Visit Corpus Christi Monthly Data Report

August 2026



Powered by SYMPHONY TOURISM ECONOMICS

Executive Summary

August 2026

Highlights

Hotels posted moderate August growth, with occupancy up 2.2% YOY to 56.6% and ADR increasing 2.0% to $109. RevPAR rose 4.3%, while revenue increased 2.3% as demand remained essentially flat (+0.3%) and supply declined 1.9%.

Weekday performance drove August gains, with occupancy up 5.6% YOY and RevPAR increasing 8.2% alongside a 2.5% rise in ADR. Weekend performance was softer, as occupancy declined 1.3% and RevPAR fell 1.2% despite ADR remaining nearly flat (+0.2%).

Short-term rental performance improved in August, with occupancy rising 2.3% YOY to 46.4% and ADR increasing 7.3% to $233, driving a 9.7% gain in RevPAR. Despite supply and demand declining 8.7% and 6.6%, respectively, revenue edged up 0.2% YOY.

USTA's Travel Price Index rose 1.6% in August and was 7.4% higher than last year, driven mainly by motor fuel (+27.9% YOY) and airfares (+23.4% YOY). Elevated prices combined with the August job growth of 162,000 jobs contributed to the Federal Reserve increasing its benchmark interest rate to 4% in September.

U.S. hotel performance moderated in August, with RevPAR growth slowing to 2.0% YOY after six consecutive months above 4%. Upper-upscale hotels led growth at 3.1%, while economy hotels declined 2.4%, reflecting continued market bifurcation.

Hotel Demand
151.8K
+0.3% YOY

Hotel ADR
$108.73
+2.0% YOY

Hotel RevPAR
$61.58
+4.3% YOY

Overnight Trip Share
86%

L&H Jobs
28.8K
+2.5% YOY

CRP Checkpoint Volume
35.7K
-4.2% YOY

Website Sessions
63.7M
+10.6% YOY

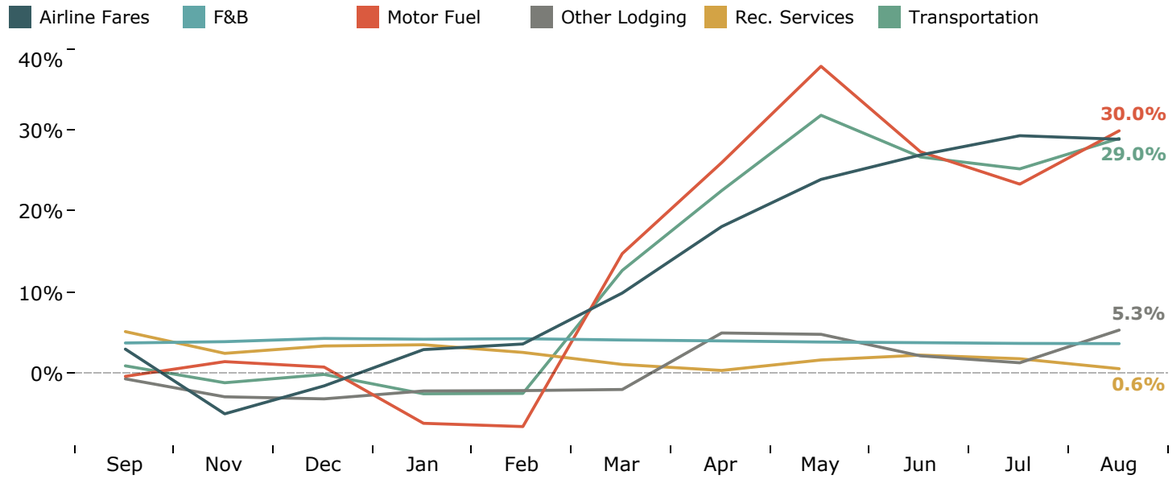
Social Media Audience
513.0K
+5.3% YOY

Sources: STR, Azira, TSA, Sprout Social, Google Analytics, and Bureau of Labor Statistics

Travel Trends

Travel Price Index

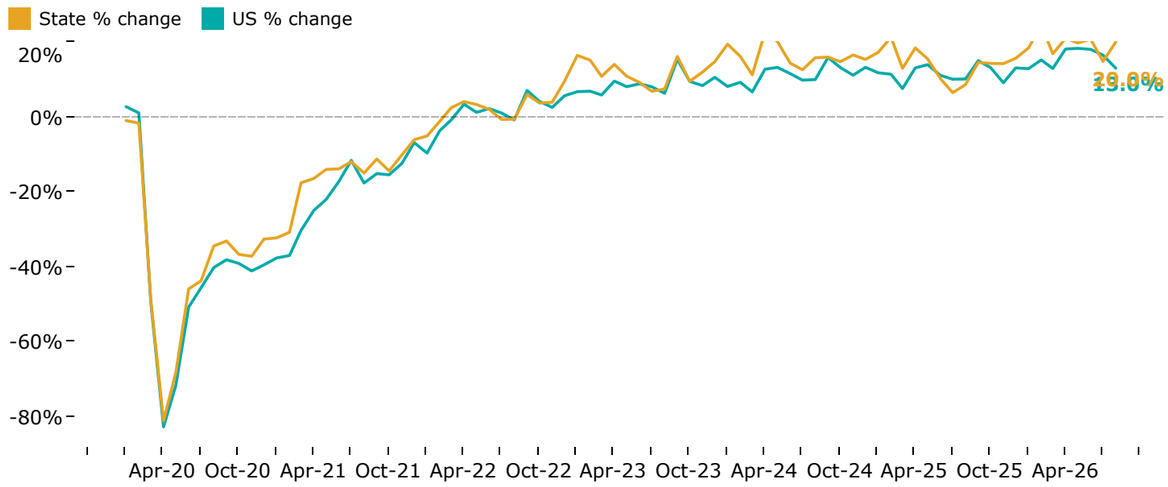
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

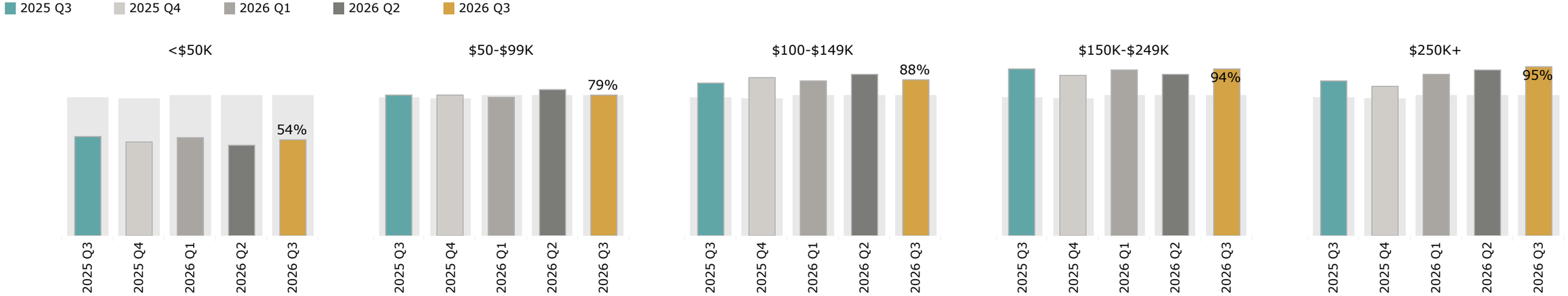
% Change vs. 2019 | Texas vs U.S. total



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)



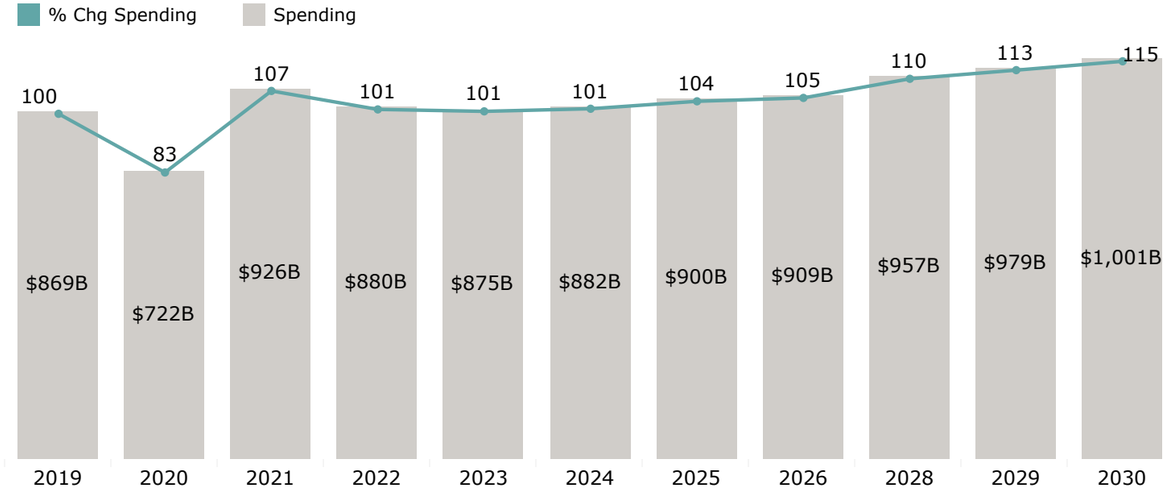
Note: Light gray bars represent the average for all survey respondants
Source: MMGY Global's Portait of American Travelers

