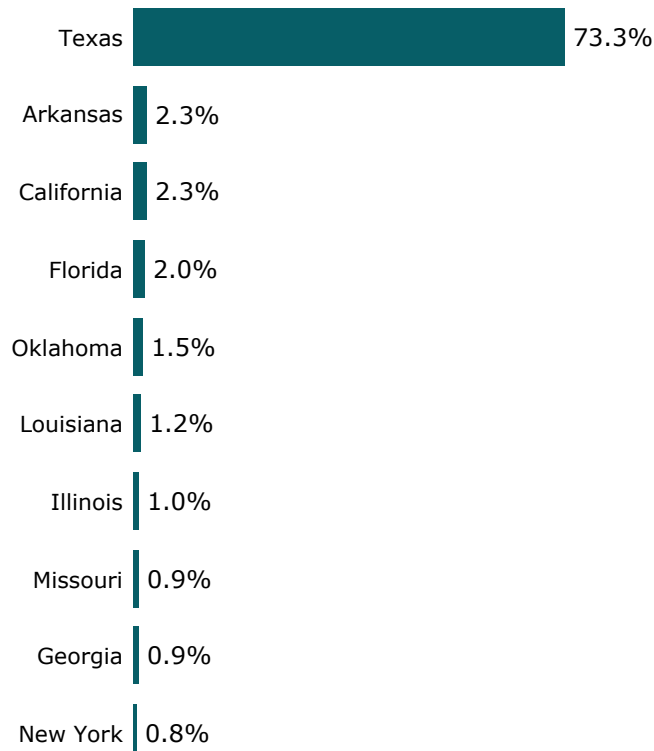
**89%**  
Overnight Trip Share



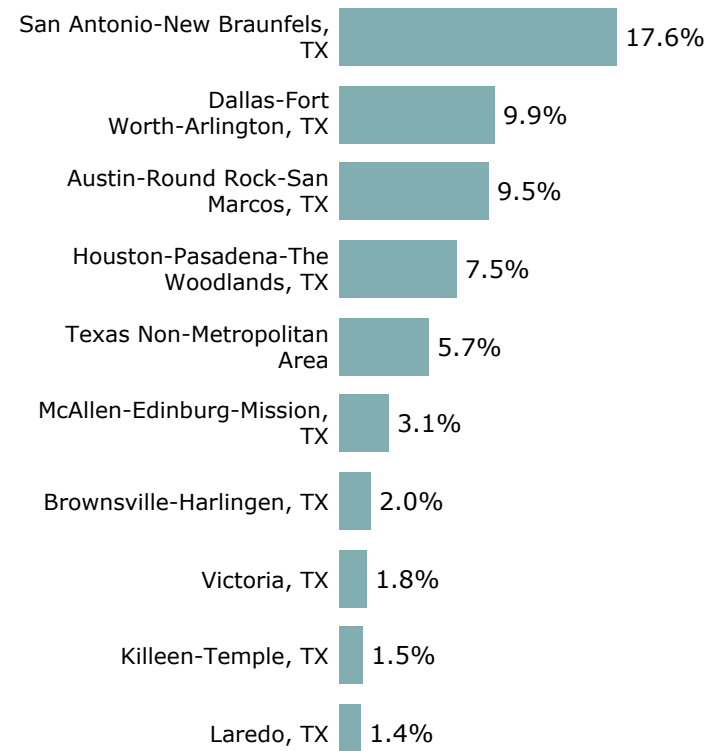
**37%**  
Repeat Trip Share

### Top Origin Markets

#### States

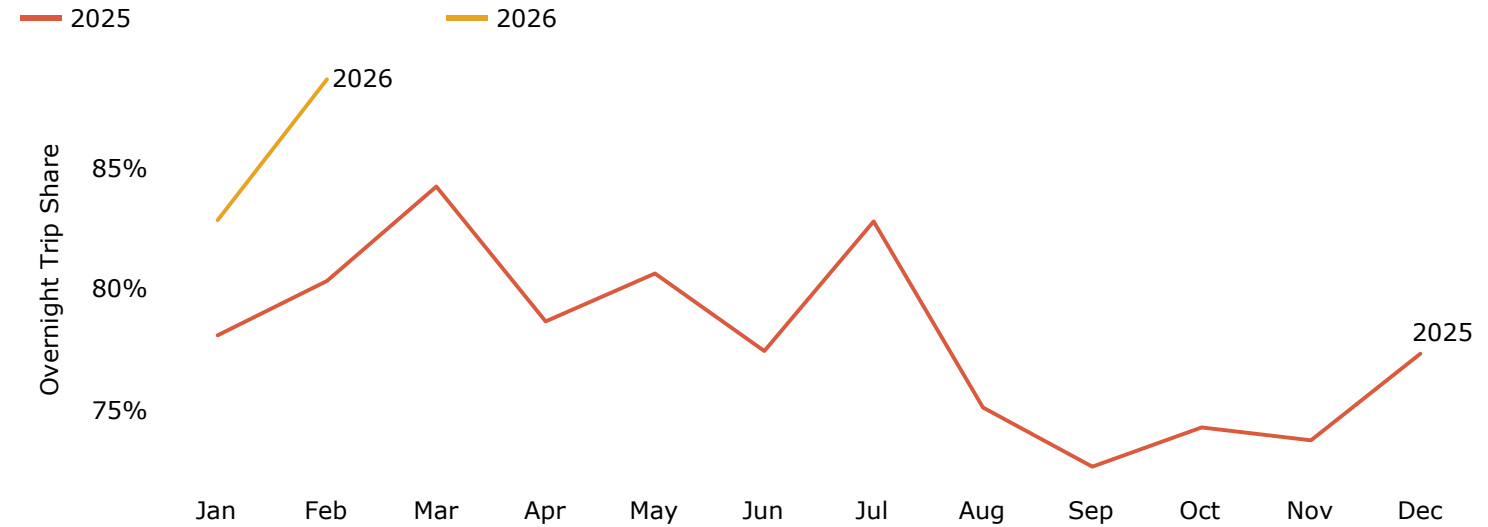


#### MSA



## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month

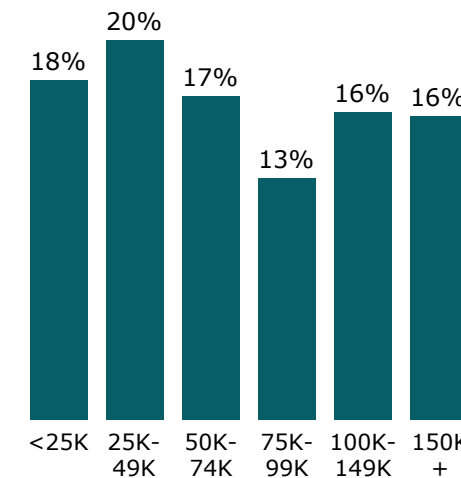


### February 2026 Visitor Origin Demographics

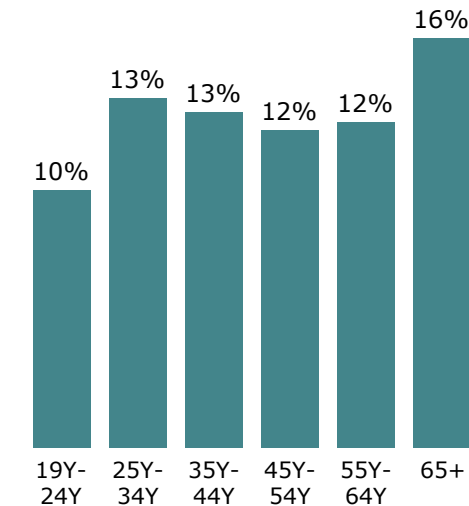
Share of Total

#### Household Income

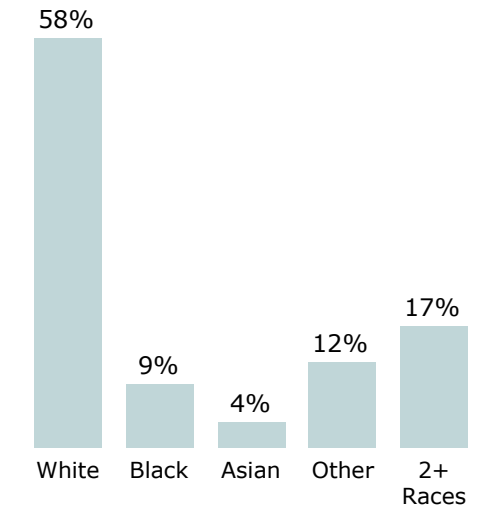
