



Visit Corpus Christi Monthly Data Report

April 2025





Executive Summary

April 2025



Highlights

Hotels in the Corpus Christi market experienced a 3.1% increase in demand for the month of April compared to last year. The market responded with a 1.3% increase in ADR, helping to drive an overall revenue increase of 4.5%. Short term rentals also showed a 24.2% increase in demand helping the overall lodging performance in Corpus reach a 8.8% revenue increase to end the month at \$19.6M in aggregated lodging revenues this April. This rebound signals growing momentum in leisure travel, supported by both hotel and alternative accommodation segments.

The increases in both hotel and short term rental demand helped both segments drive rates. Competitively Corpus's increases were not seen across the Texas Gulf Coast. Galveston Island showed decreased demand in hotels to end the month down in demand overall, while South Padre showed an increase in demand to end the month up 9.3% over last year. One key differentiator for Corpus Christi and South Padre is inbound travel from Mexico, which plays a significant role during the Easter holiday period. Corpus Christi showed larger shifts when comparing Easter 2025 to Easter 2024. The market showed hotel demand growth of 11.1% and rates up 3.2%.

Short term rentals in the market had demand increases with demand up 24.4% over last year and ADR up 29.6%. The shift in demand was both weekday and weekend with weekday occupancy up 18%, while weekend occupancy was up 21.5%. The higher demand weeks were the two weeks around Easter, particularly the week leading into Easter.

With Easter shifting into April this year (from March in 2024) travel activity increased in several areas. U.S. hotel performance stayed steady in April, with RevPAR down just -0.1% (up +1.6% YTD). International arrivals (excl. land travel from Canada, Mexico) were up 8% versus last year, though still slightly down YTD (0.2%) according to NTTO.

The U.S. hourly earnings grew by +3.8% in April, outperforming inflation (+2.3%). Despite a nominal increase in disposable income, consumer sentiment continues to fall amid economic and geopolitical uncertainty. Overall hotel demand rose for April YTD (+0.4%), but economy and independent hotels saw a drop (-1.6% each).



Hotel Demand
161.5K
+3.1% YOY



Hotel ADR
\$107.71
+1.3% YOY



L&H Jobs
26.8K
+0.4% YOY



CRP Checkpoint Volume
37.0K
-1.7% YOY



Website Sessions
174.8K
-11.0% YOY

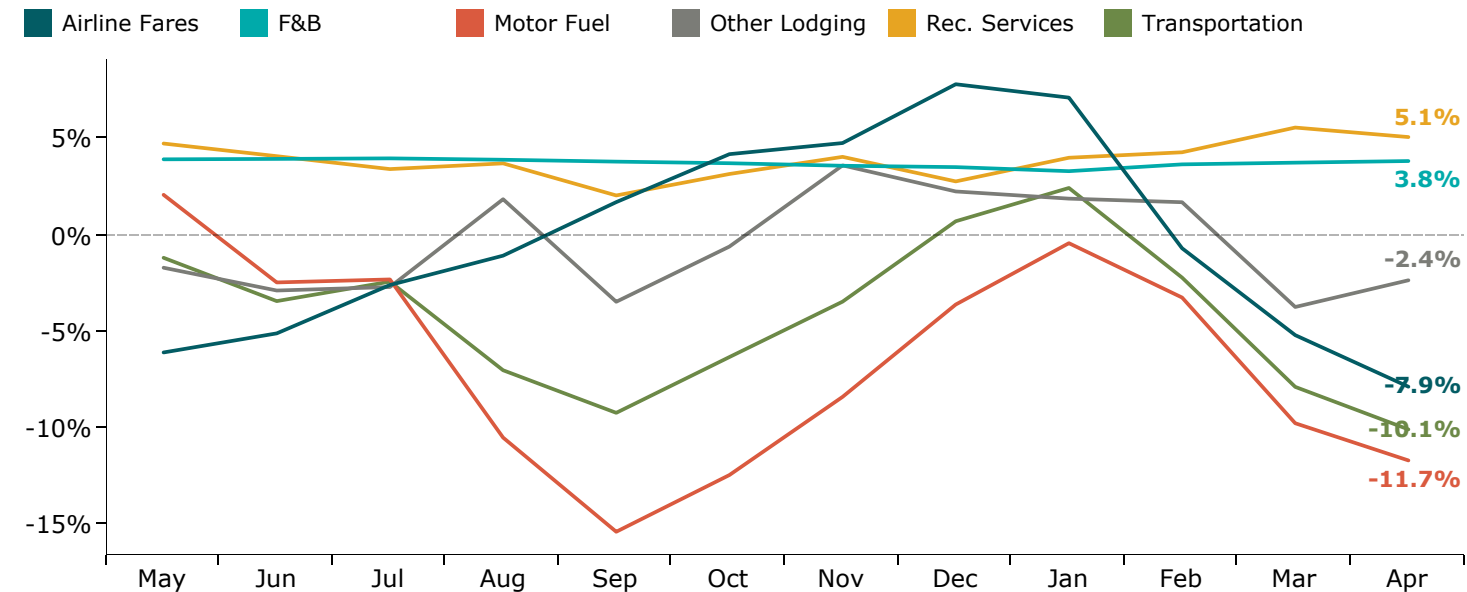


Social Media Audience
470.5K
-1.6% YOY

Travel Trends

Travel Price Index

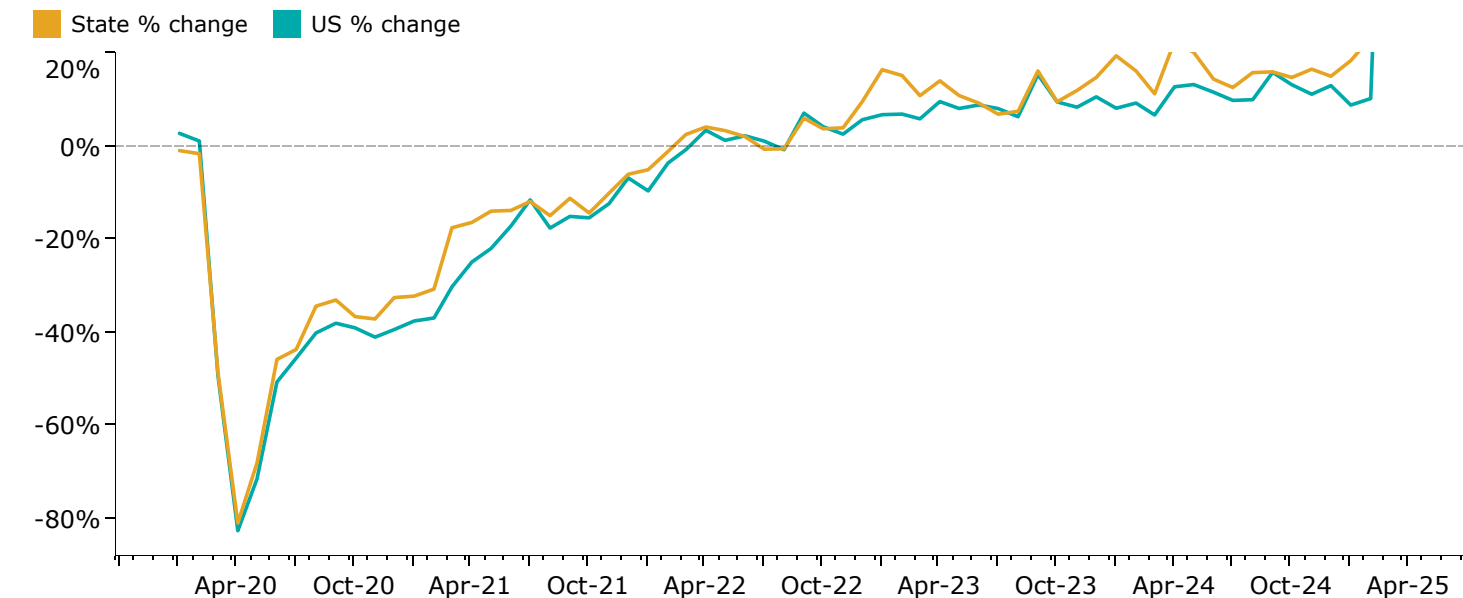
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

