

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

July – Sept 2021



Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during July - Sept 2021. 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.



Executive Summary

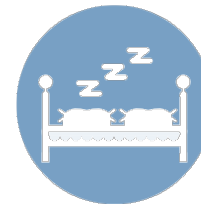


Visitor Journey – Impact of Tourism



Quarterly Snapshot

- » July-September 2021 Charlotte County visitor and lodging metrics exceed 2020 and 2019 figures
- » July-September 2021 Charlotte County direct spending and economic impact are at an all-time high
- » Most July-September visitors to Charlotte County were from Florida or the Midwest
- » Comparatively, more visitors come to Charlotte County to enjoy a relaxing beach getaway
- » Although fewer visitors requested the visitor guide, it received much higher ratings year-over-year



52.0%

OCCUPANCY
RATE



\$126.64

AVERAGE DAILY
RATE



\$65.92

REVENUE PER
ROOM

Vs. 2020

↑ 9.0%

↑ 1.4%

↑ 10.7%

Vs. 2019

↑ 17.1%

↑ 14.2%

↑ 33.9%

Key Performance Indicators

Visitor Statistics	July – Sept 2020	July – Sept 2021	Percent Change
<i>Visitors</i>	203,600	269,800	+32.5%
<i>Direct Expenditures¹</i>	\$96,707,600	\$141,021,100	+45.8%
<i>Total Economic Impact</i>	\$140,226,000	\$204,480,600	+45.8%

Lodging Statistics	July – Sept 2020	July – Sept 2021	Percent Change
<i>Occupancy²</i>	47.7%	52.0%	+9.0%
<i>Room Rates²</i>	\$124.87	\$126.64	+1.4%
<i>RevPAR²</i>	\$59.56	\$65.92	+10.7%
<i>Room Nights²</i>	241,300	276,703	+14.7%
<i>TDT Collections³</i>	\$856,000	\$1,248,479	+45.9%

¹ Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

² Sources: STR and All The Rooms – Note: more units available in 2021 vs 2020

³ Increased units available has led to an increase in TDT collections

Key Performance Indicators

Visitor Statistics	July – Sept 2019	July – Sept 2021	Percent Change
<i>Visitors</i>	169,700	269,800	+59.0%
<i>Direct Expenditures¹</i>	\$83,804,600	\$141,021,100	+68.3%
<i>Total Economic Impact</i>	\$121,516,600	\$204,480,600	+68.3%

Lodging Statistics	July – Sept 2019	July – Sept 2021	Percent Change
<i>Occupancy²</i>	44.4%	52.0%	+17.1%
<i>Room Rates²</i>	\$110.85	\$126.64	+14.2%
<i>RevPAR²</i>	\$49.22	\$65.92	+33.9%
<i>Room Nights²</i>	224,600	276,703	+23.2%
<i>TDT Collections³</i>	\$653,400	\$1,248,479	+91.1%

¹ Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

² Sources: STR and All The Rooms – Note: more units available in 2021 vs 2019

³ Increased units available has led to an increase in TDT collections

Travel Party Spending

- » Visiting travel parties spent **\$261** per day and **\$1,592** on their trip
- » Visiting travel parties staying in paid accommodations spent **\$364** per day and **\$2,657** on their trip



Visitor Journey – Pre-Visit



Trip Planning¹

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



Internet (30%)



Friend, coworker, etc. (29%)



Previous visit (29%)

Punta Gorda/Englewood Beach Promotions¹

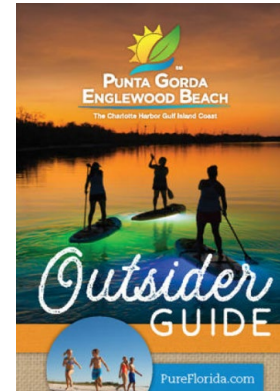
- » 17% of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit
- » 80% of those who recalled advertising were influenced to come to the area
- » Top sources of noticed promotions:



Online Article (25%)



Personal social media (23%)



Travel/Visitor Guide (18%)



Destination social media (16%)

Top Methods of Accommodation Booking¹



49% Directly with hotel/condo



28% Online travel agency



13% Airbnb

Transportation



57% of visitors drove to
Punta Gorda/Englewood Beach



13% of all visitors flew in via
the Southwest Florida
International Airport



10% of all visitors flew in via
the Punta Gorda Airport

Top Reasons for Visiting¹



Visit friends/relatives (28%)



Family vacation (26%)



Beach (20%)



Sporting events (12%)

Concerns with COVID-19¹

- » **1 in 12** visitors stated that concerns about COVID-19 played a role in them choosing to visit this area
- » Top pandemic related reasons for choosing the area over others:



Preferred a less crowded destination (32%)



Preferred a destination with outdoor activities (32%)



Preferred a destination near the beach (26%)

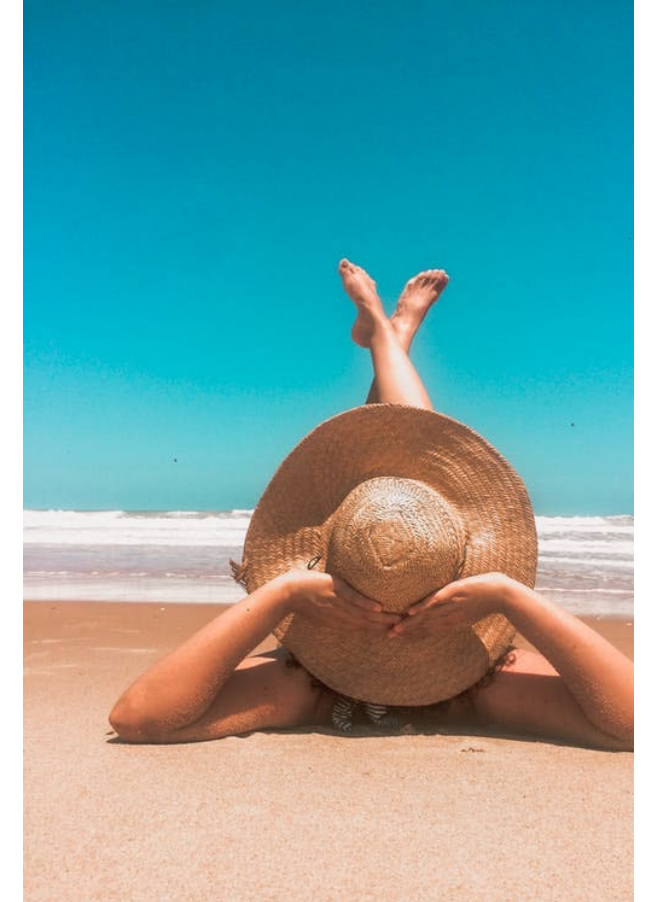
Top Reasons for Choosing Punta Gorda/Englewood Beach Over Other Destinations¹



Family/friends (57%)



Beach (11%)



Vacation (10%)

¹Coded open-ended responses; multiple responses permitted.

Other Destinations Considered

- » 67% of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Other destinations considered:



Ft. Myers/Cape Coral (10%)



Sarasota (7%)



Naples (6%)



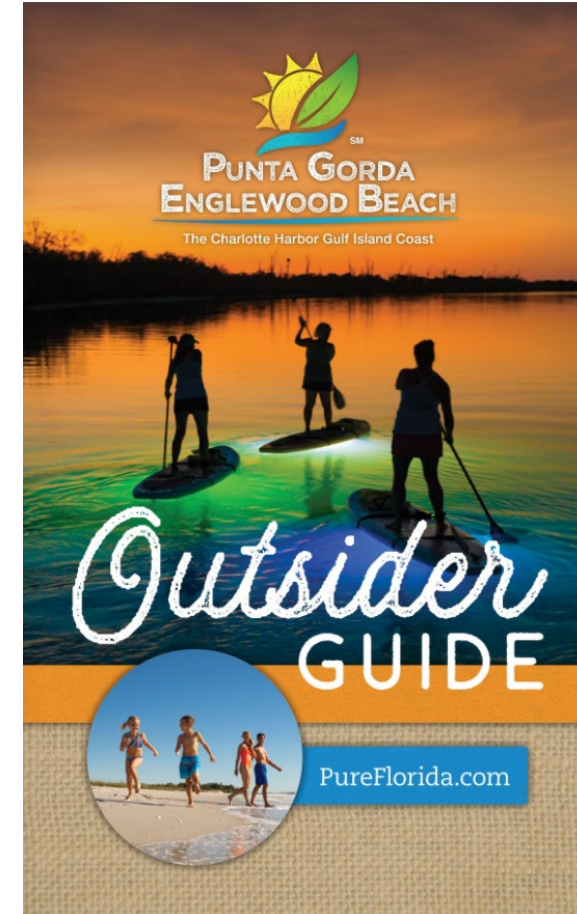
Orlando (5%)



Tampa (4%)

Visitors Guide

- » 6% of visitors requested a Visitors Guide
- » Visitors Guide received a rating of 8.9 out of 10.0¹



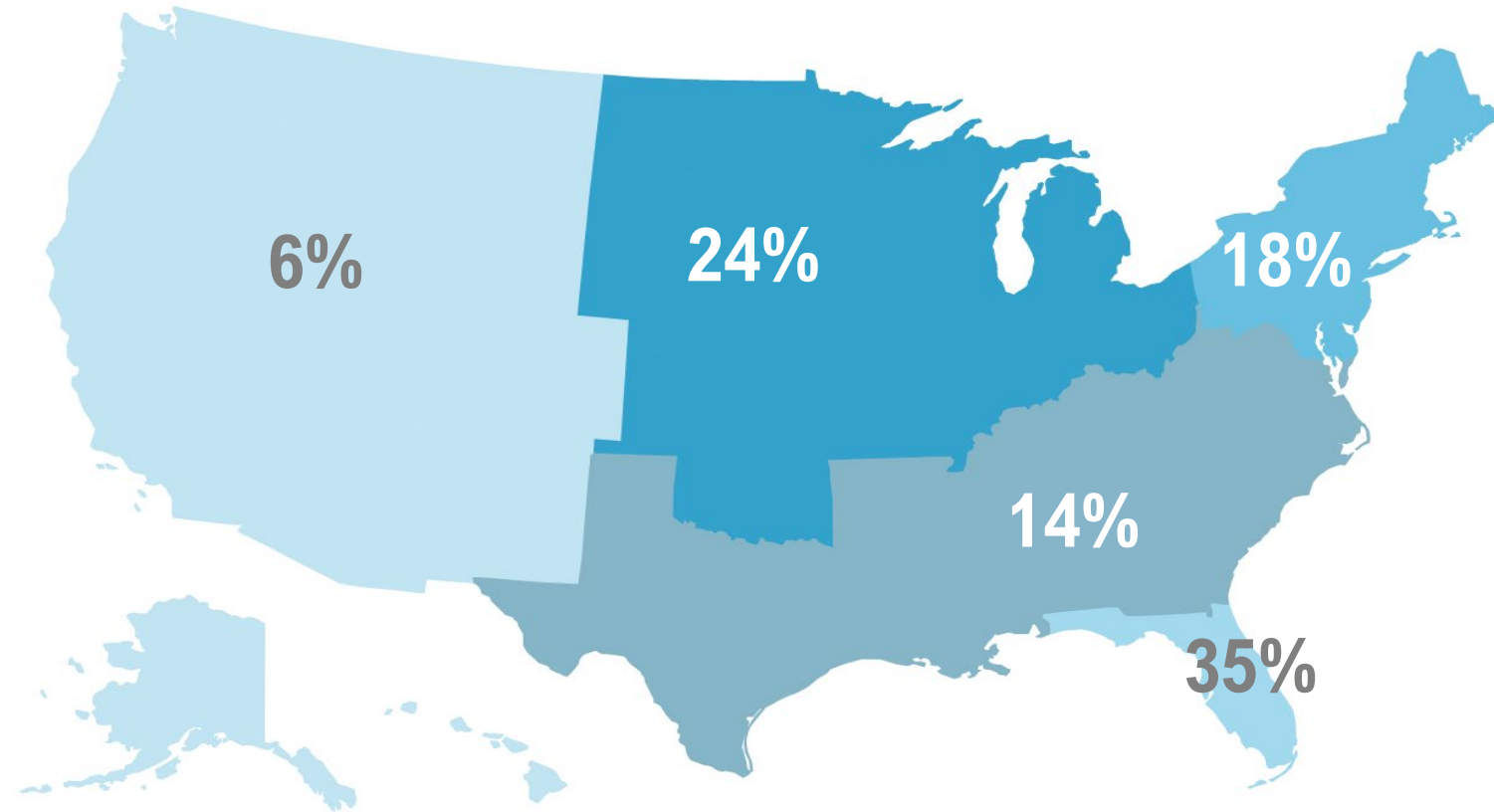
¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile

