

Punta Gorda/Englewood Beach VCB Visitor Tracking Report April – June 2023



Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during April through June, 2023. 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

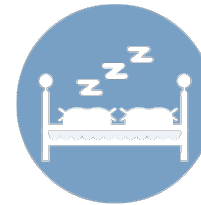


Visitor Journey – Impact of Tourism



Quarterly Snapshot

- » Occupancy, ADR, and RevPAR were all up year over year. However, overall visitation and direct spending is down due to many units still not available due to Hurricane Ian.
- » The decrease in visitation and direct spending is also partially due to an overall normalization of visitation across the state, down from previous years.
- » In April - June 2023, Charlotte County saw an increase in visitors traveling via air travel.
- » International visitation went down 5% points compared to the same quarter last year.



55.6%

OCCUPANCY
RATE

↑ 5.2%



\$168.15

AVERAGE DAILY
RATE

↑ 11.3%



\$93.43

REVENUE PER
ROOM

↑ 17.1%

Vs. 2022

Key Performance Indicators

Visitor Statistics	April - June 2022	April - June 2023	Percent Change
<i>Visitors</i>	223,700	210,700	-5.8%
<i>Direct Expenditures¹</i>	\$160,896,100	\$148,157,200	-7.9%
<i>Total Economic Impact</i>	\$233,299,300	\$217,338,800	-6.8%

Lodging Statistics	April - June 2022	April - June 2023	Percent Change
<i>Occupancy²</i>	52.8%	55.6%	+5.2%
<i>Room Rates²</i>	\$151.06	\$168.15	+11.3%
<i>RevPAR²</i>	\$79.81	\$93.43	+17.1%
<i>Room Nights²</i>	280,900	237,300	-15.5%
<i>TDT Collections</i>	\$1,820,420	\$1,655,351	-9.1%

¹ Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

² Sources: Charlotte County Tax Collector, STR and All of the Rooms

Travel Party Spending


- » Visiting travel parties staying with friends and relatives spent **\$196** per day and **\$1,961** on their trip
- » Visiting travel parties staying in paid accommodations spent **\$432** per day and **\$3,287** on their trip



Visitor Journey – Pre-Visit



Top Trip Planning¹

 **Over 2 in 5** visitors planned their trip 1 month or less in advance

 Average trip planning cycle was **65 days**

 Top trip planning sources:



Previous visit (**45%**)



Internet (**39%**)



Friend, coworker, etc. (**31%**)

Punta Gorda/Englewood Beach Promotions¹



17% of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit



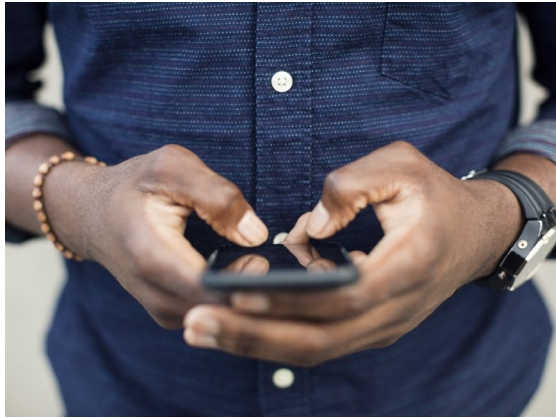
50% of those who recalled advertising were influenced to come to the area



Top sources of recalled promotions:



Television (**28%**)



Personal Social Media
(**20%**)



Newspaper (**19%**)



Online Article (**18%**)

Top Methods of Accommodation Booking¹



46% Directly with
hotel/condo



19% Online travel agency



14% Airbnb



12% Vrbo, HomeAway

Transportation



56% of visitors drove to
Punta Gorda/Englewood Beach



25% 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 Visiting¹



Visit friends/relatives (**39%**)



Family vacation (**38%**)



Beach (**29%**)

Other Destinations Considered¹

- » 74% of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Other destinations considered:



Ft. Myers/Cape Coral (8%)



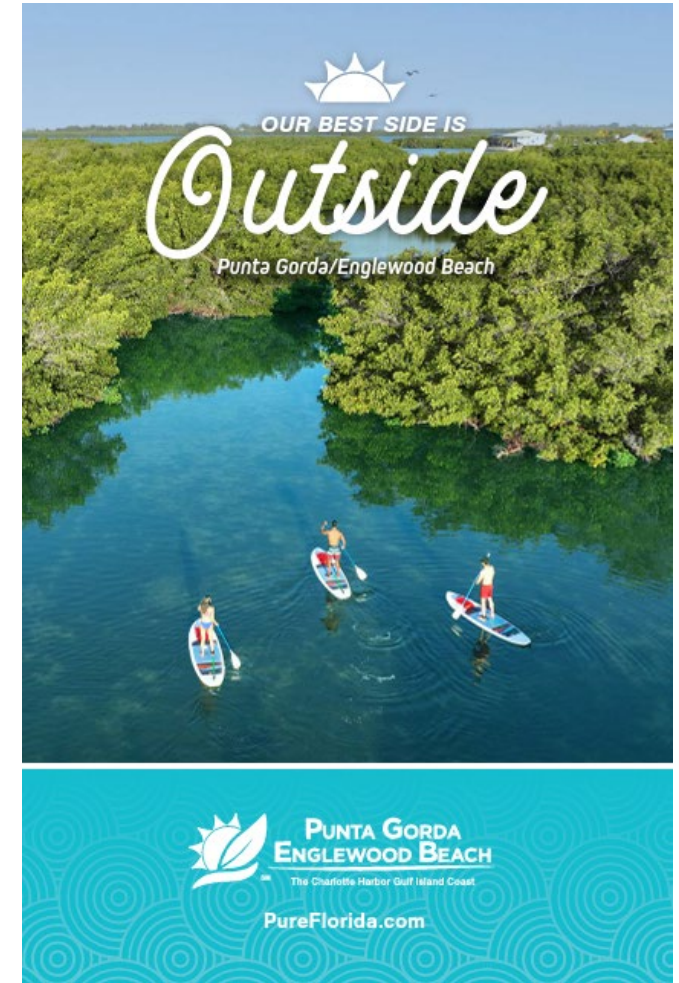
Orlando (6%)



Sarasota (5%)

Visitors Guide

- » **11%** of visitors requested a Visitors Guide
- » Visitors Guide received a rating of **8.1 out of 10.0**¹



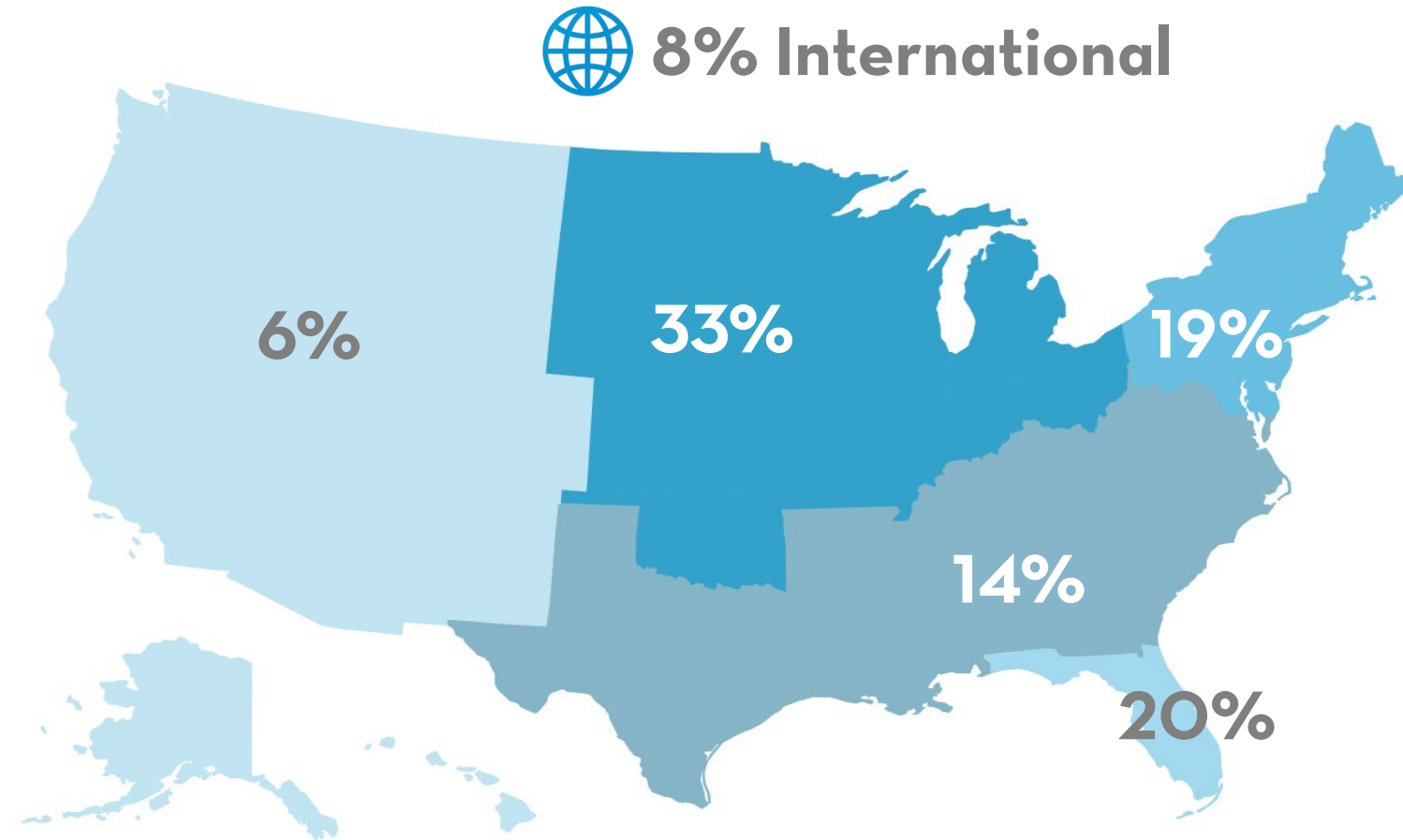
¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile

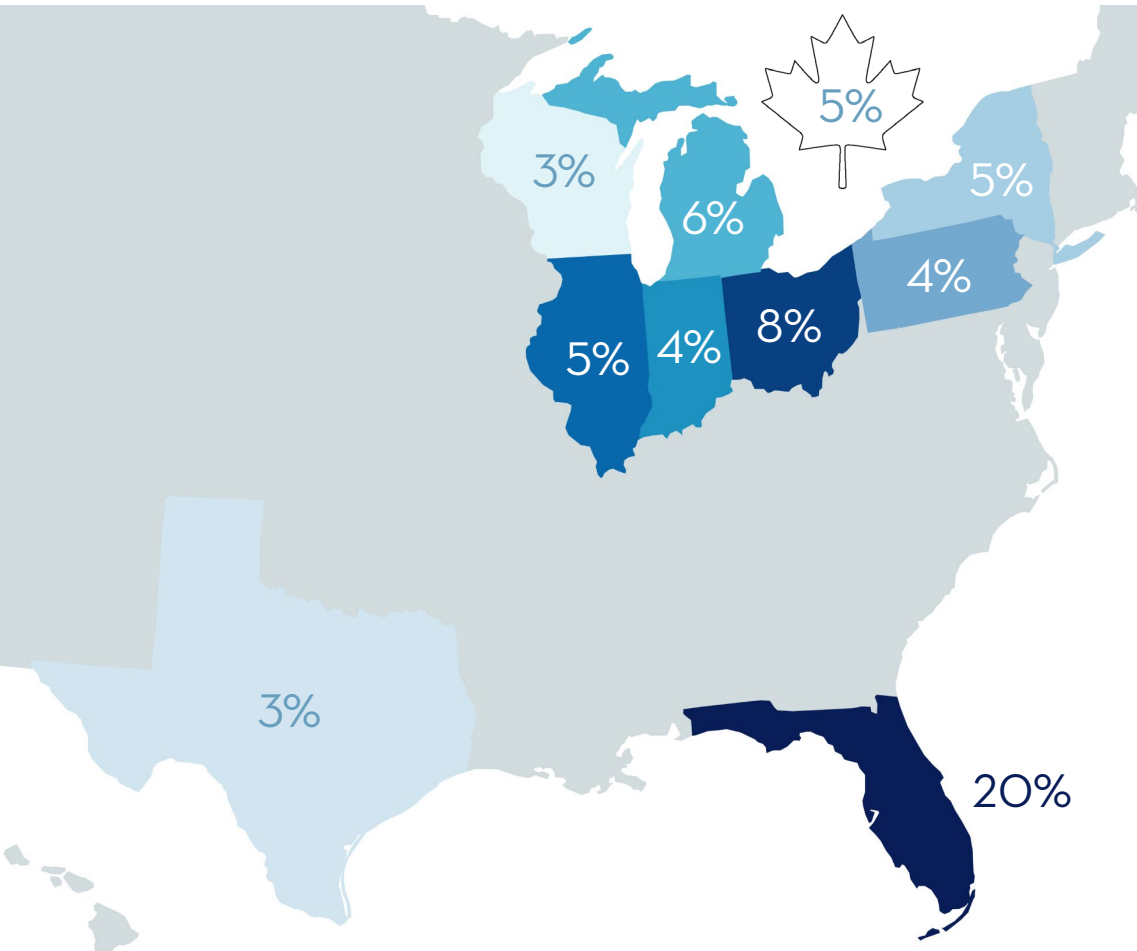


Top Origin Regions of Visitors

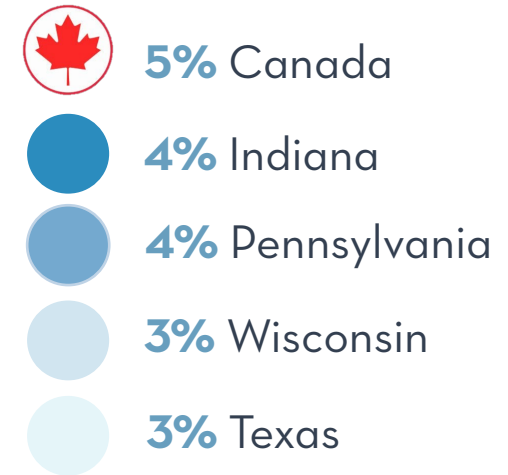
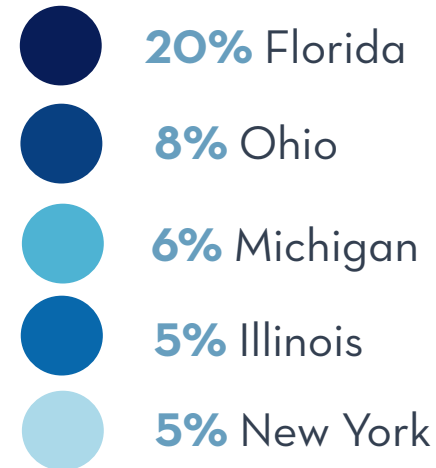
- » **92%** of Charlotte County visitors lived in the United States
- » **8%** of visitors were from outside of the United States, mostly from Canada and United Kingdom
- » The Midwest and Northeast accounted for more than 1 in 2 of all visitors



