

# Punta Gorda/Englewood Beach VCB Visitor Tracking Report

April – June 2022



# Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during April through June, 2022. In the report, we follow visitors in their journeys from pre-trip planning to the economic impact of their expenditures in our destination. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Punta Gorda/Englewood Beach.



# Executive Summary



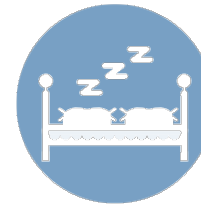
# Visitor Journey – Impact of Tourism





# Quarterly Snapshot

- » April-June 2022 Charlotte County has an increase in visitation while concurrently having a decrease in visitor spending due to more day trippers and a shorter length of stay in 2022
- » International visitation has rebounded past pre-pandemic levels as 13% of visitors were international in 2022 vs. 8% in 2019.
- » Visitors' length of stay decreased from 8.2 nights in Apr-June 2021 to 7 nights in Apr-June 2022



**52.8%**

OCCUPANCY  
RATE

↓ 15.9%



**\$151.06**

AVERAGE DAILY  
RATE

↑ 15.1%



**\$79.81**

REVENUE PER  
ROOM

↓ 3.1%

Vs. 2021

# Key Performance Indicators

Visitor Statistics	Apr – June 2021	Apr – June 2022	Percent Change
<i>Visitors<sup>1</sup></i>	215,500	223,700	+3.8%
<i>Direct Expenditures<sup>2</sup></i>	\$167,649,500	\$160,896,100	-4.0%
<i>Total Economic Impact</i>	\$243,091,500	\$233,299,300	-4.0%

Lodging Statistics	Apr – June 2021	Apr – June 2022	Percent Change
<i>Occupancy<sup>3</sup></i>	62.8%	52.8%	-15.9%
<i>Room Rates<sup>3</sup></i>	\$131.20	\$151.06	+15.1%
<i>RevPAR<sup>3</sup></i>	\$82.39	\$79.81	-3.1%
<i>Room Nights<sup>3</sup></i>	333,931	280,900	-15.9%
<i>TDT Collections</i>	\$1,683,536	\$1,820,420	+8.1%

<sup>1</sup> Total visitation increased due to a larger base of day trippers compared to previous years as well as a decrease in length of stay.

<sup>2</sup> Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

<sup>3</sup> Sources: STR and All The Rooms

# Travel Party Spending

- » Visiting travel parties staying with friends and relatives spent **\$197** per day and **\$2,188** on their trip
- » Visiting travel parties staying in paid accommodations spent **\$407** per day and **\$3,419** on their trip



# Visitor Journey – Pre-Visit





# Top Trip Planning<sup>1</sup>

- » **Over 1 in 3** visitors planned their trip 3 month or longer in advance
- » Average trip planning cycle was **68 days**
- » Top trip planning sources:



Previous visit (44%)



Friend, coworker, etc. (40%)



Internet (34%)

# Punta Gorda/Englewood Beach Promotions<sup>1</sup>

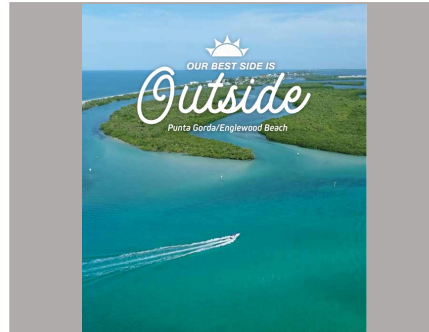
- » **21%** of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit
- » **57%** of those who recalled advertising were influenced to come to the area
- » Top sources of noticed promotions:



Television (**30%**)



Online Article (**21%**)



Travel/Visitor  
Guide (**21%**)



Personal social  
media (**20%**)



Newspaper (**19%**)

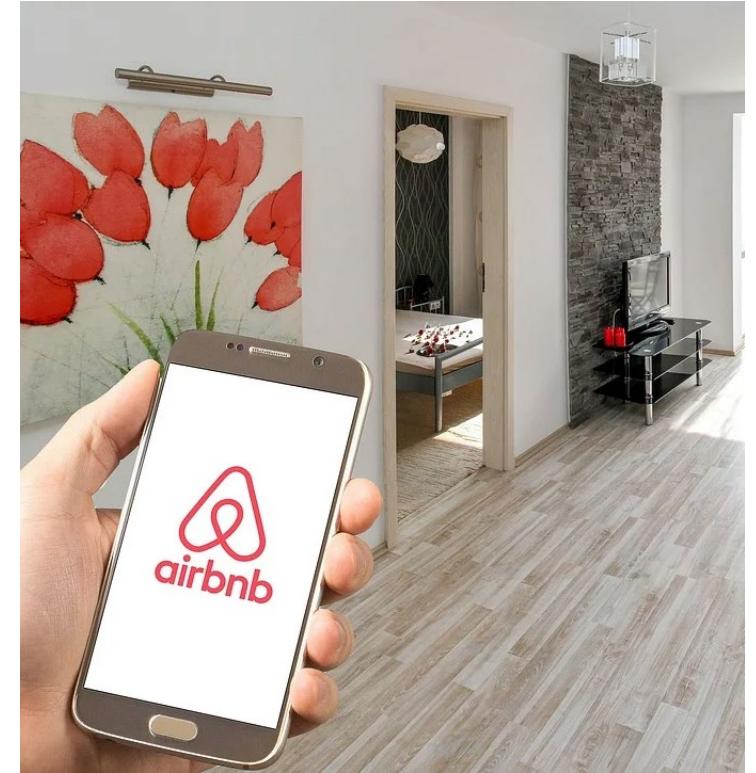
# Top Methods of Accommodation Booking<sup>1</sup>



38% Directly with hotel/condo



26% Online travel agency



15% Airbnb

<sup>1</sup>Visitors staying in paid accommodations.



# Transportation



**63%** of visitors drove to  
Punta Gorda/Englewood Beach



**18%** of all visitors flew in via  
the Punta Gorda Airport



**11%** of all visitors flew in via  
the Southwest Florida  
International Airport



# Top Reasons for Visiting<sup>1</sup>



Visit friends/relatives (43%)



Family vacation (33%)



Beach (26%)

# Top Reasons for Choosing Punta Gorda/Englewood Beach Over Other Destinations<sup>1</sup>



Family/friends (44%)



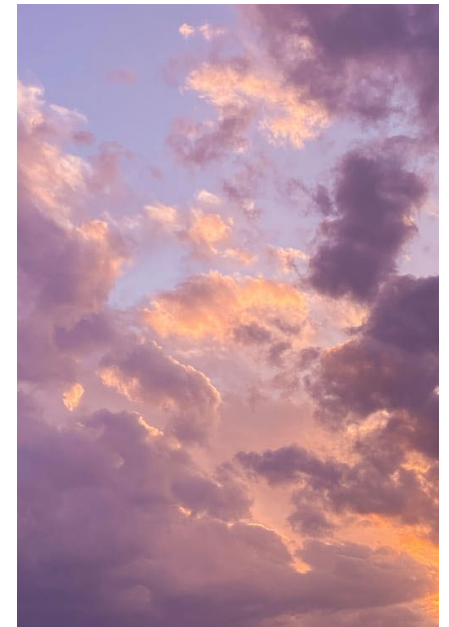
Beach (8%)



Weather (8%)



Previous visit (7%)



Quiet (5%)



# Other Destinations Considered<sup>1</sup>

- » 63% of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Other destinations considered:



Ft. Myers/Cape Coral (15%)



Sarasota (8%)



Naples (8%)



St Pete/Clearwater (5%)



Florida Keys (7%)

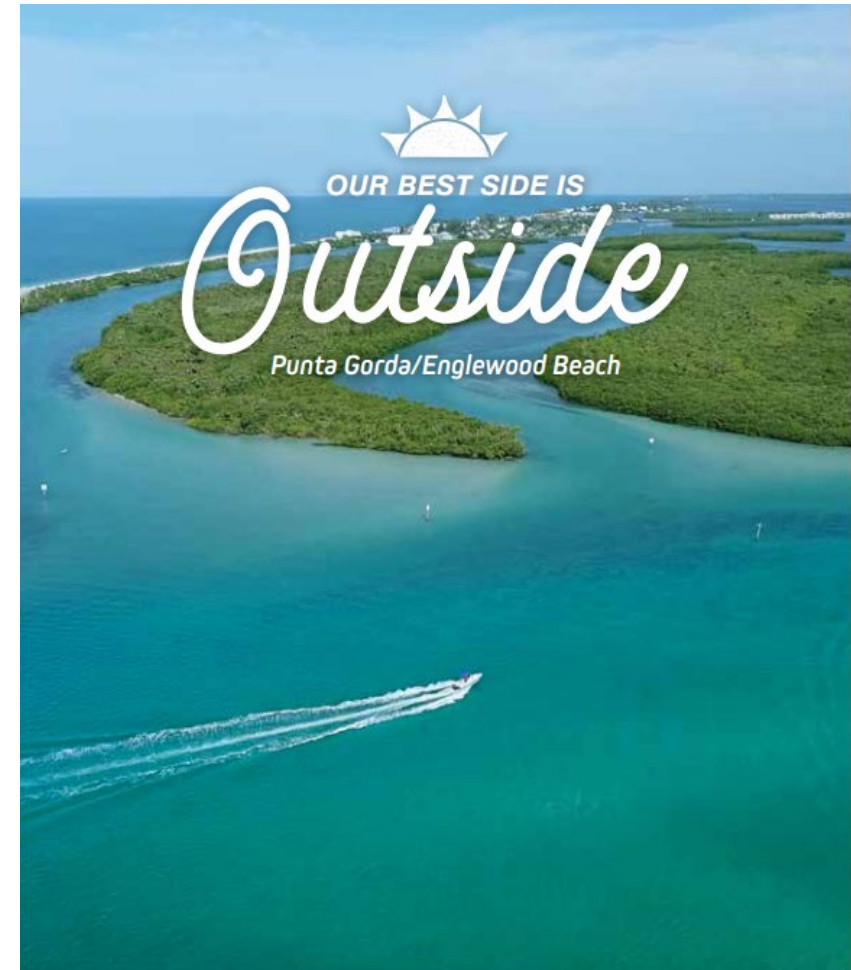


Tampa (5%)

<sup>1</sup>multiple responses permitted.

# Visitors Guide

- » **15%** of visitors requested a Visitors Guide
- » Visitors Guide received a rating of **8.5 out of 10.0<sup>1</sup>**



