



# Visit Corpus Christi Monthly Data Report

March 2025





# Executive Summary

March 2025



## Highlights

Comments for March 2025 will be ready by April 26th.



Hotel Demand  
**164.0K**  
-3.8% YOY



Hotel ADR  
**\$103.39**  
-4.4% YOY



L&H Jobs  
**26.5K**  
+0.8% YOY



CRP Checkpoint Volume  
**38.0K**  
+1.0% YOY



Website Sessions  
**229.4K**  
+12.8% YOY



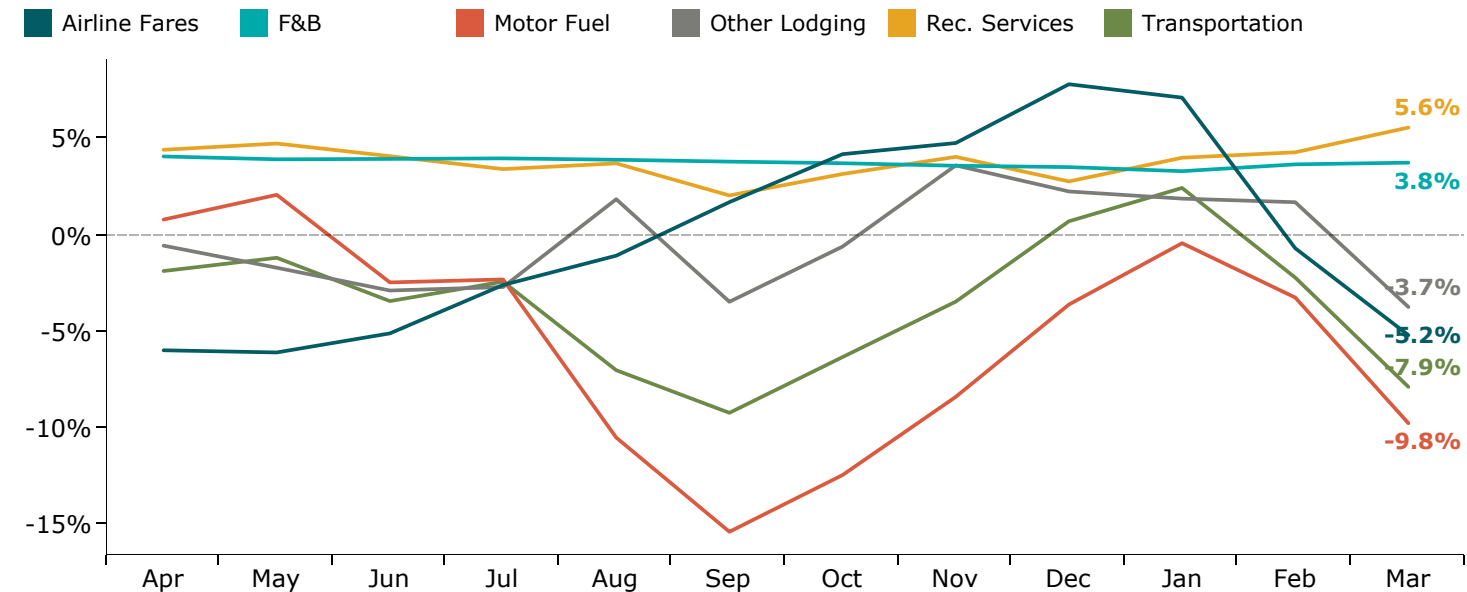
Social Media Audience  
**473.3K**  
-0.1% YOY  
(February 2025)



# Travel Trends

## Travel Price Index

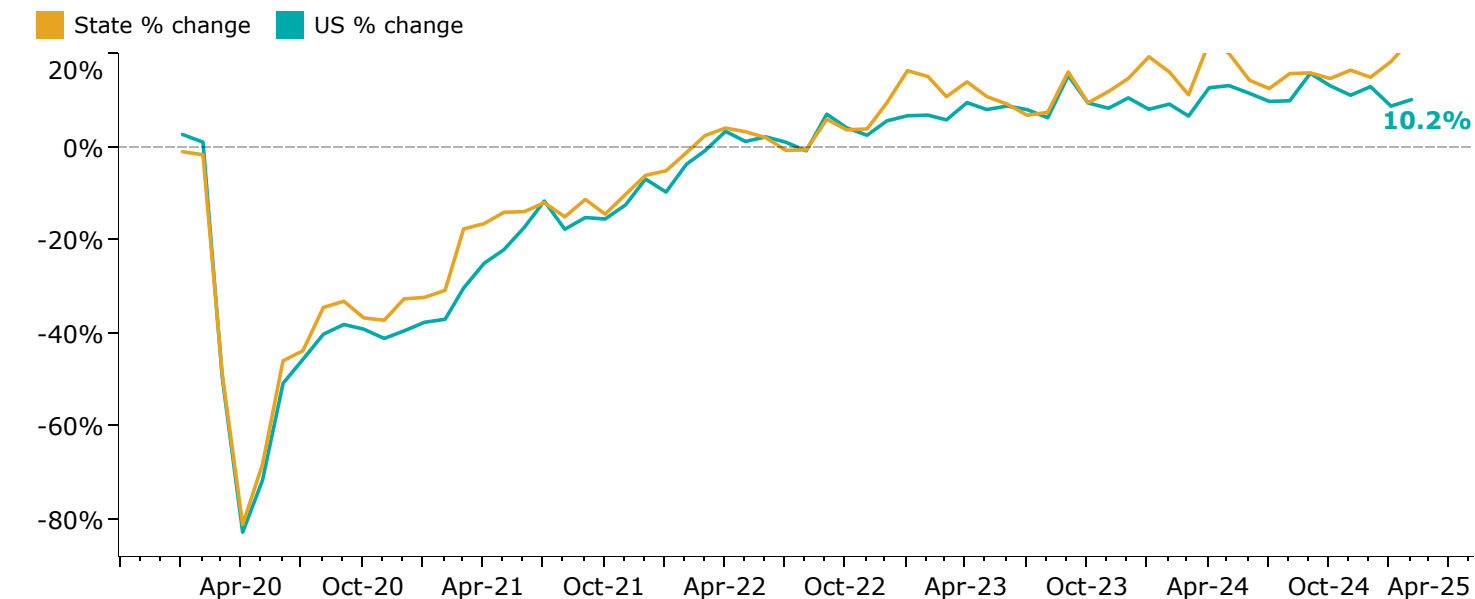
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

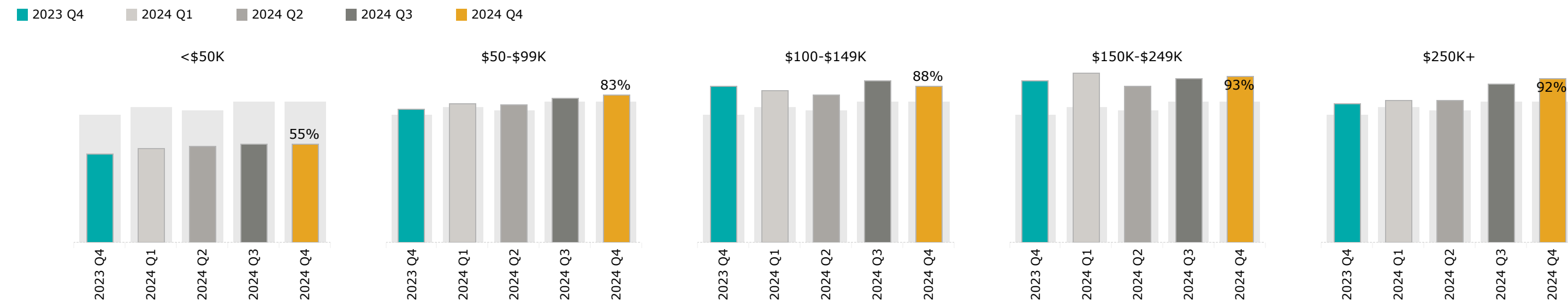
% Change vs. 2019 | Texas vs U.S. total



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)

