



# Visit Corpus Christi Monthly Data Report

August 2025





# Executive Summary

August 2025



## Highlights

Hotels in the Corpus Christi market experienced a -1.8% decrease in demand for the month of August compared to last year. The market showed a 0.2% increase in ADR, showing an overall revenue drop of -1.5%. Short term rentals showed 16.3% increase in demand helping the overall lodging performance in Corpus reach a 3.6% revenue increase to end the month at \$18.9M in aggregated lodging revenues.

The Island hotels showed a 0.5% increase in demand for the month, while the downtown market decreased -15.7%. The demand changes are trending with Texas and US demand trends, both down year over year. Competitively the only Texas Gulf Coast market with demand growth was South Padre Island with a 7.1% demand growth from last year. All Gulf Coast competitive markets grew in rate this month.

Short term rentals in the market increased demand by 16.3% over last year and ADR up 35.5%. The shift in demand was both weekday and weekend with weekday occupancy up 23%, while weekend occupancy was up 28.1%. The higher demand weeks were the first two weeks of August with occupancy over 45% and rates over \$220.

US hotel performance continued to soften in August, as occupancy declined 1.3% YOY driven by a 0.9% increase in supply. ADR remained level as RevPAR declined 1.0% YOY. The market remains split as luxury hotels saw a 4.0% YOY increase in demand, while remaining property classes experienced low to no growth nationally.

The U.S. economy added 22,000 jobs in August, bringing the three-month average to 29,000, while unemployment rose to 4.3% as gains in the health care sector were offset by losses in federal government and energy sectors. U.S. 12-month inflation increased to 2.9% in August.



Hotel Demand  
**155.6K**  
-1.8% YOY



Hotel ADR  
**\$105.44**  
+0.2% YOY



Hotel RevPAR  
**\$58.21**  
+0.8% YOY



Overnight Trip Share  
**76.7%**



L&H Jobs  
**27.2K**  
+0.0% YOY



CRP Checkpoint Volume  
**37.3K**  
+0.9% YOY



Website Sessions  
**164.4K**  
+22.1% YOY

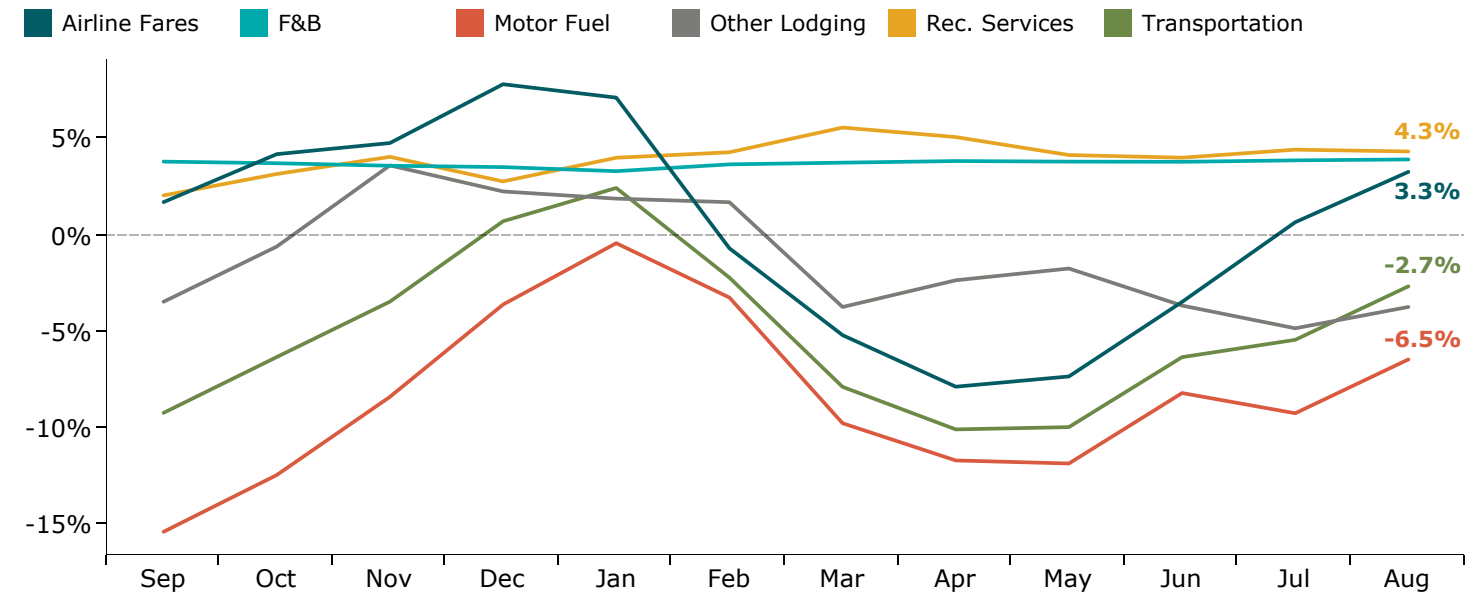


Social Media Audience  
**489.0K**  
+6.3% YOY

# Travel Trends

## Travel Price Index

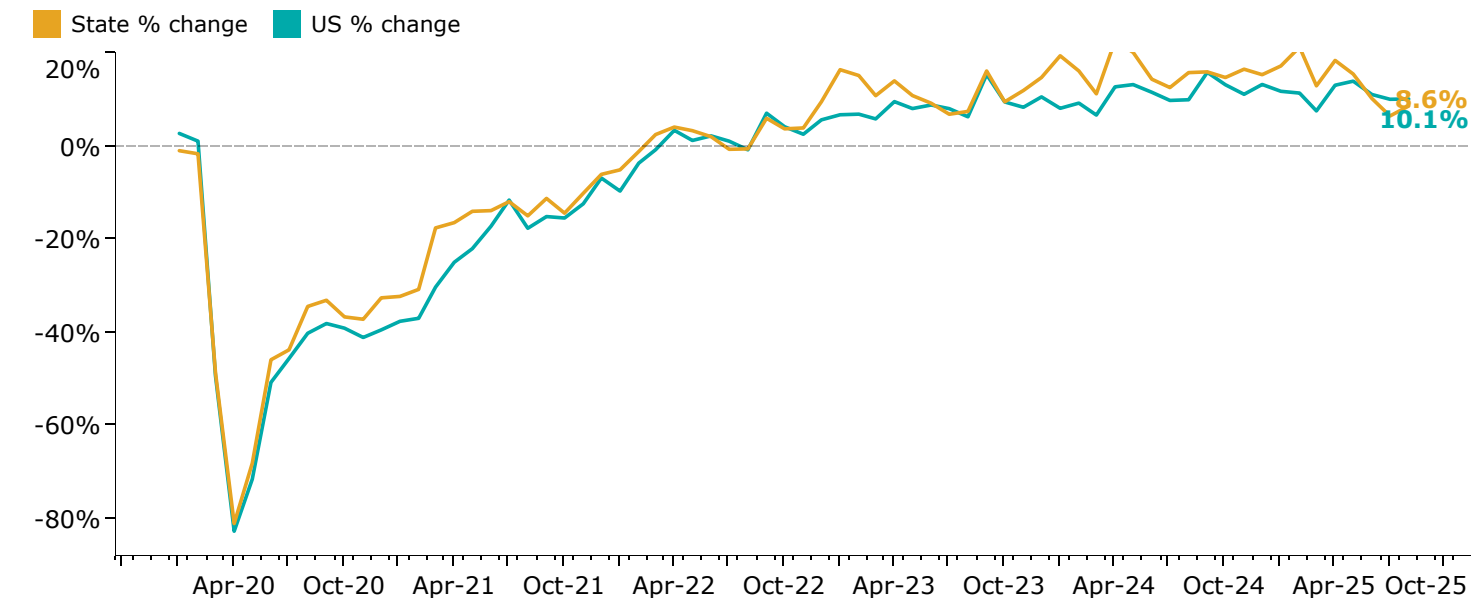
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

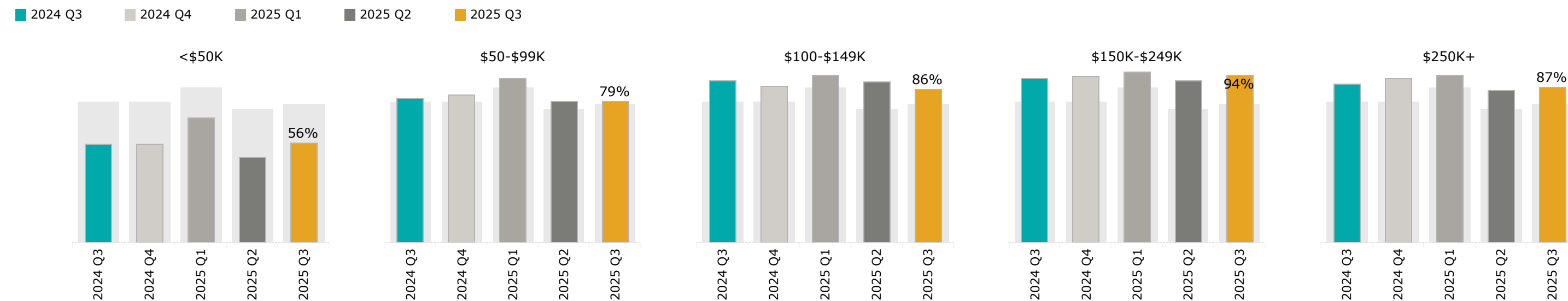
% Change vs. 2019 | Texas vs U.S. total



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)