<sup>1</sup>Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

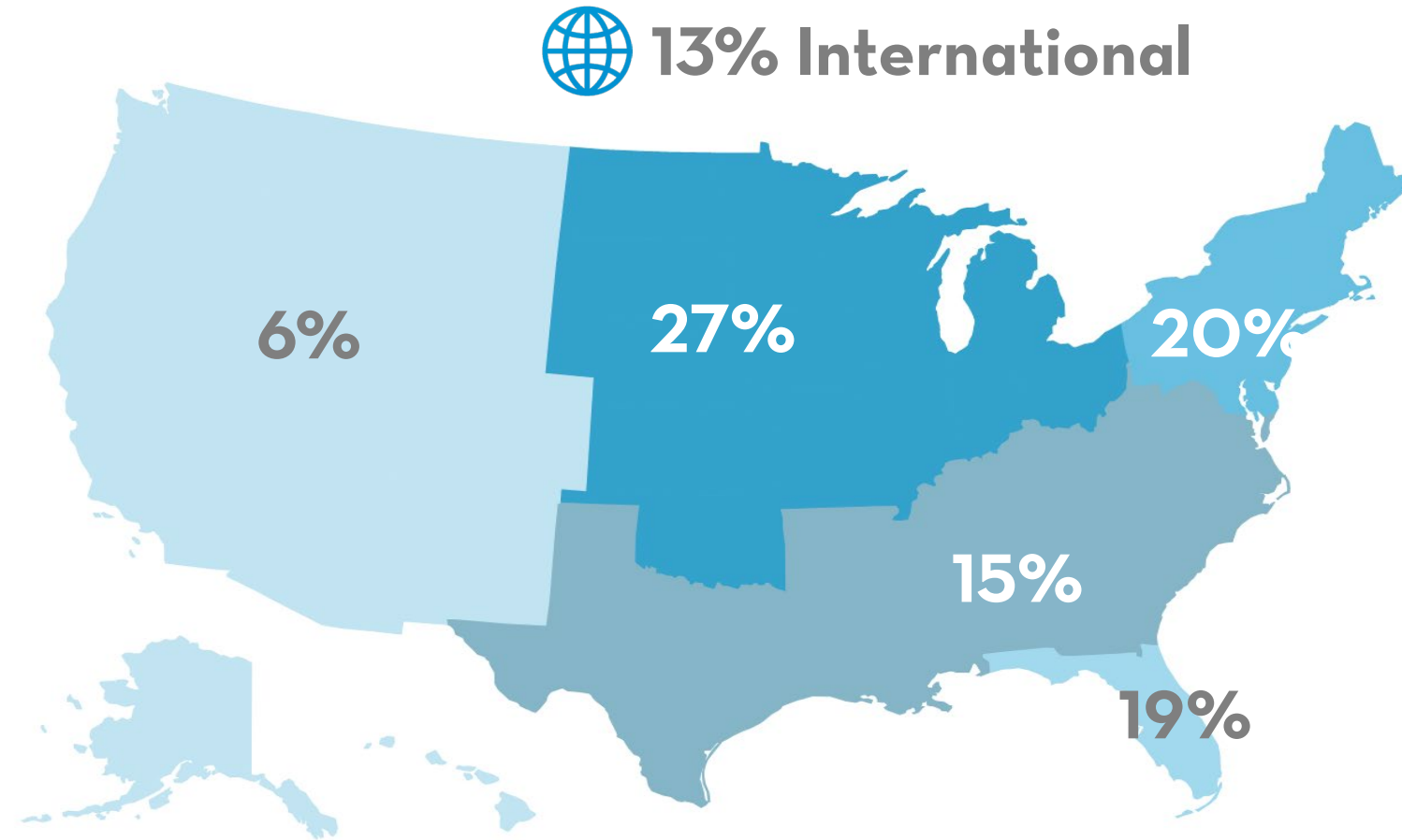


# Visitor Journey – Traveler Profile



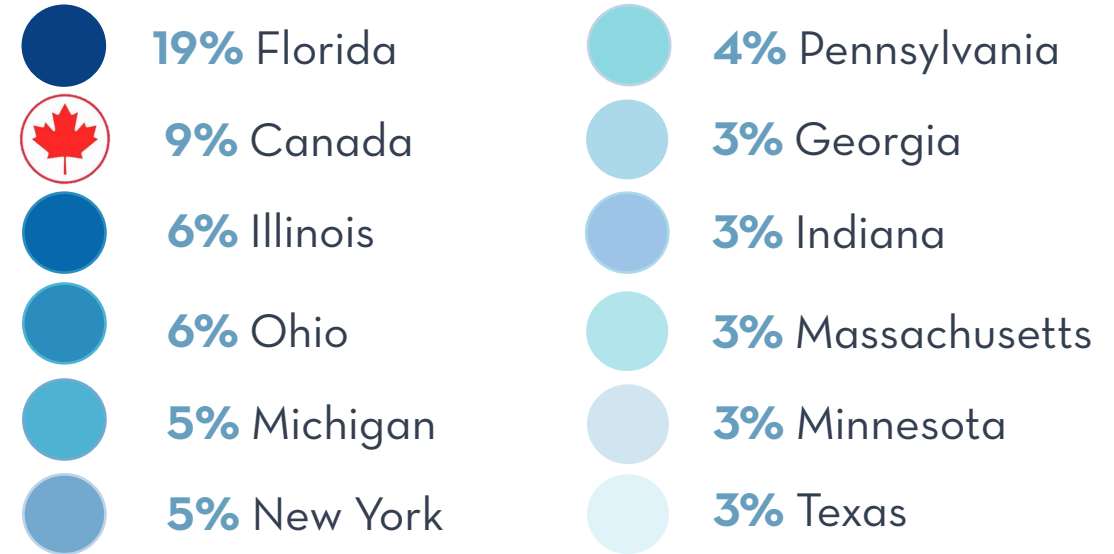
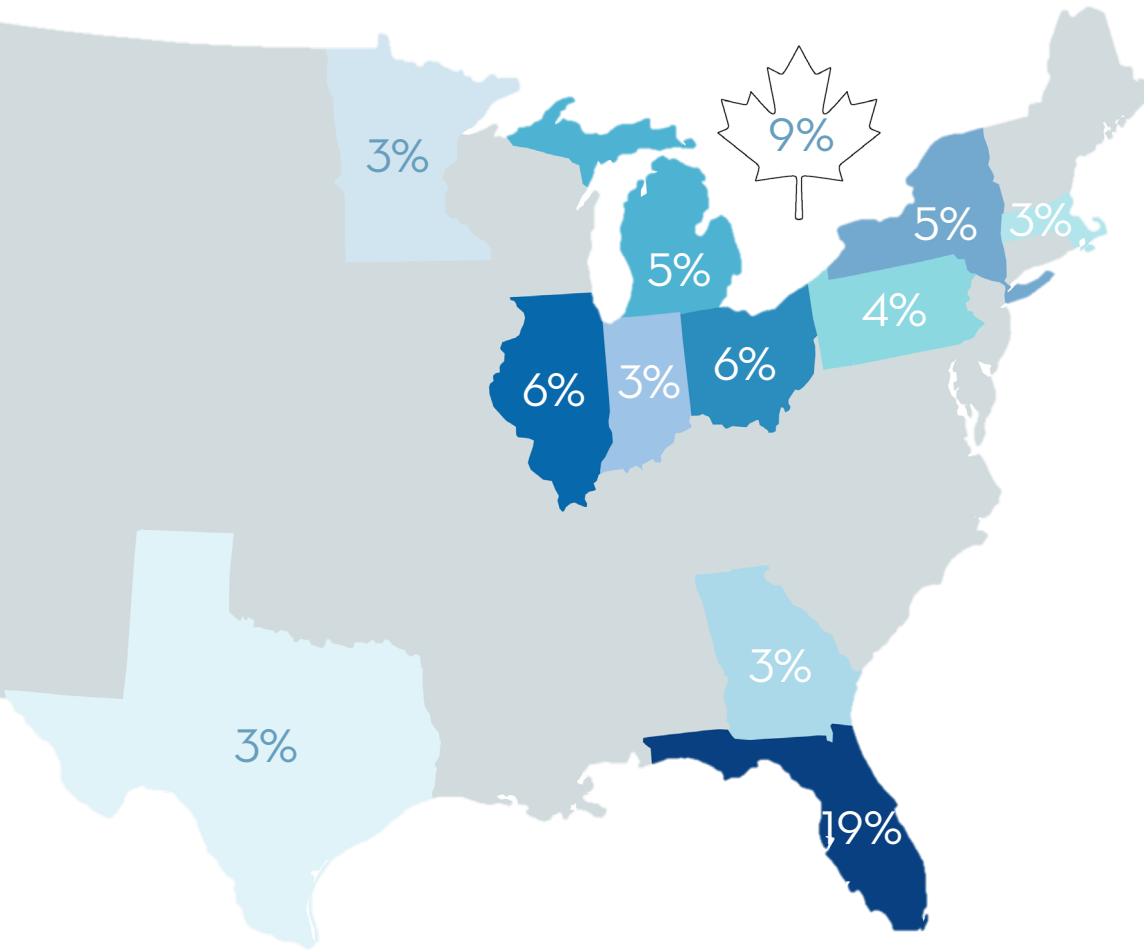
# Top Origin Regions of Visitors

- » **87%** of Charlotte County visitors lived in the United States
- » **13%** of visitors were from outside of the United States, mostly from Canada
- » The Midwest and Northeast accounted for nearly half of all visitors



# Top Origin States of Visitors

**69%** of visitors traveled to Charlotte County from 11 states and Canada



# Top Origin Markets of Visitors

30% of visitors come from 8 markets



5% Fort Myers-Naples



5% New York<sup>1</sup>



4% Chicago



4% Sarasota-Bradenton



3% Atlanta



3% Boston



3% Detroit



3% Tampa-St. Pete

<sup>1</sup>NYC metro area includes parts of New York, New Jersey & Connecticut.



# Travel Party Size and Composition

- » The typical visitor traveled in a party composed of **2.8** people
- » **35%** traveled with at least one person under the age of 20
- » **Over 1 in 3** traveled as a family
- » **1 in 3** visitors traveled as a couple



# Length of Stay – All Visitors<sup>1</sup>

- » Visitors spent **7.0<sup>1</sup>** nights in Punta Gorda/Englewood Beach



<sup>1</sup>Nights stayed capped at 30 nights. Average length of stay is 26.5 nights when nights stayed is not capped.

<sup>1</sup>Nights stayed includes Day Trippers.



# First Time Visitors

- » **17%** were first time visitors
- » **33%** had visited more than 10 times



# Typical Punta Gorda/Englewood Beach Visitor

## » The typical Visitor:

- » Was 50 years old
- » Had a median household income of \$98,800
- » Was equally likely female (53%) or male (47%)
- » Was from:
  - » Midwest (27%)
  - » Northeast (20%)
  - » Florida (19%)





# Typical Day Trip Visitor



- » The Typical Day Trip Visitor:
  - » Was 53 years old
  - » Had a median household income of \$116,200
  - » Was equally likely male/female (49%/51%)
  - » Was from:
    - » Fort Myers-Naples (12%)
    - » Sarasota-Bradenton (11%)

# Typical Vacationer Visitor

- » The Typical Vacationer<sup>1</sup> Visitor:
  - » Was 48 years old
  - » Had a median household income of \$98,500
  - » Was equally likely male/female (49%/51%)
  - » Was from:
    - » Midwest (28%)
    - » Northeast (21%)





# Typical Long-Term Visitor

- » The Typical Long-Term<sup>1</sup> Visitor:
  - » Was 51 years old
  - » Had a median household income of \$81,000
  - » Was female (55%)
  - » Was from
    - » Midwest (32%)
    - » Northeast (25%)



<sup>1</sup>Travel parties who stayed more than 10 nights.

# Visitor Journey – Trip Experience





# Top Visitor Accommodations



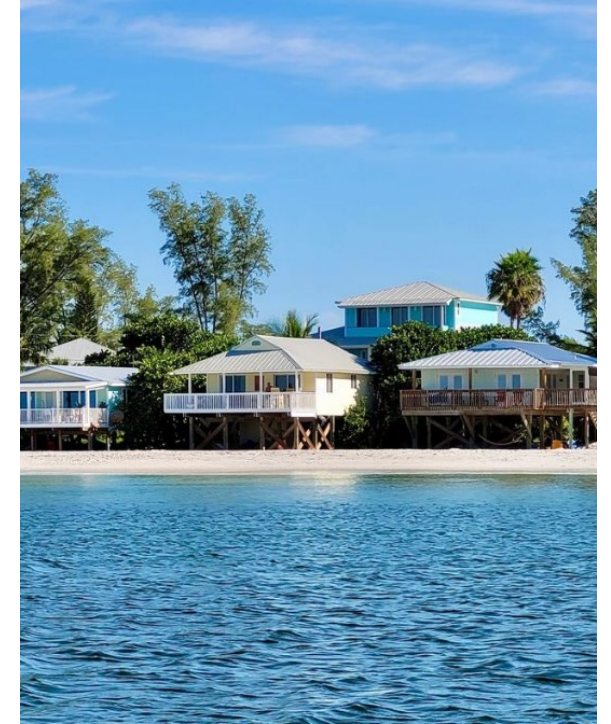
30% Day Tripper



25% Hotel/motel/resort



20% Family/friend's residence



15% Rental  
condo/home/timeshare



# Top Activities During Visit<sup>1</sup>



Beach (62%)



Restaurants (54%)



Visit friends/relatives  
(52%)



Shopping (36%)

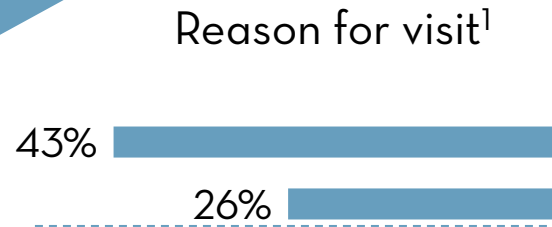


Nature related (30%)

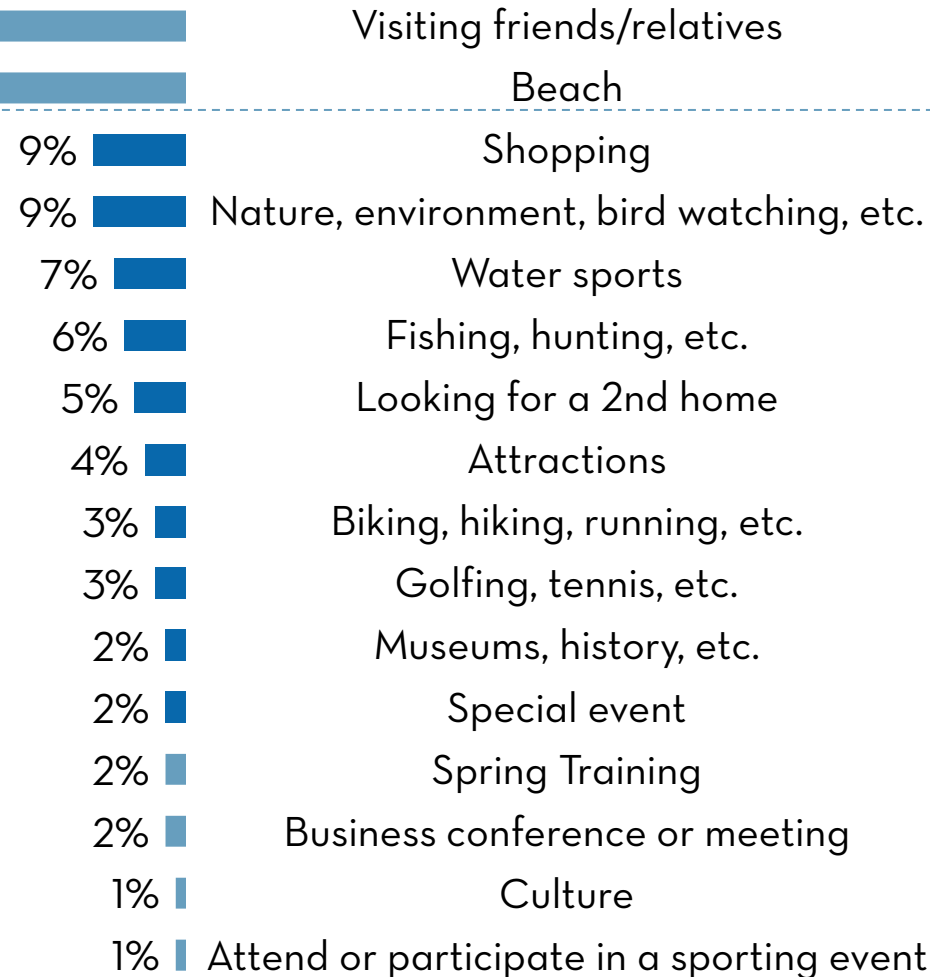
<sup>1</sup>Multiple responses permitted

# Reason for Visit vs. Visitor Activities

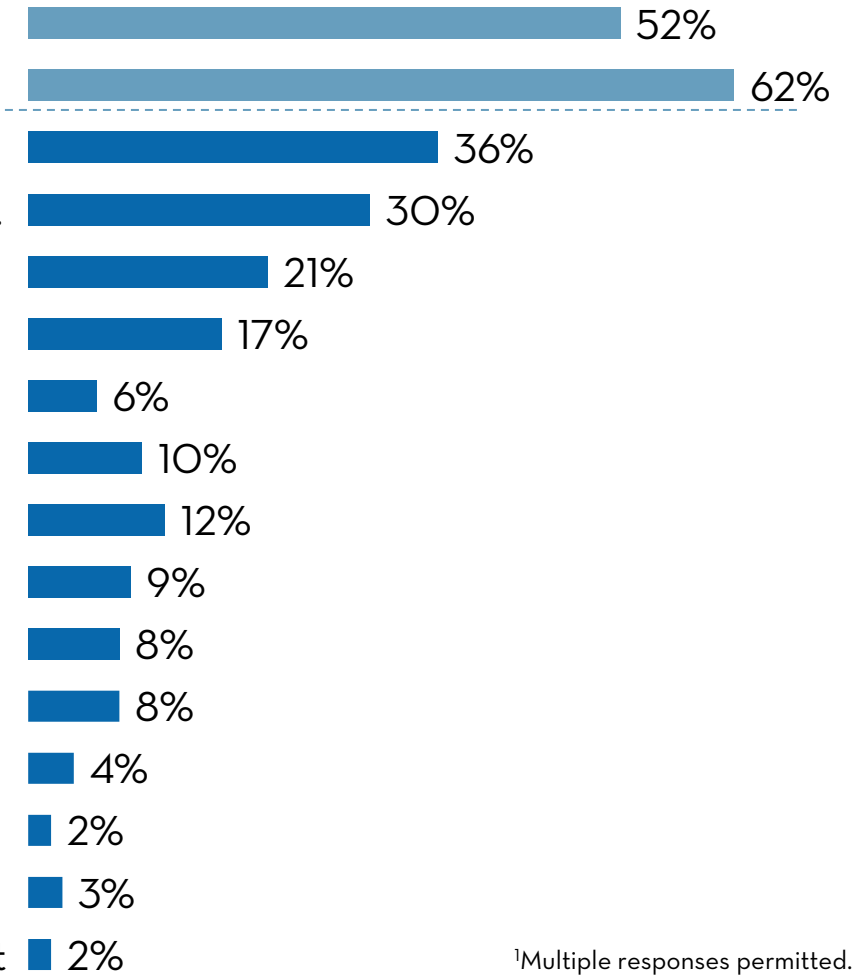
## Key Reasons for Visiting



## Trip Enhancements



## Visitor activities<sup>1</sup>



<sup>1</sup>Multiple responses permitted.