Median: \$76.94K



#### Age



#### Race

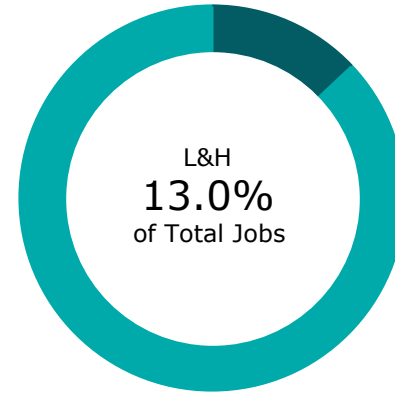




# Corpus Christi Leisure & Hospitality Workforce

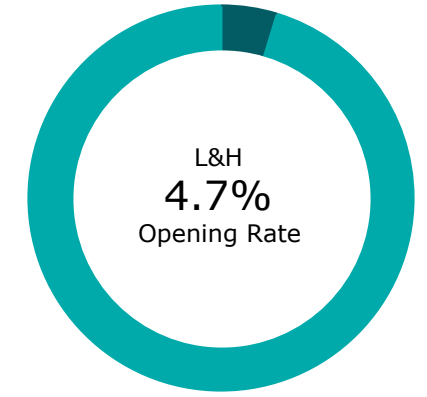
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of December 2025  
**26.3K**  
+0.8% YOY | +4.4% vs. 2019



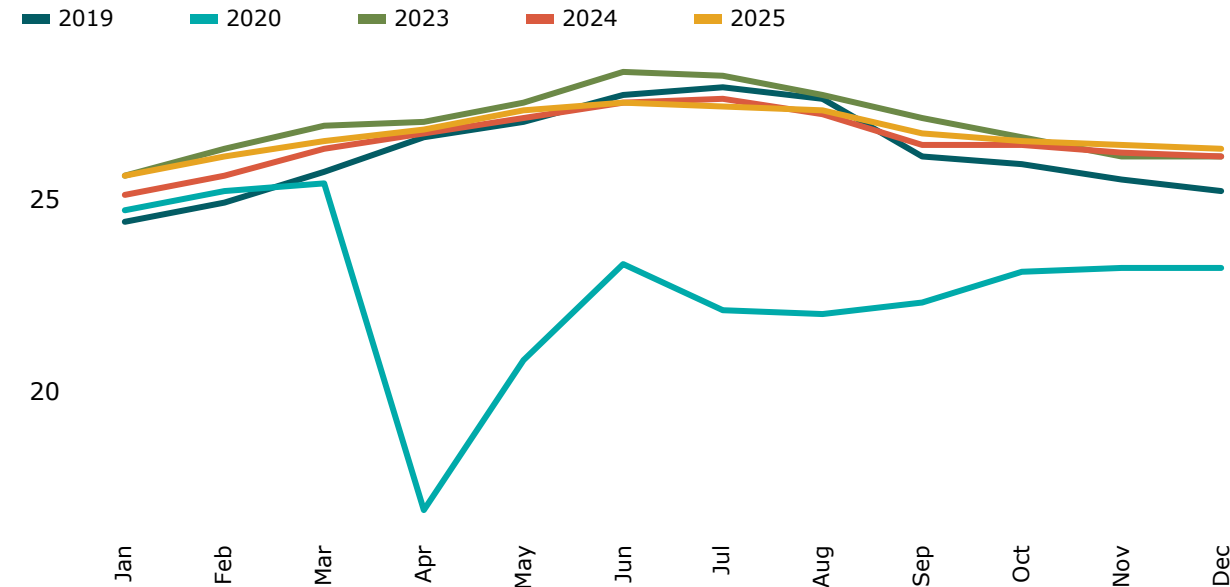
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of November 2025  
**1.3K**  
-0.1% YOY | +17.8% vs. 2019



