

# Punta Gorda/Englewood Beach VCB Economic Impact & Visitor Tracking Report FY 2021

October 2020 – September 2021



# Visitor Journey



# Executive Summary



# Visitor Journey – Impact of Tourism





# Tourism Matters to Charlotte County

Visitor spending in FY 2021 generated a  
total economic impact of

**\$844,435,500**

in Charlotte County

(+35.7% from FY 2020)



# Direct Spending

Visitors who traveled to Charlotte  
County in FY 2021 spent

**\$582,369,300**

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

(+35.7% from FY 2020)



# Visitors

Charlotte County attracted

**863,000**

visitors in FY 2021

(+23.4% from FY 2020)





# Tourism Development Tax

Taxes paid on rooms reserved by  
visitors to Charlotte County in FY 2021  
resulted in

**\$6,071,843**

in TDT collected

(+36.8% from FY 2020)





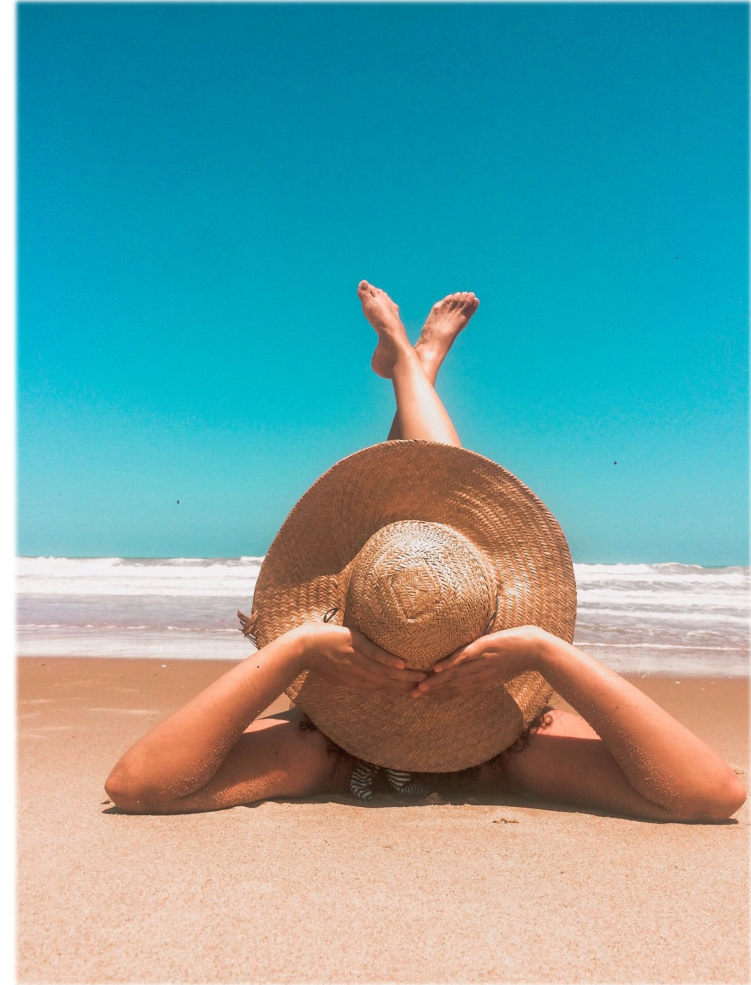
# Room Nights

Charlotte County visitors generated

**1,193,015**

room nights in paid  
accommodations in FY 2021

(+11.4% from FY 2020)



# Jobs & Wages

Tourism in Charlotte County  
supported

**10,752**

local jobs in FY 2021, generating

**\$248,251,200**

in wages and salaries



# Visitors Create Jobs

An additional Charlotte  
County job is supported by  
every

80

visitors





# Household Savings

Visitors to Charlotte County save  
local residents

**\$875**

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

**\$63**

in visitor spending within Charlotte County



<sup>1</sup> Marketing Budget of \$1,444,252 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

- » **Over 2 in 5** visitors planned their trip 1 month or less in advance
- » Top trip planning sources:



Previous visit (44%)



Friend, coworker, etc. (31%)



Internet (30%)

# Punta Gorda/Englewood Beach Promotions

- » **23%** of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit
- » **68%** of those who recalled advertising were influenced to come to the area
- » Top sources of noticed promotions:



Online Article (26%)



Television (22%)



Newspaper (21%)



# Accommodation Booking<sup>1</sup>



43% Directly with hotel/condo



23% Online travel agency



14% Airbnb



8% VRBO, HomeAway

# Transportation



**60%** of visitors drove to  
Punta Gorda/Englewood Beach



**12%** 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 (35%)



Beach (23%)



Family vacation (23%)

# Concerns with COVID-19<sup>1</sup>

- » **1 in 6** visitors stated that concerns about COVID-19 played a role in them choosing to visit this area
- » Top pandemic related reasons for choosing the area over others:



Preferred a less crowded destination (30%)



Preferred a destination with outdoor activities (29%)



Preferred a destination near the 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 (9%)



Naples (6%)



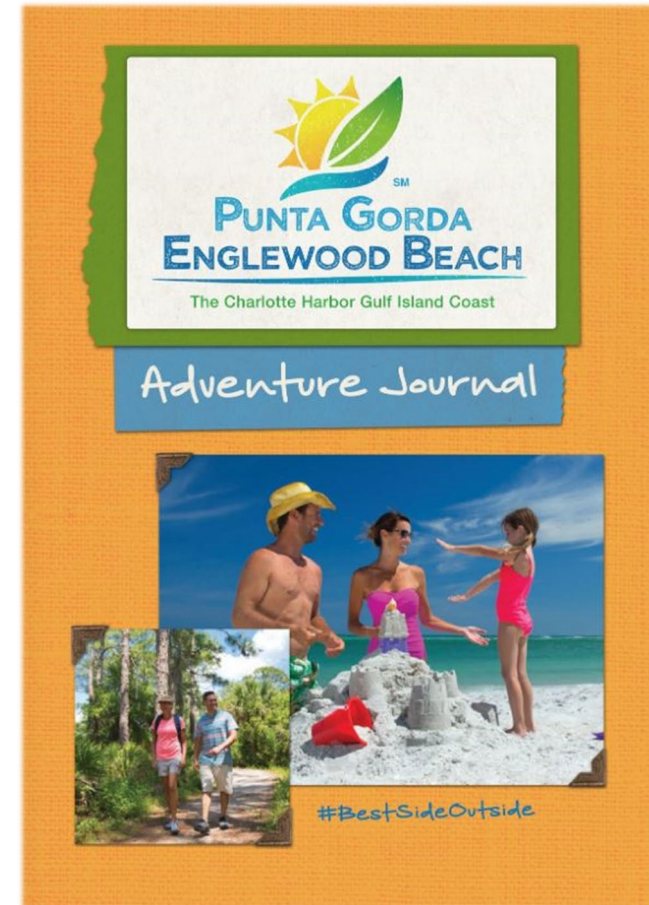
Tampa (4%)



Orlando (4%)

# Visitors Guide

- » 9% of visitors requested a Visitors Guide
- » Visitors Guide received a rating of 8.4 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.

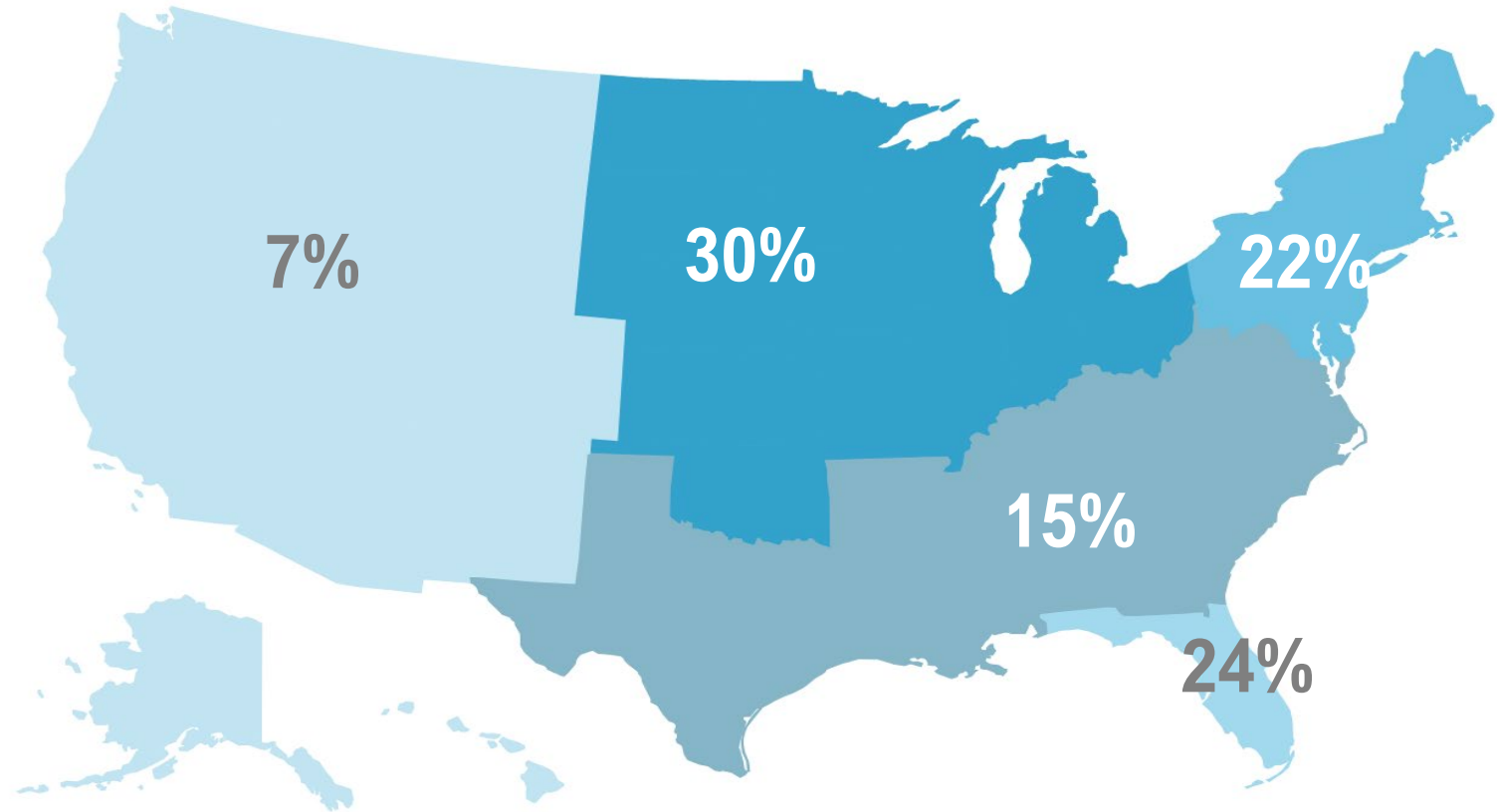
# Visitor Journey – Traveler Profile





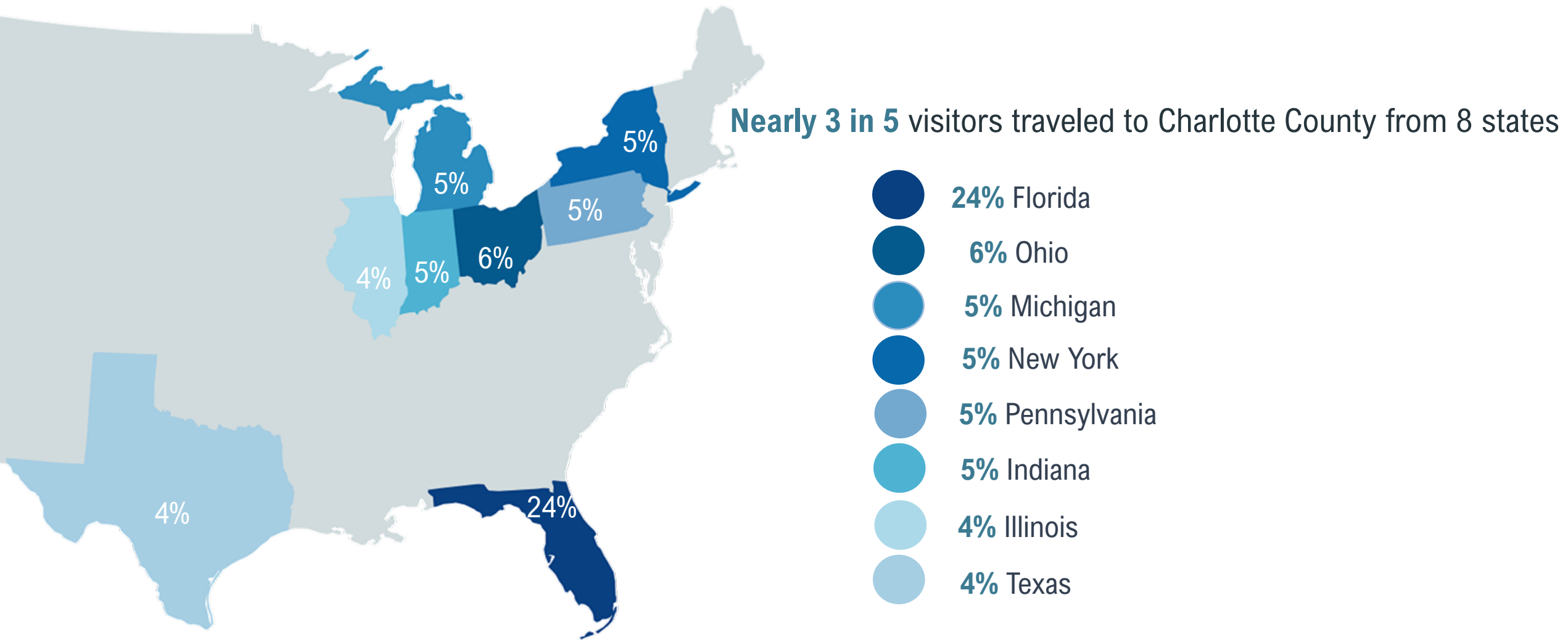
# Top Regional Origins of Visitors

- » **98%** of Charlotte County visitors lived in the United States
- » **2%** 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



# Top Market Origins of Visitors

23% of visitors come from 5 markets



7% Naples-Ft. Myers



6% Sarasota-Bradenton



4% New York City<sup>1</sup>



3% Chicago



3% Atlanta



# Travel Party Size and Composition

- » The typical visitor traveled in a party composed of **2.8** people
- » **41%** traveled with at least one person under the age of 20
- » **Over 2 in 5** traveled as a family, while another **nearly 1 in 3** visitors traveled as a couple



# Length of Stay – All Visitors\*

» Visitors spent **8.2<sup>1</sup>** nights in Punta Gorda/Englewood Beach



<sup>1</sup>Nights stayed capped at 30 nights. Average length of stay is 16.3 nights when nights stayed is not capped.

\*Nights stayed includes Day Trippers.

# First Time Visitors

- » **22%** were first time visitors
- » **32%** had visited more than 10 times





# Typical Punta Gorda/Englewood Beach Visitor

## » The typical Visitor:

- » Was 48 years old
- » Had a median household income of \$89,100
- » Was more likely to be female (53%)
- » Was from:
  - » Southeast (39%)
  - » Midwest (30%)



# Typical Day Trip Visitor



- » The Typical Day Trip Visitor:
  - » Was 46 years old
  - » Had a median household income of \$93,600
  - » Was more likely to be female (53%)
  - » Was from:
    - » Naples-Ft. Myers (15%)
    - » Sarasota-Bradenton (15%)

# Typical Vacationer Visitor

## » The Typical Vacationer<sup>1</sup> Visitor:

- » Was 45 years old
- » Had a median household income of \$91,900
- » Was female (54%)
- » Was from:
  - » Midwest (29%)
  - » Northeast (22%)



<sup>1</sup>Travel parties who stayed 1-10 nights.



# Typical Long-Term Visitor

- » The Typical Long-Term<sup>1</sup> Visitor:
  - » Was 52 years old
  - » Had a median household income of \$82,400
  - » Was more likely to be female (52%)
  - » Stayed in Punta Gorda/Englewood Beach for 35 nights
  - » Was from
    - » Midwest (37%)
    - » Northeast (35%)
    - » International (4%)



<sup>1</sup>Travel parties who stayed more than 10 nights.

