Visit Corpus Christi Monthly Data Report

September 2026



Powered by SYMPHONY TOURISM ECONOMICS

Executive Summary

September 2026

Highlights

Hotels in the Corpus Christi market posted significant growth this September, with occupancy up 7.9% YOY to 54.2% and ADR increasing 9.1% to $106. RevPAR rose 17.6%, largely due to a shift in Labor Day weekend from August to September this year. Labor Day weekend increased 1% in demand from Labor Day weekend last year and hotels grew ADR by 5.3% to show weekend ADR growth of 6.5% this year.

Weekday performance helped the market gain 7.2% in occupancy YOY and RevPAR increased 15.5% alongside a 7.7% rise in ADR. Weekend performance was stronger, as occupancy grew 9.6% and RevPAR grew 25.7% due to ADR gains of 14.7%. Downtown drove demand up 19.3%, with its drop in supply, the market gained 39.7% in occupancy, while the Island gained 8% in demand. Competitively, Corpus trended with Galveston in rate increases of 9.1% vs 9.9% in Galveston and trended with Galveston with demand, while SPI outpaced Corpus with a 18.6% demand increase.

Short-term rental performance improved this September, with occupancy rising 10.6% YOY to 40.7% and ADR increasing 13.6% to $213, driving a 25.6% gain in RevPAR. The short term rental revenue increases of 19.4% and hotel revenue increases of 15.5%, helped the market achieve $16.8M in lodging revenues this month, up 16% over last year.

The September State of the American Traveler survey found that spontaneous travel reached its highest level on record in Future Partners' spontaneous travel tracking, with over a quarter (25.2%) of American travelers reporting frequent spontaneous leisure trips, up from 17.6% a year earlier.

U.S. hotel performance strengthened significantly in September, with RevPAR increasing 11.0% YOY, driven by a 5.4% increase in occupancy and 5.3% growth in ADR. RevPAR gains were broad-based across all chain scales, led by luxury hotels (+13.0% YOY) and independents (+12.0% YOY).

Hotel Demand
140.6K
+5.9% YOY

Hotel ADR
$106.18
+9.1% YOY

Hotel RevPAR
$57.52
+17.6% YOY

Overnight Trip Share
86%
(August 2026)

L&H Jobs
28.1K
+2.6% YOY

CRP Checkpoint Volume
35.1K
-3.3% YOY

Website Sessions
59.0M
+14.1% YOY

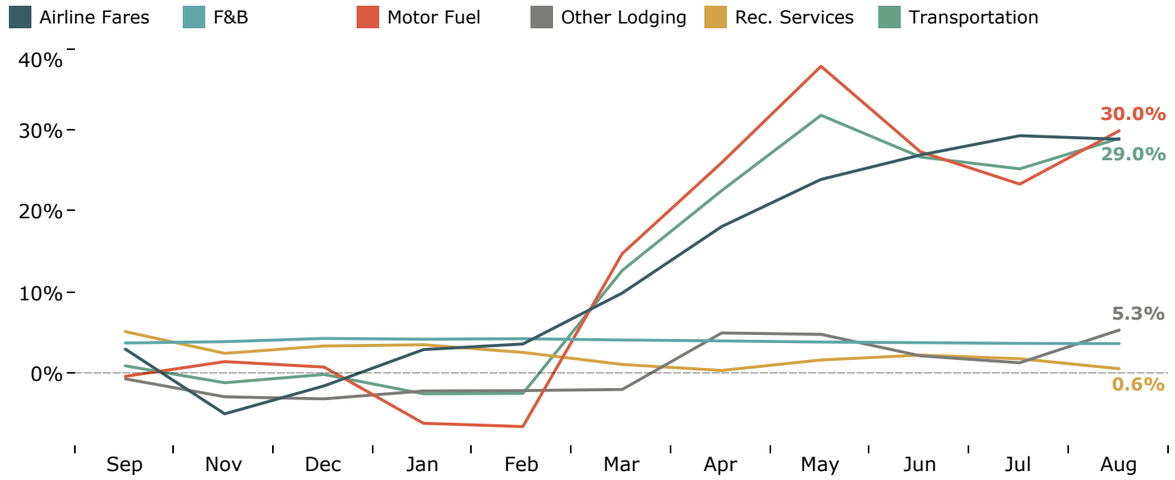
Social Media Audience
514.0K
+5.1% YOY

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

Travel Trends

Travel Price Index

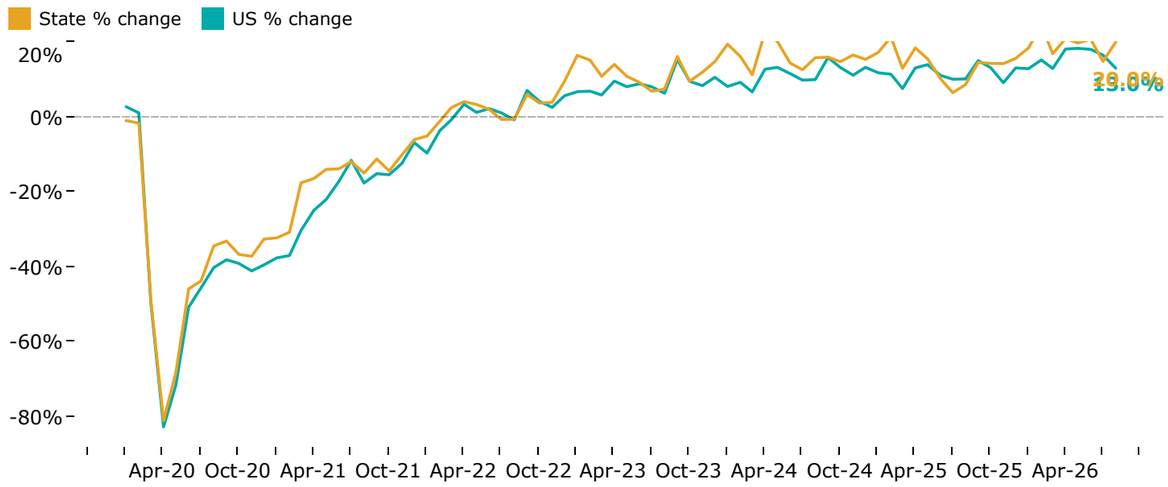
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

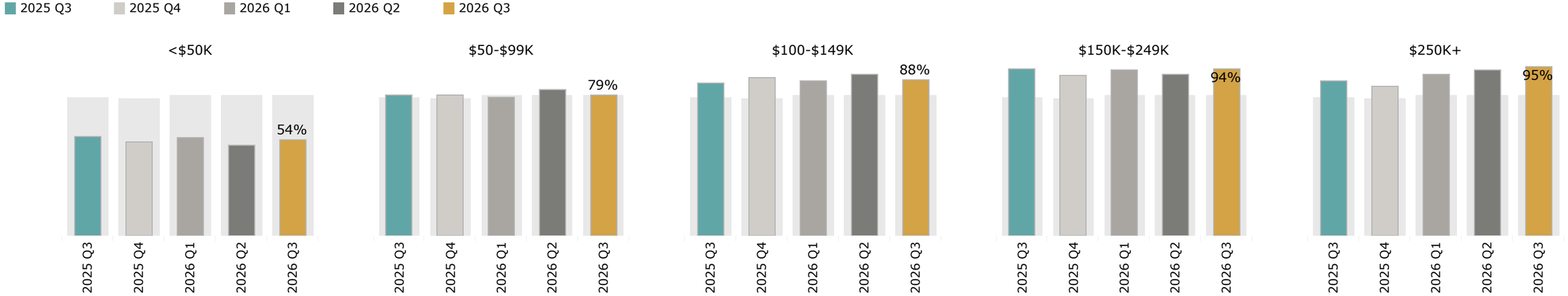
% Change vs. 2019 | Texas vs U.S. total



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)



