



Visit Corpus Christi Monthly Data Report

January 2025





Executive Summary

January 2025



Highlights

The Corpus Christi hotel market experienced a -9.5% decrease in demand for the month of January compared to last year. Combined with +2% YOY increase in supply, occupancy for the month decreased -11.3% YOY to end at 44.1%. Demand for short term rental increased +18.9% YOY, absorbing the +17.6% YOY increase in supply resulting in a growth in occupancy of 1.1% YOY to 29%.

The increases in both hotel and short term rental demand and shifts in ADR helped the market achieve \$12.4M in aggregated lodging revenues, a 4.4% increase over last year.

Air Travel showed a drop in checkpoint volume by -2% from last year to end with 31.5K travelers. Main fly markets the past two months are Houston (19.7%), Dallas (10.1%), and New York (2.2%).

U.S. hotels in January started the year at 51.9% occupancy, down 1.7% YOY, while ADR of \$146 was up 2.7% and RevPAR of \$76 grew 0.9%. Upper Upscale and Upscale chains continued to perform strongly, ahead of last year, while Midscale chains reported the steepest drop in occupancy YOY.

U.S. retail and food services sales fell 0.9% in January 2025 from the previous month but remained 4.2% higher than a year ago. Retail trade sales rose 4.0% YOY, while motor vehicle sales were up 6.4% and food service and drinking places increased 5.4%.



Hotel Demand
124.1K
-9.5% YOY



Hotel ADR
\$87.55
-1.5% YOY



L&H Jobs
26.8K
+0.4% YOY
(As of December 2024)



CRP Checkpoint Volume
31.5K
-2.0% YOY



Website Sessions
104.5K
-13.4% YOY

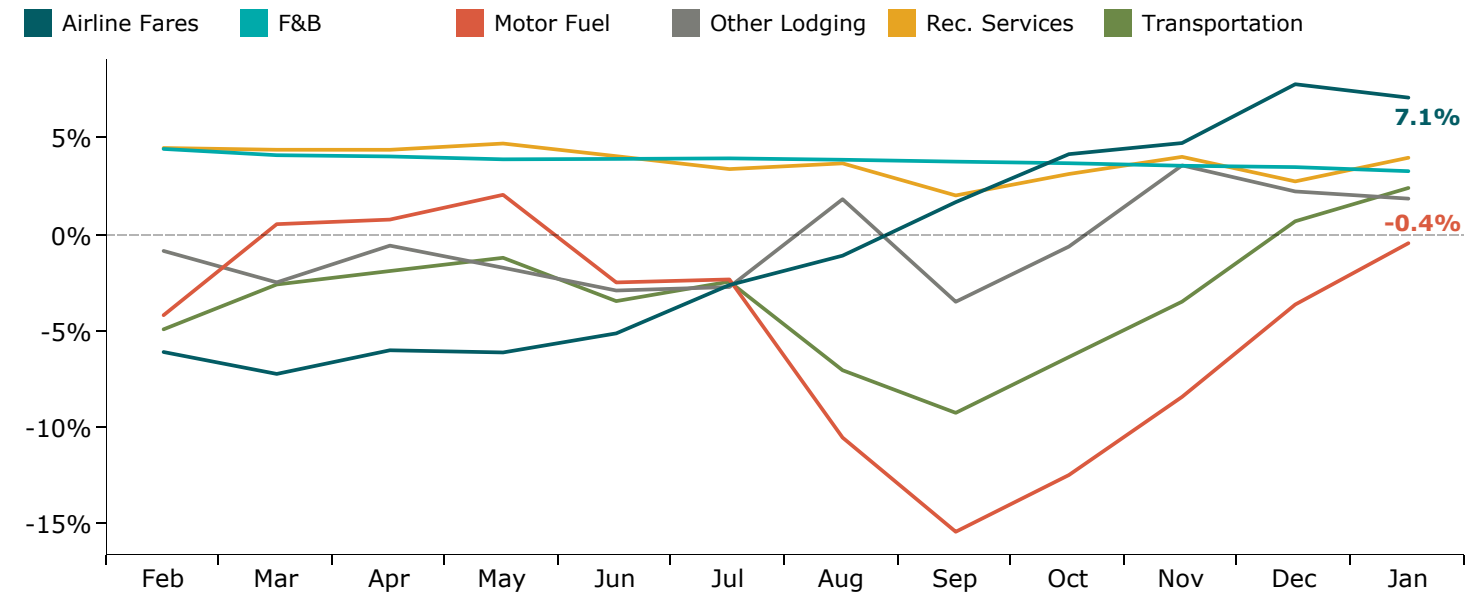


Social Media Audience
472.2K
+0.5% YOY
(December 2024)

Travel Trends

Travel Price Index

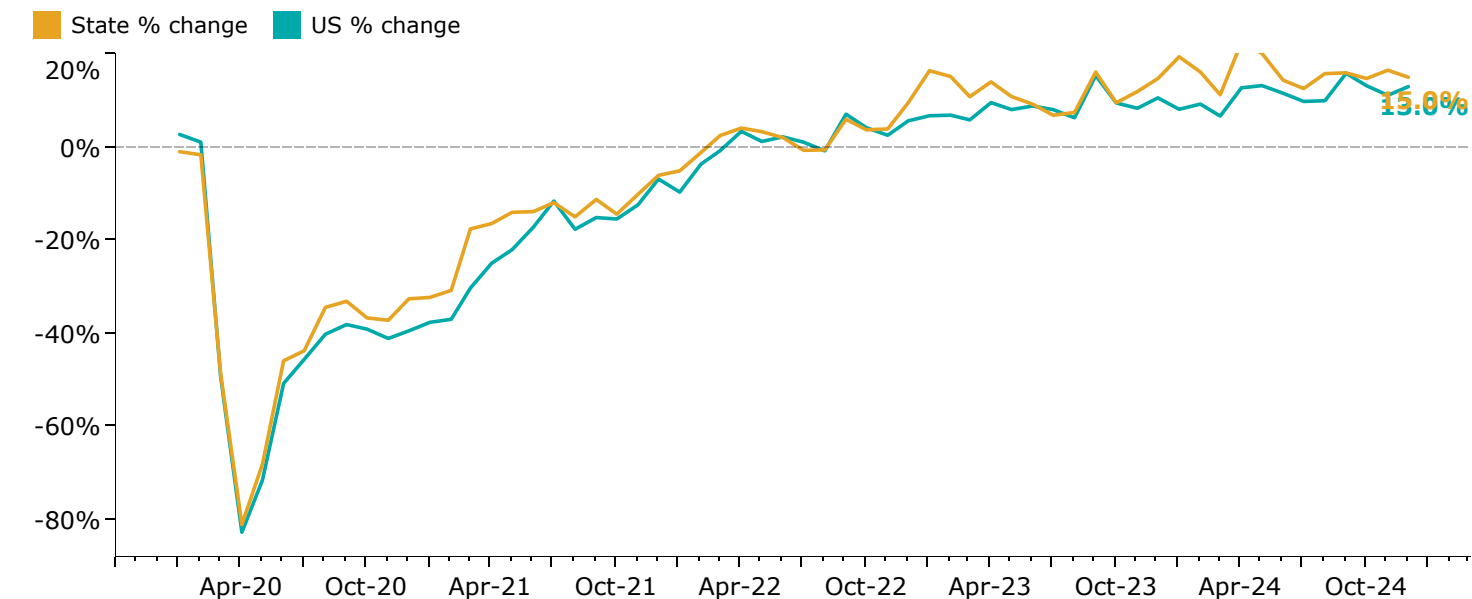
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

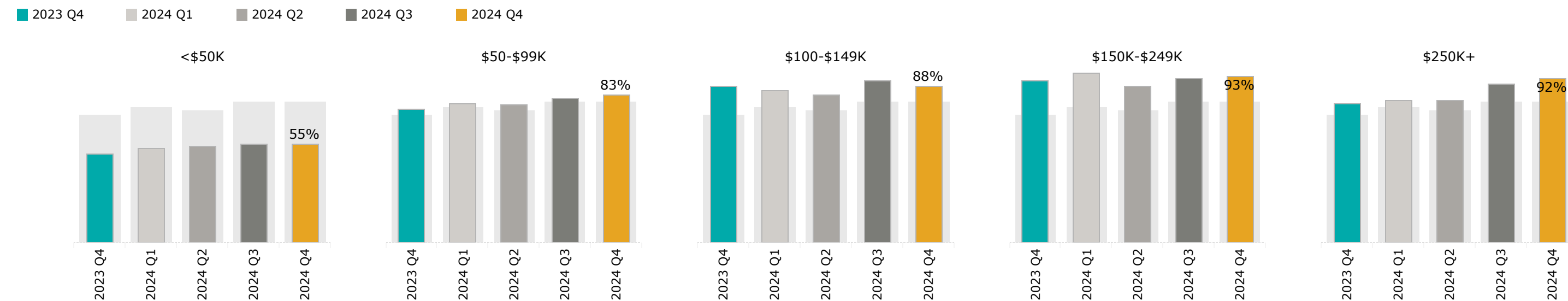
% Change vs. 2019 | Texas vs U.S. total



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)

