Punta Gorda/Englewood Beach VCB Visitor Tracking Report
January - March 2024

Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during January through March 2024. 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 those 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

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Quarterly Snapshot

The area has seen a significant rise in the number of visitors earning between $100k and $149k annually, indicating a growing appeal among the upper-middle class.

Charlotte County is emerging as a top-of-mind destination, evidenced by nearly 80% of visitors prioritize it without considering any other area.

Year-over-year, there has been a substantial 10%-point growth in utilizing the Internet for trip planning, with a 9%-point increase in visitors using Google searches compared to the same quarter last year.
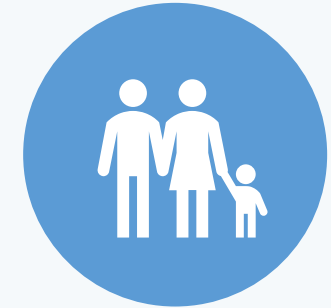
Visitors wish to see more outdoor activity options as well as more family friendly activities in Charlotte County. A much lower percentage requested more hotel/motel options, likely due to recent hotel openings.
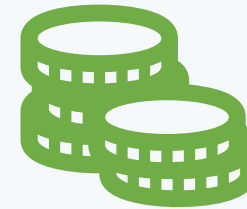
Quarterly Snapshot

Occupancy Rate
63.9%

-3.1% from 2023

Average Daily Rate
$263.13

+15.4% from 2023

Revenue Per Room
$168.02

+9.9% from 2023

Key Performance Indicators

Visitor Statistics	January – March 2023	January – March 2024	Percent Change
Visitors	221,100	222,600	+0.7%[3]
Direct Expenditures[1]	$239,961,400	$268,495,200	+11.9%
Total Economic Impact	$352,010,700	$393,868,300	+11.9%

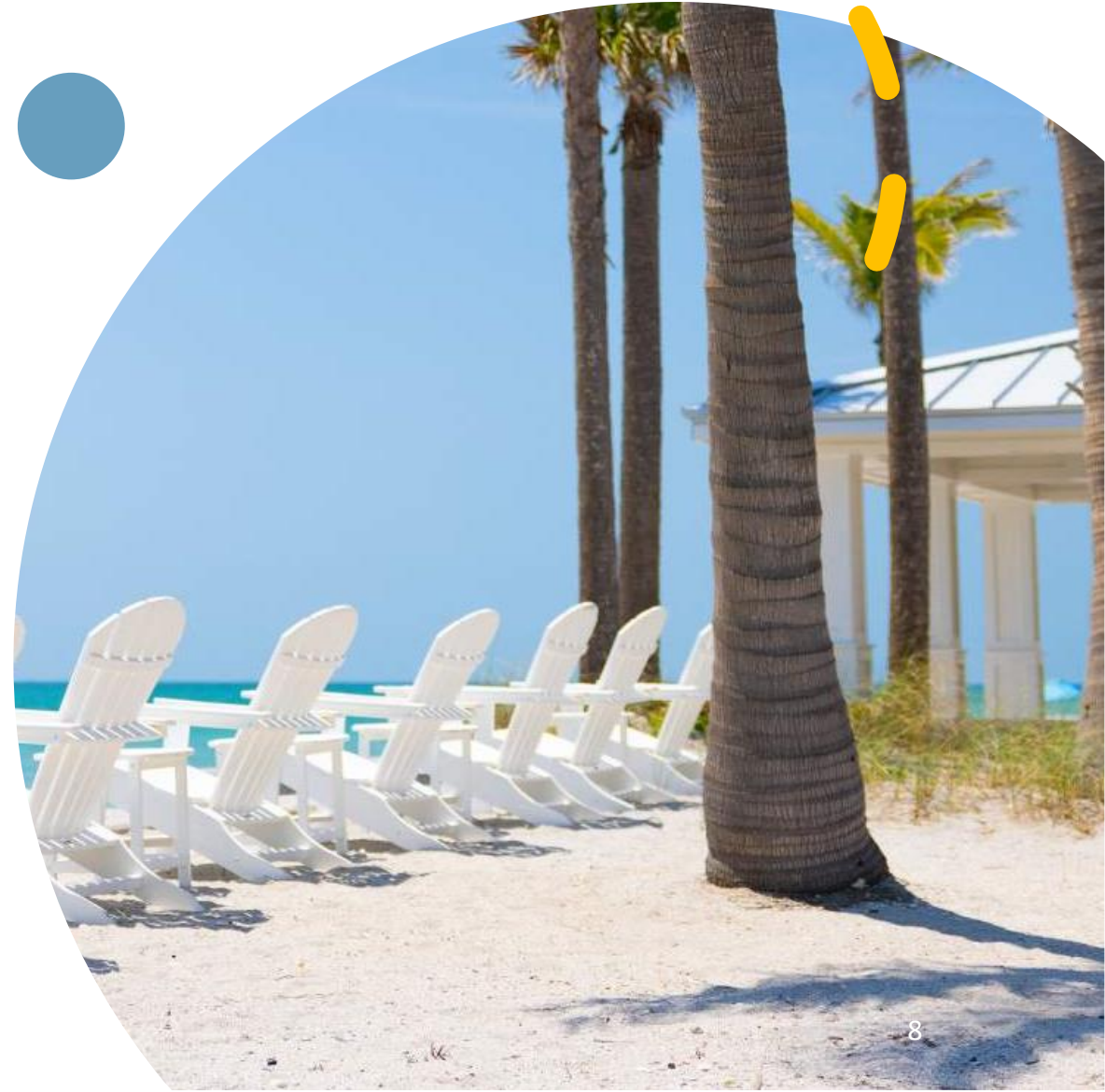| Lodging Statistics	January – March 2023	January – March 2024	Percent Change
Occupancy[2]	67.0%	63.9%	-3.1%
Room Rates[2]	$228.10	$263.13	+15.4%
RevPAR[2]	$152.83	$168.02	+9.9%
Room Nights[2]	356,400[3]	358,300	+0.5%
TDT Collections[2]	$3,000,218	$3,734,737	+24.5%

[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
[3] This data was updated

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Travel Party Spending

- Overall, visiting travel parties spent **$314** per day and **$2,893** on their trip

- Visiting travel parties staying in paid accommodations spent **$494** per day and **$5,662** 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 **81 days**

Top trip planning sources:

Internet (**53%**)

Previous visit (**50%**)

Friend, coworker, etc. (**24%**)

Punta Gorda/Englewood Beach Promotions[1]

17% of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit

53% of those who recalled advertising were influenced by it to visit the area

Top sources of recalled promotions:

Personal social media (**22%**)

Television (**18%**)

Newspaper (**18%**)

Online article (**16%**)

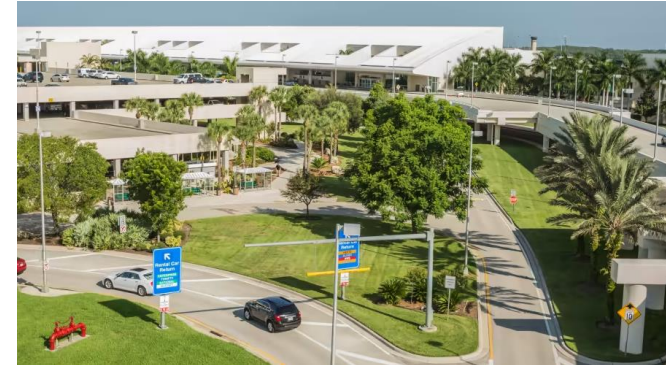[1]Multiple responses permitted
Small sample size

Transportation

57% of visitors drove to
Punta Gorda/Englewood Beach

26% of all visitors flew in via
the Punta Gorda Airport

10% of all visitors flew in via
the Southwest Florida
International Airport

Top Reasons for Visiting[1]

Vacation (**50%**)

Visit friends/relatives (**38%**)

Beach (**26%**)

[1]Multiple responses permitted

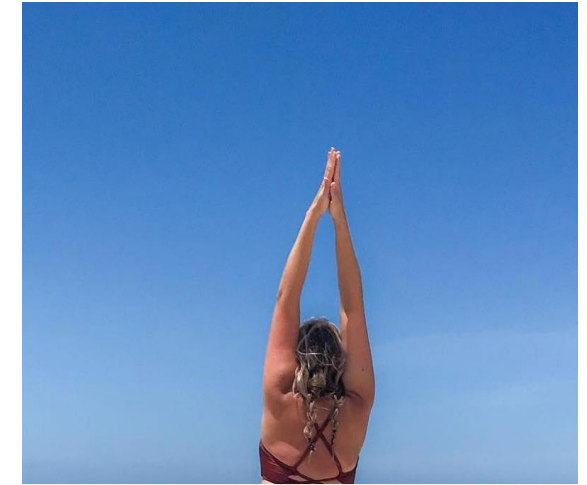# Why did you choose to come to this area over other vacation destinations?[1]

"Good location, close proximity to Naples and Tampa."

"We went to visit a friend and generally just enjoy the atmosphere."

"Good weather and beaches. Canal for fishing. Pool homes."

"We came for the warm weather; and we have some friends here."

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

Other Destinations Considered[1]

» **79%** of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
» Other destinations considered:

Ft. Myers/Cape Coral (**7%**)

Sarasota (**6%**)

Orlando (**4%**)
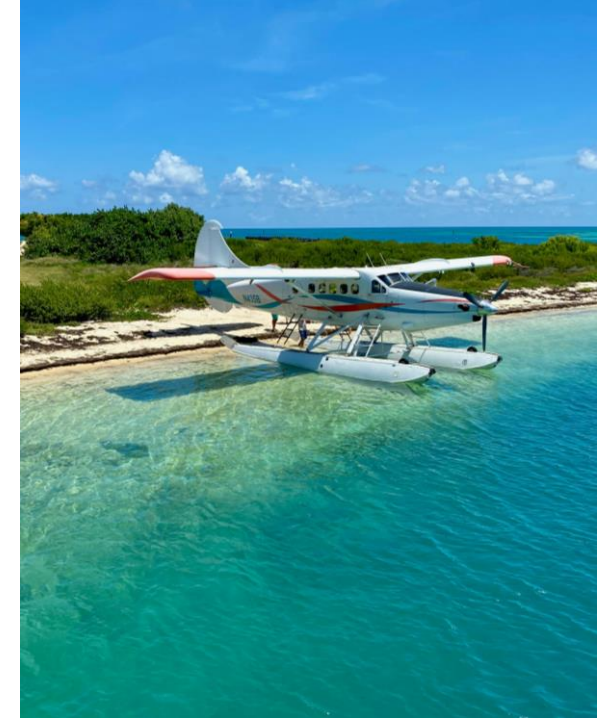
Florida Keys (**4%**)

1Multiple responses permitted.

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Visitors Guide

» **5%** of visitors requested a Visitors Guide

» The Visitors Guide received a rating of **7.3 out of 10**[1]
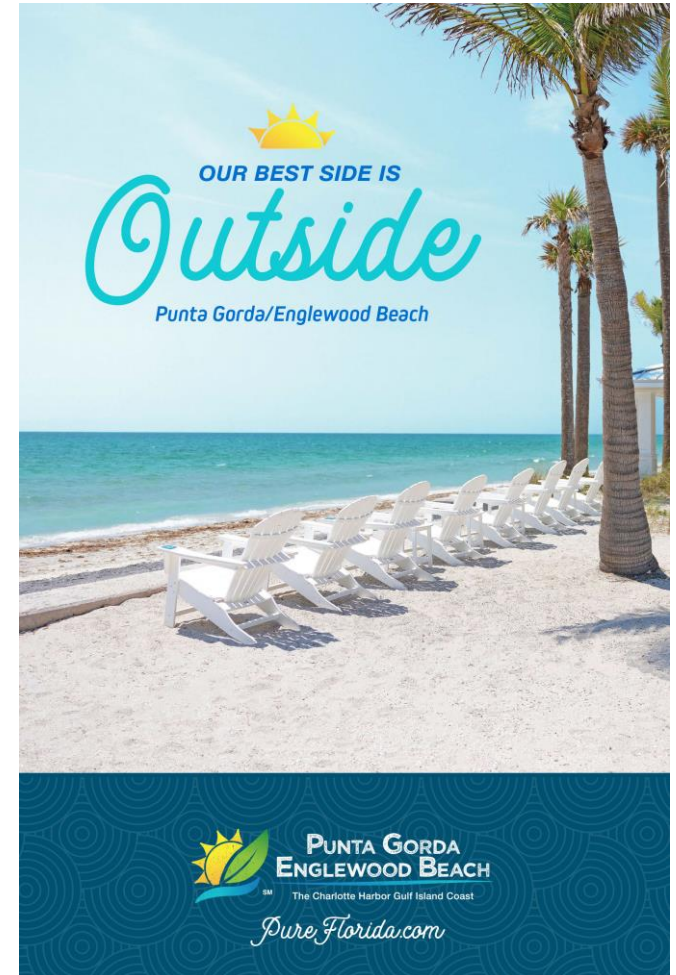
[1]Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey: Traveler Profile

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

Top Origin Regions of Visitors

» **94%** of Charlotte County visitors lived in the United States

» **6%** of visitors were from outside of the United States, mostly from Canada and the United Kingdom

