



# RESIDENT SENTIMENT SURVEY FINDINGS

NOVEMBER 2022





**BACKGROUND**  
**METHODOLOGY**  
**RESIDENT SNAPSHOT**  
**TOURISM IMPORTANCE**  
**SUSTAINABILITY**  
**COMMUNITY PRIDE**  
**COMMUNITY KNOWLEDGE**  
**PLAN OF ACTION**





# BACKGROUND

## THE FIRST RESIDENT SENTIMENT SURVEY OF ITS KIND

Your voice matters, and we want to make sure we hear it.

Visit Corpus Christi partnered with MMGY Global to conduct a survey of Corpus Christi residents.

The goal of was to understand how the community views tourism, understand how it views the city itself, and understand what issues are important to Corpus Christians.

This process is central to the operation of our organization. Focusing on the intersections of resident and visitor needs means maximizing our impact on the community.





The background image shows a naval ship's deck. On the left is the ship's superstructure with various antennas and equipment. On the right is a fighter jet, specifically an F/A-18 Hornet, with the number '201' visible on its nose. In the center, two young boys are running towards the camera, smiling. The entire scene is overlaid with a semi-transparent blue filter. Large, stylized green arrow graphics are positioned in the top right and bottom left corners, pointing towards the center.

# DESTINATION ORGANIZATION



# OUR VISION

TO BECOME THE **CULF COAST CAPITAL**  
FOR COASTAL AND OUTDOOR  
RECREATIONAL EXPERIENCES

# OUR MISSION

CREATING A BETTER COMMUNITY  
BY SHARING CORPUS CHRISTI  
WITH THE WORLD

COMMUNITY  
DRIVEN

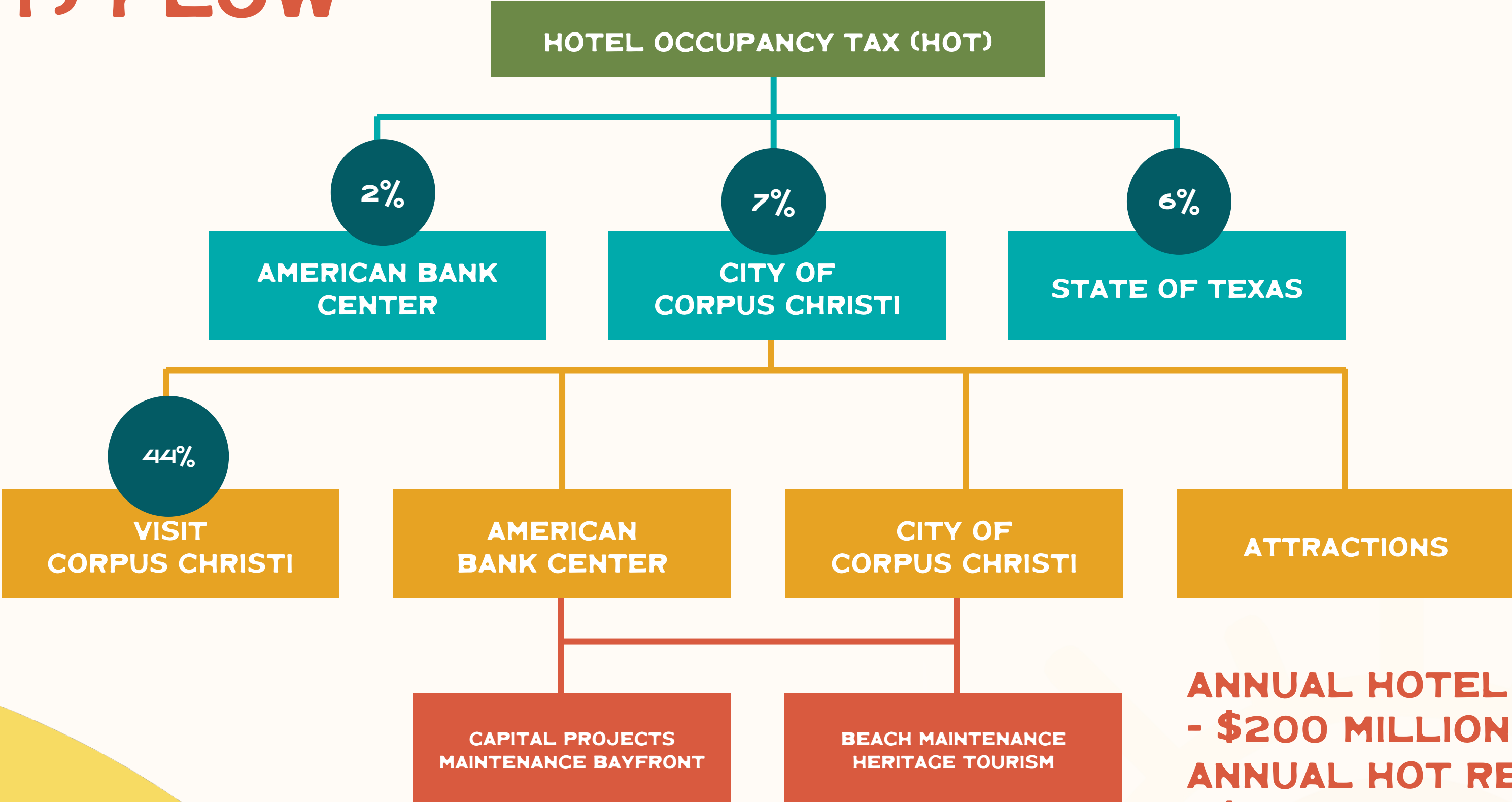
BOLD  
DRIVEN  
UNIFYING  
TRUE

COLLABORATIVE  
INCLUSIVE





# HOTEL OCCUPANCY TAX (HOT) FLOW



**ANNUAL HOTEL REVENUE**  
**- \$200 MILLION**  
**ANNUAL HOT REVENUES**  
**- \$19 MILLION**



# DESTINATION NEXT OPPORTUNITIES

- Public Transportation
- Road Infrastructure
- Event Capacity
- Headquarter Hotel
- Tours for Outdoor Enthusiasts
- Park and Trail Diversity
- Air Access
- Walkability
- Bikeability
- High-Quality Shopping
- Downtown
- Unique and Vibrant Neighborhoods
- Convention Capacity
- Public Wi-Fi
- International Readiness
- Nightlife
- Resident Support
- Corporate Support
- Customer Service
- Funding
- Leader in the State