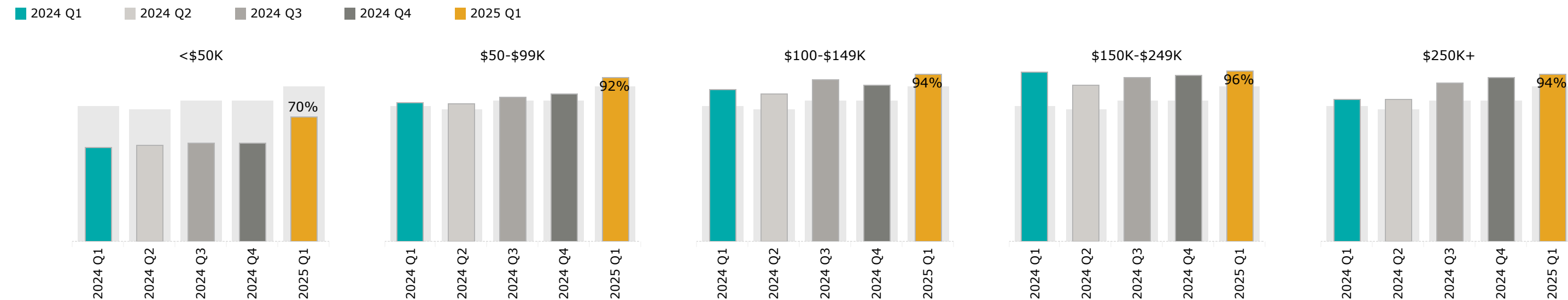
% Change vs. 2019 | Texas vs U.S. total



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)

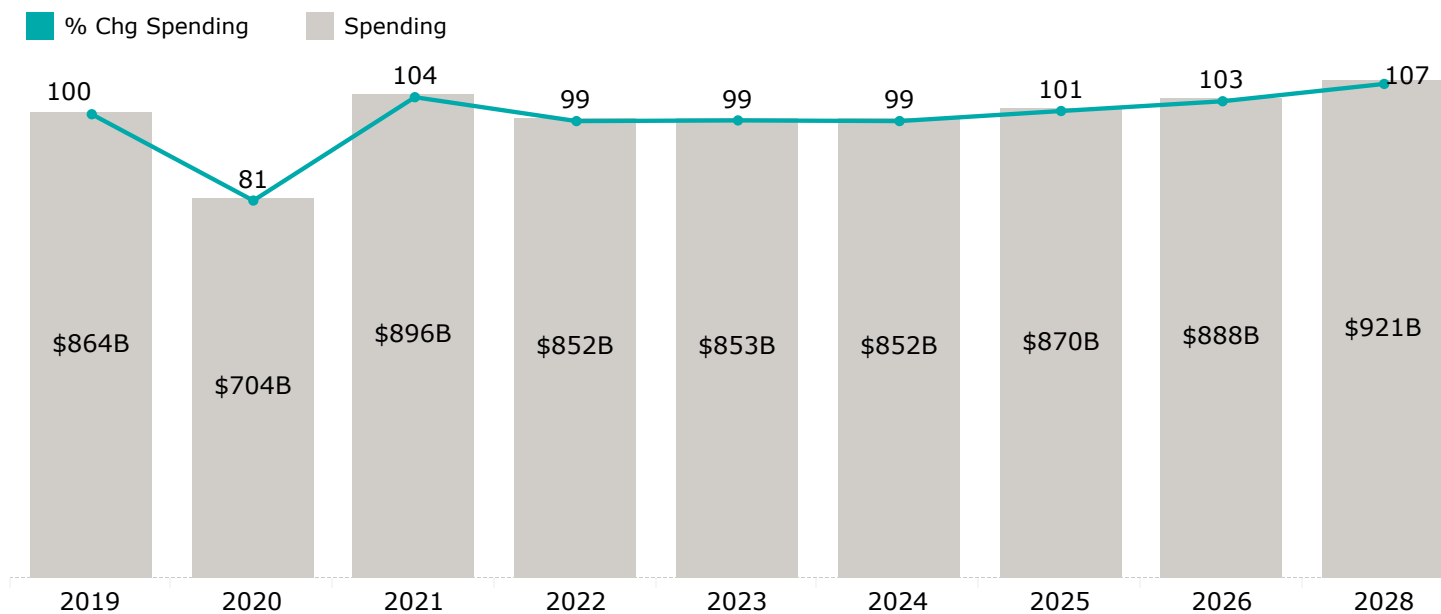


Note: Light gray bars represent the average for all survey respondents
Source: MMGY Global's Portrait of American Travelers

