

# Punta Gorda/Englewood Beach VCB Visitor Tracking Report October – December 2020



# Visitor Journey



# Executive Summary



# Visitor Journey – Impact of Tourism



# Key Performance Indicators

Visitor Statistics	Oct - Dec 2019	Oct - Dec 2020	Percent Change
<i>Visitors<sup>1</sup></i>	175,100	210,200	+20.0%
<i>Direct Expenditures<sup>2</sup></i>	\$109,807,000	\$111,850,200	+1.9%
<i>Total Economic Impact</i>	\$159,220,200	\$162,182,800	+1.9%

Lodging Statistics	Oct - Dec 2019	Oct - Dec 2020	Percent Change
<i>Occupancy<sup>3</sup></i>	55.3%	49.0%	-11.4%
<i>Room Rates<sup>3</sup></i>	\$111.37	\$127.57	+14.6%
<i>RevPAR<sup>3</sup></i>	\$61.61	\$62.51	+1.5%
<i>Room Nights<sup>3</sup></i>	293,080	247,985	-15.4%
<i>TDT Collections</i>	\$880,238	\$915,451	+4.0%

<sup>1</sup>Number of visitors increased significantly while occupancy was down because there were significantly more day trippers and visitors staying with friends and relatives in 2020. 2020 was also characterized by shorter length of stay and larger travel party sizes. In 2020, there were fewer Canadian visitors and fewer long-term visitors.

<sup>2</sup>Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

<sup>3</sup>Sources: STR and All The Rooms

# Travel Party Spending

- » Visiting travel parties spent \$218 per day and \$1,569 on their trip
- » Visitors staying in paid accommodations spent \$338 per day and \$3,448 on their trip



# Visitor Journey – Pre-Visit



# Trip Planning

- » Over 2 in 5 visitors planned their trip 1 month or less in advance
- » Top trip planning sources:



Previous visit (51%)



Friend, coworker, etc. (27%)



Internet (22%)

# Punta Gorda/Englewood Beach Promotions

- » 24% of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit
- » 66% of those who recalled advertising were influenced to come to the area
- » Top sources of noticed promotions:



Newspaper (30%)



Television (28%)



Online Article (21%)

# Top methods of Accommodation Booking<sup>1</sup>



44% Directly with hotel/condo



23% Online travel agency



8% Airbnb

# Transportation



64% of visitors drove to  
Punta Gorda/Englewood Beach



12% of all visitors flew in via  
the Punta Gorda Airport



12% of all visitors flew in via  
the Tampa International  
Airport

# Top Reasons for Visiting<sup>1</sup>



Visit friends/relatives (37%)



Relax & unwind (34%)



Beach (19%)



Family vacation (16%)

# Concerns with COVID-19

- » 1 in 5 visitors stated that concerns about COVID-19 played a role in them choosing to visit this area
- » Top reasons for choosing the area over others:



Preferred a safe destination (36%)



Preferred a smaller town (24%)



Preferred a less crowded destination (19%)

# Top Reasons for Choosing Punta Gorda/Englewood Beach over Other Destinations



Family/friends (44%)



Special event (18%)



Quiet, peaceful,  
laid back (8%)



Own a second home  
here (8%)

# Other Destinations Considered

- » 68% of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Other destinations considered:



Sarasota (13%)



Ft. Myers/  
Cape Coral (11%)



St. Petersburg/  
Clearwater (6%)



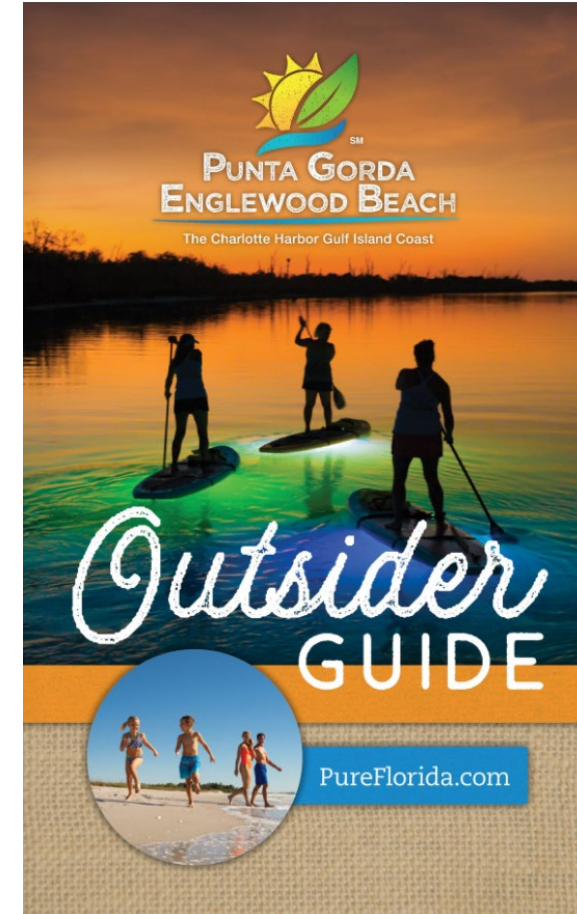
Tampa (5%)



Naples (5%)

# Visitors Guide

- » 7% of visitors requested a Visitors Guide
- » Visitors Guide received a rating of 8.7 out of 10.0<sup>1</sup>



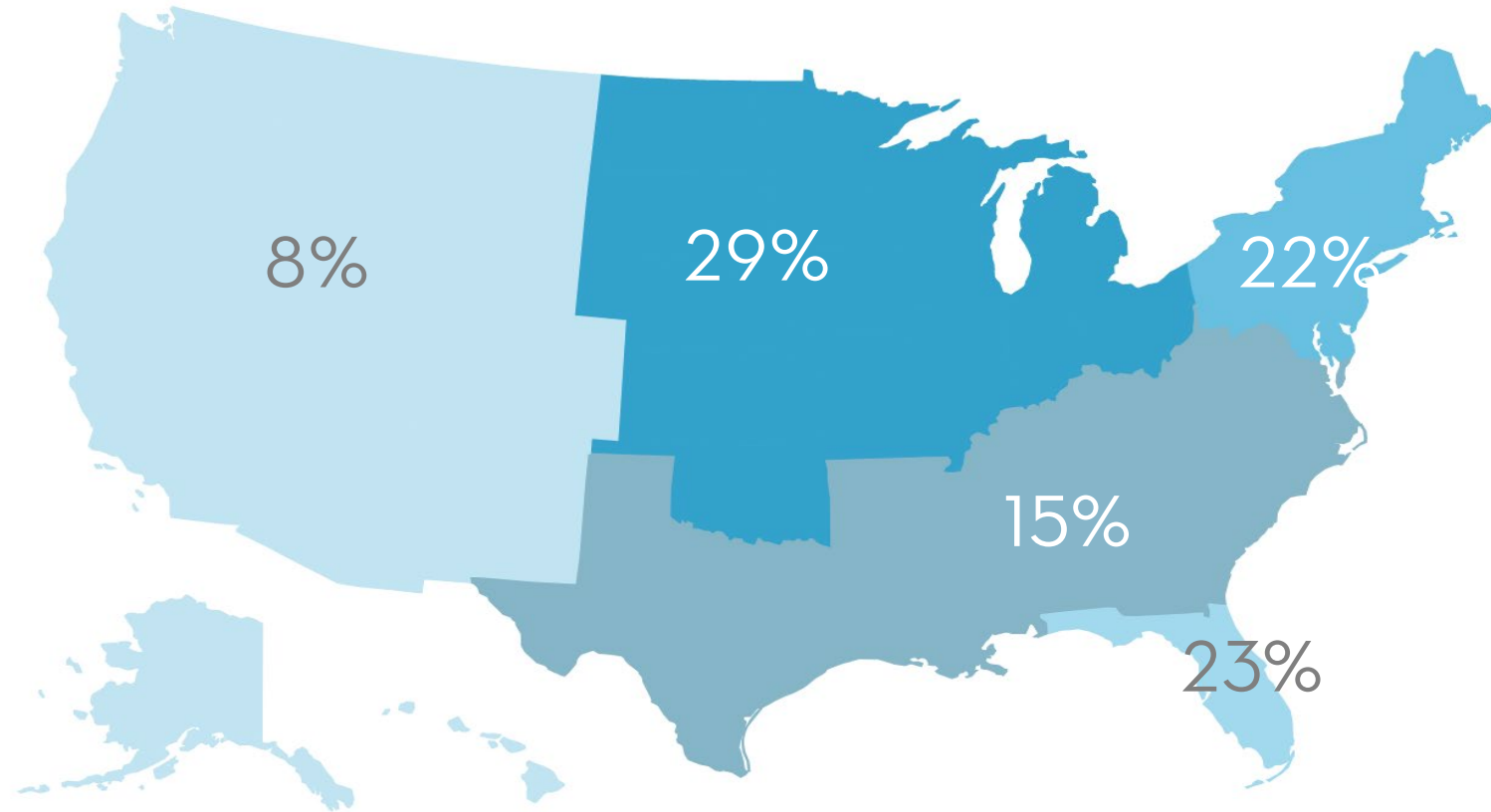
<sup>1</sup>Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

# Visitor Journey – Traveler Profile

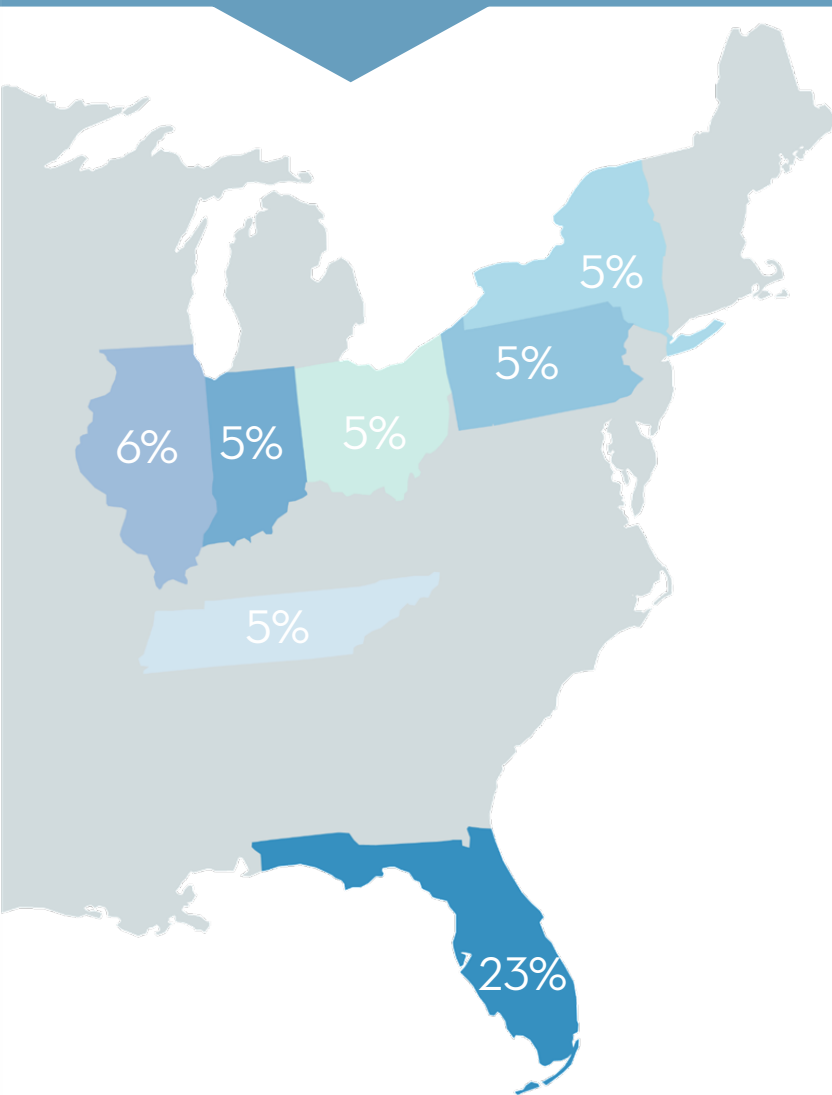


# Top Regional Origins of Visitors

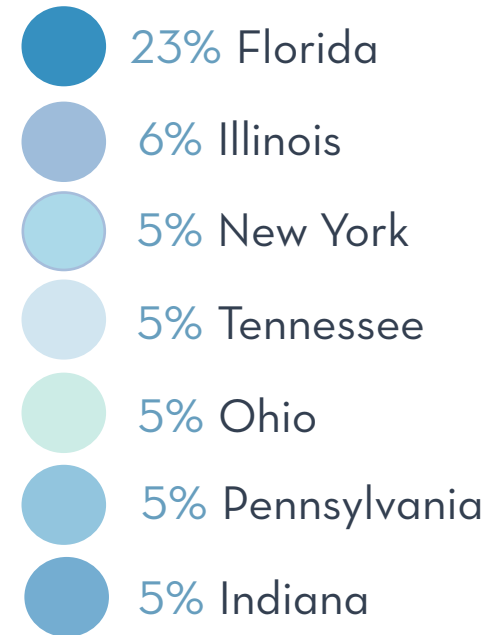
- » 97% of Charlotte County visitors lived in the United States
- » 3% of visitors to Charlotte County were from outside of the United States



# Top State Origins of Visitors



54% of visitors traveled to Charlotte County from 7 states



# Top Market Origins of Visitors

29% of visitors come from 7 markets



7% Naples-Ft. Myers



6% Sarasota-Bradenton



4% New York City<sup>1</sup>



3% Tampa Bay area



3% Washington DC-  
Baltimore



3% Miami-Ft.  
Lauderdale



3% Nashville

<sup>1</sup>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 2.9 people
- » 37% traveled with at least one person under the age of 20
- » Almost 2 in 5 traveled as a family, while 1 in 3 visitors traveled as a couple



# Length of Stay – All Visitors\*

- » Visitors spent 7.2<sup>1</sup> nights in Punta Gorda/Englewood Beach



<sup>1</sup>Nights stayed capped at 30 nights. Average length of stay is 17.6 nights when nights stayed is not capped.

\*Nights stayed includes Day Trippers.