- Government Advocacy
- Tourism Master Plan





# OUR MISSION

**CREATING A BETTER COMMUNITY  
BY SHARING CORPUS CHRISTI  
WITH THE WORLD**







# METHODOLOGY



# METHODOLOGY

- The survey was distributed via social media, including advertisements unrelated to the Visit Corpus Christi follower base. We received 1,448 completed responses from a sample representative of the general Corpus Christi population.

Neighborhood infographic – suggest separate vertical bar charts side by side:

- [survey respondents] 42% southside, 11% bay area, 11% central city, 10% calallen/northwest, 9% flour bluff, 7% padre island, 4% downtown, 7% other
- [census data] 1.6% 78401, 5.4% 78404, 3.6% 78408, 8.7% 78410, 8.0% 78411, 12.9% 78412, 12.4% 78413, 12.5% 78414, 12.4% 78415, 4.9% 78416, 1.3% 78417, 9.3% 78418, 2.47% other

Age infographic – suggest separate horizontal bar charts side by side:

- [survey respondents] under 25: 5%, 25-34: 18%, 35-44: 20%, 45-54: 19%, 55-64: 21%, 65+: 17%
- [census data]: under 25: 13.6%, 25-34: 18.1%, 35-44: 17.9%, 45-54: 15.2%, 55-64: 15.1%, 65+: 20.1%

Time in Corpus Christi infographic – suggest pie chart or a horizontal bar broken up into parts:

- [data only for survey respondents] Length of residency: 21% less than 5 years, 13% 5-10 years, 32% more than 10 years, 34% all their lives



RESIDENTS **RECOGNIZE THE**  
**IMPORTANCE OF TOURISM** TO THE  
ECONOMY AND TO THEIR QUALITY  
OF LIFE.

RESIDENTS SUPPORT GROWING TOURISM.





# RECOGNITION

## RESIDENTS RECOGNIZE THE IMPORTANCE OF CORPUS CHRISTI TOURISM

**79%** say tourism is very important or extremely important to the local economy

**66%** say tourism supports local business creation

**63%** say tourism helps create a positive  
ambiance/vibe in the local community

**65%** think tourism is an important factor for  
making our community a great place to live.





**THE MAJORITY OF RESIDENTS  
AGREE WITH OUR MISSION:**

**THAT WE WILL MAKE CORPUS  
CHRISTI A BETTER PLACE TO LIVE  
BY SHARING IT WITH THE WORLD.**





# RESIDENTS WANT TO SEE TOURISM GROW

**OVER TWO-THIRDS BELIEVE TOURISM HAS MORE POSITIVE IMPACTS THAN NEGATIVE IMPACTS.**

**8 IN 10**

say year-round tourism will have a positive impact.