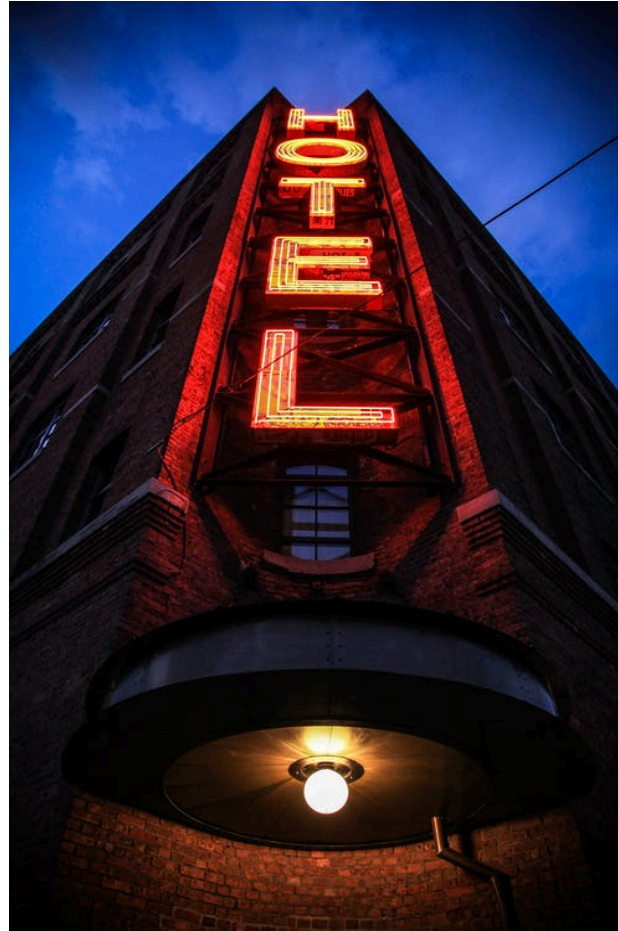
# Visitor Journey – Trip Experience



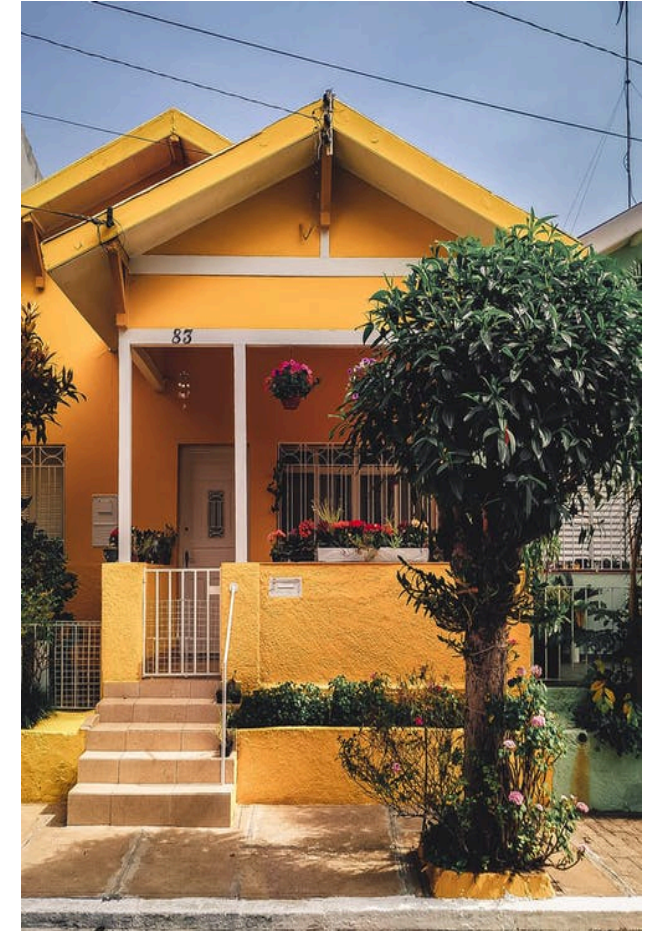
# Visitors' Accommodations



25% Day tripper



24% Hotel/motel/resort



23% Family/friend's residence



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



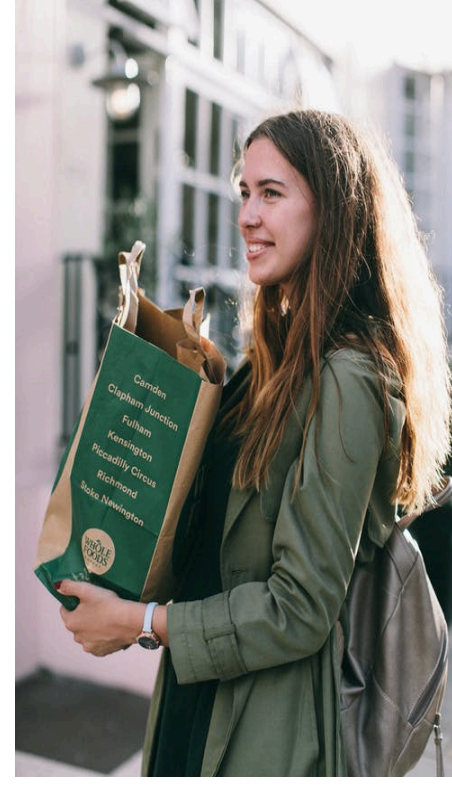
Beach (54%)



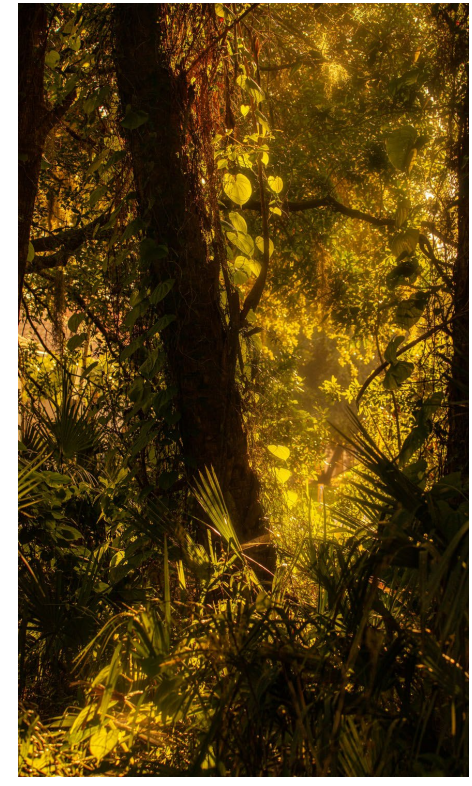
Restaurants (48%)



Visit friends/relatives (47%)

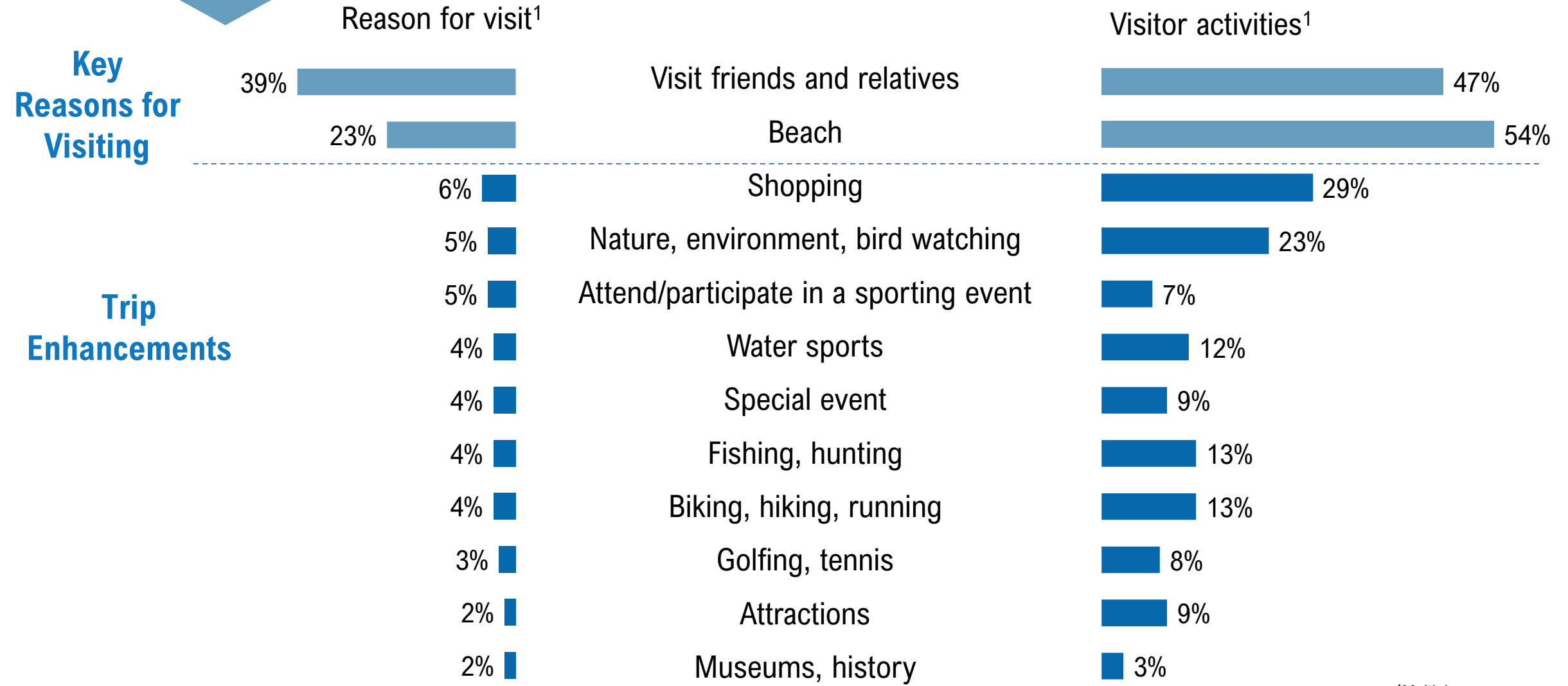


Shopping (29%)



Nature, environment (23%)

# Reason for Visit vs. Visitor Activities



<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
- » **97%** will return
- » **97%** were satisfied or very satisfied with their stay (**79%** very satisfied)



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

# Detailed Findings



# Visitor Journey – Impact of Tourism





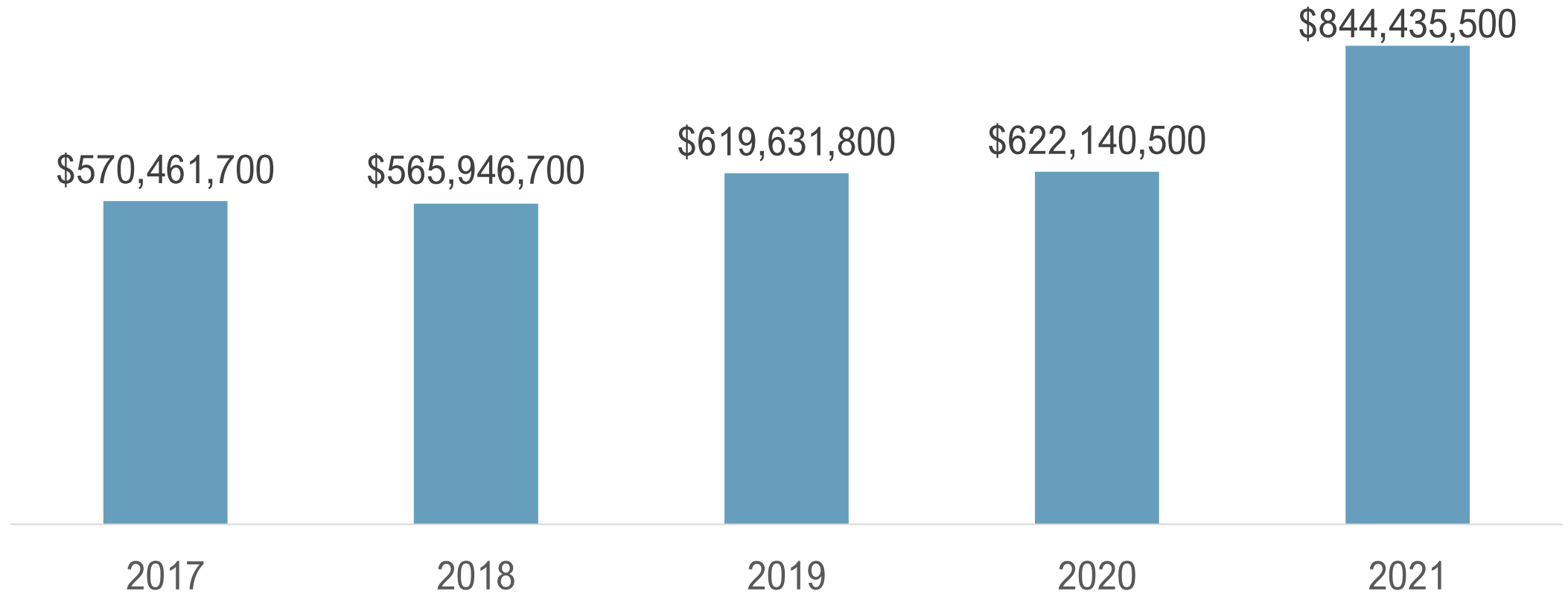
# Key Performance Indicators

	FY2020	FY2021	% Change
Total Economic Impact	\$622,140,500	\$844,435,500	+35.7%
Direct Spending	\$429,062,400	\$582,369,300	+35.7%
Room Nights Generated	1,070,597	1,193,015	+11.4%
Average Daily Rate	\$127.86	\$132.69	+3.8%
Occupancy	52.2%	57.4%	+10.0%
Revenue per Available Room	\$66.74	\$76.16	+14.0%

# Key Performance Indicators

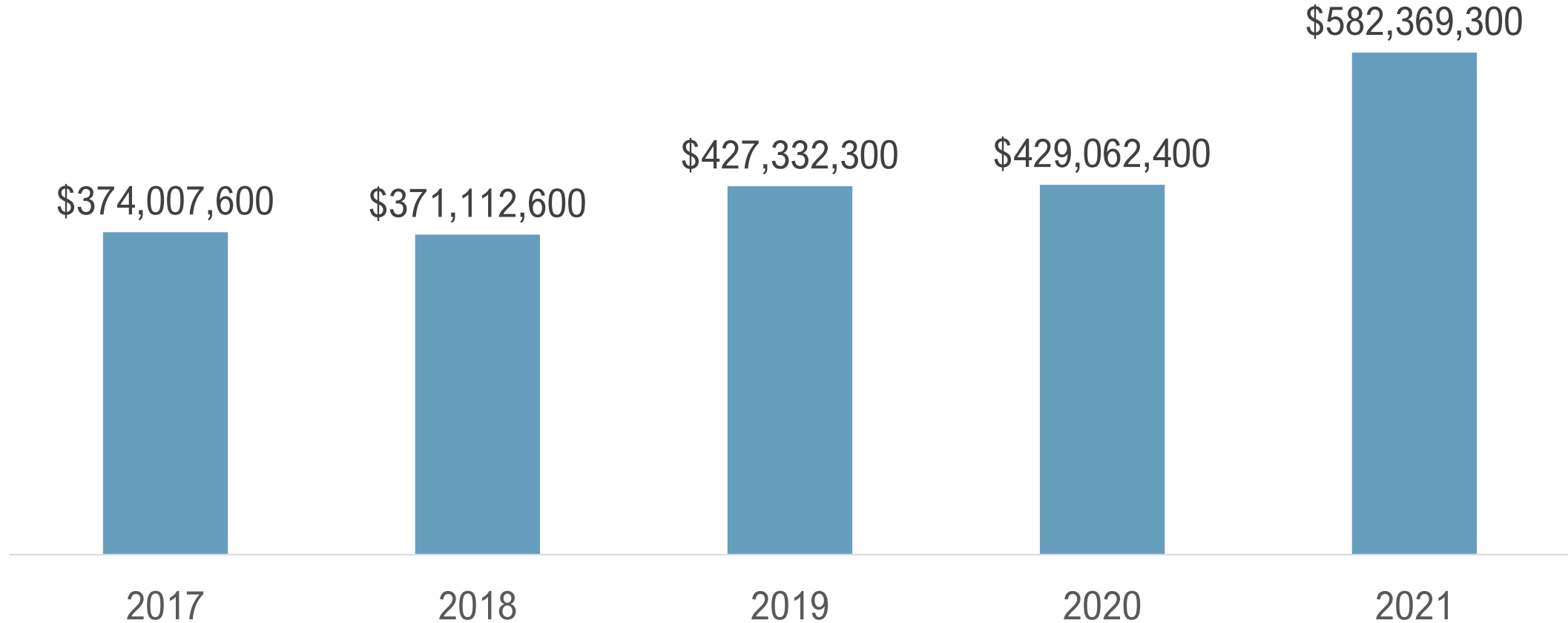
	FY2020	FY2021	% Change
Total Visitors	699,400	863,000	+23.4%
Jobs Supported	7,728	10,752	+39.1%
Wages Generated	\$166,465,300	\$248,251,200	+49.1%
Total Taxes Paid	\$53,558,500	\$67,350,600	+25.8%
TDT Collected	\$4,439,963	\$6,071,843	+36.8%

