



# Visit Corpus Christi Monthly Data Report

February 2025





# Executive Summary

February 2025



## Highlights

The Corpus Christi hotel market experienced a -14% decrease in demand for the month of February compared to last year. Combined with +2% YOY increase in supply, occupancy for the month decreased -15.7% YOY to end at 52%. Demand for short term rental also decreased this month by -6.7% YOY, while supply increased 3.8% resulting in a occupancy drop of -10.2% YOY to 36.2%.

The decreases in both hotel and short term rental demand and shifts in ADR helped the market achieve \$14.1M in aggregated lodging revenues, a -13% decrease over last year. Shortfalls in demand were felt through the Texas Gulf Coast this month.

Air Travel showed a drop in checkpoint volume by -2% from last year to end with 31.3K travelers. Main fly markets the past two months are Houston (19.5%), Dallas (10.4%), and New York (2.3%). Still showing Air Travel ahead of 2023.

Adjustments have been made to the International visitor forecast by Tourism Economics for 2025, given recent headwinds in sentiment. Originally forecast to grow by 9% this year, our latest outlook expects inbound travel to the US to decline by 5.1% in 2025—a potential loss of \$18 billion in spending.

Other indicators across the U.S. were mixed. Canadian travel by land to the U.S. was down 24% versus February one year ago, while air trips declined by 13%. Although the U.S. labor market gained 151K total nonfarm jobs in February, Federal government jobs declined by 10K.



Hotel Demand  
**131.9K**  
-14.0% YOY



Hotel ADR  
**\$94.17**  
-0.9% YOY



L&H Jobs  
**25.6K**  
+2.0% YOY  
(As of January 2025)



CRP Checkpoint Volume  
**31.3K**  
-2.0% YOY



Website Sessions  
**141.8K**  
-9.3% YOY



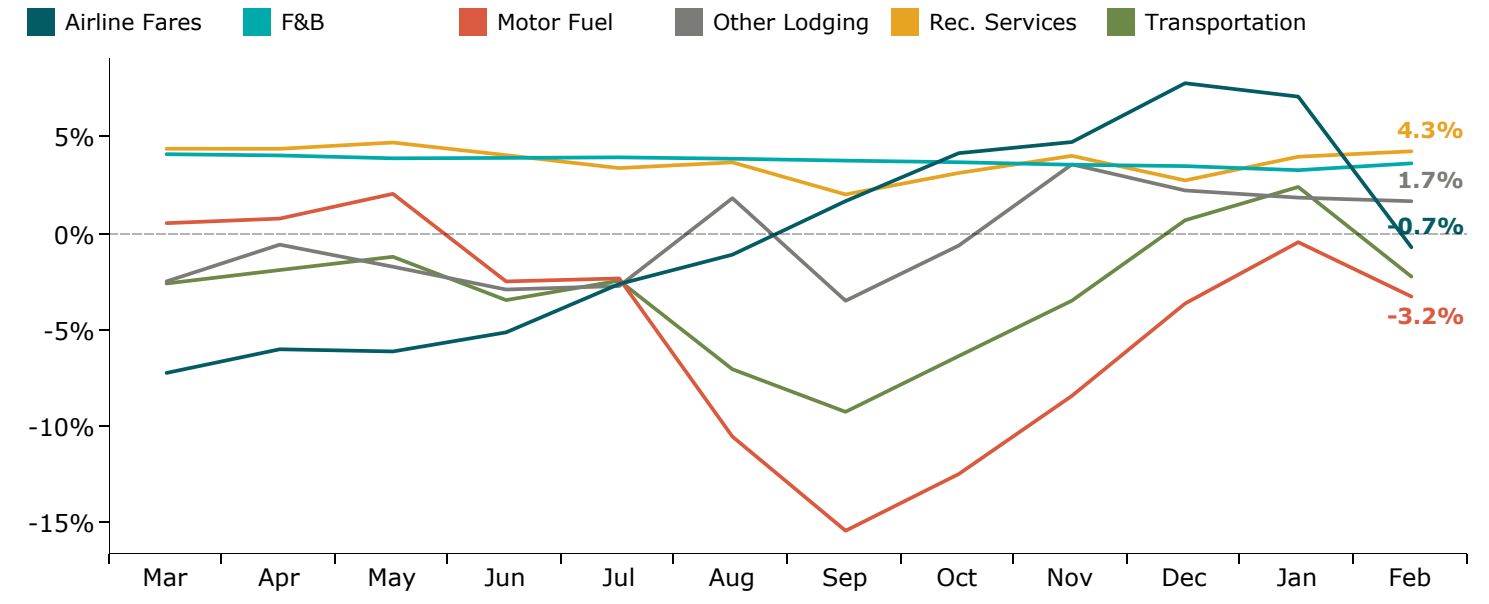
Social Media Audience  
**473.3K**  
-0.1% YOY



# Travel Trends

## Travel Price Index

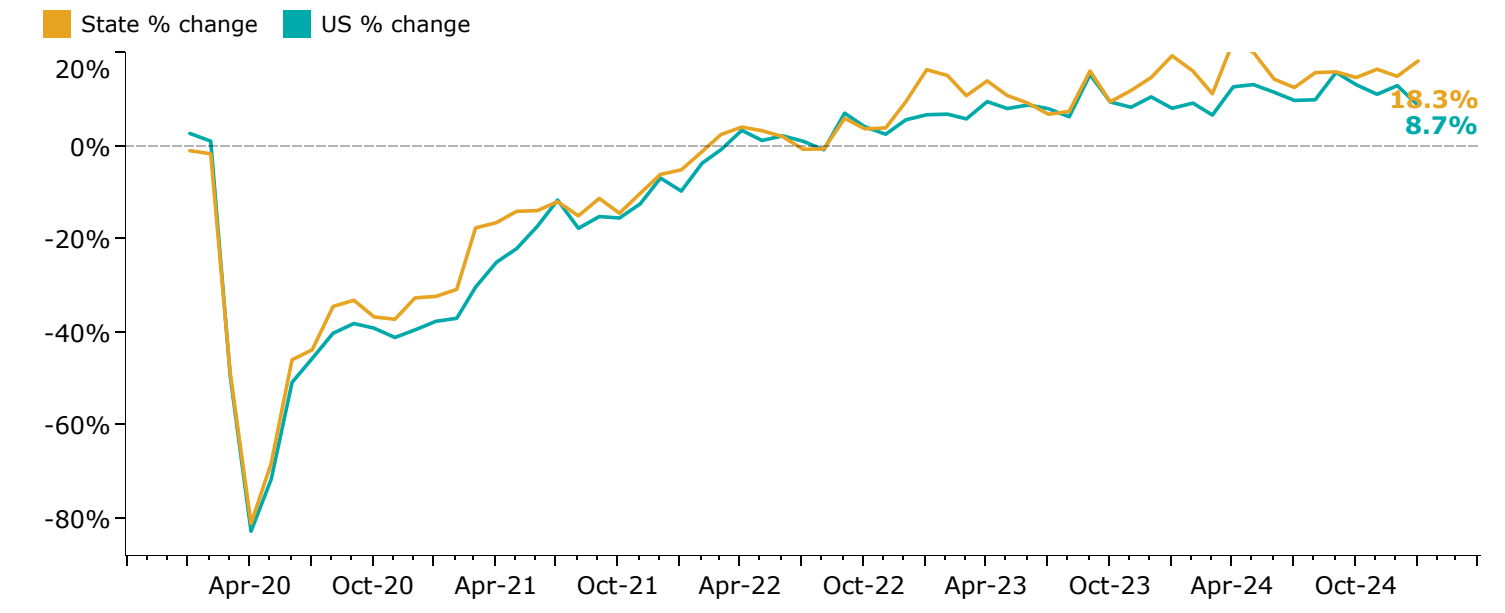
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

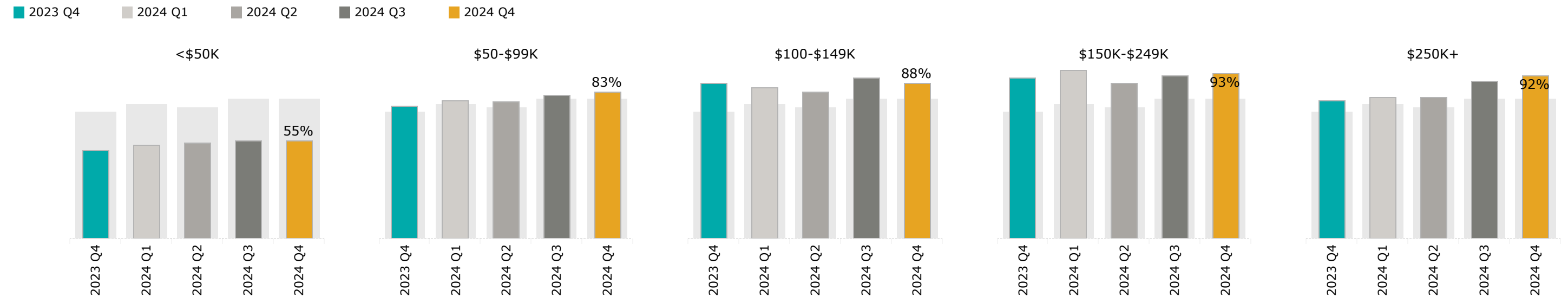
% Change vs. 2019 | Texas vs U.S. total



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)

