Punta Gorda/Englewood Beach VCB Visitor Tracking Report

January – March 2023

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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, 2023. 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
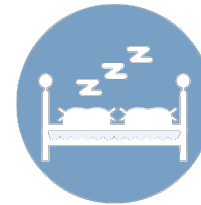- Planning cycle
- Promotion/Influence
- Planning sources
- Transportation
- Reasons for visiting
- Destinations considered
- Visitor guide

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

Executive Summary

Visitor Journey – Impact of Tourism

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

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Quarterly Snapshot

» Visitation was up year-over-year, due to more day trippers. Overall spending increased, but not to the same level as the visitation increase, due to more day trippers and a shorter length of stay.

» In January – March 2023, Charlotte County saw an increase in visitors traveling via air travel.

» International visitation has been steady as 7% of visitors came from international locations in 2023, the same as last year.

» An increase in visitors traveling for a couples' vacation has increased leading to a smaller travel party size on average.

67.0%
OCCUPANCY
RATE

$228.10
AVERAGE DAILY
RATE

$152.83
REVENUE PER
ROOM

Vs. 2022

↓ 2.0%

↑ 10.3%

↑ 7.1%

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Key Performance Indicators

Visitor Statistics	Jan – March 2022	Jan – March 2023	Percent Change
Visitors	197,300	221,100	+12.1%
Direct Expenditures[1]	$236,310,200	$239,961,400	+1.5%
Total Economic Impact	$342,649,600	$352,010,700	+2.7%

Lodging Statistics	Jan – March 2022	Jan – March 2023	Percent Change
Occupancy[2]	69.0%	67.0%	-2.0%
Room Rates[2]	$206.90	$228.10	+10.3%
RevPAR[2]	$142.76	$152.83	+7.1%
Room Nights[2]	362,964	356,400	-1.8%
TDT Collections	$3,267,295	$3,000,218	-8.2%

[1] Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[2] Sources: Charlotte County Tax Collector, STR and All of the Rooms

Travel Party Spending

» Visiting travel parties staying with friends and relatives spent **$220** per day and **$2,784** on their trip

» Visiting travel parties staying in paid accommodations spent **$461** per day and **$5,331** on their trip

Visitor Journey – Pre-Visit

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

Top Trip Planning[1]

» **Over 1 in 3** visitors planned their trip 1 month or less in advance
» Average trip planning cycle was **80 days**
» Top trip planning sources:

Previous visit (**46%**)

Internet (**43%**)

Friend, coworker, etc. (**29%**)

[1]Multiple responses permitted

Punta Gorda/Englewood Beach Promotions[1]

» **16%** of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit

» **56%** of those who recalled advertising were influenced to come to the area

» Top sources of noticed promotions:

Personal Social Media (**25%**)

Television (**22%**)

Newspaper (**21%**)

Online Article (**20%**)

Top Methods of Accommodation Booking[1]

54% Directly with hotel/condo

13% Airbnb

11% Online travel agency

10% Vacation rental company

[1]Visitors staying in paid accommodations.

Transportation

61% of visitors drove to
Punta Gorda/Englewood Beach

23% of all visitors flew in via
the Punta Gorda Airport

9% of all visitors flew in via
the Southwest Florida
International Airport

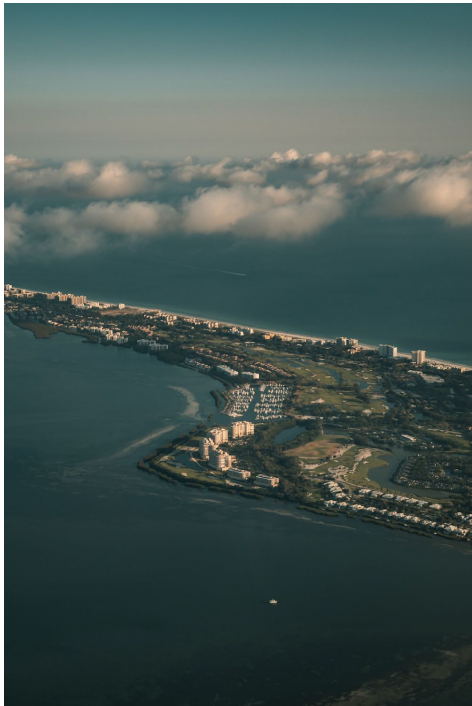# Top Reasons for Visiting[1]

Visit friends/relatives (**37%**)

Family vacation (**36%**)

Beach (**23%**)

[1]Multiple responses permitted

Other Destinations Considered[1]

» **76%** of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
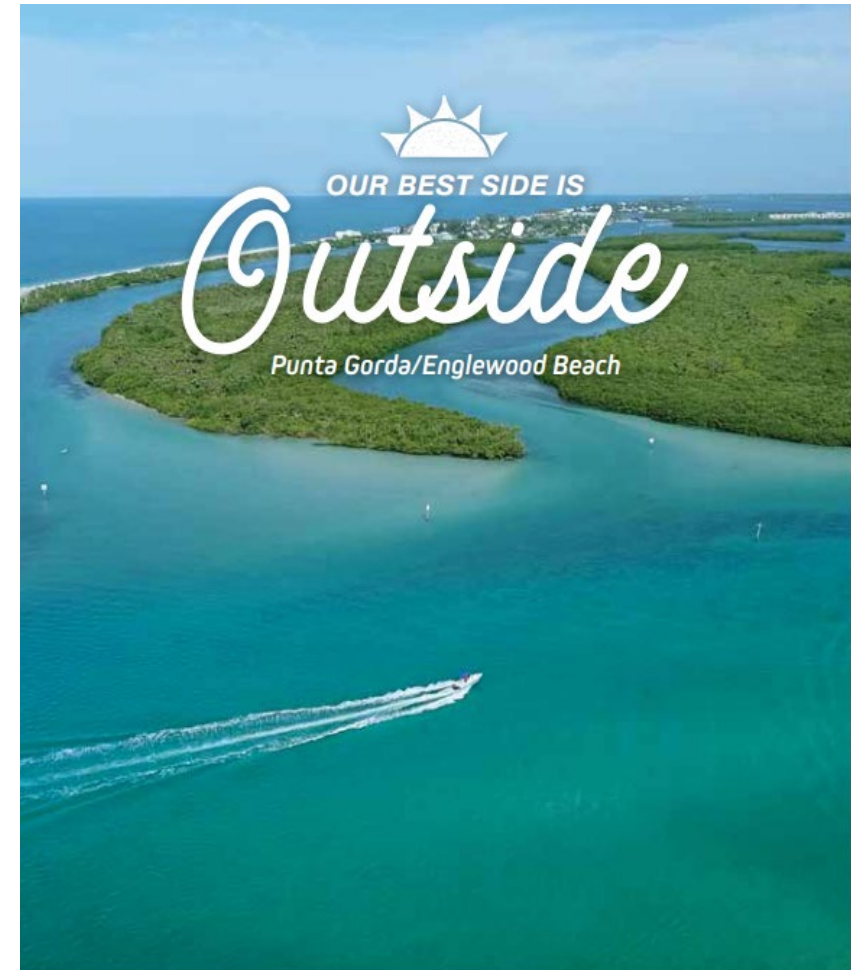
» Other destinations considered:

Sarasota (**6%**)

Ft. Myers/Cape Coral (**6%**)

Orlando (**5%**)

Visitors Guide

» **7%** of visitors requested a Visitors Guide
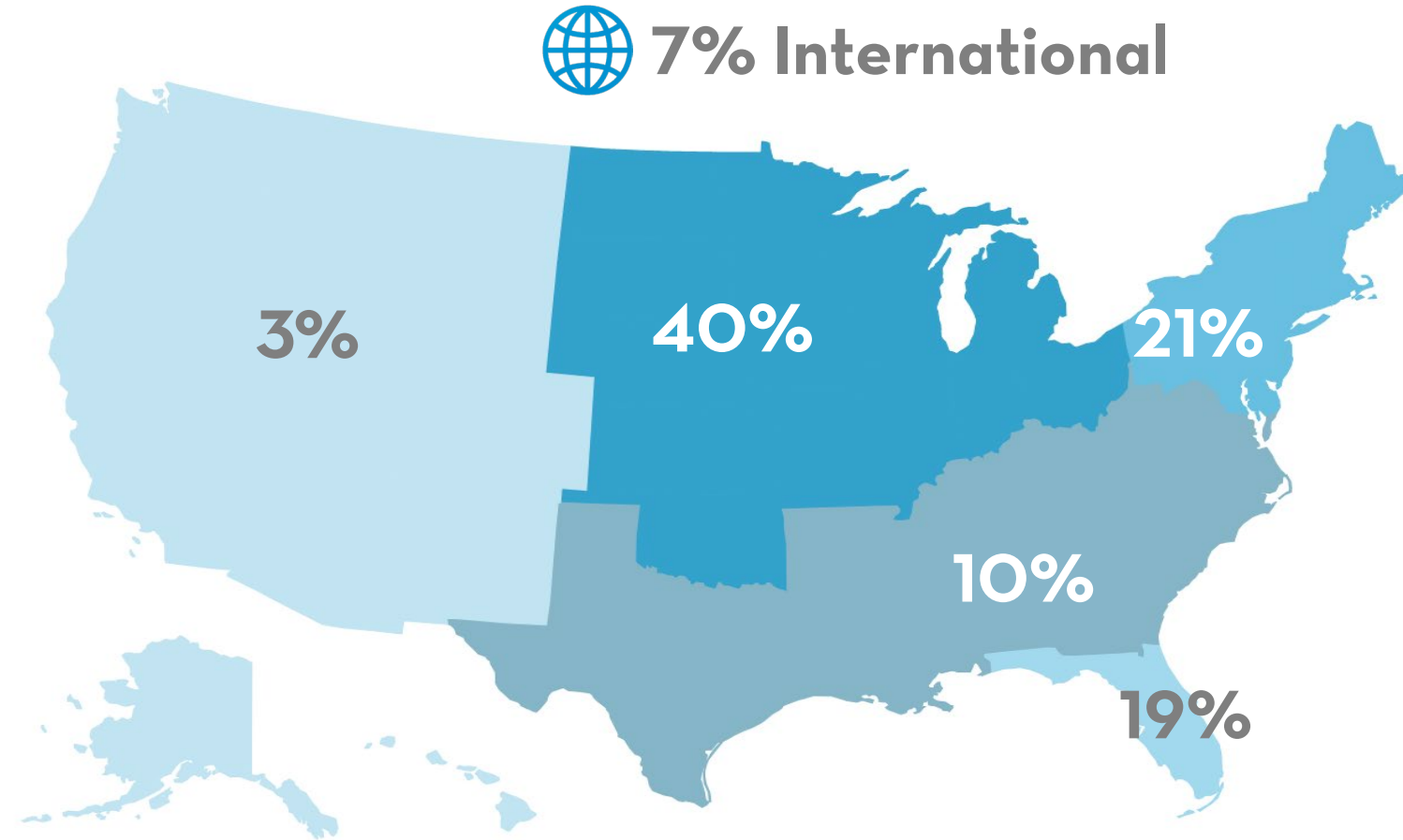
» Visitors Guide received a rating of **7.9 out of 10.0**[1]

OUR BEST SIDE IS *Outside*
Punta Gorda/Englewood Beach

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

Visitor Journey – Traveler Profile

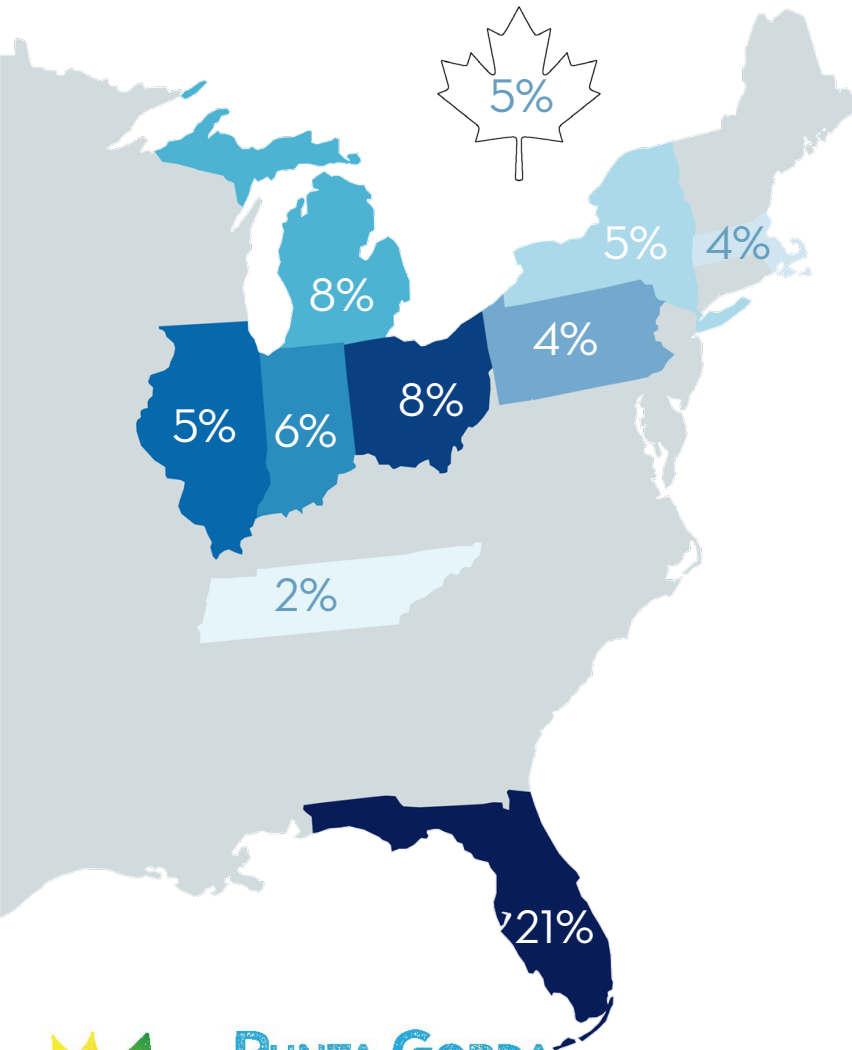Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation → Impact of Tourism

