



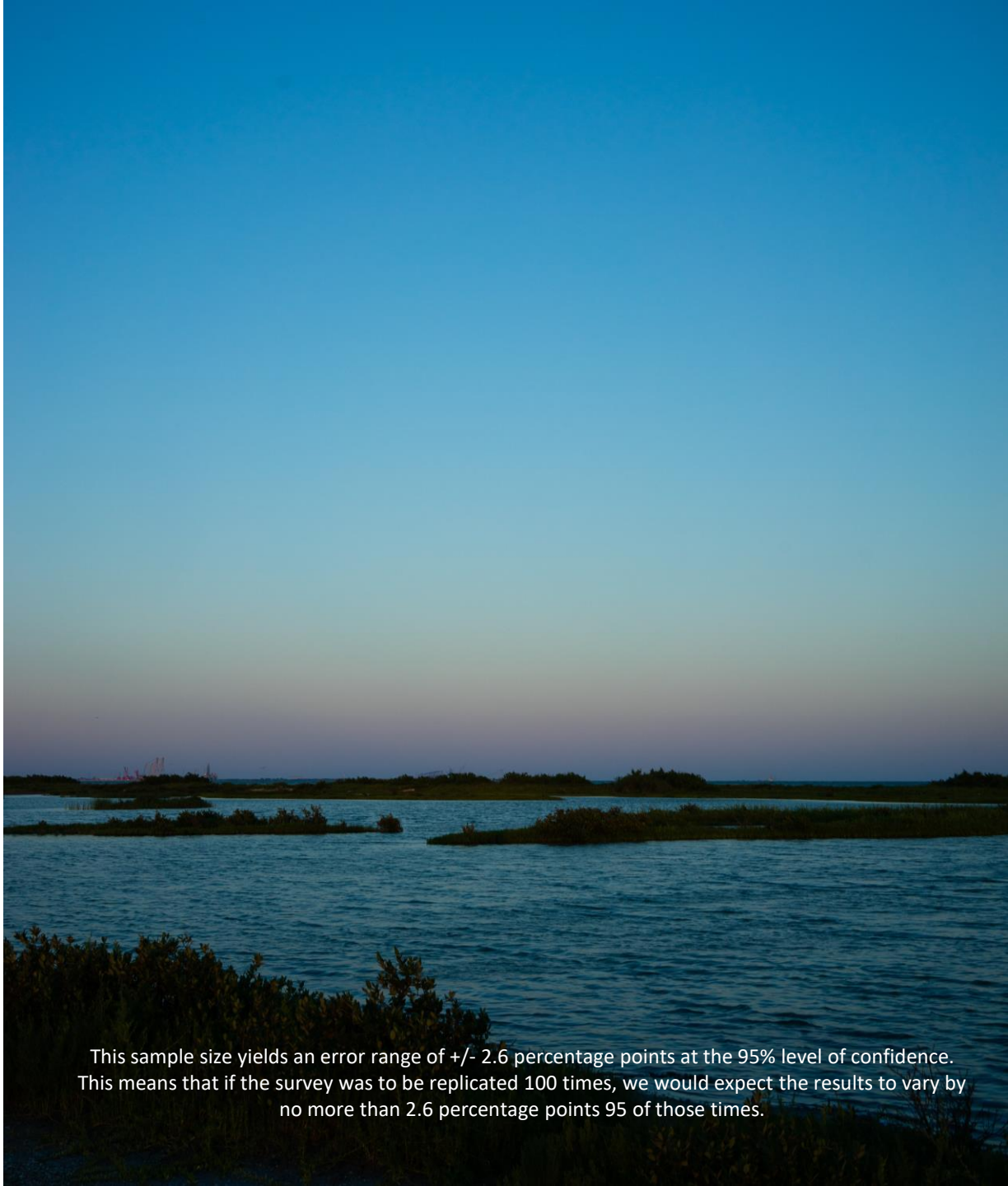
Community **PERSPECTIVES™**

RESIDENT SENTIMENT STUDY | 2022

Survey **METHODOLOGY**

Survey Methodology

- MMGY Travel Intelligence hosted an online survey of Corpus Christi residents and received a total of 1,448 completed surveys.
- The survey was fielded May 23, 2022 – July 5, 2022. Data were tabulated and analyzed by MMGY Travel Intelligence.
- The participants met the following criteria:
 - / Must be a resident of Corpus Christi



This sample size yields an error range of +/- 2.6 percentage points at the 95% level of confidence. This means that if the survey was to be replicated 100 times, we would expect the results to vary by no more than 2.6 percentage points 95 of those times.

Executive Summary

Insight #1 - Residents recognize the importance of tourism and believe that it benefits Corpus Christi's economy.

- Half of residents surveyed believe tourism is extremely important to Corpus Christi's local economy, while only 5 percent believe it is not very important or not important at all.
- 84% of residents agree that tourism benefits Corpus Christi's economy, and nearly 7 out of ten residents agreed that the positive benefits of tourism outweigh the negative impacts.

Insight #2 - The most important element to residents' quality of life is overwhelmingly the beach. Nature is important to residents, and they want the natural environment preserved and protected

- Beaches are the most important element of the tourism infrastructure for residents' quality of life. Outdoor elements such as parks and biking trails score higher than many other tourism elements.
- 84% of residents believe it is important for Visit Corpus Christi to educate visitors about how to respect the local environment and natural resources when they visit.
- Residents support investments in educating visitors about how to be responsible in protecting and preserving Corpus Christi's natural resources when visiting.
- Residents also believe tourism can actually help protect sensitive and scenic areas.

Executive Summary

Insight #3 – Residents rank certain attractions positively, but there is clearly a need to improve other offerings, particularly for restaurants and shopping.

- The Texas State Aquarium ranked the highest in regard to quality among residents for attractions. Other top ranked attractions were Padre Island National Seashore, Whataburger Field and USS Lexington Museum on the Bay. In the open-end responses these are the same attractions listed as sites they recommend to visiting friends and relatives.
- Nearly one in four residents say they visit a Corpus Christi attraction at least once a month, followed by another 27% that visits once every 6 months.
- Residents scored both fast casual and take-out highest in both quality and variety. On a scale of 1 to 5 most restaurant options scored around 3.
- Residents do not feel there are a lot of local shopping options, supported by the finding that, on a scale of 1 to 5, most shopping options scored around a 3.

Executive Summary

Insight #4 - Residents are supportive of tourism. They agree that it provides things for them to do and benefits the economy.

- Over half of residents agreed that tourism brings new amenities to the city, supports local businesses and business creation, is important factor in making the community a great place to live, generates tax revenue, provides positive ambience and promotes quality of life.
- Three quarters of residents support funding incentives that create attractions, festivals and exhibits in Corpus Christi. They support investments in branding and marketing Corpus Christi and investments to develop and host more major meetings and conventions in Corpus Christi.
- Statements with the highest percentage of resident support were related to how tourism provides the opportunity for “creation” – new amenities, new jobs, new restaurants and new businesses.
- Overall, residents believe the local tourism infrastructure needs to be further developed. When asked about their agreement with a list of statements, 73% of residents either agreed or strongly agreed that tourism needs additional development.
- The statement with which the lowest percentage of residents agreed was, “Tourism brings too many people to Corpus Christi.”

Executive Summary

Insight #5 - Even though a majority of respondents said they are proud to be residents of Corpus Christi and consider themselves ambassadors for the city, they do not strongly recommend Corpus Christi as a place to visit for their friends and relatives.

- 83% residents say they are proud to be residents of Corpus Christi yet the Net Promoter Score (NPS) for Corpus Christi among residents is +1.4. This means there are nearly the same percentage of resident “promoters” as there are resident “detractors.”
- The NPS is reasonably correlated with the local sense of community pride. For residents who are extremely or very proud, they also are the most fervent “promoters.” At every level of pride, there are residents who are “detractors.” Half of those that say they are “somewhat proud” to be residents are also Detractors.
- Relative to MMGY’s other client destinations who have had residents complete similar surveys in the past few years, this NPS is relatively low. This indicates VCC has work to do to strengthen residents’ perceptions of the area as a true tourism destination and to ensure residents are passionate advocates for future tourist visitation.
- Many residents do consider themselves ambassadors for Corpus Christi and say that when they host friends and relatives, they take them to local tourism attractions and restaurants. Nearly two-thirds of residents also recommend local tourist sites to people who are visiting Corpus Christi.
- Corpus Christi residents are passionate about their city and have many ideas of how to improve it. Some of these included in the open-ended responses are: “Cleaning up the city,” “Fixing the roads,” and, “Increasing amenities such as restaurants and festivals.”

Executive Summary

Insight #6 – Residents are supportive of the work that Visit Corpus Christi does.

- Over half of residents surveyed (54%) agree or strongly agree that “Visit Corpus Christi provides a service that brings value to the local economy.”
- A little over a third of residents are extremely/moderately familiar with Visit Corpus Christi, while 29 percent are somewhat familiar.
- Nearly half of Corpus Christi residents don’t know what resources fund Visit Corpus Christi. Among those who do, almost a third believe it is bed taxes from hotel stays, followed by those who believe it is sales taxes and resident taxes.
- Although most residents (70%) consider themselves informed on news about tourism in Corpus Christi, many do not have familiarity with the key metrics that Visit Corpus Christi tracks such as visitor origin, number of visitors, and jobs tourism helps create.
- The majority of residents surveyed believe it is important to attract visitors to Corpus Christi during times of the year that usually have lower visitation and that it is important for the local government to support funding the promotion of tourism.
- Two-thirds of residents support investments in branding and marketing Corpus Christi.
- 43% follow VCC on social media, primarily Facebook and Instagram. Of those, 27% said they have shared messaging from VCC’s social media accounts.

TAKEAWAYS

- Corpus Christi residents recognize and appreciate the value that tourism brings to their area. There is an opportunity to educate residents on the other positive impacts of tourism, specifically the impact on reducing local taxes and creating new jobs. These were areas about which they did not seem to know much.
- Residents have a high regard for the natural resources in Corpus Christi and want them protected. They believe tourism has a role in protecting their natural assets and educating visitors on how to preserve them.
- Residents agree that tourism helps their economy, and they enjoy the amenities it provides. Improving the quality and variety of dining will have a direct impact on residents' quality of life along with bringing additional amenities.
- A majority of residents surveyed feel a sense of pride about living in Corpus Christi. They feel they are ambassadors and love to share things they like about their home. They also have clear ideas about what improvements the city needs.
- In the open-end responses on how to improve Corpus Christi there were many mentions of cleaning up the city, improving infrastructure (particularly roads) and adding amenities.
- Residents want their city to be great, and Visit Corpus Christi is in a unique position to communicate the benefits of tourism and to utilize residents to help advocate for it.

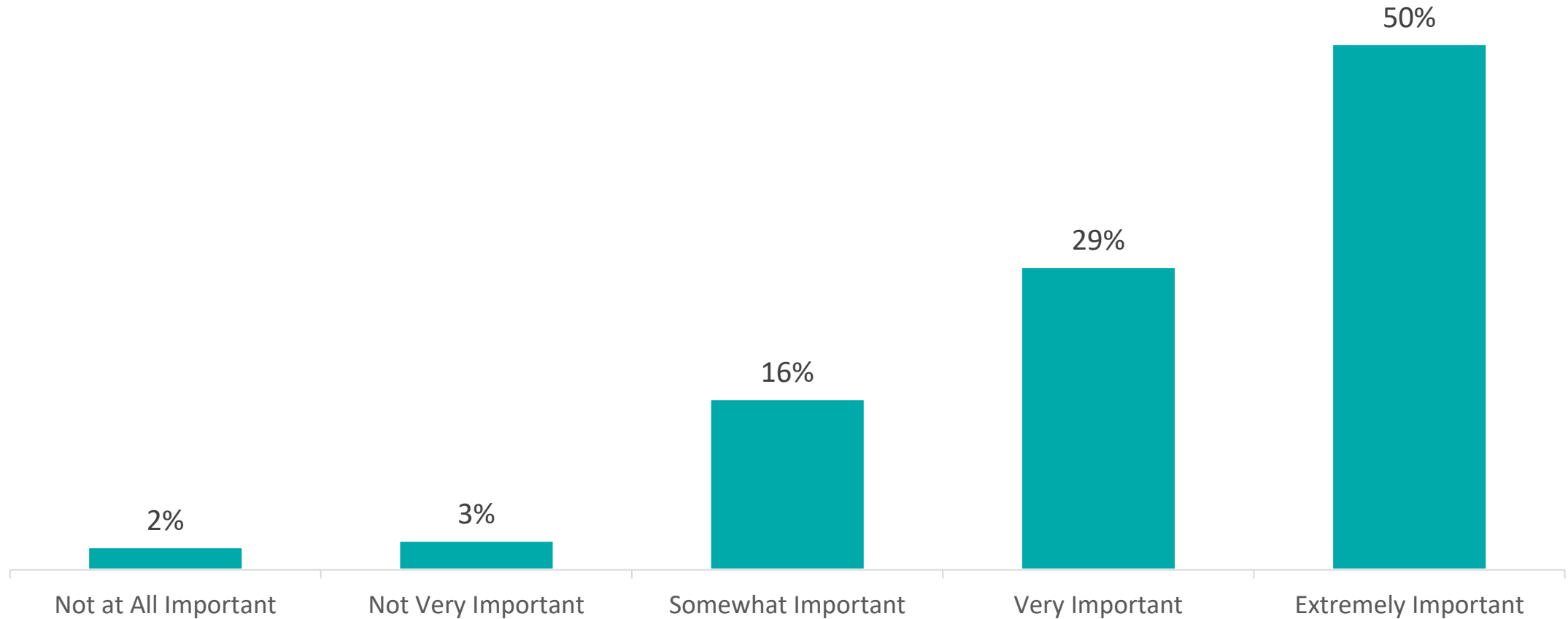


Key **INSIGHT #1**

Residents recognize the importance of tourism and agree that it benefits Corpus Christi's economy.

