



# Visit Corpus Christi Monthly Data Report

March 2026





# Executive Summary

March 2026



## Highlights

The Corpus Christi hotel market was down -5.3% over last year with weekend occupancy drops of -1.3% and weekday occupancy increases of 0.1%. Hotel revenue was up 1.8% YOY to \$17M driven by a rate increase of 7.6% to end the month at \$112 and a supply drop of -3.3%. The shifts in supply and growth in ADR helped the market reach a RevPAR increased of 5.3% YOY to \$64. Competitively, Corpus was one of two markets with demand drops this month.

Short-term rental revenue increased 12.4% YOY to \$3.9M. This increase was driven by drop of -0.9% in demand and a 13.4% increase in ADR to \$248. The market gained 1.4% more supply and with demand down was not able to absorb the new supply, this caused occupancy to drop -2.3% YOY to 47.2%, while RevPAR increased 10.8% YOY to \$117. This month's results in both hotel and short term rentals helped the market achieve a 4.5% increase in aggregated lodging revenue.

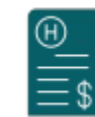
The hotel market's big win was the last week of the month leading into Easter, 'Semana Santa', growing 2.3% in demand. The gains in demand that week, combined with a 13.3% increase in ADR helped the market gain 15.9% in hotel revenues to end the week at 57.8% occupancy.

Travel prices surged in March, with the USTA's Travel Price Index rising 5.8% YOY, the largest single-month gain since January 2022, outpacing overall inflation of 3.3%. Growth was driven primarily by gas prices up 19.2% and airfares up 14.9% YOY, while lodging, recreation, and food remained stable.

US hotel performance remained strong, with demand up 2.6% YOY and ADR rising 3.8%, driving RevPAR growth of 5.9%. Modest 0.6% supply growth slightly tempered occupancy gains (+2.0%). Luxury hotels led demand growth (+6.0% demand), while all segments grew except economy, which was flat.



Hotel Demand  
**152.0K**  
-5.3% YOY



Hotel ADR  
**\$112.17**  
+7.6% YOY



Hotel RevPAR  
**\$64.54**  
+5.3% YOY



Overnight Trip Share  
**87%**



L&H Jobs  
**27.3K**  
+5.0% YOY  
(As of February 2026)



CRP Checkpoint Volume  
**36.8K**  
-3.2% YOY



Website Sessions  
**179.8K**  
-20.1% YOY

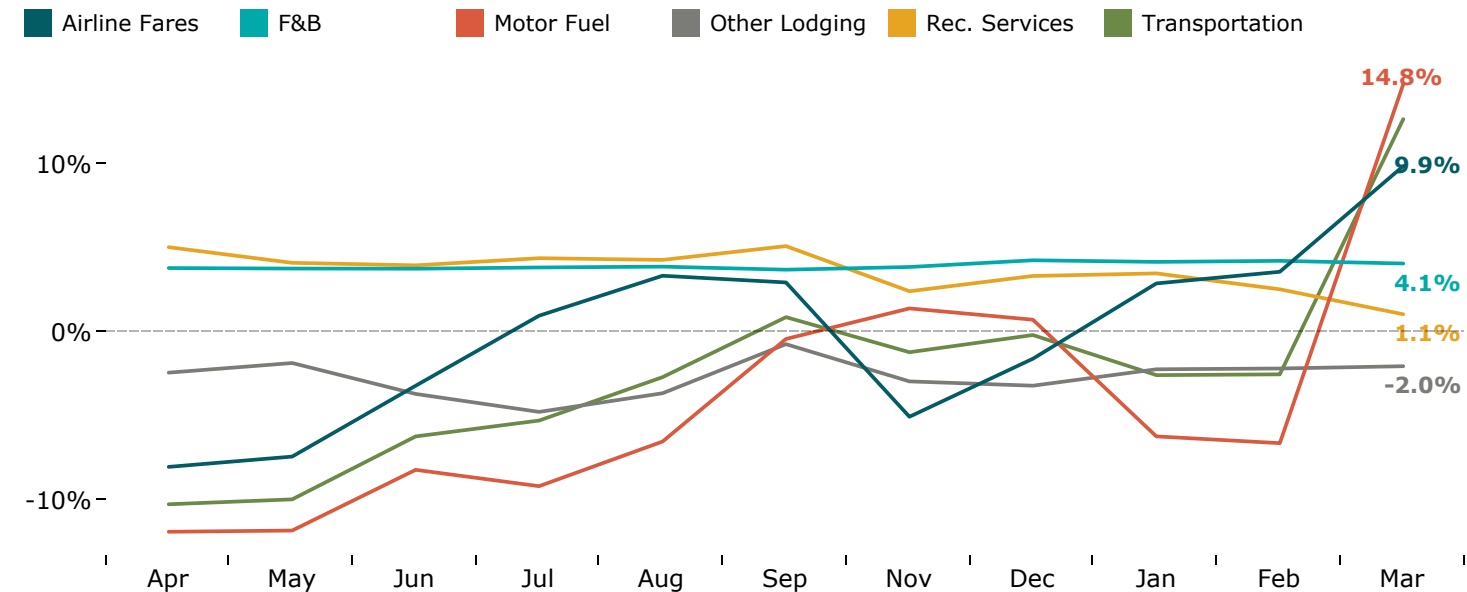


Social Media Audience  
**504.2K**  
+8.0% YOY

# Travel Trends

## Travel Price Index

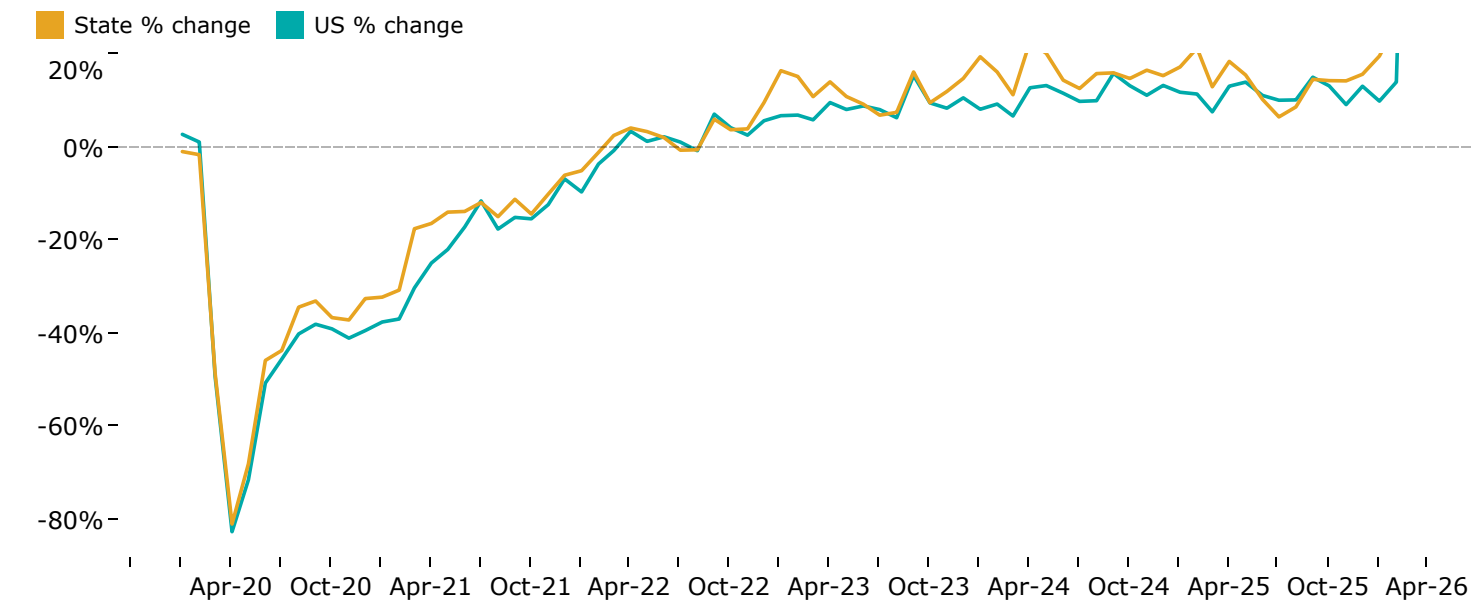
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

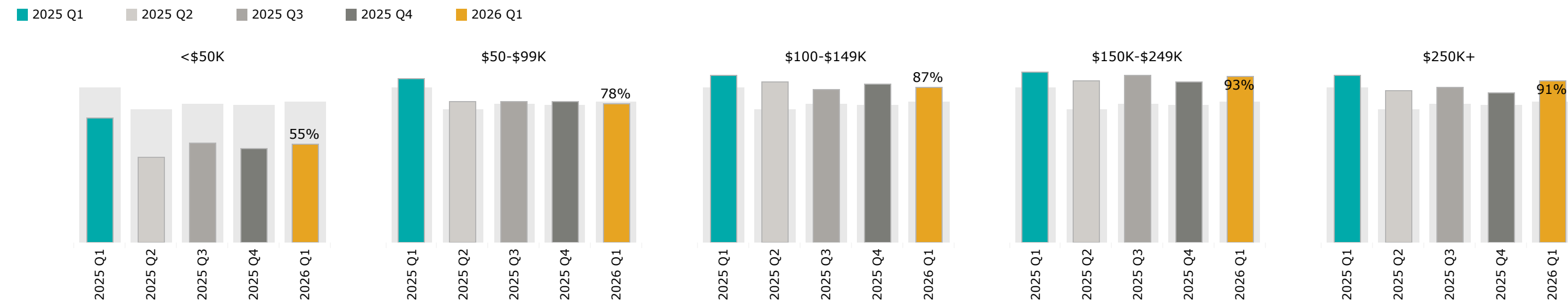
% Change vs. 2019 | Texas vs U.S. total



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)