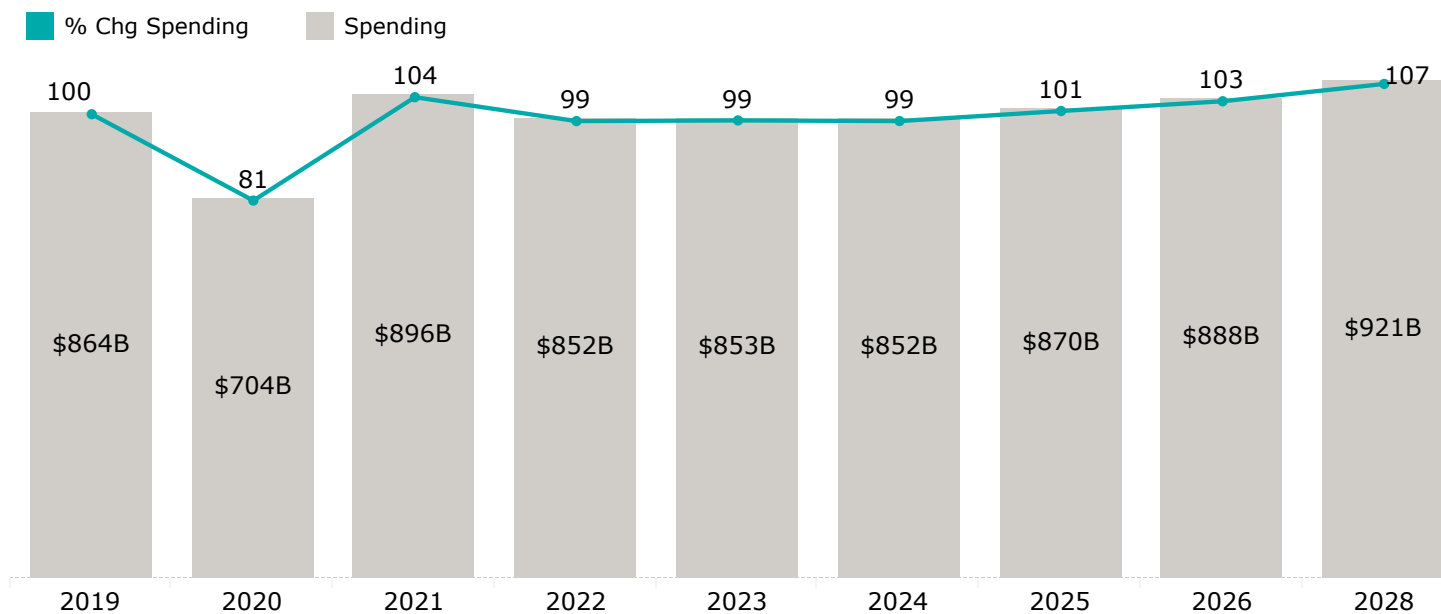


Note: Light gray bars represent the average for all survey respondents
Source: MMGY Global's Portrait of American Travelers

