



# Corpus Christi CVB

CITY COUNCIL UPDATE  
DECEMBER 10, 2013

# Agenda

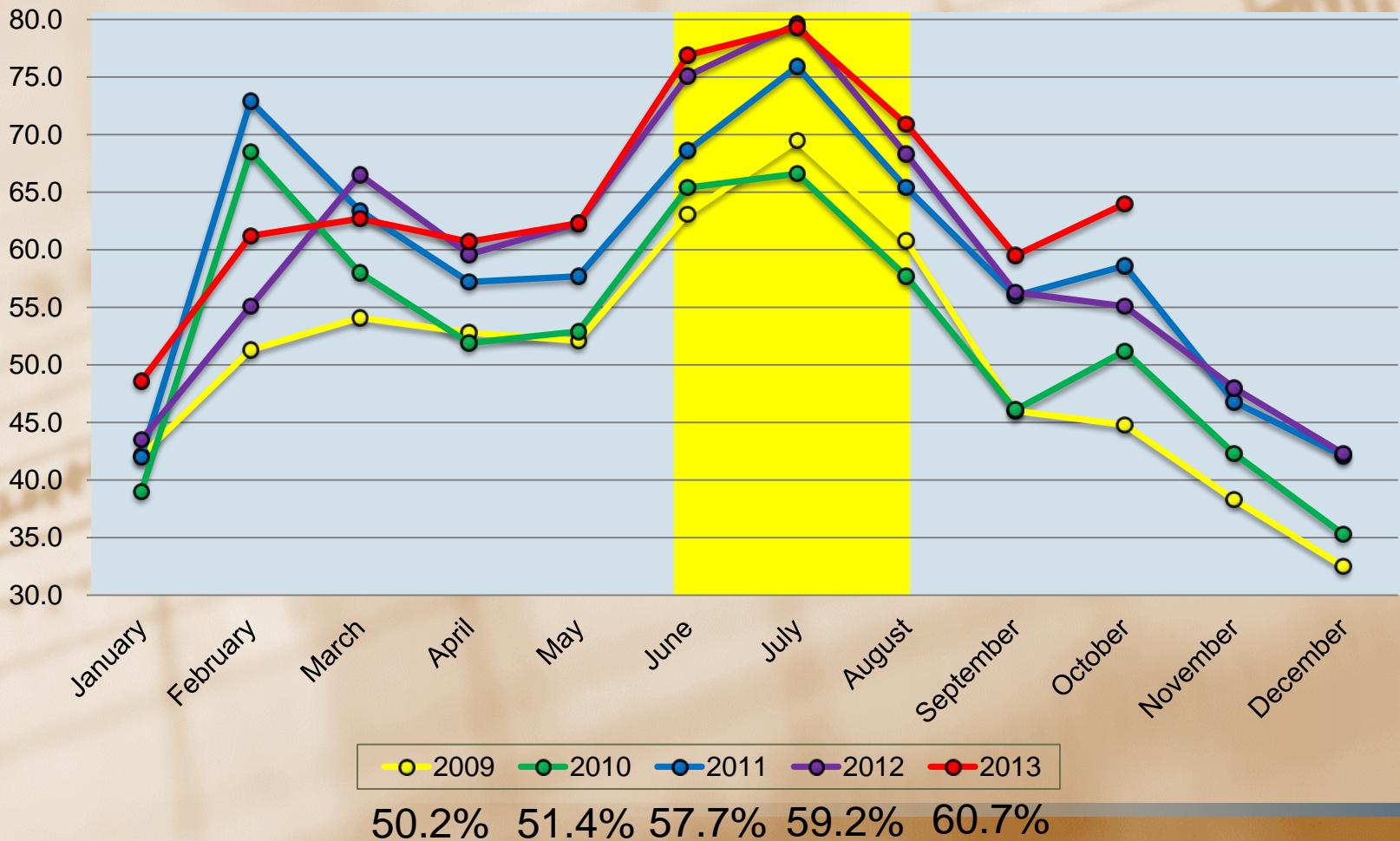
- **Audit Results**
- **Performance**
- **Transition Plan**
- **Hospitality Industry Impact**

