

# Punta Gorda/Englewood Beach VCB Economic Impact & Visitor Tracking Report FY2022

October 2021 – September 2022



# Visitor Journey



# Executive Summary



# Visitor Journey – Impact of Tourism



# Tourism Matters to Charlotte County

Visitor spending in FY2022 generated a total economic impact of

**\$1,043,865,100**

in Charlotte County

(+23.6% from FY2021)



# Direct Spending

Visitors who traveled to Charlotte  
County in FY2022 spent

**\$719,907,000**

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

(+23.6% from FY2021)



# Visitors

Charlotte County attracted

**972,100**

visitors in FY2022

(+12.6% from FY2021)



# Tourism Development Tax

Taxes paid on rooms reserved by  
visitors to Charlotte County in FY2022  
resulted in

**\$7,762,510**

in TDT collected

(+27.8% from FY2021)



# Room Nights

Charlotte County visitors generated

**1,177,806**

room nights in paid  
accommodations in FY2022

(-1.3% from FY2021)



# Lodging Statistics

Occupancy

**55.1%**

(-3.9% from FY2021)

Room Rates

**\$156.79**

(+18.2% from FY2021)

RevPAR

**\$86.39**

(+13.5% from FY2021)



# Jobs & Wages

Tourism in Charlotte County  
supported

**13,226**

local jobs in FY2022, generating

**\$330,617,700**

in wages and salaries



# Net Benefit\*

Visitors in FY2022 generated a  
net benefit of  
**\$36,372,700**  
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

74

visitors



# Household Savings

Visitors to Charlotte County save  
local residents

**\$1,083**

per household in taxes every  
year



# Marketing Spending<sup>1</sup>

Every dollar spent by Punta Gorda/Englewood Beach VCB on marketing, sales, and public relations efforts is associated with

**\$55**

in visitor spending within Charlotte County



<sup>1</sup> Marketing Budget of \$1,570,053 dollars was used for this calculation. To calculate this figure, direct spending by visitors is divided by the marketing budget and then multiplied by the percentage of visitors who were influenced by advertising.

# Visitor Journey – Pre-Visit



# Trip Planning

- » **Nearly 1 in 2** visitors planned their trip 1 month or less in advance
- » Top trip planning sources:



Previous visit (43%)



Friend, coworker, etc. (35%)



Internet (33%)

# Punta Gorda/Englewood Beach Promotions

- » **18%** of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit
- » **67%** of those who recalled advertising were influenced to come to the area
- » Top sources of noticed promotions:



Personal social media (25%)



Online article (24%)



Television (22%)

# Accommodation Booking<sup>1</sup>



48% Directly with hotel/condo



21% Online travel agency



12% Airbnb



9% VRBO, HomeAway

# Transportation



**64%** of visitors drove to  
Punta Gorda/Englewood Beach



**14%** of all visitors flew in via  
the Punta Gorda Airport

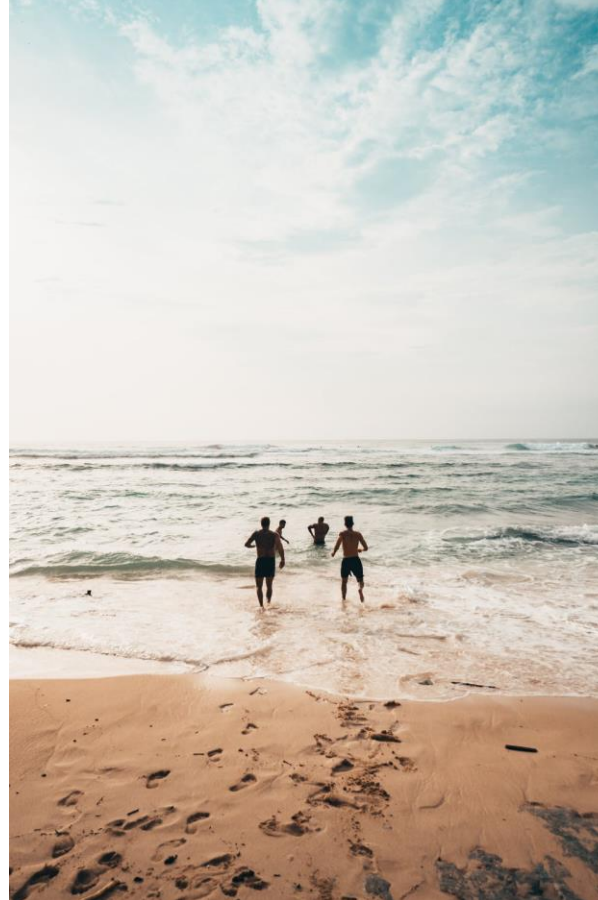


**12%** of all visitors flew in via  
the Southwest Florida  
International Airport

# Top Reasons for Visiting<sup>1</sup>



Visit friends/relatives (40%)



Vacation (31%)



Beach (27%)

# Other Destinations Considered

- » **70%** of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » **30%** of visitors considered the following destinations:



Ft. Myers/Cape Coral  
(10%)



Sarasota (8%)



Naples (6%)



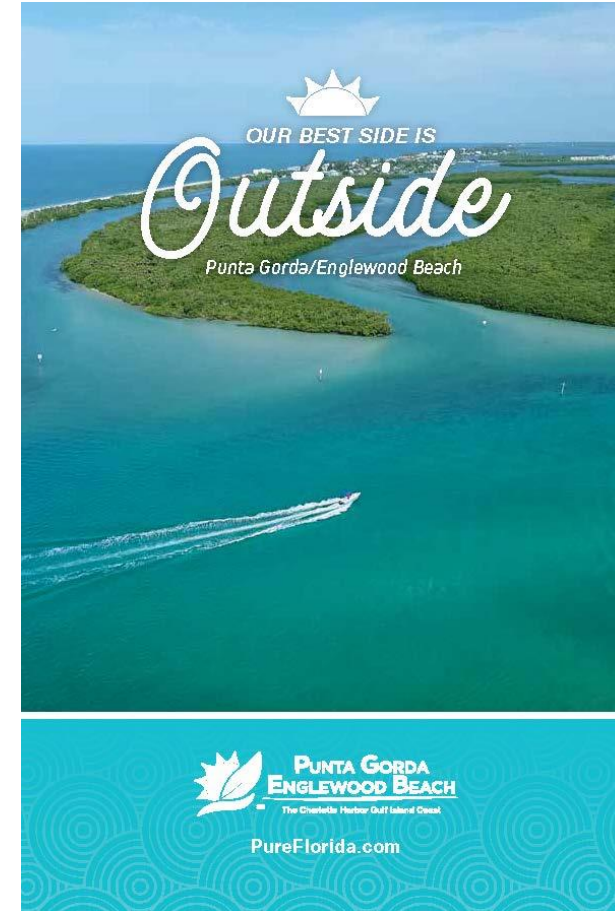
Tampa (4%)



Orlando (4%)

# Visitors Guide

- » **11%** of visitors requested a Visitors Guide
- » Visitors Guide received a rating of **8.0** out of 10.0<sup>1</sup>



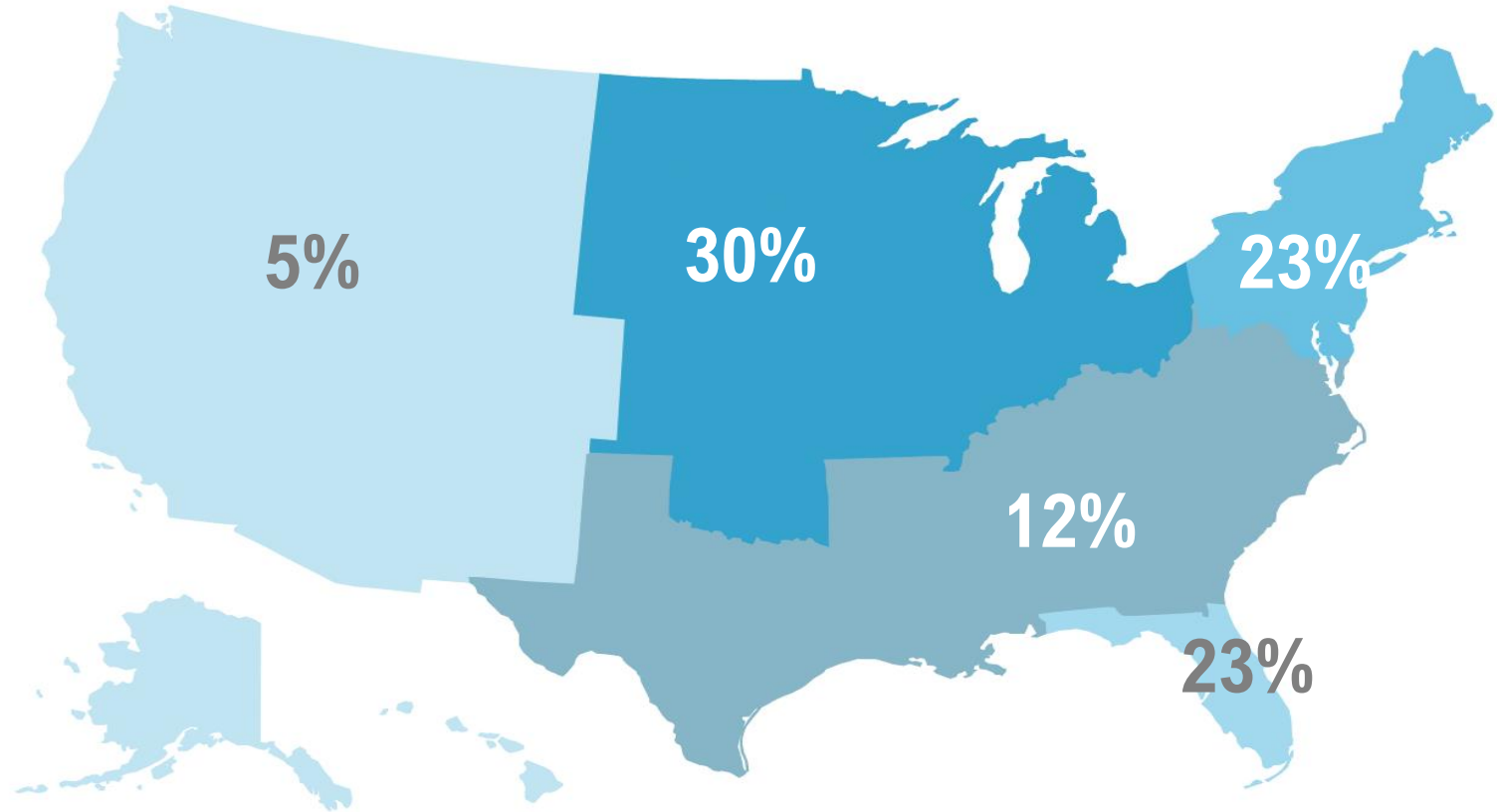
<sup>1</sup>Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

# Visitor Journey – Traveler Profile



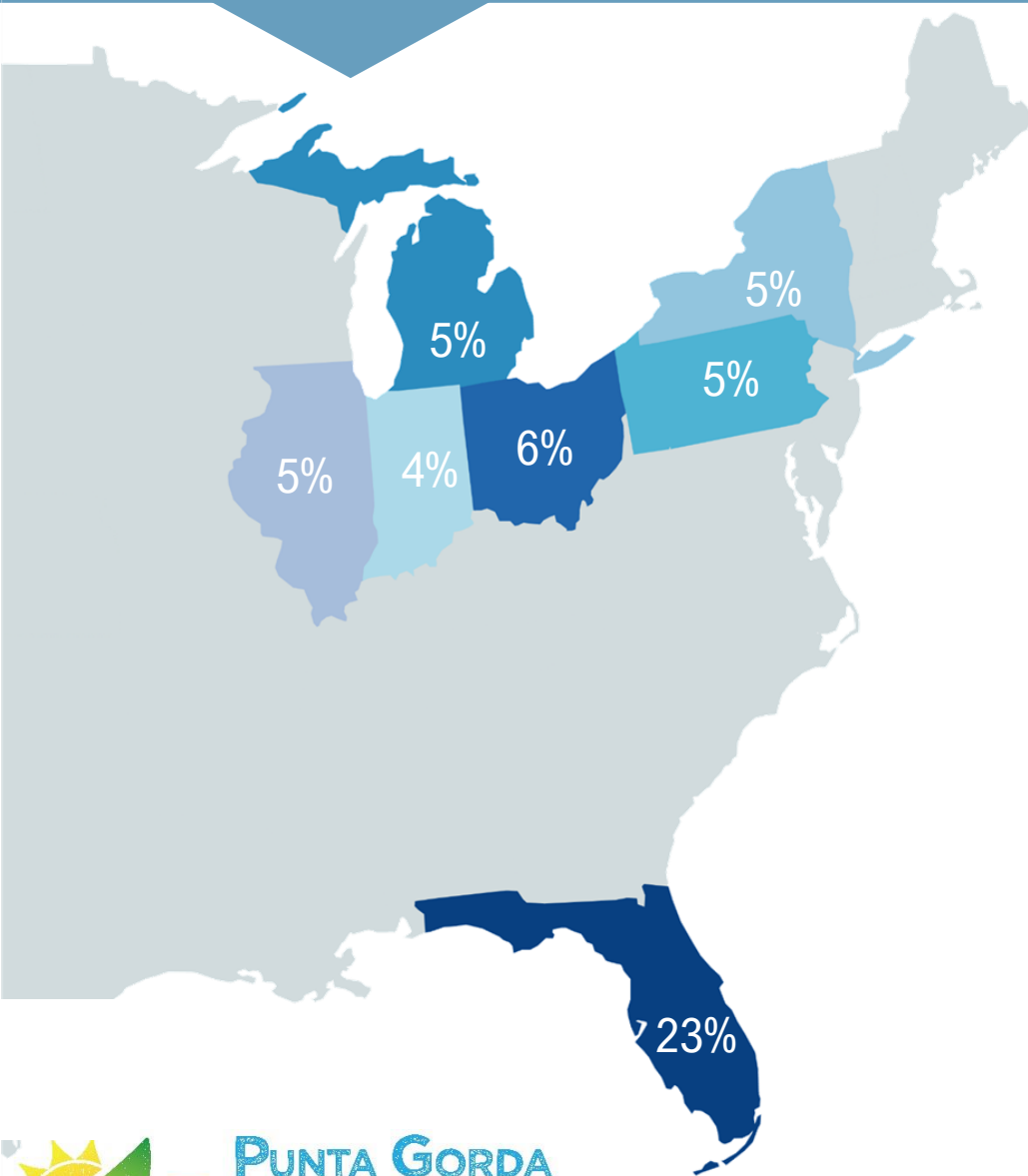
# Top Regional Origins of Visitors

- » **93%** of Charlotte County visitors lived in the United States
- » **7%** of visitors to Charlotte County were from outside of the United States<sup>1</sup>

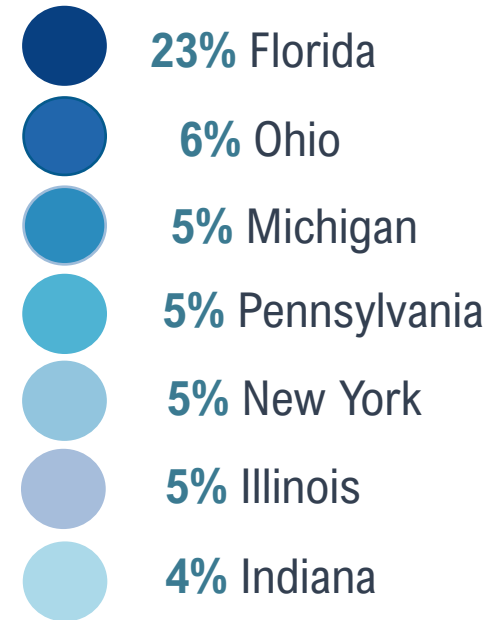


<sup>1</sup>Top international market was Canada

# Top State Origins of Visitors



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



# Top Market Origins of Visitors

23% of visitors come from 5 markets



6% Naples-Ft. Myers



5% Sarasota-Bradenton



5% New York City<sup>1</sup>



4% Tampa-St. Petersburg



3% Chicago

# Travel Party Size and Composition

- » The typical visitor traveled in a party composed of **2.8** people
- » **34%** traveled with at least one person under the age of 20
- » **Over 1 in 3** traveled as a family, while another **1 in 3** visitors traveled as a couple



# Length of Stay – All Visitors\*

» Visitors spent **7.5<sup>1</sup>** nights in Punta Gorda/Englewood Beach



<sup>1</sup>Nights stayed capped at 30 nights. Average length of stay is 16.9 nights when nights stayed is not capped.

\*Nights stayed includes Day Trippers.