# Visitor Journey – Post-Trip Evaluation



# Visitor Satisfaction

- » **81%** of visitors would definitely recommend Punta Gorda/Englewood Beach
- » **85%** will definitely return
- » **97%** were satisfied or very satisfied with their stay (**78%** were very satisfied)



# Top Requested Amenities<sup>1</sup>



35% More restaurants



26% More bars/nightlife



21% More outdoor activities

<sup>1</sup>Multiple responses permitted



# Perceptions of Punta Gorda/Englewood Beach<sup>1</sup>

## **Great Area:**

*"I love this area! Excellent people and fabulous weather. The beaches are amazing, and the kayaking can't be beat!"*



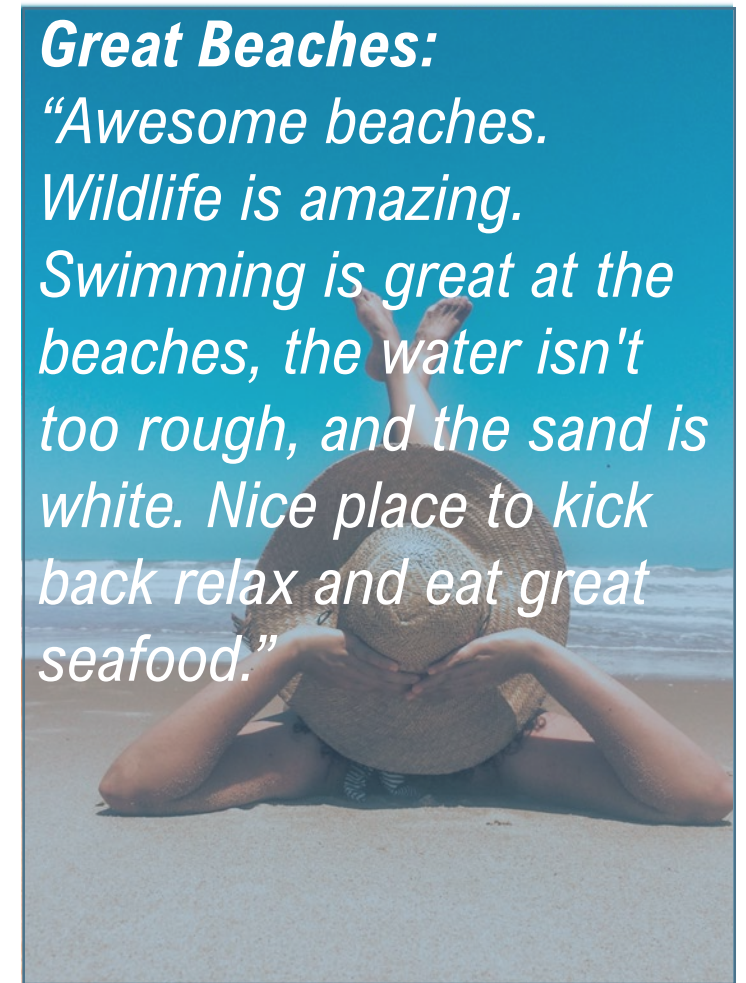
## **Beautiful:**

*"This area all around Port Charlotte is like magical to me. It is vibrant with restaurants and bars and places to go, and it is relaxing when you are around the harbor and beaches."*



## **Great Beaches:**

*"Awesome beaches. Wildlife is amazing. Swimming is great at the beaches, the water isn't too rough, and the sand is white. Nice place to kick back relax and eat great seafood."*



<sup>1</sup>Coded open-ended responses.

# Detailed Findings





# Visitor Journey – Impact of Tourism





# Visitor Spending by Visitor Type

- » All visitors spent **\$160,896,100** over the course of their visits
- » While the number of visitors staying in paid accommodations was **1.5 times** the number of visitors in non-paid accommodations, those staying in paid accommodations spent over **double** what visitors in non-paid accommodations spent

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
<i>Visitors</i>	<i>94,200</i>	<i>62,400</i>	<i>67,100</i>	<b>223,700</b>
<i>Spending</i>	<i>\$108,236,800</i>	<i>\$48,917,900</i>	<i>\$3,741,400</i>	<b>\$160,896,100</b>

# Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	<i>\$151</i>	<i>\$0</i>	<i>\$0</i>	<i>\$64</i>
<i>Restaurants</i>	<i>\$84</i>	<i>\$75</i>	<i>\$53</i>	<i>\$72</i>
<i>Groceries</i>	<i>\$29</i>	<i>\$30</i>	<i>\$15</i>	<i>\$25</i>
<i>Shopping</i>	<i>\$51</i>	<i>\$34</i>	<i>\$28</i>	<i>\$39</i>
<i>Entertainment</i>	<i>\$46</i>	<i>\$36</i>	<i>\$24</i>	<i>\$36</i>
<i>Transportation</i>	<i>\$27</i>	<i>\$7</i>	<i>\$15</i>	<i>\$18</i>
<i>Other</i>	<i>\$19</i>	<i>\$15</i>	<i>\$11</i>	<i>\$15</i>
<b>Total</b>	<b>\$407</b>	<b>\$197</b>	<b>\$146</b>	<b>\$269</b>

# Total Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	<i>\$1,268</i>	<i>\$0</i>	<i>\$0</i>	<i>\$448</i>
<i>Restaurants</i>	<i>\$706</i>	<i>\$833</i>	<i>\$53</i>	<i>\$504</i>
<i>Groceries</i>	<i>\$244</i>	<i>\$333</i>	<i>\$15</i>	<i>\$175</i>
<i>Shopping</i>	<i>\$428</i>	<i>\$377</i>	<i>\$28</i>	<i>\$273</i>
<i>Entertainment</i>	<i>\$386</i>	<i>\$400</i>	<i>\$24</i>	<i>\$252</i>
<i>Transportation</i>	<i>\$227</i>	<i>\$78</i>	<i>\$15</i>	<i>\$126</i>
<i>Other</i>	<i>\$160</i>	<i>\$167</i>	<i>\$11</i>	<i>\$105</i>
<b>Total</b>	<b>\$3,419</b>	<b>\$2,188</b>	<b>\$146</b>	<b>\$1,883</b>

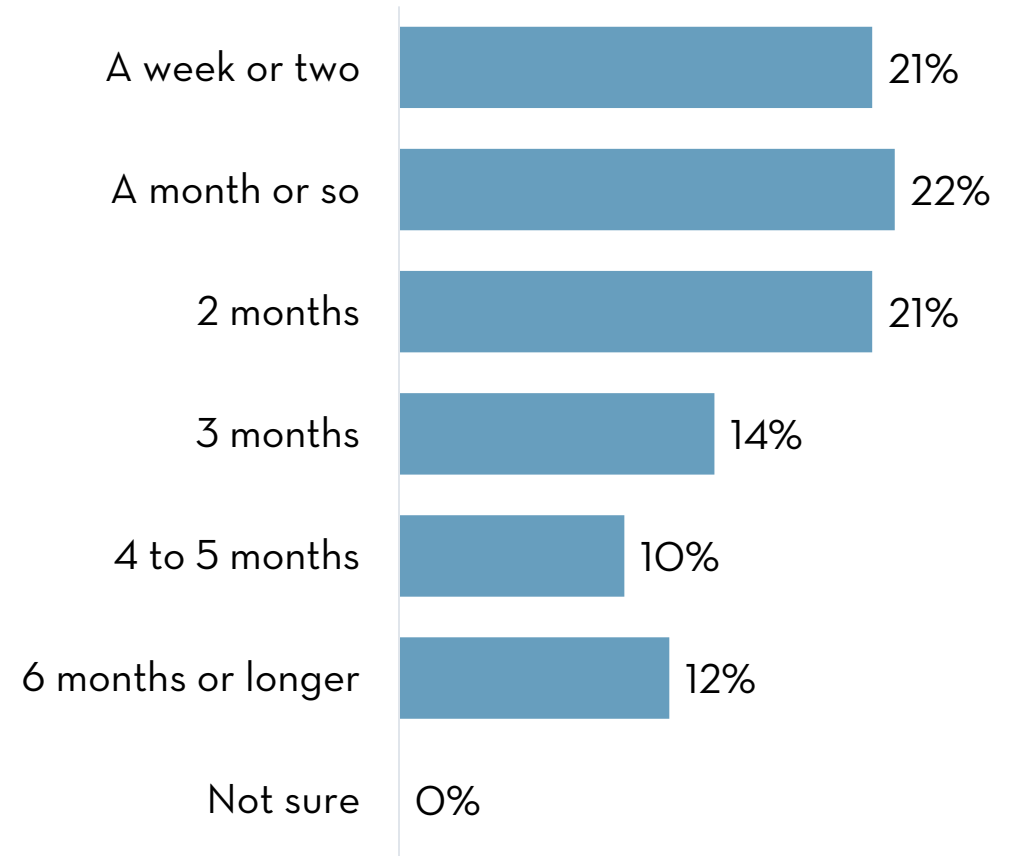


# Visitor Journey – Pre-Visit



# Trip Planning Cycle

- » Over 1 in 3 visitors had **long planning windows** (3 months or longer in advance)
- » Over 2 in 5 visitors planned their trips a month or less in advance
- » Average trip planning cycle was **68 days** compared to 73 days in 2021



# Trip Planning Sources<sup>1</sup>

- » **Over 2 in 5** visitors planned their trips based on **previous visits**. **2 in 5** used their friends, family and coworkers to plan their trip
- » **Over 1 in 3** visitors used **Internet** to plan their trip. **Google** was the top site used.

## Trip Planning Source

Previous visit	44%
Friend, co-worker, etc.	40%
Internet	34%
Google search	28%
Social networking websites	11%
Restaurant websites/apps	10%
PureFlorida Website	10%
Brochures/travel guides/visitor guides	7%
Television	4%
Newspapers	4%
Travel agent	4%
AAA	3%
Special Events	3%
Magazines	3%
Radio	2%
Conventon and Visitors Bureau	1%
Business/conference/meeting information	1%
Other	4%
None/don't know	7%

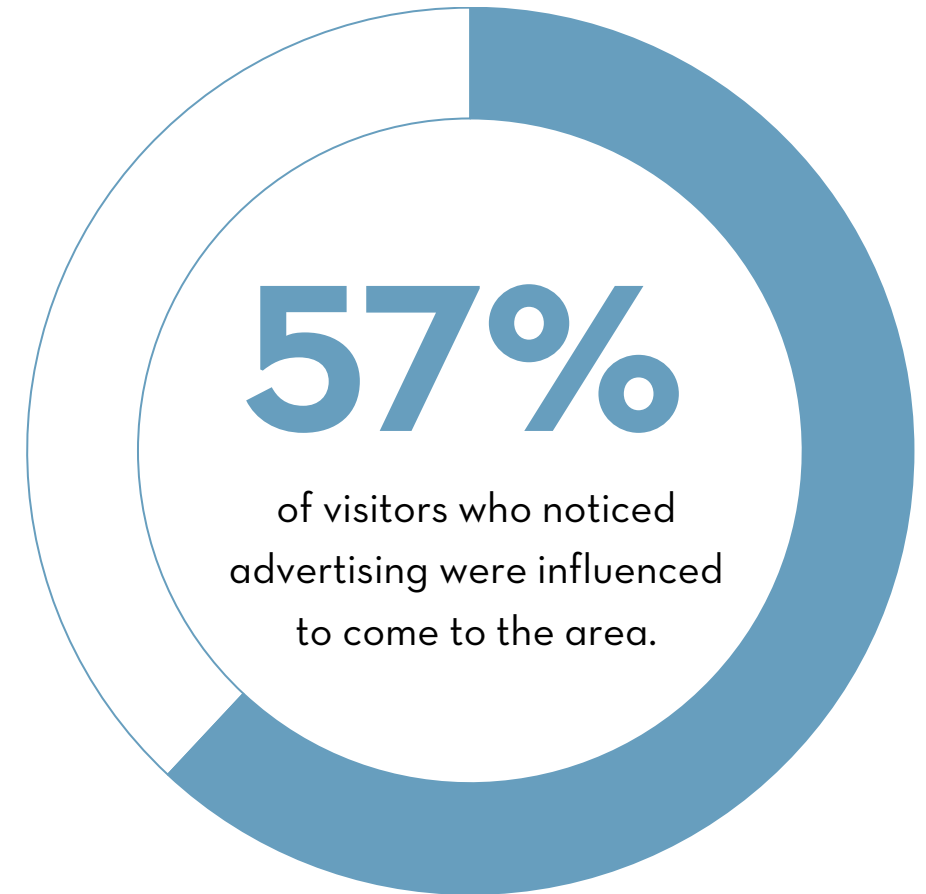
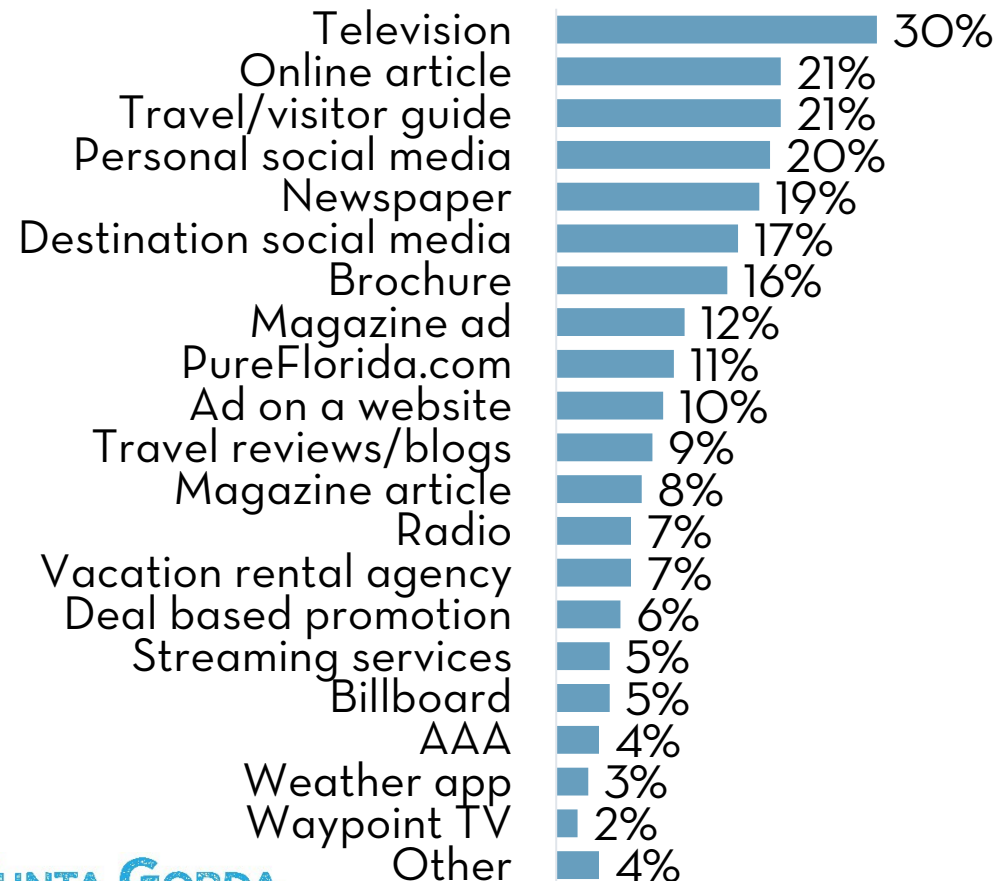
<sup>1</sup>Multiple responses permitted.



# Punta Gorda/Englewood Beach Promotions<sup>1</sup>

- » **21%** of visitors noticed promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:

Base = 21% who noticed promotions



<sup>1</sup>Multiple responses permitted.

