Punta Gorda/Englewood Beach VCB Visitor Tracking Report
January – March 2022

PUNTA GORDA
ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

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Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during January through March, 2022. In the report, we follow visitors in their journeys from pre-trip planning to the economic impact of their expenditures in our destination. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Punta Gorda/Englewood Beach.

Pre-Visit
- Planning cycle
- Promotion/Influence
- Planning sources
- Transportation
- Reasons for visiting
- Destinations considered
- Visitor guide

Traveler Profile
- Visitor origin
- Party size
- Party composition
- First time visitors
- Demographics

Trip Experience
- Accommodations
- Length of stay
- Top activities
- Comparisons

Post-Trip Evaluation
- Visitor satisfaction
- Perceptions
- Amenities for a desirable return

Impact of Tourism
- Spending by visitor type
- Key performance indicators

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Executive Summary

Visitor Journey – Impact of Tourism

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

Quarterly Snapshot

» January-March 2022 Charlotte County visitor and lodging metrics exceed all metrics in the past 3 years

» International visitation is not quite back to pre-pandemic levels as 7% of visitors were international in 2022 vs. 11% in 2019.

» Visitors' direct spending in Charlotte County is up 46% from last January through March, driven by substantial increases in spending per person (+24%) and number of visitors (+18%).
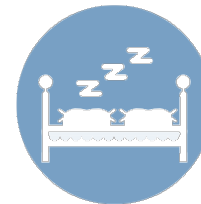
	69.0%	**$206.90**	**$142.83**
	OCCUPANCY **RATE**	AVERAGE DAILY **RATE**	REVENUE PER **ROOM**
Vs. 2021	↑ 5.2%	↑ 42.3%	↑ 49.7%
Vs. 2020	↑ 4.9%	↑ 38.3%	↑ 44.9%

Key Performance Indicators

Visitor Statistics	Jan – Mar 2021	Jan – Mar 2022	Percent Change
Visitors[1]	167,500	197,300	+17.8%
Direct Expenditures[2]	$161,848,500	$236,310,200	+46.0%
Total Economic Impact	$234,680,000	$342,649,600	+46.0%

Lodging Statistics	Jan – Mar 2021	Jan – Mar 2022	Percent Change
Occupancy[3]	65.6%	69.0%	+5.2%
Room Rates[3]	$145.35	$206.90	+42.3%
RevPAR[3]	$95.35	$142.76	+49.7%
Room Nights[3]	334,396	362,964	+8.5%
TDT Collections[4]	$2,224,377	$3,267,295	+46.9%

[1] Total visitation increased due to a larger base of day trippers compared to previous years as well as a decrease in length of stay.
[2] Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[3] Sources: STR and All The Rooms
[4] Increased units available has led to an increase in TDT collections

Key Performance Indicators

Visitor Statistics	Jan – Mar 2020	Jan – Mar 2022	Percent Change
Visitors [1]	164,700	197,300	+19.8%
Direct Expenditures[2]	$139,421,300	$236,310,200	+69.5%
Total Economic Impact	$202,160,900	$342,649,600	+69.5%

Lodging Statistics	Jan – Mar 2020	Jan – Mar 2022	Percent Change
Occupancy[3]	65.8%	69.0%	+4.9%
Room Rates[3]	$149.63	$206.90	+38.3%
RevPAR[3]	$98.51	$142.76	+44.9%
Room Nights[3]	329,389	362,964	+10.2%
TDT Collections[4]	$2,075,186	$3,267,295	+57.4%

[1] Total visitation metrics increased due to a larger base of day trippers compared to previous years as well as a decrease in length of stay.
[2] Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[3] Sources: STR and All The Rooms
[4] Increased units available has led to an increase in TDT collections and Room Rate

Key Performance Indicators

Visitor Statistics	Jan – Mar 2019	Jan – Mar 2022	Percent Change
Visitors [1]	163,000	197,300	*+21.0%*
Direct Expenditures [2]	$145,602,800	$236,310,200	*+62.3%*
Total Economic Impact	$222,044,300	$342,649,600	*+54.3%*

Lodging Statistics	Jan – Mar 2019	Jan – Mar 2022	Percent Change
Occupancy [3]	68.6%	69.0%	*+0.6%*
Room Rates [3]	$164.82	$206.90	*+25.5%*
RevPAR [3]	$114.82	$142.76	*+24.3%*
Room Nights [3]	339,838	362,964	*+6.8%*
TDT Collections [4]	$2,072,230	$3,267,295	*+57.7%*

[1] Total visitation metrics increased due to a larger base of day trippers compared to previous years as well as a decrease in length of stay.
[2] Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[3] Sources: STR and All The Rooms
[4] Increased units available has led to an increase in TDT collections and Room Rate

Travel Party Spending

» Visiting travel parties staying with friends and relatives spent **$195** per day and **$2,635** on their trip

» Visiting travel parties staying in paid accommodations spent **$411** per day and **$5,386** on their trip

Visitor Journey – Pre-Visit

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

Top Trip Planning[1]

» **Nearly 1 in 2** visitors planned their trip 3 month or longer in advance

» Typical trip planning cycle was **54 days**

» Top trip planning sources:

Previous visit (45%)

Friend, coworker, etc. (38%)

Internet (34%)

Punta Gorda/Englewood Beach Promotions[1]

» **18%** of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit

» **64%** of those who recalled advertising were influenced to come to the area
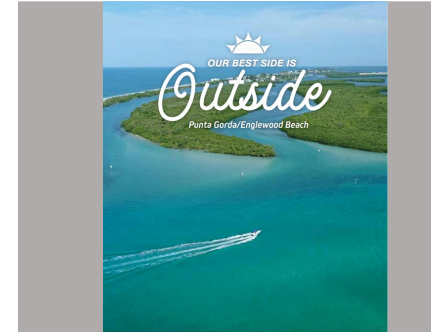
» Top sources of noticed promotions:

Personal social media (27%)

Online Article (19%)

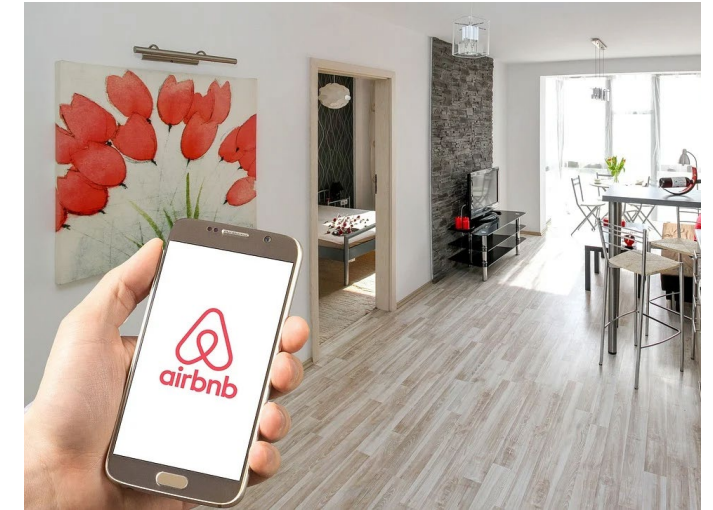Newspaper (18%)

Travel/Visitor Guide (18%)

Television (17%)

Top Methods of Accommodation Booking[1]

43% Directly with hotel/condo

23% Online travel agency

10% Airbnb

[1]Visitors staying in paid accommodations.

Transportation

70% of visitors drove to
Punta Gorda/Englewood Beach

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

8% of all visitors flew in via
the Southwest Florida
International Airport

Top Reasons for Visiting[1]

Visit friends/relatives (44%)

Family vacation (36%)

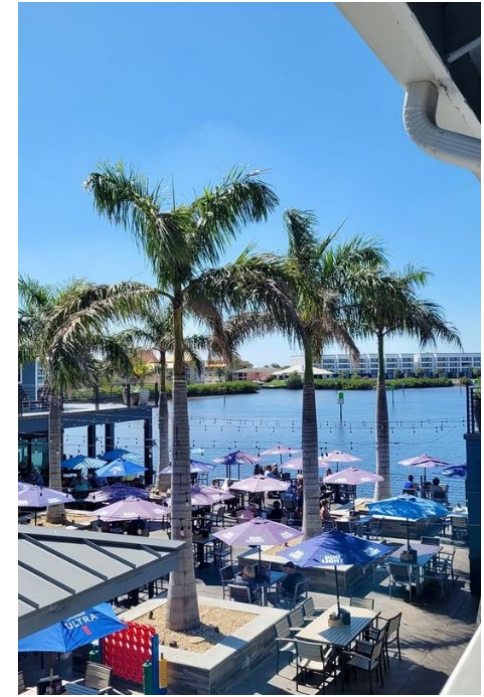Beach (28%)

Concerns with COVID-19[1]

» **1 in 14** 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 destination that is near the beach (27%) [2]

Preferred a destination that felt safe (17%)[2]

Preferred to be in a smaller town rather than a larger city (17%) [2]

[1]Multiple responses permitted   [2]Base is 10% of visitor who had concerns

Top Reasons for Choosing Punta Gorda/Englewood Beach Over Other Destinations[1]

Family/friends (57%)

Weather (12%)

Own a 2nd home (8%)

Quiet (8%)

Previous visit (6%)

[1]Coded open-ended responses; multiple responses permitted.
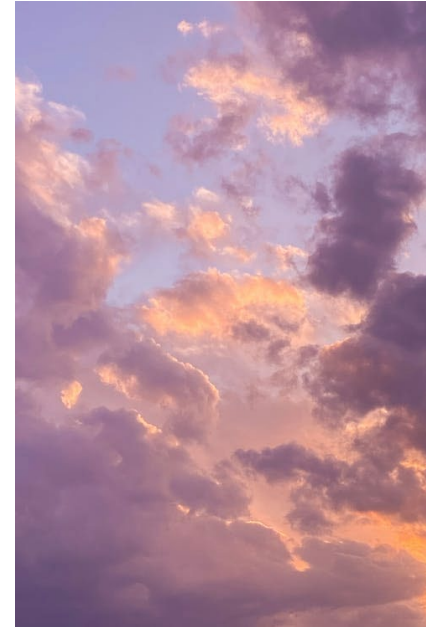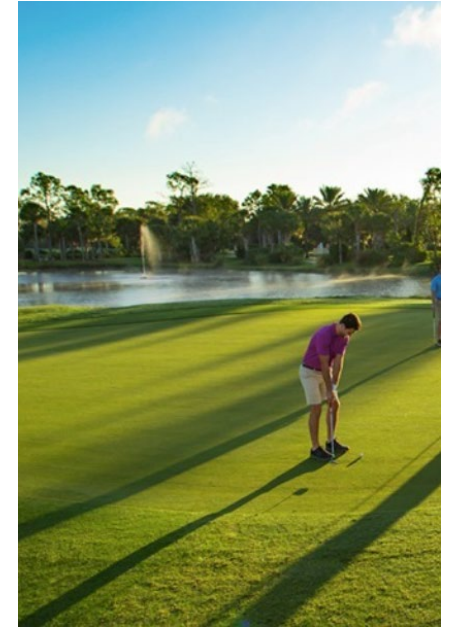
Other Destinations Considered[1]

» **75%** of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip

» Other destinations considered:

Ft. Myers/Cape Coral (10%)

Sarasota (8%)

Naples (5%)

Florida Keys (5%)

Tampa (4%)

Orlando (4%)

[1]multiple responses permitted.

Visitors Guide

» **10%** of visitors requested a Visitors Guide

» Visitors Guide received a rating of **8.2 out of 10.0**[1]
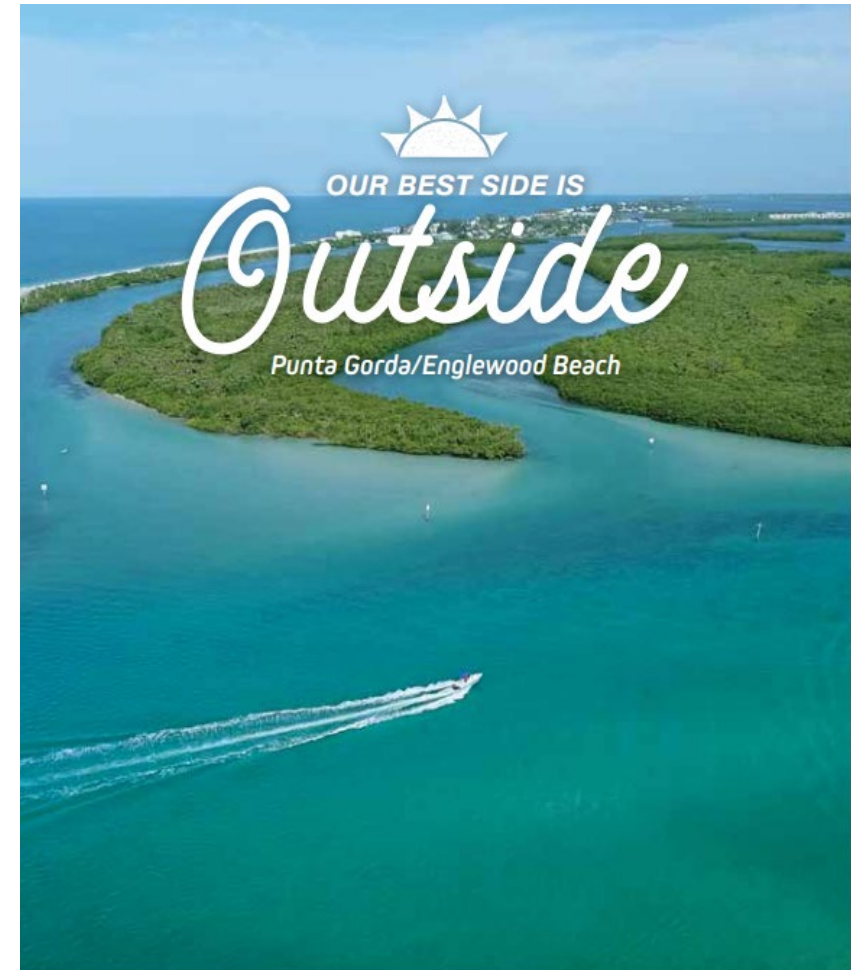
[1]Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

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Visitor Journey – Traveler Profile

Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation → Impact of Tourism

Top Regional Origins of Visitors

» **93%** of Charlotte County visitors lived in the United States

» **7%** of visitors were from outside of the United States, mostly from Canada

» The Midwest and Northeast accounted for nearly 2 in 3 visitors

3%

39%

26%

10%

15%
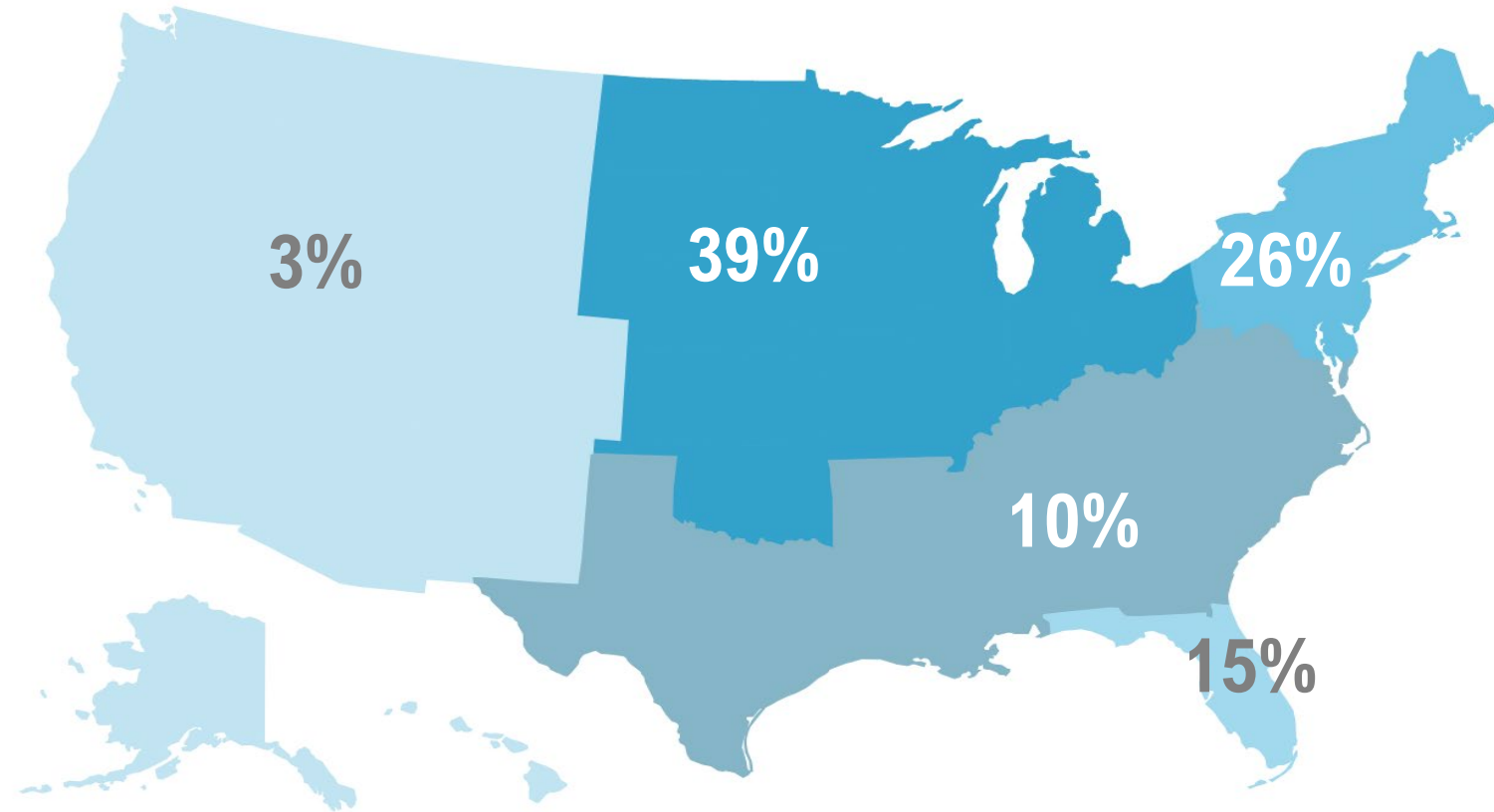
Top State Origins of Visitors
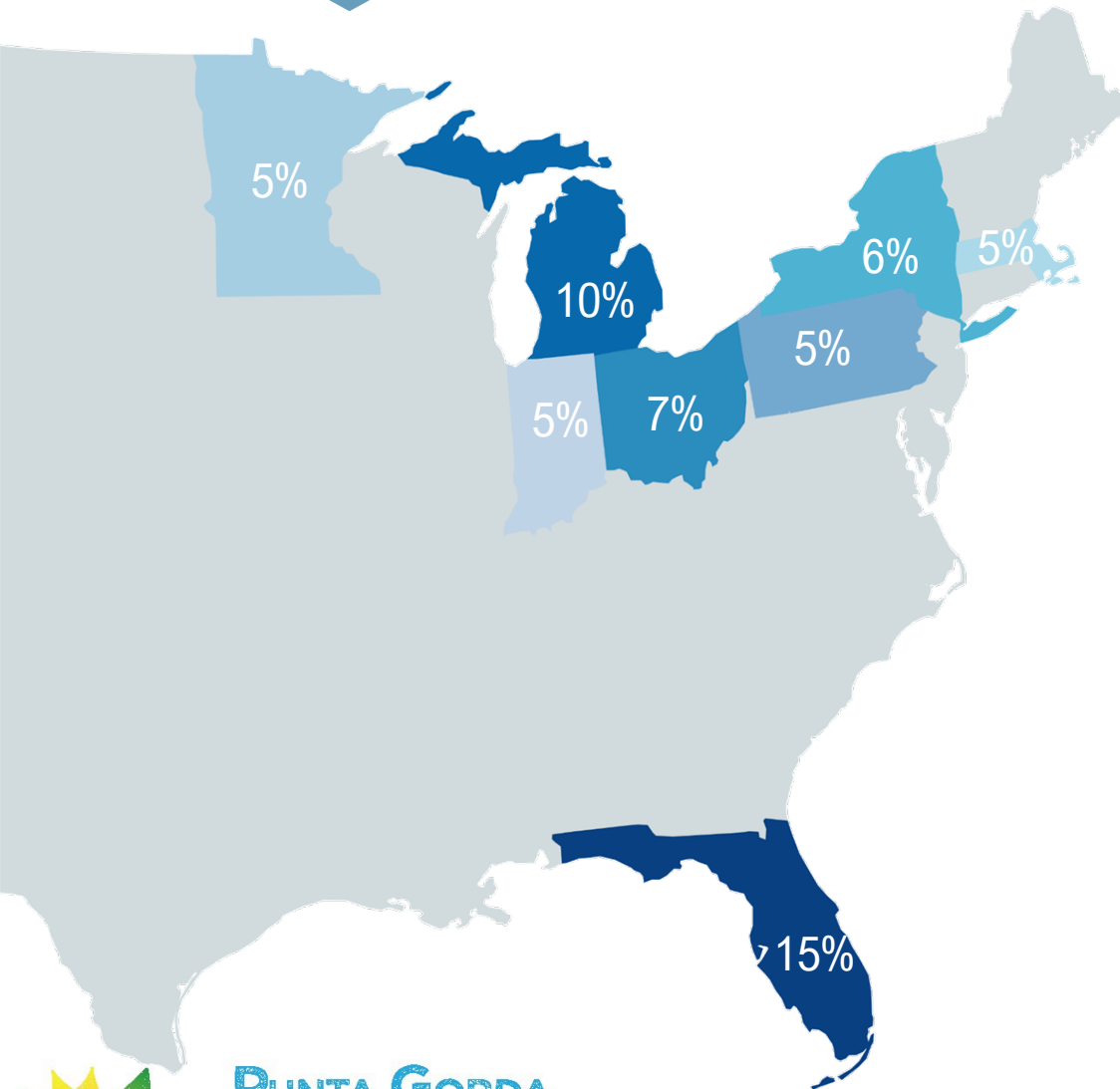
63% of visitors traveled to Charlotte County from 8 states and Canada

●	**15%** Florida
●	**10%** Michigan
●	**7%** Ohio
●	**6%** New York
●	**5%** Pennsylvania
●	**5%** Indiana
🍁	**5%** Canada
●	**5%** Massachusetts
●	**5%** Minnesota
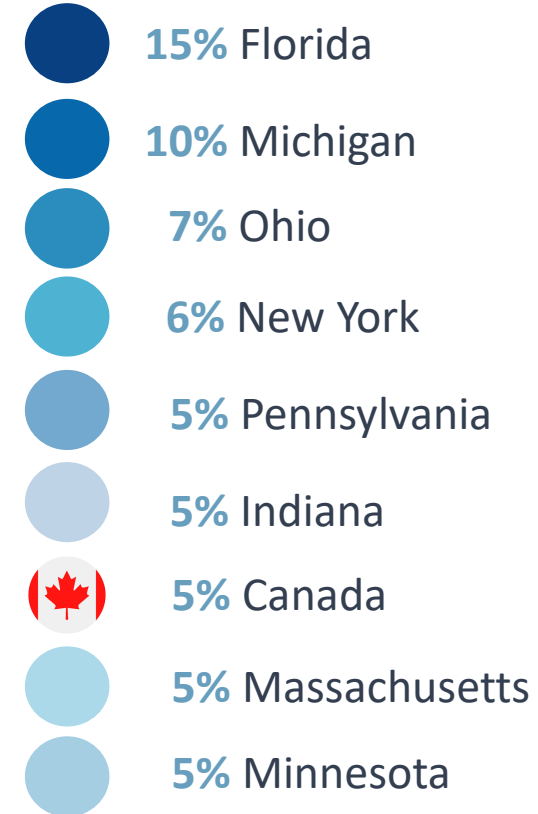
Top Market Origins of Visitors

24% of visitors come from 6 markets

4% Sarasota-Bradenton

4% Naples-Ft. Myers

4% New York City[1]

4% Detroit

4% Minneapolis

4% Grand Rapids

[1]NYC metro area includes parts of New York, New Jersey & Connecticut.
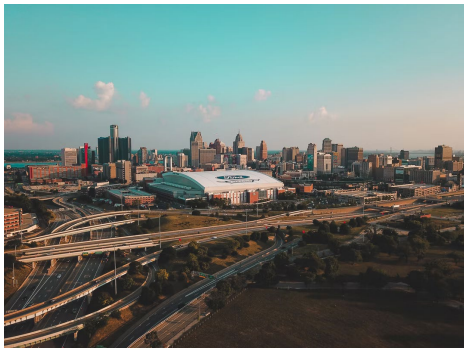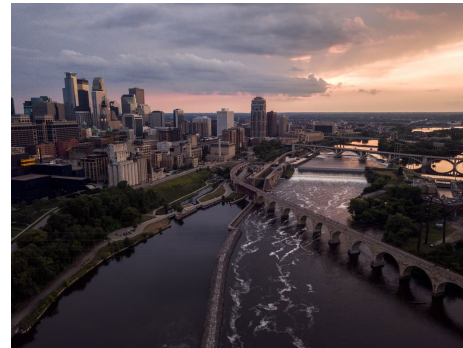
Travel Party Size and Composition

» The typical visitor traveled in a party composed of **2.7** people

» **24%** traveled with at least one person under the age of 20

» **Nearly 2 in 5** traveled as a couple, while **over 1 in 4** visitors traveled as a family

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Length of Stay – All Visitors[1]

» Visitors spent **10.9**[1] nights in Punta Gorda/Englewood Beach

[1]Nights stayed capped at 30 nights. Average length of stay is 26.5 nights when nights stayed is not capped.
[1]Nights stayed includes Day Trippers.

First Time Visitors

» **20%** were first time visitors

» **31%** had visited more than 10 times

Typical Punta Gorda/Englewood Beach Visitor

» The typical Visitor:

   » Was 55 years old

   » Had a median household income of $88,200

   » Was equally likely female (52%) or male (48%)

   » Was from:

      » Midwest (39%)

      » Northeast (26%)

      » Florida (15%)

Typical Day Trip Visitor

» The Typical Day Trip Visitor:

  » Was 60 years old

  » Had a median household income of $125,000

  » Was equally likely male/female (50%)

  » Was from:

    » Sarasota-Bradenton (14%)

    » Naples-Ft. Myers (11%)

Typical Vacationer Visitor

» The Typical Vacationer[1] Visitor:

  » Was 48 years old

  » Had a median household income of $106,300

  » Was equally likely male/female (50%)

  » Was from:

    » Midwest (39%)

    » Northeast (19%)

[1]Travel parties who stayed 1-10 nights.

Typical Long-Term Visitor

» The Typical Long-Term[1] Visitor:

   » Was 58 years old

   » Had a median household income of $79,000

   » Was male (58%)

   » Was from

      » Midwest (48%)

      » Northeast (25%)

[1]Travel parties who stayed more than 10 nights.

Visitor Journey – Trip Experience

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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Top Visitor Accommodations

26% Family/friend's residence

20% Day Tripper

18% Hotel/motel/resort

16% Rental condo/home/timeshare

Top Activities During Visit[1]

Restaurants (58%)
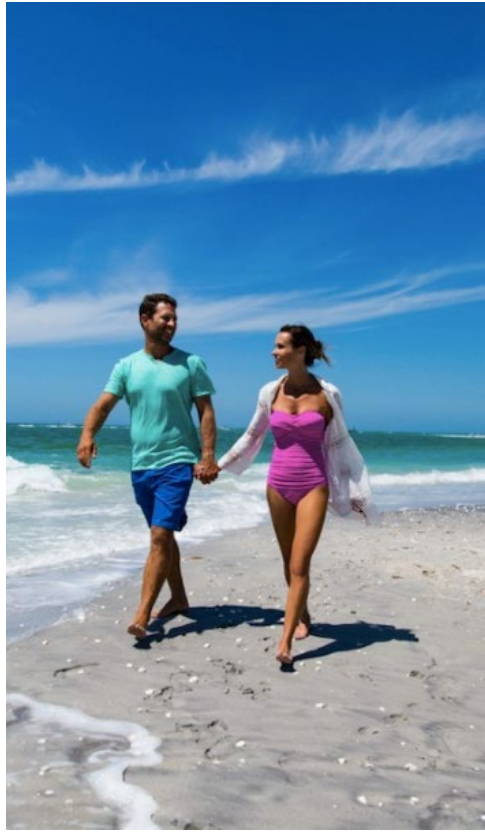
Beach (56%)

Visit friends/relatives (54%)

Shopping (41%)

Nature related (28%)

[1]Multiple responses permitted

Reason for Visit vs. Visitor Activities

Reason for visit[1]

Visitor activities[1]

Key Reasons for Visiting

	Reason for visit	Visitor activities
44%	Visit friends and relatives	54%
28%	Beach	56%

Trip Enhancements

	Reason for visit	Visitor activities
13%	Shopping	41%
12%	Nature, environment, bird watching, etc.	28%
7%	Biking, hiking, running, etc.	17%
7%	Attractions	11%
6%	Water sports	15%
6%	Fishing, hunting, etc.	14%
5%	Looking for a 2nd home	13%
4%	Golfing, tennis, etc.	13%
3%	Special event	9%
2%	Business conference or meeting	2%

[1]Multiple responses permitted.

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Visitor Journey – Post-Trip Evaluation

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

Visitor Satisfaction

» **92%** of visitors would definitely recommend Punta Gorda/Englewood Beach

» **95%** will definitely return

» **99%** were satisfied or very satisfied with their stay (**87%** were very satisfied)

Top Requested Amenities[1]

25% More restaurants

23% More outdoor activities

22% More family friendly activities

22% More bars/nightlife

[1]Multiple responses permitted

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Perceptions of Punta Gorda/Englewood Beach[1]

Great Area:
"We have never been to Fisherman's Village before this trip. We usually stay in other areas in Port Charlotte, we love this place with all the shops and food around."

Beautiful:
"Punta Gorda is beautiful and just the right size where its not so small that we feel on top of each other but not too big where it feels too spread out."

Great weather:
"We bought a second home here to come during the winter months, we love the weather here during the winter."

Detailed Findings

Visitor Journey – Impact of Tourism

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

Visitor Spending by Visitor Type

» All visitors spent **$236,310,200** over the course of their visits

» Even though there were nearly the same number of paid and unpaid visitors, paid visitors spent over $80 million dollars more than those in nonpaid accommodations

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
Visitors	*79,700*	*78,900*	*38,700*	***197,300***
Spending	*$157,176,000*	*$76,879,300*	*$2,254,900*	***$236,310,200***

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$157	$0	$0	$64
Restaurants	$82	$57	$62	$68
Groceries	$39	$34	$18	$33
Shopping	$42	$39	$26	$38
Entertainment	$48	$35	$23	$38
Transportation	$28	$18	$17	$22
Other	$15	$12	$5	$12
Total	*$411*	*$195*	*$151*	*$275*

Total Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$2,057	$0	$0	$698
Restaurants	$1,074	$770	$62	$741
Groceries	$511	$459	$18	$360
Shopping	$551	$528	$26	$414
Entertainment	$629	$473	$23	$414
Transportation	$367	$243	$17	$240
Other	$197	$162	$5	$131
Total	*$5,386*	*$2,635*	*$151*	*$2,998*

Visitor Journey – Pre-Visit

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

Trip Planning Cycle

» **Nearly half** of visitors had **long planning windows** (3 months or longer in advance)

» **Over 1 in 3** visitors planned their trips a month or less in advance

» Average trip planning cycle was 54 days compared to 55 days in 2021

Category	Percentage
A week or two	19%
A month or so	17%
2 months	17%
3 months	14%
4 to 5 months	10%
6 months or longer	23%
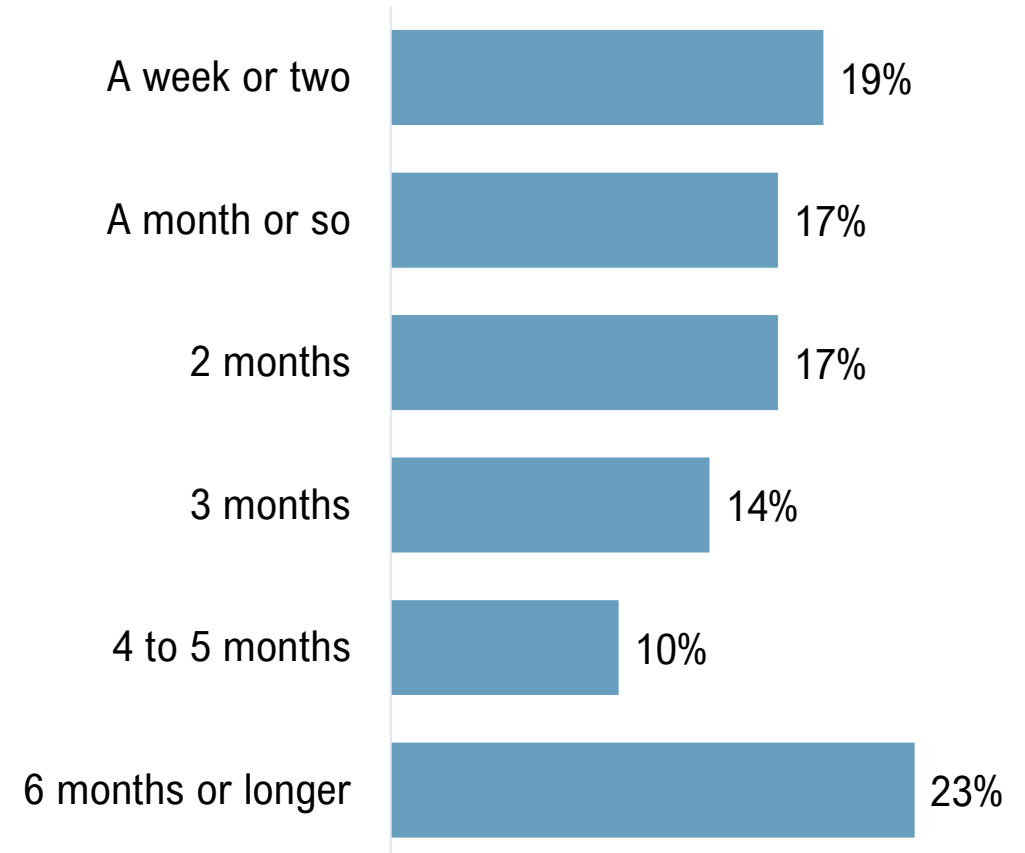
Trip Planning Sources[1]

» **Over 2 in 5** visitors planned their trips based on **previous visits.** Nearly **2 in 5** used their friends, family and coworkers to plan their trip

» **Over 1 in 3** visitors used **Internet** to plan their trip. **Google** was the top site used.

