

# Charlotte County First Quarter 2018 Tourism

Presented to:

**Charlotte Harbor**

**Visitor and Convention Bureau**

Research Data Services, Inc.

June 11, 2018



# A. Key Visitor Metrics (Jan. – Mar. 2018)

*(Overnight Visitors Staying in Charlotte County Commercial Lodgings)*

## Estimated Number of Visitors

- Q1 2017: 122,500 people
  - Q1 2018: 129,400 people
- +5.6%**

## Estimated Direct Expenditures

- Q1 2017: \$124,512,700
  - Q1 2018: \$132,117,400
- +6.1%**

## Total Economic Impact

- Q1 2017: \$189,881,900
  - Q1 2018: \$201,479,000
- +6.1%**

## B. Key Visitor Metrics (Jan. – Mar. 2018)

*(Overnight Visitors Staying in Charlotte County Commercial Lodgings)*

### Average Party Size

- Q1 2017: 2.6 people
- Q1 2018: 2.7 people

### Average Length of Stay in Charlotte

- Q1 2017: 6.3 nights
- Q1 2018: 6.1 nights

### Average Party Budget

- Q1 2017: \$2,642.72
- Q1 2018: \$2,756.69

# Visitor Origin Markets

	Q1 2017	Q1 2018	Δ %
Florida	12,740	16,300	+27.9
Southeast	9,680	12,940	+33.7
Northeast	36,870	37,780	+2.5
Midwest	42,880	43,870	+2.3
Canada	8,450	7,510	-11.1
Europe	5,760	5,310	-7.8
US Opp Markets	6,120	5,690	-7.0
First Quarter	122,500	129,400	+5.6

# Top Domestic DMA's

(Jan. – Mar. 2018)

	Rank Order Q1 2017	Rank Order Q1 2018
New York	1	1
Philadelphia	2	2
Tampa/St. Petersburg	4	3
Chicago	3	4
Atlanta	--	5
Boston	7	6
Cleveland	5	7
Detroit	--	8
Flint/Saginaw	8	9
Indianapolis	10	10



# Smith Travel Research Occupancy: Q1

	Charlotte County					
	Occupancy			ADR		
	2017	2018	% Δ	2017	2018	% Δ
<b>January</b>	71.1%	74.9%	+5.4	\$102.15	\$107.53	+5.3
<b>February</b>	77.0	81.2	+5.3	139.02	152.02	+9.4
<b>March</b>	85.9	85.3	-0.7	150.71	160.05	+6.2
<b>Jan. – Mar. Average</b>	<b>78.0%</b>	<b>80.5%</b>	<b>+3.2</b>	<b>\$130.63</b>	<b>\$139.87</b>	<b>+7.1</b>

\*2017 Update

# Purpose of Trip

*(Multiple Response)*

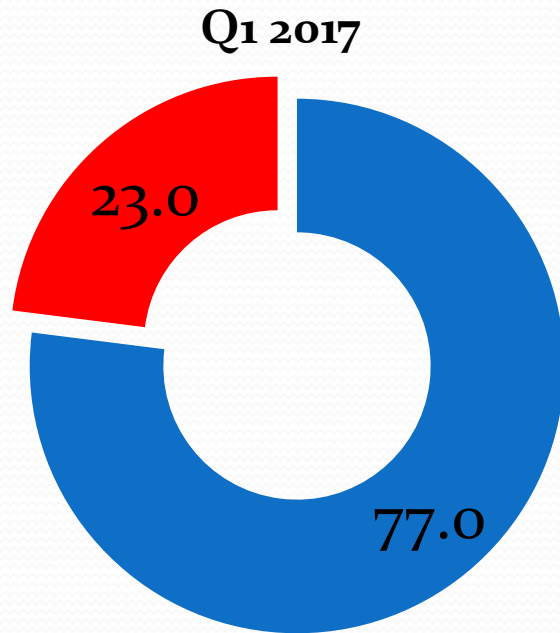
	Q1 2017	Q1 2018
Vacation/Getaway	91.7%	93.5%
To Visit with Friends/Family	22.3	24.2
A Fishing Trip	8.8	9.8
Family Events	8.8	8.1
A Boating Trip	6.2	6.5
Eco/Nature Trip	5.3	5.9
Golf/Tennis Trip	5.9	5.1