Domestic Travel Forecast

VISIT CORPUS CHRISTI

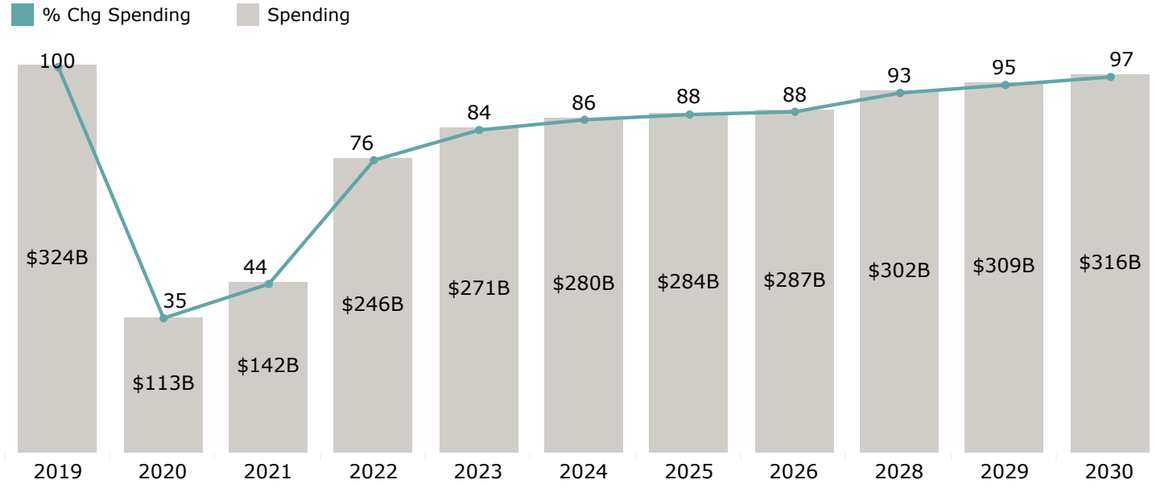
Real Domestic Leisure Travel Spending

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



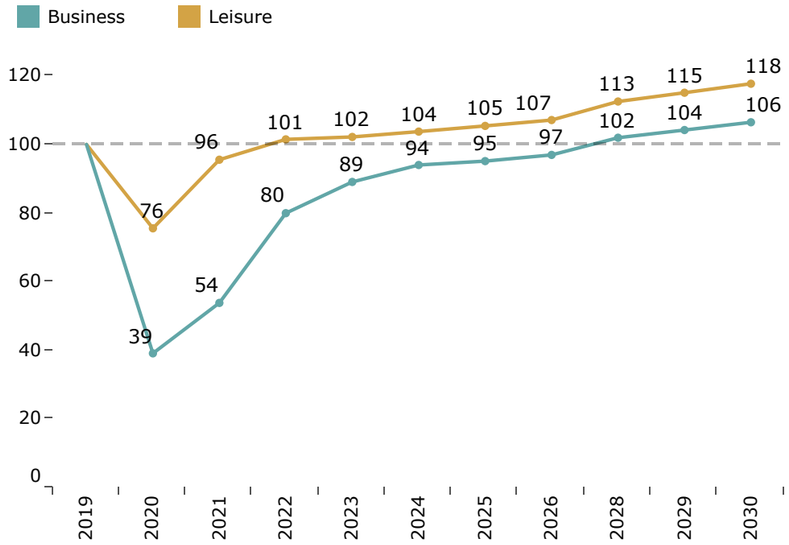
Real Domestic Business Travel Spending

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



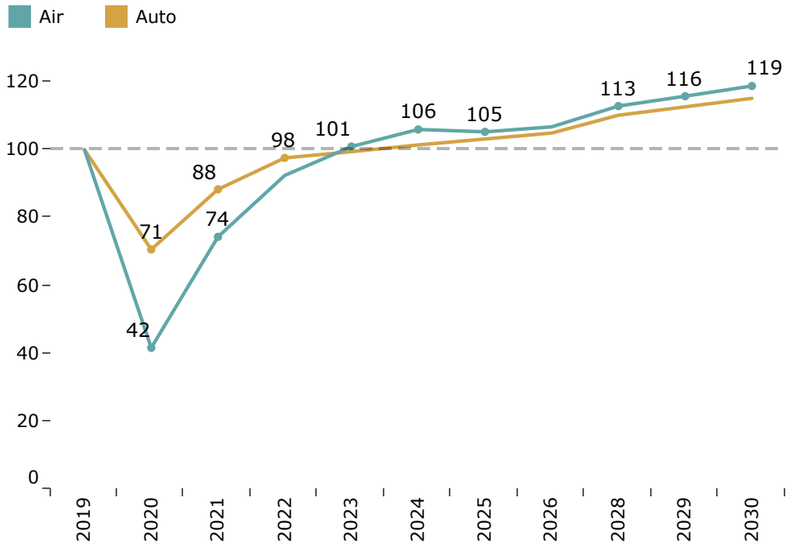
Leisure vs. Business Travel Volume

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



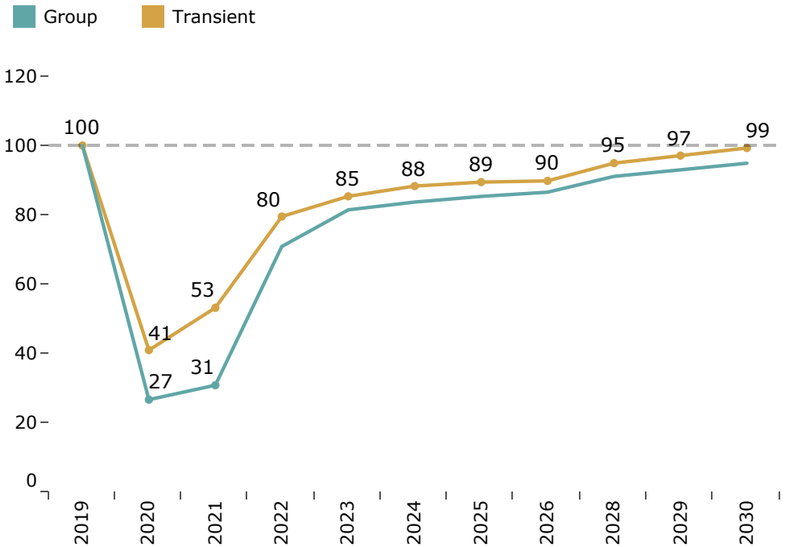
Auto vs. Air Travel Volume

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



Group vs. Transient Travel Spending

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



Forecast as of May 2026
Source: Tourism Economics via U.S. Travel Recovery Tracker

