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## 2016 Englewood Beach Waterfest Visitor and Economic Impact Study

*Englewood, Florida  
November 18 - 20, 2016*



### Prepared for:

*Lorah Steiner, Director of Tourism  
Charlotte Harbor and the Gulf Islands Visitor and Convention Bureau*

### Prepared by:

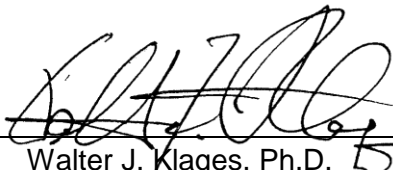
*Research Data Services, Inc.  
[www.ResearchDataLLC.com](http://www.ResearchDataLLC.com)*

January 6, 2017

### Certification and General Limiting Conditions

The following report has been prepared for the 2016 Englewood Beach Waterfest at the request of Ms. Lorah Steiner, Charlotte Harbor and the Gulf Islands Visitor and Convention Bureau. **Research Data Services, Inc.**, hereby certifies that, except as otherwise noted in the report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. This report is based on estimates, assumptions, and other information developed from our research of the market, our knowledge of the industry, and our discussions with you and your representatives during which we were provided with certain information. The sources of information and the bases of estimates and assumptions are stated herein. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.

  
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Walter J. Klages, Ph.D.  
President

*January 6, 2017*  
\_\_\_\_\_  
Date

## Preface

The following research project was undertaken at the request of Ms. Lorah Steiner, Director of Tourism, Charlotte Harbor and the Gulf Islands Visitor and Convention Bureau.

The research objectives, as documented in the survey questionnaire (approved by the contracting parties), reflect the full scope of the project undertaken. The principal purpose of this study was to document the economic impact of the 2016 Englewood Beach Waterfest. In this context, the study tabulates and profiles both tourist/visitors and day-trippers who came to the area for the event.

The **findings of the study are based on 217 face-to-face interviews** conducted with randomly selected visitors at the 2016 Englewood Beach Waterfest.

**Research Data Services, Inc.** is responsible for the design and analysis of this project. The research was implemented by staff interviewers, trained, and supervised by **RDS** professionals. The study questionnaire, processing softwares, optical scanning programs, and related materials developed and used in and for this project, as well as this report are protected by the copyright laws of the United States of America.

### Summary of Research Findings

The study of the 2016 Englewood Beach Waterfest was implemented to document the economic impact of the event. The event organizer's crowd estimates indicate some 25,000 people attended the Englewood Beach Waterfest from November 18 - 20, 2016. The total economic impact of out-of-county visitors attending Englewood Beach Waterfest is \$5,003,200. ***When the estimated economic impact of out-of-county race teams and promoters (\$516,100) is included, the total economic impact of the 2016 Englewood Beach Waterfest reaches \$5,519,300.*** For the entire event period, the races supported an estimated 7,500 room nights in area lodgings (median length of stay 5.0 nights – approximately 1,500 units rented per night). Moreover, Charlotte residents and seasonal residents spent an estimated \$637,600 in the Englewood area related to attending the Englewood Beach Waterfest.

The following, in short summary, are the salient findings of the research:

#### Profile of Visitors Attending the 2016 Englewood Beach Waterfest:

1. Of the 25,000 people who attended the 2016 Englewood Beach Waterfest, 36.9% were Charlotte County residents, 46.5% were day-trippers, and some 16.6% were overnight visitors {Q3 and Q7a}.
2. The typical overnight visitor party had a median party size of 2.0 people and spent a median of 5.0 nights in the greater Charlotte Area {Q7b and Q11a}.
3. Some 36.1% of overnight visitors attending the Englewood Beach Waterfest flew, with 23.1% of these reporting deplaning at the Punta Gorda Airport {Q5 and Q6}.

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4. Out-of-town visitors obtained their Englewood Beach Waterfest information from the following sources {Q12} (multiple response):

	<u>Information Source</u>
• Recommendation	35.7%
• Previous Visits to the Event	34.3
• Internet	19.0
• Englewood Sun/Weekly Herald	16.8
• Radio	12.4
• Magazine/News Story	10.2
• Advertisement	9.5

5. A strong majority of non-resident visitors (92.4%) say they would return for this event next year {Q14}. Specifically:

	<u>Plan to Return</u>
• Day-Trippers	94.1%
• Overnight Visitors	87.5

6. The average age of adult 2016 Englewood Beach Waterfest attendees is 53.9 years, with some 16.6% reporting having children or young adults in their immediate travel parties {Q11b}.