# First Time Visitors

- » 23% were first time visitors
- » 25% had visited more than 10 times



# Typical Punta Gorda/Englewood Beach Visitor

## » The typical Visitor:

- » Was 51 years old
- » Had a median household income of \$89,000
- » Was female (54%)
- » Was from:
  - » Southeast (38%)
  - » Midwest (29%)



# Typical Day Trip Visitor



- » The Typical Day Trip Visitor:
  - » Was 54 years old
  - » Had a median household income of \$80,200
  - » Was female (57%)
  - » Was from:
    - » Naples-Ft. Myers (18%)
    - » Sarasota-Bradenton (16%)

# Typical Vacationer Visitor

## » The Typical Vacationer<sup>1</sup> Visitor:

- » Was 42 years old
- » Had a median household income of \$91,700
- » Was female (56%)
- » Stayed in Punta Gorda/Englewood Beach for 4.1 nights
- » Was from:
  - » Southeast (39%)
  - » Midwest (25%)



<sup>1</sup>Travel parties who stayed 1-10 nights.

# Typical Long-Term Visitor

## » The Typical Long-Term<sup>1</sup> Visitor:

- » Was 57 years old
- » Had a median household income of \$90,600
- » Was female (52%)
- » Stayed in Punta Gorda/Englewood Beach for 25 nights
- » Was from
  - » Northeast (40%)
  - » Midwest (39%)



<sup>1</sup>Travel parties who stayed more than 10 nights.

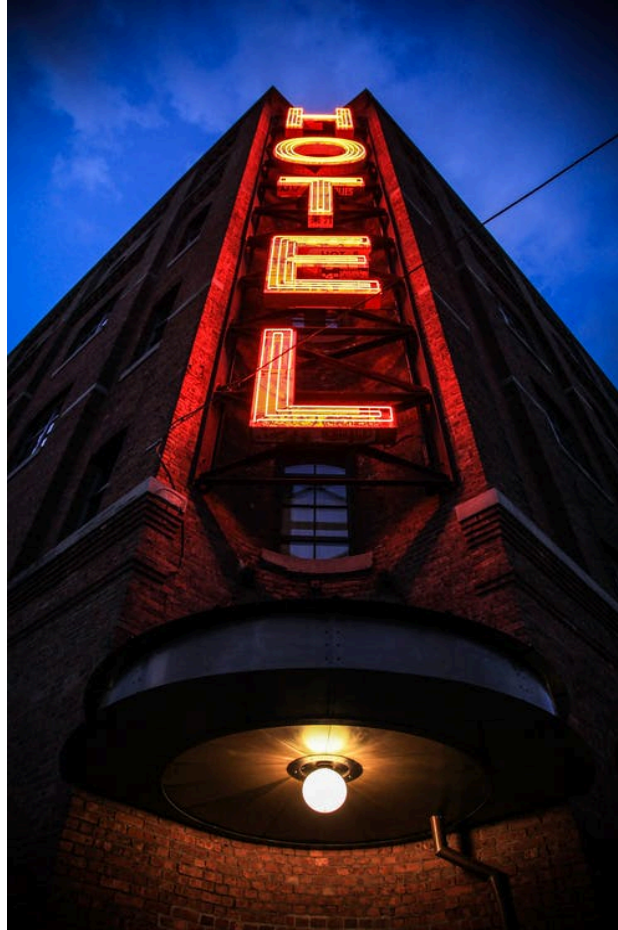
# Visitor Journey – Trip Experience



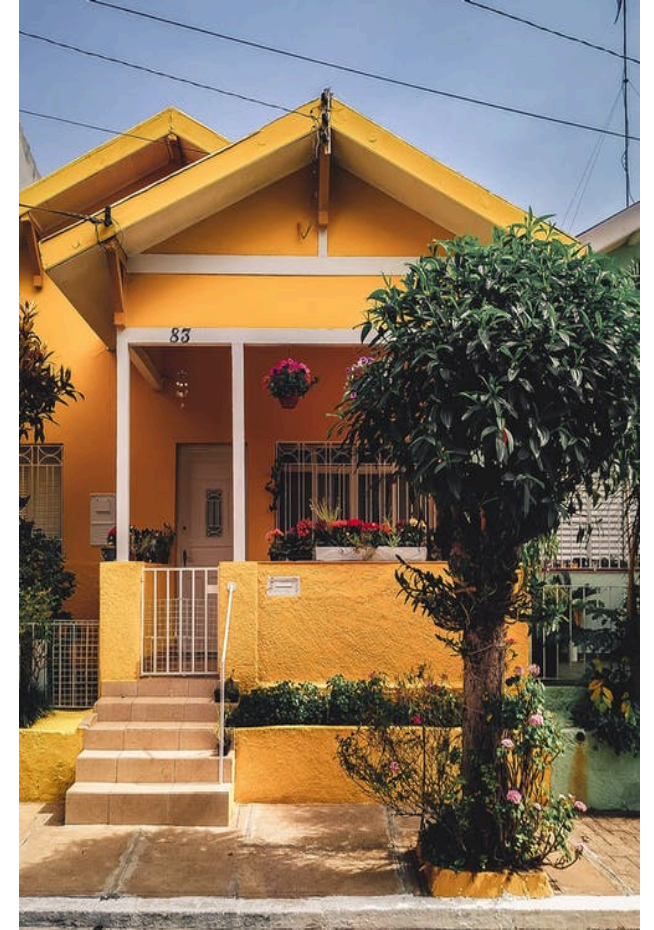
# Top Visitor Accommodations



27% Day tripper

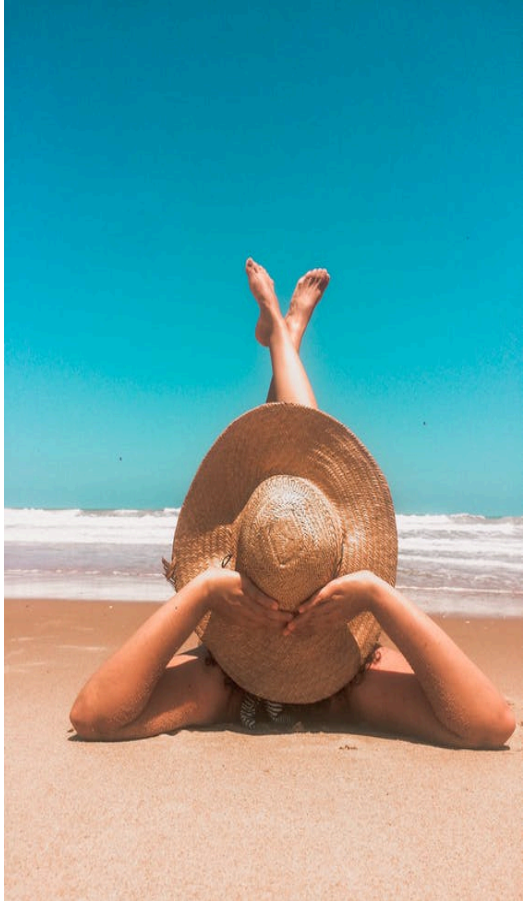


25% Hotel/motel/resort



21% Family/friend's residence

# Top Activities During Visit<sup>1</sup>



Relax & unwind (50%)



Beach (47%)



Visit friends/relatives (46%)



Restaurants (41%)

<sup>1</sup>Multiple responses permitted

# Reason for Visit vs. Visitor Activities



<sup>1</sup>Multiple responses permitted.

# Visitor Journey – Post-Trip Evaluation



# Visitor Satisfaction

- » 95% of visitors would recommend Punta Gorda/Englewood Beach
- » 97% will return
- » 96% were satisfied or very satisfied with their stay



# Perceptions of Punta Gorda/Englewood Beach

If a friend asked where you were visiting, what would you call this area?<sup>1</sup>

- » Punta Gorda (38%)
- » Port Charlotte (22%)
- » Englewood Beach (13%)



<sup>1</sup>Coded open-ended responses; multiple responses permitted.

# Perceptions of Punta Gorda/Englewood Beach



## *Great Area:*

*"Punta Gorda is a great, safe and fun place to visit. We will definitely come back."*



*Beautiful:*  
*"This area is so beautiful! I love the boardwalk and spending time outdoors."*



## *Relaxing:*

*"Charlotte County is a great place to relax and lay low, but there is still plenty to do in the area."*



# Detailed Findings



# Visitor Journey – 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 **\$111,850,200** over the course of their visits

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
<i>Visitors</i>	<i>80,800</i>	<i>71,600</i>	<i>57,800</i>	<i>210,200</i>
<i>Spending</i>	<i>\$70,901,500</i>	<i>\$38,195,100</i>	<i>\$2,753,600</i>	<i>\$111,850,200</i>

# Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Lodging</i>	<i>\$128</i>	<i>\$0</i>	<i>\$0</i>	<i>\$49</i>
<i>Restaurants</i>	<i>\$69</i>	<i>\$48</i>	<i>\$45</i>	<i>\$56</i>
<i>Groceries</i>	<i>\$26</i>	<i>\$25</i>	<i>\$8</i>	<i>\$21</i>
<i>Shopping</i>	<i>\$49</i>	<i>\$22</i>	<i>\$36</i>	<i>\$36</i>
<i>Entertainment</i>	<i>\$40</i>	<i>\$32</i>	<i>\$20</i>	<i>\$31</i>
<i>Transportation</i>	<i>\$20</i>	<i>\$19</i>	<i>\$17</i>	<i>\$19</i>
<i>Other</i>	<i>\$6</i>	<i>\$8</i>	<i>\$4</i>	<i>\$6</i>
<i>Total</i>	<i>\$338</i>	<i>\$154</i>	<i>\$130</i>	<i>\$218</i>

# Total Travel Party Spending

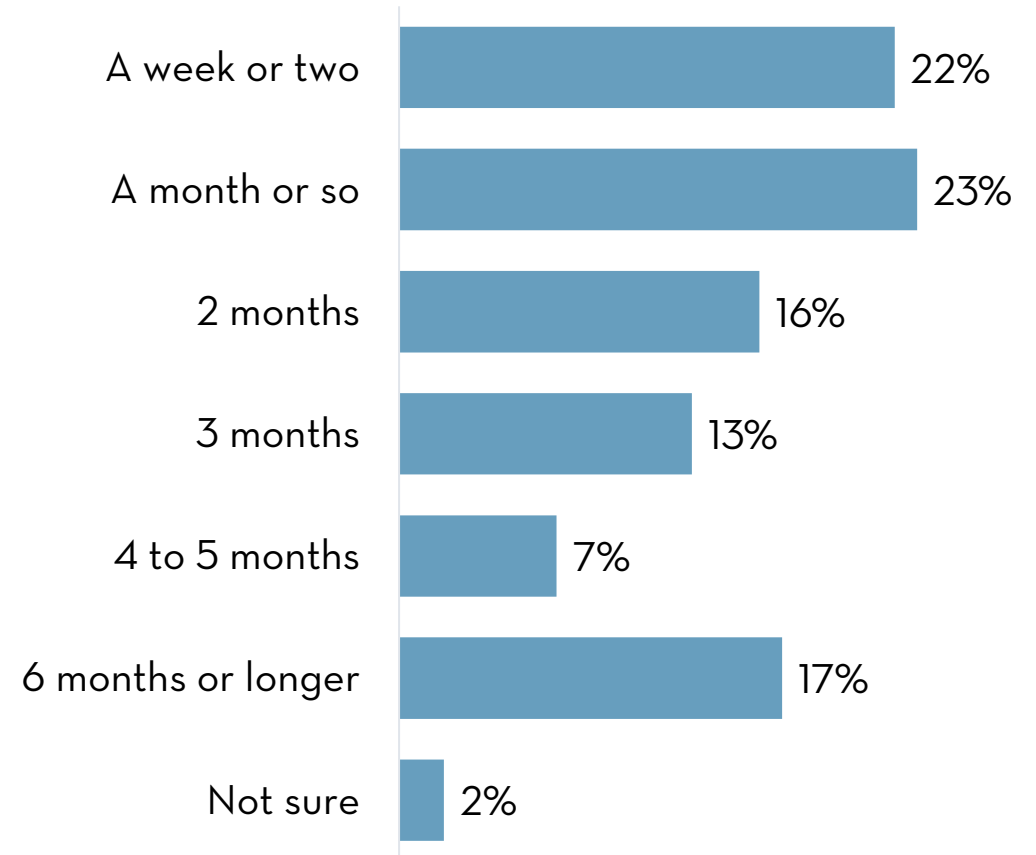
	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Lodging</i>	<i>\$1,306</i>	<i>\$0</i>	<i>\$0</i>	<i>\$353</i>
<i>Restaurants</i>	<i>\$704</i>	<i>\$427</i>	<i>\$45</i>	<i>\$403</i>
<i>Groceries</i>	<i>\$265</i>	<i>\$223</i>	<i>\$8</i>	<i>\$151</i>
<i>Shopping</i>	<i>\$500</i>	<i>\$196</i>	<i>\$36</i>	<i>\$259</i>
<i>Entertainment</i>	<i>\$408</i>	<i>\$285</i>	<i>\$20</i>	<i>\$223</i>
<i>Transportation</i>	<i>\$204</i>	<i>\$169</i>	<i>\$17</i>	<i>\$137</i>
<i>Other</i>	<i>\$61</i>	<i>\$71</i>	<i>\$4</i>	<i>\$43</i>
<i>Total</i>	<i>\$3,448</i>	<i>\$1,371</i>	<i>\$130</i>	<i>\$1,569</i>

# Visitor Journey – Pre-Visit



# Trip Planning Cycle

- » Over 2 in 5 visitors had short planning windows (less than a month)
- » Nearly 2 in 5 visitors planned their trips at least 3 months in advance