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

🌐 **6% International**

2%

41%

22%

11%

18%

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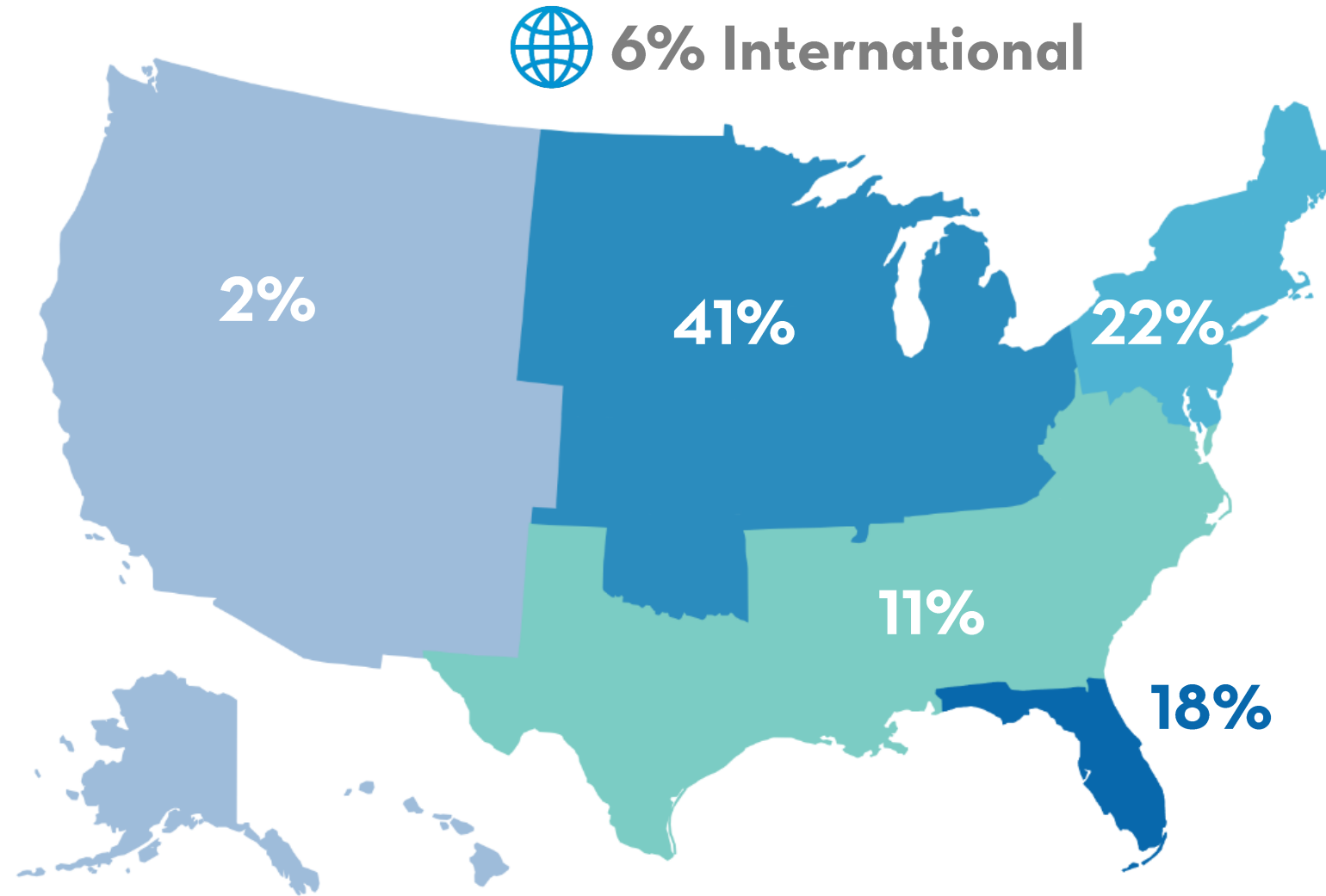
Top Origin States of Visitors
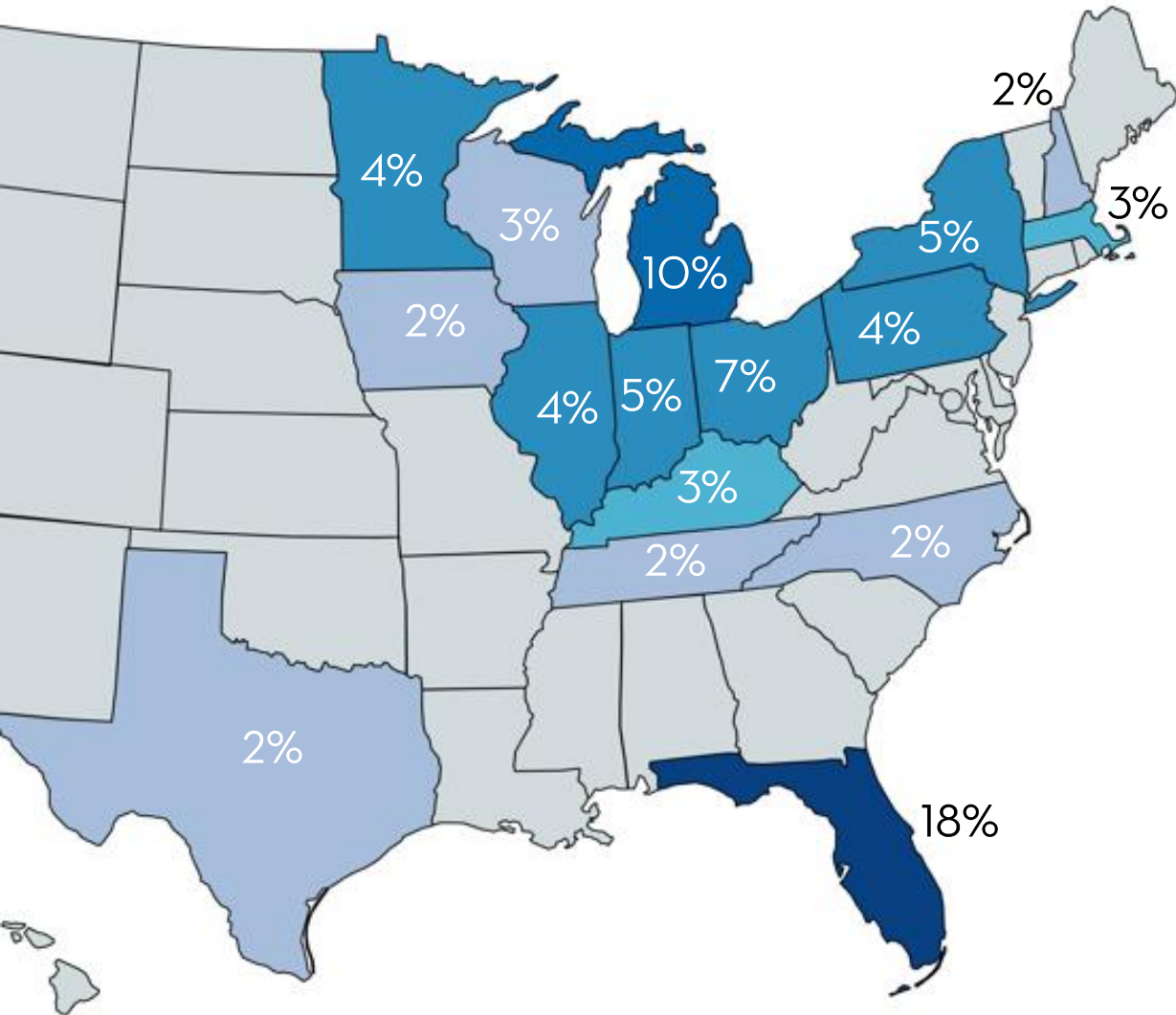
76% of visitors traveled to Charlotte County from 16 states

18% Florida

10% Michigan

7% Ohio

5% Indiana

5% New York

4% Illinois

4% Minnesota

4% Pennsylvania

3% Kentucky

3% Massachusetts

3% Wisconsin

2% Iowa

2% New Hampshire

2% North Carolina

2% Tennessee

2% Texas

Map labels:
4% · 3% · 2% · 10% · 5% · 2% · 3% · 4% · 5% · 4% · 7% · 3% · 2% · 2% · 2% · 18%

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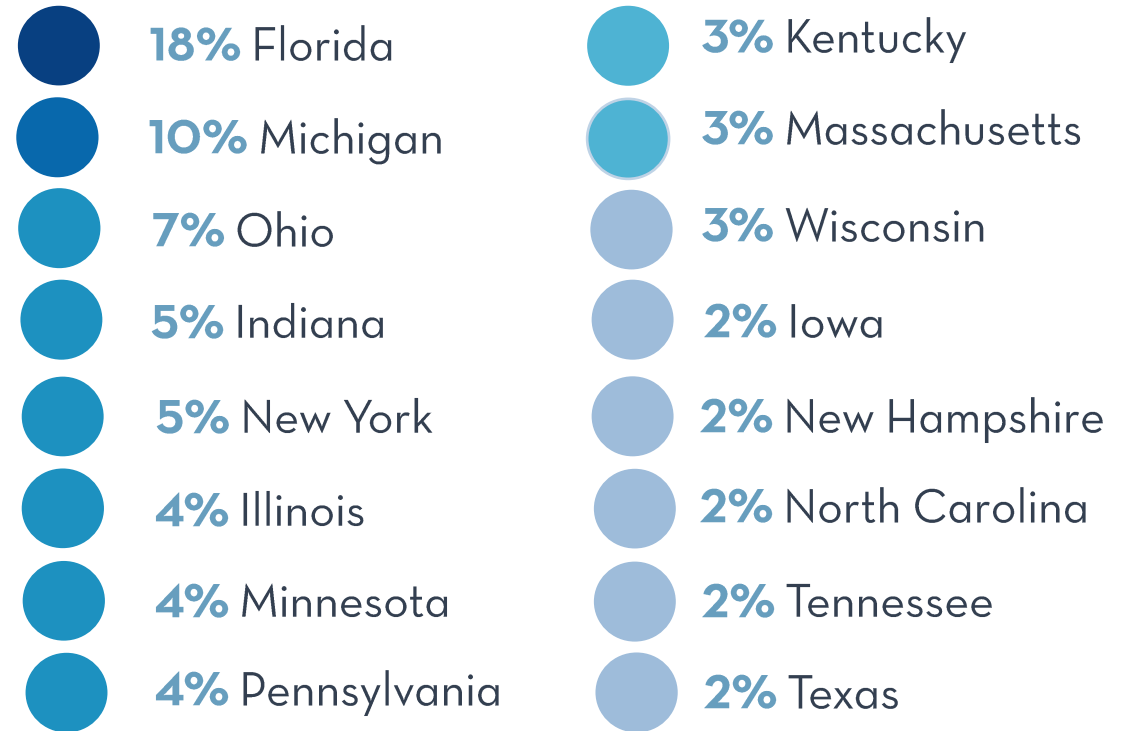
Top Origin Markets of Visitors

17% of visitors come from 4 markets

5%

Sarasota

4%

Boston

4%

Fort Myers-Naples

4%

Minneapolis-Saint Paul

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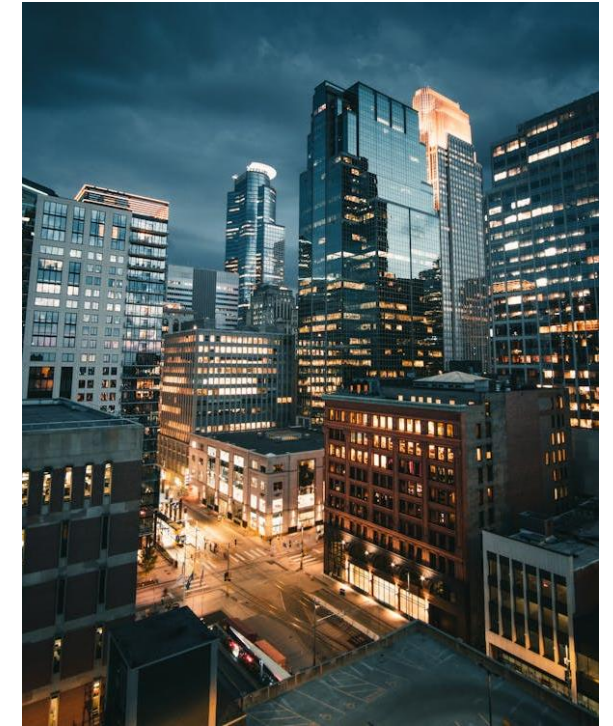
Travel Party Size and Composition

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

» **26%** traveled with at least one person under the age of 21

» **Nearly half** of visitors traveled as a couple

Length of Stay – All Visitors[1]

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

[1]Nights stayed capped at 30 nights.
Nights stayed includes day trippers.

Typical Punta Gorda/Englewood Beach Visitor

» **16%** were first time visitors

» **25%** had visited more than 10 times

Typical Punta Gorda/Englewood Beach Visitor

» The typical visitor:

  » Was **54** years old

  » **White/Caucasian** (94%)

  » Had a median household income of **$110,600**

Visitor Journey: Trip Experience

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

Top Visitor Accommodations

28% Family/friend's residence

19% Hotel/motel/resort

19% Day Tripper

16% Personal second home, condo, timeshare

15% Vacation rentals (Airbnb, Vrbo, etc.)

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Top Activities During Visit[1]

Restaurants (**62%**)

Visit friends/relatives (**50%**)

Beach (**50%**)

Shopping (**39%**)

Nature-related (**29%**)

[1]Multiple responses permitted

Reason for Visit vs. Visitor Activities

Reason for visit[1]

Visitor activities[1]

Key Reasons for Visiting

Reason for visit	Activity	Visitor activities
38%	Visiting friends/relatives	50%
26%	Beach	50%

Trip Enhancements

Reason for visit	Activity	Visitor activities
9%	Business conference or meeting	8%
6%	Shopping	39%
5%	Nature, environment, bird watching, etc.	29%
2%	Special event	5%
3%	Biking, hiking, running, etc.	19%
3%	Water Sports	8%
3%	Golfing, tennis, etc.	12%
3%	Attractions	8%
3%	Attend or participate in a sporting event	3%
2%	Fishing, hunting, etc.	9%
1%	Looking for a 2nd home	5%
1%	Culture	3%
<1%	Museums, history, etc.	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

Top Requested Amenities[1]

28% More outdoor activities

26% More family friendly activities

18% More transportation options

[1]Multiple responses permitted

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Visitor Satisfaction

» **97%** of visitors would recommend Punta Gorda/Englewood Beach (**79%** would definitely recommend)

» **94%** plan on returning (**83%** will definitely return)

» **98%** were satisfied or very satisfied with their stay (**84%** were very satisfied)

Perceptions of Punta Gorda/Englewood Beach[1]

Good facilities:
"Friendly. Lots of arts and restaurants. Great weather. Beaches are roomy. Facilities are good."

Friendly small town:
"Tropical. Easy travel. Small town feel. Friendly."

Perfect as is:
"Nice size. Quiet. Wouldn't change anything. Price reasonable."

[1]Coded open-ended responses.

Detailed Findings

Visitor Journey: Impact of Tourism

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

Visitor Spending by Visitor Type

» Total spending for the quarter across all visitors was **$267,291,000**

» While the number of visitors staying in paid accommodations was only **0.8 times** the number of visitors in non-paid accommodations, those staying in paid accommodations spent **1.4 times** more

	Paid Accommodations	Non-paid Accommodations	Day Trippers	**Total**
Visitors	*80,100*	*100,400*	*42,100*	***222,600***
Spending	*$156,209,800*	*$108,678,900*	*$2,402,300*	***$268,495,200***

Daily Travel Party Spending

	Paid Accommodations	Non-Paid Accommodations	Day Trippers	All Visitors
Accommodations	$263	$0	$0	$95
Restaurants	$84	$78	$68	$78
Groceries	$40	$43	$13	$36
Shopping	$31	$41	$29	$35
Entertainment	$36	$42	$23	$36
Transportation	$31	$26	$18	$26
Other	$9	$9	$2	$8
Total	**$494**	**$239**	**$153**	**$314**

Total Travel Party Spending

	Paid Accommodations	Non-Paid Accommodations	Day Trippers	All Visitors
Accommodations	$3,015	$0	$0	$871
Restaurants	$958	$848	$68	$718
Groceries	$459	$464	$13	$333
Shopping	$354	$447	$29	$323
Entertainment	$412	$461	$23	$336
Transportation	$358	$281	$18	$242
Other	$106	$93	$2	$70
Total	**$5,662**	**$2,594**	**$153**	**$2,893**

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)