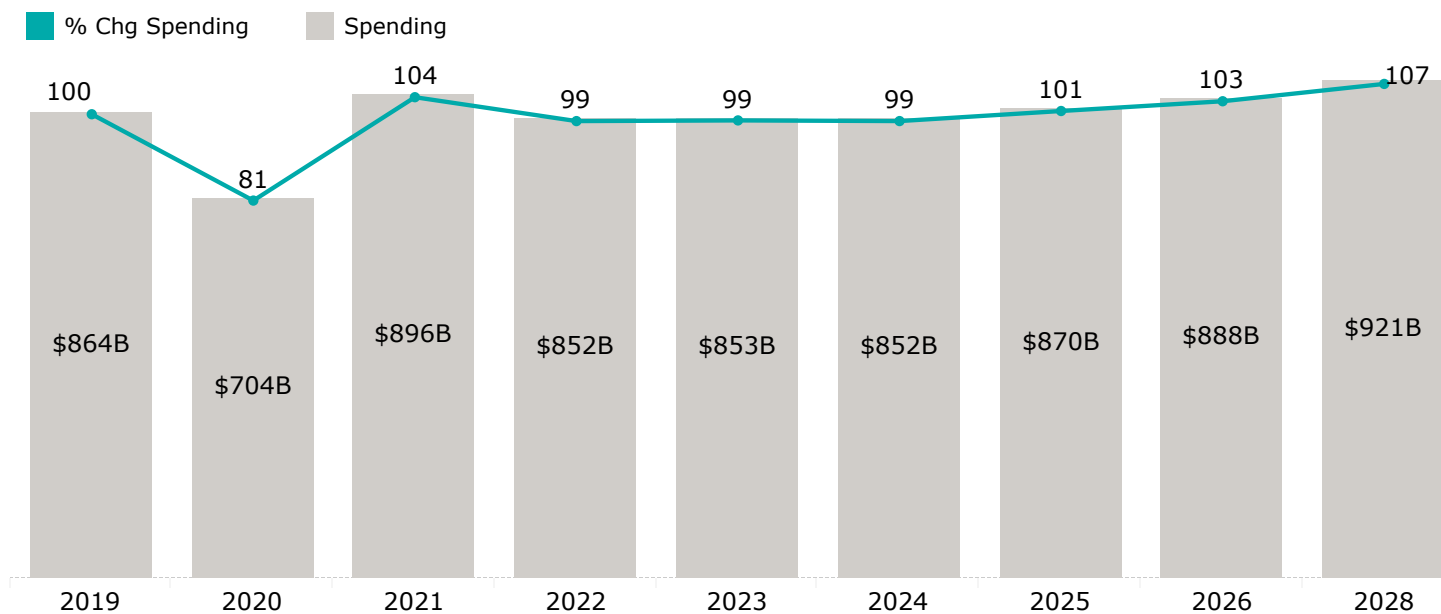


Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast

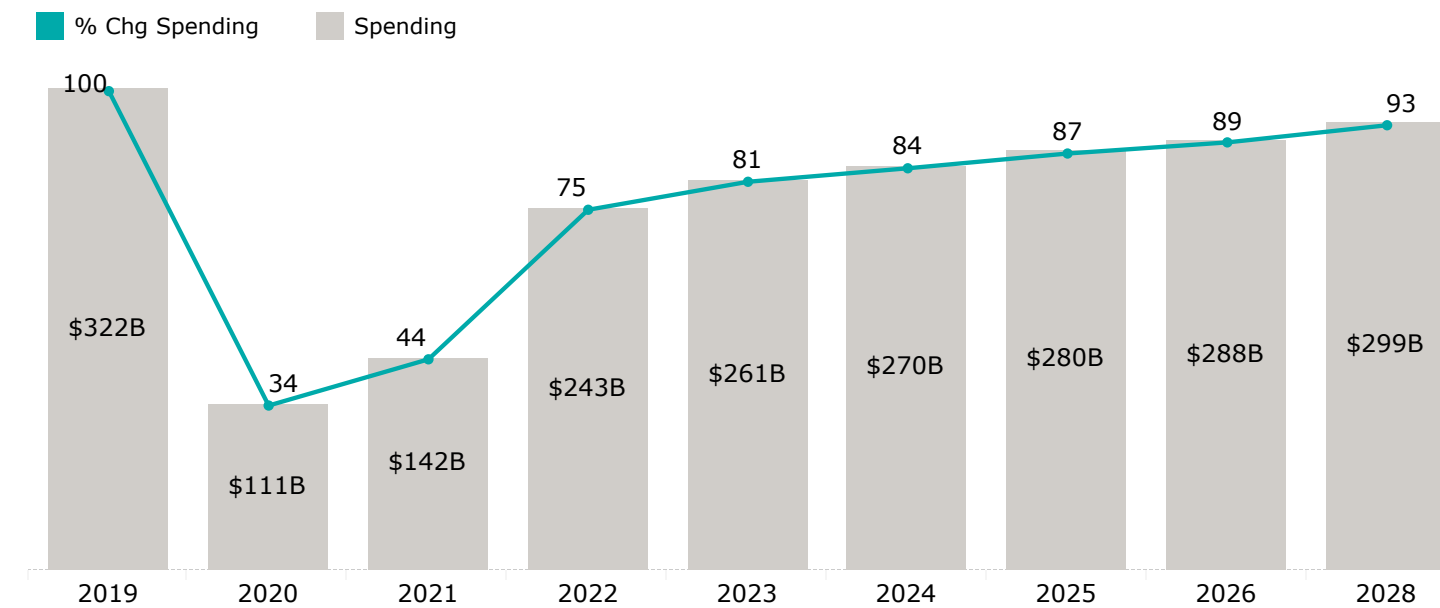
## Real Domestic Leisure Travel Spending

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



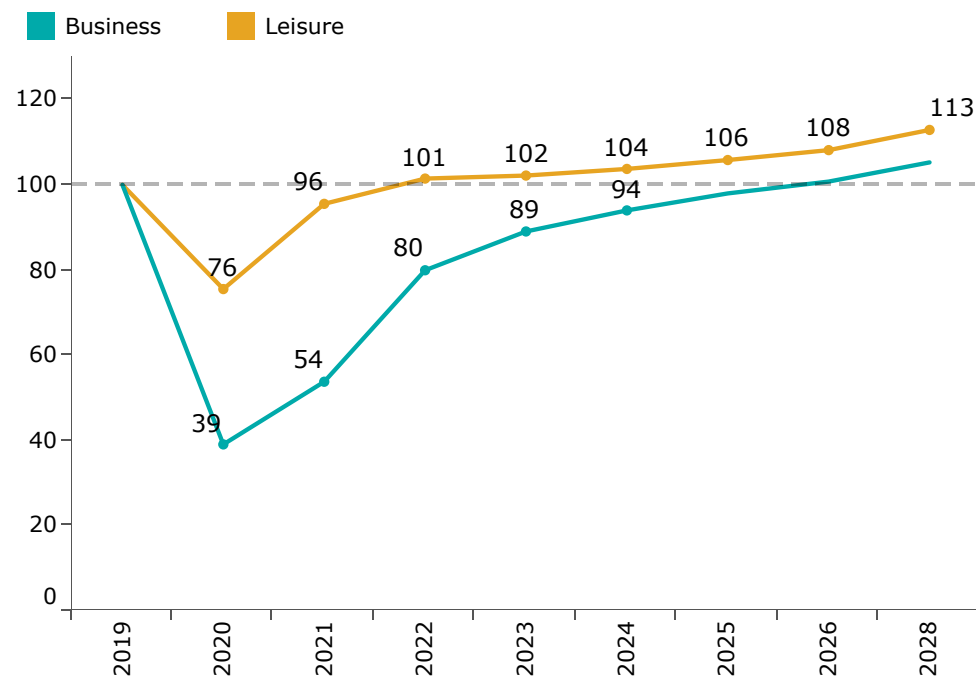
## Real Domestic Business Travel Spending

