

Punta Gorda/Englewood Beach VCB Visitor Tracking Report April – June 2021



Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during April - June 2021. In the report, we follow the 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

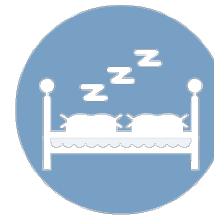


Visitor Journey – Impact of Tourism



Quarterly Snapshot

- » Charlotte County visitor and lodging metrics increased beyond 2020 and 2019 figures
- » Charlotte County direct spending and economic impact are at an all-time high for April-June
- » Most visitors to Charlotte County were from the Midwest or Northeast
- » More visitors come to Charlotte County to reconnect with friends and family
- » Percentage of visitors who were very satisfied with their stay in Charlotte County is up 20% year-over-year



62.8%

OCCUPANCY
RATE

Vs. 2020

↑ 66.1%

Vs. 2019

↑ 12.1%



\$131.20

AVERAGE DAILY
RATE

↑ 9.7%

↑ 6.3%



\$82.39

REVENUE PER
ROOM

↑ 82.3%

↑ 19.2%

Key Performance Indicators

Visitor Statistics	Apr – June 2020	Apr – June 2021	Percent Change
<i>Visitors</i>	156,100	215,500	+38.1%
<i>Direct Expenditures¹</i>	\$83,126,500	\$167,649,500	+101.7% ²
<i>Total Economic Impact</i>	\$126,767,900	\$243,091,500	+91.8% ²

Lodging Statistics	Apr – June 2020	Apr – June 2021	Percent Change
<i>Occupancy³</i>	37.8%	62.8%	+66.1%
<i>Room Rates³</i>	\$119.57	\$131.20	+9.7%
<i>RevPAR³</i>	\$45.20	\$82.39	+82.3%
<i>Room Nights³</i>	191,323	333,931	+74.5%
<i>TDT Collections⁴</i>	\$628,508	\$1,683,536	+167.9%

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

² Increases in visitor spending outpace the increase in total visitation due to longer lengths of stay and smaller travel party sizes year over year

³ Sources: STR and All The Rooms – Note: more units available in 2021 vs 2020

⁴ Increased units available has led to an increase in TDT collections

Key Performance Indicators

Visitor Statistics	Apr – June 2019	Apr – June 2021	Percent Change
<i>Visitors</i>	174,100	215,500	+23.8%
<i>Direct Expenditures¹</i>	\$105,545,600	\$167,649,500	+58.8%
<i>Total Economic Impact</i>	\$160,957,100	\$243,091,500	+51.0%

Lodging Statistics	Apr – June 2019	Apr – June 2021	Percent Change
<i>Occupancy²</i>	56.0%	62.8%	+12.1%
<i>Room Rates²</i>	\$123.45	\$131.20	+6.3%
<i>RevPAR²</i>	\$69.13	\$82.39	+19.2%
<i>Room Nights²</i>	277,128	333,931	+20.5%
<i>TDT Collections³</i>	\$876,222	\$1,683,536	+92.1%

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

² Sources: STR and All The Rooms – Note: more units available in 2021 vs 2019

³ Increased units available has led to an increase in TDT collections

Travel Party Spending

- » Visiting travel parties spent \$230 per day and \$1,885 on their trip
- » Visiting travel parties staying in paid accommodations spent \$308 per day and \$3,039 on their trip



Visitor Journey – Pre-Visit



Trip Planning¹

- » Over 2 in 5 visitors planned their trip 1 month or less in advance
- » Top trip planning sources:



Previous visit (42%)



Friend, coworker, etc. (37%)



Internet (31%)

Punta Gorda/Englewood Beach Promotions¹

- » 24% of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit
- » 58% of those who recalled advertising were influenced to come to the area
- » Top sources of noticed promotions:



Online Article (30%)



Television (23%)



Personal social media (22%)



Newspaper (21%)

Top Methods of Accommodation Booking¹



35% Directly with hotel/condo



23% Airbnb



22% Online travel agency

Transportation



59% of visitors drove to
Punta Gorda/Englewood Beach



16% of all visitors flew in via
the Southwest Florida
International Airport



11% of all visitors flew in via
the Punta Gorda Airport

Top Reasons for Visiting¹



Visit friends/relatives (47%)



Beach (31%)



Family vacation (24%)

Concerns with COVID-19¹

- » 1 in 7 visitors stated that concerns about COVID-19 played a role in them choosing to visit this area
- » Top pandemic related reasons for choosing the area over others:



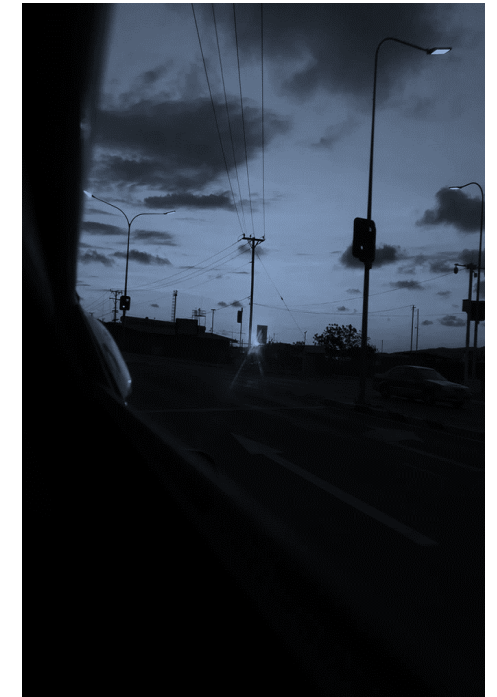
Preferred a destination near the beach (33%)



Preferred a destination with outdoor activities (33%)



Preferred a less crowded destination (31%)



Preferred a smaller town (24%)

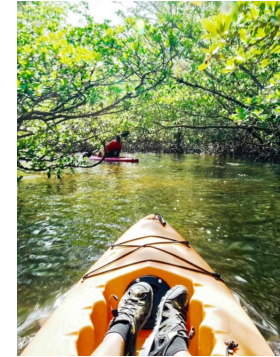
Top Reasons for Choosing Punta Gorda/Englewood Beach Over Other Destinations¹



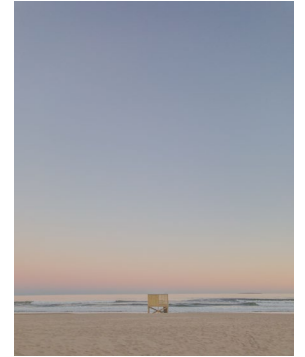
Family/friends (61%)



Beach (9%)



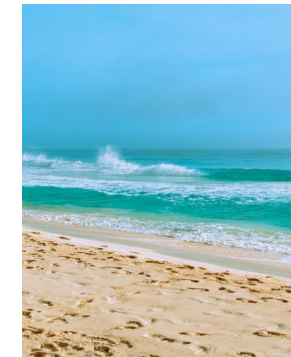
Convenient (6%)



Previous visit (6%)



Own a second home here (5%)



Weather (5%)

Other Destinations Considered

- » 75% of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Other destinations considered:



Ft. Myers/Cape Coral (7%)



Sarasota (6%)



Naples (5%)



Florida Keys (5%)



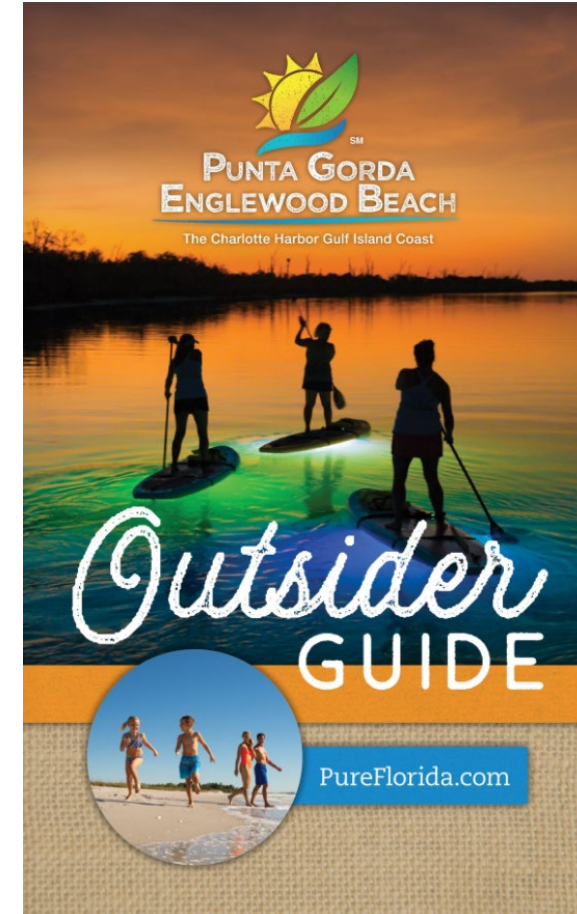
Tampa (4%)



Orlando (4%)

Visitors Guide

- » 16% of visitors requested a Visitors Guide
- » Visitors Guide received a rating of 7.9 out of 10.0¹



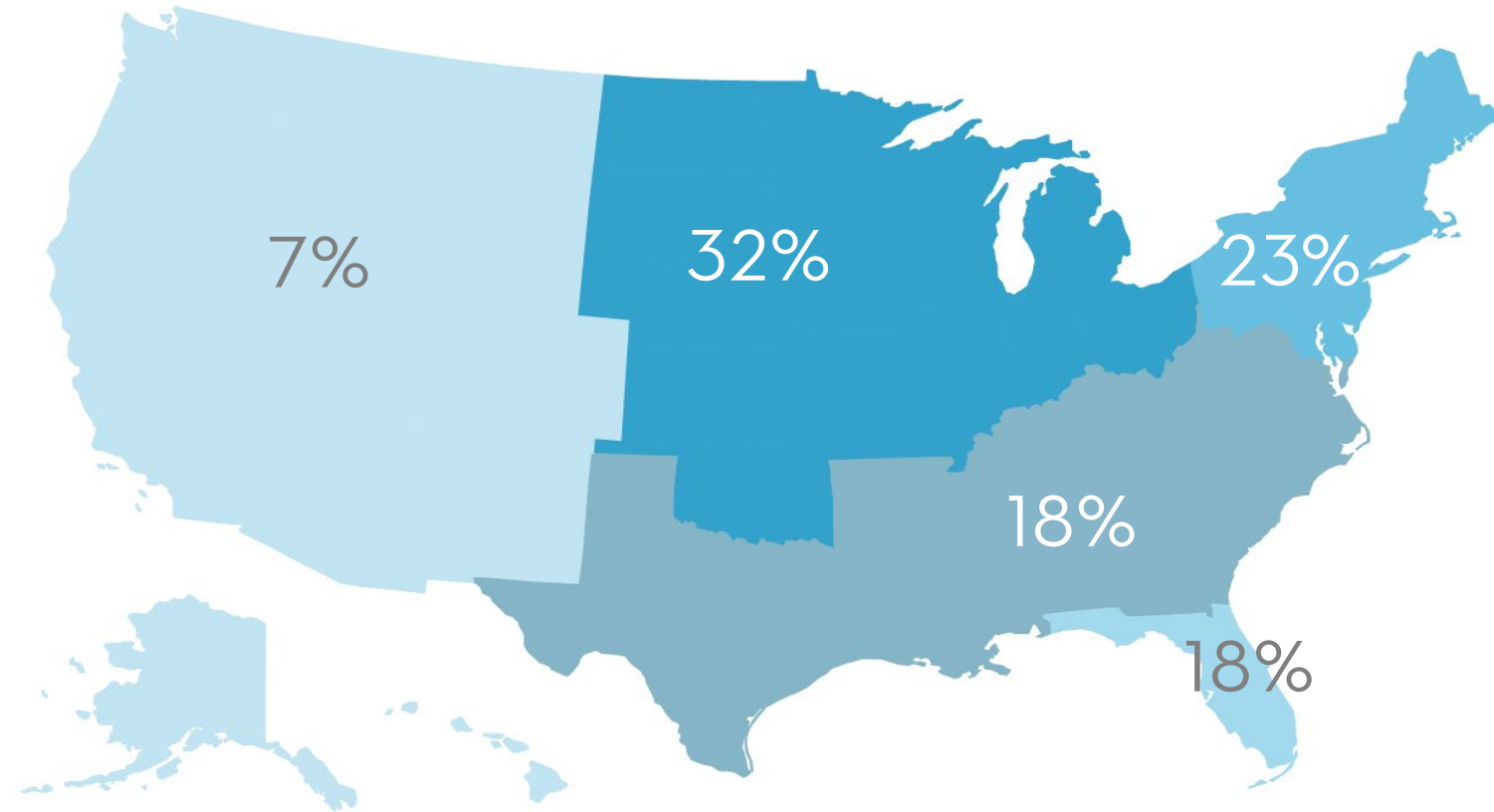
¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile

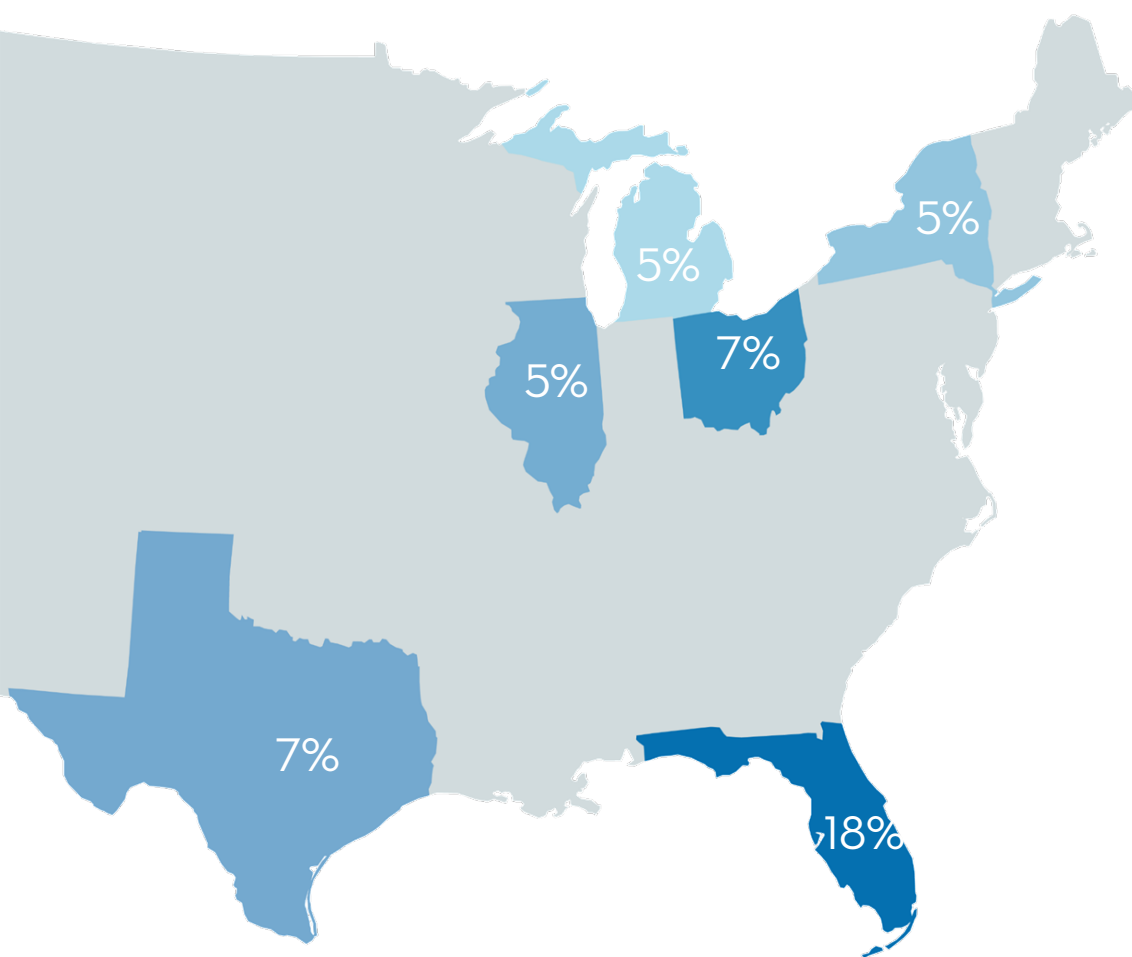


Top Regional Origins of Visitors

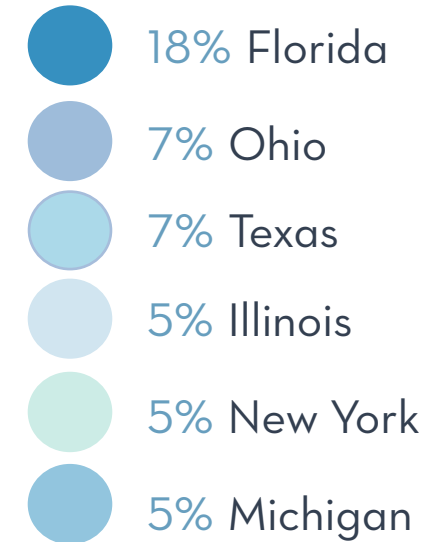
- » 91% of Charlotte County visitors come from areas that are scattered almost evenly across the eastern US
- » 98% of Charlotte County visitors lived in the United States
- » 2% of visitors to Charlotte County were from outside of the United States



Top State Origins of Visitors



47% of visitors traveled to Charlotte County from 6 states



Top Market Origins of Visitors

28% of visitors come from 6 markets



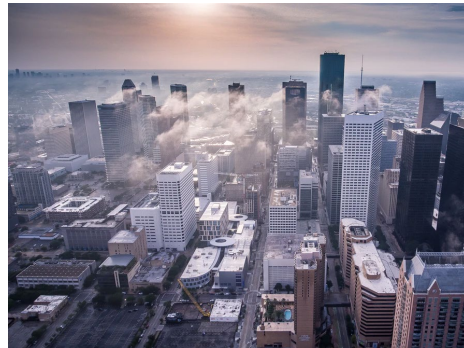
7% Sarasota-Bradenton



5% Chicago



4% Atlanta



4% Houston



4% Naples-Ft. Myers



4% New York City¹

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

Travel Party Size and Composition

- » The typical visitor traveled in a party composed of 2.6 people
- » 40% traveled with at least one person under the age of 20
- » Over 2 in 5 traveled as a family, while 1 in 3 visitors traveled as a couple



Length of Stay – All Visitors*

- » Visitors spent 8.2¹ nights in Punta Gorda/Englewood Beach



¹Nights stayed capped at 30 nights. Average length of stay is 12.7 nights when nights stayed is not capped.

*Nights stayed includes Day Trippers.

First Time Visitors

- » 23% were first time visitors
- » 31% had visited more than 10 times



Typical Punta Gorda/Englewood Beach Visitor

» The typical Visitor:

- » Was 46 years old
- » Had a median household income of \$95,700
- » Was female (55%)
- » Was from:
 - » Midwest (31%)
 - » Northeast (22%)



Typical Day Trip Visitor



- » The Typical Day Trip Visitor:
 - » Was 41 years old
 - » Had a median household income of \$108,900
 - » Was female (52%)
 - » Was from:
 - » Sarasota-Bradenton (21%)
 - » Naples-Ft. Myers (11%)

Typical Vacationer Visitor

» The Typical Vacationer¹ Visitor:

- » Was 44 years old
- » Had a median household income of \$99,000
- » Was female (57%)
- » Was from:
 - » Midwest (39%)
 - » Northeast (28%)



¹Travel parties who stayed 1-10 nights.

Typical Long-Term Visitor

- » The Typical Long-Term¹ Visitor:
 - » Was 56 years old
 - » Had a median household income of \$90,800
 - » Was female (51%)
 - » Was from
 - » Midwest (47%)
 - » Northeast (31%)

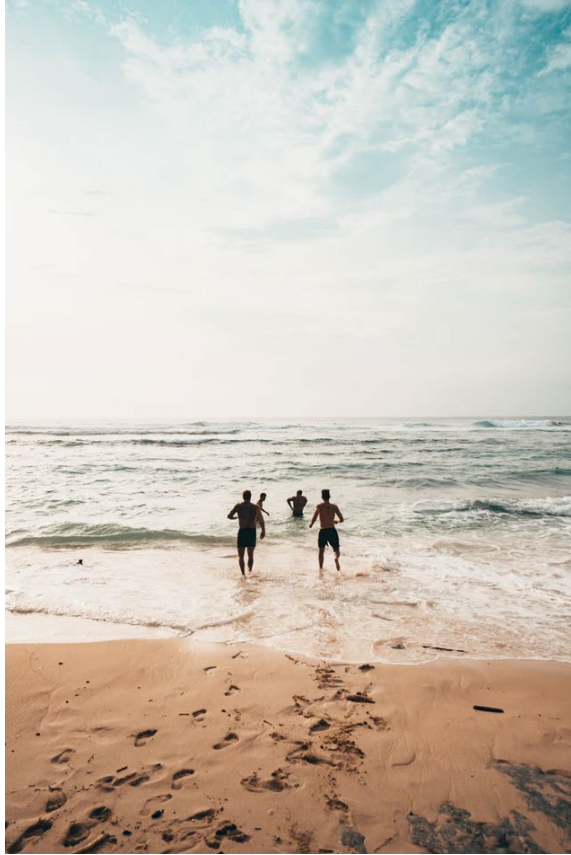


¹Travel parties who stayed more than 10 nights.

Visitor Journey – Trip Experience



Top Visitor Accommodations



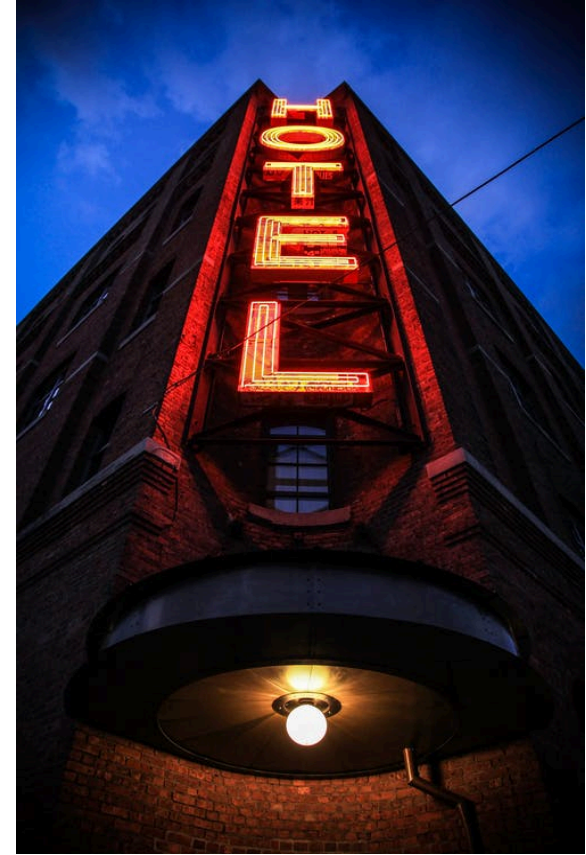
26% Day Tripper



25% Family/friend's residence



20% Rental condominium/house/timeshare



18% Hotel/motel/resort

Top Activities During Visit¹



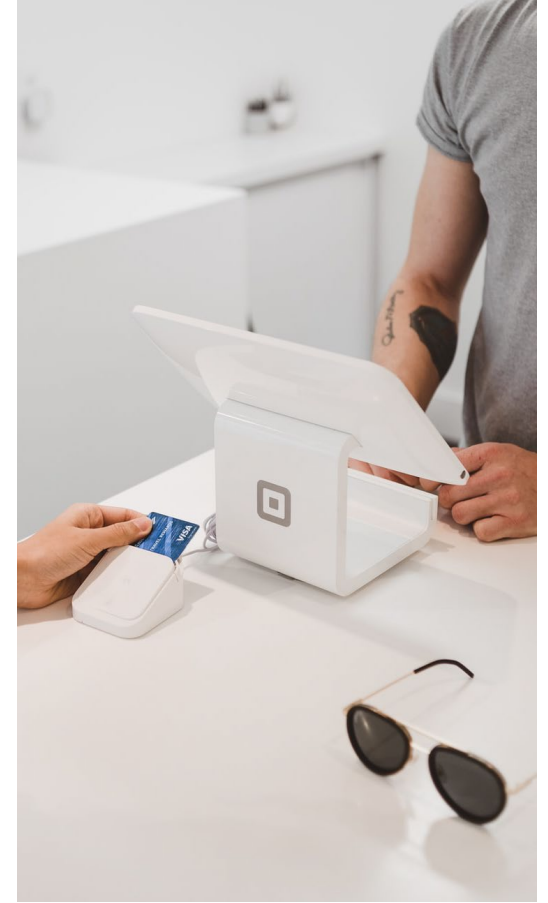
Beach (70%)



Visit friends/relatives (51%)



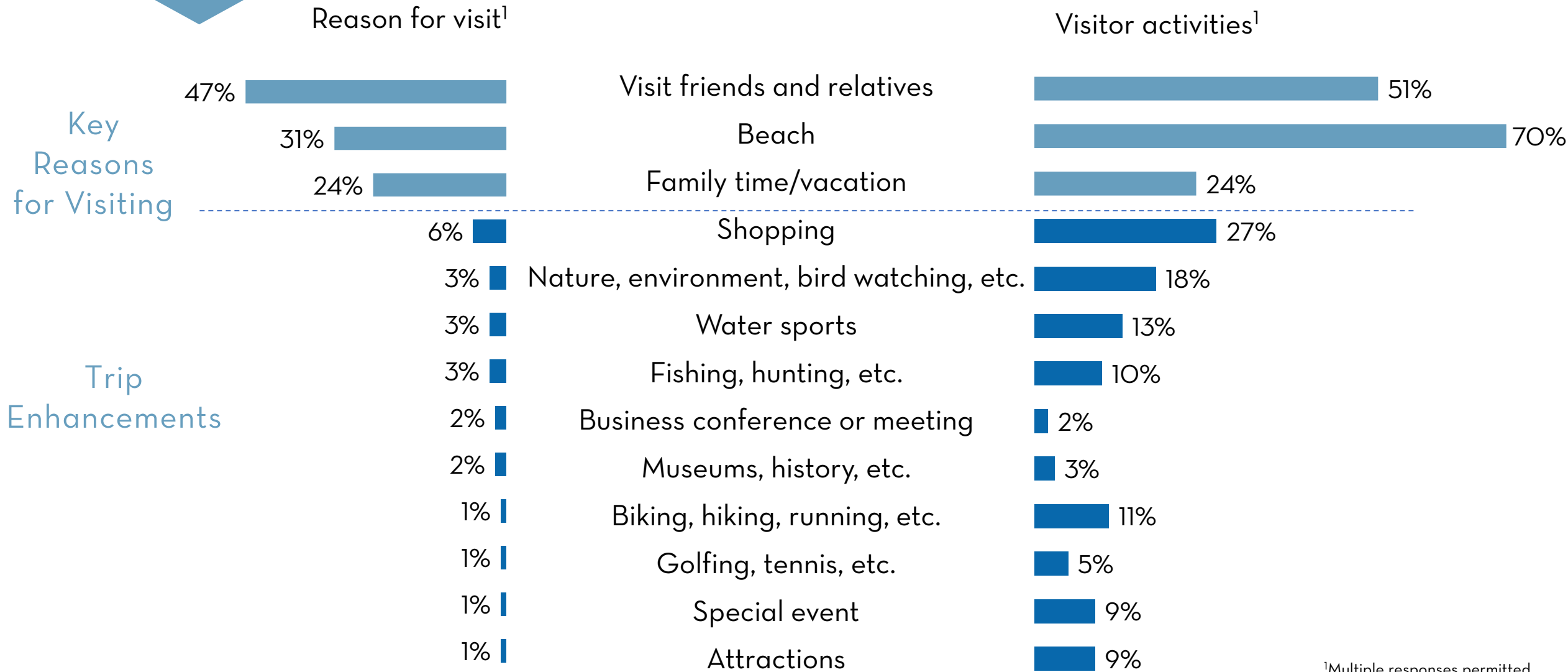
Restaurants (47%)



Shopping (27%)

¹Multiple responses permitted

Reason for Visit vs. Visitor Activities



¹Multiple responses permitted.

