

Punta Gorda/Englewood Beach VCB Visitor Tracking Report October – December 2021



Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during Oct - Dec 2021. In the report, we follow visitors in their journeys from pre-trip planning to the economic impact of their expenditures in our destination. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Punta Gorda/Englewood Beach.



Executive Summary

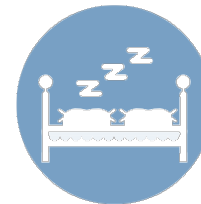


Visitor Journey – Impact of Tourism



Quarterly Snapshot

- » October-December 2021 Charlotte County visitor and lodging metrics exceed all 2020 and nearly all 2019 figures except for occupancy and room nights
- » A majority of visitors to Charlotte County in October – December 2021 came from the Midwest and Northeast
- » Charlotte County is seen as a destination that is a quiet and relaxing getaway with less traffic and good shopping and restaurants
- » Compared to previous years, visitors are trending younger and more likely to travel with children



53.0%

OCCUPANCY
RATE



\$135.75

AVERAGE DAILY
RATE



\$71.95

REVENUE PER
ROOM

Vs. 2020

8.2%

6.4%

15.1%

Vs. 2019

4.2%

21.9%

16.8%

Key Performance Indicators

Visitor Statistics	Oct – Dec 2020	Oct – Dec 2021	Percent Change
<i>Visitors¹</i>	210,200	290,400	+38.2%
<i>Direct Expenditures²</i>	\$111,850,200	\$166,235,300	+48.6%
<i>Total Economic Impact</i>	\$162,182,800	\$241,041,200	+48.6%

Lodging Statistics	Oct – Dec 2020	Oct – Dec 2021	Percent Change
<i>Occupancy³</i>	49.0%	53.0%	+8.2%
<i>Room Rates³</i>	\$127.57	\$135.75	+6.4%
<i>RevPAR³</i>	\$62.51	\$71.95	+15.1%
<i>Room Nights³</i>	247,985	281,742	+13.6%
<i>TDT Collections⁴</i>	\$915,451	\$1,369,184	+49.6%

¹ The increase in visitors can be attributed to larger travel parties (+3%), shorter length of stay (-13%), an increase in units (+5%), and fewer visitors staying in paid accommodations (-3%). Each one of those changes increases the total number of visitors vis-à-vis 2020.

² Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³ Sources: STR and All The Rooms – Note: more units available in 2021 vs 2020

⁴ Increased units available has led to an increase in TDT collections

Key Performance Indicators

Visitor Statistics	Oct – Dec 2019	Oct – Dec 2021	Percent Change
<i>Visitors¹</i>	175,100	290,400	+65.8%
<i>Direct Expenditures²</i>	\$109,807,000	\$166,235,300	+51.4%
<i>Total Economic Impact</i>	\$159,220,200	\$241,041,200	+51.4%

Lodging Statistics	Oct – Dec 2019	Oct – Dec 2021	Percent Change
<i>Occupancy³</i>	55.3%	53.0%	-4.2%
<i>Room Rates³</i>	\$111.37	\$135.75	+21.9%
<i>RevPAR³</i>	\$61.61	\$71.95	+16.8%
<i>Room Nights³</i>	293,080	281,742	-3.9%
<i>TDT Collections⁴</i>	\$880,238	\$1,369,184	+55.5%

¹ The increase in visitors can be attributed to larger travel parties (+21%), shorter length of stay (-20%), an increase in units (+1%), and fewer visitors staying in paid accommodations (-11%). Each one of those changes increases the total number of visitors vis-à-vis 2019.

² Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³ Sources: STR and All The Rooms – Note: more units available in 2021 vs 2019

⁴ Increased units available has led to an increase in TDT collections and Room Rate

Travel Party Spending

- » Visiting travel parties spent **\$245** per day and **\$1,764** on their trip
- » Visiting travel parties staying in paid accommodations spent **\$398** per day and **\$3,543** on their trip



Visitor Journey – Pre-Visit



Trip Planning¹

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



Previous visit (45%)



Friend, coworker, etc. (32%)



Internet (28%)

Punta Gorda/Englewood Beach Promotions¹

- » 16% of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit
- » 69% of those who recalled advertising were influenced to come to the area
- » Top sources of noticed promotions:



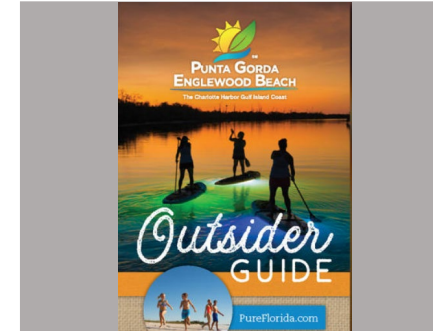
Personal social media (31%)



Online Article (25%)



Newspaper (21%)



Travel/Visitor Guide (17%)



Television (17%)

Top Methods of Accommodation Booking¹



57% Directly with hotel/condo



14% Online travel agency



11% VRBO, HomeAway

Transportation



64% 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 Visiting¹



Visit friends/relatives (41%)



Beach (28%)



Family vacation (24%)

Concerns with COVID-19¹

- » 1 in 10 visitors stated that concerns about COVID-19 played a role in them choosing to visit this area
- » Top pandemic related reasons for choosing the area over others:



Preferred a destination that felt safe (23%)²



Preferred a destination that I could drive to (23%)²



Preferred a less crowded destination (19%)²

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



Family/friends (56%)



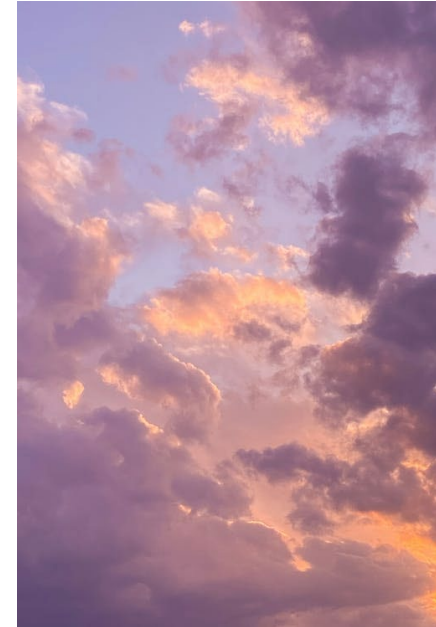
Vacation (14%)



Special event (8%)



Own a 2nd home (8%)



Quiet (8%)

Other Destinations Considered

- » 79% of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Other destinations considered:



Ft. Myers/Cape Coral (7%)



Sarasota (6%)



Naples (4%)



Tampa (3%)



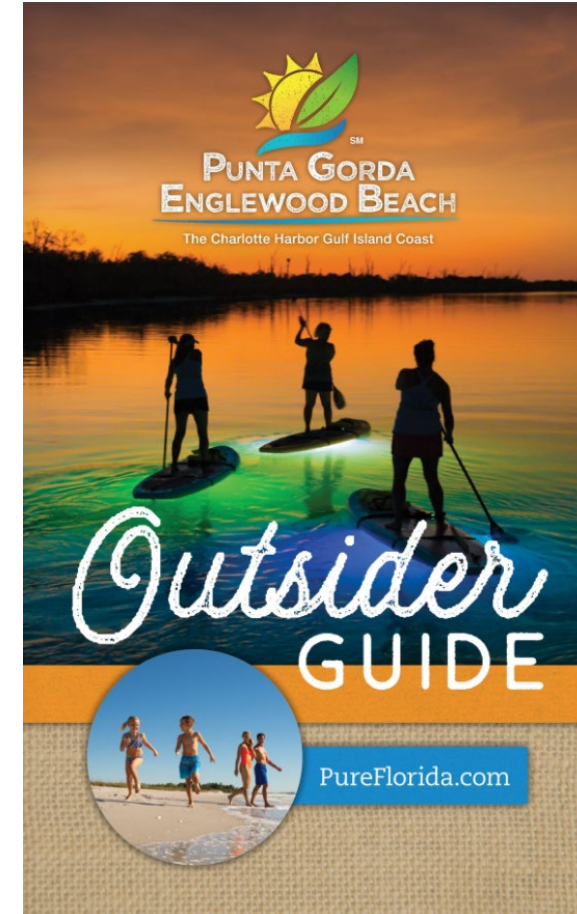
Orlando (2%)



St. Pete/Clearwater (2%)

Visitors Guide

- » 6% of visitors requested a Visitors Guide
- » Visitors Guide received a rating of 7.7 out of 10.0¹



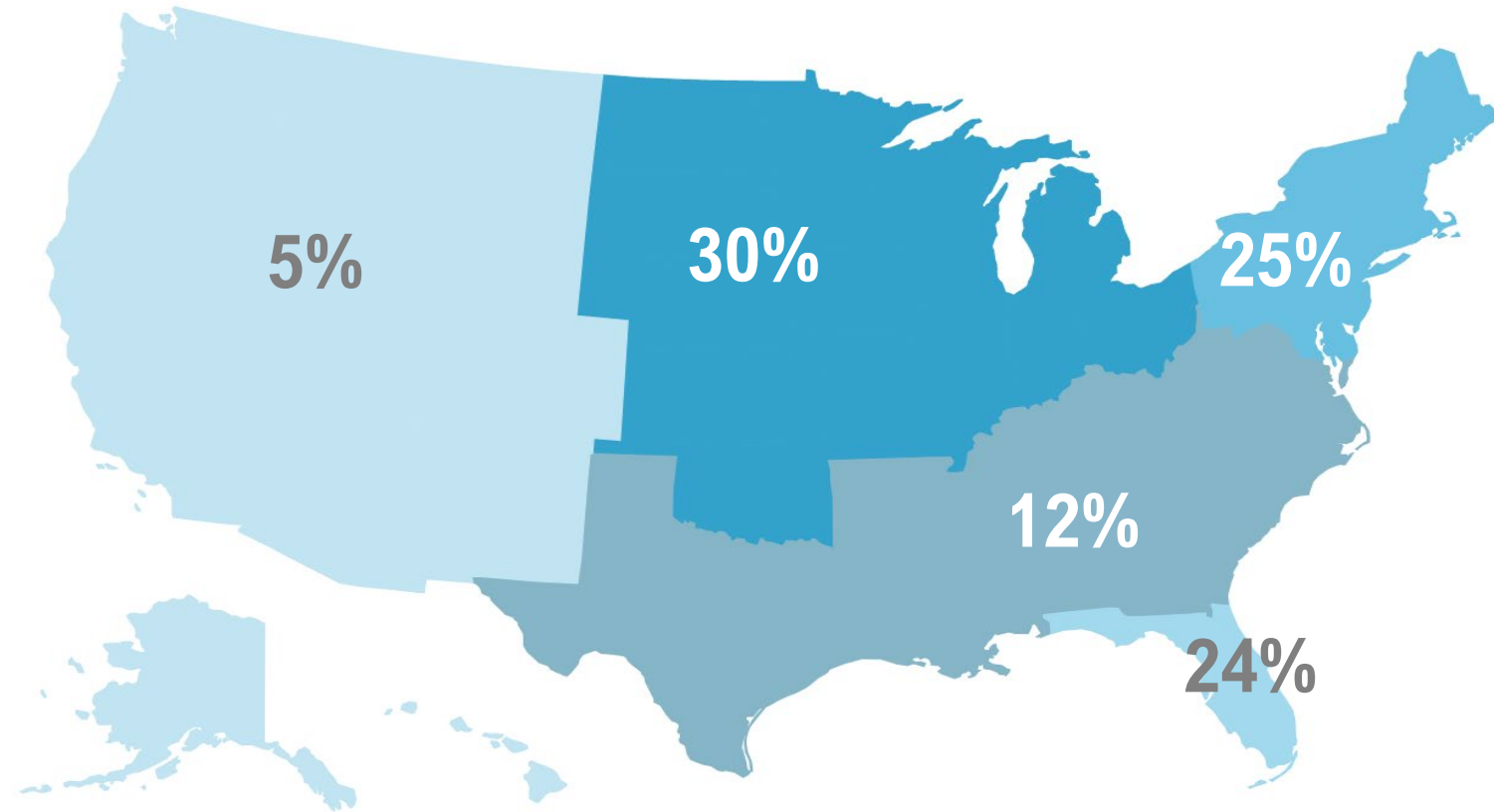
¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile

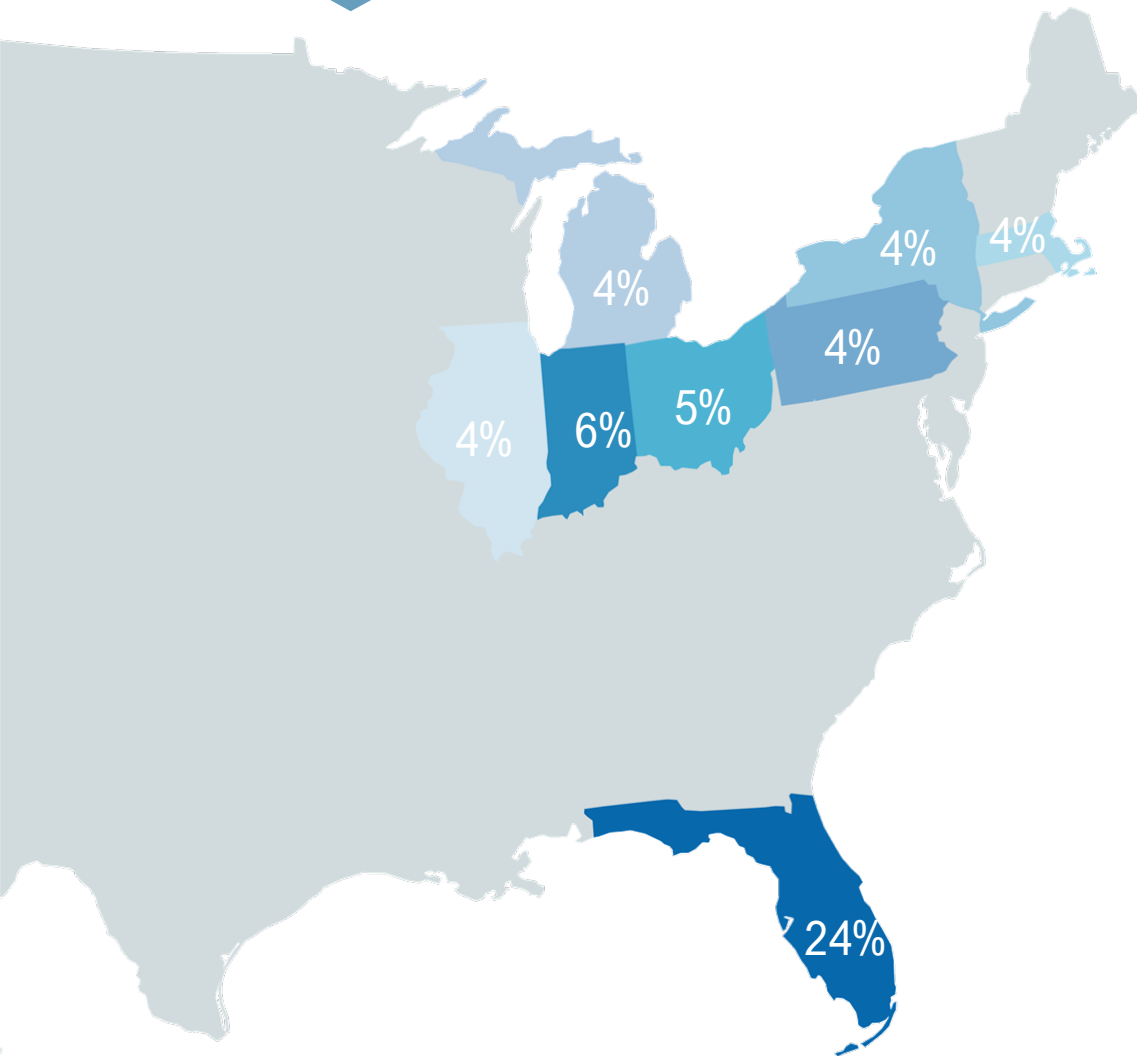


Top Regional Origins of Visitors

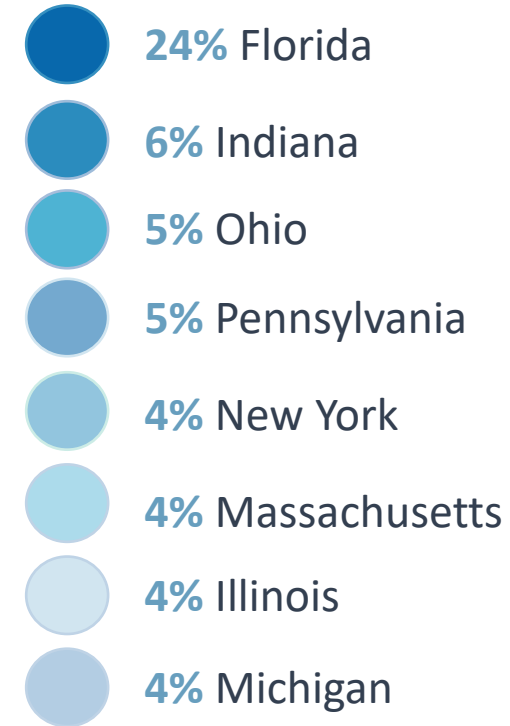
- » **96%** of Charlotte County visitors lived in the United States
- » **4%** of visitors to Charlotte County were from outside of the United States
- » The Midwest and Northeast accounted for over half of visitors



