



Punta Gorda/Englewood Beach VCB

Economic Impact Estimate for
Englewood Beach WaterFest

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Total Economic Impact¹

\$5,882,500

When including indirect and induced effects² of direct spending, the total economic impact of people attending Englewood Beach WaterFest who **live outside** of Charlotte County was \$5,882,500³.

¹It is unclear whether or not previous economic impact reports for this event took into account visitors who stayed with friends and relatives. Further, it appears that previous economic impact reports did not adjust the economic impact to reflect the number of unique attendees to the event as opposed to simply using total attendance as reported by the event. Hence, comparison of figures in this report may not be directly comparable to figures in previous reports.

²Induced effects are increased business spending resulting from tourism dollars. Indirect effects are increased household spending resulting from tourism dollars.

³For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, ticket prices, and “other” expenses.

Direct Spending

\$3,844,800

People who live outside of Charlotte County spent \$3,844,800 during Englewood Beach WaterFest.

¹For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, ticket prices, and “other” expenses.

Direct Spending

Direct spending by category by all **out-of-county** attendees who attended Englewood Beach WaterFest.

Accommodations	\$	969,500
Restaurants	\$	1,166,600
Groceries	\$	266,600
Shopping	\$	339,700
Entertainment	\$	320,100
Transportation	\$	356,900
Other	\$	425,400
Total	\$	3,844,800

Out-of-County Visitors¹

6,000

There were 6,000² individuals from **outside Charlotte County** who attended Englewood Beach WaterFest.

¹It is unclear whether or not previous economic impact reports for this event used total attendance as reported by the event organizer or the number of unique attendees to the event. Hence, comparison of figures in this report may not be directly comparable to figures in previous reports.

²An estimate of 30,000 total attendees was used for this report and directly affects economic impact.

Paid Room Nights Generated

6,930 room nights

Attendees who live outside of Charlotte County spent **6,930** nights in our hotels, motels, etc., while attending Englewood Beach WaterFest.

Out-of-Town Visitor Profile

- 3.2 people per travel party
- 7.8 nights stayed in Charlotte County
- 51 years old – average age
- 56% male

Methodology

- The economic impact of Englewood Beach WaterFest was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research with 294 attendees of Englewood Beach WaterFest,
 - Attendance figures from Englewood Beach WaterFest,
 - Punta Gorda/Englewood Beach VCB Visitor Tracking Studies, and
 - Tourism database at Downs & St. Germain Research.

2018 Englewood Beach WaterFest Economic Impact Study

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