

Corpus Christi



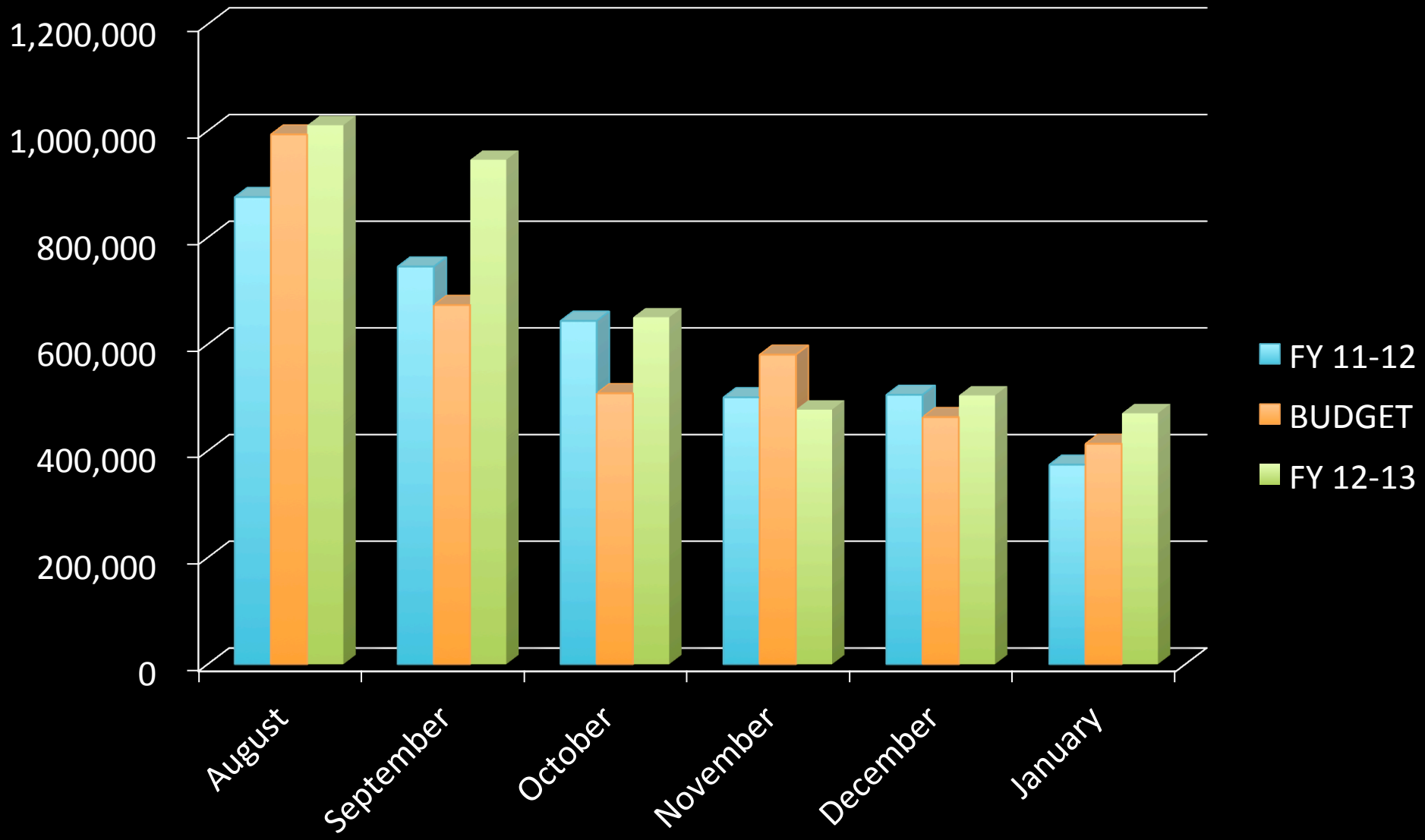
UPPER PADRE ISLAND

April 2013 City Council Overview





HOT Collections



Corpus Christi



UPPER PADRE ISLAND

Smith Travel Research

YTD December 2012 vs December 2011

OCC % 2012

OCC % 2011

Percentage
Change (OCC)

