Punta Gorda/Englewood Beach VCB Visitor Tracking Report
July – September 2023

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 July through September, 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

Quarterly Snapshot

We are witnessing a growing percentage of tourists originating from the Midwest of the United States.

The decline in both visitation and direct expenditure can be attributed, in part, to a broader trend of visitation returning to more typical levels across the state, which have decreased from previous years.

Year-over-year, air travel witnessed a significant 8% growth, with Punta Gorda International Airport serving as the destination for a significant 24% of all air travelers.

International visitation was flat at 5% compared to the same time last year at 6%.
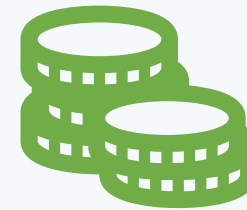
Quarterly Snapshot[1]

Occupancy Rate
51.0%

+11.9% from 2022

Average Daily Rate
$153.30

+14.9% from 2022

Revenue Per Room
$78.13

+28.5% from 2022

[1]Fewer units were available due to Hurricane Ian

Key Performance Indicators

Visitor Statistics	July – September 2022	July – September 2023	Percent Change
Visitors	260,700	223,800	-14.2%[3]
Direct Expenditures[1]	$156,465,400	$136,901,700	-12.5%
Total Economic Impact	$226,874,800	$200,827,600	-11.5%

Lodging Statistics	July – September 2022	July – September 2023	Percent Change
Occupancy[2]	45.6%	51.0%	+11.9%
Room Rates[2]	$133.44	$153.30	+14.9%
RevPAR[2]	$60.85	$78.13	+28.5%
Room Nights[2]	252,200	222,389	-11.8%[4]
TDT Collections[2]	$1,305,611	$1,329,448	+1.8%

[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] Decrease due to few rental units being available due to Hurricane Ian and fewer day trippers
[4] Fewer rental units were available due to Hurricane Ian

Travel Party Spending

- Overall, visiting travel parties spent **$278** per day and **$1,516** on their trip

- Visiting travel parties staying in paid accommodations spent **$405** per day and **$2,454** on their trip

Visitor Journey: Pre-Visit

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

Top Trip Planning[1]

Over half of the visitors planned their trip 1 month or less in advance

Average trip planning cycle was **55 days**

Top trip planning sources:

Internet (**49%**)

Previous visit (**42%**)

Friend, coworker, etc. (**27%**)

Punta Gorda/Englewood Beach Promotions[1]

🏝️ **14%** 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 recalled promotions:

Ad on a website (**22%**)

Personal Social Media (**21%**)

Television (**17%**)
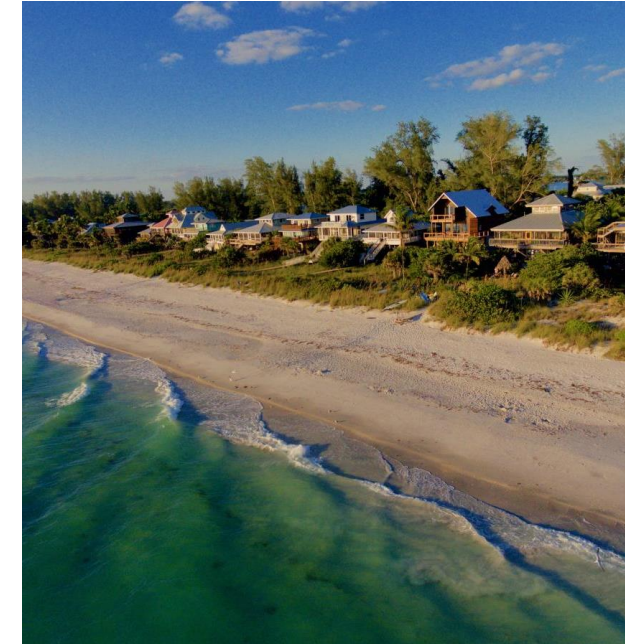
Top Methods of Accommodation Booking[1]

57% Directly with hotel/condo

16% Online travel agency

12% Airbnb

7% Vrbo, HomeAway

Transportation

52% of visitors drove to
Punta Gorda/Englewood Beach

24% of all visitors flew in via
the Punta Gorda Airport

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

Top Reasons for Visiting[1]

Family vacation (**37%**)

Visit friends/relatives (**34%**)

Beach (**28%**)

[1]Multiple responses permitted

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Other Destinations Considered[1]

» **74%** of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
» Other destinations considered:

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

Orlando (**7%**)

Sarasota (**6%**)

1Multiple responses permitted.
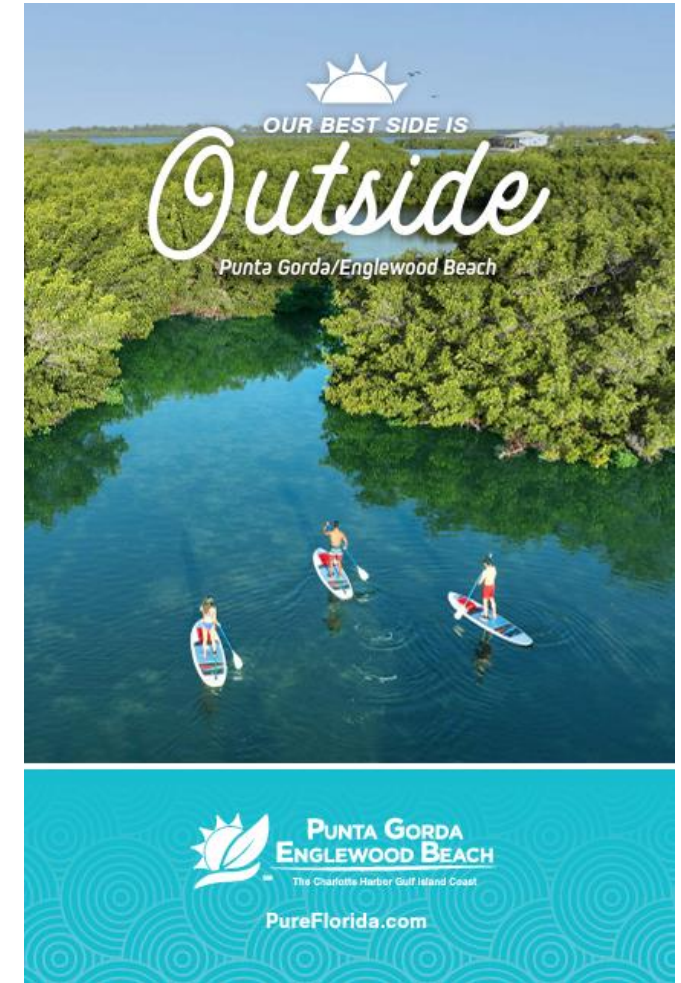
Visitors Guide

» **8%** of visitors requested a Visitors Guide (**-4% pts** from the same quarter last year)

» Visitors Guide received a rating of **7.7 out of 10.0**[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

PUNTA GORDA ENGLEWOOD BEACH
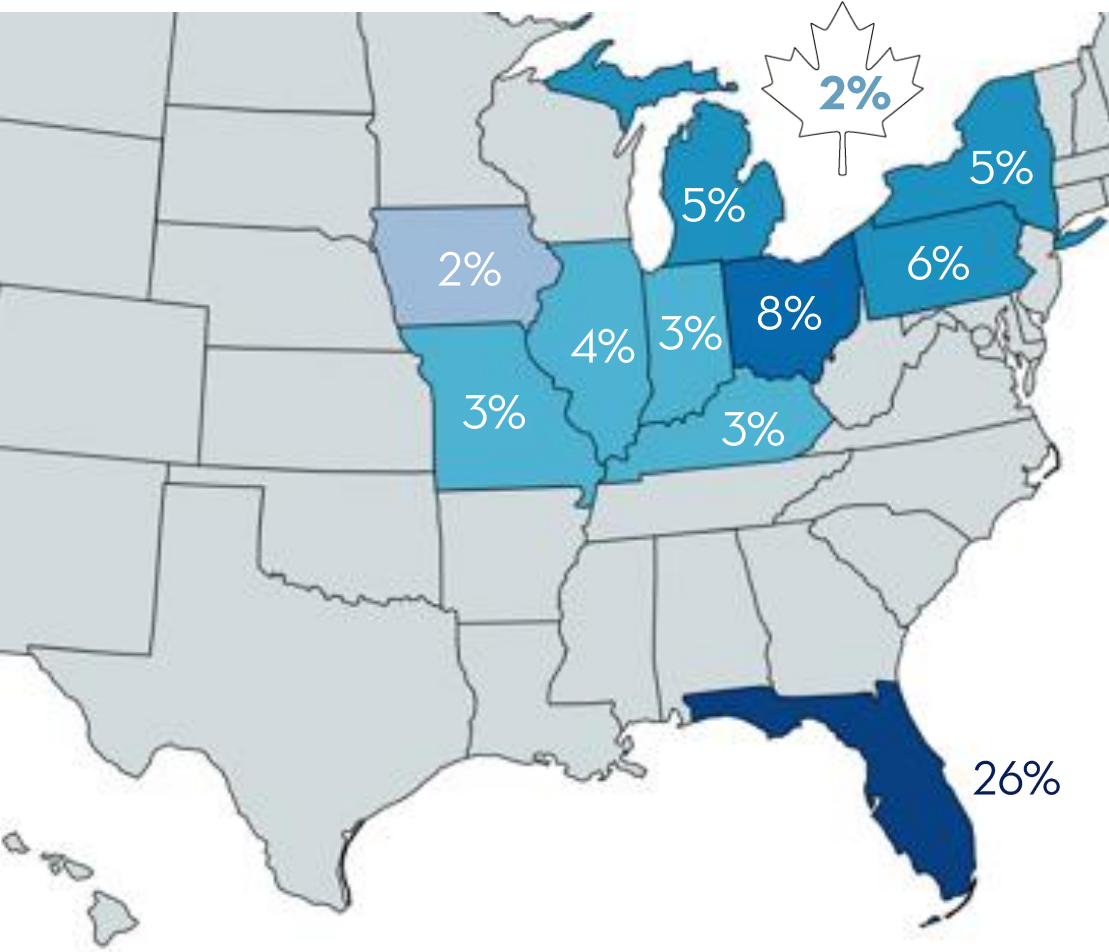The Charlotte Harbor Gulf Island Coast

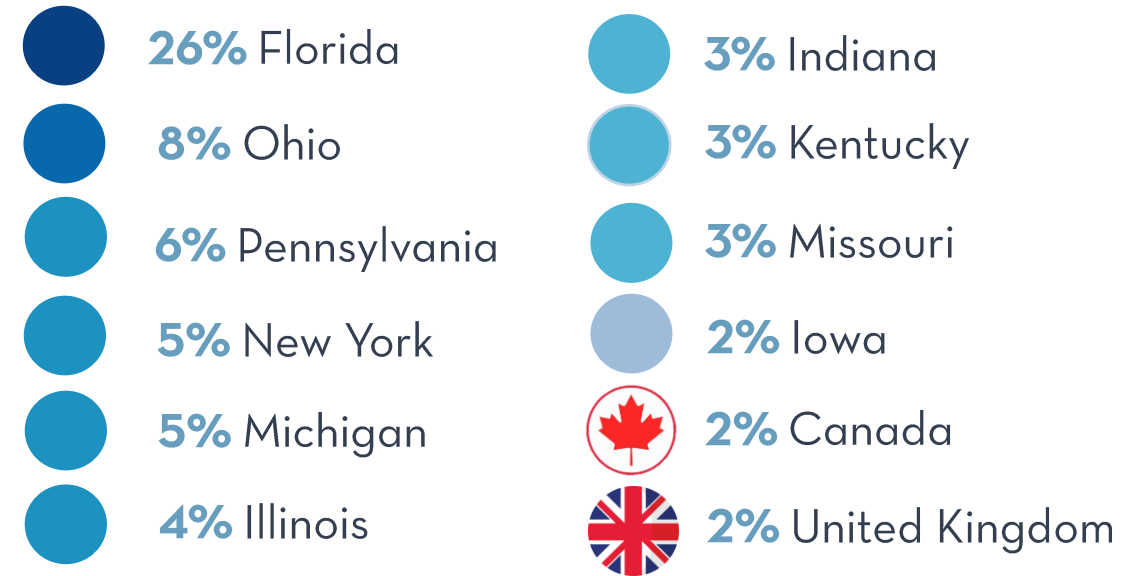downs & st. germain
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Top Origin Regions of Visitors

» **95%** of Charlotte County visitors lived in the United States

» **5%** of visitors were from outside of the United States, mostly from Canada and United Kingdom

» The Midwest and Northeast accounted for more than 1 in 2 of all visitors

🌐 **5% International**

4%

34%

18%

13%

26%
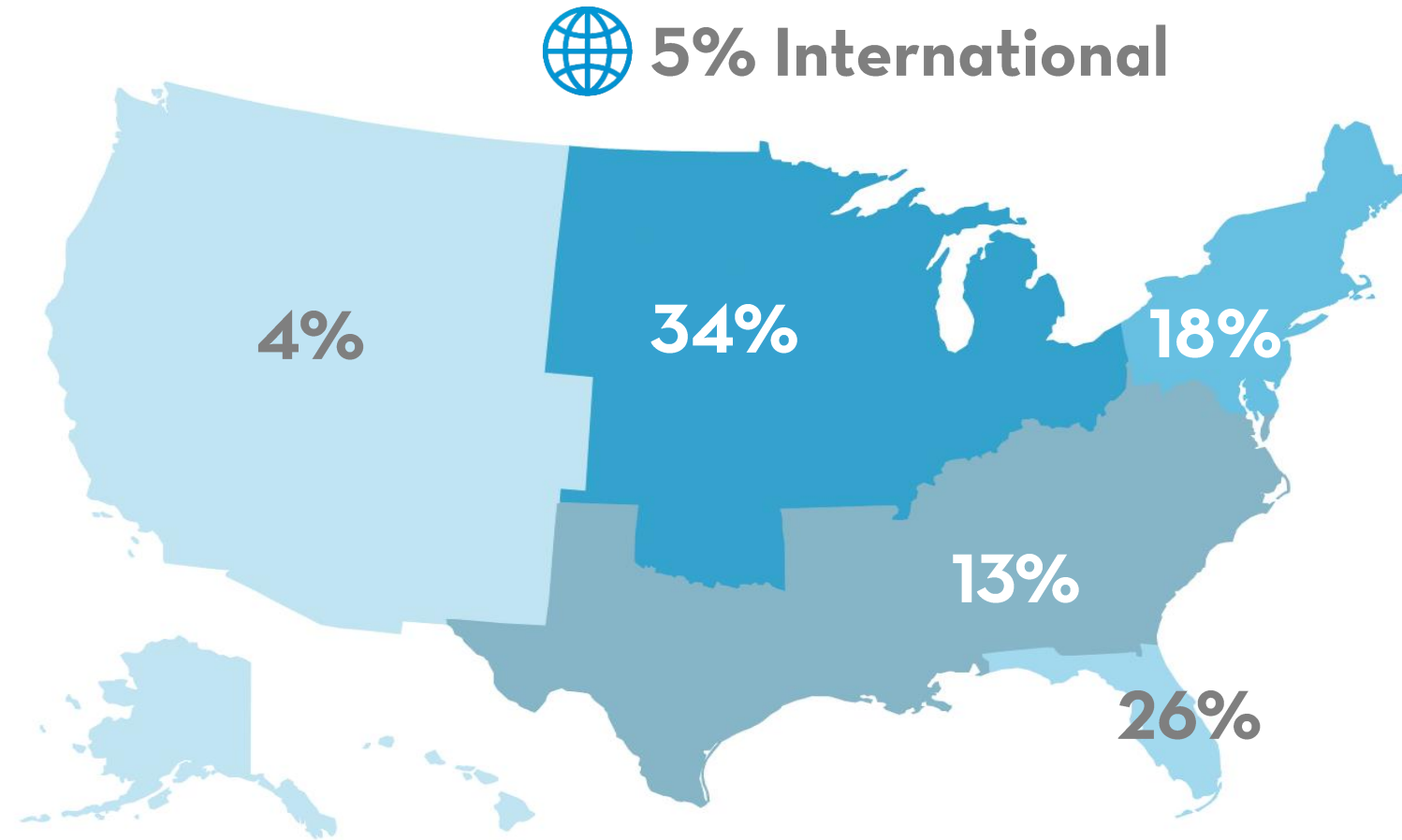
Top Origin States of Visitors

69% of visitors traveled to Charlotte County from 10 states, the UK, and Canada

2% (Canada)
5% (Michigan)
5% (New York)
2% (Iowa)
4% (Illinois)
3% (Indiana)
6% (Pennsylvania)
8% (Ohio)
3% (Missouri)
3% (Kentucky)
26% (Florida)

