



VISIT CORPUS CHRISTI

CORPUS CHRISTI ANNUAL REPORT

Visit Corpus Christi | 2023-2024



Dear City of Corpus Christi,

Growth does not happen by chance. It takes vision, strategy, and an unwavering commitment to our mission. Every year, we reflect on our progress, and each time, I am reminded of the passion and drive that fuels this team. What we have built is more than momentum. It is a movement that amplifies the story of Corpus Christi, strengthens our economy, and raises the bar for what it means to be the Gulf Coast Capital.

Tourism remains the backbone of our economy, and its impact is undeniable. Last year alone, visitors spent \$1.48 billion in Corpus Christi, generating \$50+ million in state and local tax revenue directly benefiting the city. Tourism-driven economic activity in Corpus Christi generates enough sales tax revenue to cover 75% of city road repairs and maintenance, 57% of police operations, or 73% of fire department operations.

This year, we proudly introduced new initiatives that celebrate and elevate our tourism and hospitality industry. The Film & Music Commission took the lead in recognizing those making a lasting impact in the local film, music, and entertainment industries. These efforts celebrate the people behind the productions and help position Corpus Christi as a rising hub for cultural and creative excellence. Additionally, the Corpus Christi Sports Commission, a strategic initiative of Visit Corpus Christi, made history with the launch of the Coastal Bend Sports Hall of Fame, a milestone event that recognizes the impact of sports on our community and honors those who have shaped its legacy.

Our commitment to excellence was further recognized through awards and recognitions. We were honored to receive the FiredUp! Best in Workplace Culture Award, placing us in the top 4% of organizations surveyed, and achieving a 100% rating of "Igniting and Above" for fostering a dynamic and engaged workplace. We also secured our Destination Marketing Accreditation Program (DMAP) certification renewal with distinction, a recognition held by fewer than 30 cities worldwide, demonstrating our continued adherence to the highest standards of governance, financial management, and strategic planning.

As we celebrate another year of groundbreaking achievements, I am honored to present the 2024 Annual Report. This report is a testament to the relentless dedication of our team, the support of our community, and the boundless opportunities that lie ahead. Together, we are not just promoting Corpus Christi—we are shaping its future.



A stylized, light blue signature of Meredith Darden.

Meredith Darden
Visit Corpus Christi
Interim President & CEO



TABLE OF CONTENTS

2	Letter from the CEO	14	Marketing & Communications
4	Tourism's Economic Impact	18	Experience Development
5	Lodging Overview	20	VCC & TPID Board of Directors
6	2023-2027 Strategic Plan	21	Q5 Summary
8	Convention Sales & Services	22	FY 2023-2024 Financials
10	Sports Commission	24	Who We Are
12	Film & Music Commission	26	Visit Corpus Christi Staff



TOURISM'S ECONOMIC IMPACT

Tourism is a cornerstone of Corpus Christi's economy. Beyond the beaches and bayfront views, tourism is a powerful economic engine that drives visitor spending, creates jobs, and energizes local businesses. It funds vital city services, supports infrastructure improvements, and generates Hotel Occupancy Tax (HOT) and sales tax revenues. Through strategic marketing and sustained investment, travel doesn't just bring visitors; it builds a thriving, vibrant community.

THE CORPUS CHRISTI POWER OF TRAVEL IN 2024



28K

Total Jobs
Supported



Leisure & Hospitality is Corpus
Christi's 4th largest industry



1 out of 7 employees work in the
Leisure & Hospitality industry, which
is 14% of total employment

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

9.97M

TOTAL VISITORS

\$1.48B

IN ECONOMIC IMPACT

\$50+M

GENERATED IN STATE
AND LOCAL TAXES

Residents would have to spend \$12,590 per year to replace the economic activity that is currently being generated by tourism in the area.

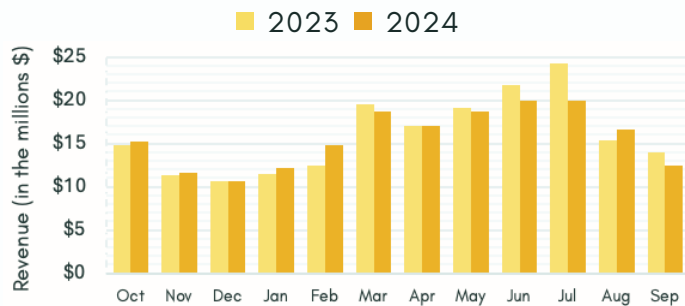
LODGING OVERVIEW

Corpus Christi hotels began 2024 on par with last year, maintaining steady occupancy and average daily rate (ADR) through Q1. Despite economic pressures and shifting travel trends softening summer demand, weekend leisure travel and major events supported overall revenue.

Short-Term Rental (STR) revenue continued to grow, driven by travelers' preference for alternative lodging during peak periods like summer and holidays. This growth also boosted lodging tax revenue and overall visitor spending.

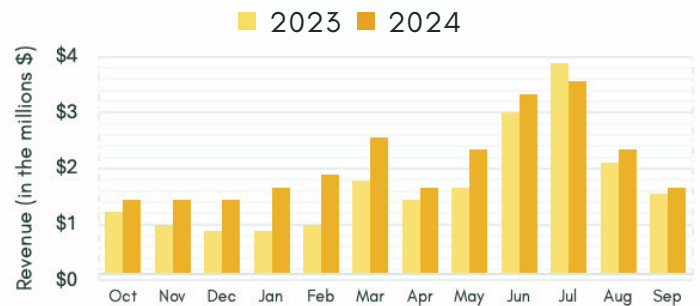
Combined hotel and STR performance increased lodging tax contributions, underscoring tourism's vital role in the local economy. Strategic marketing targeting high-intent travelers helped offset summer slowdowns, supporting ongoing demand. Looking ahead, positioning Corpus Christi as a top leisure destination remains key to sustaining growth across both sectors.