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

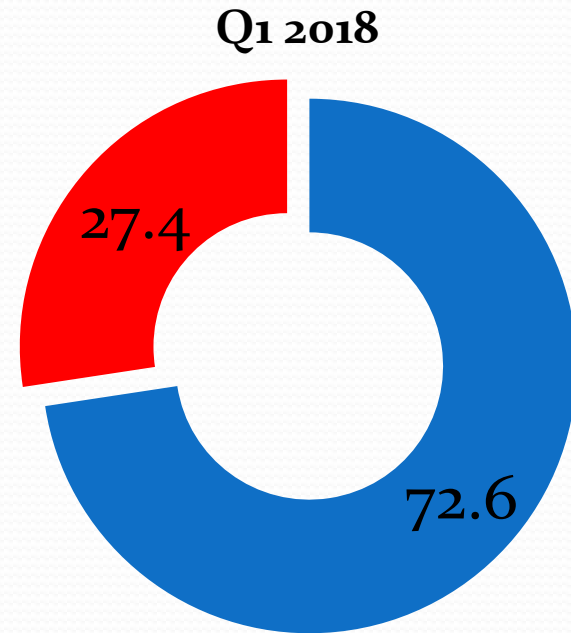
	Q1 2017	Q1 2018
Review/Rating Sites ( <i>i.e., Trip Advisor, Yelp, etc.</i> )	51.3%	50.8%
Destination Sites	48.4	46.9
Hotel Websites	48.3	44.3
Booking Sites ( <i>i.e., Travelocity, Expedia, etc.</i> )	38.5	37.6
Mapping Sites ( <i>i.e., Map Quest, Google Maps, etc.</i> )	41.6	35.3
Airline Websites	34.3	31.3
Restaurant Websites	31.0	29.1
Rental Car Websites	22.6	20.2
Daily Deal/Coupon Sites ( <i>i.e., Groupon, Living Social, etc.</i> )	15.4	16.1
Social Networking Sites ( <i>i.e., Facebook, Twitter, Pinterest, etc.</i> )	14.7	17.5
VRBO/AirBnB/HomeAway, etc.	14.3	17.3