# Trip Planning Sources<sup>1</sup>

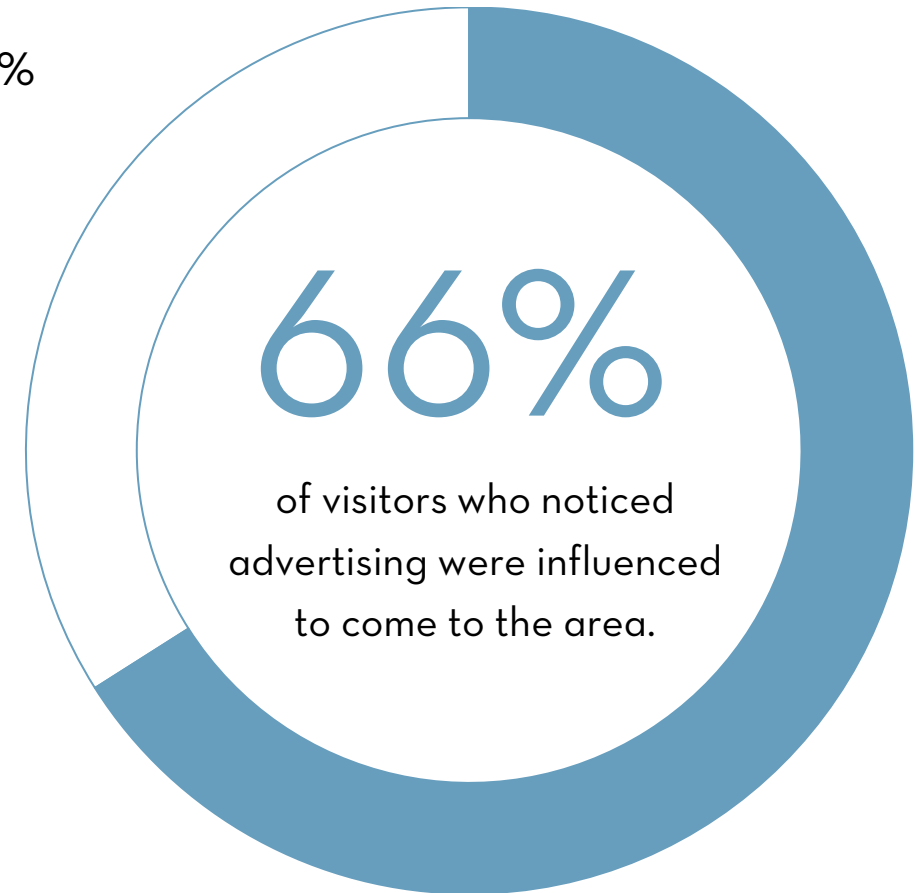
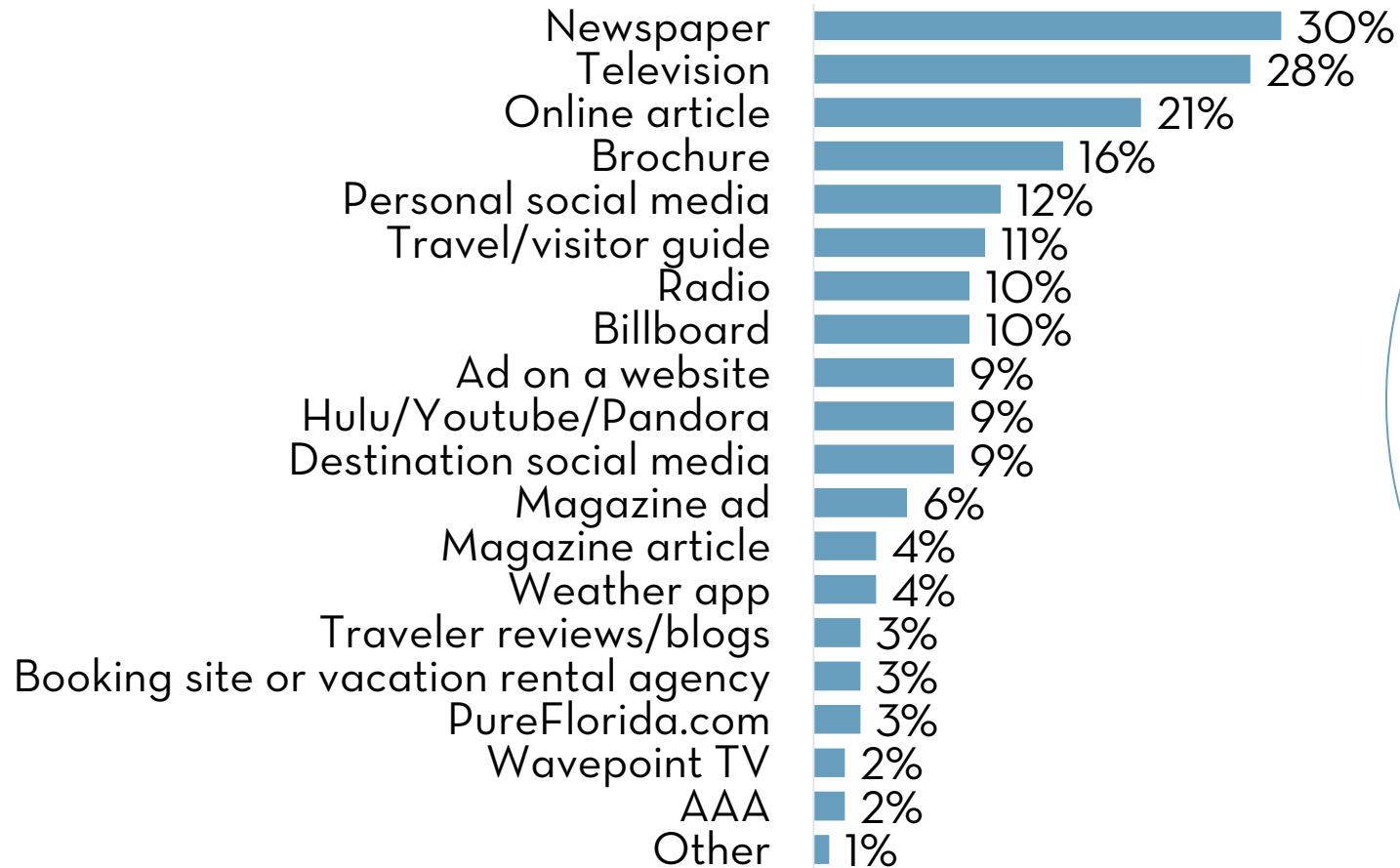
- » Over 1 in 5 visitors planned their trips on the internet
  - » Social networking sites and booking sites were the top sources among internet users

Trip Planning Source	
Previous Visit	51%
Friend, co-worker, etc.	27%
Internet	22%
Social networking sites	8%
Booking websites	5%
Brochures/travel guides/visitor guides	4%
Special events	4%
Newspapers	2%
Television	2%
AAA	2%
Magazines	2%
Other	4%
None/don't know	8%

<sup>1</sup>Multiple responses permitted.

# Punta Gorda/Englewood Beach Promotions<sup>1</sup>

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



<sup>1</sup>Multiple responses permitted.

# Charlotte County Promotion Influences

- » Awareness of promotions for the destination was highest among overnight visitors

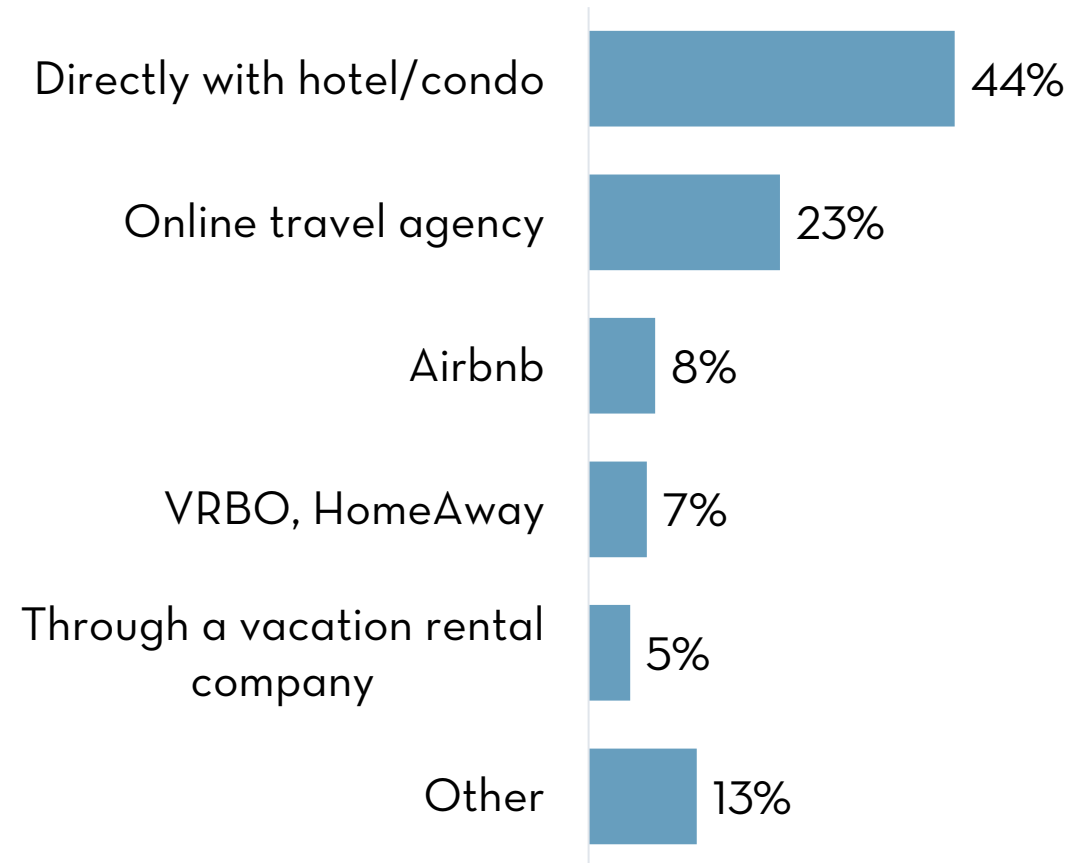
Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Yes</i>	<i>28%</i>	<i>29%</i>	<i>17%</i>	<i>24%</i>
<i>No</i>	<i>65%</i>	<i>66%</i>	<i>76%</i>	<i>70%</i>
<i>Don't know</i>	<i>7%</i>	<i>5%</i>	<i>7%</i>	<i>6%</i>

- » Visitors who stayed in paid accommodations were more impacted by promotions

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Yes</i>	<i>86%</i>	<i>55%</i>	<i>65%</i>	<i>66%</i>
<i>No</i>	<i>11%</i>	<i>45%</i>	<i>35%</i>	<i>31%</i>
<i>Don't know</i>	<i>3%</i>	<i>5%</i>	<i>0%</i>	<i>3%</i>

# Paid Accommodation Booking<sup>1</sup>

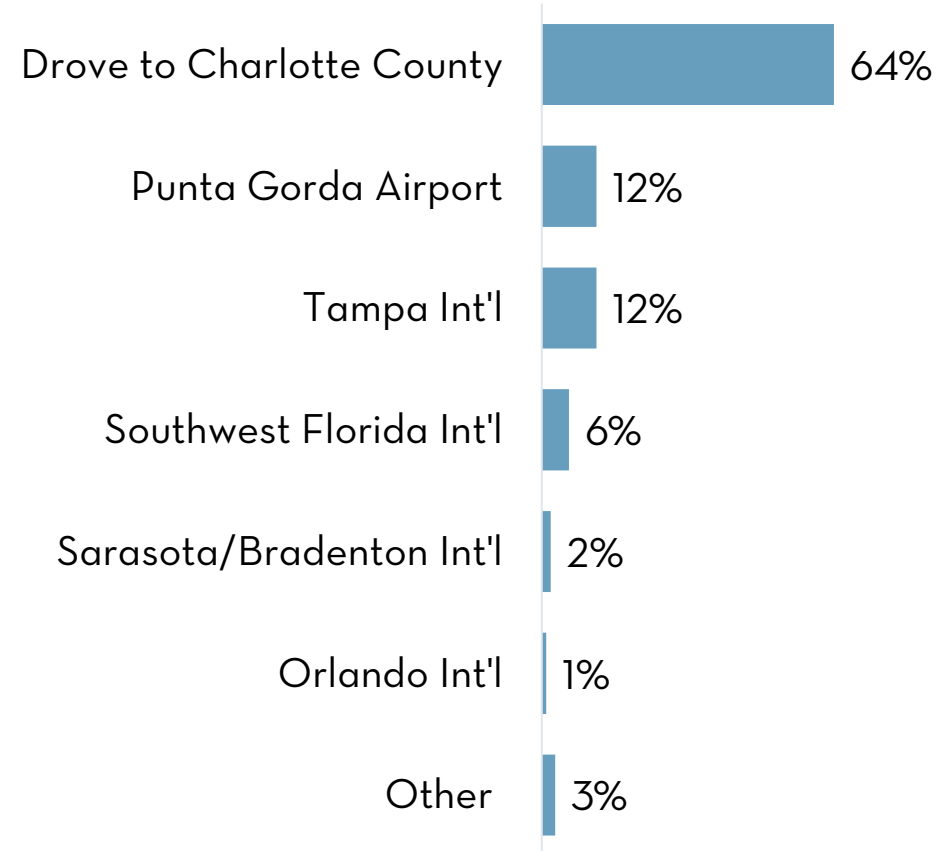
- » Over 2 in 5 of the visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Online travel agencies accounted for almost 1 in 4 bookings



Visitors staying in paid accommodations.