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Hotel Review

Monthly Performance by Market

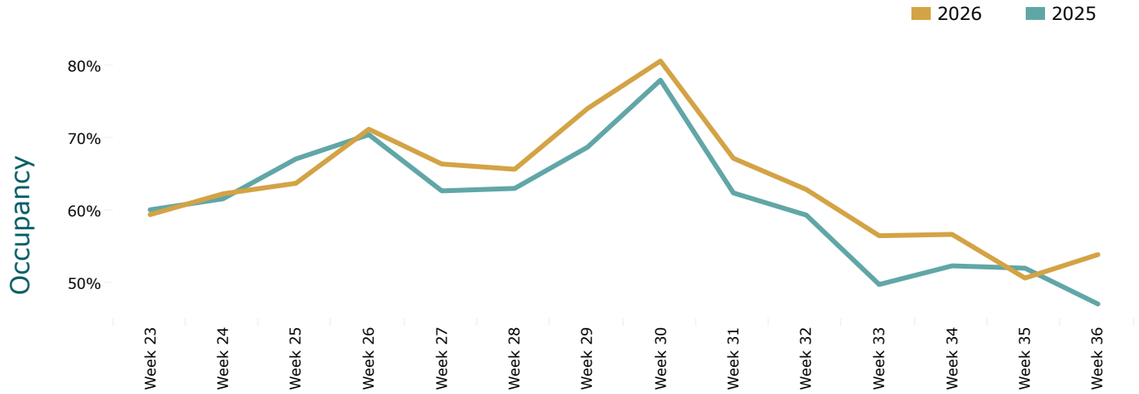
		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	Corpus Christi	63.5%	-0.7%	$118	+3.3%	$75	+2.6%
	Austin	65.8%	+5.2%	$152	+2.3%	$100	+7.6%
	Galveston	65.3%	+2.2%	$175	+3.2%	$114	+5.4%
	Houston	60.8%	-1.8%	$139	+14.2%	$85	+12.1%
	San Antonio	66.0%	+4.8%	$136	+3.4%	$90	+8.4%
	South Padre Island	73.0%	+2.0%	$162	+1.8%	$118	+3.9%
	Texas	65.0%	+2.1%	$133	+10.4%	$87	+12.7%
	United States	69.6%	+1.6%	$174	+6.7%	$121	+8.4%
Jul	Corpus Christi	71.7%	+6.3%	$128	+5.4%	$92	+12.0%
	Austin	62.9%	+5.6%	$141	+1.6%	$89	+7.3%
	Galveston	69.3%	+7.3%	$189	+6.3%	$131	+14.0%
	Houston	59.0%	+1.2%	$122	+5.9%	$72	+7.2%
	San Antonio	65.4%	+3.3%	$132	+2.4%	$86	+5.8%
	South Padre Island	82.7%	+4.7%	$186	+4.6%	$154	+9.5%
	Texas	63.5%	+3.4%	$124	+7.2%	$79	+10.9%
	United States	69.7%	+2.3%	$172	+5.7%	$120	+8.2%
Aug	Corpus Christi	56.6%	+2.2%	$109	+2.0%	$62	+4.3%
	Austin	60.9%	+4.9%	$138	+3.0%	$84	+8.0%
	Galveston	56.3%	+2.5%	$157	-3.7%	$88	-1.3%
	Houston	55.7%	-0.2%	$114	+1.5%	$64	+1.2%
	San Antonio	58.7%	+6.3%	$121	+2.5%	$71	+9.0%
	South Padre Island	70.5%	+0.0%	$145	-1.9%	$102	-1.9%
	Texas	60.4%	+3.5%	$118	+4.4%	$71	+8.0%
	United States	66.4%	+0.5%	$162	+1.5%	$107	+2.0%

Source: STR

Fiscal Year-to-Date Corpus Christi Performance

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
56.0%	**$106**	**$60**	**2.9M**	**1.7M**	**$175.7M**
+2.4%	+3.0%	+5.4%	-1.6%	+0.7%	+3.7%





Corpus Christi Hotel Forecast

Hotel Performance Forecast by Quarter

		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2026	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

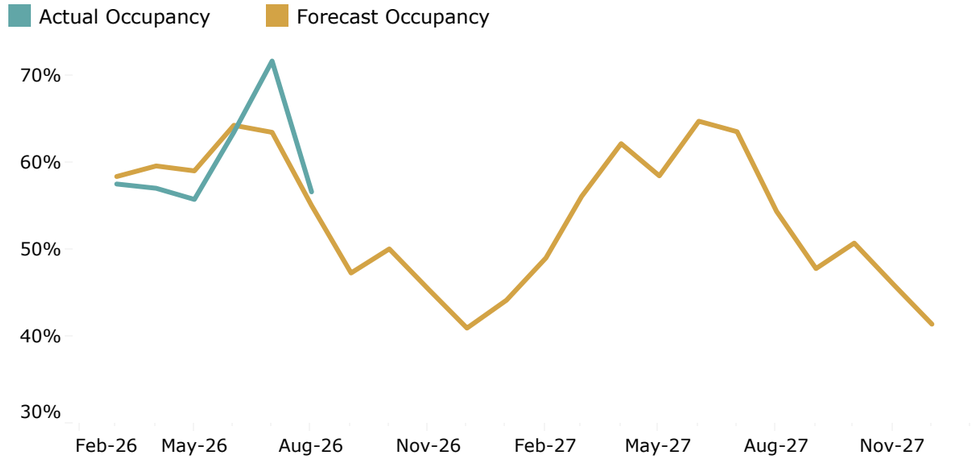
Forecast

YOY % Change

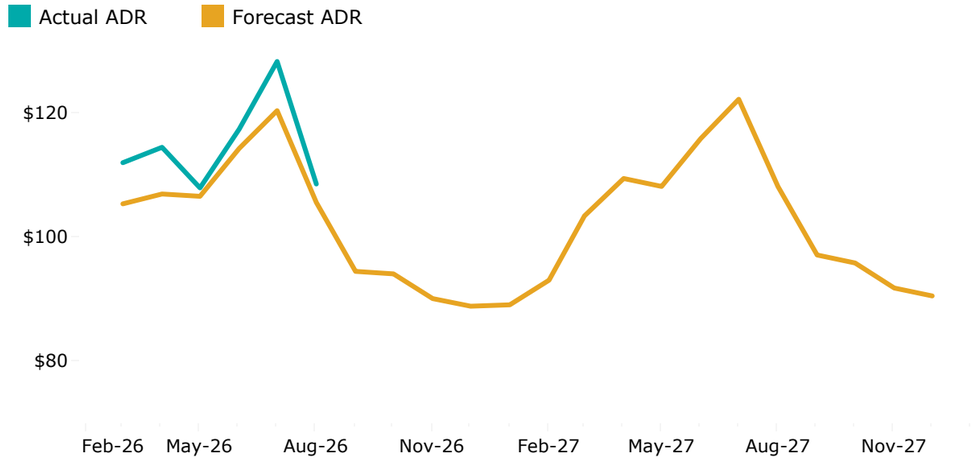
		Occupancy % Change	ADR % Change	RevPAR % Change	Supply % Change	Demand % Change	Revenue % Change
2026	Q3	-3.7%	+0.0%	-3.6%	+2.5%	-1.2%	-1.2%
	Q4	-0.3%	+0.3%	-0.1%	+2.6%	+2.3%	+2.6%
2027	Q1	-2.6%	-0.3%	-2.9%	+1.7%	-0.9%	-1.2%
	Q2	+1.3%	+1.7%	+3.1%	+1.2%	+2.6%	+4.4%
	Q3	+0.0%	+2.1%	+2.1%	+0.8%	+0.8%	+2.9%
	Q4	+1.2%	+1.9%	+3.1%	+0.5%	+1.7%	+3.6%

Forecast vs. Actuals by Month

Occupancy



Average Room Rate



Source: Tourism Economics

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Short Term Rental Review

Monthly Performance by Market

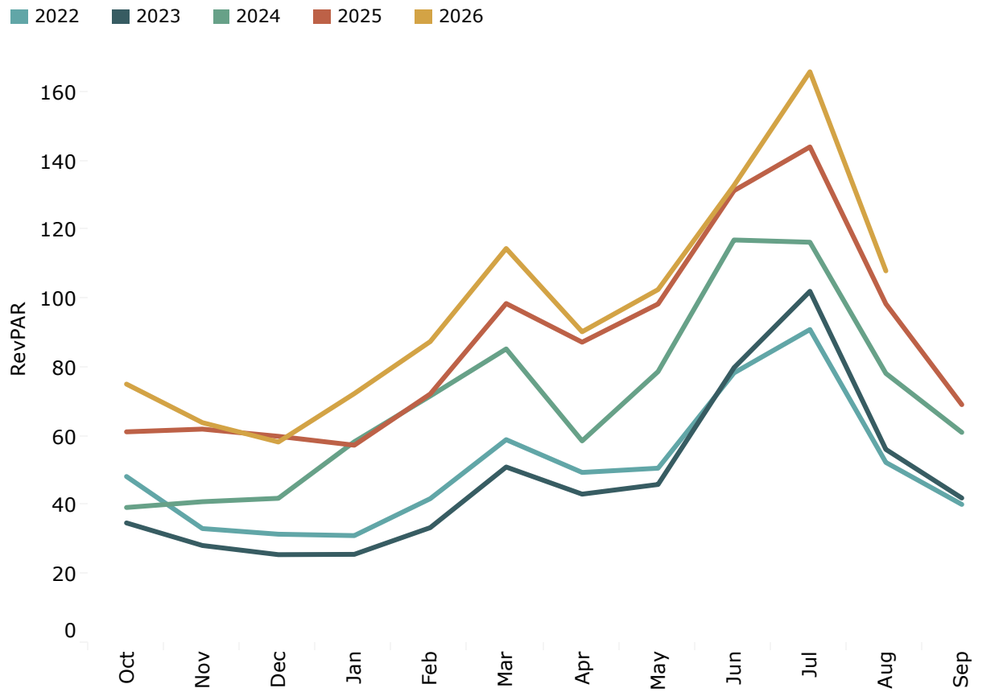
		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	Corpus Christi	51.4%	-9.9%	$258	+12.3%	$133	+1.2%
	Galveston	50.5%	+2.7%	$440	+7.4%	$222	+10.3%
	Port Aransas	57.2%	-1.1%	$670	+4.4%	$383	+3.3%
	South Padre Island	52.1%	+6.5%	$422	-1.7%	$220	+4.7%
Jul	Corpus Christi	62.1%	+4.0%	$267	+10.7%	$166	+15.2%
	Galveston	58.7%	+8.0%	$450	+7.4%	$264	+16.0%
	Port Aransas	66.7%	+5.3%	$707	+7.7%	$471	+13.5%
	South Padre Island	66.0%	+11.8%	$453	-0.8%	$299	+10.9%
Aug	Corpus Christi	46.4%	+2.3%	$233	+7.3%	$108	+9.7%
	Galveston	37.6%	+2.1%	$364	+0.7%	$137	+2.8%
	Port Aransas	43.1%	+0.6%	$546	+3.5%	$236	+4.2%
	South Padre Island	47.9%	+12.0%	$372	-1.6%	$178	+10.2%