# Charlotte County Promotion Influences

» Awareness of promotions was highest among visitors staying in paid accommodations

Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	26%	18%	18%	21%
No	56%	68%	60%	61%
Don't know	18%	14%	22%	18%

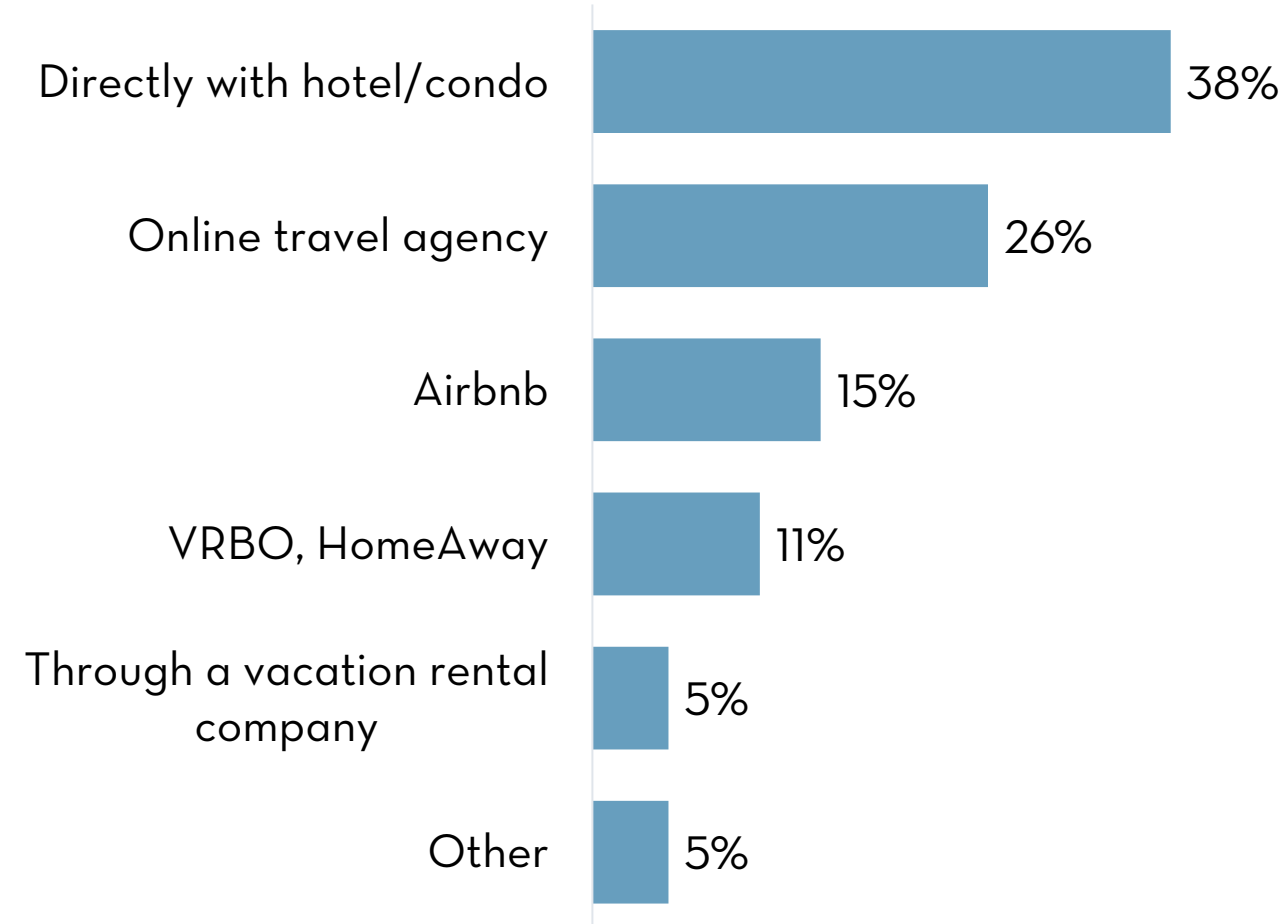
» Day Trippers were least impacted by promotions as a whole

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	76% <sup>1</sup>	51% <sup>1</sup>	34% <sup>1</sup>	57% <sup>1</sup>
No	19%	37%	62%	35%
Don't know	5%	12%	4%	8%

<sup>1</sup> Base is percentage of visitors who noticed advertising

# Paid Accommodation Booking<sup>1</sup>

- » **Nearly 2 in 5** visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Online travel agencies accounted for **over 1 in 4** bookings

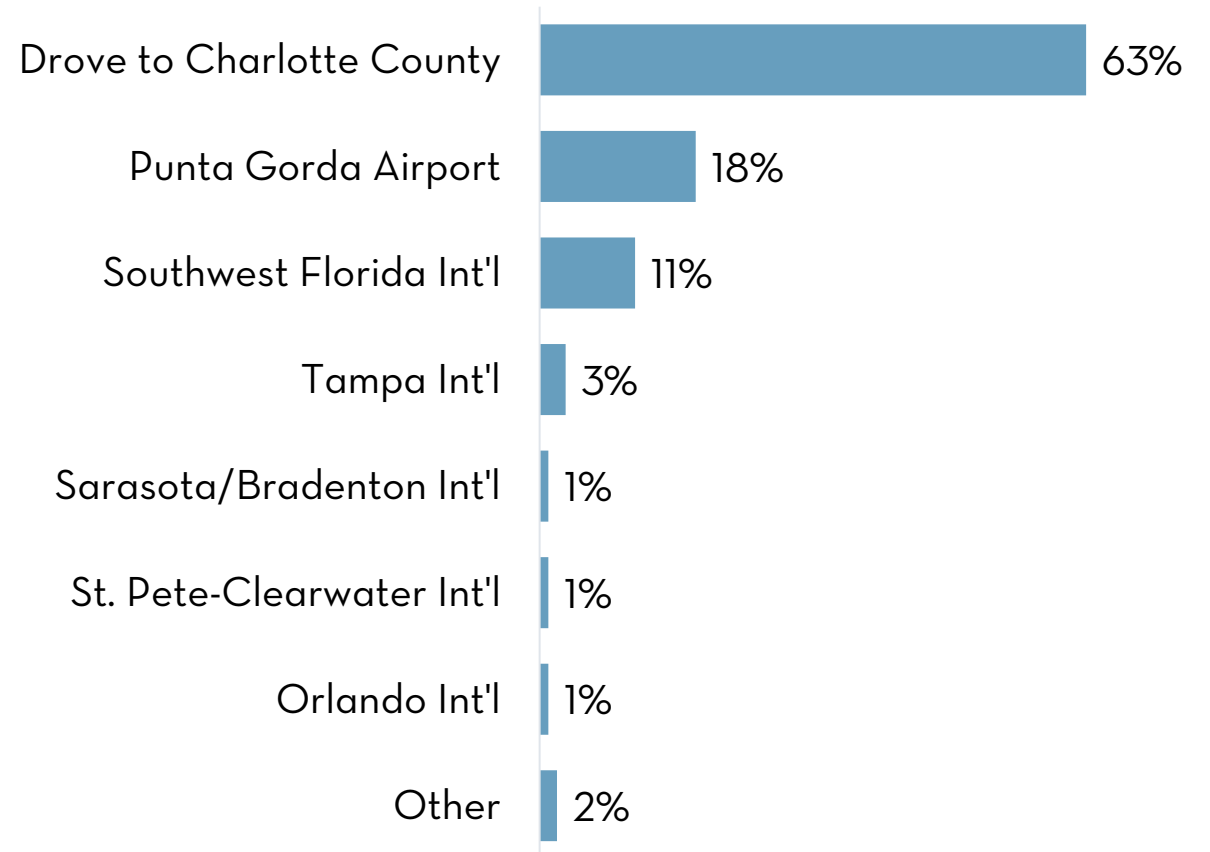


<sup>1</sup> Visitors staying in paid accommodations.



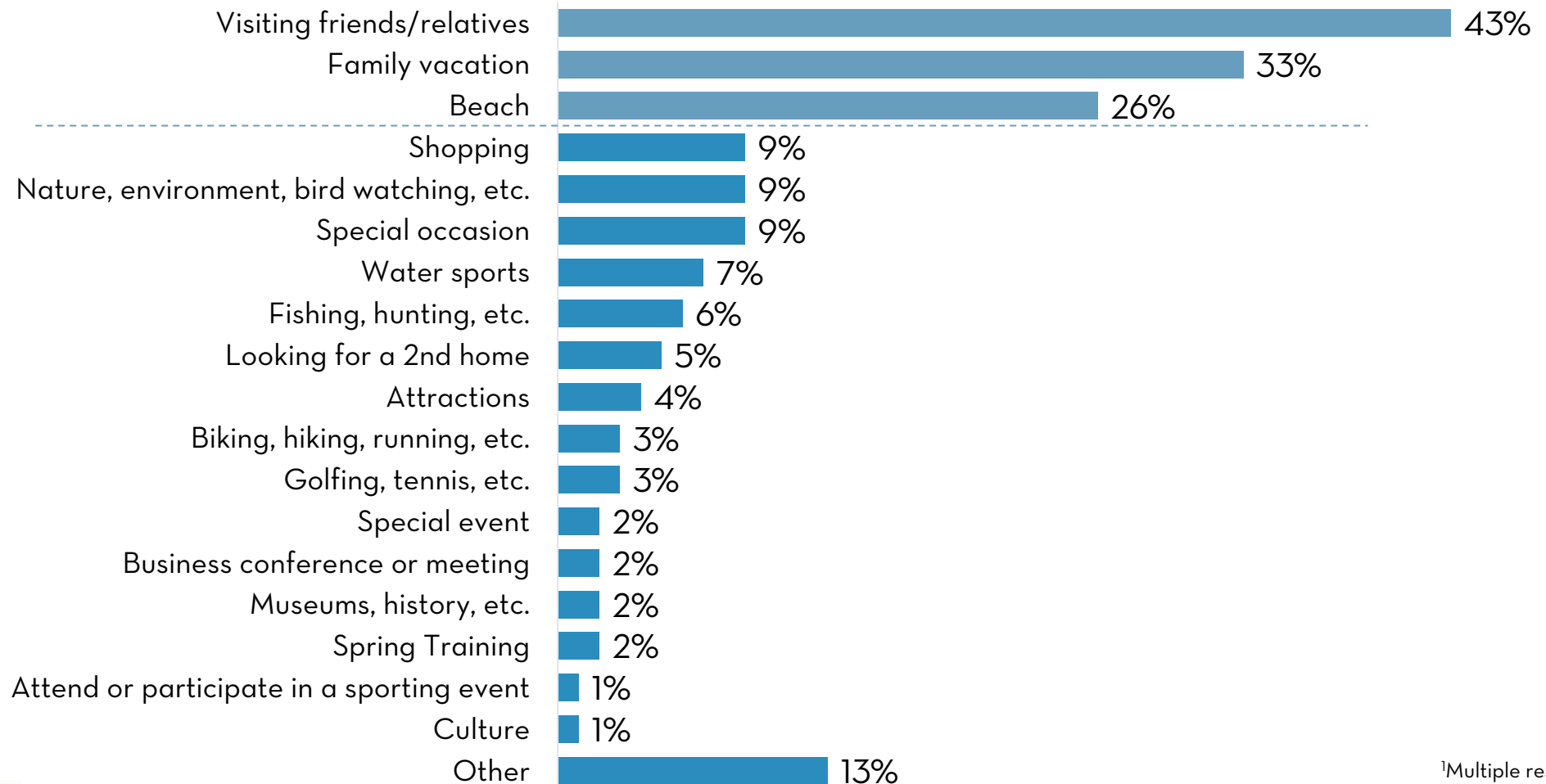
# Visitor Transportation

- » **Over 3 in 5** visitors **drove** to Punta Gorda/Englewood Beach (**63%**)
- » **Nearly 1 in 5** visitors flew into Punta Gorda Airport (**18%**)
- » **Over 1 in 10** visitors flew into Southwest Florida International Airport (**11%**)



# Reasons for Visiting<sup>1</sup>

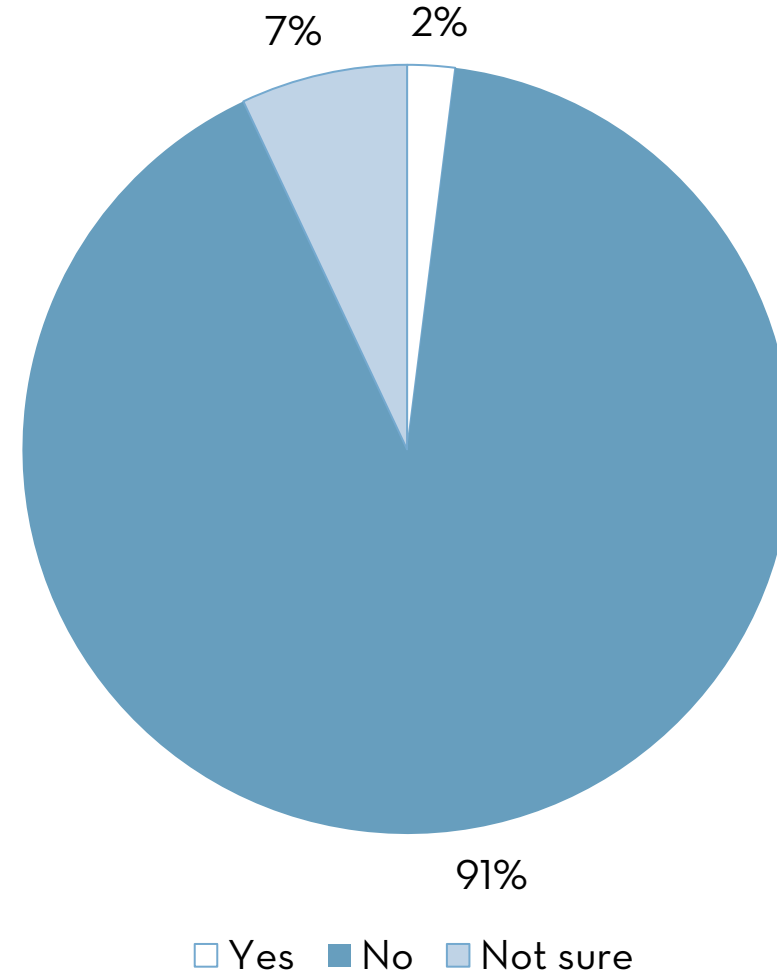
People come to Charlotte County to visit family or friends, to vacation, and to go to the beach.



<sup>1</sup>Multiple responses permitted.

# Vacation replacement<sup>1</sup>

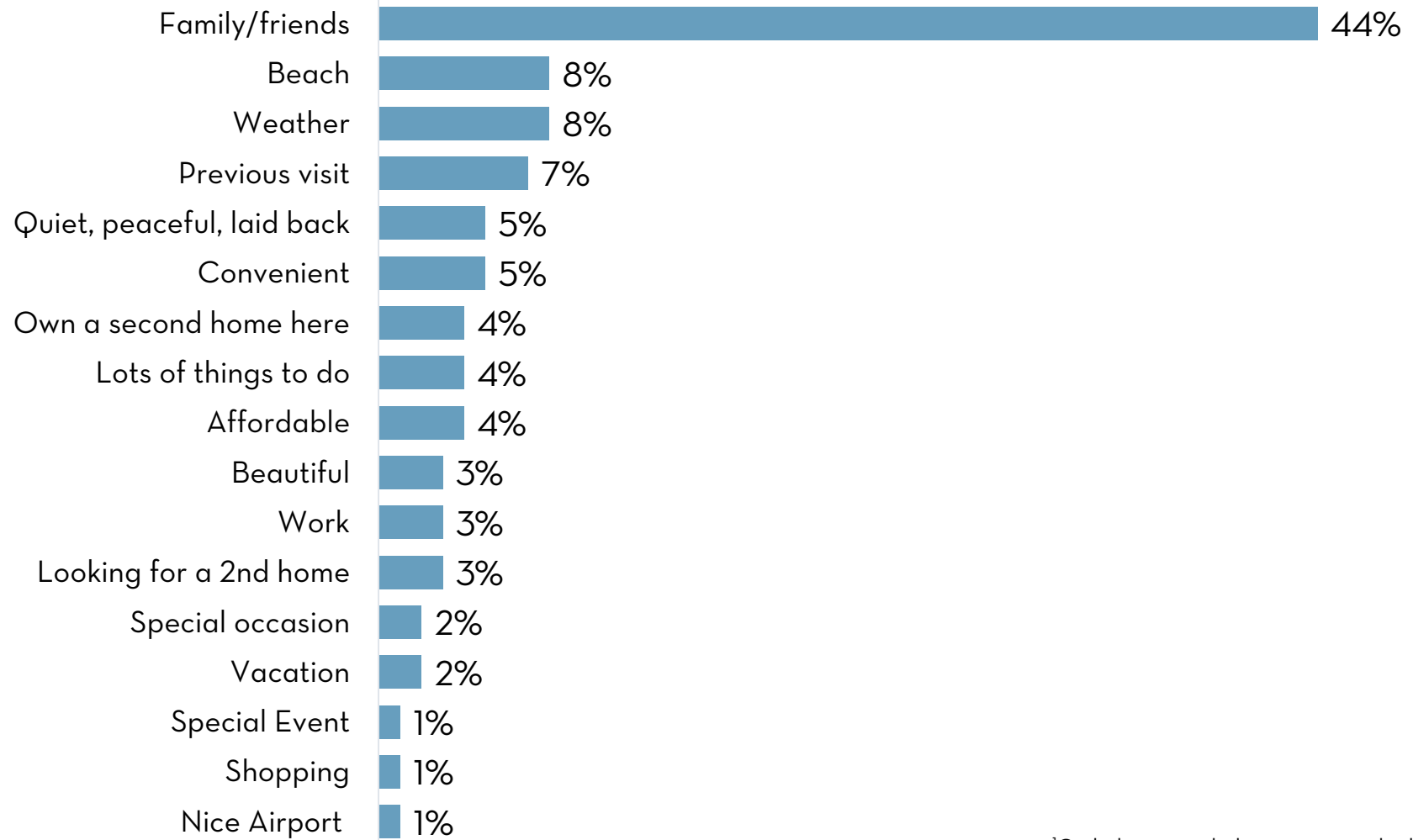
» **2%** of visitors came to the Punta Gorda/Englewood Beach area rather than a previously planned destination



<sup>1</sup>Multiple responses permitted.