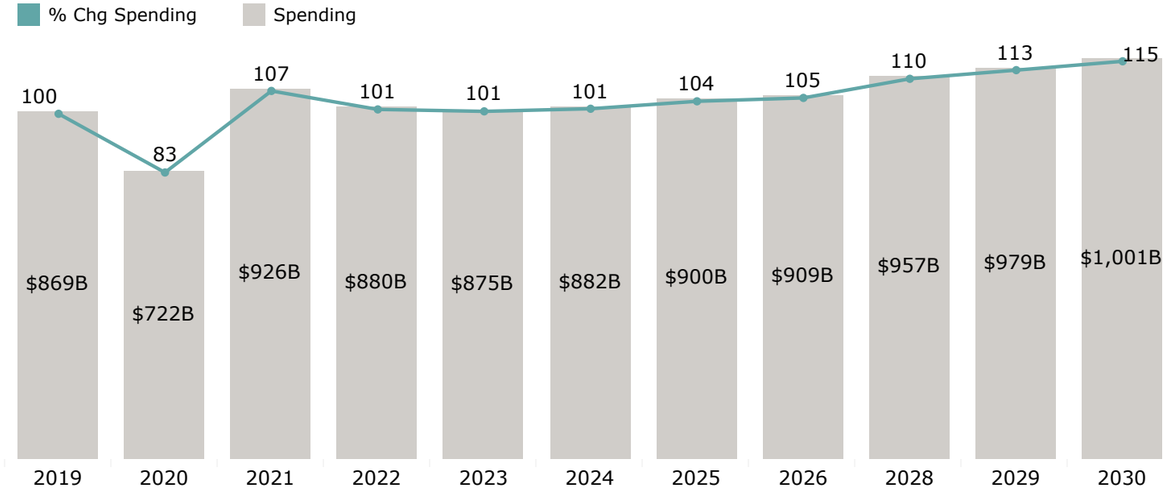
Note: Light gray bars represent the average for all survey respondants
Source: MMGY Global's Portait of American Travelers

Domestic Travel Forecast

VISIT CORPUS CHRISTI

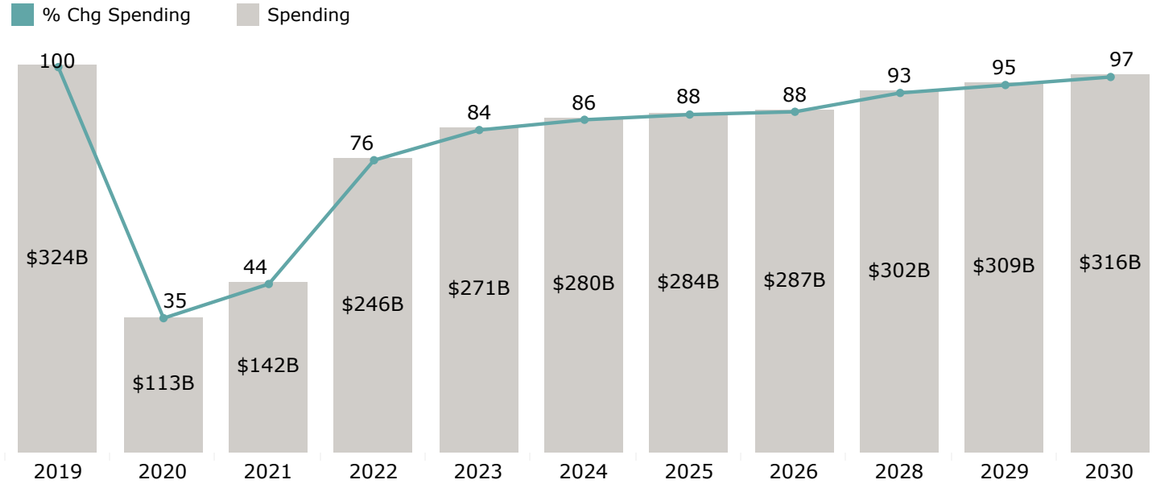
Real Domestic Leisure Travel Spending

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



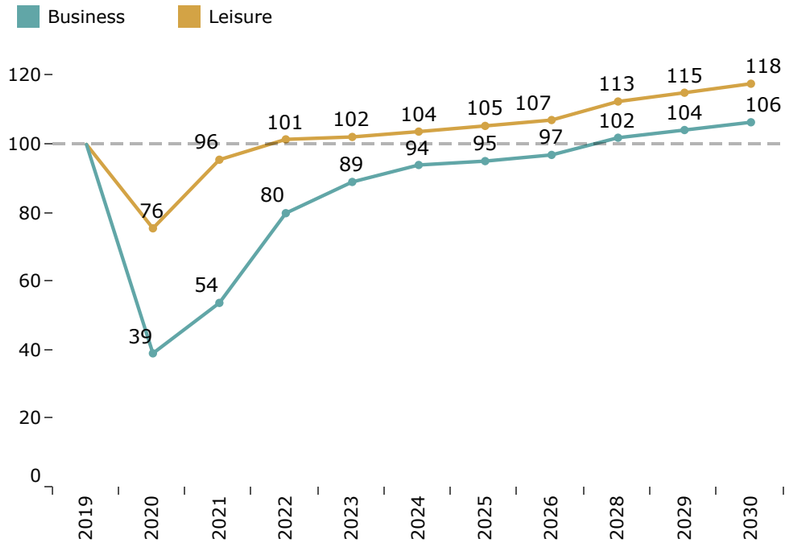
Real Domestic Business Travel Spending

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



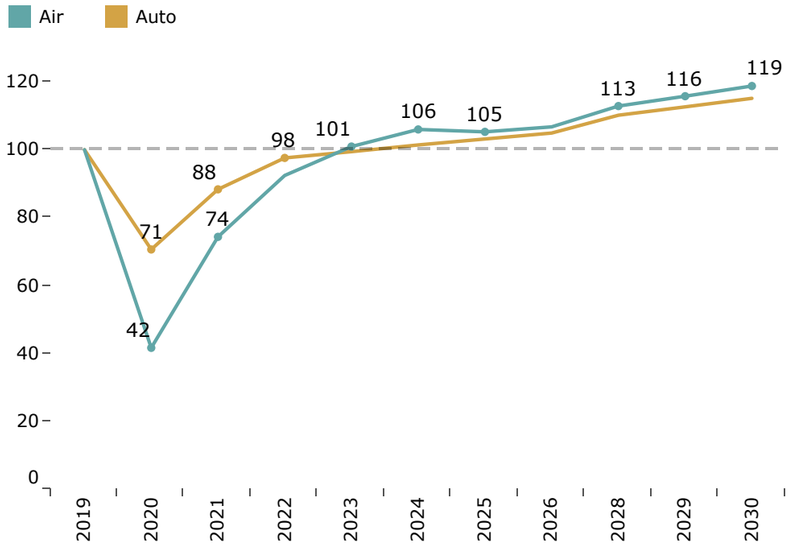
Leisure vs. Business Travel Volume

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



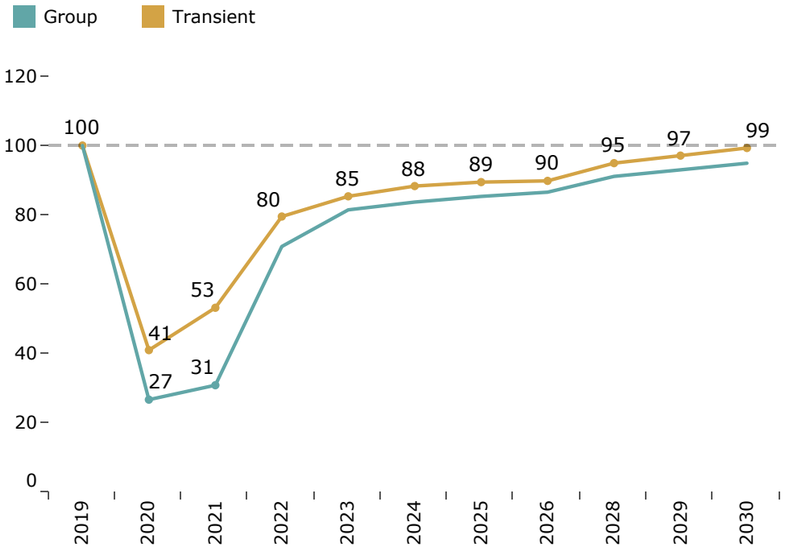
Auto vs. Air Travel Volume

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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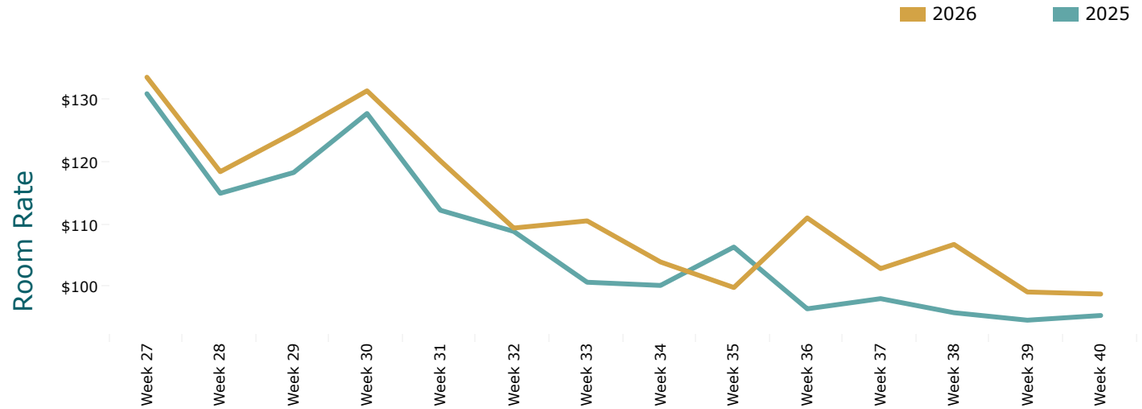
Hotel Review