# Economic Impact in the last 5 years



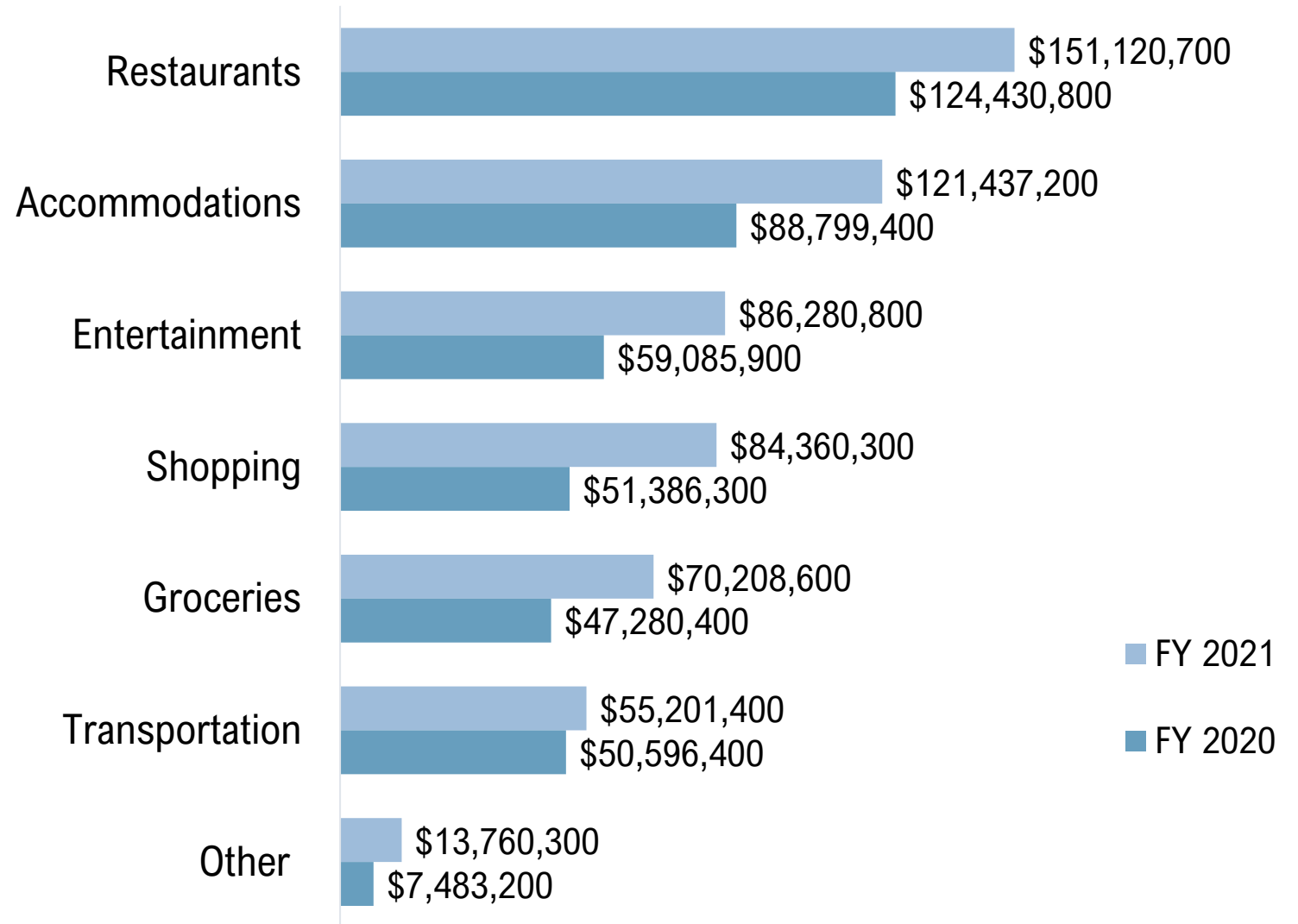


# Direct Spending in the last 5 years



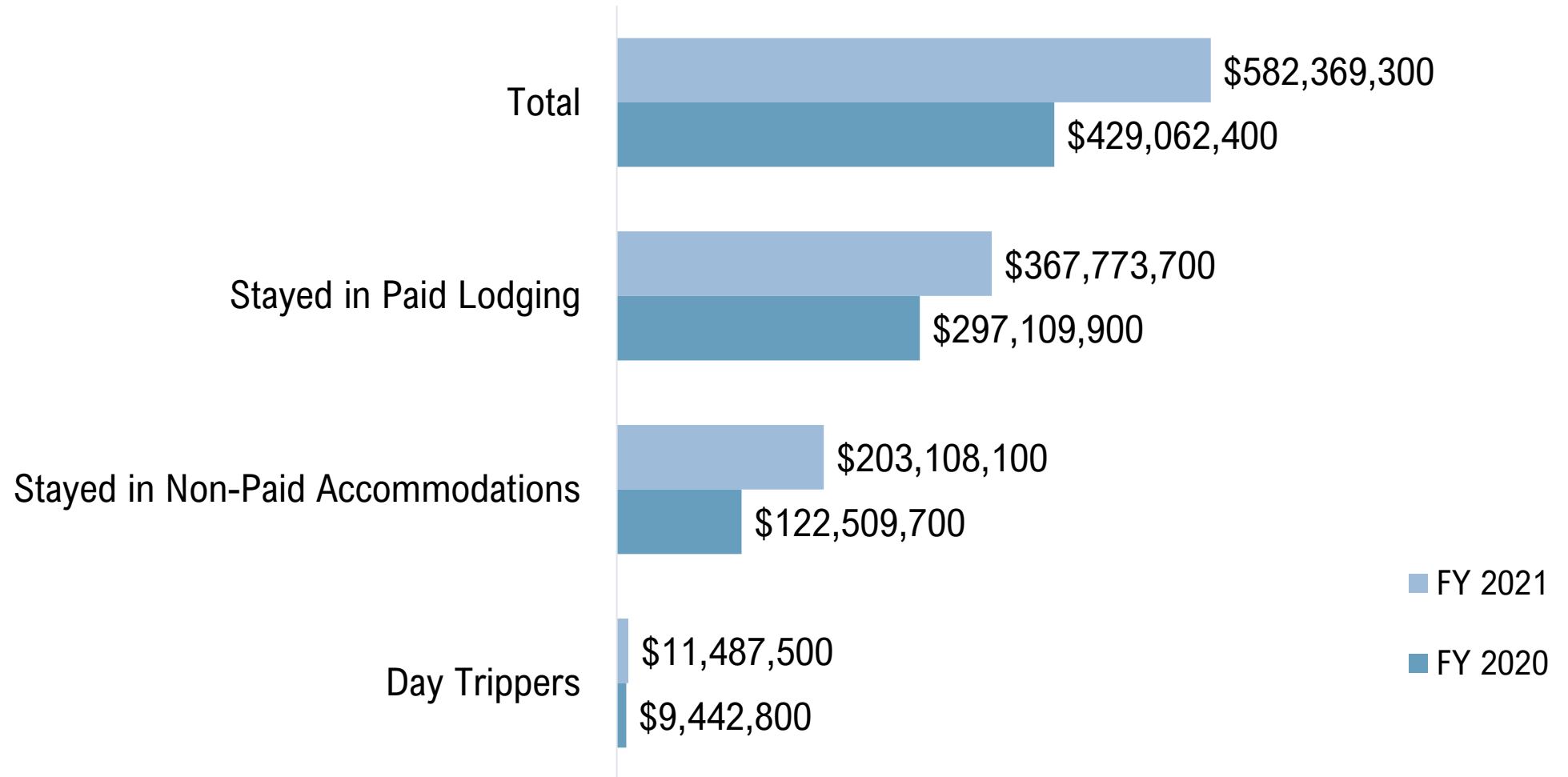
# Visitors Spending by Category

- » Punta Gorda/Englewood Beach visitors spent **\$582,369,300** in Charlotte County in FY2021
- » Nearly half (**47%**) of visitor spending was from restaurants and accommodations



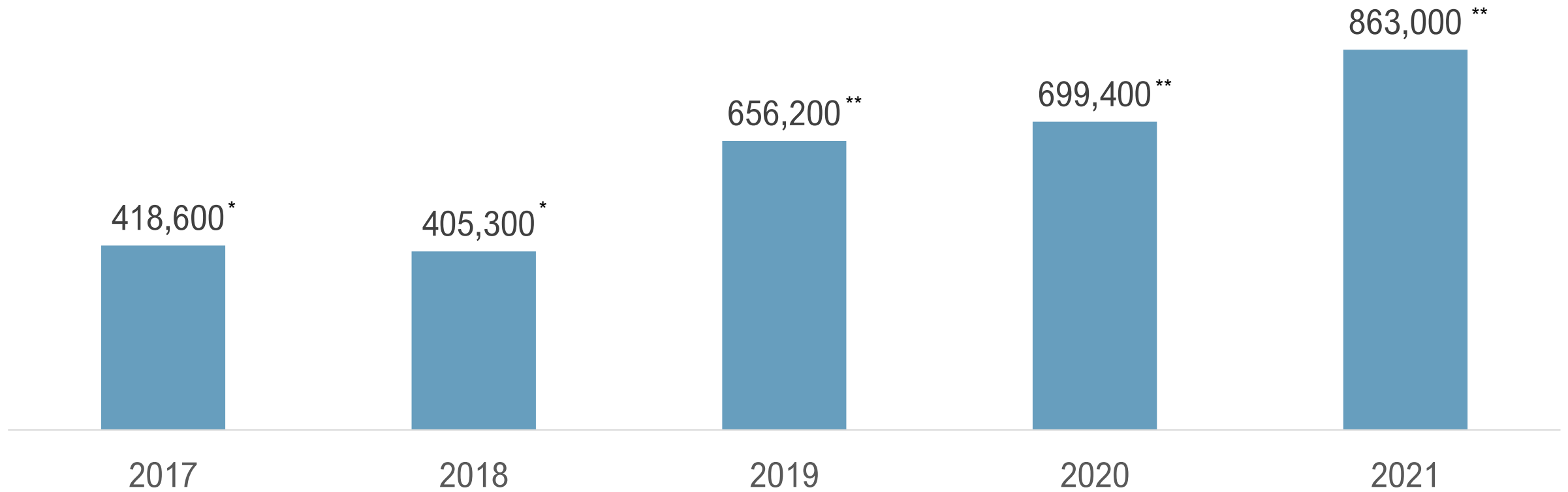
# Direct Spending by Traveler Type

»63% of visitor spending was attributed to visitors staying in paid accommodations





# Visitors in the last 5 years



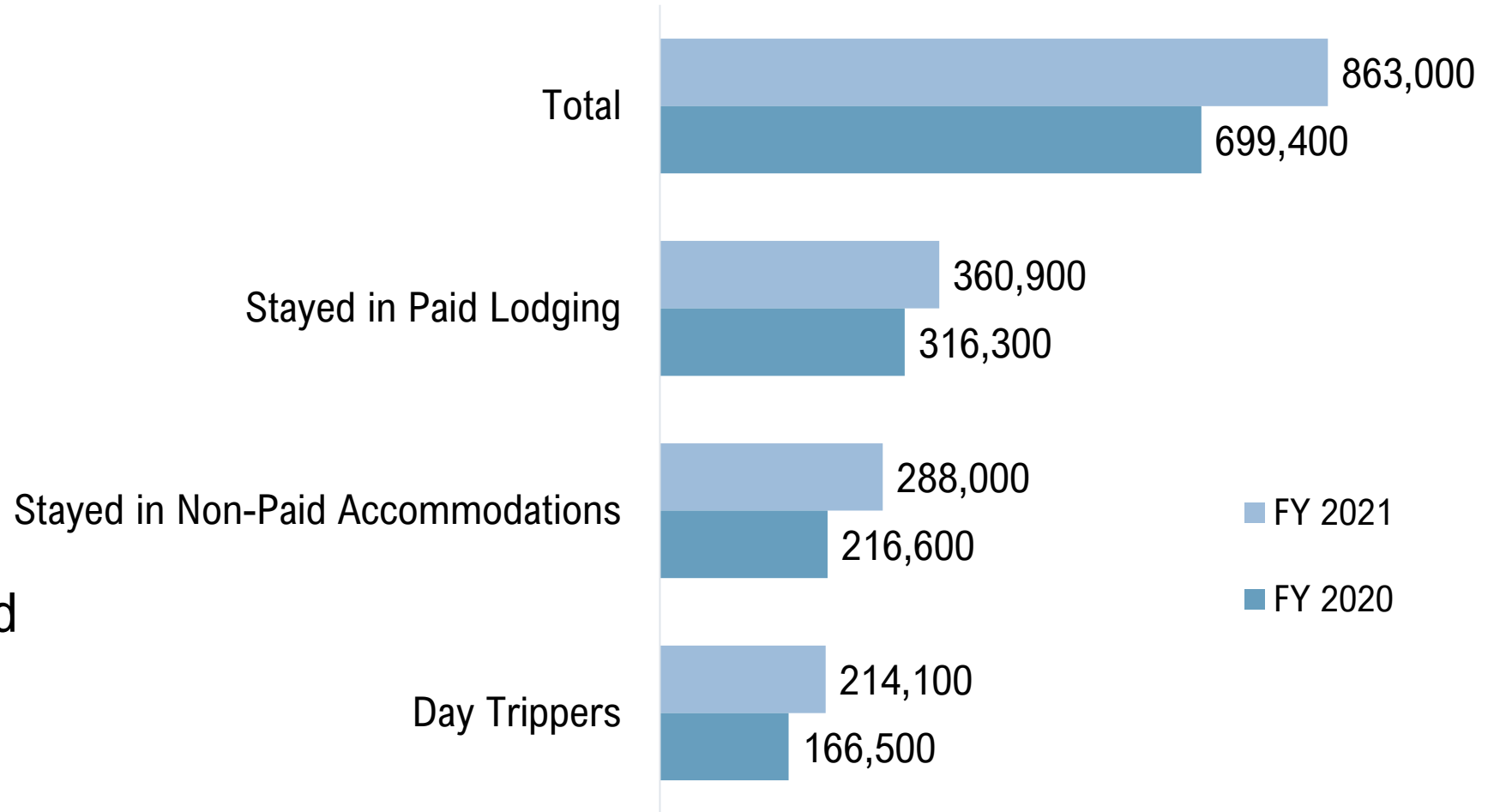
\*Visitor number is only visitors who stayed in paid accommodations

\*\*Visitor number is all types of visitors

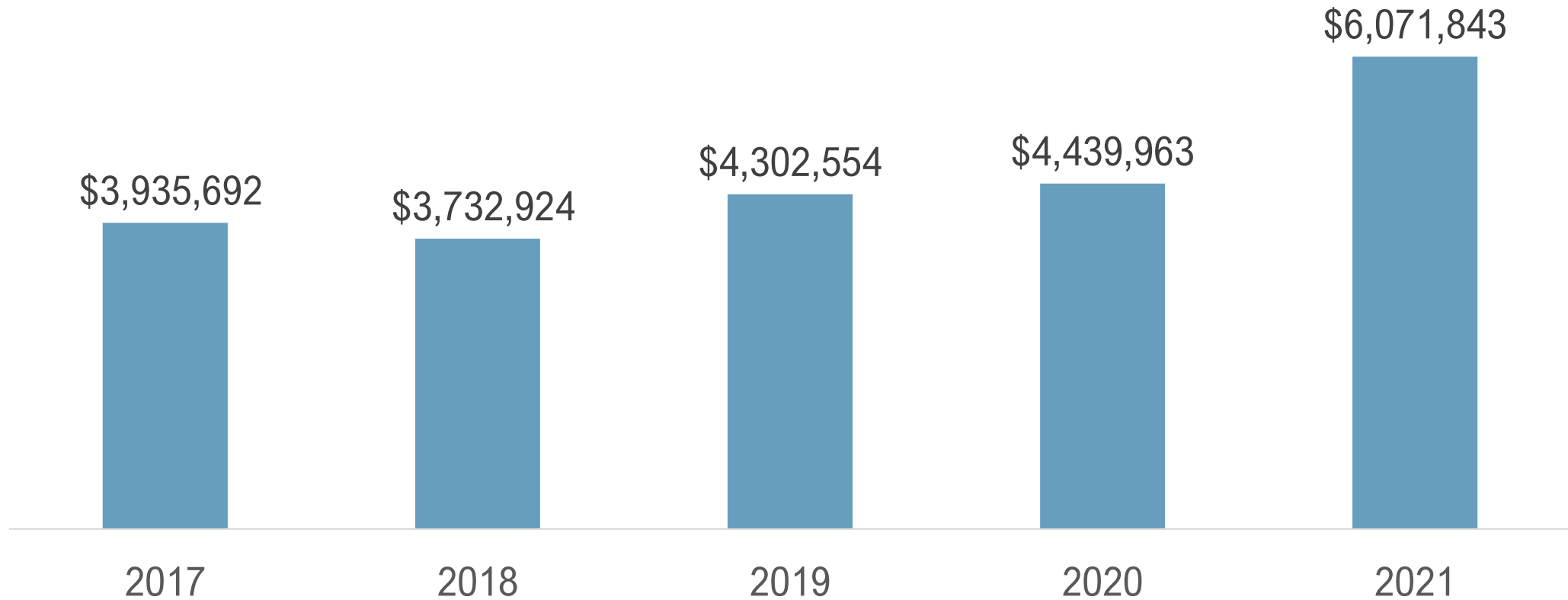
# Traveler Type

» Punta Gorda/Englewood Beach attracted **863,000** visitors to Charlotte County in FY2021

