

Punta Gorda/Englewood Beach VCB Economic Impact & Visitor Tracking Report FY2023

October 2022 – September 2023



Visitor Journey



Executive Summary



Visitor Journey – Impact of Tourism



Tourism Matters to Charlotte County

Visitor spending in FY2023 generated a
total economic impact of

\$1,061,050,000

in Charlotte County

(+1.7% from FY2022)



Direct Spending

Visitors who traveled to Charlotte
County in FY2023 spent

\$723,304,800

in Charlotte County on
accommodations, restaurants,
groceries, transportation,
attractions, entertainment, and
shopping

(+0.5% from FY2022)



Visitors

Charlotte County attracted

986,100

visitors in FY2023

(+1.4% from FY2022)



Tourism Development Tax

Taxes paid on rooms reserved by
visitors to Charlotte County in
FY2023 resulted in

\$7,509,917

in TDT collected

(-3.3% from FY2022)



Room Nights

Charlotte County visitors
generated

1,138,600

room nights in paid
accommodations in FY2023

(-4.0% from FY2022)



Lodging Statistics

Occupancy

58.2%

(+5.7% from FY2022)

Room Rates

\$179.30

(+14.4% from FY2022)

RevPAR

\$104.30

(+20.8% from FY2022)



**PUNTA GORDA
ENGLEWOOD BEACH**
The Charlotte Harbor Gulf Island Coast



downs & st. germain
RESEARCH

Jobs & Wages

Tourism in Charlotte County
supported

12,900

local jobs in FY2023, generating

\$333,310,300

in wages and salaries



Net Tax Benefit*

Visitors in FY2023
generated a net tax
benefit of
\$37,883,500
To Charlotte County
government

*Charlotte County government tax revenue generated by visitors
minus the cost to Charlotte County government for servicing visitors



Visitors Create Jobs

An additional Charlotte
County job is supported by
every

76

visitors



**PUNTA GORDA
ENGLEWOOD BEACH**

The Charlotte Harbor Gulf Island Coast



downs & st. germain
RESEARCH

Household Savings

Visitors to Charlotte County save
local residents

\$1,026

per household in taxes every
year



Visitor Journey – Pre-Visit



Trip Planning

- » 45% of visitors planned their trip 1 month or less in advance
- » The average trip planning window was 67 days
- » Top trip planning sources:



Previous visit
46%



Internet
41%



Friend, coworker, etc.
28%

Punta Gorda/Englewood Beach Promotions

- » **15%** of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit
- » **57%** of those who recalled advertising were influenced to come to the area

Top sources of noticed promotions



Television **25%**



Newspaper **20%**



Personal Social Media **20%**

Accommodation Booking¹



54% Directly with hotel/condo



14% Online travel agency



Transportation



56% of visitors drove to
Punta Gorda/Englewood Beach



22% of all visitors flew in via
the Punta Gorda Airport



12% of all visitors flew in via
the Southwest Florida
International Airport

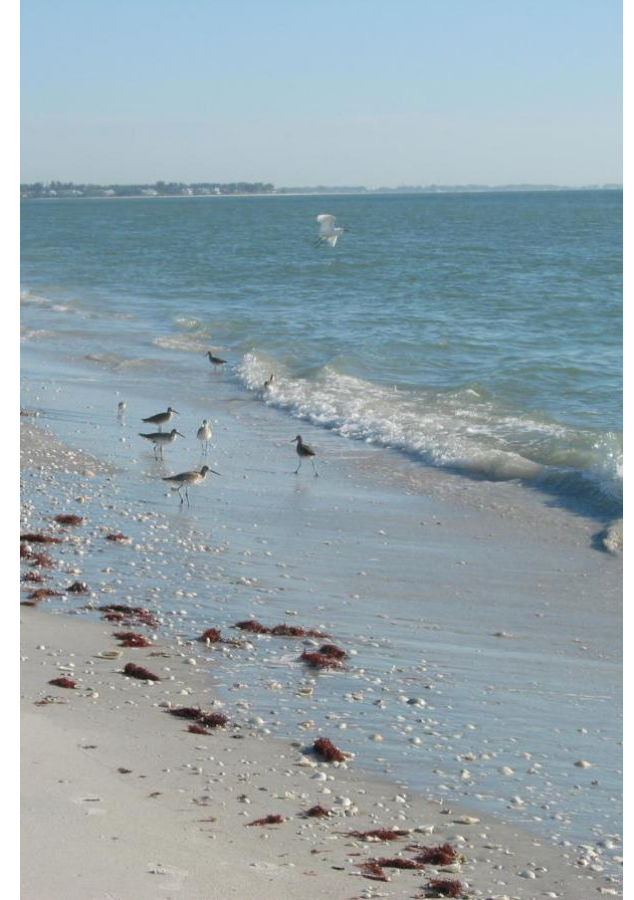
Top Reasons for Visiting¹



38% Visit friends/relatives



35% Family Vacation



27% Beach

Other Destinations Considered

- » 74% of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » 26% of visitors considered the following destinations¹:



Ft. Myers/Cape Coral
7%



Sarasota
6%



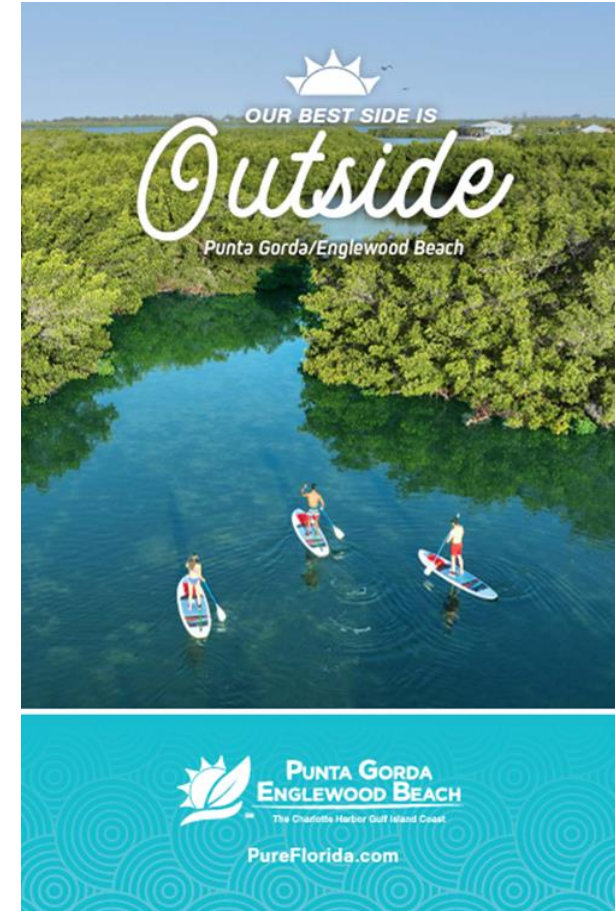
Orlando
5%



Naples
4%

Visitors Guide

- » 8% of visitors requested a Visitors Guide
- » Visitors Guide received a rating of 7.8 out of 10.0¹



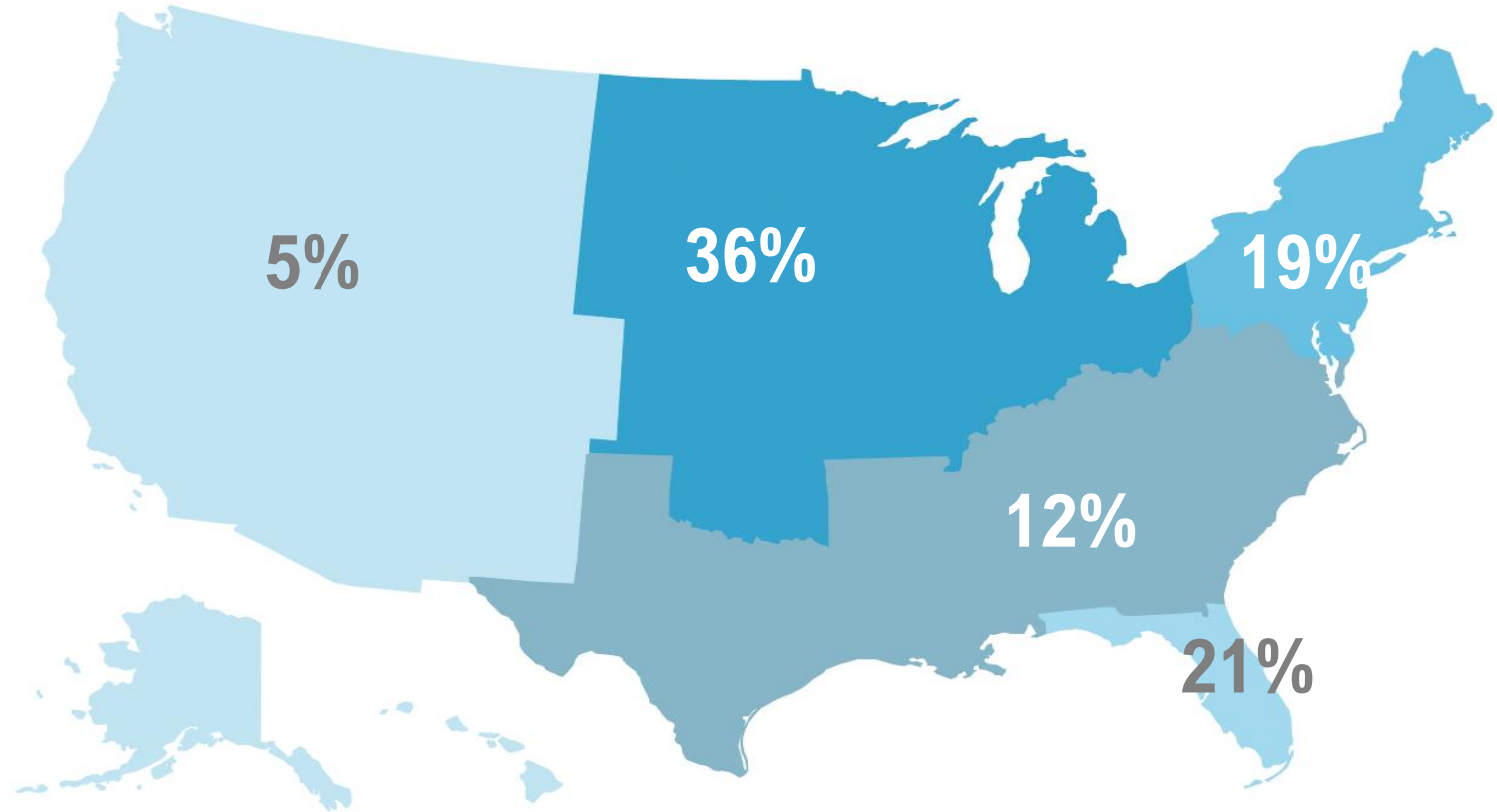
¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile



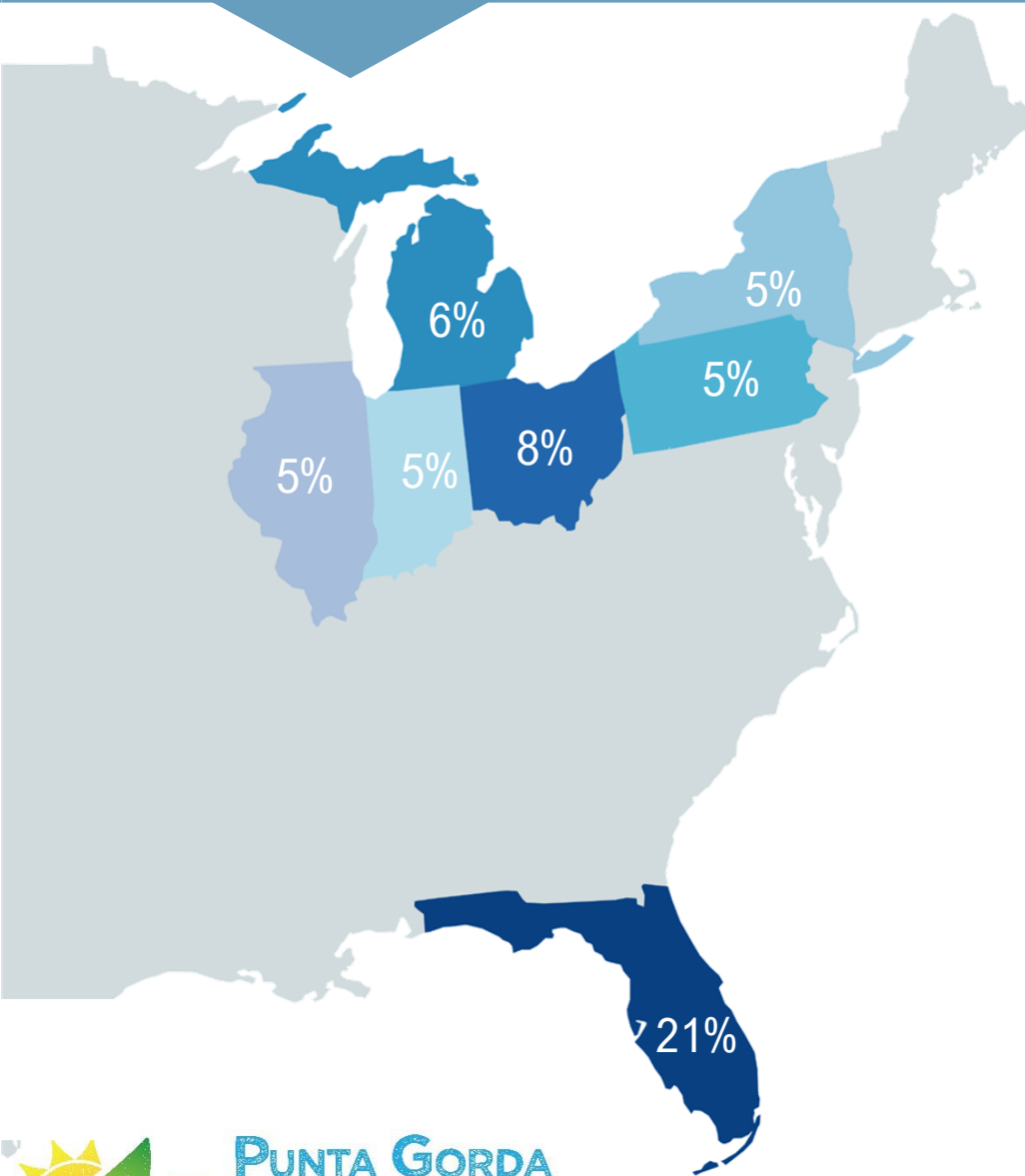
Top Regional Origins of Visitors

- » **93%** of Charlotte County visitors lived in the United States
- » **7%** of visitors to Charlotte County were from outside of the United States¹

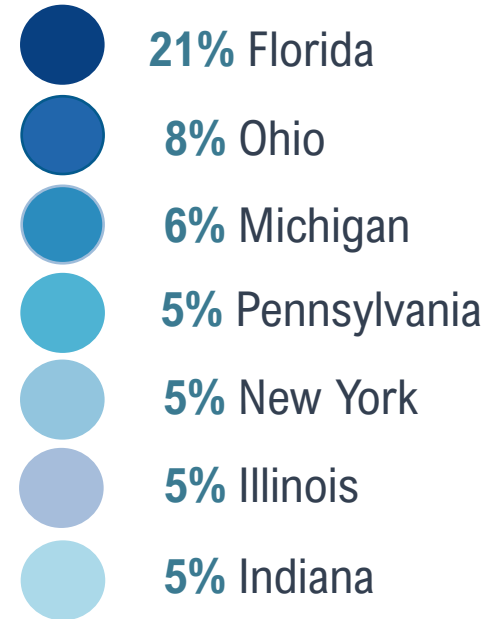


¹Top international markets were Canada and the U.K.

Top State Origins of Visitors



Over 1 in 2 visitors traveled to Charlotte County are from 7 states



Top Market Origins of Visitors

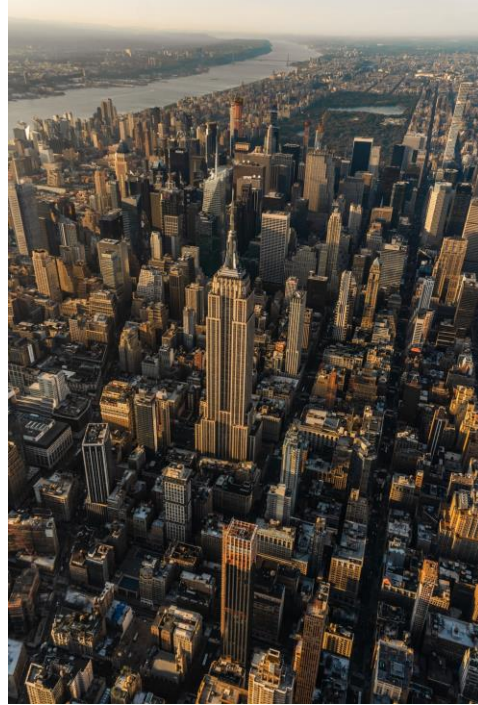
22% of visitors come from 5 markets



6% Naples-Ft. Myers



6% Sarasota-Bradenton



4% New York City¹



3% Tampa-St. Petersburg



3% Cincinnati

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

Travel Party Size and Composition

- » The typical visitor traveled in a party composed of **2.7** people
- » **30%** traveled with at least one person under the age of 20
- » **Over 1 in 3** traveled as a couple, while another **1 in 3** visitors traveled as a family
- » **Over 1 in 5** visitors travel solo



Length of Stay – All Visitors*

- » Visitors spent **7.0¹** nights in Punta Gorda/Englewood Beach

¹Nights stayed capped at 30 nights.

*Nights stayed includes Day Trippers.