Monthly Performance by Market

		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
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%
Aug	Corpus Christi	56.6%	+2.2%	$109	+2.0%	$62	+4.3%
	Austin	60.9%	+4.9%	$138	+3.0%	$84	+8.0%
	Galveston	56.3%	+2.5%	$157	-3.7%	$88	-1.3%
	Houston	55.7%	-0.2%	$114	+1.5%	$64	+1.2%
	San Antonio	58.7%	+6.3%	$121	+2.5%	$71	+9.0%
	South Padre Island	70.5%	+0.0%	$145	-1.9%	$102	-1.9%
	Texas	60.4%	+3.5%	$118	+4.4%	$71	+8.0%
	United States	66.4%	+0.5%	$162	+1.5%	$107	+2.0%
Sep	Corpus Christi	54.2%	+7.9%	$106	+9.1%	$58	+17.6%
	Austin	69.5%	+7.9%	$172	+5.9%	$120	+14.3%
	Galveston	51.8%	+7.3%	$151	+9.9%	$78	+17.9%
	Houston	57.8%	+3.9%	$121	+2.8%	$70	+6.9%
	San Antonio	62.9%	+19.5%	$134	+8.2%	$84	+29.2%
	South Padre Island	65.8%	+15.3%	$127	+7.1%	$84	+23.4%
	Texas	63.5%	+8.6%	$129	+6.6%	$82	+15.8%
	United States	66.9%	+5.4%	$172	+5.3%	$115	+11.0%

Fiscal Year-to-Date Corpus Christi Performance

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
55.9%	**$106**	**$59**	**3.2M**	**1.8M**	**$190.6M**
+2.8%	+3.4%	+6.3%	-1.6%	+1.1%	+4.6%





Source: STR

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Corpus Christi Hotel Forecast

Hotel Performance Forecast by Quarter

		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

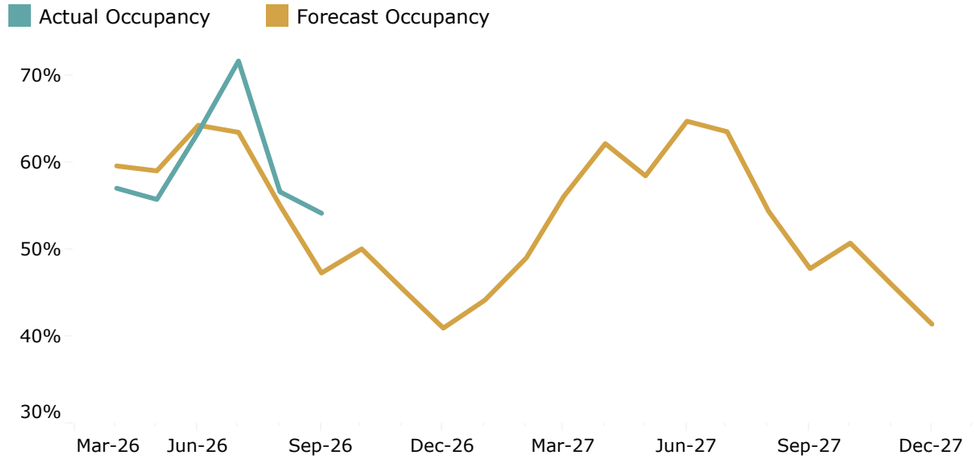
Forecast

YOY % Change

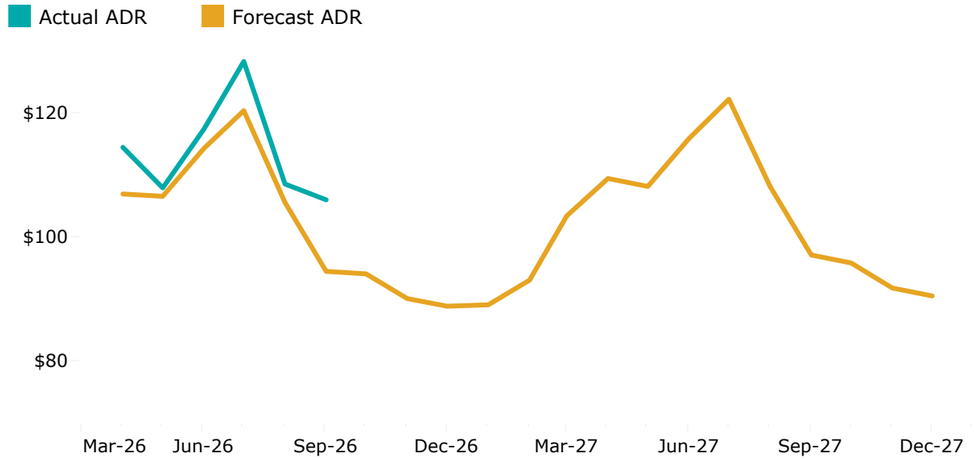
		Occupancy % Change	ADR % Change	RevPAR % Change	Supply % Change	Demand % Change	Revenue % Change
2026	Q3	-3.7%	+0.0%	-3.6%	+2.5%	-1.2%	-1.2%
	Q4	-0.3%	+0.3%	-0.1%	+2.6%	+2.3%	+2.6%
2027	Q1	-2.6%	-0.3%	-2.9%	+1.7%	-0.9%	-1.2%
	Q2	+1.3%	+1.7%	+3.1%	+1.2%	+2.6%	+4.4%
	Q3	+0.0%	+2.1%	+2.1%	+0.8%	+0.8%	+2.9%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

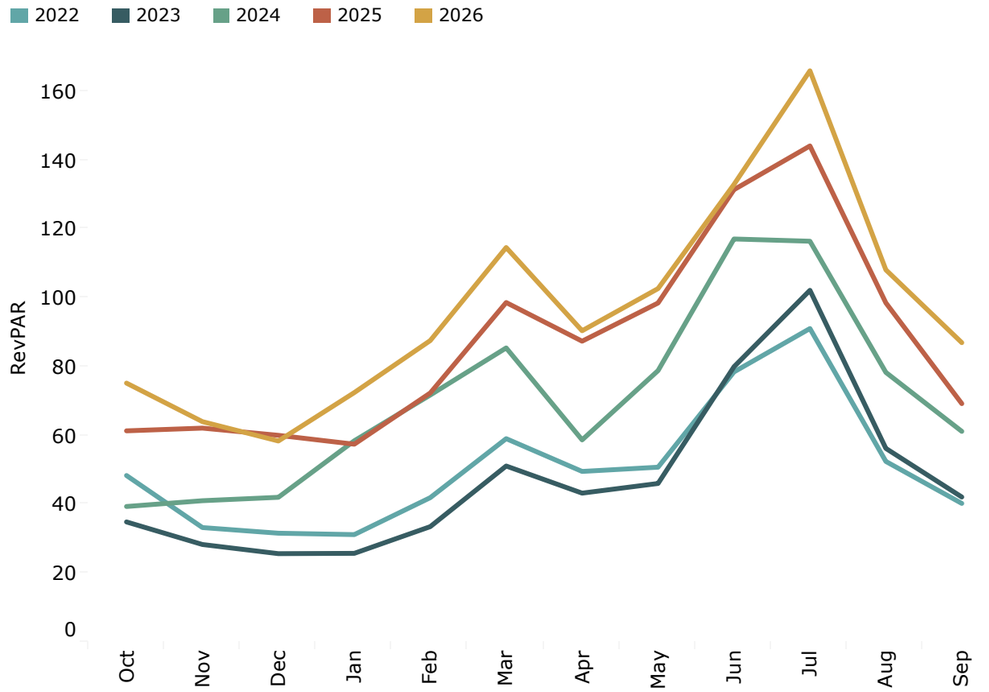
		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jul	Corpus Christi	62.1%	+4.0%	$267	+10.7%	$166	+15.2%
	Galveston	58.7%	+7.9%	$450	+7.4%	$264	+15.9%
	Port Aransas	66.7%	+5.3%	$707	+7.7%	$471	+13.5%
	South Padre Island	66.0%	+11.8%	$453	-0.8%	$299	+10.9%
Aug	Corpus Christi	46.4%	+2.3%	$233	+7.3%	$108	+9.7%
	Galveston	37.5%	+2.0%	$364	+0.7%	$137	+2.7%
	Port Aransas	43.1%	+0.6%	$546	+3.5%	$235	+4.2%
	South Padre Island	47.9%	+12.0%	$372	-1.6%	$178	+10.1%
Sep	Corpus Christi	40.7%	+10.6%	$213	+13.6%	$87	+25.6%
	Galveston	31.1%	+28.9%	$326	+4.8%	$101	+35.0%
	Port Aransas	34.1%	+35.5%	$442	+4.0%	$150	+40.9%
	South Padre Island	36.1%	+34.6%	$309	-2.1%	$112	+31.7%