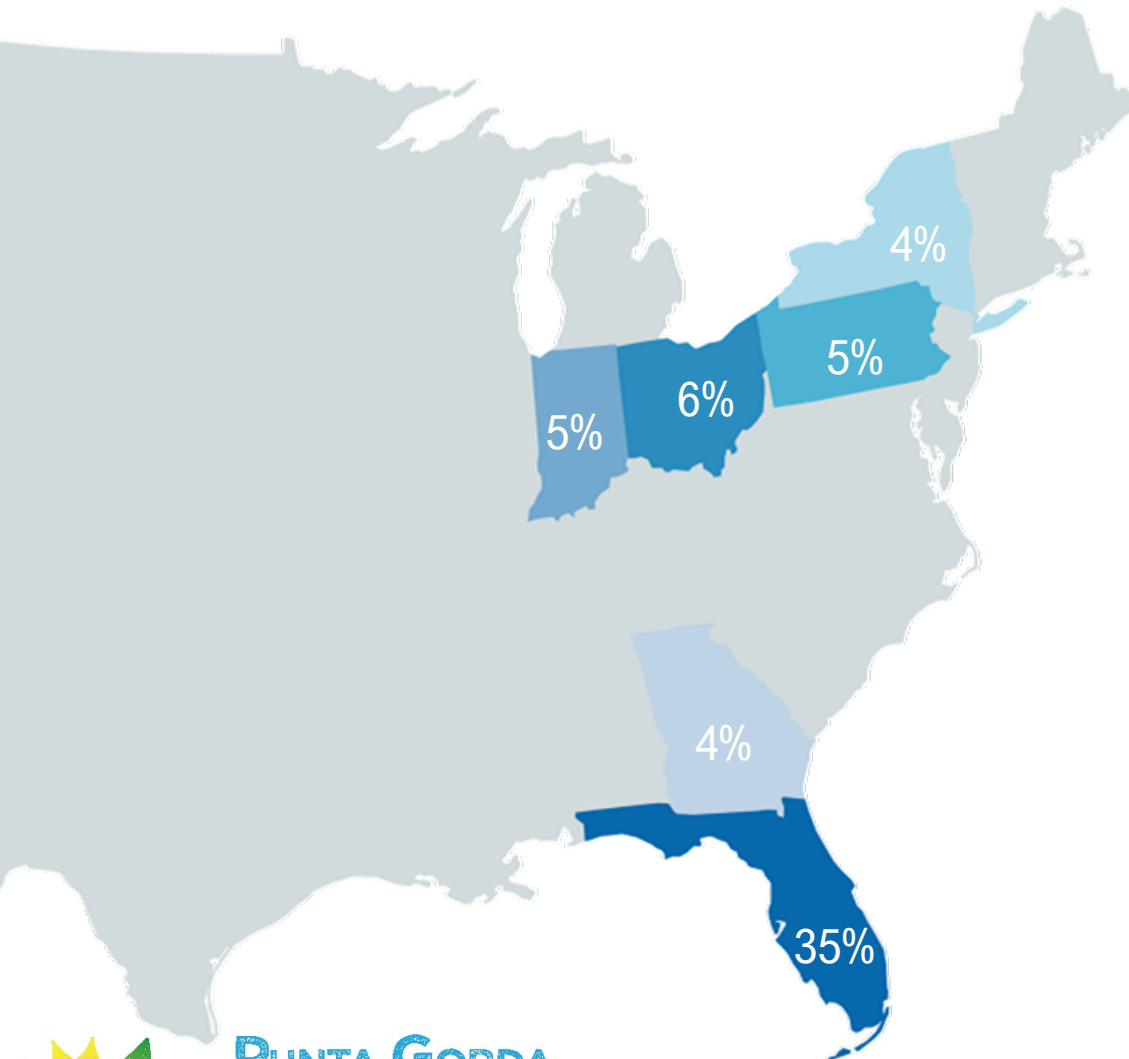


Top Regional Origins of Visitors

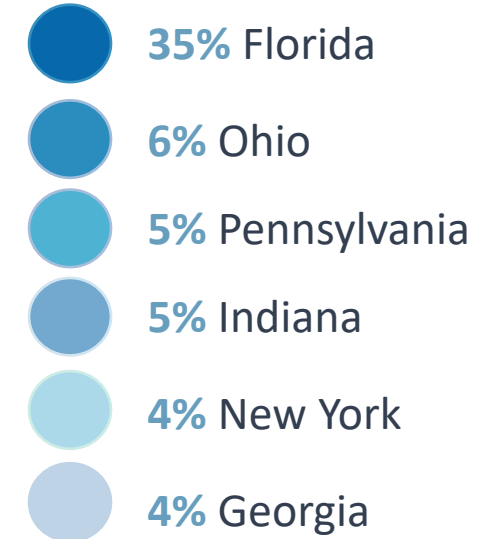
- » **97%** of Charlotte County visitors lived in the United States
- » **3%** of visitors to Charlotte County were from outside of the United States



Top State Origins of Visitors



59% of visitors traveled to Charlotte County from 6 states



Top Market Origins of Visitors

32% of visitors come from 5 markets



13% Naples-Ft. Myers



7% Sarasota-Bradenton



4% Orlando



4% Tampa-Clearwater-St.
Petersburg



4% New York City¹

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

Travel Party Size and Composition

- » The typical visitor traveled in a party composed of **3.0** people
- » **53%** traveled with at least one person under the age of 20
- » **Over half** traveled as a family, while **over 1 in 5** visitors traveled as a couple



Length of Stay – All Visitors*

» Visitors spent **6.1¹** nights in Punta Gorda/Englewood Beach



¹Nights stayed capped at 30 nights. Average length of stay is 12.6 nights when nights stayed is not capped.

*Nights stayed includes Day Trippers.

First Time Visitors

- » **21%** were first time visitors
- » **39%** had visited more than 10 times



Typical Punta Gorda/Englewood Beach Visitor

» The typical Visitor:

- » Was 42 years old
- » Had a median household income of \$88,600
- » Was female (51%)
- » Was from:
 - » Florida (35%)
 - » Midwest (24%)



Typical Day Trip Visitor



- » The Typical Day Trip Visitor:
 - » Was 39 years old
 - » Had a median household income of \$105,000
 - » Was female (51%)
 - » Was from:
 - » Naples-Ft. Myers (18%)
 - » Sarasota-Bradenton (11%)

Typical Vacationer Visitor

» The Typical Vacationer¹ Visitor:

- » Was 44 years old
- » Had a median household income of \$93,800
- » Was female (52%)
- » Was from:
 - » Florida (44%)
 - » Southeast (18%)



¹Travel parties who stayed 1-10 nights.

Typical Long-Term Visitor

» The Typical Long-Term¹ Visitor:

- » Was 41 years old
- » Had a median household income of \$68,400
- » Was female (57%)
- » Was from
 - » Northeast (36%)
 - » Midwest (25%)

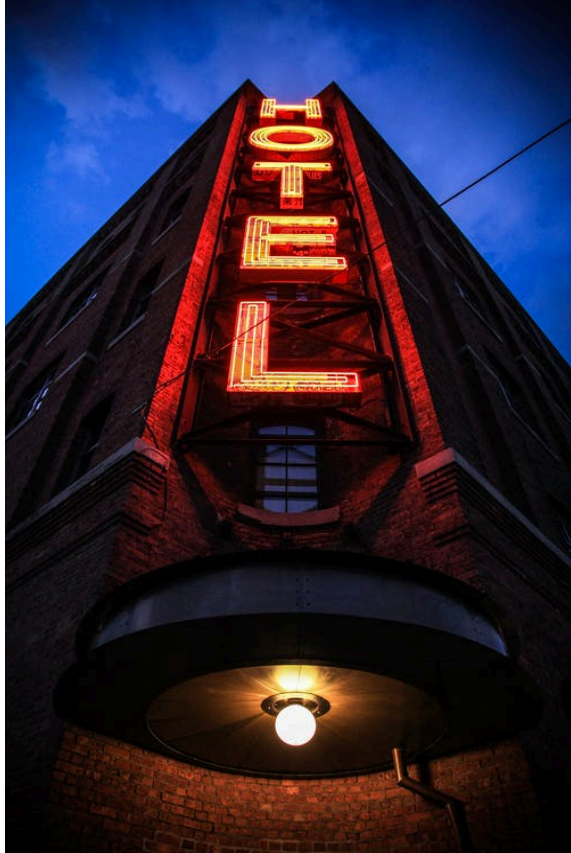


¹Travel parties who stayed more than 10 nights.

Visitor Journey – Trip Experience



Top Visitor Accommodations



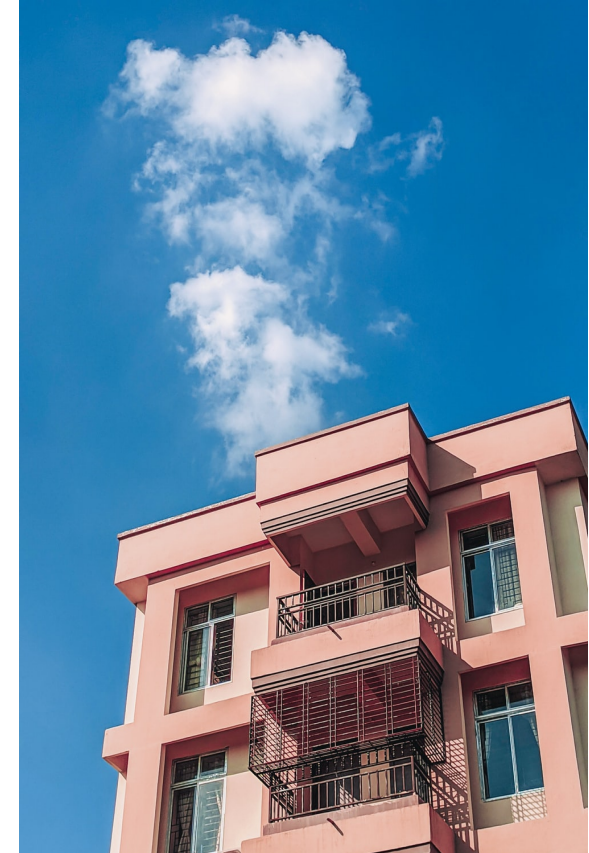
34% Hotel/motel/resort



29% Day Tripper



17% Family/friend's
residence



10% Rental
condominium/house/timeshare

Top Activities During Visit¹



Restaurants (48%)



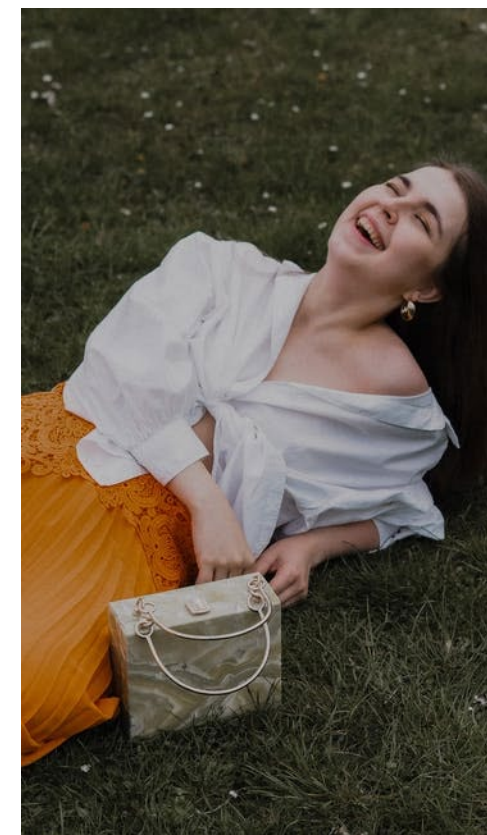
Beach (44%)



Visit friends/relatives
(37%)



Shopping (25%)



Nature related (25%)

¹Multiple responses permitted


Reason for Visit vs. Visitor Activities


Key Reasons for Visiting

Reason for visit¹


28% 


20% 


12% 

5% 

5% 

4% 

3% 

3% 

2% 

2% 

2% 

2% 

1% 

Visit friends and relatives

Beach

Attend/participate in a sporting event

Shopping

Fishing, hunting, etc.

Nature, environment, bird watching, etc.

Water sports

Biking, hiking, running, etc.

Business conference or meeting

Museums, history, etc.

Golfing, tennis, etc.

Special event

Attractions

Visitor activities¹

 37%

 44%

 14%

 25%

 15%

 25%

 9%

 9%

 2%

 3%

 6%

 4%

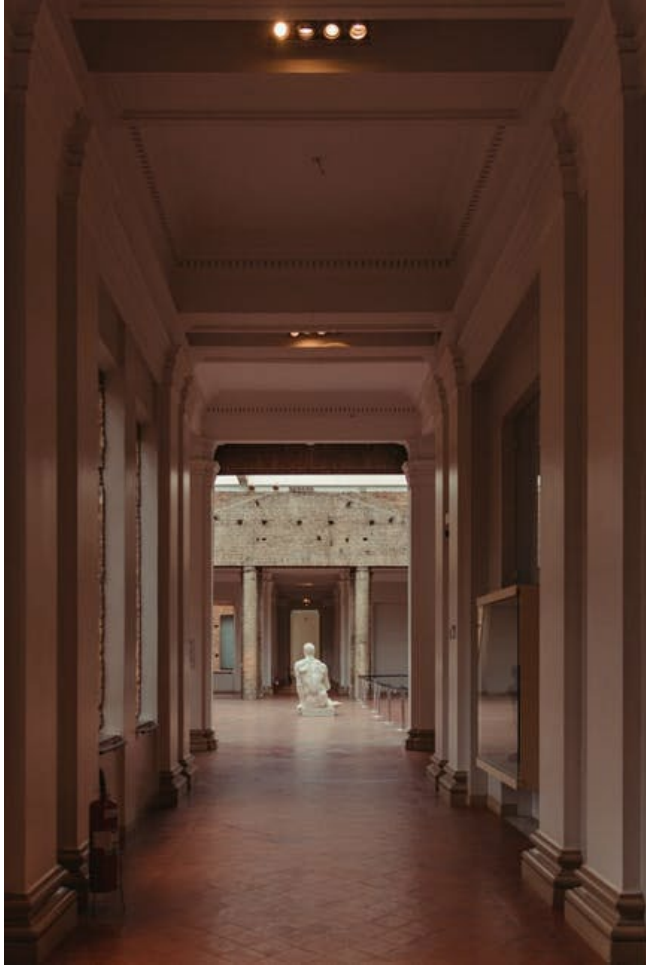
 7%

Trip Enhancements

Visitor Journey – Post-Trip Evaluation



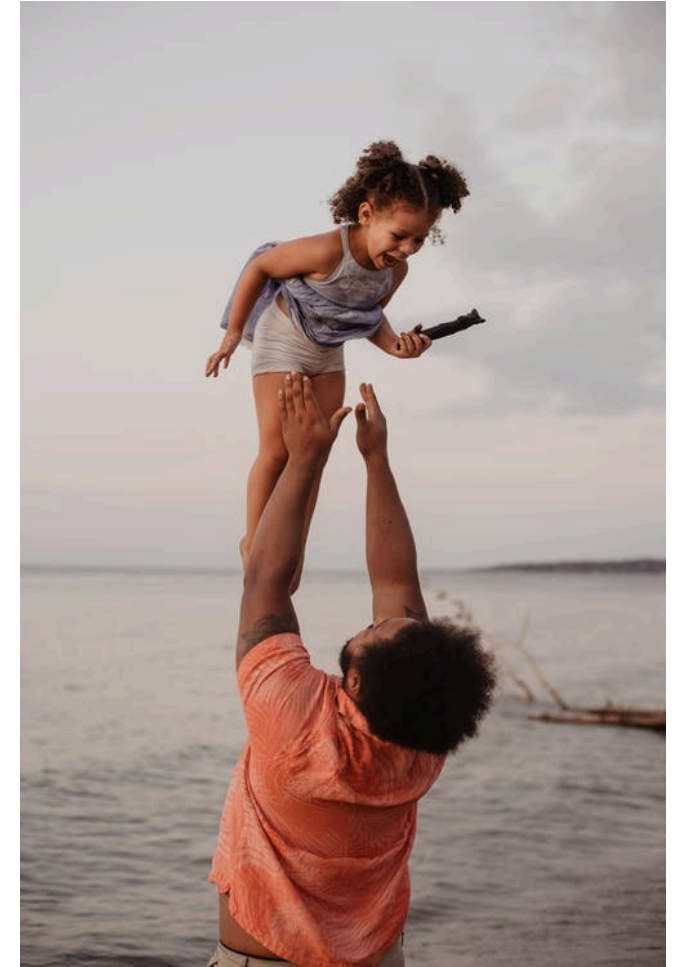
Top Requested Amenities



31% More indoor attractions



26% More family friendly activities



24% More outdoor activities

Visitor Satisfaction

- » **96%** of visitors would definitely recommend Punta Gorda/Englewood Beach
- » **98%** will definitely return
- » **96%** were satisfied or very satisfied with their stay (**76%** were very satisfied)

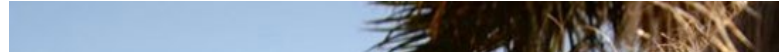


Perceptions of Punta Gorda/Englewood Beach¹



Great Area:

“Lovely parks and places to walk. There are plenty of outdoor activities. It’s always fun to get a little golfing in before the rain. Overall, I would rate my visit a ten.”



