



Visit Corpus Christi Monthly Data Report

July 2025





Executive Summary

July 2025



Highlights

Hotels in the Corpus Christi market experienced a 8.9% increase in demand for the month of July compared to last year. The market responded with a 2.3% increase in ADR, showing an overall revenue growth of 11.4%. Short term rentals showed 23.5% increase in demand helping the overall lodging performance in Corpus reach a 22.1% revenue increase to end the month at \$27.7M in aggregated lodging revenues.

The Island hotels showed a 15.6% increase in demand for the month of July, while the downtown market increased 5.0%. The demand increases trended ahead of state and US demand trends, both down year over year. Competitively the only Texas Gulf Coast market with stronger demand growth was South Padre Island with a 15.9% demand growth from last year. Corpus lead the comp set in RevPAR growth with a 18.7% increase from last July.

Short term rentals in the market increased demand by 23.5% over last year and ADR up 30.3%. The shift in demand was both weekday and weekend with weekday occupancy up 23.3%, while weekend occupancy was up 22.1%. The higher demand week was the week of July 20 with an occupancy of 55.2% and the highest ADR, reaching \$250 the week of 4th of July.

U.S. hotel performance softened in July, with occupancy down 1.0% and RevPAR off 1.1% YOY, while ADR was flat. Year-to-date, ADR is up 1.1% and RevPAR 0.4%. Luxury outperformed with rate and demand gains, while Economy and Independents posted the steepest declines

The BLS revised their May and June job reports down by a combined 258K jobs, slightly raising the unemployment rate to 4.2% after gaining only 73K jobs in July. U.S. 12-month inflation was 2.7%. Consumer prices were up 1% from the start of the year, but 24.7% more than five years ago.



Hotel Demand
187.6K
+11.8% YOY



Hotel ADR
\$120.90
+3.7% YOY



Hotel RevPAR
\$80.70
+18.7% YOY



Overnight Trip Share
83.2%



L&H Jobs
27.3K
-1.1% YOY



CRP Checkpoint Volume
41.7K
+7.3% YOY



Website Sessions
214.6K
+3.6% YOY

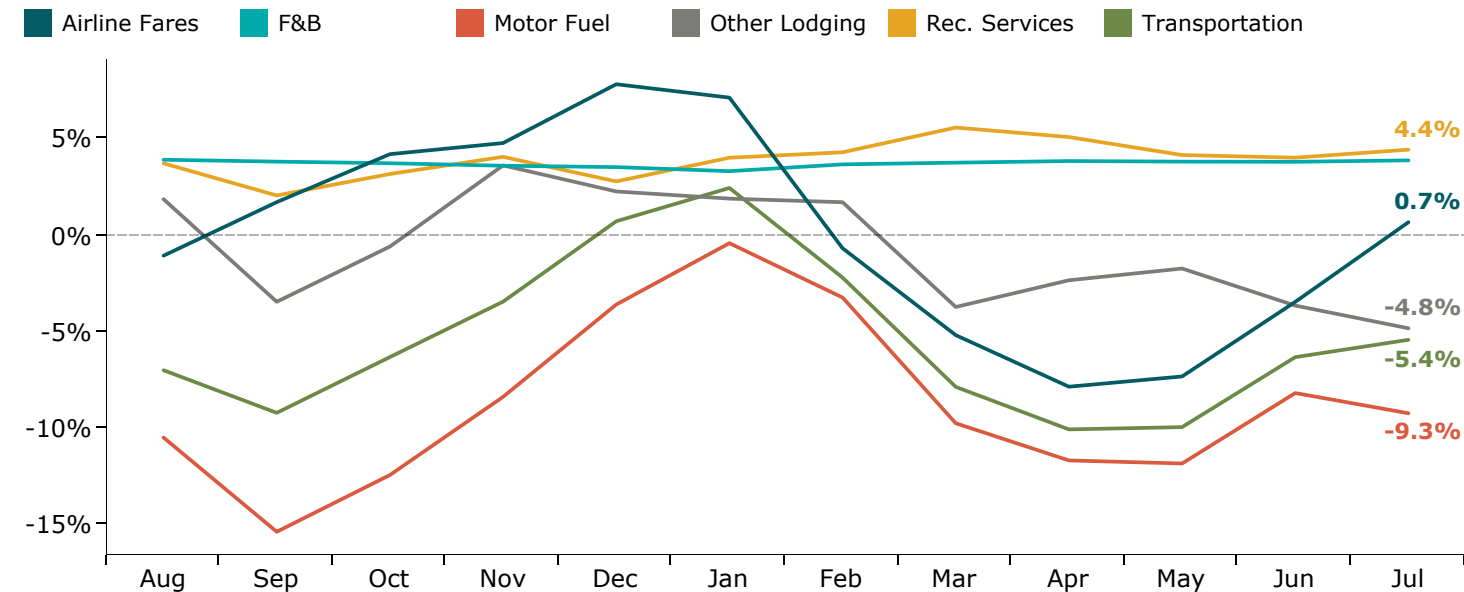


Social Media Audience
486.2K
+6.0% YOY

Travel Trends

Travel Price Index

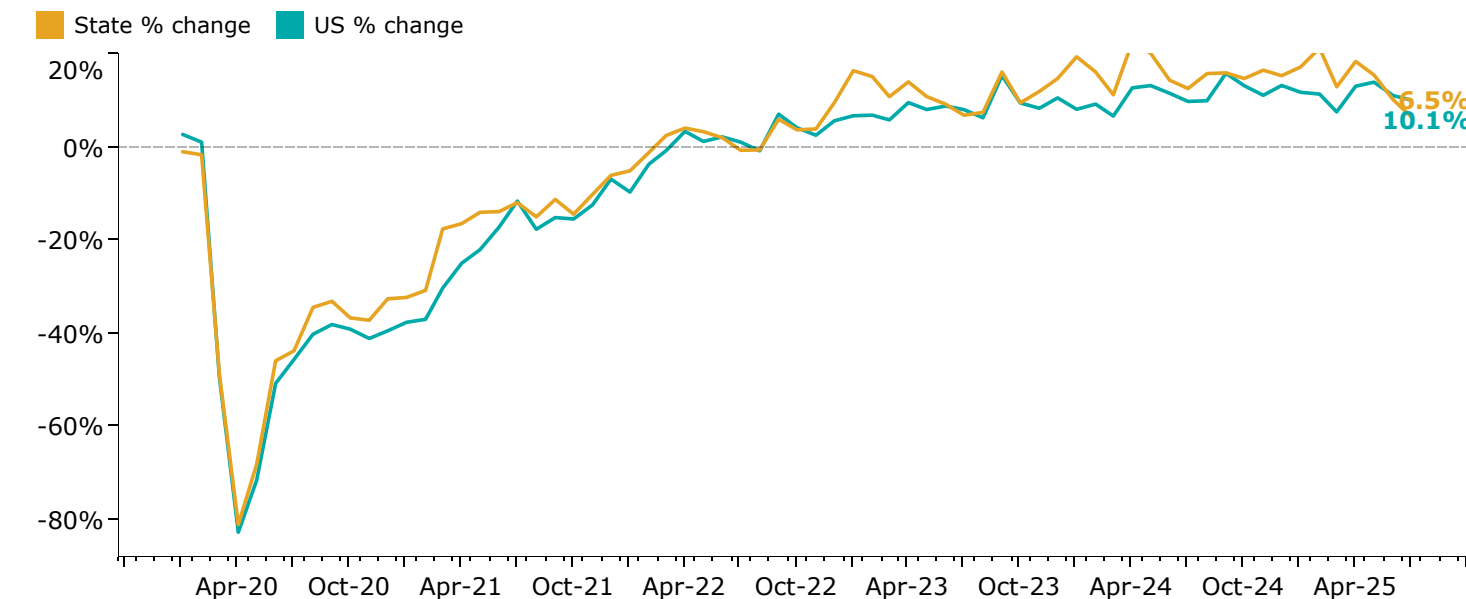
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

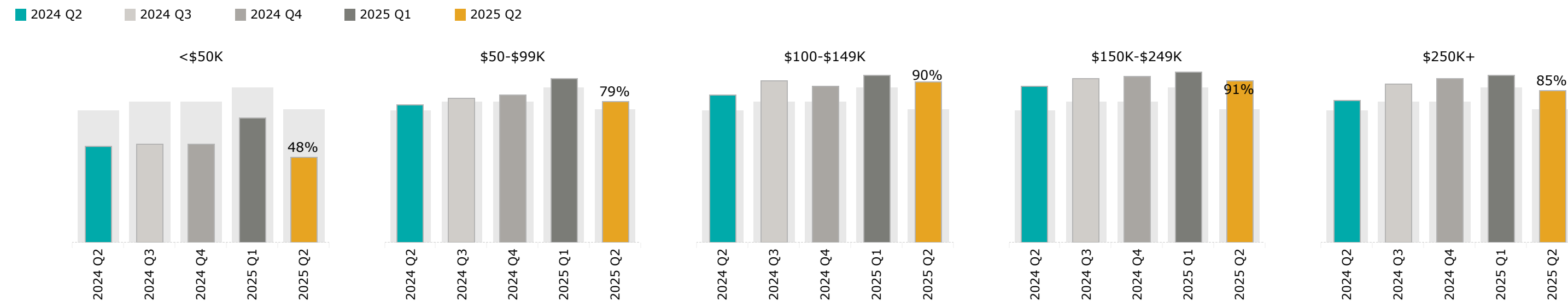
% Change vs. 2019 | Texas vs U.S. total



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)