First Time Visitors

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



Typical Punta Gorda/Englewood Beach Visitor

» The typical visitor:

- » White/Caucasian (91%)
- » 50 years old
- » Had a median household income of \$100,000
- » Nearly 50/50 split for gender
- » From:
 - » Midwest (36%)
 - » Southeast (33%)



Visitor Journey – Trip Experience



Top Visitor Accommodations



28% Day tripper



24% Hotel/motel/resort



22% Family/friend's residence

Top Activities During Visit¹



Beach **58%**



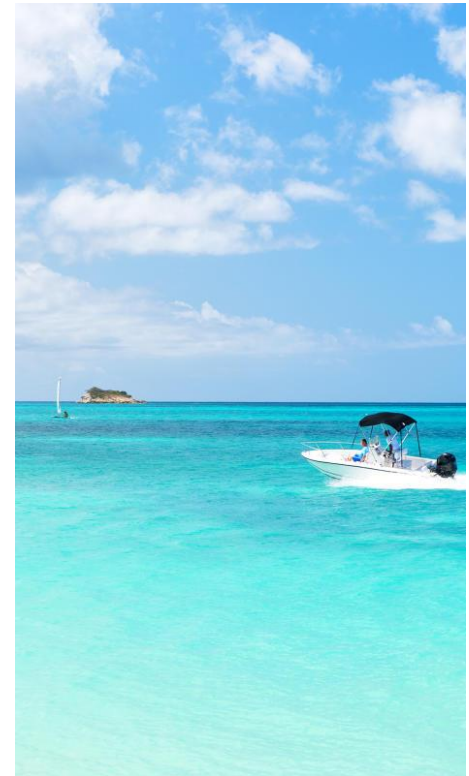
Restaurants **53%**



Visit friends/relatives **42%**



Shopping **31%**



Nature, environment **23%**

Reason for Visit vs. Visitor Activities

Key Reasons for Visiting

Trip Enhancements

Reason for visit¹


38% 


27% 


7% 


7% 


6% 


4% 


4% 


4% 

3% 

3% 

3% 

3% 

3% 

1% 

1% 

Visiting friends/relatives

Beach

Shopping

Nature, environment, bird watching, etc.

Business conference or meeting

Water sports

Fishing, hunting, etc.

Looking for a second home

Special event

Biking, hiking, running, etc.

Attend or participate in a sporting event


Golfing, tennis, etc.


Attractions


Culture


Museums, history, etc.

Visitor activities¹


42% 


58% 

31% 

23% 


6% 

11% 

12% 

6% 

7% 

12% 

5% 

8% 

9% 

3% 

4% 

¹Multiple responses permitted.

Visitor Journey – Post-Trip Evaluation



Visitor Satisfaction¹



- » **96%** of visitors would recommend Punta Gorda/Englewood Beach (**81%** would definitely recommend the area)
- » **93%** will definitely or probably return (**84%** definitely will return)
- » **98%** were satisfied or very satisfied with their stay (**85%** were very satisfied)

Detailed Findings



Visitor Journey – Impact of Tourism



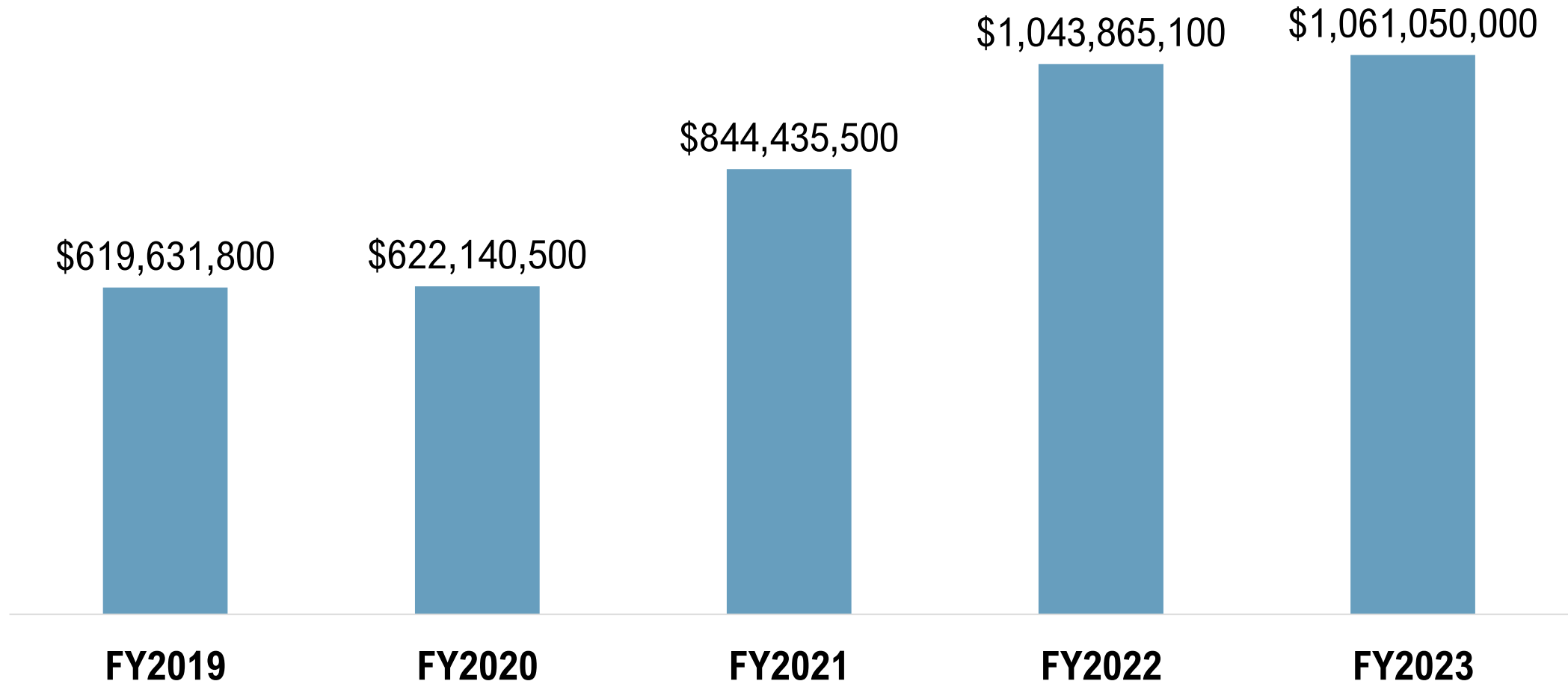
Key Performance Indicators

	FY2022	FY2023	% Change
Total Economic Impact	\$1,043,865,100	\$1,061,050,000	+1.7%
Direct Spending	\$719,907,000	\$723,304,800	+0.5%
Room Nights Generated	1,177,806	1,138,600	-4.0%
Average Daily Rate	\$156.79	\$179.30	+14.4%
Occupancy	55.1%	58.2%	+5.7%
Revenue per Available Room	\$86.39	\$104.39	+20.8%

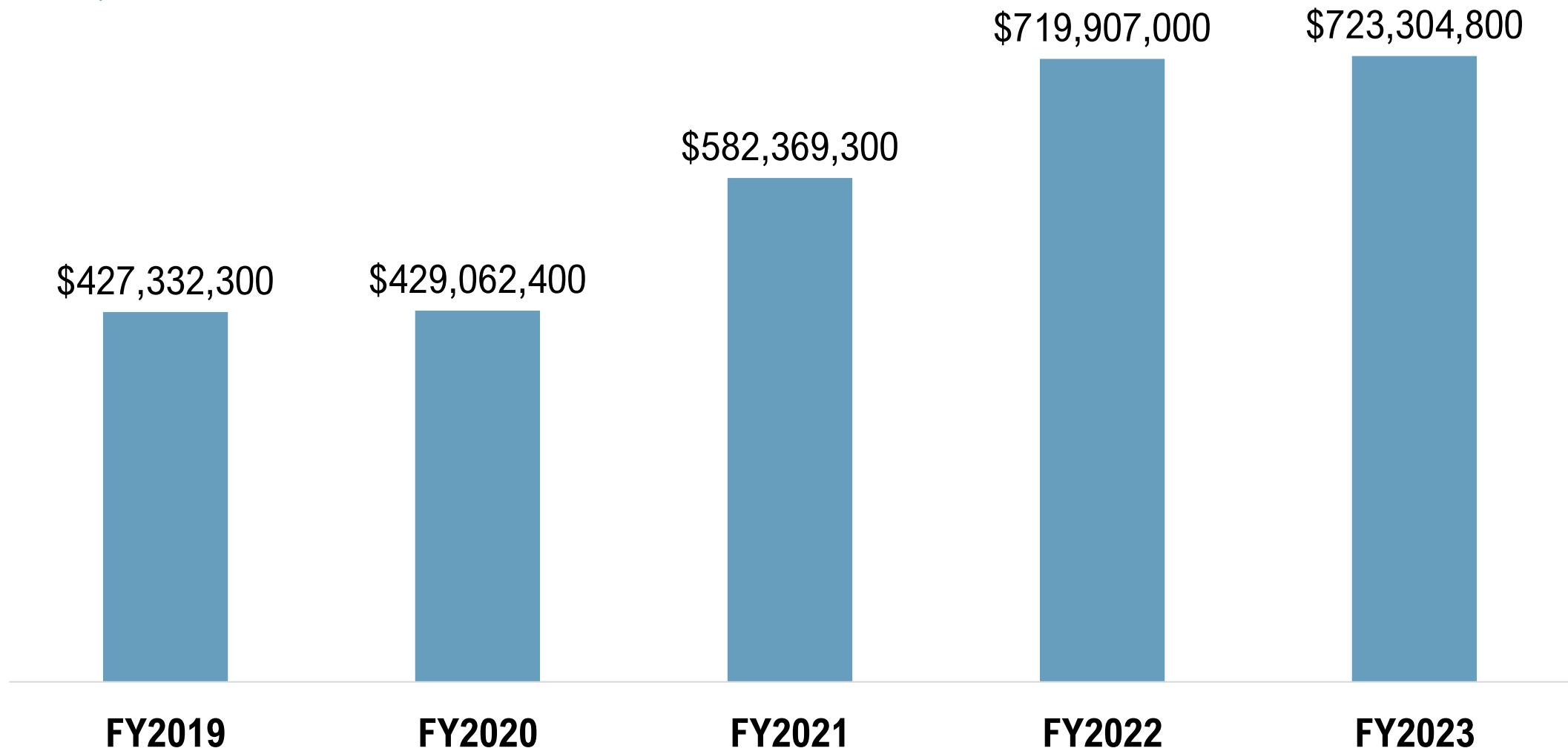
Key Performance Indicators

	FY2022	FY2023	% Change
Total Visitors	972,100	986,100	+1.4%
Jobs Supported	13,226	12,900	-2.5%
Wages Generated	\$330,617,700	333,310,300	+0.8%
Total Taxes Paid	\$83,240,600	\$84,944,300	+2.0%
TDT Collected	\$7,762,510	7,509,917	-3.3%

Economic Impact - 5 Year Period

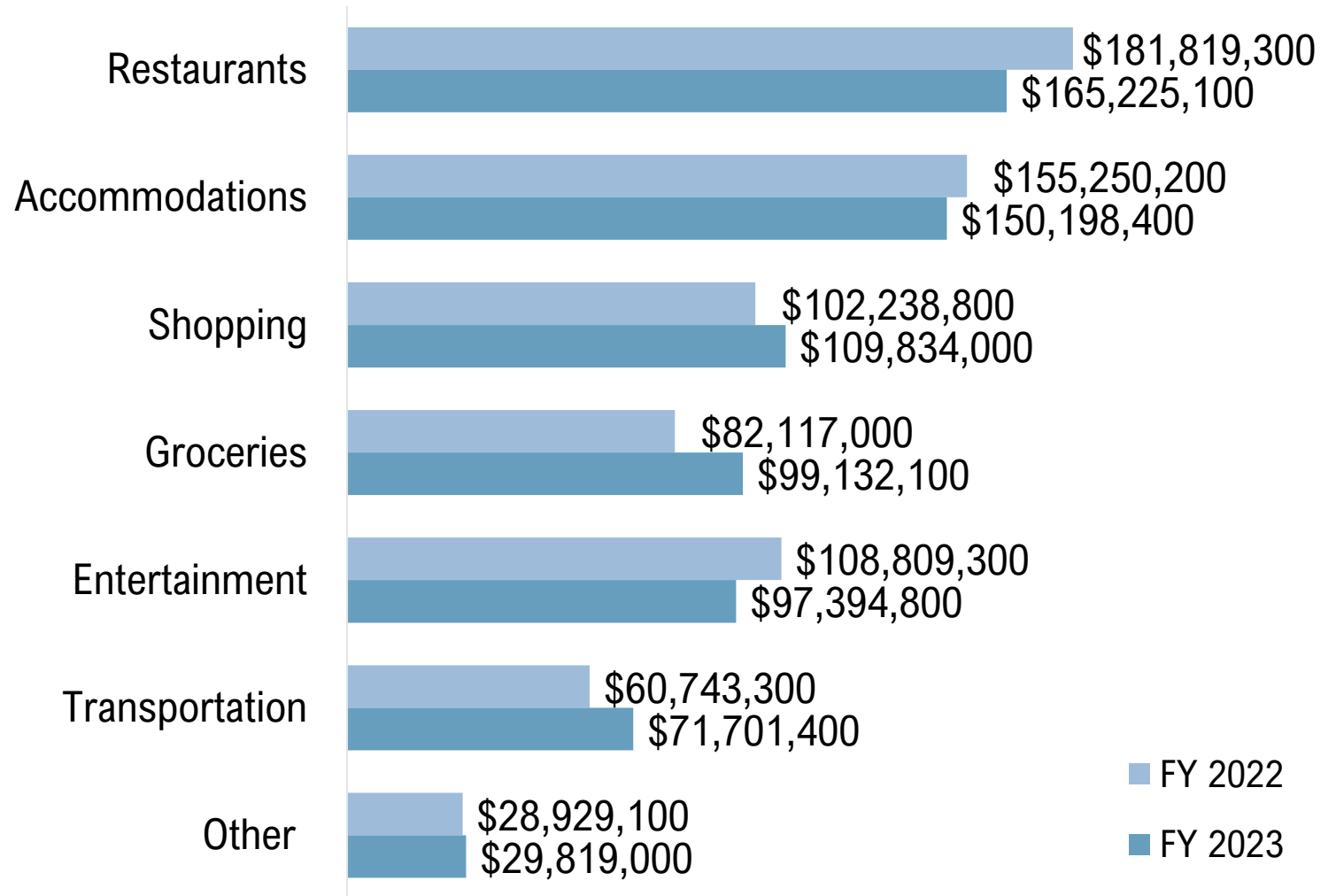


Direct Spending - 5 Year Period



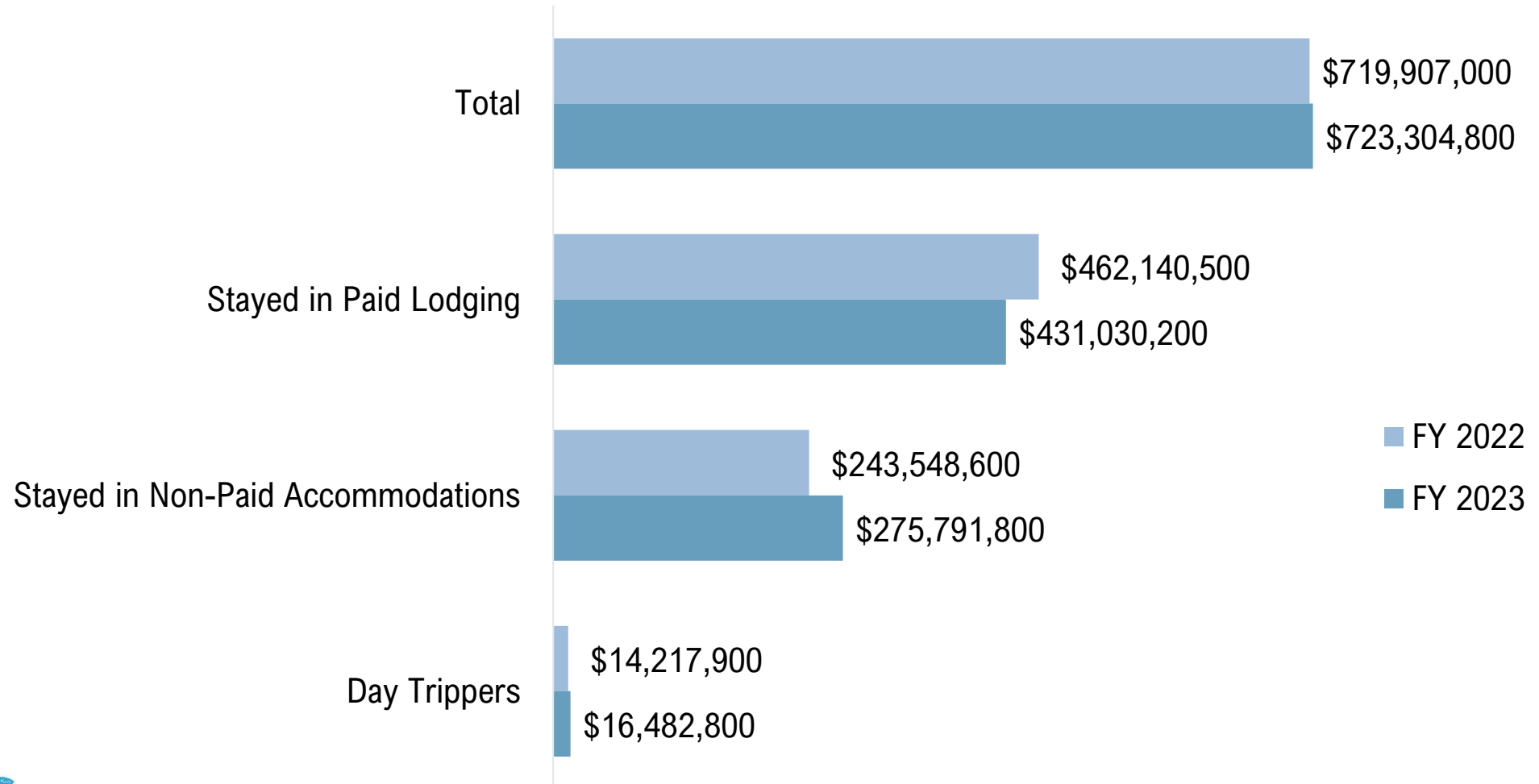
Visitors Spending by Category

- » Punta Gorda/Englewood Beach visitors spent **\$723,304,800** in Charlotte County in FY2023
- » Visitors spent +20% more on **groceries** and +18% more on **transportation** this year than last year
- » Visitors spent -11% on **entertainment** compared to last year

