

Punta Gorda/ Englewood Beach VCB

Visitor Profile and Economic Impact Report

July - September 2025



METHODOLOGY



Data Collection:

From July 1, 2025, to September 30, 2025, **494** interviews were completed with Charlotte County visitors at Englewood Beach, Four Points Hotel, Sunseeker Resorts, Live Oak Point Park, Gilchrist Park, Laishley Park, Punta Gorda Airport, Fishermen's Village, Suncoast Championships, and with online surveys.

Economic Impact:

Economic impact figures are based on all visitor types, including those staying in paid accommodations, unpaid accommodations, and day trippers.

ECONOMIC IMPACT SUMMARY



KEY PERFORMANCE INDICATORS¹

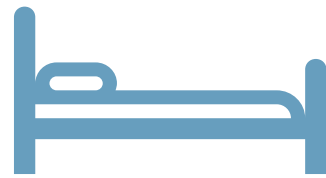
TDT collections and room nights declined more sharply than visitors, direct spend, and economic impact due to more visitors staying with friends and relatives and a significant increase in restaurant and entertainment spending among both visitors staying in paid and unpaid accommodations amongst other factors.



305,900

**Total
Visitors**

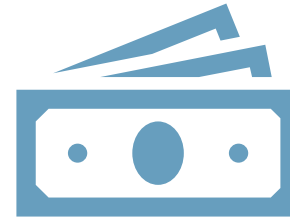
↓ 1.2%



258,000

**Room
Nights**

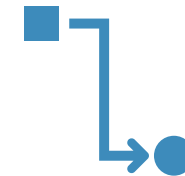
↓ 9.6%



\$171,914,500

**Direct
Spending²**

↓ 2.7%



\$252,189,500

Economic Impact

↓ 2.7%



\$1,332,908

TDT Collections

↓ 15.8%

Percent Change
Compared to
July - Sept 2024:

¹Sources: Smith Travel Research, AirDNA, and DSG Visitor Tracking Study.

²Visitation and spending estimates are preliminary. Adjustments may be made at the end of the year to account for quarterly fluctuations.

LODGING METRICS

Economic impact figures reflect all visitor types. These figures are specific to the Charlotte County area.

COMBINED



45.1%

Occupancy

↓ 9.6%



\$175.31

Average Daily Rate

↓ 8.0%



\$78.91

Revenue Per Available Room

↓ 16.9%

Percent Change Compared to July - Sept 2024:

HOTELS¹



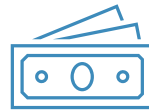
47.8%

Occupancy



\$130.14

Average Daily Rate



\$62.92

Revenue Per Available Room

VACATION RENTALS²



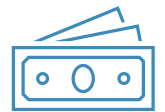
41.7%

Occupancy



\$231.00

Average Daily Rate



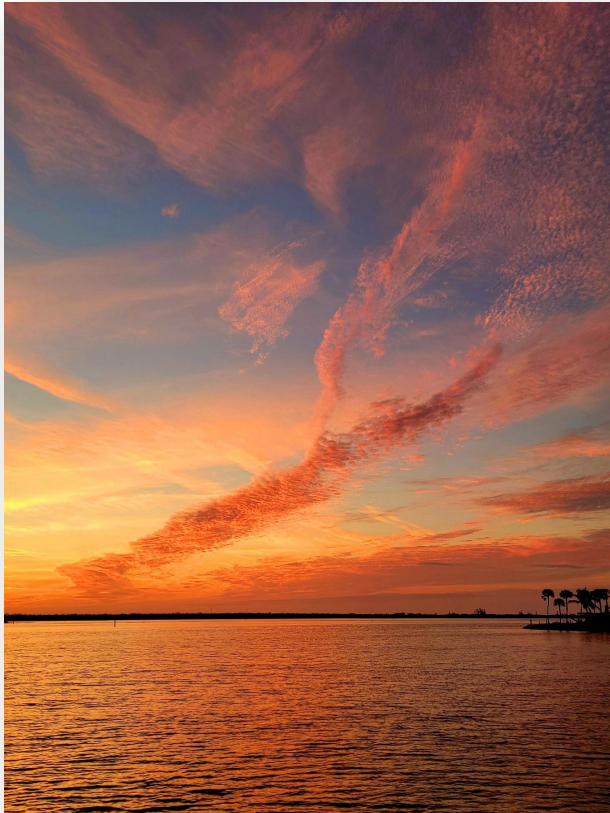
\$98.00

Revenue Per Available Room

VISITOR PROFILE SUMMARY



VISITOR PROFILE



48

Median Age¹

16%

First-time Visitor

\$111,500

Median Household Income

34%

Traveled With Children

2.5

Travel Party Size

4.9

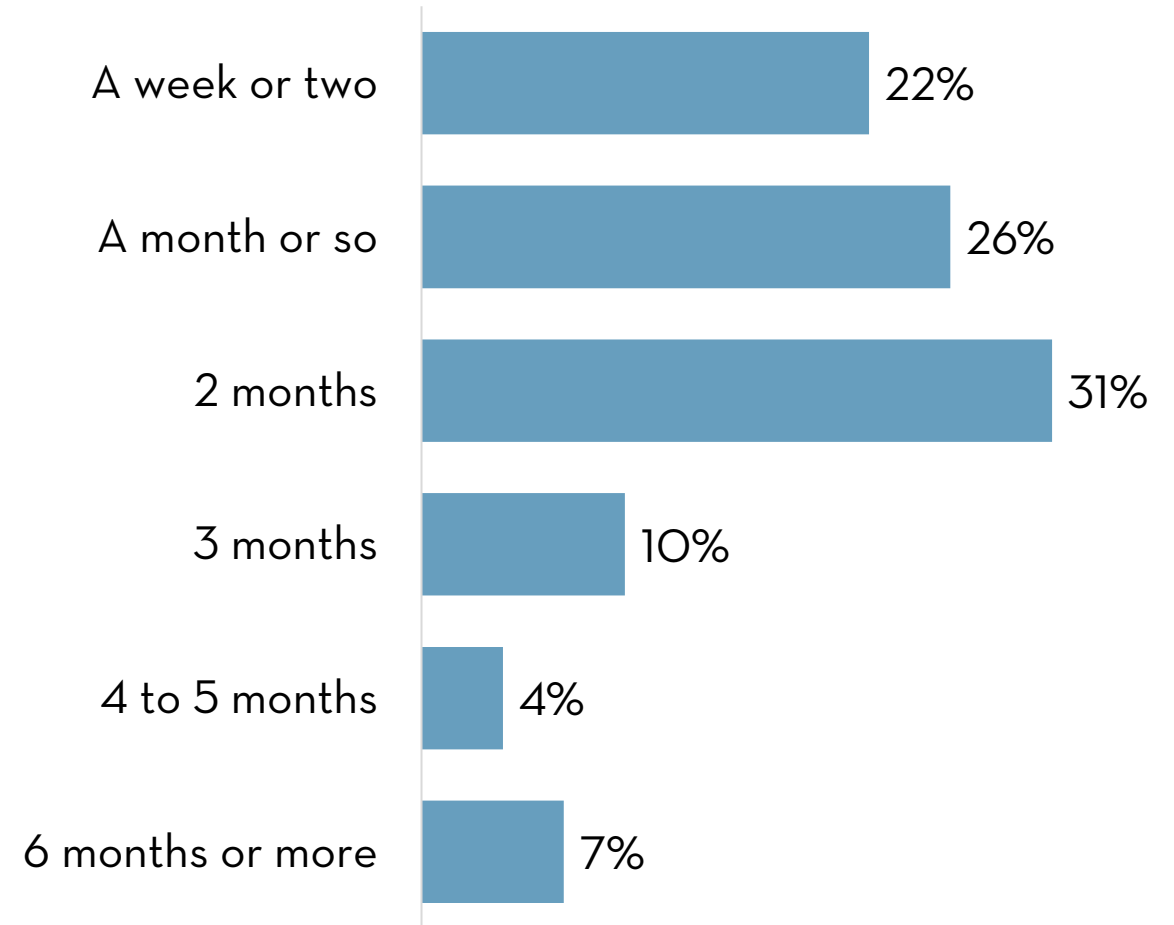
Length Of Stay

¹Age of member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

TRIP PLANNING CYCLE¹

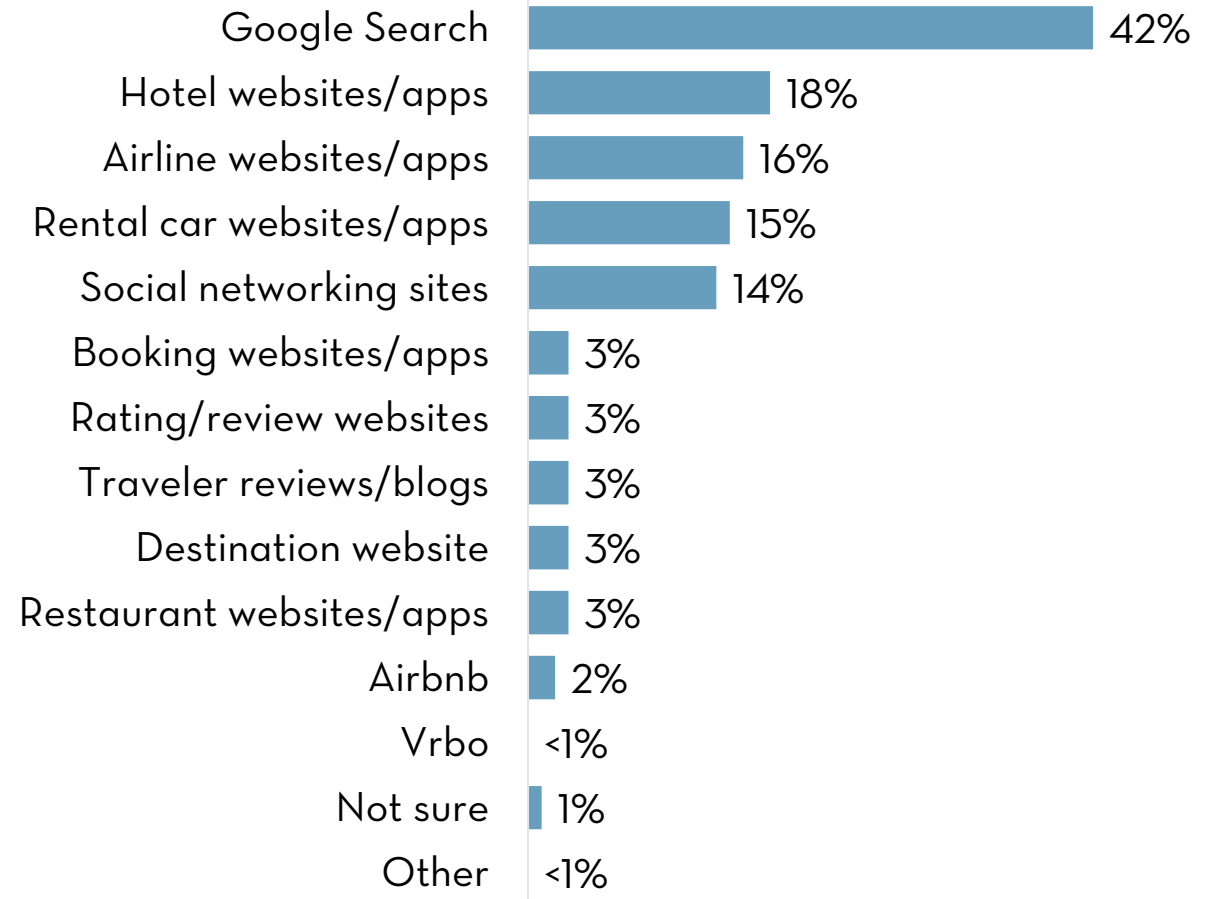
How far in advance did you plan this trip to the area?

- **Insight:** Nearly **4 in 5** visitors had a planning window of 2 months or less in advance



INTERNET TRIP PLANNING SOURCES¹

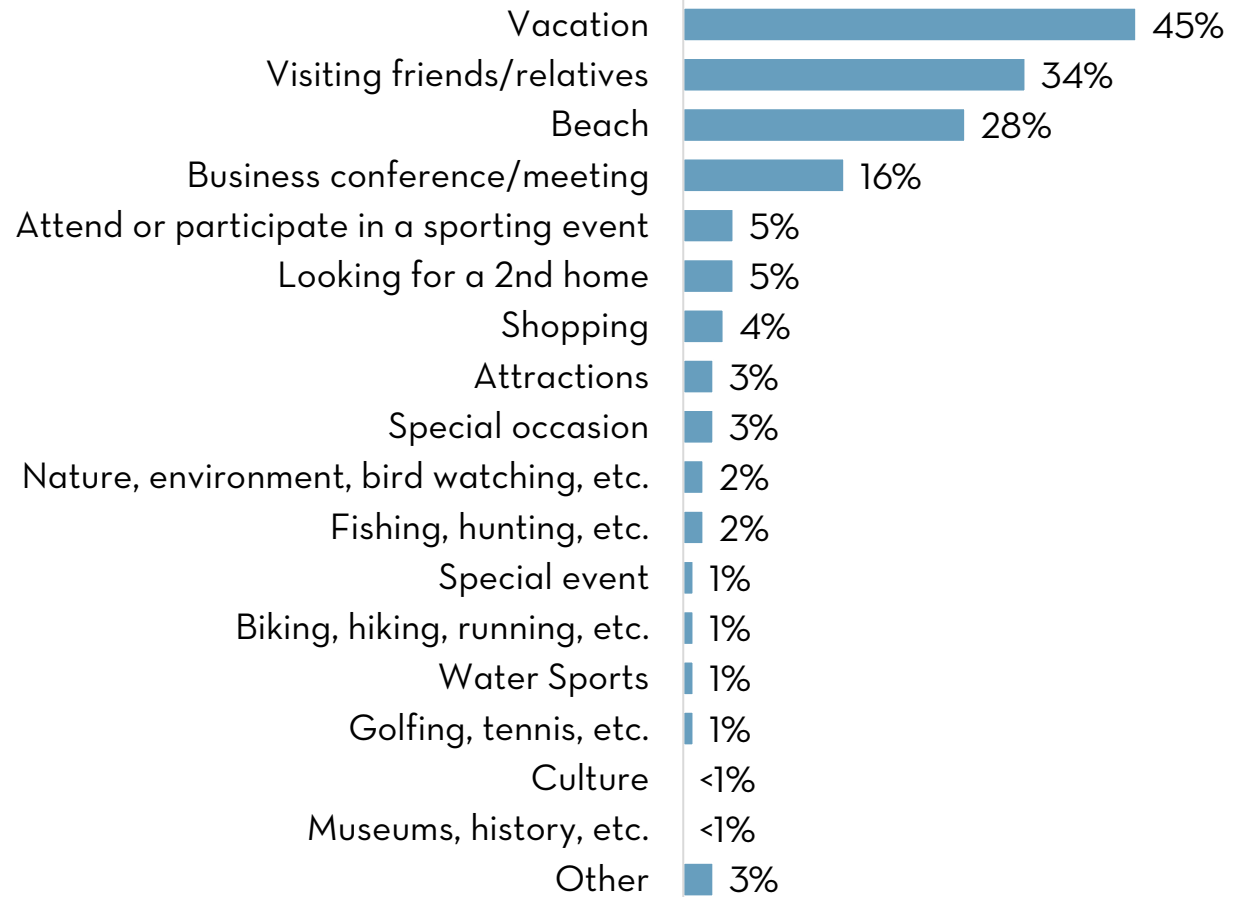
- » **Google Search** remains as the top planning source, used by over **2 in 5** visitors
- » **Social networking sites** have been increasing in popularity as a trip planning source: it is now used by **1 in 7** visitors, a **7%** point increase from 2024



MAIN REASONS FOR COMING TO CHARLOTTE COUNTY¹

What was your main reason for taking this trip to the area?

