



# Visit Corpus Christi Monthly Data Report

September 2025





# Executive Summary

September 2025



## Highlights

Hotels in the Corpus Christi market experienced a 6% increase in demand for the month of September compared to last year. The market responded with a -2.2% drop in ADR, to end the month with a 3.7% in revenue. Short term rentals showed -6.5% decrease with a 39.4% increase in ADR to help drive overall lodging performance in Corpus ending the month at \$14.4M in aggregated lodging revenues, up 5.9% over LY.

The Island hotels showed a 4.1% increase in demand this month, while the downtown market decreased -1.5%. The demand changes trended ahead of state and US demand trends, both down year over year. Competitively Corpus Christi was the only Texas Gulf Coast market with increased demand from last year. Corpus lead the comp set in RevPAR growth with a 3.9% increase from last year, with Island properties up 9% year over year.

Short term rentals in the market decreased demand -6.5% over last year and ADR up 39.4%. The shift in demand was both weekday and weekend with weekday occupancy up 19.3%, while weekend occupancy was up 26.2%. Competitively short term rentals showed downturns in demand throughout the state.

Consumer confidence remains near a 10-year low as concerns over inflation, job stability, and policy direction continue to weigh on sentiment, prompting more cautious spending behavior.

The September State of the American Traveler survey found that nearly nine in ten Americans have a trip planned in the next year, expecting to spend an average of \$6,184—well above the long-term average of \$4,612.



Hotel Demand  
**136.3K**  
+6.0% YOY



Hotel ADR  
**\$94.61**  
-2.2% YOY



Hotel RevPAR  
**\$47.32**  
+3.9% YOY



Overnight Trip Share  
**71%**



L&H Jobs  
**27.2K**  
+0.0% YOY  
(As of August 2025)



CRP Checkpoint Volume  
**930**  
-97.3% YOY  
(August 2025)



Website Sessions  
**137.3K**  
+8.3% YOY

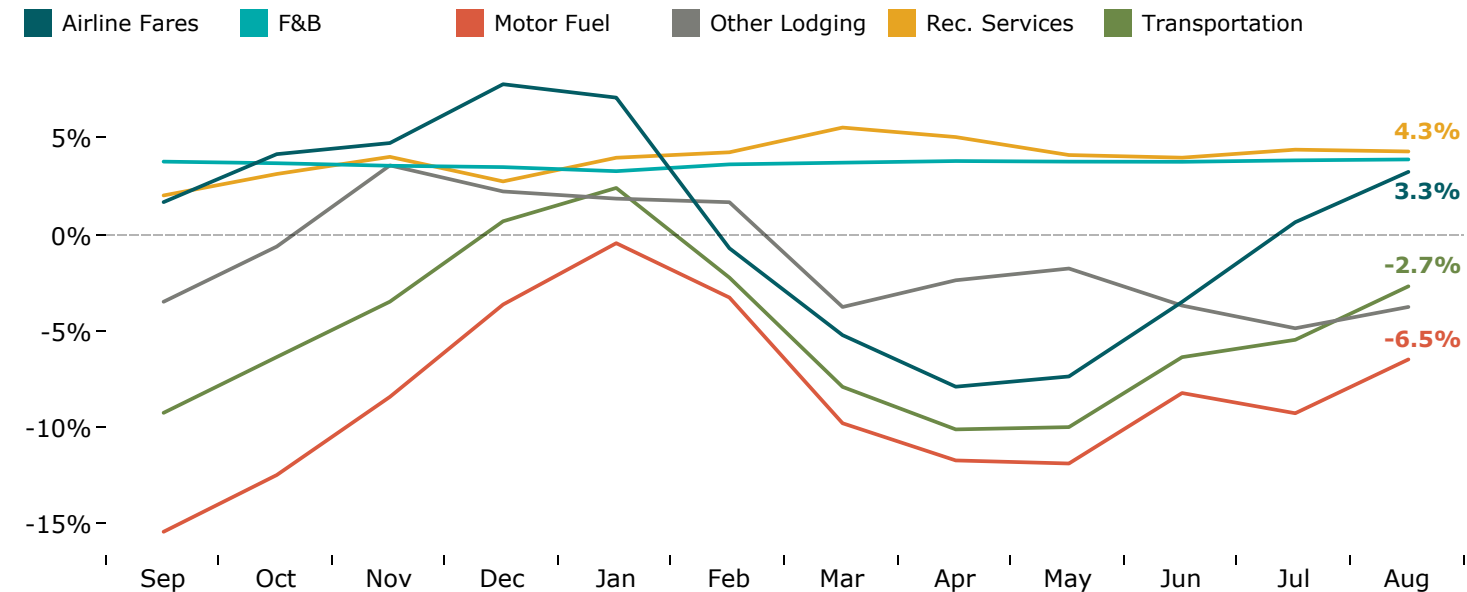


Social Media Audience  
**490.9K**  
+6.5% YOY

# Travel Trends

## Travel Price Index

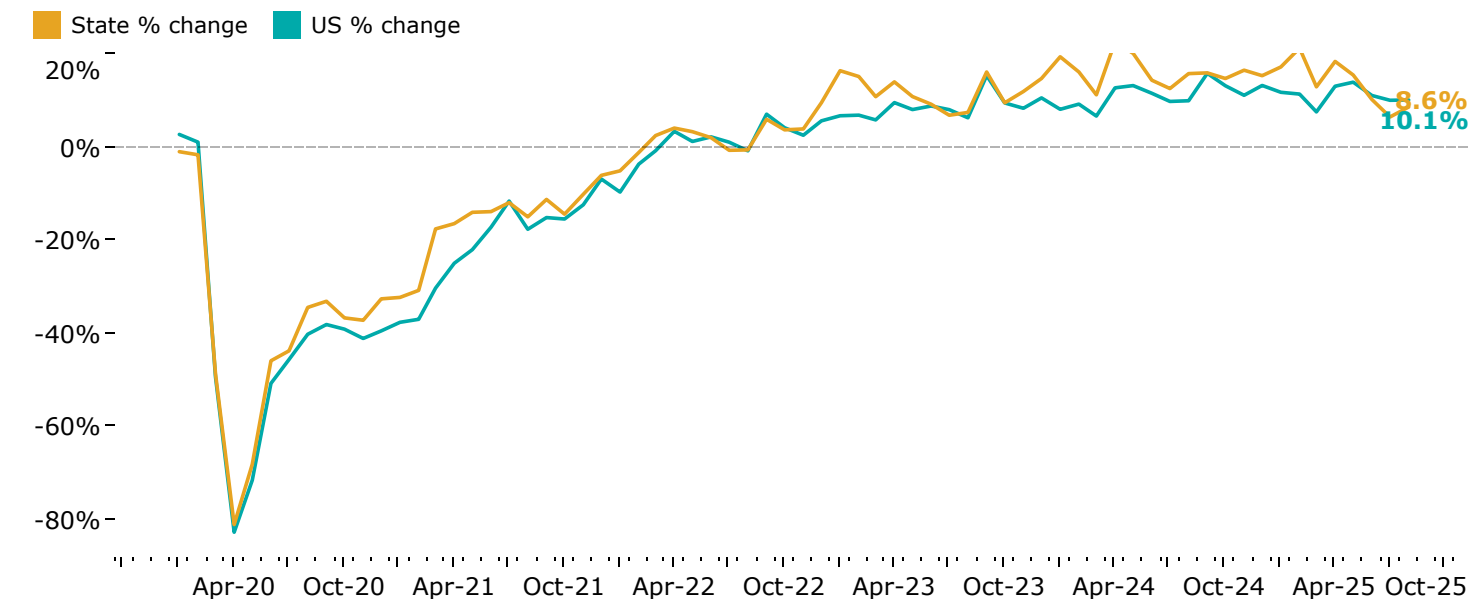
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

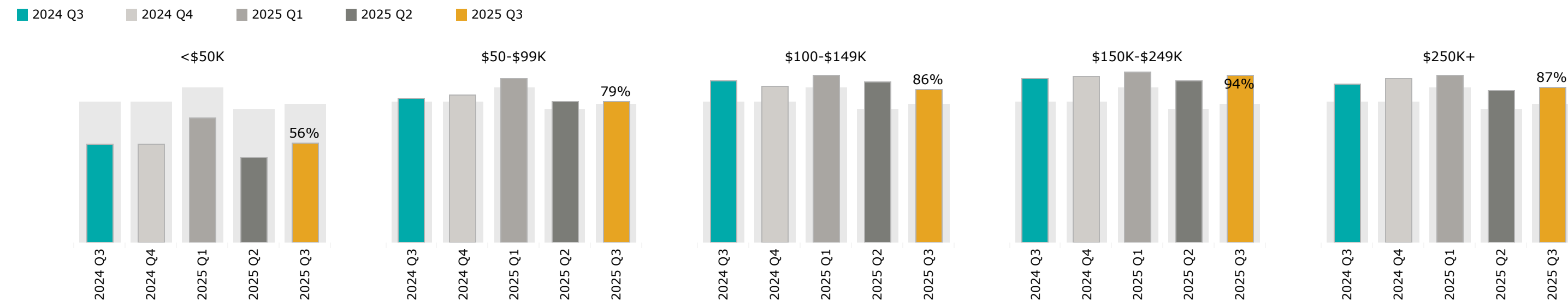
% Change vs. 2019 | Texas vs U.S. total



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)