# First Time Visitors

- » **19%** were first time visitors
- » **36%** had visited more than 10 times



# Typical Punta Gorda/Englewood Beach Visitor

## » The typical Visitor:

- » Was 49 years old
- » Had a median household income of \$89,400
- » Was more likely to be female (52%)
- » Was from:
  - » Southeast (35%)
  - » Midwest (30%)



# Visitor Journey – Trip Experience



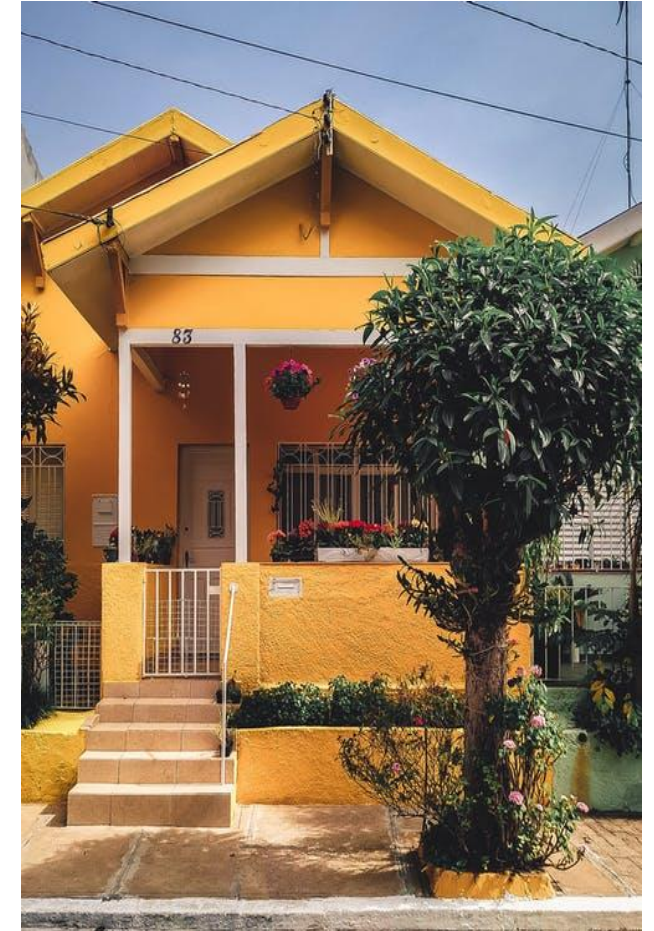
# Visitors' Accommodations



27% Day tripper



27% Hotel/motel/resort



21% Family/friend's residence

# Top Activities During Visit<sup>1</sup>



Beach (58%)



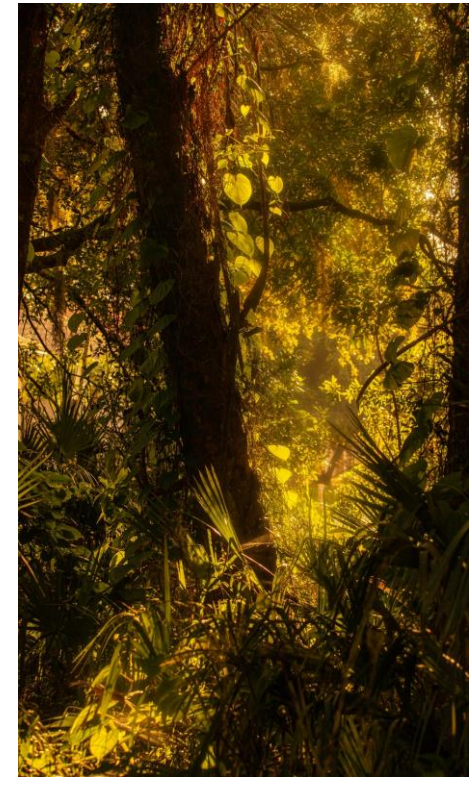
Restaurants (53%)



Visit friends/relatives (49%)



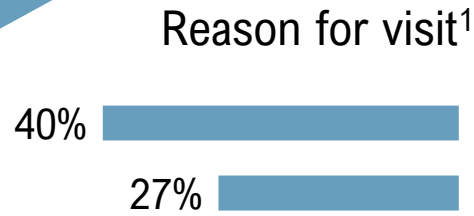
Shopping (34%)



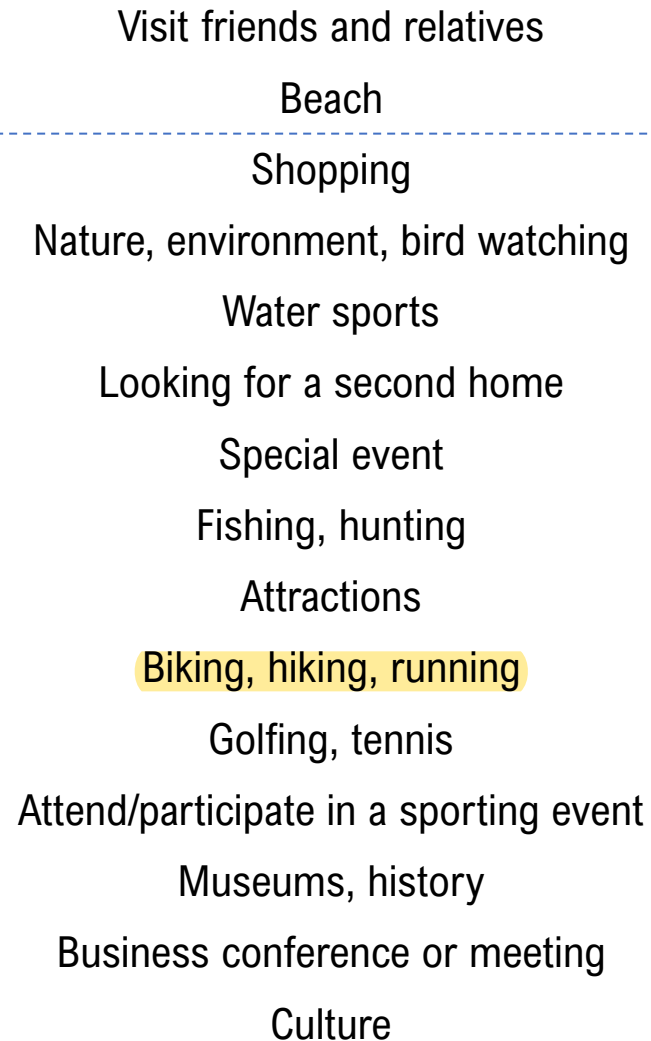
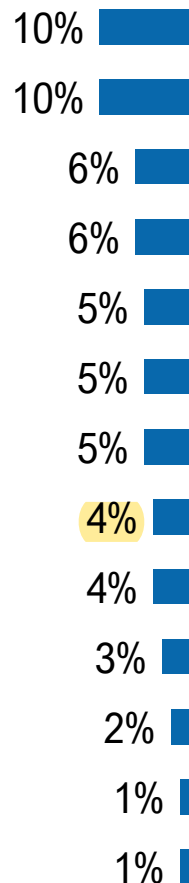
Nature, environment (27%)

# Reason for Visit vs. Visitor Activities

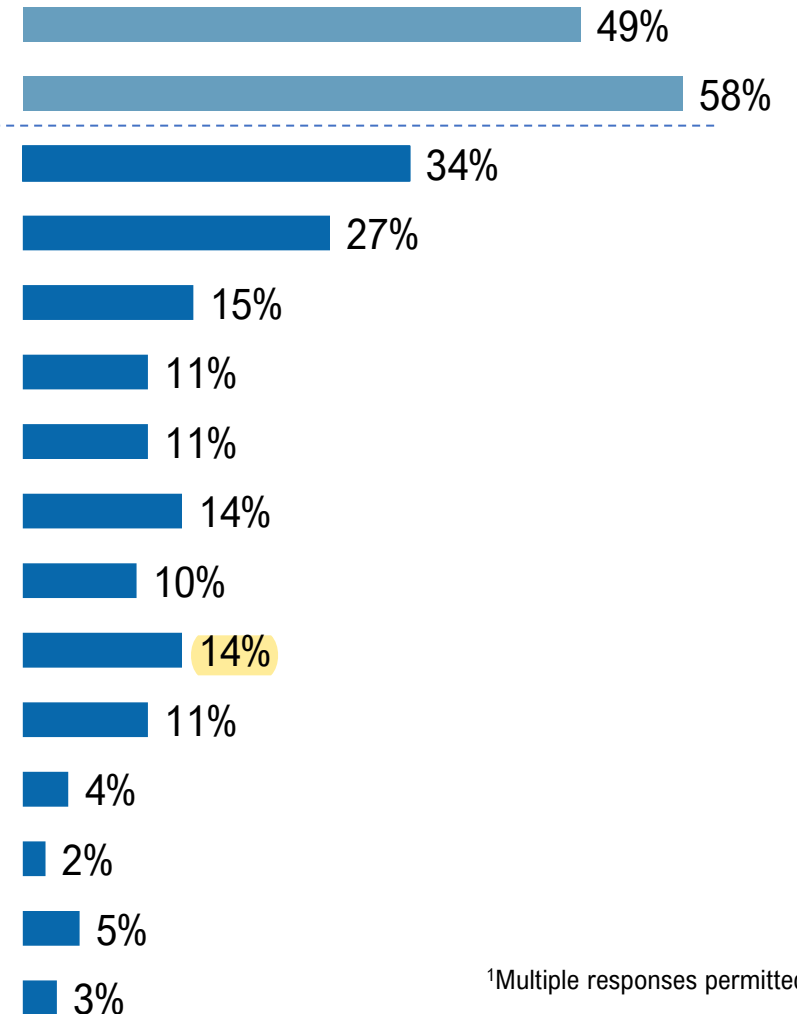
## Key Reasons for Visiting



## Trip Enhancements



## Visitor activities<sup>1</sup>



<sup>1</sup>Multiple responses permitted.

# Visitor Journey – Post-Trip Evaluation



# Visitor Satisfaction<sup>1</sup>

- » **96%** of visitors would recommend Punta Gorda/Englewood Beach (**84%** would definitely recommend the area)
- » **97%** will definitely or probably return (**91%** definitely will return)
- » **97%** were satisfied or very satisfied with their stay (**81%** very satisfied)



<sup>1</sup>10=Excellent; 1=Poor.

# Detailed Findings



# Visitor Journey – Impact of Tourism



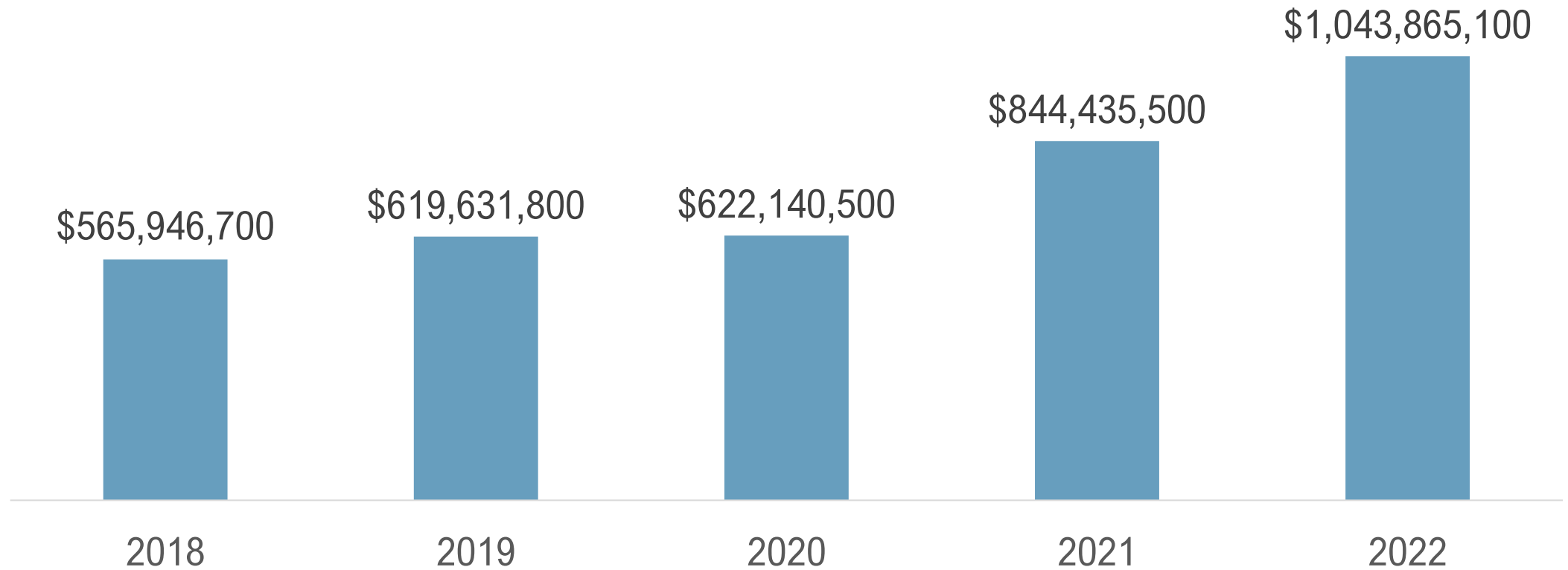
# Key Performance Indicators

	FY2021	FY2022	% Change
Total Economic Impact	\$844,435,500	\$1,043,865,100	+23.6%
Direct Spending	\$582,369,300	\$719,907,000	+23.6%
Room Nights Generated	1,193,015	1,177,806	-1.3%
Average Daily Rate	\$132.69	\$156.79	+18.2%
Occupancy	57.4%	55.1%	-3.9%
Revenue per Available Room	\$76.16	\$86.39	+13.5%

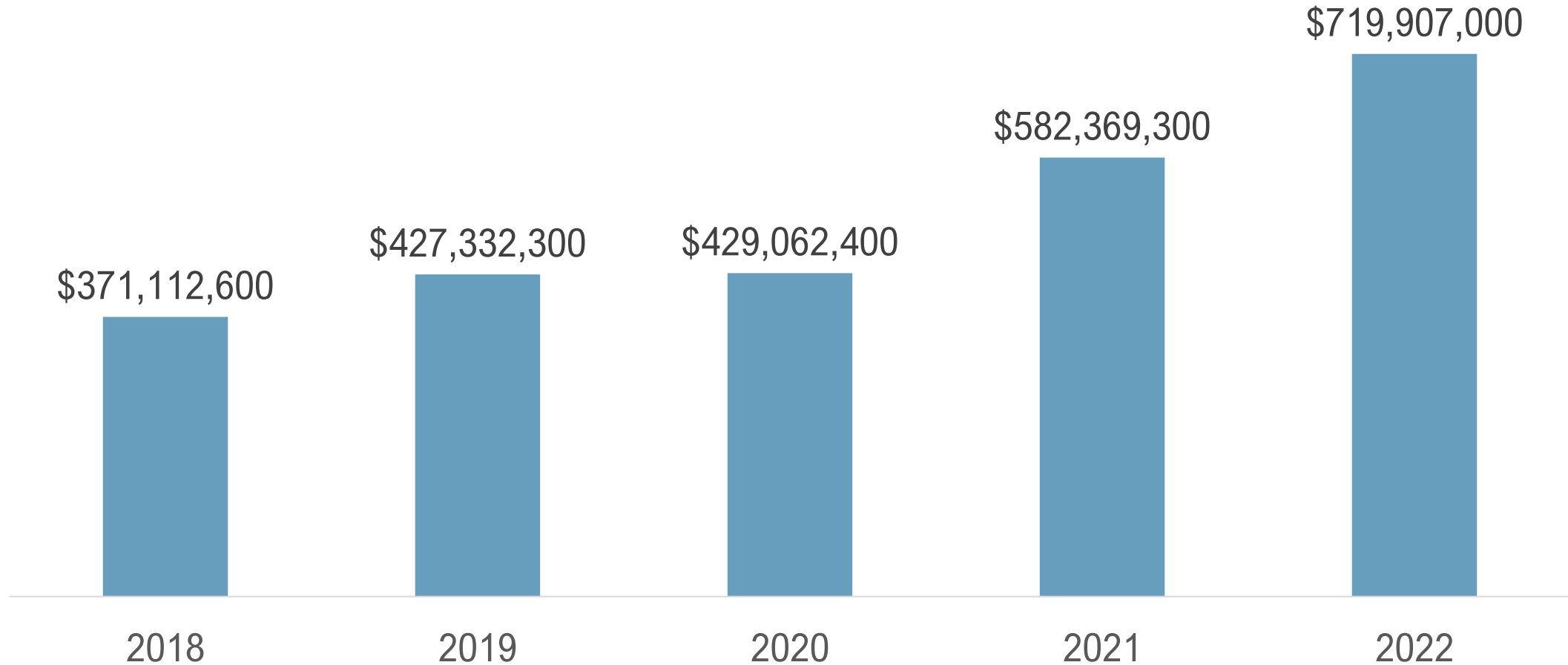
# Key Performance Indicators

	FY2021	FY2022	% Change
Total Visitors	863,000	972,100	+12.6%
Jobs Supported	10,752	13,226	+23.0%
Wages Generated	\$248,251,200	\$330,617,700	+33.2%
Total Taxes Paid	\$67,350,600	\$83,240,600	+23.6%
TDT Collected	\$6,071,843	\$7,762,510	+27.8%