- **Insight:** Leisure remains core market
- **Insight:** 1 in 3 trips have a visit friends and family component
- **Insight:** The main reason for **1 in 5** visitors was a business conference or meeting² (+5% points from 2024)



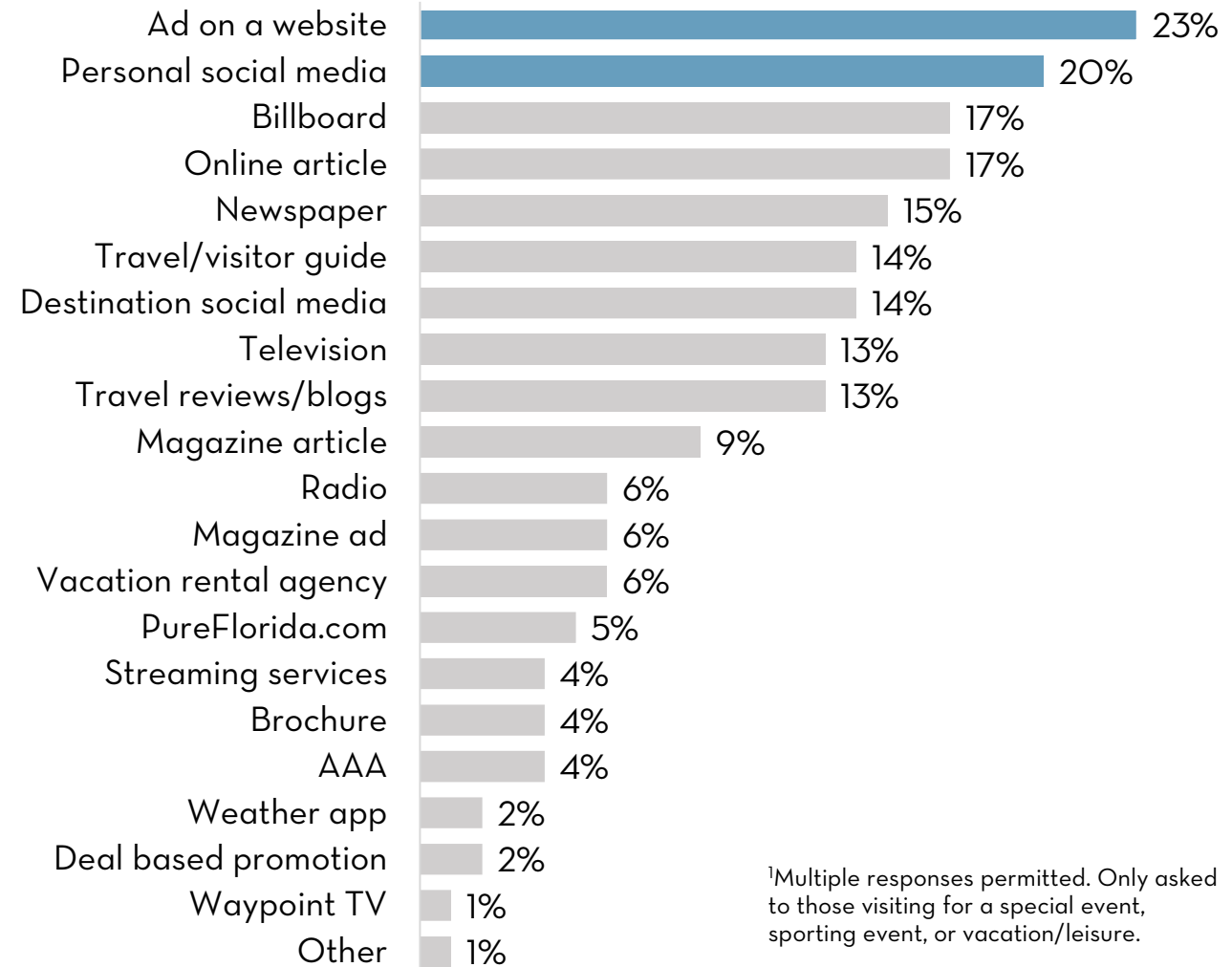
¹Up to three responses permitted.

² Increase partially due to adding the Sunseeker Resort as a data collection location

ADVERTISING AND PROMOTION SOURCES¹

Where did you see this information about the area?

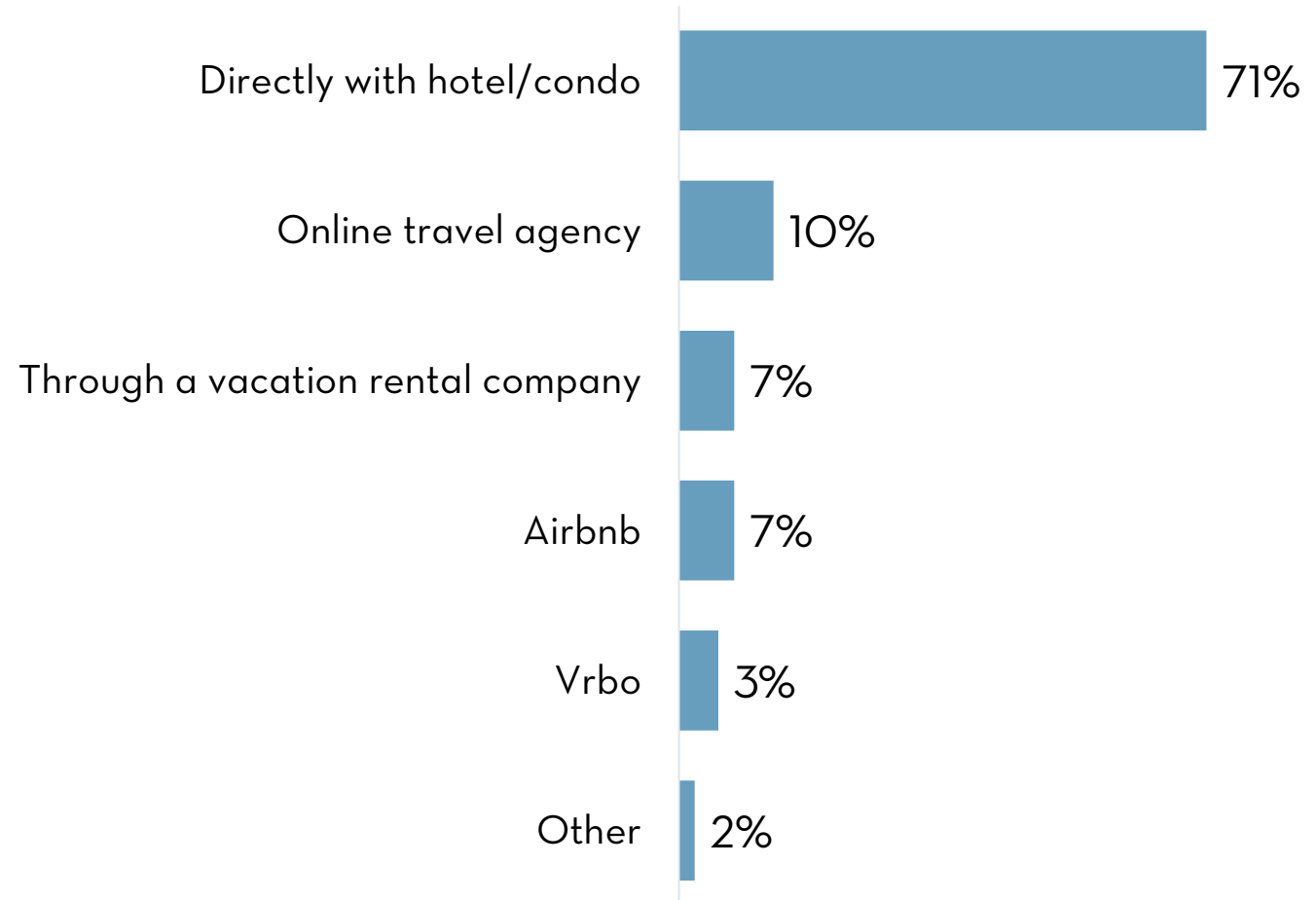
- Of the **11%** of visitors who recalled promotions or travel stories:
- **Insight:** More visitors saw an ad on a website compared to 2024 (+8% points)
- **Insight:** 42% of visitors were influenced to visit after seeing an ad



¹Multiple responses permitted. Only asked to those visiting for a special event, sporting event, or vacation/leisure.

PAID ACCOMMODATION BOOKING¹

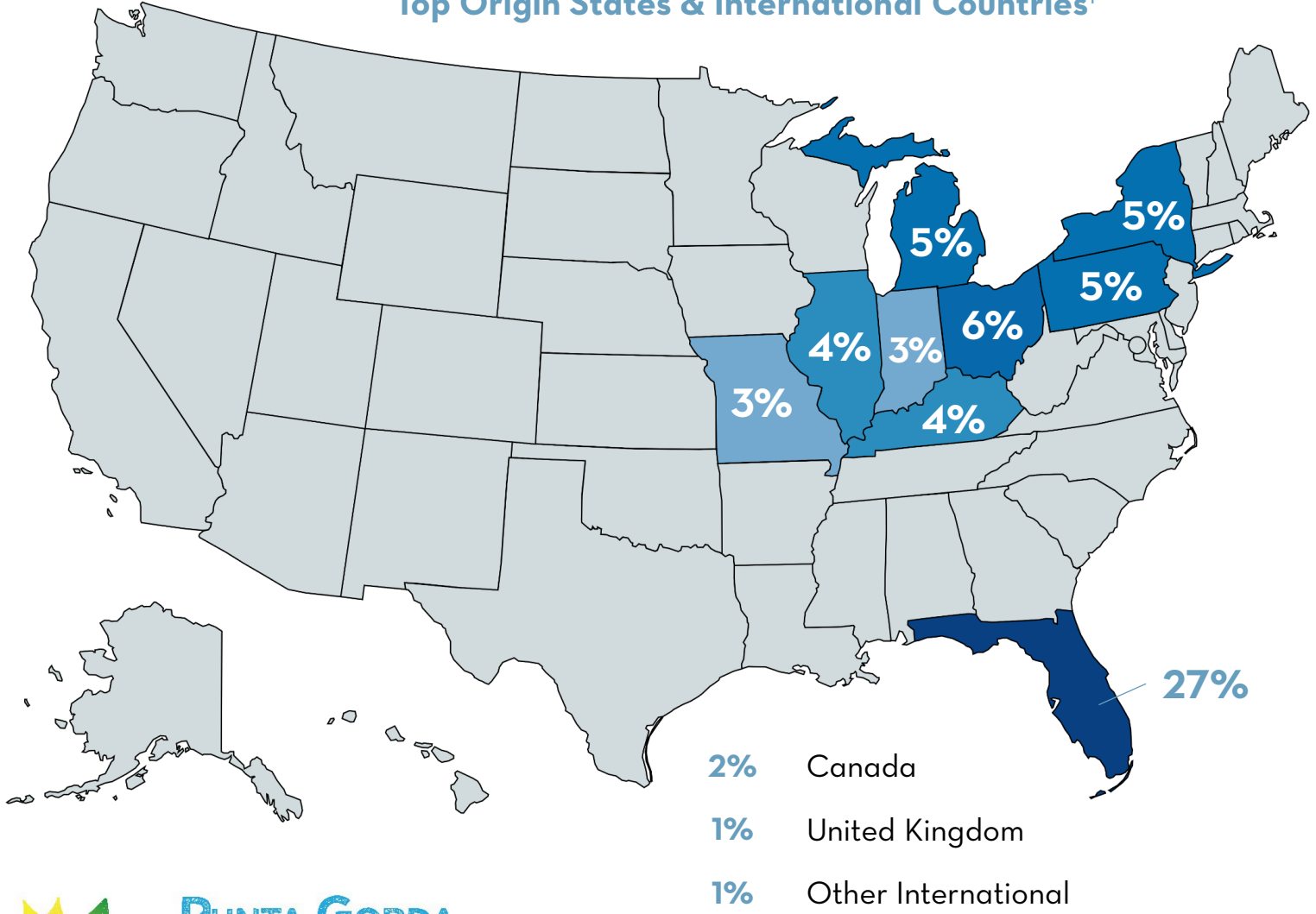
» **Over 7 in 10** visitors who stayed in paid accommodations booked directly with their **hotel/condo** (+8% from 2024)



¹Visitors staying in paid accommodations.

VISITOR ORIGINS & TRANSPORTATION

Top Origin States & International Countries¹



Top Origin Markets¹

Top Origin Markets ¹	Percent
Sarasota	7%
Fort Myers-Naples	6%
New York ²	4%
Orlando-Daytona Beach-Melbourne	4%
Cincinnati	3%
Tampa-St. Petersburg	3%

Top Transportation & Airports

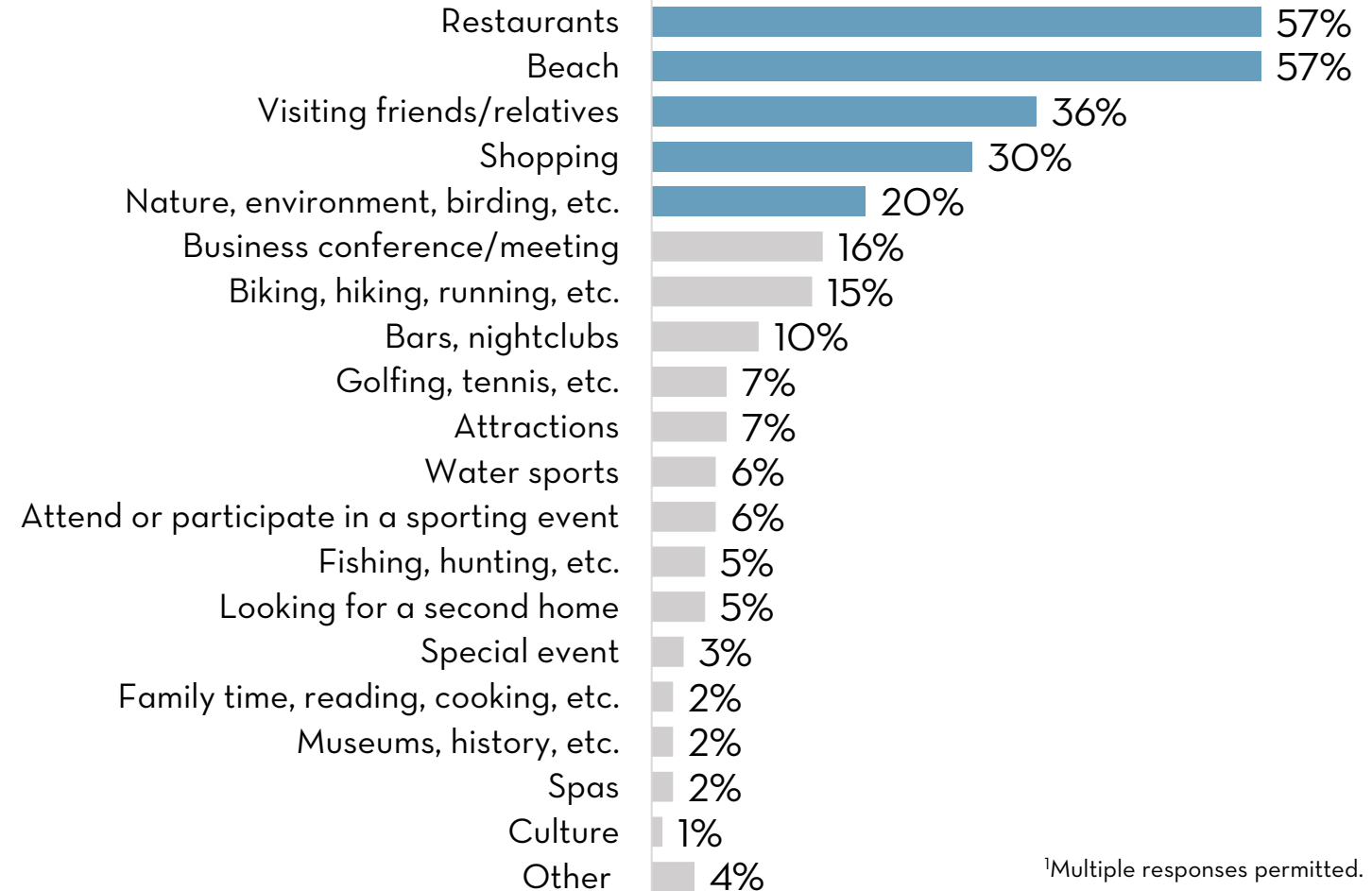
Top Transportation & Airports	Percent
Driving	47%
Punta Gorda Airport	29%
Southwest Florida Int'l Airport	11%
Tampa Int'l Airport	5%

¹Sources: DSG Visitor Tracking Study.
²NYC market area includes parts of New York, New Jersey & Connecticut.

VISITOR ACTIVITIES¹

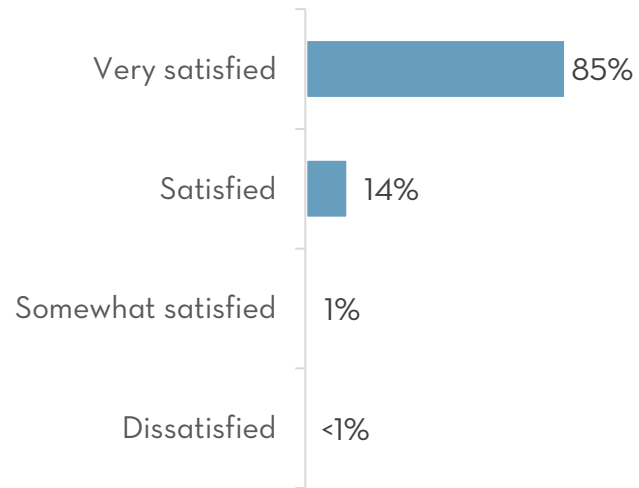
Please tell me if you visited or engaged in any of the following on your visit to the area:

- **Insight:** Restaurants and beaches are the top two visitor activities
- **Action item:** Focus messaging on unique local dining and shopping as well as beach and nature activities



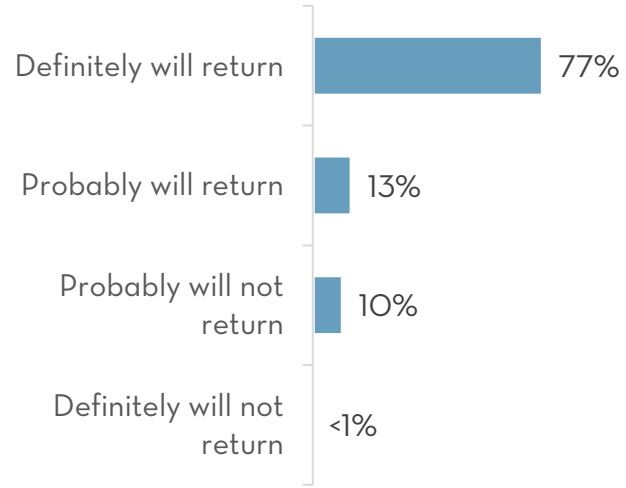
¹Multiple responses permitted.

