Visit Corpus Christi Monthly Data Report

July 2026

DATA SCIENCE
VISIT CORPUS CHRISTI



Powered by SYMPHONY TOURISM ECONOMICS

Executive Summary

July 2026

Highlights

Comments for July 2026 will be ready by August 26th.

Hotel Demand
192.1K
+4.3% YOY

Hotel ADR
$128.50
+5.4% YOY

Hotel RevPAR
$92.10
+12.0% YOY

Overnight Trip Share
87%

L&H Jobs
29.0K
+2.8% YOY

CRP Checkpoint Volume
41.0K
-1.7% YOY

Website Sessions
198.9K
-6.4% YOY

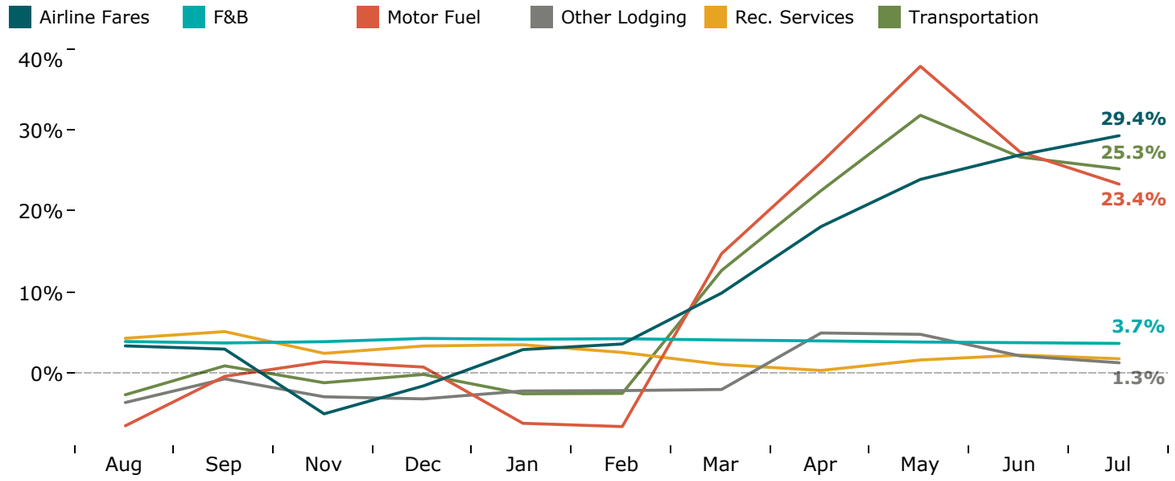
Social Media Audience
512.4K
+5.8% YOY

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

Travel Trends

Travel Price Index

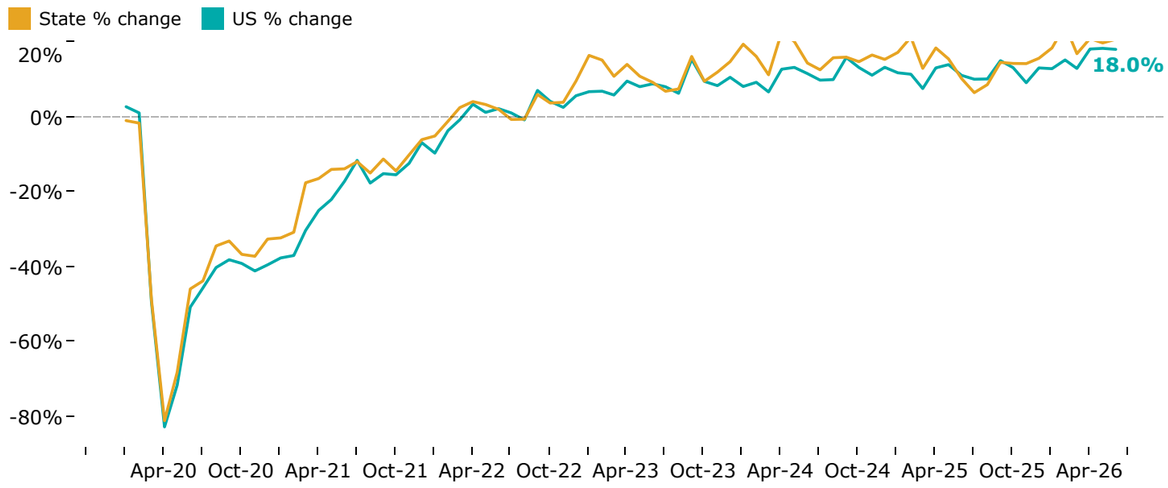
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

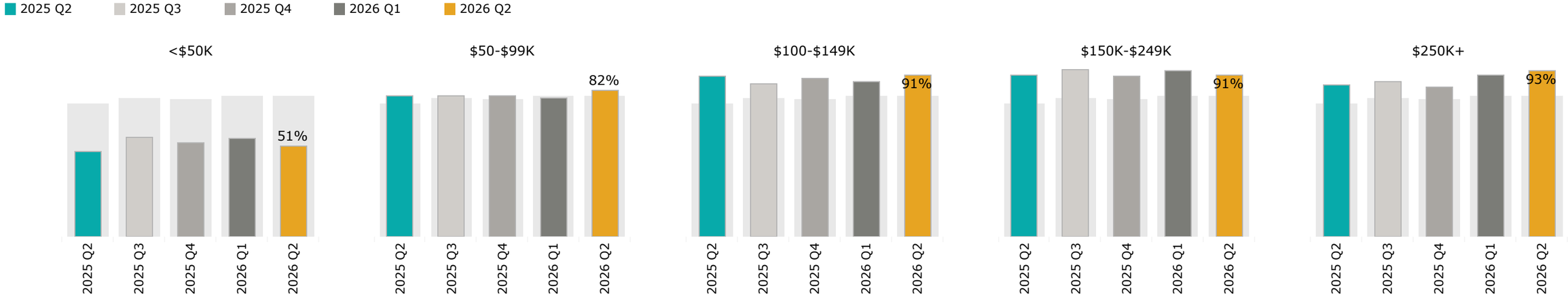
% Change vs. 2019 | Texas vs U.S. total



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)

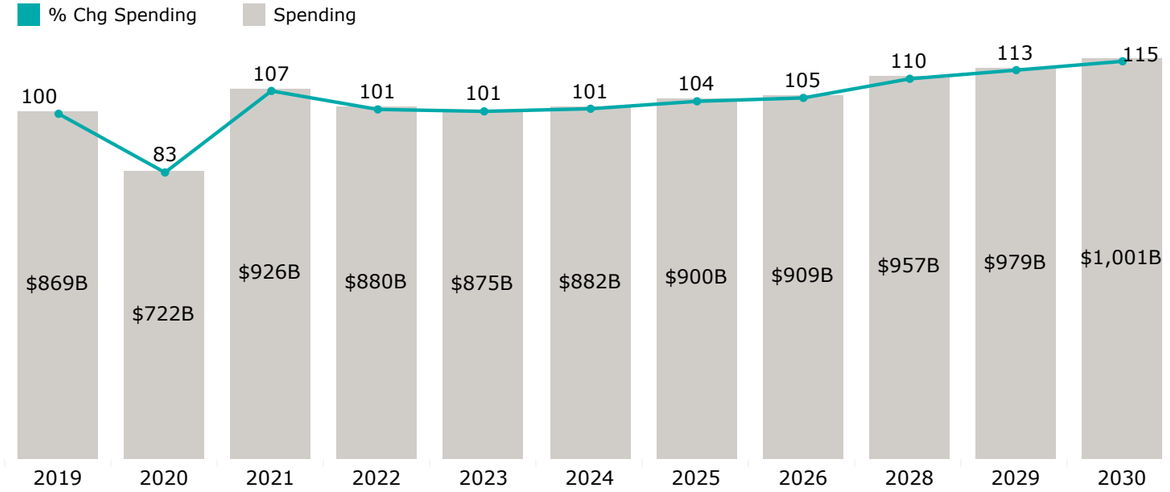


Note: Light gray bars represent the average for all survey respondants
Source: MMGY Global's Portait of American Travelers

