Punta Gorda/Englewood Beach VCB Visitor Tracking Report
July – September 2022

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The Charlotte Harbor Gulf Island Coast

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Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during July through September, 2022. In the report, we follow visitors in their journeys from pre-trip planning to the economic impact of their expenditures in our destination. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Punta Gorda/Englewood Beach.
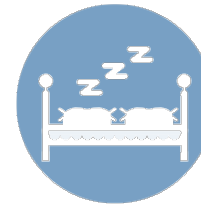
Pre-Visit	Traveler Profile	Trip Experience	Post-Trip Evaluation	Impact of Tourism
▪ Planning cycle ▪ Promotion/Influence ▪ Planning sources ▪ Transportation ▪ Reasons for visiting ▪ Destinations considered ▪ Visitor guide	▪ Visitor origin ▪ Party size ▪ Party composition ▪ First time visitors ▪ Demographics	▪ Accommodations ▪ Length of stay ▪ Top activities ▪ Comparisons	▪ Visitor satisfaction ▪ Perceptions ▪ Amenities for a desirable return	▪ 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

» In July-September 2022, Charlotte County has a decrease in visitation while having an increase in visitor spending due to visitors spending more (partially due to inflation)

» International visitation has increased as 6% of visitors came from international locations in 2022 compared to 3% in 2021

» An increase in visitors traveling for a couples' vacation has increased considerably leading to a small travel party size decrease

	45.6%	**$133.44**	**$60.85**
	OCCUPANCY **RATE**	AVERAGE DAILY **RATE**	REVENUE PER **ROOM**
Vs. 2021	↓ 12.3%	↑ 5.4%	↓ 7.7%

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Key Performance Indicators

Visitor Statistics	July – Sept 2021	July – Sept 2022	Percent Change
Visitors[1]	269,800	260,700	-3.4%
Direct Expenditures[2]	$141,021,100	$156,465,400	+11.0%
Total Economic Impact	$204,480,600	$226,874,800	+11.0%

Lodging Statistics	July – Sept 2021	July – Sept 2022	Percent Change
Occupancy[3]	52.0%	45.6%	-12.3%
Room Rates[3]	$126.64	$133.44	+5.4%
RevPAR[3]	$65.92	$60.85	-7.7%
Room Nights[3]	276,703	252,200	-8.9%
TDT Collections	$1,248,479	$1,305,611	+4.6%

[1] Total visitation decreased in visitation while having an increase in visitor spending due to visitors spending more (partially due to inflation)
[2] Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[3] Sources: STR and All The Rooms

Travel Party Spending

» Visiting travel parties staying with friends and relatives spent **$217** per day and **$2,268** on their trip

» Visiting travel parties staying in paid accommodations spent **$418** per day and **$2,777** on their trip

Visitor Journey – Pre-Visit

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

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Top Trip Planning[1]

» **Nearly 3 in 5** visitors planned their trip 1 month or less in advance
» Average trip planning cycle was **57 days**
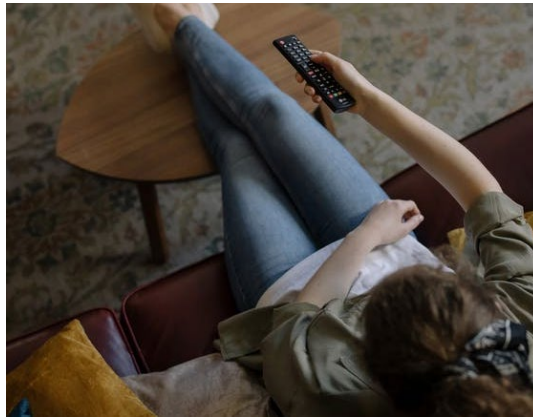» Top trip planning sources:

Internet (44%)

Previous visit (37%)

Friend, coworker, etc. (33%)

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Punta Gorda/Englewood Beach Promotions[1]

» **19%** of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit

» **75%** of those who recalled advertising were influenced to come to the area
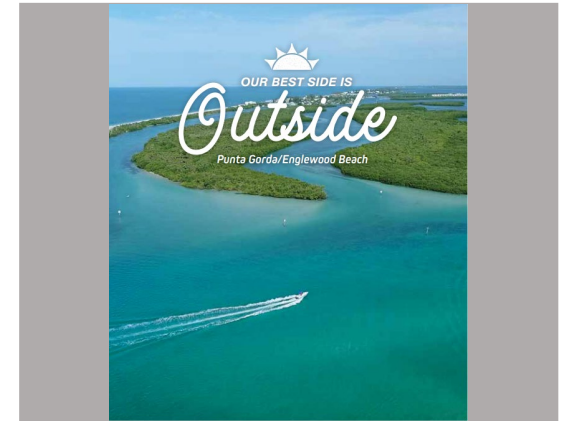
» Top sources of noticed promotions:

Online Article (28%)

Television (25%)

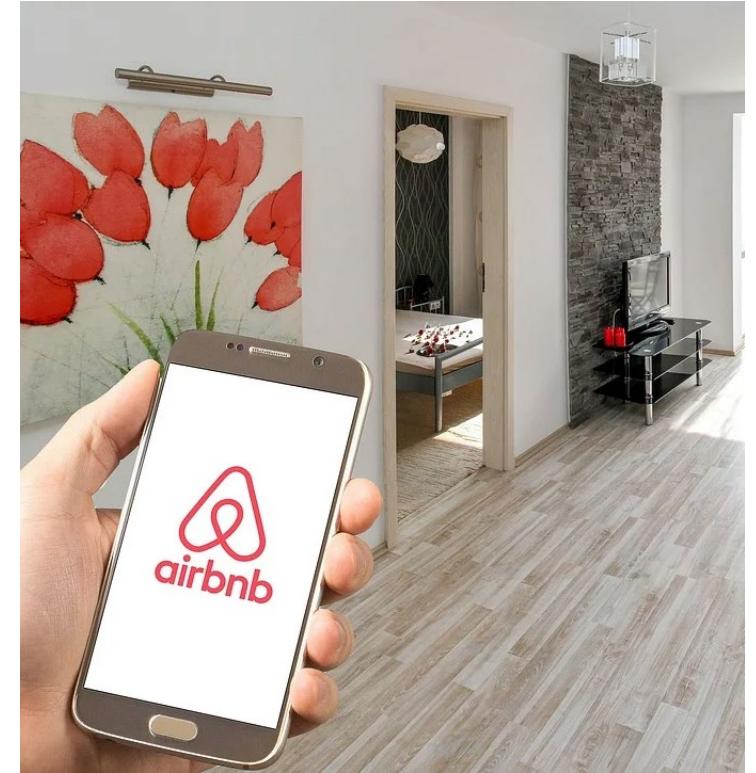

Personal social media (21%)

Travel/Visitor Guide (18%)

[1]Multiple responses permitted

Top Methods of Accommodation Booking[1]

49% Directly with hotel/condo

24% Online travel agency

15% Airbnb

[1]Visitors staying in paid accommodations.

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Transportation

60% of visitors drove to
Punta Gorda/Englewood Beach

13% of all visitors flew in via
the Punta Gorda Airport

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

Top Reasons for Visiting[1]

Family vacation (34%)

Visit friends/relatives (33%)

Beach (26%)

[1]Multiple responses permitted

Other Destinations Considered[1]

» **63%** of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
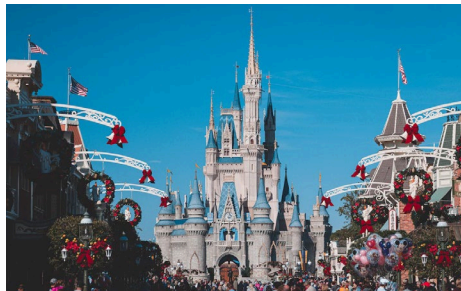
» Other destinations considered:

Sarasota (9%)

Ft. Myers/Cape Coral (8%)

Naples (6%)

Tampa (5%)

Orlando (5%)

Florida Keys (4%)

[1]multiple responses permitted.
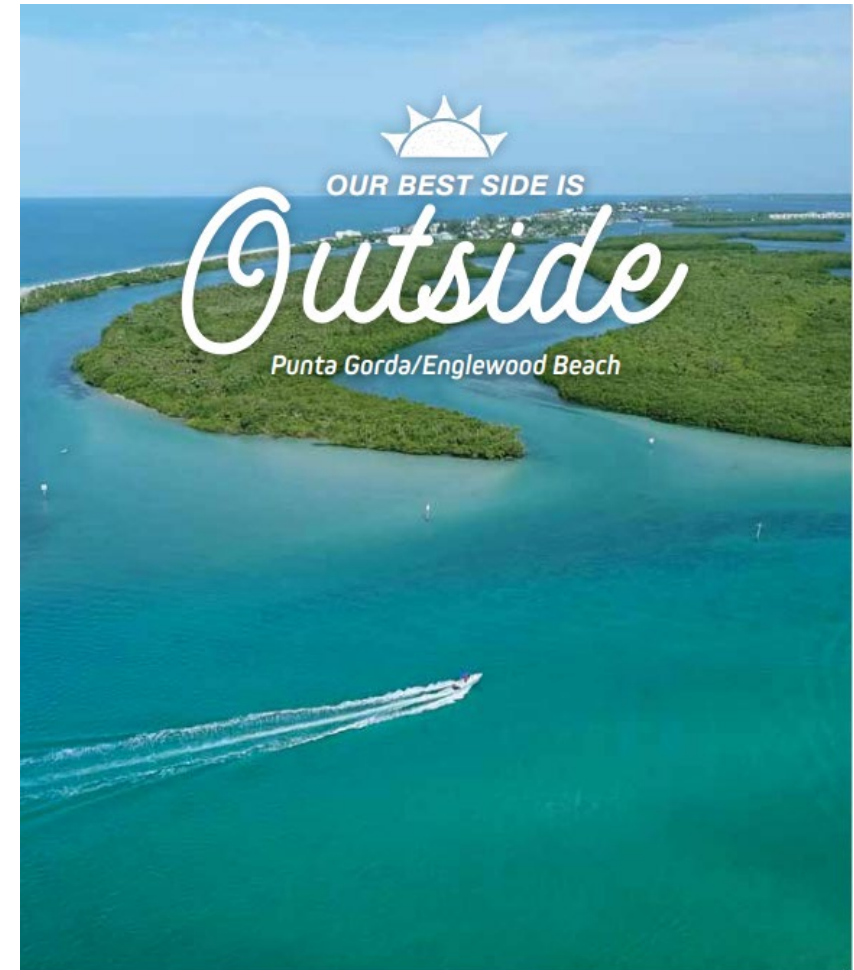
14

Visitors Guide

» **12%** of visitors requested a Visitors Guide

» Visitors Guide received a rating of **7.8 out of 10.0**[1]
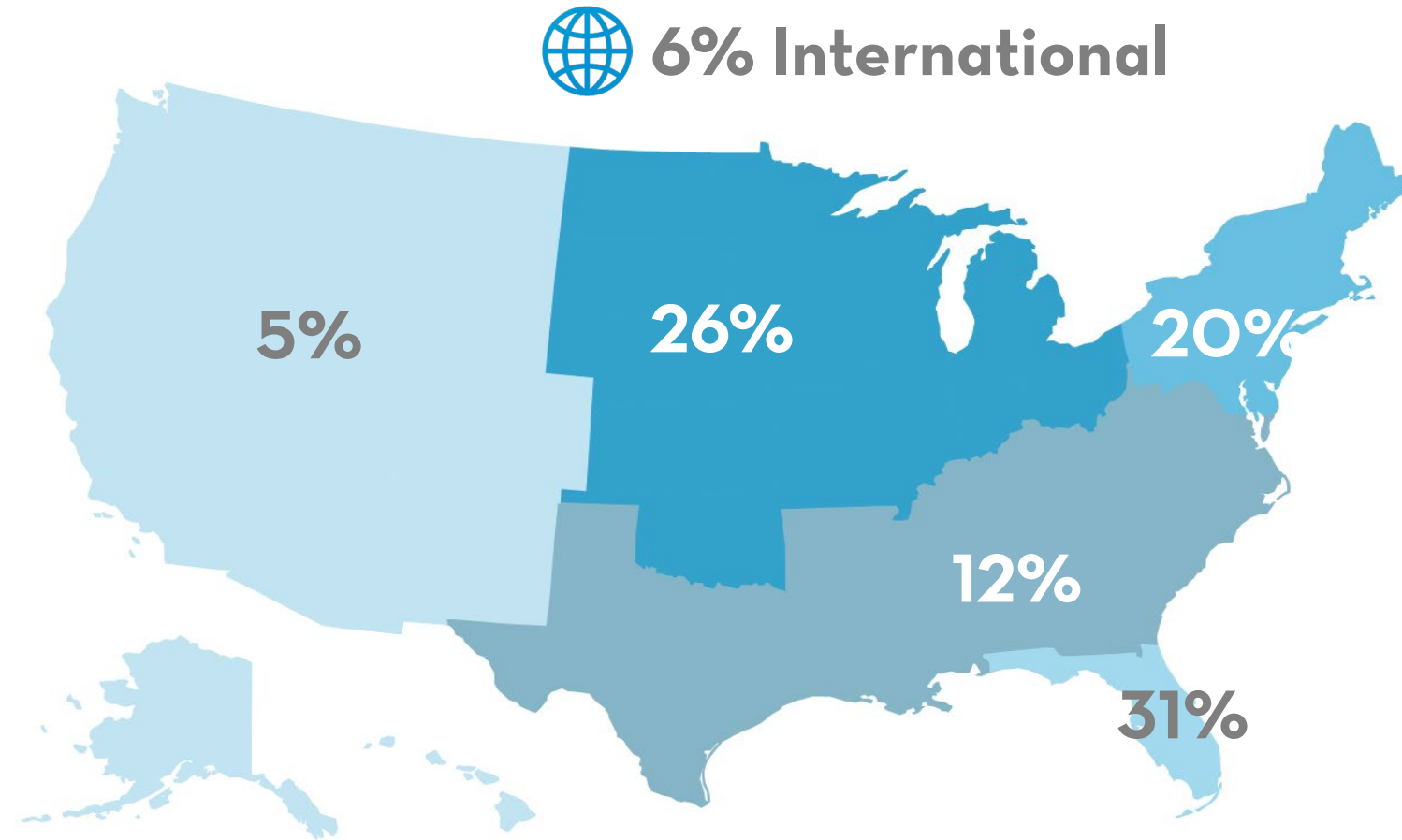