Top State Origins of Visitors



56% of visitors traveled to Charlotte County from 8 states



Top Market Origins of Visitors

22% of visitors come from 5 markets



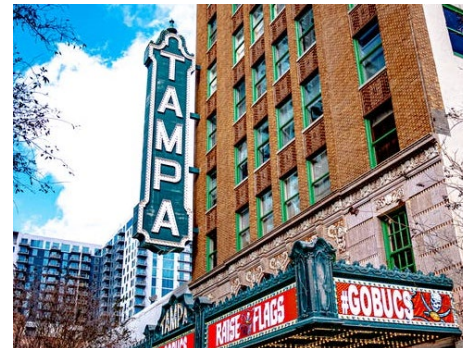
6% Sarasota-Bradenton



6% Naples-Ft. Myers



4% New York City¹



3% Tampa-Clearwater-St. Petersburg



3% Indianapolis

Travel Party Size and Composition

- » The typical visitor traveled in a party composed of **3.0** people
- » **33%** traveled with at least one person under the age of 20
- » **Nearly 1 in 3** traveled as a family, while **over 3 in 10** visitors traveled as a couple



Length of Stay – All Visitors*

» Visitors spent **7.2¹** nights in Punta Gorda/Englewood Beach



¹Nights stayed capped at 30 nights. Average length of stay is 12.3 nights when nights stayed is not capped.

*Nights stayed includes Day Trippers.

First Time Visitors

- » **15%** were first time visitors
- » **41%** had visited more than 10 times



Typical Punta Gorda/Englewood Beach Visitor

» The typical Visitor:

- » Was 49 years old
- » Had a median household income of \$82,500
- » Was equally likely female (51%) or male (49%)
- » Was from:
 - » Midwest (30%)
 - » Northeast (25%)
 - » Florida (24%)



Typical Day Trip Visitor



- » The Typical Day Trip Visitor:
 - » Was 45 years old
 - » Had a median household income of \$91,100
 - » Was female (54%)
 - » Was from:
 - » Sarasota-Bradenton (17%)
 - » Naples-Ft. Myers (12%)

Typical Vacationer Visitor

» The Typical Vacationer¹ Visitor:

- » Was 43 years old
- » Had a median household income of \$76,400
- » Was equally likely male/female (50%)
- » Was from:
 - » Northeast (34%)
 - » Midwest (33%)



¹Travel parties who stayed 1-10 nights.

Typical Long-Term Visitor

» The Typical Long-Term¹ Visitor:

- » Was 53 years old
- » Had a median household income of \$70,000
- » Was male (56%)
- » Was from
 - » Midwest (35%)
 - » Northeast (28%)

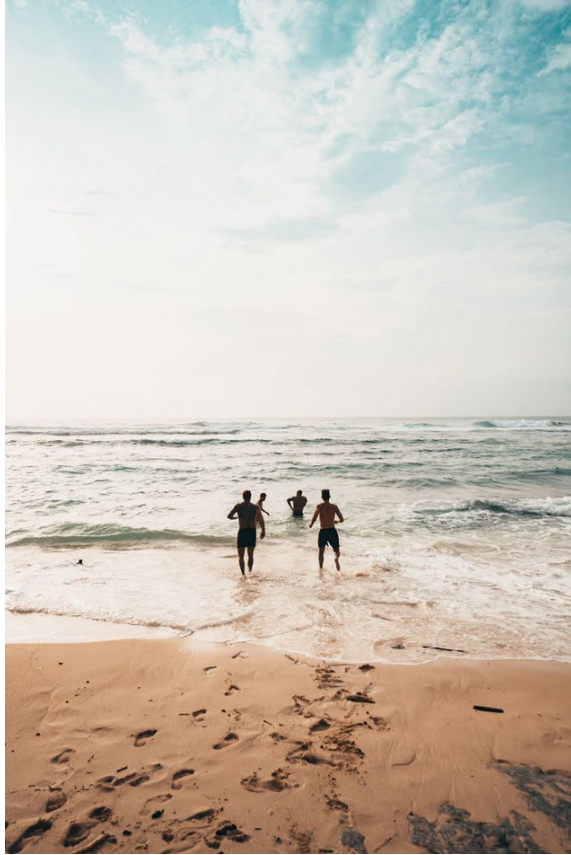


¹Travel parties who stayed more than 10 nights.

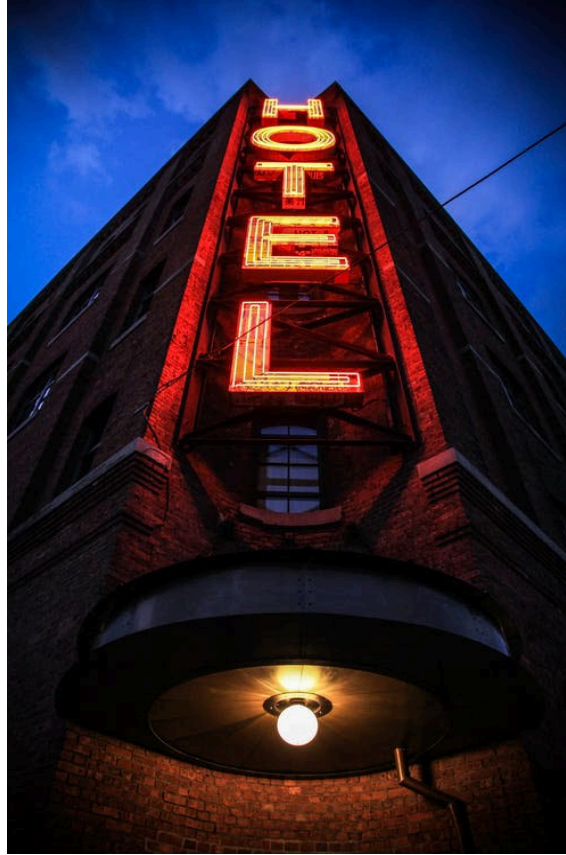
Visitor Journey – Trip Experience



Top Visitor Accommodations



27% Day Tripper



26% Hotel/motel/resort



20% Family/friend's residence



15% Personal
condo/timeshare/2nd home

Top Activities During Visit¹



Beach (60%)



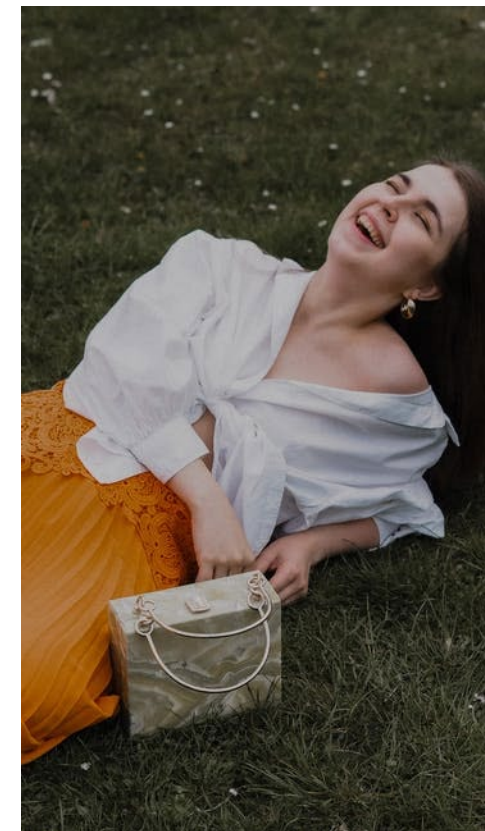
Restaurants (49%)



Visit friends/relatives
(49%)



Shopping (28%)

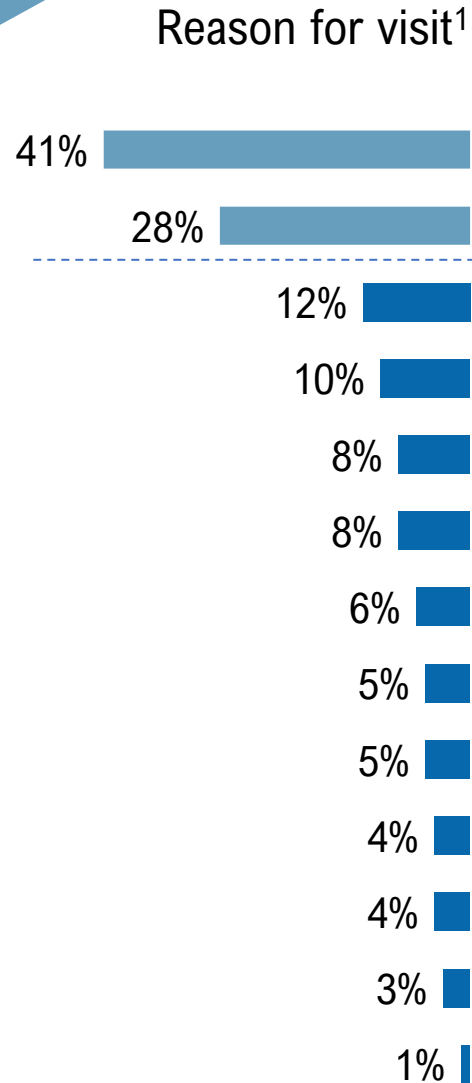


Nature related (25%)

¹Multiple responses permitted

Reason for Visit vs. Visitor Activities

Key Reasons for Visiting



Trip Enhancements



¹Multiple responses permitted.

Visitor Journey – Post-Trip Evaluation



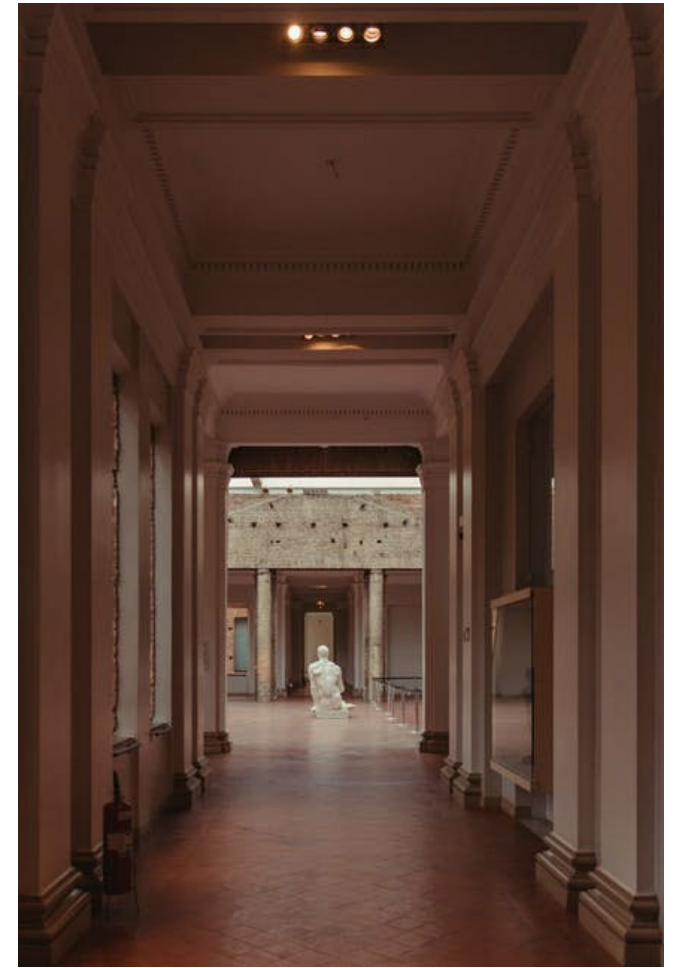
Top Requested Amenities¹



20% More family friendly activities



18% More shopping options



16% More indoor attractions

Visitor Satisfaction

- » **91%** of visitors would definitely recommend Punta Gorda/Englewood Beach
- » **97%** will definitely return
- » **97%** were satisfied or very satisfied with their stay (**85%** were very satisfied)

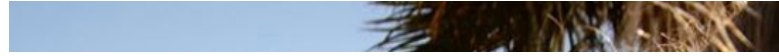


Perceptions of Punta Gorda/Englewood Beach¹



Great Area:

"My trip was very enjoyable! It wasn't too crowded, the beach was easy to get to, there was good entertainment and great bike trails."



Beautiful:

"The parks are absolutely beautiful in Punta Gorda. The few places that we went to shop were very good and fun to be around."



Relaxing:

"All I can say is that Port Charlotte is so peaceful. Every time we stay here with our family, we have such a great time."



Detailed Findings



Visitor Journey – Impact of Tourism



Visitor Spending by Visitor Type

- » All visitors spent **\$166,235,300** over the course of their visits
- » Even though there were nearly the same number of paid and unpaid visitors, paid visitors spent over \$30 million dollars more than those in nonpaid accommodations

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
<i>Visitors</i>	<i>109,000</i>	<i>103,100</i>	<i>78,300</i>	<i>290,400</i>
<i>Spending</i>	<i>\$98,837,700</i>	<i>\$63,741,900</i>	<i>\$3,655,700</i>	<i>\$166,235,300</i>

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	<i>\$148</i>	<i>\$0</i>	<i>\$0</i>	<i>\$56</i>
<i>Restaurants</i>	<i>\$80</i>	<i>\$50</i>	<i>\$51</i>	<i>\$61</i>
<i>Groceries</i>	<i>\$31</i>	<i>\$29</i>	<i>\$7</i>	<i>\$24</i>
<i>Shopping</i>	<i>\$54</i>	<i>\$26</i>	<i>\$31</i>	<i>\$38</i>
<i>Entertainment</i>	<i>\$56</i>	<i>\$36</i>	<i>\$23</i>	<i>\$40</i>
<i>Transportation</i>	<i>\$25</i>	<i>\$22</i>	<i>\$16</i>	<i>\$22</i>
<i>Other</i>	<i>\$4</i>	<i>\$4</i>	<i>\$3</i>	<i>\$4</i>
<i>Total</i>	<i>\$398</i>	<i>\$167</i>	<i>\$131</i>	<i>\$245</i>

