



VISIT CORPUS CHRISTI

# Destination strategy

Presentation 2022-2023





# the Gulf Coast Capital

The **#1** Destination on the Texas coast

For 12 years straight



**\$1.35  
billion**

Annual  
Visitor Spending

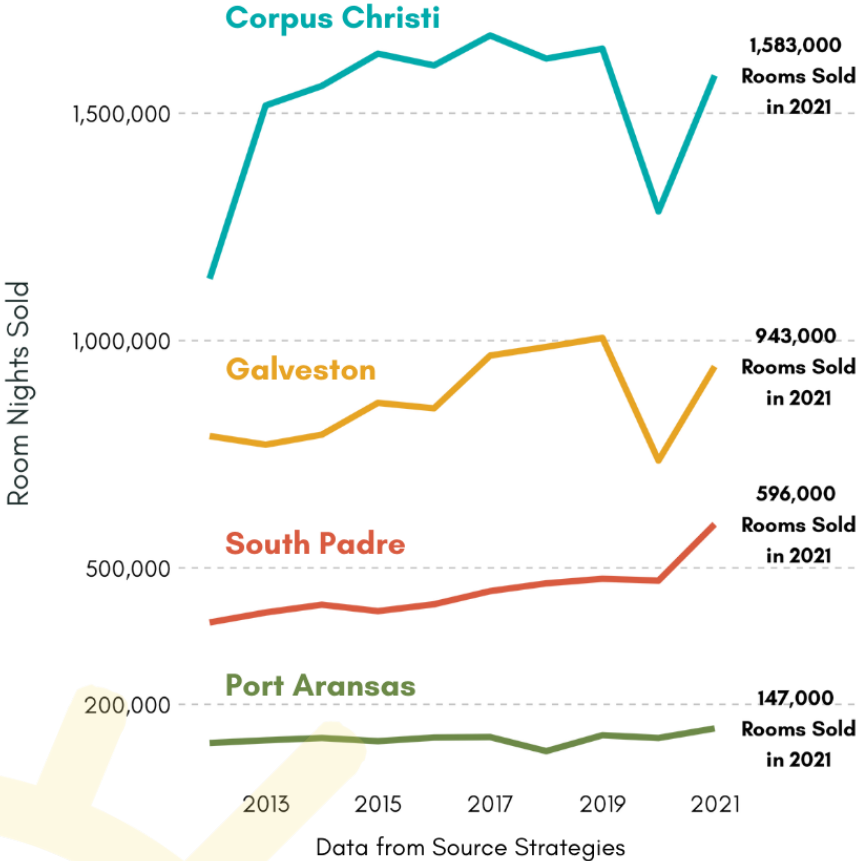
**\$30.3  
million**

Local Sales  
Tax revenues

**1.583  
Million**

Hotel Rooms  
Sold

# the Gulf Coast Capital

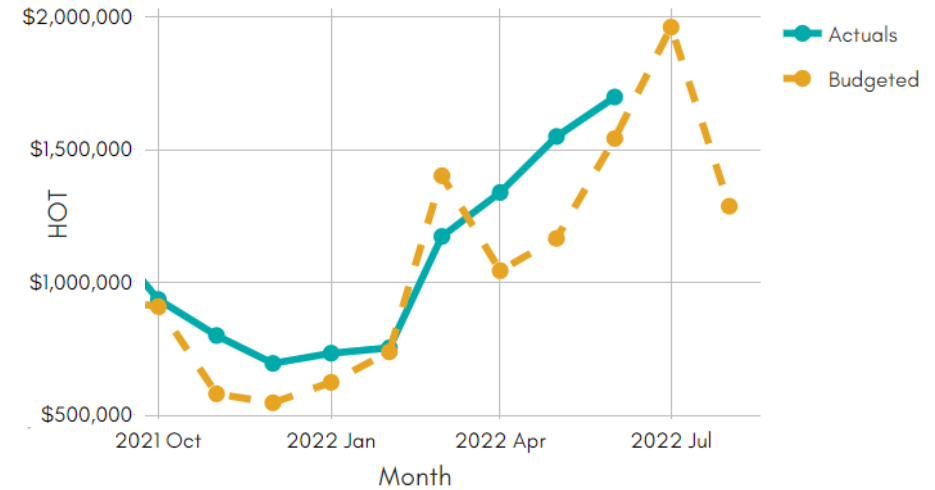


[www.visitcorpuschristi.com/about-us/economic-impact](http://www.visitcorpuschristi.com/about-us/economic-impact)

# Hotel occupancy tax Trends

All but two months outperformed last year in terms of HOT

REVENUE MONTH	HOT	BUDGET	ACTUALS VS BUDGET	PREVYR	% CHG VS PREV YEAR
2021 Oct	\$936,658.42	\$910,503.00	\$26,155.42	\$723,847.35	29.40%
2021 Nov	\$801,110.55	\$581,720.00	\$219,390.55	\$537,013.27	49.18%
2021 Dec	\$696,229.52	\$547,932.00	\$148,297.52	\$546,184.14	27.47%
2022 Jan	\$734,543.51	\$624,855.00	\$109,688.51	\$645,797.63	13.74%
2022 Feb	\$754,780.95	\$739,625.00	\$15,155.95	\$743,453.59	1.52%
2022 Mar	\$1,174,064.17	\$1,402,736.00	-\$228,671.83	\$1,428,244.63	-17.80%
2022 Apr	\$1,339,707.46	\$1,045,296.00	\$294,411.46	\$1,014,850.70	32.01%
2022 May	\$1,550,479.22	\$1,166,822.00	\$383,657.22	\$1,425,876.13	8.74%
2022 Jun	\$1,699,137.96	\$1,543,010.00	\$156,127.96	\$1,997,409.85	-14.93%
2022 Jul	Refer to Budget	\$1,962,028.00	Not Yet Available	\$2,744,792.69	Not Yet Available
2022 Aug	Refer to Budget	\$1,287,967.00	Not Yet Available	\$1,365,554.53	Not Yet Available



