

Charlotte County 2015 Summer Tourism

Presented to:

Charlotte Harbor

Visitor and Convention Bureau

Research Data Services, Inc.

January 8, 2016



Englewood Beach Waterfest

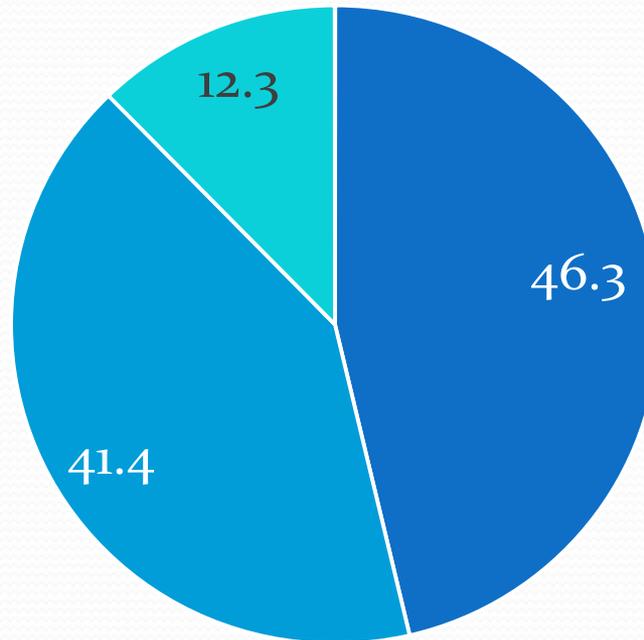
Key Metrics

- The economic impact of the Englewood Beach Waterfest is estimated to have reached **\$2,322,300**.
- Of the 15,000 estimated attendees, **12.3%** were overnight visitors.
- These visitors supported approximately **4,800** room nights in the Charlotte area (*Length of stay: 5.2 nights – approximately 900 units rented per night*).

Englewood Beach Waterfest

Key Metrics

Attendee Origins



■ Resident ■ Day-Tripper ■ Overnight



Summer Season

April – September 2015

Key Visitor Metrics (Apr. – Sep. 2015)

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Estimated Number
of Visitors

- 2014: 178,800 people
- 2015: 195,100 people **+9.1%**

Estimated Direct
Expenditures

- 2014: \$140,297,600
- 2015: \$156,343,400 **+11.4%**

Total Economic
Impact

- 2014: \$213,953,800
- 2015: \$238,423,700 **+11.4%**

Key Visitor Metrics (Apr. – Sep. 2015)

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Average Immediate
Party Size