OUR BEST SIDE IS *Outside*
Punta Gorda/Englewood Beach

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

Visitor Journey – Traveler Profile

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

Top Origin Regions of Visitors

» **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 half of all visitors

🌐 **6% International**

5%

26%

20%

12%

31%

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Top Origin States of Visitors

67% of visitors traveled to Charlotte County from 7 states, Canada and the United Kingdom

31% Florida

7% Ohio

6% Pennsylvania

5% New York

4% Illinois

4% Michigan

4% New Jersey

3% Canada

3% United Kingdom

(Map labels: 3% Canada, 4% Michigan, 5% New York, 6% Pennsylvania, 4%, 7% Ohio, 4% Illinois, 3% United Kingdom, 31% Florida)

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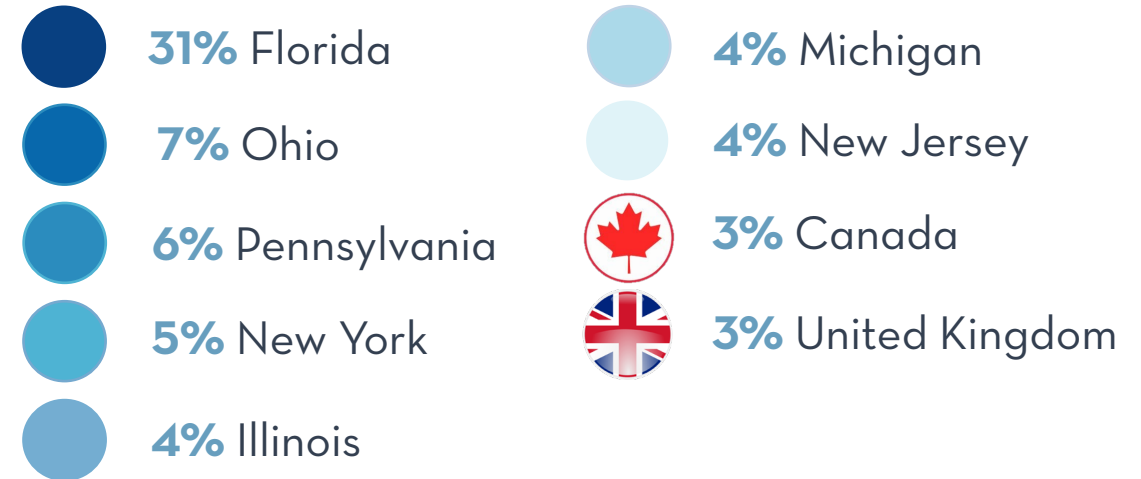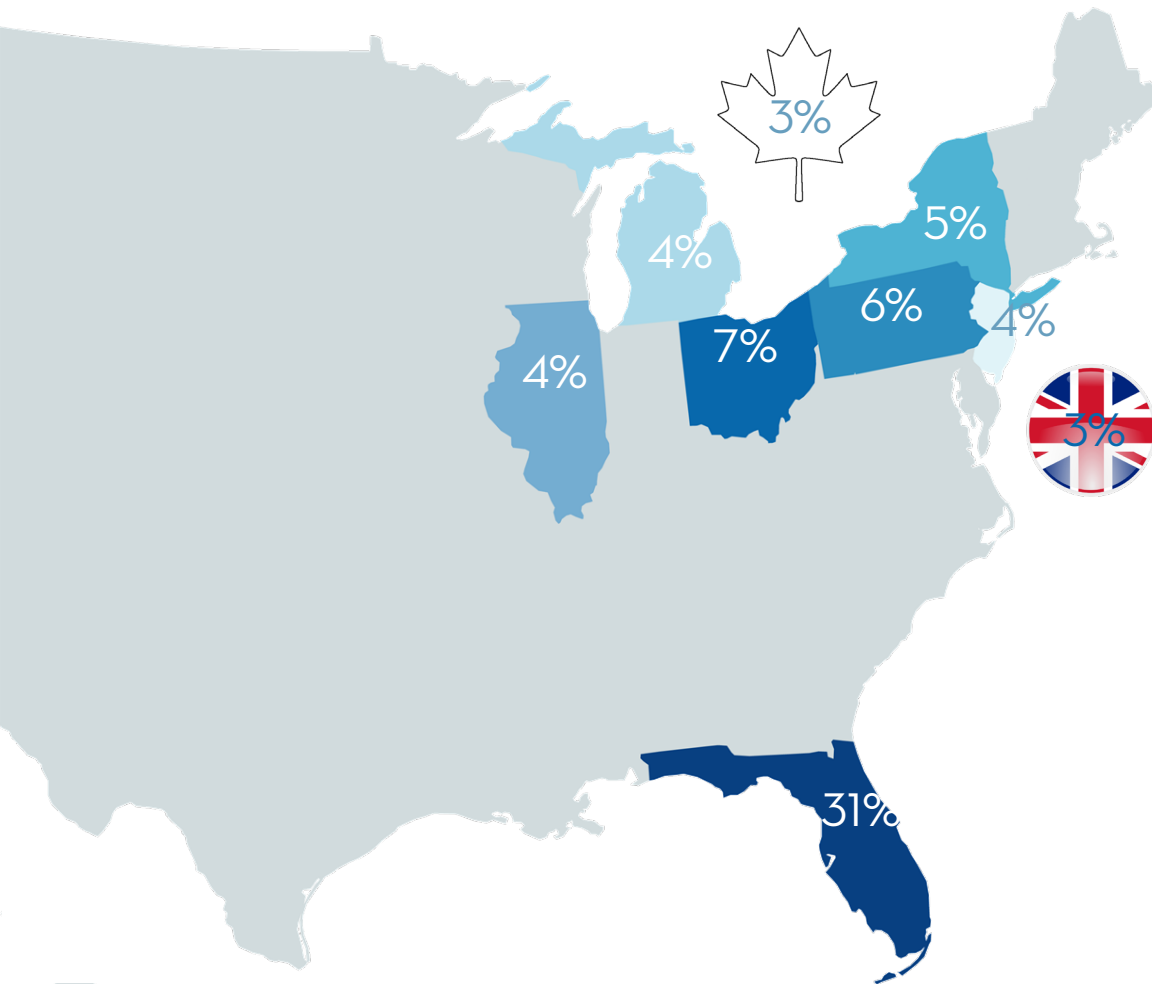
Top Origin Markets of Visitors

34% of visitors come from 6 markets

8% Fort Myers-Naples

7% Sarasota-Bradenton

6% New York[1]

6% Tampa-St. Pete

4% Orlando

3% Chicago

[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 **2.8** people

» **40%** traveled with at least one person under the age of 20

» **2 in 5** traveled as a family

» **3 in 10** visitors traveled as a couple

» Visitors spent **5.9**[1] nights in Punta Gorda/Englewood Beach

[1]Nights stayed capped at 30 nights. Average length of stay is 8.9 nights when nights stayed is not capped.
[1]Nights stayed includes Day Trippers.

First Time Visitors

» **21%** were first time visitors

» **36%** had visited more than 10 times

Typical Punta Gorda/Englewood Beach Visitor

» The typical Visitor:

  » Was 45 years old

  » Had a median household income of $89,800

  » Was equally likely female (51%) or male (49%)

  » Was from:

    » Florida (31%)

    » Midwest (26%)

    » Northeast (20%)

Visitor Journey – Trip Experience

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

Top Visitor Accommodations

32% Hotel/motel/resort

30% Day Tripper

20% Family/friend's residence

10% Personal second home

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Top Activities During Visit[1]

Beach (55%)

Restaurants (54%)

Visit friends/relatives (41%)

Shopping (34%)

Nature related (27%)

[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
33%	Visiting friends/relatives	41%
26%	Beach	55%

Trip Enhancements

Reason for visit	Activity	Visitor activities
9%	Shopping	34%
9%	Nature, environment, bird watching, etc.	27%
7%	Looking for a 2nd home	13%
5%	Attractions	10%
5%	Attend or participate in a sporting event	6%
4%	Water sports	12%
4%	Fishing, hunting, etc.	13%
3%	Golfing, tennis, etc.	10%
3%	Special event	7%
3%	Business conference or meeting	3%
2%	Biking, hiking, running, etc.	13%
1%	Museums, history, etc.	4%
1%	Culture	5%

[1]Multiple responses permitted.

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Visitor Journey – Post-Trip Evaluation

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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Visitor Satisfaction

» **71%** of visitors would definitely recommend Punta Gorda/Englewood Beach

» **86%** will definitely return

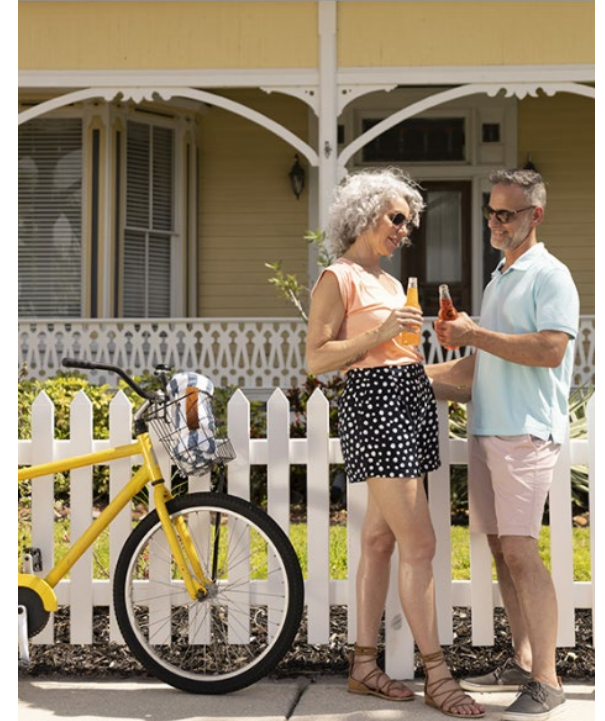» **96%** were satisfied or very satisfied with their stay (**74%** were very satisfied)

Top Requested Amenities[1]

28% Family friendly activities

21% More outdoor activities

20% More transportation options

[1]Multiple responses permitted

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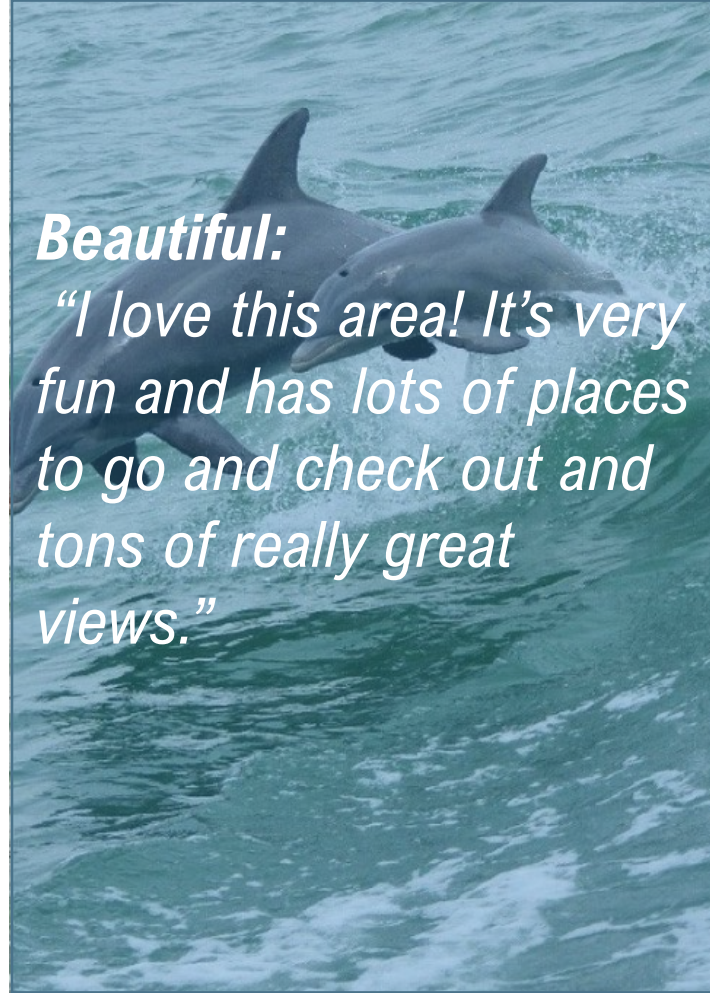# Perceptions of Punta Gorda/Englewood Beach[1]

Great Area:
"Punta Gorda is a great place to visit! We loved it so much that we are wanting to move here and settle down."
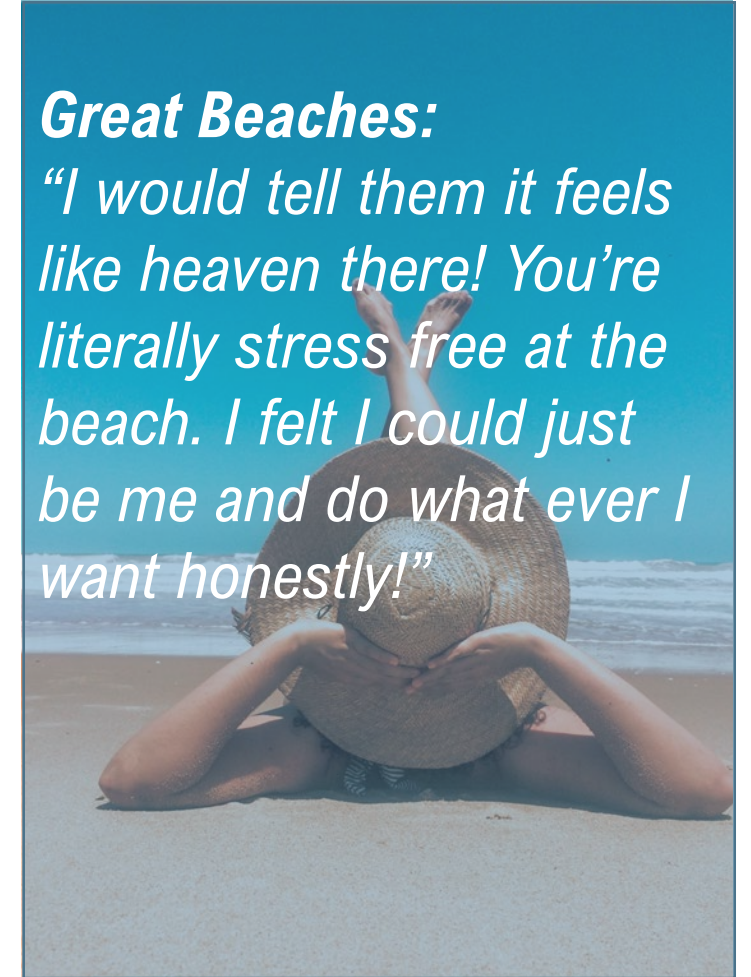
Beautiful:
"I love this area! It's very fun and has lots of places to go and check out and tons of really great views."