**\$14,127,083**

Fiscal Year Total

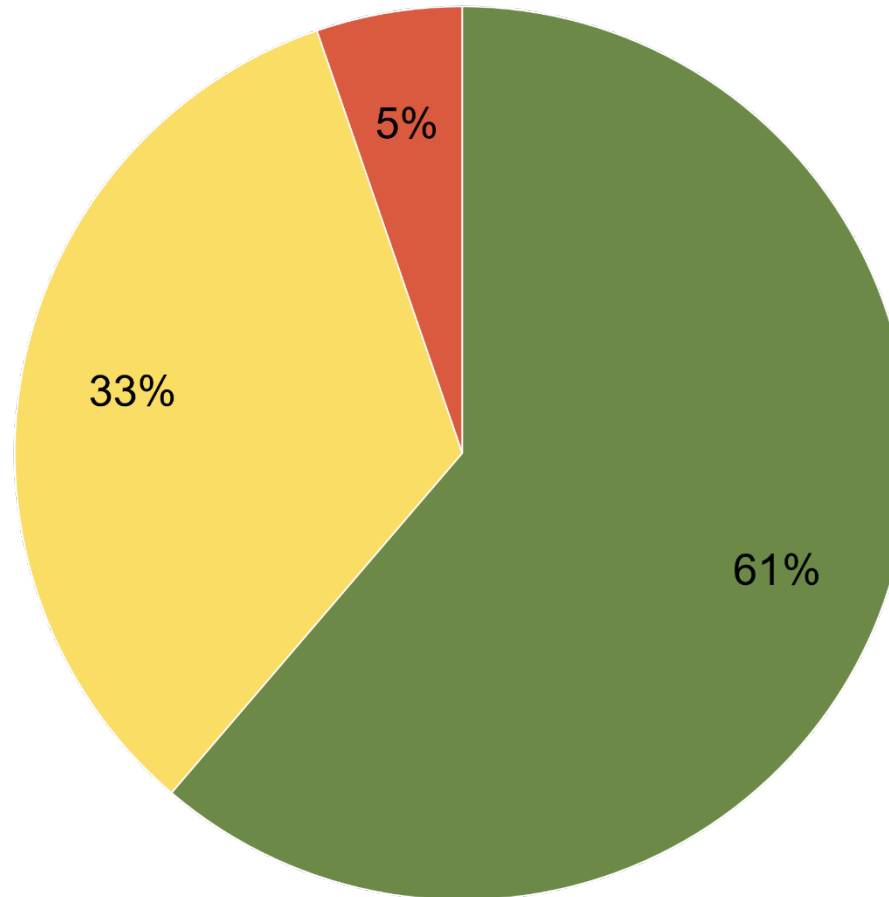
+11% vs Budgeted

\*Includes budgeted amount for future months and actual amount for past months

# visitor sentiment survey

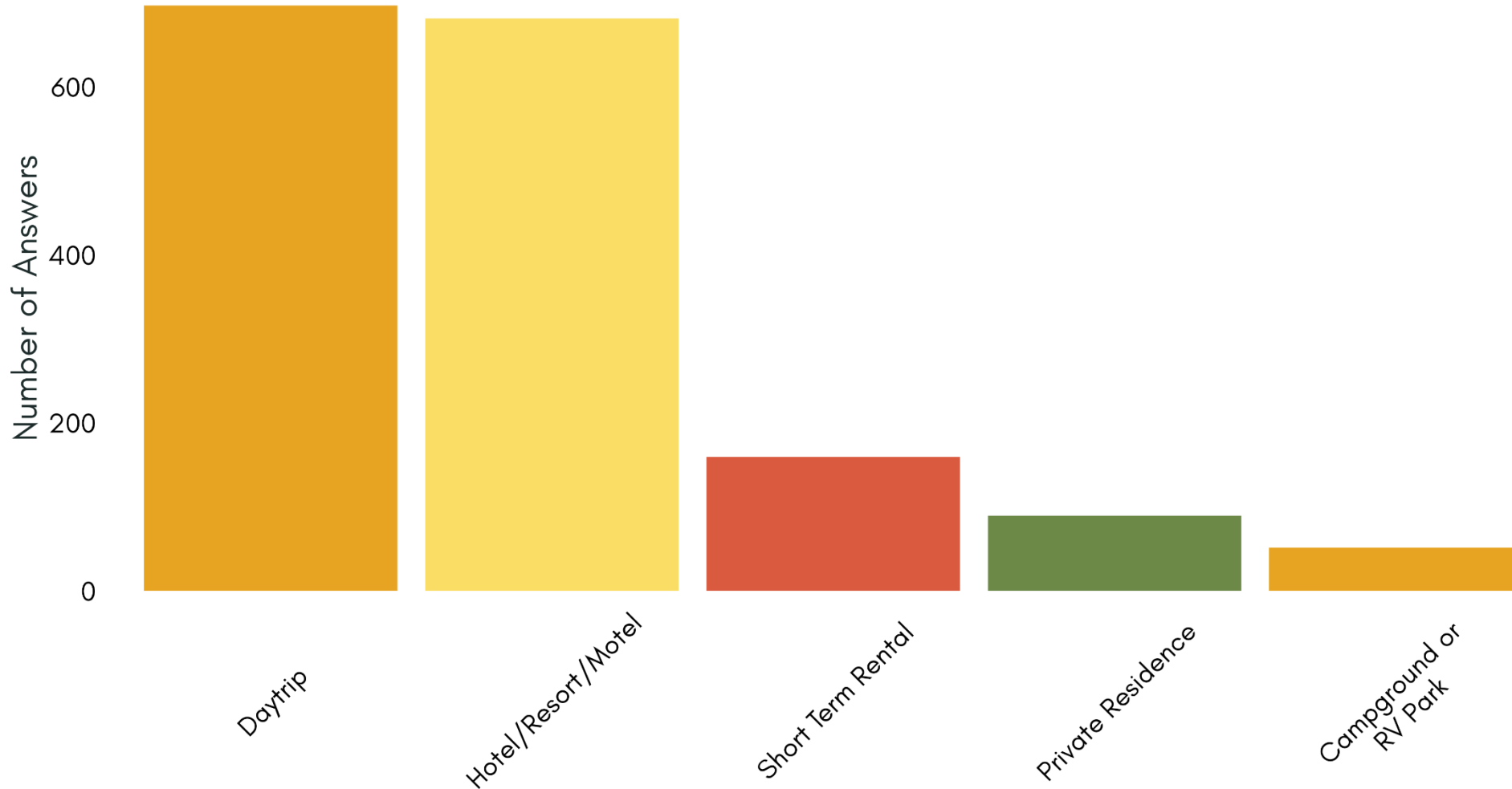
■ Negative (6 or lower) ■ Neutral (7 or 8) ■ Positive (9 or 10)