Fiscal Year-to-Date Corpus Christi Performance

Occupancy	ADR	RevPAR
44.7%	**$218**	**$98**
+0.3%	+9.4%	+9.8%

Short Term Rental RevPAR by Month

Last Three Fiscal Years



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

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Visitor Profile

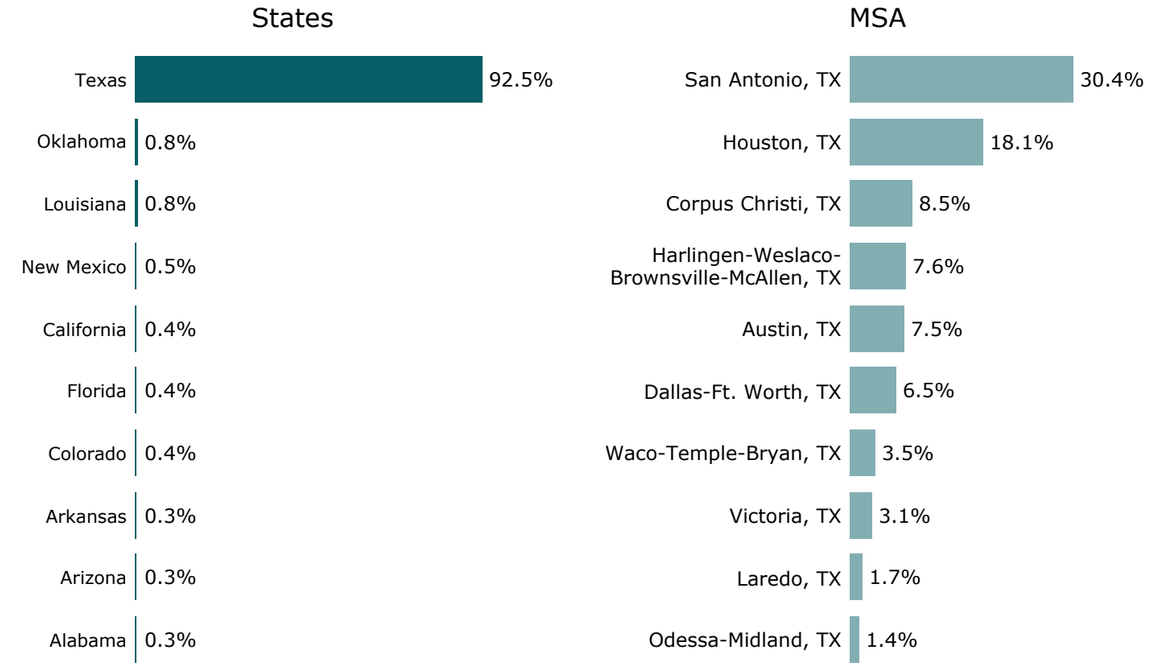
August 2026 Domestic Visits

1.5 days
Avg. Length of Stay

86%
Overnight Trip Share

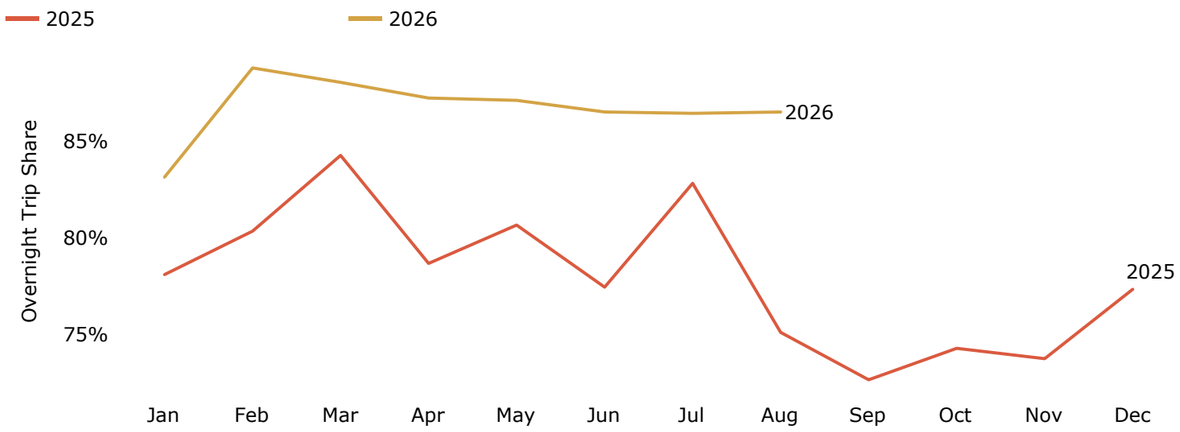
58%
Repeat Trip Share

Top Origin Markets



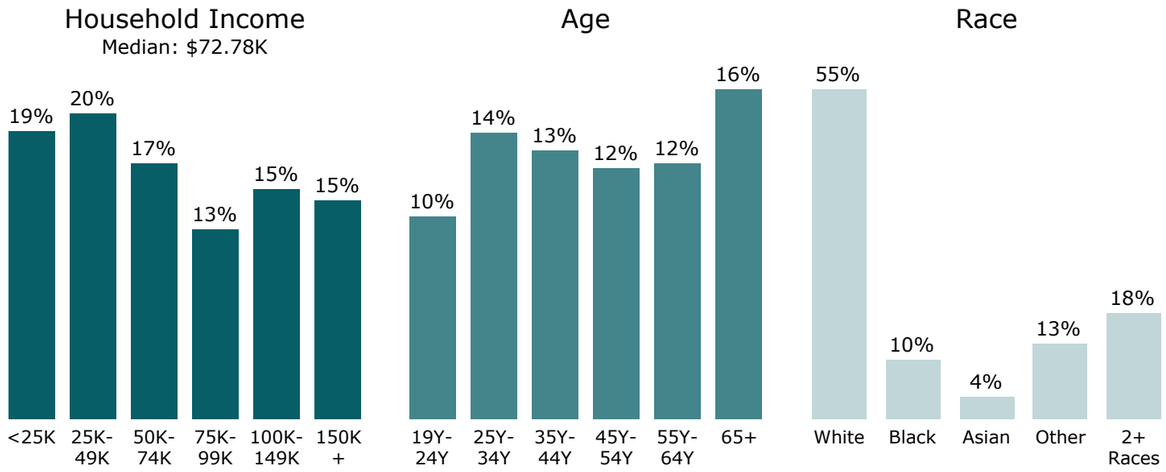
Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month



