

# VISIT CORPUS CHRISTI

Economic impact of tourism

**Memorial day weekend recap**



# the Gulf Coast Capital

The #1 Destination on the Texas coast

For 12 years straight

\$1.35  
billion

Annual  
Visitor Spending

\$30.3  
million

Local Sales  
Tax revenues

1.583  
Million

Hotel Rooms  
Sold

# Corpus Christi led the Texas coast

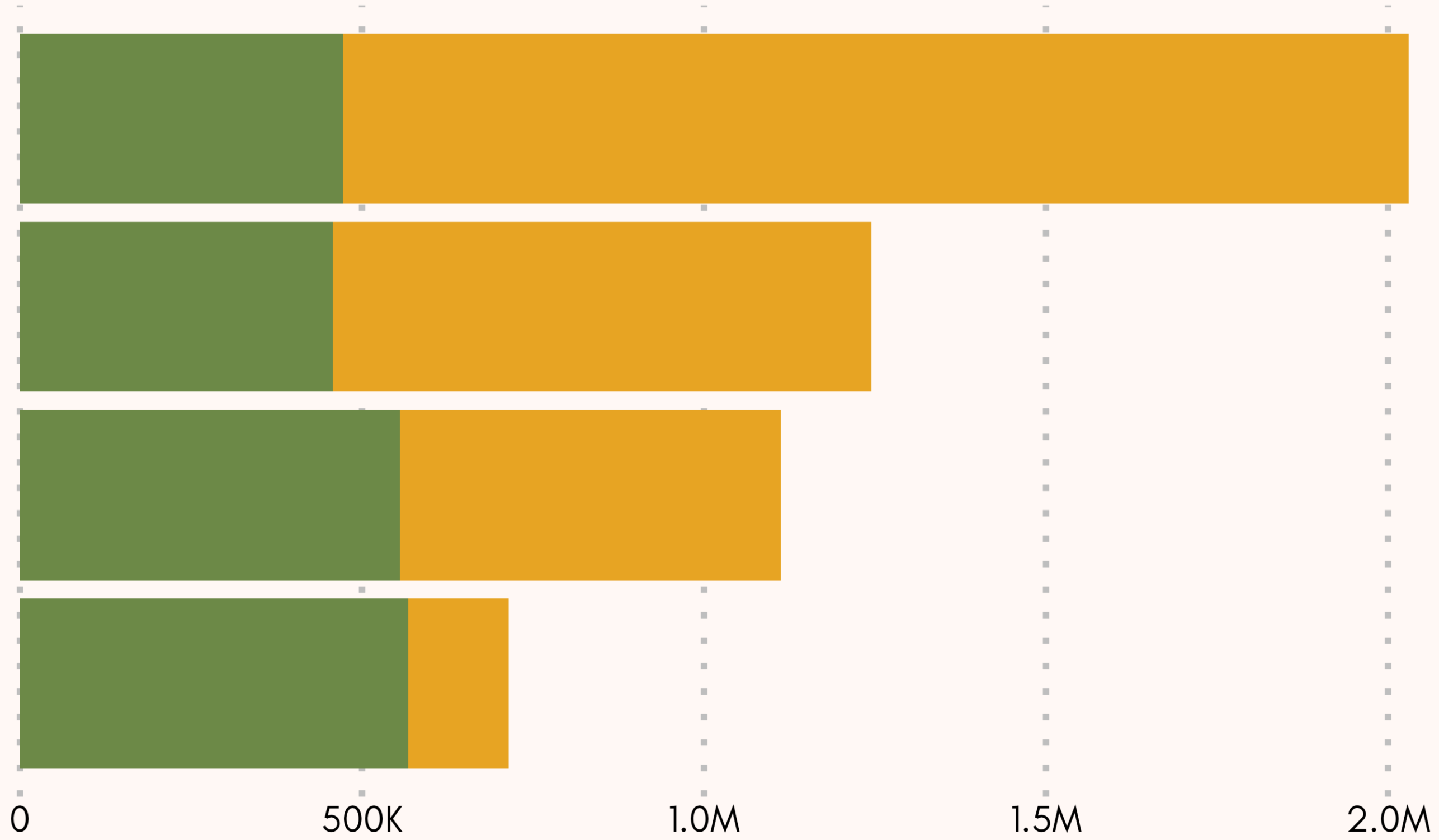
Hotel Short Term Rental

Corpus Christi

Galveston

South Padre

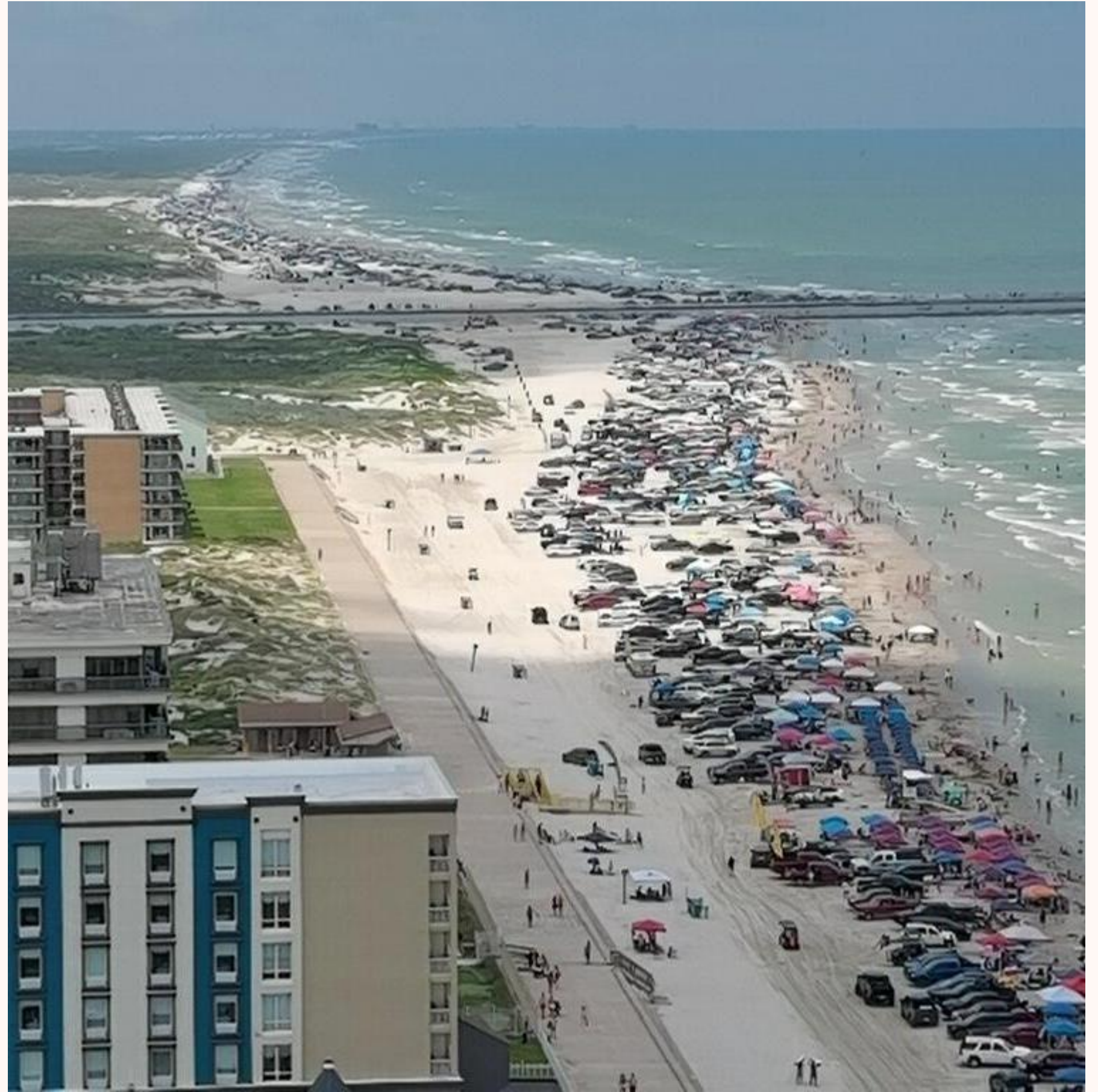
Port Aransas



0 500K 1.0M 1.5M 2.0M

Room Nights Booked