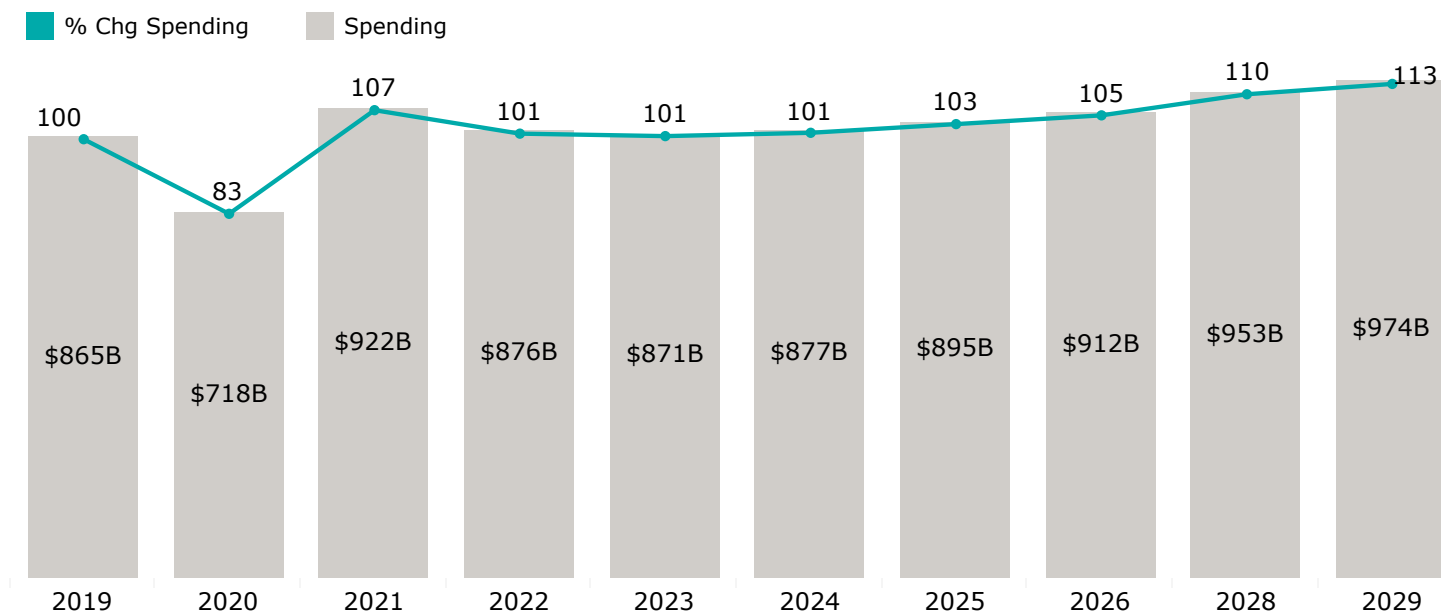


Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast

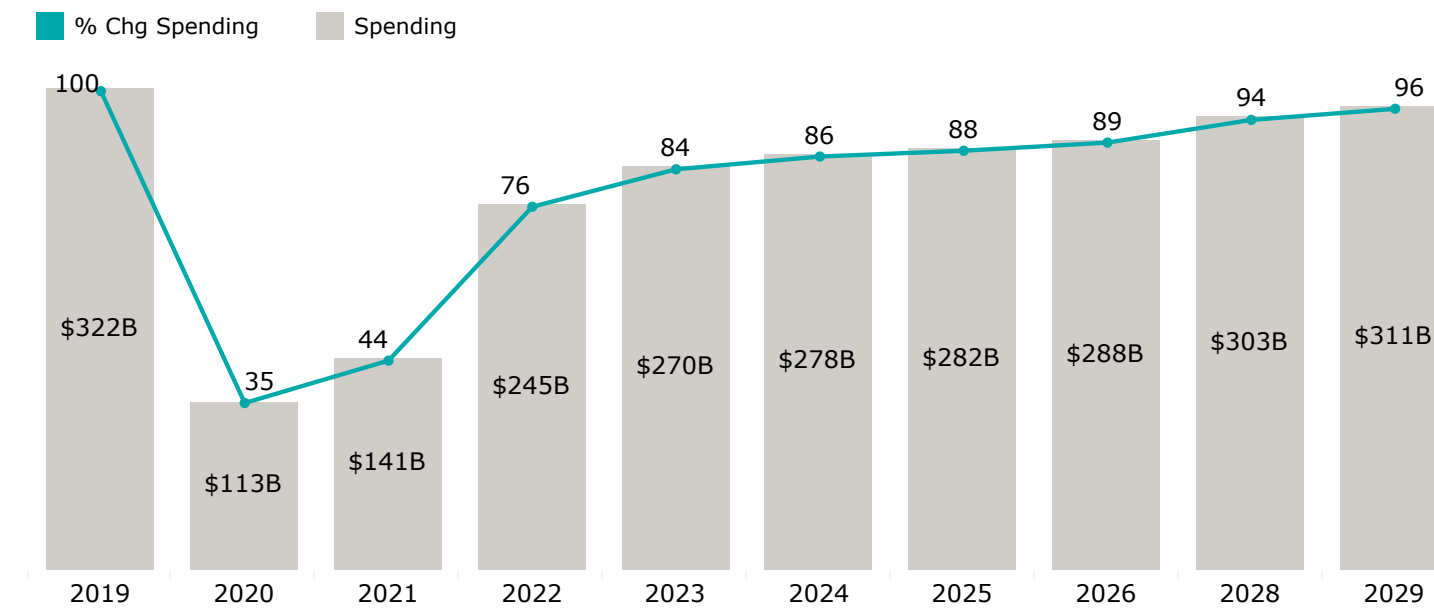
## Real Domestic Leisure Travel Spending

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



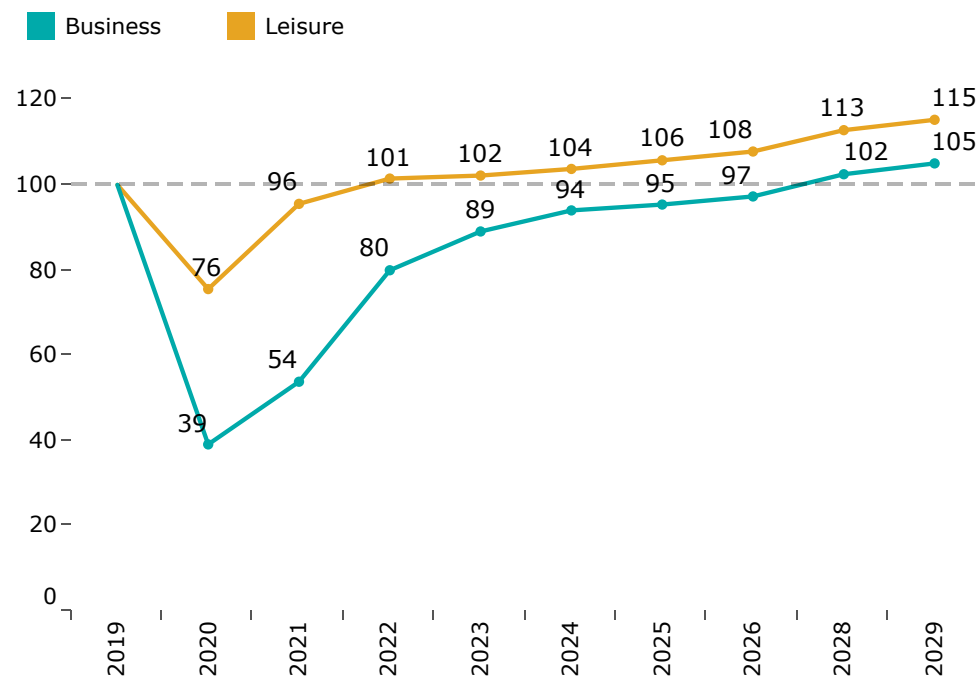
## Real Domestic Business Travel Spending