Beautiful:

“Port Charlotte is a little slice of heaven. I love that it is not commercialized and feels authentic and beautiful.”



Quiet:

“It is the perfect place to vacation. We are moving here because it’s peaceful and a quiet area.”



Detailed Findings



Visitor Journey – Impact of Tourism



Visitor Spending Influences

- » All visitors spent **\$141,021,100** over the course of their visits
- » Visitors who stayed in paid accommodations spent considerably more money than visitors who stayed in non-paid accommodations (VFRs, etc.) or day trippers

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
<i>Visitors</i>	<i>126,400</i>	<i>64,900</i>	<i>78,500</i>	<i>269,800</i>
<i>Spending</i>	<i>\$89,038,000</i>	<i>\$47,777,300</i>	<i>\$4,205,800</i>	<i>\$141,021,100</i>

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	\$135	\$0	\$0	\$63
<i>Restaurants</i>	\$87	\$63	\$54	\$71
<i>Groceries</i>	\$28	\$35	\$12	\$25
<i>Shopping</i>	\$31	\$34	\$20	\$28
<i>Entertainment</i>	\$48	\$47	\$37	\$45
<i>Transportation</i>	\$31	\$23	\$17	\$25
<i>Other</i>	\$4	\$3	\$3	\$4
<i>Total</i>	\$364	\$205	\$143	\$261

Total Travel Party Spending

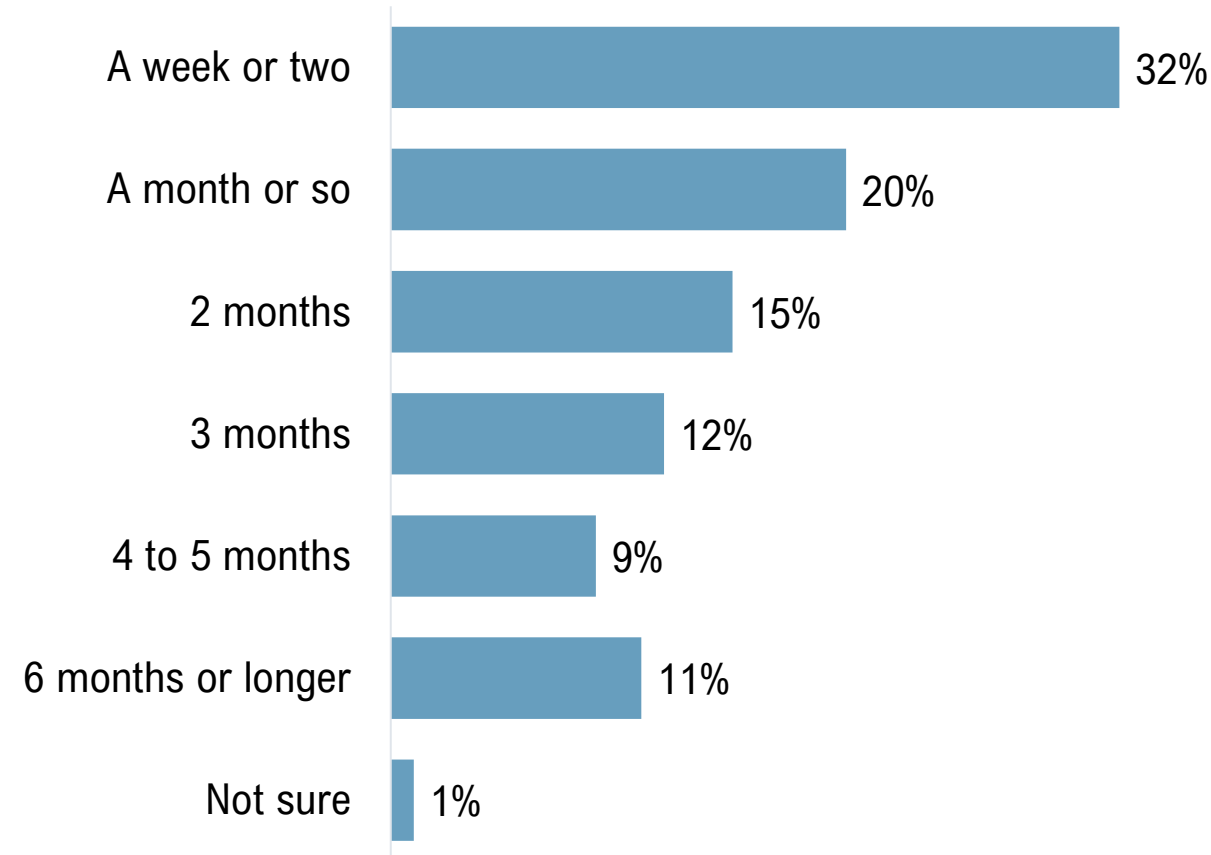
	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	\$986	\$0	\$0	\$384
<i>Restaurants</i>	\$635	\$643	\$54	\$433
<i>Groceries</i>	\$205	\$357	\$12	\$153
<i>Shopping</i>	\$226	\$347	\$20	\$171
<i>Entertainment</i>	\$350	\$479	\$37	\$275
<i>Transportation</i>	\$226	\$234	\$17	\$152
<i>Other</i>	\$29	\$31	\$3	\$24
<i>Total</i>	\$2,657	\$2,091	\$143	\$1,592

Visitor Journey – Pre-Visit



Trip Planning Cycle

- » **Over half** of visitors planned their trips a month or less in advance
- » **Just under 1 in 3** visitors had **long planning windows** (3 months or longer in advance)



Trip Planning Sources¹

» **3 in 10** visitors planned their trips based off of **the internet**. **Google** was the top site used.

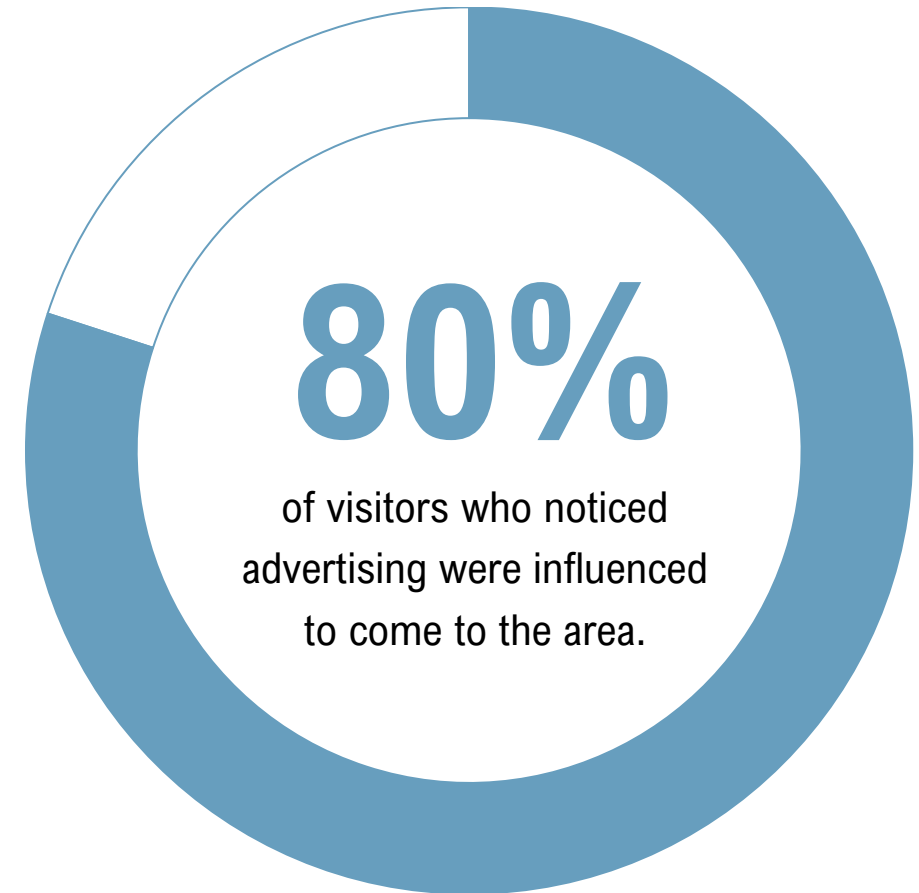
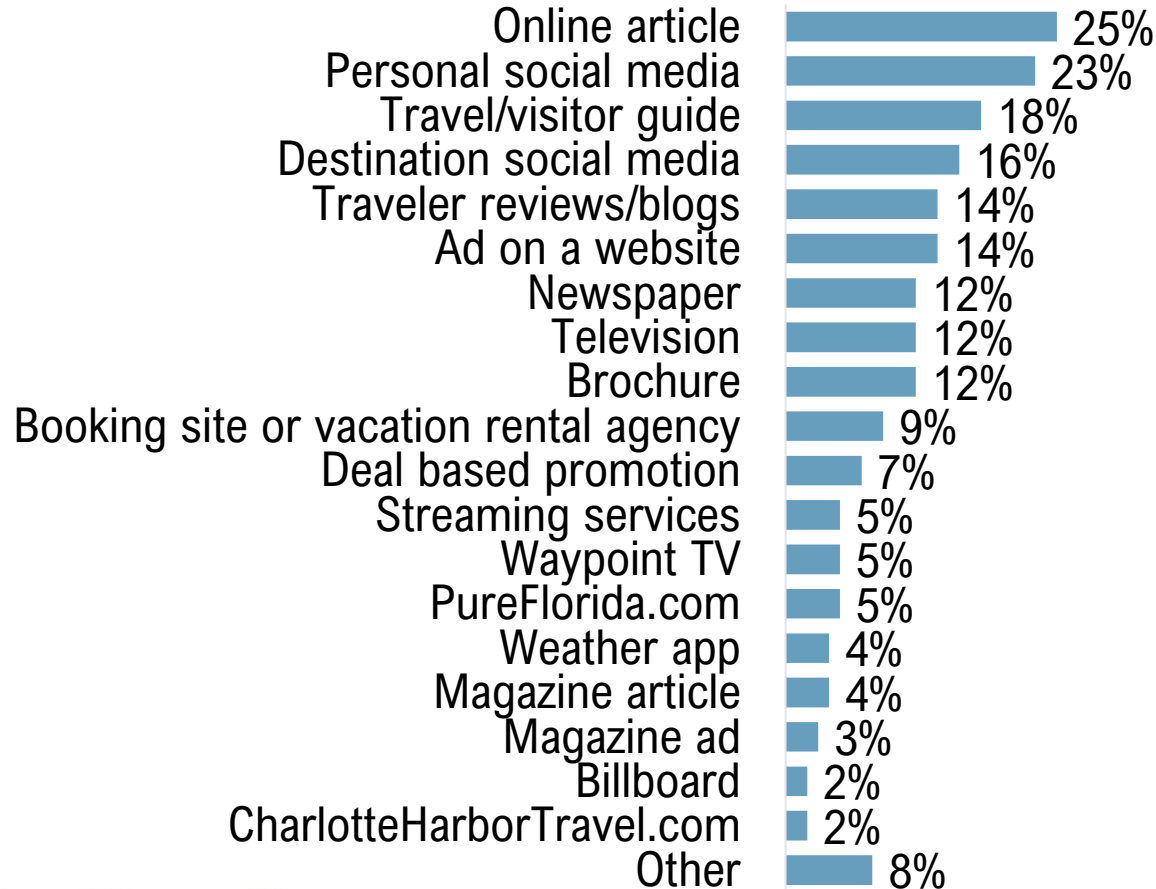
» **Nearly 3 in 10** visitors used their friends, family and co-workers to plan their trip as well as previous visits.

Trip Planning Source	
Internet	30%
Google search	22%
Restaurant websites/apps	8%
Social networking websites	7%
Friend, co-worker, etc.	29%
Previous visit	29%
Special events	14%
Business/conference/meeting information	4%
Brochures/travel guides/visitor guides	3%
Travel Agent	2%
Television	1%
Newspapers	1%
AAA	1%
Convention and Visitor Bureau	1%
Other	4%
None/don't know	10%

¹Multiple responses permitted.

Punta Gorda/Englewood Beach Promotions¹

» **17%** of visitors noticed promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:



¹Multiple responses permitted.