Visitor Journey – Post-Trip Evaluation



Visitor Satisfaction

- » 97% of visitors would definitely recommend Punta Gorda/Englewood Beach
- » 97% will definitely return
- » 97% were satisfied or very satisfied with their stay



Perceptions of Punta Gorda/Englewood Beach¹



Great Area:

"Port Charlotte is perfect for anything you could want to do. You're always able to relax and enjoy yourself."



Relaxing:
"Punta Gorda is calm and relaxing. There is lots of fresh air and entertaining attractions."



Beautiful:

"The landscape and parks are beautiful over here. It's so peaceful and seems very safe and well maintained."



Detailed Findings



Visitor Journey – Impact of Tourism



Visitor Spending Influences

- » All visitors spent **\$167,649,500** over the course of their visits
- » Visitors who stayed in paid accommodations spent considerably more money than visitors who stayed in non-paid accommodations (VFRs, etc.) or day trippers

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
<i>Visitors</i>	<i>84,500</i>	<i>76,000</i>	<i>55,000</i>	<i>215,500</i>
<i>Spending</i>	<i>\$101,778,700</i>	<i>\$62,599,100</i>	<i>\$3,271,700</i>	<i>\$167,649,500</i>

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	<i>\$103</i>	<i>\$0</i>	<i>\$0</i>	<i>\$41</i>
<i>Restaurants</i>	<i>\$69</i>	<i>\$66</i>	<i>\$38</i>	<i>\$60</i>
<i>Groceries</i>	<i>\$31</i>	<i>\$36</i>	<i>\$10</i>	<i>\$27</i>
<i>Shopping</i>	<i>\$38</i>	<i>\$37</i>	<i>\$44</i>	<i>\$39</i>
<i>Entertainment</i>	<i>\$33</i>	<i>\$36</i>	<i>\$41</i>	<i>\$36</i>
<i>Transportation</i>	<i>\$27</i>	<i>\$22</i>	<i>\$14</i>	<i>\$22</i>
<i>Other</i>	<i>\$7</i>	<i>\$4</i>	<i>\$4</i>	<i>\$5</i>
<i>Total</i>	<i>\$308</i>	<i>\$201</i>	<i>\$151</i>	<i>\$230</i>

Total Travel Party Spending

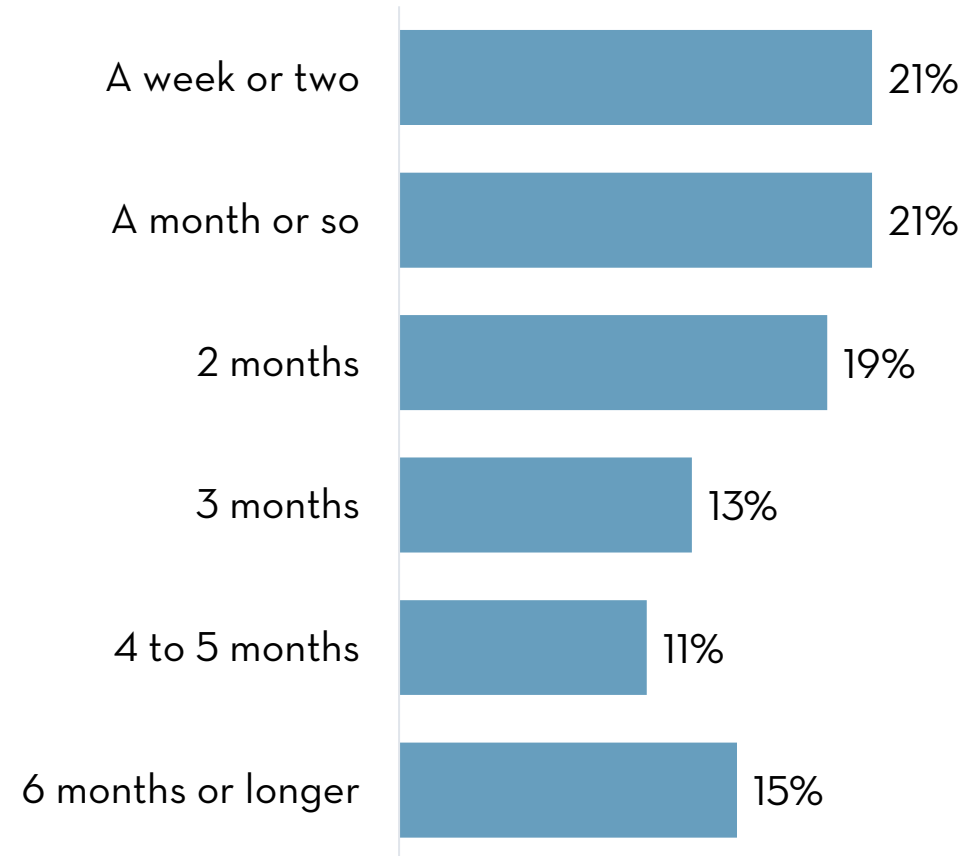
	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	<i>\$1,010</i>	<i>\$0</i>	<i>\$0</i>	<i>\$336</i>
<i>Restaurants</i>	<i>\$683</i>	<i>\$772</i>	<i>\$38</i>	<i>\$492</i>
<i>Groceries</i>	<i>\$307</i>	<i>\$421</i>	<i>\$10</i>	<i>\$221</i>
<i>Shopping</i>	<i>\$376</i>	<i>\$433</i>	<i>\$44</i>	<i>\$320</i>
<i>Entertainment</i>	<i>\$327</i>	<i>\$421</i>	<i>\$41</i>	<i>\$295</i>
<i>Transportation</i>	<i>\$267</i>	<i>\$257</i>	<i>\$14</i>	<i>\$180</i>
<i>Other</i>	<i>\$69</i>	<i>\$47</i>	<i>\$4</i>	<i>\$41</i>
<i>Total</i>	<i>\$3,039</i>	<i>\$2,351</i>	<i>\$151</i>	<i>\$1,885</i>

Visitor Journey – Pre-Visit



Trip Planning Cycle

- » Over 2 in 5 visitors planned their trips a month or less in advance
- » Just under 2 in 5 visitors had long planning windows (3 months or longer in advance)



Trip Planning Sources¹

- » Over 2 in 5 visitors planned their trips based off of previous visits
- » Nearly 2 in 5 visitors used their friends, family and co-workers to plan their trip

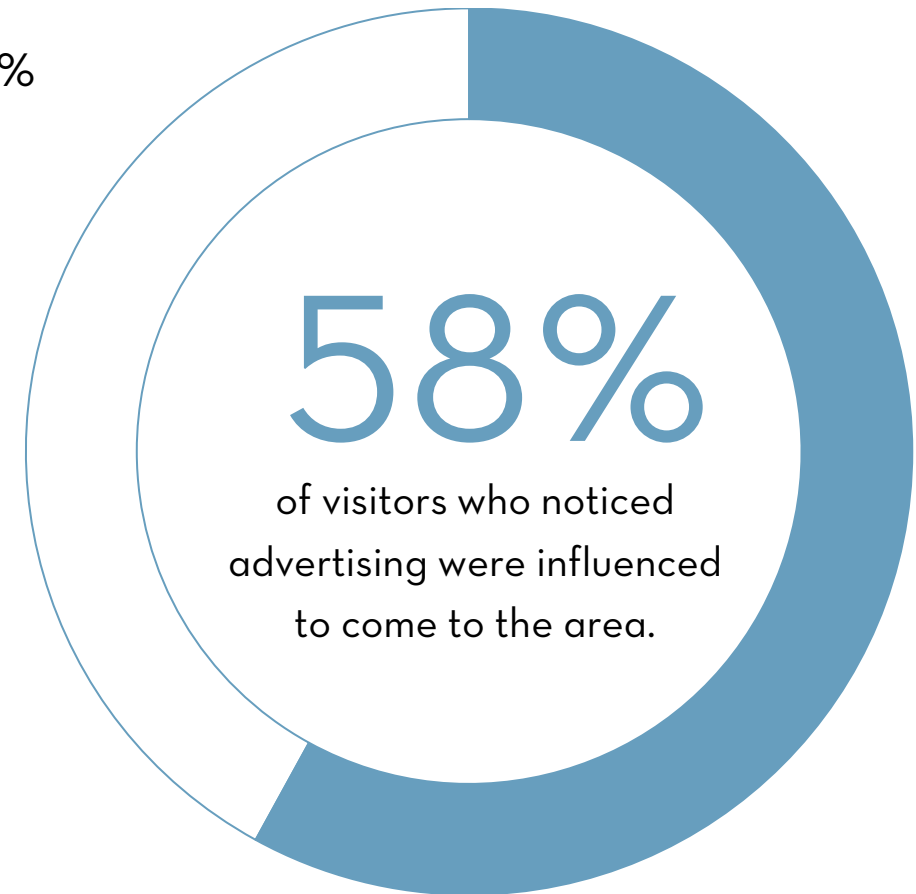
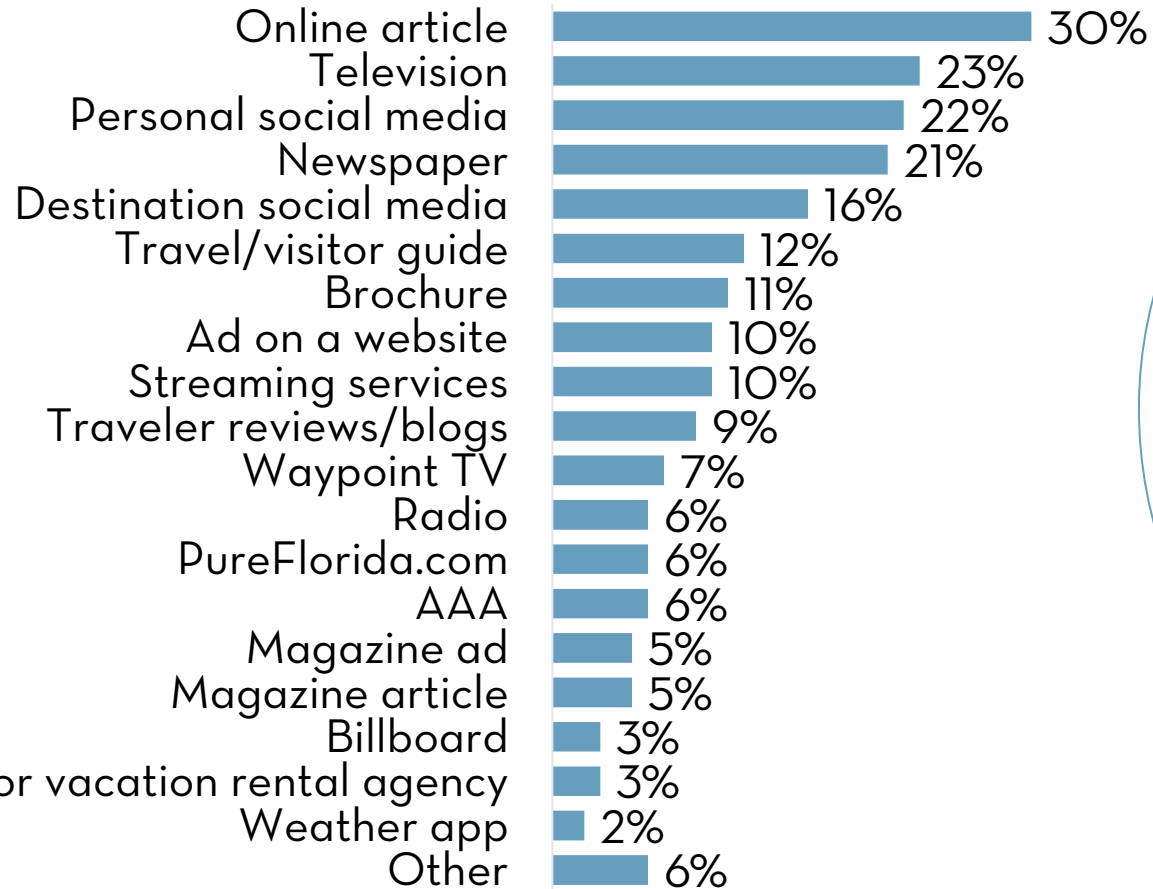
Trip Planning Source

Previous Visit	42%
Friend, co-worker, etc.	37%
Internet	31%
Traveler reviews/blogs	14%
Social networking websites	8%
Rating/review websites/apps	7%
AAA	5%
Brochures/travel guides/visitor guides	4%
Newspapers	3%
Travel Agent	2%
Business/conference/meeting information	1%
Television	1%
Special events	1%
Radio	1%
Magazines	1%
Other	5%
None/don't know	4%

¹Multiple responses permitted.

Punta Gorda/Englewood Beach Promotions¹

- » 24% of visitors noticed promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:



¹Multiple responses permitted.