Percentage
Change
(REVPAR)

Percentage
Change (ADR)

59.2

57.6

2.9

10.0

6.9





Conventions & Event Sales

2012-2013

Definites

Group Activity Measures	# of Definites	RN Bookings/ Month	Remaining Definite RN Goal	Lost RN
			100000	
August	10	9,237	90,763	7,413
September	8	10,001	80,762	4,699
October	10	8,794	71,968	2,246
November	11	7,386	64,582	8,322
December	13	6,566	58,016	3,860
January	13	9,585	48,431	5,280
February	8	9,430	39,001	638
March				
April				
May				
June				
July				
TOTALS	73	60,999	39,001	32,458

2011-2012

Definites

Group Activity Measures	# of Definites	RN Bookings/ Month	Remaining Definite RN Goal	Lost RN
			100000	
August	9	6,056	93,944	8,809
September	15	10,522	83,422	274
October	14	7,046	76,376	4,628
November	15	8,440	67,936	2,030
December	14	8,210	59,726	1,387
January	7	6,633	53,093	1,578
February	9	10,990	42,103	6,045
March				
April				
May				
June				
July				
TOTALS	83	57,897	59,726	24,751



Conventions & Event Sales

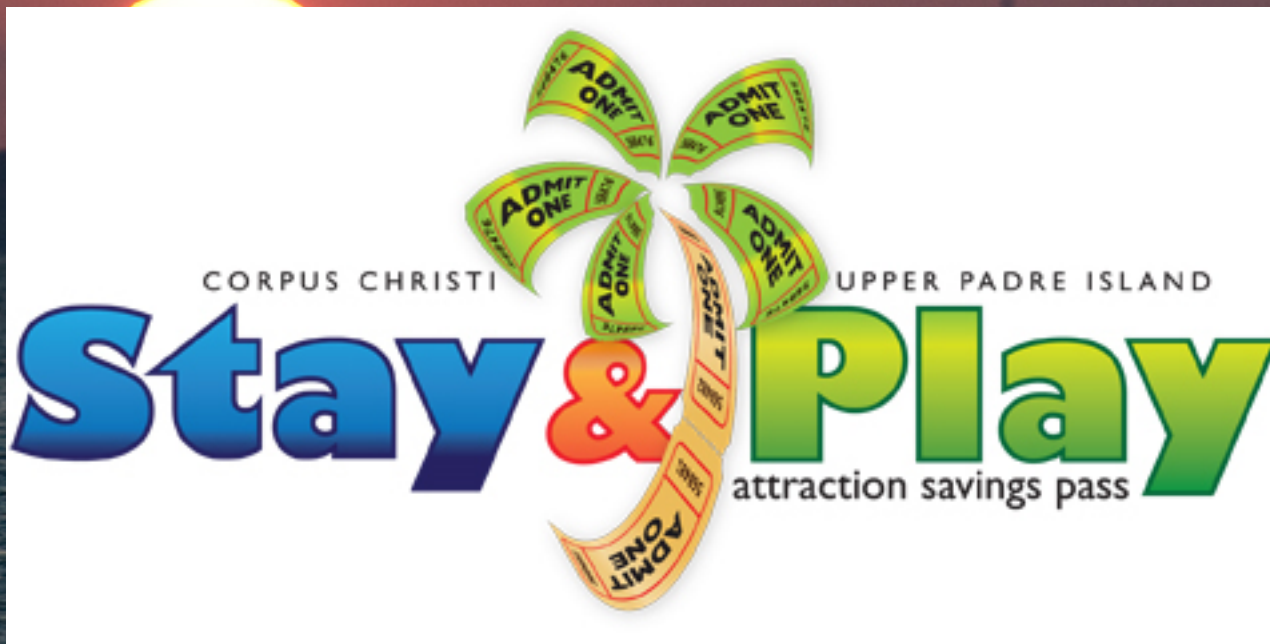
- Highlighted conventions coming to Corpus Christi:
 - Mustang Fest
 - Bike Fest
 - SkillsUSA