Fiscal Year-to-Date Corpus Christi Performance

Occupancy	ADR	RevPAR
44.4%	**$218**	**$97**
+1.1%	+9.7%	+10.9%

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

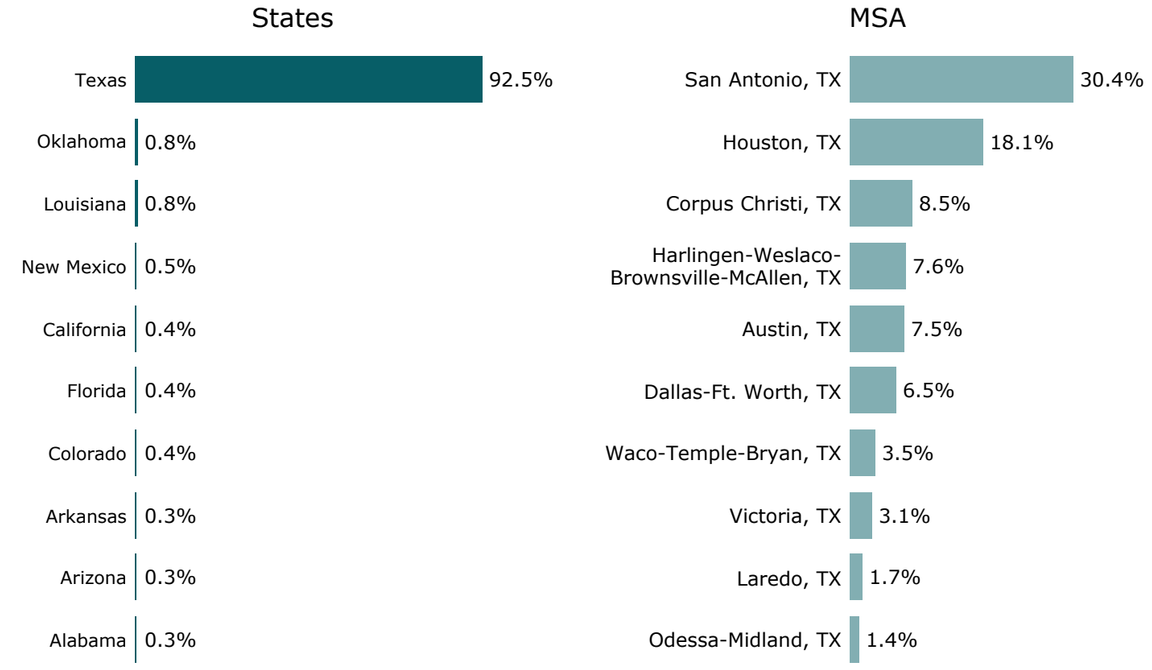
August 2026 Domestic Visits

1.5 days
Avg. Length of Stay

86%
Overnight Trip Share

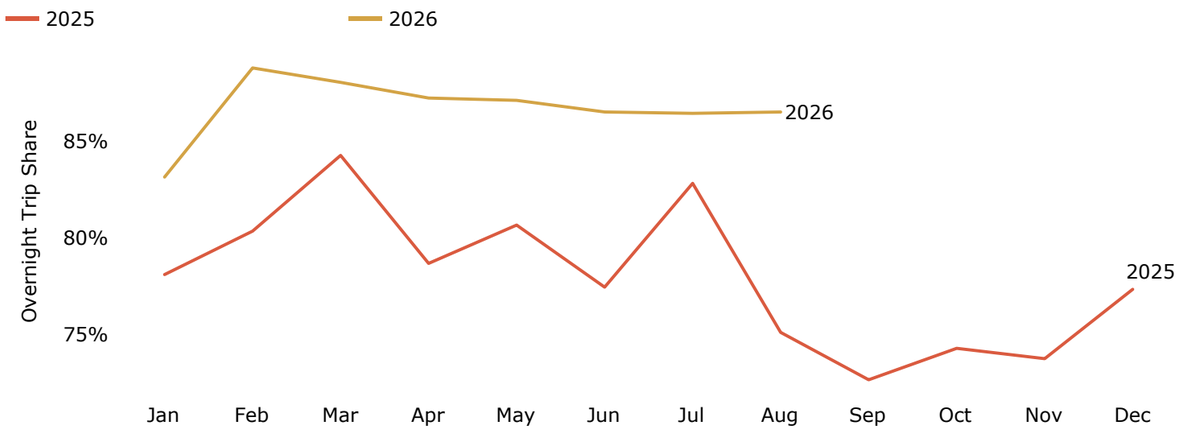
58%
Repeat Trip Share

Top Origin Markets



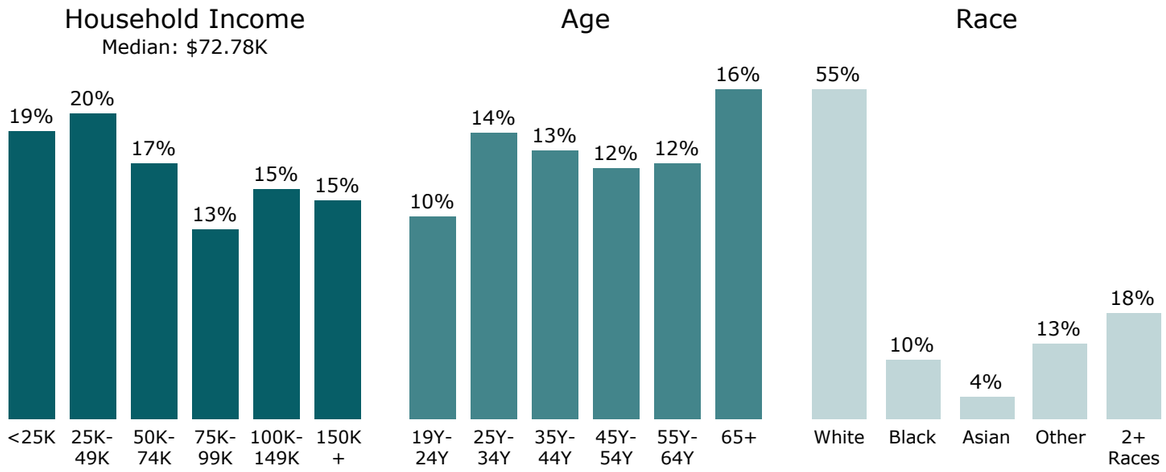
Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month



August 2026 Visitor Origin Demographics

Share of Total

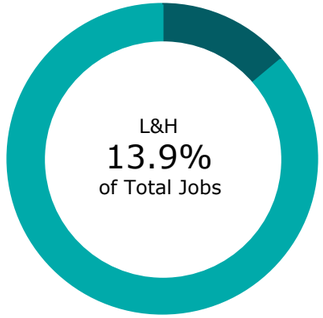


Source: Azira & U.S. Census Bureau

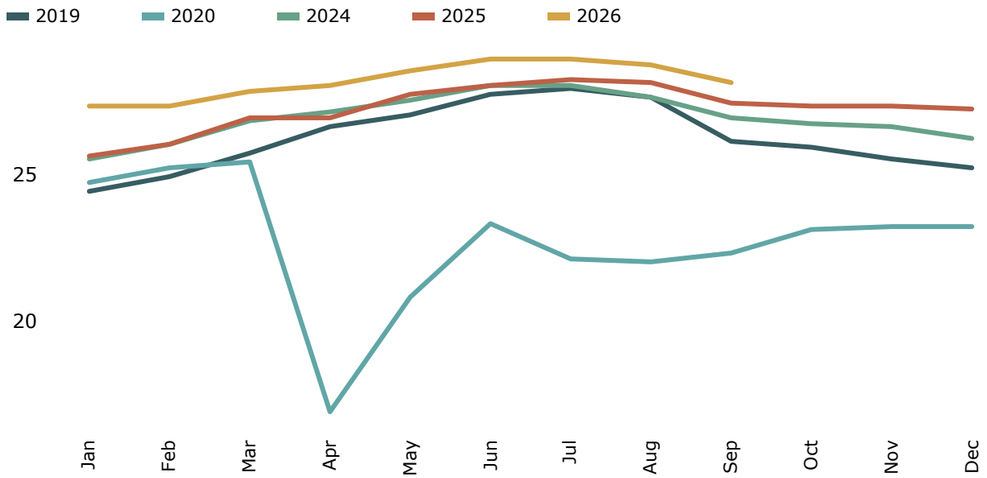
Corpus Christi Leisure & Hospitality Workforce