- **26%** Florida
- **8%** Ohio
- **6%** Pennsylvania
- **5%** New York
- **5%** Michigan
- **4%** Illinois
- **3%** Indiana
- **3%** Kentucky
- **3%** Missouri
- **2%** Iowa
- **2%** Canada
- **2%** United Kingdom

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Top Origin Markets of Visitors

25% of visitors come from 5 markets

7% Fort Myers-Naples

6% Sarasota-Bradenton

5% Tampa
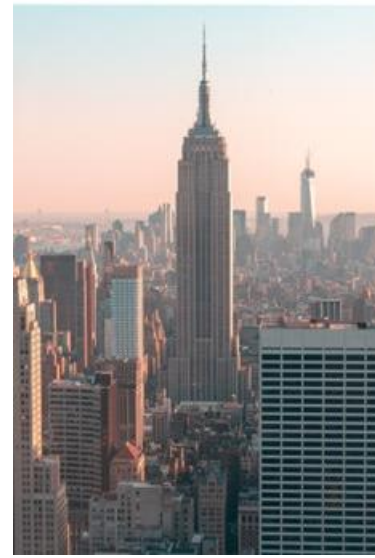
4% New York City[1]

3% Cincinnati

[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 **2.6** people

» **35%** traveled with at least one person under the age of 20

» **Over 1 in 3** visitors traveled as a family or a couple

» Visitors spent **5.5**[1] nights in Punta Gorda/Englewood Beach

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

Typical Punta Gorda/Englewood Beach Visitor

» **19%** were first time visitors

» **30%** had visited more than 10 times

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Typical Punta Gorda/Englewood Beach Visitor

» The typical visitor:

  » Was 45 years old

  » Had a median household income of $102,300

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

  » Was from:

    » Midwest (34%)

    » Florida (26%)

    » Northeast (18%)

Visitor Journey: Trip Experience

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

Top Visitor Accommodations

31% Hotel/motel/resort

28% Day Tripper

19% Family/friend's residence
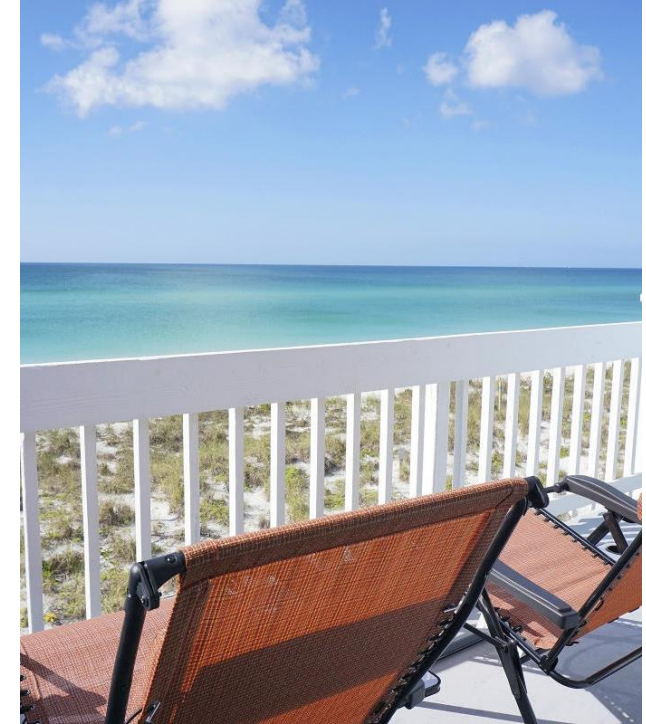
11% Personal second home, condo, timeshare

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Top Activities During Visit[1]

Beach (**60%**)

Restaurants (**53%**)

Visit friends/relatives (**40%**)

Nature-related (**34%**)

Shopping (**33%**)

[1]Multiple responses permitted

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Reason for Visit vs. Visitor Activities

Reason for visit[1]

Visitor activities[1]

Key Reasons for Visiting

Reason for visit	Activity	Visitor activities
34%	Visiting friends/relatives	40%
28%	Beach	60%
9%	Business conference or meeting	9%
6%	Looking for a second home	10%
5%	Shopping	33%
4%	Nature, environment, bird watching, etc.	34%
3%	Water sports	10%
3%	Fishing, hunting, etc.	10%
3%	Attractions	7%
3%	Sporting event	5%
3%	Golfing, tennis, etc.	7%
2%	Biking, hiking, running, etc.	14%
2%	Special event	4%
1%	Museums, history, etc.	3%
1%	Culture	2%

Trip Enhancements

[1]Multiple responses permitted.

Visitor Journey: Post-Trip Evaluation

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

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Top Requested Amenities[1]

29% More family friendly activities

27% More transportation options

24% More outdoor activities

[1]Multiple responses permitted

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Visitor Satisfaction

» **97%** of visitors would recommend Punta Gorda/Englewood Beach (**74%** would definitely recommend)

» **93%** plan on returning (**79%** will definitely return)

» **98%** were satisfied or very satisfied with their stay (**89%** were very satisfied)

Perceptions of Punta Gorda/Englewood Beach[1]

Nature's Gift:
"Wildlife is wonderful. Beaches and weather. Quiet. Not crowded. Low building."

Family Friendly:
"Lot of shells. Private area. Quaint. Family-friendly. No loud parties."

Welcoming Community:
"Great place to visit or live. The community is very welcoming to visitors as well as residents."

[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

» All visitors spent **$136,901,700** over the course of their visits

» While the number of visitors staying in paid accommodations was **1.4 times** larger than the number of visitors in non-paid accommodations, those staying in paid accommodations spent **1.6 times** larger than what visitors in non-paid accommodations spent

	Paid Accommodations	Non-paid Accommodations	Day Trippers	**Total**
Visitors	95,100	66,000	62,700	**223,800**
Spending	$82,738,900	$50,962,600	$3,200,200	**$136,901,700**

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$153	$0	$0	$65
Restaurants	$72	$50	$32	$54
Groceries	$34	$52	$39	$41
Shopping	$46	$56	$16	$41
Entertainment	$39	$33	$18	$32
Transportation	$43	$31	$20	$33
Other	$18	$12	$3	$12
Total	**$405**	**$234**	**$128**	**$278**

Total Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$927	$0	$0	$356
Restaurants	$435	$444	$32	$297
Groceries	$204	$459	$39	$222
Shopping	$279	$497	$16	$222
Entertainment	$238	$293	$18	$172
Transportation	$260	$273	$20	$180
Other	$111	$106	$3	$67
Total	**$2,454**	**$2,072**	**$128**	**$1,516**

Visitor Journey: Pre-Visit

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

Trip Planning Cycle

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

» **Nearly 1 in 4** visitors planned their trips at least 3 months in advance

» Average trip planning cycle was **55 days** compared to 57 days in 2022

| Category	Percentage
A week or two	26%
A month or so	25%
2 months	25%
3 months	13%
4 to 5 months	5%
6 months or longer	6%
Not sure	<1%
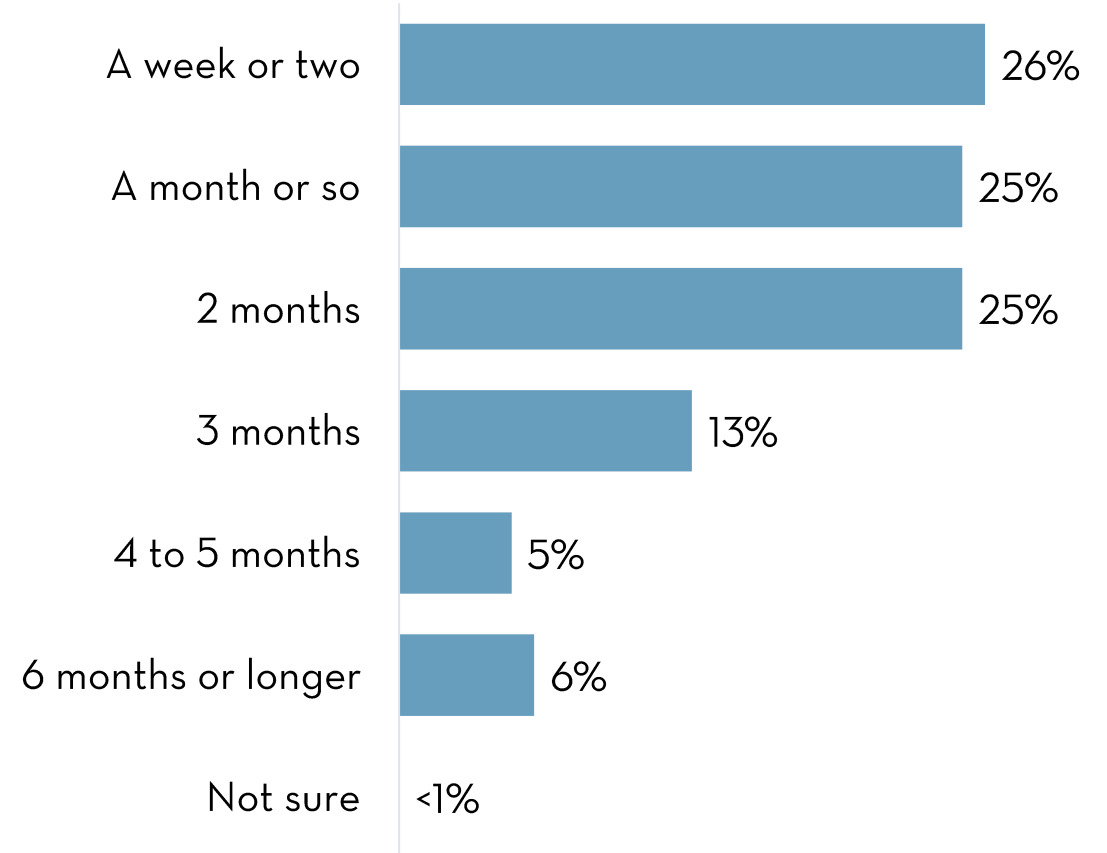
Trip Planning Sources[1]

» **About 1 in 2** visitors used **Internet** to plan their trip. **Google** was the top site used

» **Over 2 in 5** visitors planned their trips based on **previous visits**

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

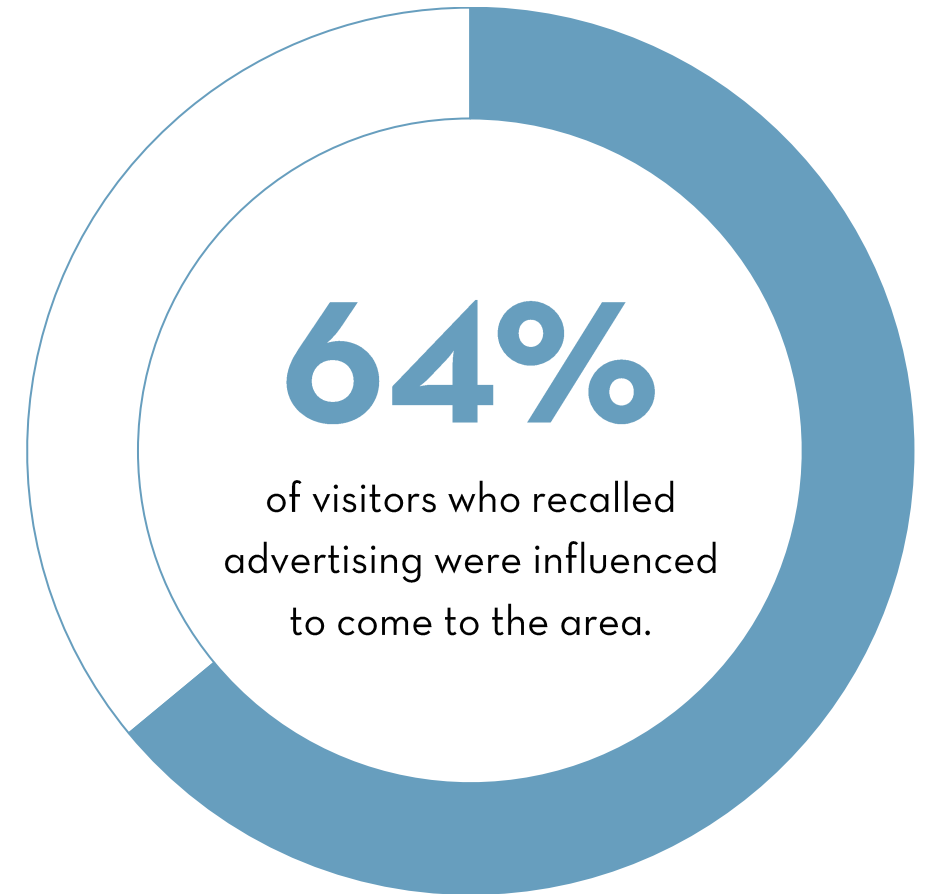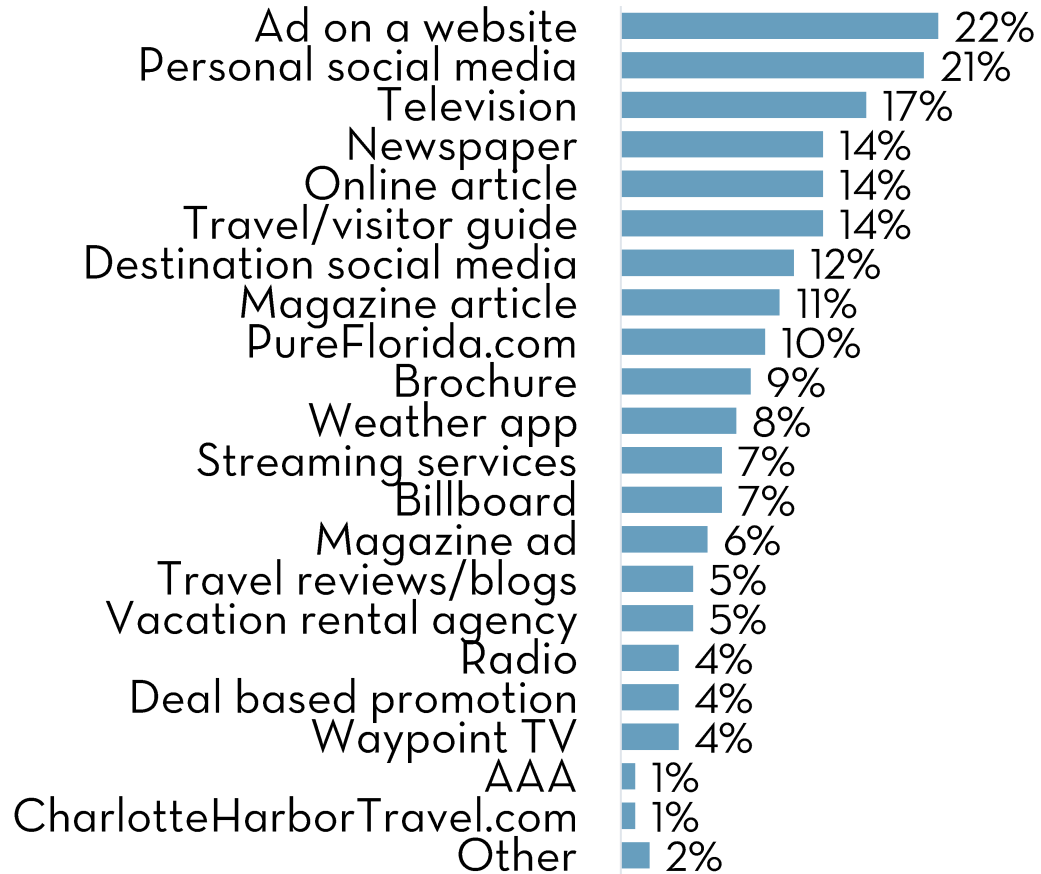| Trip Planning Source	
Internet	49%
Google search	25%
Airline websites/apps	19%
Hotel websites/apps	15%
Rental car websites/apps	14%
Previous visit	42%
Friend, co-worker, etc.	27%
Brochures/travel guides/visitor guides	4%
Special events	4%
PureFlorida Website	4%
Newspapers	2%
Business/conference/meeting information	2%
Television	2%
Magazines	2%
AAA	2%
Travel agent	1%
Convention and Visitors Bureau	1%
Radio	1%
Other	2%
None/don't know	7%