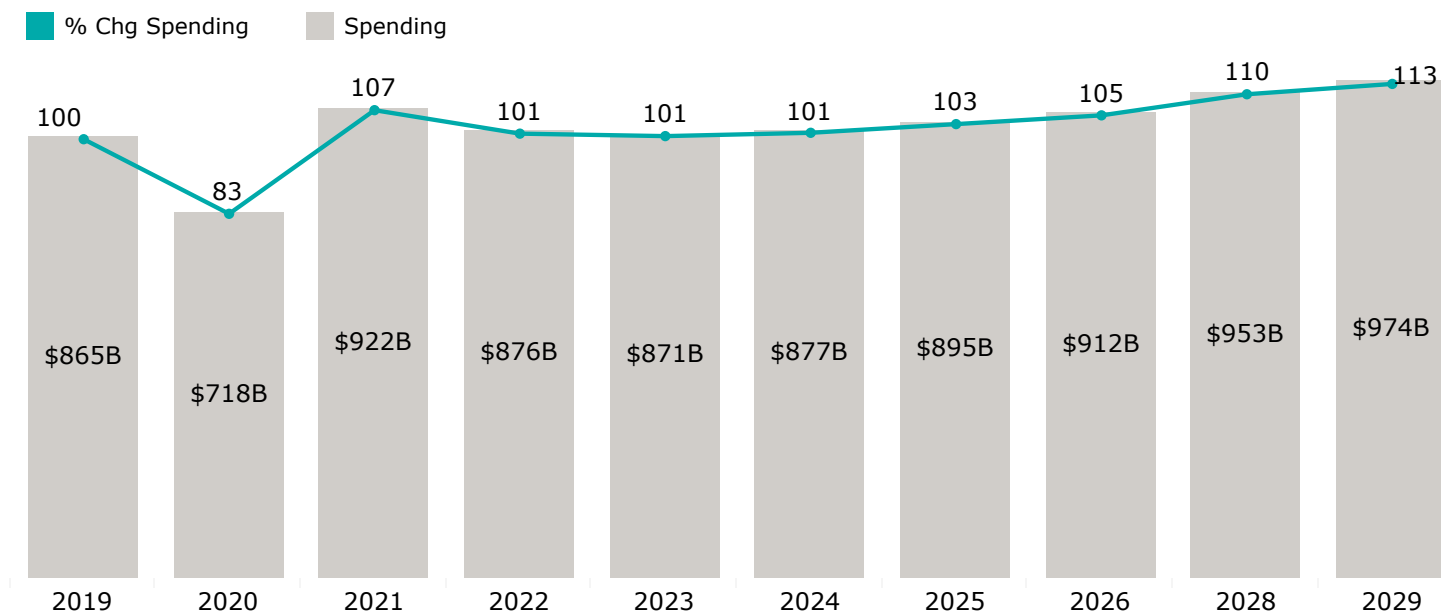


Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast

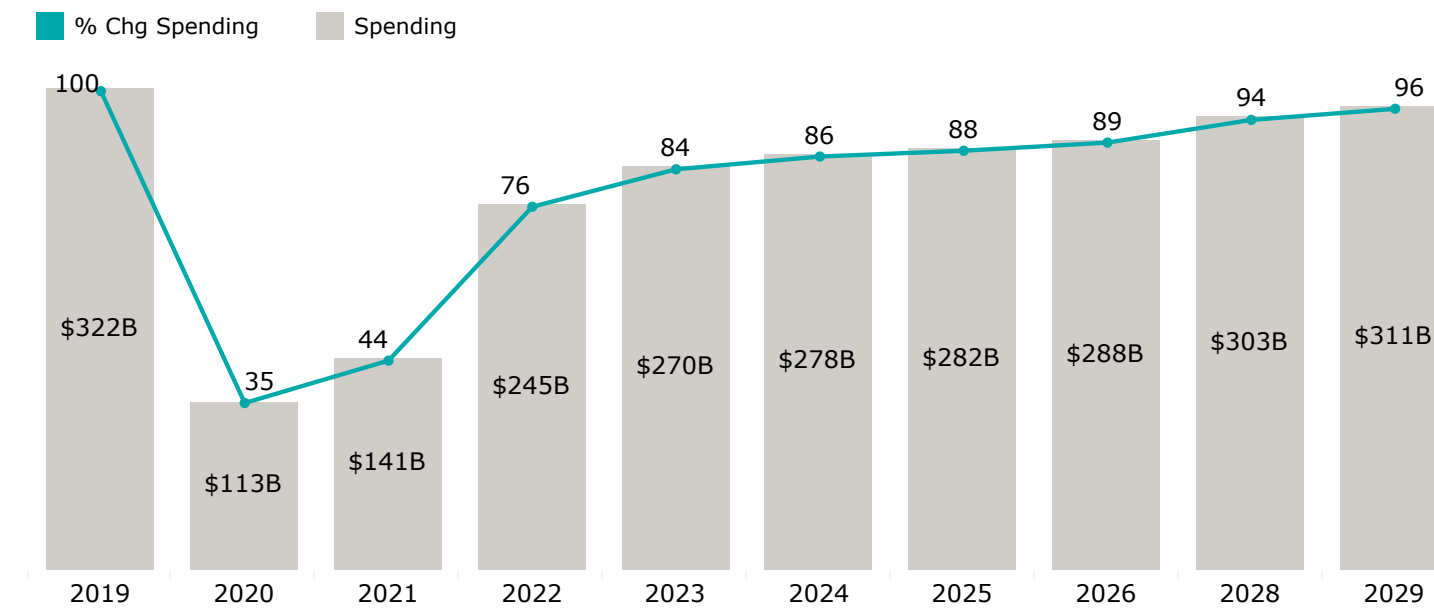
## Real Domestic Leisure Travel Spending

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



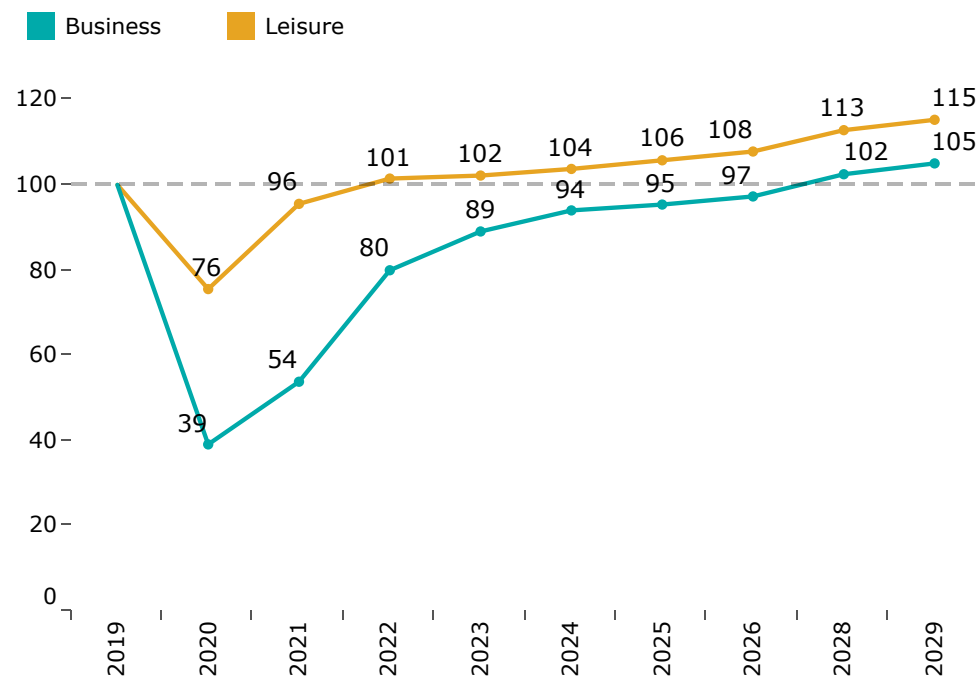
## Real Domestic Business Travel Spending