# Economic Impact in the last 5 years

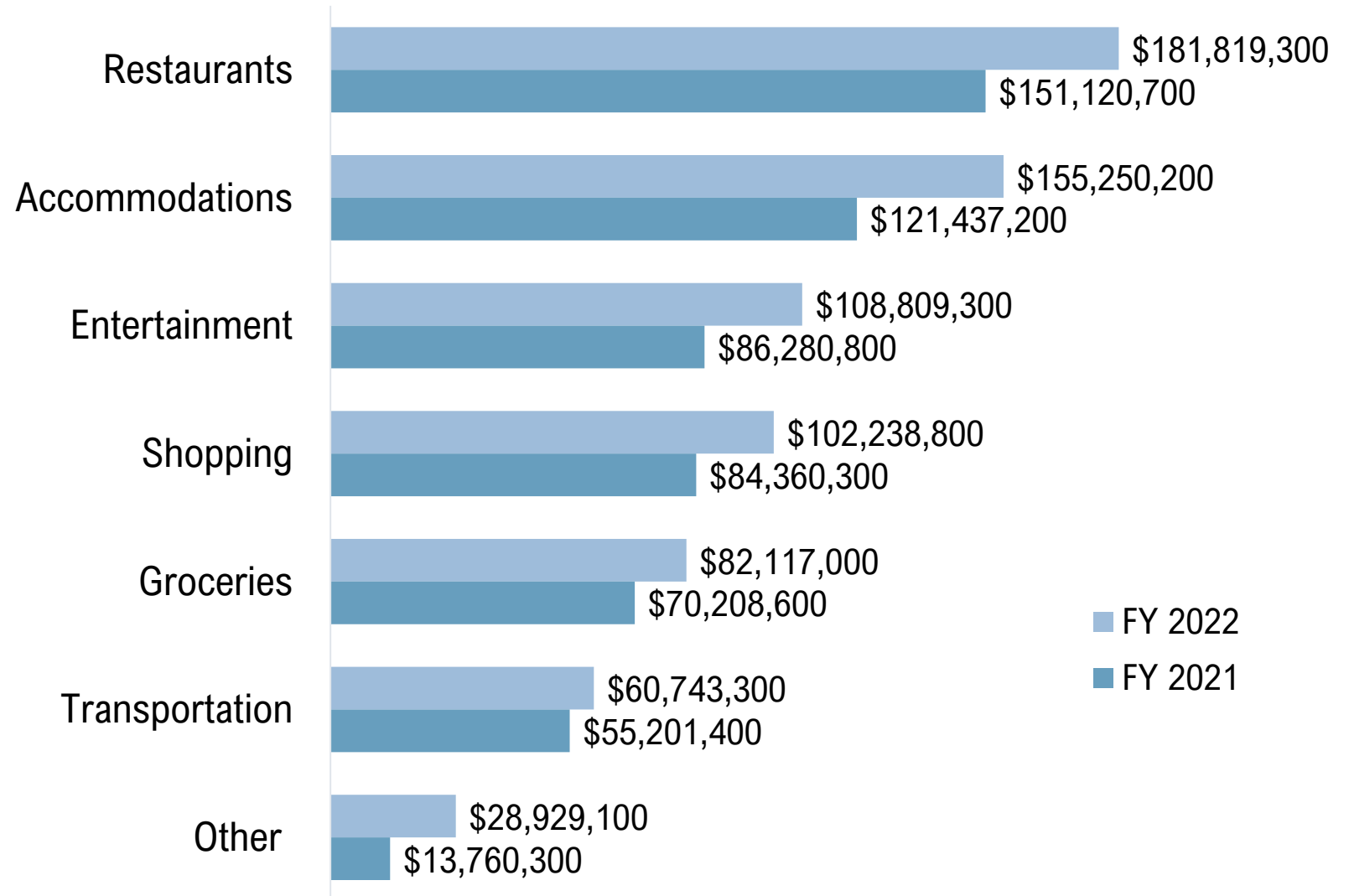


# Direct Spending in the last 5 years



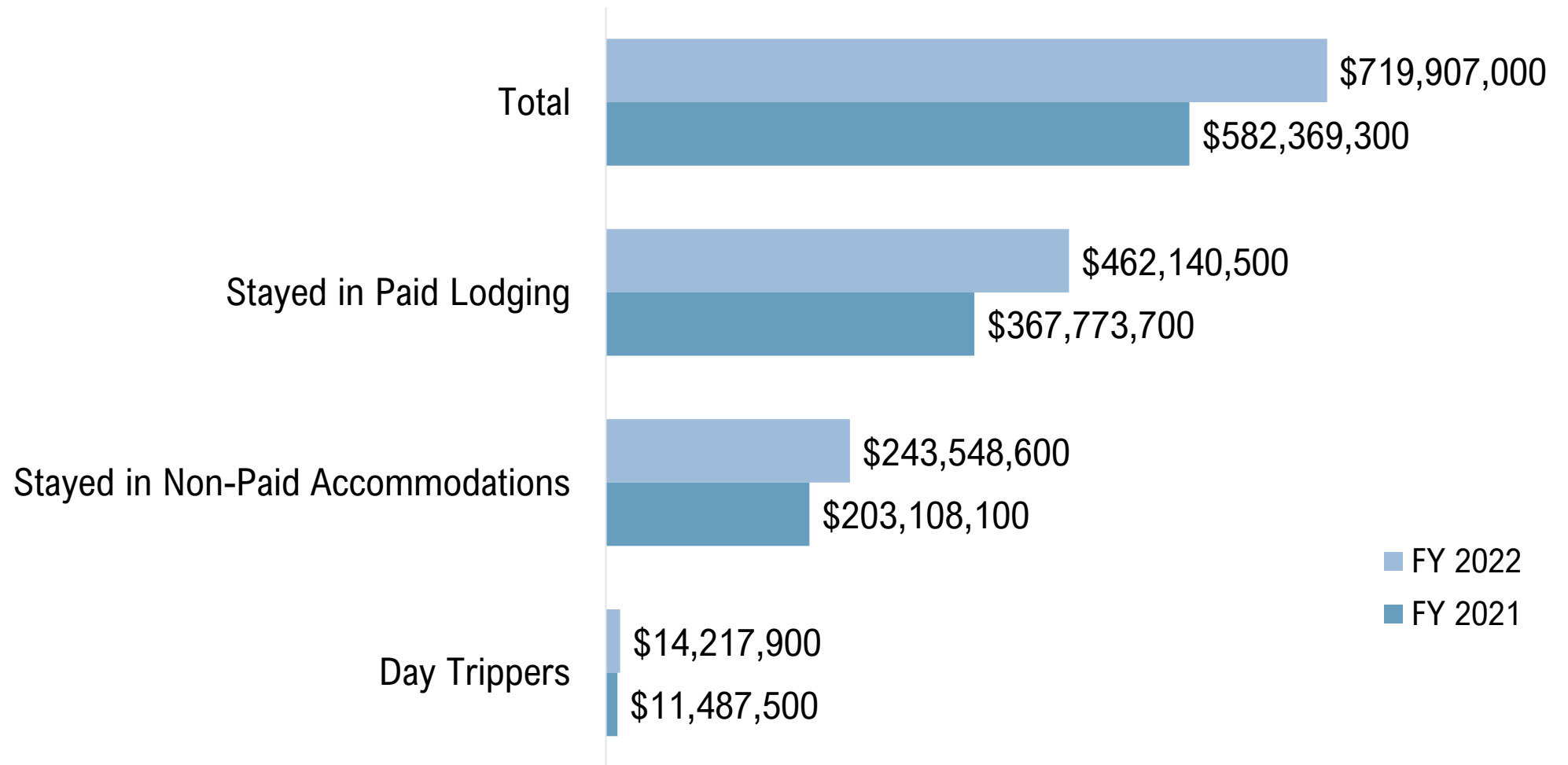
# Visitors Spending by Category

- » Punta Gorda/Englewood Beach visitors spent **\$719,907,000** in Charlotte County in FY2022
- » Nearly half (**47%**) of visitor spending was from restaurants and accommodations

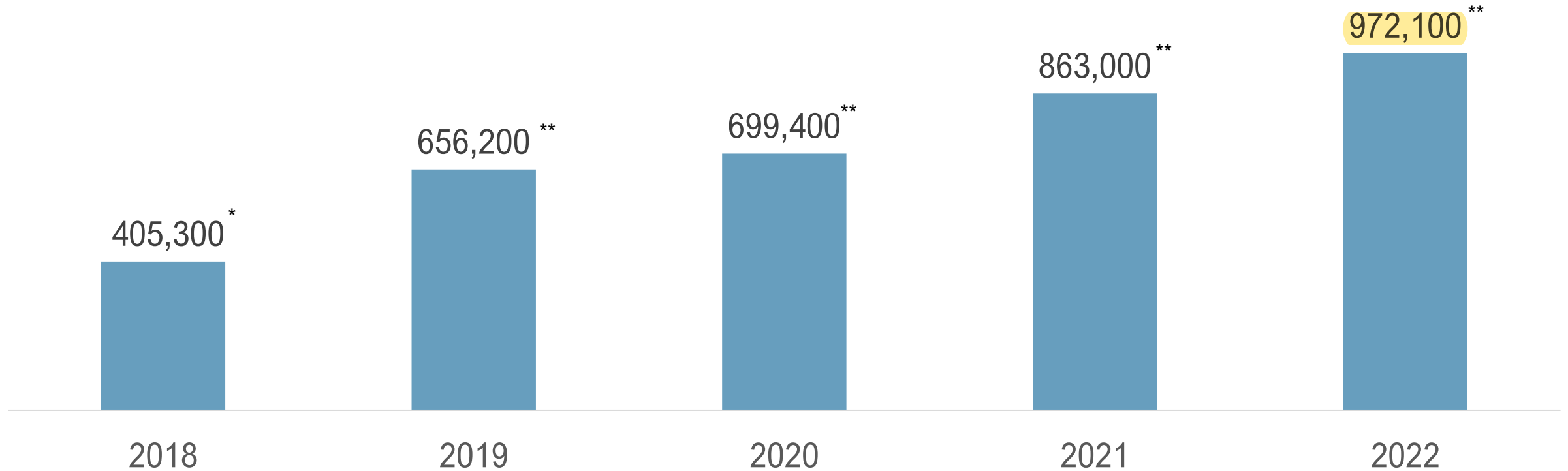


# Direct Spending by Traveler Type

» **64%** of visitor spending was attributed to visitors staying in paid accommodations



# Visitors in the last 5 years



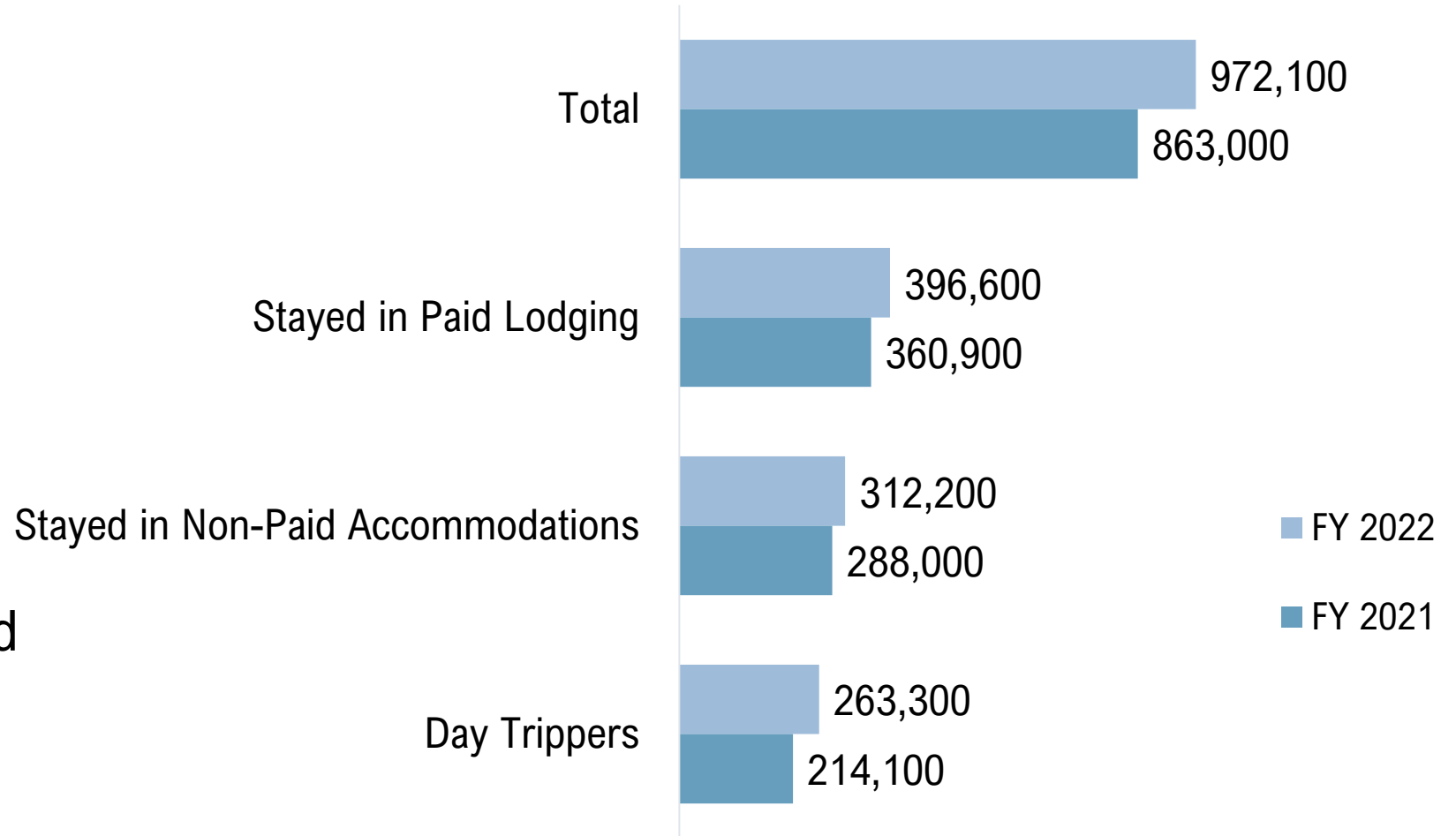
\*Visitor number is only visitors who stayed in paid accommodations

\*\*Visitor number is all types of visitors

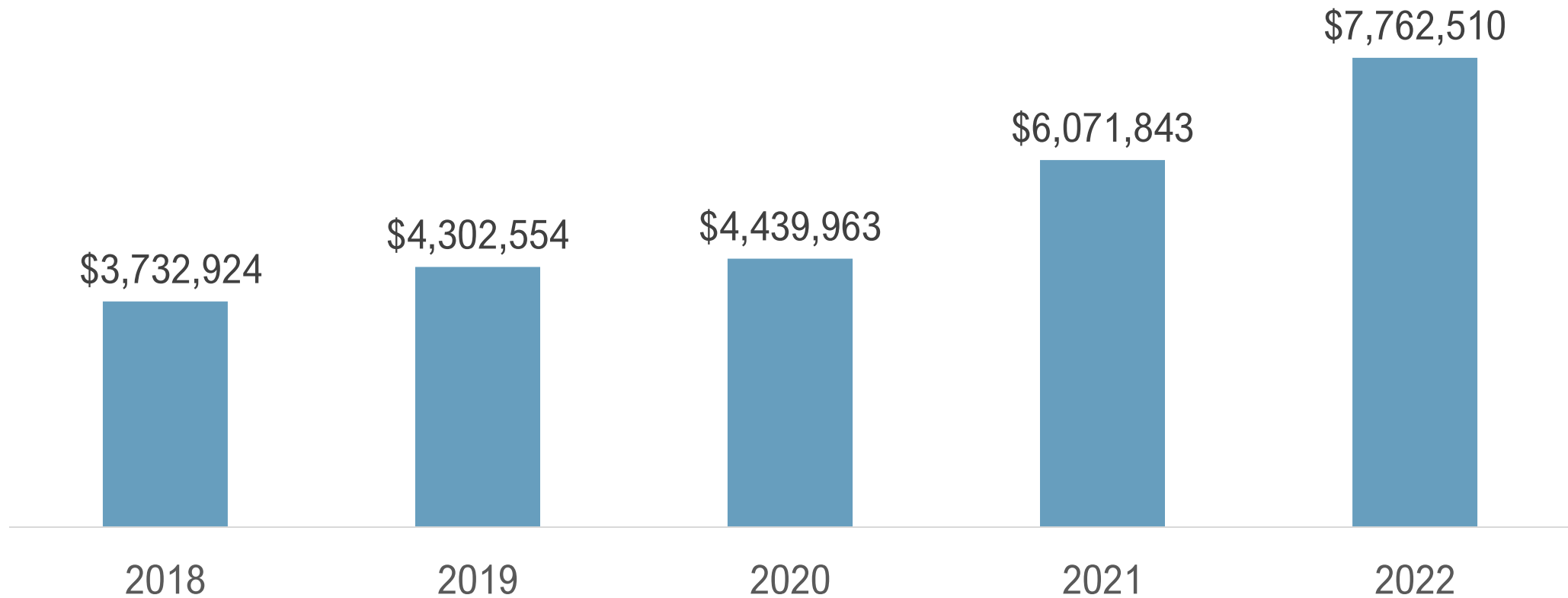
# Traveler Type

» Punta Gorda/Englewood Beach attracted **972,100** visitors to Charlotte County in FY2021