» **42%** of visitors stayed in paid lodging



# Tourism Development Tax in the last 5 years



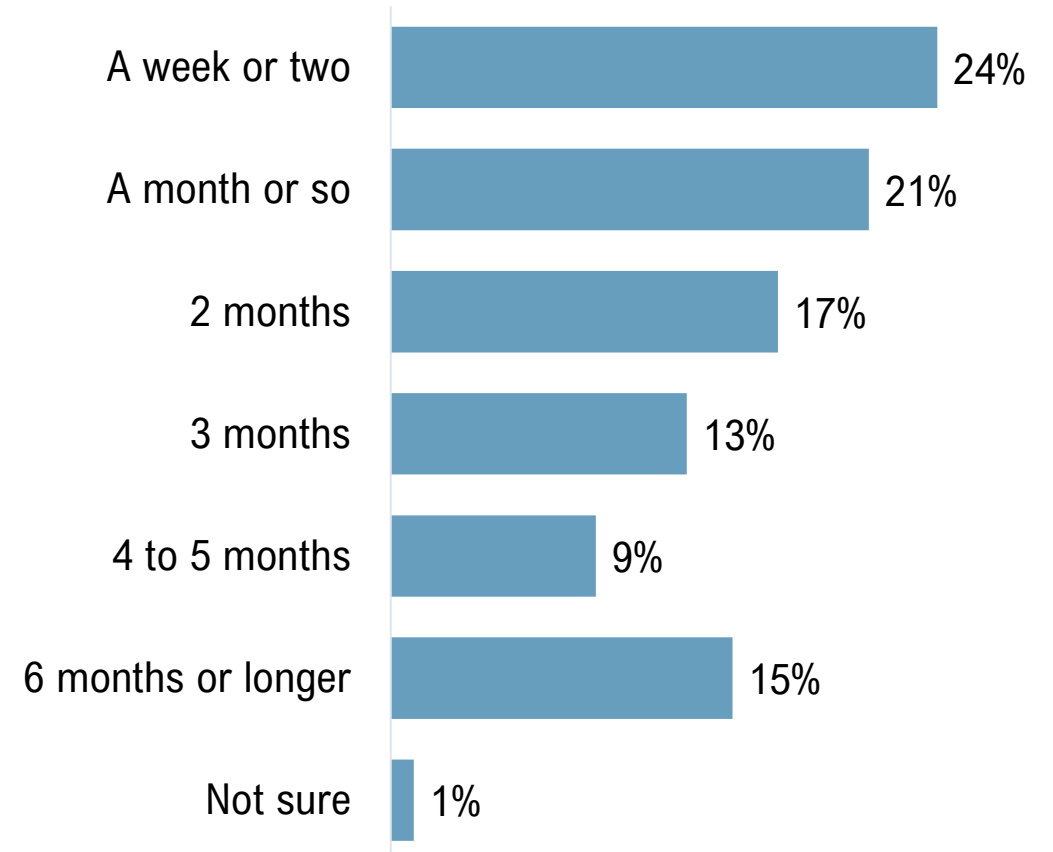


# Visitor Journey – Pre-Visit



# Trip Planning Cycle

- » Over 2 in 5 visitors had **short planning windows** (less than a month)
- » Over 1 in 3 visitors planned their trips at least 3 months in advance
- » The typical trip planning window was **40 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
- » **3 in 10** visitors used the internet to plan their trip
  - » **Social networking sites, traveler reviews/blogs, booking sites and rating/review apps** were the top sources among internet users

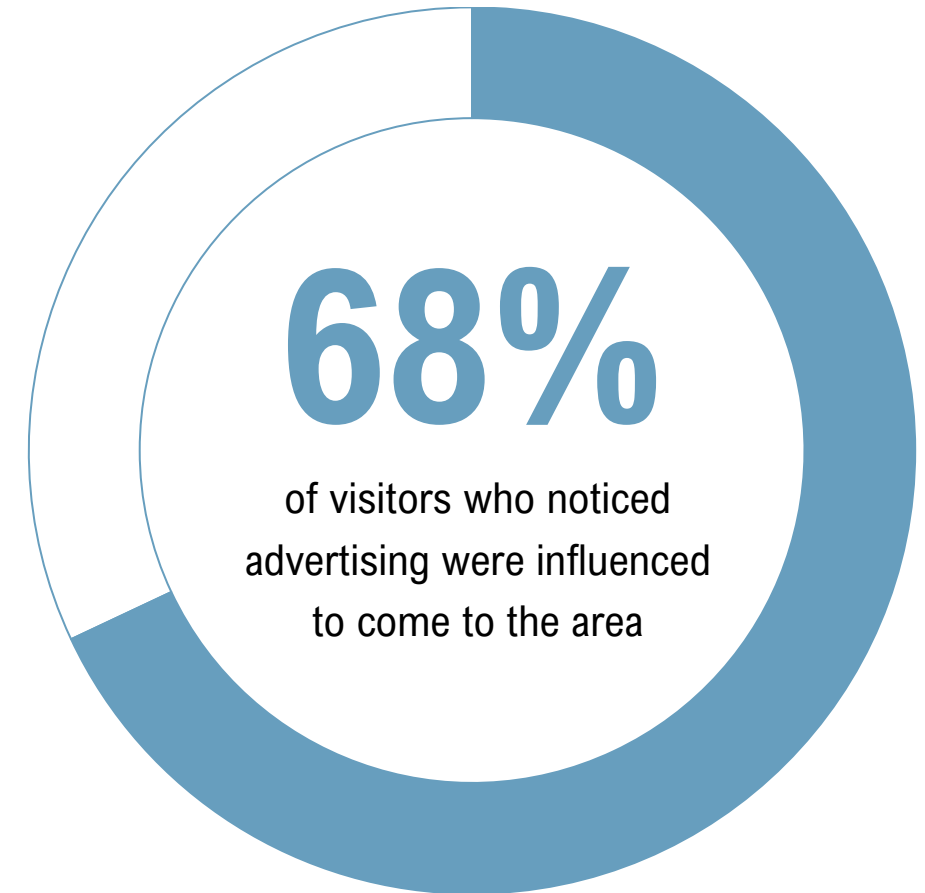
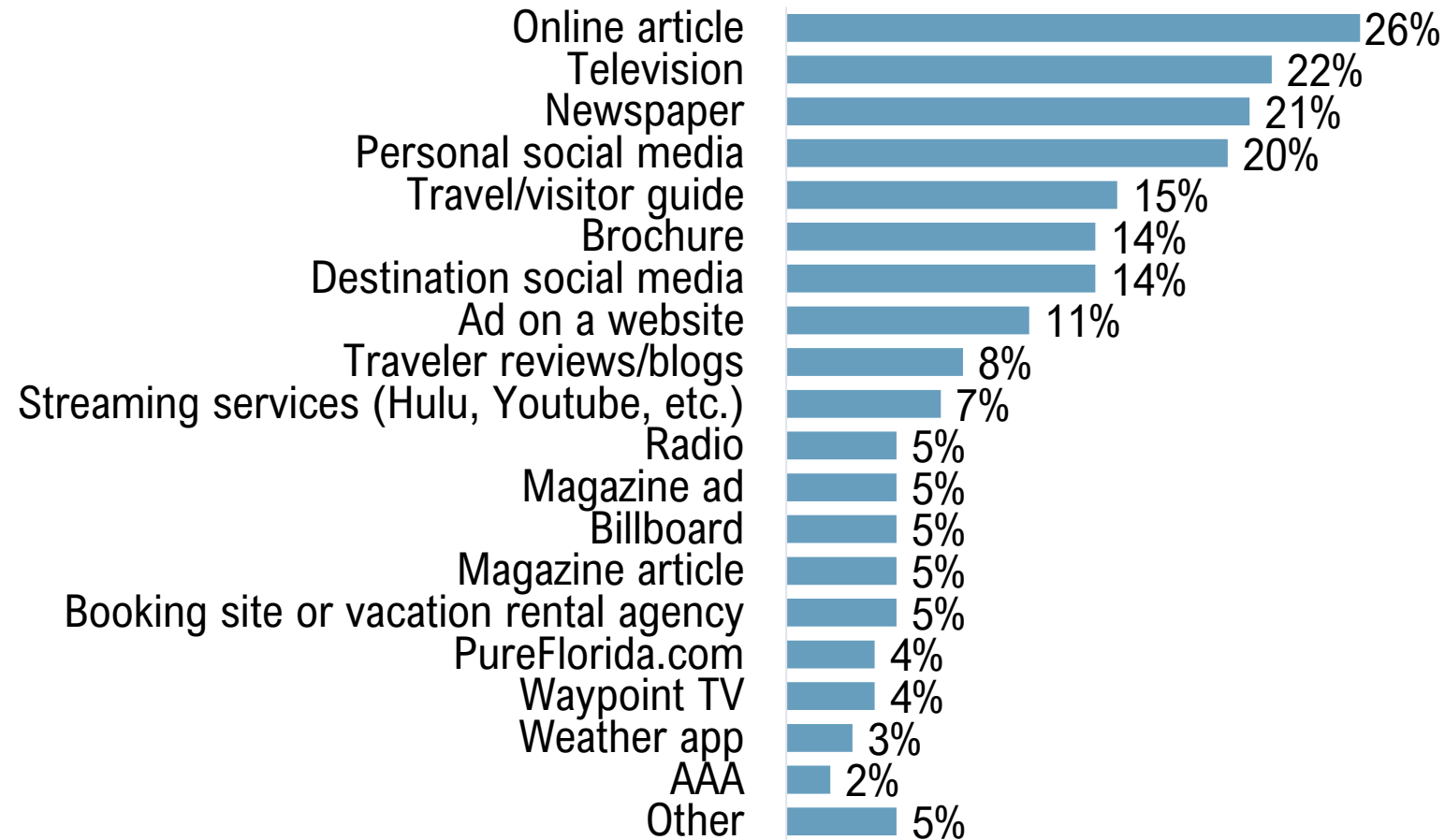
Trip Planning Source	
Previous Visit	44%
Friend, co-worker, etc.	31%
Internet	30%
Social networking sites	9%
Traveler reviews/blogs	7%
Booking websites	5%
Rating/review websites/apps	5%
Special event	6%
Brochures/travel guides/visitor guides	4%
Newspapers	2%
AAA	2%
Business/conference/meeting information	2%
Other	4%
None/don't know	6%

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



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

» **23%** 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

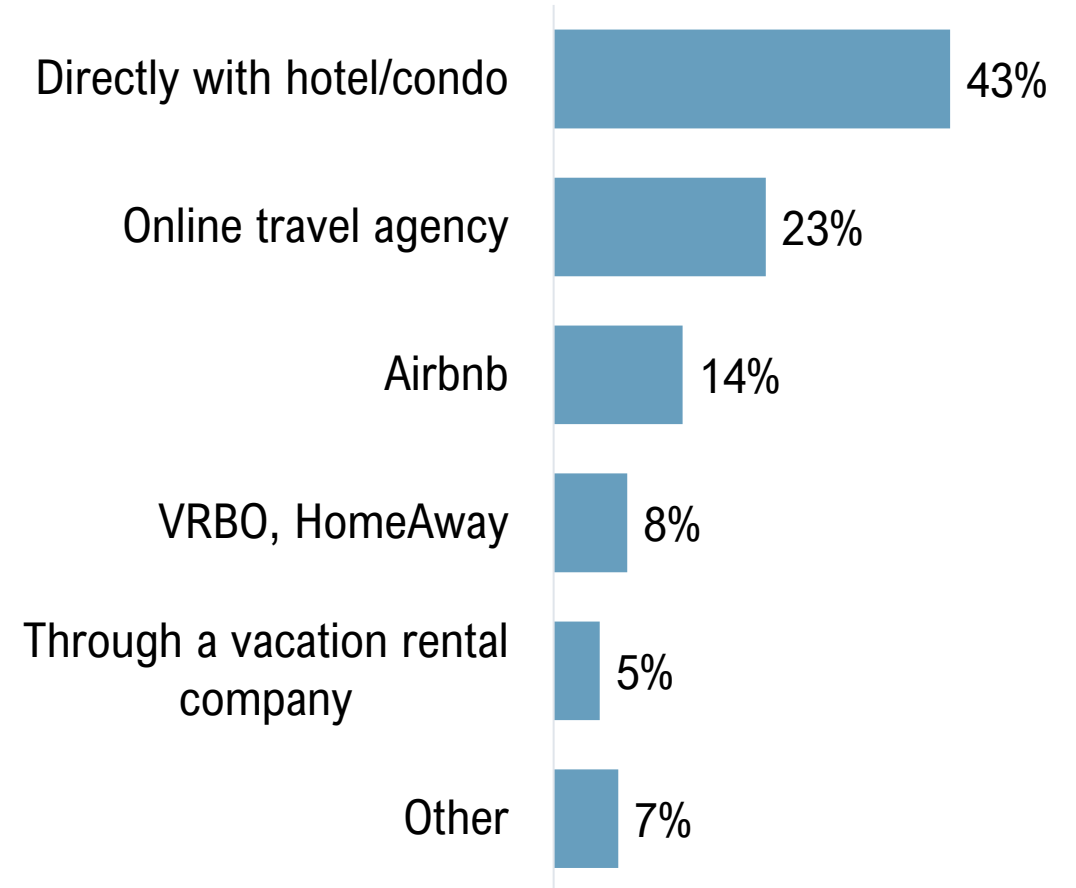
Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	29%	24%	16%	23%
No	67%	71%	77%	72%
Don't know	4%	5%	7%	5%

» **7 in 10** 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%	63%	49%	68%
No	17%	34%	50%	28%
Don't know	3%	3%	1%	4%

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

- » **Over 2 in 5** visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Online travel agencies accounted for **nearly 1 in 4** bookings

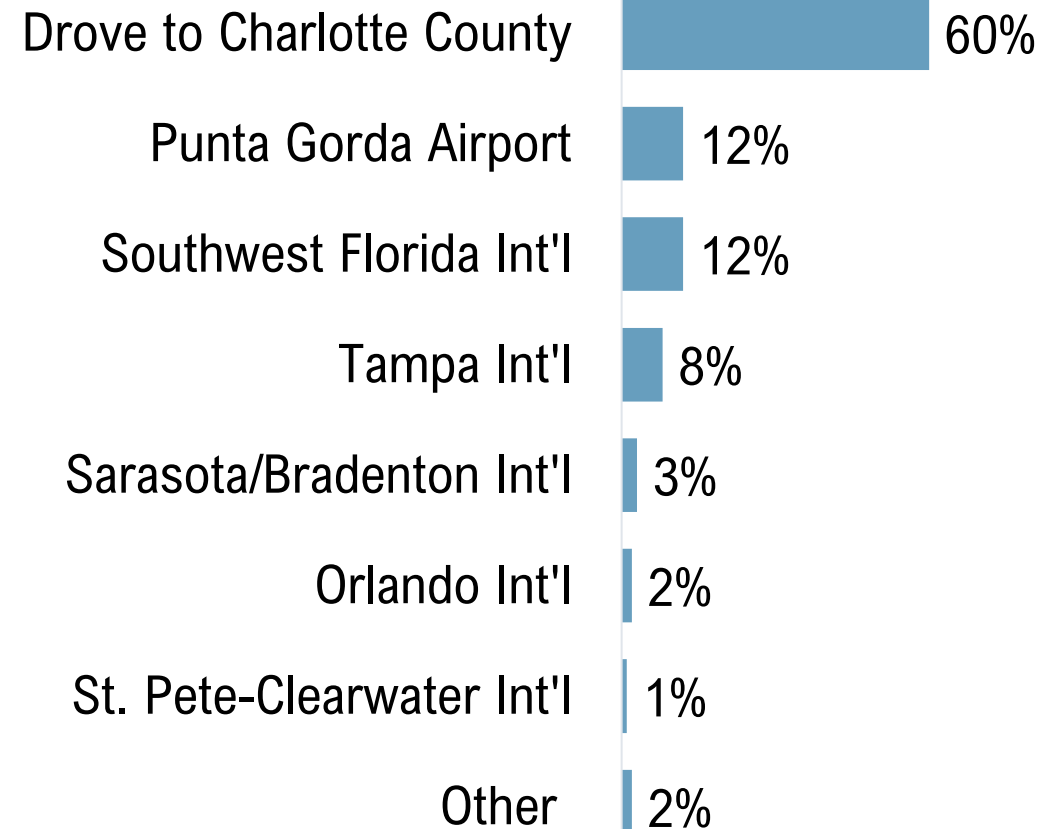


<sup>1</sup> Visitors staying in paid accommodations.