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



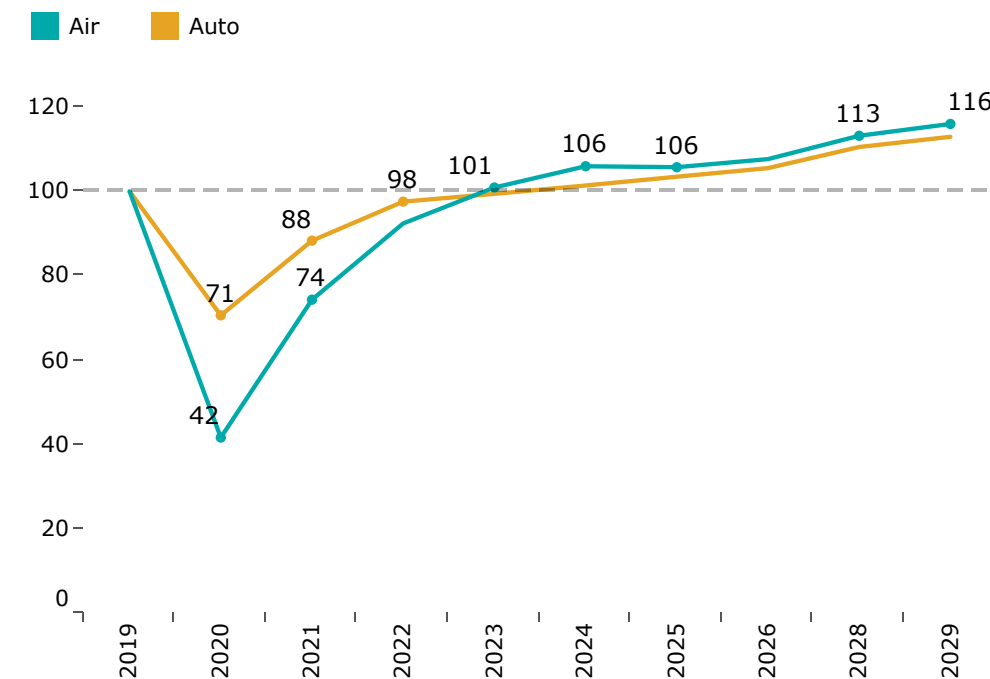
## Leisure vs. Business Travel Volume

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



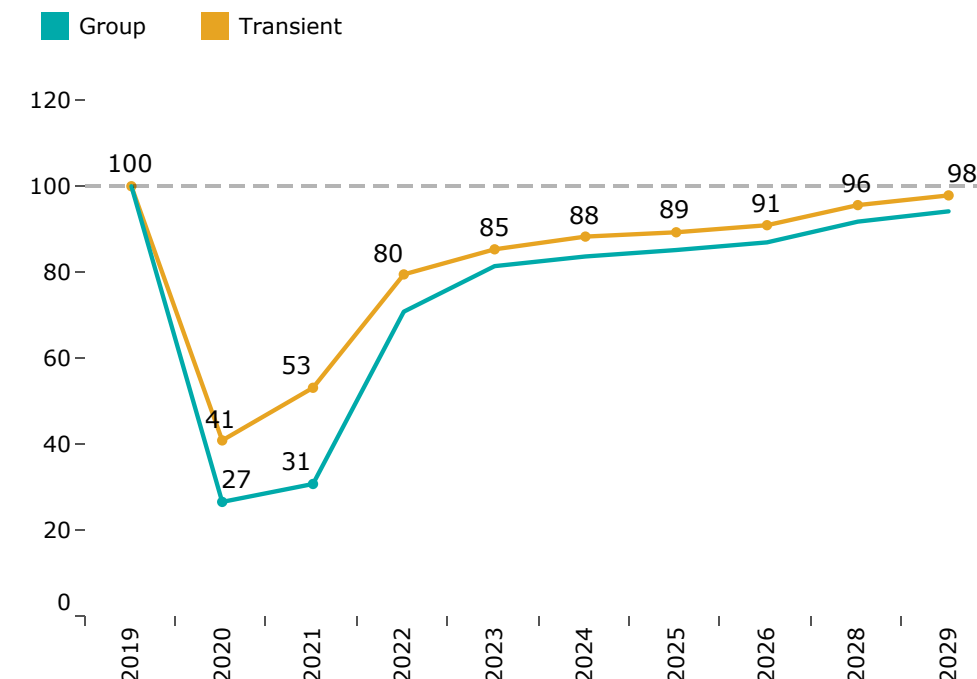
## Auto vs. Air Travel Volume

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



## Group vs. Transient Travel Spending

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





# Hotel Review

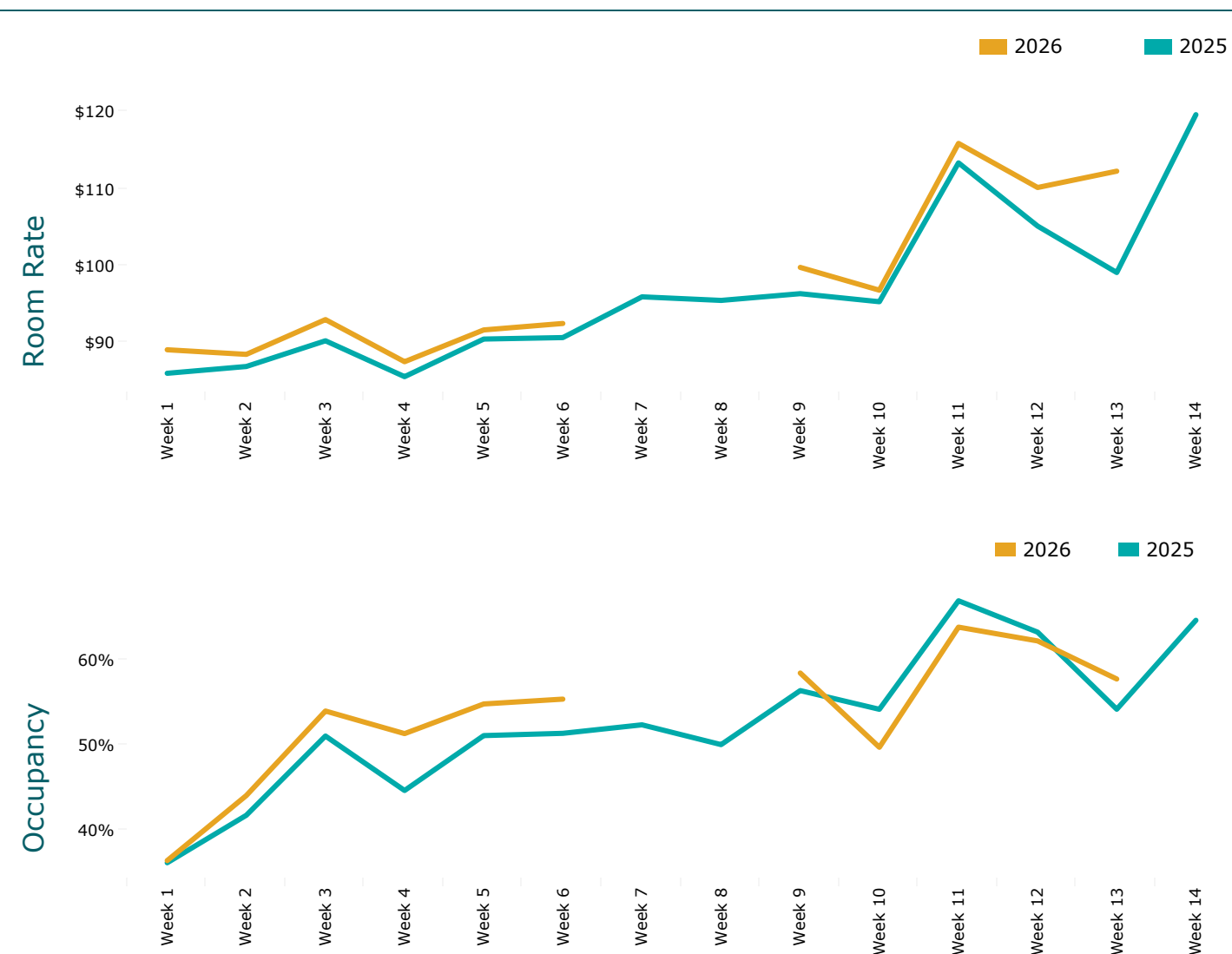


## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jan	Corpus Christi	49.4%	+12.1%	\$91	+4.1%	\$45	+16.7%
	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%
Mar		Corpus Christi	57.5%	-2.1%	\$112	+7.6%	\$65
	Austin	72.7%	-1.7%	\$190	-4.2%	\$138	-5.8%
	Galveston	60.2%	+2.2%	\$164	+3.3%	\$99	+5.5%
	Houston	69.9%	+3.3%	\$144	+8.2%	\$101	+11.8%
	San Antonio	66.8%	+2.6%	\$145	+1.9%	\$97	+4.5%
	South Padre Island	69.0%	-0.5%	\$142	+6.1%	\$98	+5.6%
	Texas	67.0%	+0.8%	\$134	+3.0%	\$90	+3.8%
	United States	64.9%	+2.0%	\$168	+3.8%	\$109	+5.9%

## Fiscal Year-to-Date Corpus Christi Performance

**Occupancy 52.0%** +4.9%    
**ADR \$97** +3.1%    
**RevPAR \$51** +8.1%    
**Supply 1.6M** -1.0%    
**Demand 848.1K** +3.9%    
**Revenue \$82.4M** +7.1%





# Corpus Christi Hotel Forecast



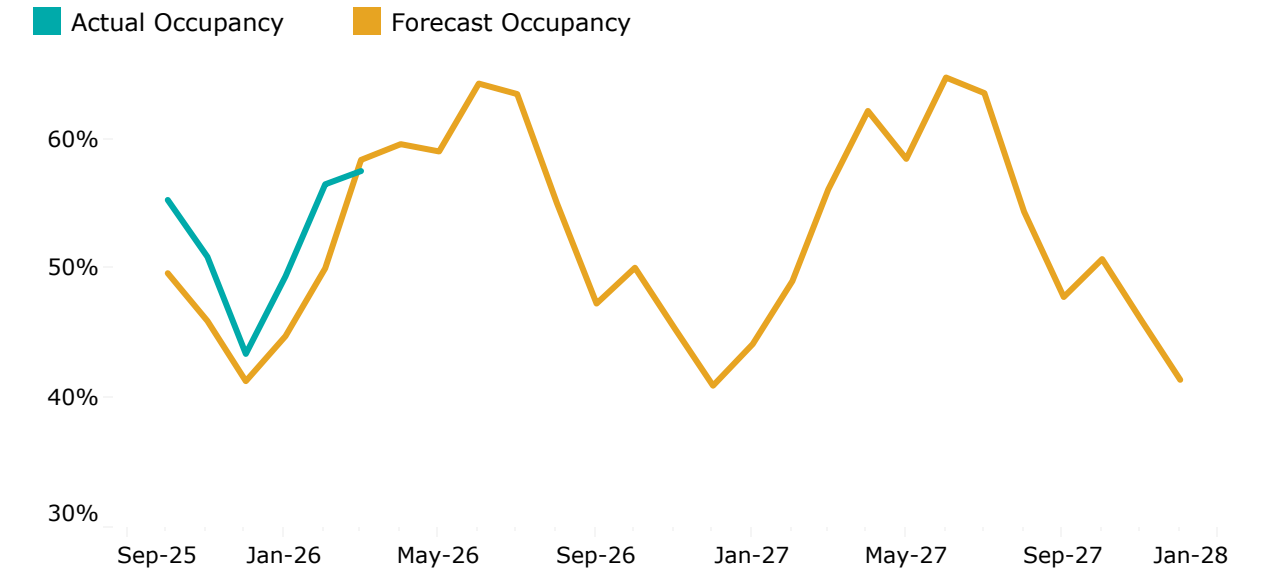
## Hotel Performance Forecast by Quarter

		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

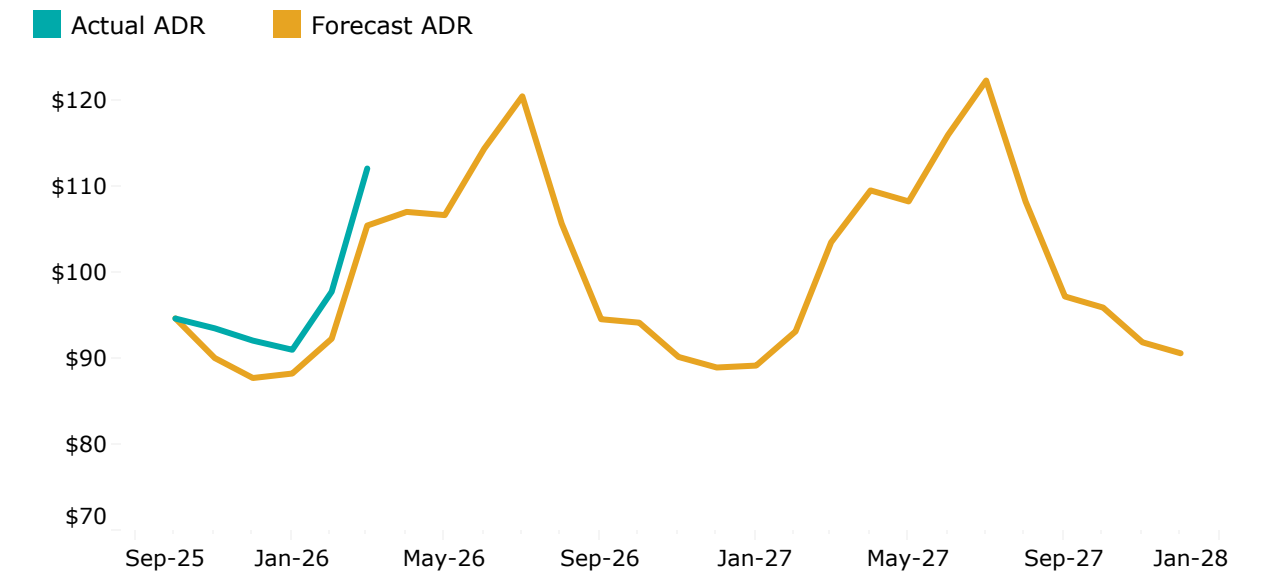
Forecast

## Forecast vs. Actuals by Month

### Occupancy



### Average Room Rate



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%



# Short Term Rental Review



## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jan	Corpus Christi	34.0%	+4.5%	\$93	-6.1%	\$32	-1.9%
	Galveston	12.7%	+27.2%	\$147	-5.6%	\$19	+20.1%
	Port Aransas	21.5%	-7.9%	\$110	+7.8%	\$24	-0.7%
	South Padre Island	56.4%	-2.2%	\$127	-3.7%	\$71	-5.8%
Feb	Corpus Christi	47.2%	+0.0%	\$93	-10.5%	\$44	-10.5%
	Galveston	17.6%	+26.4%	\$140	-2.7%	\$25	+23.1%
	Port Aransas	33.0%	-1.0%	\$100	+1.7%	\$33	+0.7%
	South Padre Island	75.8%	+8.9%	\$141	-2.8%	\$107	+5.8%
Mar	Corpus Christi	51.3%	+2.1%	\$168	+6.1%	\$86	+8.3%
	Galveston	23.9%	-35.9%	\$218	+3.3%	\$52	-33.7%
	Port Aransas	43.1%	+6.4%	\$317	+5.2%	\$137	+11.8%
	South Padre Island	38.5%	-18.5%	\$229	-1.5%	\$88	-19.7%