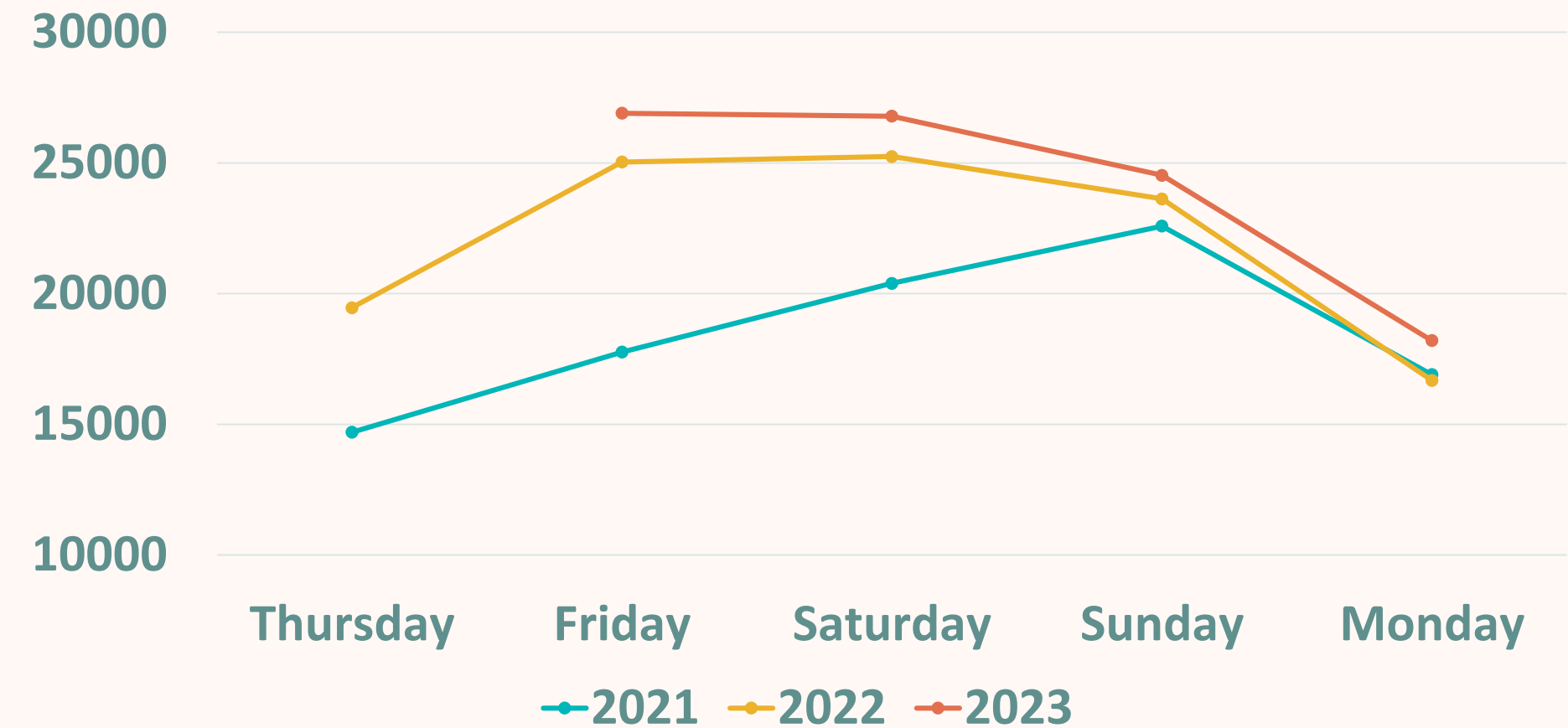


# Traffic counts

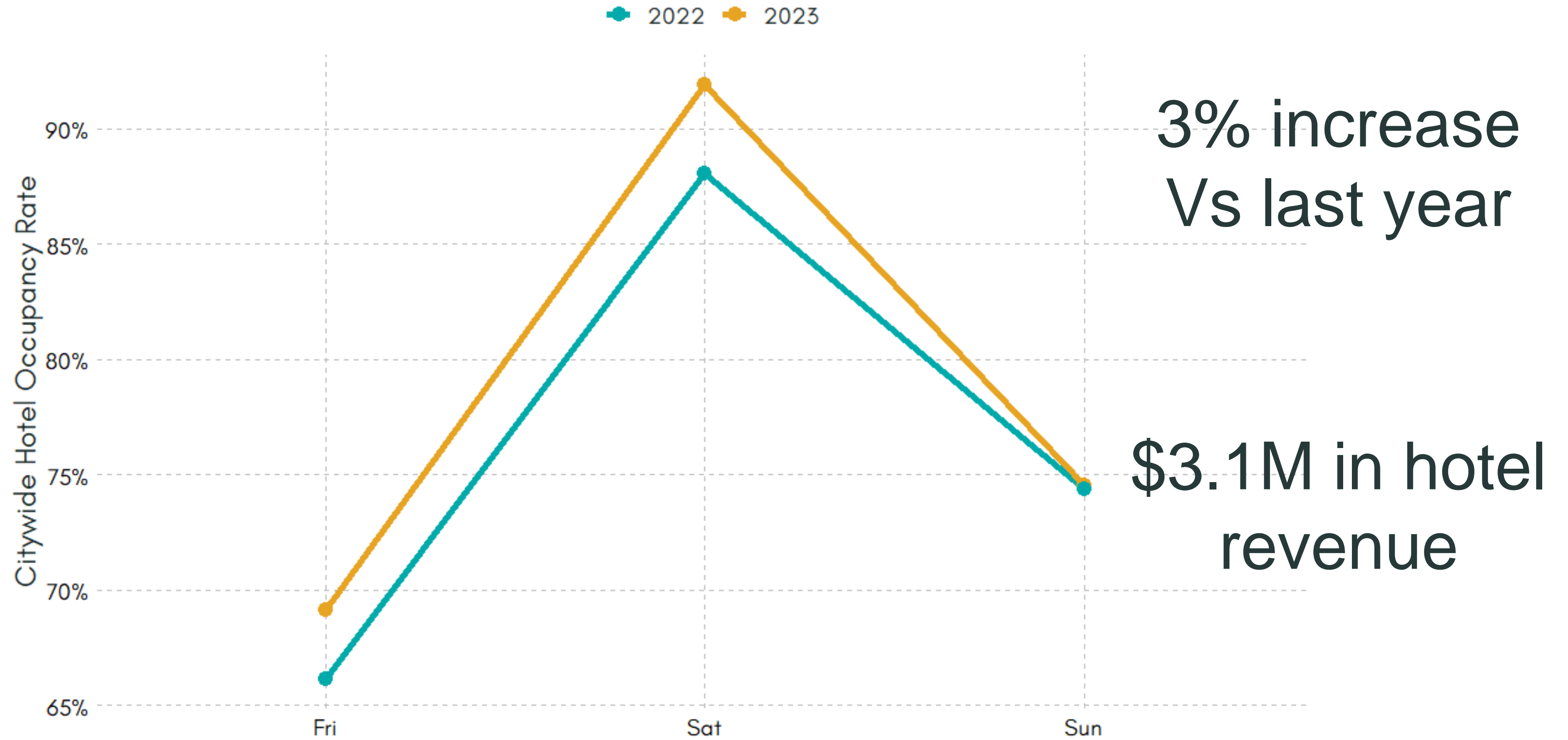
Memorial day weekend

Aquarius drive @ Park Road 22

|                 | 2021   | 2022   | 2023          |
|-----------------|--------|--------|---------------|
| <b>Thursday</b> | 14,696 | 19,459 |               |
| <b>Friday</b>   | 17,762 | 25,035 | <b>26,901</b> |
| <b>Saturday</b> | 20,395 | 25,243 | <b>26,785</b> |
| <b>Sunday</b>   | 22,582 | 23,626 | <b>24,526</b> |
| <b>Monday</b>   | 16,902 | 16,683 | <b>18,207</b> |