- 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



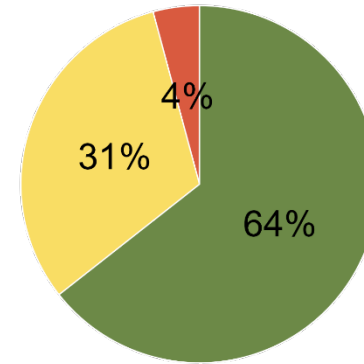
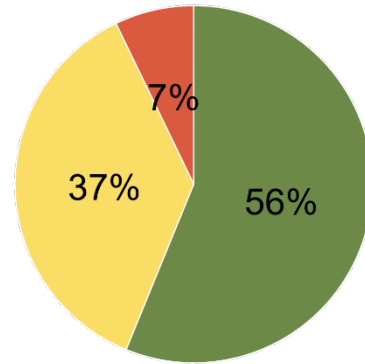
# Visitor sentiment varied by survey location

- 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**

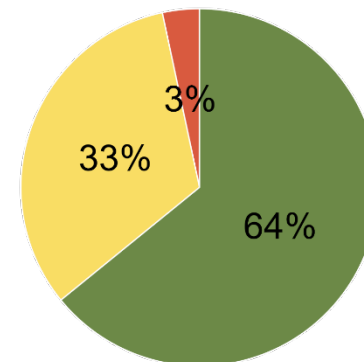
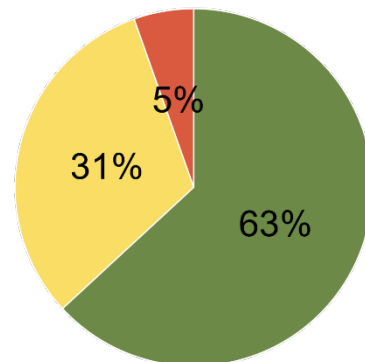
■ Negative (6 or lower) ■ Neutral (7 or 8) ■ Positive (9 or 10)

Downtown (n = 502) Gulf Beaches (n = 573)



**8.94  
AVG**

North Beach (n = 461) Visitor Center (n = 329)



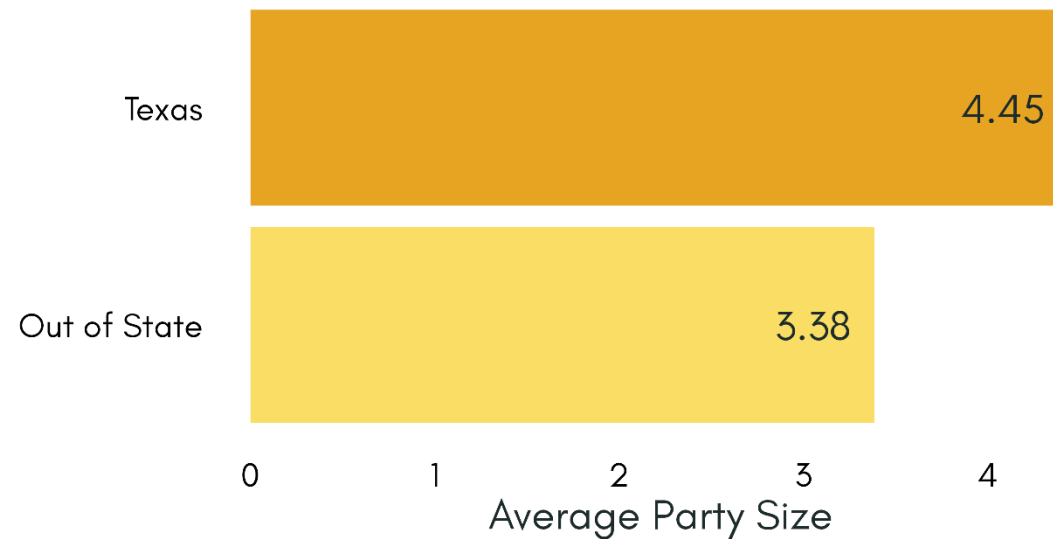
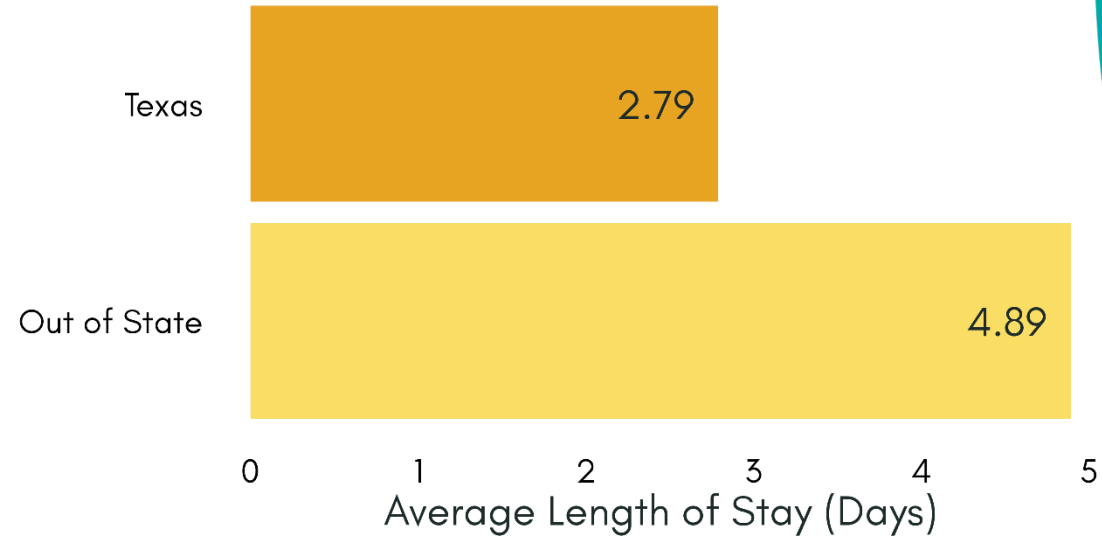
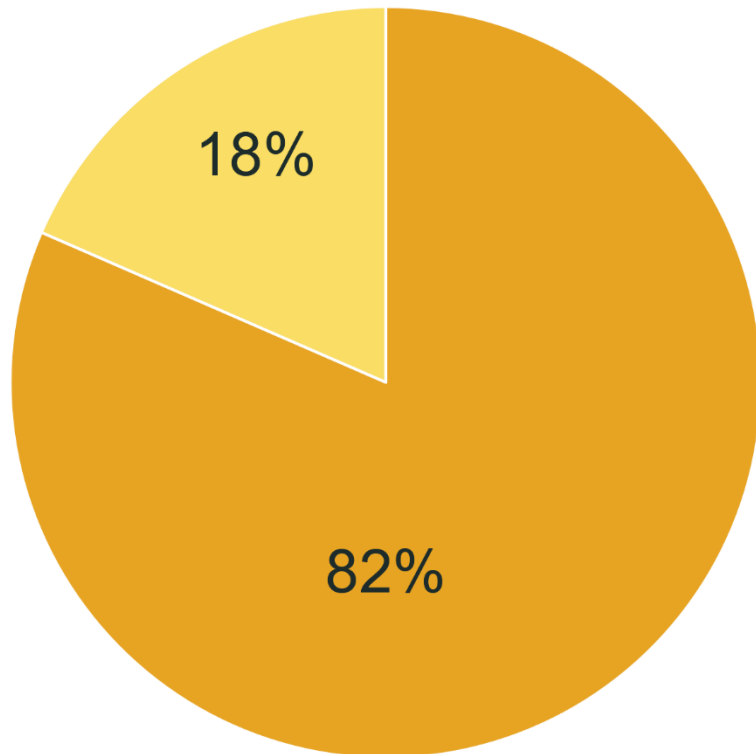
**8.87  
AVG**