Leisure & Nature Tourism

- Launched Stay & Play Attraction Savings Pass- 5 attractions, 5 days, and a Ferry Ride for under \$50.
- Online Packages, Room Nights, and Ticket Sales increased over 1,000% with the launch of Stay & Play Pass





Leisure & Nature Tourism – Spring Break 2013

- Initial reports indicate over 200,000 Visitors in 10-day Spring Break Period and conservative estimates show a 7% increase overall.
- 200,000 visitors spending \$117 a day = \$23.4 million
- Overnight Visitor Spending by category:
 - Hotels- 44%
 - Restaurants & Bars- 21%
 - Attractions- 11%





Leisure & Nature Tourism – Spring Break 2013 (cont.)

- Texas State Aquarium: Attendance record with over 40,000 guests and 2nd Saturday was the single busiest day regular admission day ever at 6,000 guests.
- USS Lexington attendance increased 8% from the previous year
- Art Museum of South Texas: 14% increase over last year
- South Texas Botanical Gardens & Nature Center attendance increased 23% from the previous year
- Corpus Christi Museum of Science & History reported a 30% increase in revenue
- Hurricane Alley Waterpark: Friday, Saturday & Sunday highest 3 days of attendance ever
- Harbor Ferry: 10,504 riders for an increase of 30%
- Brewster Street Icehouse: single week attendance record (including 4 sold out shows)
- Concrete Street: single show attendance record on Friday night

Corpus Christi



UPPER PADRE ISLAND

Interactive Marketing - Facebook



Visit Corpus Christi

55,465 likes · 3,198 talking about this · 3,587 were here

✓ Liked



📍 Tourist Information
📍 1823 N. Chaparral, Corpus Christi, TX.
☎ (361) 561-2000
🟢 Today 10:00 am – 4:00 pm