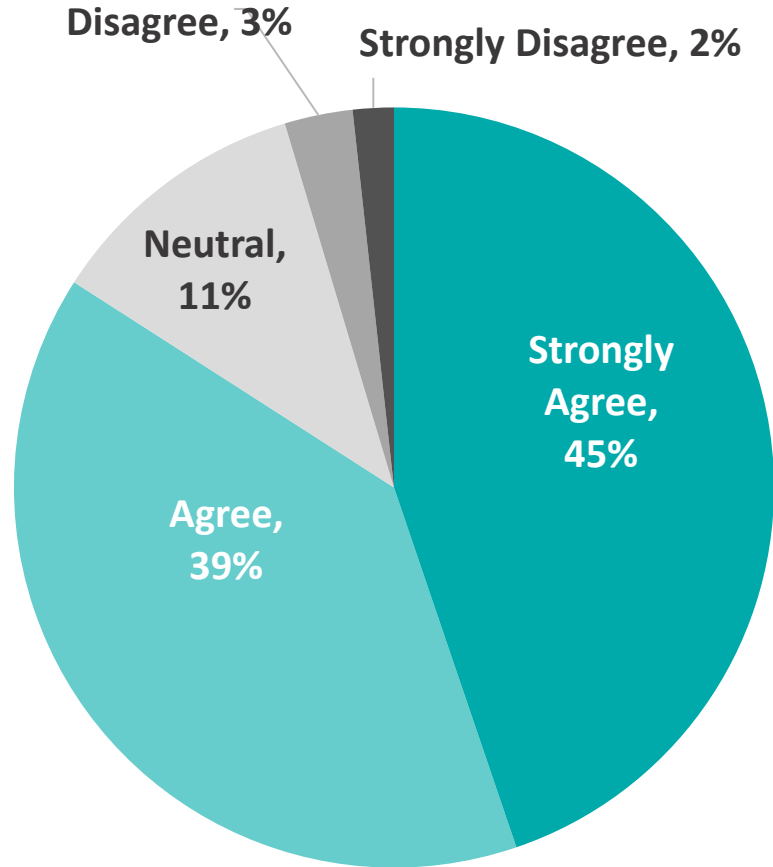
Importance of Tourism to Corpus Christi

Residents agree in tourism importance to Corpus Christi. Half of residents surveyed believe tourism is extremely important to Corpus Christi's local economy, while only 5 percent believe it is not very important or not important at all.



/ Please indicate how important you believe the tourism industry is to Corpus Christi.

Residents Agree that Tourism Benefits Corpus Christi's Economy

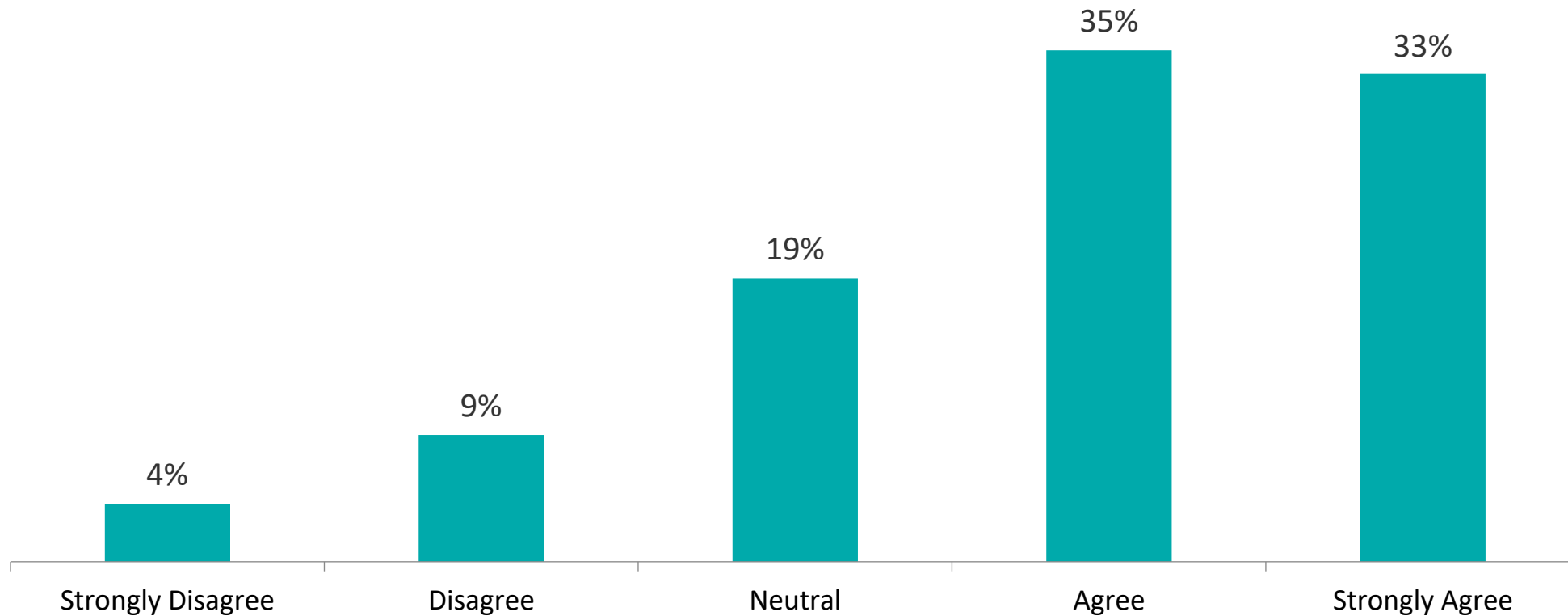


/ Please state your level of agreement with the following statement "Tourism encourages investment in our local economy."



Impact of Tourism

Over two-thirds of residents believe that the positive benefits of tourism outweigh the negative impacts.



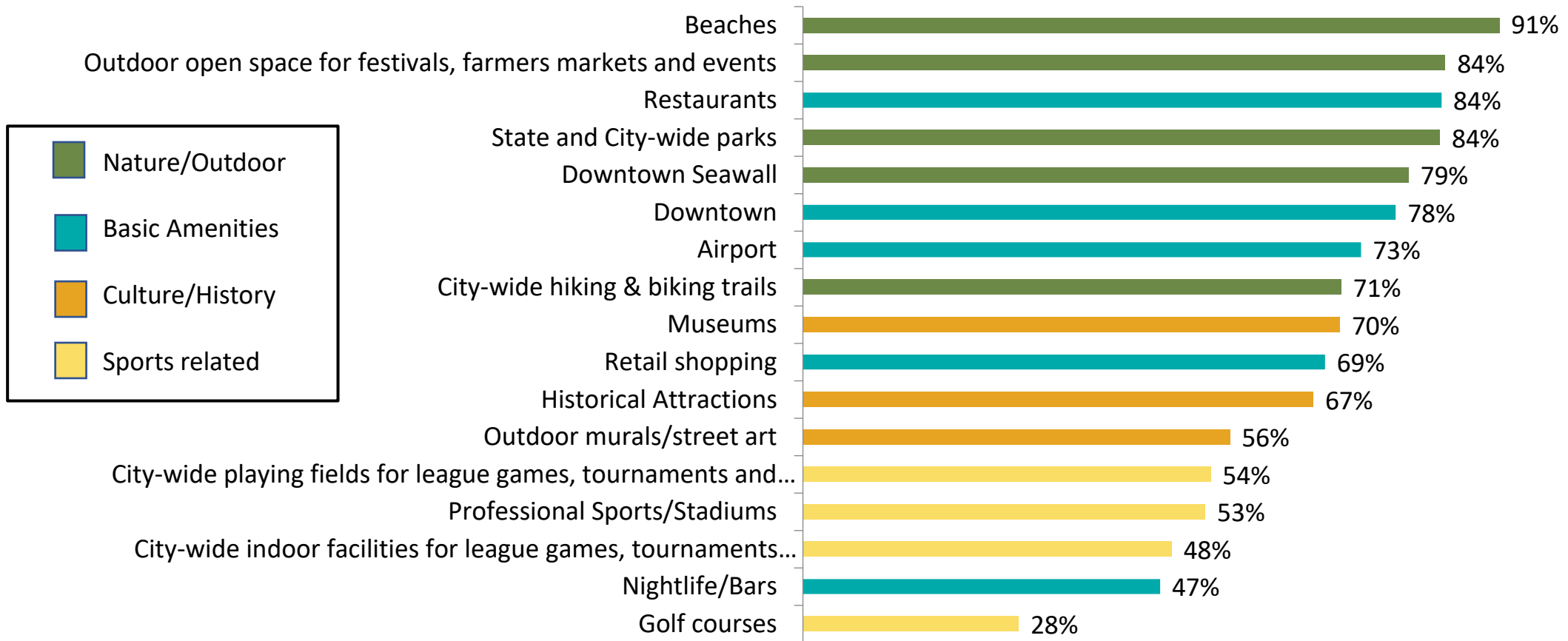
/ Please state your level of agreement with the following statement "In general, the positive benefits of tourism outweigh the negative impacts."

Key **INSIGHT #2**

The most important element to residents' quality of life is overwhelmingly the beach. Nature is important to residents, and they want the natural environment preserved.

Importance of Tourism Infrastructure

Beaches are the most important element of the tourism infrastructure for residents' quality of life. Nature/outdoor elements overall scored highest. Restaurants and Downtown also scored very high. Golf scored the lowest along all elements.



/ Please indicate the importance of the following tourism infrastructure in Corpus Christi for your quality of life. (Scale of 1 to 5, where 1 is “Not at all important” and 5 is “Extremely Important”). Top two box agreement shown.

Residents feel that tourism has responsibility to protect Corpus Christi's natural resources

80%

I support investments in educating visitors about how to be responsible in protecting and preserving our natural resources when visiting Corpus Christi

63%

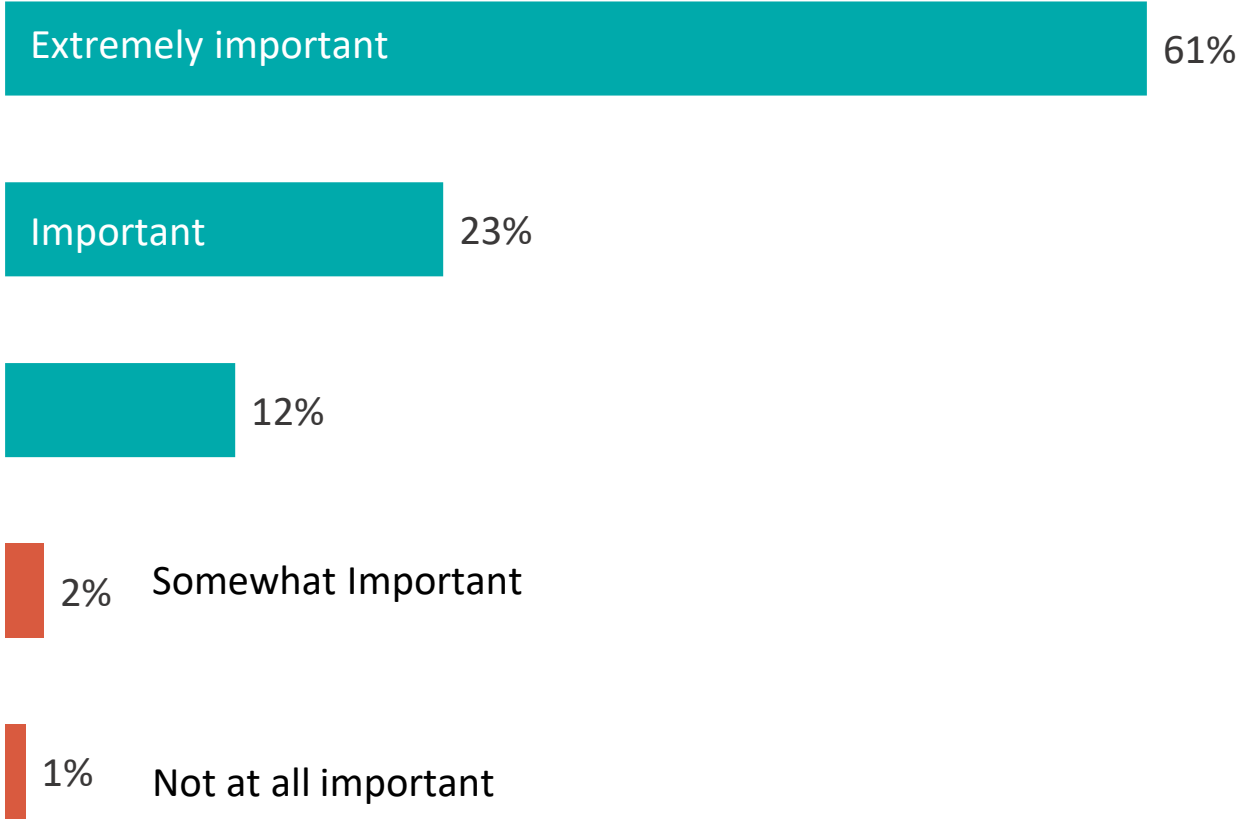
I believe tourism can actually help the environment as local government and people seek to protect sensitive and scenic areas

/ Please indicate your level of agreement with each of the following statements. Top two box agreement shown.





Residents feel it is important Visit Corpus Christi to educate visitors about how to respect the local environment and natural resources.

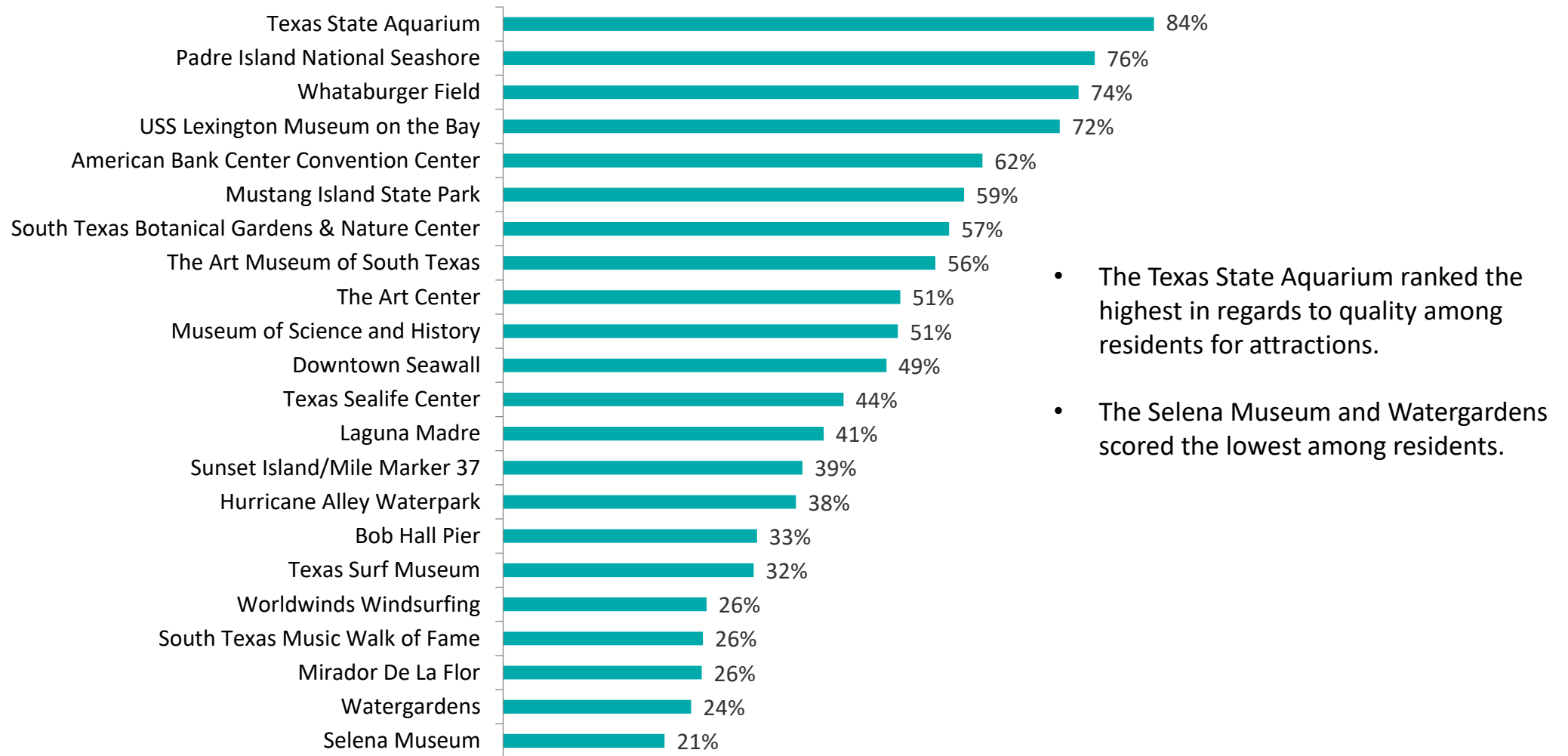


/ Please indicate how important it is for Visit Corpus Christi to educate visitors about how to respect the local environment and natural resources when they visit?