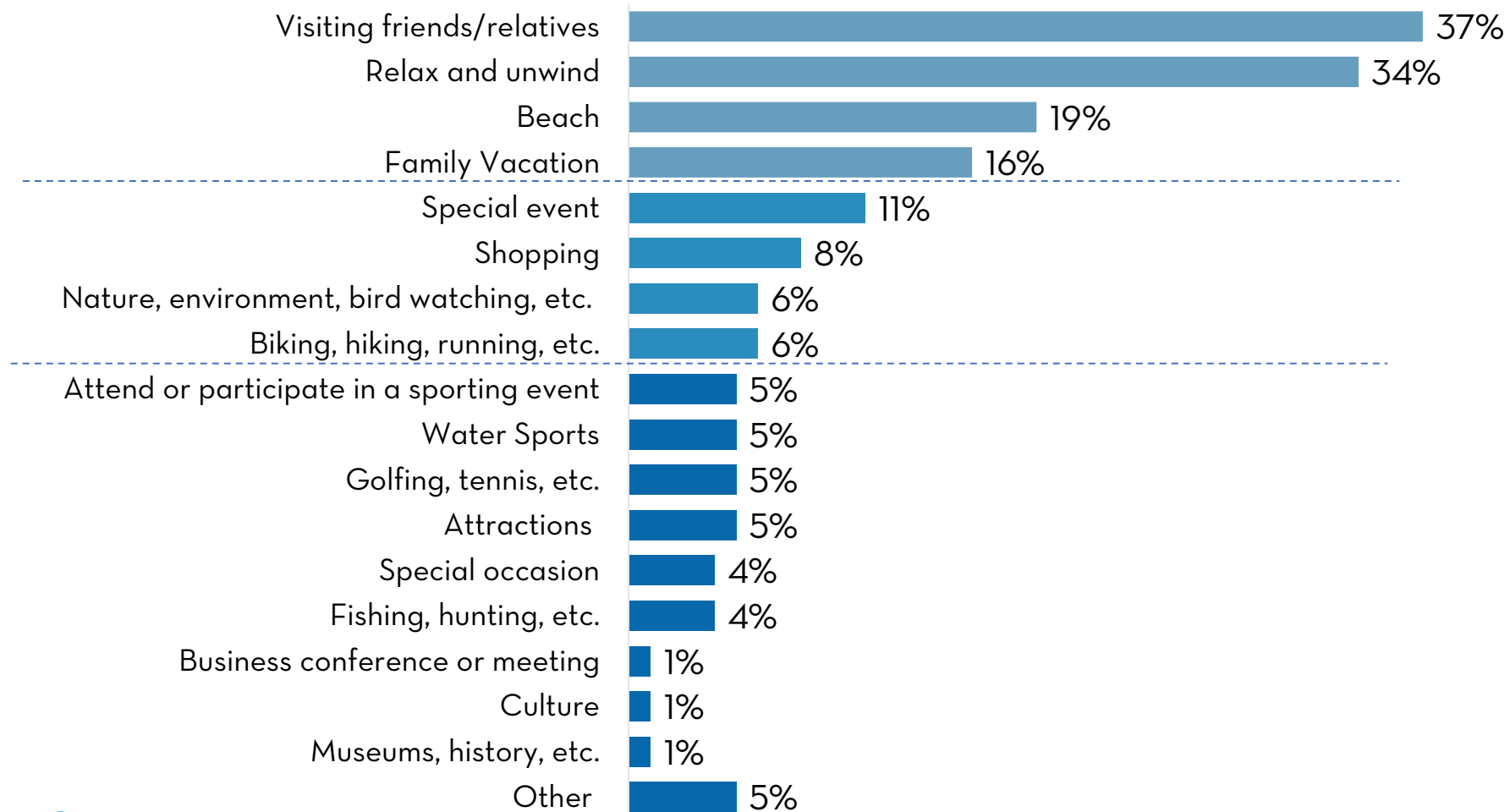
# Visitor Transportation

- » Almost 2 in 3 visitors drove to Punta Gorda/Englewood Beach (64%)
- » Almost 1 in 8 visitors flew into the Punta Gorda Airport (12%)
- » Almost 1 in 8 visitors flew into Tampa International (12%)



# Reasons for Visiting<sup>1</sup>

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

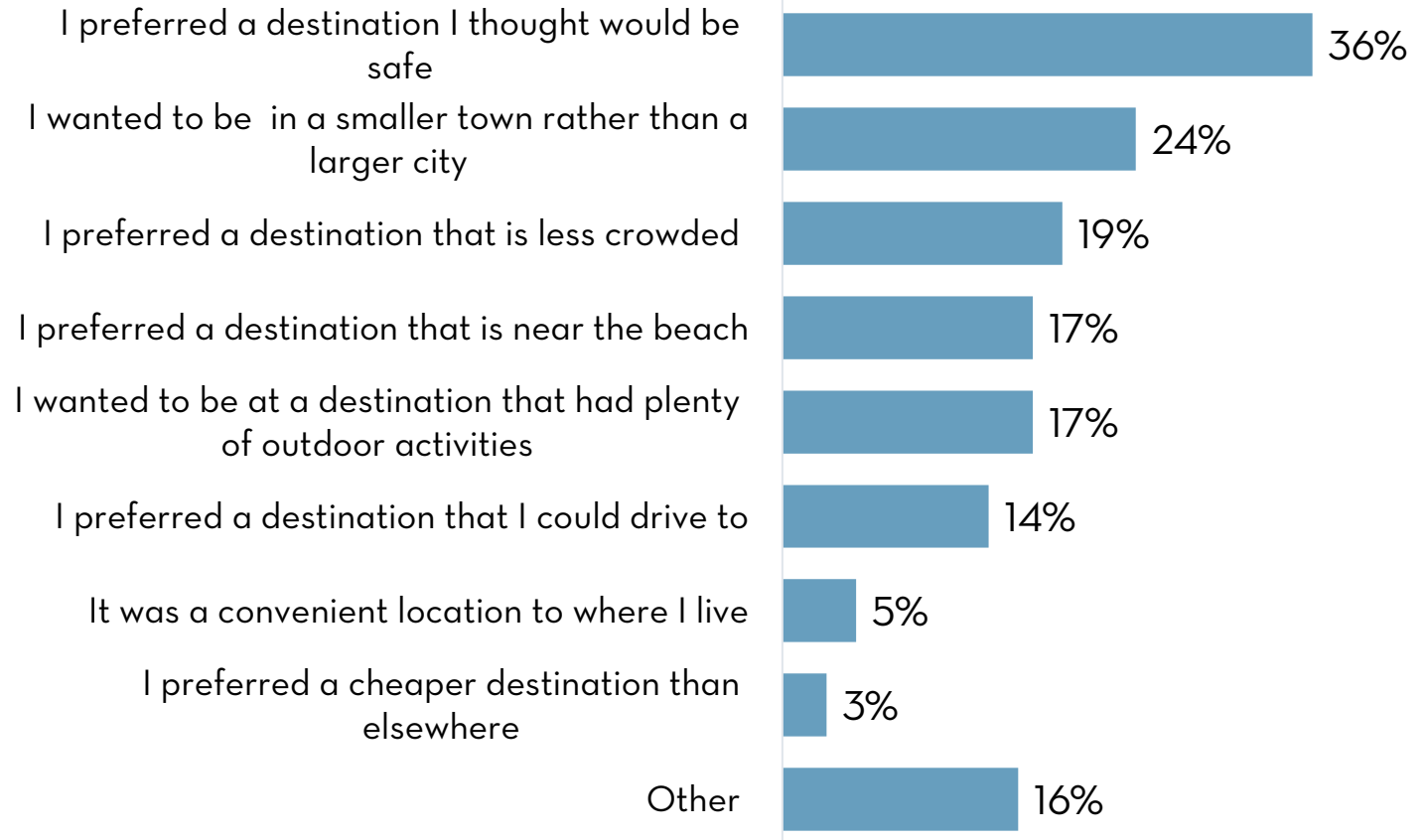


<sup>1</sup>Multiple responses permitted.

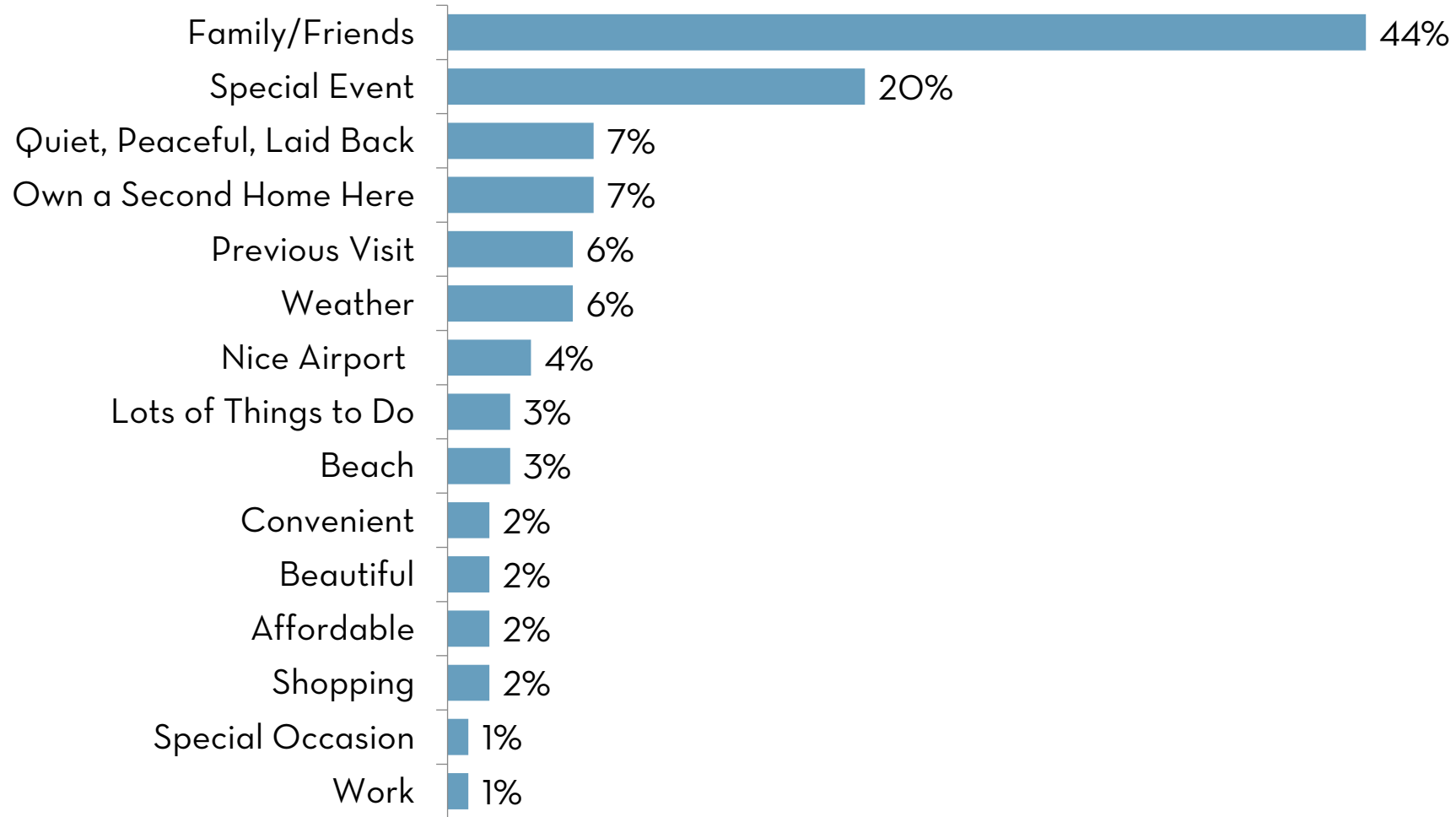
# Concerns over COVID-19

» 1 in 5 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:



# Why did you choose to come to this area over other vacation destinations?<sup>1</sup>

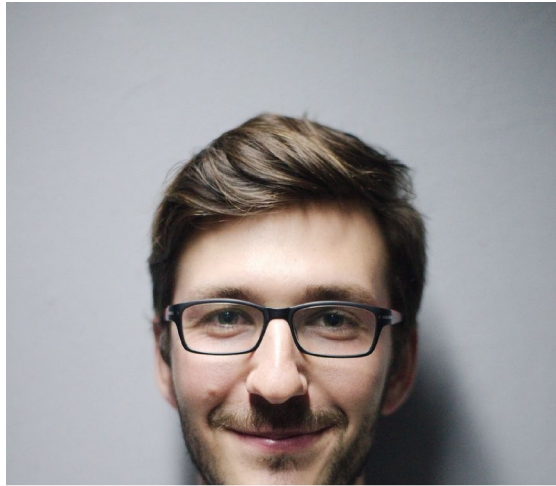


<sup>1</sup>Coded open-ended responses; multiple responses permitted.

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



“My sister lives here and has been telling us about how nice the area is!”



“We came here for the BMX racing event but we will definitely be back for a future vacation.”



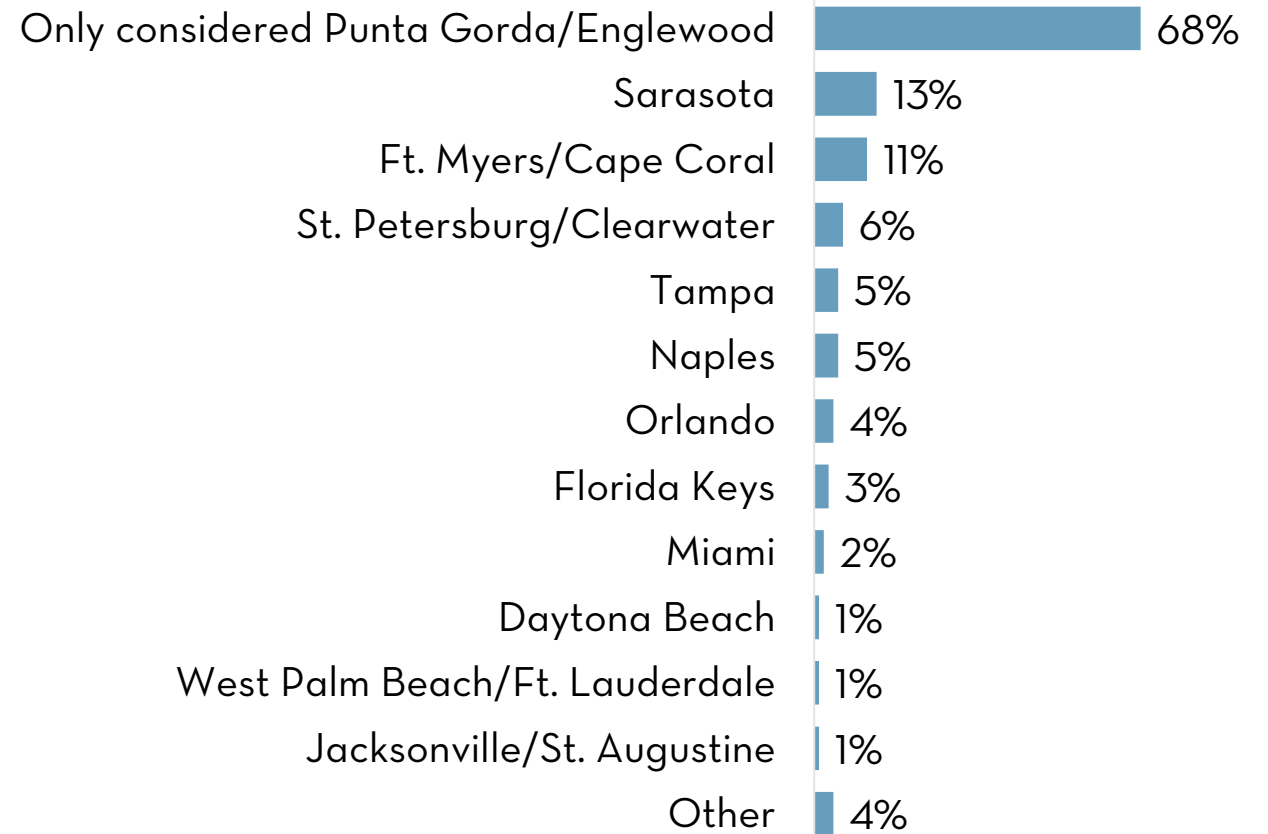
“Punta Gorda isn’t crowded but is still beautiful and has some low key good restaurants.”