Great Beaches:
"I would tell them it feels like heaven there! You're literally stress free at the beach. I felt I could just be me and do what ever I want honestly!"

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[1]Coded open-ended responses.

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Detailed Findings

Visitor Journey – Impact of Tourism

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

Visitor Spending by Visitor Type

» All visitors spent **$156,465,400** over the course of their visits

» While the number of visitors staying in paid accommodations was **1.7 times** the number of visitors in non-paid accommodations, those staying in paid accommodations spent **1.8 times** what visitors in non-paid accommodations spent

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
Visitors	*113,700*	*67,800*	*79,200*	**260,700**
Spending	*$97,890,000*	*$54,009,500*	*$4,565,900*	**$156,465,400**

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$133	$0	$0	$58
Restaurants	$90	$71	$55	$74
Groceries	$34	$37	$14	$29
Shopping	$43	$40	$25	$36
Entertainment	$54	$40	$31	$43
Transportation	$42	$26	$14	$29
Other	$22	$3	$10	$13
Total	**$418**	**$217**	**$149**	**$282**

Total Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$883	$0	$0	$343
Restaurants	$598	$742	$55	$438
Groceries	$226	$387	$14	$172
Shopping	$286	$418	$25	$213
Entertainment	$359	$418	$31	$255
Transportation	$279	$272	$14	$172
Other	$146	$31	$10	$77
Total	**$2,777**	**$2,268**	**$149**	**$1,670**

Visitor Journey – Pre-Visit

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

Trip Planning Cycle

» **Over 1 in 4** visitors had **long planning windows** (3 months or longer in advance)

» **Nearly 3 in 5** visitors planned their trips a month or less in advance

» Average trip planning cycle was **57 days** compared to 61 days in 2021

Category	Percentage
A week or two	27%
A month or so	28%
2 months	18%
3 months	12%
4 to 5 months	7%
6 months or longer	8%
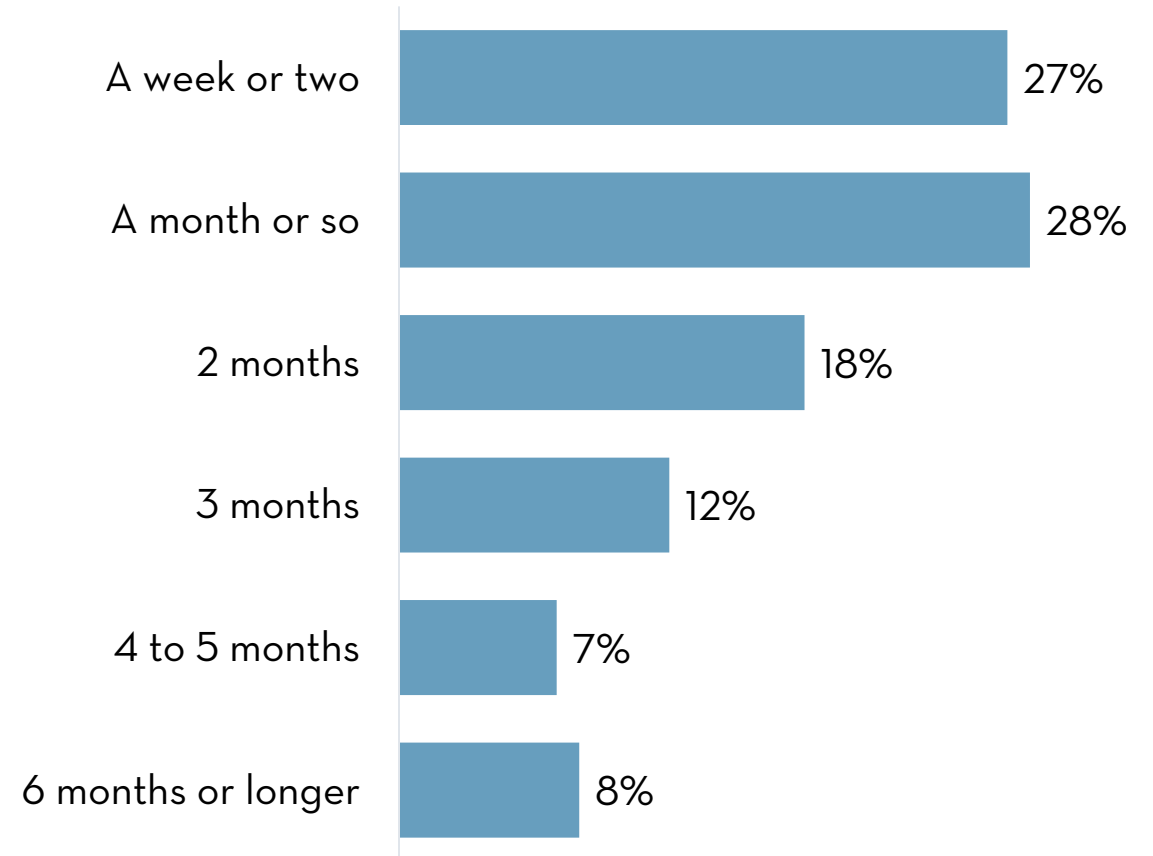
Trip Planning Sources[1]

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

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

» **1 in 3** used their friends, family and coworkers to plan their trip

Trip Planning Source	
Internet	44%
Google search	32%
Airline websites/apps	12%
Rental car websites/apps	12%
Previous visit	37%
Friend, co-worker, etc.	33%
Brochures/travel guides/visitor guides	6%
PureFlorida Website	5%
Special Events	4%
Television	4%
Newspapers	4%
AAA	3%
Business/conference/meeting information	3%
Travel agent	3%
Magazines	2%
Convention and Visitors Bureau	1%
Radio	1%
Other	2%
None/don't know	9%

[1]Multiple responses permitted.

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Punta Gorda/Englewood Beach Promotions[1]

» **19%** of visitors noticed promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:

Base = 19% who noticed promotions

Source	%
Online article	28%
Television	25%
Personal social media	21%
Travel/visitor guide	18%
Newspaper	16%
Ad on a website	16%
Vacation rental agency	15%
Destination social media	14%
PureFlorida.com	13%
Travel reviews/blogs	12%
Magazine ad	9%
Brochure	8%
Streaming services	7%
Billboard	7%
Magazine article	5%
Deal based promotion	4%
Waypoint TV	4%
AAA	3%
Weather app	3%
Radio	2%
CharlotteHarbor.com	1%
Other	5%

75% of visitors who noticed advertising were influenced to come to the area.

[1]Multiple responses permitted.

Charlotte County Promotion Influences

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

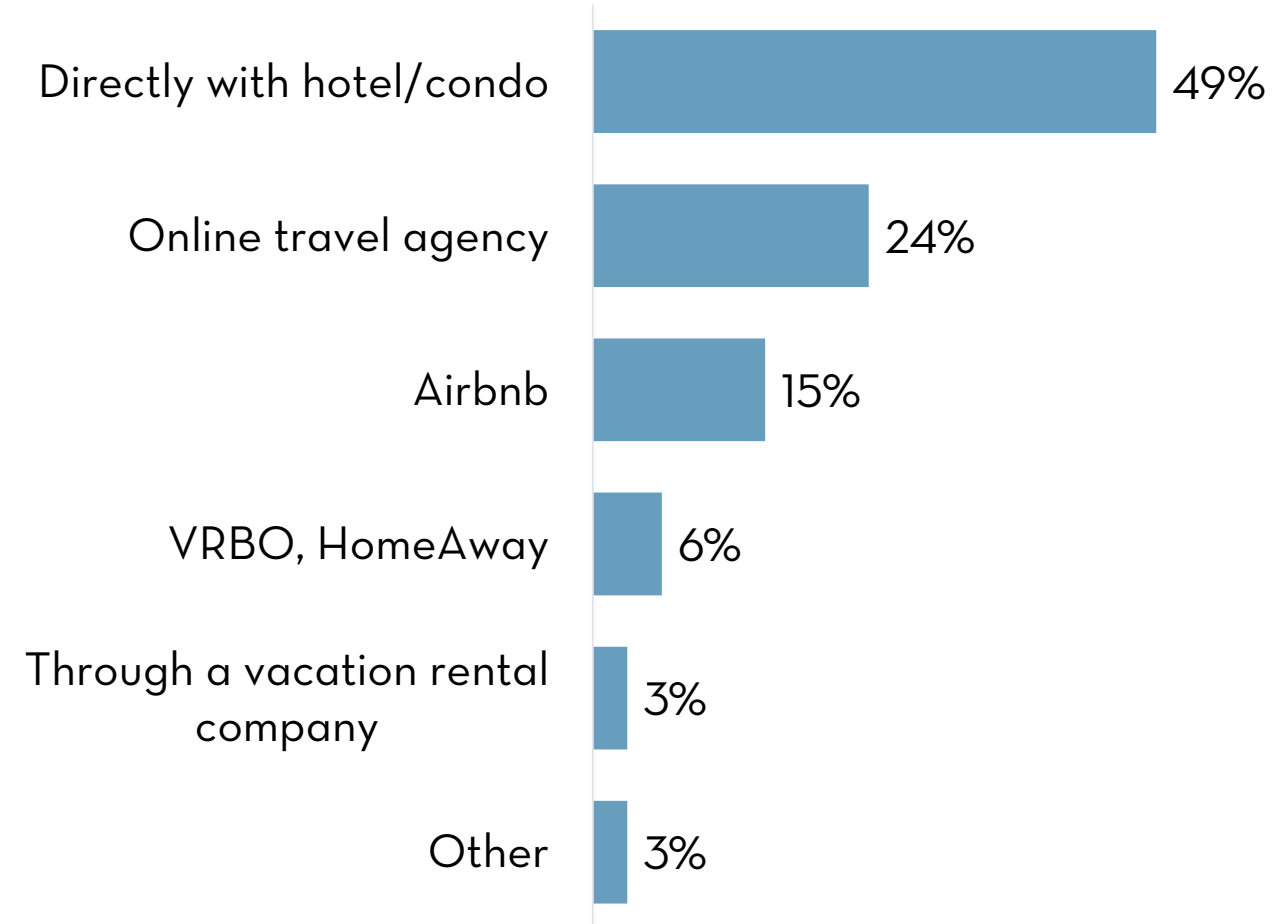| Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	29%	18%	12%	19%
No	64%	73%	84%	74%
Don't know	7%	9%	4%	7%

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

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	91%[1]	56%[1]	62%[1]	75%[1]
No	6%	35%	38%	20%
Don't know	3%	9%	0%	5%

[1] Base is percentage of visitors who noticed advertising

Paid Accommodation Booking[1]

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

» Online travel agencies accounted for **nearly 1 in 4** bookings

Directly with hotel/condo — 49%

Online travel agency — 24%

Airbnb — 15%

VRBO, HomeAway — 6%

Through a vacation rental company — 3%

Other — 3%

[1] Visitors staying in paid accommodations.