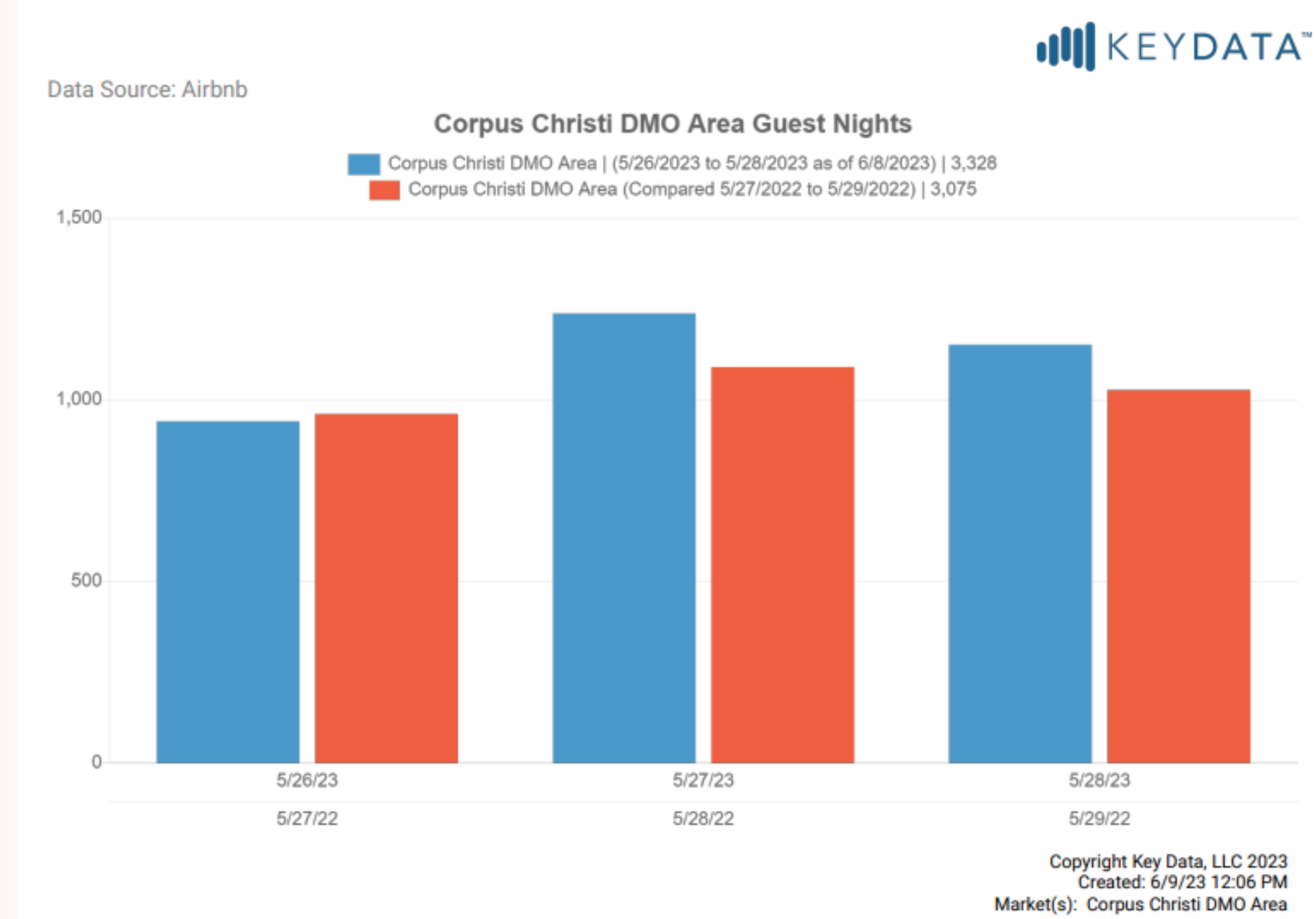