Domestic Travel Forecast

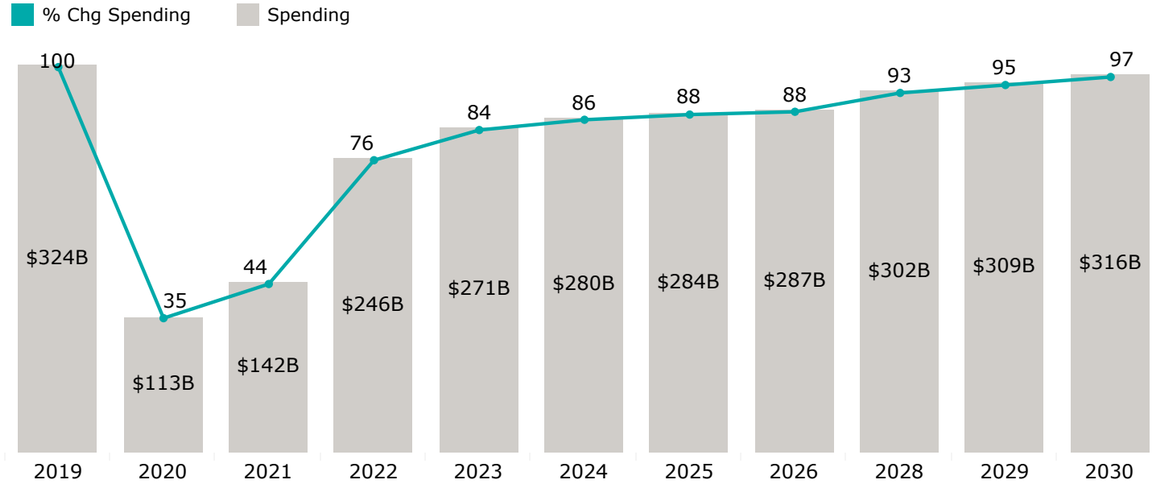
Real Domestic Leisure Travel Spending

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



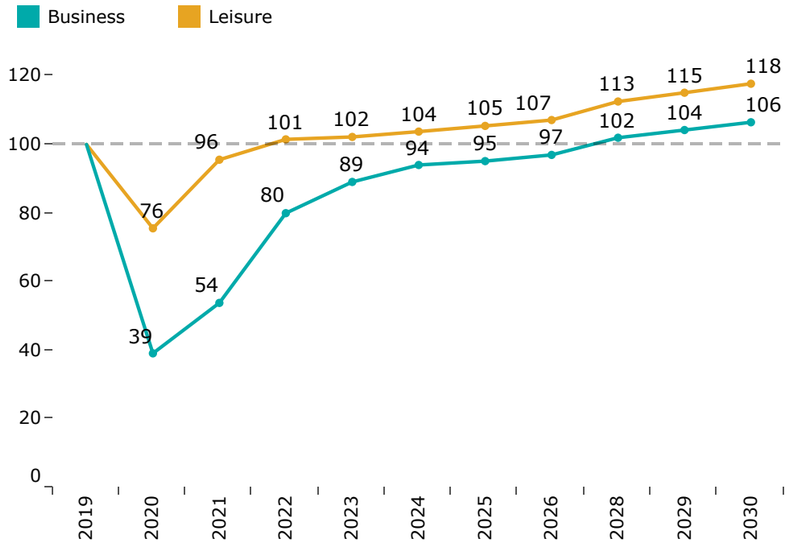
Real Domestic Business Travel Spending

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



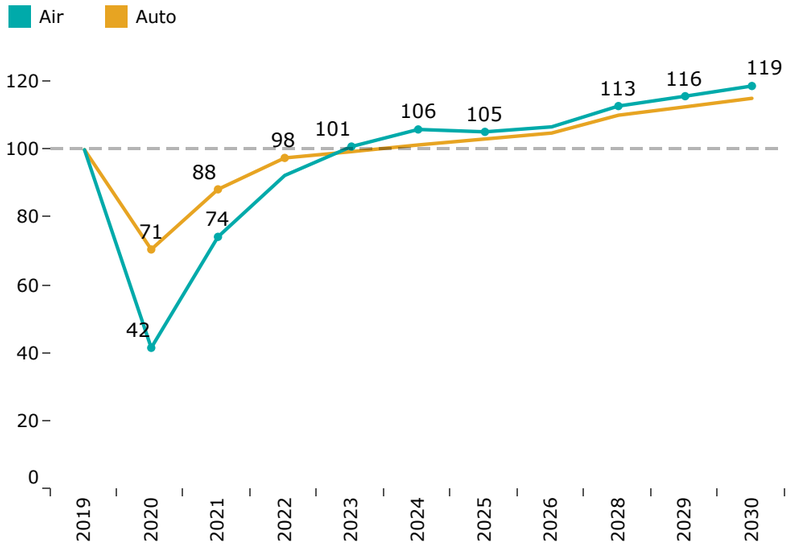
Leisure vs. Business Travel Volume

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



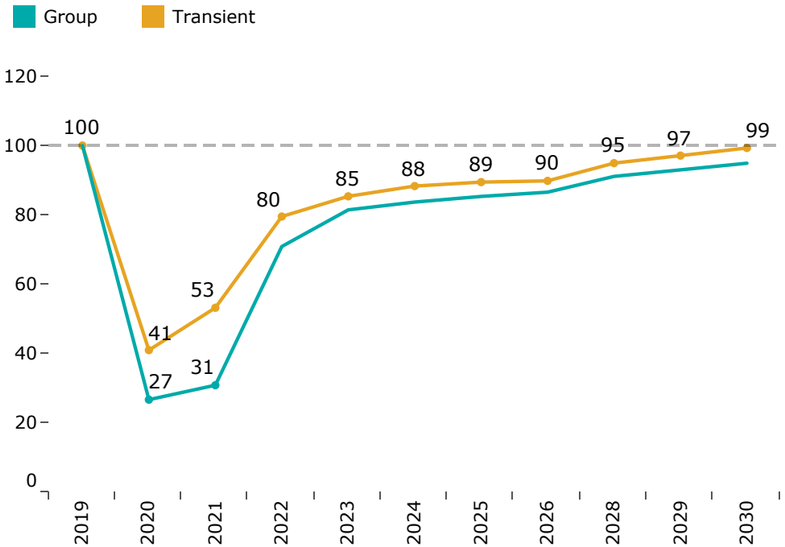
Auto vs. Air Travel Volume

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
May	Corpus Christi	55.8%	-4.4%	$108	-0.9%	$60	-5.3%
	Austin	67.9%	+2.2%	$165	+1.6%	$112	+3.8%
	Galveston	57.1%	+1.1%	$167	+1.8%	$95	+2.9%
	Houston	59.8%	-2.5%	$126	+3.3%	$76	+0.7%
	San Antonio	58.7%	+0.3%	$129	-1.5%	$76	-1.2%
	South Padre Island	67.3%	+2.2%	$141	+0.7%	$95	+2.9%
	Texas	62.9%	+0.2%	$127	+3.2%	$80	+3.4%
	United States	65.7%	+0.6%	$169	+3.4%	$111	+4.0%
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%

Fiscal Year-to-Date Corpus Christi Performance

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
56.0%	**$106**	**$59**	**2.7M**	**1.5M**	**$159.2M**
+2.4%	+3.1%	+5.5%	-1.6%	+0.8%	+3.9%





Source: STR

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Corpus Christi Hotel Forecast

