

# Charlotte County First Quarter 2016 Tourism

Presented to:

**Charlotte Harbor**

**Visitor and Convention Bureau**

Research Data Services, Inc.

June 3, 2016



# First Quarter

## *January – March 2016*

# Key Visitor Metrics *(Jan. – Mar. 2016)*

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

## Estimated Number of Visitors

- Q1 2015: 125,700 people (+1.3%)
- Q1 2016: 127,300 people

## Estimated Direct Expenditures

- Q1 2015: \$122,352,700 (+3.1%)
- Q1 2016: \$126,163,300

## Total Economic Impact

- Q1 2015: \$186,587,900 (+3.1%)
- Q1 2016: \$192,399,000

# Key Visitor Metrics *(Jan. – Mar. 2016)*

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

## Average Party Size

- 2015: 2.7 people
- 2016: 2.7 people

## Average Length of Stay in Charlotte

- 2015: 6.6 nights
- 2016: 6.4 nights

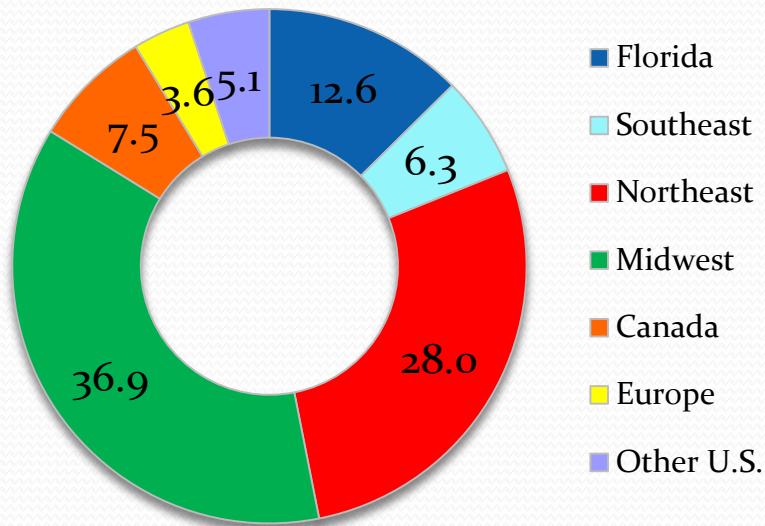
## Average Party Budget

- 2015: \$2,628.10
- 2016: \$2,675.89

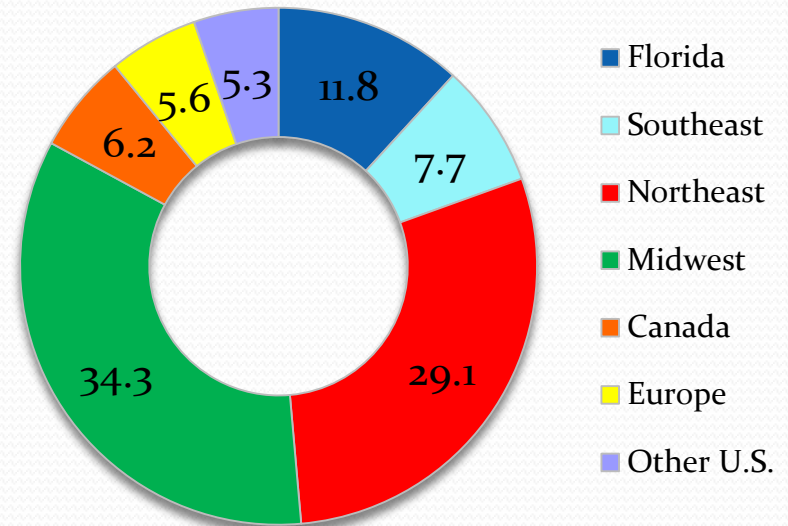
# Visitor Origin Distribution

*(Jan. – Mar. 2016)*

Q1 2015



Q1 2016





# Top Domestic DMA's

*(Jan. – Mar. 2016)*

	2015	2016
Chicago	4	1
Tampa/St. Petersburg	1	2
New York	5	3
Boston	2	4
Philadelphia	8	5
Hartford/New Haven	--	6
Flint/Saginaw	--	7
Grand Rapids/Kalamazoo	--	8
Greater Orlando Area	7	9
Cleveland	10	10
Providence/New Bedford	--	11