Charlotte County Promotion Influences

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

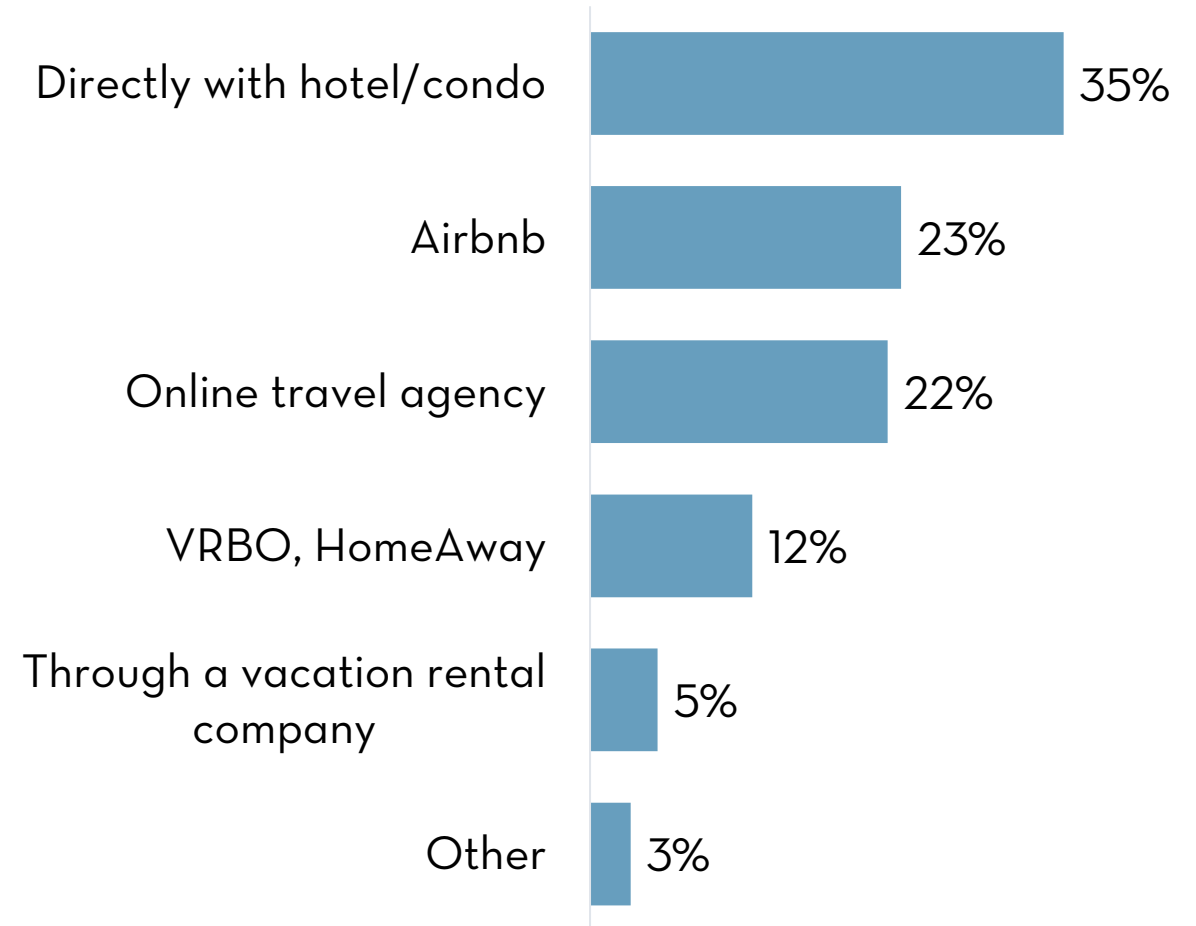
Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	30%	22%	19%	24%
No	65%	74%	67%	69%
Don't know	5%	4%	14%	7%

» Visitors who stayed in paid accommodations were more impacted by promotions

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	69%	54%	32%	58%
No	28%	43%	67%	32%
Don't know	3%	3%	1%	10%

Paid Accommodation Booking¹

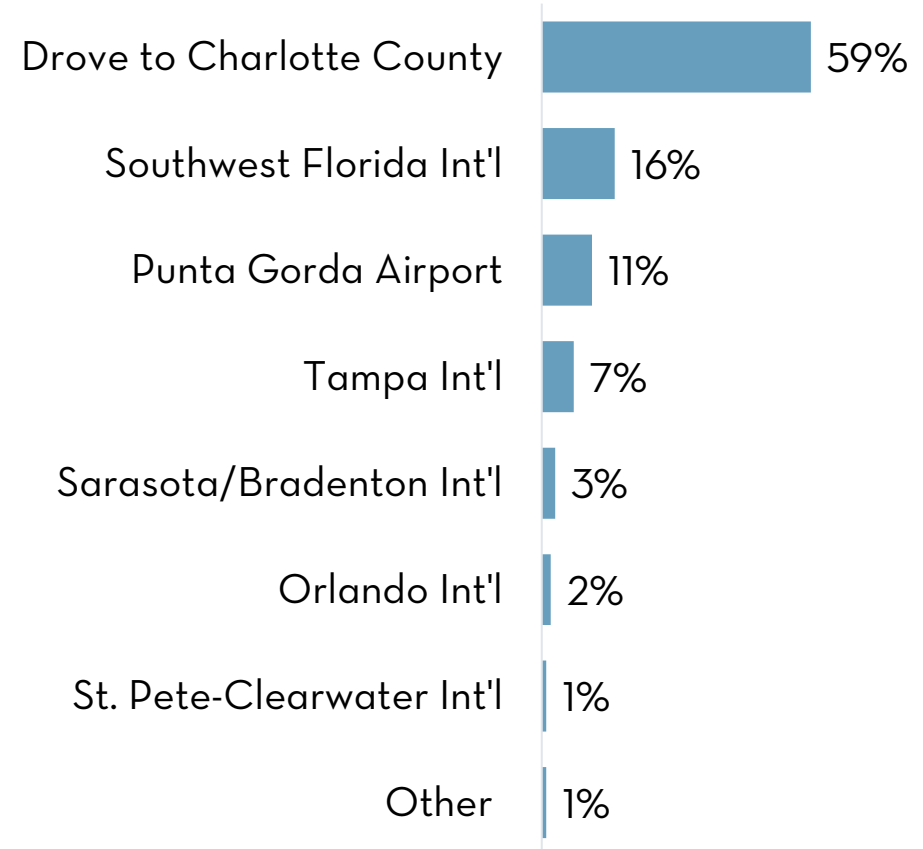
- » Over 1 in 3 visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Airbnb accounted for almost 1 in 4 bookings



¹ Visitors staying in paid accommodations.

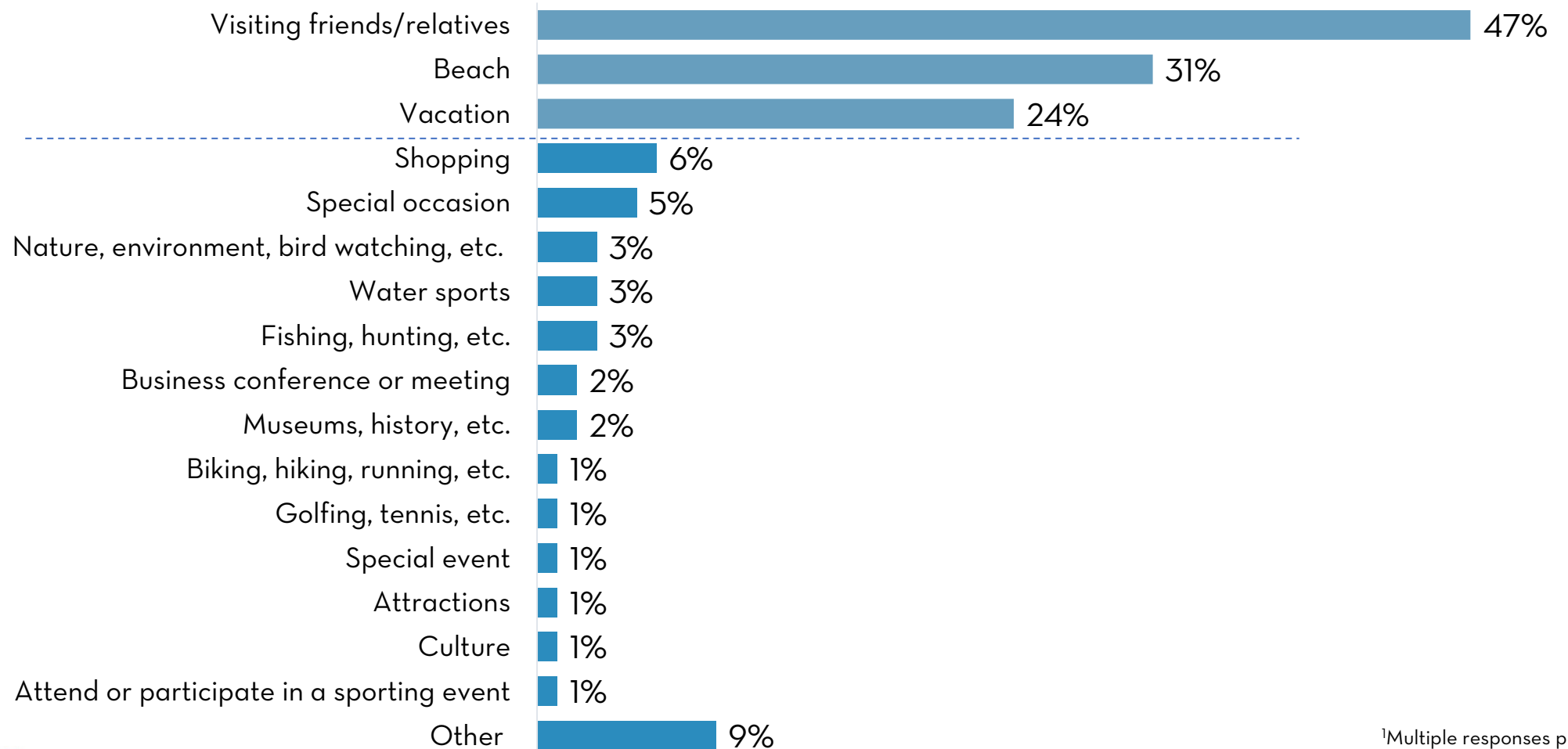
Visitor Transportation

- » 3 in 5 visitors drove to Punta Gorda/Englewood Beach (59%)
- » 1 in 6 visitors flew into Southwest Florida International Airport (16%)
- » 1 in 10 visitors flew into Punta Gorda Airport (11%)



Reasons for Visiting¹

People come to Charlotte County to hang out with family or friends and to go to the beach.



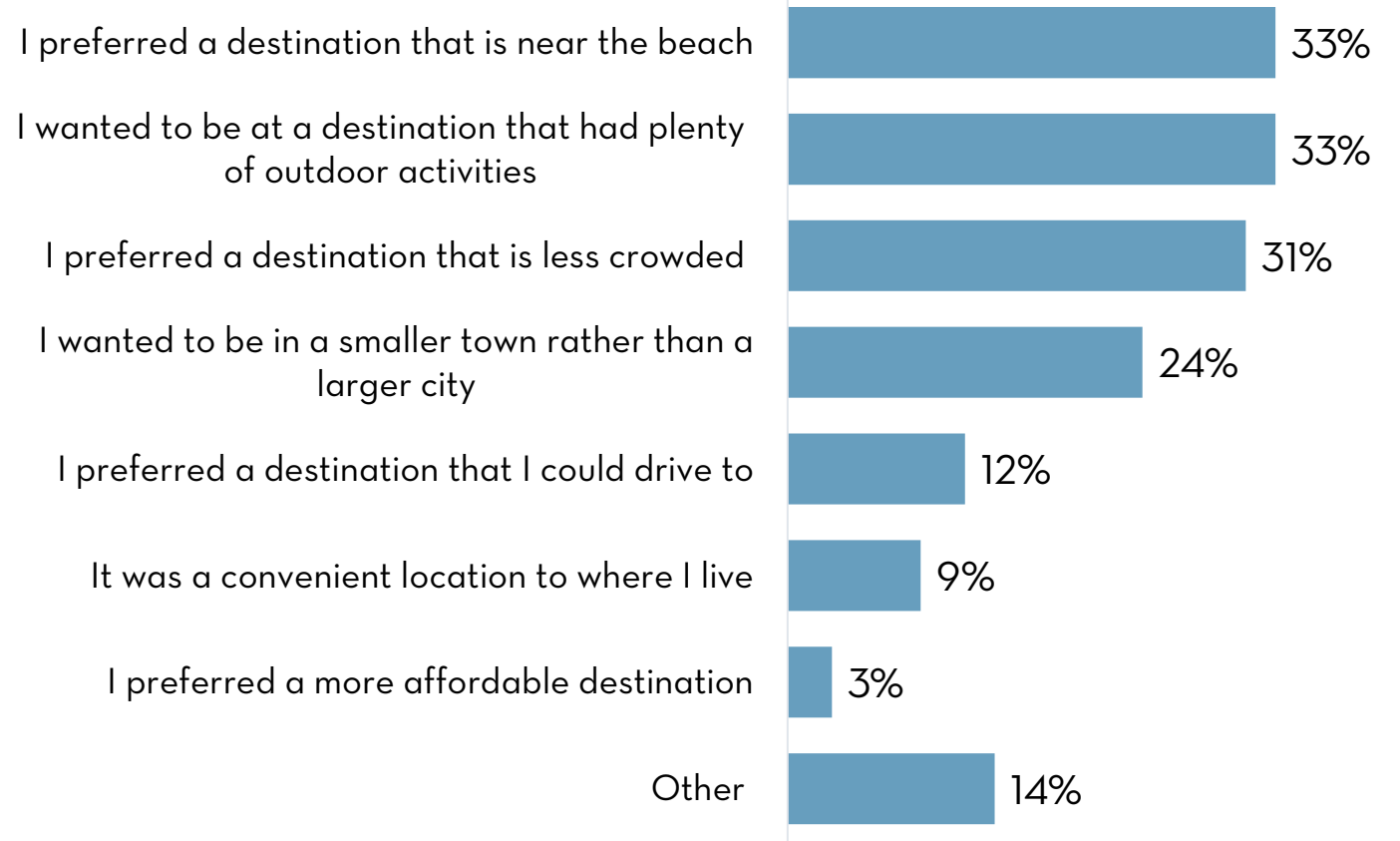
¹Multiple responses permitted.