Charlotte County Promotion Influences

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

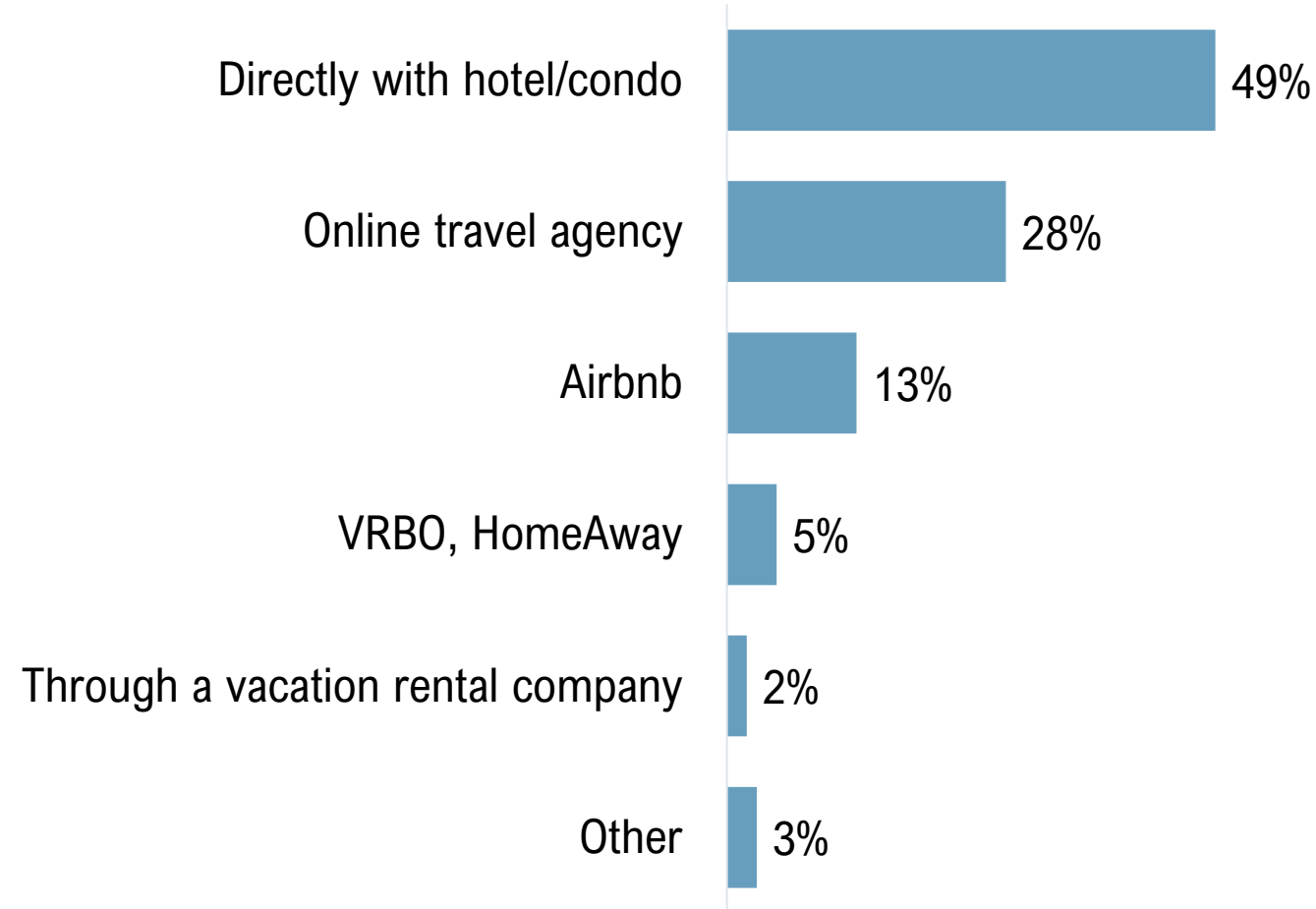
Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	28%	18%	8%	17%
No	69%	77%	89%	80%
Don't know	3%	5%	3%	3%

» Visitors who stayed in paid accommodations were more impacted by promotions as a whole

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	87%	91%	31%	80%
No	8%	10%	69%	18%
Don't know	5%	0%	0%	2%

Paid Accommodation Booking¹

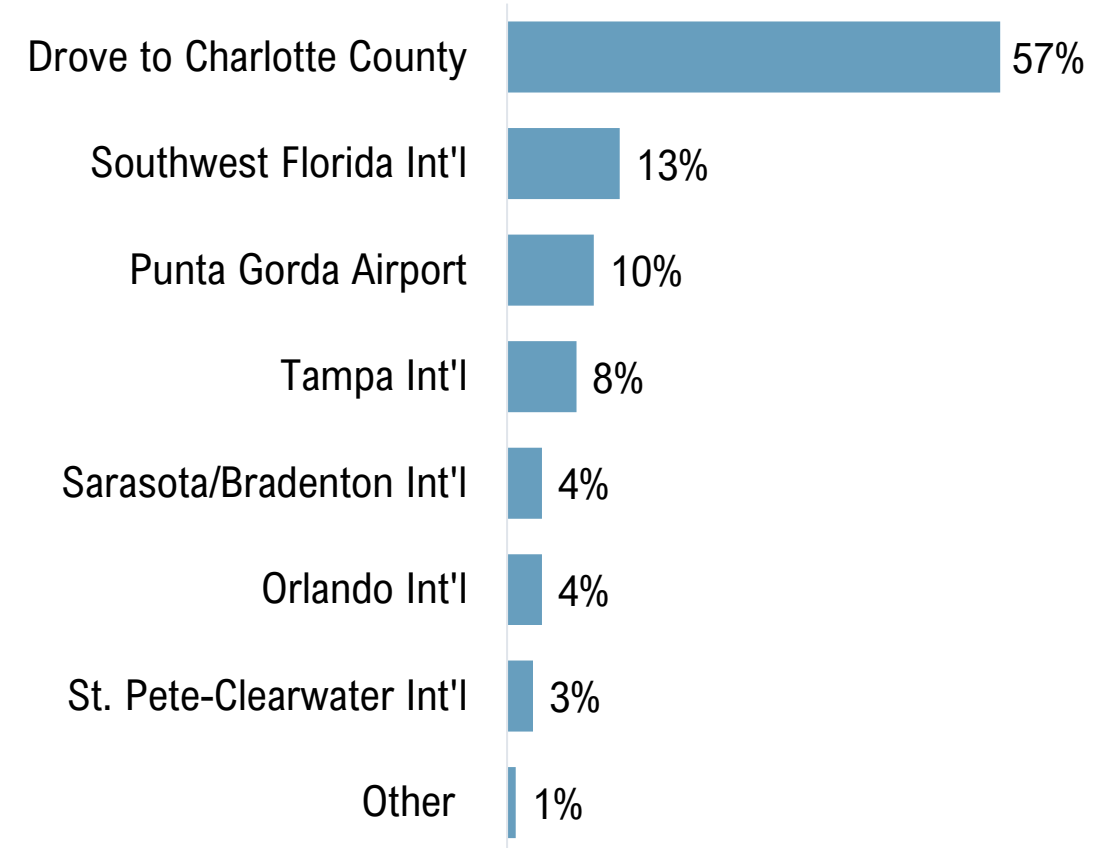
- » **Nearly 1 in 2** visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Online travel agencies accounted for **nearly 3 in 10** bookings



¹ Visitors staying in paid accommodations.

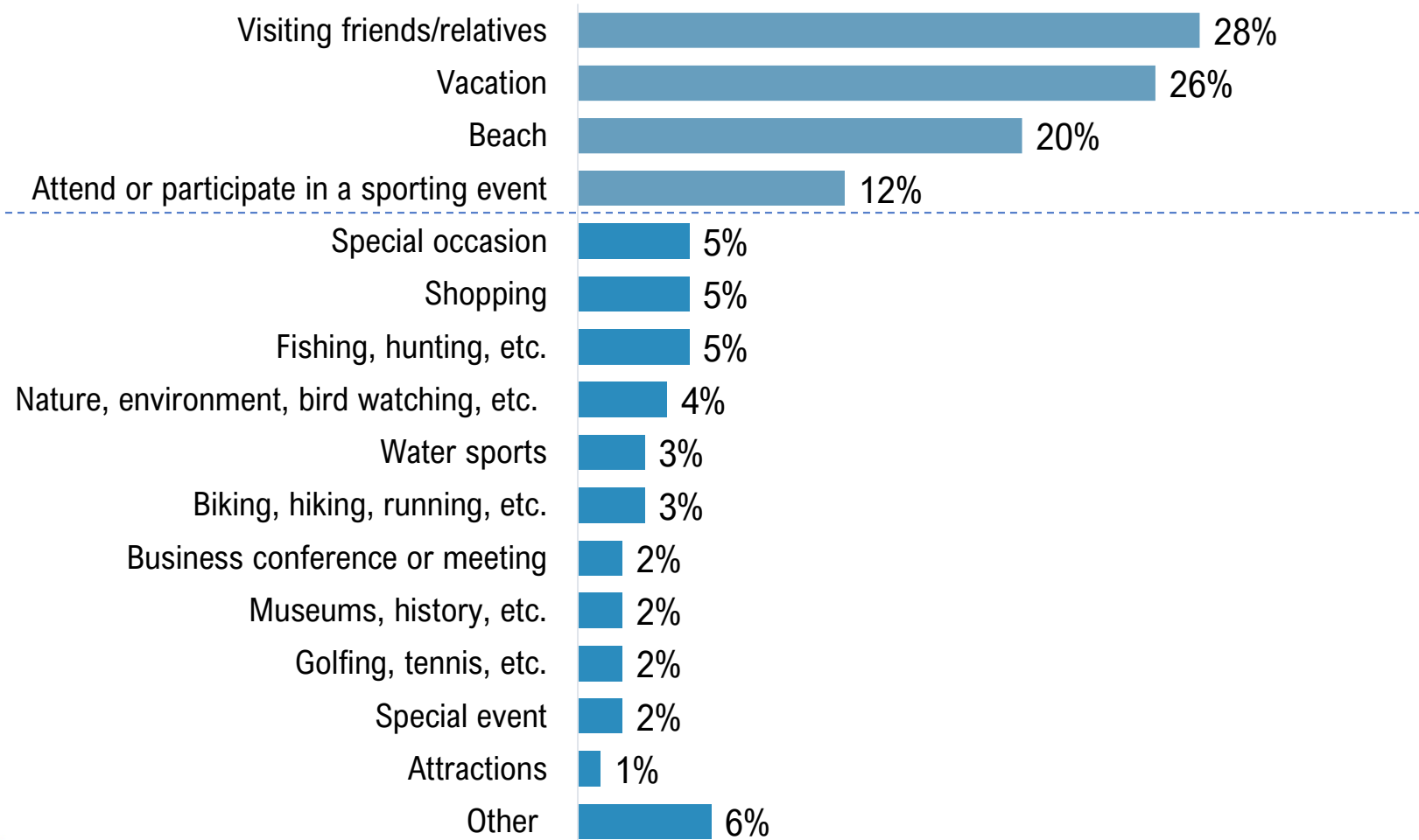
Visitor Transportation

- » **Nearly 3 in 5** visitors **drove** to Punta Gorda/Englewood Beach (**57%**)
- » **1 in 8** visitors flew into Southwest Florida International Airport (**13%**)
- » **1 in 10** visitors flew into Punta Gorda Airport (**10%**)



Reasons for Visiting¹

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



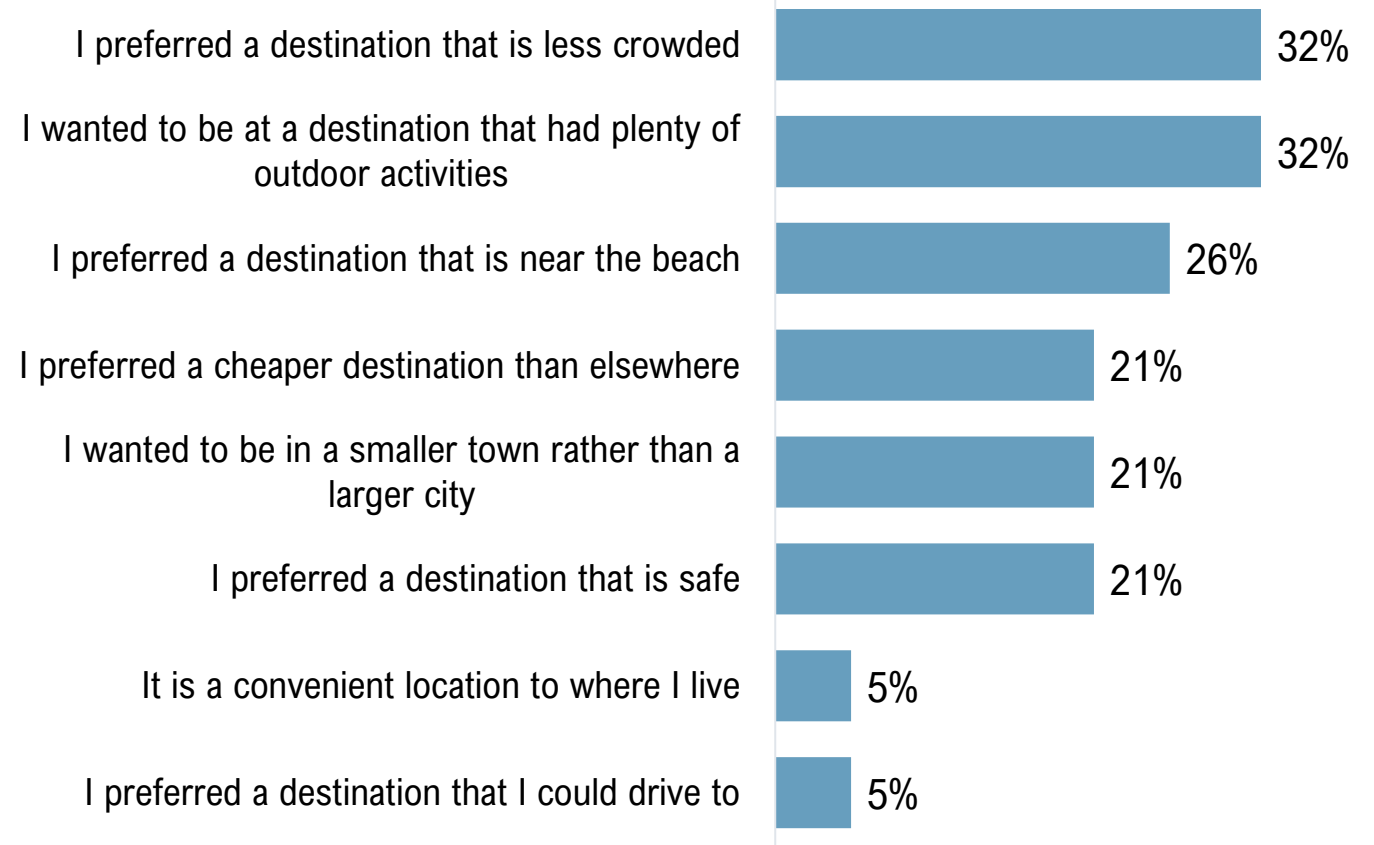
¹Multiple responses permitted.

