



CORPUS CHRISTI

Corpus Christi Speaks: Insights from the Annual

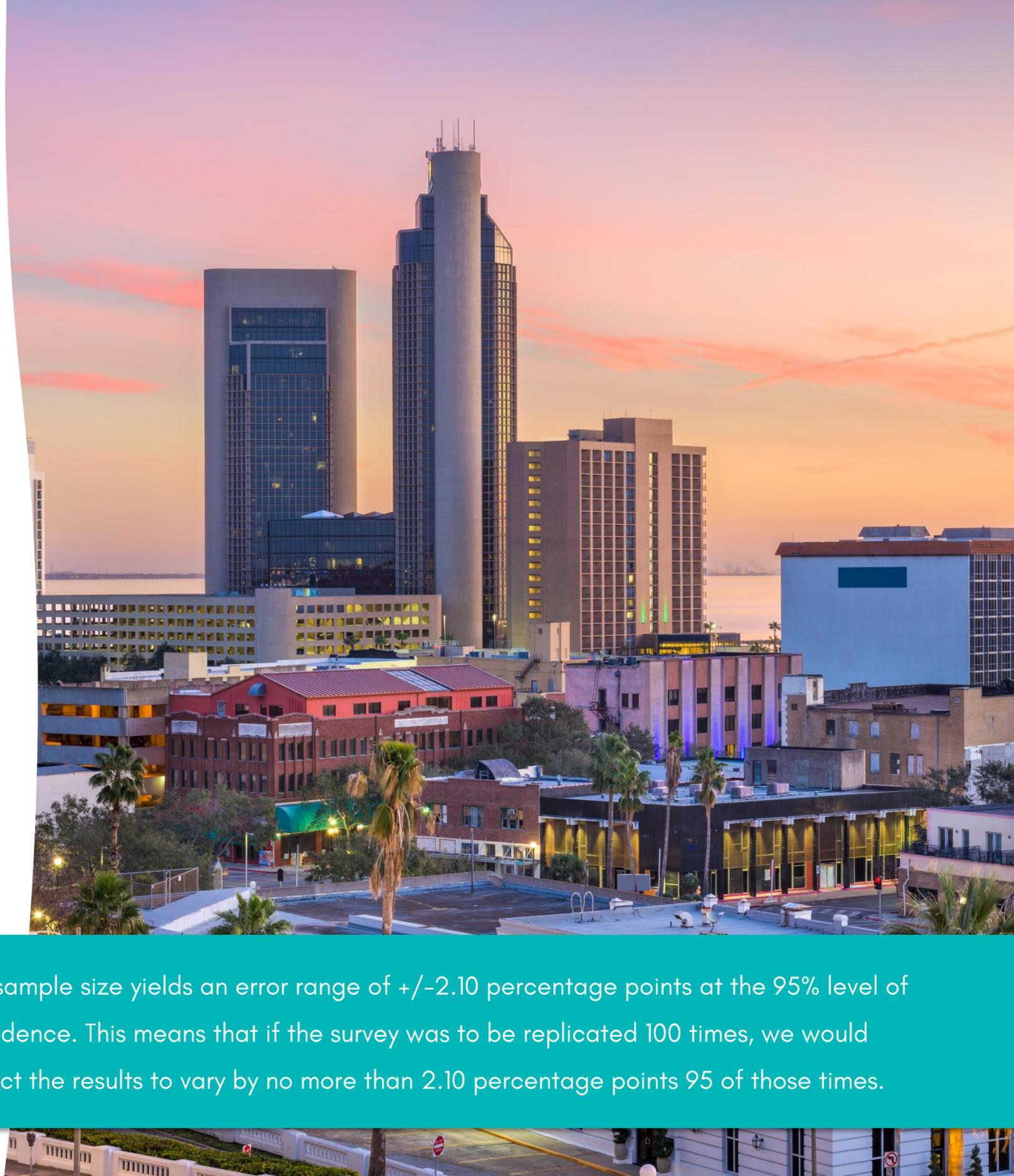
RESIDENT SENTIMENT SURVEY

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



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)