Trip Planning Source	
Previous visit	45%
Friend, co-worker, etc.	38%
Internet	34%
Google search	28%
Social networking websites	7%
Restaurant websites/apps	6%
Brochures/travel guides/visitor guides	7%
Newspapers	4%
Special events	3%
Television	3%
AAA	2%
Magazines	2%
Pure Florida Website	2%
Travel Agent	2%
Business/conference/meeting information	1%
Convention and Visitor Bureau	1%
Radio	1%
Other	3%
None/don't know	9%

[1]Multiple responses permitted.

Punta Gorda/Englewood Beach Promotions[1]

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

Source	Percentage
Personal social media	27%
Online article	19%
Newspaper	18%
Travel/visitor guide	18%
Television	17%
Brochure	16%
Destination social media	15%
Ad on a website	12%
Magazine ad	10%
Booking site or vacation rental agency	9%
Traveler reviews/blogs	8%
Radio	8%
Magazine article	7%
Weather app	6%
Deal based promotion	5%
Streaming services	5%
PureFlorida.com	5%
AAA	4%
Billboard	3%
Other	6%

64% of visitors who noticed advertising were influenced to come to the area.

[1]Multiple responses permitted.

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Charlotte County Promotion Influences

» Awareness of promotions was highest among visitors staying in paid accommodations

Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	20%	18%	14%	18%
No	63%	65%	70%	65%
Don't know	17%	17%	16%	17%

» Visitors who stayed in non-paid accommodations were the least impacted by promotions as a whole

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	80%[1]	49%[1]	71%[1]	64%[1]
No	19%	48%	28%	34%
Don't know	1%	3%	1%	2%

[1] Base is percentage of visitor who noticed advertising

Paid Accommodation Booking[1]

» **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

Directly with hotel/condo — 43%

Online travel agency — 23%

Airbnb — 10%

VRBO, HomeAway — 8%

Through a vacation rental company — 8%

Other — 8%

[1] Visitors staying in paid accommodations.

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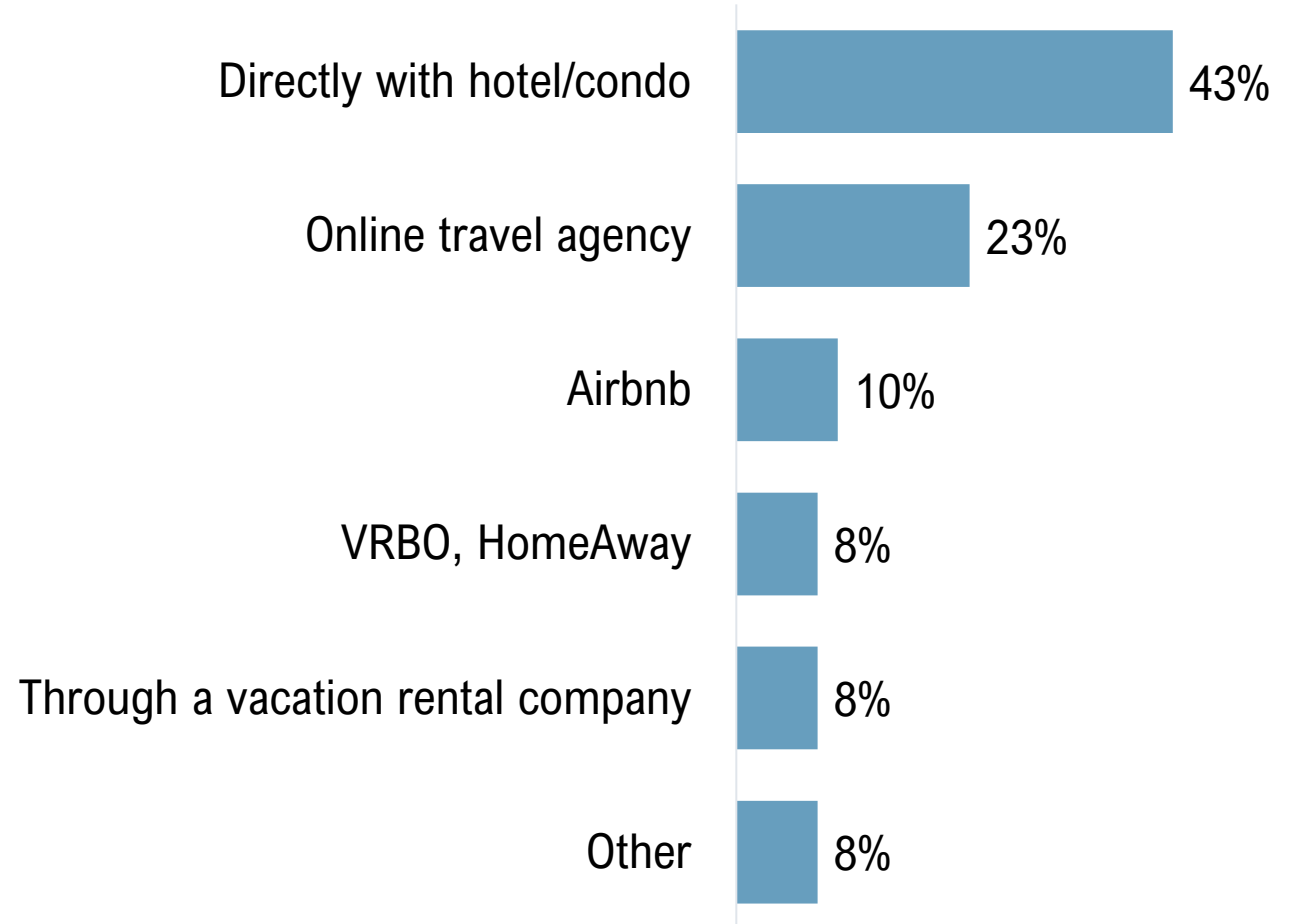
Visitor Transportation

» **7 in 10** visitors **drove** to Punta Gorda/Englewood Beach (**70%**)

» **1 in 7** visitors flew into Punta Gorda Airport (**14%**)

» **1 in 12** visitors flew into Southwest Florida International Airport (**8%**)

Drove to Charlotte County	70%
Punta Gorda Airport	14%
Southwest Florida Int'l	8%
Tampa Int'l	3%
Sarasota/Bradenton Int'l	2%
Orlando Int'l	1%
St. Pete-Clearwater Int'l	1%
Other	1%
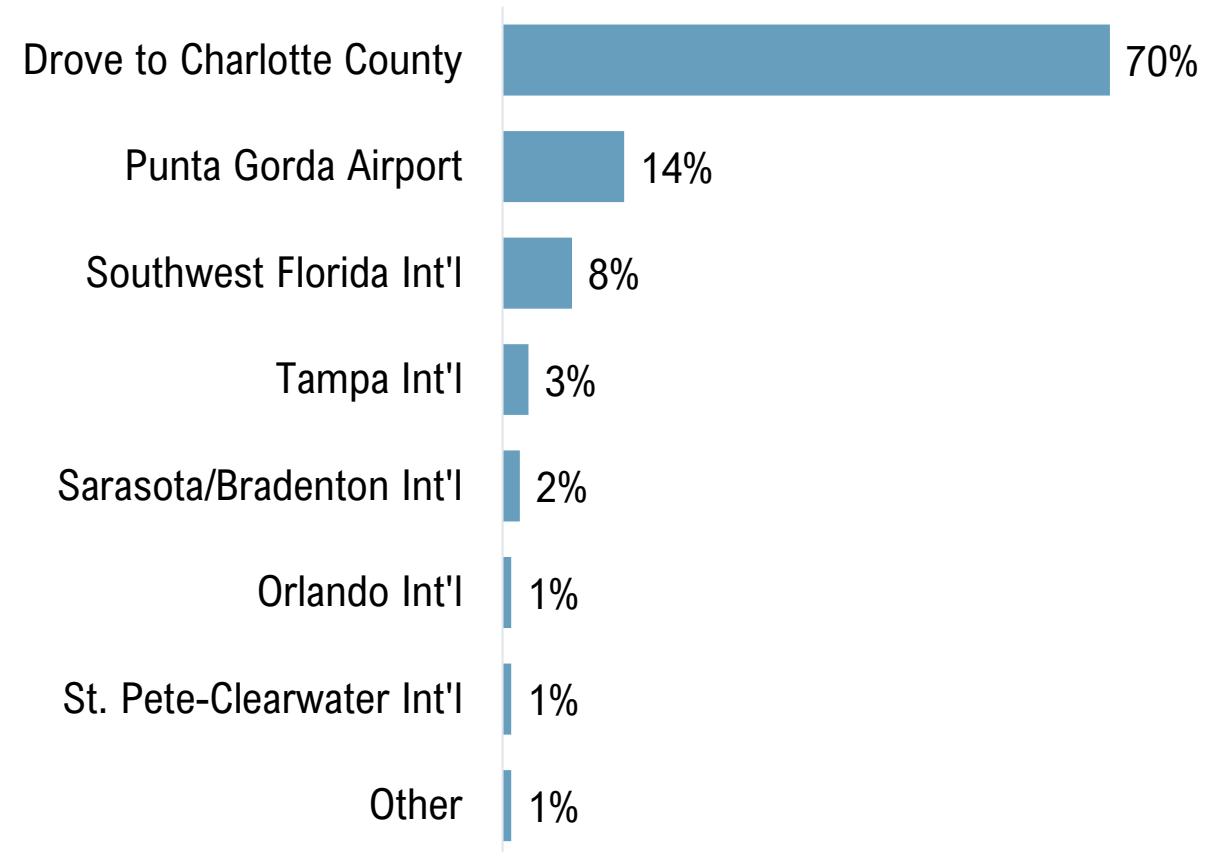
Reasons for Visiting[1]

People come to Charlotte County to hang out with family or friends and to go to the beach.

Reason	Percentage
Visiting friends/relatives	44%
Vacation	36%
Beach	28%
Shopping	13%
Nature, environment, bird watching, etc.	12%
Biking, hiking, running, etc.	7%
Attractions	7%
Special occasion	6%
Water sports	6%
Fishing, hunting, etc.	6%
Baseball spring training	6%
Looking for a 2nd home	5%
Golfing, tennis, etc.	4%
Special event	3%
Business conference or meeting	2%
Attend or participate in a sporting event	1%
Museums, history, etc.	1%
Culture	1%
Other	14%

[1]Multiple responses permitted.

Concerns over COVID-19[1]

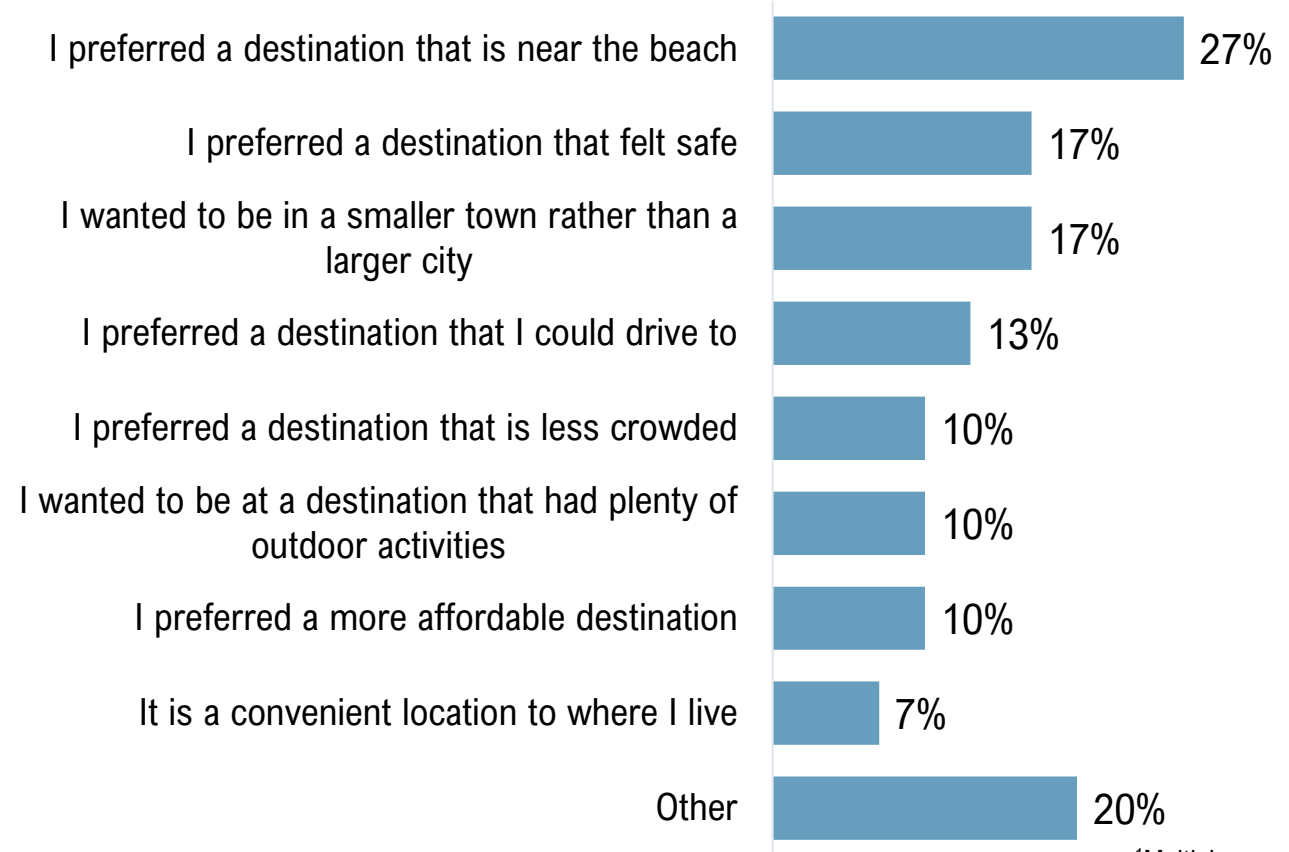» **1 in 14** visitors stated that concerns about COVID-19 played a role in them choosing to visit this area as opposed to other destinations

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

Base: 7% who said concerns about COVID-19 played a role in choosing the area

I preferred a destination that is near the beach	27%
I preferred a destination that felt safe	17%
I wanted to be in a smaller town rather than a larger city	17%
I preferred a destination that I could drive to	13%
I preferred a destination that is less crowded	10%
I wanted to be at a destination that had plenty of outdoor activities	10%
I preferred a more affordable destination	10%
It is a convenient location to where I live	7%
Other	20%

[1]Multiple responses permitted.