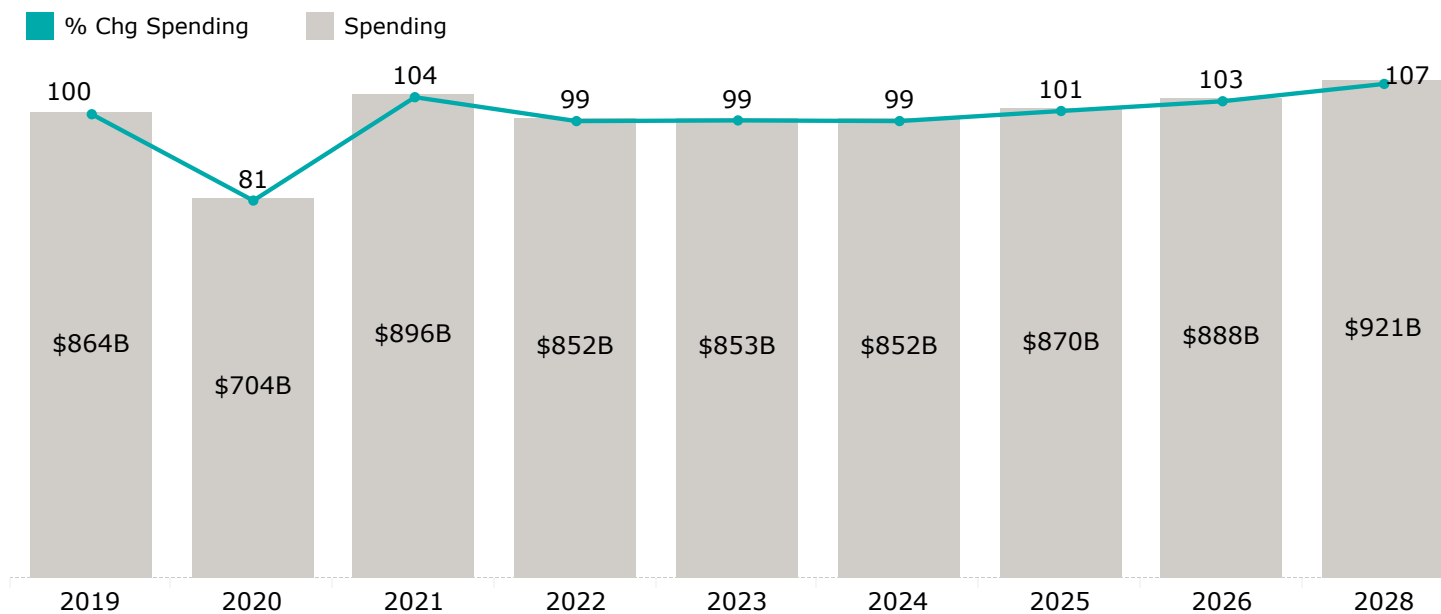


Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast

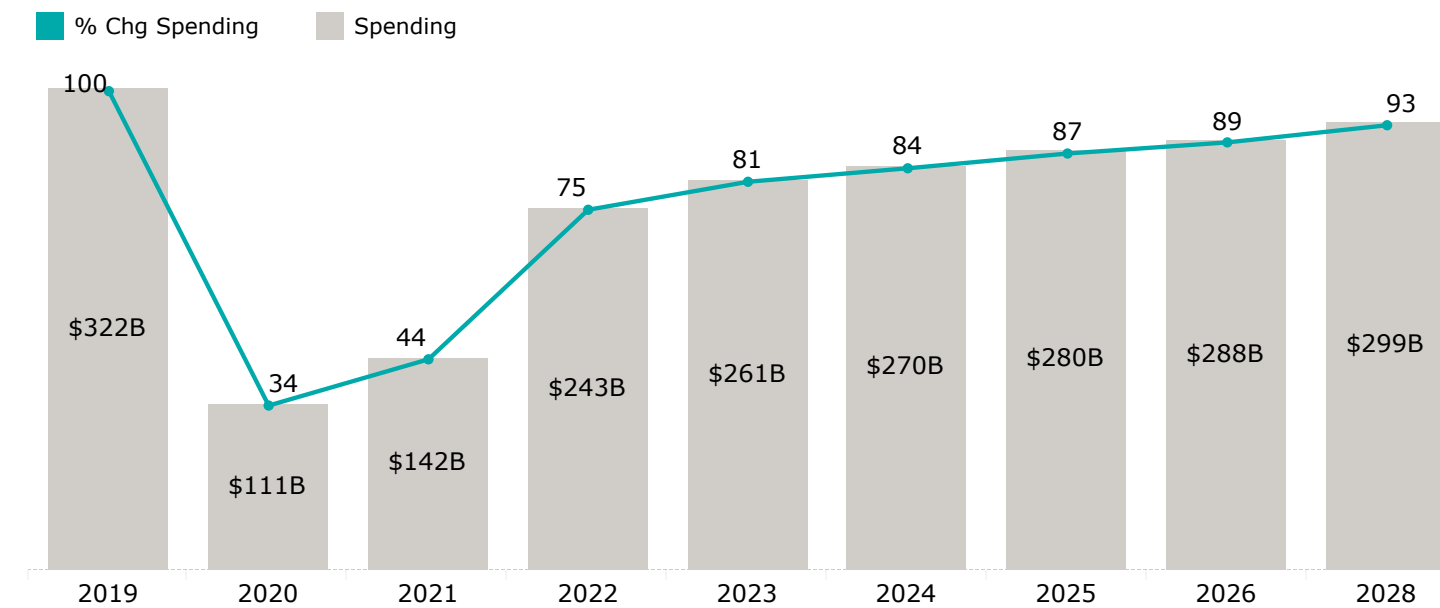
## Real Domestic Leisure Travel Spending

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



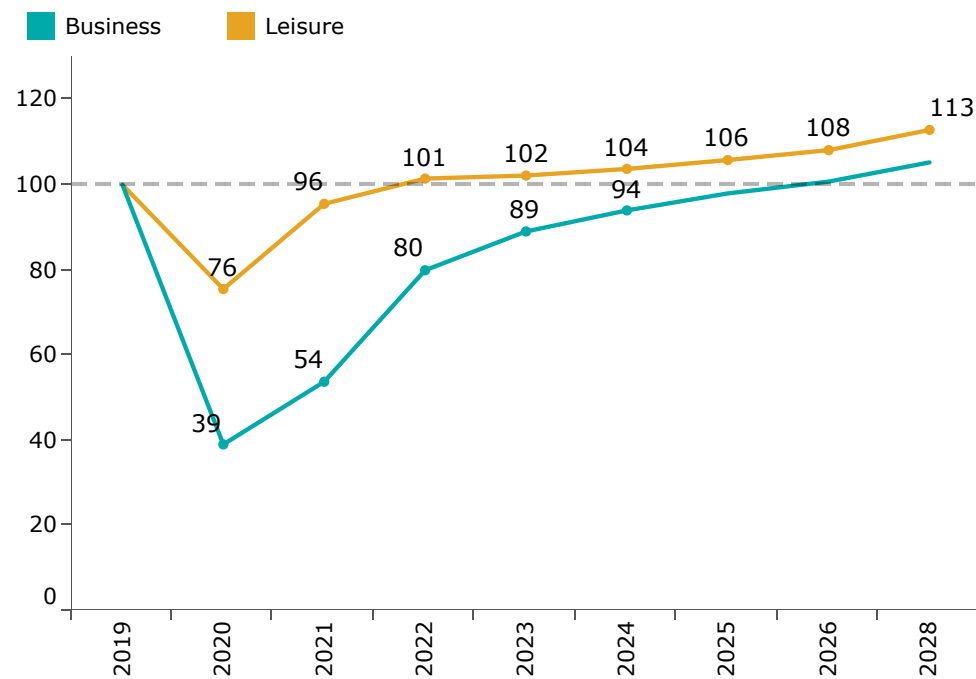
## Real Domestic Business Travel Spending