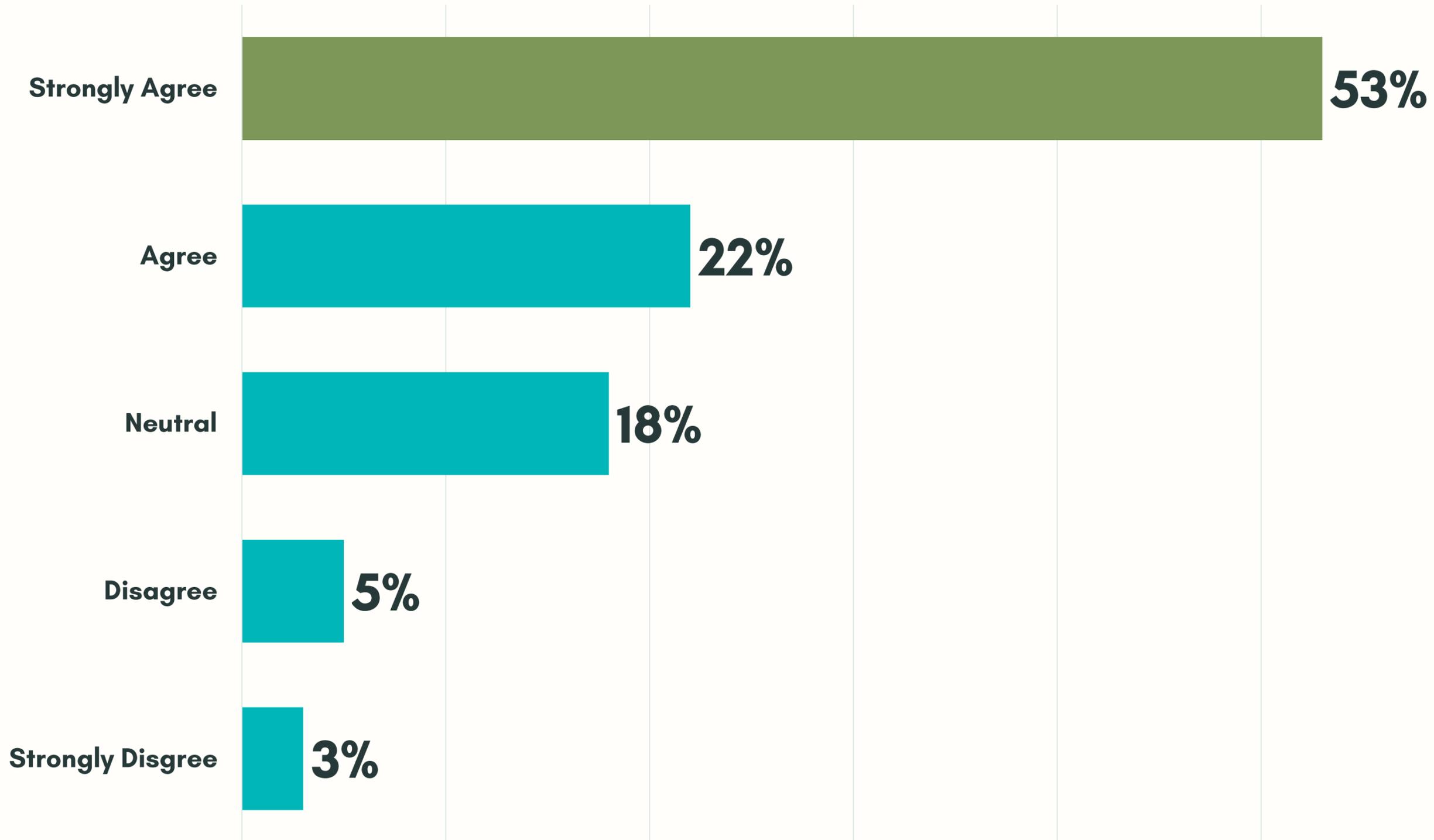


I support investments to develop and host more major meetings and conventions in Corpus Christi