# Booked Travel Arrangements on the Internet for Trip *(Prompted)*



■ Yes ■ No/Don't Know

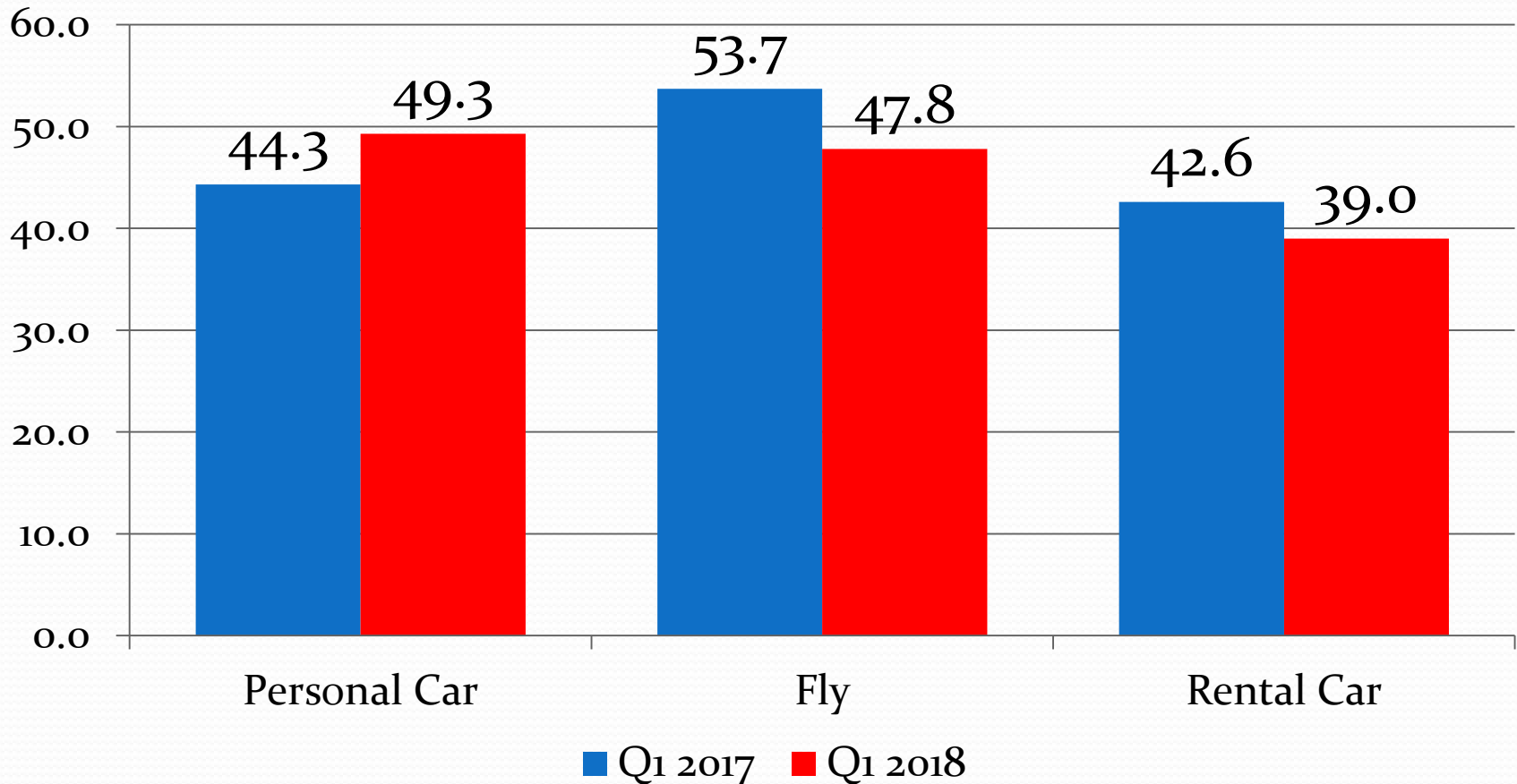


■ Yes ■ No/Don't Know

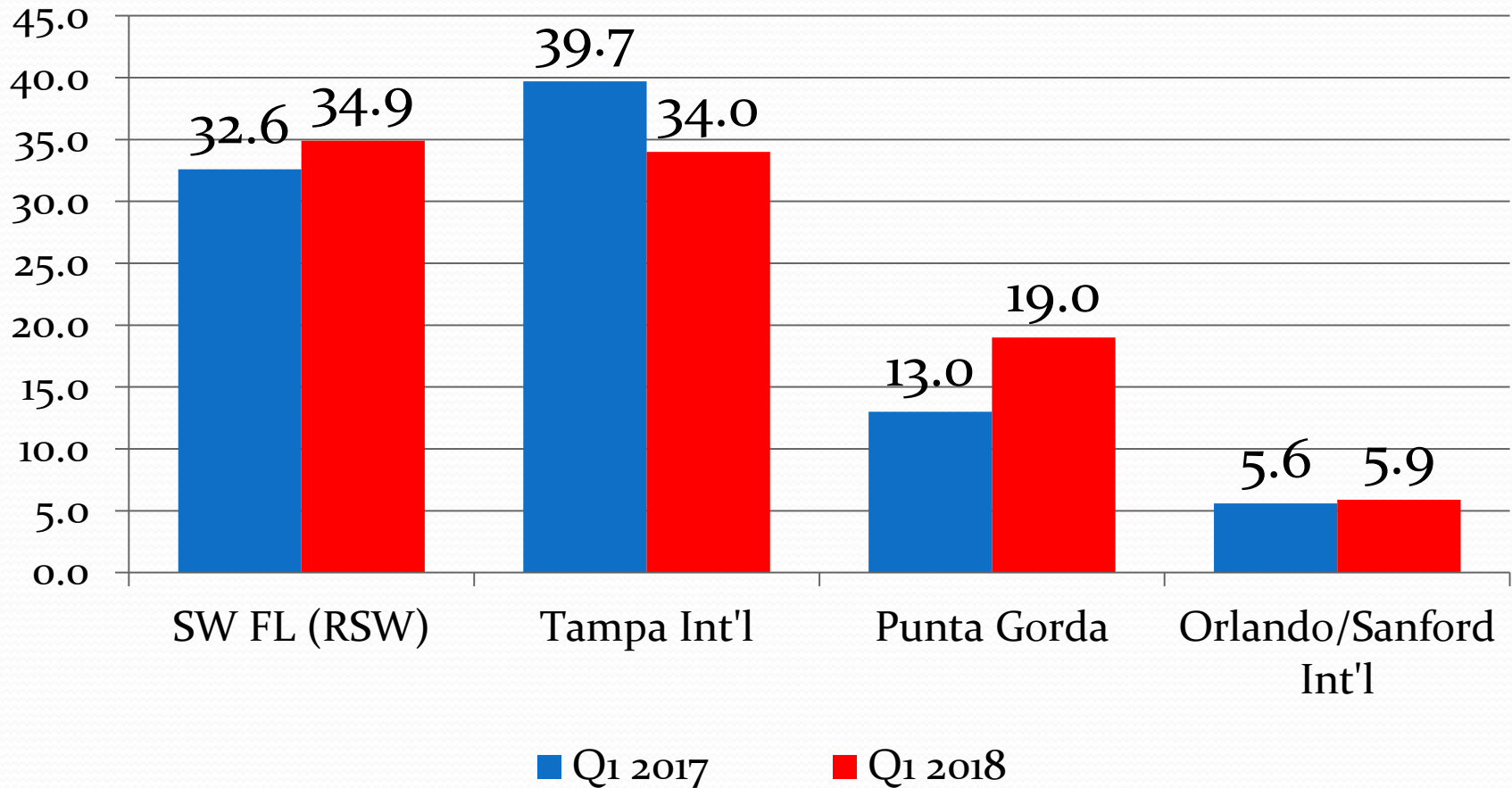
# Charlotte Messaging

	Q1 2017	Q1 2018
Seen/Read/Heard Charlotte Message	45.2 <sup>0</sup> %	47.4 <sup>0</sup> %
Influenced (Base: Resp. who saw/read/heard msg.)	74.7	72.0

