VISIT CORPUS CHRISTI

OCTOBER 2022 • ISSUE 21

GULF COAST CAPITAL

ORGANIZATIONAL REPORT

A LETTER FROM THE PRESIDENT & CEO

The epic month of the new fiscal year is now in the books. We welcomed new team members, transitioned current staff into new well-deserved promotions, and hit the ground running by implementing new strategies from our new FY23 business plan.

Starting with the new Fall/Winter Visitor Inspiration Guide that will serve as one of the primary tourism promotional pieces for the unconventional season, now positioning Corpus Christi as a true year-round destination, our marketing efforts will ramp up to truly engage visitors and entice them to visit in what we are calling "second summer." Also, we have now extended our resources and promotional services to major annual events through targeted social media posts, strategic media placements, and on-site experiential marketing activations through our Gulf Coasters program. From experiential marketing tactics to sales initiatives that this city and organization has never even dreamed of before, the team at Visit Corpus Christi continues to push the envelope day in and day to better our quality of place and increase economic impact. So, we invite you to join us as we promote that Fall is better on the coast. You'd be surprised what we can accomplish when we are aligned to create a better community by sharing Corpus Christi with the world.

Brett Oetting, CDME
President & CEO
Visit Corpus Christi

NEW FALL-WINTER VISITOR GUIDE EMPHASIZES CORPUS CHRISTI AS A YEAR-ROUND DESTINATION

For the first time, visitors now have a visitor guide promoting fall and winter tourism to the city and enhancing the travel experience during the cooler season in Corpus Christi.

The Fall-Winter Visitor Inspiration Guide will be one of the primary tourism advertising and promotional pieces with 50,000 copies being distributed throughout Corpus Christi and beyond in efforts to attract new visitors as well as welcome old visitors back into the city.

REQUEST THE GUIDE

BECC INITIATIVE LAUNCHES TO INCREASE EXECUTIVE RETENTION

Visit Corpus Christi is staying ahead of the game when it comes to talent retention with the newly launched BeCC Executive Immersion Program.

The purpose of the BeCC program is to assist new families in growing their positive sense of community through a series of strategic programming initiatives that include an interactive destination tour, the scheduling of one-to-one meetings with industry and community leaders, and the enrichment of knowledge into understanding the city's quality of place. In addition, the Visit Corpus Christi team will work with local organizations to immerse executive hires and aid in the process of their decision to choose Corpus Christi.

MORE INFORMATION

MAKING STRIDES FOR HOSPITALITY CAREERS WITHIN THE LOCAL EDUCATION SYSTEM

MAINTAINING STRATEGIC PARTNERSHIPS WITH KEY INDUSTRY ENTITIES

Meredith represented the local hospitality and tourism industry at the quarterly CCISD Career & Technical Educational Advisory Committee meeting on Thursday, 10/20.

The Career & Technical Education Program provides students with a sequence of courses that offer knowledge and skills needed to prepare for further education and careers in emerging industries, like hospitality and tourism.

As a part of maintaining close relationships with key industry partners, Emily & Meredith had the opportunity to attend the United Chamber of Commerce, State of Hispanic Business breakfast.

The event occurred on October 14, 2022, with a special guest speaker – C. LeRoy Cavazos-Reyna, Vice President of Government & International Affairs.

FEMALE EXECUTIVE LEADERSHIP ATTEND LOCAL WOMEN'S ENTREPRENEUR SOCIETY CONFERENCE

Executive Leadership Team members Nicole Olivares, Erica Bhakta, Emily Zertuche, and Meredith Darden attended the Women's Entrepreneur Society Women's Leadership Conference in Corpus Christi. This one-day event at the Ortiz Center offered engaging keynotes and breakouts focused on professional development, leadership, and entrepreneurship.

The day was complete with connecting, empowering, and celebrating women in the Coastal Bend. The Women's Entrepreneur Society of Corpus Christi is a non-profit organization focused on advancing the mission of women-owned independent small businesses in the Coastal Bend.

EXPEDIA AND SOJURN SEPTEMBER MARKETING GENERATES $310,832 IN REVENUE AND RETURN ON AD SPEND

In September, we had Sojern, the #1 travel marketing platform for the travel industry and a large part of the Visit Corpus Christi media campaign strategy generated $22,752 in economic impact with its given channels, used to target prospecting travelers with highly personalized travel ads. The results from Sojern generated a 7.32:1 return on ad spending. Expedia generated $288,080 in revenue with ROAS at 20.8:1.