Key **INSIGHT #3**

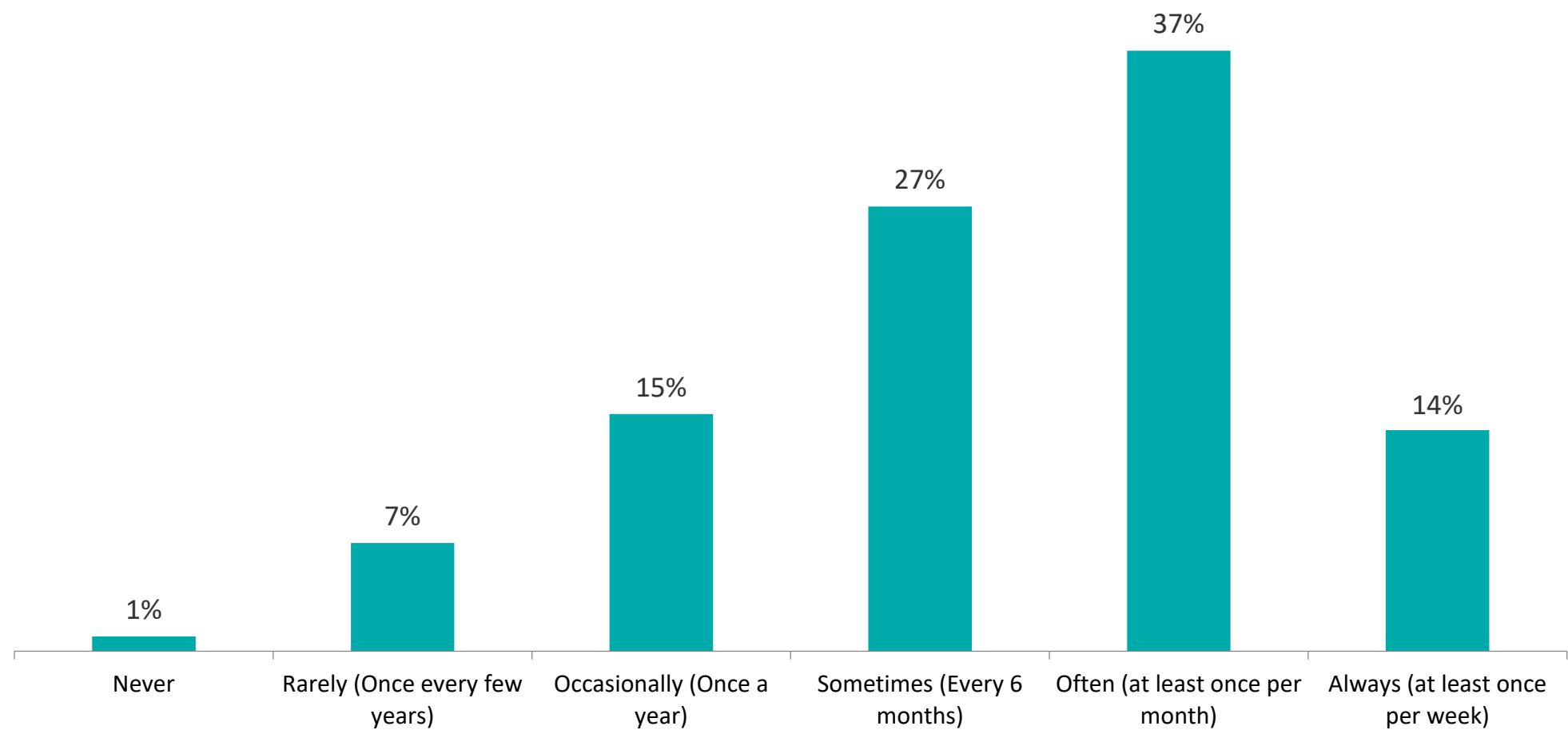
Residents rank certain attractions positively, but there is clearly a need to improve other offerings, particularly for restaurants and shopping.

Perception of Quality of Corpus Christi Tourism Attractions



/ Please indicate your perception of the quality of the following attractions in Corpus Christi with 1 is “Poor” and 5 is “Excellent”. Top two box agreement shown.

Most residents visit a Corpus Christi attraction once a month, followed by a visit every 6 months



/ How often do you visit any the previous mentioned attractions or areas in Corpus Christi?

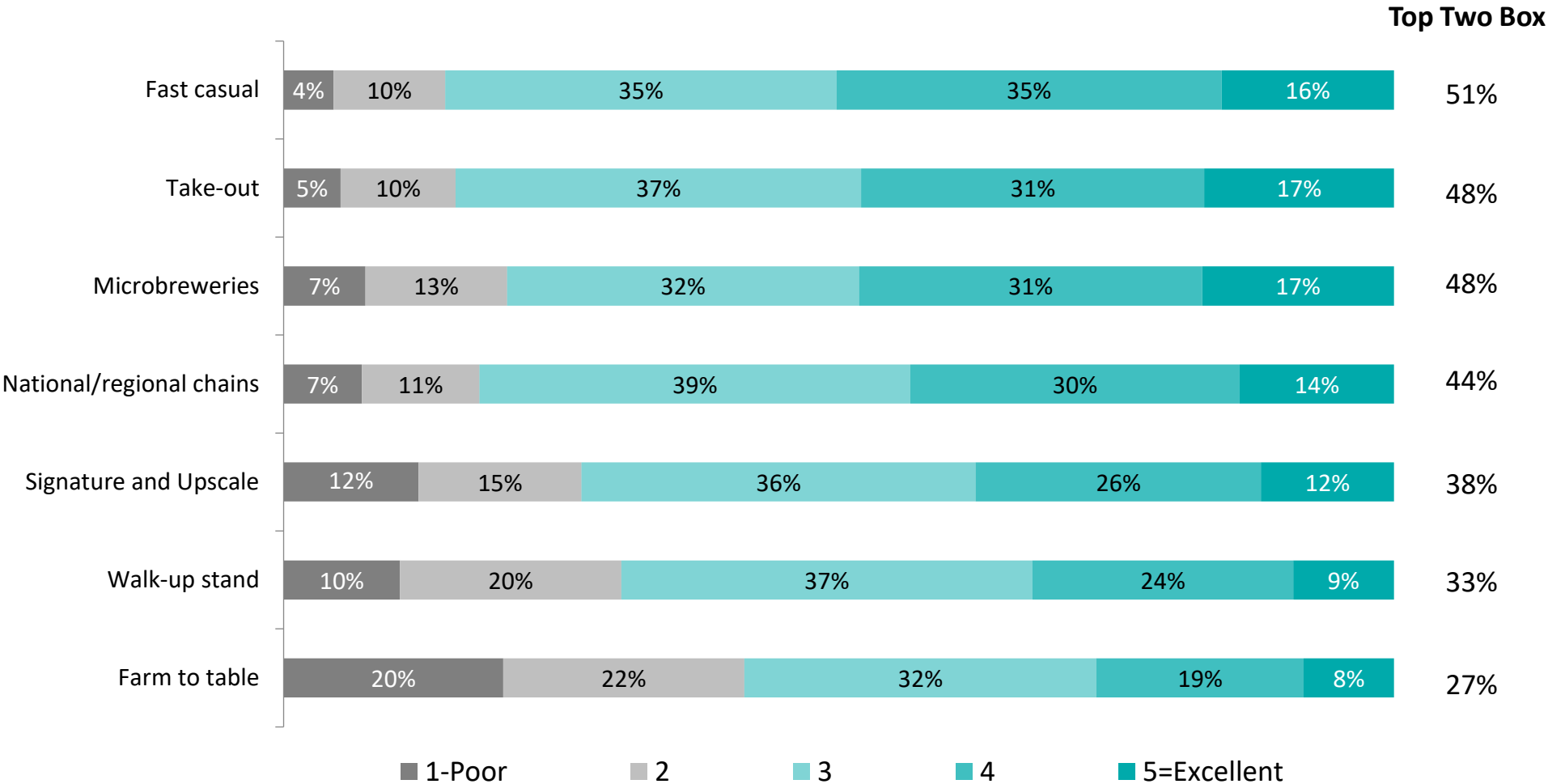
Corpus Christi's variety and quality of dining options do not score high among residents

The highest quality and variety ratings are given to fast casual and take-out, all other types of dining score below 50% for variety and quality.

	Quality	Variety
Fast casual	47%	50%
Take-out	44%	52%
National/regional chains	40%	48%
Microbreweries	34%	39%
Signature and Upscale	34%	31%
Walk-up stand	23%	32%
Farm to table	21%	23%

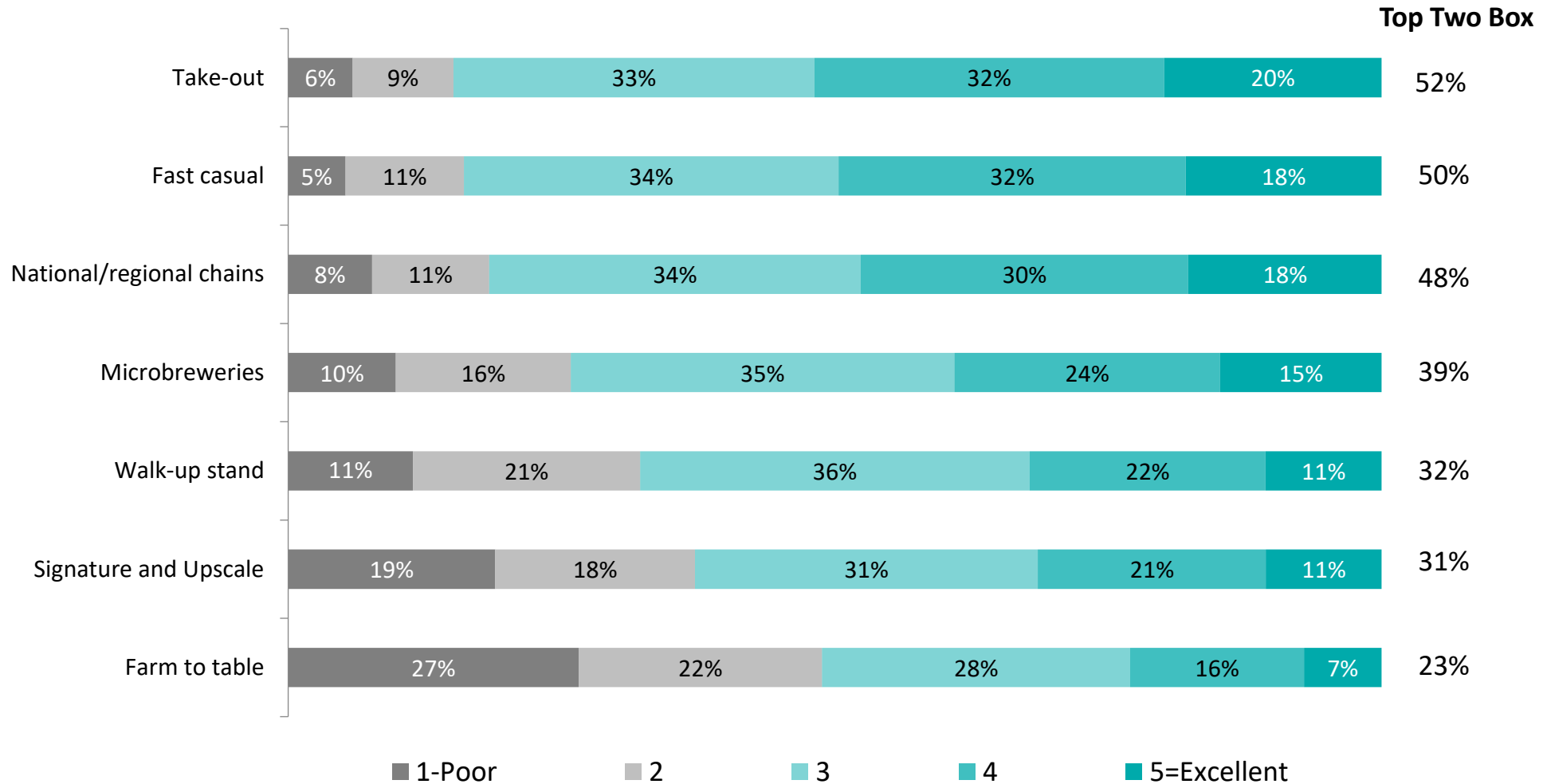
/ Please indicate your perception (even if you have never eaten there) of the quality of the following dining and restaurant options in Corpus Christi with 1 is “Poor” and 5 is “Excellent”. Top Two Box rating. Please indicate your perception (even if you have never eaten there) of the variety of the following dining and restaurant options in Corpus Christi with 1 is “Poor” and 5 is “Excellent”. Top Two Box rating.

Perception of Quality of Dining & Restaurant Options



/ Please indicate your perception of the quality of the following dining and restaurant options in Corpus Christi.