# **Audit Results**

- **Financial**
- **Compliance Review**

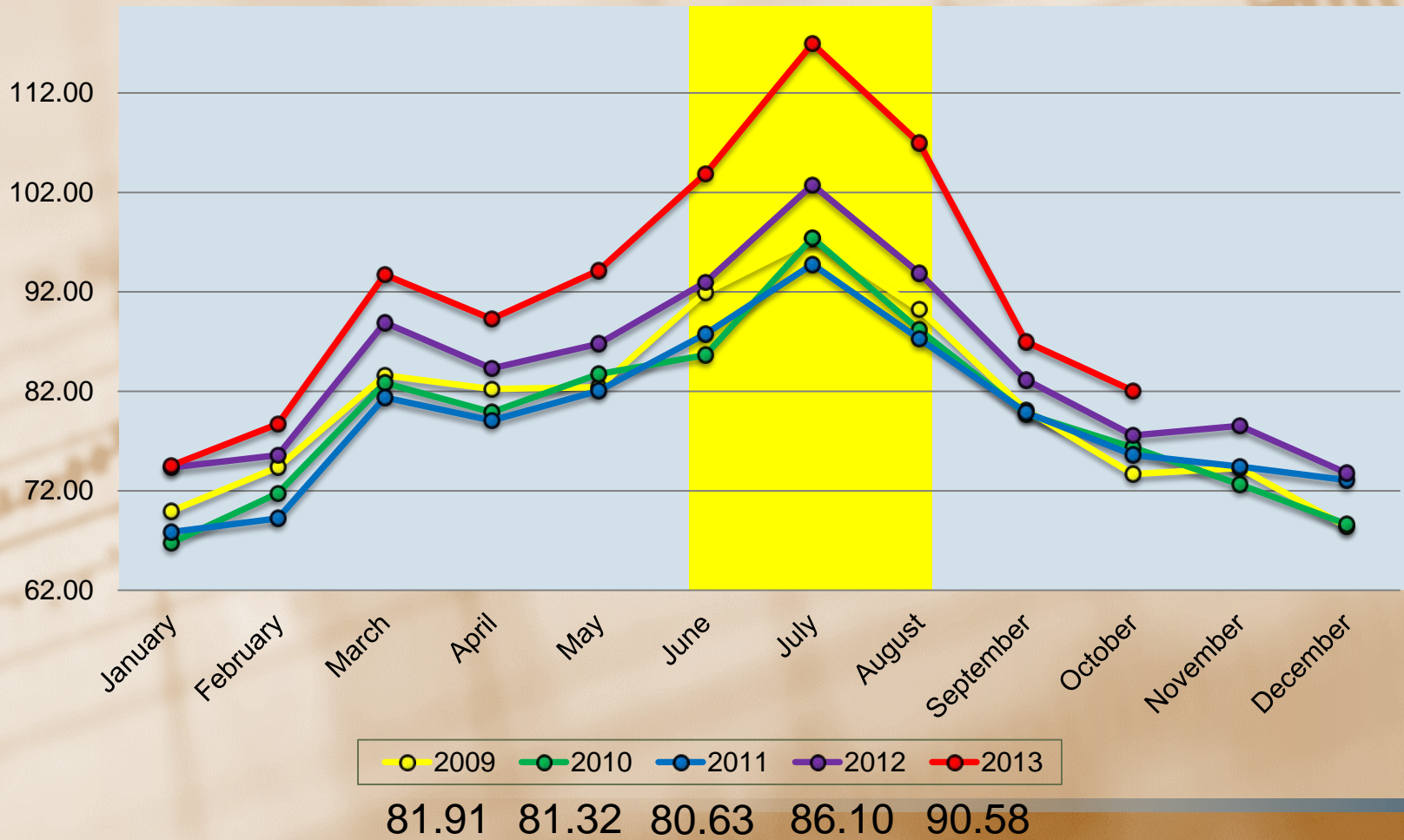
# Performance

## STR Occupancy 2009-2013



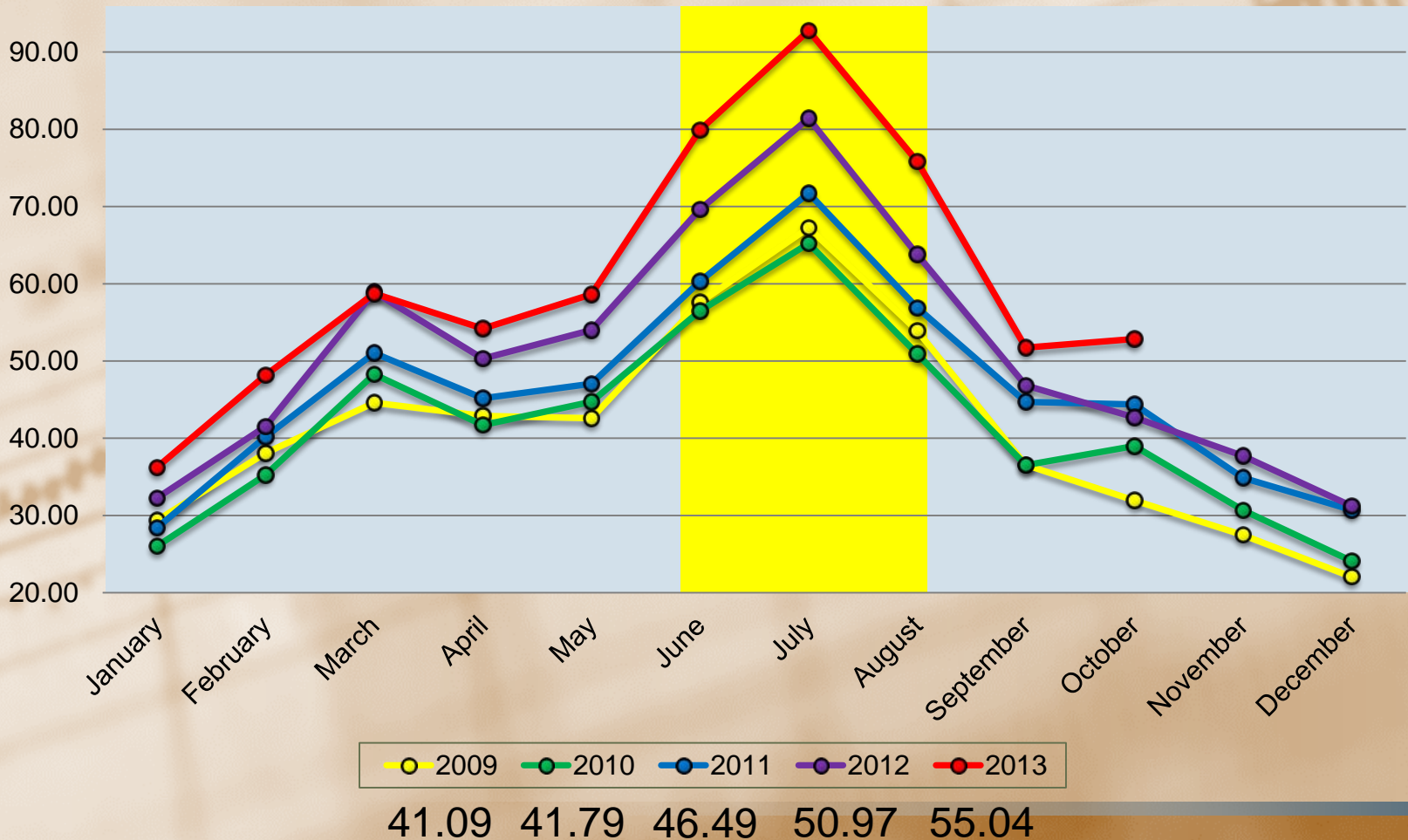
# Performance

## STR ADR 2009-2013



# Performance

## STR RevPar 2009-2013



# Performance – Peak

- **Support With Advertising**
- **Reduce Convention Bookings**

# **Performance – Off Peak**

- **Expand Existing Events**
- **Add Additional Existing Events**
- **Create New Events**



# Performance – Off Peak

- **Special Events Committee**
- **Marketing Calendar to Plan for Upcoming Events**



# Performance – Off Peak

- Corpus Christi Bikefest (Oct. 11-13)



# Performance – Off Peak

- Corpus Christi Bikefest (Oct. 11-13)