- 2014: 2.9 people
- 2015: 3.0 people

Average Length of
Stay in Charlotte

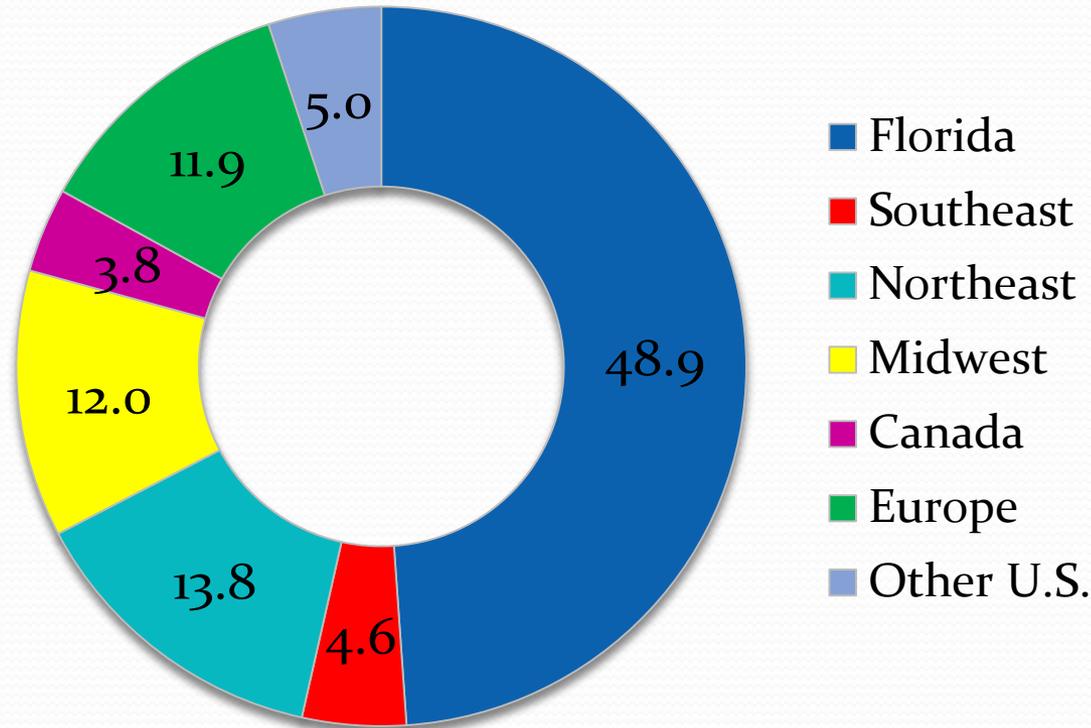
- 2014: 6.5 nights
- 2015: 6.3 nights

Average Party
Budget

- 2014: \$2,275.52
- 2015: \$2,404.05

Visitor Origin Distribution

(Apr. – Sep. 2015)



Top Domestic DMA's

(Apr. – Sep. 2015)

	Rank Order
Tampa/St. Petersburg	1
Ft. Myers/Naples	2
Greater Orlando Area	3
Boston	4
New York	5
Atlanta	6
Philadelphia	7
Cleveland	8
Detroit	9
Sarasota	10

Smith Travel Research Occupancy

	Charlotte County			
	Occupancy		ADR	
	2014	2015	2014	2015
April	60.7%	65.3%	\$91.22	\$95.28
May	52.8	56.8	80.46	82.00
June	49.6	55.2	74.16	76.54
July	52.6	54.3	73.41	78.51
August	50.0	47.4	75.90	77.30
September	41.4	51.6	73.87	76.84
Apr. - Sep. Average	51.2%	55.1%	\$76.63	\$81.08

Purpose of Trip

(Multiple Response)

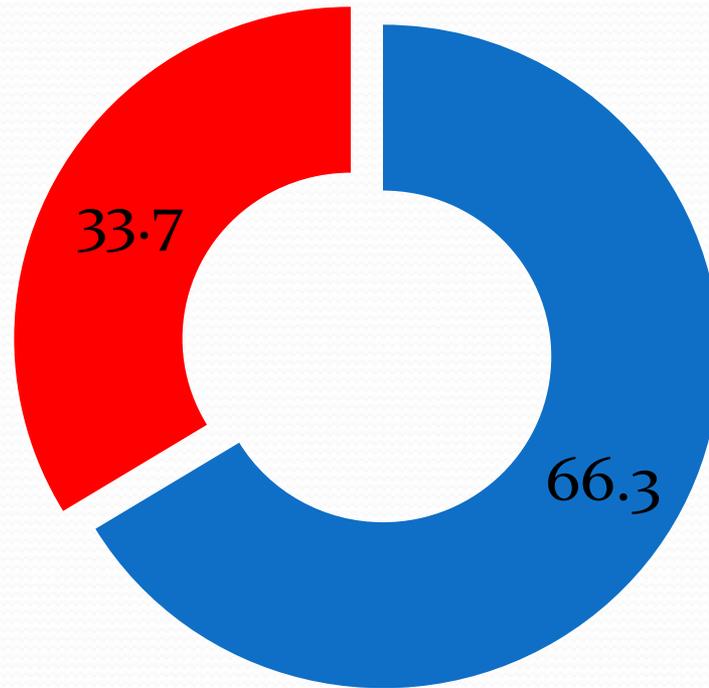
	Summer 2014	Summer 2015
Vacation/Getaway	91.4%	90.9%
To Visit with Friends/Family	27.2	26.7
Family Events	10.1	9.9
Business/Meeting	6.5	7.9
A Fishing Trip	9.2	7.5
A Boating Trip	5.9	5.6