**8.87  
AVG**

Downtown < Gulf p = .0003; Downtown < North Beach p = .0033; Downtown < VIC p = .0251

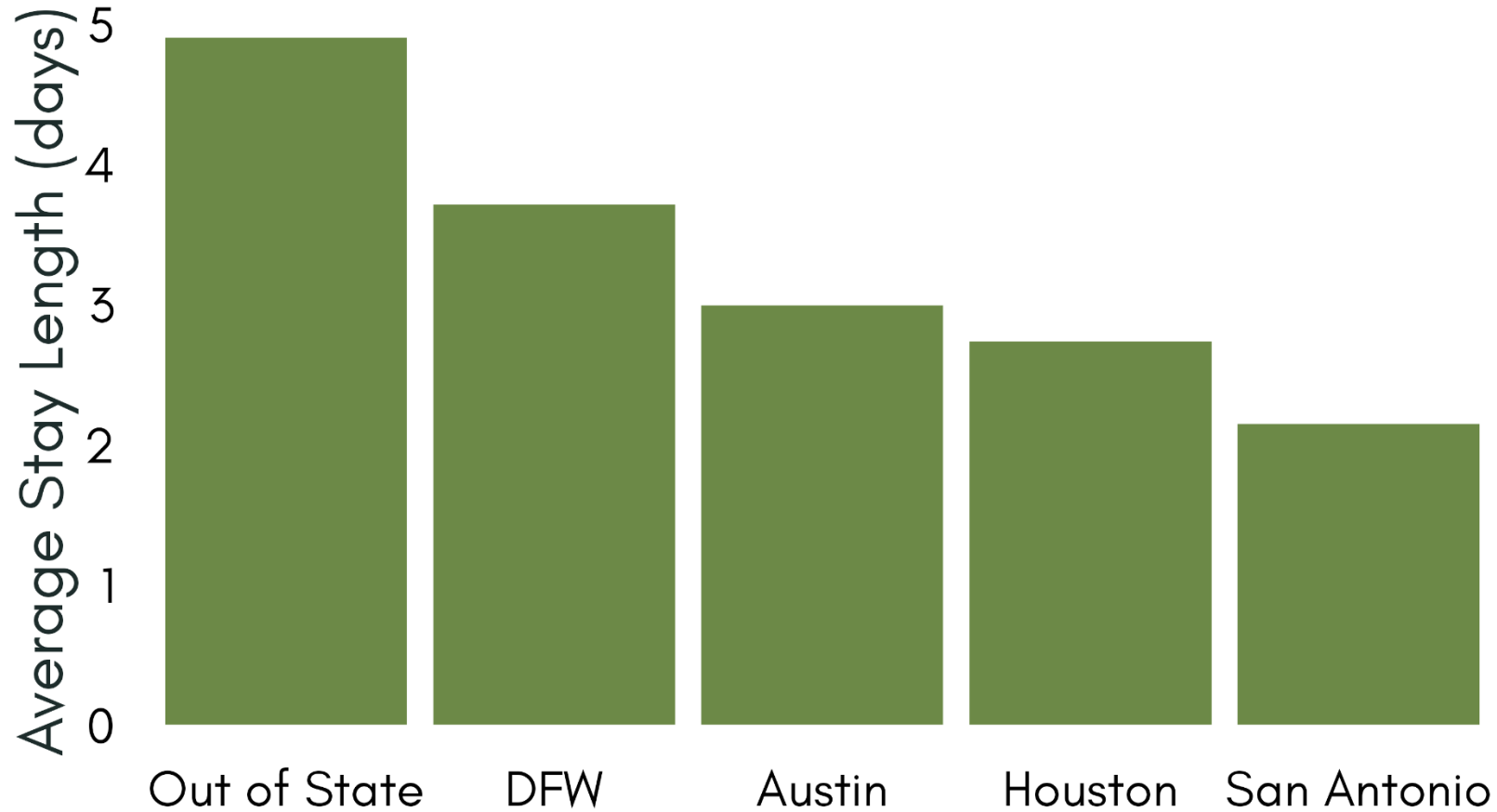
# In state vs out of state

■ Out of State ■ Texas