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Visitor Transportation

» **3 in 5** visitors **drove** to Punta Gorda/Englewood Beach (**60%**)

» **1 in 8** visitors flew into Punta Gorda Airport (**13%**)

» **1 in 8** visitors flew into Southwest Florida International Airport (**13%**)

Category	Percentage
Drove to Charlotte County	60%
Punta Gorda Airport	13%
Southwest Florida Int'l	13%
Tampa Int'l	7%
Sarasota/Bradenton Int'l	3%
Orlando Int'l	3%
St. Pete-Clearwater Int'l	1%

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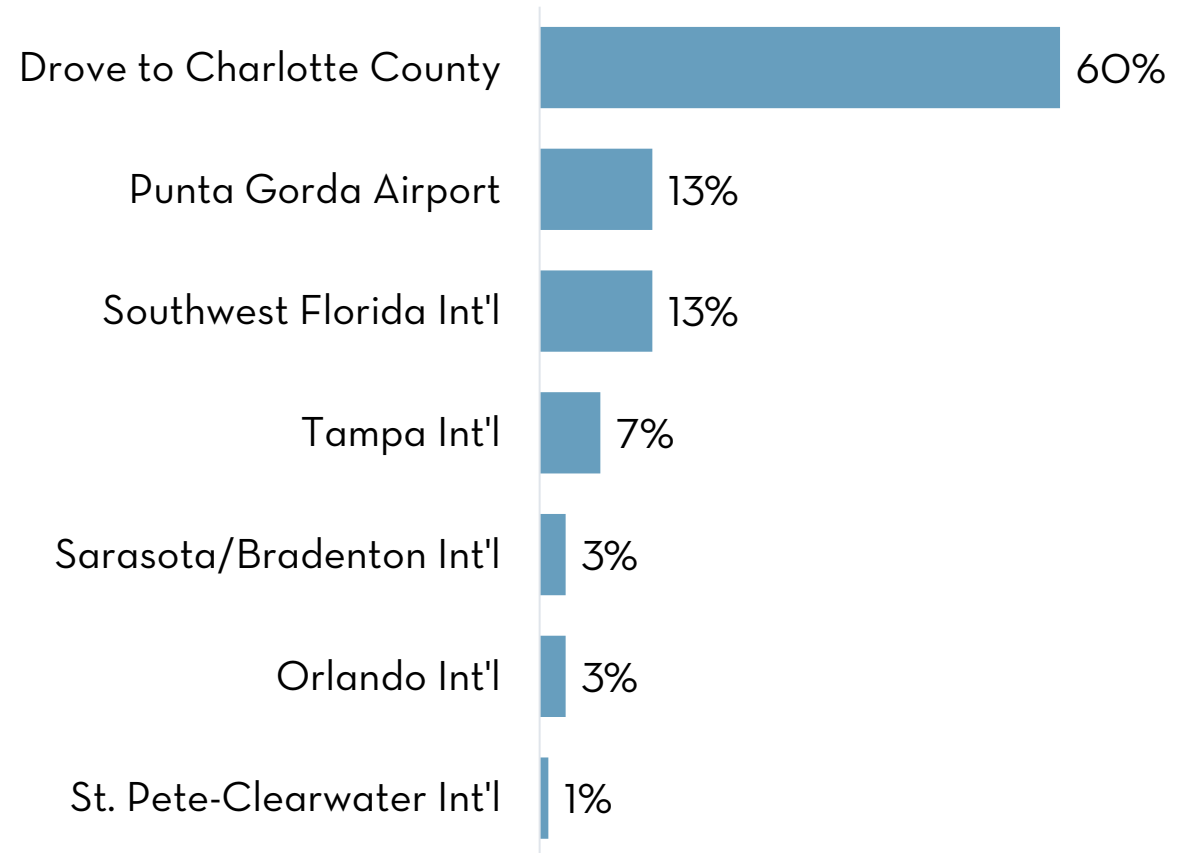
Reasons for Visiting[1]

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

Reason	Percentage
Family vacation	34%
Visiting friends/relatives	33%
Beach	26%
Shopping	9%
Nature, environment, bird watching, etc.	9%
Looking for a 2nd home	7%
Special occasion	6%
Attractions	5%
Attend or participate in a sporting event	5%
Water sports	4%
Fishing, hunting, etc.	4%
Golfing, tennis, etc.	3%
Special event	3%
Business conference or meeting	3%
Biking, hiking, running, etc.	2%
Museums, history, etc.	1%
Culture	1%
Other	10%

[1]Multiple responses permitted.

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Vacation replacement[1]

» **11%** of visitors came to the Punta Gorda/Englewood Beach area rather than a previously planned destination
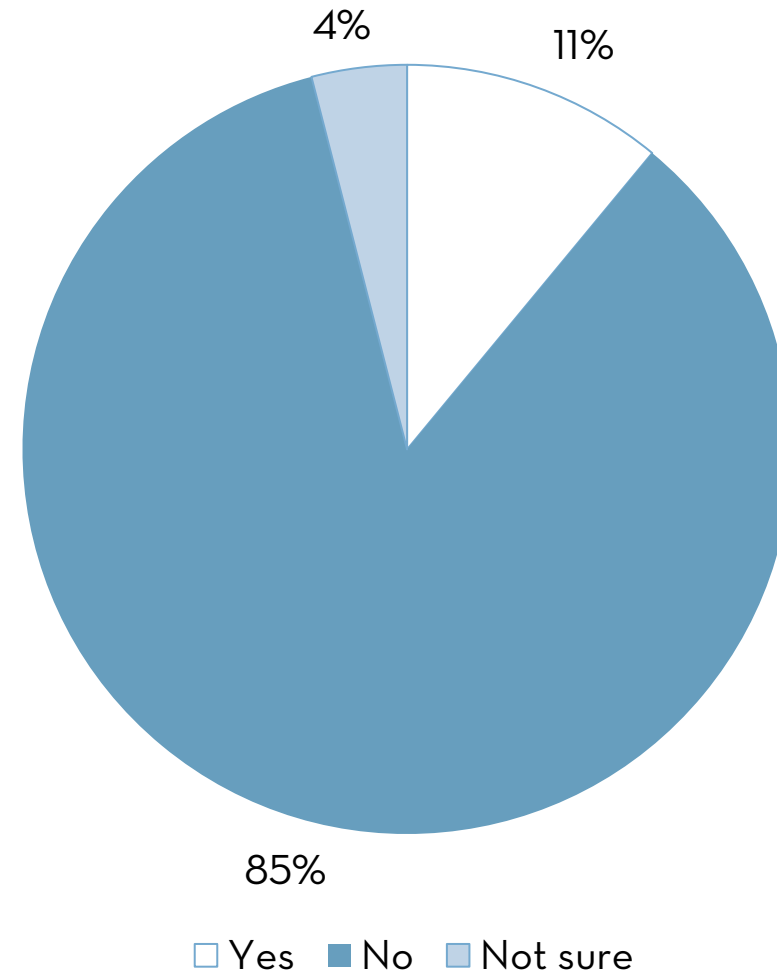
4%
11%
85%

☐ Yes ■ No ☐ Not sure

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"We haven't visited this part of Florida yet and we love it here now!"

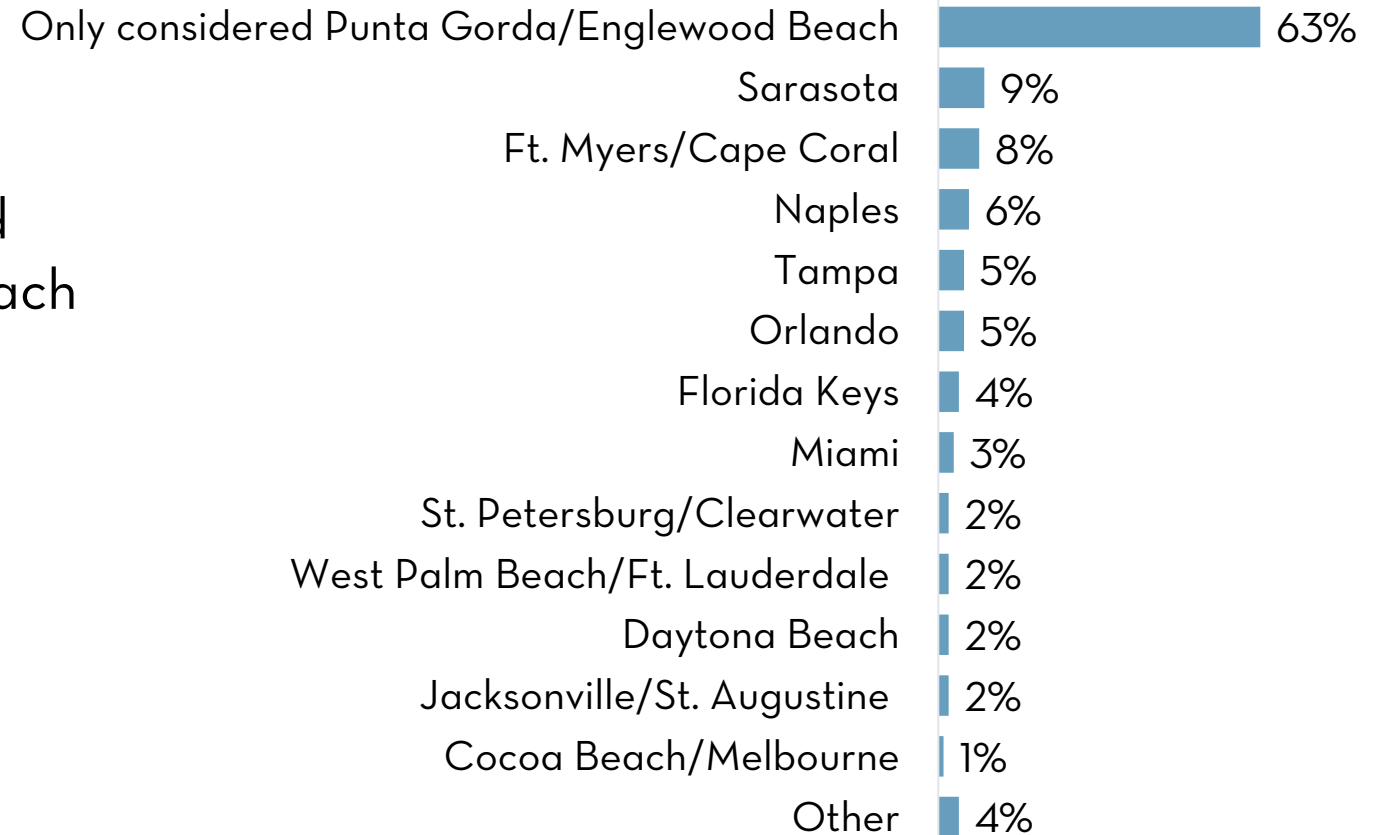"We came here because of the good value and good weather that Punta Gorda provides."

"I wanted to visit some friends down here and the flights were convenient, so we decided to come."

"We have a second home here and decided to come down for the summer."

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

Other Destinations Considered[1]

» **Nearly 2 in 3** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip

» **Nearly 1 in 10** visitors considered Sarasota and Ft. Myers/Cape Coral

Only considered Punta Gorda/Englewood Beach — 63%
Sarasota — 9%
Ft. Myers/Cape Coral — 8%
Naples — 6%
Tampa — 5%
Orlando — 5%
Florida Keys — 4%
Miami — 3%
St. Petersburg/Clearwater — 2%
West Palm Beach/Ft. Lauderdale — 2%
Daytona Beach — 2%
Jacksonville/St. Augustine — 2%
Cocoa Beach/Melbourne — 1%
Other — 4%

Visitors Guide[1]

» **12%** of visitors requested a Visitors Guide before their trip

  » **6%** requested a print version

  » **6%** requested an online version

  » Visitors Guide received a rating of **7.8 out of 10.0**[1]
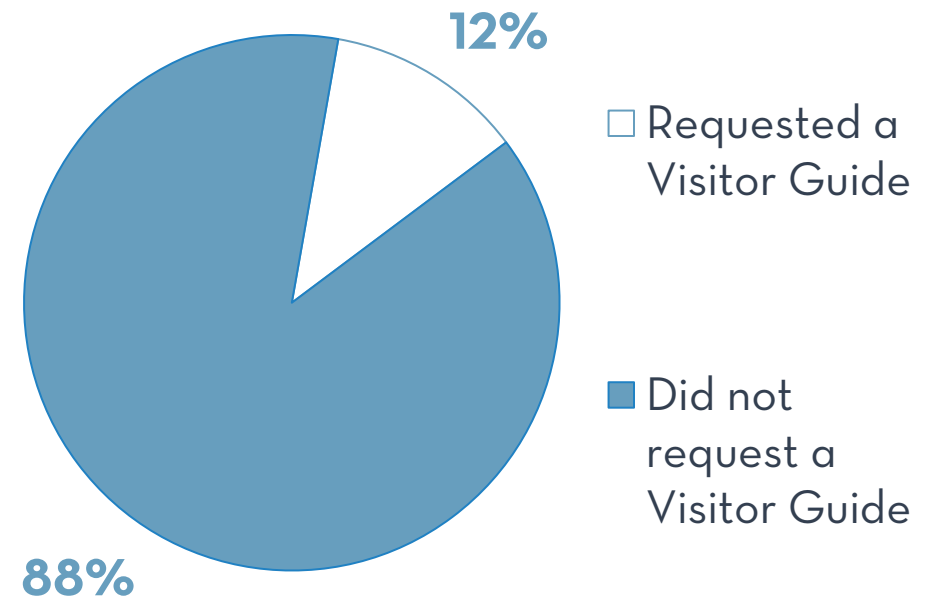
12%

☐ Requested a Visitor Guide

■ Did not request a Visitor Guide

88%

[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

Florida 31%
Midwest 26%
Northeast 20%
Southeast 12%
West 5%
Canada 3%
United Kingdom 3%
Other International <1%