Domestic Travel Forecast

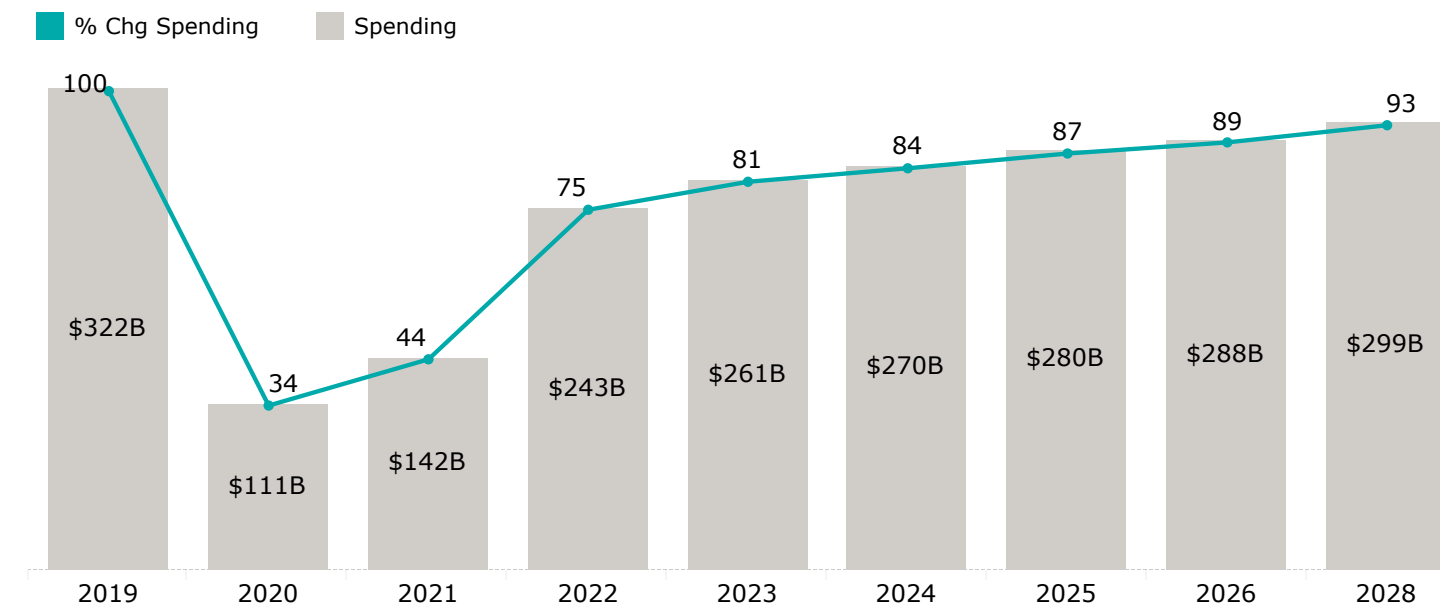
Real Domestic Leisure Travel Spending

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



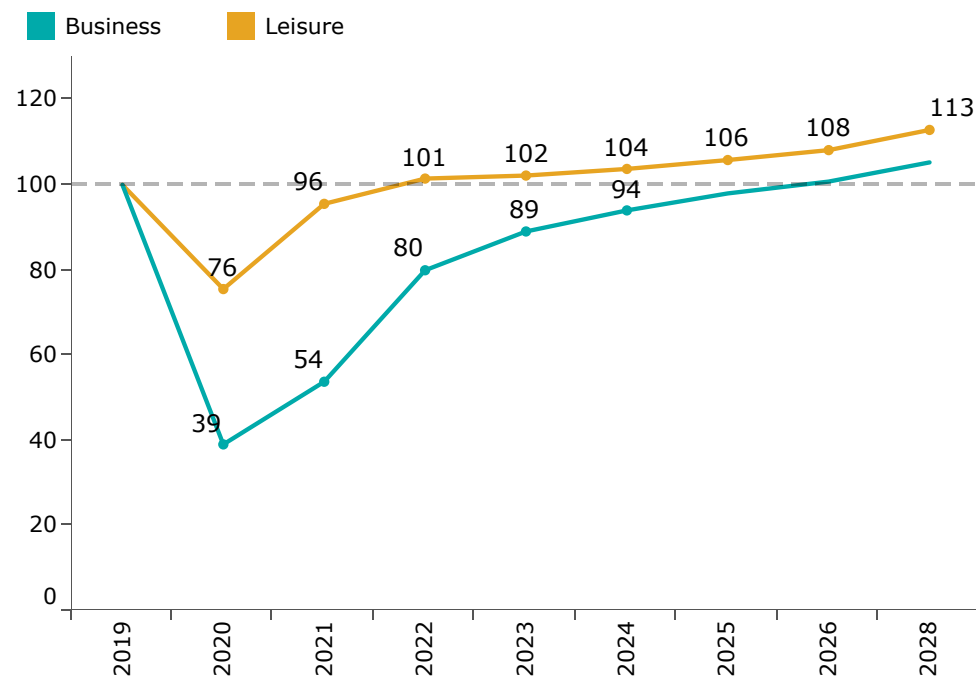
Real Domestic Business Travel Spending

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



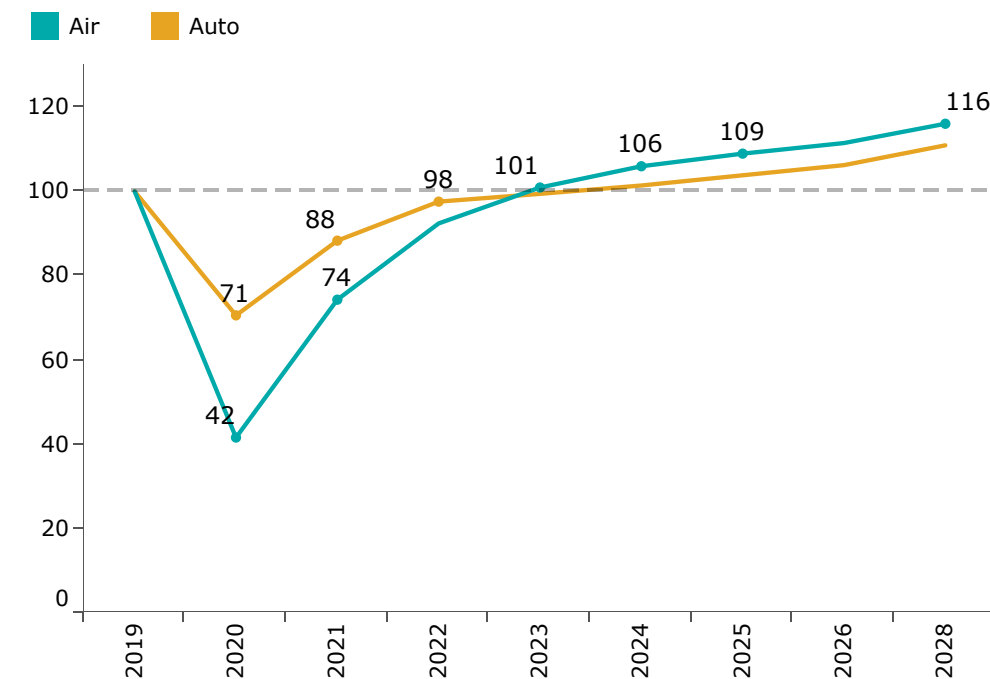
Leisure vs. Business Travel Volume

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



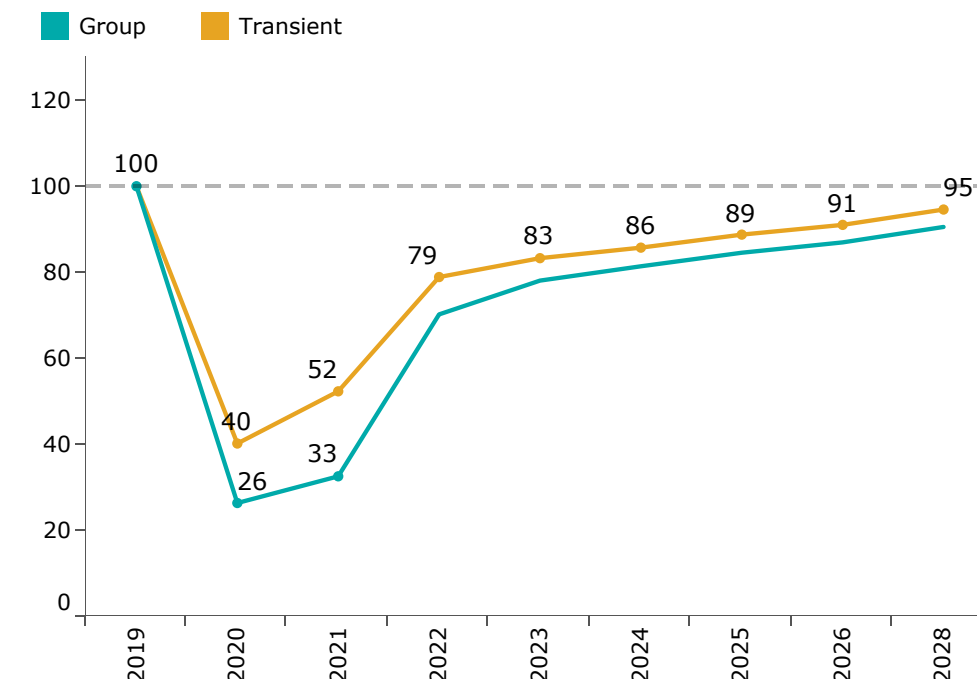
Auto vs. Air Travel Volume

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



Group vs. Transient Travel Spending

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





Hotel Review

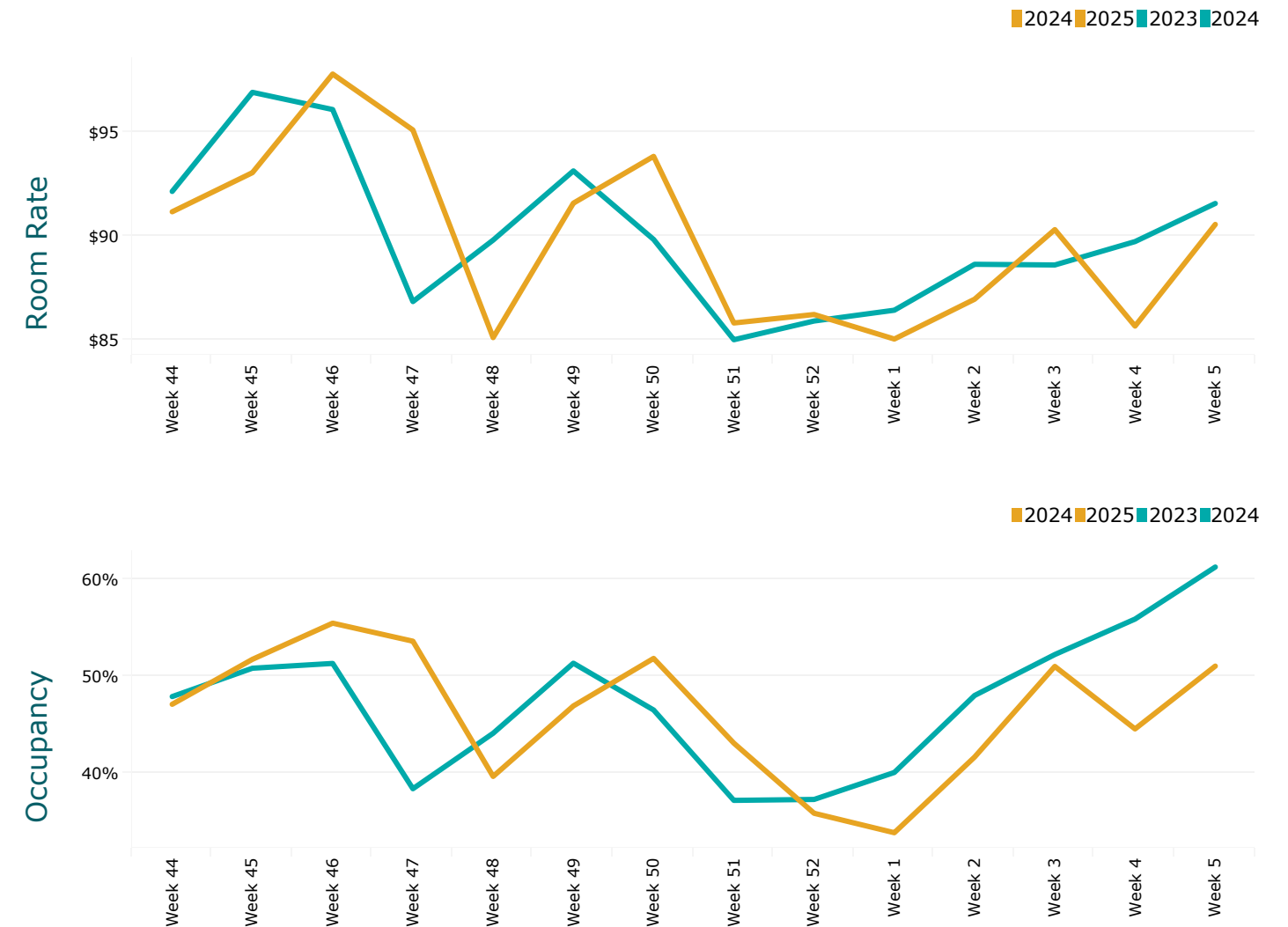


Monthly Performance by Market

| | OCC | % CHG | ADR | % CHG | RevPAR | % CHG | |
|--------------------|--------------------|----------------|-------|--------|--------|-------|--------|
| 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% |
| | Texas | 60.1% | +1.1% | \$121 | +2.7% | \$73 | +3.8% |
| | United States | 59.4% | +1.7% | \$153 | +0.9% | \$91 | +2.5% |
| | Dec | Corpus Christi | 42.9% | -0.2% | \$89 | -0.4% | \$38 |
| 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% |
| Jan | | Corpus Christi | 44.1% | -11.3% | \$88 | -1.5% | \$39 |
| | 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% |

Fiscal Year-to-Date Corpus Christi Performance

Occupancy 46.8% -3.2%
ADR \$91 -2.6%
RevPAR \$43 -5.7%
Supply 1.1M +2.1%
Demand 522.1K -1.3%
Revenue \$47.7M -3.8%