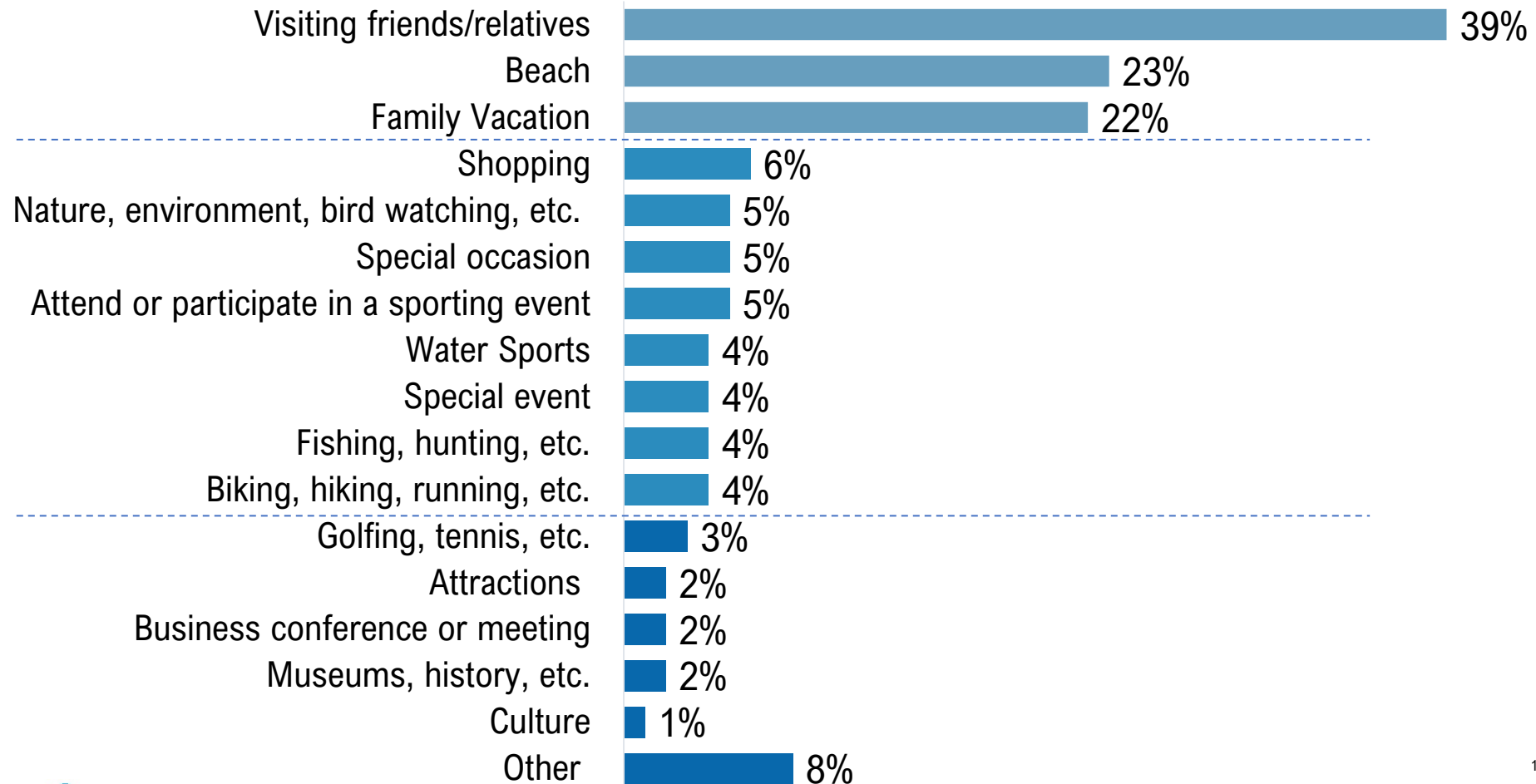
# Visitor Transportation

- » **3 in 5** visitors **drove** to Punta Gorda/Englewood Beach (**60%**)
- » **1 in 8** visitors flew into the Punta Gorda Airport (**12%**)
- » **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



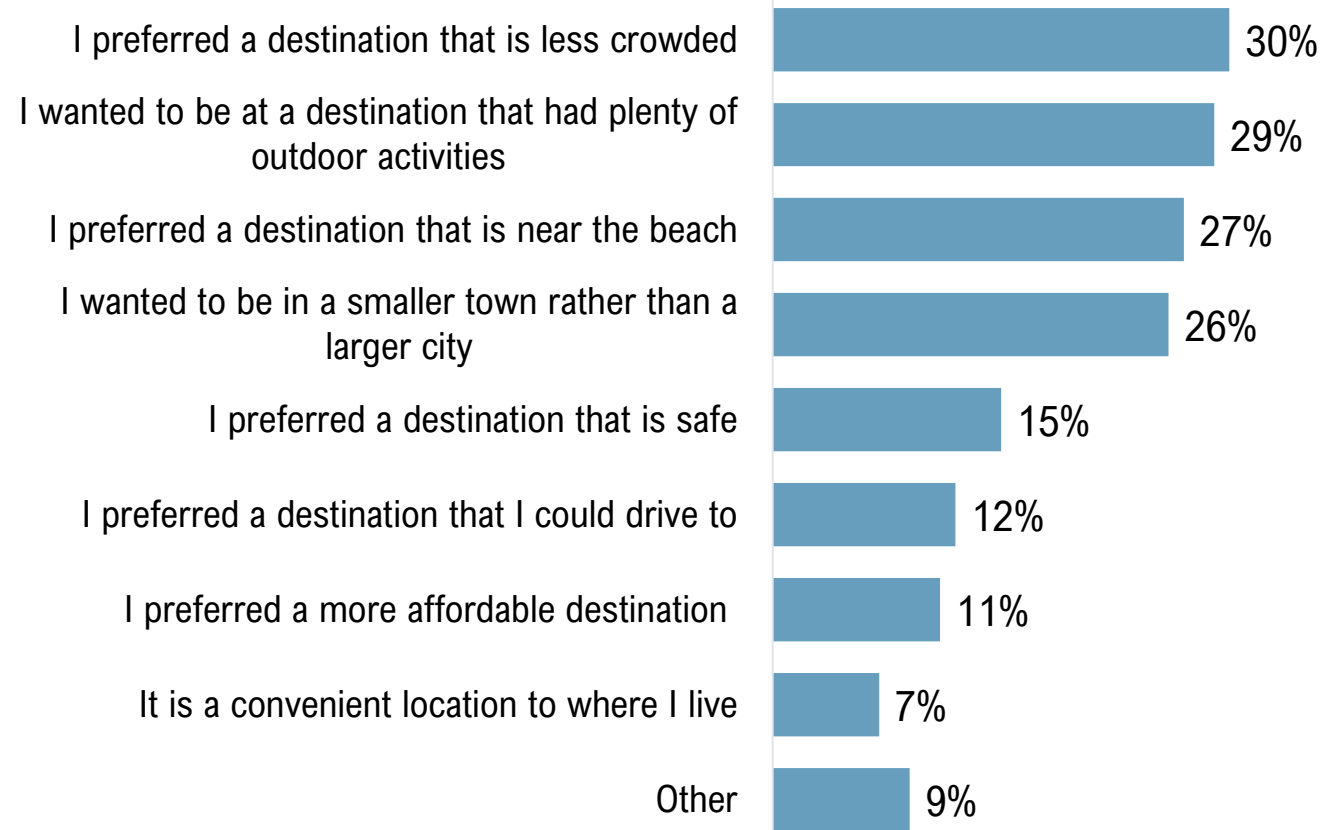
<sup>1</sup>Multiple responses permitted.

# Concerns over COVID-19<sup>1</sup>

» **1 in 6** visitors stated that concerns about COVID-19 played a role in them choosing to visit this area as opposed to other destinations

## Reasons for choosing the Punta Gorda/Englewood Beach area over other destinations during the COVID-19 Pandemic:

Base: 17% who said concerns about COVID-19 played a role in choosing the area

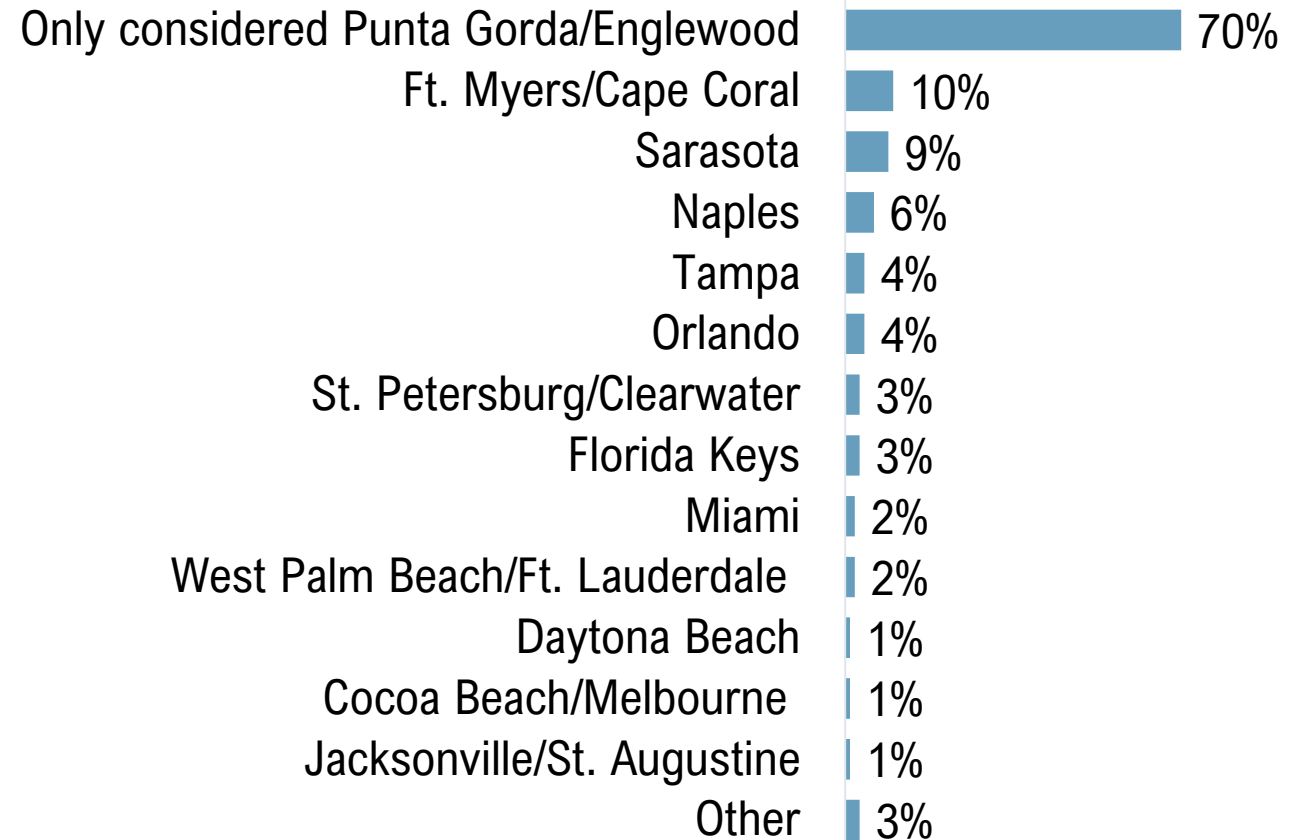


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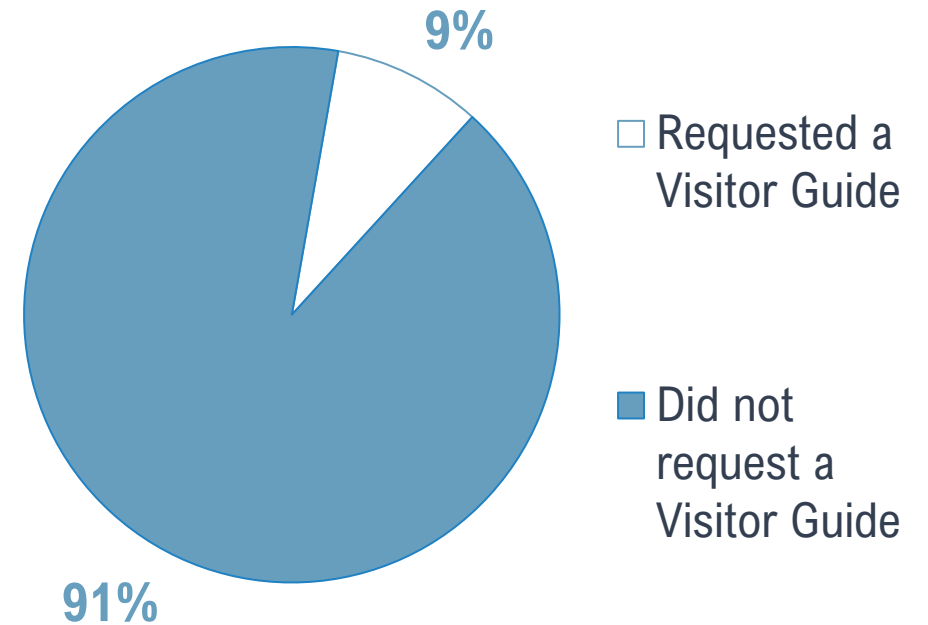
# Other Destinations Considered<sup>1</sup>

- » **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

- » **9%** of visitors requested a Visitors Guide before their trip
  - » **4%** requested a print version
  - » **5%** requested an online version
- » Visitors Guide received a rating of **8.4 out of 10.0<sup>1</sup>**