[1]Multiple responses permitted.

Website Usage

» **1 in 24** visitors have accessed the Punta Gorda/Englewood Beach/Port Charlotte area website pureflorida.com for information

4%

96%

■ Yes ■ No

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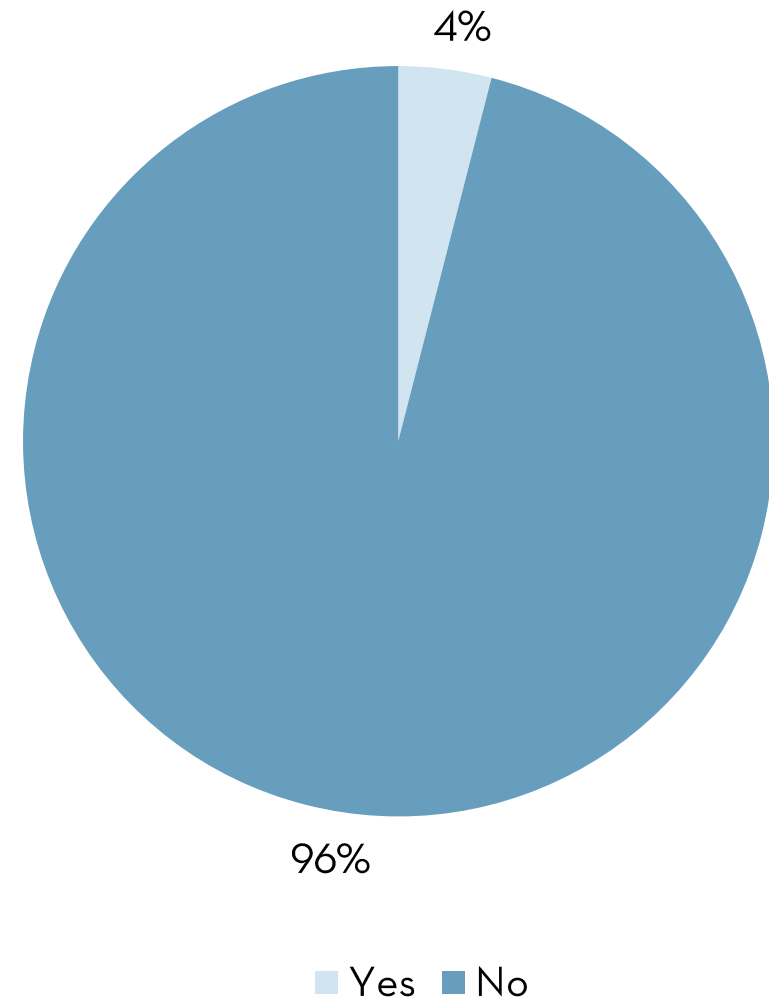
Punta Gorda/Englewood Beach Promotions[1]

» **14%** of visitors recalled promotions or travel stories about the area on the following sources:

Base = 14% who noticed promotions

Source	Percent
Ad on a website	22%
Personal social media	21%
Television	17%
Newspaper	14%
Online article	14%
Travel/visitor guide	14%
Destination social media	12%
Magazine article	11%
PureFlorida.com	10%
Brochure	9%
Weather app	8%
Streaming services	7%
Billboard	7%
Magazine ad	6%
Travel reviews/blogs	5%
Vacation rental agency	5%
Radio	4%
Deal based promotion	4%
Waypoint TV	4%
AAA	1%
CharlotteHarborTravel.com	1%
Other	2%

64%

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

[1]Multiple responses permitted.

Charlotte County Promotion Influences

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

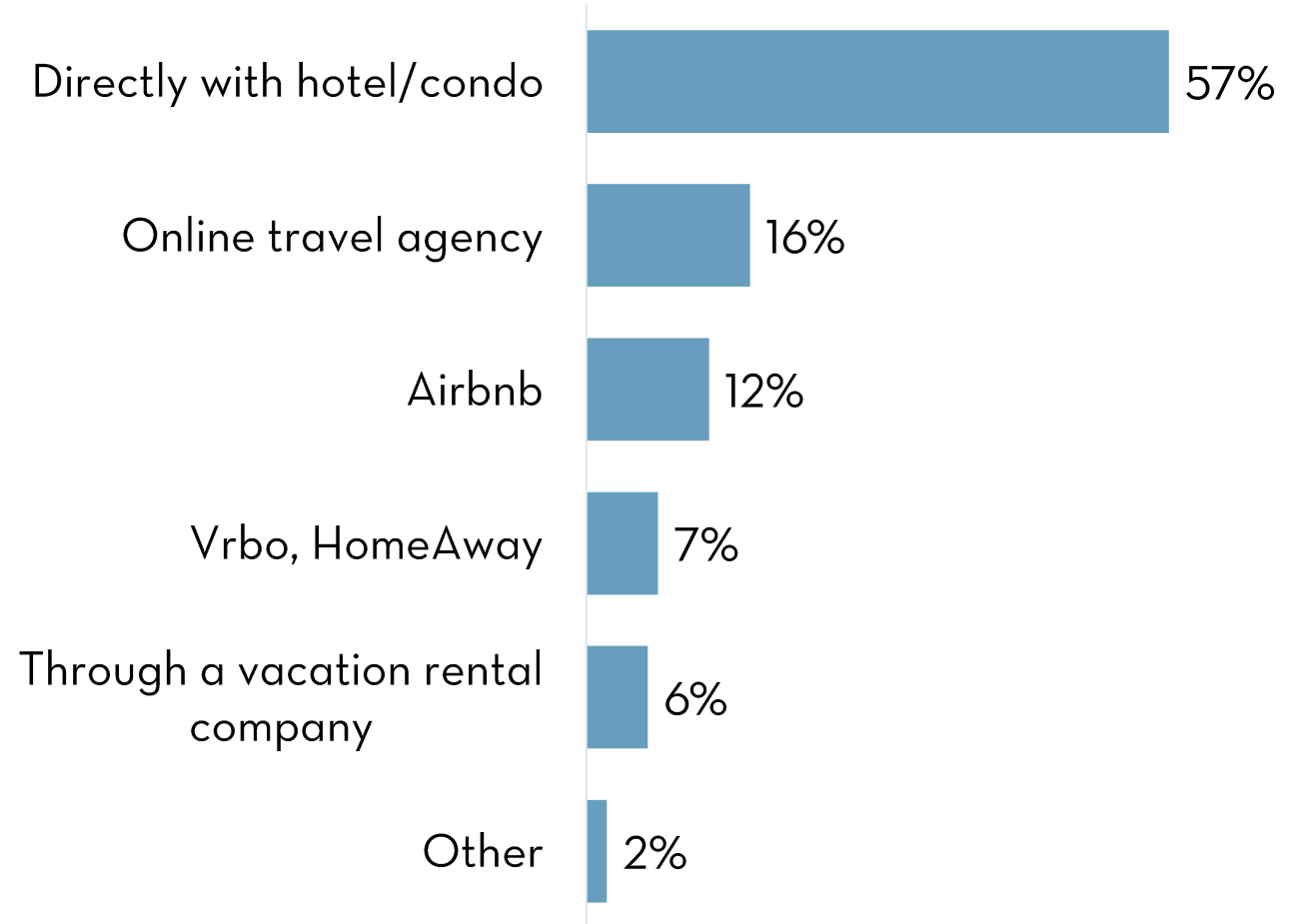| Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	19%	14%	9%	14%
No	78%	83%	89%	83%
Don't know	3%	3%	2%	3%

» Visitors staying in paid accommodations being the most influenced

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	80%[1]	55%[1]	50%[1]	64%[1]
No	18%	43%	50%	35%
Don't know	2%	2%	0%	1%

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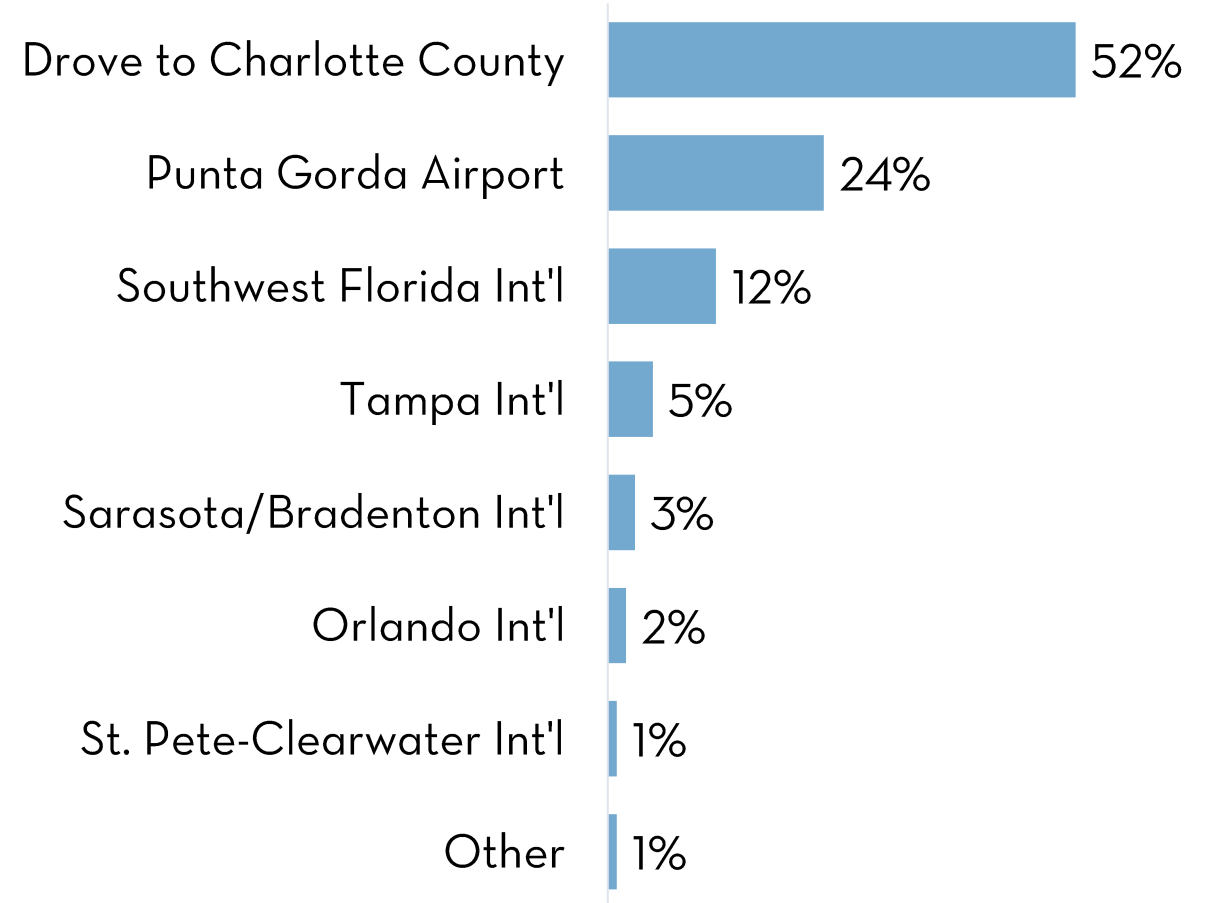
Paid Accommodation Booking[1]

