



Visit Corpus Christi Monthly Data Report

December 2024





Executive Summary

December 2024



Highlights

The Corpus Christi hotel market experienced a -1.1% increase in demand for the month of December compared to last year. Combined with +2% YOY increase in supply, occupancy for the month decreased -0.9% YOY to 42.6%. Demand for short term rental increased +19.8% YOY, absorbing the +17.6% YOY increase in supply resulting in a growth in occupancy of 1.9% YOY to 29.2%.

The increases in both hotel and short term rental demand and shifts in ADR helped the market achieve \$12.3M in aggregated lodging revenues, a 3.6% increase over last year.

Air Travel remains elevated and grew 2.7% over the same month last year. Main fly markets the past two months are Houston (19.7%), Dallas (10.3%), and Denver (2.2%).

Hotel demand for the U.S. ended 2024 up 0.5% YOY, while ADR and RevPAR grew 1.7% YOY. Tourism Economics' November hotel forecast currently predicts hotel demand to grow 1.1% throughout 2025 in tandem with a 0.9% increase in supply.

Short term rental listing nights and cruise cabin nights continue to gain a larger share of total U.S. lodging demand, at a combined 17.3% for the 2024 full-year forecast, up 3.6 ppt from its 2019 aggregate share of 13.7%.



Hotel Demand
120.8K
+2.0% YOY



Hotel ADR
\$89.29
-0.4% YOY



L&H Jobs
27.0K
+0.0% YOY
(As of November 2024)



CRP Checkpoint Volume
37.5K
+2.7% YOY



Website Sessions
200.7K
+59.4% YOY

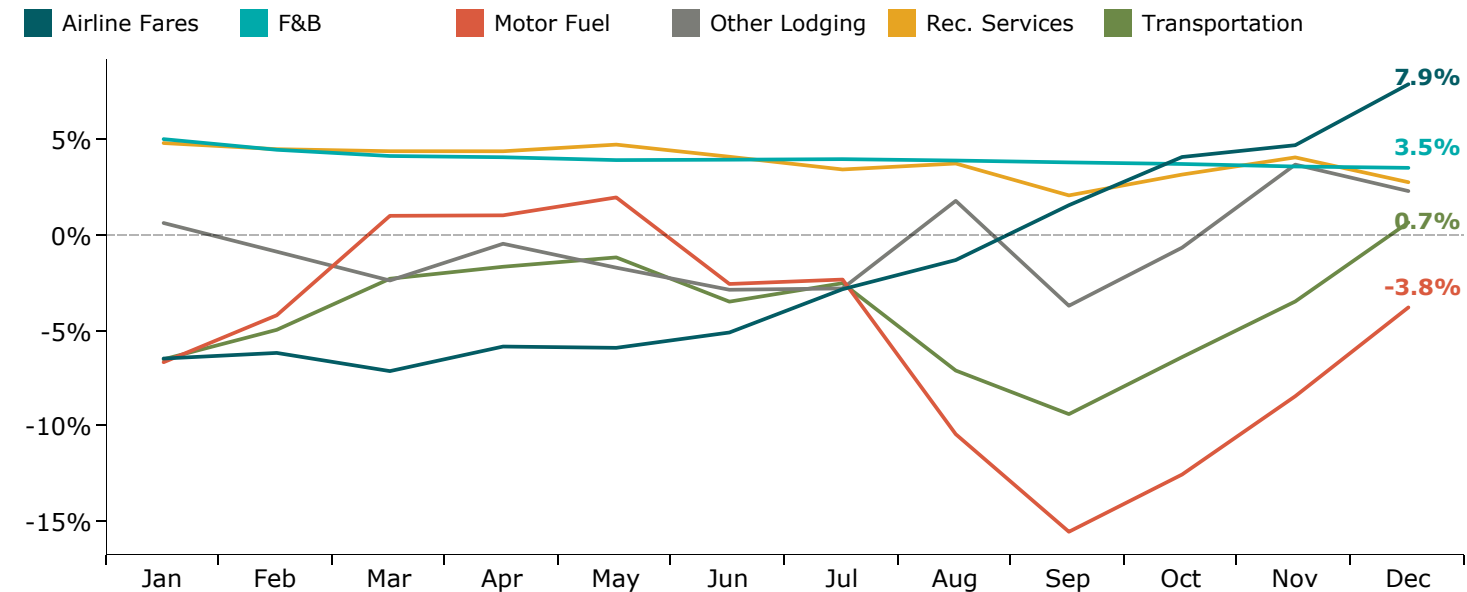


Social Media Audience
472.2K
+0.5% YOY

Travel Trends

Travel Price Index

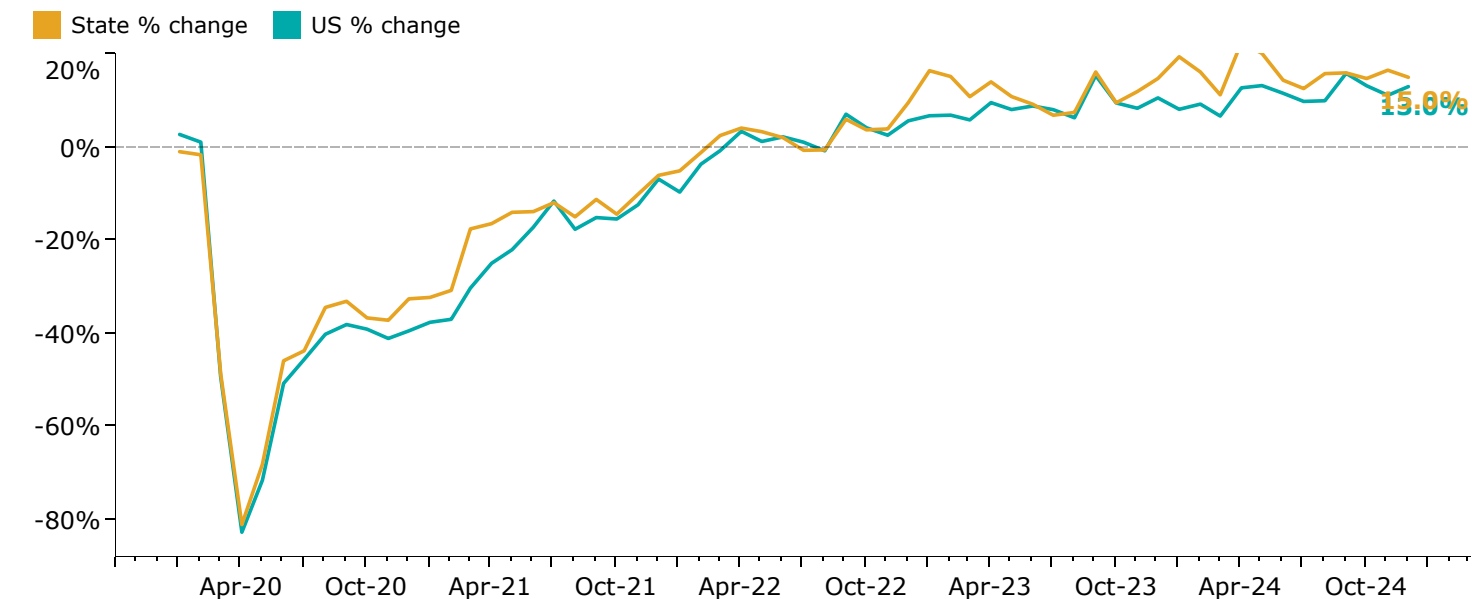
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

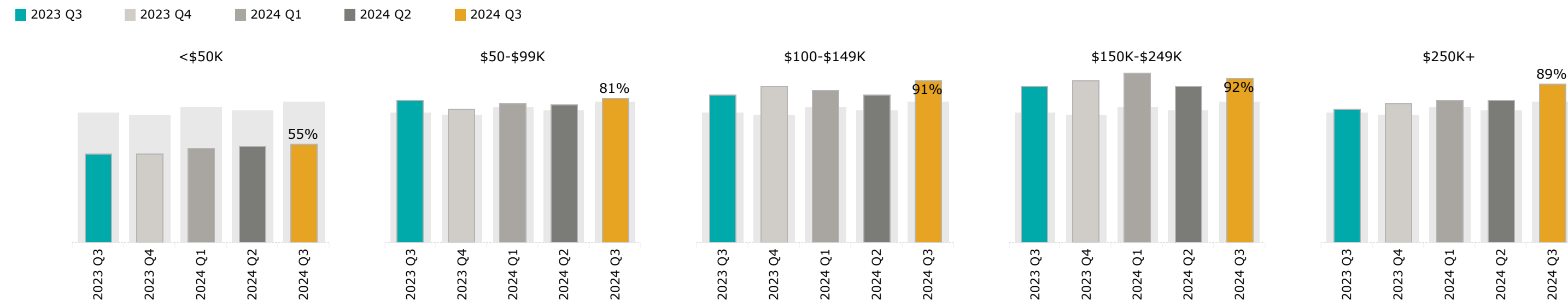
% Change vs. 2019 | Texas vs U.S. total



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)