» **Over 2 in 5** visitors planned their trips at least 3 months in advance

» Average trip planning cycle was **81 days,** compared to 80 days in 2023

A week or two	16%
A month or so	19%
2 months	22%
3 months	13%
4 to 5 months	9%
6 months or longer	21%
Not sure	<1%
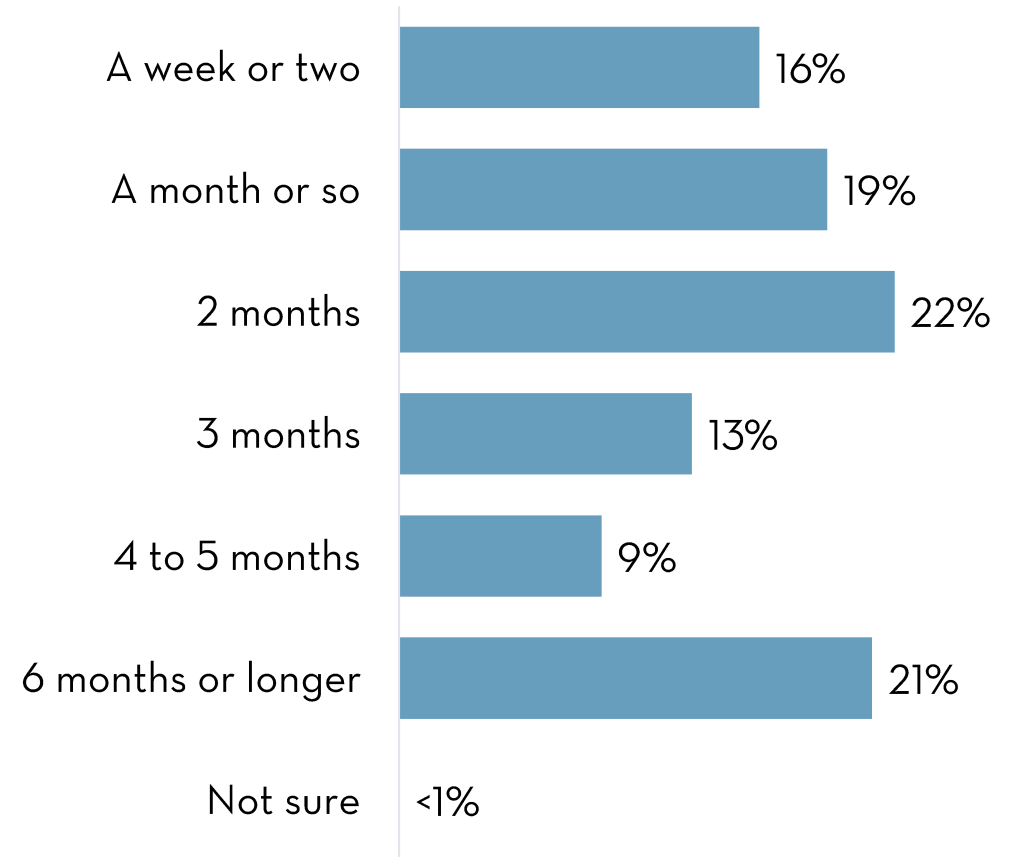
Trip Planning Sources

» **Half** of visitors planned their trips based on **previous visits**

» **Over half** of visitors used the **Internet** to plan their trip. **Google** was the top site used

» **Nearly 1 in 4** asked their friends, family and coworkers to help plan their trip

Trip Planning Source[1]	
Internet[1]	53%
Google Search	33%
Airline websites/apps	18%
Rental car websites/apps	15%
Previous Visit	50%
Friend, co-worker, etc.	24%
Newspapers	4%
Brochures/travel guides/visitor guides	4%
Television	2%
Magazines	2%
Special Events	2%
Business/conference/meeting information	2%
PureFlorida Website	2%
Travel agent	1%
Radio	1%
AAA	1%
Convention and Visitors Bureau	1%
Other	2%
None/don't know	6%

[1]Multiple responses permitted.

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Accessing PureFlorida.com Website for Info

» **1 in 20** visitors have accessed PureFlorida.com, a Punta Gorda/Englewood Beach/Port Charlotte area website, for information

1%   5%

94%

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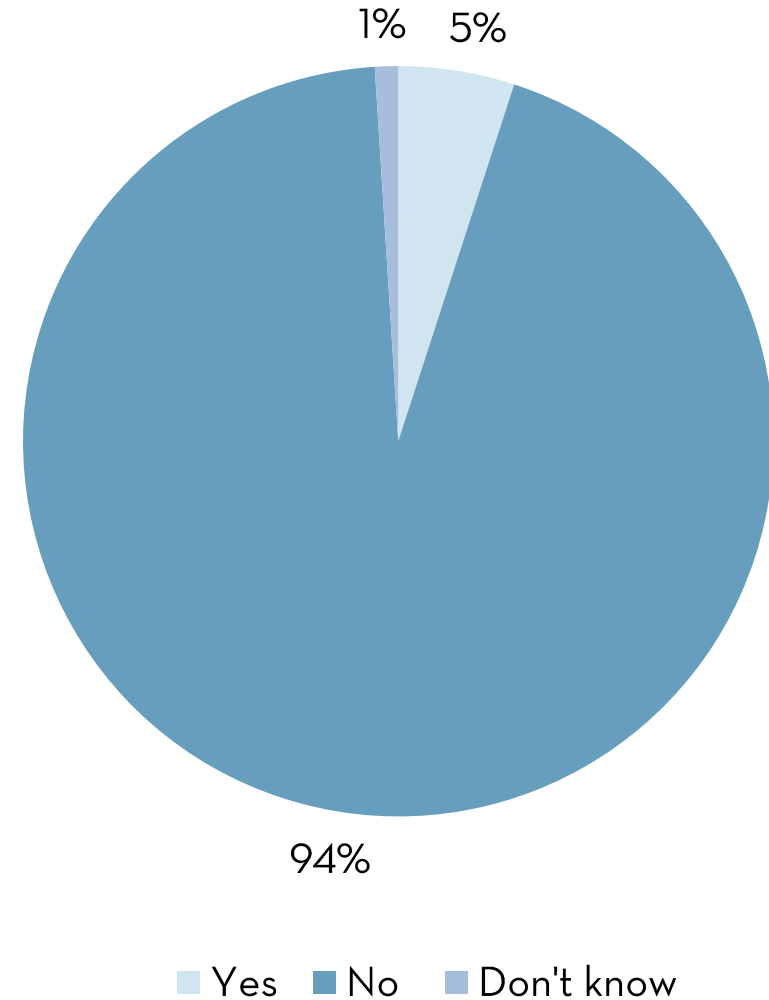
Punta Gorda/Englewood Beach Promotions[1]

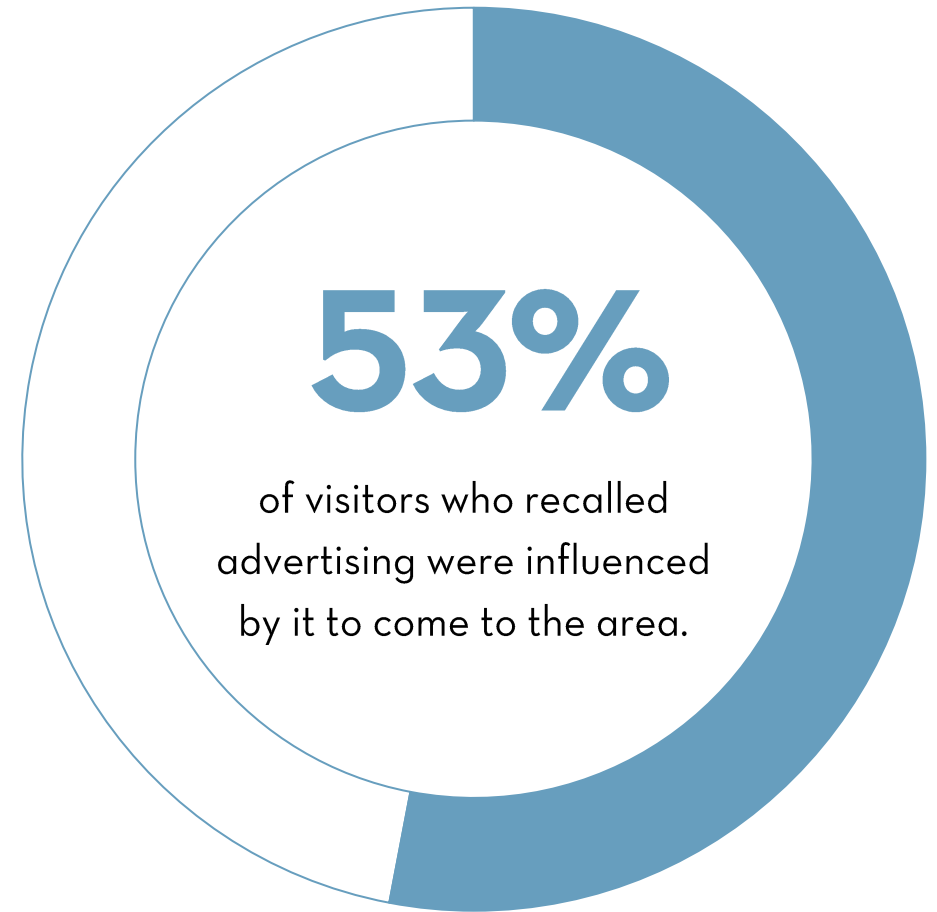» **17%** of visitors recalled promotions or travel stories about the area from the following sources:

Base = 17% who recalled promotions

Source	Percentage
Personal social media	22%
Television	18%
Newspaper	18%
Online article	16%
Destination social media	10%
Travel/visitor guide	9%
Ad on a website	9%
Travel reviews/blogs	8%
Billboard	7%
Brochure	7%
Magazine ad	6%
Radio	5%
Magazine article	5%
Weather app	3%
Vacation rental agency	3%
Streaming services	2%
PureFlorida.com	2%
Deal based promotion	2%
AAA	2%
Waypoint TV	<1%
CharlotteHarborTravel.com	<1%
Other	2%

53% of visitors who recalled advertising were influenced by it to come to the area.

[1]Multiple responses permitted.

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Charlotte County Promotion Influences

» Recall of promotions was highest among day trippers

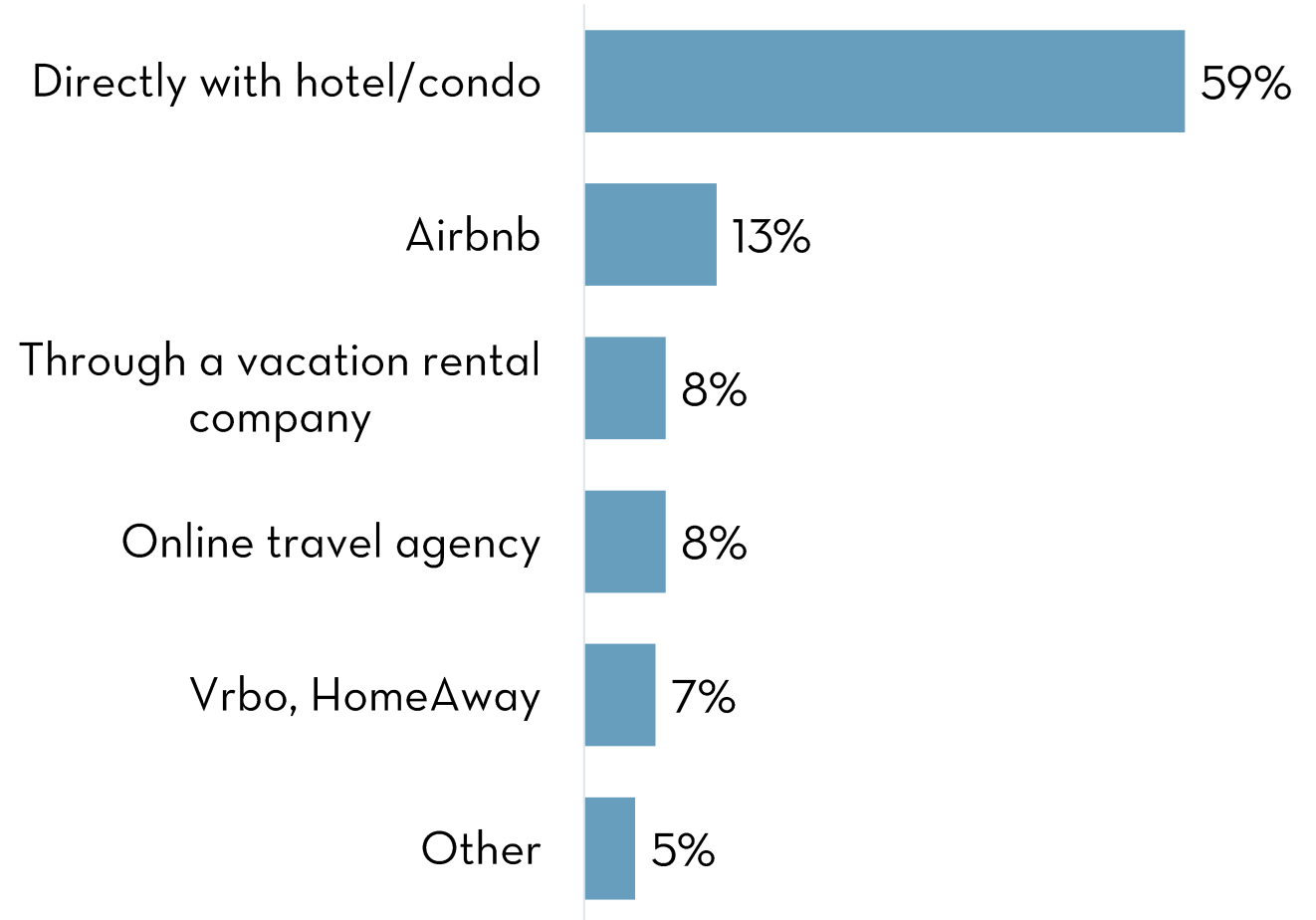| Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	18%	17%	12%	17%
No	78%	78%	82%	78%
Don't know	4%	5%	6%	5%

» Visitors staying in paid accommodations were the most influenced by advertising

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	74%[1]	39%[1]	51%[1]	53%[1]
No	26%	60%	49%	46%
Don't know	0%	1%	0%	1%

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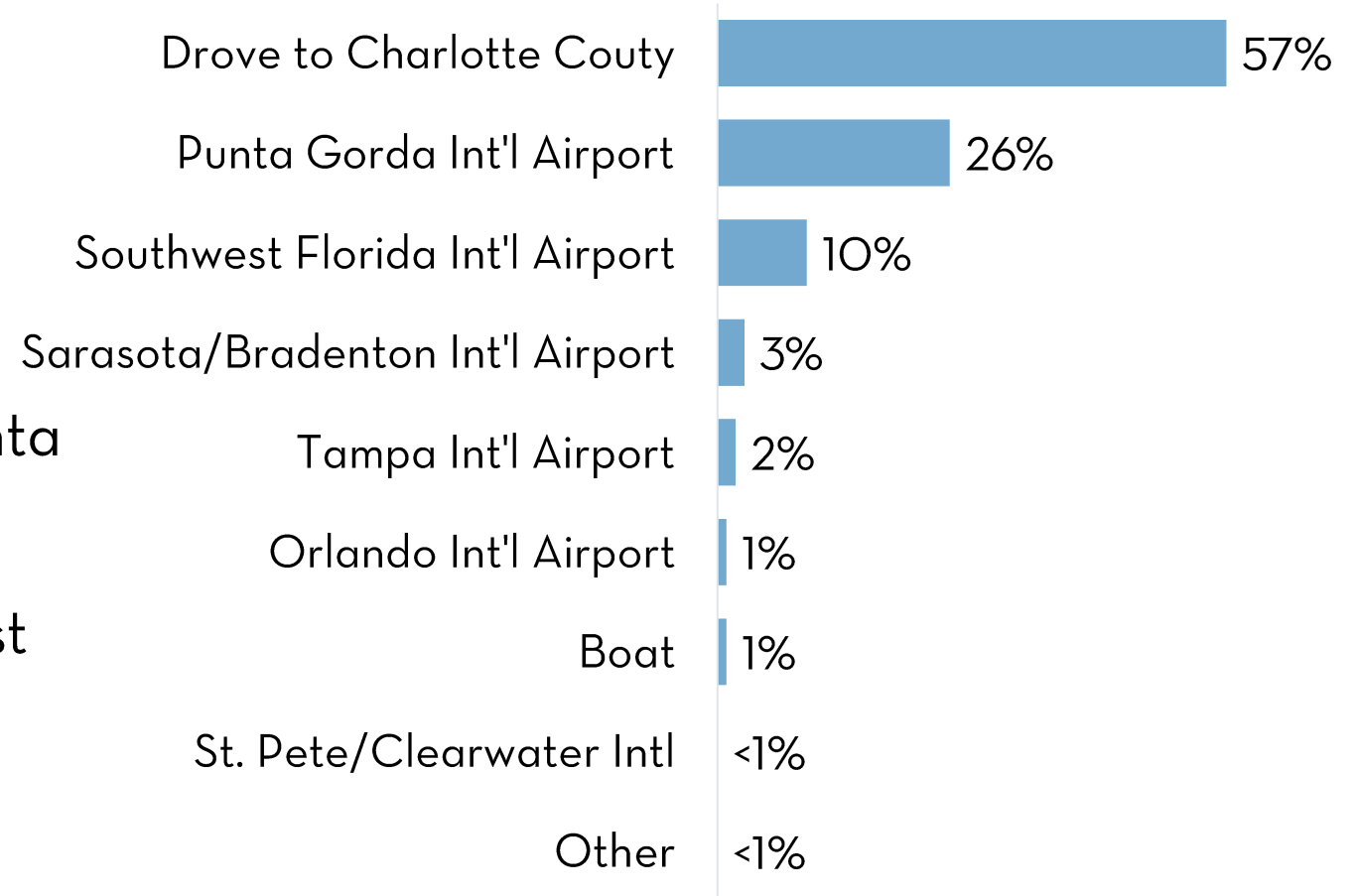
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Paid Accommodation Booking[1]

» **Nearly 3 in 5** of visitors who stayed in paid accommodations booked directly with their hotel/condo

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

Directly with hotel/condo — 59%

Airbnb — 13%

Through a vacation rental company — 8%

Online travel agency — 8%

Vrbo, HomeAway — 7%

Other — 5%

[1] Visitors staying in paid accommodations.