Hotel Performance Forecast by Quarter

Forecast

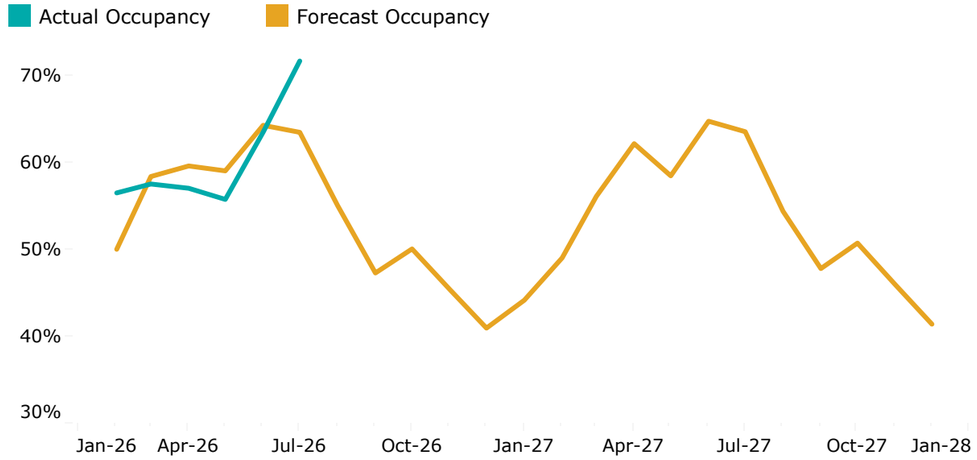
		Occupancy	ADR	RevPAR	Supply	Demand	Revenue
2026	Q3	55.4%	$108	$60	856.3K	474.0K	$51.4M
	Q4	45.5%	$91	$42	861.7K	392.0K	$35.8M
2027	Q1	49.8%	$96	$48	842.9K	419.8K	$40.3M
	Q2	61.8%	$111	$69	852.3K	526.4K	$58.7M
	Q3	55.3%	$111	$61	863.3K	477.7K	$52.9M
	Q4	46.0%	$93	$43	865.8K	398.6K	$37.1M

YOY % Change

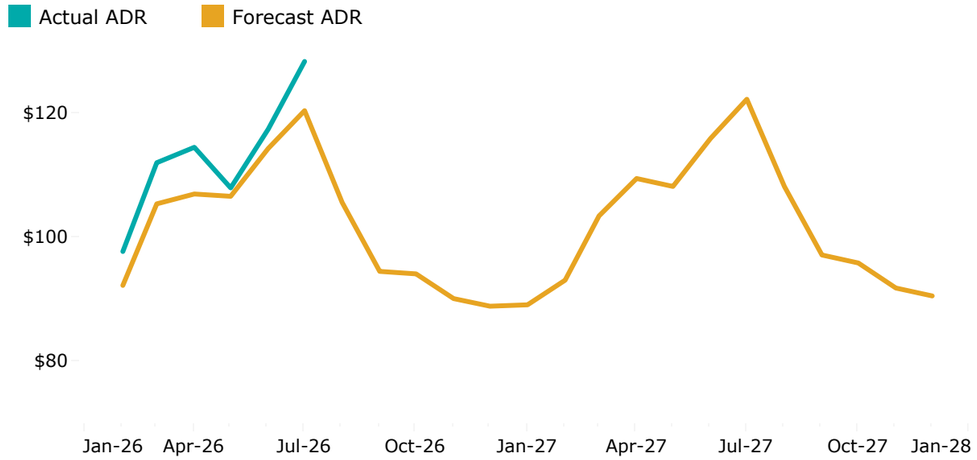
		Occupancy % Change	ADR % Change	RevPAR % Change	Supply % Change	Demand % Change	Revenue % Change
2026	Q3	-3.7%	+0.0%	-3.6%	+2.5%	-1.2%	-1.2%
	Q4	-0.3%	+0.3%	-0.1%	+2.6%	+2.3%	+2.6%
2027	Q1	-2.6%	-0.3%	-2.9%	+1.7%	-0.9%	-1.2%
	Q2	+1.3%	+1.7%	+3.1%	+1.2%	+2.6%	+4.4%
	Q3	+0.0%	+2.1%	+2.1%	+0.8%	+0.8%	+2.9%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

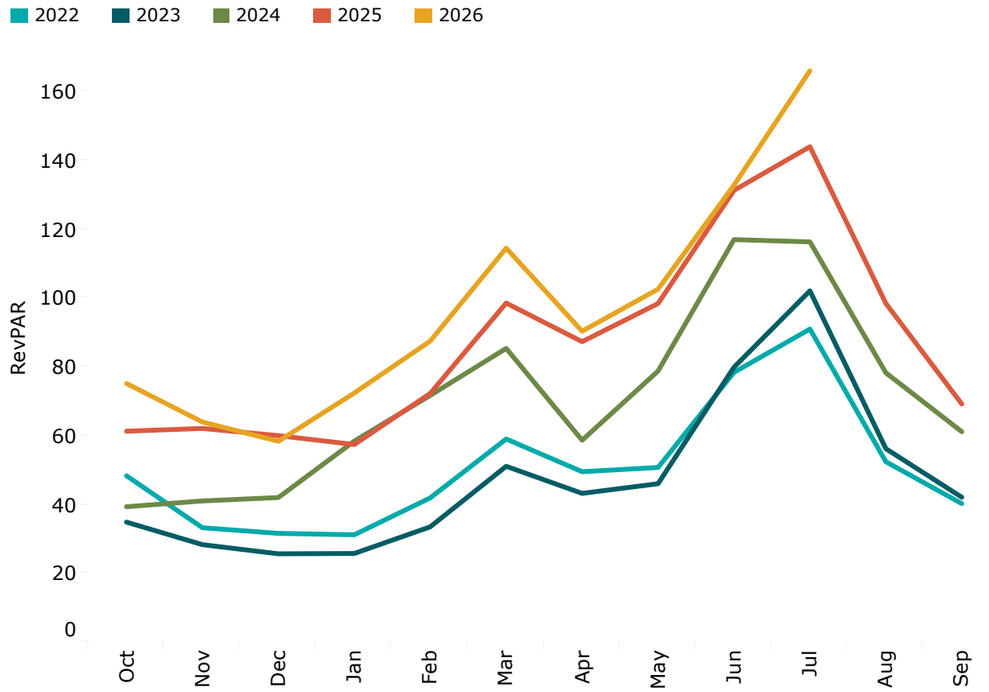
		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
May	Corpus Christi	45.2%	+0.0%	$227	+4.2%	$103	+4.3%
	Galveston	9.3%	-76.3%	$449	+21.5%	$42	-71.2%
	Port Aransas	39.5%	+1.0%	$528	-0.6%	$208	+0.4%
	South Padre Island	9.5%	-74.4%	$388	+5.7%	$37	-73.0%
Jun	Corpus Christi	51.4%	-9.9%	$258	+12.3%	$133	+1.2%
	Galveston	11.2%	-77.1%	$545	+33.1%	$61	-69.5%
	Port Aransas	57.2%	-1.1%	$670	+4.4%	$383	+3.3%
	South Padre Island	10.9%	-77.7%	$462	+7.6%	$50	-76.0%
Jul	Corpus Christi	62.3%	+4.3%	$267	+10.6%	$166	+15.3%
	Galveston	8.2%	-84.9%	$569	+35.8%	$47	-79.5%
	Port Aransas	66.7%	+5.4%	$707	+7.7%	$472	+13.5%
	South Padre Island	9.6%	-83.7%	$482	+5.5%	$47	-82.8%