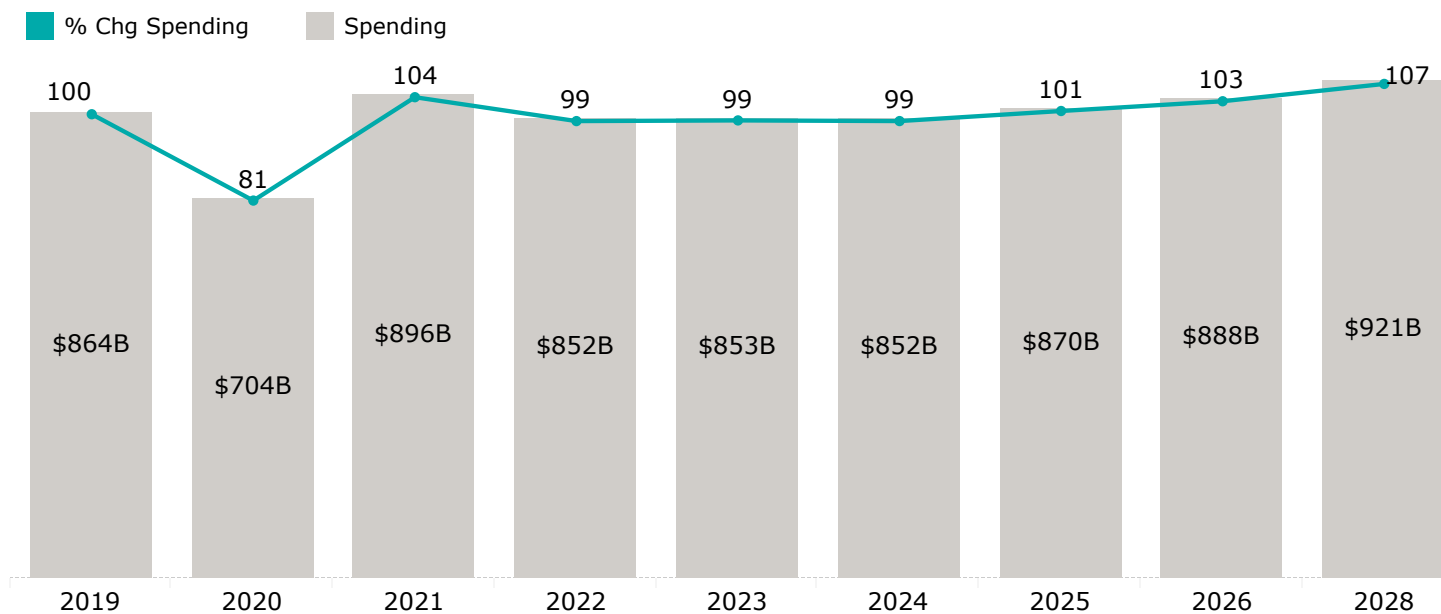


Note: Light gray bars represent the average for all survey respondents
Source: MMGY Global's Portrait of American Travelers