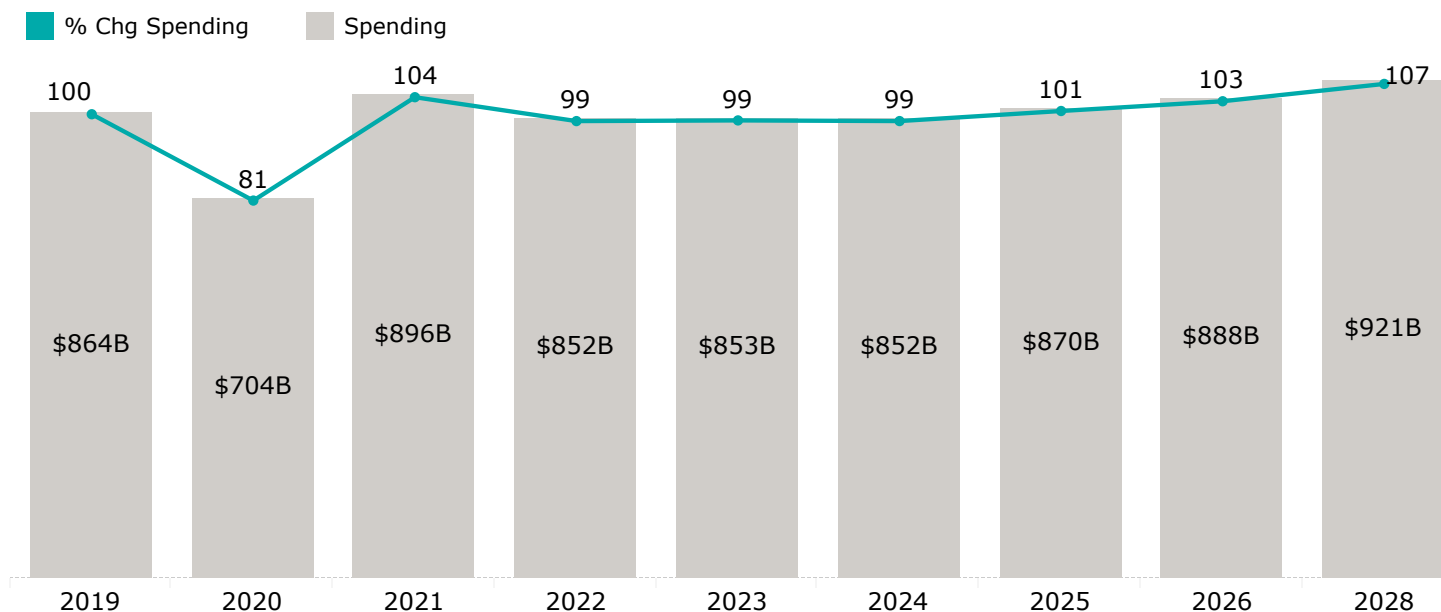


Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast

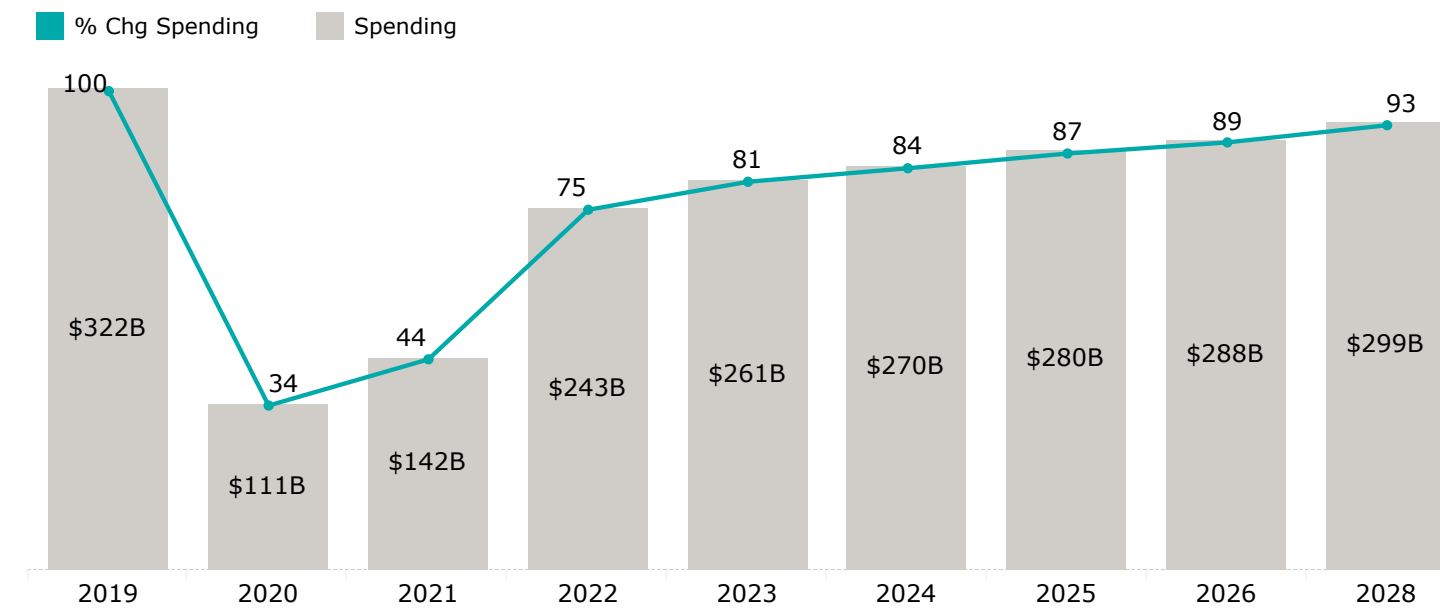
## Real Domestic Leisure Travel Spending

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



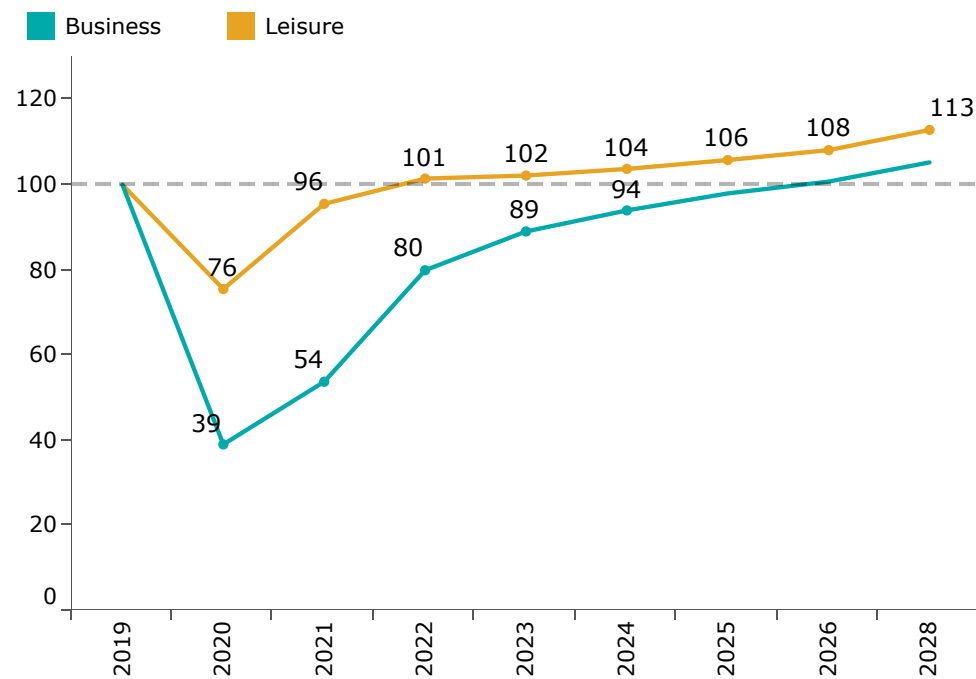
## Real Domestic Business Travel Spending