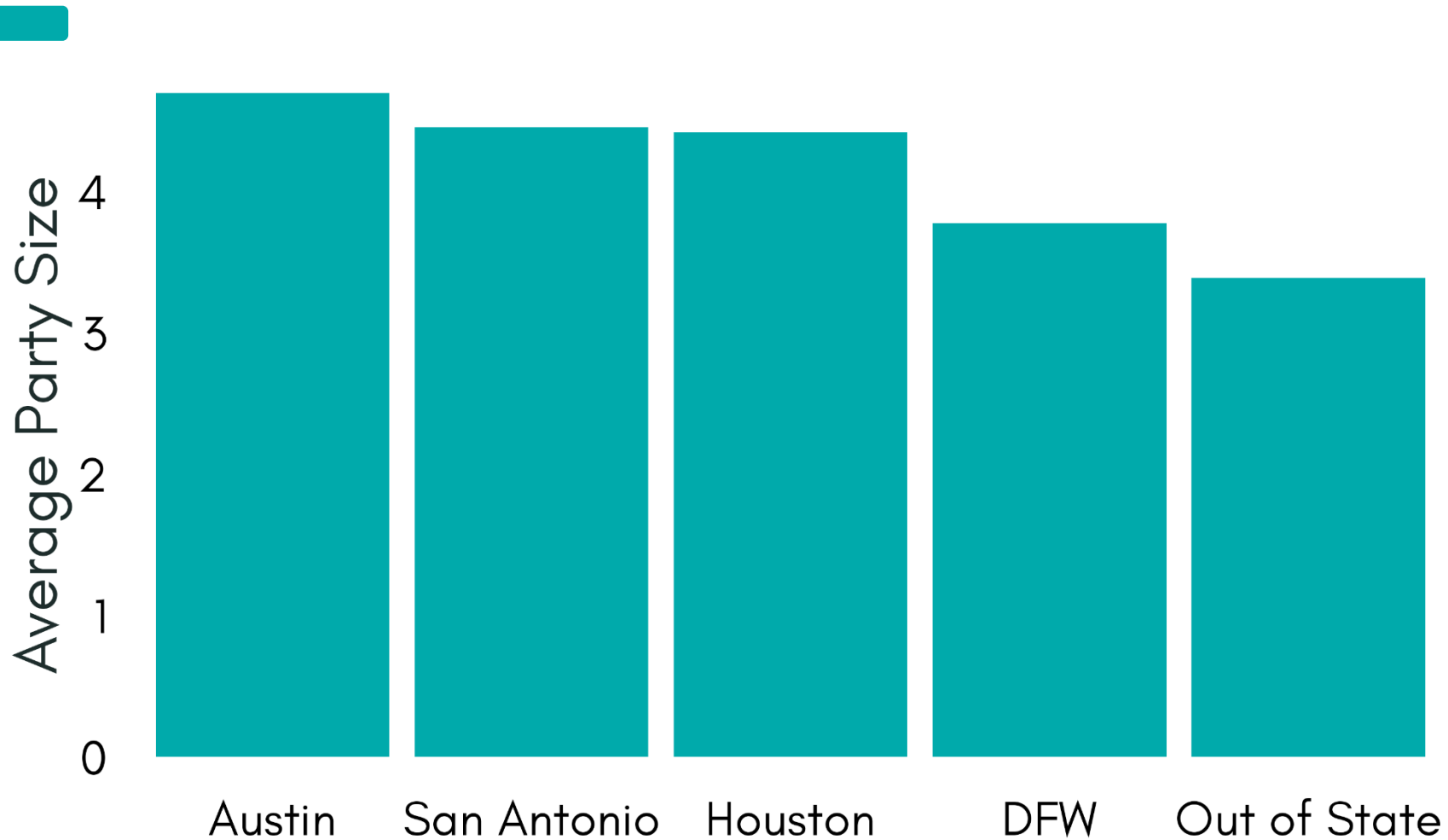


# Visitors from farther away stay for longer



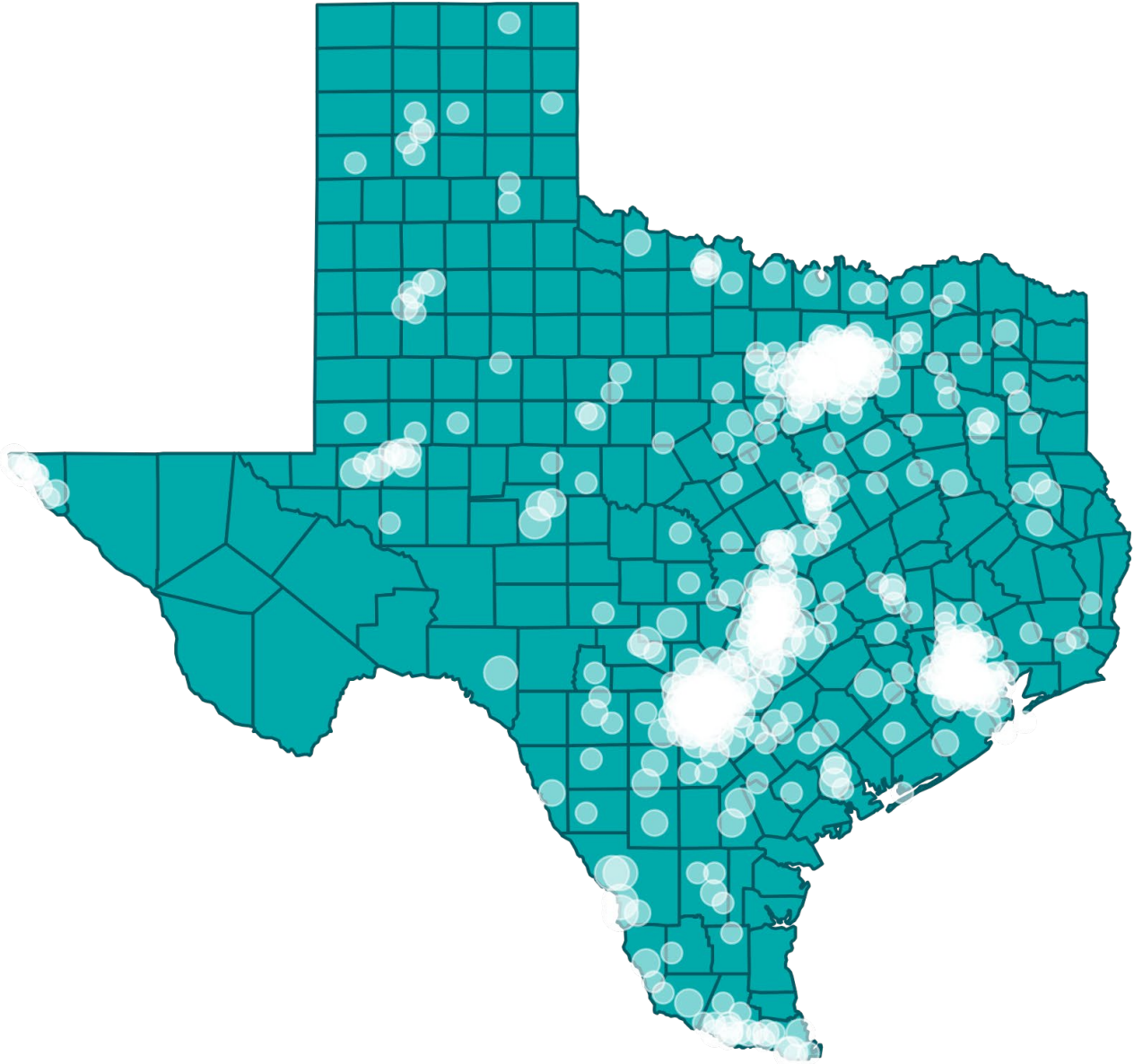
San Antonio < all others