# In general, why did you choose this area over other vacation destinations?<sup>1</sup>



<sup>1</sup>Coded open-ended responses; multiple responses permitted.

# Why did you choose to come to this area over other vacation destinations?<sup>1</sup>



“A friend lives here and loves it! We wanted to visit him and see what the hype was”



“We chose this area for its central location within Florida and beautiful beaches.”



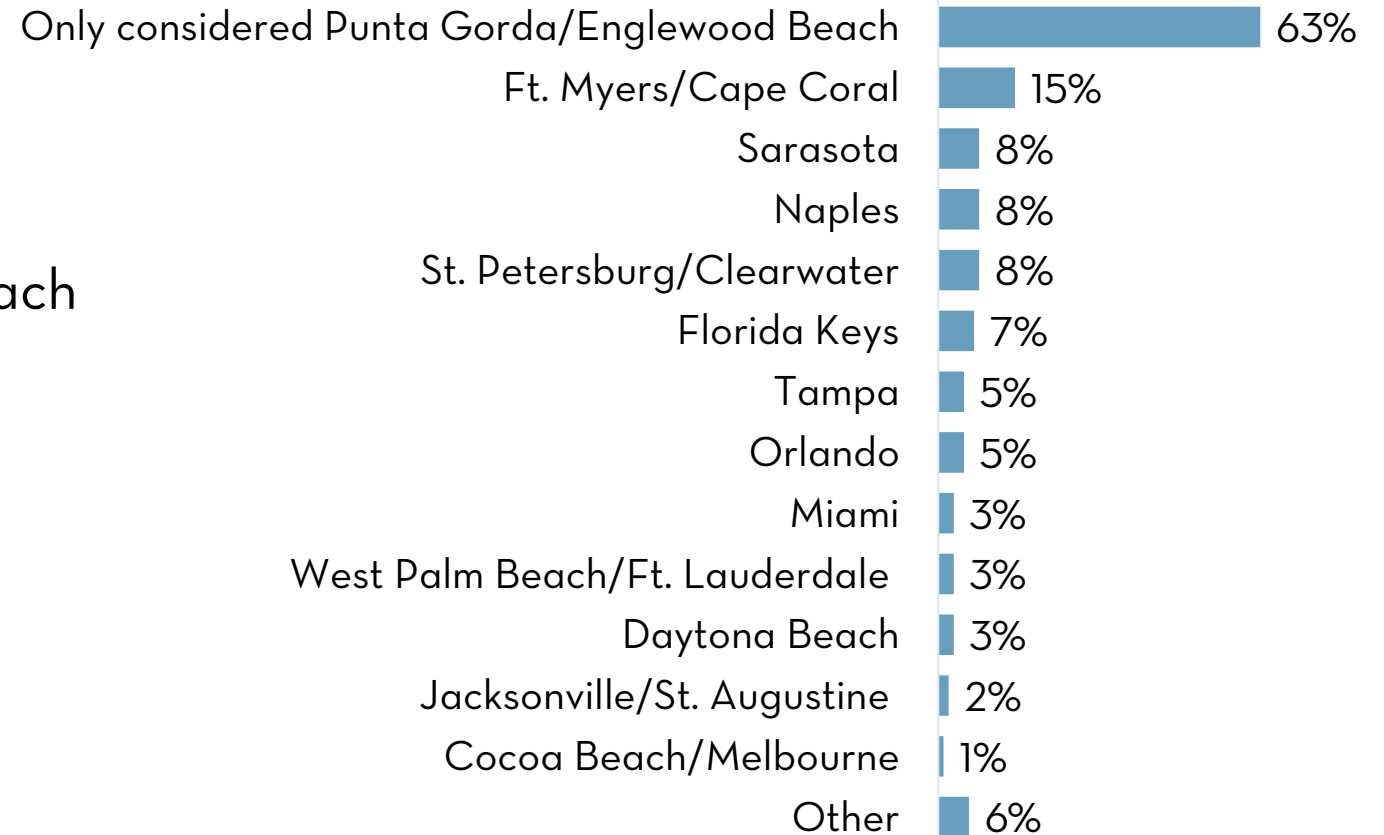
“We came to visit family, but it's always great. My kids love the warm weather - you never hear ‘I'm bored’ in Southwest Florida!”



“We like the warm weather, sunshine, and lots of areas to see with limited amounts of travel in between”

# Other Destinations Considered<sup>1</sup>

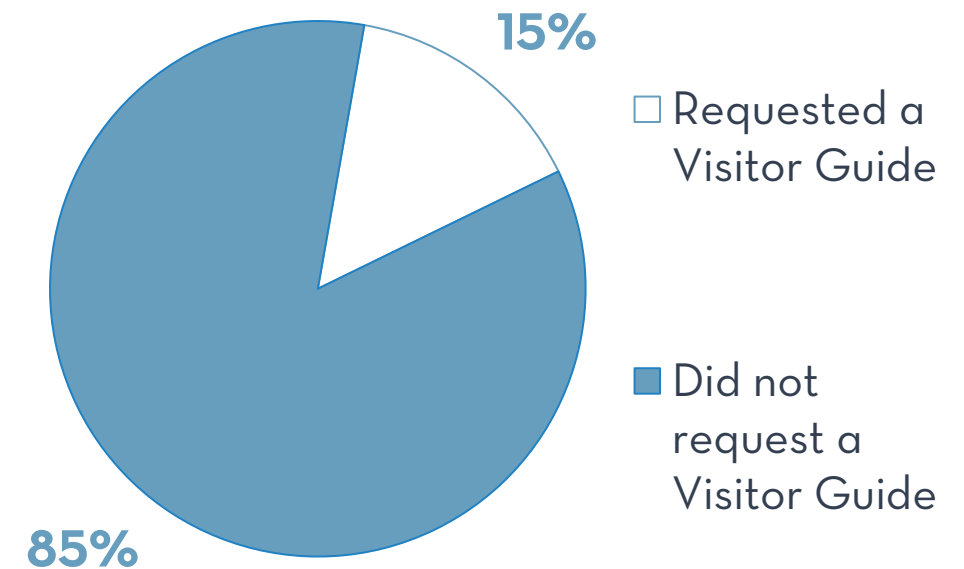
- » **Over 3 in 5** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » **Nearly 1 in 6** visitors considered Ft. Meyers/Cape Coral





# Visitors Guide<sup>1</sup>

- » **15%** of visitors requested a Visitors Guide before their trip
  - » **5%** requested a print version
  - » **10%** requested an online version
- » Visitors Guide received a rating of **8.5 out of 10.0**<sup>1</sup>

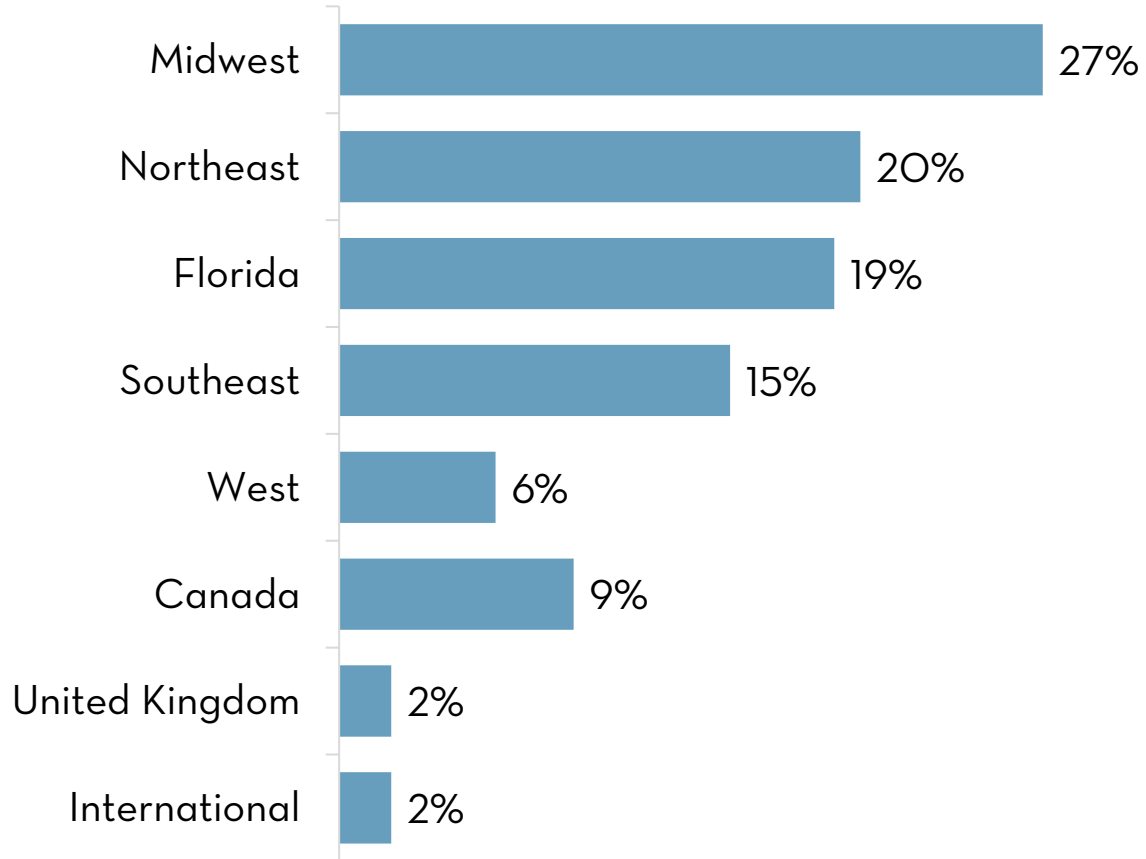


<sup>1</sup>Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

# Visitor Journey – Traveler Profile



# Origin of Visitors – By Region





# Origin of Visitors – By State

Origin	Percentage of Visitors
Florida	19%
Illinois	6%
Ohio	6%
Michigan	5%
New York	5%
Pennsylvania	4%
Georgia	3%
Indiana	3%
Massachusetts	3%
Minnesota	3%
Texas	3%



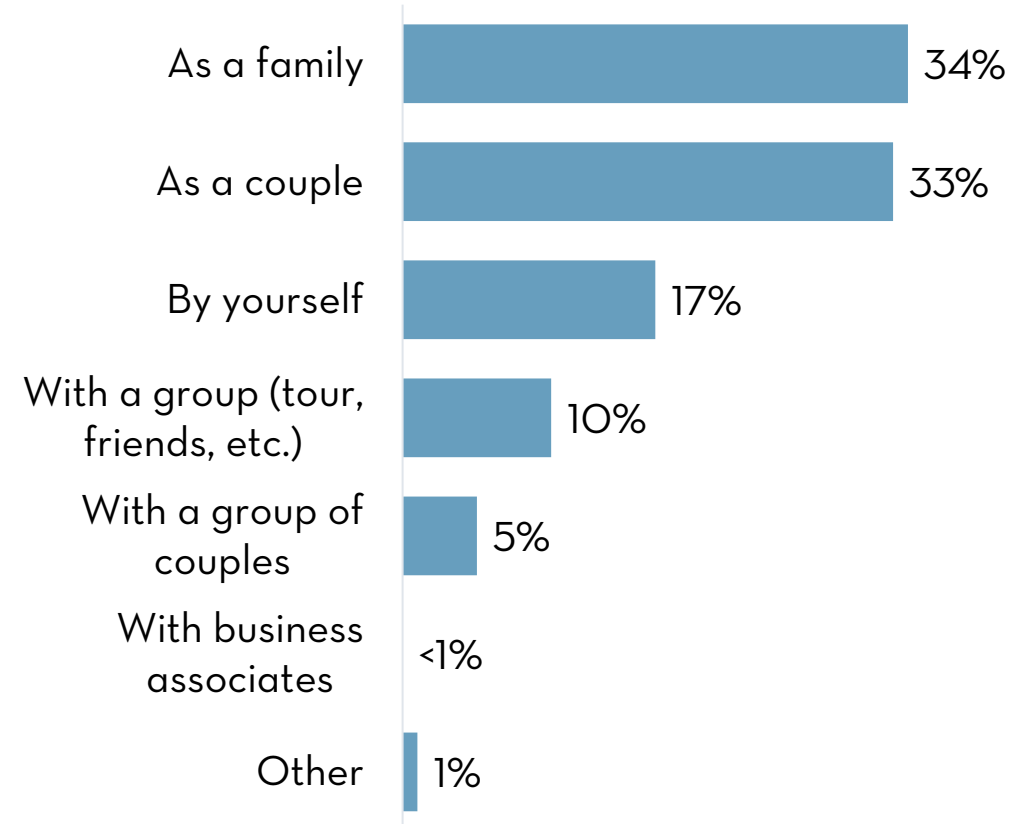
# Origin of Visitors – By Market

Market	% of All Visitors	Market	% of Overnight Visitors
Fort Myers-Naples	5%	Boston	5%
New York <sup>1</sup>	5%	New York	5%
Chicago	4%	Tampa-St. Petersburg	4%
Sarasota-Bradenton	4%	Chicago	3%
Atlanta	3%	Detroit	3%
Boston	3%	Minneapolis-Saint Paul	3%
Detroit	3%	Columbus, OH	3%
Tampa-St. Petersburg	3%	Atlanta	3%
Columbus, OH	2%	Fort Myers-Naples	3%
Hartford-New Haven	2%	Philadelphia	3%
Indianapolis	2%	Saint Louis	2%
Miami-Fort Lauderdale	2%	Washington, DC	2%
Minneapolis-Saint Paul	2%		

<sup>1</sup>NYC metro area includes parts of New York, New Jersey & Connecticut.