» **41%** of visitors stayed in paid lodging



# Tourism Development Tax in the last 5 years

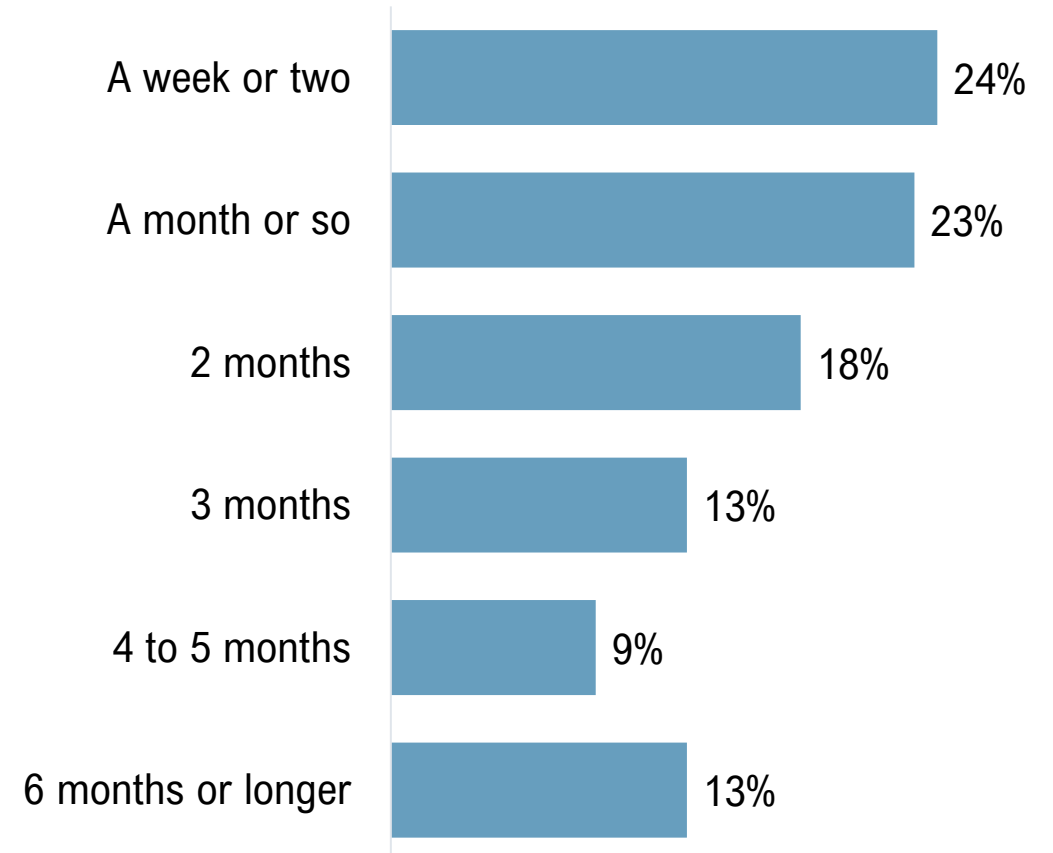


# Visitor Journey – Pre-Visit



# Trip Planning Cycle

- » Nearly half 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**



# Trip Planning Sources<sup>1</sup>

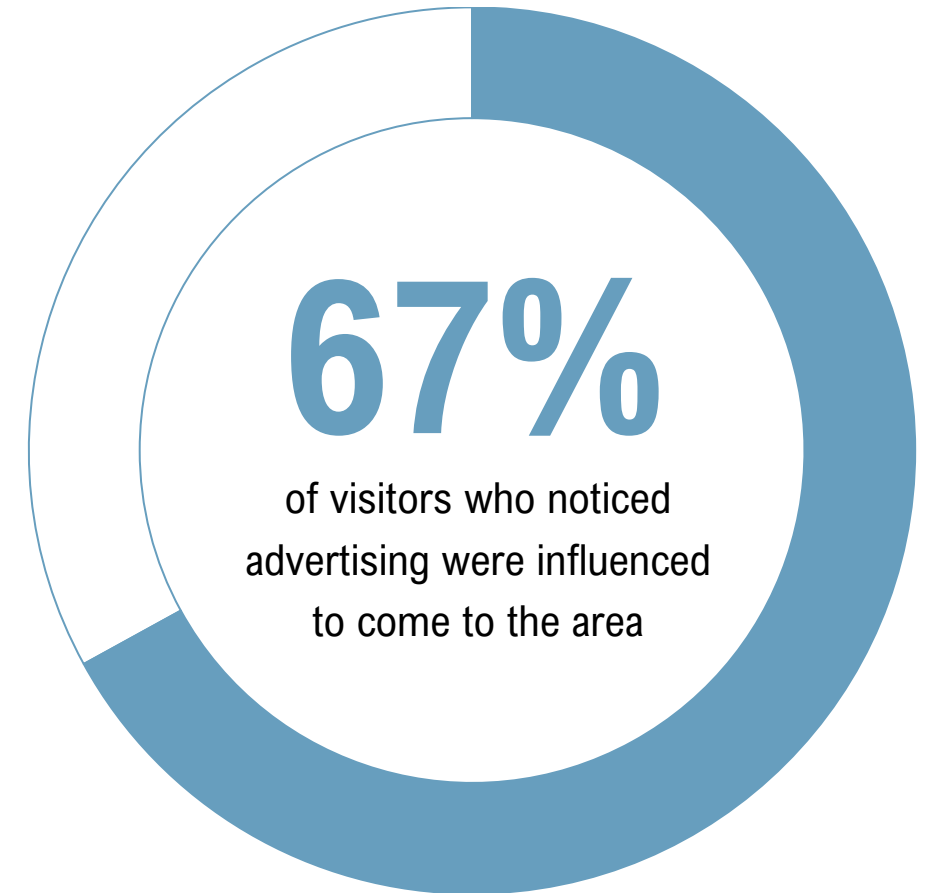
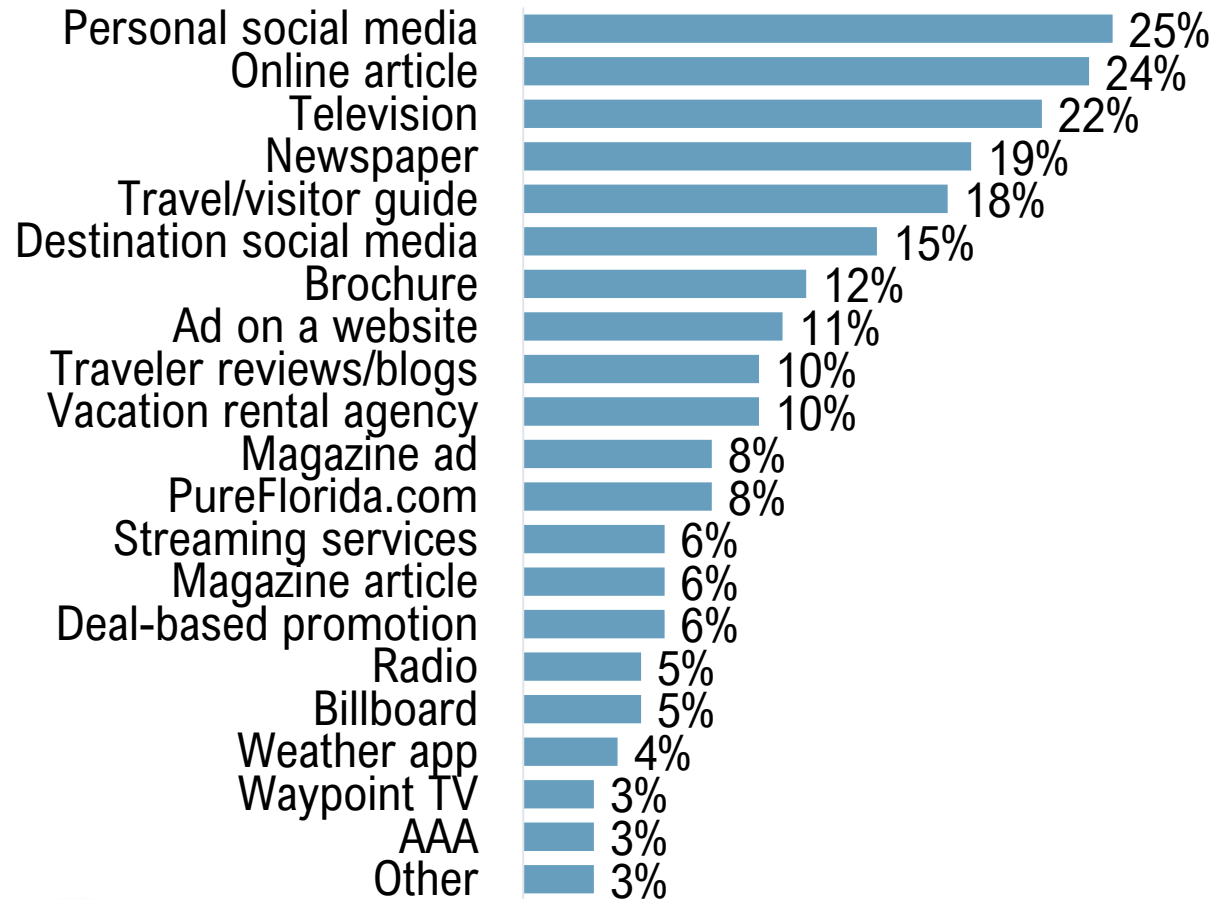
- » **Over 2 in 5** visitors have used their previous experiences in Charlotte County to help plan their trip
- » **Over 1 in 3** visitors used their friends, family and coworkers to help plan their trip
- » **1 in 3** visitors used the internet to plan their trip
  - » **Google searches** were the top sources among internet users

Trip Planning Source	
Previous Visit	43%
Friend, co-worker, etc.	35%
Internet	33%
Google Search	28%
Restaurant websites/apps	8%
Social networking sites	8%
Brochures/travel guides/visitor guides	6%
Pure Florida website	5%
Special events	4%
Newspaper	4%
Television	4%
Magazines	3%
Travel agent	3%
Other	3%
None/don't know	9%

<sup>1</sup>Multiple responses permitted.

# Punta Gorda/Englewood Beach Promotions<sup>1</sup>

» **18%** of visitors noticed promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:



<sup>1</sup>Multiple responses permitted.

# Charlotte County Promotion Influences

- » Awareness of promotions for the destination was highest among visitors staying in paid accommodations

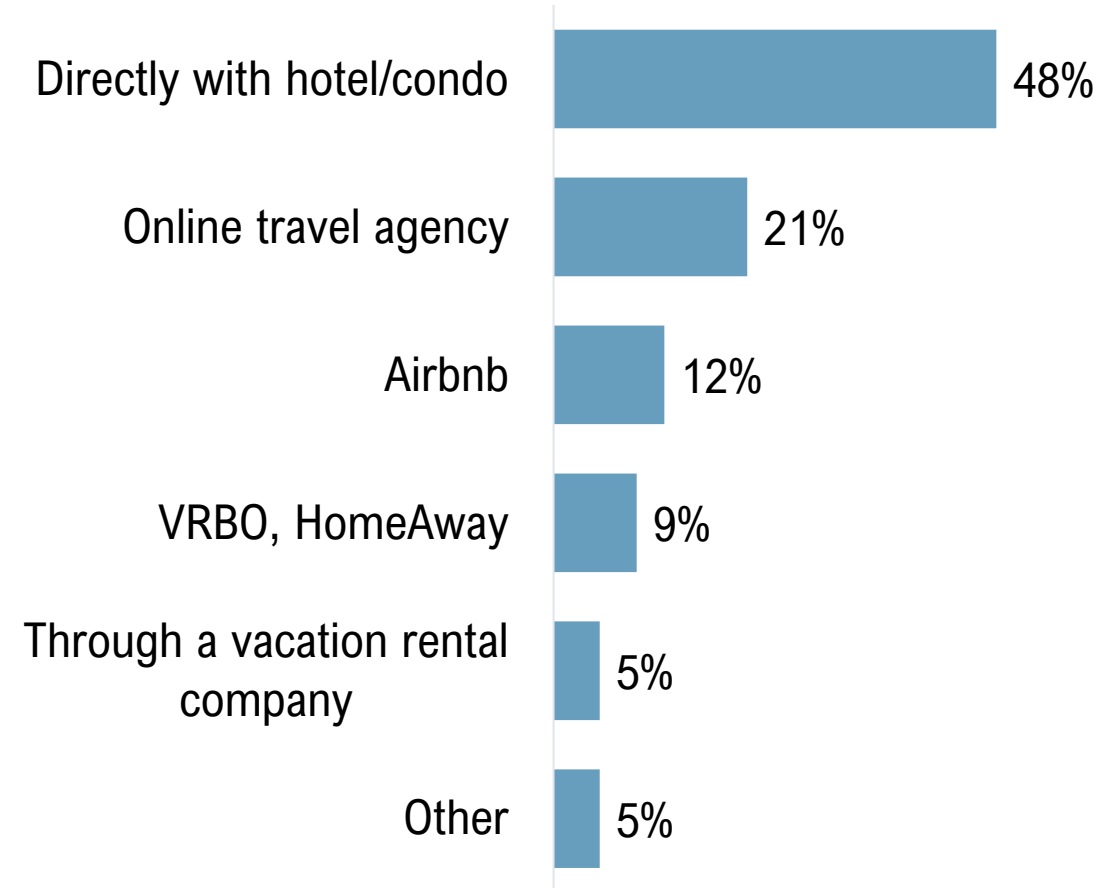
Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	25%	17%	14%	18%
No	61%	70%	74%	69%
Don't know	14%	13%	12%	13%

- » **2 in 3** visitors who saw promotions were impacted to visit

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors who saw Ads
Yes	80%	55%	62%	67%
No	16%	39%	37%	29%
Don't know	4%	6%	1%	4%

# Paid Accommodation Booking<sup>1</sup>

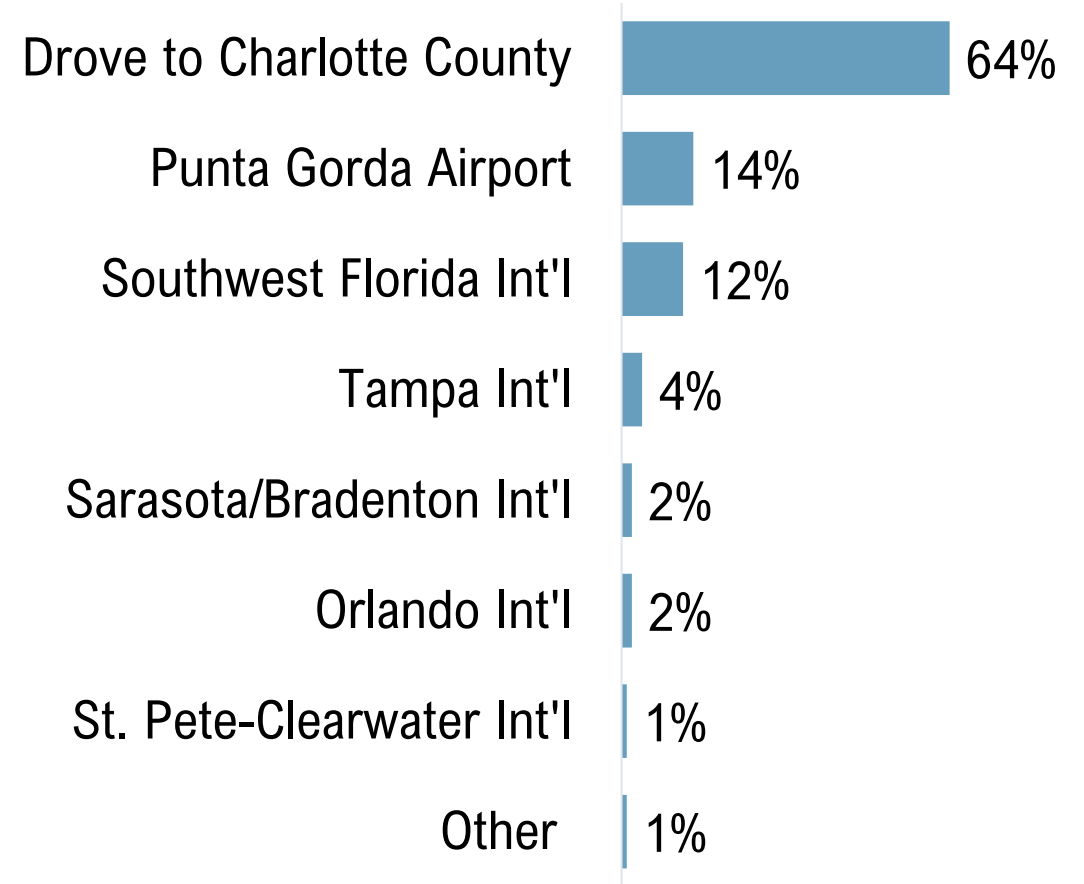
- » **Nearly 1 in 2** visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Online travel agencies accounted for **over 1 in 5** bookings



<sup>1</sup> Visitors staying in paid accommodations.

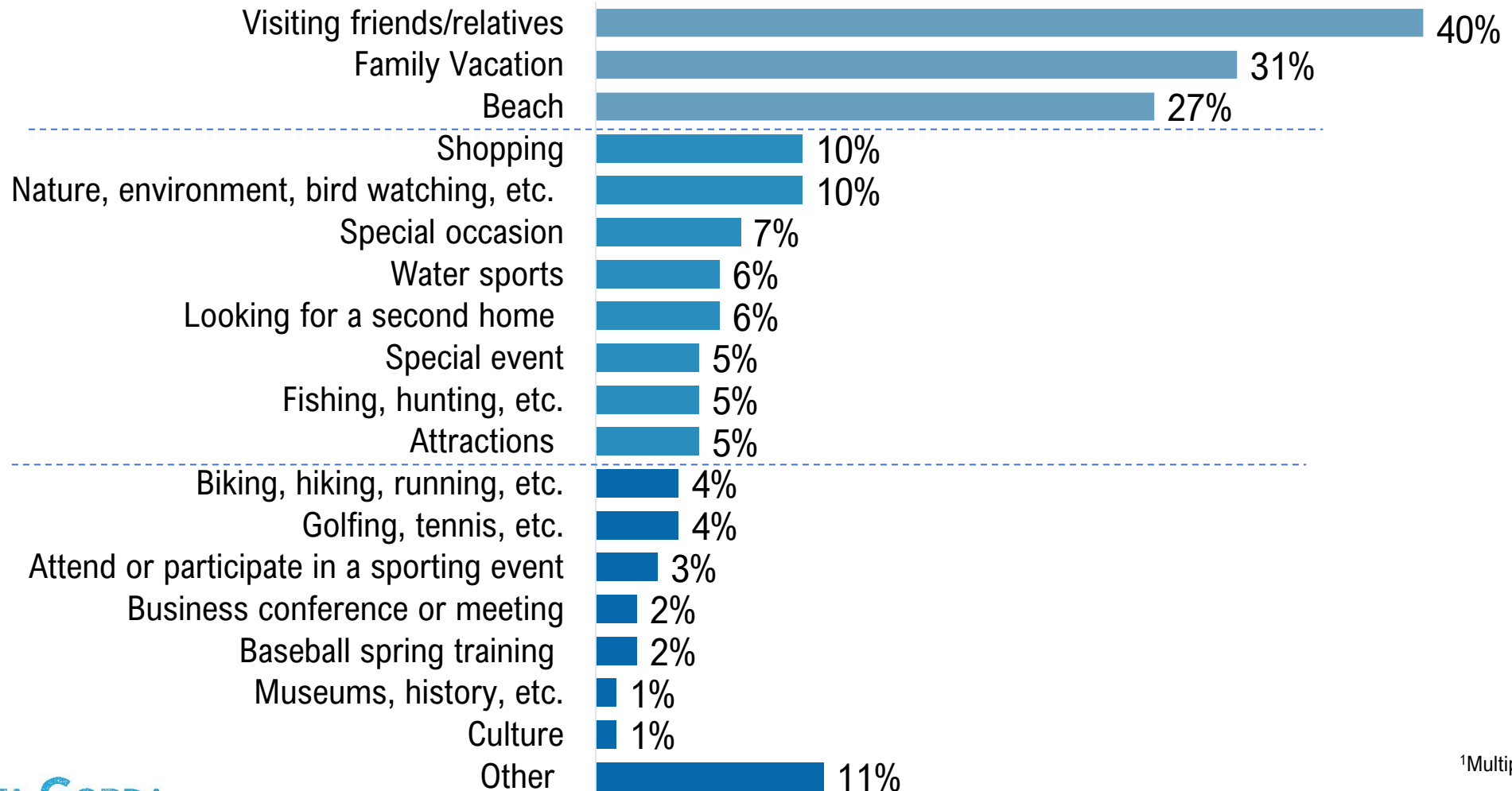
# Visitor Transportation

- » **Nearly 2 in 3** visitors **drove** to Punta Gorda/Englewood Beach (**64%**)
- » **1 in 7** visitors flew into the Punta Gorda Airport (**14%**)
- » **1 in 8** visitors flew into RSW (**12%**)



# Reasons for Visiting<sup>1</sup>

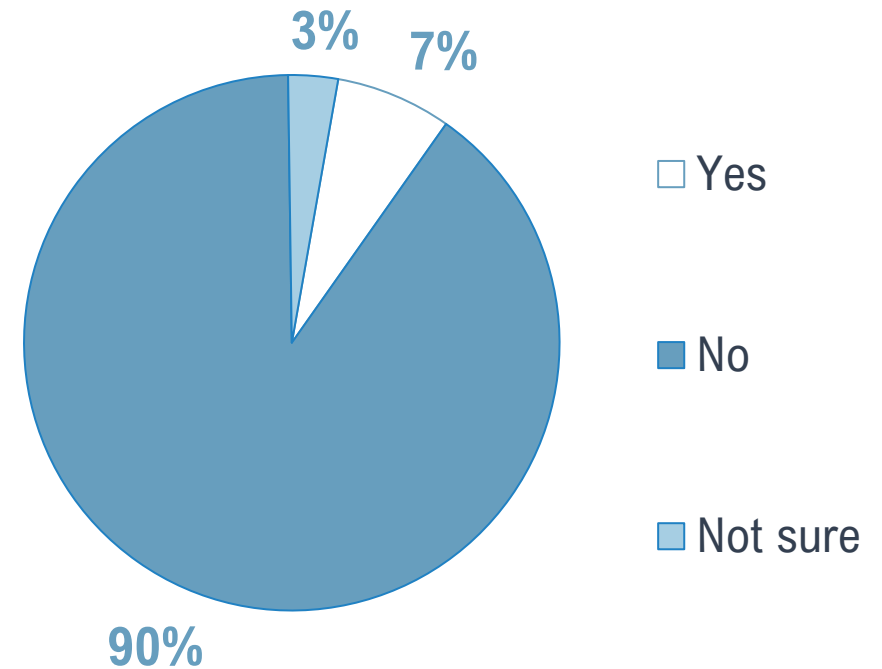
People come to Charlotte County to spend time with family and friends, to enjoy a family vacation and go to the beach



<sup>1</sup>Multiple responses permitted.