Top Origin States of Visitors

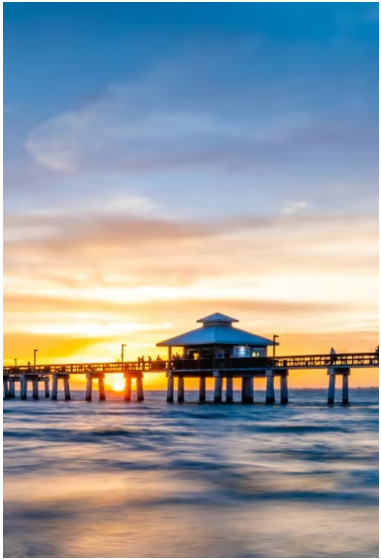


65% of visitors traveled to Charlotte County from 9 states and Canada

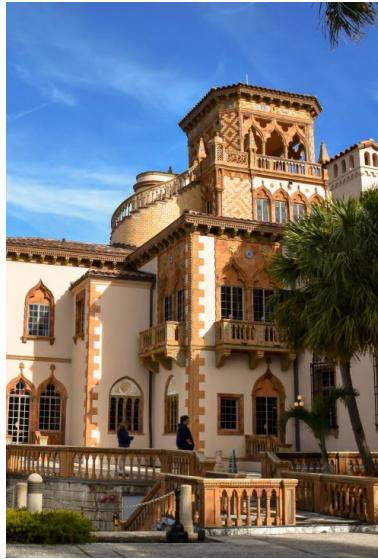


Top Origin Markets of Visitors

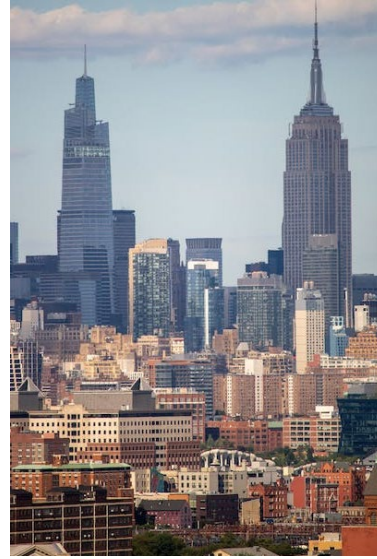
23% of visitors come from 5 markets



7% Fort Myers-Naples



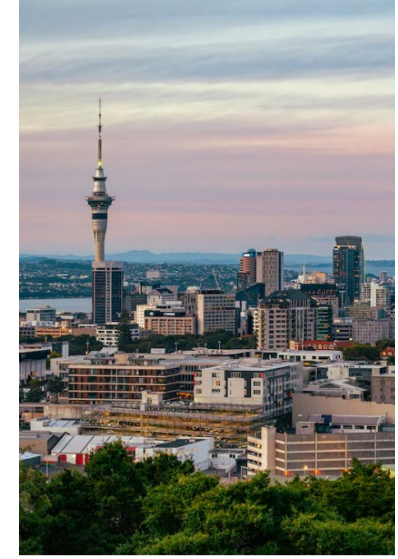
6% Sarasota-Bradenton



4% New York City¹



3% Chicago



3% Detroit

Travel Party Size and Composition

- » The typical visitor traveled in a party composed of **2.6** people
- » **34%** traveled with at least one person under the age of 20
- » **Almost 1 in 3** traveled as a couple
- » **Over 1 in 3** visitors traveled as a family



Length of Stay – All Visitors¹

- » Visitors spent **6.5¹** nights in Punta Gorda/Englewood Beach



¹Nights stayed capped at 30 nights. ¹Nights stayed includes Day Trippers.

Typical Punta Gorda/ Englewood Beach Visitor

- » **18%** were first time visitors
- » **30%** had visited more than 10 times



Typical Punta Gorda/Englewood Beach Visitor

- » The typical visitor:
 - » Was 49 years old
 - » Had a median household income of \$102,800
 - » Was equally likely female (47%) or male (53%)
 - » Was from:
 - » Midwest (33%)
 - » Florida (20%)
 - » Northeast (19%)



Visitor Journey – Trip Experience



Top Visitor Accommodations



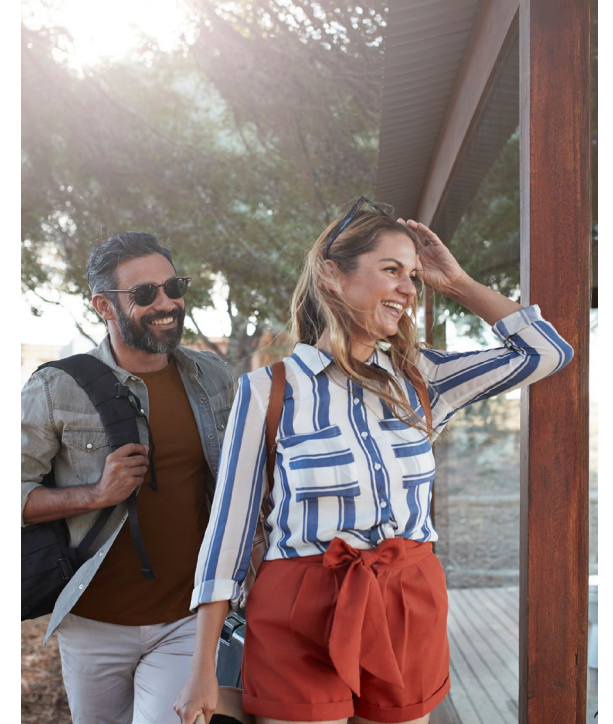
29% Day Tripper



23% Hotel/motel/resort



22% Family/friend's residence



14% Rental house, condominium (Airbnb, Vrbo, etc.)

Top Activities During Visit¹



Beach (66%)



Restaurants (53%)



Visit friends/relatives (45%)



Shopping (32%)

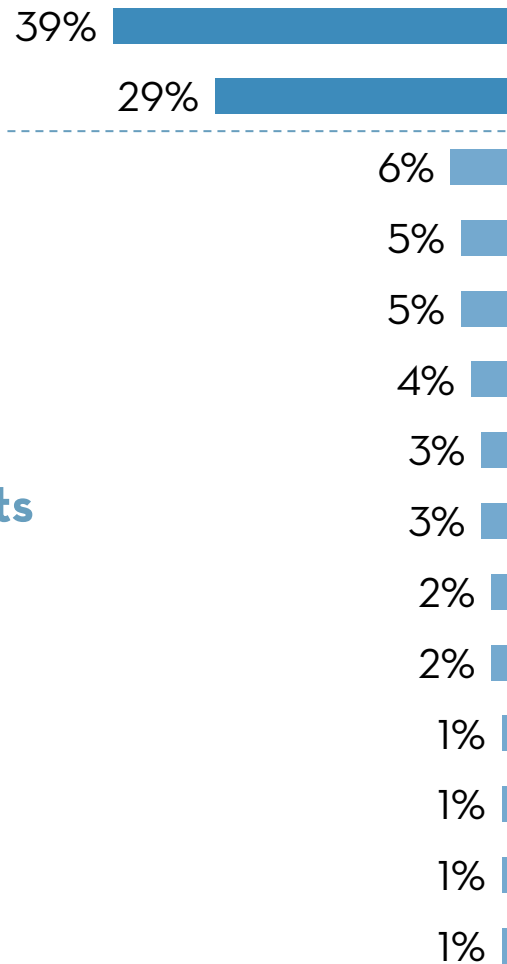


Nature-related (26%)

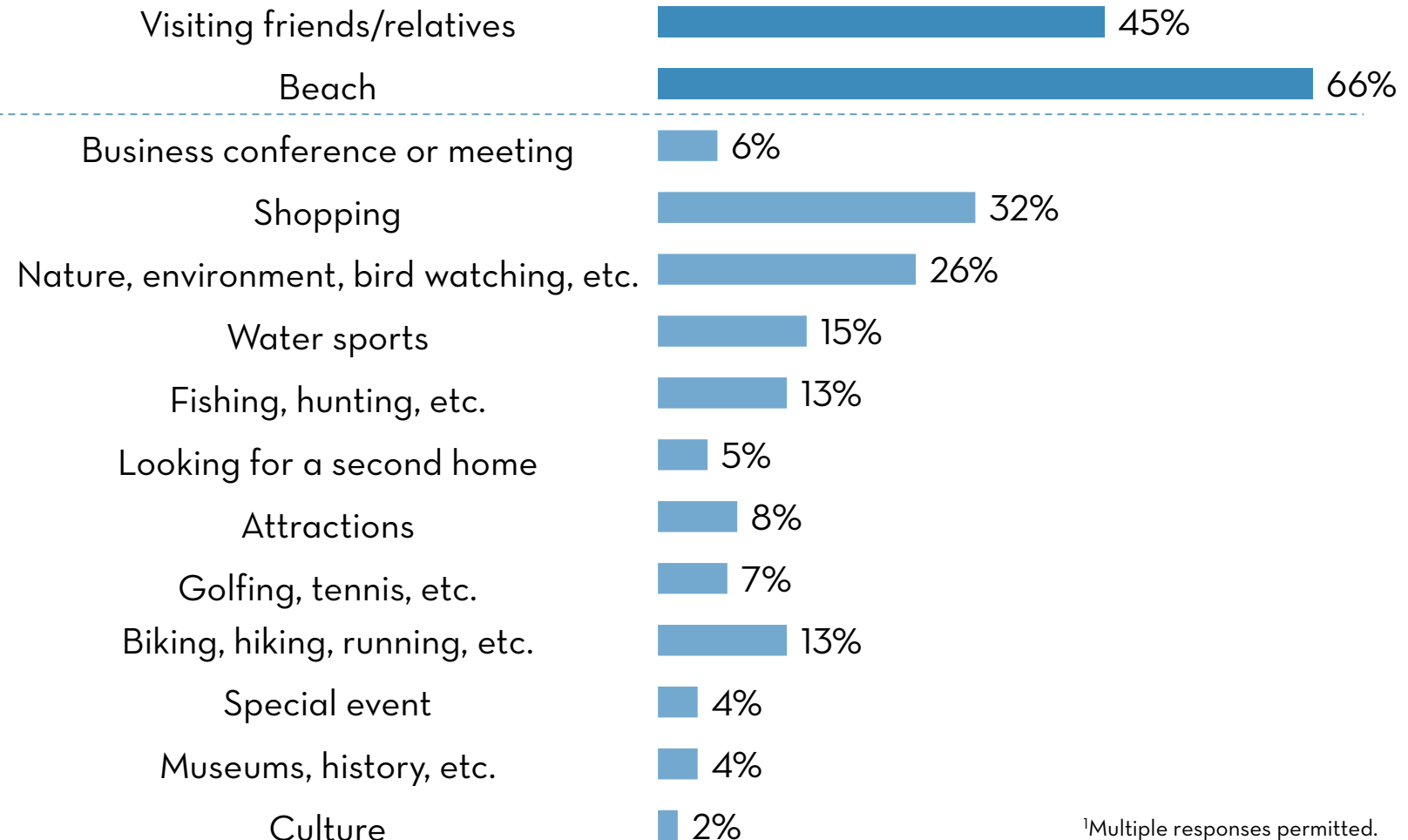
Reason for Visit vs. Visitor Activities

Key Reasons for Visiting

Reason for visit¹



Visitor activities¹



Trip Enhancements

Visitor Journey – Post-Trip Evaluation



Visitor Satisfaction

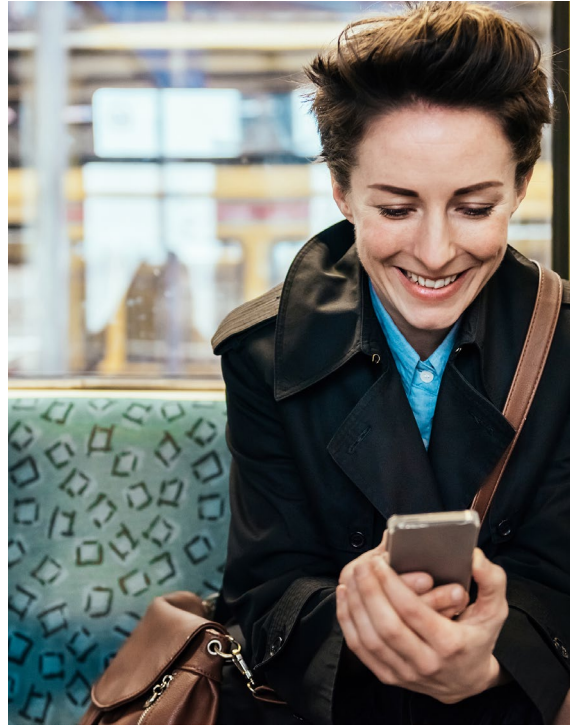
- » **96%** of visitors would recommend Punta Gorda/Englewood Beach (**79%** would definitely recommend)
- » **93%** plan on returning (**83%** will definitely return)
- » **98%** were satisfied or very satisfied with their stay (**82%** were very satisfied)



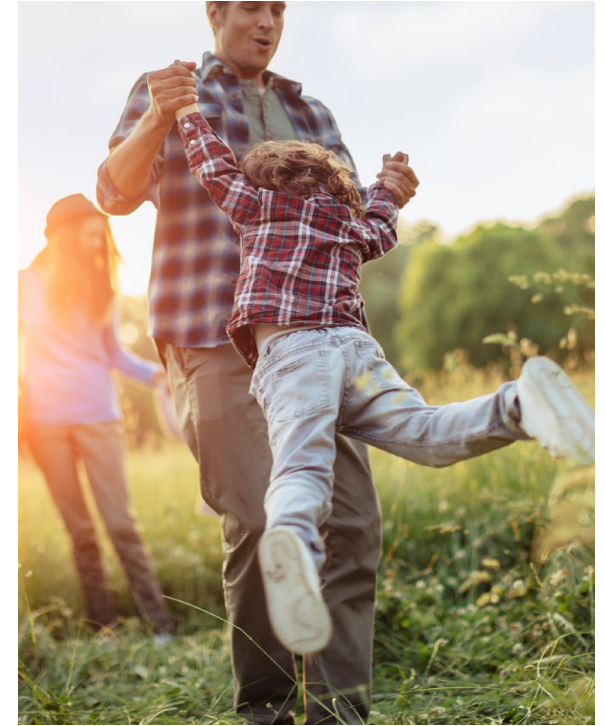
Top Requested Amenities¹



23% More outdoor activities



23% More transportation options



22% More family friendly activities

¹Multiple responses permitted

Perceptions of Punta Gorda/Englewood Beach¹



¹Coded open-ended responses.