Total Leisure & Hospitality Jobs

L&H Jobs
as of September 2026
28.1K
+2.6% YOY | +7.7% vs. 2019



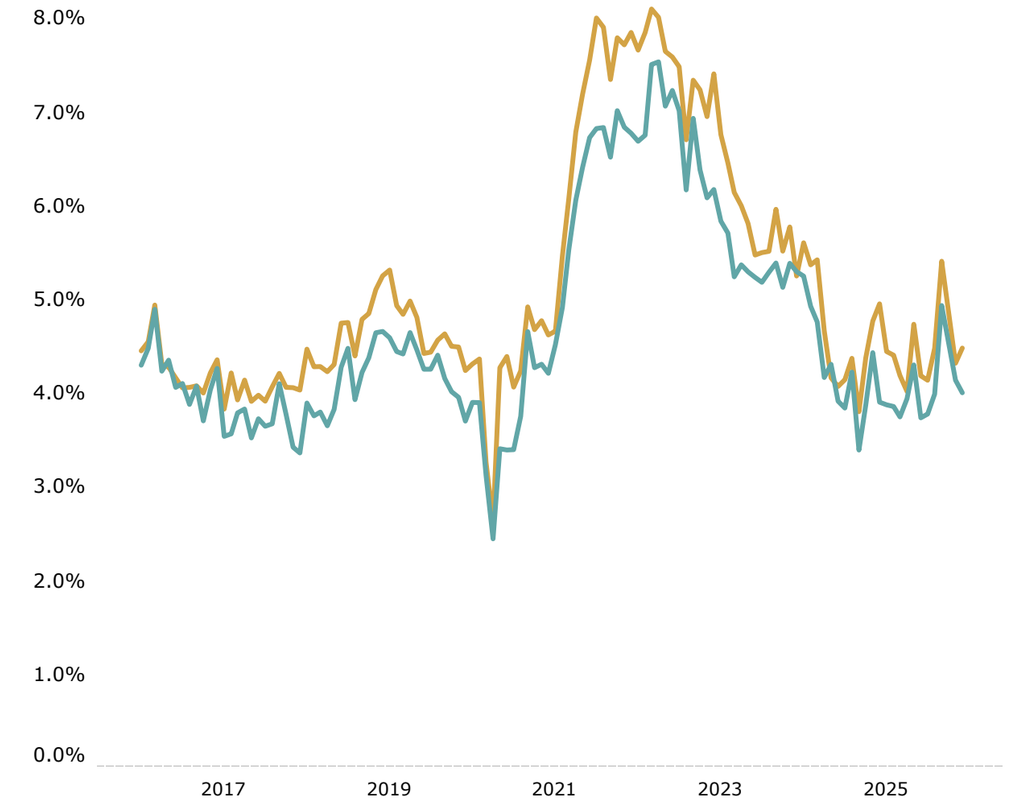
Employment Recovery
Leisure & Hospitality Jobs (Thousands)