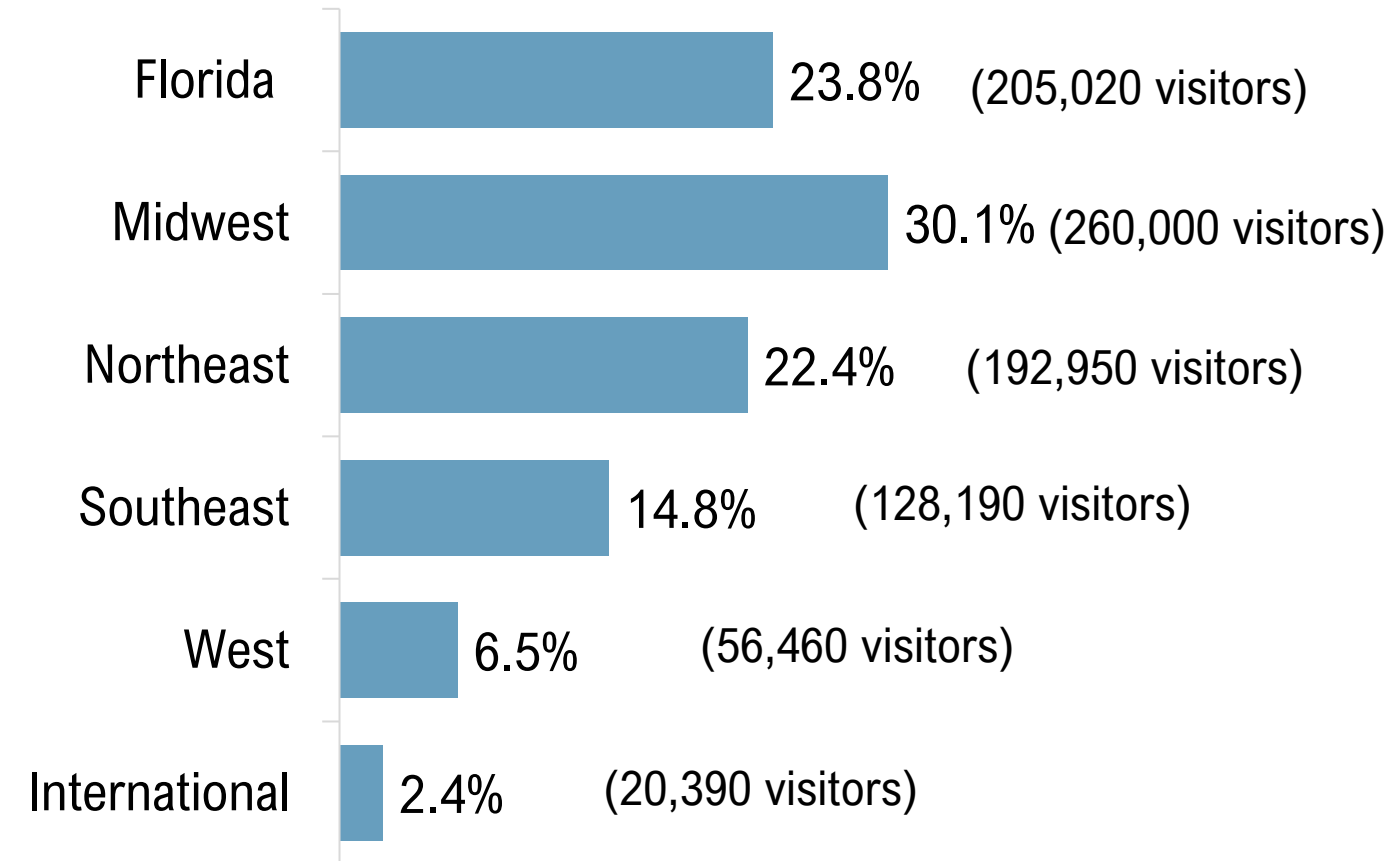


<sup>1</sup>Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

# Visitor Journey – Traveler Profile



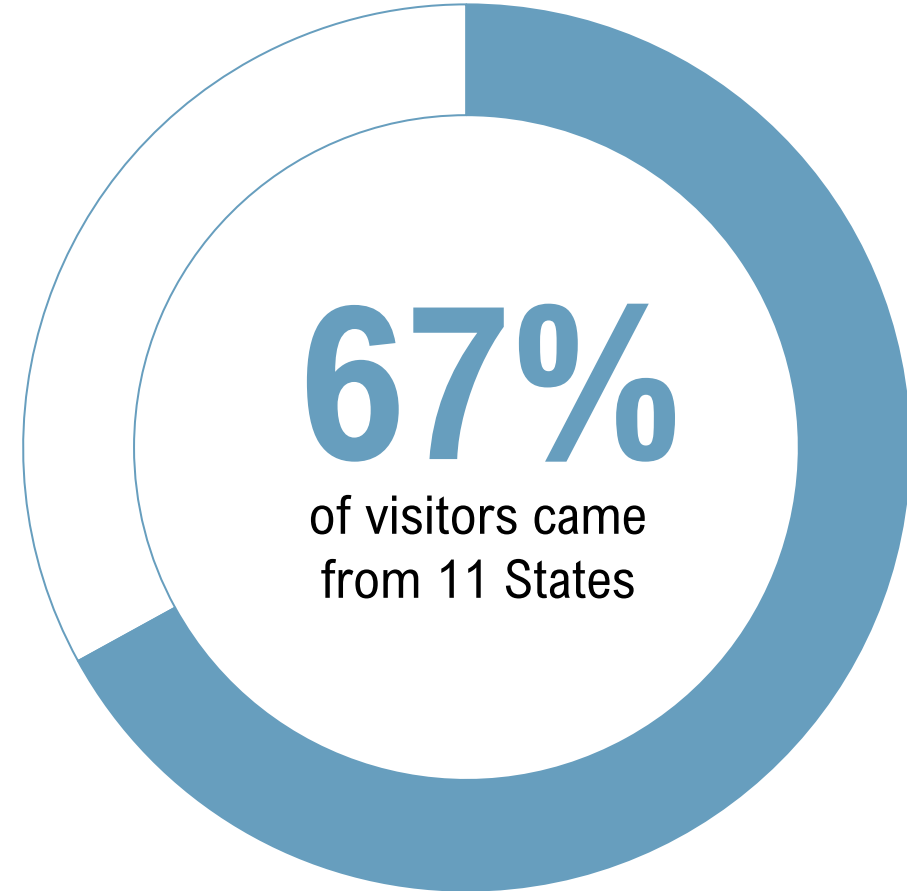
# Origin of Visitors<sup>1</sup>





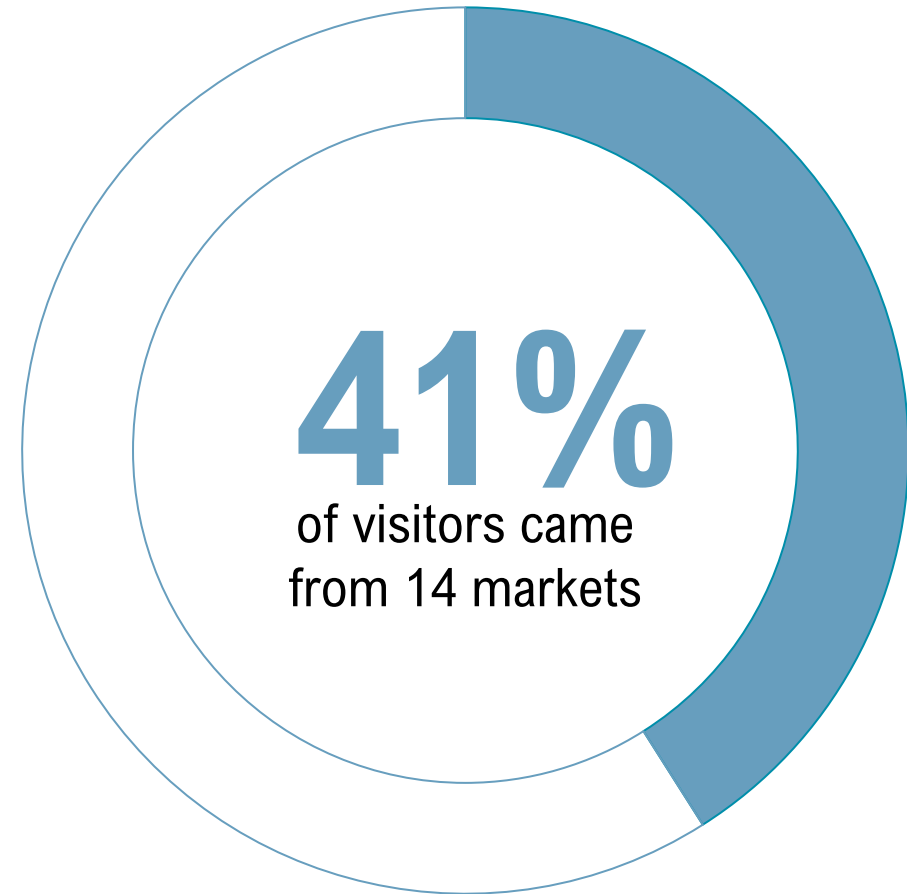
# Origin of Visitors

Origin	Percentage of Visitors	Number of Visitors
Florida	23.8%	205,020
Ohio	6.3%	54,560
Michigan	5.3%	45,340
Pennsylvania	5.1%	44,180
New York	5.0%	43,160
Indiana	4.8%	41,640
Illinois	4.4%	38,090
Texas	3.6%	31,400
Georgia	3.1%	26,450
Tennessee	2.9%	25,130
Massachusetts	2.9%	24,800



# Origin of Visitors

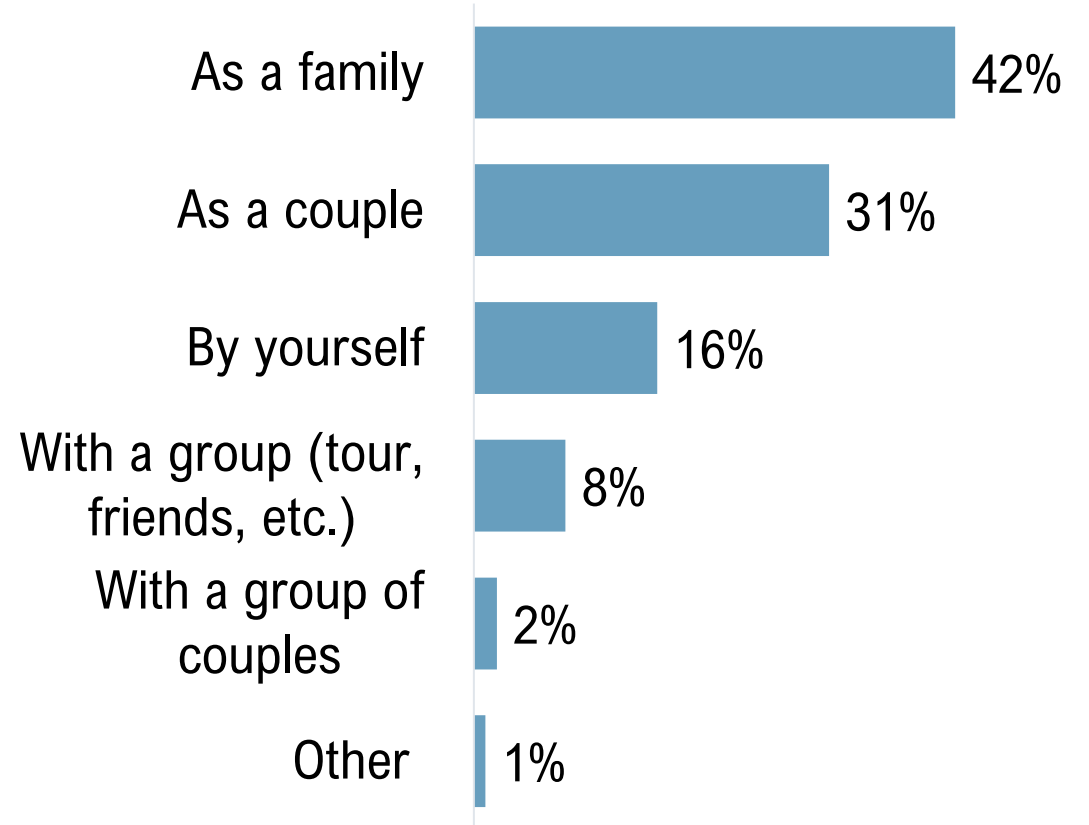
Market	Percentage of Visitors	Number of Visitors
Naples-Ft. Myers	7.2%	61,780
Sarasota-Bradenton	5.8%	49,800
New York City <sup>1</sup>	3.8%	32,830
Atlanta	2.7%	23,270
Chicago	2.6%	22,700
Orlando	2.3%	20,100
Tampa Bay area	2.2%	19,370
Miami-Ft. Lauderdale	2.0%	17,330
Detroit	1.9%	16,740
Pittsburgh	1.9%	16,110
Nashville	1.7%	14,370
Columbus	1.6%	13,810
Grand Rapids	1.5%	13,130
Cincinnati	1.5%	13,010



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

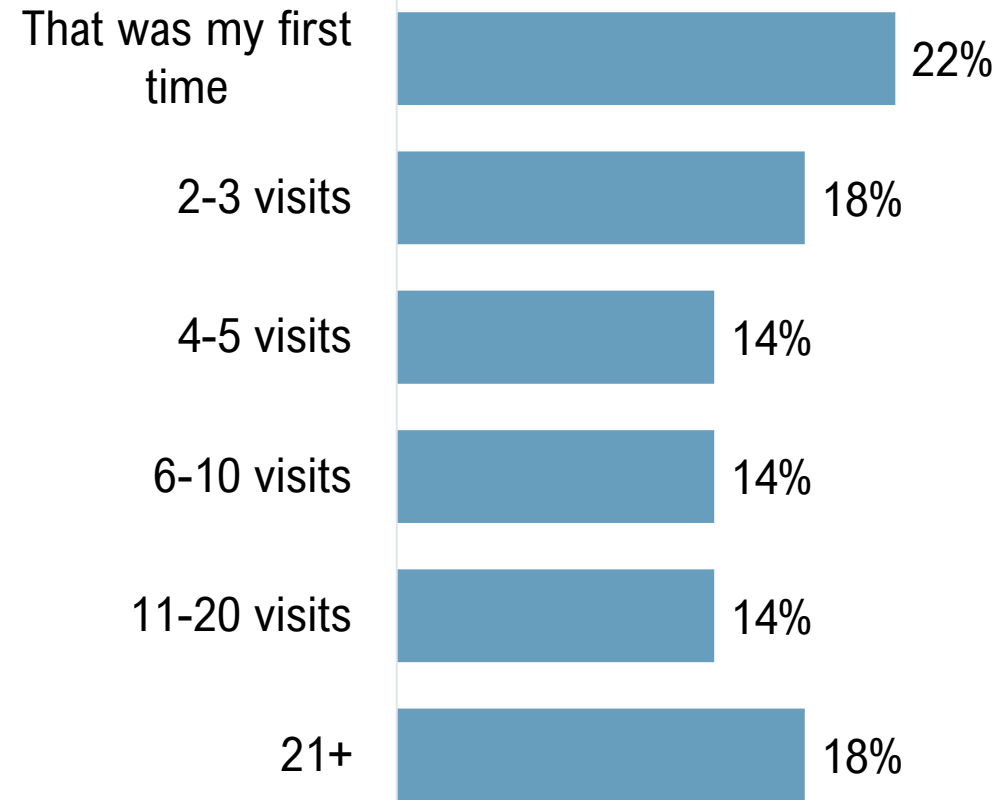
# Travel Parties

- » The typical visitor traveled in a party composed of **2.8** people
- » **41%** traveled with children under the age of 20
- » Over **2 in 5** visitors traveled as a family



# Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitors spent **8.2<sup>1</sup>** nights in Punta Gorda/Englewood Beach
  - » When including long term visitors<sup>2</sup>, average nights stayed is **16.3**
- » **22%** were first time visitors
- » **32%** had visited more than 10 times





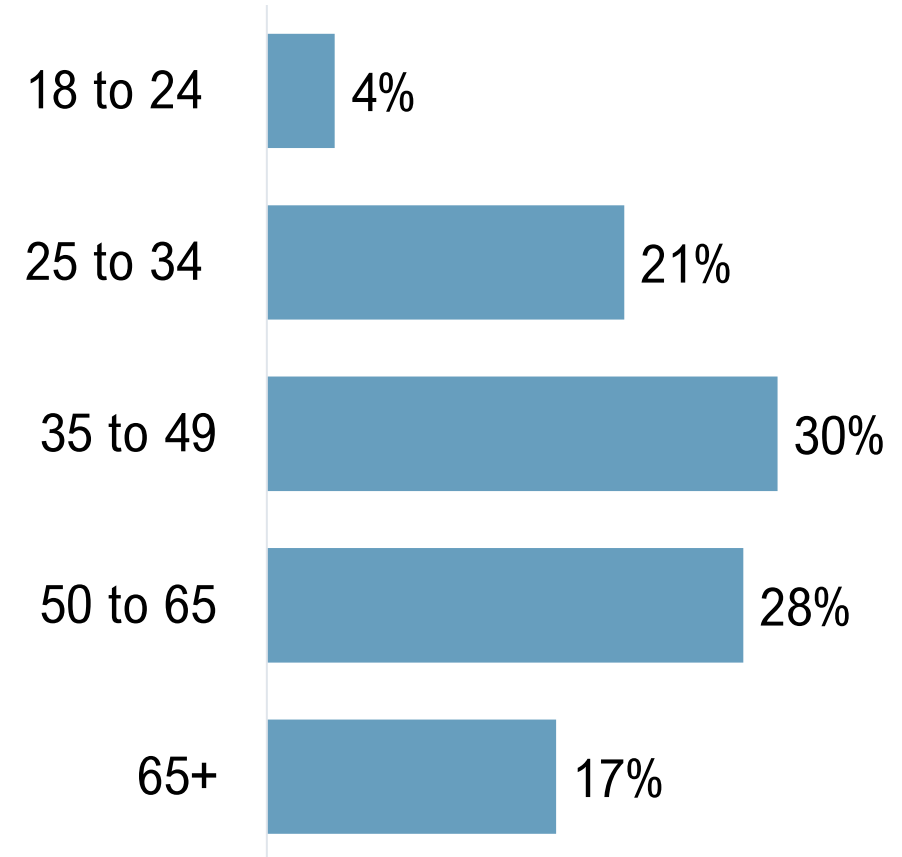
# Punta Gorda/Englewood Length of Stay

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

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
<i>Length of Stay</i>	10.1	11.0	1.0	8.2
<i>Travel Party Size</i>	3.0	2.8	2.7	2.8