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



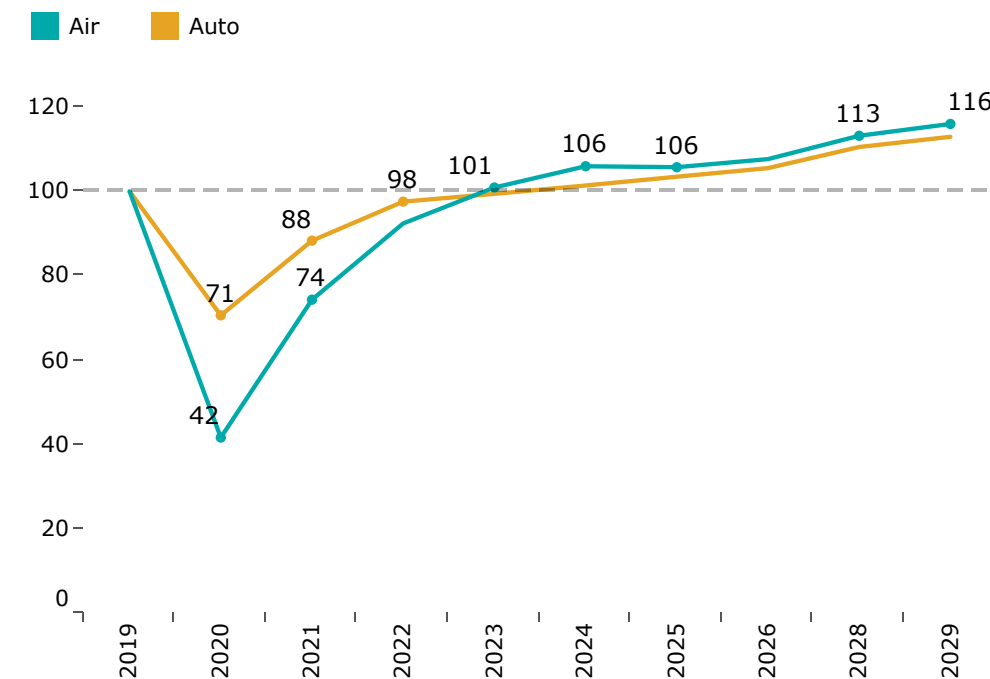
## Leisure vs. Business Travel Volume

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



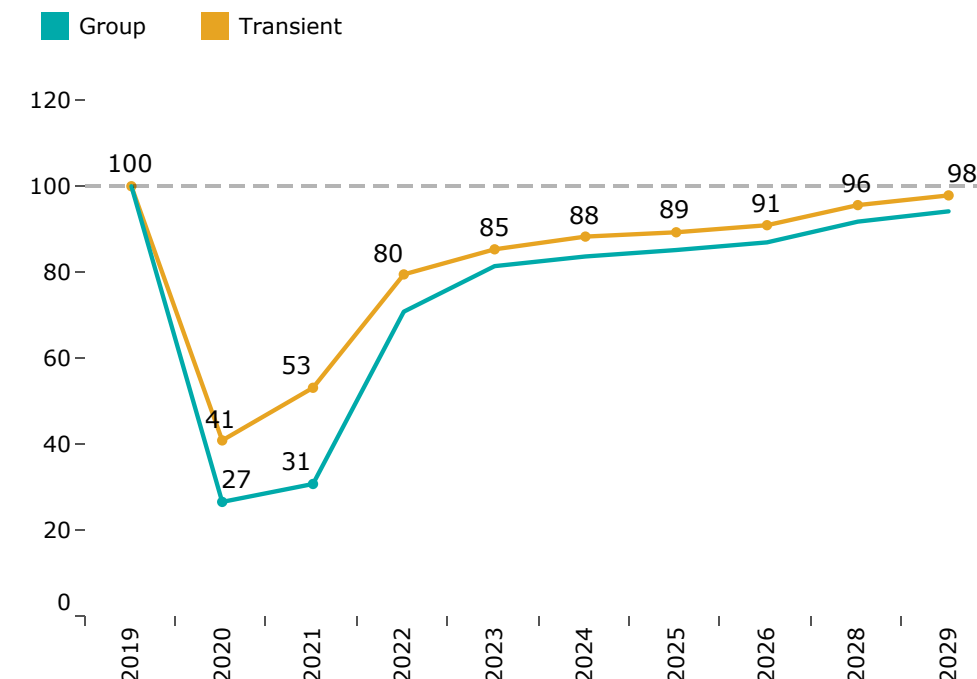
## Auto vs. Air Travel Volume

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



## Group vs. Transient Travel Spending

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





# Hotel Review

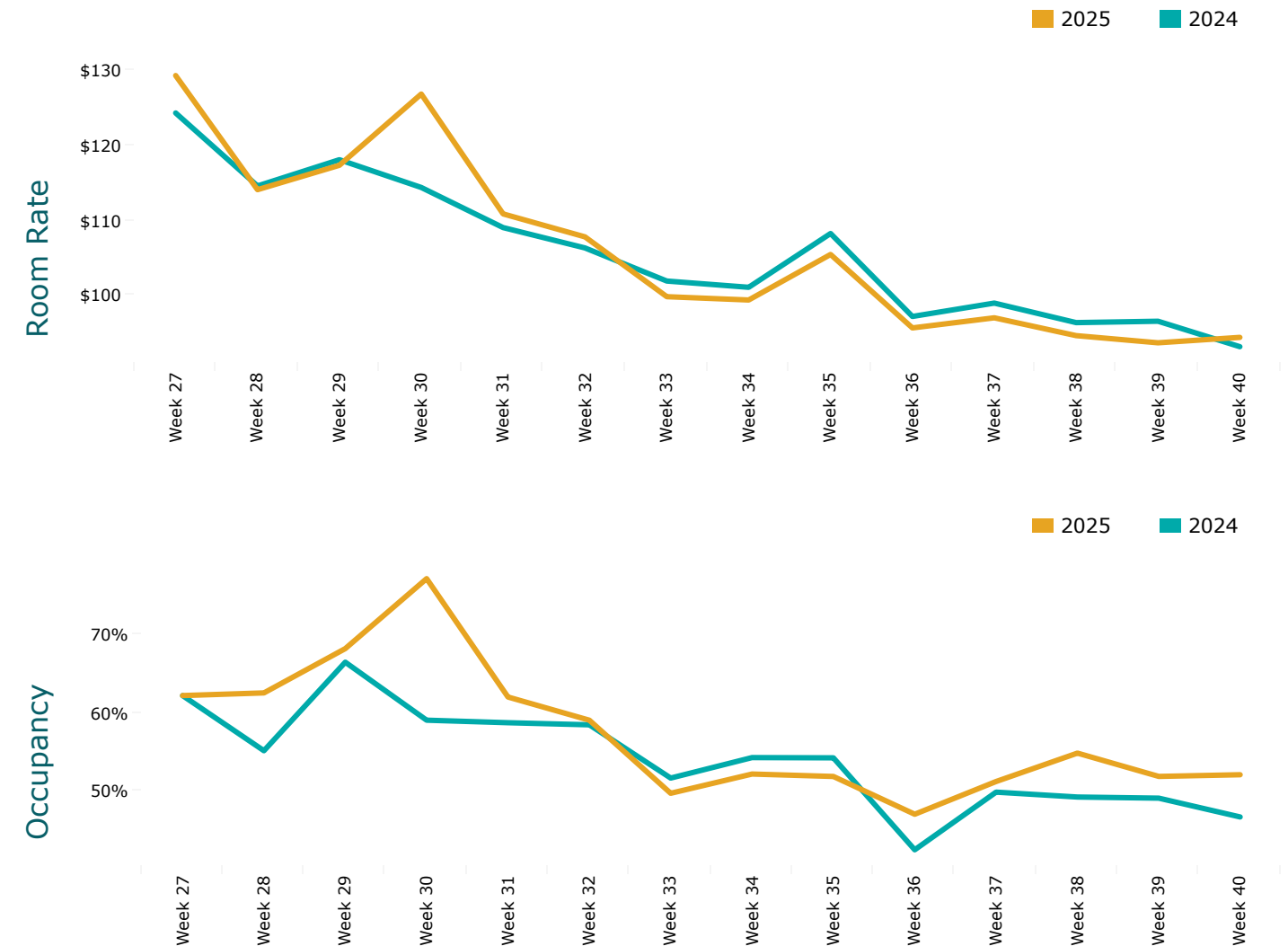


## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
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%
	Aug	Corpus Christi	55.2%	+0.6%	\$105	+0.2%	\$58
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%
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%
Sep		Corpus Christi	50.0%	+6.2%	\$95	-2.2%	\$47
	Austin	64.4%	+0.8%	\$162	-1.6%	\$105	-0.8%
	Galveston	48.4%	-11.9%	\$138	-0.8%	\$67	-12.5%
	Houston	55.6%	-10.4%	\$118	-4.9%	\$65	-14.8%
	San Antonio	53.0%	-2.7%	\$123	-1.3%	\$66	-3.9%
	South Padre Island	57.1%	-0.4%	\$119	+0.7%	\$68	+0.3%
	Texas	58.5%	-2.2%	\$121	-1.3%	\$71	-3.5%
	United States	63.4%	-1.9%	\$163	-0.1%	\$103	-2.1%

## Fiscal Year-to-Date Corpus Christi Performance

**Occupancy 54.2%** -1.5%  
**ADR \$102** -0.3%  
**RevPAR \$55** -1.8%  
**Supply 3.3M** +0.7%  
**Demand 1.8M** -0.8%  
**Revenue \$183.5M** -1.1%





# Corpus Christi Hotel Outlook



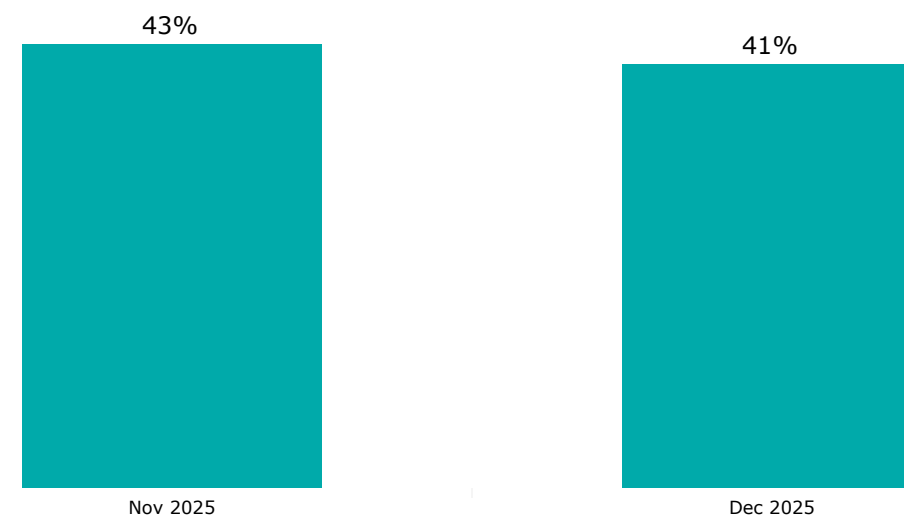
## Preliminary October 2025 Hotel Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	49.4%	+5.6%	\$92	-1.3%	\$45	+4.2%
Austin	68.0%	-6.5%	\$180	-11.1%	\$122	-16.9%
Galveston	44.0%	-16.8%	\$125	+3.3%	\$55	-14.0%
Houston	58.3%	-9.3%	\$122	-2.8%	\$71	-11.8%
San Antonio	52.6%	-14.5%	\$131	-5.3%	\$69	-19.1%
South Padre Island	49.8%	-5.8%	\$105	-3.2%	\$52	-8.8%
Texas	61.2%	-2.5%	\$127	-1.1%	\$78	-3.6%
United States	65.0%	+0.8%	\$163	+2.5%	\$106	+3.3%

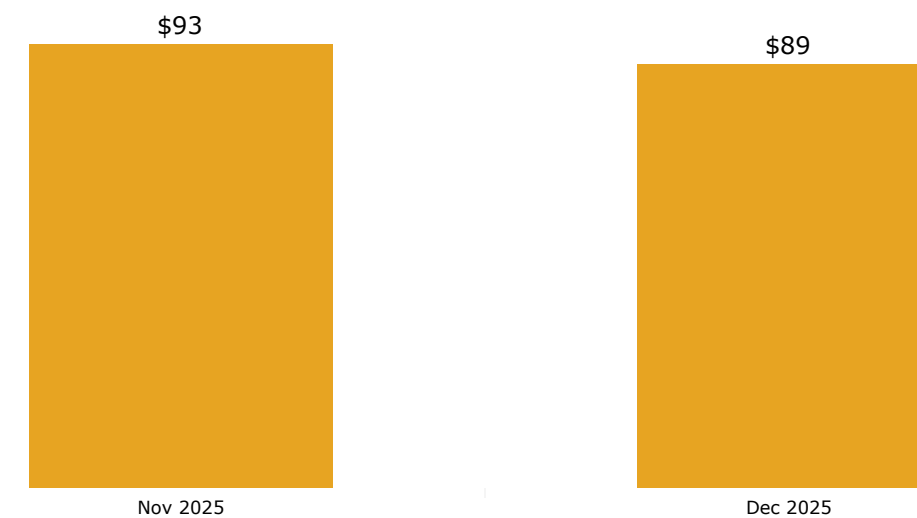
**Week Days**

## Hotel Forecast

### Occupancy



### Average Room Rate



**Week Ends**

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Corpus Christi	70.9%	+19.9%	\$102	+3.5%	\$72	+24.0%
Austin	85.3%	+3.6%	\$199	-25.2%	\$170	-22.5%
Galveston	78.5%	+2.0%	\$184	+3.1%	\$144	+5.2%
Houston	67.8%	-5.2%	\$121	-1.4%	\$82	-6.5%
San Antonio	84.5%	+9.1%	\$164	+15.0%	\$138	+25.4%
South Padre Island	80.0%	+6.1%	\$136	+11.2%	\$108	+18.0%
Texas	76.9%	+6.3%	\$147	+4.2%	\$113	+10.8%
United States	79.3%	+5.4%	\$190	+5.7%	\$150	+11.4%

Note: Includes daily data through 10/11/2025  
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