August 2026 Visitor Origin Demographics

Share of Total

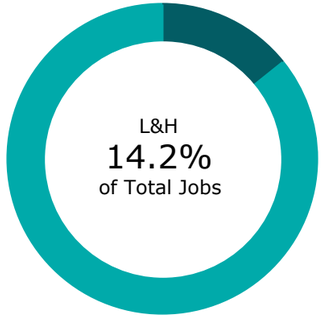


Source: Azira & U.S. Census Bureau

Corpus Christi Leisure & Hospitality Workforce

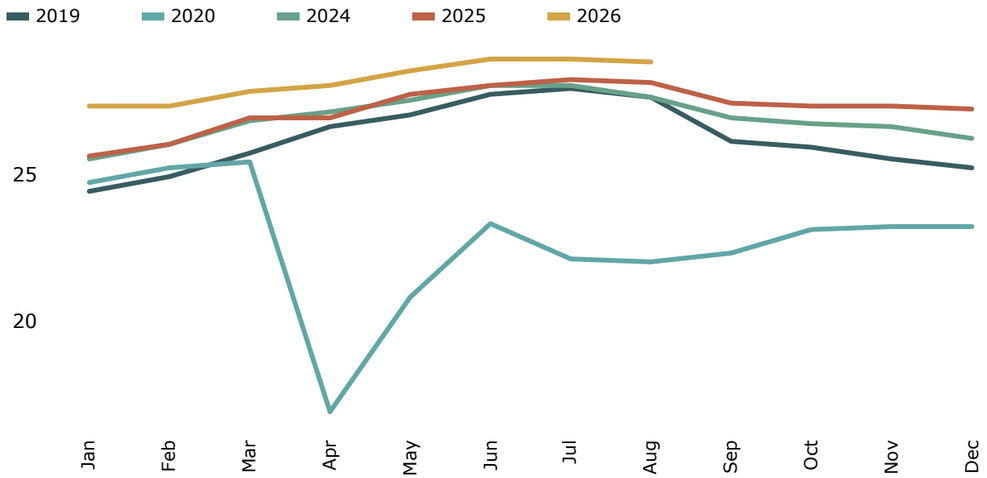
Total Leisure & Hospitality Jobs

L&H Jobs
as of August 2026
28.8K
+2.5% YOY | +4.3% vs. 2019



Employment Recovery

Leisure & Hospitality Jobs (Thousands)