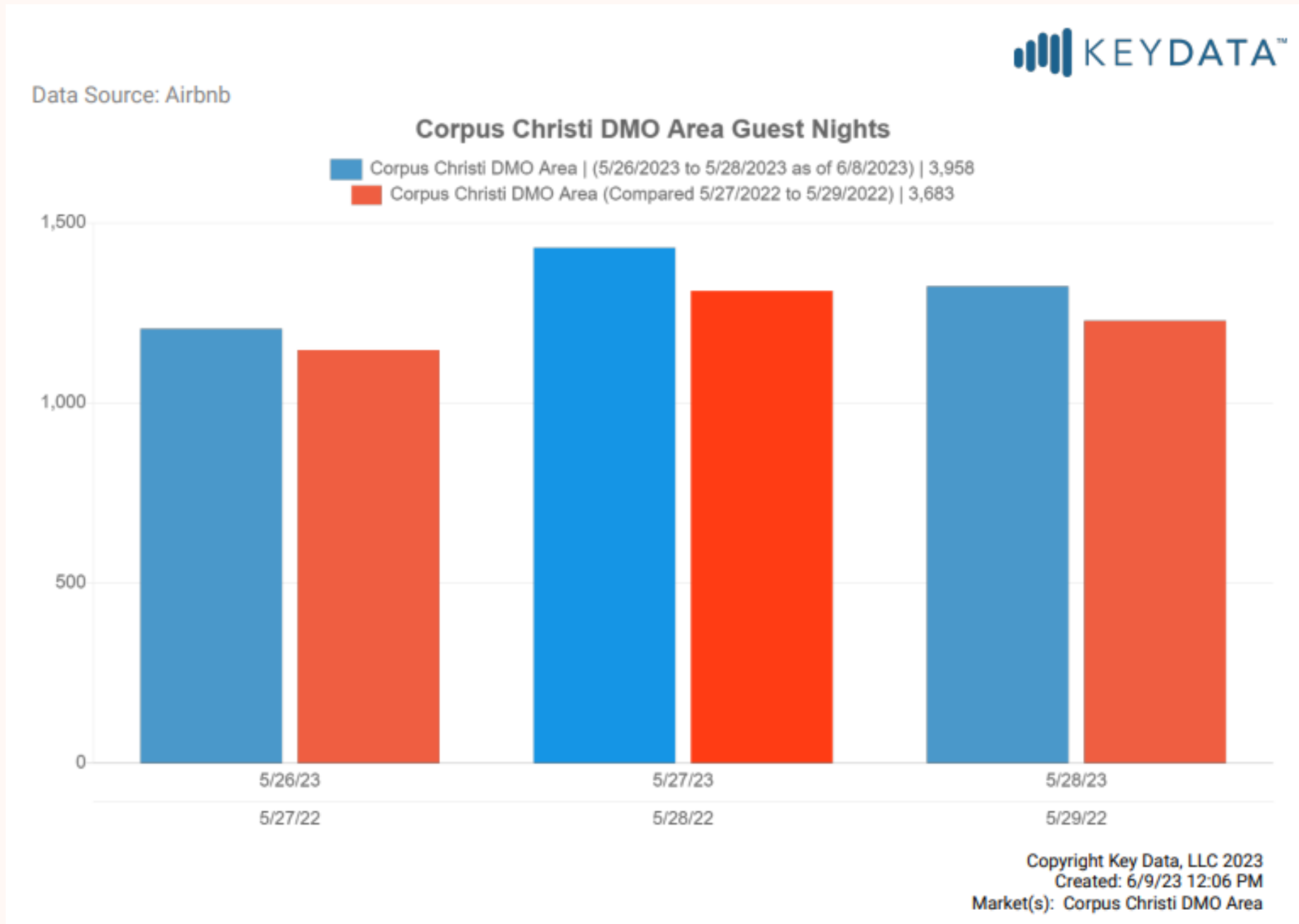
# Hotel occupancy rates