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



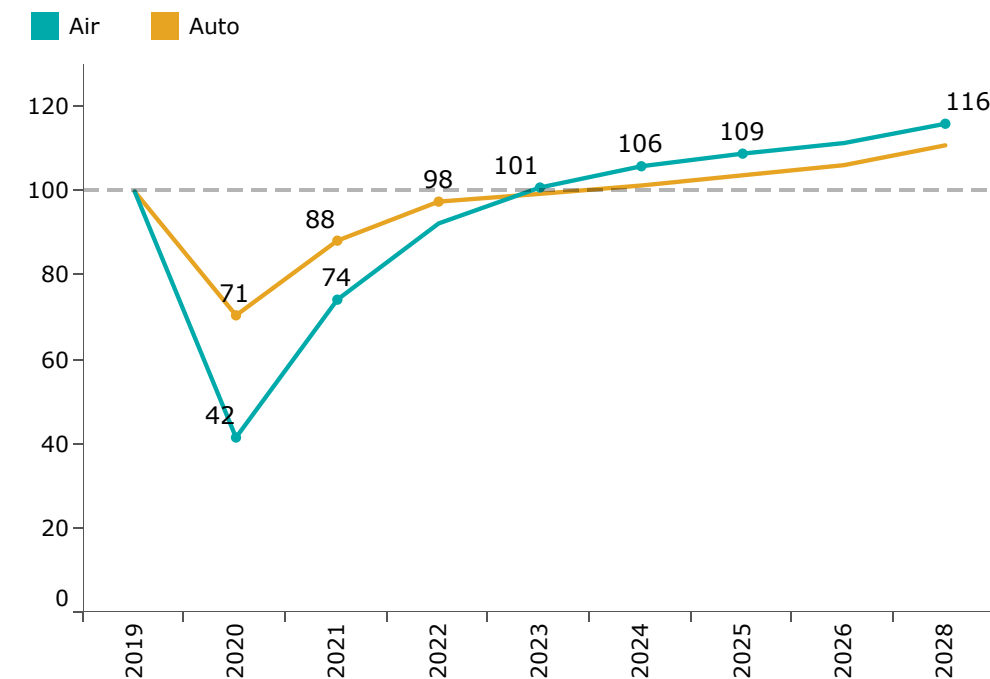
## Leisure vs. Business Travel Volume

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



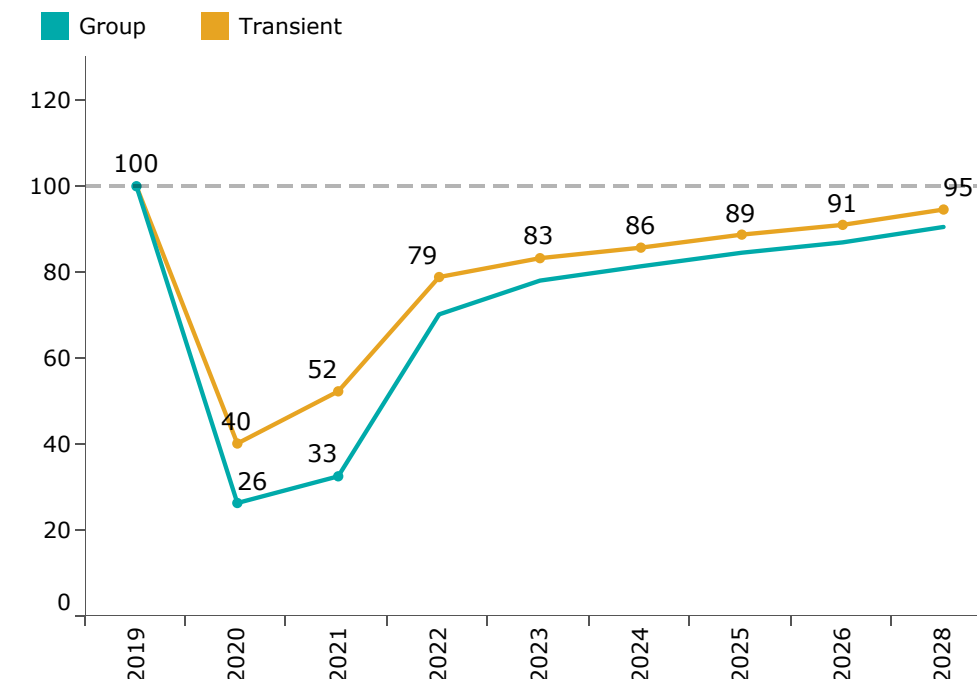
## Auto vs. Air Travel Volume

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



## Group vs. Transient Travel Spending

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





# Hotel Review

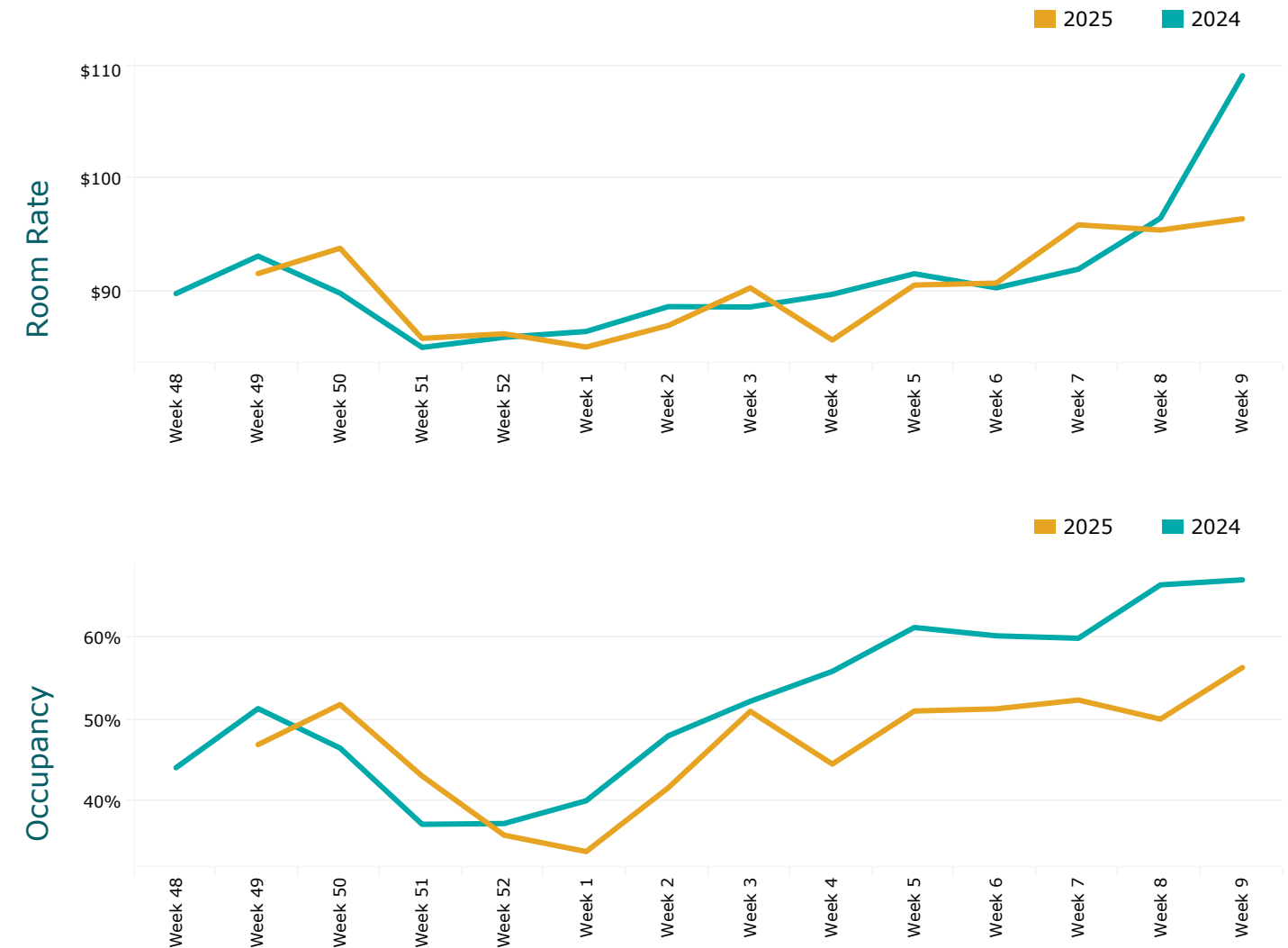


## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Dec	Corpus Christi	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%
	Corpus Christi	44.1%	-11.3%	\$88	-1.5%	\$39	-12.7%
	Austin	53.6%	-5.2%	\$156	+1.0%	\$84	-4.3%
Jan	Galveston	43.9%	-3.3%	\$122	+2.4%	\$54	-1.0%
	Houston	53.2%	-3.7%	\$115	-2.1%	\$61	-5.6%
	San Antonio	47.4%	-5.8%	\$119	+1.0%	\$56	-4.9%
	South Padre Island	56.4%	-5.3%	\$98	+0.8%	\$55	-4.5%
	Texas	53.0%	-3.4%	\$116	+0.7%	\$62	-2.7%
	United States	52.5%	+1.0%	\$151	+3.4%	\$79	+4.5%
	Corpus Christi	52.0%	-15.7%	\$94	-0.9%	\$49	-16.5%
	Austin	68.4%	+2.7%	\$174	+5.6%	\$119	+8.5%
	Galveston	53.5%	-6.9%	\$140	+6.7%	\$75	-0.6%
	Houston	62.2%	+0.3%	\$127	+6.8%	\$79	+7.1%
Feb	San Antonio	62.2%	-0.4%	\$140	+5.8%	\$87	+5.4%
	South Padre Island	69.6%	-3.7%	\$105	-3.0%	\$73	-6.6%
	Texas	62.1%	+0.9%	\$126	+5.4%	\$78	+6.3%
	United States	59.1%	+0.5%	\$159	+1.4%	\$94	+1.9%