Concerns over COVID-19¹

» **1 in 12** visitors stated that concerns about COVID-19 played a role in them choosing to visit this area as opposed to other destinations

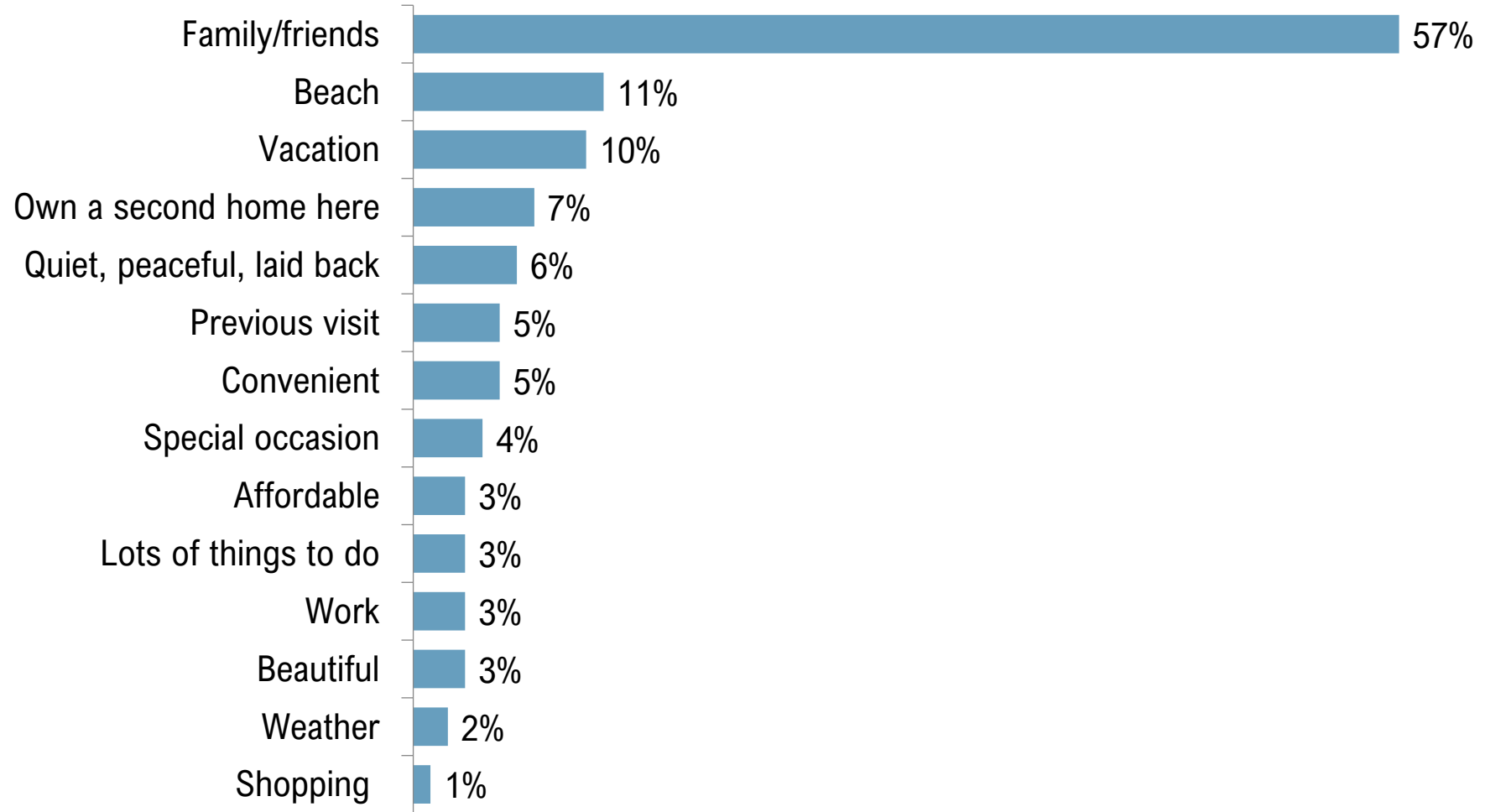
Reasons for choosing the Punta Gorda/Englewood Beach area over other destinations during the COVID-19 Pandemic:

Base: 8% who said concerns about COVID-19 played a role in choosing the area



¹Multiple responses permitted.

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



¹Coded open-ended responses; multiple responses permitted.

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



“We wanted to get away to a smaller, nicer location and visit some friends and a few extended family members.”



“We are looking to move down here. There are good schools, and it isn’t as touristy as other parts of Florida.”



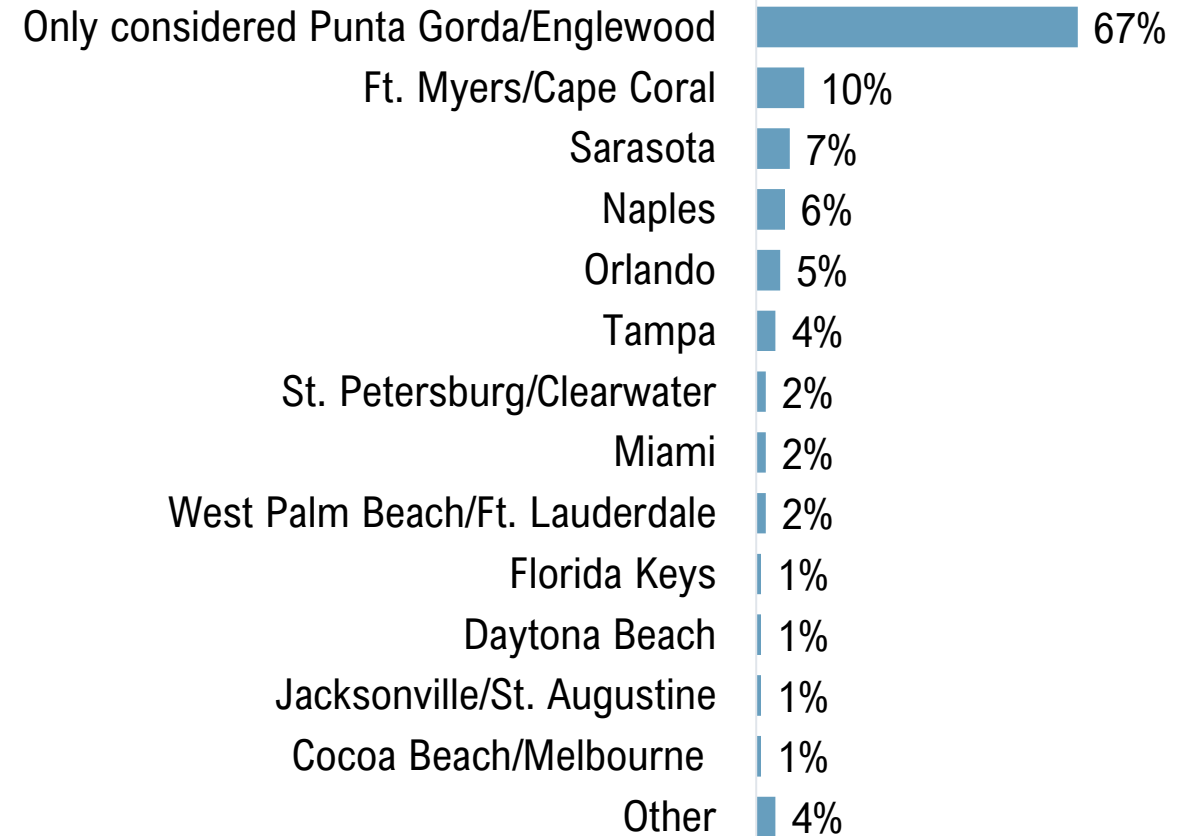
“We wanted a beach vacation and Punta Gorda didn’t have any red tide so we thought it would be best to come here.”



“Port Charlotte is affordable. We always come here since it’s cheap to rent vacation homes.”

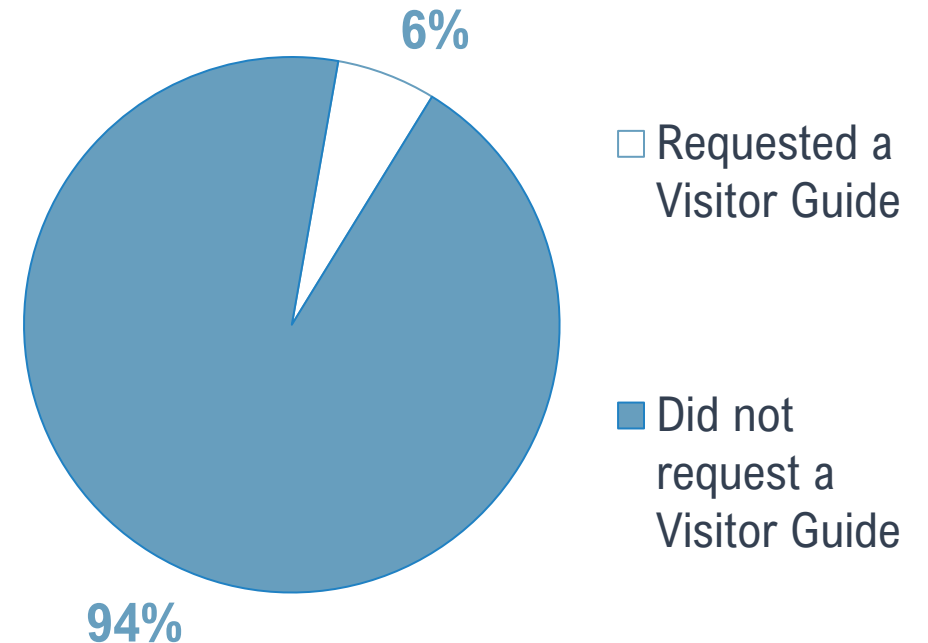
Other Destinations Considered¹

- » **2 in 3** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Ft. Myers/Cape Coral is the main competitor with **1 in 10** visitors considering one of these destinations



Visitors Guide

- » **6%** of visitors requested a Visitors Guide before their trip
 - » **2%** requested a print version
 - » **4%** requested an online version
- » Visitors Guide received a rating of **8.9 out of 10.0¹**

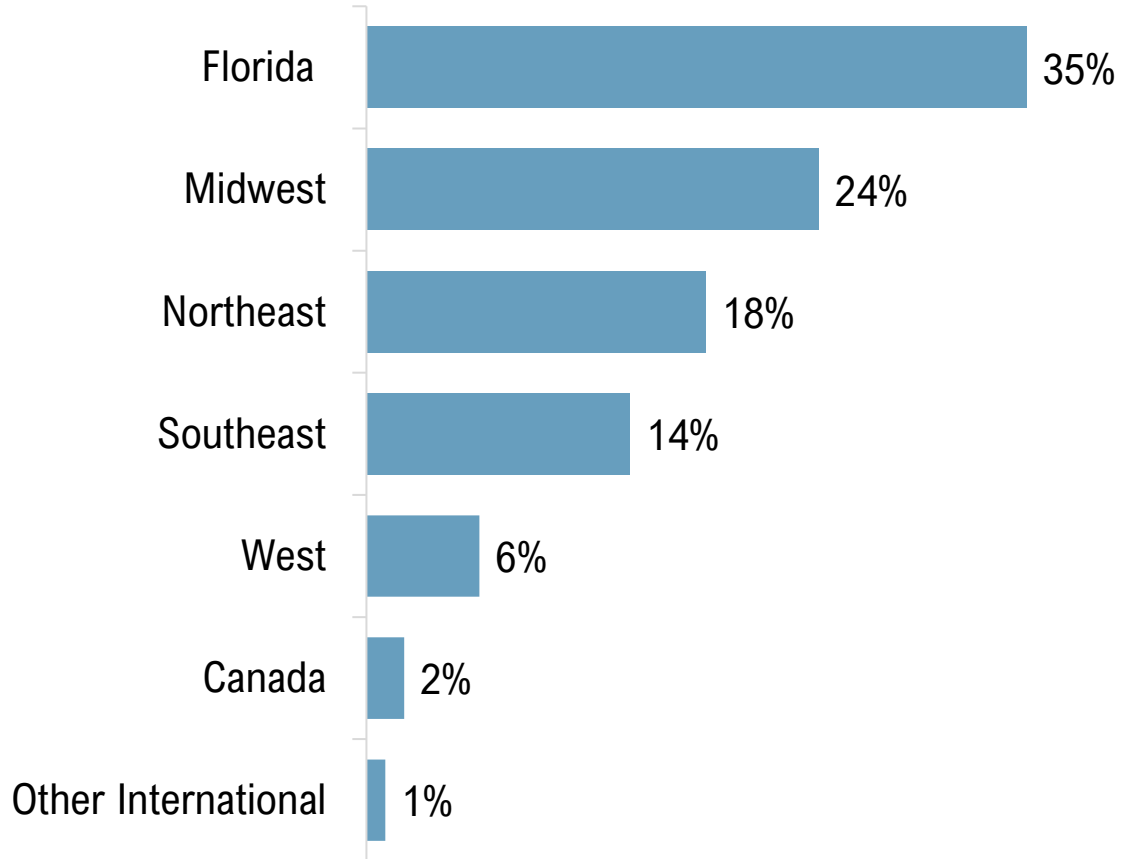


¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile



Origin of Visitors – By Region



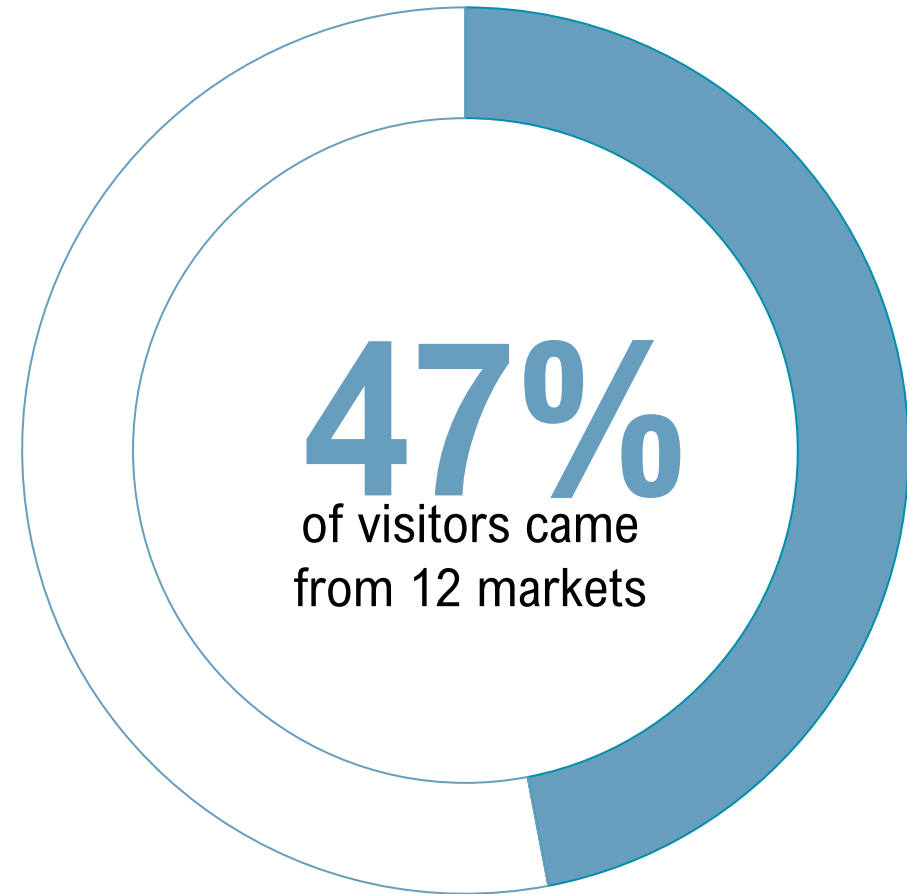
Origin of Visitors – By State

Origin	Percentage of Visitors
Florida	35%
Ohio	6%
Pennsylvania	5%
Indiana	5%
New York	4%
Georgia	4%
Illinois	3%
Kentucky	3%
North Carolina	3%
Tennessee	3%
Michigan	3%
Texas	2%
California	2%



