



# VISIT CORPUS CHRISTI





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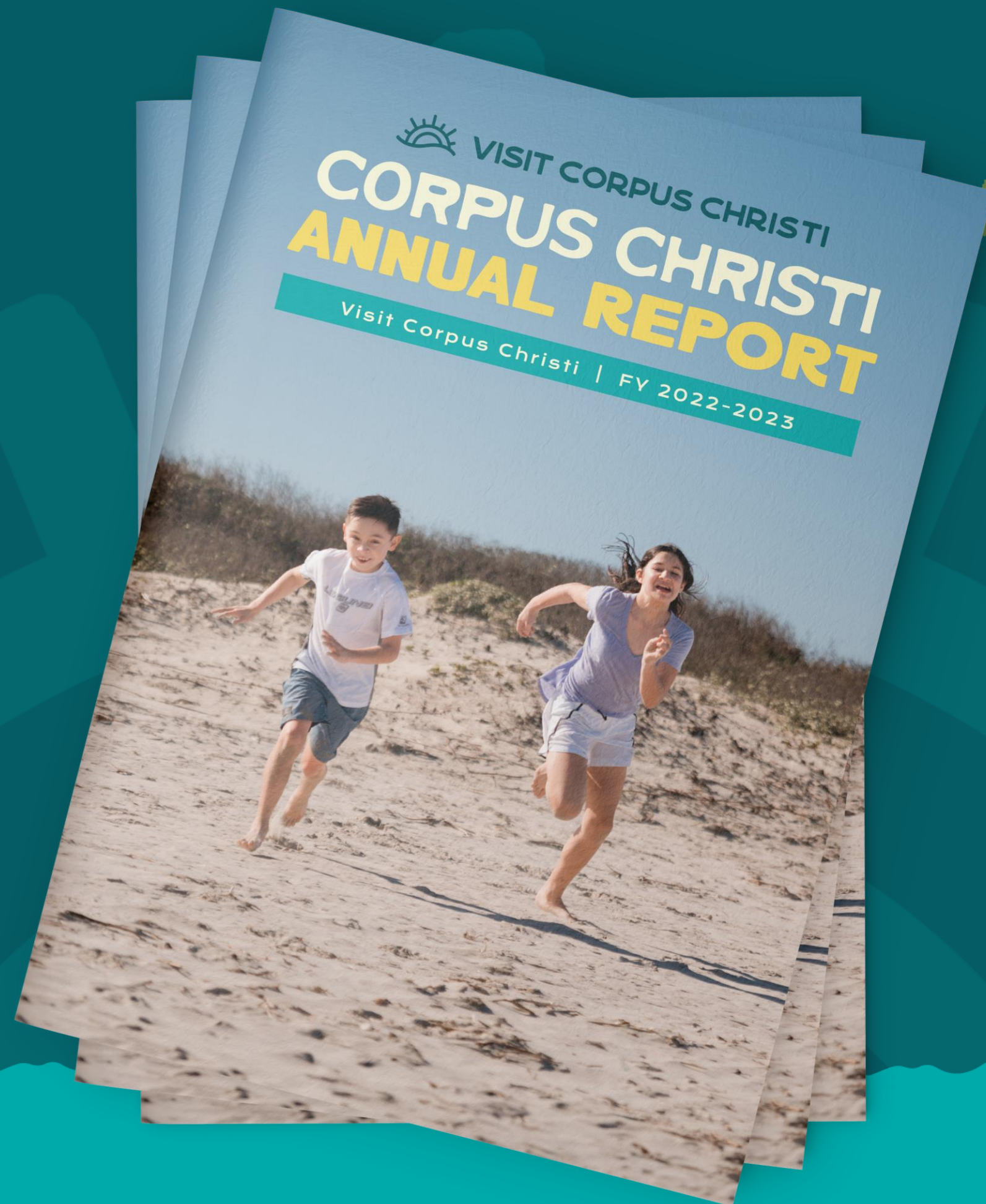


# COLE PARK PIER US CHRIS TRI

COLE PARK PIER



# 2022-2023 ANNUAL REPORT







Source: Dean Runyan Economic Impact Study, Texas A&M University - Corpus Christi Fiscal Impact of Tourism Study, and United States Census

# FY 22-23 METRICS WITH TARGETS

**18 OF 23 TARGETS MET**

Department	Metric	Goal	FY Actual	Actual + Actual vs Goal
Organization	Annual Leisure Visitors	8,435,000.00	8,972,330	9.6% above goal
	Total Visitor Spending	\$1,052,360,534.71	\$1,390,200,000	32% above goal
	Overnight Demand	2,052,546	1,812,737	88% of goal
	Employee Satisfaction	90%	100%	11% above goal
Experience	Avg Spend per Person per Day	\$144	\$156	\$12 over goal
	Avg Days Stayed	2.06	2.14	4% above goal
	Leisure Visitor Sentiment	9.1	9.12	0.02 points above goal
Sales	Convention RFPs	200	222	11% above goal
	Convention Room Nights	38K	29.2K	77% of goal
	Convention Economic Impact	\$20M	\$14.5M	73% of goal
	Convention Room Rate	\$136	\$136	Equal to goal
	Convention Planner Sentiment	9.5	9.48	0.02 points below goal
	Convention Site Visits	18	19	6% above goal
Marketing/PR	Digital Engagements	7.93M	16M	101% above goal
	Email Open Rate	18%	25%	39% above goal
	Website Visits	1.02M	1.8M	76% above goal
	Avg Website Visit Duration	1:27	2:34	77% above goal
	Earned Media Reach	179M	174.5M	97.5% of goal
Sports	Sports Leads Evaluated	50	159	218% above goal
	Sports Leads Booked	30	39	30% above goal
	Sports New Room Nights	5K	12.8K	156% above goal
	Sports Rebooked Room Nights	2.7K	7.5K	178% above goal
	Sports Site Visits	8	3	37.5% of goal

# YTD HOTEL PERFORMANCE

## BY GEOGRAPHY

Geography	Demand Change	Revenue Change	ADR Change
Corpus Christi	+6.03%	+8.81%	+2.63%
Galveston	-0.03%	+3.76%	+4.08%
Galveston Comp	-1.81%	-3.09%	-1.30%
South Padre Island	+7.50%	+14.20%	+6.24%
San Antonio	-0.05%	-0.03%	+0.26%
Texas	-1.20%	+1.90%	+3.14%

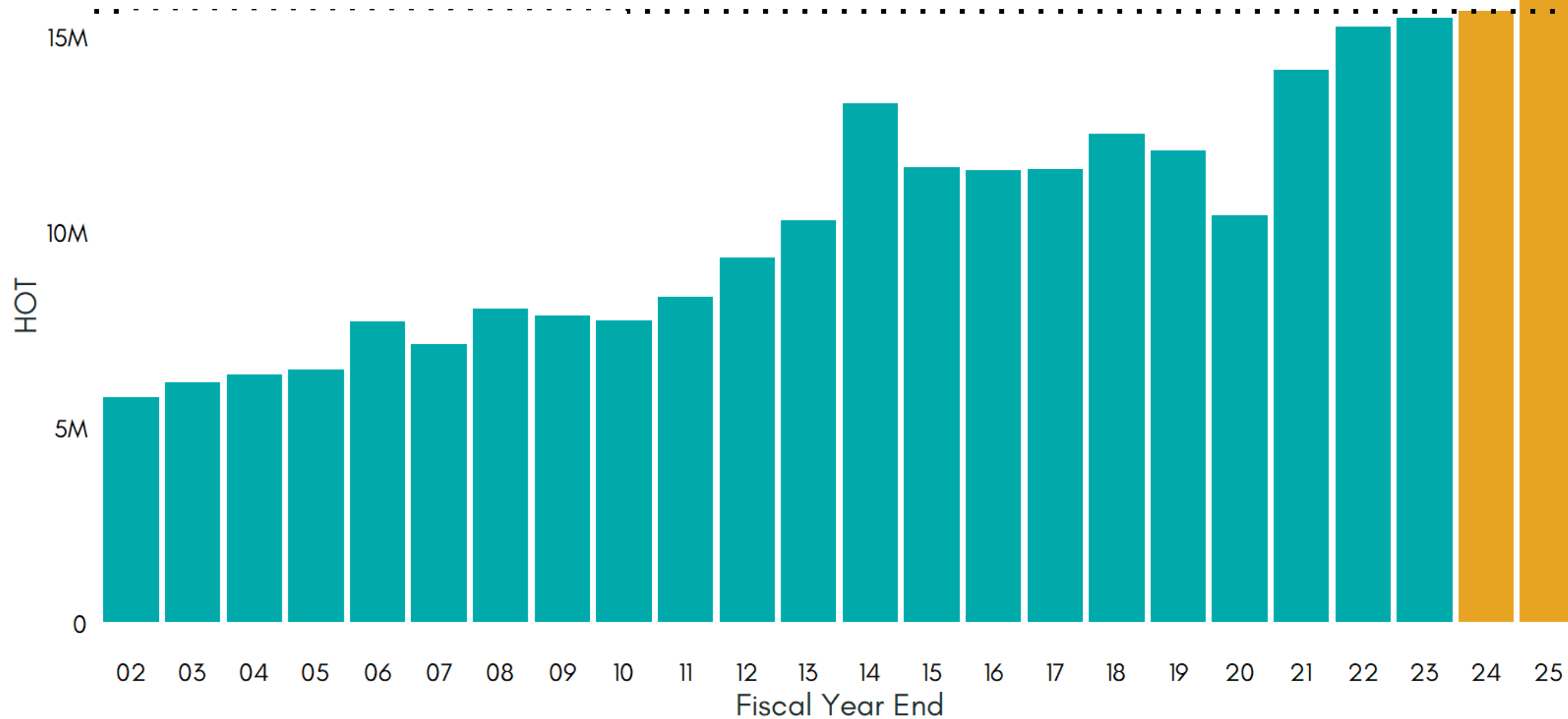


# YTD HOTEL PERFORMANCE

## BY CUSTOMER SEGMENT

Geography	Segment	Demand Change	Revenue Change	ADR Change
Corpus Christi	Group	+4.05%	+10.50%	+6.17%
	Transient	+4.15%	+6.28%	+2.04%
Galveston	Group	-9.79%	+4.64%	+16.0%
	Transient	+1.70%	+3.53%	+1.81%

# LONGER TERM FORECASTS FOR HOTEL REVENUES ARE POSITIVE



Source: City of Corpus Christi

# CC VISITOR COMPOSITION

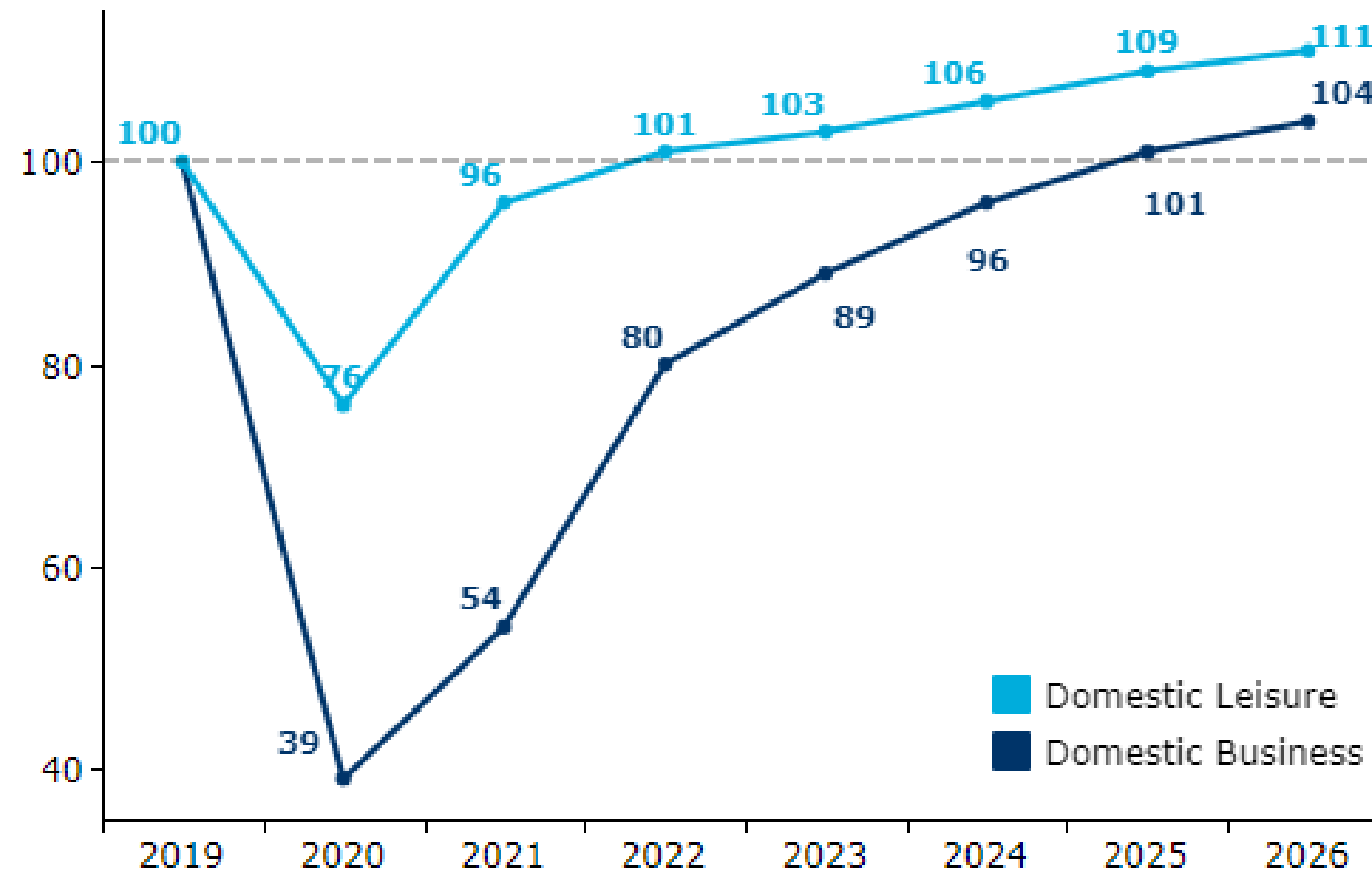
## BY PURPOSE OF TRIP

Source	Visitor Type Breakdown
Dean Runyan	77% leisure, 23% business
MMGY Global	90% leisure, 6% group business, 4% transient business
State of Texas	81% leisure, 11% special event, 4% business, 5% other