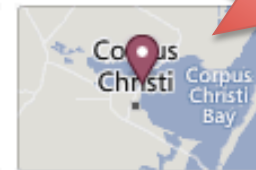
About



Photos



Book Your Trip



Map

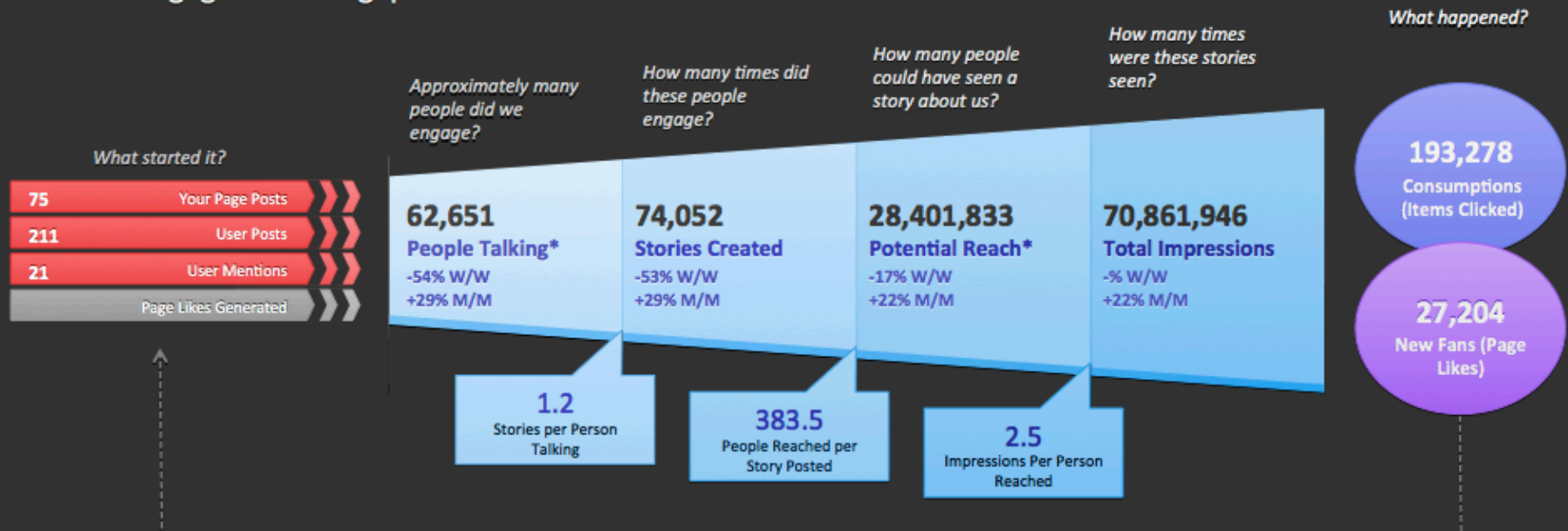
👍 55,465

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Interactive Marketing - Facebook

