Punta Gorda/Englewood Beach VCB Visitor Tracking Report
July – September 2020

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Visitor Journey

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

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

Impact of Tourism
- Spending by visitor type
- Key performance indicators

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Executive Summary

Visitor Journey – Impact of Tourism

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

Key Performance Indicators

Visitor Statistics	July – Sept 2019	July – Sept 2020	Percent Change
Visitors	169,700	203,600	+19.9%
Direct Expenditures[1]	$83,804,600	$96,707,600	+15.4%
Total Economic Impact	$121,516,600	$140,226,000	+15.4%

Lodging Statistics	July – Sept 2019	July – Sept 2020	Percent Change
Occupancy[2]	44.4%	47.7%	+7.4%
Room Rates[2]	$110.85	$124.87	+12.6%
RevPAR[2]	$49.22	$59.56	+21.0%
Room Nights[2]	224,600	241,300	+7.4%
TDT Collections	$653,400	$856,000	+31.0%

[1]Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[2]Sources: STR and All The Rooms

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Travel Party Spending

» Visiting travel parties spent **$242** per day and **$1,477** on their trip

» Visitors staying in paid accommodations spent **$341** per day and **$2,524** on their trip

Visitor Journey – Pre-Visit

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

Trip Planning

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

Internet (35%)

Previous visit (34%)

Friend, coworker, etc. (33%)

Punta Gorda/Englewood Beach Promotions

» **24%** of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit

» **71%** of those who recalled advertising were influenced to come to the area

» Top sources of noticed promotions:

Television (28%)

Online Article (28%)

Personal Social Media (18%)

Accommodation Booking[1]

51% Directly with hotel/condo

22% Online travel agency

12% Airbnb

[1]Visitors staying in paid accommodations.

Transportation

71% of visitors drove to
Punta Gorda/Englewood Beach

15% of all visitors flew in via
the Punta Gorda Airport

7% of all visitors flew in via
the Southwest Florida
International Airport

Top Reasons for Visiting[1]

Visit friends/relatives (32%)

Relax & unwind (23%)

Family vacation (22%)

Beach (18%)

Choosing Punta Gorda/Englewood Beach over Other Destinations

Family/friends (46%)

Convenient (17%)

Lots of things to do (10%)

Other Destinations Considered

» **70%** of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip

» Other destinations considered:
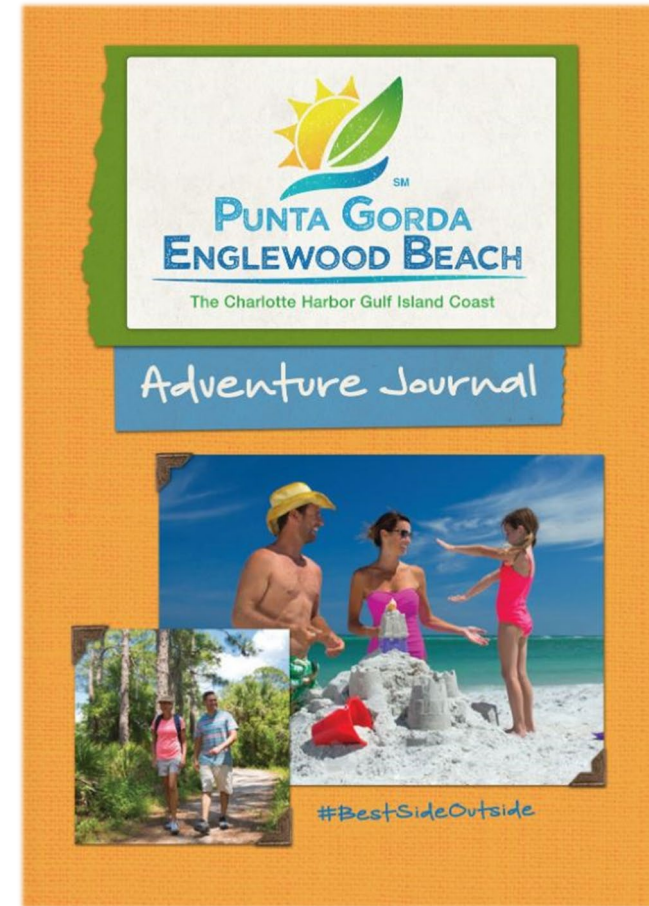

Ft. Myers/ Cape Coral (13%)

Sarasota (10%)

Tampa (7%)

St. Petersburg/ Clearwater (5%)

Naples (5%)

Visitors Guide

» **13%** of visitors requested a Visitors Guide
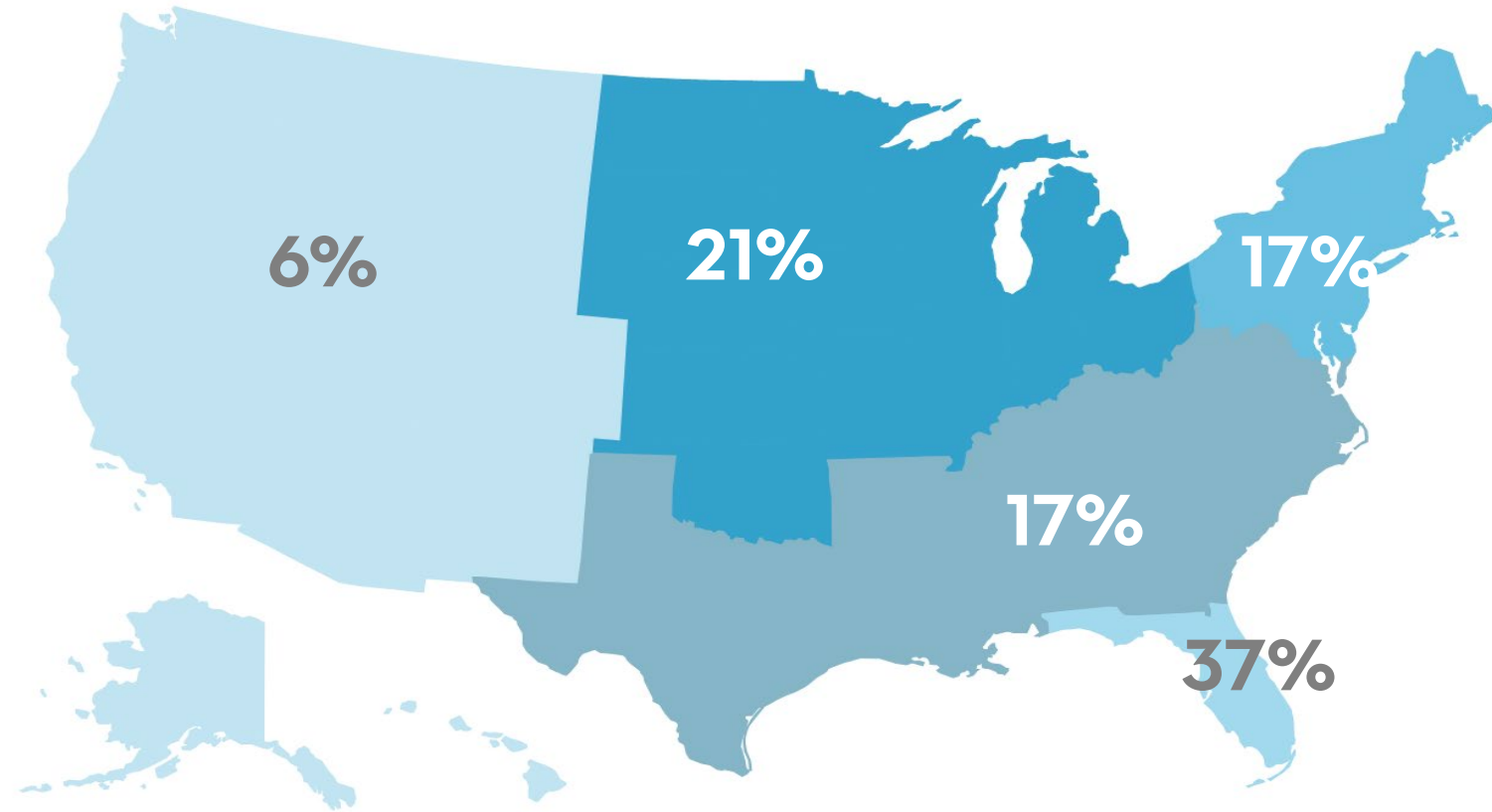
» Visitors Guide received a rating of **7.7 out of 10.0**[1]