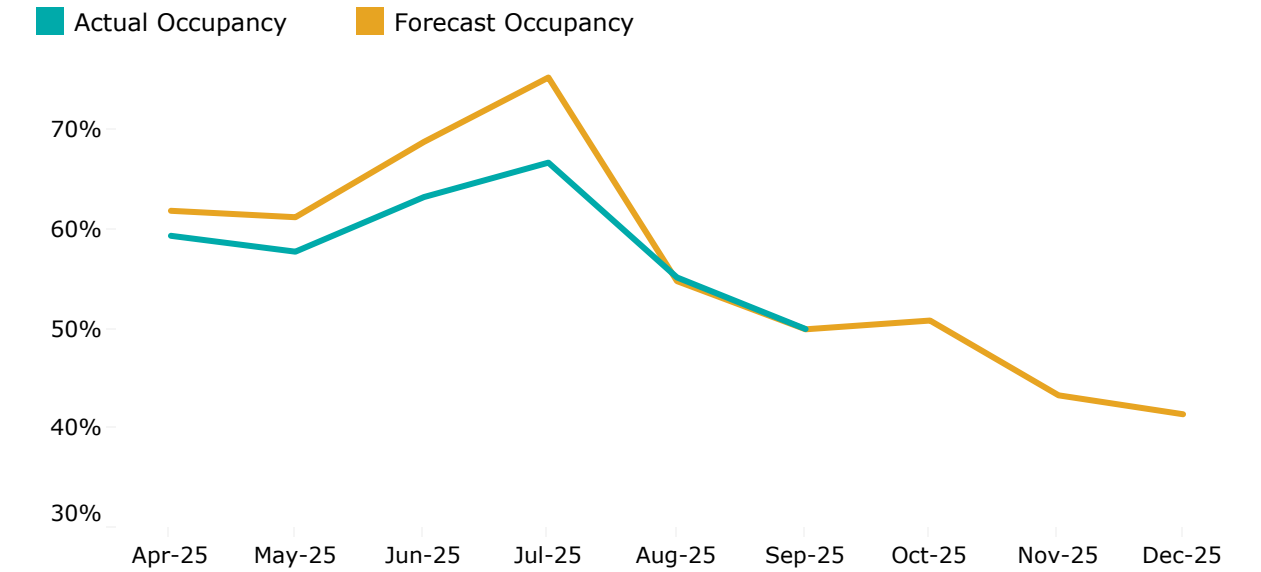
Forecast

YOY % Change

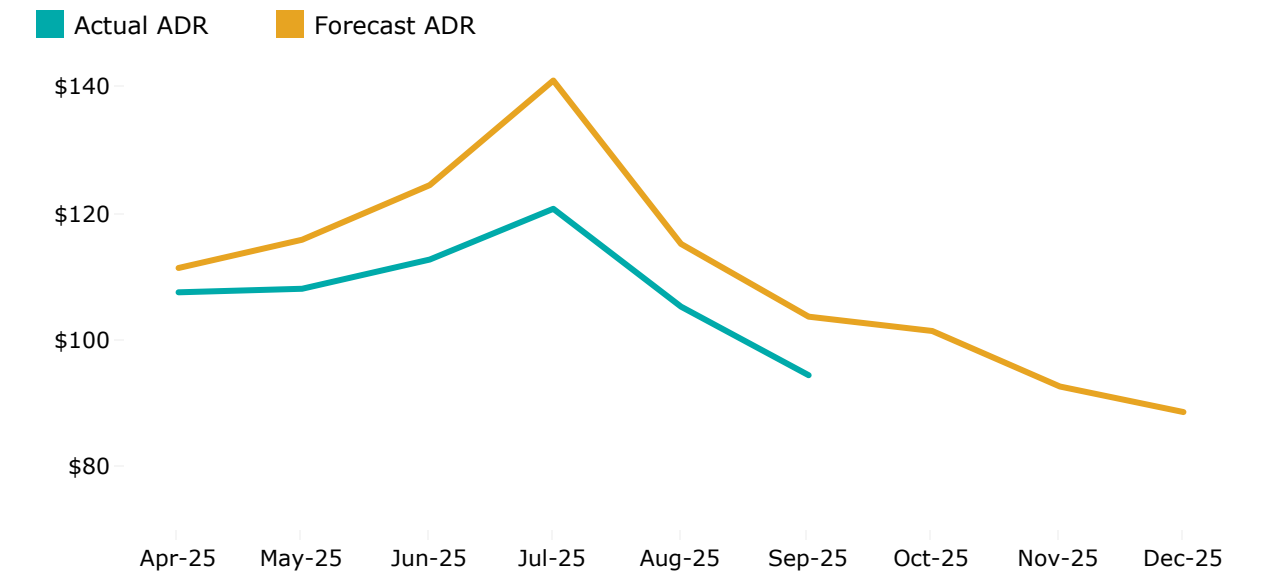
		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2025	Q3	-0.3%	+1.8%	+1.5%	+1.3%	+1.0%	+2.9%
	Q4	-0.9%	+1.8%	+0.9%	+1.9%	+1.1%	+2.9%

## Forecast vs. Actuals by Month

### Occupancy



### Average Room Rate





# Short Term Rental Review



## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jul	Corpus Christi	70.1%	+10.4%	\$290	-7.4%	\$203	+2.3%
	Galveston	62.7%	+24.2%	\$351	+4.8%	\$220	+30.2%
	Port Aransas	73.8%	+13.2%	\$486	-4.9%	\$358	+7.7%
	South Padre Island	75.6%	+9.5%	\$357	-2.1%	\$270	+7.1%
Aug	Corpus Christi	47.2%	+13.7%	\$226	-4.1%	\$107	+9.0%
	Galveston	37.3%	+3.1%	\$287	+7.1%	\$107	+10.5%
	Port Aransas	47.9%	+18.8%	\$374	-1.4%	\$179	+17.2%
	South Padre Island	54.5%	+13.6%	\$252	+0.3%	\$137	+13.9%
Sep	Corpus Christi	32.3%	+2.6%	\$177	-2.5%	\$57	+0.0%
	Galveston	20.4%	-12.1%	\$225	+0.7%	\$46	-11.5%
	Port Aransas	25.4%	-0.5%	\$262	-6.3%	\$67	-6.7%
	South Padre Island	31.2%	+1.4%	\$188	-2.4%	\$58	-1.0%

