Punta Gorda/Englewood Beach VCB Visitor Tracking Report
October – December 2022

PUNTA GORDA
ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

downs & st. germain
RESEARCH

Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during October through December, 2022. In the report, we follow visitors in their journeys from pre-trip planning to the economic impact of their expenditures in our destination. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Punta Gorda/Englewood Beach.

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

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
- Amenities for a desirable return

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

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

DS downs & st. germain
RESEARCH

Executive Summary

Visitor Journey – Impact of Tourism

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
RESEARCH

Quarterly Snapshot

» In October – December 2022, Charlotte County had an increase in visitors traveling via air travel as we see increases in Midwestern and International visitation

» International visitation has increased as 6% of visitors came from international locations in 2022 compared to 4% in 2021

» An increase in visitors traveling for a couples' vacation has increased considerably leading to a small travel party size decrease
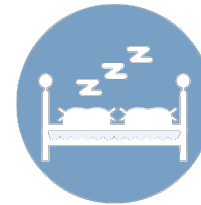
59.3%	**$167.63**	**$99.40**
OCCUPANCY RATE	AVERAGE DAILY RATE	REVENUE PER ROOM

Vs. 2021   ↑ 11.9%   ↑ 23.5%   ↑ 38.2%

Key Performance Indicators

Visitor Statistics	Oct – Dec 2021	Oct – Dec 2022	Percent Change
Visitors	290,400	330,500	+13.8%
Direct Expenditures[1]	$166,235,300	$198,284,500	+19.3%
Total Economic Impact	$241,041,200	$290,872,900	+20.7%

Lodging Statistics	Oct – Dec 2021	Oct – Dec 2022	Percent Change
Occupancy[2]	53.0%	59.3%	+11.9%
Room Rates[2]	$135.75	$167.63	+23.5%
RevPAR[2]	$71.95	$99.40	+38.2%
Room Nights[2]	281,742	322,500	+14.5%
TDT Collections	$1,369,184	$1,524,900	+11.4%

[1] Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.
[2] Sources: Charlotte County Tax Collector, STR and All of the Rooms

PUNTA GORDA
ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

downs & st. germain
RESEARCH

Travel Party Spending

» Visiting travel parties staying with friends and relatives spent **$178** per day and **$1,744** on their trip

» Visiting travel parties staying in paid accommodations spent **$412** per day and **$3,420** on their trip

Visitor Journey – Pre-Visit

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

8

Top Trip Planning[1]

» **Over 2 in 5** visitors planned their trip 1 month or less in advance
» Average trip planning cycle was **69 days**
» Top trip planning sources:

Previous visit (48%)

Internet (37%)

Friend, coworker, etc. (27%)

Punta Gorda/Englewood Beach Promotions[1]

» **15%** of visitors recalled promotions about the Punta Gorda/Englewood Beach area before their visit

» **57%** of those who recalled advertising were influenced to come to the area

» Top sources of noticed promotions:

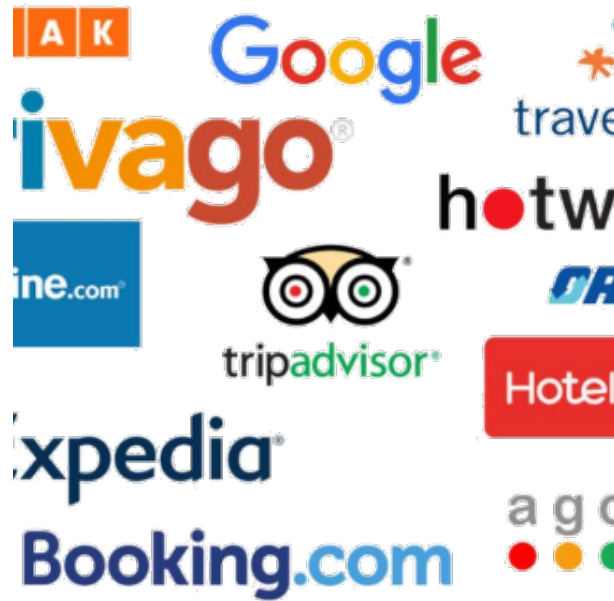Television (30%)

Newspaper (25%)
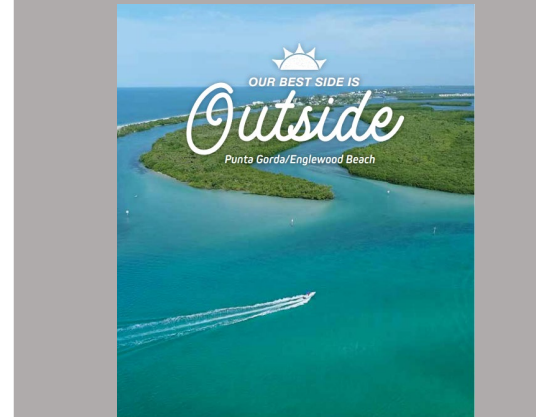
Travel/Visitor Guide (19%)

Online Article (16%)

Top Methods of Accommodation Booking[1]

57% Directly with hotel/condo

11% Online travel agency

11% Airbnb

11% VRBO, HomeAway

PUNTA GORDA
ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

downs & st. germain
RESEARCH

Transportation

54% of visitors drove to
Punta Gorda/Englewood Beach

17% of all visitors flew in via
the Punta Gorda Airport

15% of all visitors flew in via
the Southwest Florida
International Airport

Top Reasons for Visiting[1]

Visit friends/relatives (41%)

Family vacation (32%)

Beach (27%)

PUNTA GORDA
ENGLEWOOD BEACH
SM
The Charlotte Harbor Gulf Island Coast

DS downs & st. germain
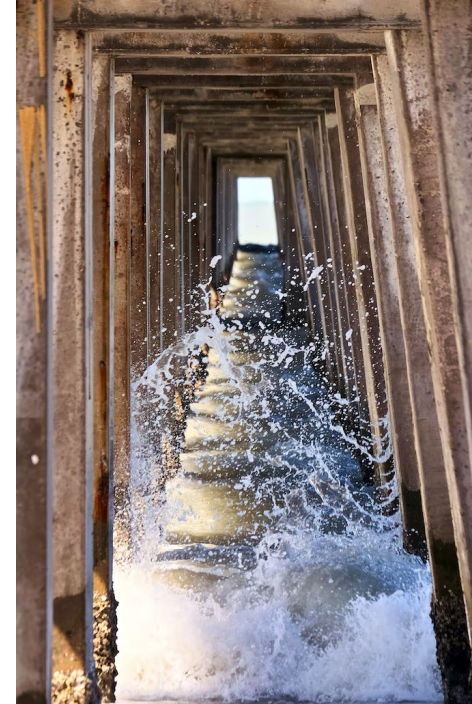RESEARCH

Other Destinations Considered[1]

» **74%** of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip

» Other destinations considered:
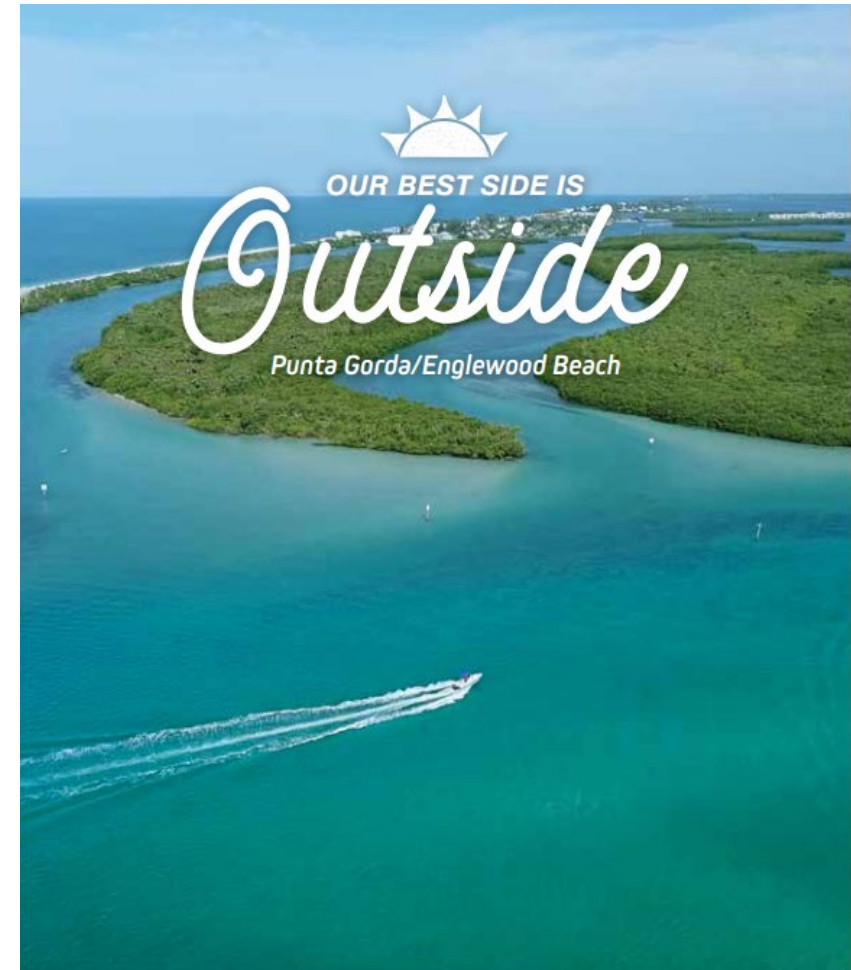
Sarasota (7%)

Ft. Myers/Cape Coral (7%)

Naples (4%)

Orlando (4%)

Visitors Guide

» **8%** of visitors requested a Visitors Guide
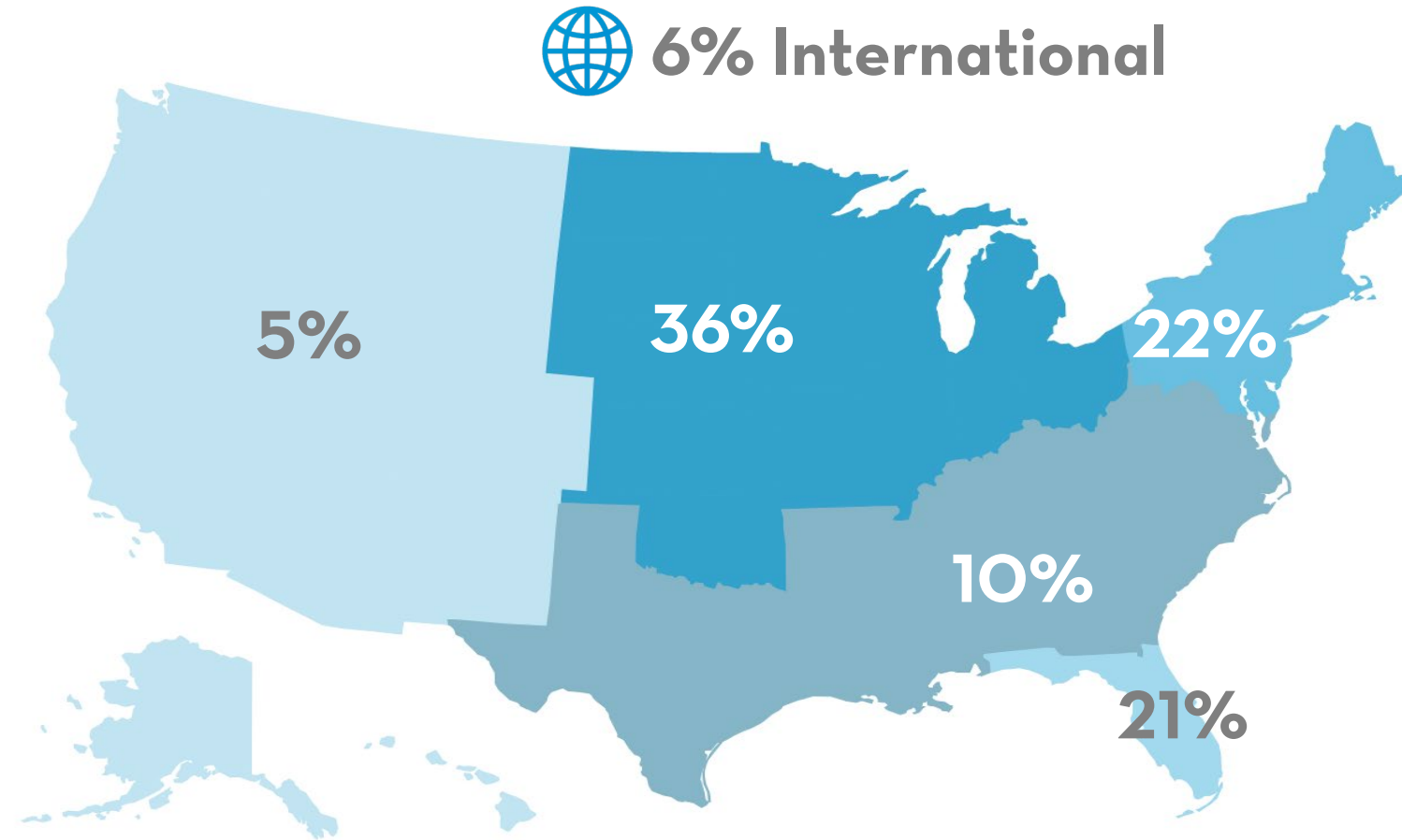
» Visitors Guide received a rating of **7.6 out of 10.0**[1]

[1]Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.
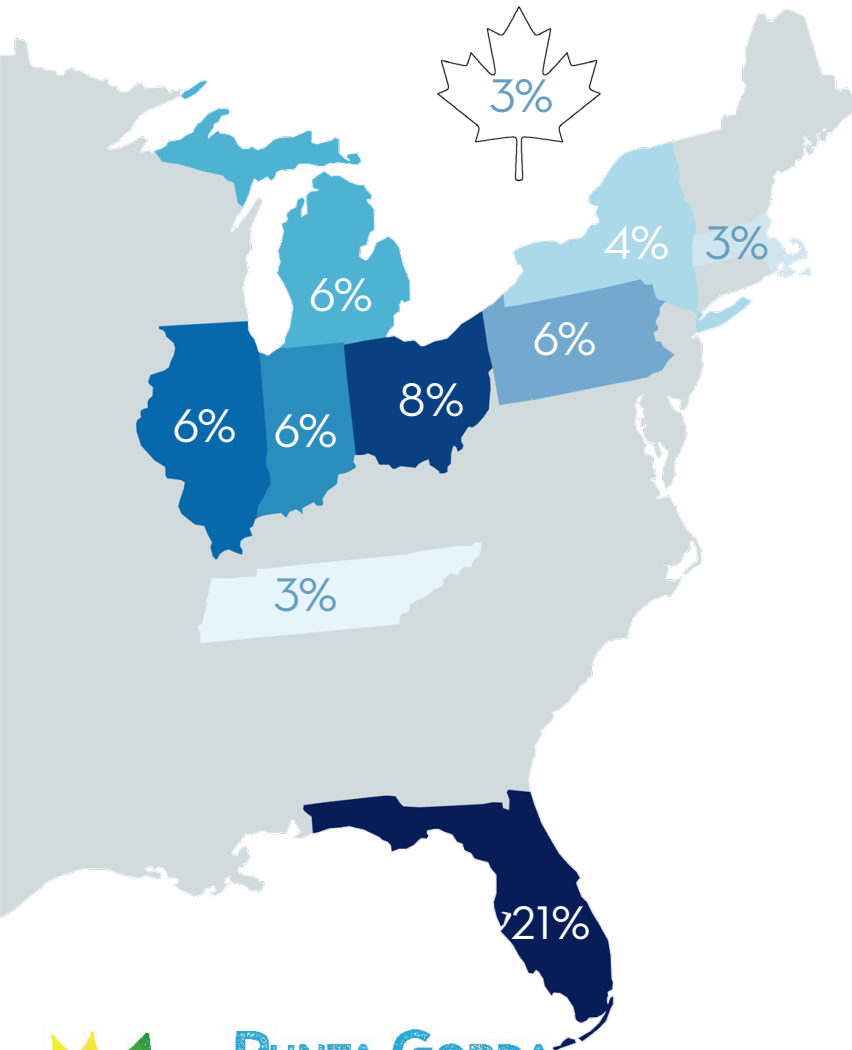
Visitor Journey – Traveler Profile