SATISFACTION STATISTICS



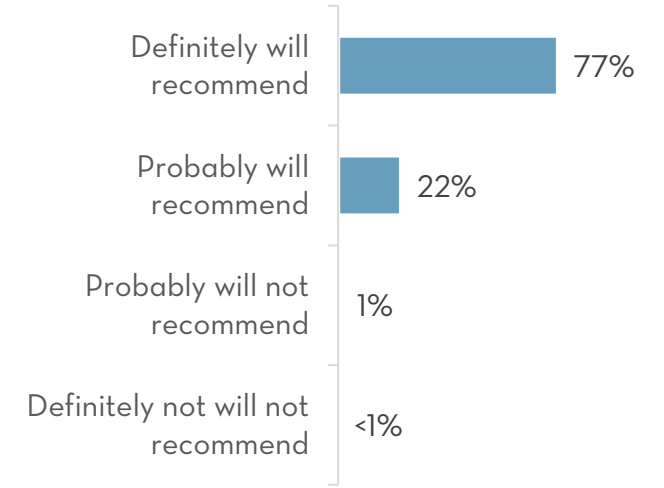
SATISFACTION

85% of visitors reported being very satisfied with their experience



RETURN

77% of visitors said they would definitely return to the area



RECOMMEND

77% of visitors would definitely recommend the area to friends and family over other vacation areas

HOW VISITORS DESCRIBE CHARLOTTE COUNTY*

- “Punta Gorda and the nearby beaches are peaceful, family-friendly spots with great mature, nice beaches and fun water activities. It is perfect if you want a relaxing, low-key Florida trip.”
- “Warm, beautiful, and peaceful with great restaurants.”
- “Beautiful but not commercialized. Hidden and peaceful.”
- “It is Florida’s laid-back cousin. It’s the place you go for a real Florida experience: think incredible fishing, pristine beaches, and small-town vibe.”

Detailed Findings



Visitor Journey: Impact of Tourism



Visitor Spending by Visitor Type

Total spending for the quarter across all visitors was **\$171,914,500**

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
<i>Visitors</i>	<i>122,700</i>	<i>110,100</i>	<i>73,100</i>	305,900
<i>Spending</i>	<i>\$95,517,500</i>	<i>\$71,993,400</i>	<i>\$3,403,600</i>	\$171,914,500

Daily Travel Party Spending

	Paid Accommodations	Non-Paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	\$175	\$0	\$0	\$70
<i>Restaurants</i>	\$79	\$58	\$48	\$64
<i>Groceries</i>	\$27	\$47	\$24	\$34
<i>Shopping</i>	\$45	\$45	\$17	\$38
<i>Entertainment</i>	\$48	\$28	\$12	\$32
<i>Transportation</i>	\$49	\$36	\$14	\$36
<i>Other</i>	\$23	\$8	\$6	\$14
Total	\$466	\$222	\$121	\$288

Total Travel Party Spending

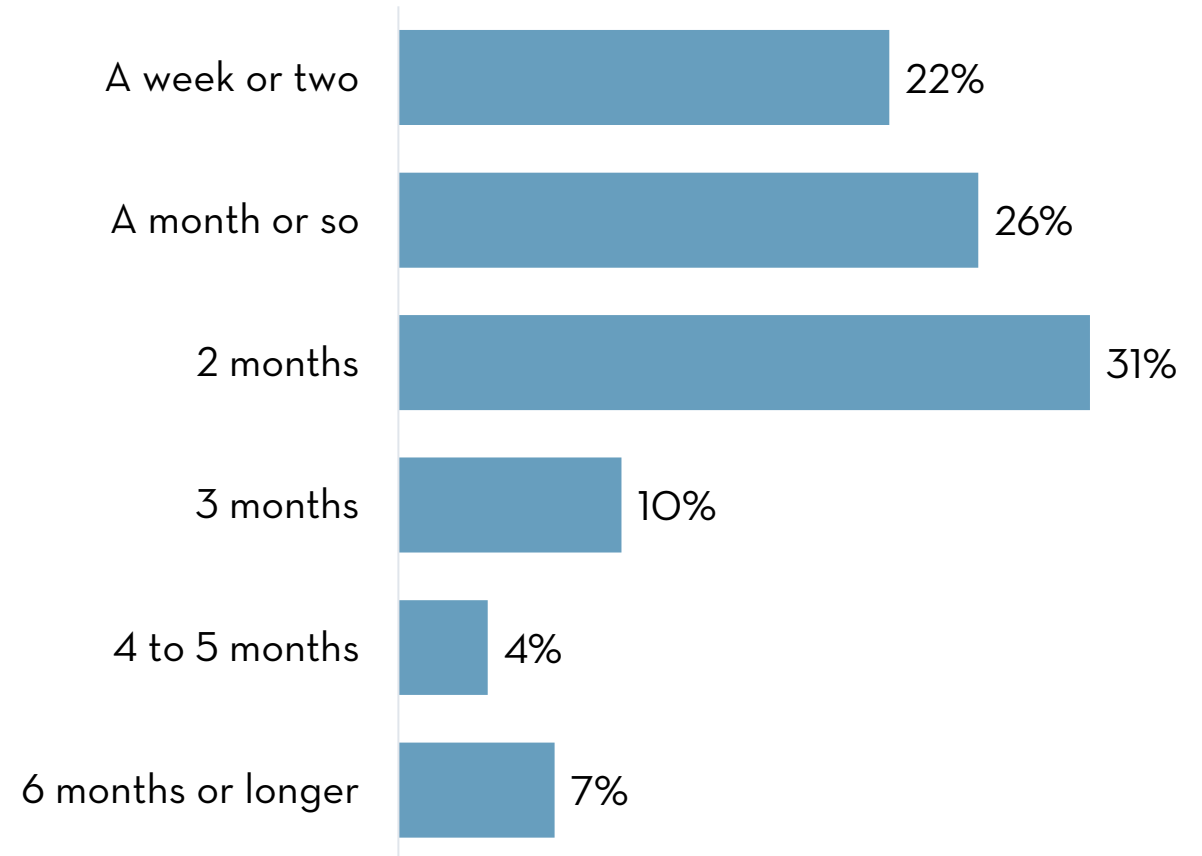
	Paid Accommodations	Non-Paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	\$857	\$0	\$0	\$346
<i>Restaurants</i>	\$387	\$438	\$48	\$315
<i>Groceries</i>	\$130	\$353	\$24	\$164
<i>Shopping</i>	\$218	\$342	\$17	\$188
<i>Entertainment</i>	\$236	\$210	\$12	\$159
<i>Transportation</i>	\$237	\$274	\$14	\$177
<i>Other</i>	\$115	\$58	\$6	\$67
Total	\$2,180	\$1,675	\$121	\$1,416

Visitor Journey: Pre-Visit



Trip Planning Cycle

- » Nearly 4 in 5 visitors had a **planning window** of **2 months or less** in advance
- » Average trip planning cycle was **56 days**, same as 2024



Trip Planning Sources

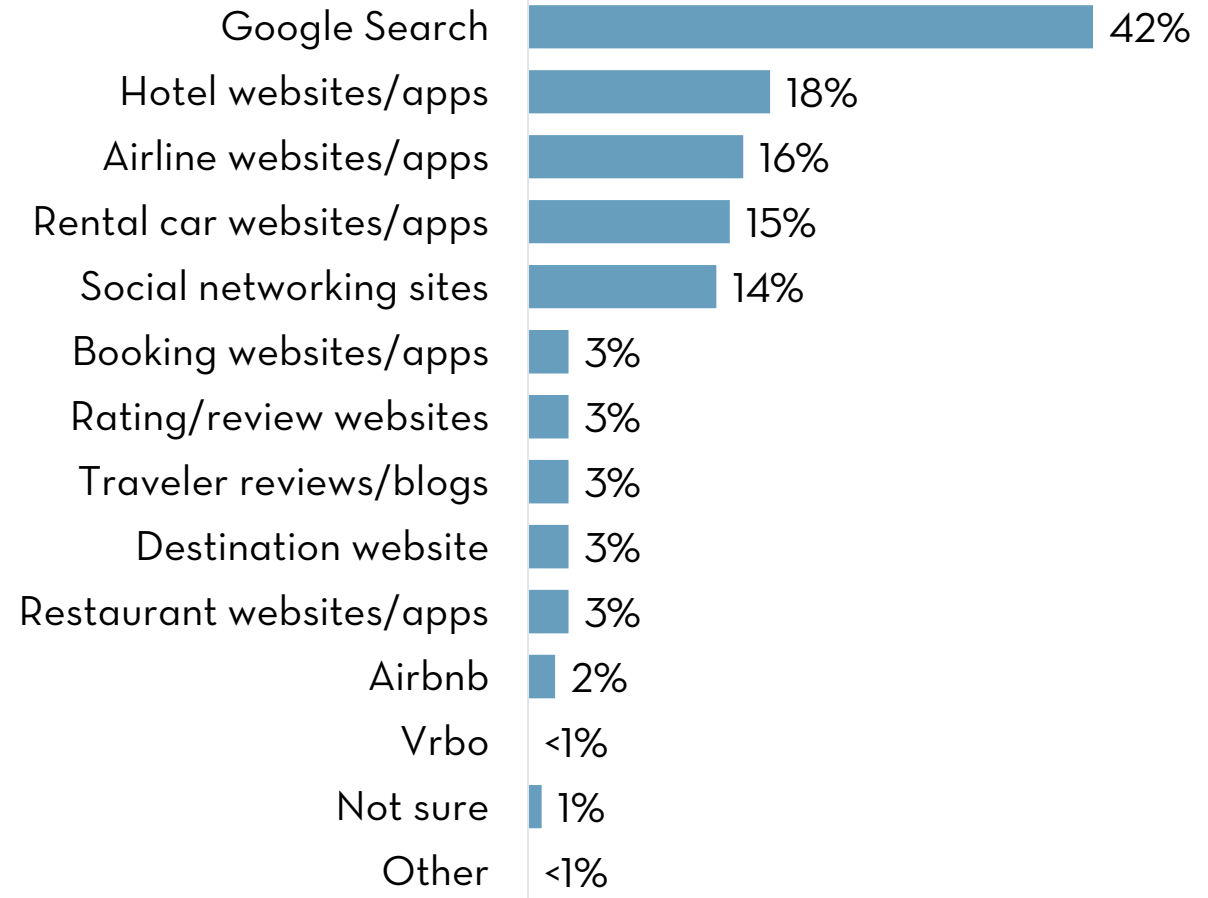
- » **Nearly 3 in 5** visitors used the **Internet** to plan their trip **(+1% point from 2024)**
- » **Over half** of visitors planned their trips based on a **previous visit (+1% point from 2024)**
- » **Over 1 in 5** asked their **friends and co-workers** to help plan their trip

Trip Planning Sources¹

Internet	59%
Previous Visit	51%
Friend, co-worker, etc.	21%
Brochures/travel guides/visitor guides	4%
Special Events	3%
Business/conference/meeting information	3%
Television	3%
Newspapers	2%
Magazines	2%
AAA	1%
Convention and Visitors Bureau	1%
Travel Agent	1%
Radio	1%
Pure Florida Website	1%
Other	1%
None/don't know	4%

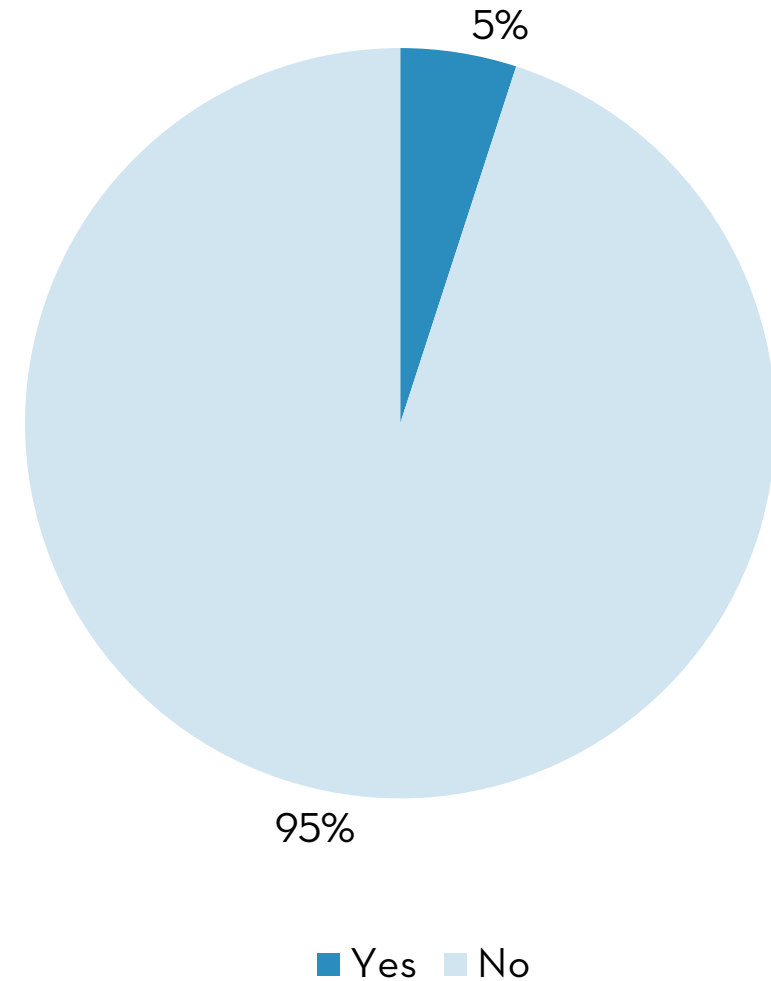
Internet Trip Planning Sources¹

- » **Over 2 in 5** of visitors used **Google Search** to help plan their trip
- » **Nearly 1 in 5** used hotel websites/apps, airline websites/apps, and rental car websites/apps to plan their trip



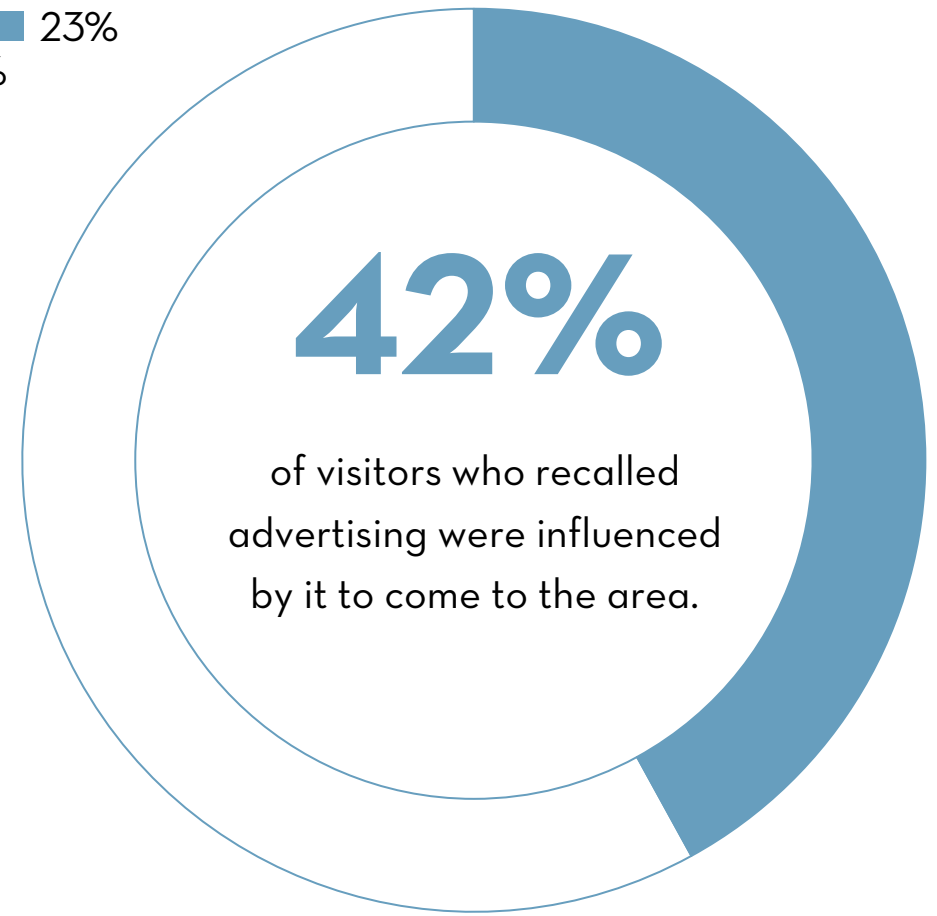
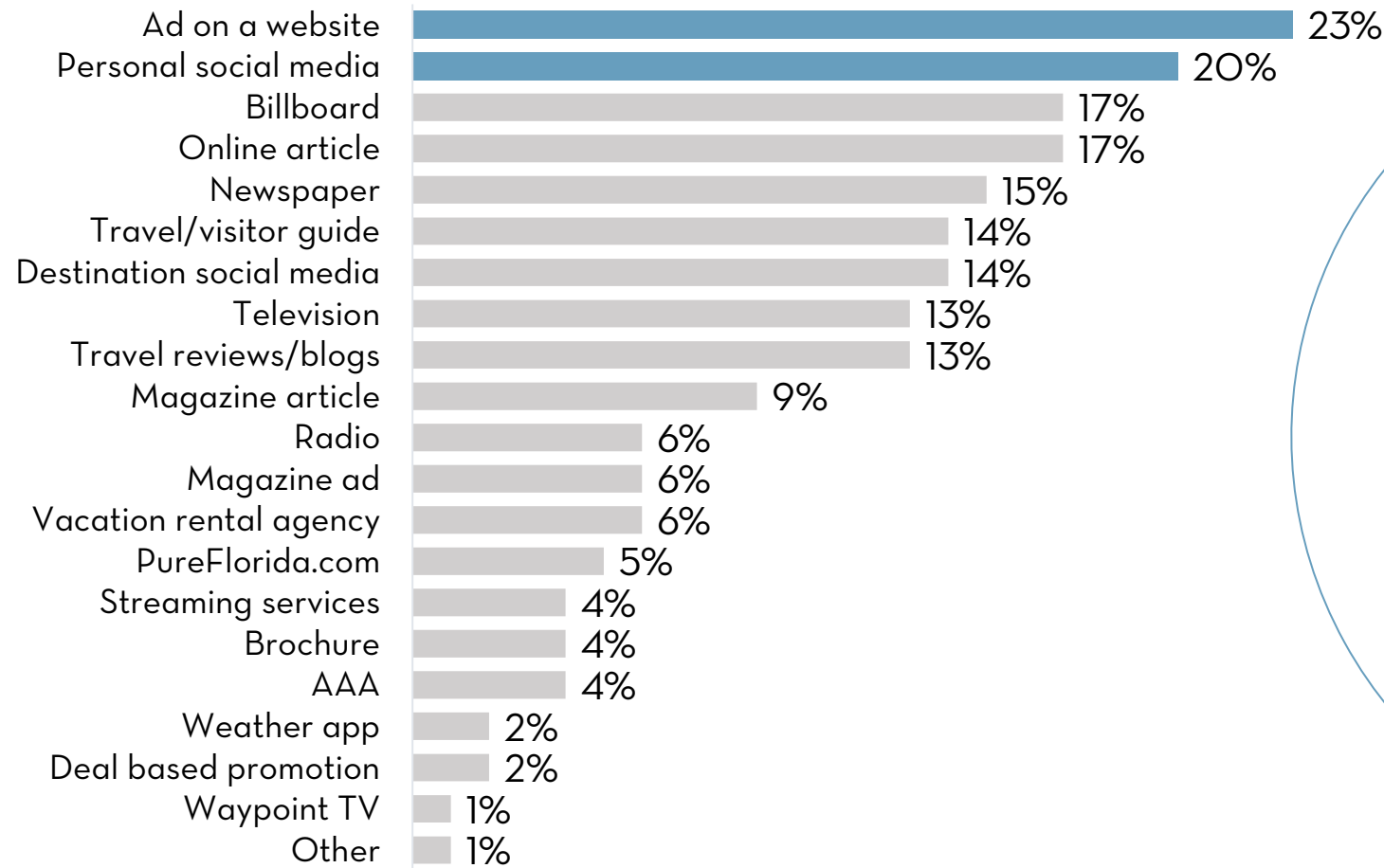
Accessing PureFlorida.com Website for Info

» **5%** of visitors have accessed PureFlorida.com for information



Punta Gorda/Englewood Beach Promotions¹

» **11%** of visitors recalled promotions or travel stories about the area from the following sources:



¹Multiple responses permitted.