Fiscal Year-to-Date Corpus Christi Performance

Occupancy	ADR	RevPAR
44.6%	**$217**	**$97**
+0.2%	+9.8%	+10.0%

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

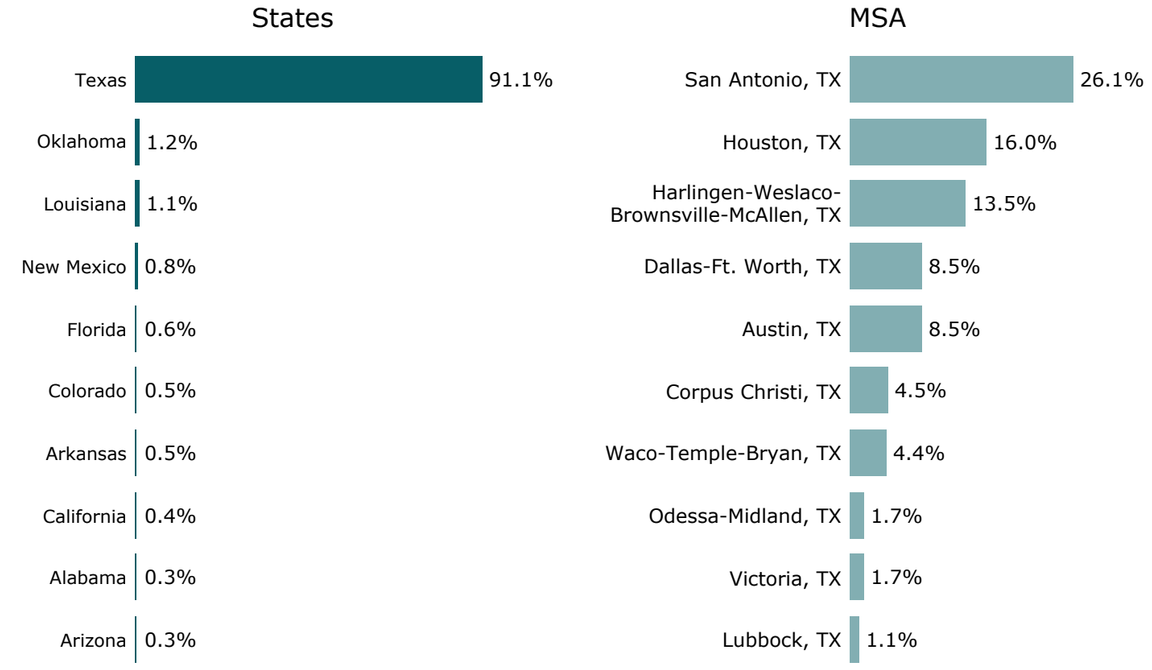
July 2026 Domestic Visits

1.7 days
Avg. Length of Stay

87%
Overnight Trip Share

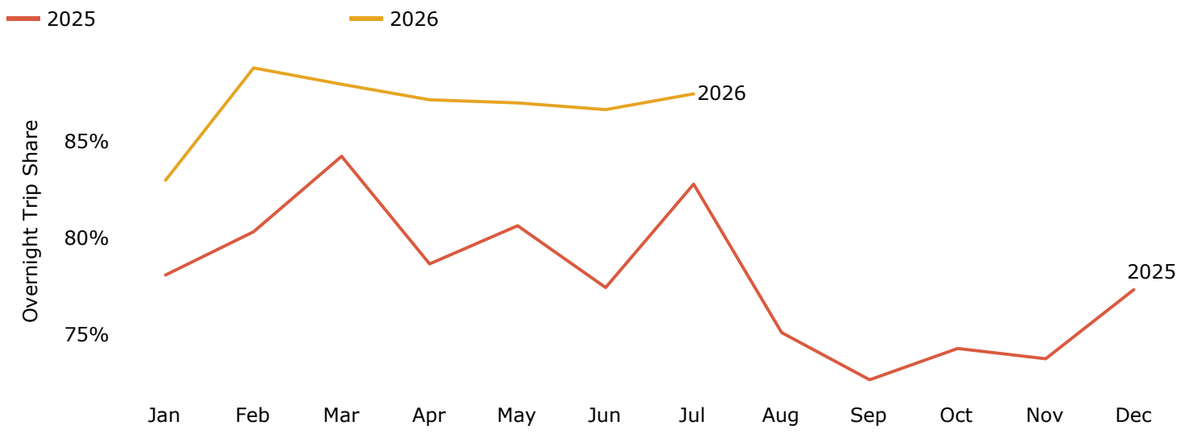
53%
Repeat Trip Share

Top Origin Markets



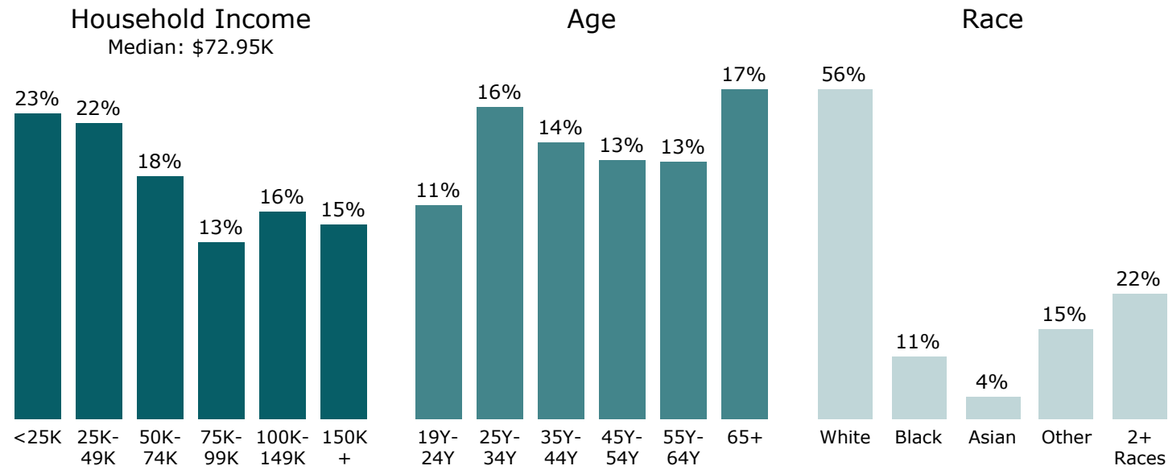
Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month



July 2026 Visitor Origin Demographics

Share of Total

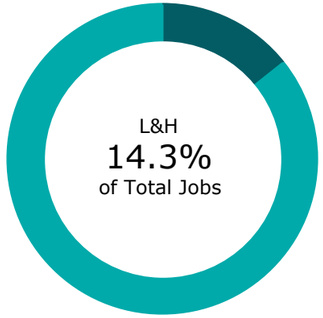


Source: Azira & U.S. Census Bureau

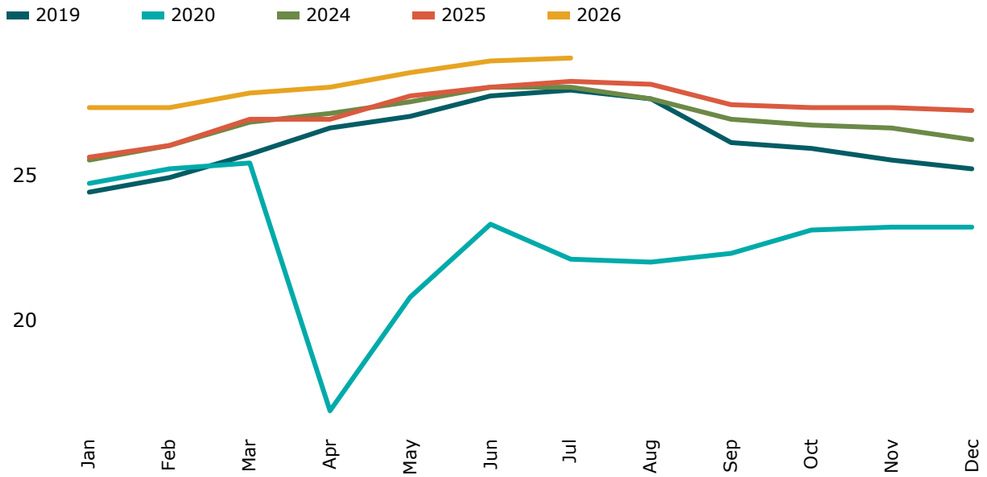
Corpus Christi Leisure & Hospitality Workforce