Vacation replacement[1]

» **3%** of visitors came to the Punta Gorda/Englewood Beach area rather than a previously planned destination because of COVID concerns

2%   3%

95%

☐ Yes   ■ No   ■ Not sure

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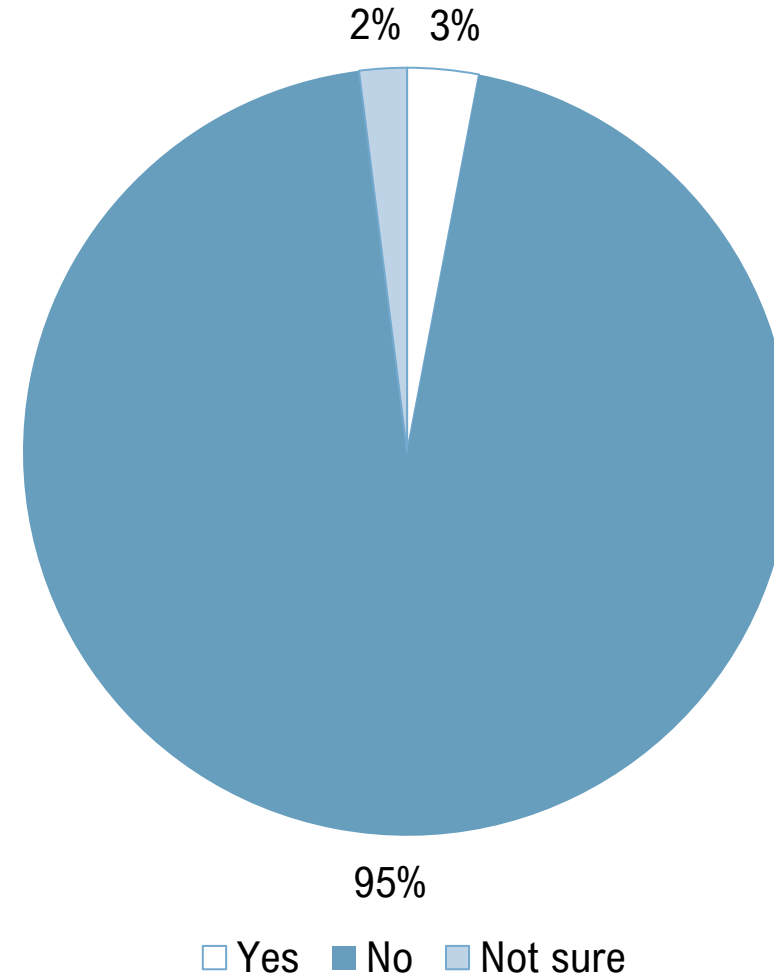
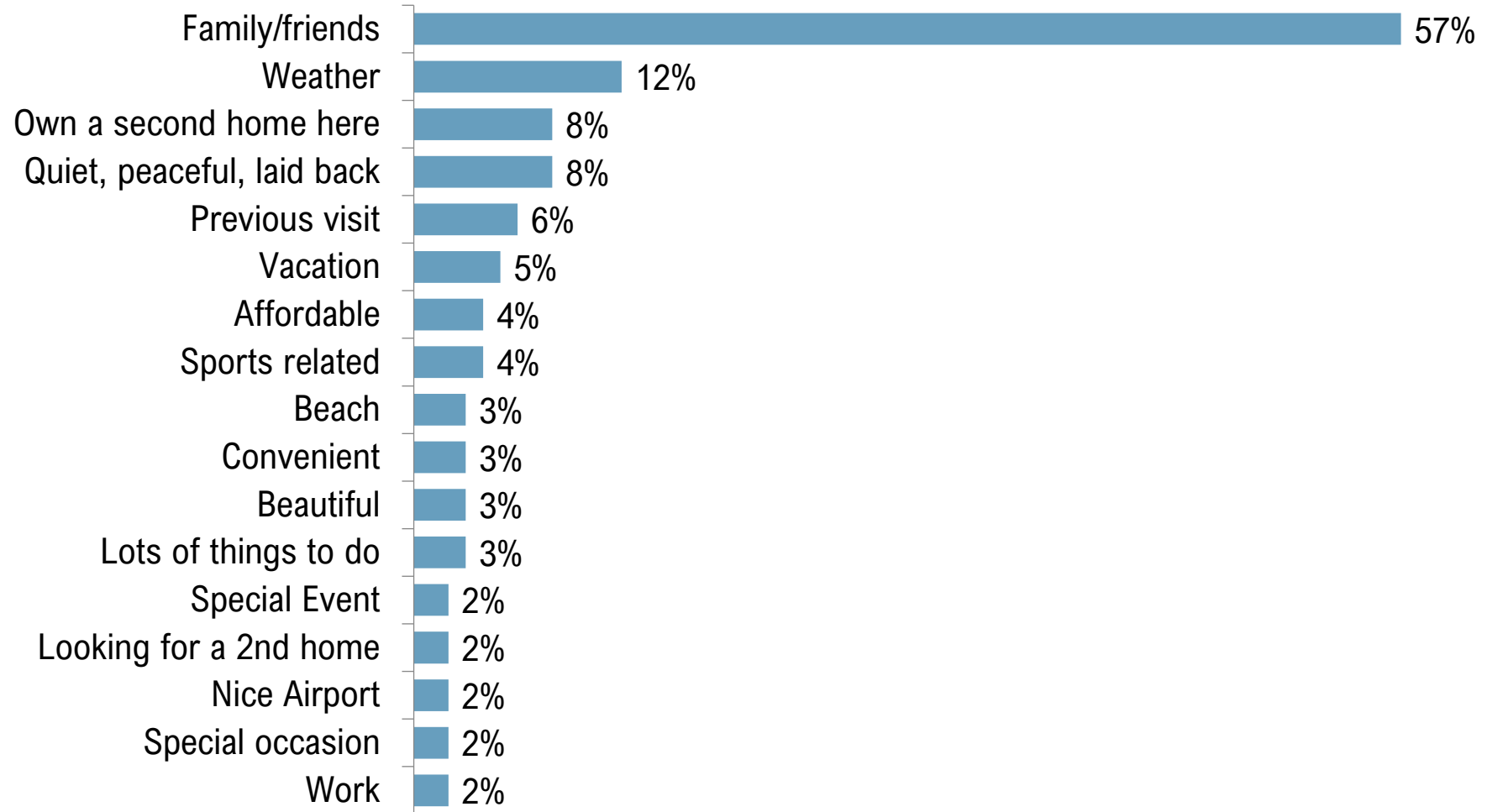# In general, why did you choose this area over other vacation destinations?[1]

Category	Percentage
Family/friends	57%
Weather	12%
Own a second home here	8%
Quiet, peaceful, laid back	8%
Previous visit	6%
Vacation	5%
Affordable	4%
Sports related	4%
Beach	3%
Convenient	3%
Beautiful	3%
Lots of things to do	3%
Special Event	2%
Looking for a 2nd home	2%
Nice Airport	2%
Special occasion	2%
Work	2%

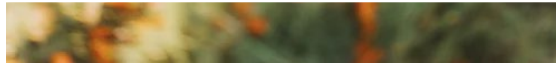[1]Coded open-ended responses; multiple responses permitted.

Why did you choose to come to this area over other vacation destinations?[1]

"Our family wanted to come down here to spend some time together and go to spring training together."

"Our friends recommended and love this location and now we do too! We will always come back to Punta Gorda."

"Over the last few years we have been visiting the west coast of Florida and we haven't been here yet, but we are loving it so far."
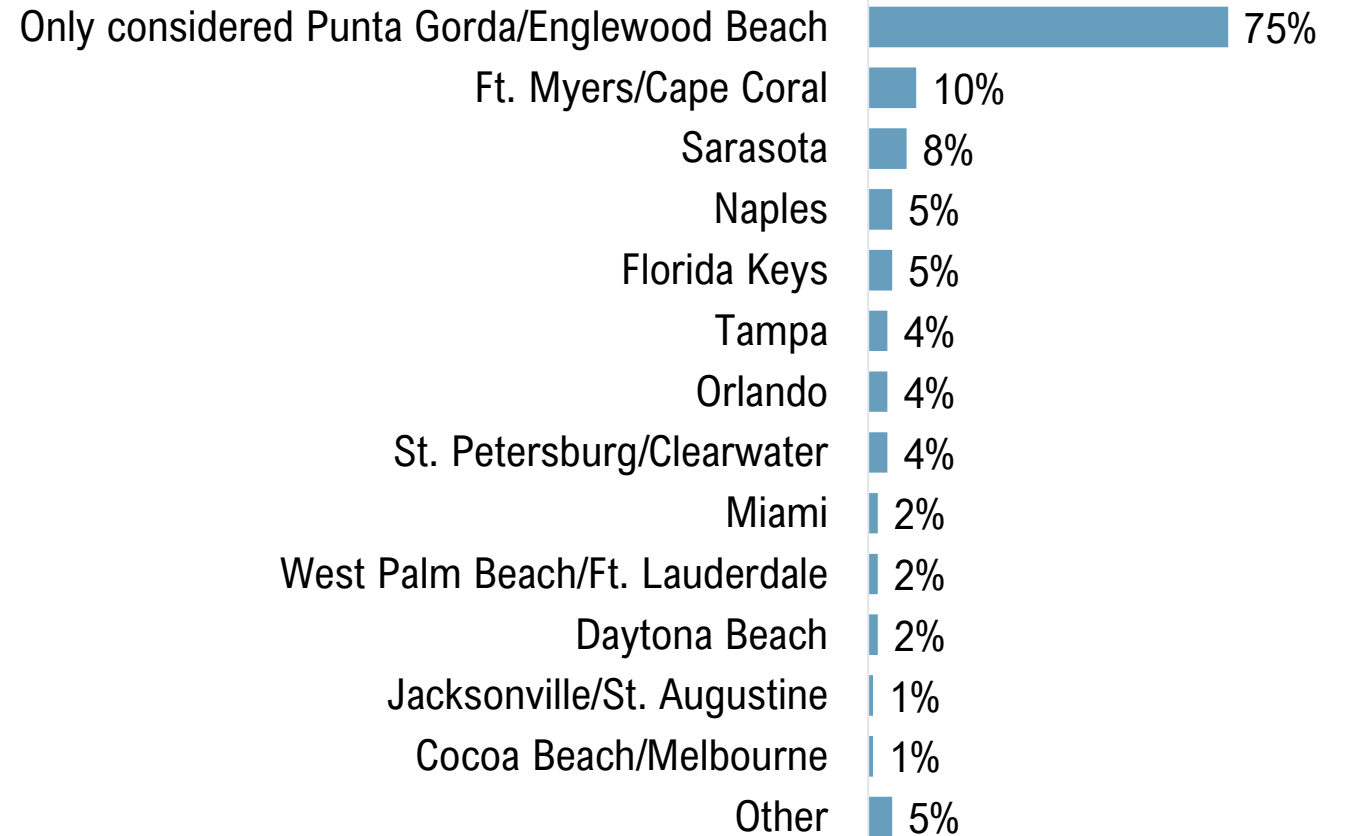

"Between the location and the weather there is a lot of hype about Port Charlotte being the place to be."

Other Destinations Considered[1]

» **3 in 4** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip

» Ft. Myers/Cape Coral and Sarasota are main competitors with **1 in 10** visitors considering one of these destinations

Destination	%
Only considered Punta Gorda/Englewood Beach	75%
Ft. Myers/Cape Coral	10%
Sarasota	8%
Naples	5%
Florida Keys	5%
Tampa	4%
Orlando	4%
St. Petersburg/Clearwater	4%
Miami	2%
West Palm Beach/Ft. Lauderdale	2%
Daytona Beach	2%
Jacksonville/St. Augustine	1%
Cocoa Beach/Melbourne	1%
Other	5%

Visitors Guide[1]

» **10%** of visitors requested a Visitors Guide before their trip

  » **5%** requested a print version

  » **5%** requested an online version

  » Visitors Guide received a rating of **8.2 out of 10.0**[1]
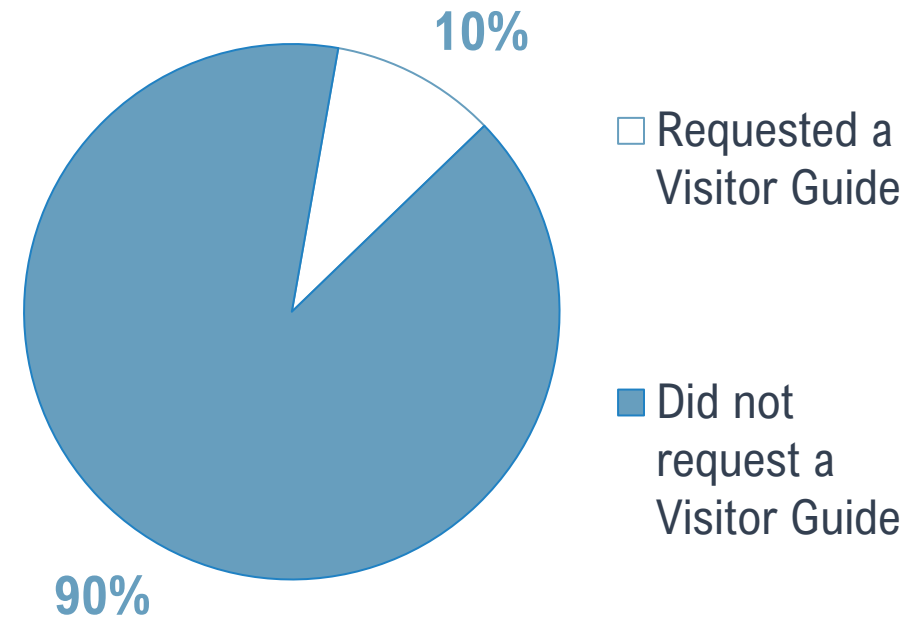
10%

□ Requested a Visitor Guide

■ Did not request a Visitor Guide

90%

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

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Visitor Journey – Traveler Profile

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

Origin of Visitors – By Region

Region	Percentage
Midwest	39%
Northeast	26%
Florida	15%
Southeast	10%
West	3%
Canada	5%
United Kingdom	1%
Other International	1%