Domestic Travel Forecast

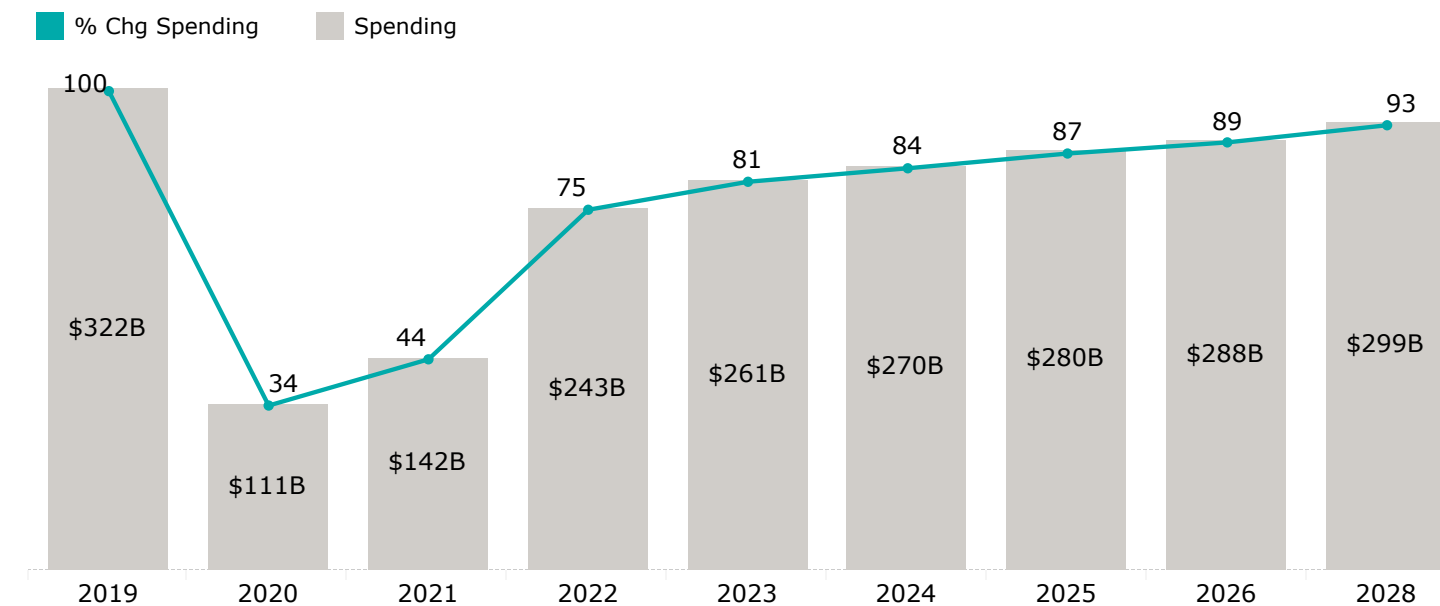
Real Domestic Leisure Travel Spending

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



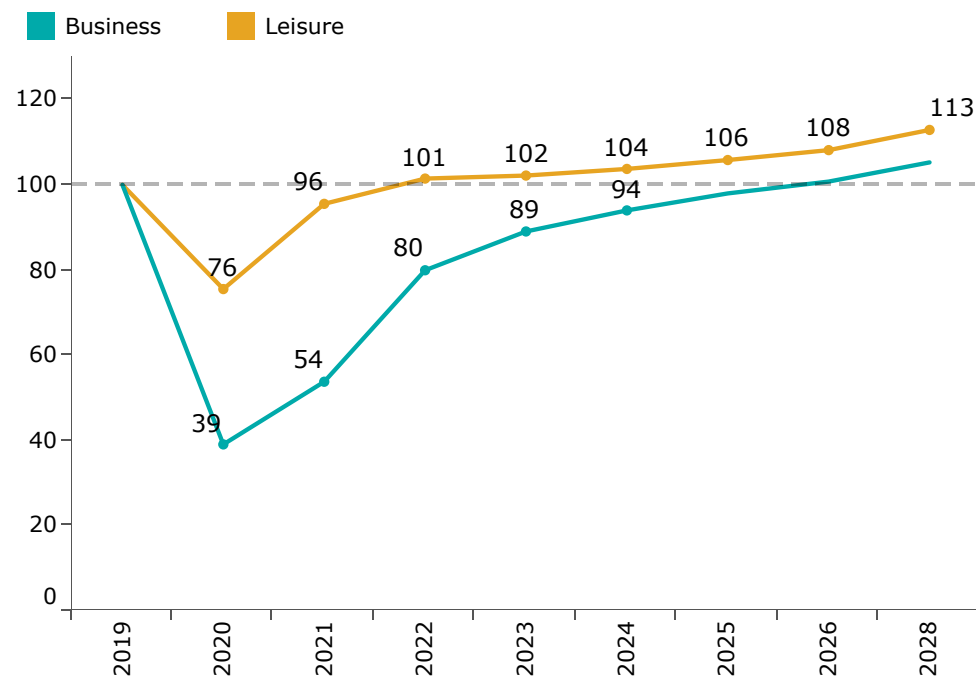
Real Domestic Business Travel Spending

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



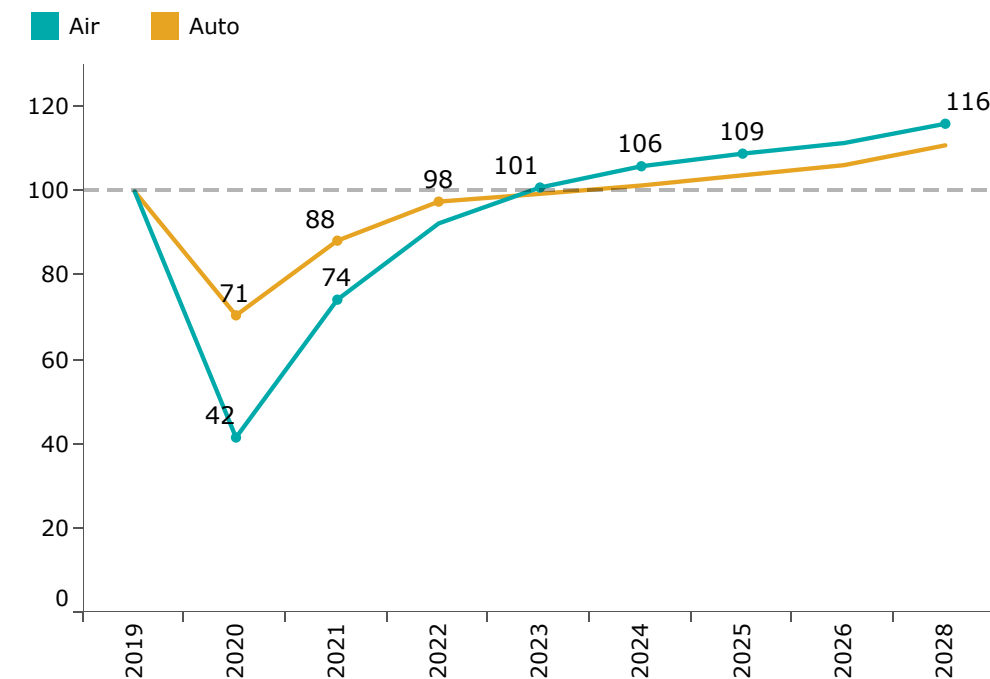
Leisure vs. Business Travel Volume

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



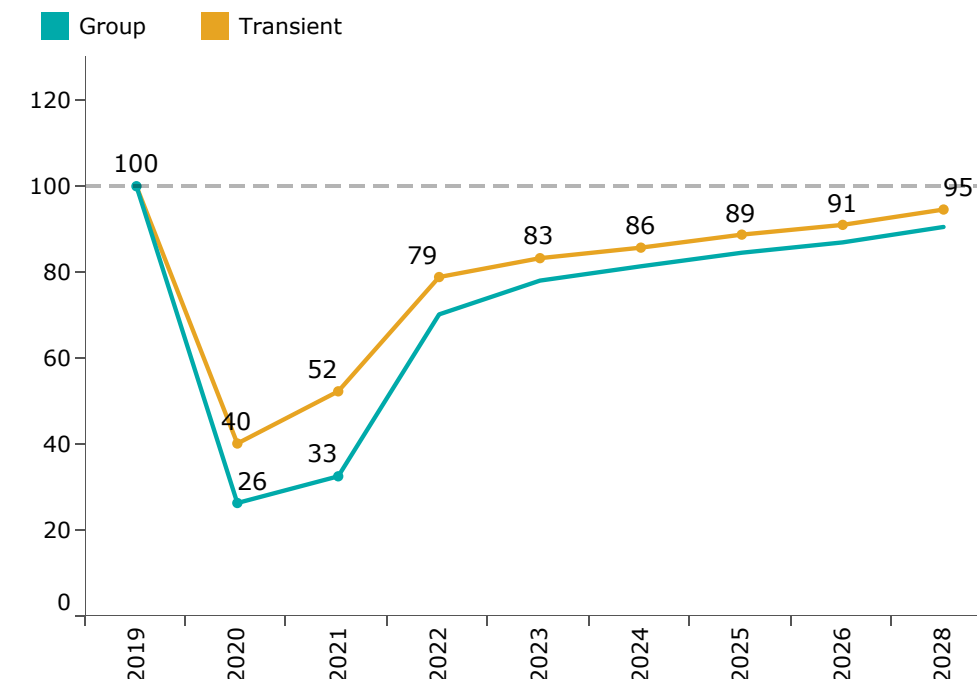
Auto vs. Air Travel Volume

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



Group vs. Transient Travel Spending

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





Hotel Review

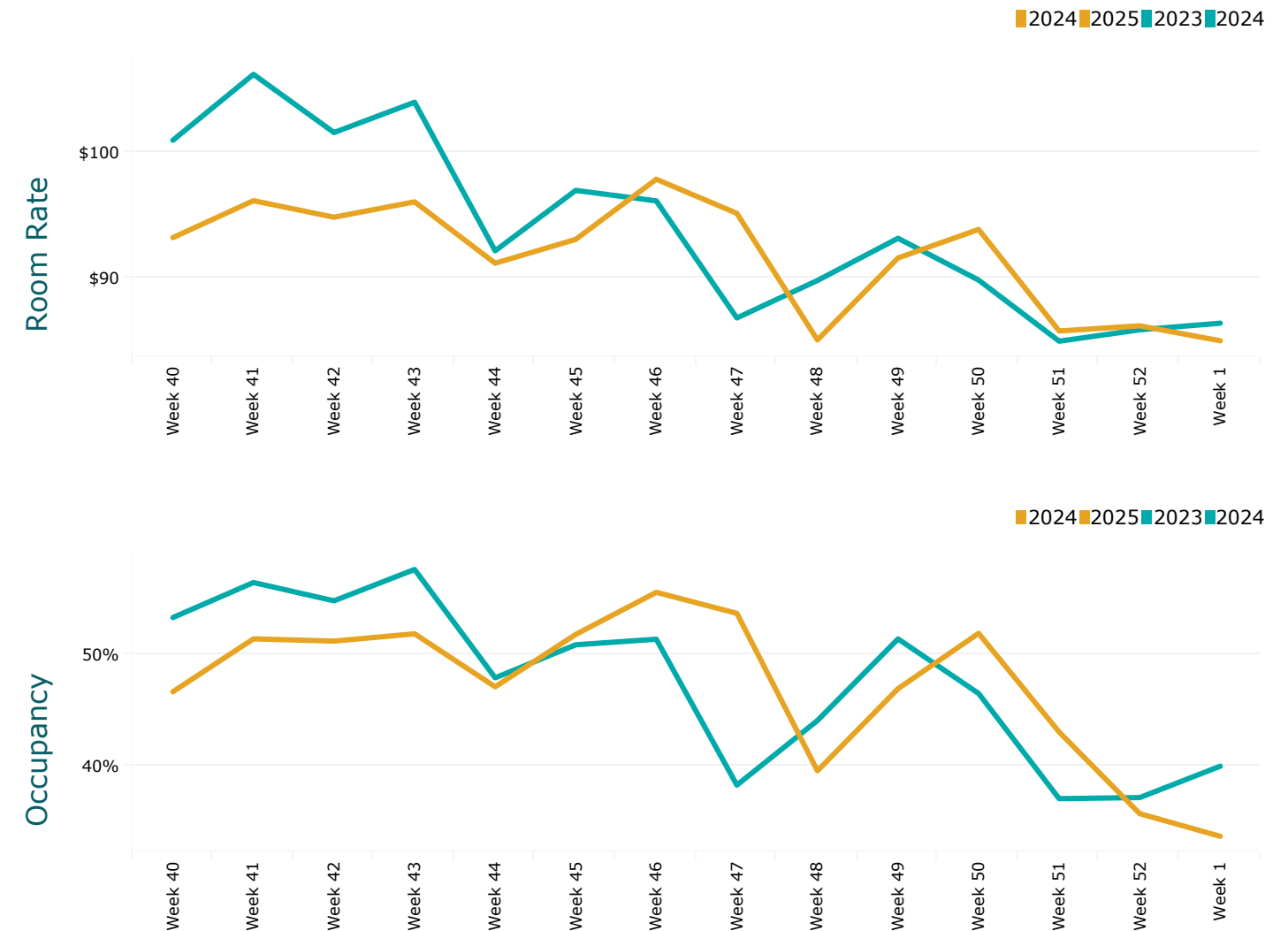


Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG		
Oct	Corpus Christi	49.4%	-8.3%	\$94	-7.5%	\$47	-15.2%	
	Austin	74.2%	-3.4%	\$218	+2.4%	\$162	-1.1%	
	Galveston	58.3%	+13.1%	\$137	+4.8%	\$80	+18.5%	
	Houston	66.1%	+10.9%	\$124	+8.9%	\$82	+20.8%	
	San Antonio	64.6%	+3.6%	\$138	+7.0%	\$89	+10.9%	
	South Padre Island	58.5%	-1.6%	\$115	-1.4%	\$67	-3.0%	
	Texas	65.0%	+1.5%	\$132	+2.9%	\$86	+4.5%	
	United States	67.3%	+2.3%	\$165	+1.8%	\$111	+4.1%	
	Nov	Corpus Christi	50.8%	+8.9%	\$94	+0.5%	\$48	+9.4%
		Austin	64.3%	-7.2%	\$165	-3.3%	\$106	-10.2%
Galveston		49.1%	+8.5%	\$141	+6.9%	\$69	+16.1%	
Houston		60.8%	+6.5%	\$121	+9.2%	\$74	+16.3%	
San Antonio		59.0%	-1.2%	\$125	+0.0%	\$74	-1.2%	
South Padre Island		61.0%	+6.5%	\$107	-2.6%	\$65	+3.7%	
Dec	Texas	60.1%	+1.1%	\$121	+2.7%	\$73	+3.8%	
	United States	59.4%	+1.7%	\$153	+0.9%	\$91	+2.5%	
	Corpus Christi	42.9%	-0.2%	\$89	-0.4%	\$38	-0.7%	
	Austin	51.7%	-1.6%	\$141	+2.6%	\$73	+1.0%	
	Galveston	46.3%	+0.2%	\$135	+5.6%	\$62	+5.8%	
	Houston	51.9%	+2.3%	\$110	+7.8%	\$57	+10.2%	
	San Antonio	55.4%	-3.9%	\$130	+2.4%	\$72	-1.6%	
	South Padre Island	53.5%	-9.1%	\$105	-0.1%	\$56	-9.2%	
	Texas	52.4%	-2.0%	\$112	+2.2%	\$59	+0.2%	
	United States	53.2%	+1.1%	\$157	+3.3%	\$83	+4.4%	