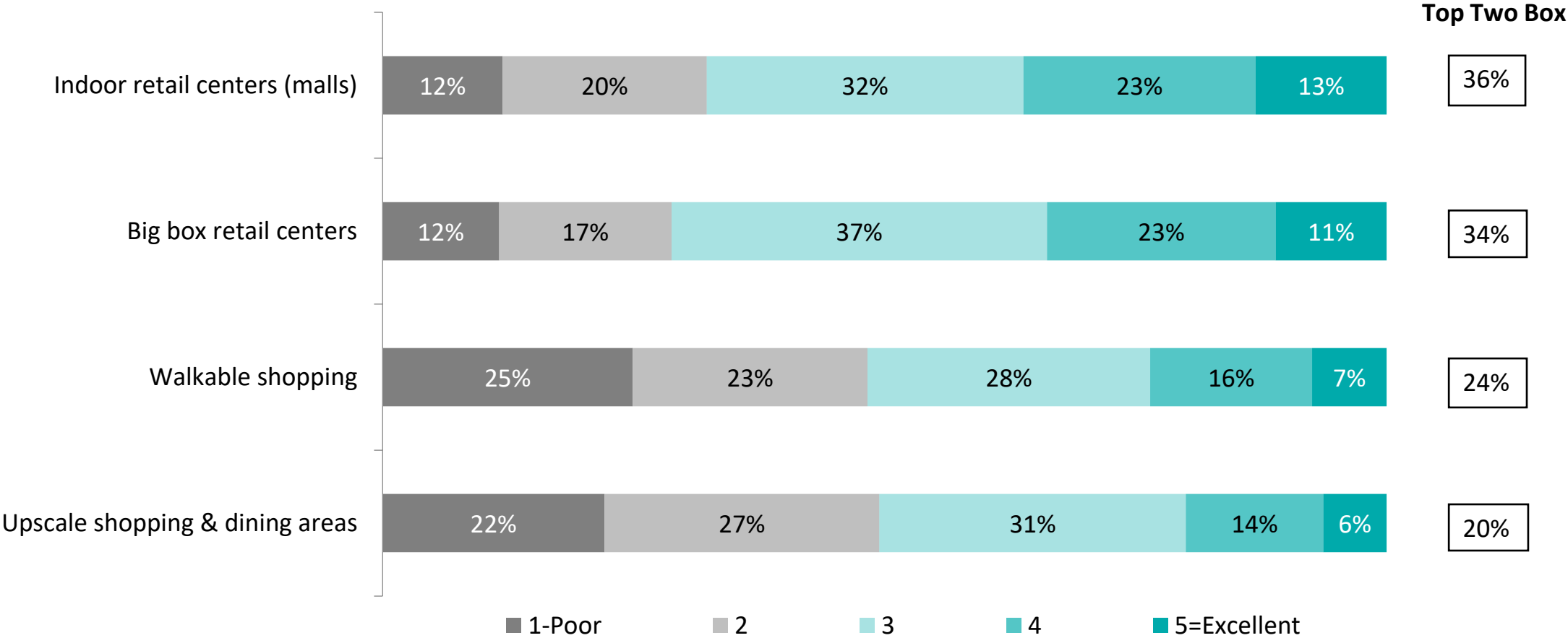
Perception of Variety of Dining & Restaurant Options



/ Please indicate your perception of the variety of the following dining and restaurant options in Corpus Christi.

Perception of Availability of Shopping Options

Residents do not feel that that have a lot of availability in shopping options.



/ Please indicate your perception of the availability of the following shopping options in Corpus Christi.

Key **INSIGHT #4**

Residents are supportive of tourism. They agree that it provides things for them to do and benefits the economy.

The majority of residents recognize the benefits that tourism brings and believes it needs even more development.

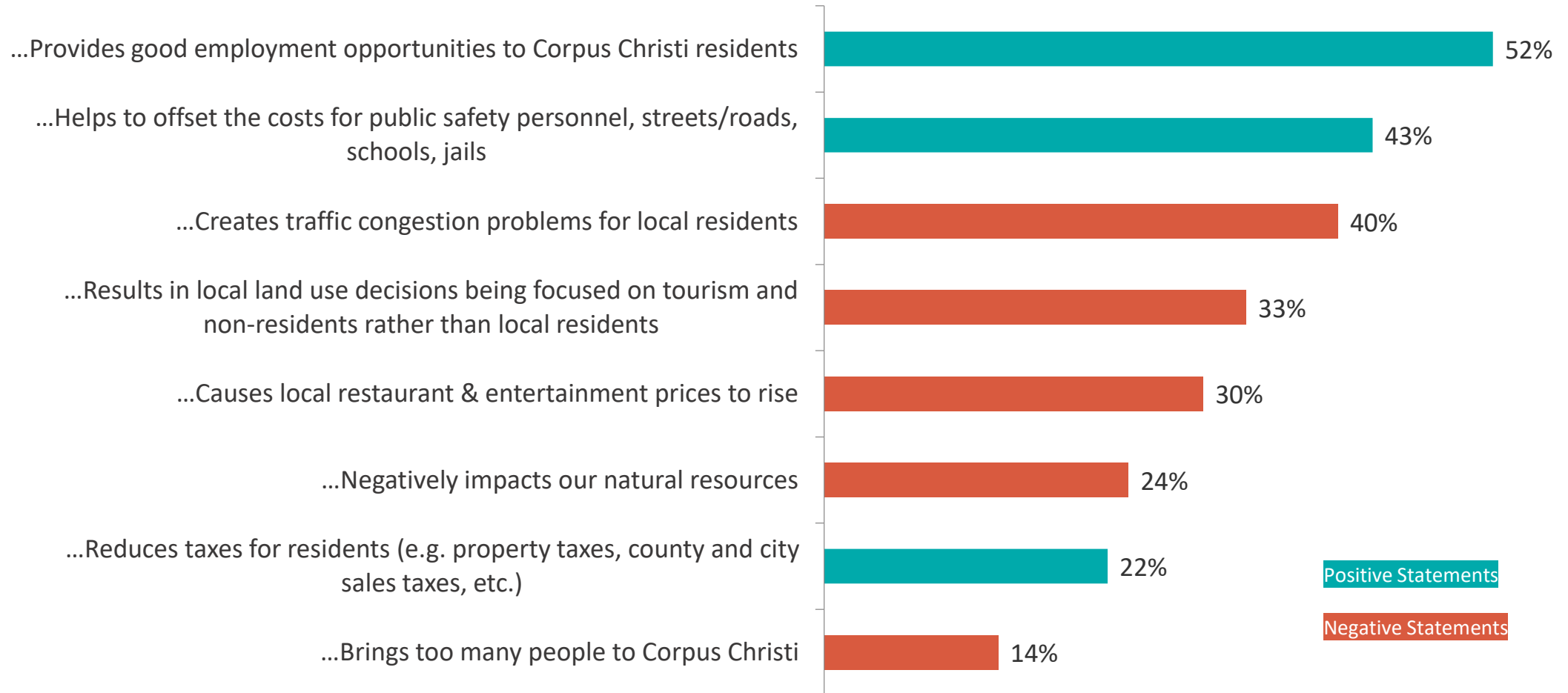
Tourism in Corpus Christi...



/ Please indicate your level of agreement with the following statements: "Tourism in Corpus Christi..." Top two box agreement shown on chart.

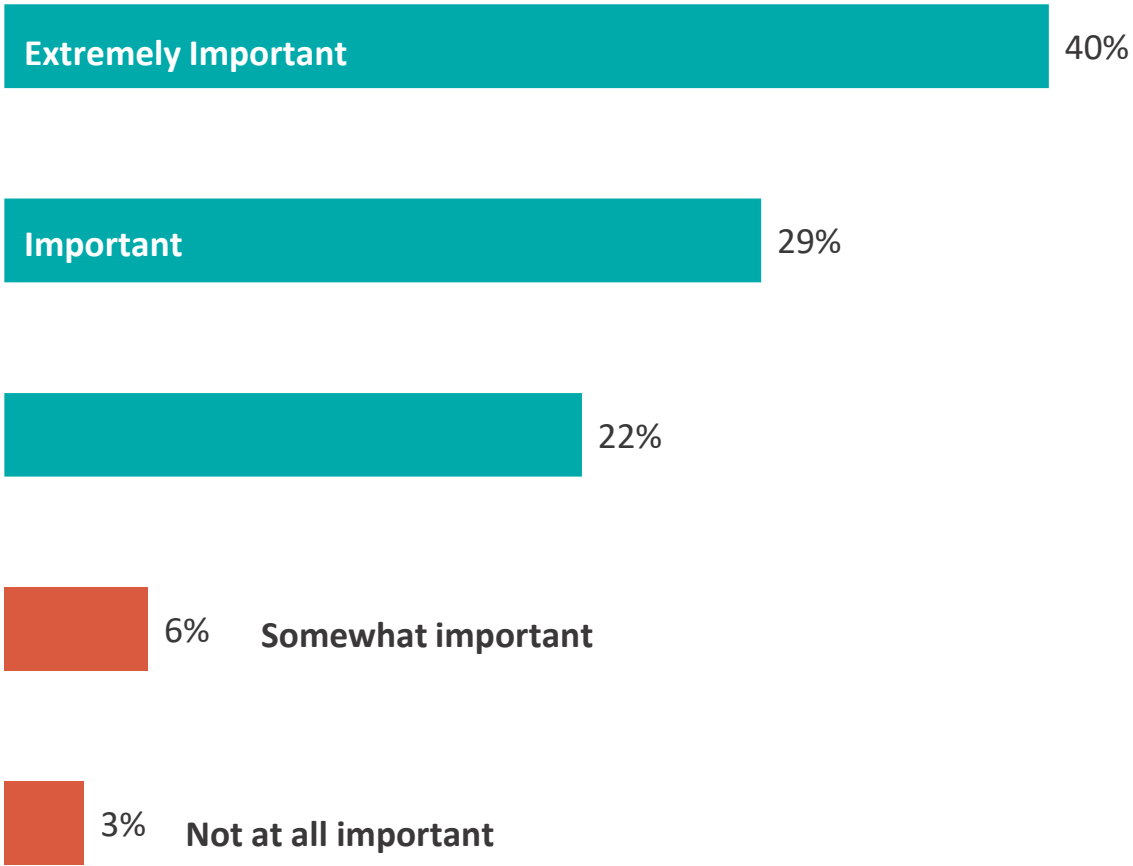
The majority of residents do not view tourism negatively

Tourism in Corpus Christi...



/ Please indicate your level of agreement with the following statements: "Tourism in Corpus Christi..." Top two box agreement shown on chart.

Residents support funding to promote tourism

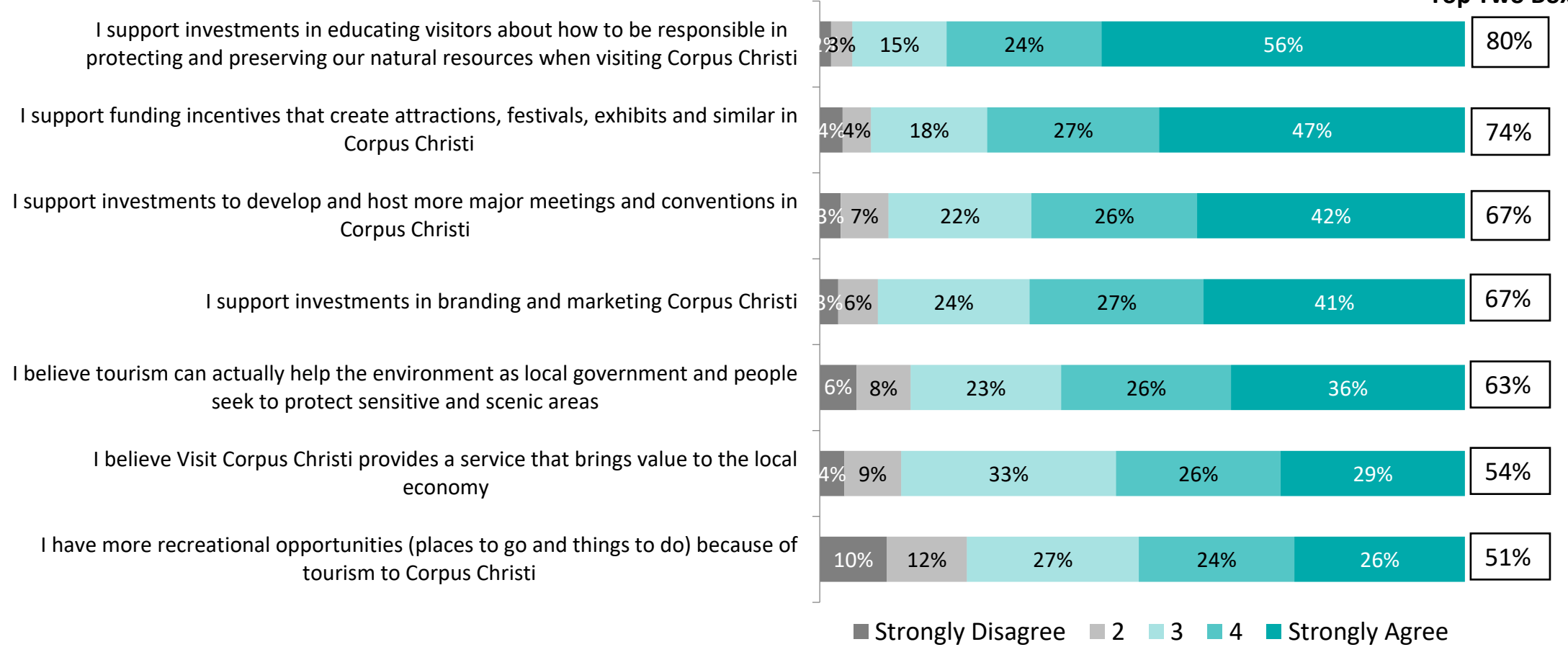


/ Please indicate how important... it is for the local government to support/help fund the promotion of tourism?



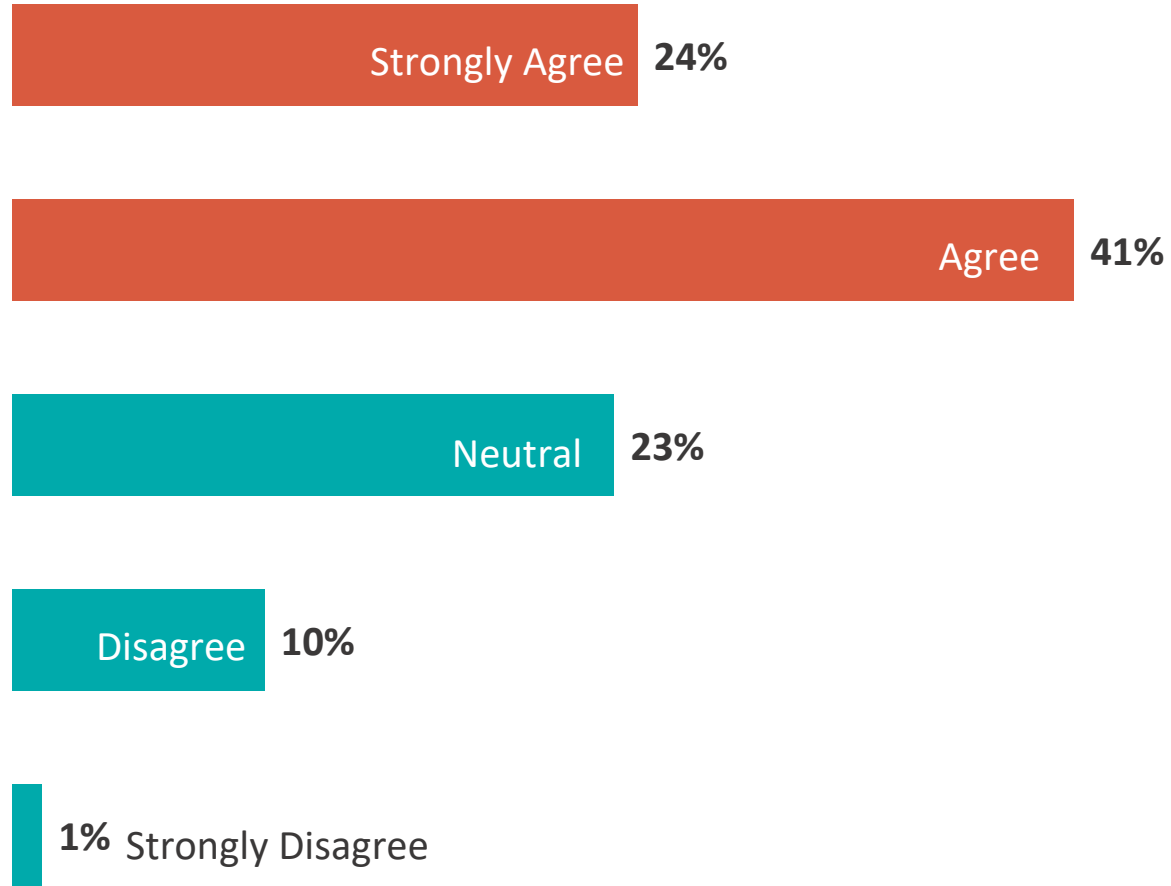
Residents overall support investment in tourism

Top Two Box



/ Please indicate your level of agreement with each of the following statements.