# Smith Travel Research

10/6 - 10/12

	Current Week Occupancy (%)					Current Week Occupancy Percent Change (%)				
	WD	Fri	Sat	WE	Total	WD	Fri	Sat	WE	Total
United States	63.5	75.4	80.8	78.1	67.7	0.7	4.6	6.6	5.7	2.3
Texas	62.8	73.6	77.7	75.7	66.5	4.5	5.7	8.7	7.2	5.4
San Antonio, TX	53.2	75.4	79.1	77.2	60.1	-11.5	11.0	11.2	11.1	-4.3
Austin, TX	71.3	86.1	91.8	89.0	76.4	3.4	1.4	5.9	3.7	3.5
Mobile, AL (City of)+	54.1	70.0	67.1	68.5	58.2	7.6	19.2	14.1	16.6	10.5
Shreveport MSA	53.6	53.7	61.5	57.6	54.7	14.1	-21.1	-28.7	-25.4	-1.6
East Plano/Richardson	67.1	93.3	92.3	92.8	74.5	15.7	5.3	14.2	9.5	13.4
Bedford/Grapevine	76.8	86.7	90.3	88.5	80.1	11.9	38.1	46.4	42.3	19.9
Arlington, TX	56.4	73.5	89.8	81.6	63.6	33.1	30.4	53.9	42.3	36.4
Fort Worth South/West	43.8	75.9	79.7	77.8	53.5	-7.8	15.1	14.5	14.8	0.4
Lubbock, TX	65.2	91.0	95.2	93.1	73.2	16.5	9.5	3.9	6.5	12.7
Brownsville, TX	39.7	56.2	63.9	60.0	45.5	-2.1	-1.2	-5.3	-3.4	-2.6
<b>Corpus Christi, TX</b>	<b>65.3</b>	<b>81.9</b>	<b>91.2</b>	<b>86.5</b>	<b>71.4</b>	<b>21.1</b>	<b>40.3</b>	<b>42.9</b>	<b>41.6</b>	<b>27.5</b>
El Paso, TX	58.4	65.8	71.3	68.5	61.3	-5.3	-1.3	7.0	2.9	-2.9
Galveston-Texas City, TX	47.8	70.3	87.1	78.7	56.6	12.6	5.0	2.2	3.4	8.8

# Smith Travel Research

10/6 - 10/12

	Current Week ADR					Current Week ADR Percent Change (%)					
	Thur	WD	Fri	Sat	WE	Total	WD	Fri	Sat	WE	Total
United States	113.10	113.88	114.37	117.29	115.88	114.54	4.1	5.9	7.0	6.5	4.9
Texas	99.14	100.68	99.52	99.94	99.73	100.37	5.1	5.8	6.7	6.3	5.5
San Antonio, TX	108.70	104.43	107.59	105.44	106.49	105.19	-3.5	11.2	11.8	11.5	1.0
Austin, TX	130.01	124.88	138.76	138.63	138.69	129.48	5.8	1.2	0.7	0.9	4.0
Mobile, AL (City of)+	75.17	78.69	70.34	71.72	71.02	76.11	-1.1	2.5	1.1	1.8	-0.4
Shreveport MSA	69.68	70.37	71.96	74.45	73.29	71.25	-3.0	-5.0	-5.7	-5.5	-4.4
East Plano/Richardson	80.39	80.12	78.97	76.21	77.60	79.22	1.3	6.6	7.6	7.0	3.3
Bedford/Grapevine	137.52	133.13	126.68	123.81	125.22	130.63	-0.5	16.6	13.8	15.2	2.8
Arlington, TX	74.74	90.75	86.27	110.77	99.75	94.05	17.7	18.1	54.9	38.0	24.7
Fort Worth South/West	66.00	65.45	70.74	71.41	71.08	67.79	3.1	4.9	6.2	5.6	4.5
Lubbock, TX	86.01	85.82	144.52	147.02	145.80	107.62	9.4	13.4	13.9	13.6	10.3
Brownsville, TX	77.38	77.17	75.55	76.20	75.89	76.69	3.1	-4.9	-8.3	-6.8	-0.8
<b>Corpus Christi, TX</b>	<b>82.67</b>	<b>82.42</b>	<b>90.00</b>	<b>94.01</b>	<b>92.11</b>	<b>85.77</b>	<b>7.6</b>	<b>16.8</b>	<b>19.0</b>	<b>18.0</b>	<b>11.3</b>
El Paso, TX	78.14	80.08	66.60	65.94	66.26	75.67	2.2	2.7	1.8	2.2	1.9
Galveston-Texas City, TX	92.95	92.02	108.80	125.77	118.20	102.42	8.4	9.2	7.9	8.3	7.8