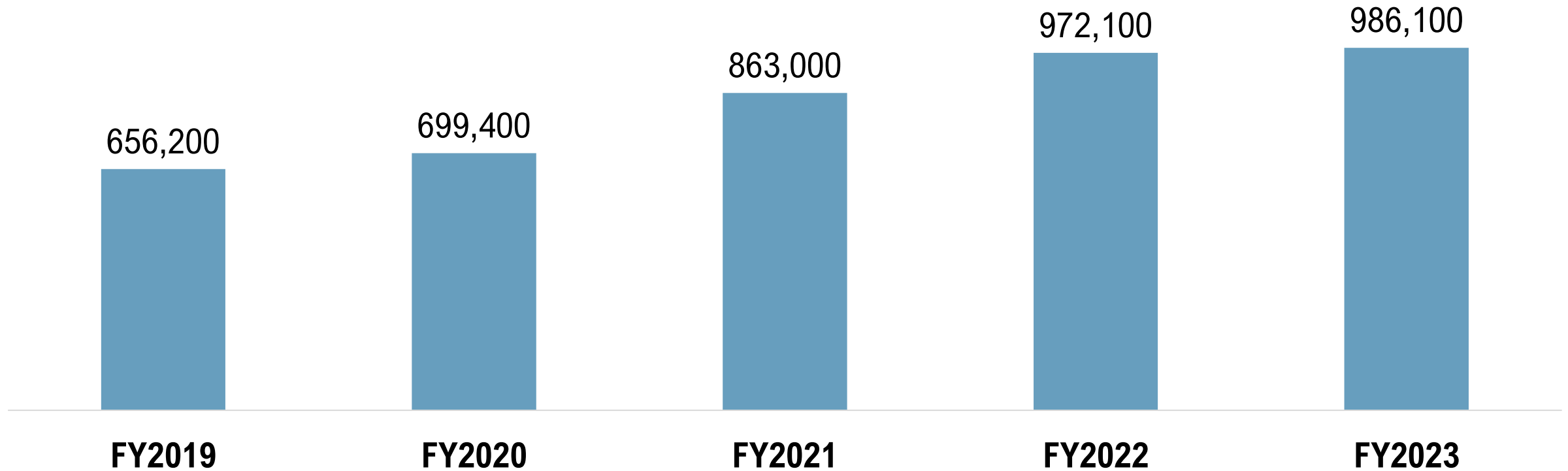


Direct Spending by Traveler Type

» **60%** of visitor spending was attributed to visitors staying in paid accommodations



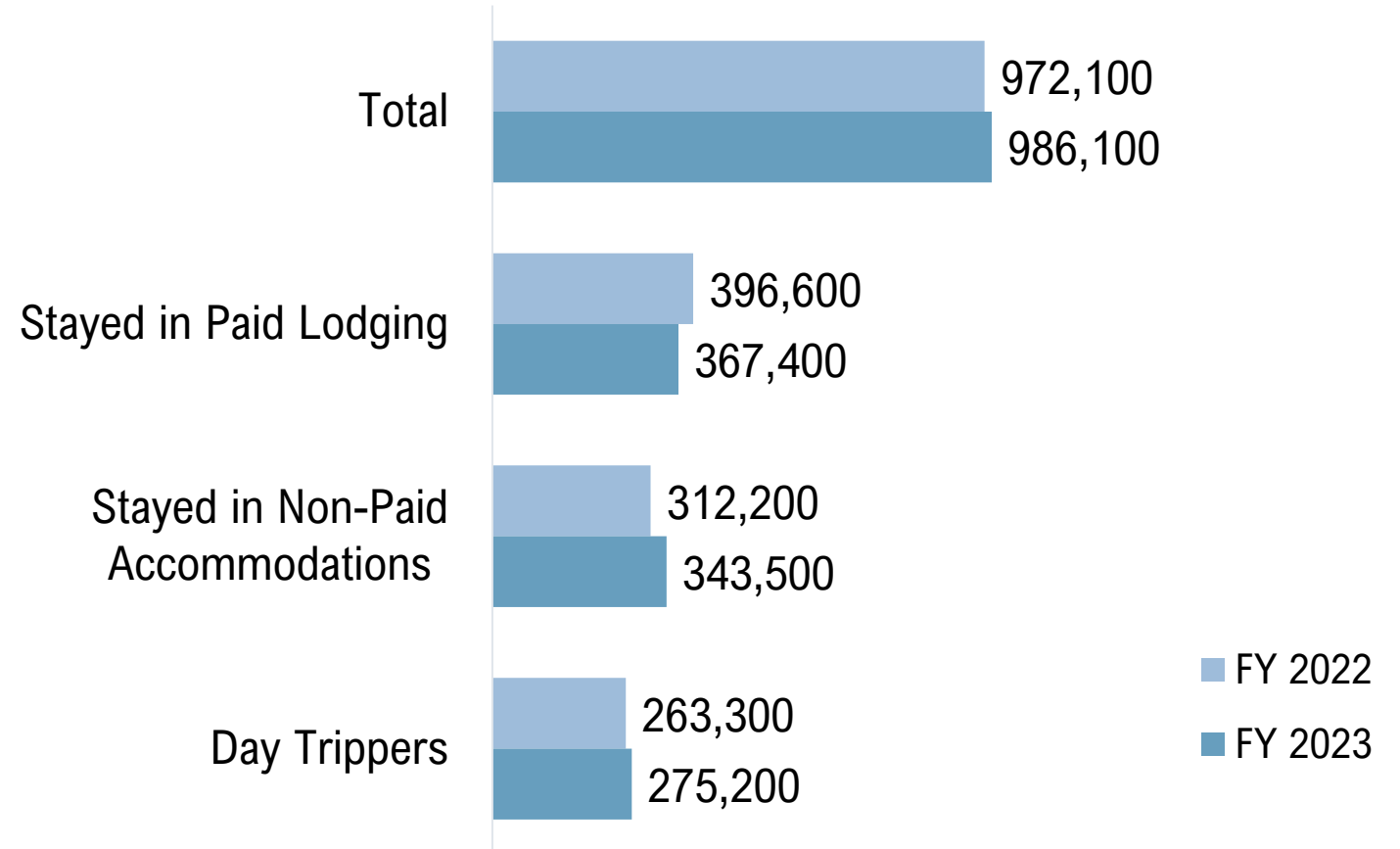
Visitors in the last 5 years



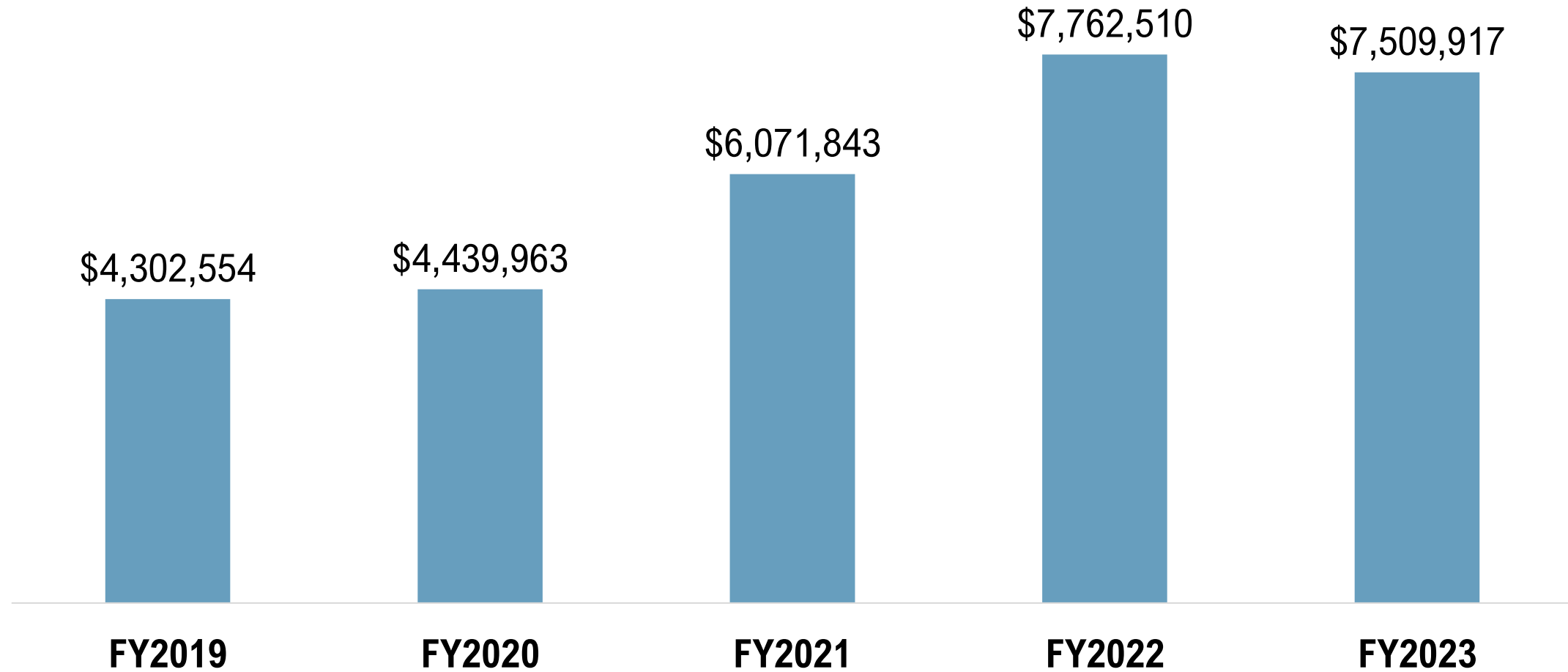
Traveler Type

» Punta Gorda/Englewood Beach attracted **986,100** visitors to Charlotte County in FY2023

» **38%** of visitors stayed in paid lodging



Tourism Development Tax in the last 5 years

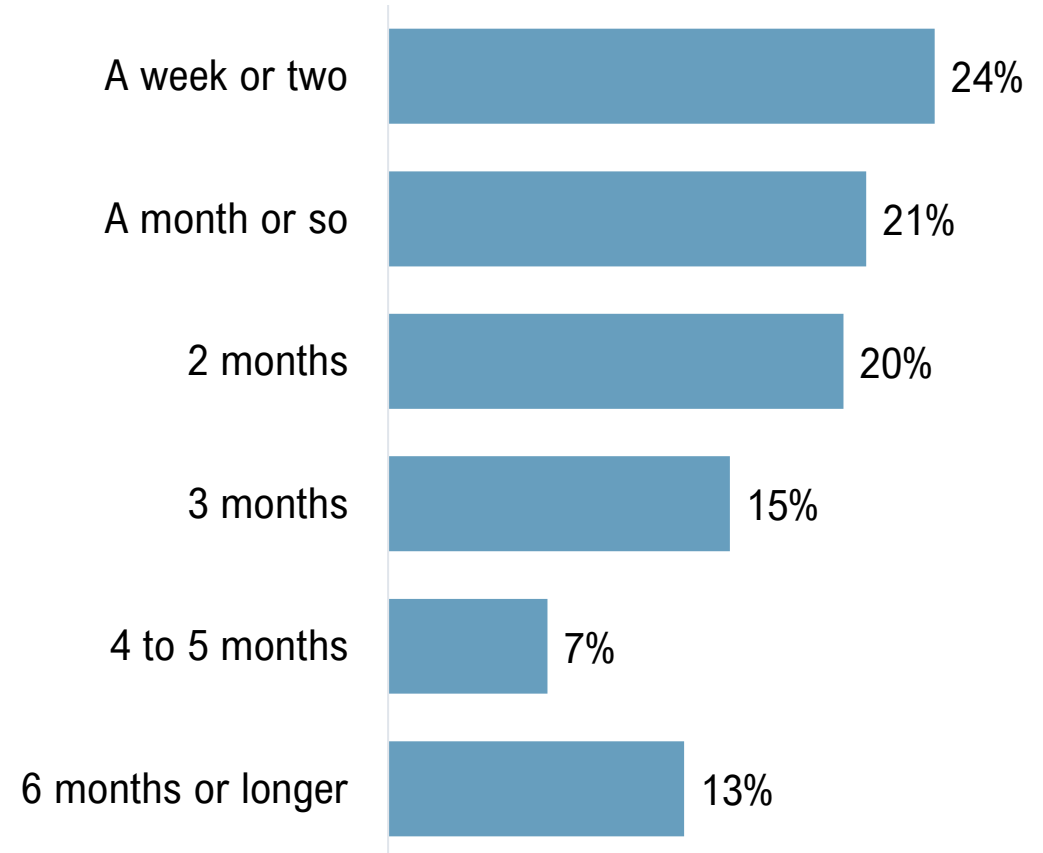


Visitor Journey – Pre-Visit



Trip Planning Cycle

- » 45% of visitors had **short planning windows** (less than a month)
- » **Over 1 in 3** visitors planned their trips at least 3 months in advance
- » The average trip planning window was **67 days**



Top Trip Planning Sources¹

- » **Nearly half** of visitors have used their previous experiences in Charlotte County to help plan their trip
- » **Over 2 in 5** visitors used the Internet, specifically **Google Search** and **airlines websites/apps** to help plan their trip
- » **Over 1 in 4** visitors asked their friends and co-workers to plan their trip

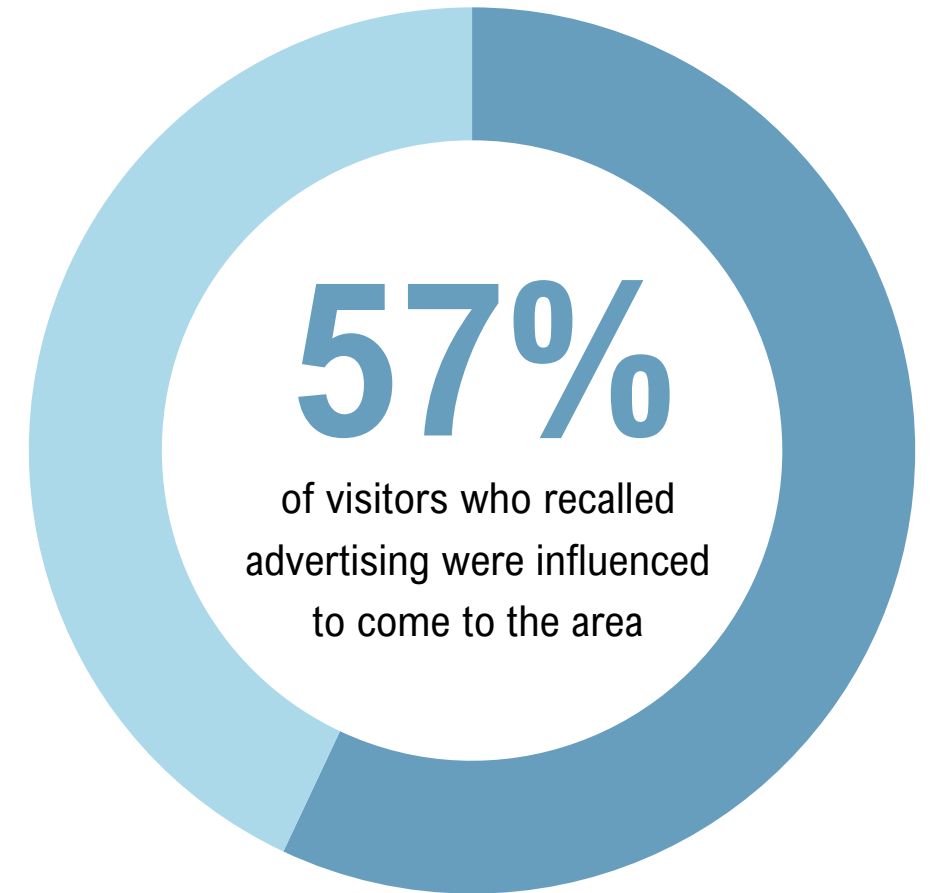
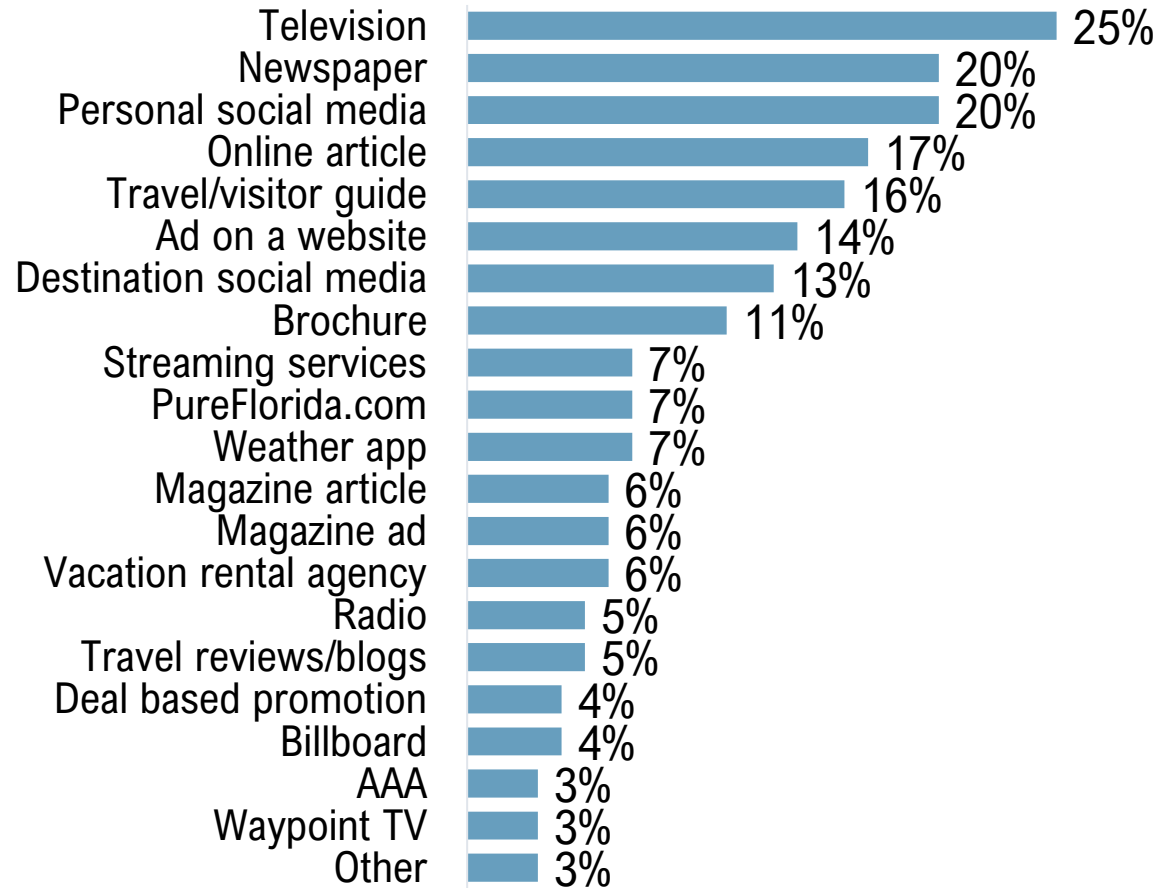
Top Trip Planning Sources