**73%**

think tourism needs to be more developed

**14%**

think tourism brings too many people to the city.

*We are the*





**DOWNTOWN AREA AND THE SEAWALL  
ARE IMPORTANT TO RESIDENTS.**

**THEY ALSO FEEL WE LACK  
WALKABLE AND UPSCALE SHOPPING.**

**DEVELOPING WALKABLE AND  
UPSCALE SHOPPING DOWNTOWN  
WOULD HAVE A GREAT IMPACT.**





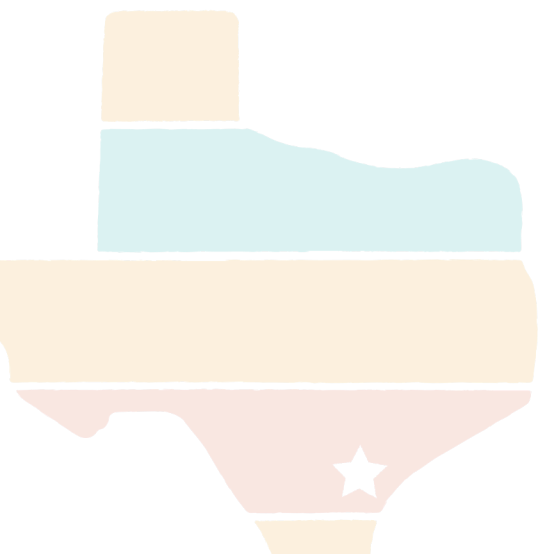
# DEVELOPMENT IS IMPORTANT

**78%** say **Downtown** is important to their quality of life.

**79%** say the **Seawall** is important to their quality of life.

**76%** say **walkable shopping** in Corpus Christi is not top quality.

**80%** say **upscale shopping** in Corpus Christi is not top quality.





RESIDENTS CONSIDER NATURE AND  
THE BEACH TO BE **EXTREMELY**  
**IMPORTANT TO THEIR QUALITY OF LIFE.**



**MAINTAINING NATURAL RESOURCES IS**  
**IMPORTANT TO EVERYONE.** NOT JUST  
VISITORS WHO COME HERE TO GO TO  
THE BEACH





# ENVIRONMENTAL IMPACT

**91%** of people said **beaches** were important to their quality of life.

**80%** support **Educating visitors** in preserving natural resources.

**63%** agree that **Tourism can help** the environment. It incentivizes the local government & people to protect it.

**24%** currently think tourism negatively impacts our **natural resources**.





PEOPLE WANT TOURISM TO GROW.  
THEY THINK IT'S POSITIVE AND  
IMPORTANT TO THEIR LIVES. AND  
MOST SAY THEY'RE PROUD TO BE  
FROM CORPUS CHRISTI.

HOWEVER, THEY DO NOT SHOW THEIR  
PRIDE BY RECOMMENDING IT AS A  
PLACE TO VISIT.





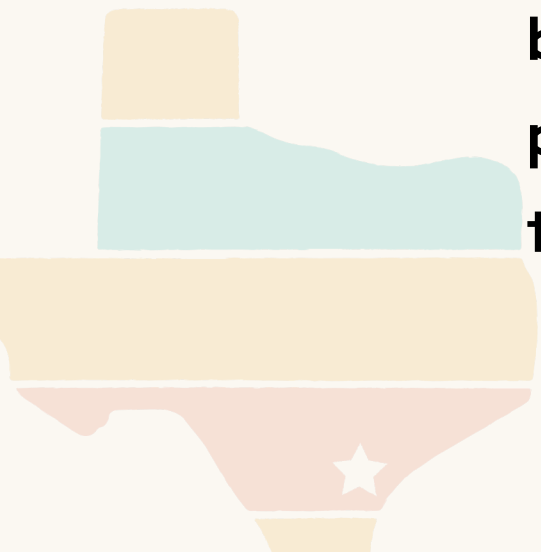
# THE POWER OF COMMUNITY PRIDE

**53%** say they're very/extremely **proud** to live here.

**63%** currently consider themselves an **ambassador** for the city.

**38%** are **promoters** of the city as a destination, with 37% being detractors.

**20%** of total survey respondents said they were proud to be from Corpus Christi, but were **detractors** when it comes to promoting the city. This is the 20% that needs to show their pride.