# Smith Travel Research

10/6 - 10/12

	Current Week RevPAR					Current Week RevPAR Percent Change (%)				
	WD	Fri	Sat	WE	Total	WD	Fri	Sat	WE	Total
United States	72.30	86.27	94.77	90.52	77.50	4.8	10.8	14.1	12.5	7.3
Texas	63.25	73.28	77.62	75.45	66.74	9.9	11.9	16.0	13.9	11.2
San Antonio, TX	55.55	81.08	83.41	82.24	63.17	-14.5	23.4	24.4	23.9	-3.4
Austin, TX	89.09	119.51	127.25	123.38	98.89	9.4	2.6	6.7	4.6	7.7
Mobile, AL (City of)+	42.58	49.26	48.10	48.68	44.32	6.4	22.1	15.3	18.7	10.0
Shreveport MSA	37.69	38.65	45.78	42.22	38.99	10.7	-25.0	-32.8	-29.5	-5.9
East Plano/Richardson	53.80	73.71	70.31	72.01	59.00	17.2	12.3	22.8	17.2	17.2
Bedford/Grapevine	102.23	109.86	111.83	110.85	104.69	11.3	61.1	66.6	63.8	23.3
Arlington, TX	51.20	63.37	99.46	81.41	59.83	56.7	53.9	138.4	96.4	70.0
Fort Worth South/West	28.69	53.67	56.95	55.31	36.29	-4.9	20.8	21.6	21.2	4.9
Lubbock, TX	55.97	131.46	140.02	135.74	78.76	27.5	24.2	18.3	21.1	24.2
Brownsville, TX	30.63	42.44	48.69	45.56	34.89	1.0	-6.0	-13.2	-10.0	-3.4
<b>Corpus Christi, TX</b>	<b>53.85</b>	<b>73.67</b>	<b>85.71</b>	<b>79.69</b>	<b>61.23</b>	<b>30.4</b>	<b>63.8</b>	<b>70.0</b>	<b>67.1</b>	<b>42.0</b>
El Paso, TX	46.78	43.80	47.01	45.41	46.39	-3.2	1.4	9.0	5.2	-1.0
Galveston-Texas City, TX	43.94	76.43	109.55	92.99	57.95	22.1	14.7	10.2	12.0	17.3

# Performance – Off Peak

- Dia De Los Muertos (Nov. 1-3)
- CC First (Nov. 1-3)



NOV 1-3

CORPUS CHRISTI  
**DIA DE  
LOS MUERTOS**  
DiaDeLosMuertosCC.com

Market. Music. Art.  
Fitness. Fun. **Free.**



CorpusChristiFirst.com

October 4-5-6



# Smith Travel Research

10/27 - 11/2

	Current Week Occupancy				Current Week Occupancy Percent Change (%)					
	WD	Fri	Sat	WE	Total	WD	Fri	Sat	WE	Total
United States	54.8	64.8	68.5	66.7	58.2	2.1	-2.8	0.6	-1.1	1.1
Texas	57.7	68.6	74.8	71.7	61.7	4.7	-1.2	5.0	1.9	3.8
San Antonio, TX	48.2	63.8	70.2	67.0	53.6	-0.3	-11.9	-4.8	-8.3	-3.3
Austin, TX	69.0	88.9	94.9	91.9	75.5	18.5	6.3	9.3	7.8	14.5
Mobile, AL (City of)+	49.7	67.6	67.2	67.4	54.8	7.8	1.1	7.7	4.3	6.6
Shreveport MSA	53.2	69.2	74.5	71.8	58.6	15.9	13.6	14.3	14.0	15.2
East Plano/Richardson	61.3	63.5	72.5	68.0	63.2	13.5	12.0	17.1	14.7	13.8
Bedford/Grapevine	67.4	77.9	95.1	86.5	72.8	12.8	22.4	26.1	24.4	16.5
Arlington, TX	44.0	66.9	94.8	80.8	54.5	-13.9	21.4	75.3	48.1	4.6
Fort Worth South/West	36.5	63.2	74.8	69.0	45.8	-6.6	9.8	14.2	12.1	0.6
Lubbock, TX	53.0	95.1	96.5	95.8	65.3	12.3	0.5	2.1	1.3	7.4
Brownsville, TX	37.7	50.7	62.2	56.5	43.1	4.6	-11.8	-5.5	-8.4	-0.7
<b>Corpus Christi, TX</b>	<b>54.9</b>	<b>69.2</b>	<b>70.0</b>	<b>69.6</b>	<b>59.1</b>	<b>16.1</b>	<b>22.5</b>	<b>24.2</b>	<b>23.3</b>	<b>18.4</b>
El Paso, TX	65.2	73.3	78.0	75.6	68.2	-1.2	-15.3	-5.5	-10.5	-4.3
Galveston-Texas City, TX	36.8	83.9	93.9	88.9	51.7	1.1	-5.1	0.1	-2.4	-0.7