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

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

16

downs & st. germain
RESEARCH
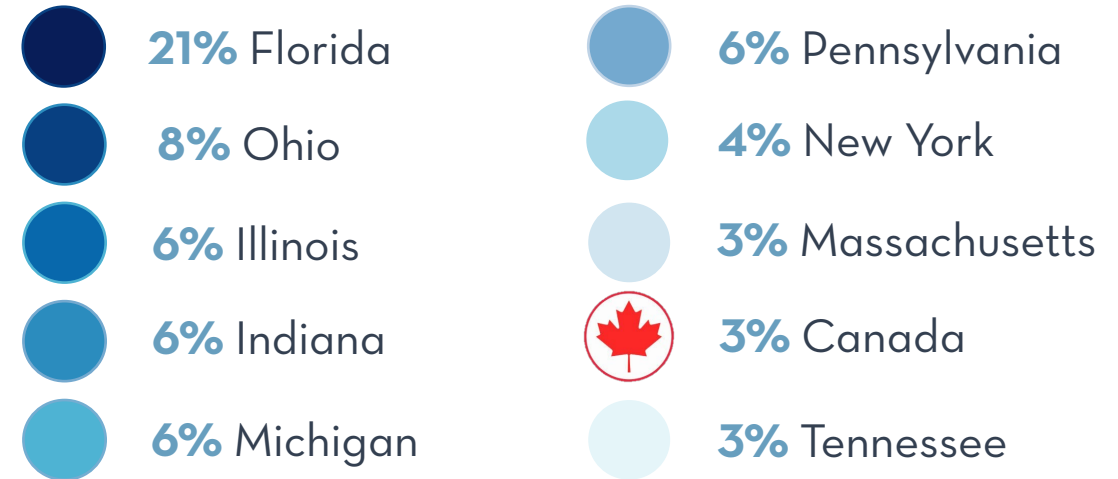
Top Origin Regions of Visitors

🌐 **6% International**

» **94%** of Charlotte County visitors lived in the United States

» **6%** of visitors were from outside of the United States, mostly from Canada and the United Kingdom

» The Midwest and Northeast accounted for nearly 3 in 5 of all visitors

5%

36%

22%

10%

21%

PUNTA GORDA ENGLEWOOD BEACH
SM
The Charlotte Harbor Gulf Island Coast

DS downs & st. germain
RESEARCH

Top Origin States of Visitors

66% of visitors traveled to Charlotte County from 9 states and Canada

21% Florida

8% Ohio

6% Illinois

6% Indiana

6% Michigan

6% Pennsylvania

4% New York

3% Massachusetts

3% Canada

3% Tennessee

3%

4%   3%

6%

6%

6%   6%   8%

3%

21%

PUNTA GORDA
ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

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

18

Top Origin Markets of Visitors

16% of visitors come from 3 markets

6% Fort Myers-Naples

6% Sarasota-Bradenton

4% New York[1]

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

Travel Party Size and Composition

» The typical visitor traveled in a party composed of **2.7** people

» **29%** traveled with at least one person under the age of 20

» **Over 1 in 3** traveled as a couple

» **Over 3 in 10** visitors traveled as a family

PUNTA GORDA
ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

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

» Visitors spent **6.8**[1] nights in Punta Gorda/Englewood Beach

[1]Nights stayed capped at 30 nights. Average length of stay is 18.2 nights when nights stayed is not capped.
[1]Nights stayed includes Day Trippers.

First Time Visitors

» **17%** were first time visitors

» **32%** had visited more than 10 times

Typical Punta Gorda/Englewood Beach Visitor

» The typical Visitor:

    » Was 52 years old

    » Had a median household income of $100,000

    » Was equally likely female (54%) or male (46%)

    » Was from:

        » Midwest (36%)

        » Northeast (22%)

        » Florida (21%)

Visitor Journey – Trip Experience

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

Top Visitor Accommodations

28% Day Tripper

22% Hotel/motel/resort

21% Family/friend's residence

18% Personal second home

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

Top Activities During Visit[1]

Beach (60%)

Restaurants (51%)

Visit friends/relatives (46%)

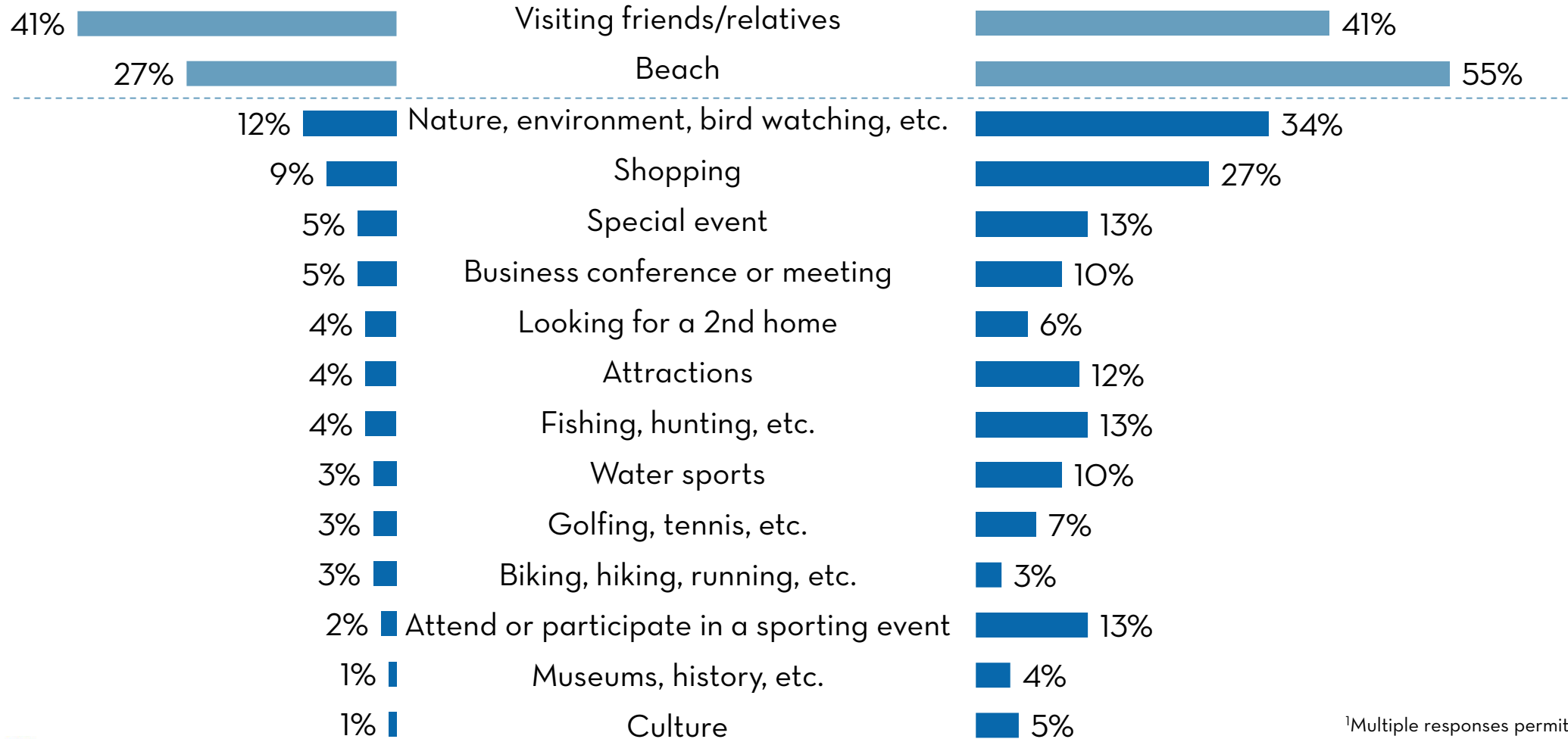Shopping (33%)

Nature related (20%)

[1]Multiple responses permitted

26

Reason for Visit vs. Visitor Activities

Reason for visit[1]

Visitor activities[1]

Key Reasons for Visiting

Reason for visit	Activity	Visitor activities
41%	Visiting friends/relatives	41%
27%	Beach	55%
12%	Nature, environment, bird watching, etc.	34%
9%	Shopping	27%
5%	Special event	13%
5%	Business conference or meeting	10%
4%	Looking for a 2nd home	6%
4%	Attractions	12%
4%	Fishing, hunting, etc.	13%
3%	Water sports	10%
3%	Golfing, tennis, etc.	7%
3%	Biking, hiking, running, etc.	3%
2%	Attend or participate in a sporting event	13%
1%	Museums, history, etc.	4%
1%	Culture	5%

Trip Enhancements

[1]Multiple responses permitted.

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

DS downs & st. germain RESEARCH

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

» **83%** of visitors would definitely recommend Punta Gorda/Englewood Beach

» **89%** will definitely return

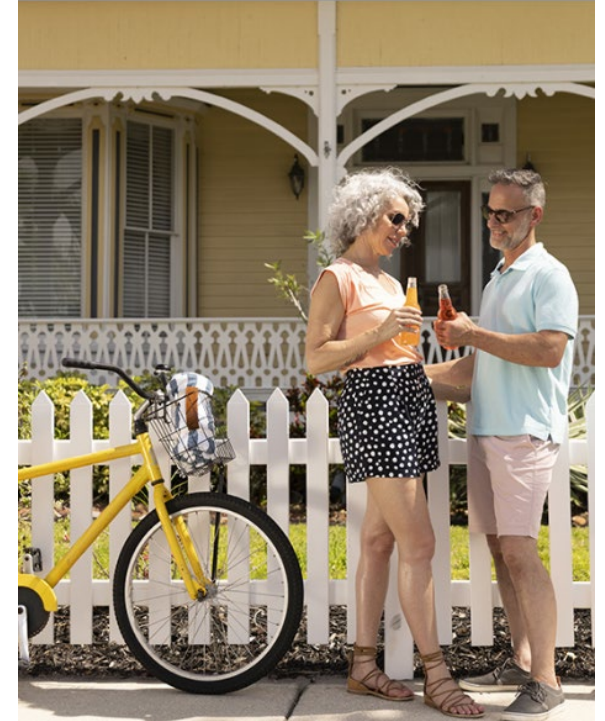» **98%** were satisfied or very satisfied with their stay (**85%** were very satisfied)

Top Requested Amenities[1]

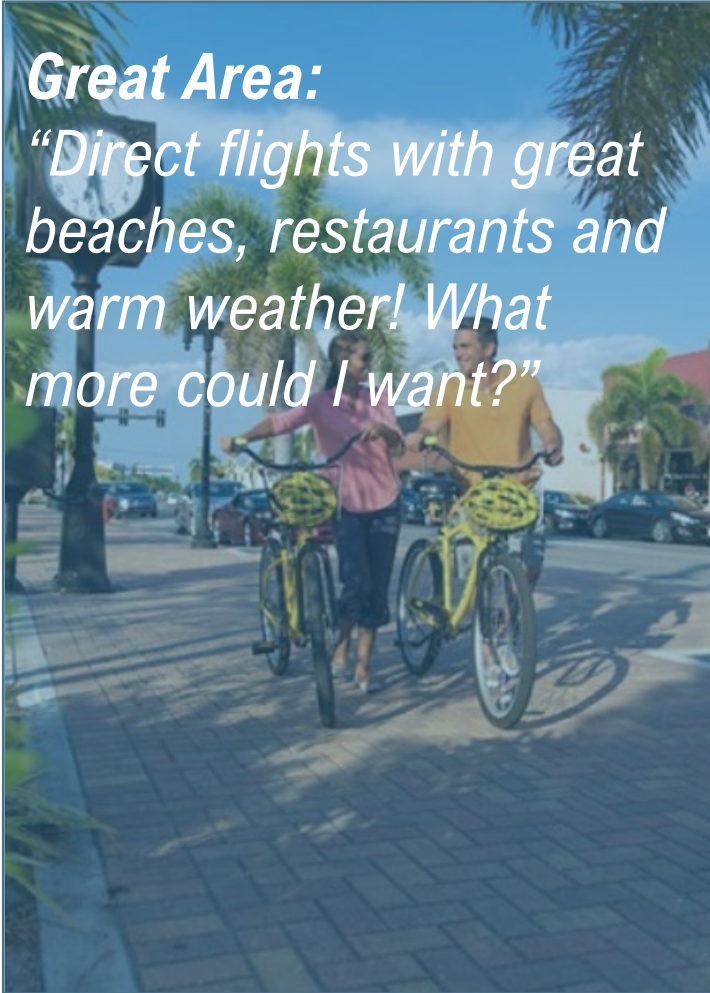24% Family friendly activities

21% More outdoor activities

18% More transportation options

[1]Multiple responses permitted

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

Perceptions of Punta Gorda/Englewood Beach[1]

Great Area:
"Direct flights with great beaches, restaurants and warm weather! What more could I want?"

Beautiful:
"I would tell my friends that it is a beautiful destination with there always being something to do around here!"

Great Beaches:
"Punta Gorda was a great trip! The water and beaches here are fantastic even in the aftermath of Hurricane Ian."