Total Travel Party Spending

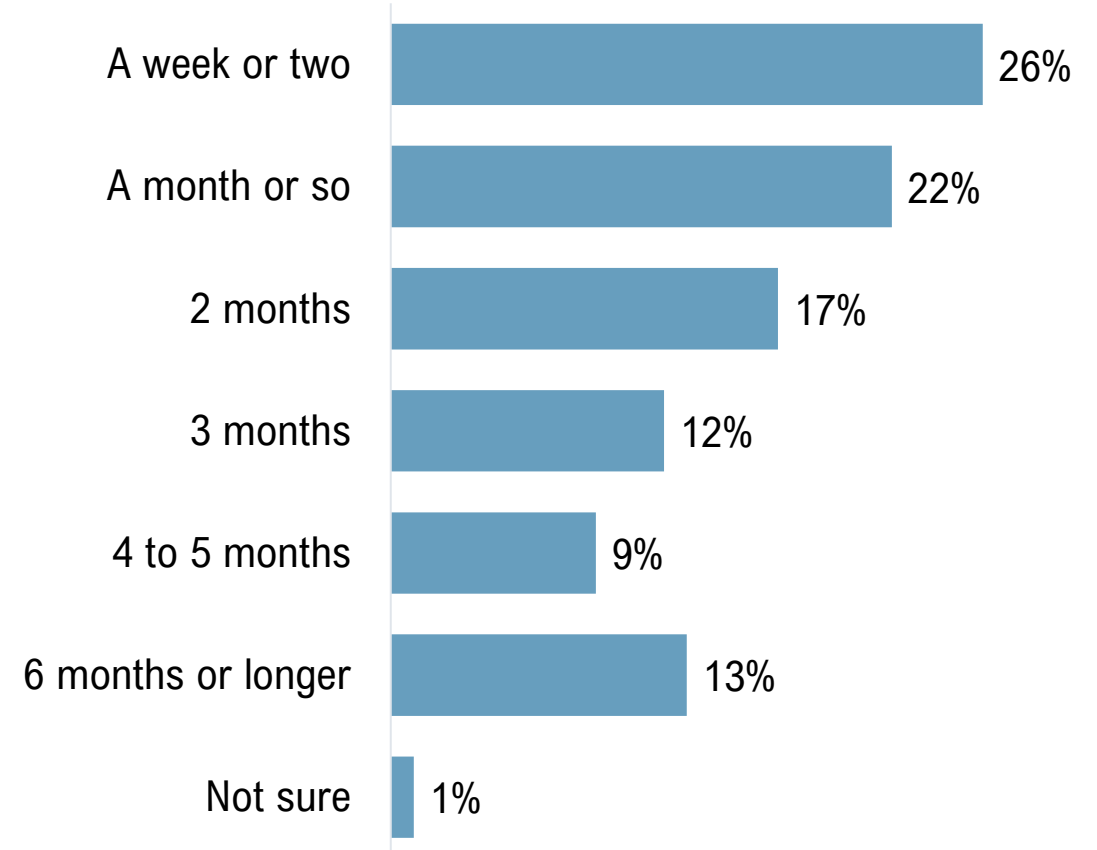
	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	<i>\$1,317</i>	<i>\$0</i>	<i>\$0</i>	<i>\$403</i>
<i>Restaurants</i>	<i>\$712</i>	<i>\$505</i>	<i>\$51</i>	<i>\$439</i>
<i>Groceries</i>	<i>\$276</i>	<i>\$293</i>	<i>\$7</i>	<i>\$173</i>
<i>Shopping</i>	<i>\$481</i>	<i>\$263</i>	<i>\$31</i>	<i>\$274</i>
<i>Entertainment</i>	<i>\$498</i>	<i>\$364</i>	<i>\$23</i>	<i>\$288</i>
<i>Transportation</i>	<i>\$222</i>	<i>\$222</i>	<i>\$16</i>	<i>\$158</i>
<i>Other</i>	<i>\$36</i>	<i>\$40</i>	<i>\$3</i>	<i>\$29</i>
<i>Total</i>	<i>\$3,542</i>	<i>\$1,687</i>	<i>\$131</i>	<i>\$1,764</i>

Visitor Journey – Pre-Visit



Trip Planning Cycle

- » **Nearly half** of visitors planned their trips a month or less in advance
- » **Just over 1 in 3** visitors had **long planning windows** (3 months or longer in advance)
- » Average trip planning cycle was 64 days compared to 69 days in 2020



Trip Planning Sources¹

- » **Over 2 in 5** visitors planned their trips based off of **a previous visit**. While nearly **1 in 3** used their friends, family and coworkers to plan their trip.
- » **Nearly 3 in 10** visitors used **Internet** to plan their trip. **Google** was the top site used.

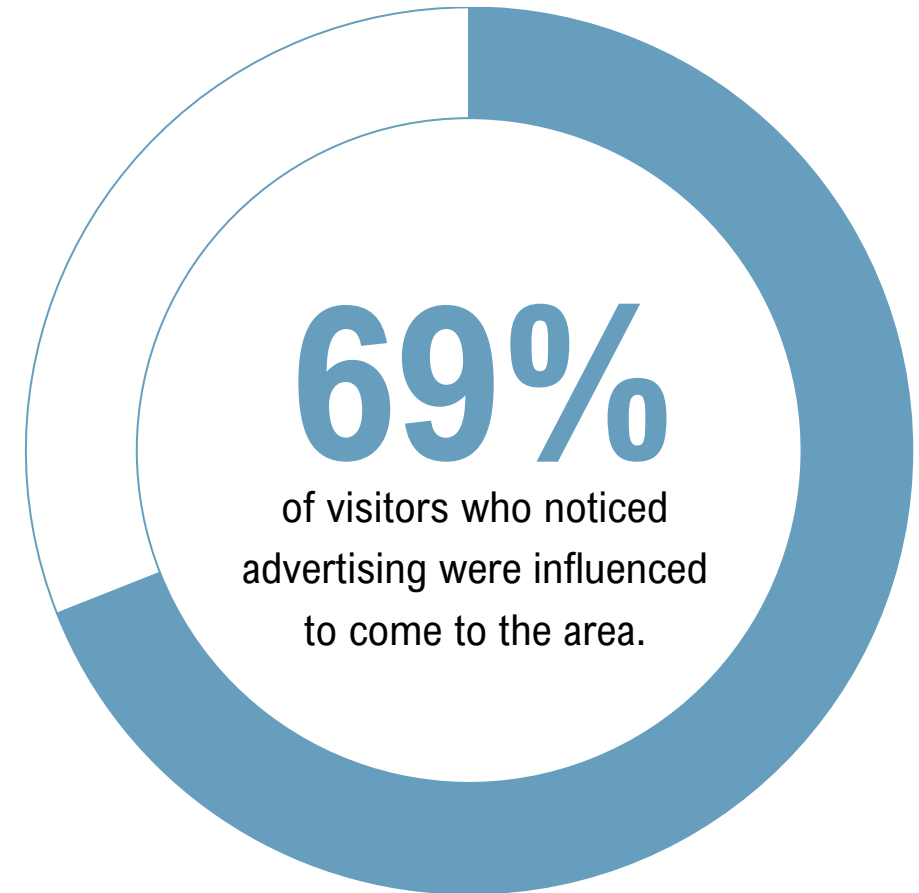
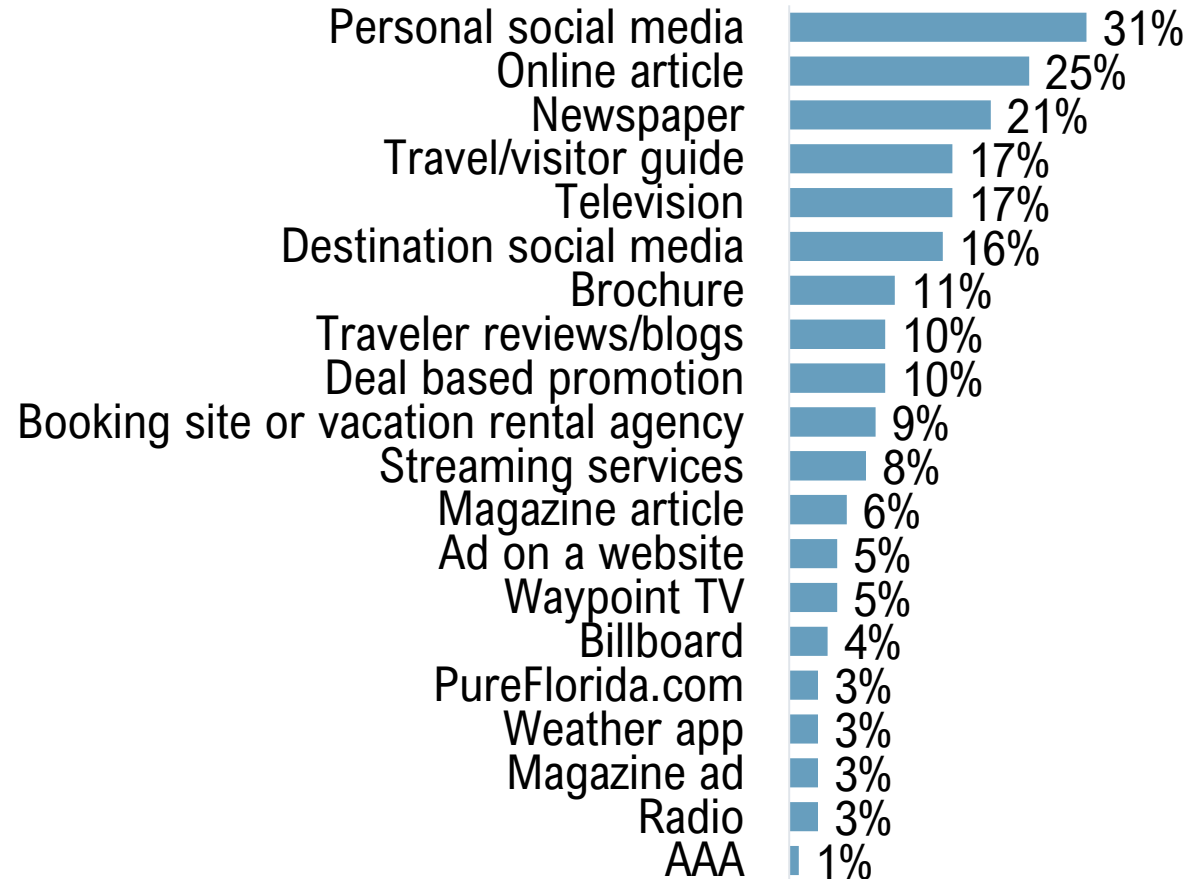
Trip Planning Source

Previous visit	45%
Friend, co-worker, etc.	32%
Internet	28%
Google search	23%
Restaurant websites/apps	6%
Social networking websites	5%
Special events	5%
Brochures/travel guides/visitor guides	5%
Newspapers	4%
Television	3%
Magazines	2%
Pure Florida Website	2%
Business/conference/meeting information	1%
Travel Agent	1%
AAA	1%
Convention and Visitor Bureau	1%
Radio	1%
Other	2%
None/don't know	10%

¹Multiple responses permitted.

Punta Gorda/Englewood Beach Promotions¹

» **16%** of visitors noticed promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:



¹Multiple responses permitted.

Charlotte County Promotion Influences

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

Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Yes</i>	<i>24%</i>	<i>15%</i>	<i>12%</i>	<i>16%</i>
<i>No</i>	<i>61%</i>	<i>73%</i>	<i>79%</i>	<i>73%</i>
<i>Don't know</i>	<i>15%</i>	<i>12%</i>	<i>9%</i>	<i>11%</i>

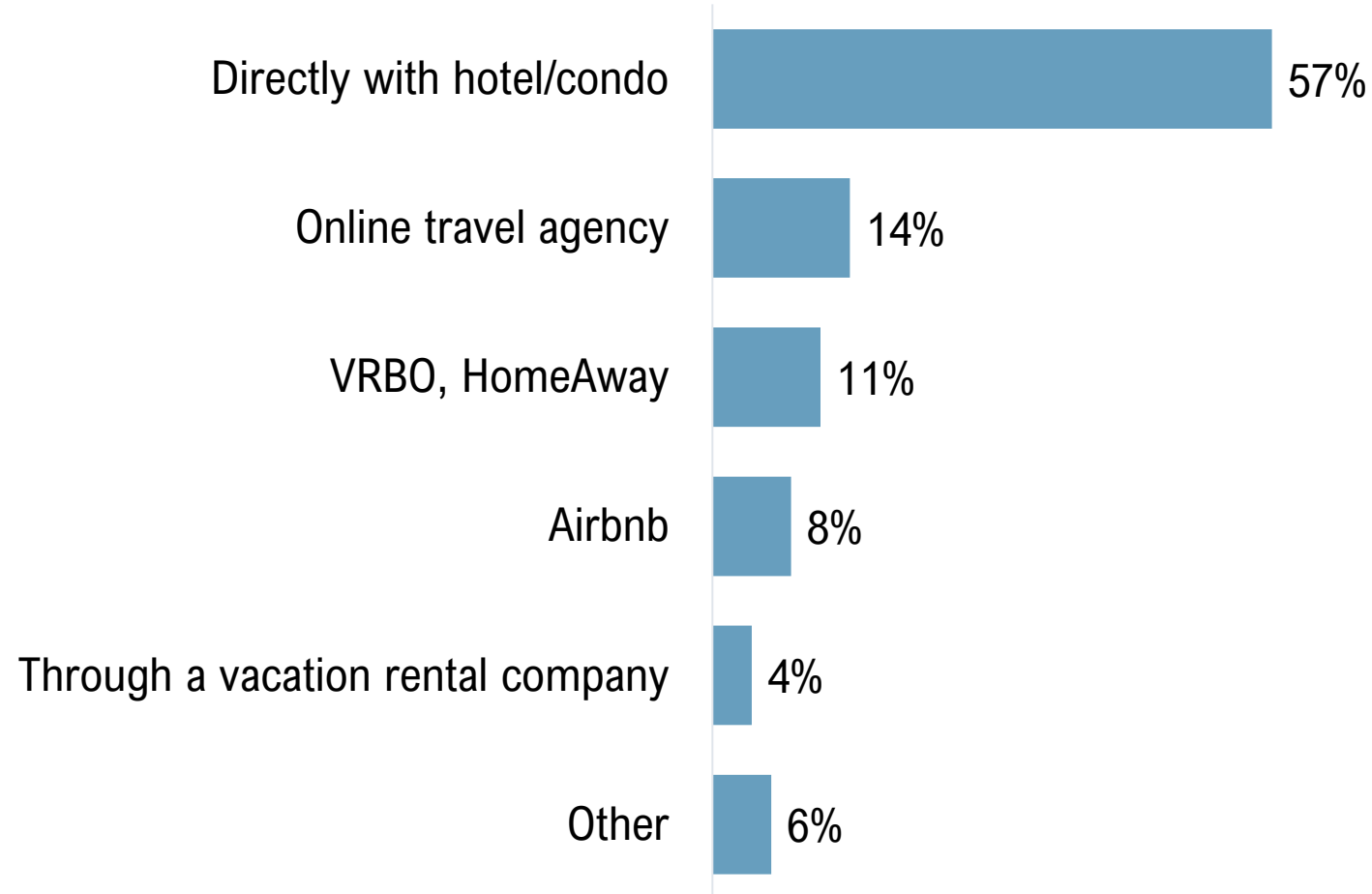
» Visitors who stayed in non-paid accommodations were the least impacted by promotions as a whole

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Yes</i>	<i>74%¹</i>	<i>61%¹</i>	<i>77%¹</i>	<i>69%¹</i>
<i>No</i>	<i>21%</i>	<i>37%</i>	<i>23%</i>	<i>28%</i>
<i>Don't know</i>	<i>5%</i>	<i>2%</i>	<i>0%</i>	<i>3%</i>