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



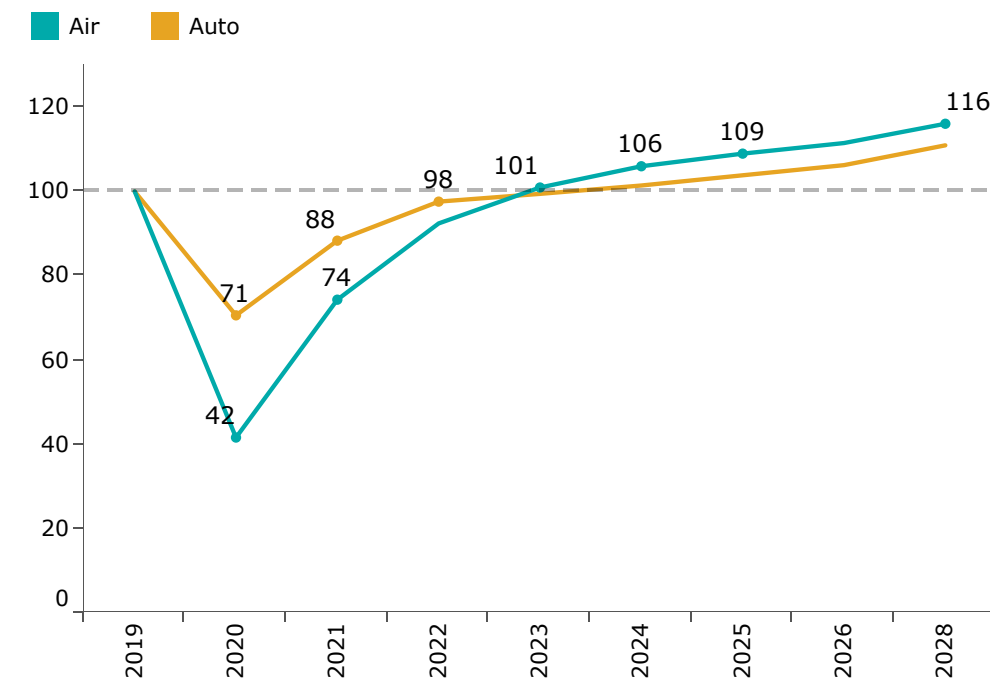
## Leisure vs. Business Travel Volume

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



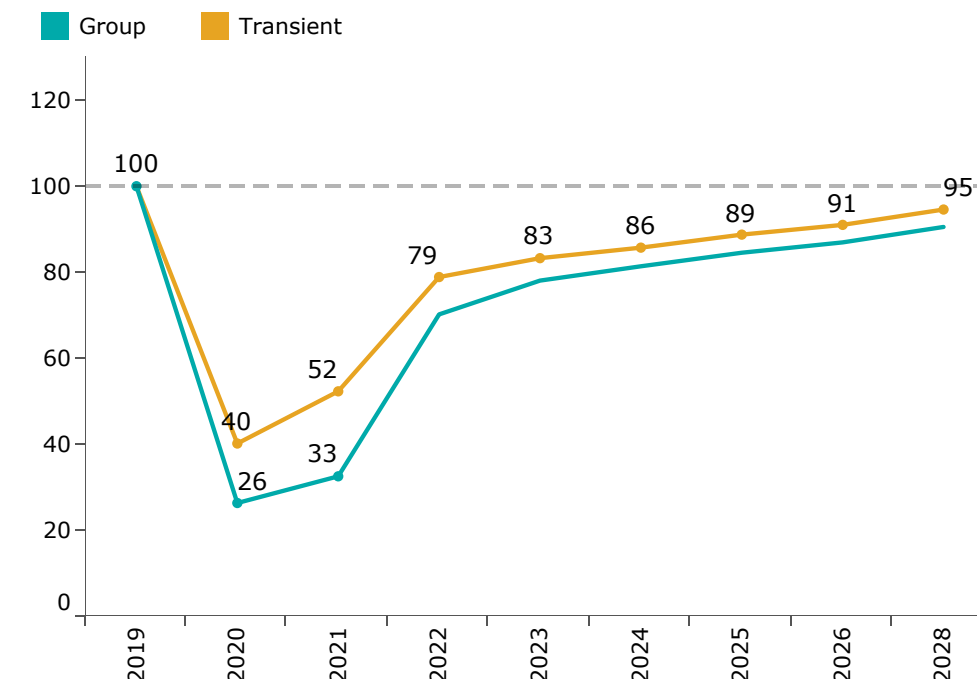
## Auto vs. Air Travel Volume

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



## Group vs. Transient Travel Spending

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





# Hotel Review

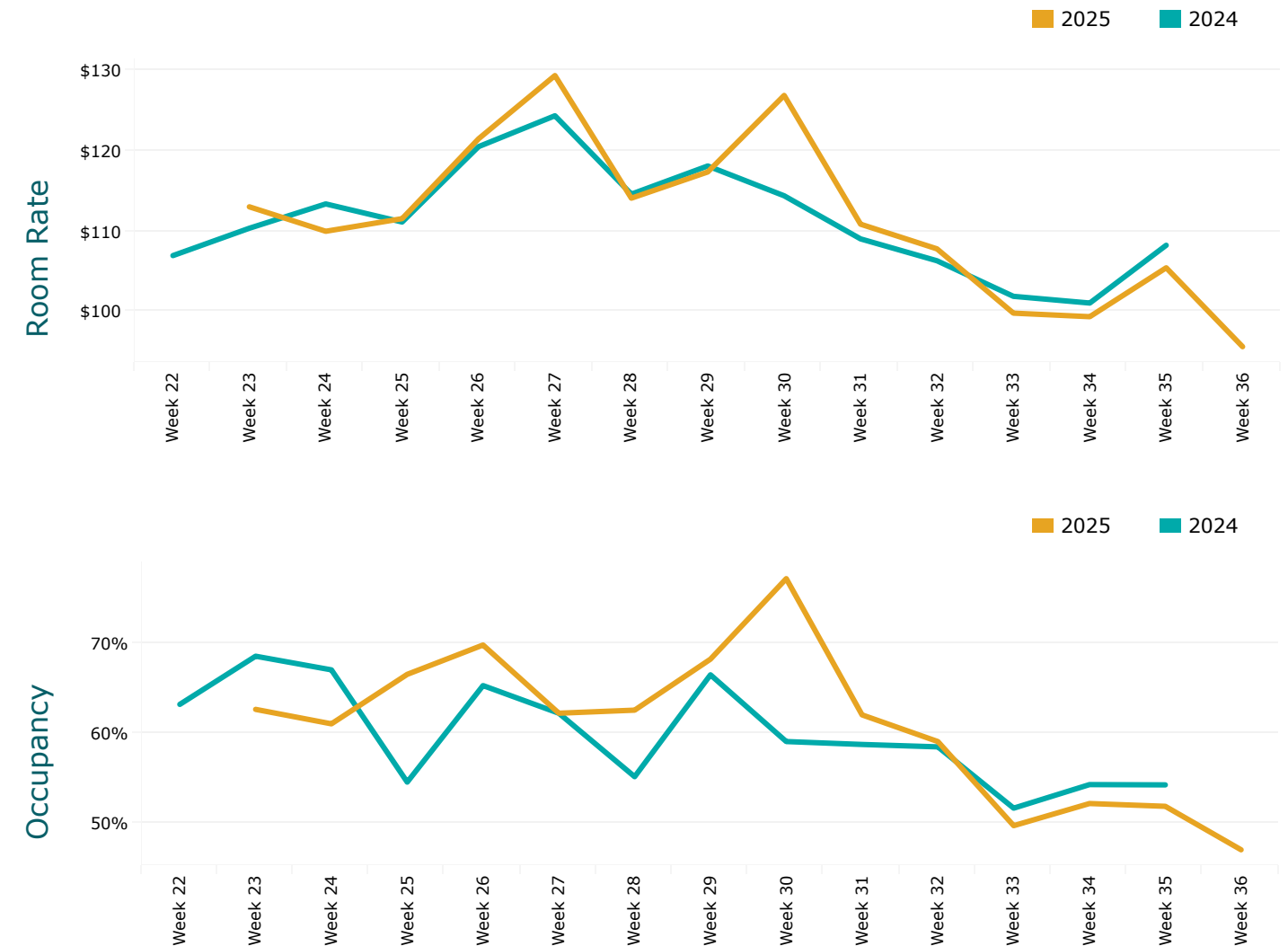


## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
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
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%
Aug	Texas	61.5%	-5.9%	\$115	-3.4%	\$71	-9.1%
	United States	68.2%	-1.0%	\$162	-0.1%	\$110	-1.1%
	Corpus Christi	55.2%	+0.6%	\$105	+0.2%	\$58	+0.8%
	Austin	58.1%	-5.1%	\$134	-5.3%	\$78	-10.2%
	Galveston	55.6%	-18.5%	\$163	+4.9%	\$91	-14.5%
	Houston	55.9%	-23.1%	\$113	-8.3%	\$63	-29.5%
Aug	San Antonio	55.3%	-2.8%	\$118	-0.7%	\$65	-3.5%
	South Padre Island	70.5%	+7.1%	\$148	+5.1%	\$104	+12.6%
	Texas	58.5%	-6.9%	\$112	-3.0%	\$66	-9.7%
	United States	66.1%	-1.3%	\$159	+0.3%	\$105	-1.0%

## Fiscal Year-to-Date Corpus Christi Performance

**Occupancy 54.5%** -2.1%    
**ADR \$103** -0.1%    
**RevPAR \$56** -2.2%    
**Supply 3.0M** +0.8%    
**Demand 1.7M** -1.4%    
**Revenue \$170.6M** -1.5%





# Corpus Christi Hotel Outlook



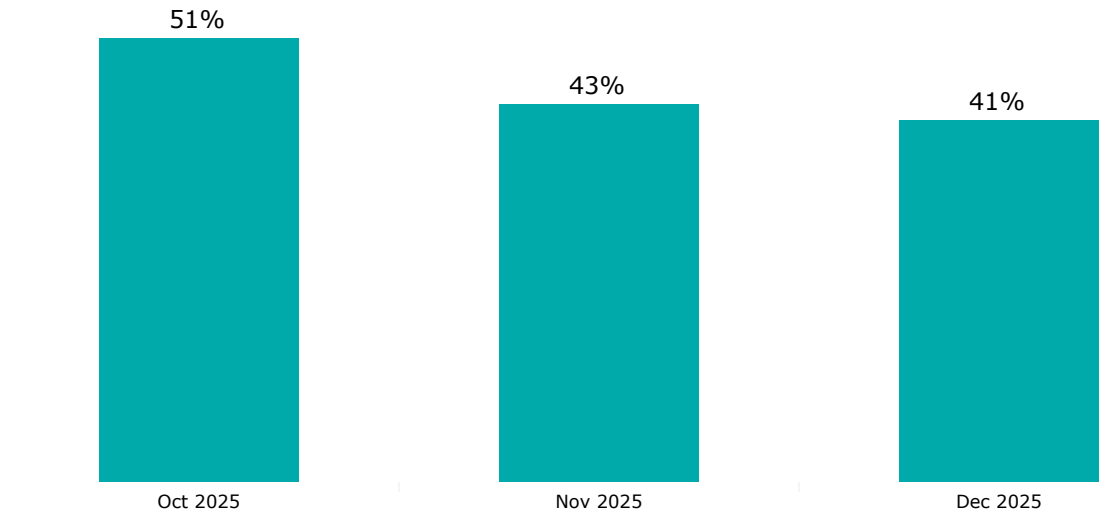
## Preliminary September 2025 Hotel Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	49.9%	+8.6%	\$94	-2.6%	\$47	+5.8%
Austin	68.4%	+9.1%	\$173	+5.0%	\$118	+14.6%
Galveston	44.7%	-6.6%	\$119	-2.6%	\$53	-9.0%
Houston	58.0%	-5.7%	\$122	-2.3%	\$71	-7.8%
San Antonio	51.6%	-0.9%	\$127	+2.9%	\$66	+1.9%
South Padre Island	54.4%	+4.5%	\$108	-3.7%	\$59	+0.7%
Texas	60.2%	+2.4%	\$124	+2.5%	\$75	+5.0%
United States	64.4%	+3.0%	\$162	+3.0%	\$104	+6.1%