Domestic Travel Forecast

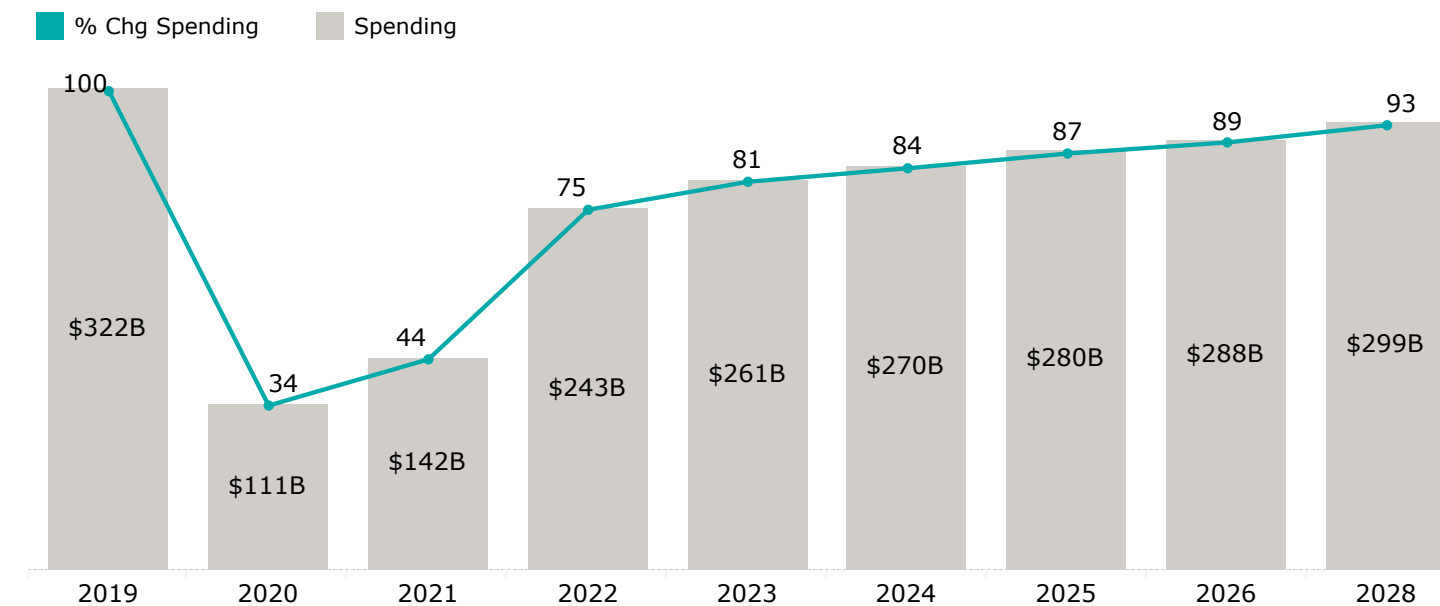
Real Domestic Leisure Travel Spending

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



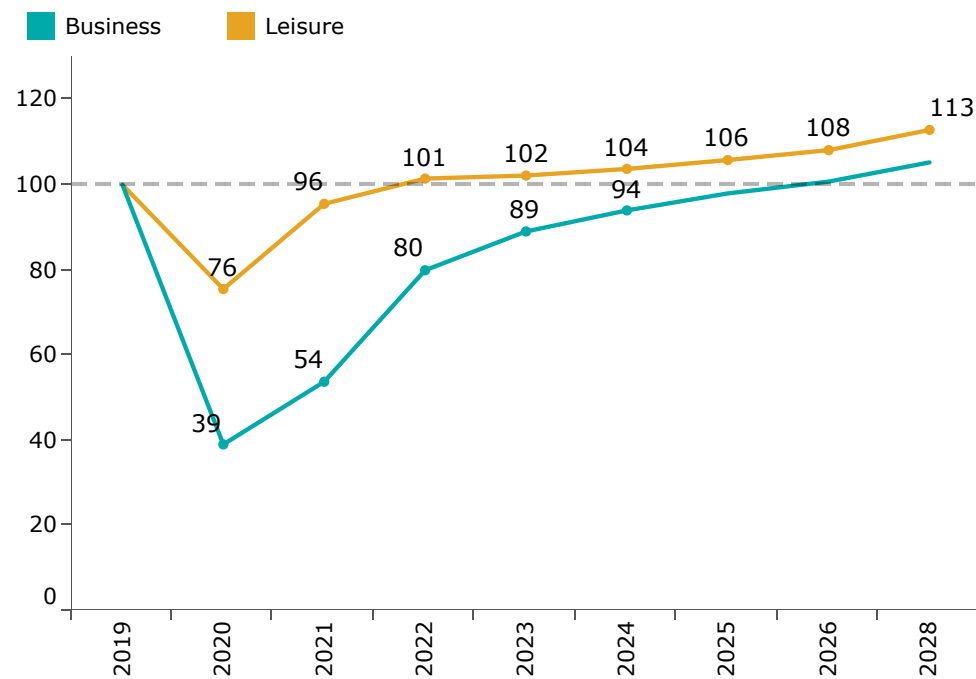
Real Domestic Business Travel Spending

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



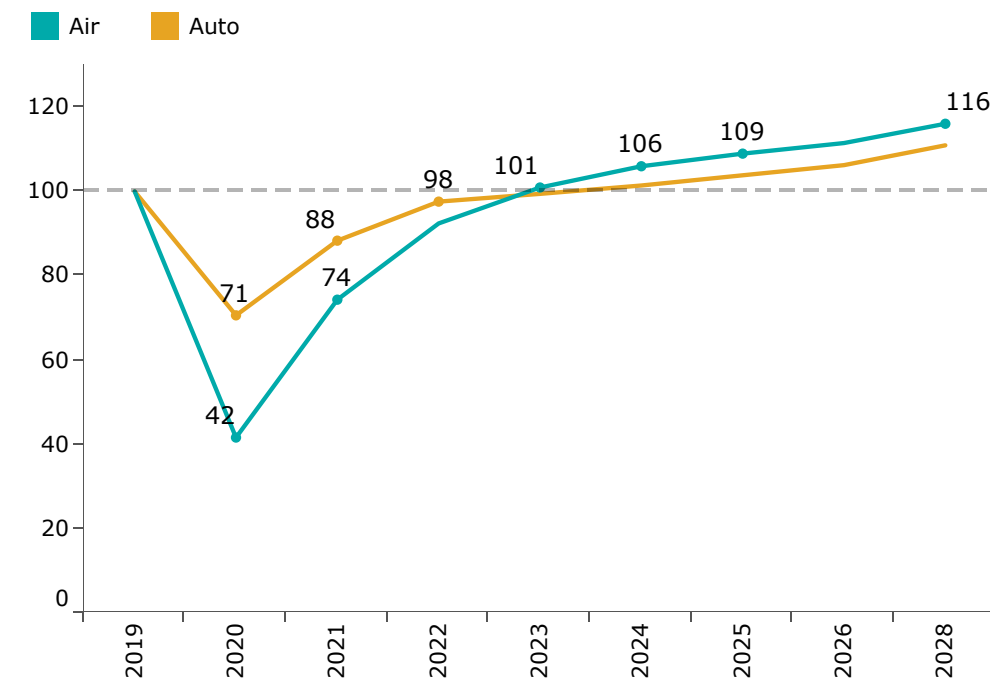
Leisure vs. Business Travel Volume

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



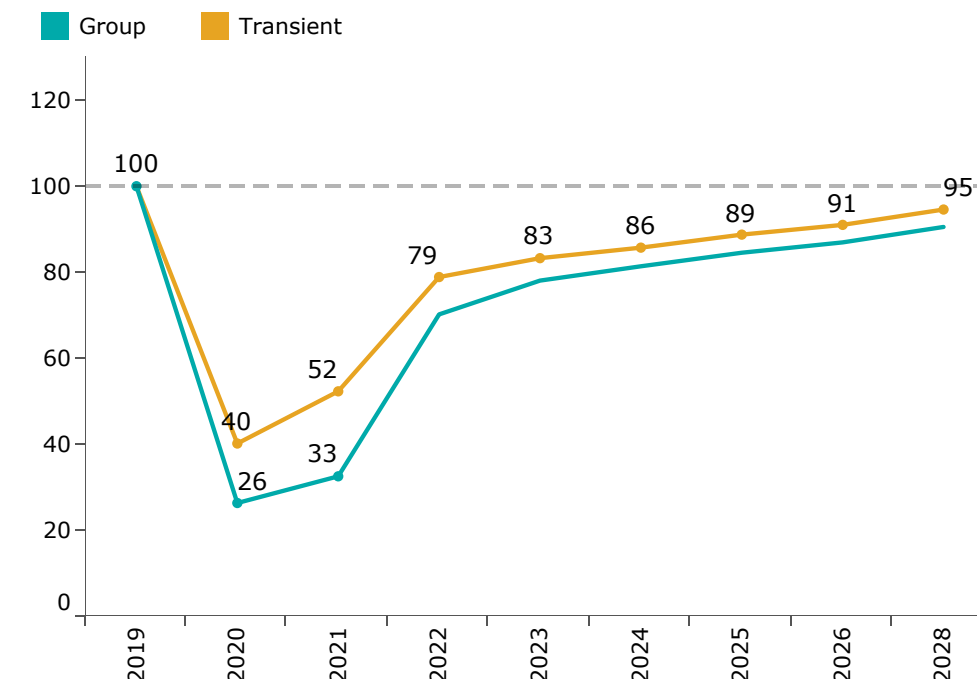
Auto vs. Air Travel Volume

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



Group vs. Transient Travel Spending

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





Hotel Review

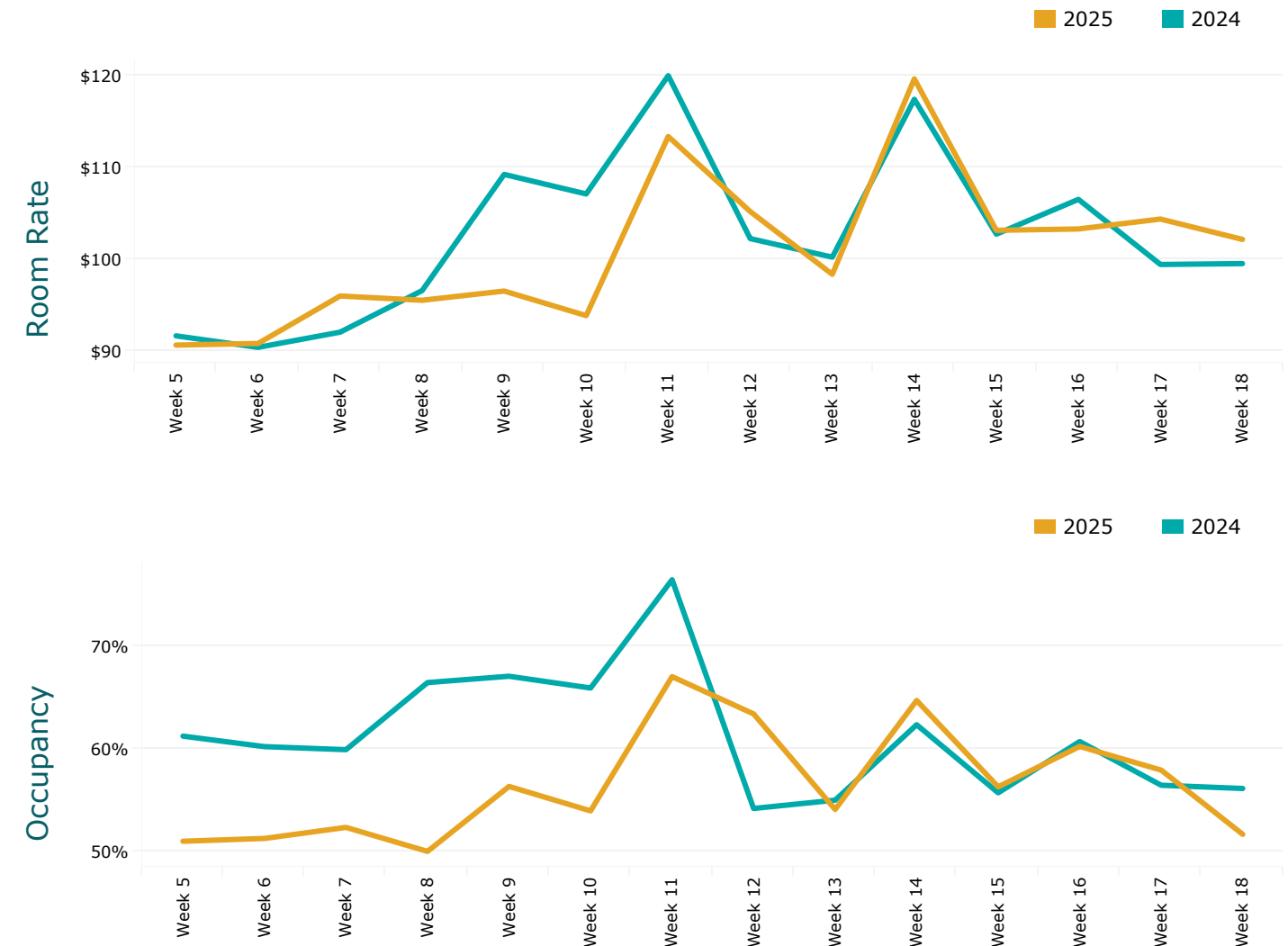


Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG		
Feb	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%	
	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	-9.9%
		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%	
Apr		Corpus Christi	59.4%	+2.7%	\$108	+1.3%	\$64	+4.0%
		Austin	70.9%	-8.1%	\$174	-9.5%	\$123	-16.8%
	Galveston	56.4%	-5.5%	\$152	+4.5%	\$86	-1.3%	
	Houston	62.5%	-3.9%	\$125	+5.1%	\$78	+1.0%	
	San Antonio	62.6%	-5.5%	\$155	+5.8%	\$97	+0.0%	
	South Padre Island	66.2%	+7.9%	\$130	-1.1%	\$86	+6.8%	
	Texas	64.2%	-4.4%	\$128	-1.8%	\$82	-6.2%	
	United States	63.9%	-1.9%	\$161	+1.8%	\$103	-0.1%	