93% of visitors came from the US
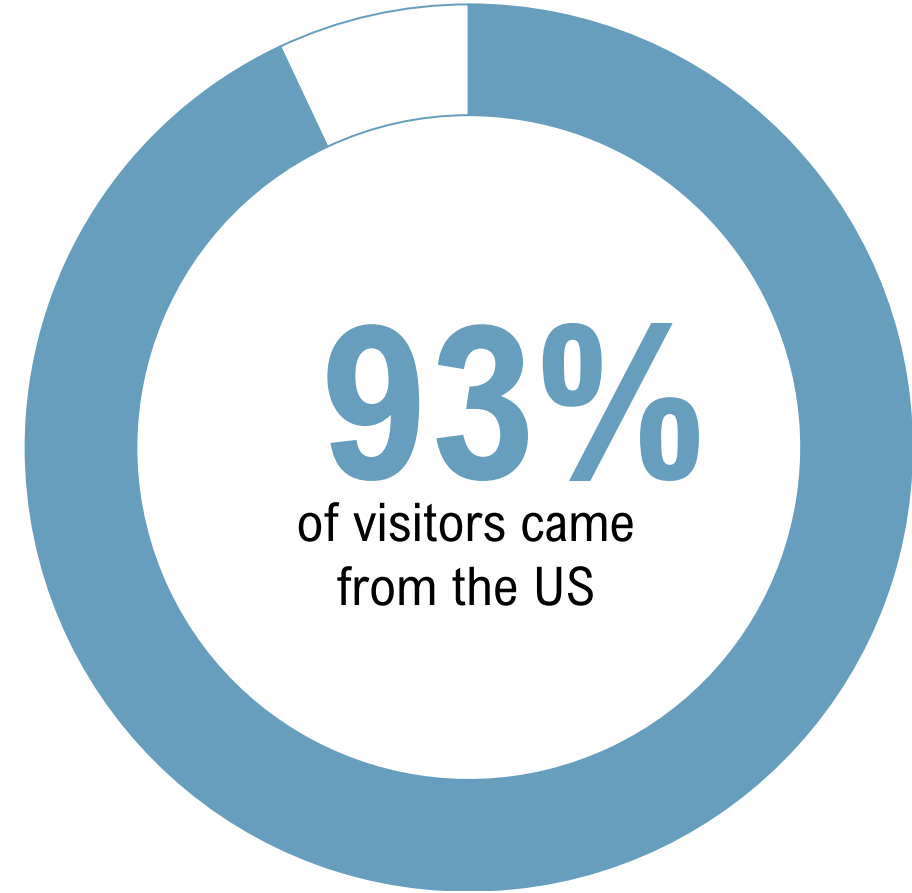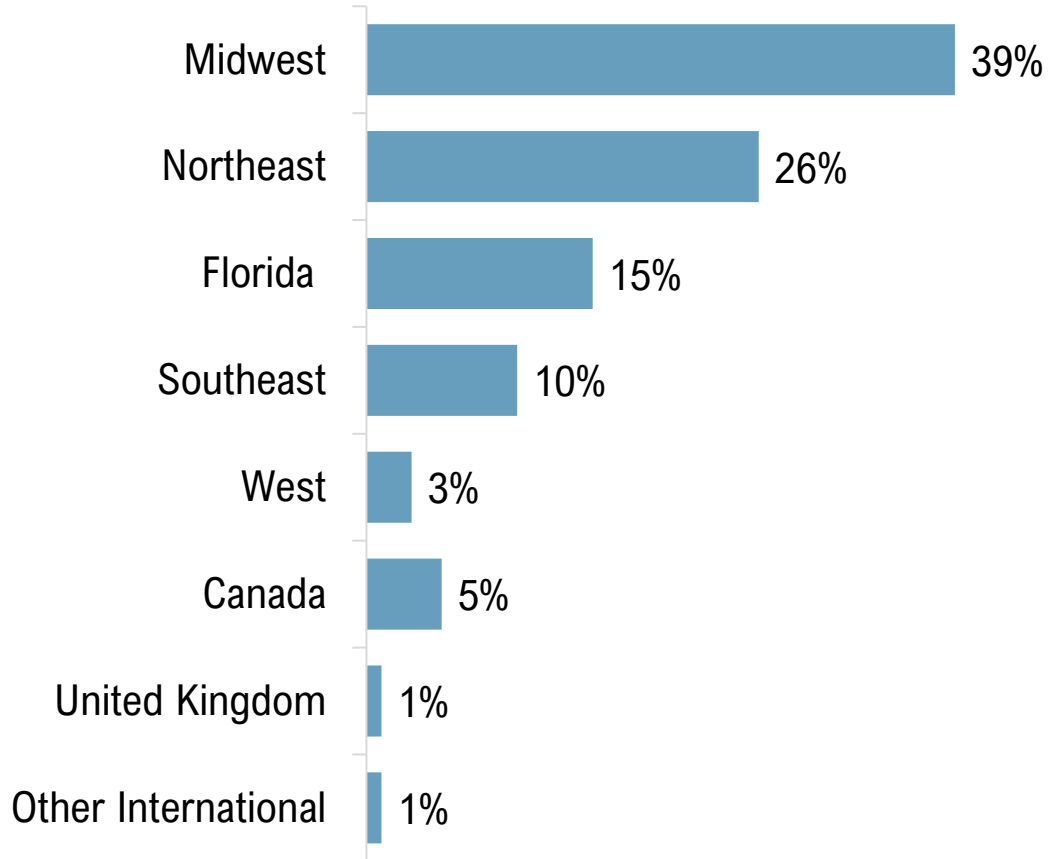
Origin of Visitors – By State

Origin	Percentage of Visitors
Florida	15%
Michigan	10%
Ohio	7%
New York	6%
Pennsylvania	5%
Indiana	5%
Canada	5%
Massachusetts	5%
Minnesota	5%
Illinois	4%
Wisconsin	3%
Iowa	3%

73% of visitors came from 11 States and Canada
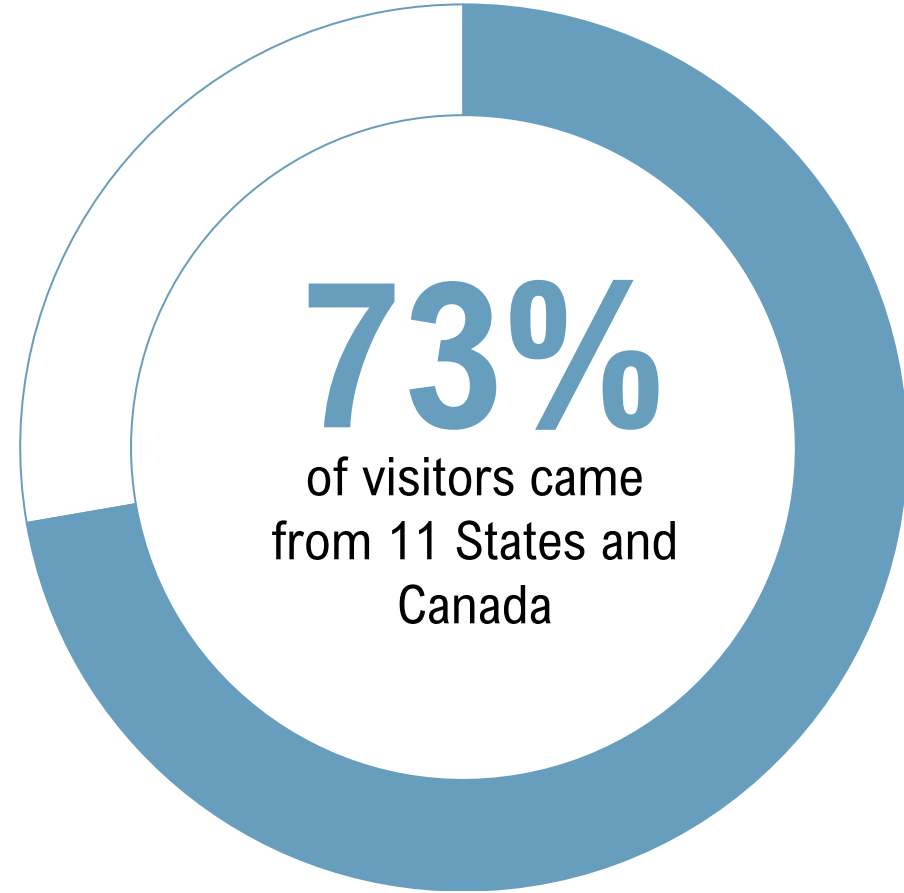
Origin of Visitors – By Market

Market	% of All Visitors
Sarasota-Bradenton	4%
Naples-Ft. Myers	4%
New York City[1]	4%
Detroit	4%
Minneapolis	4%
Grand Rapids	4%
Ontario, CAN	3%
Pittsburgh	3%
Boston	3%
Columbus, OH	3%
Tampa-Clearwater-St. Petersburg	3%
Washington DC-Baltimore	3%

Market	% of Overnight Visitors
New York City[1]	4%
Detroit	4%
Minneapolis	4%
Grand Rapids	4%
Ontario, CAN	4%
Pittsburgh	3%
Boston	3%
Columbus, OH	3%
Tampa-Clearwater-St. Petersburg	3%
Washington DC-Baltimore	3%
Indianapolis	2%
Chicago	2%

[1]NYC metro area includes parts of New York, New Jersey & Connecticut.

Travel Parties

» The typical visitor traveled in a party composed of **2.7** people

» **24%** traveled with children under 20

» **2 in 5** visitors traveled as a couple

As a couple	41%
As a family	28%
By yourself	15%
With a group (tour, friends, etc.)	10%
With a group of couples	4%
With business associates	1%
Other	1%
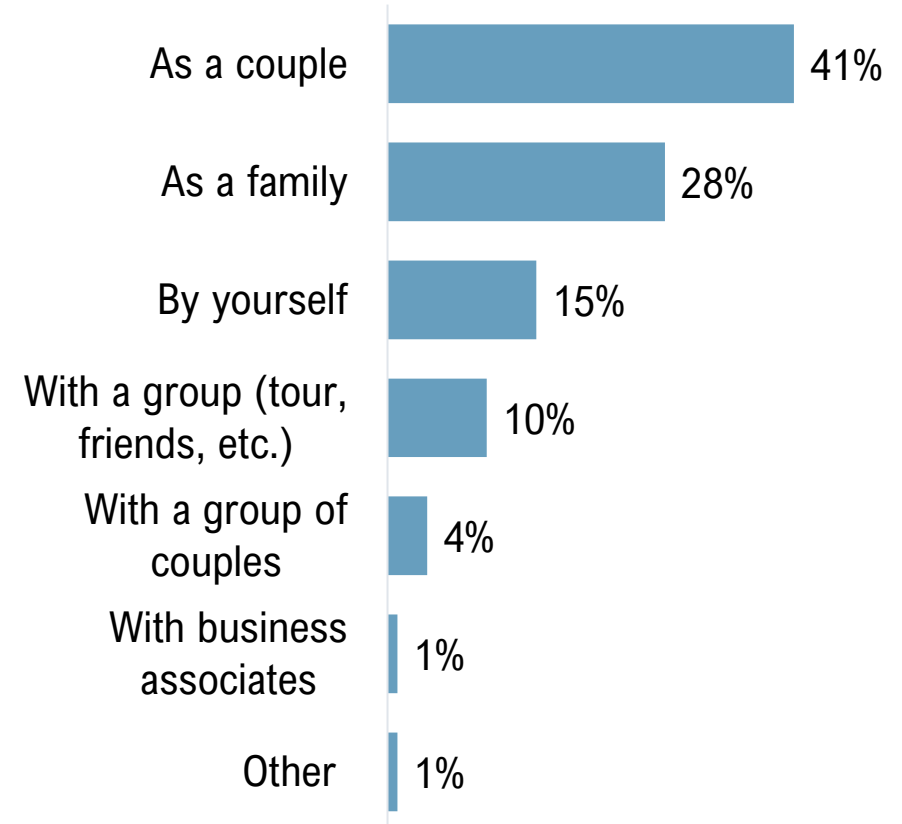
Typical Punta Gorda/Englewood Beach Visitor

» Typical visitors spent **10.9**[1] nights in Punta Gorda/Englewood Beach

    » When including long term visitors[2], average nights stayed is **26.5**

» **20%** were first time visitors

» **31%** had visited more than 10 times

Visits	Percent
That was my first time	20%
2-3 visits	19%
4-5 visits	13%
6-10 visits	17%
11-20 visits	15%
21+	16%

[1] Excludes all day trippers
[2] Visitors who stayed longer than 1 month
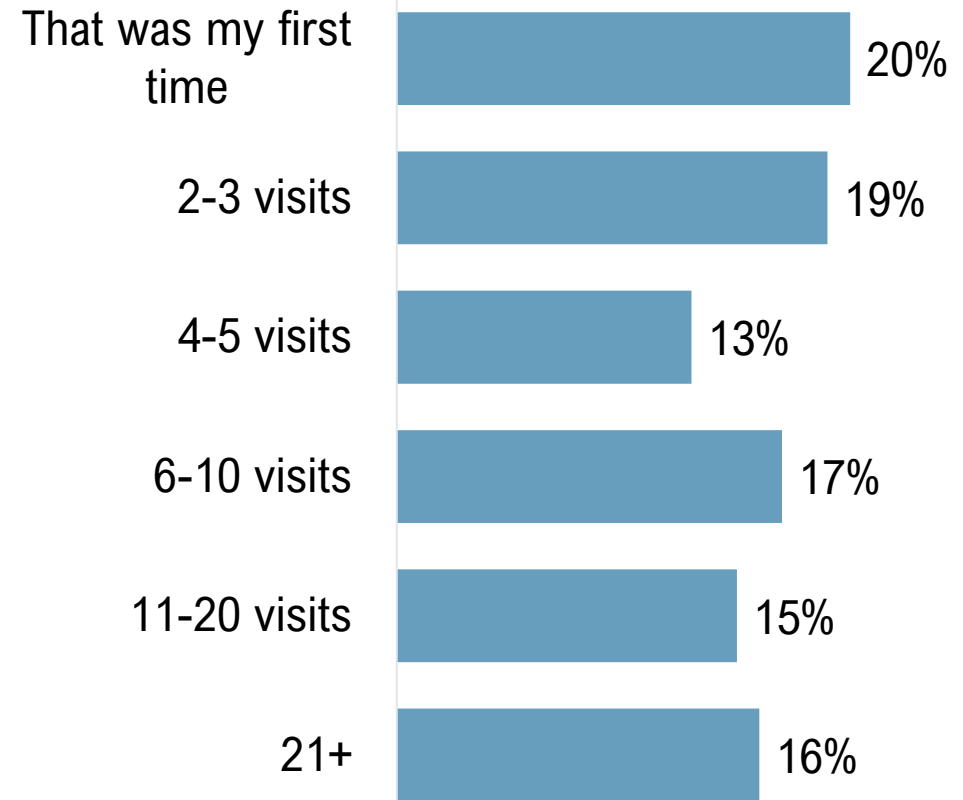
Punta Gorda/Englewood Length of Stay

» Visitors who stayed in non-paid accommodations spent more time in Punta Gorda/Englewood Beach than other visitor types

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
Length of Stay[1]	*13.1*	*13.5*	*1.0*	*10.9*
Travel Party Size	*2.9*	*2.7*	*2.6*	*2.7*

[1]Typical visitor capped at 30 nights.

Age

» **55** is the median age of January – March visitors

Age	%
18 to 24	3%
25 to 34	13%
35 to 49	22%
50 to 65	34%
65+	28%
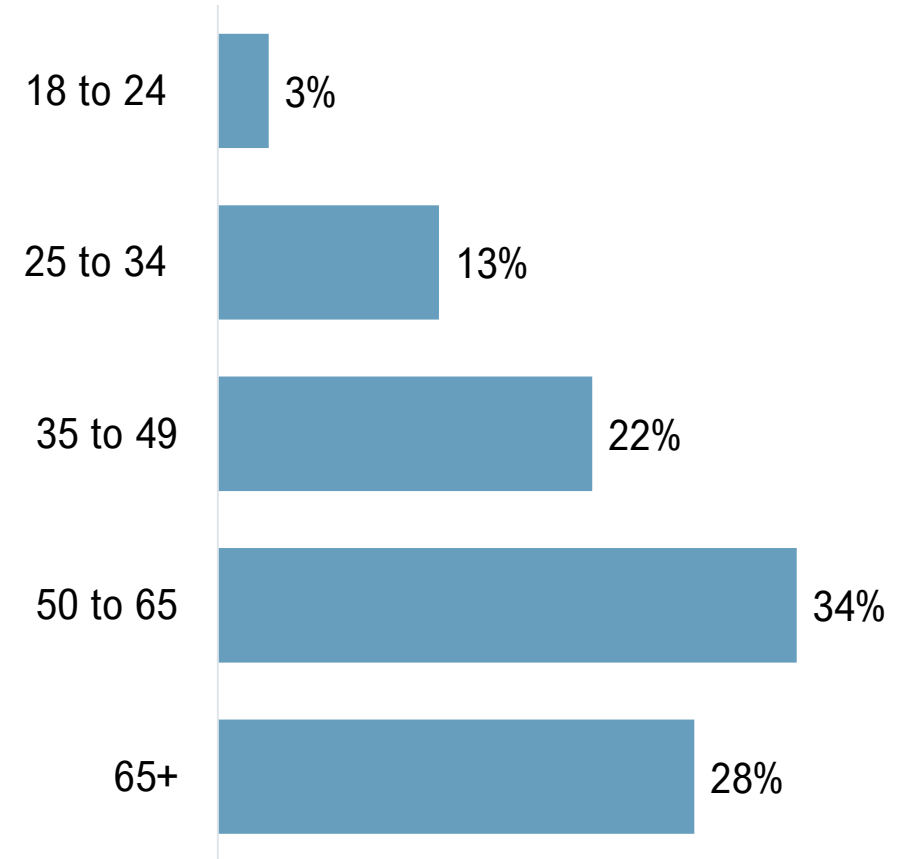
Household Income in 2022