Visitor Transportation

» **Nearly 3 in 5** visitors **drove** to Charlotte County

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

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

Mode	Percentage
Drove to Charlotte Couty	57%
Punta Gorda Int'l Airport	26%
Southwest Florida Int'l Airport	10%
Sarasota/Bradenton Int'l Airport	3%
Tampa Int'l Airport	2%
Orlando Int'l Airport	1%
Boat	1%
St. Pete/Clearwater Intl	<1%
Other	<1%

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Reasons for Visiting[1]

People come to Charlotte County mainly for vacations, visiting friends or relatives, and going to the beach.

Reason	Percentage
Vacation	50%
Visiting friends/relatives	38%
Beach	26%
Business	9%
Shopping	6%
Nature, environment, bird watching, etc.	5%
Special occasion	3%
Attractions	3%
Attend or participate in a sporting event	3%
Water Sports	3%
Golfing, tennis, etc.	3%
Biking, hiking, running, etc.	3%
Special event	2%
Fishing, hunting, etc.	2%
Looking for a 2nd home	1%
Spring training	1%
Culture	1%
Museums, history, etc.	<1%
Other	7%
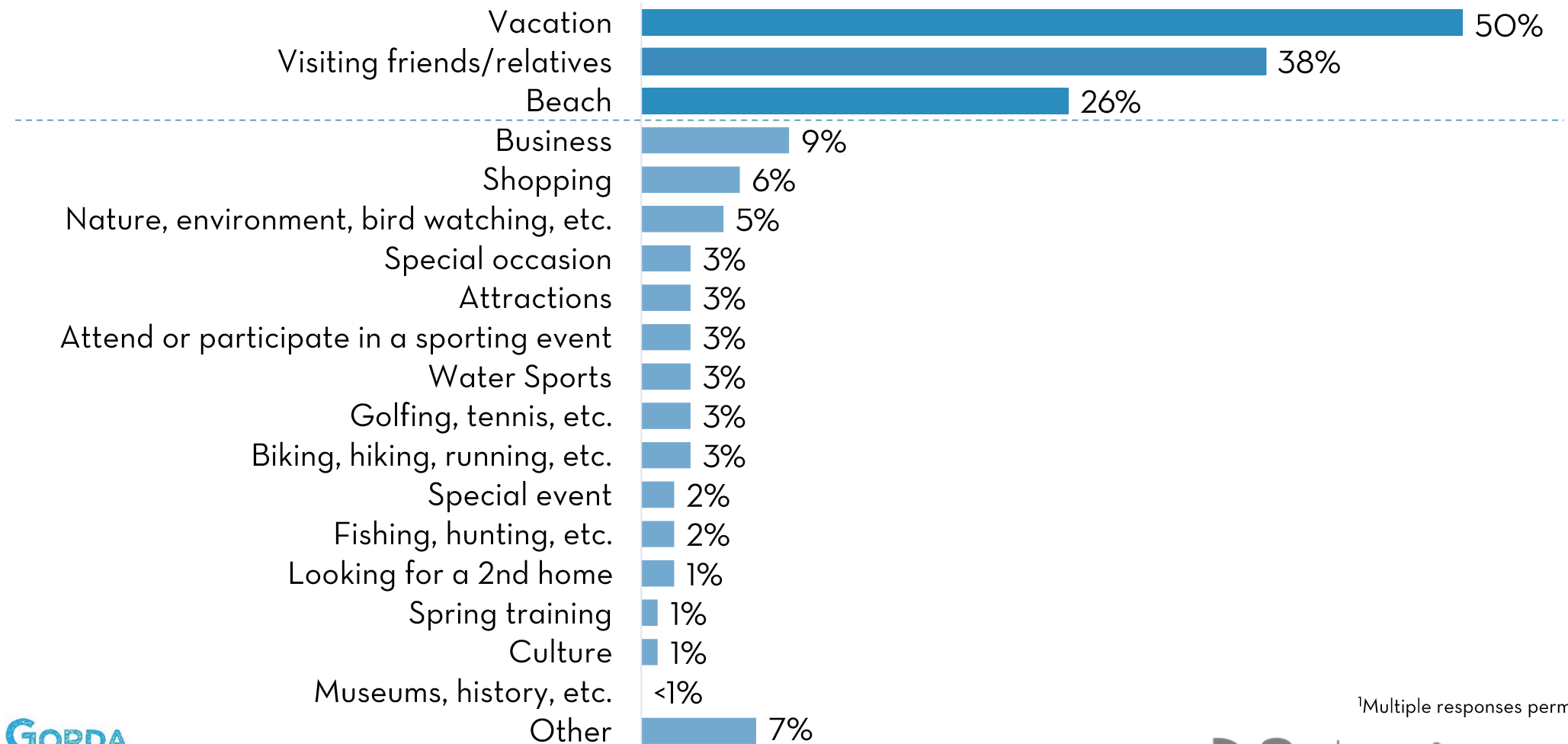
Vacation replacement[1]

» **5%** of visitors came to the Punta Gorda/Englewood Beach area rather than a previously planned destination
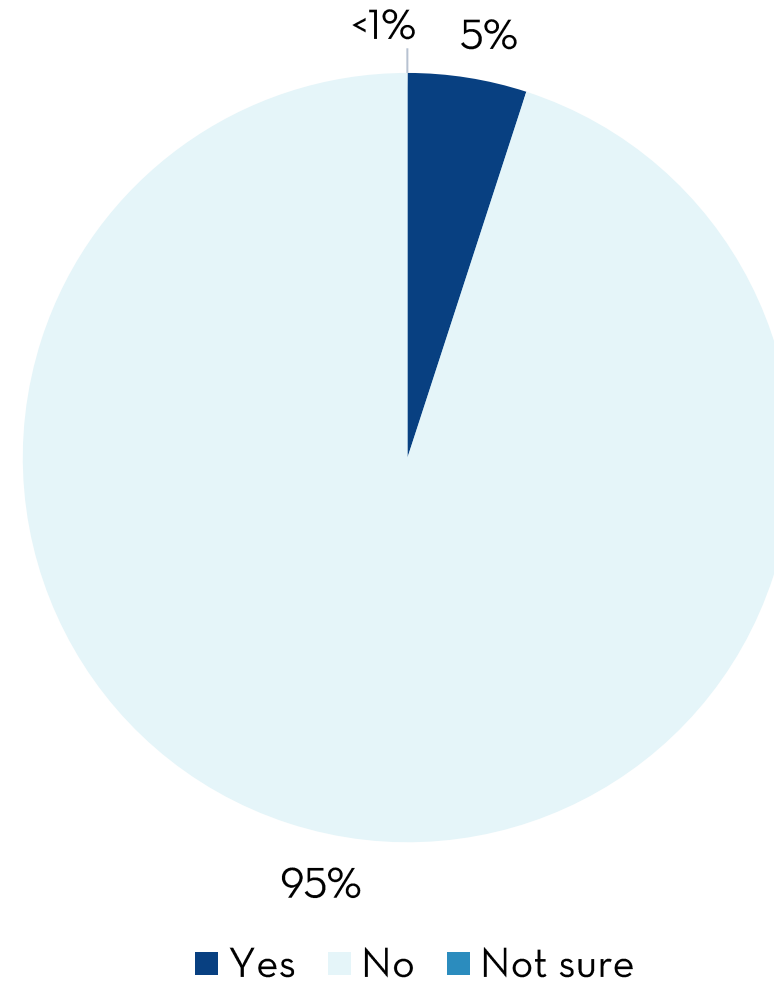
<1%   5%

95%

■ Yes   ■ No   ■ Not sure

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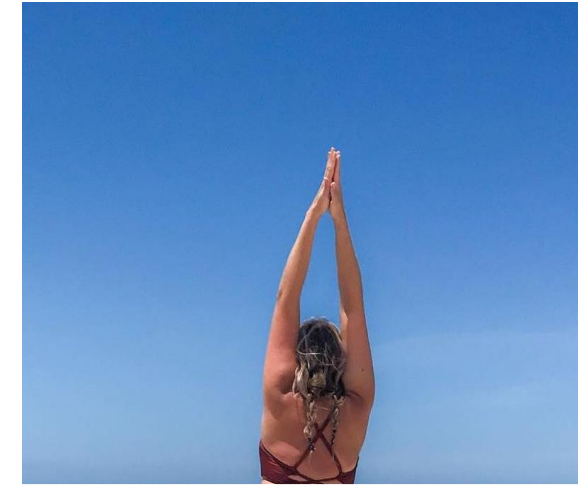
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"Good location, close proximity to Naples and Tampa."

"We went to visit a friend and generally just enjoy the atmosphere."

"Good weather and beaches. Canal for fishing. Pool homes."

"We came for the warm weather; and we have some friends here."

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

Other Destinations Considered[1]

» **About 4 in 5** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip

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

Destination	%
Did not consider another area	79%
Ft. Myers/Cape Coral	7%
Sarasota	6%
Orlando	4%
Florida Keys	4%
Tampa	3%
Naples	3%
St. Petersburg/Clearwater	2%
Daytona Beach	1%
Miami	1%
West Palm Beach/Ft. Lauderdale	1%
Cocoa Beach/Melbourne	1%
Jacksonville/St. Augustine	<1%
Other	2%
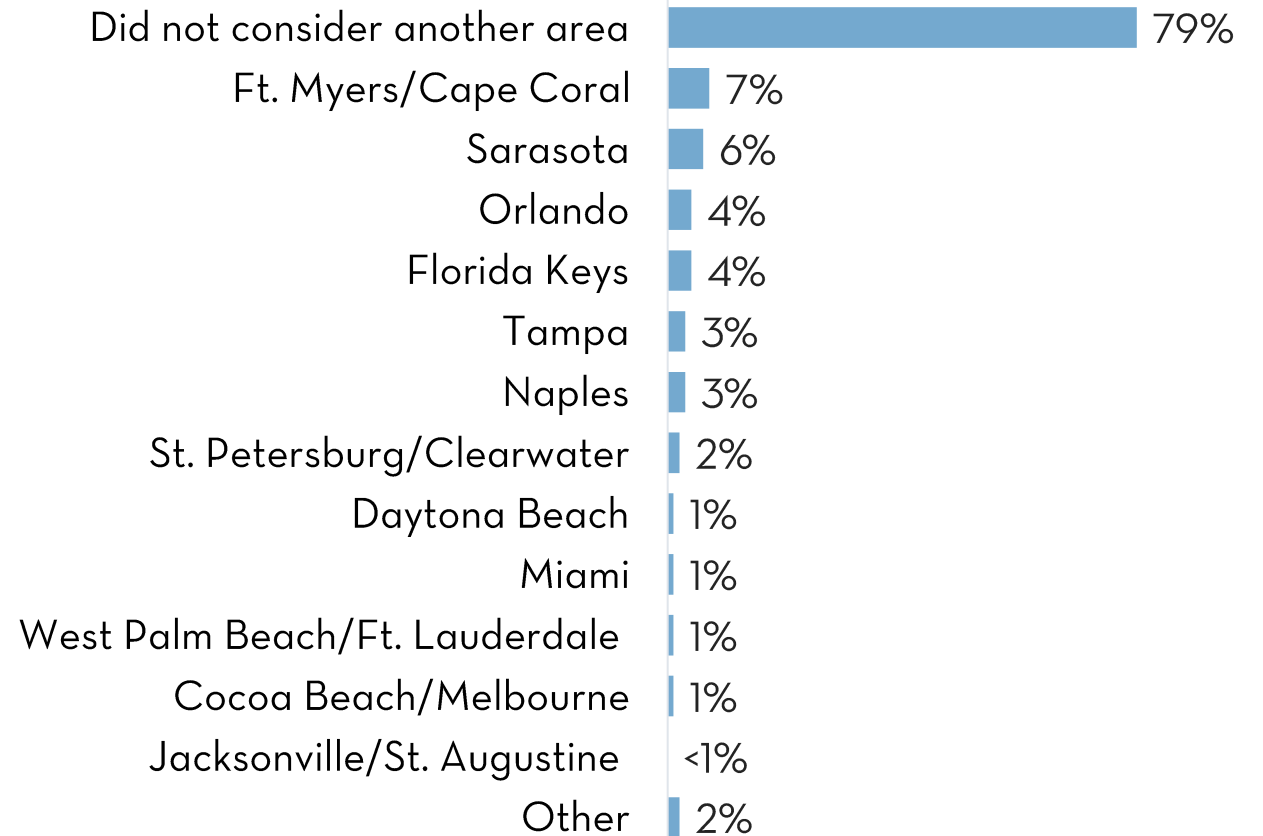
Visitors Guide[1]