## Fiscal Year-to-Date Corpus Christi Performance

**Occupancy 47.7%** -6.1%  
**ADR \$92** -2.2%  
**RevPAR \$44** -8.2%  
**Supply 1.4M** +2.1%  
**Demand 654.0K** -4.1%  
**Revenue \$60.1M** -6.3%





# Corpus Christi Hotel Outlook



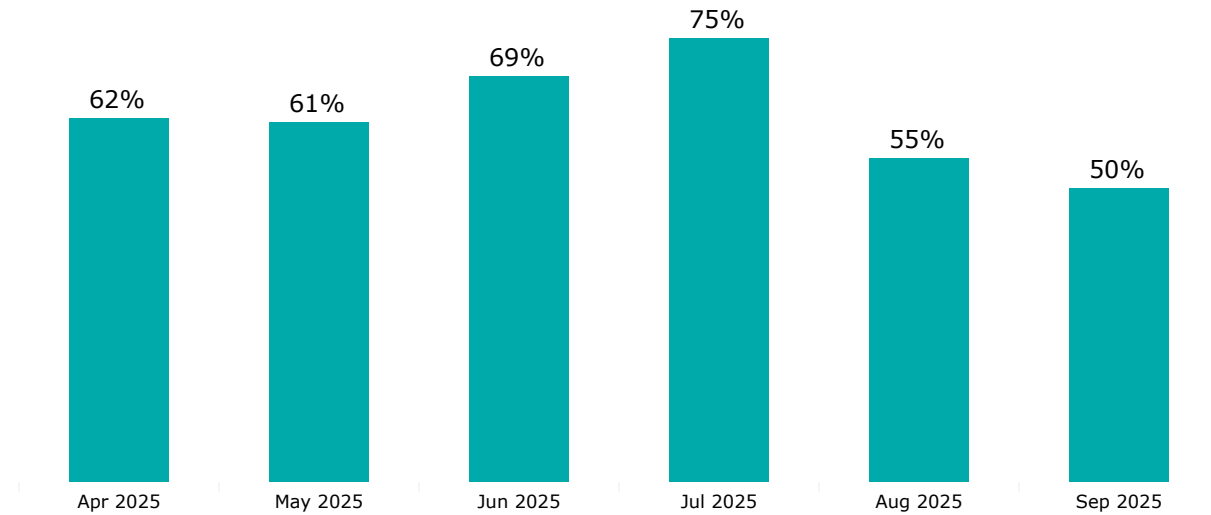
## Preliminary March 2025 Hotel Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	55.3%	-8.3%	\$97	-8.7%	\$54	-16.3%
Austin	74.4%	+6.9%	\$216	+13.1%	\$161	+20.9%
Galveston	51.6%	-9.3%	\$135	+1.4%	\$70	-8.0%
Houston	66.2%	+4.2%	\$137	+13.2%	\$91	+17.9%
San Antonio	63.7%	-4.9%	\$145	+1.3%	\$92	-3.6%
South Padre Island	68.3%	+4.8%	\$121	-11.5%	\$82	-7.3%
Texas	65.6%	+1.9%	\$134	+7.0%	\$88	+9.0%
United States	60.5%	-2.1%	\$159	+1.8%	\$96	-0.3%

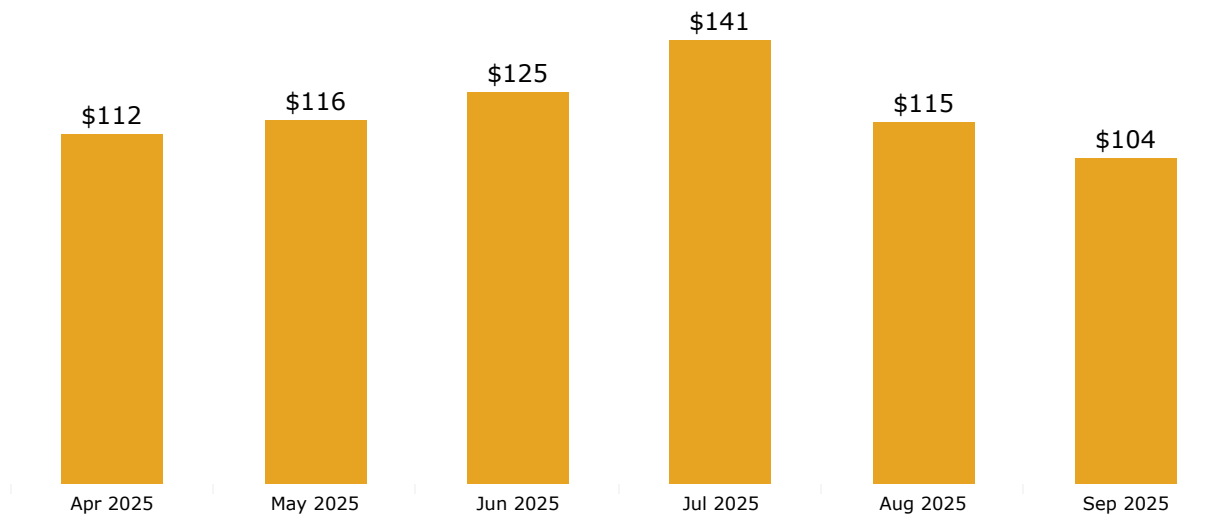
**Week Days**

## Hotel Forecast

### Occupancy



### Average Room Rate



**Week Ends**

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	73.5%	+2.0%	\$119	-1.6%	\$88	+0.3%
Austin	80.7%	+7.5%	\$228	+5.0%	\$184	+12.8%
Galveston	71.5%	-6.7%	\$192	+0.5%	\$137	-6.2%
Houston	76.6%	+8.1%	\$132	+11.2%	\$101	+20.2%
San Antonio	76.2%	-0.8%	\$146	-5.7%	\$111	-6.4%
South Padre Island	82.1%	+2.7%	\$155	-8.9%	\$128	-6.4%
Texas	73.4%	+1.8%	\$133	+0.7%	\$97	+2.5%
United States	70.2%	-0.3%	\$167	+0.0%	\$117	-0.3%

Note: Includes daily data through 3/15/2025  
Source: STR

Source: Tourism Economics



# Corpus Christi Hotel Forecast



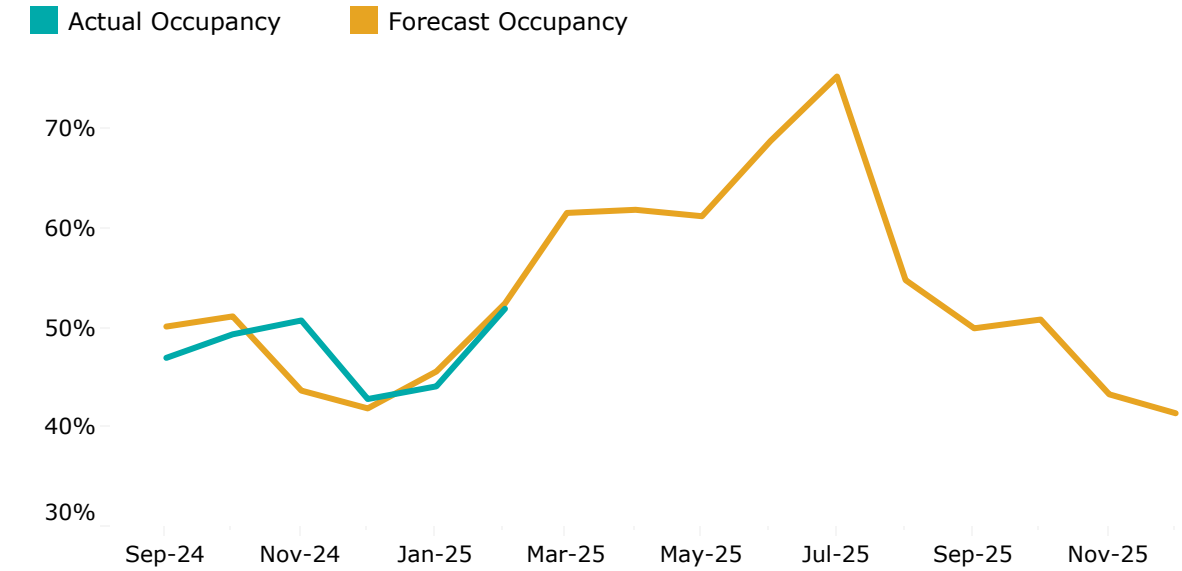
## Hotel Performance Forecast by Quarter

		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
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