## Fiscal Year-to-Date Corpus Christi Performance

Occupancy  
**43.3%**  
+8.5%

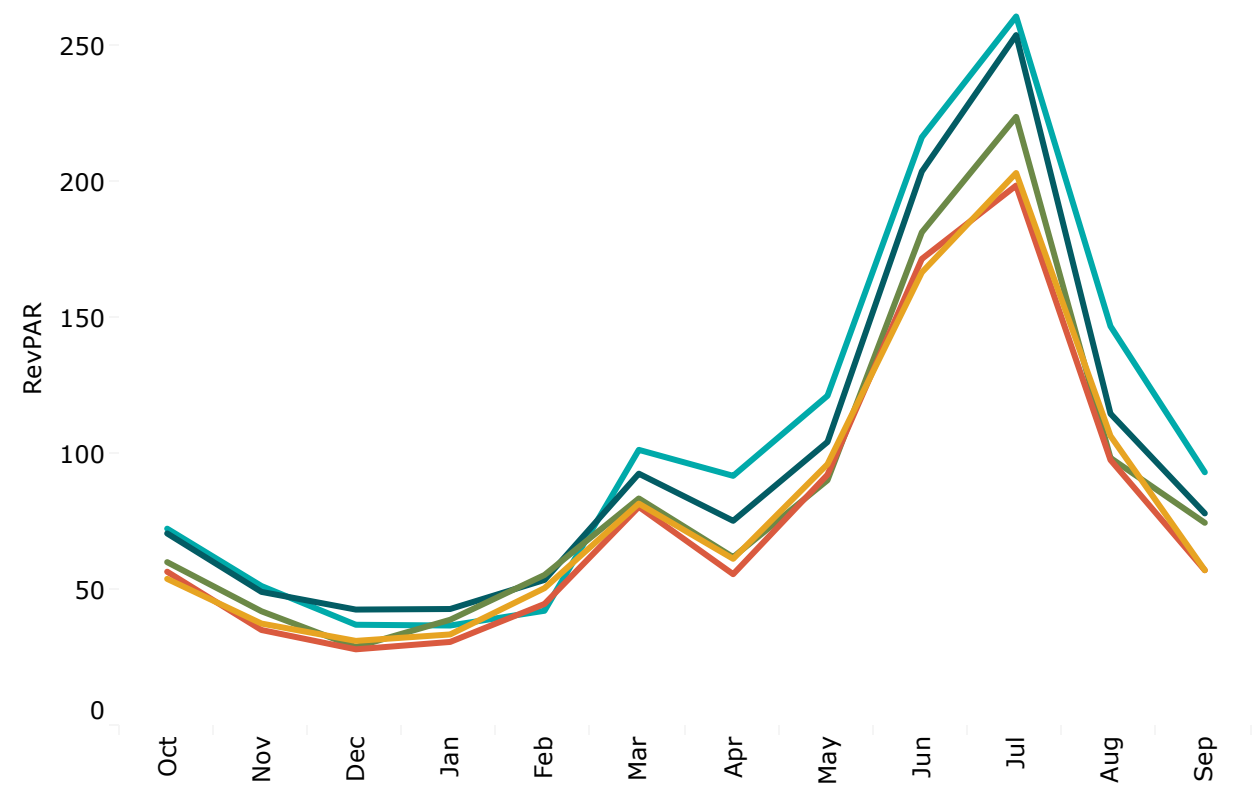
ADR  
**\$193**  
-5.2%

RevPAR  
**\$83**  
+2.9%

## 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



# Visitor Profile

## September 2025 Domestic Visits



**1.2 days**  
Avg. Length of Stay



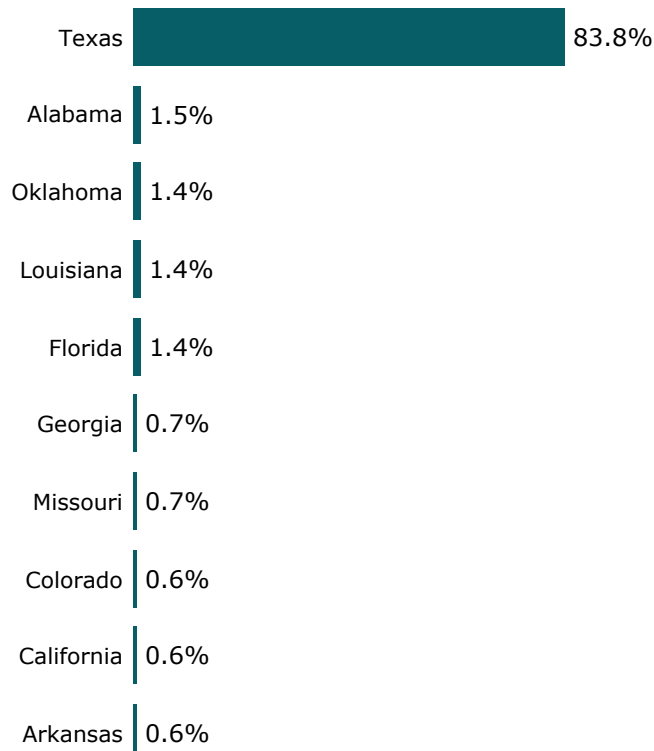
**71%**  
Overnight Trip Share



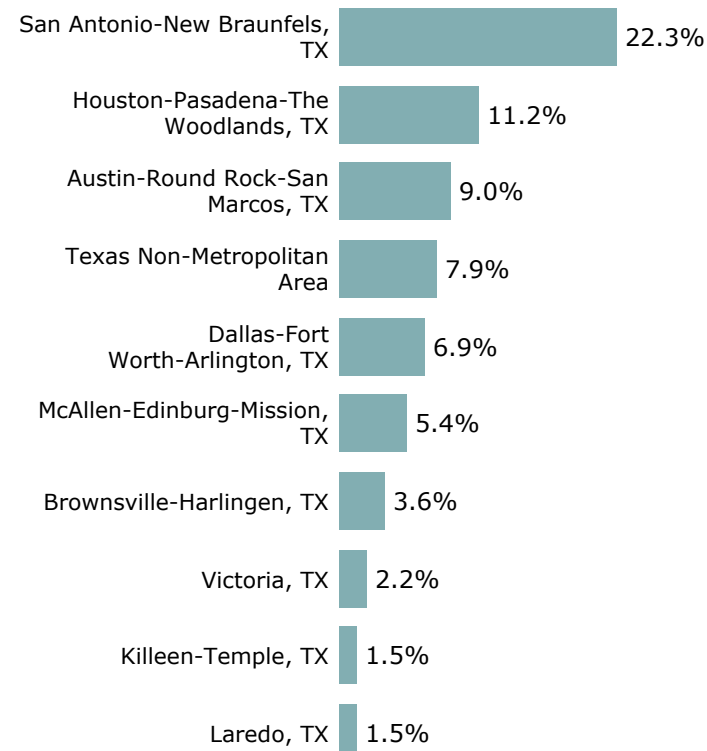
**50%**  
Repeat Trip Share

### Top Origin Markets

#### States

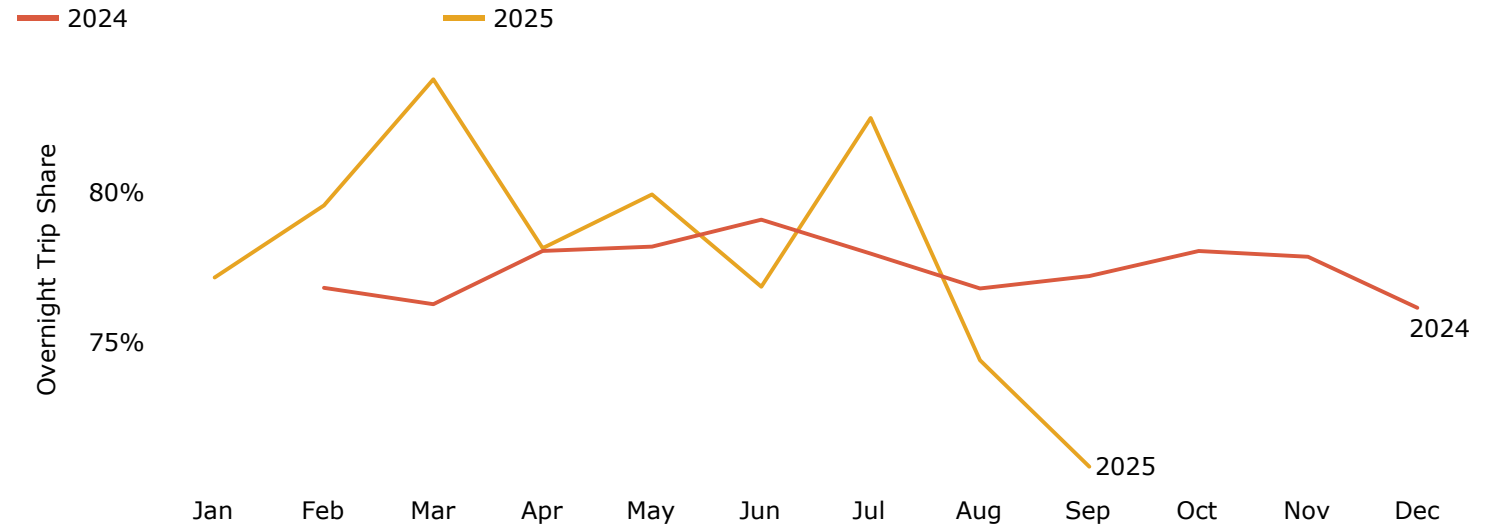


#### MSA



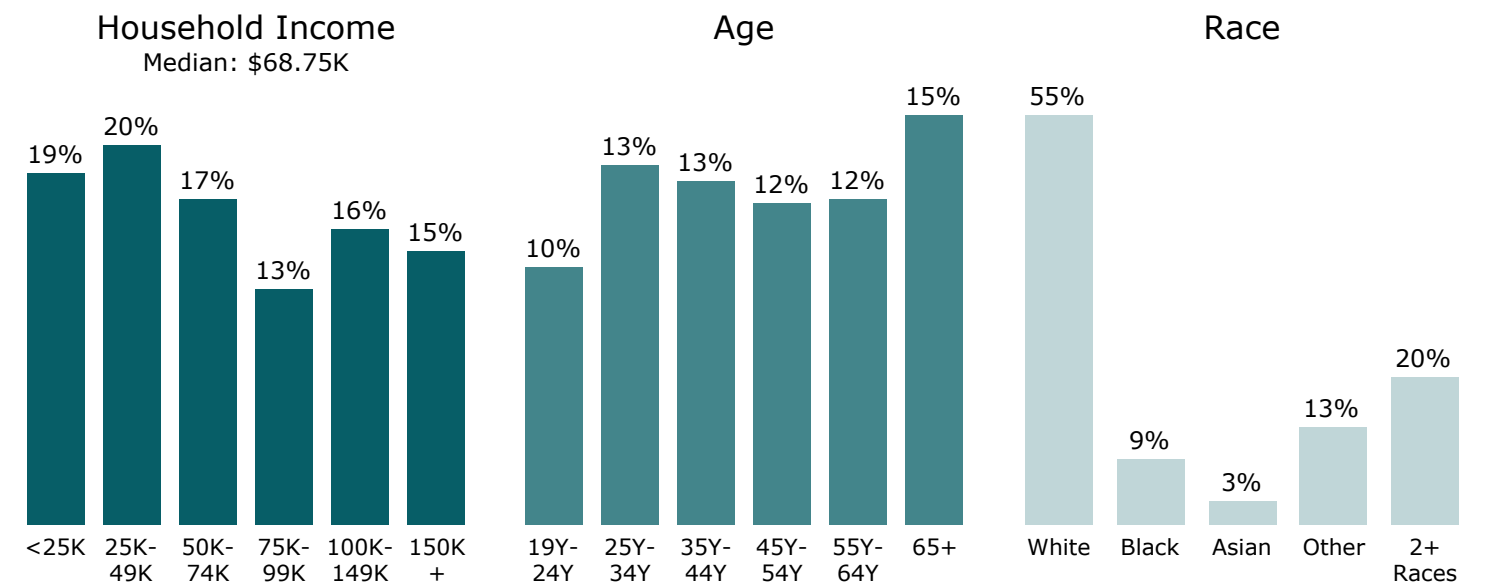
## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month