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

» Online travel agency bookings accounted for **over 1 in 7** bookings

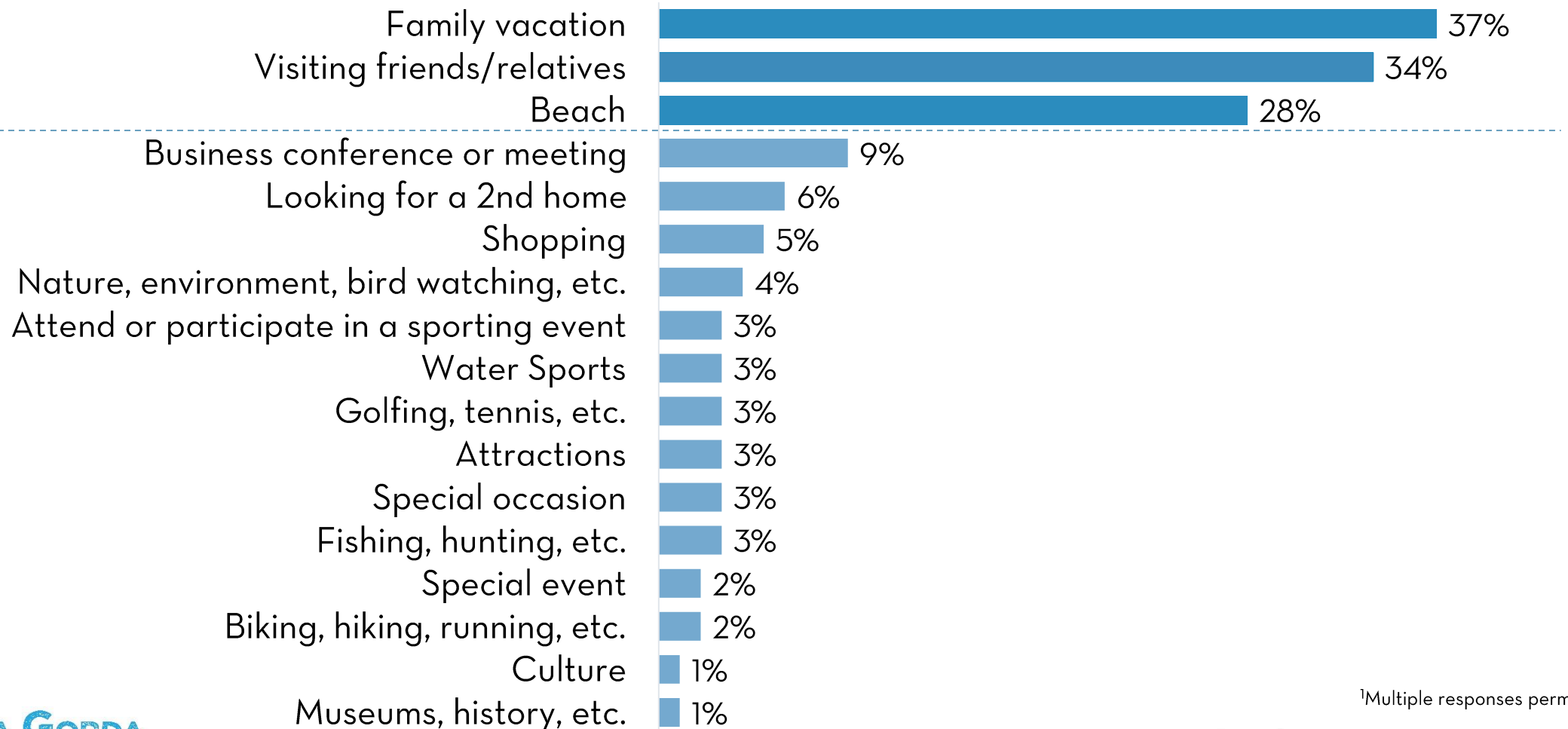| Booking Method	Percentage
Directly with hotel/condo	57%
Online travel agency	16%
Airbnb	12%
Vrbo, HomeAway	7%
Through a vacation rental company	6%
Other	2%

[1] Visitors staying in paid accommodations.

Visitor Transportation

» **Over half** visitors **drove** to Punta Gorda/Englewood Beach

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

» **Over 1 in 9** visitors flew into Southwest Florida International Airport

|	
Drove to Charlotte County	52%
Punta Gorda Airport	24%
Southwest Florida Int'l	12%
Tampa Int'l	5%
Sarasota/Bradenton Int'l	3%
Orlando Int'l	2%
St. Pete-Clearwater Int'l	1%
Other	1%

Reasons for Visiting[1]

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

Reason	Percentage
Family vacation	37%
Visiting friends/relatives	34%
Beach	28%
Business conference or meeting	9%
Looking for a 2nd home	6%
Shopping	5%
Nature, environment, bird watching, etc.	4%
Attend or participate in a sporting event	3%
Water Sports	3%
Golfing, tennis, etc.	3%
Attractions	3%
Special occasion	3%
Fishing, hunting, etc.	3%
Special event	2%
Biking, hiking, running, etc.	2%
Culture	1%
Museums, history, etc.	1%

[1]Multiple responses permitted.

Vacation replacement[1]

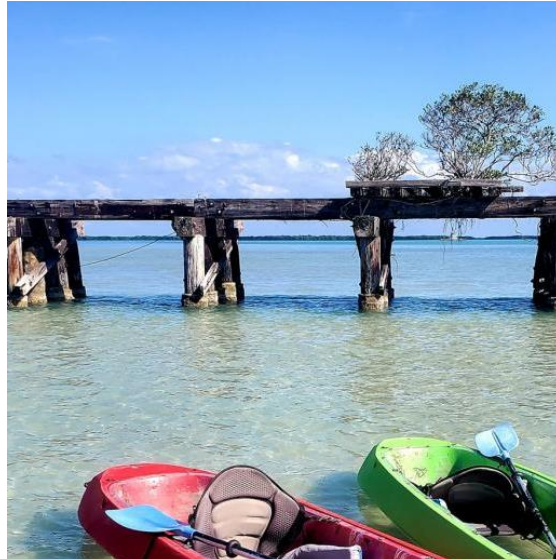» **6%** of visitors came to the Punta Gorda/Englewood Beach area rather than a previously planned destination
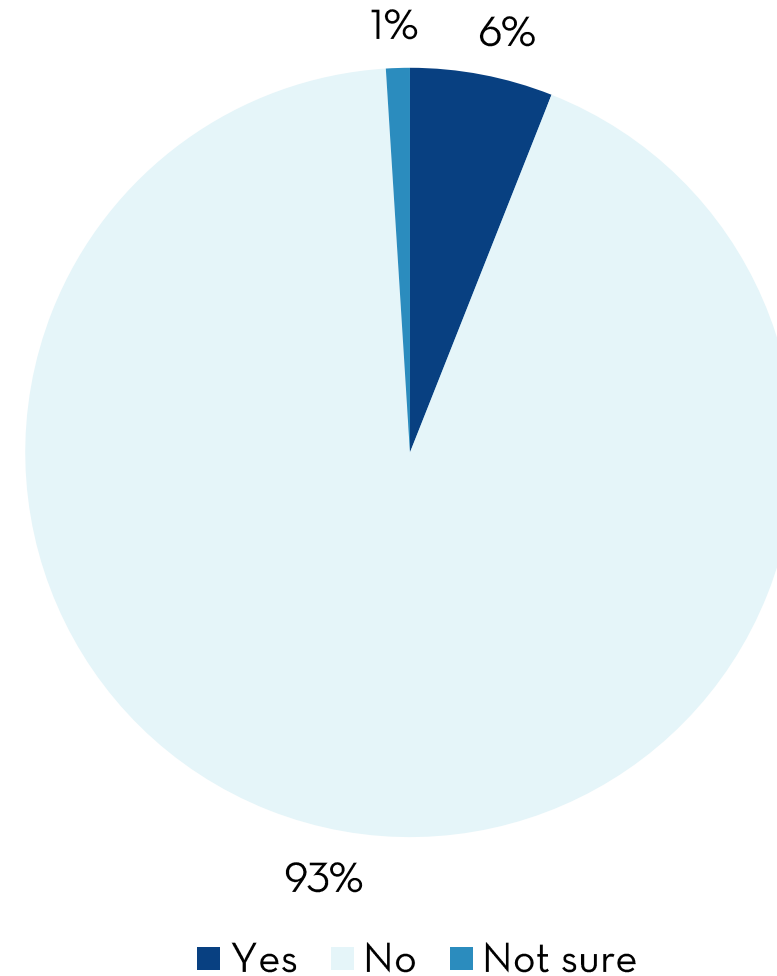
1%   6%

93%

■ Yes   ■ No   ■ Not sure

"We were visiting for two weeks from Germany. We drove around Florida to see different sights, starting from Miami."

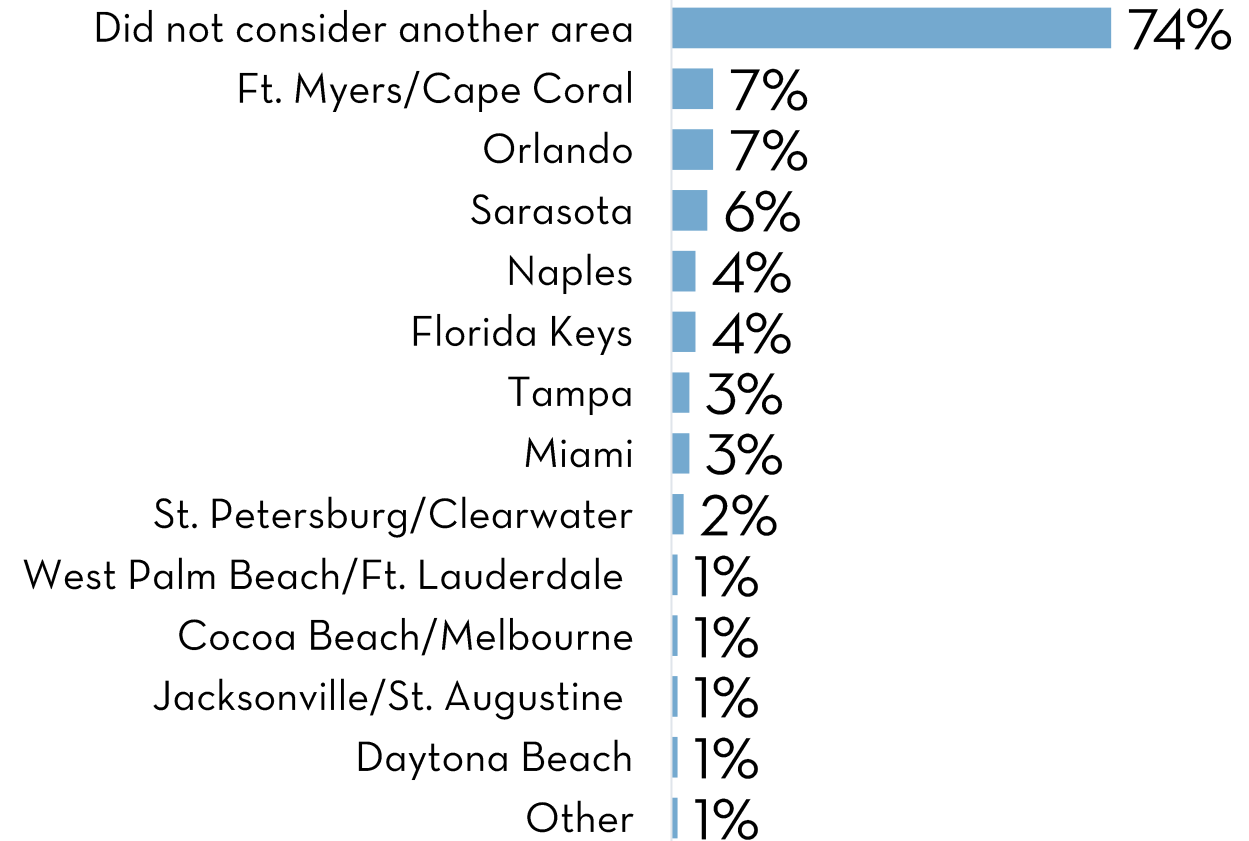"We bought a home near the PGD Airport. We would like to come back every year if flights are available."

"Convenience. Easy to get around. Not as expensive."

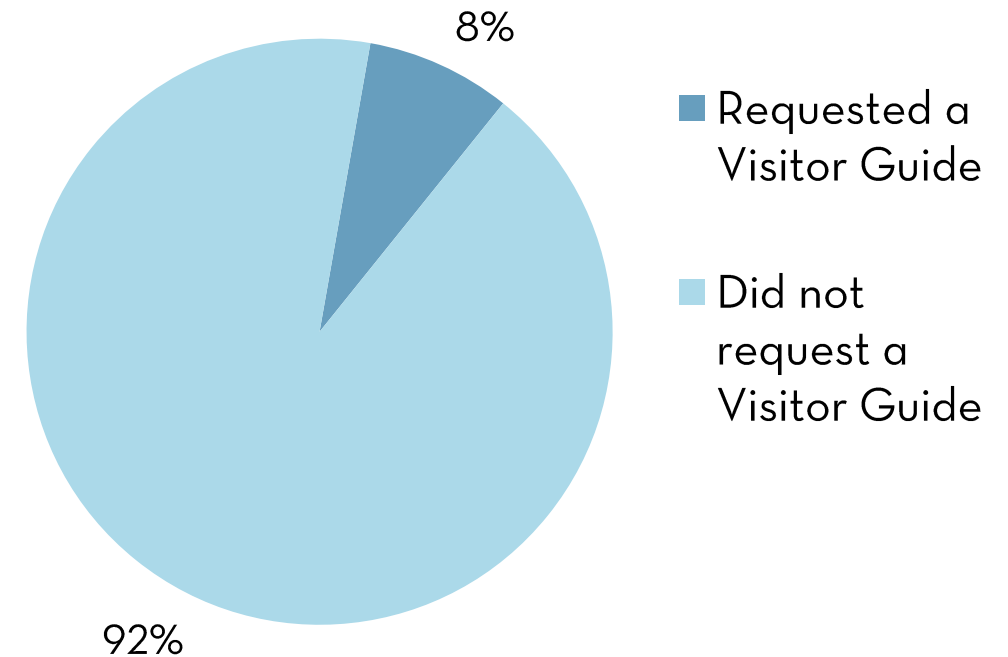"Good value. We came to visit family and friends. Love Boca Grande!"

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

Other Destinations Considered[1]

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

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

Did not consider another area	74%
Ft. Myers/Cape Coral	7%
Orlando	7%
Sarasota	6%
Naples	4%
Florida Keys	4%
Tampa	3%
Miami	3%
St. Petersburg/Clearwater	2%
West Palm Beach/Ft. Lauderdale	1%
Cocoa Beach/Melbourne	1%
Jacksonville/St. Augustine	1%
Daytona Beach	1%
Other	1%

[1]Multiple responses permitted.