Previous Visit	46%
Internet	41%
Google Search	22%
Airline websites/apps	14%
Friend, co-worker, etc.	28%
Brochures/travel guides/visitor guides	5%
Pure Florida website	4%
Special events	3%
Business/conference/meeting information	3%
Newspaper	3%
Television	3%
Magazines	2%
Travel agent	2%
AAA	1%
Convention and Visitors Bureau	1%
Radio	1%
Other	2%

¹Multiple responses permitted.

Punta Gorda/Englewood Beach Promotions¹

» **15%** of visitors recalled 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 for the destination was highest among visitors staying in paid accommodations (18%)

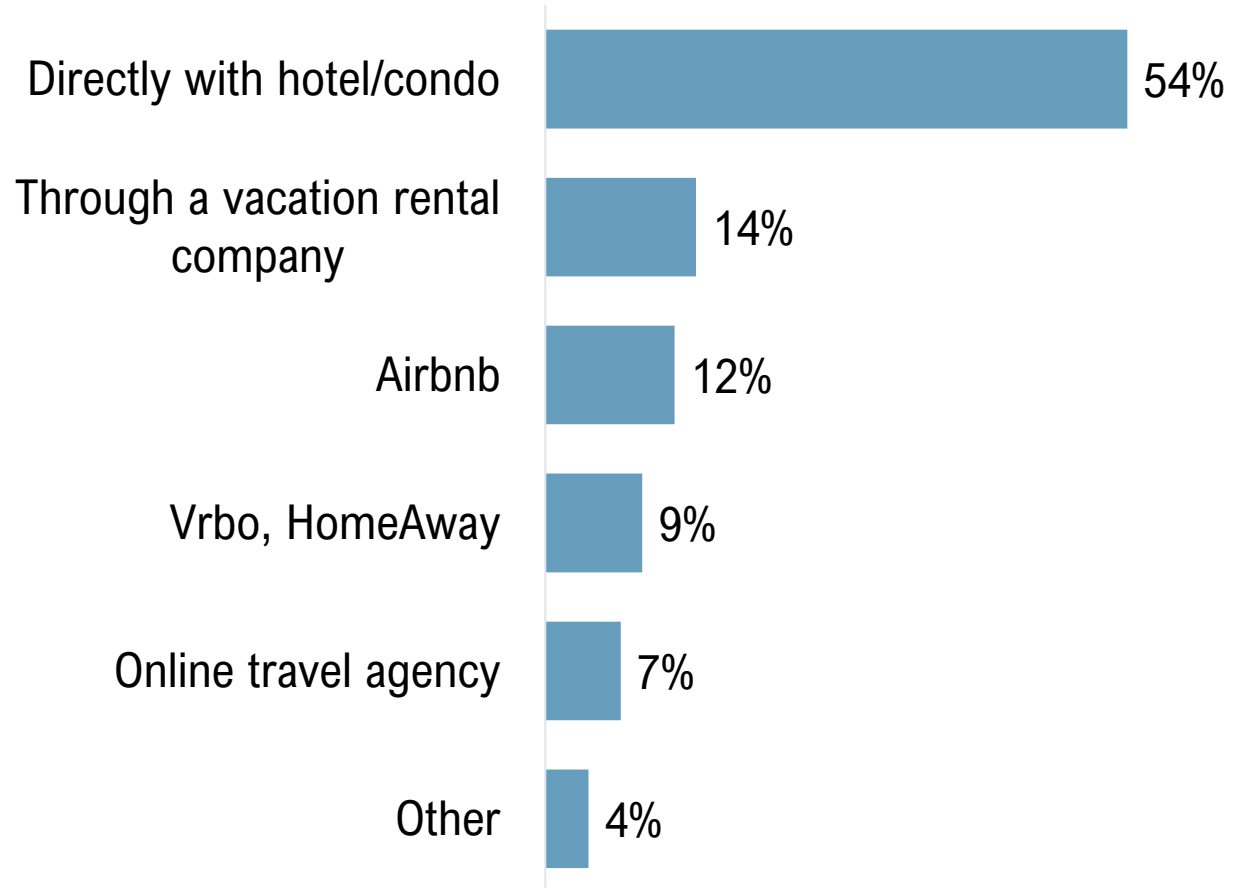
Recalled Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	18%	15%	14%	15%
No	77%	81%	81%	80%
Don't know	5%	4%	5%	5%

- » **Nearly 3 in 5 of all** visitors who saw promotions were impacted to visit

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	77%	47%	49%	57%
No	20%	49%	50%	40%
Don't know	3%	4%	1%	3%

Paid Accommodation Booking¹

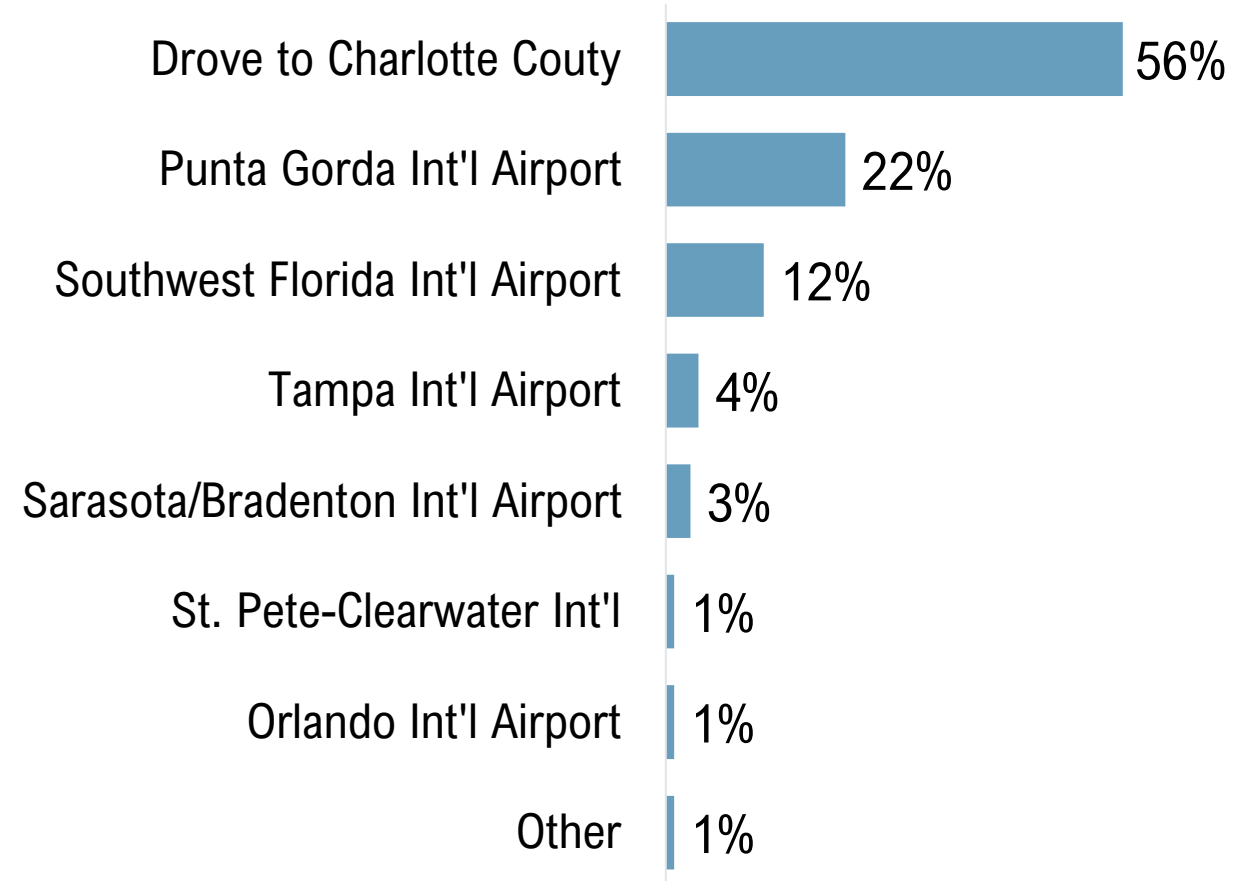
- » **Over 1 in 2** visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Vacation rental companies accounted for **over 1 in 7** bookings



¹ Visitors staying in paid accommodations.

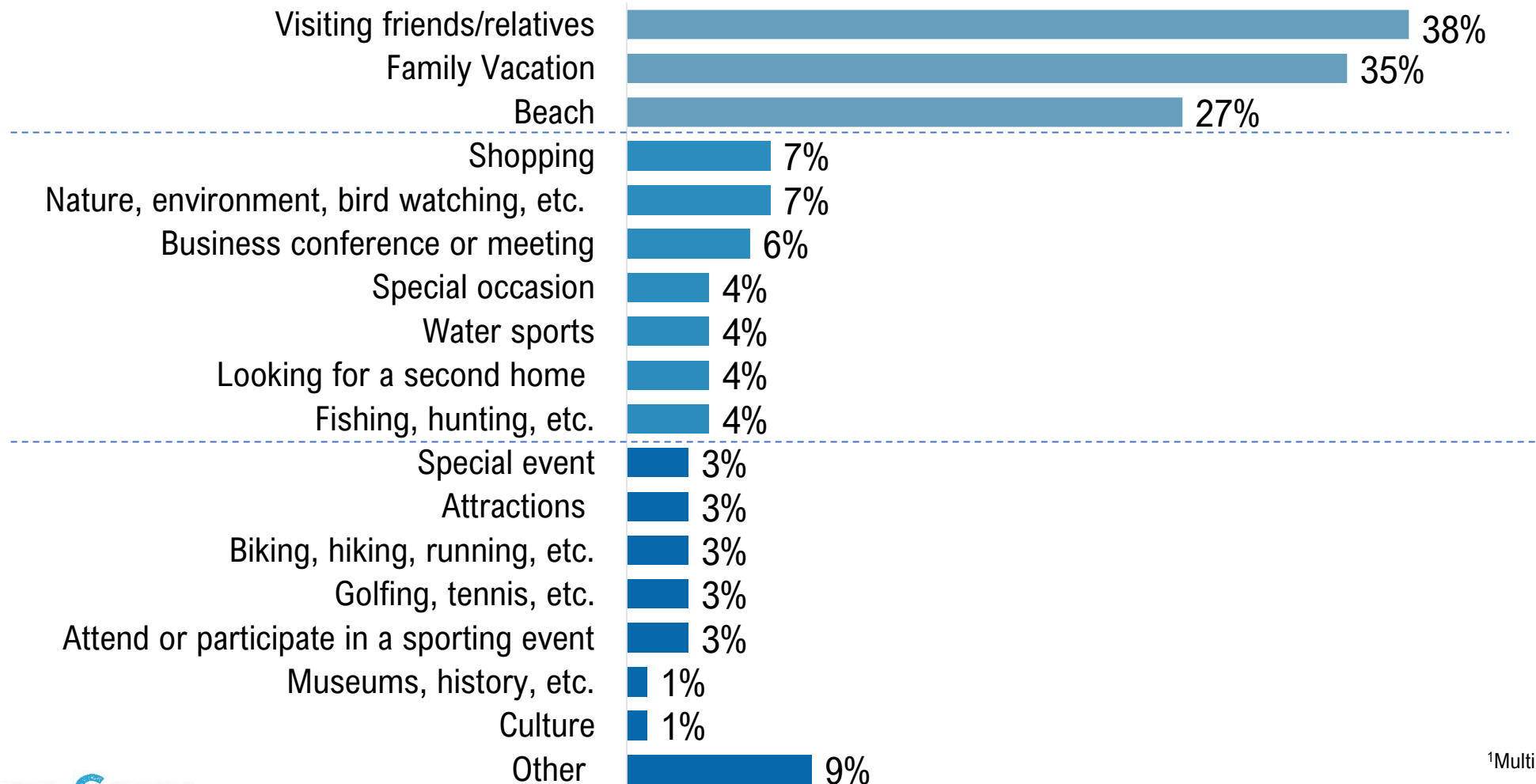
Visitor Transportation

- » **Over 1 in 2** visitors **drove** to Punta Gorda/Englewood Beach (**56%**)
- » **Over 1 in 5** visitors flew into the Punta Gorda Airport (**22%**)
- » **Over 1 in 9** visitors flew into Southwest Florida International Airport (**12%**)



Reasons for Visiting¹

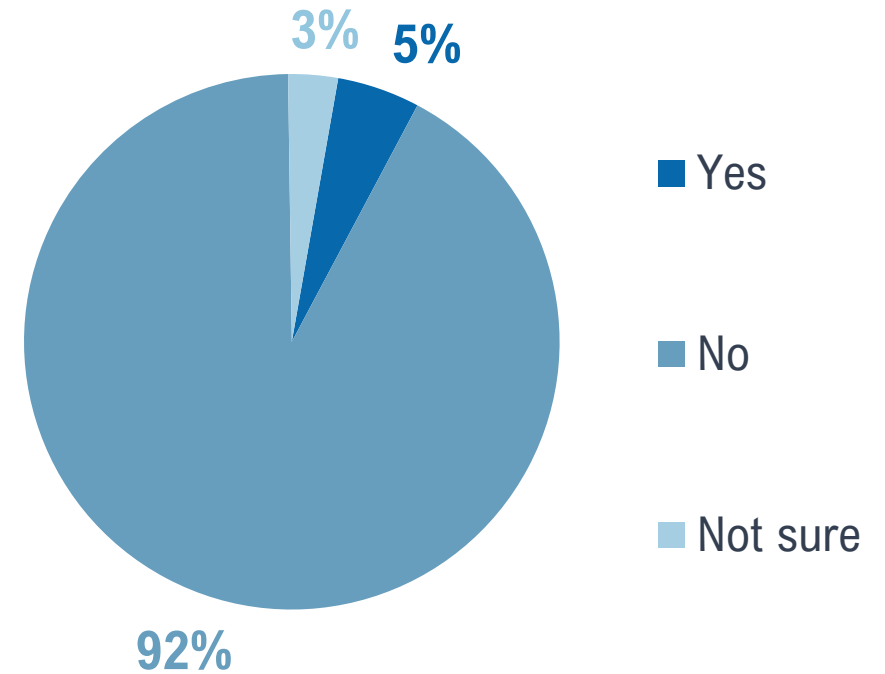
People come to Charlotte County to spend time with family and friends, to enjoy a family vacation and go to the beach



¹Multiple responses permitted.