Types of Websites Consulted for Travel Information *(Multiple Response)*

	Summer 2014	Summer 2015
Hotel Websites	42.5%	46.7%
Destination Sites	44.7	44.4
Review/Rating Sites <i>(i.e., Trip Advisor, Yelp, etc.)</i>	39.4	41.0
Booking Sites <i>(i.e., Travelocity, Expedia, etc.)</i>	33.4	34.9
Airline Websites	36.6	33.9
Mapping Sites <i>(i.e., Map Quest, Google Maps, etc.)</i>	28.9	26.9
Rental Car Websites	24.7	25.0
Restaurant Websites	35.3	22.6
Daily Deal/Coupon Sites <i>(i.e., Groupon, Living Social, etc.)</i>	17.4	20.8
Social Networking Sites <i>(i.e., Facebook, Twitter, Pinterest, etc.)</i>	20.7	19.2

Booked on the Internet for Trip

(Prompted)



■ Yes ■ No/Don't Know

Charlotte Messaging

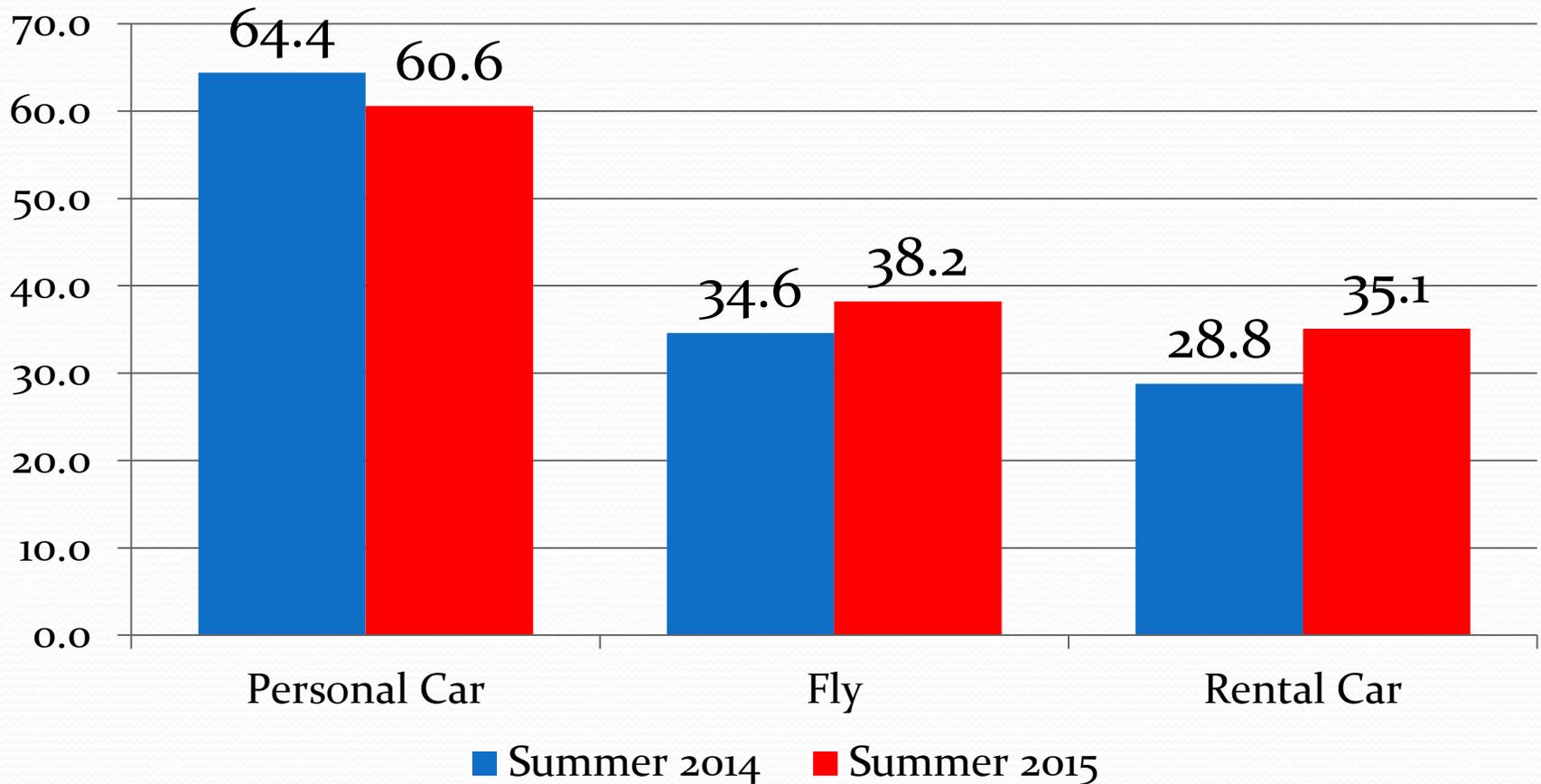
Seen/Read/Heard
Charlotte Message

• 42.3%

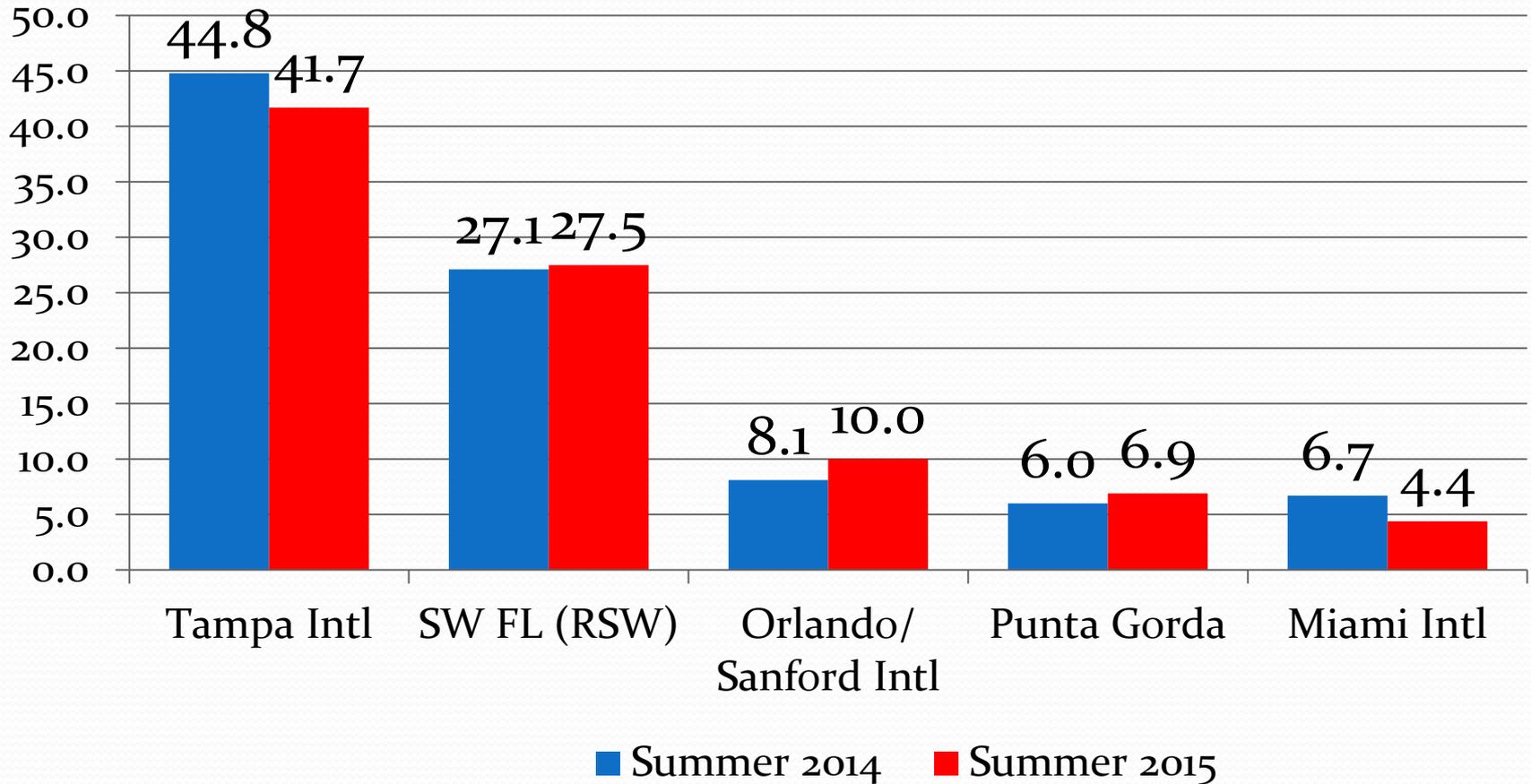
Influenced
*(Base: Resp. who
saw/read/heard msg.)*