Detailed Findings

Visitor Journey – Impact of Tourism

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

Visitor Spending by Visitor Type

» All visitors spent **$198,284,500** over the course of their visits

» While the number of visitors staying in non-paid accommodations was **1.1 times** the number of visitors in paid accommodations, those staying in paid accommodations spent **1.3 times** what visitors in non-paid accommodations spent

	Paid Accommodations	Non-paid Accommodations	Day Trippers	**Total**
Visitors	110,400	126,900	93,200	**330,500**
Spending	$109,124,800	$83,346,800	$5,812,900	**$198,284,500**

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$168	$0	$0	$56
Restaurants	$87	$60	$53	$67
Groceries	$33	$33	$15	$28
Shopping	$41	$27	$27	$32
Entertainment	$48	$36	$36	$40
Transportation	$28	$18	$15	$20
Other	$7	$4	$5	$5
Total	**$412**	**$178**	**$151**	**$248**

Total Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	$1,394	$0	$0	$381
Restaurants	$722	$588	$53	$456
Groceries	$274	$323	$15	$190
Shopping	$340	$265	$27	$218
Entertainment	$398	$353	$36	$272
Transportation	$232	$176	$15	$136
Other	$58	$39	$5	$34
Total	**$3,420**	**$1,744**	**$151**	**$1,686**

Visitor Journey – Pre-Visit

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

Trip Planning Cycle

» **Over 2 in 5** visitors had **short planning windows** (1 month or less in advance)

» **Nearly 2 in 5** visitors planned their trips 3 months or more in advance

» Average trip planning cycle was **69 days** compared to 65 days in 2021

A week or two — 24%
A month or so — 20%
2 months — 18%
3 months — 14%
4 to 5 months — 8%
6 months or longer — 15%
Not sure — 1%
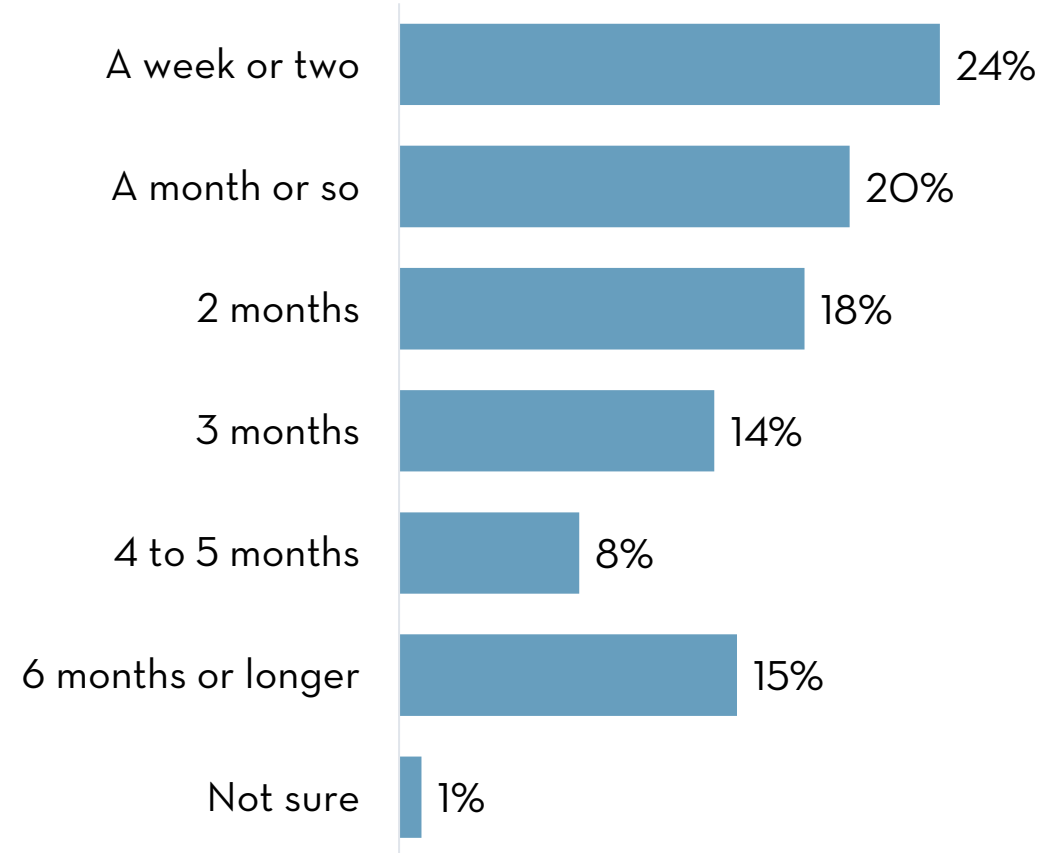
Trip Planning Sources[1]

» **Nearly 1 in 2** visitors planned their trips based on **previous visits**

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

» **Over 1 in 4** used their friends, family and coworkers to plan their trip

Trip Planning Source	
Previous visit	48%
Internet	37%
Google search	24%
Airline websites/apps	12%
Rental car websites/apps	10%
Friend, co-worker, etc.	27%
Brochures/travel guides/visitor guides	5%
PureFlorida Website	3%
Special Events	3%
Television	3%
Business/conference/meeting information	3%
Newspapers	2%
Travel agent	2%
Magazines	2%
Convention and Visitors Bureau	1%
AAA	1%
Radio	<1%
Other	2%
None/don't know	7%

[1]Multiple responses permitted.

Website Usage

» **Nearly 1 in 10** visitors have accessed the Punta Gorda/Englewood Beach/Port Charlotte area website pureflorida.com for information
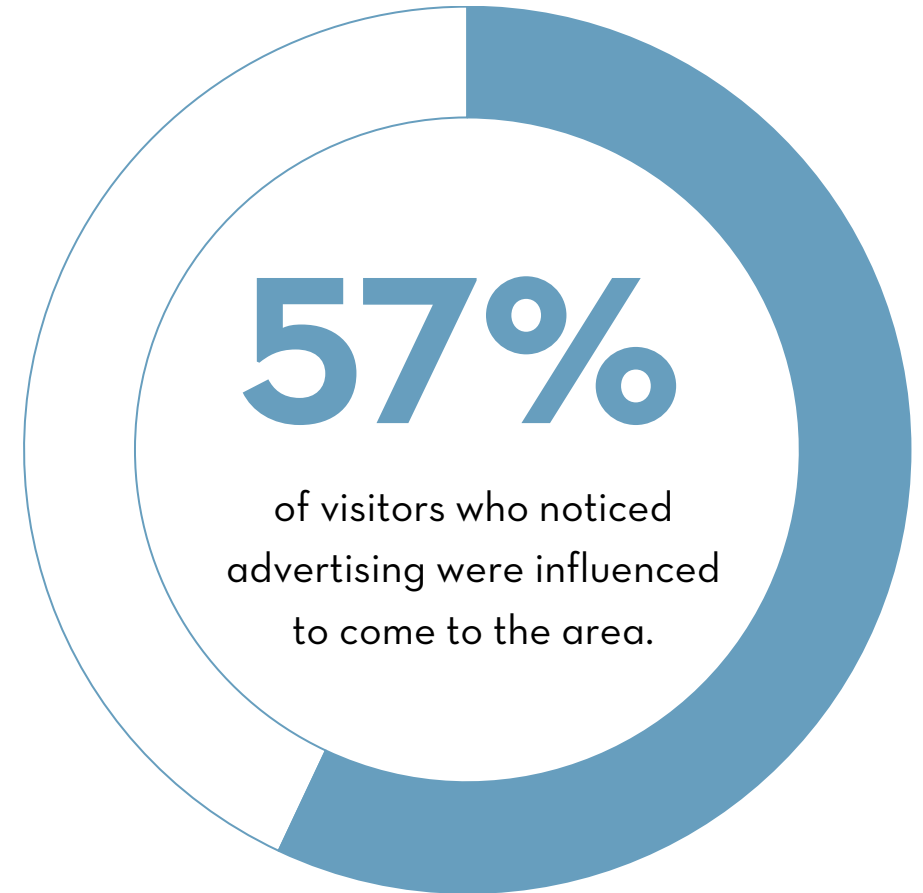
» **4%** of visitors used a professional travel service to make arrangements for their trip

2%   9%

89%

Yes   No   Don't know

PUNTA GORDA
ENGLEWOOD BEACH
SM
The Charlotte Harbor Gulf Island Coast

DS downs & st. germain
R E S E A R C H
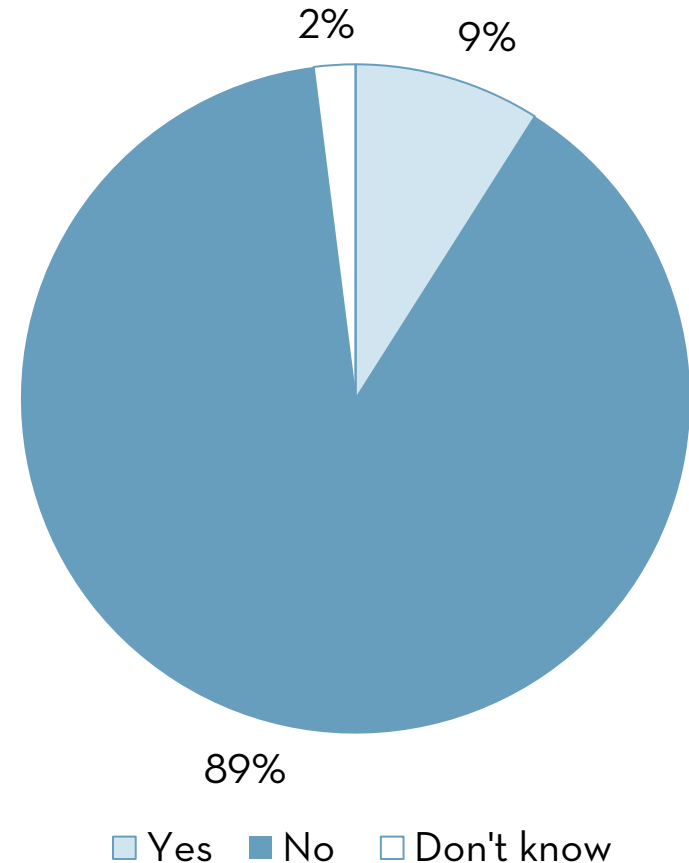
Punta Gorda/Englewood Beach Promotions[1]

» **15%** of visitors noticed promotions or travel stories about the Punta Gorda/Englewood Beach area on the following sources:

Base = 15% who noticed promotions

Source	%
Television	30%
Newspaper	25%
Travel/visitor guide	19%
Online article	16%
Personal social media	15%
Ad on a website	13%
Destination social media	13%
Brochure	10%
PureFlorida.com	8%
Streaming services	7%
Weather app	7%
Vacation rental agency	6%
Billboard	6%
Travel reviews/blogs	5%
Magazine ad	5%
Deal based promotion	5%
Radio	5%
Waypoint TV	4%
Magazine article	2%
AAA	2%
Other	1%

57% of visitors who noticed advertising were influenced to come to the area.

[1]Multiple responses permitted.

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

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

Charlotte County Promotion Influences

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

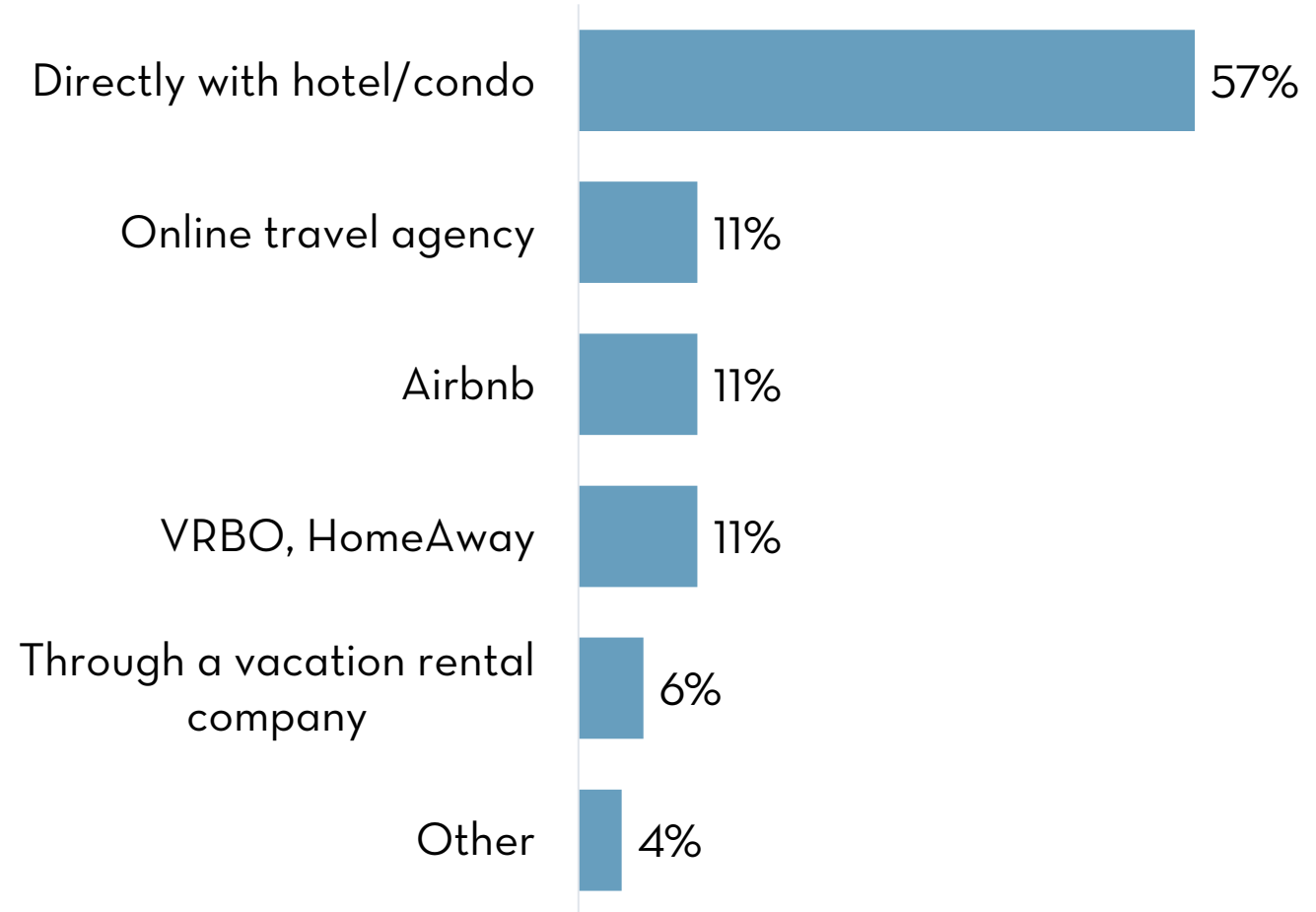| Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	17%	14%	16%	15%
No	77%	82%	79%	80%
Don't know	6%	5%	5%	5%

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

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	75%[1]	48%[1]	58%[1]	57%[1]
No	18%	52%	40%	39%
Don't know	7%	1%	2%	3%

[1] Base is percentage of visitors who noticed advertising
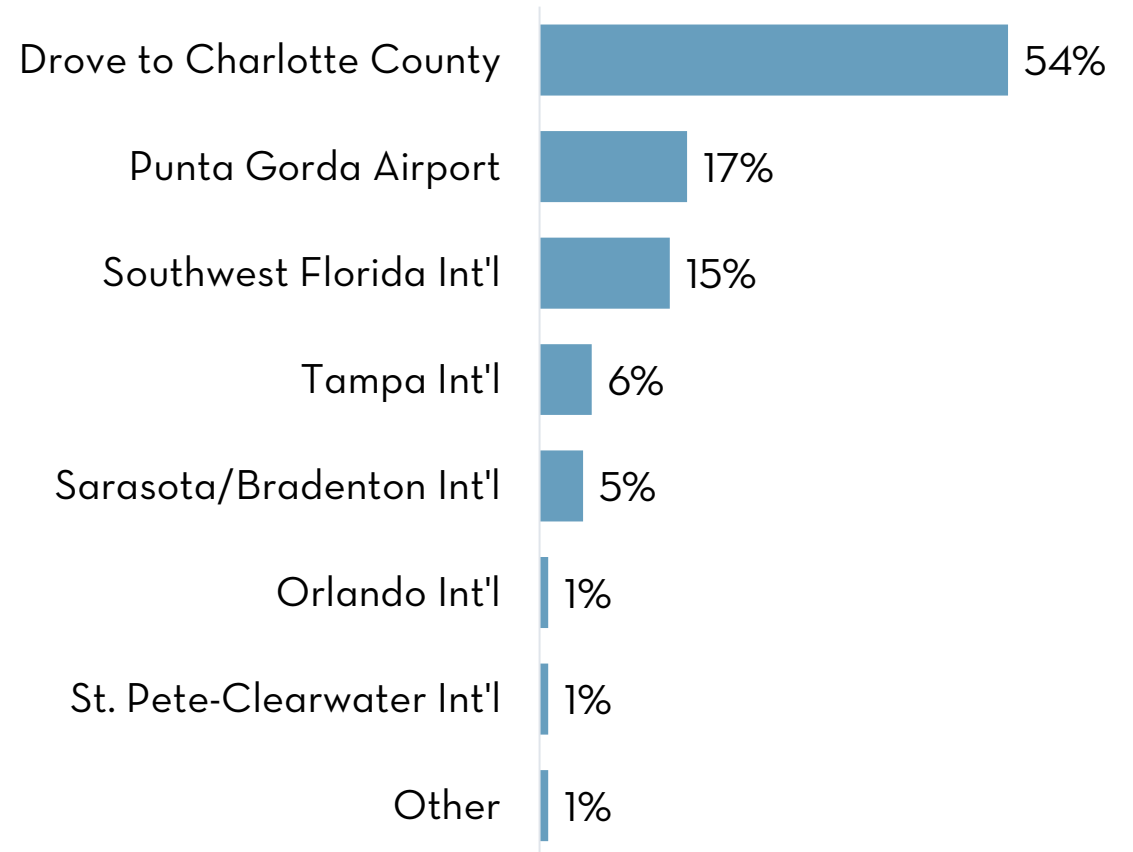
Paid Accommodation Booking[1]

» **Nearly 3 in 5** visitors who stayed in paid accommodations booked directly with a hotel/condo

» Online travel agencies accounted for **over 1 in 10** bookings

Directly with hotel/condo — 57%

Online travel agency — 11%

Airbnb — 11%

VRBO, HomeAway — 11%

Through a vacation rental company — 6%

Other — 4%

[1] Visitors staying in paid accommodations.