## Fiscal Year-to-Date Corpus Christi Performance

Occupancy  
**35.9%**  
+3.4%

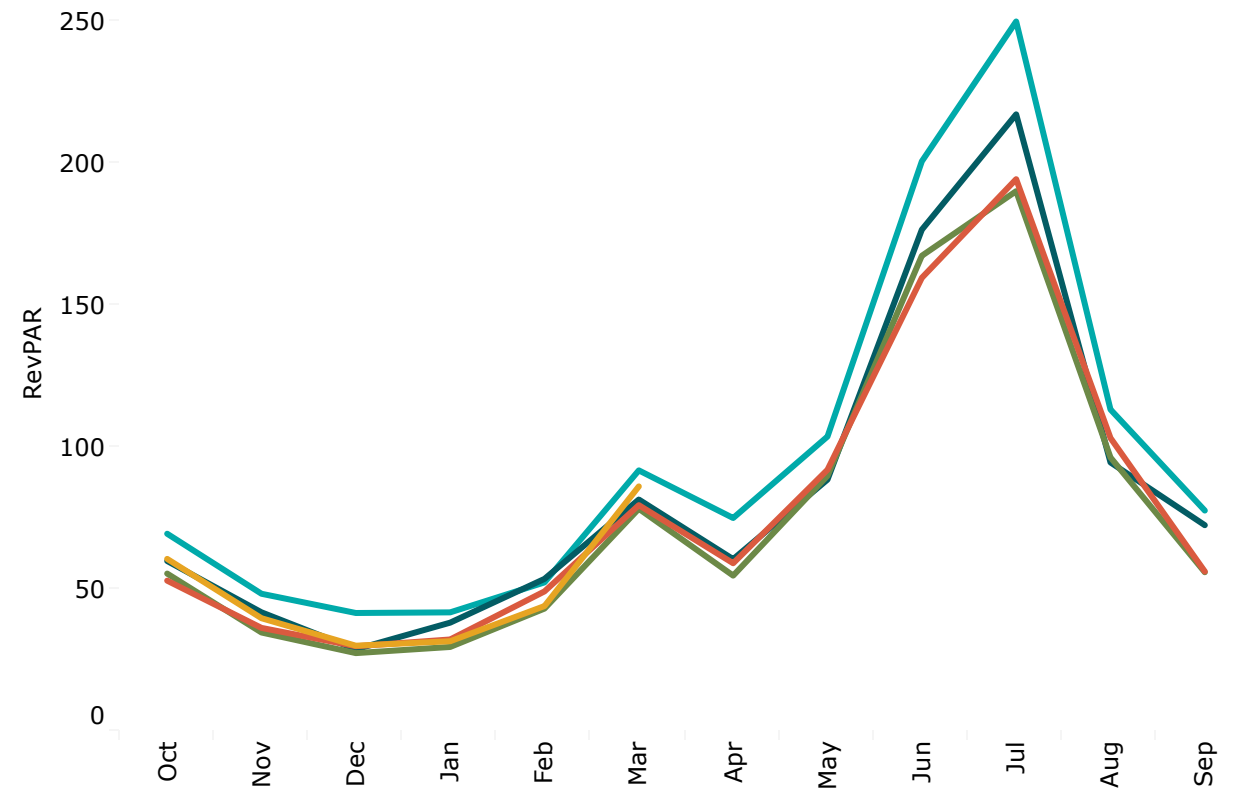
ADR  
**\$136**  
+1.0%

RevPAR  
**\$49**  
+4.4%

## 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

## March 2026 Domestic Visits



**2.1 days**  
Avg. Length of Stay



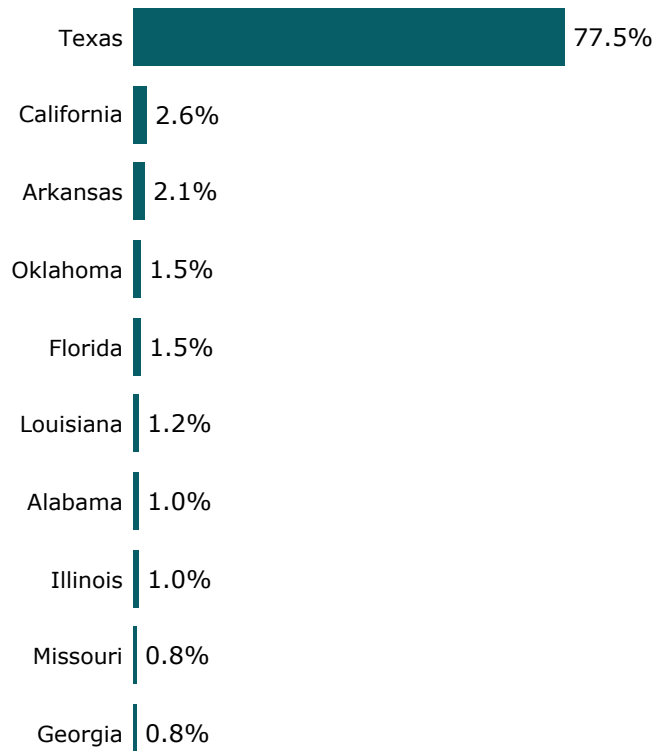
**87%**  
Overnight Trip Share



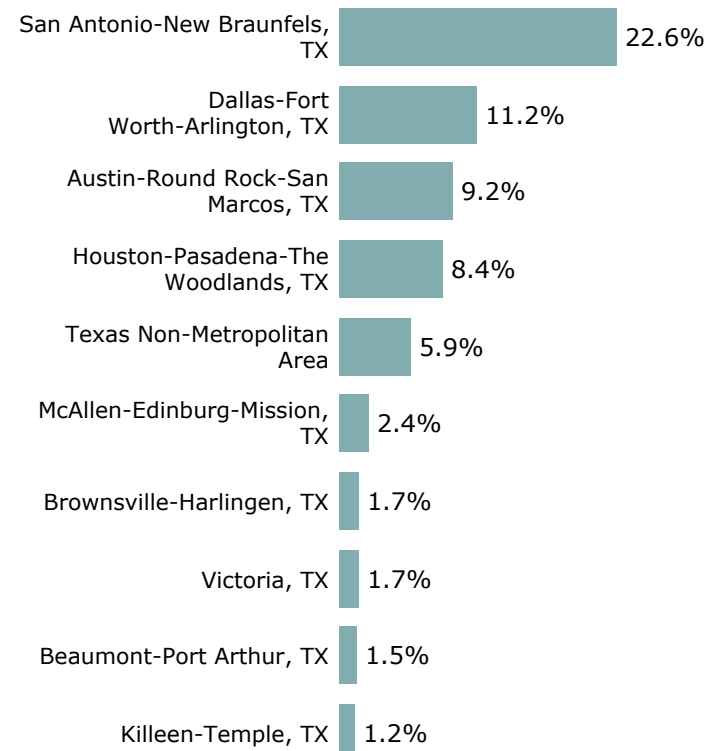
**40%**  
Repeat Trip Share

### Top Origin Markets

#### States

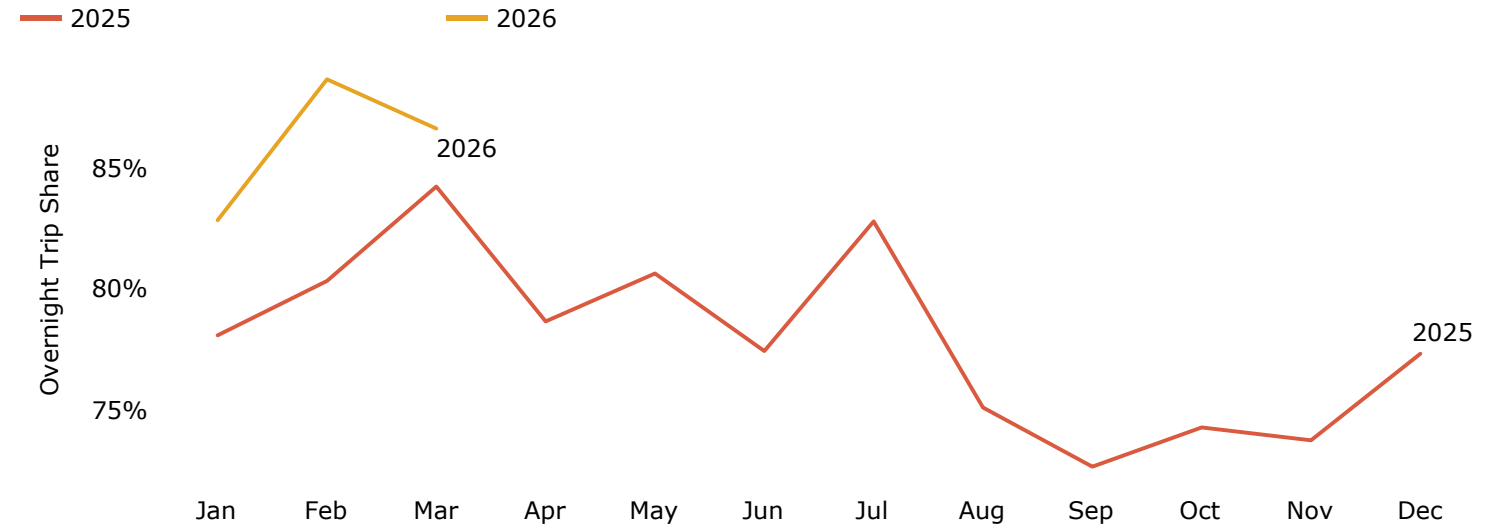


#### MSA



## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month

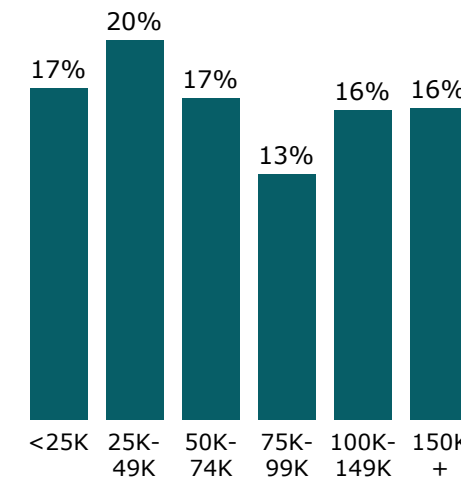