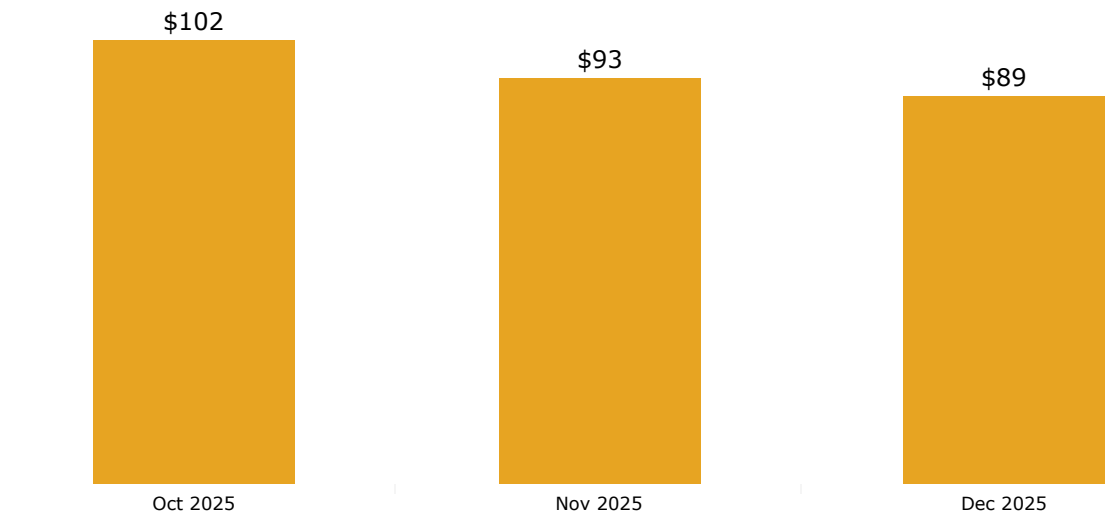
**Week Days**

## Hotel Forecast

### Occupancy



### Average Room Rate



**Week Ends**

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	61.0%	+18.7%	\$100	+2.8%	\$61	+22.1%
Austin	74.7%	+7.9%	\$173	-1.9%	\$129	+5.8%
Galveston	71.8%	-2.9%	\$177	+5.7%	\$127	+2.7%
Houston	61.0%	-8.4%	\$116	-2.9%	\$71	-11.1%
San Antonio	60.9%	-3.6%	\$124	-4.0%	\$75	-7.5%
South Padre Island	73.7%	+2.6%	\$140	+8.8%	\$103	+11.6%
Texas	64.5%	-1.6%	\$123	-1.6%	\$80	-3.2%
United States	72.7%	-0.3%	\$176	+1.2%	\$128	+0.9%

Note: Includes daily data through 9/20/2025  
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

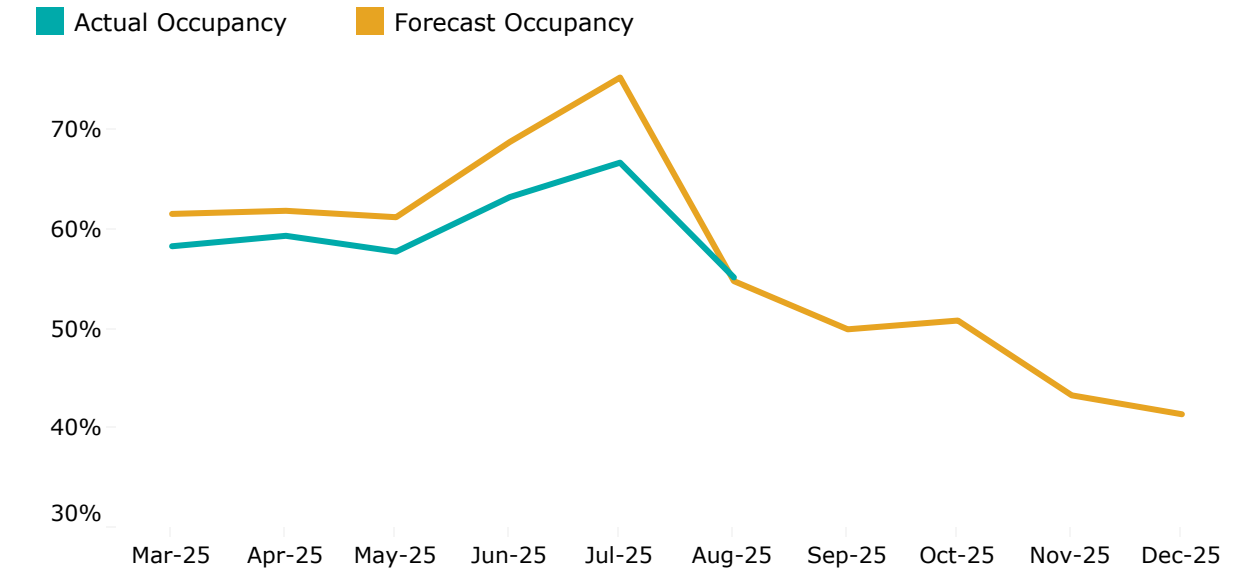
Forecast

YOY % Change

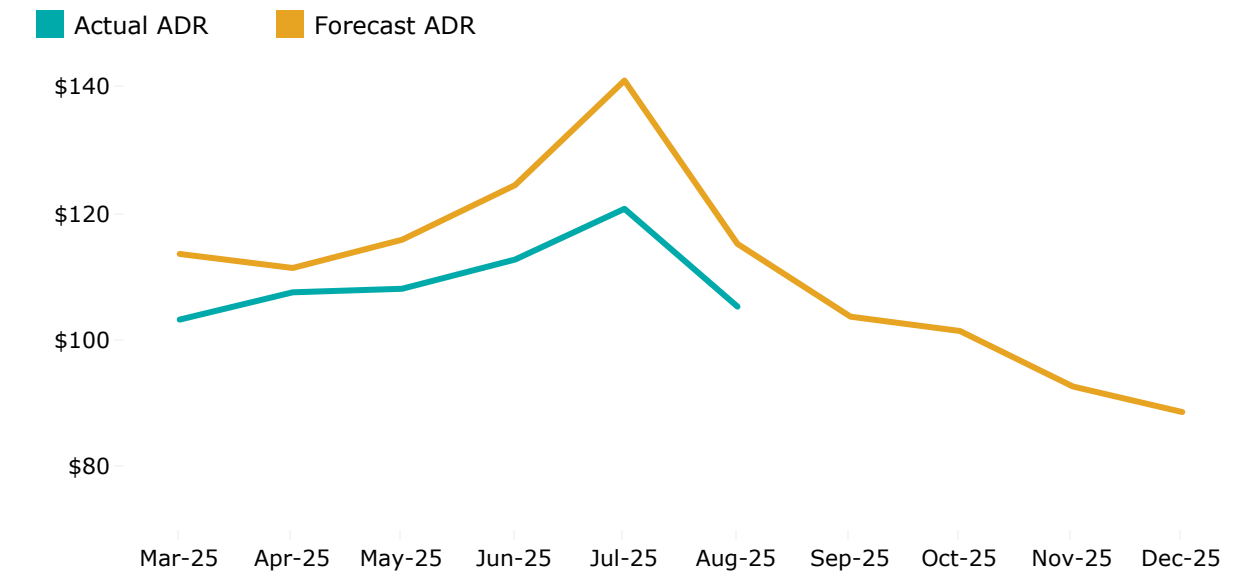
		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2025	Q3	-0.3%	+1.8%	+1.5%	+1.3%	+1.0%	+2.9%
	Q4	-0.9%	+1.8%	+0.9%	+1.9%	+1.1%	+2.9%

## Forecast vs. Actuals by Month

### Occupancy



### Average Room Rate





# Short Term Rental Review



## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jun	Corpus Christi	64.0%	+5.1%	\$261	-7.6%	\$167	-2.8%
	Galveston	56.3%	-3.5%	\$331	+3.7%	\$186	+0.0%
	Port Aransas	66.9%	+12.3%	\$443	-6.3%	\$297	+5.3%
	South Padre Island	61.1%	-2.0%	\$316	+2.4%	\$193	+0.4%
Jul	Corpus Christi	69.9%	+10.1%	\$290	-7.3%	\$203	+2.1%
	Galveston	62.2%	+23.1%	\$351	+4.9%	\$218	+29.1%
	Port Aransas	73.6%	+13.0%	\$486	-4.9%	\$358	+7.4%
	South Padre Island	76.1%	+10.2%	\$358	-1.9%	\$272	+8.1%
Aug	Corpus Christi	47.0%	+13.3%	\$226	-4.0%	\$106	+8.8%
	Galveston	36.7%	+1.6%	\$286	+7.1%	\$105	+8.8%
	Port Aransas	47.7%	+18.3%	\$374	-1.4%	\$178	+16.7%
	South Padre Island	55.1%	+14.8%	\$253	+0.6%	\$139	+15.5%