Impact of Charlotte County Promotion

» Recall of promotions was highest among paid and no-paid accommodation visitors

Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	12%	12%	11%	11%
No	87%	87%	88%	88%
Don't know	1%	1%	1%	1%

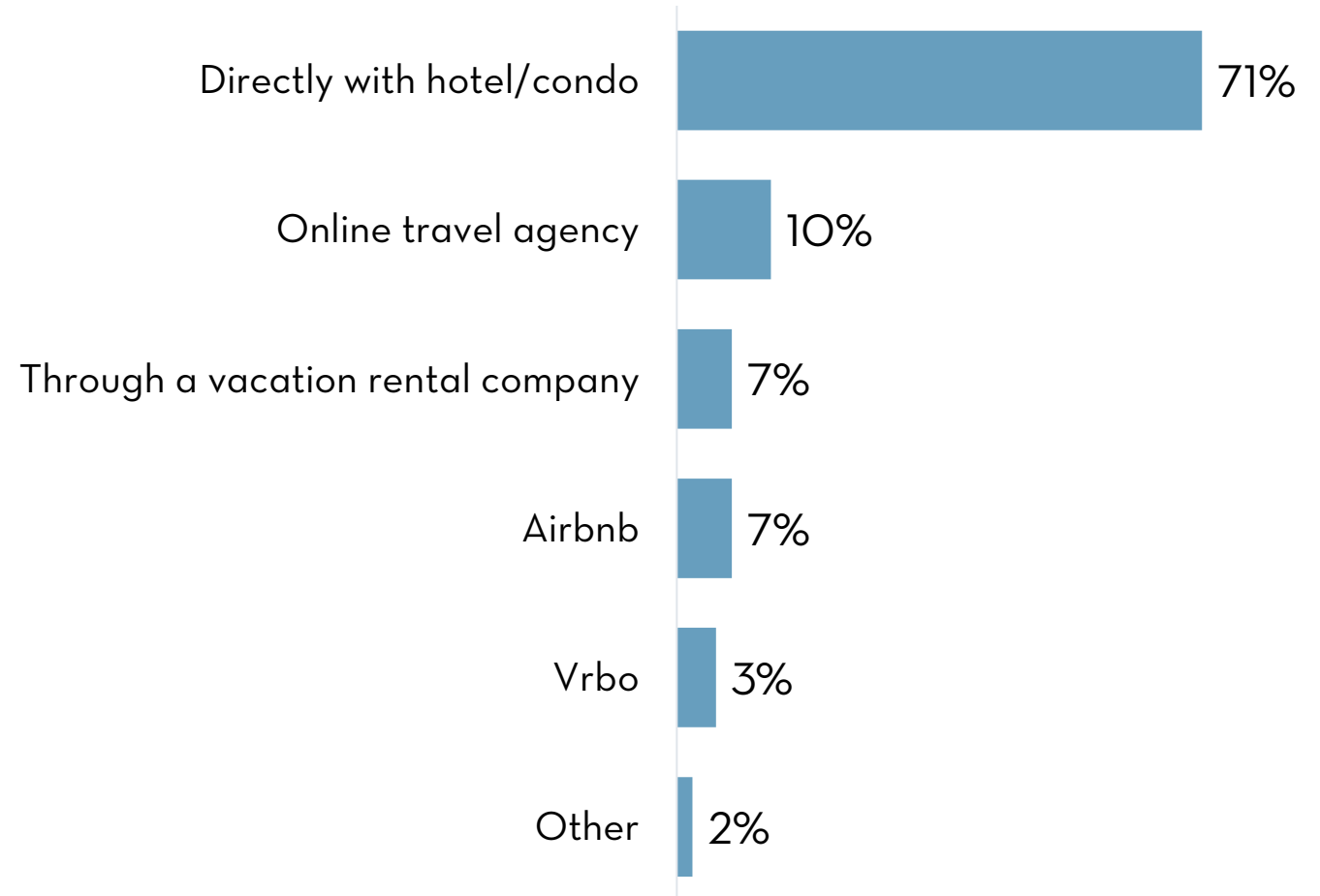
» Visitors staying in paid accommodations were more likely to be influenced by advertising¹

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	56%	23%	56%	42%
No	44%	75%	44%	57%
Don't know	<1%	2%	<1%	1%

¹ Base: Visitors who recalled advertising

Paid Accommodation Booking¹

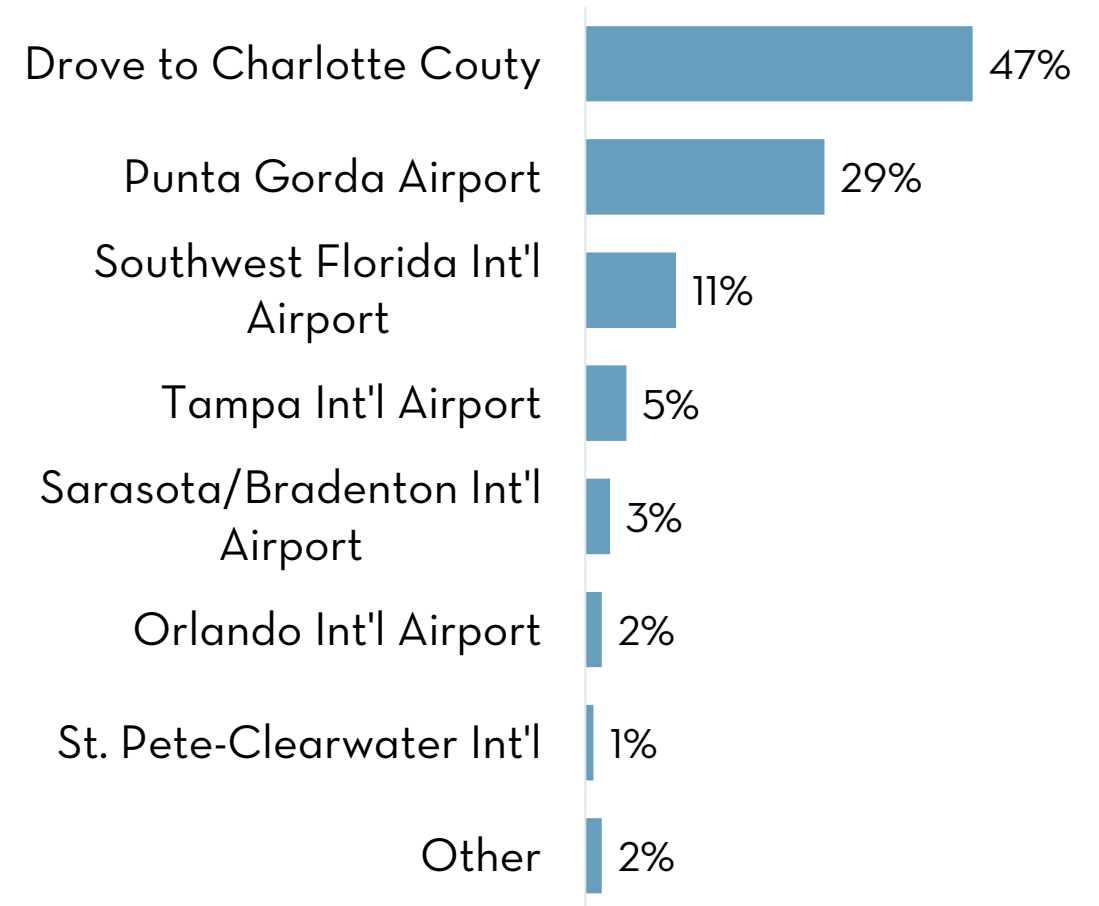
- » **Over 7 in 10** visitors who stayed in paid accommodations booked directly with their **hotel/condo**
- » **1 in 10** bookings were made through an **online travel agency**



¹Visitors staying in paid accommodations.

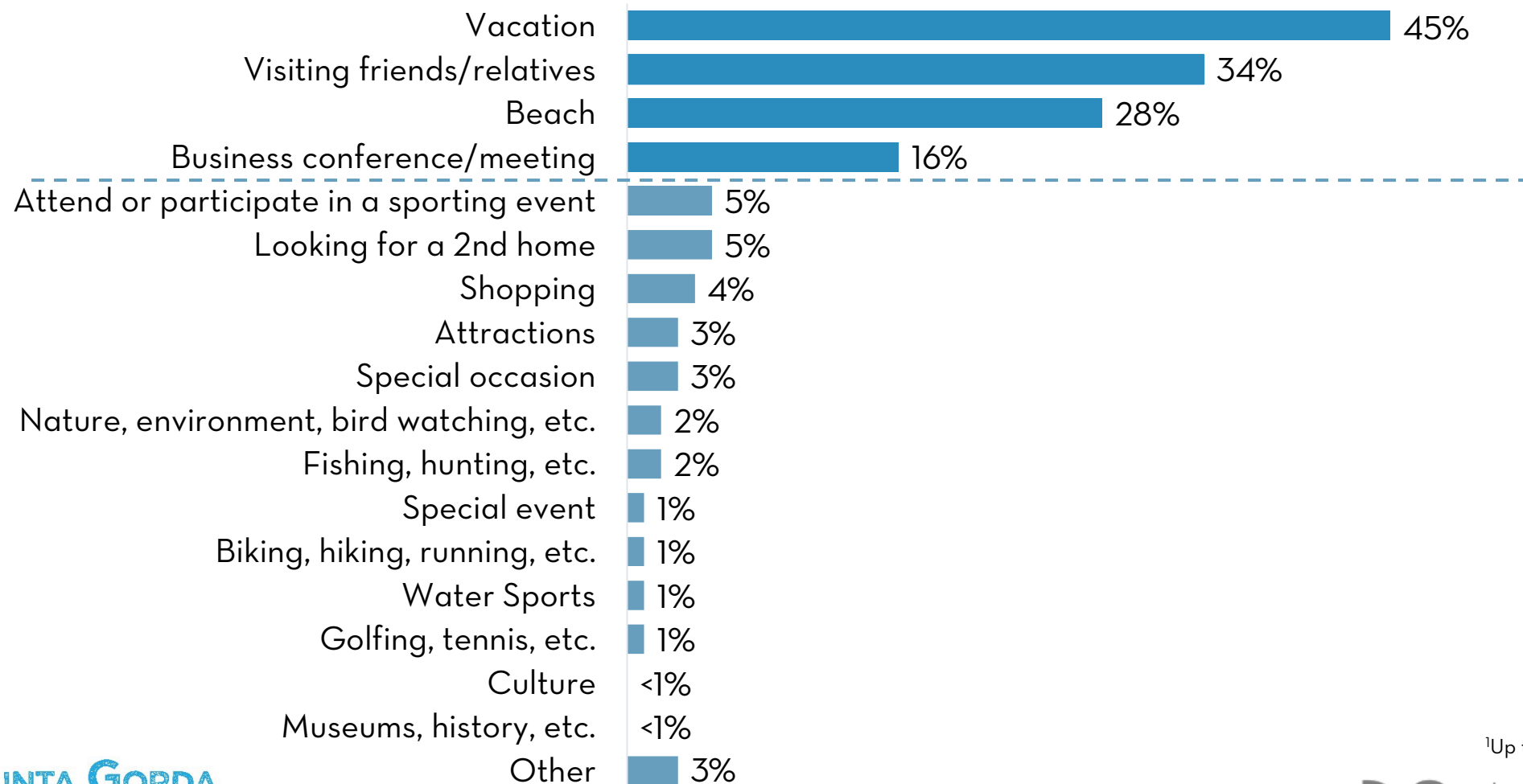
Visitor Transportation

- » **Nearly half** of visitors **drove** to Charlotte County
- » **Nearly 3 in 10** visitors flew into Punta Gorda International Airport
- » **1 in 9** visitors flew into Southwest Florida International Airport



Reasons for Visiting¹

People visit Charlotte County mainly for **vacations, to see friends or relatives, attend business conferences or meetings, or enjoy the beach.**

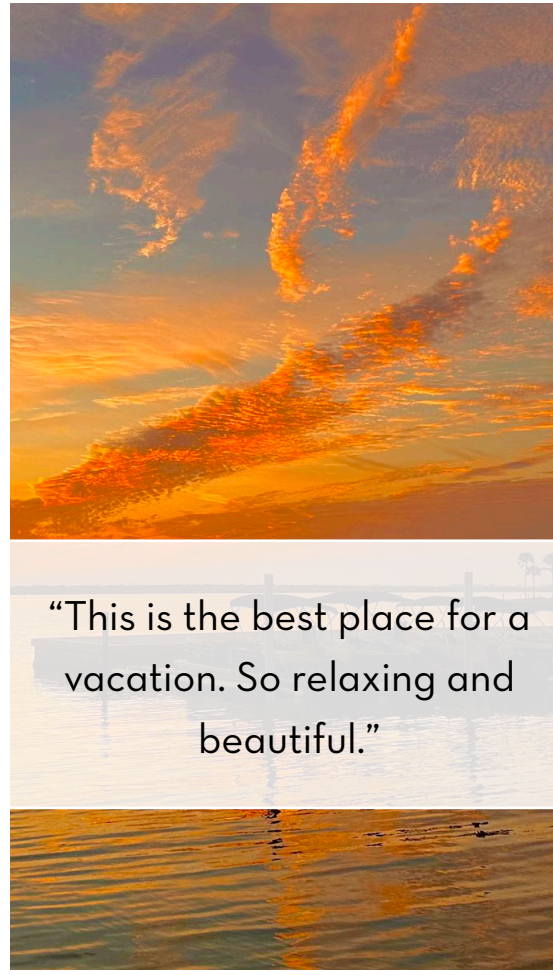


Why did you choose to come to this area over other vacation destinations? ¹

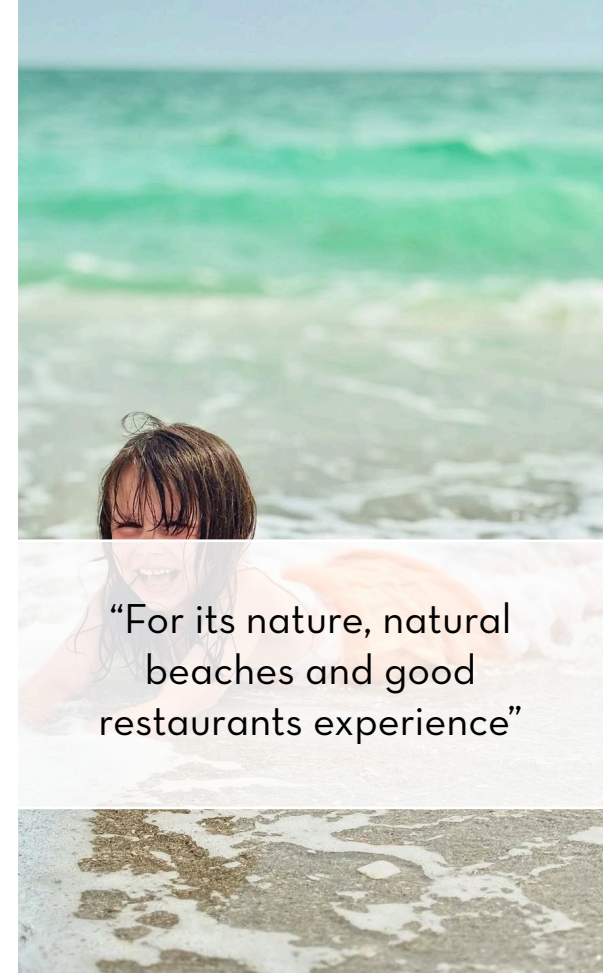
“To celebrate my father’s 90th birthday with family and friends.”