Top Origin Regions of Visitors

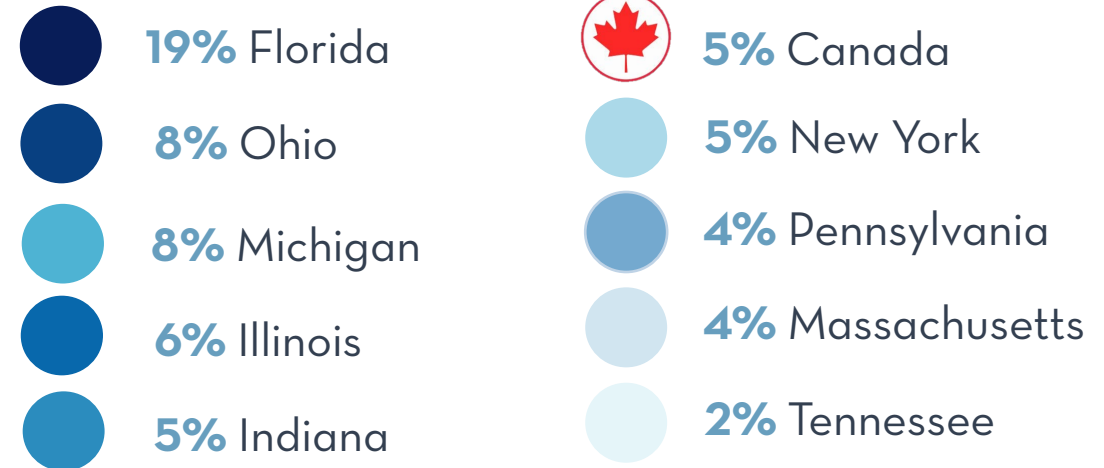» **93%** of Charlotte County visitors lived in the United States

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

» The Midwest and Northeast accounted for more than 3 in 5 of all visitors

🌐 **7% International**

3%

40%

21%

10%

19%

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Top Origin States of Visitors

65% of visitors traveled to Charlotte County from 9 states and Canada

19% Florida

8% Ohio

8% Michigan

6% Illinois

5% Indiana

5% Canada

5% New York

4% Pennsylvania

4% Massachusetts

2% Tennessee

Map labels: 5% · 5% · 4% · 8% · 4% · 5% · 6% · 8% · 2% · 21%

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Top Origin Markets of Visitors

25% of visitors come from 6 markets

6% Fort Myers-Naples

6% Sarasota-Bradenton

4% Boston
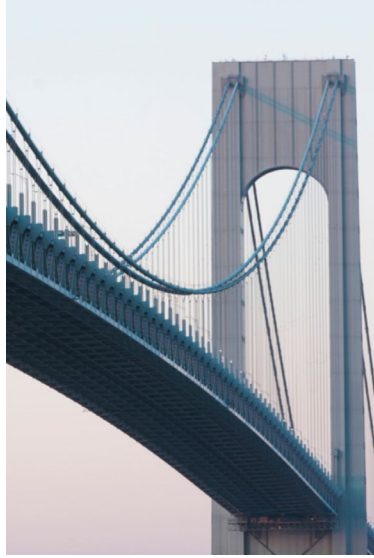
3% New York[1]

3% Chicago

3% Detroit

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

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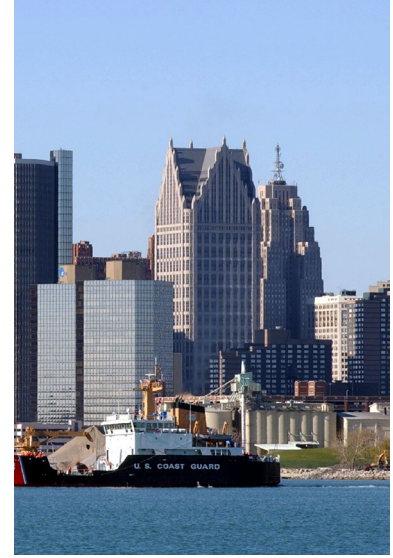
Travel Party Size and Composition

» The typical visitor traveled in a party composed of **2.5** people

» **22%** traveled with at least one person under the age of 20

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

» **Over 1 in 4** visitors traveled as a family

Length of Stay – All Visitors[1]

» Visitors spent **9.2**[1] nights in Punta Gorda/Englewood Beach

[1]Nights stayed capped at 30 nights. [1]Nights stayed includes Day Trippers.

First Time Visitors

» **17%** were first time visitors

» **32%** had visited more than 10 times

Typical Punta Gorda/Englewood Beach Visitor

» The typical Visitor:

  » Was 54 years old

  » Had a median household income of $99,000

  » Was equally likely female (53%) or male (47%)

  » Was from:

    » Midwest (40%)

    » Northeast (21%)

    » Florida (19%)

Visitor Journey – Trip Experience

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

Top Visitor Accommodations

27% Day Tripper

25% Family/friend's residence

19% Hotel/motel/resort

13% Rental house, condominium (Airbnb, Vrbo, etc.)

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Top Activities During Visit[1]

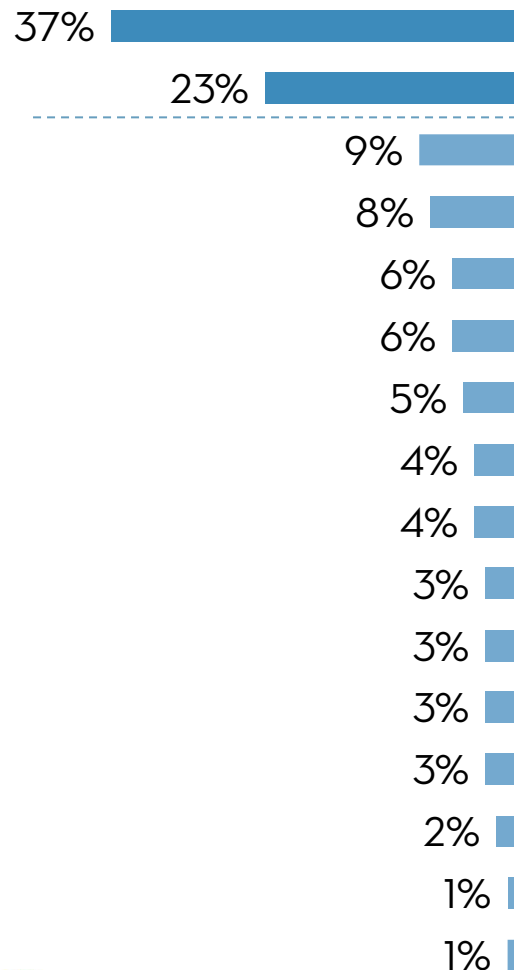Restaurants (**56%**) Beach (**54%**) Visit friends/relatives (**44%**) Shopping (**36%**) Nature-related (**25%**)

[1]Multiple responses permitted

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Reason for Visit vs. Visitor Activities

Reason for visit[1]

Visitor activities[1]

	Reason for visit[1]		Visitor activities[1]
Key Reasons for Visiting	37%	Visiting friends/relatives	44%
	23%	Beach	54%
Trip Enhancements	9%	Attend or participate in a sporting event	9%
	8%	Shopping	36%
	6%	Nature, environment, bird watching, etc.	25%
	6%	Business conference or meeting	6%
	5%	Water sports	11%
	4%	Fishing, hunting, etc.	13%
	4%	Biking, hiking, running, etc.	15%
	3%	Special event	7%
	3%	Special occasion	7%
	3%	Attractions	9%
	3%	Golfing, tennis, etc.	11%
	2%	Looking for a second home	5%
	1%	Museums, history, etc.	3%
	1%	Culture	3%

[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

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Visitor Satisfaction

» **96%** of visitors would recommend Punta Gorda/Englewood Beach (**82%** would definitely recommend)

» **94%** plan on returning (**86%** will definitely return)

» **99%** were satisfied or very satisfied with their stay (**86%** were very satisfied)

Top Requested Amenities[1]

26% More outdoor activities

22% More transportation options

21% More family friendly activities

[1]Multiple responses permitted

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Perceptions of Punta Gorda/Englewood Beach[1]

Great Place:
"Hidden gem of Florida, friendly people, beautiful weather, very relaxing and beautiful!"

Beautiful:
"Gorgeous and not over-developed. Lots of free fun. The traffic is not so bad like some other places."

Variety of Activities:
"Relatively quiet, pleasant, affluent area of Florida with lots of retirees; good for golf, tennis, and boating."

[1]Coded open-ended responses.

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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 **$239,961,400** over the course of their visits

» While the number of visitors staying in non-paid accommodations was **1.1 times** the number of visitors in paid accommodations, those staying in paid accommodations spent **1.5 times** what visitors in non-paid accommodations spent

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
Visitors	78,500	83,800	58,800	**221,100**
Spending	$143,351,800	$92,962,800	$3,646,800	**$239,961,400**

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$228	$0	$0	$81
Restaurants	$72	$62	$57	$64
Groceries	$38	$44	$22	$36
Shopping	$41	$40	$23	$36
Entertainment	$36	$39	$22	$33
Transportation	$35	$23	$21	$27
Other	$11	$12	$5	$10
Total	$461	$220	$150	$287

Total Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$2,633	$0	$0	$744
Restaurants	$829	$790	$57	$590
Groceries	$440	$558	$22	$332
Shopping	$477	$505	$23	$328
Entertainment	$417	$491	$22	$306
Transportation	$409	$291	$21	$247
Other	$126	$149	$5	$88
Total	**$5,331**	**$2,784**	**$150**	**$2,635**

Visitor Journey – Pre-Visit

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

Trip Planning Cycle

» **Over 1 in 3** visitors had **short planning windows** (1 month or less in advance)

» **1 in 5** visitors planned their trips 6 months or more in advance

» Average trip planning cycle was **80 days** compared to 84 days in 2022

Category	Percentage
A week or two	21%
A month or so	16%
2 months	18%
3 months	16%
4 to 5 months	9%
6 months or longer	20%
Not sure	<1%

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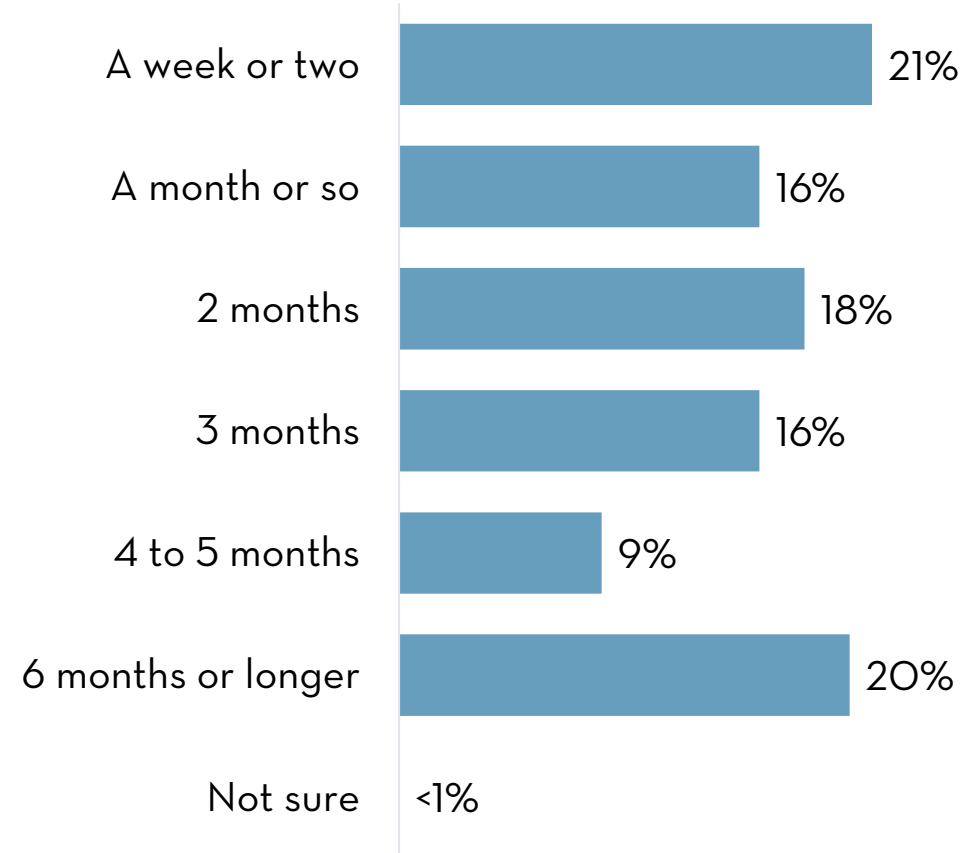
Trip Planning Sources[1]

» **Nearly 1 in 2** visitors planned their trips based on **previous visits**

» **Over 2 in 5** visitors used **Internet** to plan their trip. **Google** was the top site used

» **Over 1 in 4** used their friends, family and coworkers to plan their trip

Trip Planning Source	
Previous visit	46%
Internet	43%
Google search	24%
Airline websites/apps	17%
Rental car websites/apps	14%
Friend, co-worker, etc.	29%
Brochures/travel guides/visitor guides	4%
PureFlorida Website	4%
Special Events	3%
Television	3%
Business/conference/meeting information	4%
Newspapers	4%
Travel agent	1%
Magazines	1%
Convention and Visitors Bureau	2%
AAA	1%
Radio	1%
Other	2%
None/don't know	6%

[1]Multiple responses permitted.