[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

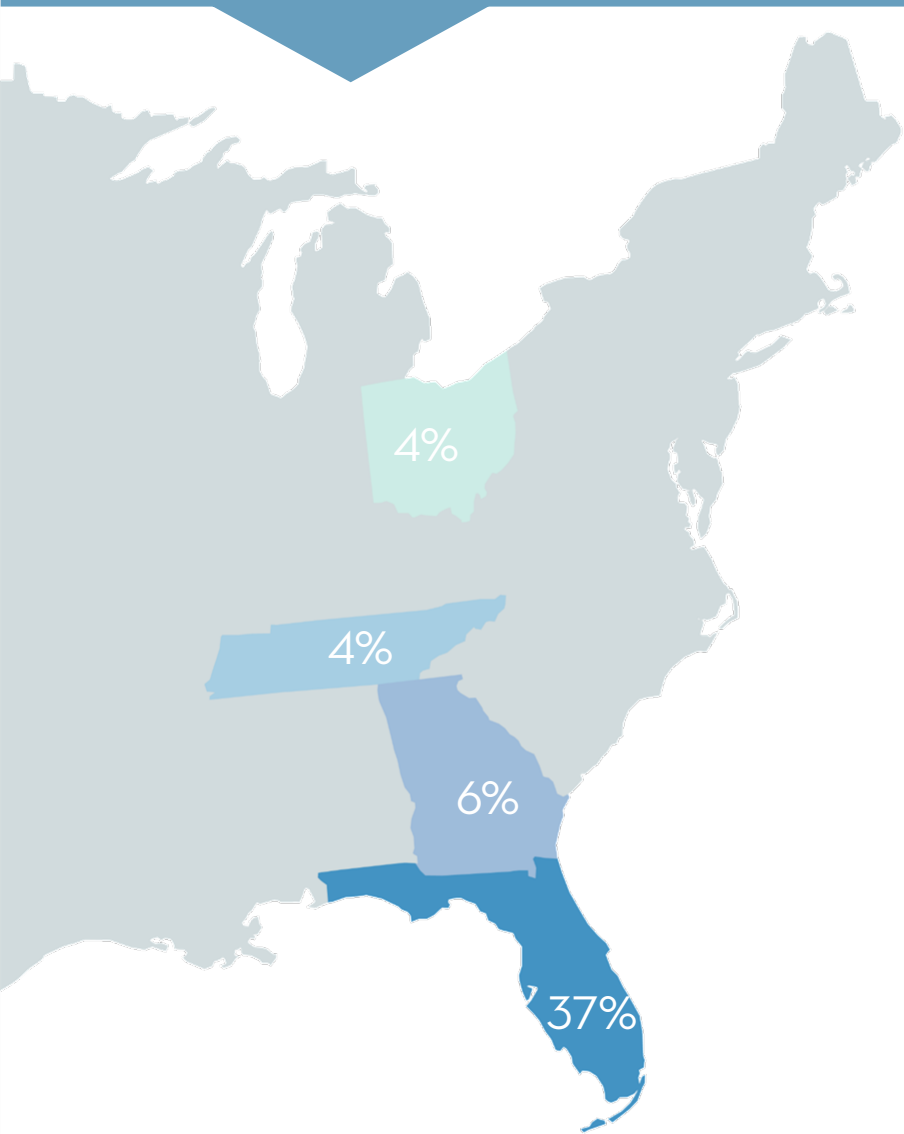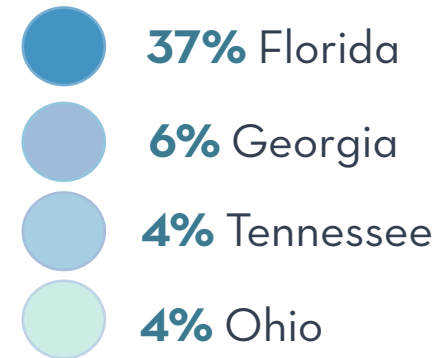# Top Regional Origins of Visitors

» **98%** of Charlotte County visitors lived in the United States

» **2%** of visitors to Charlotte County were from outside of the United States

6%

21%

17%

17%

37%

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Top State Origins of Visitors

Half of visitors traveled to Charlotte County from 4 states

4%

4%

6%

37%

● **37%** Florida

● **6%** Georgia

● **4%** Tennessee

● **4%** Ohio

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Top Market Origins of Visitors

39% of visitors come from 7 markets

7% Naples-Ft. Myers

6% Miami-Ft. Lauderdale

6% Orlando

5% Sarasota-Bradenton

5% Atlanta

5% Tampa Bay area

5% New York City[1]

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

Travel Party Size and Composition

» The typical visitor traveled in a party composed of **2.9** people.

» **44%** traveled with at least one person under the age of 20.

» **2 in 5** traveled as a family, while **1 in 4** visitors traveled as a couple.

Length of Stay – All Visitors*

» Visitors spent **6.1**[1] nights in Punta Gorda/Englewood Beach

[1]Nights stayed capped at 30 nights. Average length of stay is 11.3 nights when nights stayed is not capped.
*Nights stayed includes Day Trippers.

First Time Visitors

» **26%** were first time visitors

» **23%** had visited more than 10 times

Typical Punta Gorda/Englewood Beach Visitor

» The typical Visitor:

  » Was 44 years old

  » Had a median household income of $83,900

  » Was female (51%)

  » Was from:

    » Southeast (53%)

    » Midwest (20%)

Typical Day Trip Visitor

» The Typical Day Trip Visitor:

  » Was 46 years old

  » Had a median household income of $77,500

  » Was equally likely to be male/female (50%)

  » Was from:

    » Naples-Ft. Myers (25%)

    » Sarasota-Bradenton (19%)

Typical Vacationer Visitor

» The Typical Vacationer[1] Visitor:

   » Was 43 years old

   » Had a median household income of $88,900

   » Was equally likely to be male/female (50%)

   » Stayed in Punta Gorda/Englewood Beach for 4.7 nights

   » Was from:

      » Southeast (49%)

      » Midwest (27%)

[1]Travel parties who stayed 1-10 nights.

Typical Long-Term Visitor

» The Typical Long-Term[1] Visitor:

   » Was 48 years old

   » Had a median household income of $83,700

   » Was male (52%)

   » Stayed in Punta Gorda/Englewood Beach for 24 nights

   » Was from

      » Northeast (35%)

      » Midwest (24%)

[1]Travel parties who stayed more than 10 nights.

Visitor Journey – Trip Experience

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

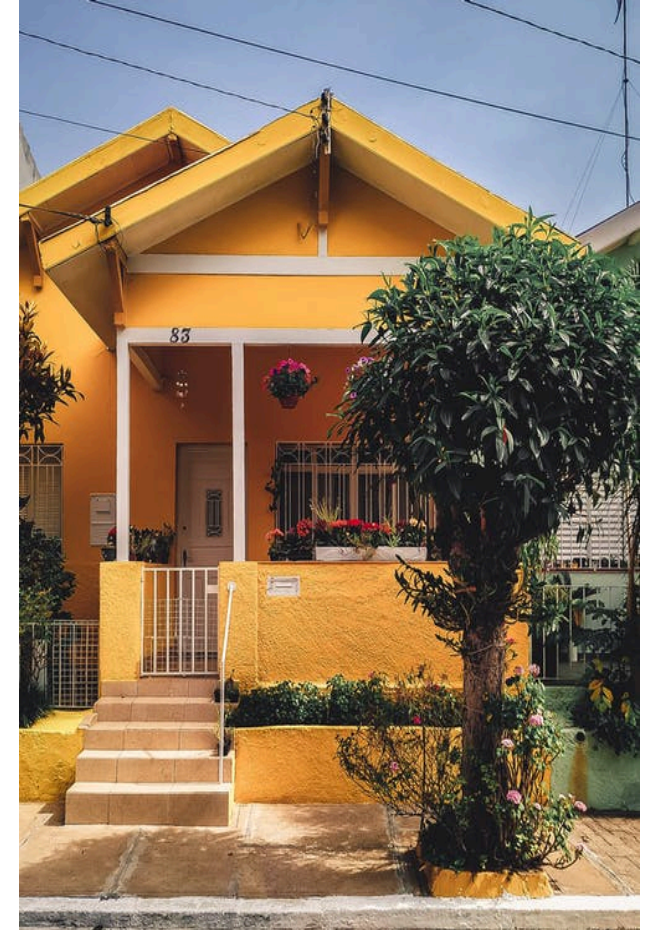Impact of Tourism

Visitors' Accommodations

30% Hotel/motel/resort

30% Day tripper

21% Family/friend's residence
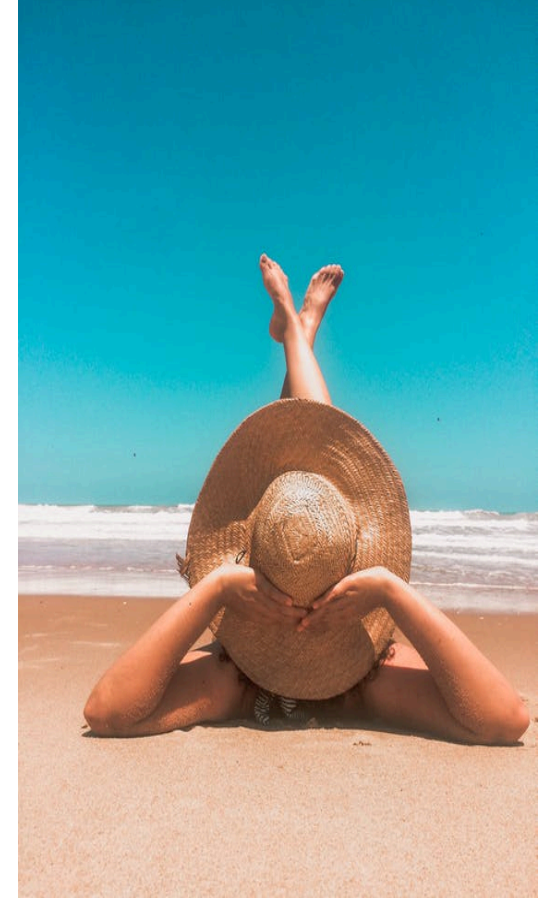
Top Activities During Visit[1]

Beach (44%)

Visit friends/relatives (42%)

Restaurants (40%)

Relax & unwind (38%)

[1]Multiple responses permitted

Reason for Visit vs. Visitor Activities

Reason for visit[1]

Key Reasons for Visiting

32%	Visit friends and relatives
23%	Relax and unwind
18%	Beach

Trip Enhancements

8%	Attend/participate in a sporting event
6%	Special event
6%	Water Sports
5%	Shopping
3%	Fishing, hunting, etc.
3%	Nature, environment, bird watching, etc.
2%	Biking, hiking, running, etc.
2%	Golfing, tennis, etc.