Concerns over COVID-19¹

» 1 in 7 visitors stated that concerns about COVID-19 played a role in them choosing to visit this area as opposed to other destinations

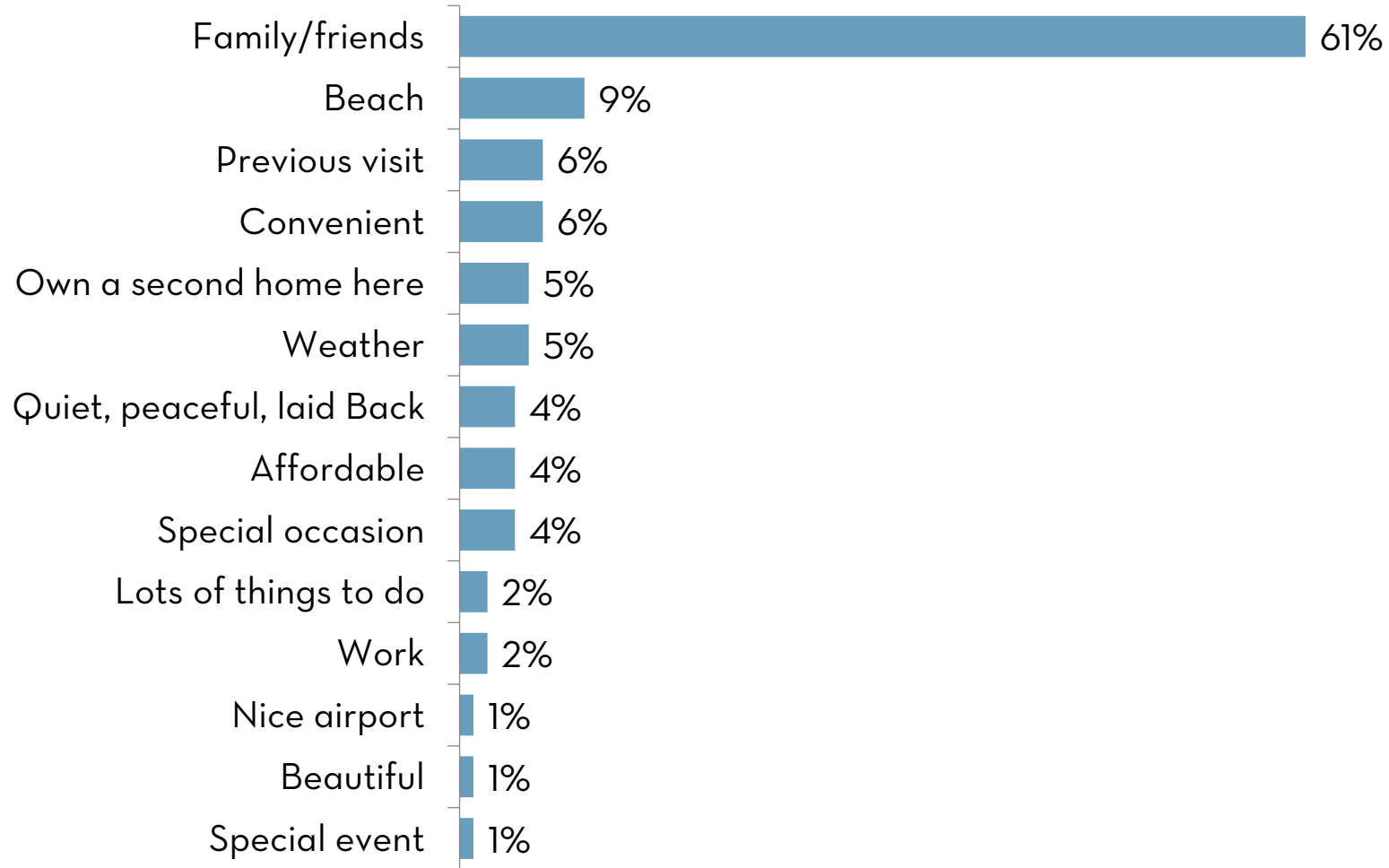
Reasons for choosing the Punta Gorda/Englewood Beach area over other destinations during the COVID-19 Pandemic:

Base: 14% who said concerns about COVID-19 played a role in choosing the area



¹Multiple responses permitted.

In general, why did you choose this area over other vacation destinations?¹



¹Coded open-ended responses; multiple responses permitted.

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



“We are finally visiting family that we haven’t been able to see since the beginning of the pandemic.”



“Our family convinced us to move down here so we are in town looking at jobs and houses.”



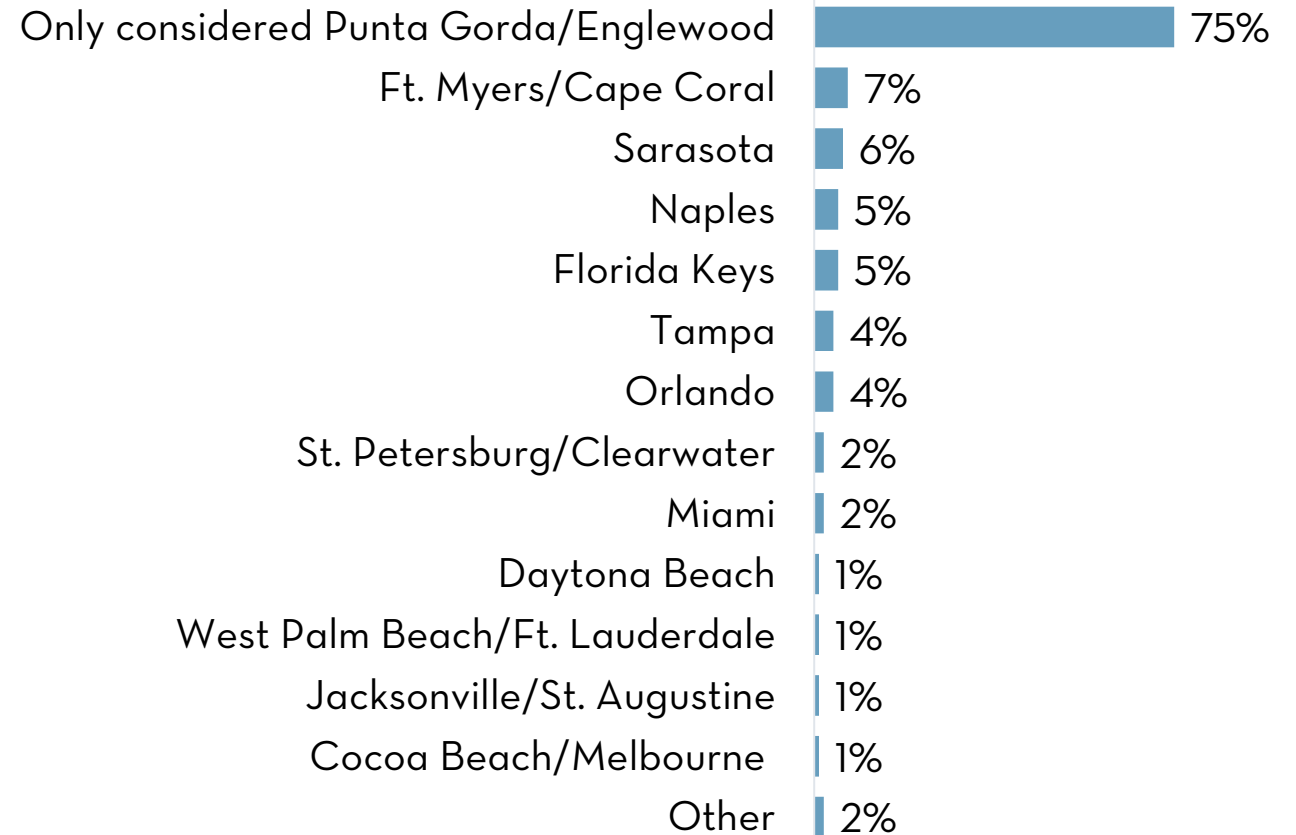
“Our friends wanted to go somewhere with plenty of water and sandy beaches but not a huge city.”



“Port Charlotte is quaint. I love that the city is walkable and not overly crowded.”

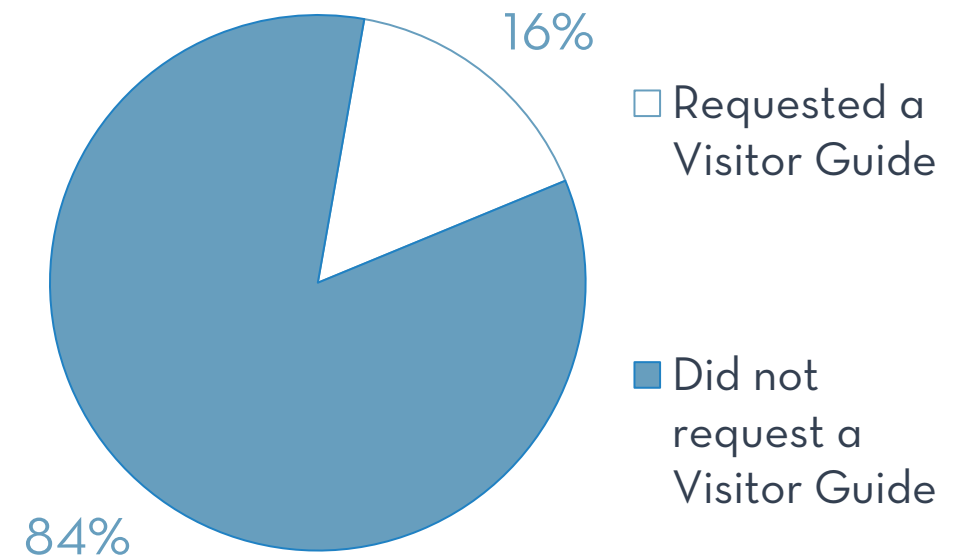
Other Destinations Considered¹

- » 3 in 4 visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Ft. Myers/Cape Coral and Sarasota are the main competitors with 1 in 8 visitors considering one of these destinations



Visitors Guide

- » 16% of visitors requested a Visitors Guide before their trip
 - » 6% requested a print version
 - » 10% requested an online version
- » Visitors Guide received a rating of 7.9 out of 10.0¹

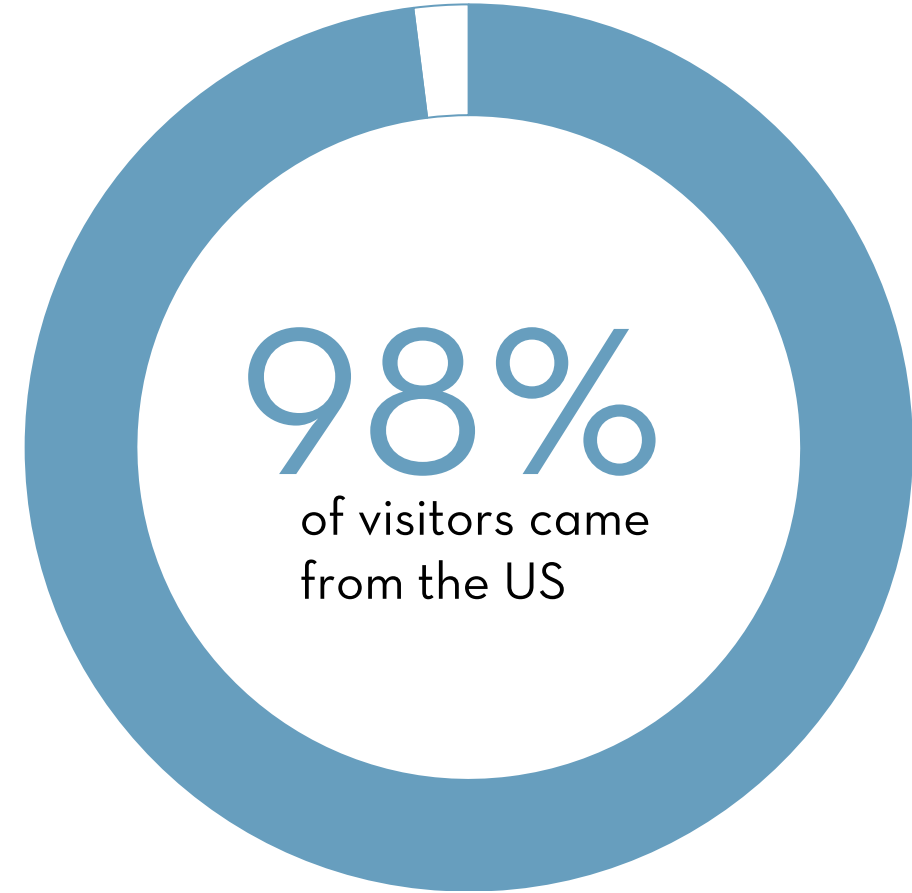
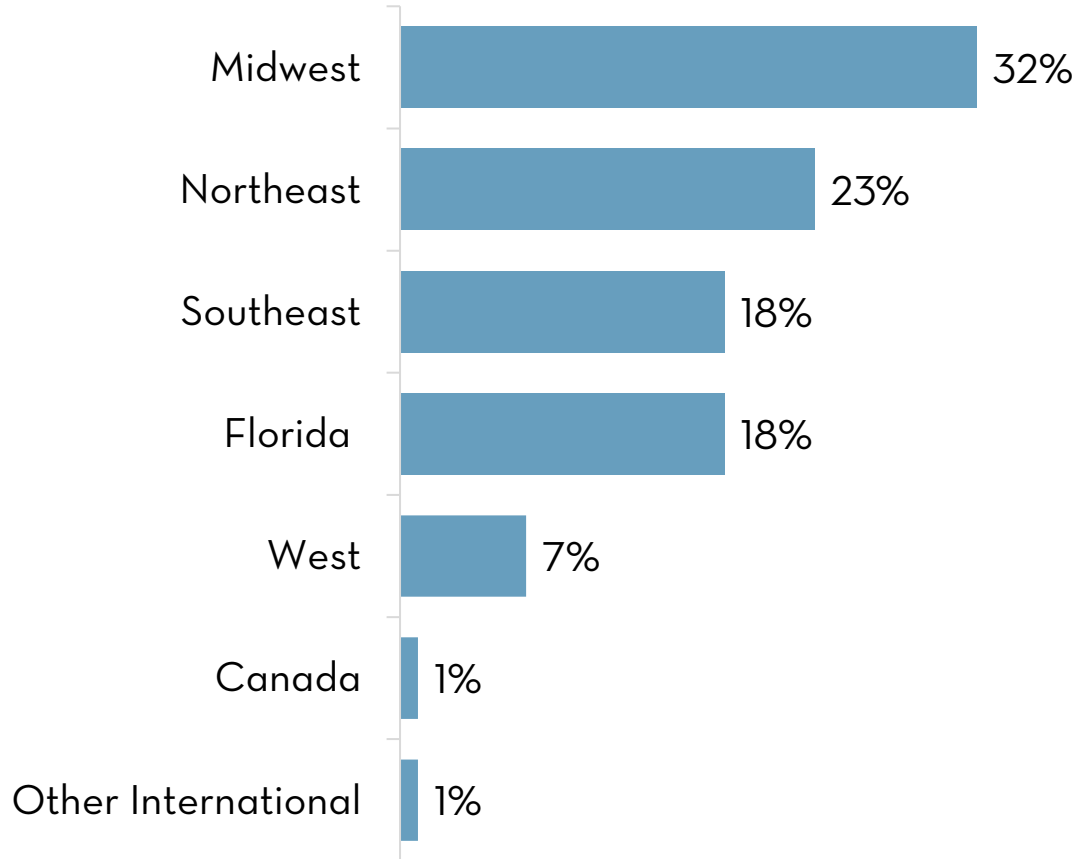


¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile



Origin of Visitors – By Region



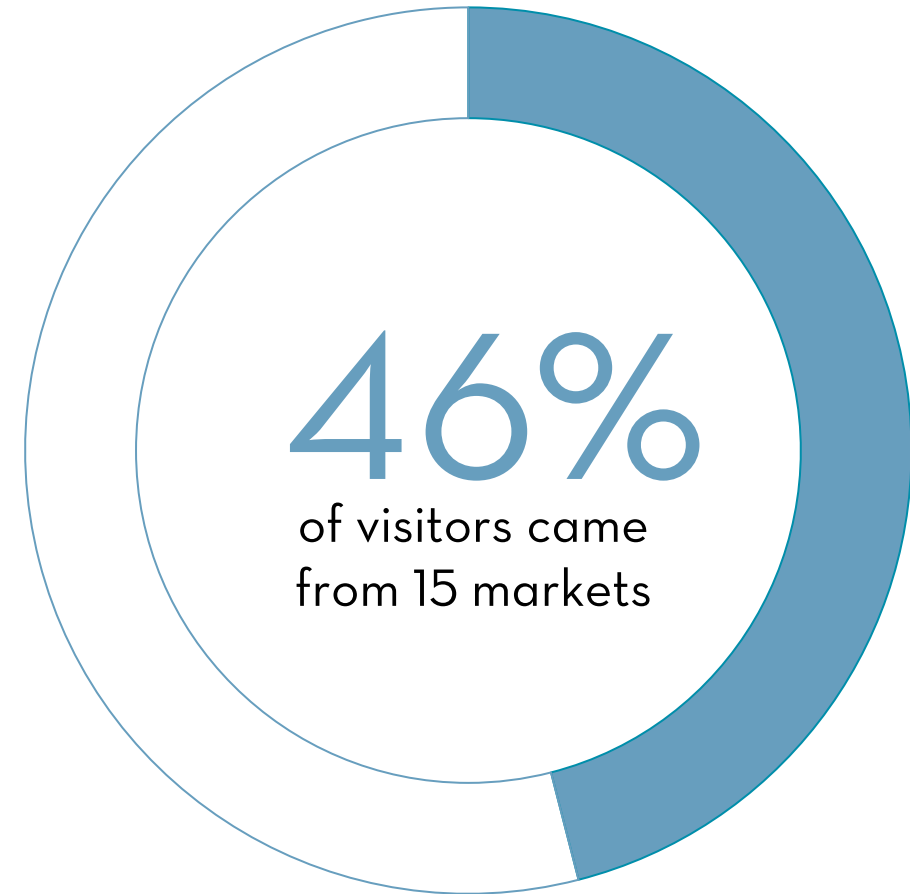
Origin of Visitors – By State

Origin	Percentage of Visitors
Florida	18%
Ohio	7%
Texas	7%
Illinois	5%
New York	5%
Michigan	5%
Indiana	4%
Georgia	4%
Pennsylvania	4%
Wisconsin	3%
Connecticut	3%
Massachusetts	3%



Origin of Visitors – By Market

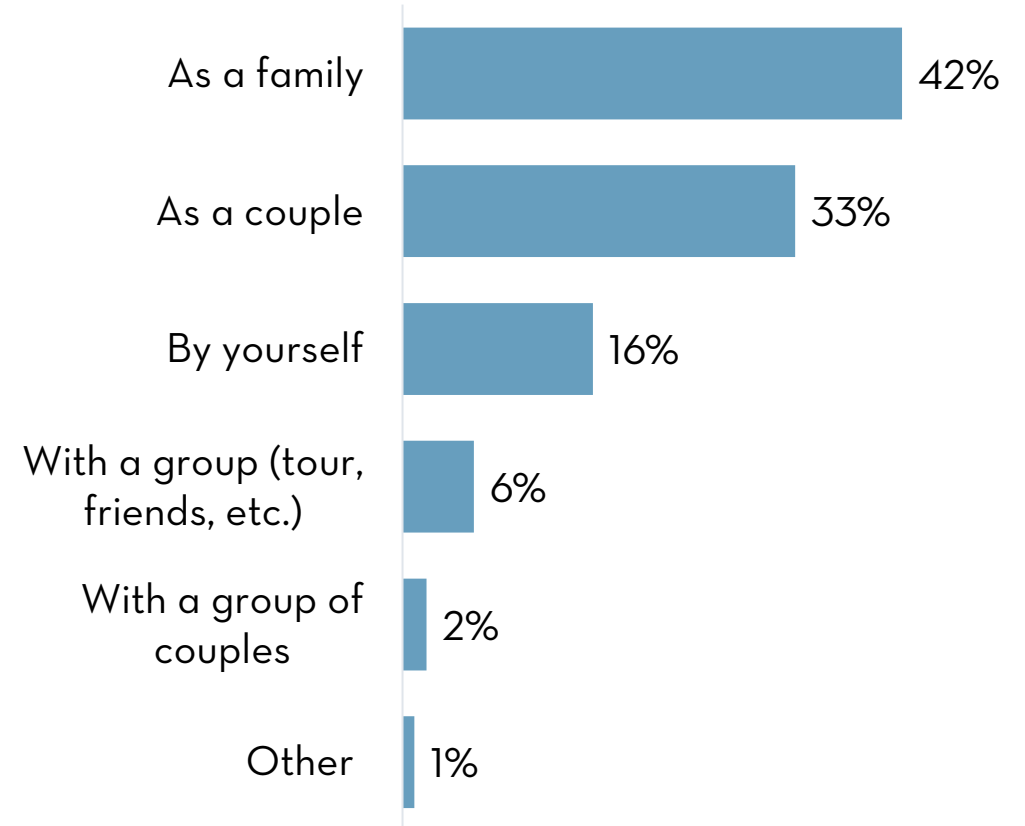
Market	% of Visitors
Sarasota-Bradenton	7%
Chicago	5%
Atlanta	4%
Houston	4%
Naples-Ft. Myers	4%
New York City ¹	4%
Milwaukee	2%
Albany	2%
St. Louis	2%
Detroit	2%
Minneapolis	2%
Cleveland	2%
Washington D.C.	2%
Boston	2%
Dallas-Ft. Worth	2%



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

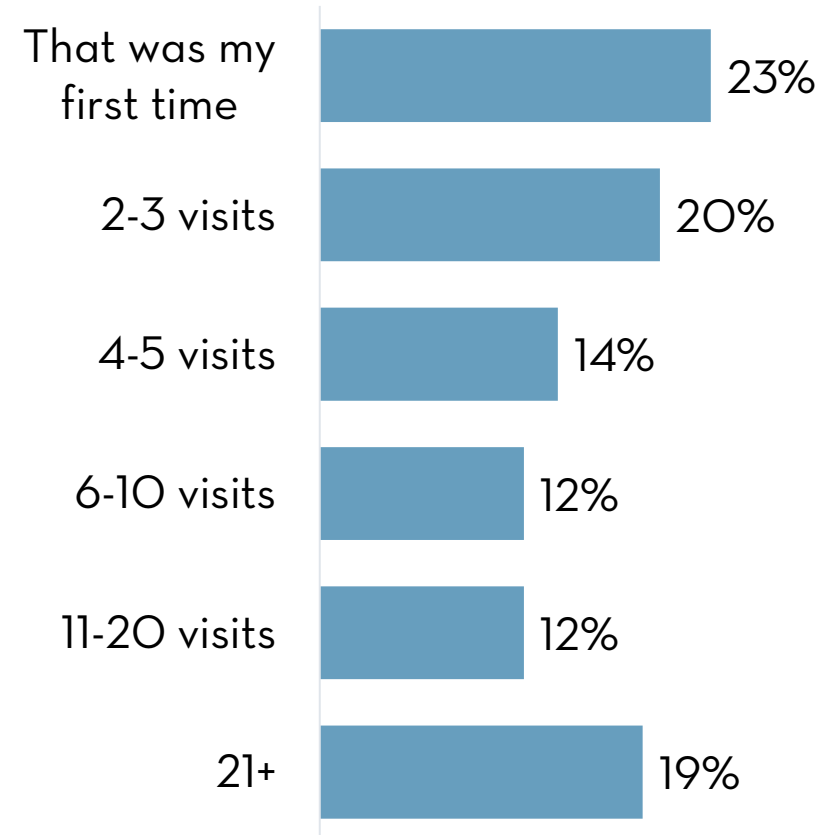
Travel Parties

- » The typical visitor traveled in a party composed of 2.6 people
- » 40% traveled with children under 20
- » Over 2 in 5 visitors traveled as a family



Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitor spent 8.2¹ nights in Punta Gorda/Englewood Beach
 - » When including long term visitors², average nights stayed is 12.7
- » 23% were first time visitors
- » 31% had visited more than 10 times



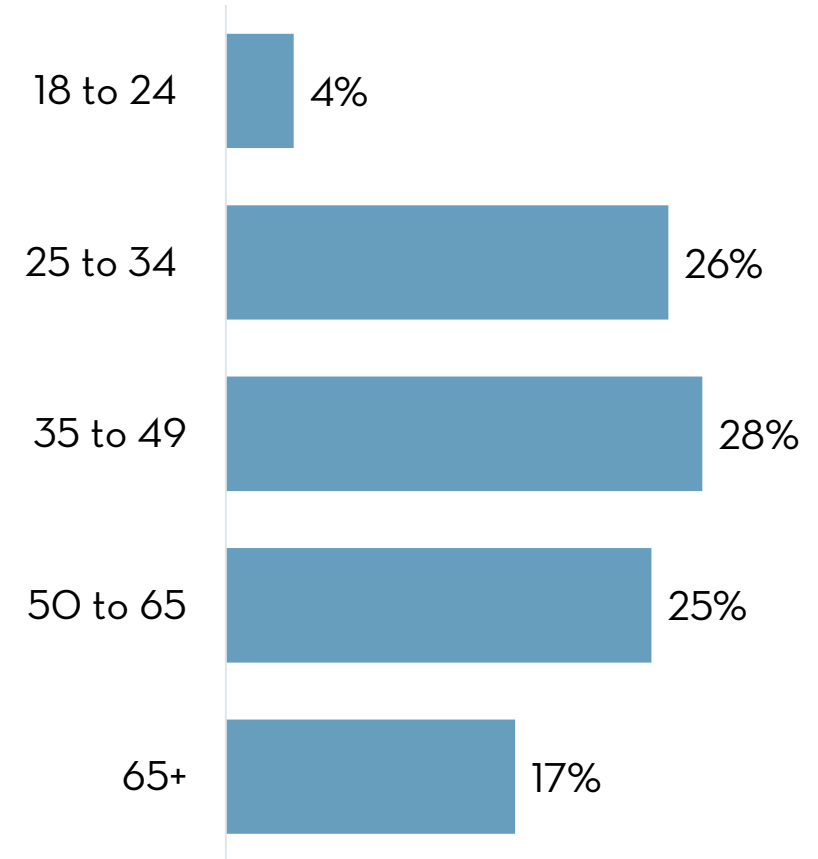
Punta Gorda/Englewood Length of Stay

- » 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 Stay¹</i>	<i>9.9</i>	<i>11.7</i>	<i>1.0</i>	<i>8.2</i>
<i>Travel Party Size</i>	<i>2.5</i>	<i>2.9</i>	<i>2.5</i>	<i>2.6</i>

Age

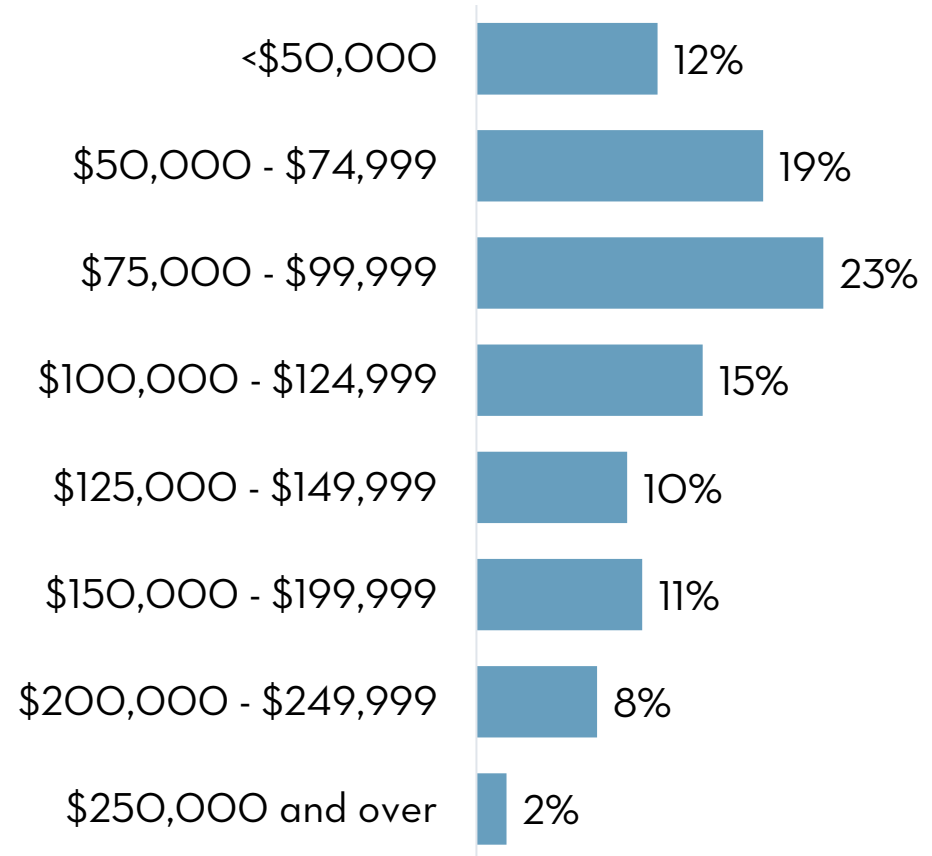
» 46 is the median age of April - June visitors