Fiscal Year-to-Date Corpus Christi Performance

Occupancy 47.6% **ADR \$93** **RevPAR \$44** **Supply 835.4K** **Demand 398.0K** **Revenue \$36.9M**
 -0.4% -3.1% -3.5% +2.1% +1.6% -1.5%





Corpus Christi Hotel Outlook



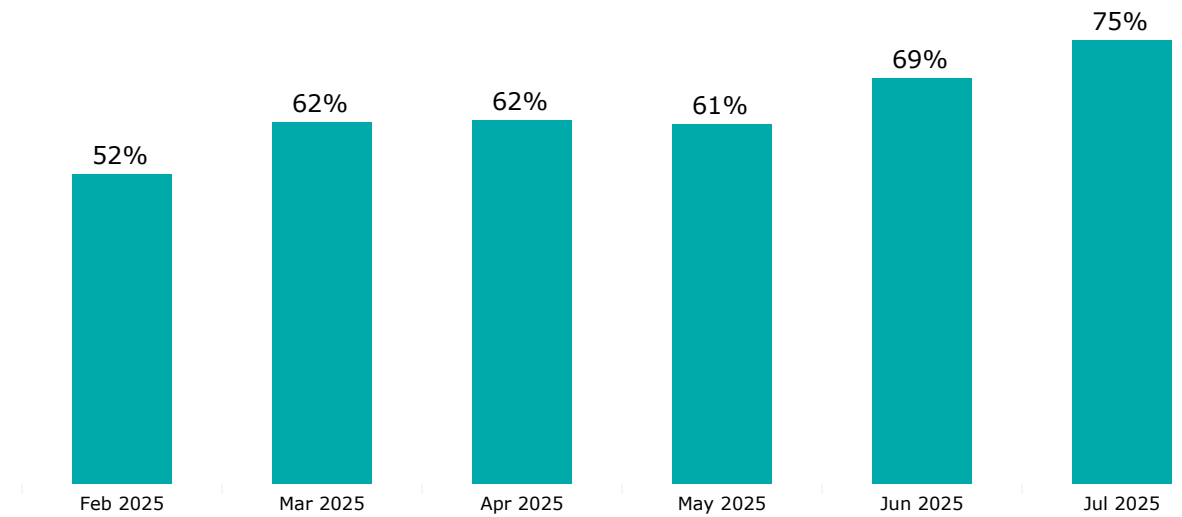
Preliminary January 2025 Hotel Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	46.3%	-14.6%	\$89	-2.1%	\$41	-16.5%
Austin	54.5%	-11.2%	\$152	-5.9%	\$83	-16.4%
Galveston	36.0%	-12.6%	\$107	-1.9%	\$38	-14.3%
Houston	53.0%	-8.4%	\$117	-5.9%	\$62	-13.8%
San Antonio	44.3%	-12.1%	\$114	-5.6%	\$50	-17.0%
South Padre Island	57.4%	-2.0%	\$101	+2.1%	\$58	+0.1%
Texas	53.3%	-6.7%	\$116	-2.3%	\$62	-8.9%
United States	50.8%	-3.9%	\$148	+1.2%	\$75	-2.8%

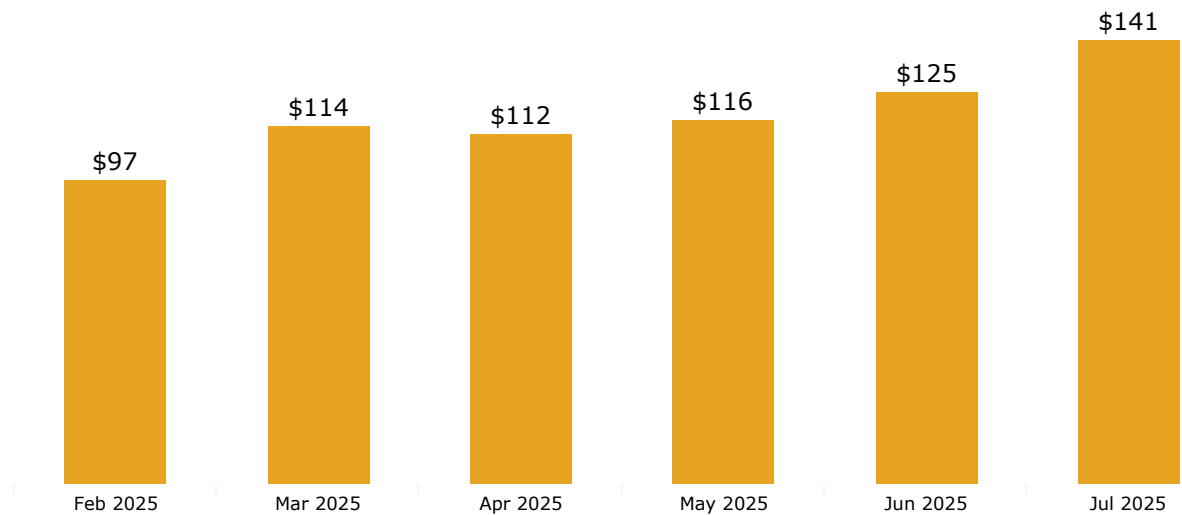
Week Days

Hotel Forecast

Occupancy



Average Room Rate



Week Ends

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	46.3%	-14.8%	\$89	-2.2%	\$41	-16.7%
Austin	54.4%	-11.3%	\$149	-4.4%	\$81	-15.2%
Galveston	60.0%	-10.9%	\$148	-3.3%	\$89	-13.8%
Houston	58.2%	-1.3%	\$113	+4.7%	\$66	+3.3%
San Antonio	48.4%	-12.6%	\$113	-6.6%	\$55	-18.4%
South Padre Island	57.3%	-14.4%	\$103	+0.3%	\$59	-14.2%
Texas	54.8%	-6.5%	\$114	-0.1%	\$62	-6.6%
United States	56.9%	-1.6%	\$154	+2.0%	\$88	+0.3%

Note: Includes daily data through 1/18/2025
Source: STR

Source: Tourism Economics



Corpus Christi Hotel Forecast



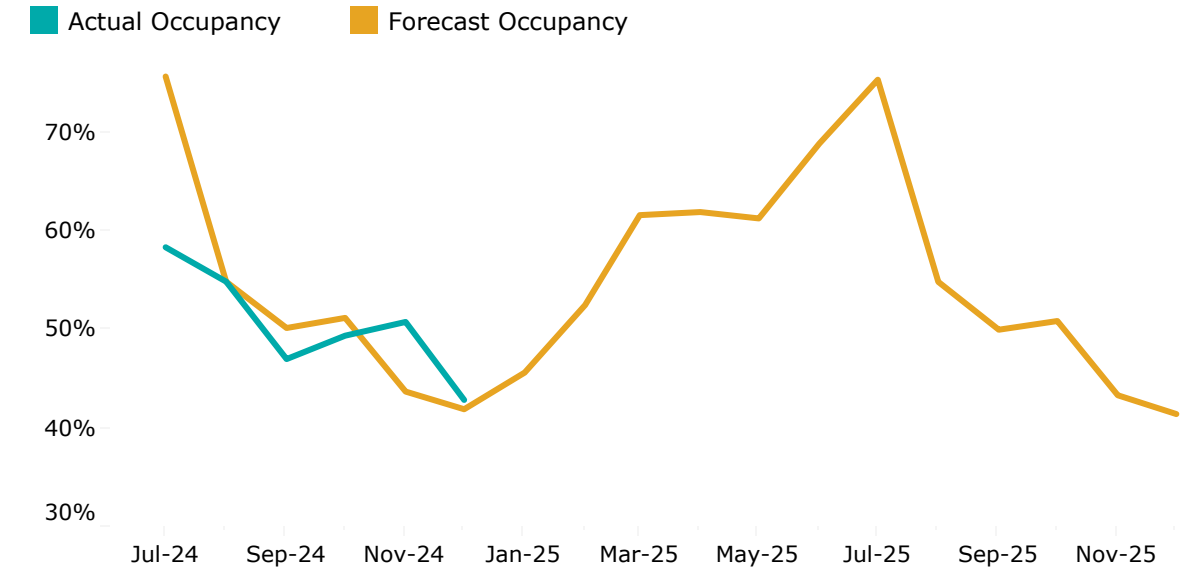
Hotel Performance Forecast by Quarter

		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2024	Q4	45.6%	\$93	\$43	850.1K	387.9K	\$36.2M
2025	Q1	53.3%	\$102	\$54	836.4K	445.6K	\$45.5M
	Q2	64.0%	\$118	\$75	846.3K	541.4K	\$63.7M
	Q3	60.1%	\$123	\$74	856.8K	515.3K	\$63.4M
	Q4	45.2%	\$95	\$43	866.6K	391.9K	\$37.2M