HOTEL REVENUE



FISCAL YEAR END

SHORT-TERM RENTAL REVENUE



FISCAL YEAR END

AGGREGATED HOTEL PERFORMANCE

PERIOD: OCTOBER 2023 - SEPTEMBER 2024

Occupancy	ADR	RevPAR*	Supply	Demand	Revenue
55.1%	\$104	\$57	3.3M	1.8M	\$187.9M
▼ -0.6%	▼ -2.2%	▼ -2.8%	▲ 0.6%	▲ 0.0%	▼ -2.3%

AGGREGATED SHORT-TERM RENTAL PERFORMANCE

PERIOD: OCTOBER 2023 - SEPTEMBER 2024

Occupancy	ADR	RevPAR*	Supply	Demand	Revenue
34.7%	\$147	\$51	423.8K	146.9K	\$21.6M
▼ -1.5%	▲ 2.3%	▲ 0.8%	▲ 25.9%	▲ 24%	▲ 26.9%

*Revenue per Available Room (RevPAR)



2023-2027 STRATEGIC PLAN

As Visit Corpus Christi wraps up the first year of its four-year strategic plan, we are proud to reflect on the measurable progress made toward our bold strategic initiatives. We’ve made significant strides across all four strategic pillars. This year’s accomplishments reflect our team’s commitment to excellence and continued momentum toward long-term success.



Bold SMarketing

As part of our Bold SMarketing strategy, Visit Corpus Christi successfully launched an event services tiers program designed to identify growth potential and strategic opportunities for key signature events. This initiative, supported by targeted public relations efforts, enhances off-peak seasonality by driving leisure visitation during shoulder seasons and positions Corpus Christi as a year-round destination.



Collaborative Destination Development

Visit Corpus Christi continues to advance destination infrastructure by actively promoting the development of new youth sports facilities and advocating for the redevelopment of the convention center to support long-term group business growth. In partnership with the Corpus Christi International Airport, we’ve also launched targeted campaigns in Denver, Minneapolis, and Chicago to improve air service and increase out-of-state passenger traffic to the Gulf Coast Capital.



Inclusive Community Alignment

Visit Corpus Christi continues to leverage the PATH (Professions Across Tourism & Hospitality) initiative to strengthen the local tourism and hospitality workforce by supporting the growth of tourism-related fields of study at local schools and through collaboration with partners like the Texas Hotel & Lodging Association and the Hospitality Educators Association of Texas. For the first time, the State of Texas has formally recognized “Hospitality, Tourism, and Culture” as a target industry sector in its five-year strategic plan—an acknowledgment that not only validates our efforts, but also opens new pathways for funding, support, and statewide collaboration.



Driven Organization

As a testament to our commitment to operational excellence, Visit Corpus Christi secured a new five-year contract with the City of Corpus Christi - ensuring long-term continuity in destination management and reinforcing our strong, collaborative relationship with city leadership and elected officials. Additionally, we renewed our Destination Marketing Accreditation Program (DMAP) certification with distinction, placing us among fewer than 30 cities globally recognized for setting the highest standards in destination marketing and management.



Bold SMarketing



Collaborative Destination Development



Inclusive Community Alignment



Driven Organization

KEY INITIATIVES

Continue to build a global brand

Continue to grow domestic land sports and international water sports

Expand group sales strategy for emerging opportunities

Create a film and music sales strategy

Identify and promote signature events to enhance off-peak seasonality

Advocate and support redevelopment of the Convention Center

Promote and support development of new youth sports facilities

Complete a Destination Development Strategy to include the islands, North Beach, and Downtown

Work with CCIA to improve air service

Promote cleanliness and beautification initiatives for the area

Cultivate resident and community support for tourism and VCC

Promote regenerative tourism through environmental, sociocultural, and economic sustainability

Leverage PATH to improve the tourism and hospitality workforce

Strengthen collaboration with key industry and community organizations

Enhance relationships and collaboration with City/State

Obtain a new, improved contract with the City of Corpus Christi

Renew DMAP Certification "with distinction"

Develop an employee retention and professional development plan

Capitalize on new technology and innovation trends

Enact Tourism Diversity Matters strategic initiatives to improve regional social inclusion, welcoming, and belonging



MEET CORPUS CHRISTI

DRIVING GROWTH IN CONVENTION SALES AND SERVICES

The Visit Corpus Christi Sales Team is dedicated to positioning Corpus Christi as a premier destination for conventions and meetings, strengthening our regional and national presence in the industry. By fostering strategic partnerships and delivering exceptional service, we drive direct economic impact, growing hotel room night production for area hotel partners and creating incremental sales for restaurants, bars, and attractions. In 2024, we ended the year with 138.6% of our room night goal and 118% of our economic impact goal. By continuing to elevate the city's reputation, we generate lasting benefits for the local economy and hospitality sector.

TOP SALES AND SERVICES METRICS AT A GLANCE

76

TOTAL EVENTS

21

SITE VISITS

63.9K

TOTAL ATTENDEES

3

FAM TOURS HOSTED

**216**

LEADS GENERATED

**44.5K**

DEFINITE ROOM NIGHTS

**\$18.8M**

EST. ECONOMIC IMPACT

The Sales Team turned 80 leads definite this year that were worth approximately \$18.8 million in economic impact and 44,487 room nights at an average daily rate of \$134.81.



SkillsUSA Texas



What We Attended as a Sales Team

The Sales Team attended 18 industry trade shows, connecting with over 400 key decision-makers and promoting the destination for future meetings and conventions. These events provided valuable opportunities to generate leads, strengthen relationships, and position Corpus Christi as a premier Gulf Coast destination for group business.

- Connect Marketplace
- Connect Texas
- Cvent Connect
- Destination Southwest
- Going on Faith Conference
- HelmsBriscoe Annual Partner Meeting
- HPN Annual Partner Conference
- Military Reunion Network Conference
- Meeting Professionals International (MPI) WEC
- RCMA Emerge
- Small & Boutique Meetings
- Small Market Meetings
- Southwest Showcase
- Texas Association of Convention and Visitor Bureaus (TACVB) Sales Blitz
- Texas Society of Association Executives (TSAE) Celebration Luncheon
- TSAE Houston Social
- TSAE New Ideas
- TSAE Open

GROUPS HOSTED

Over the past year, Visit Corpus Christi welcomed a diverse range of conferences and events, strengthening our destination's reputation as a hub for meetings and conventions. These events spanned various market segments including association, education, government, trade, and fraternal organizations, bringing thousands of attendees to Corpus Christi and driving significant economic impact.