# Travel Parties

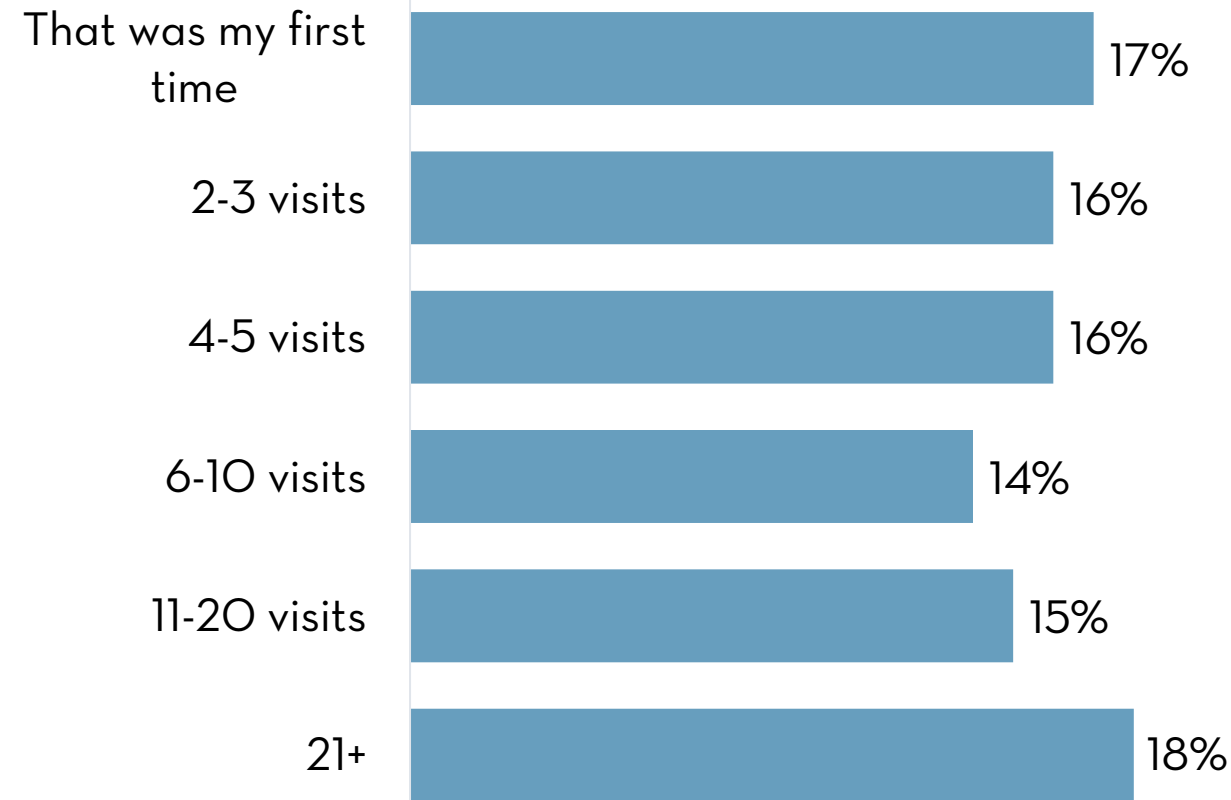
- » The typical visitor traveled in a party composed of **2.8** people
- » **35%** traveled with at least one person under the age of 20
- » **Over 1 in 3** traveled as a family
- » **1 in 3** visitors traveled as a couple





# Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitors spent **7.0** nights in Punta Gorda/Englewood Beach
  - » When including long term visitors<sup>1</sup>, average nights stayed is **23.8**
- » **1 in 6** were first time visitors
- » **1 in 3** had visited more than 10 times



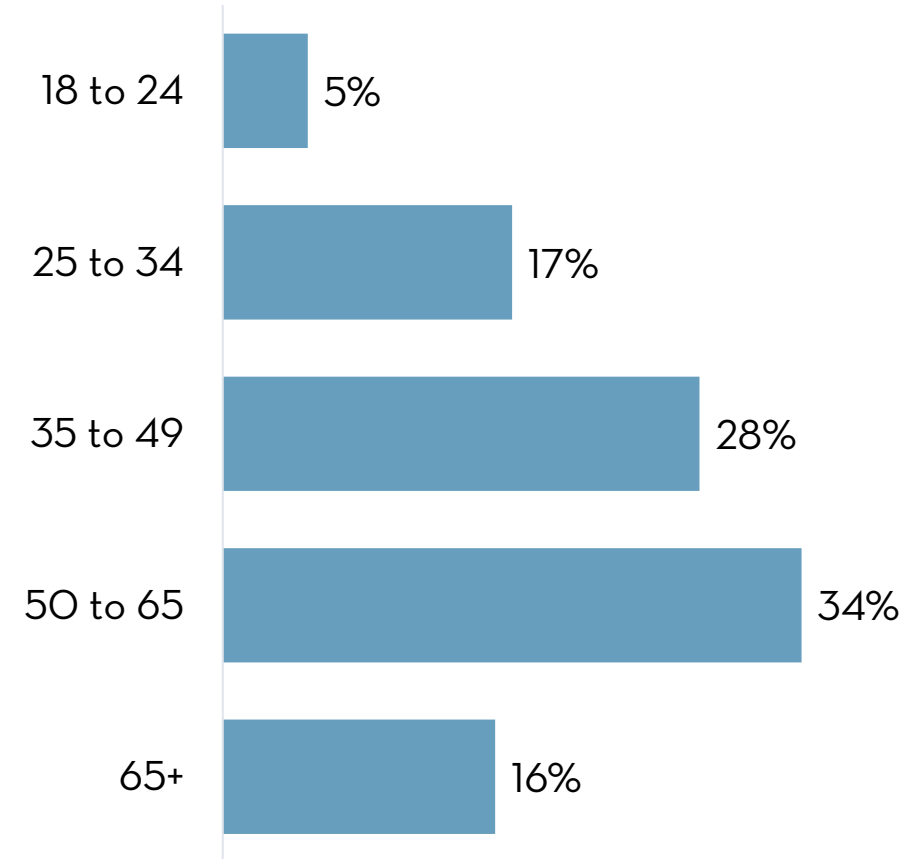
<sup>1</sup>Visitors who stayed longer than 1 month

# Punta Gorda/Englewood Length of Stay

- » Visitors who stayed in non-paid accommodations spent more time in Punta Gorda/Englewood Beach than other visitor types

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
<i>Length of Stay<sup>1</sup></i>	8.4	11.1	1.0	7.0
<i>Travel Party Size</i>	2.8	2.8	2.6	2.8

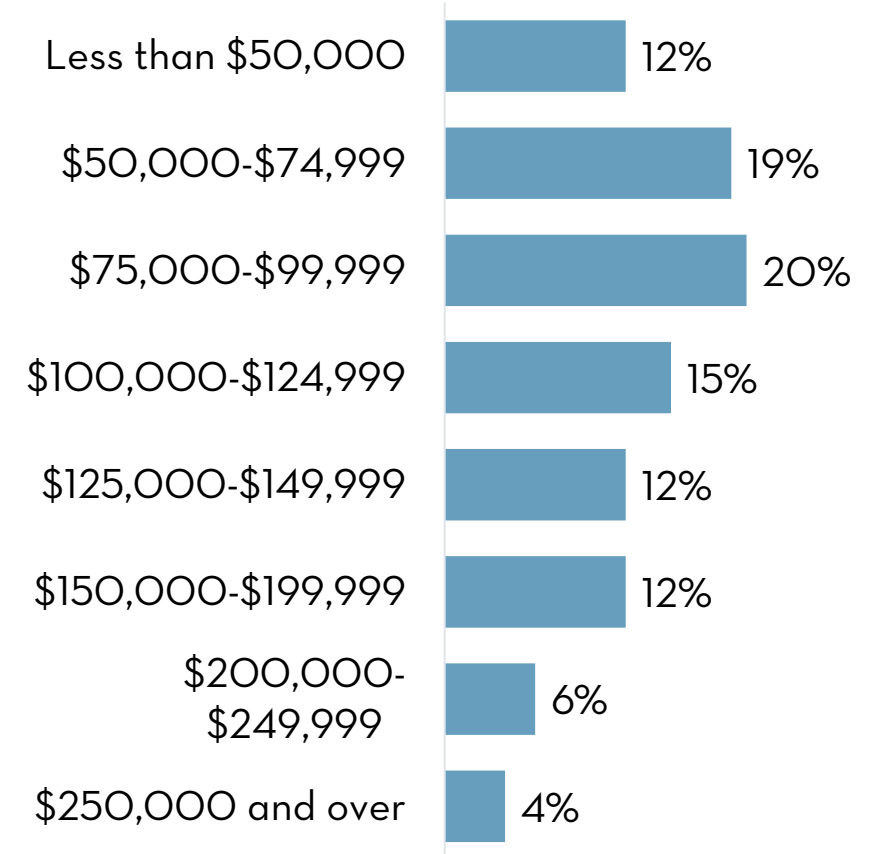
» **50** is the median age of April – June visitors



# Household Income in 2022

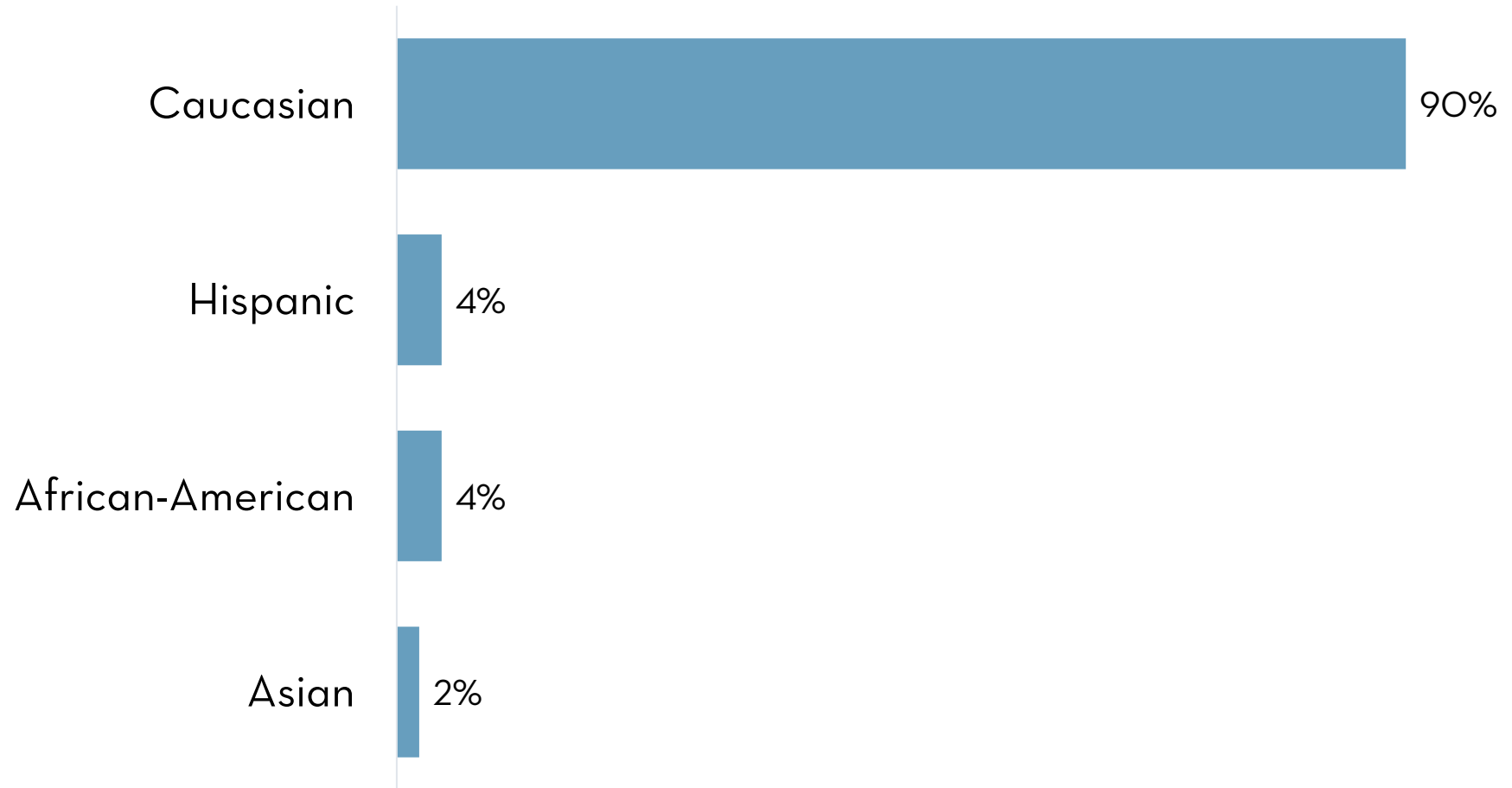
## *Median Household Income*

- » **\$98,800** is the median household income for January – March visitors
- » **Over 1 in 5** visitors had a household income in excess of \$150,000