• 72.5%

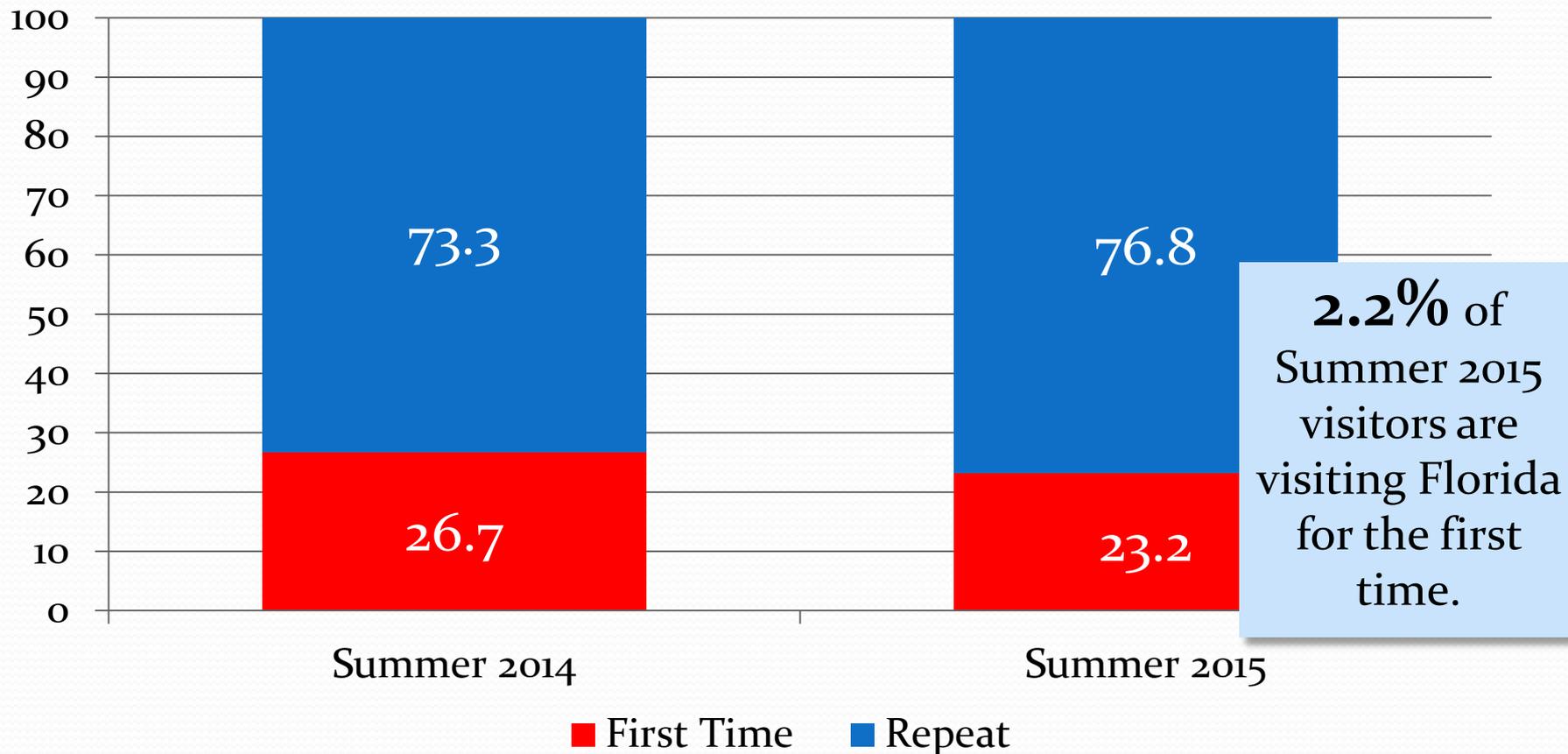
How Visitors Travel to Charlotte



Airports Deplaned (Visitors who flew)