# Smith Travel Research

10/27 - 11/2

	Current Week ADR					Current Week ADR Percent Change (%)				
	WD	Fri	Sat	WE	Total	WD	Fri	Sat	WE	Total
United States	109.19	106.77	109.23	108.03	108.82	4.7	1.8	4.2	3.0	4.2
Texas	98.58	94.24	97.15	95.76	97.64	8.8	3.5	7.3	5.5	7.7
San Antonio, TX	99.51	91.14	96.74	94.07	97.57	6.0	-7.5	-0.6	-3.9	2.3
Austin, TX	121.75	128.61	133.09	130.92	124.94	15.8	11.1	18.5	14.9	15.2
Mobile, AL (City of)+	75.86	75.54	76.06	75.80	75.84	-2.1	-4.2	0.4	-2.0	-2.1
Shreveport MSA	71.29	71.62	72.88	72.27	71.63	-1.2	1.3	0.7	1.0	-0.4
East Plano/Richardson	78.23	65.14	64.34	64.71	74.08	2.6	2.3	3.0	2.6	2.6
Bedford/Grapevine	127.88	116.88	124.01	120.81	125.48	8.3	4.0	5.9	5.1	7.2
Arlington, TX	77.75	87.26	117.42	104.95	89.28	-13.1	19.4	62.2	44.3	5.7
Fort Worth South/West	62.99	67.12	69.21	68.25	65.25	3.4	7.7	8.0	7.9	5.5
Lubbock, TX	78.94	159.93	166.33	163.15	114.26	4.0	6.1	6.3	6.2	3.5
Brownsville, TX	73.85	68.73	67.08	67.82	71.59	6.0	5.9	3.6	4.6	5.8
<b>Corpus Christi, TX</b>	<b>79.13</b>	<b>80.44</b>	<b>81.59</b>	<b>81.02</b>	<b>79.76</b>	<b>0.3</b>	<b>4.9</b>	<b>7.5</b>	<b>6.2</b>	<b>2.2</b>
El Paso, TX	80.95	67.26	66.82	67.03	76.54	4.6	-0.3	0.5	0.1	3.6
Galveston-Texas City, TX	91.06	162.43	169.15	165.98	127.87	3.5	6.8	7.0	7.0	5.2

# Smith Travel Research

10/27 - 11/2

	Current Week RevPAR					Current Week RevPAR Percent Change (%)				
	WD	Fri	Sat	WE	Total	WD	Fri	Sat	WE	Total
United States	59.82	69.21	74.87	72.04	63.29	6.9	-1.0	4.8	1.9	5.3
Texas	56.91	64.66	72.67	68.67	60.27	14.0	2.3	12.7	7.6	11.8
San Antonio, TX	47.98	58.12	67.89	63.00	52.27	5.7	-18.5	-5.4	-11.9	-1.1
Austin, TX	83.95	114.39	126.36	120.37	94.36	37.2	18.1	29.6	23.8	32.0
Mobile, AL (City of)+	37.72	51.04	51.08	51.06	41.53	5.5	-3.1	8.2	2.2	4.3
Shreveport MSA	37.96	49.54	54.29	51.92	41.94	14.5	15.0	15.1	15.1	14.7
East Plano/Richardson	47.99	41.34	46.63	43.98	46.85	16.5	14.5	20.7	17.7	16.8
Bedford/Grapevine	86.18	91.00	118.00	104.50	91.41	22.2	27.3	33.5	30.7	24.9
Arlington, TX	34.19	58.35	111.35	84.85	48.66	-25.2	44.9	184.3	113.7	10.6
Fort Worth South/West	22.99	42.44	51.80	47.12	29.88	-3.4	18.2	23.3	21.0	6.2
Lubbock, TX	41.87	152.13	160.49	156.31	74.57	16.8	6.6	8.5	7.6	11.1
Brownsville, TX	27.83	34.85	41.75	38.30	30.82	10.9	-6.6	-2.1	-4.2	5.0
<b>Corpus Christi, TX</b>	<b>43.43</b>	<b>55.63</b>	<b>57.13</b>	<b>56.38</b>	<b>47.13</b>	<b>16.5</b>	<b>28.6</b>	<b>33.5</b>	<b>31.0</b>	<b>21.1</b>
El Paso, TX	52.80	49.32	52.11	50.71	52.21	3.3	-15.5	-5.0	-10.4	-0.9
Galveston-Texas City, TX	33.52	136.21	158.91	147.56	66.10	4.6	1.4	7.1	4.4	4.5