Visitor activities[1]

Activity	%
Visit friends and relatives	42%
Relax and unwind	38%
Beach	44%
Attend/participate in a sporting event	9%
Special event	9%
Water Sports	19%
Shopping	23%
Fishing, hunting, etc.	12%
Nature, environment, bird watching, etc.	14%
Biking, hiking, running, etc.	9%
Golfing, tennis, etc.	7%

[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

Visitor Satisfaction[1]

» **94%** of visitors would recommend Punta Gorda/Englewood Beach

» **95%** will return

» **92%** were satisfied or very satisfied with their stay

[1]10=Excellent; 1=Poor.

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Perceptions of Punta Gorda/Englewood Beach

If a friend asked where you were visiting, what would you call this area?[1]

- » Punta Gorda (**43%**)
- » Port Charlotte (**17%**)
- » Charlotte Harbor (**16%**)

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

Perceptions of Punta Gorda/Englewood Beach

Wonderful Area:
"It's a great place for vacationing. The area is quiet and peaceful but also minutes away from anything you would need."

Beautiful:
"Charlotte County is so nice! It couldn't be more beautiful and there is plenty to do here even during everything that's going on."

Relaxing:
"Punta Gorda is one of the best places in Florida to relax and enjoy family time."

Detailed Findings

Visitor Journey – Impact of Tourism

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

Visitor Spending Influences

» Visitors who stayed in paid accommodations spent considerably more money than visitors who stayed in non-paid accommodations (VFRs, etc.) or day trippers

» Visitors spent **$96,707,600** over the course of their visits

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
Visitors	*94,600*	*49,000*	*60,000*	**203,600**
Spending	*$67,192,900*	*$26,679,200*	*$2,835,500*	**$96,707,600**

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Lodging	$134	$0	$0	$62
Restaurants	$72	$59	$46	$61
Groceries	$31	$30	$16	$26
Shopping	$28	$33	$17	$26
Entertainment	$44	$37	$34	$40
Transportation	$27	$22	$14	$22
Other	$5	$3	$5	$5
Total	**$341**	**$184**	**$132**	**$242**

Total Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Lodging	$992	$0	$0	$378
Restaurants	$533	$586	$46	$372
Groceries	$229	$298	$16	$159
Shopping	$207	$328	$17	$159
Entertainment	$326	$368	$34	$244
Transportation	$200	$219	$14	$1354
Other	$37	$30	$5	$31
Total	**$2,524**	**$1,829**	**$132**	**$1,477**

Visitor Journey – Pre-Visit

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

Trip Planning Cycle

» **More than half** of the visitors had **short planning windows** (less than a month)

» **Nearly 3 in 10** visitors planned their trips at least 3 months in advance

Planning Window	Percentage
A week or two	28%
A month or so	23%
2 months	19%
3 months	14%
4 to 5 months	7%
6 months or longer	7%
Not sure	2%

Trip Planning Sources[1]

» **Over 1 in 3** visitors planned their trips on the **internet**

    » **Social networking sites** and **booking sites** were the top sources among internet users

Trip Planning Source	
Internet	35%
Social networking sites	16%
Booking websites	8%
Previous Visit	34%
Friend, co-worker, etc.	33%
Brochures/travel guides/visitor guides	3%
Newspapers	3%
Television	3%
Special events	2%
Travel agent	2%
Magazines	2%
Other	8%
None/don't know	14%

[1]Multiple responses permitted.

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Punta Gorda/Englewood Beach Promotions[1]

» **24%** of visitors noticed promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:

Source	%
Television	28%
Online article	28%
Personal social media	18%
Ad on a website	14%
Newspaper	13%
Brochure	11%
Travel/visitor guide	11%
Radio	10%
Hulu/Youtube/Pandora	9%
Billboard	9%
Magazine article	8%
Traveler reviews/blogs	8%
Wavepoint TV	5%
Magazine ad	5%
Destination social media	5%
Booking site or vacation rental agency	3%
PureFlorida.com	3%
Weather app	2%
CharlotteHarborTravel.com	2%
Deal based promotion	1%
AAA	1%
Other	6%

71% of visitors who noticed advertising were influenced to come to the area.

[1]Multiple responses permitted.

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Charlotte County Promotion Influences

» Awareness of promotions for the destination was highest among day trippers

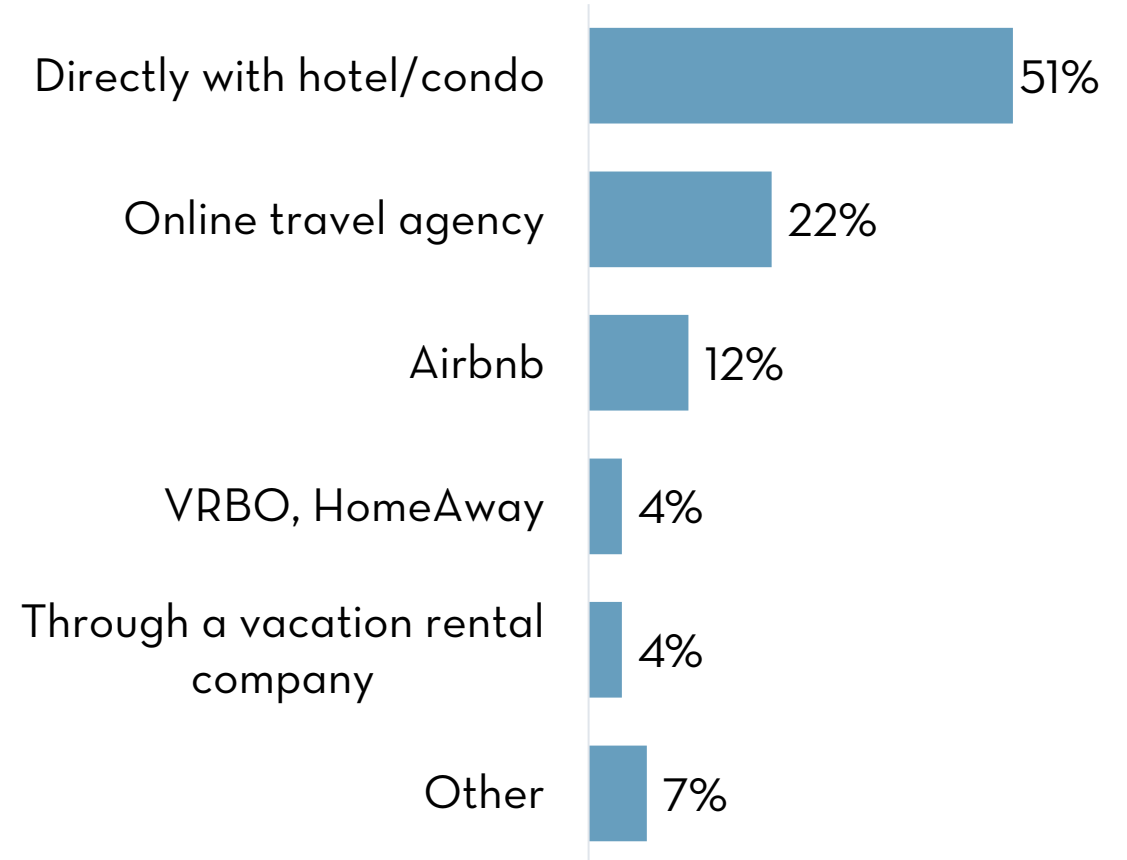| Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	24%	24%	27%	24%
No	69%	70%	66%	69%
Don't know	7%	6%	7%	7%

» **7 in 10** of all visitors were impacted by promotions

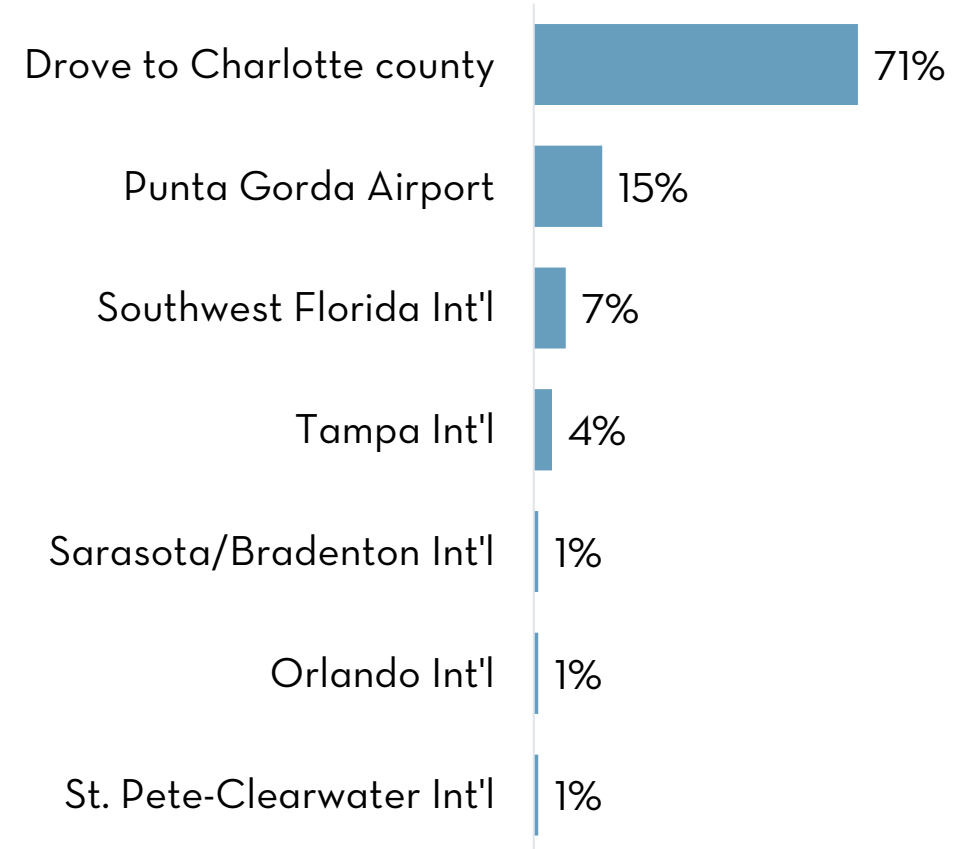| Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	75%	77%	64%	71%
No	22%	21%	36%	27%
Don't know	3%	2%	0%	2%