## Fiscal Year-to-Date Corpus Christi Performance

Occupancy  
**44.3%**  
+9.1%

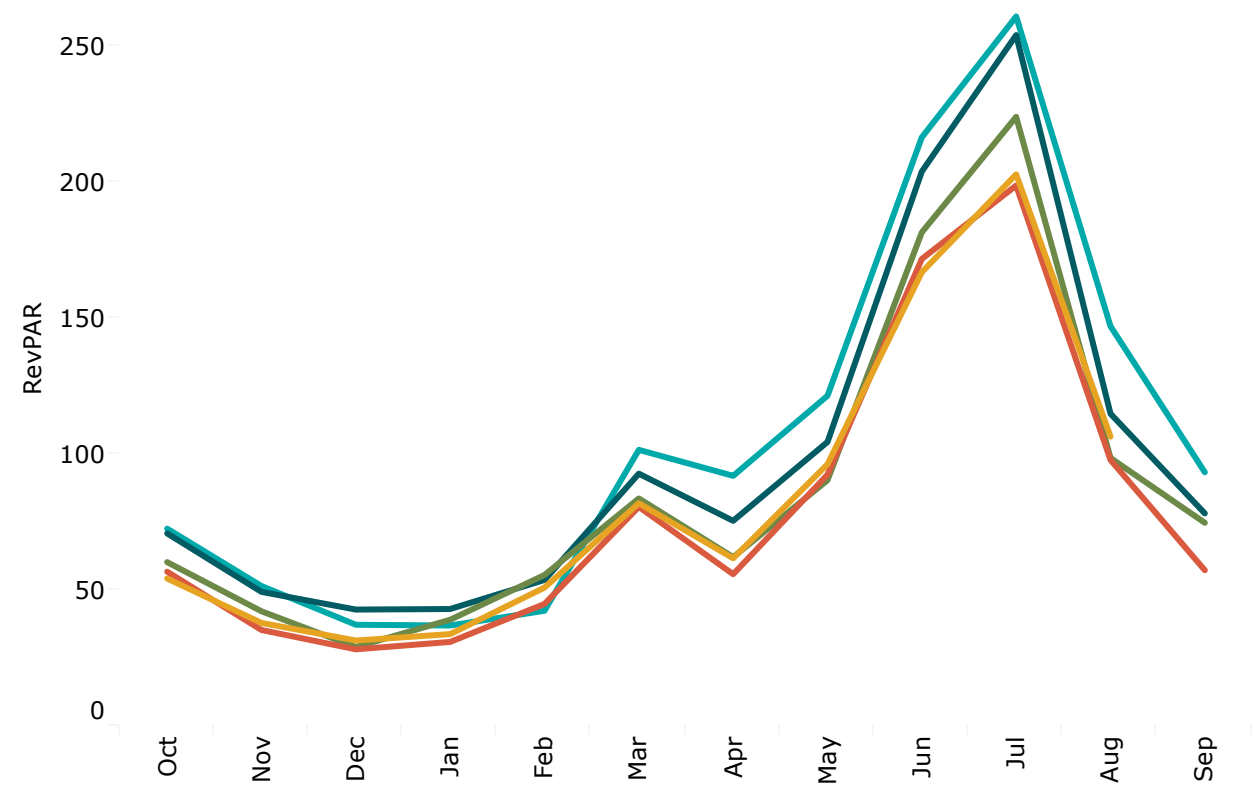
ADR  
**\$194**  
-5.4%

RevPAR  
**\$86**  
+3.2%

## Short Term Rental RevPAR by Month

Last Three Fiscal Years

2021 2022 2023 2024 2025



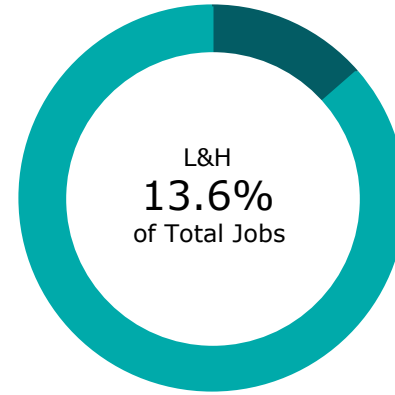
Note: Occupancy is not reflective of overall changes in short term rental demand  
Source: KeyData



# Corpus Christi Leisure & Hospitality Workforce

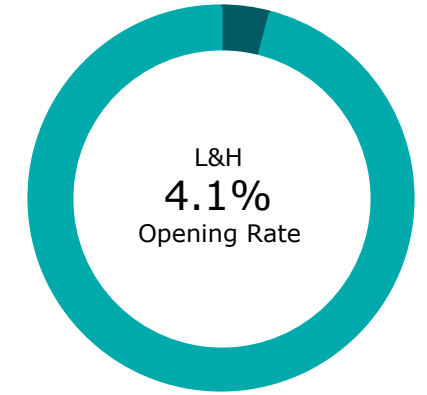
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of August 2025  
**27.2K**  
+0.0% YOY | -1.4% vs. 2019



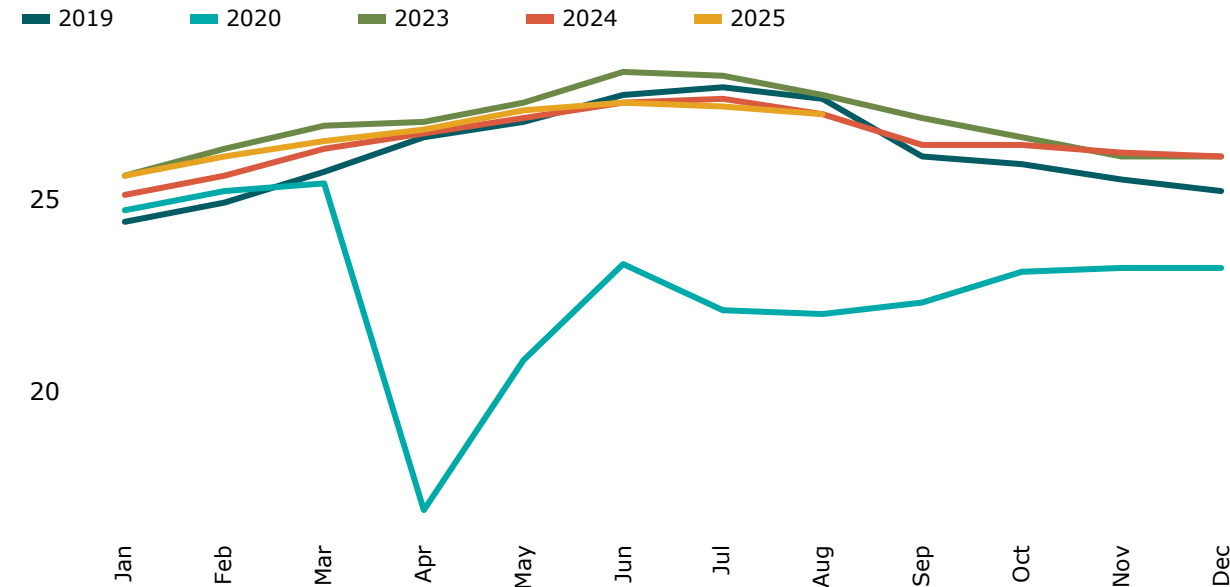
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of July 2025  
**1.2K**  
-6.6% YOY | -10.1% vs. 2019



### Employment Recovery

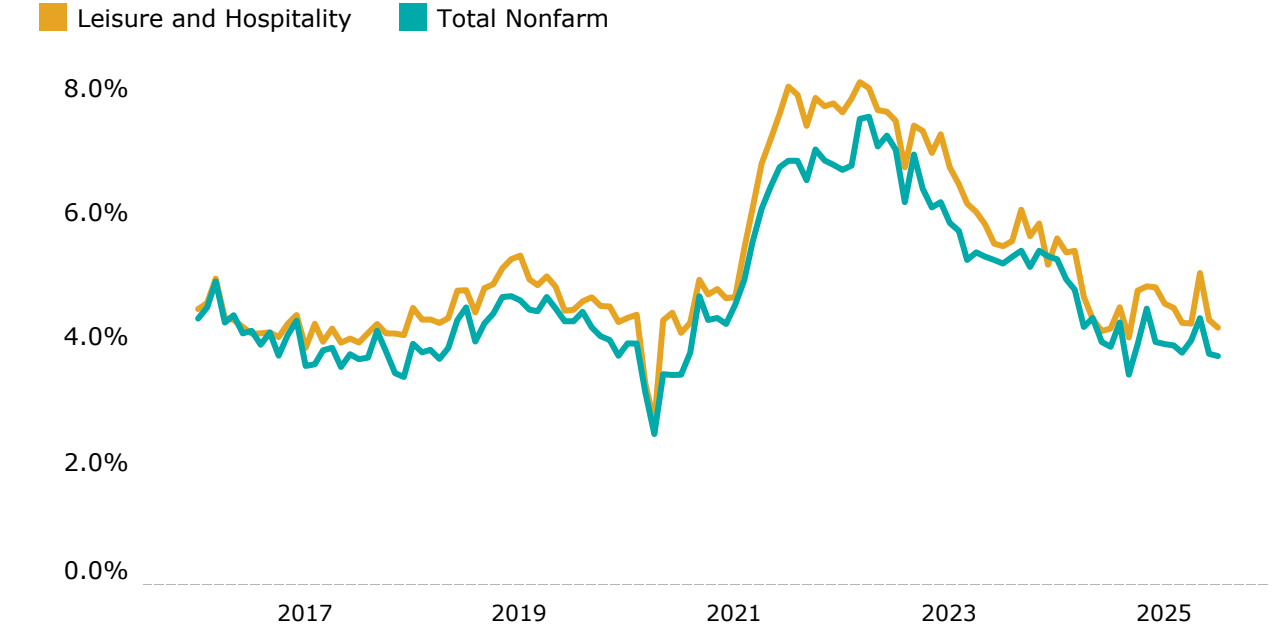
Leisure & Hospitality Jobs (Thousands)