“It has the best attractions at the most affordable cost!”



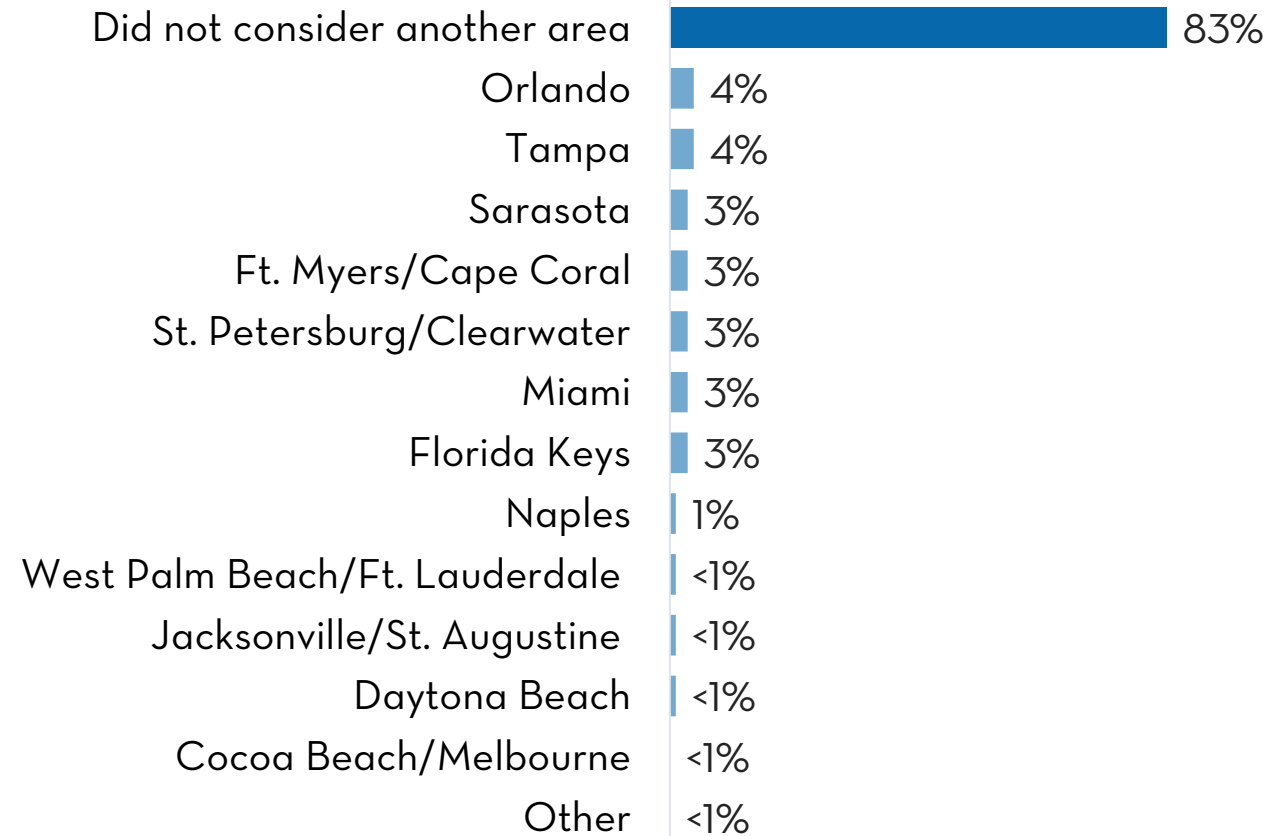
“This is the best place for a vacation. So relaxing and beautiful.”



“For its nature, natural beaches and good restaurants experience”

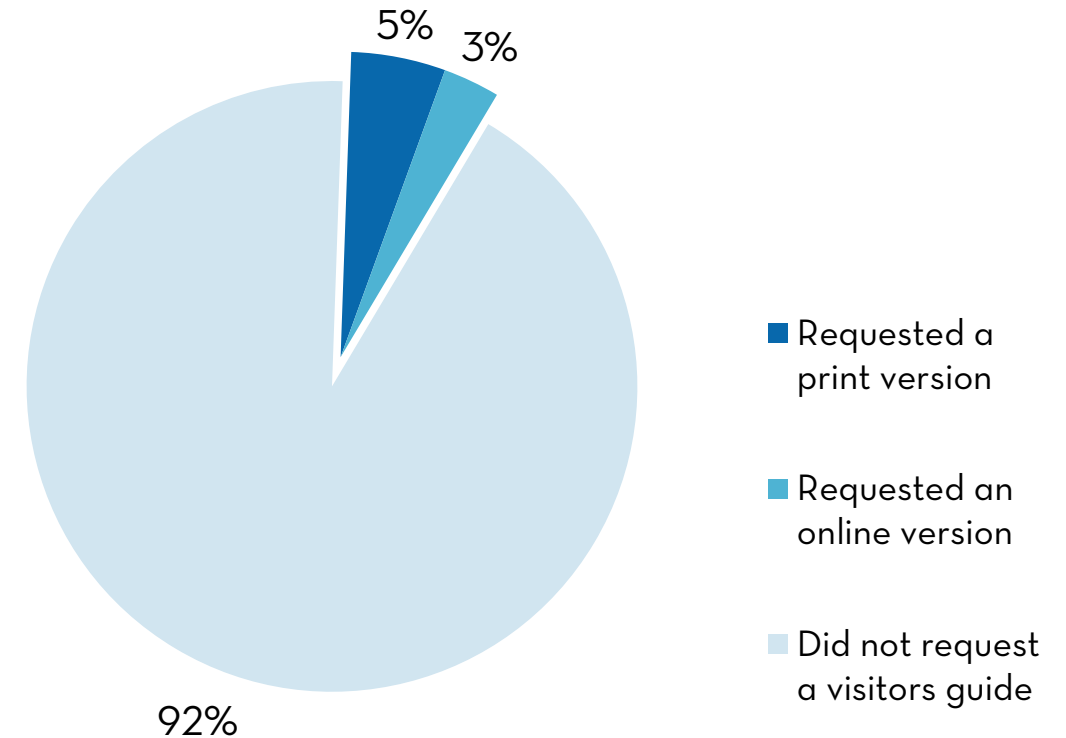
Other Destinations Considered¹

- » **Over 4 in 5** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip (+5% point from 2024)
- » Top other 2 destinations considered:
 - » **Orlando**
 - » **Tampa**



Visitors Guide¹

- » **8%** of visitors requested a Visitors Guide before their trip
 - » **5%** requested a print version
 - » **3%** requested an online version
- » The Visitors Guide received a rating of **7.8 out of 10¹**

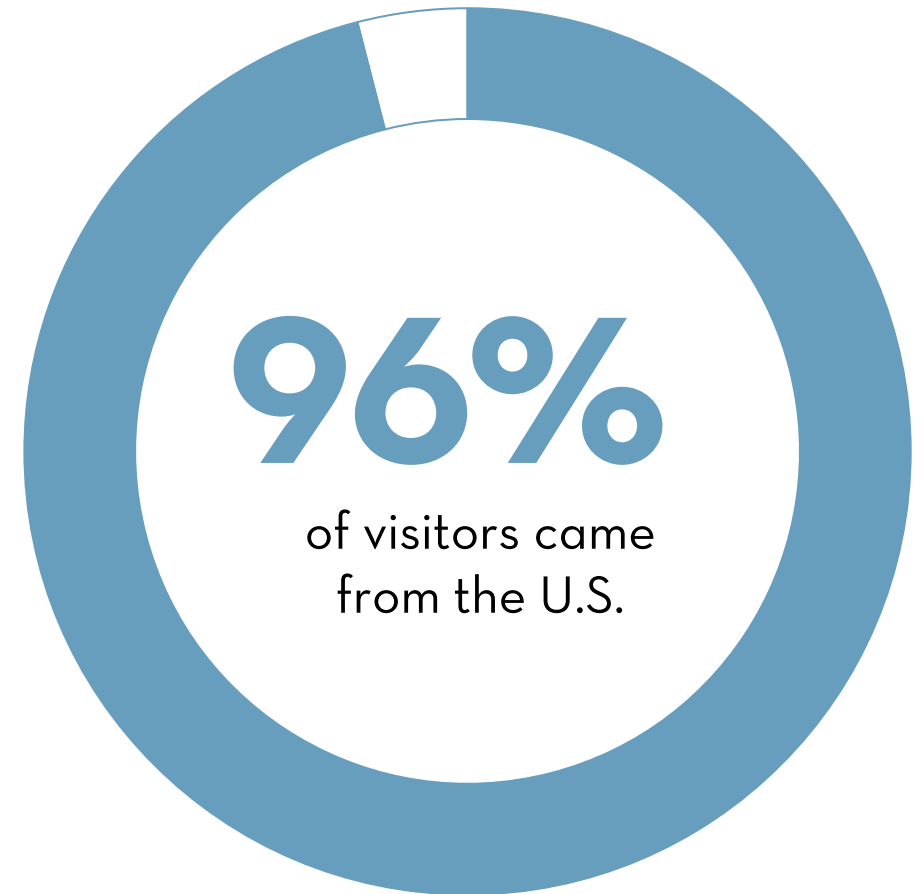
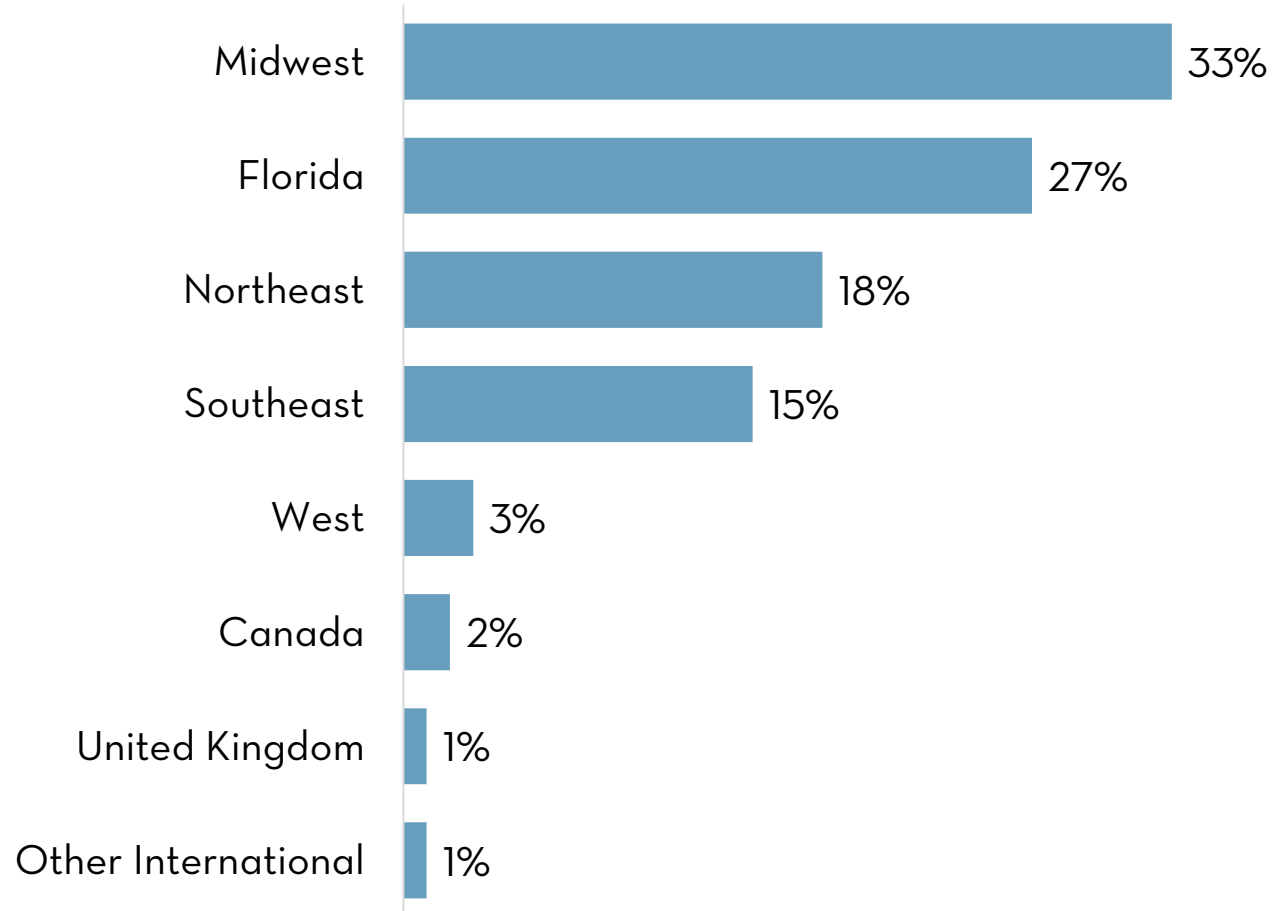


¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey: Traveler Profile



Origin of Visitors - By Region



Origin of Visitors - By State

State	Percentage of Visitors
Florida	27%
Ohio	6%
Michigan	5%
New York	5%
Pennsylvania	5%
Illinois	4%
Kentucky	4%
Indiana	3%
Missouri	3%



Origin of Visitors - By Market

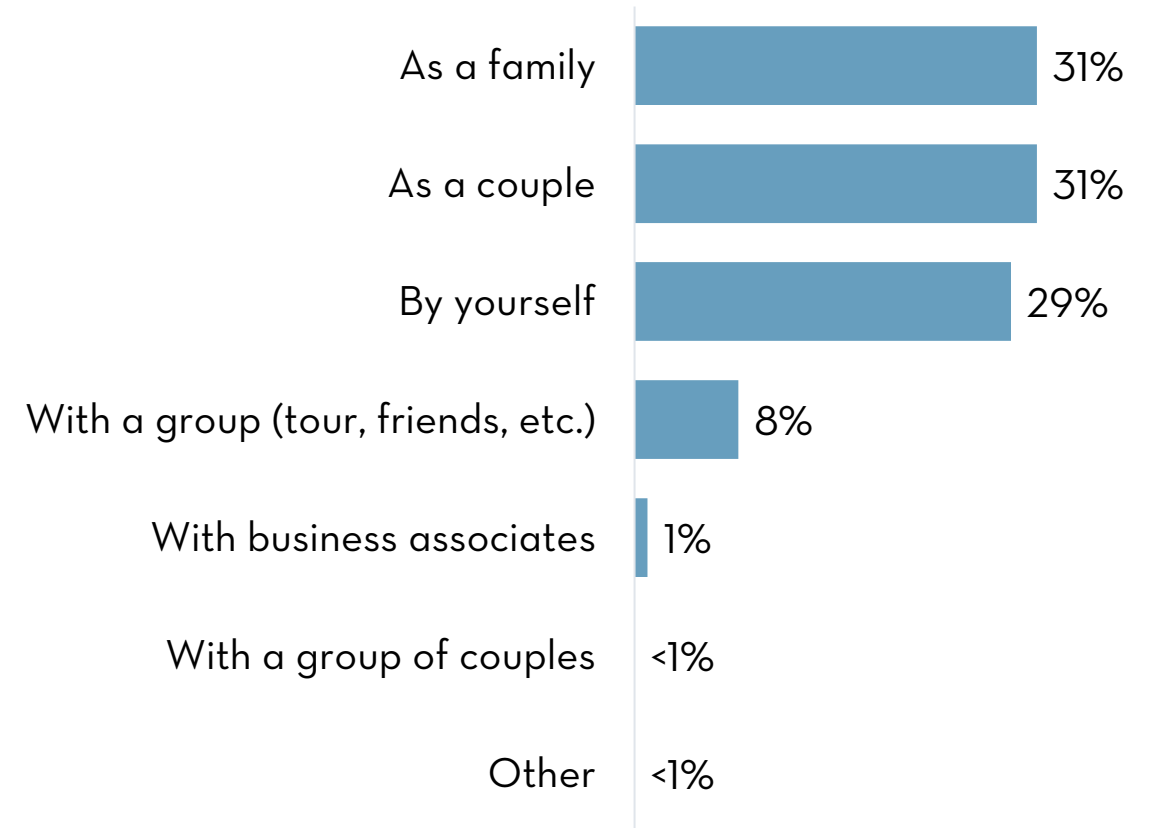
Market	% of All Visitors
Sarasota	7%
Fort Myers-Naples	6%
New York ¹	4%
Orlando-Daytona Beach-Melbourne	4%
Cincinnati	3%
Tampa-St. Petersburg	3%
Atlanta	2%
Chicago	2%
Cleveland-Akron	2%
Columbus, OH	2%
Detroit	2%
Miami-Fort Lauderdale	2%
Philadelphia	2%
Providence-New Bedford	2%
Washington, DC-Hagerstown	2%

Market	% of Paid Overnight Visitors
Orlando-Daytona Beach-Melbourne	4%
New York ¹	3%
Cincinnati	3%
Fort Myers-Naples	3%
Detroit	3%
Sarasota-Bradenton	3%
Chicago	3%
Milwaukee	3%
Providence-New Bedford	3%
Miami-Fort Lauderdale	2%
Atlanta	2%
Portland-Auburn	2%
Gainesville	2%
Columbus, OH	2%
Kansas City	2%
Philadelphia	2%
Greenville-Spartanburg-Asheville	2%
Harrisburg-Lancaster-Lebanon-York	2%
Charlotte	2%
Charleston-Huntington	2%

