



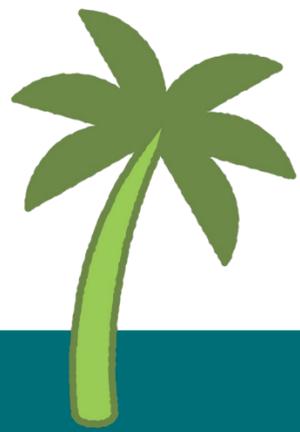
VISIT CORPUS CHRISTI

CORPUS CHRISTI ANNUAL REPORT

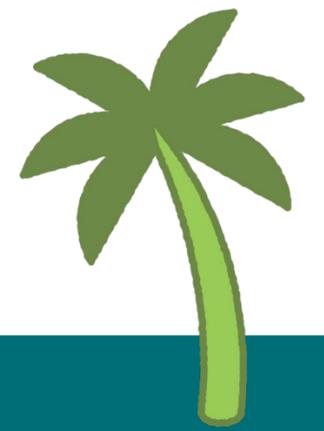
2024







9.76 Million



VISITORS WELCOMED TO CORPUS CHRISTI IN 2024*.

\$1.73 Billion

2024 TOTAL VISITOR SPENDING.

\$176 MILLION

LOCAL AND STATE TAX RECEIPTS GENERATED BY VISITOR SPENDING.

\$173.52

AVERAGE AMOUNT SPENT BY VISITORS PER DAY*.

TOURISM'S IMPACT IS ENOUGH TO FUND:



75%

OF CITY ROAD REPAIRS AND MAINTENANCE

OR



57%

OF POLICE DEPARTMENT OPERATIONS

OR



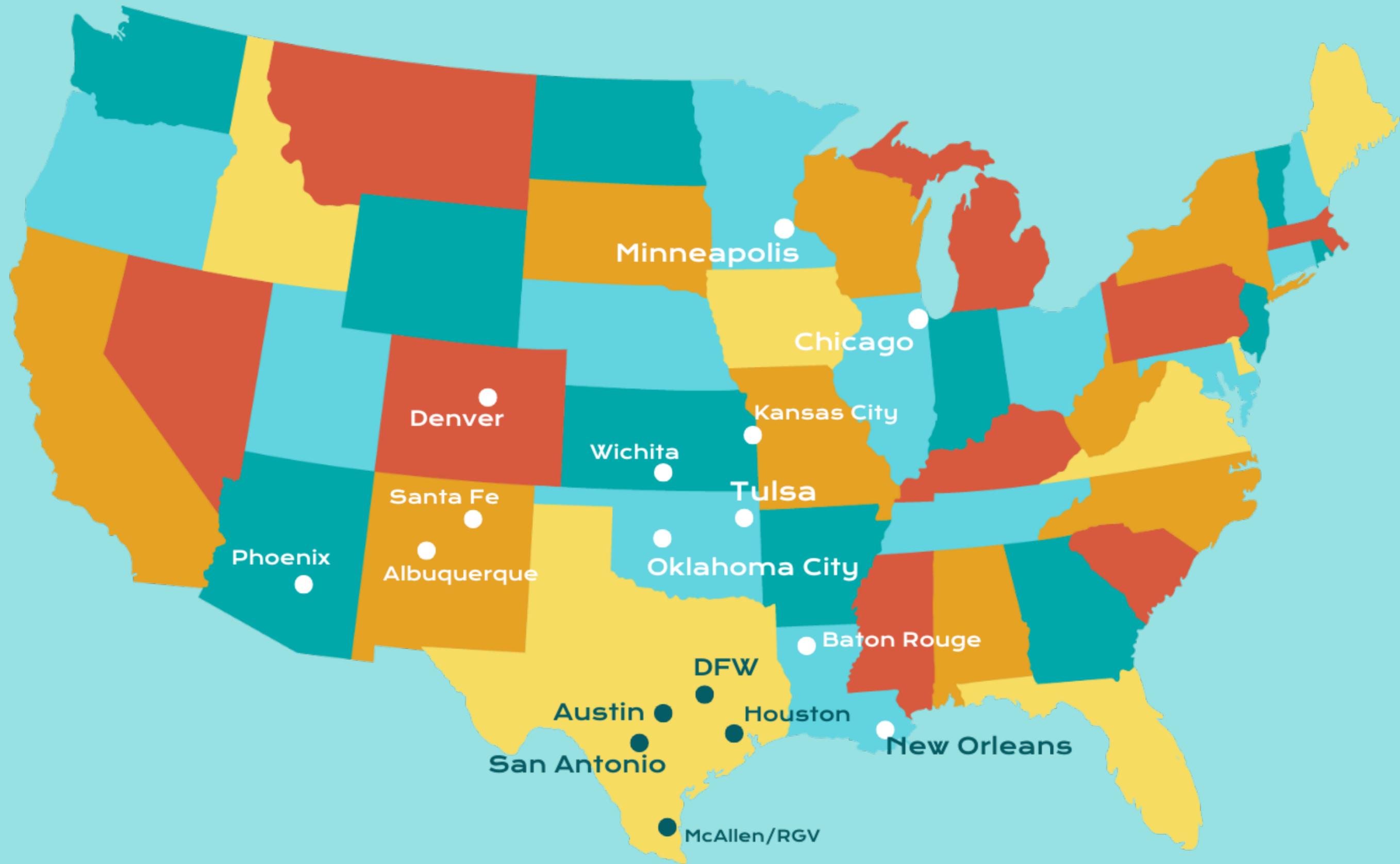
73%

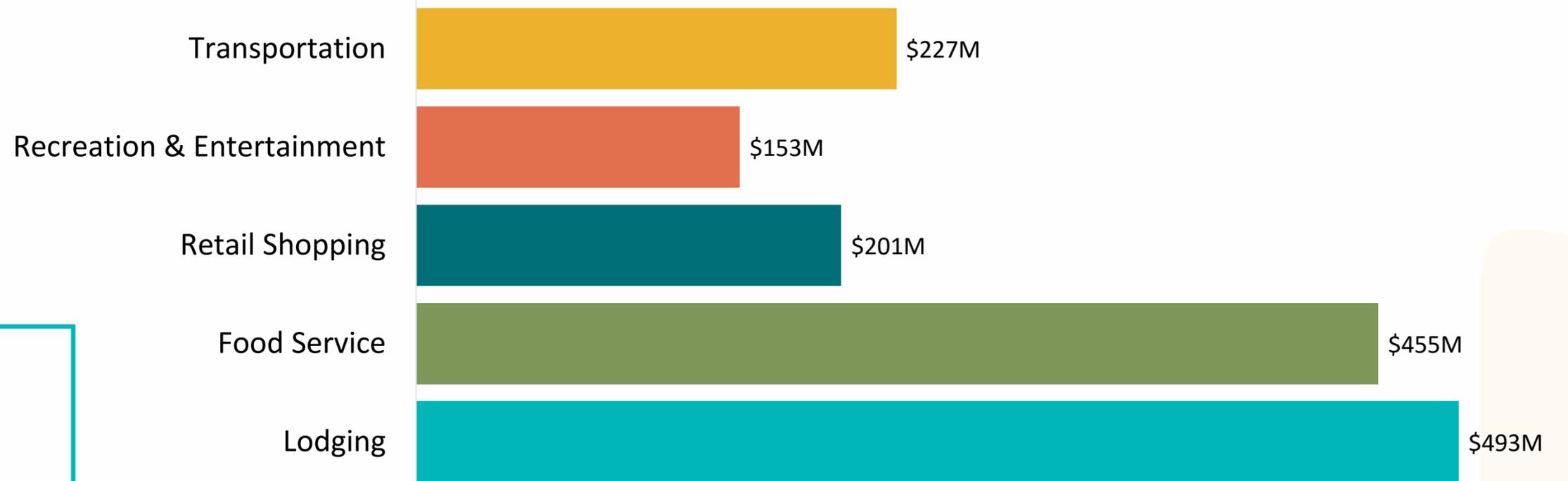
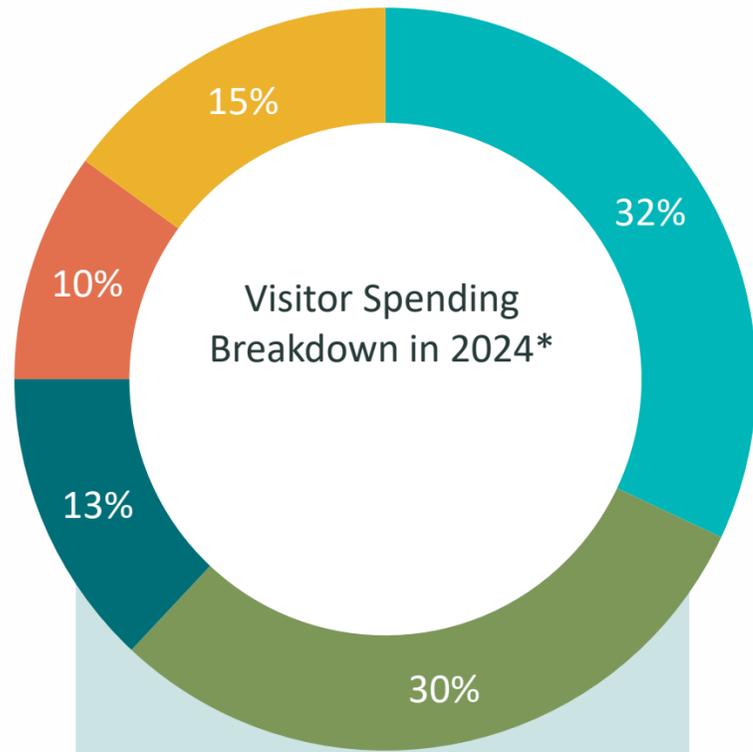
OF FIRE DEPARTMENT OPERATIONS