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



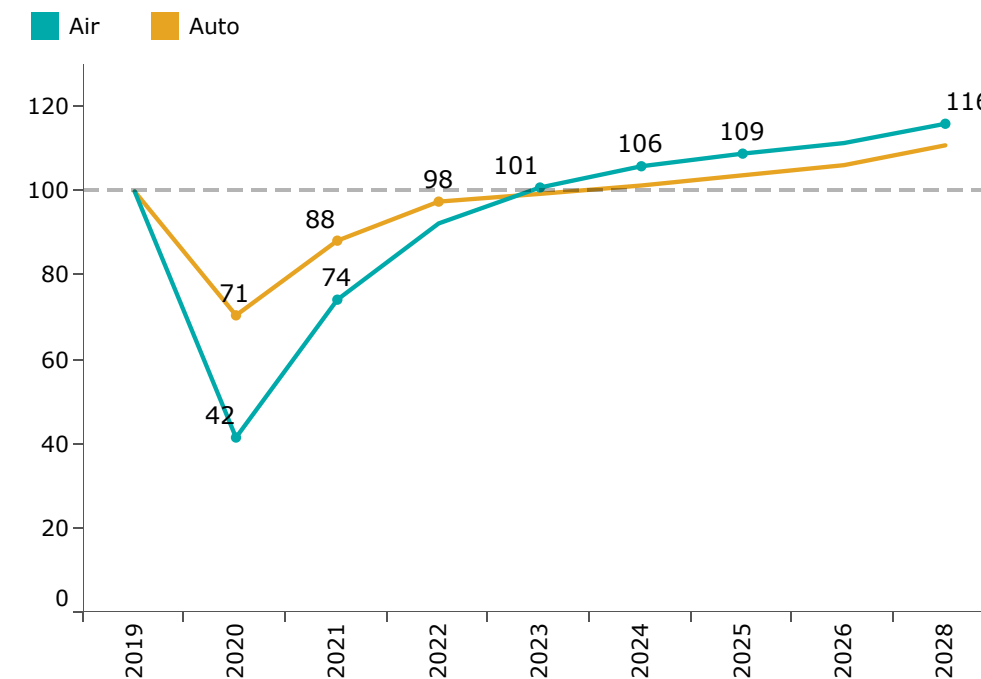
## Leisure vs. Business Travel Volume

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



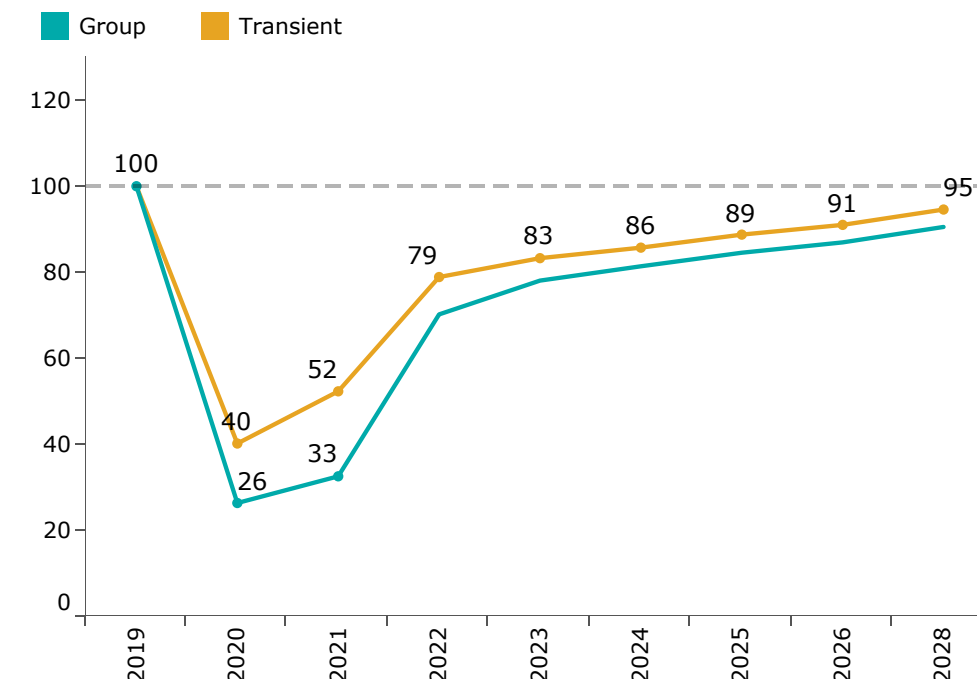
## Auto vs. Air Travel Volume

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



## Group vs. Transient Travel Spending

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





# Hotel Review

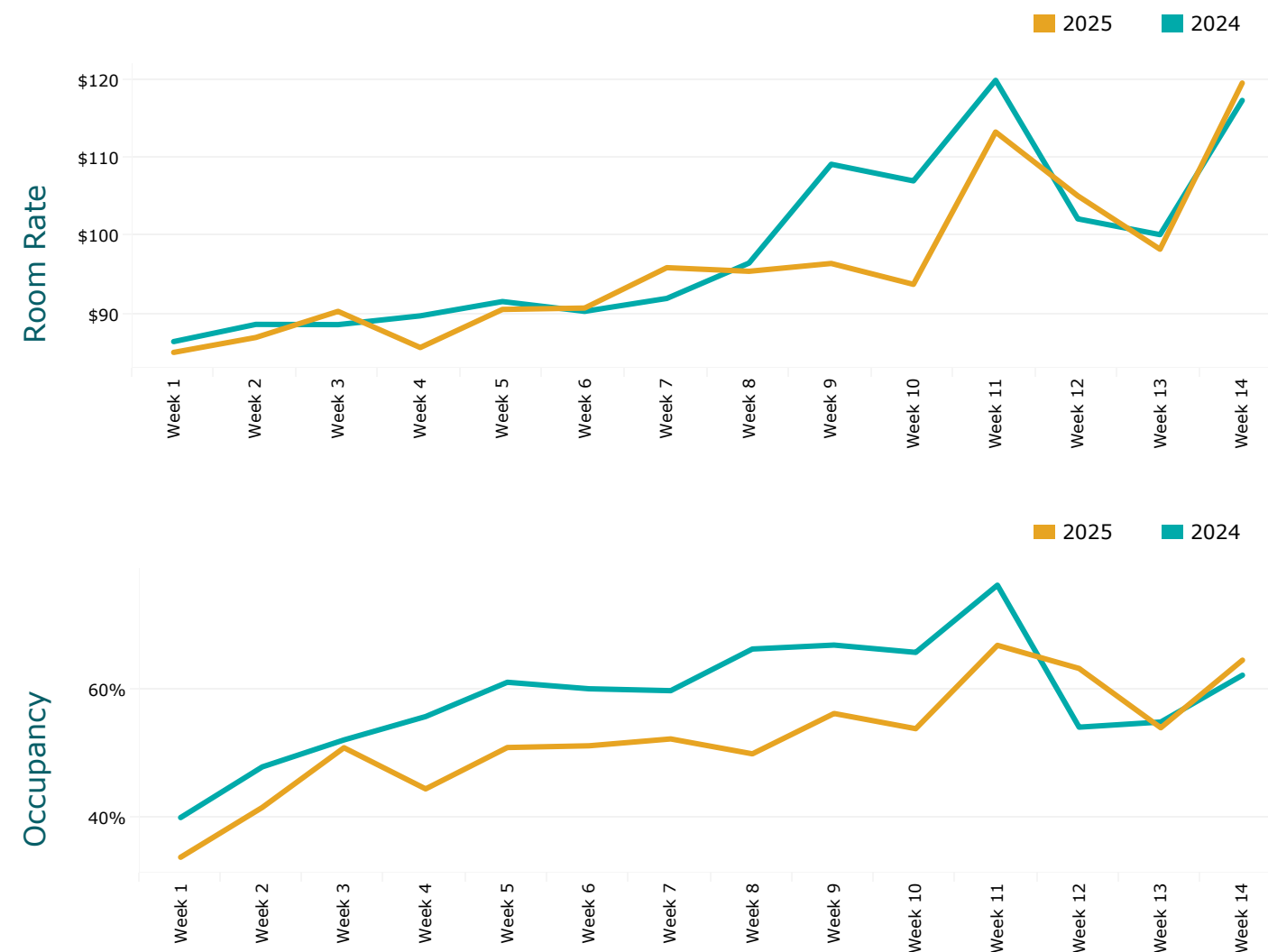


## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jan	Corpus Christi	44.1%	-11.3%	\$88	-1.5%	\$39	-12.7%
	Austin	53.6%	-5.2%	\$156	+1.0%	\$84	-4.3%
	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%
	Feb	Corpus Christi	52.0%	-15.7%	\$94	-0.9%	\$49
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%
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%
Mar		Corpus Christi	58.3%	-5.7%	\$103	-4.4%	\$60
	Austin	73.9%	+3.3%	\$199	-0.2%	\$147	+3.0%
	Galveston	59.0%	-2.6%	\$159	+3.2%	\$94	+0.5%
	Houston	67.7%	+1.9%	\$133	+8.8%	\$90	+10.8%
	San Antonio	65.0%	-7.4%	\$142	-2.6%	\$92	-9.8%
	South Padre Island	69.3%	+0.0%	\$133	-11.5%	\$93	-11.5%
	Texas	66.5%	-0.3%	\$130	+2.7%	\$87	+2.4%
	United States	63.6%	-0.3%	\$162	+1.1%	\$103	+0.8%

## Fiscal Year-to-Date Corpus Christi Performance

**Occupancy 49.5%** -6.0%  
**ADR \$94** -2.7%  
**RevPAR \$47** -8.6%  
**Supply 1.7M** +2.1%  
**Demand 817.9K** -4.1%  
**Revenue \$77.1M** -6.7%