Visitors Guide[1]

» **8%** of visitors requested a Visitors Guide before their trip

  » **4%** requested a print version

  » **4%** requested an online version

  » Visitors Guide received a rating of **7.7 out of 10**[1]

8%

92%

■ Requested a Visitor Guide

■ Did not request a Visitor 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	34%
Florida	26%
Northeast	18%
Southeast	13%
West	4%
Canada	2%
United Kingdom	2%
Int'l	1%

95% of visitors came from the US
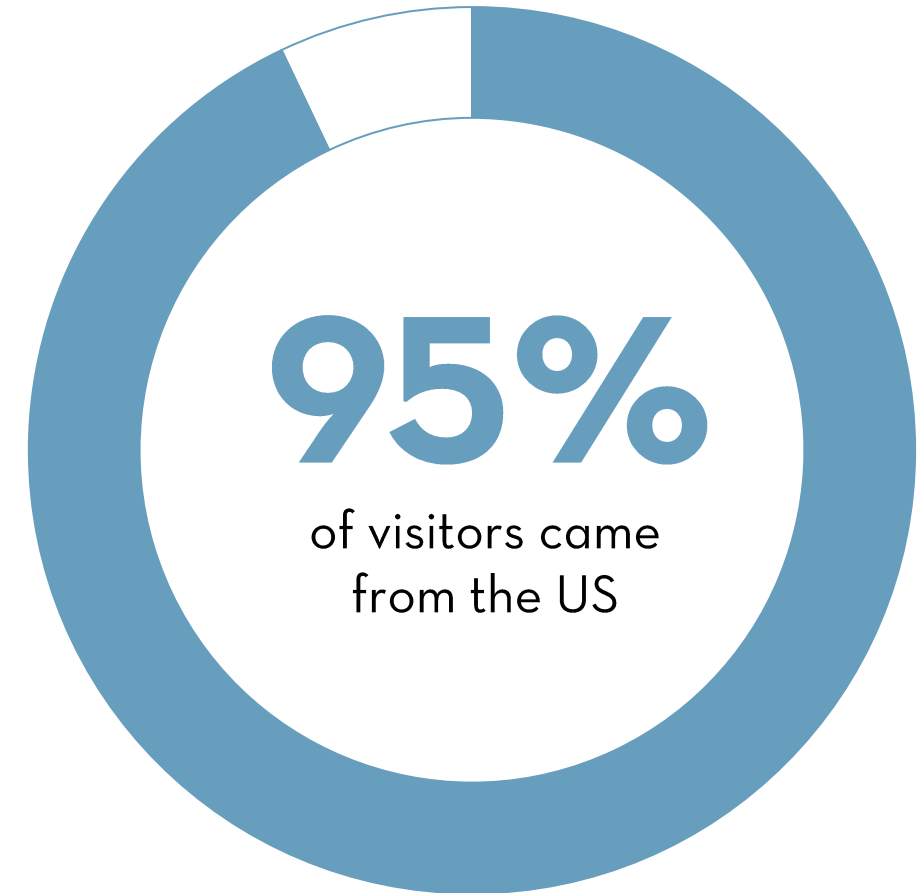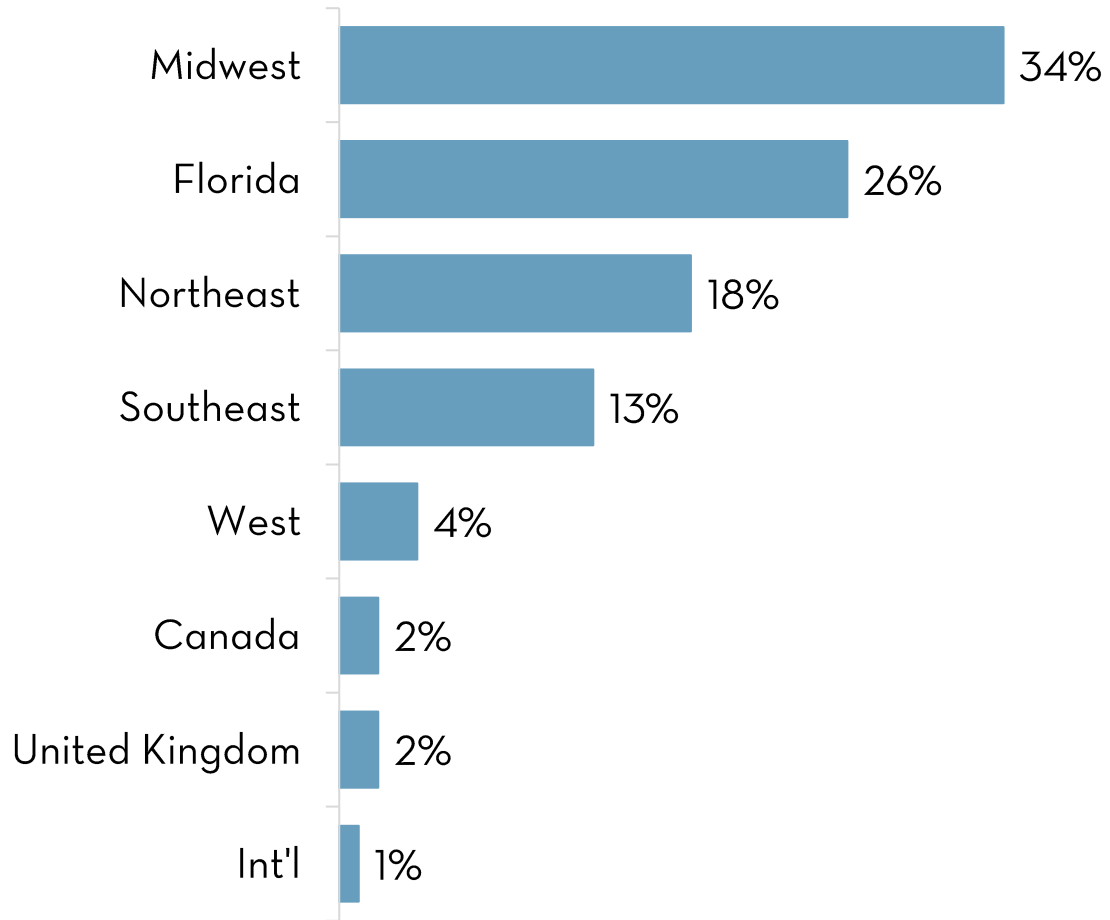
Origin of Visitors – By State/Country

	Percentage of Visitors
Florida	26%
Ohio	8%
Pennsylvania	6%
Michigan	5%
New York	5%
Illinois	4%
Indiana	3%
Kentucky	3%
Missouri	3%
Iowa	2%
Canada	2%
United Kingdom	2%

69% of visitors came from 10 U.S. States, the UK, and Canada
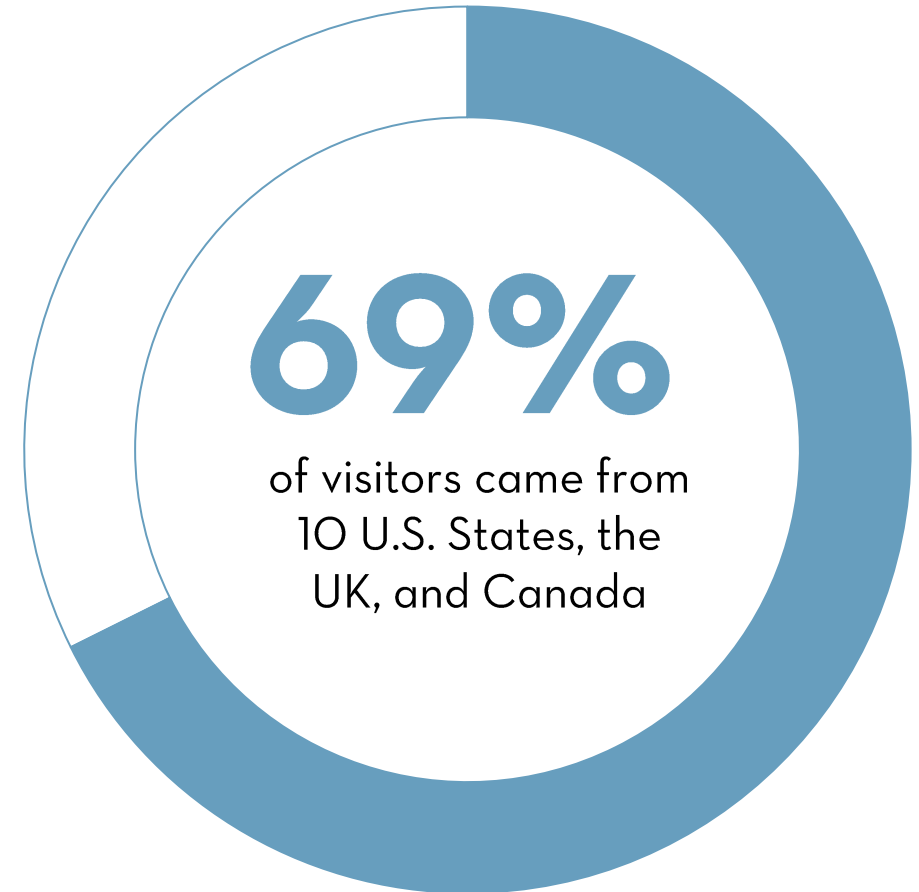
Origin of Visitors – By Market

Market	% of All Visitors
Fort Myers-Naples	7%
Sarasota-Bradenton	6%
Tampa-St. Petersburg	5%
New York City[1]	4%
Cincinnati	3%
Orlando-Daytona Beach-Melbourne	3%
Chicago	2%
Cleveland-Akron	2%
Indianapolis	2%
Jacksonville	2%
Philadelphia	2%
Pittsburgh	2%
Washington DC	2%

Market	% of Overnight Visitors
Cincinnati	5%
New York City[1]	4%
Indianapolis	3%
Cleveland-Akron	3%
Flint-Saginaw-Bay City	3%
Philadelphia	3%
Springfield, MO	2%
Washington, DC	2%
Chicago	2%
Tampa-St. Petersburg	2%
Lexington	2%
Pittsburgh	2%

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

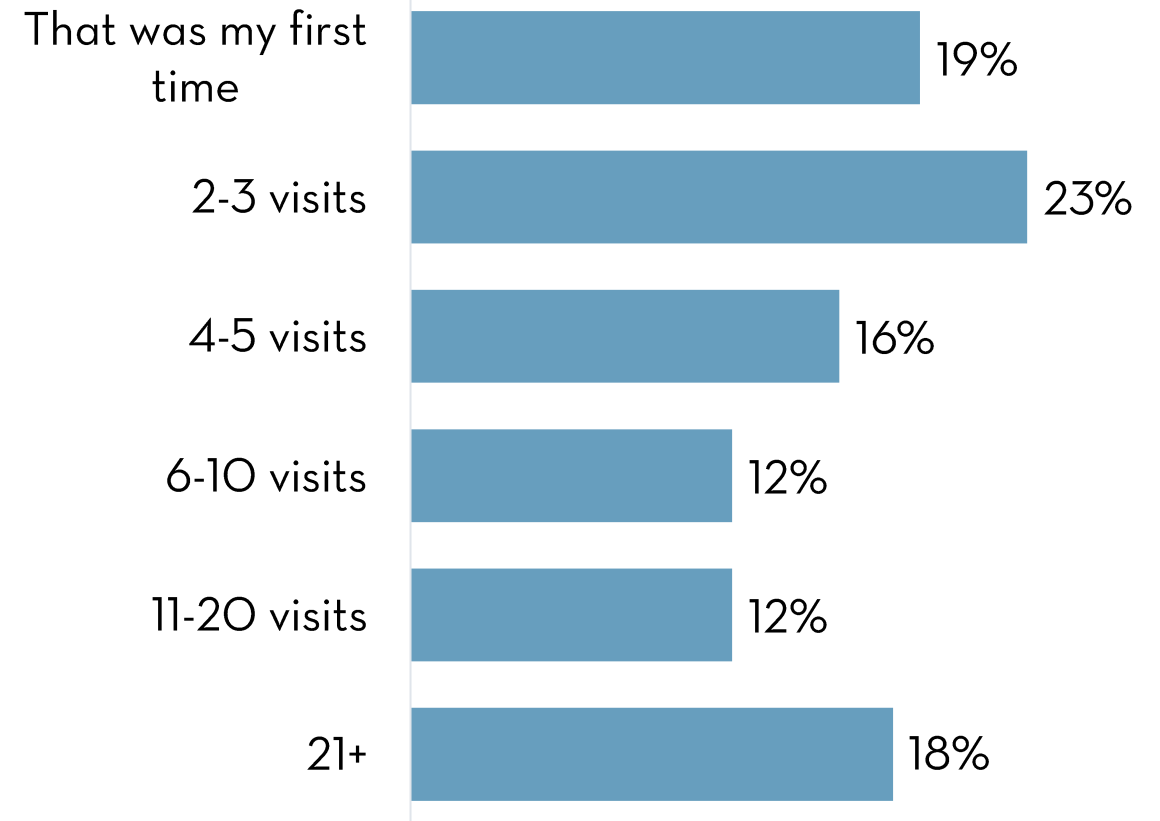# Travel Parties

» The typical visitor traveled in a party composed of **2.6** people

» **35%** traveled with at least one person under the age of 20

» **Over 1 in 3** visitors traveled as a family

» **1 in 3** traveled as a couple

As a family — 36%
As a couple — 34%
By yourself — 23%
With a group (tour, friends, etc.) — 6%
With a group of couples — 1%
With business associates — <1%
Other — <1%
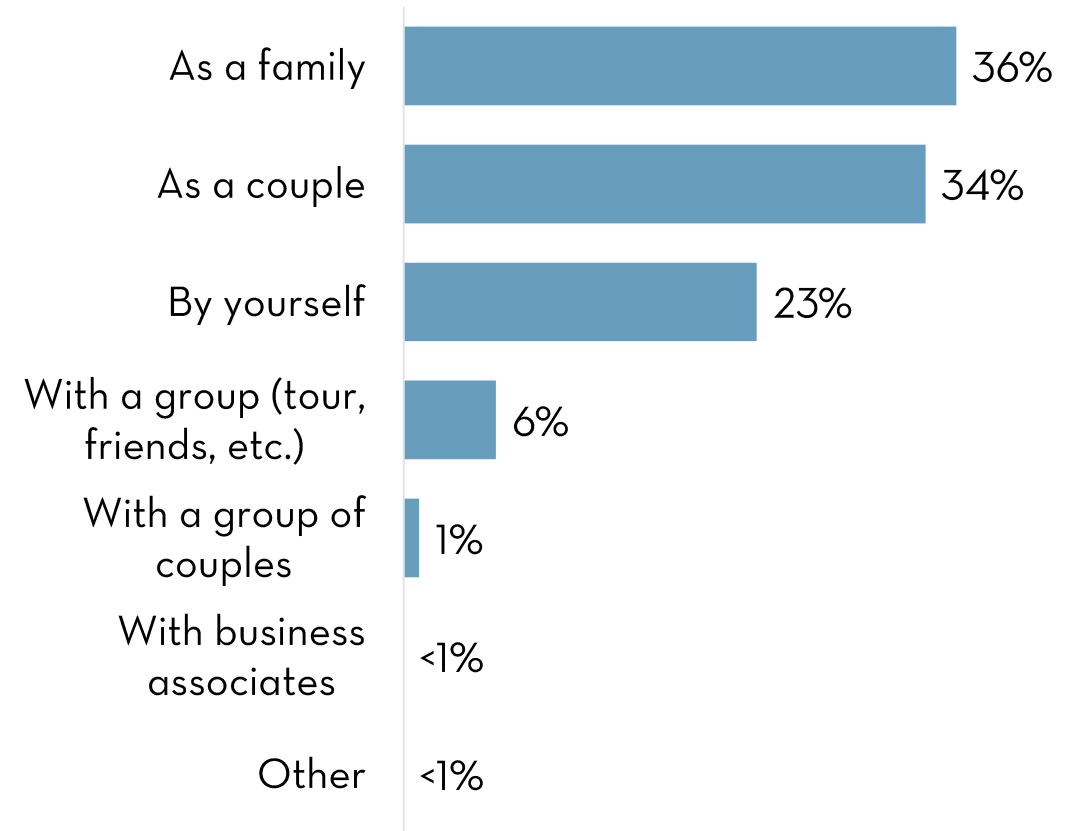
Typical Punta Gorda/Englewood Beach Visitor

» Typical visitors spent **5.5** nights in Punta Gorda/Englewood Beach

   » When including long term visitors[1], average nights stayed is **6.3**

» **Nearly 1 in 5** were first time visitors

» **3 in 10** visited more than 10 times

Category	Percentage
That was my first time	19%
2-3 visits	23%
4-5 visits	16%
6-10 visits	12%
11-20 visits	12%
21+	18%

[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]	6.0	8.9	1.0	**5.5**
Travel Party Size	2.6	2.7	2.5	**2.6**

[1]Typical visitor capped at 30 nights.