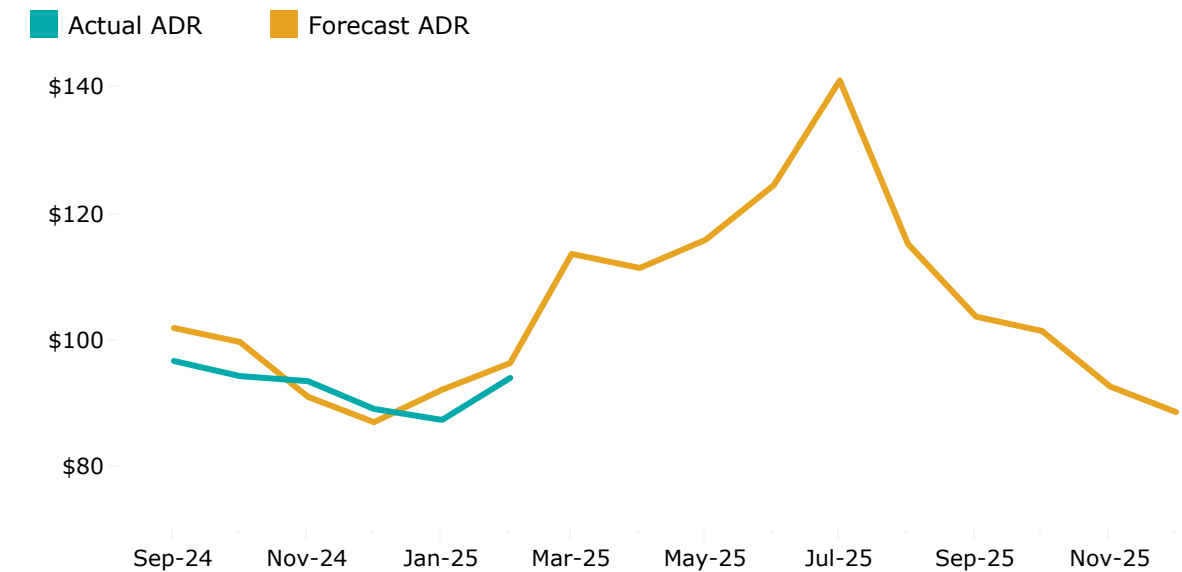
### Occupancy



YOY % Change

		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
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	
Dec	Corpus Christi	24.0%	+17.7%	\$134	-3.1%	\$32	+14.0%
	Galveston	17.0%	-4.5%	\$206	+15.3%	\$35	+10.2%
	Port Aransas	15.4%	-1.2%	\$178	-0.4%	\$27	-1.6%
	South Padre Island	30.3%	-0.3%	\$177	+7.4%	\$54	+7.1%
Jan	Corpus Christi	35.1%	+10.9%	\$98	+0.5%	\$34	+11.5%
	Galveston	11.1%	-0.2%	\$146	+11.3%	\$16	+11.1%
	Port Aransas	25.3%	-10.4%	\$101	+14.0%	\$25	+2.2%
	South Padre Island	63.4%	-2.7%	\$124	+9.2%	\$79	+6.3%
Feb	Corpus Christi	49.8%	+12.9%	\$104	+1.8%	\$52	+14.9%
	Galveston	15.2%	-19.9%	\$139	+3.7%	\$21	-16.9%
	Port Aransas	35.4%	-7.8%	\$98	+3.2%	\$35	-4.9%
	South Padre Island	76.4%	+0.8%	\$138	+7.7%	\$106	+8.6%

## Fiscal Year-to-Date Corpus Christi Performance

Occupancy  
**33.5%**  
+10.8%

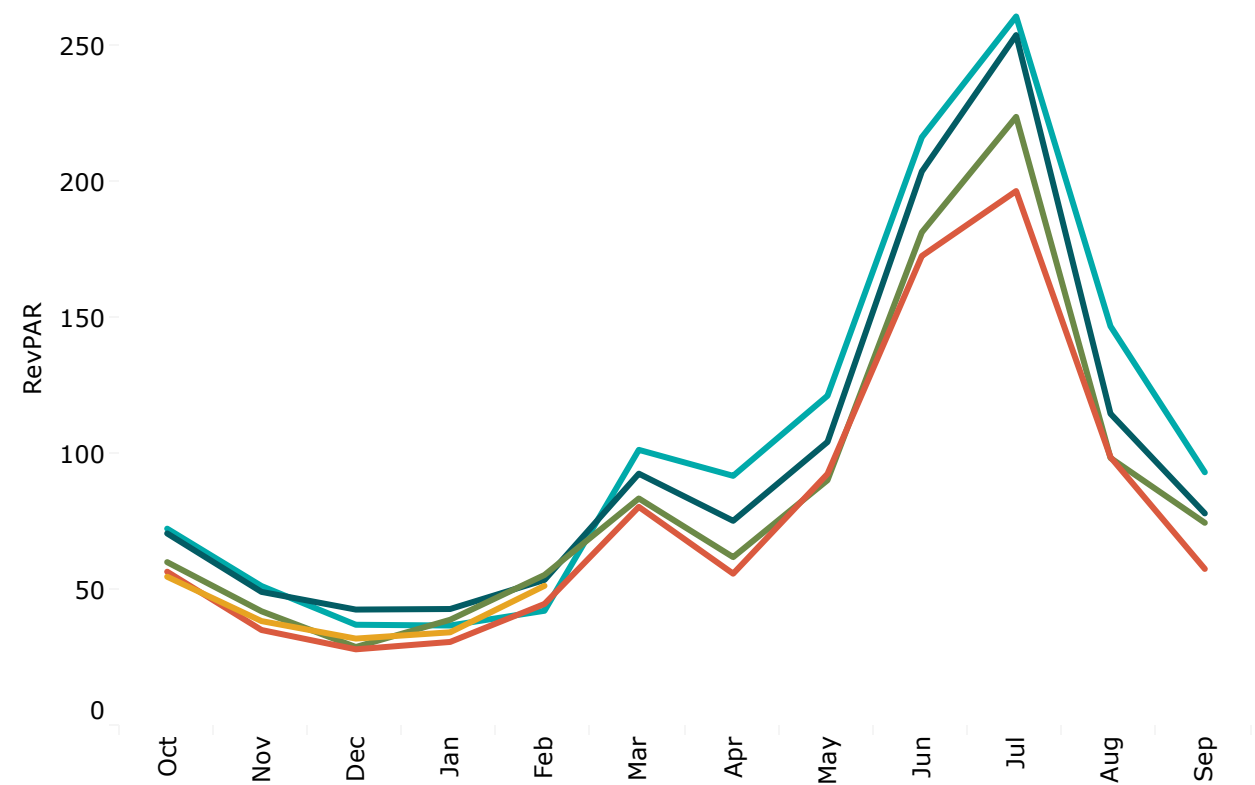
ADR  
**\$126**  
-2.8%

RevPAR  
**\$42**  
+7.7%

## 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

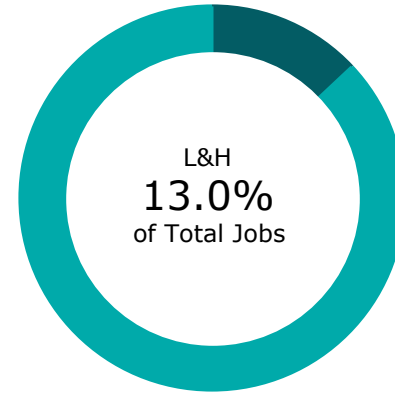




# Corpus Christi Leisure & Hospitality Workforce

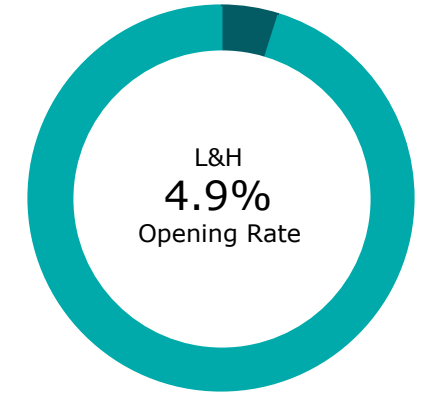
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of January 2025  
**25.6K**  
+2.0% YOY | +4.9% vs. 2019