### Employment Recovery

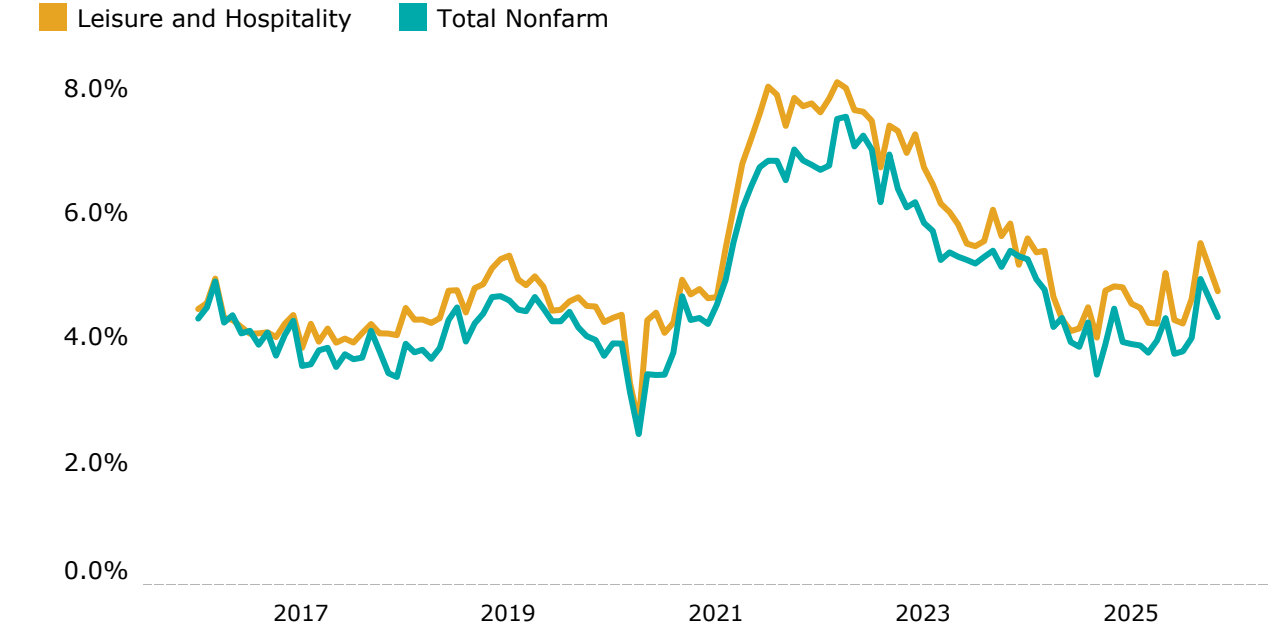
Leisure & Hospitality Jobs (Thousands)



