

Punta Gorda/Englewood Beach VCB Visitor Tracking Report October – December 2023



Visitor Journey

This report presents the economic impact of visitors to Punta Gorda/Englewood Beach during October through December 2023. 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



There was a notable increase in visitors making over \$100,000 per year coming to the area, highlighting the area's growing appeal among affluent demographics.



Charlotte County is emerging as a top-of-mind destination, evidenced by a 7%-point increase in visitors who did not consider any other area.



Year-over-year, there has been a substantial 8%-point growth in the utilization of the Internet as a trip planning resource.



Punta Gorda Airport continues to be primary airport for the Charlotte county visitors, followed by Southwest International Airport.

Quarterly Snapshot



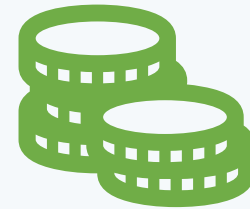
Occupancy Rate
50.4%

-15.0% from 2022



Average Daily Rate
\$175.70

+4.8% from 2022



Revenue Per Room
\$88.55

-10.9% from 2022

Key Performance Indicators

Visitor Statistics	October - December 2022	October - December 2023	Percent Change
Visitors	330,500	286,400	-13.3% ³
Direct Expenditures ¹	\$198,284,500	\$186,332,200	-6.0%
Total Economic Impact	\$290,872,900	\$273,339,500	-6.0%

Lodging Statistics	October - December 2022	October - December 2023	Percent Change
Occupancy ²	59.3%	50.4%	-15.0%
Room Rates ²	\$167.63	\$175.70	+4.8%
RevPAR ²	\$99.40	\$88.55	-10.9%
Room Nights ²	256,000 ³	255,700	-0.1%
TDT Collections ²	\$1,524,900	\$1,450,617	-4.9%

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

³ This data was updated

Travel Party Spending

- Overall, visiting travel parties spent **\$259** per day and **\$1,629** on their trip
- Visiting travel parties staying in paid accommodations spent **\$429** per day and **\$3,105** on their trip



Visitor Journey: Pre-Visit



Top Trip Planning¹



Over 2 in 5 of the visitors planned their trip 1 month or less in advance



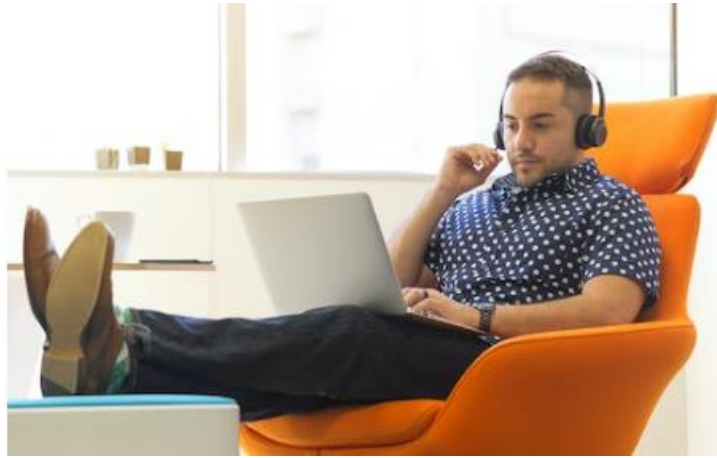
Average trip planning cycle was **67 days**



Top trip planning sources:



Previous visit (**47%**)



Internet (**45%**)



Friend, coworker, etc. (**25%**)

Punta Gorda/Englewood Beach Promotions¹



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



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



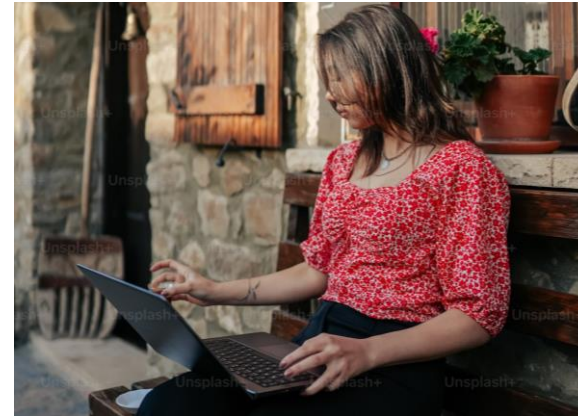
Top sources of recalled promotions:



Television (**30%**)



Newspaper (**26%**)



Online article (**16%**)



Personal social media (**16%**)