Total Leisure & Hospitality Jobs

L&H Jobs
as of July 2026
29.0K
+2.8% YOY | +3.9% vs. 2019



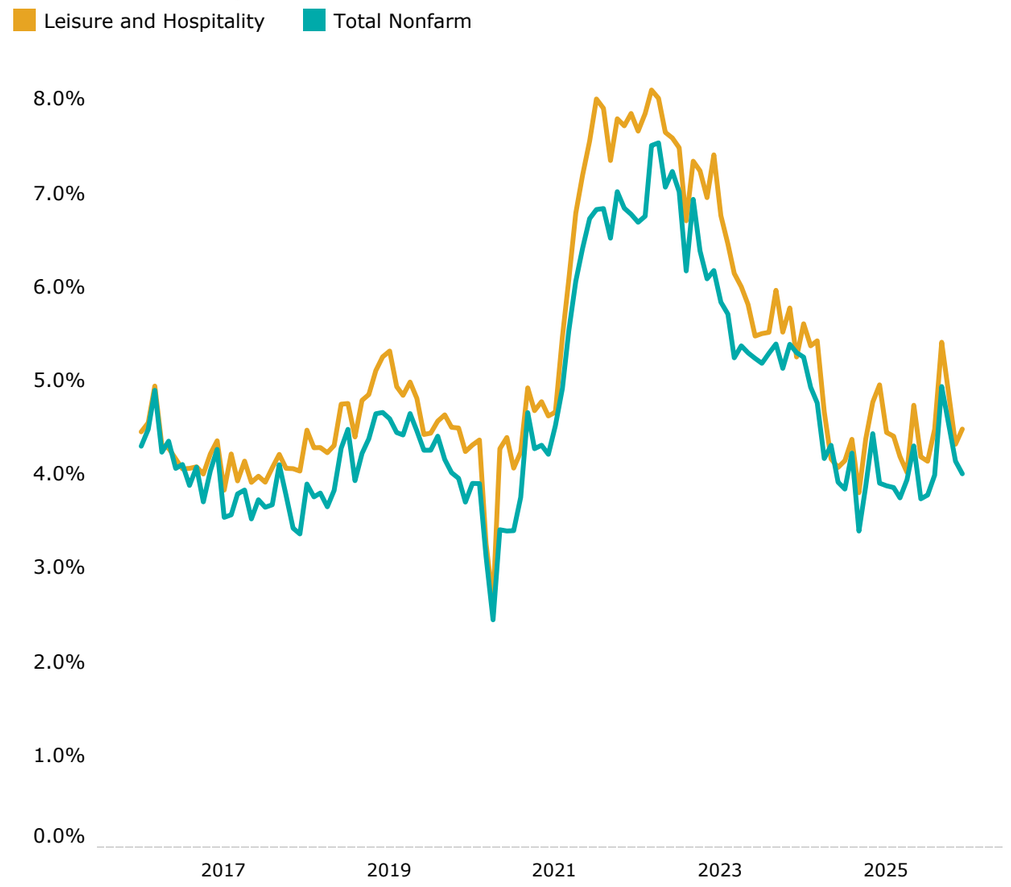
Employment Recovery
Leisure & Hospitality Jobs (Thousands)



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

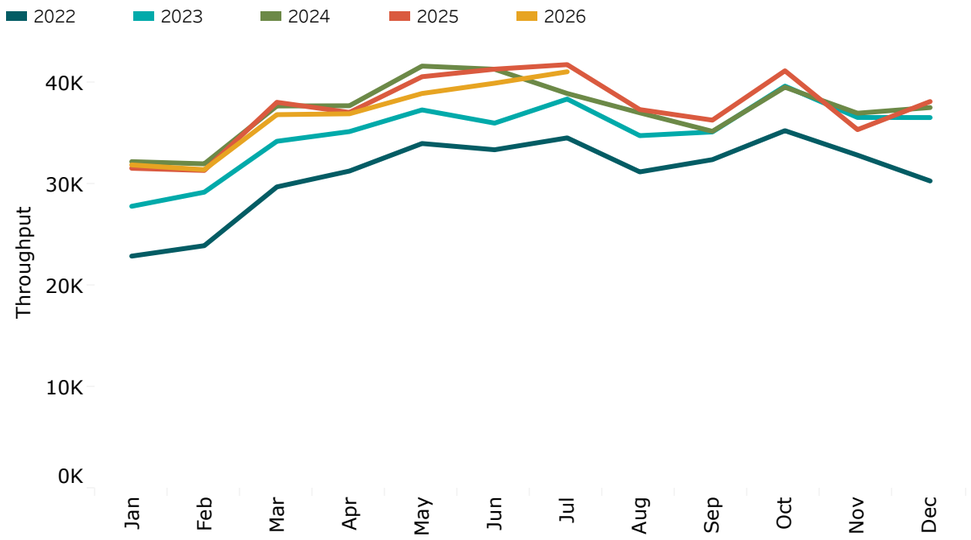
July 2026 Volume

41.0K

-1.7% YOY

TSA Checkpoint Volume by Month

Last Five Calendar Years



Source: Transpotation Security Administration

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Oct 2025 - Jul 2026 Volume

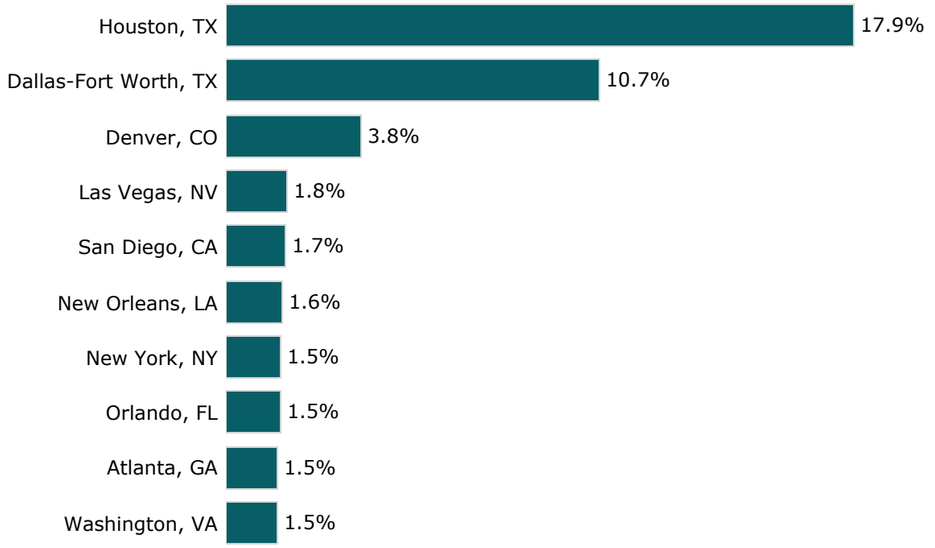
371.2K

-0.1% YOY

Source: Transpotation Security Administration

Top Origin Markets - Air

Oct 2025 - Jun 2026 Visitor Arrivals



Source: OAG

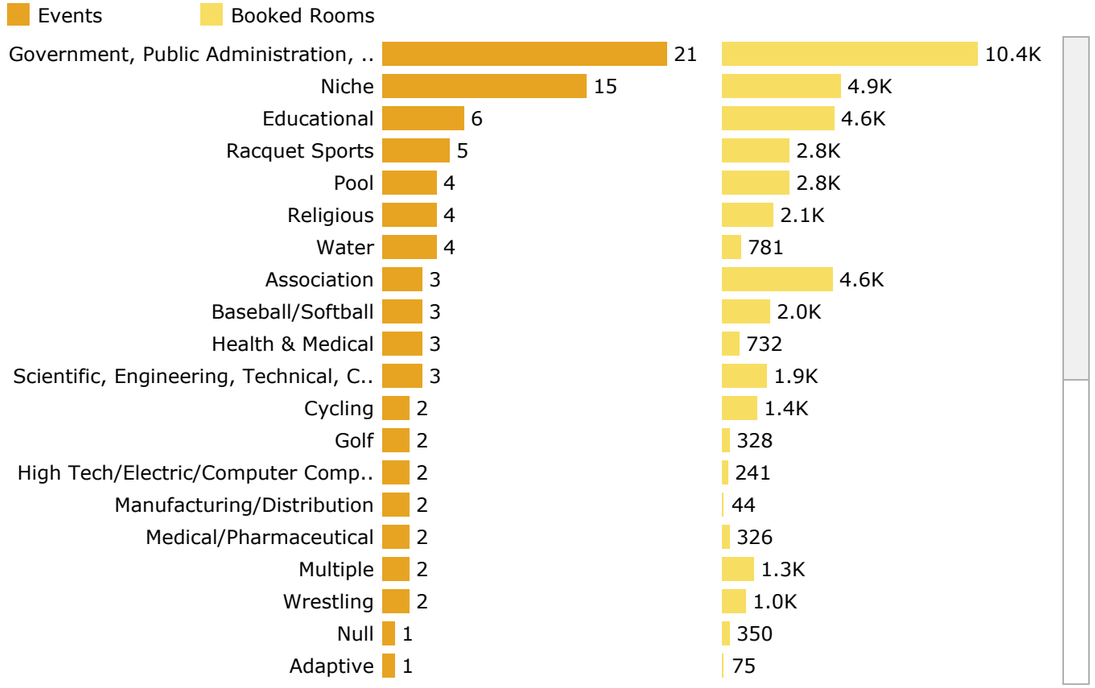
Visit Corpus Christi Meeting & Sports Booked as of July 2026