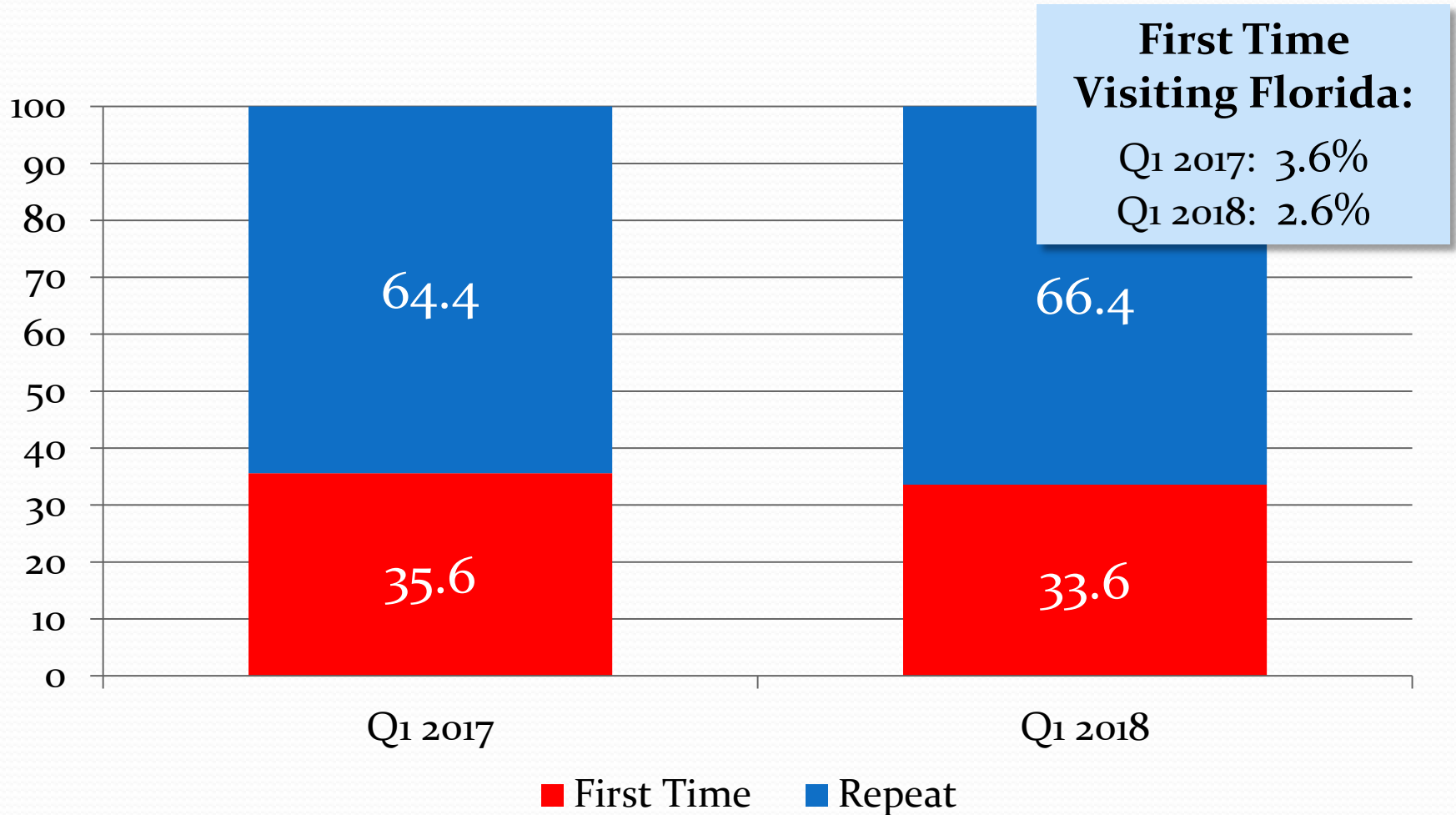
# How Visitors Travel to Charlotte



# Airports Deplaned (Visitors who flew)



# Repeat Charlotte