Age

» **45** is the median age of July – September visitors

Age	Percentage
18 to 24	8%
25 to 34	21%
35 to 49	32%
50 to 65	29%
65+	10%
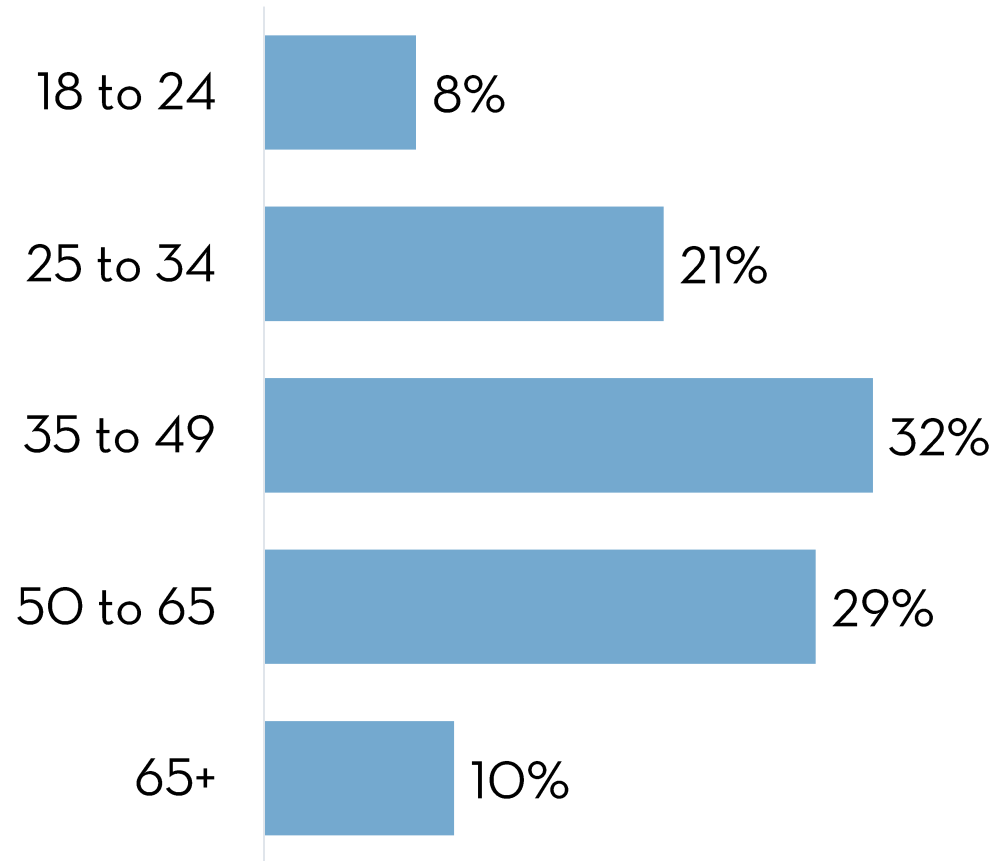
Household Income

Median Household Income

» **$102,300** is the median household income for July – September visitors

» **Over 1 in 6** visitors had a household income in excess of $150,000

Income Range	Percent
Less than $50,000	8%
$50,000-$74,999	17%
$75,000-$99,999	23%
$100,000-$124,999	22%
$125,000-$149,999	12%
$150,000-$199,999	9%
$200,000-$249,999	6%
$250,000 and over	3%

Race/Ethnicity

Caucasian 87%

Hispanic 7%

African-American 5%

Asian 1%

Gender[1]

52%

48%

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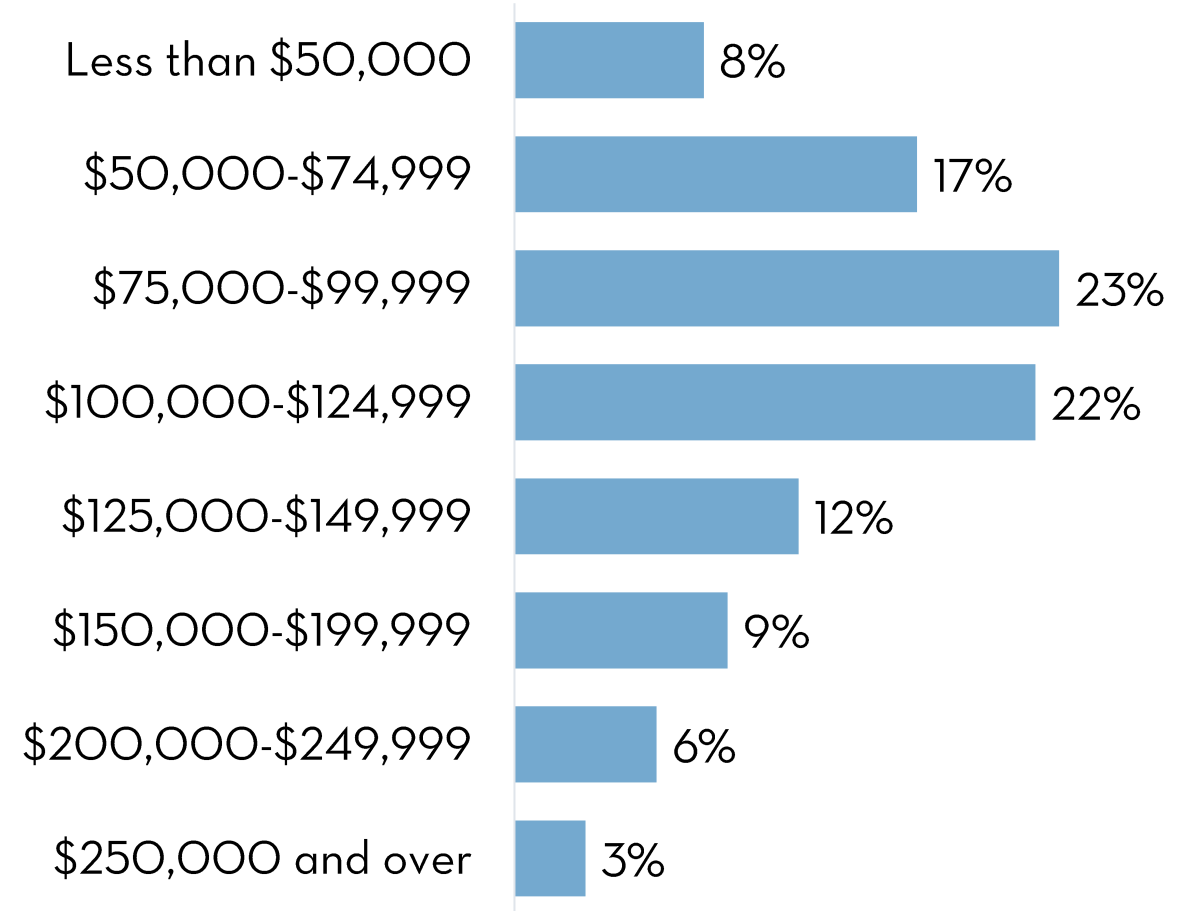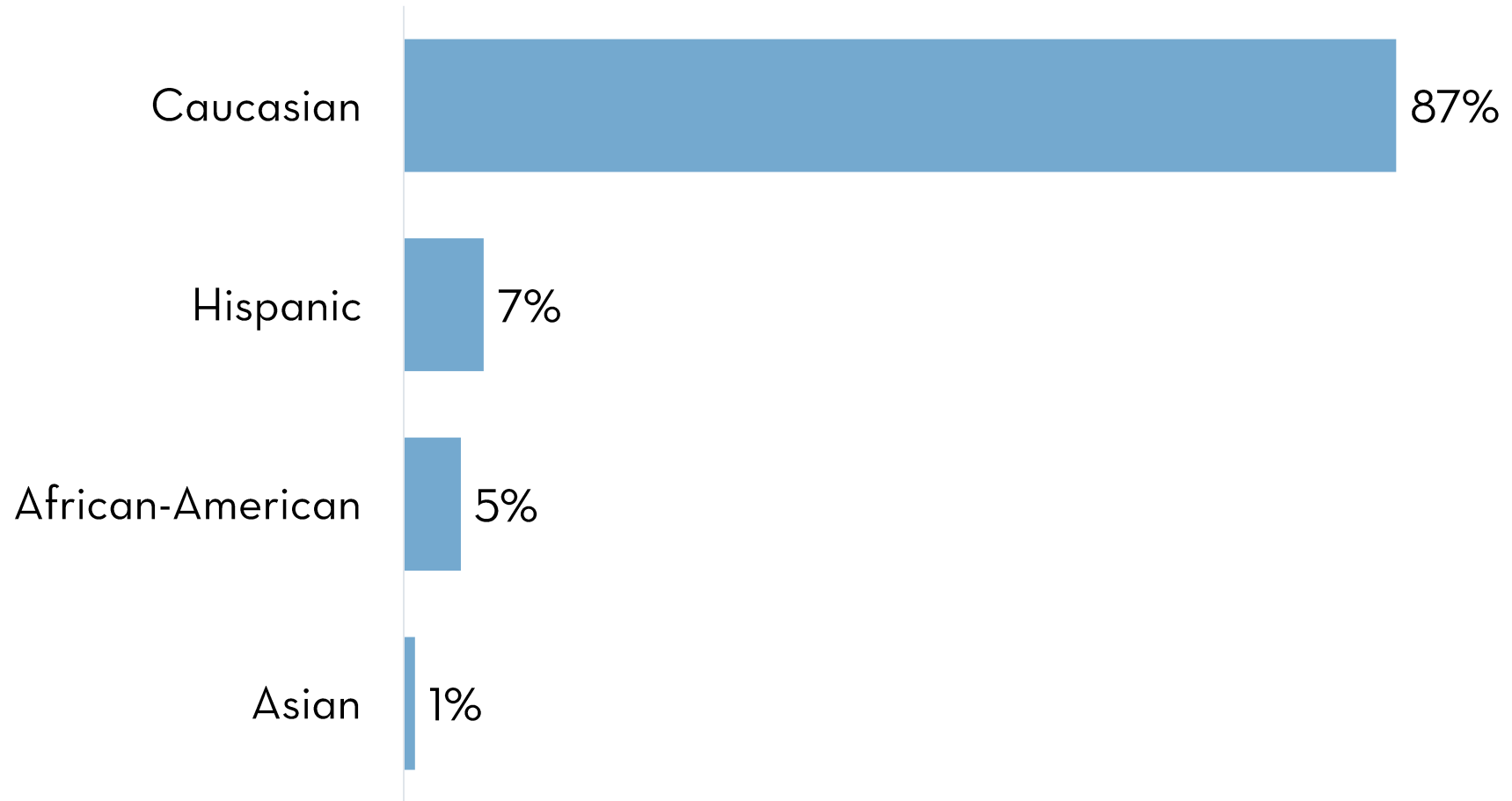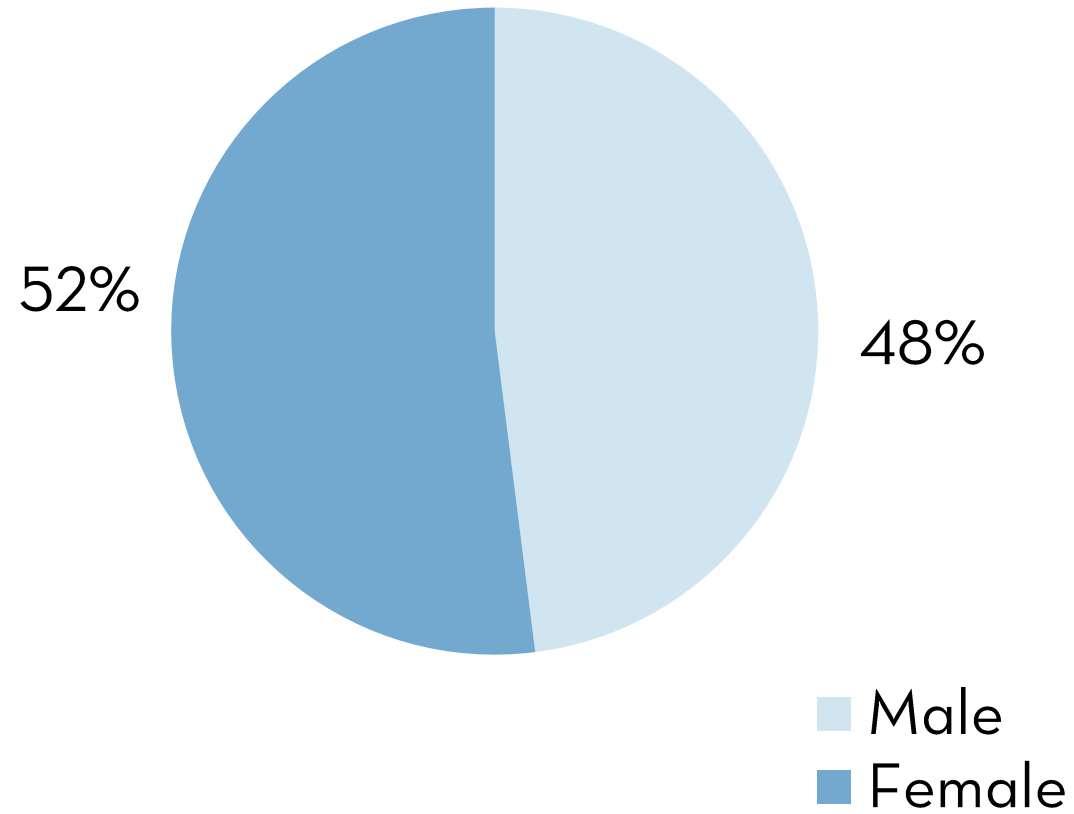
[1]May be influenced by the visitor's willingness to complete a survey