Forecast

Forecast vs. Actuals by Month

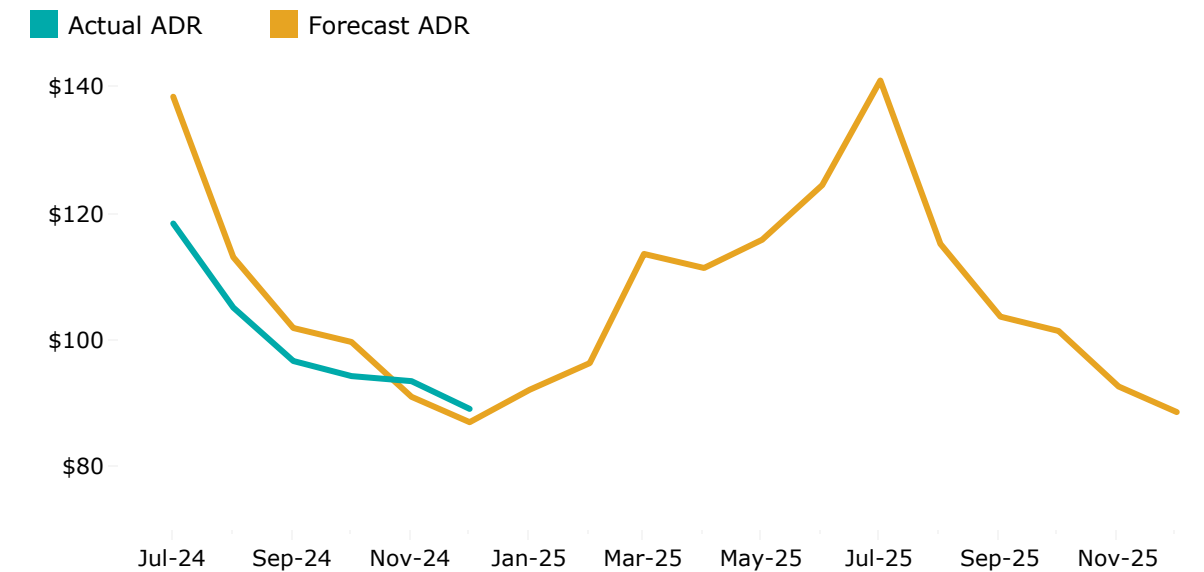
Occupancy



YOY % Change

		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2024	Q4	-0.2%	+2.6%	+2.4%	+2.9%	+2.7%	+5.4%
2025	Q1	+0.5%	+1.8%	+2.4%	+1.9%	+2.4%	+4.3%
	Q2	-0.8%	+1.8%	+1.0%	+2.1%	+1.2%	+3.0%
	Q3	-0.3%	+1.8%	+1.5%	+1.3%	+1.0%	+2.9%
	Q4	-0.9%	+1.8%	+0.9%	+1.9%	+1.1%	+2.9%

Average Room Rate





Short Term Rental Review



Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Oct	Corpus Christi	32.1%	+2.0%	\$174	-2.5%	\$56	-0.5%
	Galveston	25.5%	+12.1%	\$183	-4.0%	\$47	+7.6%
	Port Aransas	25.2%	+0.6%	\$241	-4.6%	\$61	-4.0%
	South Padre Island	32.5%	+4.5%	\$158	-0.2%	\$51	+4.3%
Nov	Corpus Christi	24.2%	+3.5%	\$161	+2.2%	\$39	+5.7%
	Galveston	21.3%	+4.8%	\$206	-3.7%	\$44	+0.9%
	Port Aransas	17.7%	+19.0%	\$225	-9.5%	\$40	+7.6%
	South Padre Island	27.3%	+21.3%	\$154	-2.2%	\$42	+18.7%
Dec	Corpus Christi	21.8%	+1.9%	\$143	+2.3%	\$31	+4.2%
	Galveston	17.1%	-4.2%	\$184	+2.6%	\$31	-1.7%
	Port Aransas	16.0%	+2.1%	\$178	-0.2%	\$28	+1.9%
	South Padre Island	30.1%	-0.9%	\$179	+7.9%	\$54	+7.0%

Fiscal Year-to-Date Corpus Christi Performance

Occupancy
26.1%
+2.0%

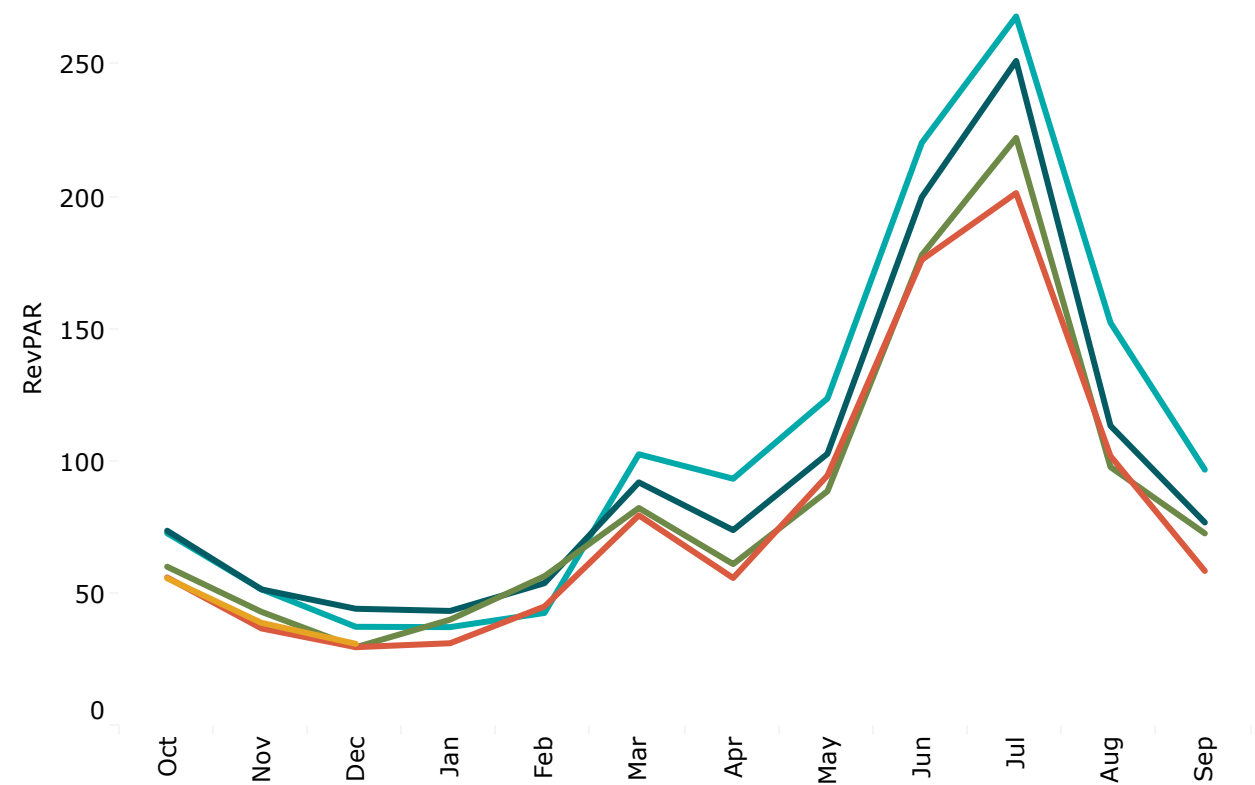
ADR
\$161
-0.2%

RevPAR
\$42
+1.8%

Short Term Rental RevPAR by Month

Last Three Fiscal Years

2021 2022 2023 2024 2025



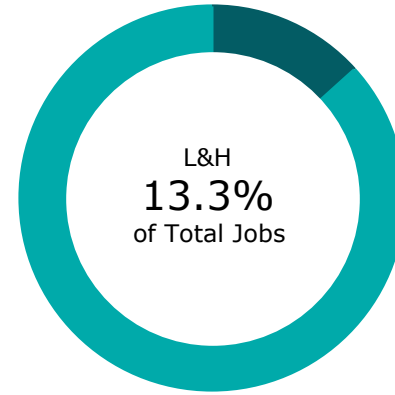
Note: Occupancy is not reflective of overall changes in short term rental demand
Source: KeyData