Detailed Findings



Visitor Journey – Impact of Tourism



Visitor Spending by Visitor Type

- » All visitors spent **\$148,157,200** over the course of their visits
- » While the number of visitors staying in paid accommodations was **1.2 times** the number of visitors in non-paid accommodations, those staying in paid accommodations spent **2.0 times** what visitors in non-paid accommodations spent

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
<i>Visitors</i>	<i>83,400</i>	<i>66,800</i>	<i>60,500</i>	210,700
<i>Spending</i>	<i>\$95,814,700</i>	<i>\$48,519,600</i>	<i>\$3,822,900</i>	\$148,157,200

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	<i>\$168</i>	<i>\$0</i>	<i>\$0</i>	<i>\$67</i>
<i>Restaurants</i>	<i>\$69</i>	<i>\$35</i>	<i>\$35</i>	<i>\$48</i>
<i>Groceries</i>	<i>\$37</i>	<i>\$41</i>	<i>\$38</i>	<i>\$39</i>
<i>Shopping</i>	<i>\$63</i>	<i>\$49</i>	<i>\$38</i>	<i>\$52</i>
<i>Entertainment</i>	<i>\$37</i>	<i>\$33</i>	<i>\$20</i>	<i>\$31</i>
<i>Transportation</i>	<i>\$39</i>	<i>\$18</i>	<i>\$15</i>	<i>\$25</i>
<i>Other</i>	<i>\$19</i>	<i>\$20</i>	<i>\$5</i>	<i>\$15</i>
Total	\$432	\$196	\$151	\$277

Total Travel Party Spending

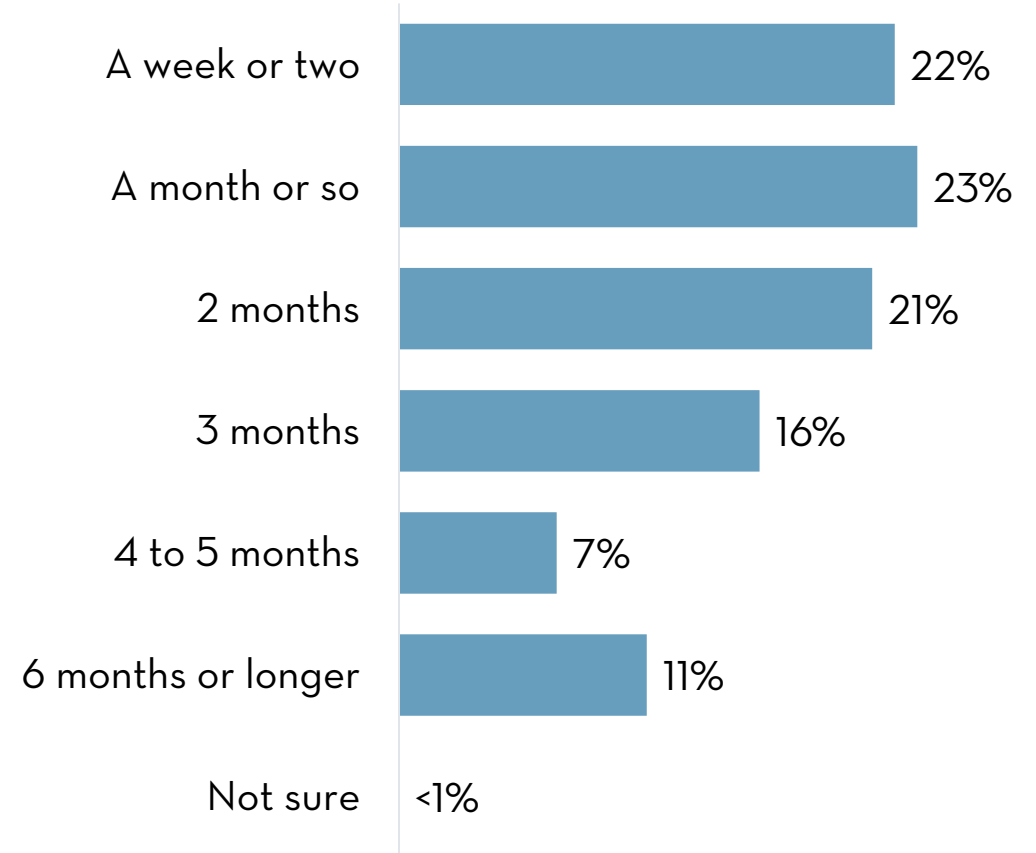
	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	<i>\$1278</i>	<i>\$0</i>	<i>\$0</i>	<i>\$433</i>
<i>Restaurants</i>	<i>\$523</i>	<i>\$348</i>	<i>\$35</i>	<i>\$313</i>
<i>Groceries</i>	<i>\$284</i>	<i>\$406</i>	<i>\$38</i>	<i>\$251</i>
<i>Shopping</i>	<i>\$479</i>	<i>\$490</i>	<i>\$38</i>	<i>\$335</i>
<i>Entertainment</i>	<i>\$280</i>	<i>\$334</i>	<i>\$20</i>	<i>\$202</i>
<i>Transportation</i>	<i>\$296</i>	<i>\$182</i>	<i>\$15</i>	<i>\$166</i>
<i>Other</i>	<i>\$147</i>	<i>\$201</i>	<i>\$5</i>	<i>\$100</i>
Total	\$3,287	\$1,961	\$151	\$1,800

Visitor Journey – Pre-Visit



Trip Planning Cycle

- » Over 2 in 5 visitors had **short planning windows** (1 month or less in advance)
- » 1 in 3 visitors planned their trips over 3 months in advance
- » Average trip planning cycle was **65 days** compared to 68 days in 2022



Trip Planning Sources¹

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

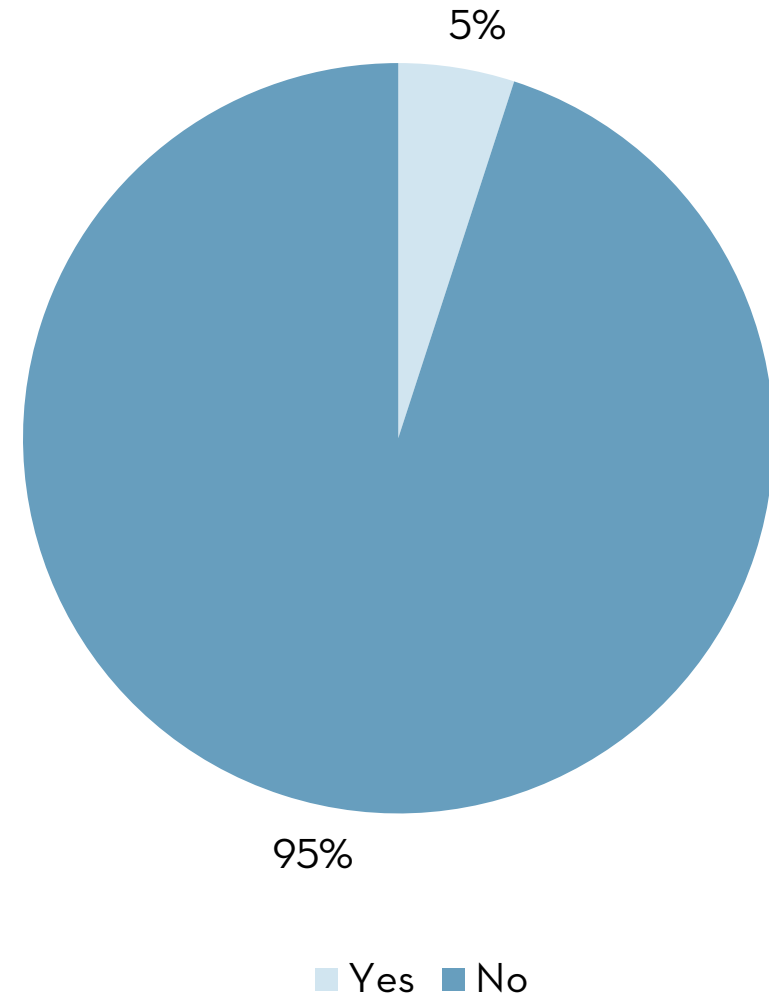
Trip Planning Source

Previous visit	45%
Internet	39%
Google search	20%
Airline websites/apps	13%
Hotel websites/apps	10%
Friend, co-worker, etc.	31%
Brochures/travel guides/visitor guides	5%
PureFlorida Website	5%
Newspapers	3%
AAA	2%
Business/conference/meeting information	2%
Television	2%
Travel agent	2%
Magazines	1%
Convention and Visitors Bureau	1%
AAA	1%
Radio	1%
Other	2%
None/don't know	7%

¹Multiple responses permitted.

Website Usage

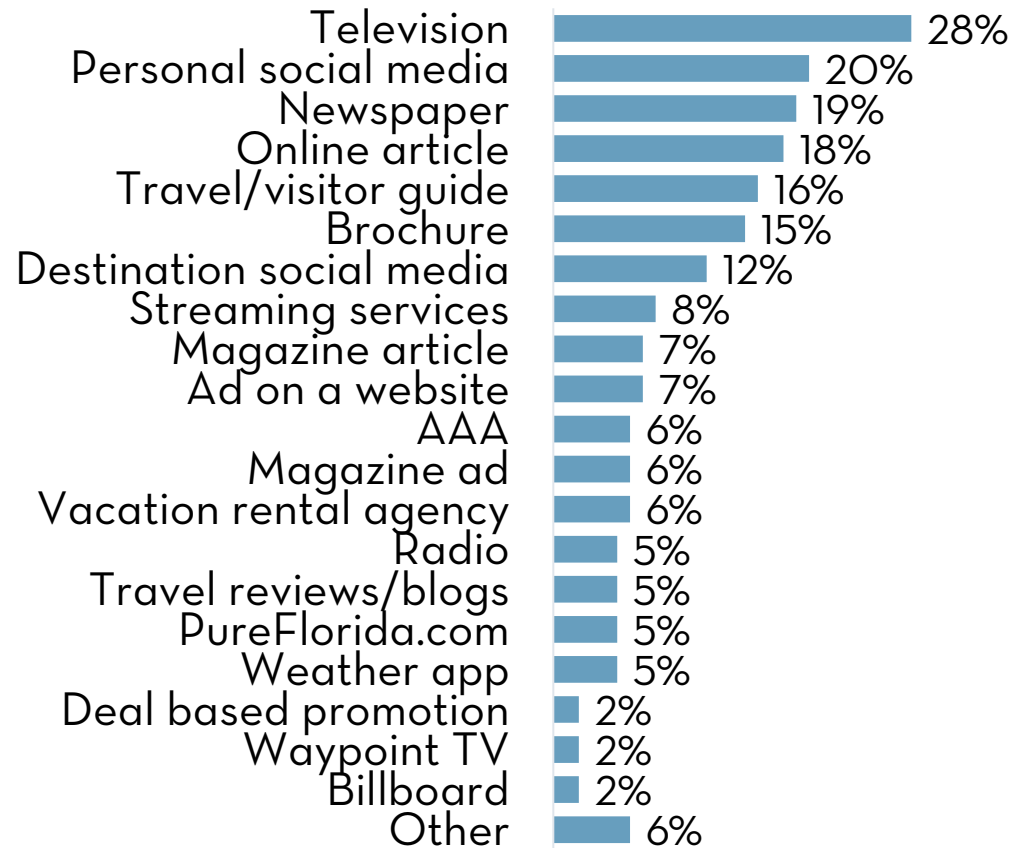
» **Nearly 1 in 12** visitors have accessed the Punta Gorda/Englewood Beach/Port Charlotte area website pureflorida.com for information



Punta Gorda/Englewood Beach Promotions¹

- » **17%** of visitors recalled promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:

Base = 17% who noticed promotions



¹Multiple responses permitted.