Fiscal Year-to-Date Corpus Christi Performance

Occupancy 50.9% -4.7%
ADR \$96 -1.9%
RevPAR \$49 -6.5%
Supply 1.9M +1.8%
Demand 979.5K -2.9%
Revenue \$94.5M -4.8%





Corpus Christi Hotel Outlook



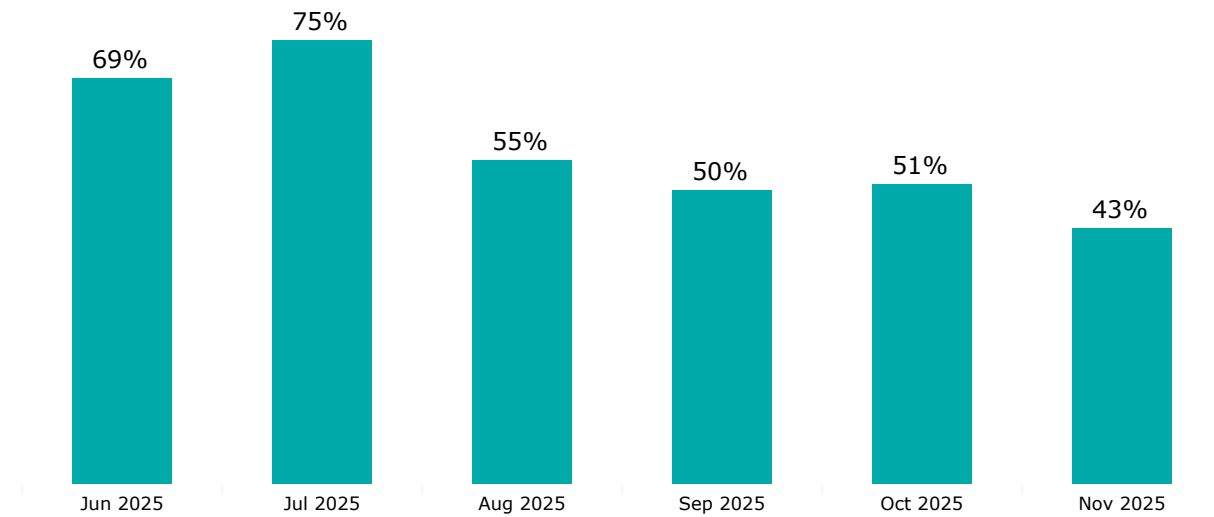
Preliminary May 2025 Hotel Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	51.7%	-11.5%	\$99	+0.9%	\$51	-10.6%
Austin	64.8%	-7.6%	\$166	-1.4%	\$107	-8.9%
Galveston	43.9%	-20.1%	\$124	-3.0%	\$55	-22.5%
Houston	60.5%	-7.0%	\$130	+10.1%	\$78	+2.5%
San Antonio	57.3%	-0.9%	\$134	+6.2%	\$77	+5.2%
South Padre Island	55.9%	-10.5%	\$117	-8.3%	\$65	-18.0%
Texas	61.5%	-2.9%	\$127	+5.3%	\$78	+2.2%
United States	63.2%	+0.9%	\$160	+3.6%	\$101	+4.5%

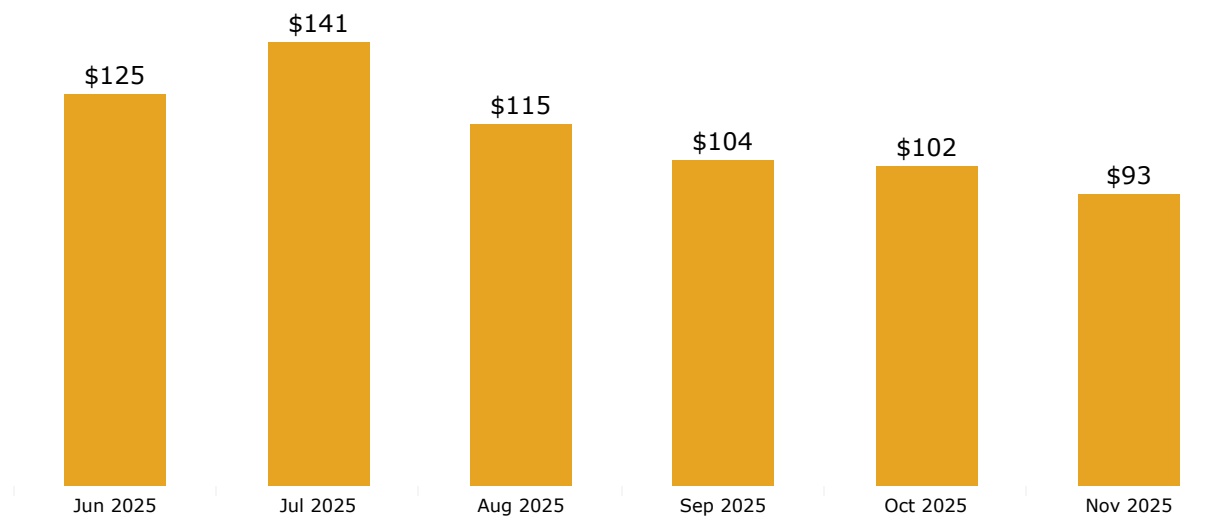
Week Days

Hotel Forecast

Occupancy



Average Room Rate



Week Ends

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	69.3%	-4.8%	\$114	-6.9%	\$79	-11.4%
Austin	72.4%	-6.9%	\$169	-3.0%	\$123	-9.6%
Galveston	74.6%	-7.9%	\$200	-0.2%	\$149	-8.1%
Houston	65.3%	-12.5%	\$120	-1.0%	\$78	-13.4%
San Antonio	64.9%	-12.8%	\$129	-9.0%	\$83	-20.6%
South Padre Island	75.7%	-4.6%	\$158	-11.8%	\$120	-15.9%
Texas	67.2%	-8.1%	\$128	-0.1%	\$86	-8.2%
United States	72.8%	-1.4%	\$175	+1.4%	\$127	+0.0%

Note: Includes daily data through 5/17/2025
Source: STR

Source: Tourism Economics



Corpus Christi Hotel Forecast



Hotel Performance Forecast by Quarter

		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2025	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