Vacation Replacement

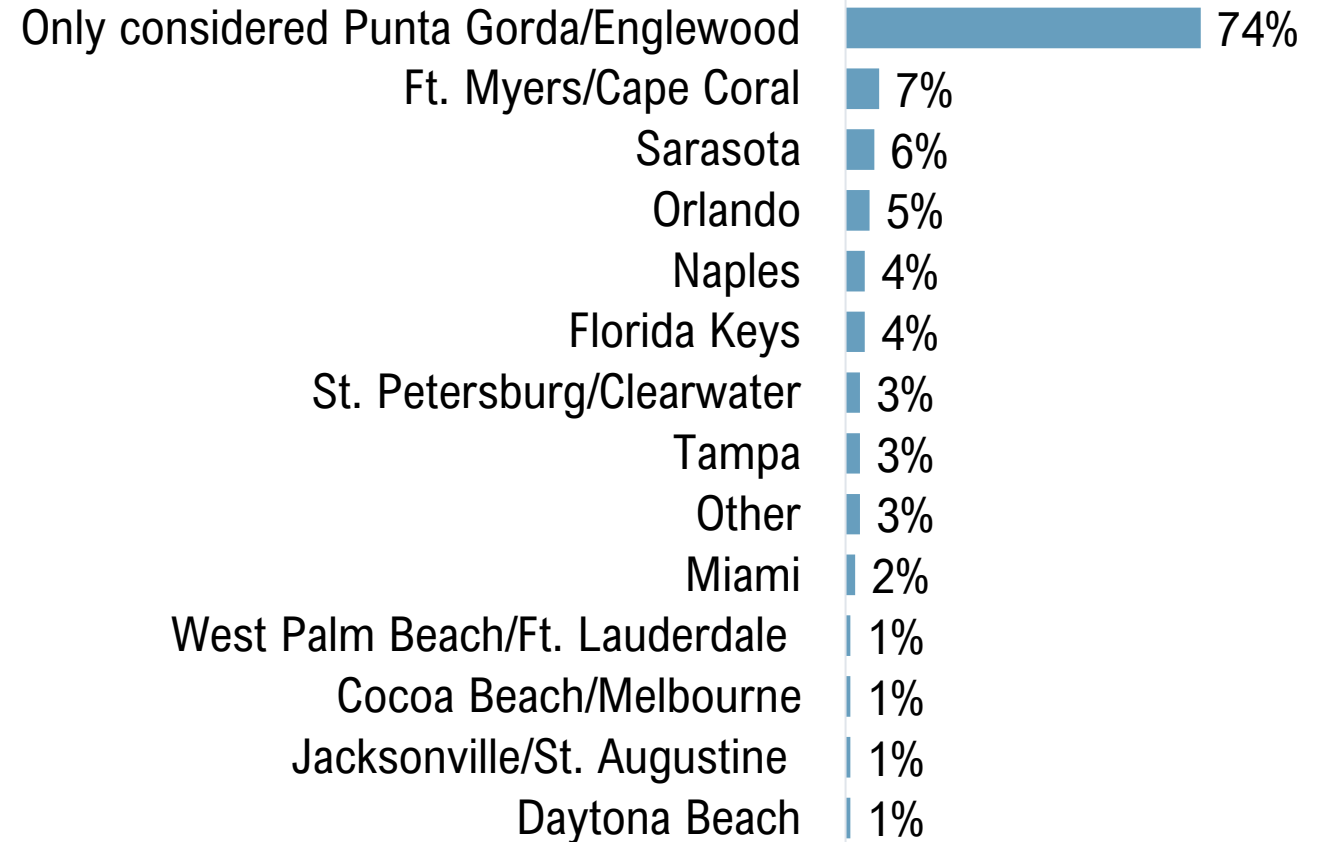
» 5% of visitors came to the Punta Gorda/Englewood Beach area rather than a previously planned destination



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

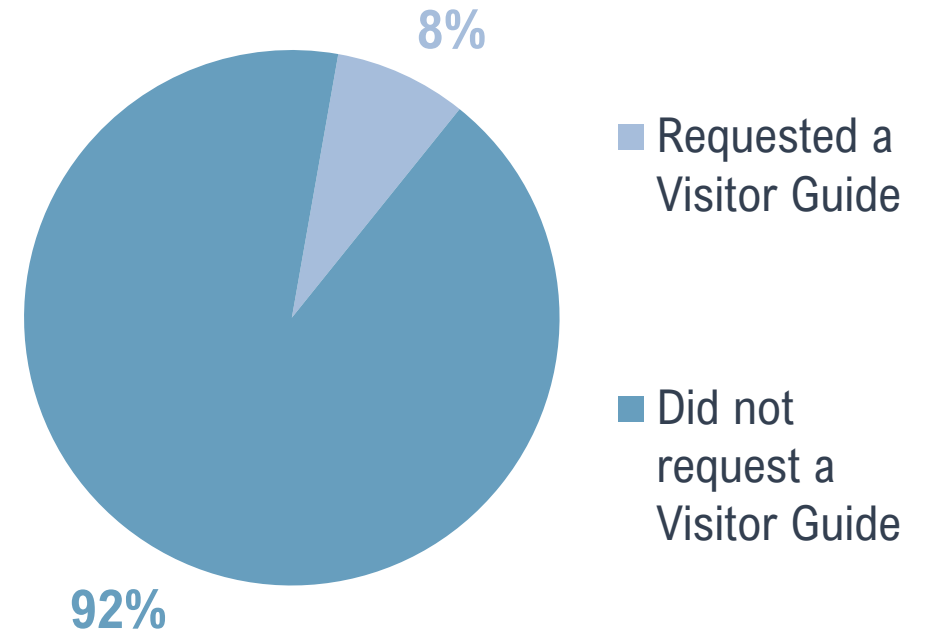
Other Destinations Considered¹

- » **Almost 3 in 4** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » **Ft. Myers/Cape Coral** is the main competitor with about **1 in 14** visitors considering this destination



Visitors Guide

- » 8% of visitors requested a Visitors Guide before their trip
 - » 4% requested a print version
 - » 4% requested an online version
- » Visitors Guide received a rating of **7.8 out of 10.0¹**

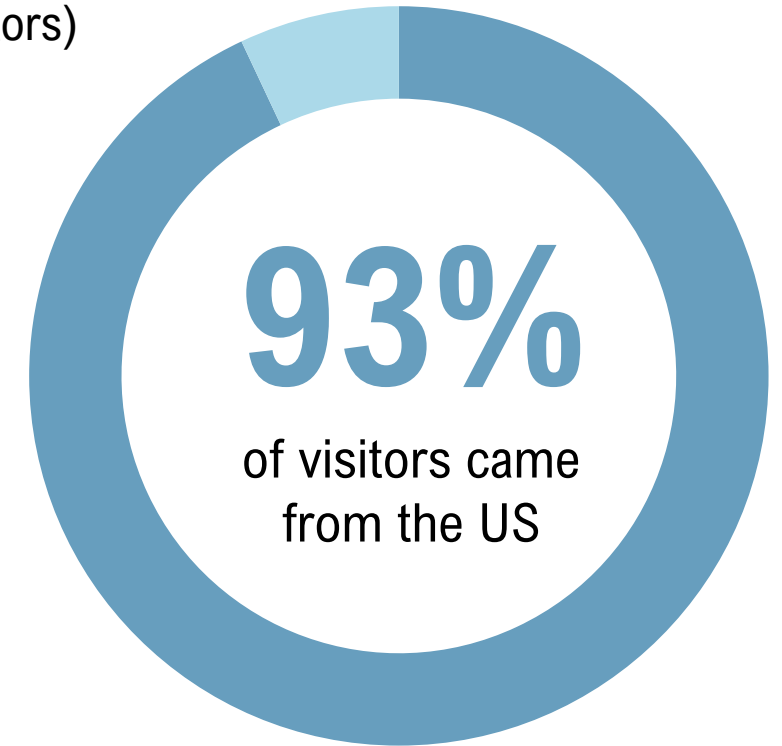
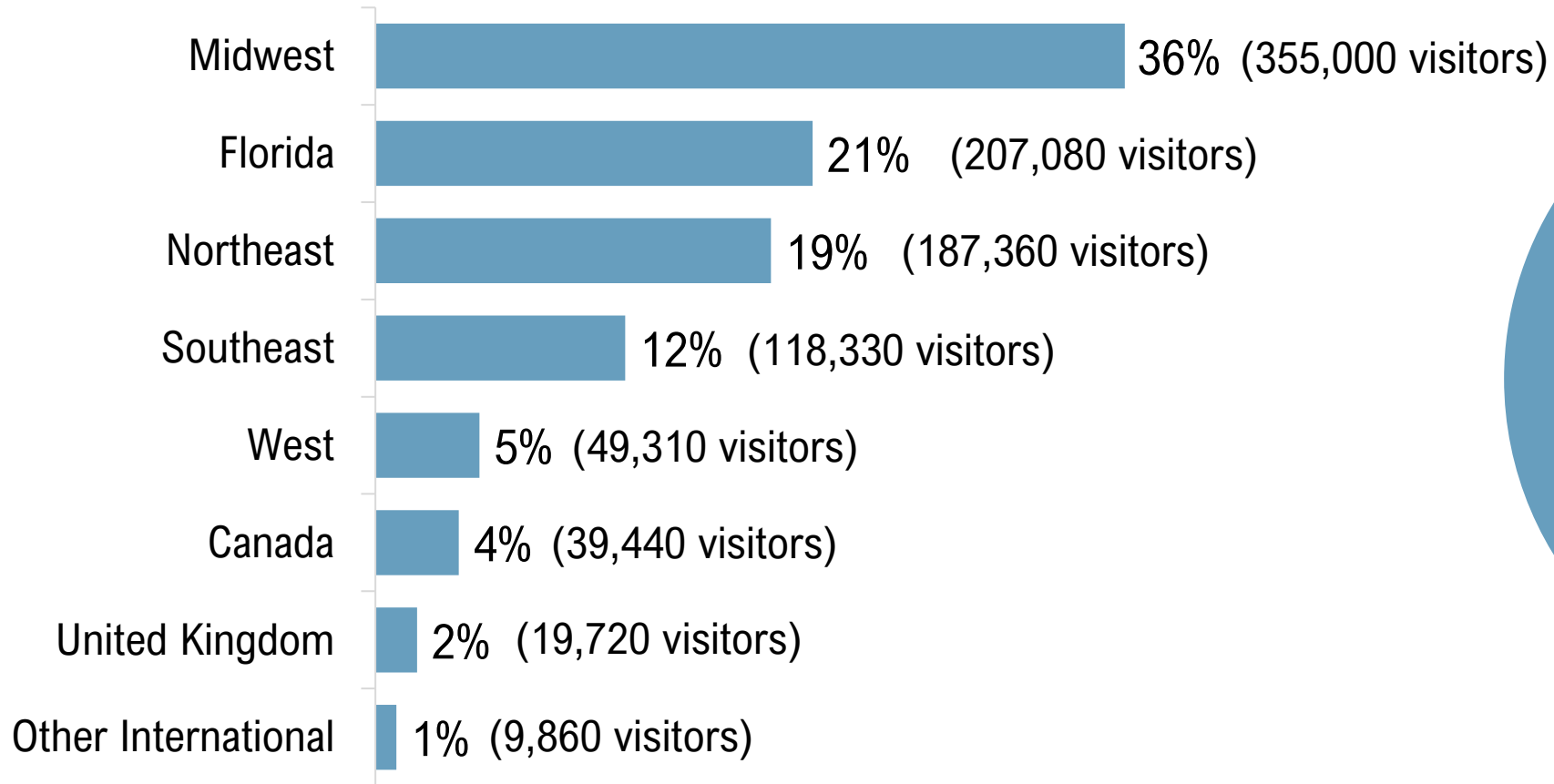


¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile

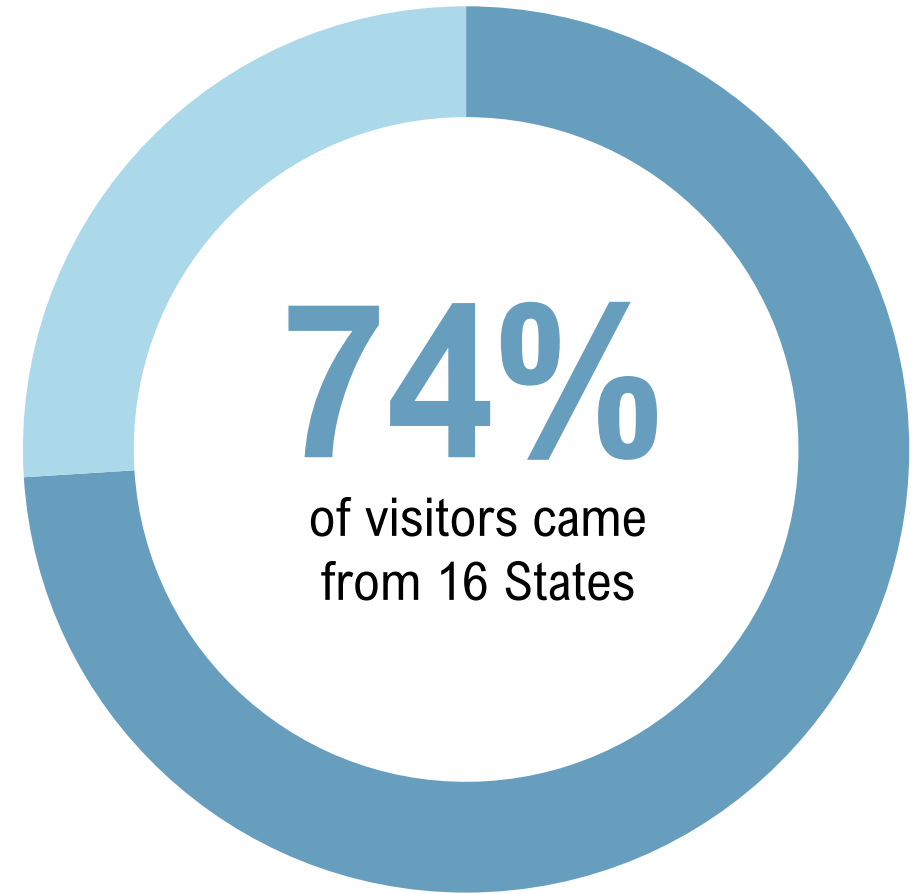


Origin of Visitors¹



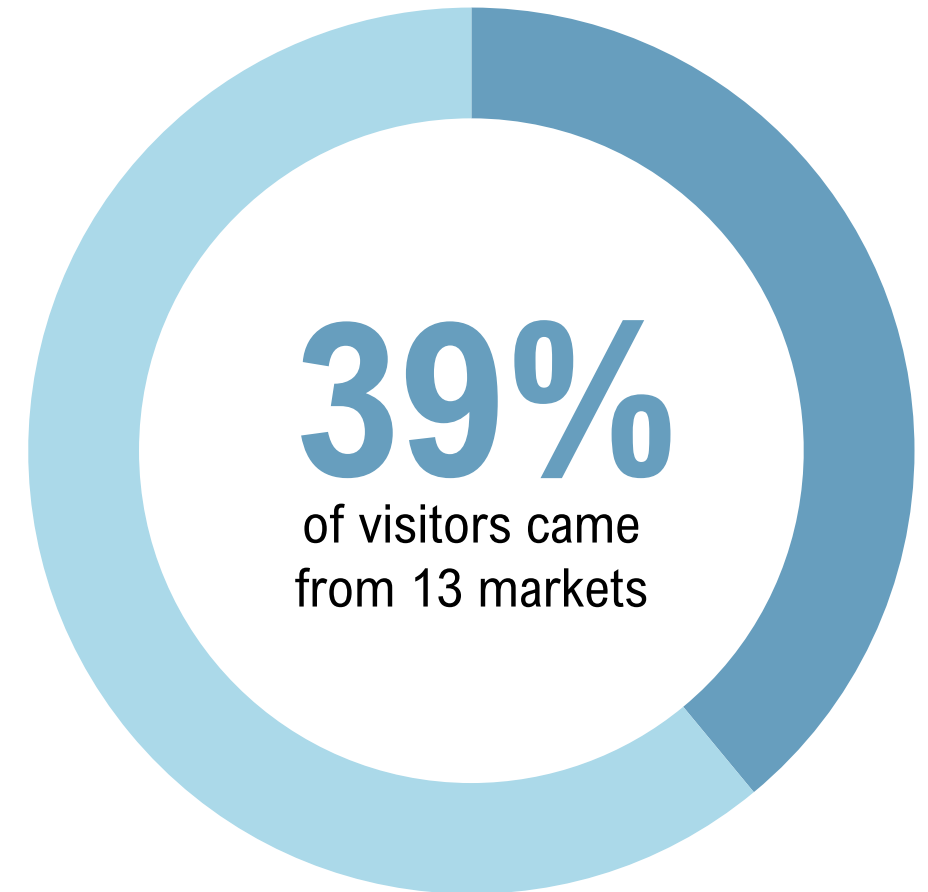
Origin of Visitors

Origin	Percentage of Visitors	Number of Visitors
Florida	21%	207,080
Ohio	8%	78,890
Michigan	6%	59,170
Illinois	5%	49,310
Indiana	5%	49,310
New York	5%	49,310
Pennsylvania	5%	49,310
Massachusetts	3%	29,580
Kentucky	2%	19,720
Minnesota	2%	19,720
Missouri	2%	19,720
New Jersey	2%	19,720
North Carolina	2%	19,720
Tennessee	2%	19,720
Texas	2%	19,720
Wisconsin	2%	19,720