# Corpus Christi Hotel Outlook



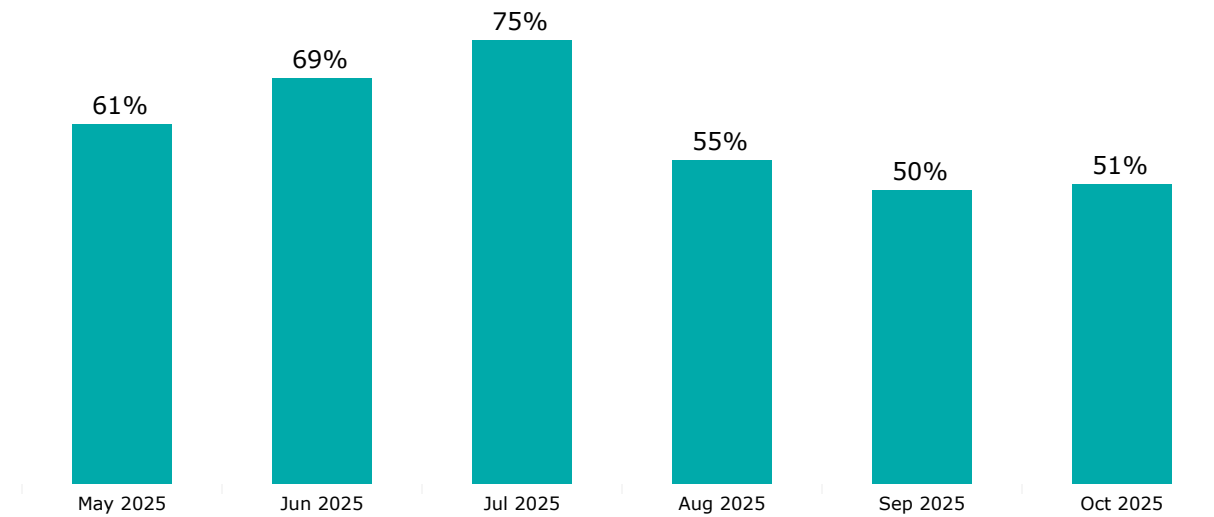
## Preliminary April 2025 Hotel Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	53.9%	-0.2%	\$102	+1.2%	\$55	+1.0%
Austin	71.4%	-4.6%	\$178	-5.1%	\$127	-9.5%
Galveston	46.0%	-12.8%	\$126	+0.6%	\$58	-12.2%
Houston	58.0%	-6.9%	\$119	-0.2%	\$69	-7.1%
San Antonio	63.8%	+1.1%	\$183	+26.1%	\$117	+27.6%
South Padre Island	52.8%	+1.0%	\$119	-0.1%	\$63	+0.9%
Texas	62.6%	-3.4%	\$130	+0.9%	\$82	-2.6%
United States	62.6%	+0.3%	\$160	+4.1%	\$100	+4.5%

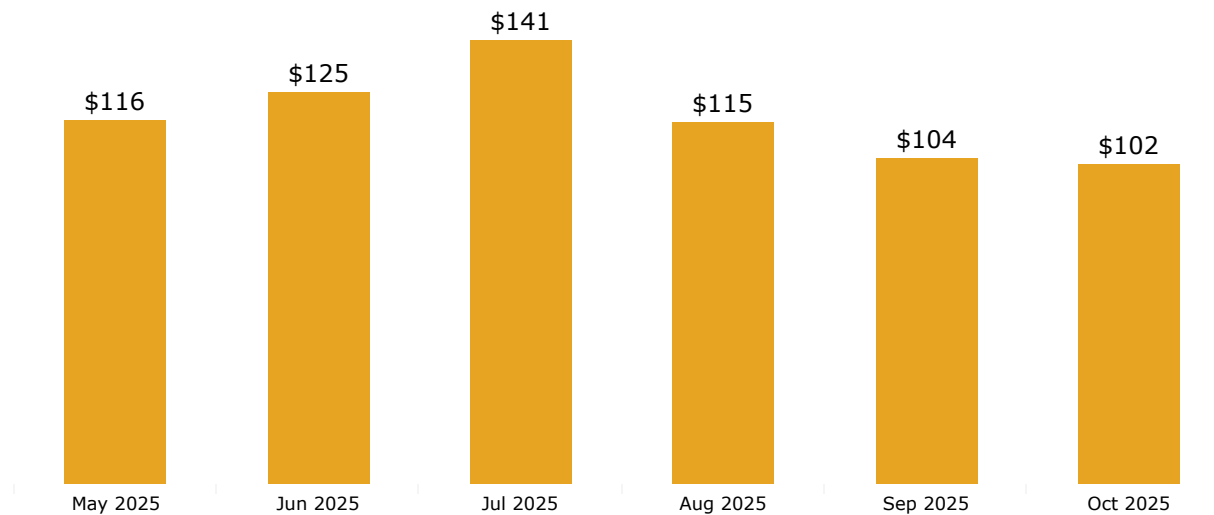
**Week Days**

## Hotel Forecast

### Occupancy



### Average Room Rate



**Week Ends**

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	62.5%	-6.4%	\$106	-4.5%	\$66	-10.6%
Austin	75.3%	-13.3%	\$179	-10.0%	\$135	-22.0%
Galveston	77.6%	-2.3%	\$182	+0.4%	\$141	-1.9%
Houston	67.4%	-9.2%	\$119	-2.6%	\$80	-11.5%
San Antonio	68.7%	-10.6%	\$131	-12.6%	\$90	-21.9%
South Padre Island	76.7%	-2.2%	\$147	-6.0%	\$112	-8.1%
Texas	71.4%	-3.1%	\$129	-2.4%	\$92	-5.4%
United States	73.2%	-0.9%	\$169	-0.5%	\$124	-1.4%

Note: Includes daily data through 4/12/2025  
Source: STR

Source: Tourism Economics



# Corpus Christi Hotel Forecast



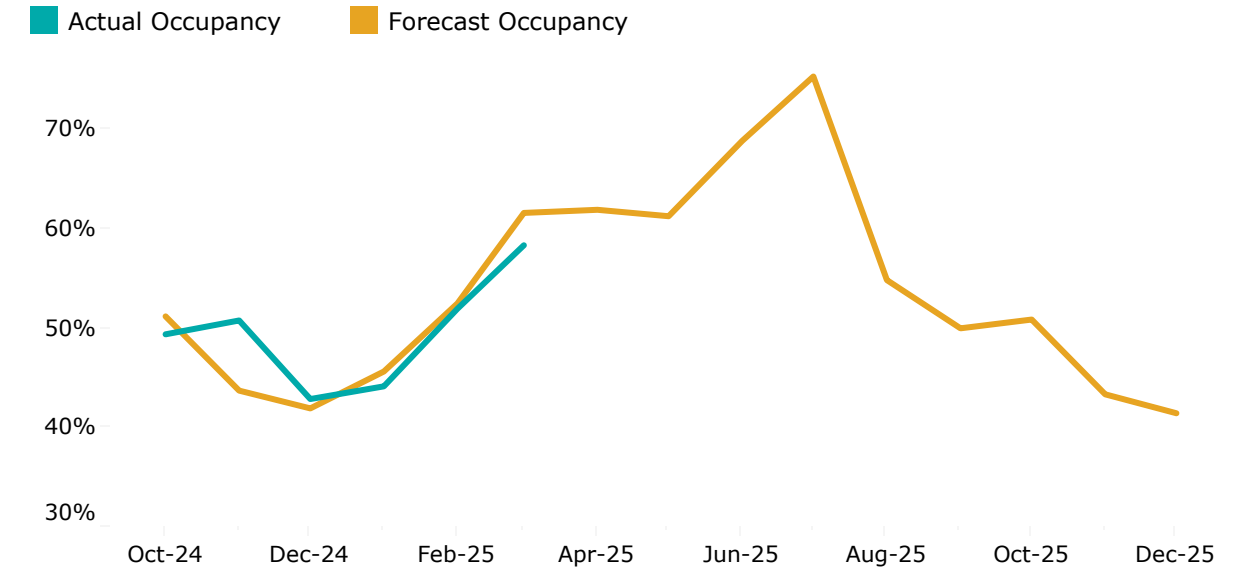
## Hotel Performance Forecast by Quarter