### March 2026 Visitor Origin Demographics

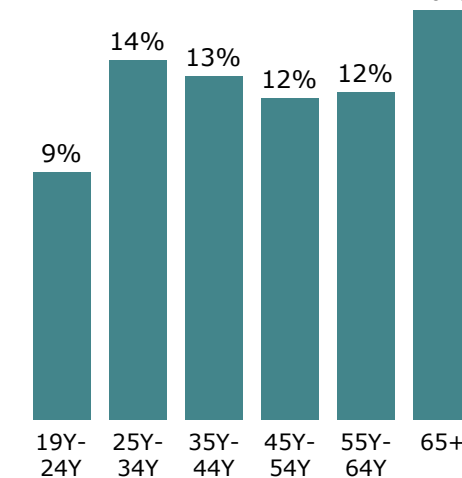
Share of Total

#### Household Income

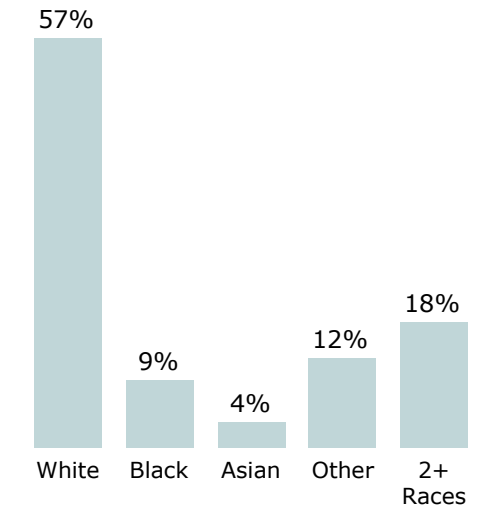
Median: \$77.78K



#### Age



#### Race

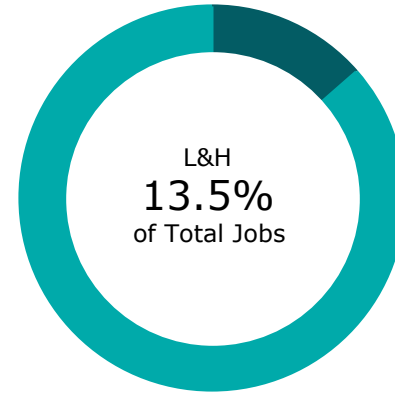




# Corpus Christi Leisure & Hospitality Workforce

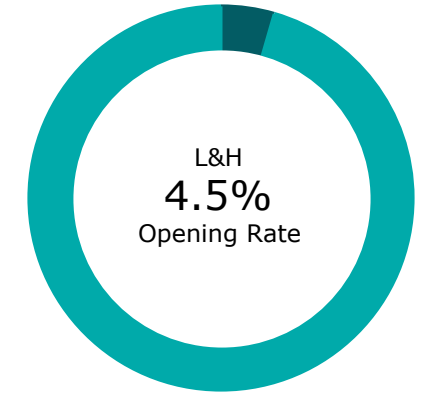
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of February 2026  
**27.3K**  
+5.0% YOY | +9.6% vs. 2019



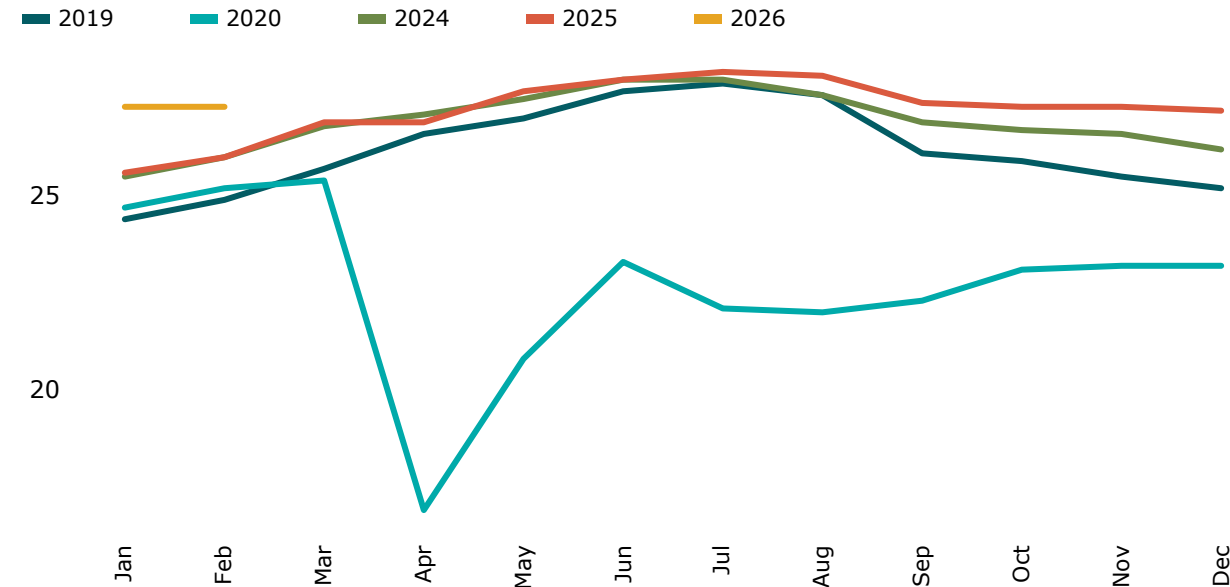
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of December 2025  
**1.3K**  
+5.6% YOY | -2.1% vs. 2019



### Employment Recovery

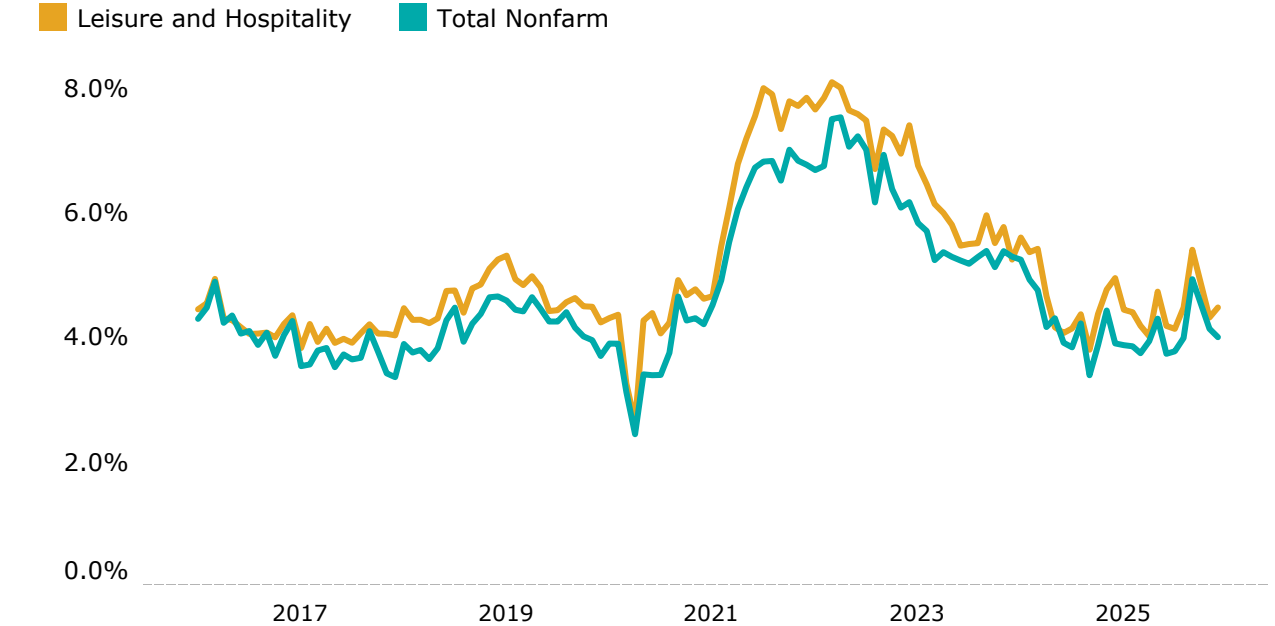
Leisure & Hospitality Jobs (Thousands)