*Numbers represent the Corpus Christi MSA.

Source: Travel Texas Tourism Annual Report for 2024, published by Office of the Governor Economic Development & Tourism and prepared March 2025.

Data sourced from Dean Runyan Associates (pg. 98, 100) and the *Future Partners 2024 Overnight Visitor Profile (pg. 582)





2.4 days

THE AVERAGE VISITOR STAYED IN CORPUS CHRISTI FOR 2.4 DAYS, ENJOYING TIME TO EXPLORE AND INVEST IN THE LOCAL COMMUNITY.



17,670 JOBS

SUPPORTED BY THE VISITOR ECONOMY.

TOURISM PUTS 17,670+ PEOPLE TO WORK IN CORPUS CHRISTI EVERY SINGLE DAY.

**Numbers represent the Corpus Christi MSA*

Source: Travel Texas Tourism Annual Report for 2024, published by Office of the Governor Economic Development & Tourism - March 2025.

Data sourced from Dean Runyan Associates (pg. 99)



Marketing & COMMUNICATIONS

WELCOME TO THE
GOULDFISH
COAST
CAPITAL

KICK BACK
TEXAS-STYLE

CATCH
EVERY
MOMENT



Visit Corpus Christi
Sponsored

CORPUS CHRISTI

GET THE INSIDE

SCOOP

Explore the best that Corpus Christi has to offer and plan your trip today with the Corpus Christi Visitor Guide.

[Download](#)

CORPUS CHRISTI
VISITCORPUSCHRISTI.COM

Visit Corpus Christi
Sponsored

CORPUS CHRISTI

EMBRACE THE

COASTAL

VIBES

Discover life on the coast with beaches, shopping, attractions, and more.

[Learn more](#)