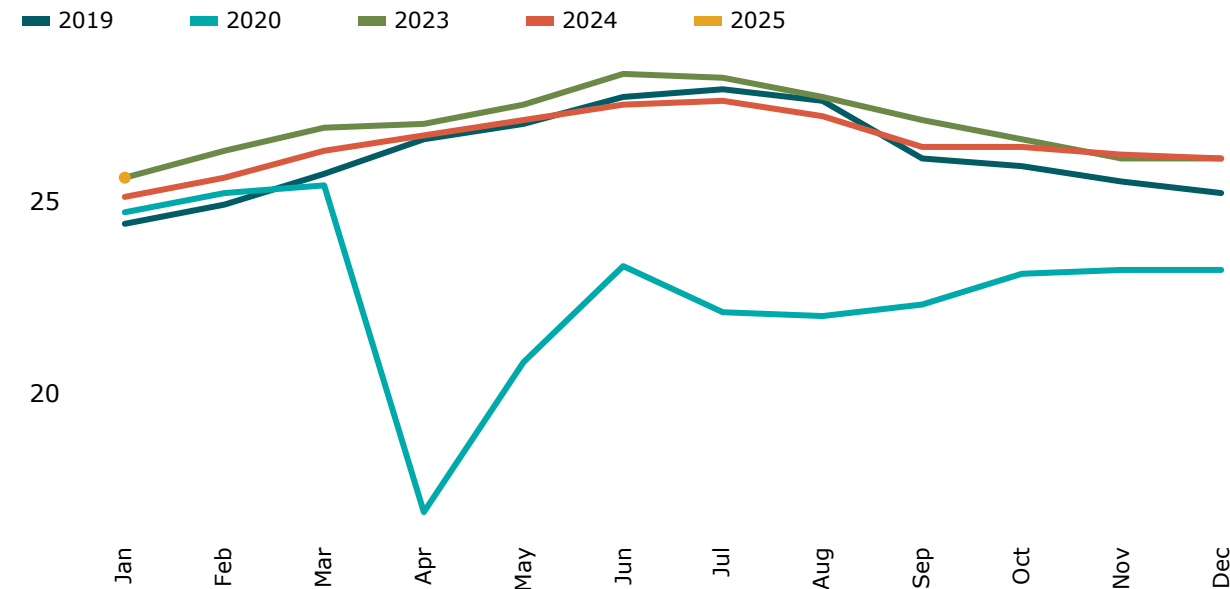
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of December 2024  
**1.3K**  
-11.6% YOY | -4.3% vs. 2019



### Employment Recovery

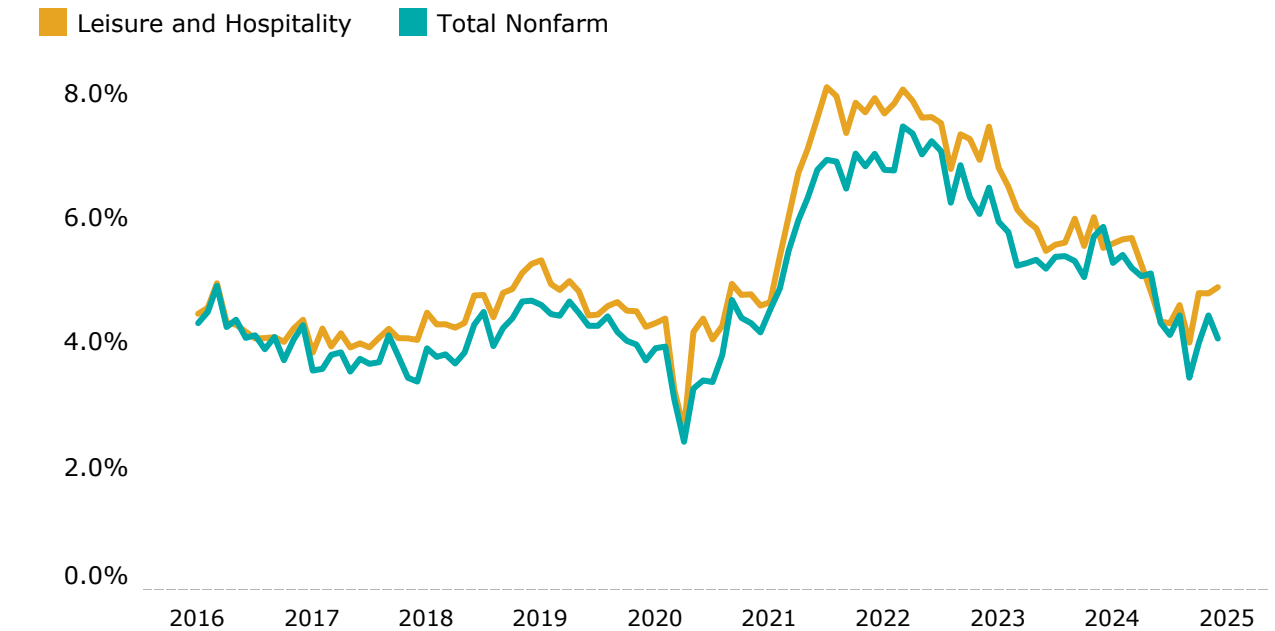
Leisure & Hospitality Jobs (Thousands)