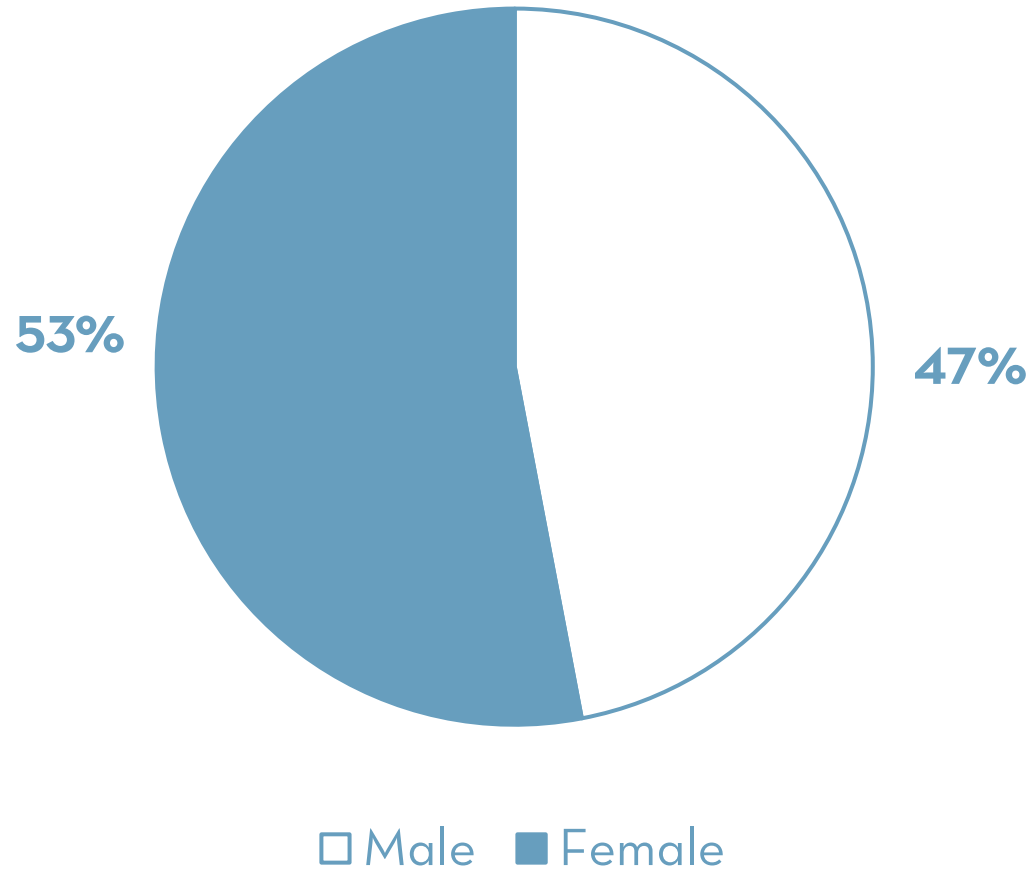




# Race/Ethnicity



# Gender

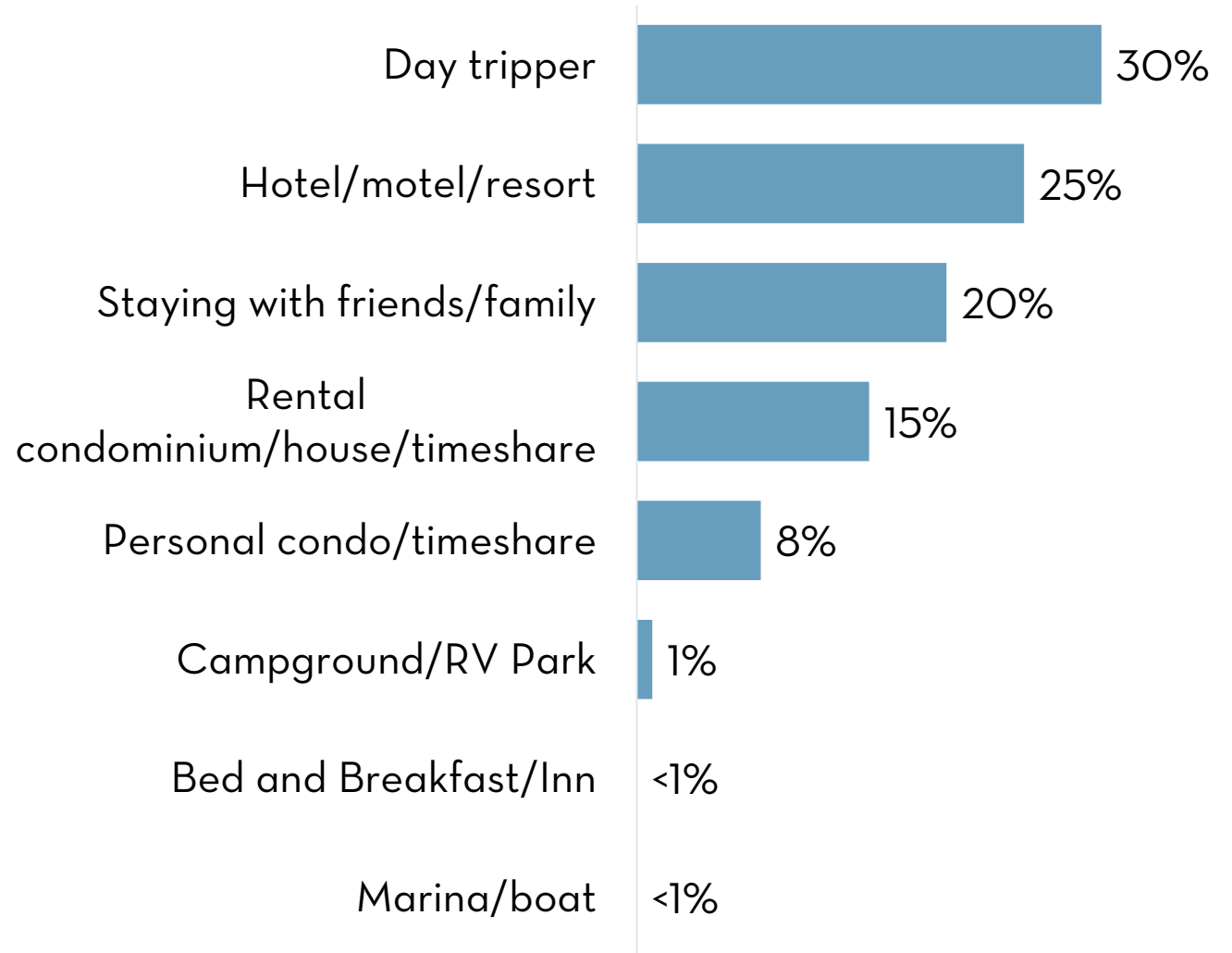


# Visitor Journey – Trip Experience



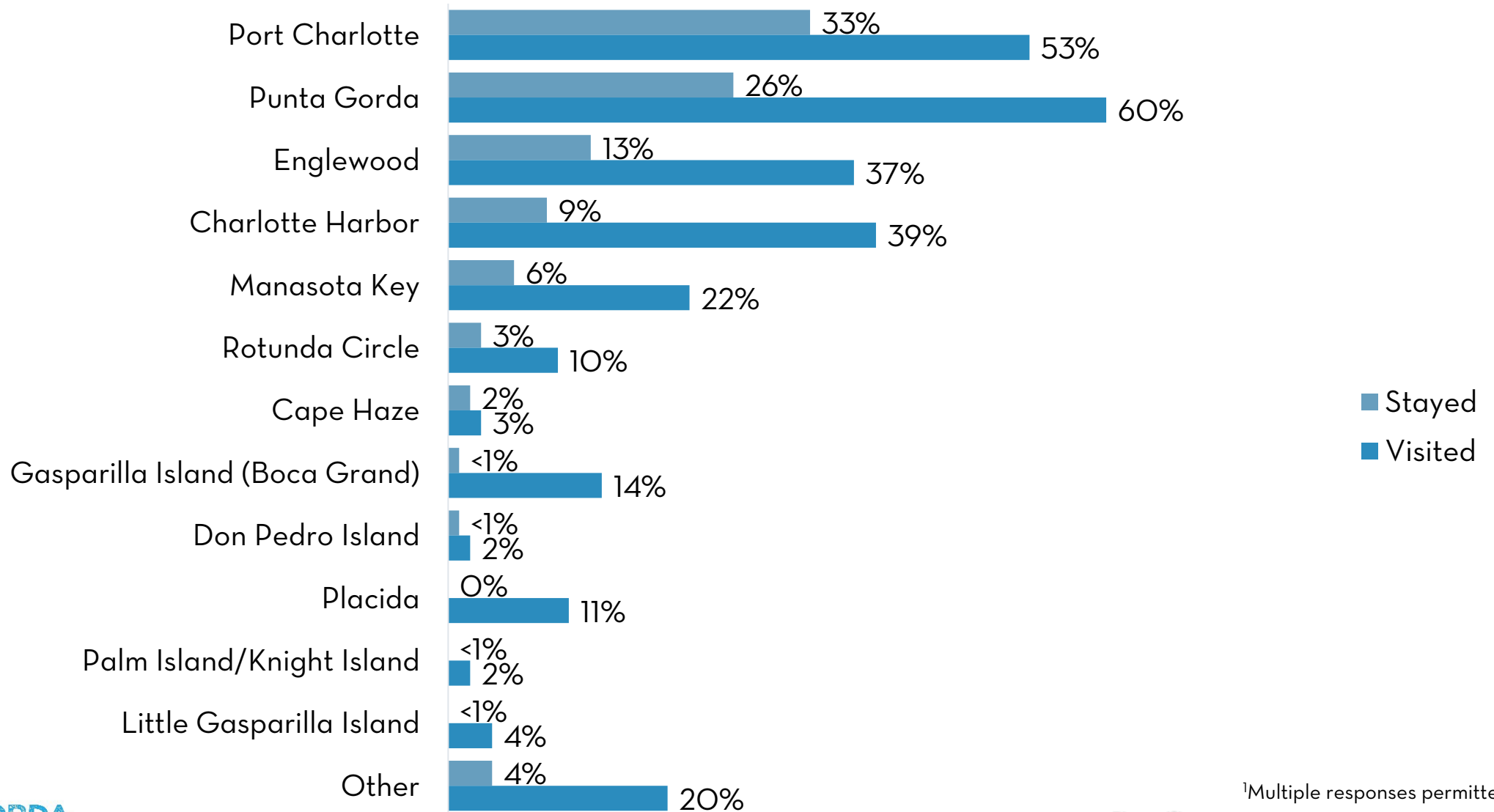
# Visitor Accommodations

- » **70%** of visitors stayed overnight in Punta Gorda/Englewood Beach
- » **1 in 5** visitors stayed in a with friends and family
- » **1 in 4** visitors stayed in hotels/motels





# Area Stayed vs. Areas Visited<sup>1</sup>



# Visitor Activities<sup>1</sup>

- » Visitors love to hang out at the beach, spend time with friends and relatives, and enjoy area restaurants while in town
- » Visitors are also enticed to go shopping and enjoy nature while in Charlotte County

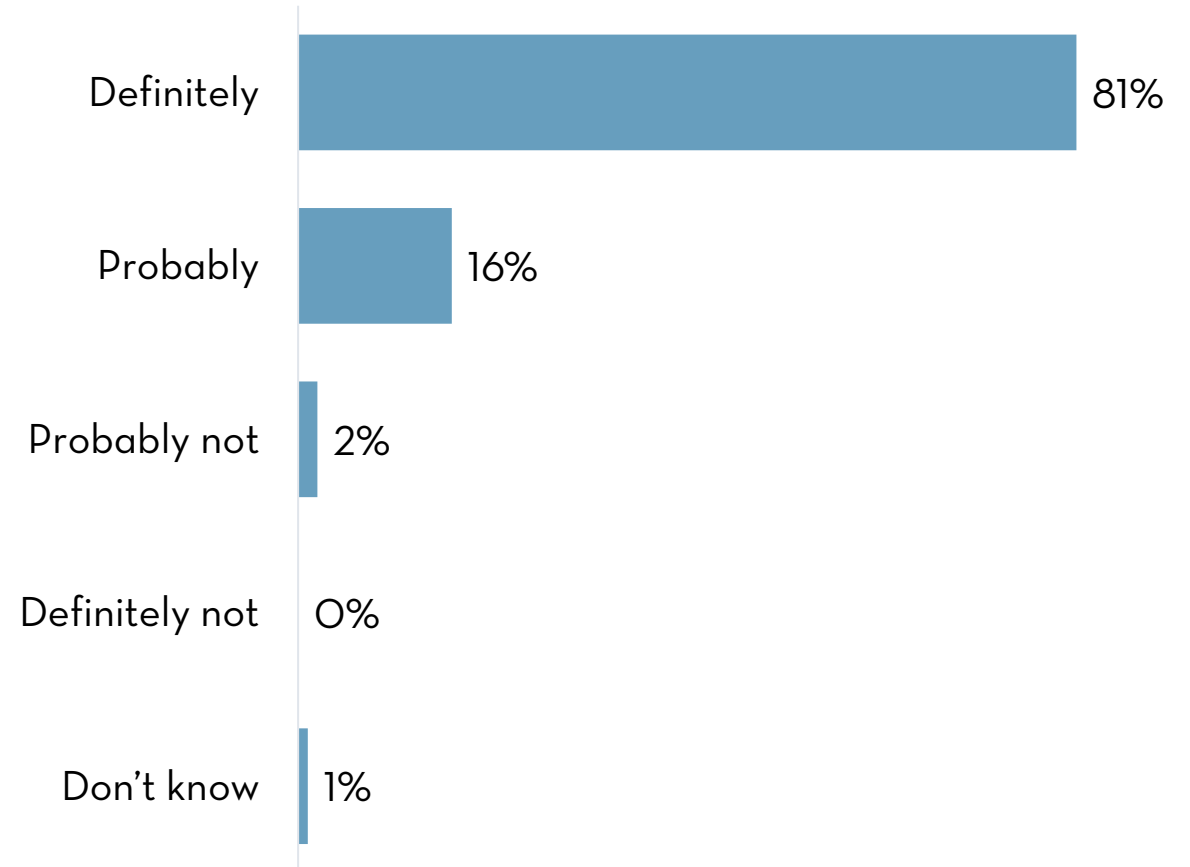


# Visitor Journey – Post-Trip Evaluation



# Visitor Satisfaction

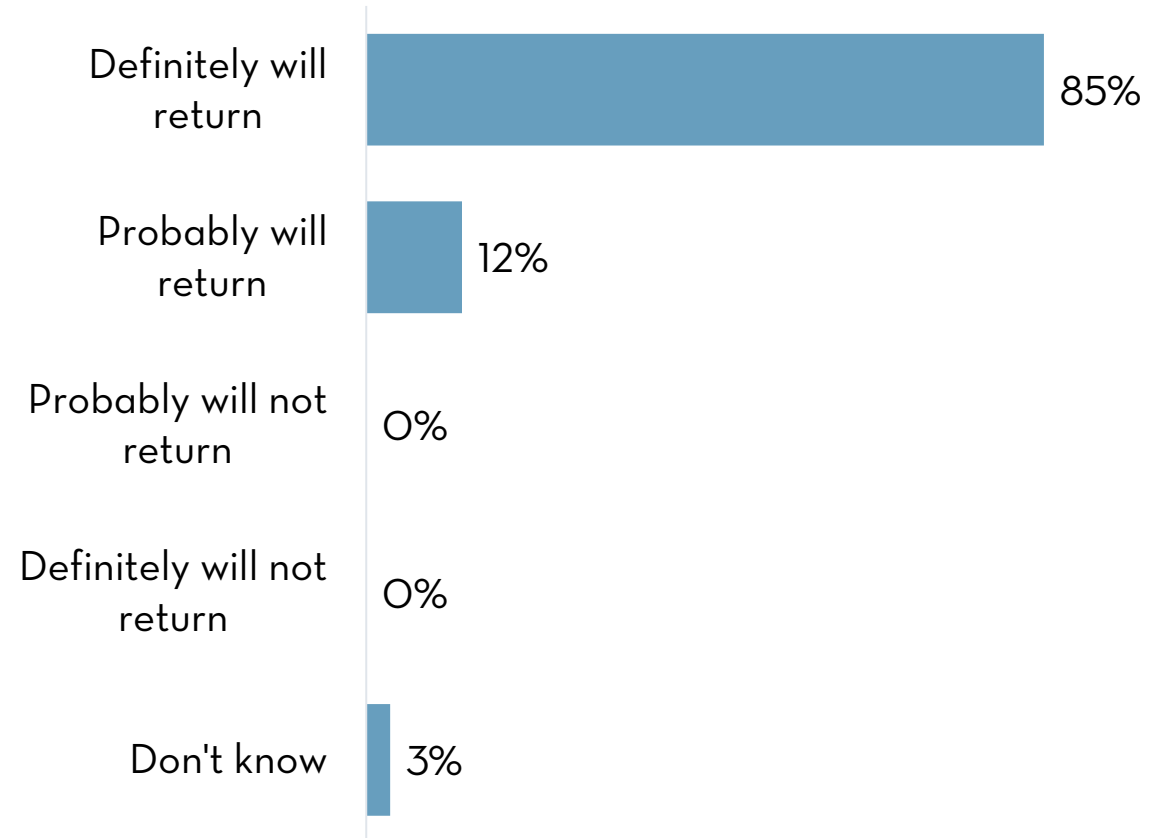
» **81%** would definitely recommend Punta Gorda/Englewood Beach to a friend