Calendar Year-to-Date Bookings

Events	Booked Rooms	Avg. Peak
105	**52,468**	**185**
+41.9% YOY	-9.5%YOY	-31.0%YOY

Bookings by Market Segment

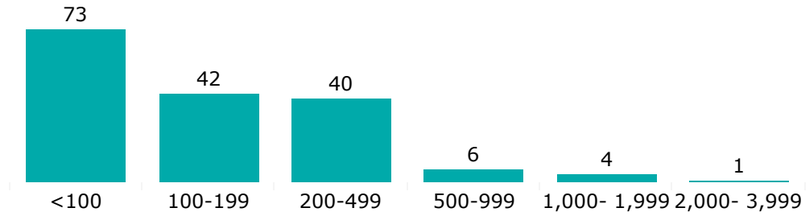
Events & Requested Rooms Booked Calendar Year-to-Date



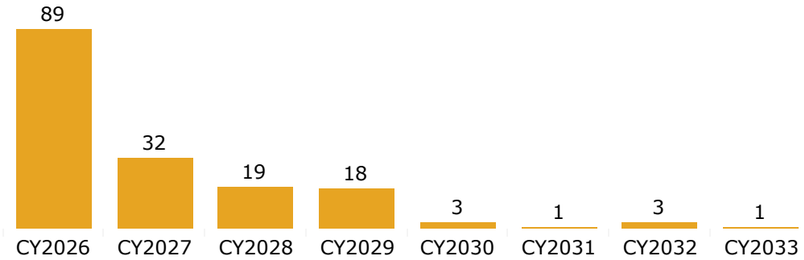
Lead Volume Calendar Year-to-Date

Events	Lead Rooms	Avg. Peak
166	**110,863**	**199**
-38.7% YOY	-46.3% YOY	-18.4% YOY

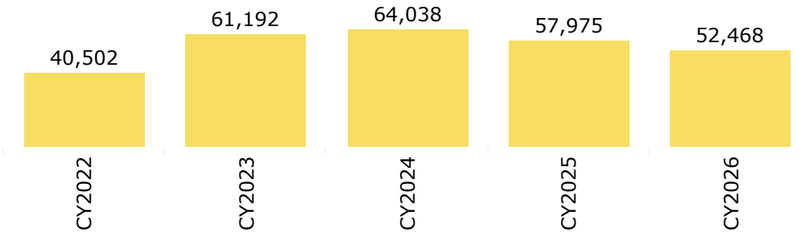
Peak Size
Leads Created Calendar Year-to-Date



Event Year
Leads Created Calendar Year-to-Date



Booked Rooms
in Calendar Year-to-Date



Source: CRM (Simpleview)

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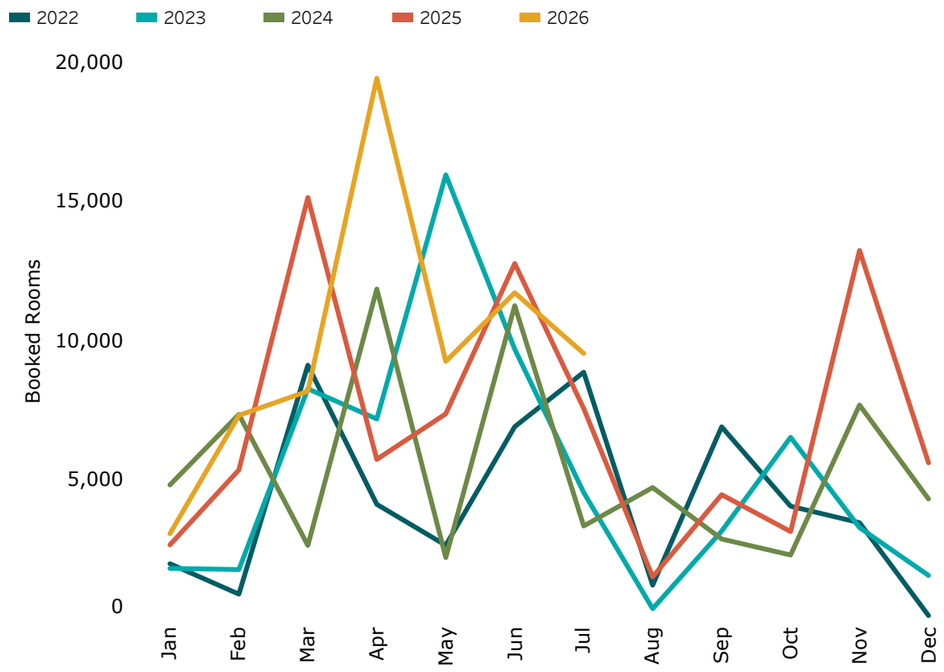
Visit Corpus Christi Meeting & Sports Sales

Jan - Jul 2026 Meetings & Sports Events

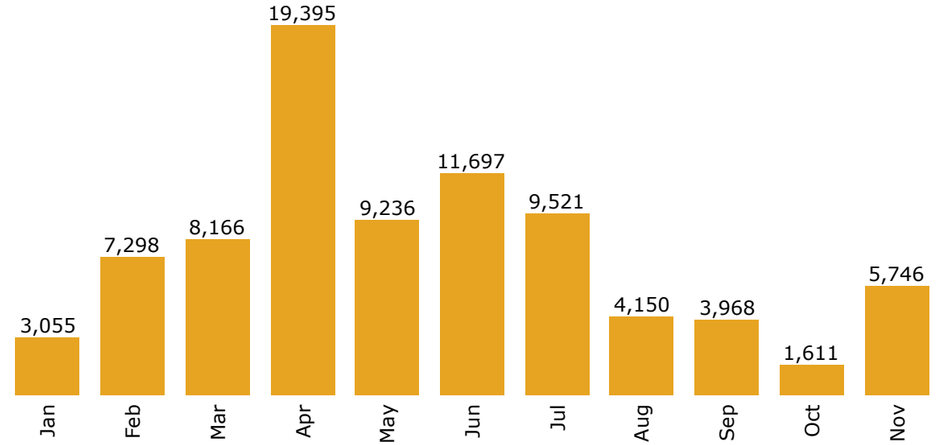
Events	Rooms	Attendees
94	**68.4K**	**96.8K**

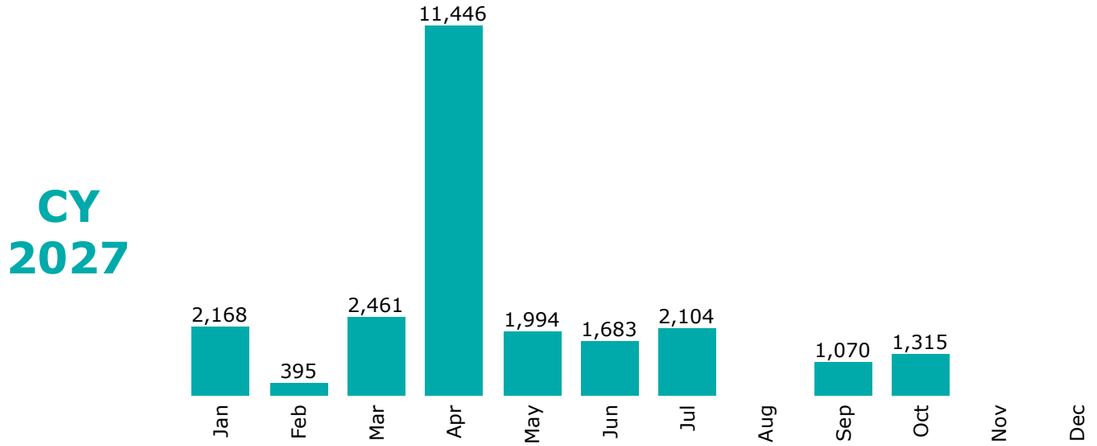
Definite Rooms

Past Rooms On-the-Books by Calendar Year



Future Rooms On-the-Books





On-the-Books as of 8/12/2026

Source: Visit Corpus Christi CRM (Simpleview)