# Age

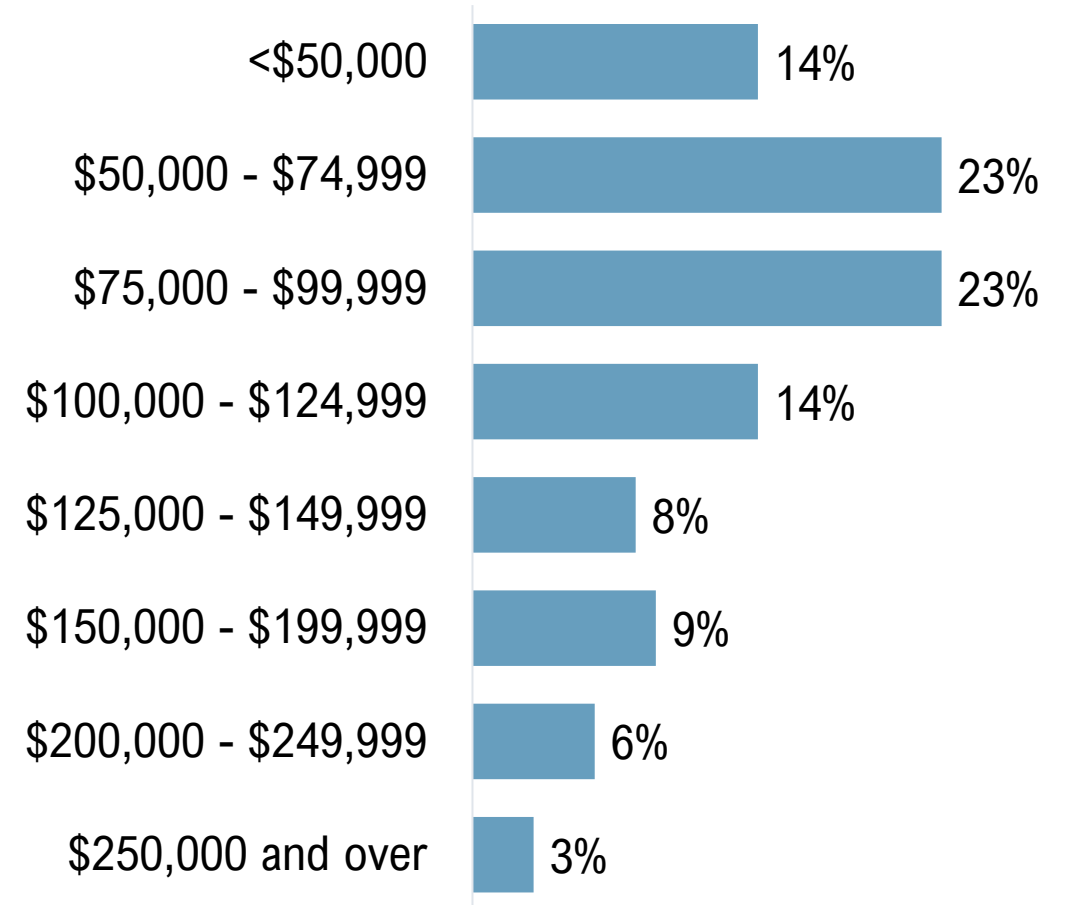
» **48** is the median age of visitors in FY2021



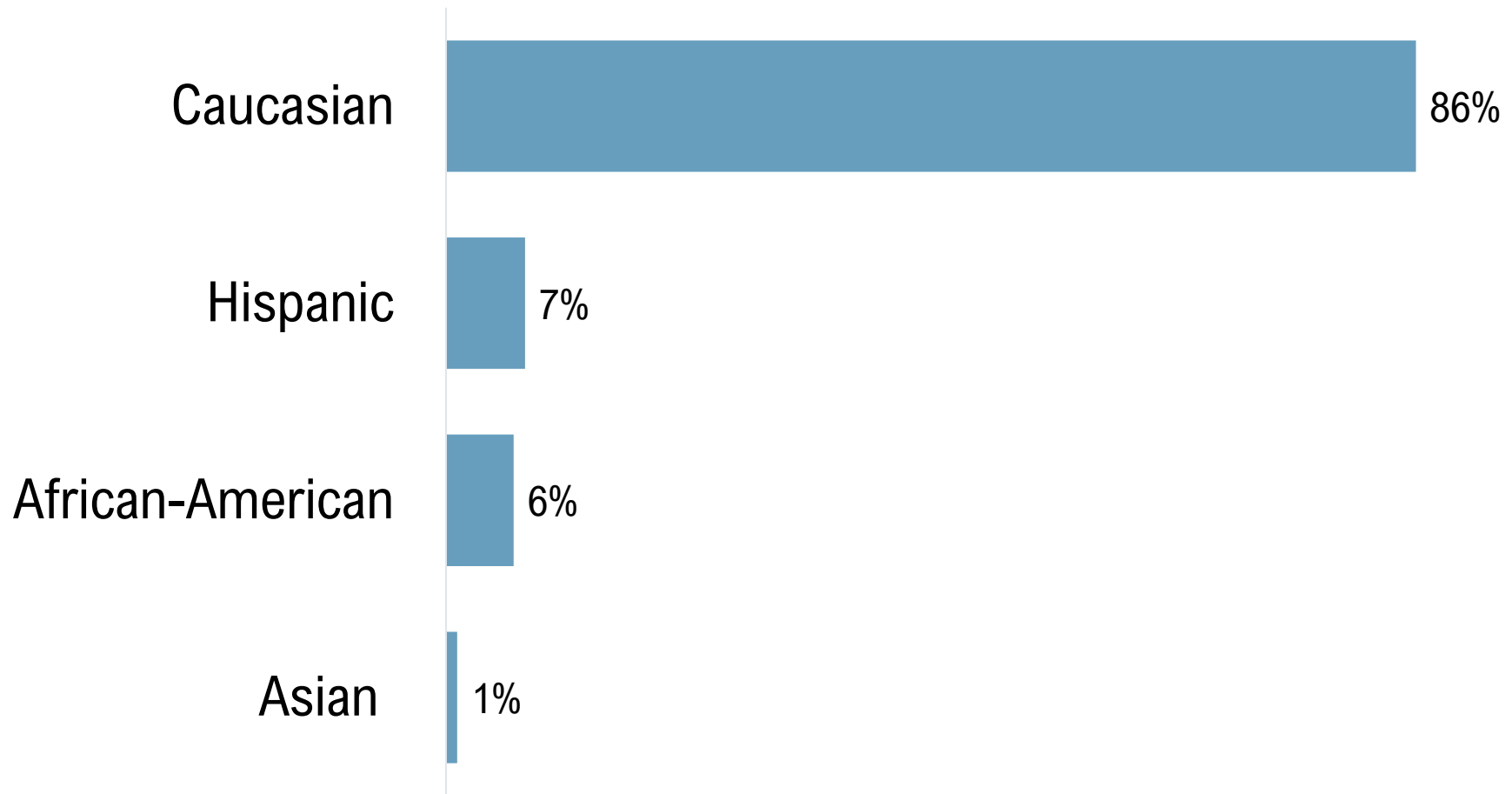
# Household Income in FY2021

## ***Median Household Income***

- » **\$89,100** is the median household income for FY2021 visitors
- » **2 in 5** visitors had a household income in excess of \$100,000

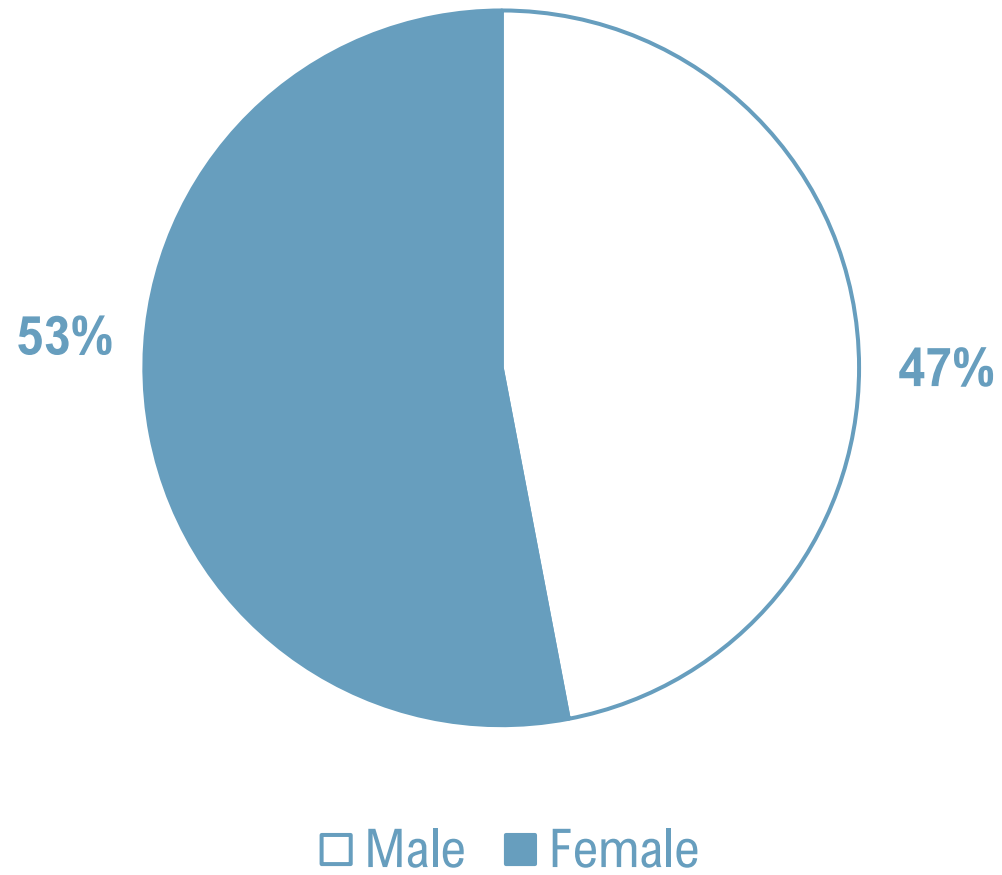


# Race/Ethnicity





# Gender

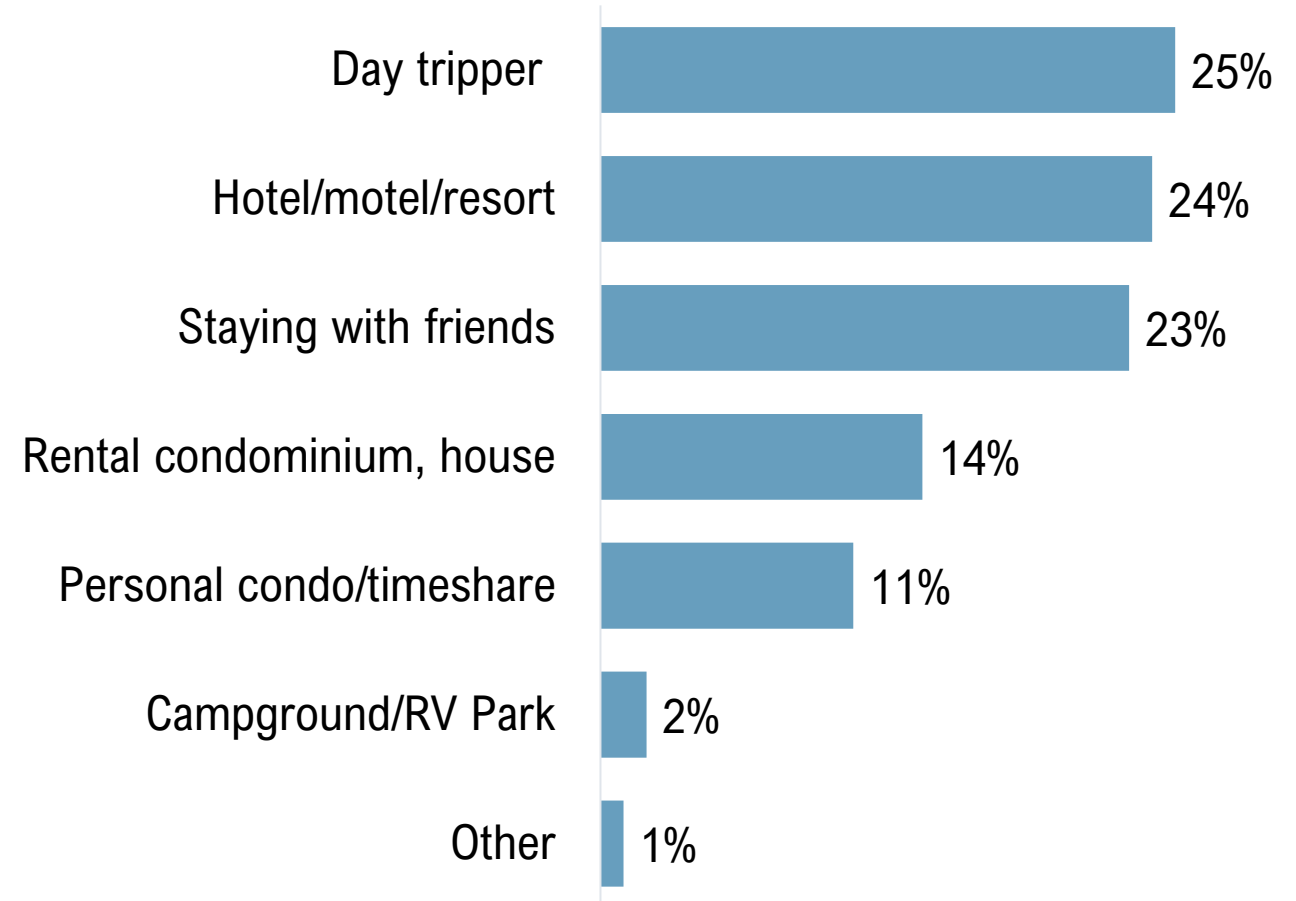


# Visitor Journey – Trip Experience

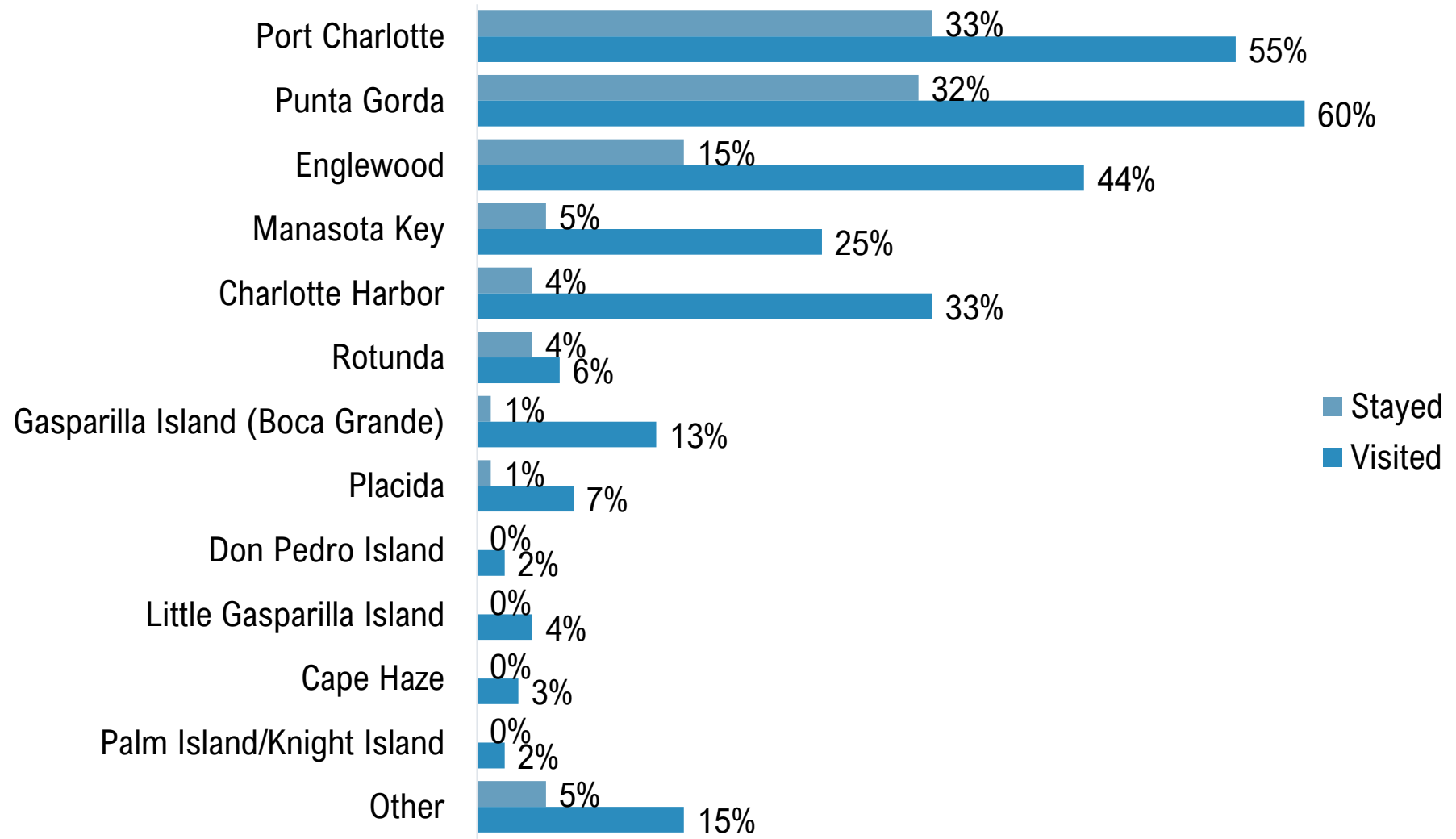


# Visitors' Accommodations

- » **75%** of visitors stayed overnight in Punta Gorda/Englewood Beach
- » **Nearly 1 in 4** visitors stayed in a hotel, motel or resort
- » **Nearly 1 in 4** stayed with friends or family