¹ Base is percentage of visitor who noticed advertising

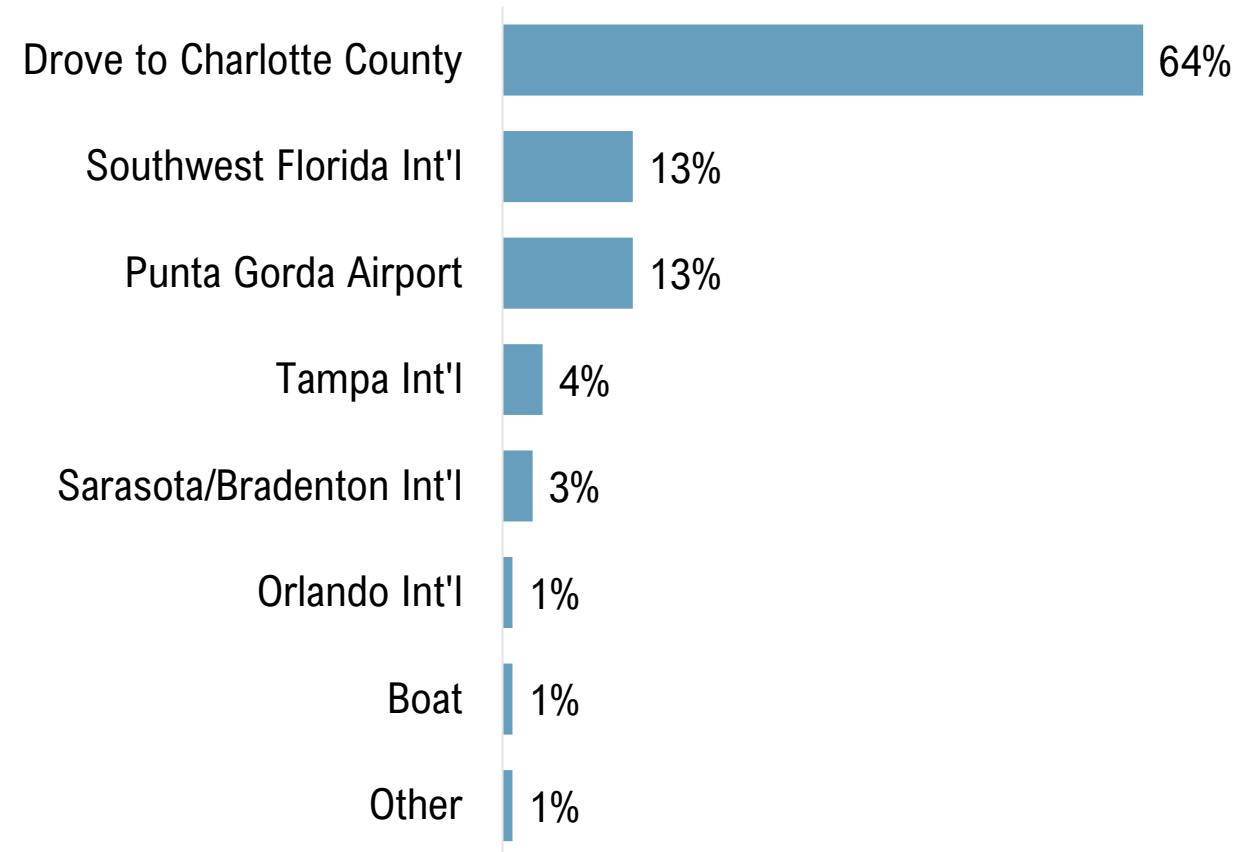
Paid Accommodation Booking¹

- » **Nearly 3 in 5** visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Online travel agencies accounted for **1 in 7** bookings



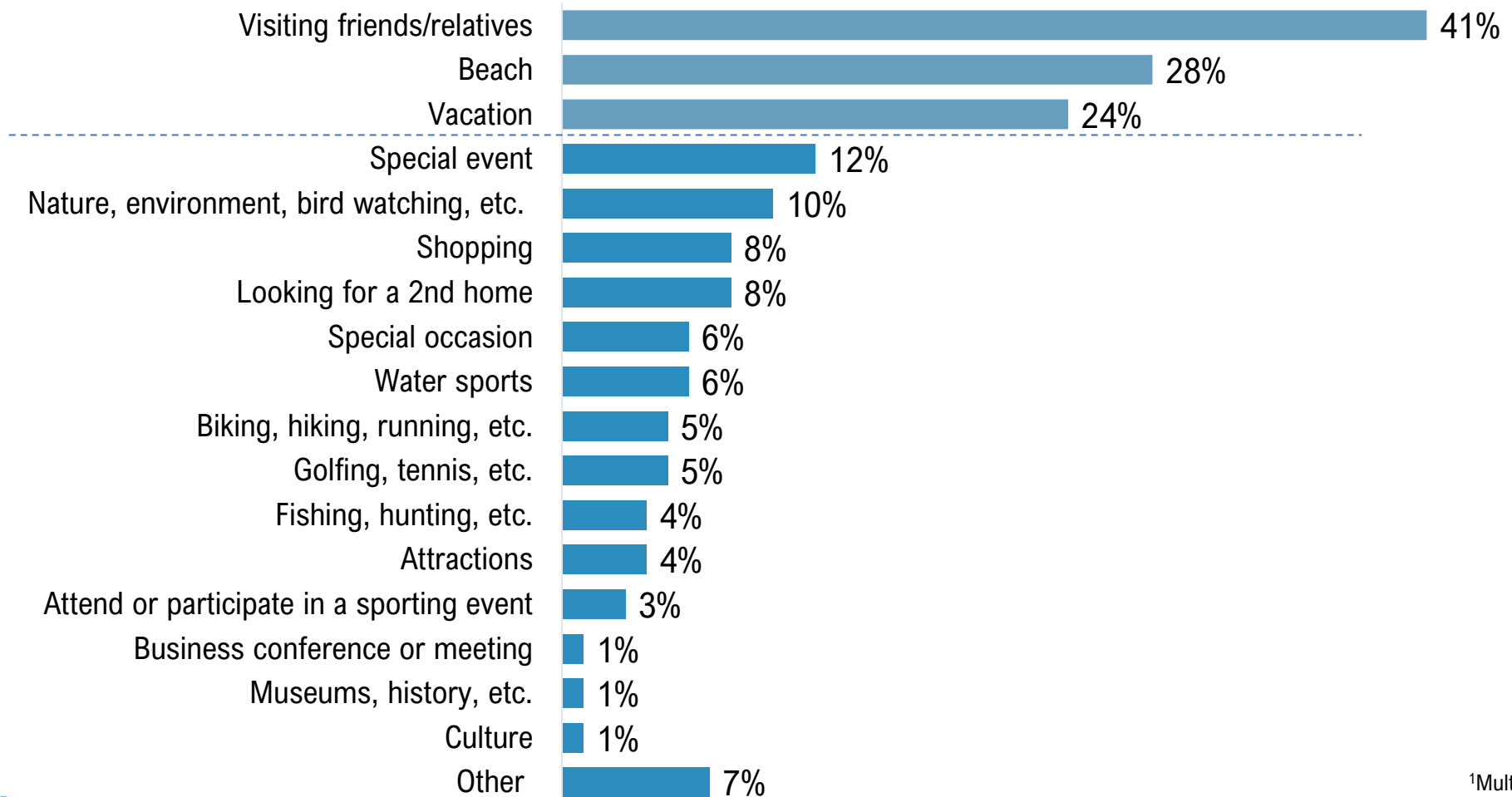
Visitor Transportation

- » Nearly 2 in 3 visitors **drove** to Punta Gorda/Englewood Beach (**64%**)
- » 1 in 8 visitors flew into Punta Gorda Airport (**13%**)
- » 1 in 8 visitors flew into Southwest Florida International Airport (**13%**)



Reasons for Visiting¹

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



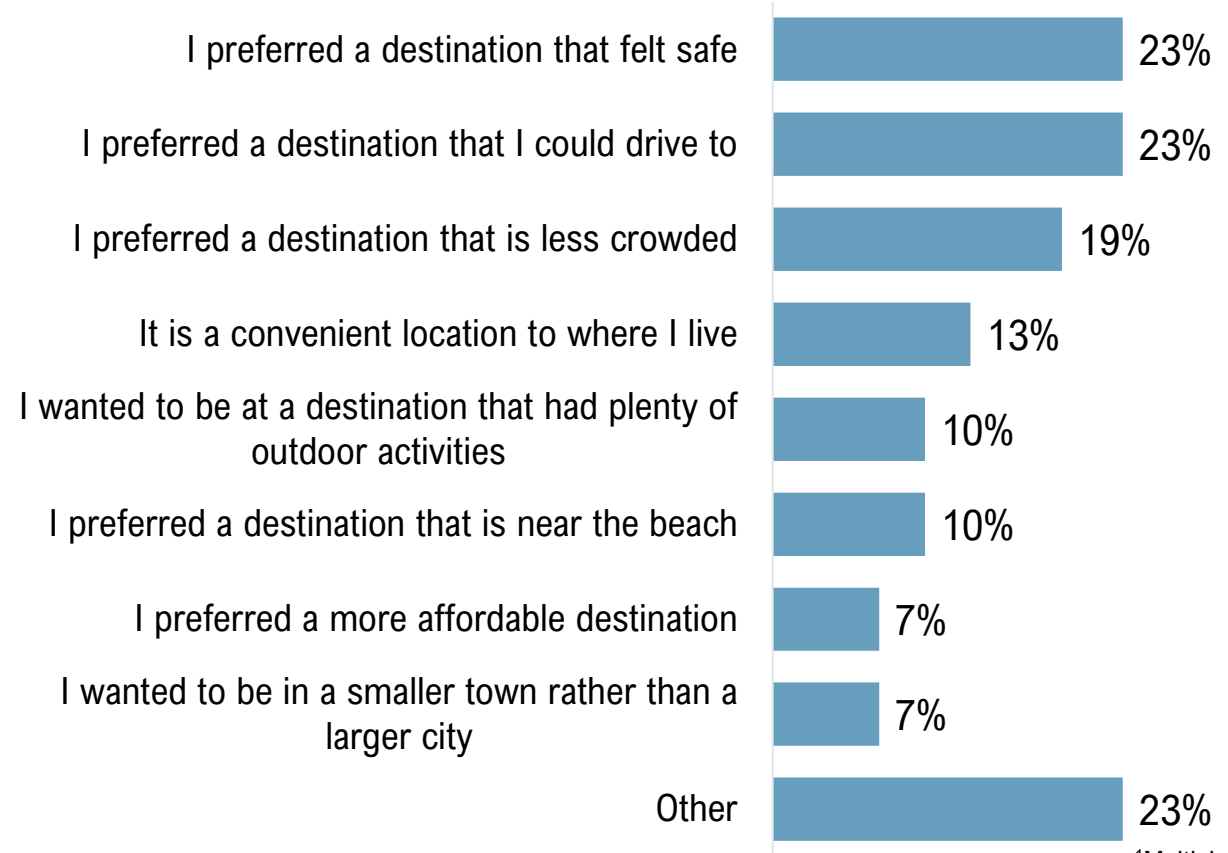
¹Multiple responses permitted.

Concerns over COVID-19¹

» **1 in 10** visitors stated that concerns about COVID-19 played a role in them choosing to visit this area as opposed to other destinations

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

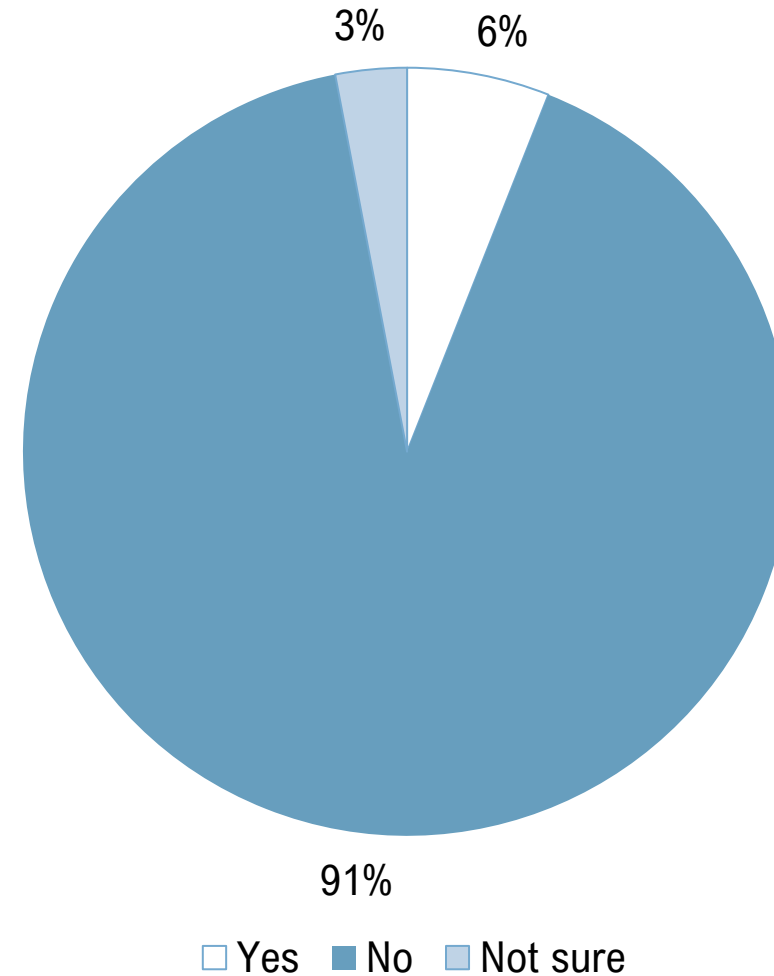
Base: 10% who said concerns about COVID-19 played a role in choosing the area



¹Multiple responses permitted.

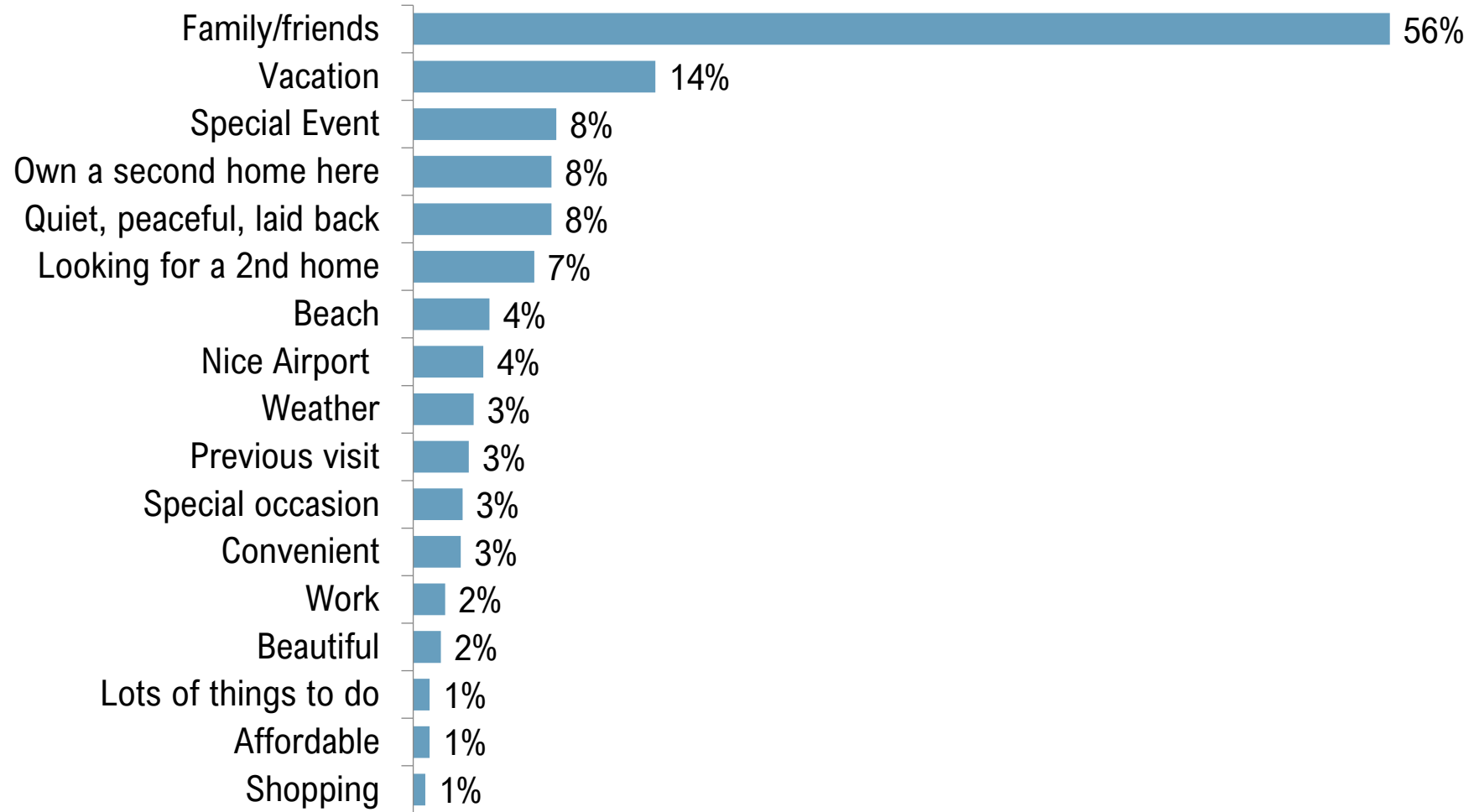
Vacation replacement

- » 6% of visitors stated that they replaced another trip elsewhere they previously planned with a trip to Punta Gorda/Englewood Beach area



¹Multiple responses permitted.

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



¹Coded open-ended responses; multiple responses permitted.

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



“My brother lives here and invited me down. I love coming down here to relax and kick me feet up in the warm weather.”



“My mother lives down here so I usually come down with the family for the holidays. The beach is nice this time of year.”