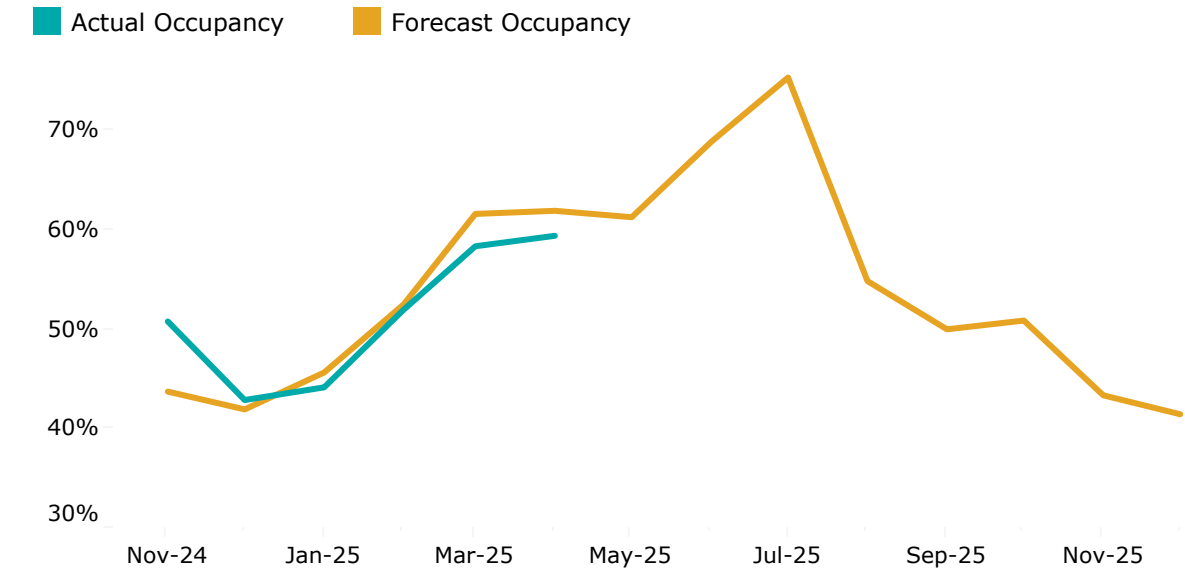
Forecast

YOY % Change

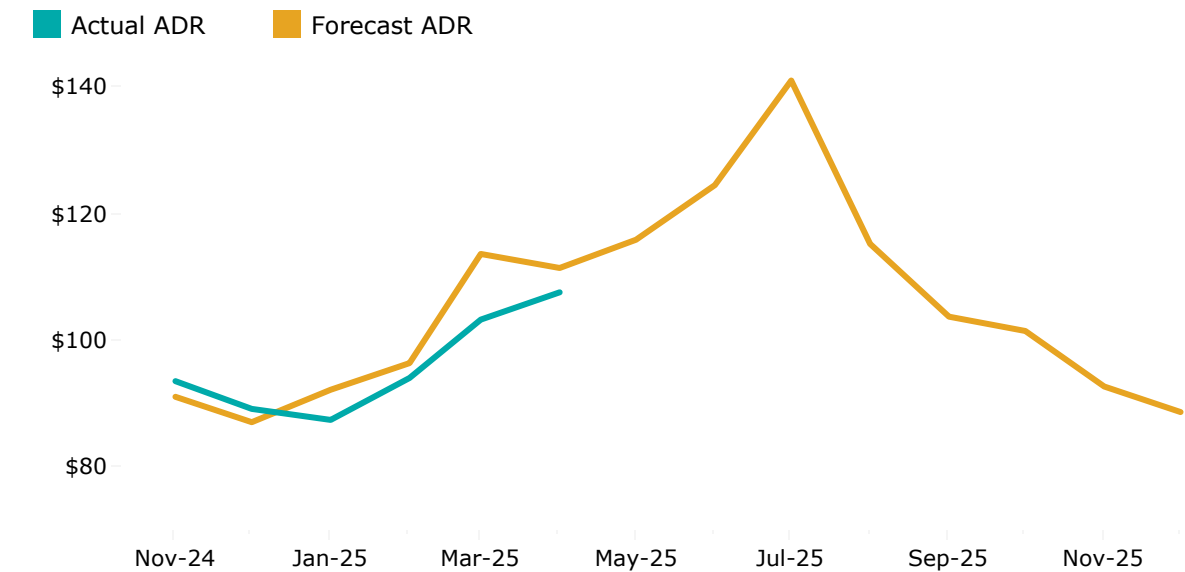
		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2025	Q2	-0.8%	+1.8%	+1.0%	+2.1%	+1.2%	+3.0%
	Q3	-0.3%	+1.8%	+1.5%	+1.3%	+1.0%	+2.9%
	Q4	-0.9%	+1.8%	+0.9%	+1.9%	+1.1%	+2.9%

Forecast vs. Actuals by Month

Occupancy



Average Room Rate





Short Term Rental Review



Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Feb	Corpus Christi	50.2%	+13.9%	\$104	+1.9%	\$52	+16.0%
	Galveston	15.6%	-17.5%	\$139	+3.9%	\$22	-14.4%
	Port Aransas	35.6%	-7.3%	\$98	+3.2%	\$35	-4.3%
	South Padre Island	76.1%	+0.3%	\$138	+7.8%	\$105	+8.2%
Mar	Corpus Christi	52.3%	+9.8%	\$158	-6.3%	\$83	+2.8%
	Galveston	37.7%	-5.1%	\$210	+2.4%	\$79	-2.8%
	Port Aransas	41.9%	+12.0%	\$295	-5.9%	\$123	+5.3%
	South Padre Island	52.2%	-2.0%	\$221	-1.9%	\$115	-3.9%
Apr	Corpus Christi	37.5%	+11.1%	\$164	-0.7%	\$62	+10.4%
	Galveston	29.9%	+18.4%	\$214	+4.1%	\$64	+23.2%
	Port Aransas	28.0%	+24.1%	\$261	+5.8%	\$73	+31.3%
	South Padre Island	38.6%	+12.1%	\$214	+19.8%	\$83	+34.2%

Fiscal Year-to-Date Corpus Christi Performance

Occupancy
36.8%
+10.0%

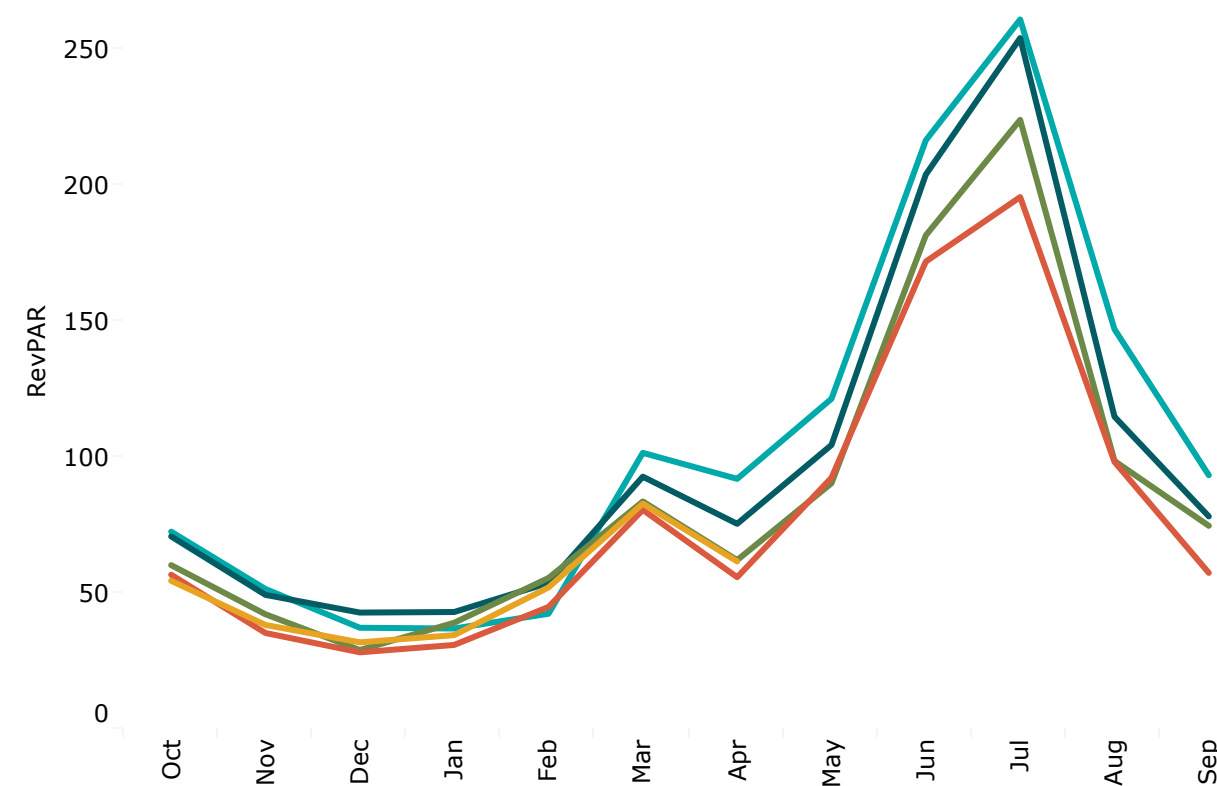
ADR
\$139
-3.6%

RevPAR
\$51
+6.0%

Short Term Rental RevPAR by Month

Last Three Fiscal Years

2021 2022 2023 2024 2025



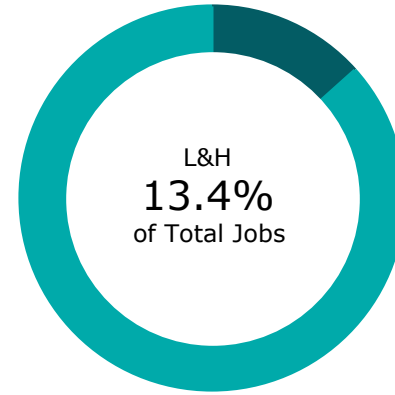
Note: Occupancy is not reflective of overall changes in short term rental demand
Source: KeyData