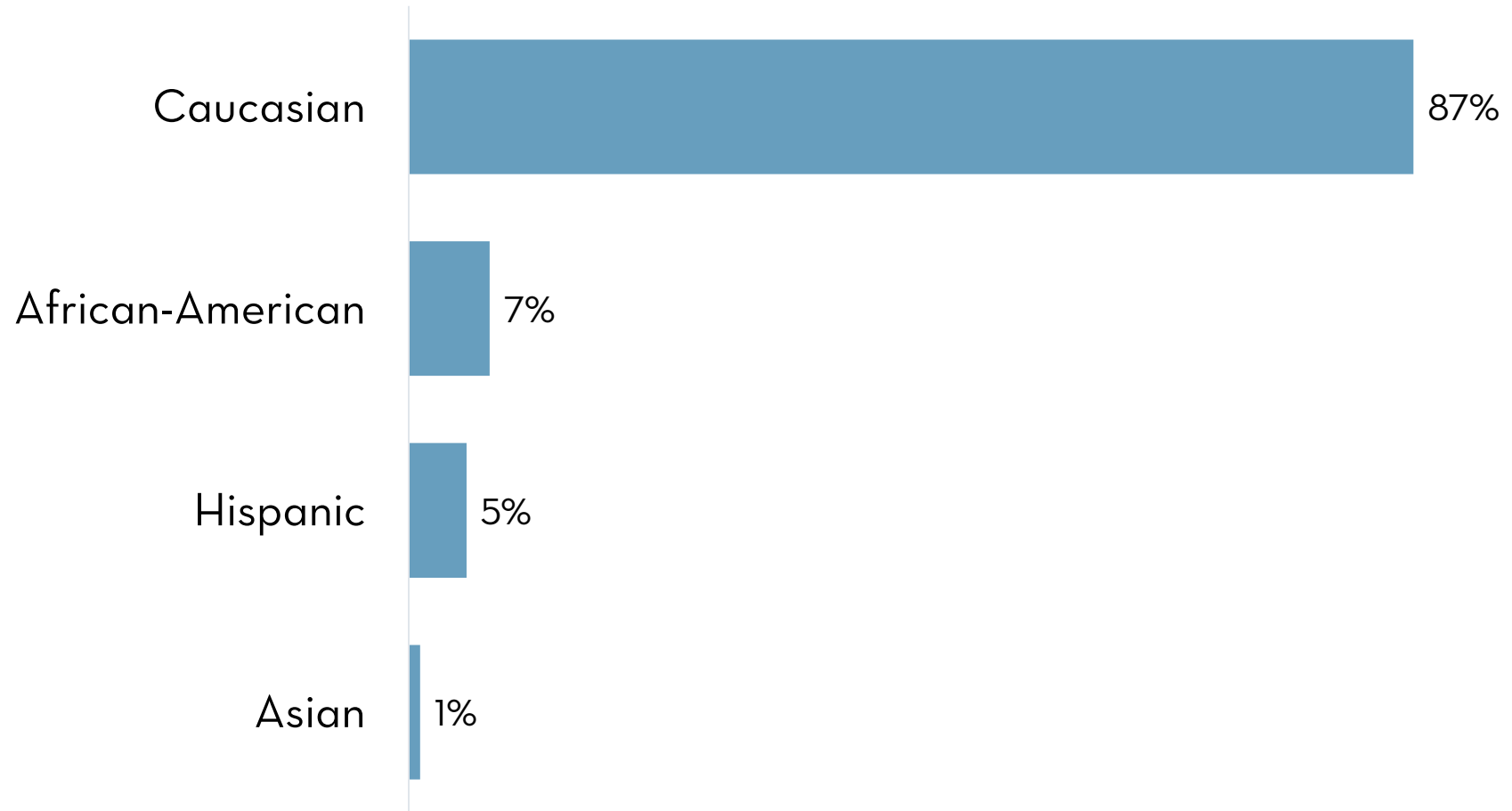
Household Income in 2020

Median Household Income

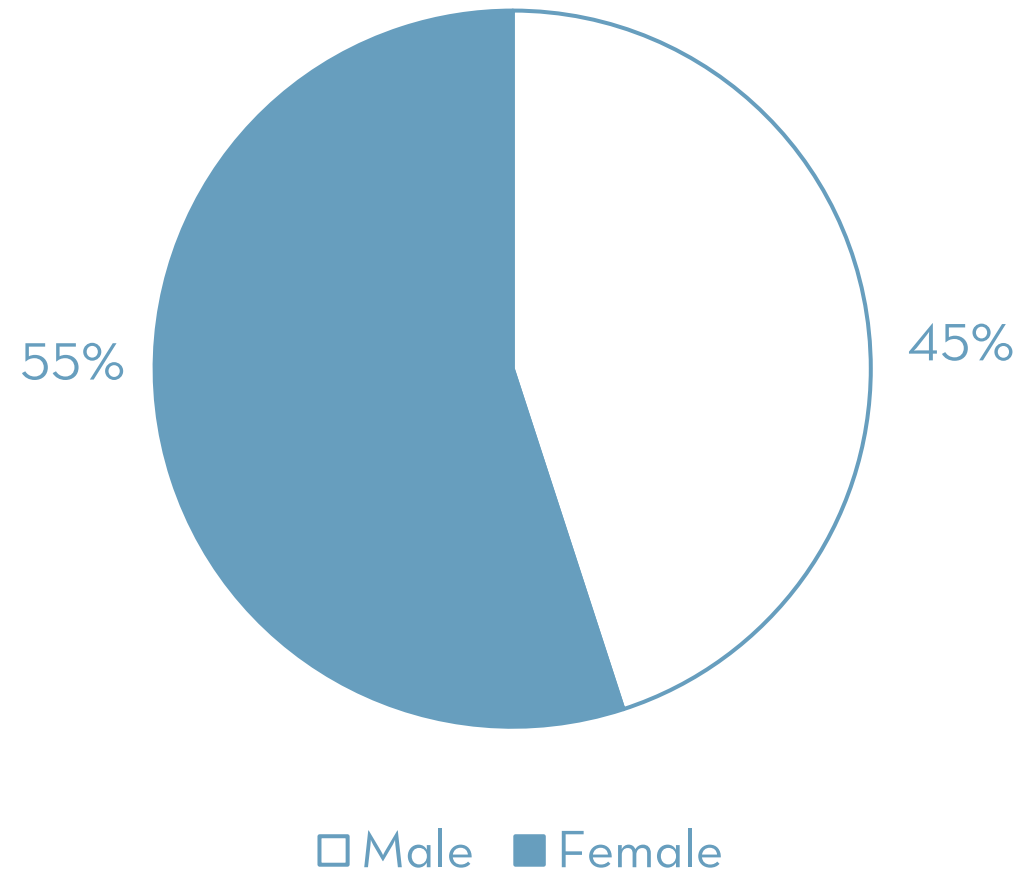
- » \$95,700 is the median household income for April – June visitors
- » Over 1 in 5 visitors had a household income in excess of \$150,000



Race/Ethnicity



Gender

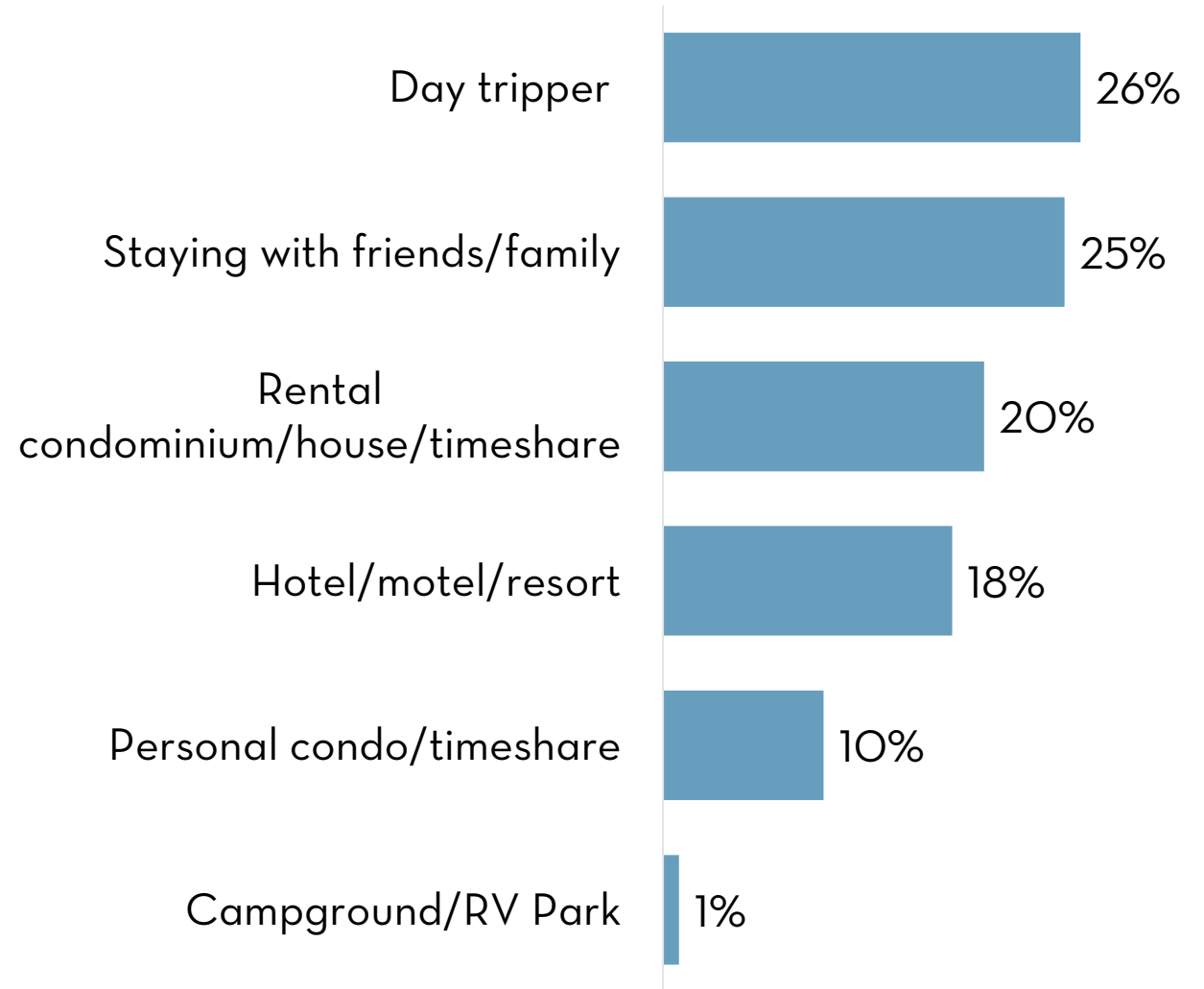


Visitor Journey – Trip Experience

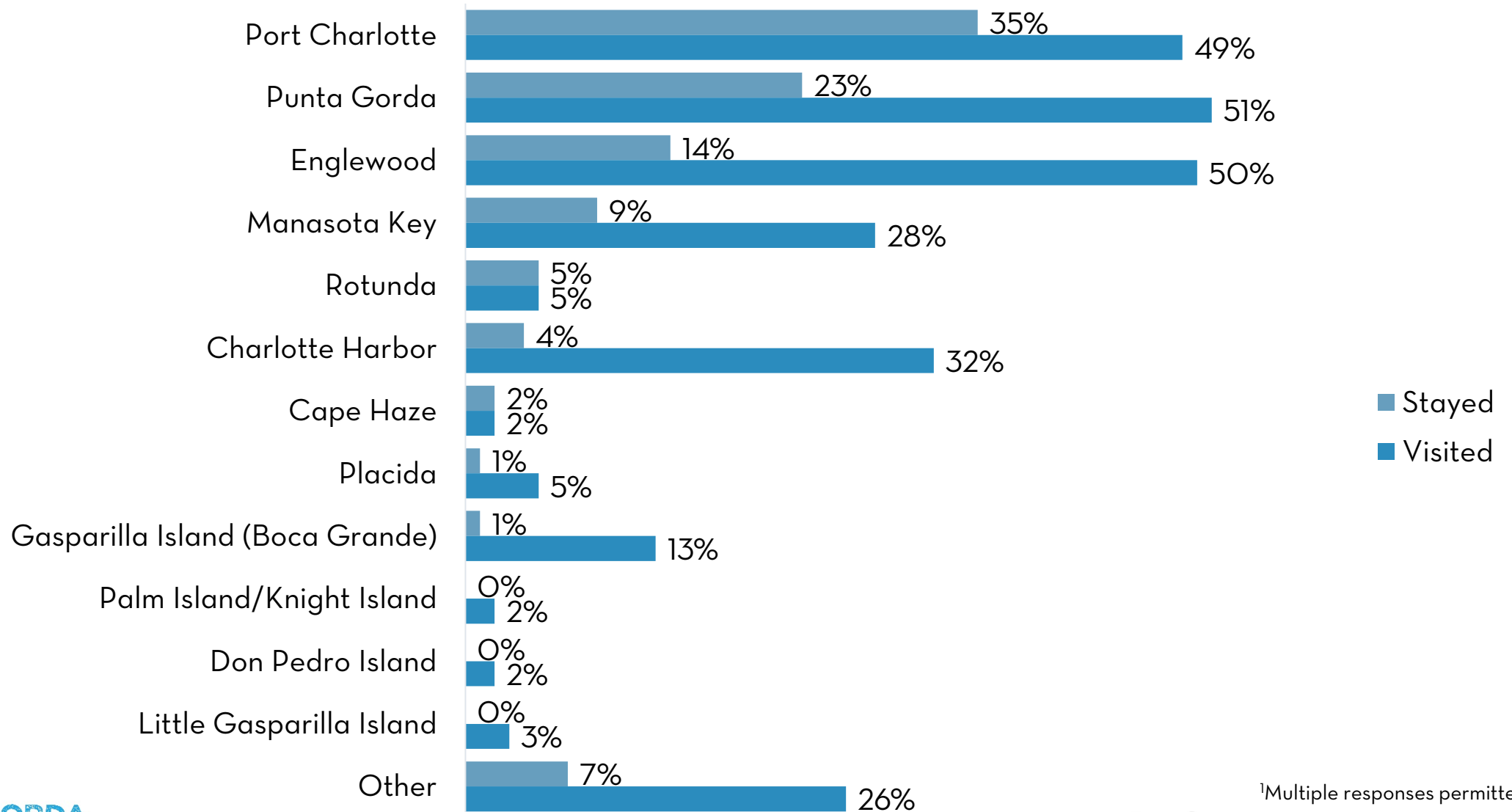


Visitor Accommodations

- » 74% of visitors stayed overnight in Punta Gorda/Englewood Beach
- » 1 in 4 stayed with friends or family
- » 1 in 5 visitors stayed in a personal vacation rental home/condominium/time share