“I was just looking for something different. I've been to Florida before but never this area. We rented a condo and I love it.”

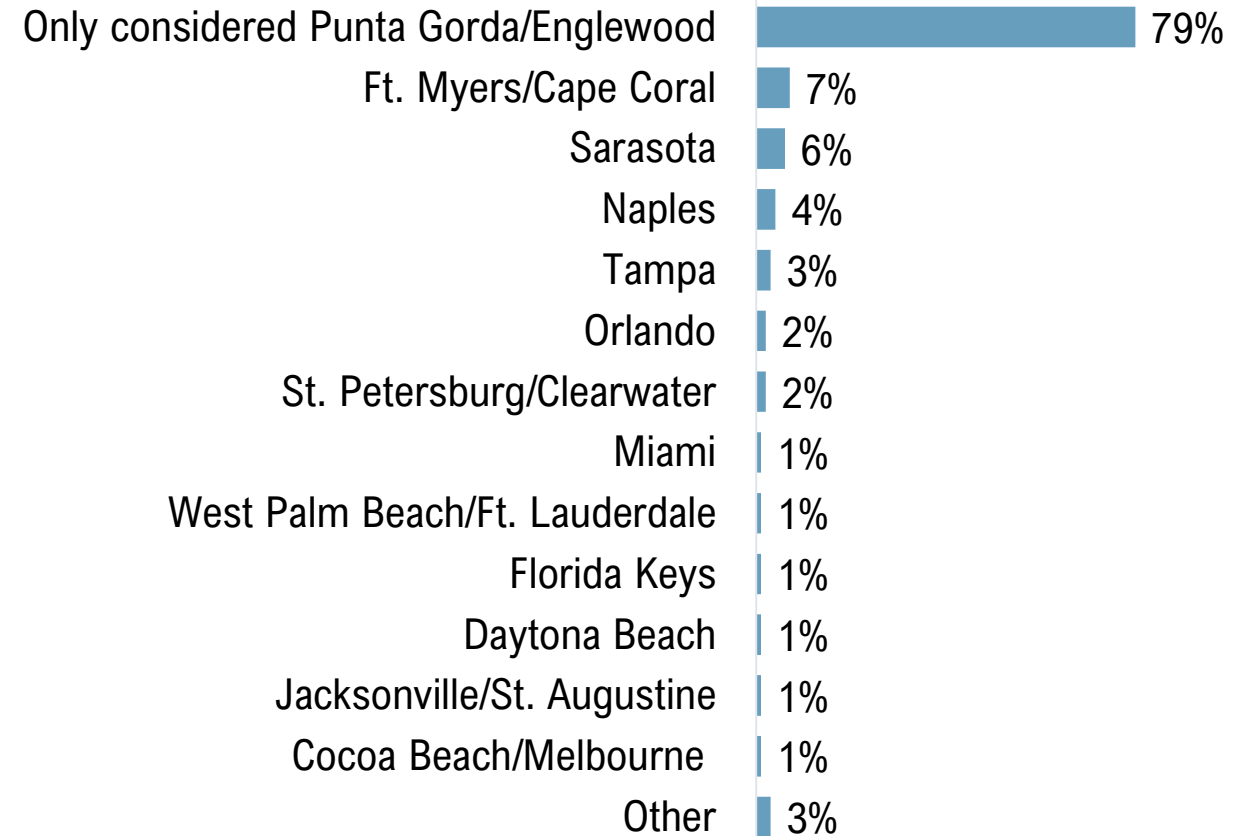


“We chose the area because we wanted to enjoy our vacation somewhere that had less people but we were still able to shop.”

Other Destinations Considered¹

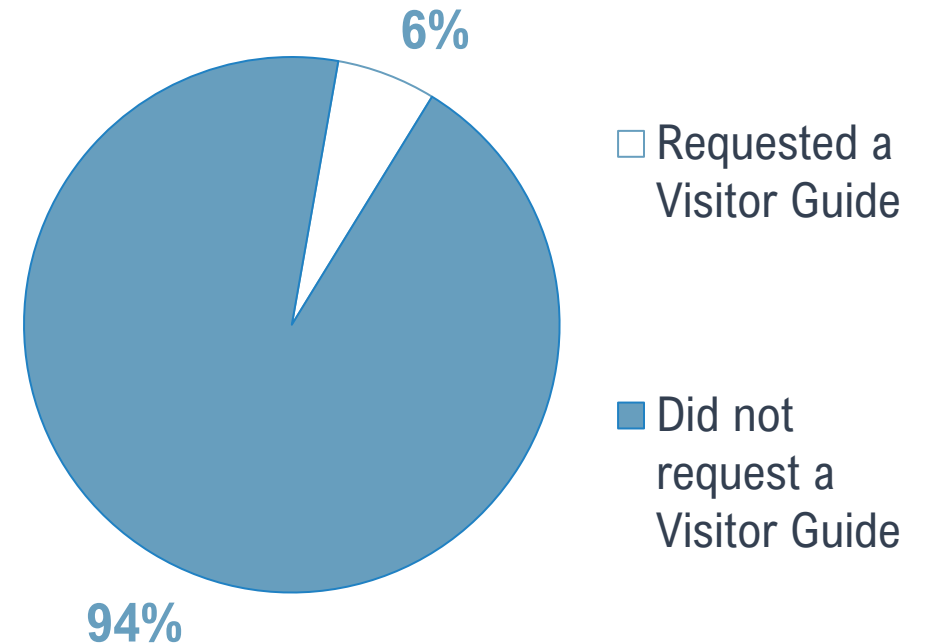
» **4 in 5** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip

» Ft. Myers/Cape Coral and Sarasota are main competitors with **1 in 14** visitors considering one of these destinations



Visitors Guide

- » **6%** of visitors requested a Visitors Guide before their trip
 - » **3%** requested a print version
 - » **3%** requested an online version
- » Visitors Guide received a rating of **7.7 out of 10.0¹**

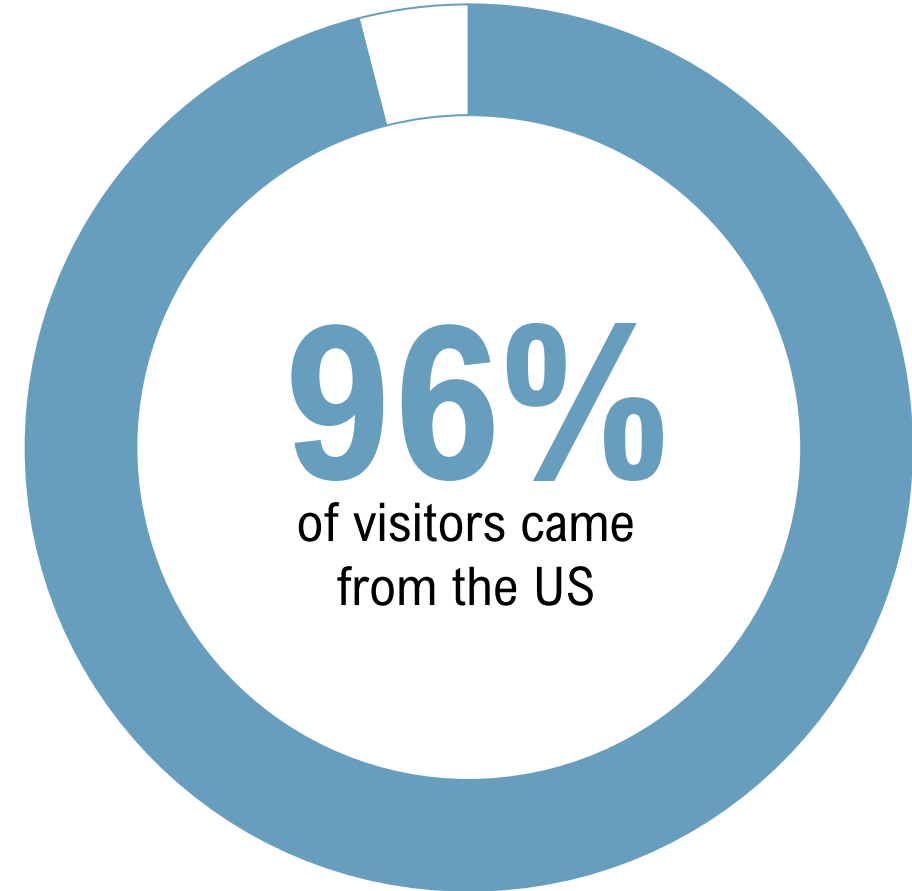
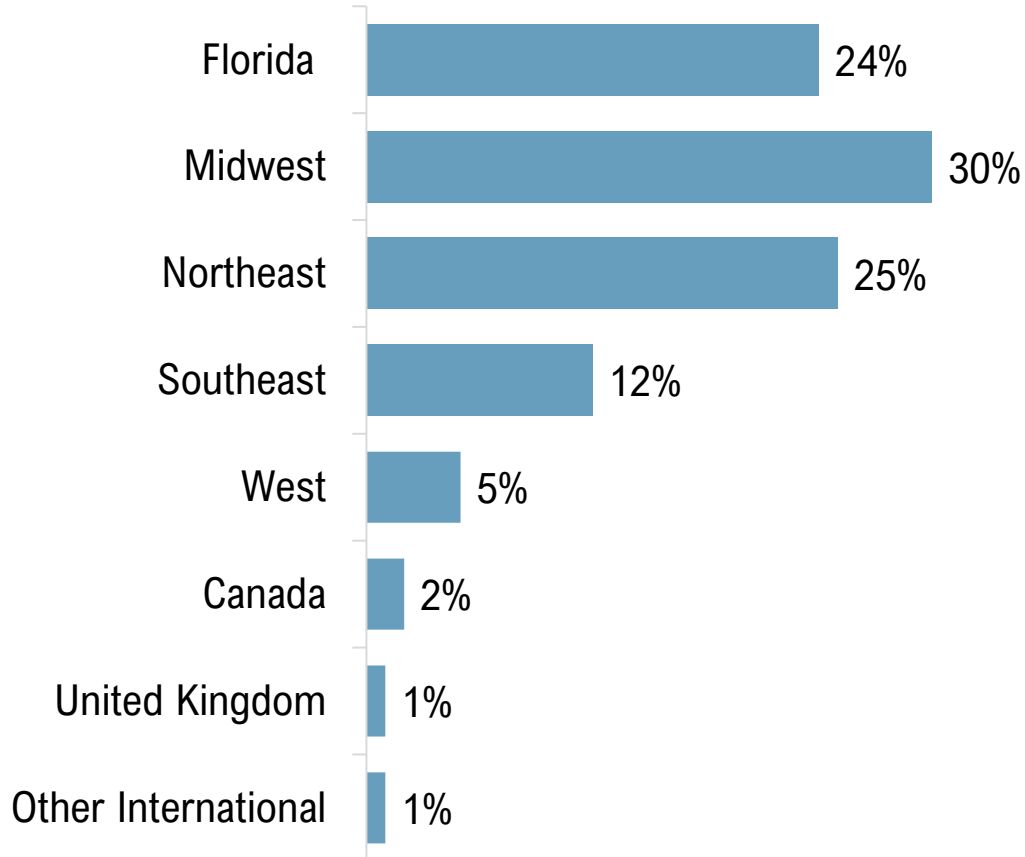


¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey – Traveler Profile



Origin of Visitors – By Region



Origin of Visitors – By State

Origin	Percentage of Visitors
Florida	24%
Indiana	6%
Ohio	5%
Pennsylvania	5%
New York	4%
Massachusetts	4%
Illinois	4%
Michigan	4%
New Jersey	3%
Wisconsin	3%
Tennessee	3%
Canada	3%
North Carolina	2%



Origin of Visitors – By Market

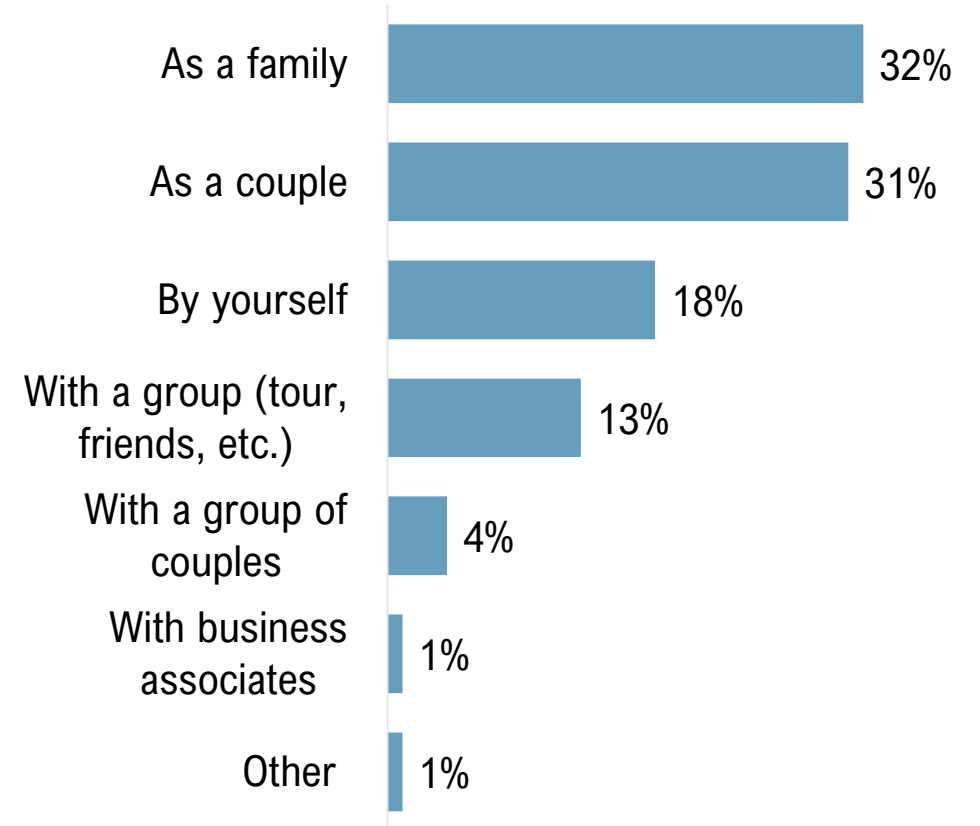
Market	% of All Visitors
Sarasota-Bradenton	6%
Naples-Ft. Myers	6%
New York City ¹	4%
Tampa-Clearwater-St. Petersburg	3%
Indianapolis	3%
Chicago	2%
Pittsburgh	2%
Boston	2%
Washington DC-Baltimore	2%
Cincinnati	2%
Miami-Ft. Lauderdale	2%
Grand Rapids	2%

Market	% of Overnight Visitors
New York City ¹	6%
Chicago	4%
Indianapolis	3%
Pittsburgh	3%
Washington DC-Baltimore	3%
Boston	2%
Grand Rapids	2%
Cincinnati	2%
Atlanta	2%
Philadelphia	2%
Tampa-Clearwater-St. Petersburg	2%
Milwaukee	2%