Despite tourism's benefits, a majority of residents believe the majority of tourism jobs are low-wage and seasonal.



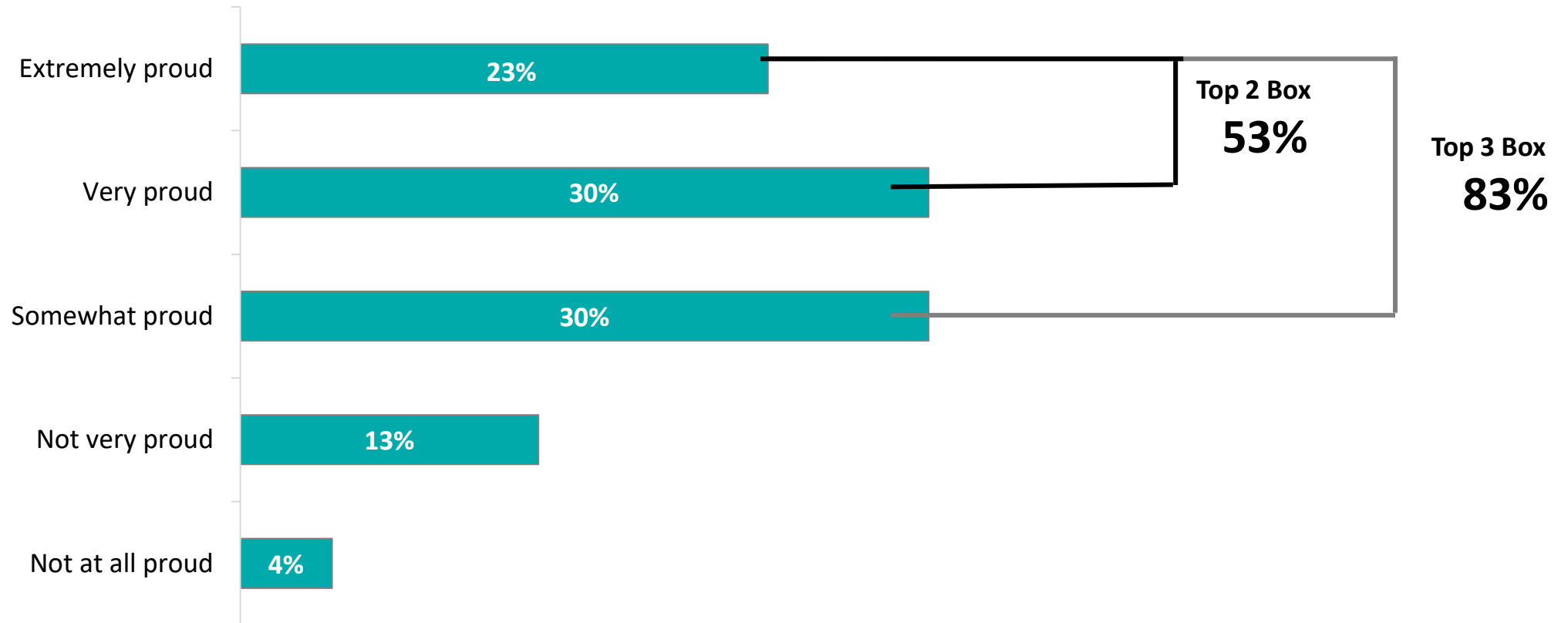
/ Please state your level of agreement with the following statement “Most jobs in the tourism industry are low-paying and seasonal



Key **INSIGHT #5**

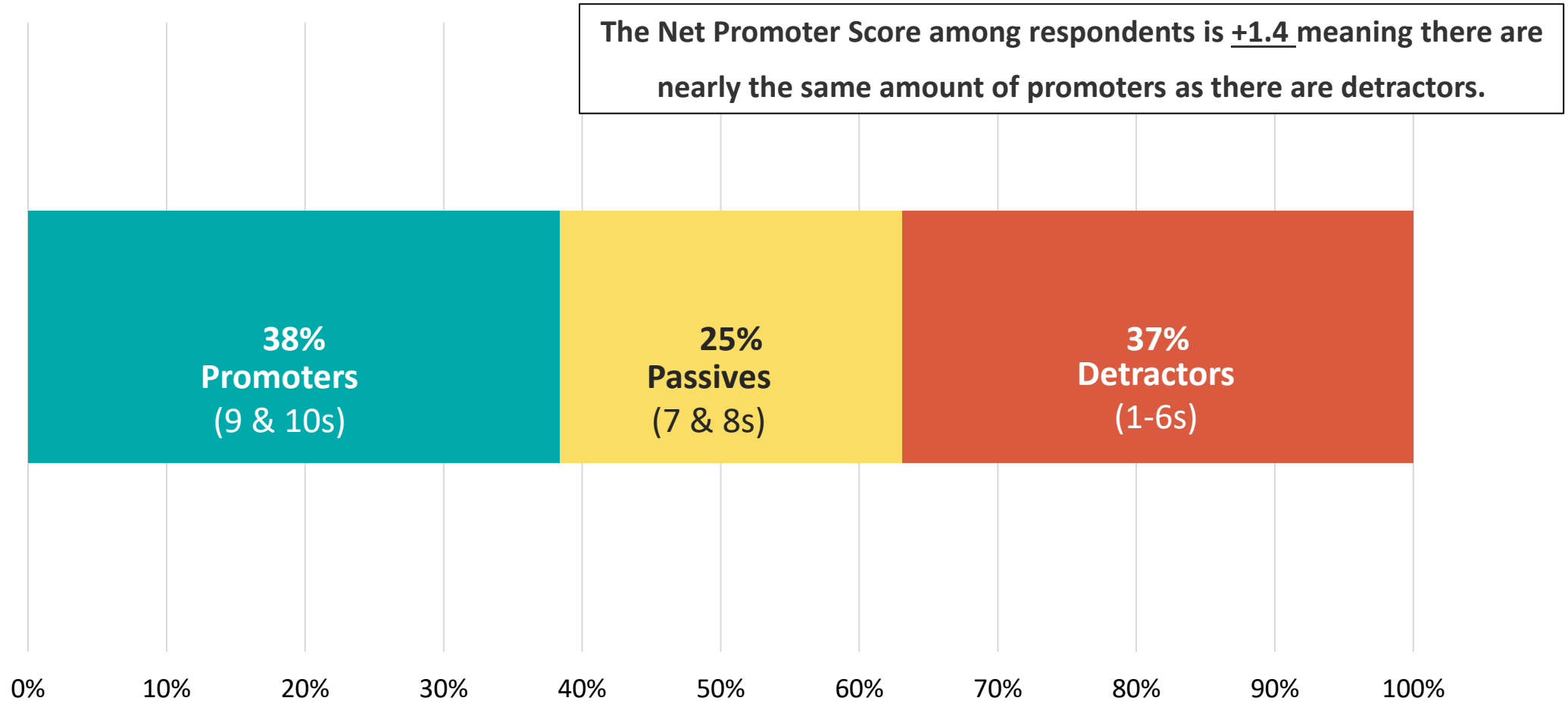
Even though the majority of residents are proud to be residents of Corpus Christi and consider themselves ambassadors for the city, they do not strongly recommend Corpus Christi as a place to visit for their friends and relatives.

8 out of 10 residents are proud to be residents of Corpus Christi



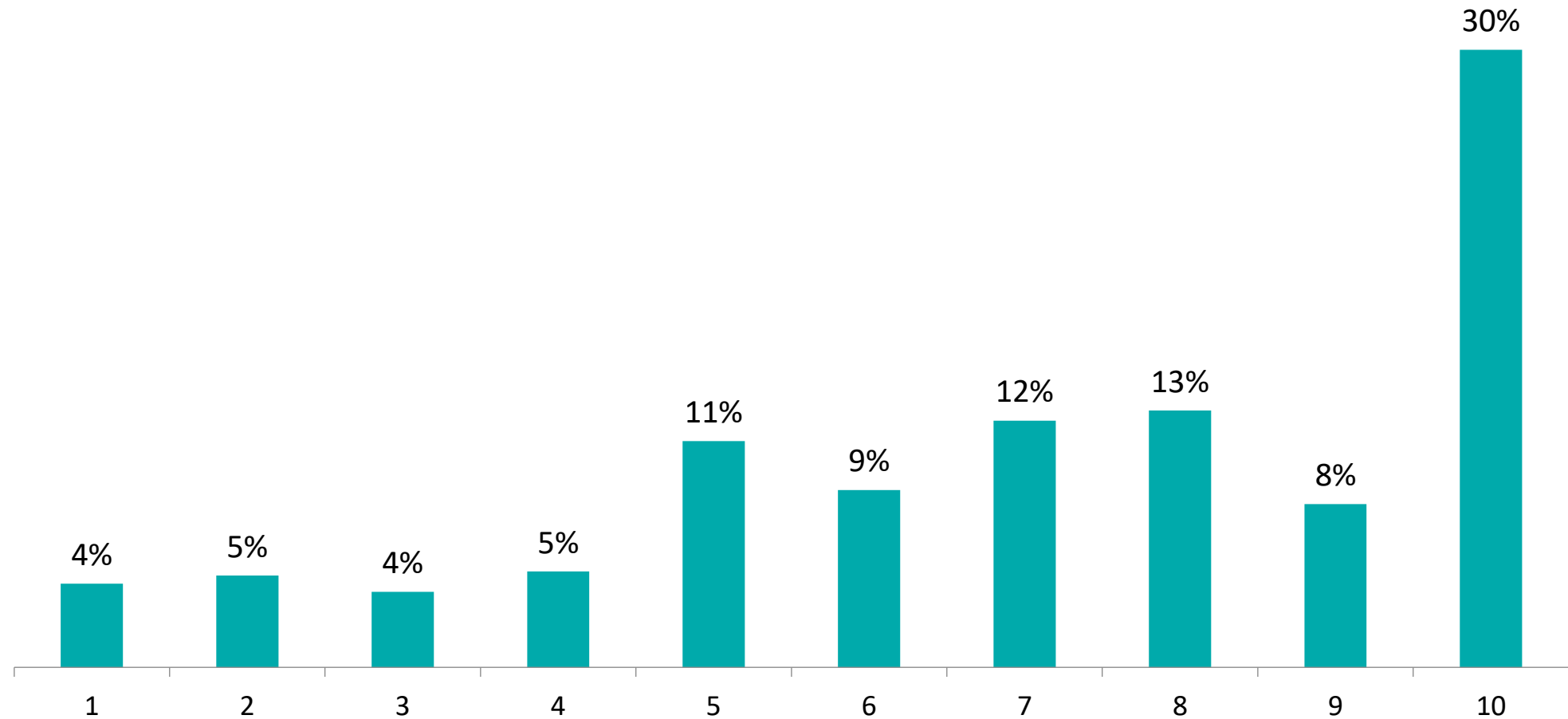
/ Please indicate the level of pride you feel in being a resident in Corpus Christi.

Despite their strong level of pride residents are hesitant to recommend Corpus Christi as a place to visit



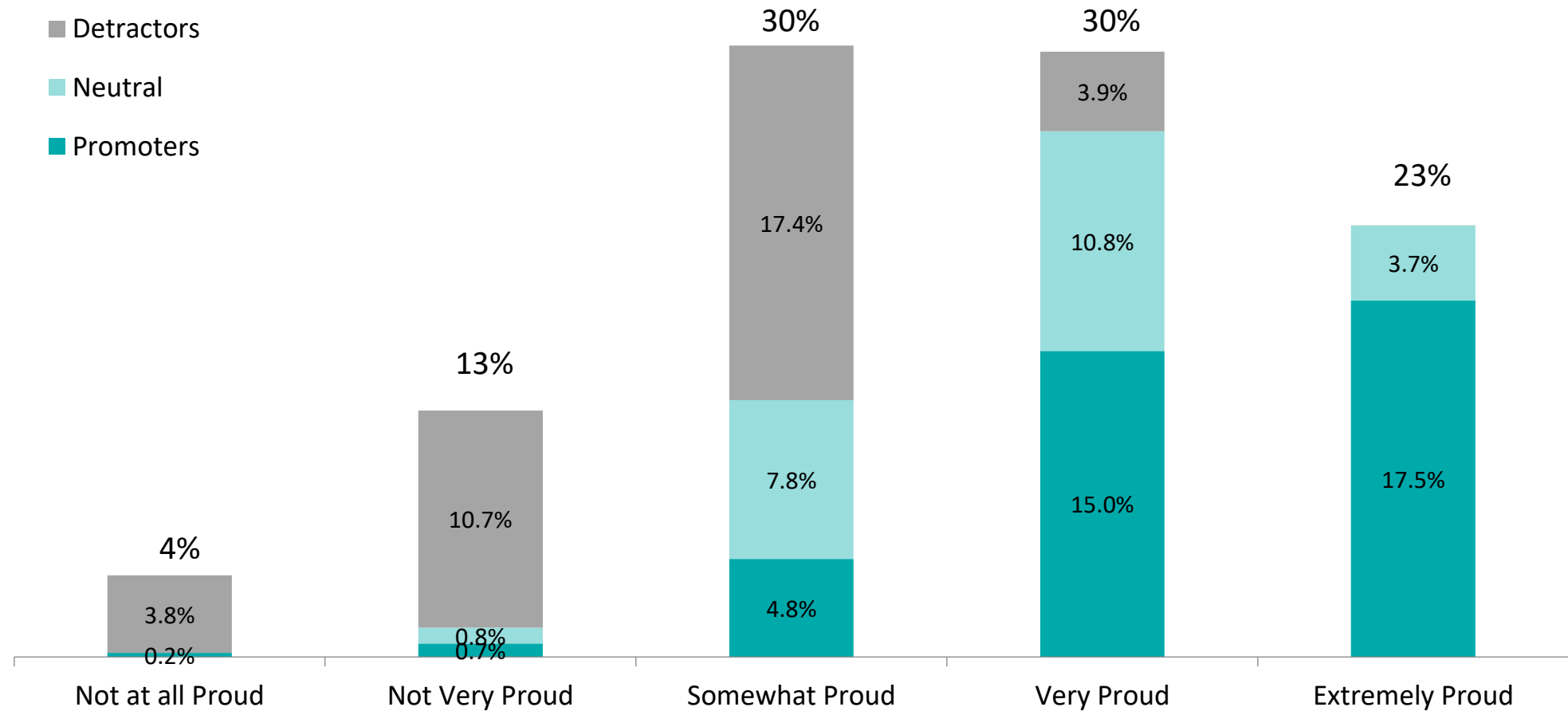
/ On a scale from 1 (Not likely at all) to 10 (Extremely likely), how likely are you to recommend Corpus Christi as a place to visit when talking to friends and family members who do not live in Corpus Christi?