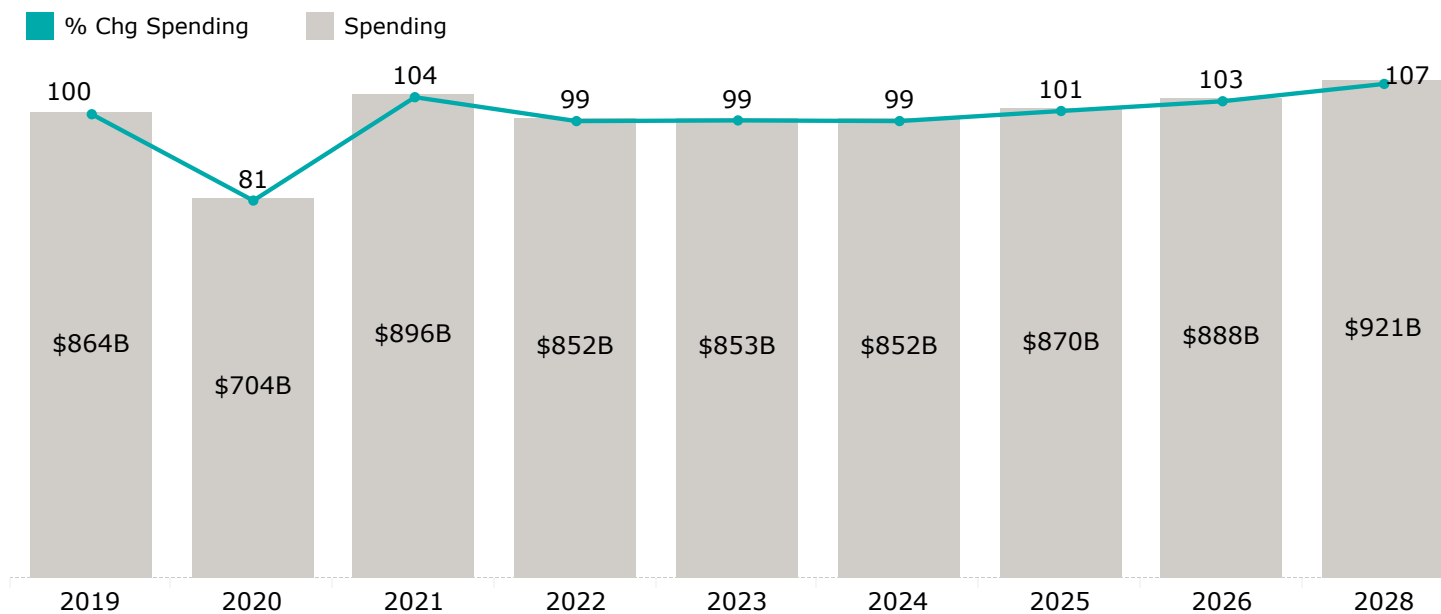


Note: Light gray bars represent the average for all survey respondents
Source: MMGY Global's Portrait of American Travelers