Source: Bureau of Labor Statistics

### Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics



# Corpus Christi International TSA Checkpoint Volume & Visitor Origins



## Monthly TSA Checkpoint Volume

January 2026 Volume

**31.9K**

+1.0% YOY

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

Oct 2025 - Jan 2026 Volume

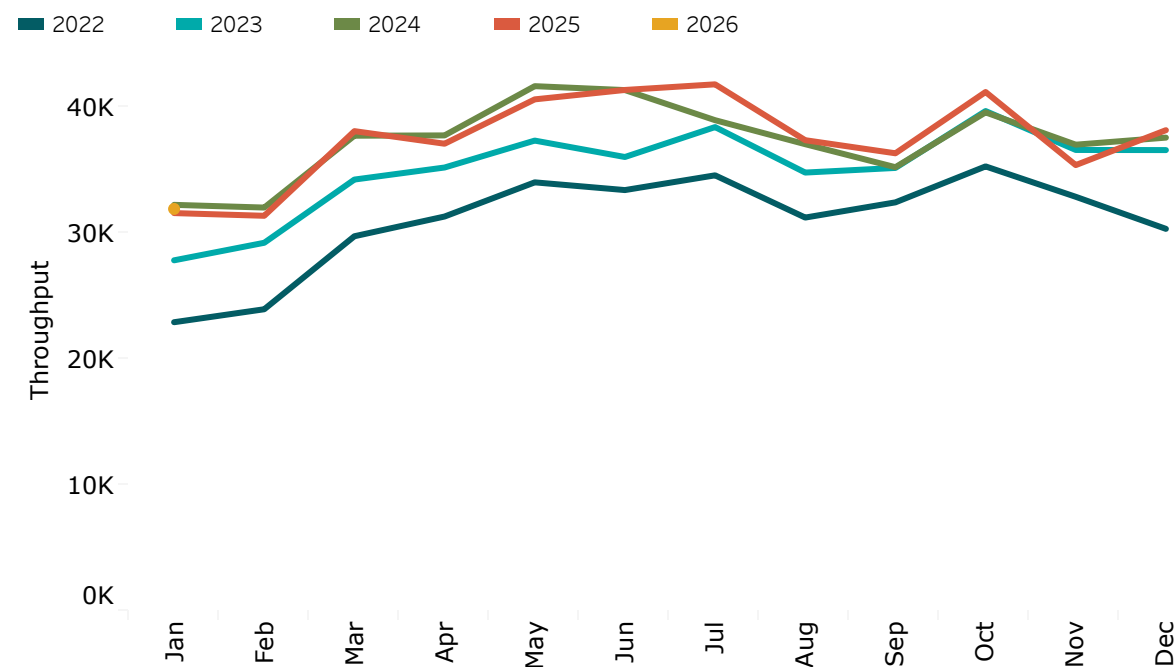
**146.4K**

+4.1% YOY

Source: Transportation Security Administration

### TSA Checkpoint Volume by Month

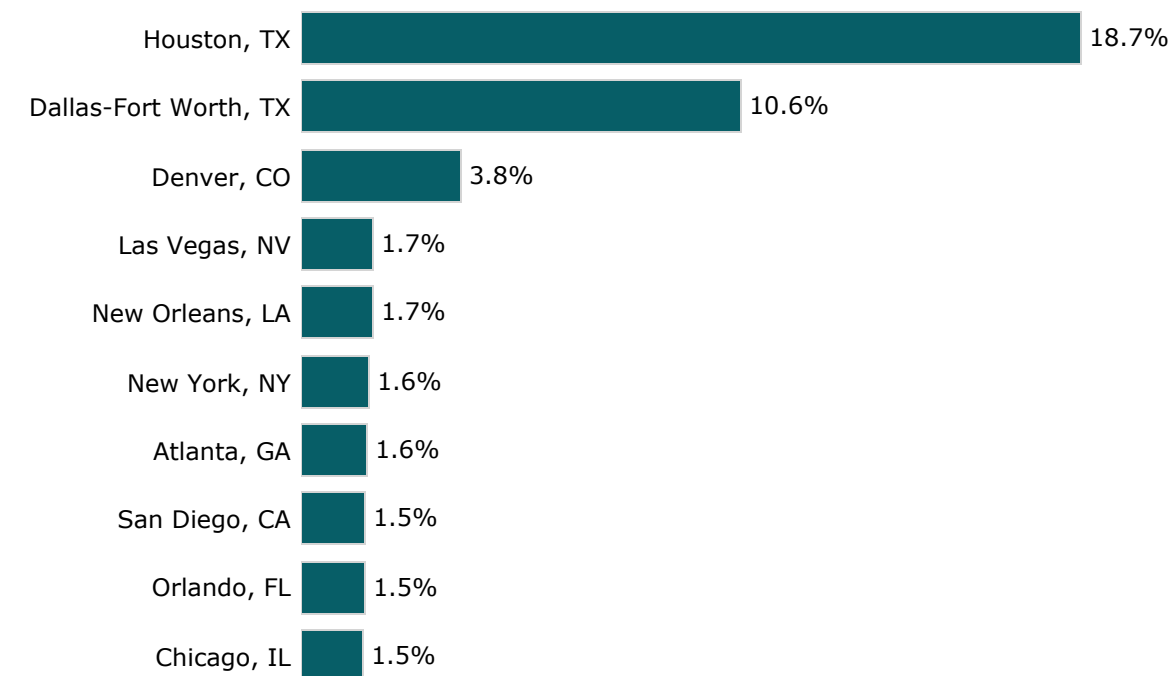
Last Five Calendar Years



Source: Transportation Security Administration

### Top Origin Markets - Air

Oct 2025 - Jan 2026 Visitor Arrivals



Source: OAG