# Texas markets travel in similarly sized parties

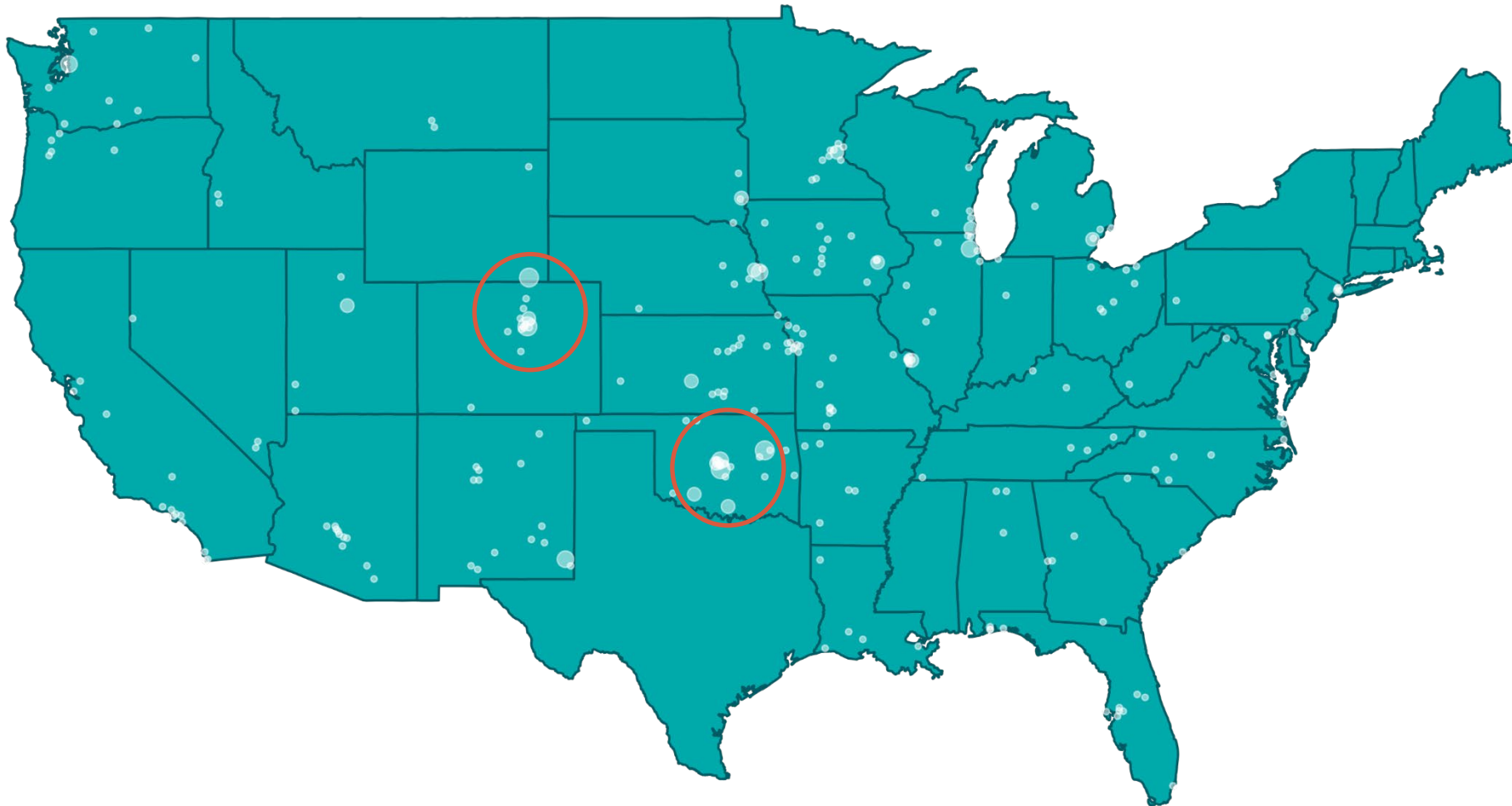


Only statistically significant comparisons involve Out of State < Austin, San Antonio & Houston