Corpus Christi Hotel Outlook



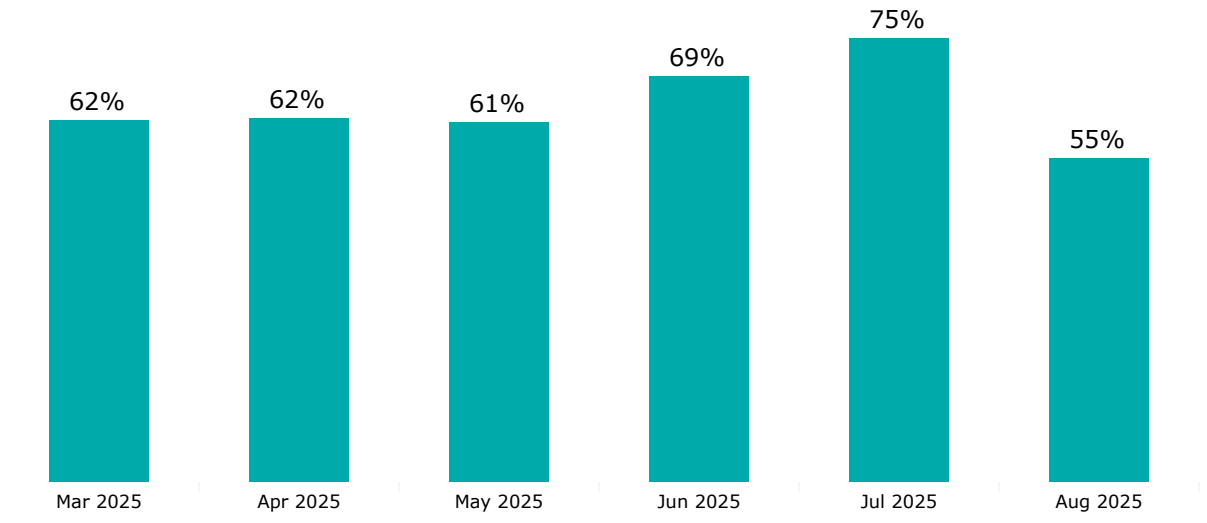
Preliminary February 2025 Hotel Performance

| | OCC | % CHG | ADR | % CHG | RevPAR | % CHG |
|--------------------|-------|--------|-------|-------|--------|--------|
| Corpus Christi | 50.0% | -19.2% | \$92 | -5.4% | \$46 | -23.5% |
| Austin | 66.2% | -1.1% | \$179 | +7.7% | \$118 | +6.6% |
| Galveston | 45.5% | -12.1% | \$119 | +4.1% | \$54 | -8.5% |
| Houston | 60.5% | -2.3% | \$132 | +6.9% | \$80 | +4.5% |
| San Antonio | 59.0% | -2.8% | \$139 | +5.1% | \$82 | +2.2% |
| South Padre Island | 66.3% | -5.9% | \$97 | -8.9% | \$65 | -14.3% |
| Texas | 59.6% | -2.7% | \$127 | +5.4% | \$76 | +2.6% |
| United States | 55.1% | -3.8% | \$155 | +0.6% | \$85 | -3.2% |

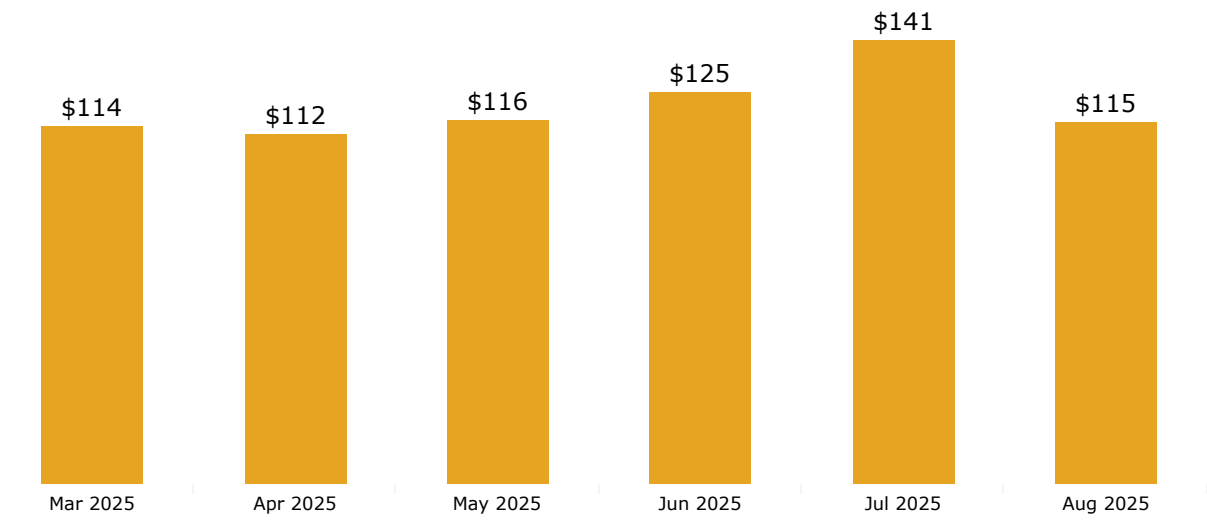
Week Days

Hotel Forecast

Occupancy



Average Room Rate



Source: Tourism Economics

Week Ends

| | OCC | % CHG | ADR | % CHG | RevPAR | % CHG |
|--------------------|-------|--------|-------|-------|--------|--------|
| Corpus Christi | 56.4% | -16.2% | \$97 | -4.4% | \$55 | -19.9% |
| Austin | 67.6% | -8.0% | \$164 | -3.7% | \$111 | -11.4% |
| Galveston | 71.7% | -3.9% | \$171 | +1.7% | \$123 | -2.3% |
| Houston | 65.3% | -6.1% | \$121 | +4.7% | \$79 | -1.6% |
| San Antonio | 69.5% | -4.7% | \$140 | +1.0% | \$98 | -3.8% |
| South Padre Island | 77.4% | +0.2% | \$115 | -2.5% | \$89 | -2.3% |
| Texas | 63.6% | -6.9% | \$122 | +0.1% | \$77 | -6.8% |
| United States | 65.1% | -2.7% | \$173 | +3.4% | \$113 | +0.6% |