		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

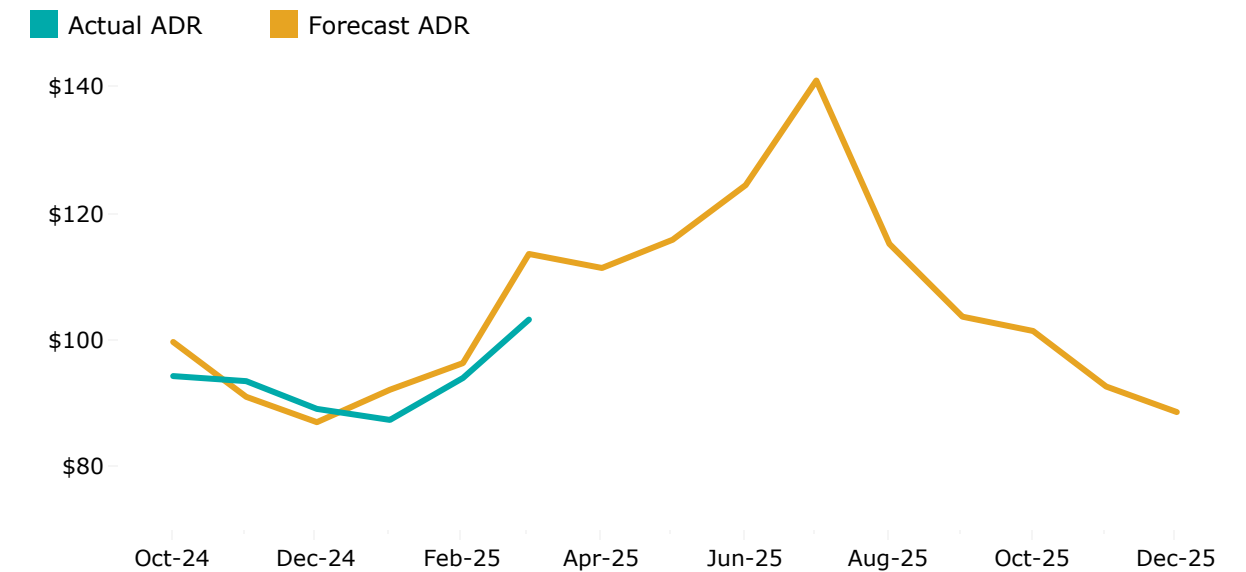
Forecast

## Forecast vs. Actuals by Month

### Occupancy



### Average Room Rate



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%



# Short Term Rental Review



## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jan	Corpus Christi	35.3%	+11.5%	\$98	+0.5%	\$35	+12.1%
	Galveston	11.3%	+2.1%	\$146	+11.4%	\$17	+13.8%
	Port Aransas	25.5%	-9.9%	\$101	+14.0%	\$26	+2.8%
	South Padre Island	63.4%	-2.7%	\$124	+9.2%	\$79	+6.3%
Feb	Corpus Christi	50.1%	+13.6%	\$104	+1.8%	\$52	+15.6%
	Galveston	15.6%	-17.7%	\$139	+3.6%	\$22	-14.7%
	Port Aransas	35.6%	-7.1%	\$98	+3.2%	\$35	-4.2%
	South Padre Island	76.0%	+0.2%	\$138	+7.7%	\$105	+8.0%
Mar	Corpus Christi	52.4%	+9.8%	\$158	-6.4%	\$83	+2.7%
	Galveston	37.4%	-5.9%	\$209	+2.3%	\$78	-3.8%
	Port Aransas	42.0%	+12.2%	\$295	-5.9%	\$124	+5.5%
	South Padre Island	52.2%	-2.2%	\$221	-1.8%	\$115	-3.9%

## Fiscal Year-to-Date Corpus Christi Performance

Occupancy  
**36.7%**  
+10.0%

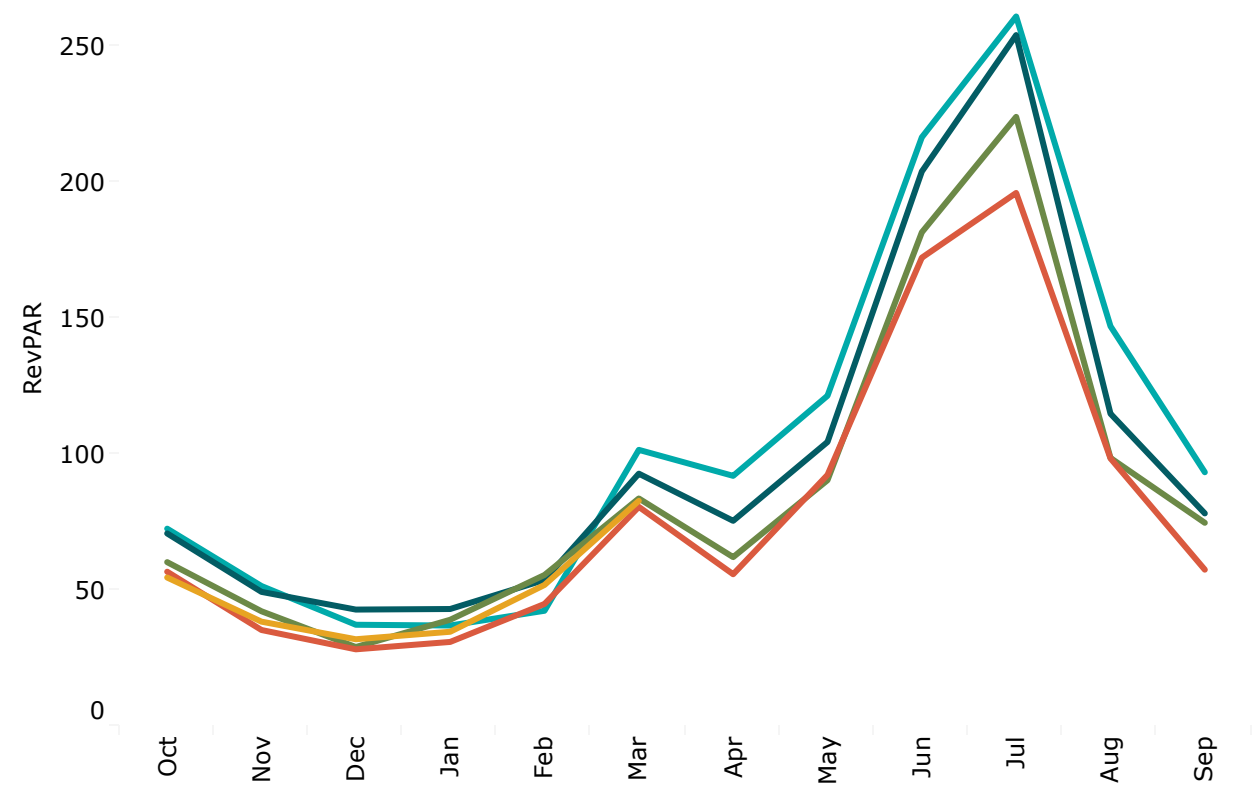
ADR  
**\$134**  
-4.2%

RevPAR  
**\$49**  
+5.4%

## Short Term Rental RevPAR by Month

Last Three Fiscal Years

2021 2022 2023 2024 2025



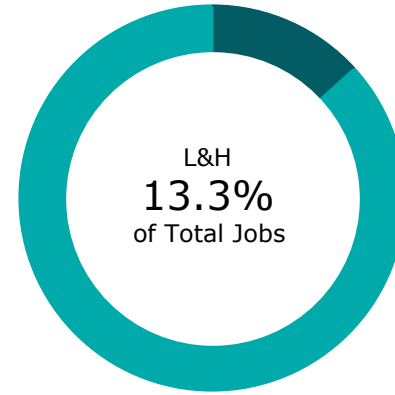
Note: Occupancy is not reflective of overall changes in short term rental demand  
Source: KeyData



# Corpus Christi Leisure & Hospitality Workforce

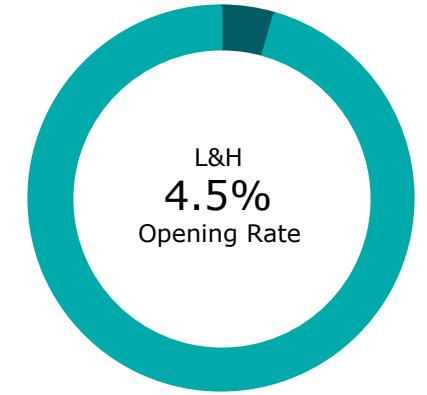
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of March 2025  
**26.5K**  
+0.8% YOY | +3.1% vs. 2019