Corpus Christi Leisure & Hospitality Workforce

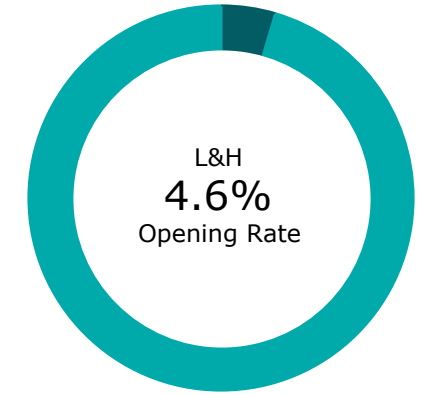
Total Leisure & Hospitality Jobs

L&H Jobs
as of November 2024
27.0K
+0.0% YOY | +5.9% vs. 2019



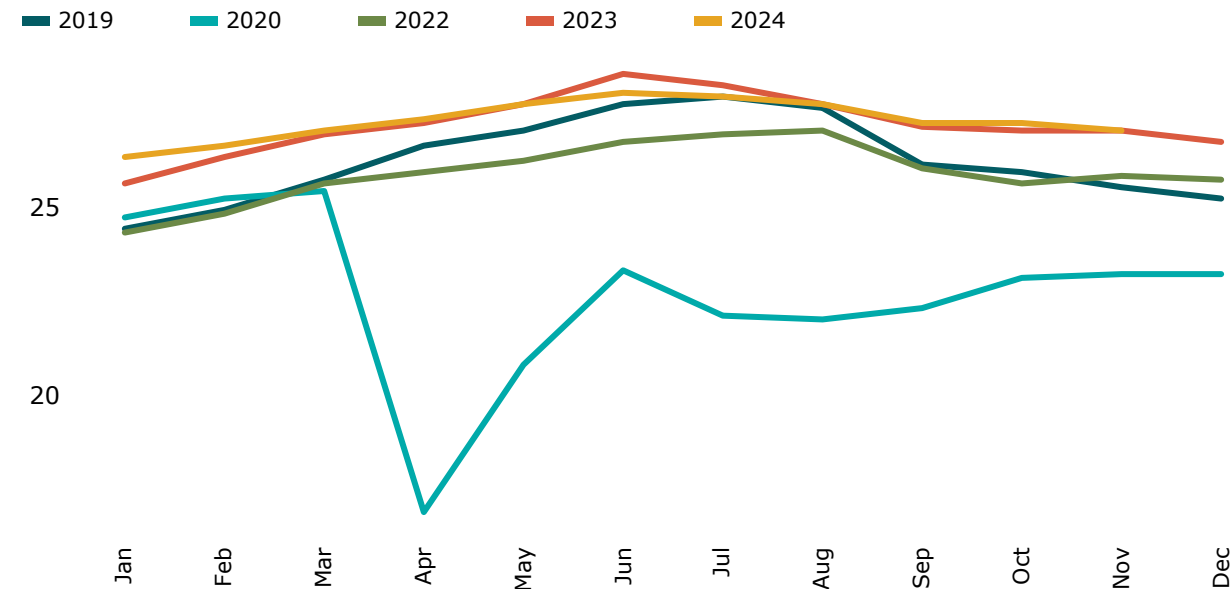
Leisure & Hospitality Job Openings

L&H Job Openings
as of October 2024
1.3K
-22.2% YOY | +9.0% vs. 2019



Employment Recovery

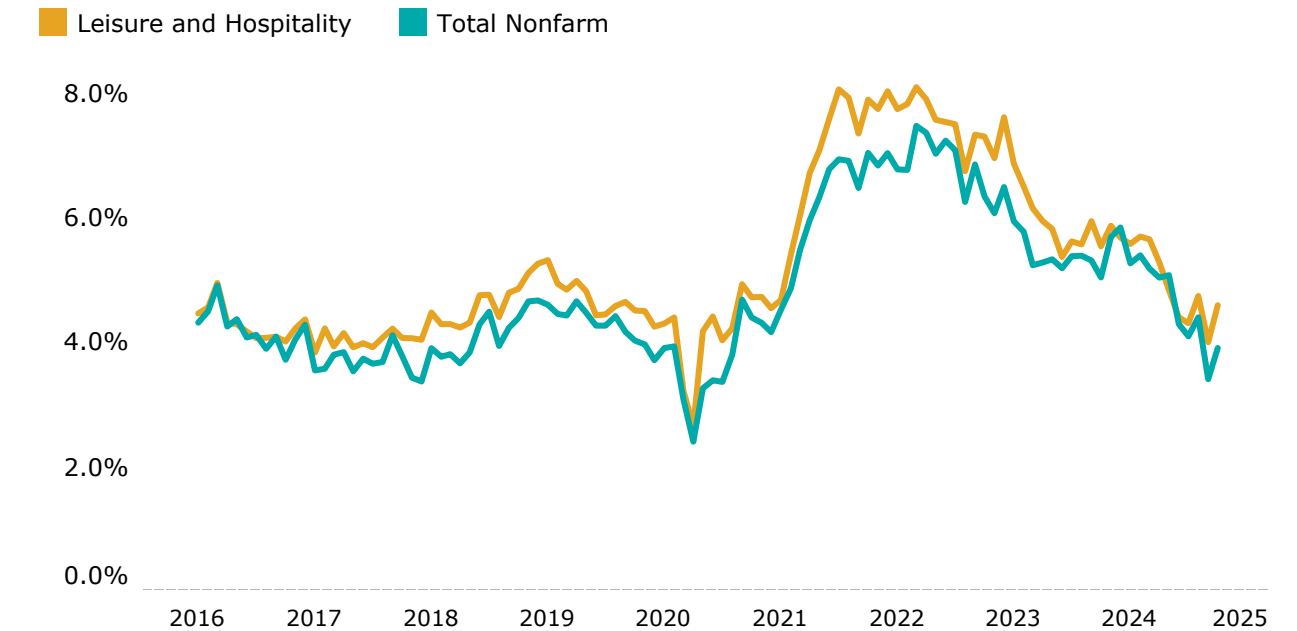
Leisure & Hospitality Jobs (Thousands)