# BUSINESS TRAVEL IS RETURNING

## Leisure vs. Business Travel Volume

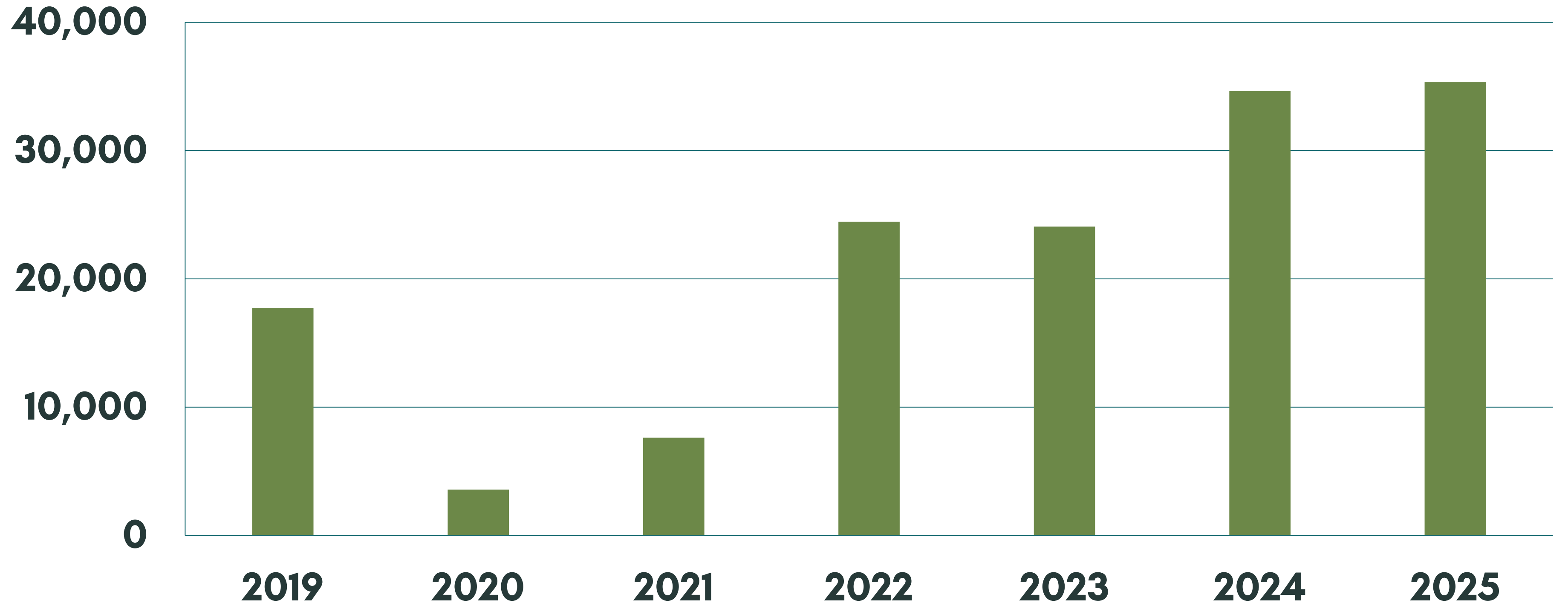
Forecasted recovery, relative to 2019 (index, 2019=100)



Source: Tourism Economics

# LOCAL GROUP BUSINESS HAS EXCEEDED 2019 NUMBERS

Room Nights from Sports and Convention events at the American Bank Center



# **GROUP SALES EFFORTS**

**SINCE JANUARY 1, 2023**

**57 LEADS SOURCED**

**72,434 ROOM NIGHTS**

**\$41,665,425 VISITOR SPENDING**

# LOST BUSINESS

SINCE JANUARY 1, 2023

**29,798** ROOM NIGHTS

**\$14,829,419** VISITOR SPENDING

\*lost due to convention center condition, or convention center too small, no connected hotel\*

**Business Lost**  
**March 2024**

Annual Room Nights  
**7,275**

Hotel Revenue  
**\$1,158,368**

Visitor Spending  
**\$4,064,177**

Local Tax Revenues  
**\$164,192**







# CORPUS CHRISTI

Corpus Christi Speaks: Insights from the Annual

# RESIDENT SENTIMENT SURVEY



# SURVEY METHODOLOGY: TO UNDERSTAND RESIDENT PERCEPTIONS OF TOURISM IN CORPUS CHRISTI.

- MMGY Travel Intelligence conducted an online survey of 2,169 residents\* in Corpus Christi. The survey was distributed to residents by Visit Corpus Christi.
- The survey was fielded from October 5th through October 22, 2023. Data was tabulated and analyzed by MMGY Travel Intelligence. It was then compared to the survey conducted in 2021 of 1,608 residents.
- The participants met the following criteria:
  - Must be a resident of Corpus Christi
  - 18 years of age or older
- \*2,169 responses meet the criteria for the statistically significant sample size necessary to conduct this analysis



This sample size yields an error range of +/-2.10 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 2.10 percentage points 95 of those times.

# RESIDENTS SUPPORT TOURISM IN CORPUS CHRISTI AND UNDERSTAND ITS IMPORTANCE.

**81%** agree tourism is important.  
▲ Up from 79% in 2021

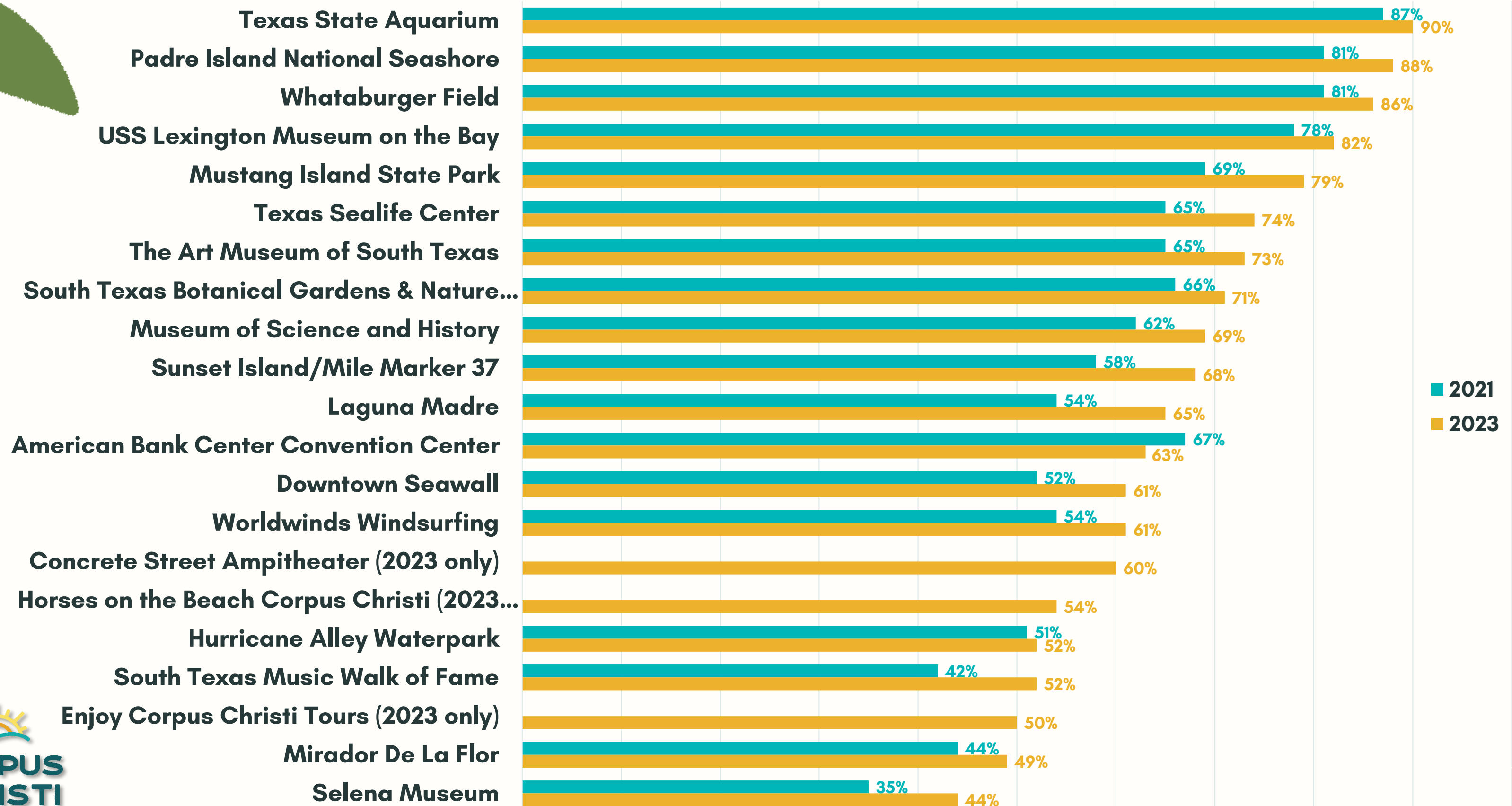
**85%** agree it encourages investment in local economy.  
▲ Up from 84% in 2021

**69%** agree that its an important factor in making our community a great place to live.  
▲ Up from 66% in 2021

**62%** believe Visit Corpus Christi provides a service that brings value to their local economy.  
▲ Up from 54% in 2021



# PERCEPTION OF QUALITY OF CORPUS CHRISTI TOURISM ATTRACTIONS



# RESIDENTS SUPPORT FUNDING OF TOURISM INITIATIVES

I support funding incentives that create attractions, concerts, festivals, shows, exhibits, etc. in Corpus Christi



I support funding incentives that add additional flights at the Corpus Christi International Airport (2023 only)



I support investments in marketing Corpus Christi to prospective visitors



I support investments to develop and host more sporting events in Corpus Christi (2023 only)



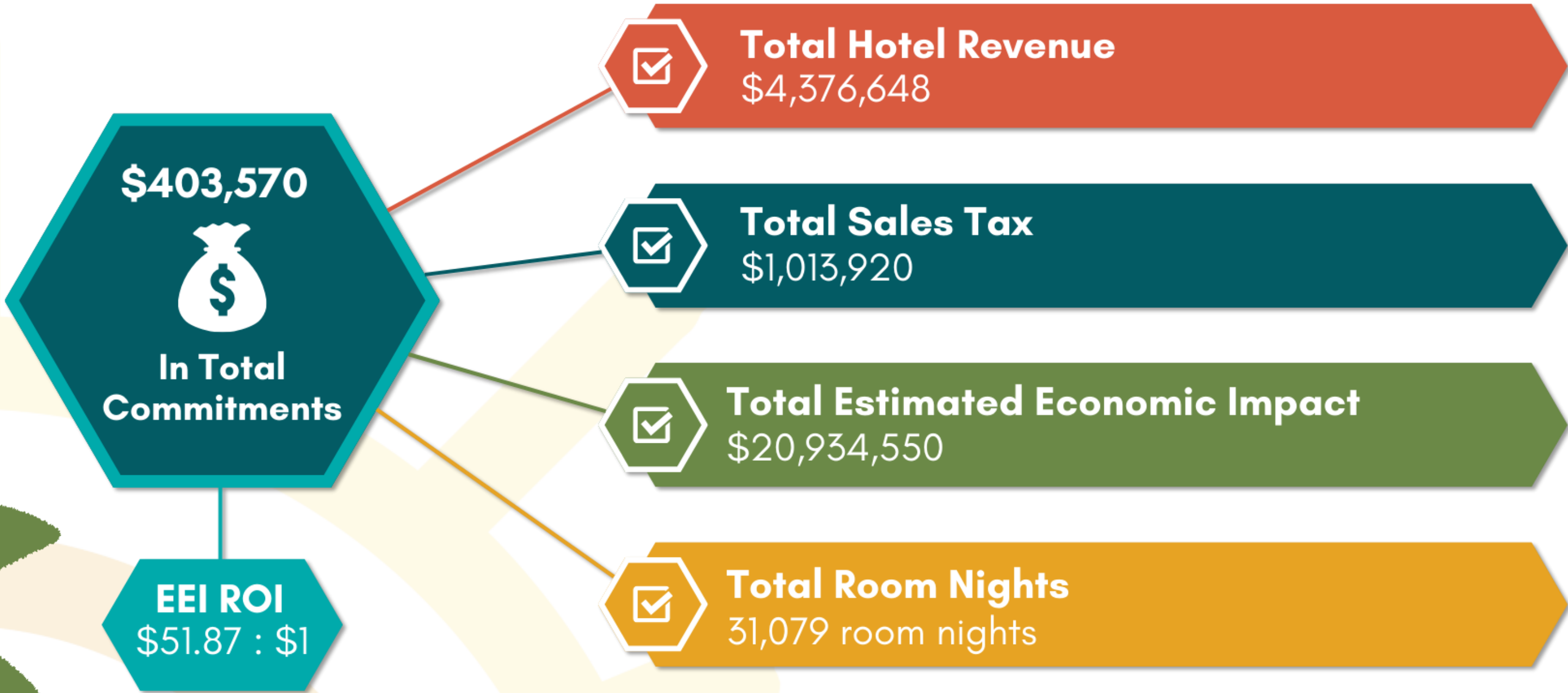
I support investments to develop and host more major meetings and conventions in Corpus Christi



■ 2021 ■ 2023

# GROUP INCENTIVE PROGRAM

## FY 22-23 RECAP



**\*\$109,900**

GIP payments to bus companies in last 12 months.





MEET CORPUS CHRISTI

CORPUS CHRISTI

GLOBAL  
MEETINGS

INDUSTRY DAY

SUMMIT

THURSDAY  
APRIL 11

8:15 AM

American Bank Center  
Henry Garrett Ballroom C/D

1901 N Shoreline Blvd  
Corpus Christi, TX 78401

# RESIDENT SUPPORT THE GROWTH OF TOURISM

**74%**

believe it is important to attract visitors to Corpus Christi during times of year that usually have lower visitation.