Note: Includes daily data through 2/15/2025
Source: STR



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 |

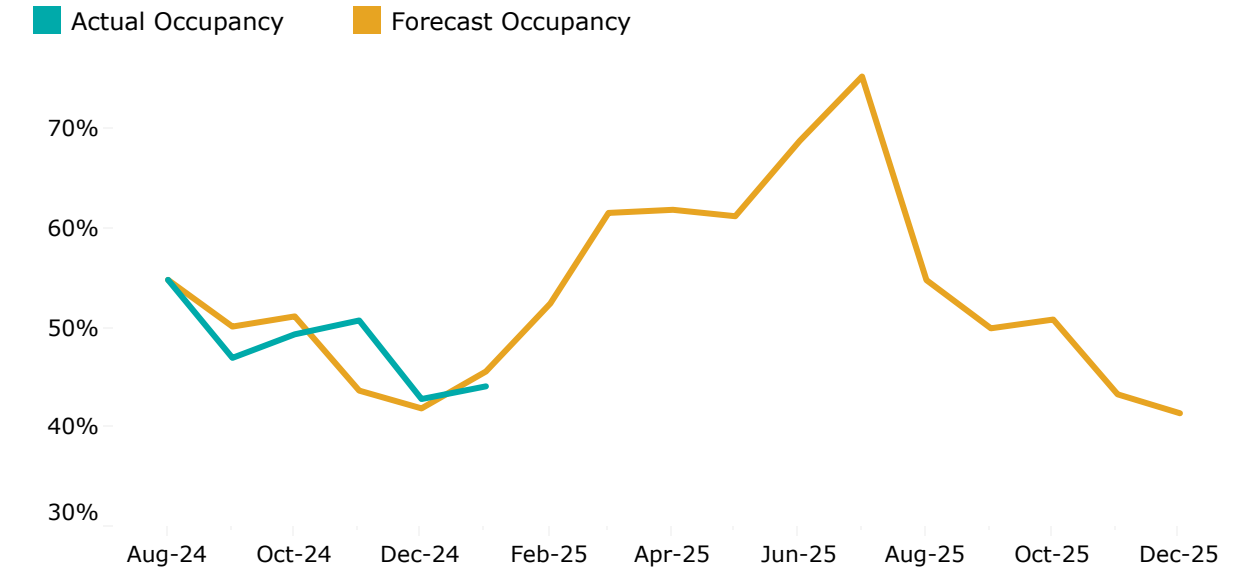
Forecast

YOY % Change

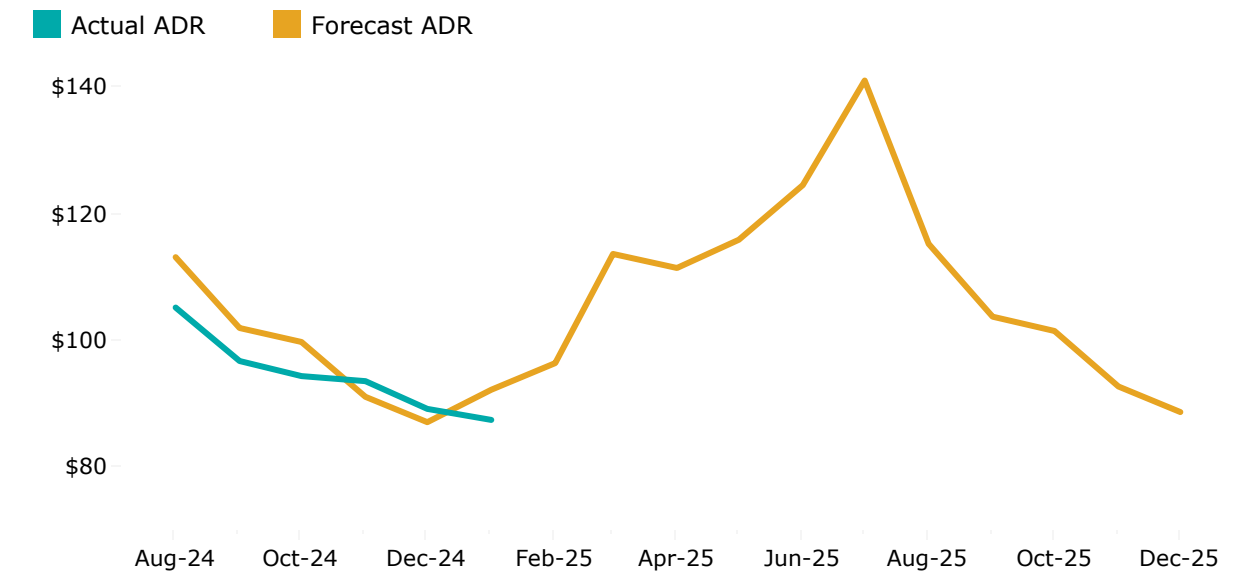
| | | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|------|----|-----------|-------|--------|--------|--------|---------|
| 2025 | Q1 | +0.5% | +1.8% | +2.4% | +1.9% | +2.4% | +4.3% |
| | Q2 | -0.8% | +1.8% | +1.0% | +2.1% | +1.2% | +3.0% |
| | Q3 | -0.3% | +1.8% | +1.5% | +1.3% | +1.0% | +2.9%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

Forecast vs. Actuals by Month

Occupancy



Average Room Rate





Short Term Rental Review



Monthly Performance by Market

| | OCC | % CHG | ADR | % CHG | RevPAR | % CHG | |
|-----|--------------------|-------|--------|-------|--------|-------|--------|
| Nov | Corpus Christi | 23.9% | +6.6% | \$160 | +0.8% | \$38 | +7.5% |
| | Galveston | 21.9% | +7.8% | \$206 | -3.7% | \$45 | +3.8% |
| | Port Aransas | 17.7% | +19.0% | \$225 | -9.7% | \$40 | +7.5% |
| | South Padre Island | 27.5% | +22.6% | \$153 | -2.4% | \$42 | +19.6% |
| Dec | Corpus Christi | 21.6% | +5.8% | \$143 | +3.0% | \$31 | +8.9% |
| | Galveston | 17.5% | -1.2% | \$184 | +2.6% | \$32 | +1.3% |
| | Port Aransas | 15.7% | +0.7% | \$179 | +0.3% | \$28 | +1.0% |
| | South Padre Island | 30.6% | +0.4% | \$177 | +7.7% | \$54 | +8.1% |
| Jan | Corpus Christi | 32.9% | +4.1% | \$101 | +3.2% | \$33 | +7.4% |
| | Galveston | 12.1% | +8.6% | \$131 | -0.5% | \$16 | +8.1% |
| | Port Aransas | 25.3% | -10.6% | \$101 | +14.2% | \$26 | +2.1% |
| | South Padre Island | 64.0% | -1.7% | \$124 | +9.3% | \$79 | +7.5% |

Fiscal Year-to-Date Corpus Christi Performance

Occupancy
27.6%
+3.7%

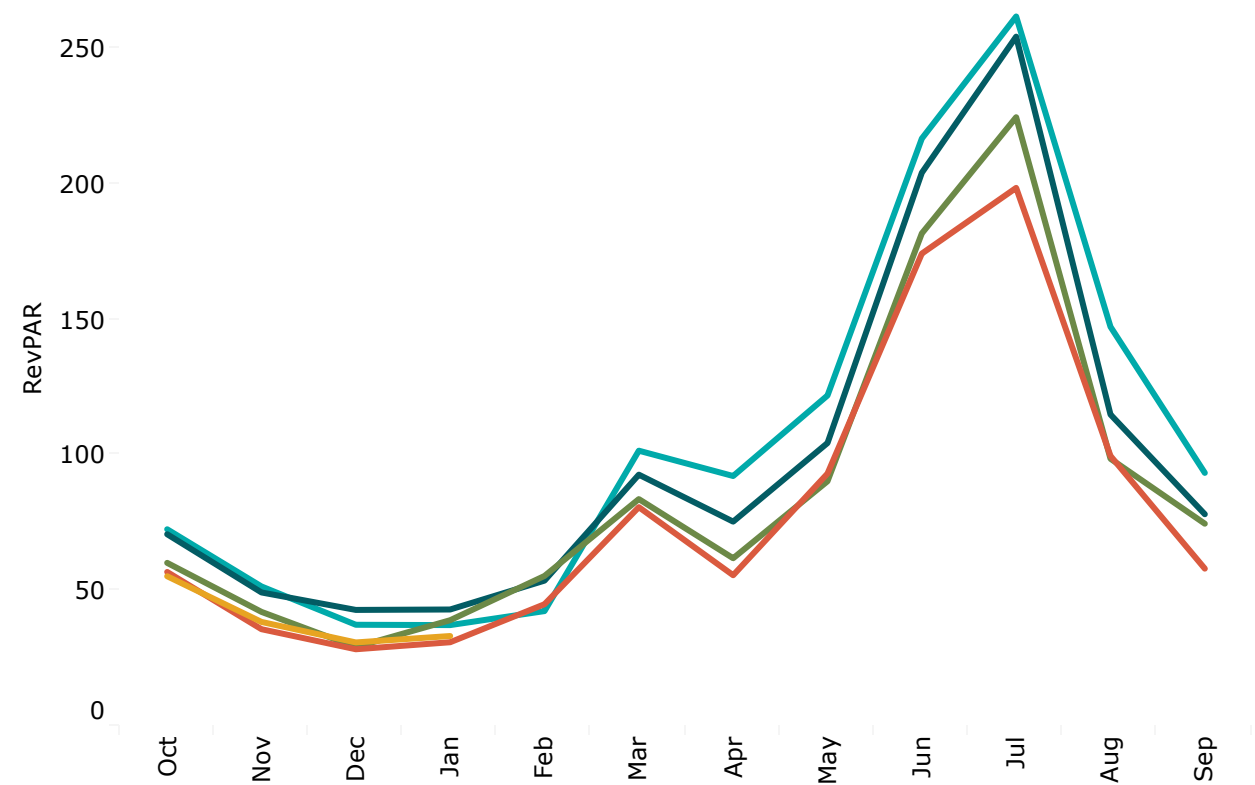
ADR
\$143
+0.2%

RevPAR
\$39
+3.9%

Short Term Rental RevPAR by Month

Last Three Fiscal Years

2021 2022 2023 2024 2025



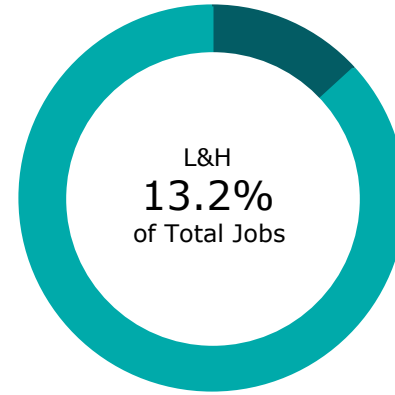
Note: Occupancy is not reflective of overall changes in short term rental demand
Source: KeyData