PUNTA GORDA
ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast
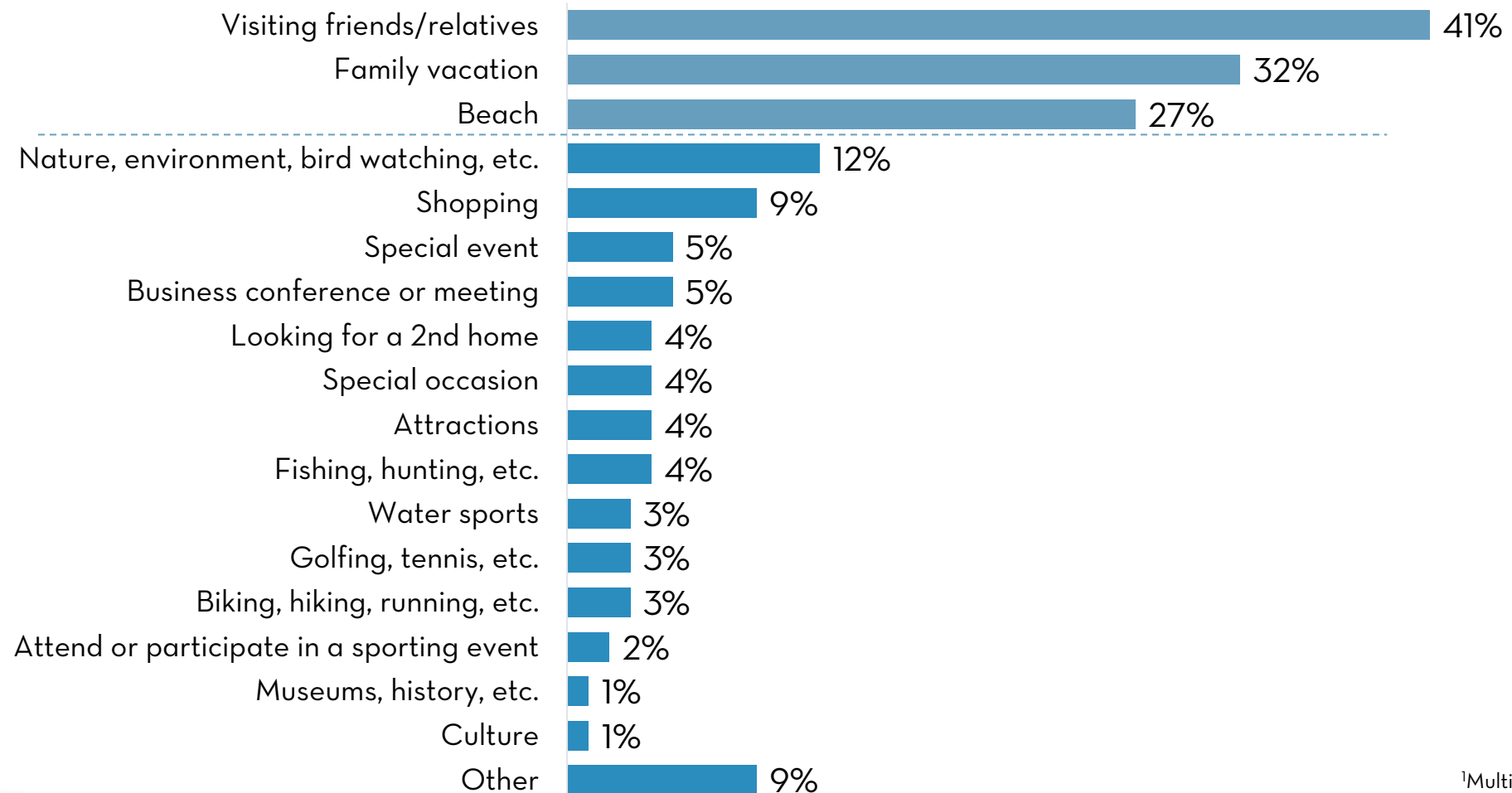
43

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

Visitor Transportation

» **Over 1 in 2** visitors **drove** to Punta Gorda/Englewood Beach (**54%**)

» **1 in 6** visitors flew into Punta Gorda Airport (**17%**)

» **Over 1 in 7** visitors flew into Southwest Florida International Airport (**15%**)

| Destination	Percentage
Drove to Charlotte County	54%
Punta Gorda Airport	17%
Southwest Florida Int'l	15%
Tampa Int'l	6%
Sarasota/Bradenton Int'l	5%
Orlando Int'l	1%
St. Pete-Clearwater Int'l	1%
Other	1%

Reasons for Visiting[1]

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

Reason	Percentage
Visiting friends/relatives	41%
Family vacation	32%
Beach	27%
Nature, environment, bird watching, etc.	12%
Shopping	9%
Special event	5%
Business conference or meeting	5%
Looking for a 2nd home	4%
Special occasion	4%
Attractions	4%
Fishing, hunting, etc.	4%
Water sports	3%
Golfing, tennis, etc.	3%
Biking, hiking, running, etc.	3%
Attend or participate in a sporting event	2%
Museums, history, etc.	1%
Culture	1%
Other	9%

[1]Multiple responses permitted.

Vacation replacement[1]

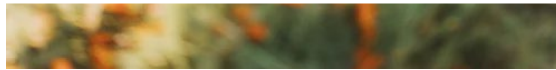» **5%** of visitors came to the Punta Gorda/Englewood Beach area rather than a previously planned destination
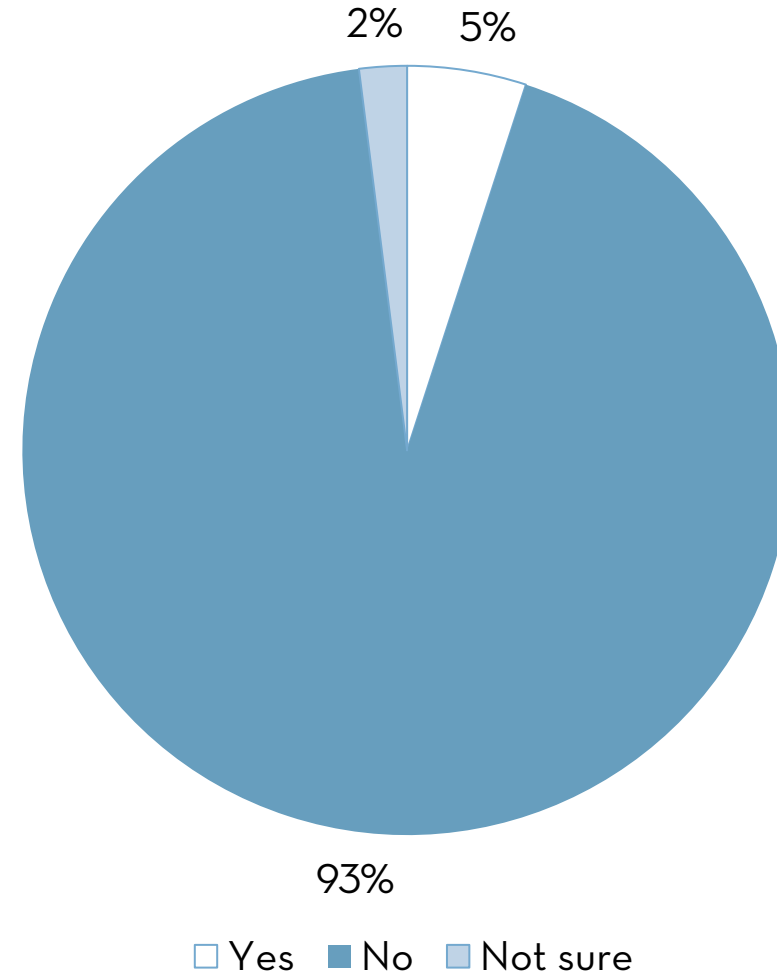
2%   5%

93%

☐ Yes ■ No ■ Not sure

"Honestly, I found it by accident and fell in love! I have been coming back for years."

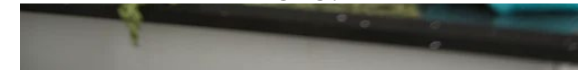"We read some online reviews about the area that were positive, so we decided to come visit."

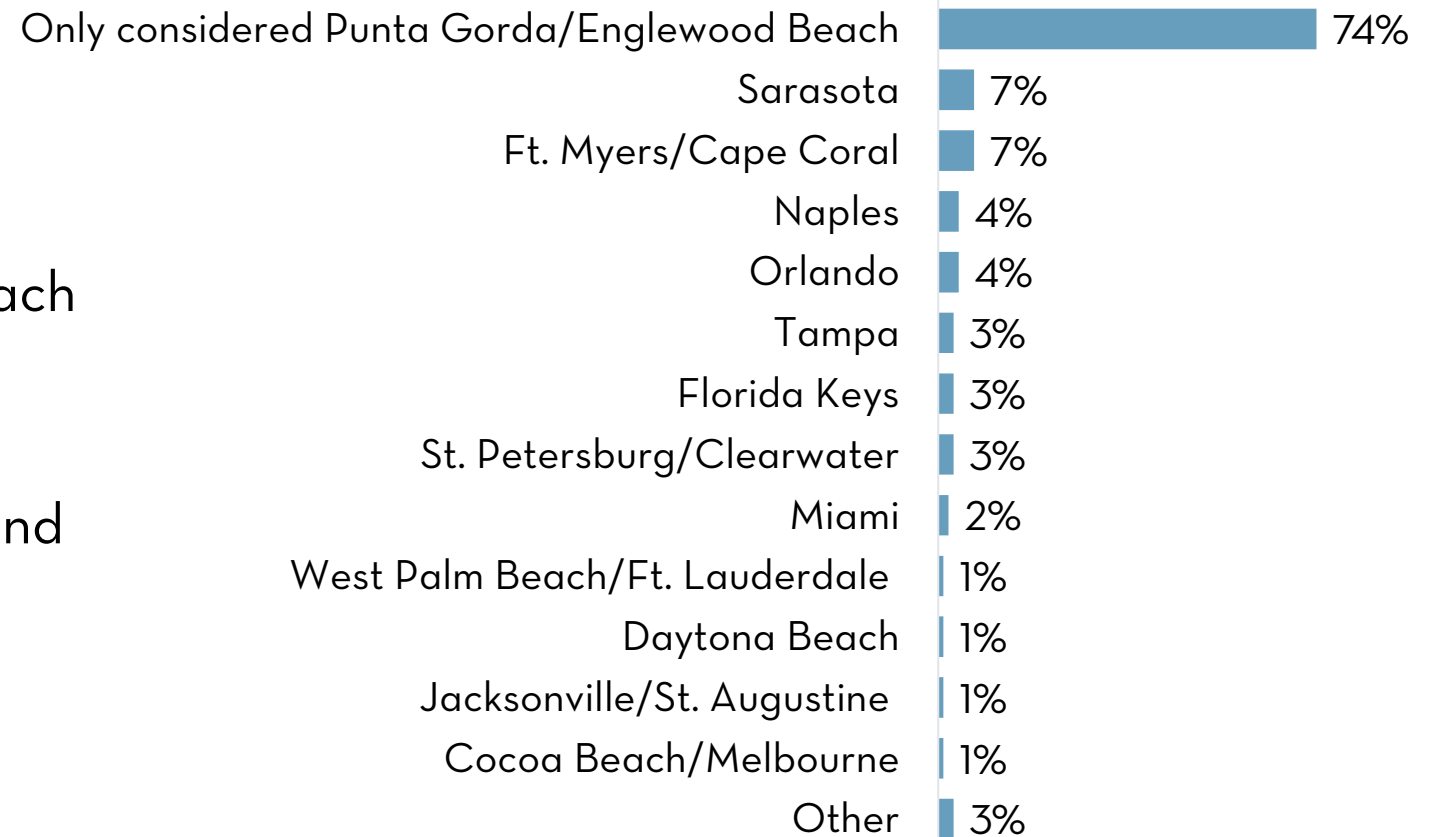"I had some friends fly down here that I wanted to grab lunch with for the day."

"We had a timeshare in Southwest Florida that got damaged during Hurricane Ian. We got an Airbnb in Rotunda West and love it here."