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

Travel Parties

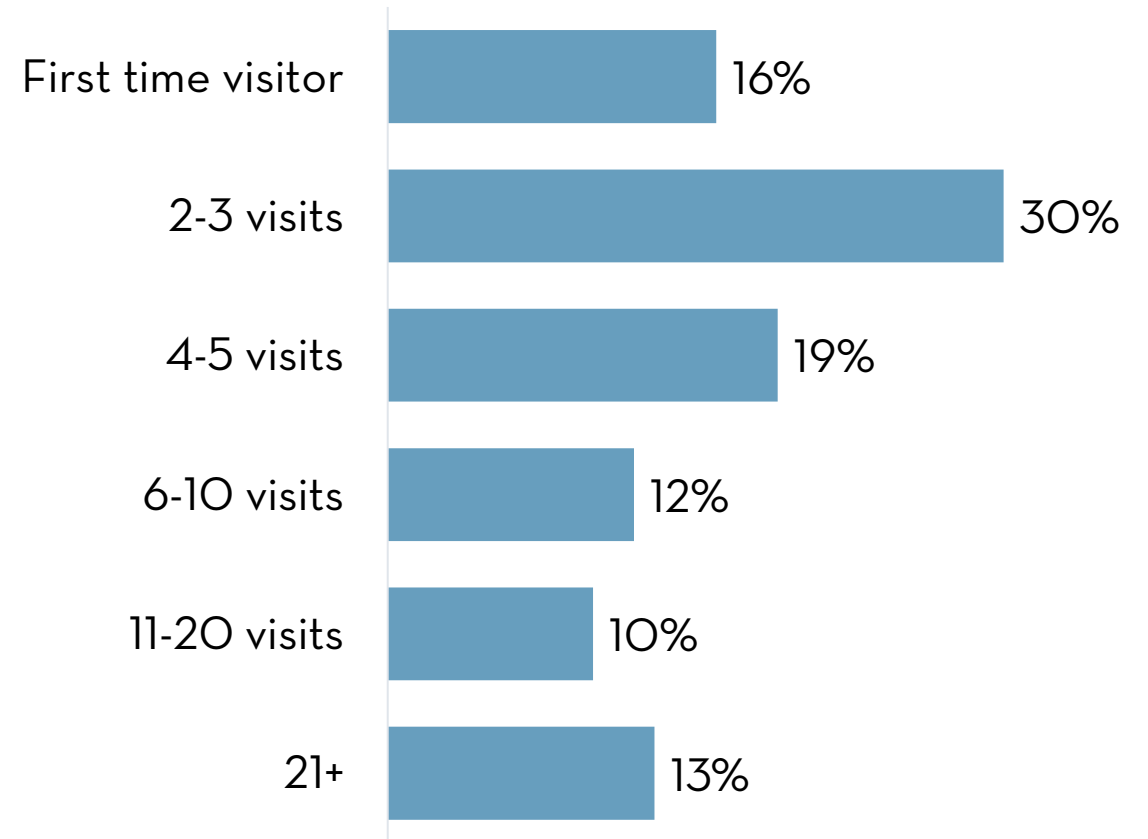
- » The typical visitor¹ traveled in a party composed of **2.5** people
- » **34%** traveled with at least one person under the age of 21
- » **Over 3 in 5** traveled as a family or as a couple
- » **Nearly 3 in 10** visitors traveled by themselves



¹Includes visitors staying in paid accommodations, nonpaid accommodations, and day trippers.

Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitors¹ spent **4.9** nights in Punta Gorda/Englewood Beach
- » **1 in 6** were first-time visitors
- » **Nearly 1 in 4** visited more than 10 times



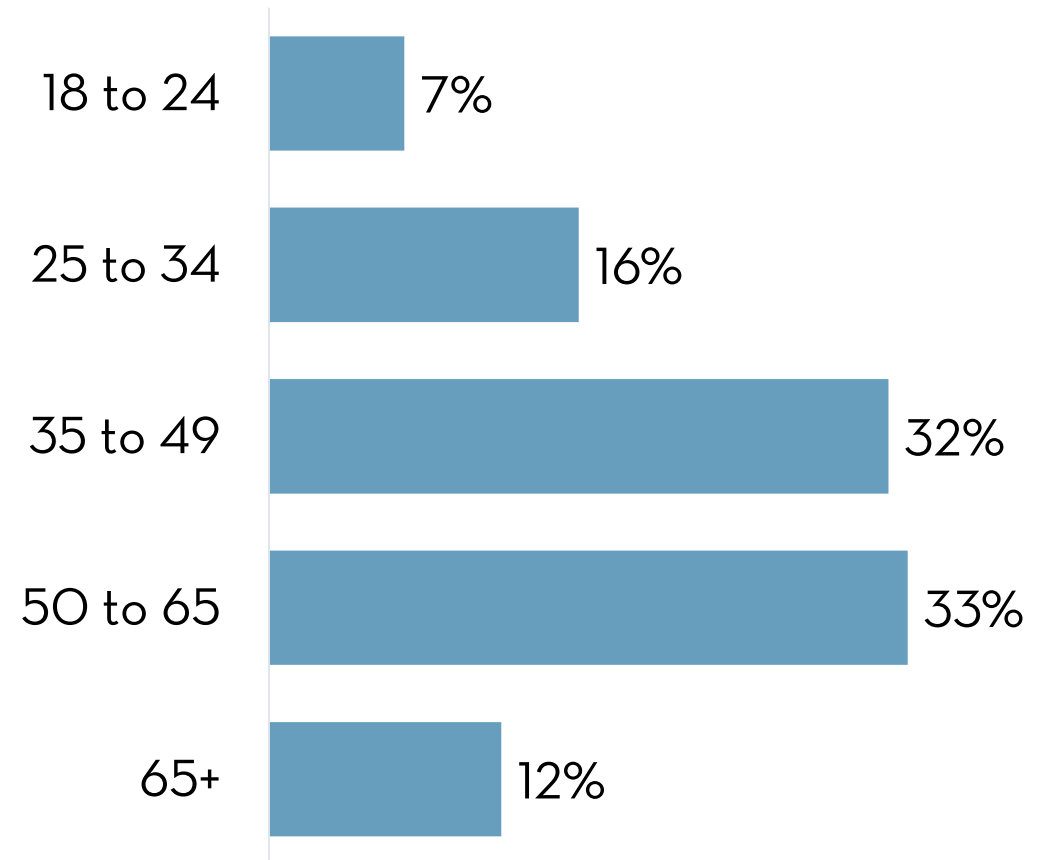
¹Includes visitors staying in paid accommodations, non-paid accommodations, and day trippers.

Punta Gorda/Englewood Length of Stay

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
<i>Length of Stay¹</i>	4.9	7.6	1.0	4.9
<i>Travel Party Size</i>	2.3	2.6	2.6	2.5

¹Visitors' lengths of stay capped at 30 nights.

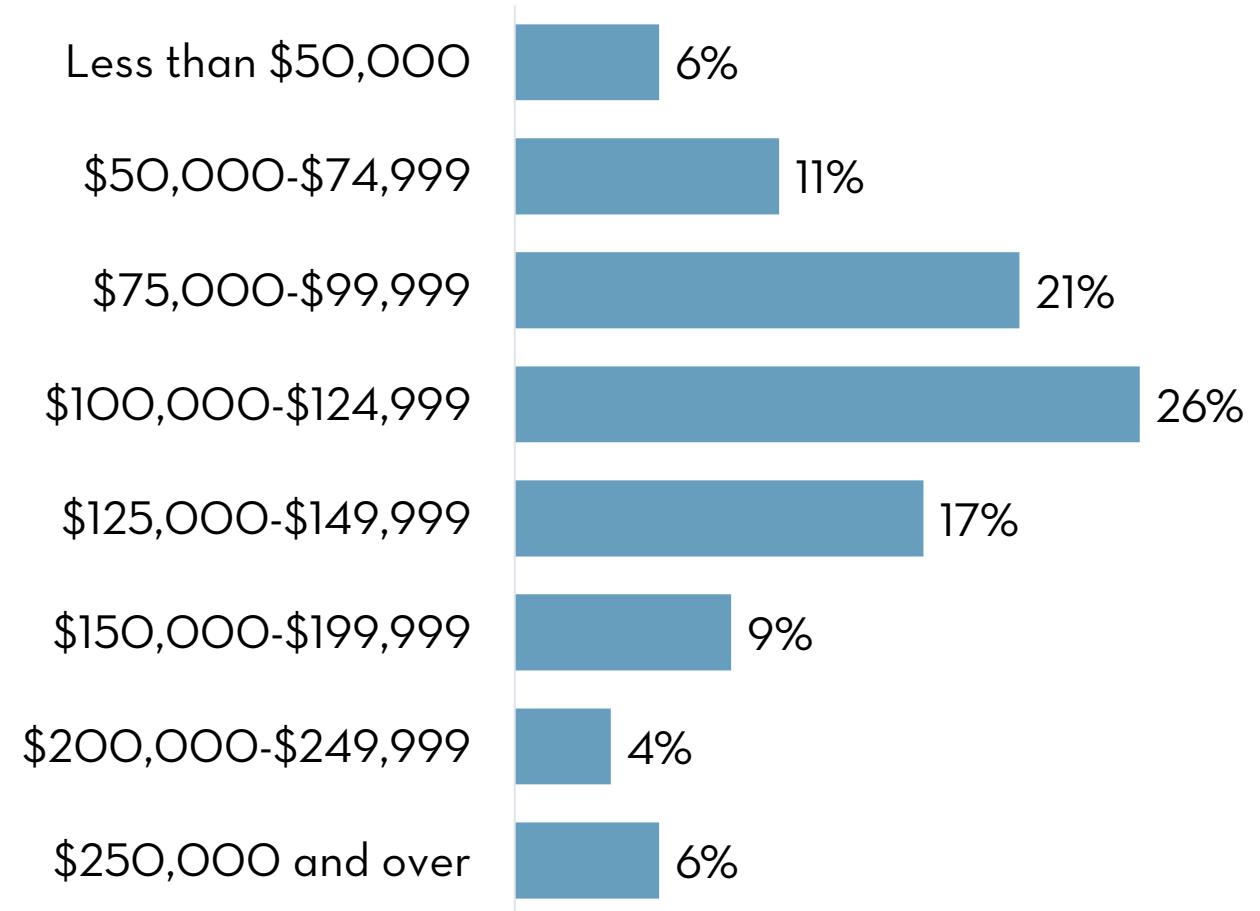
» **48** is the median age



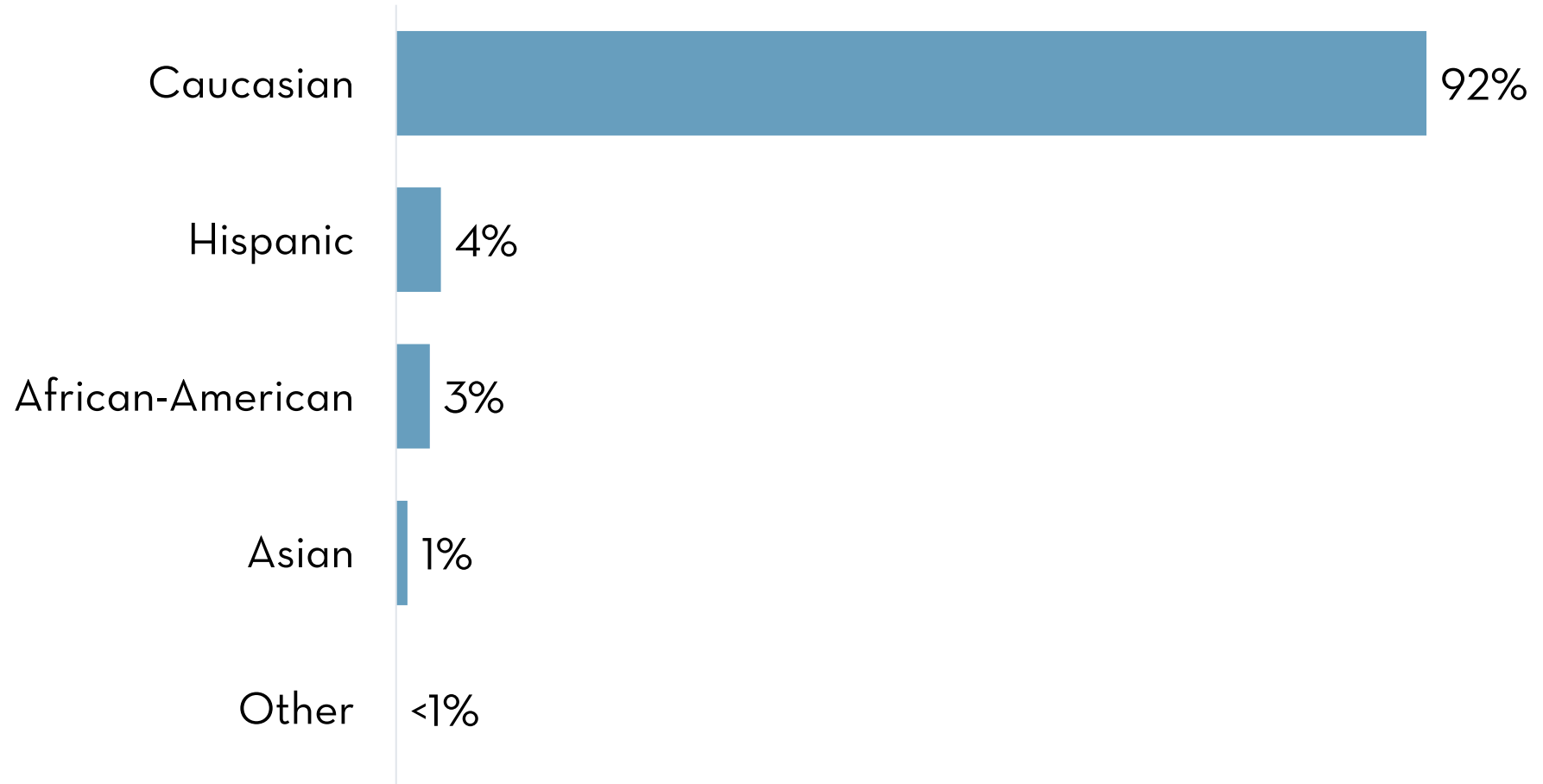
¹Age of member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

Household Income

- » **\$111,500** is the median household income
- » **Over 3 in 5** visitors had a household income of \$100,000 or more