Corpus Christi Leisure & Hospitality Workforce

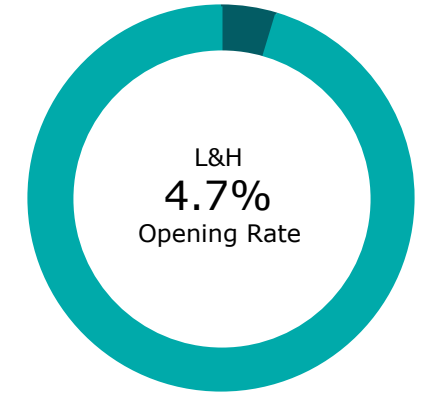
Total Leisure & Hospitality Jobs

L&H Jobs
as of December 2024
26.8K
+0.4% YOY | +6.3% vs. 2019



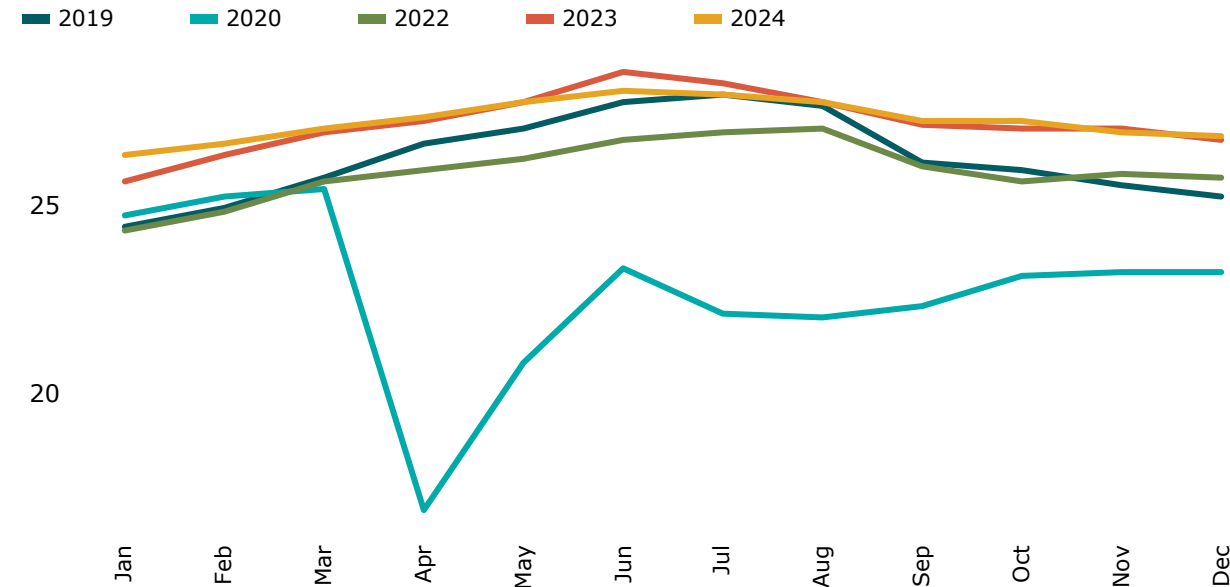
Leisure & Hospitality Job Openings

L&H Job Openings
as of November 2024
1.3K
-18.0% YOY | +17.9% vs. 2019



Employment Recovery

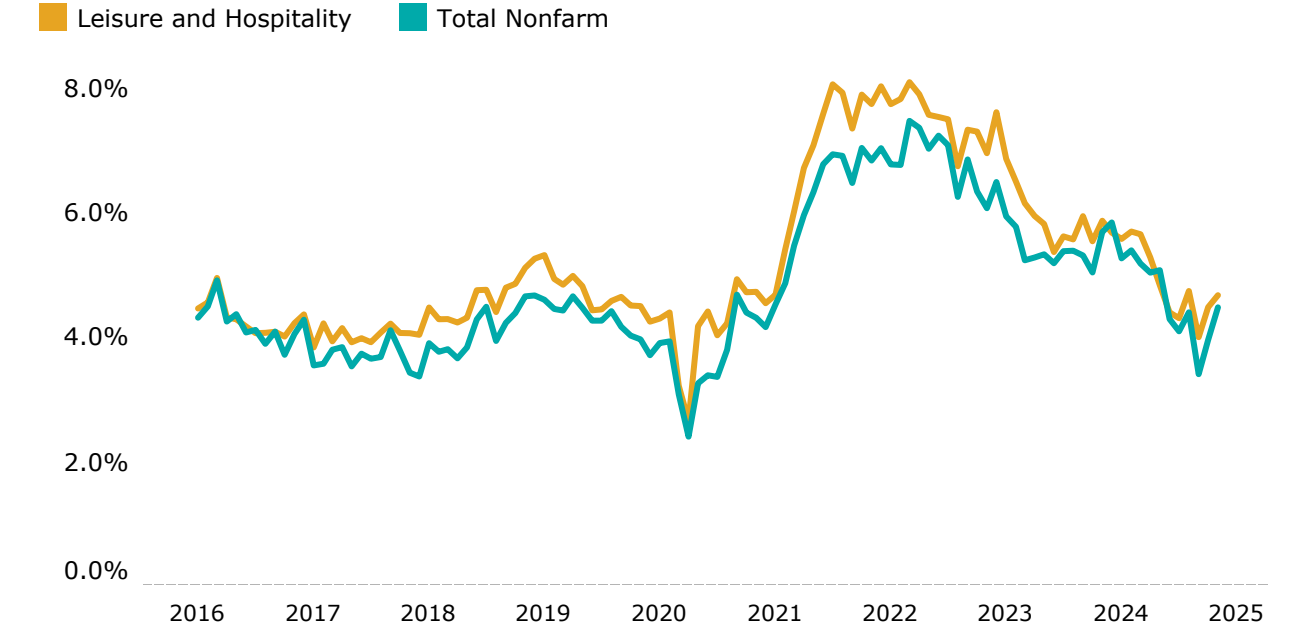
Leisure & Hospitality Jobs (Thousands)



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

January 2025 Volume

31.5K

-2.0% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Oct 2024 - Jan 2025 Volume