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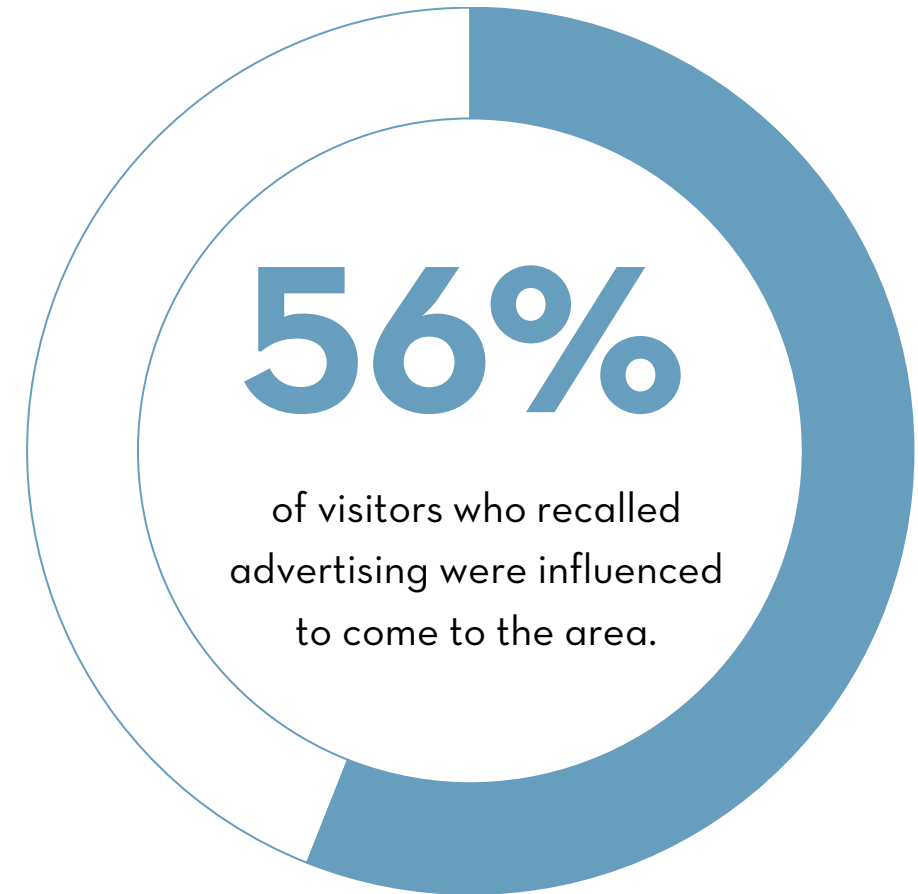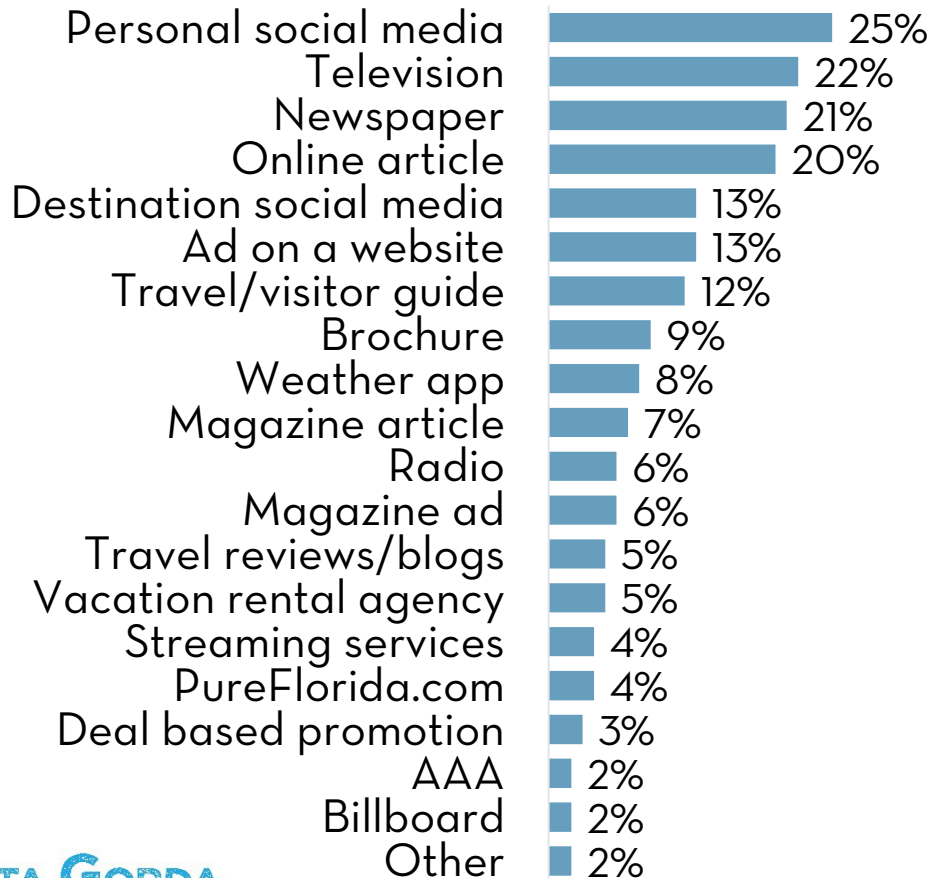The Charlotte Harbor Gulf Island Coast

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Website Usage

» **Nearly 1 in 12** visitors have accessed the Punta Gorda/Englewood Beach/Port Charlotte area website pureflorida.com for information

2%   6%

92%

■ Yes   ■ No   Don't know
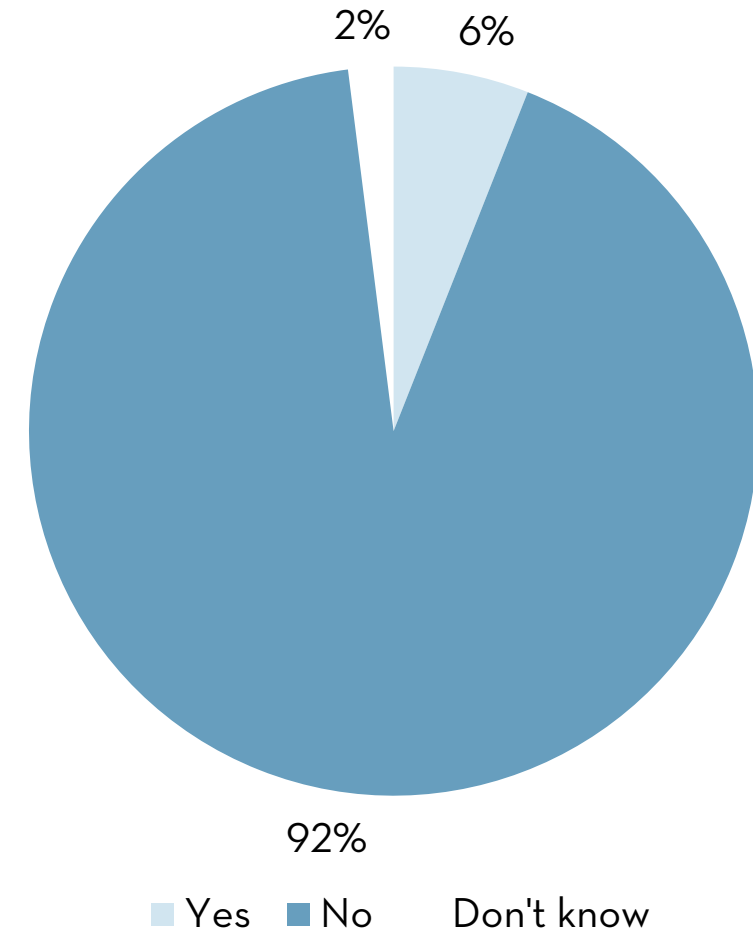
Punta Gorda/Englewood Beach Promotions[1]

» **16%** of visitors recalled promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:

Base = 16% who noticed promotions

Source	Percent
Personal social media	25%
Television	22%
Newspaper	21%
Online article	20%
Destination social media	13%
Ad on a website	13%
Travel/visitor guide	12%
Brochure	9%
Weather app	8%
Magazine article	7%
Radio	6%
Magazine ad	6%
Travel reviews/blogs	5%
Vacation rental agency	5%
Streaming services	4%
PureFlorida.com	4%
Deal based promotion	3%
AAA	2%
Billboard	2%
Other	2%

56%

of visitors who recalled advertising were influenced to come to the area.

[1]Multiple responses permitted.

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Charlotte County Promotion Influences

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

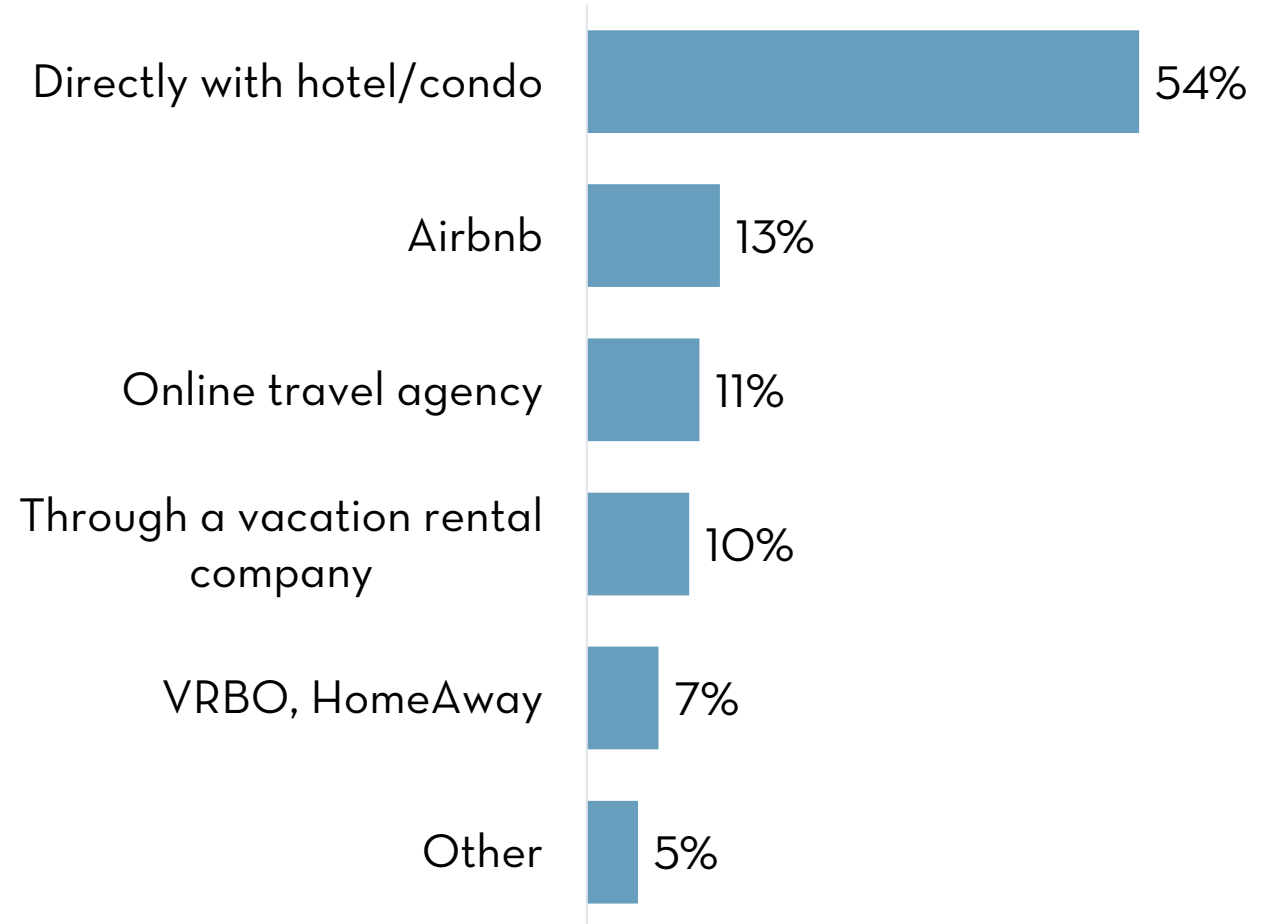| Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	17%	16%	15%	16%
No	77%	77%	79%	78%
Don't know	6%	7%	6%	6%

» Visitors staying in non-paid accommodations were least impacted by promotions as a whole

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	76%[1]	42%[1]	57%[1]	56%[1]
No	23%	57%	42%	43%
Don't know	1%	1%	1%	1%