TOP 10 SALES GROUPS HOSTED

1. SkillsUSA Texas
2. Texas Business Professionals of America
3. Texas Association for Pupil Transportation
4. Texas Department of Family and Protective Services
5. Education Service Center Region 16
6. American Planning Association, Texas Chapter
7. Texas Commission on Law Enforcement Officer Standards & Education
8. Southeastern Association of Fish and Wildlife Agencies
9. Texas Army National Guard
10. Educate Texas



TSAE New Ideas

**CORPUS CHRISTI**
SPORTS COMMISSION

BUILDING MOMENTUM IN SPORTS TOURISM

The Corpus Christi Sports Commission proudly reflects on a year of growth, impact, and momentum in sports tourism. Through strategic partnerships and a commitment to excellence, we've strengthened our role in attracting diverse sporting events while enhancing the overall experience for athletes, organizers, and spectators. Our efforts continue to drive economic growth, elevate our city's reputation as a premier sports destination, and create lasting opportunities for the community. As we celebrate these achievements, we look ahead with excitement to another year of success and expansion.

KEY WINS IN SPORTS TOURISM

42

TOTAL EVENTS

11

SITE VISITS

24.8K

TOTAL ATTENDEES

1

FAM TOUR HOSTED

**54**

LEADS GENERATED

**38K**

DEFINITE ROOM NIGHTS

**\$17.8M**

EST. ECONOMIC IMPACT

The Sports Commission turned 47 leads definite this year that were worth approximately \$17.8 million in economic impact and 38,281 room nights.



7s Rugby by the Sea



What We Attended as a Sports Team

The Corpus Christi Sports Commission attended major sports trade shows, engaging key organizers to promote the city as a premier sporting destination. These events helped attract tournaments, strengthen relationships, and enhance Corpus Christi's reputation.

- Connect Marketplace
- Express LGBTQ & E-Sports Conference
- Express Sports Conference
- Sports ETA Symposium
- TEAMS Conference

GROUPS HOSTED

Over the past year, Visit Corpus Christi welcomed a dynamic lineup of sporting events and tournaments, reinforcing our destination's reputation as a premier hub for sports tourism. From youth competitions to elite championships, these events attracted thousands of athletes, coaches, and fans to Corpus Christi, generating significant economic impact. By hosting a diverse range of sporting events, we continue to showcase our world-class facilities, coastal appeal, and commitment to growing sports tourism in the region.

TOP 10 SPORTS GROUPS HOSTED

1. Beach to Bay
2. 8 National Talent Competition Beach Finals
3. Fastpitch America Softball Association Southwest Nationals
4. Express Soccer Club
5. USA Table Tennis
6. Corpus Christi Tennis Association Mens and Ladies Little State
7. Competencia Folklórica De Tejas
8. High Performance Aquatic Club Long Course STX Championships
9. Mary Jane's Gymnastics Islander Invitational
10. Texas A&M Corpus Christi Islanders Athletics Islander Splash Meet

SportsETA Symposium



Compete Sports Diversity





SETTING THE STAGE FOR GROWTH IN FILM AND MUSIC INDUSTRIES

In 2024, the Visit Corpus Christi Film & Music Commission took major strides forward, building on past successes and solidifying its pivotal role as a driving force in the city's creative economy. With a focus on strengthening strategic partnerships, expanding its regional reach, and creating new opportunities in film and music, the Commission made significant progress in shaping Corpus Christi as a premier destination for industry professionals.

One of the year's standout milestones was the hiring of a full-time Film & Music Commissioner, Lydia Garza, who also earned official certification as Film Commissioner through the Association of Film Commissioners International (AFCI). This leadership expansion marked a pivotal moment in the Commission's evolution, reinforcing its commitment to industry growth. Additionally, the launch of an updated website elevated Corpus Christi's visibility as a prime location for film productions and music collaborations. This platform will soon serve as the central hub for a comprehensive locations and crew database, further connecting the city to the global creative community.

AFCI in Los Angeles



The Commission also made waves in community advocacy. The Coastal Bend Music Industry Symposium welcomed more than 152 attendees, continuing its mission to connect and educate industry professionals. With over 20,800 attendees and more than \$1,164,800 in economic impact, MusicWalk 2024 highlighted the powerful role live music plays in energizing both the cultural scene and local economy. These events have become essential platforms for collaboration, drawing musicians, venues, producers, and industry leaders from across Texas to share ideas and strengthen the region's creative ecosystem.

As the Commission looks to the future, the successes of 2024 lay the groundwork for even greater expansion, deeper community engagement, and a lasting presence for Corpus Christi in the film and music industries. With momentum on its side, the city is poised to become a premier hub for creative professionals seeking inspiration and opportunity on the Texas Gulf Coast.



Coastal Bend Music Industry Symposium



CREATIVE MOMENTUM

The Film & Music Commission hosted VIP in CC, a curated familiarization tour designed to spotlight Corpus Christi's potential as a premier production hub by rolling out the red carpet and showcasing the best the city has to offer. On August 31, 2024, location scout Aaron Holloway and filmmakers Sam & Vanessa Lerma toured key venues and connected with local stakeholders, further positioning Corpus Christi as an emerging destination for film and media.

During the AFCl event in Los Angeles, the Film Commission had network meetings along with Film Texas commissioners with Netflix, NBC Universal, and Warner Brothers where we introduced our communities to the studio representatives.

The Film Commission was invited to participate in the "TX Film Community Spotlight" documentary for Media for Texas, which highlights the individuals who helped shape the Texas film industry and those who continue to drive its growth.



What We Attended as a Film & Music Team

The Film & Music Commission connected with industry professionals through key 2024 festivals and events, reinforcing Corpus Christi's reputation as a top destination for film productions and live events.

- Austin Film Festival
- Association of Film Commissioners International (AFCl)
- Cinesol Film Festival
- Rockport Film Festival
- Texas Sounds and Cities





CORPUS CHRISTI

AMPLIFYING CORPUS CHRISTI'S REACH WITH STRATEGIC MARKETING

In 2024, Visit Corpus Christi amplified its marketing efforts, driving economic impact through strategic advertising, digital engagement, and targeted storytelling. By leveraging data-driven insights, seasonal travel trends, and high-impact campaigns, the team expanded reach, strengthened visitor intent, and maximized return on investment. With a mix of digital, social, out-of-home, and content marketing, Corpus Christi positioned itself as a premier leisure destination.