# Short term rental bookings

airbnb (7% increase)

Vrbo (8% increase)



10% increase in length of stay across both





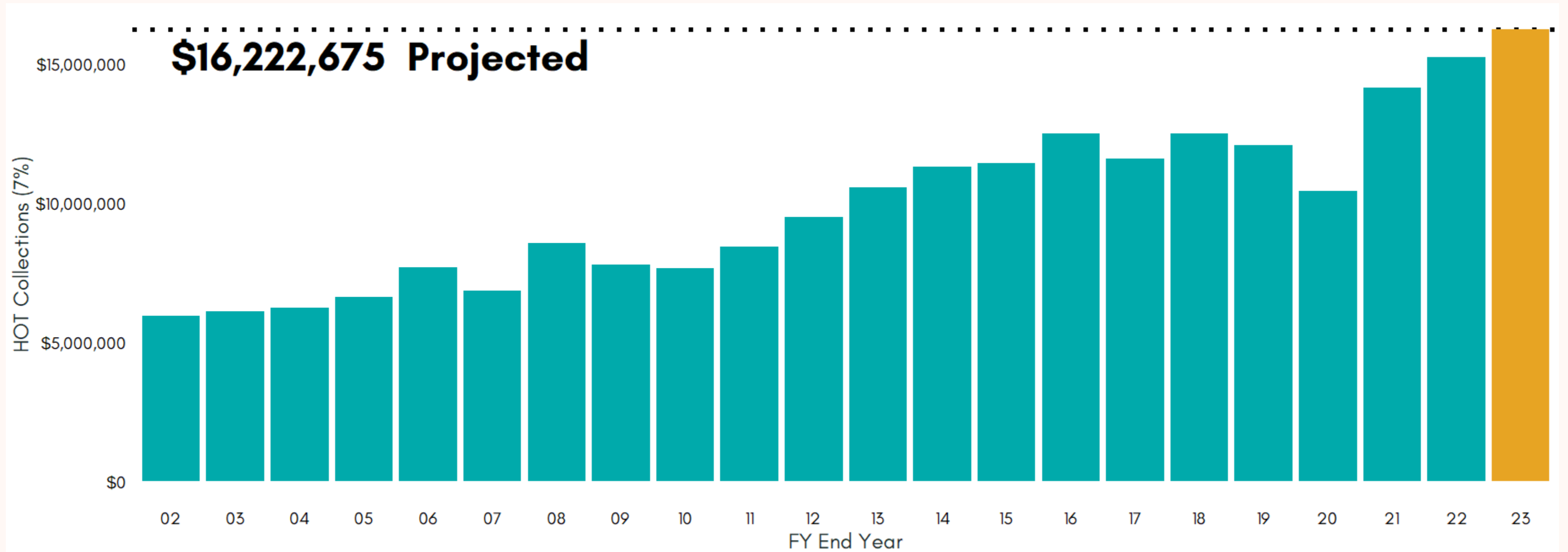
Record weekends

# Hotel forecast

|               | Hotel Room Nights | Room Nights vs Last Year | Revenue | Revenue vs Last Year |
|---------------|-------------------|--------------------------|---------|----------------------|
| <b>June</b>   | 184.8K            | +3.1%                    | \$22.1M | +5.4%                |
| <b>July</b>   | 208.9K            | +2.5%                    | \$28.2M | +3.7%                |
| <b>August</b> | 151.9K            | +1.0%                    | \$16.7M | +3.3%                |

Forecasts created by **Tourism Economics**, April 2023

# Hotel occupancy tax collections





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