94% of visitors came from the US
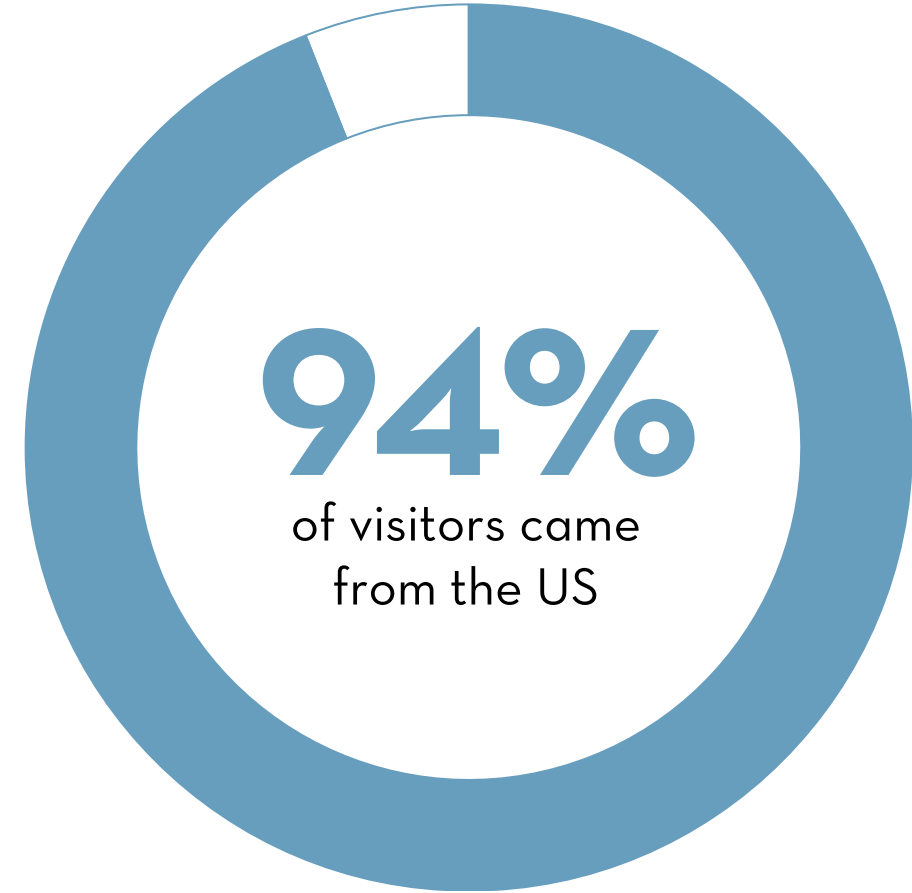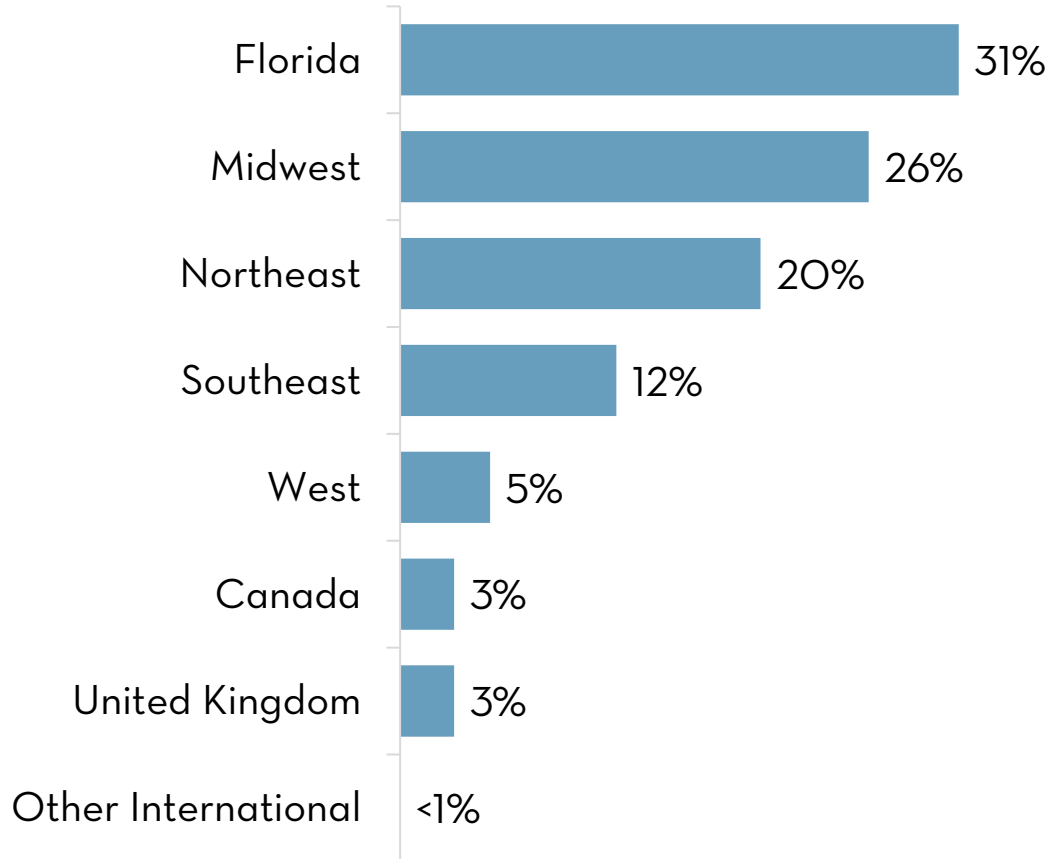
Origin of Visitors – By State

	Percentage of Visitors
Florida	31%
Ohio	7%
Pennsylvania	6%
New York	5%
Illinois	4%
Michigan	4%
New Jersey	4%
Canada	3%
United Kingdom	3%

67%
of visitors came from 7 States as well as Canada

Origin of Visitors – By Market

Market	% of All Visitors
Fort Myers-Naples	8%
Sarasota-Bradenton	7%
New York[1]	6%
Tampa-St. Petersburg	6%
Orlando-Daytona Beach-Melbourne	4%
Chicago	3%
Atlanta	2%
Cleveland-Akron	2%
Harrisburg-Lancaster, PA	2%
Miami-Ft. Lauderdale	2%
Washington DC-Hagerstown	2%

Market	% of Overnight Visitors
New York[1]	9%
Chicago	8%
Orlando-Daytona Beach-Melbourne	6%
Cleveland-Akron	5%
Washington DC-Hagerstown	4%
Grand Rapids	3%
Burlington, VT–Plattsburgh, NY	3%

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

Travel Parties

» The typical visitor traveled in a party composed of **2.8** people

» **40%** traveled with at least one person under the age of 20

» **2 in 5** traveled as a family

» **3 in 10** visitors traveled as a couple

Travel Party	Percent
As a family	40%
As a couple	30%
By yourself	21%
With a group (tour, friends, etc.)	7%
With a group of couples	2%
With business associates	<1%
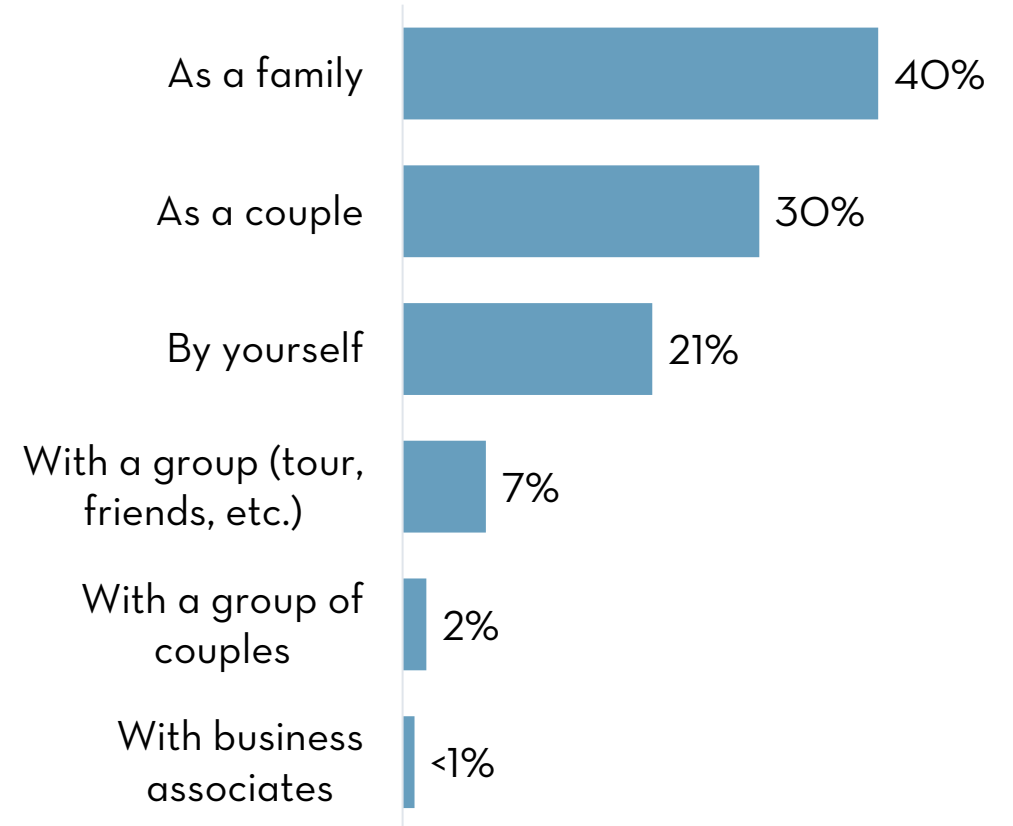
Typical Punta Gorda/Englewood Beach Visitor

» Typical visitors spent **5.9** nights in Punta Gorda/Englewood Beach

    » When including long term visitors[1], average nights stayed is **8.9**

» **1 in 5** were first time visitors

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

Visit frequency	Percentage
That was my first time	21%
2-3 visits	16%
4-5 visits	13%
6-10 visits	14%
11-20 visits	16%
21+	20%
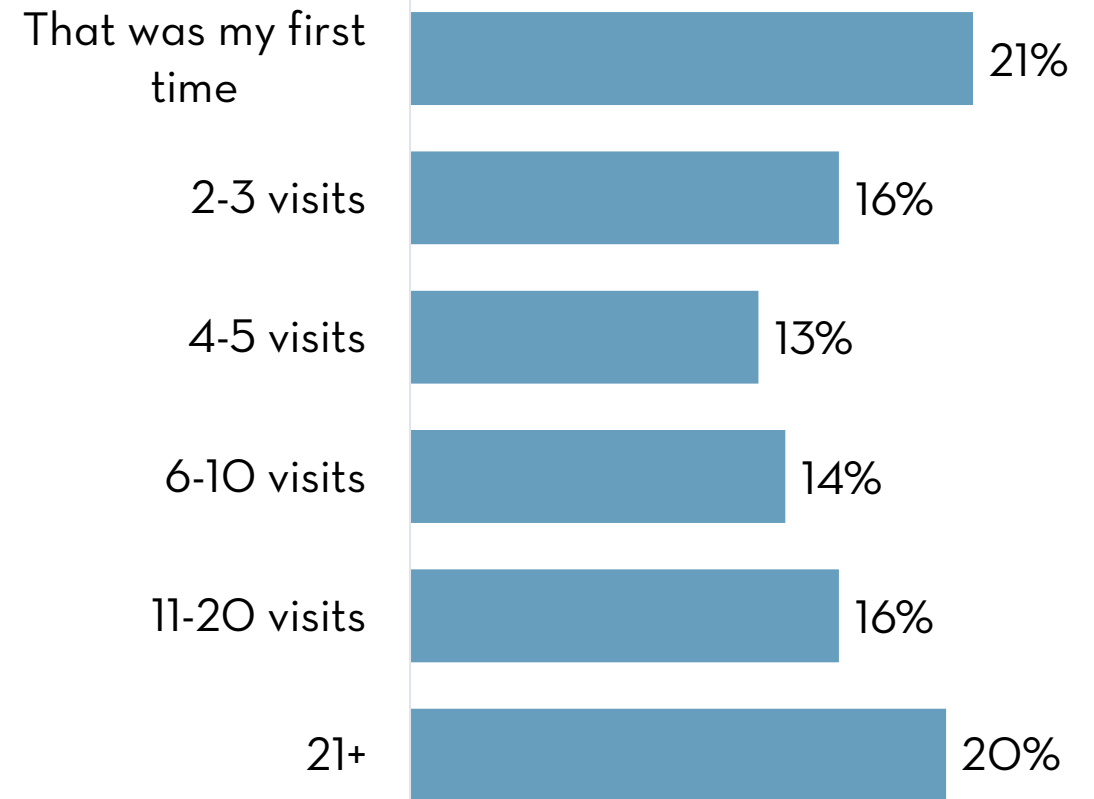
[1]Visitors who stayed longer than 1 month

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RESEARCH

Punta Gorda/Englewood Length of Stay

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

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
Length of Stay[1]	*6.6*	*10.4*	*1.0*	**5.9**
Travel Party Size	*3.0*	*2.8*	*2.6*	**2.8**

[1]Typical visitor capped at 30 nights.