### September 2025 Visitor Origin Demographics

Share of Total

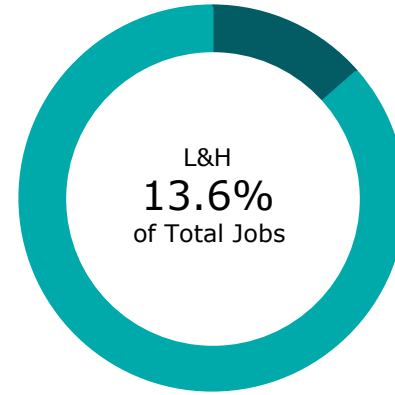




# Corpus Christi Leisure & Hospitality Workforce

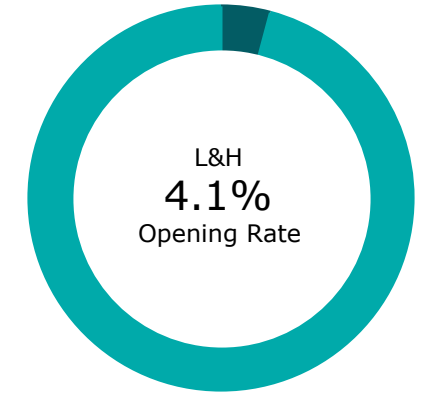
## Total Leisure & Hospitality Jobs

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



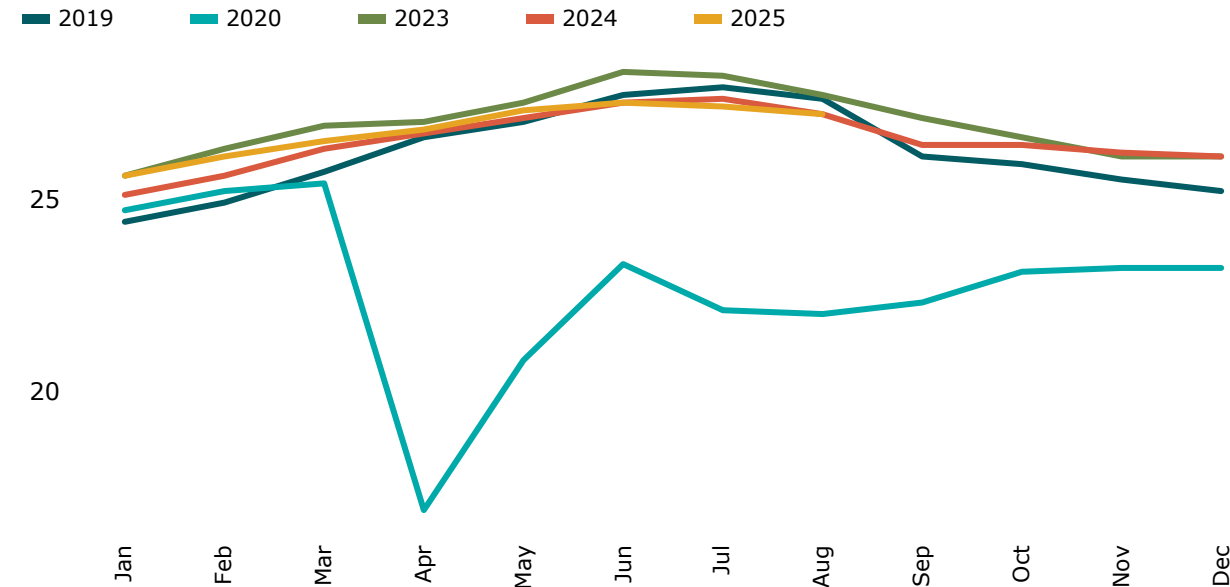
## Leisure & Hospitality Job Openings

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



### Employment Recovery

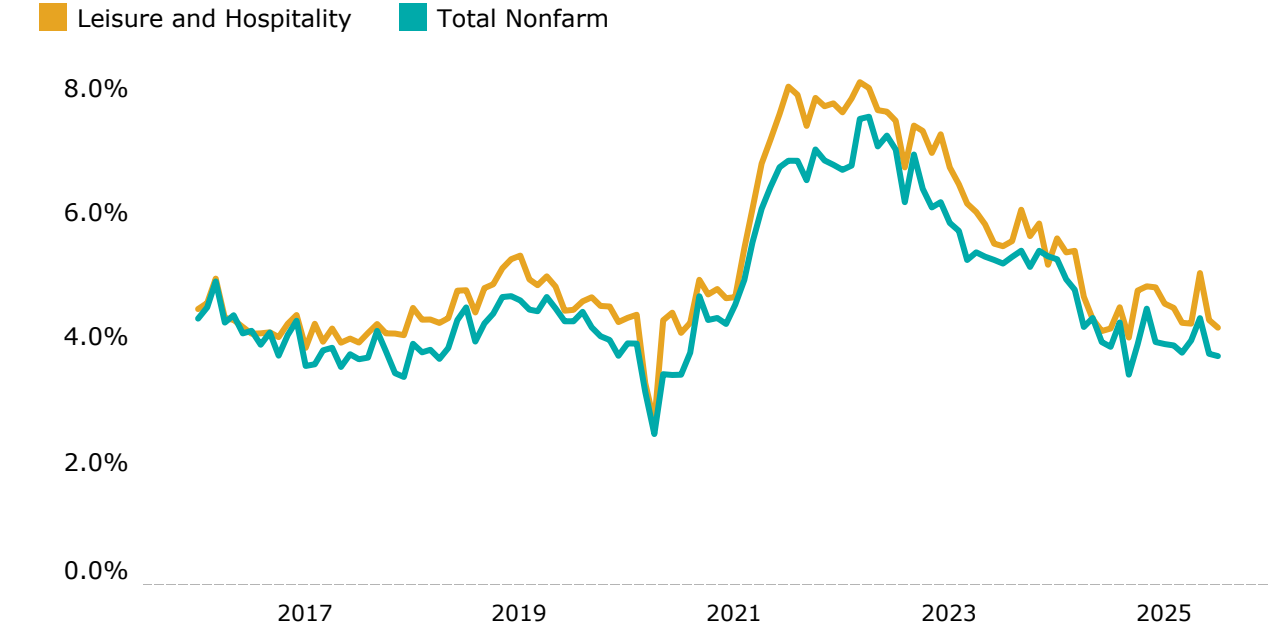
Leisure & Hospitality Jobs (Thousands)