“My friends and family have been wanting to go on a vacation here for a while now and we finally decided to come down.”

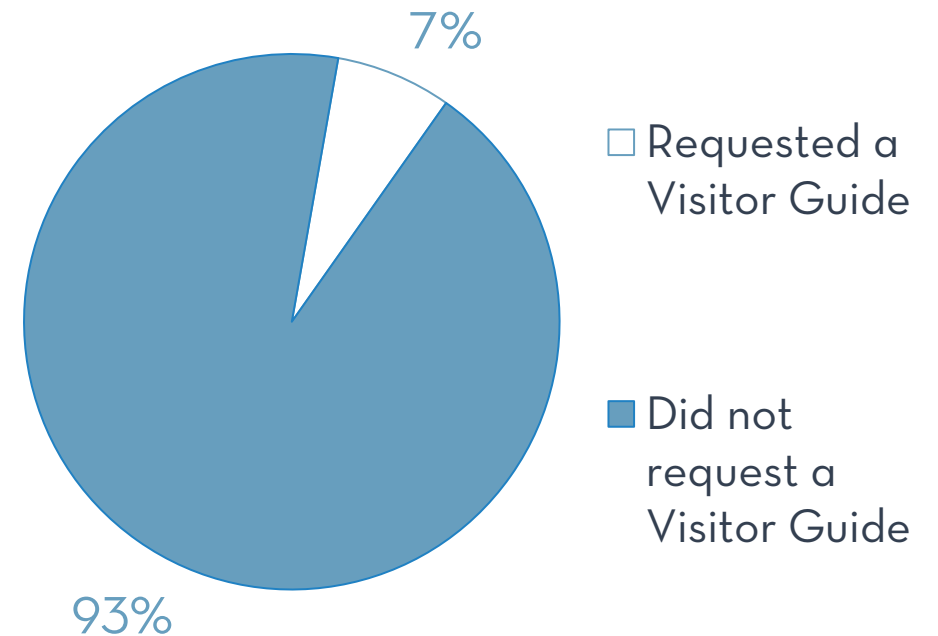
# Other Destinations Considered<sup>1</sup>

- » Over 2 in 3 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



# Visitors Guide

- » 7% of visitors requested a Visitors Guide before their trip
  - » 3% requested a print version
  - » 4% requested an online version
- » Visitors Guide received a rating of 8.7 out of 10.0<sup>1</sup>

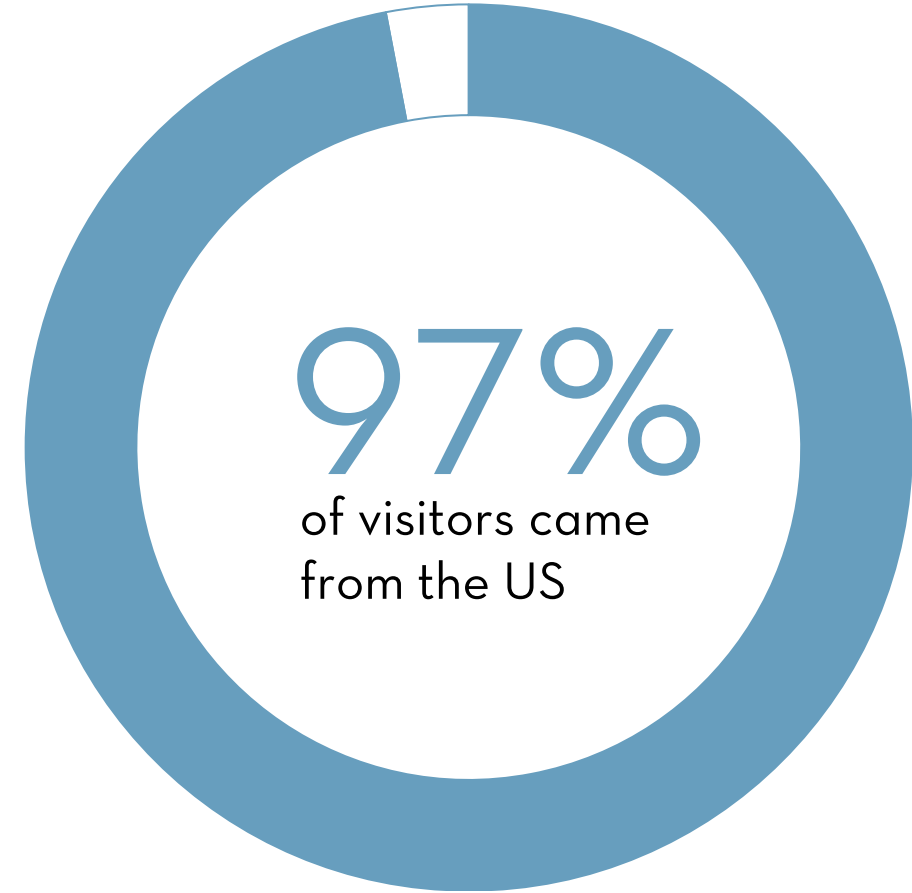
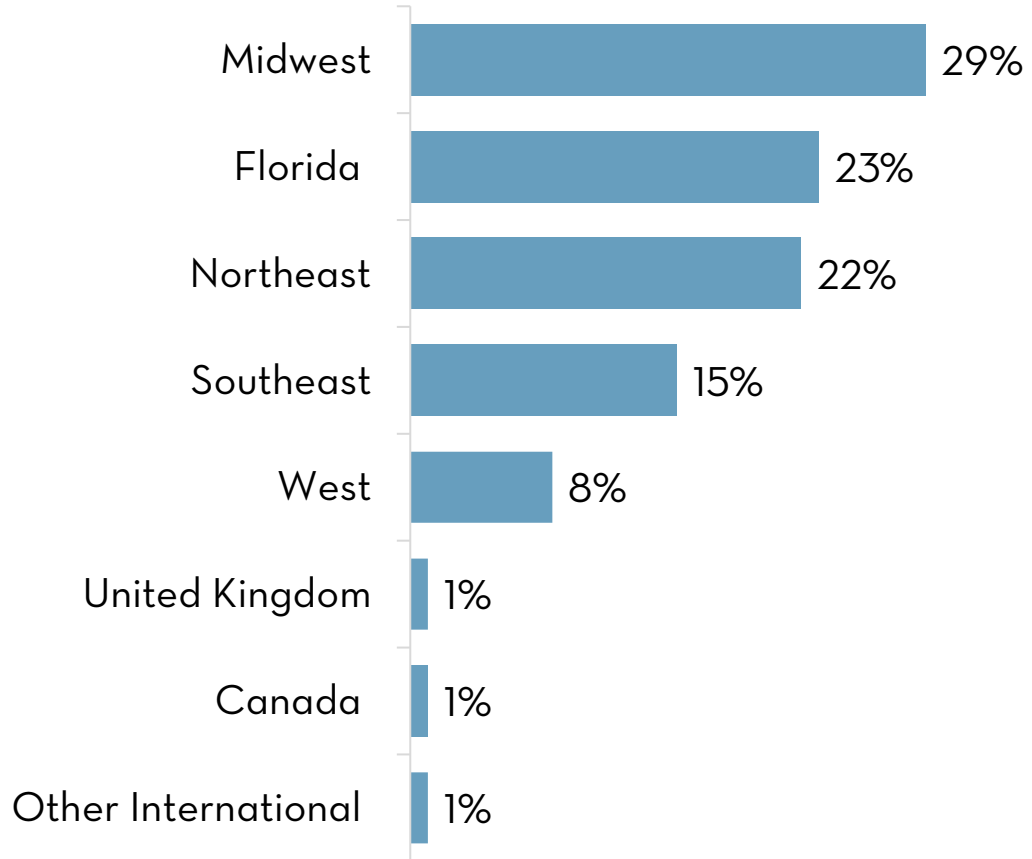


<sup>1</sup>Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

# Visitor Journey – Traveler Profile

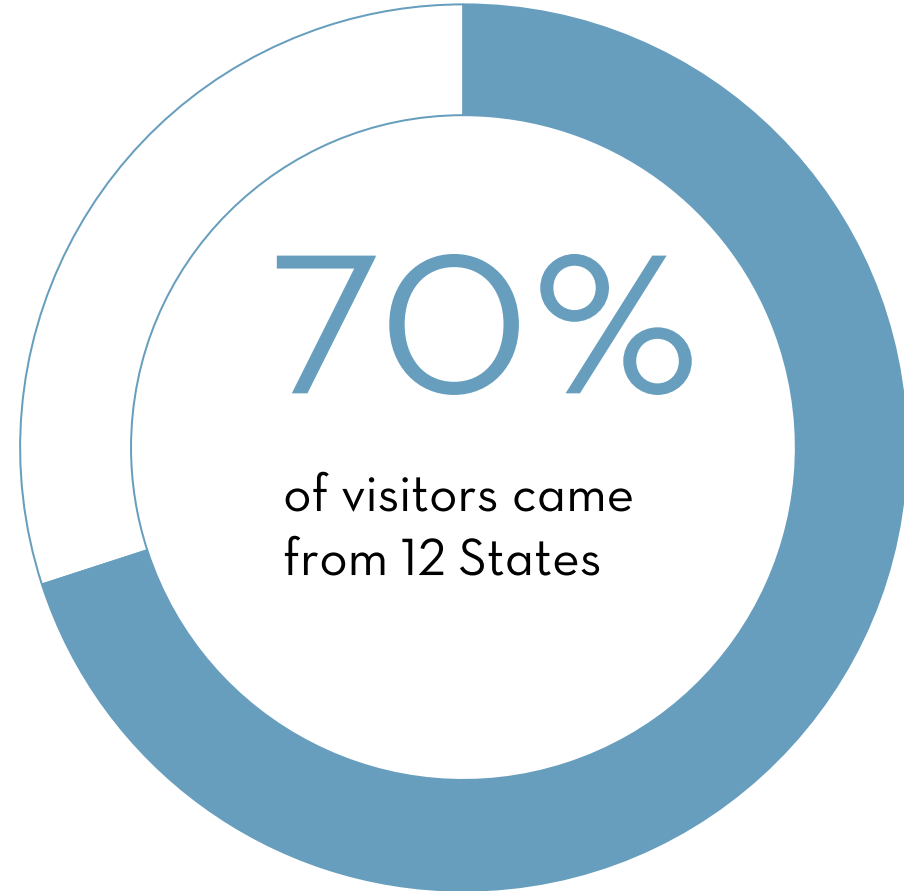


# Origin of Visitors



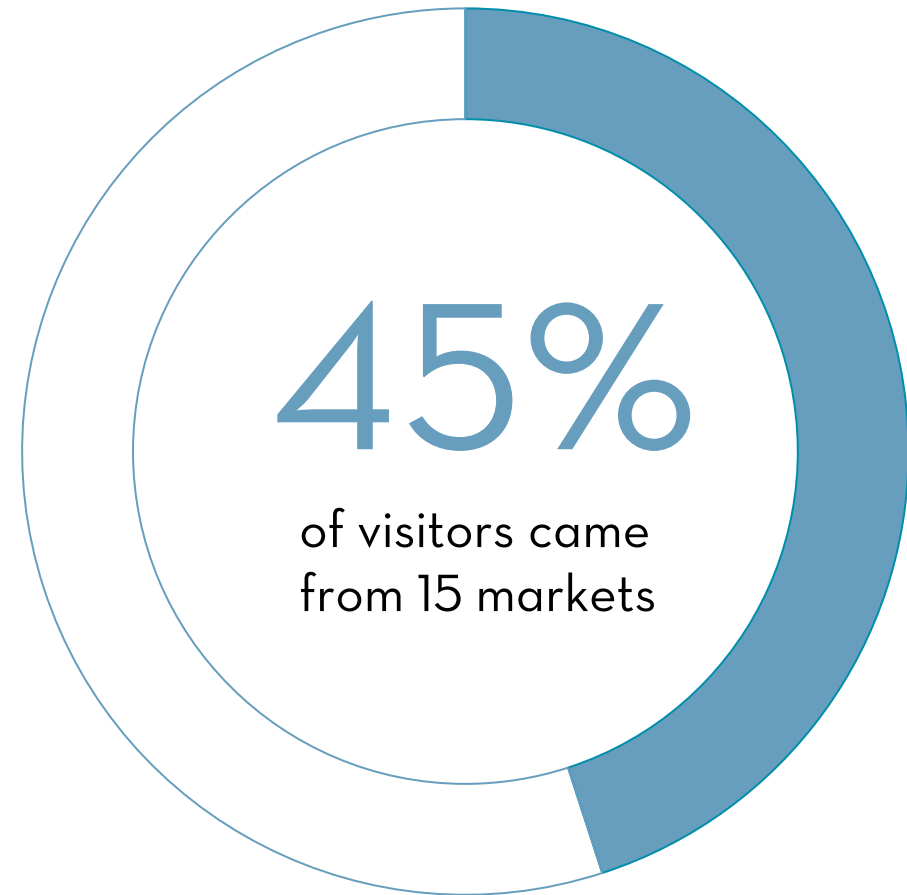
# Origin of Visitors

Origin	Percentage of Visitors
Florida	23%
Illinois	6%
New York	5%
Tennessee	5%
Ohio	5%
Pennsylvania	5%
Indiana	5%
Michigan	4%
Massachusetts	3%
Georgia	3%
Texas	3%
New Jersey	3%