Nearly
200 Million
Total impressions



SOCIAL MEDIA IMPRESSIONS

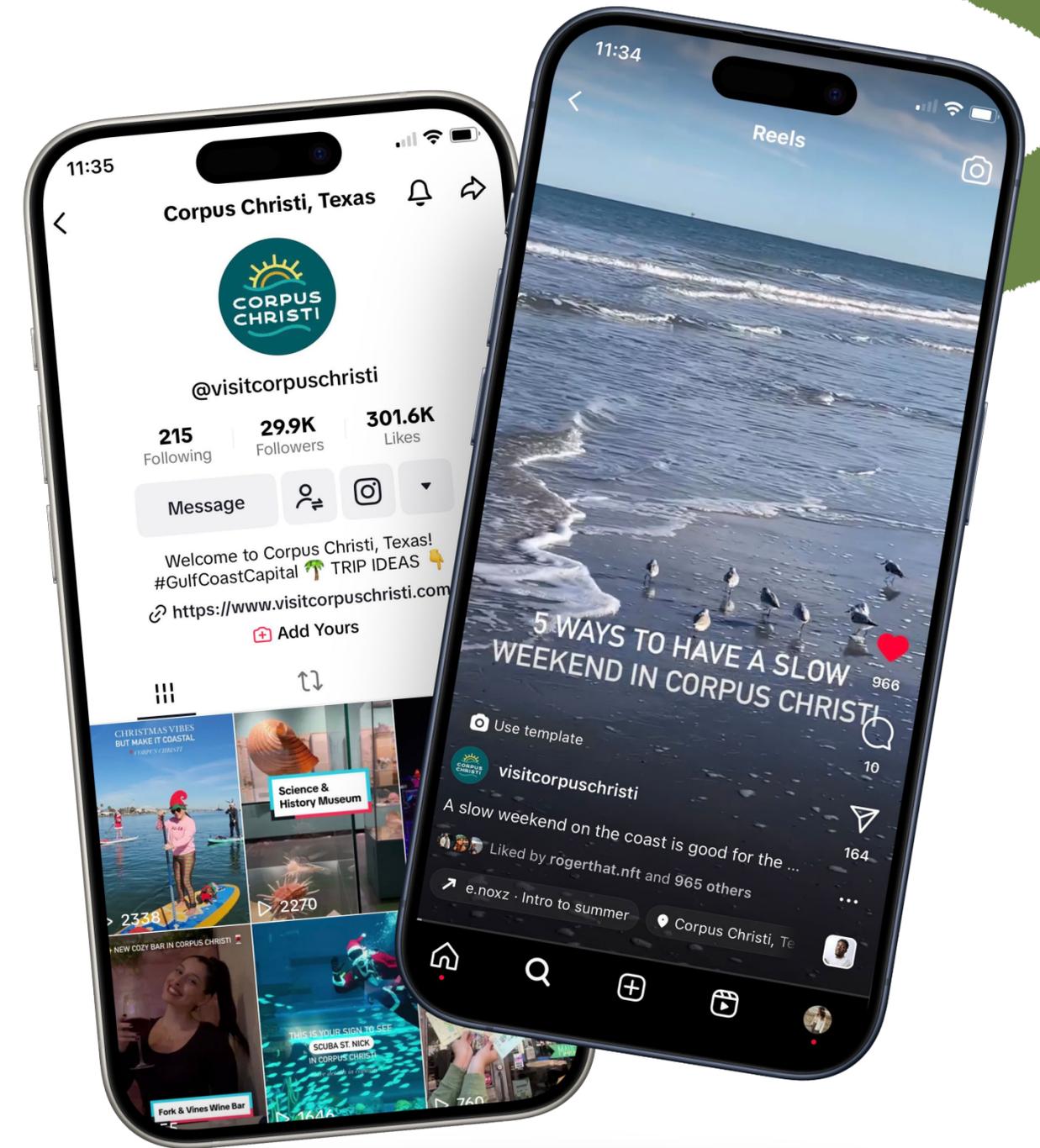
61.5M Facebook

5.3M Instagram

1.36M TikTok

364K YouTube

13.1m Pinterest



TOP SOCIAL MEDIA POST ON TIKTOK

over

2.57 Million

Total impressions



18 Best Beach Towns in the US

By LAUREN DANA ELLMAN | Published on 01/25/23



12 Corpus Christi, Texas

A seaside sojourn is always travel too far to embark. America is home to a stunning scenery and needing a break from downtown areas (think offerings) or can't miss and nature preserves). U.S., from Alabama to



This Texas city is full of fun-filled activities and attractive recreation 100 miles of coastline for travelers to choose from. Beach is famous for its white sands, while the expansive

IDEAS > BEACH VACATIONS

The Best Texas Beaches for Every Traveler

Here are 10 of the best Texas beaches, plus fun things

Cynthia Drake | Published on January 30, 2023

Whitecap Beach



LIFE'S A BEACH

Gulf Coast getaways beckon with a perfect

By Steven Devadanan & Gabi De La Rosa Aug 30,



ROAD TRIP

What To Do In Corpus Christi This Summer

If summer travel has you dreaming of the coast, make a stop in Corpus Christi for family fun