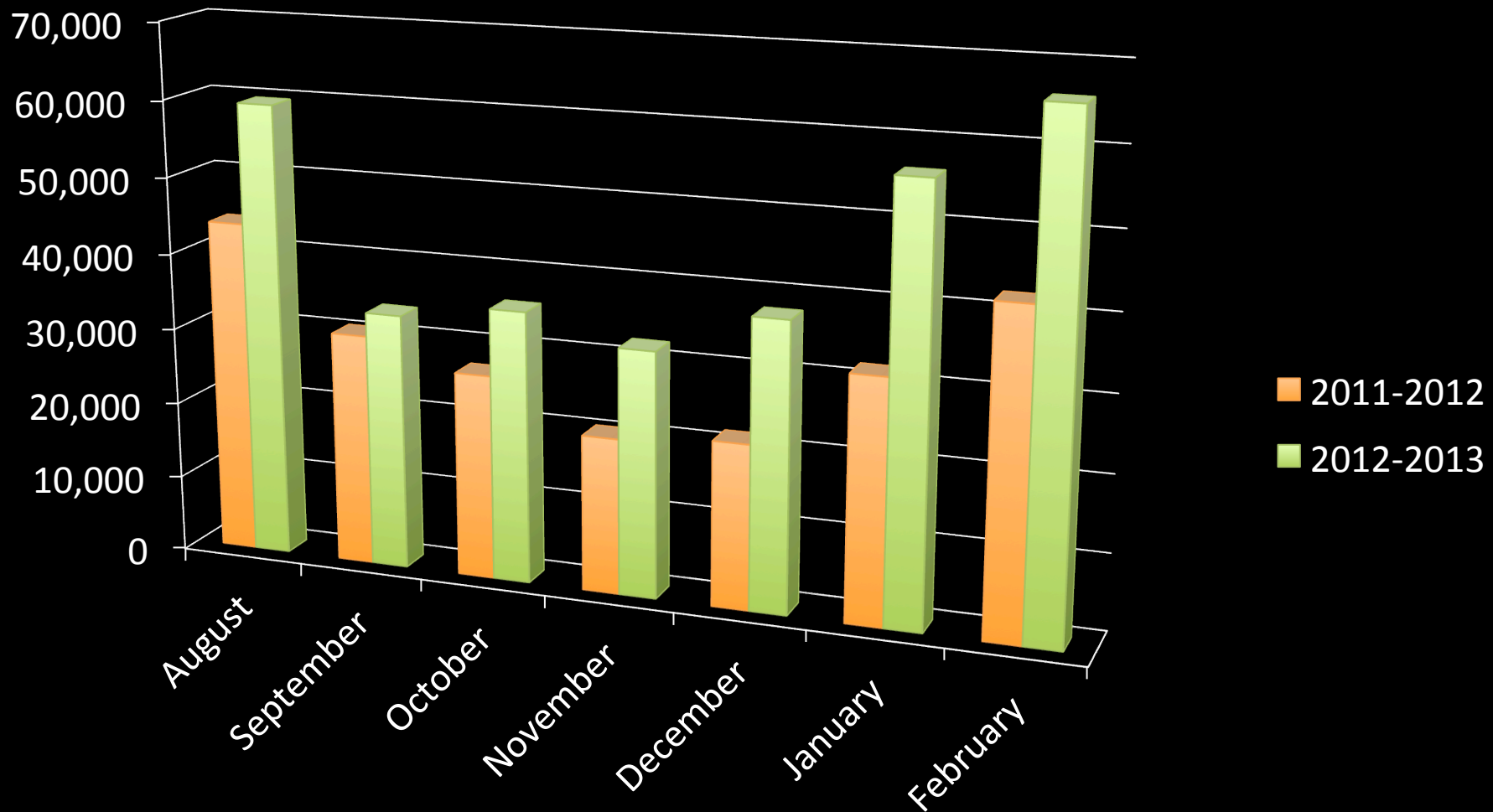
Facebook Engagement Megaphone



* Numbers will differ from FB Insights. These metrics are sums of daily Reach and People Talking About This and are provided for directional purposes. Facebook only provides these metrics as a 1, 7 or 28 day trailing figure.