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

March 2026 Volume

**36.8K**

-3.2% YOY

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

Oct 2025 - Mar 2026 Volume

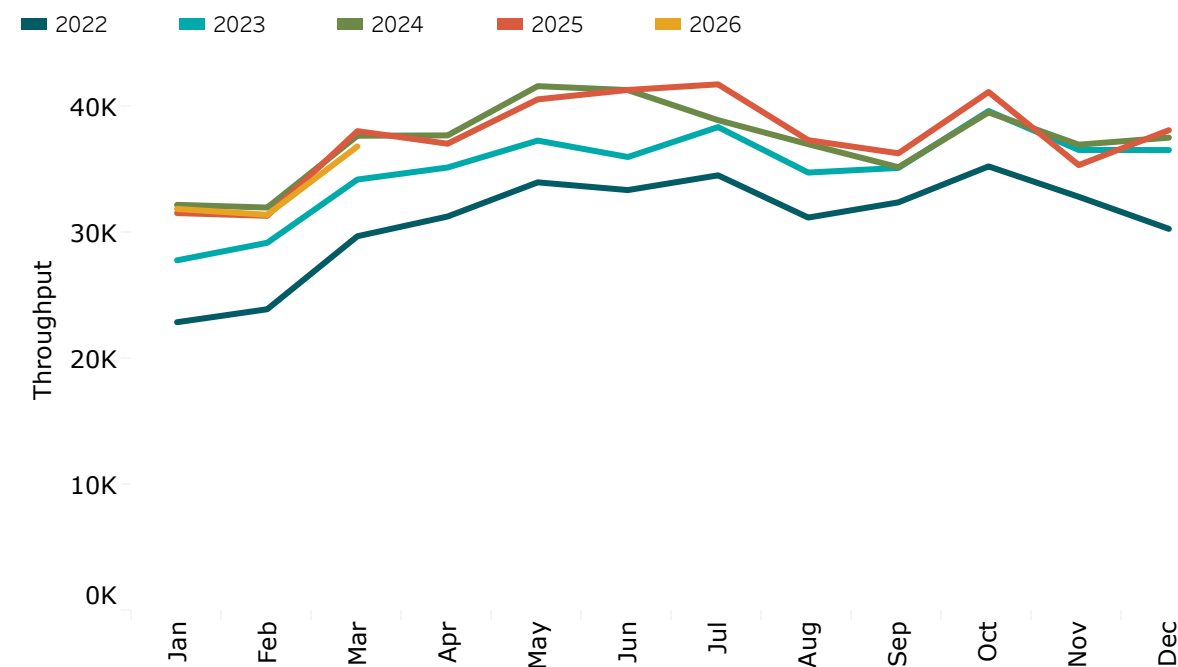
**214.6K**

+0.5% YOY

Source: Transportation Security Administration

### TSA Checkpoint Volume by Month

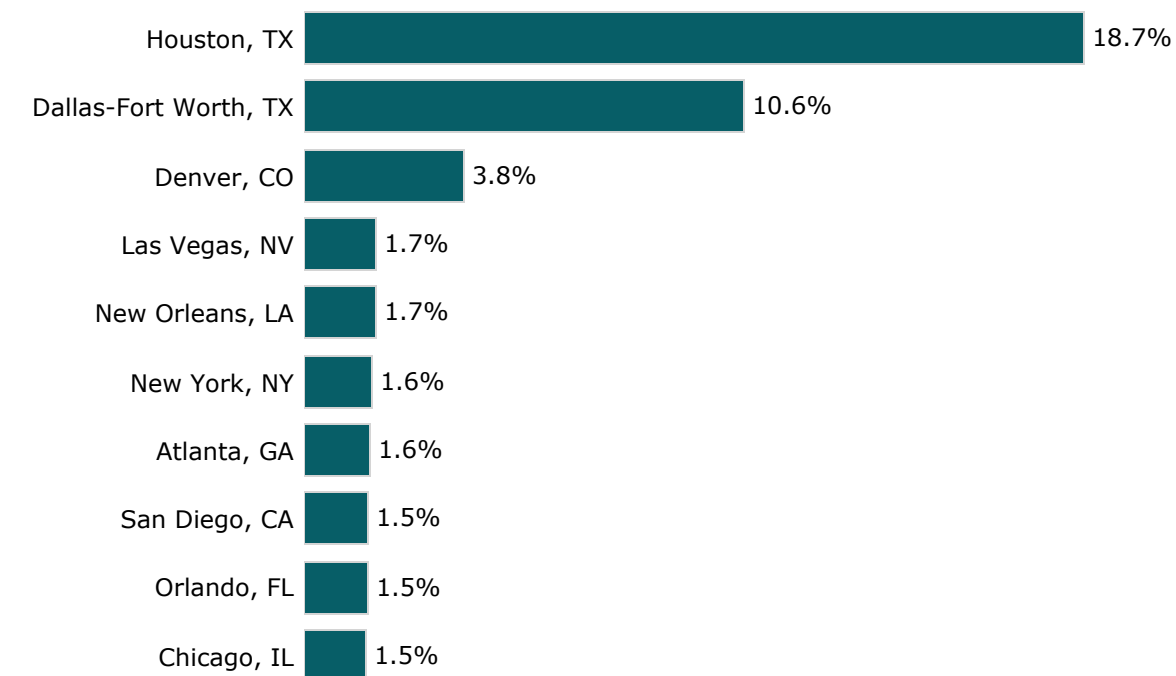
Last Five Calendar Years



Source: Transportation Security Administration

### Top Origin Markets - Air

Oct 2025 - Jan 2026 Visitor Arrivals



Source: OAG



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



## Calendar Year-to-Date Bookings

Events  
**51**  
+24.4% YOY

Booked Rooms  
**21,387**  
-0.6%YOY

Avg. Peak  
**146**  
-20.5%YOY

## Lead Volume Calendar Year-to-Date

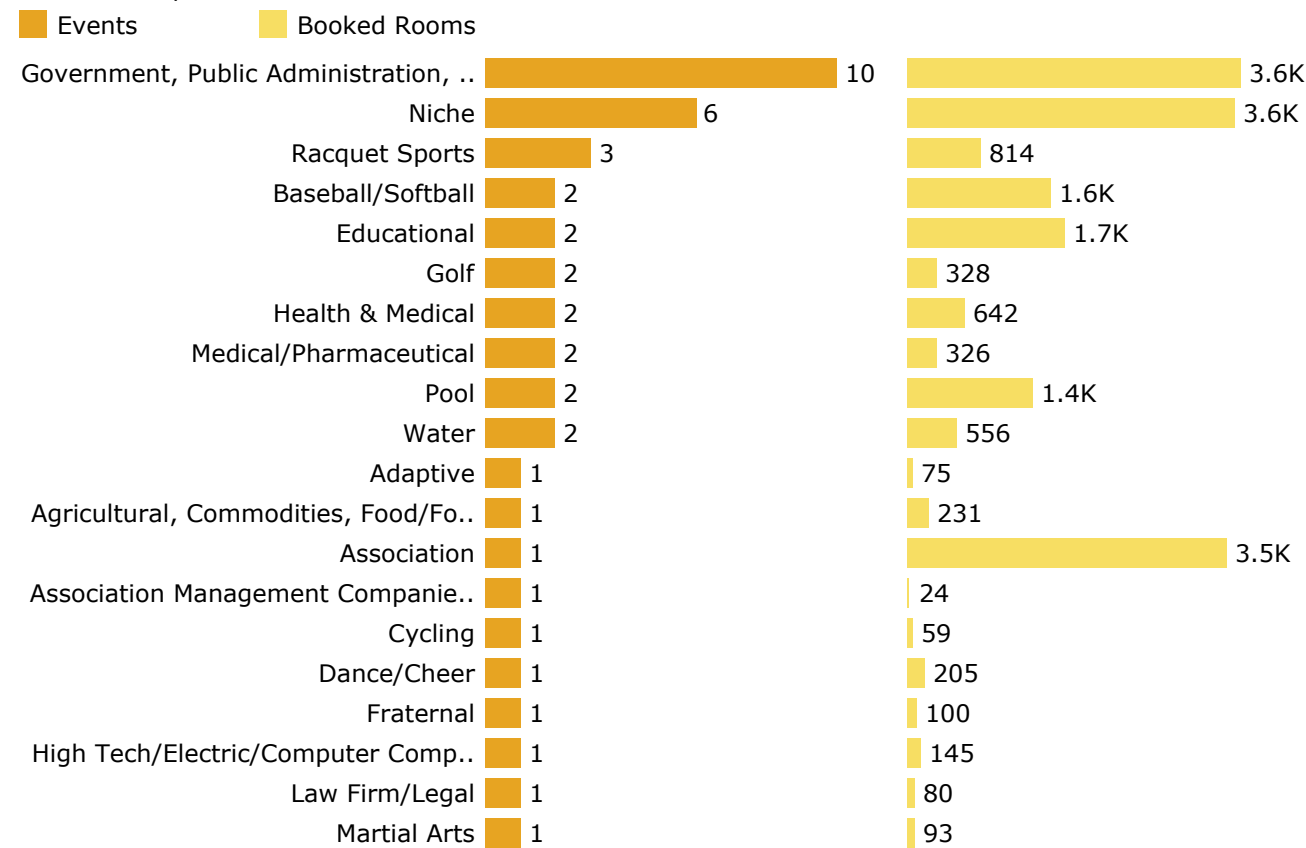
Events  
**96**  
-28.4% YOY

Lead Rooms  
**59,252**  
-22.3% YOY

Avg. Peak  
**190**  
-7.1% YOY

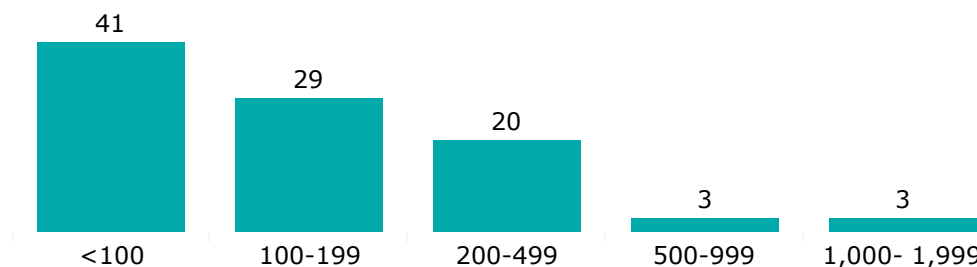
### Bookings by Market Segment

Events & Requested Rooms Booked Calendar Year-to-Date