By Jill Robbins

Published: May 24, 2023

If your trek from San Antonio to the coast has you zipping through Corpus Christi on

your way happeni

TEXAS 10 LIFESTYLE MAGAZINE YEARS

Kick Back at the Coast: Corpus Christi is Full of Fishing & Fun

Article by KYLE WALKER | 2/20/2020



Texas' Gulf Coast, that is Corpus Christi and nearby Mustang Island and North Padre, is one of the state's most bustling areas in terms of real estate development and prime time relaxation and enjoyment. Approximately four hours from Central Texas, city folk can get to Corpus Christi and enjoy fishing, relaxing on a beach, and coastal life (without having to drive to another state). The area is seeing unprecedented growth and tourism.

As local realtor Keith McMiller says, "These new communities being built in the area will help broaden the region and offer more vacation destination options for Texans. The New Texas Coast is expanding and these are exciting times!"



Public relations

This Popular Corpus Christi Gift Shop Is a Celebration of Latino Culture

Sew Bonita's owner Elena Flores curates her store with makers from across Texas and beyond

By Joel A. Sant | July 2023

Elena Flores regrets not learning how to sew from her talented mother, who died fifteen years ago. But she's made up for lost time. Flores first got behind a sewing machine in 2014, both as a way to honor her mom and as a creative outlet—she was then employed as a caseworker for adults with developmental disabilities. After taking some classes but mostly teaching

TRAVEL AWAITS

12 Best Things To Do In Historic Corpus Christi

ROBIN O'NEAL SMITH

NOV 25 2023



Corpus Christi is a city of salty sea air and sun-drenched beaches. Whether you're seeking some rest and relaxation or exploring a new place, the sparky coastal city in southern Texas is worth checking out.

TEXAS & SOUTHWEST GO ESCAPE

austin monthly



GREAT OUTDOORS

CHRON

Discover the many flavors of Corpus Christi's outstanding restaurant scene

By Bob O'Neal | Published on 07/25/2023



15 Road Trips Show Off the

Curated by Lauren Dana Ellman... While Houston, Texas' shock-city is home to a host of just-distance. Whether you prefer to weekend wine-tasting away, these any type of traveler. Have we got!

PureWow

sports DESTINATION MANAGEMENT

A New Sports Commission Aims to Make Thi

City Major... By Michael Poppe



VISIT CORPUS CHRISTI SUN-SOAKED ADVENTURES 9:30 81" KCTV 5



gor cities in Texas, with a near-perfect vacation-destination locator... Corpus Christi is ripe for a robust sports tourism boom.

the plan.

st Sports Commission formed in August 2022 to help propel econo... 000 residents by leveraging its clout in both land and water sports... ed potential here," says Joey Jewell, who returned to his native sta... of the new sports commission after a seven-year stint at the Eug... mission in Oregon. "We're not Houston. We're not San Antonio. I... Gulf Coast Capital of Texas. I cannot overstate how big of an opport...

Top Headlines

ISLANDS & BEACHES

The Most Beautiful Beaches in the US

All the sand and surf you could ask for, from Michigan to Hawaii.

DEALS

5 US beaches you can camp at and what you should pack

Pack these essentials on your next beach camping vacation



By **Nora Colomer** · Fox News

✕ [LEISURE](#) > [FOOD](#)

Why Corpus Christi Is the Most Underrated Food City in Texas

Head to the Gulf Coast for your next culinary adventure

BY KAYLA HUI | December 8, 2023 7:10 am EST

☰ [Subscribe To Newsletters](#) ✉

Forbes

LIFESTYLE > TRAVEL

4 Must-Visit Destinations To Celebrate Earth Day With Manatees, Mares And More

By **Sandra MacGregor**, Former Contributor. © Sandra MacGregor is a North American writer focusing...