Domestic Travel Forecast

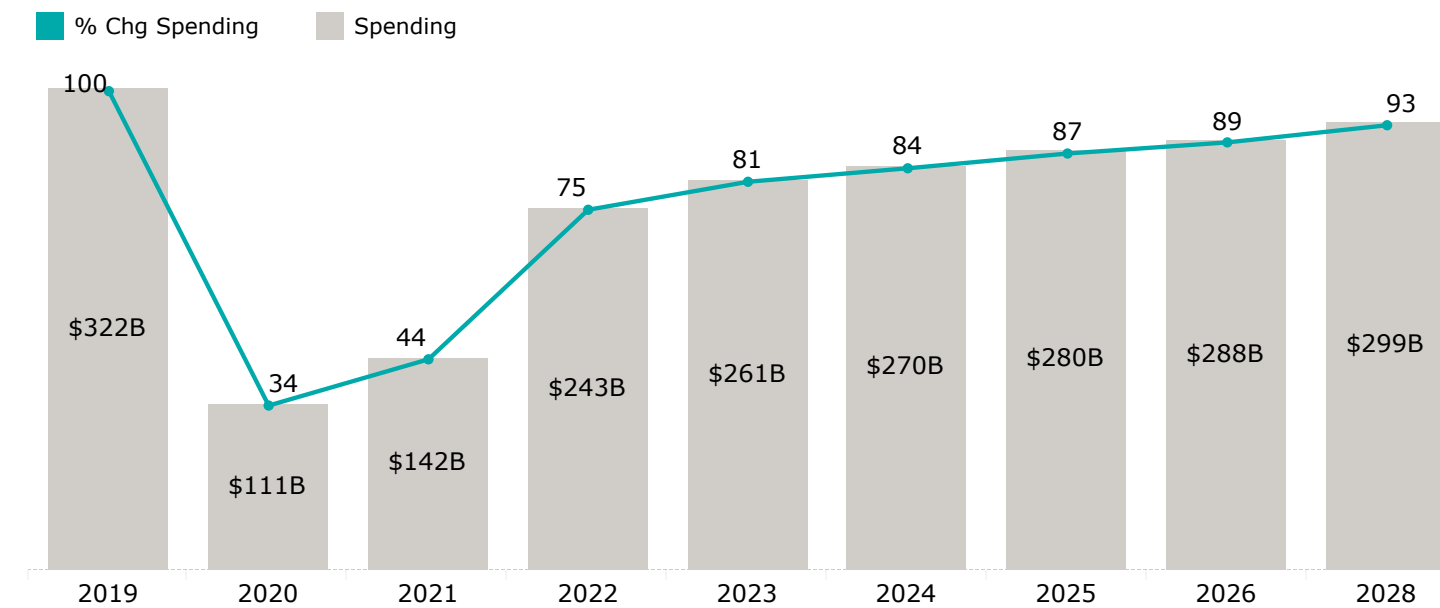
Real Domestic Leisure Travel Spending

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



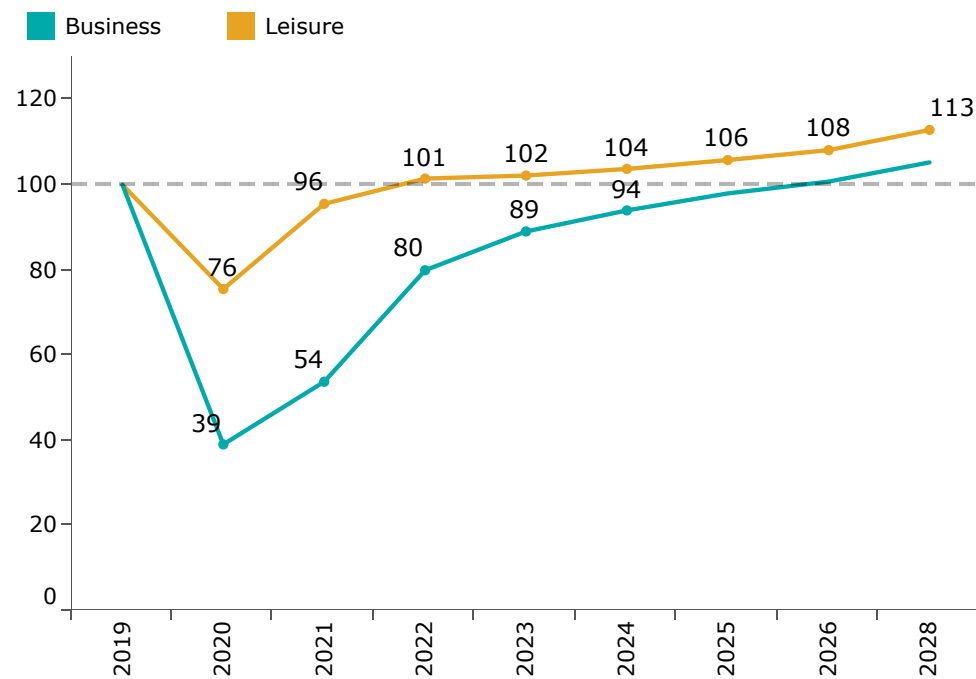
Real Domestic Business Travel Spending

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



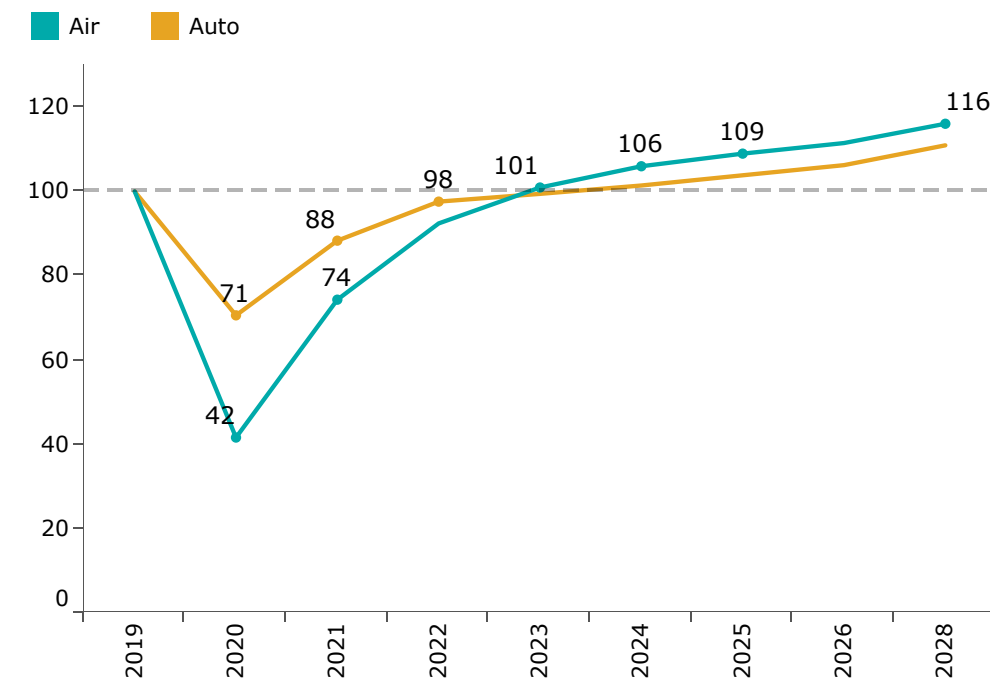
Leisure vs. Business Travel Volume

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



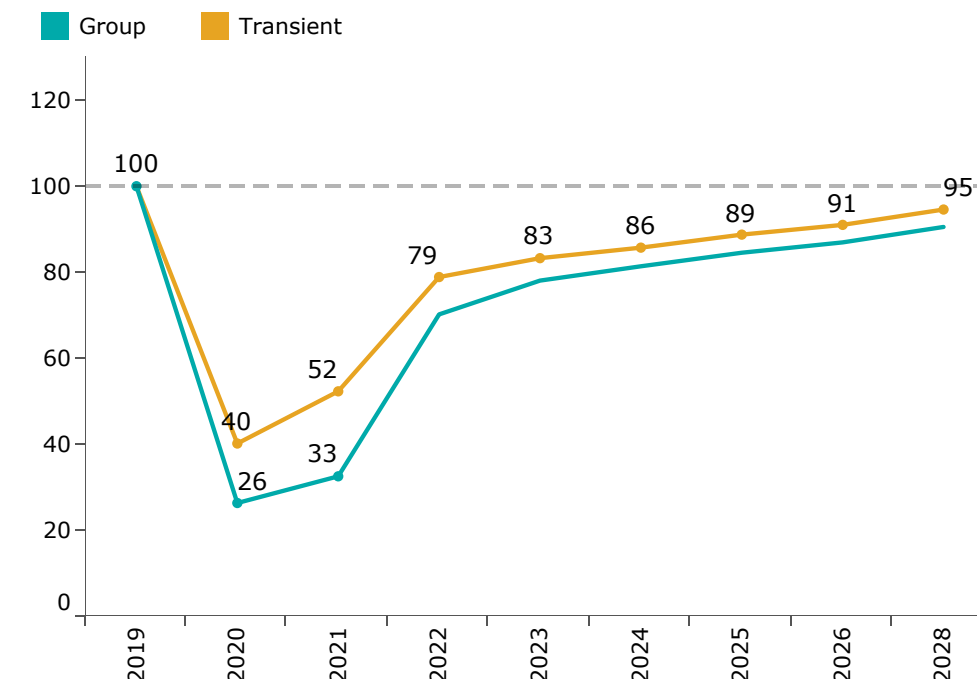
Auto vs. Air Travel Volume

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



Group vs. Transient Travel Spending

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





Hotel Review

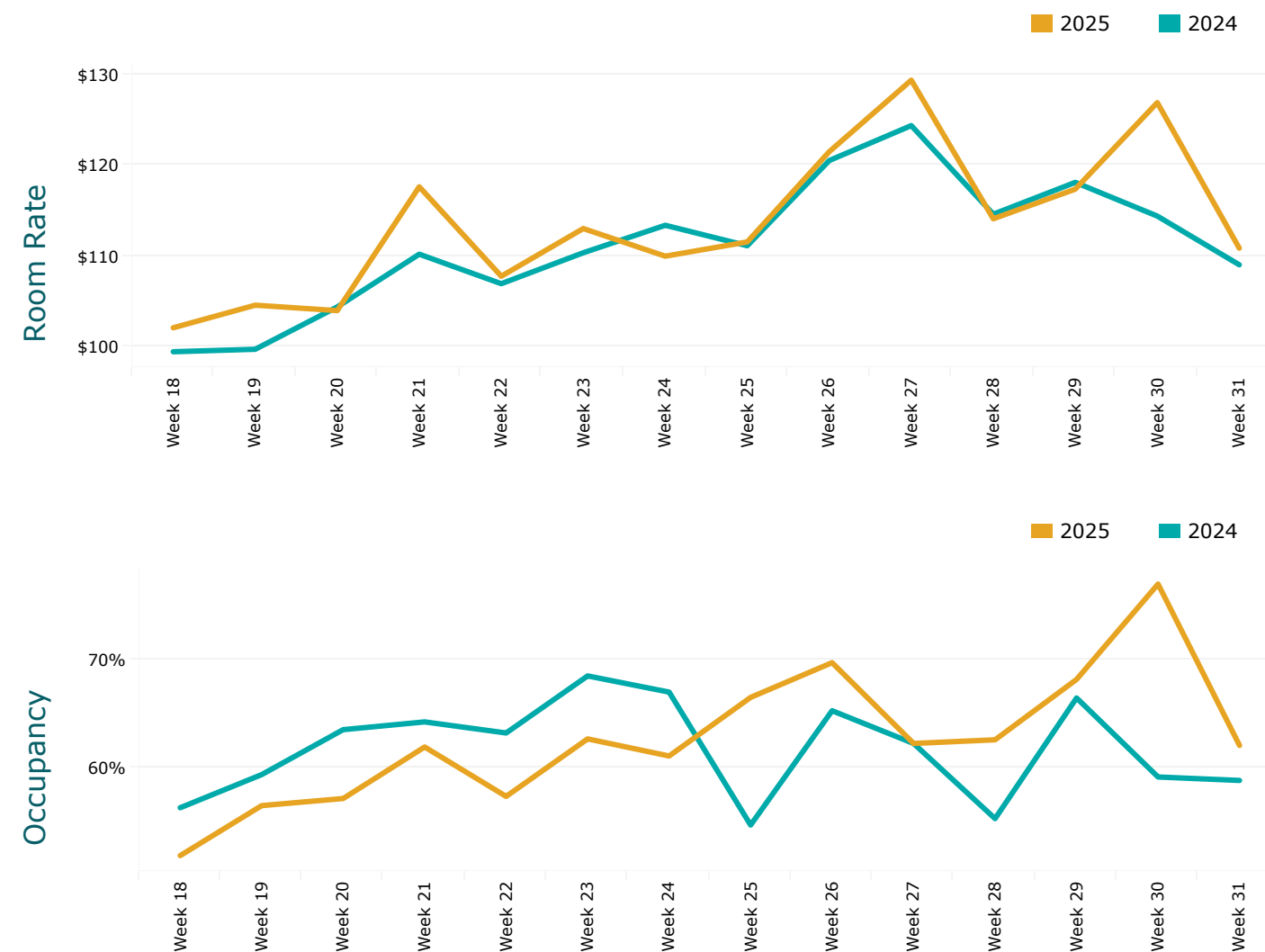


Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG		
May	Corpus Christi	57.8%	-6.7%	\$108	+3.4%	\$63	-3.5%	
	Austin	66.7%	-8.4%	\$162	-4.8%	\$108	-12.8%	
	Galveston	57.1%	-7.3%	\$163	+5.6%	\$93	-2.1%	
	Houston	61.4%	-8.6%	\$122	+2.9%	\$75	-6.0%	
	San Antonio	58.7%	-7.5%	\$131	-2.7%	\$77	-10.0%	
	South Padre Island	65.9%	-0.3%	\$140	-1.9%	\$92	-2.2%	
	Texas	62.8%	-4.8%	\$123	-0.1%	\$77	-4.9%	
	United States	65.3%	-0.7%	\$163	+0.8%	\$106	+0.1%	
	Jun	Corpus Christi	63.3%	+0.0%	\$113	-0.8%	\$71	-0.8%
		Austin	62.3%	-6.7%	\$146	-5.0%	\$91	-11.4%
Galveston		64.0%	-4.5%	\$170	+0.8%	\$109	-3.7%	