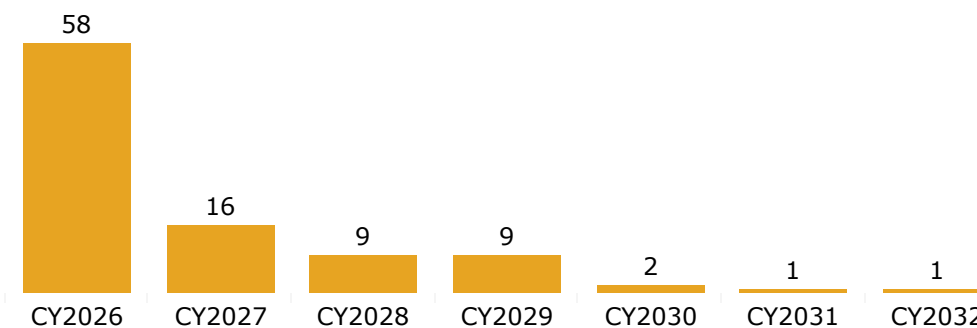
### Peak Size

Leads Created Calendar Year-to-Date



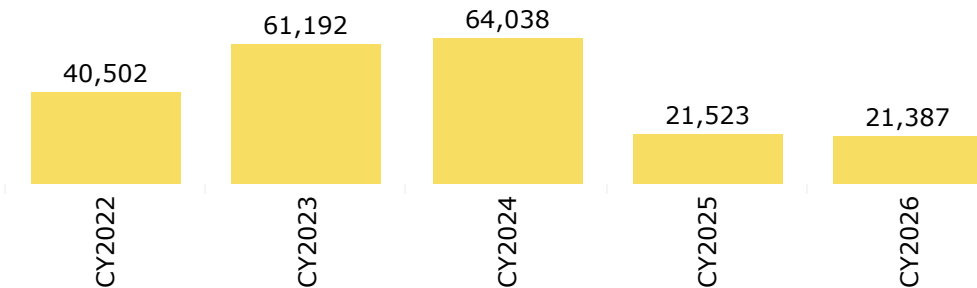
### Event Year

Leads Created Calendar Year-to-Date



### Booked Rooms

in Calendar Year-to-Date





# Visit Corpus Christi Meeting & Sports Sales



## Jan - Mar 2026 Meetings & Sports Events

Events  
**26**

Rooms  
**18.5K**

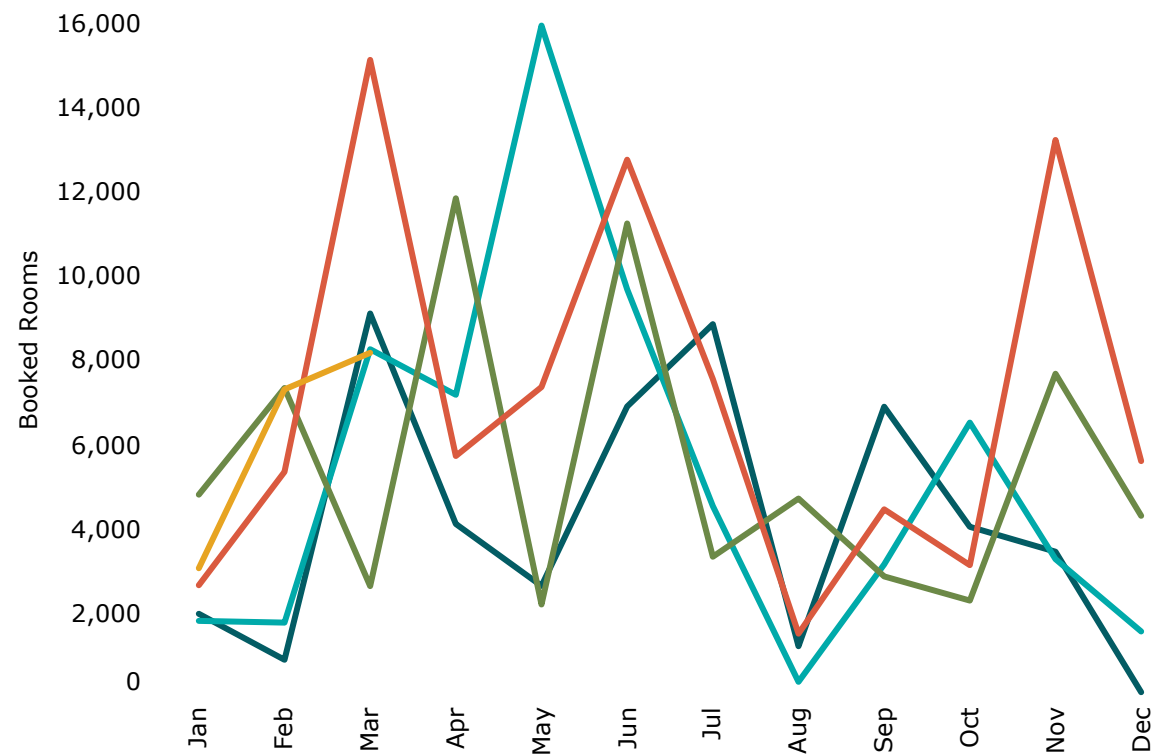
Attendees  
**22.5K**

## Future Rooms On-the-Books

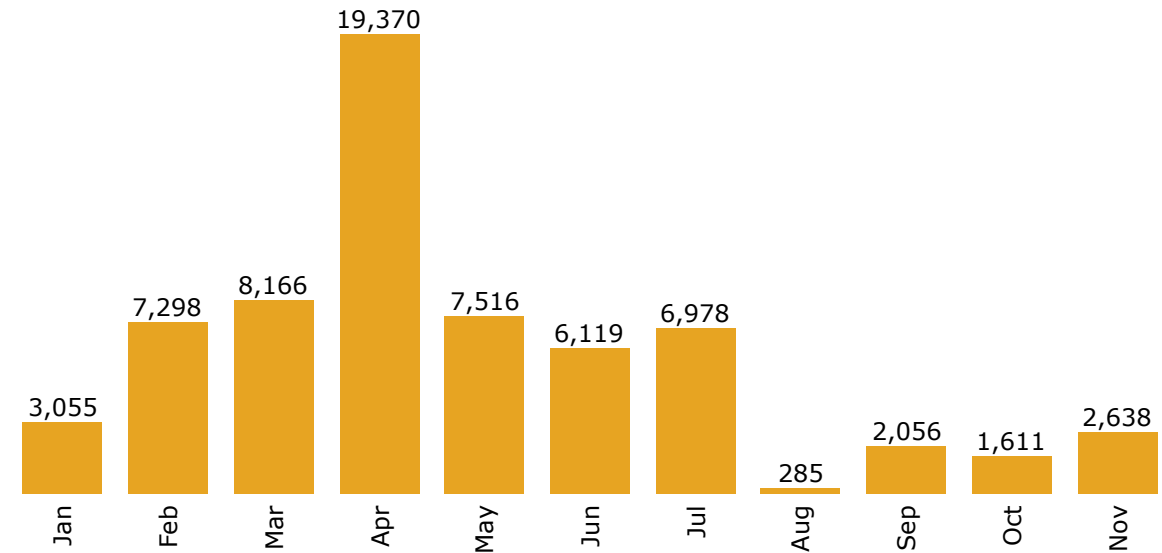
### Definite Rooms

Past Rooms On-the-Books by Calendar Year

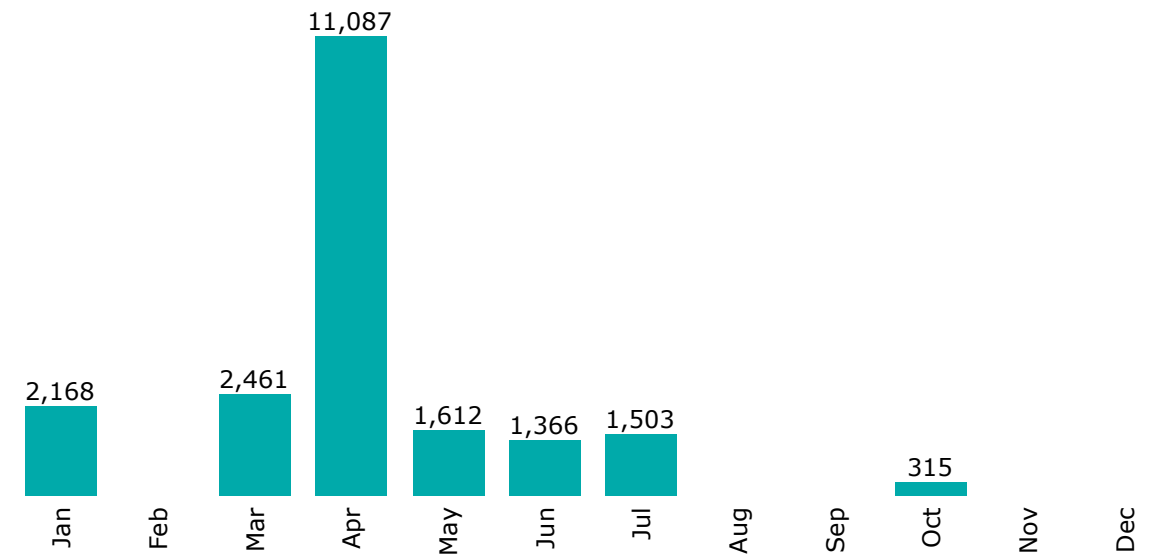
2022 2023 2024 2025 2026



**CY 2026**



**CY 2027**



On-the-Books as of 4/6/2026

# Website Performance Summary

March 2026



## 177.7K

Total Sessions  
-22.5% YOY



## 2.1 pages

Pages per Session  
+0.11 pages YOY



## 35.5%

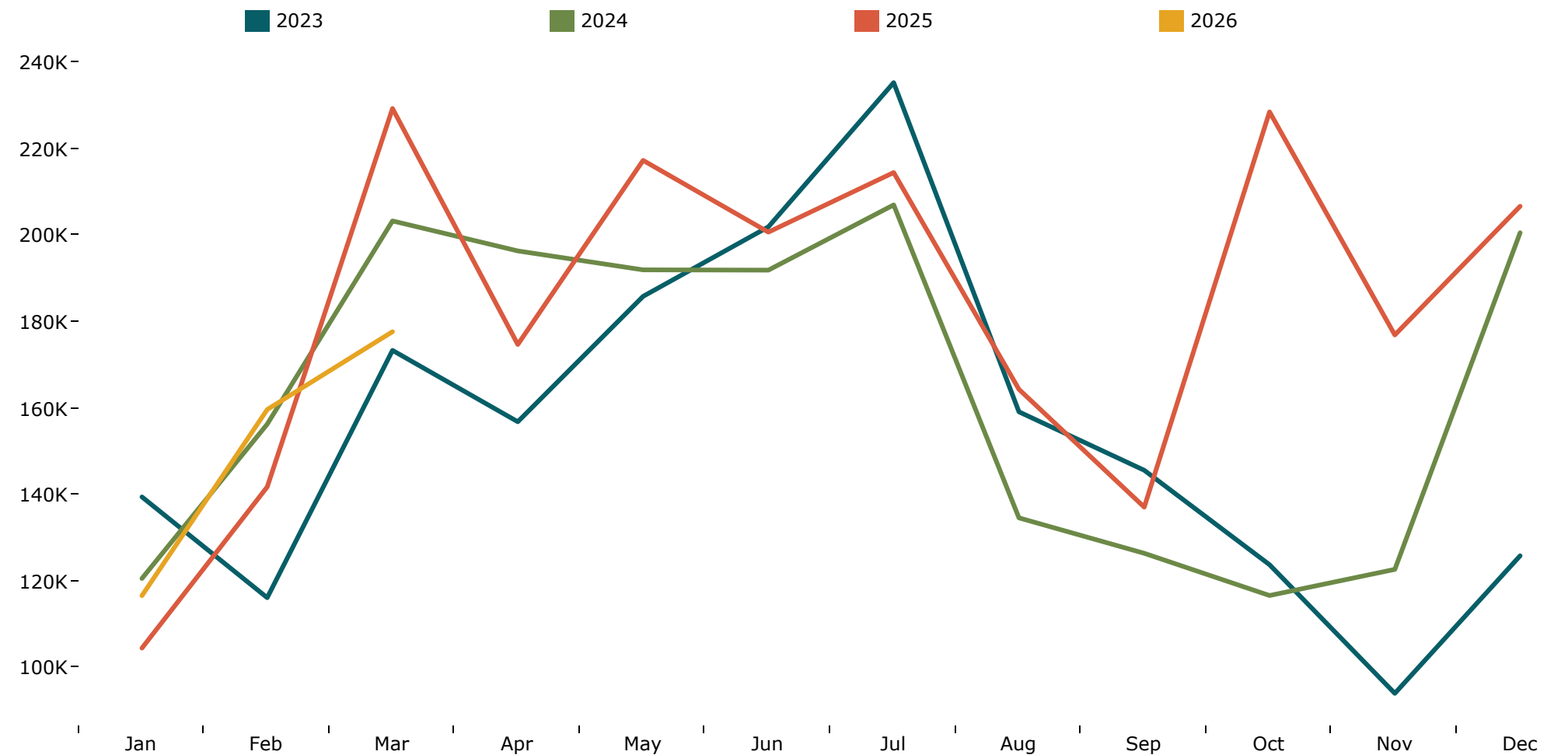
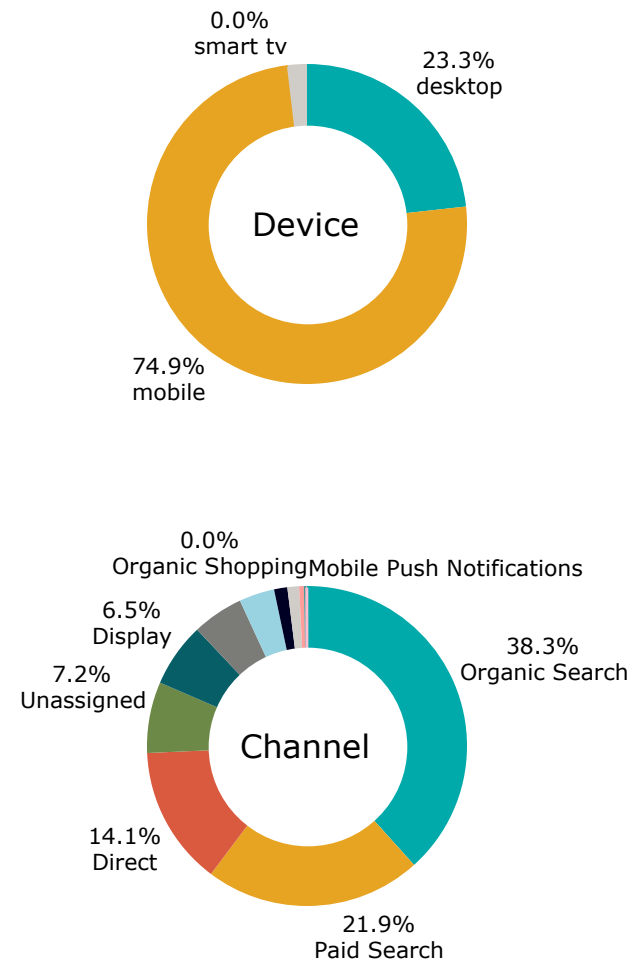
Bounce Rate  
-19.7% YOY