Origin of Visitors – By Market

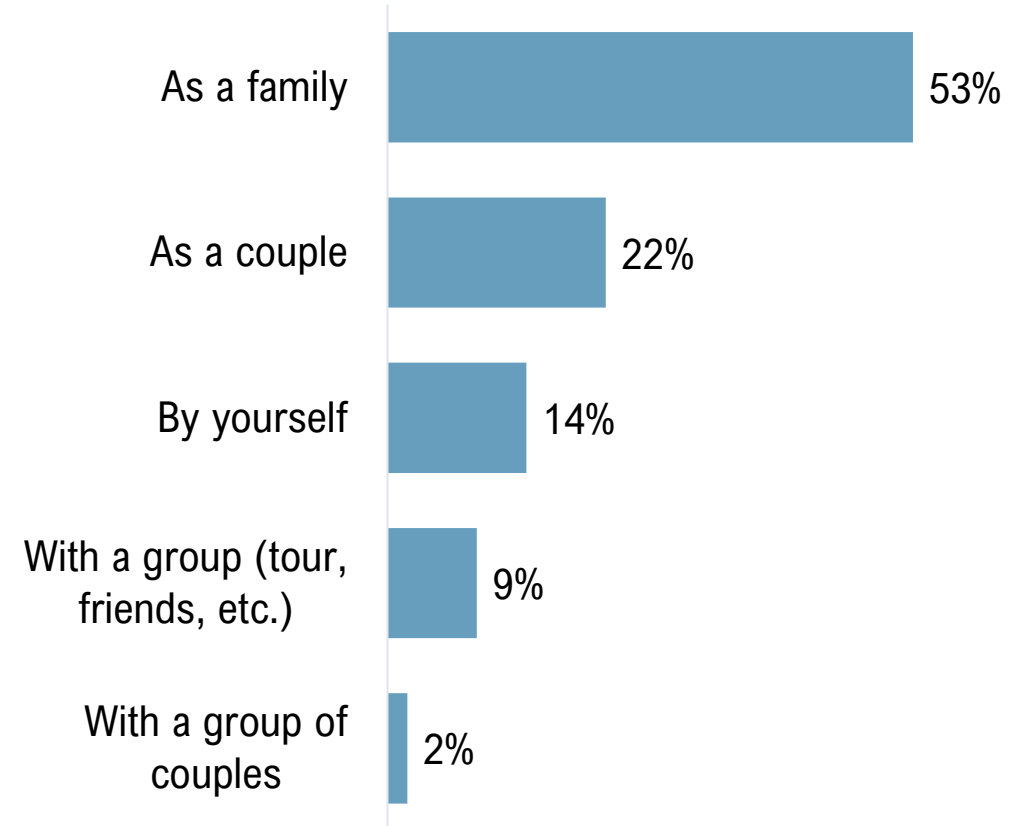
Market	% of Visitors
Naples-Ft. Myers	13%
Sarasota-Bradenton	7%
Tampa-Clearwater-St. Petersburg	4%
Orlando	4%
New York City ¹	4%
Atlanta	3%
Nashville	2%
Chicago	2%
Pittsburgh	2%
Louisville	2%
Miami-Ft. Lauderdale	2%
Columbus	2%



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

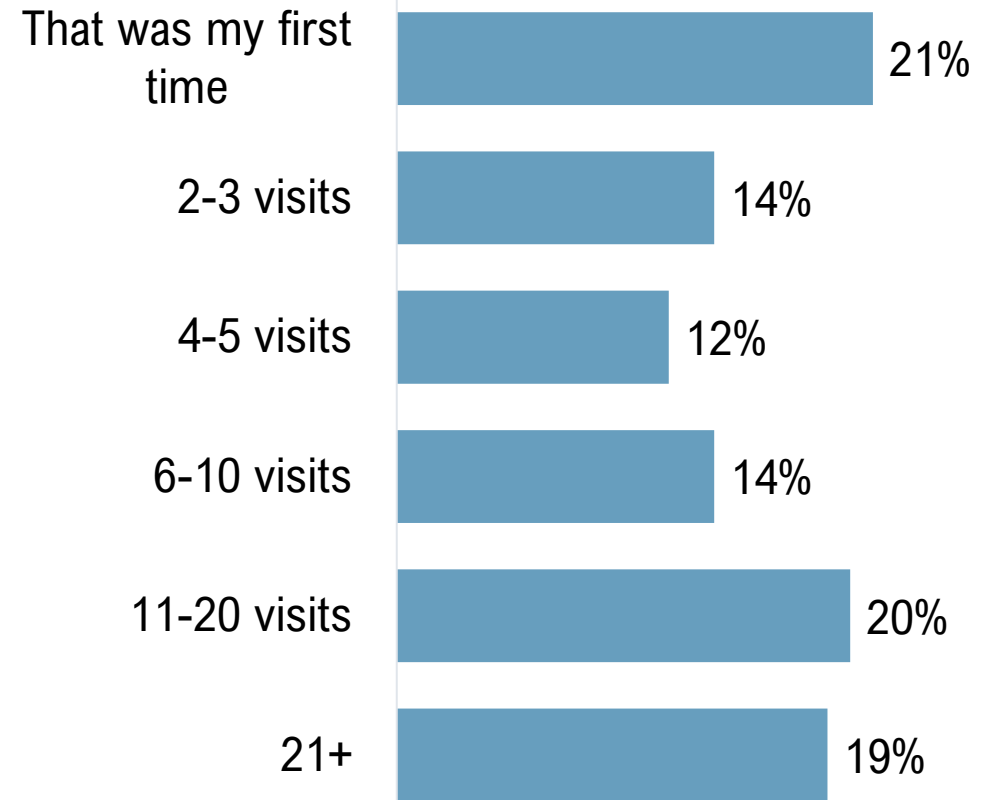
Travel Parties

- » The typical visitor traveled in a party composed of **3.0** people
- » **53%** traveled with children under 20
- » **Over half** of visitors traveled as a family



Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitors spent **6.1¹** nights in Punta Gorda/Englewood Beach
 - » When including long term visitors², average nights stayed is **12.6**
- » **21%** were first time visitors
- » **39%** had visited more than 10 times

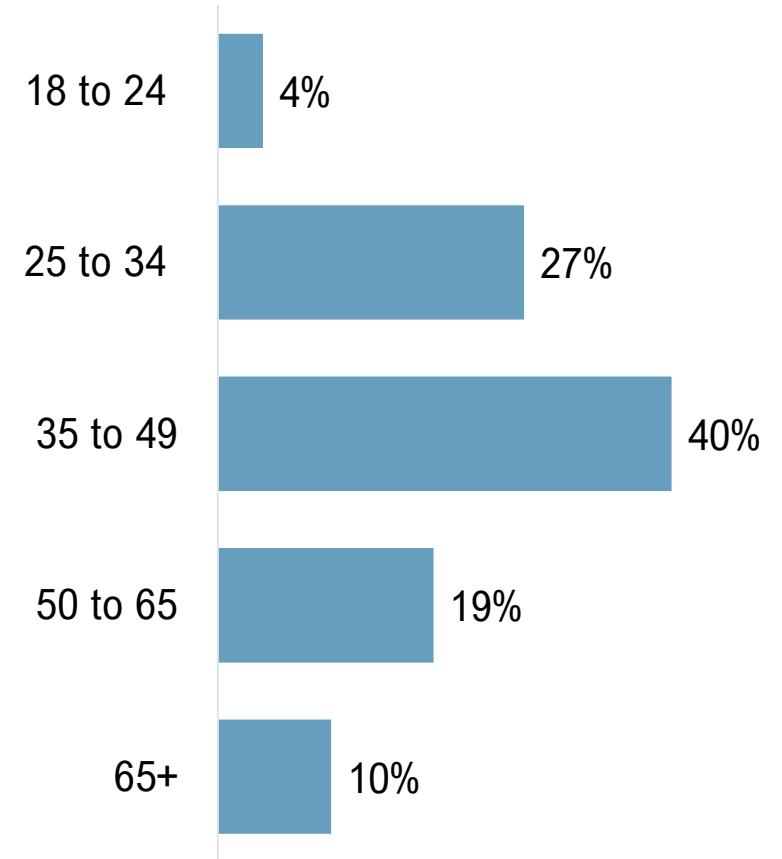


Punta Gorda/Englewood Length of Stay

- » 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
<i>Length of Stay¹</i>	7.3	10.2	1.0	6.1
<i>Travel Party Size</i>	3.3	2.9	2.7	3.0

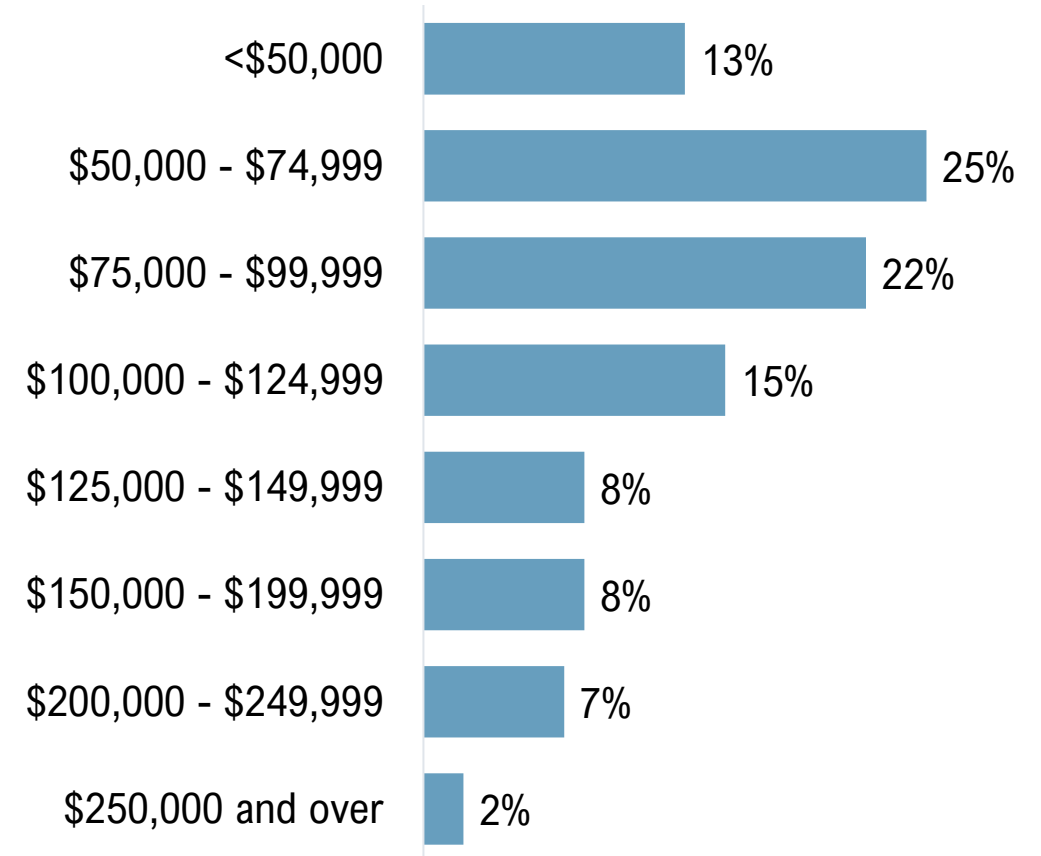
» **42** is the median age of July – Sept visitors