**74%**

agree that the positive benefits of tourism outweigh the negative impacts

**ONLY 15%**

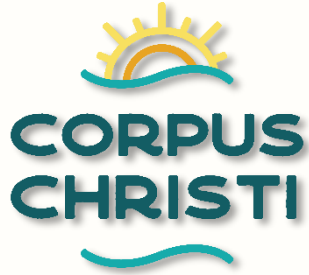
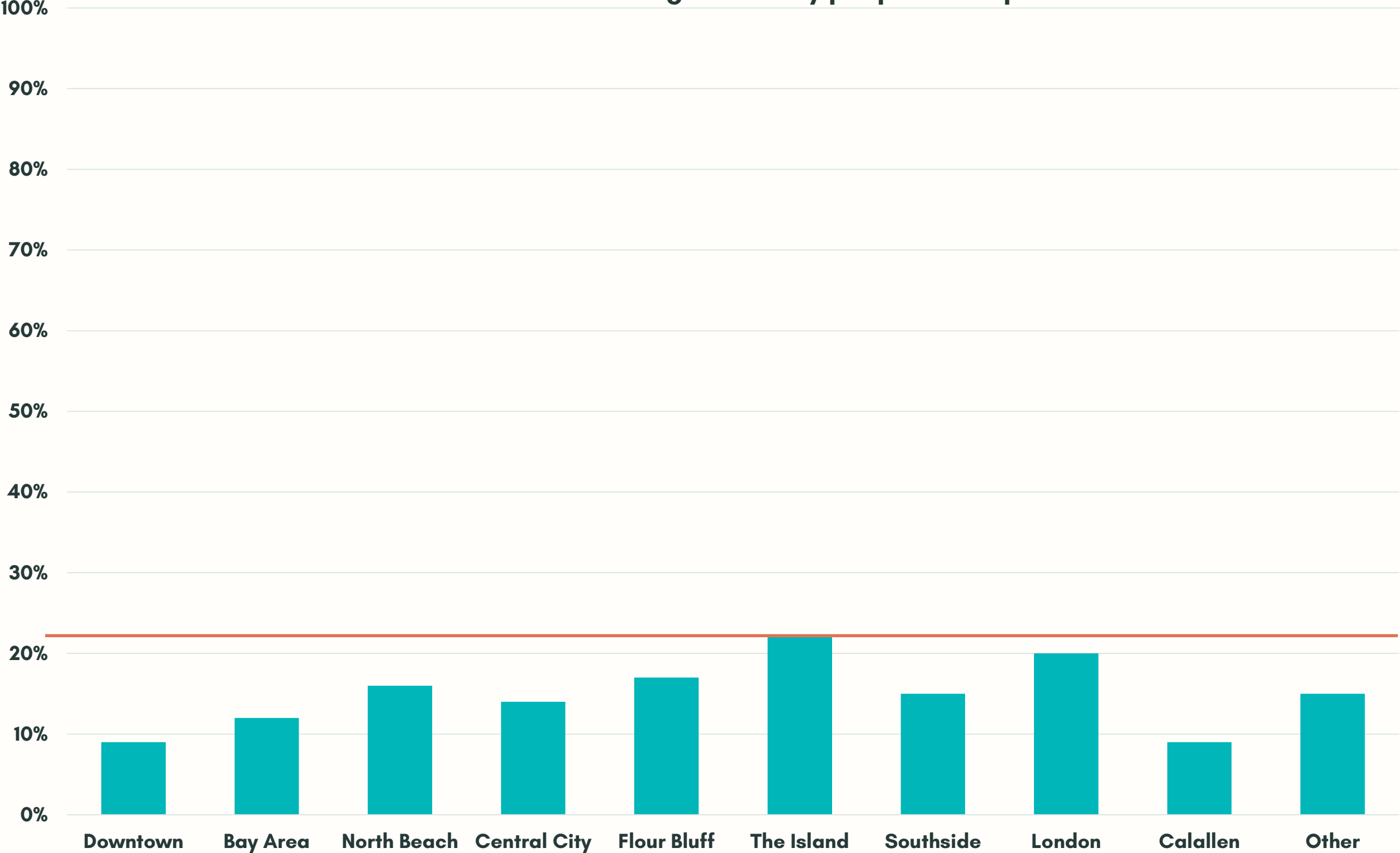
believe tourism brings too many people to Corpus Christi.