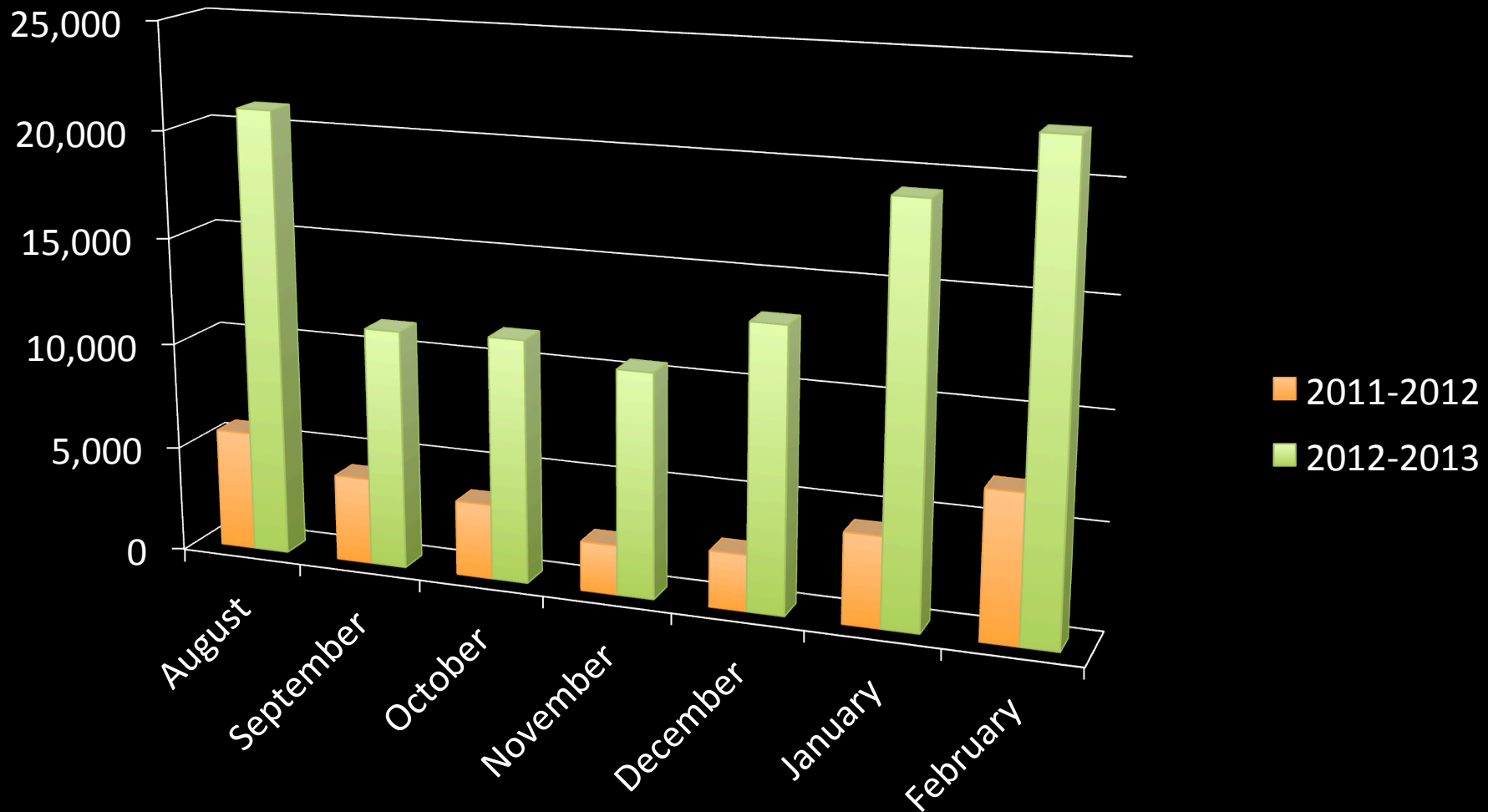


Interactive Marketing - Website YTD Visits:
320,577 vs 217,043





Interactive Marketing – Mobile Website YTD Visits:
108,827 vs 29,376



Corpus Christi



UPPER PADRE ISLAND


Interactive Marketing - Barkley REI



*A new
take on a
Thanksgiving
Classic*

[Visit Corpus Christi](#)

VisitCorpusChristiTX.org



*Light up
the Holiday Season*

[Visit Corpus Christi](#)



*Memories that last a lifetime...
The best holiday gift.*

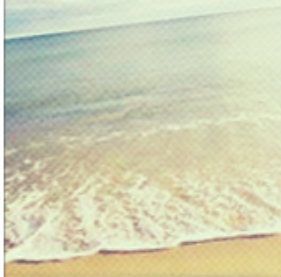
[CORPUS CHRISTI, TX](#)

Corpus Christi



UPPER PADRE ISLAND

Interactive Marketing - Barkley REI



Your
Spring
Vacation
Destination

CORPUS CHRISTI
& UPPER PADRE
ISLAND, TX



100
Miles
of
Beaches

CORPUS CHRISTI
& UPPER PADRE
ISLAND, TX



380
Species
of
Birds

CORPUS CHRISTI
& UPPER PADRE
ISLAND, TX



Unlimited
Family
Fun

CORPUS CHRISTI
& UPPER PADRE
ISLAND, TX



Your
Spring
Vacation
Destination

➤ PLAN YOUR GETAWAY

CORPUS CHRISTI
& UPPER PADRE
ISLAND, TX

Corpus Christi



UPPER PADRE ISLAND

Traditional Advertising



RESERVE
A TABLE
WITH A
GULF
VIEW



MEMORIES MADE HERE

Corpus Christi/Upper Padre Island offers dining options from white tablecloths to mocha beaches. This place of surf, sun and sky was first called Isla Blanca, the White Island, by Spanish explorers. Still timeless, and mostly untouched, these beaches are perfect places for making lifelong memories. So is the urban oasis of Corpus Christi. A city with a horizon-wide bay window. Here you can experience music venues, acclaimed dining, accommodations for any budget, museums and shopping. Don't miss unique attractions like The Texas State Aquarium or the USS Lexington Museum. What will you remember most?