# Destination Choice Factors

*(Jan. – Mar. 2016) -- Volunteered Responses*

	Q1 2015	Q1 2016
Friends/Family in Area	29.5%	22.9%
Gulf/Beach/Fossils	11.6	17.2
Previous Visit	18.6	16.6
Not Congested/Unspoiled	6.2	15.9
Exploring/Never Been	--	8.3
Recommendation/Word of Mouth	7.0	8.3
Affordable	8.5	7.6
Close to Home/Convenient	7.8	6.4
Weather	4.7	5.7
Hotel/Accommodations	--	5.7
Natural Beauty	--	5.1

# Smith Travel Research Occupancy

	Charlotte County			
	Occupancy		ADR	
	2015 *	2016	2015 *	2016
January	71.1%	72.0%	\$87.86	\$98.36
February	86.4	85.7	126.17	137.32
March	86.0	82.1	133.55	143.55
<b>Q1 Average</b>	<b>81.2%</b>	<b>79.9%</b>	<b>\$115.86</b>	<b>\$126.41</b>



# Purpose of Trip

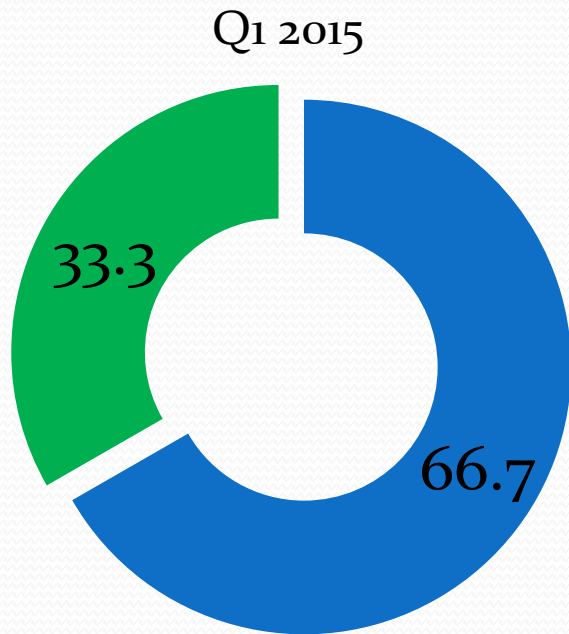
*(Multiple Response)*

	Q1 2015	Q1 2016
Vacation/Getaway	92.0%	93.1%
To Visit with Friends/Family	29.8	23.4
Family Events	9.6	10.4
Golf/Tennis Trip	9.3	7.6
A Fishing Trip	8.9	7.1
A Boating Trip	4.7	5.9
Eco/Nature Trip	5.7	5.3
A Kayaking Trip	5.3	3.9

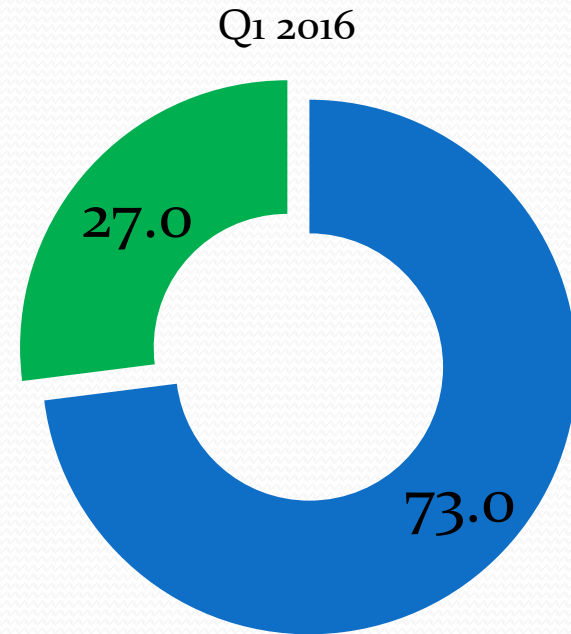
# Types of Websites Consulted for Travel Information *(Multiple Response)*