# In state visitation

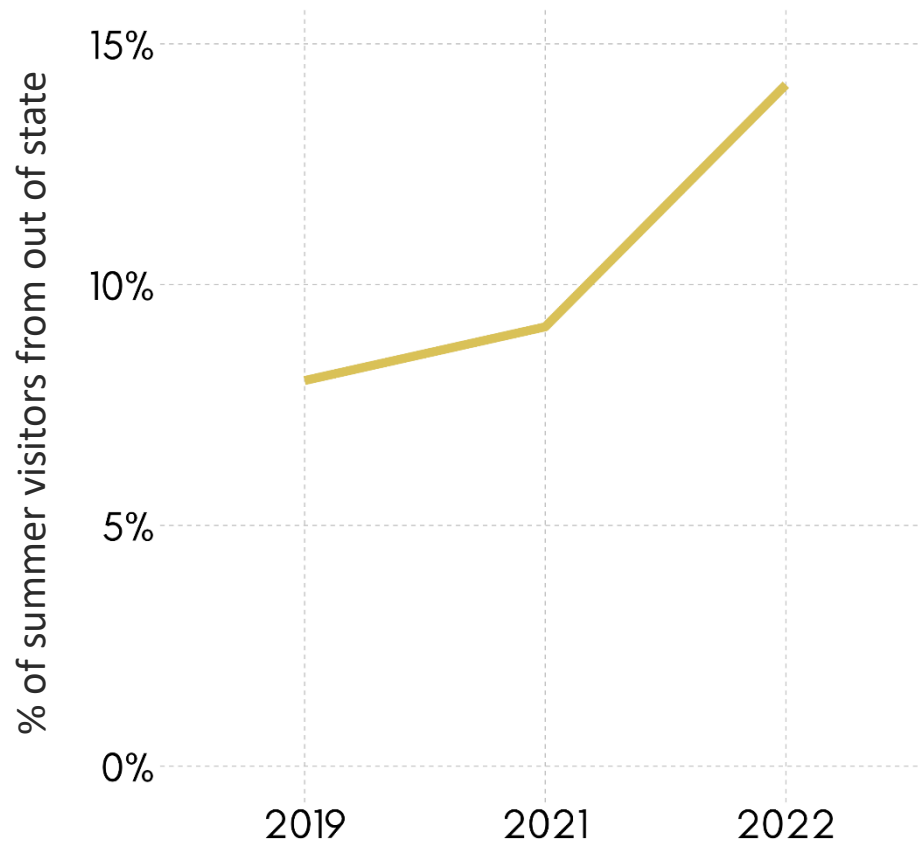


# Out of state Visitation



# Ads & summer visitors

The % of summer visitors from out of state has continued to increase YoY



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

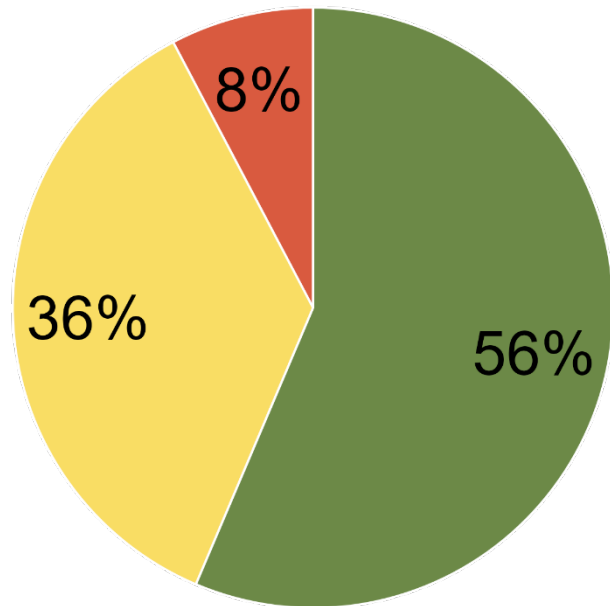
Out of state ads performed even better, as they did last year. An out of state visitor that saw our advertising was **239% more likely to visit Corpus Christi** (vs 211% last year).

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.

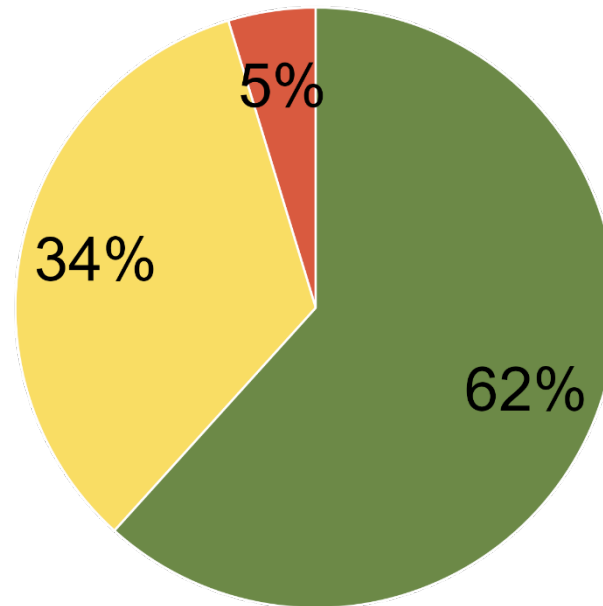
# In state vs out of state

■ Negative (6 or lower) ■ Neutral (7 or 8) ■ Positive (9 or 10)

Out of State      Texas



**8.64 AVG**



**8.84 AVG**

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



SEE YOU ON\*  
\*THE SEAWALL  
CORPUS CHRISTI, TEXAS

# Visitor comments



**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



**Less than 200 cities  
worldwide have the  
DMAP distinction**

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.