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

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

August 2025 Volume

**37.3K**

+0.9% YOY

Oct 2024 - Aug 2025 Volume

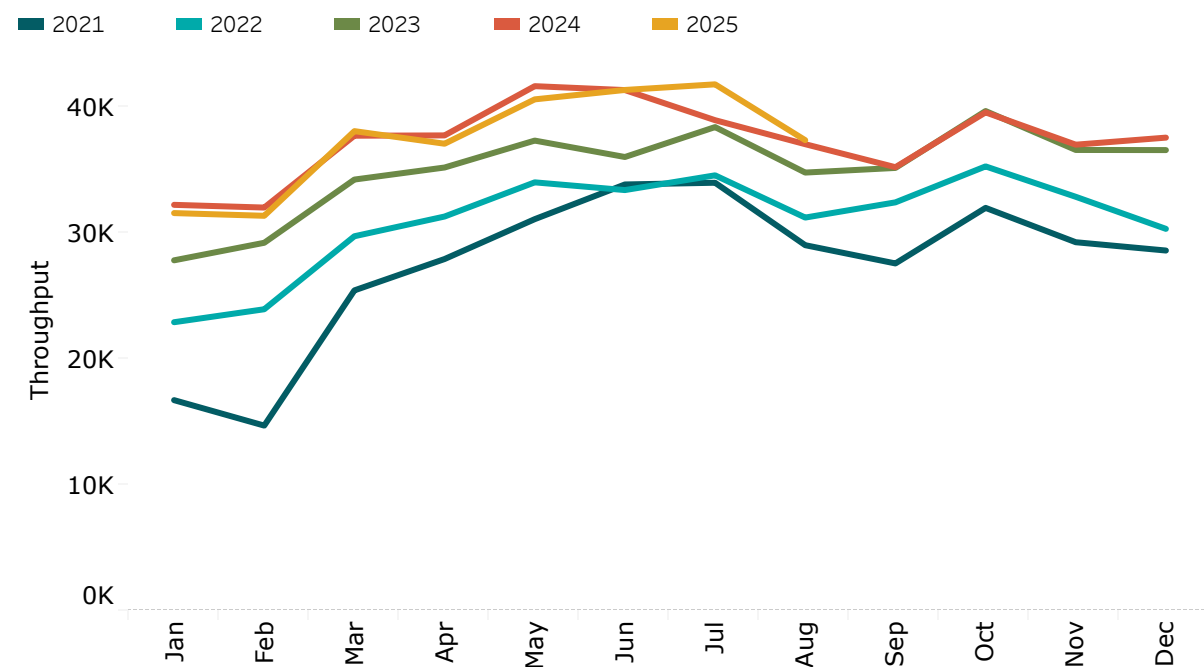
**412.6K**

-0.0045934037496

Source: Transportation Security Administration

### TSA Checkpoint Volume by Month

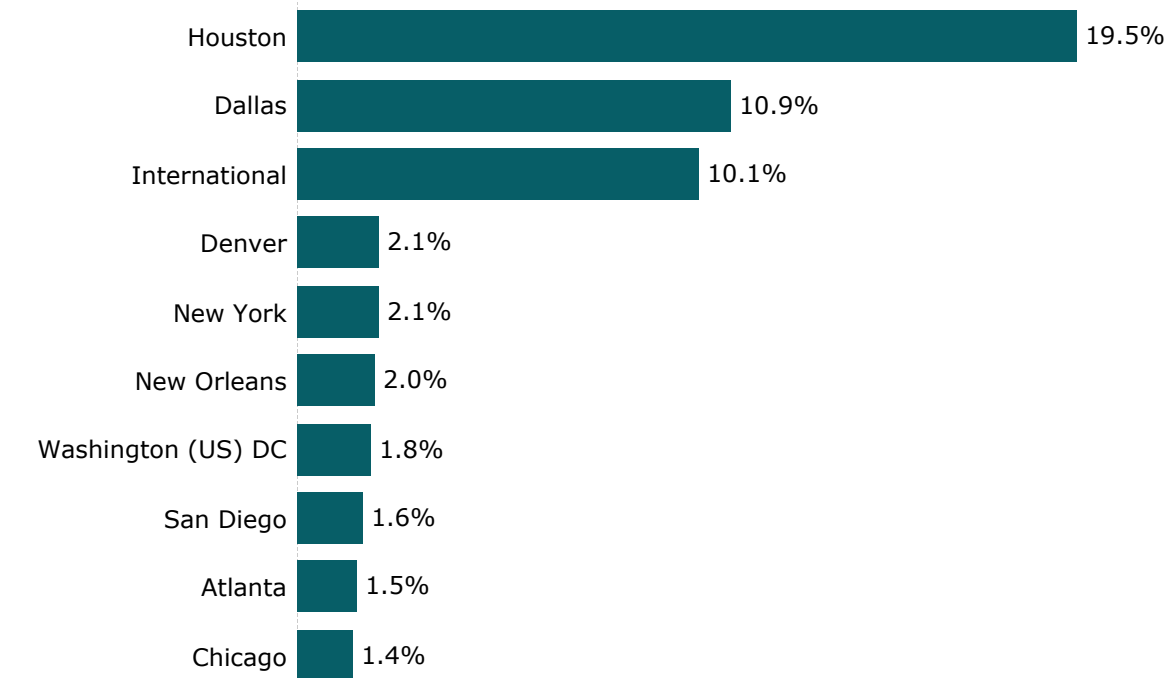
Last Five Calendar Years



Source: Transportation Security Administration

### Air Visitor Origins

Oct 2024 - Jul 2025 Visitor Arrivals



Source: OAG



# Visit Corpus Christi Meeting & Sports Sales



## Jan - Aug 2025 Meetings & Sports Events

Events  
**81**

Rooms  
**58.0K**

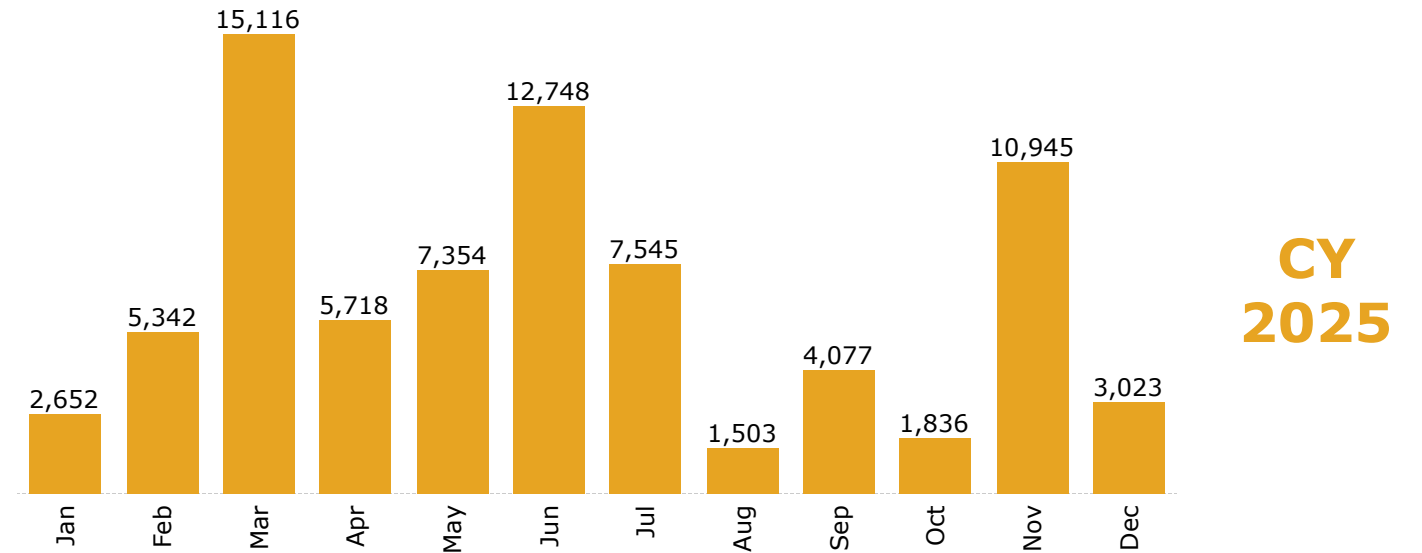
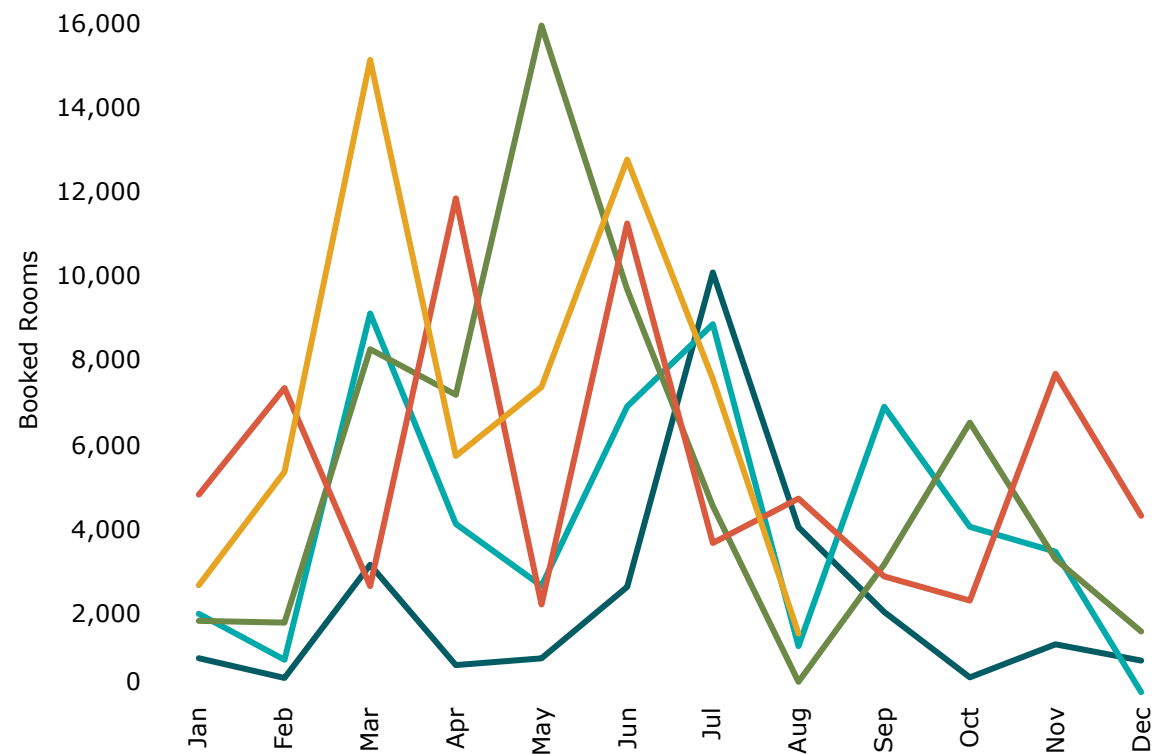
Attendees  
**83.3K**