# SUPPORT FOR TOURISM GROWTH BY NEIGHBORHOOD

% that think tourism brings too many people to Corpus Christi



# TOURISM ENHANCES QUALITY OF PLACE

**68%** of residents agree that tourism brings in new amenities and attractions that residents can also enjoy



Doc's Seafood & Steaks  
**90%**

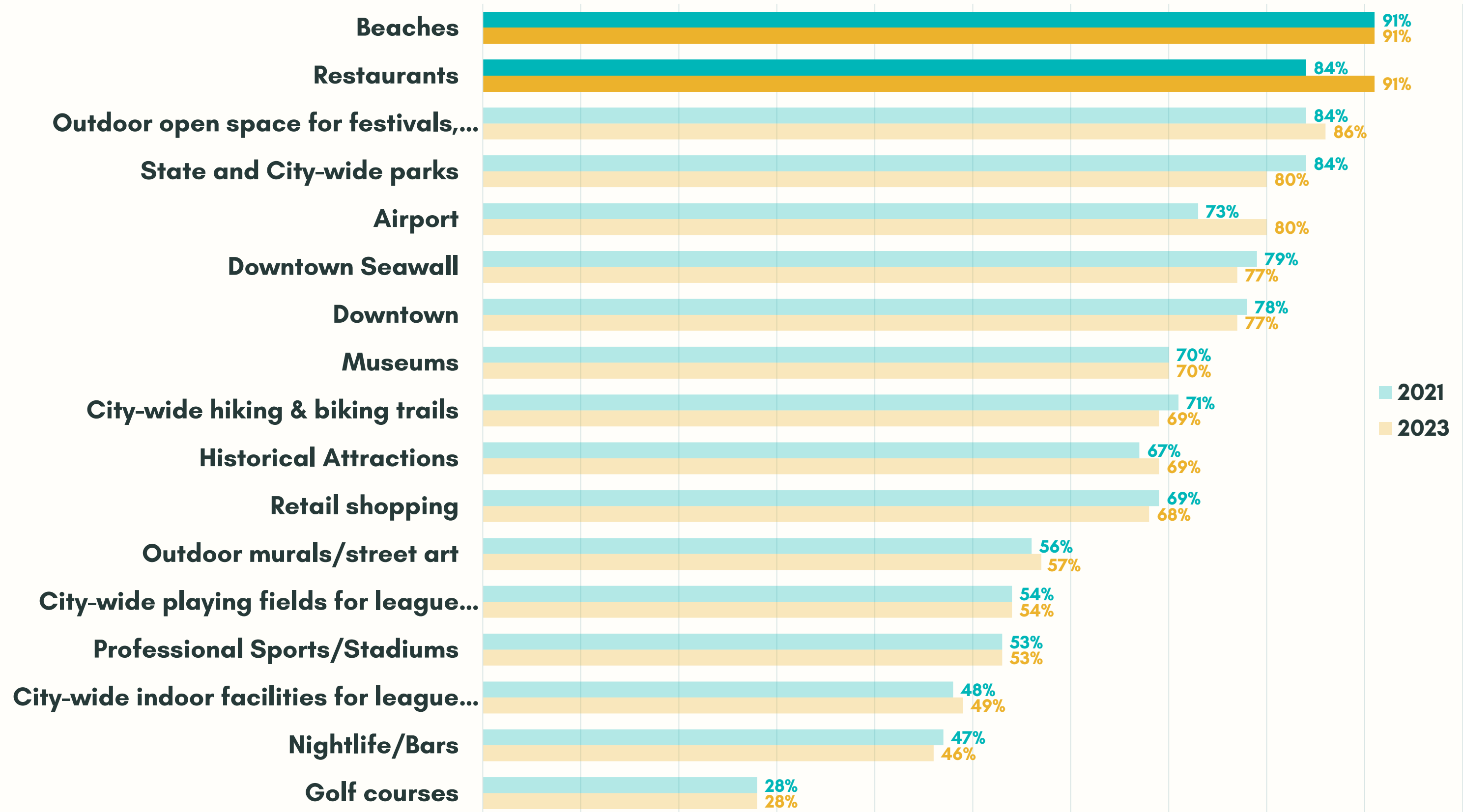


Texas State Aquarium  
**80%**



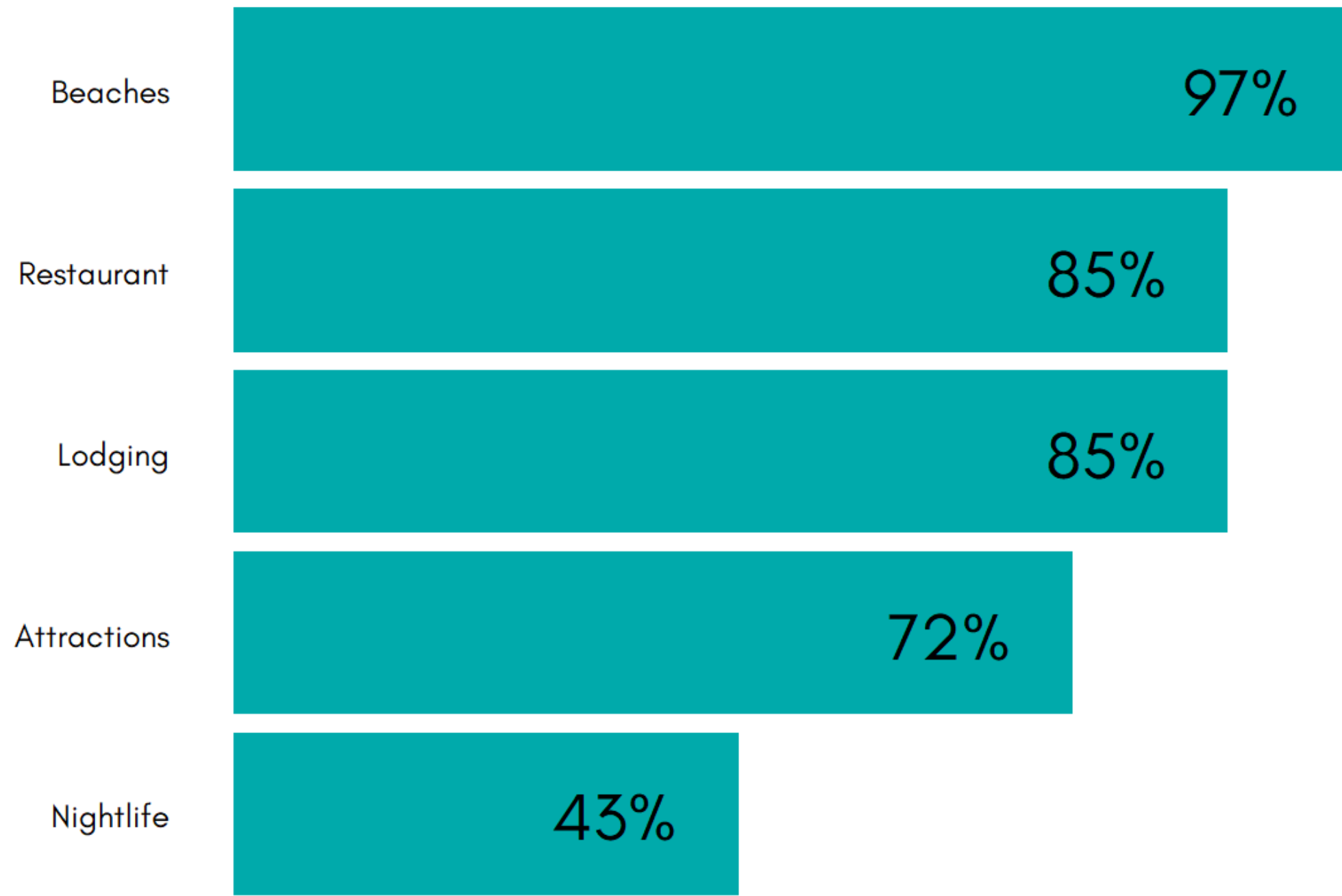
Water Street Oyster Bar  
**60%**

# BEACHES AND RESTAURANTS ARE MOST IMPORTANT TO THE QUALITY OF LIFE OF RESIDENTS



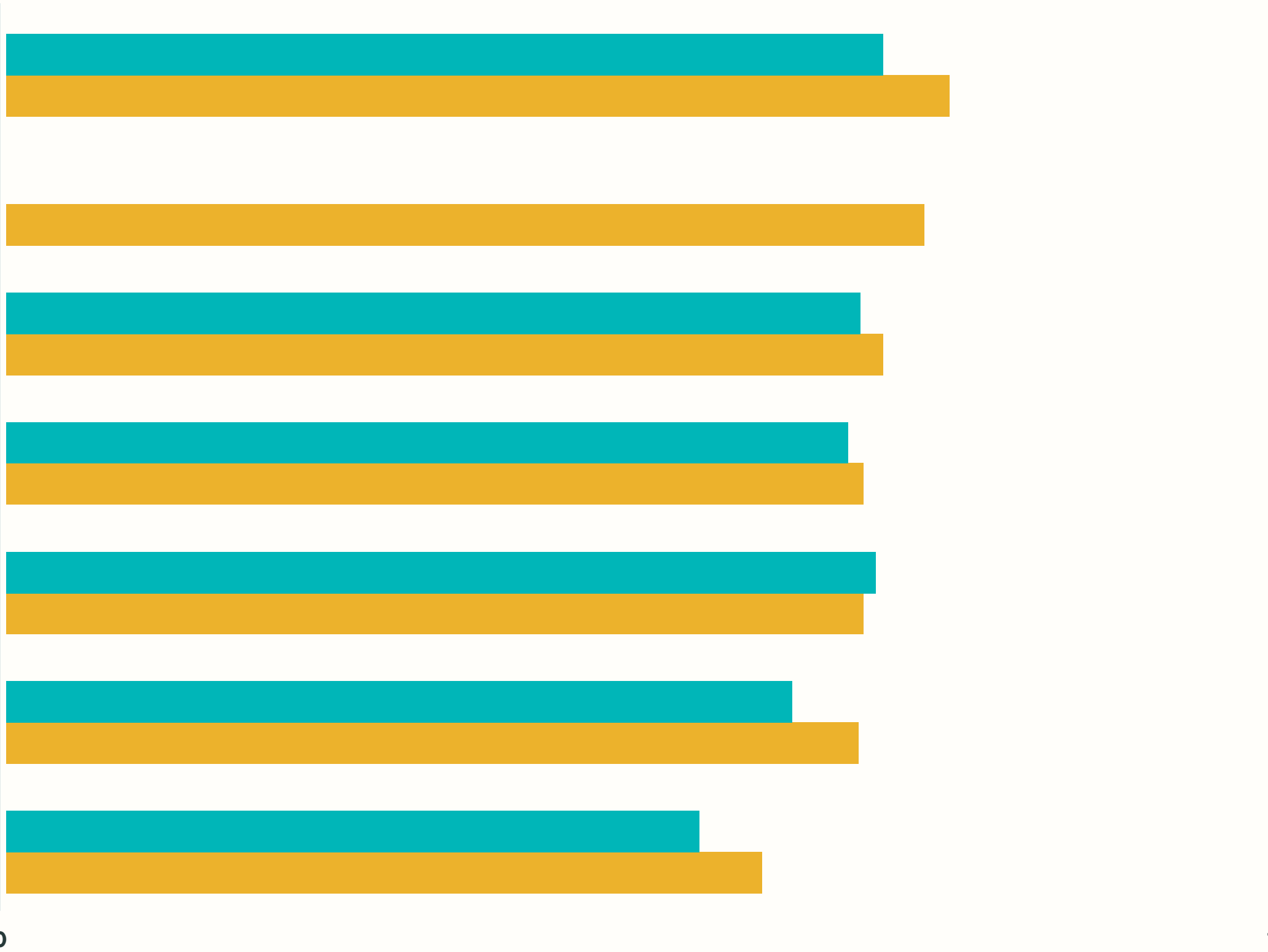
# LEISURE VISITOR SURVEY

% of respondents that said each was important



# PERCEPTIONS OF THE QUALITY OF DINING OPTIONS

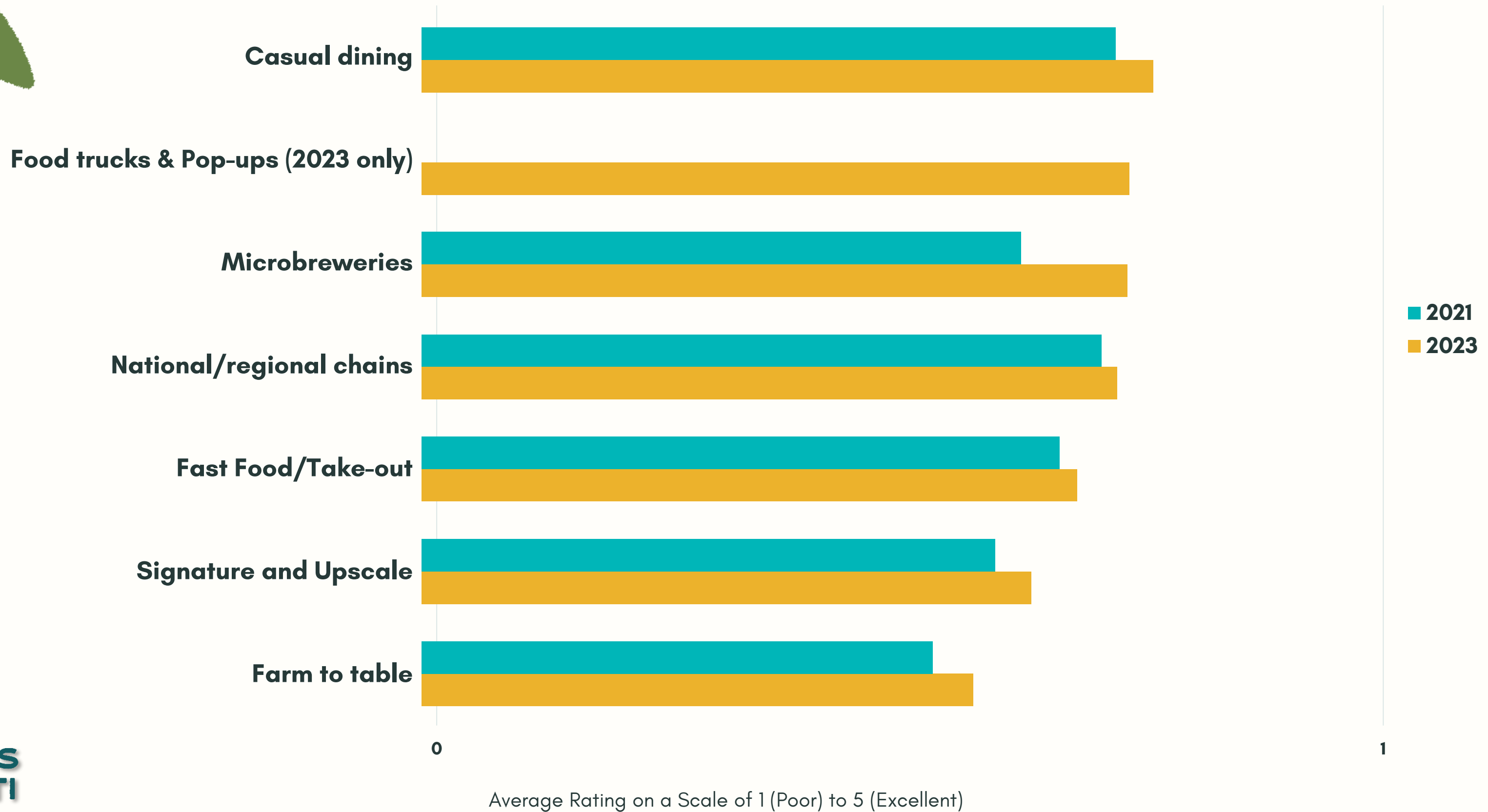
- Casual dining
- Food trucks & Pop-ups (2023 only)
- Microbreweries
- National/regional chains
- Fast Food/Take-out
- Signature and Upscale
- Farm to table



■ 2021  
■ 2023

Average Rating on a Scale of 1 (Poor) to 5 (Excellent)

# PERCEPTIONS OF THE VARIETY OF DINING OPTIONS





KIITV 3 News · Follow

January 2 at 9:00 PM · 🌐

What restaurants would you like to see come to Corpus Christi?

TGI Friday's Corpus Christi

40m · 🌐

Closing our Doors for good as of 1/2/24



TGI Friday's Corpus Christi

Send message

KIITV.COM

Two restaurant chains closing their doors in Corpus Christi

Say goodbye to Johnny Carino's and TGI Fridays!

👍🥰🙄 321

1.2K comments 95 shares

Like

Comment

Share



Kimberly Trevino Olivarez

Pappadeaux, A Brazilian Steakhouse , Lupe Tortilla, Chicken n Pickle, Red Robin

5w Like Reply Edited

98 👍❤️

View all 14 replies



DianaOscar Navejar

Sea Island!!! Come back!!! Please!!!!

5w Like Reply

52 👍❤️

View all 5 replies



Rosemary Lozano-Ruiz

Whiskey Cake Kitchen & Bar 🍷  
Eataly 🍷

5w Like Reply

27 👍❤️

View 1 reply



Doug Enderle

Guses fried chicken Memphis style...

5w Like Reply Edited



Denise Ruiz

Dimassi's Mediterranean Buffet! ❤️❤️❤️

5w Like Reply

3 👍❤️



Brittany Steckel Soliz

I would love to see our local restaurants thrive before I see a chain open up.

5w Like Reply

11 👍❤️

View all 2 replies



Tracy Garcia

pappadeaux, pluckers , sea island. 54th bar and grill, top golf and chicken and pickle

5w Like Reply

14 👍❤️

View all 7 replies



Top fan

Memo King



# VISIT CORPUS CHRISTI

## Resident Development Survey

A recent Resident Sentiment Survey conducted by Visit Corpus Christi found that 91% of Corpus Christi residents consider restaurants important to their quality of life, but there is room for improvement in our current food landscape.

Following that survey, a popular post on KIII's Facebook page resulted in over a thousand comments from Corpus Christi residents voicing their opinion about what they would like to see come to Corpus Christi.

This survey puts the most popular recommendations in voting form which will allow us to organize your opinions and put them in action. The strategy will be to share the results with local business owners and existing brands in hopes of enhancing our offerings. We are listening and we are dedicated to supporting community growth.

[Sign in to Google](#) to save your progress. [Learn more](#)

The below options were the most commonly mentioned in the comments of KIII's Facebook post. Of the following options, which restaurant would you most like to see in Corpus Christi?

Lupe Tortilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pancho's Mexican Buffet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plucker's Wing Bar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Panera Bread	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pappasito's Cantina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Robin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sea Island Shrimp House	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Torchy's Tacos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waffle House	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wing Daddy's Sauce House	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please indicate below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

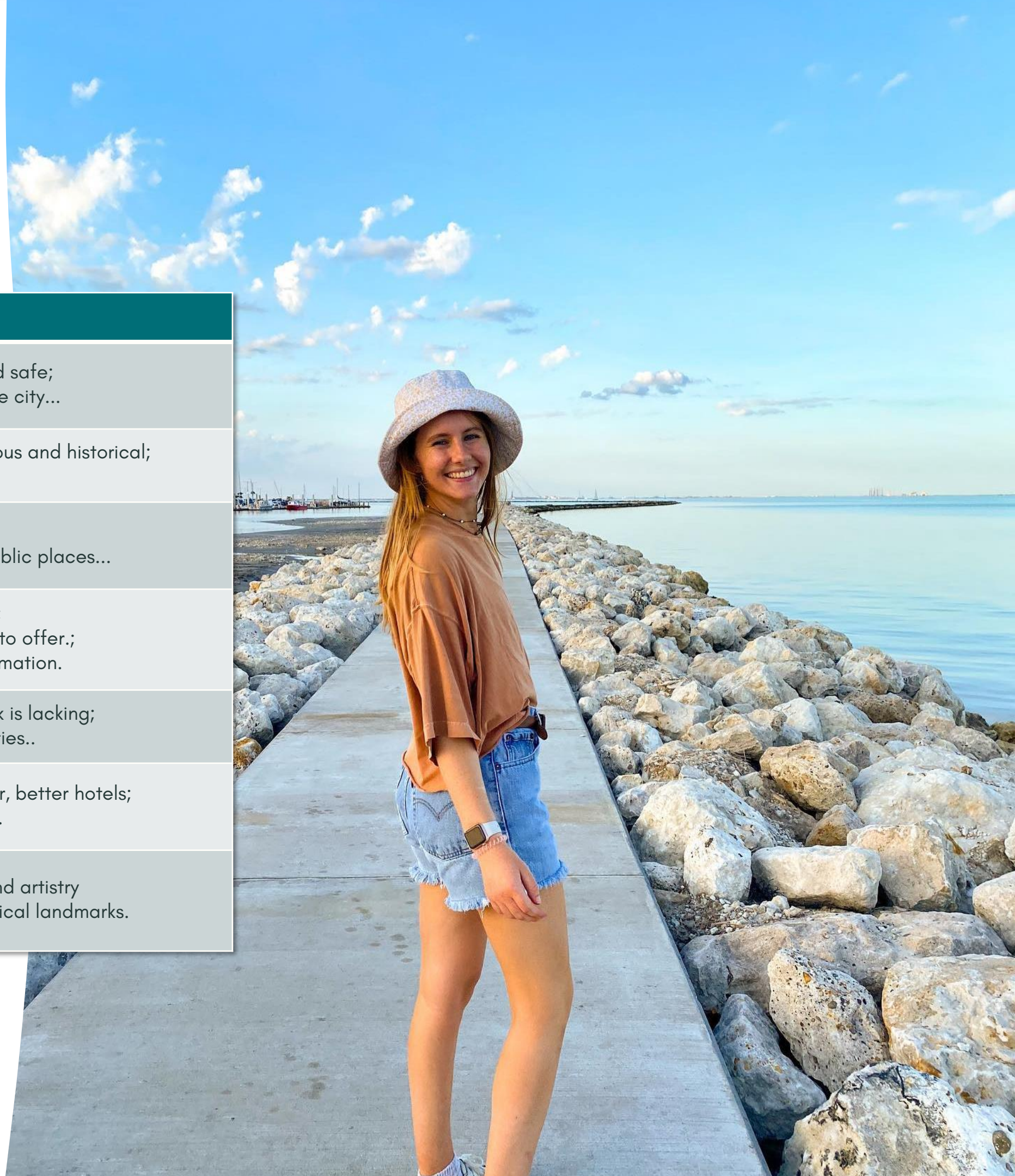
If you indicated Other in the response above, what other restaurant would you like to see?