[1] Base is percentage of visitors who noticed advertising
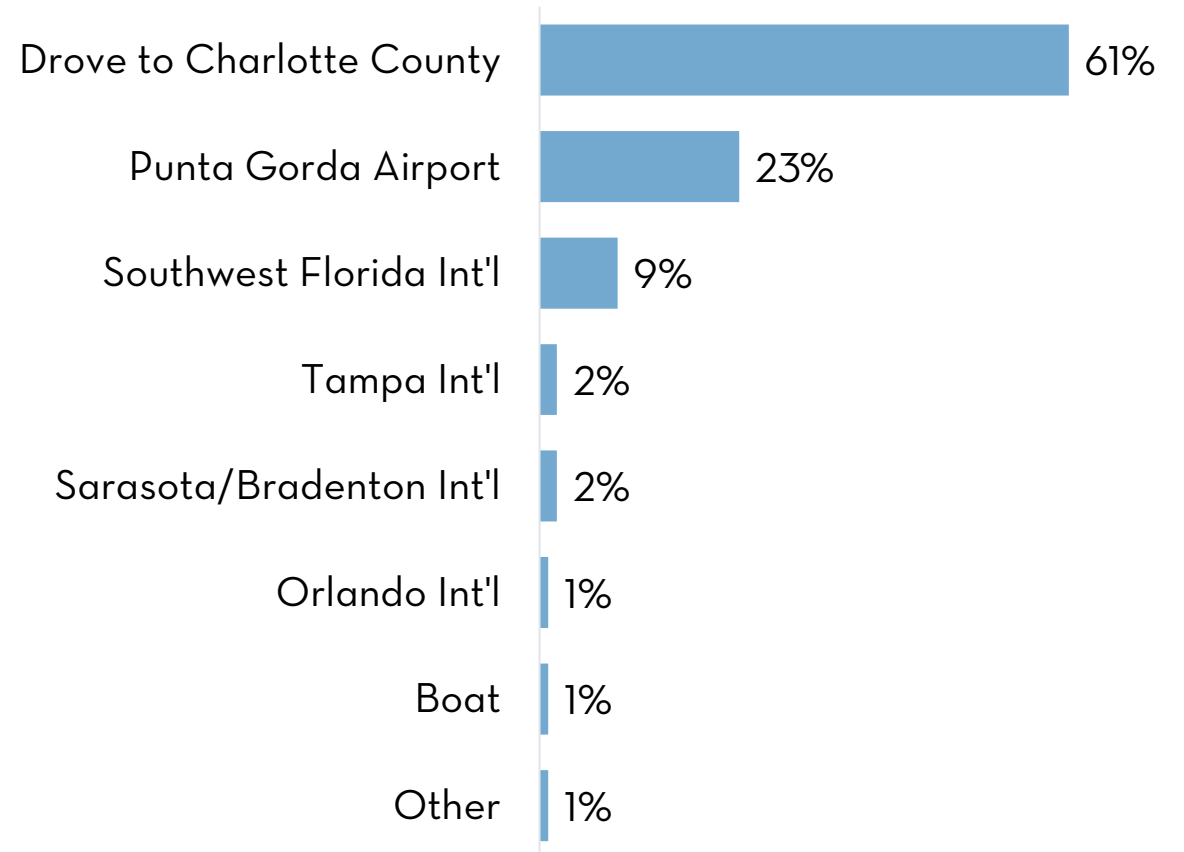
Paid Accommodation Booking[1]

» **Over 1 in 2** visitors who stayed in paid accommodations booked directly with a hotel/condo

» Airbnb bookings accounted for **about 1 in 8** bookings

Directly with hotel/condo — 54%

Airbnb — 13%

Online travel agency — 11%

Through a vacation rental company — 10%

VRBO, HomeAway — 7%

Other — 5%

[1] Visitors staying in paid accommodations.

Visitor Transportation

» **Over 3 in 5** visitors **drove** to Punta Gorda/Englewood Beach

» **About 1 in 4** visitors flew into Punta Gorda Airport

» **About 1 in 10** visitors flew into Southwest Florida International Airport

|	
Drove to Charlotte County	61%
Punta Gorda Airport	23%
Southwest Florida Int'l	9%
Tampa Int'l	2%
Sarasota/Bradenton Int'l	2%
Orlando Int'l	1%
Boat	1%
Other	1%

Reasons for Visiting[1]

People come to Charlotte County to vacation, to visit family or friends, and to go to the beach.

Reason	Percentage
Visiting friends/relatives	37%
Family vacation	36%
Beach	23%
Attend or participate in a sporting event	9%
Shopping	8%
Nature, environment, bird watching, etc.	6%
Business conference or meeting	6%
Water sports	5%
Fishing, hunting, etc.	4%
Biking, hiking, running, etc.	4%
Special event	3%
Special occasion	3%
Attractions	3%
Golfing, tennis, etc.	3%
Looking for a 2nd home	2%
Museums, history, etc.	1%
Culture	1%
Other	10%

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Vacation replacement[1]

» **5%** of visitors came to the Punta Gorda/Englewood Beach area rather than a previously planned destination
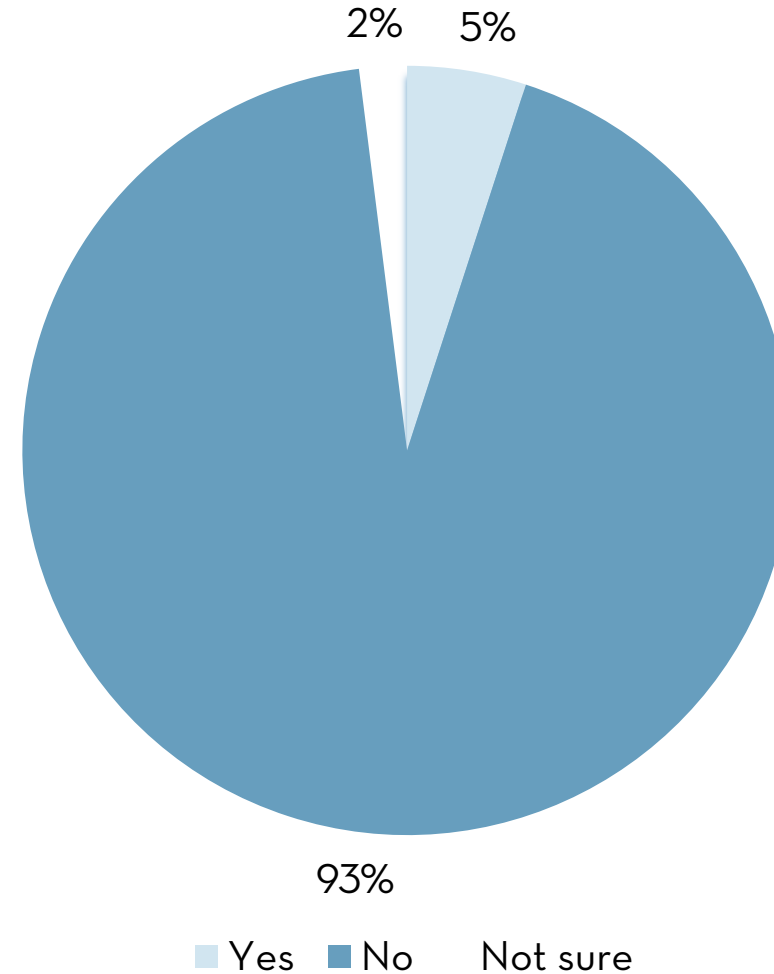
2%   5%

93%

Yes   No   Not sure

[1]Multiple responses permitted.

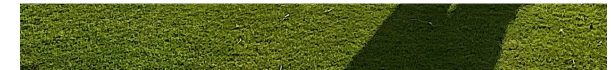"My friends told me about this area before. And we came for a pickleball tournament."

"We like that this area is affordable and has good value. Not touristy but still feels like we are on vacation."

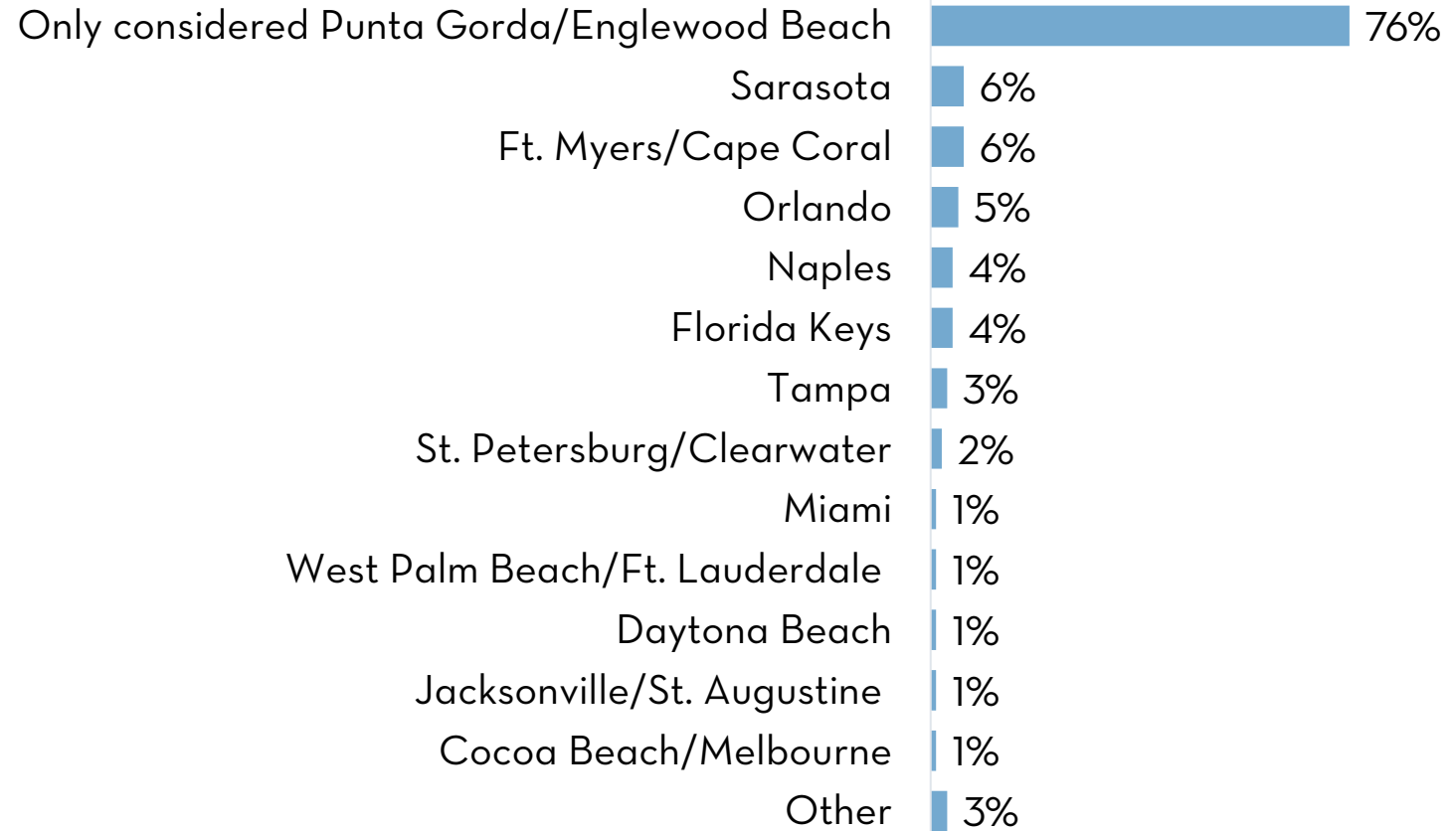"We love the quietness and also enjoy visiting friends and family. There are good nonstop flight options."

"We enjoy golfing and have had good experiences here in the past."

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

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

» Sarasota, Ft. Myers/Cape Coral, and Orlando are some of the top destinations people consider when visiting

Destination	Percentage
Only considered Punta Gorda/Englewood Beach	76%
Sarasota	6%
Ft. Myers/Cape Coral	6%
Orlando	5%
Naples	4%
Florida Keys	4%
Tampa	3%
St. Petersburg/Clearwater	2%
Miami	1%
West Palm Beach/Ft. Lauderdale	1%
Daytona Beach	1%
Jacksonville/St. Augustine	1%
Cocoa Beach/Melbourne	1%
Other	3%

Visitors Guide[1]

» **7%** of visitors requested a Visitors Guide before their trip

   » **5%** requested a print version

   » **2%** requested an online version

   » Visitors Guide received a rating of **7.9 out of 10**[1]
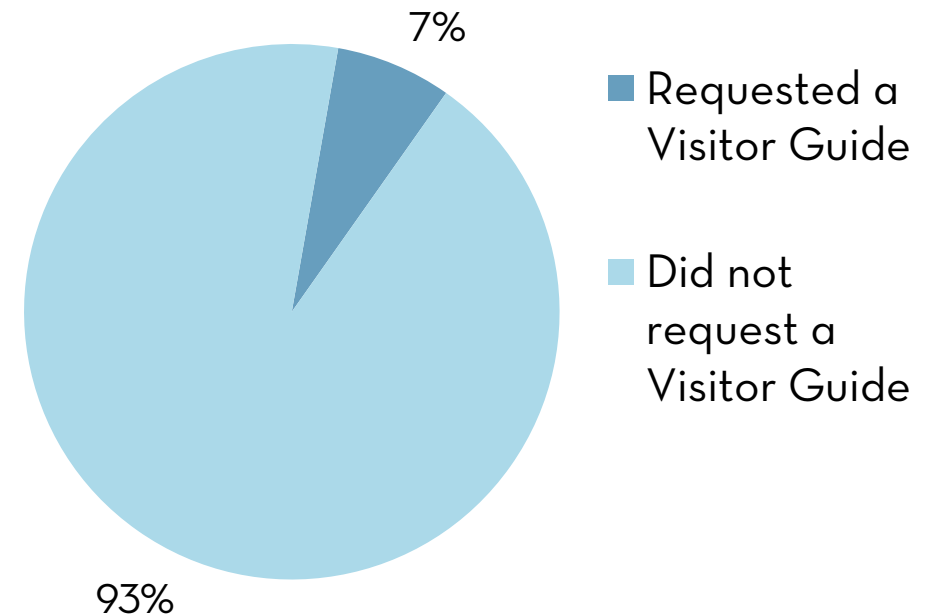
7%

■ Requested a Visitor Guide

■ Did not request a Visitor Guide

93%

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

Visitor Journey – Traveler Profile

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

Origin of Visitors – By Region

Florida 19%
Midwest 40%
Northeast 21%
Southeast 10%
West 3%
Canada 5%
United Kingdom 1%
Other International 1%