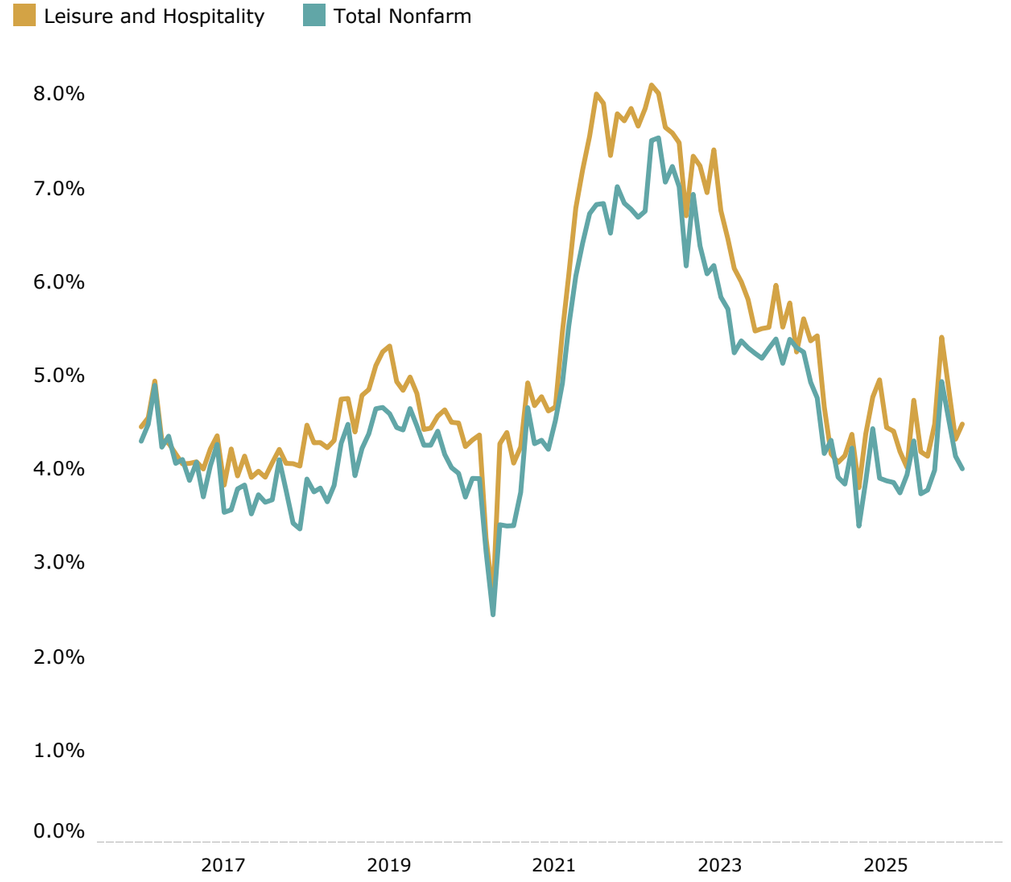


Source: Bureau of Labor Statistics

Leisure & Hospitality Job Openings

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

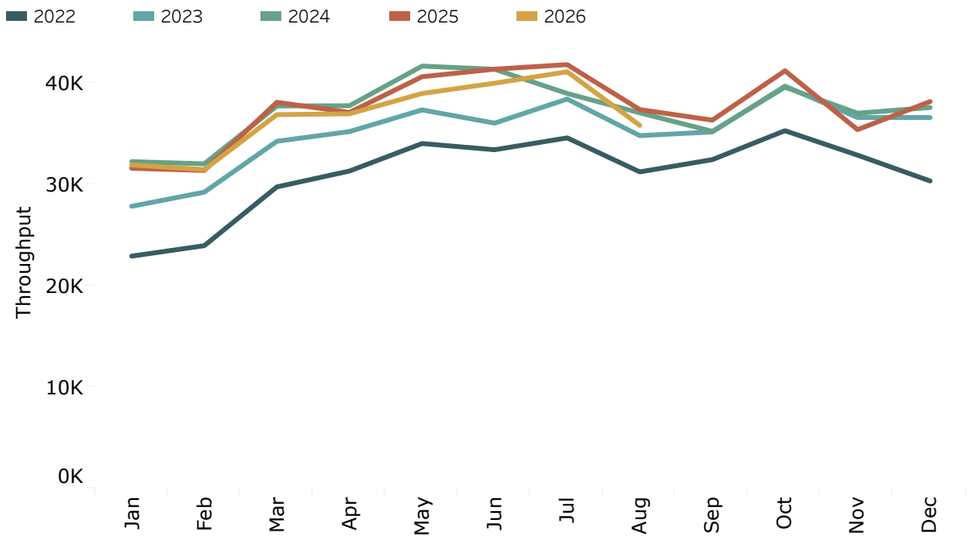
August 2026 Volume

35.7K

-4.2% YOY

TSA Checkpoint Volume by Month

Last Five Calendar Years



Source: Transpotation Security Administration

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Oct 2025 - Aug 2026 Volume

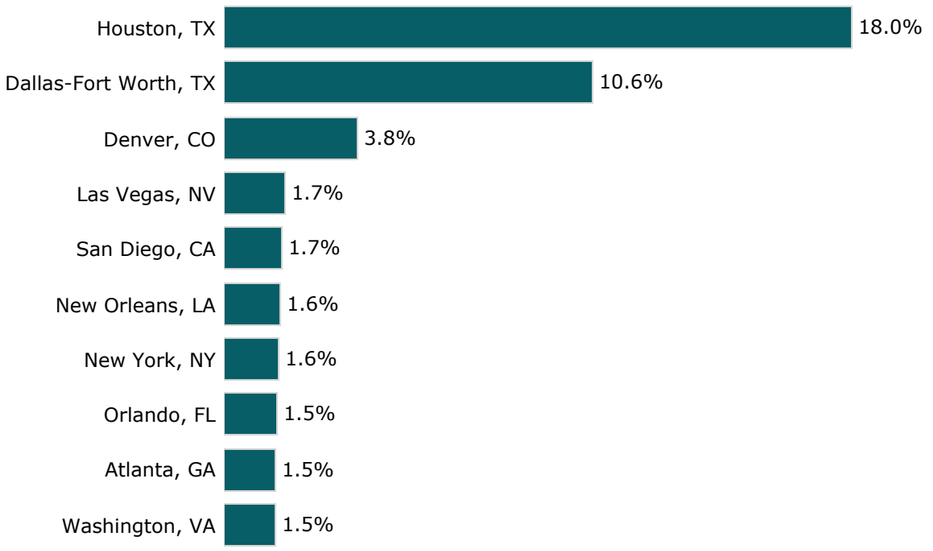
407.0K

-0.7% YOY

Source: Transpotation Security Administration

Top Origin Markets - Air

Oct 2025 - Jul 2026 Visitor Arrivals



Source: OAG

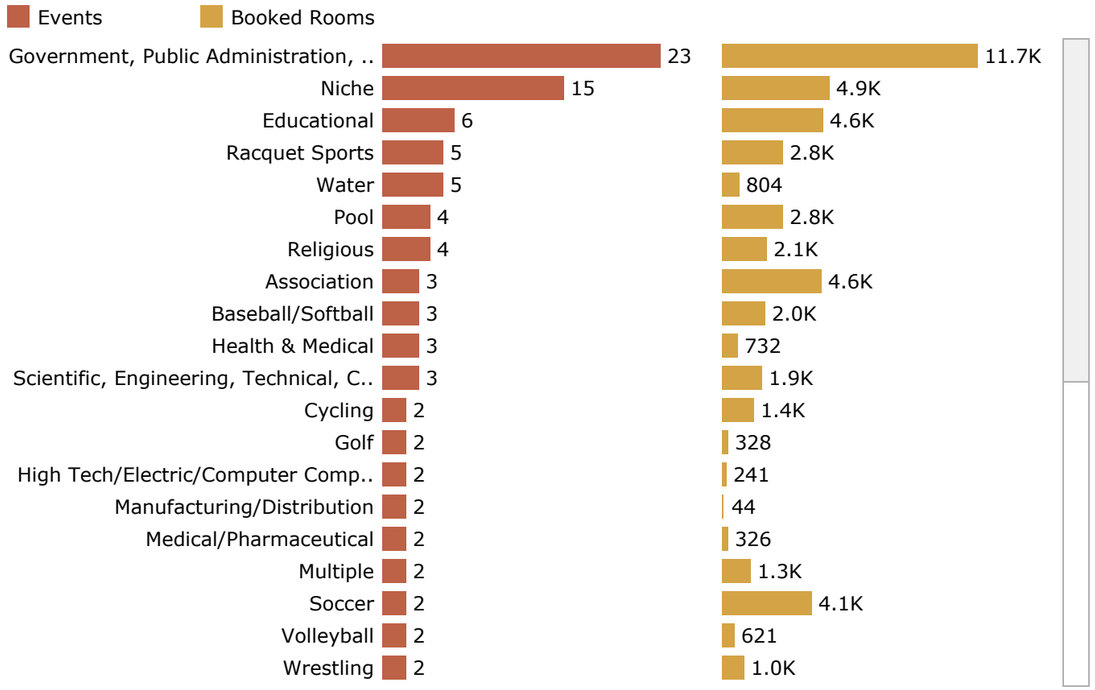
Visit Corpus Christi Meeting & Sports Booked as of August 2026

Calendar Year-to-Date Bookings

Events	Booked Rooms	Avg. Peak
110	**54,780**	**186**
+22.2% YOY	-26.2%YOY	-40.2%YOY

Bookings by Market Segment

Events & Requested Rooms Booked Calendar Year-to-Date

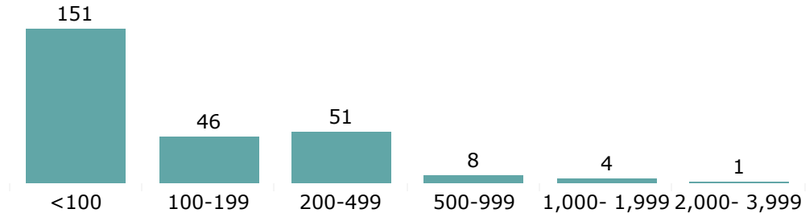


Lead Volume Calendar Year-to-Date

Events	Lead Rooms	Avg. Peak
261	**136,322**	**149**
-13.6% YOY	-37.4% YOY	-36.8% YOY

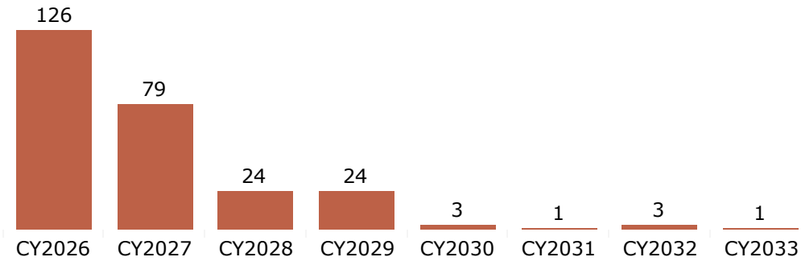
Peak Size

Leads Created Calendar Year-to-Date



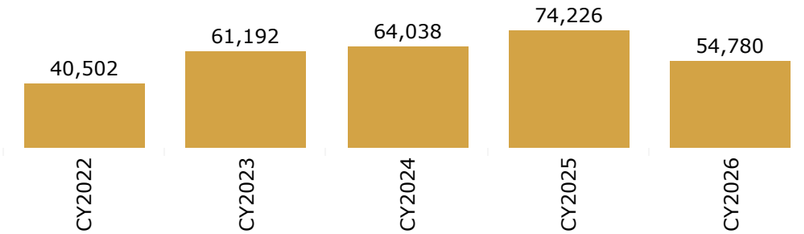
Event Year

Leads Created Calendar Year-to-Date



Booked Rooms

in Calendar Year-to-Date



Source: CRM (Simpleview)

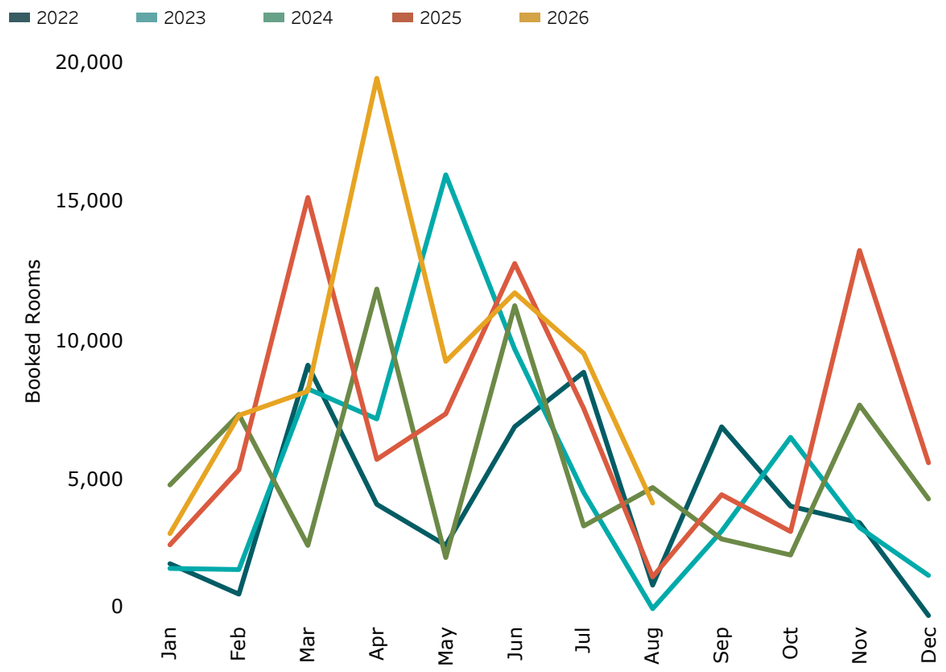
Visit Corpus Christi Meeting & Sports Sales

Jan - Aug 2026 Meetings & Sports Events

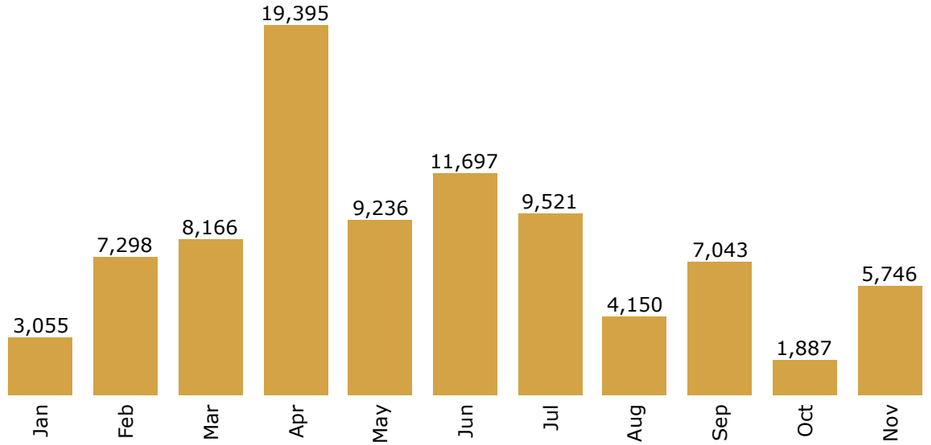
Events	Rooms	Attendees
104	**72.5K**	**103.3K**