Your answer \_\_\_\_\_



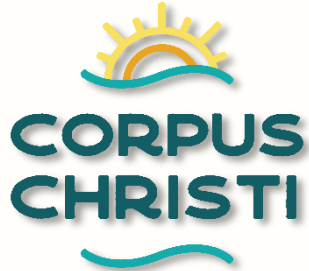
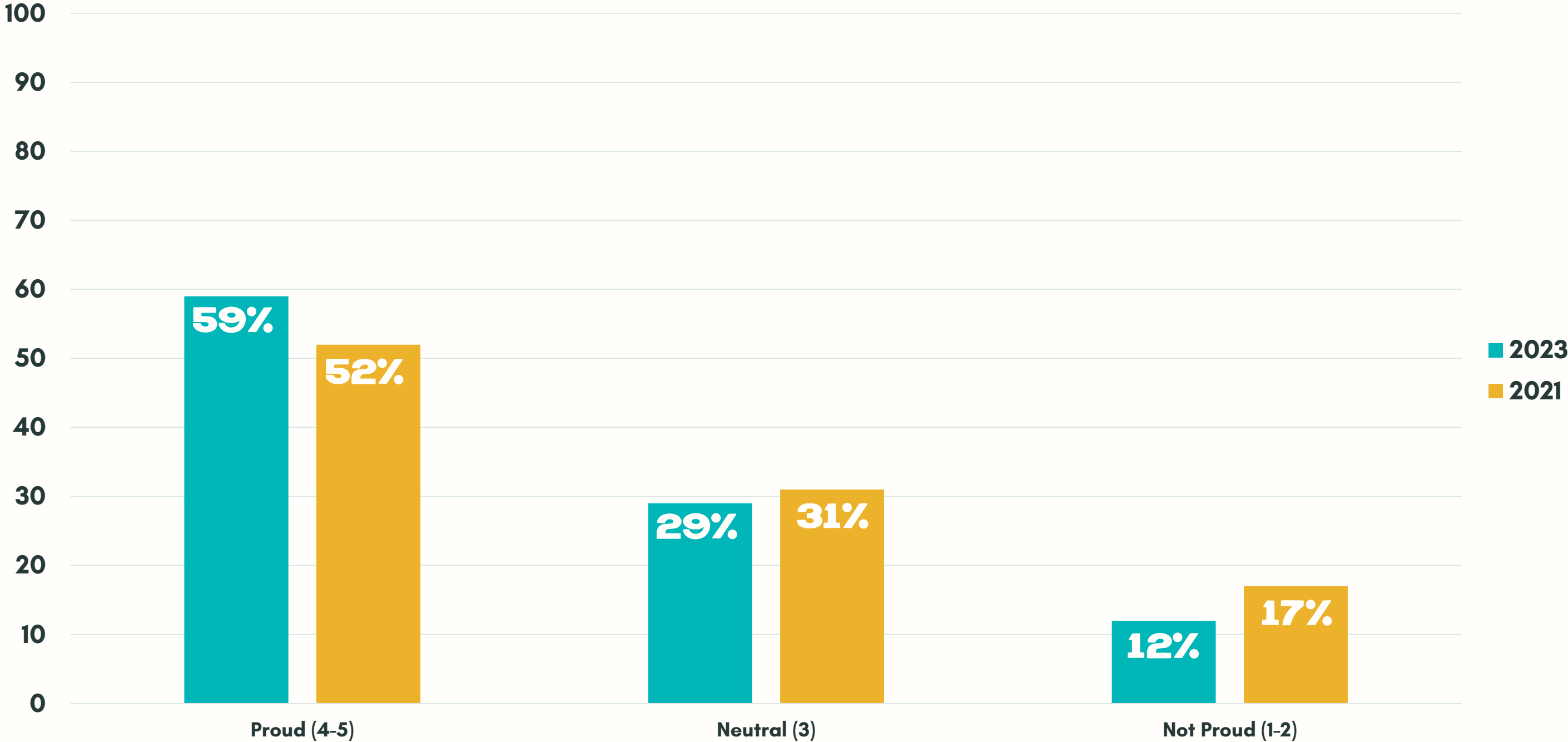
# WHAT COULD VCC DO TO MAKE THE CITY MORE ATTRACTIVE TO ENTICE TRAVELERS TO VISIT HERE RATHER THAN TO ANOTHER CITY?

Category	Rank	Examples
Cleanliness and Safety	1	Keeping areas of tourism clean and safe; First and foremost, cleanliness of the city...
Activities and Attractions	2	Emphasize leisure nature activities, also religious and historical; More family-friendly...
Urban Development	3	Downtown revitalization; Develop north beach area; More art in public places...
Advertising and Marketing	4	Advertise to specific groups.; Show and educate what the city has to offer.; Improve the website for tourist information.
Infrastructure and Transportation	5	Add more flights; Downtown board walk is lacking; More direct flights from major cities..
Accommodations and Facilities	6	Improved fights, improved convention center, better hotels; Better and more affordable...
Cultural and Historical Preservation	7	Perhaps more outdoors recreations and artistry related to cultural heritage.; Preserve historical landmarks.



# COMMUNITY PRIDE IS GROWING

**59%** of Corpus Christi residents are proud to live in Corpus Christi.  
▲ Up from 52% in 2021

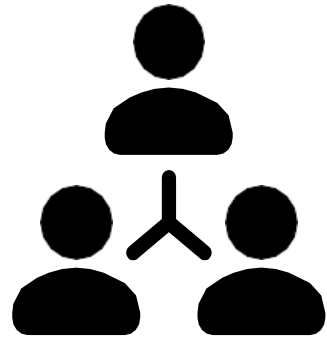


# COMMUNITY IDENTITY AND LOCAL ADVOCACY HAS STRENGTHENED

2021

2023

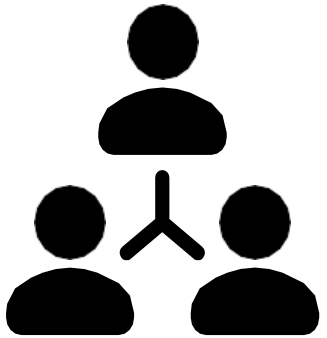
37%



**Residents that  
consider  
themselves  
ambassadors**

**63%**

31%



**Residents that  
consider  
themselves  
ambassadors**

**69%**



**47** **CORPUS CHRISTI,**  
TEXAS

**POPULATION** METRO 452,927

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**HIGHLIGHTS**

- 3** FACEBOOK CHECK-INS
- 11** RESTAURANTS

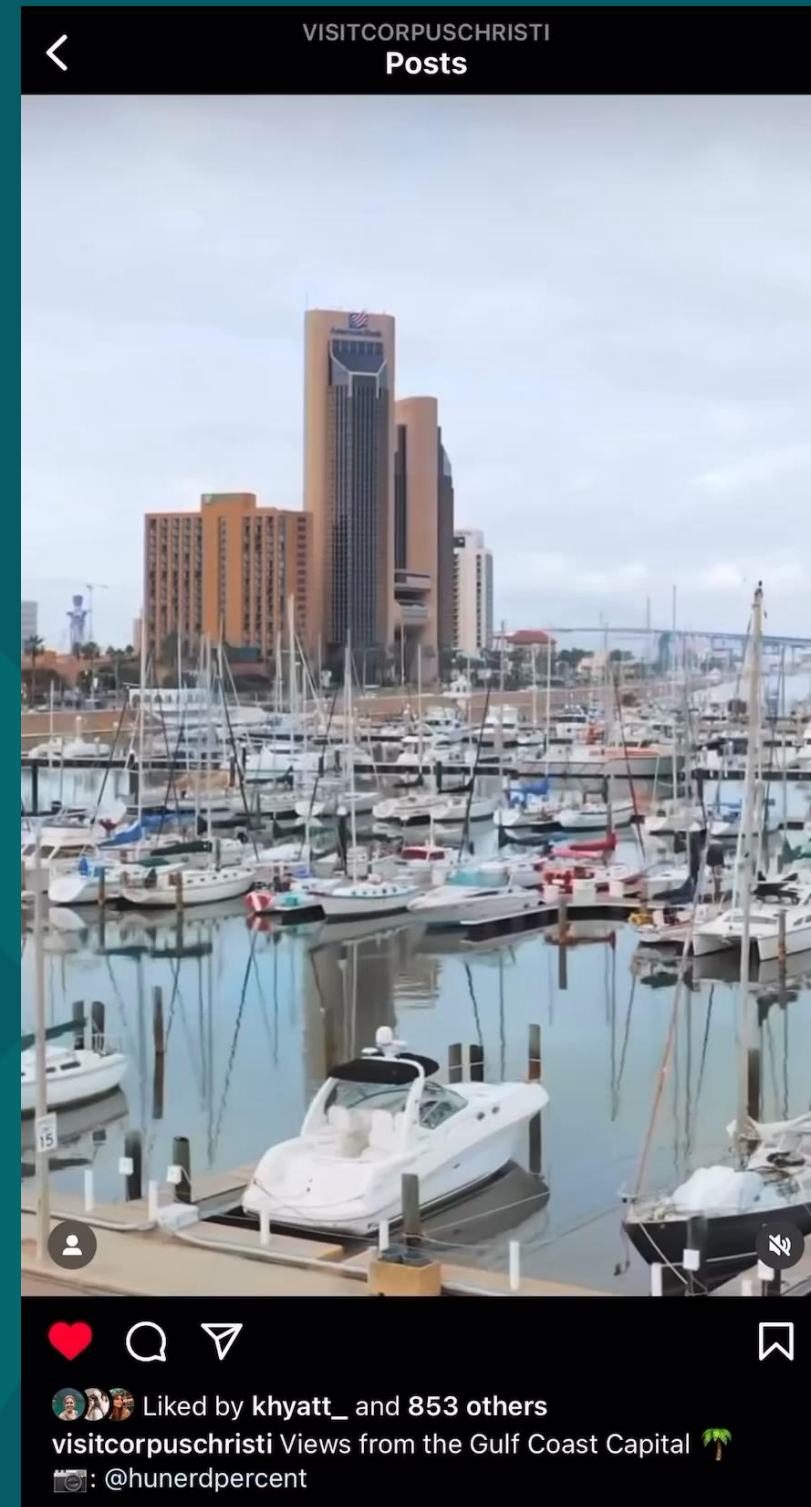
A heritage of hospitality keeps the young pouring in, even during a pandemic.

## COMMUNITY SOCIAL MEDIA PRESENCE IS STRONG

“Of course, the area is best known globally for its spring break revelry, when the beaches around Corpus Christi Bay and Padre Island become a mass of humanity for the better part of the month. Even the pandemic didn't stop too many from feeling the lure of the place, as newsfeeds showed the usual crowds, undeterred by the risk of infection. They of course documented it all on social media, which explains why the city ranks #3 nationally in our Facebook Check-ins subcategory and #7 for Instagram Hashtags.”