VISITCORPUSCHRISTITX.ORG | 800.766.2322

GET A
BIRD'S EYE
VIEW
OF AN
AIRSHOW



MEMORIES MADE HERE

They dip, dive and soar above the blue skies over the marshes, beaches and channels of Corpus Christi/Upper Padre Island. Spot Herons, Wrens, Woodpeckers, Thrashers, Kingbirds, Flycatchers, Cranes, Egrets, Pelicans and more. We've been named America's Birdiest City for a decade.

Natural beauty can be found everywhere at the Texas State Aquarium and the South Texas Botanical Gardens & Nature Center. You can view famous warbirds on the deck of the USS Lexington Museum. You'll find plenty of nests for you to stay in, so migrate down to make some lifetime memories.



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Corpus Christi



UPPER PADRE ISLAND

Traditional Advertising



BEING
AT HOME
WITH
NATURE
IS
SECOND
NATURE



If Mother Nature were to take some time off for a vacation, she'd make her way to Corpus Christi/Upper Padre Island to kick back, admire her handiwork and be content with her accomplishments. From the bounty of fish, both in the bays and the deep blue, to skies filled with birds of every variety, to square miles teeming with wild game. And let's not forget sunrises and sunsets that vie to outshine one another with dramatic displays of color. So, if you have a passion for fishing, hunting, birdwatching or a yearning to just relax, sneak away and spend some time here. The memories will last forever.



MEMORIES MADE HERE



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LOOK
JUST
BENEATH
THE
SURFACE



MEMORIES MADE HERE

Everyone enjoys the beaches and bays of Corpus Christi/Upper Padre Island. But if you look a little deeper you will come face-to-fin with dolphins and stingrays. You can touch and feel exotic plants, jet down a tube of water, or take a step back into World War II. So in between swimming, surfing, fishing and sunbathing, take in all the experiences we have to offer. Dine on fried shrimp, shop in a unique boutique or just lay back and watch the sunset. There are countless memories waiting to go home with someone, which ones will be yours?



VISITCORPUSCHRISTITX.ORG

Corpus Christi



UPPER PADRE ISLAND

Projected Budgets: 2012-2013 FY

Interactive Marketing - \$800,000

Traditional Advertising - \$1.2 million

Social Media

Print

Website Ad Networks

TV

Demographic Targeting

Radio

Retargeting

Digital Billboards





Economic Impact Study Highlights

- Visitors
 - 7.4 million visitors (person trips to the metro area)
 - Over 18.5 million visitor-days (average 2.2 days per trip)
 - Average party size of 2.3
 - 46% day travelers, 58% in hotels/motels
 - 80% visitors for leisure, 20% for business
 - 39% visitors go to beaches/waterfront, 17% sightseeing, 13% hunting/fishing
- Spending
 - \$116.7 per visitor per day (\$65.6 day trip; \$144.7 overnight; \$160 business travelers)
 - Spending by category: restaurants & bars (21%), lodging (22%), local transportation (30%), shopping (14%), recreation & entertainment (9%)
 - Visitors account for 81% of sales in local hotels, 60% airport activity



Economic Impact Study Highlights

- Direct impacts of local tourism
 - \$625 million in value added (output)
 - 15,792 jobs
 - \$11.7 million direct room taxes, \$27.4 million indirect local taxes
 - Tax return on investment per dollar of CVB budget: \$10.9
 - Tourism directly accounts for 5% of local business activity and 7% of local workforce
- Total impacts, including indirect effects
 - \$1.4 billion
 - 26,659 jobs



Corpus Christi



UPPER PADRE ISLAND

2013 Annual Luncheon – May 8, 2013



IT PAYS\$ TO PLAY

Corpus Christi



UPPER PADRE ISLAND

Thank you for your support!!!
See you May 8th!!!