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

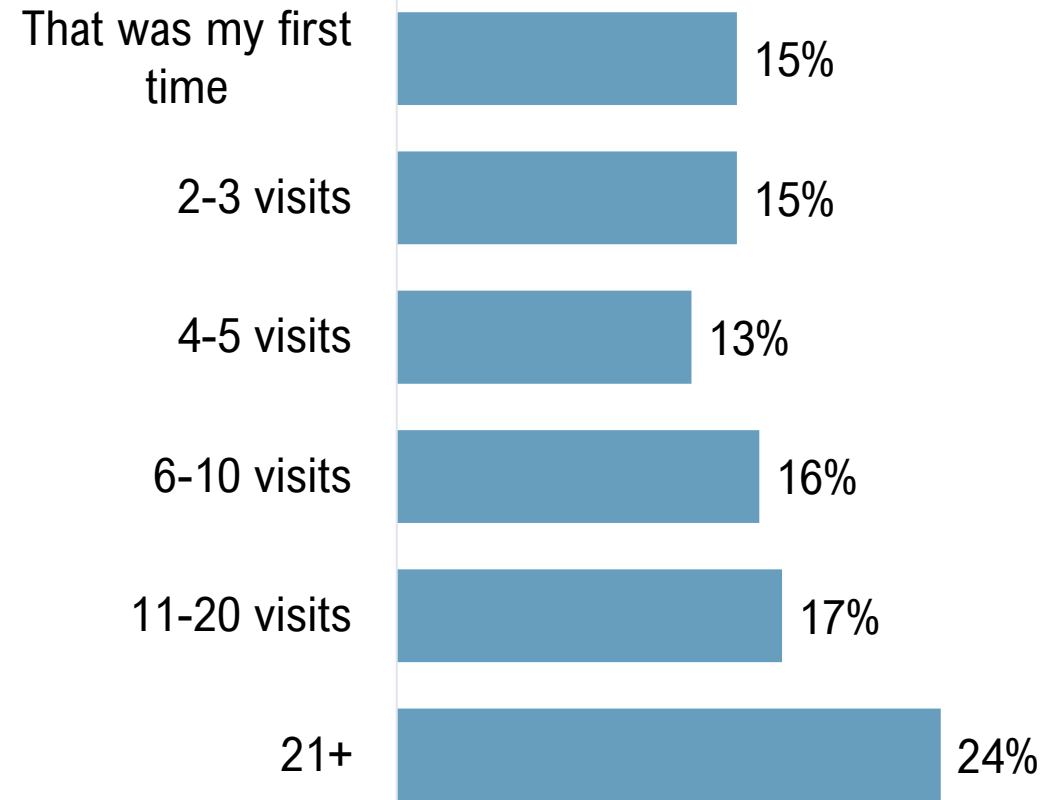
Travel Parties

- » The typical visitor traveled in a party composed of **3.0** people
- » **33%** traveled with children under 20
- » **1 in 3** visitors traveled as a family



Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitors spent **7.2¹** nights in Punta Gorda/Englewood Beach
 - » When including long term visitors², average nights stayed is **12.3**
- » **15%** were first time visitors
- » **41%** had visited more than 10 times

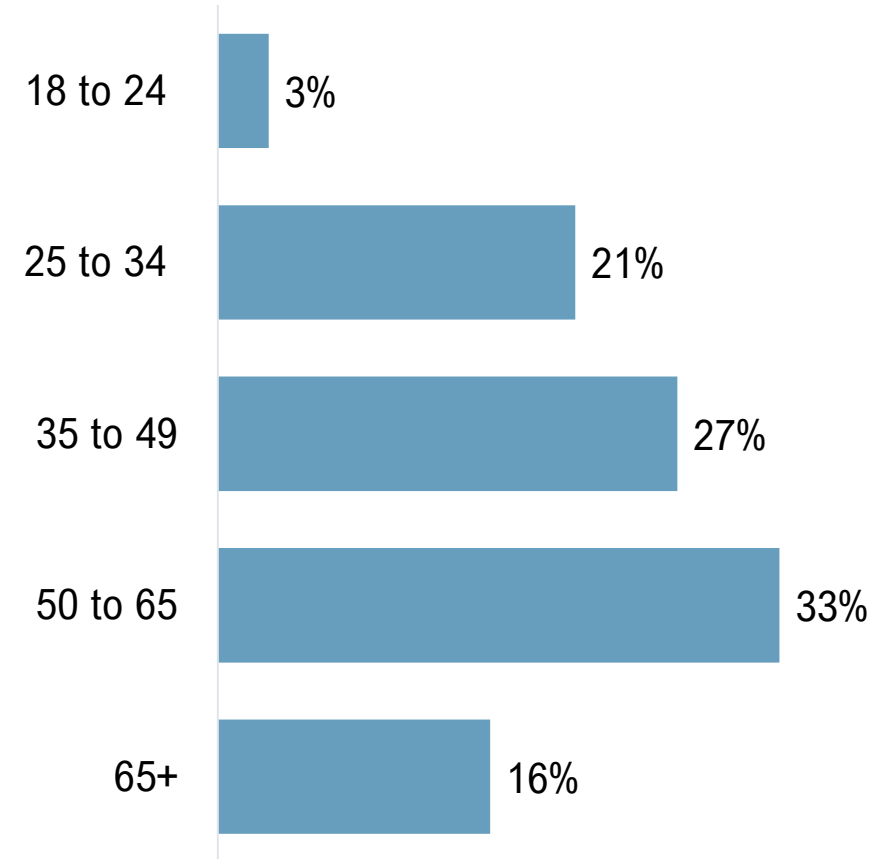


Punta Gorda/Englewood Length of Stay

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

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
<i>Length of Stay¹</i>	<i>8.9</i>	<i>10.1</i>	<i>1.0</i>	<i>7.2</i>
<i>Travel Party Size</i>	<i>3.4</i>	<i>2.8</i>	<i>2.8</i>	<i>3.0</i>

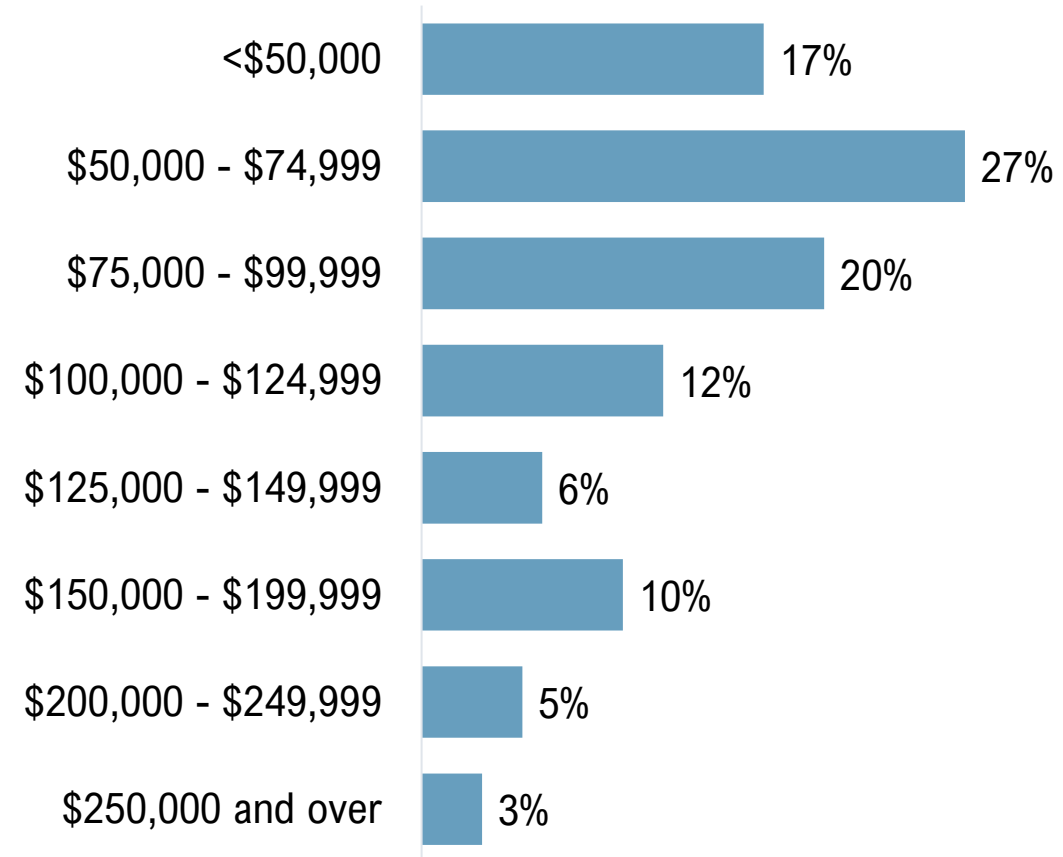
» **49** is the median age of Oct – Dec visitors



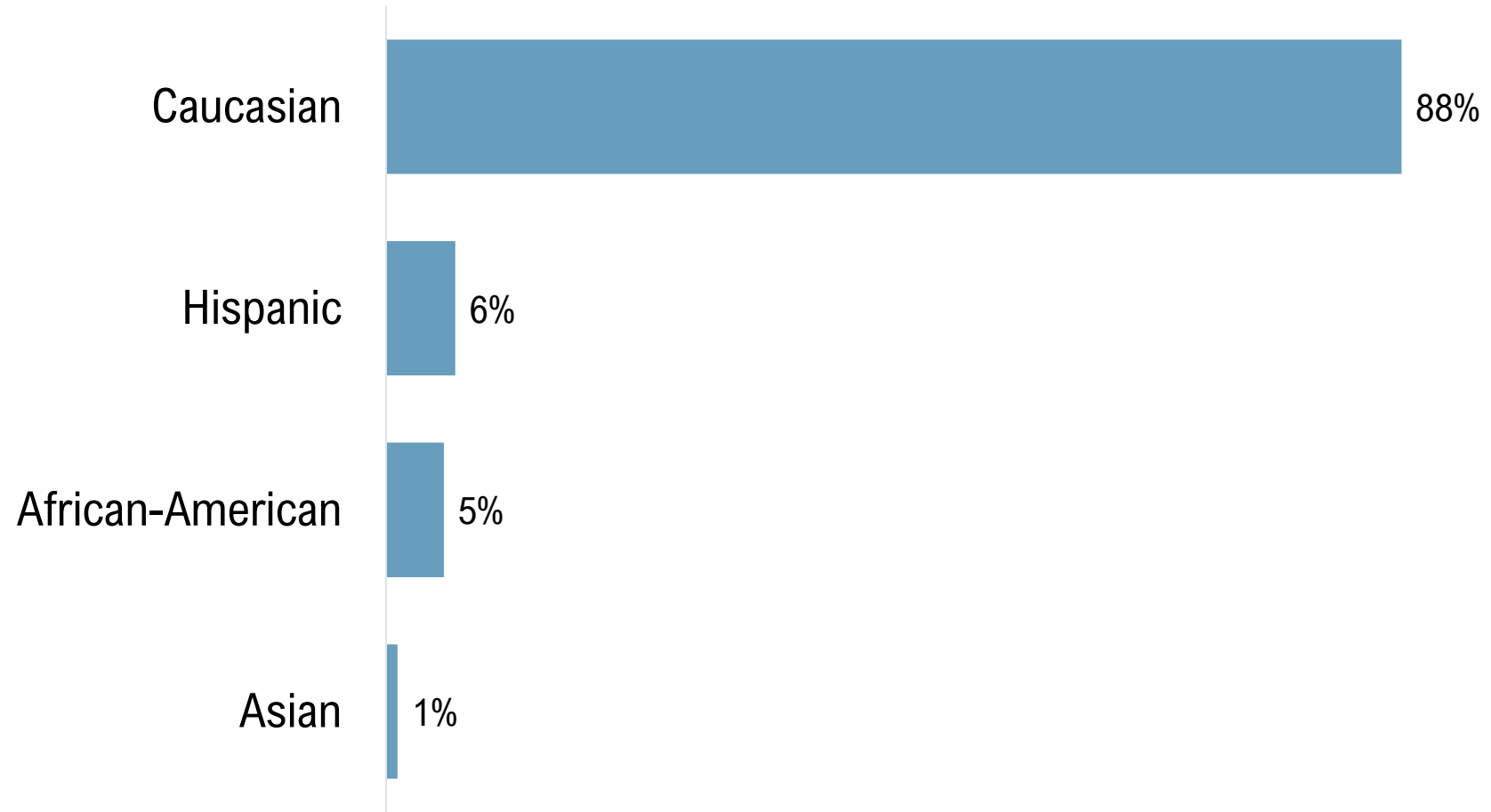
Household Income in 2020

Median Household Income

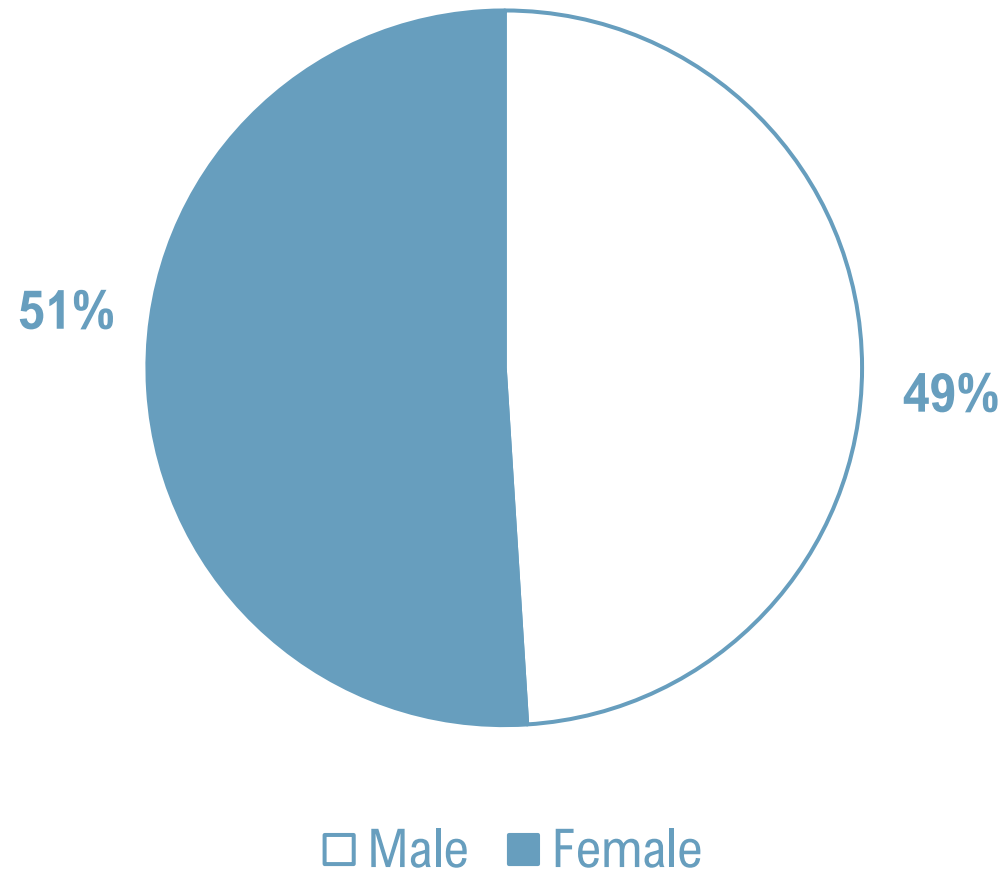
- » **\$82,500** is the median household income for Oct – Dec visitors
- » **Nearly 1 in 5** visitors had a household income in excess of \$150,000