RESIDENTS AND VISITORS INTERACT  
FREQUENTLY.

YOU ARE VITAL TO THE IMPACT OF  
VISITORS ON THE LOCAL ECONOMY.

SHOWING PRIDE TO VISITORS MEANS  
MAXIMIZING YOUR IMPACT.





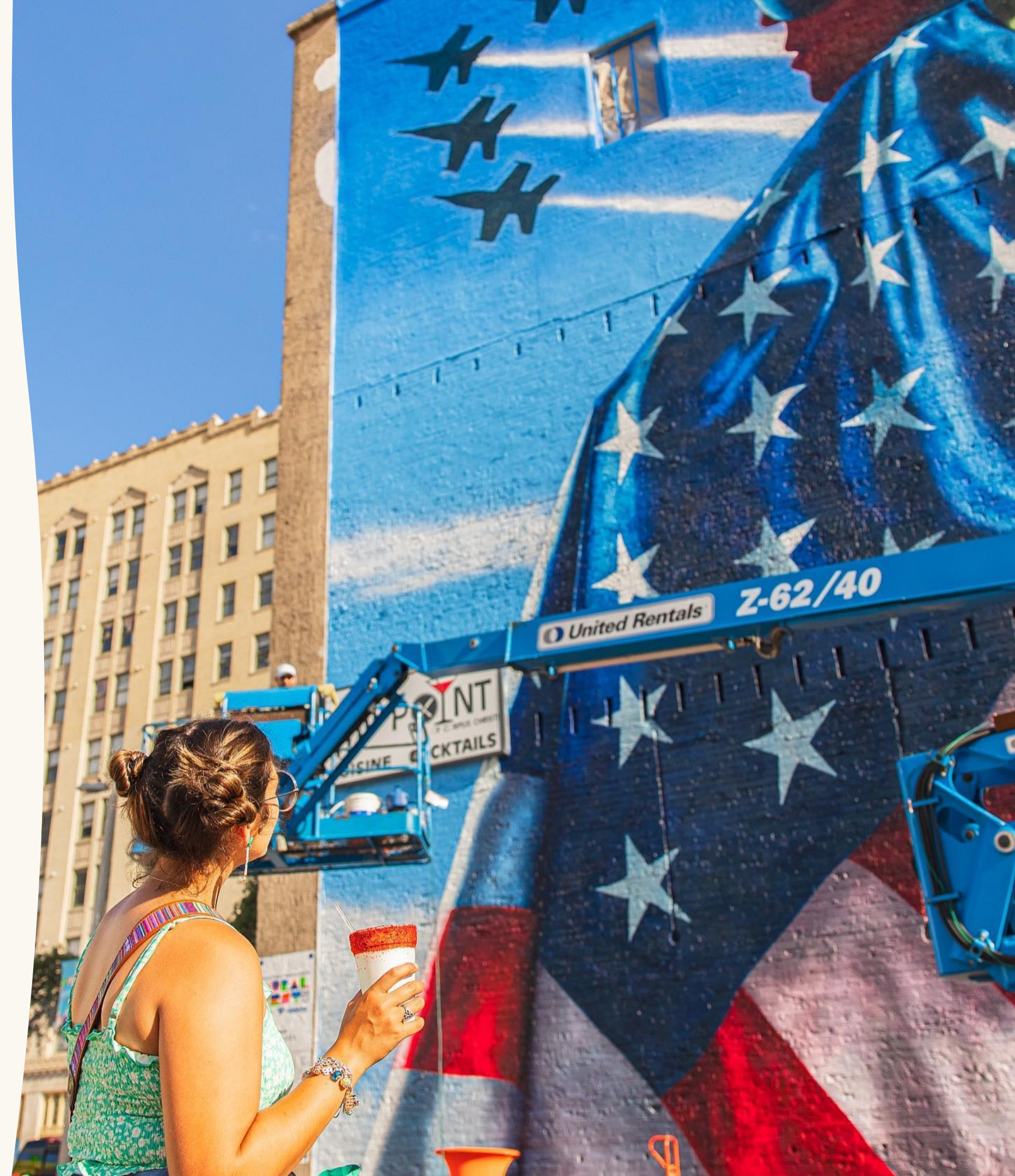
# THE POWER OF COMMUNITY PRIDE

**73%** of residents take **friends & relatives** to local tourism places.

**64%** **recommend** tourist sites to people who are visiting their area.

Most residents visit attractions once a month themselves.