Origin of Visitors

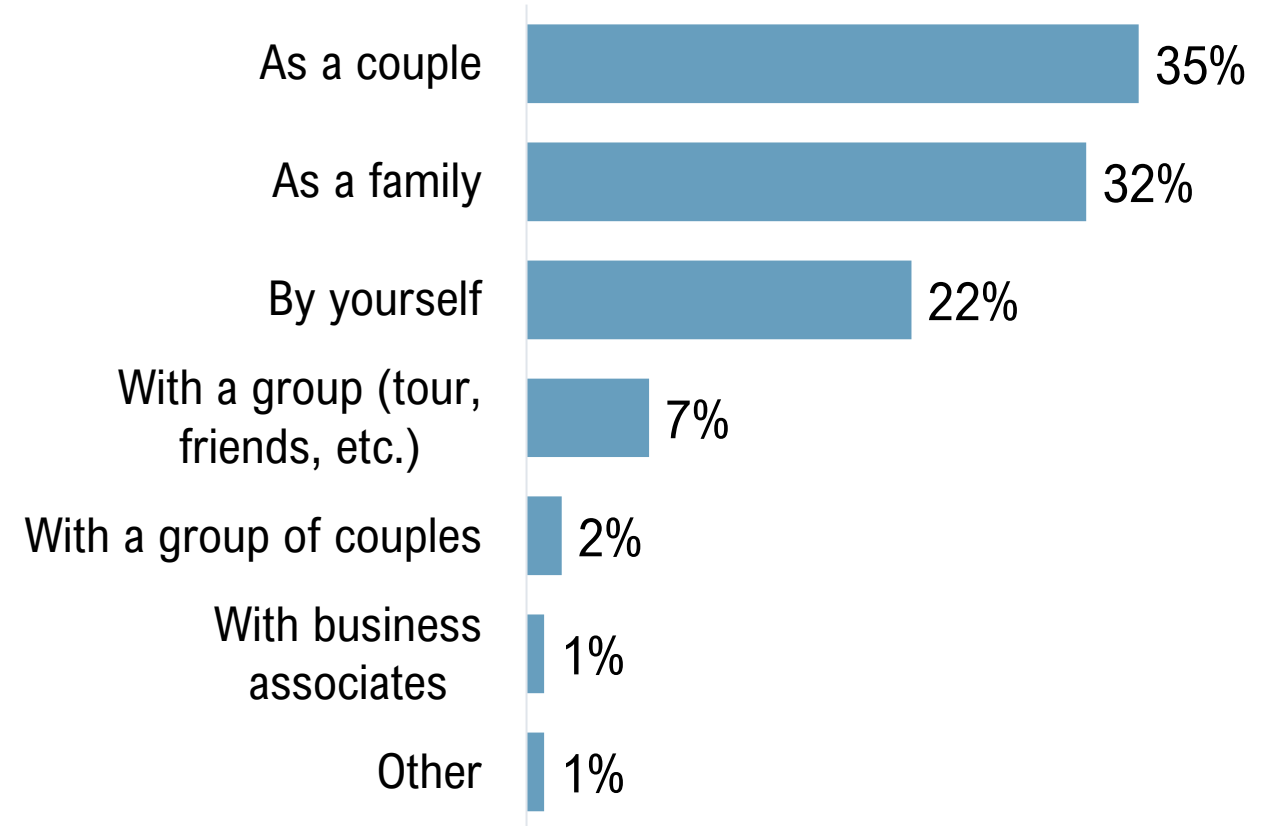
Market	Percentage of Visitors	Number of Visitors
Naples-Ft. Myers	6.4%	63,110
Sarasota	6.0%	59,180
New York City ¹	3.8%	37,470
Tampa-St. Petersburg	3.2%	31,560
Cincinnati	2.6%	25,640
Chicago	2.4%	23,670
Indianapolis	2.3%	22,680
Philadelphia	2.3%	22,680
Boston	2.2%	21,690
Detroit	2.2%	21,690
Cleveland-Akron	2.0%	19,720
Minneapolis-St. Paul	2.0%	19,720
Orlando-Daytona Beach-Melbourne	2.0%	19,720



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

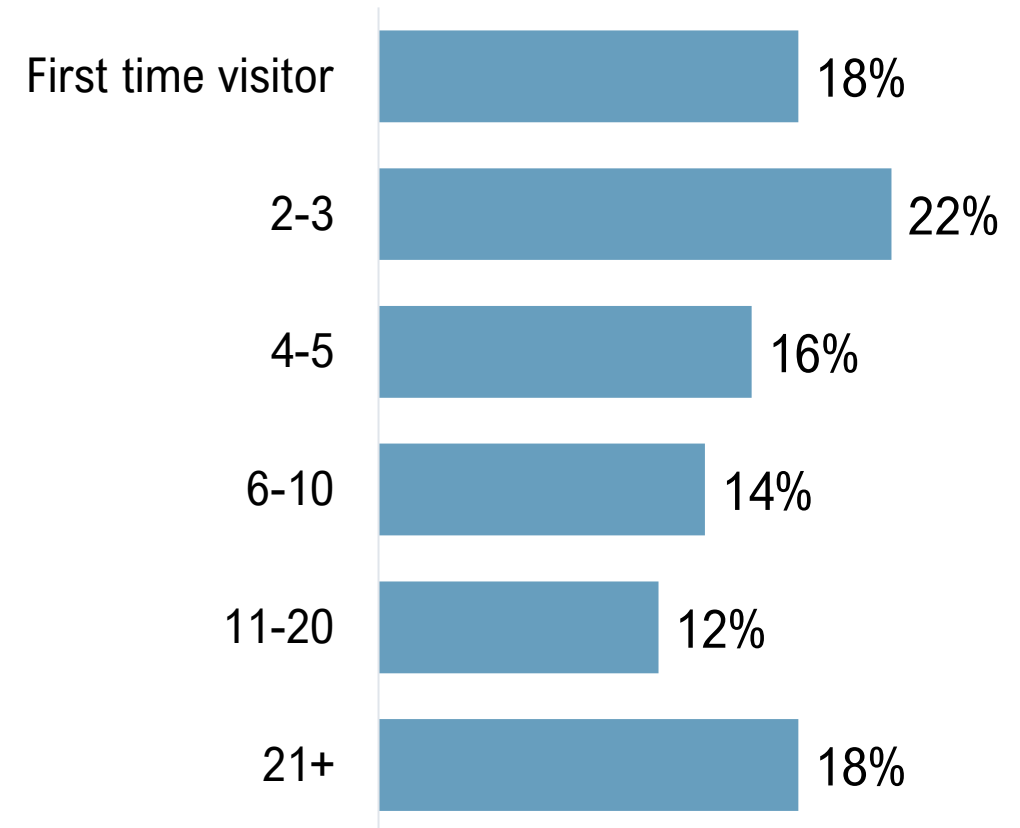
Travel Parties

- » The typical visitor traveled in a party composed of **2.7** people
- » **30%** traveled with children under the age of 20 (**-4% pts** from FY2022)
- » More than **1 in 3** travel parties traveled as a couple



Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitors spent **7.0¹** nights in Punta Gorda/Englewood Beach
 - » When including long term visitors², average nights stayed is **14.0**
- » **18%** were first time visitors
- » **30%** had visited more than 10 times



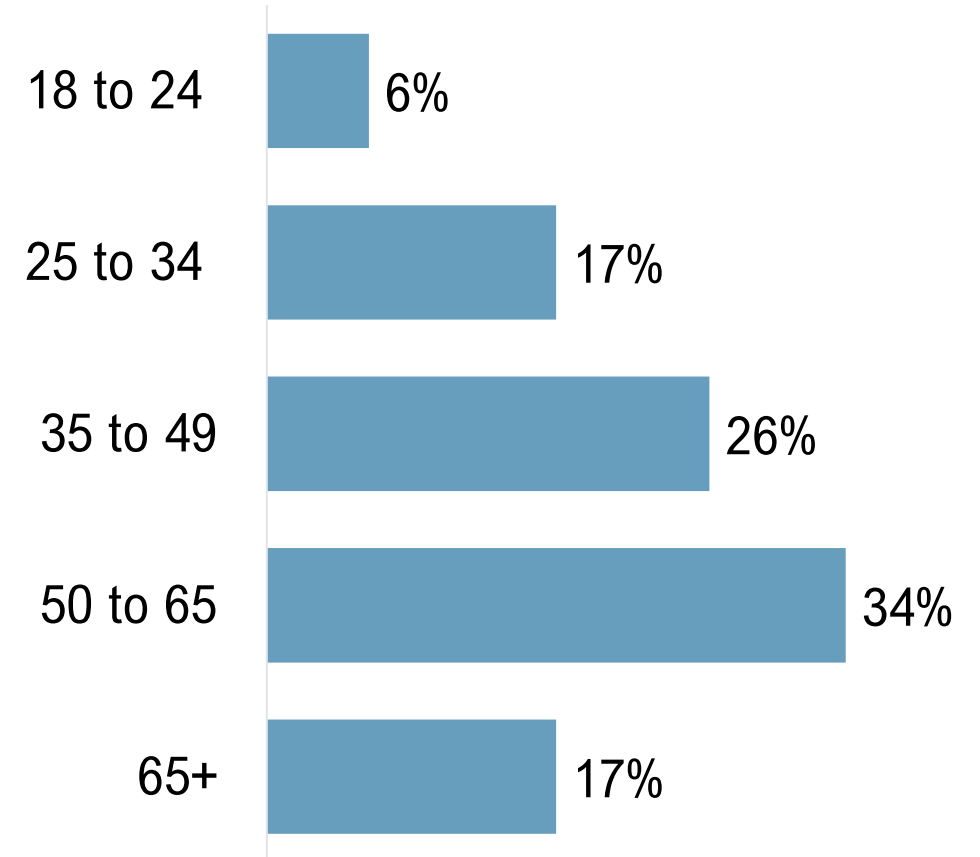
Punta Gorda/Englewood Length of Stay

- » Visitors who stayed in non-paid accommodations spent more time in Charlotte County than the average visitor

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
<i>Length of Stay</i>	8.4	10.3	1.0	7.0
<i>Travel Party Size</i>	2.9	2.7	2.6	2.7

Age

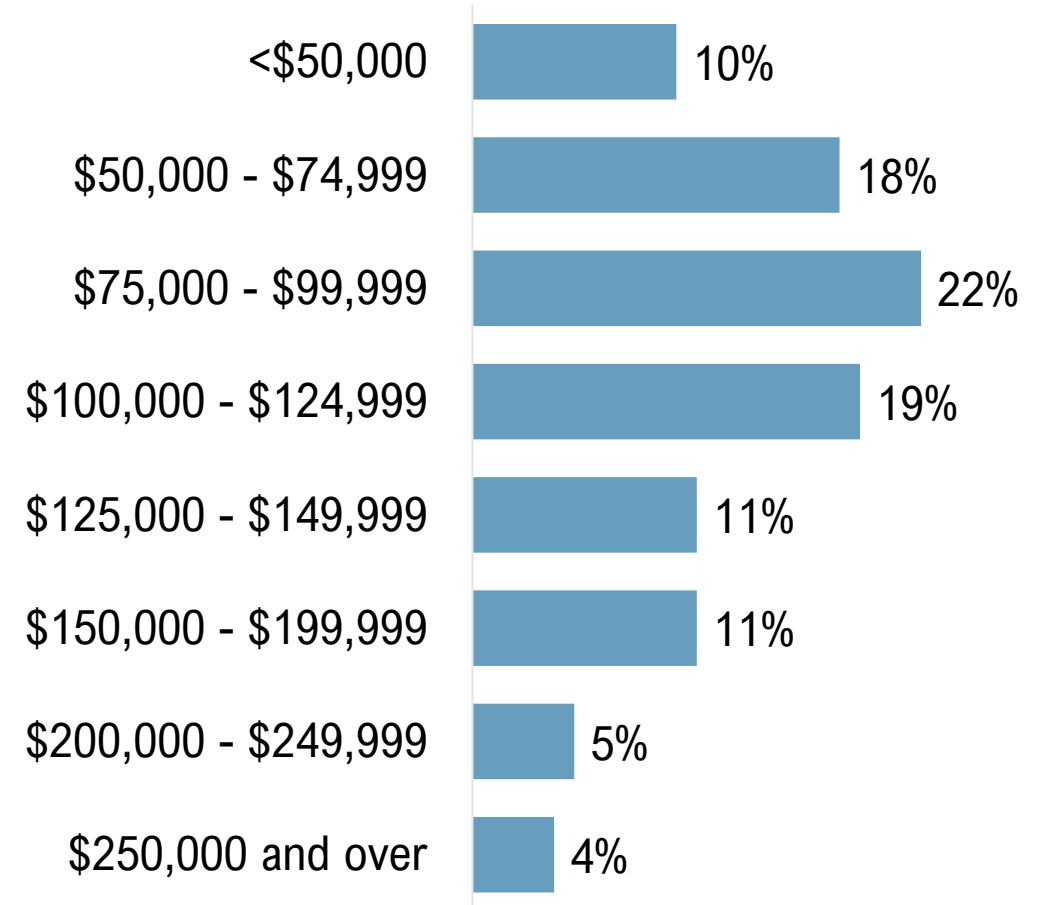
» **50** is the median age of visitors in FY2023



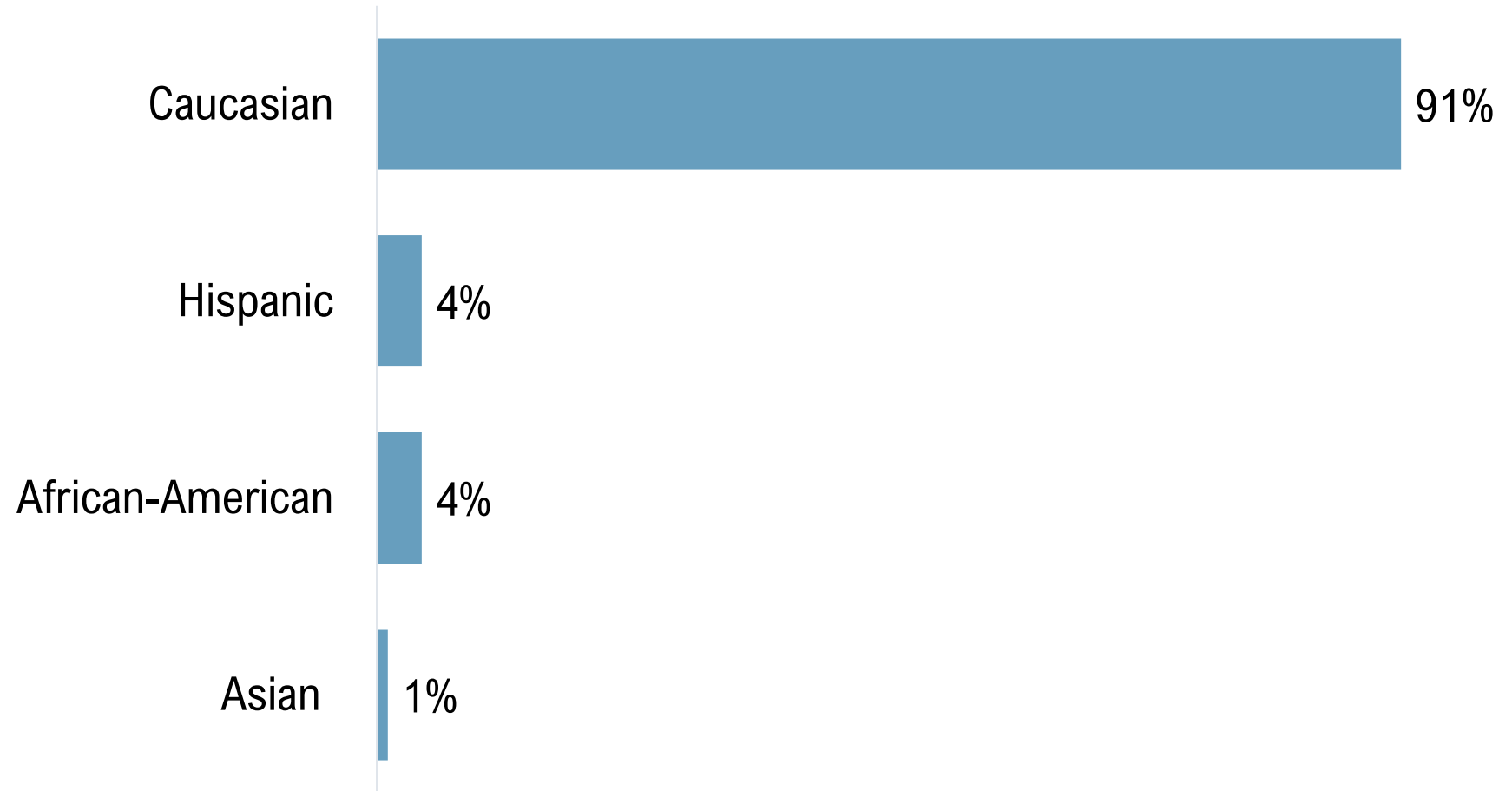
Household Income in FY2022

Median Household Income

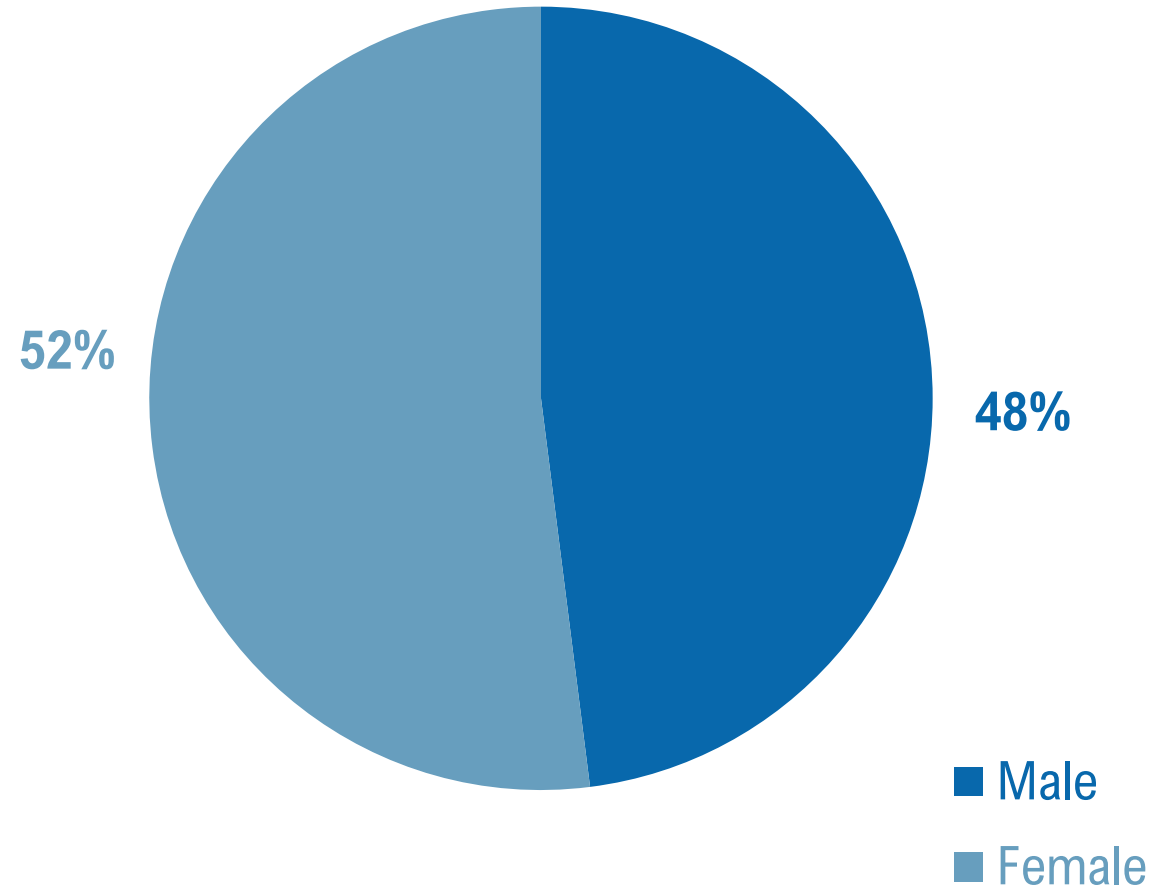
- » **\$100,000** is the median household income for FY2023 visitors
- » **1 in 2** visitors had a household income in excess of \$100,000