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

February 2025 Volume

**31.3K**

-2.0% YOY

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

Oct 2024 - Feb 2025 Volume

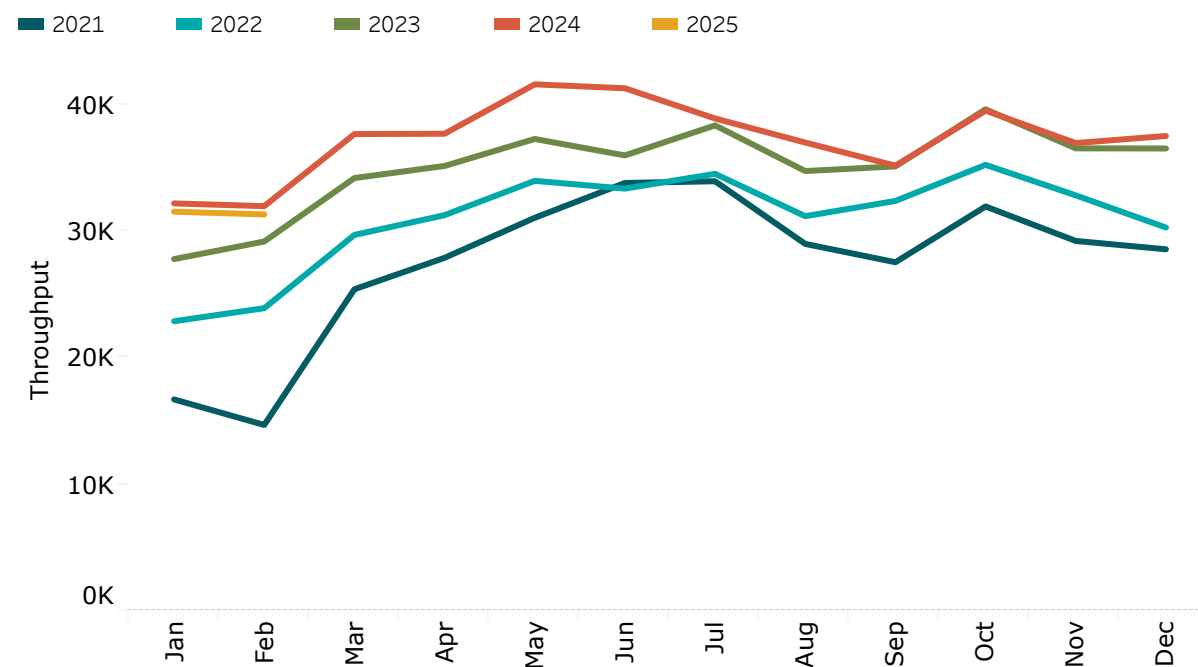
**176.8K**

+0.4% YOY

Source: Transportation Security Administration

### TSA Checkpoint Volume by Month

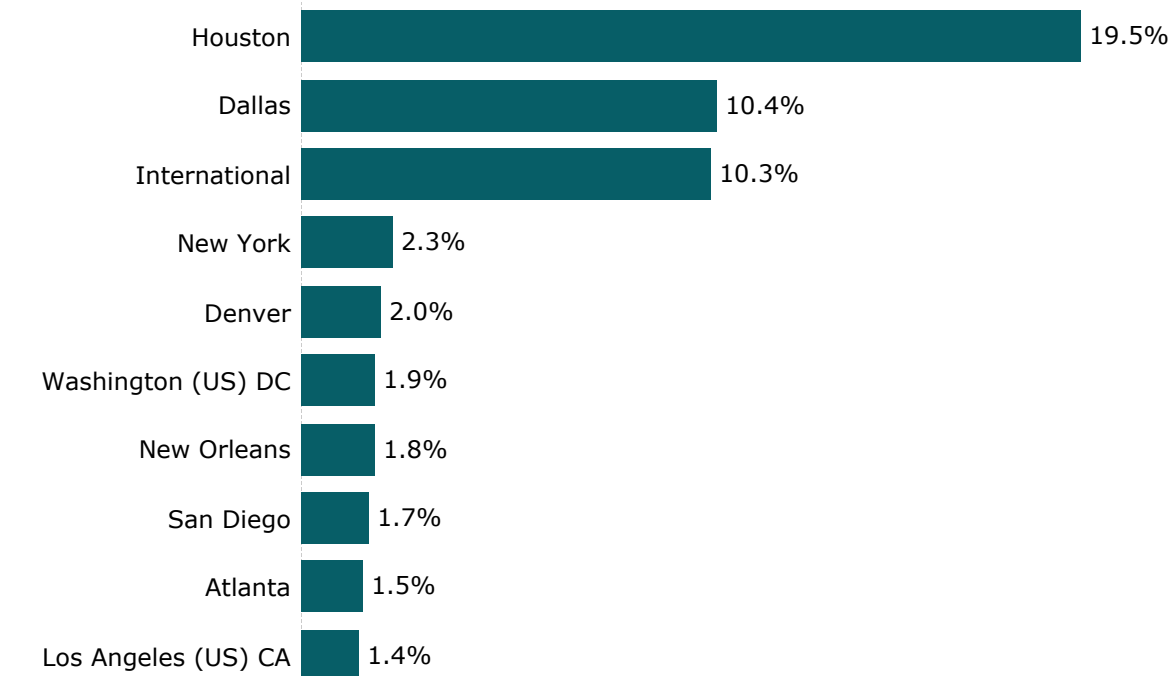
Last Five Calendar Years



Source: Transportation Security Administration

### Air Visitor Origins

Oct 2024 - Jan 2025 Visitor Arrivals



Source: OAG



# Visit Corpus Christi Meeting & Sports Sales



## Jan - Feb 2025 Meetings & Sports Events

Events  
**20**

Rooms  
**8.0K**

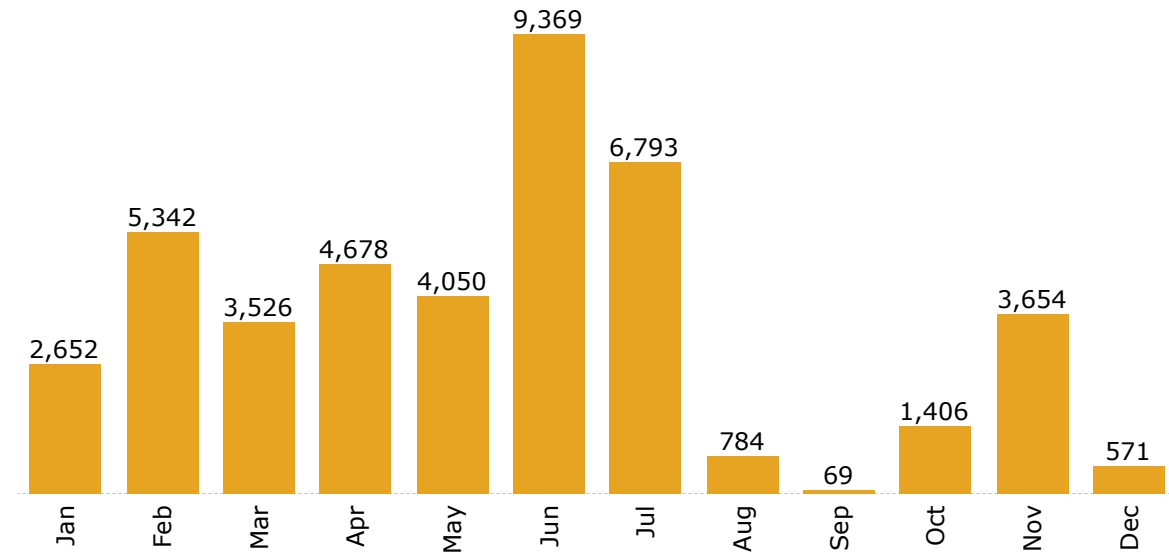
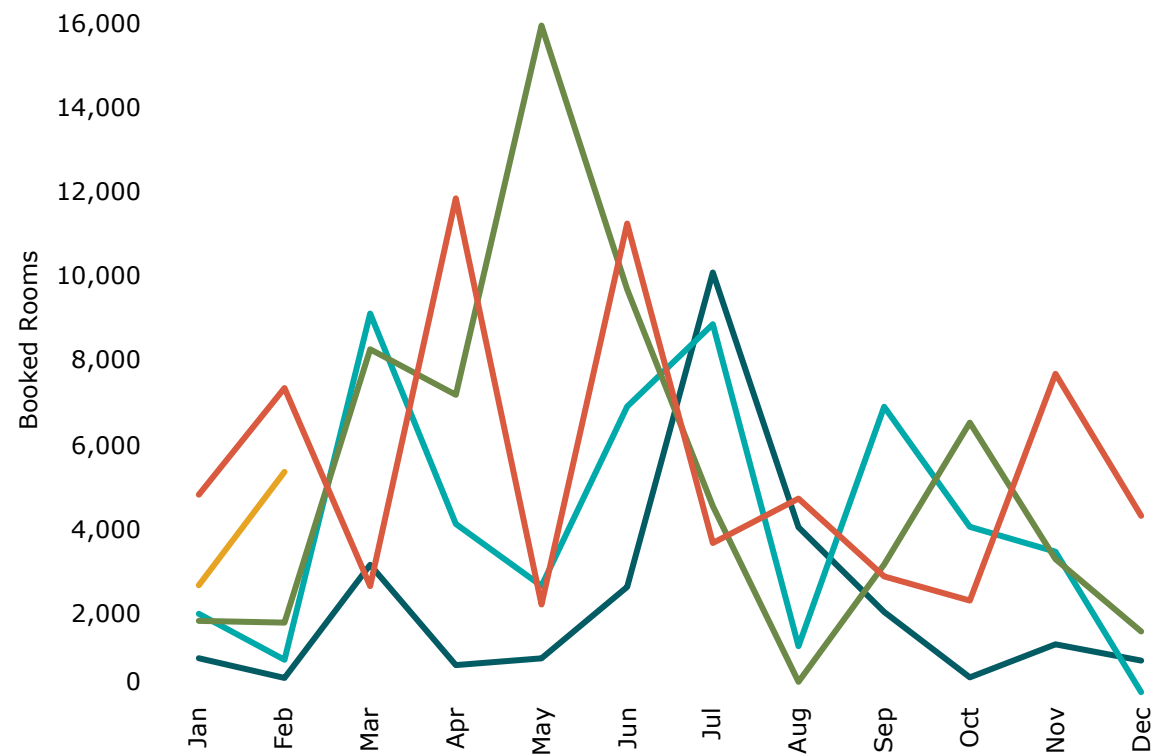
Attendees  
**17.2K**

## Future Rooms On-the-Books

### Definite Rooms

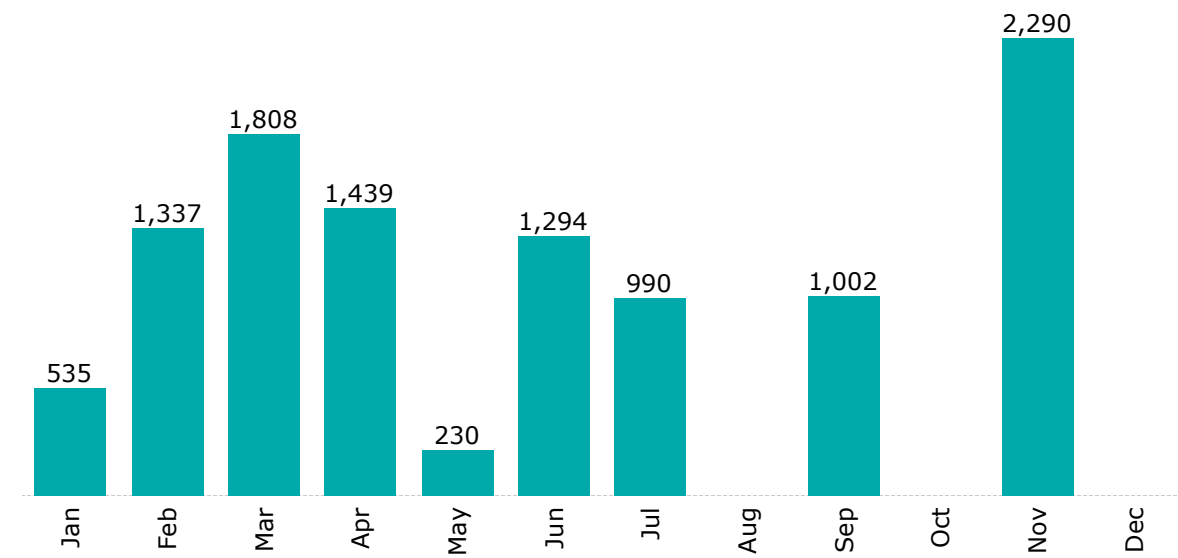
Past Rooms On-the-Books by Calendar Year