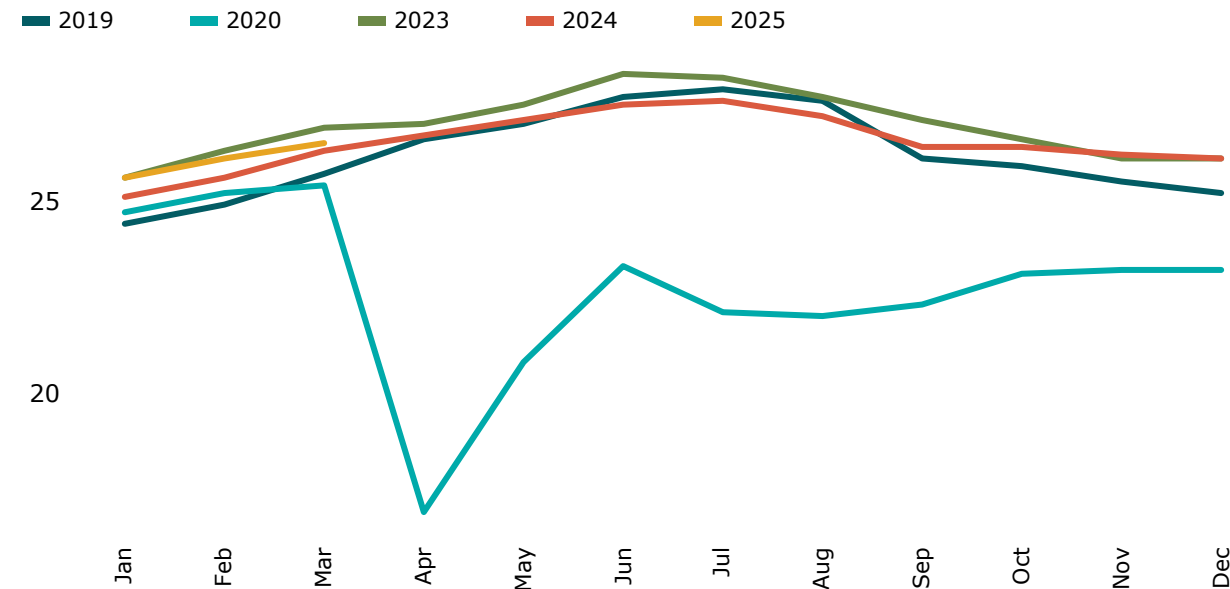
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of February 2025  
**1.2K**  
-21.6% YOY | -5.4% vs. 2019



### Employment Recovery

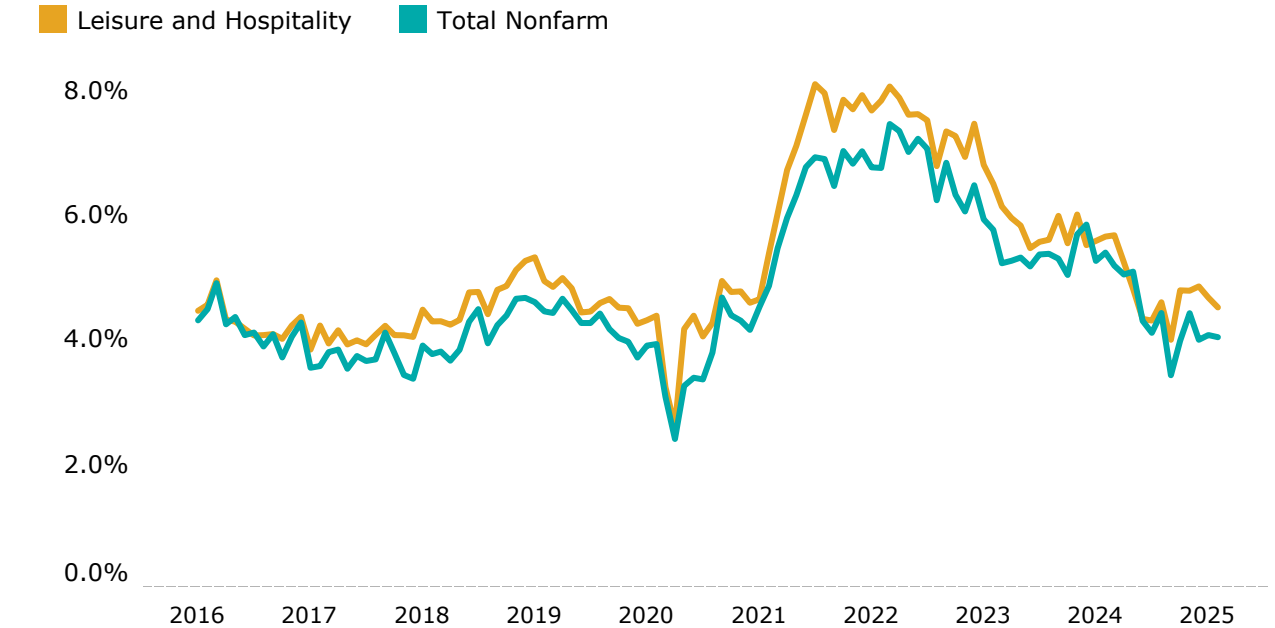
Leisure & Hospitality Jobs (Thousands)