# Origin of Visitors

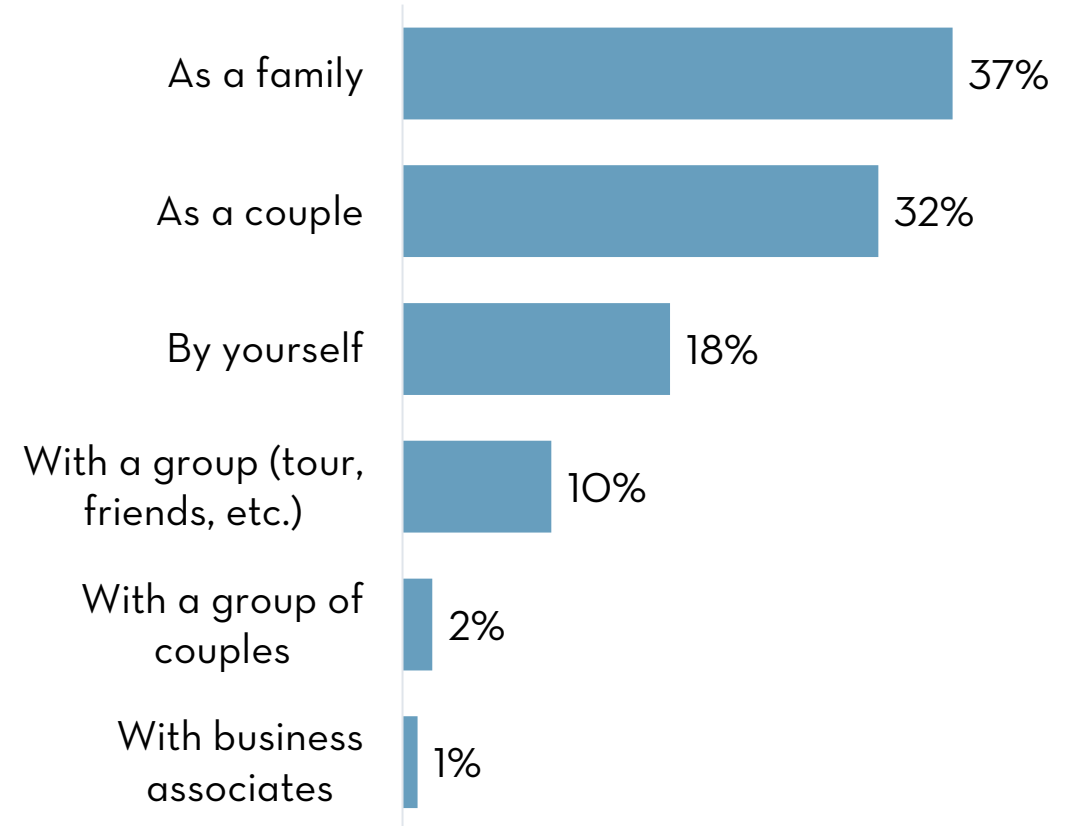
Market	% of Visitors
Naples-Ft. Myers	7%
Sarasota-Bradenton	6%
New York City <sup>1</sup>	4%
Tampa Bay area	3%
Washington DC-Baltimore	3%
Miami-Ft. Lauderdale	3%
Nashville	3%
Chicago	2%
Cincinnati	2%
Indianapolis	2%
Atlanta	2%
St. Louis	2%
Orlando	2%
Pittsburgh	2%
Grand Rapids	2%



<sup>1</sup>NYC metro area includes parts of New York, New Jersey & Connecticut.

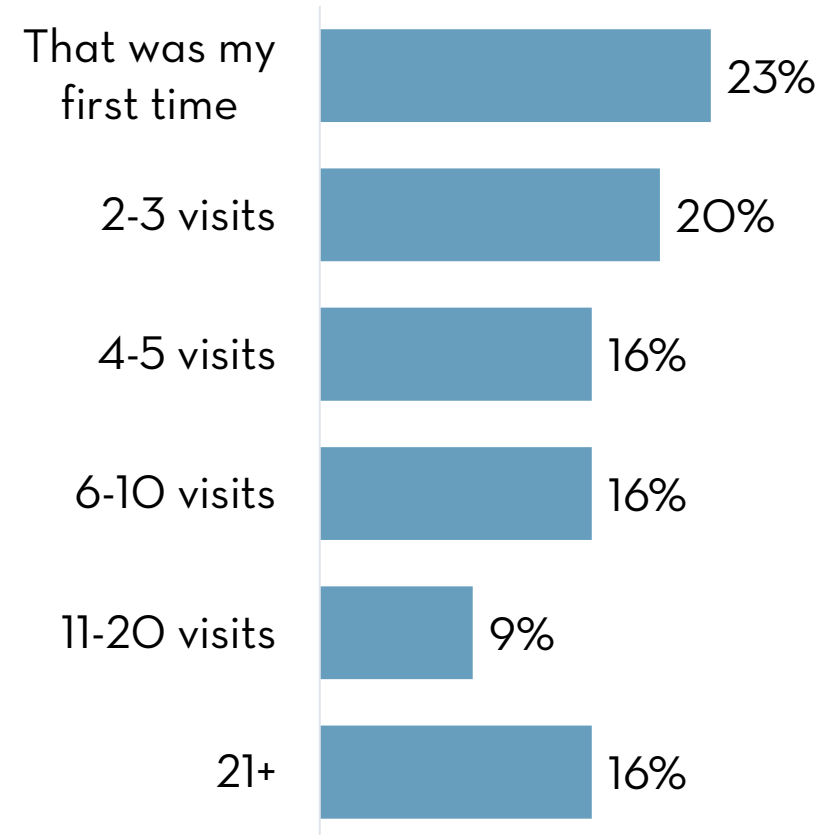
# Travel Parties

- » The typical visitor traveled in a party composed of 2.9 people
- » 37% traveled with children under 20
- » Almost 2 in 5 visitors traveled as a family



# Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitor spent 7.2<sup>1</sup> nights in Punta Gorda/Englewood Beach
  - » When including long term visitors<sup>2</sup>, average nights stayed is 17.6
- » 23% were first time visitors
- » 25% had visited more than 10 times



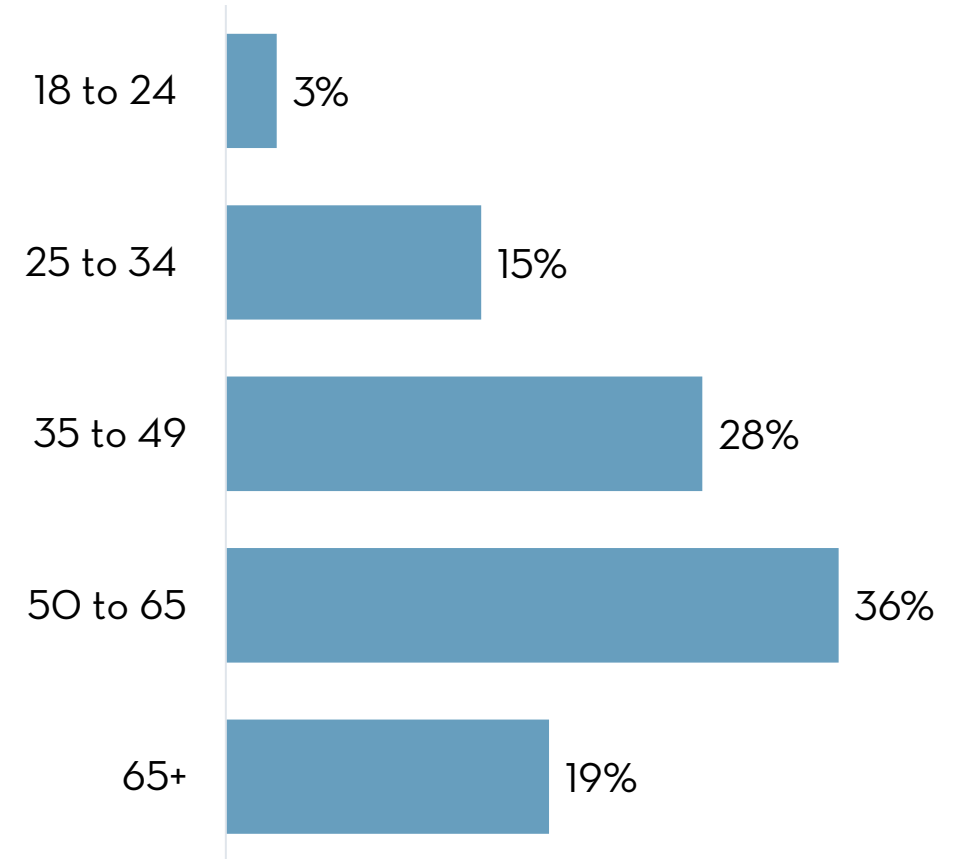
# Punta Gorda/Englewood Length of Stay

- » Visitors who stayed in paid accommodations spent more time in Punta Gorda/Englewood Beach than the average visitor

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
<i>Length of Stay</i>	<i>10.2</i>	<i>8.9</i>	<i>1.0</i>	<i>7.2</i>
<i>Travel Party Size</i>	<i>3.3</i>	<i>2.6</i>	<i>2.7</i>	<i>2.9</i>

# Age

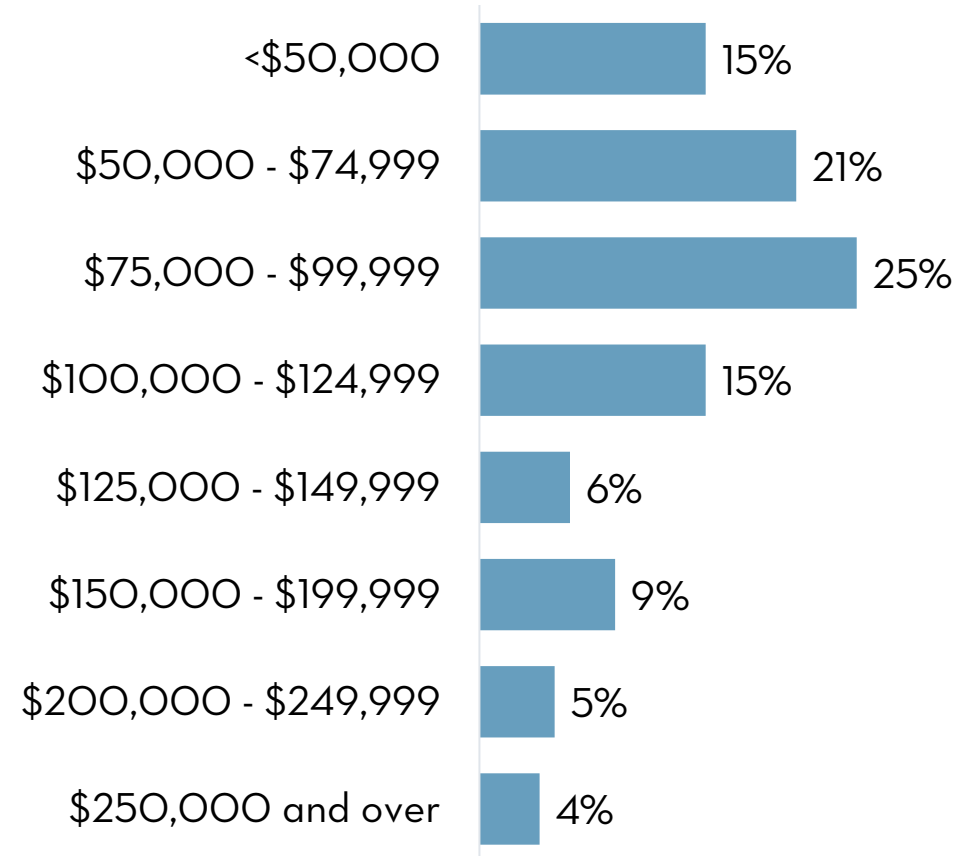
» 51 is the median age of October – December visitors