RETURN ON AD SPEND (ROAS)

\$51:1

NEI* OUT-OF-STATE
CAMPAIGN

\$33:1

NEI* IN-STATE
CAMPAIGN

17K

HOTEL NIGHTS GENERATED
FROM OUR ADVERTISEMENTS

\$4.69:1

SOJERN TRAVEL
BOOKINGS ROAS

\$1.7M

TRACKED HOTEL
REVENUE GENERATED

\$14:1

TOTAL ROAS BLENDED ON ALL
CAMPAIGN EFFORTS

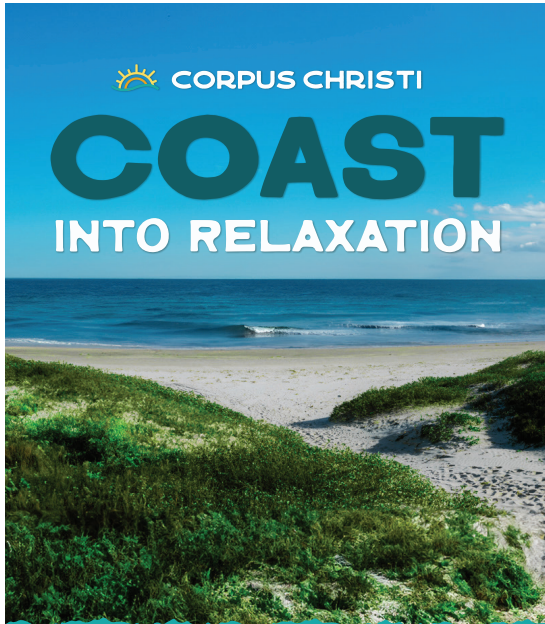
*Net Economic Impact (NEI)


188.9M
TOTAL IMPRESSIONS

9K+
TOTAL CLICKS
5X INDUSTRY BENCHMARK

\$12.1M
TOTAL TRACKED
VISITOR SPEND

Every \$1 spent on advertising resulted in \$30 of visitor spending.



 **CORPUS CHRISTI**

COAST

INTO RELAXATION

Coasting has never been easier. Discover new ways to enhance your well-being along the backdrop of sunshine. With miles of sandy shores and warm ocean breezes, it's easy to immerse yourself in the relaxing beach atmosphere. Whether you're seeking serenity, or outdoor adventures, Corpus Christi offers an idyllic retreat for rejuvenating your mind, body, and spirit. Come feel the difference where health and happiness meet the sea.

VISITCORPUSCHRISTI.COM




CORPUS CHRISTI

FIND YOURSELF RELAXING ON THE COAST



FIND YOURSELF




CORPUS CHRISTI

FIND YOUR ADVENTURE ON THE COAST




FIND YOURSELF



CORPUS CHRISTI

EXPLORE AND FIND YOUR ADVENTURE



FIND YOURSELF

ON THE WEB & SOCIAL MEDIA

Through strategic web and social media efforts, we're inspiring travelers, sharing the Gulf Coast Capital story, and building a dynamic digital presence that connects with audiences worldwide.

WEB METRICS

1.4M

WEB VISITOR SESSIONS

1:04

AVERAGE WEB DURATION

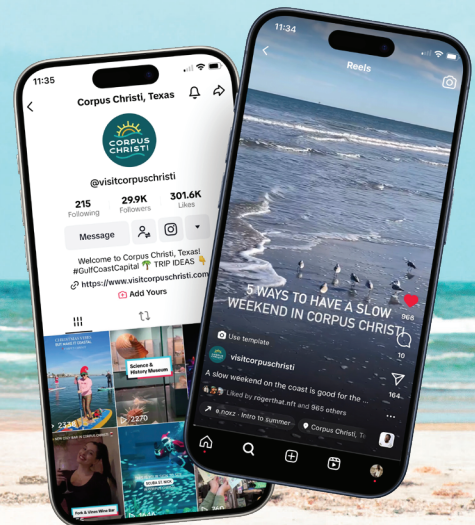
66%

AVERAGE ENGAGEMENT RATE

222.6K

KEY EVENTS

SOCIAL MEDIA METRICS

**61.5M**FACEBOOK
IMPRESSIONS**5.3M**INSTAGRAM
IMPRESSIONS**1.36M**TIKTOK
IMPRESSIONS**13.1M**PINTEREST
IMPRESSIONS**364K**YOUTUBE
IMPRESSIONS



Top Media Mentions

25 Most Beautiful Beaches in the US

Publication: Conde Nast Traveler

UVM: 5,788,863

15 Best Spring Break Getaways in the US

Publication: The Points Guy

UVM: 7,588,046

The 27 Most Beautiful Places in Texas, According to a Local

Publication: Southern Living

UVM: 15,823,211

A Monthly Block Party Marks a Proud New Era for Corpus Christi

Publication: Texas Monthly

UVM: 1,512,777

Here Are Some Last-Minute Spring Break Trip Ideas for Central Texas

Publication: Austin American-Statesman

UVM: 1,628,172

These "In Your Backyard" Vacation Destinations Save Time & Money

Publication: Forbes

UVM: 84,460,132

7 Best Hotels in Corpus Christi

Publication: Travel Awaits

UVM: 953,973

5 US Beaches You Can Camp at and What You Should Pack

Publication: Fox News

UVM: 49,965,171

Texas Beaches to Escape the Oppressive Heat This Summer

Publication: Thrillist

UVM: 2,850,446

Eclipse Fever Starts Now: Here's Where to See the Upcoming "Ring of Fire" Eclipse

Publication: CNN Travel

UVM: 144,473,224

**Unique Visitors per Month (UVM)*

MAKING WAVES IN THE MEDIA

Corpus Christi's reputation as the Gulf Coast Capital continues to grow, driven by innovative, data-backed public relations strategies. In 2024, Visit Corpus Christi's Communications team advanced its mission through strategic media engagement and experiential events, securing impactful coverage that inspires travel.

In 2024, media impressions surged to 417% of our original goal, fueled by proactive outreach and direct engagement with over 100 journalists through media missions, industry events, and virtual appointments.

Our evolving strategy prioritizes immersive storytelling and media relationship-building, showcasing the destination's beaches, outdoor adventures, arts, family-friendly attractions, and seasonal events. By tapping into trends like sustainability, sports tourism, and wellness, we ensure Corpus Christi remains a top choice for travelers and a key feature in national and regional media.

In 2024, The Gulf Coast Capital and its destination offerings were featured in 307 domestic media placements, generating 835.3 million impressions.