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Website Performance Summary

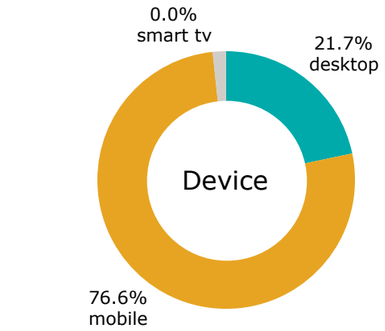
July 2026

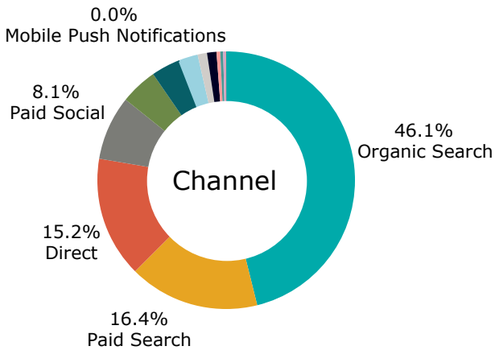
202.9K
Total Sessions
-5.5% YOY

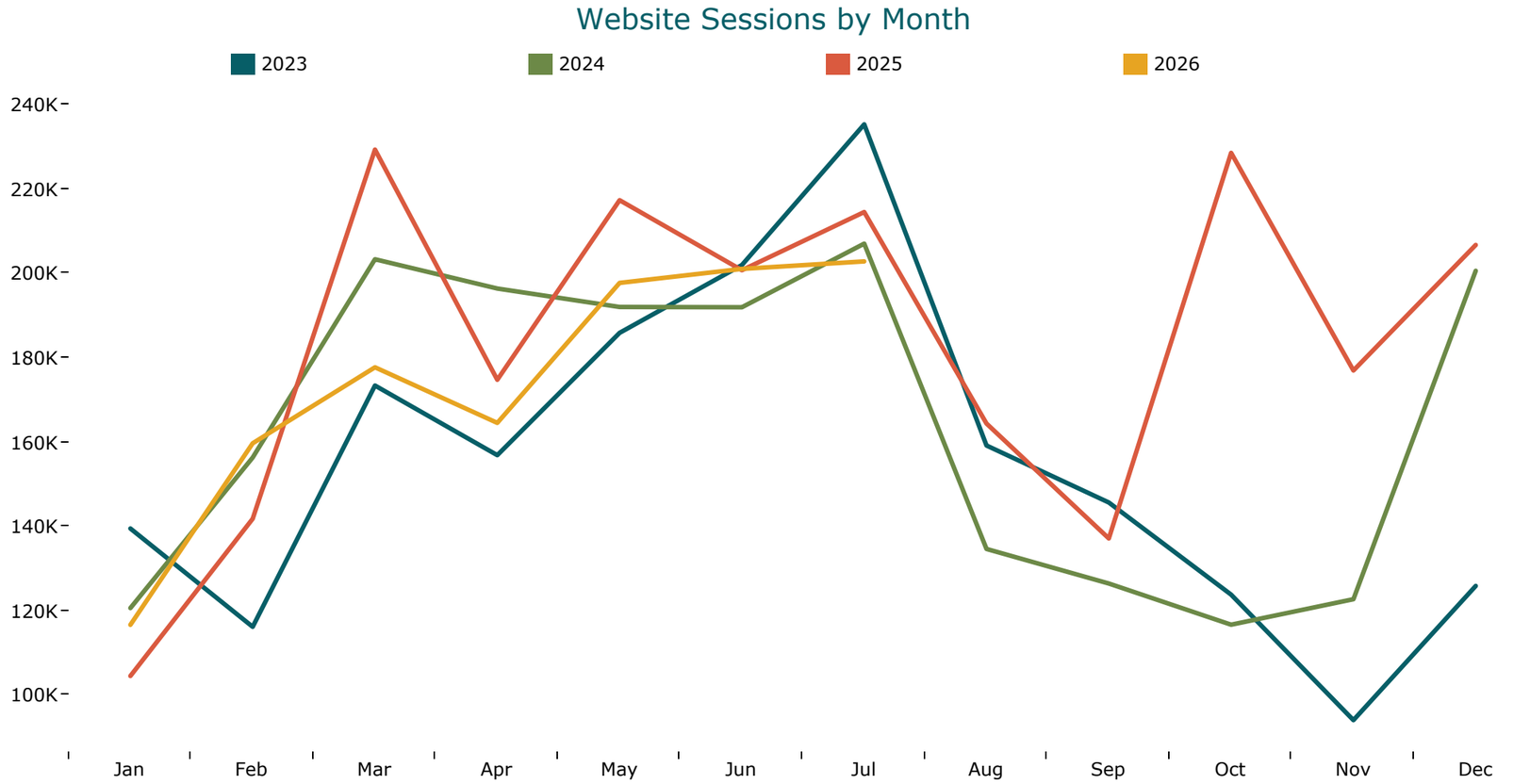
2.2 pages
Pages per Session
+0.08 pages YOY

33.9%
Bounce Rate
-8.4% YOY

00:02:56
Avg. Session Duration
-1.4% YOY







Source: Google Analytics

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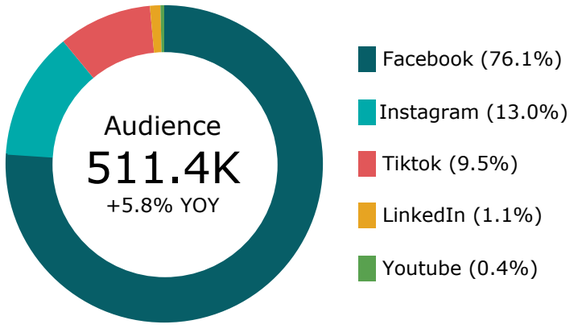
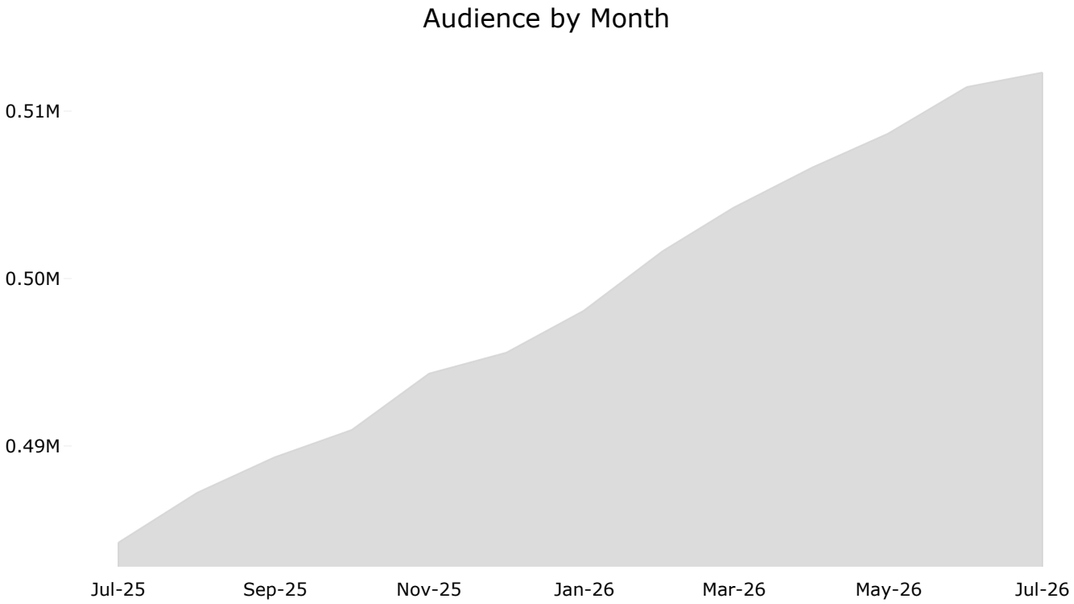
Social Media Summary