Repeat Charlotte County Visitation

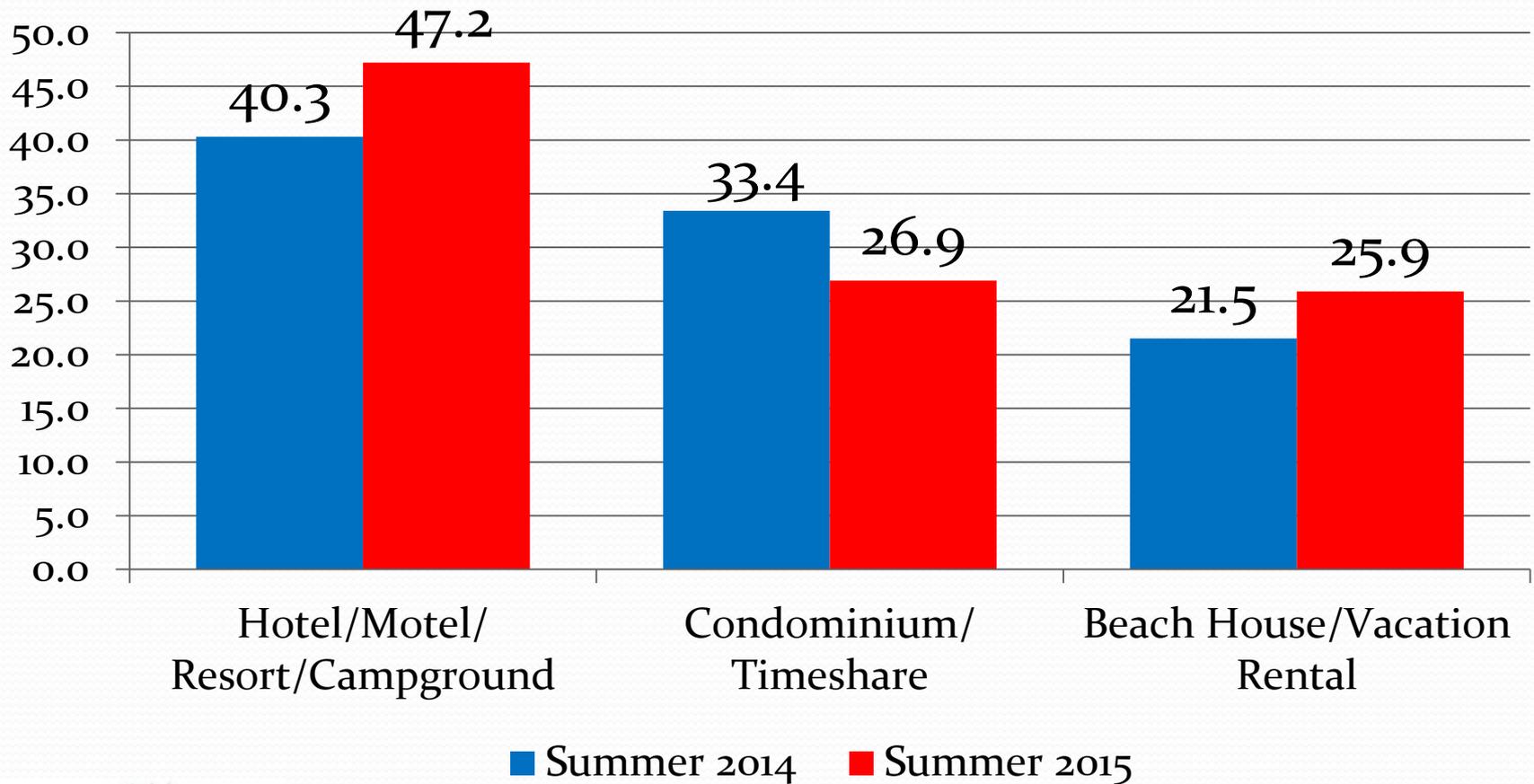


How First Learn About Charlotte

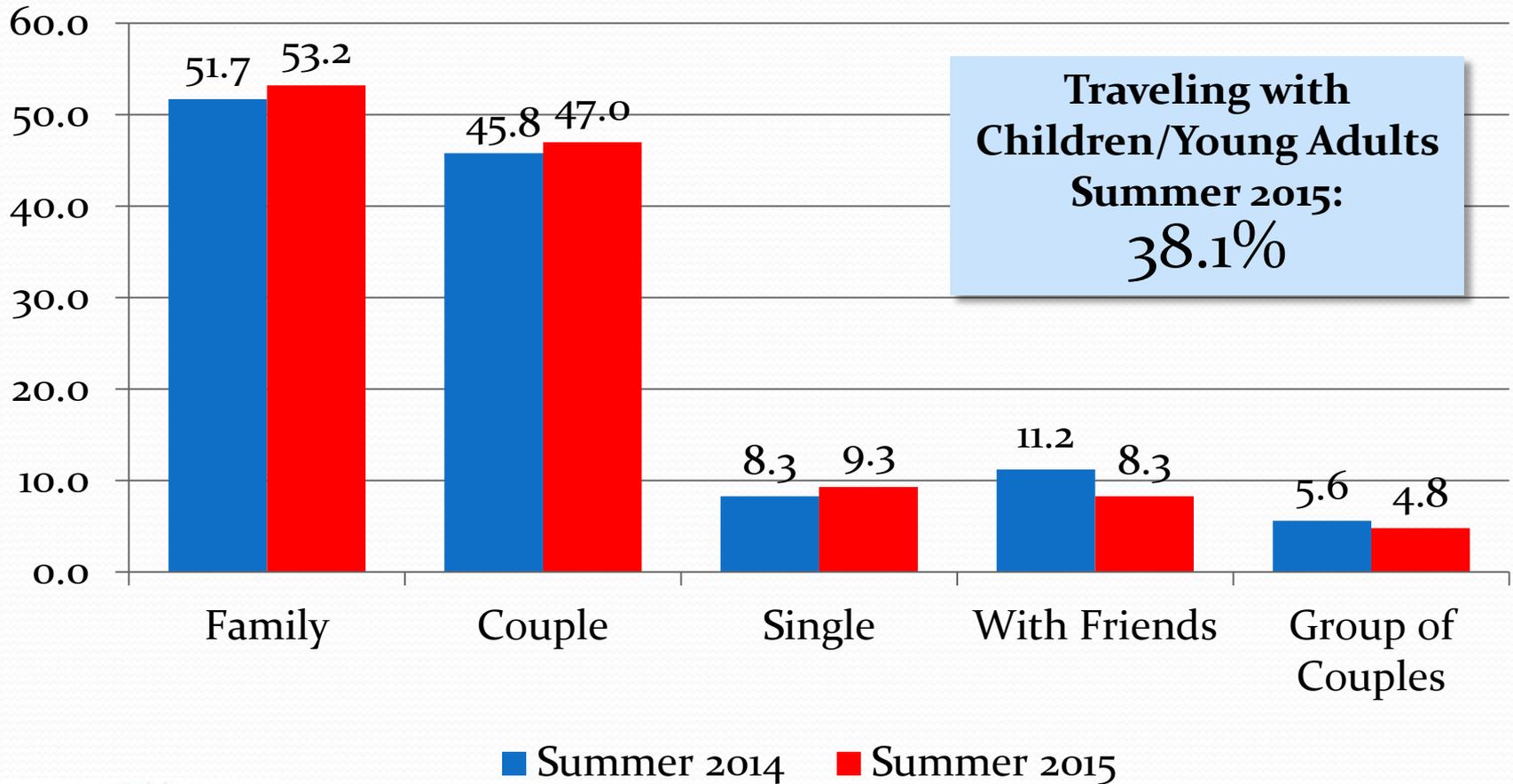
(Multiple Response)

	Summer 2014	Summer 2015
Recommendation	63.3%	61.2%
Internet	35.3	37.9
Brochure/Visitor Guide	13.1	14.4
Magazine/News Story	9.4	10.0