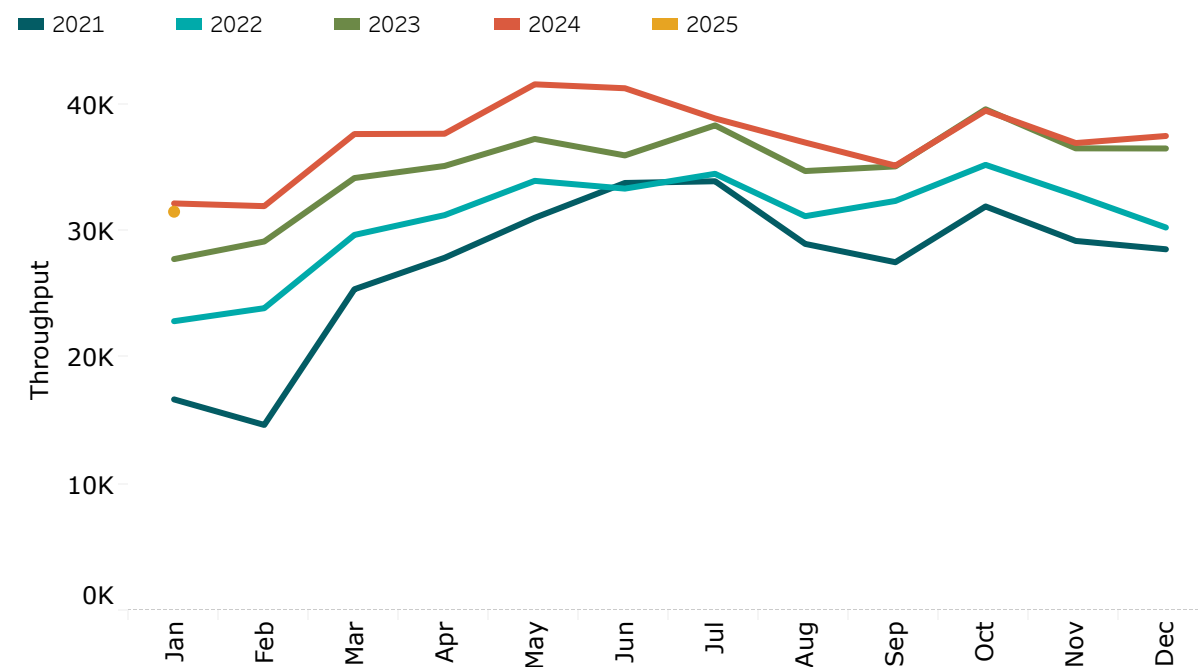
145.5K

-0.0026763621673

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

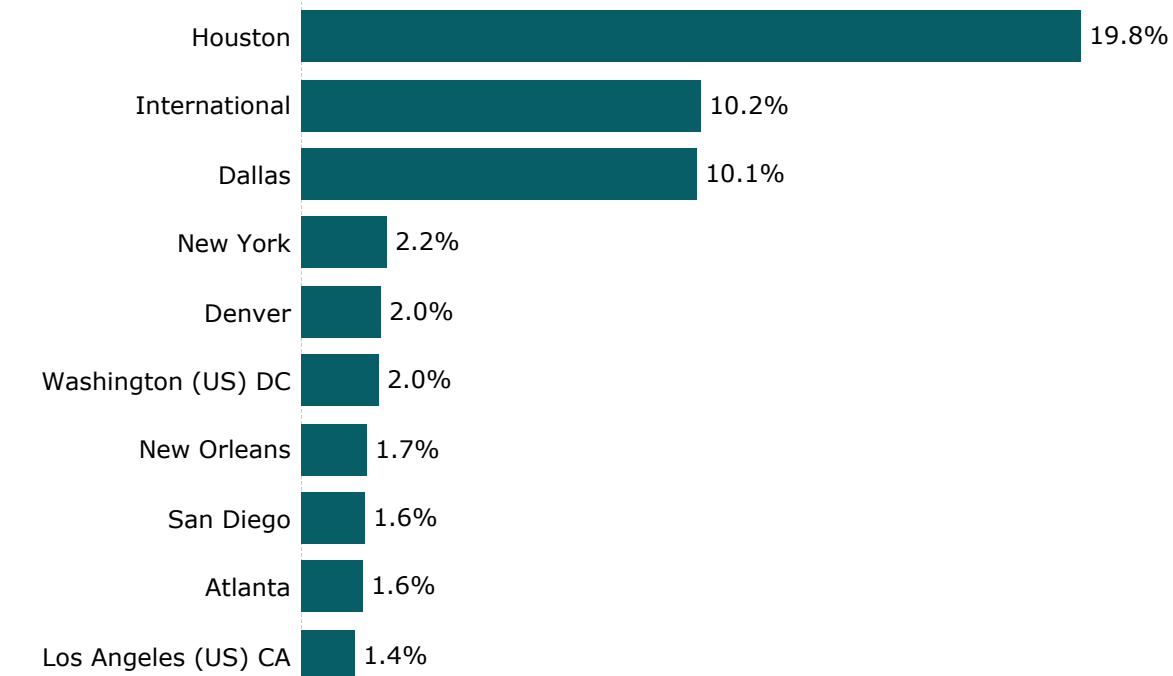
Last Five Calendar Years



Source: Transportation Security Administration

Air Visitor Origins

Oct - Dec 2024 Visitor Arrivals



Source: OAG



Visit Corpus Christi Meeting & Sports Sales



Jan - Jan 2025 Meetings & Sports Events

Events
5

Rooms
2.7K

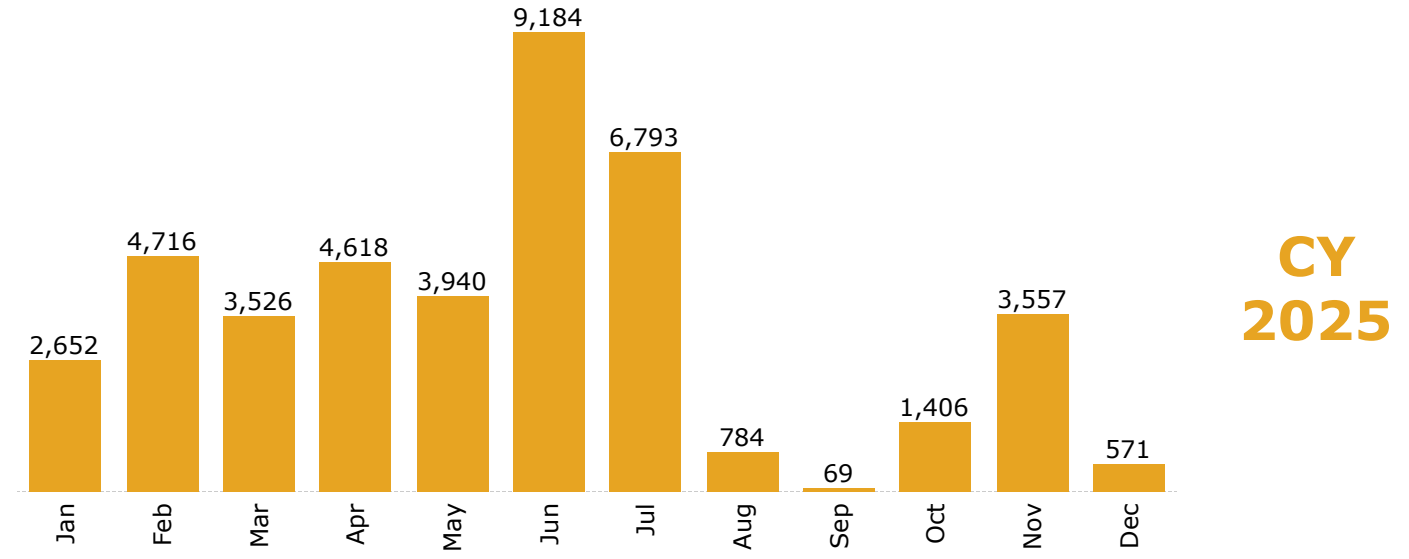
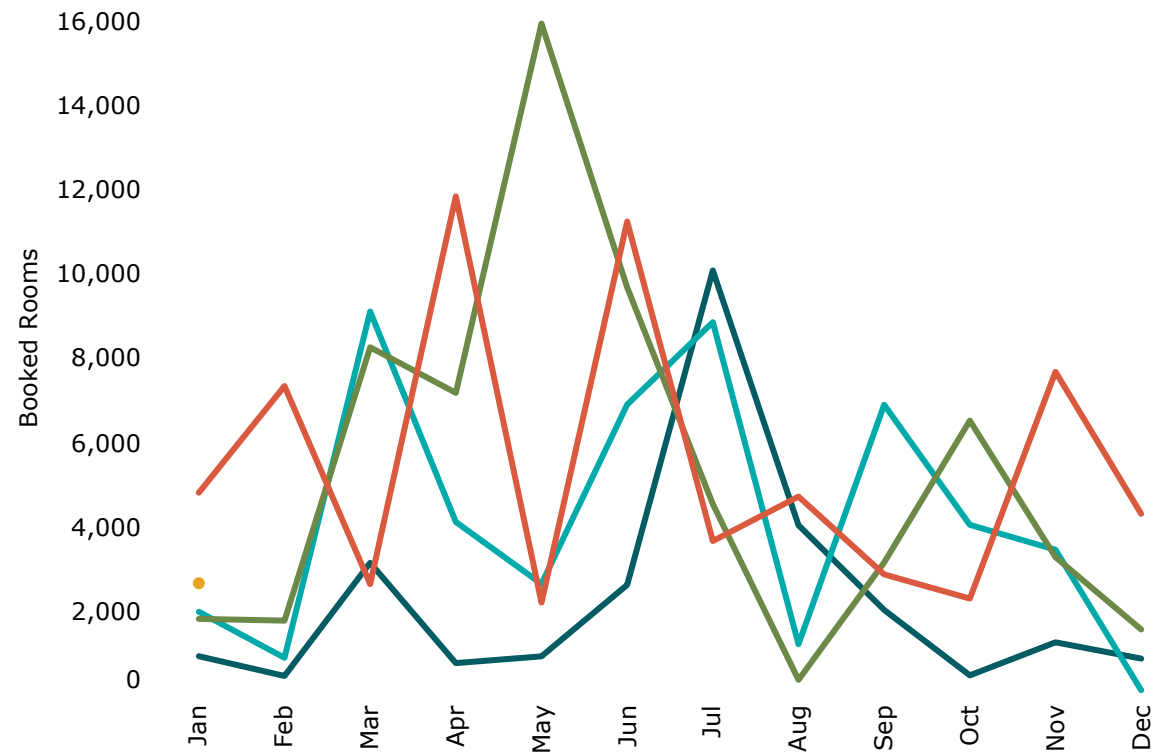
Attendees
2.4K