» **5%** of visitors requested a Visitors Guide before their trip

   » **4%** requested a print version

   » **1%** requested an online version

   » The Visitors Guide received a rating of **7.3 out of 10**[1]
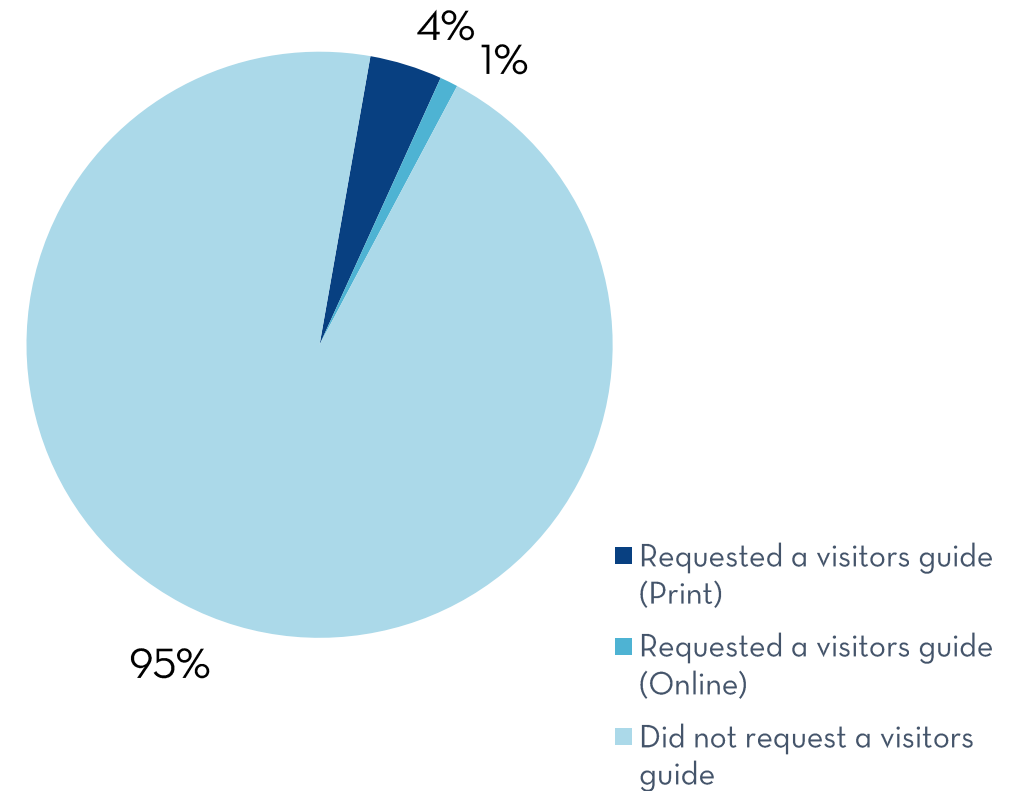
4% 1%

95%

- Requested a visitors guide (Print)
- Requested a visitors guide (Online)
- Did not request a visitors guide

[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	41%
Northeast	22%
Florida	18%
Southeast	11%
Canada	4%
West	2%
United Kingdom	1%
Other Int'l	1%

94% of visitors came from the US

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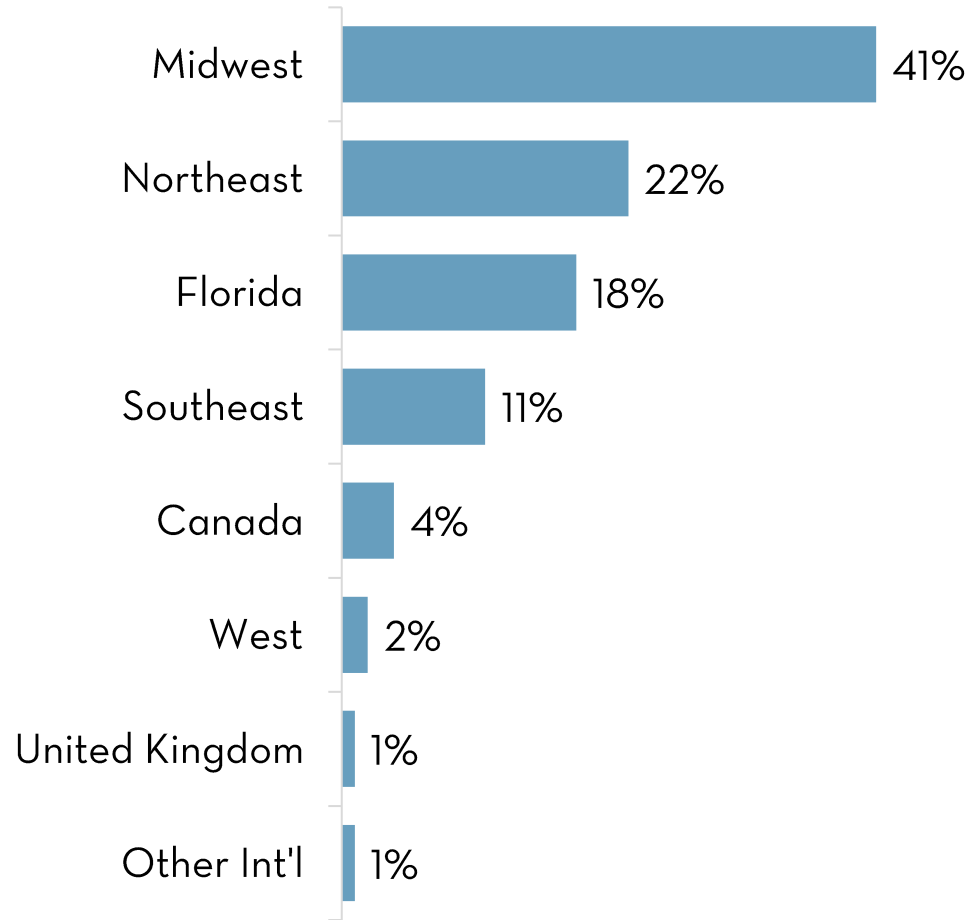
Origin of Visitors – By State/Country

State	Percentage of Visitors
Florida	18%
Michigan	10%
Ohio	7%
Indiana	5%
New York	5%
Illinois	4%
Minnesota	4%
Pennsylvania	4%
Kentucky	3%
Massachusetts	3%
Wisconsin	3%
Iowa	2%
New Hampshire	2%
North Carolina	2%
Tennessee	2%
Texas	2%

76% of visitors came from 16 U.S. States
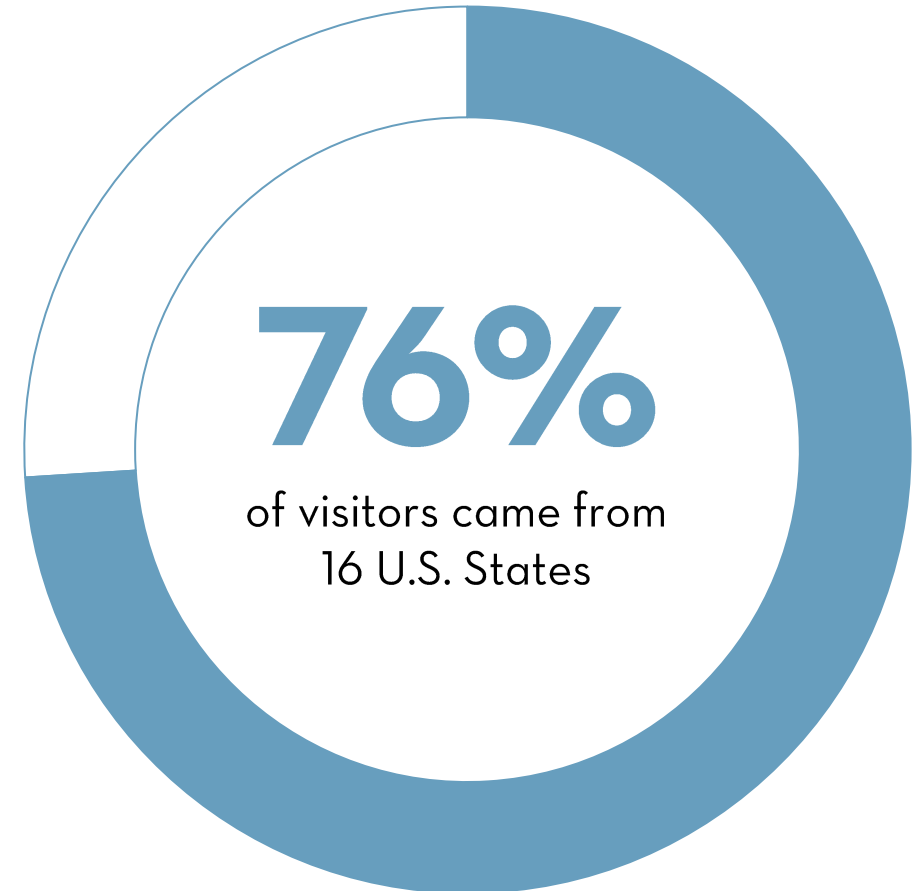
Origin of Visitors – By Market

Market	% of All Visitors
Sarasota	5%
Boston	4%
Fort Myers-Naples	4%
Minneapolis-Saint Paul	4%
Chicago	3%
Detroit	3%
Grand Rapids-Kalamazoo-Battle Creek	3%
New York[1]	3%
Cincinnati	2%
Cleveland-Akron	2%
Indianapolis	2%
Orlando-Daytona Beach-Melbourne	2%
Philadelphia	2%
Tampa-St Petersburg	2%

Market	% of Overnight Visitors
Boston	5%
Minneapolis-Saint Paul	5%
Grand Rapids-Kalamazoo-Battle Creek	3%
Cleveland-Akron	3%
Philadelphia	3%
Detroit	3%
Chicago	3%
Indianapolis	2%
Orlando-Daytona Beach-Melbourne	2%
Buffalo	2%
Tampa-St Petersburg	2%
Traverse City-Cadillac	2%
New York	2%
Lexington	2%
Nashville	2%

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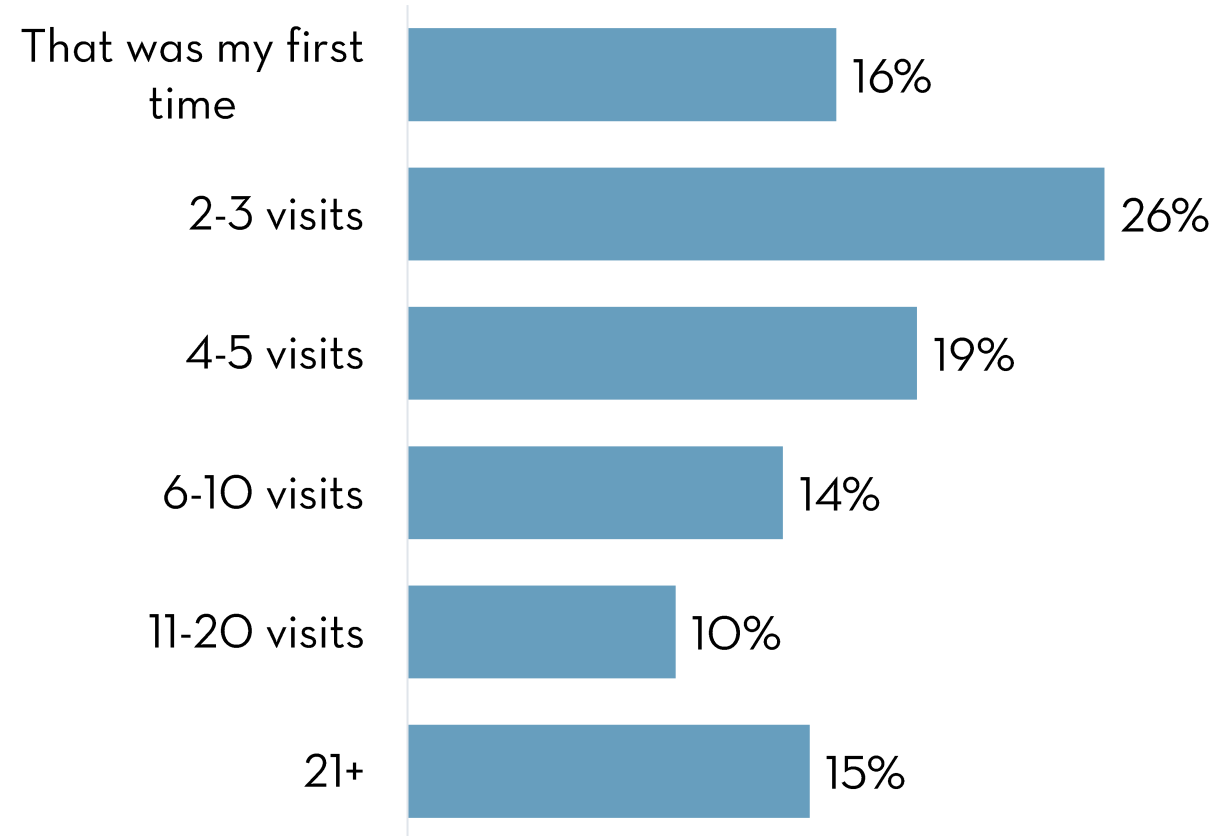
Travel Parties

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

» **26%** traveled with at least one person under the age of 21

» **Nearly half** traveled as a couple

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

As a couple 45%
As a family 23%
By yourself 22%
With a group/tour 7%
With a group of couples 2%
With business associates <1%
Other 1%
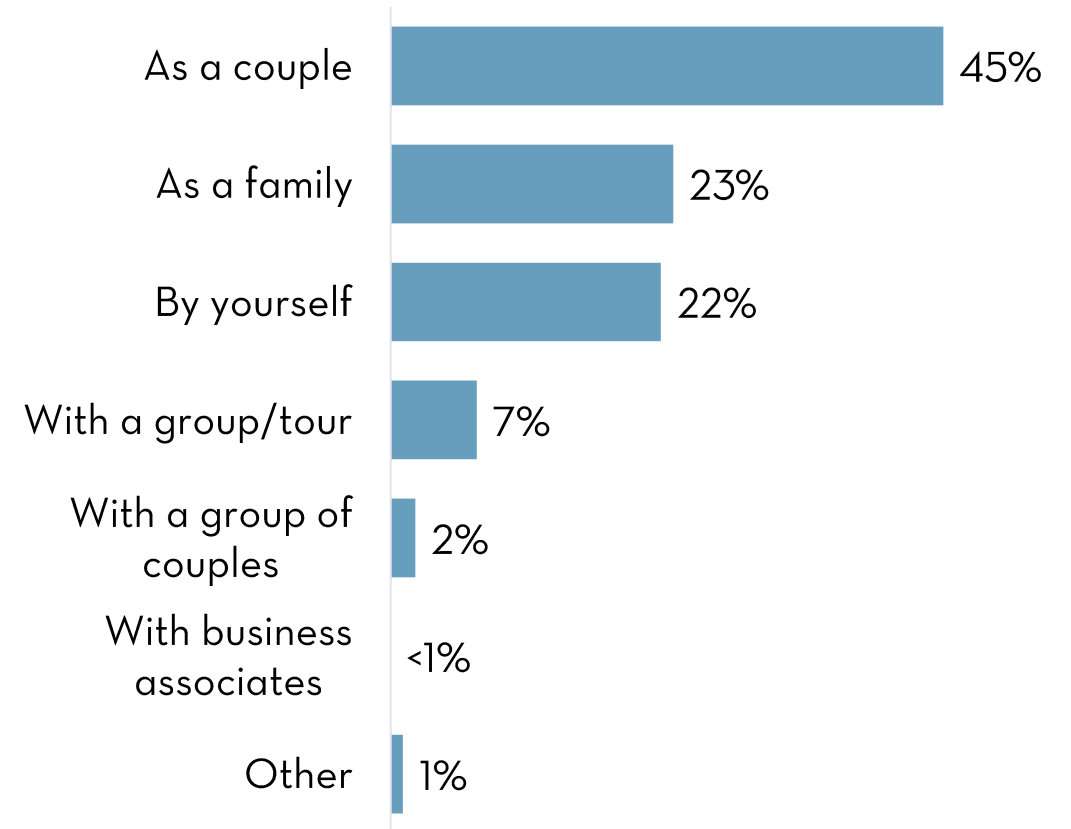
Typical Punta Gorda/Englewood Beach Visitor

» Typical visitors spent **9.2** nights in Punta Gorda/Englewood Beach

  » When including long term visitors[1], average nights stayed is **18.4**

» **1 in 6** were first time visitors

» **1 in 4** visited more than 10 times

That was my first time — 16%

2-3 visits — 26%

4-5 visits — 19%

6-10 visits — 14%

11-20 visits — 10%

21+ — 15%

[1]Visitors who stayed longer than 1 month

Punta Gorda/Englewood Length of Stay

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
Length of Stay[1]	*11.5*	*10.9*	*1.0*	**9.2**
Travel Party Size	*2.6*	*2.4*	*2.7*	**2.5**

[1]Visitors' lengths of stay capped at 30 nights.