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

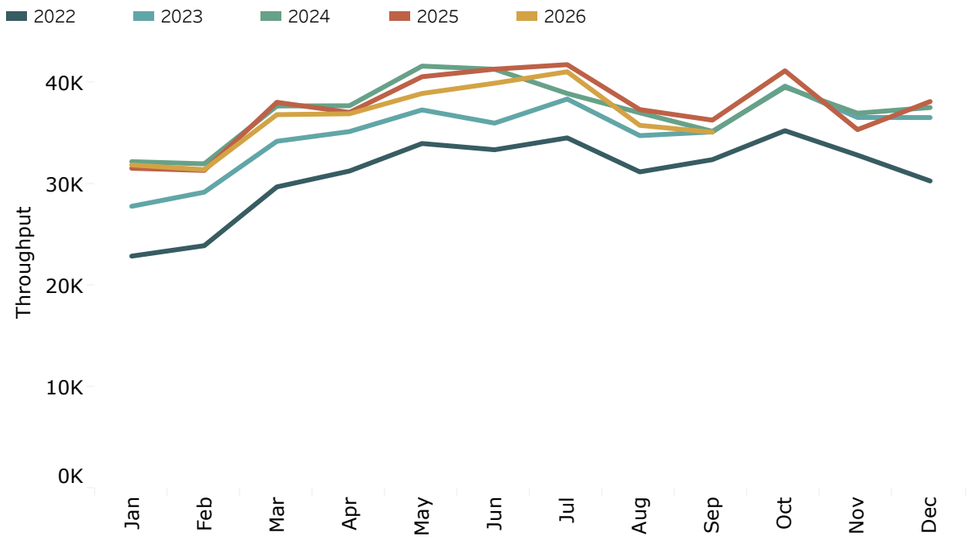
September 2026 Volume

35.1K

-3.3% YOY

TSA Checkpoint Volume by Month

Last Five Calendar Years



Source: Transpotation Security Administration

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Oct 2025 - Sep 2026 Volume

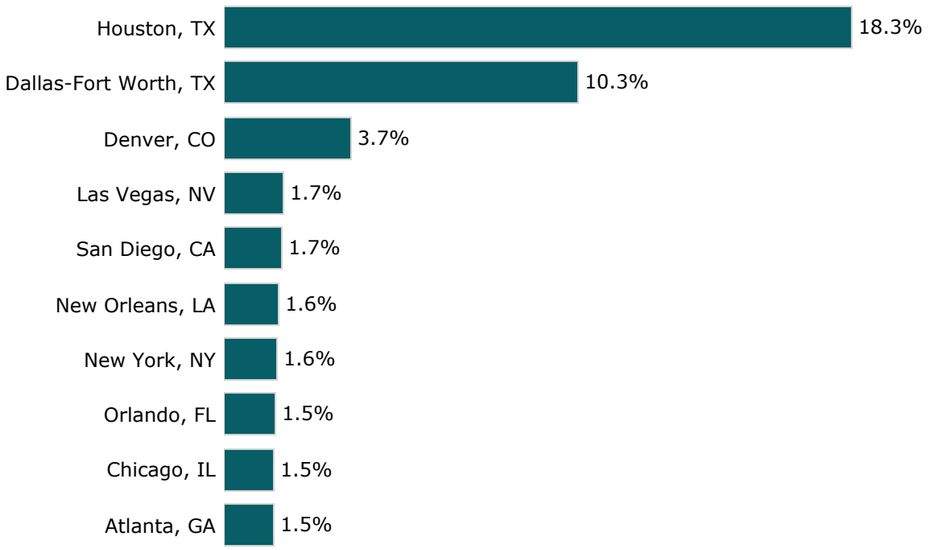
442.1K

-1.0% YOY

Source: Transpotation Security Administration

Top Origin Markets - Air

Oct 2025 - Aug 2026 Visitor Arrivals



Source: OAG

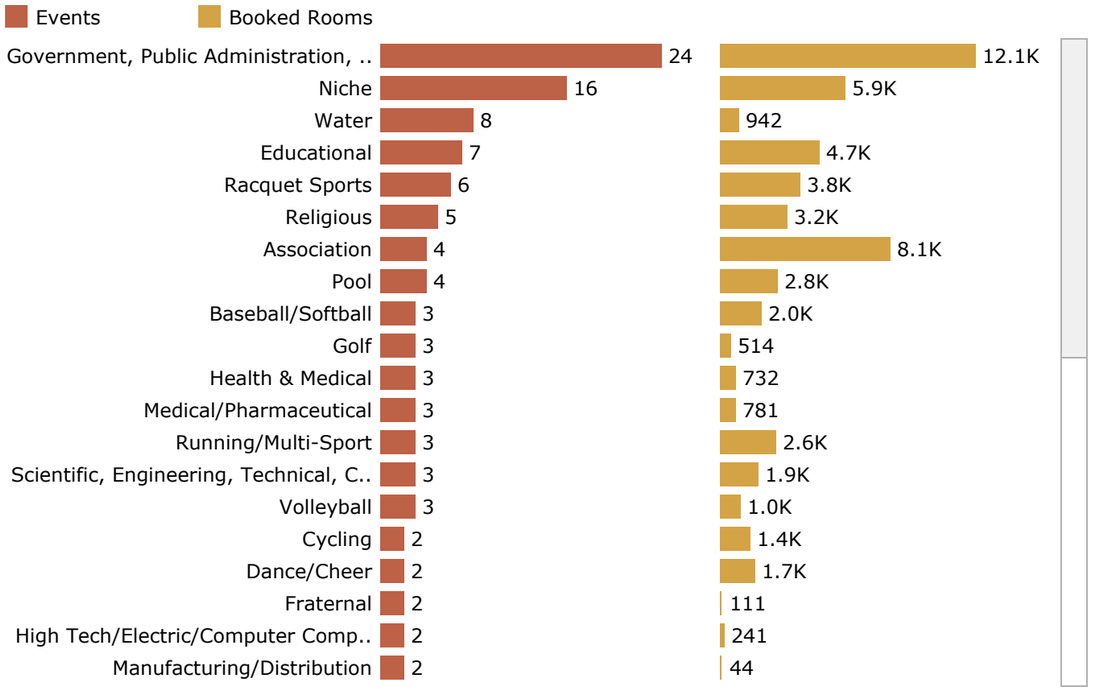
Visit Corpus Christi Meeting & Sports Booked as of September 2026

Calendar Year-to-Date Bookings

Events	Booked Rooms	Avg. Peak
130	**68,731**	**200**
+23.8% YOY	-16.6%YOY	-32.9%YOY

Bookings by Market Segment

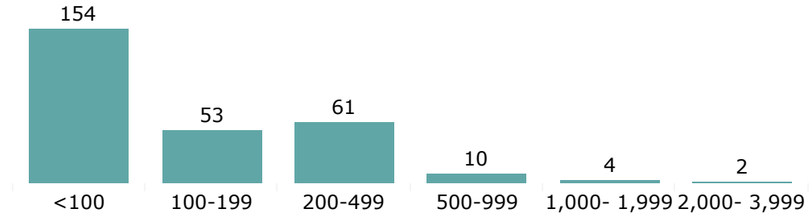
Events & Requested Rooms Booked Calendar Year-to-Date



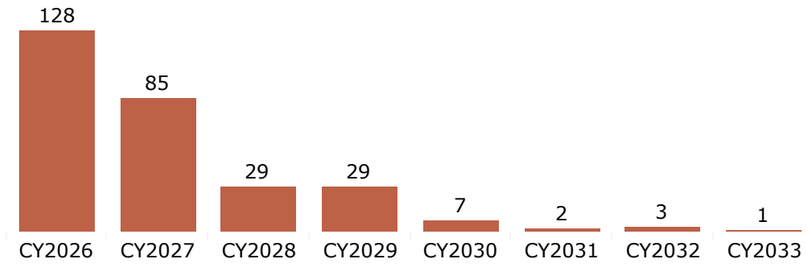
Lead Volume Calendar Year-to-Date

Events	Lead Rooms	Avg. Peak
284	**179,178**	**170**
-13.9% YOY	-25.2% YOY	-26.5% YOY

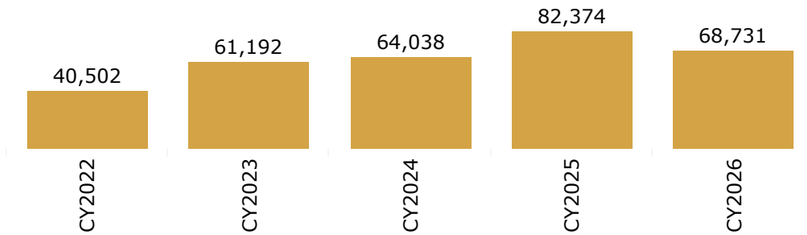
Peak Size
Leads Created Calendar Year-to-Date



Event Year
Leads Created Calendar Year-to-Date



Booked Rooms
in Calendar Year-to-Date



Source: CRM (Simpleview)

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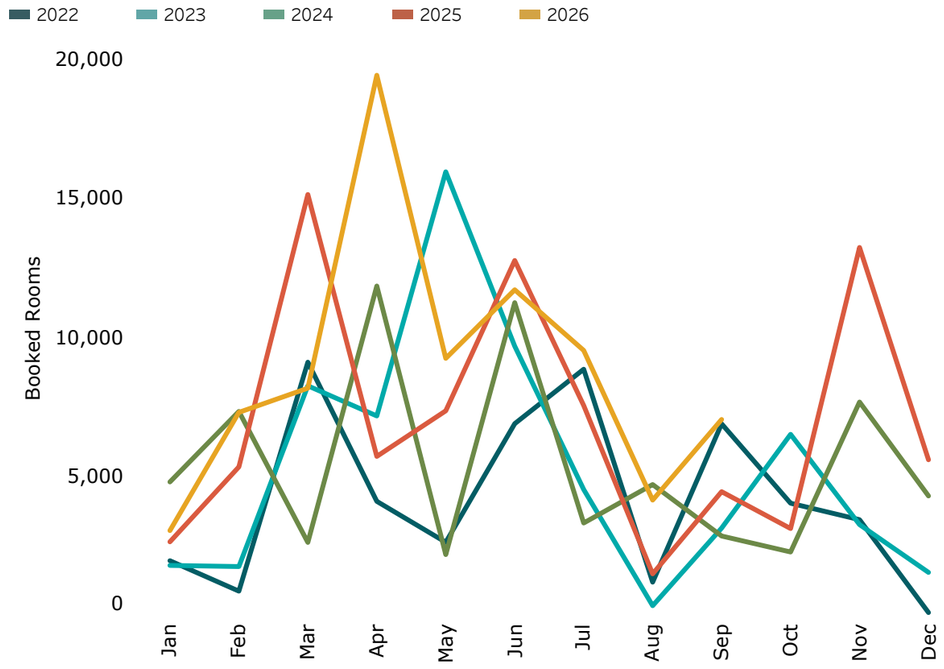
Visit Corpus Christi Meeting & Sports Sales

Jan - Sep 2026 Meetings & Sports Events

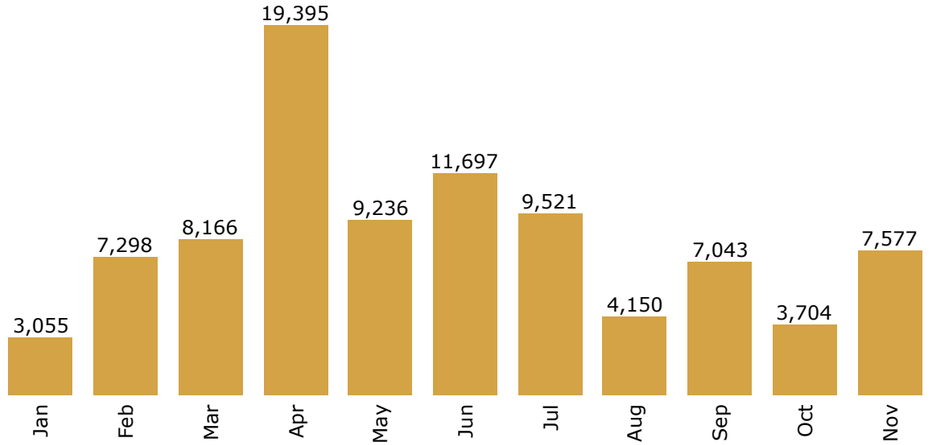
Events	Rooms	Attendees
116	**79.6K**	**117.9K**