## 2022 AWARDS

2022 Texas Association of  
Convention & Visitors Bureaus

Best Leisure Marketing Program

**DMO OF THE YEAR**

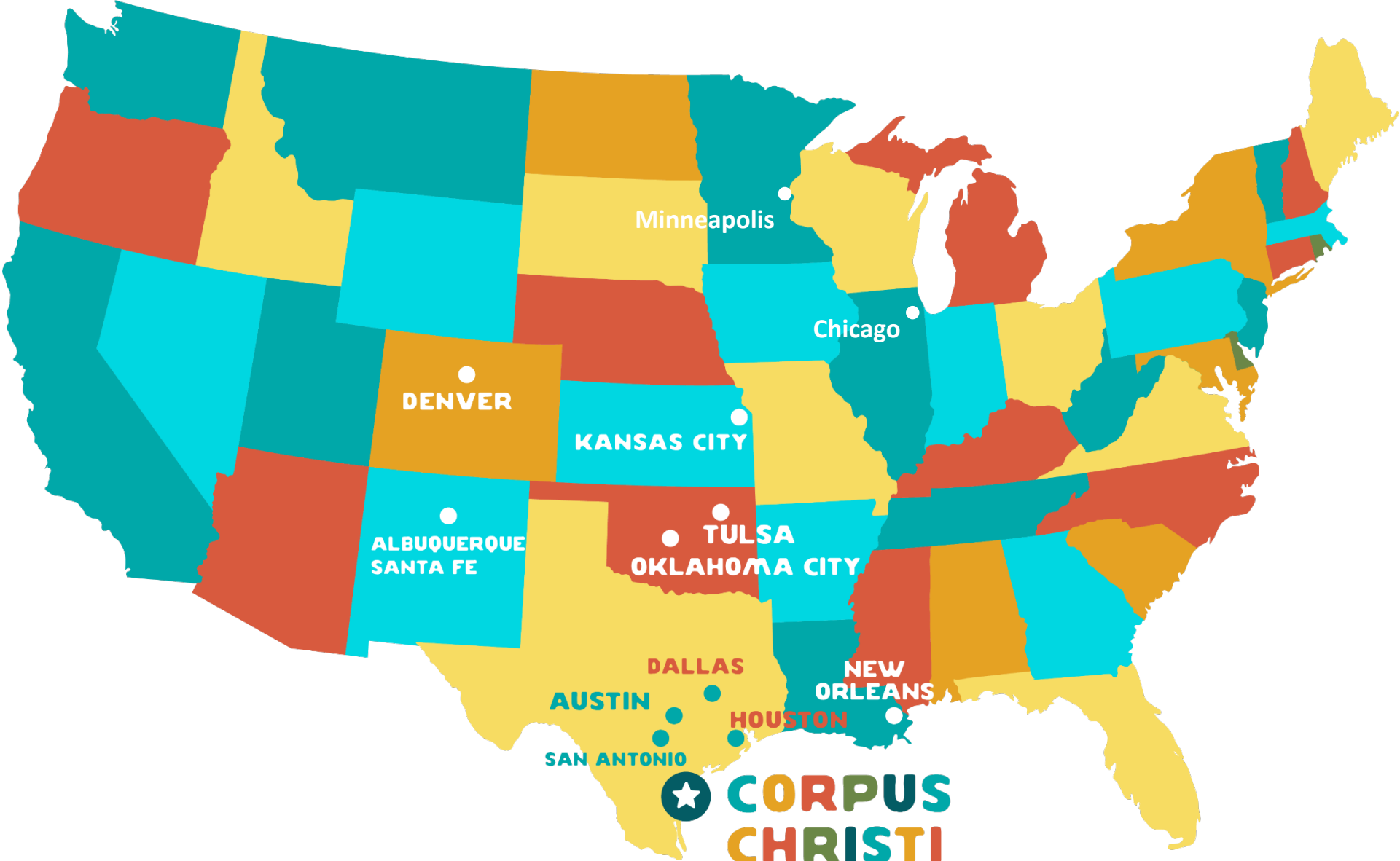
eTSY: Innovate Brand of the Year



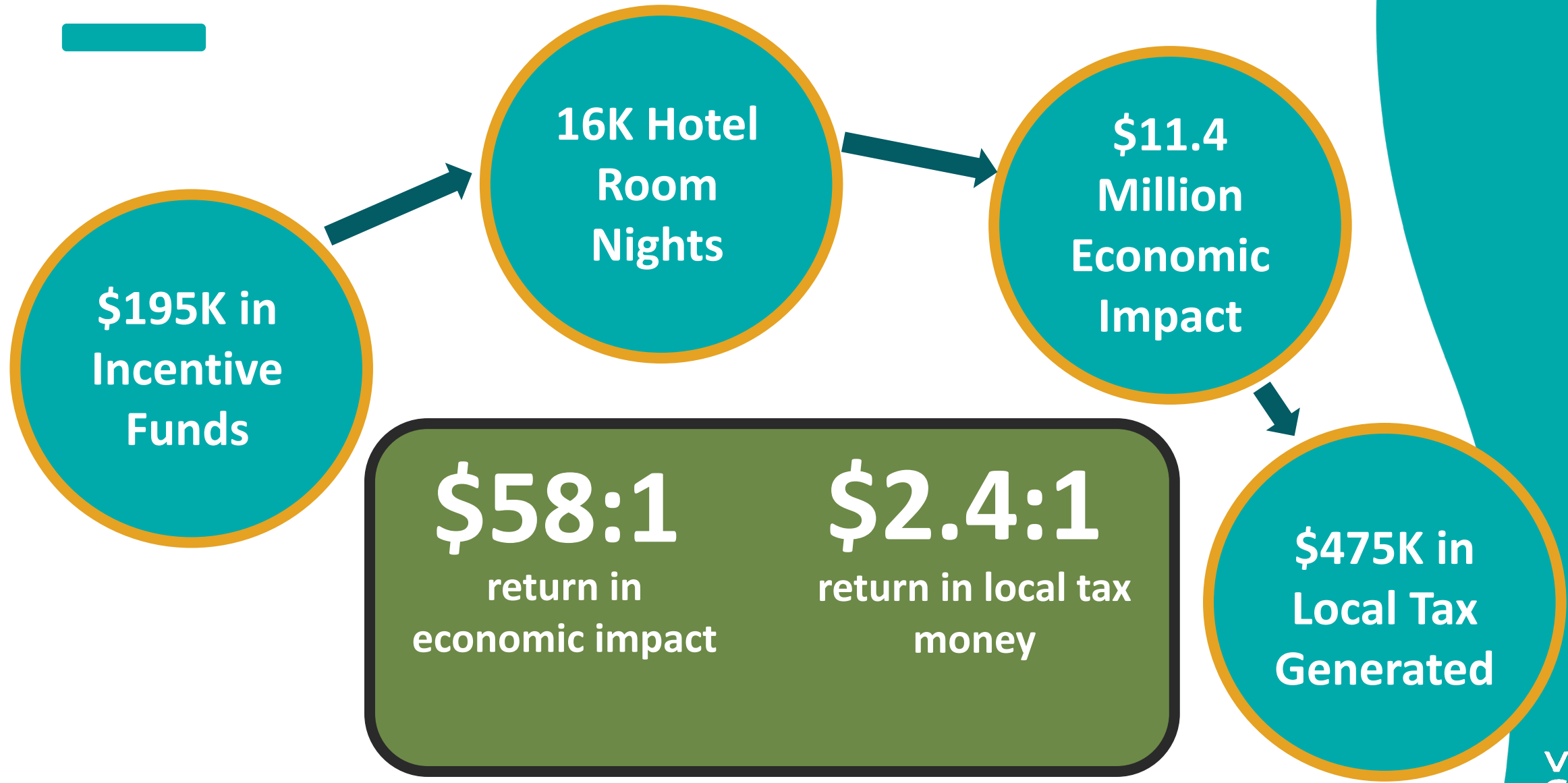
# FY 2022-2023 Strategy and Goals

- ✓ 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

# 2022-2023 Media Markets



# Group Incentive Program



The background of the image shows five people silhouetted against a bright orange sunset sky over the ocean. They are positioned around a volleyball net, with one person jumping to spike the ball. The scene is captured in a warm, golden light.

**\$11.83 : 1.00**

**Overnight stays to  
Sales Tax Return on investment**





# VISIT CORPUS CHRISTI

MEET  
CORPUS  
CHRISTI

CORPUS CHRISTI  
SPORTS  
COMMISSION

CORPUS CHRISTI  
FILM & MUSIC  
COMMISSION



BECC

GULF COAST  
CAPITAL  
Store

CC  
ME