Source: Resonance Best Small City Rankings

# SOCIAL MEDIA AS A CATALYST FOR COMMUNITY PRIDE IN 2023



**44K+**

INSTAGRAM FOLLOWERS



**27%**

ARE RESIDENTS



**266**

POSTS



**3M+**

IMPRESSIONS



**198K**

ENGAGEMENTS





CORPUS CHRISTI

SCAN HERE FOR THE FULL

# RESIDENT SENTIMENT SURVEY





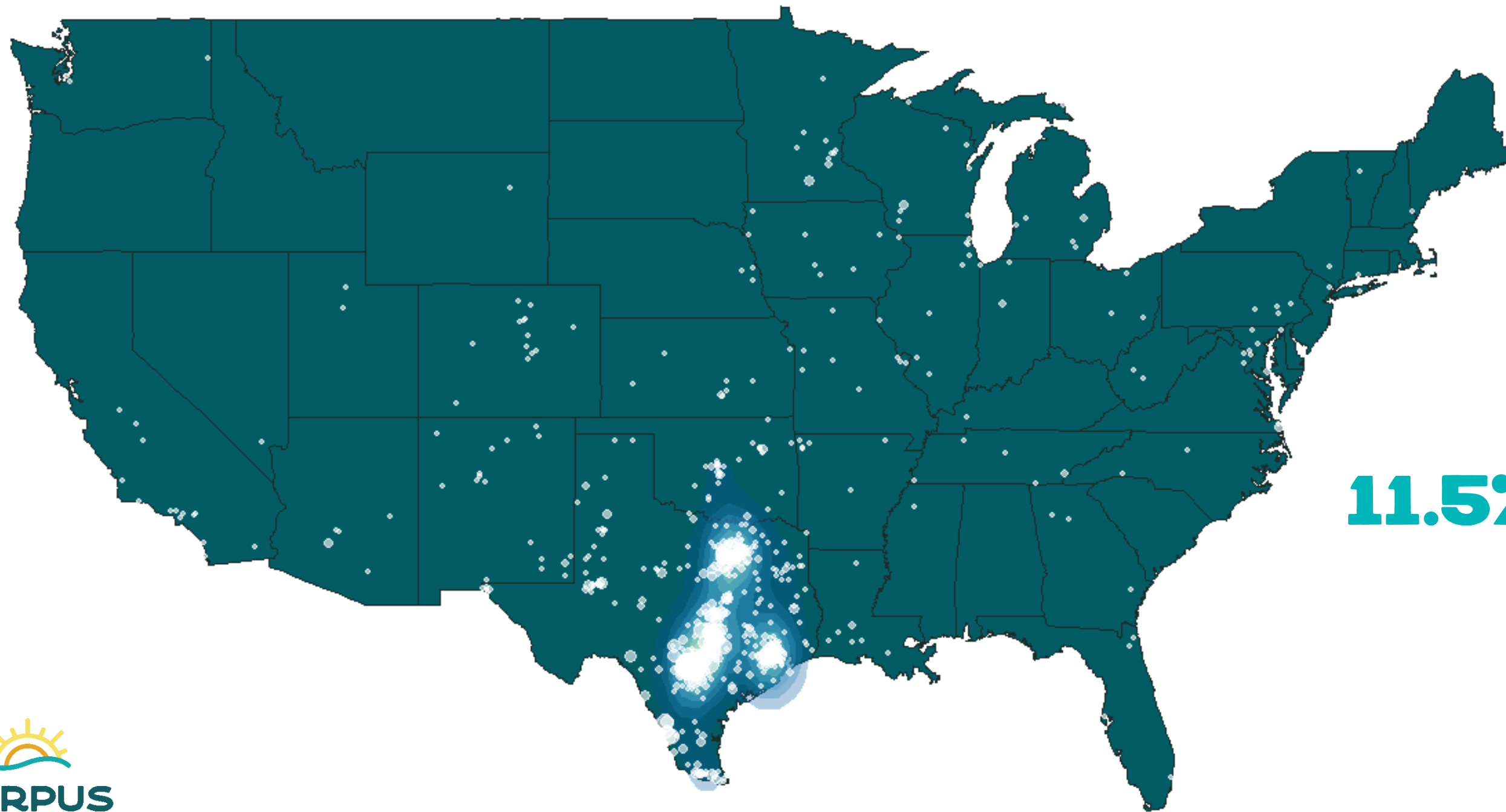
VISIT CORPUS CHRISTI

# LEISURE VISITOR SURVEY



# RESPONDENT ORIGINS

1,958 TOTAL RESPONSES

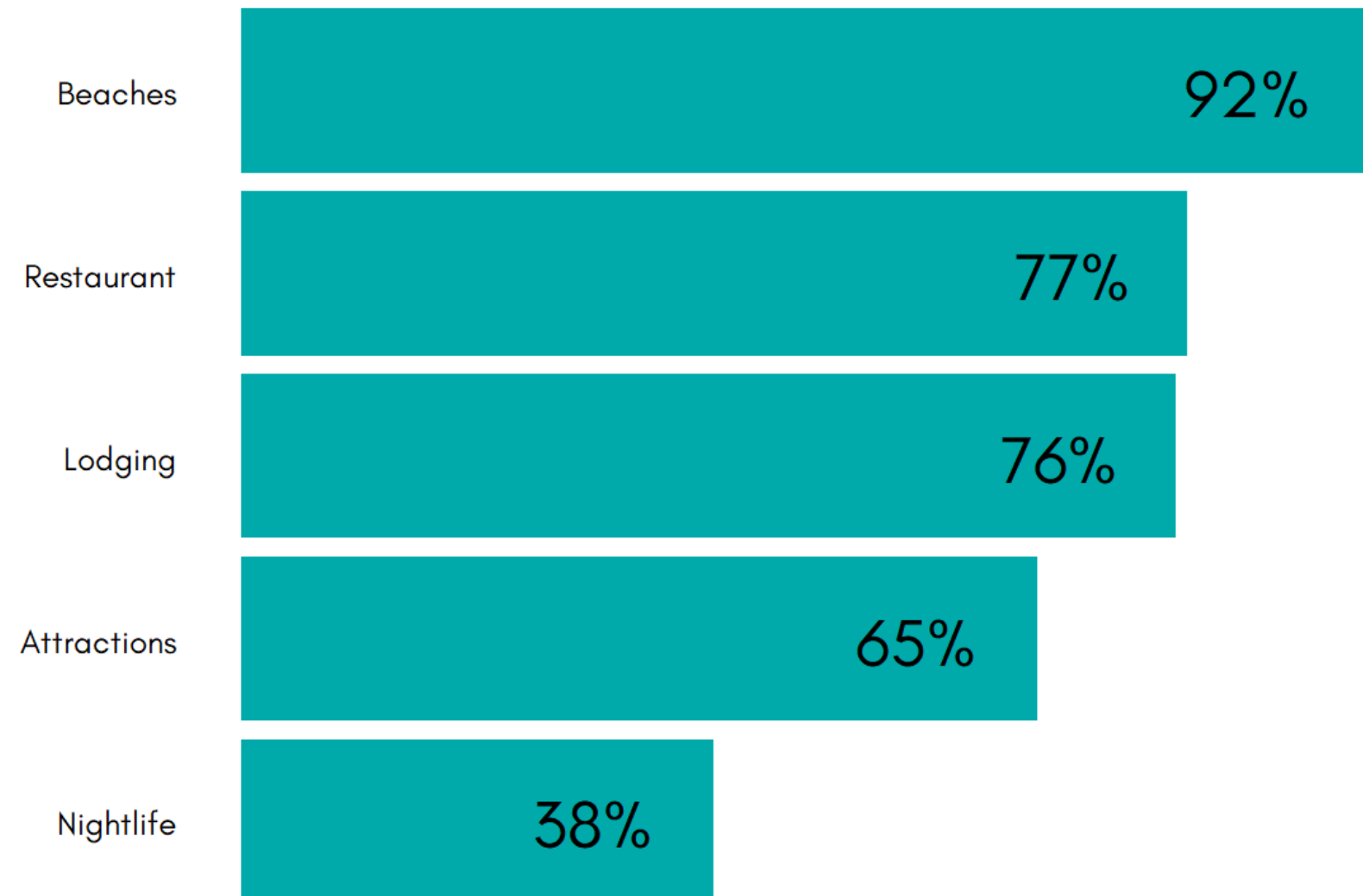


**88.5% IN STATE**  
**11.5% OUT OF STATE**

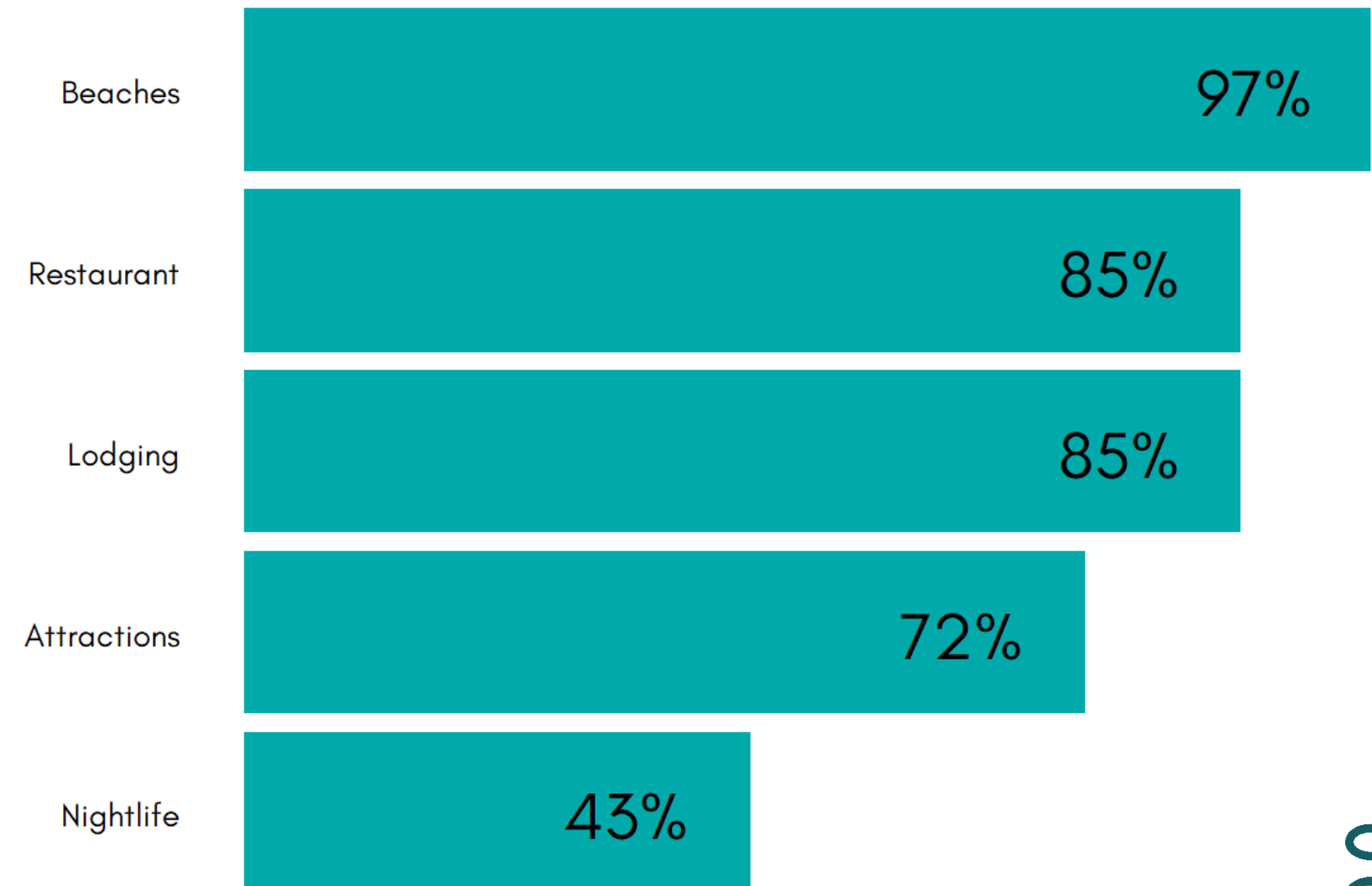


# WHAT IS IMPORTANT? WHAT DID PEOPLE LIKE?

## % OF RESPONDENTS THAT WERE SATISFIED WITH...



## % OF RESPONDENTS THAT SAID EACH WAS IMPORTANT



# TRAVELER SENTIMENT

**“ON A SCALE OF 1-10,  
HOW LIKELY ARE YOU  
TO RECOMMEND  
CORPUS CHRISTI AS  
A VACATION  
DESTINATION?”**

Origin	Average
Texas	9.14
Out of State	8.91
Total	9.12

# TRAVEL PLANNING

More than 2 months



1 - 2 months



8 days - 1 month



A week or less



0% 10% 20%  
% of Respondents

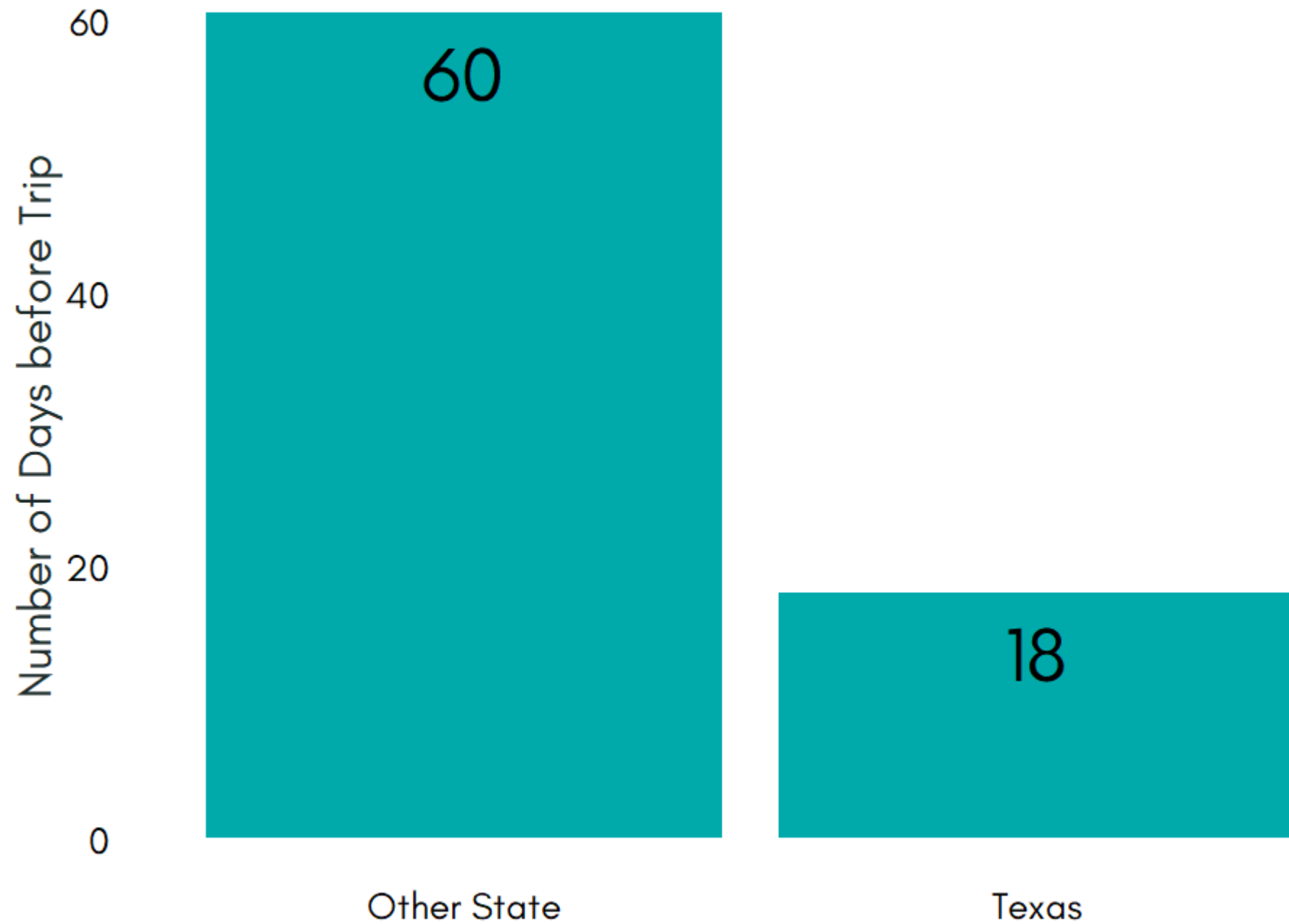
**“WHEN DID YOU START PLANNING YOUR TRIP, EVEN IF YOU HADN’T DECIDED WHERE TO GO YET?”**