	Q1 2015	Q1 2016
Destination Sites	45.8%	49.5%
Review/Rating Sites <i>(i.e., Trip Advisor, Yelp, etc.)</i>	46.6	48.0
Hotel Websites	50.6	46.1
Mapping Sites <i>(i.e., Map Quest, Google Maps, etc.)</i>	31.6	38.6
Booking Sites <i>(i.e., Travelocity, Expedia, etc.)</i>	38.2	37.9
Airline Websites	38.8	35.8
Restaurant Websites	25.0	28.1
Rental Car Websites	26.3	23.8
Daily Deal/Coupon Sites <i>(i.e., Groupon, Living Social, etc.)</i>	19.0	18.4
Social Networking Sites <i>(i.e., Facebook, Twitter, Pinterest, etc.)</i>	15.2	16.7

# Booked on the Internet for Trip (Prompted)



■ Yes ■ No/Don't Know

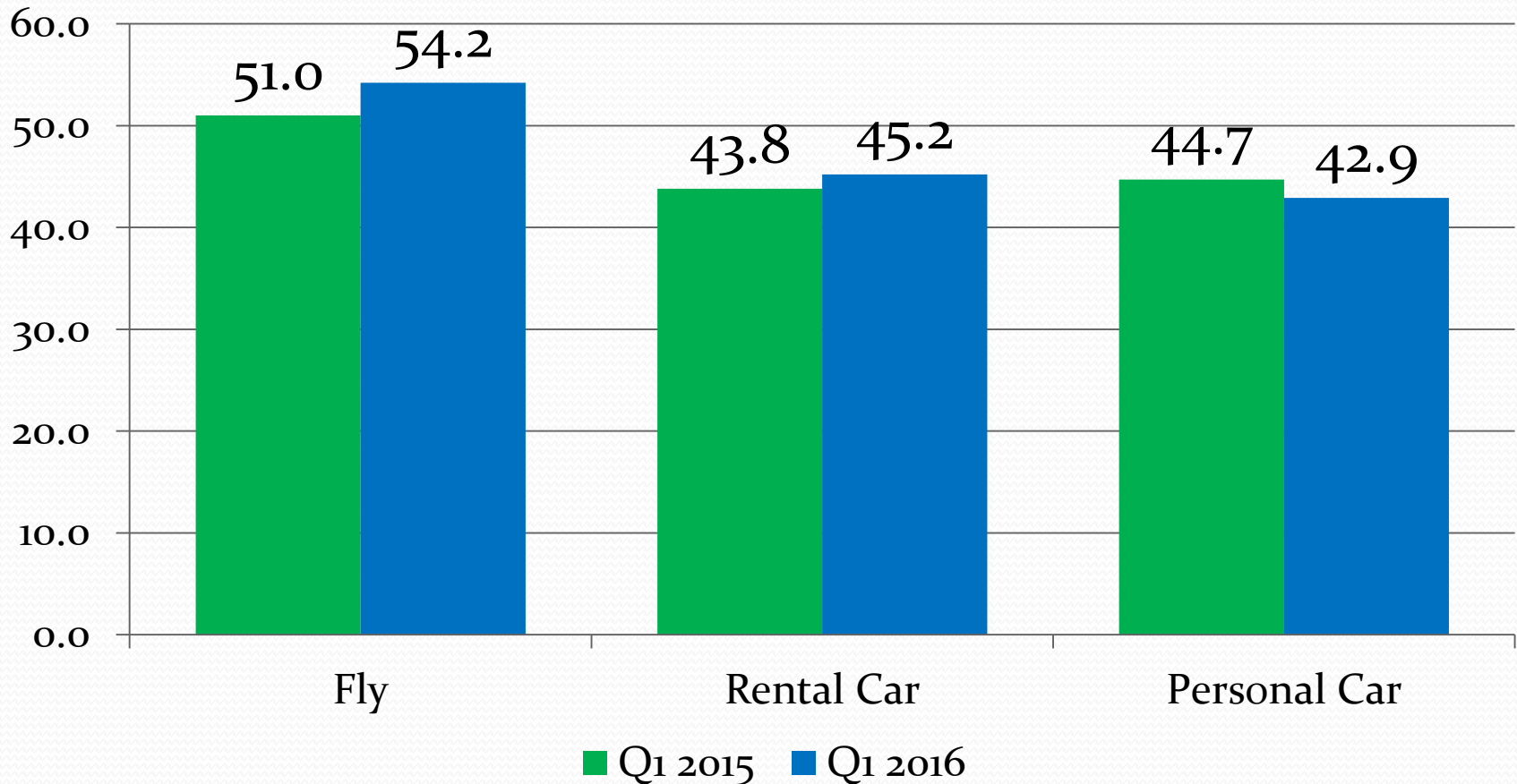


■ Yes ■ No/Don't Know

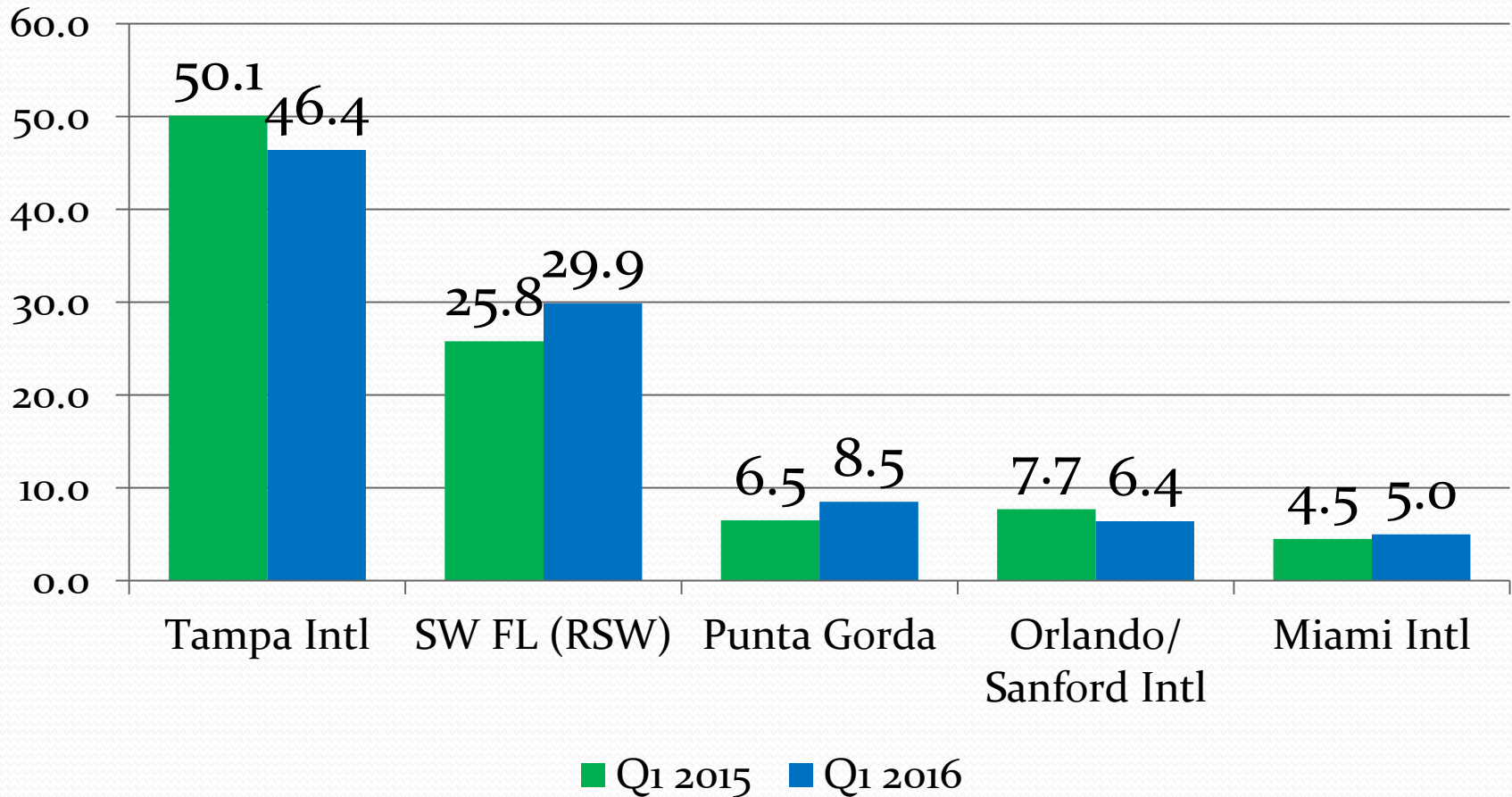
# Charlotte Messaging

	Q1 2015	Q1 2016
Seen/Read/Heard Charlotte Message	45.5%	44.2%
Influenced (Base: Resp. who saw/read/heard msg.)	70.0	70.9