Forbes



Texas Monthly

Southern Living

Condé Nast Traveler

CREATING MEMORABLE EXPERIENCES FOR EVERY VISITOR

The Experience Department at Visit Corpus Christi plays a pivotal role in shaping how visitors engage with our destination once they've made the decision to travel here. By providing on-the-ground support, curated itineraries, and local insights, Visit Corpus Christi ensures that every visitor maximizes their time and enjoyment in Corpus Christi. From first-time travelers to returning guests, Visit Corpus Christi works to create meaningful connections between visitors and the destination, influencing positive behaviors that enhance their stay while benefiting the local economy.

Visitor insights gathered throughout the year reveal key travel trends that help inform our approach. Data continues to show that visitors traveling from farther distances invest more in their trips, both in planning and spending, while families with children contribute significantly to the local economy through group activities and attraction visits. By understanding these behaviors, Visit Corpus Christi is able to deliver targeted in-market experiences that drive satisfaction, increase visitor spending, and solidify Corpus Christi's reputation as the Gulf Coast Capital.

3.2 DAYS
VISITOR LENGTH OF STAY

\$164.44
VISITOR IN-MARKET SPENDING
AVERAGE PER PERSON PER DAY

8.86/10
VISITOR SATISFACTION RATING

2,575
SURVEYS COLLECTED

6,391

TOTAL VIC WALK-IN
ATTENDANCE

22.8K

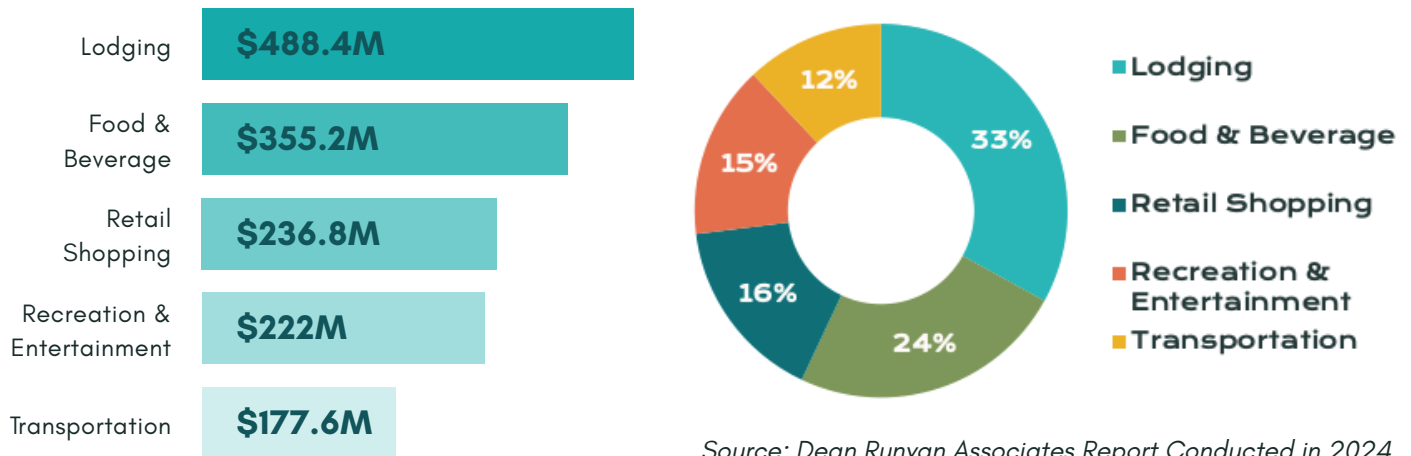
TOTAL MOBILE VIC
ENGAGEMENTS

29.1K

TOTAL ENGAGEMENTS
IN 2024

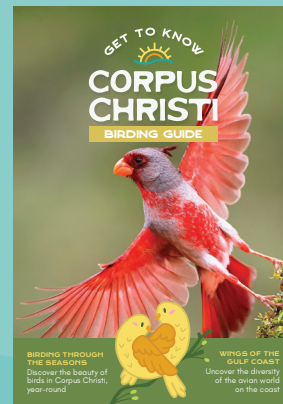
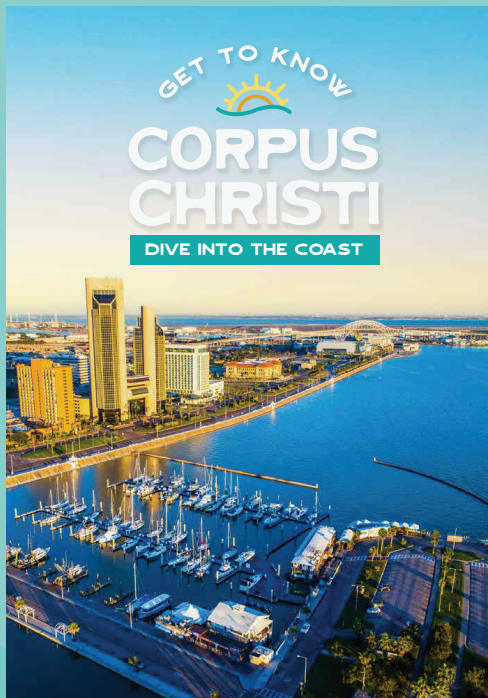
In 2024, Visit Corpus Christi engaged 29,144 people through the Visitor Information Center and mobile services, with 62% (18,098) from out-of-town and 38% (11,046) locals.

VISITOR SPEND BY CATEGORY (OCT. 2023-SEPT. 2024)



VISITOR GUIDES

Visit Corpus Christi has developed a two-tiered visitor guide strategy to effectively engage travelers at every stage of their journey. The Visitor Inspiration Guide serves as an out-of-market promotional piece showcasing the full destination, while the Field Guide Series, a collection of targeted guides, acts as an in-market resource, helping visitors tailor their experiences based on specific interests.