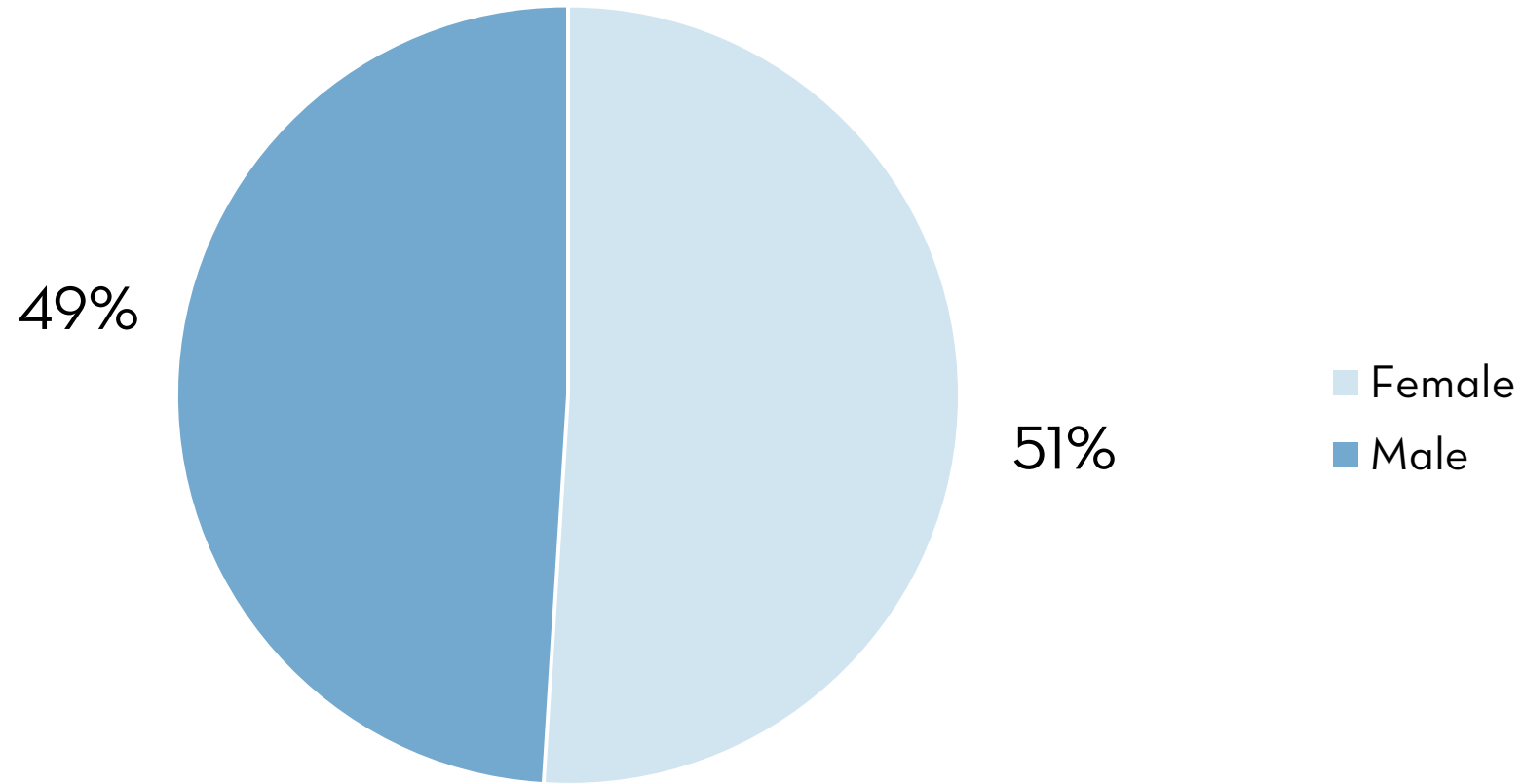


Race/Ethnicity¹



¹ Race/ethnicity of member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

Gender¹



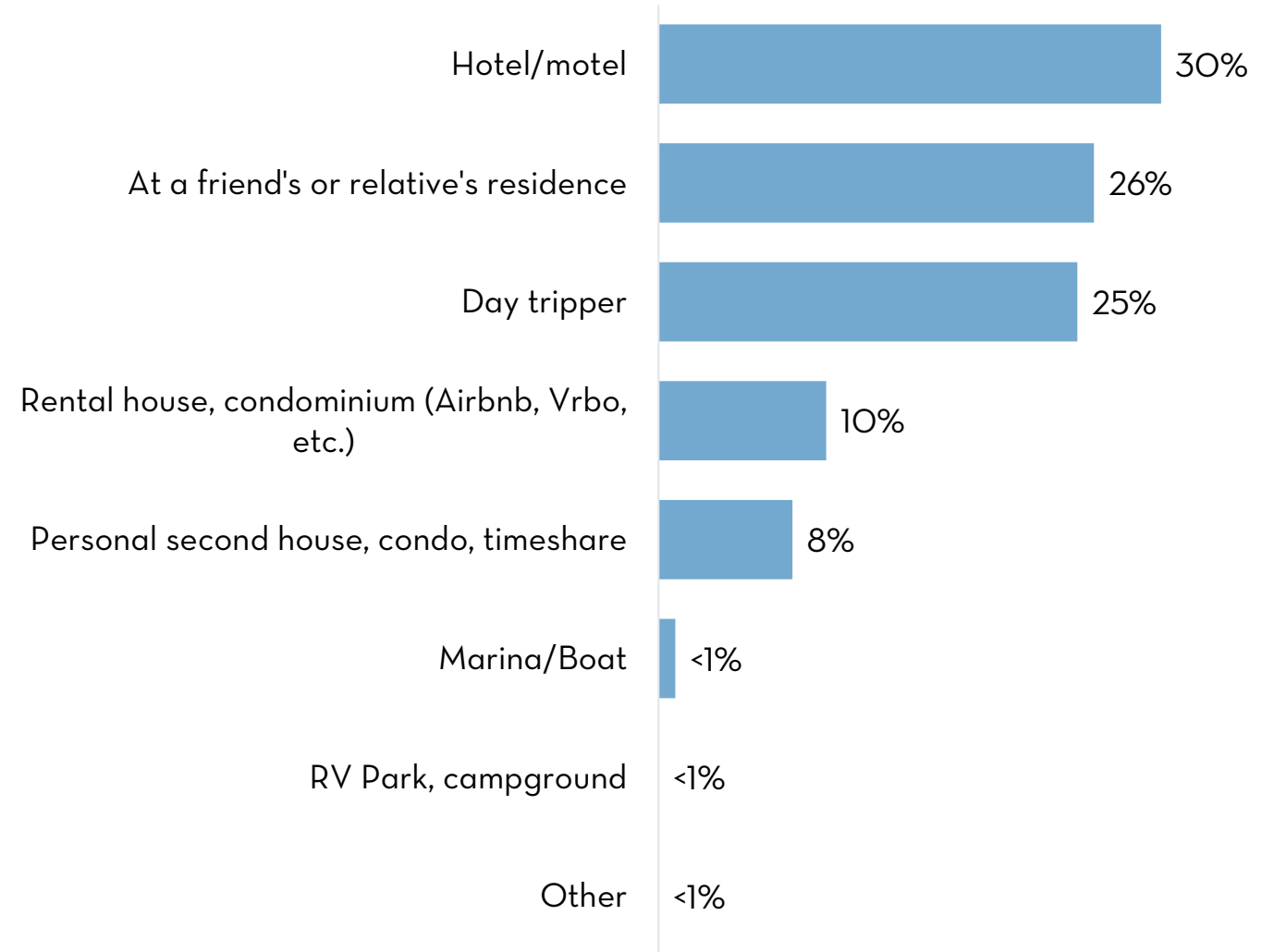
¹Age of member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

Visitor Journey: Trip Experience

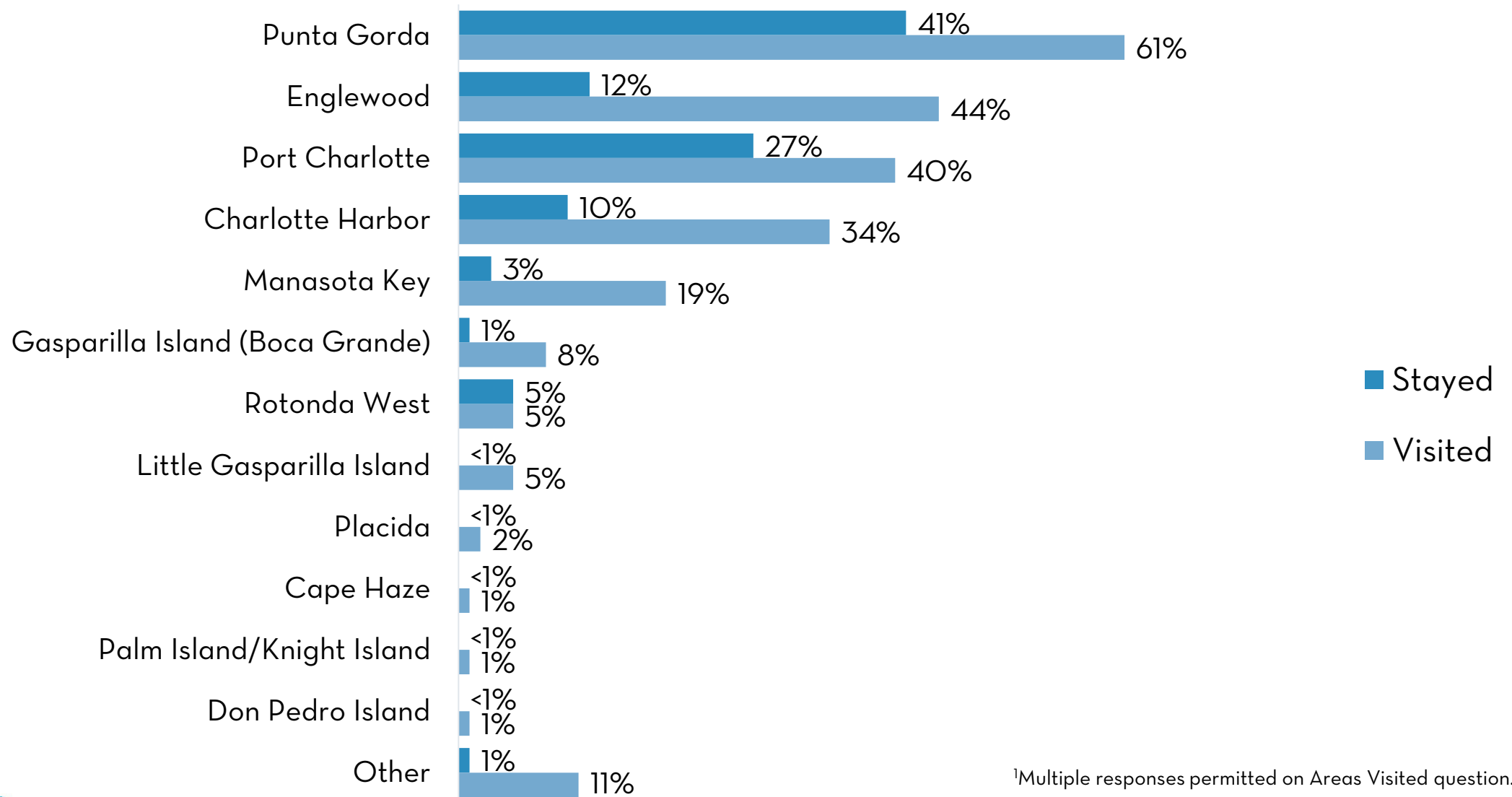


Visitor Accommodations

- » **75%** of visitors stayed overnight in Punta Gorda/Englewood Beach
- » **1 in 3** visitors stayed at a hotel or motel
- » **Nearly 1 in 3** visitors stayed at a friend's or relative's home



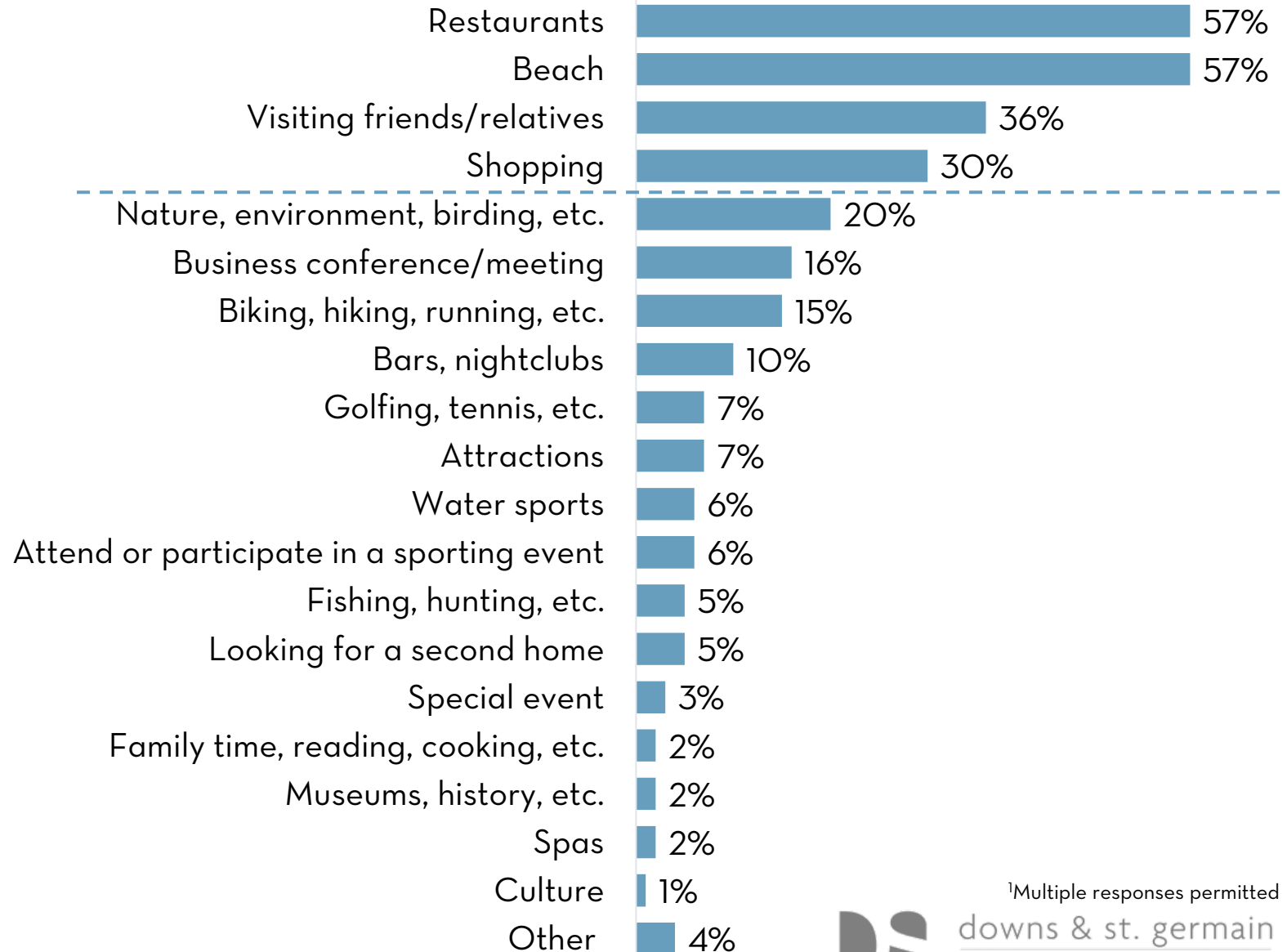
Area Stayed vs. Areas Visited¹



¹Multiple responses permitted on Areas Visited question.

Visitor Activities¹

» Visitors enjoy local **restaurants**, going to the **beach**, spending time with **friends and relatives**, and going **shopping** while in Charlotte County

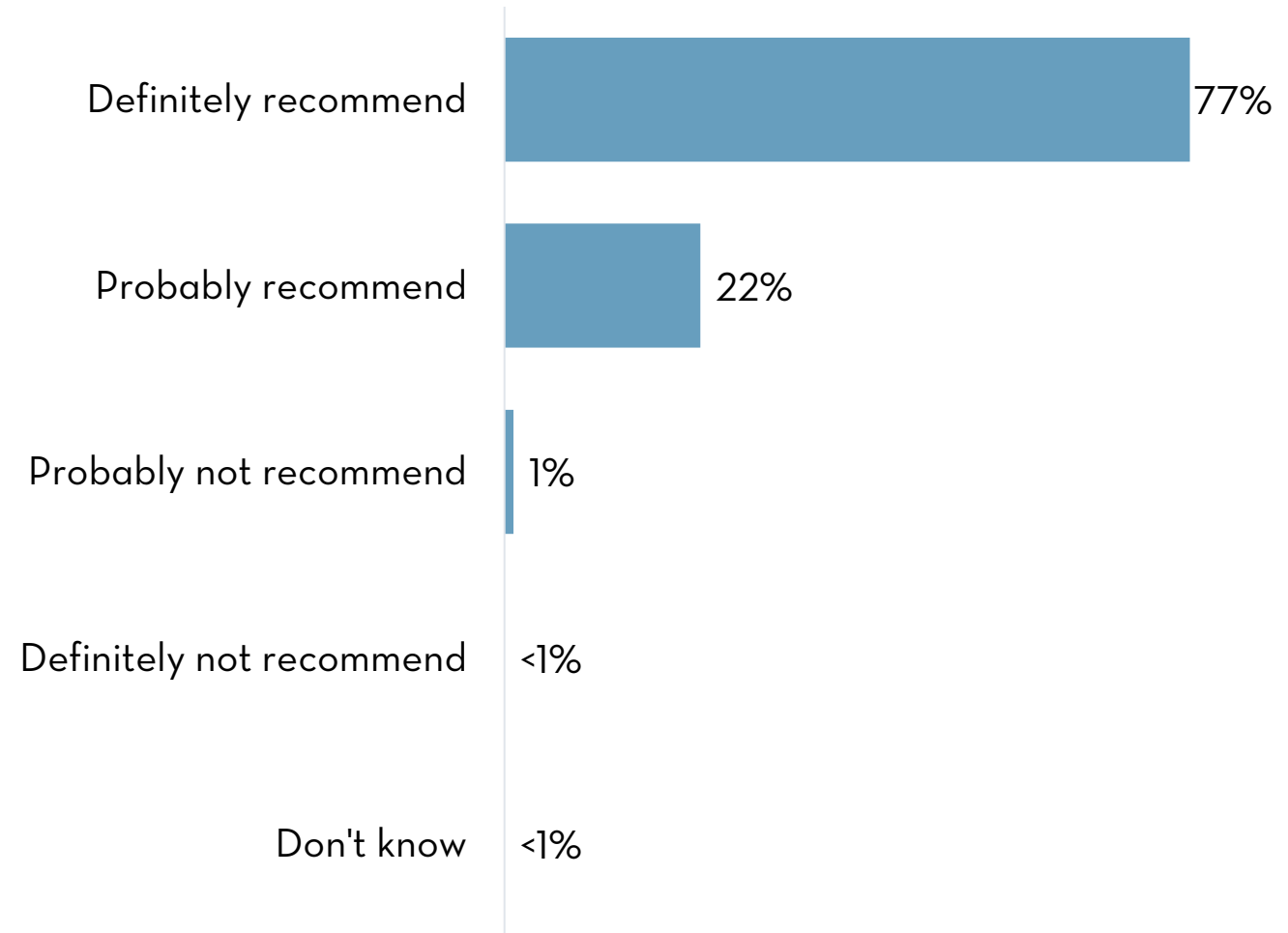


Visitor Journey: Post-Trip Evaluation



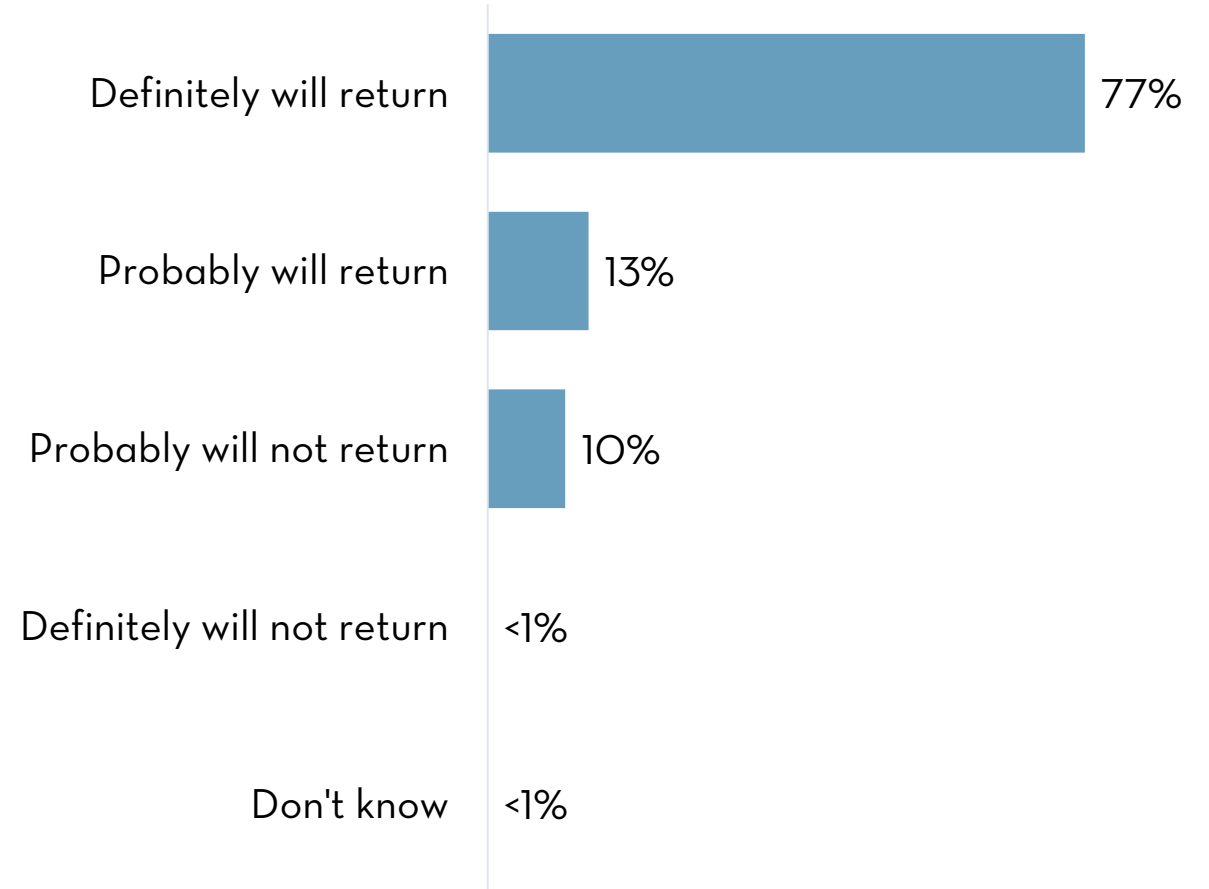
Visitor Recommendation

- » **99%** of visitors would recommend Punta Gorda/Englewood Beach to a friend
- » **77%** would definitely recommend the destination to a friend, a **1% point drop** from 2024