Houston		62.2%	-11.9%	\$122	+1.1%	\$76	-11.0%	
San Antonio		63.2%	-1.2%	\$131	+1.8%	\$83	+0.6%	
South Padre Island		71.6%	+3.7%	\$159	-2.3%	\$114	+1.3%	
Texas		63.7%	-4.9%	\$120	+0.2%	\$77	-4.7%	
United States		68.5%	-1.7%	\$163	+0.4%	\$111	-1.2%	
Jul		Corpus Christi	66.8%	+14.5%	\$121	+3.7%	\$81	+18.7%
		Austin	59.6%	-6.6%	\$139	-2.3%	\$83	-8.7%
	Galveston	64.7%	+0.7%	\$178	-0.2%	\$115	+0.5%	
	Houston	58.5%	-20.1%	\$115	-10.8%	\$67	-28.7%	
	San Antonio	63.6%	-3.4%	\$128	+1.6%	\$81	-1.9%	
	South Padre Island	79.0%	+15.9%	\$178	+2.1%	\$141	+18.3%	
	Texas	61.5%	-5.9%	\$115	-3.4%	\$71	-9.1%	
	United States	68.2%	-1.0%	\$162	-0.1%	\$110	-1.1%	

Fiscal Year-to-Date Corpus Christi Performance

Occupancy 54.5% -2.4%
ADR \$103 -0.1%
RevPAR \$56 -2.5%
Supply 2.8M +1.1%
Demand 1.5M -1.3%
Revenue \$154.2M -1.5%





Corpus Christi Hotel Outlook



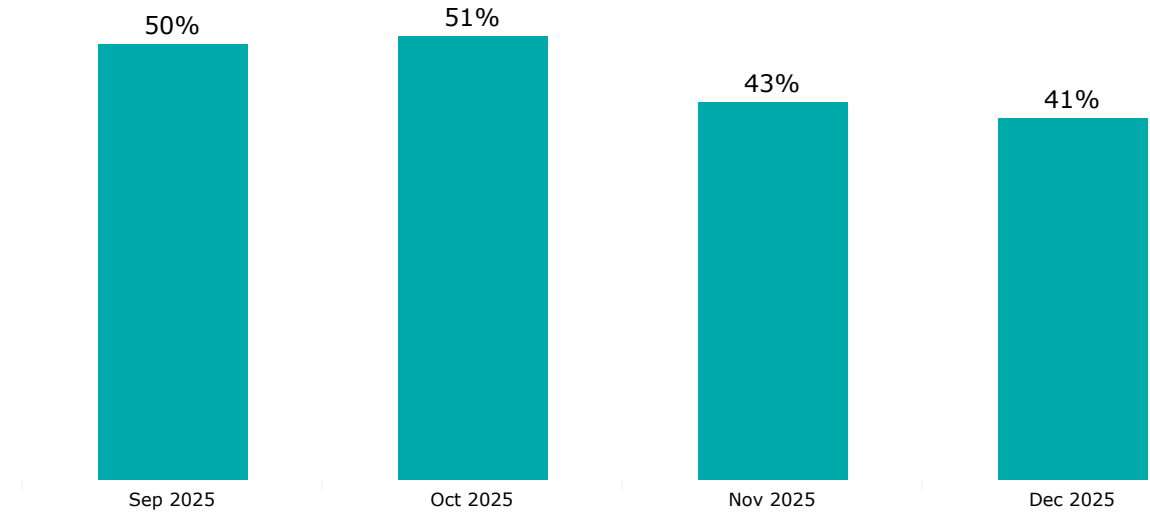
Preliminary August 2025 Hotel Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	50.4%	-1.9%	\$99	-1.0%	\$50	-2.9%
Austin	55.0%	-7.0%	\$132	-4.3%	\$73	-11.0%
Galveston	47.3%	-22.8%	\$128	-1.1%	\$61	-23.7%
Houston	55.3%	-22.7%	\$114	-5.6%	\$63	-27.1%
San Antonio	54.1%	+5.7%	\$117	+4.5%	\$63	+10.4%
South Padre Island	67.6%	+14.2%	\$129	+6.7%	\$87	+21.9%
Texas	57.6%	-5.6%	\$112	-1.8%	\$64	-7.4%
United States	64.9%	+1.4%	\$153	+1.8%	\$99	+3.3%