# Visit Corpus Christi Meeting & Sports Booked as of February 2026



## Calendar Year-to-Date Bookings

Events  
**35**  
+16.7% YOY

Booked Rooms  
**15,129**  
+0.6% YOY

Avg. Peak  
**149**  
-16.4%YOY

## Lead Volume Calendar Year-to-Date

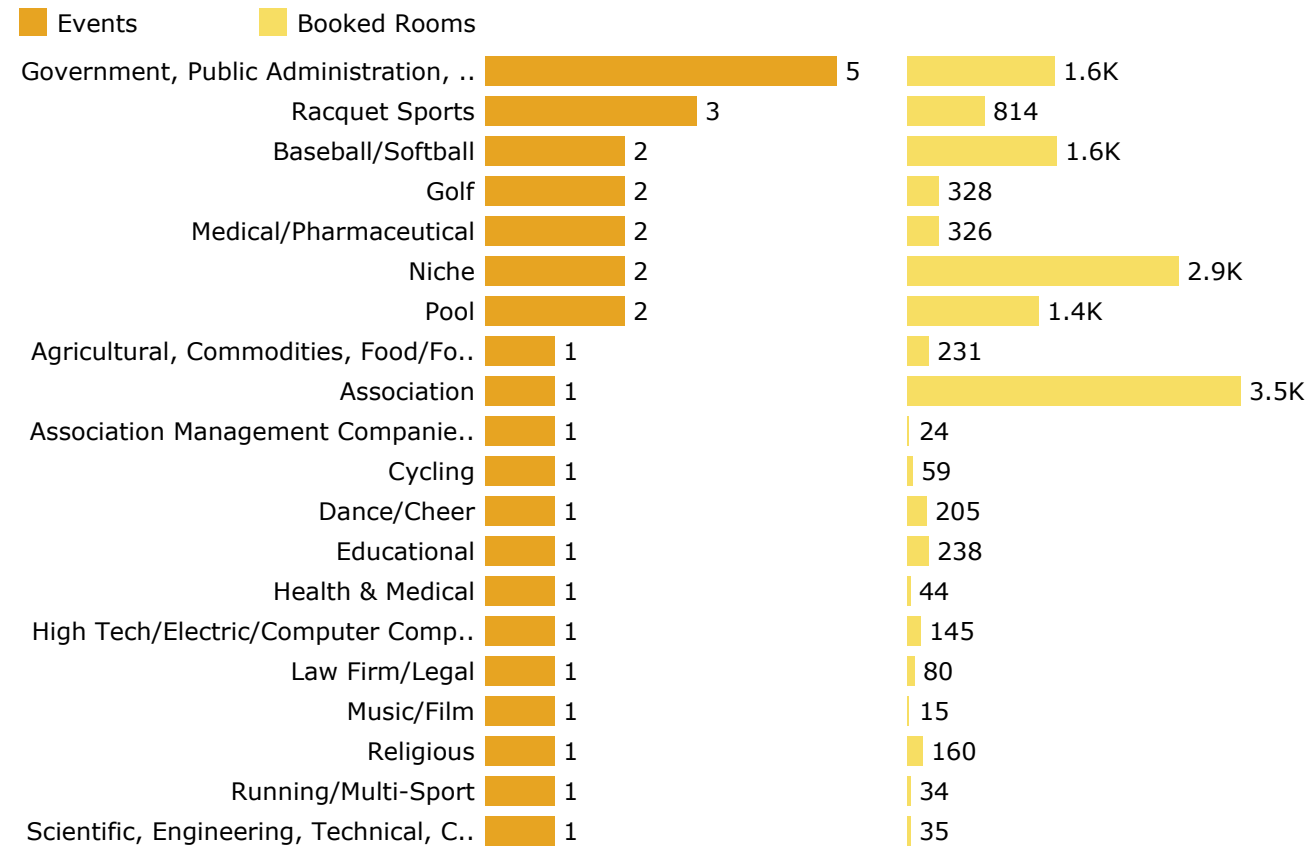
Events  
**79**  
-23.3% YOY

Lead Rooms  
**52,367**  
-9.0% YOY

Avg. Peak  
**200**  
-1.3% YOY

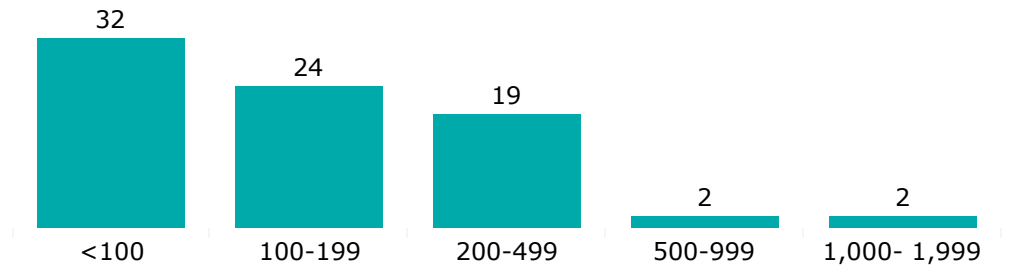
### Bookings by Market Segment

Events & Requested Rooms Booked Calendar Year-to-Date



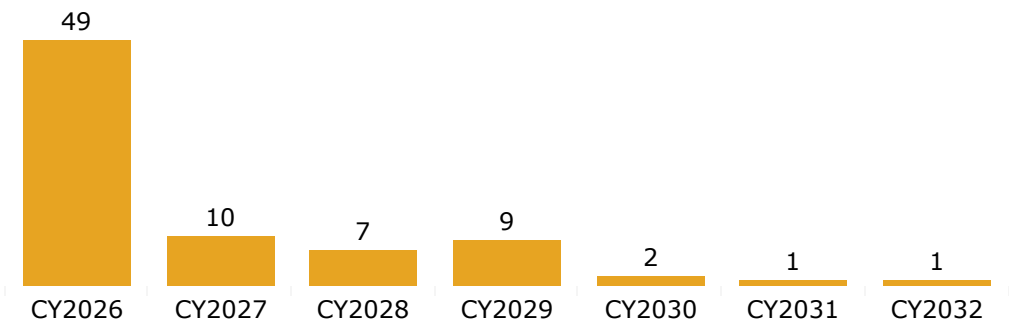
### Peak Size

Leads Created Calendar Year-to-Date



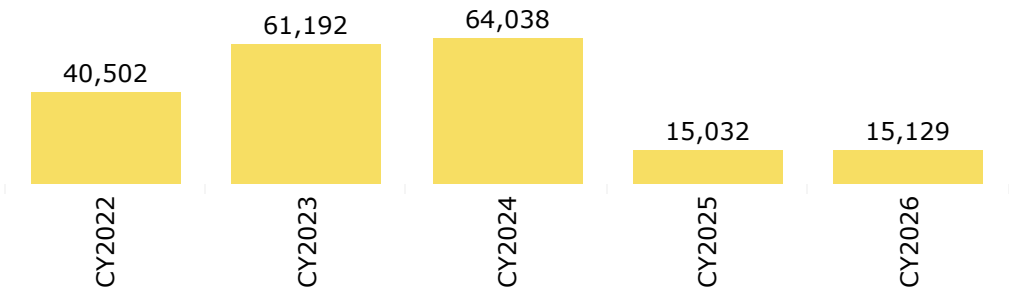
### Event Year

Leads Created Calendar Year-to-Date