■ 2021 ■ 2023

RESIDENTS SUPPORT FUNDING ADDITIONAL FLIGHTS AT CCIA



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%

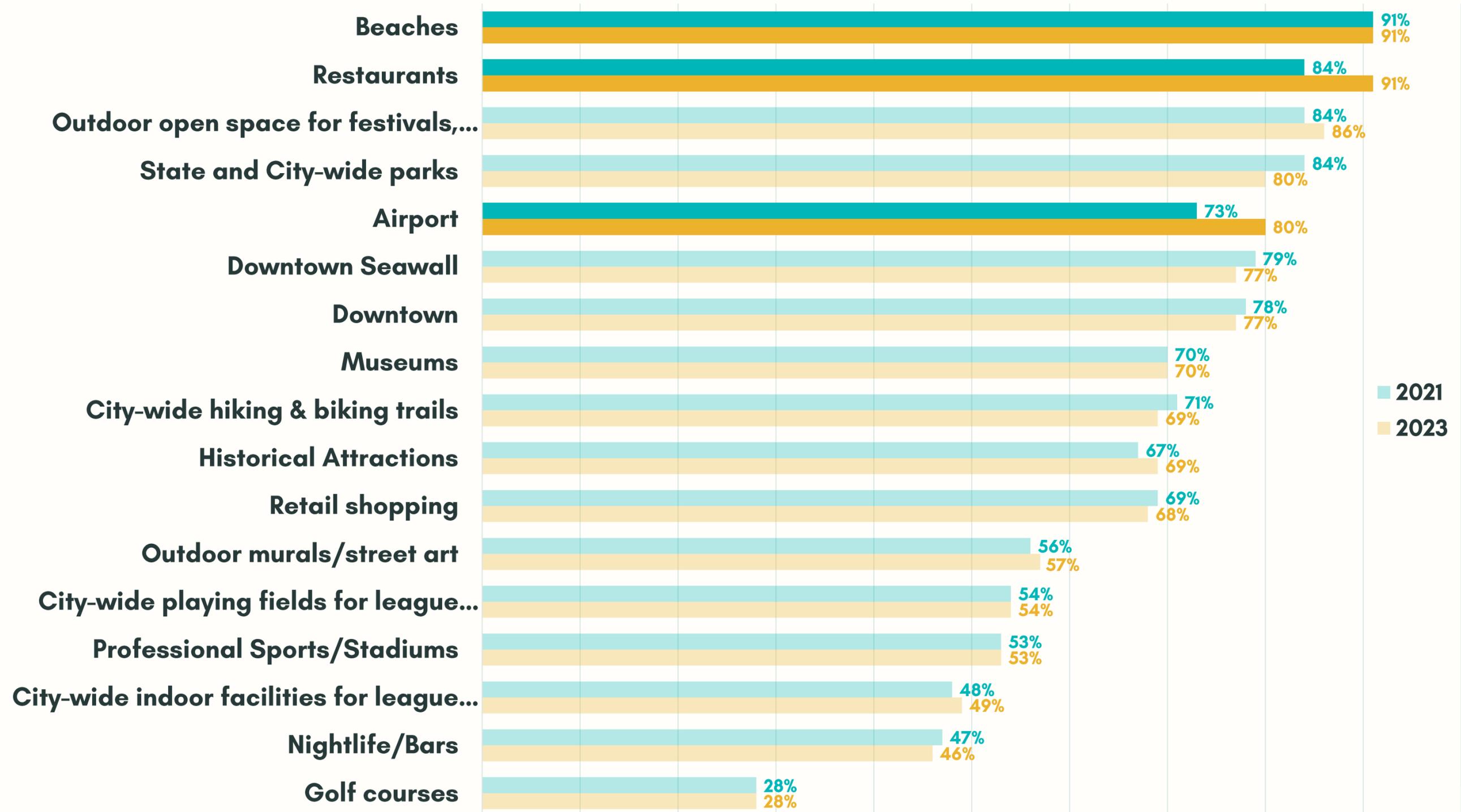
agree that the positive benefits of tourism outweigh the negative impacts

ONLY 15%

believe tourism brings too many people to Corpus Christi.