How likely are you to recommend Corpus Christi as a place to visit when talking to trusted friends and family members who do not live in Corpus Christi?



/ On a scale from 1 (Not likely at all) to 10 (Extremely likely), how likely are you to recommend Corpus Christi as a place to visit when talking to friends and family members who do not live in Corpus Christi?

Even though the majority of residents indicate they are proud to be a Corpus Christi Resident, many are still considered “detractors.”



/ On a scale from 1 (Not likely at all) to 10 (Extremely likely), how likely are you to recommend Corpus Christi as a place to visit when talking to friends and family members who do not live in Corpus Christi? Please indicate the level of pride you feel in being a resident in Corpus Christi.

What could Visit Corpus Christi do to make the City more attractive to entice travelers?

Clean Up

- Clean up the city!
- Better manage the stray animal population and clean up the garbage that's dumped throughout the city.
- Keep the downtown area well maintained and clean and our beaches clean.

Promote & Advertise

- Keep posting more on social media to gain exposure.
- More marketing focusing on what Corpus Christi has to offer. Downtown area, beaches, destination areas in the city.
- Emphasize unique activities in Corpus Christi. We are not San Antonio or Florida!!

Nature

- Mark efforts to conserve and protect natural resources
- Protect the bay and air from the port of CC.
- I'm a kayaker/stand up paddle boarder so develop protected areas to kayak/stand up paddle board at.
- Support eco-tourism
- PROTECT WILDLIFE/PARKS FOR TOURISM AND LOCALS AND FOR OUR KIDS' FUTURES.

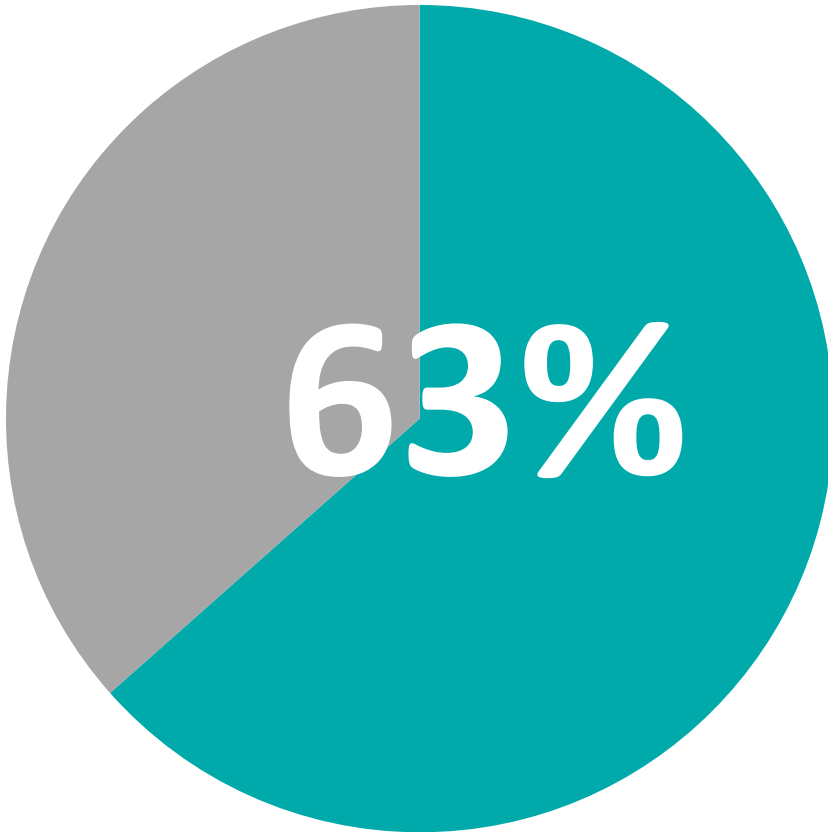
Increased Amenities

- Invest in downtown developments. Like eateries, bars.
- Maybe more museums
- Have more things for families to do. Theme parks, miniature golf, things like this. Residents need more also.
- More festivals. Arts. Crafts. Music. Farmer's market
- More shopping and outdoor optional restaurants/activities
- Create more attractions on the bayfront maybe a boardwalk of sorts with vendors.
- Bring in more concerts and other attractions that will be attractive to the tourists that want to come to CC
- Have more festivals and bring back festivals like "El Dia de Los Muertos " festival.
- We need more restaurants and things on north beach and downtown on the seawall. More upscale restaurants. A dedicated food truck area downtown with rustic seating and shade. Downtown upscale shopping and artisan shops. NO BIG BOX STORES DOWNTOWN.

Improve Infrastructure

- Improve public parks and roads
- Increase police presence and decrease crime.
- Work with road department to improve our roads! It's embarrassing for a tourist to visit and see our roads in the current conditions.
- Create long-term funding plans for maintenance of public city-owned attractions and city parks.
- Help with infrastructure initiatives to make the city more aesthetically pleasing.
- Finish the pier!

Residents who consider themselves an ambassador for Corpus Christi



/ Do you consider yourself to be an ambassador (someone who advocates) for Corpus Christi?



How Residents Advocate for Corpus Christi

Utilizing my testimony on social media and word of mouth to my friends have been a great example. Being here, I've had friends and family come visit to get a new perspective of Corpus Christi.

Showing family/friends attractions, telling them what to do when they visit. Sharing great places to eat.

Encourage out of town friends to visit.

I often advise visitors to local parks & attractions where else to go, see, & do. I pick up trash at local parks where I walk several times a day.

I regularly host friends from San Antonio and Central Texas who come down to surf fish and visit the aquarium, Lex. and art museum. Also post lots of pictures of fish I catch on Facebook.

Always promoting local restaurants, hotels, and the island and all its attractions

Host family reunions and holiday gatherings locally, use tourist sites.



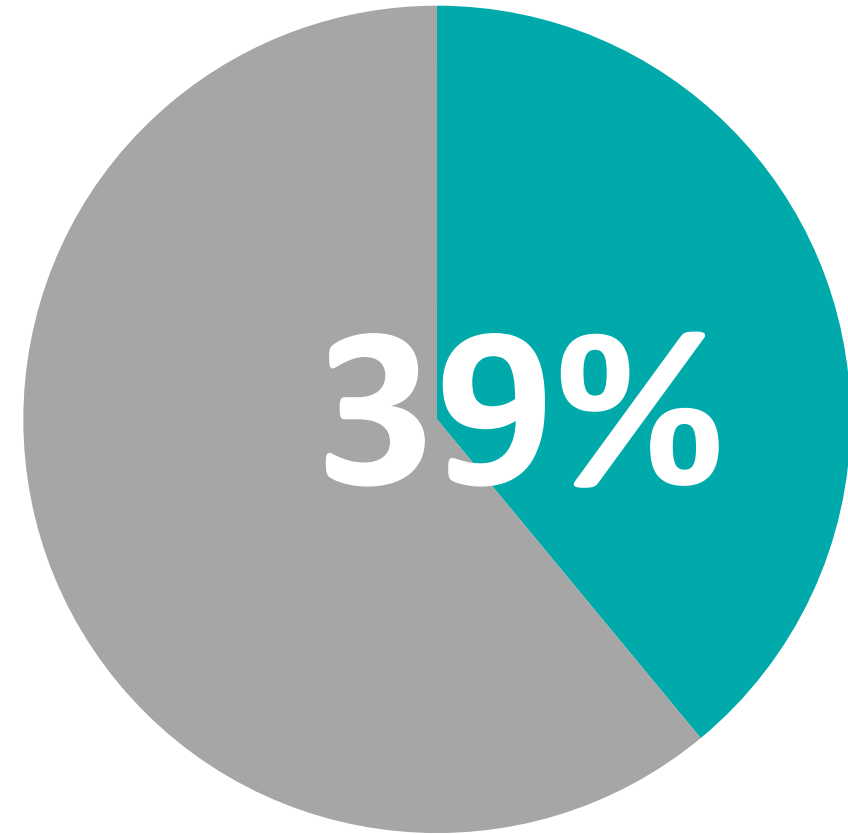
A majority of residents surveyed take their visitors to local tourism sites and recommend them

The local media should show more things to do in my city.	82%
When I host visiting friends and relatives, I like to take them to local tourism places.	73%
I often recommend local tourist sites to people who are visiting my area.	64%

/ Please indicate your level of agreement with each of the following statements. Top two box agreement shown in table.



Residents who provide family and friends with resources for their trip planning



/ When you are expecting out of town family or friends to visit you in Corpus Christi, do you provide them with links to webpages and resources for their trip planning?

Webpages and Resources Provided to Friends/Family

Mostly Padre Island National Seashore and Bob Hall Pier (when it was open).

The Aquarium website

Depends on what they are planning. Mostly restaurants.

The aquarium or things going on like events on Facebook

Mostly State parks for fishing, hiking and bird watching.

Visit Corpus Christi website, Padre Island websites, Texas state aquarium site, Lexington site etc.

Visit Corpus Christi CC Bucket list

Facebook pages, Google maps. Yelp

Mostly specific places like the National seashore, Lexington, aquarium websites

Local events on Facebook and hotel/campgrounds info near their interests.

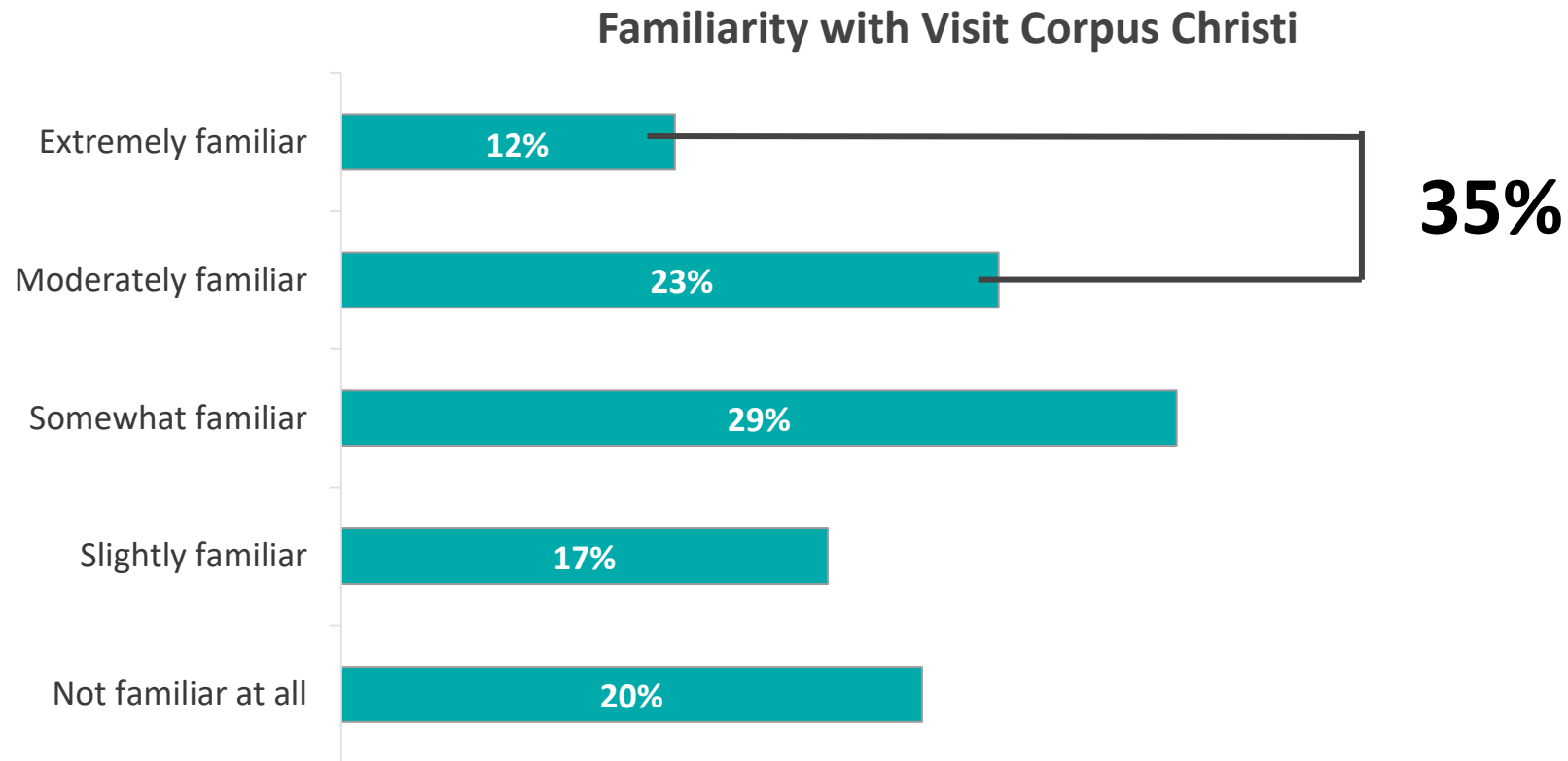
The Visit Corpus Christi and Fun things to do in Corpus Pages

Key **INSIGHT #6**

Residents are supportive of the work that Visit Corpus Christi does.

Over a third of residents are extremely/moderately familiar with Visit Corpus Christi

Over half of residents surveyed (54%) agree or strongly agree that “I believe Visit Corpus Christi provides a service that brings value to the local economy.”