2021 2022 2023 2024 2025



**CY 2025**

**CY 2026**

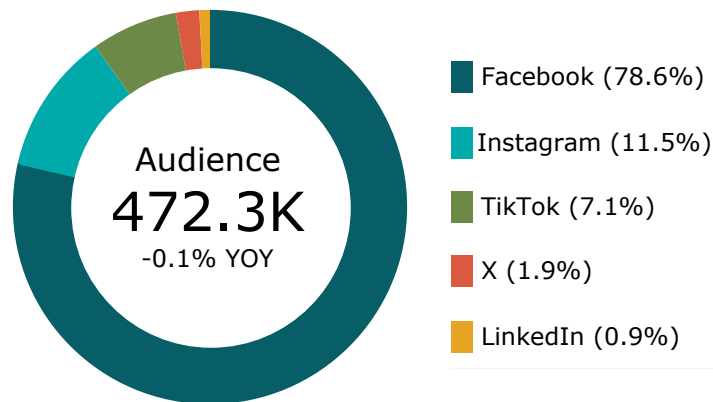


On-the-Books as of 3/21/2025



# Social Media Summary

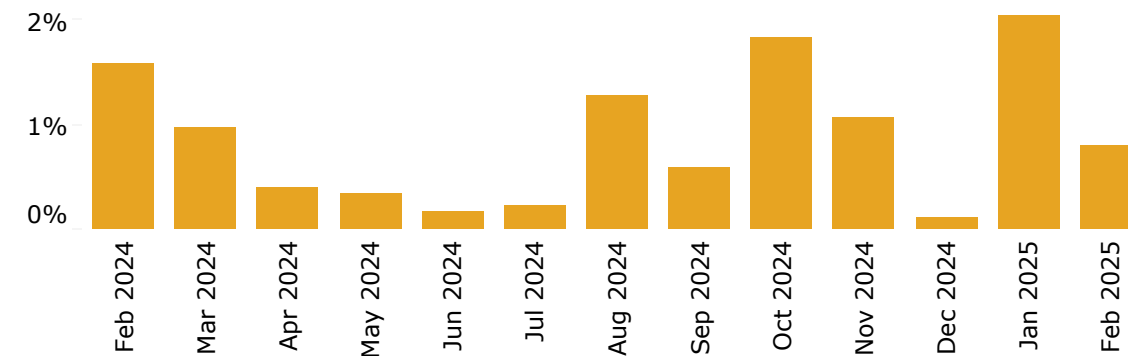
## Audience Overview



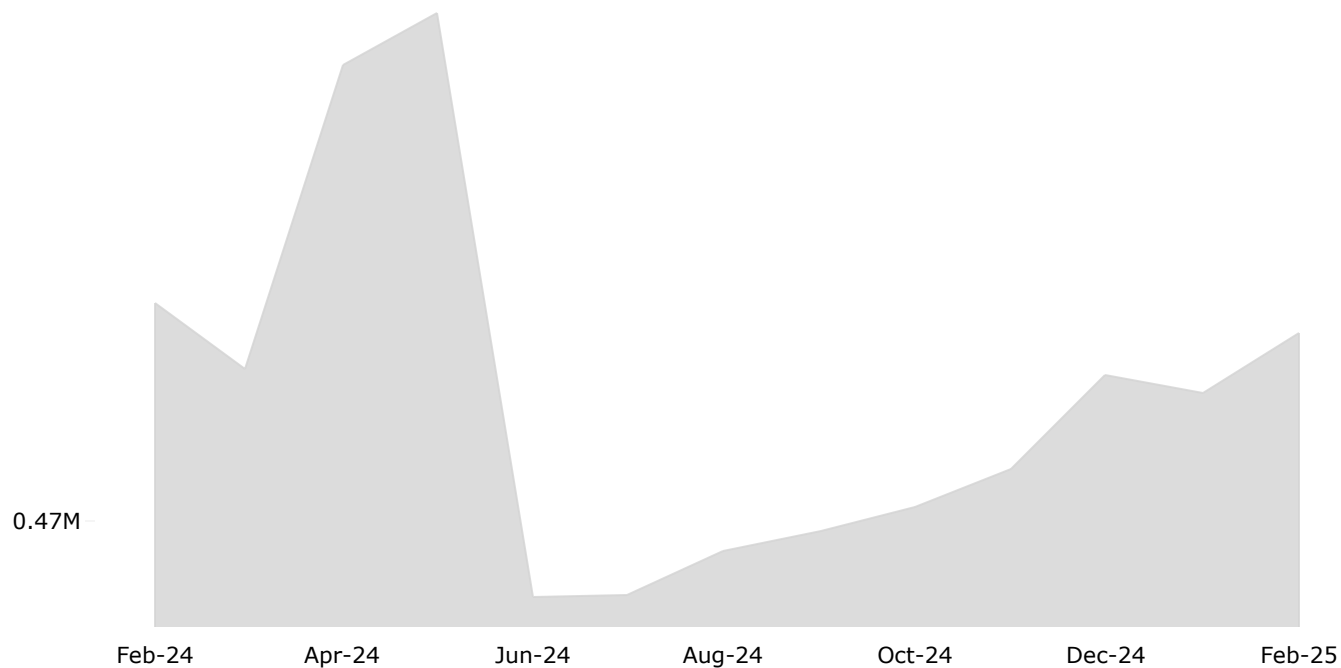
## Engagements & Impressions

### Engagement Rate

February 2025  
**0.8%**  
-0.8% pt YOY

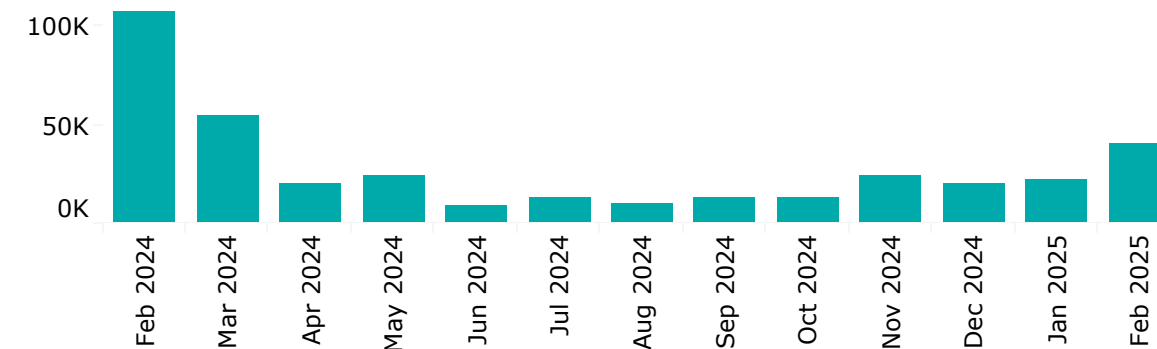


### Audience by Month



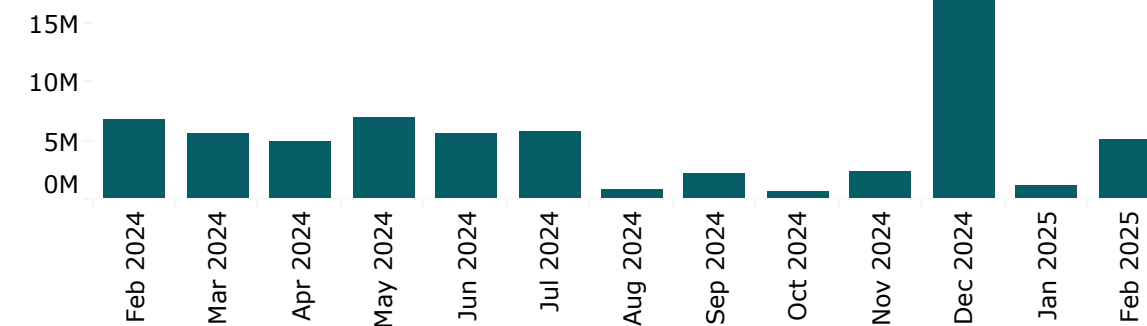
### Engagements

February 2025  
**40.5K**  
-62.3% YOY



### Impressions

February 2025  
**5.1M**  
-24.8% YOY






# Social Media Performance by Platform

February 2025



## Facebook

 Audience  
**371.3K**  
-3.0% YOY

<b>Engagement Rate</b>	<b>0.5%</b>
<b>Impressions</b>	<b>4,530,283</b>
<b>Video Views</b>	<b>654,355</b>
<b>Engagement</b>	<b>20,474</b>
Comments	215
Reactions	4,297
Shares	408
Post Link Clicks	1,028
Other Post Clicks	14,526

## Instagram

 Audience  
**54.5K**  
+13.6% YOY


<b>Engagement Rate</b>	<b>3.4%</b>
<b>Impressions</b>	<b>416,973</b>
<b>Video Views</b>	<b>158,031</b>
<b>Engagement</b>	<b>14,160</b>
Comments	120
Reactions	9,392
Saves	1,532
Shares	3,097

## X (formerly Twitter)

 Audience  
**9.0K**  
+3.7% YOY

<b>Engagement Rate</b>	<b>2.5%</b>
<b>Impressions</b>	<b>789</b>
<b>Video Views</b>	<b>0</b>
<b>Engagement</b>	<b>20</b>
Comments	1
Reactions	5
Shares	4
Post Link Clicks	5
Other Post Clicks	5
Other Engagements	0

## LinkedIn

 Audience  
**4.1K**  
+38.0% YOY

<b>Engagement Rate</b>	<b>11.4%</b>
<b>Impressions</b>	<b>18,802</b>
<b>Video Views</b>	<b>175</b>
<b>Engagement</b>	<b>2,149</b>
Comments	120
Reactions	856
Shares	7
Post Link Clicks	1,166

## TikTok

 Audience  
**33.5K**  
+10.2% YOY

<b>Engagement Rate</b>	<b>3.2%</b>
<b>Video Views</b>	<b>112,873</b>
<b>Engagement</b>	<b>3,648</b>
Comments	118
Reactions	2,719
Shares	811