# How Visitors Travel to Charlotte

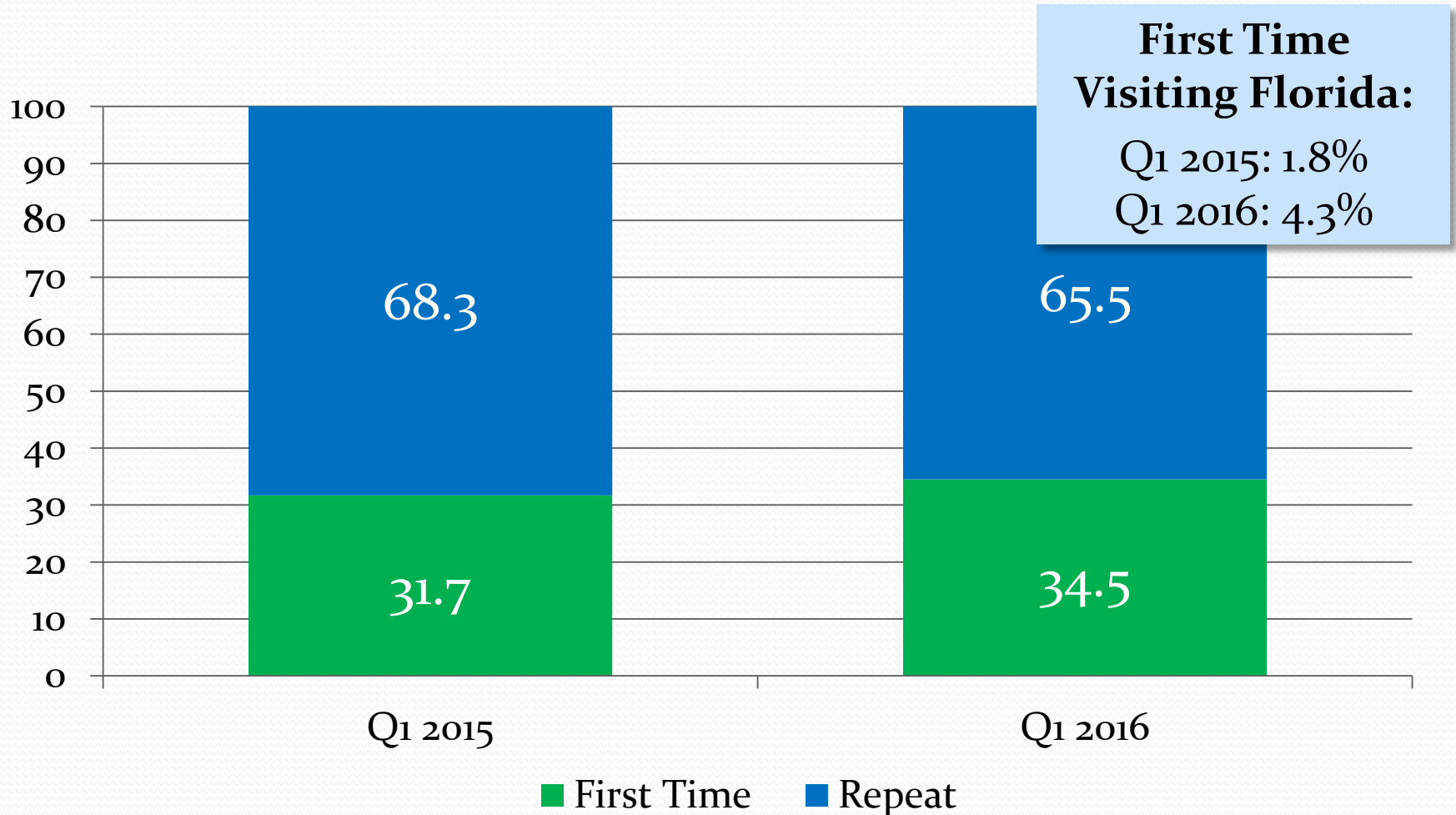


# Airports Deplaned *(Visitors who flew)*





# Repeat Charlotte County Visitation

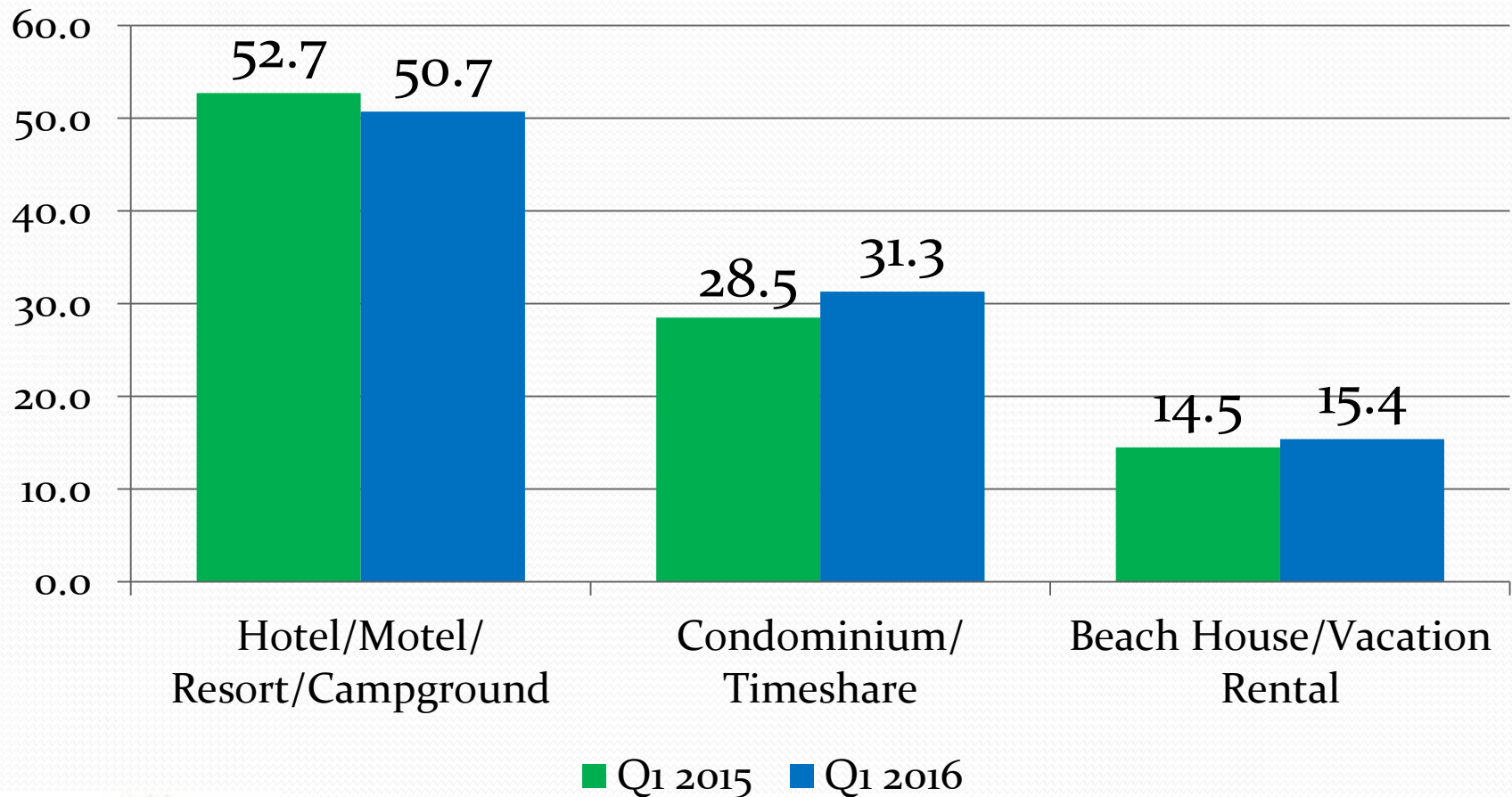


# How First Learn About Charlotte

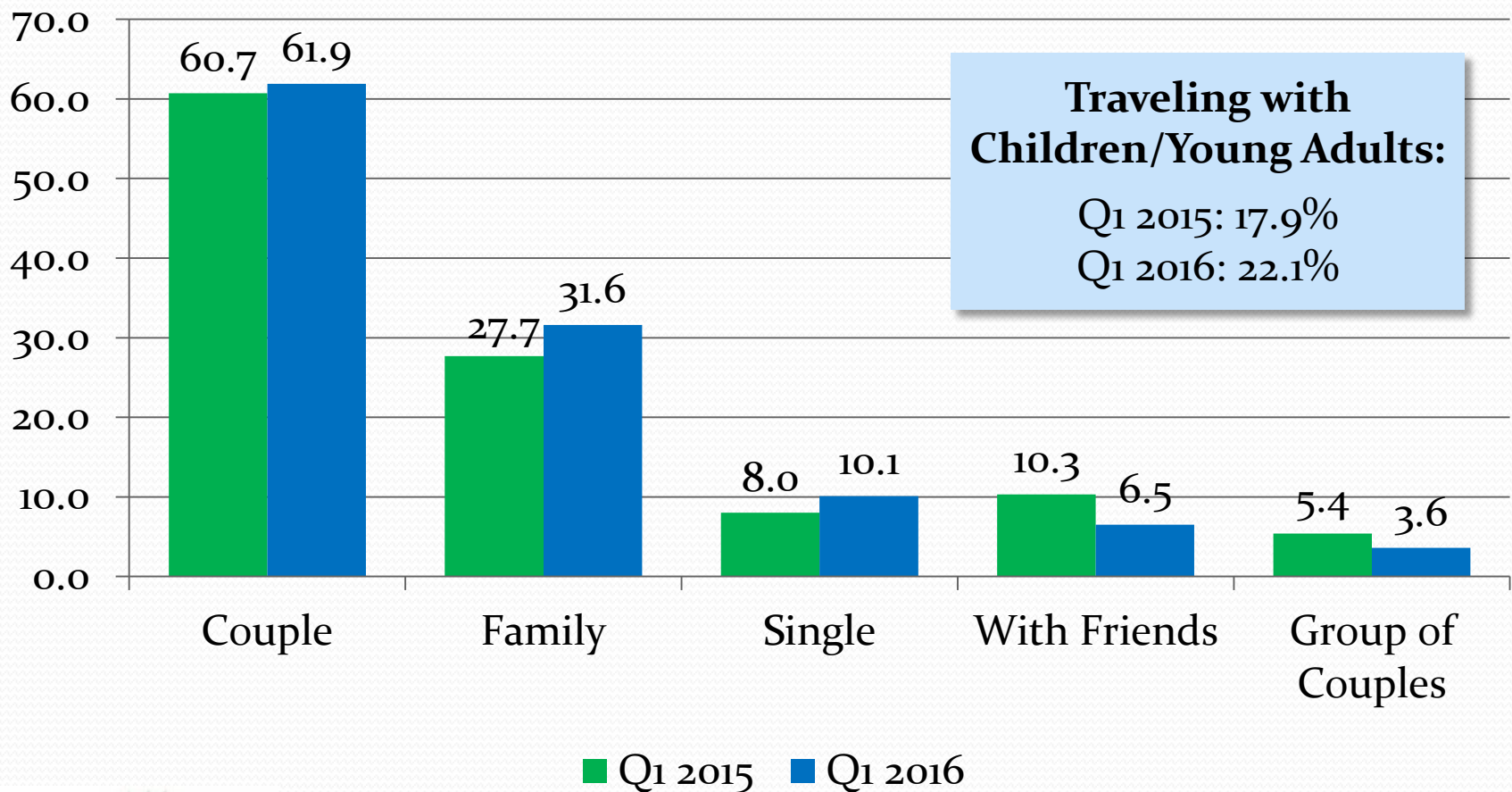
*(Multiple Response)*

	Q1 2015	Q1 2016
Recommendation	67.2%	65.4%
Internet	38.8	38.3
Brochure/Visitor Guide	20.2	20.7
Magazine/News Story	8.6	9.1

# Type of Lodging Used



# Party Composition *(Multiple Response)*



# Activities Enjoyed in Area

*(Multiple Response)*

	Q1 2015	Q1 2016
Dining Out	88.4%	90.5%
Beach	84.2	86.2
Relaxing	80.4	75.0
Walking on the Beach	68.4	71.4
Pool	62.5	54.1
Swimming	53.4	50.0
Shopping	53.2	49.4
Reading	51.8	48.8
Shelling	42.4	48.3