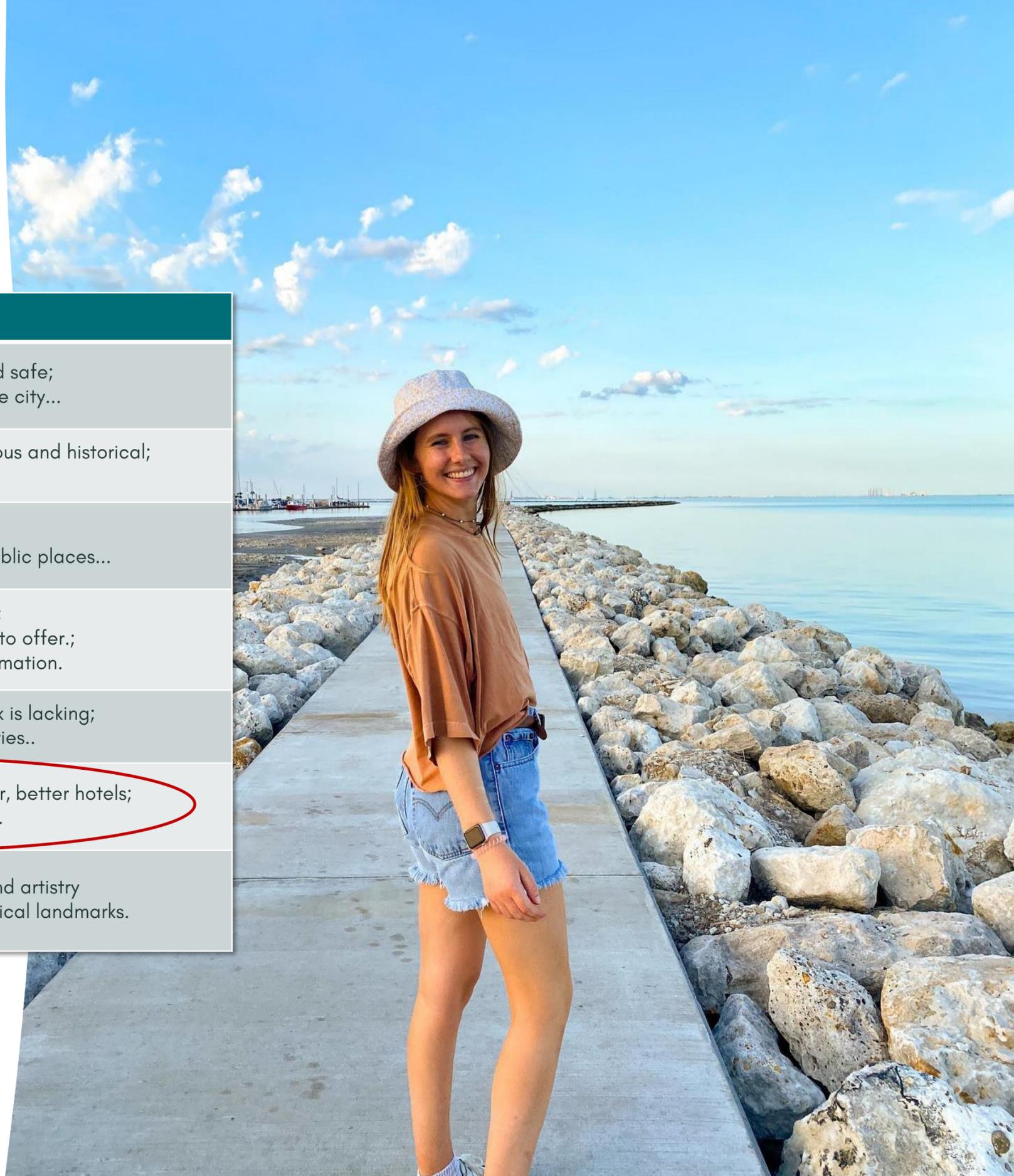


BEACHES AND RESTAURANTS ARE MOST IMPORTANT TO THE QUALITY OF LIFE OF RESIDENTS



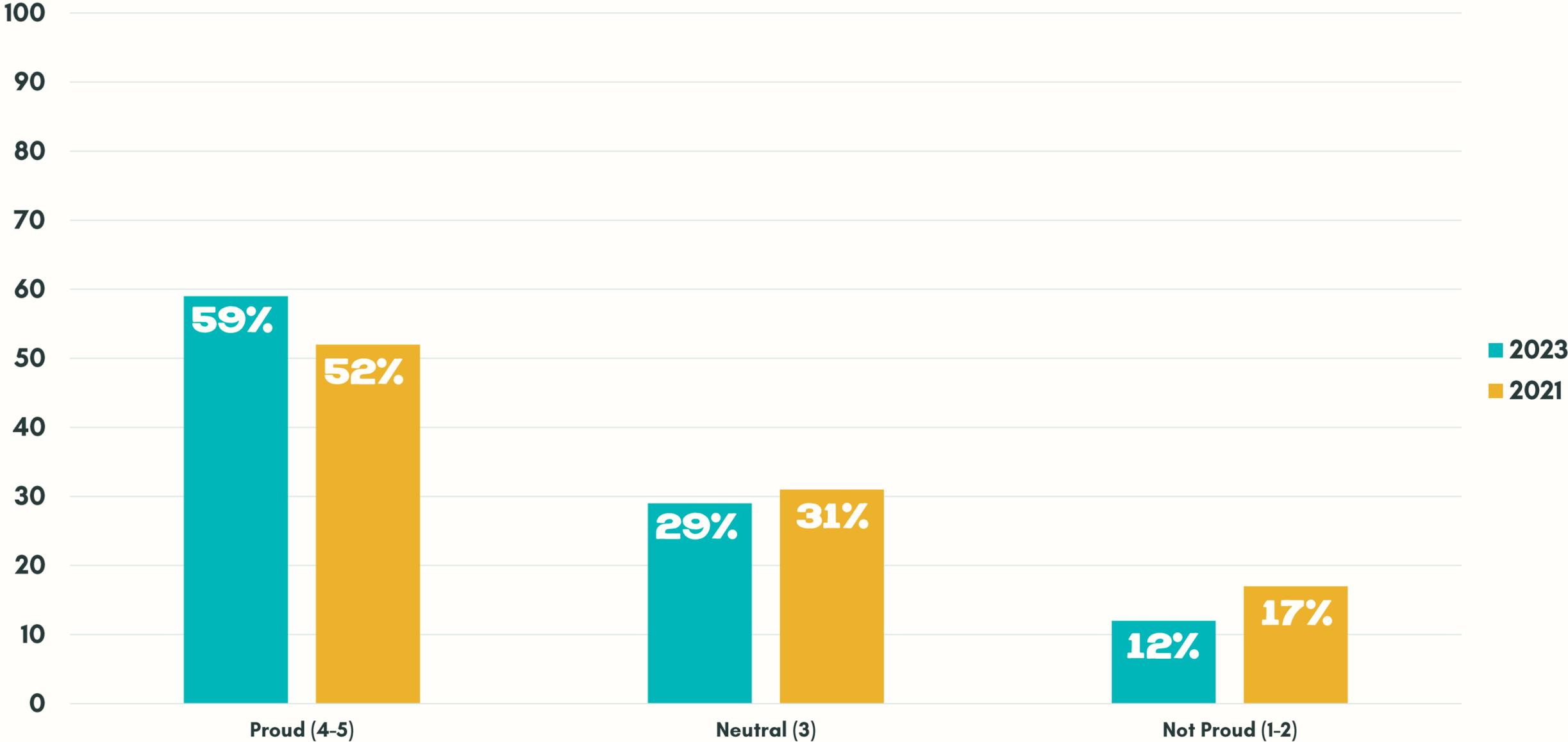
WHAT COULD VCC DO TO MAKE THE CITY MORE ATTRACTIVE TO ENTICE TRAVELERS TO VISIT HERE RATHER THAN TO ANOTHER CITY?

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

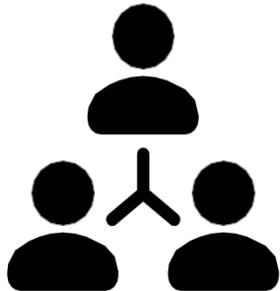


COMMUNITY IDENTITY AND LOCAL ADVOCACY HAS STRENGTHENED

2021

2023

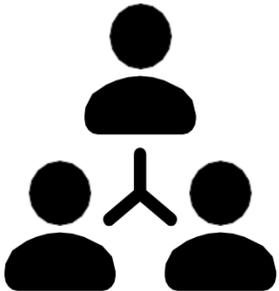
37%



Residents that consider themselves ambassadors

63%

31%



Residents that consider themselves ambassadors

69%



CORPUS CHRISTI

SCAN HERE FOR THE FULL

RESIDENT SENTIMENT SURVEY





VISIT CORPUS CHRISTI