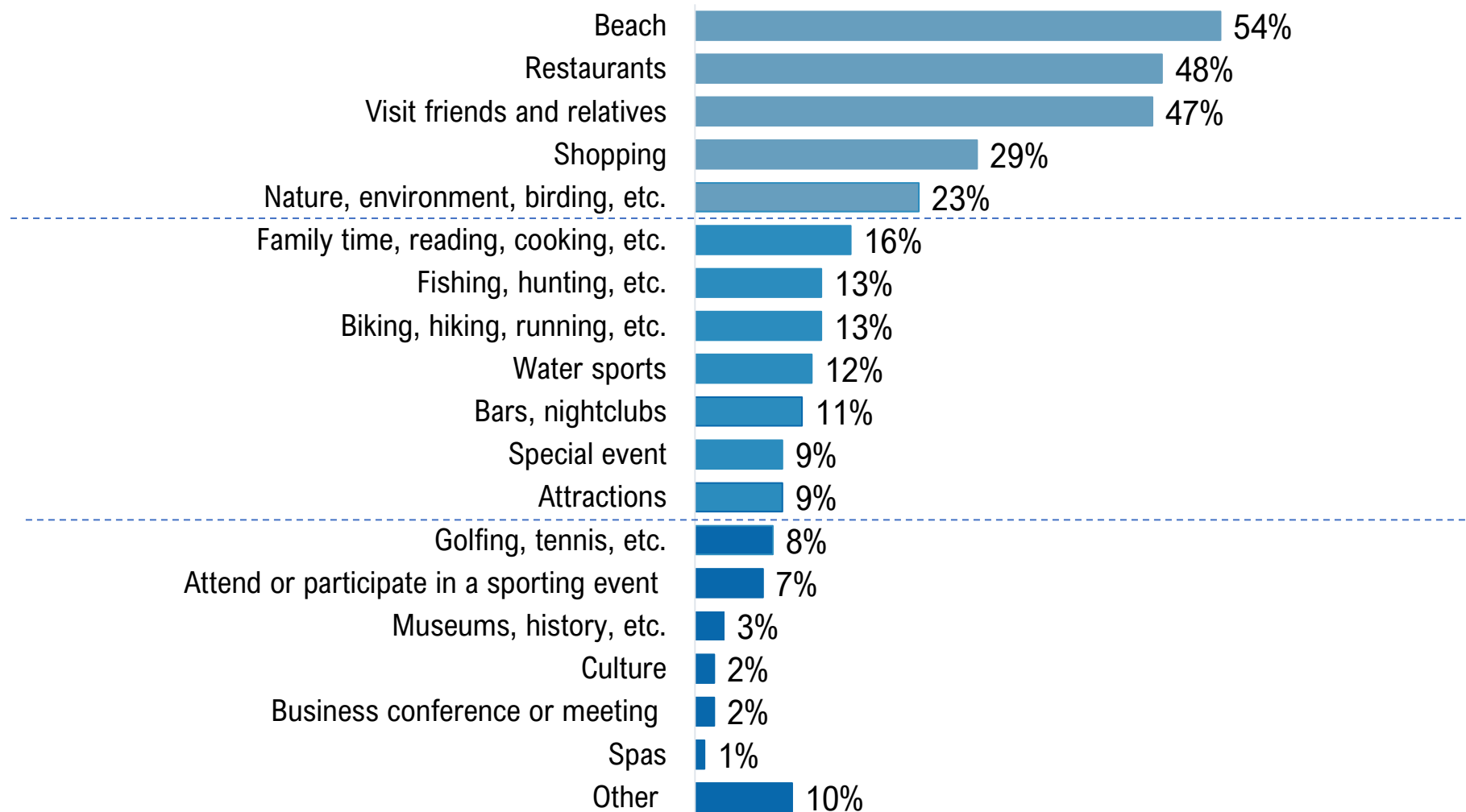
# Area Stayed vs. Areas Visited<sup>1</sup>



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



# Visitor Activities<sup>1</sup>

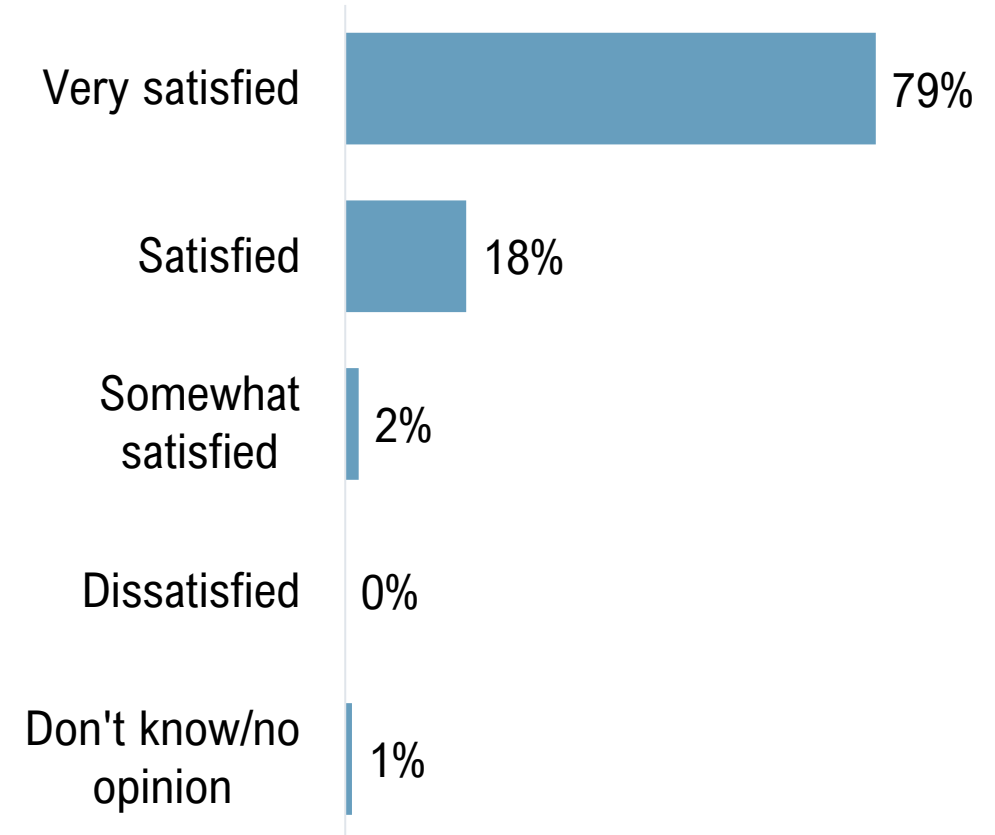


# Visitor Journey – Post-Trip Evaluation



# Visitor Satisfaction

- » **96%** would recommend Punta Gorda/Englewood Beach to a friend
- » **97%** will return
- » **97%** were satisfied or very satisfied with their stay (**79%** very satisfied)



# Quarterly Comparisons



# Quarterly Comparisons

	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b>Visitors</b>	210,200	167,500	215,500	269,800	<b>863,000</b>
<b>Room Nights</b>	247,985	334,396	333,931	276,703	<b>1,193,015</b>
<b>Direct Spending</b>	\$111,850,200	\$161,848,500	\$167,649,500	\$141,021,100	<b>\$582,369,300</b>
<b>Economic Impact</b>	\$162,182,800	\$234,680,000	\$243,091,500	\$204,480,600	<b>\$844,434,900</b>
<b>ADR</b>	\$127.57	\$145.35	\$131.20	\$126.64	<b>\$132.69</b>
<b>Occupancy Rate</b>	49.0%	65.6%	62.8%	52.0%	<b>57.4%</b>
<b>RevPAR</b>	\$62.51	\$95.35	\$82.39	\$65.92	<b>\$76.10</b>



# Quarterly Comparisons

Trip Planning Cycle	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b><i>A week or two in advance</i></b>	22%	15%	21%	32%	<b>24%</b>
<b><i>A month or so in advance</i></b>	23%	20%	21%	20%	<b>21%</b>
<b><i>2 months in advance</i></b>	16%	18%	19%	15%	<b>17%</b>
<b><i>3 months in advance</i></b>	13%	16%	13%	12%	<b>13%</b>
<b><i>4 to 5 months in advance</i></b>	7%	11%	11%	9%	<b>9%</b>
<b><i>6 months or longer</i></b>	17%	20%	15%	11%	<b>15%</b>
<b><i>Not sure</i></b>	2%	0%	0%	1%	<b>1%</b>

# Quarterly Comparisons

Saw Advertisement	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b>Average Visitor</b>	24%	27%	24%	17%	<b>22%</b>
<b>Paid Accommodations</b>	28%	29%	30%	28%	<b>29%</b>
<b>Non-paid Accommodations</b>	29%	28%	22%	18%	<b>24%</b>
<b>Day Tripper</b>	17%	22%	19%	8%	<b>16%</b>

Influenced by Advertisement	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b>Average Visitor</b>	66%	62%	58%	80%	<b>68%</b>
<b>Paid Accommodations</b>	86%	73%	69%	87%	<b>80%</b>
<b>Non-paid Accommodations</b>	50%	48%	54%	91%	<b>63%</b>
<b>Day Tripper</b>	65%	80%	32%	31%	<b>49%</b>

# Quarterly Comparisons

Visitor Guide	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<i>Requested a Visitors Guide</i>	7%	8%	16%	6%	9%
<i>Requested a print version</i>	3%	4%	6%	2%	4%
<i>Requested an online version</i>	4%	4%	10%	4%	5%
<i>Visitor Guide Rating</i>	8.7	8.0	7.9	8.9	8.4

	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<i>Drove to Charlotte</i>	64%	63%	59%	57%	60%
<i>1st Time Visitors</i>	23%	30%	23%	21%	22%
<i>11+ Visits</i>	25%	26%	31%	39%	31%

# Quarterly Comparisons

Main Reason	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<i>Visiting friends/relatives</i>	37%	47%	47%	28%	<b>39%</b>
<i>Beach</i>	19%	21%	31%	20%	<b>23%</b>
<i>Family vacation</i>	16%	23%	24%	26%	<b>22%</b>
<i>Shopping</i>	8%	7%	6%	5%	<b>6%</b>
<i>Nature, environment, etc.</i>	6%	8%	3%	4%	<b>5%</b>
<i>Special occasion</i>	4%	4%	5%	5%	<b>5%</b>
<i>Sporting event</i>	5%	1%	1%	12%	<b>5%</b>
<i>Fishing, hunting, etc.</i>	4%	6%	3%	5%	<b>4%</b>
<i>Biking, hiking, running, etc.</i>	6%	5%	1%	3%	<b>4%</b>
<i>Water sports</i>	5%	6%	3%	3%	<b>4%</b>
<i>Special events</i>	11%	3%	1%	2%	<b>4%</b>
<i>Golfing, tennis</i>	5%	4%	1%	2%	<b>3%</b>
<i>Attractions</i>	5%	3%	1%	1%	<b>2%</b>
<i>Museums, history, etc.</i>	1%	1%	2%	2%	<b>2%</b>
<i>Business conference/meeting</i>	1%	1%	2%	2%	<b>2%</b>

# Quarterly Comparisons

Region	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b><i>Southeast</i></b>	38%	26%	36%	49%	<b>39%</b>
<b><i>Midwest</i></b>	29%	39%	32%	24%	<b>30%</b>
<b><i>Northeast</i></b>	22%	29%	23%	18%	<b>22%</b>
<b><i>West</i></b>	8%	5%	7%	6%	<b>7%</b>
<b><i>International</i></b>	3%	1%	2%	3%	<b>2%</b>

State	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b><i>Florida</i></b>	23%	14%	18%	35%	<b>24%</b>
<b><i>Ohio</i></b>	5%	8%	7%	6%	<b>6%</b>
<b><i>Michigan</i></b>	4%	13%	5%	2%	<b>5%</b>
<b><i>New York</i></b>	5%	7%	5%	4%	<b>5%</b>
<b><i>Pennsylvania</i></b>	5%	7%	4%	5%	<b>5%</b>



# Quarterly Comparisons

Market	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b><i>Naples-Ft. Myers</i></b>	7%	3%	4%	13%	7%
<b><i>Sarasota</i></b>	6%	2%	7%	7%	6%
<b><i>New York City</i></b>	4%	4%	4%	4%	4%
<b><i>Atlanta</i></b>	2%	1%	4%	4%	3%
<b><i>Chicago</i></b>	2%	3%	5%	1%	3%
<b><i>Orlando</i></b>	2%	2%	1%	4%	2%
<b><i>Tampa Bay area</i></b>	3%	0%	1%	4%	2%
<b><i>Detroit</i></b>	1%	4%	2%	1%	2%
<b><i>Columbus, OH</i></b>	1%	2%	2%	1%	2%
<b><i>Grand Rapids</i></b>	2%	5%	1%	0%	2%
<b><i>Cincinnati</i></b>	2%	2%	1%	1%	2%
<b><i>Miami-Ft. Lauderdale</i></b>	3%	2%	1%	2%	2%
<b><i>Nashville</i></b>	3%	2%	1%	2%	2%
<b><i>Pittsburgh</i></b>	2%	3%	1%	2%	2%

# Quarterly Comparisons

	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b><i>Travel party size</i></b>	2.9	2.8	2.6	3.0	<b>2.8</b>
<b><i>Traveled with children</i></b>	37%	27%	40%	53%	<b>41%</b>
<b><i>Length of Stay</i></b>	7.2	12.6	8.2	6.1	<b>8.2</b>

	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b><i>Median Age</i></b>	51	55	46	42	<b>48</b>
<b><i>Gender (Female)</i></b>	54%	52%	55%	51%	<b>53%</b>
<b><i>Median Income</i></b>	\$89,000	\$80,400	\$95,700	\$88,600	<b>\$89,100</b>

# Quarterly Comparisons

Visitor Accommodations	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b><i>Hotel/motel/resort</i></b>	25%	17%	18%	34%	<b>25%</b>
<b><i>Day Tripper</i></b>	27%	14%	26%	29%	<b>25%</b>
<b><i>Staying with friends</i></b>	21%	31%	25%	17%	<b>23%</b>
<b><i>Rental condo, house</i></b>	9%	19%	20%	10%	<b>14%</b>
<b><i>Personal condo/timeshare</i></b>	13%	14%	10%	7%	<b>11%</b>
<b><i>Campground/ RV park</i></b>	4%	3%	1%	1%	<b>2%</b>
<b><i>Bed and Breakfast/Inn</i></b>	0%	1%	0%	0%	<b>0%</b>
<b><i>Marina/boat</i></b>	1%	1%	0%	0%	<b>0%</b>

# Quarterly Comparisons

Visitor Activities	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<b><i>Beach</i></b>	47%	60%	70%	44%	<b>54%</b>
<b><i>Restaurants</i></b>	41%	59%	47%	48%	<b>48%</b>
<b><i>Visit friends and relatives</i></b>	46%	57%	51%	37%	<b>47%</b>
<b><i>Shopping</i></b>	29%	37%	27%	25%	<b>29%</b>
<b><i>Nature, environment, etc.</i></b>	18%	31%	18%	25%	<b>23%</b>
<b><i>Family time</i></b>	17%	23%	24%	4%	<b>16%</b>
<b><i>Fishing, hunting, etc.</i></b>	13%	16%	10%	15%	<b>13%</b>
<b><i>Biking, hiking, running, etc.</i></b>	15%	21%	11%	9%	<b>13%</b>
<b><i>Water sports</i></b>	12%	18%	13%	9%	<b>12%</b>
<b><i>Bars, nightclubs</i></b>	9%	12%	13%	10%	<b>11%</b>
<b><i>Attractions</i></b>	9%	11%	9%	7%	<b>9%</b>
<b><i>Special event</i></b>	15%	11%	9%	4%	<b>9%</b>
<b><i>Golf, tennis, etc.</i></b>	10%	14%	5%	6%	<b>8%</b>

# Quarterly Comparisons

	October – December 2020	January – March 2021	April – June 2021	July – September 2021	FY 2021
<i><b>Will recommend</b></i>	95%	96%	97%	96%	<b>96%</b>
<i><b>Will return</b></i>	97%	97%	97%	98%	<b>97%</b>
<i><b>Very Satisfied + Satisfied</b></i>	96%	99%	97%	96%	<b>97%</b>



# Methodology

## Visitor Tracking Study

- » **1,718** interviews were completed with Charlotte County visitors in-person and online between October 1<sup>st</sup>, 2020 and September 30<sup>th</sup>, 2021.



## Economic Impact Study

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

- » 1,718 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 2020 – September 2021

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