Age

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

Age	%
18 to 24	4%
25 to 34	15%
35 to 49	23%
50 to 65	33%
65+	25%
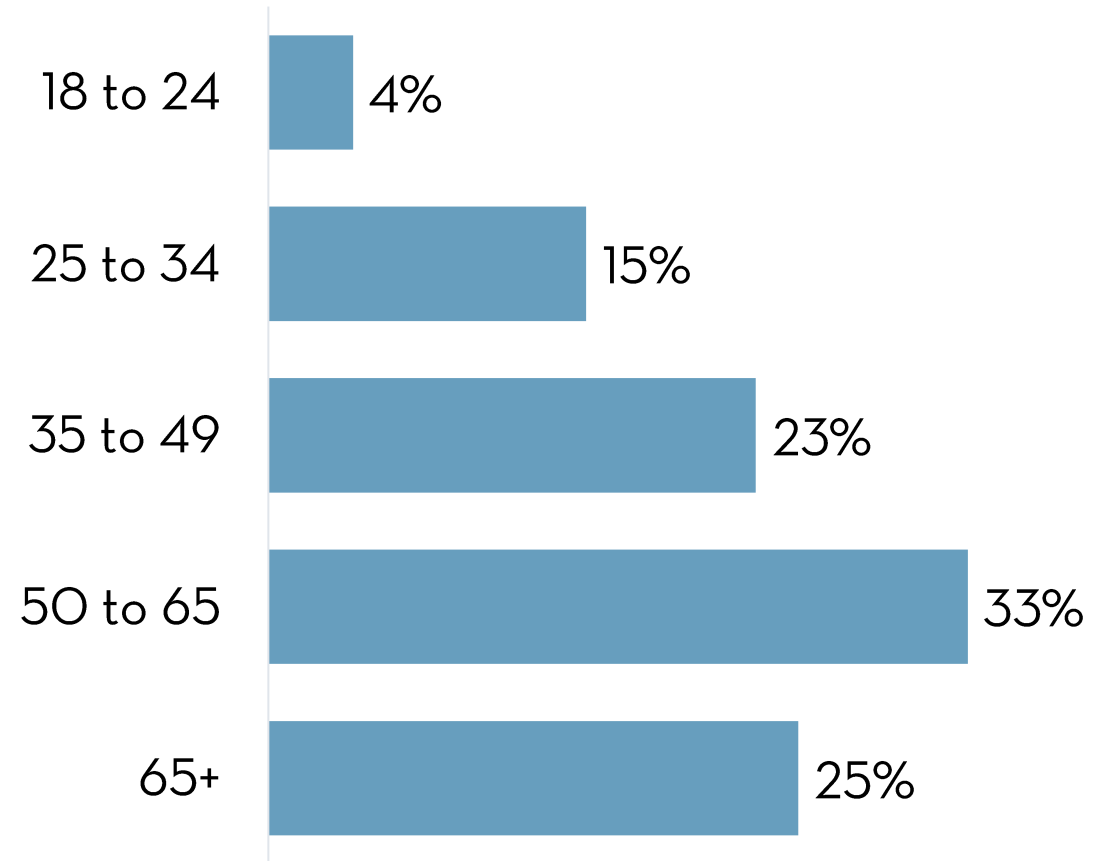
Household Income

Median Household Income

» **$110,600** is the median household income for January – March visitors

» **Over 1 in 3** visitors had a household income in excess of $125,000

Income	Percent
Less than $50,000	8%
$50,000-$74,999	14%
$75,000-$99,999	17%
$100,000-$124,999	26%
$125,000-$149,999	17%
$150,000-$199,999	9%
$200,000-$249,999	4%
$250,000 and over	5%

Race/Ethnicity

Caucasian 94%

African-American 3%

Hispanic 2%

Asian 1%

Gender[1]

56%   44%

- Male
- Female
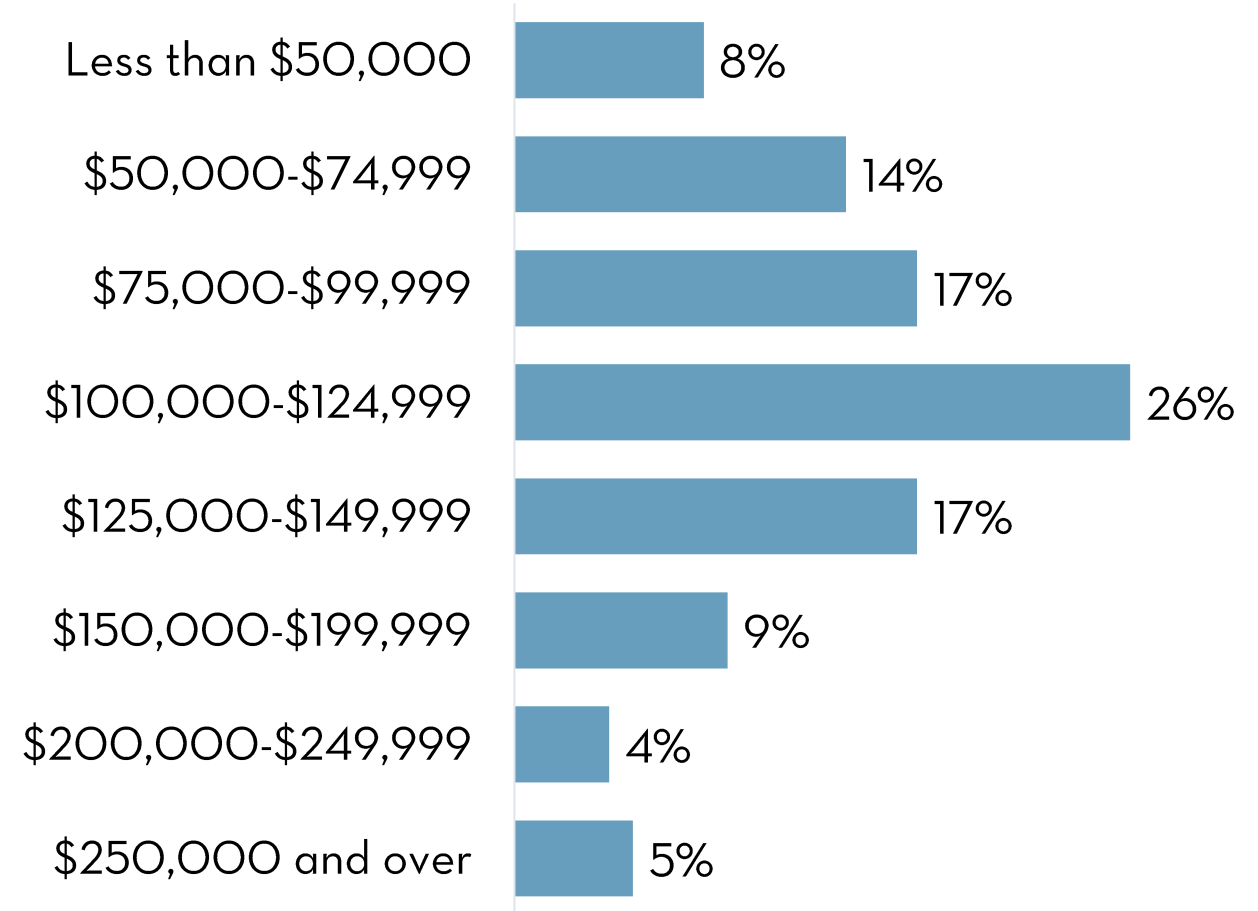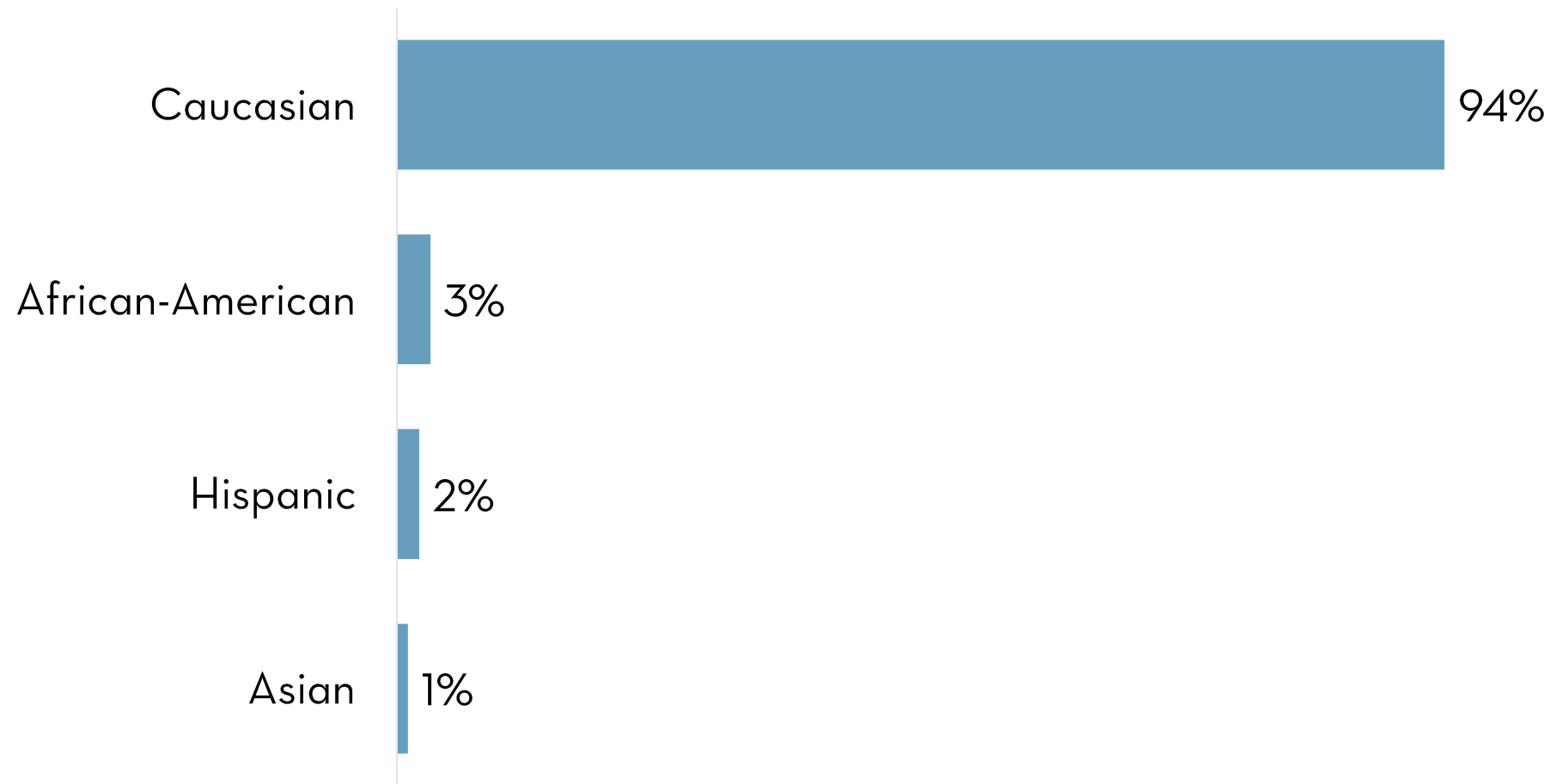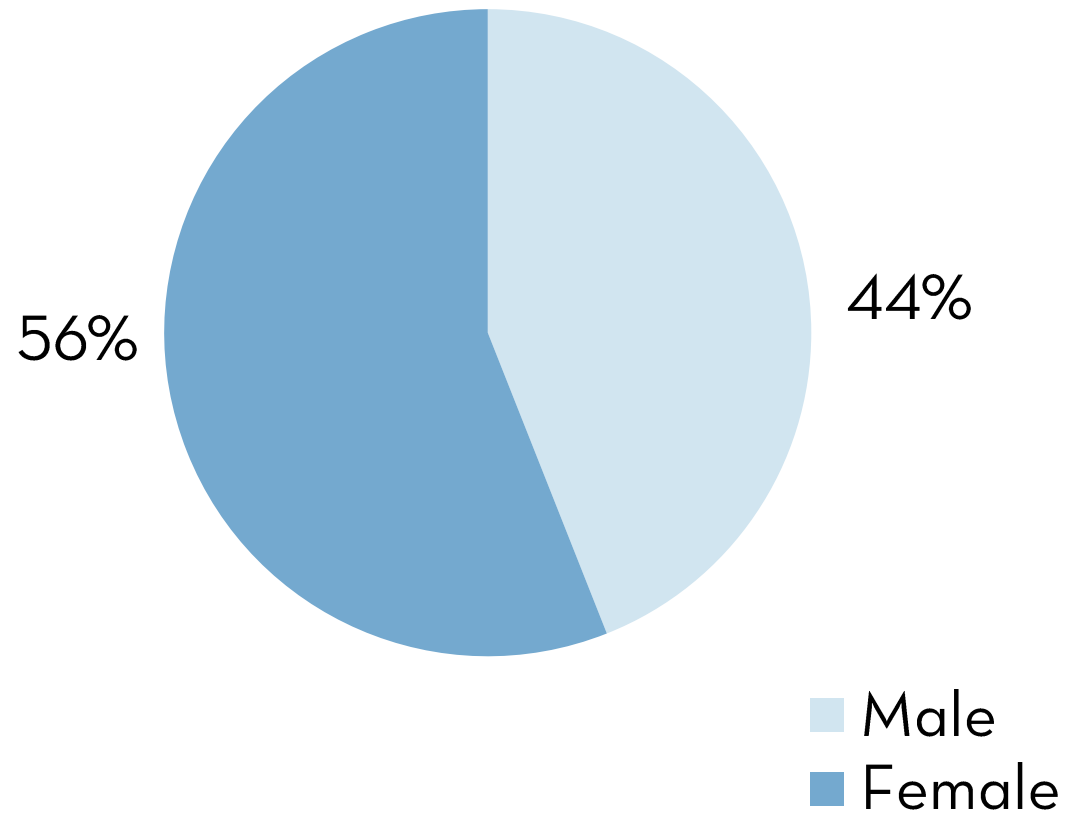
[1]May be influenced by the visitor's willingness to complete a survey

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Visitor Journey: Trip Experience