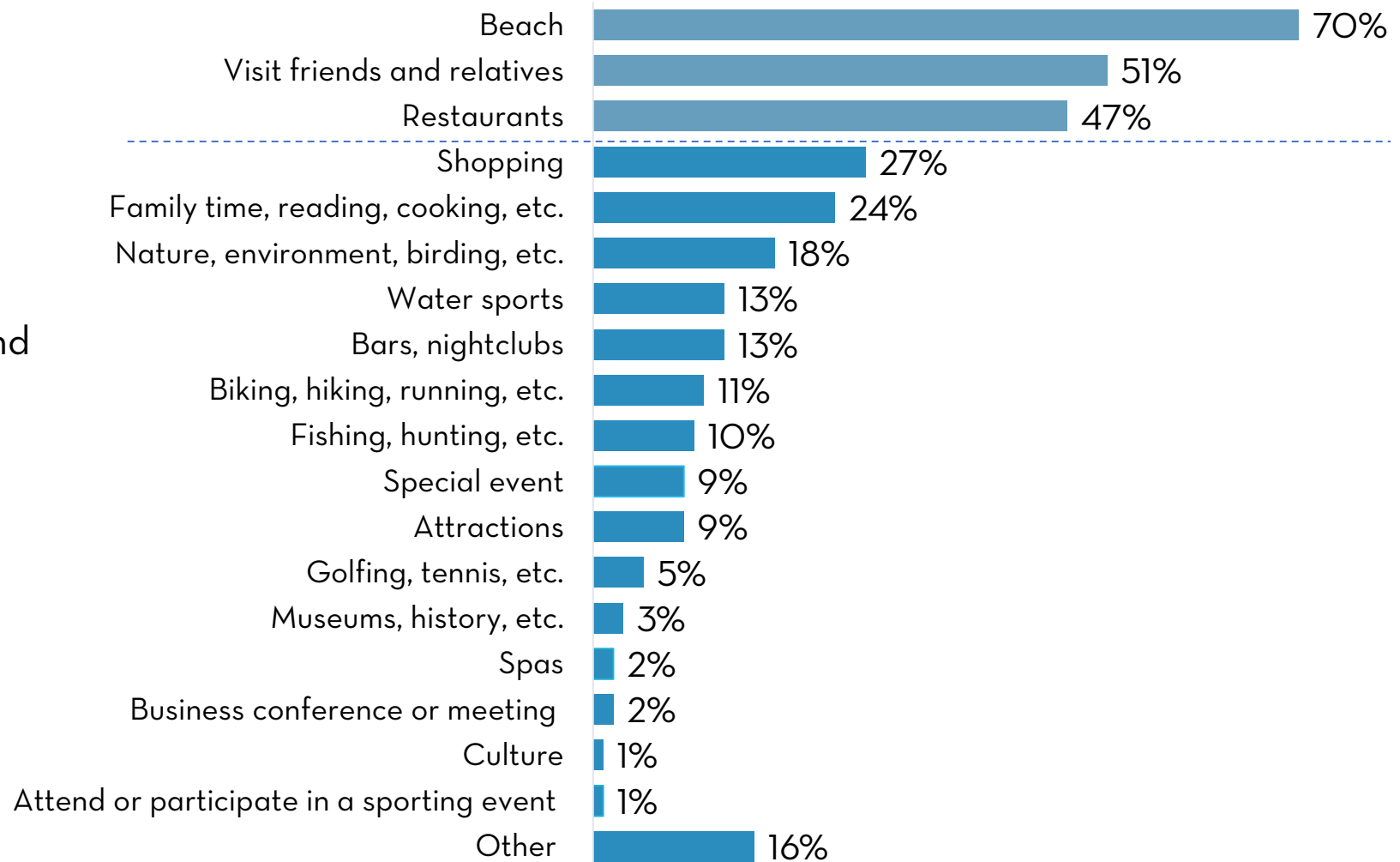
Area Stayed vs. Areas Visited¹



68

Visitor Activities¹

- » Visitors love to hang out at the beach, spend time with friends and relatives, and enjoy area restaurants while in town

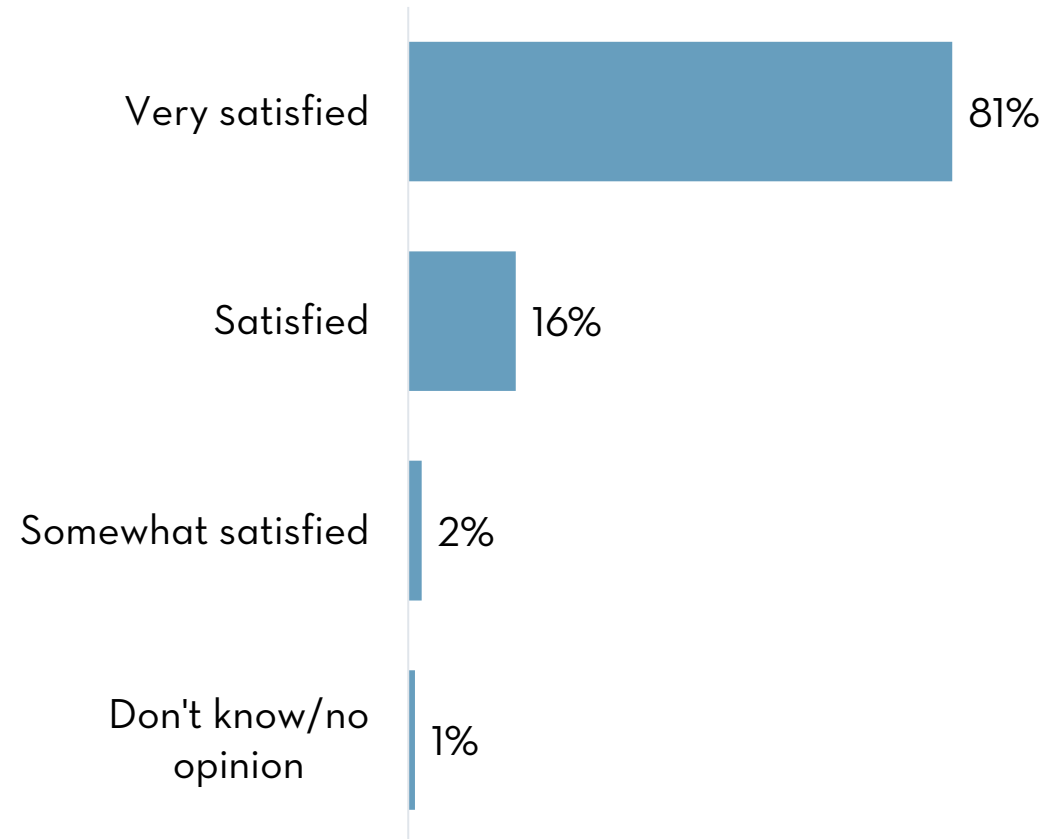


Visitor Journey – Post-Trip Evaluation



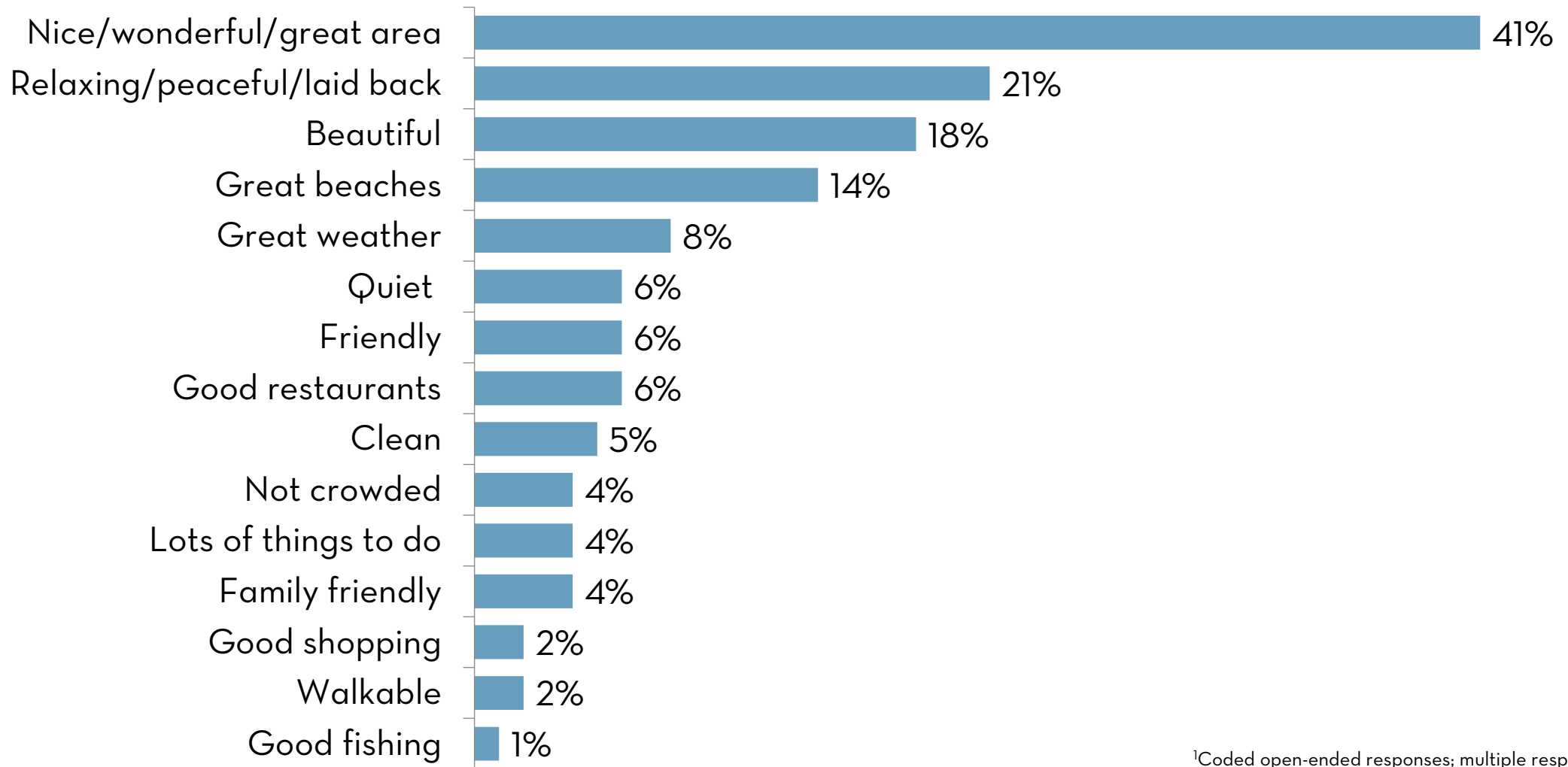
Visitor Satisfaction

- » 97% would definitely recommend Punta Gorda/Englewood Beach to a friend
- » 97% will definitely return¹
- » 97% were satisfied or very satisfied with their stay (81% were very satisfied)



¹3% are not sure about returning for the following reasons:
1. Prefer a variety of vacation spots; 2. Not enough to do during the night; 3. prefer other areas

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



¹Coded open-ended responses; multiple responses permitted.

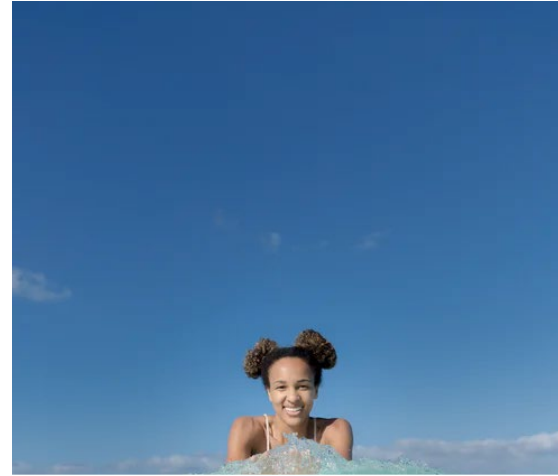
If you were talking to a friend, how would you describe Charlotte County as a place to visit?



“Port Charlotte is perfect for anything you could want to do. You’re always able to relax and enjoy yourself.”



“Punta Gorda is calm and relaxing. There is lots of fresh air and entertaining attractions.”



“The landscape and parks are beautiful over here. It’s so peaceful and seems very safe and well maintained.”



“Punta Gorda has some great beaches. We love to walk along the boardwalk and go to fun restaurant and bars.”

Methodology



Visitor Tracking Study

- » 420 interviews were completed with Charlotte County visitors at public areas, beaches and with online surveys.

Data Collection

- » Visitor interviews were completed in person and online between April 1st, 2021 and June 30th, 2021

Punta Gorda/Englewood Beach VCB

Visitor Tracking Report

April – June 2021

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