# Vacation Replacement

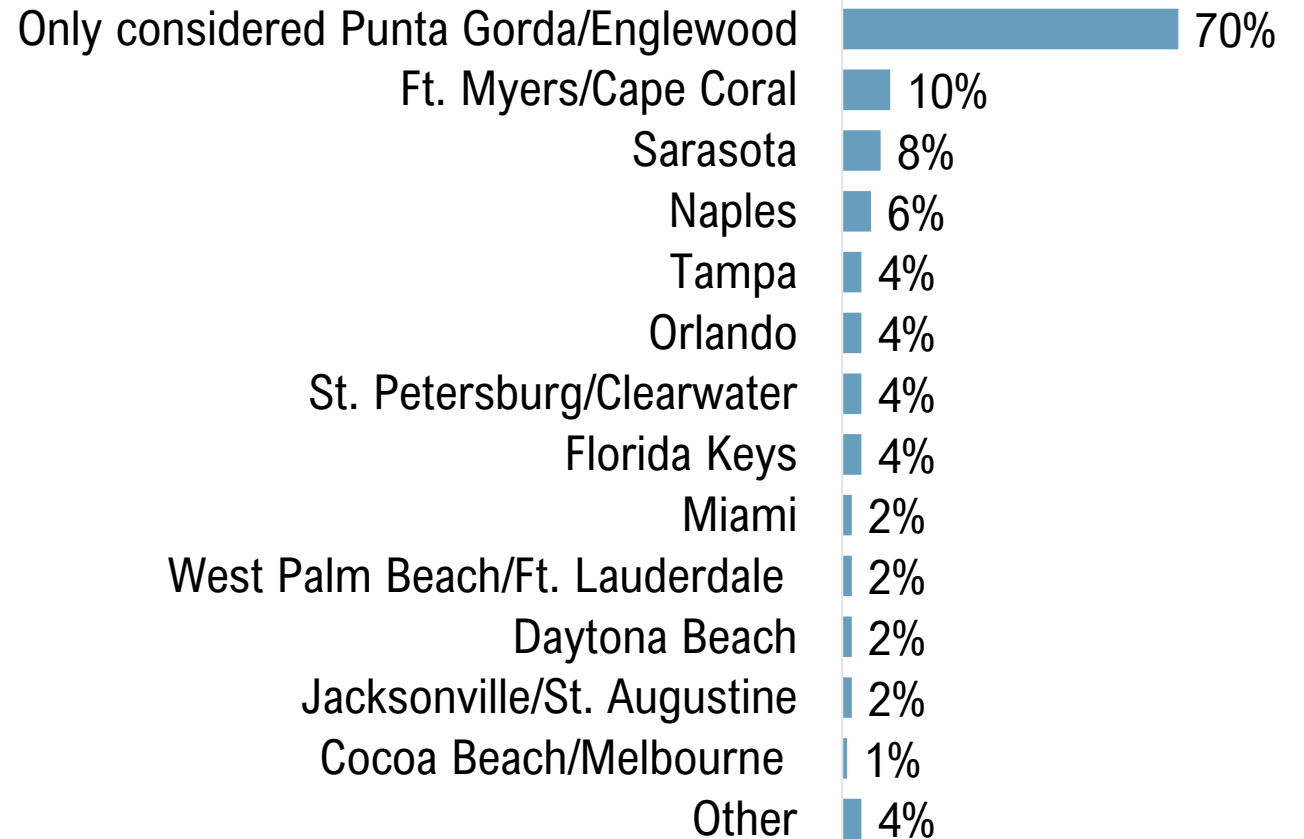
» **7%** of visitors came to the Punta Gorda/Englewood Beach area rather than a previously planned destination



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

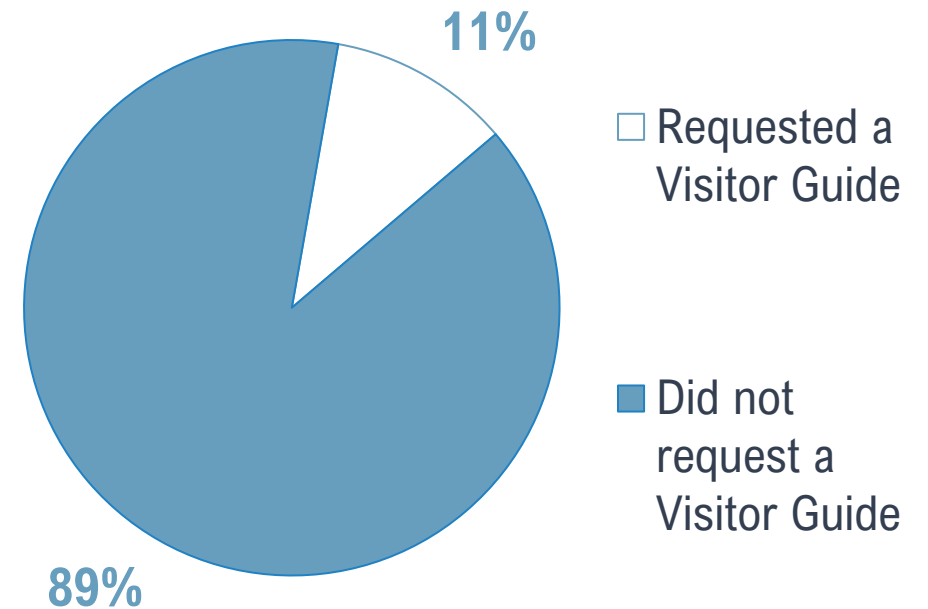
# Other Destinations Considered<sup>1</sup>

- » **7 in 10** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Ft. Myers/Cape Coral and Sarasota are the main competitors with **1 in 10** visitors considering one of these destinations



# Visitors Guide

- » **11%** of visitors requested a Visitors Guide before their trip
  - » **5%** requested a print version
  - » **6%** requested an online version
- » Visitors Guide received a rating of **8.0 out of 10.0<sup>1</sup>**

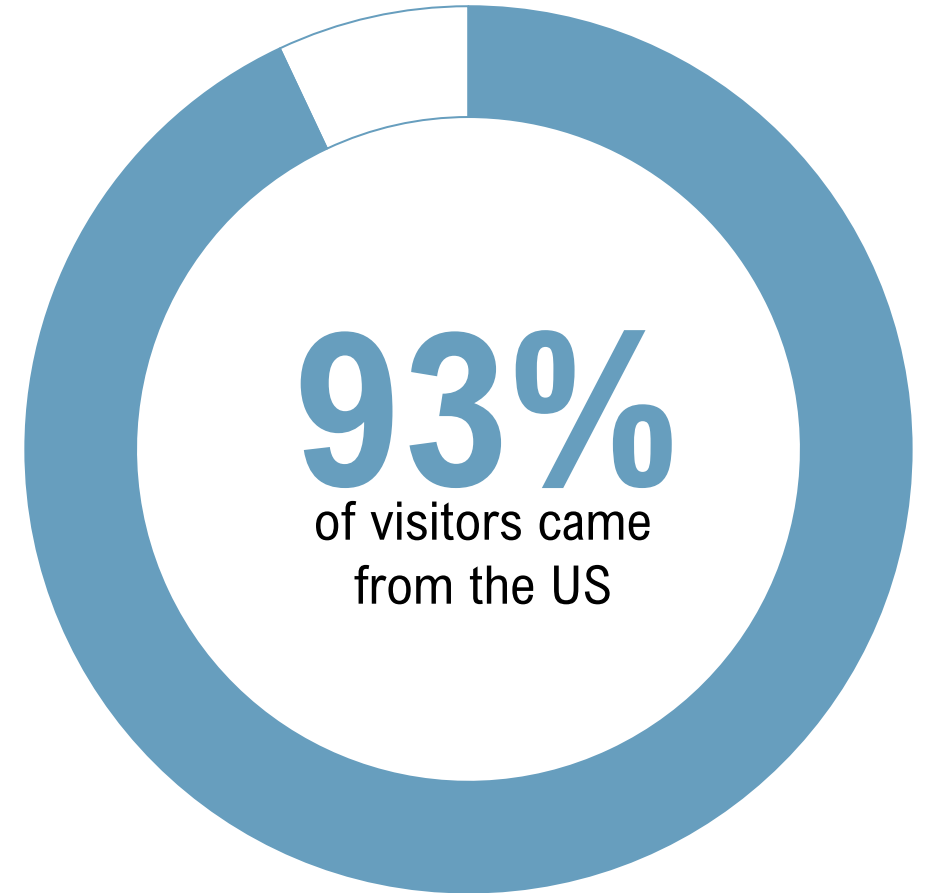
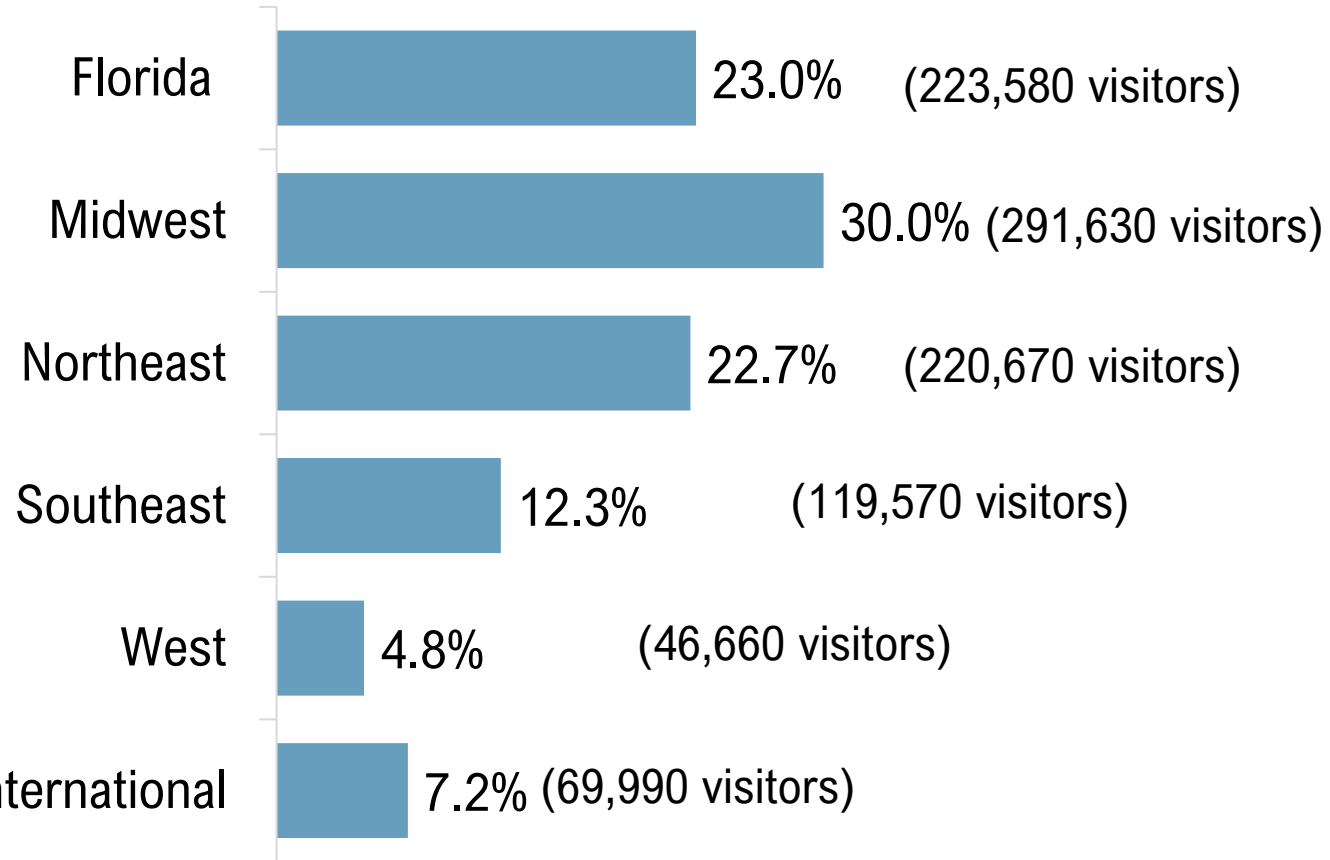


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# Visitor Journey – Traveler Profile

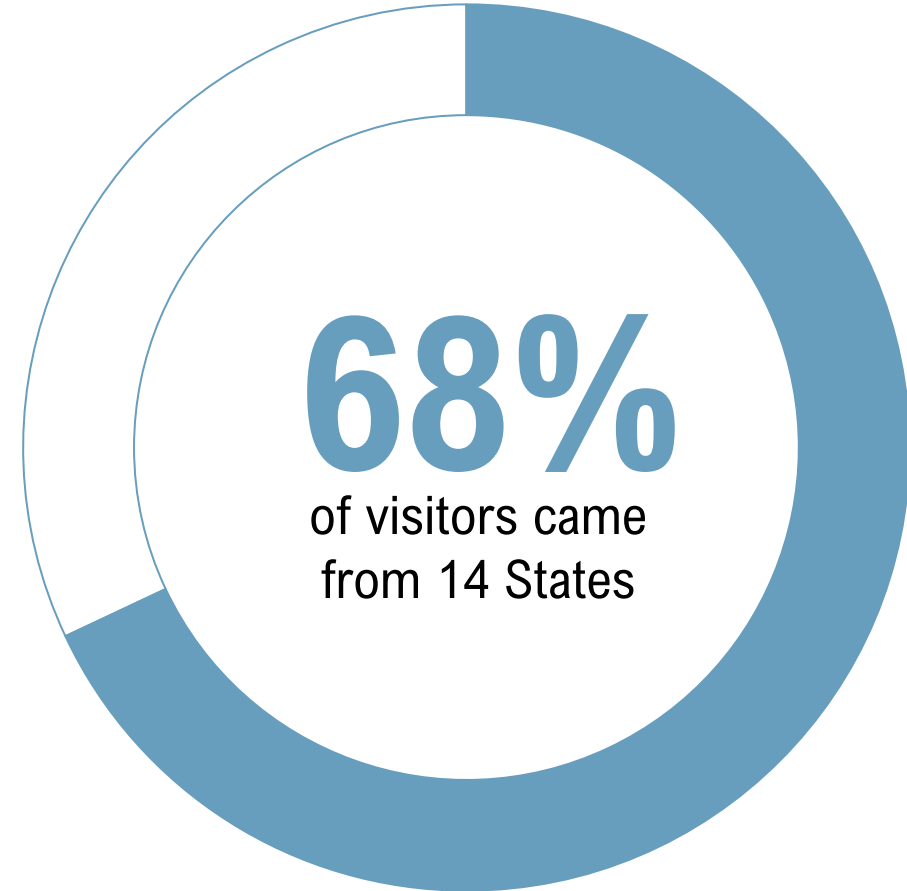


# Origin of Visitors<sup>1</sup>



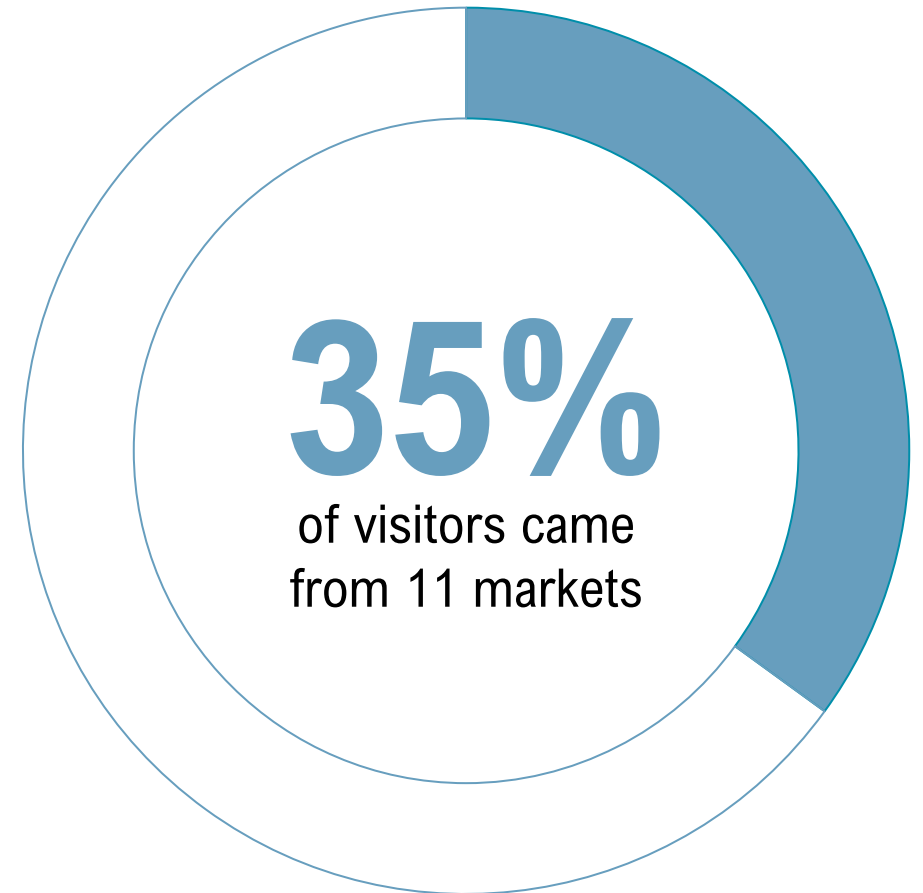
# Origin of Visitors

Origin	Percentage of Visitors	Number of Visitors
Florida	23.0%	223,580
Ohio	6.2%	60,270
Michigan	5.4%	52,490
Pennsylvania	5.0%	48,610
New York	4.9%	47,630
Illinois	4.5%	43,750
Indiana	4.0%	38,880
Massachusetts	3.2%	31,110
New Jersey	2.4%	23,330
Tennessee	2.1%	20,410
Minnesota	2.0%	19,440
Wisconsin	2.0%	19,440
North Carolina	1.6%	15,500
Georgia	1.5%	14,580