Visitor Journey: Trip Experience

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

Visitor Accommodations

» **72%** of visitors stayed overnight in Punta Gorda/Englewood Beach

» **Over 3 in 10** visitors stayed in hotels/motels/resorts

» **About 1 in 5** visitors stayed with friends/family

Accommodation	Percentage
Hotel/motel/resort	31%
Day tripper	28%
Staying with friends/family	19%
Personal condo/timeshare	11%
Rental condominium/house	9%
Campground/RV Park	<1%
Bed and Breakfast/Inn	<1%
Other	2%
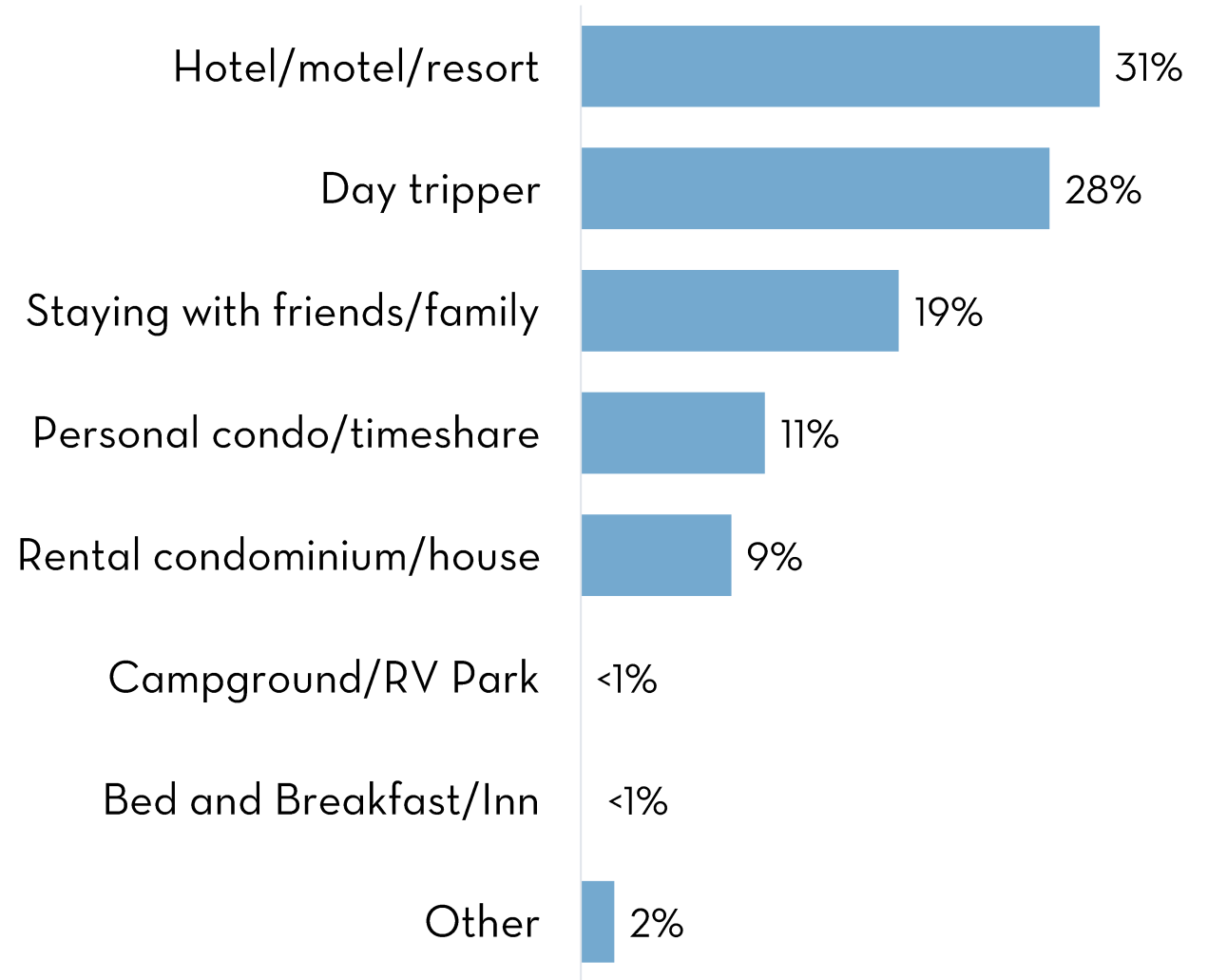
Area Stayed vs. Areas Visited[1]

Area	Stayed	Visited
Punta Gorda	36%	58%
Port Charlotte	28%	48%
Englewood	12%	43%
Charlotte Harbor	9%	35%
Manasota Key	4%	23%
Rotonda West	4%	4%
Gasparilla Island (Boca Grande)	2%	8%
Placida	1%	4%
Cape Haze	1%	2%
Palm Island/Knight Island	<1%	1%
Don Pedro Island	<1%	1%
Little Gasparilla Island	<1%	6%

[1]Multiple responses permitted.

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Visitor Activities[1]

Beach ▇▇▇▇▇▇▇▇ 60%
Restaurants ▇▇▇▇▇▇▇ 53%
Visit friends and relatives ▇▇▇▇▇ 40%
Nature, environment, birding, etc. ▇▇▇▇ 34%
Shopping ▇▇▇▇ 33%
- -
Biking, hiking, running, etc. ▇▇ 14%
Fishing, hunting, etc. ▇ 10%
Water sports ▇ 10%
Bars, nightclubs ▇ 10%
Looking for a second home ▇ 10%
Business conference/meeting ▇ 9%
Golfing, tennis, etc. ▇ 7%
Attractions ▇ 7%
Attend or participate in a sporting event ▇ 5%
Special event ▇ 4%
Family time, reading, cooking, etc. ▇ 3%
Museums, history, etc. ▇ 3%
Culture ▌2%
Spas ▏1%
Other ▇ 7%

» Visitors love to hang out at the **beach**, enjoy area **restaurants**, 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.
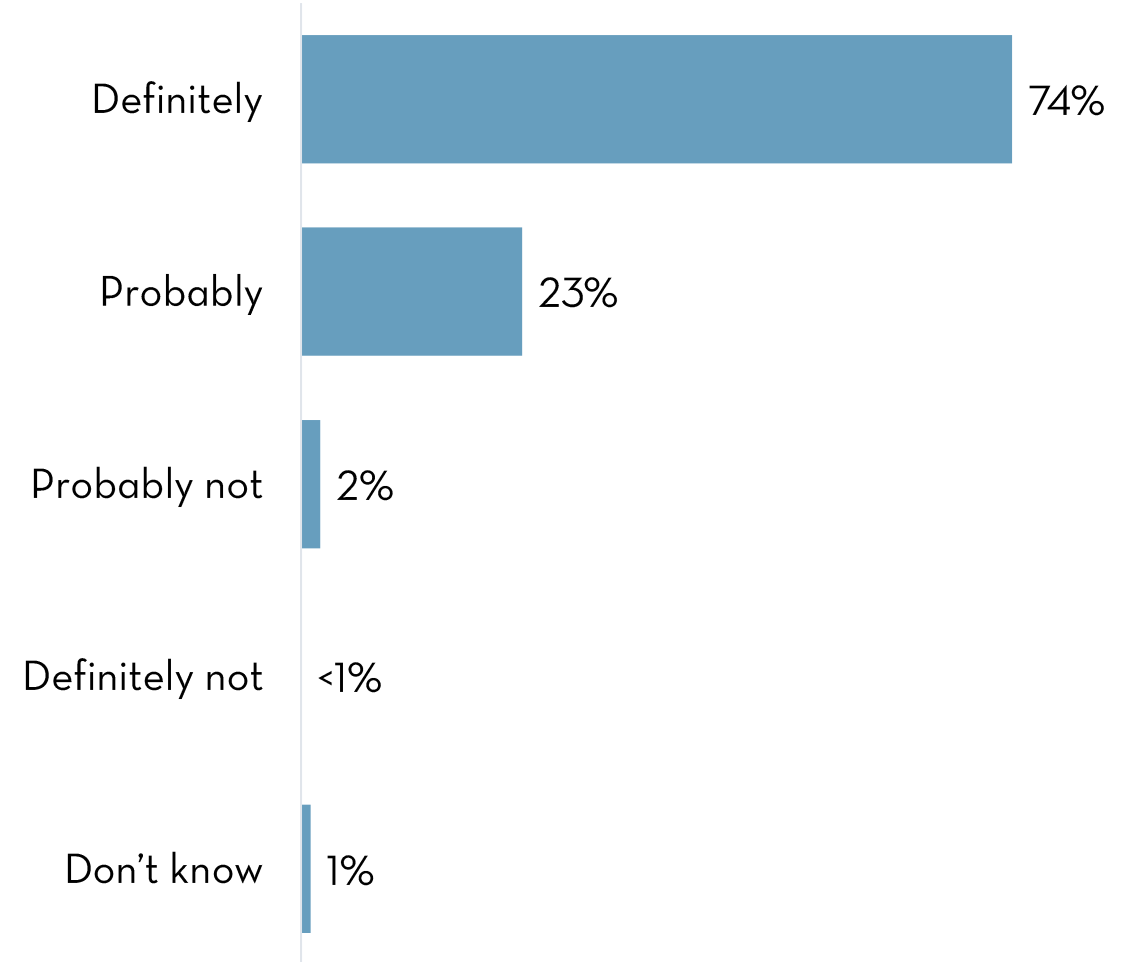
PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

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R E S E A R C H

Visitor Journey: Post-Trip Evaluation

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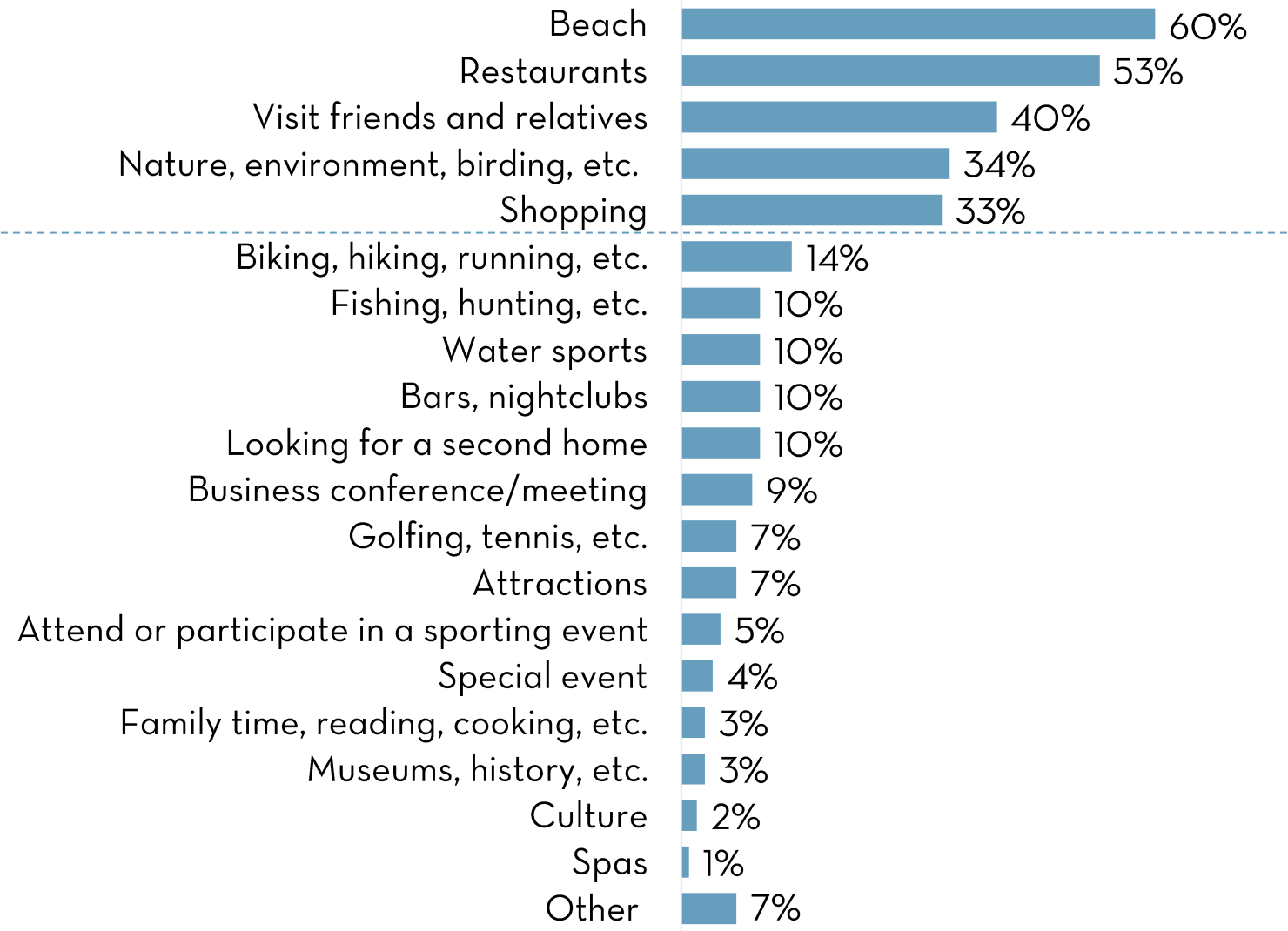
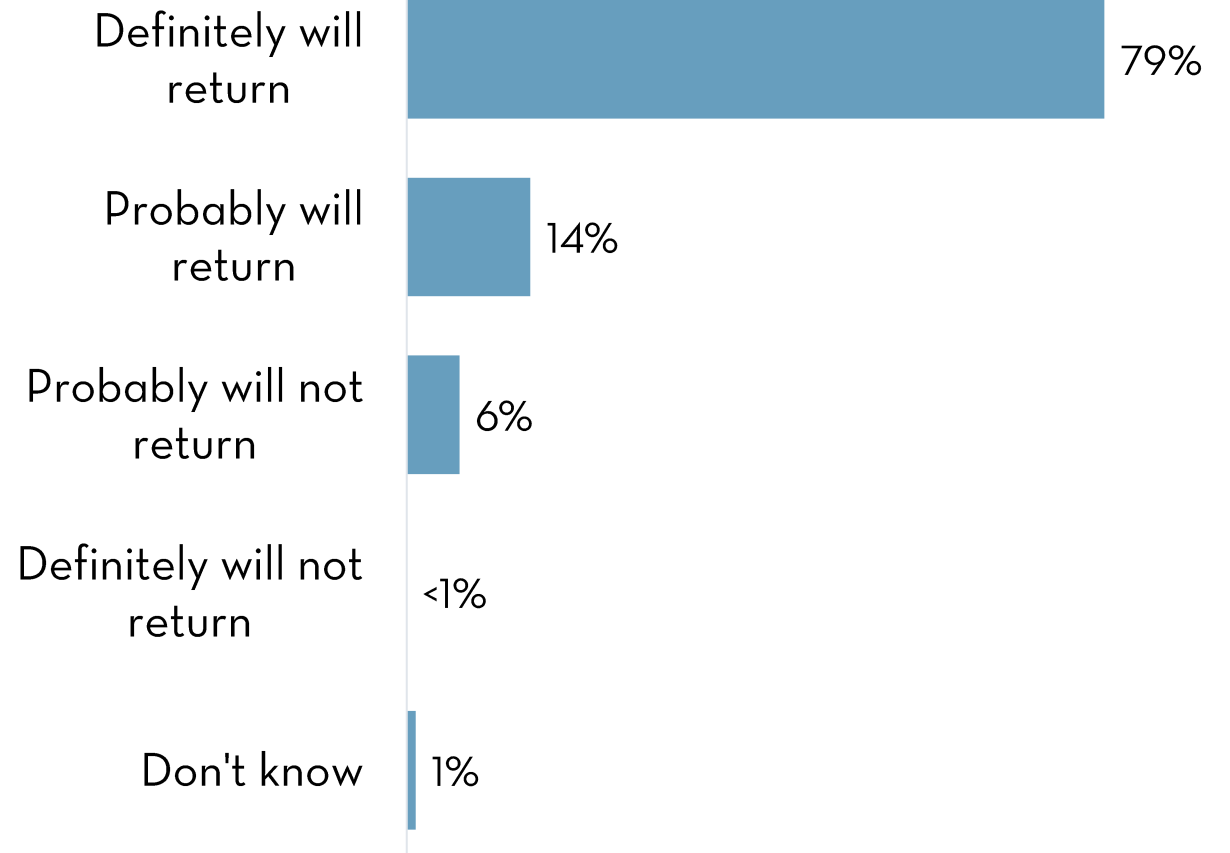# Visitor Recommendation