35K
INSPIRATION GUIDES
DISTRIBUTED



80K
FIELD GUIDES
DISTRIBUTED



2023-2024 VISIT CORPUS CHRISTI BOARD OF DIRECTORS

CHAIR (RESTAURANT INDUSTRY)

Sam Canavati

Durrill Properties

VICE CHAIR (RESTAURANT INDUSTRY)

Richard Lomax

Water Street LTD

SECRETARY (COMMUNITY AT LARGE)

Dr. Natalie Villarreal

Del Mar College

IMMEDIATE PAST CHAIR
(LODGING INDUSTRY)**Deven Bhakta**

ZJZ Hospitality

TREASURER (COMMUNITY AT LARGE)

Chris Hamilton

Victory Building Team

MAYOR OF THE CITY OF
CORPUS CHRISTI**Mayor Paulette Guajardo**CITY MANAGER OF THE CITY OF
CORPUS CHRISTI**Peter Zanoni**DIRECTOR OF CORPUS CHRISTI
INTERNATIONAL AIRPORT**Kevin Smith**

LODGING INDUSTRY

Alex Harris

Brite Star Development

LODGING INDUSTRY

Amy Granberry

Port Royal Ocean Resort

LODGING INDUSTRY

Krystof Kucewicz

Omni Corpus Christi Hotel

ATTRACTIONS REPRESENTATIVE

Jennifer Vela

Texas State Aquarium

ATTRACTIONS REPRESENTATIVE

Steve Banta

USS Lexington Museum

ATTRACTIONS REPRESENTATIVE

Zack Jurasek

Glow Row

COMMUNITY AT LARGE

Jennifer Lira

CITGO

COMMUNITY AT LARGE

LaToya Rodriguez

Rose Soiree

COMMUNITY AT LARGE

Michelle Braselton

Keller Williams

EX-OFFICIO MEMBER

Adrian Rodriguez

Texas A&M University – Corpus Christi

EX-OFFICIO MEMBER

Al Arreola, Jr.

United Corpus Christi Chamber of Commerce

EX-OFFICIO MEMBER

Angie Flores

Representative Todd Hunter's Office

EX-OFFICIO MEMBER

Cindie Gonzalez

Representative Abel Herrero's Office

EX-OFFICIO MEMBER

Daniel Melise

American Bank Center

EX-OFFICIO MEMBER

Derrick Majchszak

Corpus Christi Regional Transportation Authority

EX-OFFICIO MEMBER

Lisa Hinojosa

Port of Corpus Christi

EX-OFFICIO MEMBER

Mike Culbertson

Corpus Christi Regional Economic Development Corporation

EX-OFFICIO MEMBER, FILM COMMISSION CHAIR

Gabriel Duran

Texas A&M University – Corpus Christi

EX-OFFICIO MEMBER, MUSIC COMMISSION CHAIR

Casey Lain

House of Rock

EX-OFFICIO MEMBER, SPORTS COMMISSION CHAIR

Brady Ballard

Corpus Christi Hooks

EX-OFFICIO MEMBER, TPID BOARD CHAIR

Rick Patel

2023-2024 CORPUS CHRISTI TPID BOARD OF DIRECTORS

RICK PATEL

Chairman

NANCY PATEL

Secretary

ROSHAN BHAKTA

Lodging Industry

D.J. JADEJA

Lodging Industry

JJ JUAREZ

Lodging Industry

KRYSTOF KUCEWICZ

Vice Chair

CHARLIE BHAKTA

Lodging Industry

PARIXIT BHAKTA

Lodging Industry

SHITAL PATEL

Lodging Industry

SCOTT JOSLOVE

Texas Hotel & Lodging Association

AJIT DAVID

Treasurer

KC CHAUDHARI

Lodging Industry

RICARDO PEREGRINA

Lodging Industry

RAJU BHAGAT

Lodging Industry

STRATEGIC OUTCOMES DRIVE SUCCESS IN THE LAST QUARTER

Visit Corpus Christi adopted a new January–December fiscal year in 2024, as a result, this “fifth quarter” (October – December 2024) bridges the transition between reporting cycles. While many KPIs are tracked annually, those measurable within this timeframe are included below to provide a snapshot of early performance under the new structure.

CONVENTION SALES CONVERTS LEADS & DELIVERS ECONOMIC IMPACT

The Sales Team converted 10 definite leads, resulting in 3,251 room nights at an average daily rate of \$148.26. They also generated 40 leads and hosted a total of 12 events, contributing to a combined economic impact of \$4,085,248.

\$1,787,748
DEFINITE ECONOMIC IMPACT

SPORTS TOURISM SUPPORTS ECONOMIC OBJECTIVES

\$2,058,190
DEFINITE ECONOMIC IMPACT

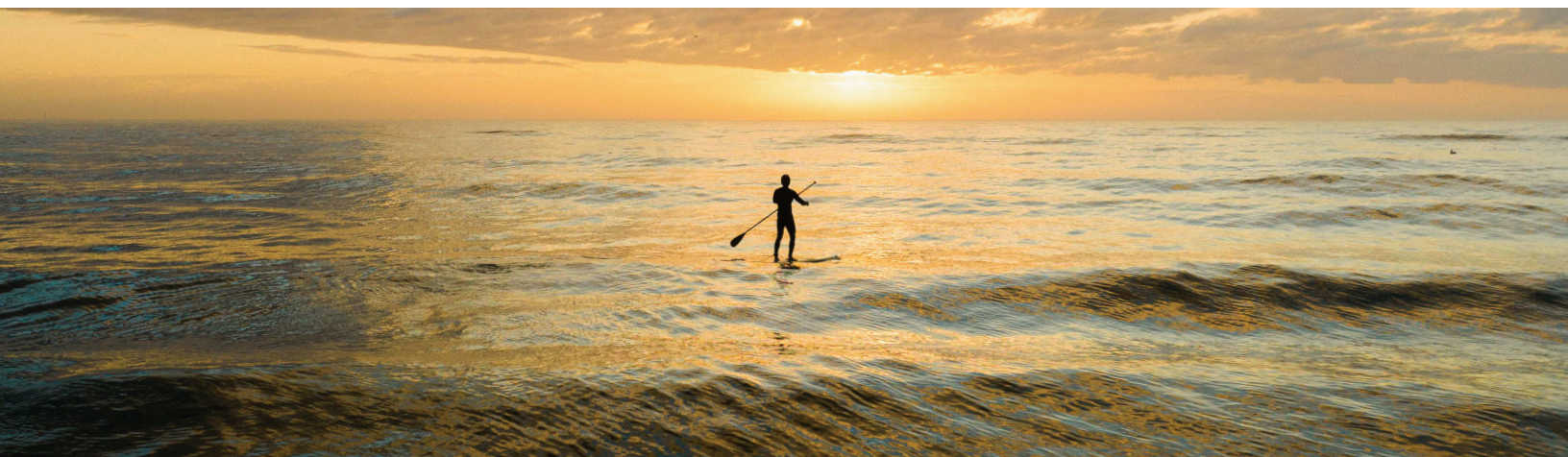
The Sports Team converted 5 definite leads, resulting in 4,059 room nights at an average daily rate of \$132.25. They also generated 11 leads and hosted a total of 14 events, contributing to a combined economic impact of \$3,789,350.