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

Year-to-Date TSA Checkpoint Volume & Visitor Origins

December 2024 Volume

37.5K

+2.7% YOY

Oct - Dec 2024 Volume

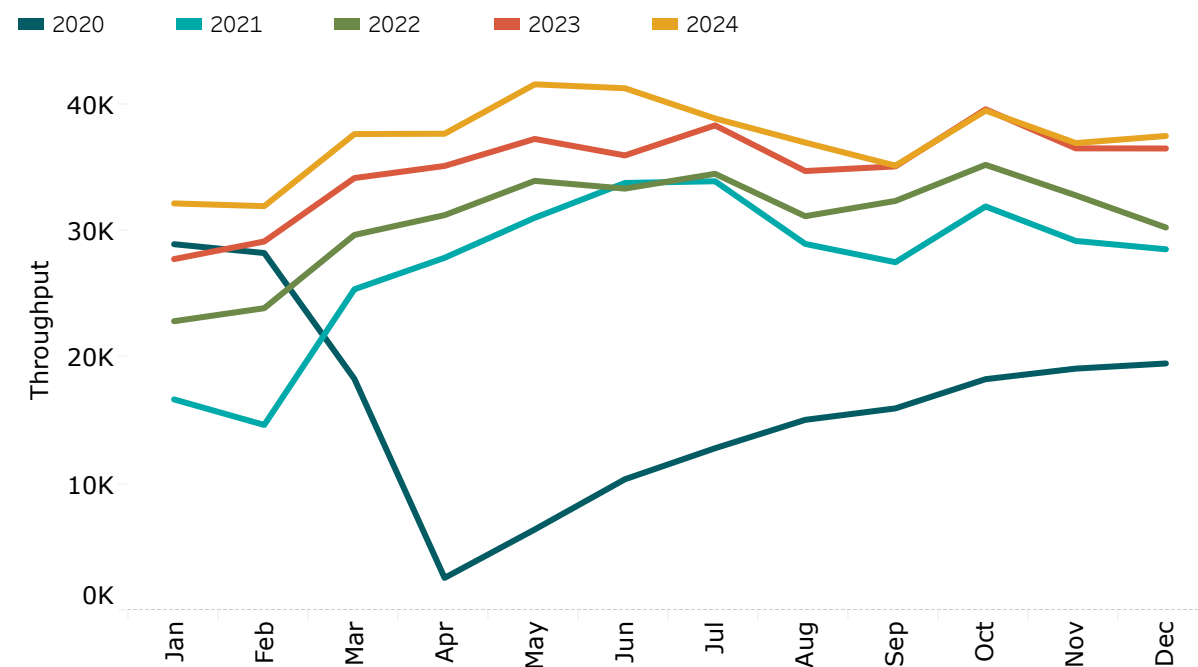
113.9K

+9.9% YOY

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

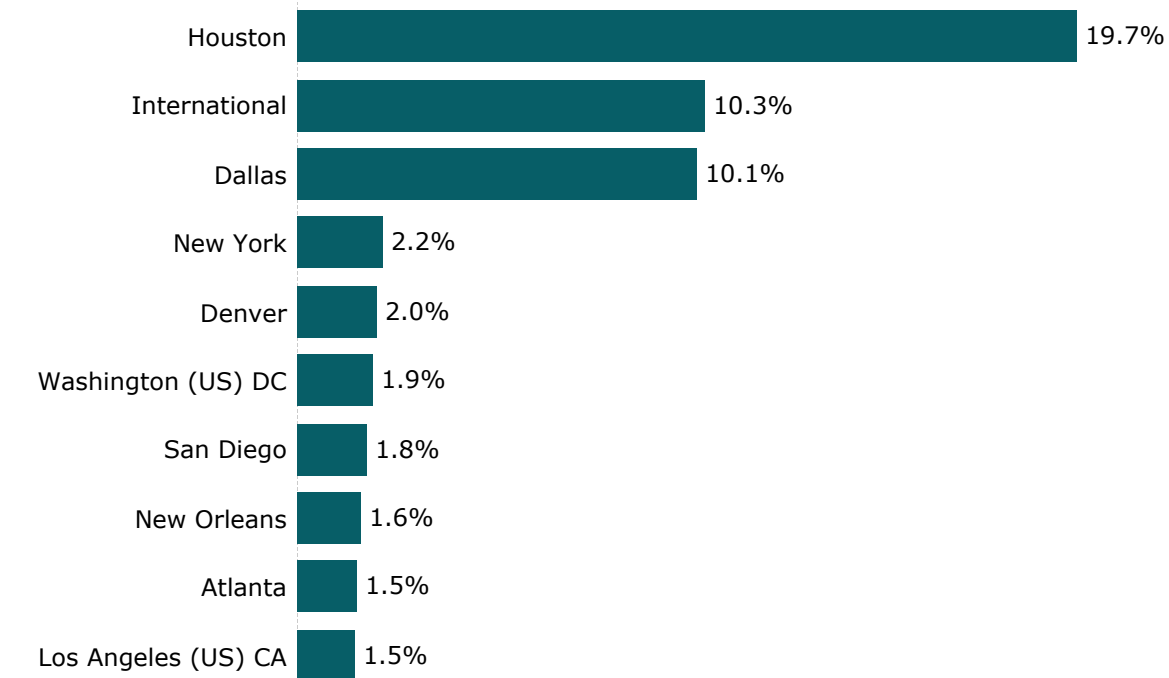
Last Five Calendar Years



Source: Transportation Security Administration

Air Visitor Origins

Oct - Nov 2024 Visitor Arrivals



Source: OAG



Visit Corpus Christi Meeting & Sports Sales



Jan - Dec 2024 Meetings & Sports Events

Events
108

Rooms
65.2K

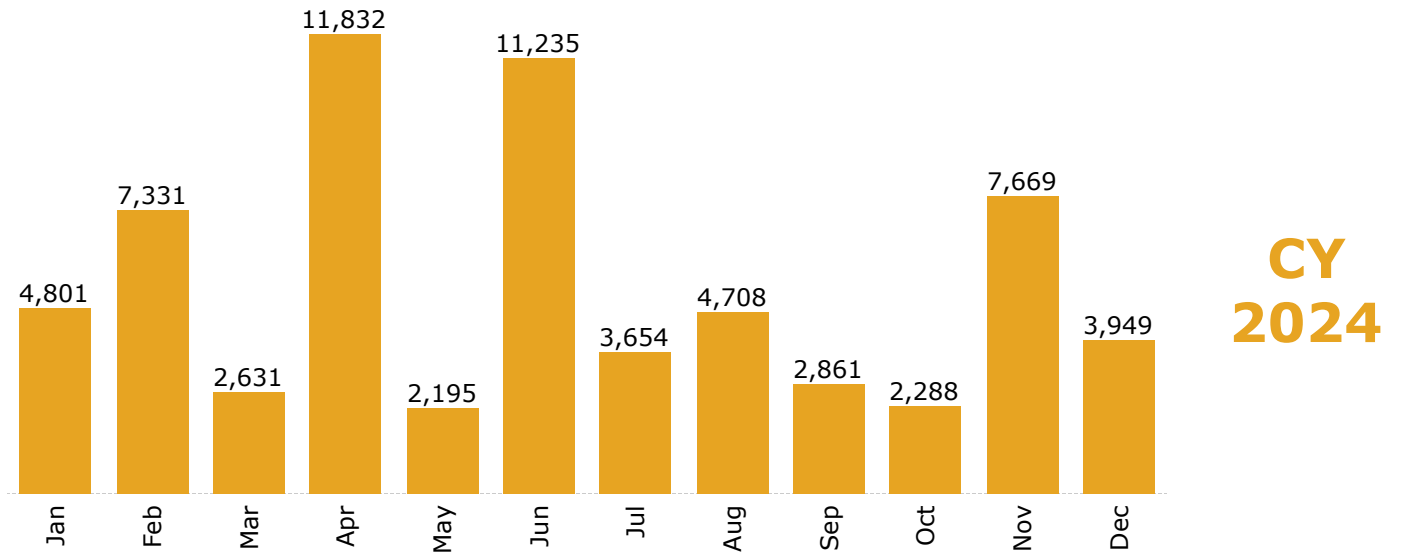
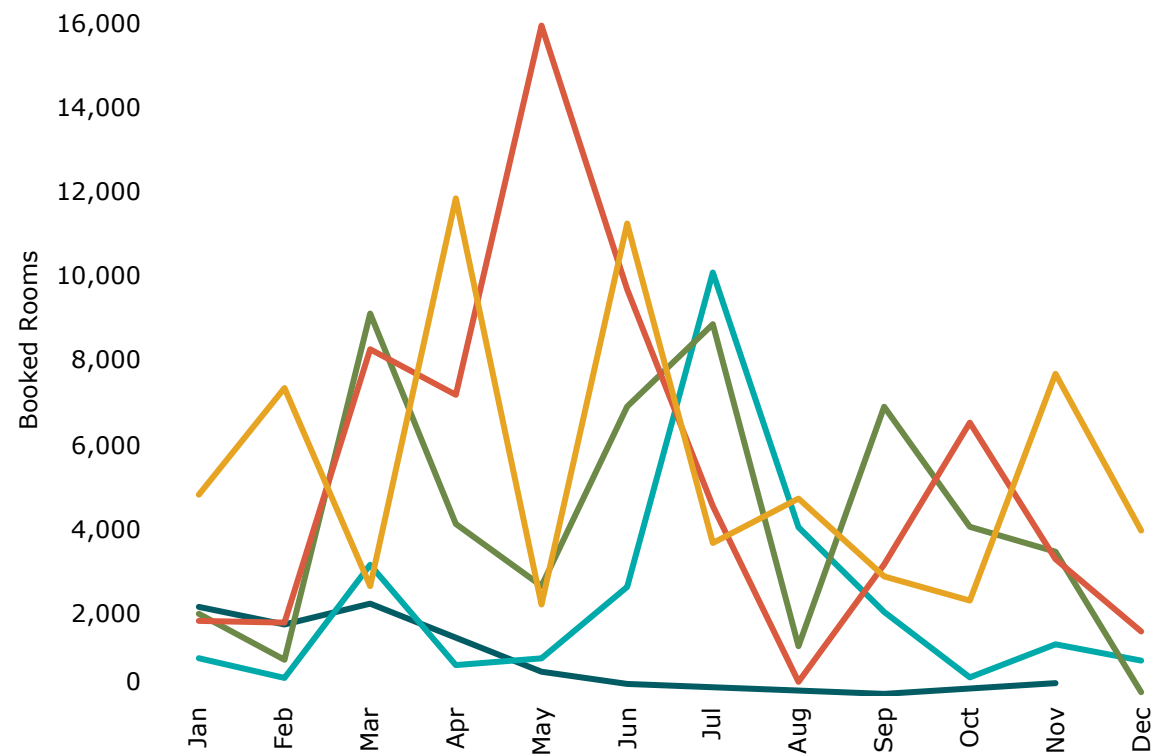
Attendees
130.2K