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 2025 Volume

**38.0K**

+1.0% YOY

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

Oct 2024 - Mar 2025 Volume

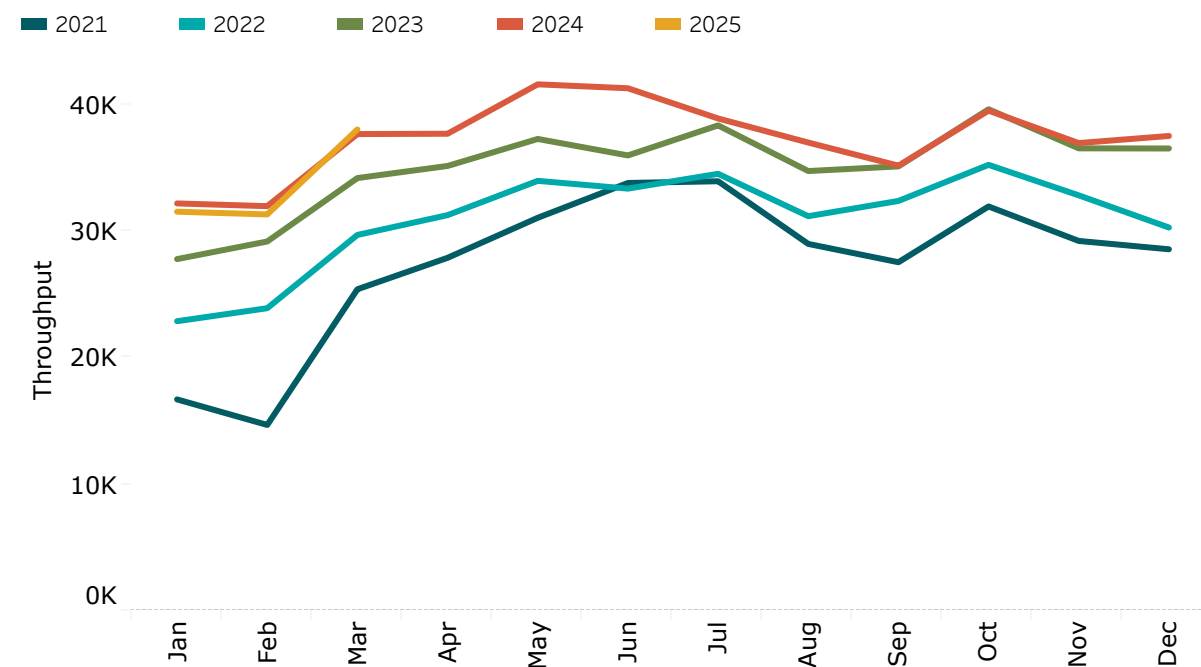
**214.8K**

+1.2% YOY

Source: Transportation Security Administration

### TSA Checkpoint Volume by Month

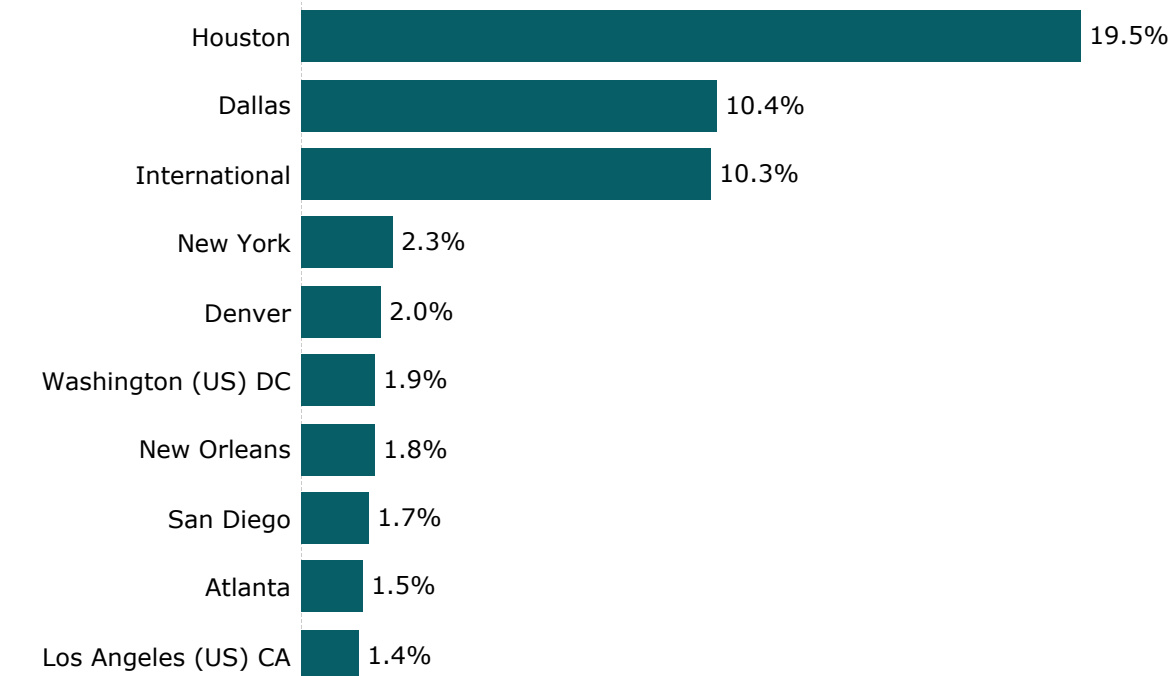
Last Five Calendar Years



Source: Transportation Security Administration

### Air Visitor Origins

Oct 2024 - Jan 2025 Visitor Arrivals



Source: OAG



# Visit Corpus Christi Meeting & Sports Sales



## Jan - Mar 2025 Meetings & Sports Events

Events  
**26**

Rooms  
**23.0K**

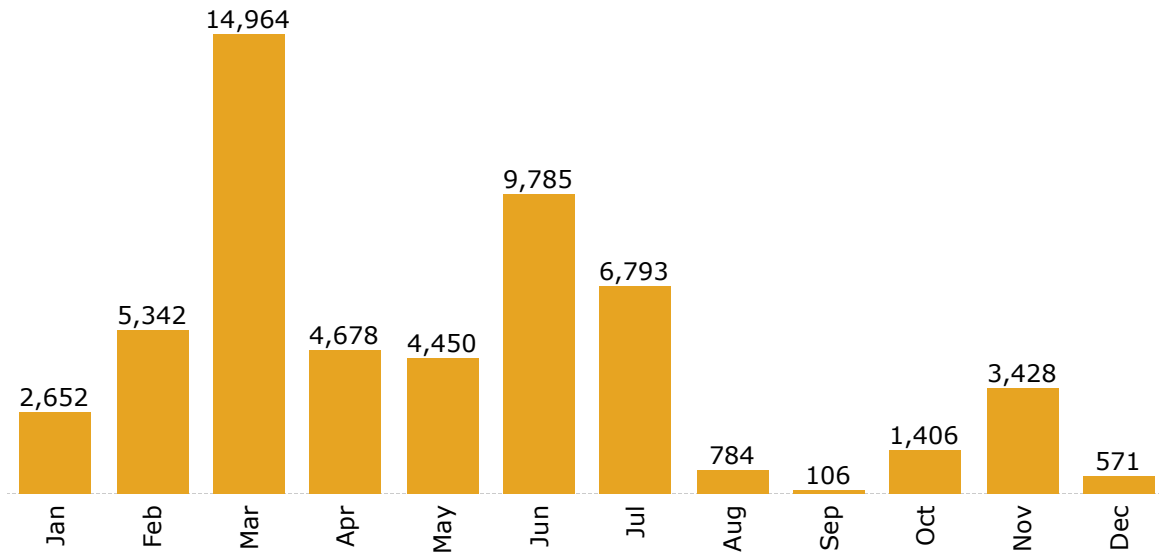
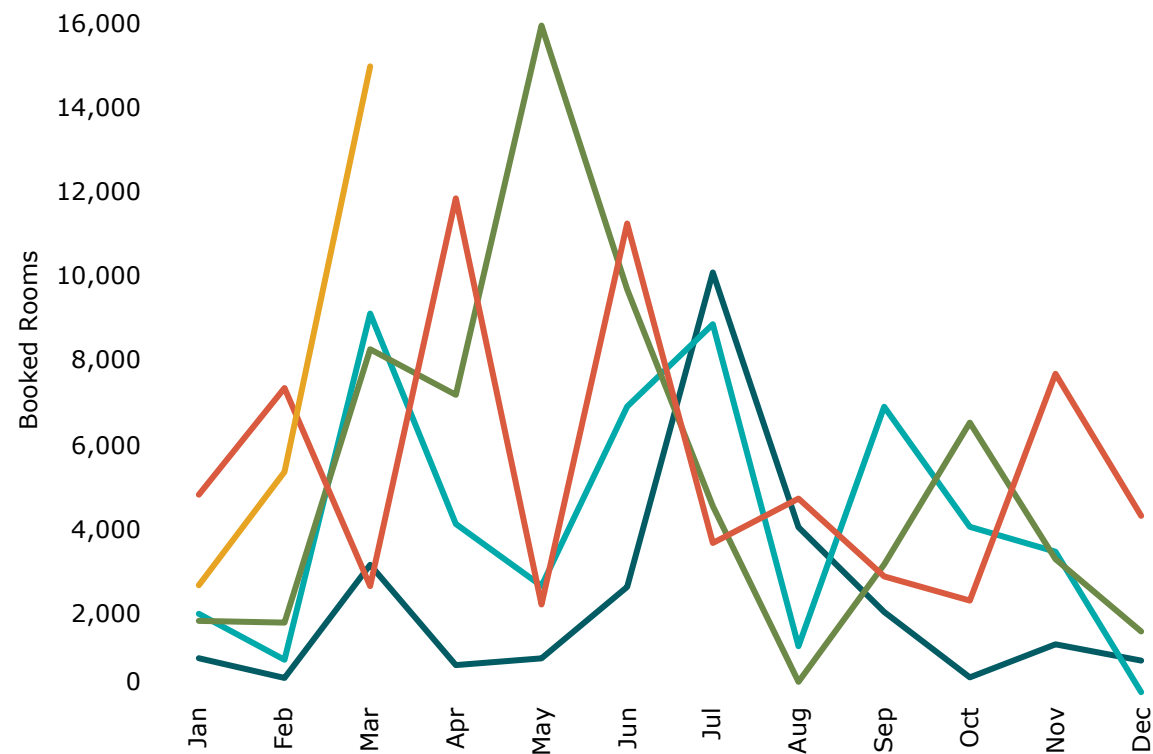
Attendees  
**31.7K**

## Future Rooms On-the-Books

### Definite Rooms

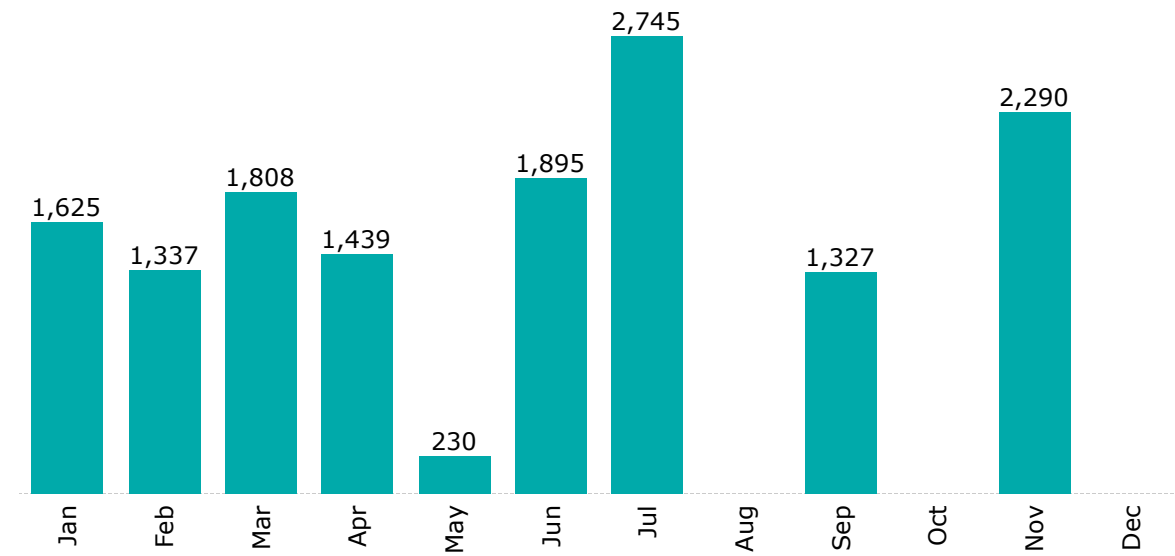
Past Rooms On-the-Books by Calendar Year