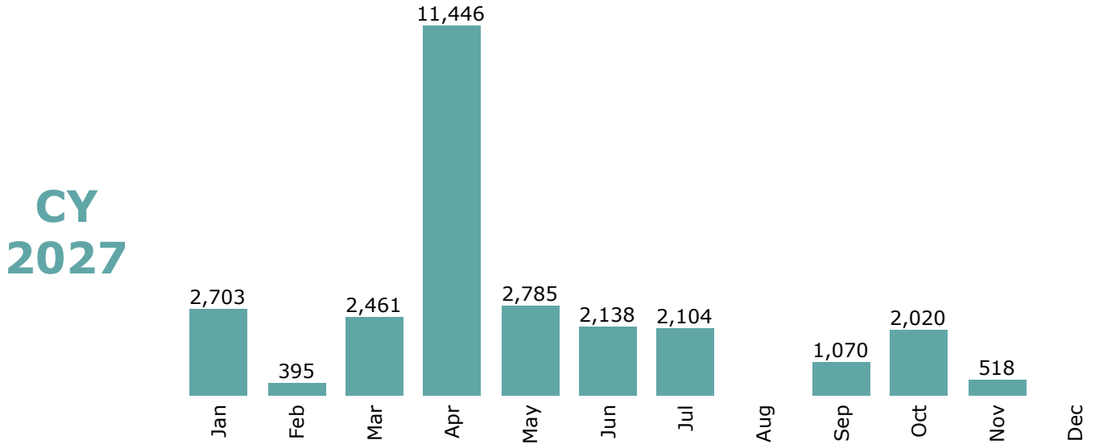
Definite Rooms

Past Rooms On-the-Books by Calendar Year



Future Rooms On-the-Books





On-the-Books as of 9/18/2026

Source: Visit Corpus Christi CRM (Simpleview)

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Website Performance Summary

August 2026

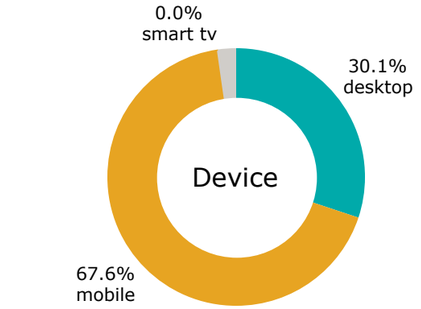
VISIT CORPUS CHRISTI

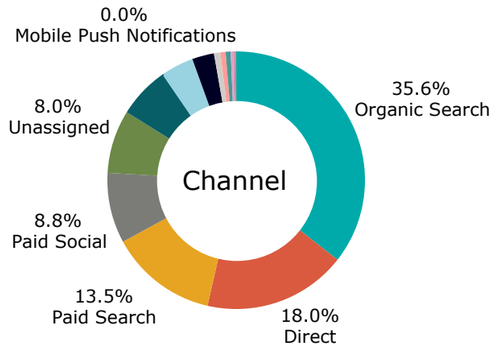
153.0K
Total Sessions
-6.9% YOY

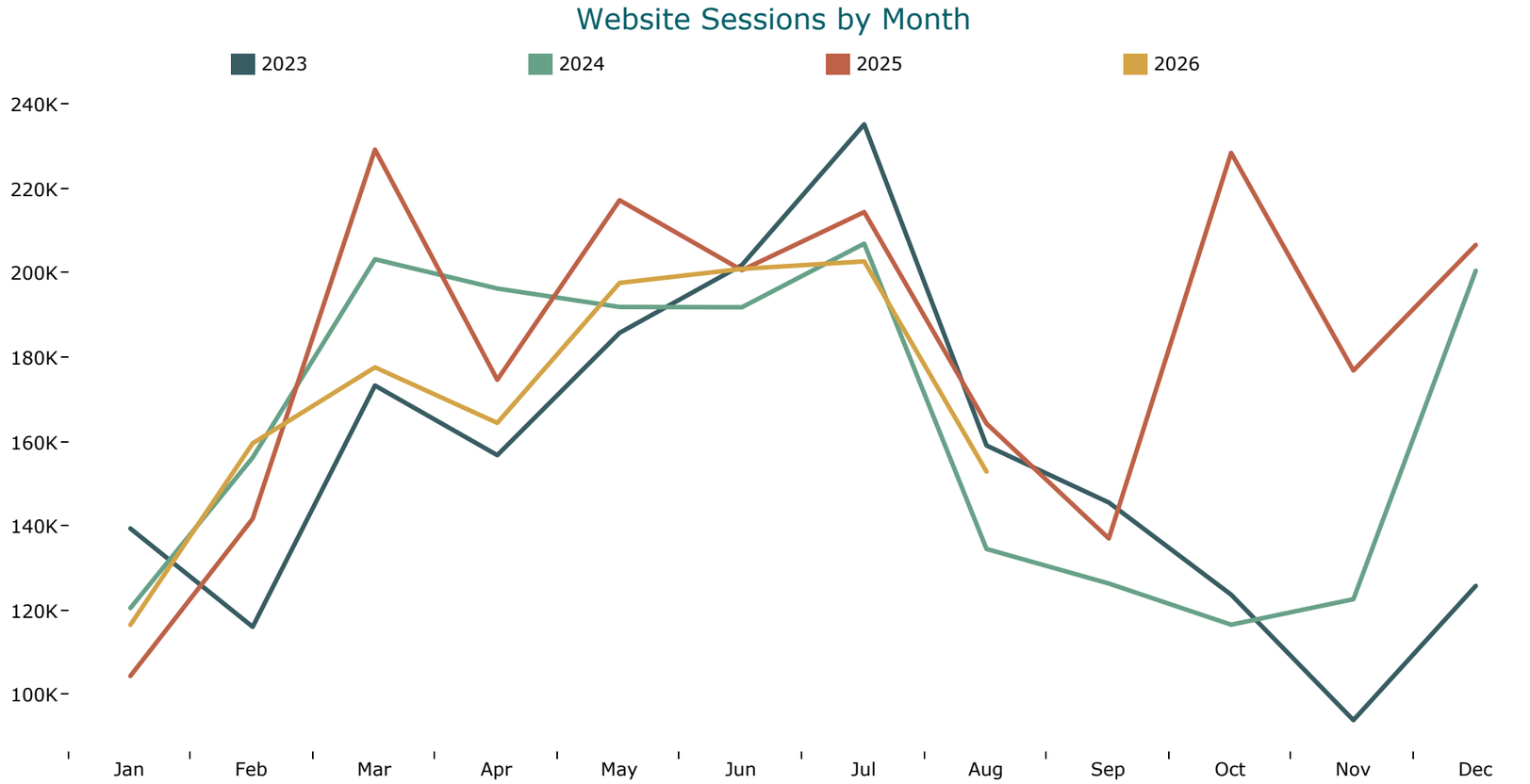
2.0 pages
Pages per Session
-0.06 pages YOY

41.0%
Bounce Rate
+8.7% YOY

00:02:36
Avg. Session Duration
+9.2% YOY







Source: Google Analytics

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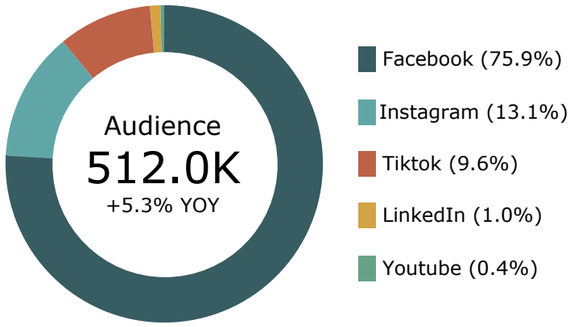
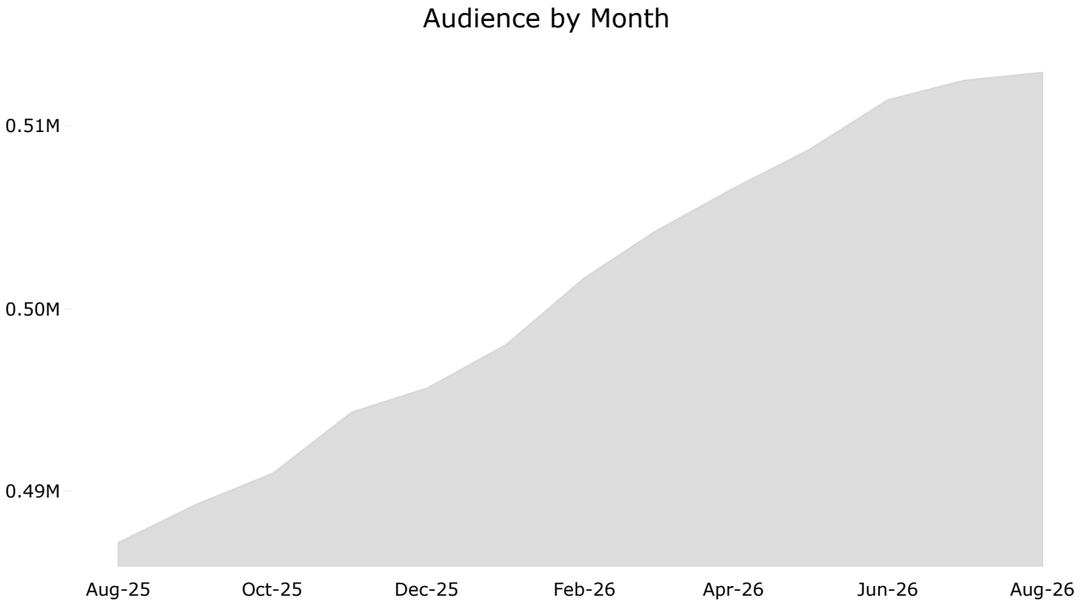
Social Media Summary