Corpus Christi Leisure & Hospitality Workforce

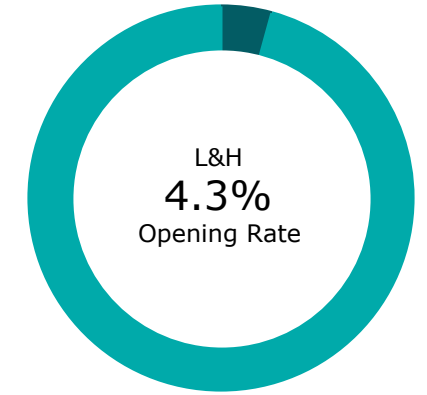
Total Leisure & Hospitality Jobs

L&H Jobs
as of April 2025
26.8K
+0.4% YOY | +0.8% vs. 2019



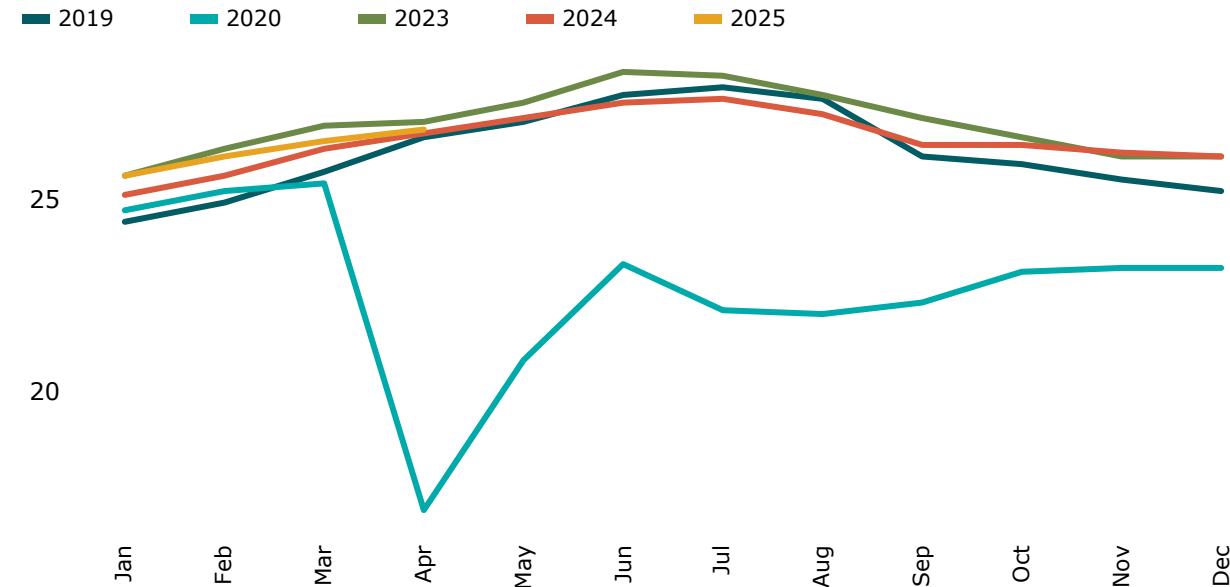
Leisure & Hospitality Job Openings

L&H Job Openings
as of March 2025
1.2K
-19.6% YOY | -14.7% vs. 2019



Employment Recovery

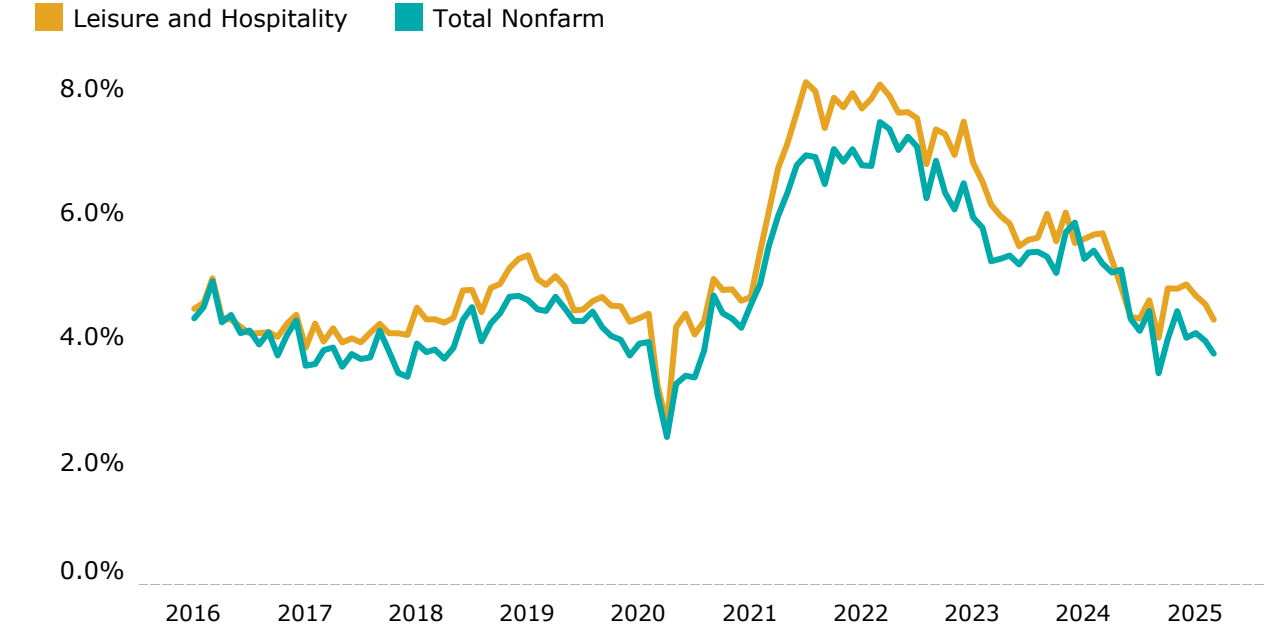
Leisure & Hospitality Jobs (Thousands)



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

April 2025 Volume

37.0K

-1.7% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Oct 2024 - Apr 2025 Volume