MARKETING PERFORMANCE ADVANCES BRAND VISIBILITY & GROWTH

The Marketing Team achieved digital reach and impressions totaling to 39.9 million, while web sessions reached 447,157 (TPID not directly tracked). Earned media generated 10,702,067 media impressions, and lodging revenue attributed to marketing efforts was \$434,000. The estimated room nights from media advertising amounted to 2,784.*

For every \$1 spent on marketing, investments resulted in \$19.50 of visitor spending in Corpus Christi.

*This includes the combined results of the MMGY leisure Q5 campaign and the TPID Expedia + Sojern hotel booking campaign. Marketing ROI is calculated by dividing total lodging revenue attributed to paid media by total campaign spend, using data from Epsilon NEI, Expedia, and Sojern for October–December 2024. Only tracks this 3-month window, bookings past the campaign window are not counted.



2023-2024 FINANCIALS

Our financial metrics highlight strategic investments and responsible resource management that fuel tourism growth and support the long-term success of Corpus Christi's visitor economy.

REVENUES, GAINS & OTHER SUPPORT:

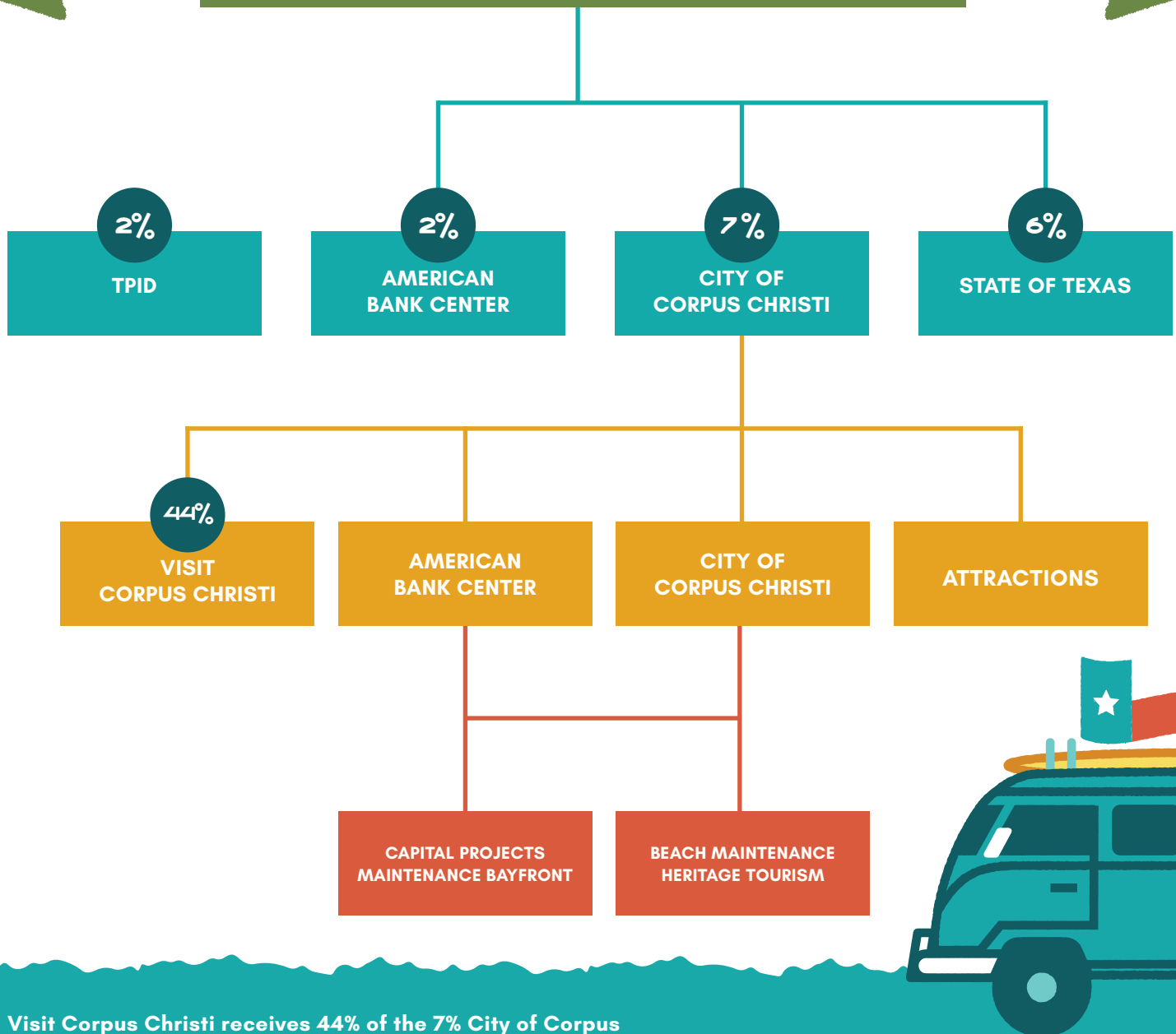
	VCC	TPID	TOTAL
TPID Revenue		\$3,555,045	\$3,555,045
Hotel Occupancy Tax	\$9,004,752		\$9,004,752
Interest Income	\$171,733	\$54,437	\$226,170
Private Revenue	\$365,637		\$365,637
Group Incentive Program (GIP)	\$541,230		\$541,230
Miscellaneous Income	\$9,139		\$9,139
TOTAL REVENUE	\$10,092,491	\$3,609,482	\$13,701,973

PROGRAM EXPENSES:

	VCC	TPID	TOTAL
Marketing Communication	\$4,228,099	\$1,635,868	\$5,863,967
Destination Sales	\$991,249	\$1,256,491	\$2,247,740
Visitor Engagement	\$570,431		\$570,431
General Operations	\$2,057,761	\$253,942	\$2,311,703
Group Incentive Program (GIP)	\$541,230		\$541,230
Private Expenditures	\$296,170		\$296,170
TOTAL REVENUE	\$8,684,940	\$3,146,301	\$11,831,241
CHANGE IN NET ASSETS	\$1,407,551	\$463,181	\$1,870,732

HOTEL OCCUPANCY TAX FLOW

HOTEL OCCUPANCY TAX (HOT)



Visit Corpus Christi receives 44% of the 7% City of Corpus Christi local Hotel Occupancy Tax (HOT) collections, in addition to the 2% Tourism Public Improvement District (TPID) assessment.