Charlotte County Promotion Influences

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

Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	19%	16%	16%	17%
No	76%	80%	75%	77%
Don't know	5%	4%	9%	6%

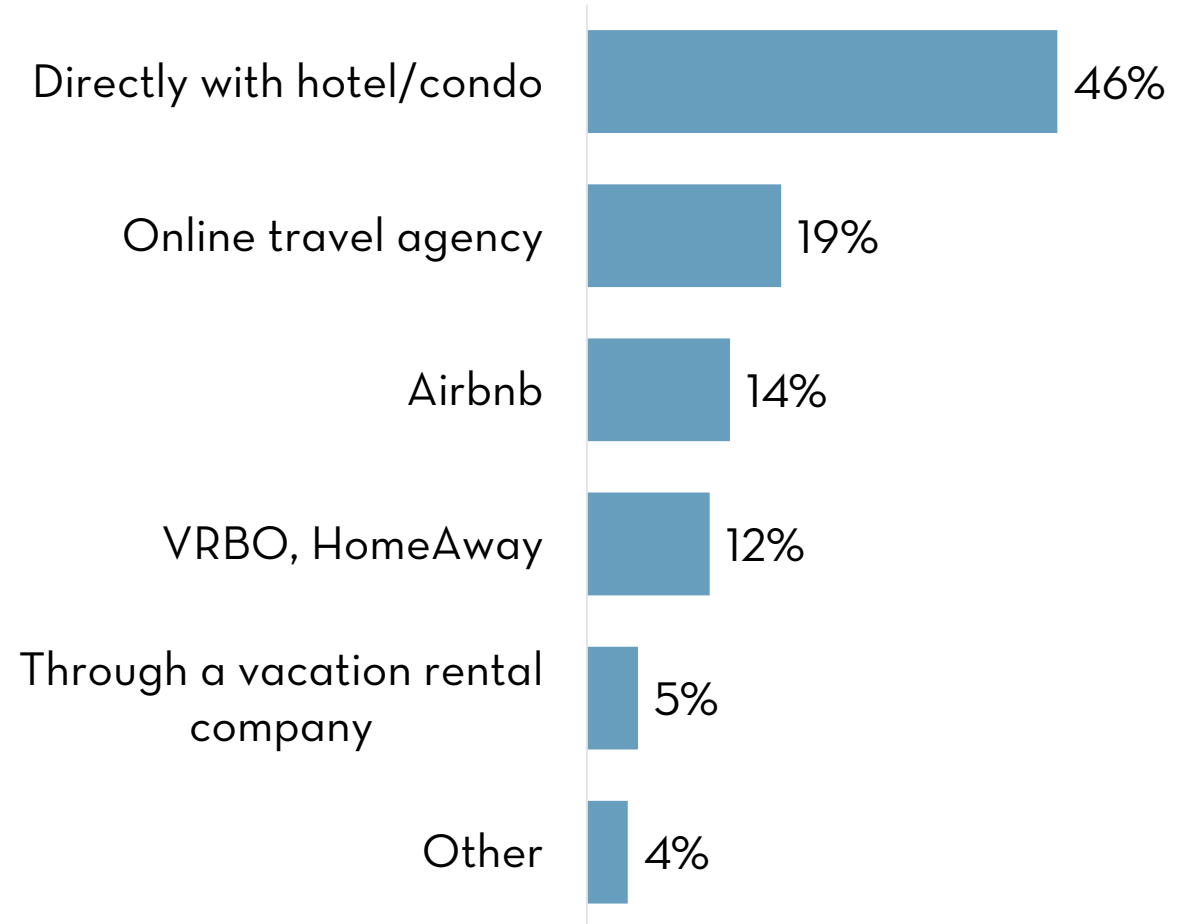
» Day visitors were least impacted by promotions as a whole

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	77% ¹	44% ¹	25% ¹	50% ¹
No	21%	43%	74%	43%
Don't know	2%	13%	1%	7%

¹ Base is percentage of visitors who noticed advertising

Paid Accommodation Booking¹

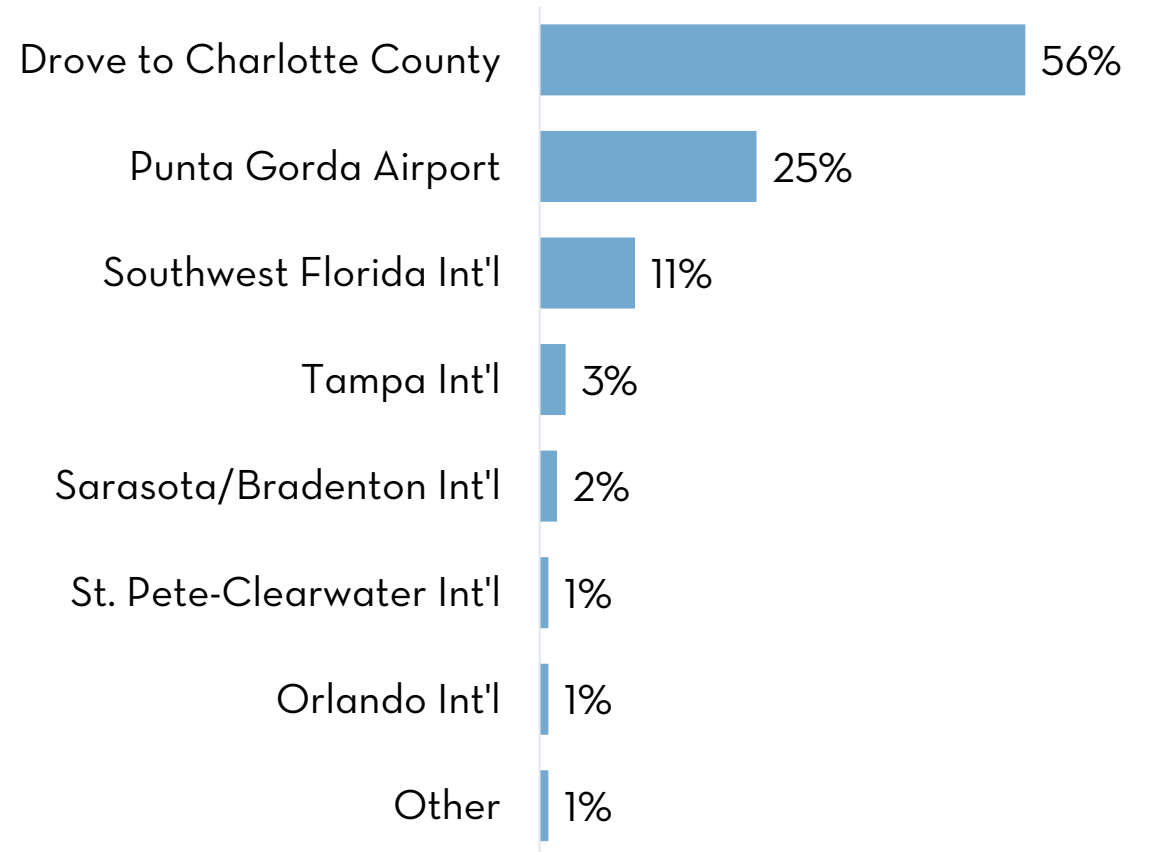
- » **Nearly half** of visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Online travel agency bookings accounted for **about 1 in 5** bookings



¹ Visitors staying in paid accommodations.

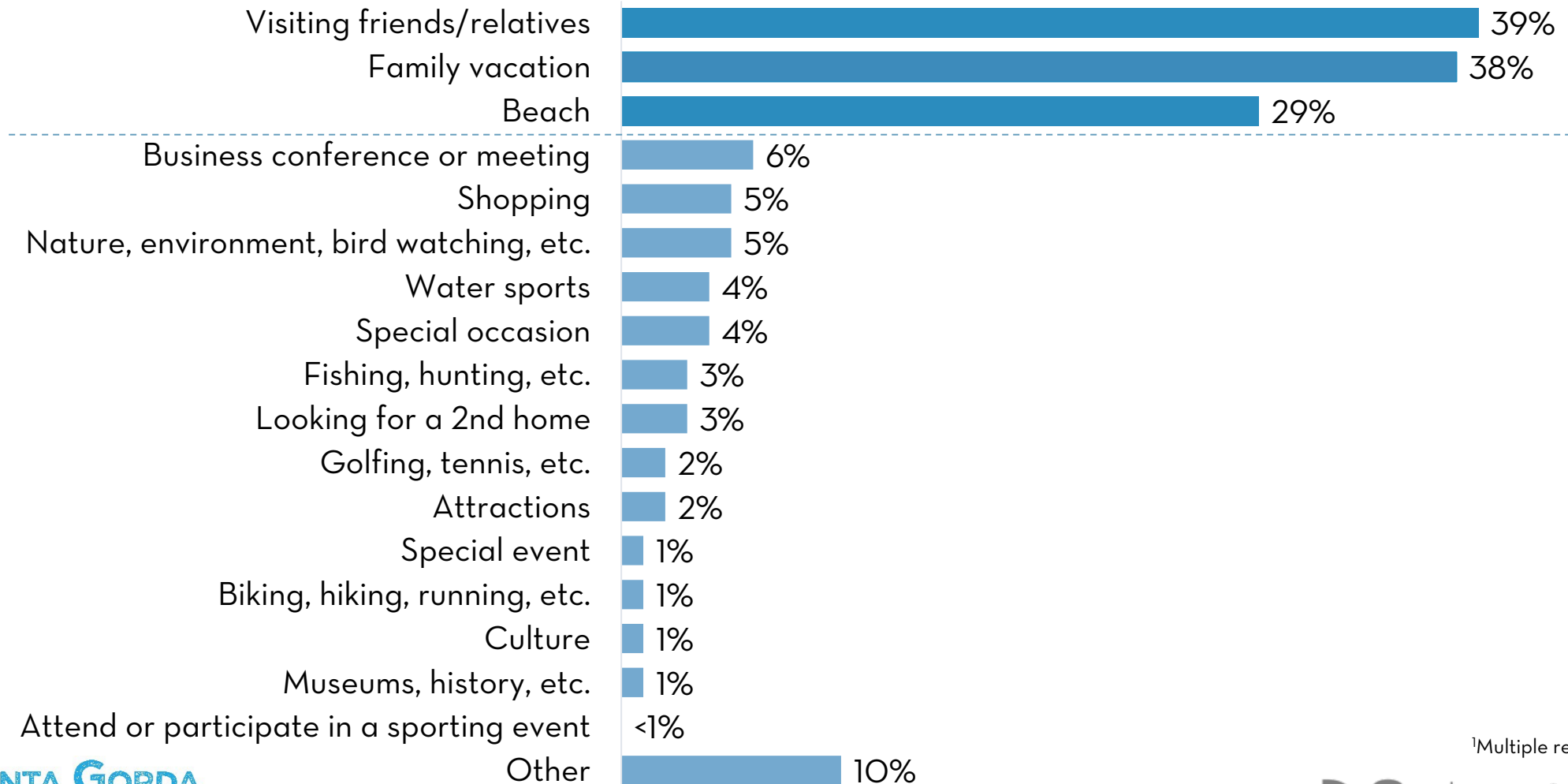
Visitor Transportation

- » **Over half** visitors **drove** to Punta Gorda/Englewood Beach
- » **1 in 4** visitors flew into Punta Gorda Airport
- » **Over 1 in 10** visitors flew into Southwest Florida International Airport



Reasons for Visiting¹

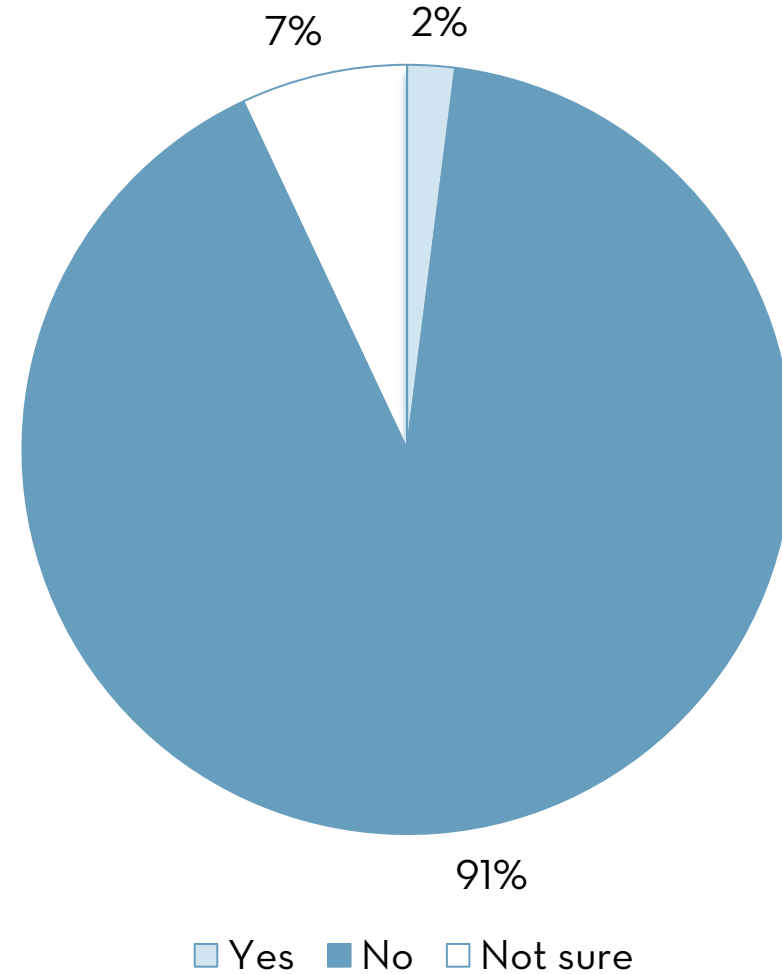
People come to Charlotte County to vacation, to visit family or friends, and to go to the beach.



¹Multiple responses permitted.

Vacation replacement¹

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



¹Multiple responses permitted.

Why did you choose to come to this area over other vacation destinations?¹



"We were able to find affordable non-stop flights and like the quietness of the area."



"This area has the best beaches, very comfortable, and has a good options of restaurants."



"We visited before and liked the area. There were available rentals, so we decided to come back."