Race/Ethnicity



Gender

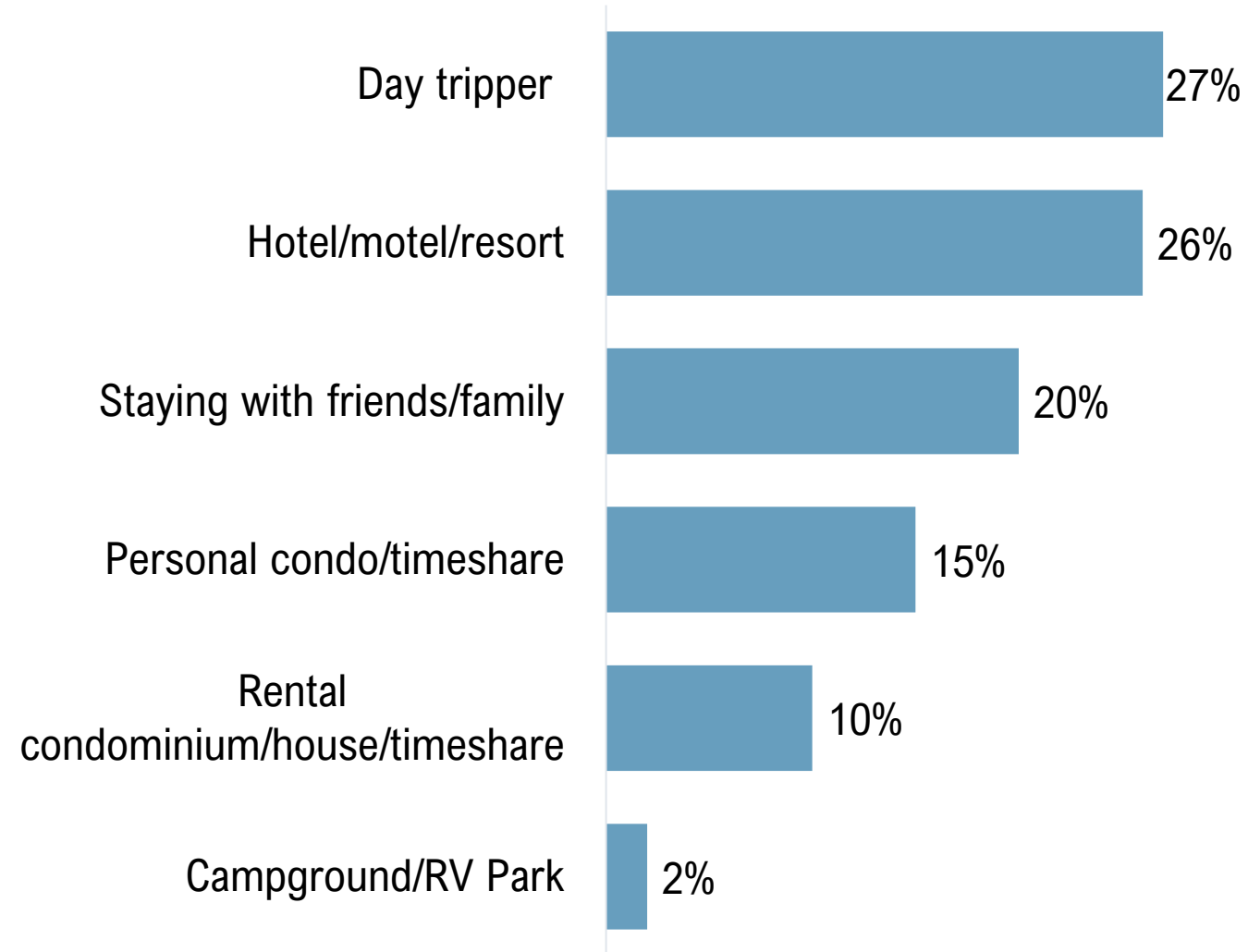


Visitor Journey – Trip Experience

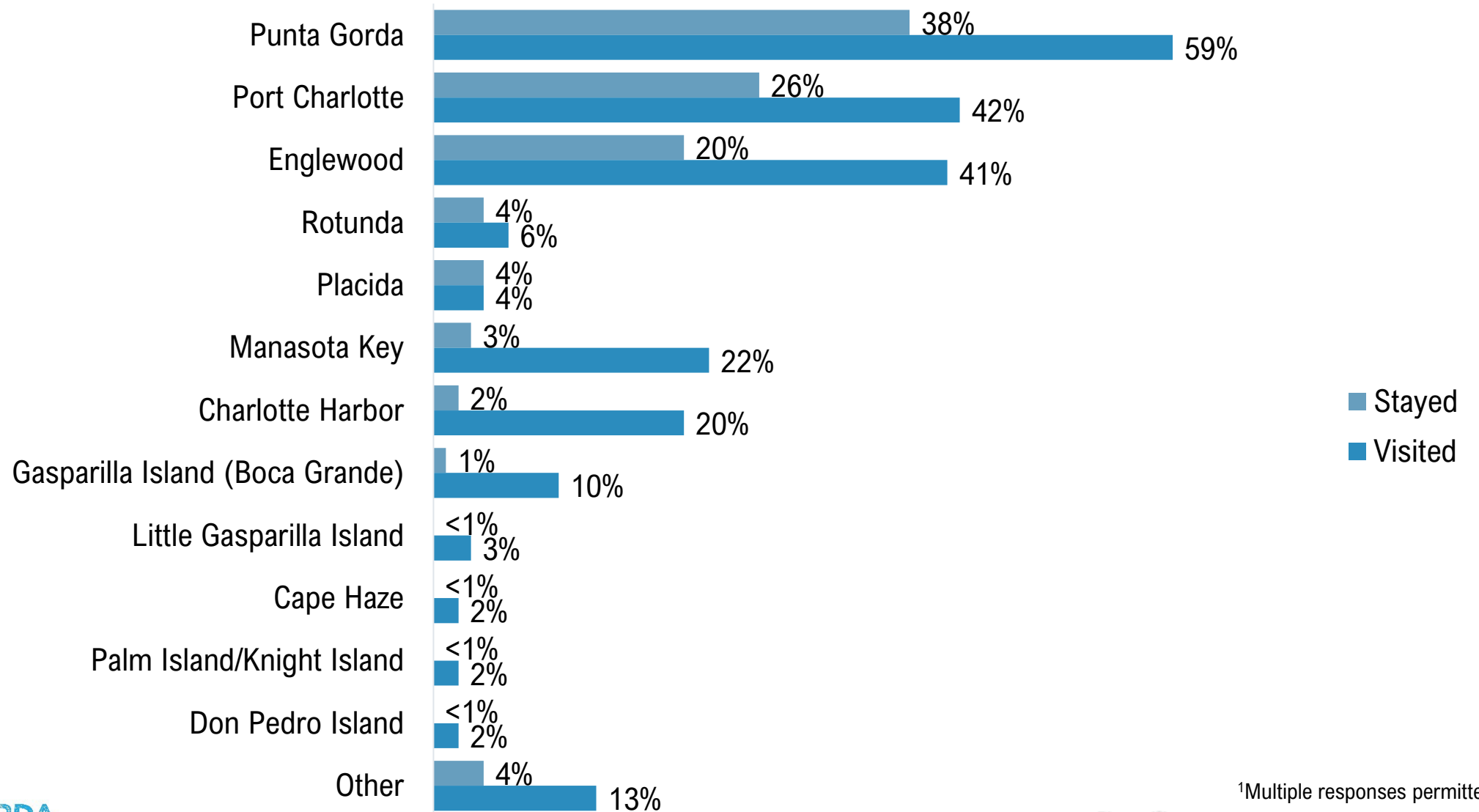


Visitor Accommodations

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

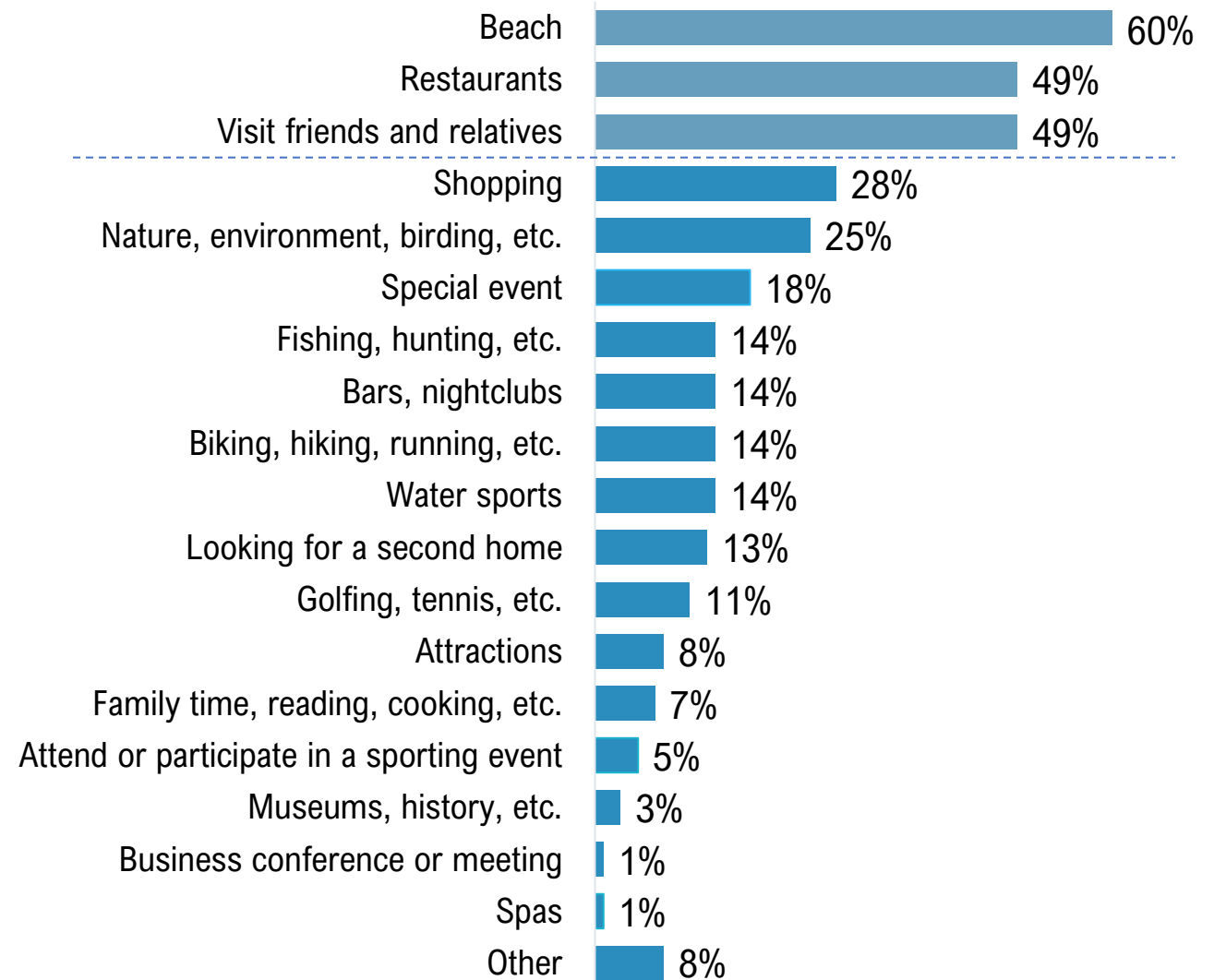


Area Stayed vs. Areas Visited¹



Visitor Activities¹

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



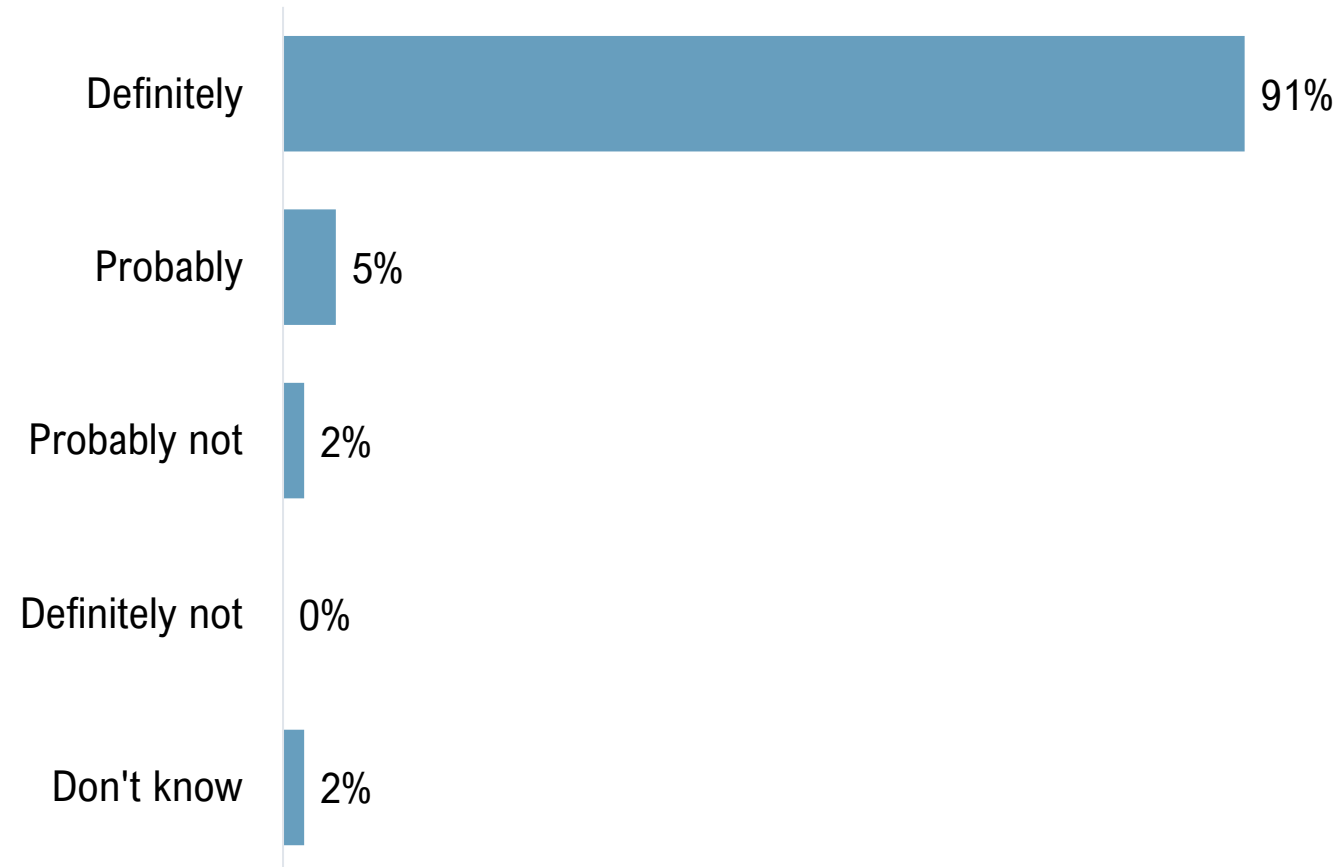
¹Multiple responses permitted.