# Origin of Visitors

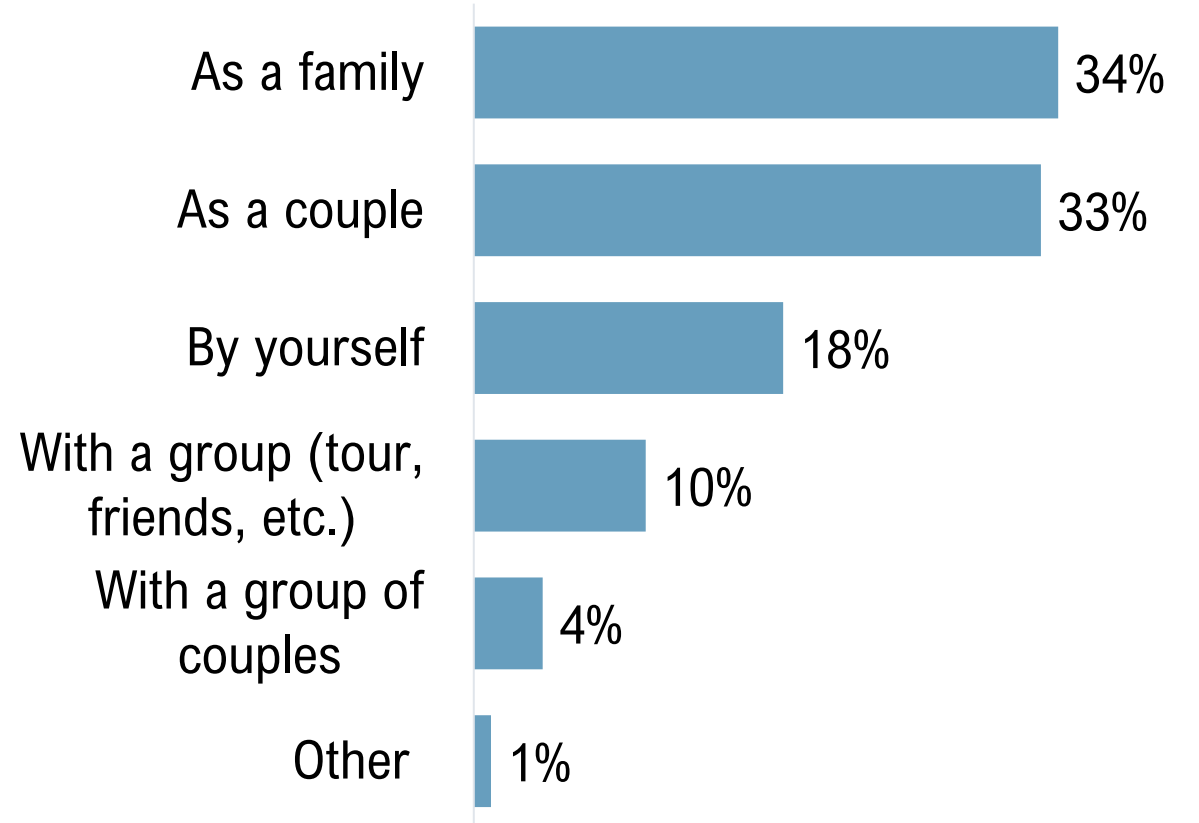
Market	Percentage of Visitors	Number of Visitors
Naples-Ft. Myers	5.9%	57,350
Sarasota	5.4%	52,490
New York <sup>1</sup>	4.8%	46,660
Tampa-St. Petersburg	3.8%	36,940
Chicago	2.7%	26,250
Orlando-Daytona Beach-Melbourne	2.3%	22,360
Boston	2.2%	21,390
Indianapolis	2.2%	21,390
Detroit	2.1%	20,410
Atlanta	2.0%	19,440
Washington, DC-Hagerstown	2.0%	19,440



<sup>1</sup>NYC metro area includes parts of New York & New Jersey.

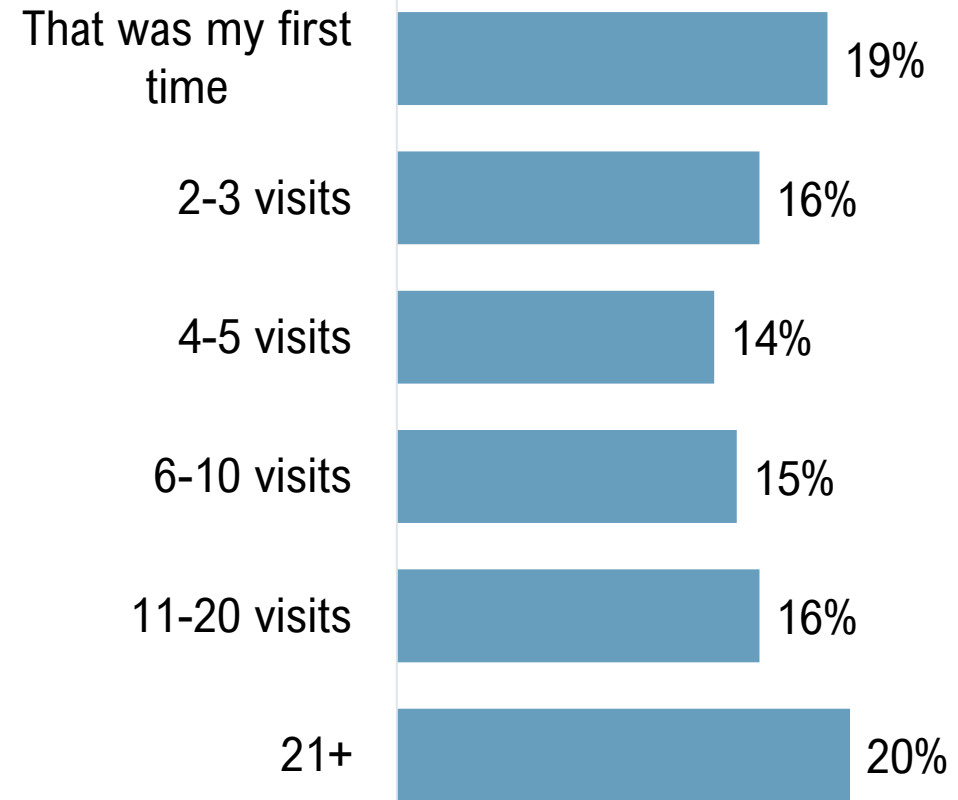
# Travel Parties

- » The typical visitor traveled in a party composed of **2.8** people
- » **34%** traveled with children under the age of 20
- » Over **1 in 3** visitors traveled as a family



# Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitors spent **7.5<sup>1</sup>** nights in Punta Gorda/Englewood Beach
  - » When including long term visitors<sup>2</sup>, average nights stayed is **16.9**
- » **19%** were first time visitors
- » **36%** had visited more than 10 times



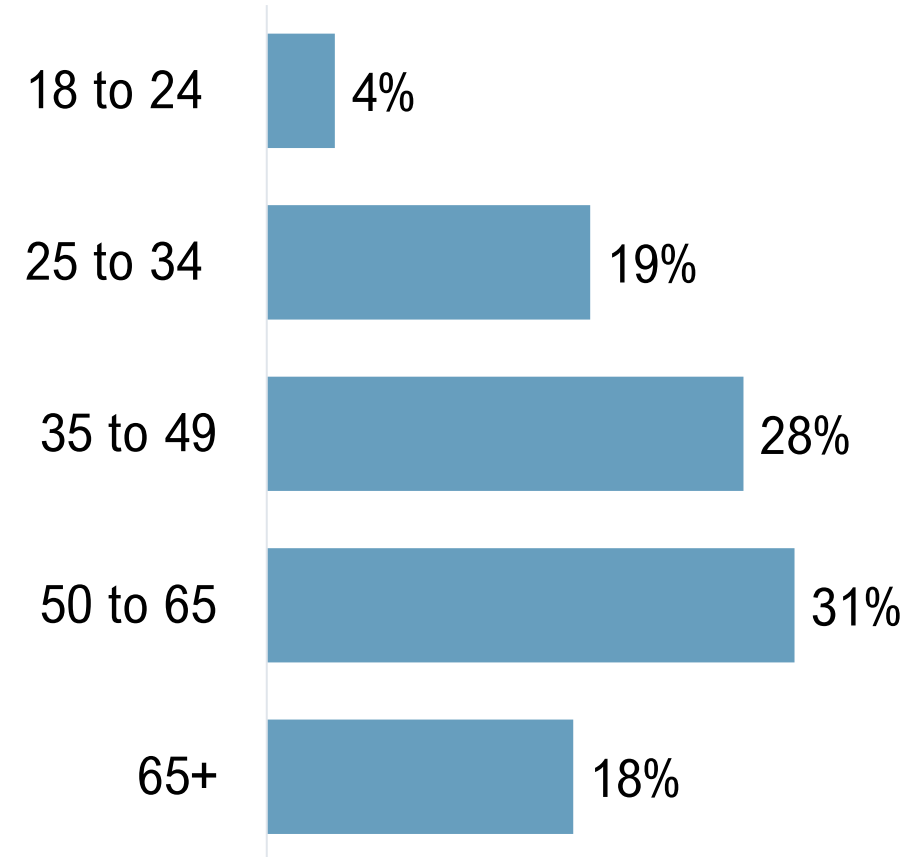
# Punta Gorda/Englewood Length of Stay

- » 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>	9.0	11.1	1.0	7.5
<i>Travel Party Size</i>	3.1	2.8	2.7	2.8

# Age

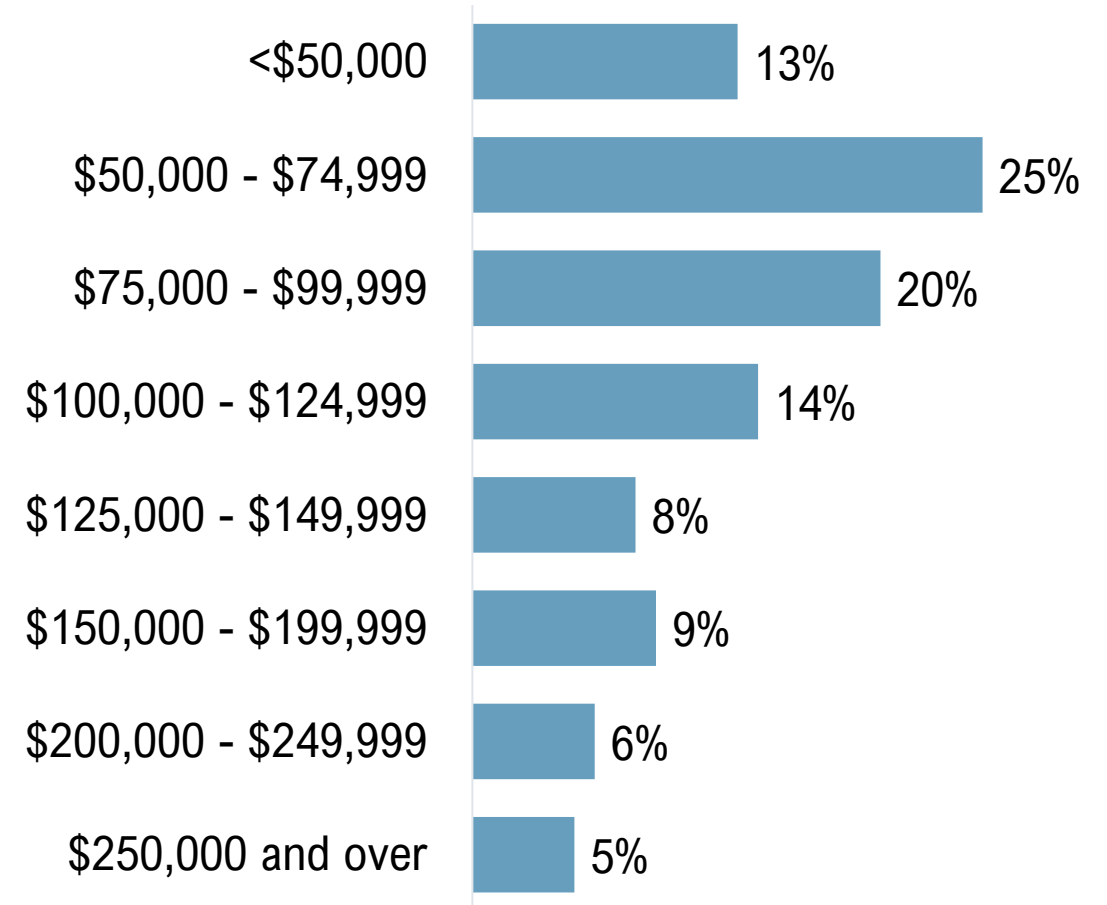
» **49** is the median age of visitors in FY2022



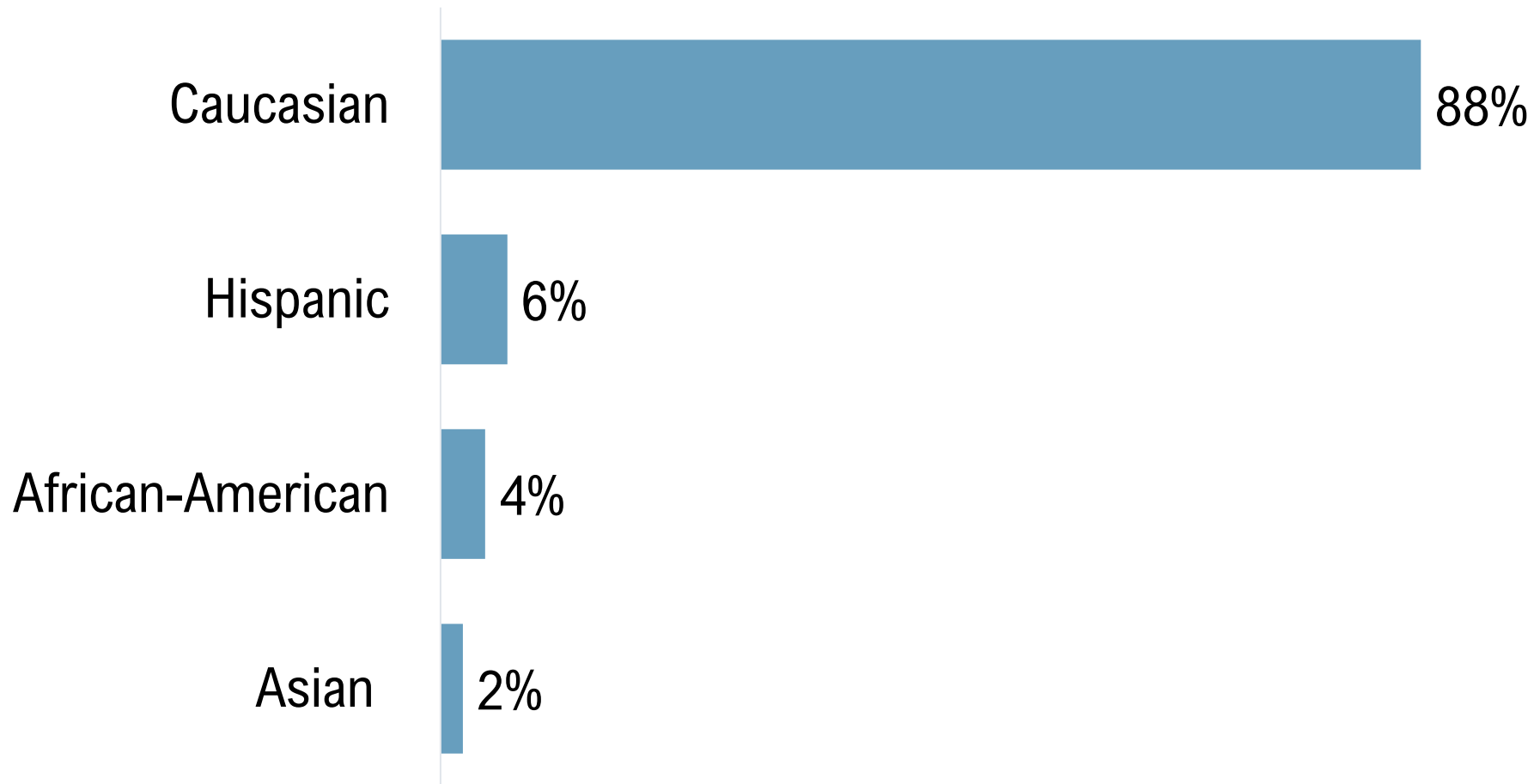
# Household Income in FY2022

## ***Median Household Income***

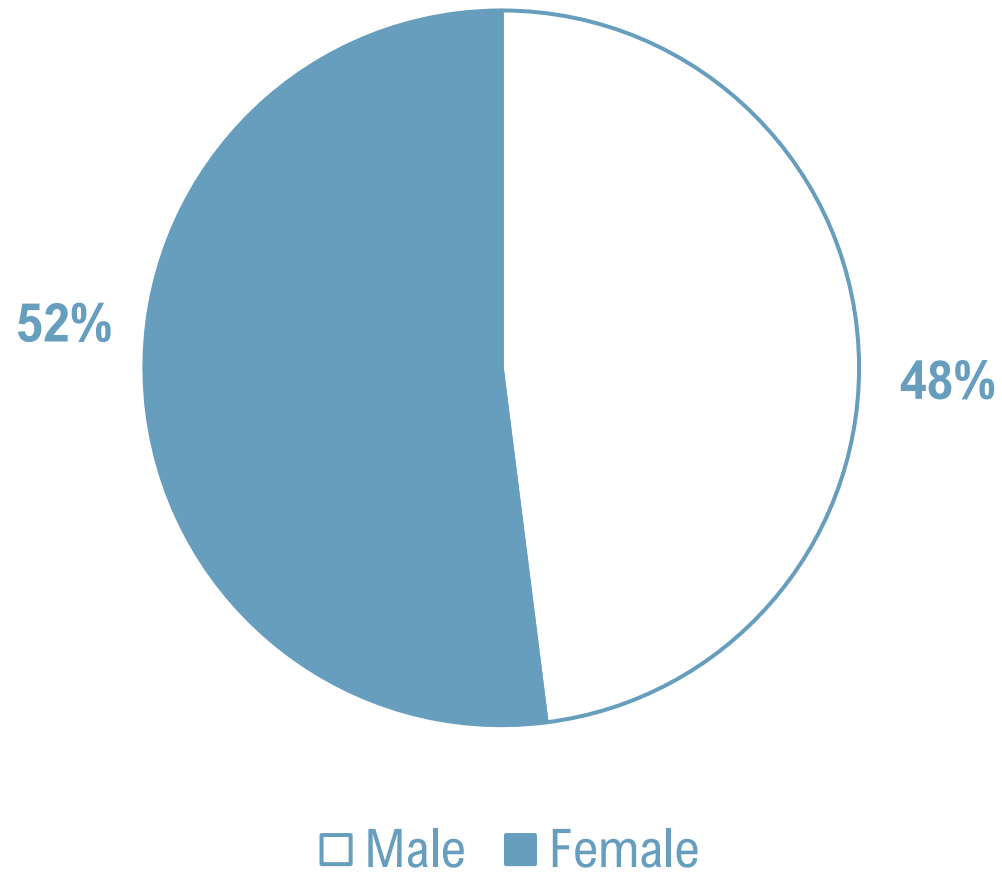
- » **\$89,400** is the median household income for FY2022 visitors
- » **Over 2 in 5** visitors had a household income in excess of \$100,000