93% of visitors came from the US

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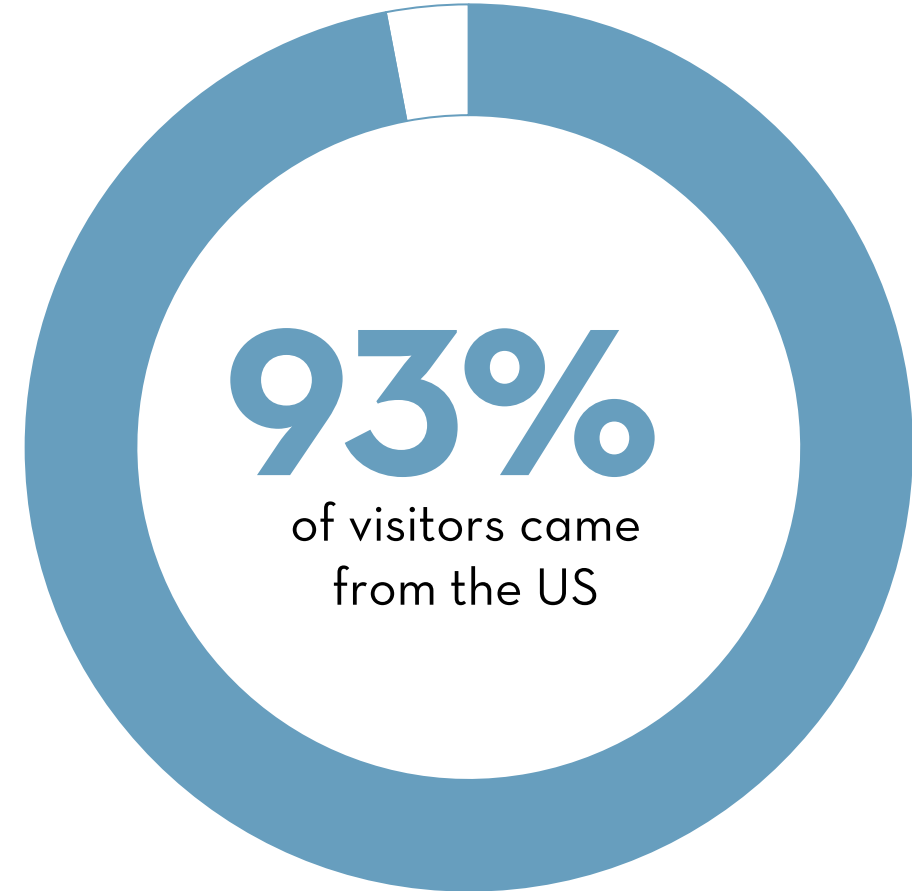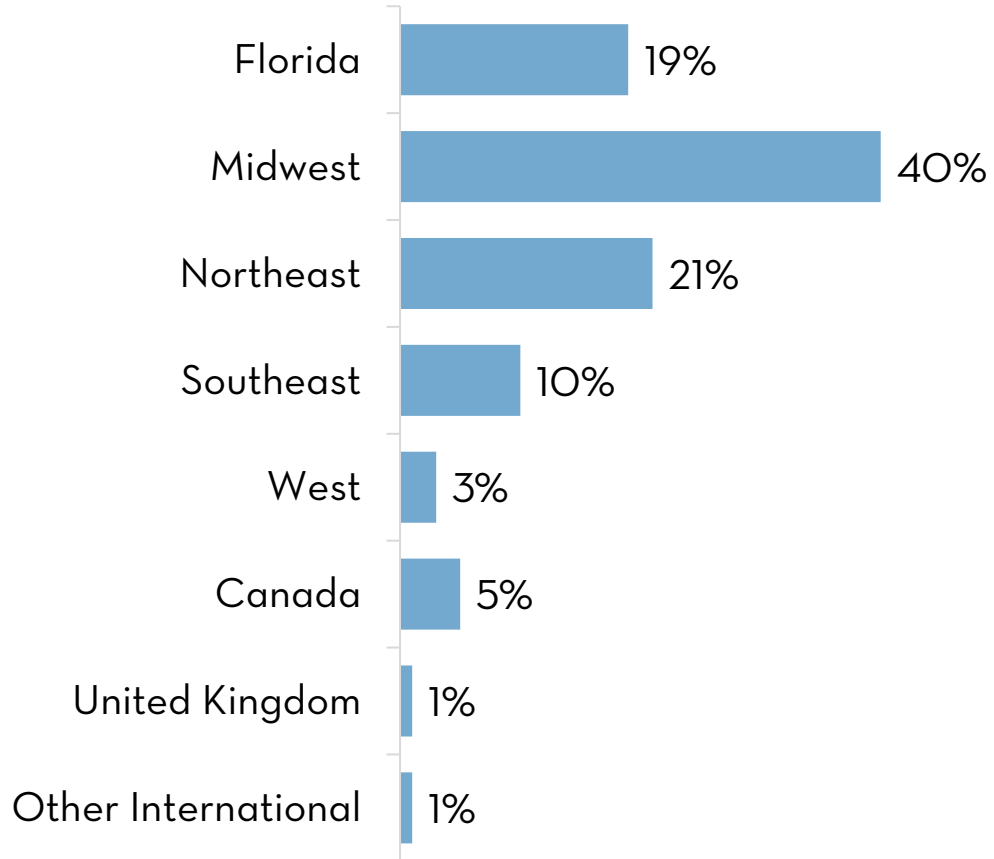
Origin of Visitors – By State

	Percentage of Visitors
Florida	19%
Michigan	8%
Ohio	8%
Illinois	6%
Indiana	5%
New York	5%
Canada	5%
Pennsylvania	4%
Massachusetts	4%
Tennessee	2%

66% of visitors came from 9 States as well as Canada

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Origin of Visitors – By Market

Market	% of All Visitors
Fort Myers-Naples	6%
Sarasota-Bradenton	6%
Boston	4%
Chicago	3%
Tampa-St Petersburg	3%
New York[1]	3%
Minneapolis-St. Paul	3%
Detroit	3%
Cincinnati	2%
Grand Rapids-Kalamazoo-Battle Creek	2%
Indianapolis	2%
Philadelphia	2%

Market	% of Overnight Visitors
Boston	5%
Chicago	4%
Detroit	4%
Minneapolis-St. Paul	4%
New York[1]	3%
Cincinnati	3%
Grand Rapids-Kalamazoo-Battle Creek	2%
Pittsburg	2%
Philadelphia	2%
Indianapolis	2%
Nashville	2%
West Palm Beach – Ft. Pierce	2%

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

Travel Parties
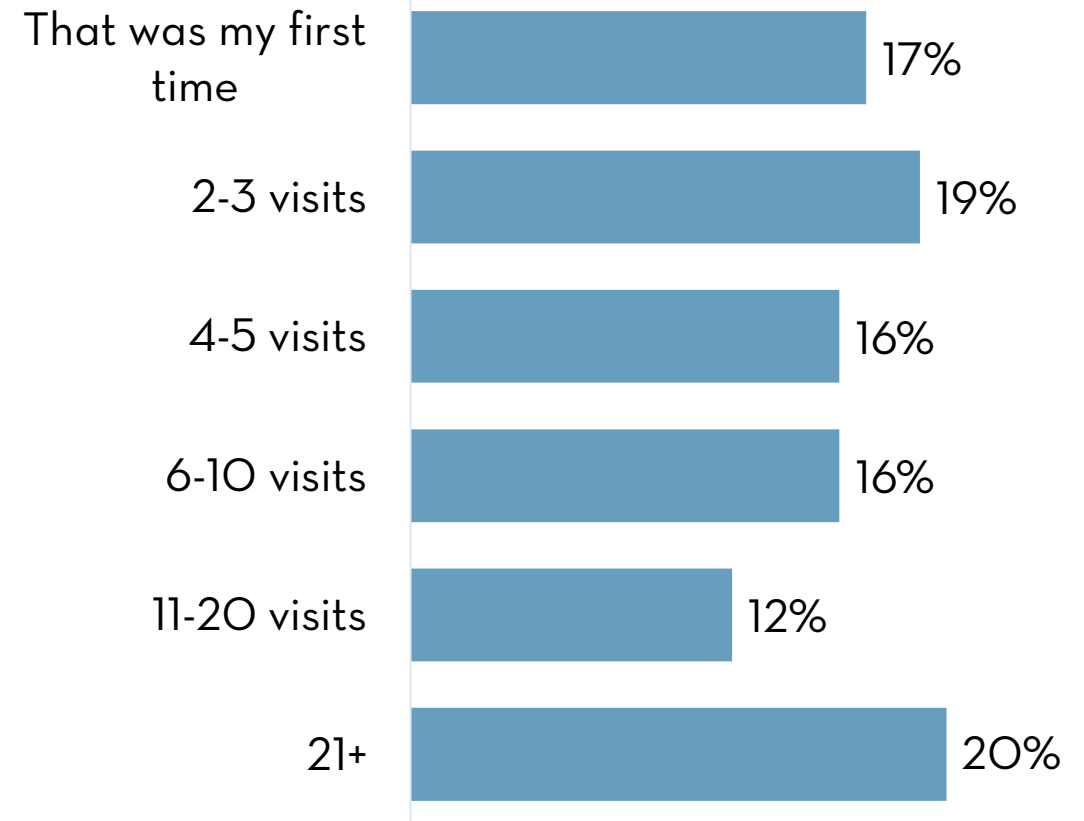
» The typical visitor traveled in a party composed of **2.5** people

» **22%** traveled with at least one person under the age of 20

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

» **About 1 in 4** traveled as a family

As a couple — 43%
As a family — 24%
By yourself — 22%
With a group (tour, friends, etc.) — 7%
With a group of couples — 2%
With business associates — 1%
Other — 1%
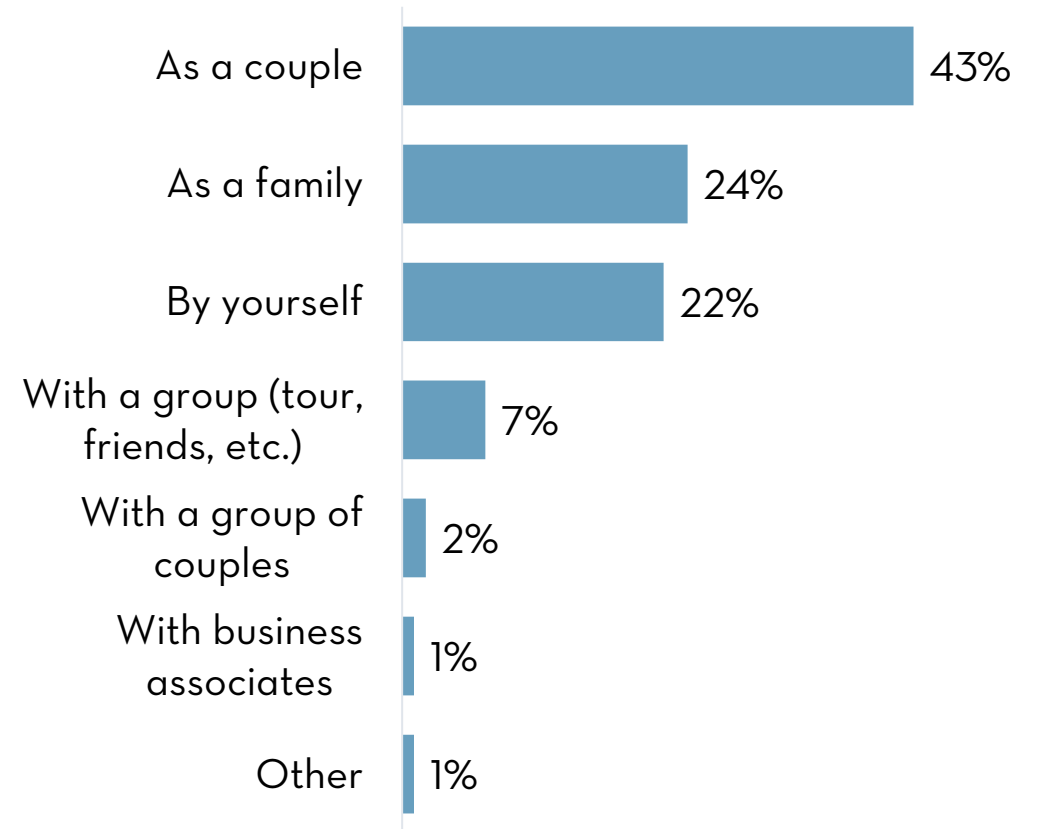
Typical Punta Gorda/Englewood Beach Visitor

» Typical visitors spent **9.2** nights in Punta Gorda/Englewood Beach
  » When including long term visitors[1], average nights stayed is **19.8**

» **1 in 6** were first time visitors

» **About 1 in 3** had visited more than 10 times

That was my first time — 17%

2-3 visits — 19%

4-5 visits — 16%

6-10 visits — 16%

11-20 visits — 12%

21+ — 20%

[1]Visitors who stayed longer than 1 month

55

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]	*11.5*	*12.7*	*1.0*	**9.2**
Travel Party Size	*2.5*	*2.5*	*2.4*	**2.5**

[1]Typical visitor capped at 30 nights.