WHO WE ARE

Executive Summary

As the Destination Marketing Organization for the city of Corpus Christi, Visit Corpus Christi is committed to driving continued growth through its current four-year strategic plan. With the support of our local community, stakeholders, and city leaders, we are advancing toward our goal of establishing Corpus Christi as the “Gulf Coast Capital” of Texas, solidifying our place as one of the top travel destinations in the state. It is important to the organization that our residents understand the impact tourism has on the local economy and that they share the sentiment of our vision to become the Gulf Coast Capital for year-round experiences and events. With our expanding economy, convention facilities, sports venues, hotels, and unique experiences, Corpus Christi continues to thrive as both an exceptional place to live and visit.

Destination Marketing Accreditation Program (DMAP) with Distinction

To achieve DMAP accreditation with distinction, Visit Corpus Christi was required to undergo an intensive application process and demonstrate continued adherence to the highest level of industry standards. Visit Corpus Christi demonstrated compliance by meeting and exceeding an extensive list of industry standards, earning DMAP accreditation with distinction, an honor held by fewer than 30 destination organizations worldwide.

FiredUp! Culture Award

Visit Corpus Christi is proud to have earned the FiredUp! Best in Workplace Culture award for the second consecutive year, placing us among the top 4% of organizations nationally. This recognition is awarded to organizations that demonstrate a high level of resolve and action by leadership in fostering a positive workplace culture. With a 100% rating of “Igniting and Above” in the latest FiredUp! Culture survey, we prioritize the development of our team members and have ignited a healthy, collaborative environment. This award underscores the passion and energy that drive our team to promote Corpus Christi as a premier destination, and we’re excited to continue inspiring our community and beyond.

LEADING ORGANIZATION

Visit Corpus Christi earned international industry recognition this past year through a series of significant awards, distinctions, and designations, further elevating the Gulf Coast Capital as a must-see leisure destination.

AWARDS, DISTINCTIONS, & DESIGNATIONS

2023

- Best of Show for “100 Years Later” by Knightstorm Productions for Visit Corpus Christi awarded by the American Advertising Federation – Corpus Christi Chapter
- Best of Sales & Marketing for the Holiday Merch Campaign awarded by the American Advertising Federation – Corpus Christi Chapter
- Gold ADDY Award for the Gulf Coaster Guerilla Marketing Campaign awarded by the American Advertising Federation – Corpus Christi Chapter
- Gold ADDY Award for the Integrated Media Campaign “Coast Like a Texan” awarded by the American Advertising Federation – Corpus Christi Chapter
- Silver ADDY Award for the Integrated Holiday Merch Campaign awarded by the American Advertising Federation – Corpus Christi Chapter
- Bronze Honorable Mention from the CCME Selfie Challenge awarded by the American Advertising Federation – Corpus Christi Chapter
- CC Under 40 honoree awarded to Director of Executive Operations, Erica Tamez
- Leadership Corpus Christi Class 52 recognition for Director of Communications, America Segura
- Outstanding Marketing Campaign awarded by TACVB
- Music Friendly Designation awarded by the Texas Music Office (TMO)
- HSMAI 2023 Silver Adrian Award for the Summer Coast Your Own Way Summer Campaign

2024

- Gold ADDY Award for the “Where the Sun Meets the Coast” Video Campaign
- Gold ADDY Award for the Corpus Christi Brand Anthem commercial spot
- Silver ADDY Award for the State of Tourism Awards Gala
- Best of Film Video & Sound recognition for the “Where the Sun Meets the Coast” video campaign
- Fired Up! Culture Award for setting the standard for workplace culture and engagement
- DMAP Designation with Distinction awarded by Destinations International
- Certified Destination Management Executive (CDME) credential earned by Chief Marketing Officer, Emily Zertuche
- Destination International’s 30 Under 30 Award earned by Director of Communications, America Segura
- SportsETA Event Campaign of the Year Award for Coastal Bend Sports Hall of Fame & Awards Show
- Silver ADDY Award for VIP Gifting Packaging
- Silver ADDY Award for Find Yourself in Corpus Christi Fall Advertising Campaign



Meredith Darden, CDME, CTE
Interim President & CEO



Emily Zertuche, CDME, CTE
Chief Marketing Officer



Nicole Olivares, CMP, PDM
Chief Sales Officer



Lydia Garza, CFC
Film & Music Commissioner



Travis Milum, CMP, PDM
Senior Director of Accounts



Rebekah Everhart, CFMP, PDM
Director of Accounts



Kathryn Hyatt, CTE
Senior Director of Marketing



America Segura, PDM
Director of Communications



Brittney Weise, PDM
Director of Visitor Services



Jaclyn Kiefer, ESP, PDM
Destination Services Manager



Savannah Alaniz, PDM
Marketing Manager



Paulina Manseau, PDM
Marketing Manager



Kylie Marchitello, PDM
Graphic Design Manager



Hannah Ryan, PDM
Graphic Designer



Jacqueline Gonzalez, PDM
Staff Writer



Baylee Arnold
Content Strategist



Mary Herrera, PDM
Sales Coordinator



Bryan Erpelding, PDM
Accounting Specialist



Christina Cortez, PACE, PDM
Office Coordinator



Erica Tamez, PACE, PDM
Director of Executive Operations



Thao Natterer, MAcc, PDM
Director of Finance



Danielle Galindo
Creative Director



Mallori Johnson, PDM
Director of Destination Services



Breanna Martinez, STS, SDLT
Sports Development Manager



Emily Jimenez, STS
Sports Services Manager



Dalilah Maldonado, PDM
Visitor Services Coordinator



Rebekah Santoyo, PDM
Retail Coordinator

VISIT CORPUS CHRISTI

TEAM

Our Mission

Strengthening our community,
by sharing Corpus Christi
with the world.

Our Vision

To become the Gulf Coast Capital for
year-round experiences & events.

UNIFYING

BOLD

DRIVEN

COLLABORATIVE

TRUE

INCLUSIVE

SCAN FOR MORE
REPORTING



@VISITCORPUSCHRISTI

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