Paid Accommodation Booking[1]

» **Half** of the visitors who stayed in paid accommodations booked directly with a hotel/condo

» Online travel agencies accounted for **1 in 5** bookings

Directly with hotel/condo — 51%

Online travel agency — 22%

Airbnb — 12%

VRBO, HomeAway — 4%

Through a vacation rental company — 4%

Other — 7%

Visitors staying in paid accommodations.

Visitor Transportation

» **7 in 10** visitors **drove** to Punta Gorda/Englewood Beach (**71%**)

» **More than 1 in 7** visitors flew into the Punta Gorda Airport (**15%**)

» **1 in 14** visitors flew into RSW

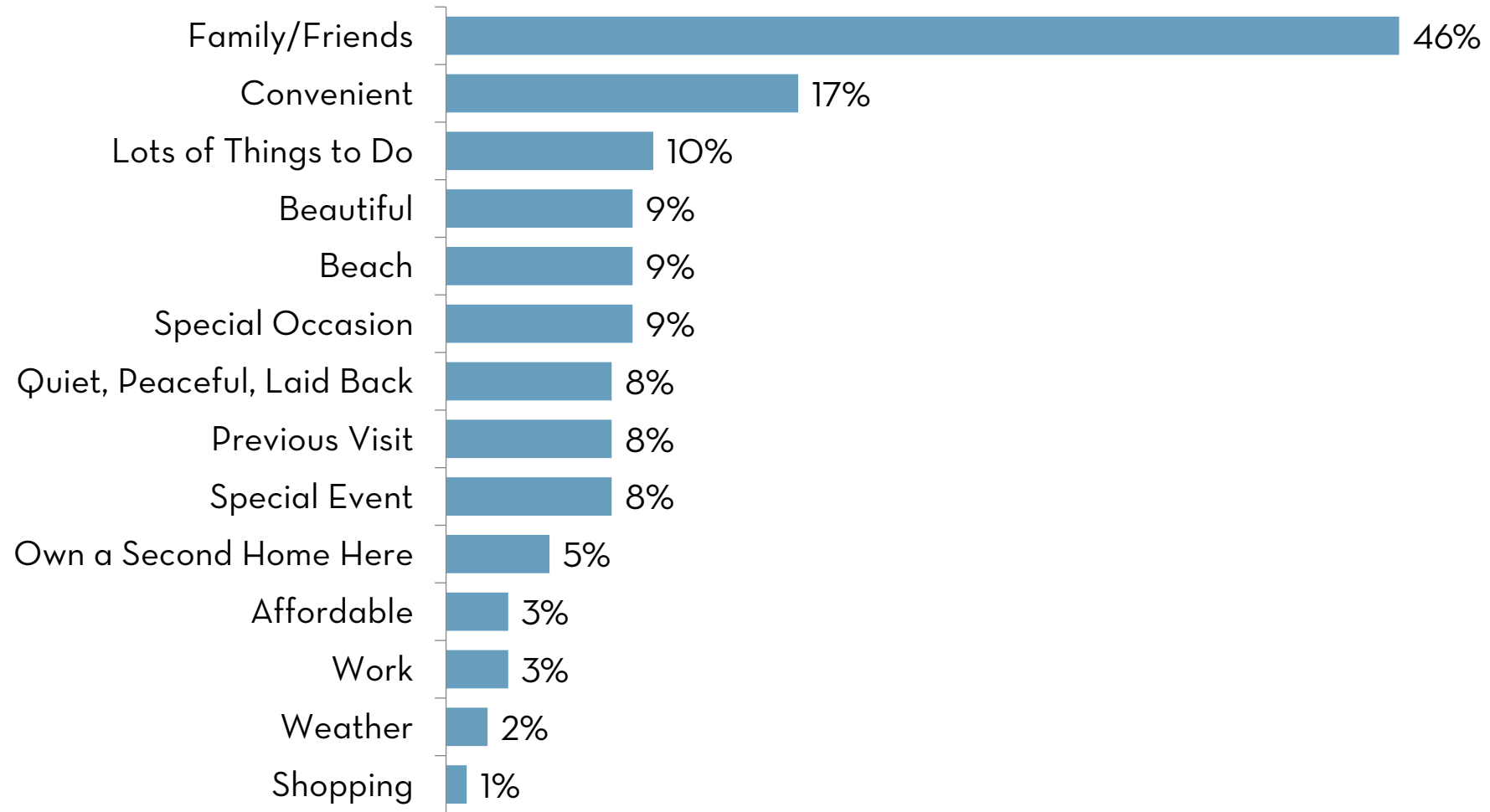|	
Drove to Charlotte county	71%
Punta Gorda Airport	15%
Southwest Florida Int'l	7%
Tampa Int'l	4%
Sarasota/Bradenton Int'l	1%
Orlando Int'l	1%
St. Pete-Clearwater Int'l	1%

Reasons for Visiting[1]

People come to Charlotte County to hang out with family or friends and to relax.

Reason	Percentage
Visiting friends/relatives	32%
Relax and unwind	23%
Family Vacation	22%
Beach	18%
Attend or participate in a sporting event	8%
Special occasion	6%
Special event	6%
Water Sports	6%
Shopping	5%
Fishing, hunting, etc.	3%
Nature, environment, bird watching, etc.	3%
Biking, hiking, running, etc.	2%
Golfing, tennis, etc.	2%
Attractions	1%
Business conference or meeting	1%
Culture	1%
Museums, history, etc.	1%
Other	10%

[1]Multiple responses permitted.

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

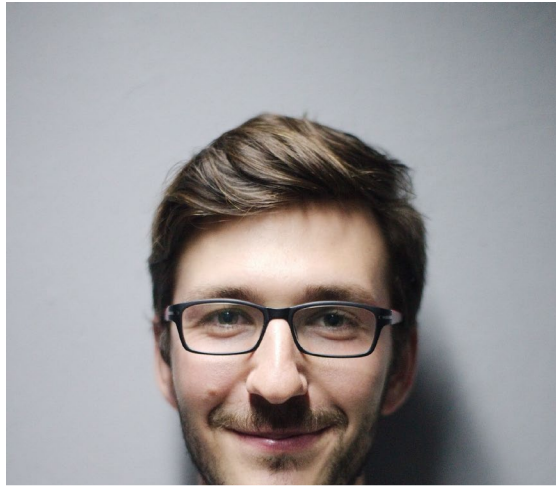| Category	Percentage
Family/Friends	46%
Convenient	17%
Lots of Things to Do	10%
Beautiful	9%
Beach	9%
Special Occasion	9%
Quiet, Peaceful, Laid Back	8%
Previous Visit	8%
Special Event	8%
Own a Second Home Here	5%
Affordable	3%
Work	3%
Weather	2%
Shopping	1%

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

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

"We came here to get away from up north and visit our friends and family!"