307 domestic media placements

A DJ with a beard and a black cap is performing at a festival. The scene is overlaid with a teal color. The DJ is wearing a white t-shirt and has a black cap on. They are standing behind a DJ booth with a Pioneer DJ mixer and a laptop. The laptop screen shows a colorful graphic. The background is a blurred outdoor setting with trees and a building. The text "film & music commission" is written in white, lowercase letters across the center of the image.

film & music commission



A photograph of four people (three women and one man) standing at a convention booth. They are all wearing lanyards with identification badges. The background features a logo for 'CORPUS CHRISTI COAST' with a sun and waves, and the slogan 'ON OUR OWN WAY'. The man on the right is wearing a polo shirt with 'MEET US AT CORPUS CHRISTI' on it. The woman on the far left is wearing a cowboy hat. The text 'Convention sales' is overlaid in large white font across the center of the image.

Convention sales

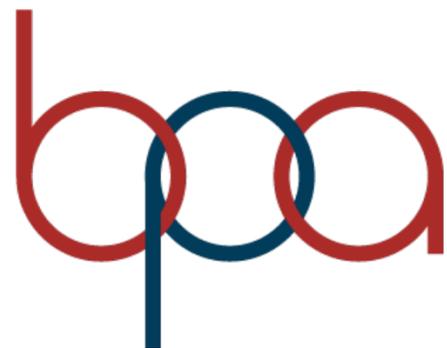
44,487

Definite room nights

\$18.8M

in economic impact

Top groups hosted



**BUSINESS
PROFESSIONALS
of AMERICA**





38,281

Definite room nights

\$17.8M

in economic impact

Top SPORTING EVENTS



Visitor Sentiment

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ 8.86/10

VISITOR SATISFACTION RATING



22,800

MOBILE VISITOR CENTER ENGAGEMENTS.



29,000

TOTAL ENGAGEMENTS WITH THE COMMUNITY.



35,000

INSPIRATION GUIDES DISTRIBUTED.



80,000

FIELD GUIDES DISTRIBUTED.



6,391

TOTAL VISITOR INFORMATION CENTER WALK-INS.

How do we do all of this?



Financial transparency

REVENUES, GAINS & OTHER SUPPORT:

| | VCC | TPID | TOTAL |
|-------------------------------|---------------------|--------------------|---------------------|
| TPID Revenue | | \$3,555,045 | \$3,555,045 |
| Hotel Occupancy Tax | \$9,004,752 | | \$9,004,752 |
| Interest Income | \$171,733 | \$54,437 | \$226,170 |
| Private Revenue | \$365,637 | | \$365,637 |
| Group Incentive Program (GIP) | \$541,230 | | \$541,230 |
| TOTAL REVENUE | \$10,092,491 | \$3,609,482 | \$13,701,973 |



So, what's next?

Transparenc.com

| | | | |
|--|---|---|--|
|  <p>Monthly Organization Reports READ MORE</p> |  <p>2023 Annual Report READ MORE</p> |  <p>2023-2027 Strategic Plan READ MORE</p> |  <p>2023-2025 Business Plan READ MORE</p> |
|  <p>2023 Resident Sentiment Survey READ MORE</p> |  <p>2023 Annual Independent Audit READ MORE</p> |  <p>Monthly Data Reports READ MORE</p> |  <p>2021 Resident Sentiment Survey READ MORE</p> |

TOURISM INDUSTRY STUDIES

| | | | |
|--|---|---|---|
|  <p>DRA Dean Runyan Associates</p> <p>Economic Impact of Travel in Corpus Christi A recent economic impact study found that the impact of the Corpus Christi travel and tourism industry leads Texas beach destinations across... READ MORE</p> |  <p>DESTINATION NEXT</p> <p>2023 DestinationNEXT Study A data-driven platform that helps Destination Management Organizations (DMOs) like Visit Corpus Christi assess gaps and opportunities in... READ MORE</p> |  <p>MMGY Global</p> <p>Portrait of the American Traveler This report primarily focuses on those interested in Visiting Corpus Christi (Corpus Christi Prospects), defined as those who intend to take... READ MORE</p> |  <p>MMGY Global</p> <p>Portrait of America Meeting & Convention Travel MMGY Travel Intelligence is conducting this quarterly study to assess the status of the U.S. meeting, conference, and convention industry as... READ MORE</p> |
|--|---|---|---|

Scan the code for more information