Age

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

Age	Percentage
18 to 24	5%
25 to 34	22%
35 to 49	34%
50 to 65	24%
65+	15%
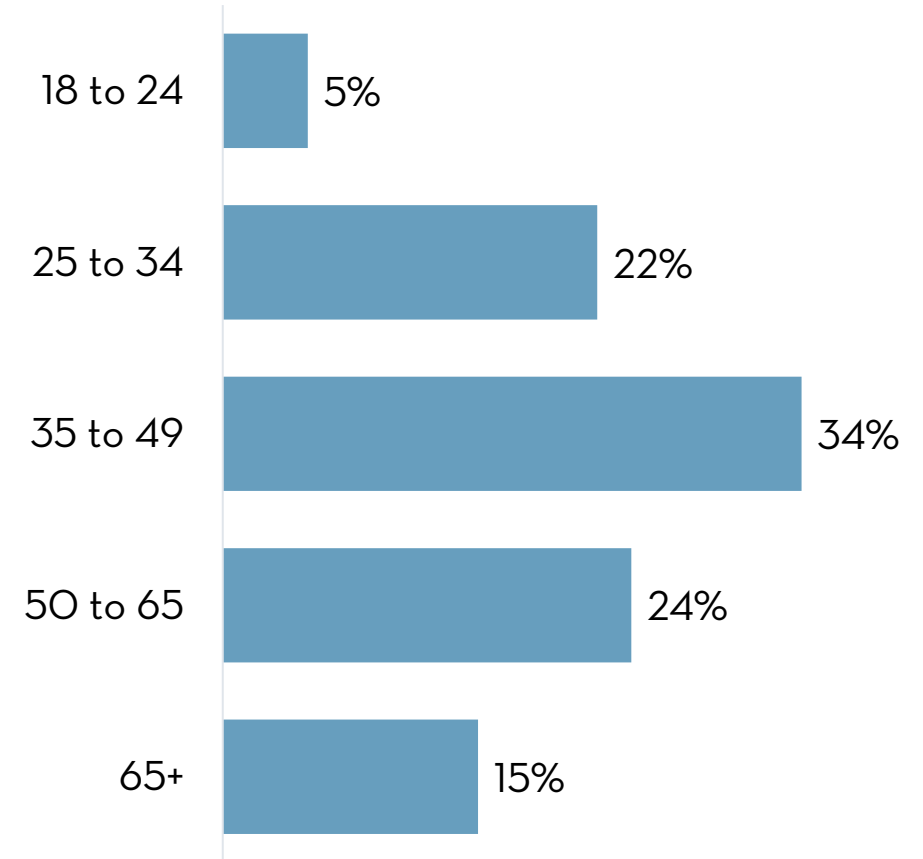
Household Income

Median Household Income

» **$89,800** is the median household income for July – Sept visitors

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

Income	Percentage
Less than $50,000	11%
$50,000-$74,999	26%
$75,000-$99,999	22%
$100,000-$124,999	16%
$125,000-$149,999	6%
$150,000-$199,999	6%
$200,000-$249,999	8%
$250,000 and over	5%

Race/Ethnicity

Caucasian — 86%

Hispanic — 8%

African-American — 5%

Asian — 1%

Gender

51%

49%

☐ Male ■ Female

Visitor Journey – Trip Experience

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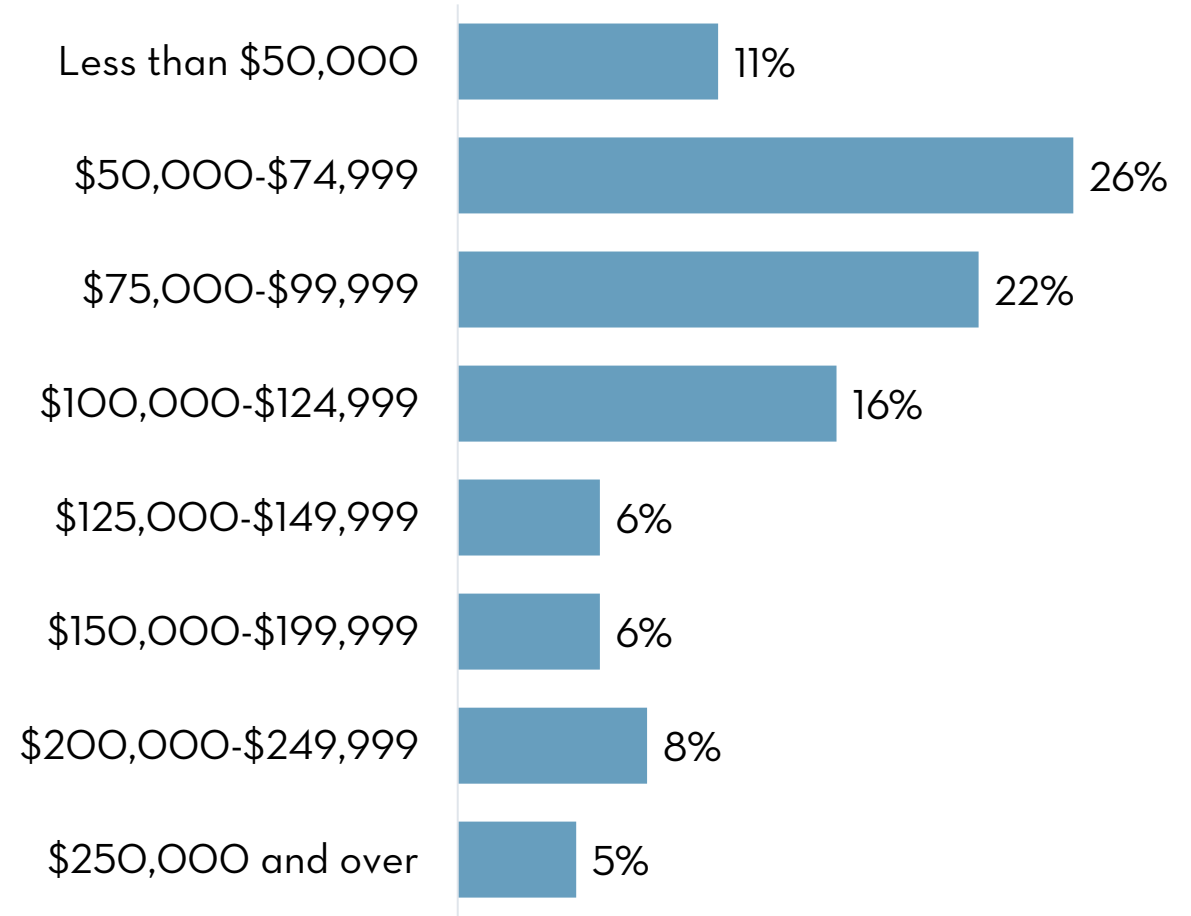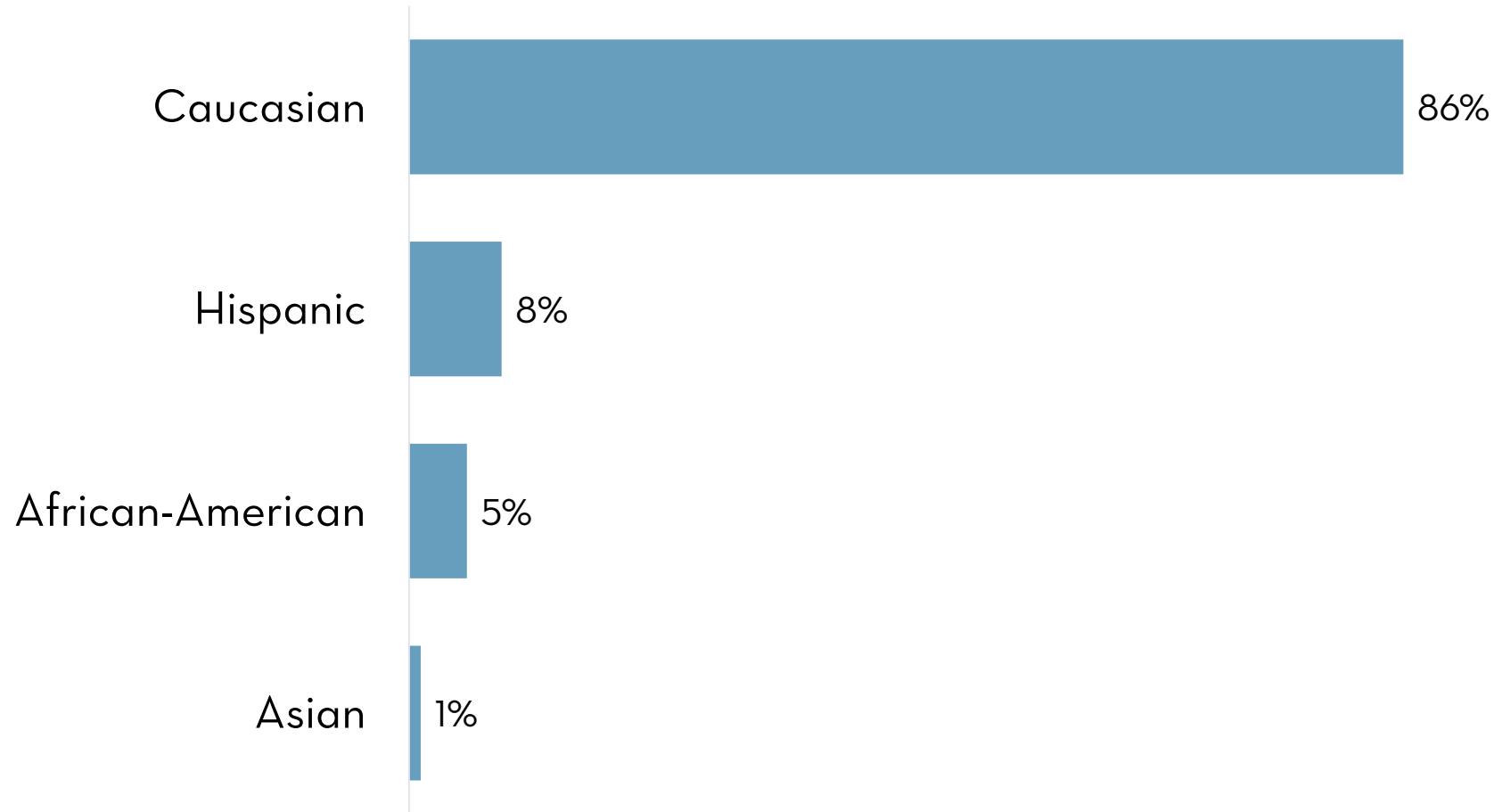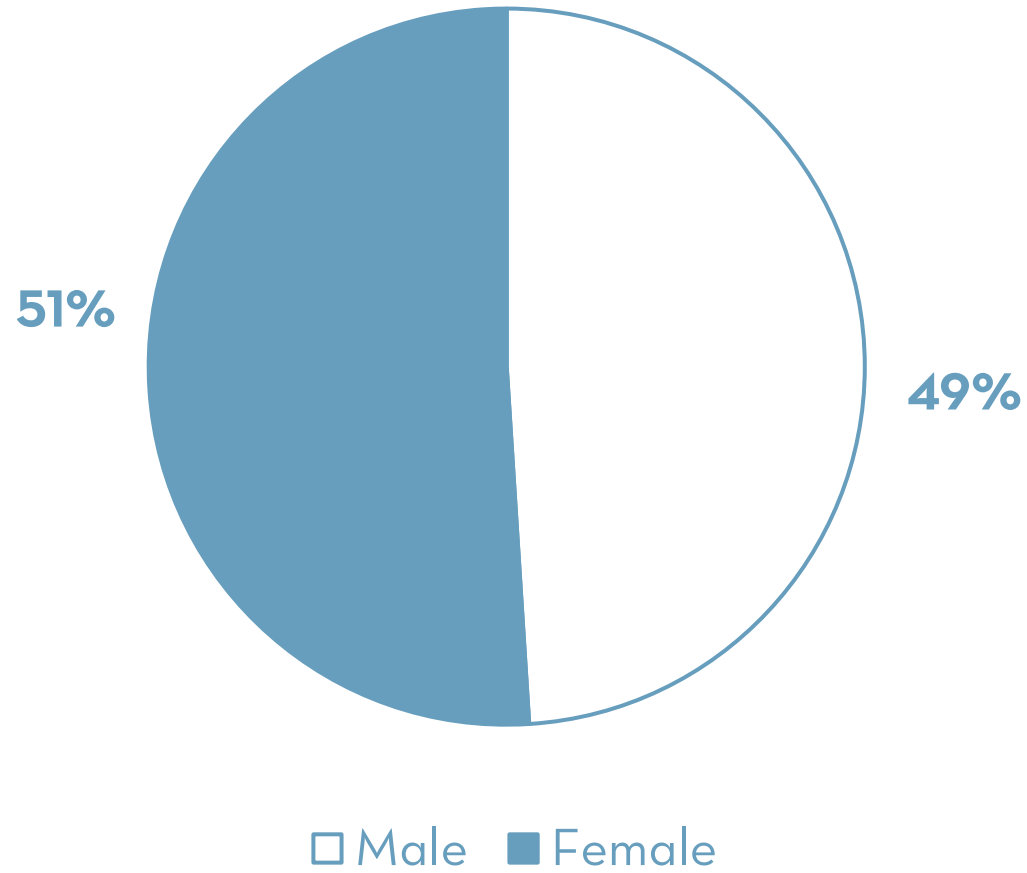
Visitor Accommodations

» **70%** of visitors stayed overnight in Punta Gorda/Englewood Beach

» **1 in 5** visitors stayed in a with friends and family

» **Nearly 1 in 3** visitors stayed in hotels/motels

Accommodation	Percentage
Hotel/motel/resort	32%
Day tripper	30%
Staying with friends/family	20%
Personal condo/timeshare	10%
Rental condominium/house/timeshare	6%
Campground/RV Park	<1%
Bed and Breakfast/Inn	<1%
Marina/boat	<1%
Other	2%