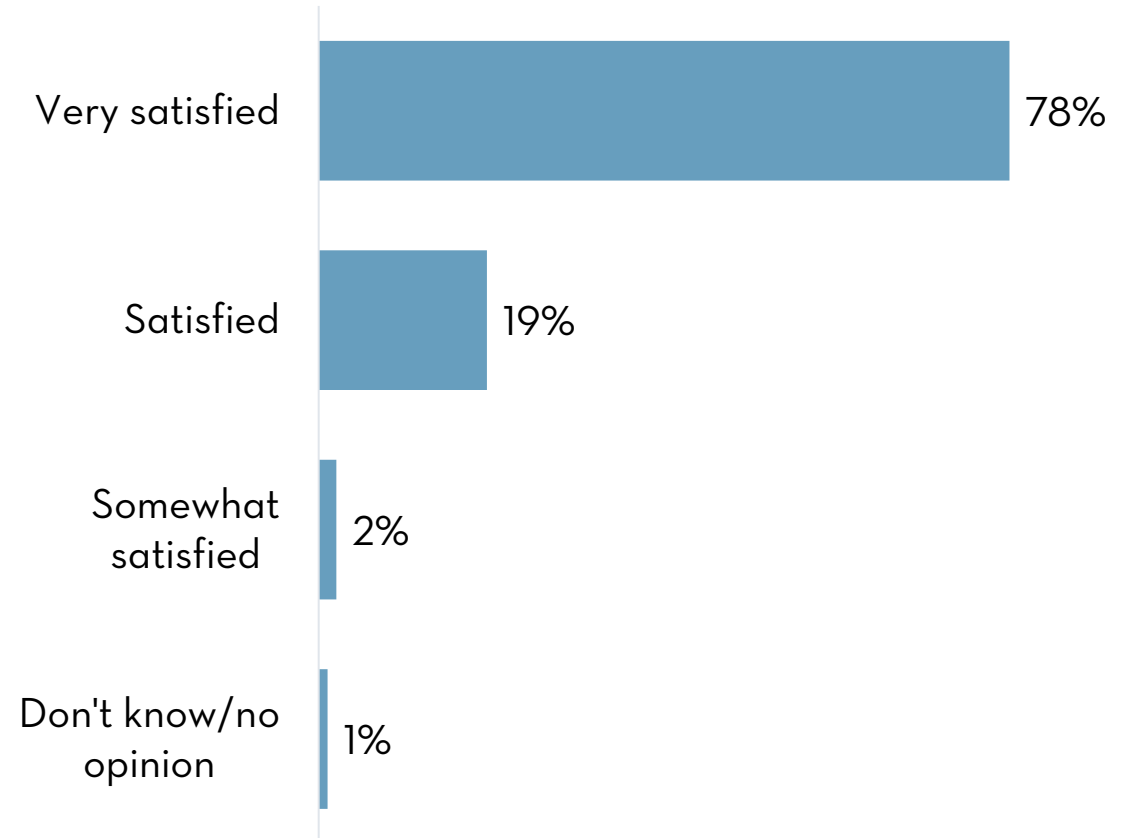
# Visitor Satisfaction

» **85%** will definitely return

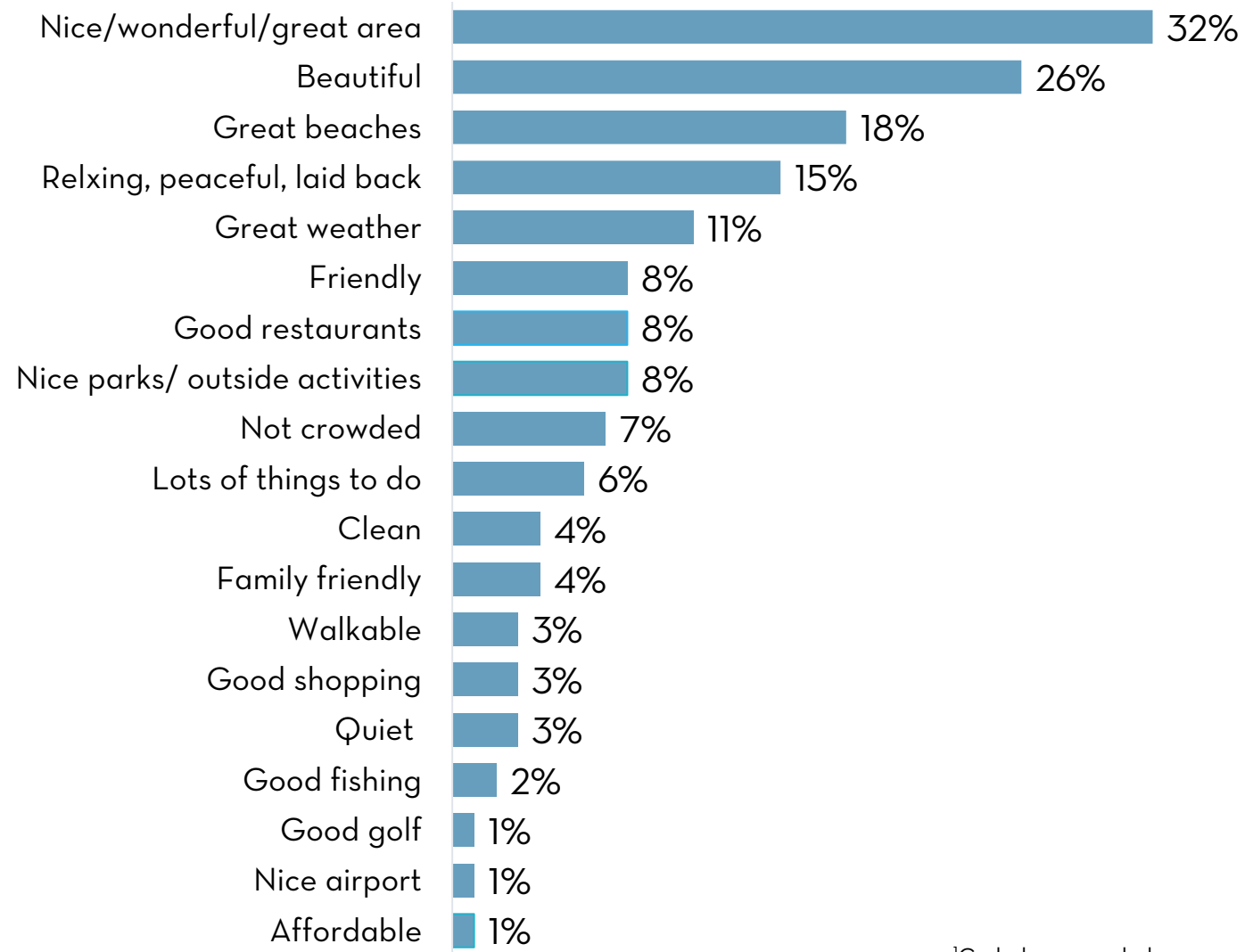


# Visitor Satisfaction

» **97%** were satisfied or very satisfied with their stay (**78%** were very satisfied)



# If you were talking to a friend, how would you describe the Punta Gorda/Englewood Beach/Port Charlotte area as a place to visit?<sup>1</sup>



<sup>1</sup>Coded open-ended responses; multiple responses permitted.

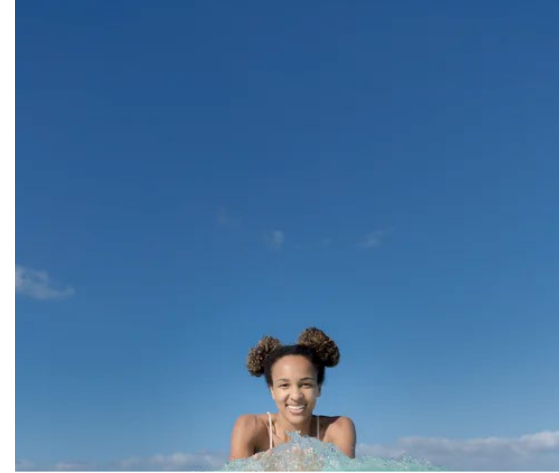
# If you were talking to a friend, how would you describe Charlotte County as a place to visit?



"The beach is almost like a private beach. The kids love the park right there, the pool at the beach makes it a piece of heaven. We love doing our birthdays here!"



"Awesome beaches. Wildlife is amazing. Swimming is great at the beaches, the water isn't too rough, and the sand is white. Nice place to kick back relax and eat great seafood."



"I love this area! Excellent people and fabulous weather. The beaches are amazing, and the kayaking can't be beat!"



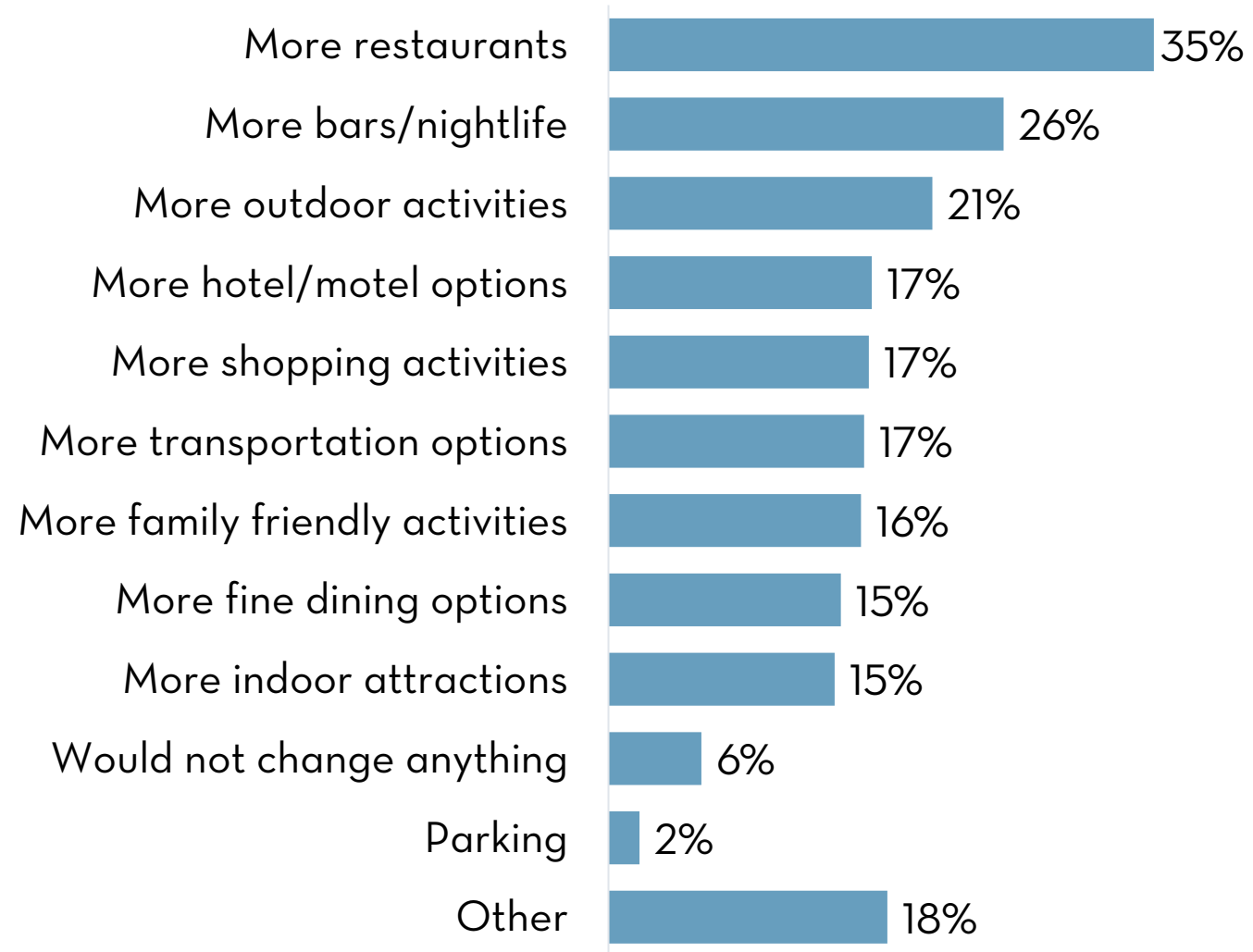
"This area all around Port Charlotte is like magical to me. It is vibrant with restaurants and bars and places to go, and it is relaxing when you are around the harbor and beaches."



# What type of attraction or amenity would make your return to the area more desirable if it were available?

» **Over 1 in 3** visitors mentioned more restaurants as something that would make a return visit more desirable

» **Over 1 in 5** visitors said that more outdoor activities and more bars/nightlife would make Charlotte County more desirable



<sup>1</sup>multiple responses permitted.

# Year to year comparisons



# YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	Apr – June 2021	Apr – June 2022
A week or two in advance	21%	21%
A month or so in advance	21%	22%
2 months in advance	19%	21%
3 months in advance	13%	14%
4 to 5 months in advance	11%	10%
6 months of more in advance	15%	12%
Average Trip planning cycle (in days)	73	68

Top Trip Planning Sources	Apr – June 2021	Apr – June 2022
Previous visit	42%	44%
Talk to family/friends	37%	40%
Google search	NA <sup>1</sup>	28%
Social networking websites	NA <sup>1</sup>	11%

<sup>1</sup>Question set up differently in 2021

# YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	Apr - June 2021	Apr - June 2022
Visit friends and relatives	47%	43%
Vacation	24%	33%
Beach	31%	26%
Shopping	6%	9%
Nature activities	3%	9%
Special occasion	5%	9%
Water sports	3%	7%

Visitor Guide and Transportation	Apr - June 2021	Apr - June 2022
Requested a Visitors Guide	16%	15%
Drove to Charlotte County	59%	63%
Flew to Charlotte County	40%	37%



# YEAR-TO-YEAR COMPARISONS

Market of Origin	Apr - June 2021	Apr - June 2022
Fort Myers- Naples	6%	5%
New York <sup>1</sup>	4%	5%
Chicago	5%	4%
Sarasota-Bradenton	5%	4%
Atlanta	3%	3%
Boston	2%	3%

Region of Origin	Apr - June 2021	Apr - June 2022
Southeast (including Florida)	36%	34%
Midwest	32%	27%
Northeast	23%	20%
West	7%	6%
International	2%	13%

# YEAR-TO-YEAR COMPARISONS

Travel Parties	Apr - June 2021	Apr - June 2022
Travel Party Size	2.6	2.8
Traveled with Children	40%	35%
Traveled as a couple	33%	33%
Traveled as a family	42%	34%

Visitor Profile	Apr - June 2021	Apr - June 2022
Median Age	46	50
Gender (Female)	55%	53%
Median Household Income	\$95,700	\$98,800
White/Caucasian	87%	90%
Hispanic	5%	4%
African American	7%	4%

# YEAR-TO-YEAR COMPARISONS

Accommodations	Apr - June 2021	Apr - June 2022
Day Tripper	26%	30%
Hotel/Motel	25%	25%
Friends/Family Home	18%	20%
Vacation Rental Home/Airbnb	20%	15%
Personal Second Home	10%	8%
Camping/RV	3%	1%

Trips Experience	Apr - June 2021	Apr - June 2022
Average nights stayed	8.2	7.0
1 <sup>st</sup> Time Visitor	23%	17%
10+ Prior Visits to Charlotte County	31%	33%

# YEAR-TO-YEAR COMPARISONS

Top Activities	Apr – June 2021	Apr – June 2022
Beach	70%	62%
Restaurants	47%	54%
Visit friends and family	51%	52%
Shopping	27%	36%
Nature related	18%	30%
Water sports	13%	21%
Fishing, hunting, etc.	10%	17%
Bars/nightclubs	13%	15%
Biking, hiking, running, etc.	11%	12%
Family time, reading, cooking, etc.	24%	10%
Attractions	9%	10%
Golf, tennis, etc.	5%	9%



# YEAR-TO-YEAR COMPARISONS

Average Daily Trip Spending	Apr - June 2021	Apr - June 2022
Accommodations	\$52	\$64
Restaurants	\$49	\$72
Groceries	\$25	\$25
Shopping	\$32	\$39
Entertainment	\$24	\$36
Transportation	\$19	\$18
Other	\$6	\$15
<b>Total</b>	<b>\$207</b>	<b>\$269</b>

Average Total Trip Spending	Apr - June 2021	Apr - June 2022
Accommodations	\$655	\$448
Restaurants	\$617	\$504
Groceries	\$315	\$175
Shopping	\$403	\$273
Entertainment	\$302	\$252
Transportation	\$239	\$126
Other	\$76	\$105
<b>Total</b>	<b>\$2,607</b>	<b>\$1,883</b>

# YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	Apr - June 2021	Apr - June 2022
Will return to Charlotte County	98%	97%
Satisfied or very satisfied with their stay	97%	97%
Would definitely recommend to friend	97%	97%



## Visitor Tracking Study

- » **535** interviews were completed with Charlotte County visitors at public areas, beaches, the airport and with online surveys.

## Data Collection

- » Visitor interviews were completed in person and online between **April 1st, 2022 and June 30th, 2022**

# Punta Gorda/Englewood Beach VCB Visitor Tracking Report

April – June 2022

Downs & St. Germain Research  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)

