

Spring Edition 2022

PORTRAIT-OF AMERICAN TRAVELERS®

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Methodology

MMGY Global's *Portrait of American Travelers*® deals exclusively with leisure travel. The travel trend information presented in this report was obtained from surveys with 4,529 U.S. adults in February 2022.

This report primarily focuses on those *Interested in Visiting Corpus Christi (Corpus Christi Prospects)*, defined as those who intend to take at least one overnight leisure trip during the next 24 months and are interested in visiting Corpus Christi (4 or 5 on a 5-point scale). There were a total of 1,447 respondents who met this criteria. Throughout the report (unless otherwise stated), we compare this group to respondents who are *Not Interested in Visiting Corpus Christi* (1-3 on a 5-point scale), totaling 2,804 respondents this wave.

Respondents were selected randomly and participated in a 20-minute online survey. The sample has been balanced by statistical weighting to ensure the data is representative of all leisure travelers in America.

The error interval of the statistical estimates appearing in this report (for n=1,447) is +/- 2.6% at the 95% level of confidence.

The Corpus Christi Prospect

29%

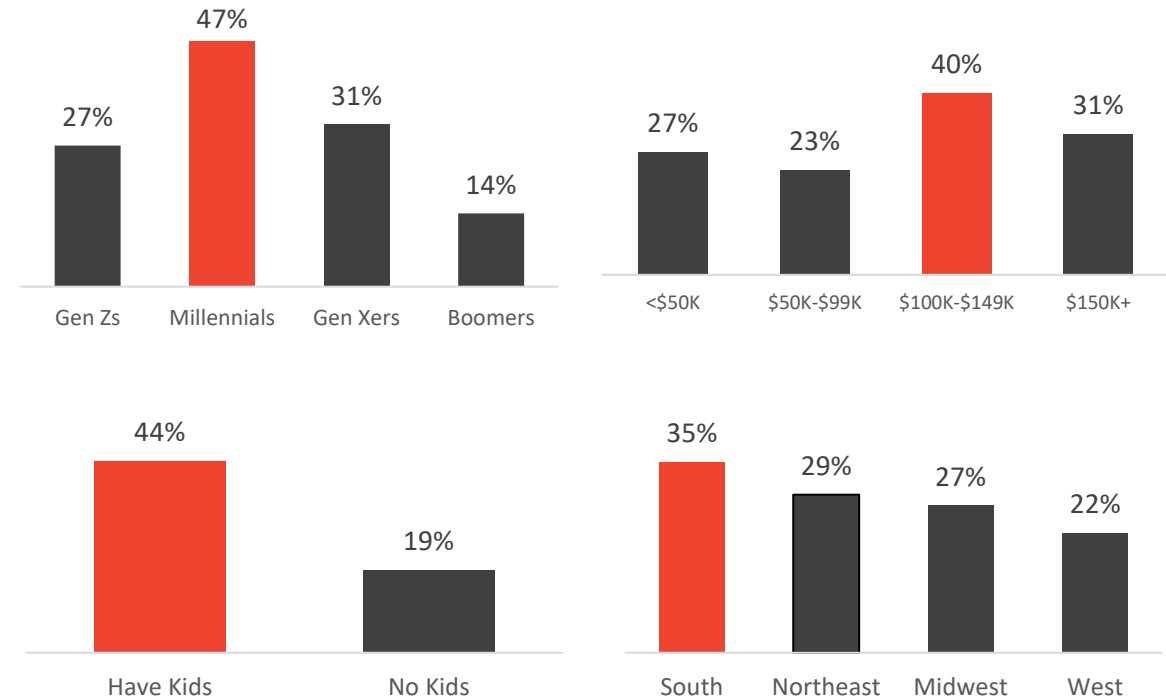
of leisure travelers are **interested in visiting Corpus Christi** during the next two years.

60%
50%
40%
30%
20%
10%
0%



- Interest in visiting Corpus Christi is highest among **Millennials**, travelers with household incomes of **\$100K–\$149K**, travelers **with children** and travelers living in the **South**.

Interested in Visiting Corpus Christi During the Next Two Years
Top-2 Box (Very/Extremely Interested)

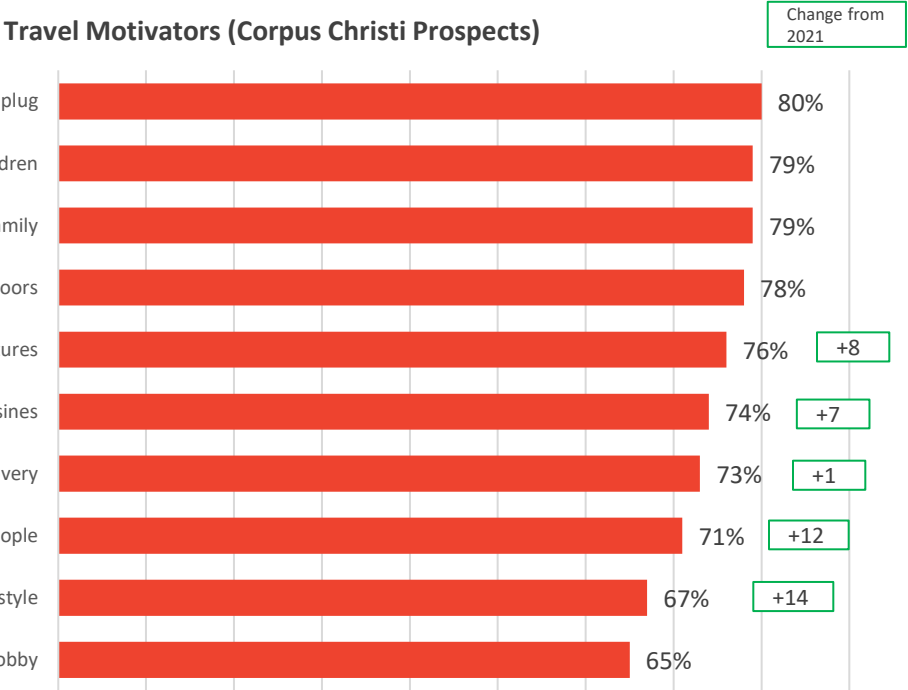


Base: Active leisure travelers

Source: MMGY Global's 2022 *Portrait of American Travelers*® "Spring Edition"