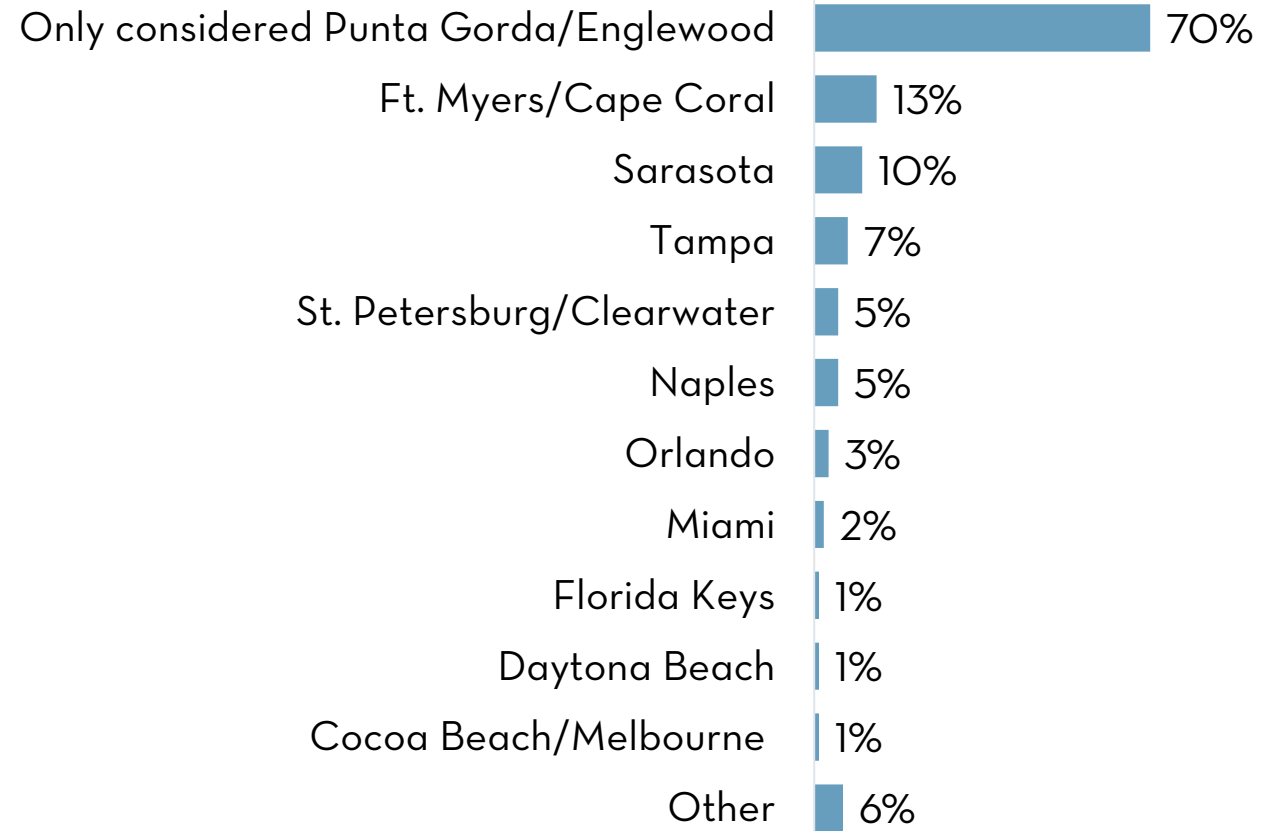"I have never been here before this trip but a friend recommended to come here and I love it."

"We just really love the atmosphere here. It feels like a safe place to be."

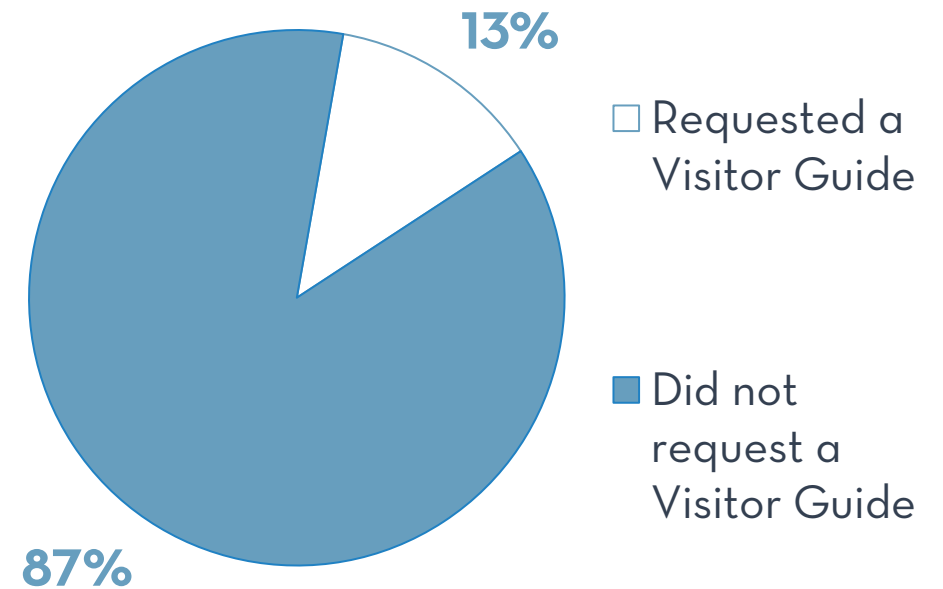"This place just seems like the right place to be right now. There is a ton to do here."

Other Destinations Considered[1]

» **7 in 10** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip

» Ft. Myers/Cape Coral and Sarasota are the main competitors with **1 in 4** visitors considering one of these destinations

Destination	
Only considered Punta Gorda/Englewood	70%
Ft. Myers/Cape Coral	13%
Sarasota	10%
Tampa	7%
St. Petersburg/Clearwater	5%
Naples	5%
Orlando	3%
Miami	2%
Florida Keys	1%
Daytona Beach	1%
Cocoa Beach/Melbourne	1%
Other	6%

[1]Multiple responses permitted.

Visitors Guide

» **13%** of visitors requested a Visitors Guide before their trip

   » **7%** requested a print version

   » **6%** requested an online version

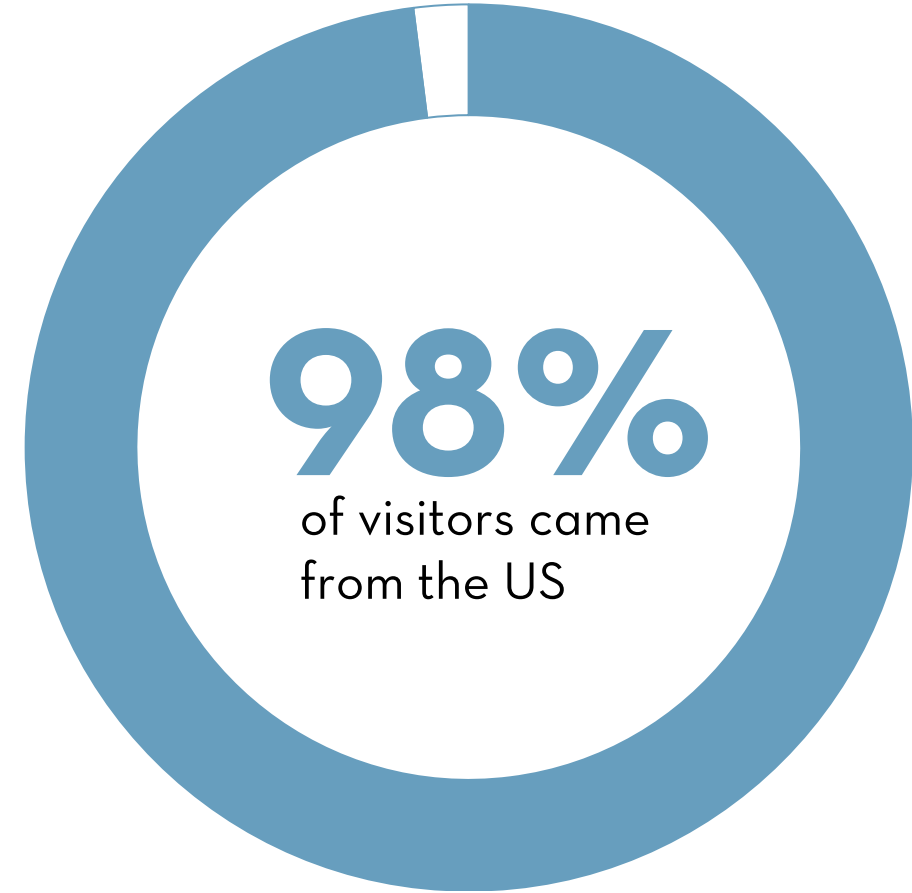   » Visitors Guide received a rating of **7.7 out of 10.0**[1]

13%

☐ Requested a Visitor Guide

■ Did not request a Visitor Guide

87%

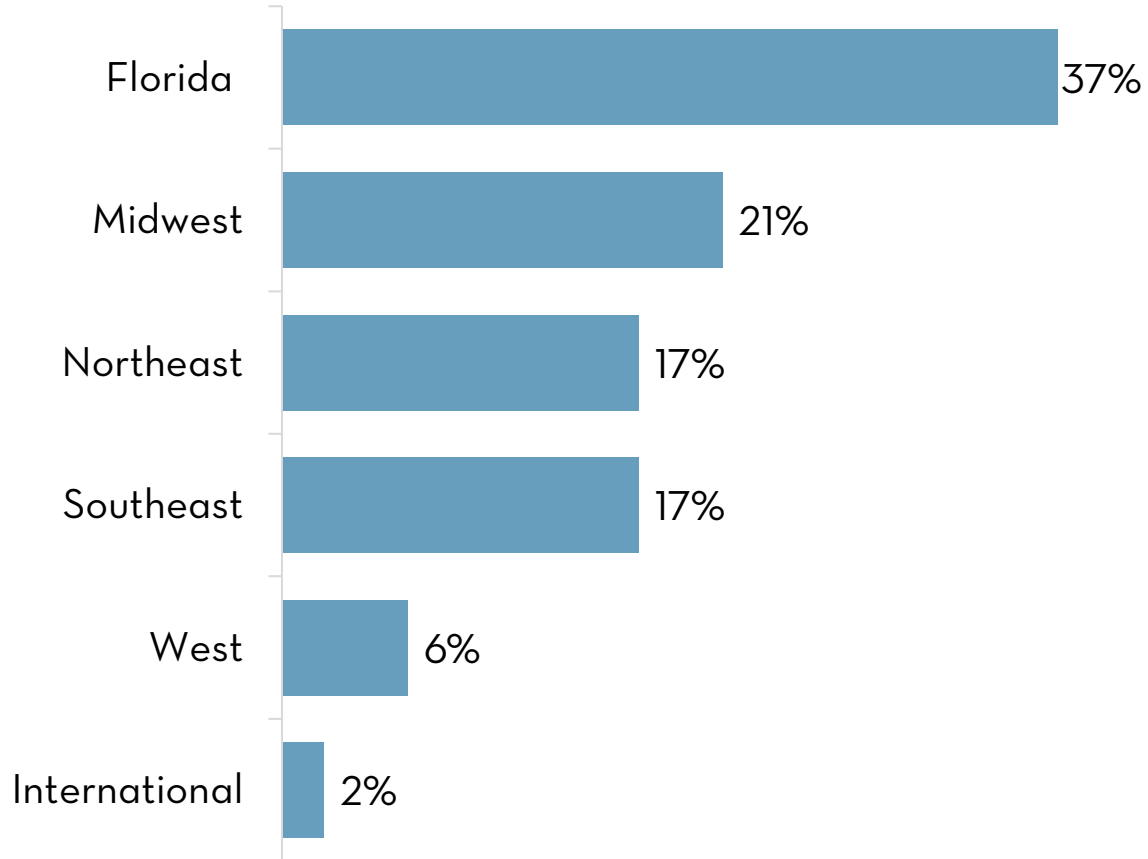[1]Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile

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

Origin of Visitors

Florida — 37%

Midwest — 21%

Northeast — 17%

Southeast — 17%

West — 6%

International — 2%

98% of visitors came from the US

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Origin of Visitors

Origin	Percentage of Visitors
Florida	37%
Georgia	6%
Tennessee	4%
Ohio	4%
Massachusetts	3%
Michigan	3%
New Jersey	3%
New York	3%
Pennsylvania	3%
Illinois	3%
Indiana	2%
Arizona	2%
Kentucky	2%

75% of visitors came from 13 States

Origin of Visitors

Market	% of Visitors
Naples-Ft. Myers	7%
Miami-Ft. Lauderdale	6%
Orlando	6%
Sarasota-Bradenton	5%
Atlanta	5%
Tampa Bay area	5%
New York City[1]	5%
Lakeland	3%
Detroit	3%
Washington DC-Baltimore	2%
Chicago	2%
Nashville	2%
Columbus	2%

53%
of visitors came from 13 markets

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

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Travel Parties

» The typical visitor traveled in a party composed of **2.9** people

» **44%** traveled with children under 20

» **2 in 5** visitors traveled as a family

As a family 41%
As a couple 25%
By yourself 18%
With a group (tour, friends, etc.) 12%
With a group of couples 2%
With business associates 1%
Other 1%

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Typical Punta Gorda/Englewood Beach Visitor

» Typical visitor spent **6.1**[1] nights in Punta Gorda/Englewood Beach

   » When including long term visitors[2], average nights stayed is **11.3**

» **26%** were first time visitors

» **23%** had visited more than 10 times

That was my first time	26%
2-3 visits	21%
4-5 visits	17%
6-10 visits	13%
11-20 visits	11%
21+	12%

[1] Includes all day trippers
[2] Visitors who stayed longer than 1 month

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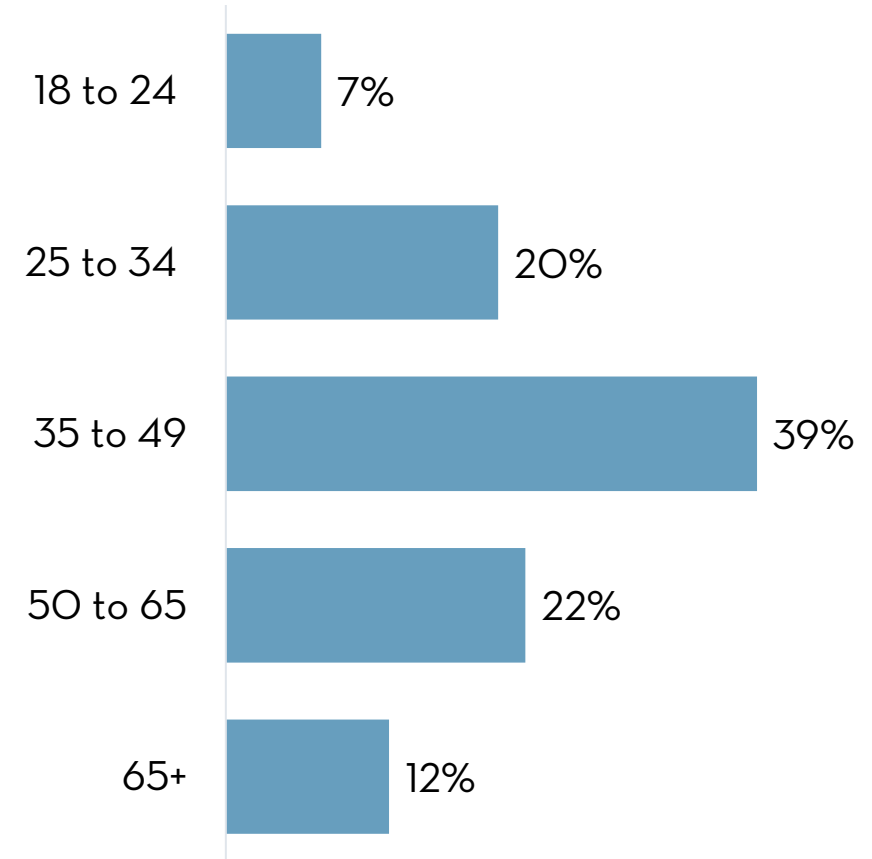
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Punta Gorda/Englewood Length of Stay

» Visitors who stayed in non-paid accommodations spent more time in Charlotte County than the average visitor

	Paid Accommodations	Non-paid Accommodations	Day Trippers	**Average**
Length of Stay	*7.4*	*9.9*	*1.0*	**6.1**
Travel Party Size	*2.9*	*3.4*	*2.8*	**2.9**

Age

» **44** is the median age of visitors from July – September

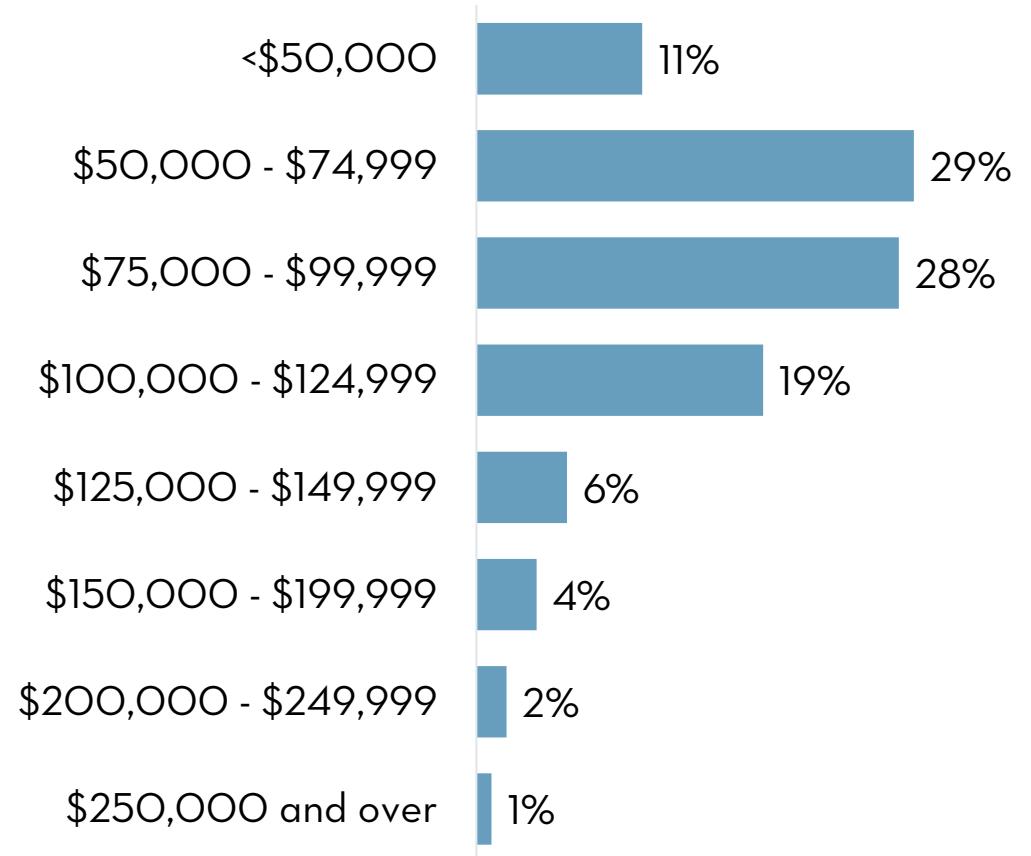| Age	Percentage
18 to 24	7%
25 to 34	20%
35 to 49	39%
50 to 65	22%
65+	12%

Household Income in 2019

Median Household Income

» **$83,900** is the median household income for July - September visitors

» 1 in 3 visitors had a household income in excess of $100,000

Income	Percent
<$50,000	11%
$50,000 - $74,999	29%
$75,000 - $99,999	28%
$100,000 - $124,999	19%
$125,000 - $149,999	6%
$150,000 - $199,999	4%
$200,000 - $249,999	2%
$250,000 and over	1%