County Visitation



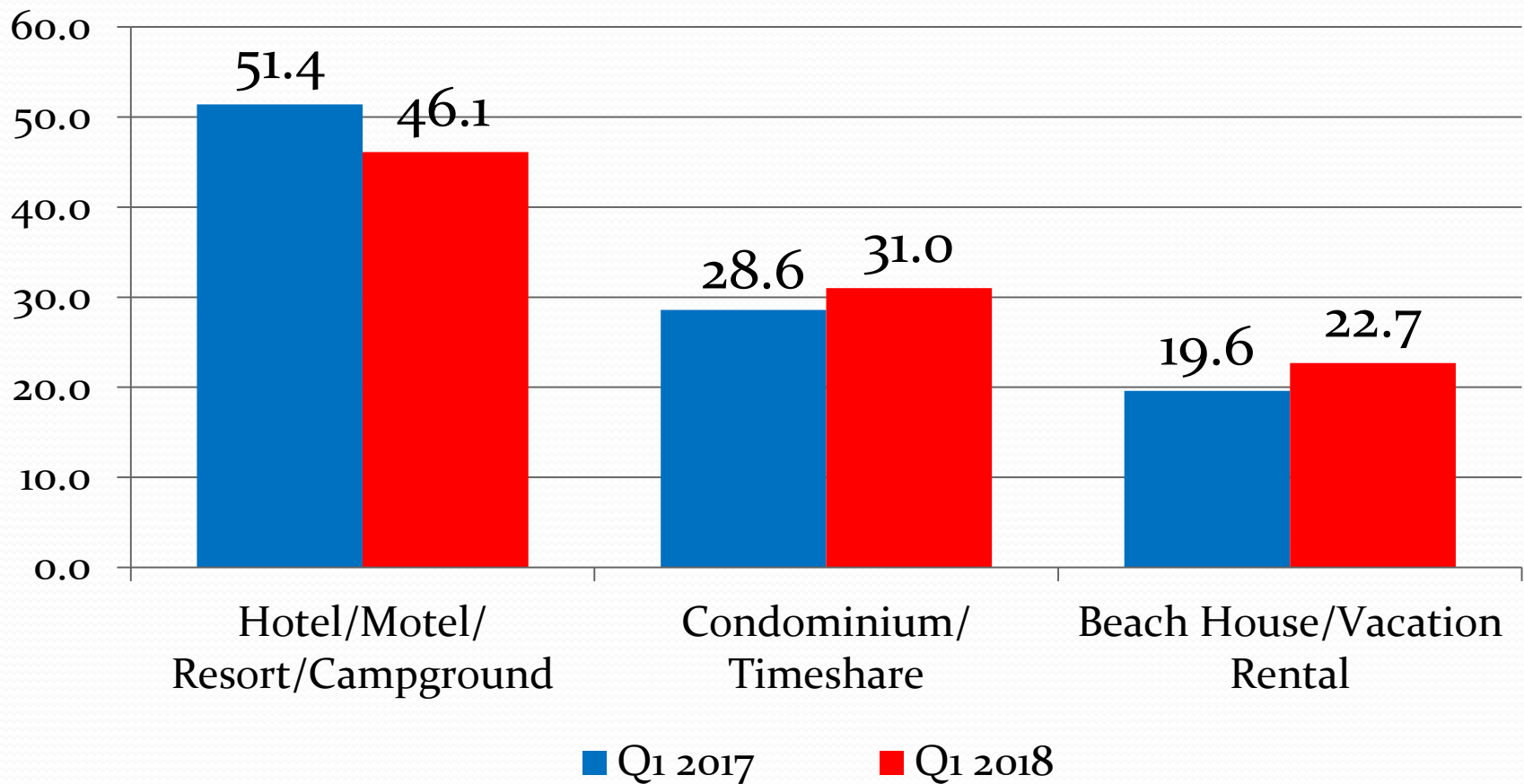
# How First Learn About Charlotte

*(Multiple Response)*

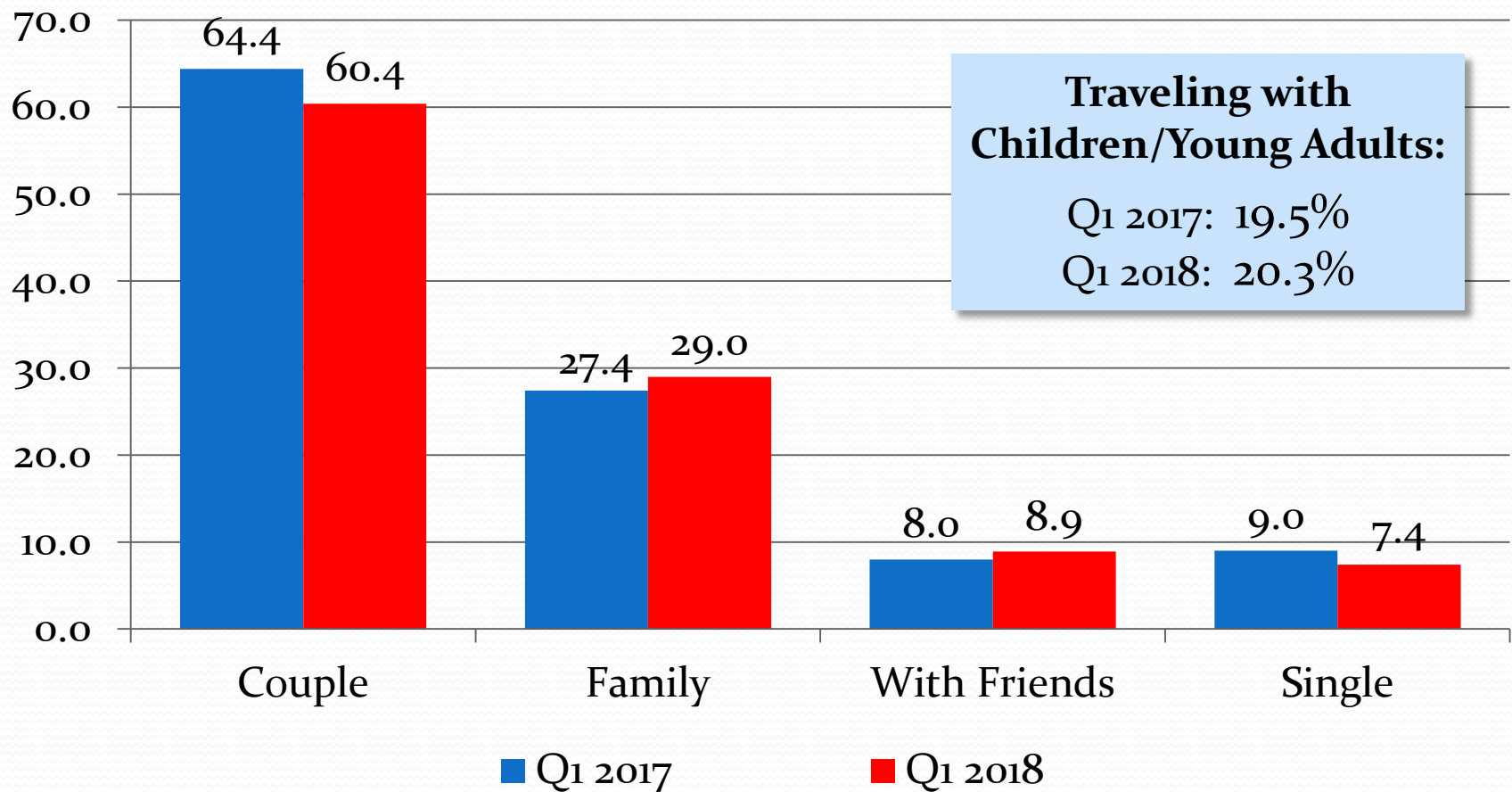
	Q1 2017	Q1 2018
Recommendation	70.4%	69.6%
Internet	39.6	37.5
Brochure/Visitor Guide	19.0	18.4
Magazine/News Story	8.8	10.0