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

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Visitor Accommodations

» **81%** of visitors stayed overnight in Punta Gorda/Englewood Beach

» **Nearly 3 in 10** visitors stayed at a friend's or relative's home

» **About 1 in 5** visitors stayed at a hotel or motel

At a friend's or relative's residence — 28%

Hotel/motel — 19%

Day tripper — 19%

Personal second house, condo, timeshare — 16%

Rental house, condominium (Airbnb, VRBO, etc.) — 15%

RV Park, campground — 2%

Marina/Boat — <1%

Other — 1%
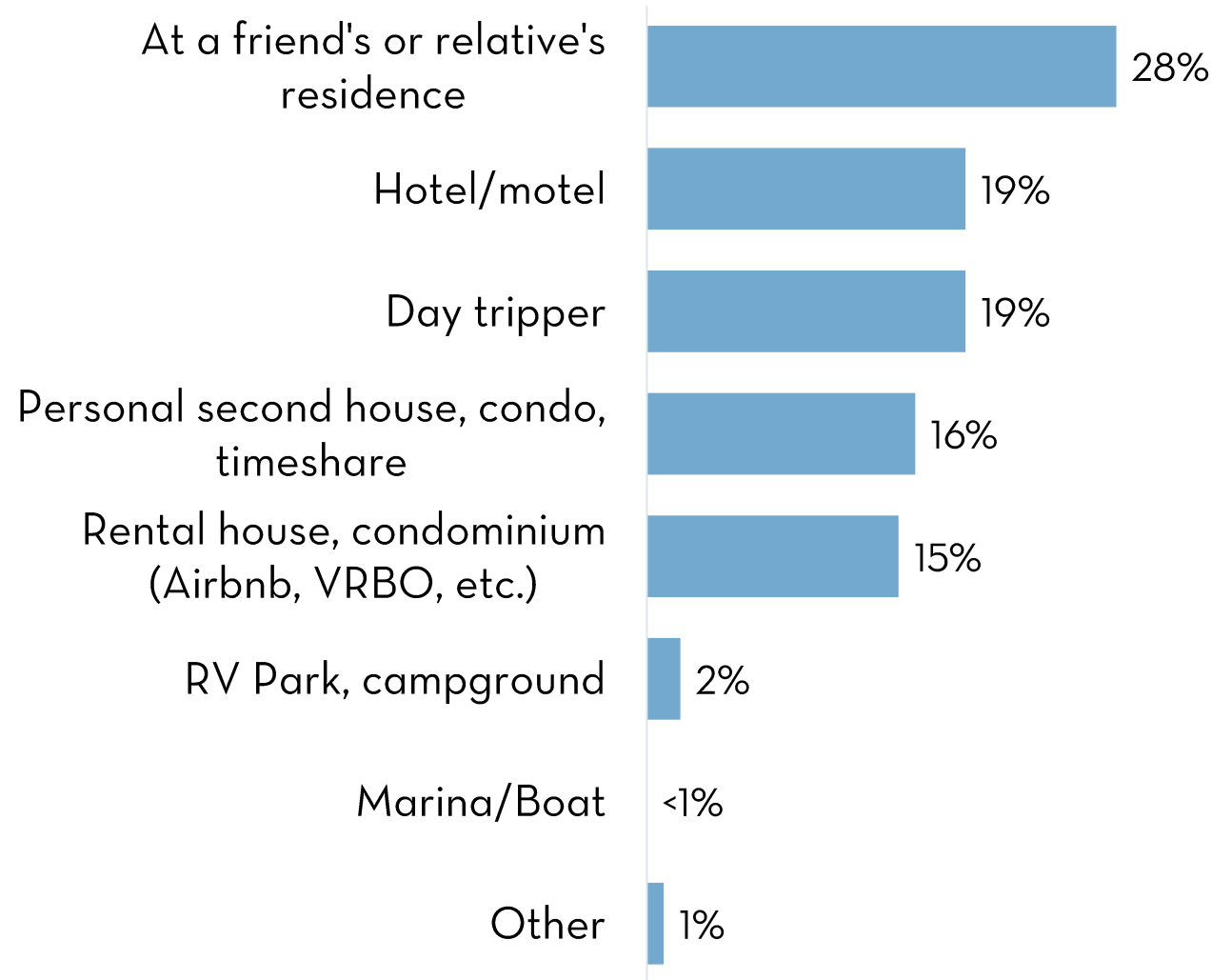
Area Stayed vs. Areas Visited[1]

Area	Stayed	Visited
Punta Gorda	33%	67%
Port Charlotte	32%	63%
Englewood	12%	42%
Charlotte Harbor	9%	42%
Rotonda West	4%	6%
Manasota Key	3%	19%
Placida	1%	6%
Gasparilla Island (Boca Grande)	1%	12%
Don Pedro Island	<1%	1%
Cape Haze	<1%	2%
Palm Island/Knight Island	<1%	1%
Little Gasparilla Island	<1%	5%
Other	5%	17%

[1]Multiple responses permitted on Areas Visited question.

Visitor Activities[1]

Restaurants — 62%
Visit friends and relatives — 50%
Beach — 50%
Shopping — 39%
Nature, environment, birding, etc. — 29%
Biking, hiking, running, etc. — 19%
Spring training — 12%
Golfing, tennis, etc. — 12%
Bars, nightclubs — 12%
Fishing, hunting, etc. — 9%
Attractions — 8%
Water sports — 8%
Business — 8%
Special event — 5%
Looking for a second home — 5%
Attend or participate in a sporting event — 3%
Culture — 3%
Museums, history, etc. — 3%
Family time, reading, cooking, etc. — 3%
Spas — 1%
Other — 8%

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

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

[1]Multiple responses permitted.
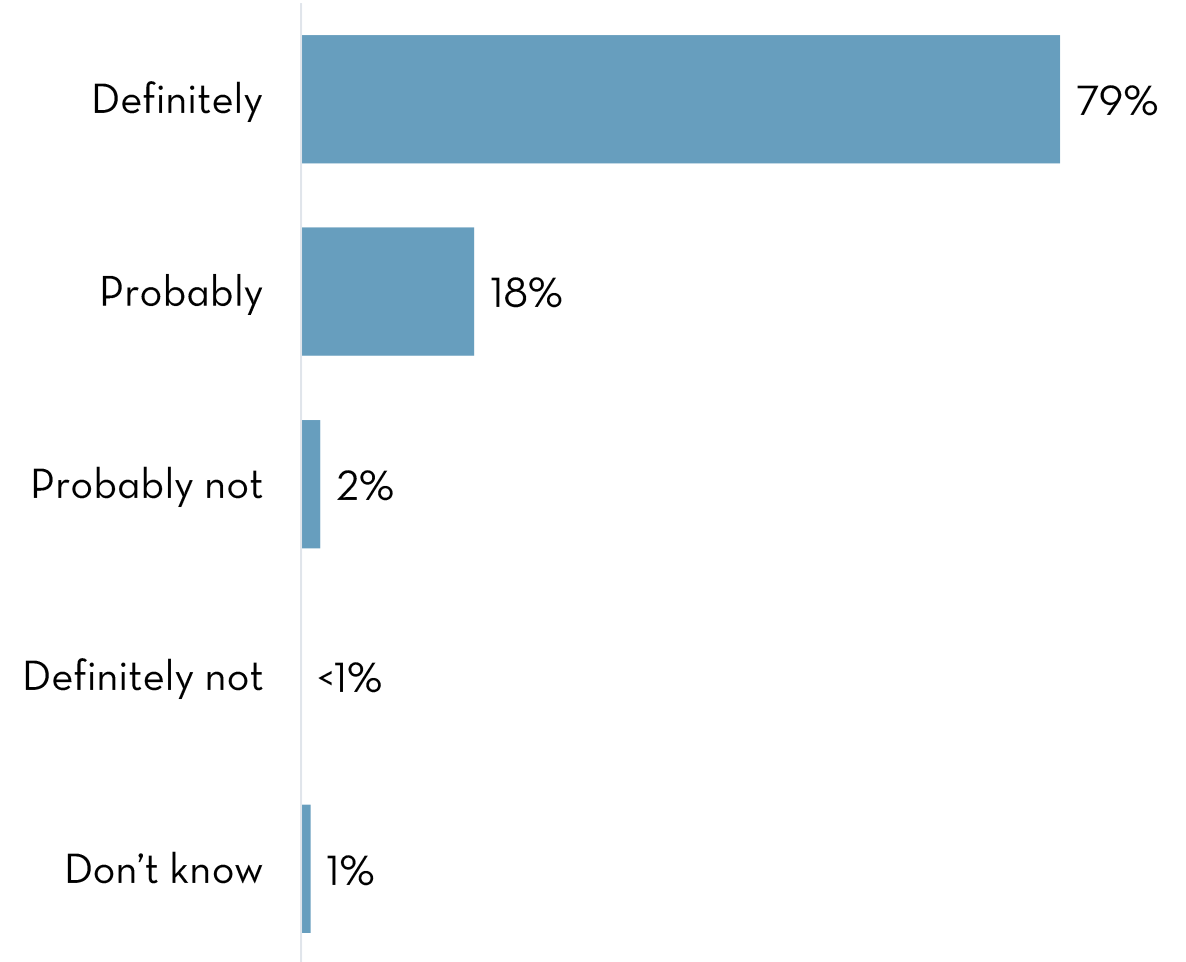
PUNTA GORDA ENGLEWOOD BEACH
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Visitor Journey: Post-Trip Evaluation

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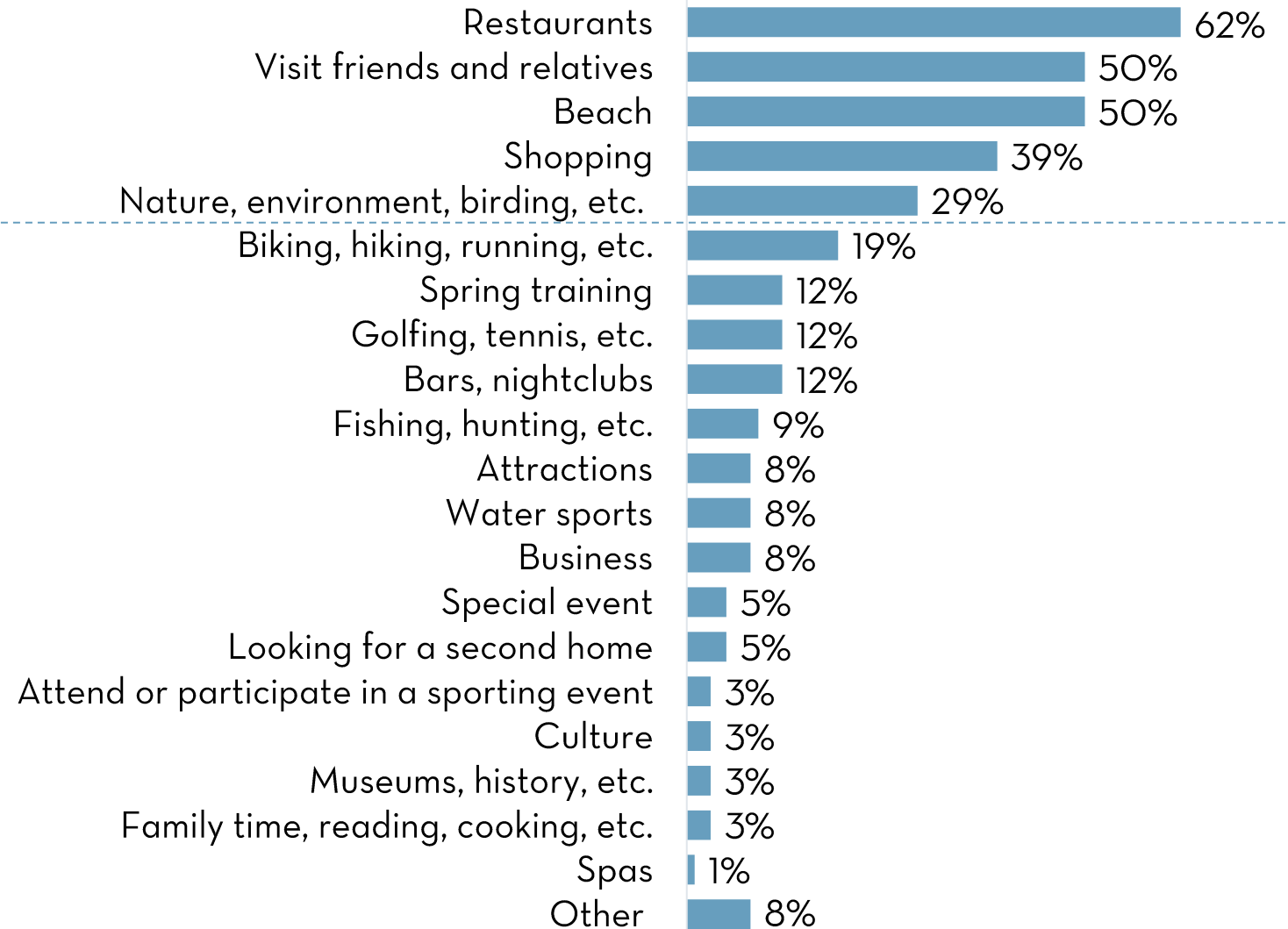
Visitor Recommendation

» **97%** would recommend Punta Gorda/Englewood Beach to a friend (**79%** would definitely recommend)

Definitely — 79%

Probably — 18%

Probably not — 2%

Definitely not — <1%

Don't know — 1%

Visitor Return

» **94%** will return (**83%** will definitely return)