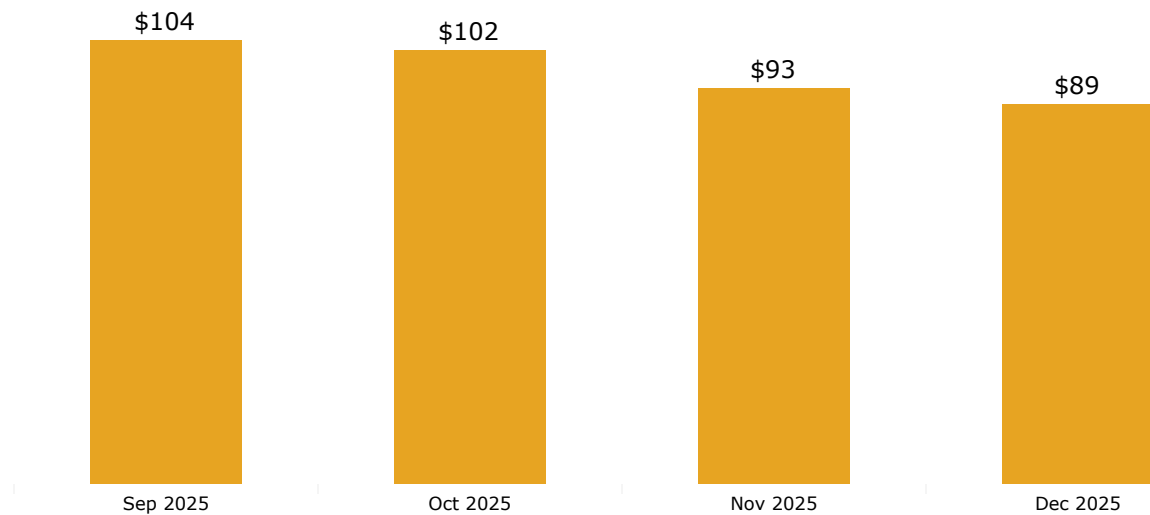
Week Days

Hotel Forecast

Occupancy



Average Room Rate



Week Ends

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	64.4%	+1.9%	\$114	-0.5%	\$74	+1.4%
Austin	60.6%	-9.0%	\$138	-7.3%	\$83	-15.7%
Galveston	72.6%	-12.8%	\$204	+7.5%	\$148	-6.3%
Houston	58.5%	-23.1%	\$113	-9.2%	\$66	-30.1%
San Antonio	60.6%	-11.4%	\$122	-4.9%	\$74	-15.7%
South Padre Island	79.6%	+3.2%	\$180	+12.1%	\$144	+15.7%
Texas	61.5%	-7.9%	\$114	-5.3%	\$70	-12.7%
United States	72.9%	+0.5%	\$171	+0.3%	\$125	+0.8%

Note: Includes daily data through 8/16/2025
Source: STR

Source: Tourism Economics



Corpus Christi Hotel Forecast



Hotel Performance Forecast by Quarter

		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2025	Q3	60.1%	\$123	\$74	856.8K	515.3K	\$63.4M
	Q4	45.2%	\$95	\$43	866.6K	391.9K	\$37.2M

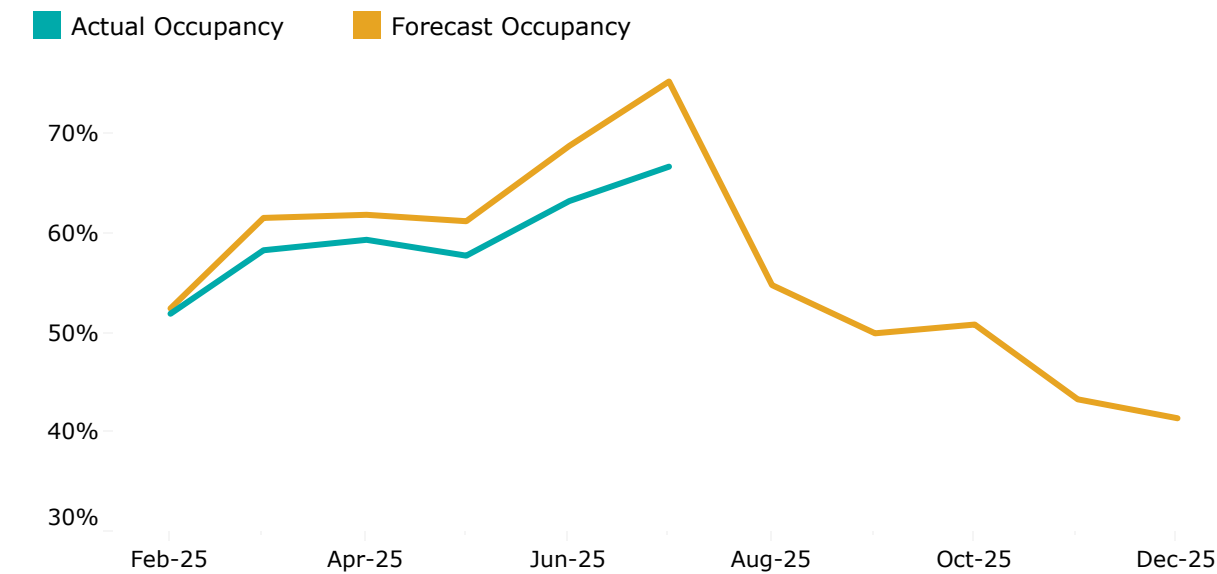
Forecast

YOY % Change

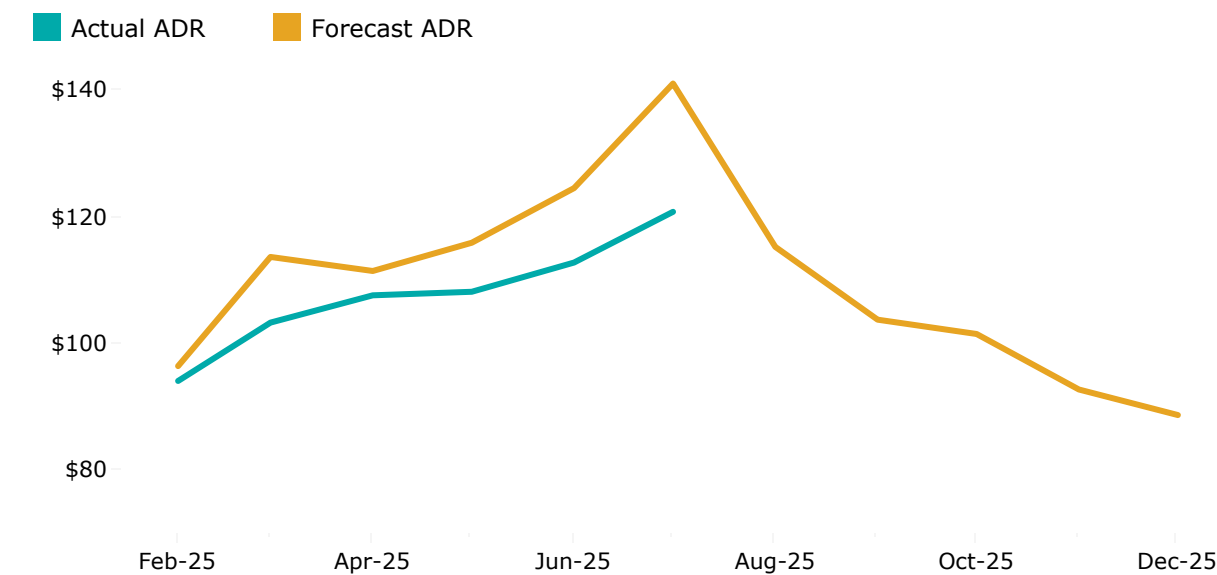
		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2025	Q3	-0.3%	+1.8%	+1.5%	+1.3%	+1.0%	+2.9%
	Q4	-0.9%	+1.8%	+0.9%	+1.9%	+1.1%	+2.9%

Forecast vs. Actuals by Month

Occupancy



Average Room Rate





Short Term Rental Review



Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
May	Corpus Christi	47.1%	+7.8%	\$207	-2.3%	\$97	+5.3%
	Galveston	40.4%	+7.0%	\$283	+4.4%	\$114	+11.7%
	Port Aransas	43.7%	+12.2%	\$346	-5.7%	\$151	+5.8%
	South Padre Island	46.5%	+6.2%	\$240	+8.2%	\$111	+14.9%
Jun	Corpus Christi	64.1%	+5.3%	\$262	-6.9%	\$168	-2.0%
	Galveston	56.0%	-4.1%	\$333	+4.3%	\$186	+0.0%
	Port Aransas	66.7%	+11.9%	\$442	-6.4%	\$295	+4.7%
	South Padre Island	62.8%	+0.7%	\$317	+2.4%	\$199	+3.2%
Jul	Corpus Christi	69.3%	+9.2%	\$294	-6.2%	\$204	+2.5%
	Galveston	61.6%	+22.1%	\$354	+5.7%	\$218	+29.0%
	Port Aransas	72.7%	+11.6%	\$487	-4.6%	\$354	+6.5%
	South Padre Island	74.9%	+8.5%	\$361	-1.0%	\$271	+7.5%