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Age

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

18 to 24 ■ 5%

25 to 34 ■ 15%

35 to 49 ■ 21%

50 to 65 ■ 36%

65+ ■ 23%
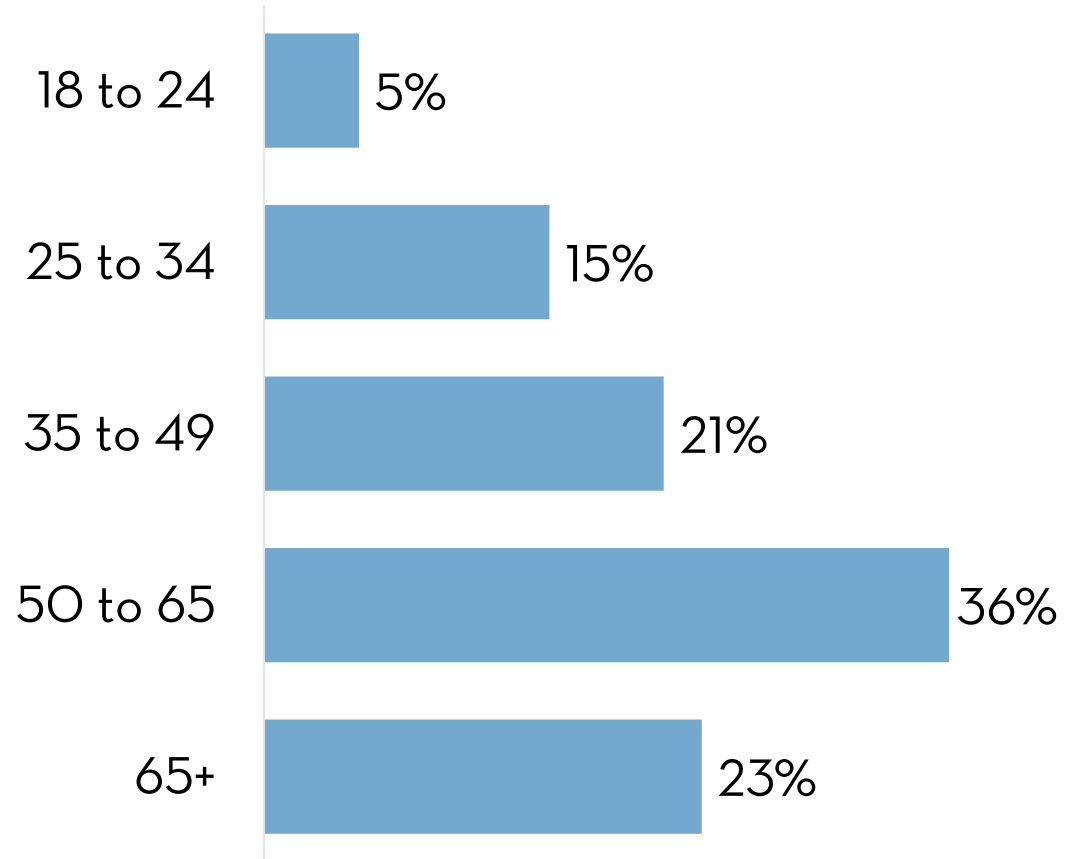
Household Income

Median Household Income

» **$99,000** is the median household income for January – March visitors

» **About 1 in 5** visitors had a household income in excess of $150,000

Income	Percent
Less than $50,000	11%
$50,000-$74,999	19%
$75,000-$99,999	21%
$100,000-$124,999	19%
$125,000-$149,999	11%
$150,000-$199,999	10%
$200,000-$249,999	4%
$250,000 and over	5%

Race/Ethnicity

Caucasian — 92%

African-American — 4%

Hispanic — 3%

Asian — 1%

Gender

53% 47%

■ Male ■ Female

Visitor Journey – Trip Experience

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism
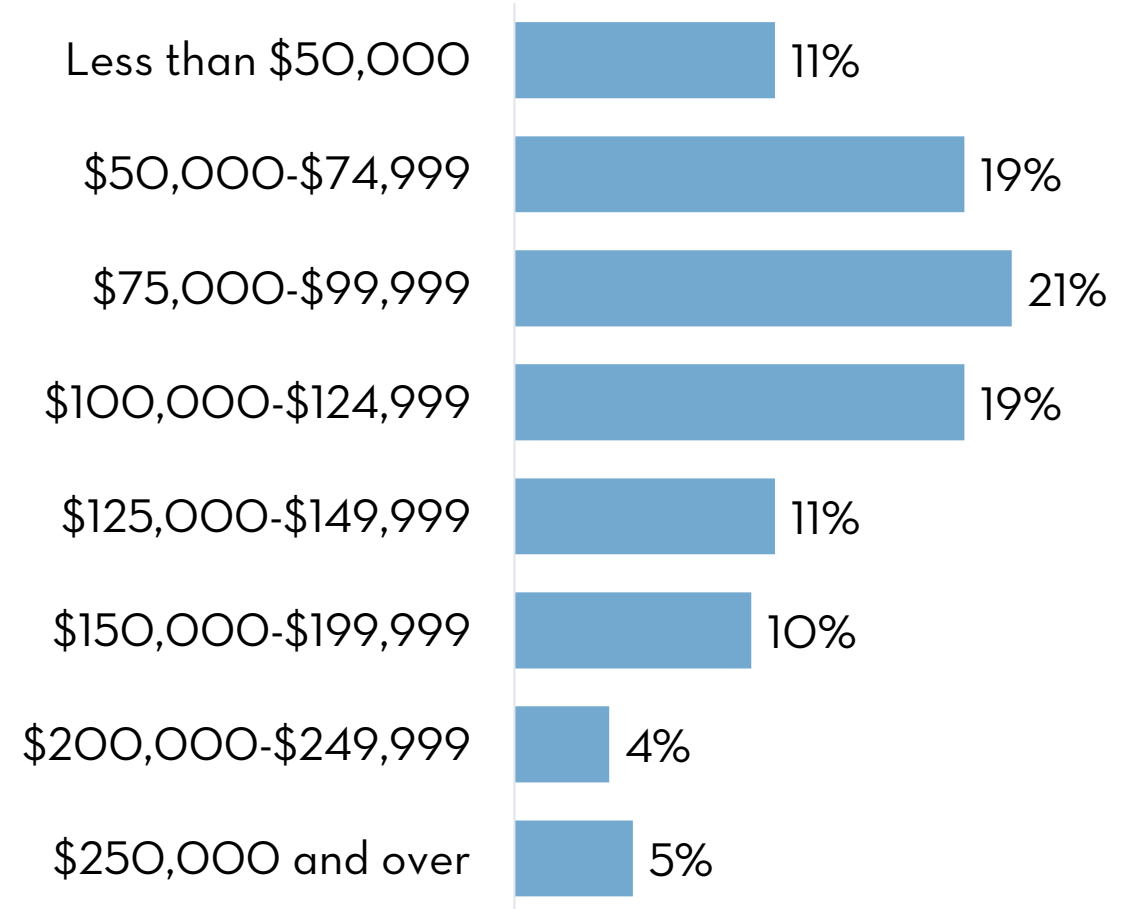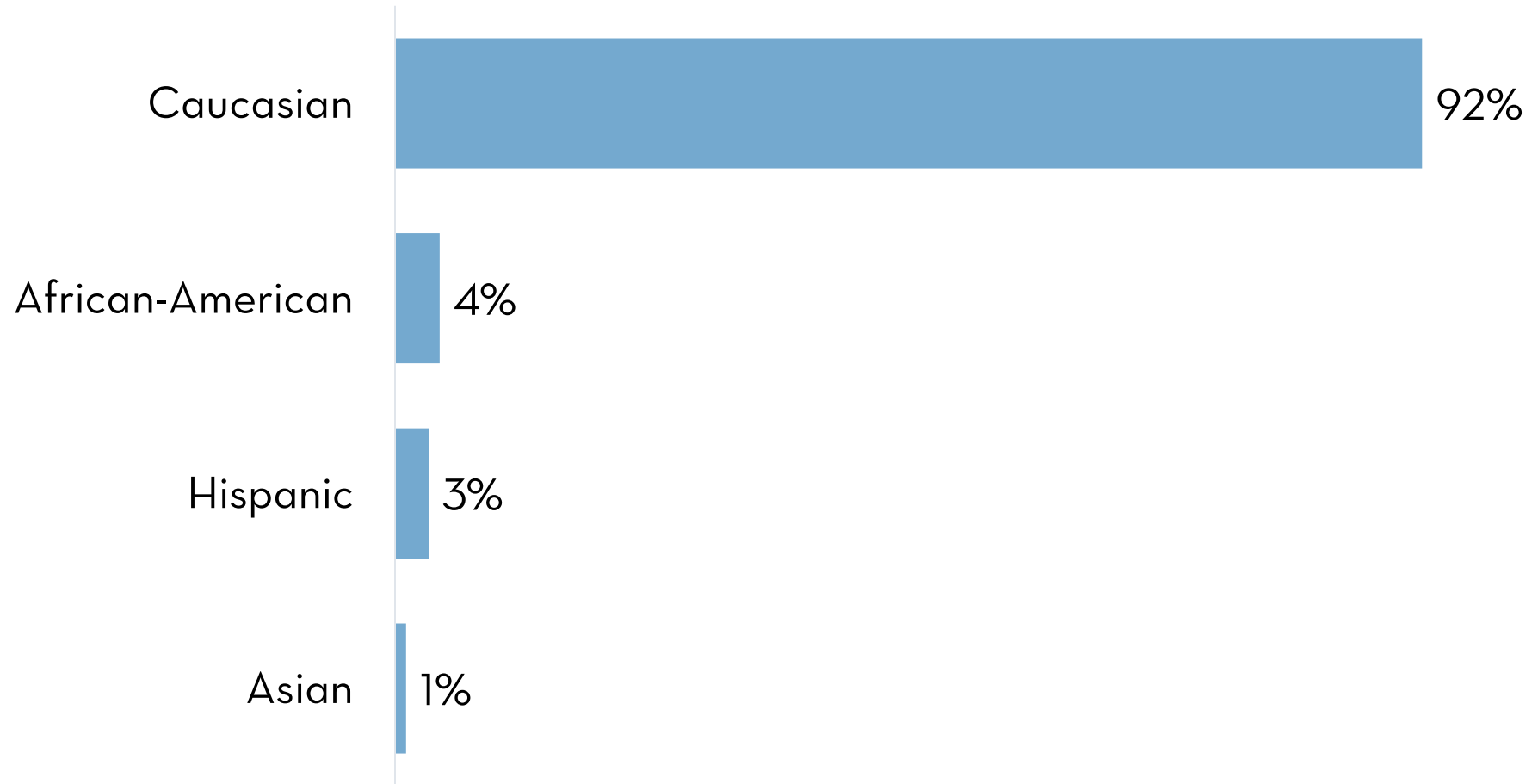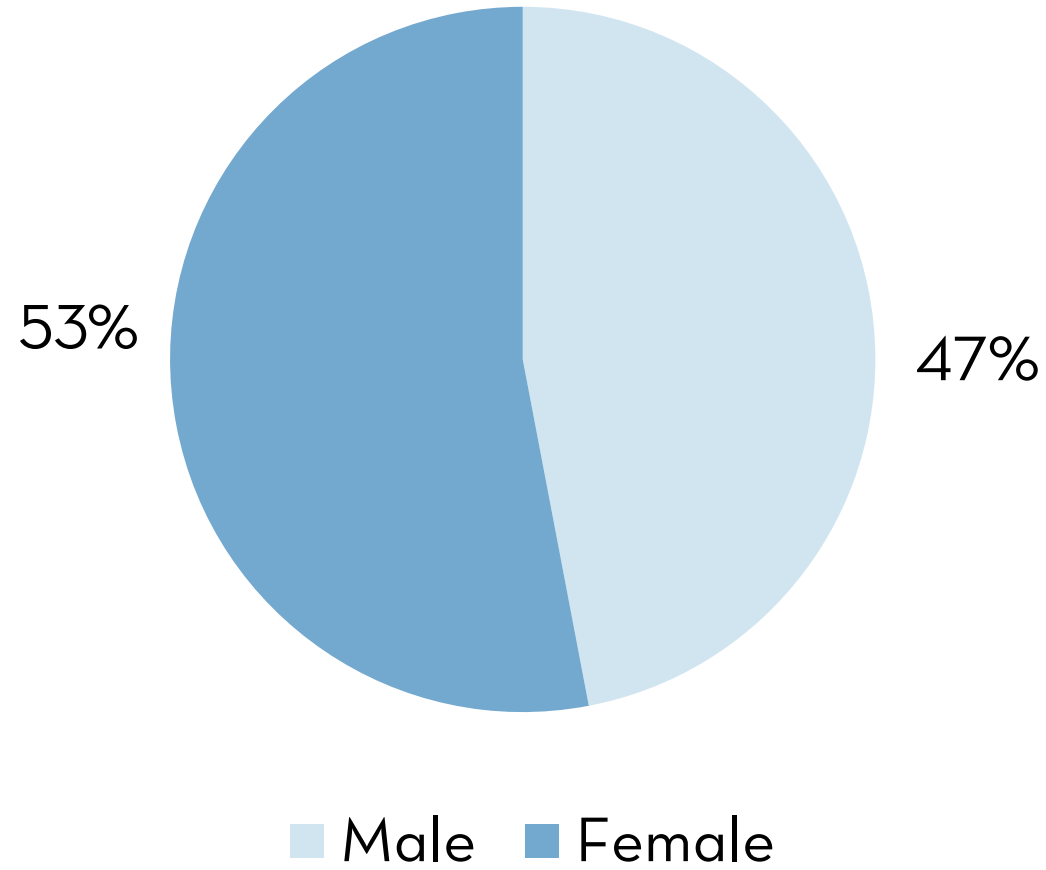
Visitor Accommodations