Traveling to experience different cultures and new cuisines, as well as for self-discovery and wellness all displayed significant increases from one year ago.

- Corpus Christi prospects are increasingly looking for these types of experiences. Consider how current offerings and marketing messaging addresses these desires.



SELF-IDENTIFY AS ... (TOP 6)





Travel Outlook Snapshot

Corpus Christi prospects intend to be frequent travelers in 2022.

72% of prospects are **more interested** in taking a vacation this year compared to last year.

- Year over year results also show that Corpus Christi prospects feel they have more time to travel and are in a better place financially to travel.

Corpus Christi prospects intend to take **more trips but spend less** than non-prospects. This could mean that they intend to travel closer to home, have a shorter length of stay or spend less on other travel-related activities.

- Prospects expect to take **4.6** overnight leisure trips during the next 12 months.
 - More than non-prospects (3.6)
- They expect to spend **\$2,104** on overnight leisure travel during the next 12 months.
 - Less than non-prospects (\$3,163)



Top destinations of interest are other Texas destinations including San Antonio, Dallas and Austin, all of which displayed significant increases from one year ago.

Top 10 Destinations of Interest in 2022	Spring '21	Spring '22
San Antonio, TX	70%	82% ▲
Orlando, FL	69%	78% ▲
Dallas, TX	69%	77% ▲
Austin, TX	69%	76% ▲
Florida Keys/Key West, FL	73%	76%
Tampa, FL	67%	76% ▲
Island of Hawai'i	NA	76%
Fort Lauderdale, FL	66%	76% ▲
New Orleans, LA	70%	76% ▲
Palm Beach, FL	70%	76% ▲

Data in bold indicates a significant difference from spring 2021.



Sustainability in Travel

*Spring
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The Corpus Christi prospect is much more eco-conscious than the non-prospect and is leaning into this behavior even more so than one year ago.

- 67% indicate a travel provider's focus on sustainability and environmental considerations impact their travel decision-making. (34% of non-prospects)
 - This percentage is up significantly from 2021 (58%).
- 77% are willing to pay more to patronize travel providers who demonstrate environmental responsibility. (55% of non-prospects)
 - Up significantly from 2021 (72%).
- 89% are willing to change travel behavior to reduce their impact on the environment. (78% of non-prospects)

Sustainability has shown that it is not a fleeting trend and is important to many travelers, especially to those interested in visiting the Corpus Christi. Prioritizing this initiative will have a positive impact on tourism to the destination as well as the destination itself.



Sources of Travel Information

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After friends and family, television advertising and streaming TV services are the top sources of travel ideas and inspiration for Corpus Christi prospects.

Top 10 Sources for Travel Ideas and Inspiration	Corpus Christi Prospects	Non-prospects
Friends and family	39%	50%
Television advertising	28%	16%
Streaming TV services	26%	15%
Television shows	24%	21%
Online/social media advertising	23%	13%
Online visitor guides	22%	24%
Travel review websites	21%	25%
Online travel agencies (Expedia, Orbitz, etc.)	21%	17%
Social media posts from destinations	21%	12%
Destination websites (Visit Orlando, Destination DC, etc.)	21%	24%

Data in bold indicates a significant difference.

- Specific websites used: Compared to spring 2021, significantly fewer prospects indicate they are using Tripadvisor and Travelocity to obtain travel information.

OTAs and travel service provider websites are the preferred reservation methods of Corpus Christi prospects.

- They are significantly more likely than non-prospects to use Google Travel, destination websites and call directly to make reservations.
- Given that destination websites are a top method of booking experiences or accommodations; it is recommended to have an easy-to-use booking feature directly on the website or navigation to booking sites.

Top 5 Travel Reservation Methods	Corpus Christi Prospects	Non-prospects
Online travel agencies	35%	35%
Travel service provider websites (Hilton, Delta, etc.)	34%	32%
Destination websites	31%	16%
Google Travel	31%	17%
Calling travel service provider directly	29%	19%

Data in bold indicates a significant difference.

Accommodations

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Corpus Christi prospects are more interested in “non-traditional” accommodations than non-prospects.

Interested in Using on Vacation During the Next 12 Months	Corpus Christi Prospects	Non-prospects
Resort	41%	39%
Traditional chain-affiliated hotel	36%	53%
Bed & breakfast	33%	24%
Short-term rental (Airbnb, VRBO, etc.)	31%	27%
Vacation home/condo that I/my family owns	27%	15%
Campground	25%	16%
Boutique hotel	24%	15%
Hostel	22%	10%
Recreational vehicle (RV)	16%	10%
Timeshare	16%	9%

Data in bold indicates a significant difference.

- Corpus Christi prospects find value for the price and the location to be the most important factors when choosing a vacation accommodation.



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