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

Other Destinations Considered[1]

» **Nearly 3 in 4** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip

» **1 in 13** visitors considered Sarasota and Ft. Myers/Cape Coral

Only considered Punta Gorda/Englewood Beach	74%
Sarasota	7%
Ft. Myers/Cape Coral	7%
Naples	4%
Orlando	4%
Tampa	3%
Florida Keys	3%
St. Petersburg/Clearwater	3%
Miami	2%
West Palm Beach/Ft. Lauderdale	1%
Daytona Beach	1%
Jacksonville/St. Augustine	1%
Cocoa Beach/Melbourne	1%
Other	3%

Visitors Guide[1]

» **8%** of visitors requested a Visitors Guide before their trip

   » **4%** requested a print version

   » **4%** requested an online version

   » Visitors Guide received a rating of **7.6 out of 10.0**[1]
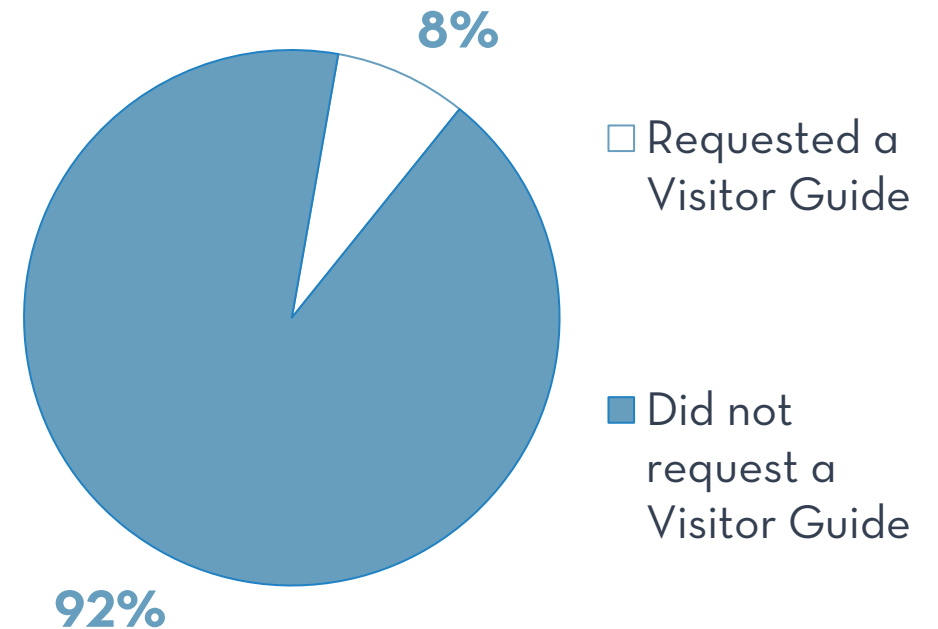
8%

☐ Requested a Visitor Guide

■ Did not request a Visitor Guide

92%

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

49

Visitor Journey – Traveler Profile

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

50

Origin of Visitors – By Region

Region	Percentage
Florida	21%
Midwest	36%
Northeast	22%
Southeast	10%
West	5%
Canada	3%
United Kingdom	2%
Other International	1%

94% of visitors came from the US

PUNTA GORDA
ENGLEWOOD BEACH
SM
The Charlotte Harbor Gulf Island Coast

DS downs & st. germain
R E S E A R C H
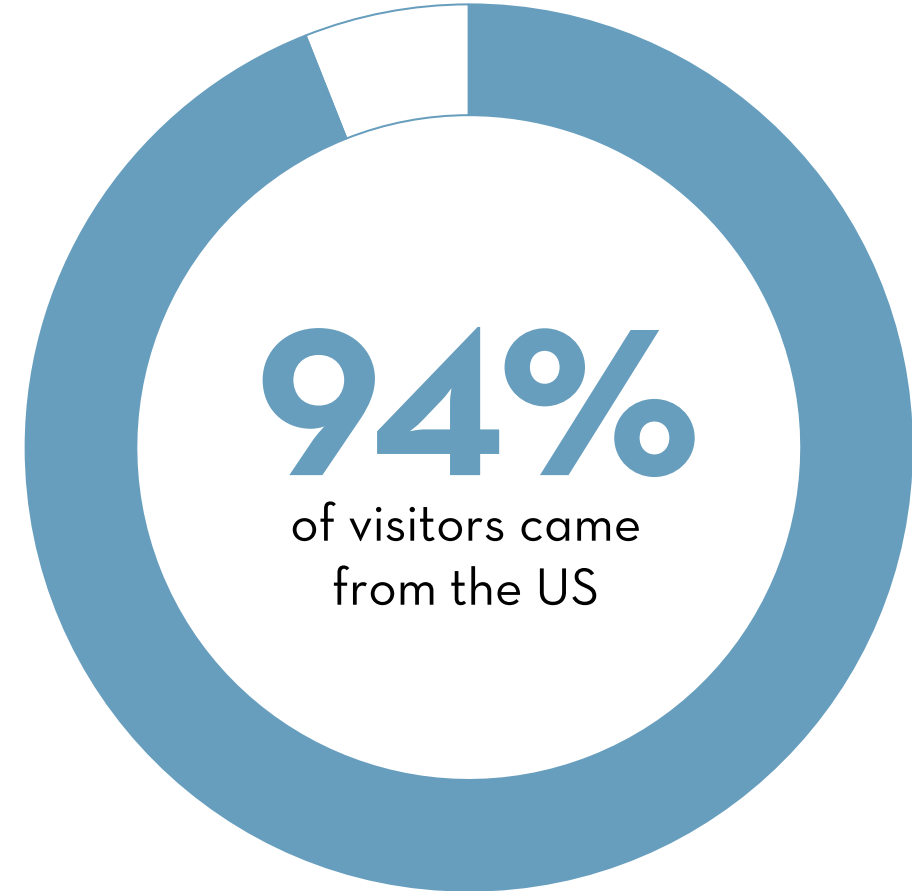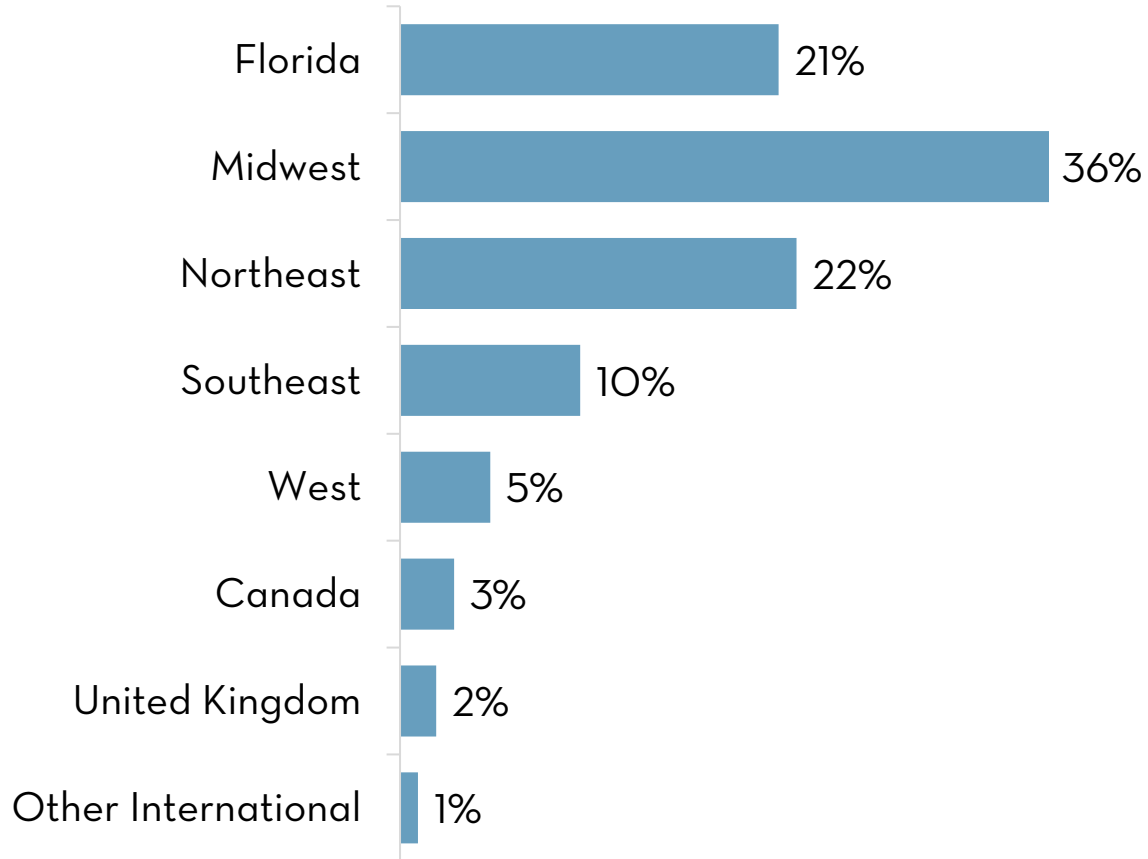
Origin of Visitors – By State

	Percentage of Visitors
Florida	21%
Ohio	8%
Illinois	6%
Indiana	6%
Michigan	6%
Pennsylvania	6%
New York	4%
Massachusetts	3%
Tennessee	3%
Canada	3%

66% of visitors came from 9 States as well as Canada

Origin of Visitors – By Market

Market	% of All Visitors
Fort Myers-Naples	6%
Sarasota-Bradenton	6%
New York[1]	4%
Cincinnati	3%
Grand Rapids-Kalamazoo-Battle Creek	3%
Indianapolis	3%
Philadelphia	3%
Tampa-St Petersburg	3%

Market	% of Overnight Visitors
Philadelphia	5%
Detroit	4%
New York[1]	3%
Indianapolis	3%
Saint Louis	3%
Nashville	3%
Cincinnati	3%
Grand Rapids-Kalamazoo-Battle Creek	3%
Chicago	3%
Fort Wayne	3%

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

Travel Parties

» The typical visitor traveled in a party composed of **2.7** people

» **29%** traveled with at least one person under the age of 20

» **Over 1 in 3** visitors traveled as a couple

» **Over 3 in 10** traveled as a family

Category	Percentage
As a couple	36%
As a family	31%
By yourself	21%
With a group (tour, friends, etc.)	8%
With a group of couples	2%
With business associates	1%
Other	1%
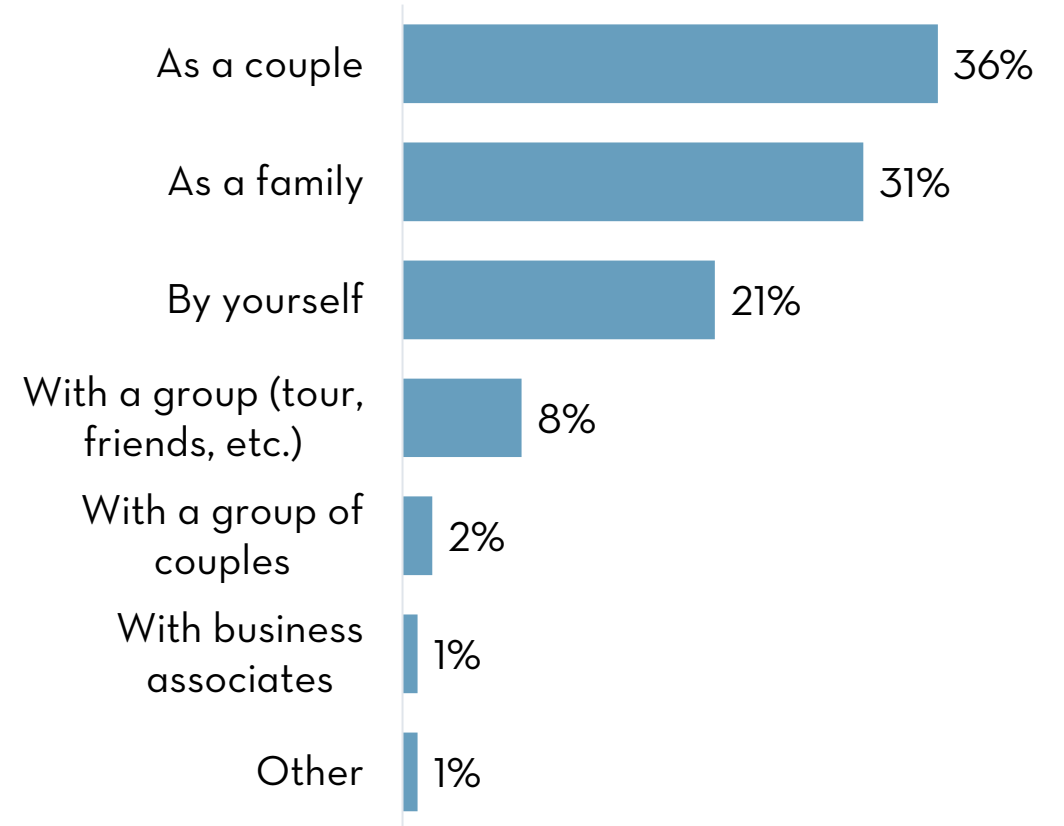
Typical Punta Gorda/Englewood Beach Visitor

» Typical visitors spent **6.8** nights in Punta Gorda/Englewood Beach
  » When including long term visitors[1], average nights stayed is **18.2**

» **1 in 6** were first time visitors

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

Category	Percent
That was my first time	17%
2-3 visits	19%
4-5 visits	16%
6-10 visits	16%
11-20 visits	12%
21+	20%
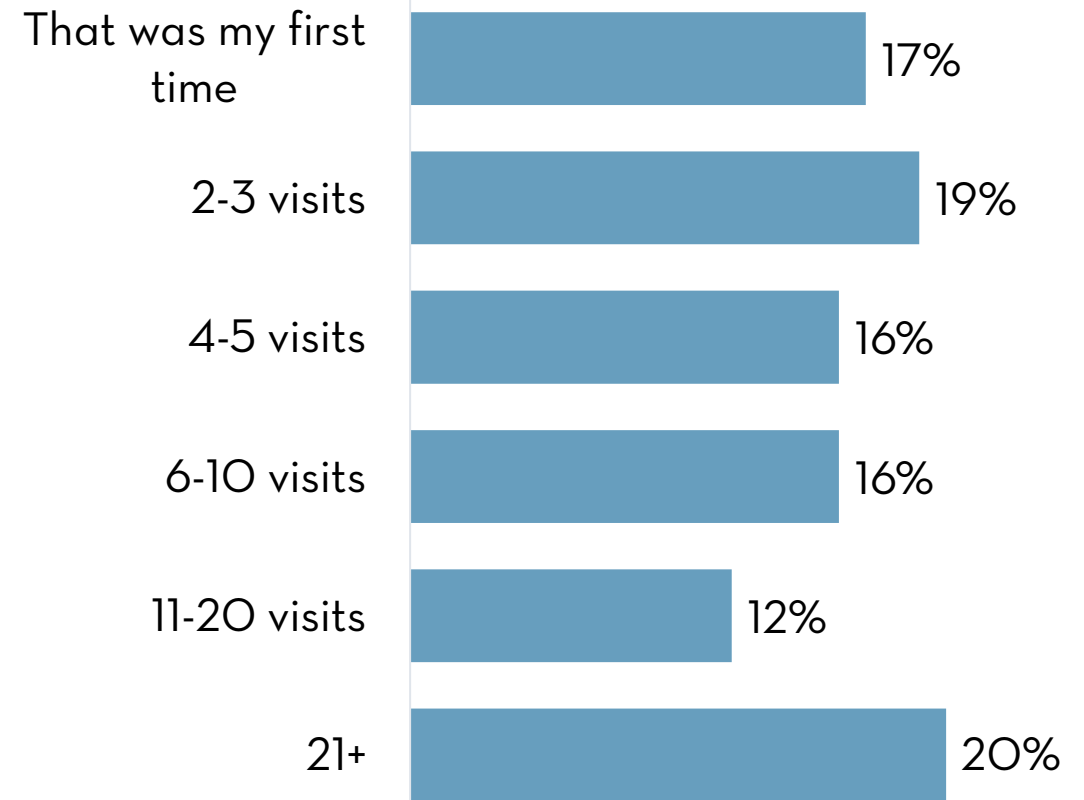
[1]Visitors who stayed longer than 1 month

Punta Gorda/Englewood Length of Stay

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

	Paid Accommodations	Non-paid Accommodations	Day Trippers	**Average**
Length of Stay[1]	*8.3*	*9.8*	*1.0*	**6.8**
Travel Party Size	*2.8*	*2.6*	*2.4*	**2.7**

[1]Typical visitor capped at 30 nights.