Median Household Income

» **$88,200** is the median household income for January – March visitors

» **Nearly 1 in 4** visitors had a household income in excess of $150,000

Income Range	Percent
<$50,000	13%
$50,000 - $74,999	27%
$75,000 - $99,999	19%
$100,000 - $124,999	12%
$125,000 - $149,999	6%
$150,000 - $199,999	9%
$200,000 - $249,999	7%
$250,000 and over	7%

Race/Ethnicity

Caucasian — 91%
Hispanic — 5%
African-American — 3%
Asian — 1%

Gender

52%

48%

☐ Male ■ Female

Visitor Journey – Trip Experience

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism
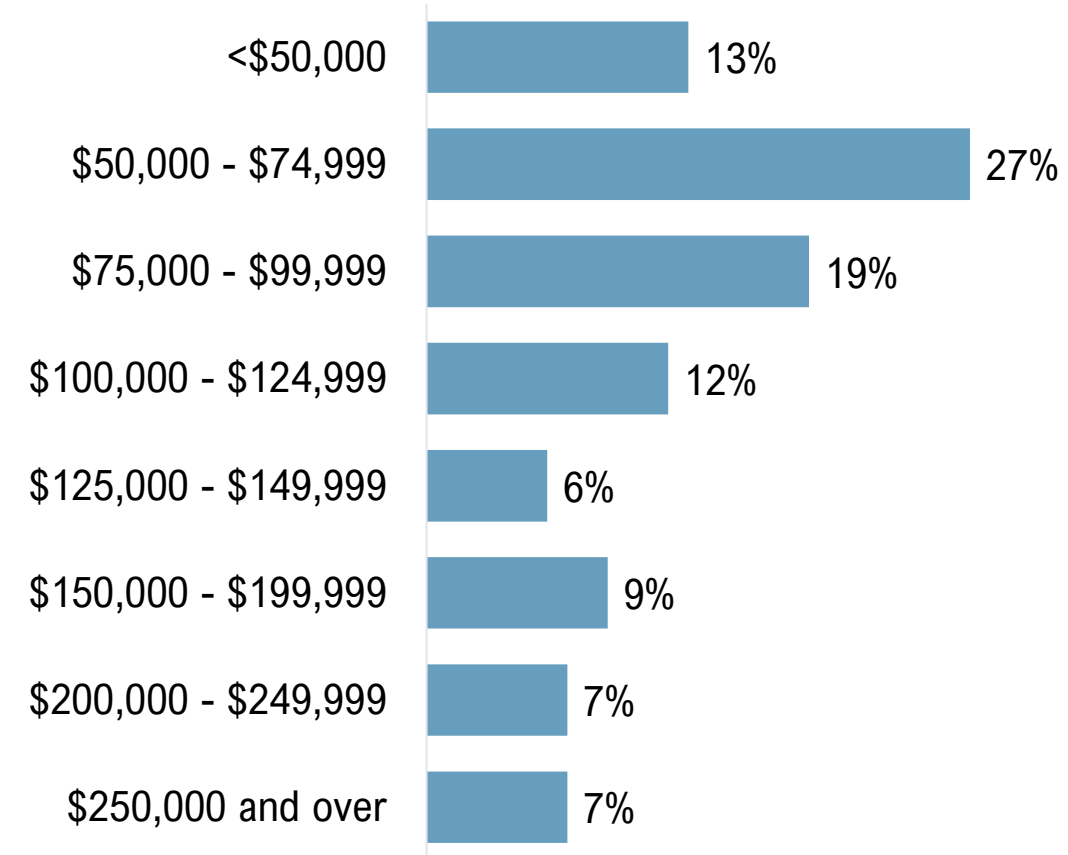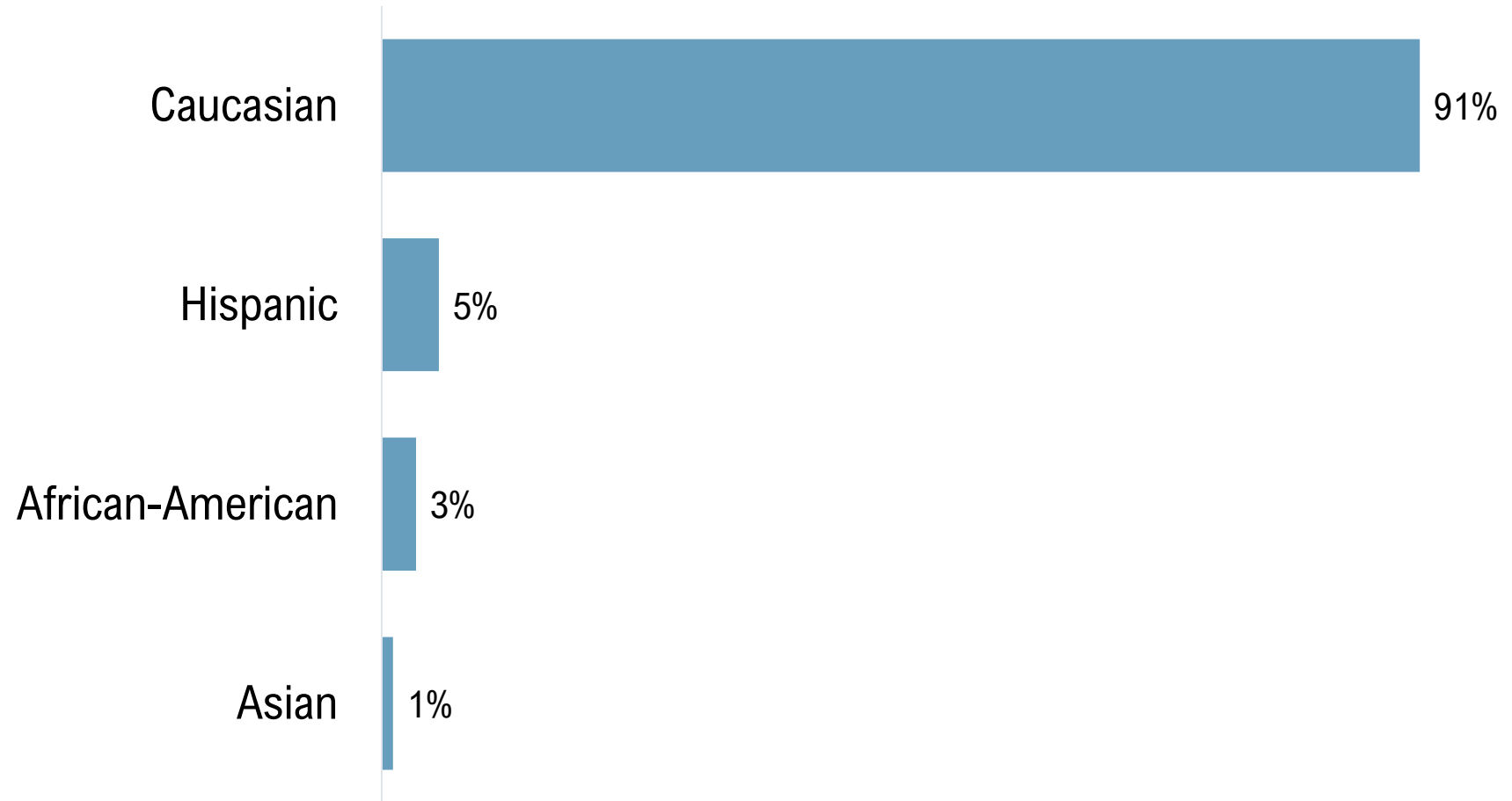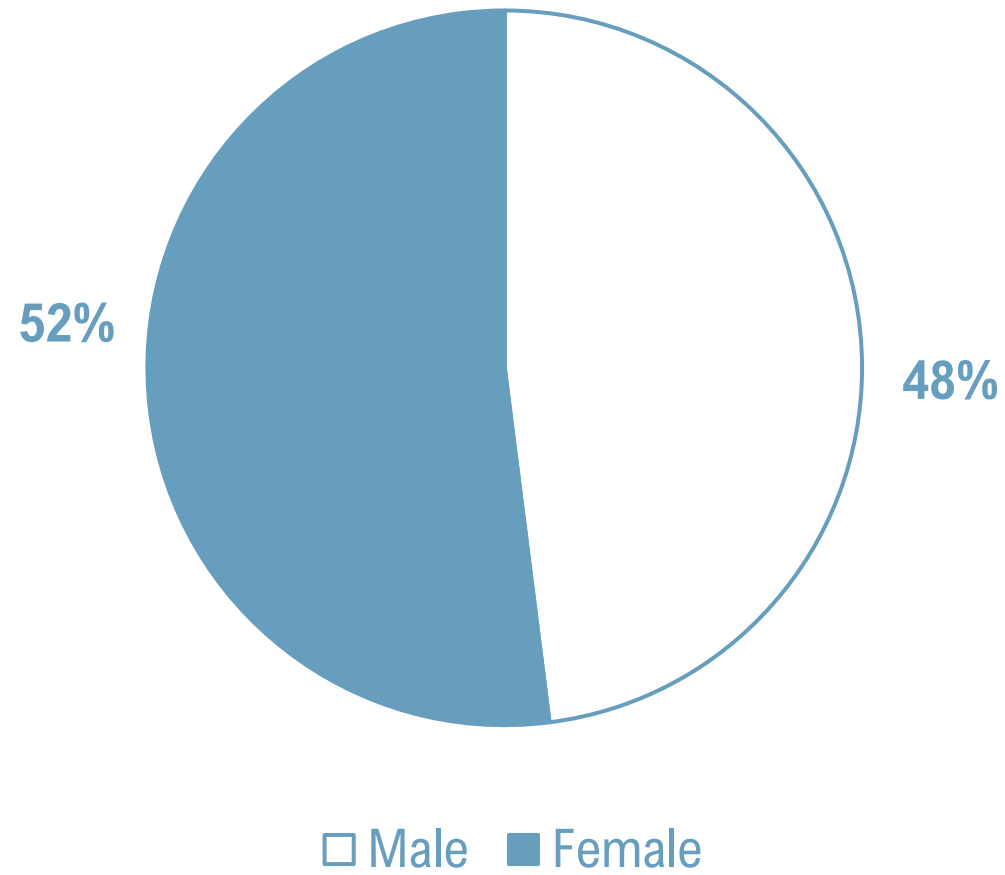
Visitor Accommodations

» **80%** of visitors stayed overnight in Punta Gorda/Englewood Beach

» **Over 1 in 4** visitors stayed in a with friends and family

» **Nearly 1 in 5** visitors stayed in hotels/motels

Day tripper — 20%
Staying with friends/family — 26%
Hotel/motel/resort — 18%
Rental condominium/house/timeshare — 16%
Personal condo/timeshare — 14%
Campground/RV Park — 3%
Bed and breakfast/Inn — 1%
Other — 2%
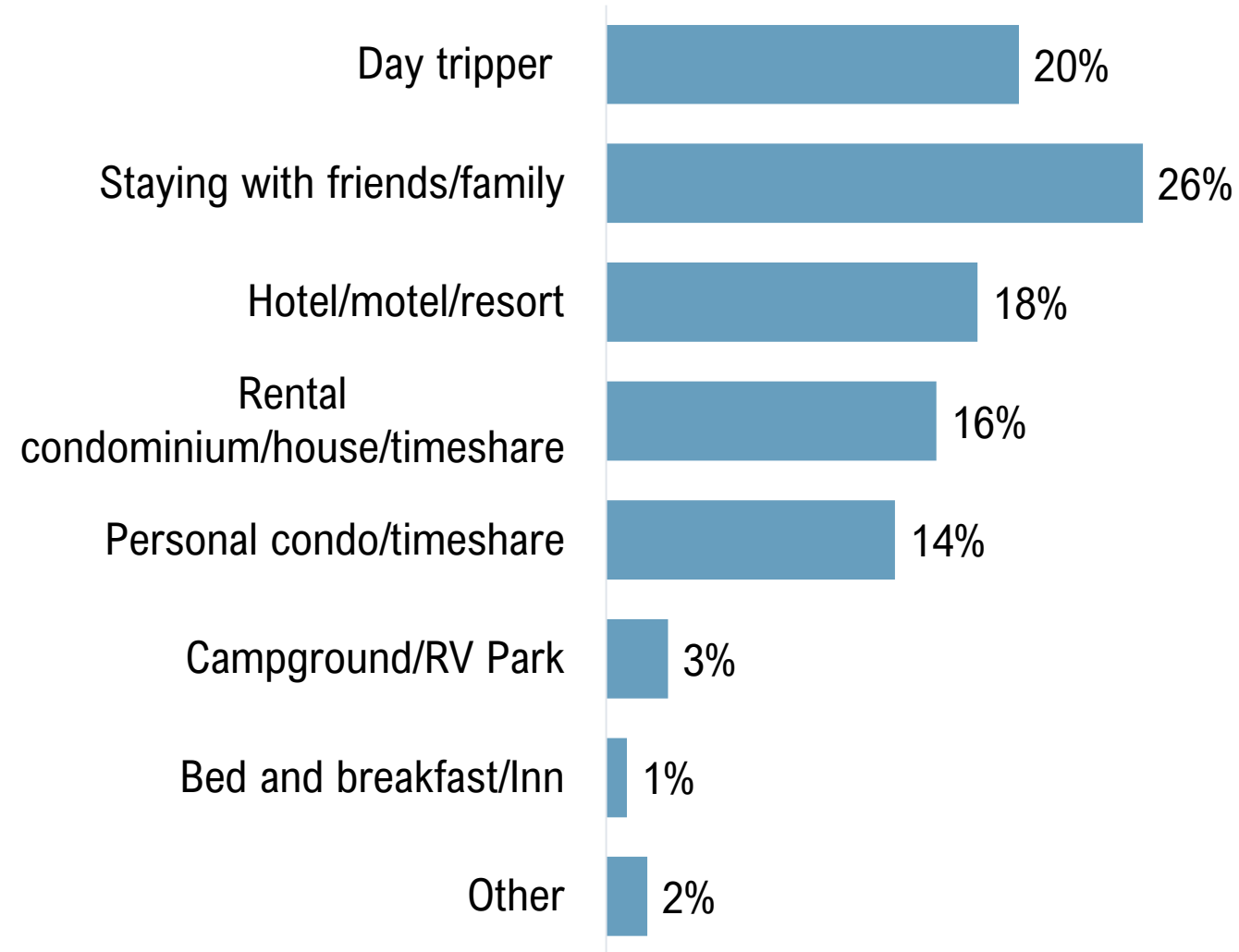
Area Stayed vs. Areas Visited[1]

Chart legend: ■ Stayed ■ Visited

Area	Stayed	Visited
Punta Gorda	36%	81%
Port Charlotte	30%	72%
Englewood	12%	50%
Charlotte Harbor	6%	43%
Rotunda	3%	10%
Manasota Key	3%	27%
Placida	2%	16%
Gasparilla Island (Boca Grande)	1%	20%
Little Gasparilla Island	<1%	8%
Cape Haze	<1%	5%
Palm Island/Knight Island	<1%	4%
Don Pedro Island	<1%	3%
Other	7%	14%