Definite Rooms

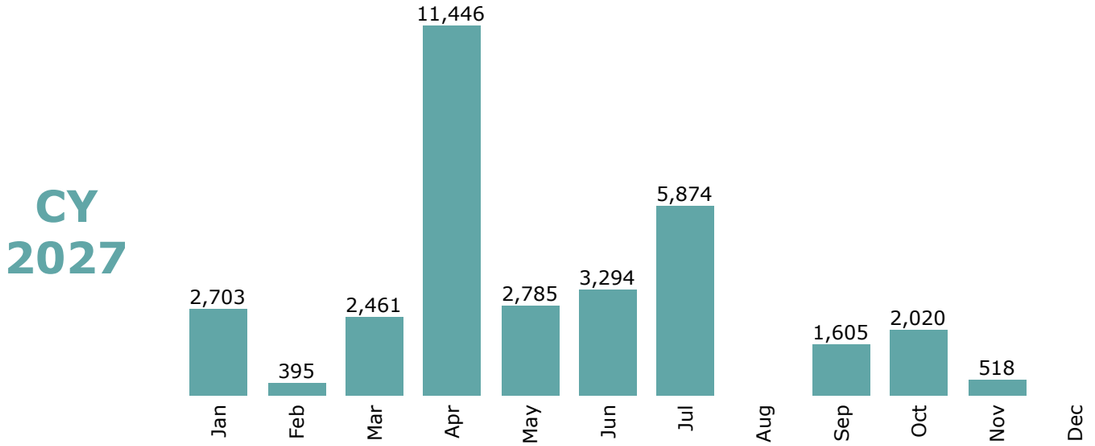
Past Rooms On-the-Books by Calendar Year



Future Rooms On-the-Books



CY 2026



CY 2027

On-the-Books as of 10/16/2026

Source: Visit Corpus Christi CRM (Simpleview)

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Website Performance Summary

September 2026

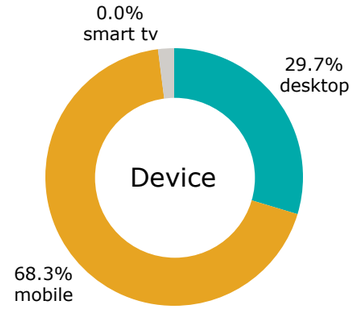
VISIT CORPUS CHRISTI

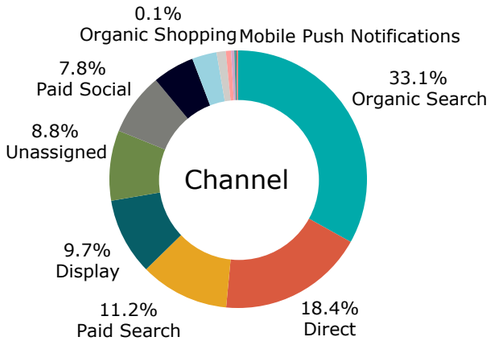
147.5K
Total Sessions
+7.5% YOY

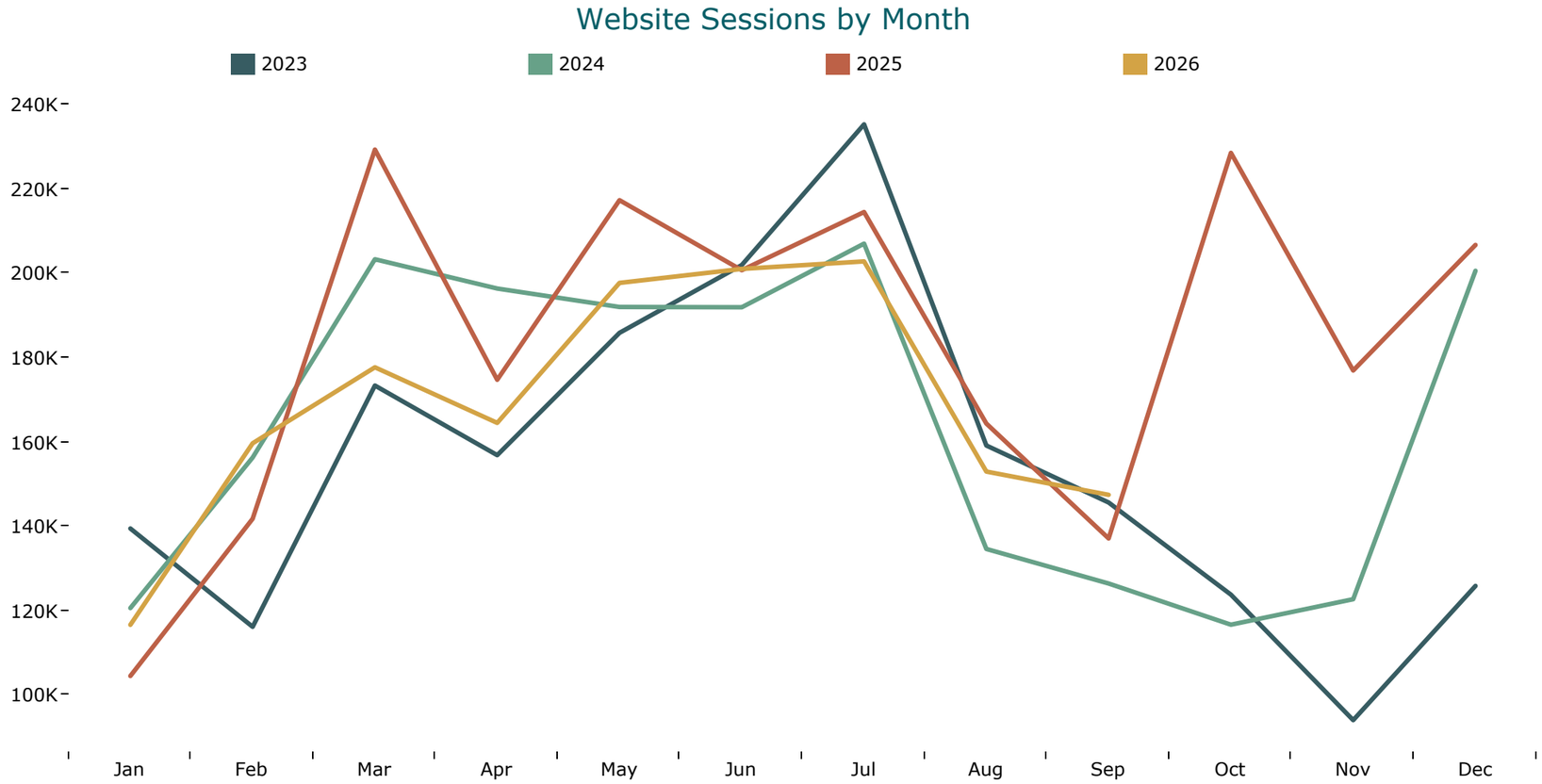
2.0 pages
Pages per Session
+0.13 pages YOY

39.0%
Bounce Rate
-10.9% YOY

00:02:26
Avg. Session Duration
+8.8% YOY







Source: Google Analytics

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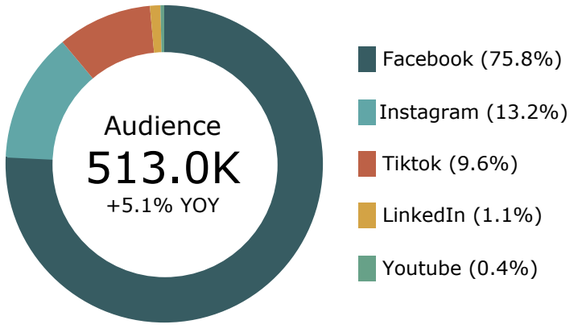
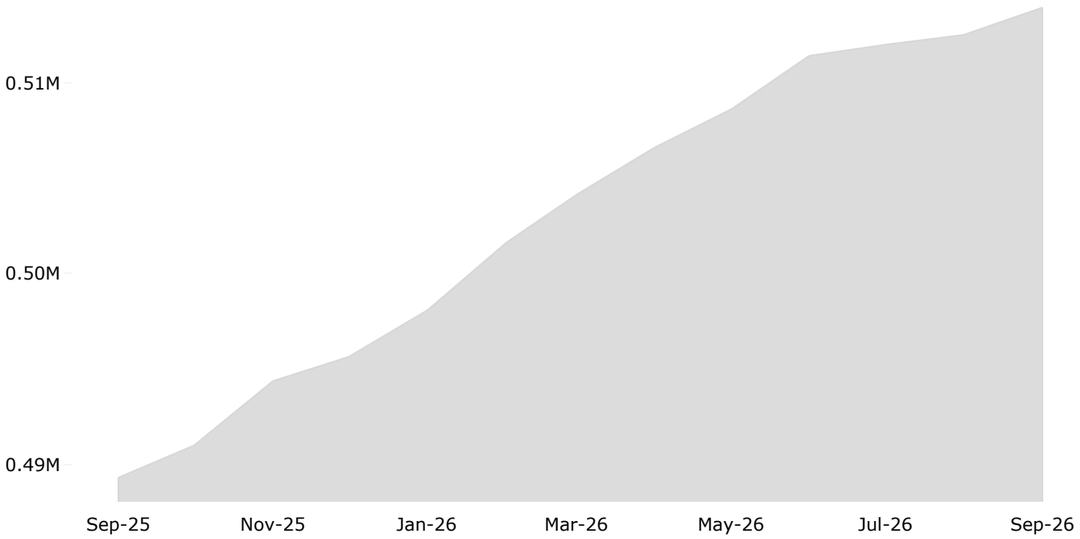
Social Media Summary