Age

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

Age	Percent
18 to 24	5%
25 to 34	15%
35 to 49	26%
50 to 65	37%
65+	17%
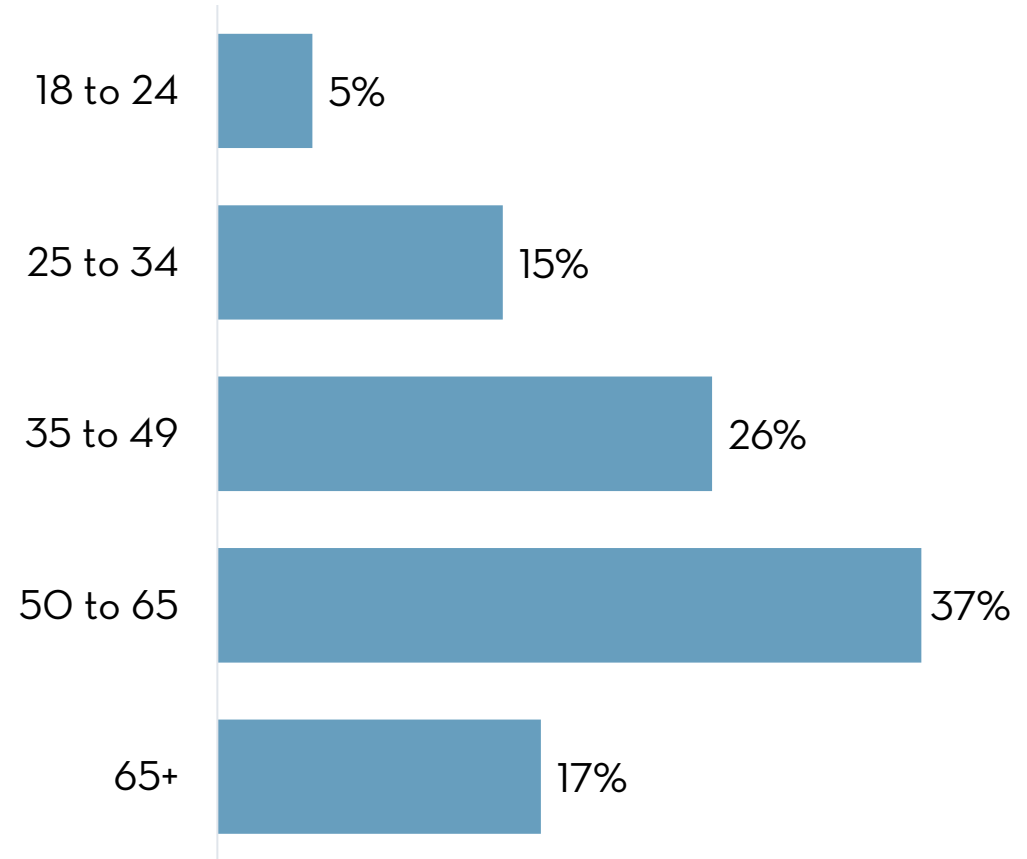
Household Income

Median Household Income

» **$100,000** is the median household income for Oct – Dec visitors

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

Income	Percent
Less than $50,000	12%
$50,000-$74,999	21%
$75,000-$99,999	17%
$100,000-$124,999	19%
$125,000-$149,999	10%
$150,000-$199,999	11%
$200,000-$249,999	5%
$250,000 and over	5%

Race/Ethnicity

Caucasian — 91%

African-American — 5%

Hispanic — 3%

Asian — 1%

Gender

54%   46%

☐ Male   ■ Female

Visitor Journey – Trip Experience

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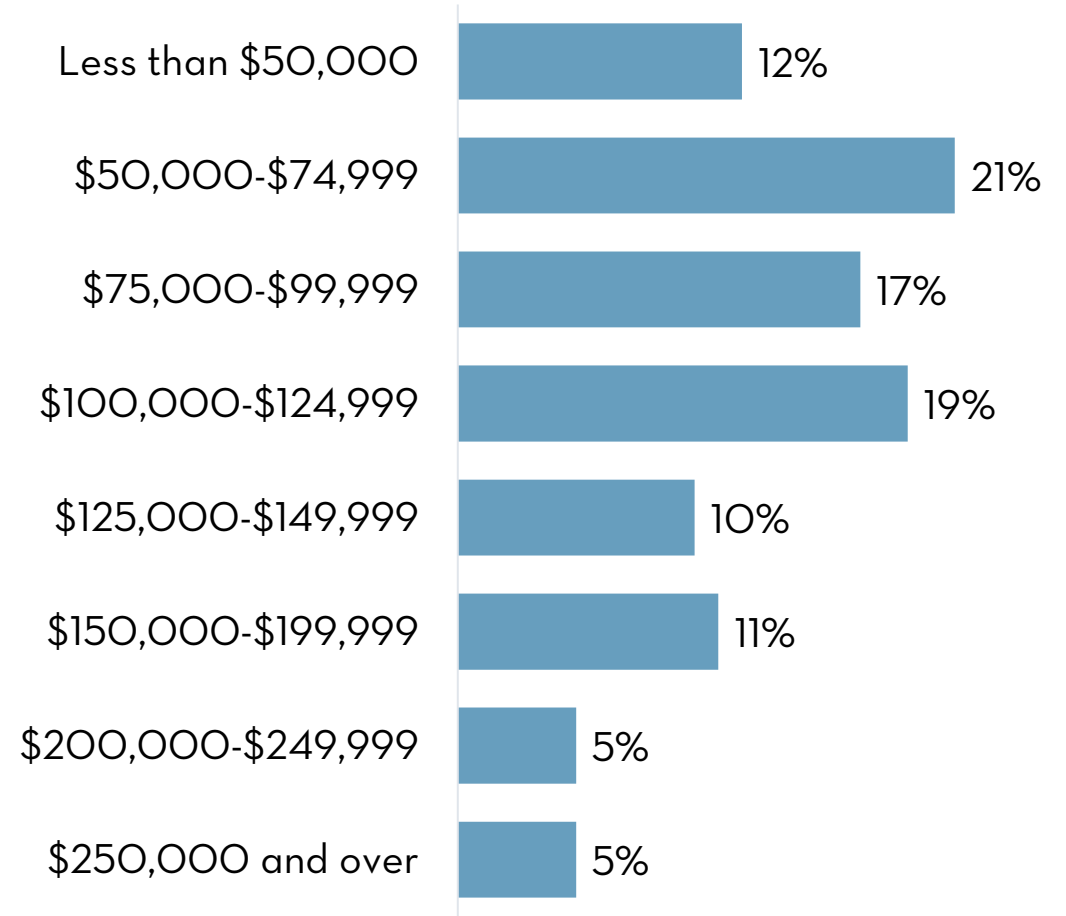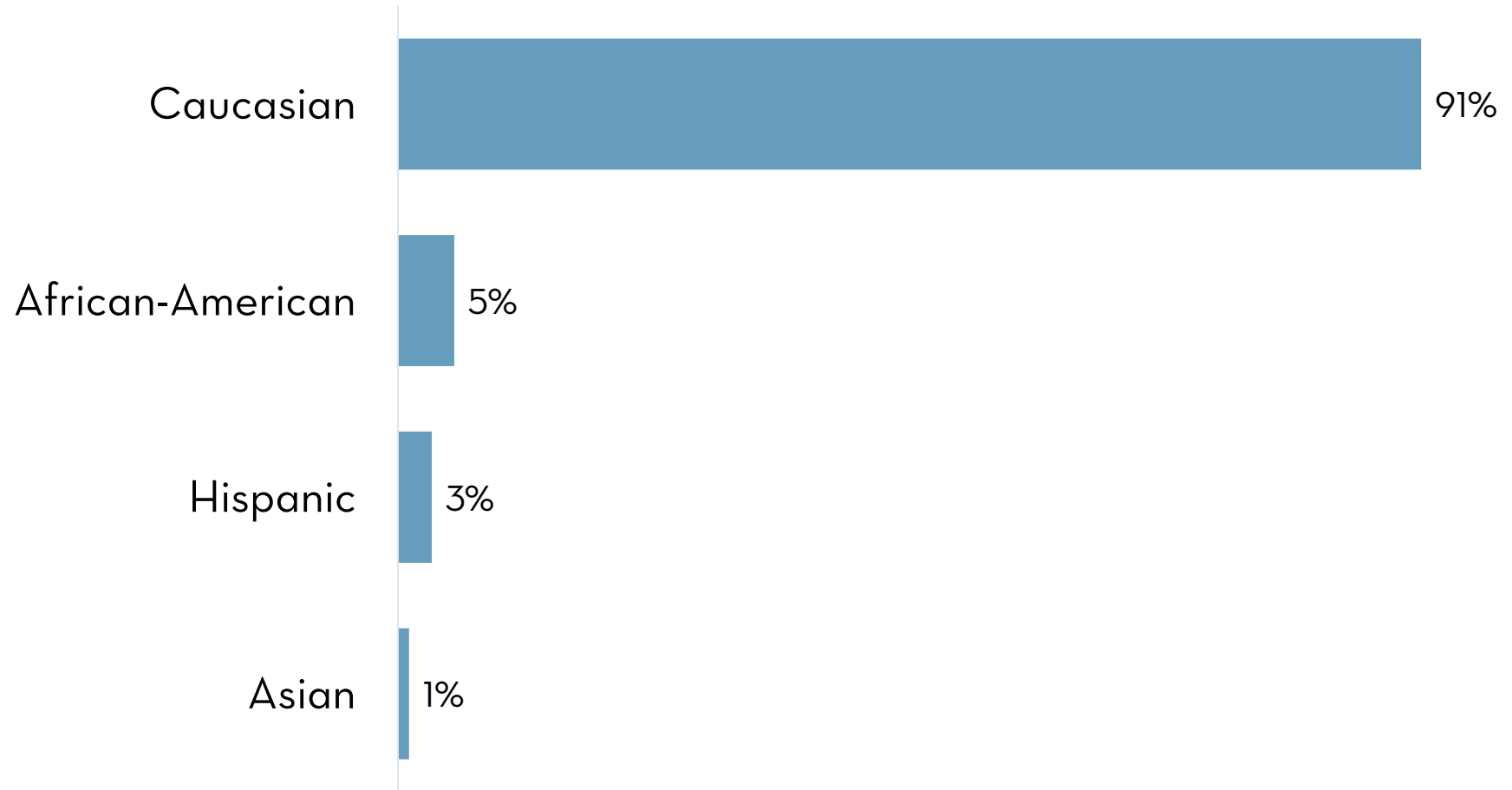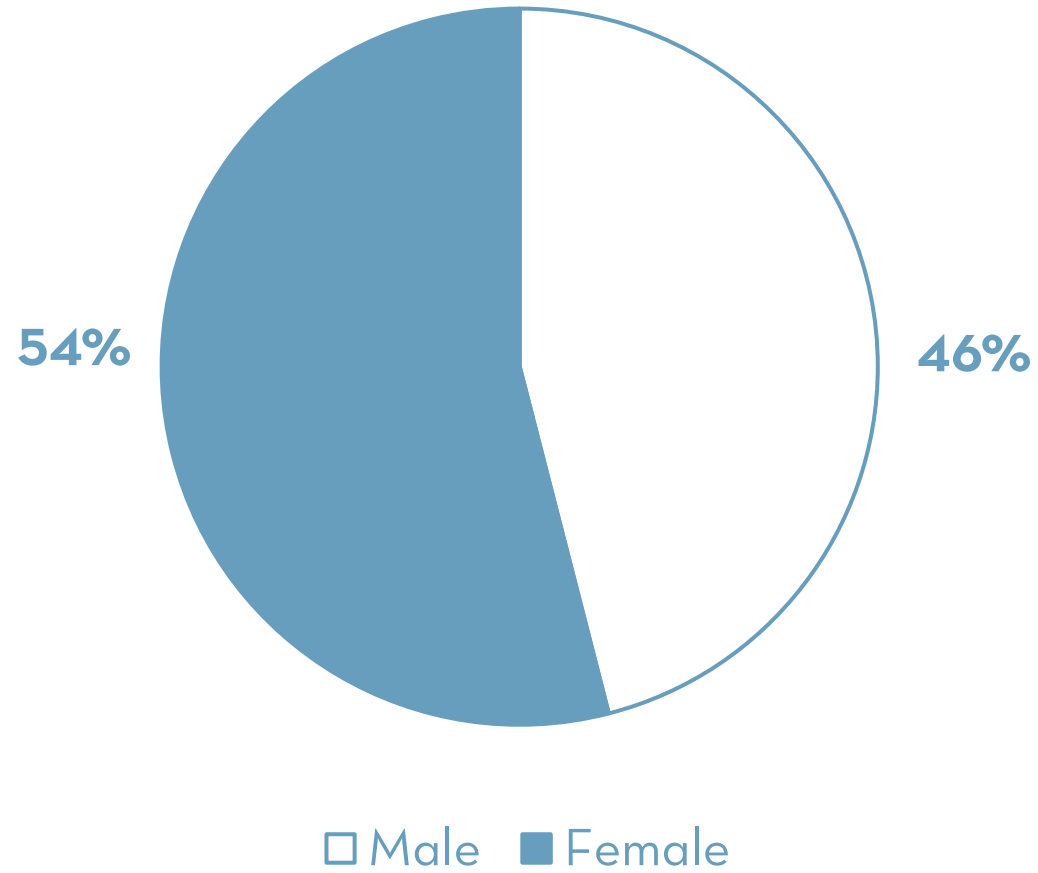
Visitor Accommodations

» **72%** of visitors stayed overnight in Punta Gorda/Englewood Beach

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

» **Over 1 in 5** visitors stayed in hotels/motels

Accommodation	Percentage
Hotel/motel/resort	22%
Day tripper	28%
Staying with friends/family	21%
Personal condo/timeshare	18%
Rental condominium/house/timeshare	9%
Campground/RV Park	2%
Bed and Breakfast/Inn	<1%
Marina/boat	<1%
Other	<1%

PUNTA GORDA
ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

downs & st. germain
RESEARCH
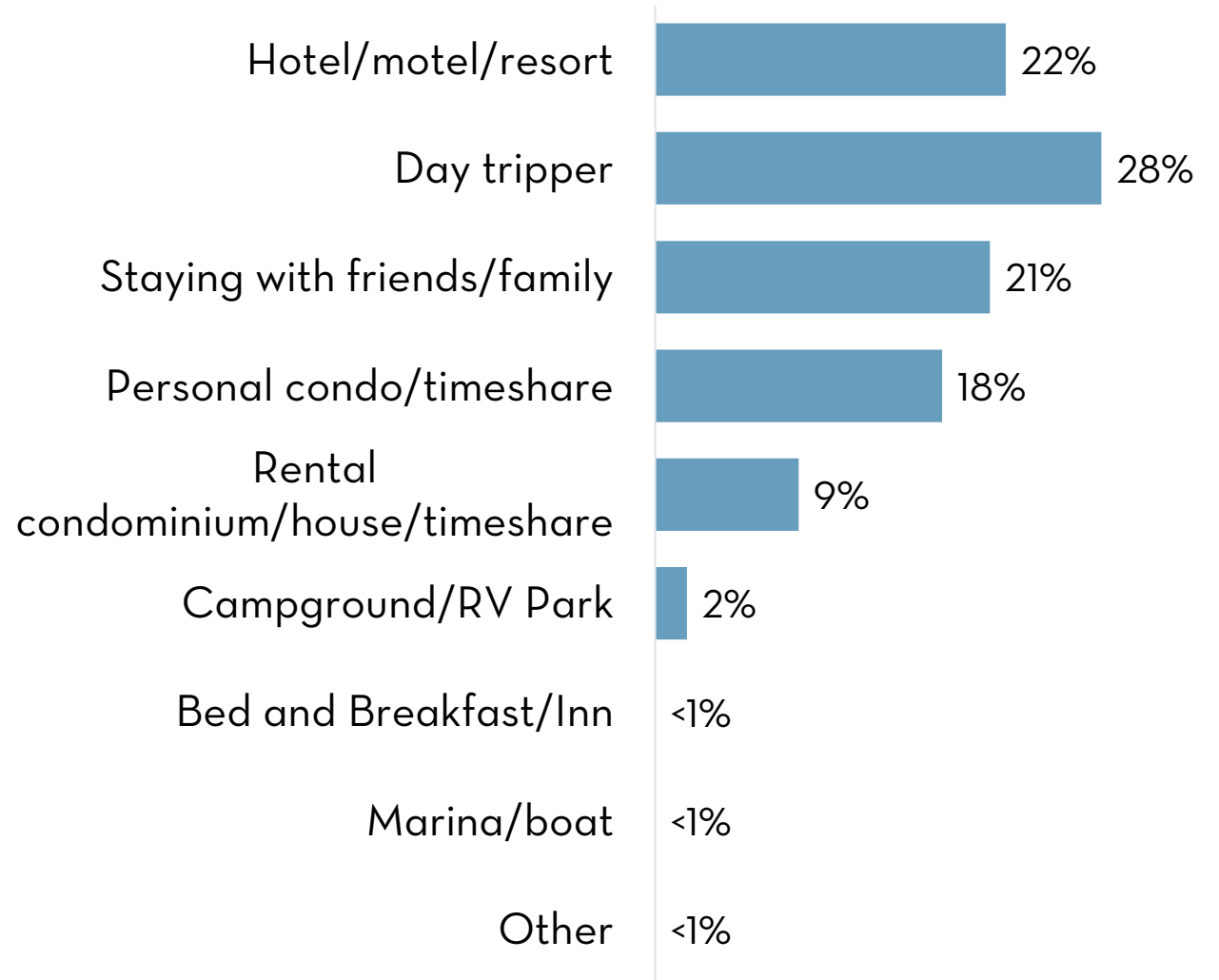
Area Stayed vs. Areas Visited[1]