**55% OF ALL RESPONDENTS**



# VISITORS WHO TRAVEL FARTHER START THEIR PLANNING EARLIER

## IN STATE VS OUT OF STATE

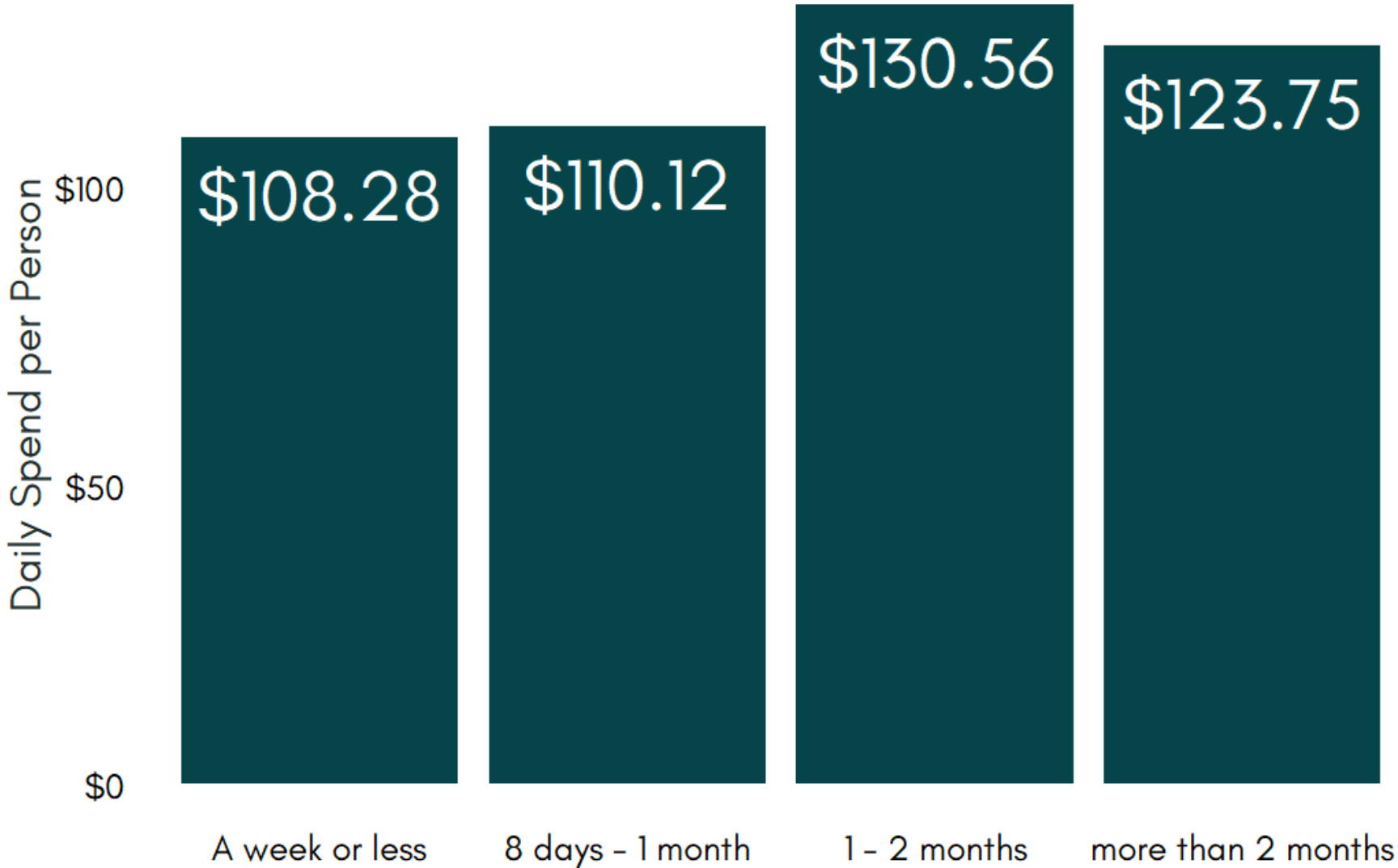


## MAJOR TEXAS METROS

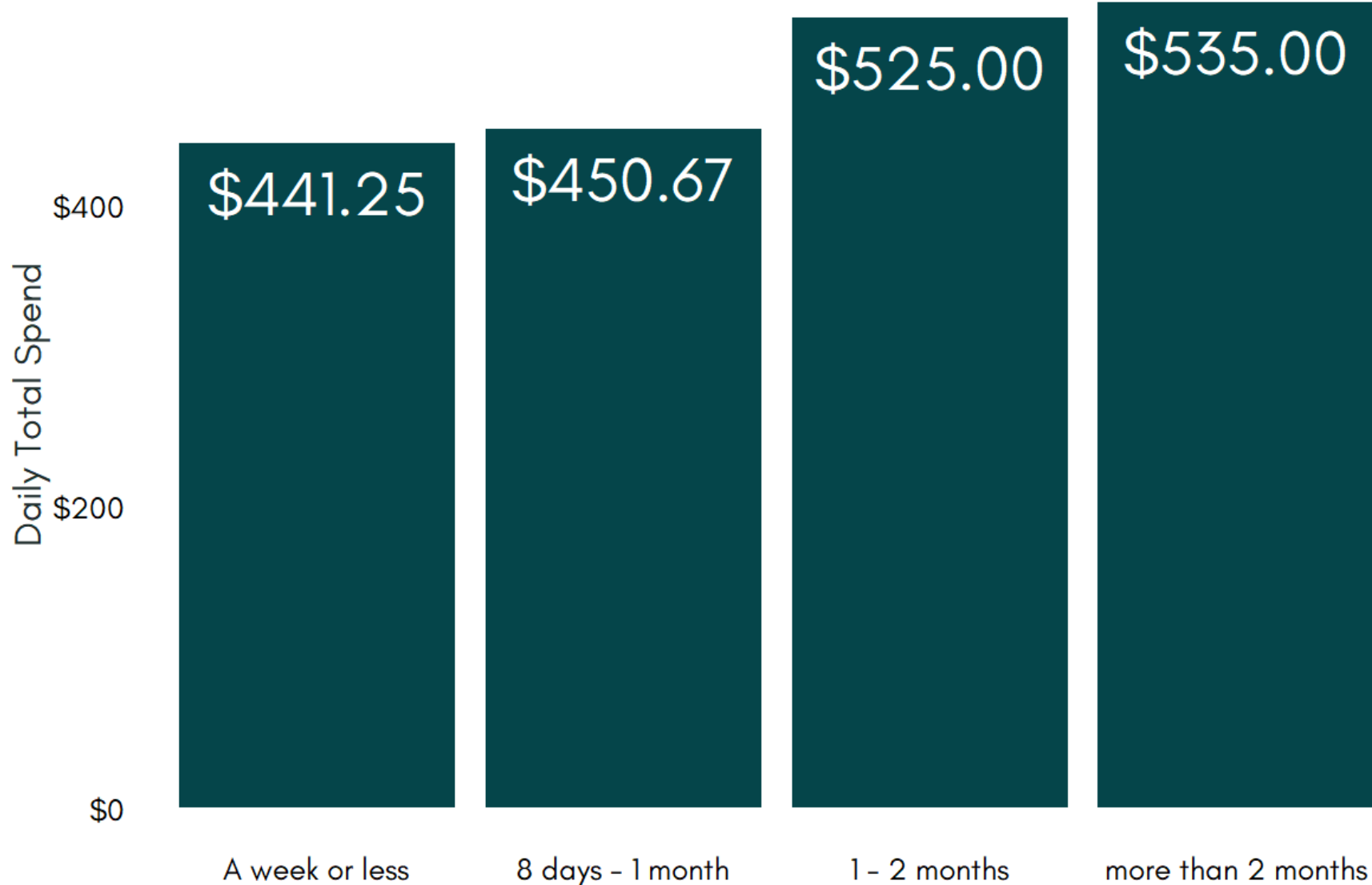


# MORE PLANNING USUALLY MEANS MORE SPENDING

## DAILY SPEND PER PERSON



## DAILY TOTAL SPEND



# GENERAL POSITIVE COMMENTS

"Everyone should visit the corpus area"

"Love it and can't wait to come back"

"Very friendly locals"

"I love the seafood restaurants. Liked corpus so much, we bought a car here."

"Beautiful beach friendly folks"

"Love it here. The people are great the vibes are great"

"Great family place to have fun"

"Impressed with trash service and cleanliness"

"This is my first time in Corpus and it reminds me of being back home. It's so nice and refreshing, I would love to come back and visit more"

"Amazing place to always visit I love it here"

"Everybody is nice"

"Beautiful city/ good care of the environment "

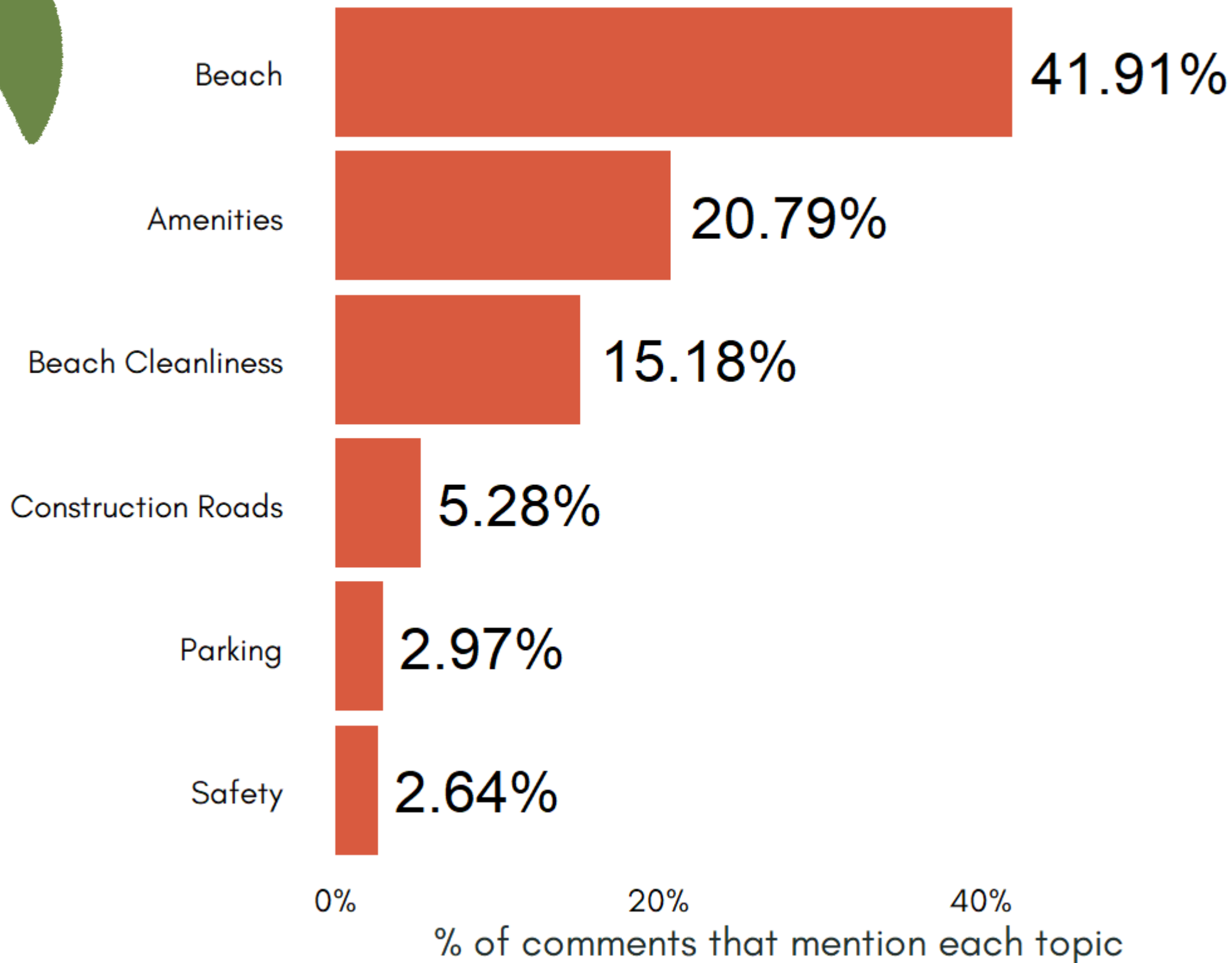
"Awesome variety for our family"

"CC has been improving and I'm so happy."

"Corpus is great!!!"

"Everything's good and easy going , convenient"

# TOP COMMENT TOPICS



## BEACH CLEANLINESS

"Beaches are well kept, amazing environment, clean beaches, extremely nice people"

"Love your beaches always clean"

"Clean up the beaches and water"

"Water is dirty, trash in the sand"

"The beach has black oil that needs to be clean"

"It would be better if more trash was picked up on beach."

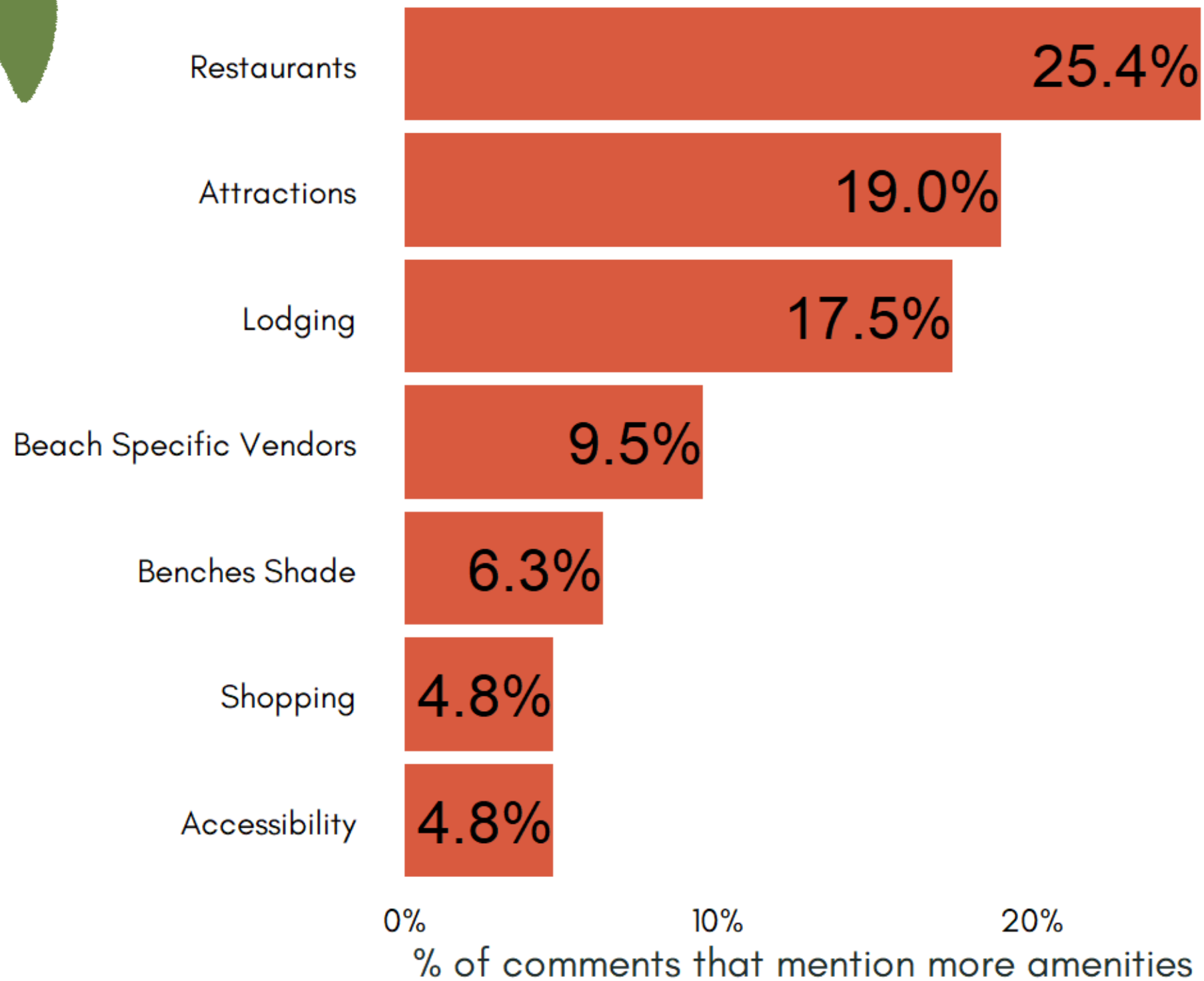
## CONSTRUCTION/ROADS

"Construction on the roads need to be fixed"

"When will harbor bridge be finished?"