» **97%** would recommend Punta Gorda/Englewood Beach to a friend (**74%** would definitely recommend)

Definitely — 74%
Probably — 23%
Probably not — 2%
Definitely not — <1%
Don't know — 1%

Visitor Return

» **93%** will return (**79%** will definitely return)

Definitely will return — 79%

Probably will return — 14%

Probably will not return — 6%

Definitely will not return — <1%

Don't know — 1%

PUNTA GORDA
ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

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RESEARCH

Visitor Satisfaction

» **98%** were satisfied or very satisfied with their stay (**89%** were very satisfied)

Very satisfied — 89%

Satisfied — 9%

Somewhat satisfied — 1%

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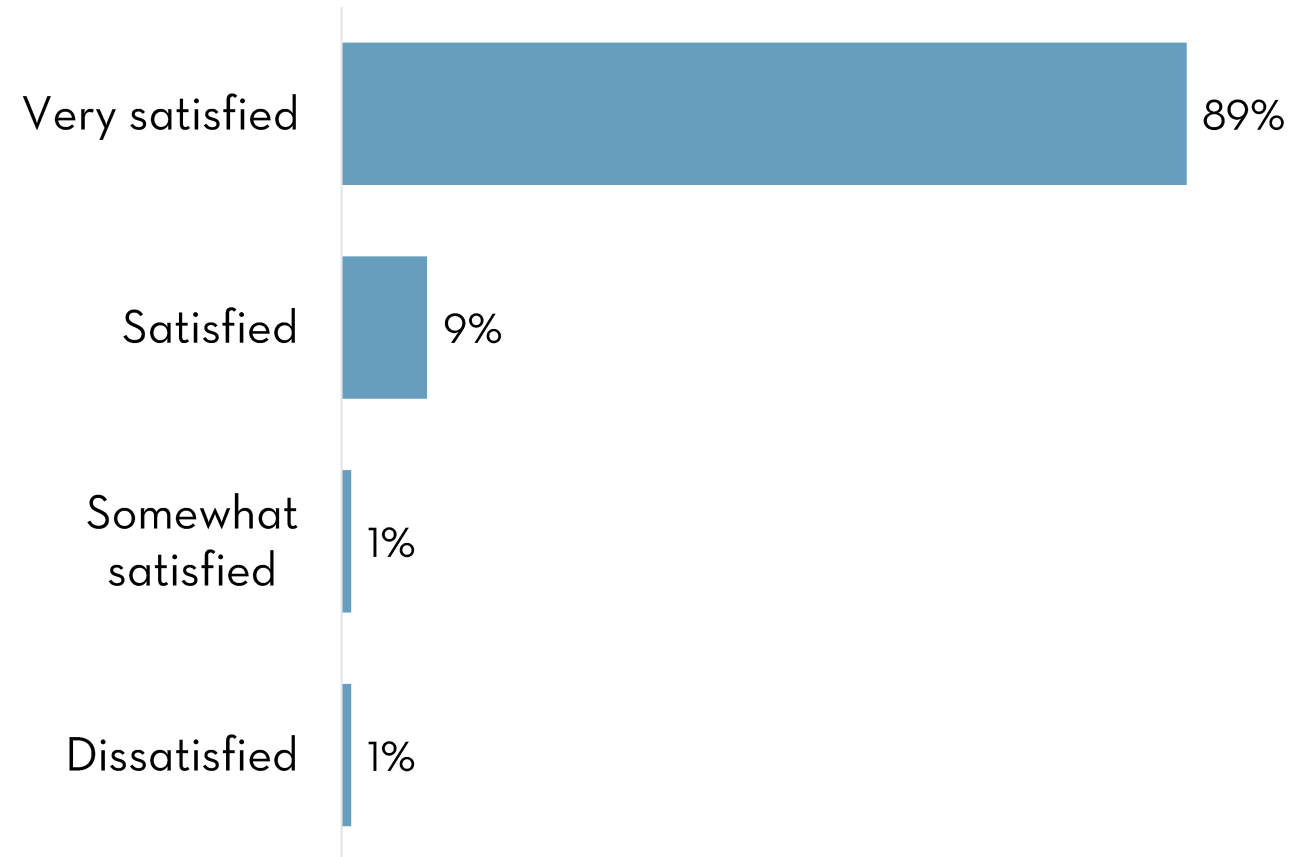
If you were talking to a friend, how would you describe Charlotte County as a place to visit?

"Lot of shells. Private area. Quaint. Family friendly. No loud parties."

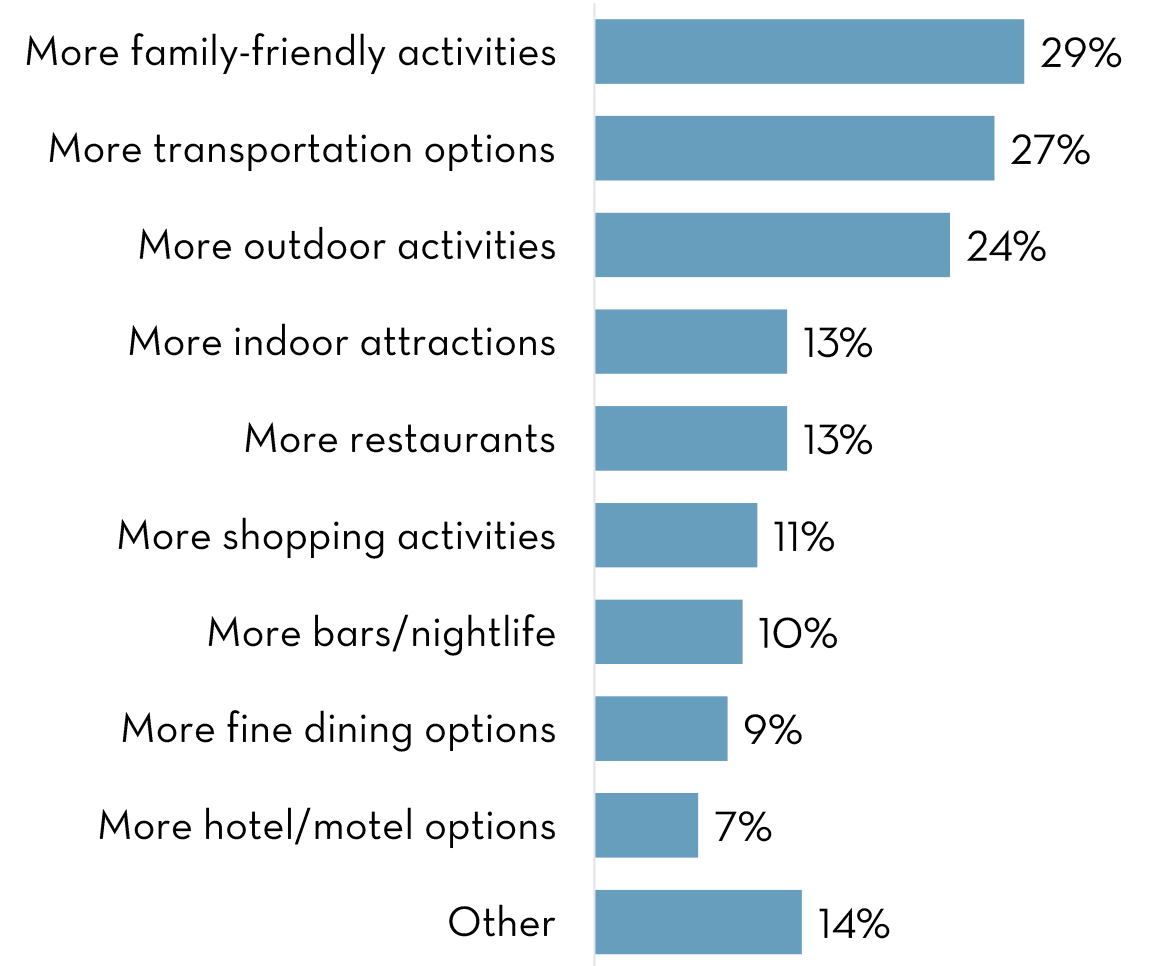"Sunny, comfortable, friendly, slower-paced area of Florida to visit with great beaches nearby."

"Great place to visit or live. The river walk is a great place to walk. Listen to music and get a drink. The community is very welcoming to visitors as well as residents."

"Wildlife is wonderful. Beaches and weather. Quiet. Not crowded. Low building."

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 family-friendly activities** would make a return visit more desirable

» **About 1 in 4** visitors said that **more transportation activities** and **more outdoor activities** would make Charlotte County more desirable

More family-friendly activities	29%
More transportation options	27%
More outdoor activities	24%
More indoor attractions	13%
More restaurants	13%
More shopping activities	11%
More bars/nightlife	10%
More fine dining options	9%
More hotel/motel options	7%
Other	14%

[1]multiple responses permitted.

Year-to-Year Comparisons

YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	July – September 2022	July – September 2023
A week or two in advance	27%	26%
A month or so in advance	28%	25%
2 months in advance	18%	25%
3 months in advance	12%	13%
4 to 5 months in advance	7%	5%
6 months of more in advance	8%	6%
Average Trip planning cycle (in days)	**57**	**55**

Top Trip Planning Sources	July – September 2022	July – September 2023
Internet	44%	49%
Previous visit	37%	42%
Talk to family/friends/co-workers	33%	27%

YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting[1]	July – September 2022	July – September 2023
Family vacation	34%	37%
Visiting friends/relatives	33%	34%
Beach	26%	28%
Business conference or meeting	3%	9%
Looking for a second home	7%	6%
Shopping	9%	5%
Nature, environment, bird watching, etc.	9%	4%
Water sports	4%	3%
Special occasion	6%	3%

Visitor Guide and Transportation	July – September 2022	July – September 2023
Requested a Visitors Guide	12%	8%
Drove to Charlotte County	60%	52%
Flew to Charlotte County	40%	48%

[1]multiple responses permitted.

YEAR-TO-YEAR COMPARISONS

Market of Origin	July – September 2022	July – September 2023
Fort Myers-Naples	8%	7%
Sarasota	7%	6%
Tampa-St. Petersburg	6%	5%
New York City[1]	6%	4%
Cincinnati	1%	3%
Orlando-Daytona Beach-Melbourne	4%	3%
Chicago	3%	2%
Cleveland-Akron	2%	2%
Indianapolis	1%	2%
Jacksonville	1%	2%
Philadelphia	<1%	2%
Pittsburgh	1%	2%

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

YEAR-TO-YEAR COMPARISONS

Region of Origin	July – September 2022	July – September 2023
Midwest	26%	34%
Florida	31%	26%
Northeast	20%	18%
Southeast	12%	13%
West	5%	4%
International	6%	5%

YEAR-TO-YEAR COMPARISONS

Travel Parties	July – September 2022	July – September 2023
Travel Party Size	2.8	2.6
Traveled as a family	40%	36%
Traveled with children	40%	35%
Traveled as a couple	30%	34%

Visitor Profile	July – September 2022	July – September 2023
Median Age	45	45
Gender (Female)	51%	52%
Median Household Income	$89,800	$102,300
White/Caucasian	86%	87%
Hispanic	8%	7%
African-American	5%	5%

YEAR-TO-YEAR COMPARISONS

Accommodations	July – September 2022	July – September 2023
Friends/Family Home	20%	19%
Hotel/Motel	32%	31%
Day Tripper	30%	28%
Personal Second Home/Timeshare	10%	11%
Rental house/Airbnb	6%	9%
Other	2%	2%

Trips Experience	July – September 2022	July – September 2023
Average nights stayed	5.9	5.5
1st Time Visitor	21%	19%
10+ Prior Visits to Charlotte County	36%	30%

YEAR-TO-YEAR COMPARISONS

Top Activities[1]	July – September 2022	July – September 2023
Beach	54%	60%
Restaurants	55%	53%
Visit friends and relatives	41%	40%
Nature, environment, birding, etc.	27%	34%
Shopping	34%	33%
Biking, hiking, running, etc.	13%	14%
Fishing, hunting, etc.	13%	10%
Water sports	12%	10%
Bars, nightclubs	11%	10%
Looking for a second home	13%	10%

[1]multiple responses permitted.

YEAR-TO-YEAR COMPARISONS (Cont.)

Top Activities[1]	July – September 2022	July – September 2023
Business conference/meeting	3%	9%
Golfing, tennis, etc.	10%	7%
Attractions	10%	7%
Attend or participate in a sporting event	6%	5%
Special event	7%	4%
Family time, reading, cooking, etc.	4%	3%
Museums, history, etc.	4%	3%
Culture	5%	2%
Spas	3%	1%
Spring Training	N/A	N/A

[1]multiple responses permitted.

YEAR-TO-YEAR COMPARISONS

Average Daily Trip Spending	July – September 2022	July – September 2023
Accommodations	$58	$65
Restaurants	$74	$54
Groceries	$29	$41
Shopping	$36	$41
Entertainment	$43	$32
Transportation	$29	$33
Other	$13	$12
Total	**$282**	**$278**

Average Total Trip Spending	July – September 2022	July – September 2023
Accommodations	$343	$356
Restaurants	$438	$297
Groceries	$172	$222
Shopping	$213	$222
Entertainment	$255	$172
Transportation	$172	$180
Other	$77	$67
Total	**$1,670**	**$1,516**

YEAR-TO-YEAR COMPARISONS

Post-Trip Evaluation	July – September 2022	July – September 2023
Will return to Charlotte County	95%	93%
Satisfied or very satisfied with their stay	96%	98%
Would recommend to friend	93%	97%

Methodology

Visitor Tracking Study

» **413** 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 **July 1st, 2023 and September 30th, 2023.**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

July – September 2023

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