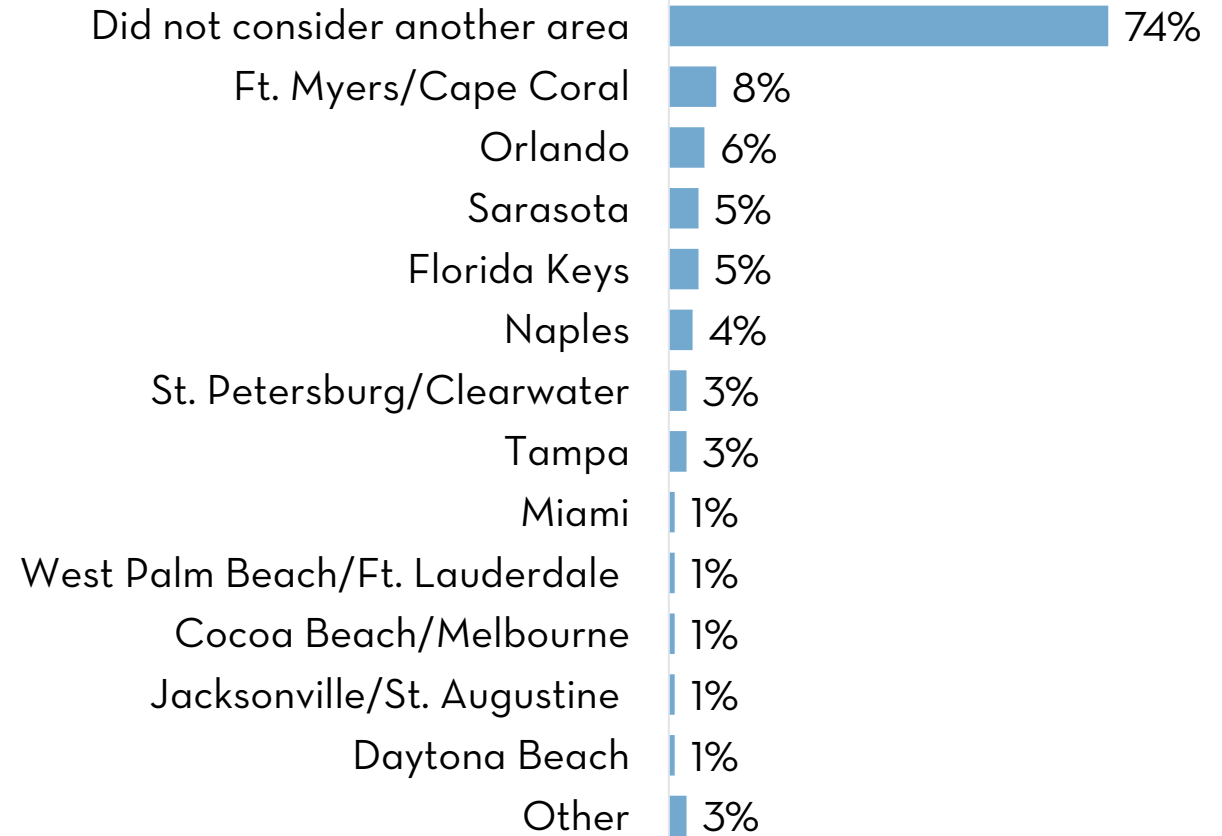


"It's close to our home, so we decided to explore and see new beaches along coast."



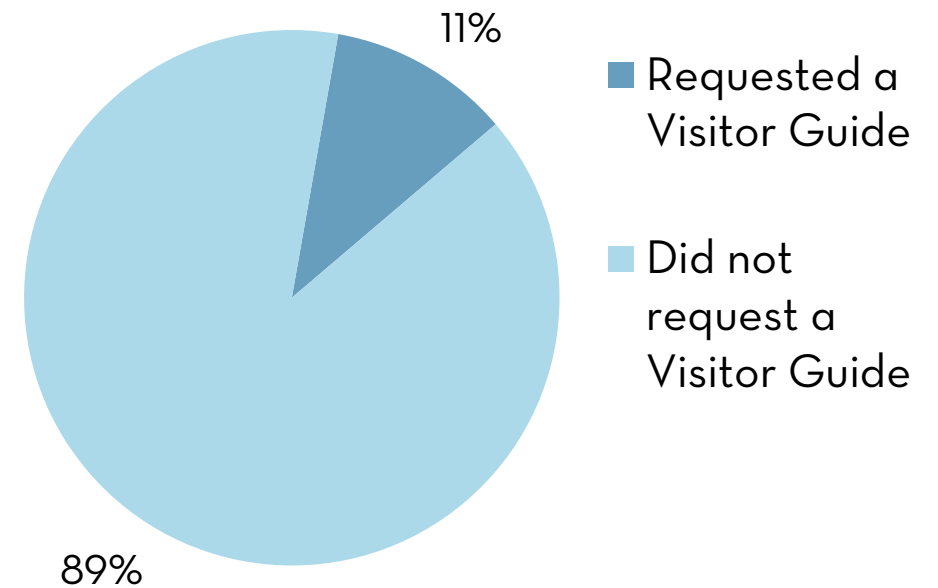
Other Destinations Considered¹

- » **About 3 in 4** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Ft. Myers/Cape Coral, Orlando, and Sarasota are some of the top destinations people consider when visiting



Visitors Guide¹

- » **11%** of visitors requested a Visitors Guide before their trip
 - » **5%** requested a print version
 - » **6%** requested an online version
- » Visitors Guide received a rating of **8.1 out of 10¹**

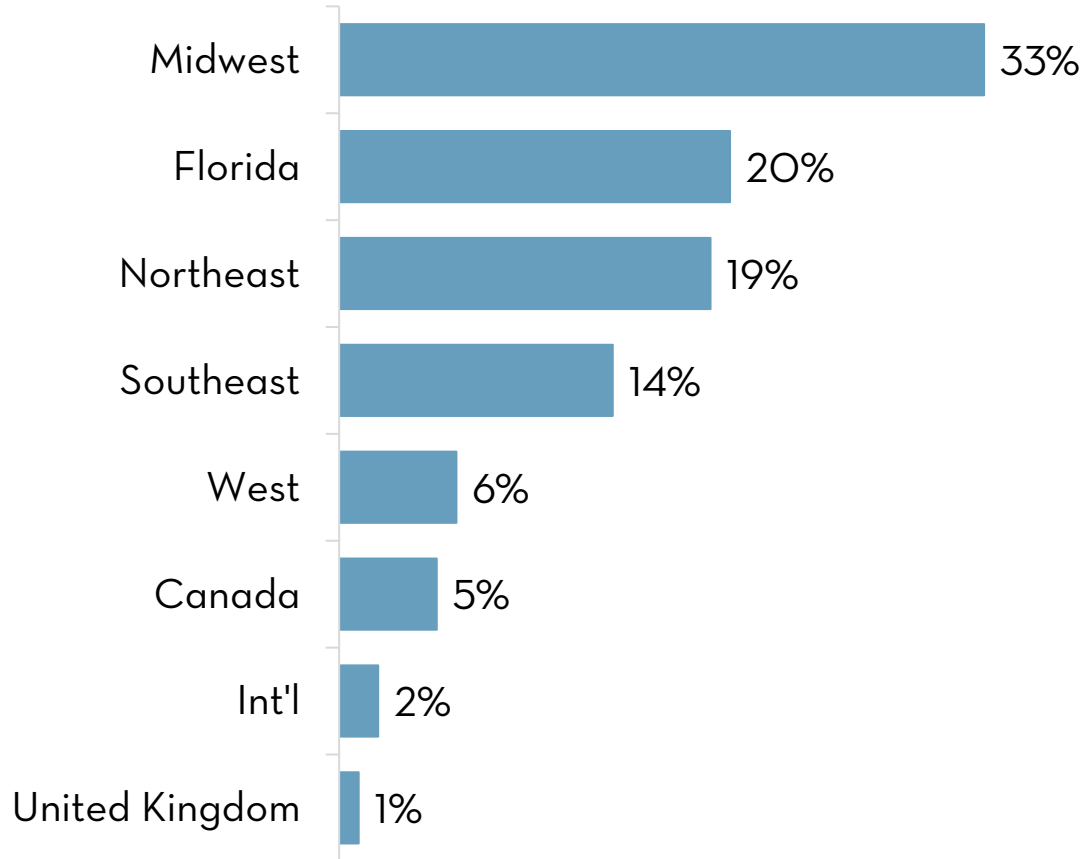


¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile



Origin of Visitors – By Region



Origin of Visitors – By State

Percentage of Visitors

Florida	20%
Ohio	8%
Michigan	6%
Canada	5%
Illinois	5%
New York	5%
Indiana	4%
Pennsylvania	4%
Texas	3%
Wisconsin	3%



Origin of Visitors – By Market

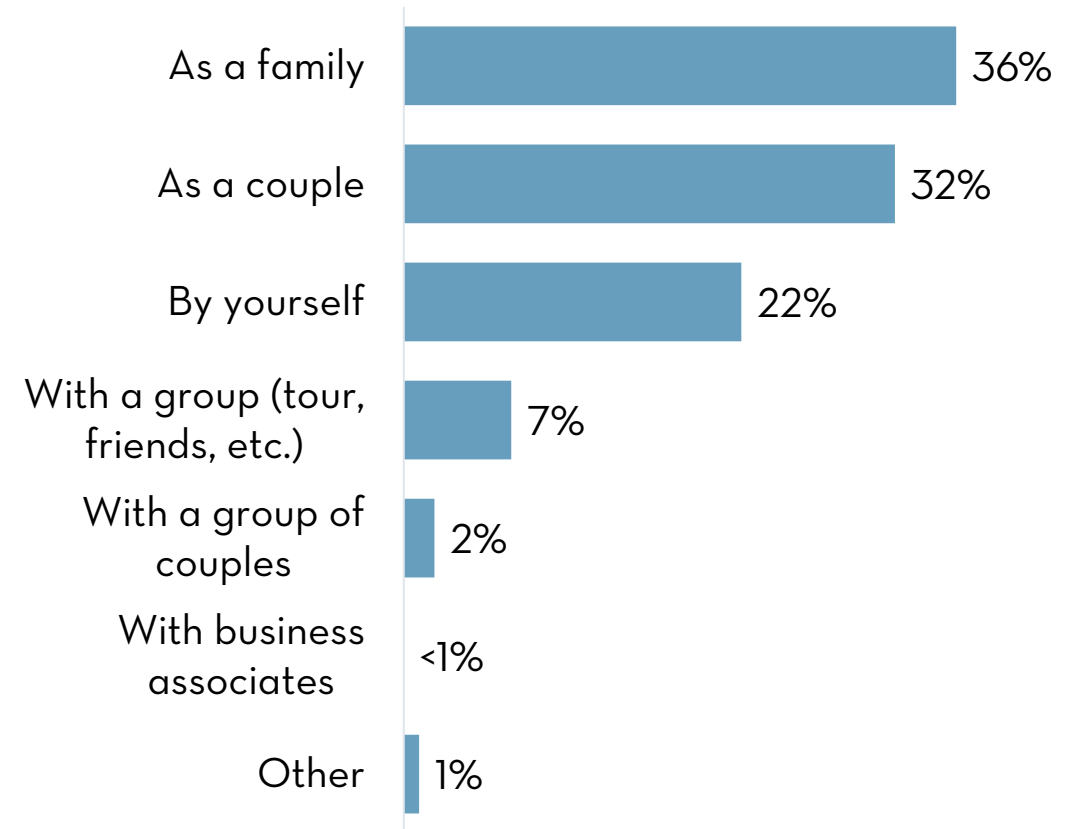
Market	% of All Visitors
Fort Myers-Naples	7%
Sarasota-Bradenton	6%
New York City ¹	4%
Chicago	3%
Detroit	3%
Atlanta	2%
Boston	2%
Cleveland-Akron	2%
Cincinnati	2%
Tampa-St. Petersburg	2%
Indianapolis	2%
Philadelphia	2%
Minneapolis-St. Paul	2%
Washington DC	2%

Market	% of Overnight Visitors
New York City ¹	5%
Detroit	4%
Chicago	3%
Cincinnati	3%
Orlando-Daytona Beach-Melbourne	3%
Cleveland-Akron	3%
Washington DC	3%
Minneapolis-St. Paul	2%
Philadelphia	2%
Albany-Schenectady-Troy	2%
Boston	2%

¹NYC metro area includes parts of New York, New Jersey & Connecticut.

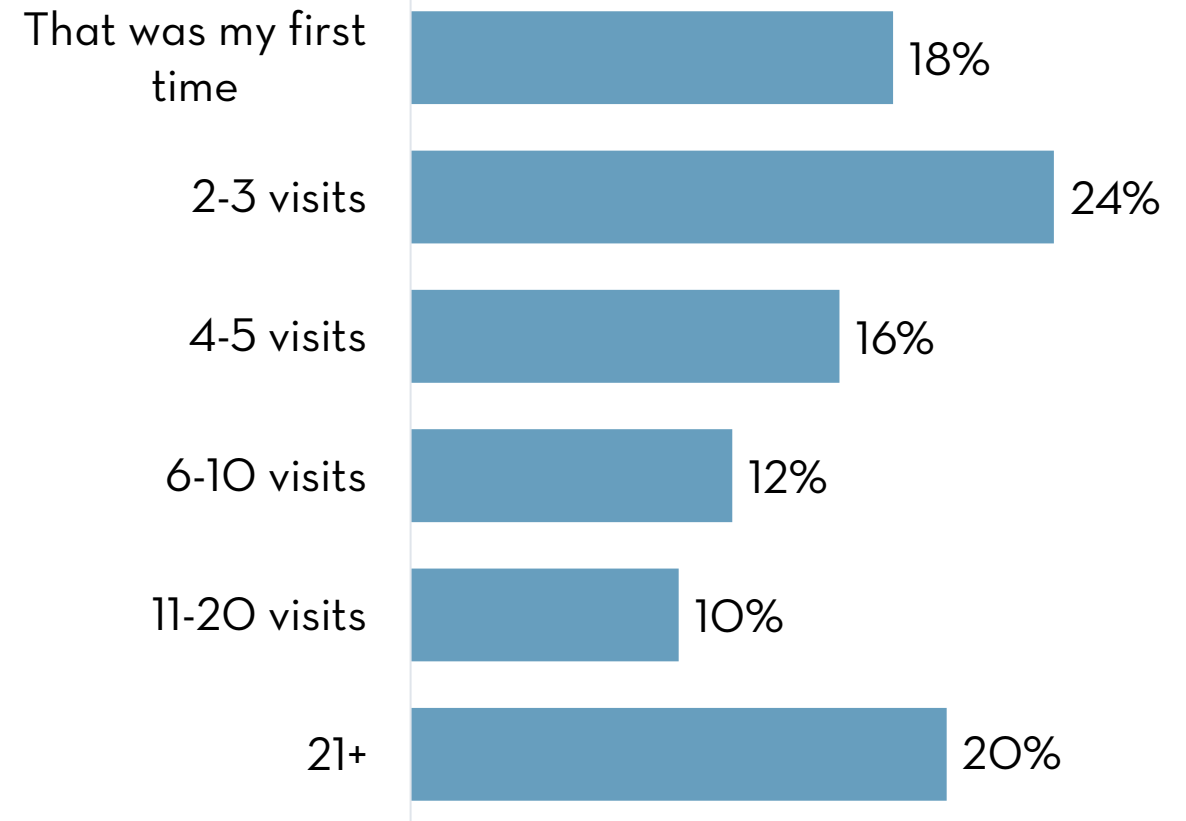
Travel Parties

- » The typical visitor traveled in a party composed of **2.6** people
- » **34%** traveled with at least one person under the age of 20
- » **Over 1 in 3** visitors traveled as a family
- » **Less than 1 in 3** traveled as a couple



Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitors spent **6.5** nights in Punta Gorda/Englewood Beach
 - » When including long term visitors¹, average nights stayed is **9.7**
- » **Over 1 in 6** were first time visitors
- » **1 in 3** visited more than 10 times

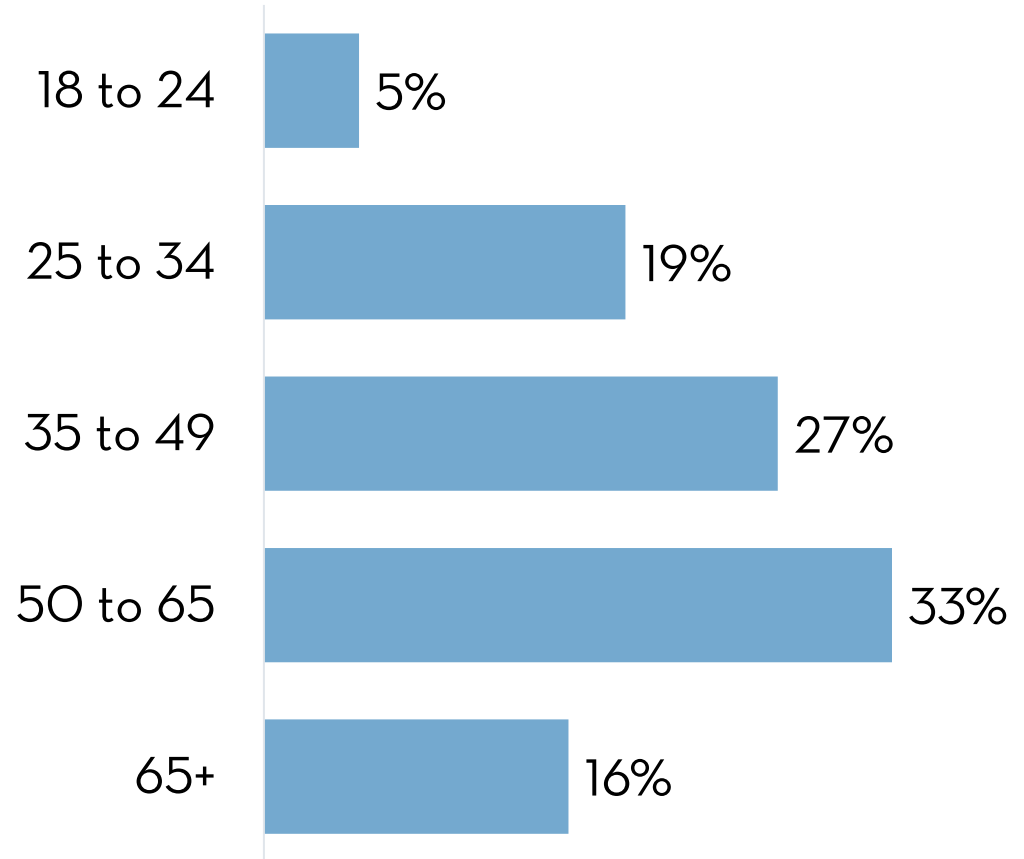


¹Visitors who stayed longer than 1 month

Punta Gorda/Englewood Length of Stay

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
<i>Length of Stay¹</i>	<i>7.6</i>	<i>10.0</i>	<i>1.0</i>	6.5
<i>Travel Party Size</i>	<i>2.7</i>	<i>2.7</i>	<i>2.4</i>	2.6

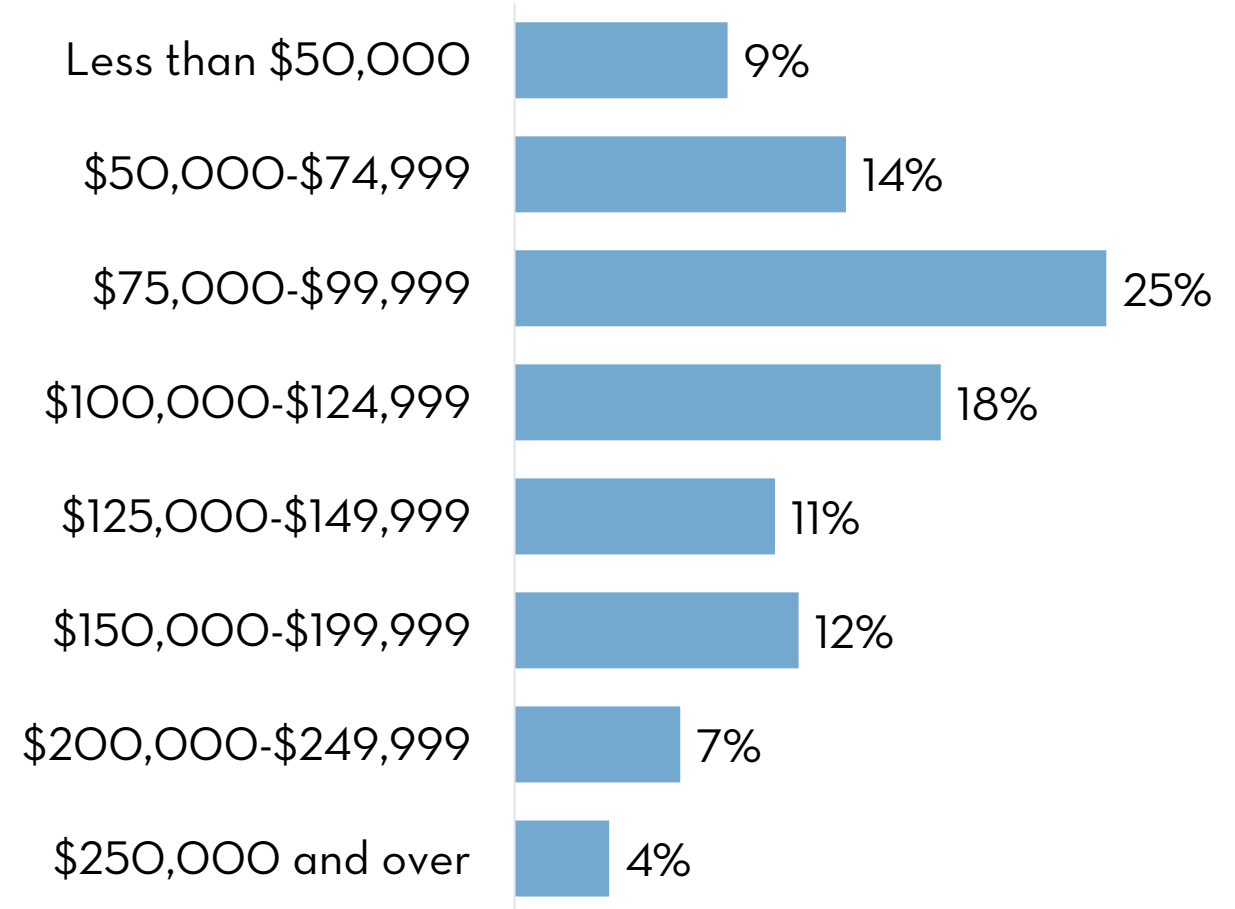
» **49** is the median age of April – June visitors



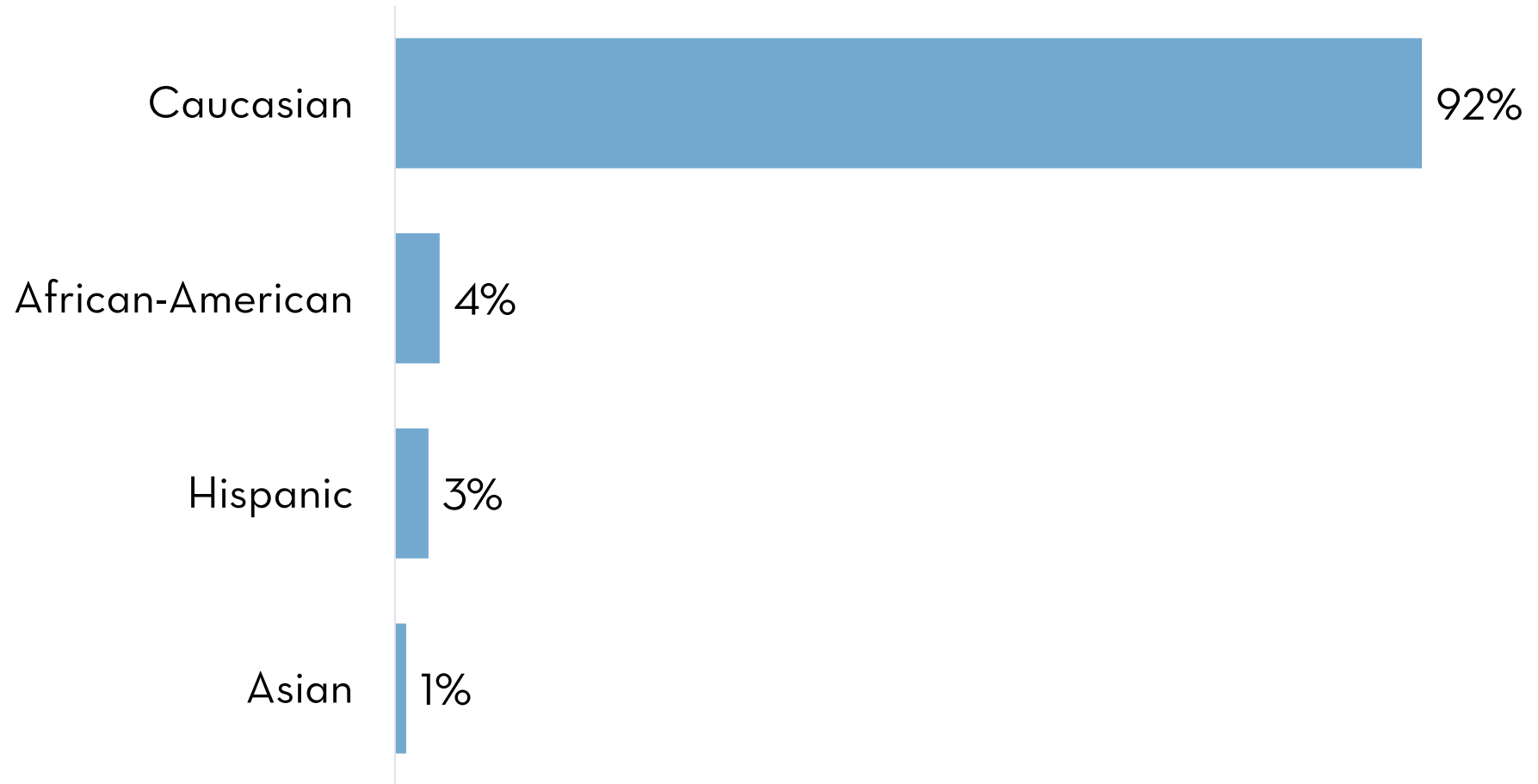
Household Income

Median Household Income

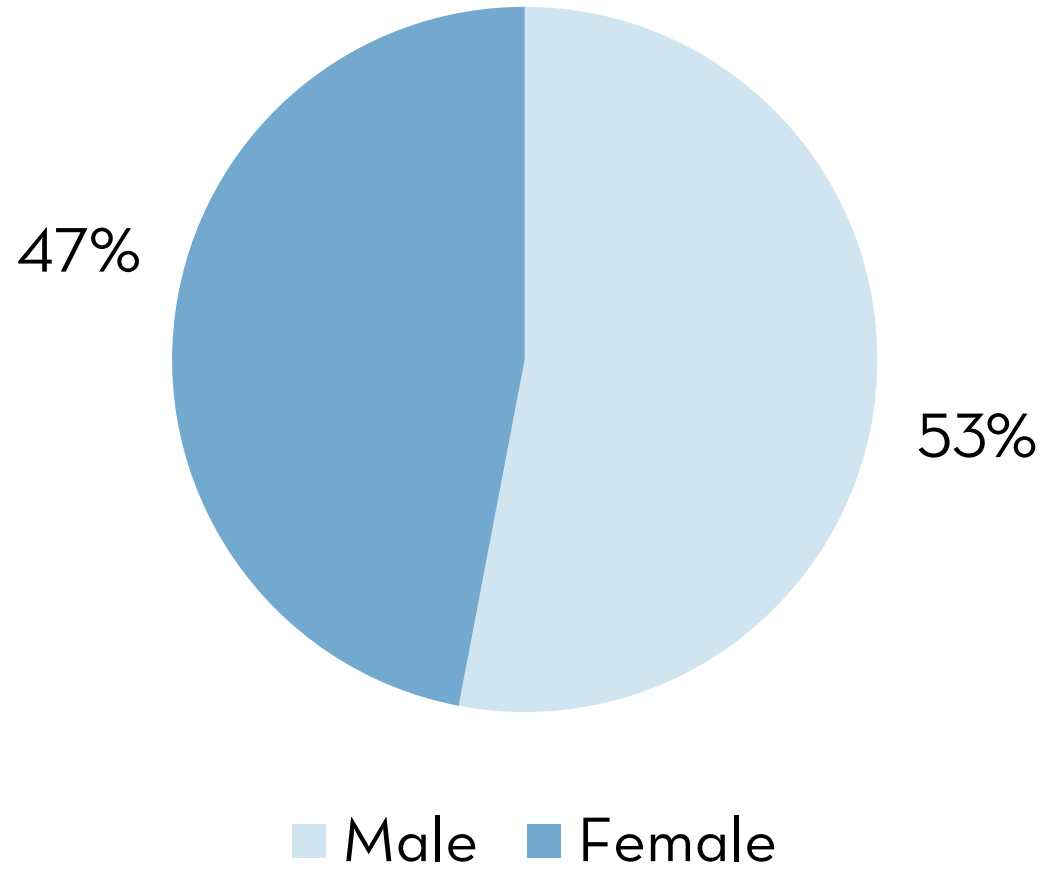
- » **\$102,800** is the median household income for April – June visitors
- » **Over 1 in 5** visitors had a household income in excess of \$150,000