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

September 2025 Volume

**930**

-97.3% YOY

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

Oct 2024 - Aug 2025 Volume

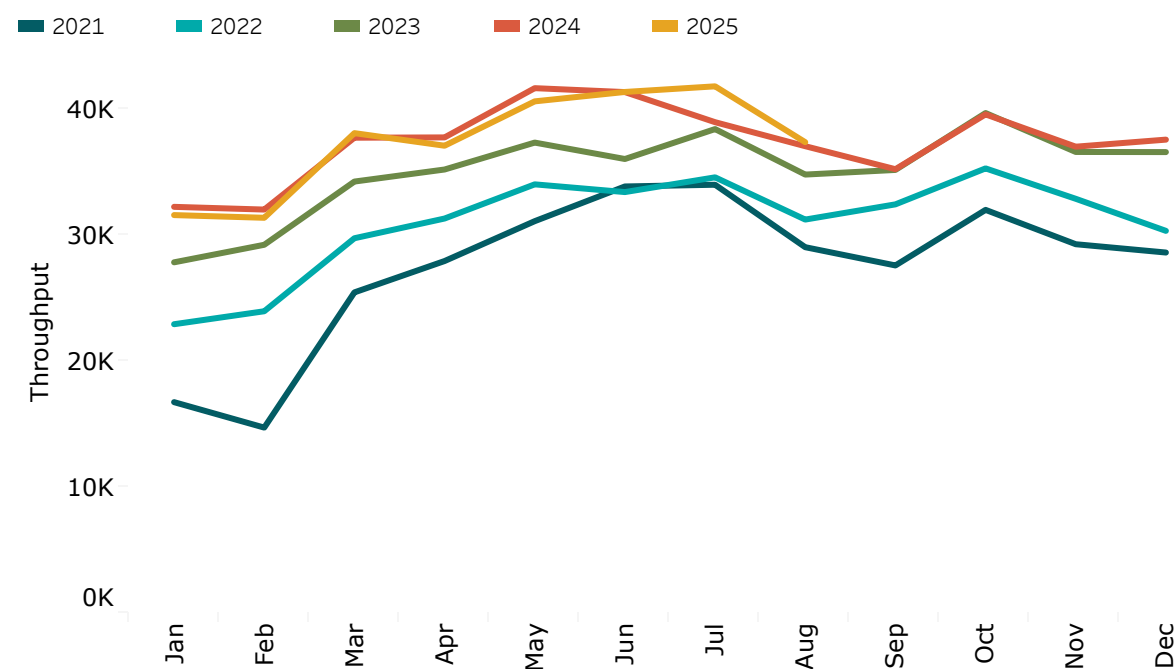
**412.6K**

-0.5% YOY

Source: Transportation Security Administration

### TSA Checkpoint Volume by Month

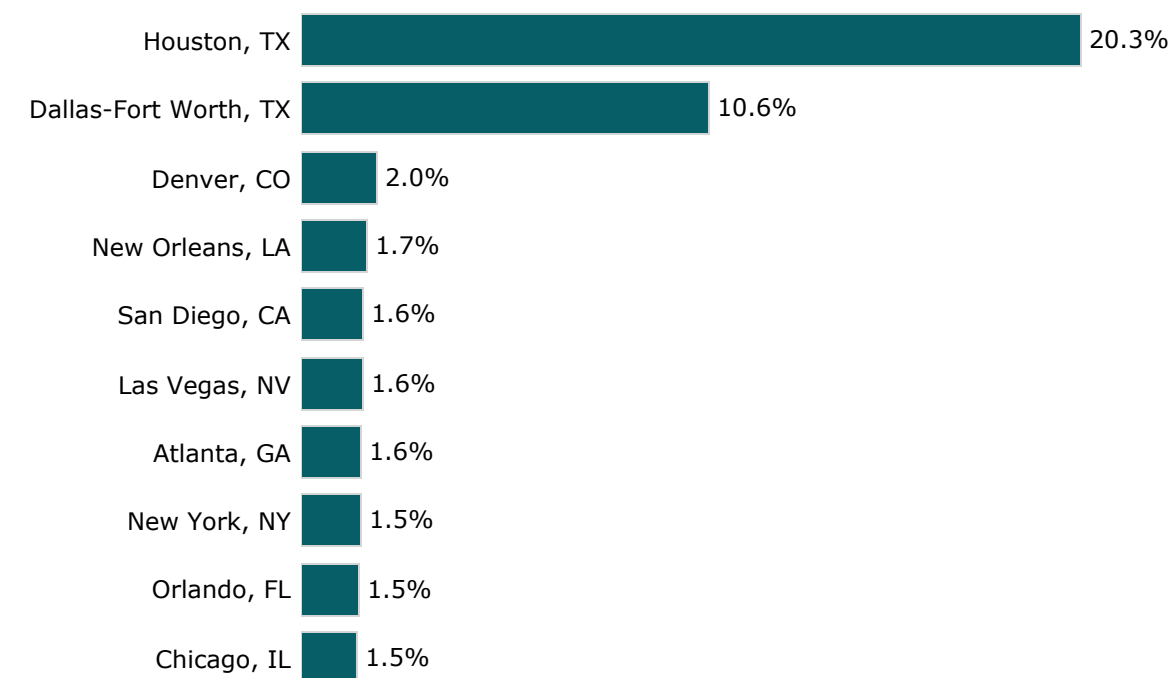
Last Five Calendar Years



Source: Transportation Security Administration

### Top Origin Markets - Air

Oct 2024 - Aug 2025 Visitor Arrivals



Source: OAG



# Visit Corpus Christi Meeting & Sports Sales



## Jan - Sep 2025 Meetings & Sports Events

Events  
**92**

Rooms  
**62.4K**

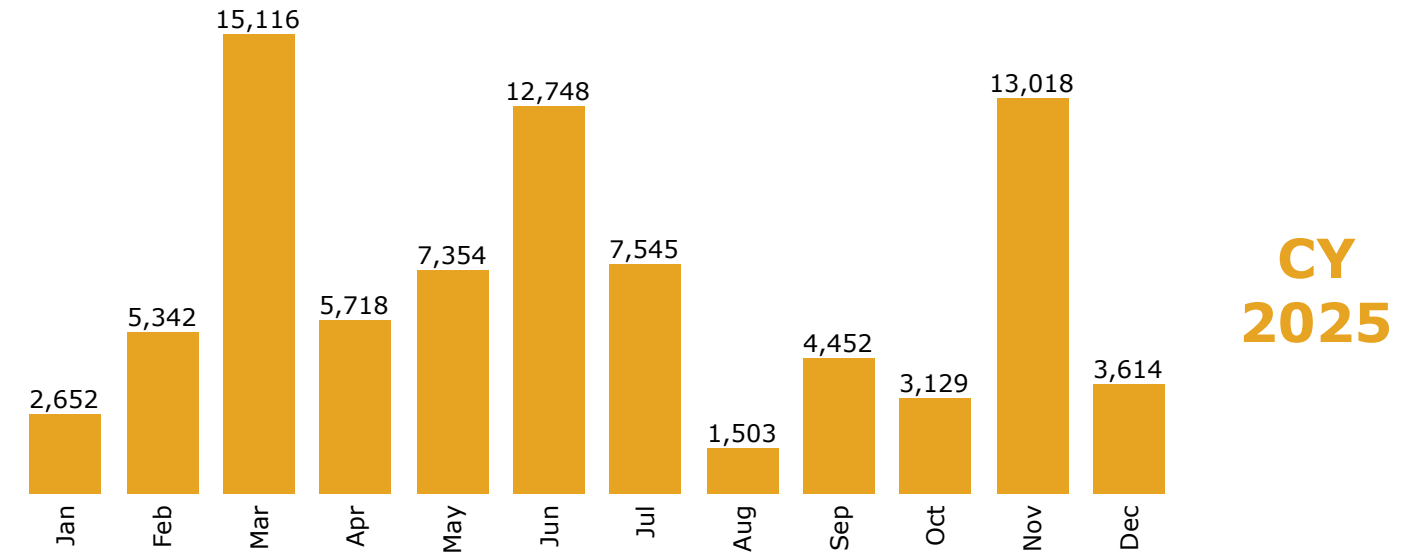
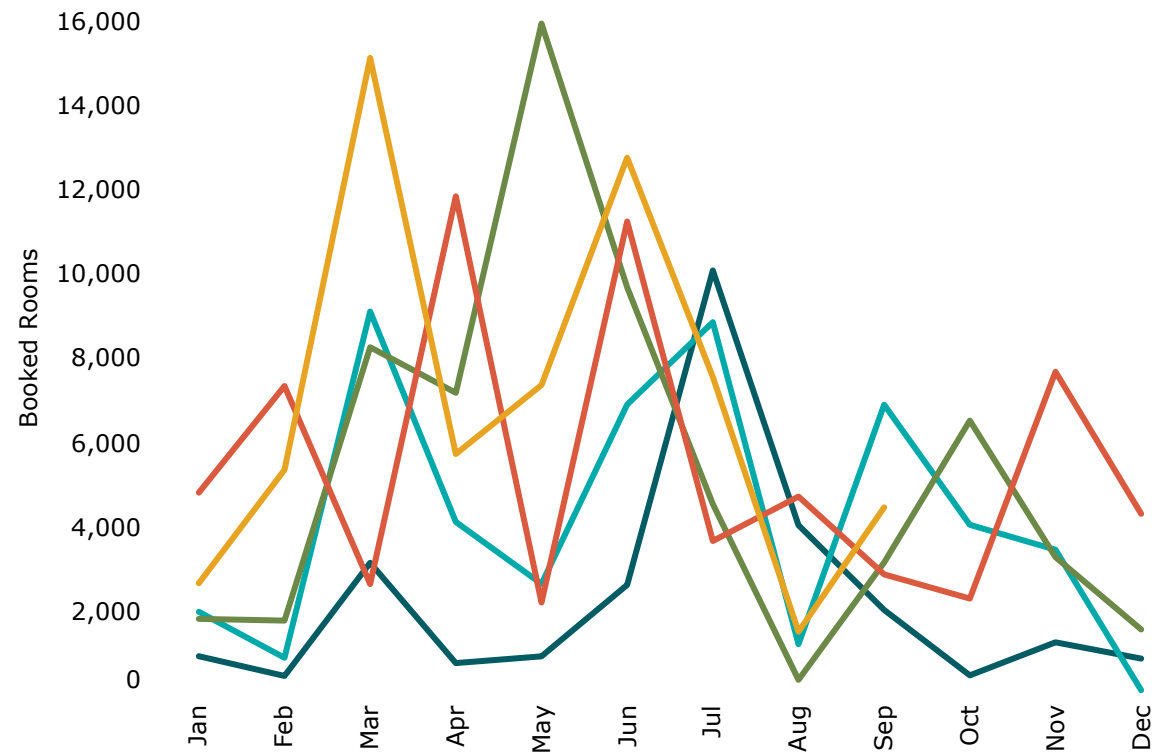
Attendees  
**90.9K**

## Future Rooms On-the-Books

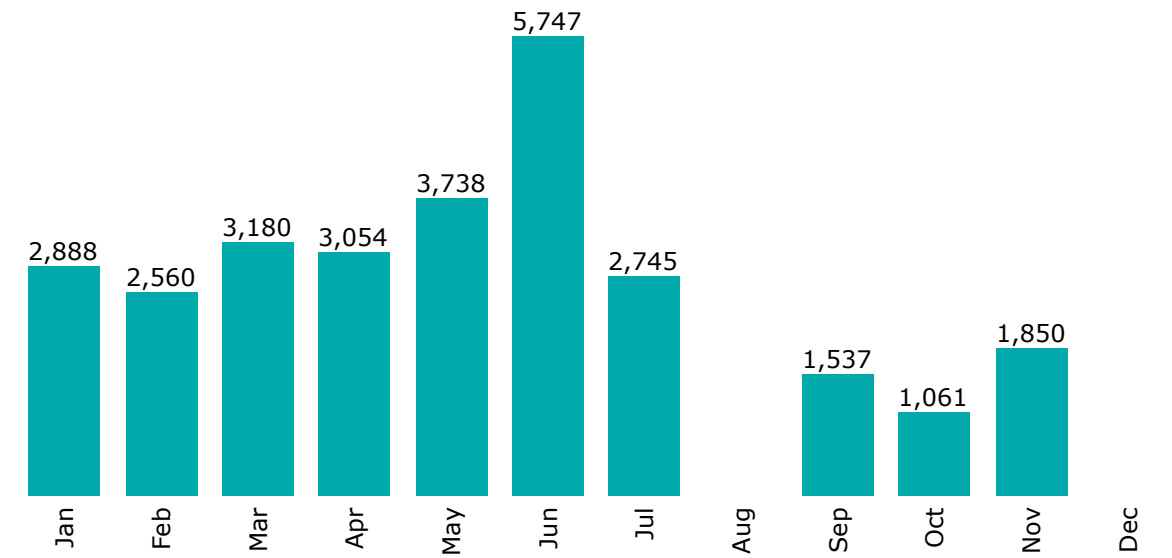
### Definite Rooms

Past Rooms On-the-Books by Calendar Year

2021 2022 2023 2024 2025



### CY 2026



On-the-Books as of 10/13/2025

# Website Performance Summary

September 2025



## 137.1K

Total Sessions  
+8.5% YOY



## 1.9 pages

Pages per Session  
-0.22 pages YOY



## 43.8%

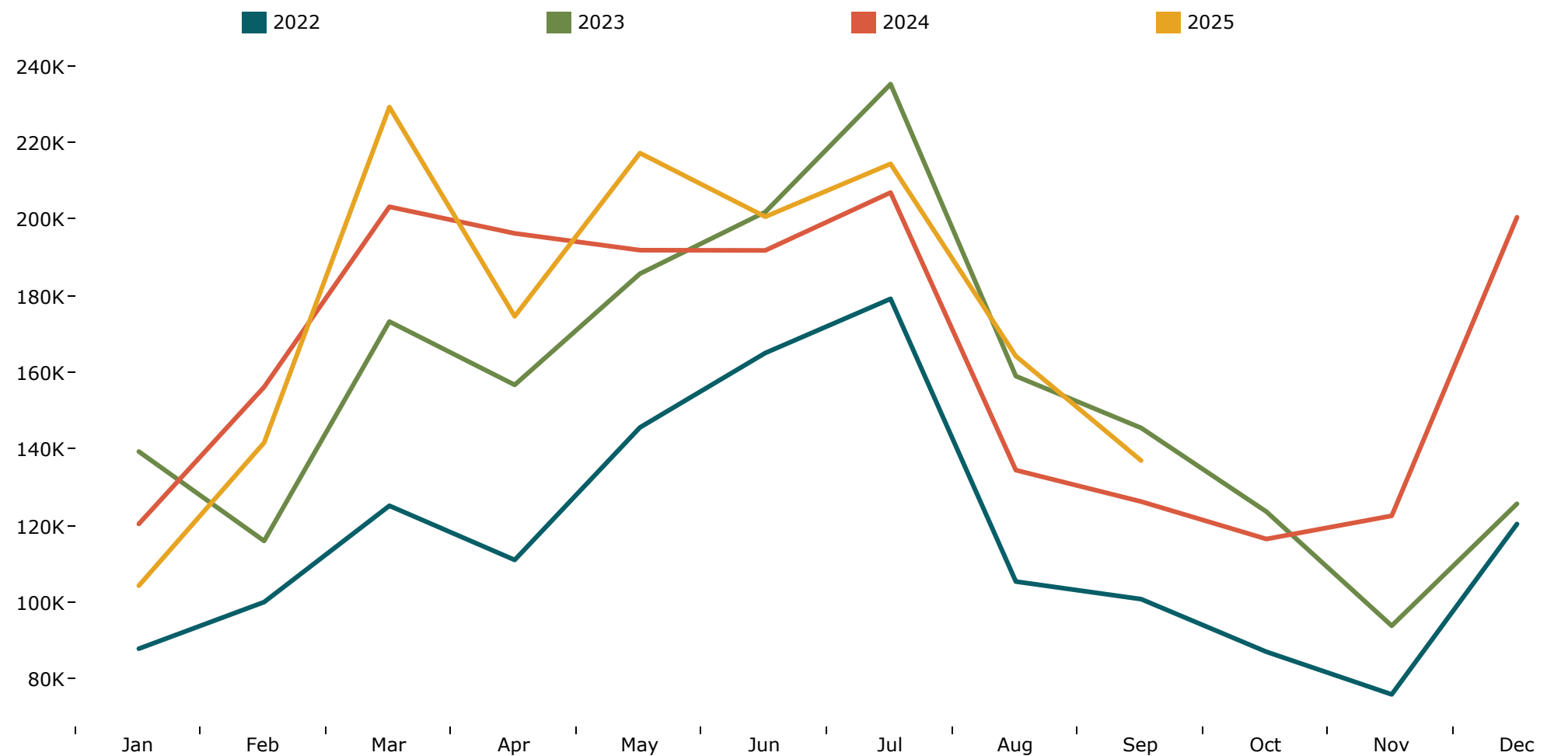
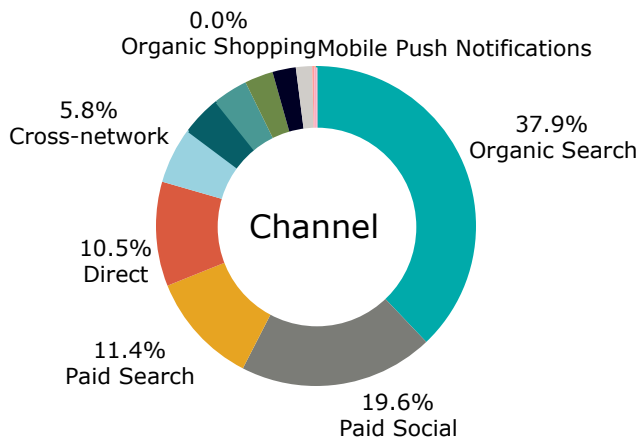
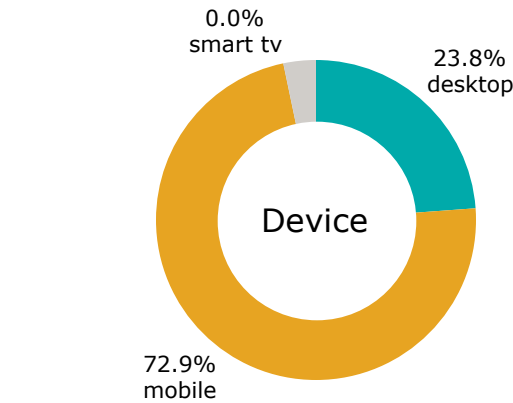
Bounce Rate  
+13.2% YOY