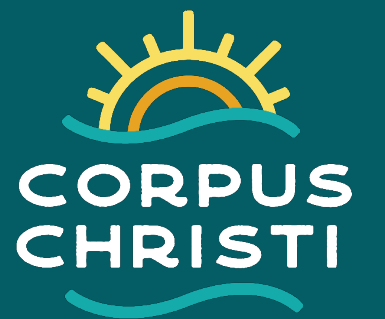
Sharing what you love about the city means helping to grow the impact of tourism that we all benefit from.





RESTAURANTS ARE CENTRAL TO  
RESIDENT QUALITY OF LIFE.

FARM TO TABLE AND UPSCALE  
RESTAURANTS ARE WHERE THE  
COMMUNITY FEELS THEY ARE MOST  
LACKING.





# RESTAURANT IMPROVEMENT

**84%** say restaurants are **important** to their quality of life.

**79%** said **farm-to-table** restaurants are not top quality . 77% said there is not a lot of variety in them.

**62%** said the **signature and upscale restaurants** are less than top quality and 69% said the variety of them was not very high.





THE MEDIA CAN HELP GROW  
COMMUNITY PRIDE AND GENERATE  
**GREATER IMPACT.**



**82%** OF RESIDENTS WANT THE  
LOCAL MEDIA TO SHOW MORE THINGS  
TO DO IN CORPUS CHRISTI.





**"THERE IS NO POWER FOR CHANGE  
GREATER THAN A COMMUNITY  
DISCOVERING WHAT IT CARES ABOUT."**

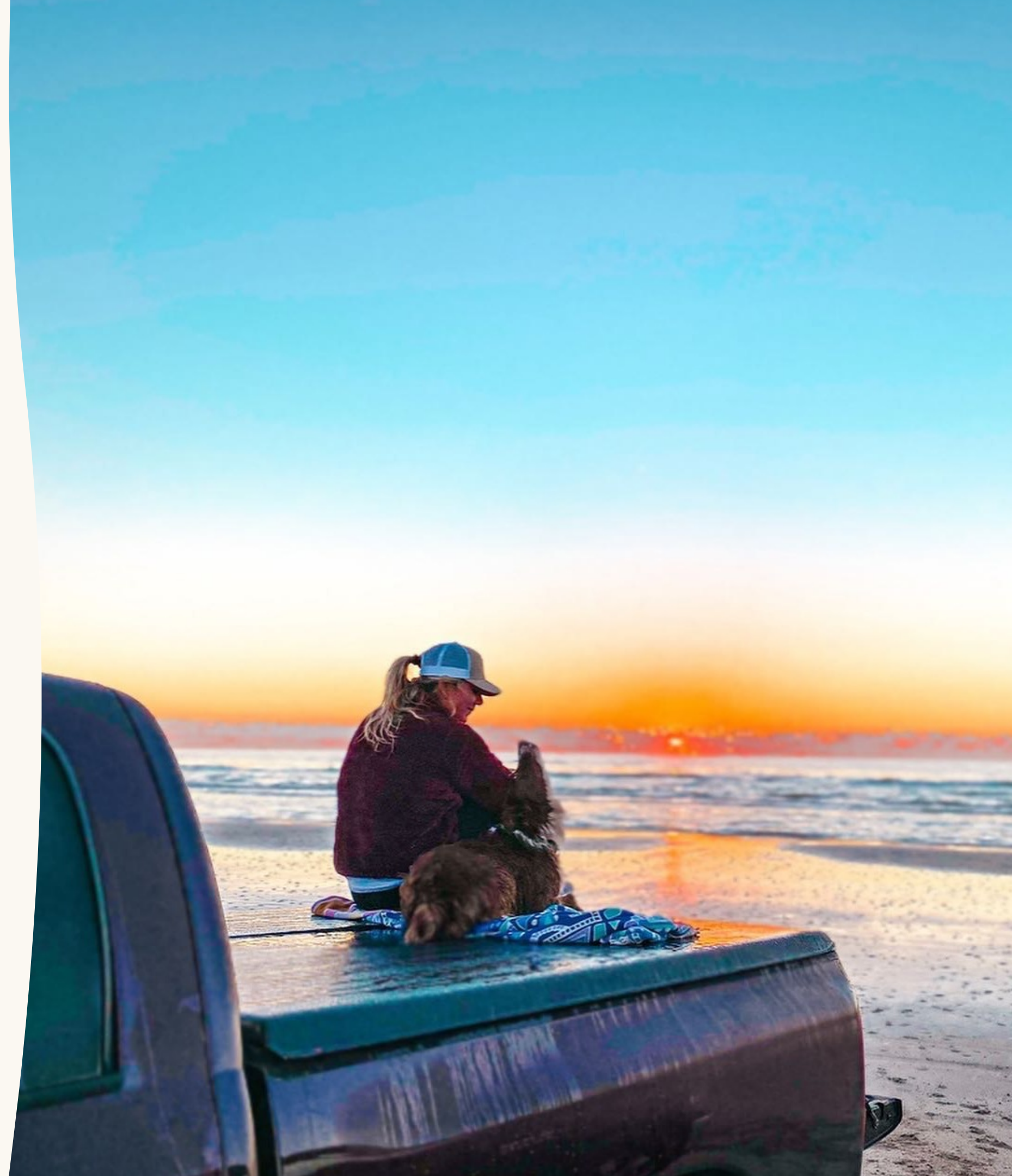
**– MARGARET J. WHEATLEY  
AMERICAN WRITER**