Audience Overview



- Facebook (75.8%)
- Instagram (13.2%)
- Tiktok (9.6%)
- LinkedIn (1.1%)
- Youtube (0.4%)

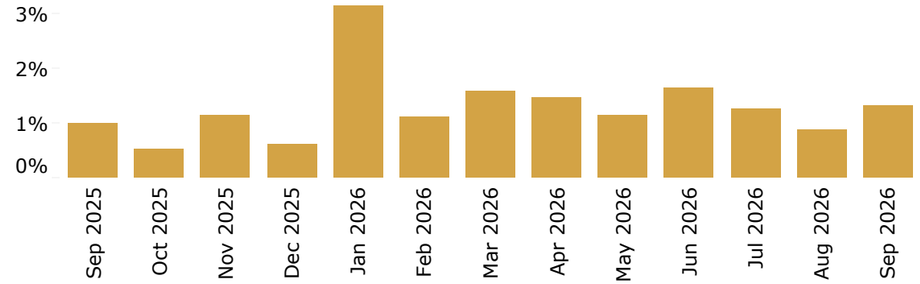
Audience by Month



Engagements & Impressions

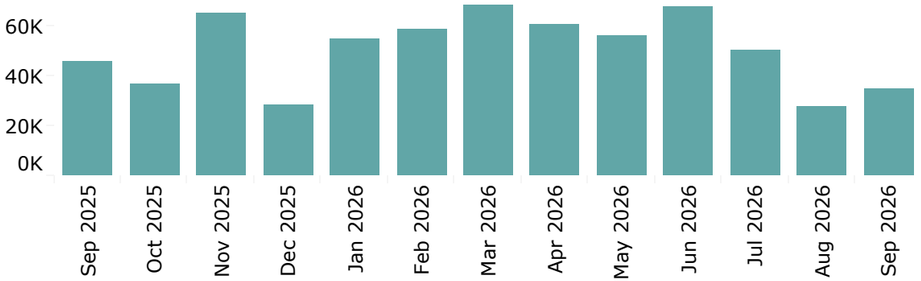
Engagement Rate

September 2026
1.3%
+0.3% pt YOY



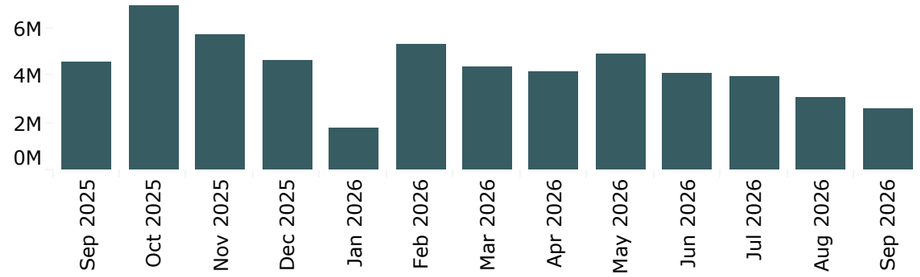
Engagements

September 2026
34.9K
-24.2% YOY



Impressions

September 2026
2.6M
-42.9% YOY



Source: Sprout Social

Social Media Performance by Platform

September 2026

VISIT CORPUS CHRISTI

Facebook

Audience
388.7K
+2.5% YOY

Engagement Rate	**0.4%**
Impressions	**2,074,040**
Video Views	**410,836**
Engagement	**8,349**
Comments	175
Reactions	2,962
Shares	295
Post Link Clicks	175
Other Post Clicks	

Instagram

Audience
67.5K
+12.5% YOY

Engagement Rate	**4.5%**
Impressions	**375,611**
Video Views	**130,407**
Engagement	**16,787**
Comments	178
Reactions	11,207
Saves	1,939
Shares	2,394

YouTube

Audience
2.0K
+15.4% YOY

Engagement Rate	
Impressions	
Video Views	**73,486**
Engagement	**96**
Comments	2
Reactions	63
Shares	22
Post Link Clicks	
Other Post Clicks	
Other Engagements	

LinkedIn

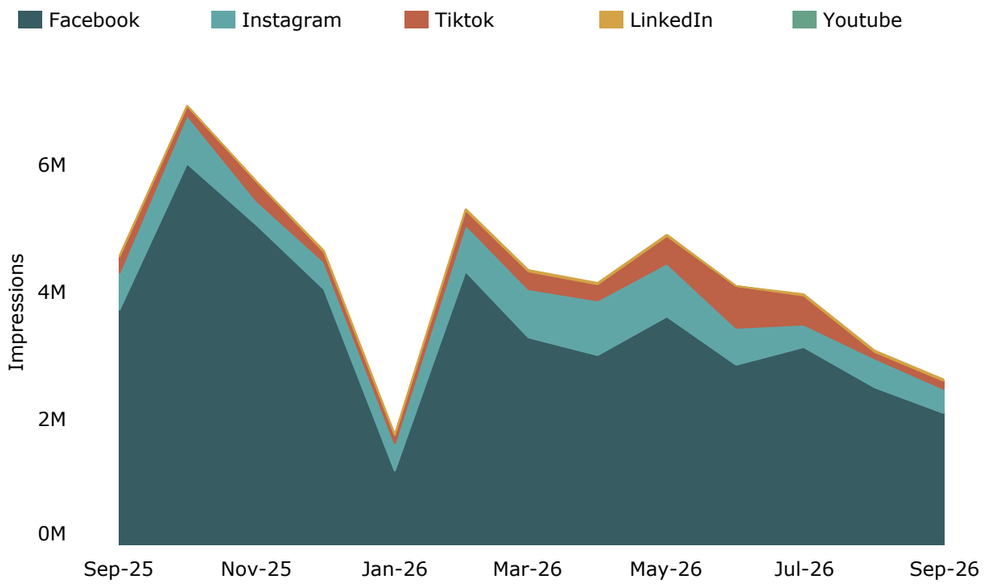
Audience
5.4K
+19.1% YOY

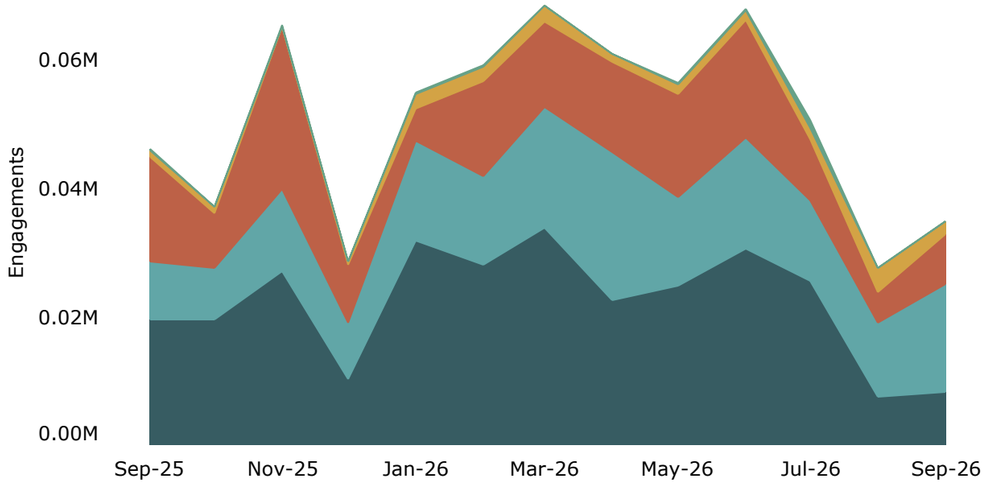
Engagement Rate	**13.7%**
Impressions	**15,223**
Video Views	**489**
Engagement	**2,090**
Comments	19
Reactions	452
Shares	7
Post Link Clicks	1,612

Tiktok

Audience
49.4K
+15.0% YOY

Engagement Rate	**5.4%**
Video Views	**138,302**
Engagement	**7,537**
Comments	72
Reactions	5,699
Shares	1,766





Source: Sprout Social