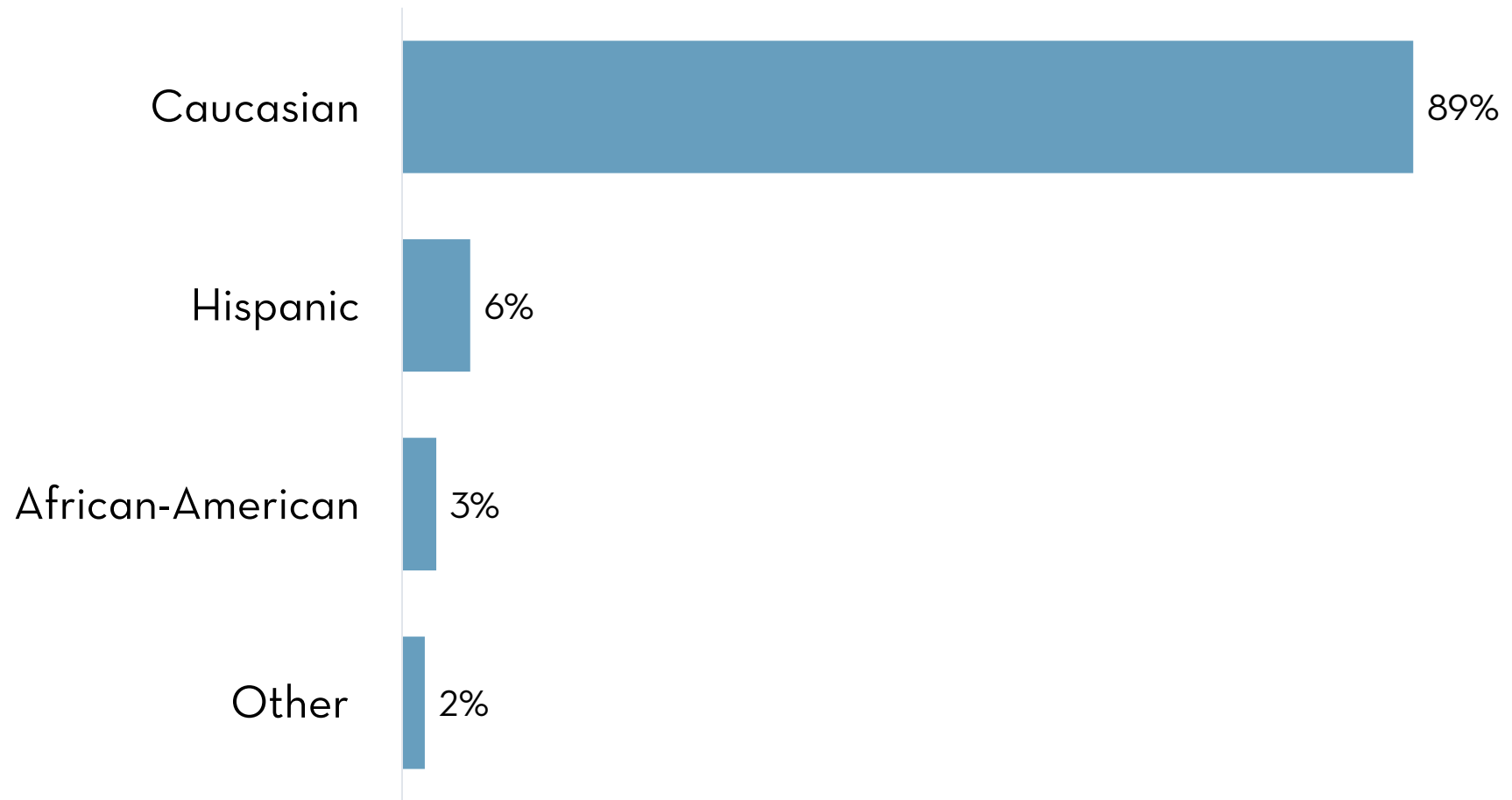
# Household Income in 2019

## *Median Household Income*

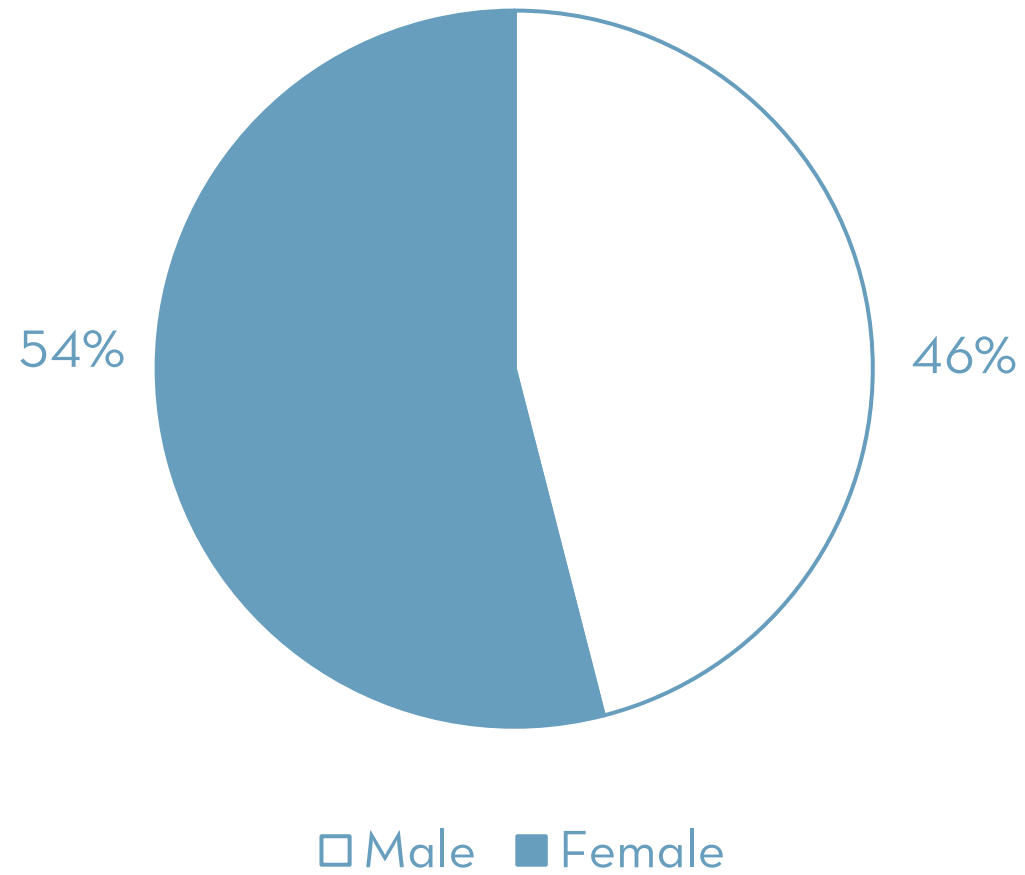
- » **\$89,000** is the median household income for October - December visitors
- » **2 in 5** visitors had a household income in excess of \$100,000



# Race/Ethnicity



# Gender

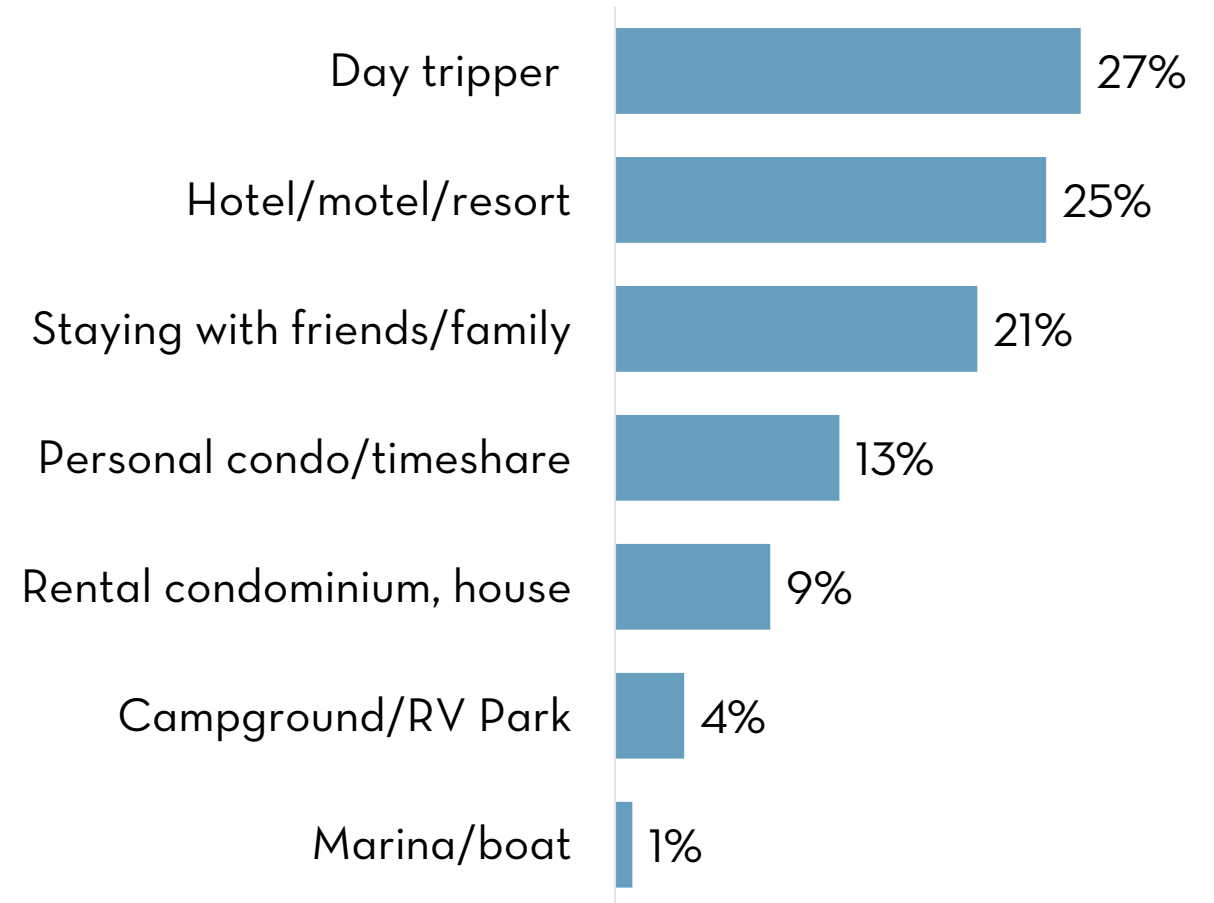


# Visitor Journey – Trip Experience

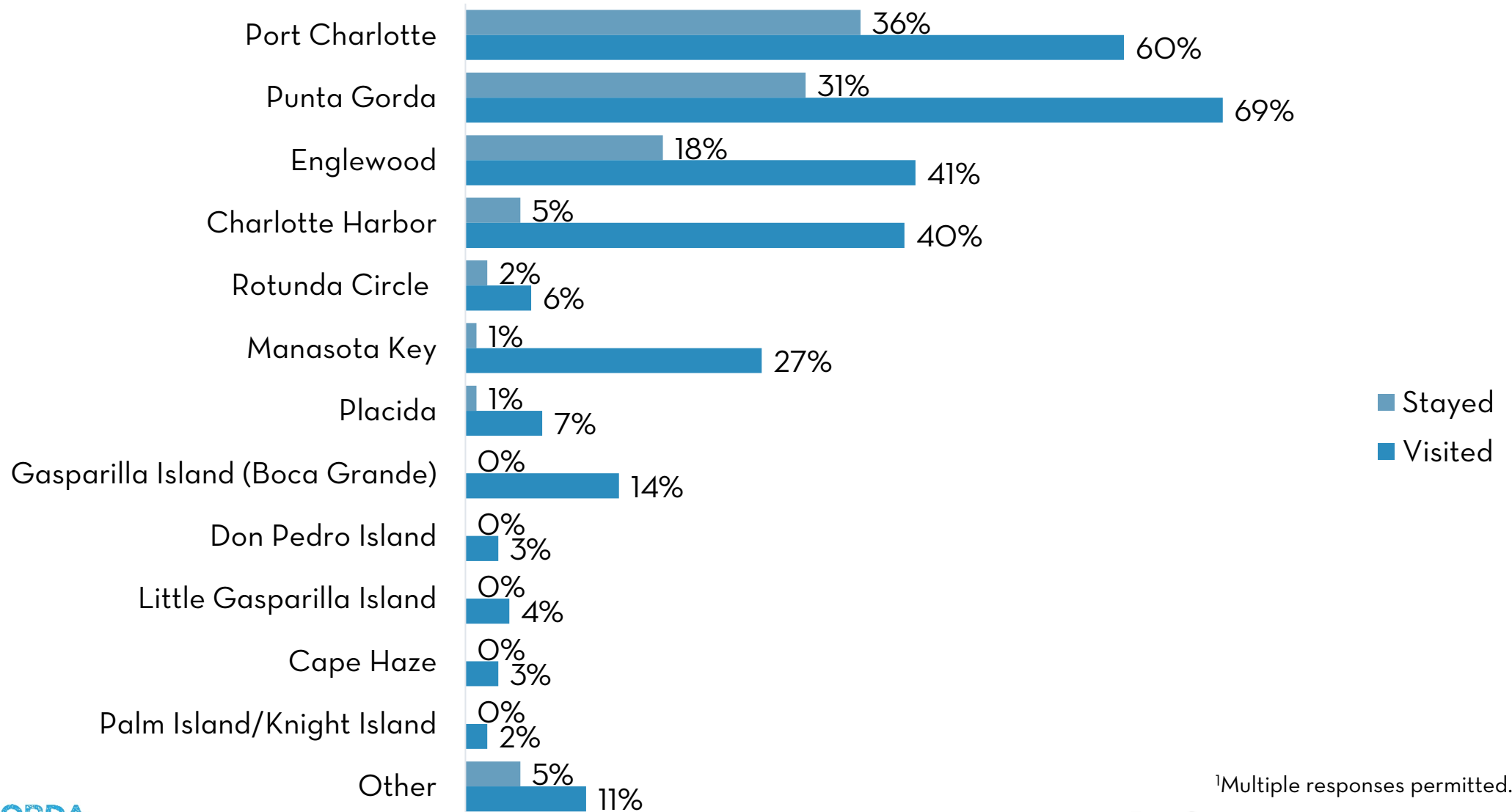


# Visitor Accommodations

- » 73% of visitors stayed overnight in Punta Gorda/Englewood Beach
- » 1 in 4 visitors stayed in a hotel, motel or resort
- » 1 in 5 stayed with friends or family



