The Gulf Coast Capital

The #1 Destination on the Texas coast

For 12 years straight

Annual Visitor Spending: $1.35 billion
Local Sales Tax revenues: $30.3 million
Hotel Rooms Sold: 1.583 Million

Source: Dean Runyan & Associates 2022
All but two months outperformed last year in terms of HOT

$14,127,083
Fiscal Year Total
+11% vs Budgeted

*Includes budgeted amount for future months and actual amount for past months
visitor sentiment survey

- 2,000+ responses
- Visitors were asked how likely they were to recommend Corpus Christi as a destination
- Average: 8.8 / 10
- Majority very positive (9 or 10)
- Very few (5%) rated below a 7
where people stay

Location of Overnight Stay

- Daytrip
- Hotel/Resort/Motel
- Short Term Rental
- Private Residence
- Campground or RV Park

Number of Answers

600
500
400
300
200
100
0
Visitor sentiment varied by survey location

- Visitors surveyed while Downtown gave significantly lower ratings than other locations.
  - Most ratings were still positive, but there were more negative and neutral ratings than in any other location.

8.64 AVG

8.94 AVG

8.87 AVG

8.87 AVG

Downtown < Gulf p = .0003; Downtown < North Beach p = .0033; Downtown < VIC p = .0251
In state vs out of state

- **Out of State**: 18%
- **Texas**: 82%

**Average Length of Stay (Days)**
- Texas: 4.45
- Out of State: 4.89

**Average Party Size**
- Texas: 2.79
- Out of State: 3.38
Visitors from farther away stay for longer.

San Antonio < all others
Texas markets travel in similarly sized parties

Only statistically significant comparisons involve Out of State < Austin, San Antonio & Houston
In state visitation
Out of state Visitation
Ads & summer visitors

Ads in general performed well - visitors we advertised to this FY were **58% more likely to visit** (vs 48% last year).

Out of state ads performed even better, as they did last year. An out of state visitor that saw our advertising was **239% more likely to visit Corpus Christi** (vs 211% last year).

As a result, we have seen increases in the % of our visitation from those markets, which are especially valuable due to their tendency to stay in market longer, which in turn makes them more likely to spend money in our community.
In state vs out of state

- **In State**
  - Negative (6 or lower): 36%
  - Neutral (7 or 8): 56%
  - Positive (9 or 10): 8%
  - AVG: 8.64

- **Out of State**
  - Negative (6 or lower): 5%
  - Neutral (7 or 8): 34%
  - Positive (9 or 10): 62%
  - AVG: 8.84

**In State > Out of State p = .0167**
Visitor comments

- Many were very positive, reflecting positive sentiment:
  - Often general such as ‘love the city’ or ‘nice beaches’
  - Biggest positive theme beyond general comments was beach cleanliness
  - Also many positive comments about the people of Corpus Christi

- Top negative themes were:
  - Construction, roads and potholes
  - Lack of beach parking
  - Beach bathroom accessibility
  - Beach cleanliness
  - Lack of Restaurants, food trucks, nightlife
  - Lack of Experiences near the water
Most frequent topics for development-related comments, in order (all mentioned several times):

- More restaurants/food trucks
- More things on the water
- More nightlife
- More kid-friendly activities
- Updated buildings/aesthetics
- More shopping
- Better walkability/things to do closer together
SUMMER CAMPAIGN report, April – July 2022

Key Campaign Insights

$2.26+ million

In Expedia revenue *driven directly through paid media* April - July

$196,272

In Sojern economic impact *driven directly through paid media advertising* April - July

77%

Driving an average arrival lift to the destination after being exposed to paid media, April - July
2021-2022 Achievements

- #CCME Community Pride Initiative
- Launch of Corpus Christi Sports Commission
- Creation of the TPID
- National Award for Gulf Coast Capital Brand
- Expansion of Gulf Coasters Program to Downtown/North Beach
- Group Incentive Package
- Beach Safety Initiative Launched
- See You At the Seawall
- Out of state marketing campaign
- Airport Data assistance
The globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management.

Less than 200 cities worldwide have the DMAP distinction.
2022 AWARDS

2022 Texas Association of Convention & Visitors Bureaus

Best Leisure Marketing Program

DMO OF THE YEAR

eTSY: Innovate Brand of the Year
FY 2022-2023 Strategy and Goals

✓ High-Value Persona Based Marketing
  ✓ Winter Texans, VFR, DEI, Luxury
✓ Increased Earned Media and PR Budget
✓ IPW - International Marketing Campaign
✓ Air Service Campaign
✓ Digital and Interactive Kiosks
✓ Corpus Christi Film & Music Office Development
✓ Sports Commission Marketing Strategy
✓ Sustainability, Beautification and Safety Plan
✓ EDI Study and Strategy
✓ Experience Grant Program
✓ Strategic Educational Summits
  ✓ Hotel Revenue, Workforce, Summer Experience
✓ Convention Sales Segment Growth
  ✓ Corporate, Military, Reunions
✓ Statewide Takeovers
✓ DestinationNEXT/Three-Year Strategic Plan
Group Incentive Program

$195K in Incentive Funds

16K Hotel Room Nights

$11.4 Million Economic Impact

$58:1 return in economic impact

$2.4:1 return in local tax money

$475K in Local Tax Generated
$11.83 : 1.00

Overnight stays to
Sales Tax Return on investment