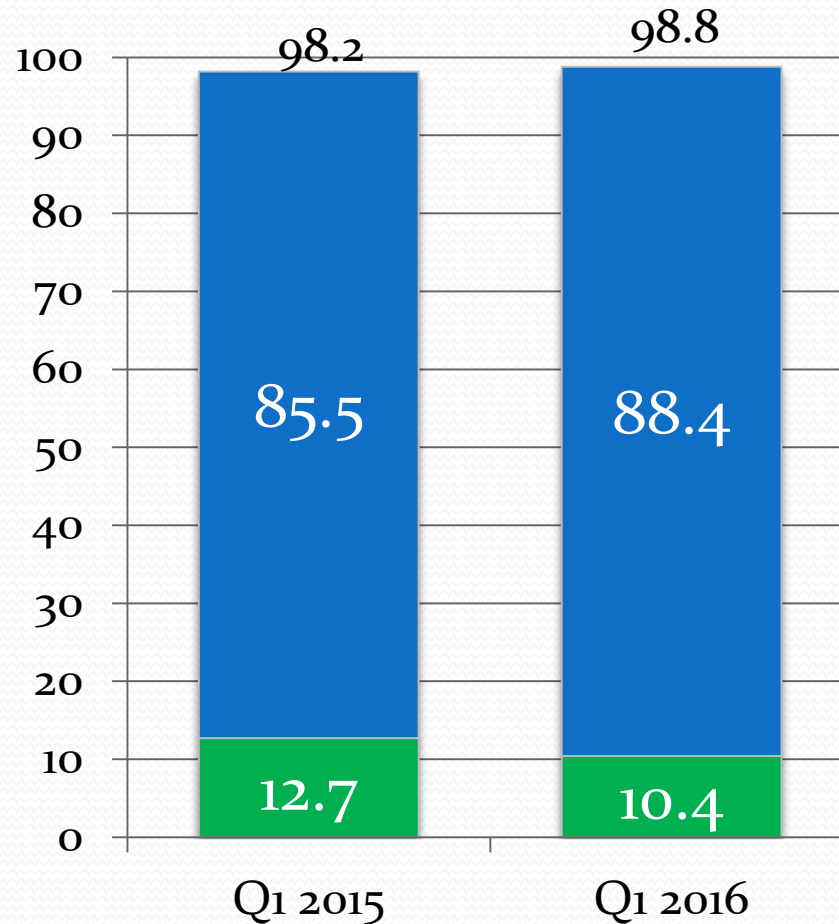
# Activities Enjoyed in Area (Continued)

## *(Multiple Response)*

	Q1 2015	Q1 2016
Visiting with Friends/Relatives	34.6%	29.8%
Fishing	25.9	29.4
Wildlife/Environment	--	25.3
Bars/Drinking Places	22.3	23.4
Boating	17.9	22.8
Kayak/Canoe	--	17.9
Golfing	15.2	13.9
Spring Training Baseball	11.8	8.3



# Satisfaction/Plan to Return



## Plan To Return

Q1 2015: 92.1%

Q1 2016: 91.7%

## Combined

■ Very Satisfied

■ Satisfied

# Demographics

	Q1 2015	Q1 2016
Average Age	54.2 years	53.7 years
Median Household Income	\$97,630	\$100,901

# Charlotte Comments

- A non-Spring Break experience.
- Great weather, friendly people, safe community, welcoming attitude.
- Can't believe I haven't been here before. Can't wait to come back.
- I have heard many positive reports from other boaters about the Charlotte Harbor area and their treatment of boaters.
- Quiet and very family oriented.
- The worst day here is better than the best day there.
- Laid back - no tourist traps.
- Love waterfront. Waves not too big. Good for swimming with kids.
- Untouched.
- Most relaxing and secluded area we've ever been to.
- Plenty of bike and walking trails. Easy drive to visit attractions.
- You can relax, enjoy nature, shop, or sightsee and it's all very close.
- Great food, fun, relaxing, and saw some good baseball.
- This is one of the best places on the West Coast of Florida to catch big fish.

# Charlotte Comments



*Thank You!!*