Top origin markets out of state in September included Oklahoma City, Tulsa, and Denver.

SALES TEAM WORKS TO EXPAND NEW STRATEGIC MARKET SEGMENTS

Visit Corpus Christi Sales team members Travis Milum and Julie Gonzales attended the Small Market Meetings Conference in Wichita, Kansas. Small Market Meetings brings together meeting planner professionals who prefer to book their conferences and meetings in smaller destination markets. Travis and Julie conducted twenty-five one on one appointments with meeting planners over two days of networking and educational sessions and received three requests for proposals.

VISIT CORPUS CHRISTI LEADERSHIP EXPANDS THROUGH KEY PROMOTIONS

THE STRATEGY BEHIND THE CORPUS CHRISTI SPORTS COMMISSION

Hear Jon Schmieder with the Huddle Up Group lay out a short-term and long-term strategic plan for the Corpus Christi Sports Commission. Key recommendations include an external focus on partnerships along with the development of a regional Facilities Master Plan. An Indoor, Hardwood Court Venue, a new Diamond Venue, a Master Plan and renovations of Bill Witt Park, and enhancing water assets were some of the facility projects mentioned that could significantly boost tourism and public access for Corpus Christi.

EXPERIENCE TEAM EMPHASIZES STRATEGIC HIRES AND STAFF PROMOTION

BRETT AND NICOLE HEADING PREPARATIONS FOR SKILLS USA 2023

SkillsUSA Texas is a 16-year return group to Corpus Christi that brings in anywhere from $6.7-8.2 million in economic impact to the city.

As a part of ensuring a successful continued partnership and business with SKILLS USA, Nicole and Brett have already begun conducting planning meetings to ensure that this group is set up for success in the Gulf Coast Capital in the years to come.

VP of Sales, Nicole will be sending out more information to hotels about Skills USA.

CONTINUED INVOLVEMENT WITH THE ISLAND STRATEGIC ACTION COMMITTEE

As the organization continued to find avenues to share the importance of tourism and its involvement throughout the city, Brett had an opportunity to present Visit Corpus Christi's strategies to the Island Strategic Action Committee.

Being able to have staff as a part of the board, and committees ensure the success of the organization's community relations and ensure we have a seat at the table to make it a point that tourism remains top of mind throughout the city.

CORPUS CHRISTI SPORTS COMMISSION FOSTERS RELATIONSHIP WITH ISLANDER ATHLETICS

Breanna, the new Sport Commission Sales Manager had the opportunity to attend this year's Islander Tip-Off Dinner at the Omni Corpus Christi Hotel. Every year, Islander Athletics hosts a celebratory dinner to honor the start of their collegiate basketball season in an effort to engage the community and local stakeholders.

Visit Corpus Christi is proud to partner with the university and with Islander Athletics.

CORPUS CHRISTI FILM COMMISSION INITIATIVES FURTHERED THROUGH STATE NETWORKING EVENTS

Erica Bhakta on behalf of the Corpus Christi Film & Music Commission attended the annual Film Texas BBQ Dinner at Austin's Film Festival and Writers Conference. Film Commissions from Texas hosted the BBQ Dinner to market their destinations and network with film representatives looking for future locations for film projects.

The Austin Film Festival event hosts some of the most well-known screenwriters in the world with the conference featuring over 200 panelists and panels that, along with film and television, now also explore storytelling mediums such as plays, podcasts, and digital series.

VISIT CORPUS CHRISTI EXECUTIVES ATTEND ADVOCACY SUMMIT

Continued education to remain knowledgeable and up-to-date with industry trends is key to running an innovative organization. The past month, Emily, Meredith, and Erica had the opportunity to attend this year's Advocacy Summit with Destination's International where they learned about various ways to continue making the Gulf Coast Capital a better community by sharing Corpus Christi with the world.

The Summit presents ideas, strategies, and tactics for destination organizations to successfully embrace their role as a community asset that aligns with their residents and advocates for their needs.

FY23 BUSINESS PLAN KICKS OFF WITH ANNUAL ALL STAFF STRATEGY RETREAT

As a part of maintaining a collaborative and true culture, Visit Corpus Christi kicks off the new fiscal year with an annual all-staff strategic retreat where each department has an opportunity to present their individual portions of the business plan and the rest of the team has an opportunity to ask questions, gain a deeper understanding of each departments initiatives, and ultimately begin strategizing each departments roles when it comes to the "big picture."