## 00:02:38

Avg. Session Duration  
+7.4% YOY

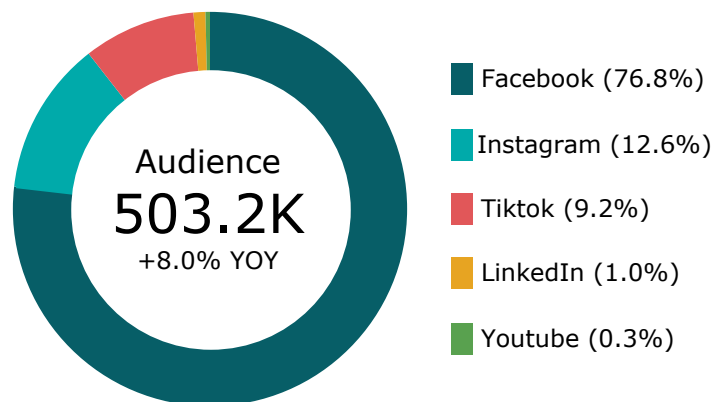
### Website Sessions by Month



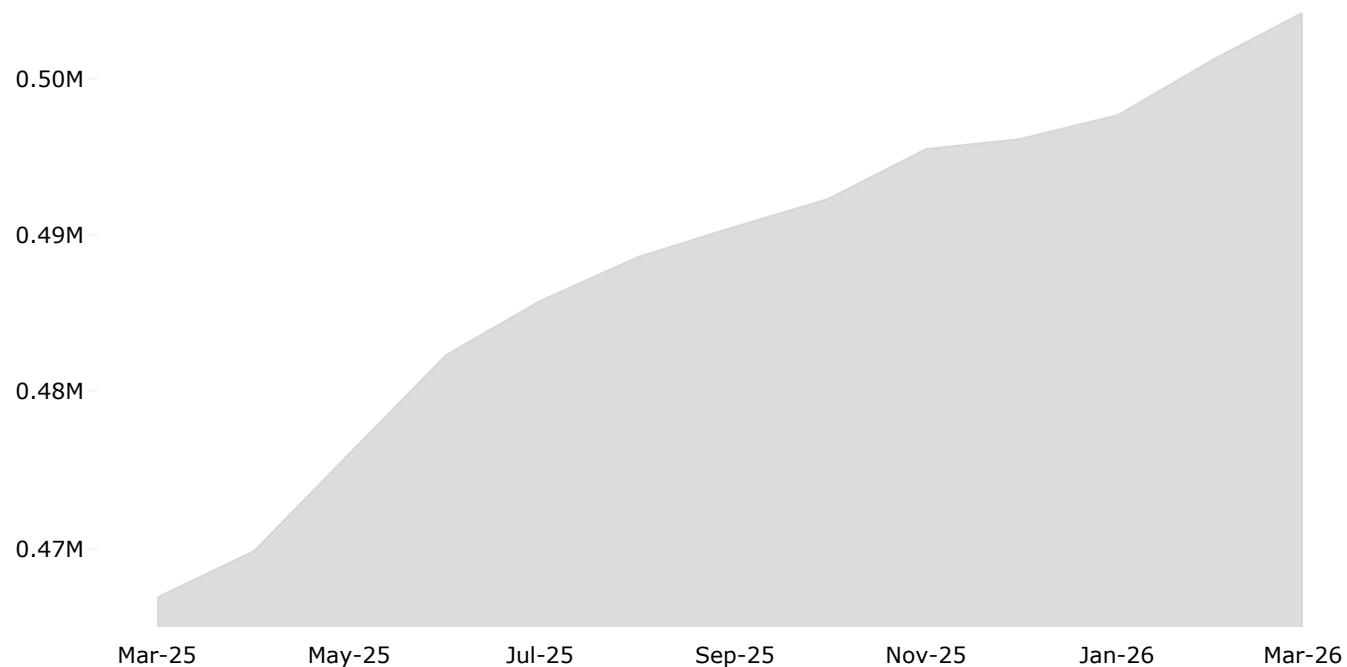


# Social Media Summary

## Audience Overview



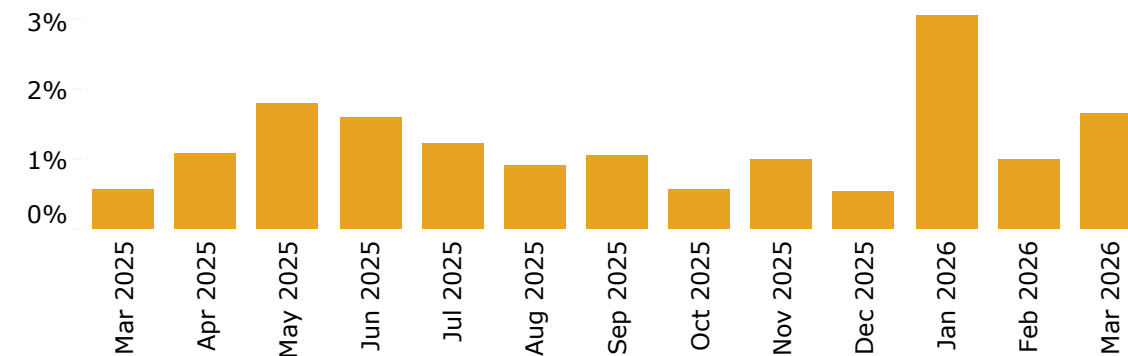
### Audience by Month



## Engagements & Impressions

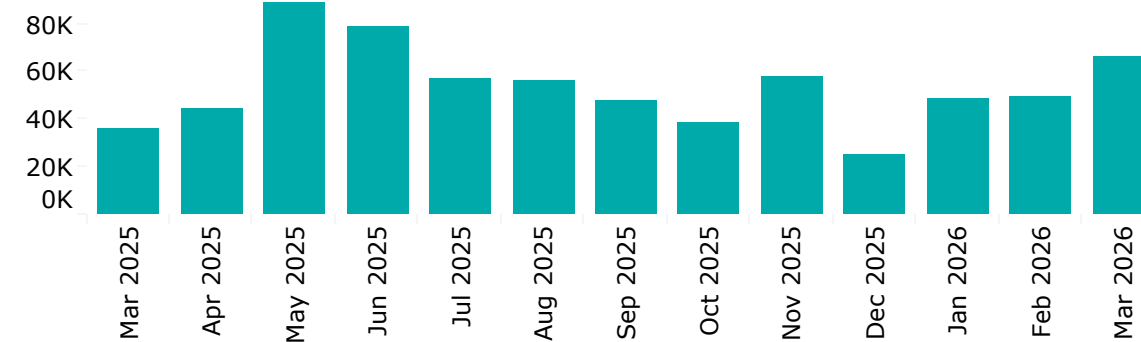
### Engagement Rate

March 2026  
**1.7%**  
+1.1% pt YOY



### Engagements

March 2026  
**66.6K**  
+84.8% YOY



### Impressions

March 2026  
**4.0M**  
-35.2% YOY





# Social Media Performance by Platform

March 2026



## Facebook



<b>Engagement Rate</b>	<b>1.0%</b>
<b>Impressions</b>	<b>3,280,691</b>
<b>Video Views</b>	<b>494,848</b>
<b>Engagement</b>	<b>33,715</b>
Comments	690
Reactions	6,741
Shares	709
Post Link Clicks	963
Other Post Clicks	24,612

## Instagram



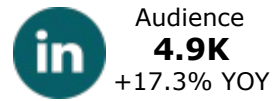
<b>Engagement Rate</b>	<b>2.3%</b>
<b>Impressions</b>	<b>735,665</b>
<b>Video Views</b>	<b>164,356</b>
<b>Engagement</b>	<b>17,272</b>
Comments	203
Reactions	12,114
Saves	1,347
Shares	3,585

## YouTube



<b>Engagement Rate</b>	
<b>Impressions</b>	
<b>Video Views</b>	<b>88,460</b>
<b>Engagement</b>	<b>171</b>
Comments	1
Reactions	96
Shares	59
Post Link Clicks	
Other Post Clicks	0
Other Engagements	15

## LinkedIn



<b>Engagement Rate</b>	<b>16.5%</b>
<b>Impressions</b>	<b>12,891</b>
<b>Video Views</b>	<b>17</b>
<b>Engagement</b>	<b>2,121</b>
Comments	17
Reactions	404
Shares	6
Post Link Clicks	1,694

## Tiktok



<b>Engagement Rate</b>	
<b>Video Views</b>	<b>268,381</b>
<b>Engagement</b>	<b>13,354</b>
Comments	88
Reactions	9,956
Shares	3,310