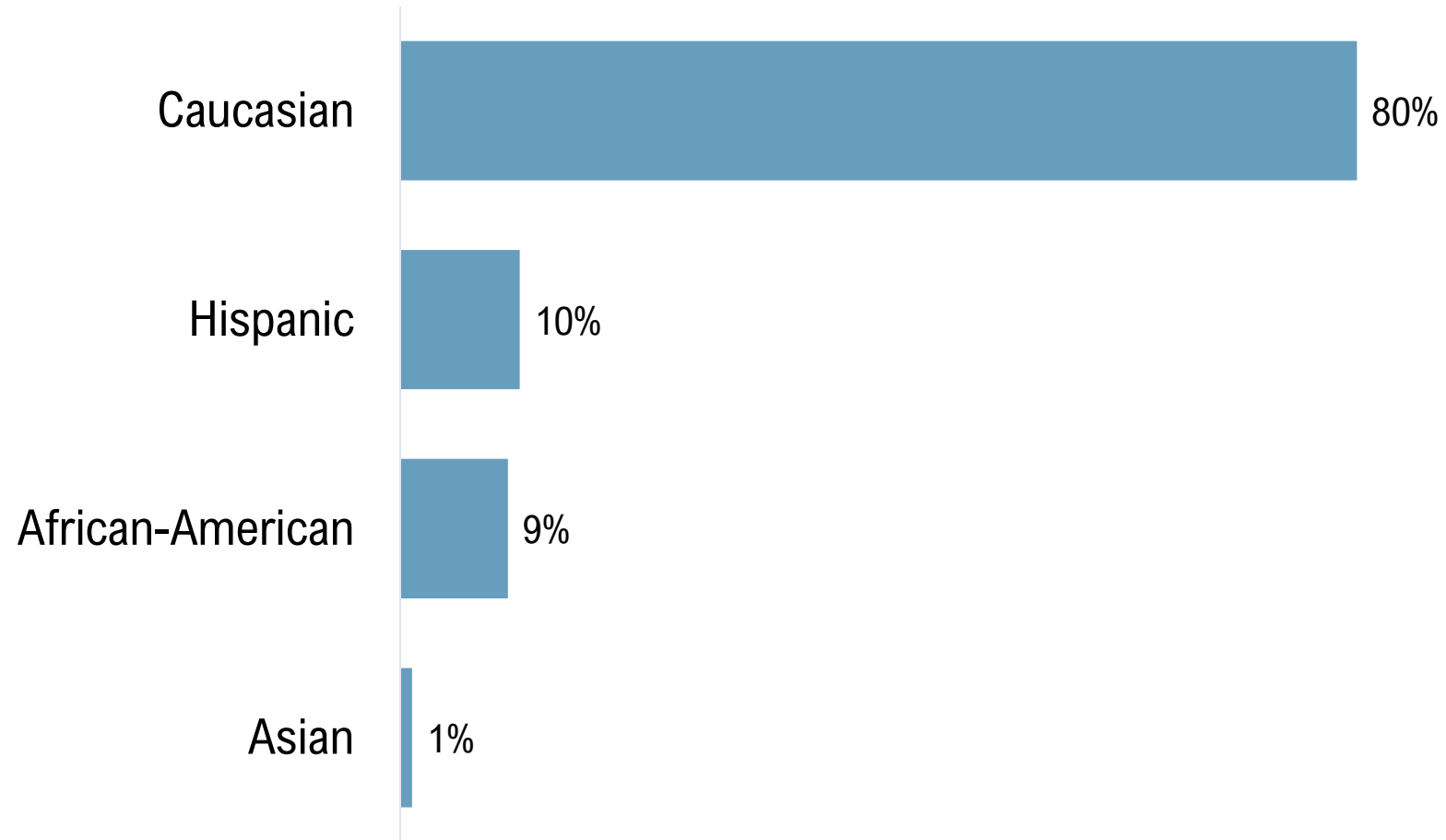
Household Income in 2020

Median Household Income

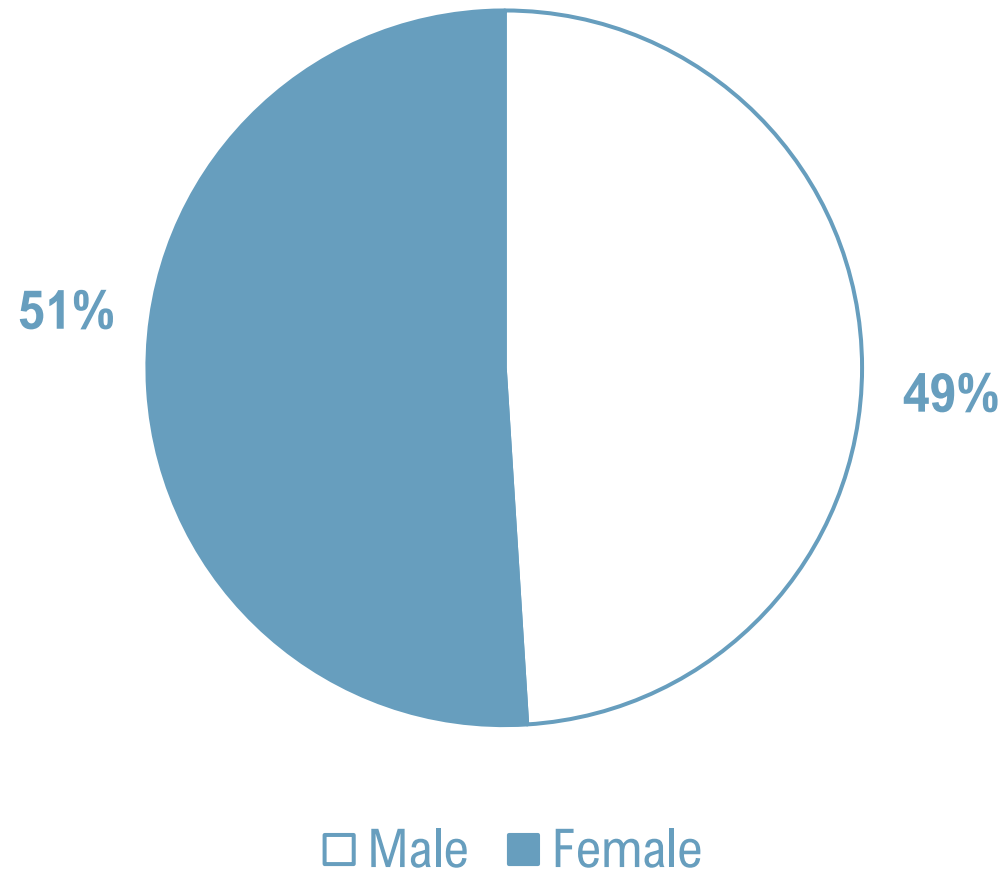
- » **\$88,600** is the median household income for July – Sept visitors
- » **Over 1 in 6** visitors had a household income in excess of \$150,000



Race/Ethnicity



Gender

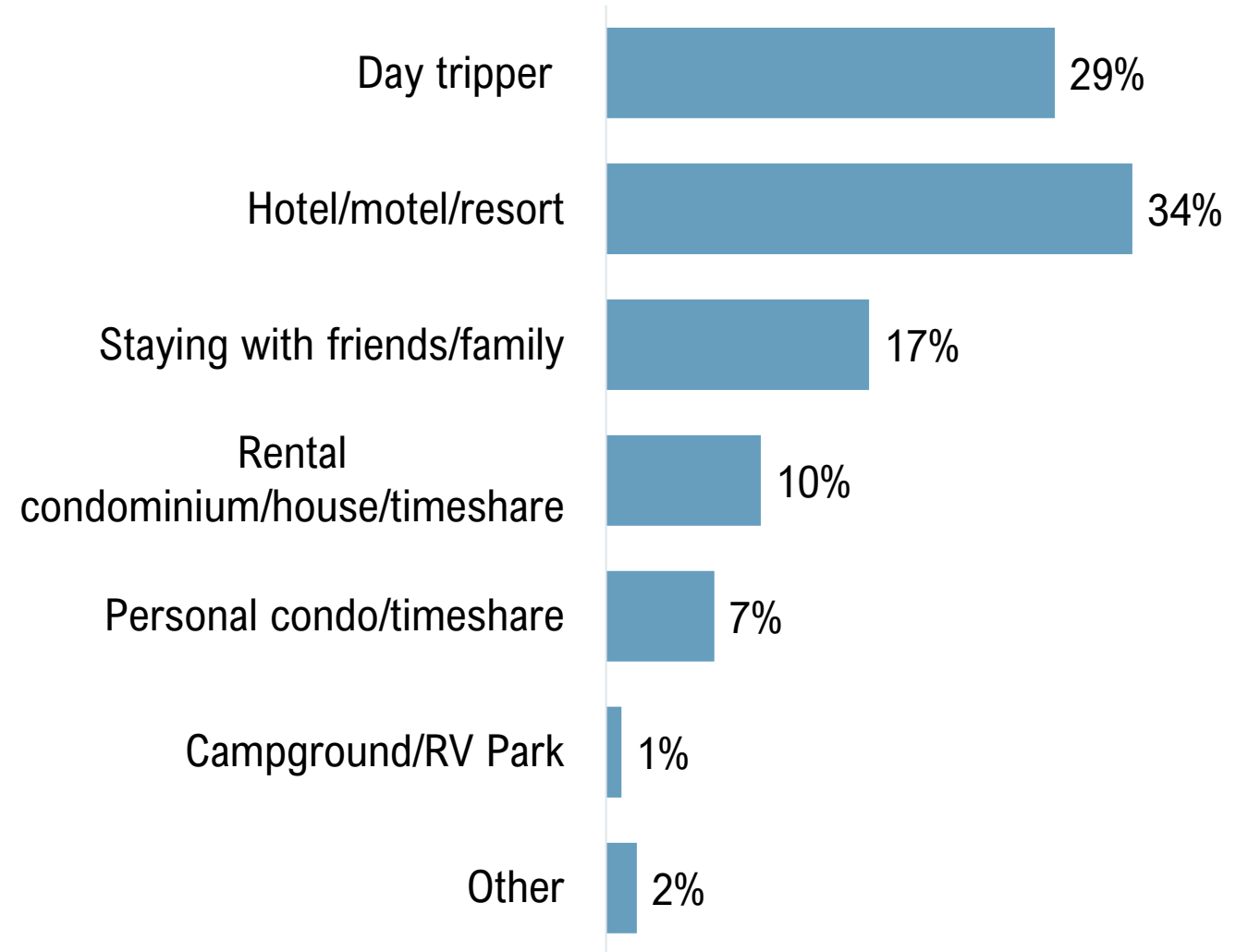


Visitor Journey – Trip Experience

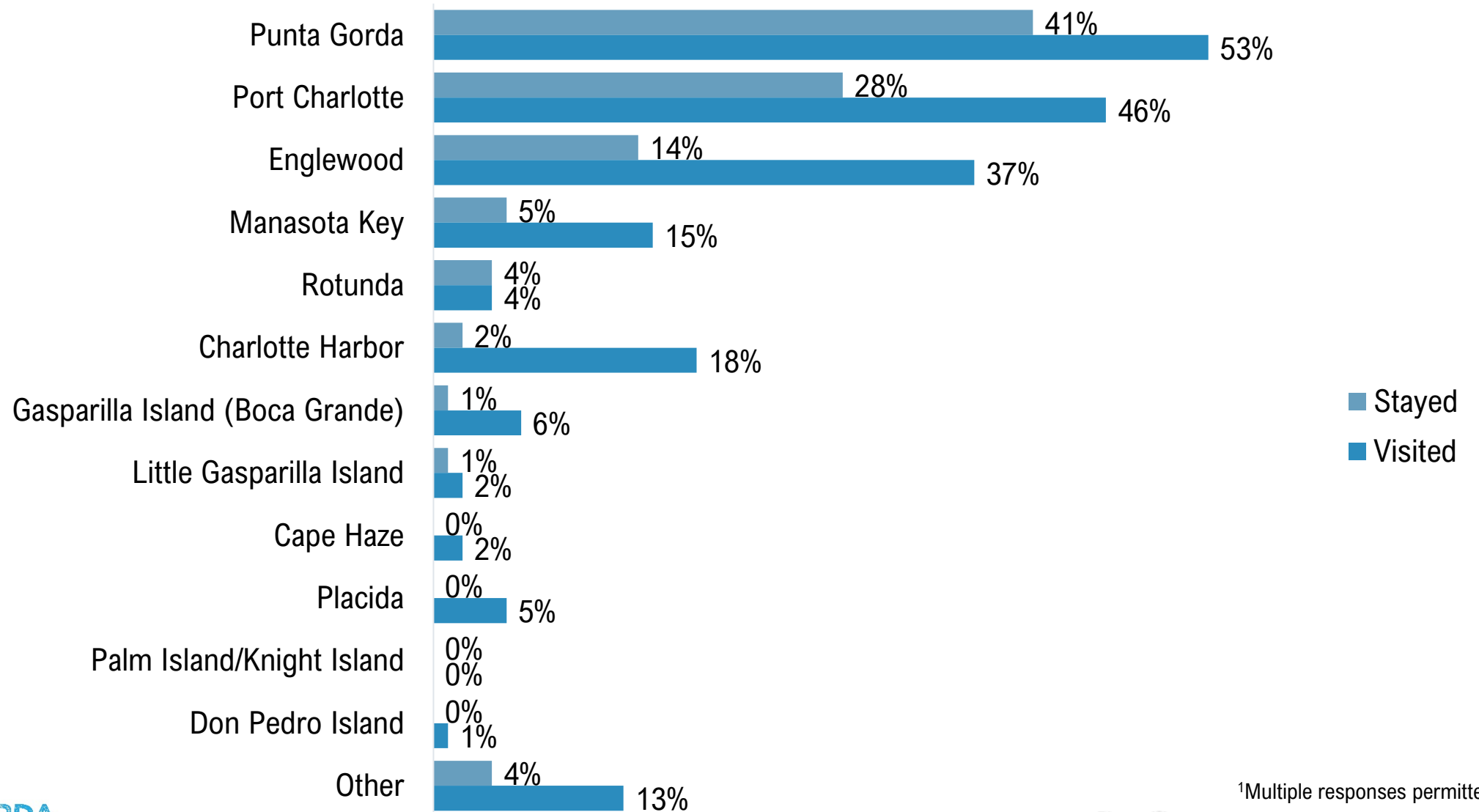


Visitor Accommodations

- » **71%** of visitors stayed overnight in Punta Gorda/Englewood Beach
- » **Over 1 in 3** stayed in a hotel/motel/resort
- » **1 in 6** visitors stayed with friends and family