Type of Lodging Used



Party Composition *(Multiple Response)*

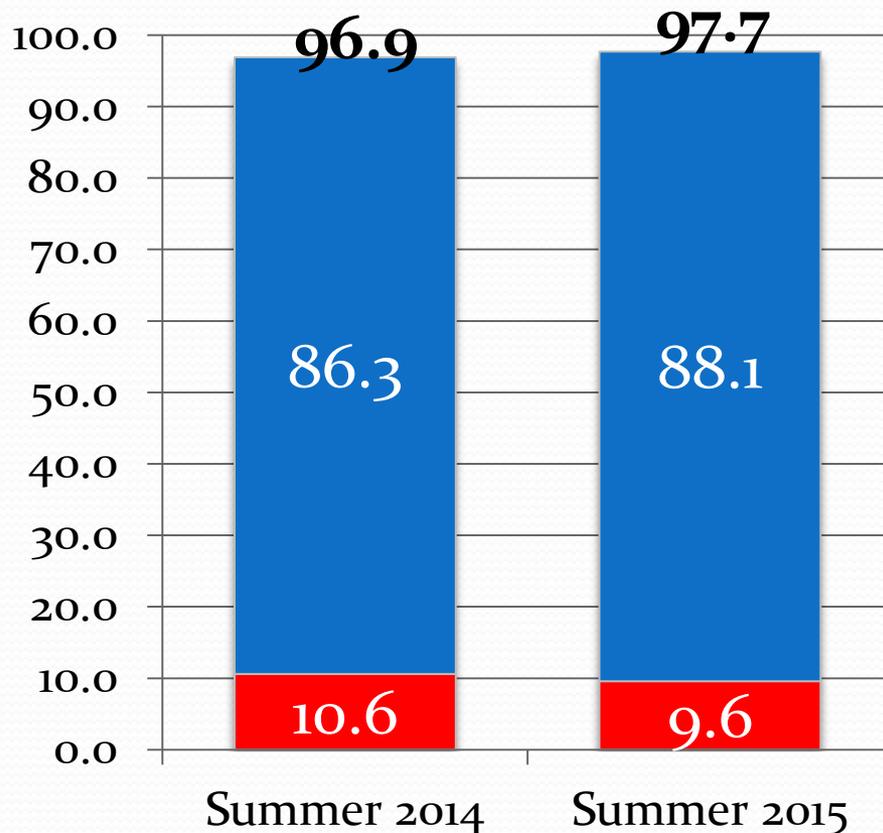


Activities Enjoyed in Area

(Multiple Response)

	Summer 2014	Summer 2015
Beach	89.6%	87.4%
Dining Out	81.9	81.8
Relaxing	79.3	80.7
Walking on the Beach	71.9	74.0
Swimming	74.0	72.5
Reading	55.4	58.6
Pool	59.3	55.4
Shelling	51.0	52.7
Shopping	54.0	52.6
Fishing	34.3	37.8
Bars/Drinking Places	28.8	33.2
Visiting with Friends/Relatives	36.4	28.6

Satisfaction/Plan to Return



94.2% of Summer 2015 visitors plan to return to the area
(*Summer 2014: 92.4%*).

- Combined**
- Very Satisfied
- Satisfied

Demographics

	Summer 2014	Summer 2015
Average Age	52.2 years	51.2 years
Median Household Income	\$91,743	\$97,115

Charlotte Comments

- We flew into Punta Gorda and discovered this jewel.
- Very reasonably priced for beachfront.
- Quiet, serene, old Florida feel.
- Close to home and unspoiled.
- Clean, clean, clean.
- More private, no tall buildings.
- Crazy about sharks teeth and fossils.
- Mix of nature and beach; lots of outdoor activities.
- It's a nice little town with great dining options.
- Rejuvenation of my soul.
- Water is like the Caribbean.
- Great food, nice people, laid back, no hustle and bustle.
- We brag about this place. Prices are good. View is stunning.
- Great outdoors environment, lush foliage, many birds, fish, reptiles, and bugs.
- This is one of the best places on the West Coast of Florida to catch big fish.
- We didn't know anything firsthand about it except what we had read and seen online. Came because of the advertising.

Thank You!!