2021 2022 2023 2024 2025



**CY 2025**

**CY 2026**

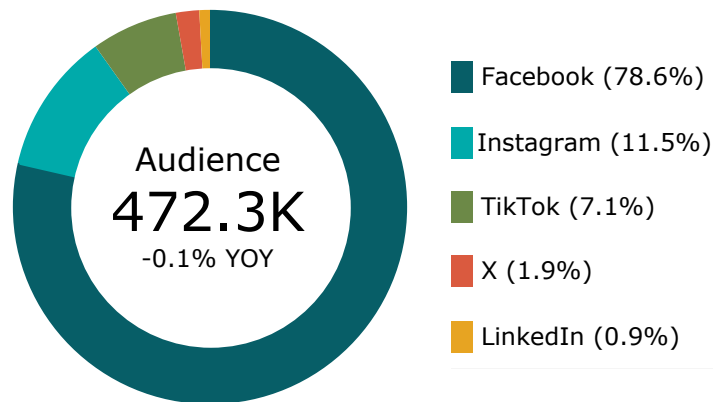


On-the-Books as of 4/11/2025



# Social Media Summary

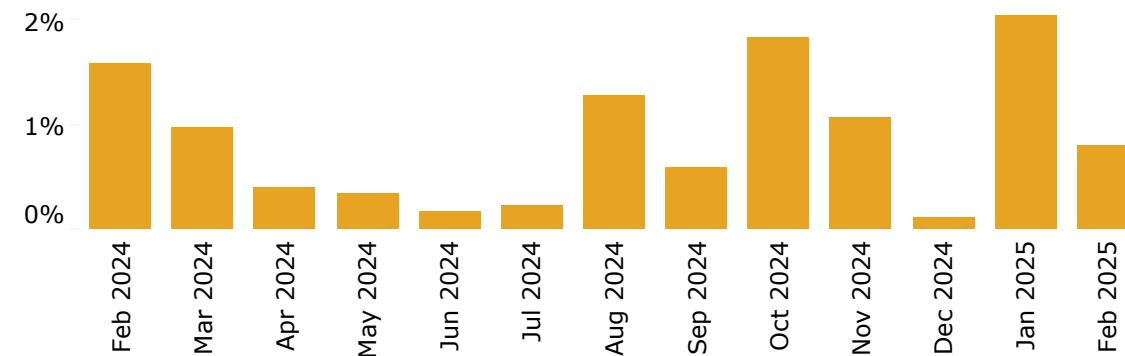
## Audience Overview



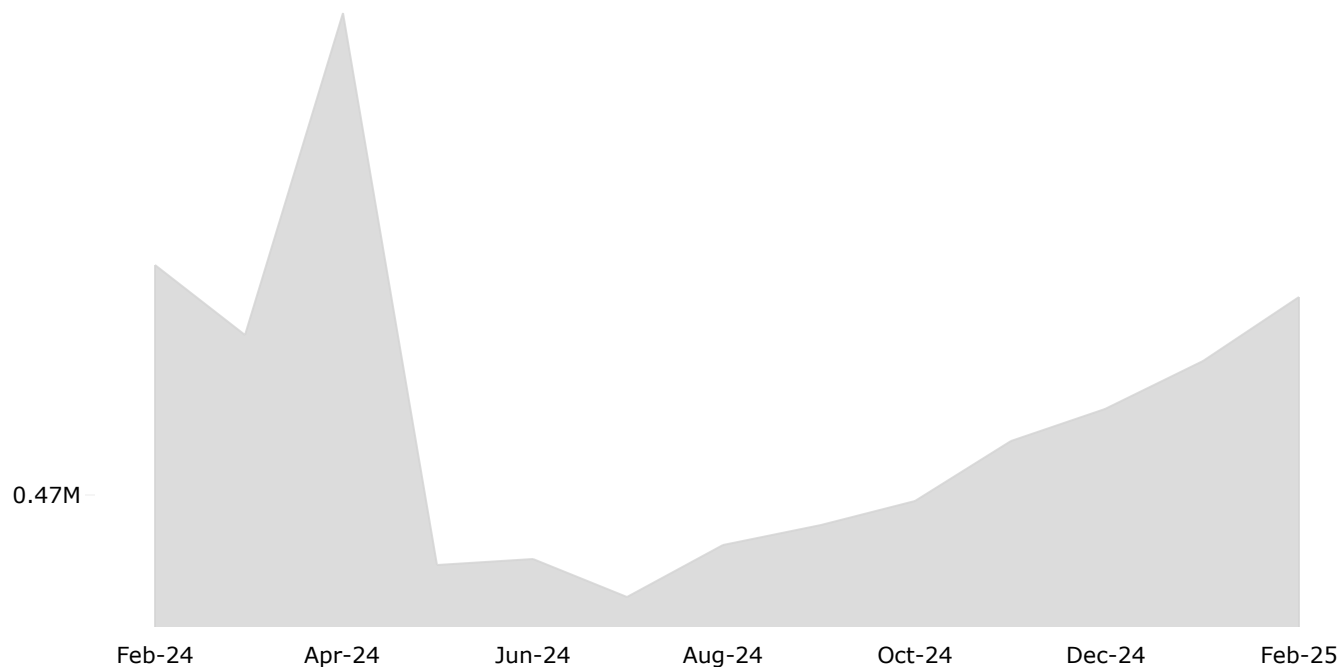
## Engagements & Impressions

### Engagement Rate

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

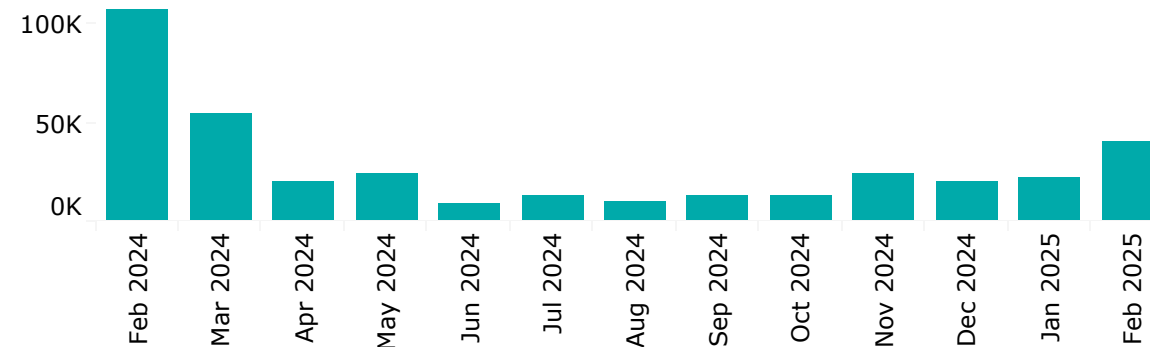


### Audience by Month



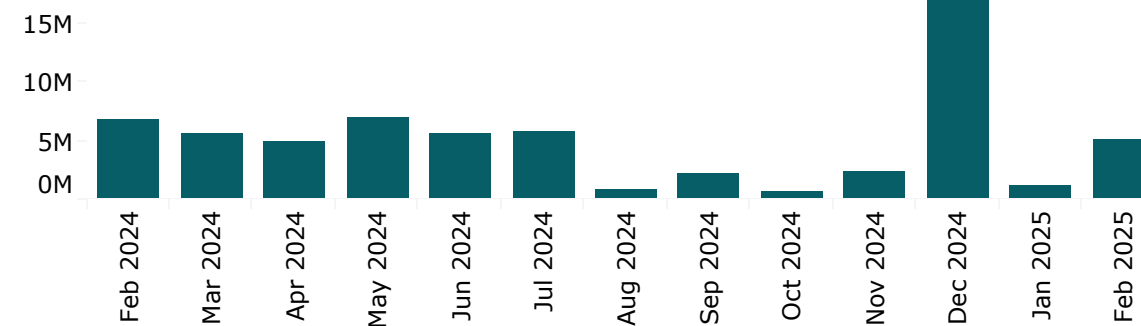
### Engagements

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