## Future Rooms On-the-Books

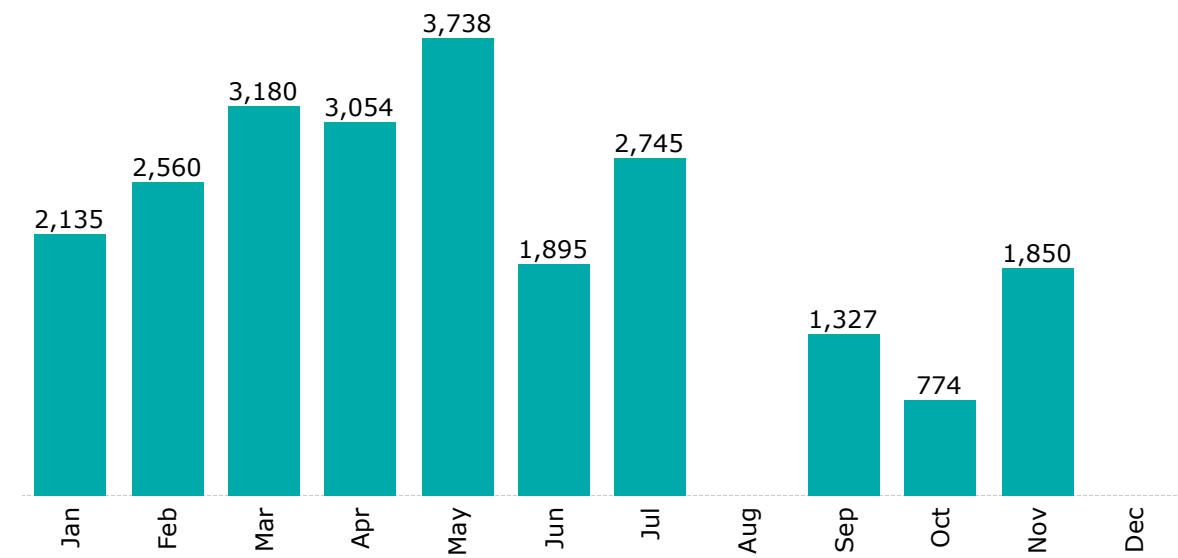
### Definite Rooms

Past Rooms On-the-Books by Calendar Year

2021 2022 2023 2024 2025



### CY 2026



On-the-Books as of 9/24/2025

# Website Performance Summary

August 2025



## 164.4K

Total Sessions  
+22.1% YOY



## 2.1 pages

Pages per Session  
-0.20 pages YOY



## 37.7%

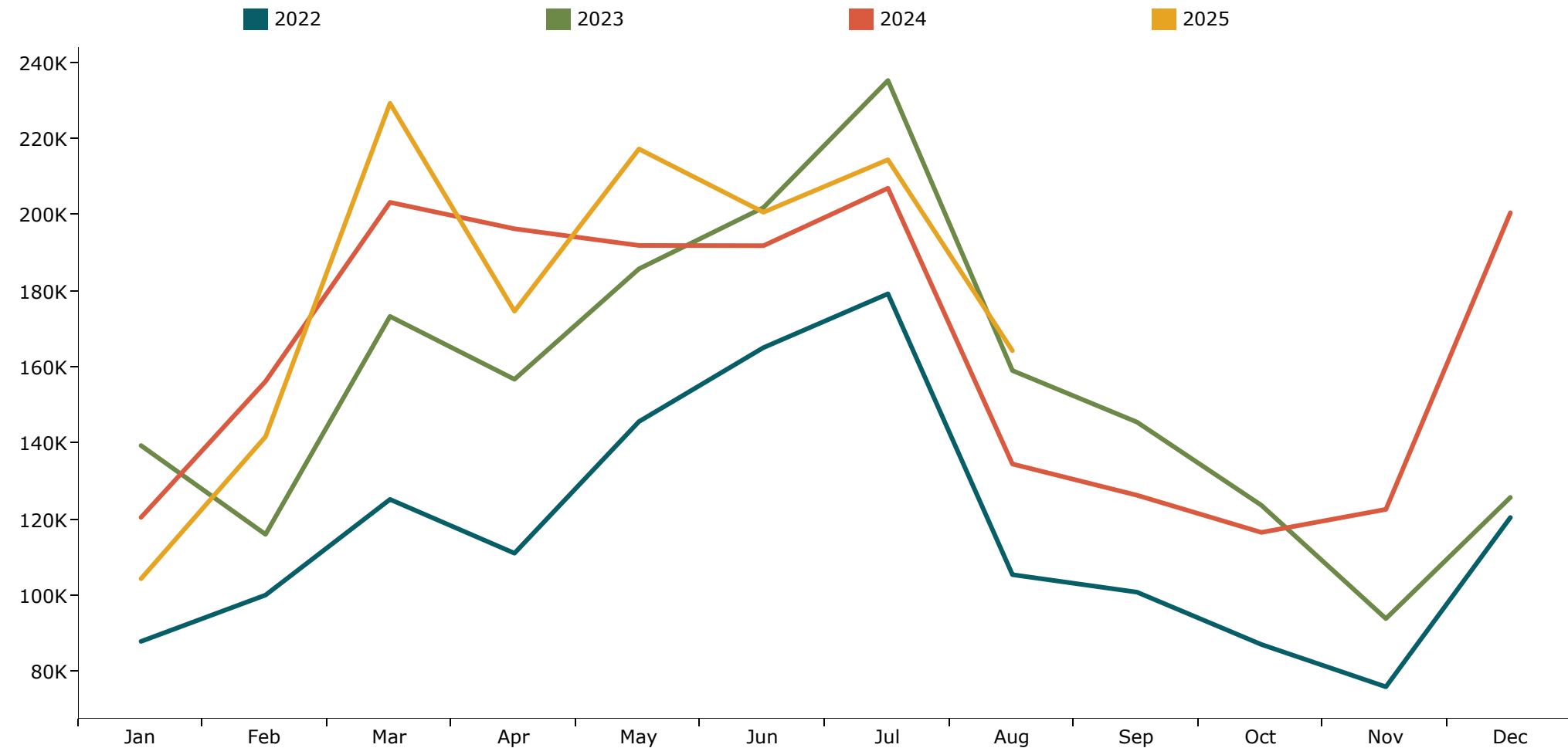
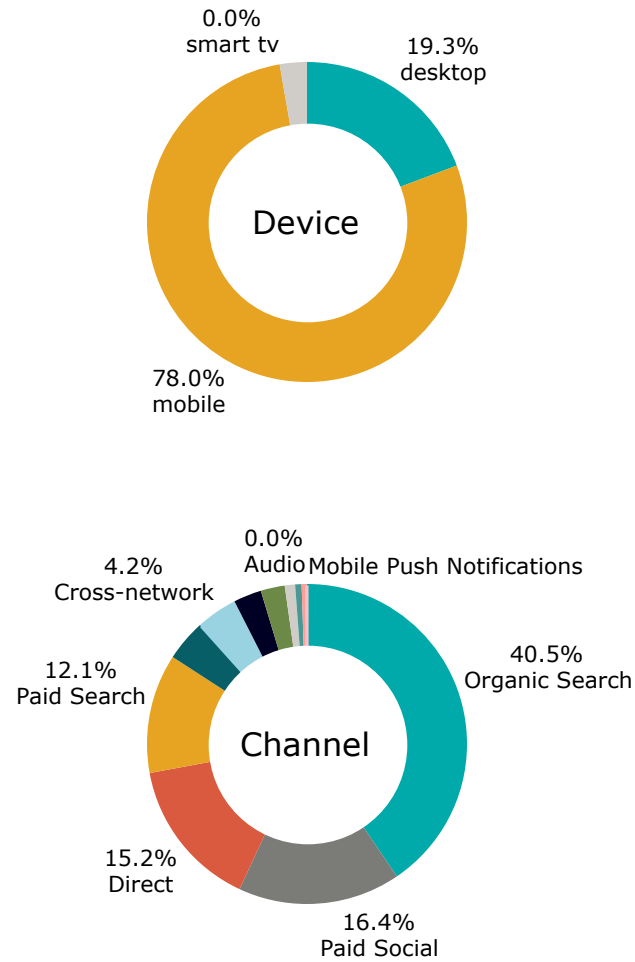
Bounce Rate  
+5.5% YOY