# Performance – Off Peak

- Corpus Christi Challenge (Nov. 29-30)



The graphic is split into two vertical panels. The left panel has a black background and features a basketball on the left side with the text "CORPUS CHRISTI Challenge" in white and orange, and "Nov 29 | 9PM" below it. The right panel has an orange background and features the "ATM" logo, a "VS" in a black circle, and a white bear head logo, with "AMERICAN BANK CENTER" written below.

**CORPUS CHRISTI**  
*Challenge*  
Nov 29 | 9PM

**ATM** VS   
AMERICAN  
BANK CENTER

# Smith Travel Research

11/24 - 11/30

	Current Week Occupancy (%)				Current Week Occupancy Percent Change (%)					
	WD	Fri	Sat	WE	Total	WD	Fri	Sat	WE	Total
United States	42.6	61.5	54.4	57.9	47.0	-15.9	13.0	-5.3	3.6	-9.9
Texas	43.4	60.3	52.7	56.5	47.1	-16.9	4.0	-14.4	-5.5	-13.3
San Antonio, TX	39.4	74.1	59.7	66.9	47.2	-10.2	24.4	-3.1	10.4	-2.9
Austin, TX	48.3	64.2	51.8	58.0	51.1	-13.6	-2.7	-27.6	-15.7	-14.3
Mobile, AL (City of)+	38.3	50.7	46.9	48.8	41.3	-12.9	12.1	9.0	10.6	-6.2
Shreveport MSA	39.7	55.3	50.6	52.9	43.5	-9.2	1.1	-9.4	-4.2	-7.6
East Plano/Richardson	48.5	71.2	59.7	65.4	53.3	-11.5	8.2	-11.4	-1.7	-8.3
Bedford/Grapevine	45.6	66.9	54.2	60.5	49.9	-19.4	6.1	-25.2	-10.6	-16.6
Arlington, TX	51.4	58.4	42.9	50.6	51.2	30.3	23.3	-43.3	-17.6	11.9
Fort Worth South/West	41.1	53.3	45.0	49.1	43.4	3.5	9.6	-15.0	-3.2	1.2
Lubbock, TX	42.2	75.8	53.6	64.7	48.7	-15.4	21.6	-28.9	-5.9	-11.9
Brownsville, TX	38.1	66.1	53.0	59.6	44.3	4.0	29.8	-13.2	6.4	4.9
<b>Corpus Christi, TX</b>	<b>34.8</b>	<b>49.7</b>	<b>39.2</b>	<b>44.4</b>	<b>37.5</b>	<b>-13.5</b>	<b>11.2</b>	<b>-29.7</b>	<b>-11.5</b>	<b>-12.8</b>
El Paso, TX	50.5	77.8	69.6	73.7	57.2	-16.5	16.8	-9.1	3.0	-10.2
Galveston-Texas City, TX	34.5	64.2	60.7	62.4	42.5	7.0	1.3	-24.4	-13.0	-2.4