Area	Stayed	Visited
Punta Gorda	34%	62%
Port Charlotte	30%	47%
Englewood	17%	46%
Charlotte Harbor	4%	33%
Manasota Key	4%	25%
Rotunda Circle	3%	3%
Gasparilla Island (Boca Grand)	1%	8%
Placida	1%	4%
Palm Island/Knight Island	<1%	2%
Cape Haze	<1%	2%
Don Pedro Island	<1%	1%
Little Gasparilla Island	<1%	4%
Other	6%	15%

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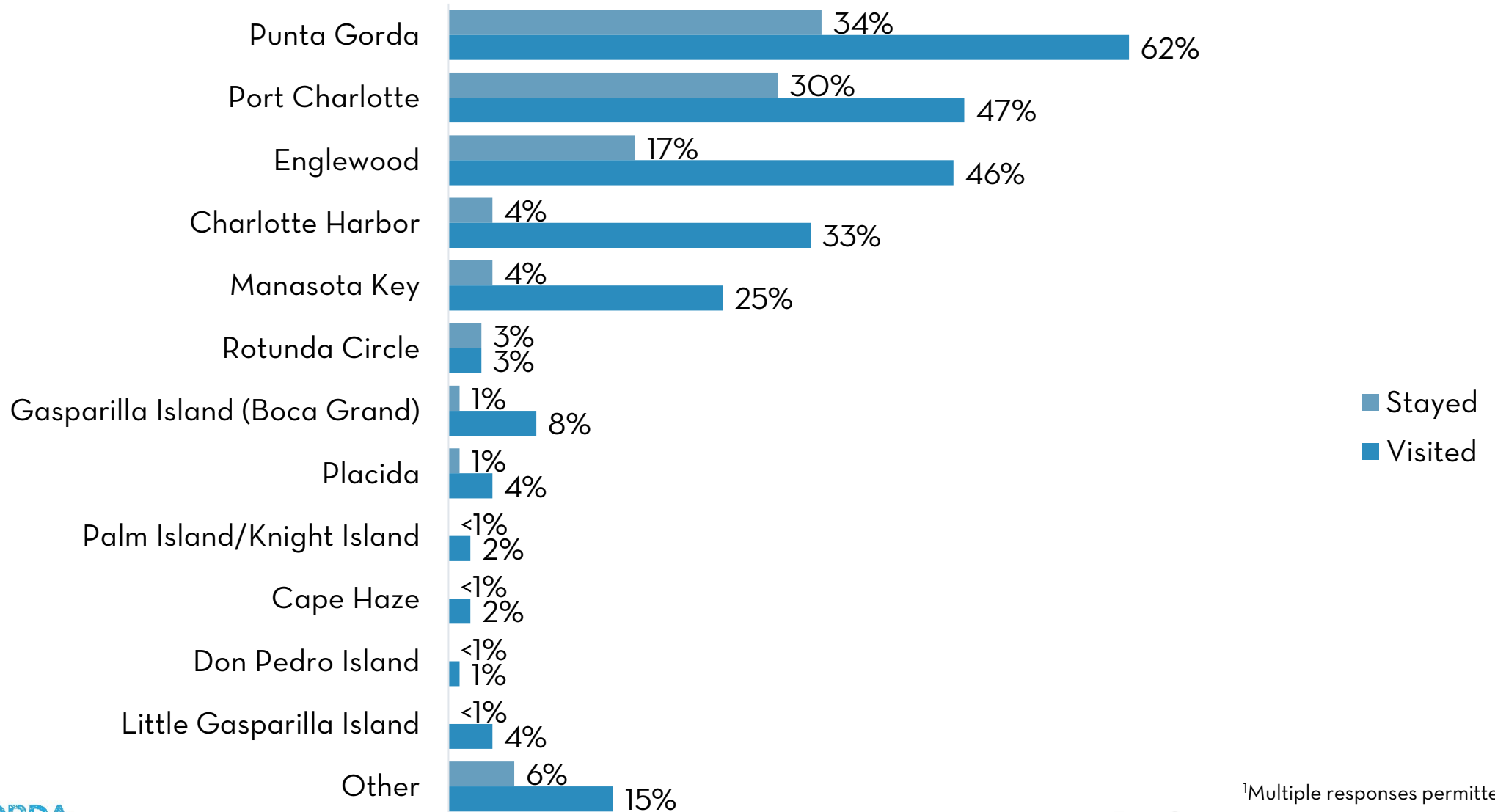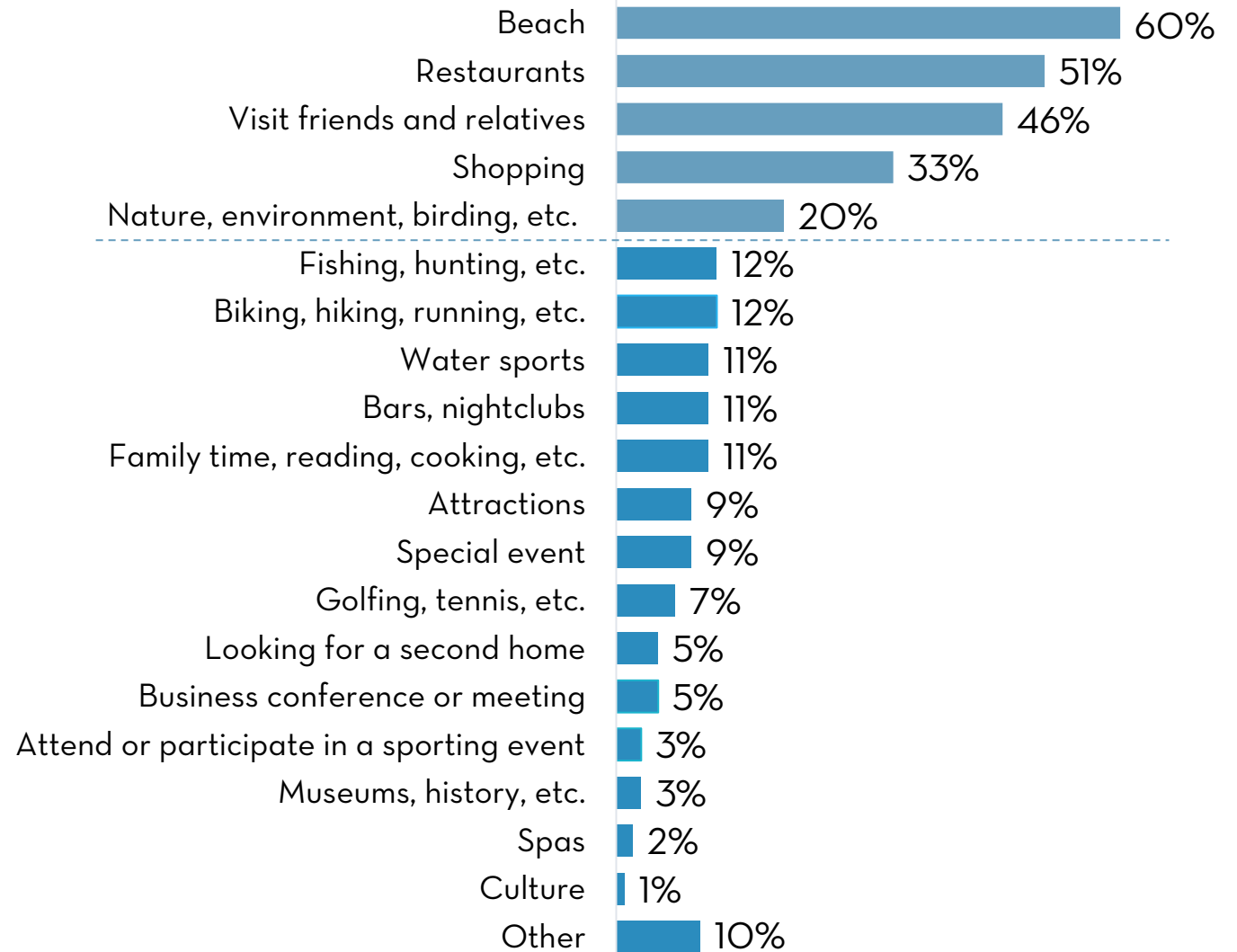
Visitor Activities[1]

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

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

Activity	Percentage
Beach	60%
Restaurants	51%
Visit friends and relatives	46%
Shopping	33%
Nature, environment, birding, etc.	20%
Fishing, hunting, etc.	12%
Biking, hiking, running, etc.	12%
Water sports	11%
Bars, nightclubs	11%
Family time, reading, cooking, etc.	11%
Attractions	9%
Special event	9%
Golfing, tennis, etc.	7%
Looking for a second home	5%
Business conference or meeting	5%
Attend or participate in a sporting event	3%
Museums, history, etc.	3%
Spas	2%
Culture	1%
Other	10%

[1]Multiple responses permitted.

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

65

Visitor Satisfaction

» **83%** would definitely recommend Punta Gorda/Englewood Beach to a friend

Response	Percentage
Definitely	83%
Probably	12%
Probably not	2%
Definitely not	1%
Don't know	2%
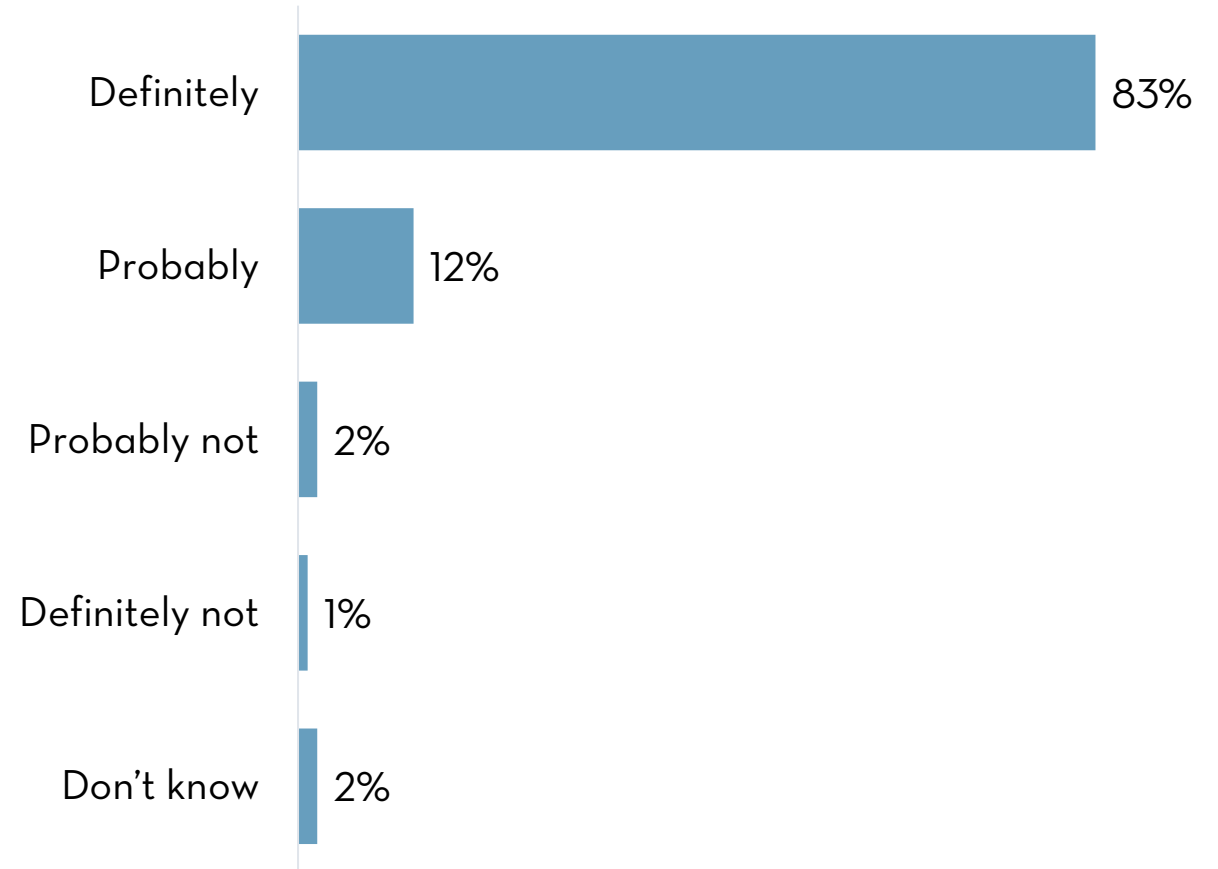
Visitor Satisfaction