Visitor Journey – Post-Trip Evaluation



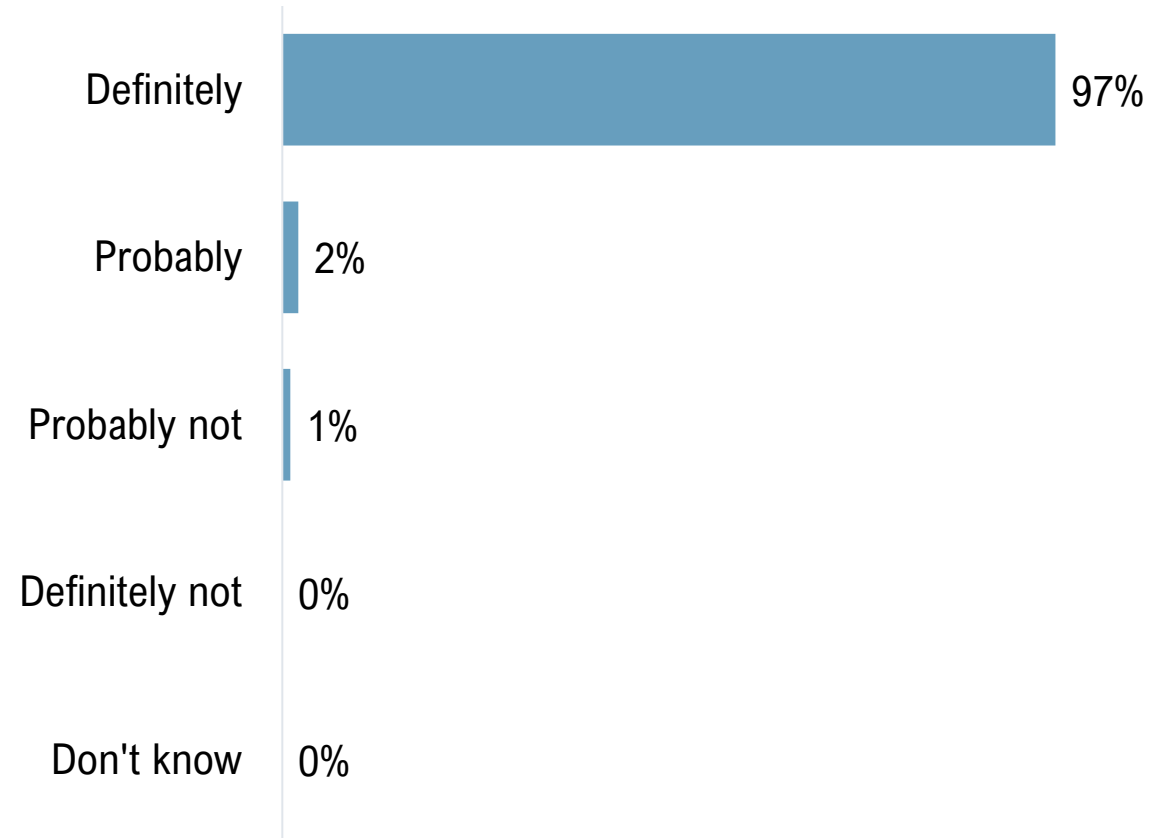
Visitor Satisfaction

» **91%** would definitely recommend Punta Gorda/Englewood Beach to a friend



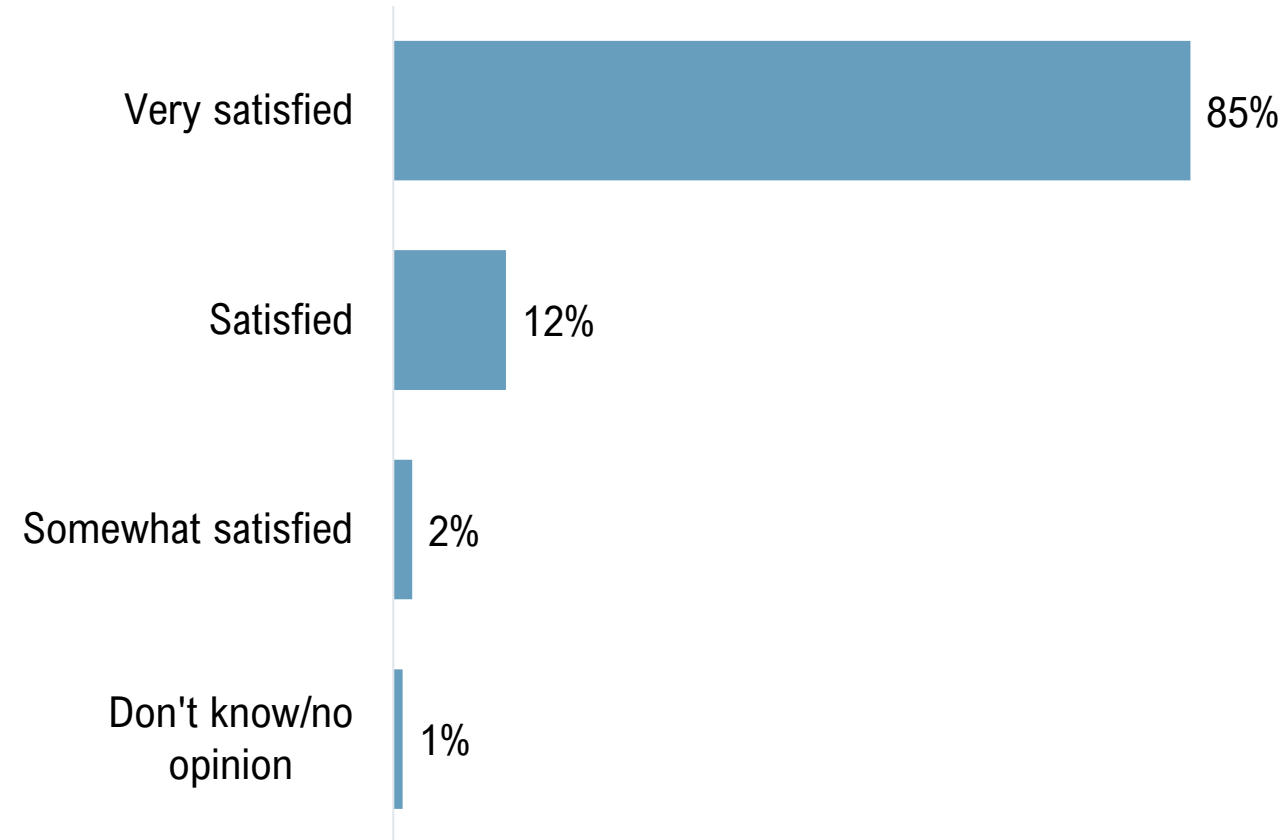
Visitor Satisfaction

» **97%** will definitely return¹

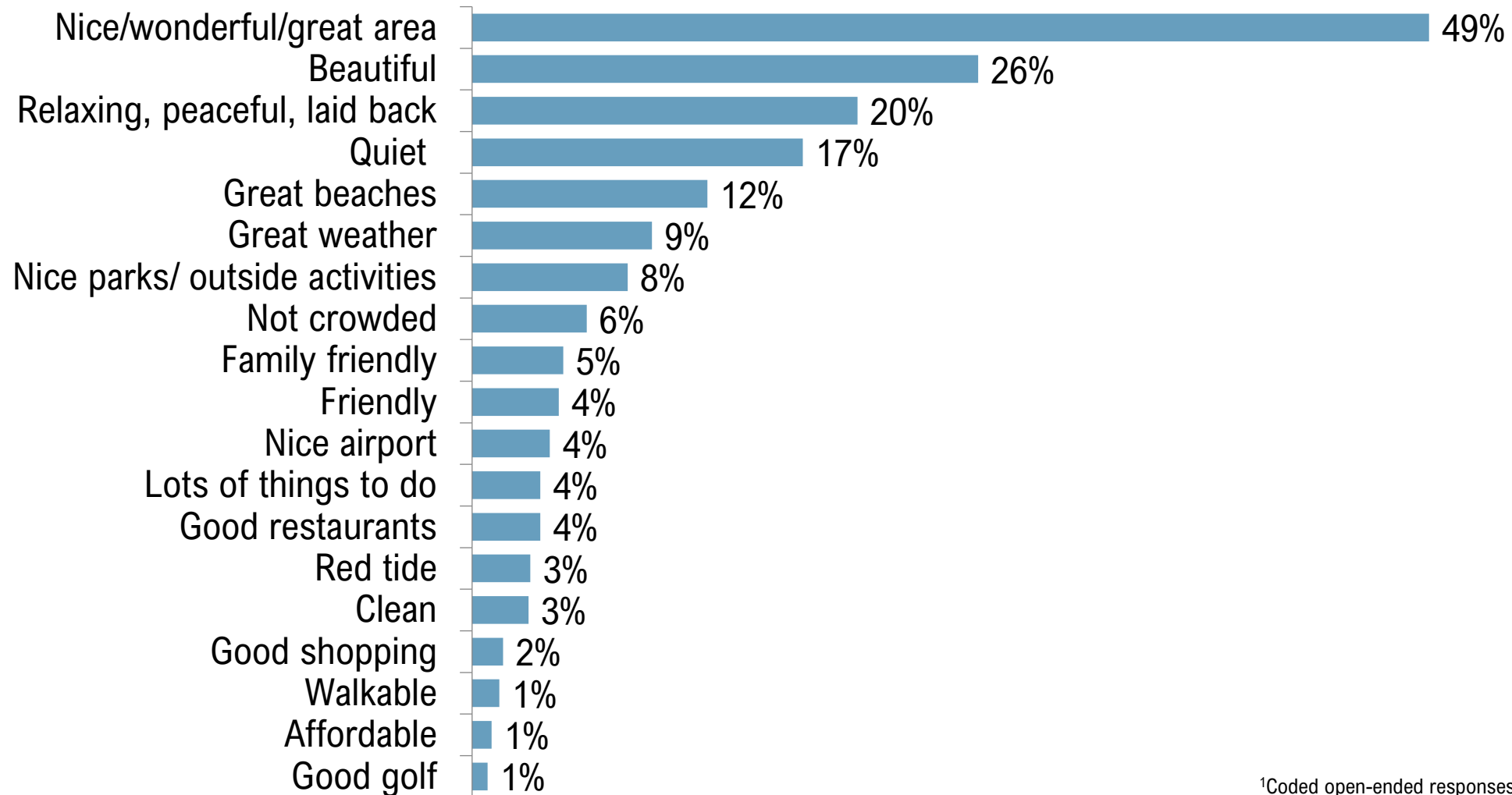


Visitor Satisfaction

» **97%** were satisfied or very satisfied with their stay



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



¹Coded open-ended responses; multiple responses permitted.

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



"My trip was very enjoyable! It wasn't too crowded, the beach was easy to get to, there was good entertainment and great bike trails."



"The parks are absolutely beautiful in Punta Gorda. The few places that we went to shop were very good and fun to be around."



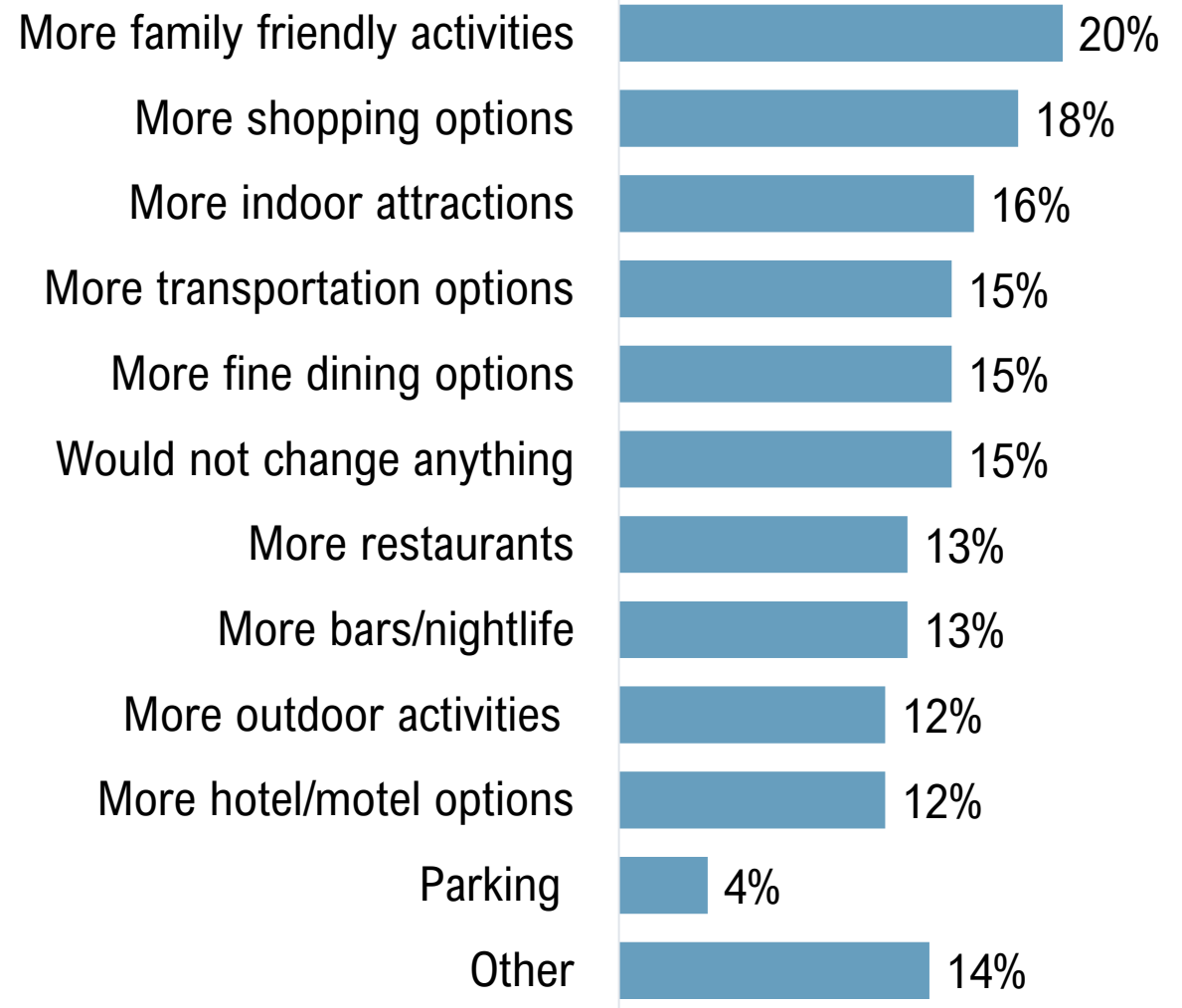
"All I can say is that Port Charlotte is so peaceful. Every time we stay here with our family, we have such a great time."



"Charlotte County is a small town that is fairly quiet. There are some great parks and tons of quaint little restaurants."

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

- » **1 in 5** visitors mentioned more family friendly activities as something that would make a return visit more desirable
- » **Nearly 1 in 5** visitors said that more shopping options and more indoor activities would make Charlotte County to be a more desirable visit for them



Year to year comparisons



YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	Oct – Dec 2020	Oct – Dec 2021
A week or two in advance	22%	26%
A month or so in advance	23%	22%
2 months in advance	16%	17%
3 months in advance	13%	12%
4 to 5 months in advance	7%	9%
6 months of more in advance	17%	13%

Top Trip Planning Sources	Oct – Dec 2020	Oct – Dec 2021
Previous visit	51%	45%
Talk to family/friends	27%	32%
Google search	NA	23%
Special events	4%	5%
Brochures/travel guides/visitor guides	4%	5%

YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	Oct – Dec 2020	Oct – Dec 2021
Visit friends and relatives	37%	41%
Beach	19%	28%
Vacation	16%	24%
Special event	11%	12%
Nature activities	6%	10%
Shopping	8%	8%
Looking for a 2 nd home	NA	8%

Pre-Visit	Oct – Dec 2020	Oct – Dec 2021
Requested a Visitors Guide	7%	6%
Drove to Charlotte County	64%	64%
Flew to Charlotte County	36%	36%

YEAR-TO-YEAR COMPARISONS

Market of Origin	Oct – Dec 2020	Oct – Dec 2021
Sarasota-Bradenton	6%	6%
Naples-Ft. Myers	7%	6%
New York City ¹	4%	4%
Tampa Bay area	3%	3%
Indianapolis	2%	3%

Region of Origin	Oct – Dec 2020	Oct – Dec 2021
Southeast (including Florida)	38%	36%
Midwest	29%	30%
Northeast	22%	25%
West	8%	5%
International	3%	4%

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

YEAR-TO-YEAR COMPARISONS

Travel Parties	Oct – Dec 2020	Oct – Dec 2021
Travel Party Size	2.9	3.0
Traveled with Children	37%	33%
Traveled as a family	37%	32%
Traveled as a couple	32%	31%

Visitor Profile	Oct – Dec 2020	Oct – Dec 2021
Median Age	51	49
Gender (Female)	54%	51%
Median Household Income	\$89,000	\$82,500
White/Caucasian	89%	88%
Hispanic	6%	6%
African American	3%	5%

YEAR-TO-YEAR COMPARISONS

Accommodations	Oct – Dec 2020	Oct – Dec 2021
Day Tripper	27%	27%
Hotel/Motel	25%	26%
Friends/Family Home	21%	20%
Personal Second Home	13%	15%
Vacation Rental Home/Airbnb	9%	10%
Camping/RV	4%	2%

Trips Experience	Oct – Dec 2020	Oct – Dec 2021
Average nights stayed	7.2	7.2
Average nights stayed including long term	17.6	12.3
1 st Time Visitor	23%	15%
10+ Prior Visits to Charlotte County	25%	41%

YEAR-TO-YEAR COMPARISONS

Top Activities	Oct – Dec 2020	Oct – Dec 2021
Beach	47%	60%
Restaurants	41%	49%
Visit friends and family	46%	49%
Shopping	29%	28%
Nature related	18%	25%
Special event	15%	18%
Fishing, hunting, etc.	13%	14%
Bars/nightclubs	9%	14%
Biking, hiking, running, etc.	15%	14%
Water sports	12%	14%
Looking for a 2 nd home	NA	13%
Golf, tennis, etc.	10%	11%

YEAR-TO-YEAR COMPARISONS

Average Daily Trip Spending	Oct – Dec 2020	Oct – Dec 2021
Accommodations	\$49	\$56
Restaurants	\$56	\$61
Groceries	\$21	\$24
Shopping	\$36	\$38
Entertainment	\$31	\$40
Transportation	\$19	\$22
Other	\$6	\$4
Total	\$218	\$245

Average Total Trip Spending	Oct – Dec 2020	Oct – Dec 2021
Accommodations	\$353	\$403
Restaurants	\$403	\$439
Groceries	\$151	\$173
Shopping	\$259	\$274
Entertainment	\$223	\$288
Transportation	\$137	\$158
Other	\$43	\$29
Total	\$1,569	\$1,764

YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	Oct – Dec 2020	Oct – Dec 2021
Will definitely return to Charlotte County	97%	97%
Satisfied or very satisfied with their stay	96%	97%
Would definitely recommend to friend	95%	91%



Visitor Tracking Study

- » **416** 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 1st, 2021 and December 31st, 2021**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

October – December 2021

Joseph St. Germain, Ph.D.
Phillip Downs, Ph.D.
Rachael Anglin
Erin Dinkel
Isiah Lewis
Glencora Haskins
James Brendle
Downs & St. Germain Research