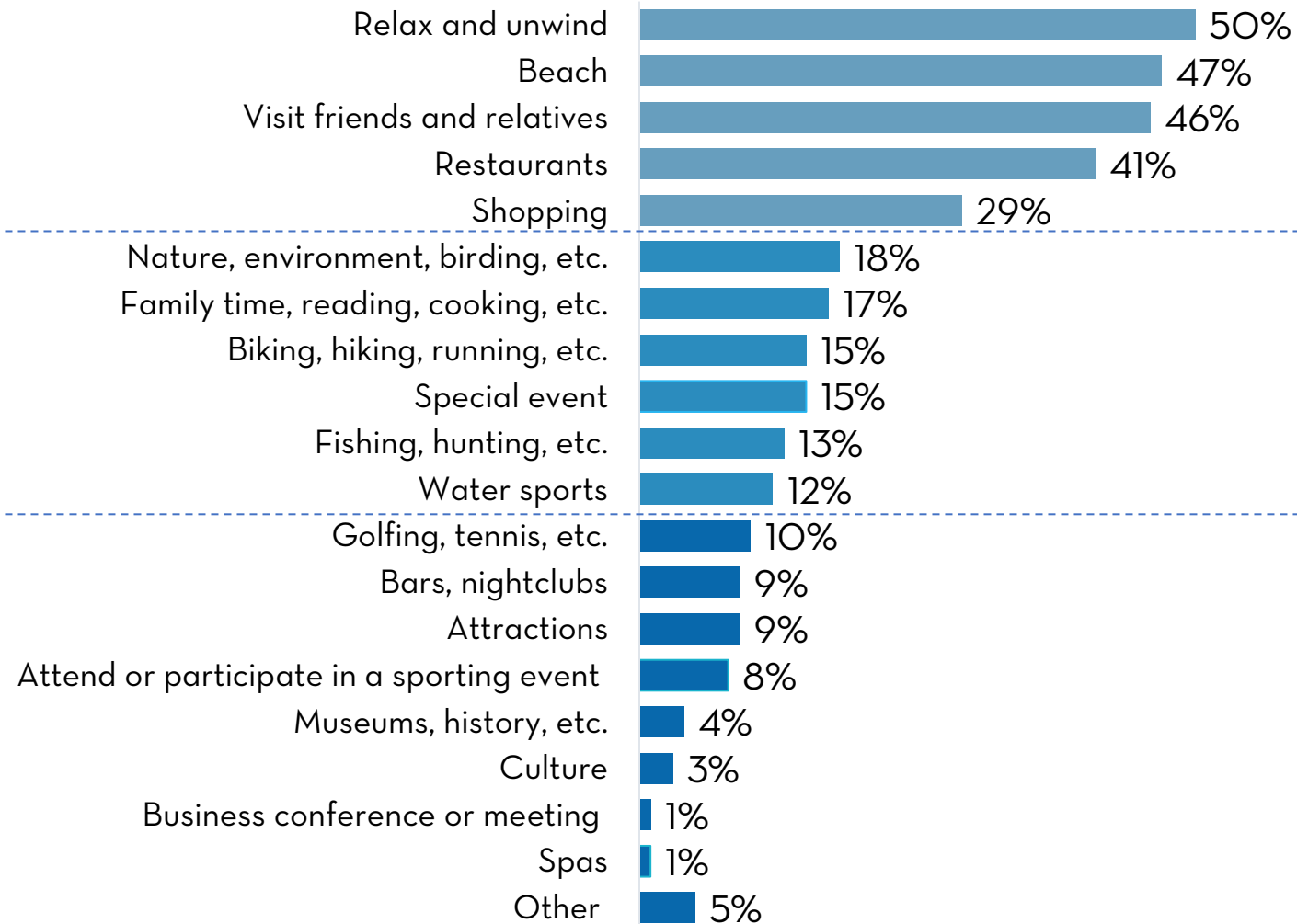
# Area Stayed vs. Areas Visited<sup>1</sup>



<sup>1</sup>Multiple responses permitted.

# Visitor Activities<sup>1</sup>

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

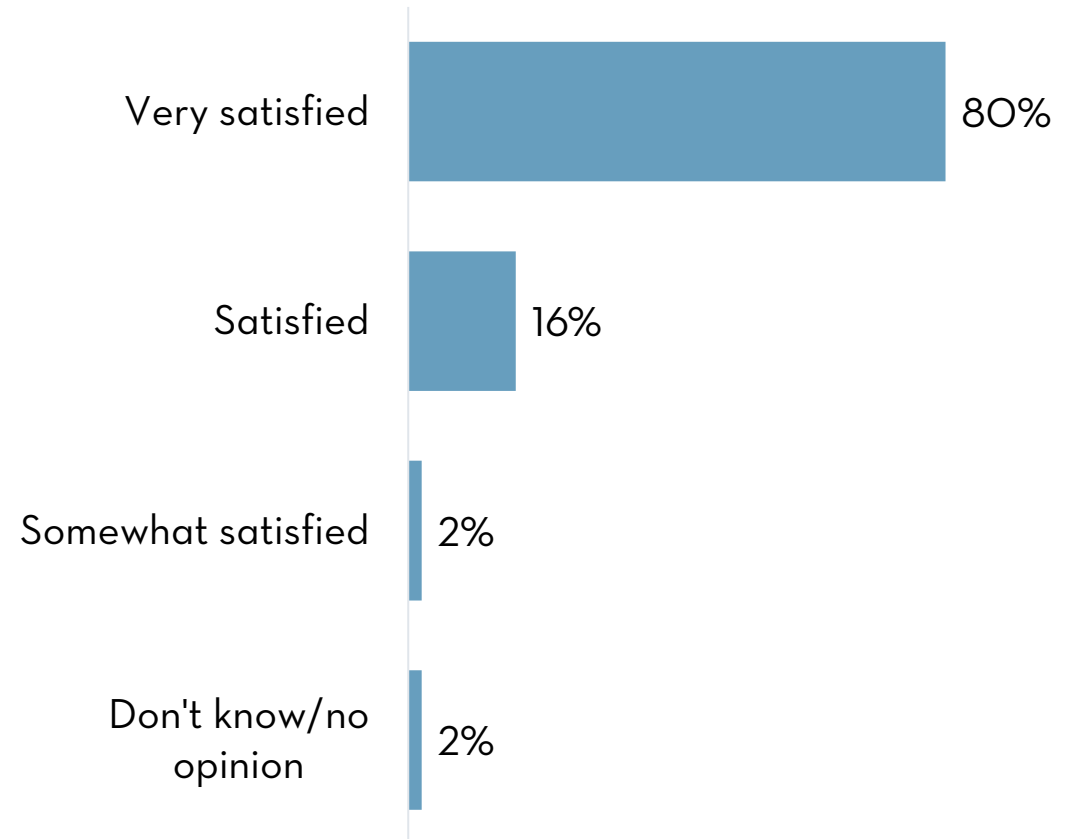


# Visitor Journey – Post-Trip Evaluation



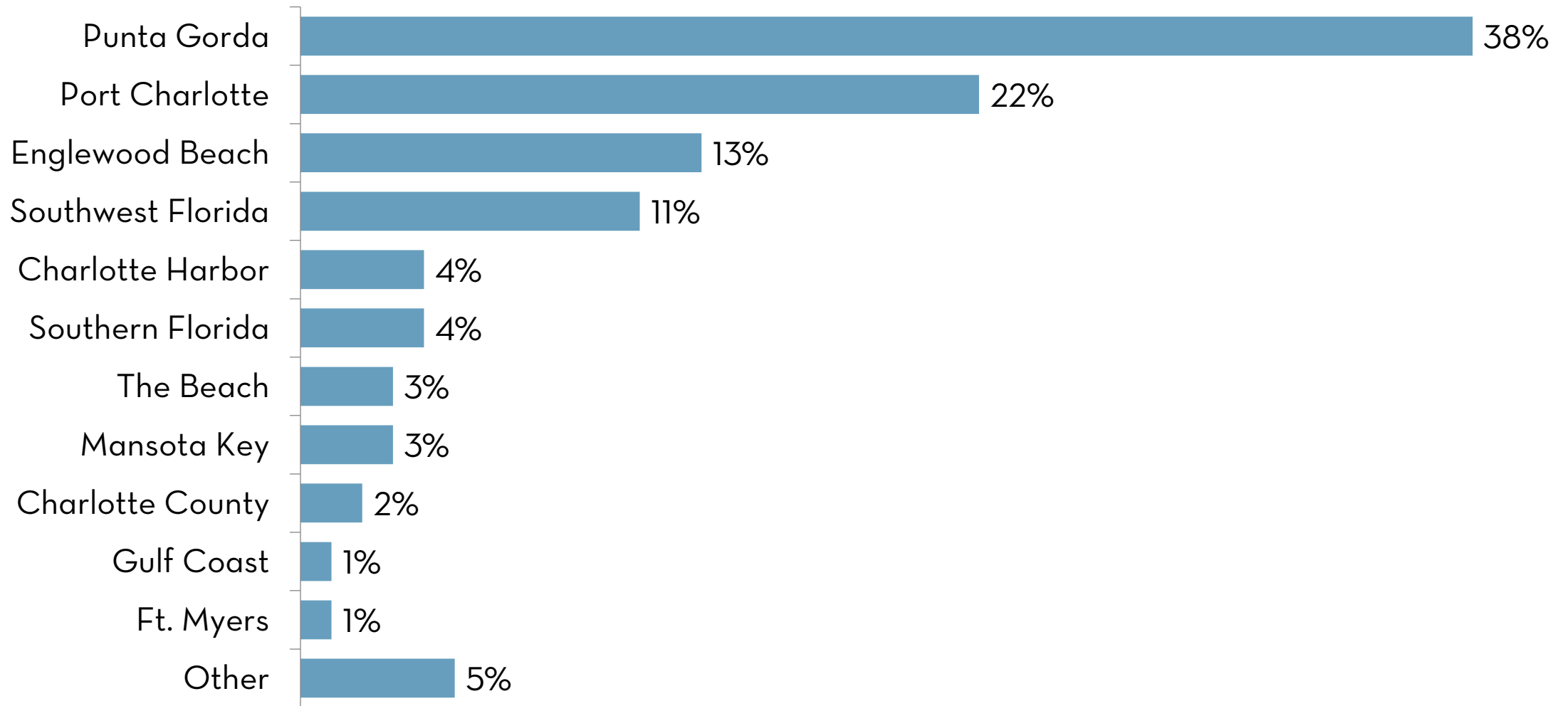
# Visitor Satisfaction

- » 95% would recommend Punta Gorda/Englewood Beach to a friend
- » 97% will return<sup>1</sup>
- » 96% were satisfied or very satisfied with their stay



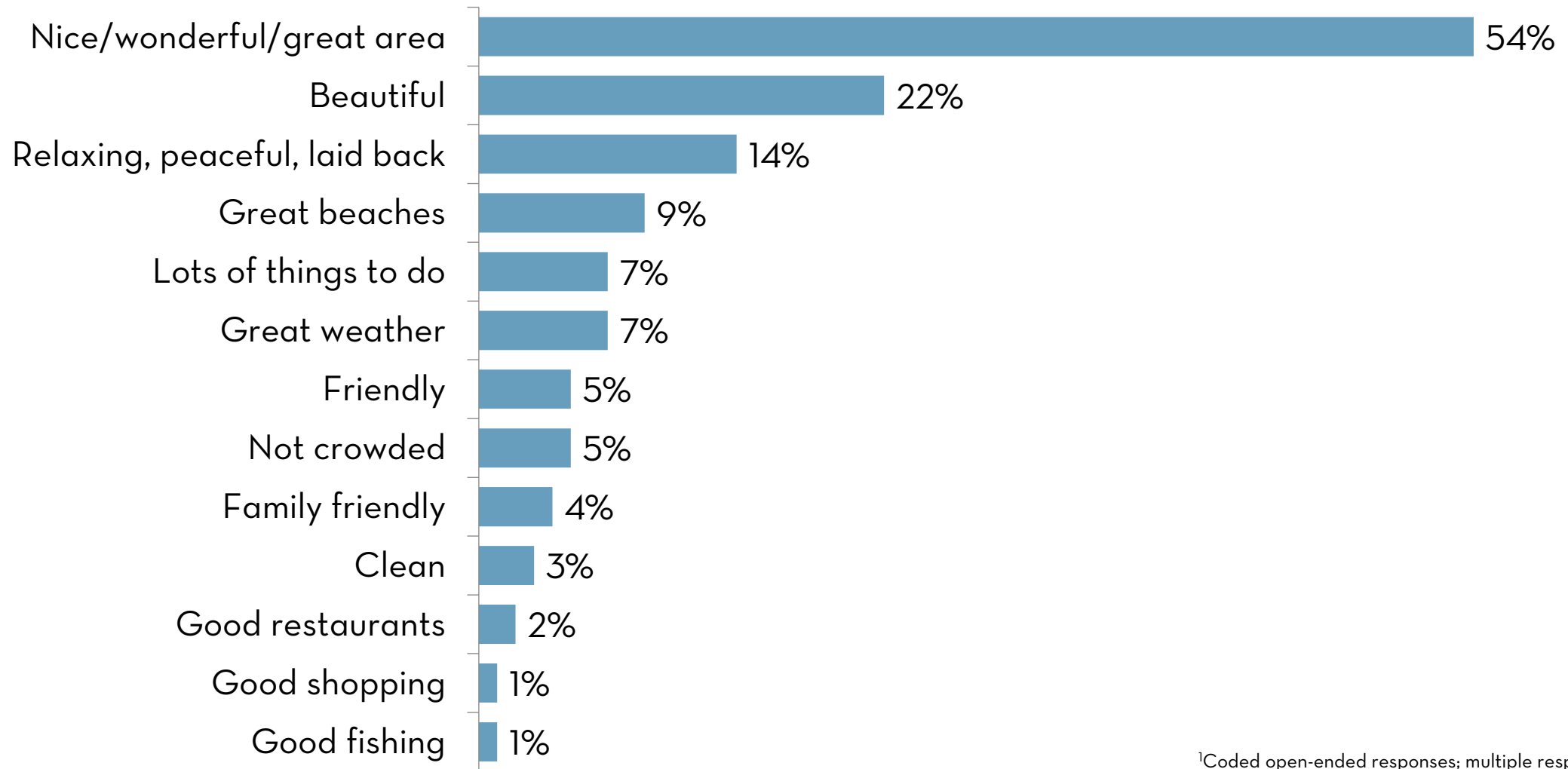
<sup>1</sup>3% are not sure about returning for the following reasons:  
1. Prefer a variety of vacation spots; 2. Not enough to do during the night; 3. The event they attended is over

# If a friend asked where you were visiting, what would you call this area?<sup>1</sup>



<sup>1</sup>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?<sup>1</sup>



<sup>1</sup>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 a great, safe and fun place to visit. We will definitely come back.”



“This area is so beautiful! I love the boardwalk and spending time outdoors.”



“Charlotte County is a great place to relax and lay low, but there is still plenty to do in the area.”



“Punta Gorda has a small town feel and is close to the water. The people here are lovely.”



# Methodology



## Visitor Tracking Study

- » 402 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 October 1<sup>st</sup>, 2020 and December 31<sup>st</sup>, 2020

# Punta Gorda/Englewood Beach VCB

## Visitor Tracking Report

October – December 2020

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