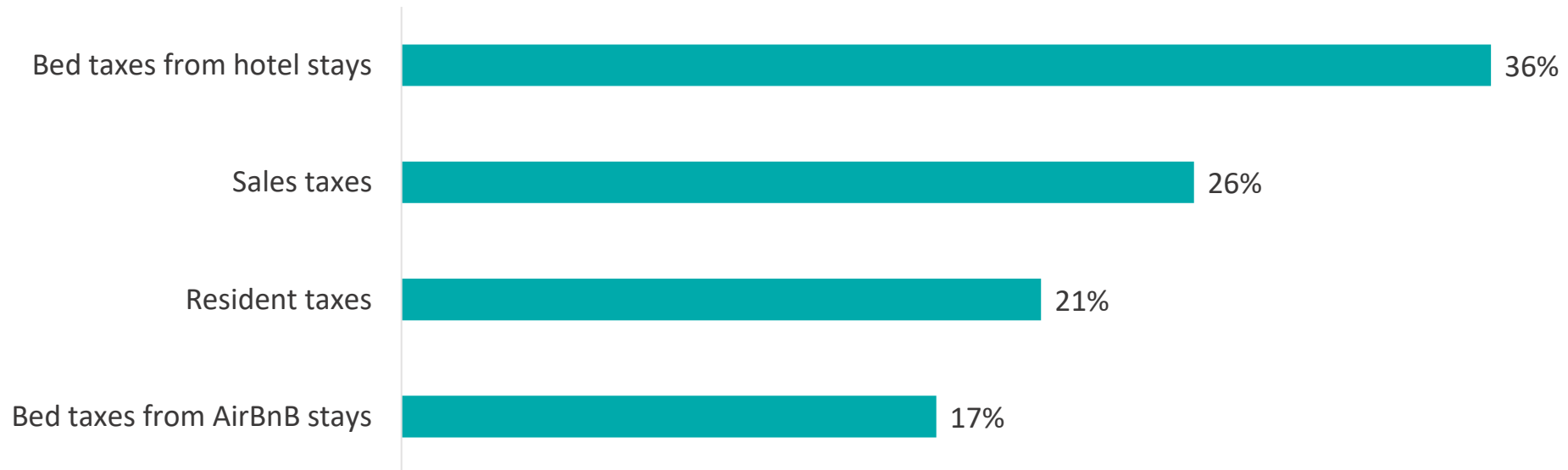
/ To what extent, if at all, are you familiar with Visit Corpus Christi, the local organization responsible for growth of tourism in Corpus Christi?

Residents don't know who or how Visit Corpus Christi is funded

48%

Of Corpus Christi Residents say they don't know what resources fund Visit Corpus Christi

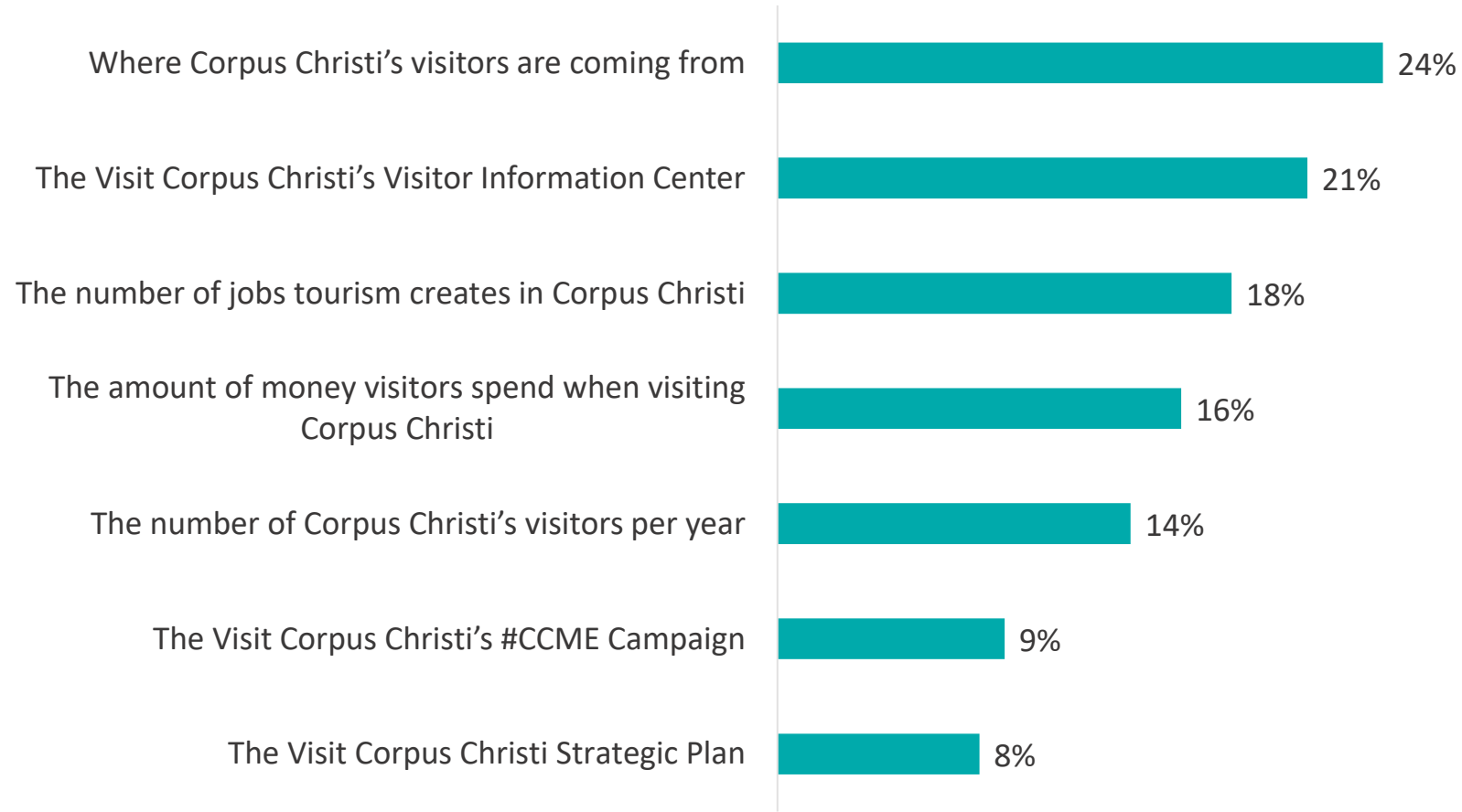
Resources Used to Fund Visit Corpus Christi



/ Which of the following resources do you believe funds Visit Corpus Christi? (Please select all that apply.)

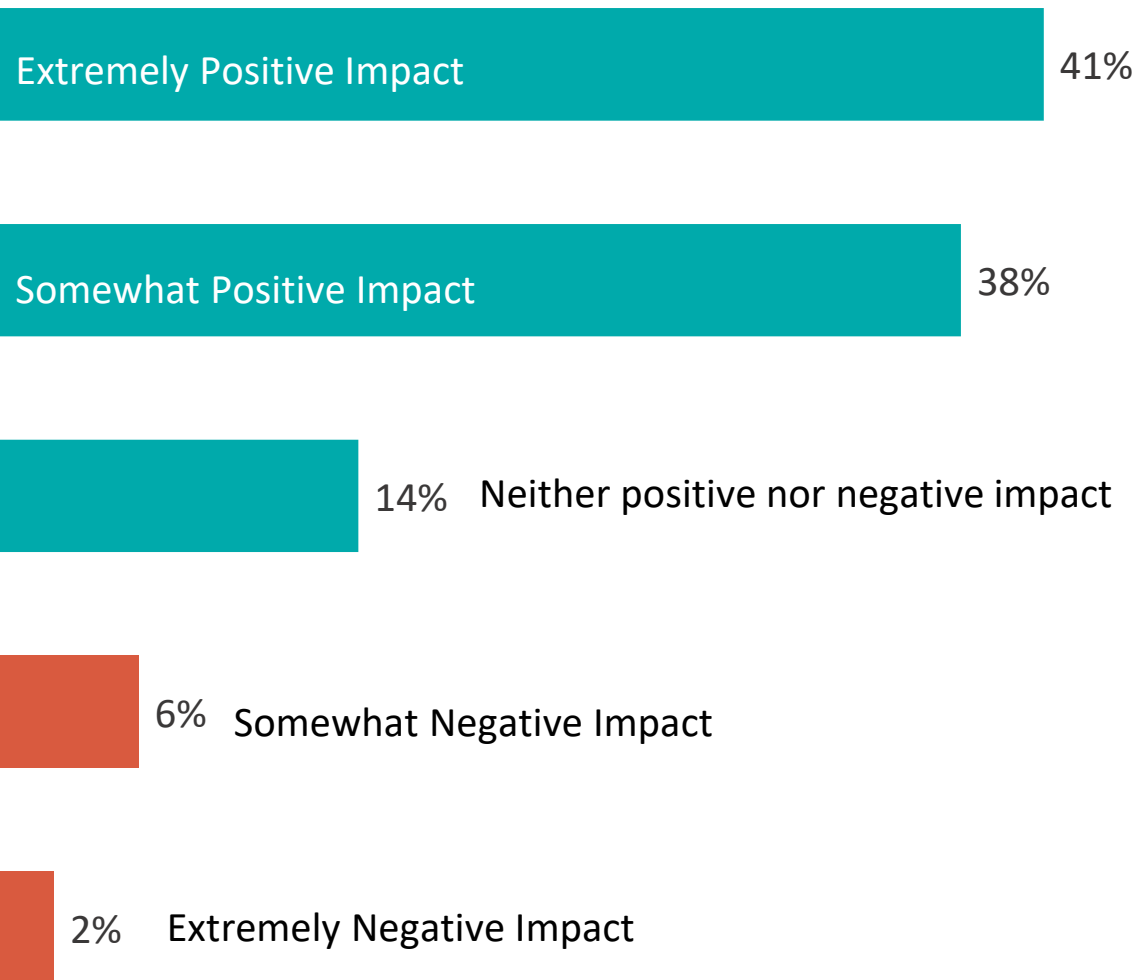
Most residents are not aware of these Corpus Christi tourism topics

7 out of 10 Residents Consider Themselves Informed or Up-to-Date on news about tourism in Corpus Christi



/ Please indicate your level of awareness with the following information. Top two box of those who indicated Extremely Aware or Aware.

8 in 10 believe year-round tourism will have a positive impact



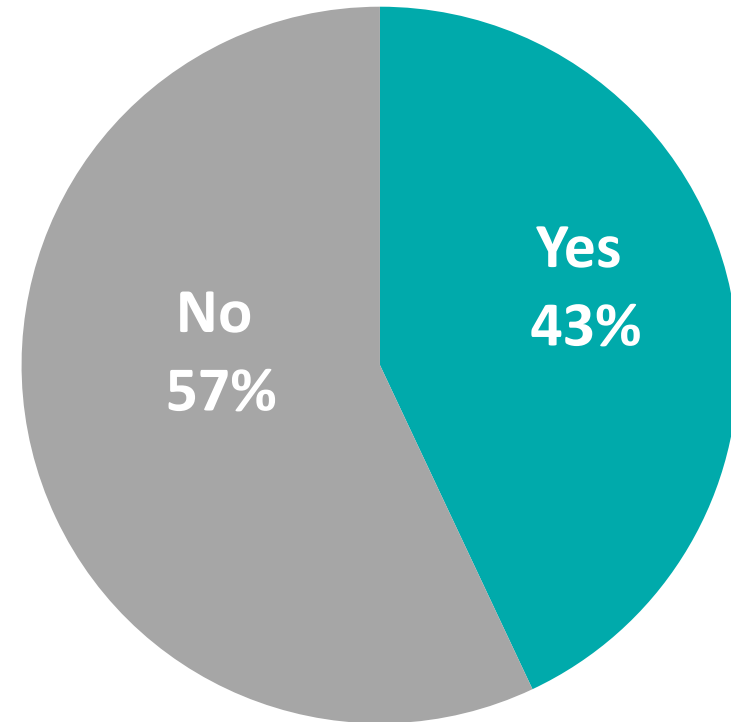
/ One of Visit Corpus Christi's objectives is to increase visitation to Corpus Christi year-round. Please indicate the impact you believe this objective has on local residents and visitors.



Visit Corpus Christi **SOCIAL MEDIA**

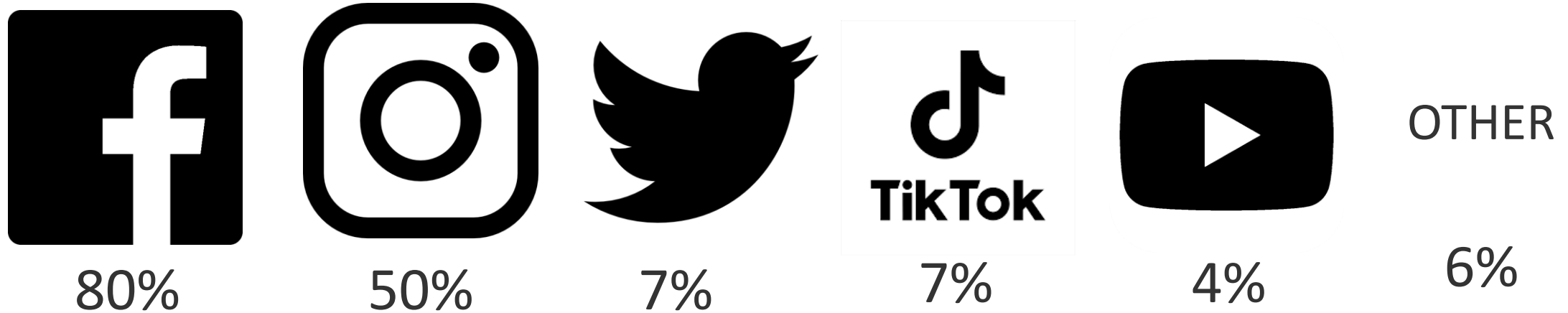


Residents who follow Visit Corpus Christi on Social Media



/ Do you follow Visit Corpus Christi (@VisitCorpusChristi) on any social media platforms?