Fiscal Year-to-Date Corpus Christi Performance

Occupancy
44.1%
+8.8%

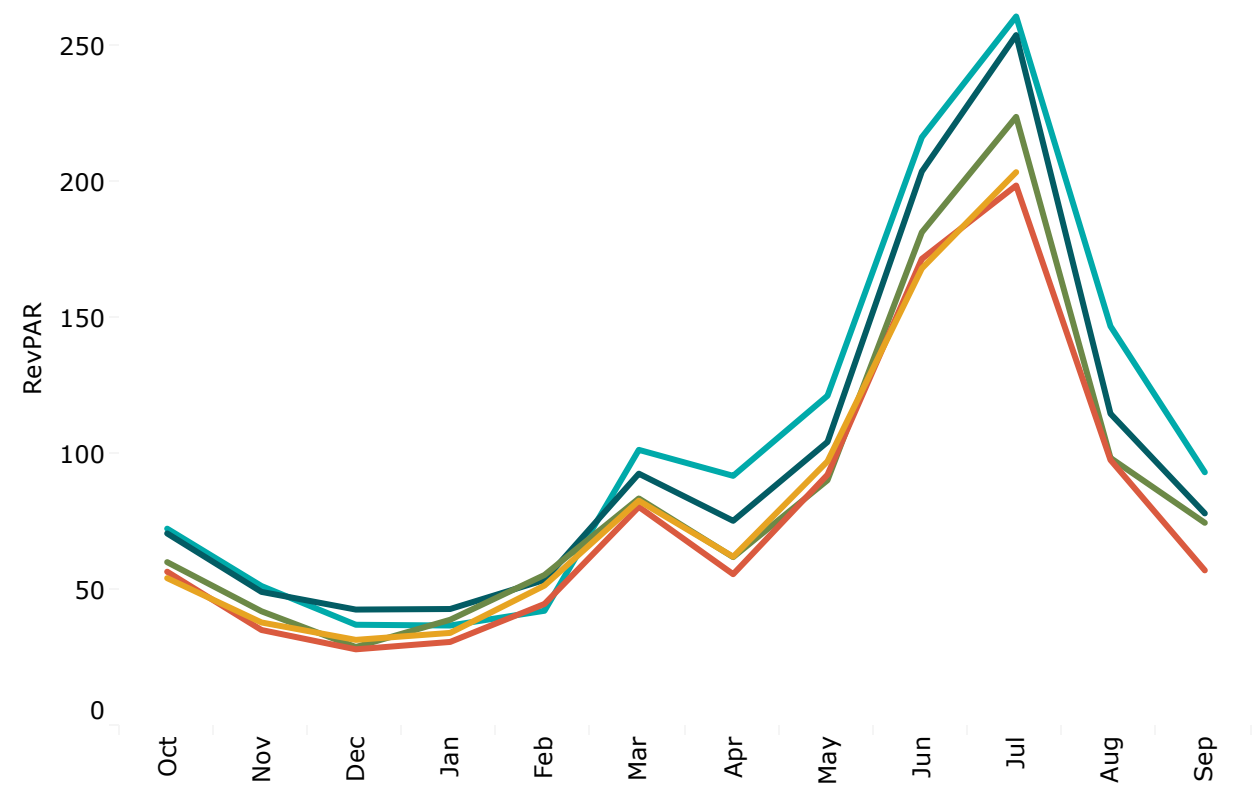
ADR
\$191
-5.1%

RevPAR
\$84
+3.2%

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



Visitor Profile

July 2025 Domestic Visits



1.9 days
Avg. Length of Stay



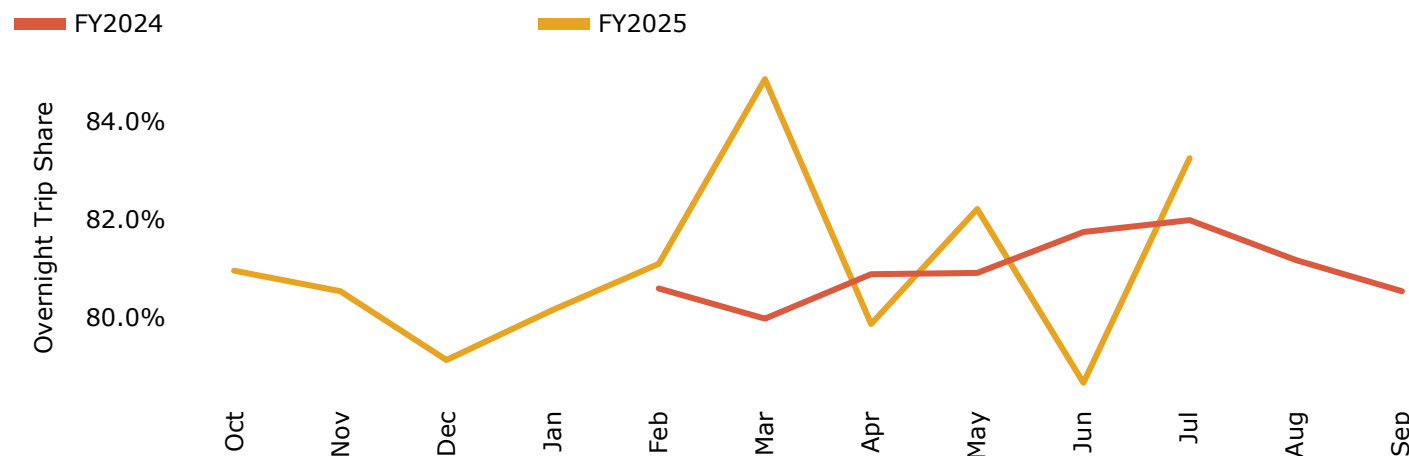
83.2%
Overnight Trip Share



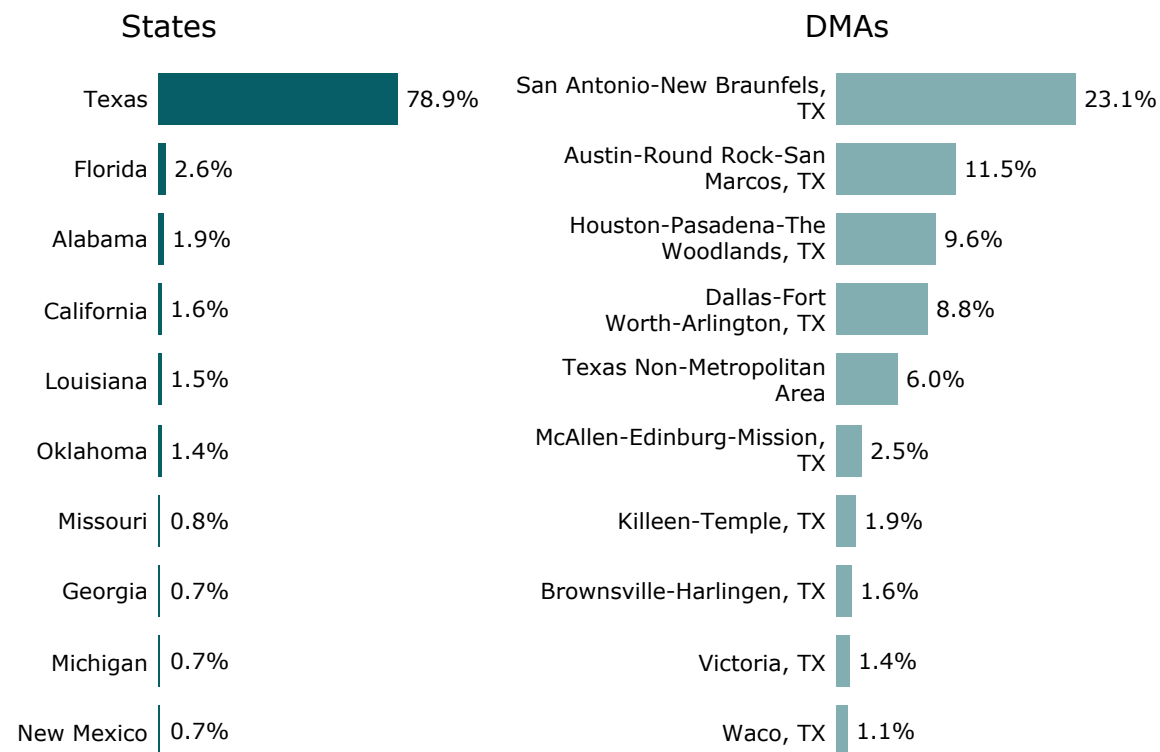
45.7%
Repeat Trip Share

Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month

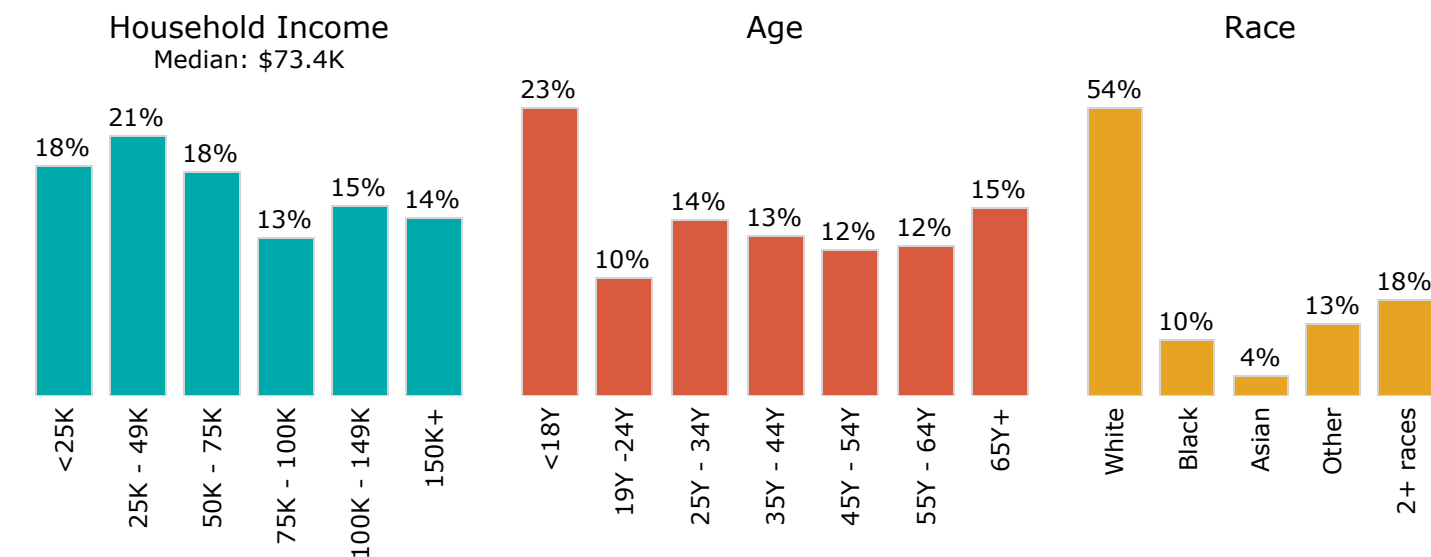


Top Origin Markets



July 2025 Visitor Origin Demographics

Share of Total

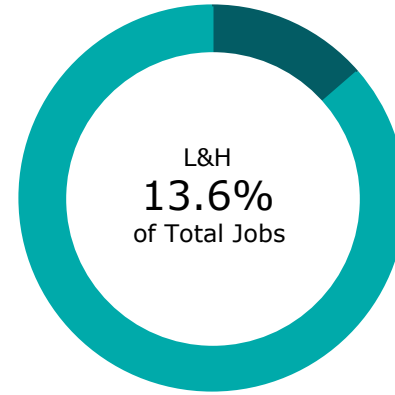




Corpus Christi Leisure & Hospitality Workforce

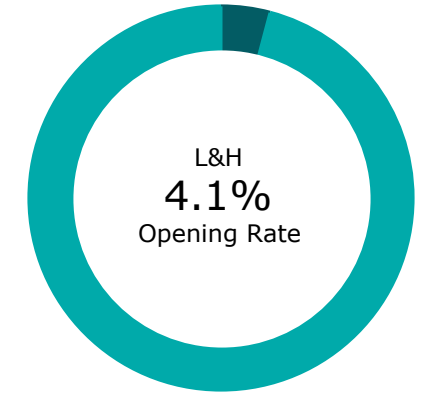
Total Leisure & Hospitality Jobs

L&H Jobs
as of July 2025
27.3K
-1.1% YOY | -2.2% vs. 2019



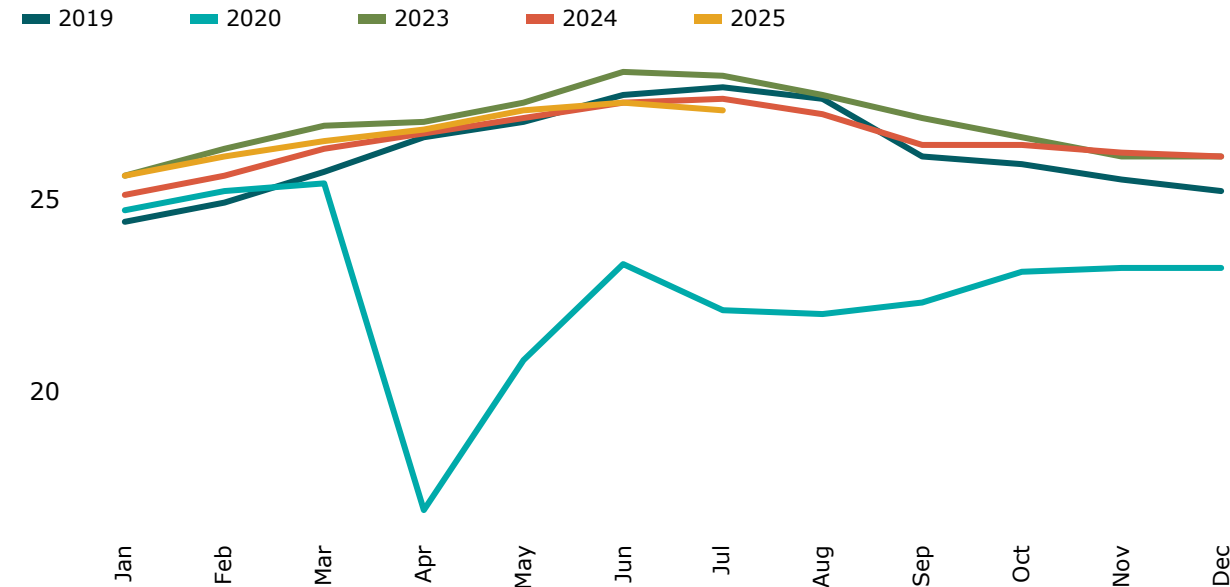
Leisure & Hospitality Job Openings

L&H Job Openings
as of June 2025
1.2K
-1.2% YOY | -9.2% vs. 2019



Employment Recovery

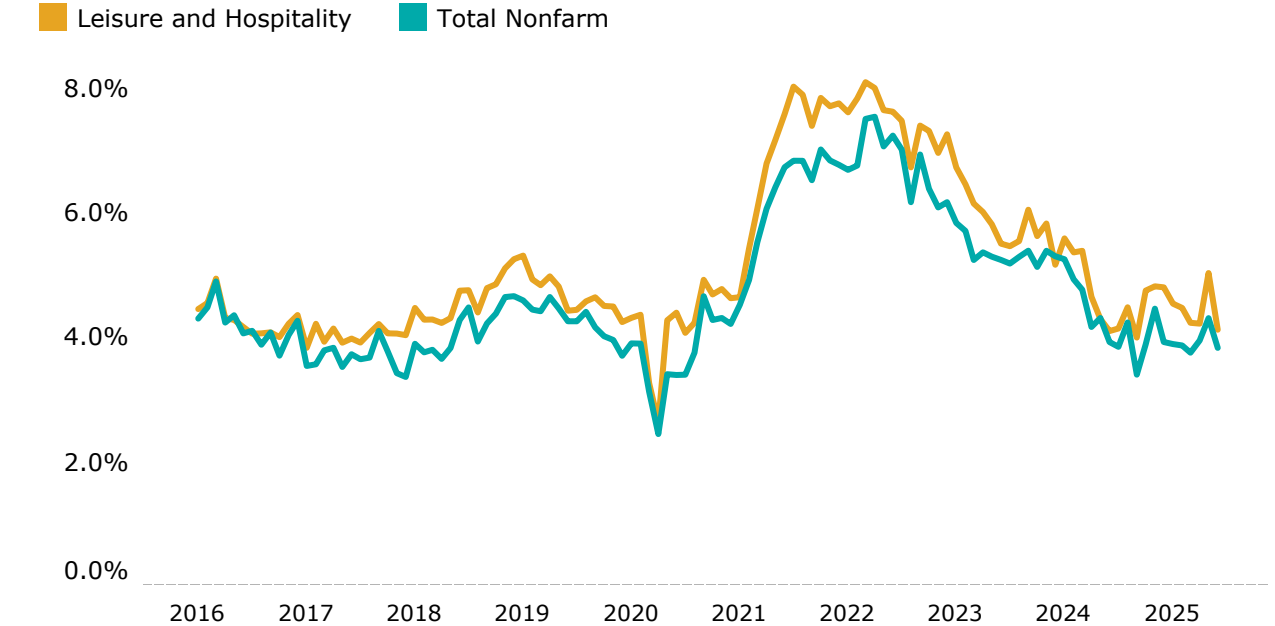
Leisure & Hospitality Jobs (Thousands)



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

July 2025 Volume

41.7K

+7.3% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Oct 2024 - Jul 2025 Volume