Race/Ethnicity

Caucasian 84%

Hispanic 11%

African-American 4%

Other 1%

Gender

49% 51%

□ Male ■ Female

Visitor Journey – Trip Experience

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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Visitors' Accommodations

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

» **3 in 10** visitors stayed in a hotel, motel or resort

» **1 in 5** stayed with friends or family

Accommodation	Percentage
Day tripper	30%
Hotel/motel/resort	30%
Staying with friends	21%
Rental condominium, house	9%
Personal condo/timeshare	3%
Bed and breakfast/Inn	1%
Campground/RV Park	1%
Other	5%

Area Stayed vs. Areas Visited[1]

Area	Stayed	Visited
Punta Gorda	38%	65%
Port Charlotte	31%	47%
Englewood	13%	32%
Charlotte Harbor	7%	27%
Manasota Key	3%	15%
Rotunda Circle	2%	3%
Gasparilla Island (Boca Grande)	1%	7%
Don Pedro Island	0%	2%
Little Gasparilla Island	0%	2%
Cape Haze	0%	1%
Palm Island/Knight Island	0%	2%
Placida	0%	4%
Other	5%	15%

[1]Multiple responses permitted.
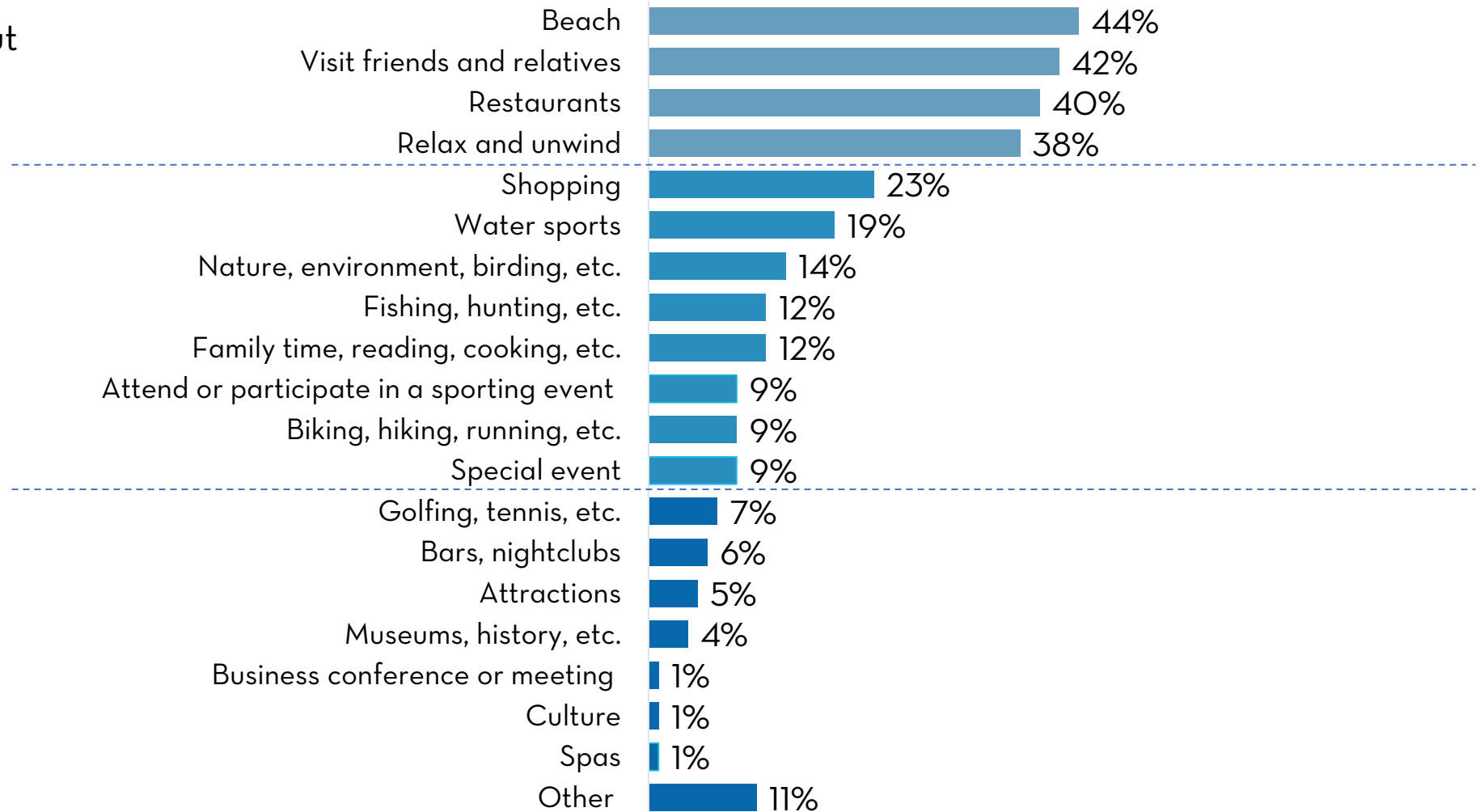
Visitor Activities[1]

» Visitors love to hang out at the beach and with friends and relatives, enjoy area restaurants and relax

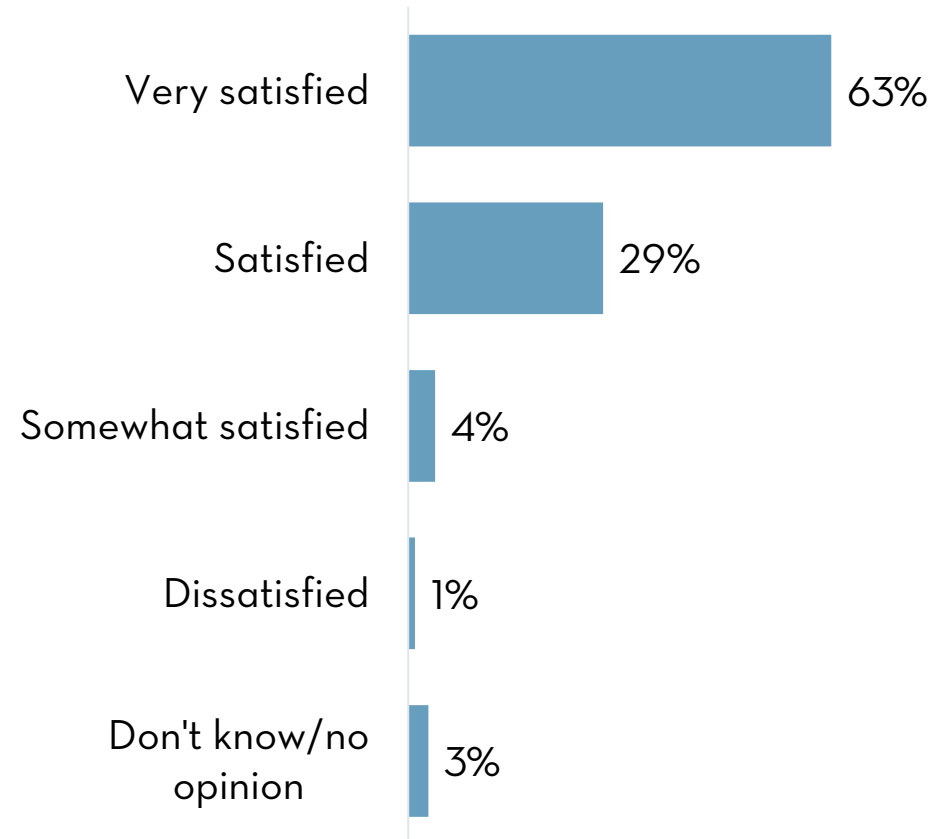| Activity	Percentage
Beach	44%
Visit friends and relatives	42%
Restaurants	40%
Relax and unwind	38%
Shopping	23%
Water sports	19%
Nature, environment, birding, etc.	14%
Fishing, hunting, etc.	12%
Family time, reading, cooking, etc.	12%
Attend or participate in a sporting event	9%
Biking, hiking, running, etc.	9%
Special event	9%
Golfing, tennis, etc.	7%
Bars, nightclubs	6%
Attractions	5%
Museums, history, etc.	4%
Business conference or meeting	1%
Culture	1%
Spas	1%
Other	11%