# Race/Ethnicity



# Gender

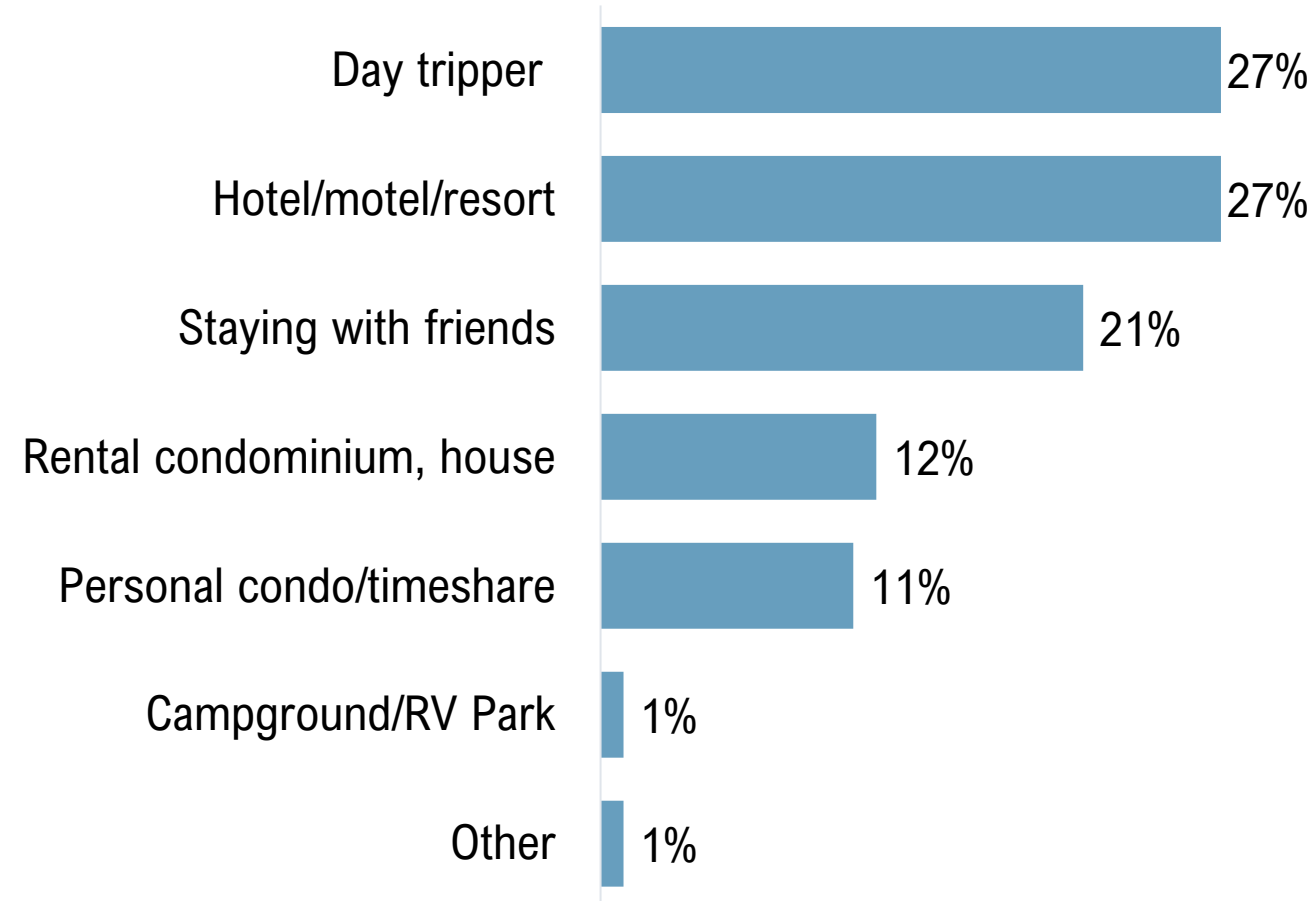


# Visitor Journey – Trip Experience

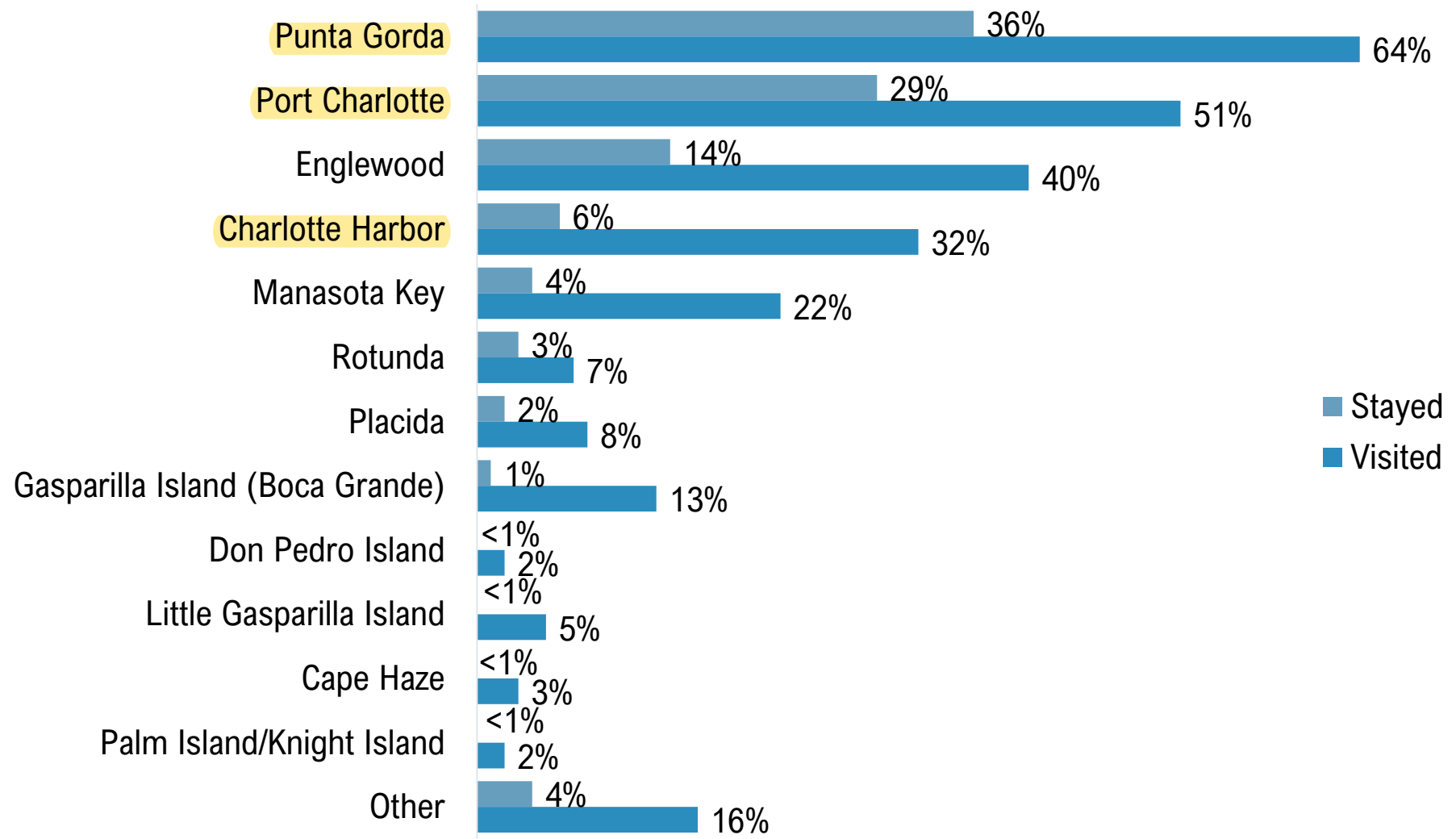


# Visitors' Accommodations

- » **73%** of visitors stayed overnight in Punta Gorda/Englewood Beach
- » **More than 1 in 4** visitors stayed in a hotel, motel or resort
- » **Over 1 in 5** stayed with friends or family

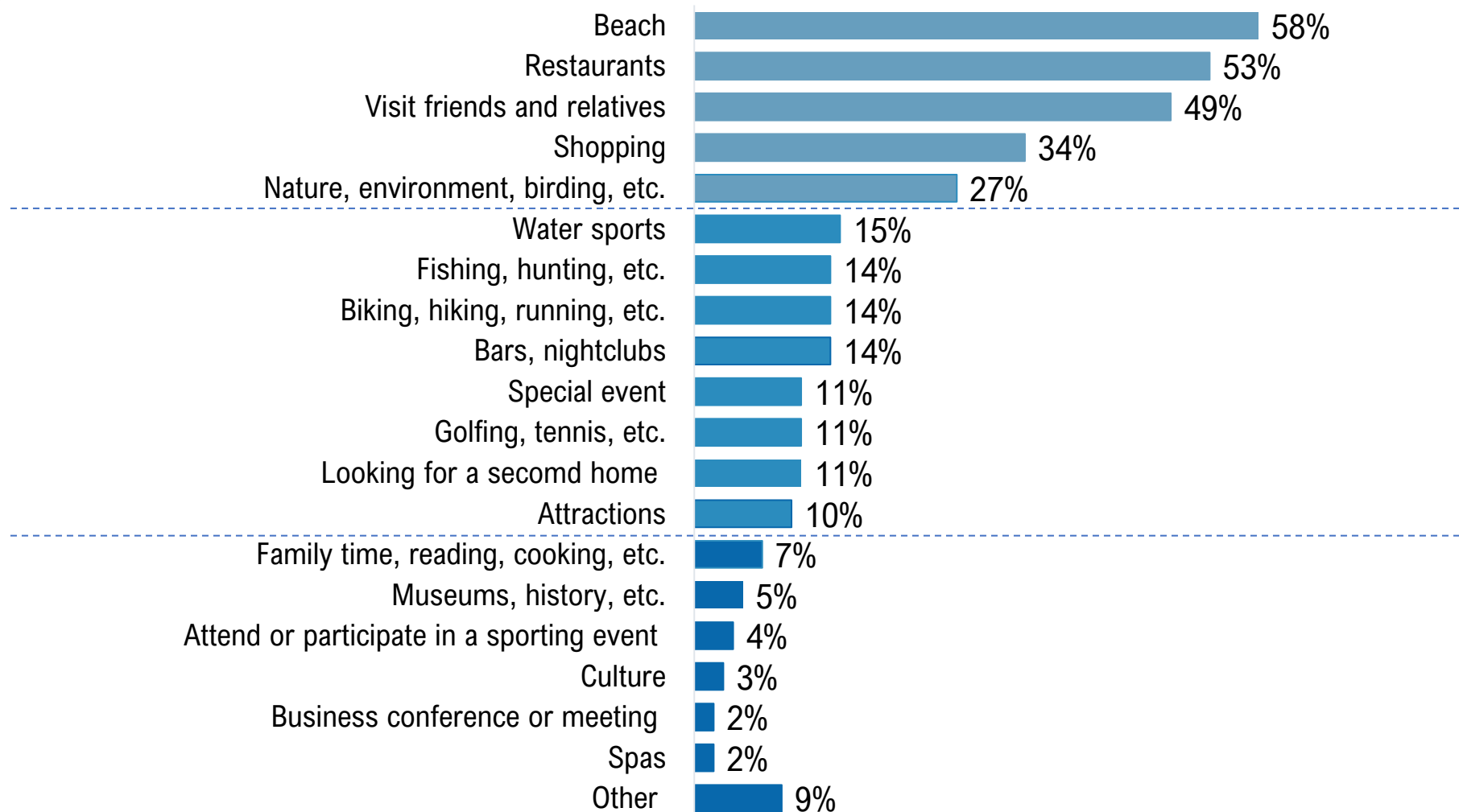


# Area Stayed vs. Areas Visited<sup>1</sup>



<sup>1</sup>Multiple responses permitted.

# Visitor Activities<sup>1</sup>

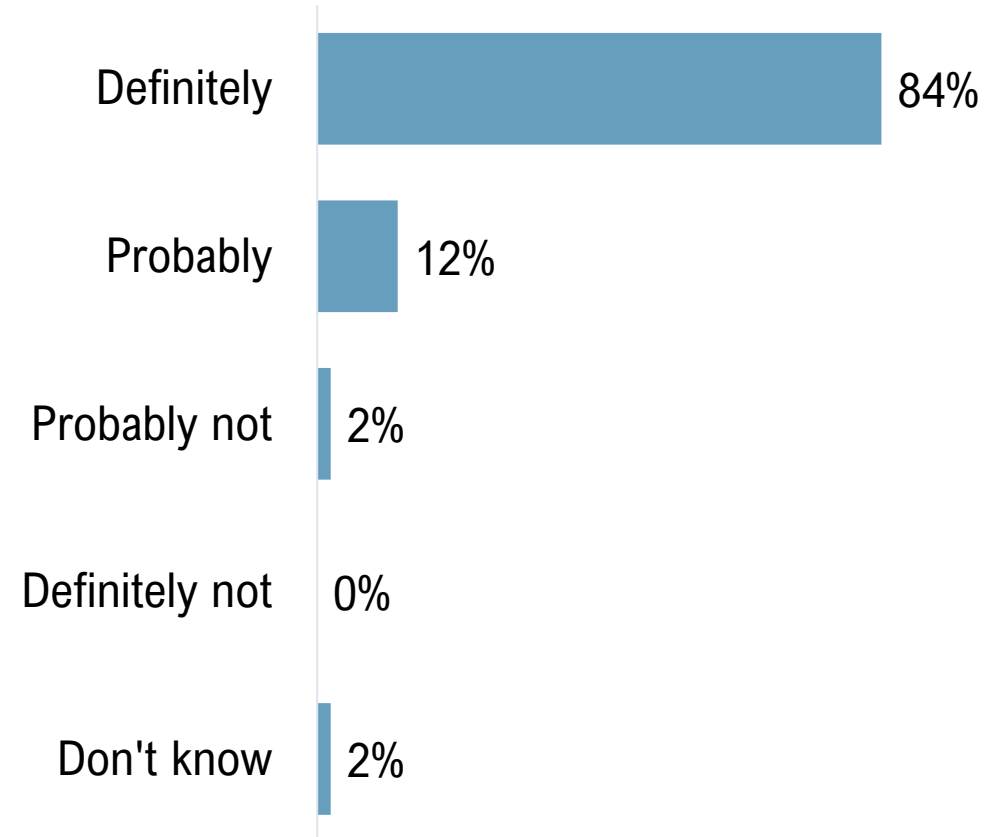


# Visitor Journey – Post-Trip Evaluation



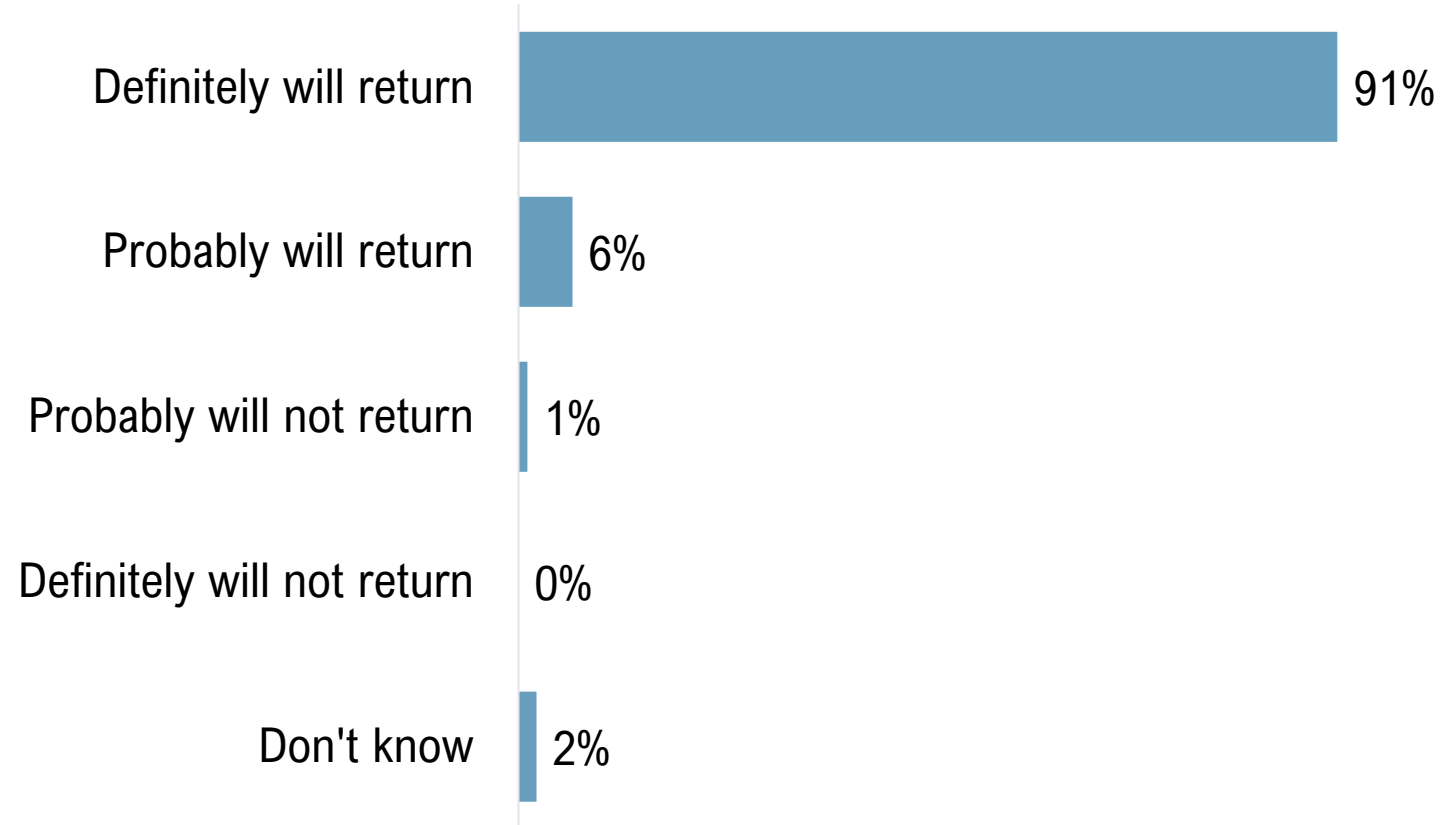
# Visitor Recommendations

» **96%** would recommend Punta Gorda/Englewood Beach to a friend  
(**84%** would definitely recommend)