# KEY TAKEAWAYS

**THE NATURAL RESOURCES OF THE CITY ARE EXTREMELY IMPORTANT TO THE RESIDENTS OF THE CITY AND THAT TOURISM CAN HELP INCENTIVIZE TAKING CARE OF THOSE RESOURCES – THE IMPACTS OF TOURISM GO BEYOND JUST ECONOMIC IMPACT AND INTO ENVIRONMENTAL IMPACT.**





# KEY TAKEAWAYS

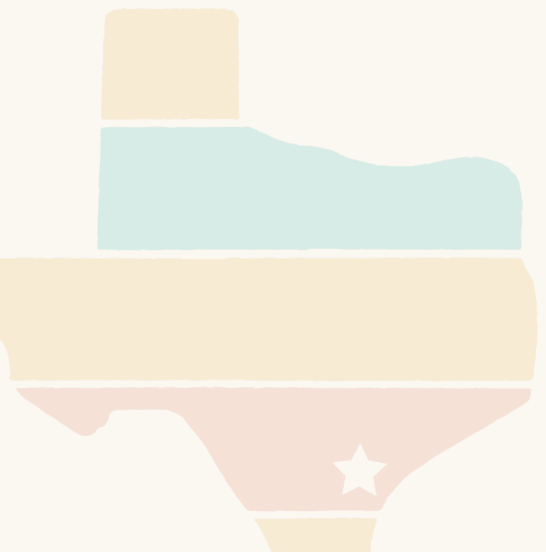
**RESIDENTS FEEL THAT DOWNTOWN CORPUS CHRISTI IS EXTREMELY IMPORTANT TO THEIR QUALITY OF LIFE. THEY ARE ALSO NOT SATISFIED WITH THE QUALITY OF WALKABLE AND UPSCALE SHOPPING IN THE CITY, AND MORE OF THESE THINGS DOWNTOWN WOULD HAVE A GREAT POSITIVE IMPACT.**





# KEY TAKEAWAYS

**THE COMMUNITY BELIEVES TOURISM IS AN IMPORTANT ECONOMIC DRIVER AND THAT EVERYONE, NOT JUST VISITORS, BENEFIT FROM THIS IN MANY WAYS.**





# KEY TAKEAWAYS

**RESIDENTS WANT TO SEE TOURISM CONTINUE TO GROW IN CORPUS CHRISTI.**





# KEY TAKEAWAYS

**PEOPLE WHO LIVE HERE ARE PROUD TO LIVE HERE, BUT MANY DON'T SHOW IT TO VISITORS. RESIDENTS AND VISITORS INTERACT VERY OFTEN, SO SHOWING THAT PRIDE MEANS HELPING TOURISM GROWTH.**





# PLAN OF ACTION

- **ADVOCACY MARKETING CAMPAIGN – FEBRUARY 2023**
- **CCME COMMUNITY PRIDE & ADVOCACY CAMPAIGN**
- **COMMUNITY PARTNERSHIPS WITH THE LOCAL MEDIA**
- **REFER TO BUSINESS PLAN/ STRATEGIC PLANNING FOR THE NEXT 4 YEARS**





# THANK YOU!

Q AND A

LEARN MORE ABOUT  
VISIT CORPUS CHRISTI