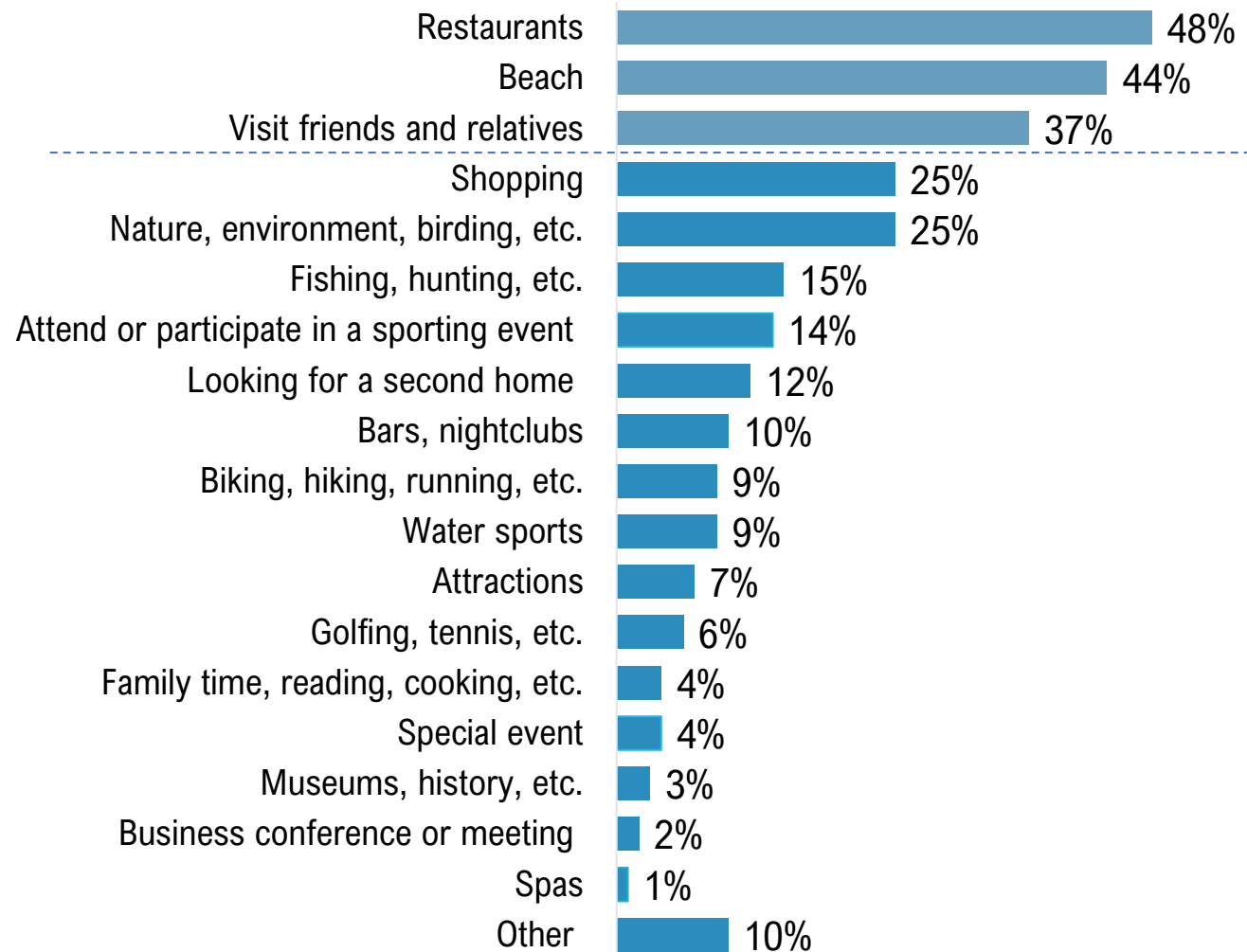


Area Stayed vs. Areas Visited¹



Visitor Activities¹

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

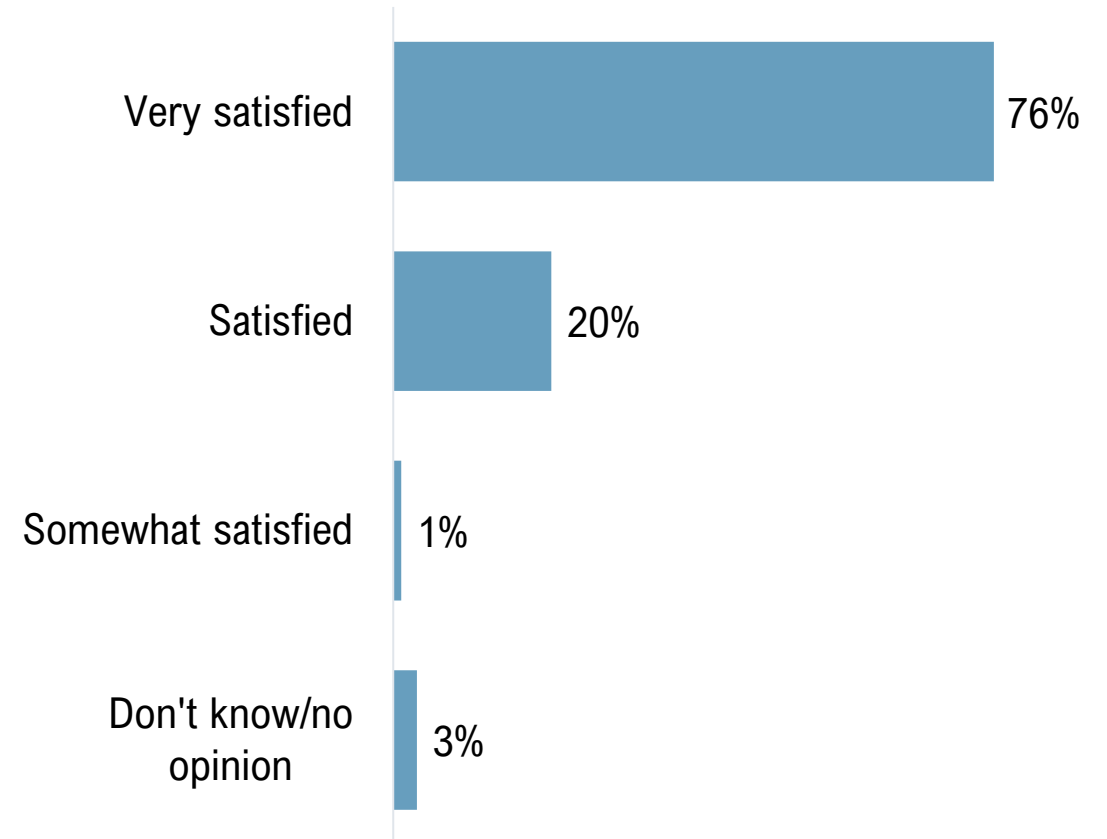


Visitor Journey – Post-Trip Evaluation



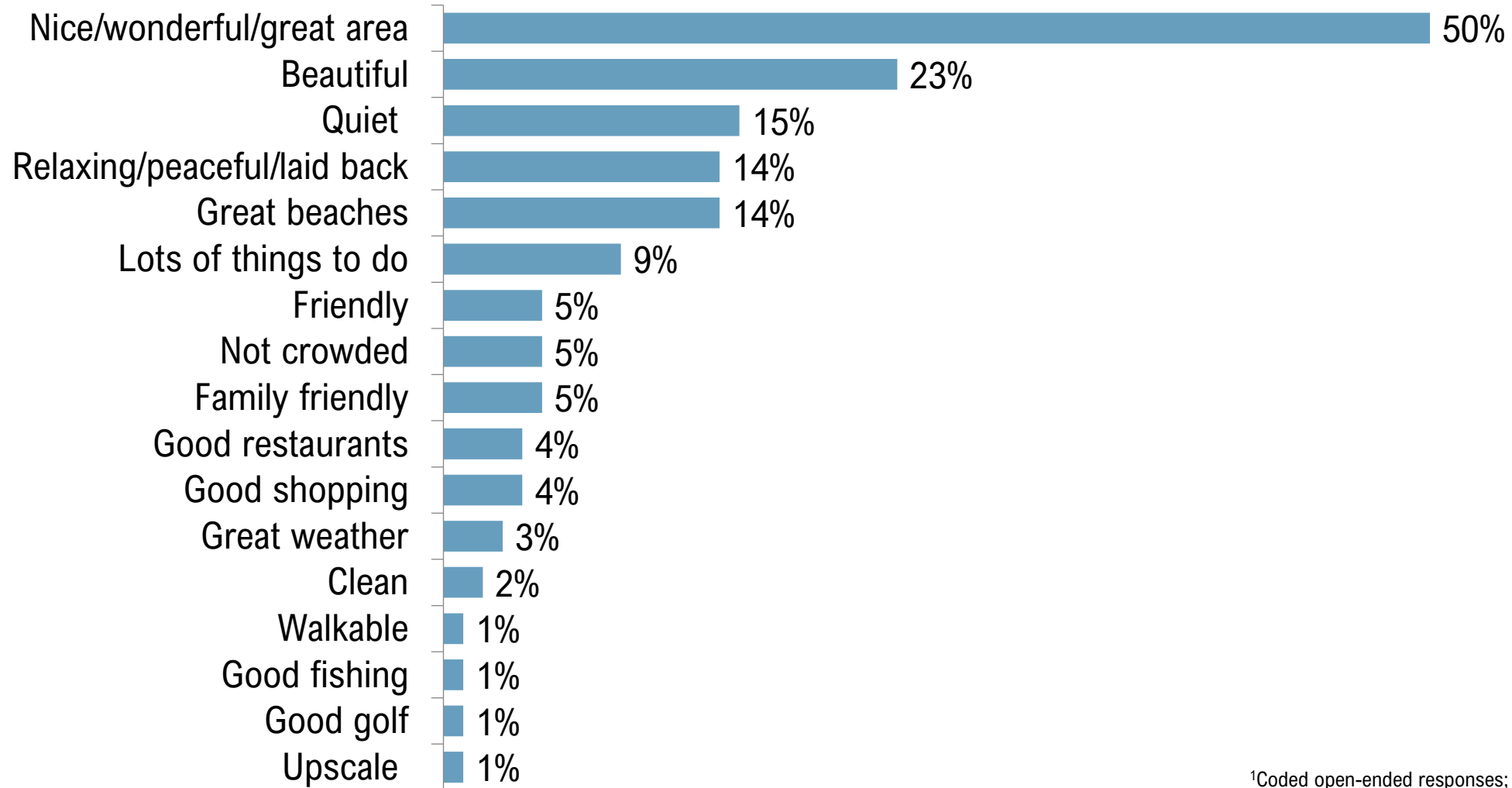
Visitor Satisfaction

- » **96%** would definitely recommend Punta Gorda/Englewood Beach to a friend
- » **98%** will definitely return¹
- » **96%** were satisfied or very satisfied with their stay



¹2% are not sure about returning for the following reasons:
1. Not enough to do during the night; 2. Prefer a variety of vacation spots

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



¹Coded open-ended responses; multiple responses permitted.

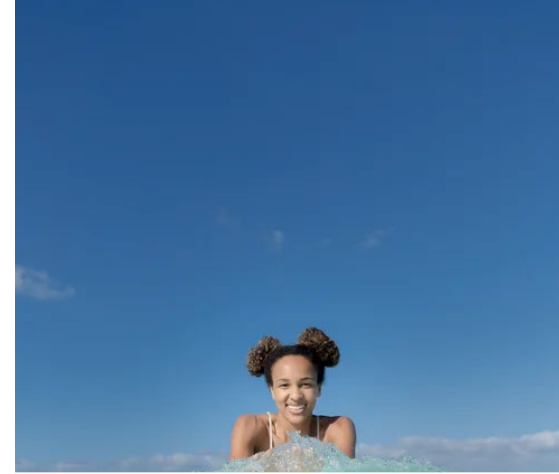
If you were talking to a friend, how would you describe Charlotte County as a place to visit?



“It is the perfect place to vacation. We are moving here because it’s peaceful and a quiet area.”



“Port Charlotte is a little slice of heaven. I love that it is not commercialized and feels authentic and beautiful.”



“Punta Gorda has prettier beaches and is more laid back than other parts of Florida. It’s friendly and not overcrowded.”



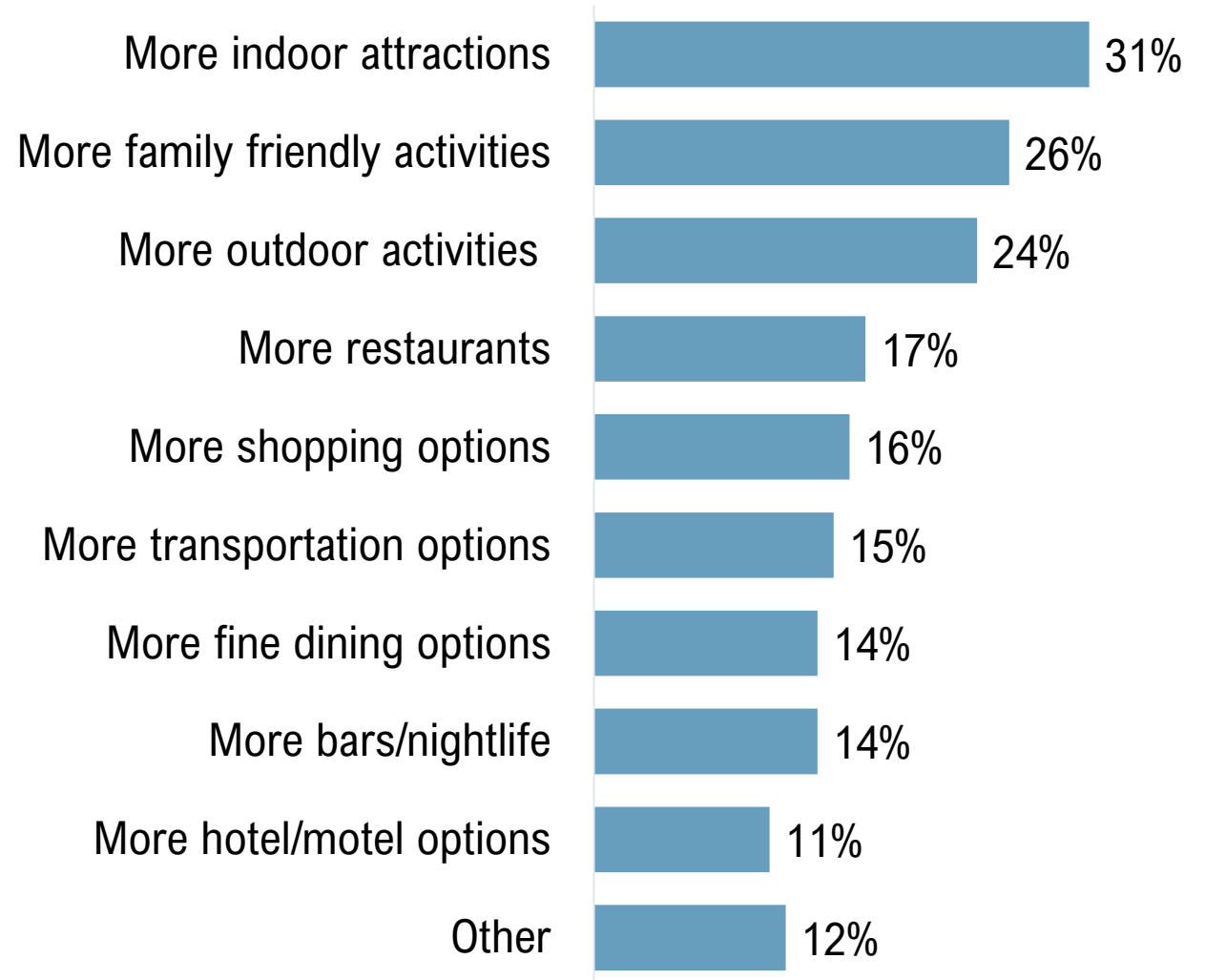
“Lovely parks and places to walk. There are plenty of outdoor activities. It’s always fun to get a little golfing in before the rain. Overall, I would rate my visit a ten.”



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

» **Nearly 1 in 3** visitors mentioned more indoor attractions as something that would make a return visit more desirable

» **1 in 4** visitors said that more family friendly activities and more outdoor activities would make Charlotte County to be a more desirable visit for them





Visitor Tracking Study

- » **406** interviews were completed with Charlotte County visitors at public areas, beaches and with online surveys.

Data Collection

- » Visitor interviews were completed in person and online between **July 1st, 2021 and September 30th, 2021**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

July – Sept 2021

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