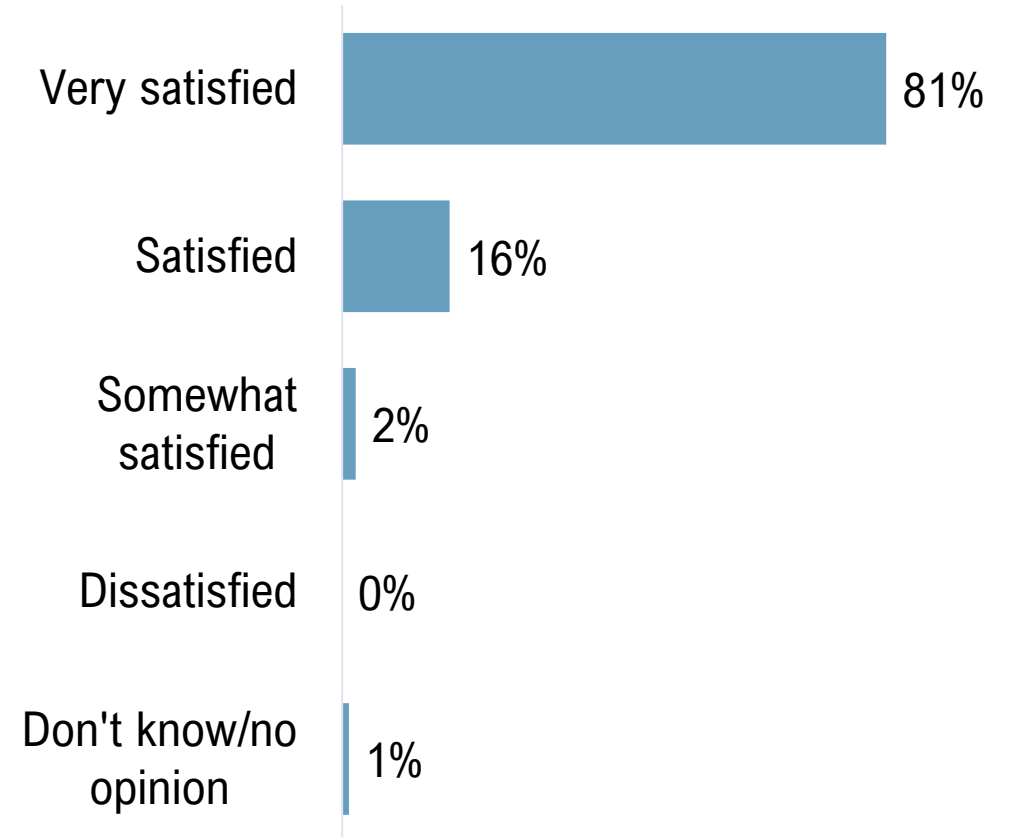
# Return Visitation

» **91%** will definitely return



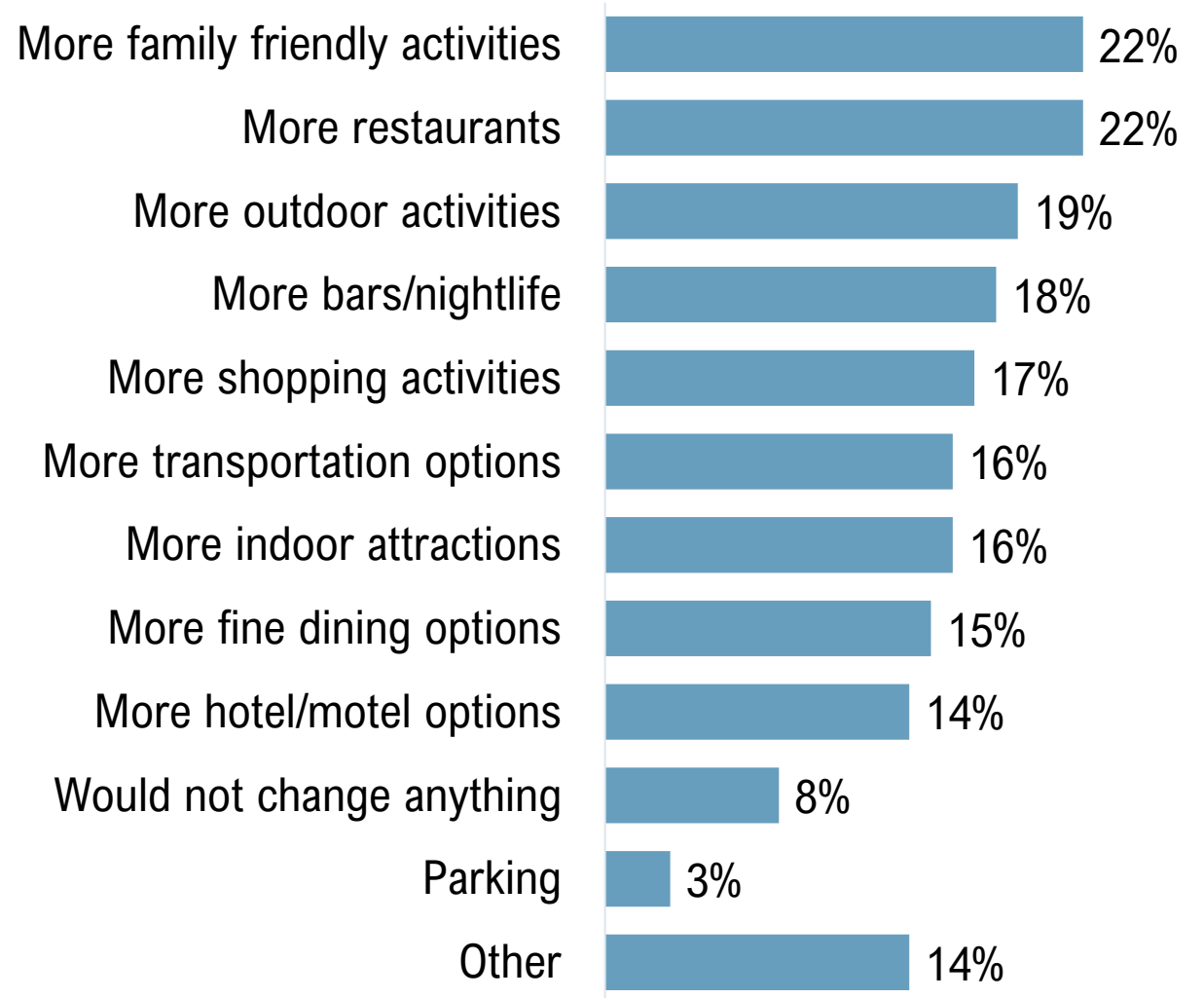
# Visitor Satisfaction

» **97%** were satisfied or very satisfied with their stay (**81%** very satisfied)



# What type of attraction or amenity would make your return to the area more desirable if it were available?

- » **Over 1 in 5** visitors mentioned more family friendly activities as something that would make a return visit more desirable
- » **Over 1 in 5** visitors said that more restaurants would make Charlotte County more desirable



<sup>1</sup>multiple responses permitted.

# Quarterly Comparisons



# Quarterly Comparisons

	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b>Visitors</b>	290,400	197,300	223,700	260,700	<b>972,100</b>
<b>Room Nights</b>	281,742	362,964	280,900	252,200	<b>1,177,806</b>
<b>Direct Spending</b>	\$166,235,300	\$236,310,200	\$160,896,100	\$156,465,400	<b>\$719,907,000</b>
<b>Economic Impact</b>	\$241,041,200	\$342,649,800	\$233,299,300	\$226,874,800	<b>\$1,043,895,100</b>
<b>ADR</b>	\$135.75	\$206.90	\$151.06	\$133.44	<b>\$156.79</b>
<b>Occupancy Rate</b>	53.0%	69.0%	52.8%	45.6%	<b>55.1%</b>
<b>RevPAR</b>	\$71.95	\$142.76	\$79.81	\$60.85	<b>\$86.39</b>

# Quarterly Comparisons

Trip Planning Cycle	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b><i>A week or two in advance</i></b>	26%	19%	21%	27%	<b>24%</b>
<b><i>A month or so in advance</i></b>	22%	17%	22%	28%	<b>23%</b>
<b><i>2 months in advance</i></b>	17%	17%	21%	18%	<b>18%</b>
<b><i>3 months in advance</i></b>	12%	14%	14%	12%	<b>13%</b>
<b><i>4 to 5 months in advance</i></b>	9%	10%	10%	7%	<b>9%</b>
<b><i>6 months or longer</i></b>	13%	23%	12%	8%	<b>13%</b>
<b><i>Not sure</i></b>	1%	0%	0%	0%	<b>0%</b>

# Quarterly Comparisons

Saw Advertisement	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b>Average Visitor</b>	16%	18%	21%	18%	<b>18%</b>
<b>Paid Accommodations</b>	24%	20%	26%	29%	<b>25%</b>
<b>Non-paid Accommodations</b>	15%	18%	18%	18%	<b>17%</b>
<b>Day Tripper</b>	12%	14%	18%	12%	<b>14%</b>

Influenced by Advertisement	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b>Average Visitor</b>	69%	64%	57%	75%	<b>67%</b>
<b>Paid Accommodations</b>	74%	80%	76%	91%	<b>80%</b>
<b>Non-paid Accommodations</b>	61%	49%	51%	56%	<b>55%</b>
<b>Day Tripper</b>	77%	71%	34%	62%	<b>62%</b>

# Quarterly Comparisons

Visitor Guide	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<i>Requested a Visitors Guide</i>	6%	10%	15%	12%	<b>11%</b>
<i>Requested a print version</i>	3%	5%	5%	6%	<b>5%</b>
<i>Requested an online version</i>	3%	5%	10%	6%	<b>6%</b>
<i>Visitor Guide Rating</i>	7.7	8.2	8.5	7.8	<b>8.0</b>

	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<i>Drove to Charlotte</i>	64%	70%	63%	60%	<b>64%</b>
<i>1st Time Visitors</i>	15%	20%	17%	21%	<b>19%</b>
<i>11+ Visits</i>	41%	31%	33%	36%	<b>36%</b>

# Quarterly Comparisons

Main Reason	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<i>Visiting friends/relatives</i>	41%	44%	43%	33%	<b>40%</b>
<i>Vacation</i>	24%	36%	33%	34%	<b>31%</b>
<i>Beach</i>	28%	28%	26%	26%	<b>27%</b>
<i>Shopping, antiques</i>	8%	13%	9%	9%	<b>10%</b>
<i>Nature, environment, bird watching, etc.</i>	10%	12%	9%	9%	<b>10%</b>
<i>Special occasion</i>	6%	6%	9%	6%	<b>7%</b>
<i>Water sports</i>	6%	6%	7%	4%	<b>6%</b>
<i>Looking for a 2nd home</i>	8%	5%	5%	7%	<b>6%</b>
<i>Special events</i>	12%	3%	2%	3%	<b>5%</b>
<i>Attractions</i>	4%	7%	4%	5%	<b>5%</b>
<i>Fishing, hunting, etc.</i>	4%	6%	6%	4%	<b>5%</b>
<i>Golf or tennis</i>	5%	4%	3%	3%	<b>4%</b>
<i>Biking, hiking, etc.</i>	5%	7%	3%	2%	<b>4%</b>
<i>Sporting event</i>	3%	1%	1%	5%	<b>3%</b>

# Quarterly Comparisons

Region	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b><i>Southeast</i></b>	36%	25%	34%	43%	<b>35%</b>
<b><i>Midwest</i></b>	30%	39%	27%	26%	<b>30%</b>
<b><i>Northeast</i></b>	25%	26%	20%	20%	<b>23%</b>
<b><i>West</i></b>	5%	3%	6%	5%	<b>5%</b>
<b><i>International</i></b>	4%	7%	13%	6%	<b>7%</b>

State	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b><i>Florida</i></b>	24%	15%	19%	31%	<b>23%</b>
<b><i>Ohio</i></b>	5%	7%	6%	7%	<b>6%</b>
<b><i>Michigan</i></b>	4%	10%	5%	4%	<b>5%</b>
<b><i>New York</i></b>	4%	6%	5%	5%	<b>5%</b>
<b><i>Pennsylvania</i></b>	5%	5%	4%	6%	<b>5%</b>

# Quarterly Comparisons

Market	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b><i>Naples-Ft. Myers</i></b>	6%	4%	5%	8%	<b>6%</b>
<b><i>Sarasota</i></b>	6%	4%	4%	7%	<b>5%</b>
<b><i>New York<sup>1</sup></i></b>	4%	4%	5%	6%	<b>5%</b>
<b><i>Tampa-St Petersburg</i></b>	3%	3%	3%	6%	<b>4%</b>
<b><i>Chicago</i></b>	2%	2%	4%	3%	<b>3%</b>
<b><i>Orlando-Daytona Beach-Melbourne</i></b>	2%	1%	2%	4%	<b>2%</b>
<b><i>Boston</i></b>	2%	3%	3%	1%	<b>2%</b>
<b><i>Indianapolis</i></b>	3%	3%	2%	1%	<b>2%</b>
<b><i>Detroit</i></b>	1%	4%	3%	1%	<b>2%</b>
<b><i>Atlanta</i></b>	2%	1%	3%	2%	<b>2%</b>
<b><i>Washington DC-Hagerstown</i></b>	2%	3%	1%	2%	<b>2%</b>

<sup>1</sup>NYC metro area includes parts of New York & New Jersey.

# Quarterly Comparisons

	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b><i>Travel party size</i></b>	3.0	2.7	2.8	3.0	<b>2.8</b>
<b><i>Traveled with children</i></b>	33%	24%	35%	40%	<b>34%</b>
<b><i>Length of Stay</i></b>	7.2	10.9	7.0	5.9	<b>7.5</b>

	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b><i>Median Age</i></b>	49	55	50	45	<b>49</b>
<b><i>Gender (Female)</i></b>	51%	52%	53%	51%	<b>52%</b>
<b><i>Median Income</i></b>	\$82,500	\$88,200	\$98,800	\$89,800	<b>\$89,400</b>

# Quarterly Comparisons

Visitor Accommodations	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b><i>Hotel/motel/resort</i></b>	26%	18%	25%	32%	<b>27%</b>
<b><i>Day Tripper</i></b>	27%	20%	30%	30%	<b>27%</b>
<b><i>Staying with friends</i></b>	20%	26%	20%	20%	<b>21%</b>
<b><i>Rental condo, house</i></b>	10%	16%	15%	6%	<b>12%</b>
<b><i>Personal condo/timeshare</i></b>	15%	14%	8%	10%	<b>11%</b>
<b><i>Campground/RV park</i></b>	2%	3%	1%	0%	<b>1%</b>
<b><i>Bed and Breakfast/Inn</i></b>	0%	1%	0%	0%	<b>0%</b>
<b><i>Other</i></b>	0%	2%	0%	2%	<b>0%</b>

# Quarterly Comparisons

Visitor Activities	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<b><i>Beach</i></b>	47%	60%	70%	44%	<b>58%</b>
<b><i>Restaurants</i></b>	49%	58%	54%	54%	<b>53%</b>
<b><i>Visit friends and relatives</i></b>	49%	54%	52%	41%	<b>49%</b>
<b><i>Shopping</i></b>	28%	41%	36%	34%	<b>34%</b>
<b><i>Nature, environment, birding, etc.</i></b>	25%	28%	30%	27%	<b>27%</b>
<b><i>Water sports</i></b>	14%	15%	21%	12%	<b>15%</b>
<b><i>Fishing, hunting, etc.</i></b>	14%	14%	17%	13%	<b>14%</b>
<b><i>Bars, nightclubs</i></b>	14%	16%	15%	11%	<b>14%</b>
<b><i>Biking, hiking, running, etc.</i></b>	14%	17%	12%	13%	<b>14%</b>
<b><i>Special event</i></b>	18%	9%	8%	7%	<b>11%</b>
<b><i>Looking for a second home</i></b>	13%	13%	6%	13%	<b>11%</b>
<b><i>Golfing, tennis, etc.</i></b>	11%	13%	9%	10%	<b>11%</b>
<b><i>Attractions</i></b>	8%	11%	10%	10%	<b>10%</b>

# Quarterly Comparisons

	October – December 2021	January – March 2022	April – June 2022	July – September 2022	FY2022
<i><b>Will definitely recommend</b></i>	91%	92%	81%	71%	<b>84%</b>
<i><b>Will definitely return</b></i>	97%	95%	85%	86%	<b>91%</b>
<i><b>Very Satisfied + Satisfied</b></i>	97%	99%	97%	96%	<b>97%</b>

# Methodology

## Visitor Tracking Study

- » **1,826** interviews were completed with Charlotte County visitors in-person and online between October 1<sup>st</sup>, 2021 and September 30<sup>th</sup>, 2022.



## 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 2021 – September 2022

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