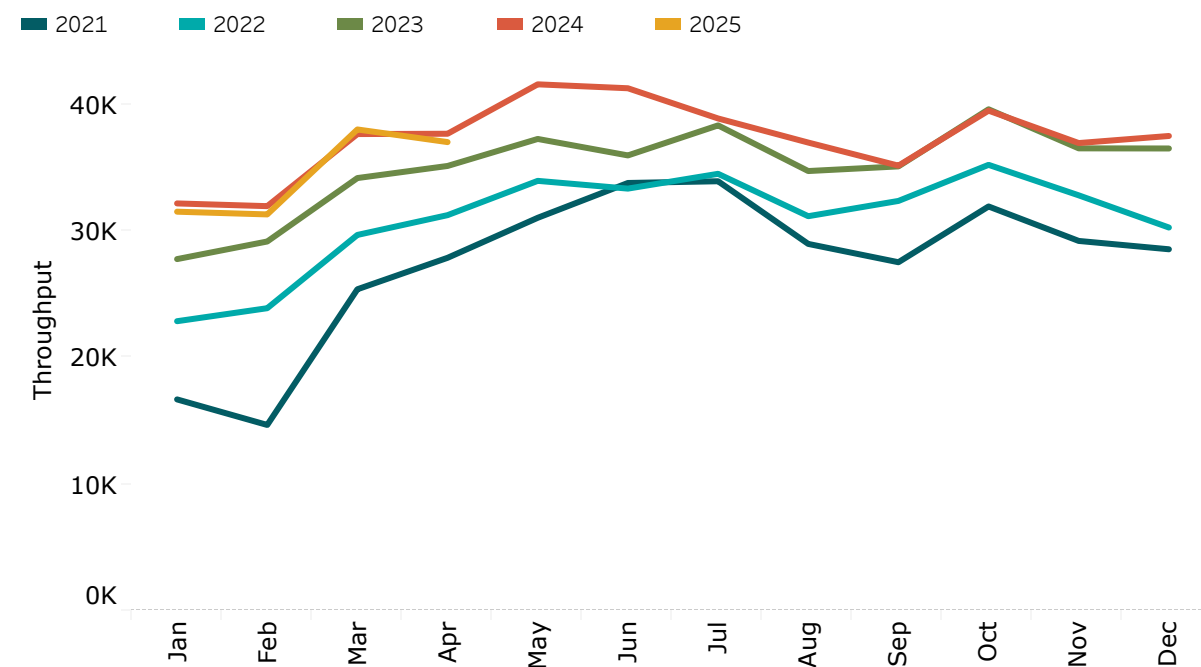
251.8K

+0.4% YOY

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

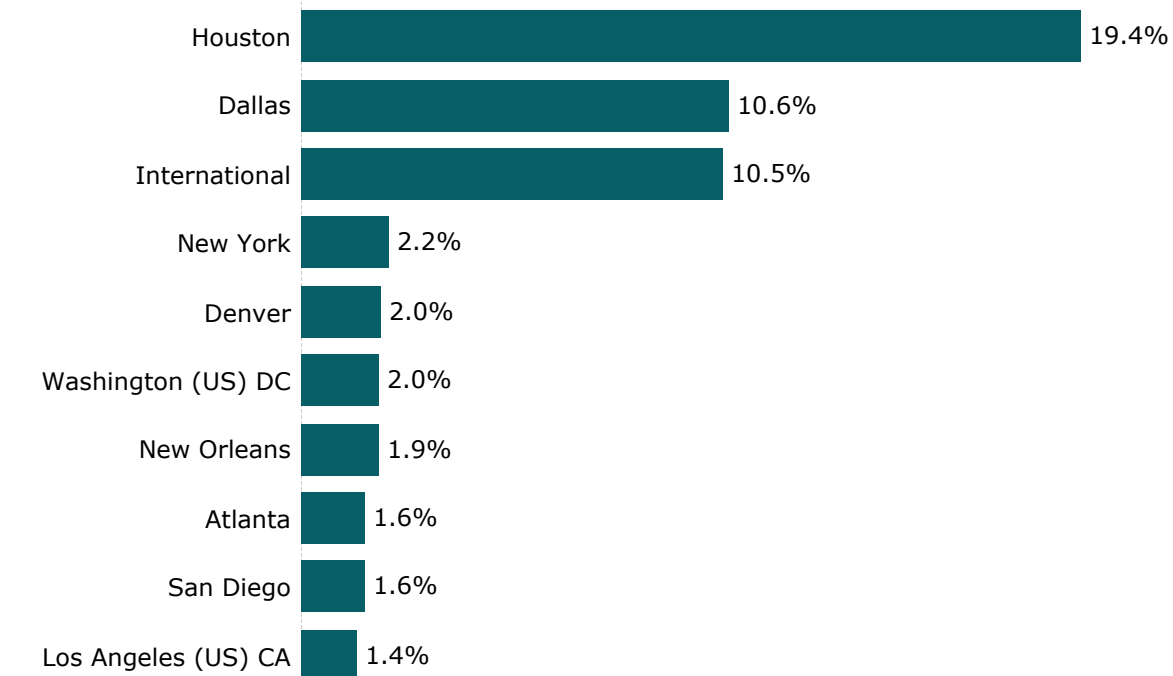
Last Five Calendar Years



Source: Transportation Security Administration

Air Visitor Origins

Oct 2024 - Mar 2025 Visitor Arrivals



Source: OAG



Visit Corpus Christi Meeting & Sports Sales



Jan - Apr 2025 Meetings & Sports Events

Events
37

Rooms
28.7K

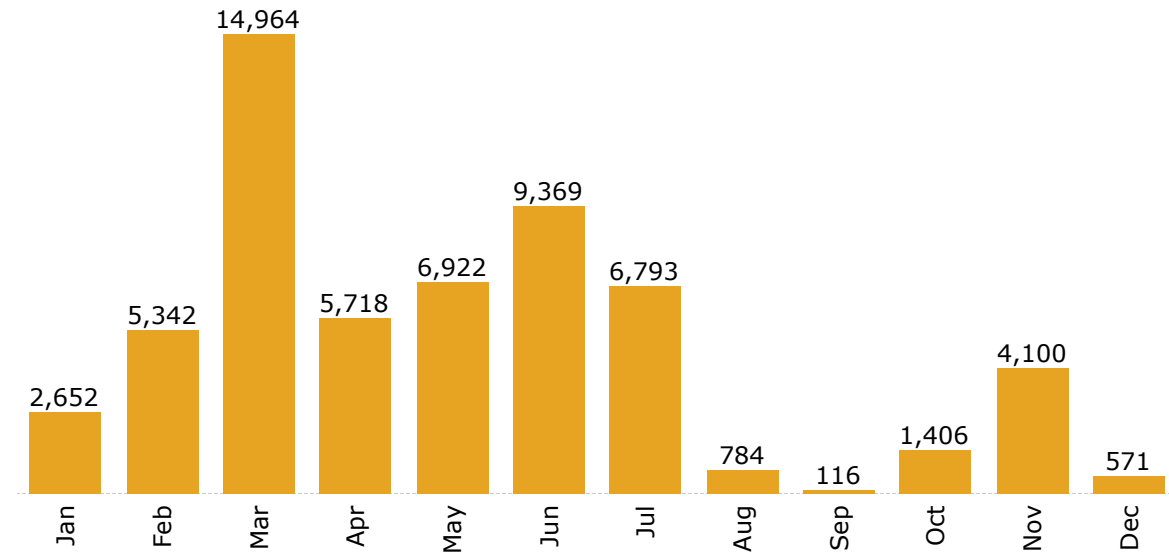
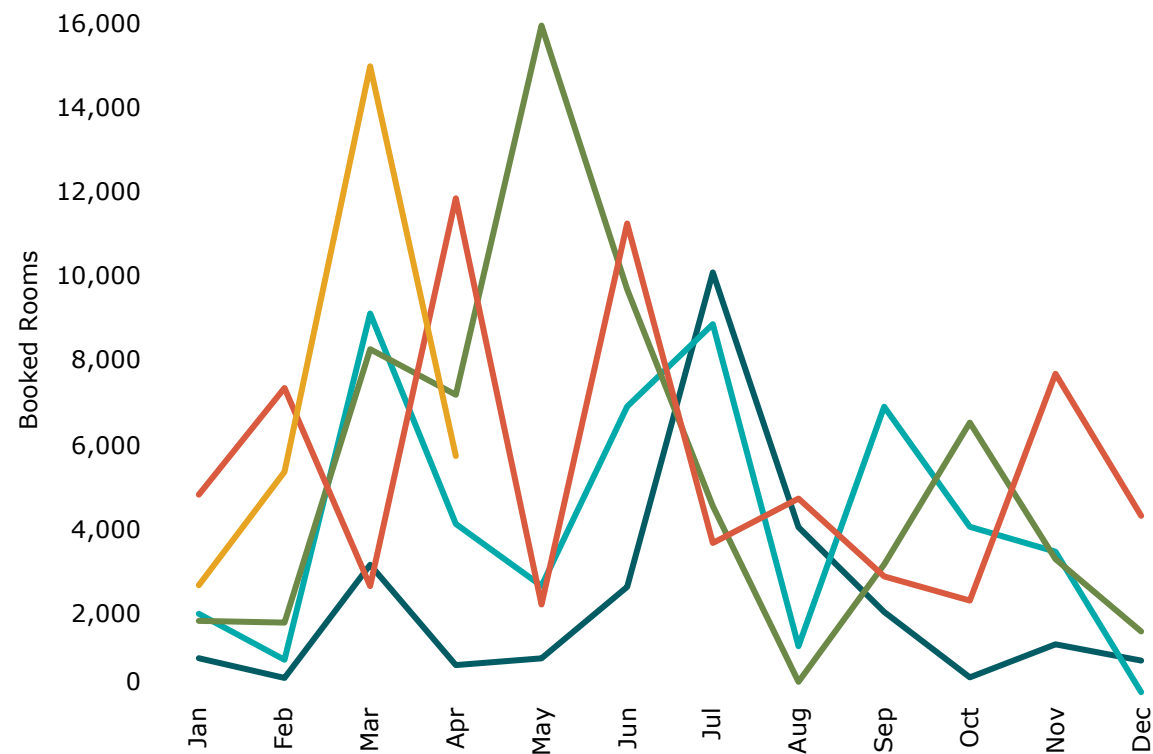
Attendees
36.3K

Future Rooms On-the-Books

Definite Rooms

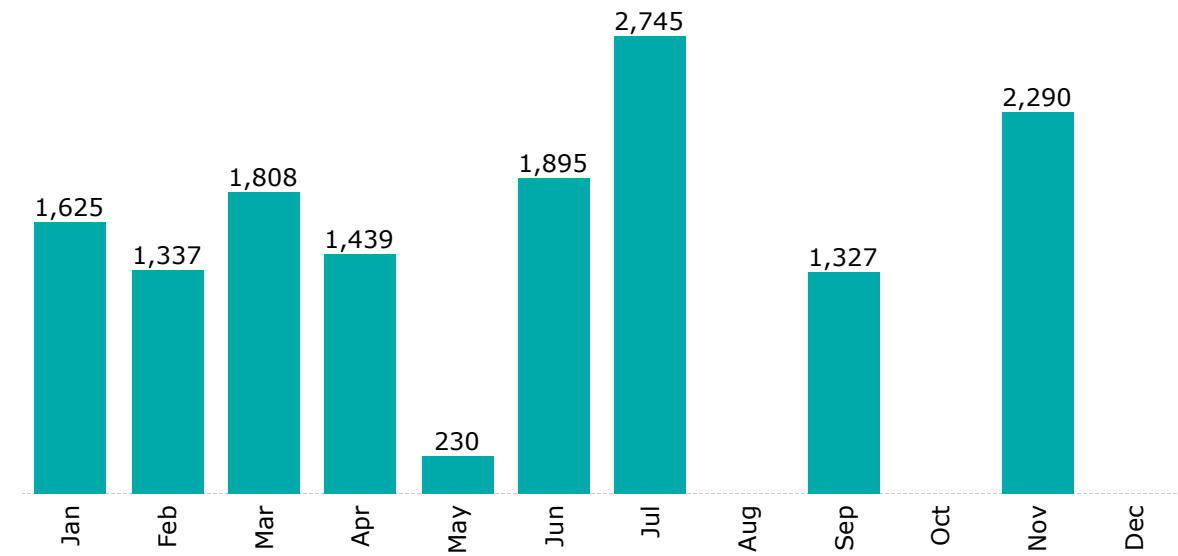
Past Rooms On-the-Books by Calendar Year