» **89%** will definitely return

Definitely will return — 89%

Probably will return — 6%

Probably will not return — 0%

Definitely will not return — 1%

Don't know — 4%
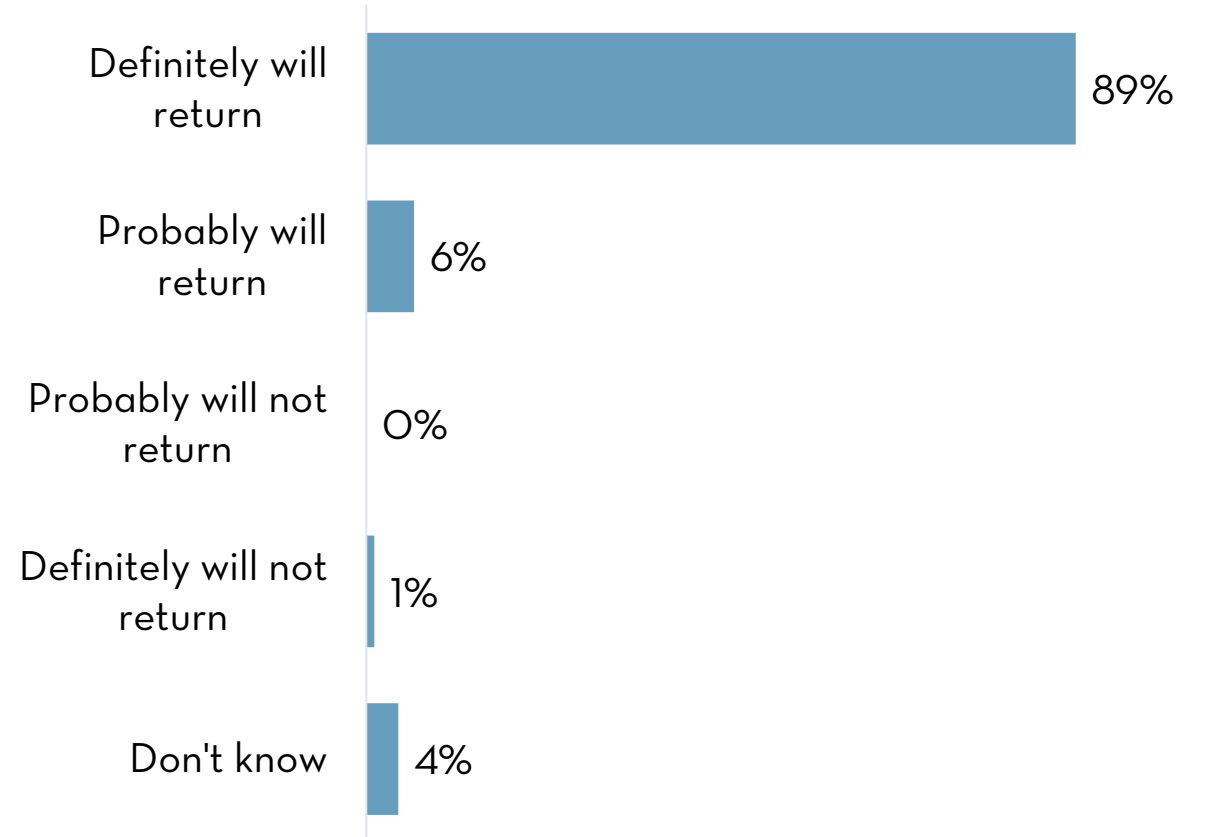
Visitor Satisfaction

» **98%** were satisfied or very satisfied with their stay (**85%** were very satisfied)

Very satisfied — 85%

Satisfied — 13%

Somewhat satisfied — 1%
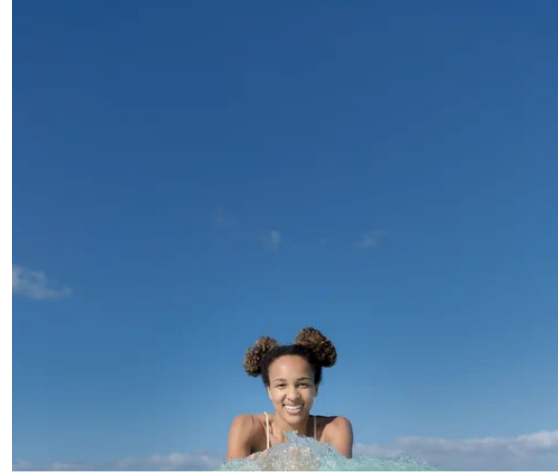
Don't know/no opinion — 1%
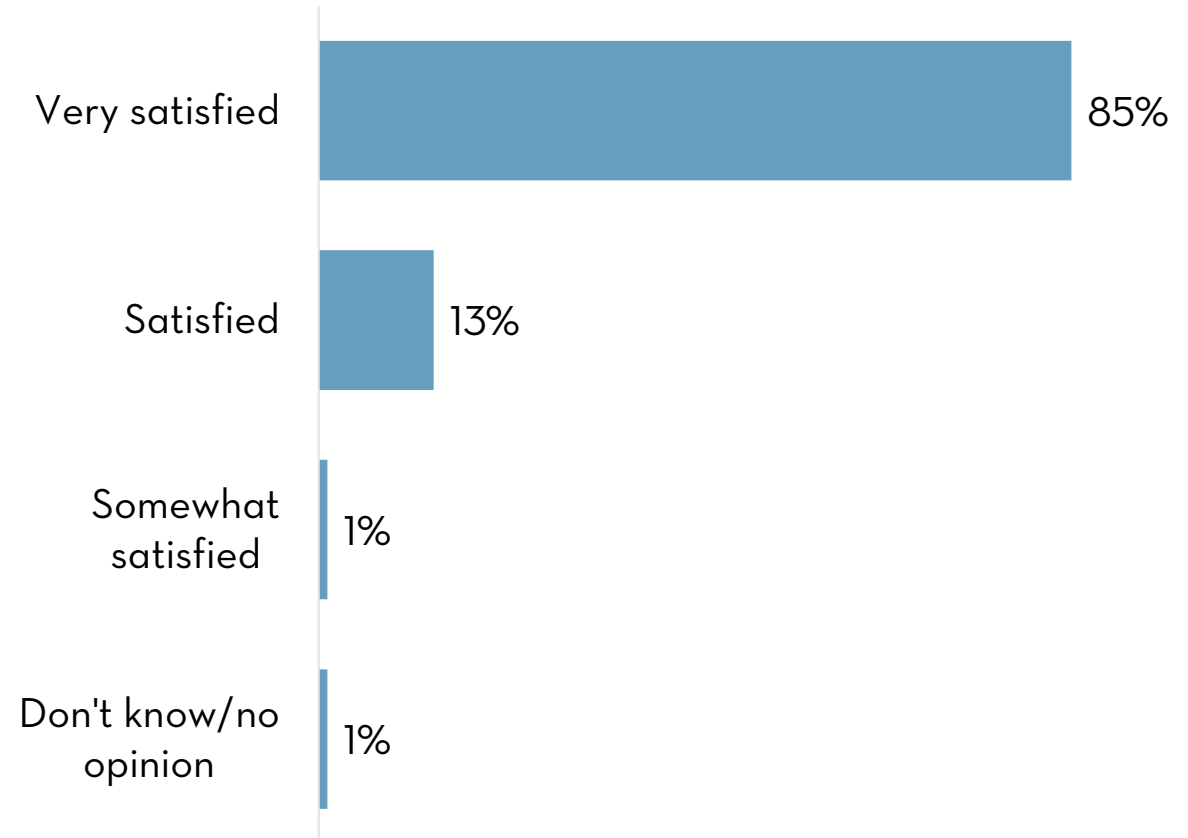
If you were talking to a friend, how would you describe Charlotte County as a place to visit?

"I would say this area is uniquely old Florida. It is not overly commercialized, and I love it here!"

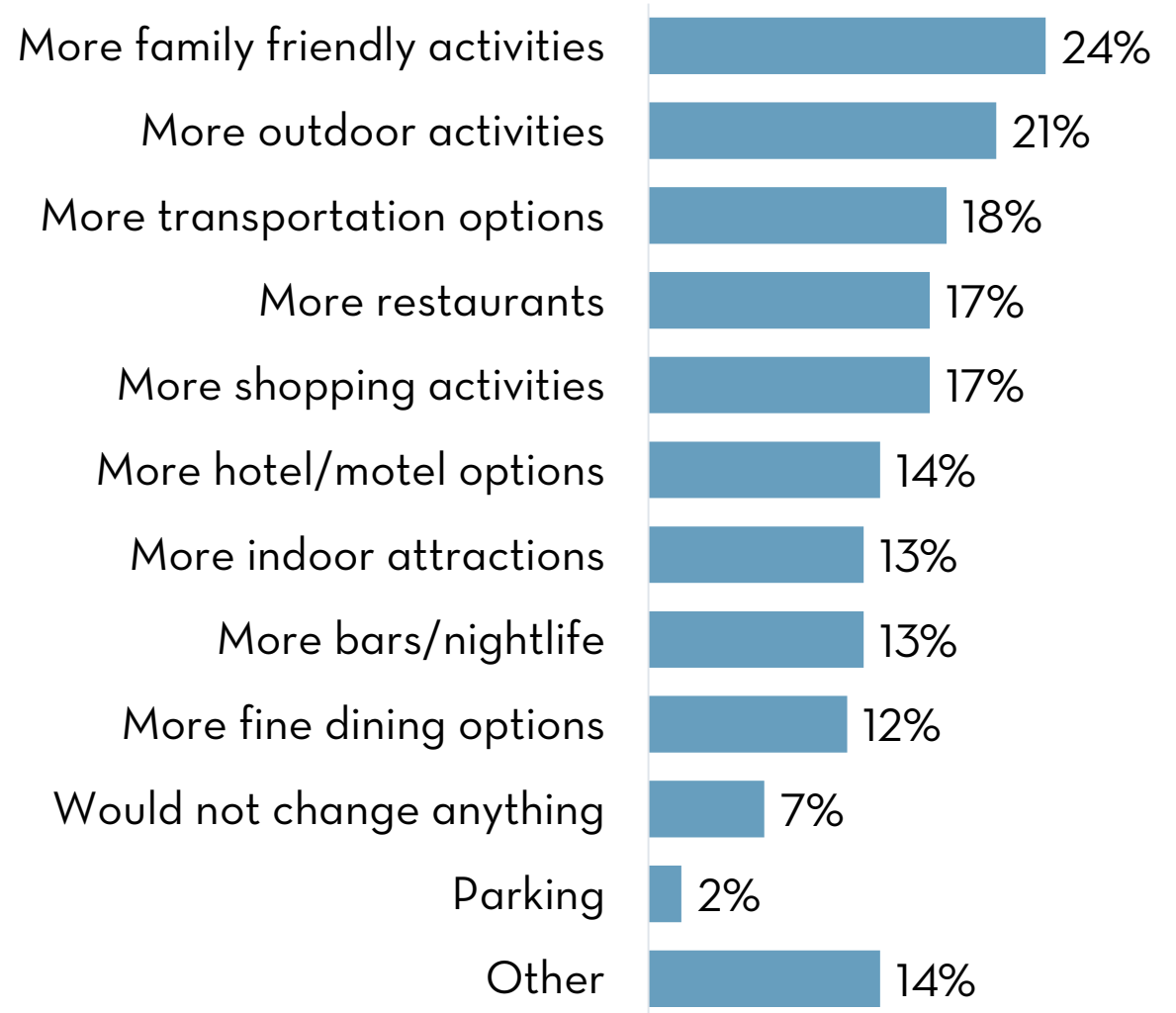"Direct flights with great beaches, restaurants and warm weather! What more could I want?"

"I would tell my friends that it is a beautiful destination with there always being something to do around here!"

"Punta Gorda was a great trip! The water and beaches here are fantastic even in the aftermath of Hurricane Ian."

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

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

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

More family friendly activities	24%
More outdoor activities	21%
More transportation options	18%
More restaurants	17%
More shopping activities	17%
More hotel/motel options	14%
More indoor attractions	13%
More bars/nightlife	13%
More fine dining options	12%
Would not change anything	7%
Parking	2%
Other	14%

[1]multiple responses permitted.

PUNTA GORDA
ENGLEWOOD BEACH
SM
The Charlotte Harbor Gulf Island Coast

downs & st. germain
RESEARCH

Year-to-Year comparisons

YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	Oct – Dec 2021	Oct – Dec 2022
A week or two in advance	26%	24%
A month or so in advance	22%	20%
2 months in advance	17%	18%
3 months in advance	12%	14%
4 to 5 months in advance	9%	8%
6 months of more in advance	13%	15%
Average Trip planning cycle (in days)	65	69

Top Trip Planning Sources	Oct – Dec 2021	Oct – Dec 2022
Previous visit	45%	48%
Talk to family/friends	32%	27%
Google search	23%[1]	24%

[1]Qustion set up differently in 2021

YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	Oct – Dec 2021	Oct – Dec 2022
Visit friends and relatives	41%	41%
Vacation	24%	32%
Beach	28%	27%
Nature activities	10%	12%
Shopping	8%	9%
Business conference or meeting	1%	5%
Special event	12%	5%

Visitor Guide and Transportation	Oct – Dec 2021	Oct – Dec 2022
Requested a Visitors Guide	6%	8%
Drove to Charlotte County	64%	57%
Flew to Charlotte County	36%	43%

YEAR-TO-YEAR COMPARISONS

Market of Origin	Oct – Dec 2021	Oct – Dec 2022
Fort Myers- Naples	6%	6%
Sarasota-Bradenton	6%	6%
New York[1]	4%	4%
Tampa – St. Petersburg	3%	3%
Cincinnati	2%	3%
Grand Rapids-Kalamazoo-Battle Creek	2%	3%

Region of Origin	Oct – Dec 2021	Oct – Dec 2022
Southeast (including Florida)	36%	31%
Midwest	30%	36%
Northeast	25%	22%
West	5%	5%
International	4%	6%

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

YEAR-TO-YEAR COMPARISONS

Travel Parties	Oct – Dec 2021	Oct – Dec 2022
Travel Party Size	3.0	2.7
Traveled with Children	33%	29%
Traveled as a couple	31%	36%
Traveled as a family	32%	31%

Visitor Profile	Oct – Dec 2021	Oct – Dec 2022
Median Age	49	52
Gender (Female)	51%	54%
Median Household Income	$82,500	$100,000
White/Caucasian	88%	91%
African American	5%	5%
Hispanic	6%	3%

YEAR-TO-YEAR COMPARISONS

Accommodations	Oct – Dec 2021	Oct – Dec 2022
Day Tripper	27%	28%
Hotel/Motel	26%	22%
Friends/Family Home	20%	21%
Personal Second Home	15%	18%
Vacation Rental Home/Airbnb	10%	9%
Camping/RV	2%	2%

Trips Experience	Oct – Dec 2021	Oct – Dec 2022
Average nights stayed	7.2	6.8
1st Time Visitor	15%	17%
10+ Prior Visits to Charlotte County	41%	32%

YEAR-TO-YEAR COMPARISONS

Top Activities	Oct – Dec 2021	Oct – Dec 2022
Beach	60%	60%
Restaurants	49%	51%
Visit friends and family	49%	46%
Shopping	28%	33%
Nature related	25%	20%
Fishing, hunting, etc.	14%	12%
Biking, hiking, running, etc.	14%	12%
Water sports	14%	11%
Bars/nightclubs	14%	11%
Family time, reading, cooking, etc.	7%	11%
Attractions	8%	9%
Special event	18%	9%

YEAR-TO-YEAR COMPARISONS

Average Daily Trip Spending	Oct – Dec 2021	Oct – Dec 2022
Accommodations	$56	$56
Restaurants	$61	$67
Groceries	$24	$28
Shopping	$38	$32
Entertainment	$40	$40
Transportation	$22	$20
Other	$4	$5
Total	**$245**	**$248**

Average Total Trip Spending	Oct – Dec 2021	Oct – Dec 2022
Accommodations	$403	$381
Restaurants	$439	$456
Groceries	$173	$190
Shopping	$274	$218
Entertainment	$288	$272
Transportation	$158	$136
Other	$29	$34
Total	**$1,764**	**$1,686**

YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	Oct – Dec 2021	Oct – Dec 2022
Will return to Charlotte County	97%	89%
Satisfied or very satisfied with their stay	97%	98%
Would definitely recommend to friend	91%	83%

Methodology

Visitor Tracking Study

» **450** interviews were completed with Charlotte County visitors at public areas, beaches, the airport and with online surveys.

Data Collection

» Visitor interviews were completed in person and online between **October 1st, 2022 and December 31st, 2022**

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

October – December 2022