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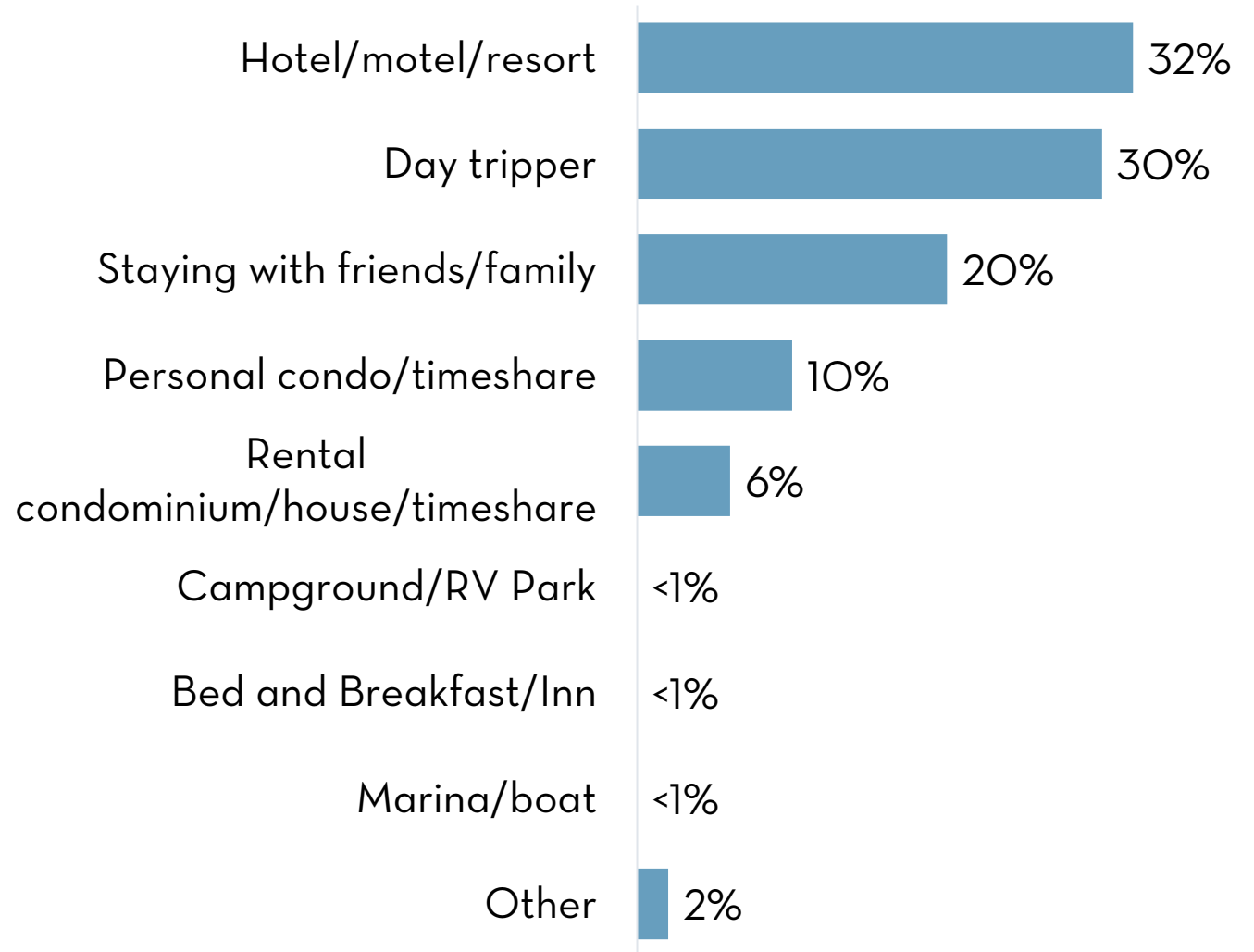
Area Stayed vs. Areas Visited[1]

Area	Stayed	Visited
Punta Gorda	42%	61%
Port Charlotte	27%	42%
Englewood	10%	35%
Charlotte Harbor	7%	30%
Manasota Key	3%	20%
Rotunda Circle	2%	4%
Gasparilla Island (Boca Grand)	2%	10%
Placida	2%	5%
Palm Island/Knight Island	1%	2%
Cape Haze	<1%	3%
Don Pedro Island	<1%	2%
Little Gasparilla Island	<1%	5%
Other	3%	16%

[1]Multiple responses permitted.

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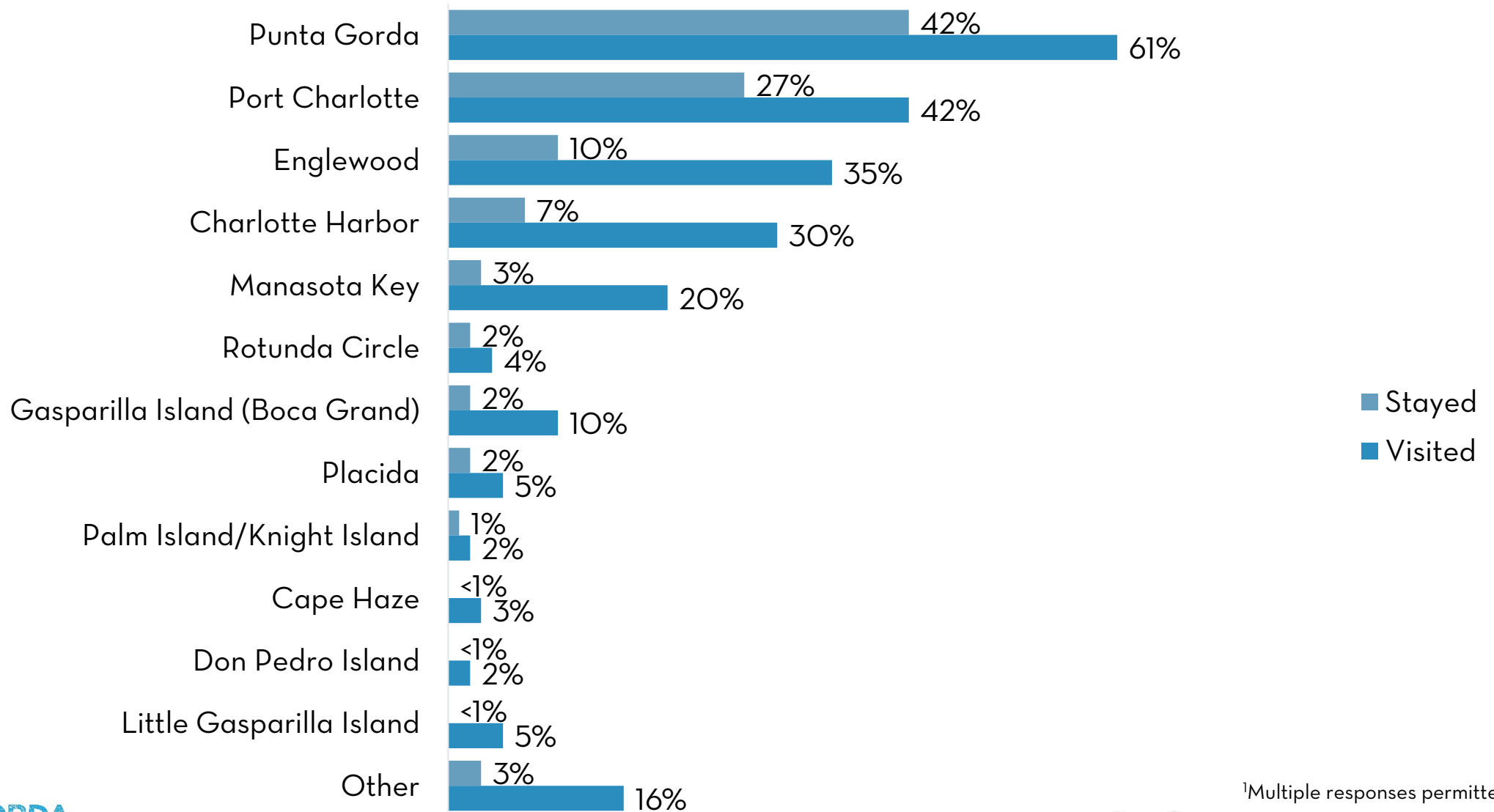
Visitor Activities[1]

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

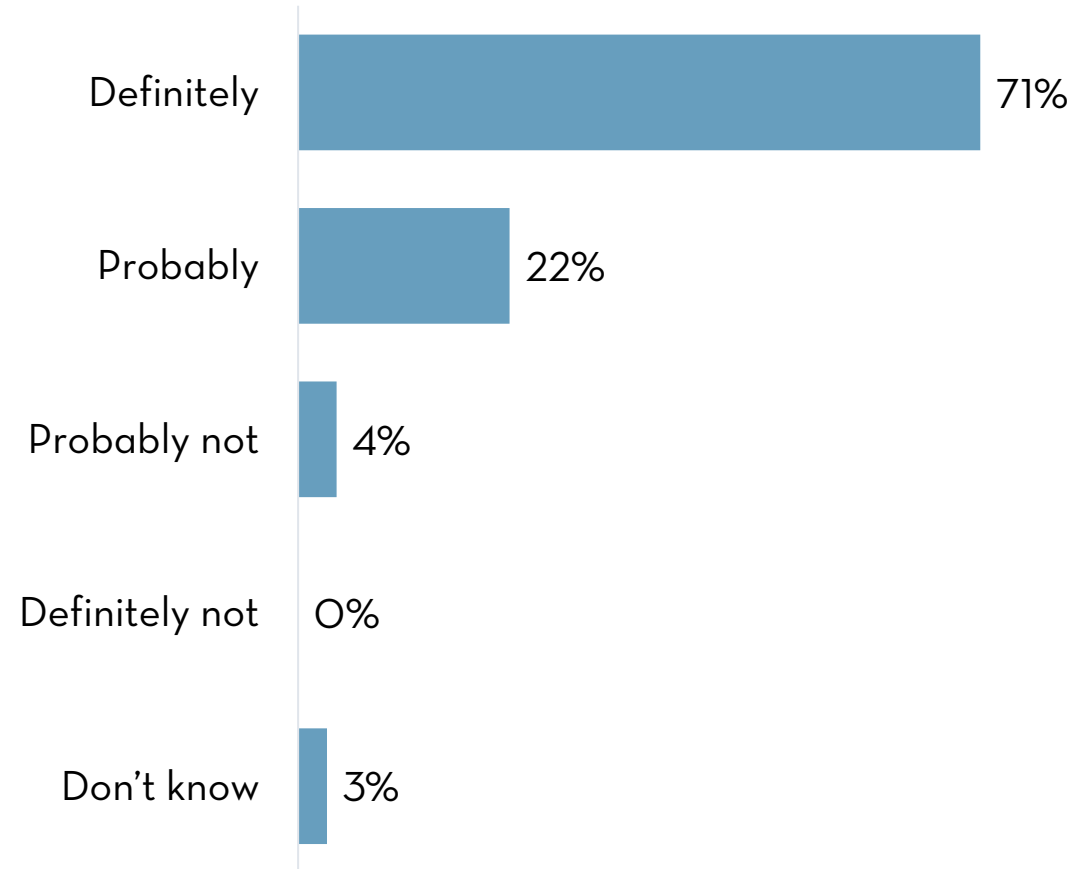» Visitors are also enticed to go shopping and enjoy nature while in Charlotte County

Activity	Percentage
Beach	55%
Restaurants	54%
Visit friends and relatives	41%
Shopping	34%
Nature, environment, birding, etc.	27%
Fishing, hunting, etc.	13%
Biking, hiking, running, etc.	13%
Looking for a second home	13%
Water sports	12%
Bars, nightclubs	11%
Attractions	10%
Golfing, tennis, etc.	10%
Special event	7%
Attend or participate in a sporting event	6%
Culture	5%
Family time, reading, cooking, etc.	4%
Museums, history, etc.	4%
Business conference or meeting	3%
Spas	3%
Other	9%

[1]Multiple responses permitted.

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Visitor Journey – Post-Trip Evaluation

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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Visitor Satisfaction

» **71%** would definitely recommend Punta Gorda/Englewood Beach to a friend

Category	Percentage
Definitely	71%
Probably	22%
Probably not	4%
Definitely not	0%
Don't know	3%

Visitor Satisfaction

» **86%** will definitely return

Response	Percentage
Definitely will return	86%
Probably will return	9%
Probably will not return	2%
Definitely will not return	0%
Don't know	3%
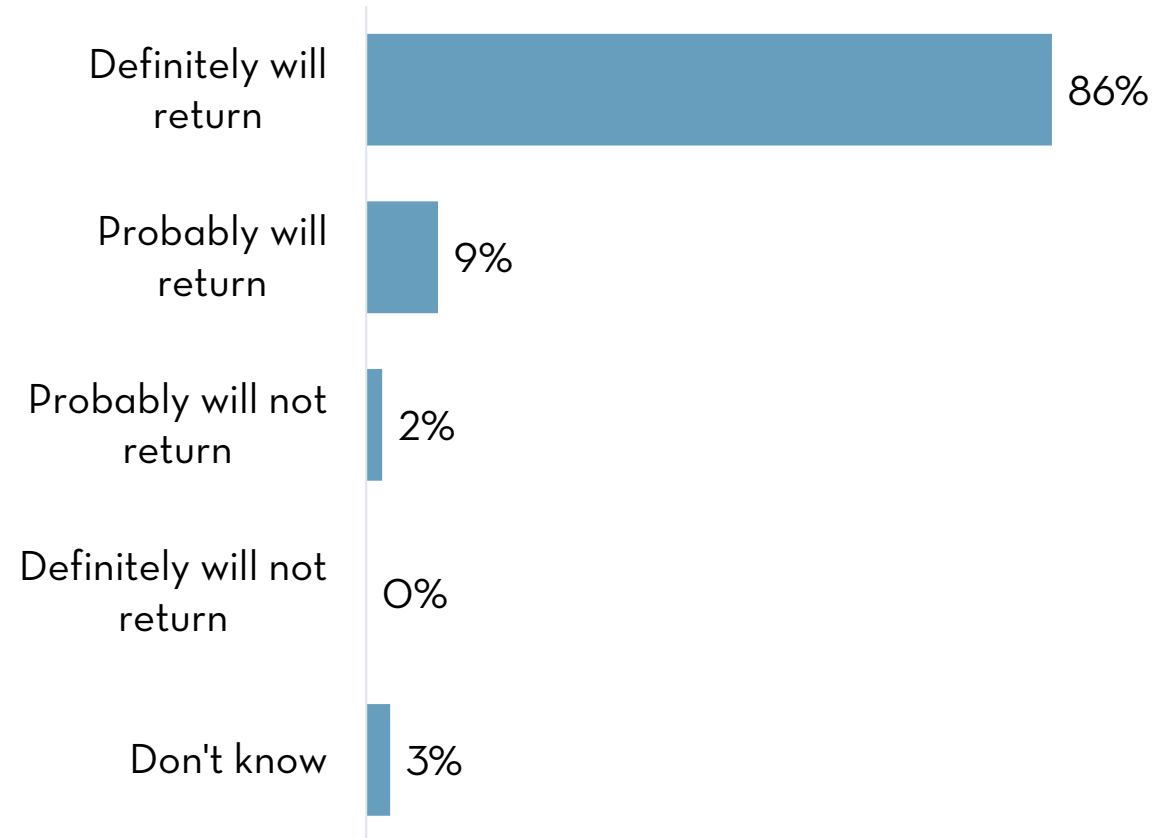
Visitor Satisfaction