### Booked Rooms

in Calendar Year-to-Date





# Visit Corpus Christi Meeting & Sports Sales



## Jan - Feb 2026 Meetings & Sports Events

Events  
**22**

Rooms  
**10.4K**

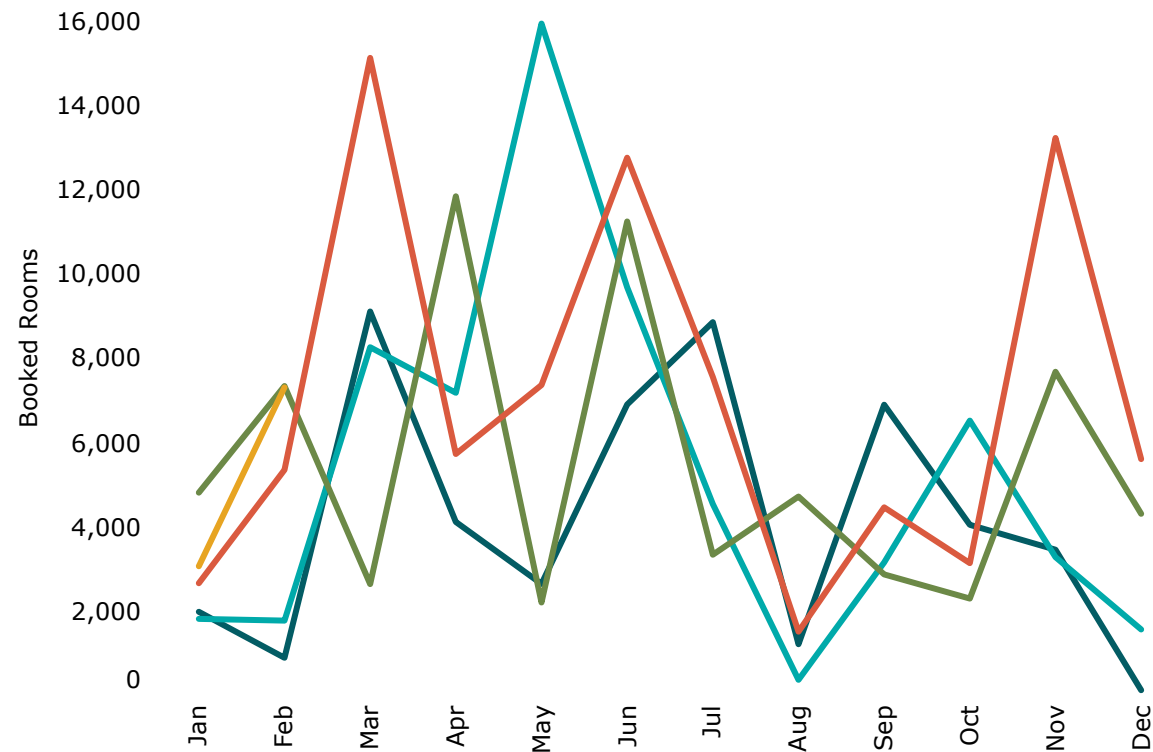
Attendees  
**15.5K**

## Future Rooms On-the-Books

### Definite Rooms

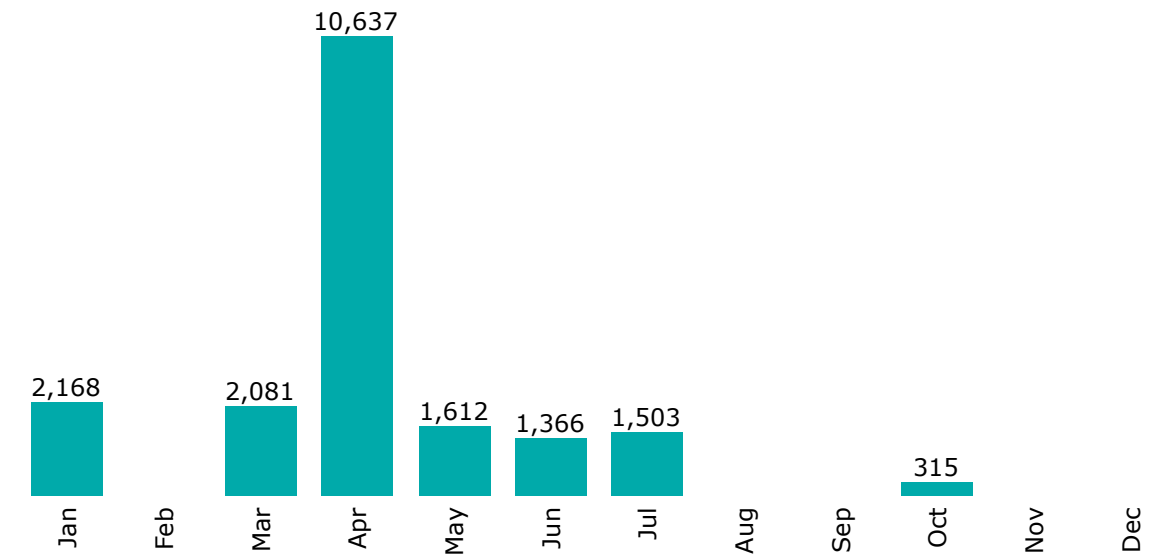
Past Rooms On-the-Books by Calendar Year

2022 2023 2024 2025 2026



**CY 2026**

**CY 2027**



On-the-Books as of 3/20/2026

# Website Performance Summary

February 2026



## 159.7K

Total Sessions  
+12.6% YOY



## 2.1 pages

Pages per Session  
-- YOY



## 32.8%

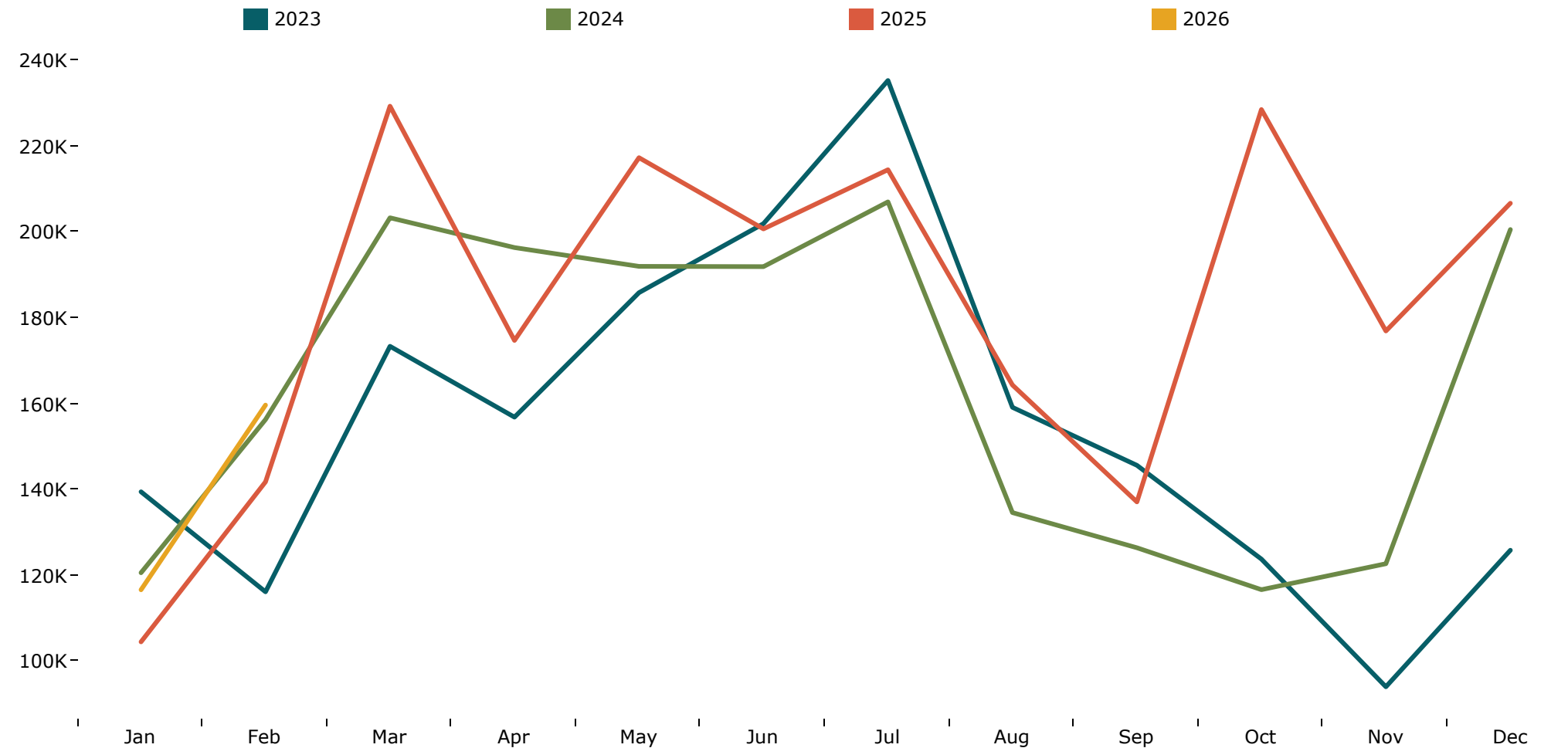
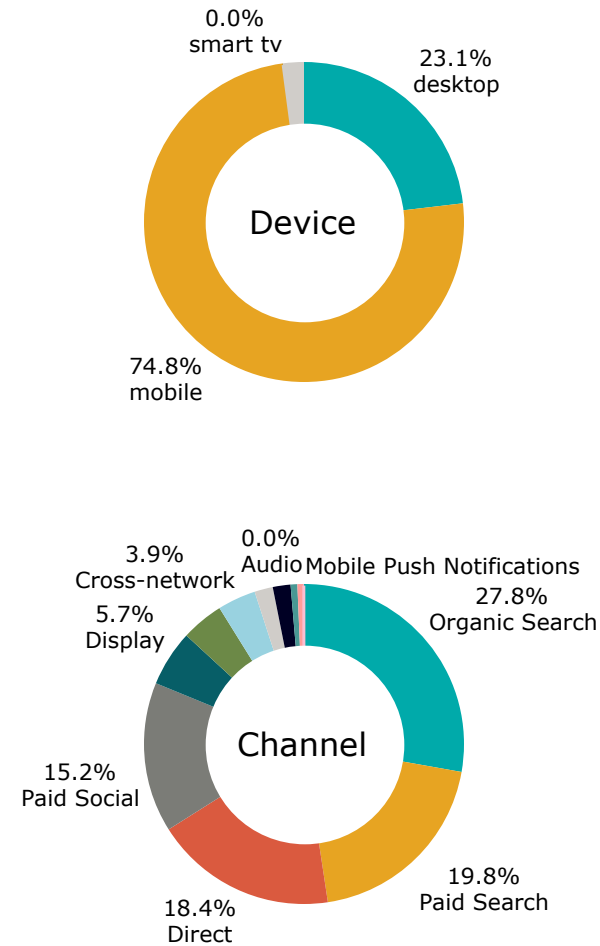
Bounce Rate  
-3.6% YOY