# Smith Travel Research

11/24 - 11/30

	Current Week ADR					Current Week ADR Percent Change (%)				
	WD	Fri	Sat	WE	Total	WD	Fri	Sat	WE	Total
United States	95.45	101.58	100.08	100.87	97.36	-8.4	2.3	-1.2	0.5	-5.5
Texas	79.08	82.32	79.29	80.91	79.71	-12.5	-0.8	-5.2	-2.9	-9.6
San Antonio, TX	78.73	93.79	86.54	90.56	83.51	-11.9	5.0	-4.5	0.6	-6.8
Austin, TX	102.11	104.02	96.91	100.85	101.70	-2.6	2.0	-5.2	-1.3	-2.1
Mobile, AL (City of)+	64.33	63.86	62.87	63.39	64.01	-15.8	-0.6	-1.9	-1.2	-12.2
Shreveport MSA	65.47	71.30	70.31	70.83	67.33	-9.3	0.8	-2.0	-0.6	-6.3
East Plano/Richardson	61.05	63.78	62.40	63.15	61.78	-21.6	-7.8	-7.4	-7.5	-17.3
Bedford/Grapevine	112.59	120.34	112.17	116.69	114.01	-1.0	9.5	-6.8	1.0	-0.3
Arlington, TX	89.92	75.35	65.89	71.35	84.67	23.4	3.8	-30.0	-16.9	8.8
Fort Worth South/West	63.81	66.39	63.02	64.85	64.15	4.4	10.2	3.1	6.8	5.2
Lubbock, TX	70.67	76.96	76.13	76.61	72.93	-5.4	1.2	0.3	0.9	-2.9
Brownsville, TX	65.58	67.53	64.51	66.19	65.81	-9.2	5.4	1.7	3.9	-4.6
<b>Corpus Christi, TX</b>	<b>76.19</b>	<b>80.24</b>	<b>77.42</b>	<b>79.00</b>	<b>77.14</b>	<b>-0.4</b>	<b>11.5</b>	<b>3.2</b>	<b>7.3</b>	<b>2.1</b>
El Paso, TX	64.58	64.80	63.54	64.21	64.44	-18.1	1.2	-2.6	-0.7	-13.2
Galveston-Texas City, TX	78.55	98.49	103.14	100.75	87.86	-0.1	-5.3	-7.4	-6.9	-5.0

# Smith Travel Research

11/24 - 11/30

	Current Week RevPAR					Current Week RevPAR Percent Change (%)				
	WD	Fri	Sat	WE	Total	WD	Fri	Sat	WE	Total
United States	40.66	62.43	54.40	58.42	45.73	-22.9	15.6	-6.4	4.2	-14.8
Texas	34.30	49.66	41.79	45.72	37.56	-27.2	3.1	-18.9	-8.2	-21.6
San Antonio, TX	31.01	69.47	51.65	60.56	39.45	-20.9	30.5	-7.5	11.1	-9.5
Austin, TX	49.31	66.81	50.21	58.51	51.94	-15.8	-0.8	-31.4	-16.7	-16.1
Mobile, AL (City of)+	24.63	32.37	29.47	30.92	26.43	-26.7	11.4	7.0	9.3	-17.6
Shreveport MSA	25.98	39.41	35.55	37.48	29.27	-17.7	1.9	-11.3	-4.8	-13.4
East Plano/Richardson	29.61	45.42	37.22	41.32	32.95	-30.7	-0.3	-17.9	-9.1	-24.2
Bedford/Grapevine	51.35	80.49	60.76	70.63	56.86	-20.2	16.1	-30.2	-9.7	-16.8
Arlington, TX	46.26	44.03	28.23	36.13	43.37	60.9	28.0	-60.3	-31.5	21.8
Fort Worth South/West	26.21	35.36	28.33	31.84	27.82	8.1	20.7	-12.3	3.4	6.5
Lubbock, TX	29.84	58.35	40.83	49.59	35.49	-19.9	23.2	-28.7	-5.1	-14.5
Brownsville, TX	25.01	44.64	34.20	39.42	29.13	-5.5	36.8	-11.7	10.5	0.1
<b>Corpus Christi, TX</b>	<b>26.48</b>	<b>39.87</b>	<b>30.32</b>	<b>35.10</b>	<b>28.94</b>	<b>-13.8</b>	<b>24.0</b>	<b>-27.4</b>	<b>-5.0</b>	<b>-11.0</b>
El Paso, TX	32.64	50.43	44.21	47.32	36.83	-31.6	18.2	-11.4	2.2	-22.1
Galveston-Texas City, TX	27.14	63.23	62.56	62.89	37.35	6.9	-4.1	-30.0	-19.0	-7.3



# Transition Plan





# **Hospitality Industry Impact**

# **Dr. Lee's Highlights**

- **5<sup>th</sup> Most Popular Tourist Destination**
- **7.1 Million Visitors**
- **80% Leisure Based**
- **20% Convention & Meetings**
- **2<sup>nd</sup> Largest Private Employer**
- **15,800 Local Jobs Directly Related**
- **\$1.4 Billion Economic Impact**



**Thank You**

LOOKING FORWARD TO A PRODUCTIVE 2013-2014 FISCAL YEAR