Audience Overview



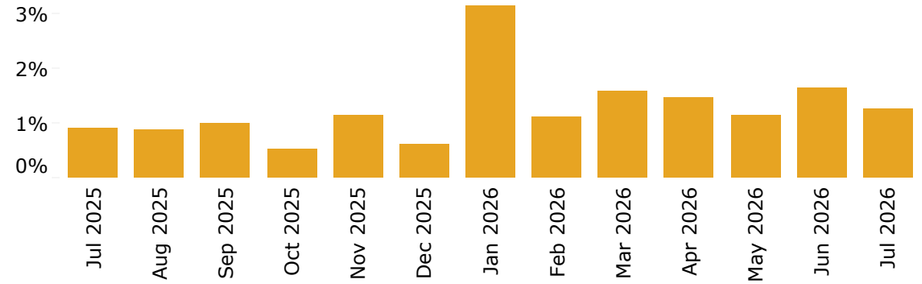
- Facebook (76.1%)
- Instagram (13.0%)
- Tiktok (9.5%)
- LinkedIn (1.1%)
- Youtube (0.4%)



Engagements & Impressions

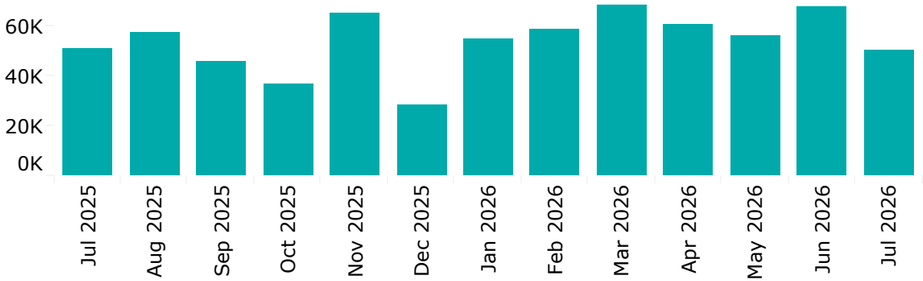
Engagement Rate

July 2026
1.3%
+0.3% pt YOY



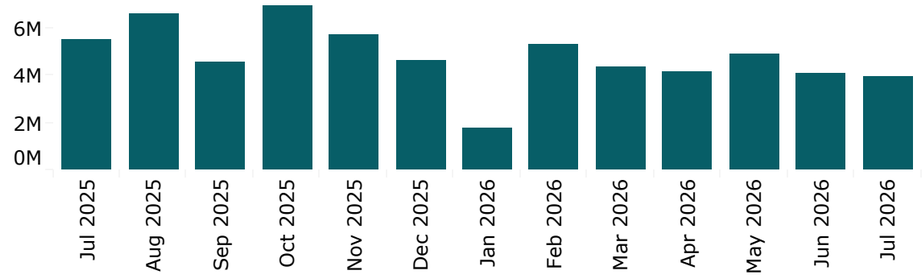
Engagements

July 2026
50.3K
-1.9% YOY



Impressions

July 2026
3.9M
-28.7% YOY



Source: Sprout Social

Social Media Performance by Platform

July 2026

Facebook

Audience
388.9K
+3.3% YOY

Engagement Rate	**0.8%**
Impressions	**3,122,679**
Video Views	**427,260**
Engagement	**25,292**
Comments	612
Reactions	6,074
Shares	533
Post Link Clicks	445
Other Post Clicks	

Instagram

Audience
66.3K
+12.1% YOY

Engagement Rate	**3.5%**
Impressions	**357,476**
Video Views	**103,493**
Engagement	**12,637**
Comments	165
Reactions	7,508
Saves	1,817
Shares	2,010

YouTube

Audience
1.9K
+17.1% YOY

Engagement Rate	
Impressions	
Video Views	**160,649**
Engagement	**1,119**
Comments	17
Reactions	599
Shares	404
Post Link Clicks	
Other Post Clicks	0
Other Engagements	99

LinkedIn

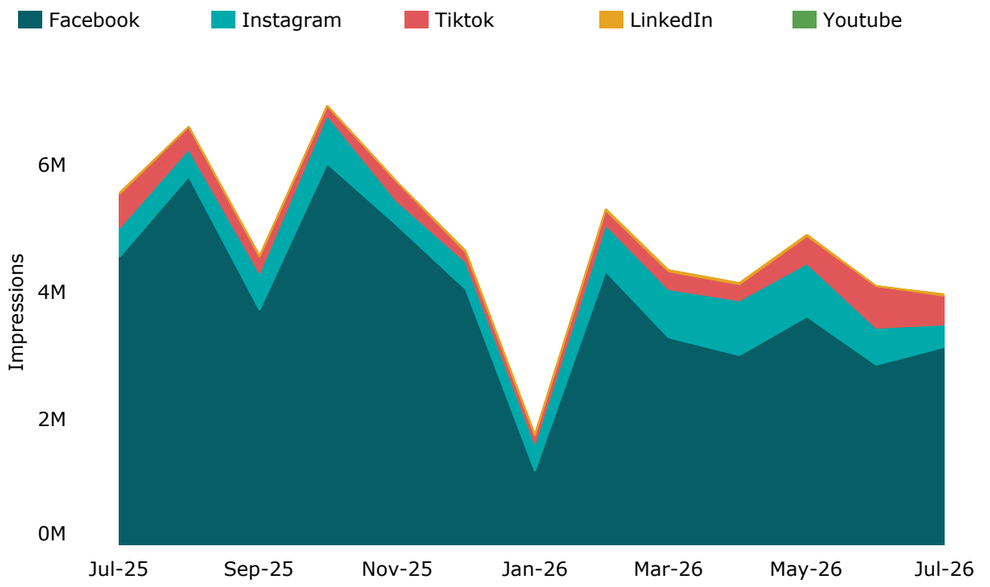
Audience
5.4K
+21.4% YOY

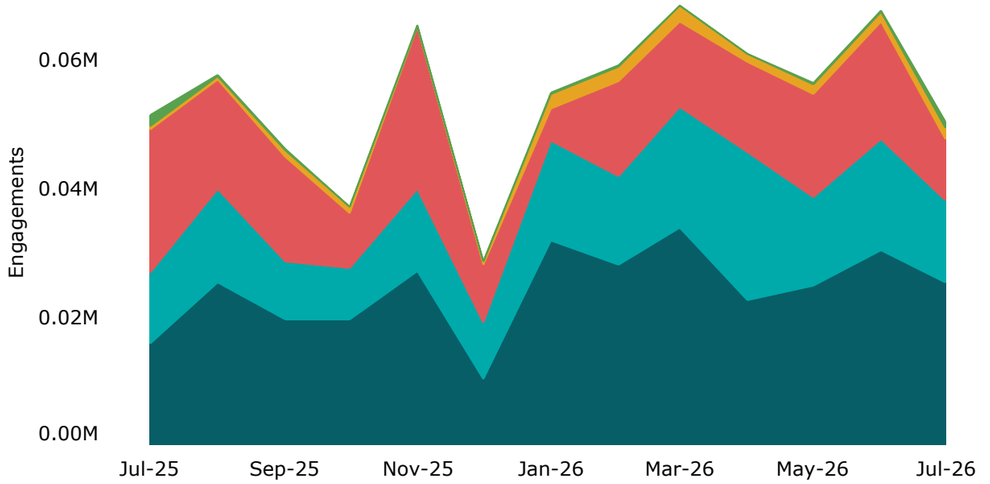
Engagement Rate	**9.8%**
Impressions	**17,782**
Video Views	**213**
Engagement	**1,738**
Comments	36
Reactions	654
Shares	9
Post Link Clicks	1,039

Tiktok

Audience
48.8K
+17.9% YOY

Engagement Rate	**2.1%**
Video Views	**450,672**
Engagement	**9,517**
Comments	45
Reactions	7,108
Shares	2,364





Source: Sprout Social