[1]Multiple responses permitted.
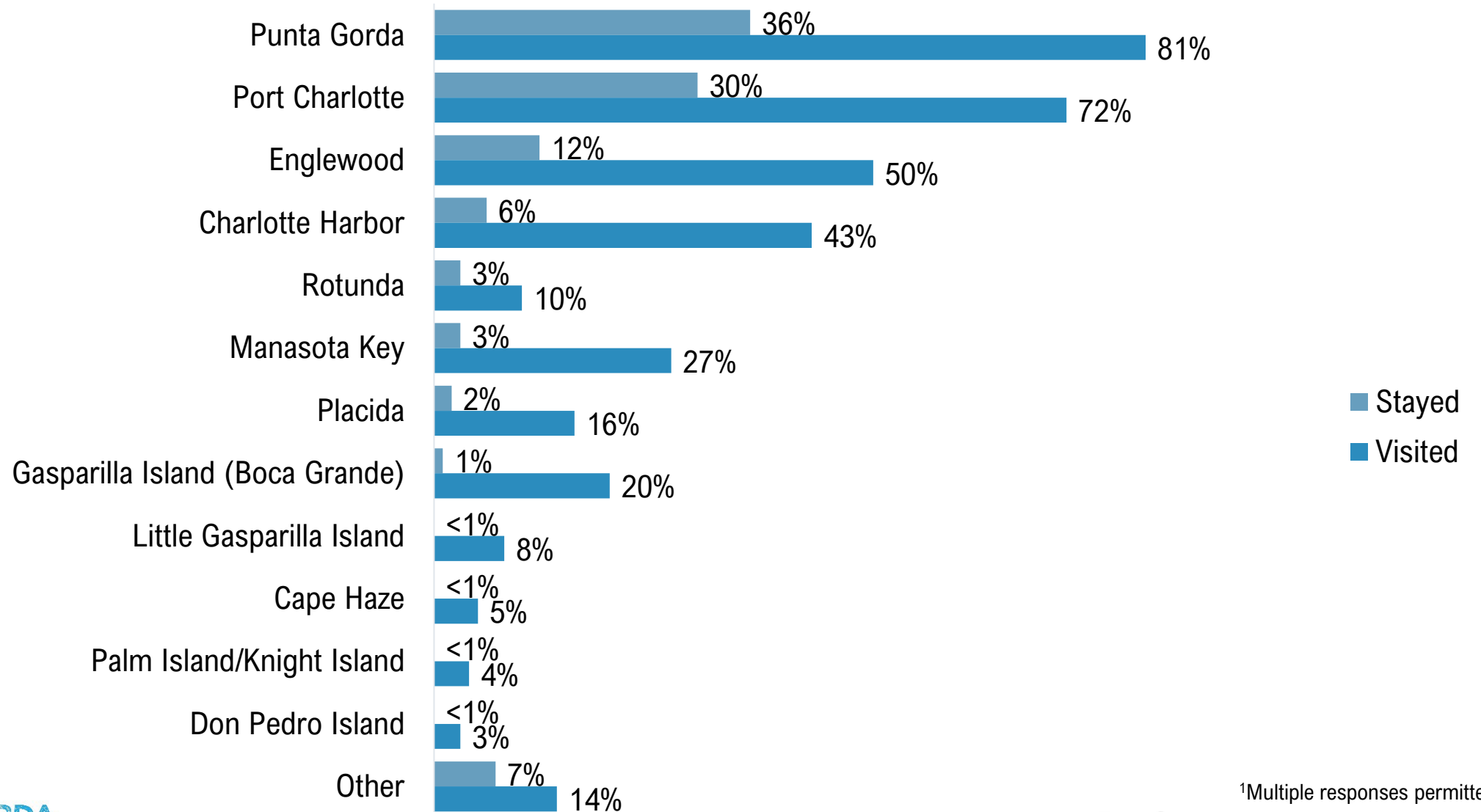
Visitor Activities[1]

» Visitors love to hang out at the beach, spend time with friends and relatives, and enjoy area restaurants while in town

» Visitors are also enticed to go shopping and enjoy nature while in Charlotte County
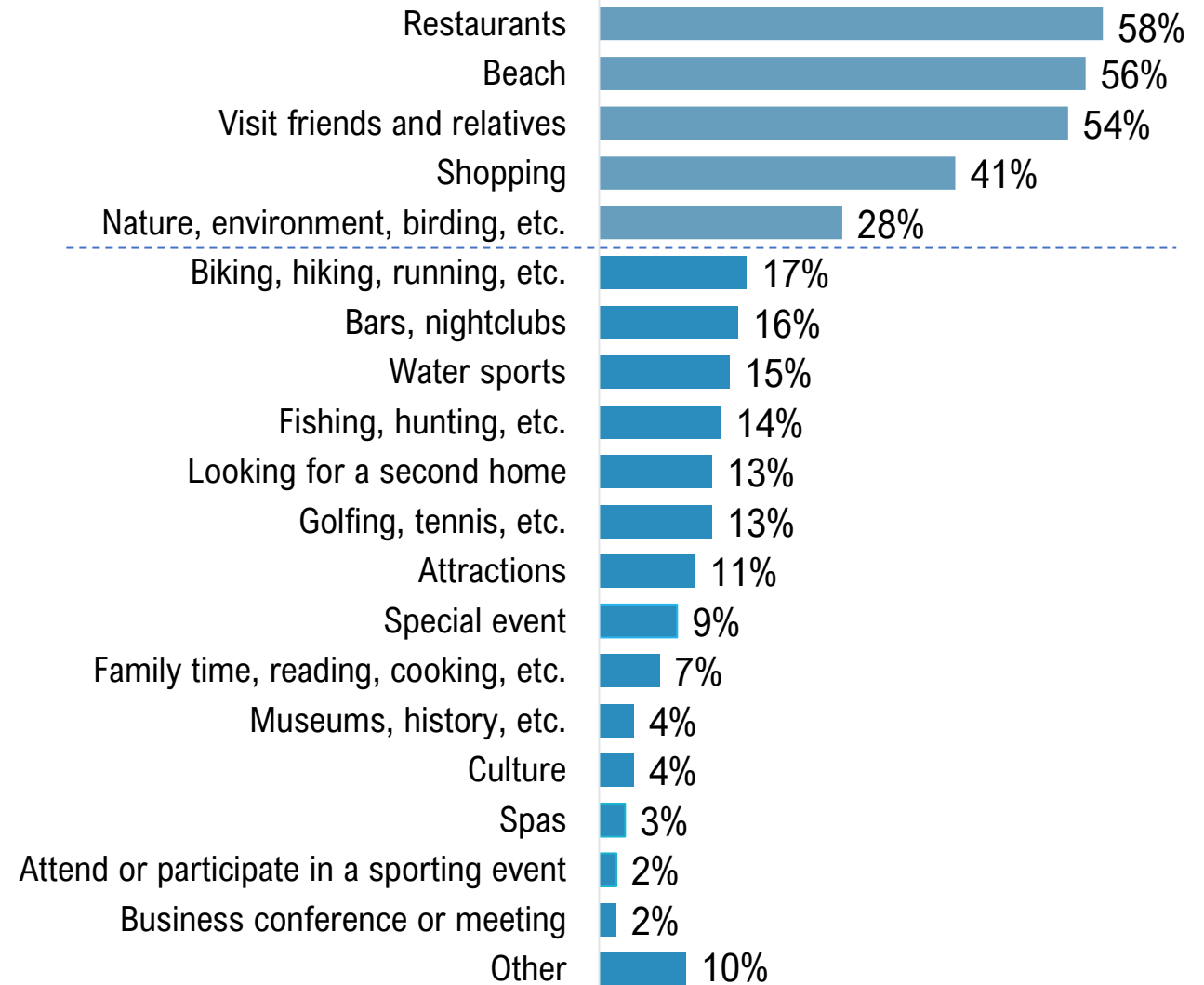
Activity	Percentage
Restaurants	58%
Beach	56%
Visit friends and relatives	54%
Shopping	41%
Nature, environment, birding, etc.	28%
Biking, hiking, running, etc.	17%
Bars, nightclubs	16%
Water sports	15%
Fishing, hunting, etc.	14%
Looking for a second home	13%
Golfing, tennis, etc.	13%
Attractions	11%
Special event	9%
Family time, reading, cooking, etc.	7%
Museums, history, etc.	4%
Culture	4%
Spas	3%
Attend or participate in a sporting event	2%
Business conference or meeting	2%
Other	10%

[1]Multiple responses permitted.

Visitor Journey – Post-Trip Evaluation

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

Visitor Satisfaction

» **92%** would definitely recommend Punta Gorda/Englewood Beach to a friend

Response	Percentage
Definitely	92%
Probably	6%
Probably not	1%
Definitely not	0%
Don't know	1%
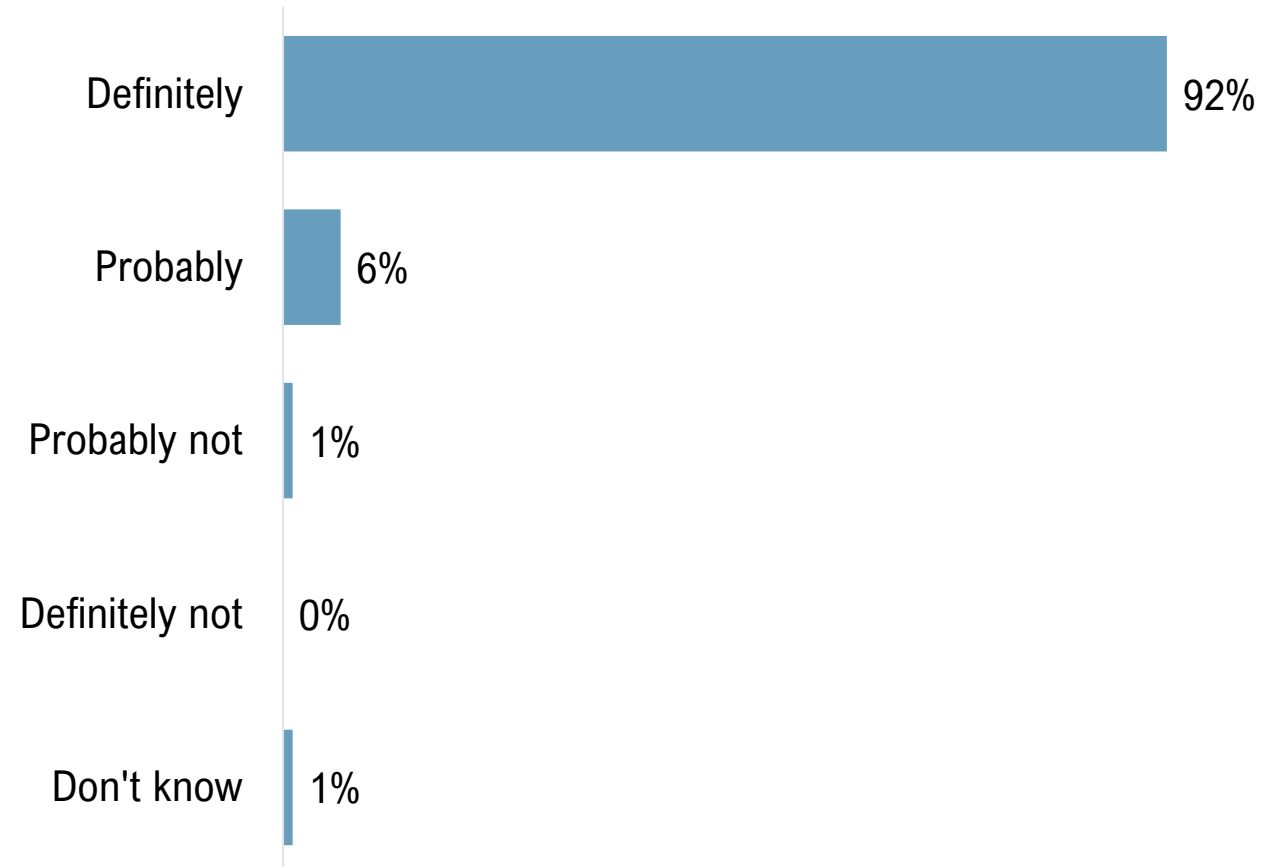
Visitor Satisfaction

» **95%** will definitely return

Category	Percentage
Definitely	95%
Probably	3%
Probably not	1%
Definitely not	0%
Don't know	1%
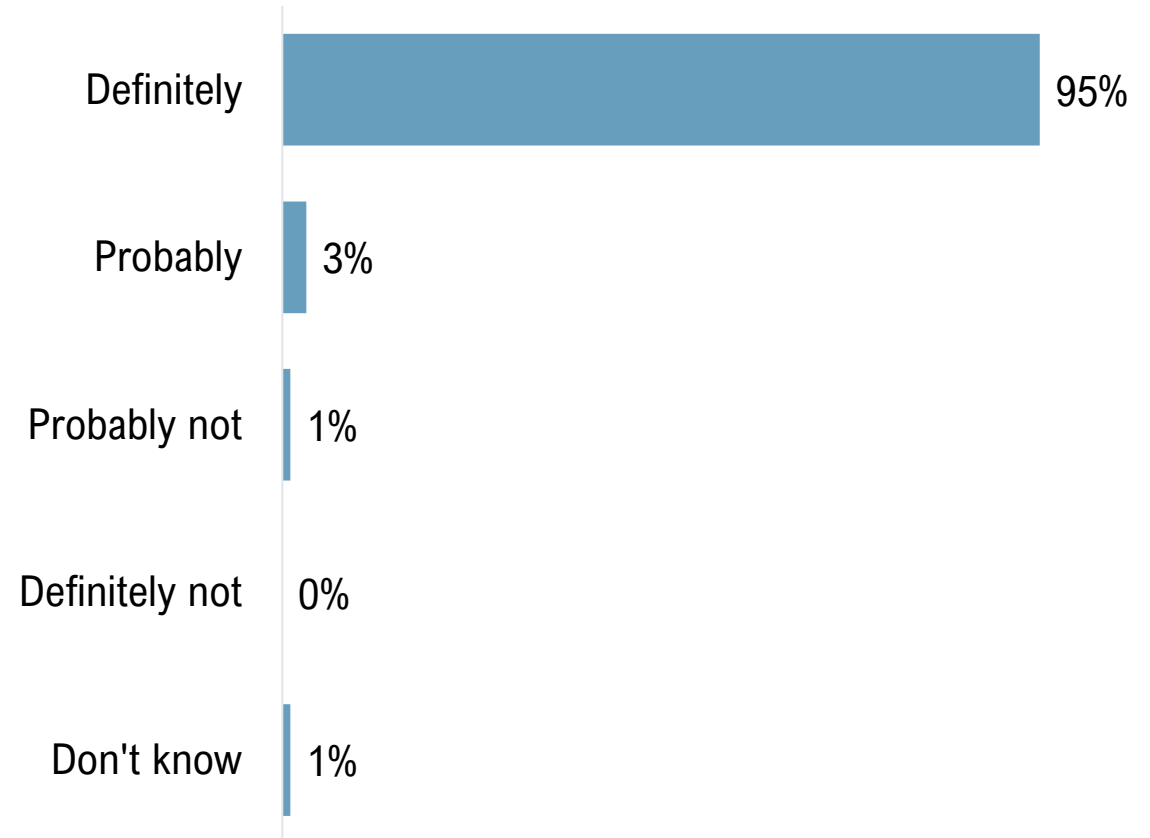
Visitor Satisfaction

» **99%** were satisfied or very satisfied with their stay

Very satisfied — 87%

Satisfied — 12%

Somewhat satisfied — 1%
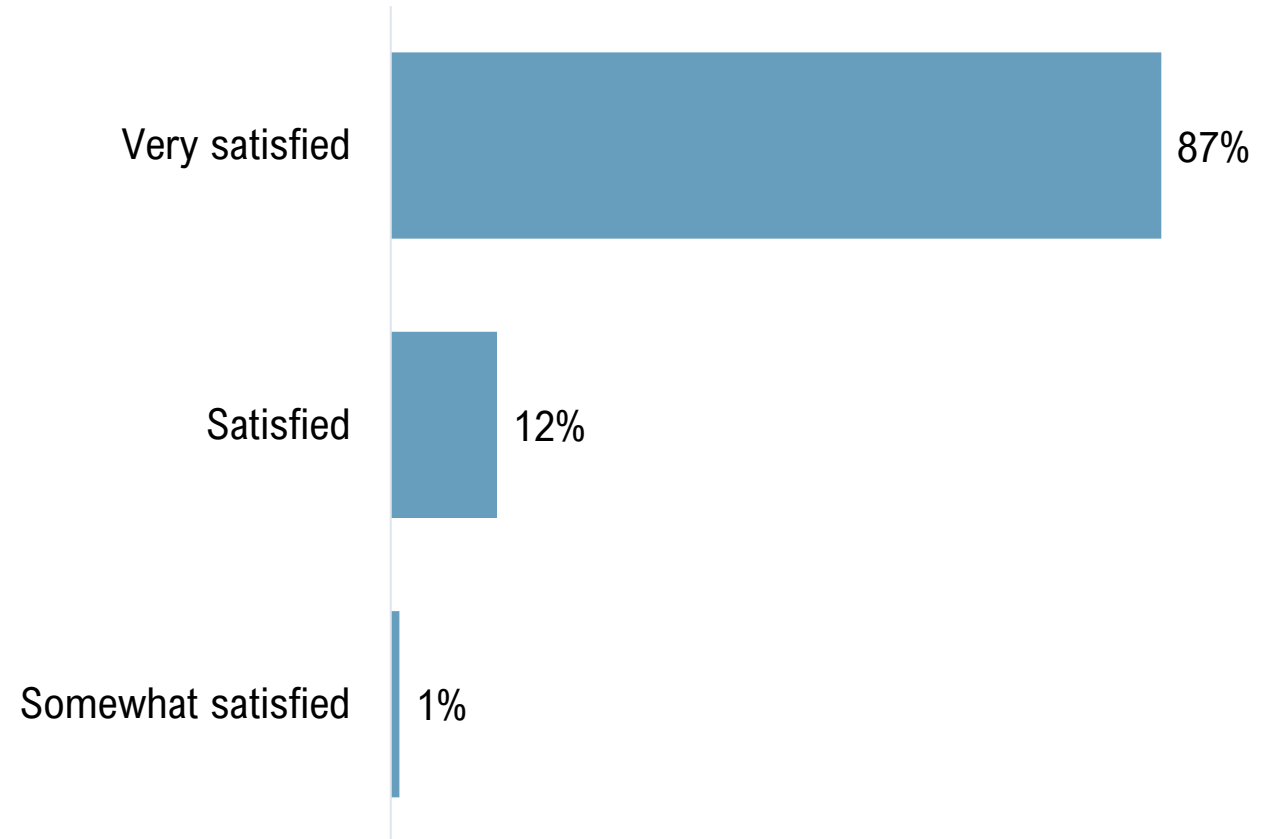
If you were talking to a friend, how would you describe the Punta Gorda/Englewood Beach/Port Charlotte area as a place to visit?[1]