## 00:02:14

Avg. Session Duration  
-2.0% YOY

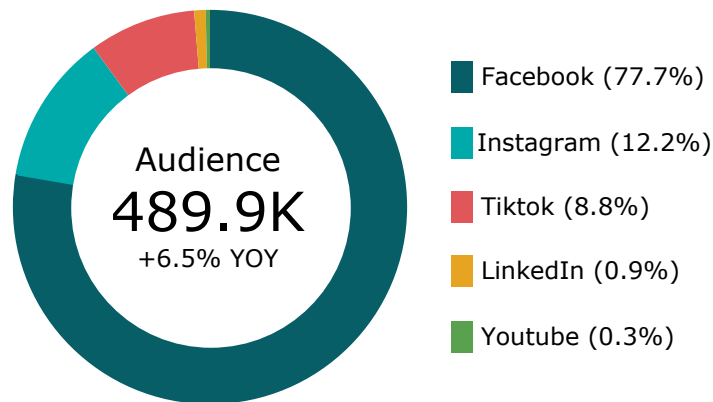
## Website Sessions by Month



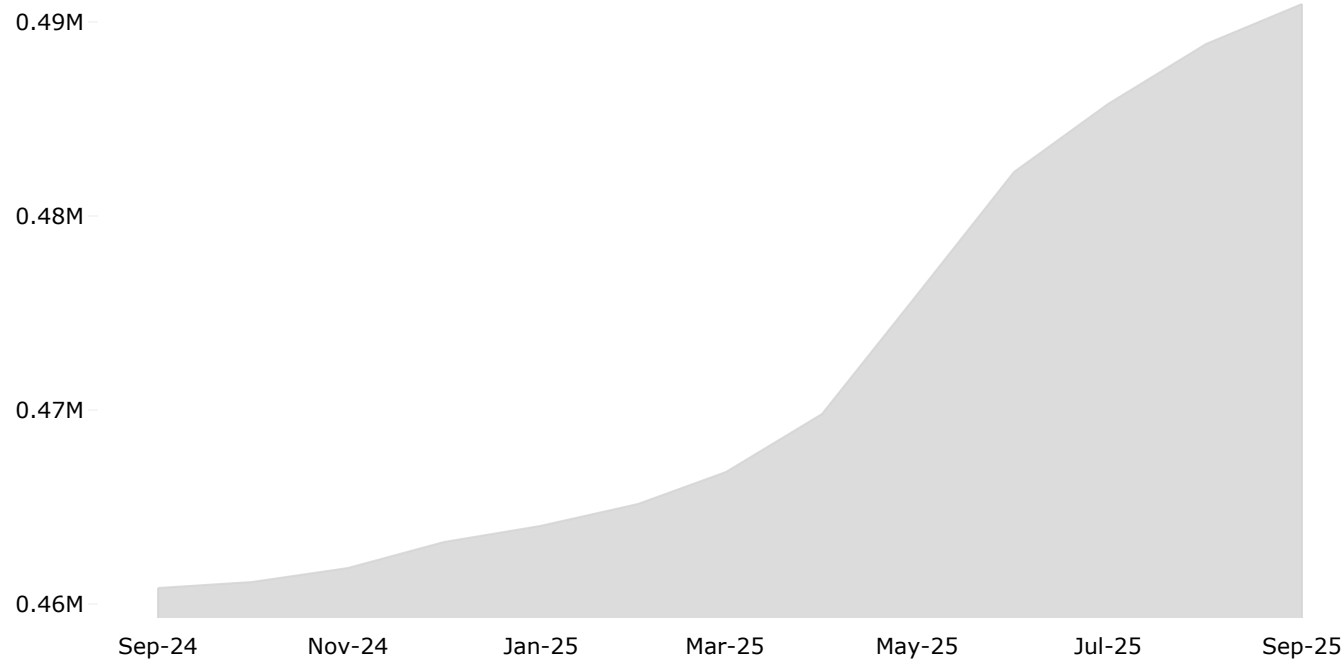


# Social Media Summary

## Audience Overview



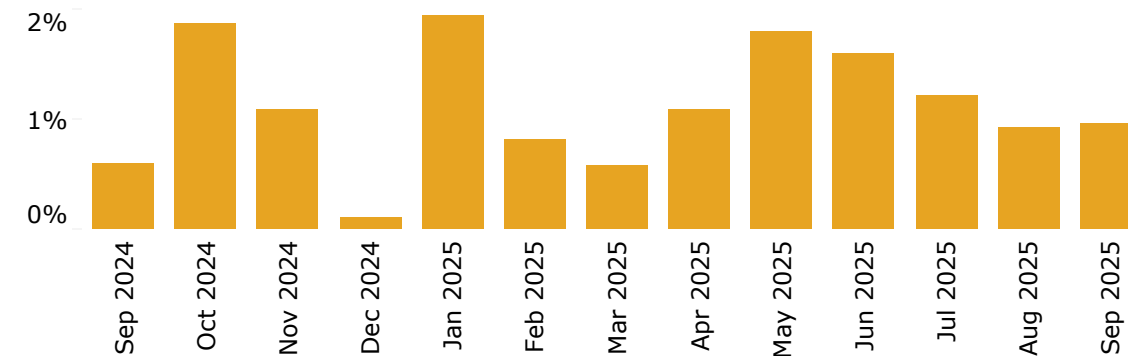
### Audience by Month



## Engagements & Impressions

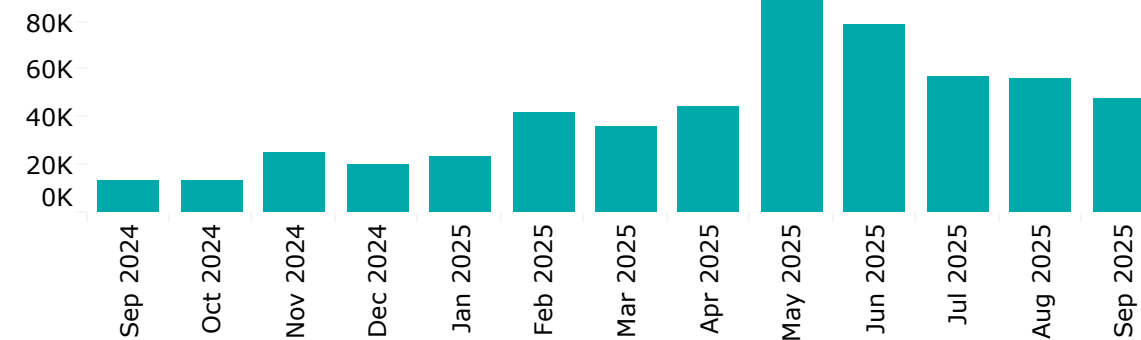
### Engagement Rate

September 2025  
**1.0%**  
+0.4% pt YOY



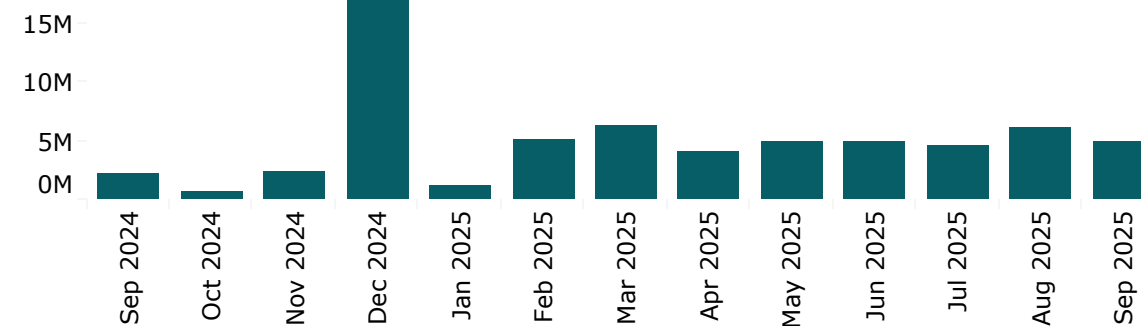
### Engagements

September 2025  
**47.8K**  
+259.0% YOY



### Impressions

September 2025  
**4.9M**  
+123.5% YOY





# Social Media Performance by Platform

September 2025



## Facebook



Audience  
**380.7K**  
+2.7% YOY

<b>Engagement Rate</b>	<b>0.5%</b>
<b>Impressions</b>	<b>4,053,130</b>
<b>Video Views</b>	<b>449,967</b>
<b>Engagement</b>	<b>21,370</b>
Comments	391
Reactions	6,592
Shares	706
Post Link Clicks	1,135
Other Post Clicks	12,546

## Instagram



Audience  
**60.0K**  
+13.8% YOY

<b>Engagement Rate</b>	<b>1.5%</b>
<b>Impressions</b>	<b>582,824</b>
<b>Video Views</b>	<b>131,182</b>
<b>Engagement</b>	<b>9,022</b>
Comments	91
Reactions	6,362
Saves	
Shares	1,758

## YouTube



Audience  
**1.7K**  
+42.0% YOY

<b>Engagement Rate</b>	
<b>Impressions</b>	
<b>Video Views</b>	<b>59,833</b>
<b>Engagement</b>	<b>153</b>
Comments	2
Reactions	92
Shares	37
Post Link Clicks	
Other Post Clicks	
Other Engagements	

## LinkedIn



Audience  
**4.6K**  
+33.1% YOY

<b>Engagement Rate</b>	<b>9.1%</b>
<b>Impressions</b>	<b>11,239</b>
<b>Video Views</b>	<b>1,069</b>
<b>Engagement</b>	<b>1,019</b>
Comments	13
Reactions	320
Shares	8
Post Link Clicks	678

## Tiktok



Audience  
**43.0K**  
+35.0% YOY

<b>Engagement Rate</b>	<b>6.2%</b>
<b>Video Views</b>	<b>263,313</b>
<b>Engagement</b>	<b>16,232</b>
Comments	196
Reactions	10,301
Shares	5,735