2021 2022 2023 2024 2025



CY 2025

CY 2026

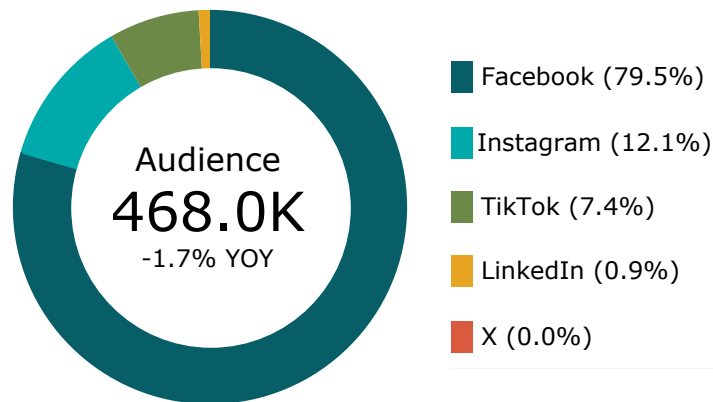


On-the-Books as of 5/17/2025



Social Media Summary

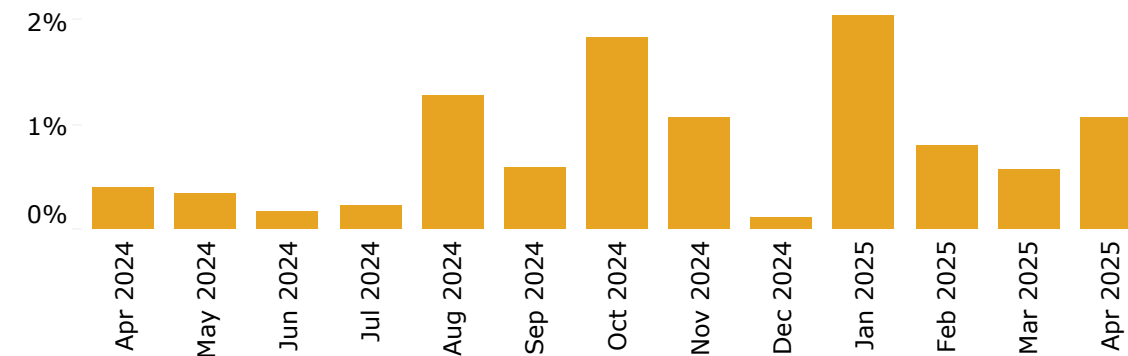
Audience Overview



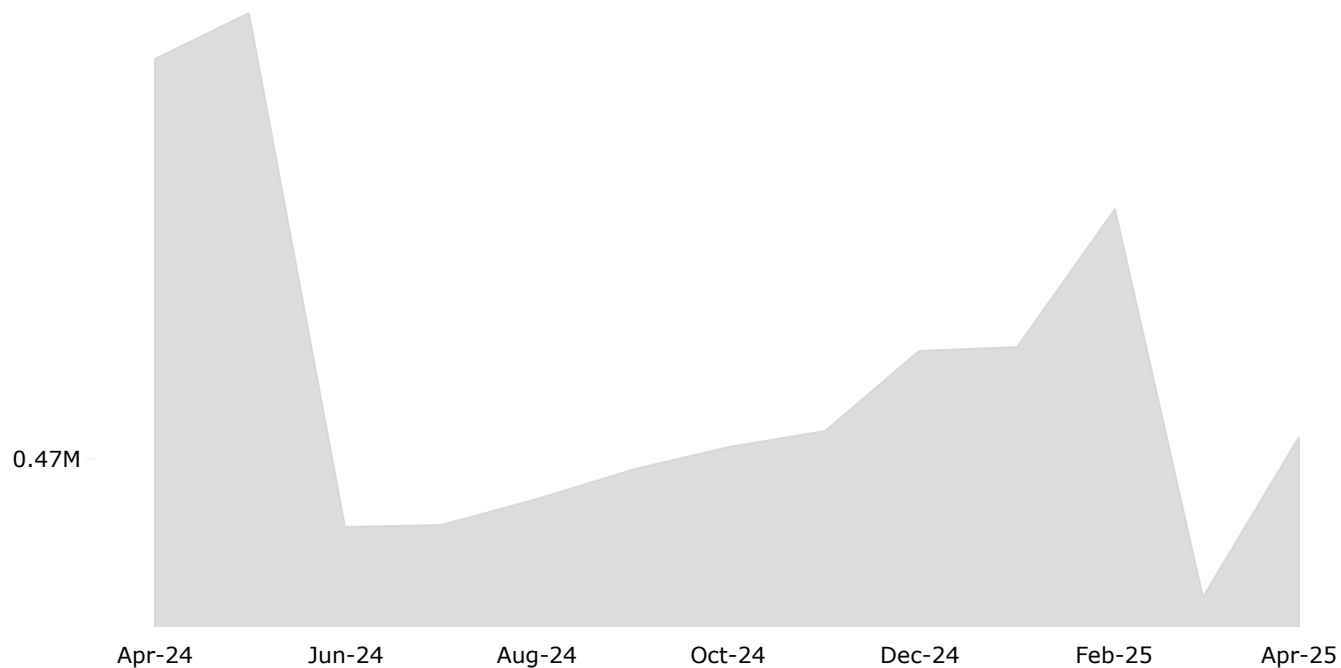
Engagements & Impressions

Engagement Rate

April 2025
1.1%
+0.7% pt YOY

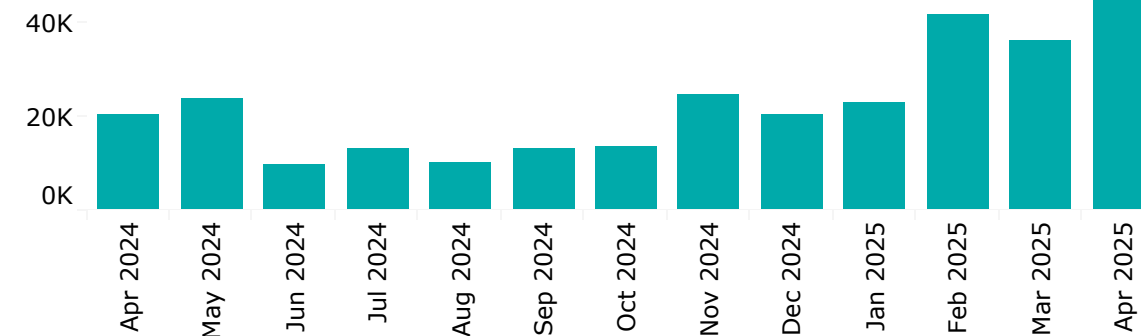


Audience by Month



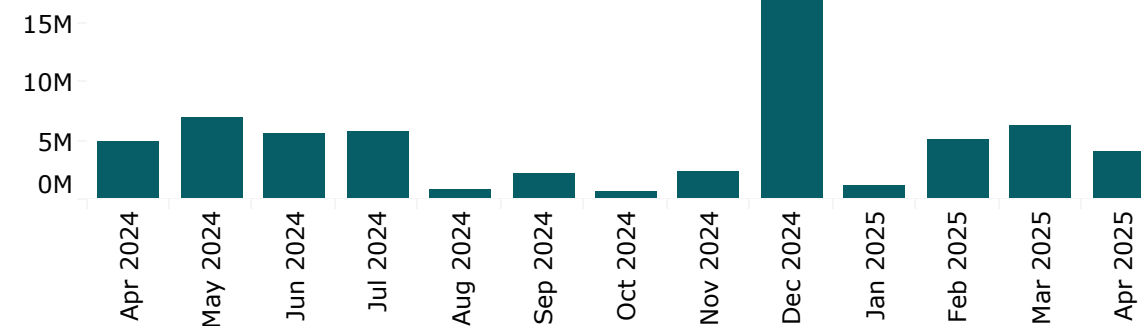
Engagements

April 2025
44.8K
+118.4% YOY



Impressions

April 2025
4.1M
-17.0% YOY





Social Media Performance by Platform

April 2025



Facebook

 Audience
372.2K
-2.9% YOY

Engagement Rate	0.5%
Impressions	3,368,189
Video Views	832,073
Engagement	17,726
Comments	435
Reactions	5,274
Shares	576
Post Link Clicks	517
Other Post Clicks	10,924

Instagram

 Audience
56.8K
+13.3% YOY

Engagement Rate	3.7%
Impressions	457,860
Video Views	207,326
Engagement	16,770
Comments	142
Reactions	11,954
Saves	1,201
Shares	3,423

X (formerly Twitter)

 Audience
0
-100.0% YOY


Engagement Rate	
Impressions	
Video Views	
Engagement	
Comments	
Reactions	
Shares	
Post Link Clicks	
Other Post Clicks	0
Other Engagements	0

LinkedIn

 Audience
4.2K
+35.9% YOY

Engagement Rate	12.1%
Impressions	5,641
Video Views	589
Engagement	682
Comments	5
Reactions	289
Shares	6
Post Link Clicks	382

TikTok

 Audience
34.8K
+12.4% YOY

Engagement Rate	3.2%
Video Views	296,127
Engagement	9,424
Comments	218
Reactions	6,522
Shares	2,684