Race/Ethnicity



Gender

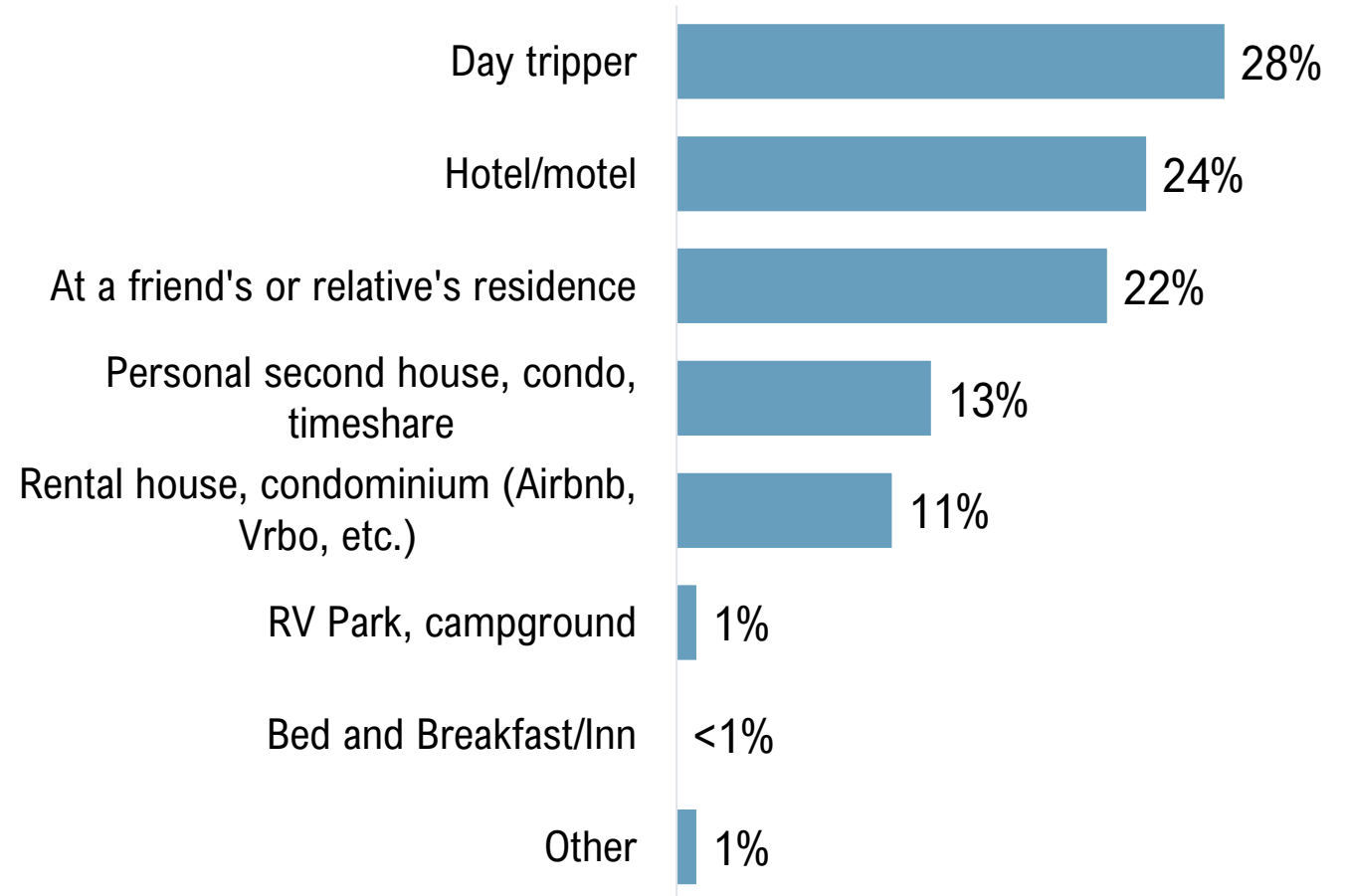


Visitor Journey – Trip Experience

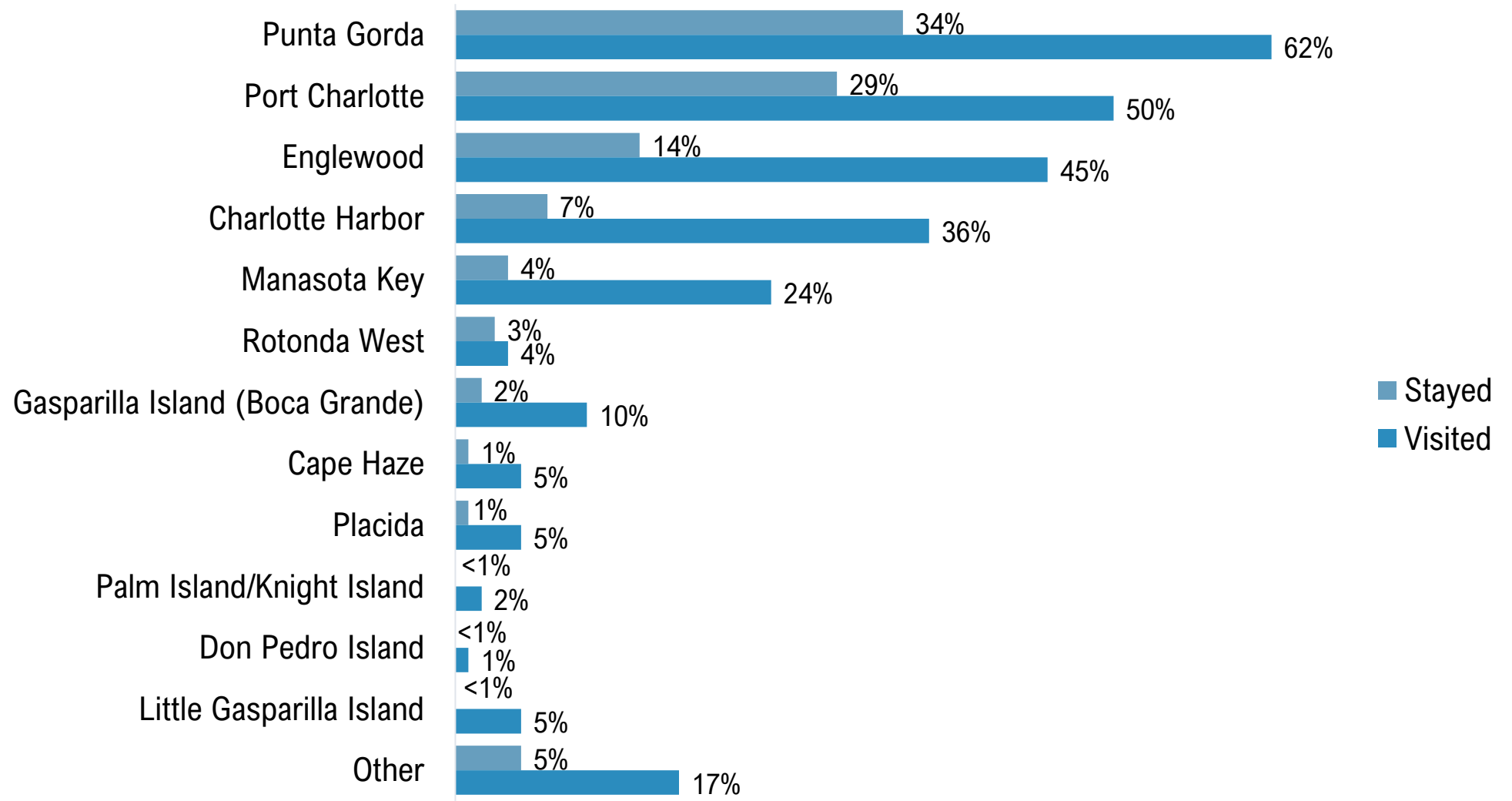


Visitor Accommodations

- » **72%** of visitors stayed overnight in Punta Gorda/Englewood Beach
- » **About 1 in 4** visitors stayed in a hotel, motel or resort
- » **Over 1 in 5** stayed with friends or family

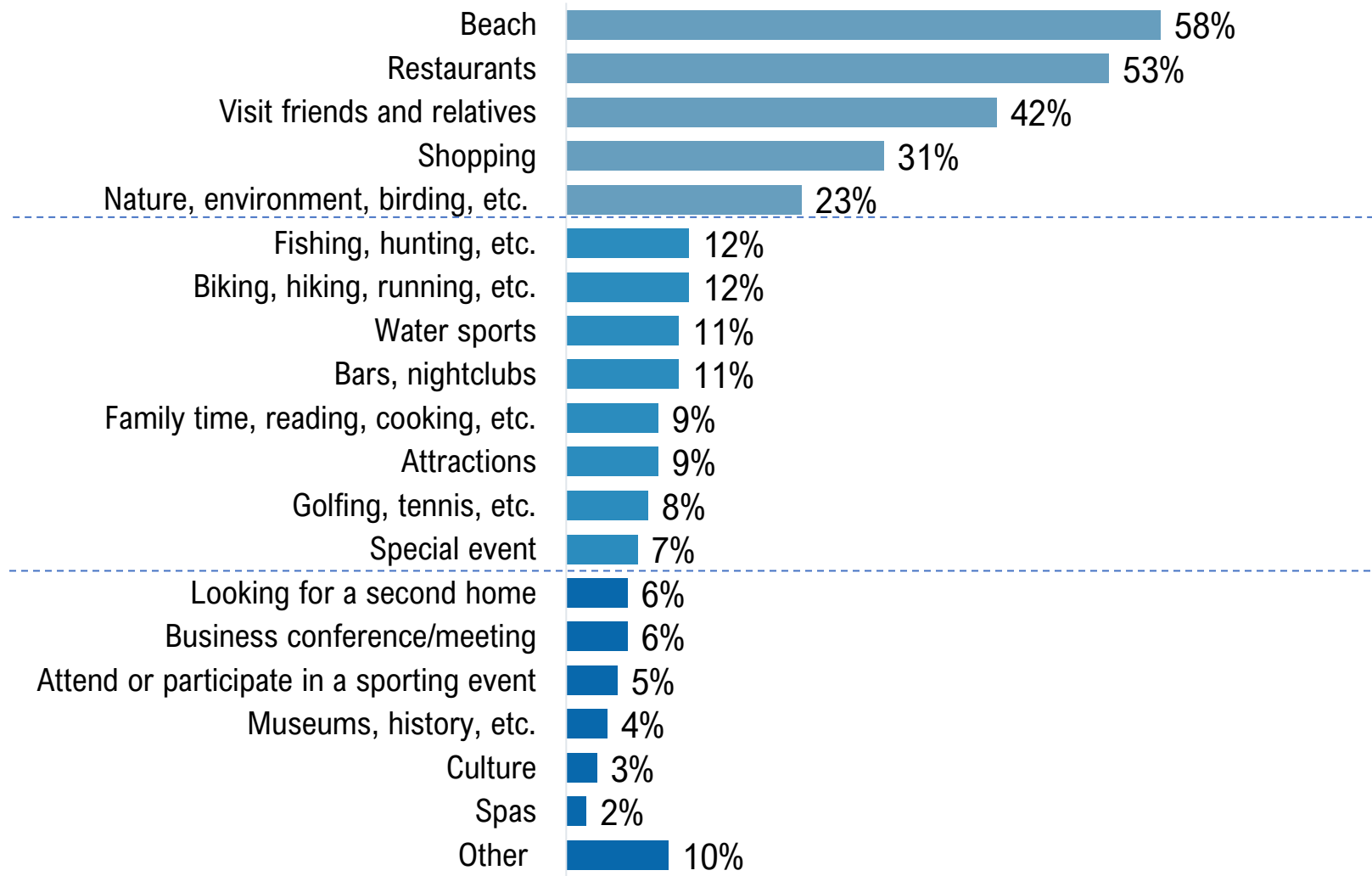


Area Stayed vs. Areas Visited¹



¹Multiple responses permitted.

Visitor Activities¹

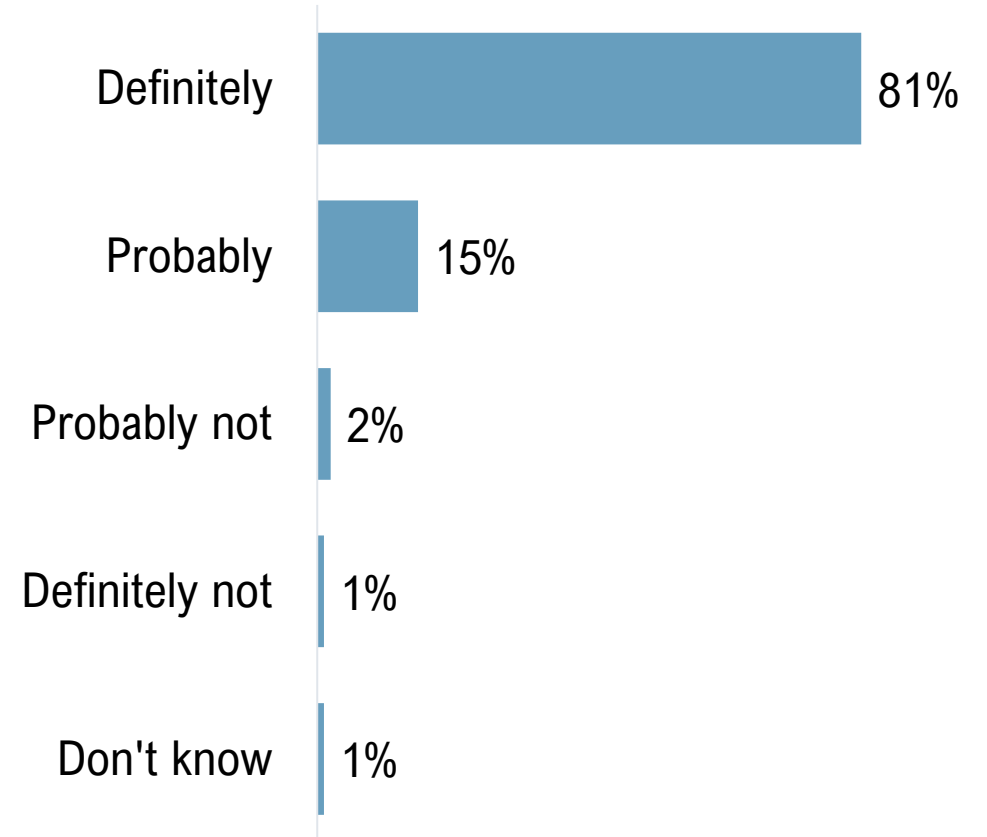


Visitor Journey – Post-Trip Evaluation



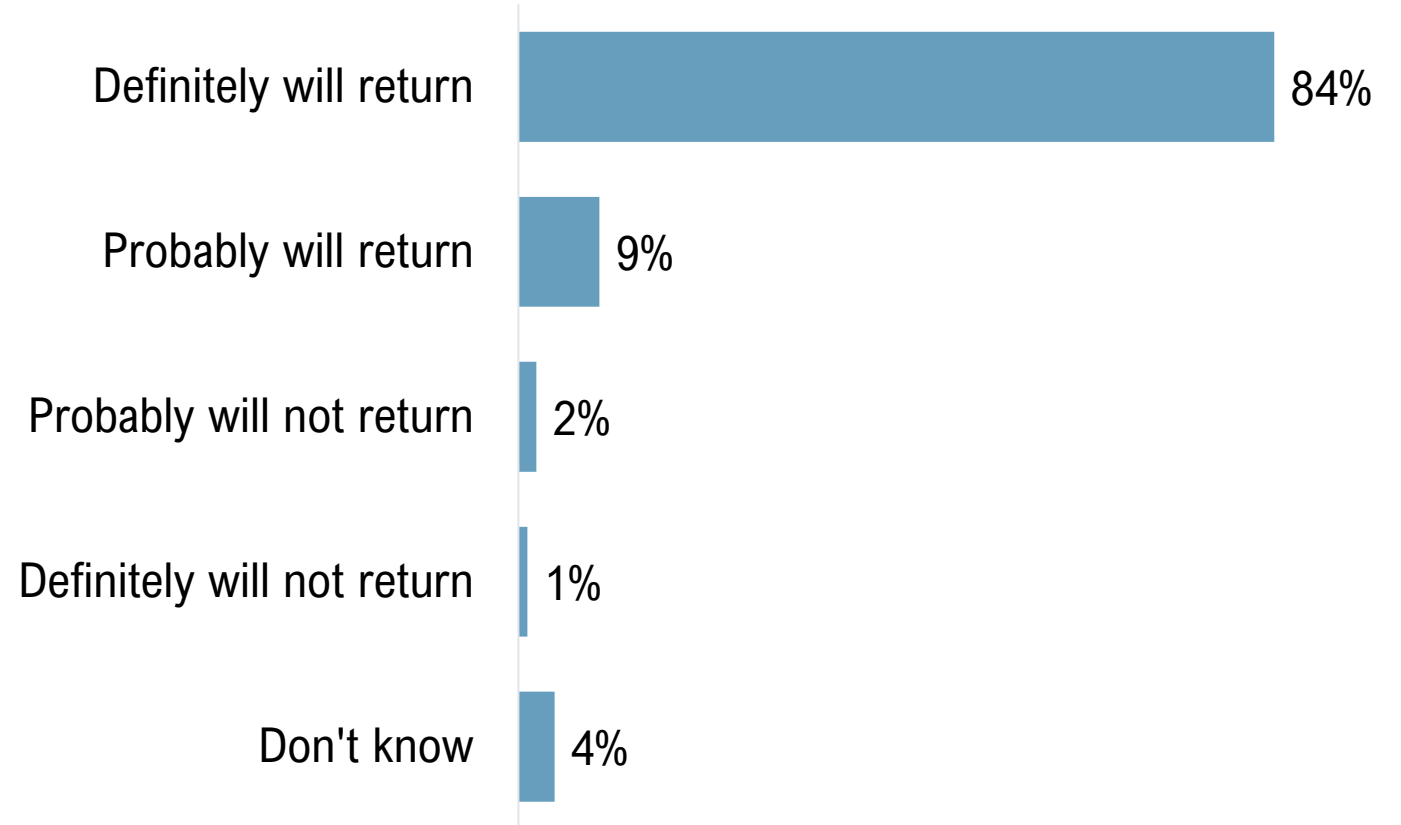
Visitors' Likelihood to Recommend Charlotte County