## 00:02:29

Avg. Session Duration  
-13.6% YOY

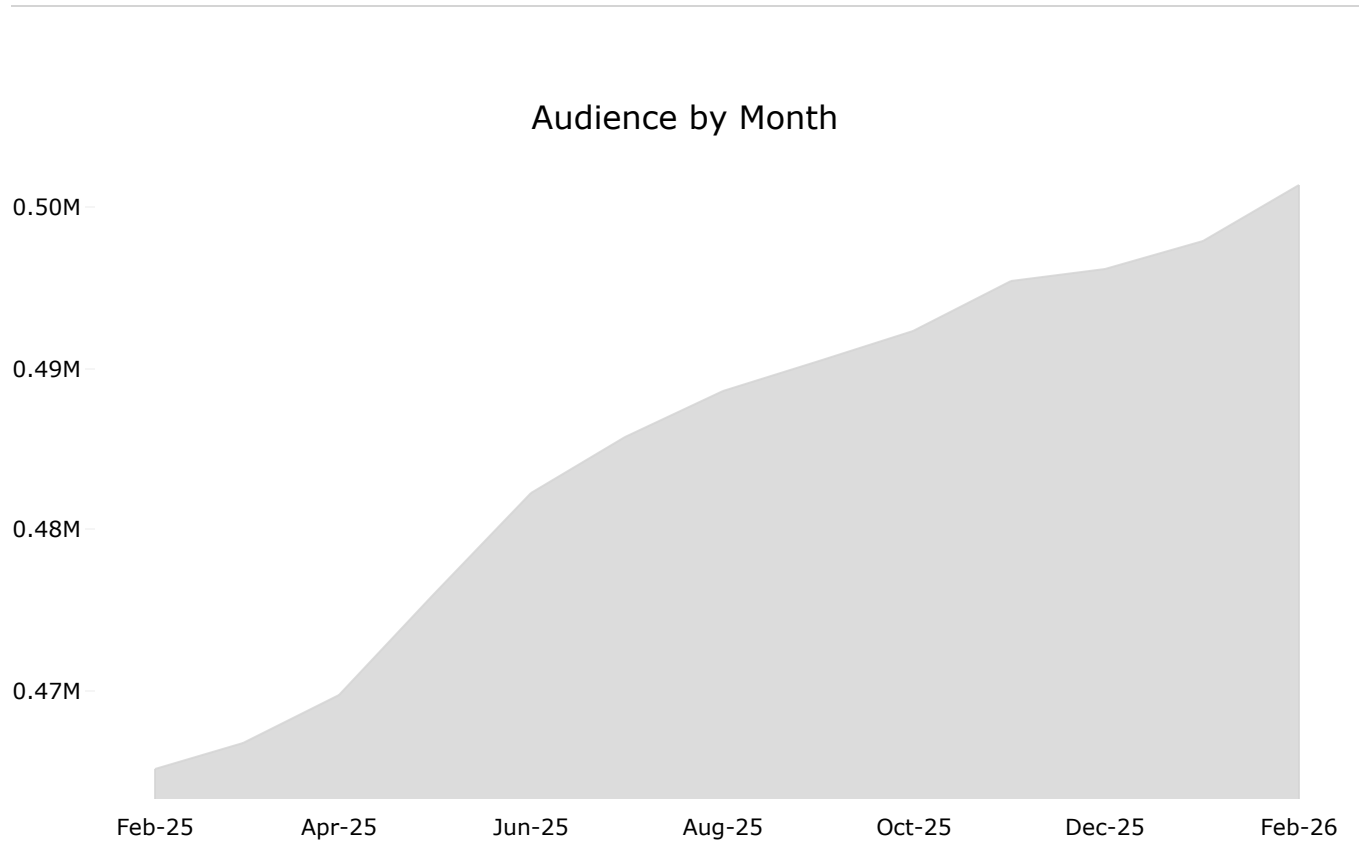
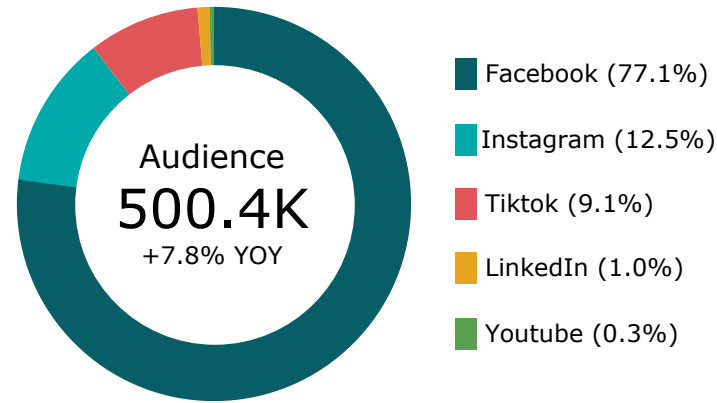
## Website Sessions by Month