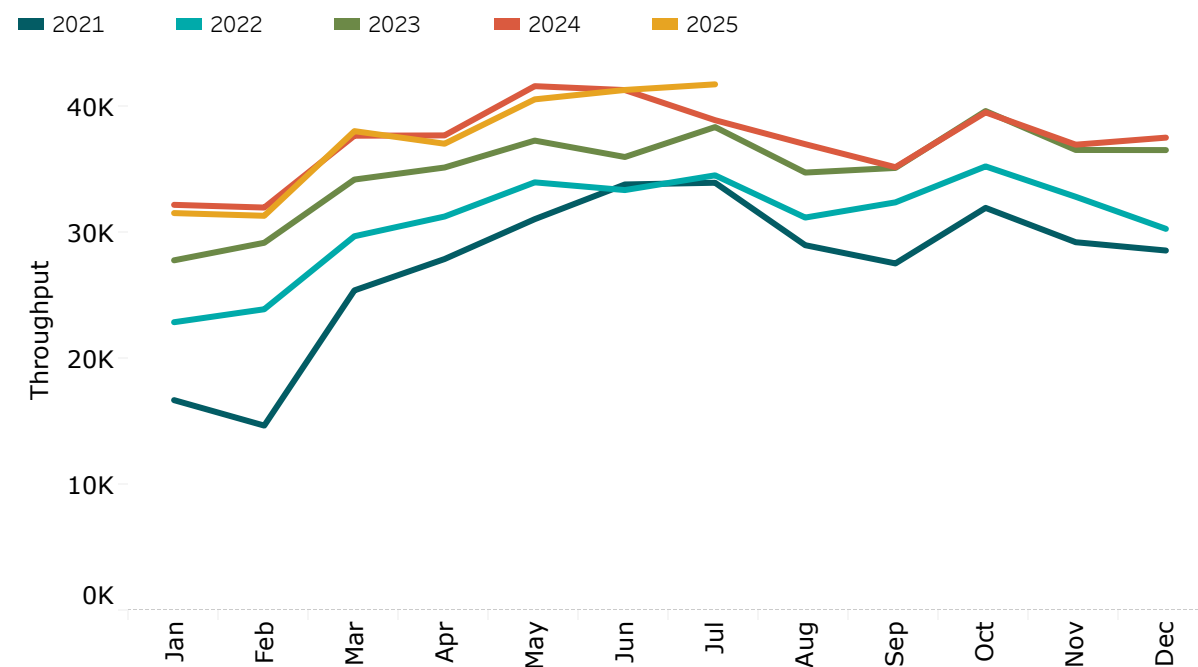
375.3K

-0.001201880169

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

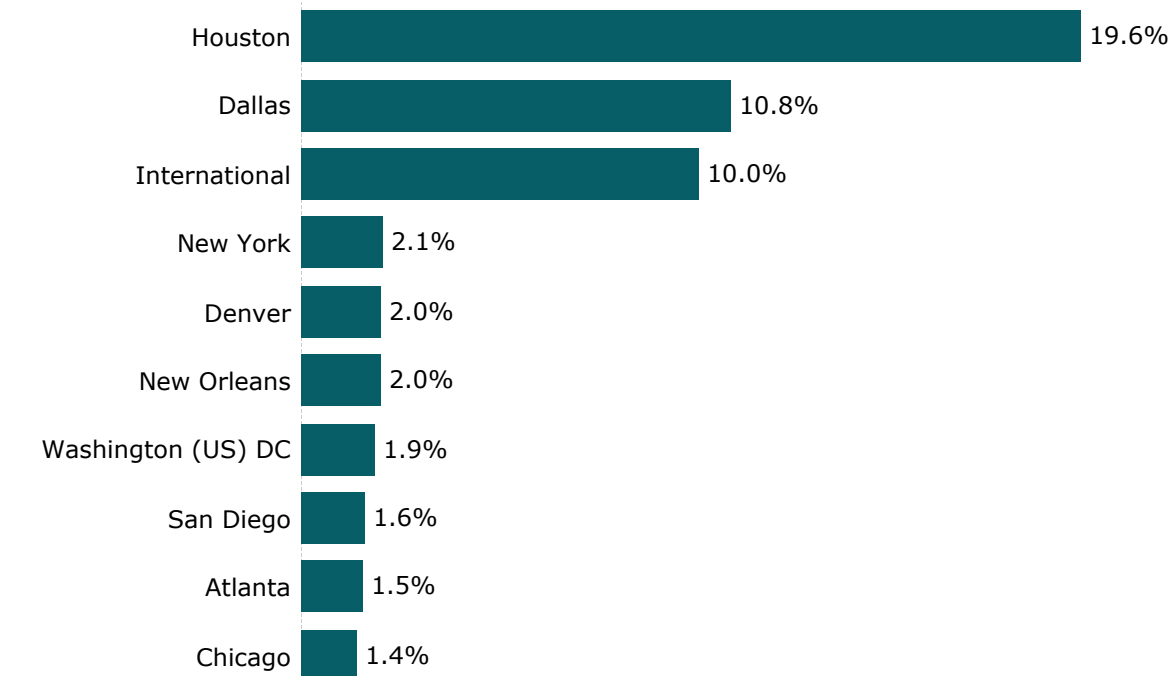
Last Five Calendar Years



Source: Transportation Security Administration

Air Visitor Origins

Oct 2024 - Jun 2025 Visitor Arrivals



Source: OAG



Visit Corpus Christi Meeting & Sports Sales



Jan - Jul 2025 Meetings & Sports Events

Events
76

Rooms
56.5K

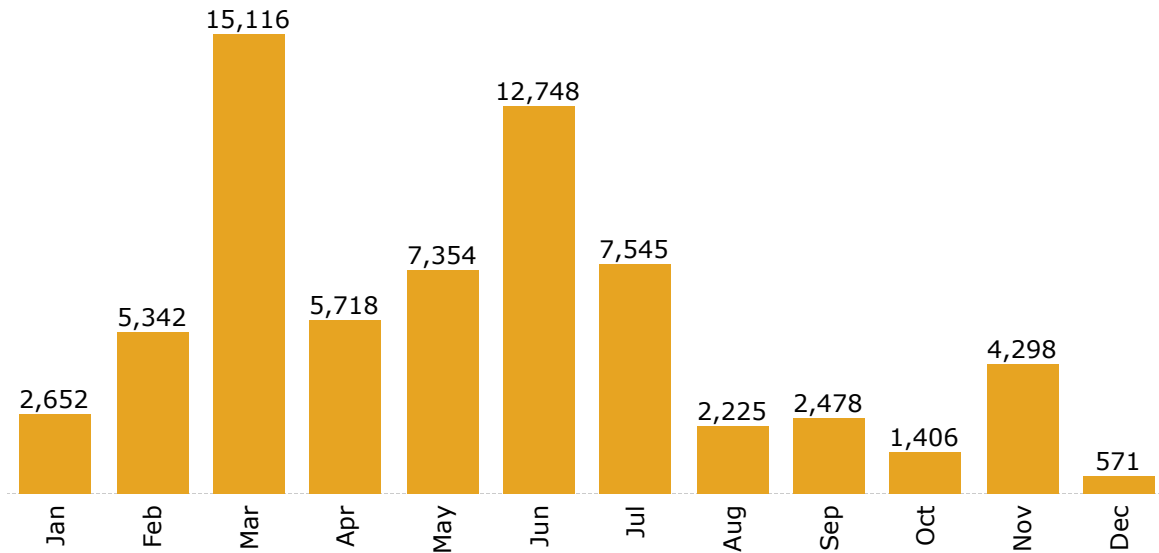
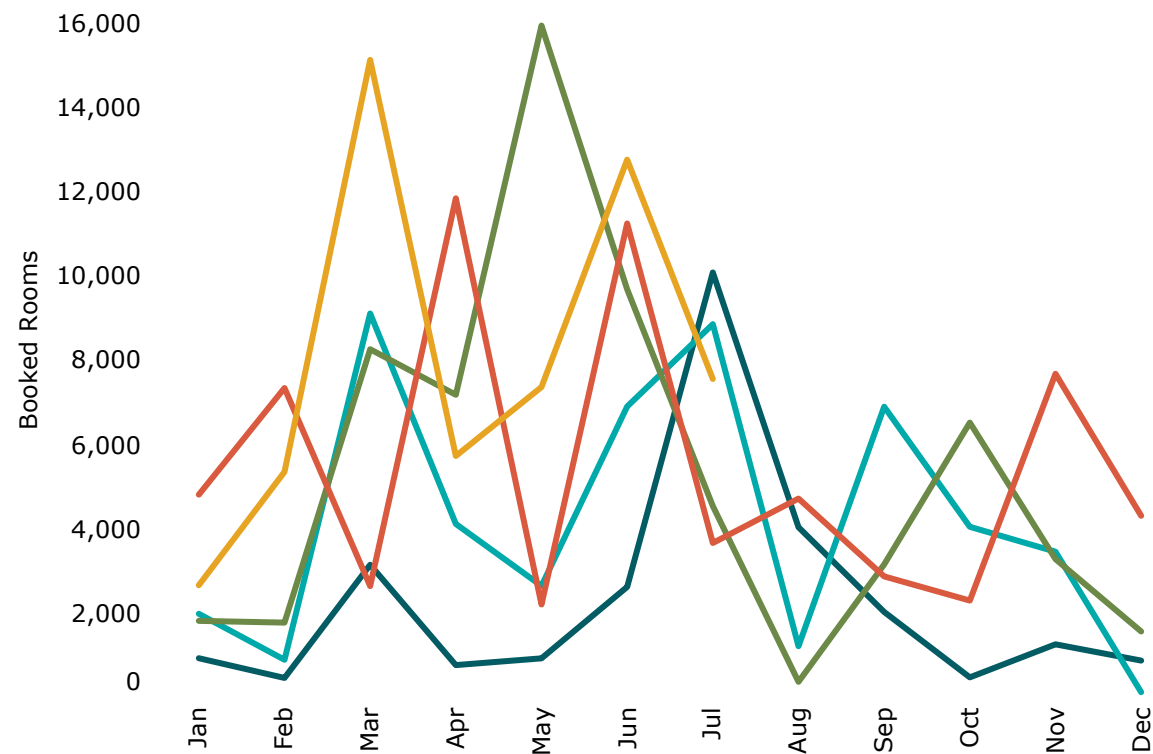
Attendees
80.5K

Future Rooms On-the-Books

Definite Rooms

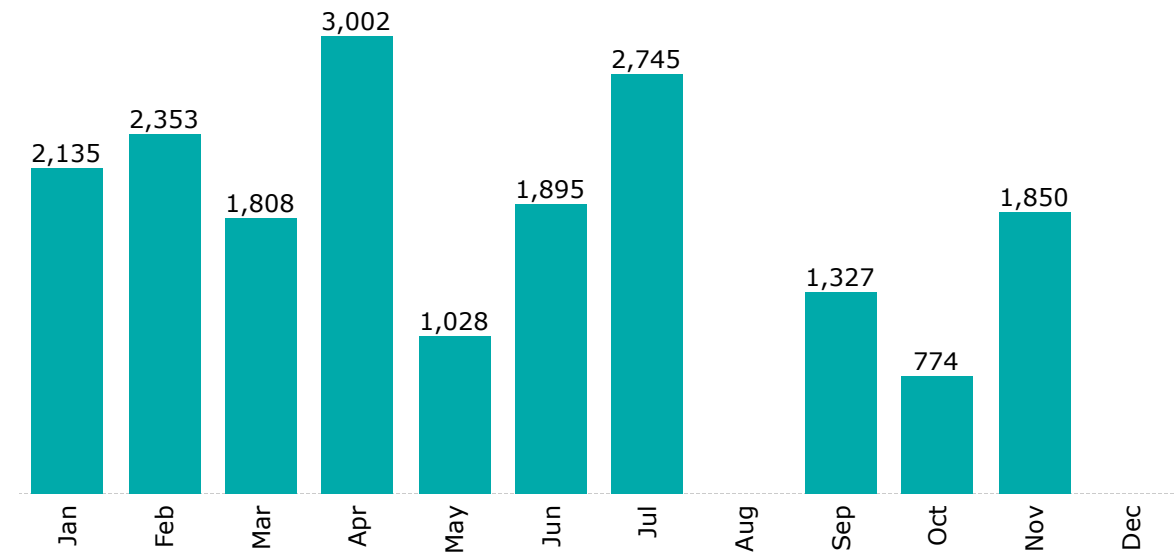
Past Rooms On-the-Books by Calendar Year

2021 2022 2023 2024 2025



CY 2025

CY 2026



On-the-Books as of 8/12/2025

Website Performance Summary

July 2025



214.6K

Total Sessions
+3.6% YOY



2.1 pages

Pages per Session
-0.21 pages YOY



37.1%

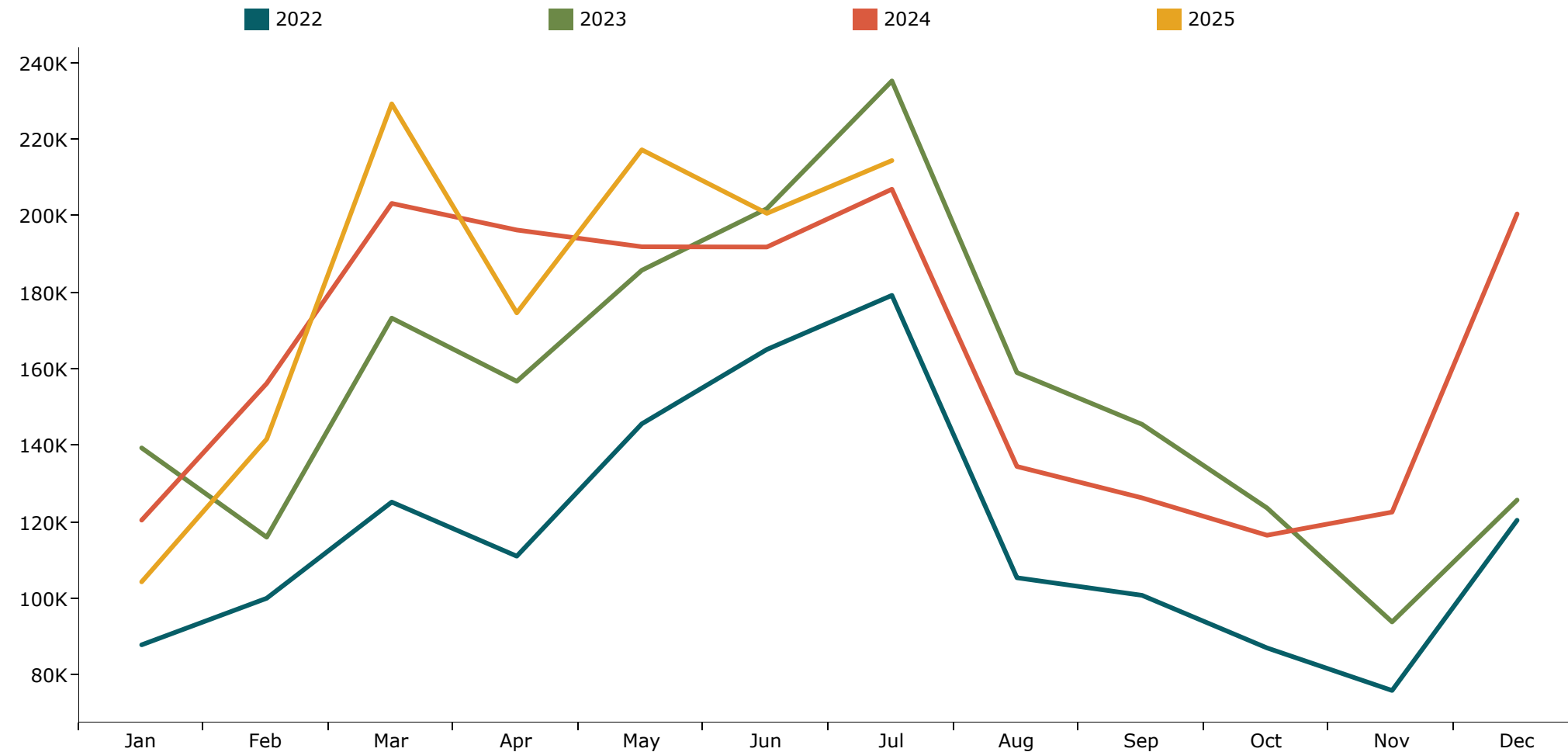
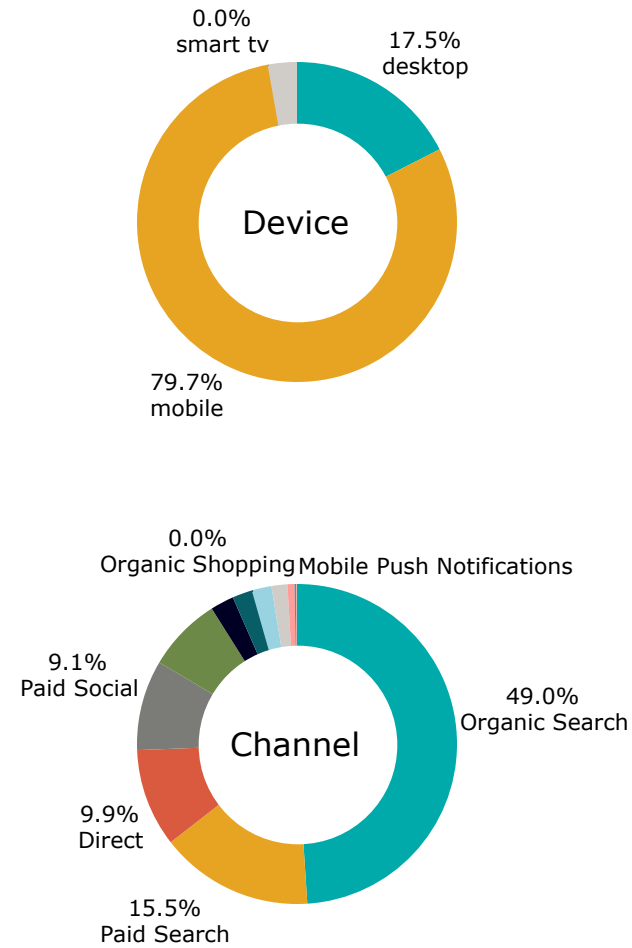
Bounce Rate
+19.9% YOY