» **96%** would recommend Punta Gorda/Englewood Beach to a friend (**81%** would definitely recommend)



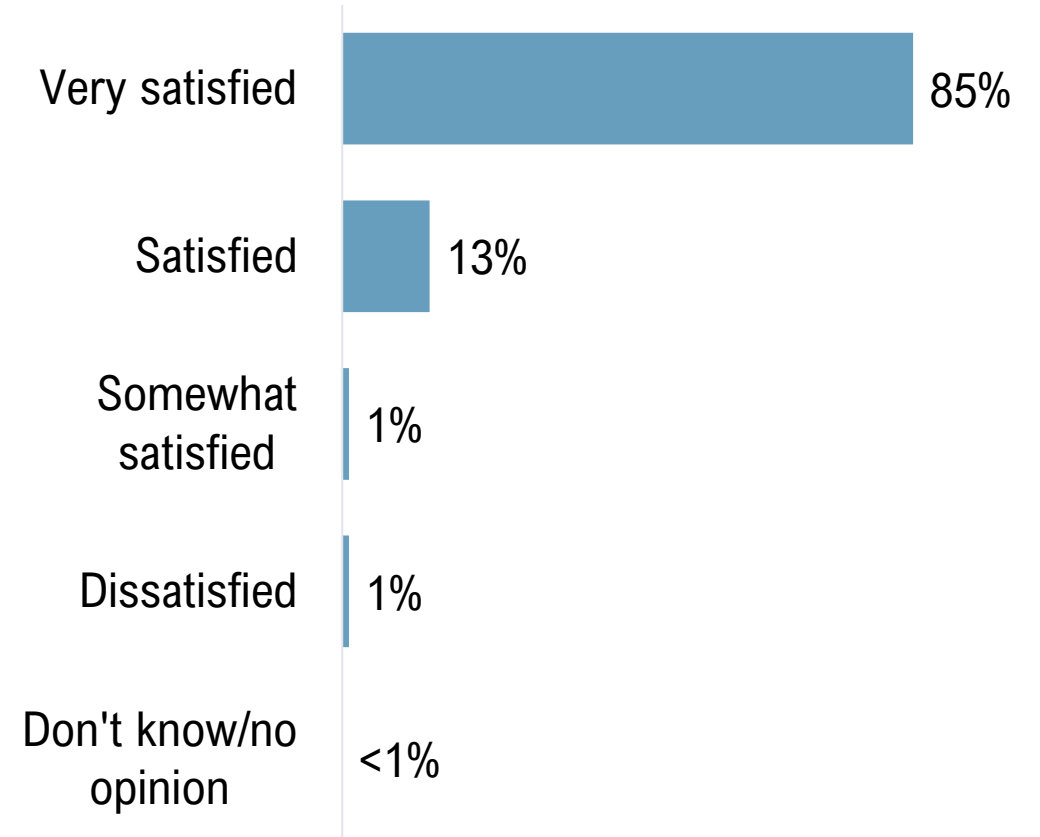
Return Visitation

» **93%** said they will return to Charlotte county



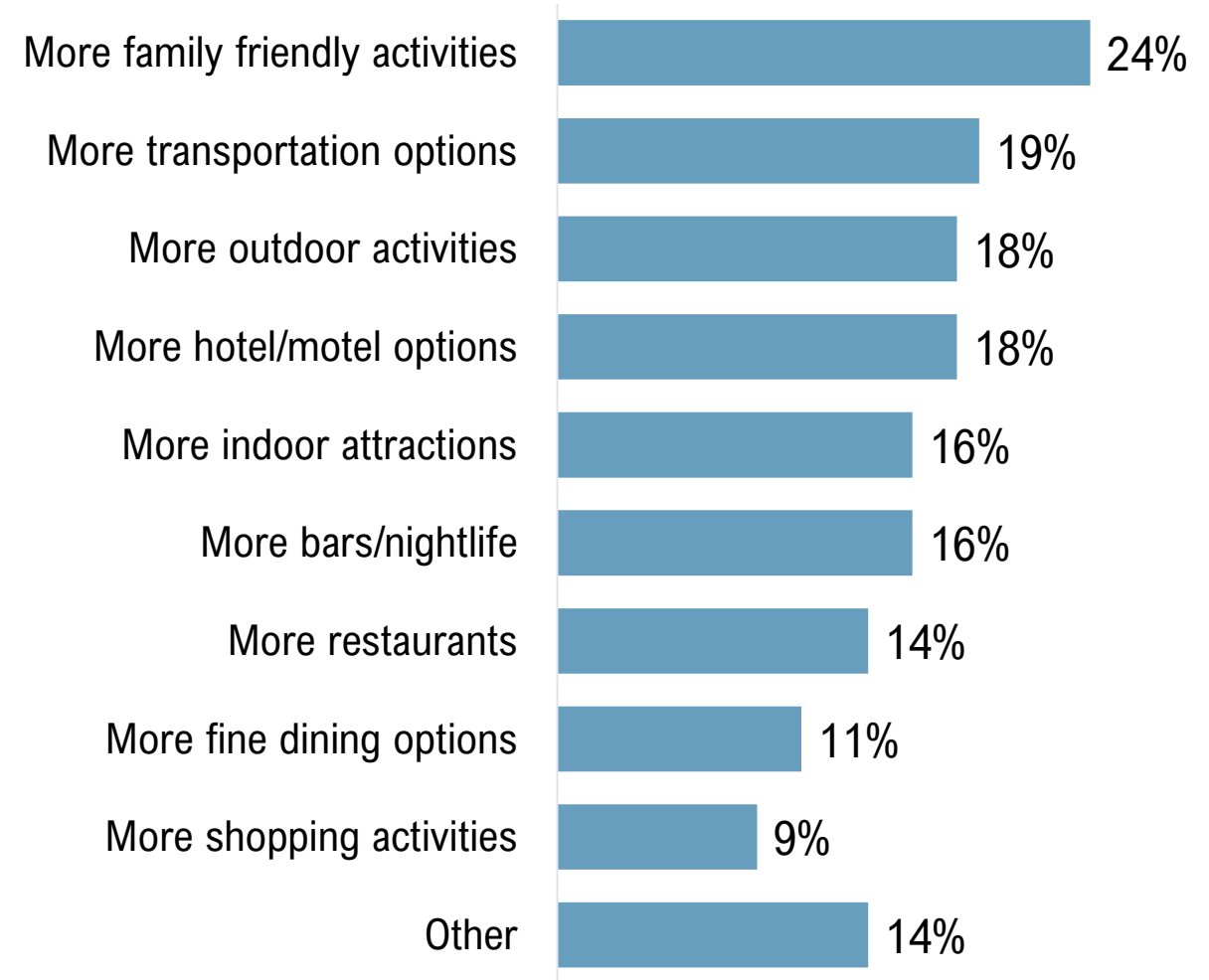
Visitor Satisfaction

» **98%** were satisfied or very satisfied with their stay (**85%** very satisfied)



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 family friendly activities** as something that would make a return visit more desirable
- » Nearly 1 in 5 visitors said that **more transportation options** would make Charlotte County more desirable (+3% pts from FY2022)
- » -8% decrease in visitors that said they wanted more restaurant options in the area compared to 2022



¹multiple responses permitted.

Quarterly Comparisons



Quarterly Comparisons

	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
Visitors	330,500	221,100	210,700	223,800	986,100
Room Nights	322,500	356,400	237,300	222,389	1,138,600
Direct Spending	\$198,284,500	\$239,961,400	\$148,157,200	\$136,901,700	\$723,304,800
Economic Impact	\$290,872,900	\$352,010,700	\$217,338,800	\$200,827,600	\$1,061,050,000
ADR	\$167.63	\$228.10	\$168.15	\$153.30	\$179.30
Occupancy Rate	59.3%	67.0%	55.6%	51.0%	58.2%
RevPAR	\$99.40	\$152.83	\$93.43	\$78.13	\$104.39

Quarterly Comparisons

Trip Planning Cycle	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>A week or two in advance</i>	24%	21%	22%	26%	24%
<i>A month or so in advance</i>	20%	16%	23%	25%	21%
<i>2 months in advance</i>	18%	18%	21%	25%	20%
<i>3 months in advance</i>	14%	16%	16%	13%	15%
<i>4 to 5 months in advance</i>	8%	9%	7%	5%	7%
<i>6 months or longer</i>	15%	20%	11%	6%	13%
<i>Not sure</i>	1%	<1%	<1%	<1%	<1%

Quarterly Comparisons

Recalled Advertisement	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
Average Visitor	15%	16%	17%	14%	15%
Paid Accommodations	17%	17%	19%	19%	18%
Non-paid Accommodations	14%	16%	16%	14%	15%
Day Tripper	16%	15%	16%	9%	14%

Influenced by Advertisement	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
Average Visitor	57%	56%	50%	64%	57%
Paid Accommodations	75%	76%	77%	80%	77%
Non-paid Accommodations	48%	42%	44%	55%	47%
Day Tripper	58%	57%	25%	50%	49%

Quarterly Comparisons

Visitor Guide	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Requested a Visitors Guide</i>	8%	7%	11%	8%	8%
<i>Requested a print version</i>	4%	5%	5%	4%	4%
<i>Requested an online version</i>	4%	2%	6%	4%	4%
<i>Visitor Guide Rating</i>	7.6	7.9	8.1	7.7	7.8

	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Drove to Charlotte</i>	54%	62%	56%	52%	56%
<i>1st Time Visitors</i>	17%	20%	18%	19%	18%
<i>11+ Visits</i>	31%	27%	30%	30%	30%

Quarterly Comparisons

Main Reason for Visiting	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Visiting friends/relatives</i>	41%	37%	39%	34%	38%
<i>Family vacation</i>	32%	36%	38%	37%	35%
<i>Beach</i>	27%	23%	29%	28%	27%
<i>Shopping</i>	9%	8%	5%	5%	7%
<i>Nature, environment, bird watching</i>	12%	6%	5%	4%	7%
<i>Business conference or meeting</i>	5%	6%	6%	9%	6%
<i>Water sports</i>	3%	5%	4%	3%	4%
<i>Special occasion</i>	4%	3%	4%	3%	4%
<i>Fishing, hunting, etc.</i>	4%	4%	3%	3%	4%
<i>Looking for a second home</i>	4%	2%	3%	6%	4%
<i>Special event</i>	5%	3%	1%	2%	3%
<i>Biking, hiking, running, etc.</i>	3%	4%	1%	2%	3%
<i>Attend/participate in a sporting event</i>	2%	9%	0%	3%	3%
<i>Golfing, tennis, etc.</i>	3%	3%	2%	3%	3%
<i>Attractions</i>	4%	3%	2%	3%	3%

Quarterly Comparisons

Origin Region	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Southeast</i>	31%	29%	34%	39%	33%
<i>Midwest</i>	36%	40%	33%	34%	36%
<i>Northeast</i>	22%	21%	19%	18%	19%
<i>West</i>	5%	3%	6%	4%	5%
<i>International</i>	6%	7%	8%	5%	7%

Origin State	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Florida</i>	21%	19%	20%	26%	21%
<i>Ohio</i>	8%	8%	8%	8%	8%
<i>Michigan</i>	6%	8%	6%	5%	6%
<i>Illinois</i>	6%	6%	5%	4%	5%
<i>Indiana</i>	6%	5%	4%	3%	5%
<i>New York</i>	4%	5%	5%	5%	5%
<i>Pennsylvania</i>	6%	4%	4%	6%	5%

Quarterly Comparisons

Origin Market	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
Fort Myers-Naples	6%	6%	7%	7%	6%
Sarasota	6%	6%	6%	6%	6%
New York City¹	4%	3%	4%	4%	4%
Tampa-St. Petersburg	3%	3%	2%	5%	3%
Cincinnati	3%	2%	2%	3%	3%
Chicago	2%	3%	3%	2%	2%
Indianapolis	3%	2%	2%	2%	2%
Philadelphia	3%	2%	2%	2%	2%
Boston	2%	4%	2%	1%	2%
Detroit	2%	3%	3%	1%	2%
Cleveland-Akron	2%	2%	2%	2%	2%
Minneapolis-Saint Paul	2%	3%	2%	1%	2%
Orlando-Daytona Beach- Melbourne	2%	1%	2%	3%	2%

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

Quarterly Comparisons

	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Travel party size</i>	3.0	2.5	2.6	2.6	2.7
<i>Traveled with children</i>	29%	22%	34%	35%	30%
<i>Length of Stay</i>	6.8	9.2	6.5	5.5	7.0

	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Median Age</i>	52	54	49	45	50
<i>Gender (Female)</i>	54%	53%	47%	52%	52%
<i>Median Income</i>	\$100,000	\$98,800	\$102,800	\$102,300	\$100,000

Quarterly Comparisons

Visitor Accommodations	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Day tripper</i>	28%	27%	29%	28%	28%
<i>Hotel/motel</i>	22%	19%	23%	31%	24%
<i>Friend's or relative's residence</i>	21%	25%	22%	19%	22%
<i>Personal second house, condo, timeshare</i>	18%	12%	10%	11%	13%
<i>Rental house, condominium</i>	9%	13%	14%	9%	11%
<i>RV Park, campground</i>	2%	2%	1%	<1%	1%
<i>Bed and Breakfast/Inn</i>	<1%	1%	<1%	<1%	<1%
<i>Other</i>	<1%	1%	1%	2%	1%

Quarterly Comparisons

Visitor Activities	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Beach</i>	60%	44%	66%	60%	58%
<i>Restaurants</i>	51%	56%	53%	53%	53%
<i>Visit friends and relatives</i>	46%	36%	45%	40%	42%
<i>Shopping</i>	33%	25%	32%	33%	31%
<i>Nature, environment, birding, etc.</i>	20%	13%	26%	34%	23%
<i>Fishing, hunting, etc.</i>	12%	11%	13%	10%	12%
<i>Biking, hiking, running, etc.</i>	12%	9%	13%	14%	12%
<i>Water sports</i>	11%	10%	15%	10%	11%
<i>Bars, nightclubs</i>	11%	10%	11%	10%	11%
<i>Family time, reading, cooking, etc.</i>	11%	15%	7%	3%	9%
<i>Attractions</i>	9%	11%	8%	7%	9%
<i>Golfing, tennis, etc.</i>	7%	12%	7%	7%	8%
<i>Special event</i>	9%	9%	4%	4%	7%

Quarterly Comparisons

	October – December 2022	January – March 2023	April – June 2023	July – September 2023	FY2023
<i>Will definitely recommend</i>	83%	82%	83%	74%	81%
<i>Will definitely return</i>	89%	86%	83%	79%	84%
<i>Very satisfied + satisfied</i>	98%	98%	98%	98%	98%

Methodology

Visitor Tracking Study

- » **1,826** interviews were completed with Charlotte County visitors in-person and online between October 1st, 2022 and September 30th, 2023.



Economic Impact Study

Economic impact of tourism for Punta Gorda/Englewood Beach VCB was based on data from the following sources:

- » 1,826 interviews conducted by Downs & St. Germain Research with visitors to Charlotte County
- » Twelve (12) monthly STR And All the Rooms Reports
- » Downs & St. Germain Research's tourism database
- » Various government agencies and data sources
- » IMPLAN Online Economic Impact Modeling software
- » TDT Collections provided by Charlotte County

Punta Gorda/Englewood Beach VCB Economic Impact & Visitor Tracking Report

October 2022 – September 2023

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