## 00:02:22

Avg. Session Duration  
-5.4% YOY

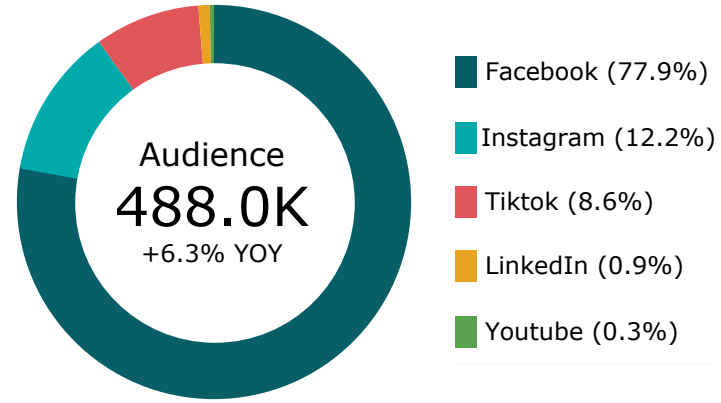
## Website Sessions by Month





# Social Media Summary

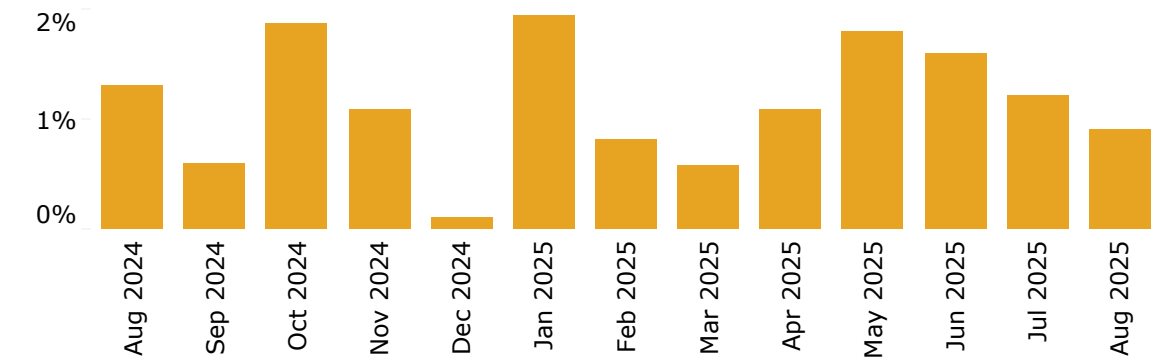
## Audience Overview



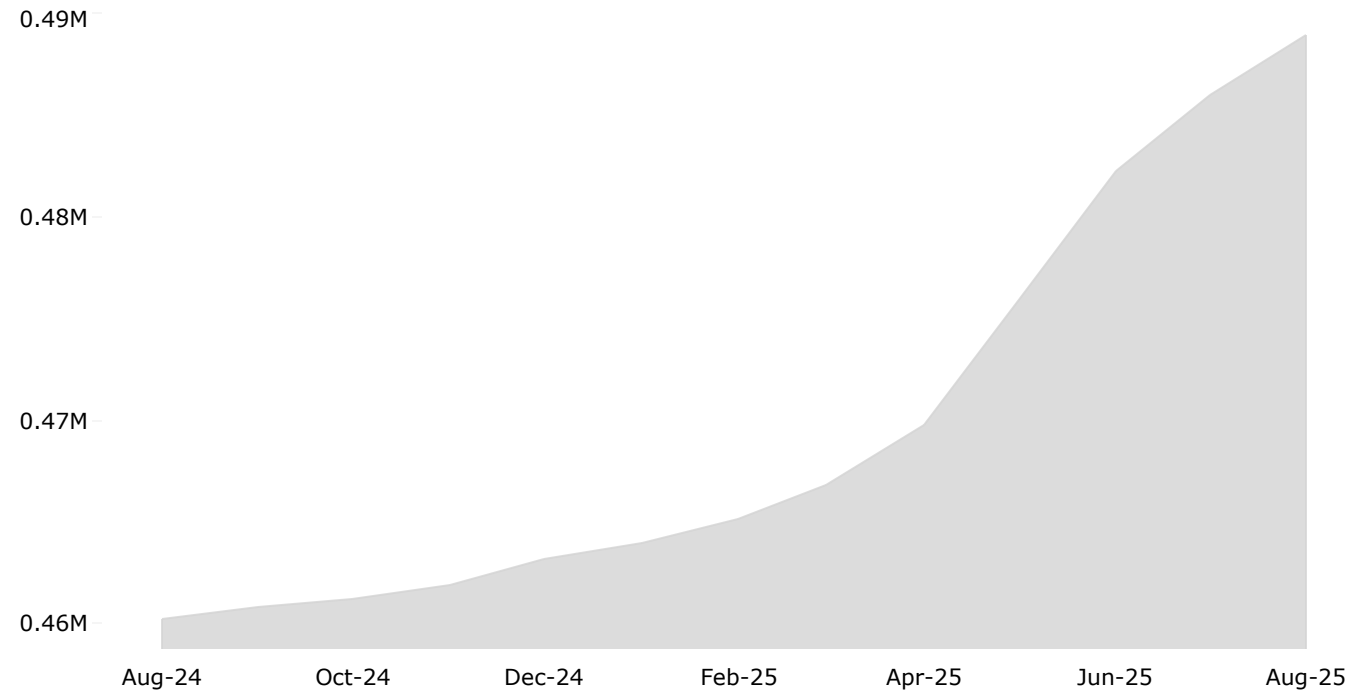
## Engagements & Impressions

### Engagement Rate

August 2025  
**0.9%**  
-0.4% pt YOY

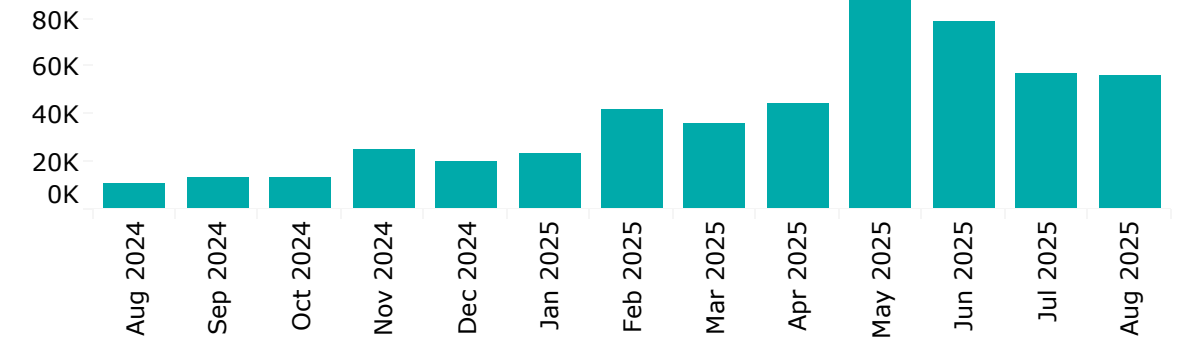


### Audience by Month



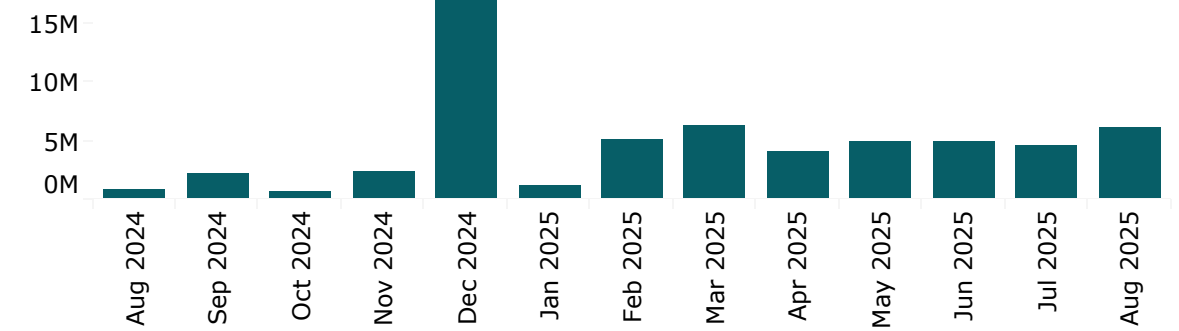
### Engagements

August 2025  
**56.4K**  
+431.8% YOY



### Impressions

August 2025  
**6.1M**  
+658.5% YOY





# Social Media Performance by Platform

August 2025



## Facebook



<b>Engagement Rate</b>	<b>0.5%</b>
<b>Impressions</b>	<b>5,339,921</b>
<b>Video Views</b>	<b>521,299</b>
<b>Engagement</b>	<b>24,090</b>
Comments	585
Reactions	12,270
Shares	1,191
Post Link Clicks	304
Other Post Clicks	9,740

## Instagram



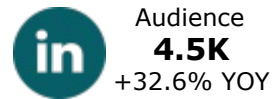
<b>Engagement Rate</b>	<b>3.2%</b>
<b>Impressions</b>	<b>453,529</b>
<b>Video Views</b>	<b>151,486</b>
<b>Engagement</b>	<b>14,544</b>
Comments	152
Reactions	9,471
Saves	
Shares	3,551

## YouTube



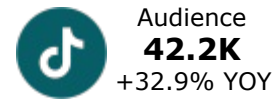
<b>Engagement Rate</b>	
<b>Impressions</b>	
<b>Video Views</b>	<b>47,669</b>
<b>Engagement</b>	<b>198</b>
Comments	1
Reactions	126
Shares	46
Post Link Clicks	
Other Post Clicks	
Other Engagements	

## LinkedIn



<b>Engagement Rate</b>	<b>10.9%</b>
<b>Impressions</b>	<b>5,980</b>
<b>Video Views</b>	<b>254</b>
<b>Engagement</b>	<b>650</b>
Comments	6
Reactions	226
Shares	3
Post Link Clicks	415

## Tiktok



<b>Engagement Rate</b>	<b>5.1%</b>
<b>Video Views</b>	<b>331,138</b>
<b>Engagement</b>	<b>16,872</b>
Comments	68
Reactions	11,735
Shares	5,069