Definitely will return — 83%

Probably will return — 11%

Probably will not return — 4%

Definitely will not return — <1%

Don't know — 2%
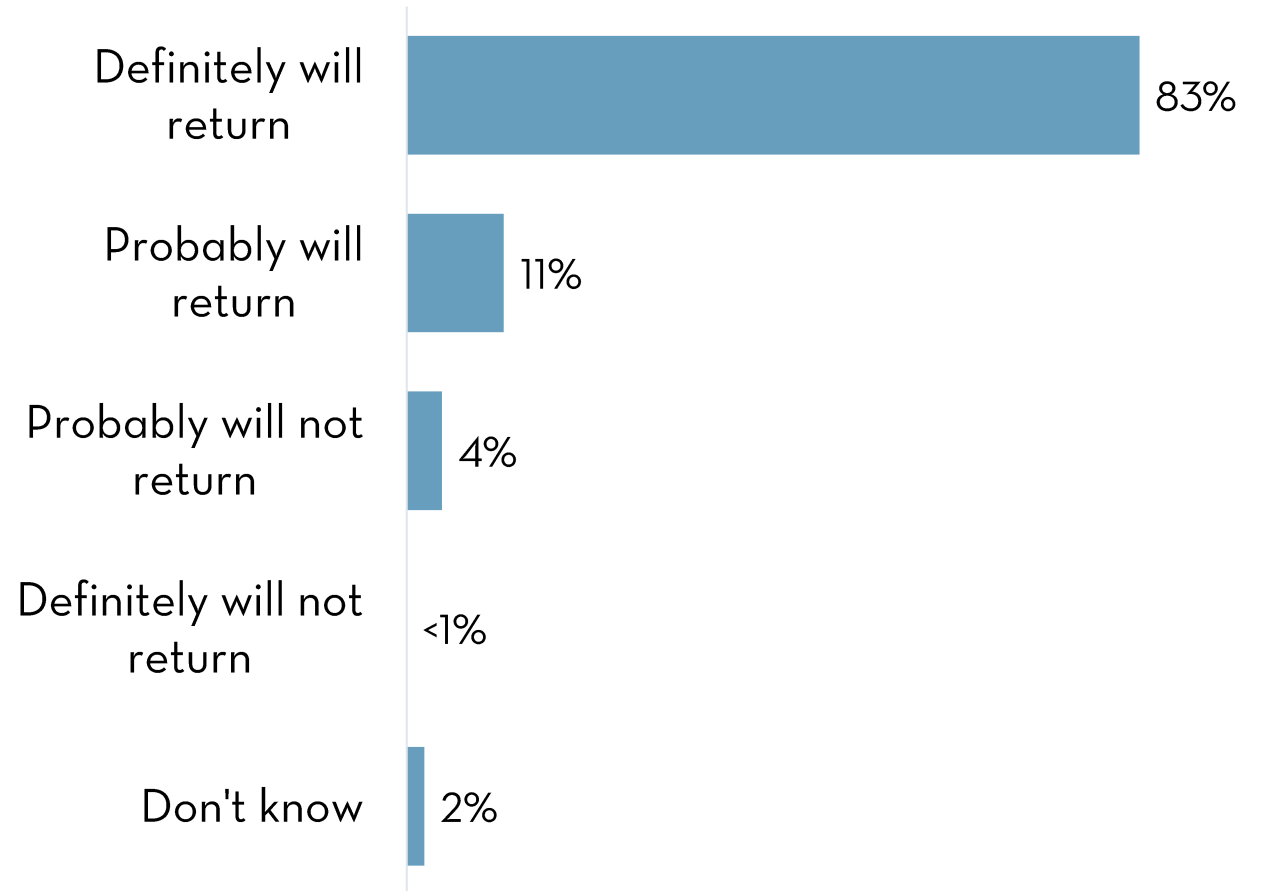
Visitor Satisfaction

» **98%** were satisfied or very satisfied with their stay (**84%** were very satisfied)

Very satisfied — 84%

Satisfied — 14%

Somewhat satisfied — 1%

Dissatisfied — 1%

Very dissatisfied — <1%
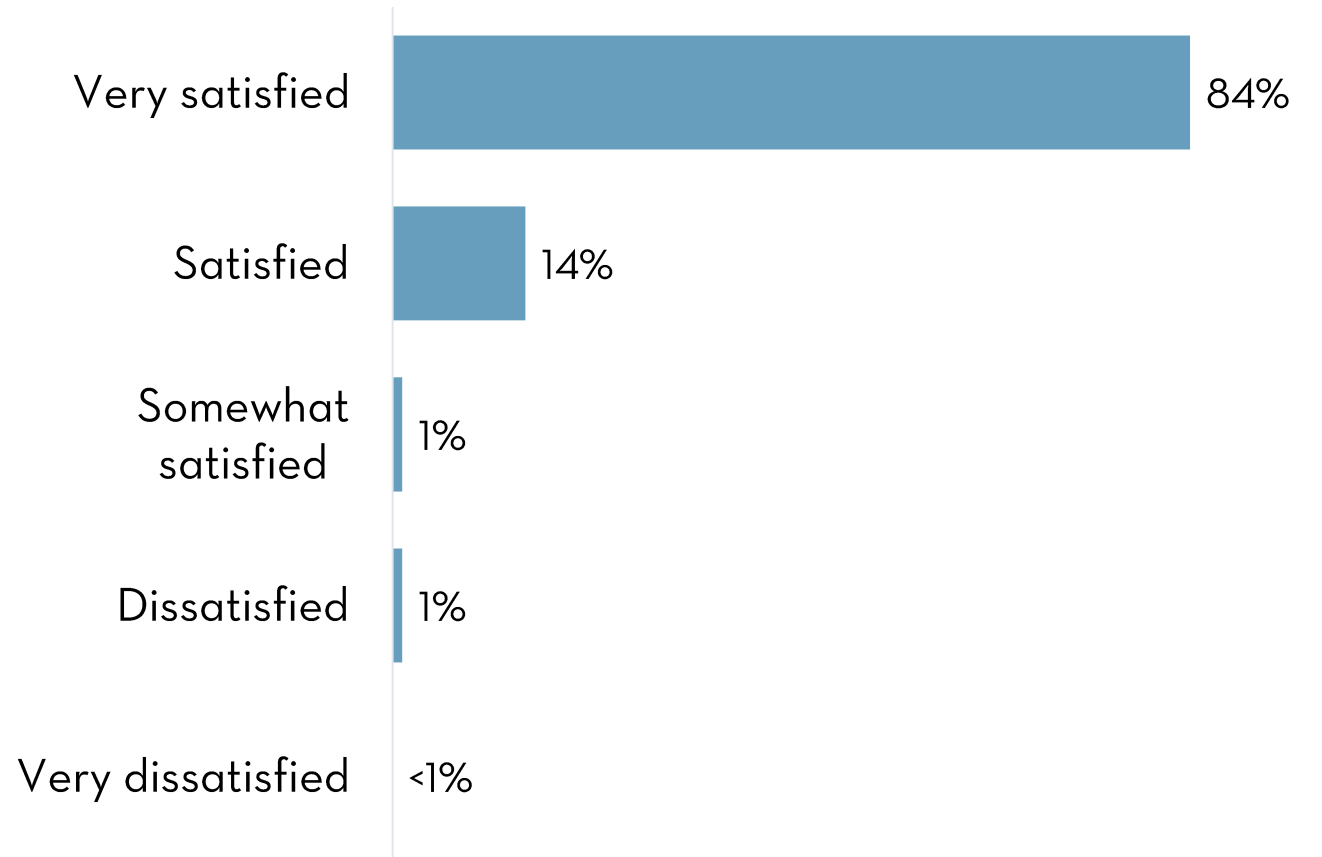
If you were talking to a friend, how would you describe Charlotte County as a place to visit?

"Charlotte County is less busy than other areas but it's getting busier. We like Punta Gorda Airport for easy access, also small & less busy."

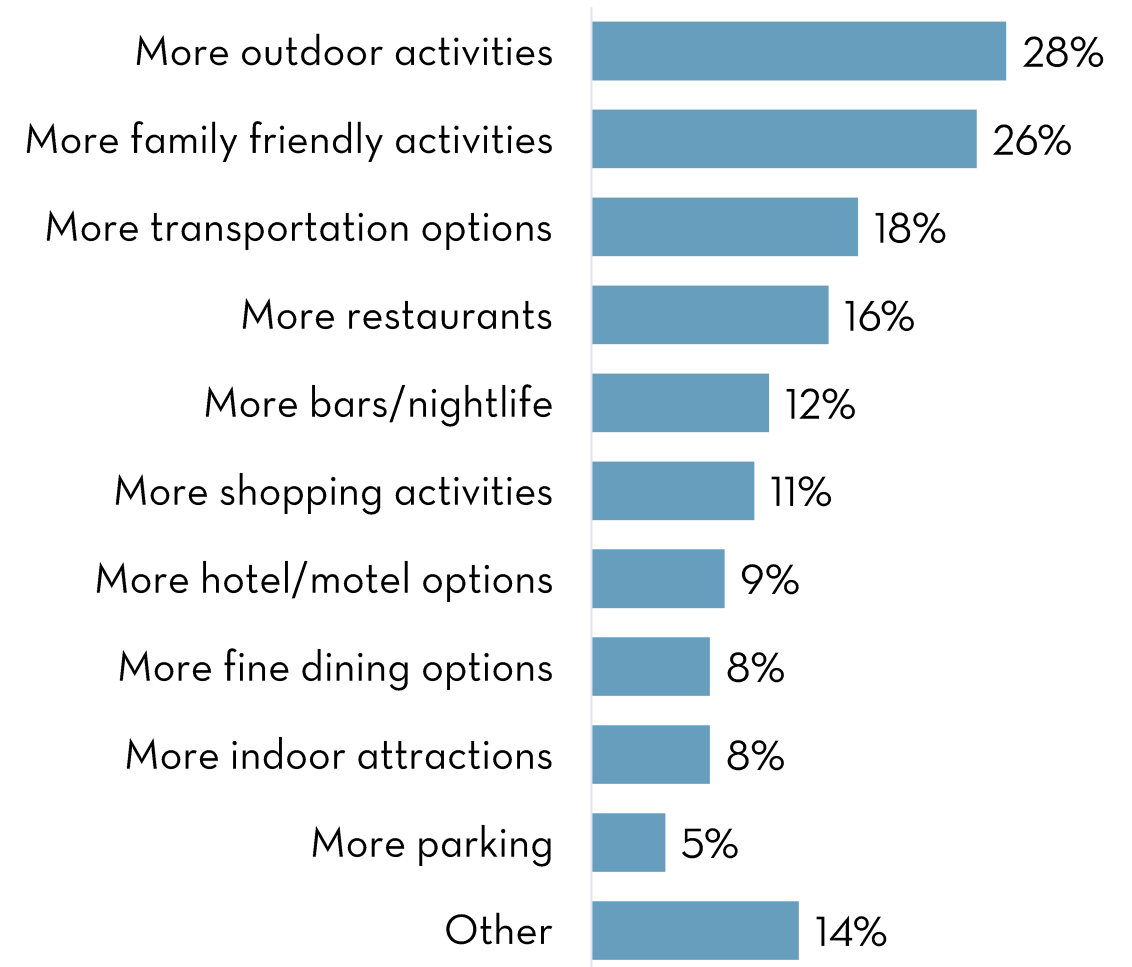"Very peaceful and beautiful. Laid back. Not congested. Calming. Nice people. Older crowd."

"Quiet. Lots to do. Gorgeous. Old Florida."

"Florida's best kept secret. This area is wonderful."

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

» **Nearly 3 in 10** visitors mentioned **more outdoor activities** would make a return visit more desirable

» **About 1 in 4** visitors said that **more family friendly activities** would make Charlotte County more desirable

Attraction/Amenity	Percentage
More outdoor activities	28%
More family friendly activities	26%
More transportation options	18%
More restaurants	16%
More bars/nightlife	12%
More shopping activities	11%
More hotel/motel options	9%
More fine dining options	8%
More indoor attractions	8%
More parking	5%
Other	14%

[1]multiple responses permitted.

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Year-to-Year Comparisons

YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	January – March 2023	January – March 2024
A week or two in advance	21%	16%
A month or so in advance	16%	19%
2 months in advance	18%	22%
3 months in advance	16%	13%
4 to 5 months in advance	9%	9%
6 months or more in advance	20%	21%
Average Trip planning cycle (in days)	**80**	**81**

Top Trip Planning Sources	January – March 2023	January – March 2024
Internet	43%	53%
Previous visit	46%	50%
Talk to family/friends/co-workers	29%	24%

YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting[1]	January – March 2023	January – March 2024
Vacation	36%	50%
Visiting friends/relatives	37%	38%
Beach	23%	26%
Business	6%	9%
Shopping	8%	6%
Nature, environment, bird watching, etc.	6%	5%

Visitor Guide & Top Transportation	January – March 2023	January – March 2024
Requested a Visitors Guide	7%	5%
Drove to Charlotte County	61%	57%
Flew to Charlotte County	37%	42%

[1]Multiple responses permitted.

YEAR-TO-YEAR COMPARISONS

Market of Origin	January – March 2023	January – March 2024
Sarasota	6%	5%
Boston	4%	4%
Fort Myers-Naples	6%	4%
Minneapolis-Saint Paul	3%	4%
Chicago	3%	3%
Detroit	3%	3%
Grand Rapids-Kalamazoo-Battle Creek	2%	3%
New York	3%	3%
Cincinnati	2%	2%
Cleveland-Akron	2%	2%
Indianapolis	2%	2%
Orlando-Daytona Beach-Melbourne	1%	2%
Philadelphia	2%	2%
Tampa-St. Petersburg	3%	2%

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

YEAR-TO-YEAR COMPARISONS

Region of Origin	January – March 2023	January – March 2024
Midwest	40%	41%
Northeast	21%	22%
Florida	19%	18%
Southeast	10%	11%
Canada	5%	4%
West	3%	2%
United Kingdom	1%	1%
Other Int'l	1%	1%

YEAR-TO-YEAR COMPARISONS

Travel Parties	January – March 2023	January – March 2024
Travel Party Size	2.5	2.5
Traveled as a couple	43%	45%
Traveled with children	22%	26%
Traveled as a family	24%	23%

Visitor Profile	January – March 2023	January – March 2024
Median Age	54	54
Gender (Female)	53%	56%
Median Household Income	$98,800	$110,600
White/Caucasian	92%	94%
African-American	4%	3%
Hispanic	4%	2%

YEAR-TO-YEAR COMPARISONS

Accommodations	January – March 2023	January – March 2024
At a friend's or relative's residence	25%	28%
Hotel/motel	19%	19%
Day tripper	27%	19%
Personal second house	12%	16%
Rental house	13%	15%
RV Park, campground	2%	2%
Other	1%	1%

Trips Experience	January – March 2023	January – March 2024
Average nights stayed	9.2	9.2
1st Time Visitor	17%	16%
10+ Prior Visits to Charlotte County	32%	25%

YEAR-TO-YEAR COMPARISONS

Top Activities[1]	January – March 2023	January – March 2024
Restaurants	56%	62%
Visit friends and relatives	44%	50%
Beach	54%	50%
Shopping	36%	39%
Nature, environment, birding, etc.	25%	29%
Biking, hiking, running, etc.	15%	19%
Spring training	NA	12%
Golfing, tennis, etc.	11%	12%
Bars, nightclubs	12%	12%
Fishing, hunting, etc.	13%	9%
Attractions	9%	8%

[1]Multiple responses permitted.

YEAR-TO-YEAR COMPARISONS (Cont.)

Top Activities[1]	January – March 2023	January – March 2024
Water sports	11%	8%
Business	6%	8%
Special event	7%	5%
Looking for a second home	5%	5%
Attend or participate in a sporting event	9%	3%
Culture	3%	3%
Museums, history, etc.	3%	3%
Family time, reading, cooking, etc.	5%	3%
Spas	2%	1%
Other	10%	8%

[1]multiple responses permitted.

YEAR-TO-YEAR COMPARISONS

Average Daily Trip Spending	January – March 2023	January – March 2024
Accommodations	$81	$95
Restaurants	$64	$78
Groceries	$36	$36
Shopping	$36	$35
Entertainment	$33	$36
Transportation	$27	$26
Other	$10	$8
Total	**$287**	**$314**

Average Total Trip Spending	January – March 2023	January – March 2024
Accommodations	$744	$871
Restaurants	$590	$718
Groceries	$332	$333
Shopping	$328	$323
Entertainment	$306	$336
Transportation	$247	$242
Other	$88	$70
Total	**$2,635**	**$2,893**

YEAR-TO-YEAR COMPARISONS

Post-Trip Evaluation	January – March 2023	January – March 2024
Will return to Charlotte County	94%	94%
Satisfied or very satisfied with their stay	98%	98%
Would recommend to friend	96%	97%

Methodology

Visitor Tracking Study

» **560** interviews were completed with Charlotte County visitors at public parks, beaches, airports, Spring Training games, Fishermen's Village and with online surveys.

» Visitor interviews were completed in person and online between **January 1st, 2024** and **March 31st, 2024.**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

January – March 2024

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