"Lots of potholes driving"

# COMMENTS ABOUT AMENITIES



## RESTAURANTS

"Need better diversity in food options"

"More restrooms and restaurants on the beach."

"Good restaurants and coffee spots. Cute place to vacay!"

## ATTRACTIONS

"Work on downtown attractions and things to do."

"Lacks the independent/local restaurants and bars and city attractions these larger comparable cities have"

## LODGING

"Would love to see more hotels on the beach and boardwalk ."

"More hotels with beach access; more landscaping including palm trees; more quick healthy eating options; Grocery store "

"Updated lodging"



# DESTINATION NEXT STRATEGIC PLAN 2023-2027



# SCORING MODULE

## Overall Assessment



Voyagers

Trailblazers



Explorers

Mountaineers

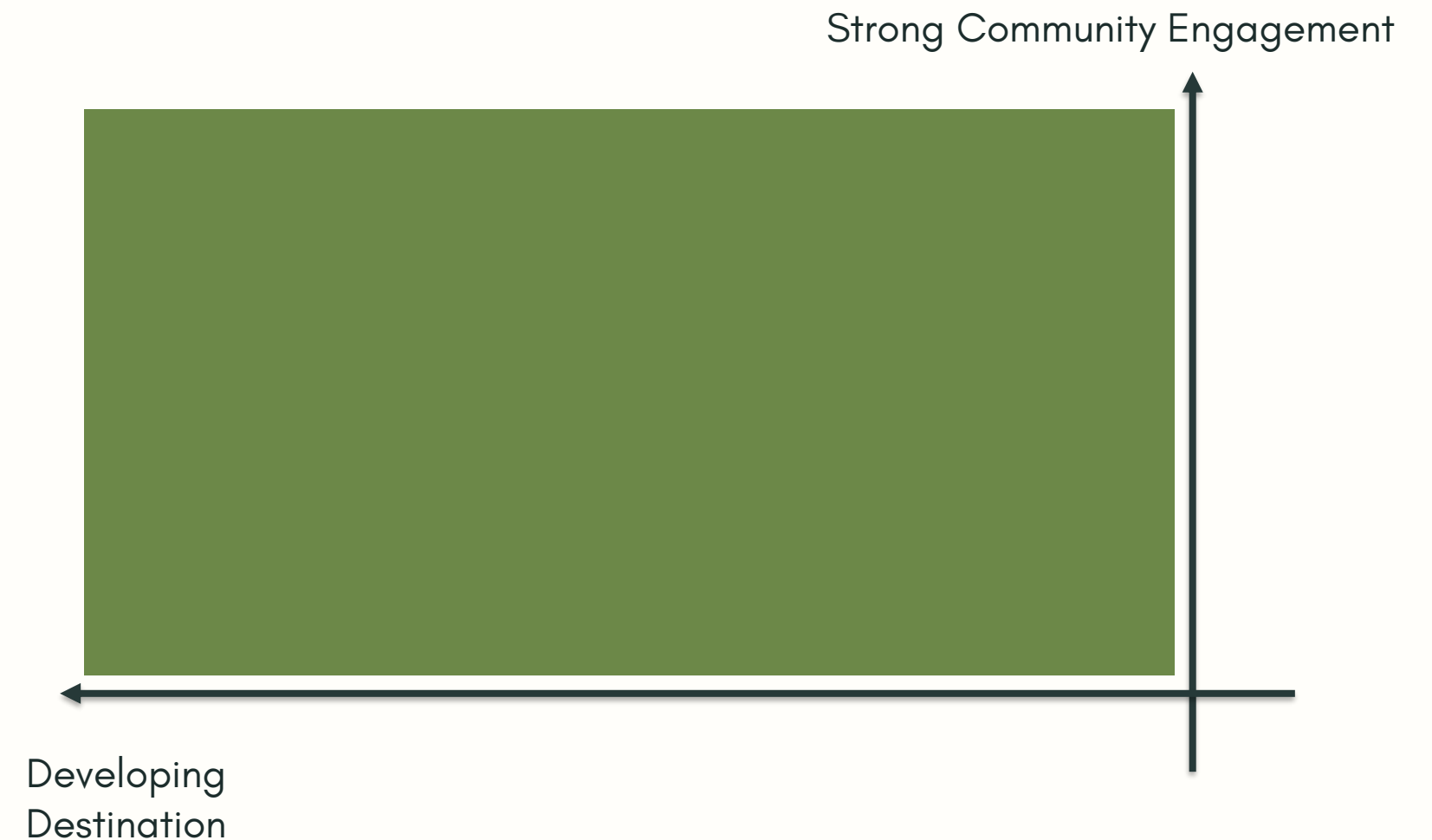


# VOYAGER CITIES

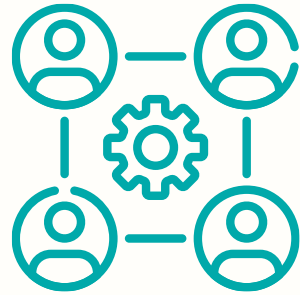
These Destinations have a tourism vision and a community mandate to get it done.

## KEY STRATEGIC CHALLENGES

- Maintaining momentum over time required to implement the strategy
- Making prioritized choices for focused action; avoiding the temptation to be all things to all people
- Establishing destination marketplace credibility; delivering on brand promises for target segments



# DESTINATION ALIGNMENT VARIABLES



Business Support



Community Group & Resident Support



Government Support



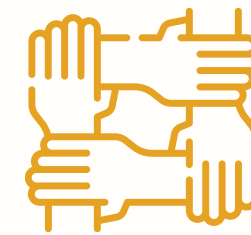
Organization Governance



Workforce Development



Hospitality Culture



Equity, Diversity & Inclusion



Funding Support & Certainty



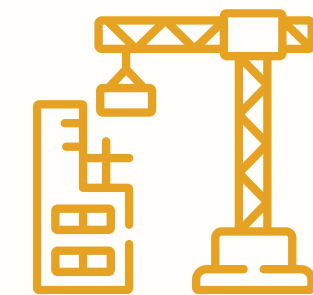
Regional Cooperation



Sustainability & Resilience



Emergency Preparedness



Economic Development

# Destination Alignment: Highest Variable Scores

## Highest-scored Variables

	Variable	Performance ▾
1.	Organization Governance	4.09
2.	Economic Development	4.04
3.	Business Support	4.04
4.	Funding Support & Certainty	3.87
5.	Government Support	3.83

## Lowest-scored Variables

	Variable	Performance ▲
1.	Workforce Development	2.77
2.	Hospitality Culture	3.22
3.	Community Group & Resident Support	3.56
4.	Sustainability & Resilience	3.61
5.	Regional Cooperation	3.75

# Destination Alignment: Highest & Lowest Statement Scores

## Highest-scored Statements

	Statement	Performance ▼
1.	DMO and tourism industry play a critical role in long-term economic development	4.52
2.	tourism industry leaders are advocates of tourism	4.38
3.	tourism industry leaders are advocates of DMO	4.35
4.	DMO measures and tracks tourism industry performance	4.29
5.	Destination's marketing efforts have economic benefits across the region	4.21

## Lowest-scored Statements

	Statement	Performance ▲
1.	Affordable daycare options for workers	2.39
2.	Adequate affordable housing for hospitality workers	2.44
3.	Public transportation for workers	2.57
4.	Hospitality industry provides adequate and competitive salaries	2.64
5.	Adequate workforce for frontline hospitality jobs	2.72



CORPUS CHRISTI

SAVE THE DATE

WORKFORCE  
AND SUMMER  
SUMMIT

MAXIMIZE 100 DAYS OF SUMMER

WEDNESDAY, APRIL 17

9:30 AM - 1:00 PM

HOLIDAY INN CORPUS CHRISTI AIRPORT  
5549 LEOPARD STREET

ENTRY IS FREE & LUNCH  
TO BE PROVIDED!

# SCORING MODULE

## Overall Assessment





# DESTINATION STRENGTH VARIABLES



Attractions & Experiences



Arts, Culture & Heritage



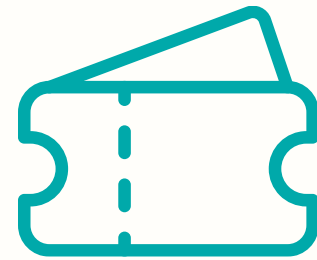
Dining, Shopping & Entertainment



Outdoor Recreation



Conventions & Meetings



Events & Festivals



Sporting Events



Accommodation



Local Mobility & Access



Destination Access



Communication Infrastructure



Health & Safety

# Destination Strength: Highest & Lowest Variable Scores

## Highest-scored Variables

	Variable	Performance ▾
1.	Outdoor Recreation	3.46
2.	Attractions & Experiences	3.41
3.	Arts, Culture & Heritage	3.41
4.	Events & Festivals	3.26
5.	Communication Infrastructure	3.18

## Lowest-scored Variables

	Variable	Performance ▲
1.	Health & Safety	2.65
2.	Destination Access	2.68
3.	Local Mobility & Access	2.72
4.	Sporting Events	2.85
5.	Conventions & Meetings	2.87

# Destination Strength: Highest & Lowest Statement Scores

## Highest-scored Statements

	Statement	Performance ▼
1.	High-quality outdoor recreation experiences	4.04
2.	Assortment of authentic and unique attractions	3.84
3.	Year-round outdoor experiences	3.81
4.	Adequate economy hotel supply	3.77
5.	PP-Strength-mid range hotel supply	3.73

## Lowest-scored Statements

	Statement	Performance ▲
1.	Airport is accessible with public transit	1.76
2.	Airport is a state-of-the-art facility	1.86
3.	Variety and quality international air access	2.12
4.	Known as a walkable destination	2.15
5.	Limited issues with homelessness	2.33

# KEY TAKEAWAYS FROM DNEXT

There are several opportunities for improvement in Corpus Christi as per the lowest rated variables shown:

## DESTINATION STRENGTH

1.	Health & Safety	2.65
2.	Destination Access	2.68
3.	Local Mobility & Access	2.72
4.	Sporting Events	2.85
5.	Conventions & Meetings	2.87

## DESTINATION ALIGNMENT

1.	Workforce Development	2.77
2.	Hospitality Culture	3.22
3.	Community Group & Resident Support	3.56
4.	Sustainability & Resilience	3.61
5.	Regional Cooperation	3.75

STRATEGIC GOALS



STRATEGIC PLAN - FY 23/24-26/27

Bold Smarketing

Collaborative Destination Development

Inclusive Community Alignment

Driven Organization

KEY INITIATIVES

- a. Continue to build a global brand
- b. Continue to grow domestic land sports and international water sports
- c. Expand group sales strategy for emerging opportunities
- d. Create a film & music sales strategy
- e. Identify and promote signature events to enhance off-peak seasonality

- a. Advocate and support redevelopment of the (ABC Center, hotel & district)
- b. Promote and support development of new youth sport facilities
- c. Complete a Destination Development Strategy to include the islands, North Beach and downtown
- d. Work with CCIA to improve air service
- e. Promote cleanliness & beautification initiatives for the area

- a. Cultivate resident and community support for tourism and VCC
- b. Promote regenerative tourism through environmental, socio-cultural and economic sustainability
- c. Leverage PATH to improve the tourism and hospitality workforce
- d. Strengthen collaboration with key industry and community organizations
- e. Enhance relationships and collaboration with City/ State

- a. Obtain a new, improved contract with the City
- b. Renew DMAP Certification "with distinction"
- c. Develop an employee retention and professional development plan
- d. Capitalize on new technology and innovation trends
- e. Enact Tourism Diversity Matters strategic initiatives to improve regional social inclusion, welcoming and belonging

TARGETS

- Better change in visitor spend over four years than state of Texas
- Growth in annual economic impact from group sales and sports by 2028
- Increase in POAT Competitive Rank Visitor Interest

- DMP completed by end of 2025
- Minimum one citywide beautification initiative
- Increase in air lift from out of state passengers

- Improved resident sentiment score
- Growth in tourism-related fields of study at local schools
- Develop a metric to measure destination sustainability
- Improved DNEXT assessment score in 2027

- New contract with City by September 2024
- DMAP recertification completed by 2026
- Improved employee satisfaction survey scores
- Above the mean scores on Destinations International EDI Assessment

DestinationNEXT Results





CORPUS CHRISTI  
SPORTS COMMISSION

COASTAL BEND SPORTS  
**HALL *of* FAME**

**AND AWARDS SHOW**








THURSDAY  
**JUNE 6**

DOORS OPEN AT 5:30PM





*Save the Date*

AMERICAN BANK CENTER ARENA  
1901 N. SHORELINE BLVD.  
CORPUS CHRISTI, TX 78401

# TRANSPARENCC.COM

 <p><b>Monthly Organization Reports</b></p> <p><a href="#">READ MORE</a></p>	 <p><b>2023 Annual Report</b></p> <p><a href="#">READ MORE</a></p>	 <p><b>2023-2027 Strategic Plan</b></p> <p><a href="#">READ MORE</a></p>	 <p><b>2023-2025 Business Plan</b></p> <p><a href="#">READ MORE</a></p>
 <p><b>2023 Resident Sentiment Survey</b></p> <p><a href="#">READ MORE</a></p>	 <p><b>2023 Annual Independent Audit</b></p> <p><a href="#">READ MORE</a></p>	 <p><b>Monthly Data Reports</b></p> <p><a href="#">READ MORE</a></p>	 <p><b>2021 Resident Sentiment Survey</b></p> <p><a href="#">READ MORE</a></p>

## TOURISM INDUSTRY STUDIES

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





# VISIT CORPUS CHRISTI