Audience Overview



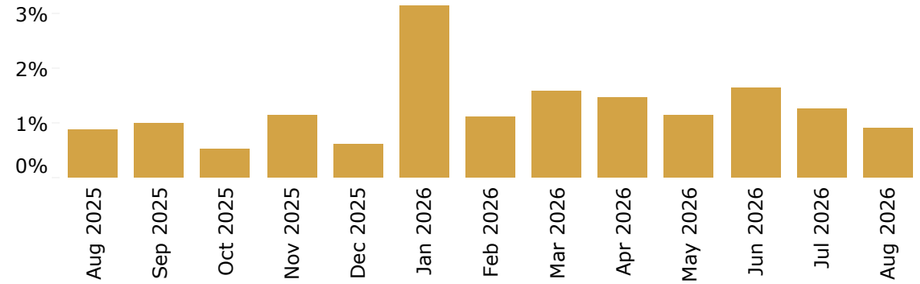
- Facebook (75.9%)
- Instagram (13.1%)
- Tiktok (9.6%)
- LinkedIn (1.0%)
- Youtube (0.4%)



Engagements & Impressions

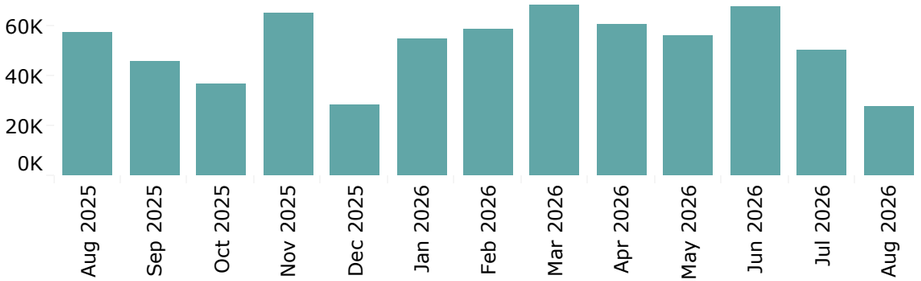
Engagement Rate

August 2026
0.9%
+0.0% pt YOY



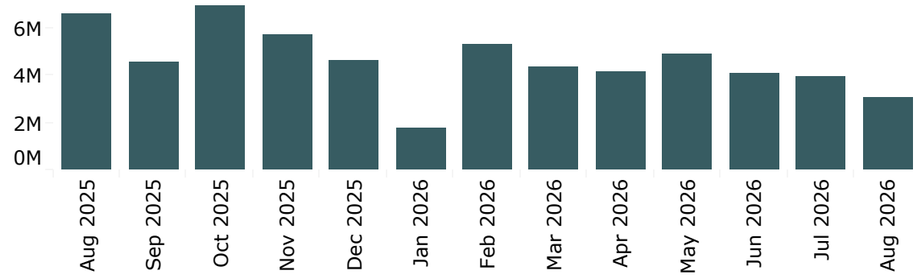
Engagements

August 2026
27.8K
-51.8% YOY



Impressions

August 2026
3.1M
-53.3% YOY



Source: Sprout Social

Social Media Performance by Platform

August 2026

VISIT CORPUS CHRISTI

Facebook

Audience
388.8K
+2.8% YOY

Engagement Rate	**0.3%**
Impressions	**2,478,355**
Video Views	**374,303**
Engagement	**7,474**
Comments	112
Reactions	2,170
Shares	201
Post Link Clicks	55
Other Post Clicks	

Instagram

Audience
66.9K
+12.1% YOY

Engagement Rate	**2.5%**
Impressions	**456,159**
Video Views	**73,615**
Engagement	**11,629**
Comments	138
Reactions	7,876
Saves	1,401
Shares	1,595

YouTube

Audience
1.9K
+16.9% YOY

Engagement Rate	
Impressions	
Video Views	**74,865**
Engagement	**172**
Comments	4
Reactions	117
Shares	33
Post Link Clicks	
Other Post Clicks	
Other Engagements	

LinkedIn

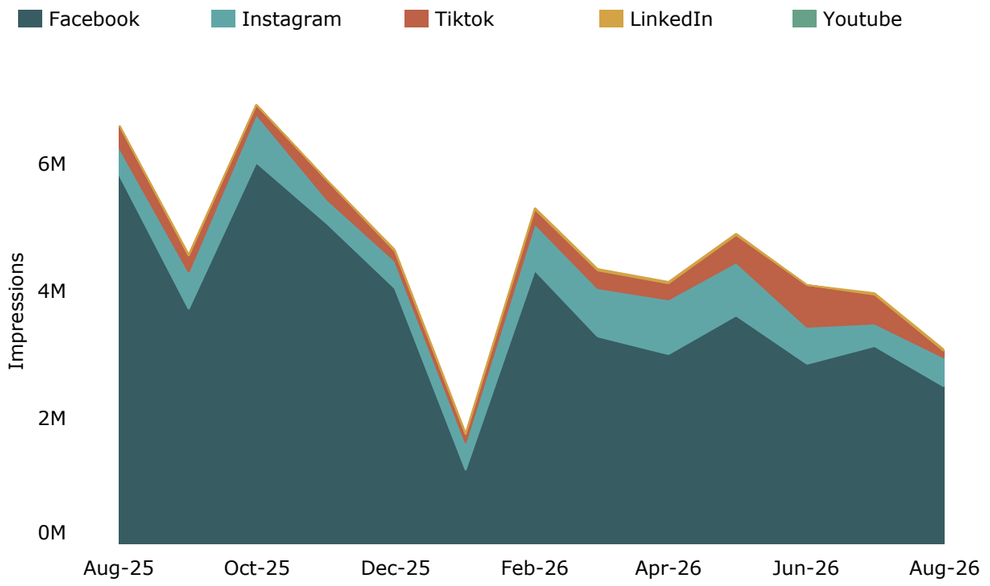
Audience
5.4K
+19.2% YOY

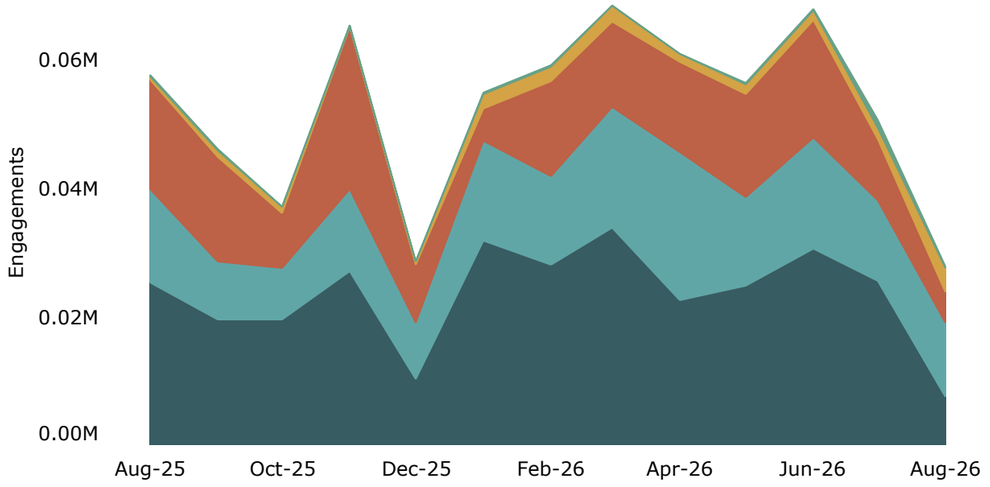
Engagement Rate	**16.0%**
Impressions	**24,074**
Video Views	**1,029**
Engagement	**3,853**
Comments	40
Reactions	1,045
Shares	10
Post Link Clicks	2,758

Tiktok

Audience
49.0K
+16.1% YOY

Engagement Rate	**3.9%**
Video Views	**117,944**
Engagement	**4,653**
Comments	32
Reactions	3,306
Shares	1,315





Source: Sprout Social