Visitor Journey – Post-Trip Evaluation

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

PUNTA GORDA ENGLEWOOD BEACH
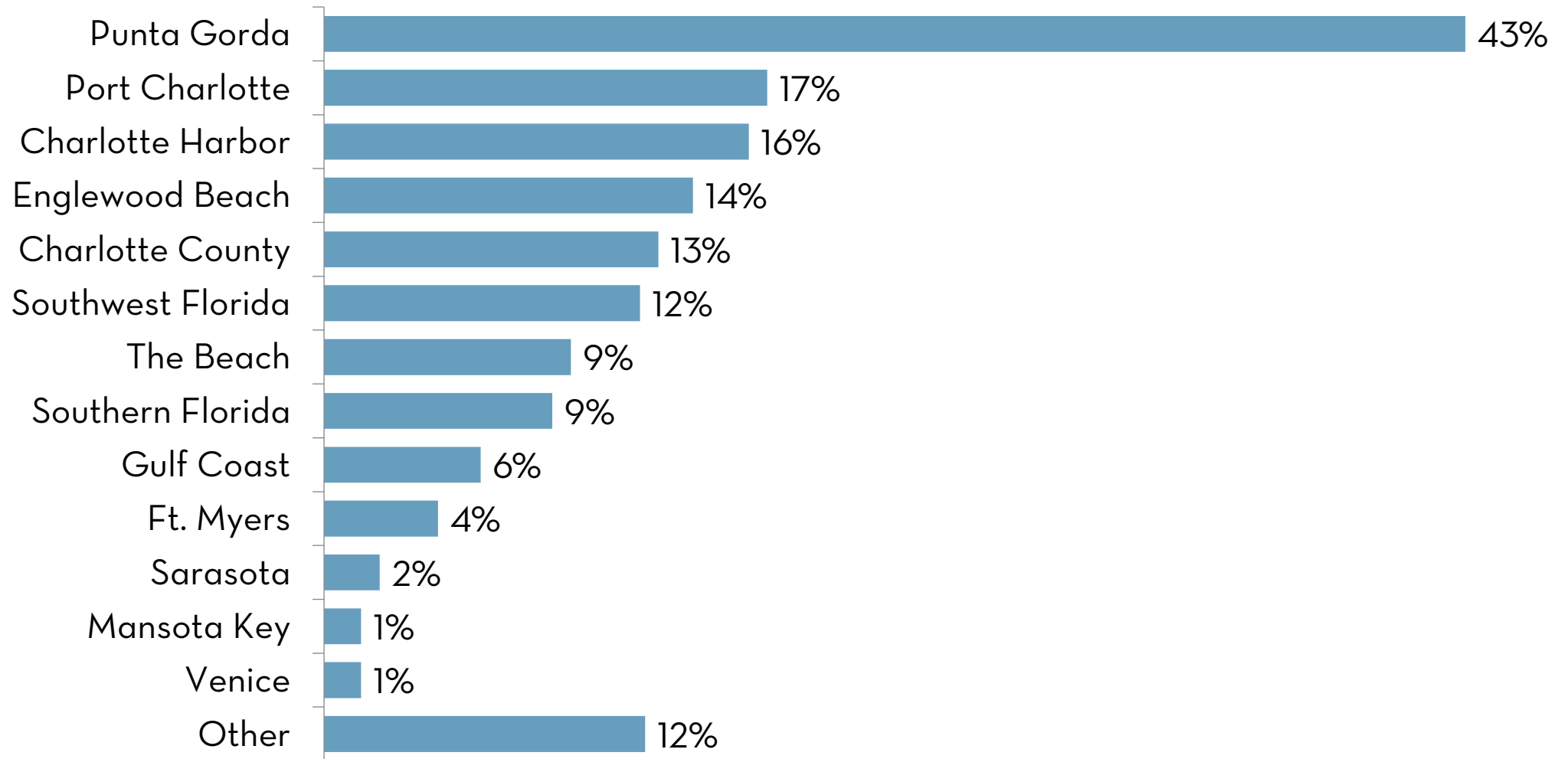The Charlotte Harbor Gulf Island Coast

downs & st. germain
R E S E A R C H

Visitor Satisfaction

» **94%** would recommend Punta Gorda/Englewood Beach to a friend

» **95%** will return[1]

» **92%** were satisfied or very satisfied with their stay

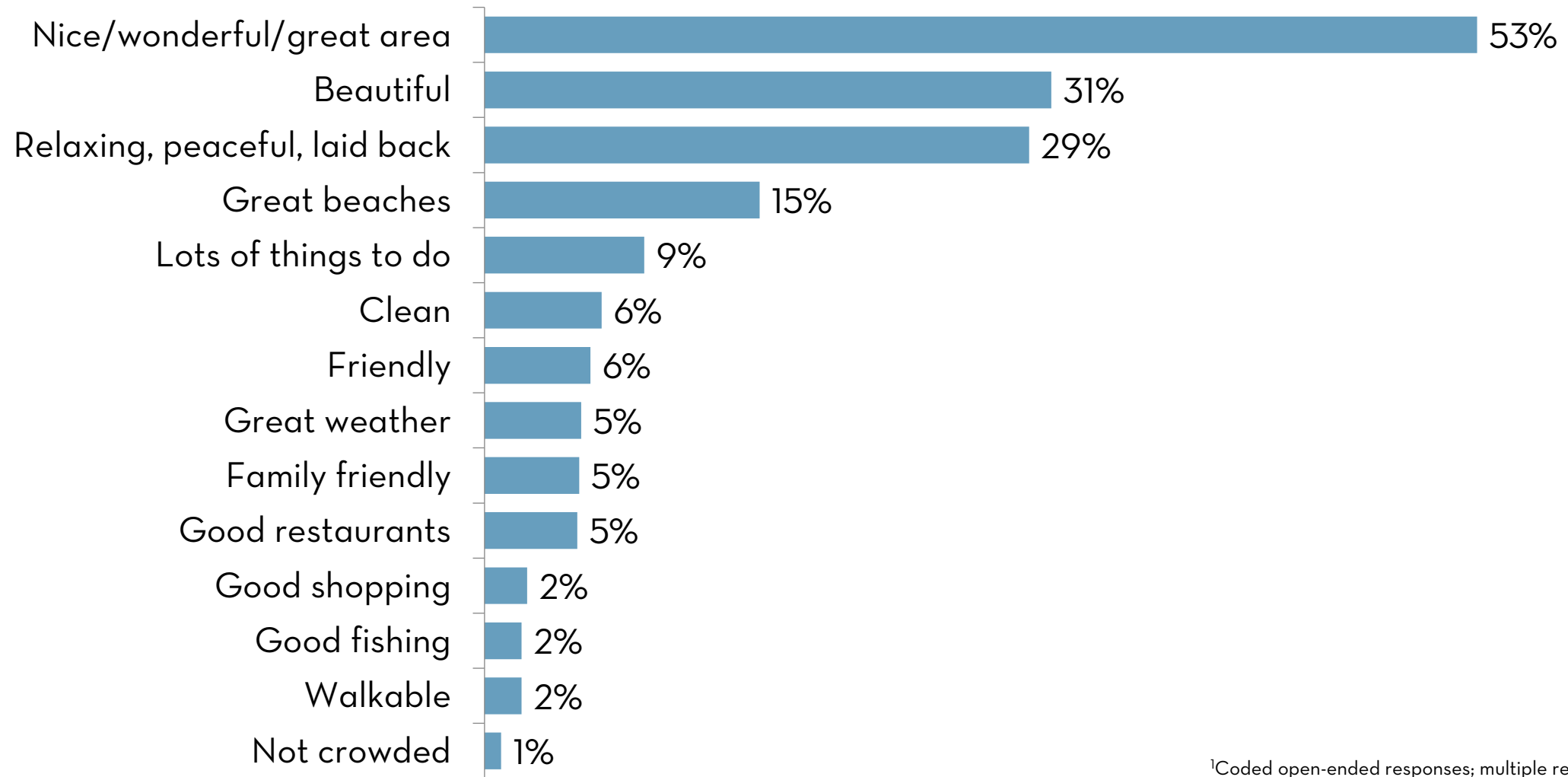| Category	Percentage
Very satisfied	63%
Satisfied	29%
Somewhat satisfied	4%
Dissatisfied	1%
Don't know/no opinion	3%

[1]2% are not sure about returning for the following reasons:
1. Prefer a variety of vacation spots; 2. Not enough to do during the day; 3. Too expensive.

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

downs & st. germain RESEARCH

If a friend asked where you were visiting, what would you call this area?[1]

Area	Percent
Punta Gorda	43%
Port Charlotte	17%
Charlotte Harbor	16%
Englewood Beach	14%
Charlotte County	13%
Southwest Florida	12%
The Beach	9%
Southern Florida	9%
Gulf Coast	6%
Ft. Myers	4%
Sarasota	2%
Mansota Key	1%
Venice	1%
Other	12%

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

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]

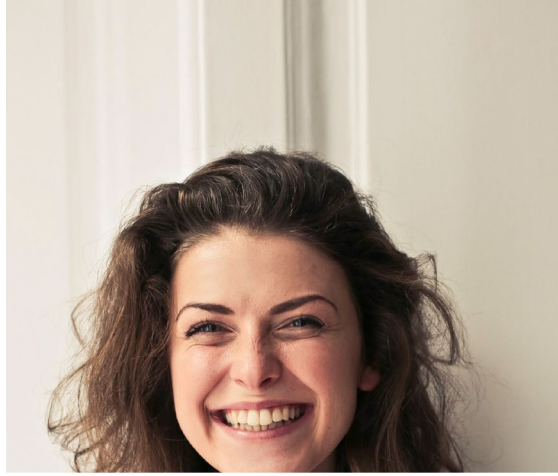| Description	Percentage
Nice/wonderful/great area	53%
Beautiful	31%
Relaxing, peaceful, laid back	29%
Great beaches	15%
Lots of things to do	9%
Clean	6%
Friendly	6%
Great weather	5%
Family friendly	5%
Good restaurants	5%
Good shopping	2%
Good fishing	2%
Walkable	2%
Not crowded	1%

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

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

"Punta Gorda is one of the best places in Florida to relax and enjoy family time."

"Charlotte County is so nice! It couldn't be more beautiful and there is plenty to do here even during everything that's going on."

"It's a great place for vacationing. The area is quiet and peaceful but also minutes away from anything you would need."

"Punta Gorda is a lovely small town. It is clean and a great place to walk on the beach."

Methodology

Visitor Tracking Study

» **433** 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, 2020 and September 30th, 2020**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

July – September 2020

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