» **73%** of visitors stayed overnight in Punta Gorda/Englewood Beach

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

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

Accommodation	Percentage
Day tripper	27%
At a friend's or relative's residence	25%
Hotel/motel	19%
Rental house, condominium (Airbnb, VRBO, etc.)	13%
Personal second house, condo, timeshare	12%
RV Park, campground	2%
Marina/Boat	1%
Other	1%
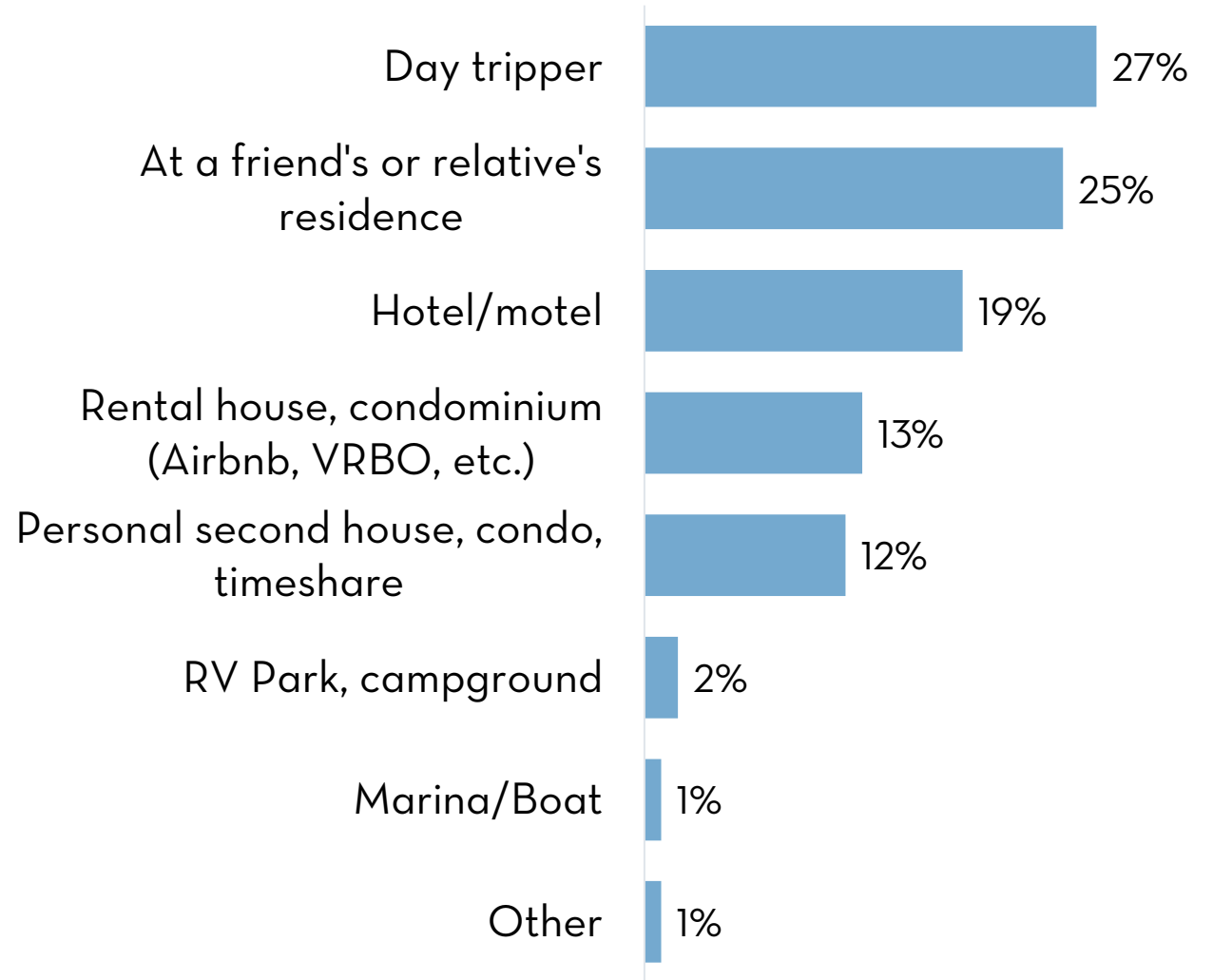
Area Stayed vs. Areas Visited[1]

Area	Stayed	Visited
Port Charlotte	37%	70%
Punta Gorda	27%	57%
Englewood	12%	47%
Rotunda Circle	8%	39%
Charlotte Harbor	4%	23%
Manasota Key	4%	6%
Placida	1%	8%
Palm Island/Knight Island	1%	15%
Gasparilla Island (Boca Grand)	<1%	3%
Cape Haze	<1%	2%
Don Pedro Island	<1%	2%
Little Gasparilla Island	<1%	6%
Other	6%	17%

[1]Multiple responses permitted.

Visitor Activities[1]

Restaurants — 56%
Beach — 54%
Visit friends and relatives — 44%
Shopping — 36%
Nature, environment, birding, etc. — 25%
Biking, hiking, running, etc. — 15%
Bars, nightclubs — 15%
Fishing, hunting, etc. — 13%
Water sports — 11%
Golfing, tennis, etc. — 11%
Attractions — 9%
Attend or participate in a sporting event — 9%
Special event — 7%
Business conference or meeting — 6%
Family time, reading, cooking, etc. — 5%
Looking for a second home — 5%
Museums, history, etc. — 3%
Culture — 3%
Spas — 2%
Other — 10%

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

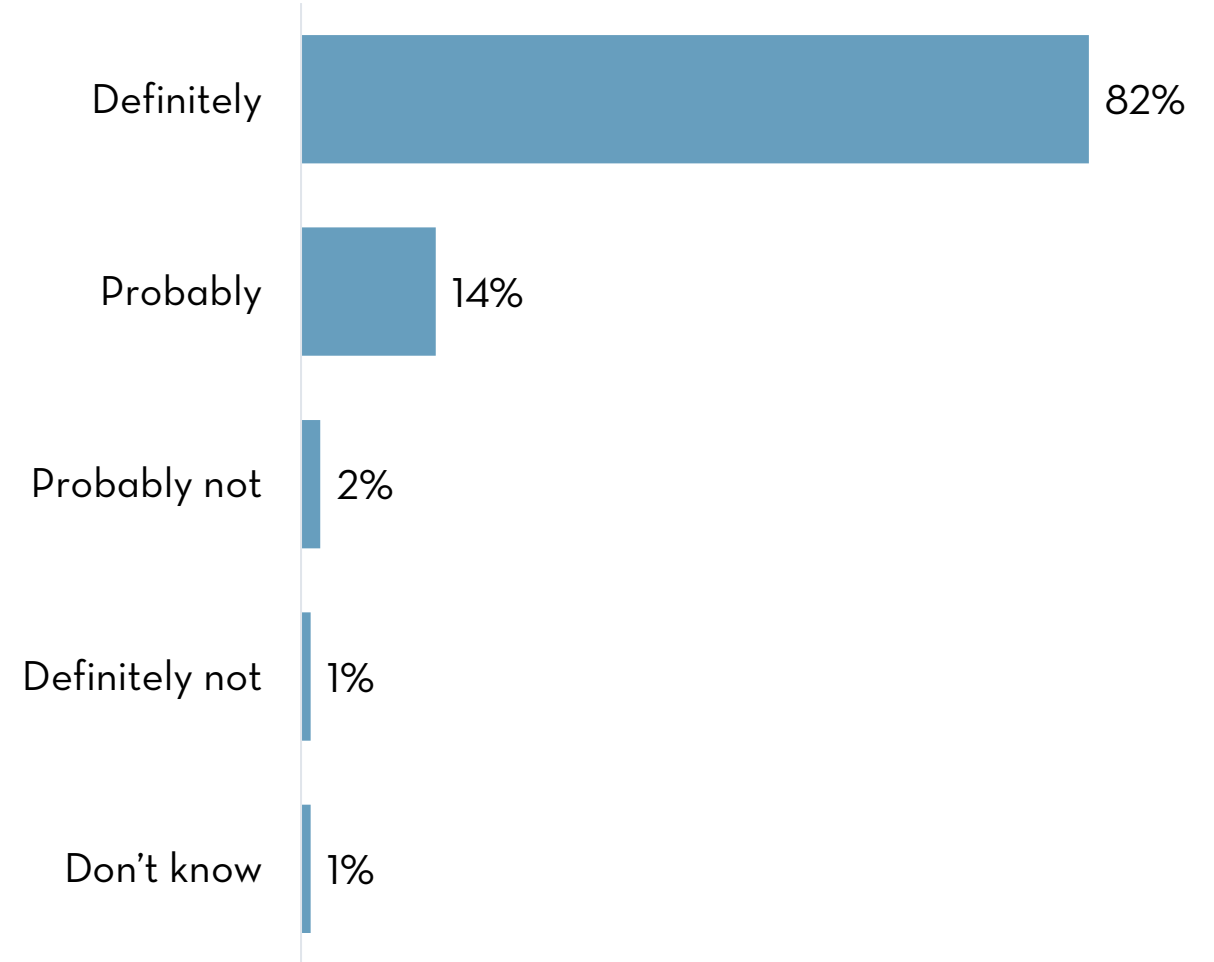» Visitors are also enticed to go shopping and enjoy nature while in Charlotte County

[1]Multiple responses permitted.

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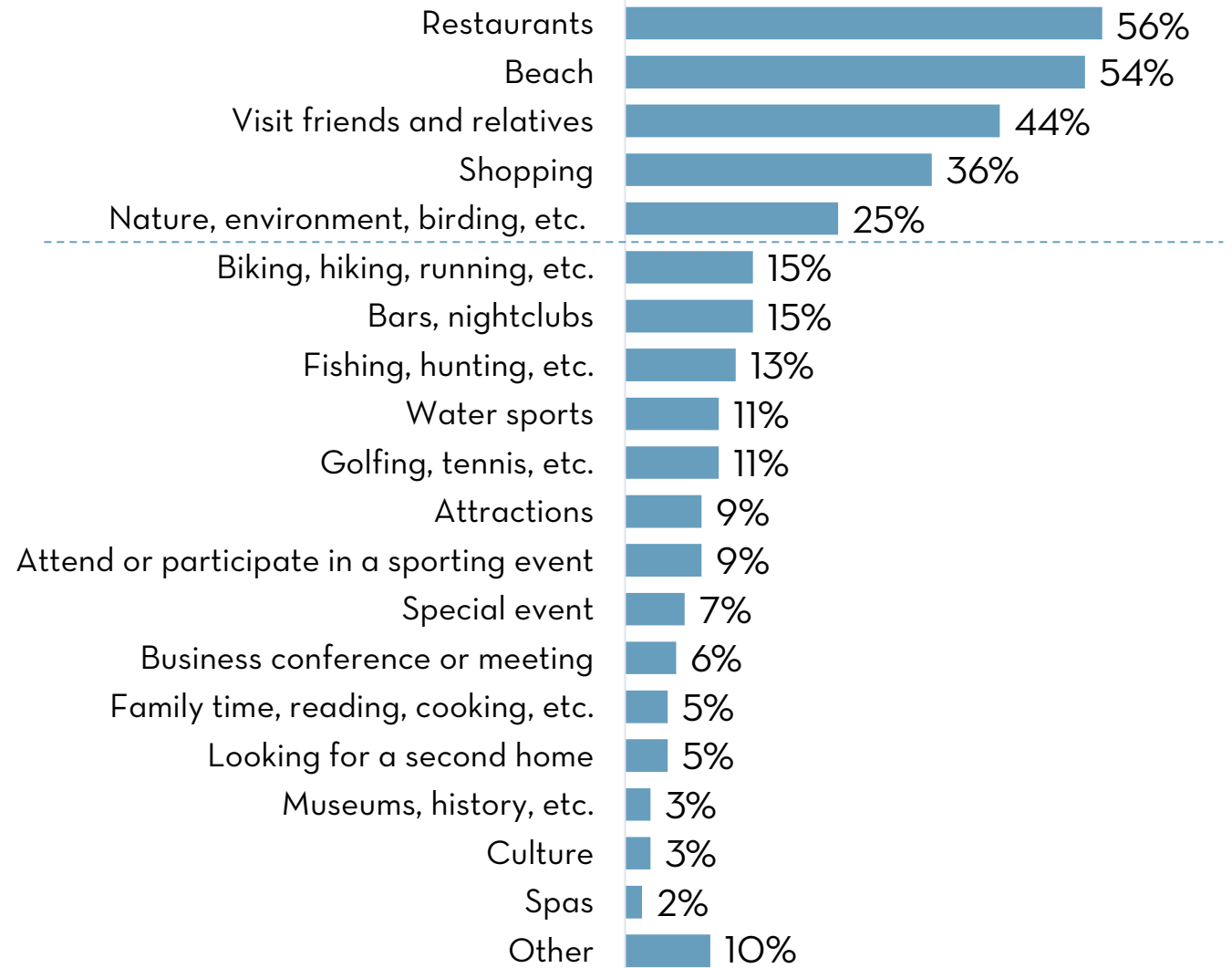
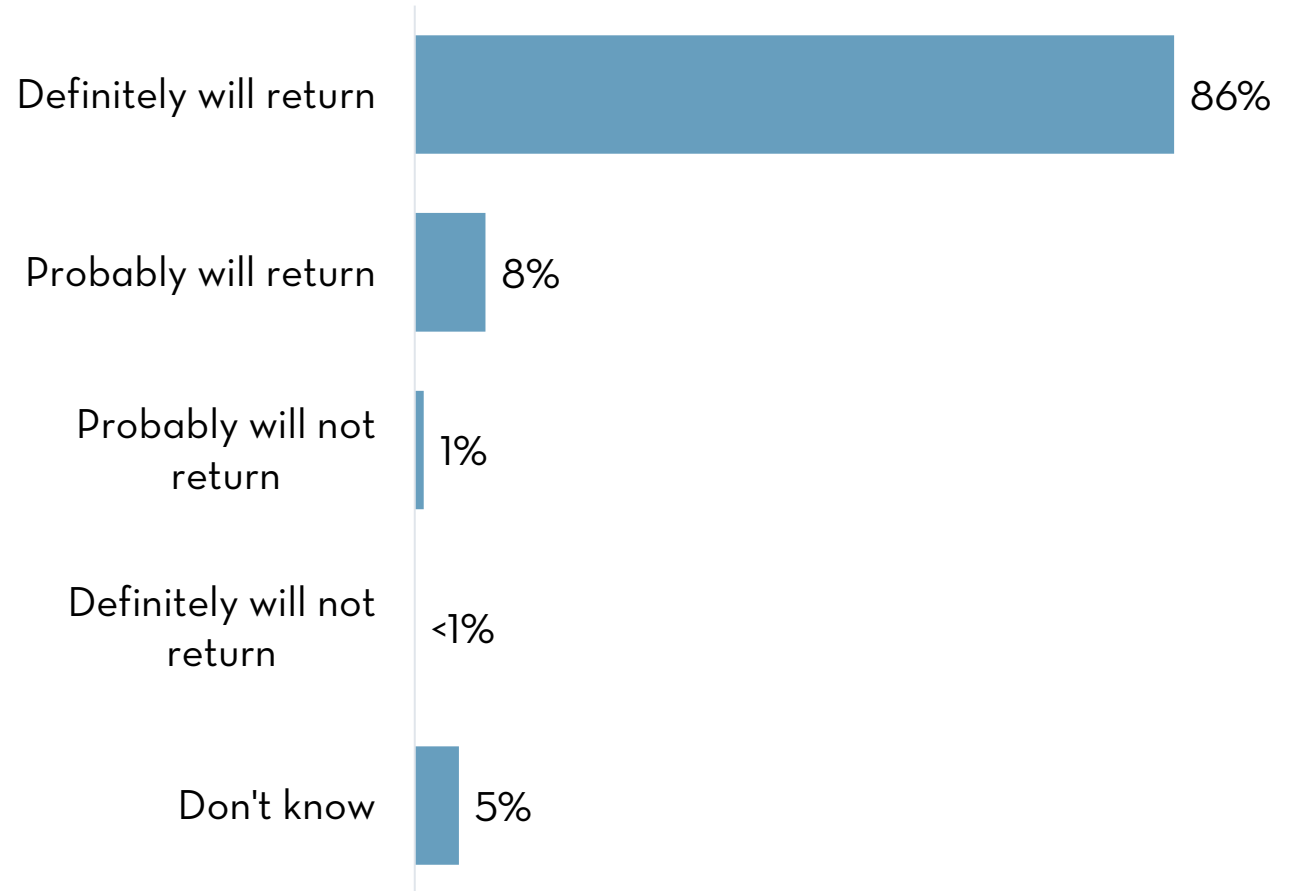# Visitor Recommendation