Future Rooms On-the-Books

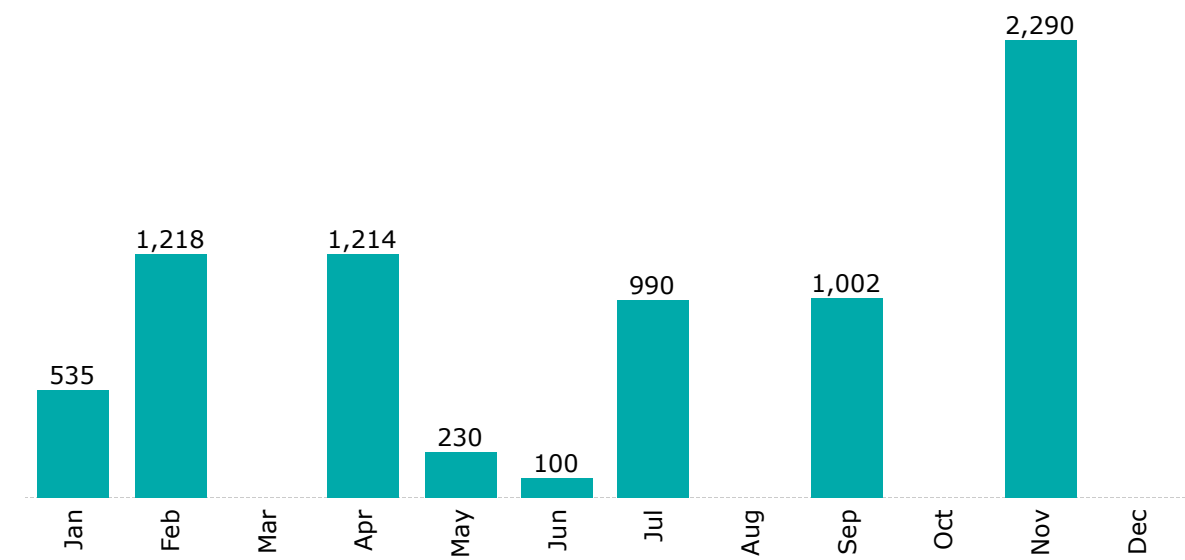
Definite Rooms

Past Rooms On-the-Books by Calendar Year

2021 2022 2023 2024 2025



CY 2026

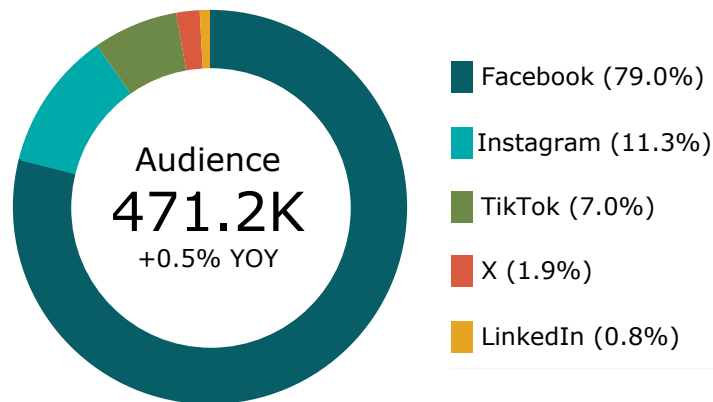


On-the-Books as of 2/24/2025

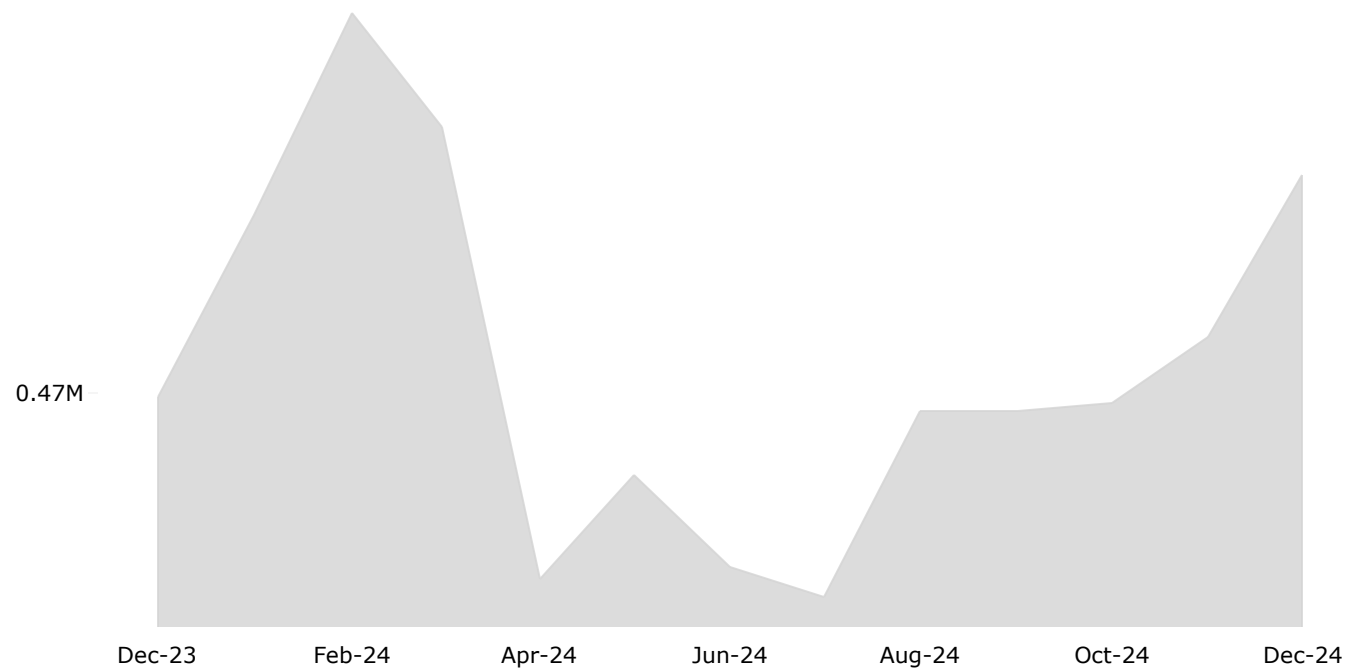


Social Media Summary

Audience Overview



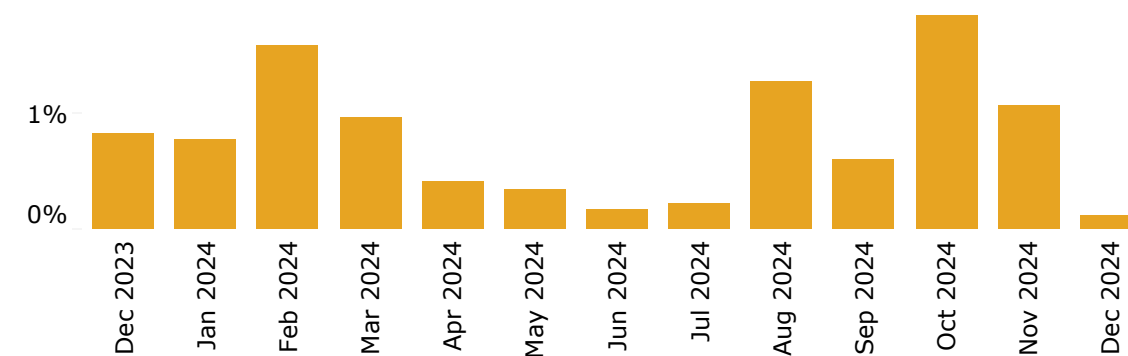
Audience by Month



Engagements & Impressions

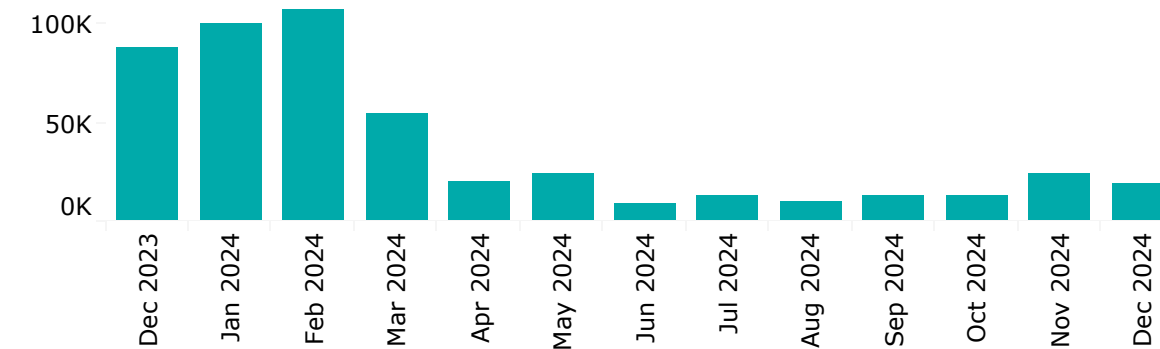
Engagement Rate

December 2024
0.1%
-0.7% pt YOY



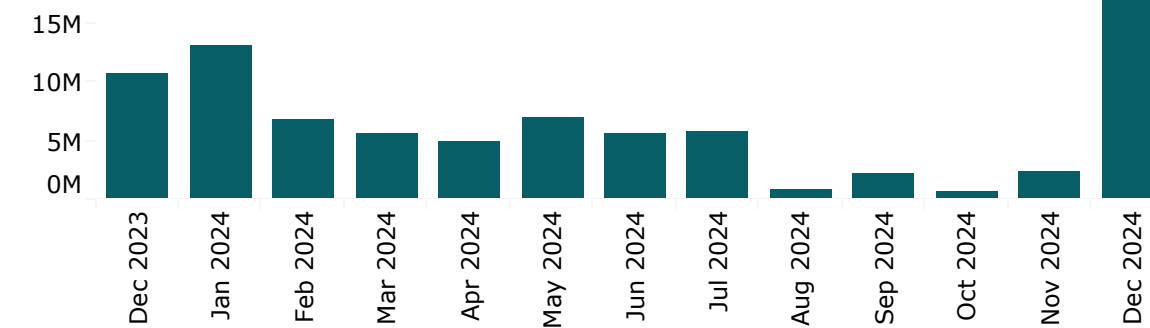
Engagements

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 |