Race/Ethnicity



Gender

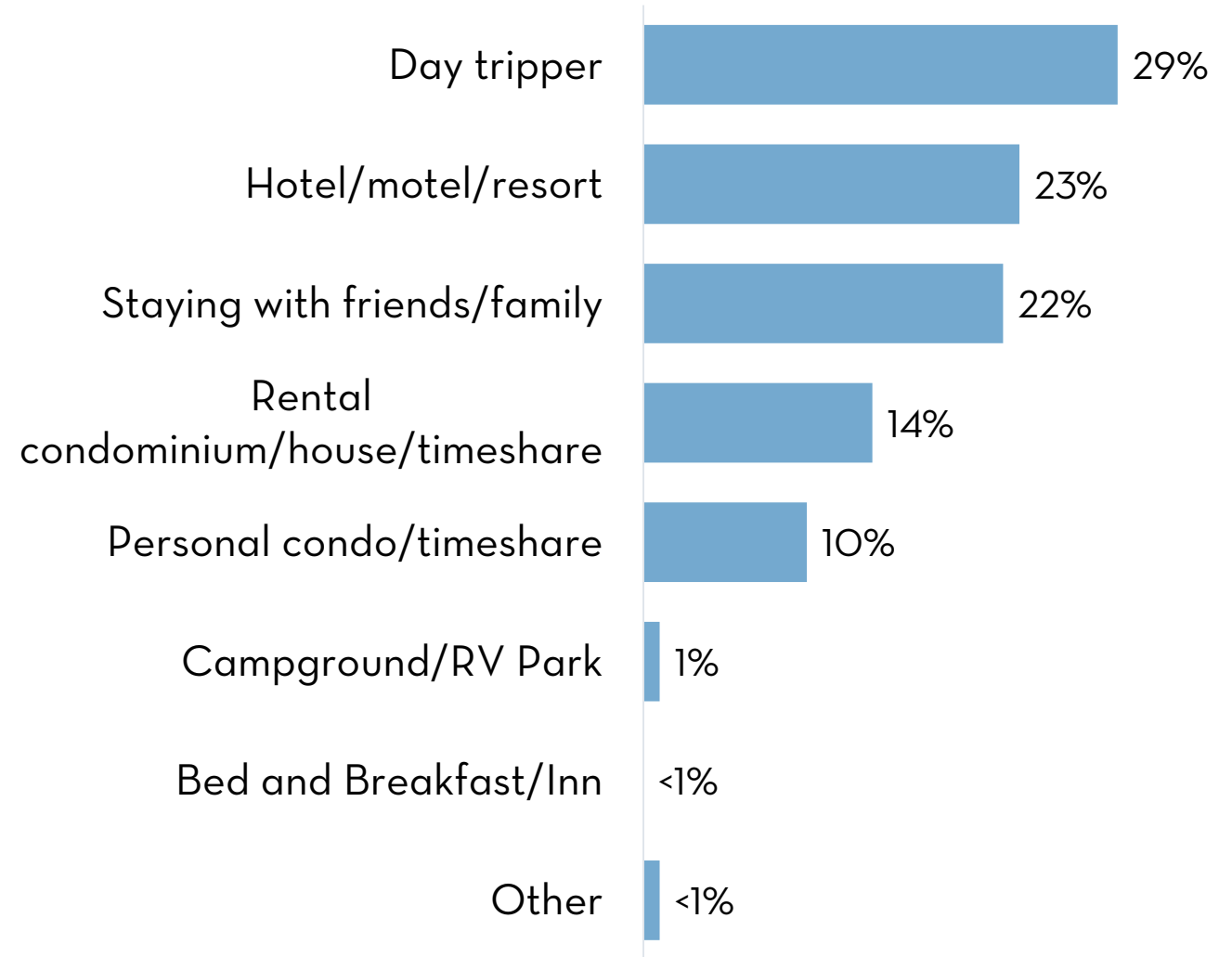


Visitor Journey – Trip Experience

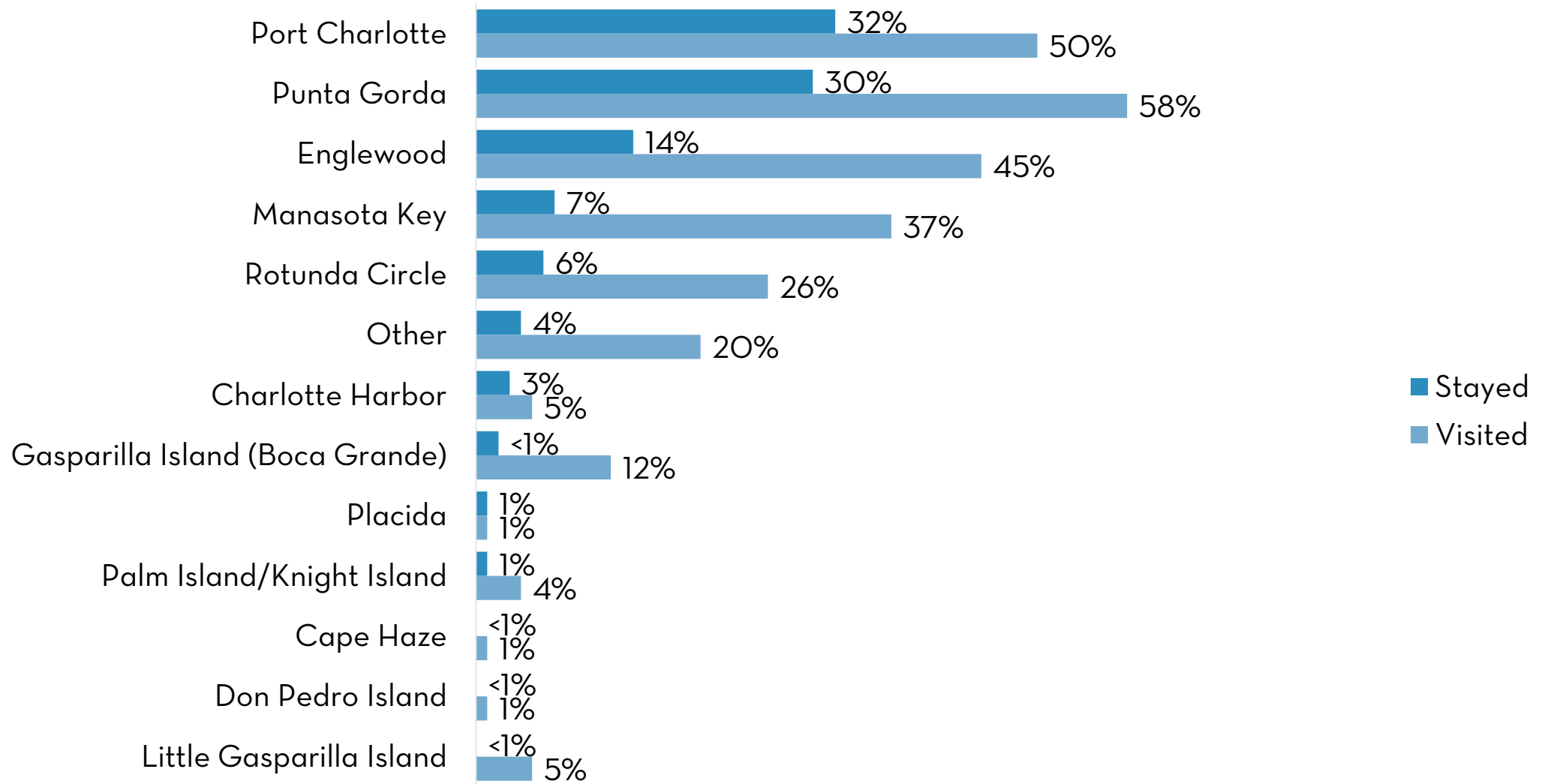


Visitor Accommodations

- » **71%** of visitors stayed overnight in Punta Gorda/Englewood Beach
- » **Nearly 1 in 4** visitors stayed in hotels/motels/resorts
- » **Over 1 in 5** visitors stayed with friends/family