00:02:58

Avg. Session Duration
+8.8% YOY

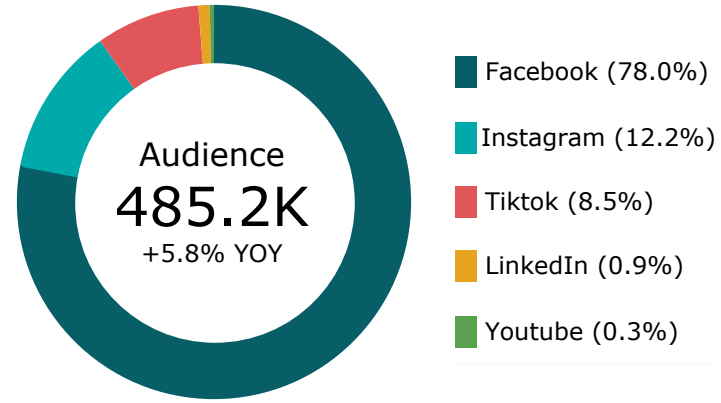
Website Sessions by Month





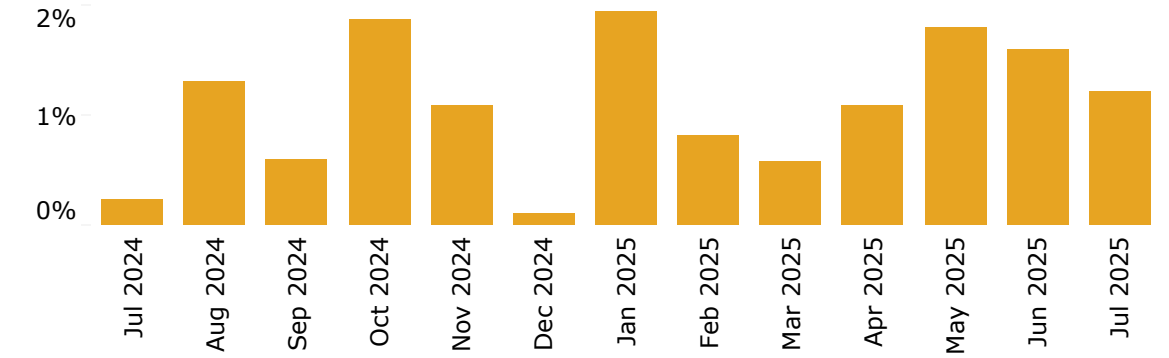
Social Media Summary

Audience Overview

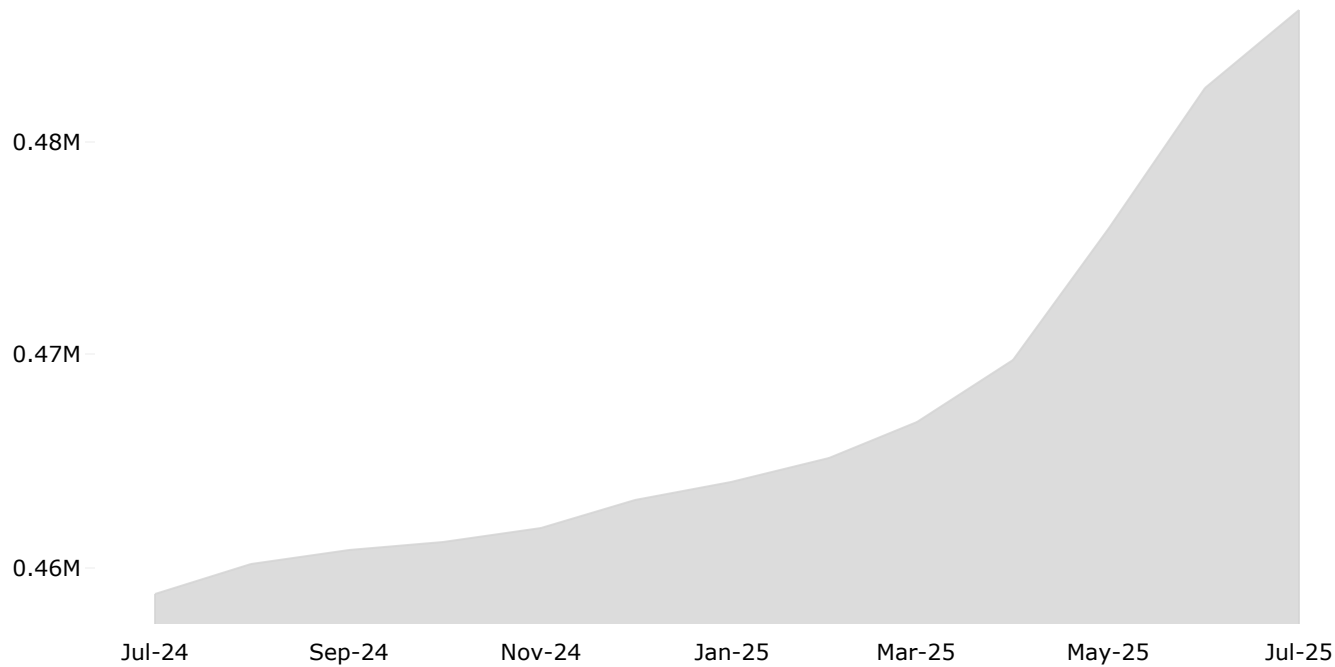


Engagements & Impressions

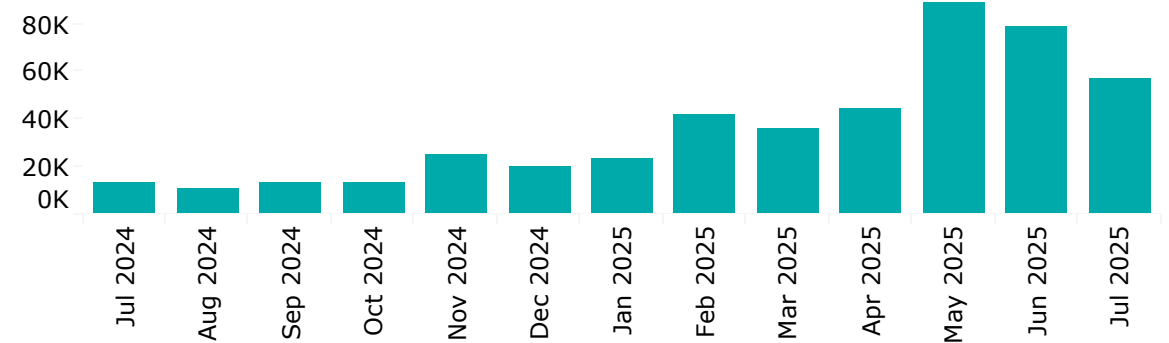
Engagement Rate
July 2025
1.2%
+1.0% pt YOY



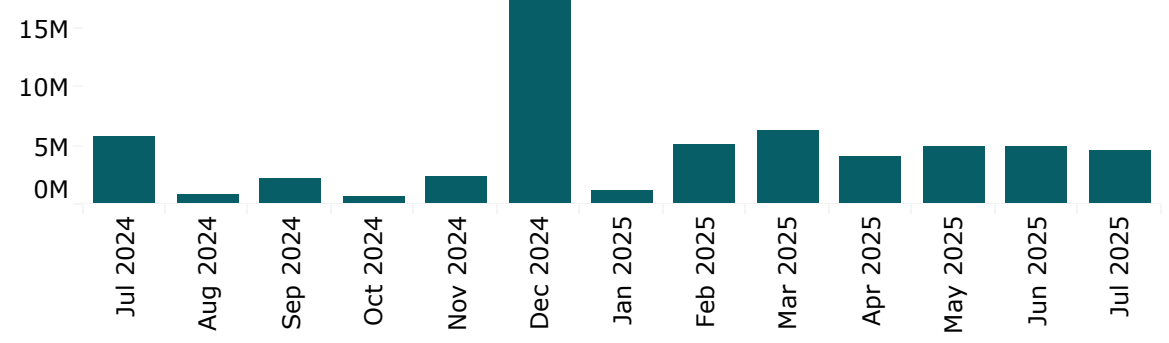
Audience by Month



Engagements
July 2025
56.7K
+323.9% YOY



Impressions
July 2025
4.6M
-20.1% YOY





Social Media Performance by Platform

July 2025



Facebook



Audience
378.5K
+2.1% YOY

Engagement Rate	0.6%
Impressions	3,625,166
Video Views	806,050
Engagement	21,317
Comments	504
Reactions	8,700
Shares	798
Post Link Clicks	1,365
Other Post Clicks	9,950

Instagram



Audience
59.2K
+14.2% YOY

Engagement Rate	2.4%
Impressions	459,594
Video Views	174,854
Engagement	10,893
Comments	108
Reactions	6,836
Saves	331
Shares	2,010

YouTube



Audience
1.6K
+37.8% YOY

Engagement Rate	
Impressions	
Video Views	65,837
Engagement	1,662
Comments	16
Reactions	842
Shares	670
Post Link Clicks	
Other Post Clicks	
Other Engagements	

LinkedIn



Audience
4.4K
+34.0% YOY

Engagement Rate	9.6%
Impressions	5,995
Video Views	79
Engagement	578
Comments	2
Reactions	196
Shares	1
Post Link Clicks	379

Tiktok



Audience
41.4K
+30.9% YOY

Engagement Rate	4.2%
Video Views	535,203
Engagement	22,216
Comments	86
Reactions	15,668
Shares	6,462