By providing a kick-off meeting like this, each of the departments has a better understanding of how to work collaboratively and cohesively to streamline projects in order to enhance productivity.

WELCOME TO THE GULF COAST CAPITAL, DANNY MELISE

CORPUS CHRISTI EARNS NOTABLE COVERAGE ON A NATIONAL LEVEL

WITH THE AMERICAN BANK CENTER

On behalf of Visit Corpus Christi, we would like to welcome Danny Melise, with the Oakview Group who is serving as the new General Manager at the American Bank Center.

Visit Corpus Christi looks forward to working with and for the American Bank Center as they enter a new era of leadership.

Corpus Christi's public relations efforts have continued to ramp up with the increase in national, regional, and international visibility through strategic media hosting, missions, and pitching.

This month, Visit Corpus Christi along with various local partners and events earned coverage on various notable publications including Midwest Living (UVM: 428,234), The Austin Chronicle (UVM: 574,892), and Wherever Family (UVM: 14,705) among others.

BRETT CONTINUES AIR SERVICE EXPANSION EFFORTS WITH CORPUS CHRISTI INTERNATIONAL AIRPORT

Brett recently had the opportunity to attend the largest event for air service route development to continue efforts toward air-service expansion.

Air service development is a major key to growing Corpus Christi. Corpus Christi is a growing city with $40 billion in investment currently underway and over 10 million annual visitors, all key points discussed when conducting air service expansion presentations.

WE ARE HIRING, JOIN OUR TEAM!

Visit Corpus Christi is currently looking for bold and innovative professionals to join the Gulf Coast Capital team. Spread the word!

Current open positions:

- Gulf Coasters Crew (Part-Time)
- Communications Manager
- Content Coordinator

LEARN MORE

PROMOTE YOUR ANNUAL EVENTS & FESTIVALS

Visit Corpus Christi has pre-launched a new system for event partnerships and is actively looking to partner with events from a promotional standpoint. This partnership is meant to bring visitors and make them aware of the variety of unique festivals and events in Corpus Christi.

This fall, Visit Corpus Christi has already committed to various events including Texas Food and Wine Festival, Greek Fest, and more!

Interested in partnering?

Reach out to America Segura at America@visitcorpuschristi.com

CELEBRATE AND JOIN THE FUN AT THIS MONTH'S ANNUAL FESTIVALS

As a part of our new tiered system for event promotion, the marketing and experience teams have partnered with The Corpus Christi Food and Wine Festival to provide promotional support through digital marketing promotion including social media and Public Relations efforts.

Visit Corpus Christi also invites the community's movers and shakers just like you to join our partners at the King Ranch for the annual Ranchhand Breakfast on November 19th from 7-11am.

IF YOU KNOW SOMEONE WHO WOULD BENEFIT FROM RECEIVING THIS ORGANIZATIONAL REPORT OR THE QUARTERLY DATA REPORT, PLEASE REACH OUT TO AMERICA SEGURA AT AMERICA@VISITCORPUSCHRISTI.COM

FALL IS BETTER ON THE COAST

SHOP NOW

CONVENTION CALENDAR SUMMARY
NOVEMBER 2022

BOOKINGS:	4
ATTENDANCE:	2,293
PEAK ROOMS:	415
ROOM NIGHTS:	880
ECONOMIC IMPACT:	$1,255,064.01

CORPUS CHRISTI
CONVENTION CALENDAR
NOVEMBER 2022

Nov 5th-10th	NAFSA: Association of International Educators 2022 Region III Conference	Room Nights: 605 Attendance: 198 Economic Impact: $278,513.91

Nov 12th-13th	Corpus Christi Tennis Association 2022 CCTA November L6 Tournament	Room Nights: 635 Attendance: 275 Economic Impact: $22,711.52
Nov 14th-15th	Southern Baptist of Texas Convention. 2022 Leadership Conference and Annual Meeting	Room Nights 180 Attendance: 2,000 Economic Impact: $933,398.22
Nov 19th-20th	Corpus Christi Tennis Association 2022 CCTA Thanksgiving Tournament	Room Nights: 45 Attendance: 45 Economic Impact: $20,440.36

VISIT CORPUS CHRISTI