# Social Media Summary

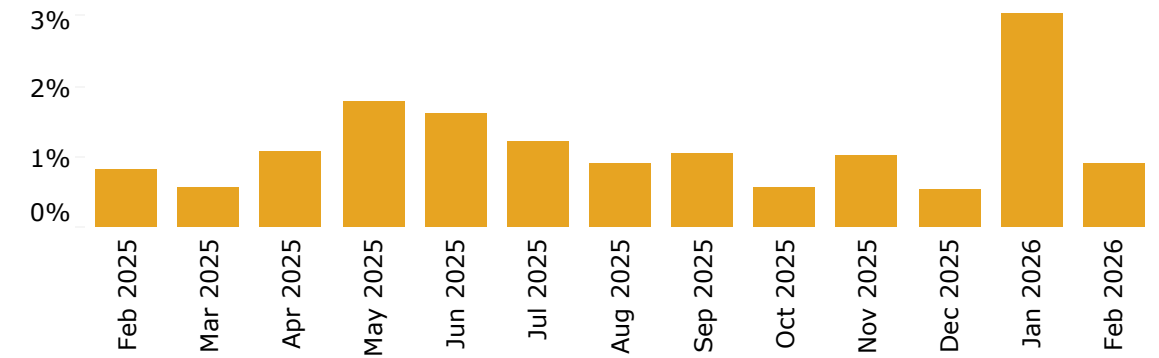
## Audience Overview



## Engagements & Impressions

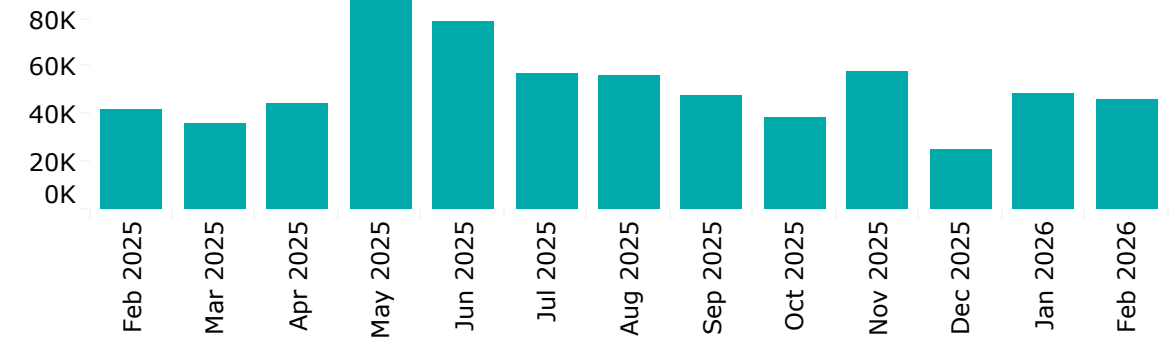
### Engagement Rate

February 2026  
**0.9%**  
+0.1% pt YOY



### Engagements

February 2026  
**46.2K**  
+11.2% YOY



### Impressions

February 2026  
**5.0M**  
-1.7% YOY





# Social Media Performance by Platform

February 2026



## Facebook



<b>Engagement Rate</b>	<b>0.4%</b>
<b>Impressions</b>	<b>4,321,369</b>
<b>Video Views</b>	<b>768,866</b>
<b>Engagement</b>	<b>16,146</b>
Comments	1,029
Reactions	11,261
Shares	1,139
Post Link Clicks	468
Other Post Clicks	2,249

## Instagram



<b>Engagement Rate</b>	<b>1.9%</b>
<b>Impressions</b>	<b>691,523</b>
<b>Video Views</b>	<b>142,841</b>
<b>Engagement</b>	<b>12,938</b>
Comments	167
Reactions	7,934
Saves	1,011
Shares	3,805

## YouTube



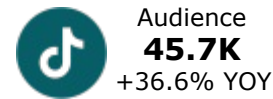
<b>Engagement Rate</b>	
<b>Impressions</b>	
<b>Video Views</b>	<b>49,577</b>
<b>Engagement</b>	<b>119</b>
Comments	0
Reactions	64
Shares	35
Post Link Clicks	
Other Post Clicks	0
Other Engagements	20

## LinkedIn



<b>Engagement Rate</b>	<b>12.9%</b>
<b>Impressions</b>	<b>16,848</b>
<b>Video Views</b>	<b>388</b>
<b>Engagement</b>	<b>2,173</b>
Comments	38
Reactions	564
Shares	1
Post Link Clicks	1,570

## Tiktok



<b>Engagement Rate</b>	
<b>Video Views</b>	<b>239,672</b>
<b>Engagement</b>	<b>14,826</b>
Comments	52
Reactions	10,917
Shares	3,857