» **96%** would recommend Punta Gorda/Englewood Beach to a friend (**82%** would definitely recommend)

Definitely — 82%

Probably — 14%

Probably not — 2%

Definitely not — 1%

Don't know — 1%

Visitor Return

» **86%** will definitely return

Category	Percentage
Definitely will return	86%
Probably will return	8%
Probably will not return	1%
Definitely will not return	<1%
Don't know	5%

Visitor Satisfaction

» **99%** were satisfied or very satisfied with their stay (**86%** were very satisfied)
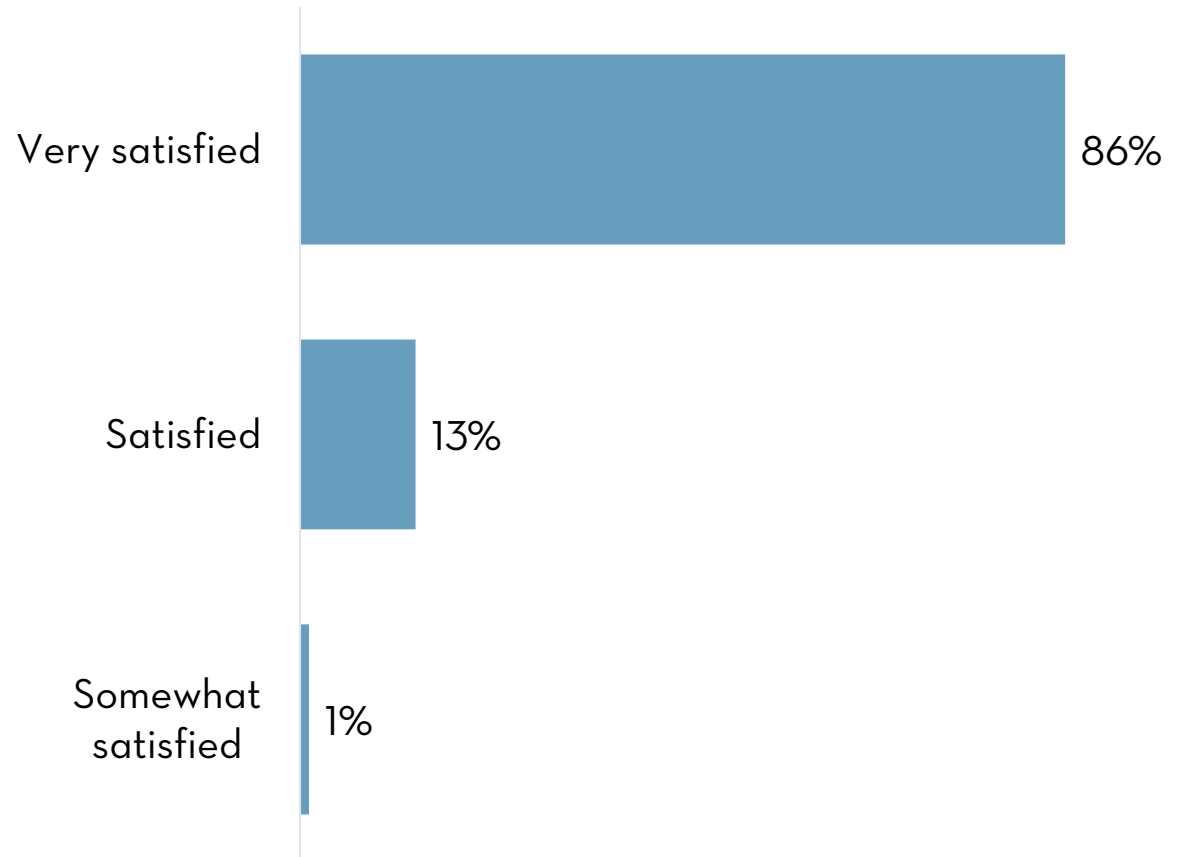
Very satisfied — 86%

Satisfied — 13%

Somewhat satisfied — 1%

"I would describe this area as a slice of heaven. Love it. But it would be nice to have more beaches, and one would need to drive!"

"Gorgeous and not over-developed. Lots of free fun. The traffic is not so bad but needs better parking."

"Hidden gem of Florida, friendly people, beautiful weather, very relaxing and beautiful!"
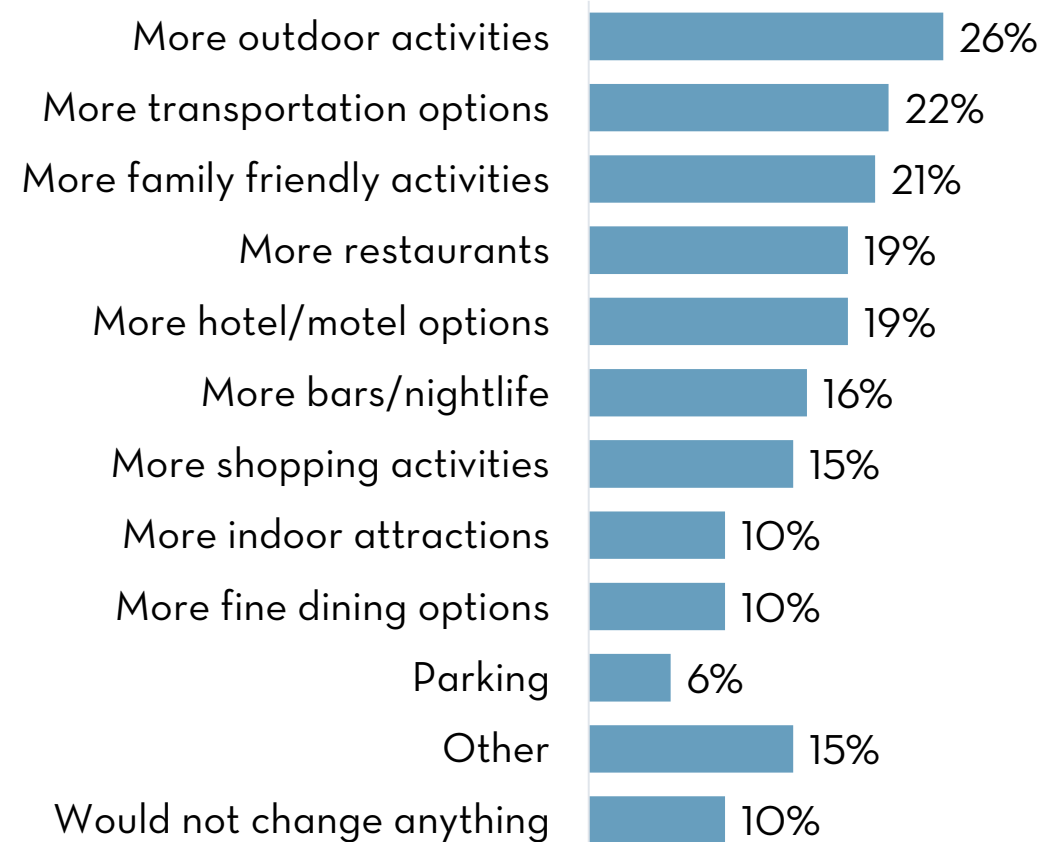

"Relatively quiet, pleasant, affluent area of Florida with lots of retirees; good for golf, tennis, and boating, but not many great beaches."

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

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

» **Over 1 in 5** visitors said that more transportation options would make Charlotte County more desirable

Attraction/Amenity	Percent
More outdoor activities	26%
More transportation options	22%
More family friendly activities	21%
More restaurants	19%
More hotel/motel options	19%
More bars/nightlife	16%
More shopping activities	15%
More indoor attractions	10%
More fine dining options	10%
Parking	6%
Other	15%
Would not change anything	10%

[1]multiple responses permitted.

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

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Year-to-Year Comparisons

YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	Jan – March 2022	Jan – March 2023
A week or two in advance	19%	21%
A month or so in advance	17%	16%
2 months in advance	17%	18%
3 months in advance	14%	16%
4 to 5 months in advance	10%	9%
6 months of more in advance	23%	20%
Average Trip planning cycle (in days)	84	80

Top Trip Planning Sources	Jan – March 2022	Jan – March 2023
Previous visit	45%	46%
Internet	34%	43%
Talk to family/friends	38%	29%

YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	Jan – March 2022	Jan – March 2023
Visit friends and relatives	44%	37%
Family vacation	36%	36%
Beach	28%	23%
Attend or participate in a sporting event	1%	9%
Shopping	13%	8%
Business conference or meeting	2%	6%
Nature activities	12%	6%
Water sports	6%	5%

Visitor Guide and Transportation	Jan – March 2022	Jan – March 2023
Requested a Visitors Guide	10%	7%
Drove to Charlotte County	70%	61%
Flew to Charlotte County	29%	37%

YEAR-TO-YEAR COMPARISONS

Market of Origin	Jan – March 2022	Jan – March 2023
Fort Myers- Naples	4%	6%
Sarasota-Bradenton	4%	6%
Boston	3%	4%
Chicago	2%	3%
New York[1]	4%	3%
Tampa – St. Petersburg	3%	3%
Minneapolis – St. Paul	4%	3%
Detroit	4%	3%
Cincinnati	2%	2%
Grand Rapids-Kalamazoo-Battle Creek	4%	2%

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

YEAR-TO-YEAR COMPARISONS

Region of Origin	Jan – March 2022	Jan – March 2023
Southeast (including Florida)	25%	29%
Midwest	39%	40%
Northeast	26%	21%
West	3%	3%
International	7%	7%

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

YEAR-TO-YEAR COMPARISONS

Travel Parties	Jan – March 2022	Jan – March 2023
Travel Party Size	2.9	2.5
Traveled with Children	24%	22%
Traveled as a couple	41%	43%
Traveled as a family	28%	24%

Visitor Profile	Jan – March 2022	Jan – March 2023
Median Age	55	54
Gender (Female)	52%	53%
Median Household Income	$88,000	$99,000
White/Caucasian	91%	92%
African American	3%	4%
Hispanic	5%	3%

YEAR-TO-YEAR COMPARISONS

Accommodations	Jan – March 2022	Jan – March 2023
Day Tripper	20%	27%
Friends/Family Home	26%	25%
Hotel/Motel	18%	19%
Vacation Rental Home/Airbnb	16%	13%
Personal Second Home	14%	12%
Camping/RV	3%	2%

Trips Experience	Jan – March 2022	Jan – March 2023
Average nights stayed	10.9	9.2
1st Time Visitor	20%	17%
10+ Prior Visits to Charlotte County	31%	32%

YEAR-TO-YEAR COMPARISONS

Top Activities	Jan – March 2022	Jan – March 2023
Restaurants	58%	56%
Beach	56%	54%
Visit friends and relatives	54%	44%
Shopping	41%	36%
Nature, environment, birding, etc.	28%	25%
Biking, hiking, running, etc.	17%	15%
Fishing, hunting, etc.	14%	13%
Bars, nightclubs	16%	12%
Golfing, tennis, etc.	13%	11%
Water sports	15%	11%

YEAR-TO-YEAR COMPARISONS (Cont.)

Top Activities	Jan – March 2022	Jan – March 2023
Attractions	11%	9%
Attend or participate in a sporting event	2%	9%
Special event	9%	7%
Business	2%	6%
Family time, reading, cooking, etc.	7%	5%
Looking for a second home	13%	5%
Culture	4%	3%
Museums, history, etc.	4%	3%
Spas	3%	2%
Other	10%	10%

YEAR-TO-YEAR COMPARISONS

Average Daily Trip Spending	Jan – March 2022	Jan – March 2023
Accommodations	$64	$81
Restaurants	$68	$64
Groceries	$33	$36
Shopping	$38	$36
Entertainment	$38	$33
Transportation	$22	$27
Other	$12	$10
Total	**$275**	**$287**

Average Total Trip Spending	Jan – March 2022	Jan – March 2023
Accommodations	$698	$744
Restaurants	$741	$590
Groceries	$360	$332
Shopping	$414	$328
Entertainment	$414	$306
Transportation	$240	$247
Other	$131	$88
Total	**$2,998**	**$2,635**

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YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	Jan – March 2022	Jan – March 2023
Will return to Charlotte County	95%	94%
Satisfied or very satisfied with their stay	99%	99%
Would definitely recommend to friend	92%	82%

Methodology

Visitor Tracking Study

» **527** 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, 2023 and March 31st, 2023**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

January – March 2023

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