Description	Percentage
Nice/wonderful/great area	48%
Beautiful	22%
Great weather	16%
Great beaches	14%
Relaxing, peaceful, laid back	13%
Lots of things to do	11%
Quiet	7%
Friendly	7%
Nice parks/outside activities	6%
Not crowded	5%
Family friendly	5%
Good restaurants	5%
Good shopping	4%
Clean	3%
Nice airport	1%
Walkable	1%
Affordable	1%
Good golf	1%
Good fishing	1%
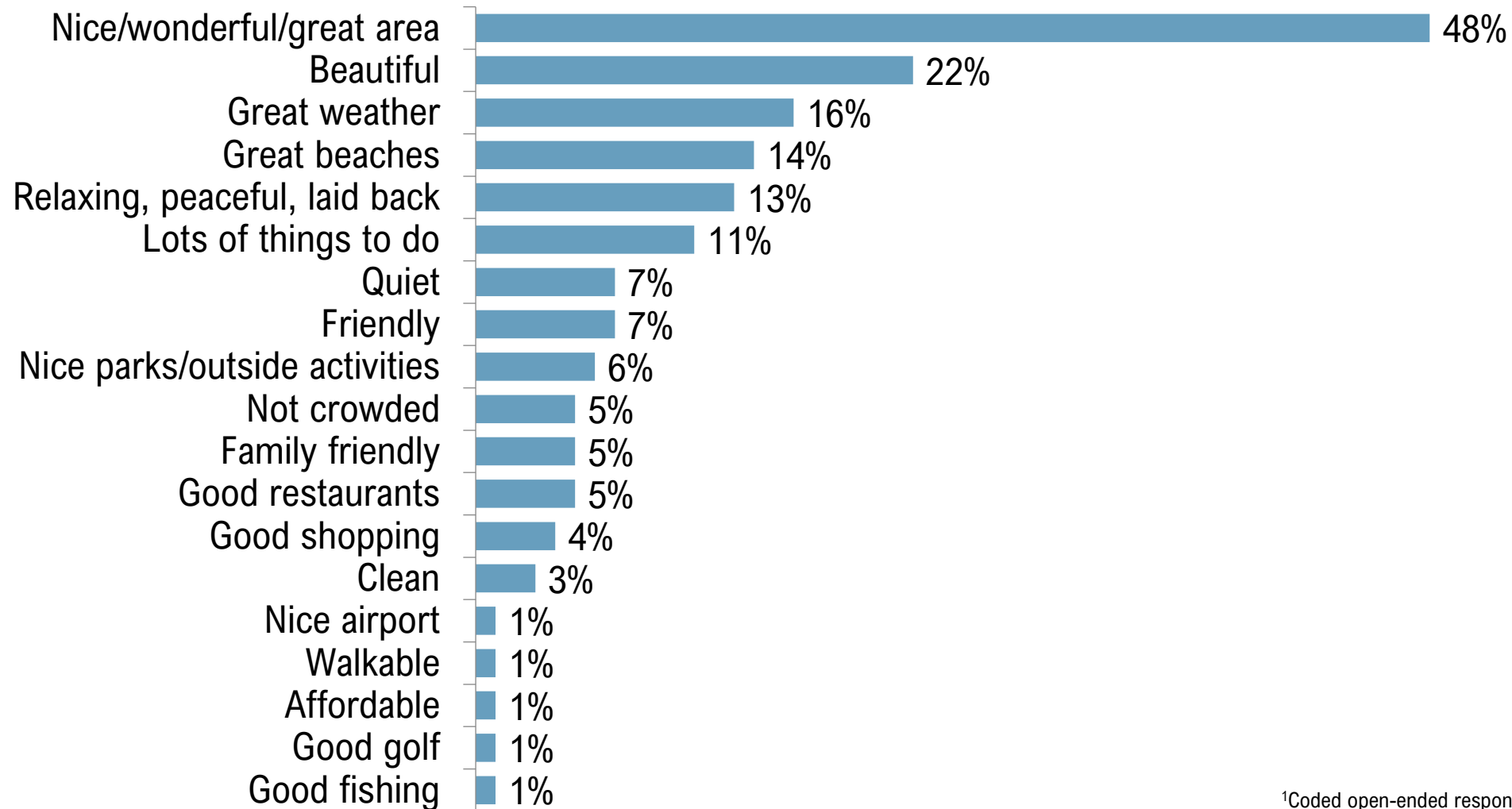
[1]Coded open-ended responses; multiple responses permitted.

If you were talking to a friend, how would you describe Charlotte County as a place to visit?

"We have never been to Fisherman's Village before this trip. We usually stay in other areas in Port Charlotte, we love this place with all the shops and food around."

"Punta Gorda is beautiful and just the right size where its not so small that we feel on top of each other but not too big where it feels too spread out."
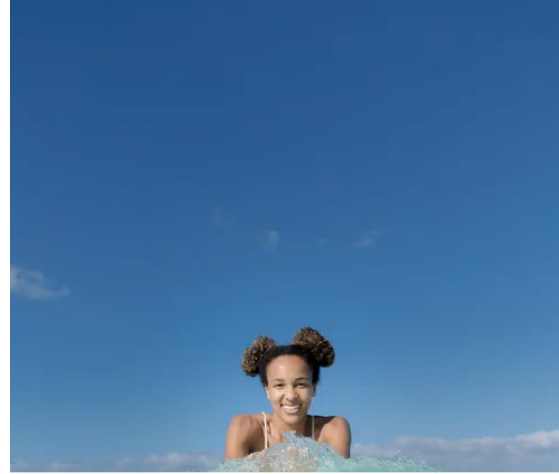
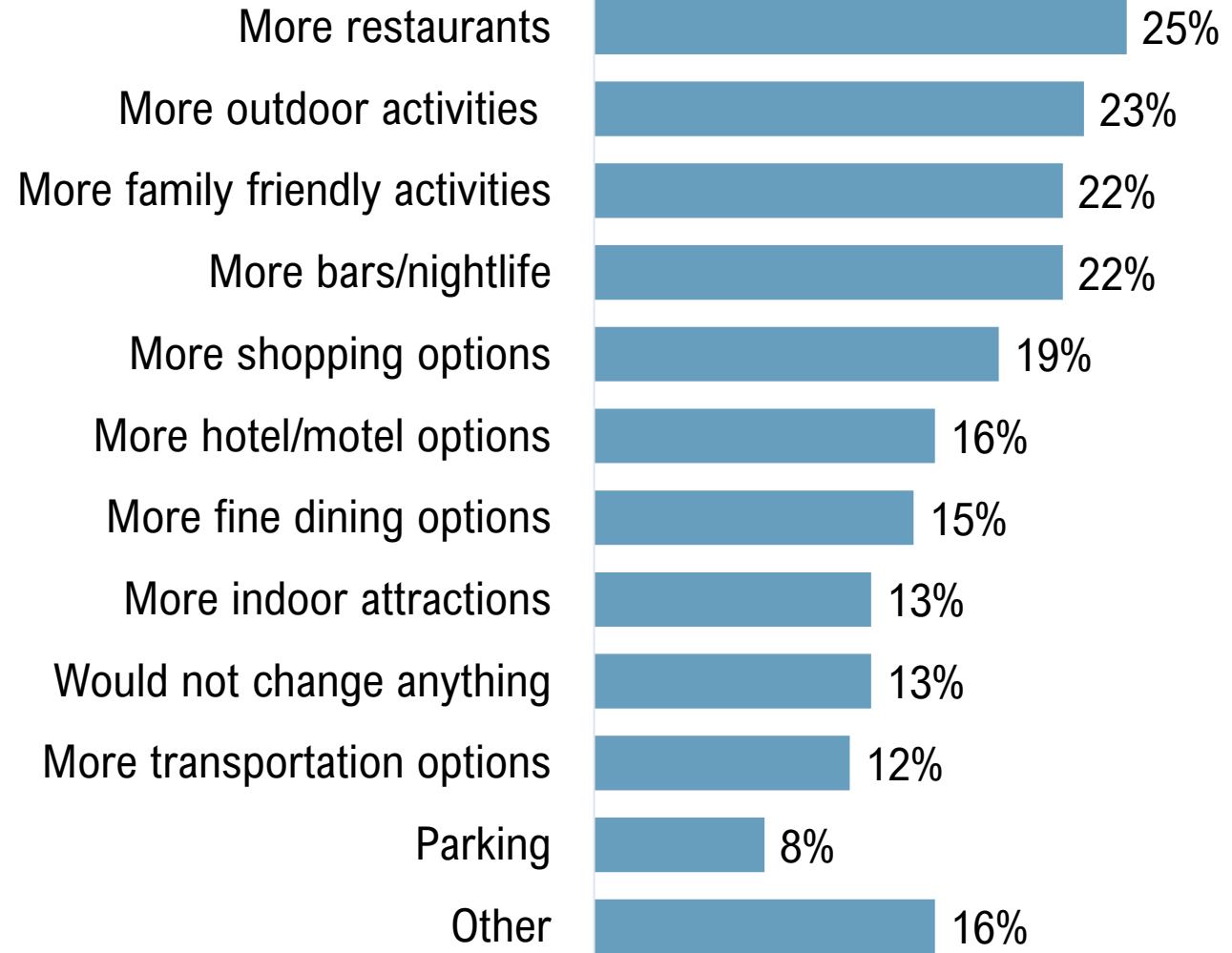"We bought a second home here to come during the winter months, we love the weather here during the winter."

"This is our lovely little snowbird town. it's relaxing and lowkey area with friendly and welcoming people. There is a lovely downtown and tons of restaurants ."

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

» **1 in 4** visitors mentioned more restaurants as something that would make a return visit more desirable

» **Over 1 in 5** visitors said that more outdoor activities, more family friendly activities, and more bars/nightlife would make Charlotte County more desirable

Category	Percent
More restaurants	25%
More outdoor activities	23%
More family friendly activities	22%
More bars/nightlife	22%
More shopping options	19%
More hotel/motel options	16%
More fine dining options	15%
More indoor attractions	13%
Would not change anything	13%
More transportation options	12%
Parking	8%
Other	16%

[1]multiple responses permitted.

Year to year comparisions

YEAR–TO–YEAR COMPARISONS

Trip Planning Cycle	Jan – Mar 2021	Jan – Mar 2022
A week or two in advance	15%	19%
A month or so in advance	20%	17%
2 months in advance	18%	17%
3 months in advance	16%	14%
4 to 5 months in advance	11%	10%
6 months of more in advance	20%	23%
Median Trip planning cycle (in days)	55	54
Top Trip Planning Sources	**Jan – Mar 2021**	**Jan – Mar 2022**
Previous visit	60%	45%
Talk to family/friends	34%	38%
Google search	NA	28%
Social networking websites	13%	7%
Brochures/travel guides/visitor guides	7%	7%

YEAR–TO–YEAR COMPARISONS

Top Reasons for Visiting	Jan – Mar 2021	Jan – Mar 2022
Visit friends and relatives	47%	44%
Vacation	23%	36%
Beach	21%	28%
Shopping	7%	13%
Nature activities	8%	12%
Biking, hiking, running, etc.	5%	7%
Attractions	3%	7%

Visitor Guide and Transportation	Jan – Mar 2021	Jan – Mar 2022
Requested a Visitors Guide	8%	10%
Drove to Charlotte County	63%	70%
Flew to Charlotte County	35%	29%

YEAR–TO–YEAR COMPARISONS

Market of Origin	Jan – Mar 2021	Jan – Mar 2022
Sarasota-Bradenton	2%	4%
Naples-Ft. Myers	3%	4%
New York City[1]	4%	4%
Detroit	4%	4%
Minneapolis	3%	4%
Grand Rapids	5%	4%

Region of Origin	Jan – Mar 2021	Jan – Mar 2022
Southeast (including Florida)	26%	25%
Midwest	39%	39%
Northeast	29%	26%
West	5%	3%
International	1%	7%

[1]NYC metro area includes parts of New York, New Jersey & Connecticut.

YEAR–TO–YEAR COMPARISONS

Travel Parties	Jan – Mar 2021	Jan – Mar 2022
Travel Party Size	2.8	2.7
Traveled with Children	27%	24%
Traveled as a couple	43%	41%
Traveled as a family	31%	28%

Visitor Profile	Jan – Mar 2021	Jan – Mar 2022
Median Age	55	55
Gender (Female)	52%	52%
Median Household Income	$80,400	$88,200
White/Caucasian	93%	91%
Hispanic	4%	5%
African American	2%	3%

YEAR–TO–YEAR COMPARISONS

Accommodations	Jan – Mar 2021	Jan – Mar 2022
Day Tripper	14%	20%
Friends/Family Home	31%	26%
Hotel/Motel	17%	18%
Vacation Rental Home/Airbnb	19%	16%
Personal Second Home	14%	14%
Camping/RV	3%	3%

Trips Experience	Jan – Mar 2021	Jan – Mar 2022
Average nights stayed	12.6	10.9
Average nights stayed including long term	25.2	26.5
1st Time Visitor	20%	20%
10+ Prior Visits to Charlotte County	26%	31%

YEAR–TO–YEAR COMPARISONS

Top Activities	Jan – Mar 2021	Jan – Mar 2022
Restaurants	59%	58%
Beach	60%	56%
Visit friends and family	57%	54%
Shopping	37%	41%
Nature related	31%	28%
Biking, hiking, running, etc.	21%	17%
Bars/nightclubs	12%	16%
Water sports	18%	15%
Fishing, hunting, etc.	16%	14%
Looking for a 2nd home	NA	13%
Golf, tennis, etc.	14%	13%
Attractions	11%	11%

YEAR–TO–YEAR COMPARISONS

Average Daily Trip Spending	Jan – Mar 2021	Jan – Mar 2022
Accommodations	$52	$64
Restaurants	$49	$68
Groceries	$25	$33
Shopping	$32	$38
Entertainment	$24	$38
Transportation	$19	$22
Other	$6	$12
Total	**$207**	**$275**

Average Total Trip Spending	Jan – Mar 2021	Jan – Mar 2022
Accommodations	$655	$698
Restaurants	$617	$741
Groceries	$315	$360
Shopping	$403	$414
Entertainment	$302	$414
Transportation	$239	$240
Other	$76	$131
Total	**$2,607**	**$2,998**

YEAR–TO–YEAR COMPARISONS

Post Trip Evaluation	Jan – Mar 2021	Jan – Mar 2022
Will definitely return to Charlotte County	97%	95%
Satisfied or very satisfied with their stay	99%	99%
Would definitely recommend to friend	96%	92%

Methodology

Visitor Tracking Study

» **462** interviews were completed with Charlotte County visitors at public areas, beaches, the airport and with online surveys.

Data Collection

» Visitor interviews were completed in person and online between **January 1st, 2022 and March 31st, 2022**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

January – March 2022

Downs & St. Germain Research
850-906-3111 | www.dsg-research.com