Future Rooms On-the-Books

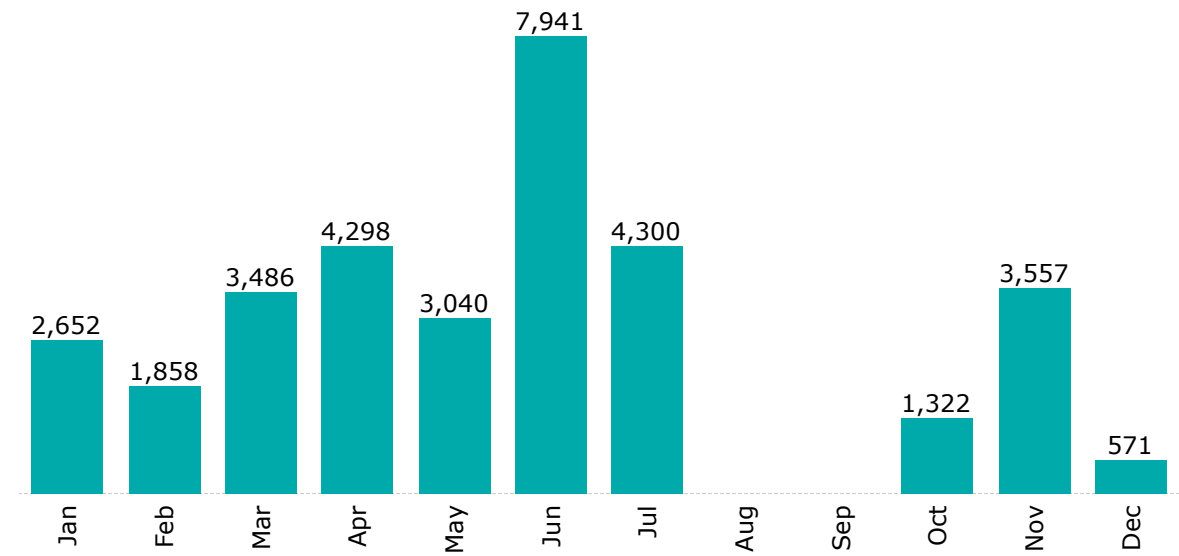
Definite Rooms

Past Rooms On-the-Books by Calendar Year

2020 2021 2022 2023 2024



CY 2025

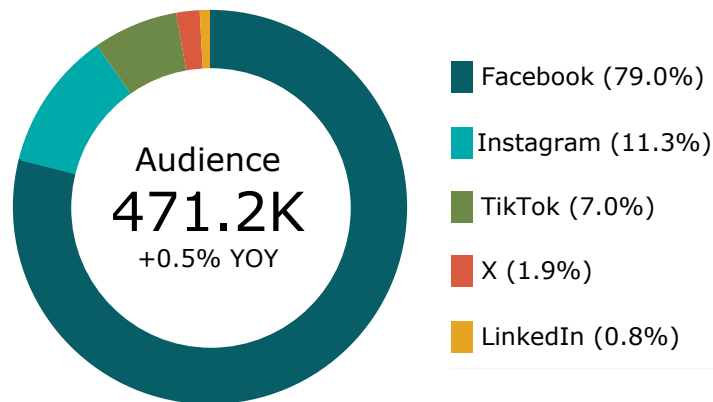


On-the-Books as of 1/21/2025

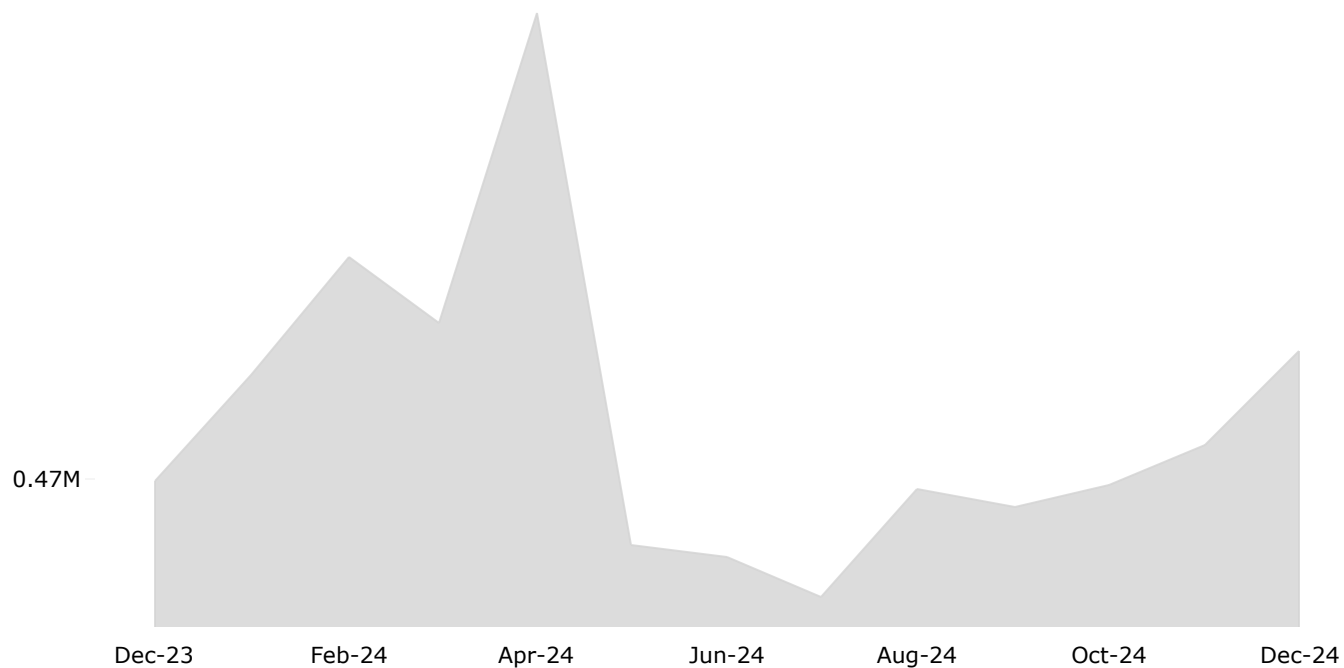


Social Media Summary

Audience Overview



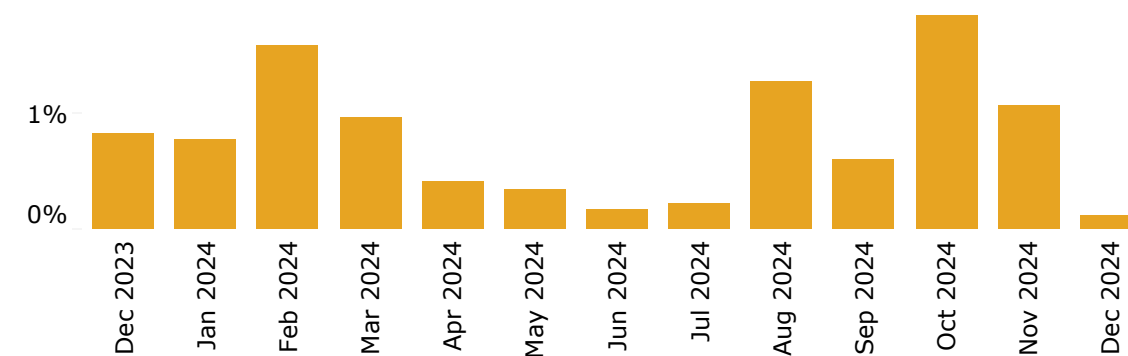
Audience by Month



Engagements & Impressions

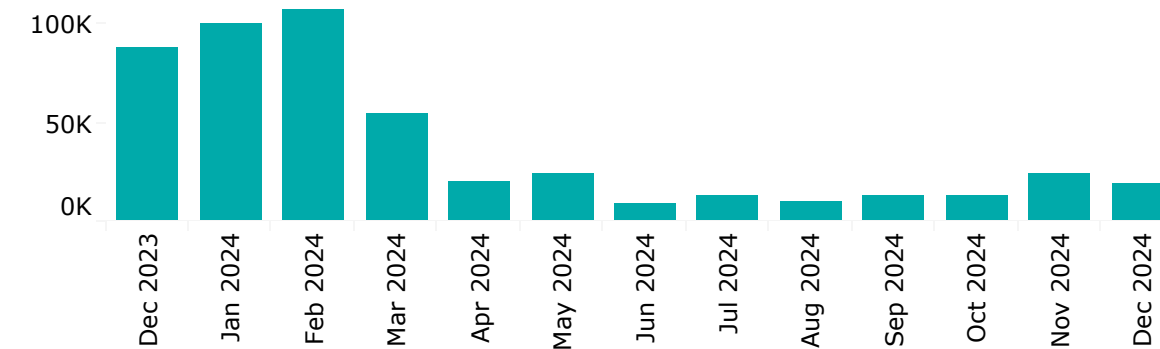
Engagement Rate

December 2024
0.1%
-0.7% pt YOY



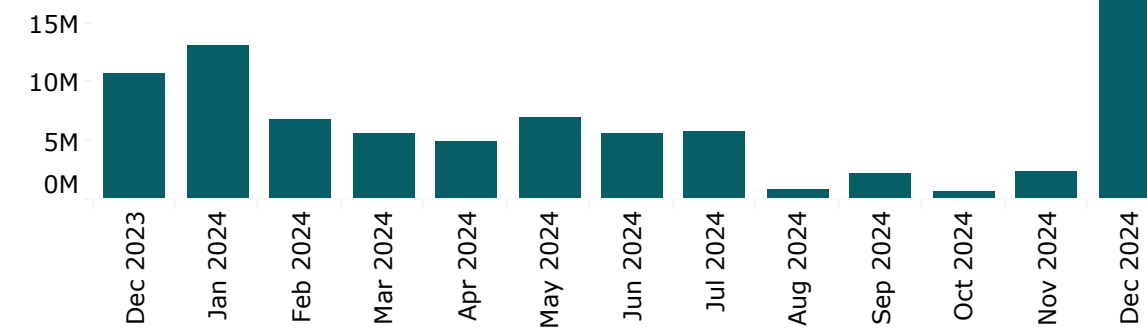
Engagements

December 2024
19.7K
-77.6% YOY



Impressions

December 2024
17.3M
+61.8% YOY





Social Media Performance by Platform

December 2024



Facebook

Audience
372.1K
-2.6% YOY

Engagement Rate	0.0%
Impressions	16,524,830
Video Views	1,940,690
Engagement	1,907
Comments	60
Reactions	652
Shares	125
Post Link Clicks	46
Other Post Clicks	1,024

Instagram

Audience
53.3K
+16.9% YOY

Engagement Rate	1.4%
Impressions	652,272
Video Views	130,832
Engagement	8,943
Comments	108
Reactions	7,398
Saves	486
Shares	917

X (formerly Twitter)

Audience
8.9K
+3.6% YOY

Engagement Rate	3.1%
Impressions	3,134
Video Views	32
Engagement	98
Comments	2
Reactions	23
Shares	9
Post Link Clicks	11
Other Post Clicks	51
Other Engagements	2

LinkedIn

Audience
3.9K
+43.9% YOY

Engagement Rate	14.9%
Impressions	5,905
Video Views	344
Engagement	879
Comments	6
Reactions	195
Shares	3
Post Link Clicks	675

TikTok

Audience
33.0K
+10.2% YOY

Engagement Rate	6.6%
Video Views	118,571
Engagement	7,877
Comments	1,242
Reactions	5,708
Shares	927