Area Stayed vs. Areas Visited¹



Visitor Activities¹

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

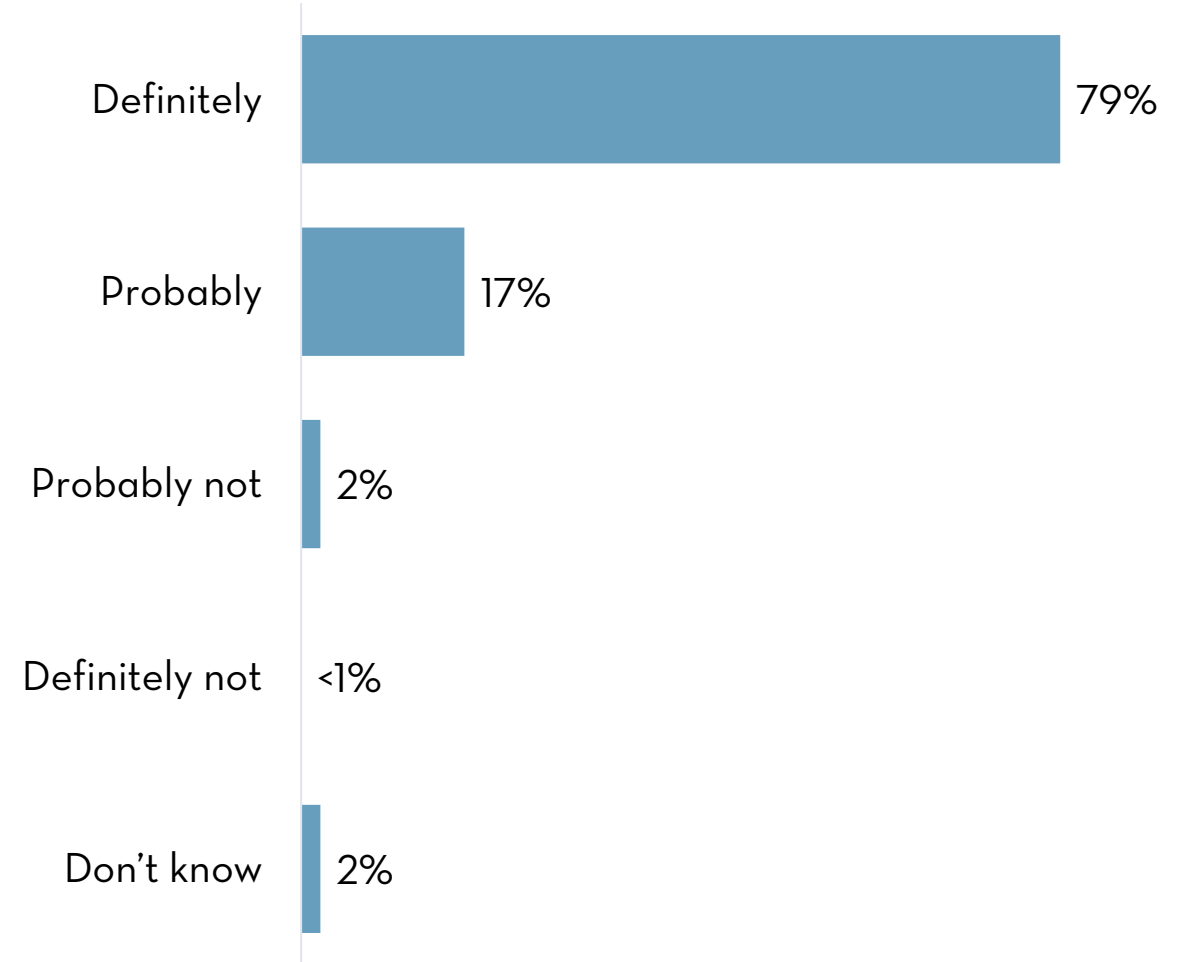


Visitor Journey – Post-Trip Evaluation



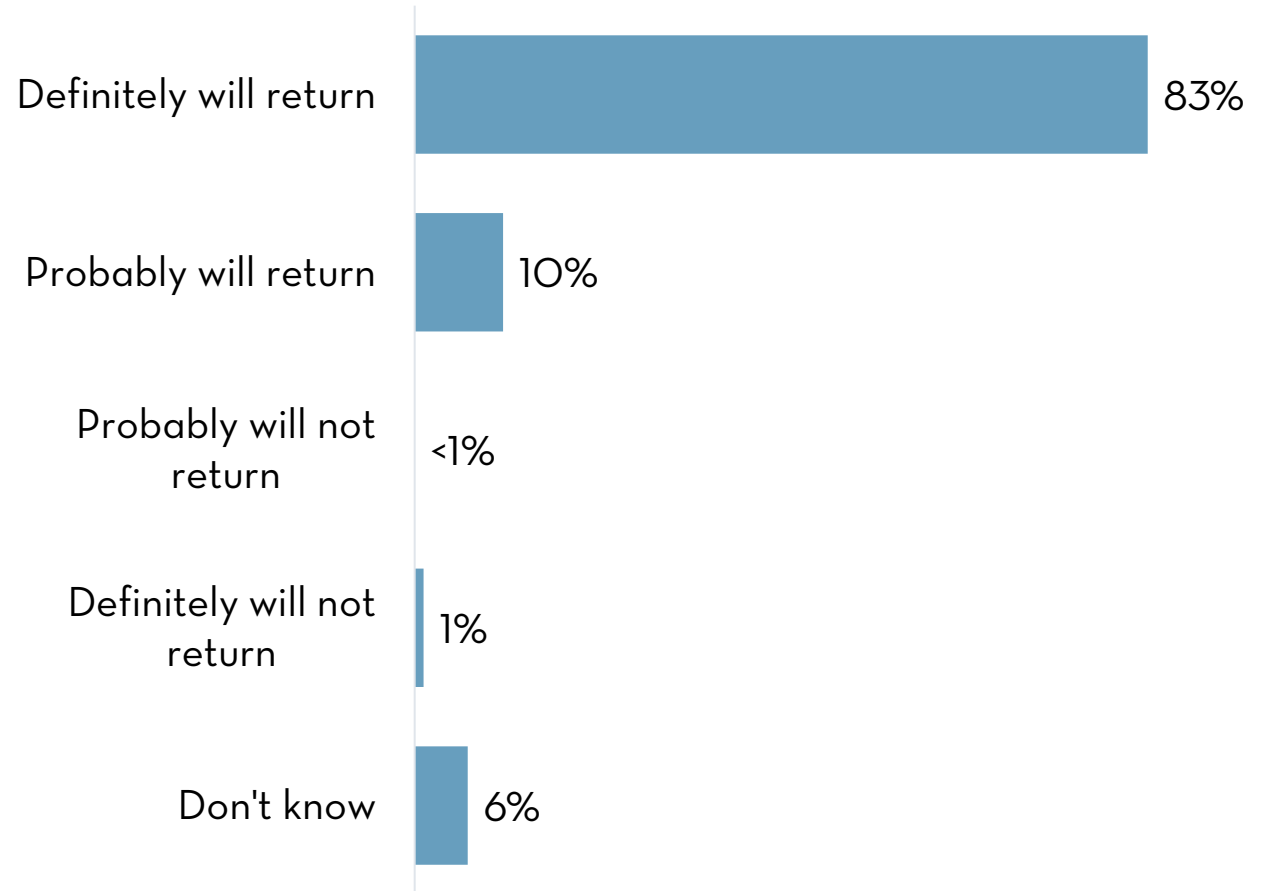
Visitor Recommendation

» **96%** would recommend Punta Gorda/Englewood Beach to a friend
(**79%** would definitely recommend)



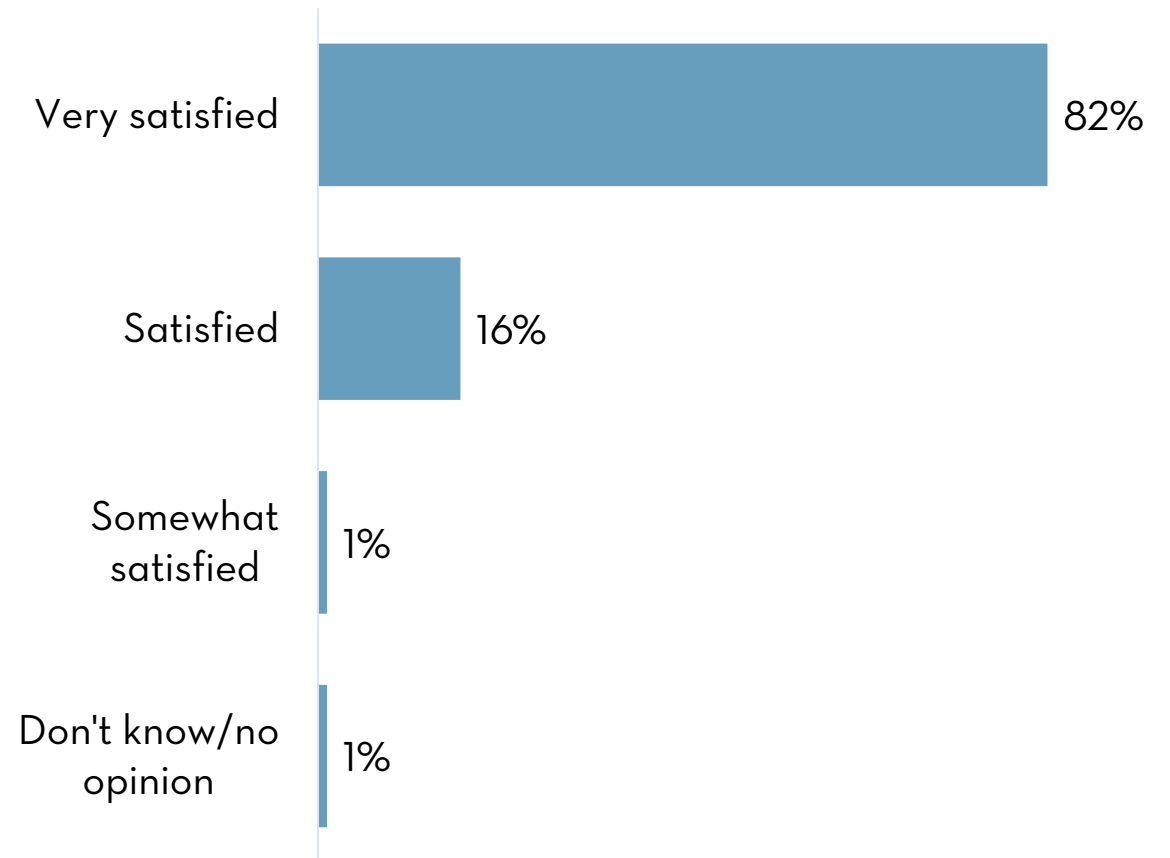
Visitor Return

» **83%** will definitely return



Visitor Satisfaction

» **98%** were satisfied or very satisfied with their stay (**82%** were very satisfied)



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



"A beautiful destination with a variety of new shops in the Punta Gorda area. Great shopping and nice beaches as close as Englewood beach."



"One of the best spots on the west coast of Florida. It offers easy access to either the North or the South. The area is still pretty quiet."



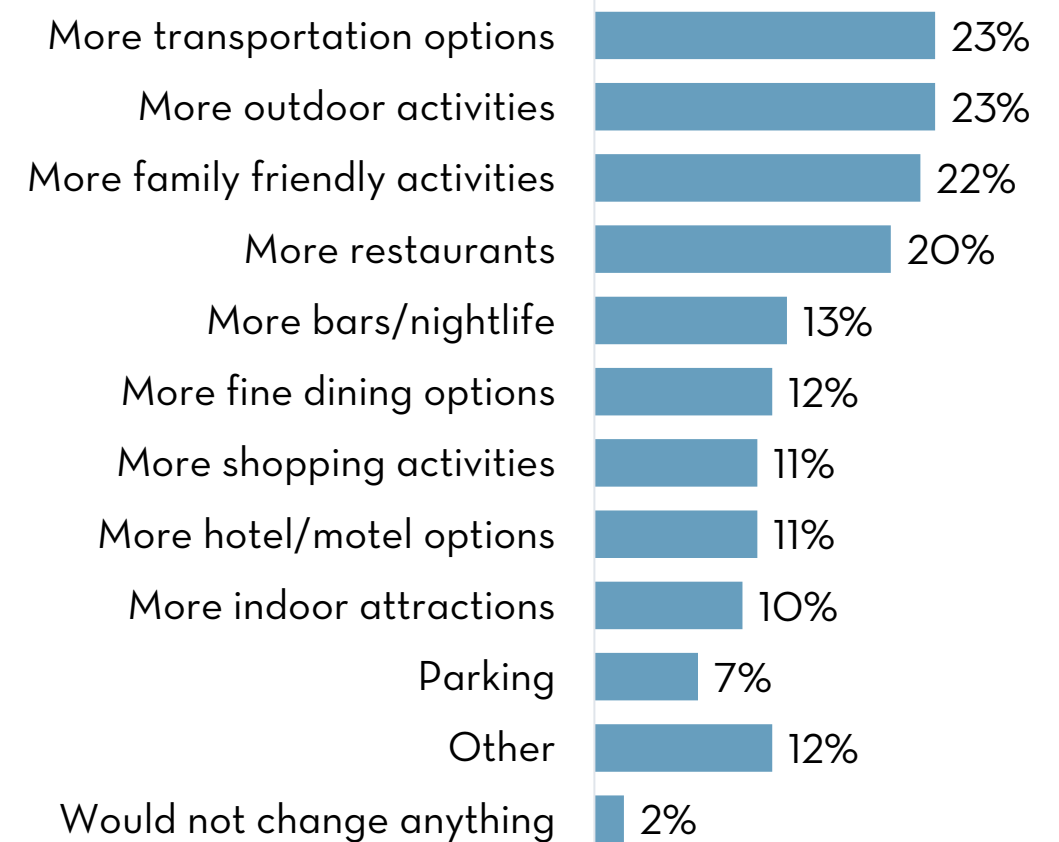
"Good value. Ukrainian food. Beautiful beaches. Refreshing mineral spring."



"Better restaurants. Love Farlow and sandbar fun. Very family oriented. Friendly people. Beach town. Convenient to get around."

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

- » **Nearly 1 in 4** visitors mentioned **more outdoor activities** as well as **more transportation options** would make a return visit more desirable
- » **Over 1 in 5** visitors said that **more family friendly activities** would make Charlotte County more desirable



Year-to-Year Comparisons



YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	April - June 2022	April - June 2023
A week or two in advance	21%	22%
A month or so in advance	22%	23%
2 months in advance	21%	21%
3 months in advance	14%	16%
4 to 5 months in advance	10%	7%
6 months of more in advance	12%	11%
Average Trip planning cycle (in days)	68	65

Top Trip Planning Sources	April - June 2022	April - June 2023
Previous visit	44%	45%
Internet	34%	39%
Talk to family/friends/co-workers	40%	31%

YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	April - June 2022	April - June 2023
Visiting friends/relatives	43%	39%
Family vacation	33%	38%
Beach	26%	29%
Business conference or meeting	2%	6%
Shopping	9%	5%
Nature, environment, bird watching, etc.	9%	5%
Water sports	7%	4%
Special occasion	9%	4%

Visitor Guide and Transportation	April - June 2022	April - June 2023
Requested a Visitors Guide	15%	11%
Drove to Charlotte County	63%	56%
Flew to Charlotte County	36%	44%

YEAR-TO-YEAR COMPARISONS

Market of Origin	April - June 2022	April - June 2023
Fort Myers-Naples	5%	7%
Sarasota-Bradenton	4%	6%
New York City ¹	5%	4%
Chicago	4%	3%
Detroit	3%	3%
Atlanta	3%	2%
Boston	3%	2%
Cincinnati	1%	2%
Cleveland-Akron	1%	2%
Indianapolis	2%	2%
Minneapolis-Saint Paul	2%	2%
Orlando-Daytona Beach-Melbourne	2%	2%
Philadelphia	2%	2%
Tampa-St. Petersburg	3%	2%
Washington DC	1%	2%

YEAR-TO-YEAR COMPARISONS

Region of Origin	April - June 2022	April - June 2023
Southeast (including Florida)	34%	34%
Midwest	27%	33%
Northeast	20%	19%
West	6%	6%
International	13%	8%

YEAR-TO-YEAR COMPARISONS

Travel Parties	April - June 2022	April - June 2023
Travel Party Size	2.8	2.6
Traveled with Children	35%	34%
Traveled as a couple	33%	32%
Traveled as a family	34%	36%

Visitor Profile	April - June 2022	April - June 2023
Median Age	50	49
Gender (Female)	53%	47%
Median Household Income	\$98,800	\$102,800
White/Caucasian	90%	92%
African American	4%	3%
Hispanic	4%	4%

YEAR-TO-YEAR COMPARISONS

Accommodations	April - June 2022	April - June 2023
Day Tripper	31%	29%
Hotel/Motel	24%	23%
Friends/Family Home	21%	22%
Vacation Rental Home/Airbnb	13%	14%
Personal Second Home	9%	10%
Camping/RV	1%	1%

Trips Experience	April - June 2022	April - June 2023
Average nights stayed	7.0	6.5
1 st Time Visitor	17%	18%
10+ Prior Visits to Charlotte County	32%	30%

YEAR-TO-YEAR COMPARISONS

Top Activities	April - June 2022	April - June 2023
Beach	62%	66%
Restaurants	54%	53%
Visit friends and relatives	52%	45%
Shopping	36%	32%
Nature, environment, birding, etc.	30%	26%
Water sports	21%	15%
Biking, hiking, running, etc.	12%	13%
Fishing, hunting, etc.	17%	13%
Bars, nightclubs	15%	11%
Attractions	10%	8%

YEAR-TO-YEAR COMPARISONS (Cont.)

Top Activities	April - June 2022	April - June 2023
Family time, reading, cooking, etc.	10%	7%
Golfing, tennis, etc.	9%	7%
Business conference or meeting	2%	6%
Looking for a second home	6%	5%
Special event	8%	4%
Museums, history, etc.	8%	4%
Culture	3%	2%
Attend or participate in a sporting event	2%	2%
Spring Training	4%	N/A
Spas	2%	1%

YEAR-TO-YEAR COMPARISONS

Average Daily Trip Spending	April - June 2022	April - June 2023
Accommodations	\$64	\$67
Restaurants	\$72	\$48
Groceries	\$25	\$39
Shopping	\$39	\$52
Entertainment	\$36	\$31
Transportation	\$18	\$25
Other	\$15	\$15
Total	\$269	\$277

Average Total Trip Spending	April - June 2022	April - June 2023
Accommodations	\$448	\$433
Restaurants	\$504	\$313
Groceries	\$175	\$251
Shopping	\$273	\$335
Entertainment	\$252	\$202
Transportation	\$126	\$166
Other	\$105	\$100
Total	\$1,883	\$1,800

YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	April – June 2022	April – June 2023
Will return to Charlotte County	97%	93%
Satisfied or very satisfied with their stay	97%	98%
Would definitely recommend to friend	97%	96%



Visitor Tracking Study

- » **436** 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, 2023 and June 30st, 2023**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

April – June 2023

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