Social Media Platforms Used to Follow Visit Corpus Christi

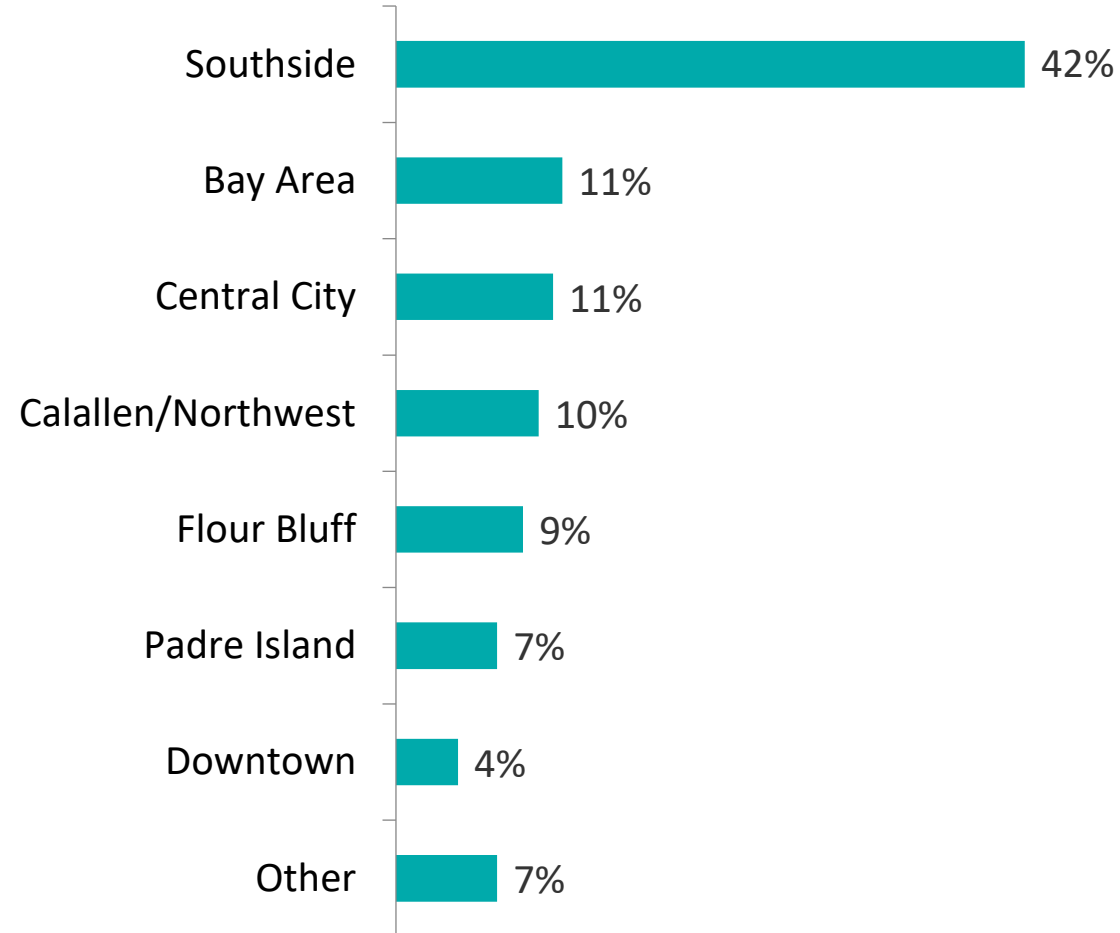


27%

of those residents who follow @VisitCorpusChristi have shared messaging from any of the Visit Corpus Christi social media accounts.

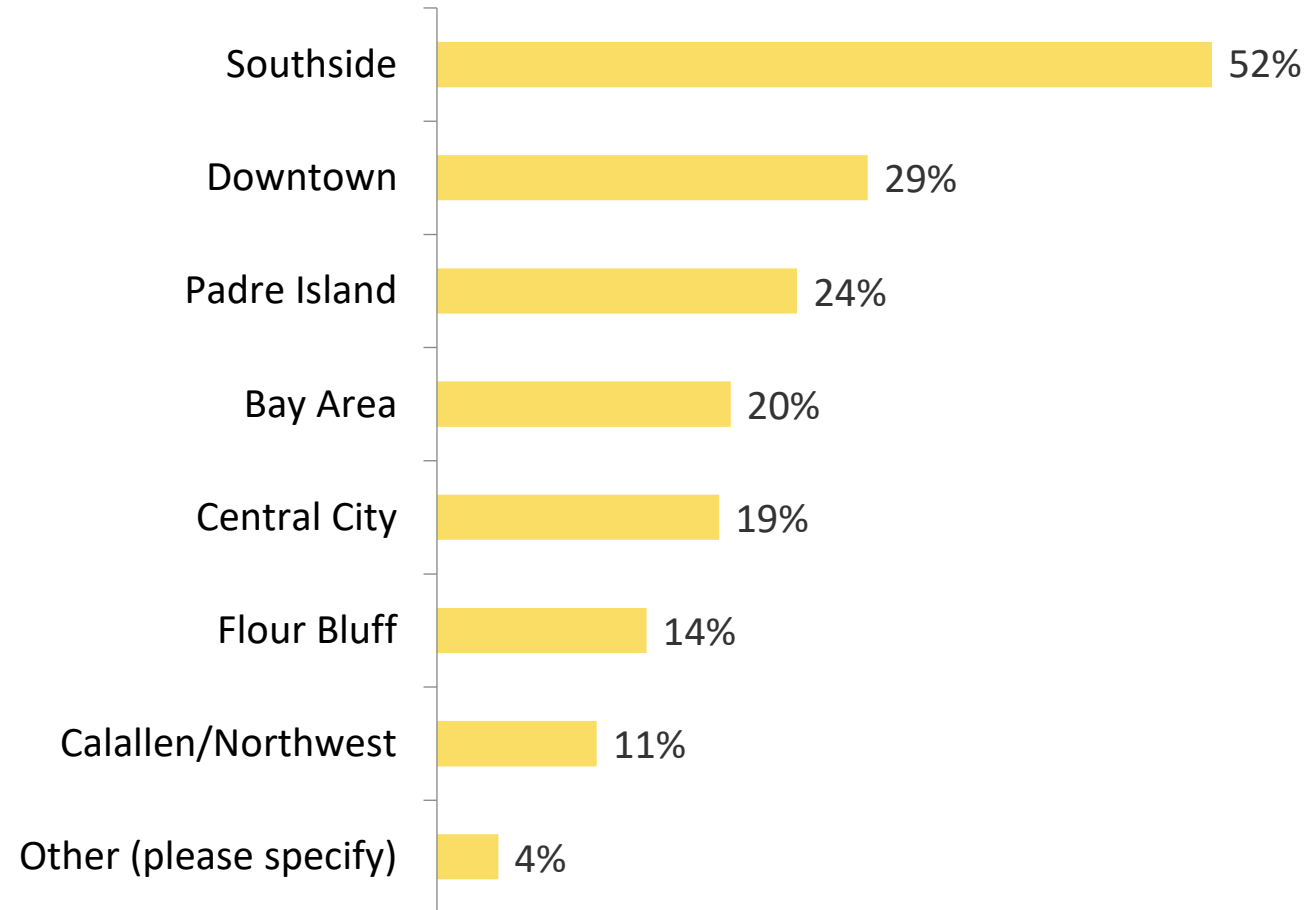
Respondent NEIGHBORHOODS

Respondent Neighborhoods



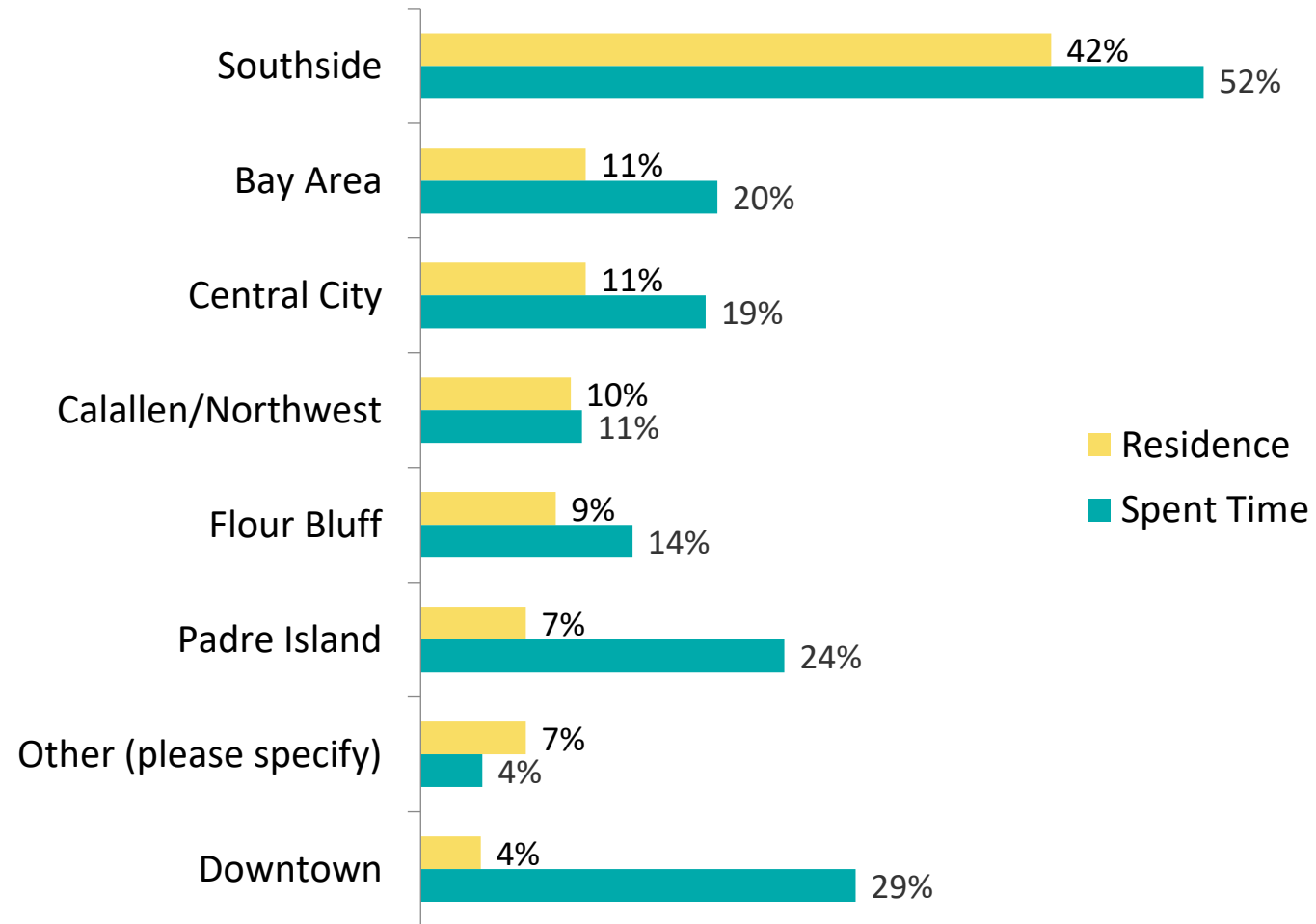
/ In which of the following Corpus Christi neighborhoods do you reside? (Please select one.)

Neighborhoods Where Respondents Spend Time



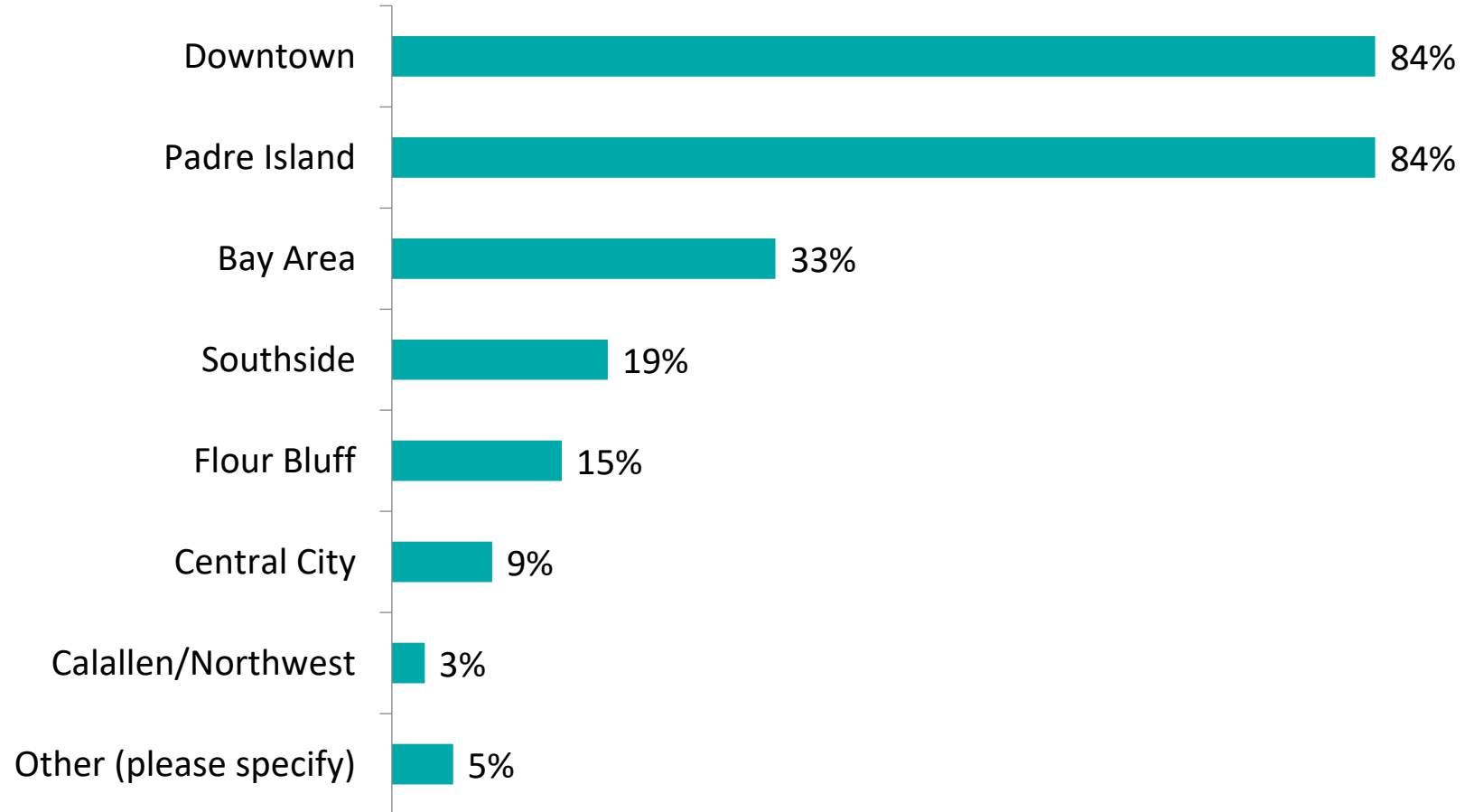
/ In which of the following Corpus Christi neighborhood(s) do you spend the majority of your time? (Select all that apply.)

Neighborhood Comparison



/ In which of the following Corpus Christi neighborhoods do you reside? (Please select one.) In which of the following Corpus Christi neighborhood(s) do you spend the majority of your time? (Select all that apply.)

Downtown and Padre Island are the areas that residents feel benefit most from tourism.



/ Which of the following areas of the city do you feel most benefits from tourism? Please select all that apply

Respondent **DEMOGRAPHICS**

	Total Respondents
Length of Residency	
Less than 5 years	21%
5 – 10 years	13%
More than 10 years	32%
All my life	34%
Age	
Younger than 21 years old	1%
21 - 24 years old	4%
25 - 34 years old	18%
35 - 44 years old	20%
45 - 49 years old	9%
50 - 54 years old	10%
55 - 64 years old	21%
65 years and older	17%

Total Respondents	
Gender	
Male	23%
Female	75%
Other/Prefer not to answer	2%
Household Income	
Less than \$50,000	24%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	15%
\$100,000 - \$124,999	16%
\$125,000 - \$149,999	8%
\$150,000 - \$199,999	8%
\$200,000 - \$249,999	4%
\$250,000 or more	5%

	Total Respondents
Race	
Caucasian/White	78%
Black/African American	2%
Native American	2%
Asian	1%
Other	17%
Ethnicity	
Hispanic, Latinx, or Spanish origin	43%
Not Hispanic, Latinx, or Spanish origin	57%
Marital Status	
Married/Unmarried couple living together	68%
Divorced/separated/widowed	17%
Never Married	14%

thank you