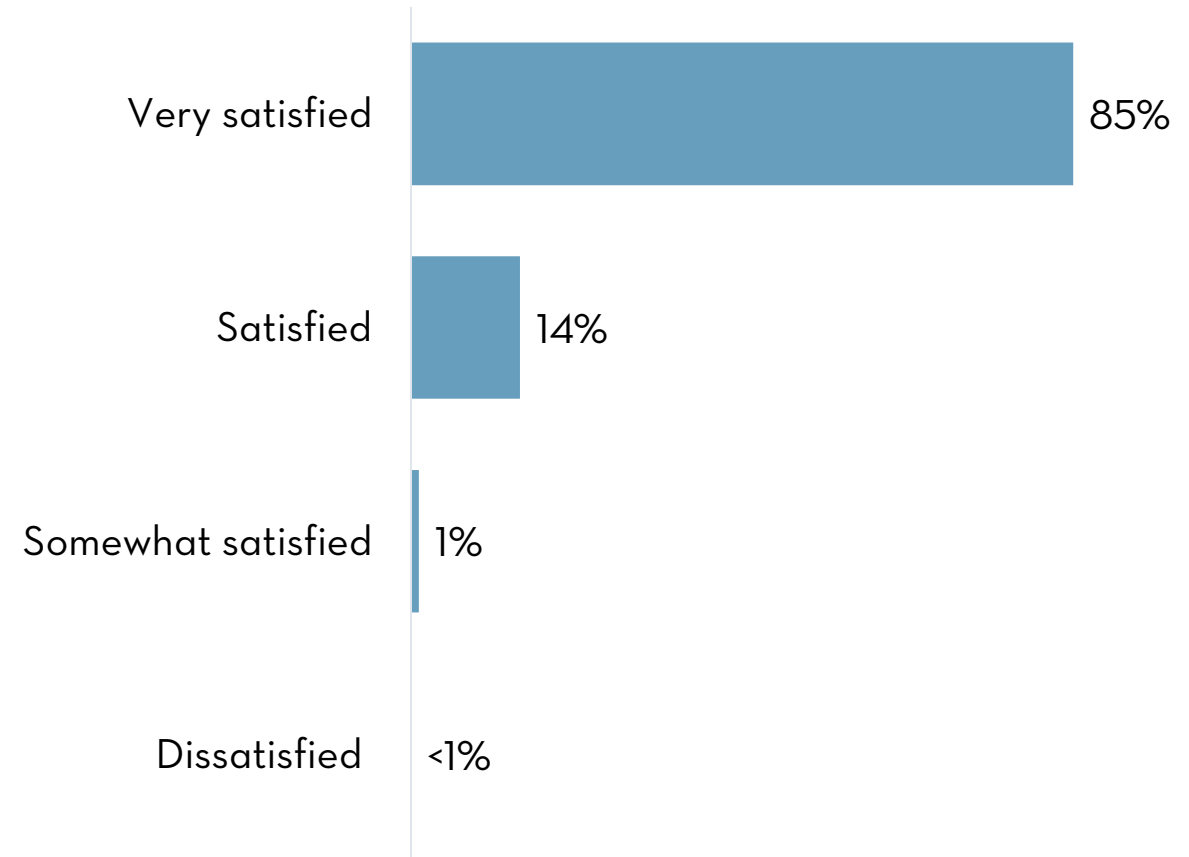
Visitor Return

» **90%** will return (**77%** will definitely return)

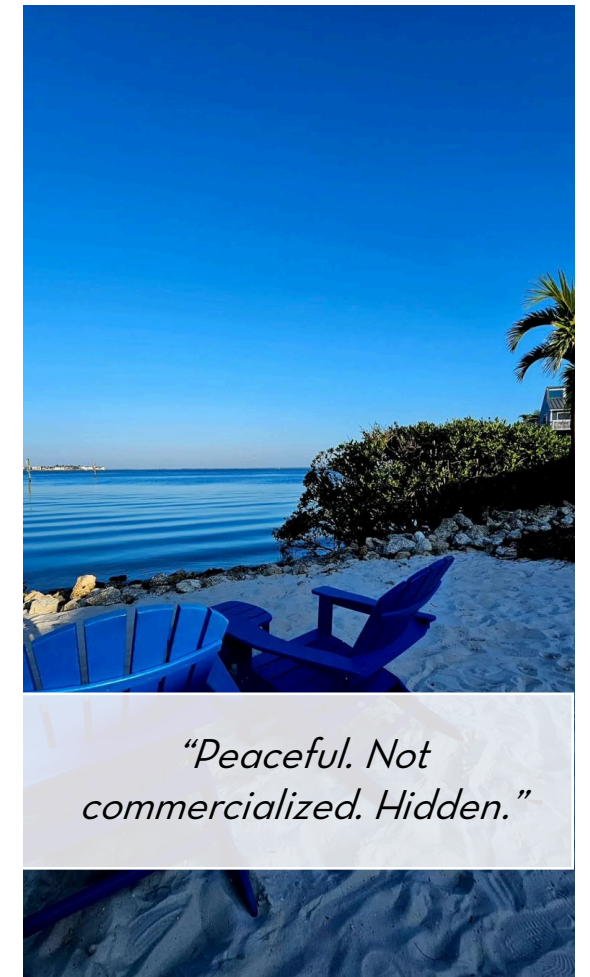
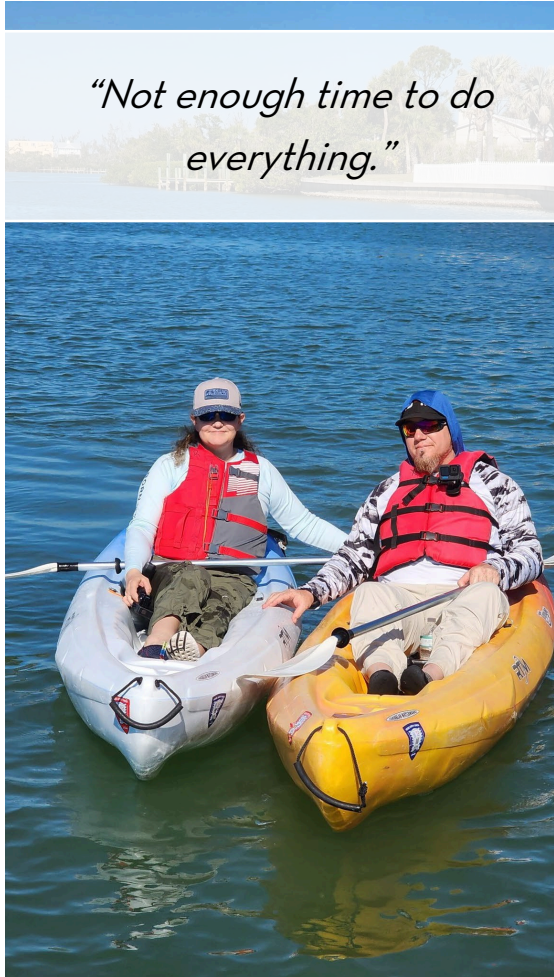


Visitor Satisfaction

» **99%** were satisfied or very satisfied with their stay (**85%** were very satisfied)

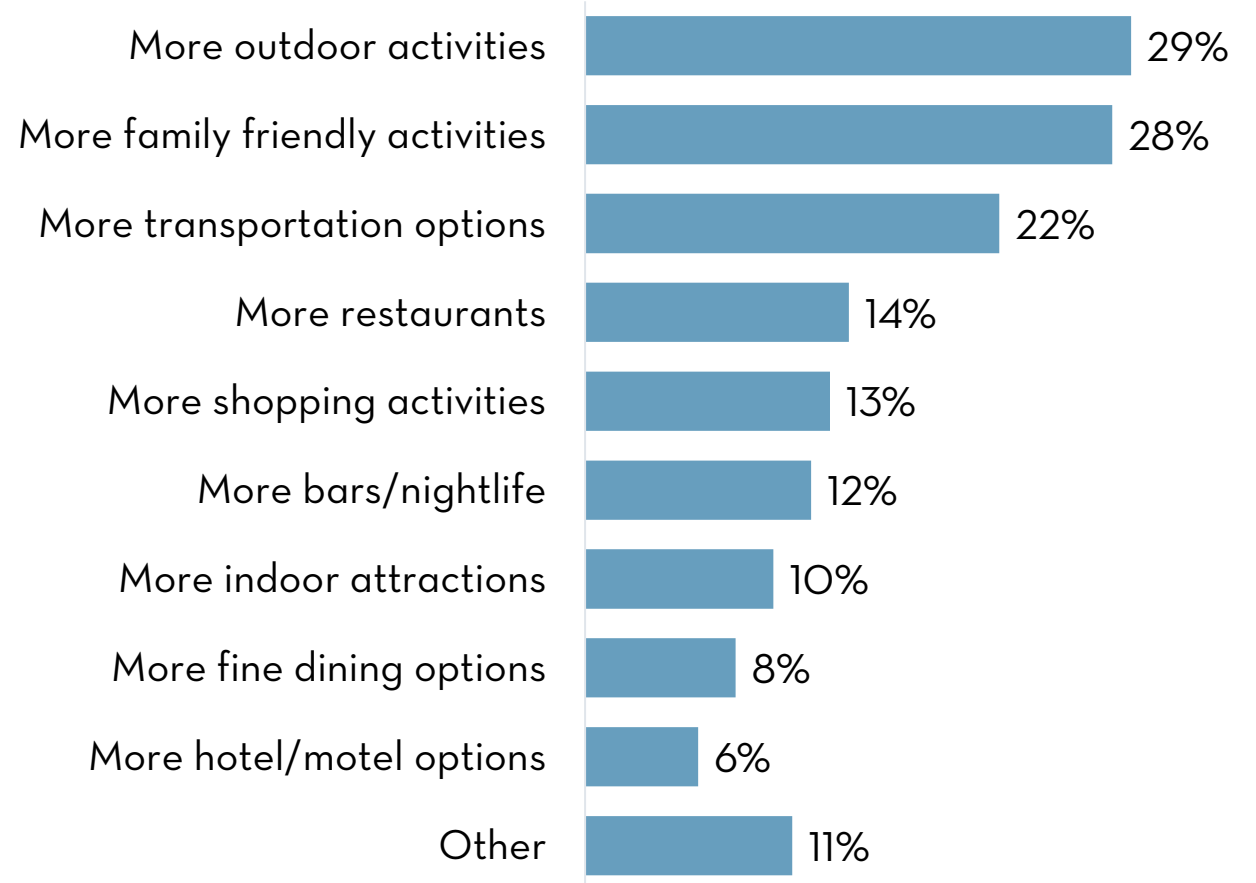


Charlotte County As a Place to Visit¹



Most Desired Attractions and Amenities¹

- » **Nearly 3 in 10** visitors mentioned **more outdoor or family friendly activities** would make a return visit more desirable
- » **Over 1 in 5** visitors said **more transportation options** would make Charlotte County more desirable **(+1% point from 2024)**



Year-to-Year Comparisons



Trip Planning Cycles and Top Planning Sources¹

	July - September 2024	July - September 2025
A week or two in advance	21%	22%
A month or so in advance	27%	26%
2 months in advance	30%	31%
3 months in advance	11%	10%
4 to 5 months in advance	5%	4%
6 months or more in advance	6%	7%
Average Trip planning cycle (in days)	56	56

	July - September 2024	July - September 2025
Internet	58%	59%
Previous Visit	50%	51%
Friend, co-worker, etc.	21%	21%

Top Reasons, Visitor Guide, and Transportation

Top Reasons for Visiting ¹	July - September 2024	July - September 2025
Vacation	45%	45%
Visiting friends/relatives	35%	34%
Beach	28%	28%
Business conference/meeting	11%	16%

Visitor Guide & Top Transportation	July - September 2024	July - September 2025
Requested a Visitors Guide	8%	8%
Drove to Charlotte County	48%	47%
Flew to Charlotte County	52%	51%

¹Multiple responses permitted.

Top Origin Regions

Region of Origin	July - September 2024	July - September 2025
Midwest	32%	33%
Florida	26%	27%
Northeast	19%	18%
Southeast	14%	15%
West	4%	3%
Canada	2%	2%
United Kingdom	2%	1%
International	1%	1%

Top Origin Markets

	July - September 2024	July - September 2025
Sarasota	6%	7%
Fort Myers-Naples	7%	6%
New York ¹	5%	4%
Orlando-Daytona Beach-Melbourne	3%	4%
Cincinnati	3%	3%
Tampa-St. Petersburg	4%	3%
Atlanta	2%	2%
Chicago	2%	2%
Cleveland-Akron	2%	2%
Columbus, OH	1%	2%
Detroit	1%	2%
Miami-Fort Lauderdale	1%	2%
Philadelphia	2%	2%
Providence-New Bedford	1%	2%
Washington, DC-Hagerstown	2%	2%

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

Travel Parties and Visitor Profile

	July - September 2024	July - September 2025
Travel Party Size	2.5	2.5
As a family	32%	31%
As a couple	34%	31%
By yourself	26%	29%
Traveled with children	34%	34%

	July - September 2024	July - September 2025
Median Age ¹	48	48
Gender (Female) ¹	54%	51%
Median Household Income	\$109,600	\$111,500
White/Caucasian ¹	91%	92%
Hispanic ¹	5%	4%
African-American ¹	3%	3%

Accommodations, Trip Lengths, and Times Visited

	July - September 2024	July - September 2025
Hotel/motel	30%	30%
At a friend's or relative's residence	20%	26%
Day tripper	25%	25%
Rental house, condominium (Airbnb, Vrbo, etc.)	11%	10%
Personal second house, condo, timeshare	12%	8%
Marina/Boat	<1%	1%
RV Park, campground	1%	<1%
Other	1%	<1%

	July - September 2024	July - September 2025
Average nights stayed	5.0	4.9
1 st Time Visitor	18%	16%
10+ Prior Visits to Charlotte County	25%	23%

Top Activities¹

Activities	July - September 2024	July - September 2025
Restaurants	58%	57%
Beach	55%	57%
Visiting friends/relatives	37%	36%
Shopping	34%	30%
Nature, environment, birding, etc.	29%	20%
Business conference/meeting	12%	16%
Biking, hiking, running, etc.	17%	15%
Bars, nightclubs	10%	10%
Golfing, tennis, etc.	9%	7%
Attractions	7%	7%
Water sports	10%	6%
Attend or participate in a sporting event	3%	6%
Fishing, hunting, etc.	6%	5%
Looking for a second home	5%	5%
Special event	3%	3%
Family time, reading, cooking, etc.	2%	2%
Museums, history, etc.	2%	2%
Spas	1%	2%
Culture	2%	1%
Other	6%	4%

Average Trip Spending

Daily Trip Spending	July - September 2024 ¹	July - September 2025
Accommodations	\$79	\$70
Restaurants	\$57	\$64
Groceries	\$39	\$33
Shopping	\$42	\$39
Entertainment	\$30	\$33
Transportation	\$34	\$36
Other	\$0	\$14
Total	\$281	\$288

Total Trip Spending	July - September 2024 ¹	July - September 2025
Accommodations	\$394	\$346
Restaurants	\$283	\$315
Groceries	\$192	\$164
Shopping	\$209	\$188
Entertainment	\$148	\$159
Transportation	\$167	\$177
Other	\$66	\$67
Total	\$1,459	\$1,416

Post-Trip Evaluation

July - September 2024

July - September 2025

Will return to Charlotte County

92%

90%

Satisfied or very satisfied with their stay

98%

99%

Would recommend to friend

98%

99%

Punta Gorda/ Englewood Beach VCB

Visitor Profile and Economic Impact Report

July - September 2025

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