# Type of Lodging Used



# Party Composition *(Multiple Response)*



# Activities Enjoyed in Area

*(Multiple Response)*

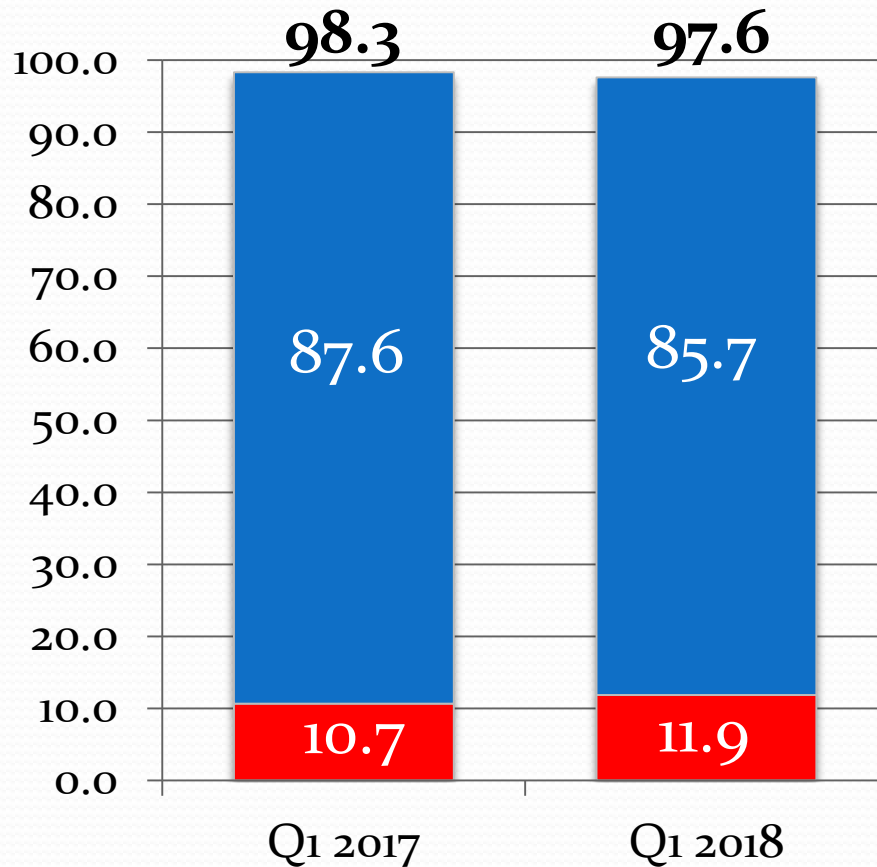
	Q1 2017	Q1 2018
Dining Out	90.9%	89.3%
Beach	89.7	88.5
Walking on the Beach	69.9	72.0
Relaxing	70.6	71.9
Shopping	51.6	54.8
Shelling	50.8	52.4
Pool	47.3	47.5
Swimming	41.5	44.5
Reading	43.1	41.9
Sightseeing	32.2	35.4

# Activities Enjoyed in Area (cont.)

*(Multiple Response)*

	Q1 2017	Q1 2018
Visiting with Friends/Relatives	30.7%	31.7%
Fishing	28.3	28.8
Wildlife/Environment	19.1	25.9
Bars/Drinking Places	28.4	25.6
Boating	22.1	24.1
Attractions	22.2	23.2
Kayak/Canoe	13.5	12.0
Golfing	11.6	8.8
Spring Training Baseball	8.8	8.0

# Satisfaction/Plan to Return



**95.8%** of Q1 2018  
visitors plan to  
return to the area  
(Q1 2017: 94.7%).

**Combined**

■ Very Satisfied

■ Satisfied

# Demographics

	Q1 2017	Q1 2018
Average Age	54.7 years	55.5 years
Median Household Income	\$101,471	\$108,357



# Charlotte Comments

- We have never been to the area and wanted see what it had to offer.
- Love the west coast.
- More peaceful with less tourists.
- Tradition.
- For the nature, bike rides, and ocean.
- Large variety of rental homes. Close to many beaches.
- Previous research and positive feedback from others.
- We wanted a beautiful new city to visit and relax by the water. We had seen photos of how beautiful it looks and things to do.
- Lower cost.
- It's very peaceful, so many canals, and the access to the Gulf of Mexico.
- For a new adventure.
- Prefer the "old Florida" experience, not as commercialized.
- Beautiful: the view, the sites. There are plenty of places to stay and shop.
- We had a great vacation relaxing and enjoying good restaurants. The area is so beautiful to drive and walk through. We had so much fun by the water and shopping in the stores. I enjoyed fishing and eating fresh fish.
- It's safe, lots of food choices, fun shopping at Fisherman's Village. We hit up the local breweries and rum distillery. We have explored five local beaches.

# Charlotte Comments



*Thank You!!*