» **96%** were satisfied or very satisfied with their stay (**74%** were very satisfied)

| Category	Percentage
Very satisfied	74%
Satisfied	22%
Somewhat satisfied	3%
Don't know/no opinion	1%
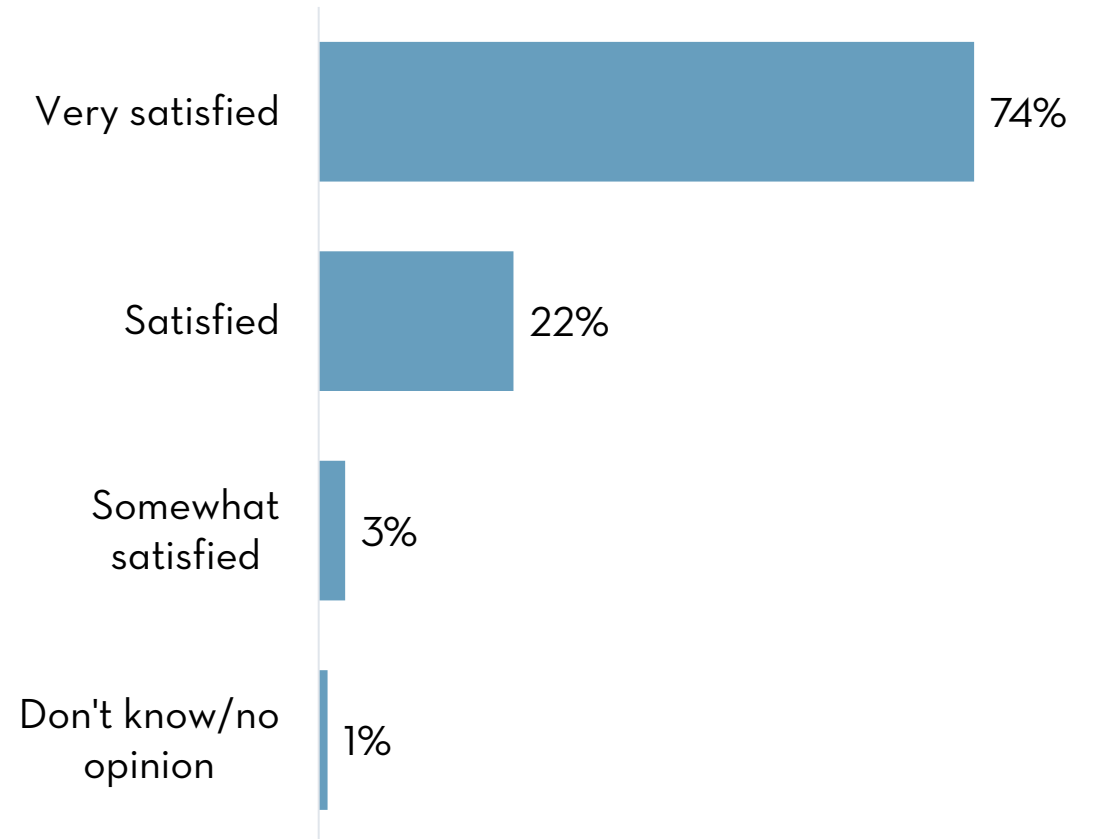
If you were talking to a friend, how would you describe Charlotte County as a place to visit?

"We encountered lovely, friendly people at our hotel, restaurants and the airport!"

"I love this area! It's very fun and has lots of places to go and check out and tons of really great views."
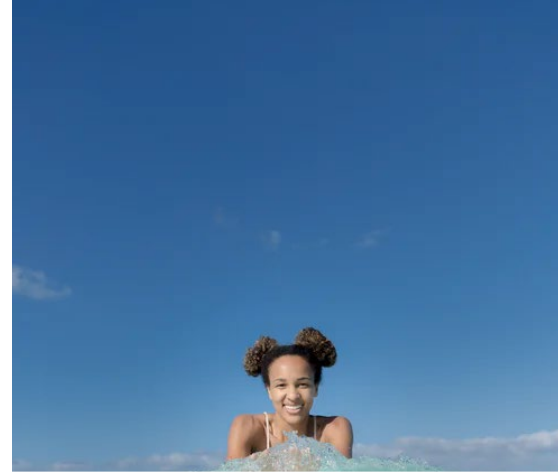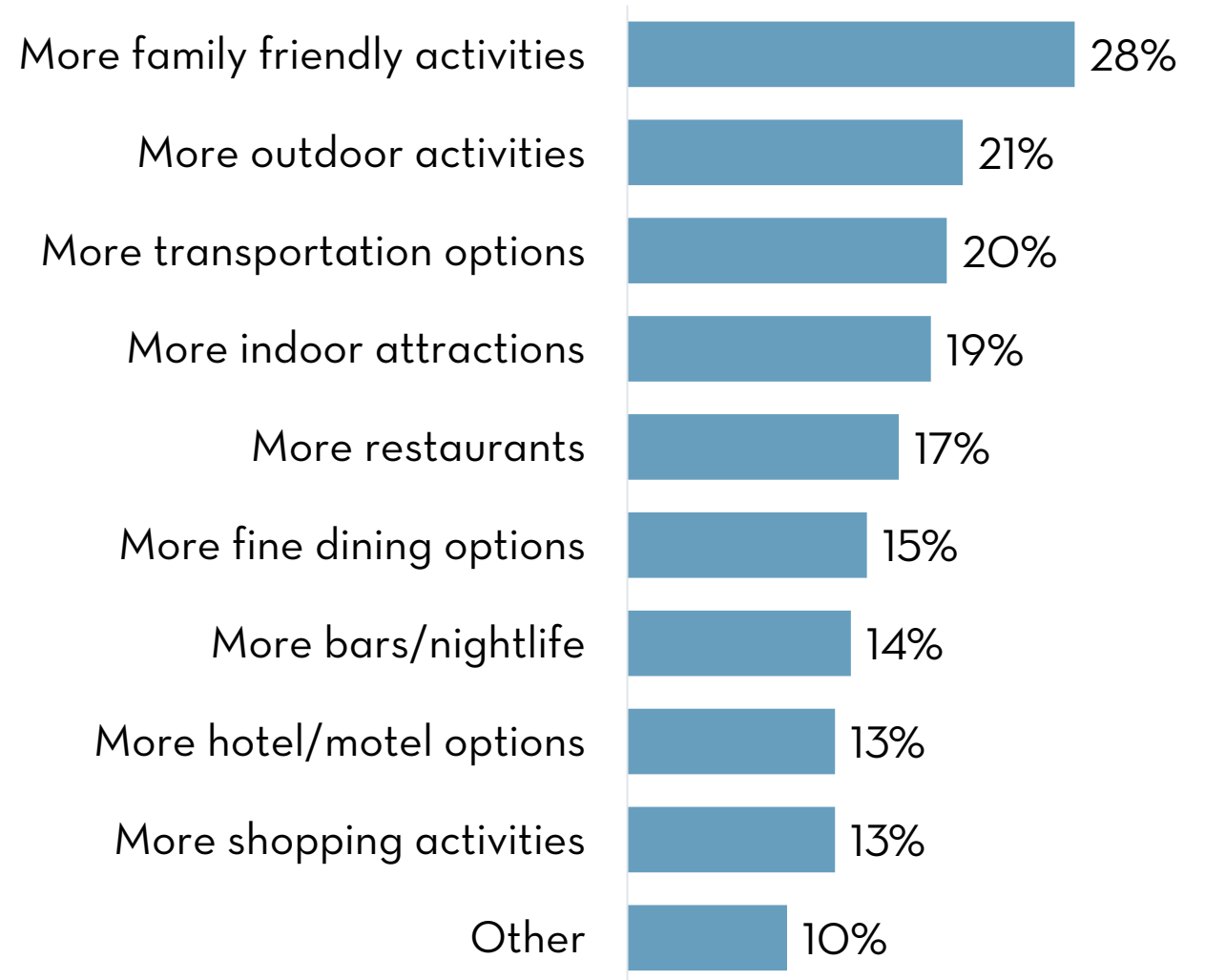

"I would tell them it feels like heaven there! You're literally stress free at the beach. I felt I could just be me and do what ever I want honestly!"

"Punta Gorda is a great place to visit! We loved it so much that we are wanting to move here and settle down."

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

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

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

More family friendly activities — 28%
More outdoor activities — 21%
More transportation options — 20%
More indoor attractions — 19%
More restaurants — 17%
More fine dining options — 15%
More bars/nightlife — 14%
More hotel/motel options — 13%
More shopping activities — 13%
Other — 10%

[1]multiple responses permitted.

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Year-to-Year comparisons

YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	July – Sept 2021	July – Sept 2022
A week or two in advance	32%	27%
A month or so in advance	20%	28%
2 months in advance	15%	18%
3 months in advance	12%	12%
4 to 5 months in advance	9%	7%
6 months of more in advance	11%	8%
Average Trip planning cycle (in days)	61	57

Top Trip Planning Sources	July – Sept 2021	July – Sept 2022
Previous visit	29%	37%
Talk to family/friends	29%	33%
Google search	22%[1]	32%

[1]Qustion set up differently in 2021

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YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	July – Sept 2021	July – Sept 2022
Vacation	26%	34%
Visit friends and relatives	28%	33%
Beach	20%	26%
Shopping	5%	9%
Nature activities	4%	9%
Looking for a second home	NA	7%
Special occasion	5%	6%

Visitor Guide and Transportation	July – Sept 2021	July – Sept 2022
Requested a Visitors Guide	6%	12%
Drove to Charlotte County	57%	60%
Flew to Charlotte County	43%	40%

YEAR-TO-YEAR COMPARISONS

Market of Origin	July – Sept 2021	July – Sept 2022
Fort Myers- Naples	13%	8%
Sarasota-Bradenton	7%	7%
New York[1]	4%	6%
Tampa – St. Petersburg	4%	6%
Orlando	4%	4%
Chicago	2%	3%

Region of Origin	July – Sept 2021	July – Sept 2022
Southeast (including Florida)	49%	43%
Midwest	24%	26%
Northeast	18%	20%
West	6%	5%
International	3%	6%

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

YEAR-TO-YEAR COMPARISONS

Travel Parties	July – Sept 2021	July – Sept 2022
Travel Party Size	3.0	2.8
Traveled with Children	53%	40%
Traveled as a family	53%	40%
Traveled as a couple	22%	30%

Visitor Profile	July – Sept 2021	July – Sept 2022
Median Age	42	45
Gender (Female)	49%	51%
Median Household Income	$88,600	$89,800
White/Caucasian	80%	86%
Hispanic	10%	8%
African American	9%	5%

YEAR-TO-YEAR COMPARISONS

Accommodations	July – Sept 2021	July – Sept 2022
Day Tripper	29%	30%
Hotel/Motel	34%	32%
Friends/Family Home	17%	20%
Personal Second Home	7%	10%
Vacation Rental Home/Airbnb	10%	6%
Camping/RV	1%	<1%

Trips Experience	July – Sept 2021	July – Sept 2022
Average nights stayed	6.1	5.9
1st Time Visitor	21%	21%
10+ Prior Visits to Charlotte County	39%	36%

YEAR-TO-YEAR COMPARISONS

Top Activities	July – Sept 2021	July – Sept 2022
Beach	44%	55%
Restaurants	48%	54%
Visit friends and family	37%	41%
Shopping	25%	34%
Nature related	25%	27%
Fishing, hunting, etc.	15%	13%
Biking, hiking, running, etc.	9%	13%
Looking for a second home	12%	13%
Water sports	9%	12%
Bars/nightclubs	10%	11%
Golfing, tennis, etc.	6%	10%
Attractions	7%	10%

YEAR-TO-YEAR COMPARISONS

Average Daily Trip Spending	July – Sept 2021	July – Sept 2022
Accommodations	$63	$58
Restaurants	$71	$74
Groceries	$25	$29
Shopping	$28	$36
Entertainment	$45	$43
Transportation	$25	$29
Other	$4	$13
Total	**$261**	**$282**

Average Total Trip Spending	July – Sept 2021	July – Sept 2022
Accommodations	$384	$343
Restaurants	$433	$438
Groceries	$153	$172
Shopping	$171	$213
Entertainment	$275	$255
Transportation	$152	$172
Other	$24	$77
Total	**$1,592**	**$1,670**

YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	July – Sept 2021	July – Sept 2022
Will return to Charlotte County	98%	95%
Satisfied or very satisfied with their stay	96%	96%
Would definitely recommend to friend	96%	93%

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, 2022 and September 31st, 2022**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

July – September 2022

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