Top Methods of Accommodation Booking¹



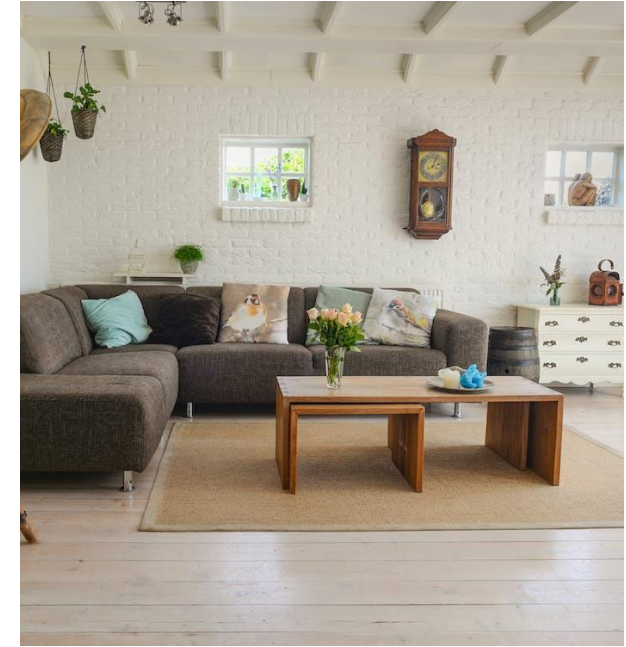
61% Directly with
hotel/condo



12% Airbnb



10% Online travel agency



10% Vrbo, HomeAway

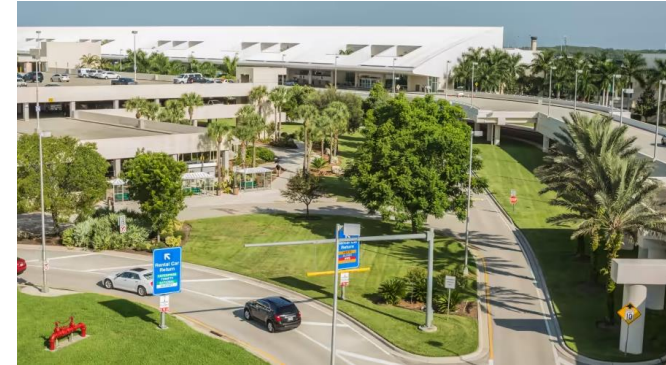
Transportation



51% of visitors drove to
Punta Gorda/Englewood Beach



23% of all visitors flew in via
the Punta Gorda Airport



14% of all visitors flew in via
the Southwest Florida
International Airport

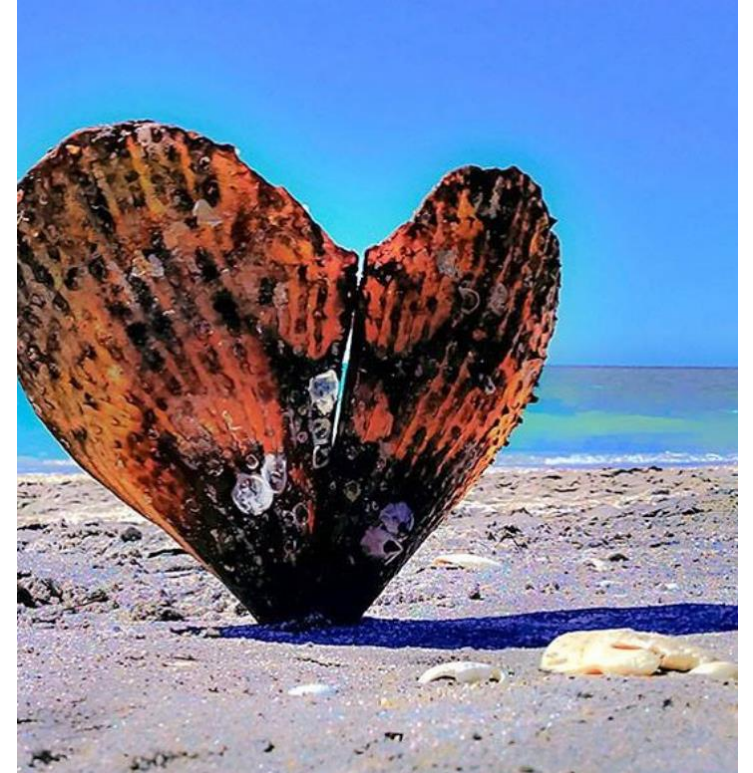
Top Reasons for Visiting¹



Family vacation (36%)



Visit friends/relatives (36%)



Beach (27%)

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



"I wanted to see what the island was like and what was there. The beach is beautiful, and the water looks better than Siesta Key!"



"We love the community and the friendliness of the people here. Everything we want is within a short distance."



"I am spending Christmas here and like the clean beaches, outdoor restaurants."



"I visited the area a couple of years ago and fell in love with the peace and quietness of it, so I decided to come back."

Other Destinations Considered¹

- » **81%** of visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » Other destinations considered:



Ft. Myers/Cape Coral (**5%**)



Sarasota (**4%**)



Orlando (**3%**)



Naples (**3%**)

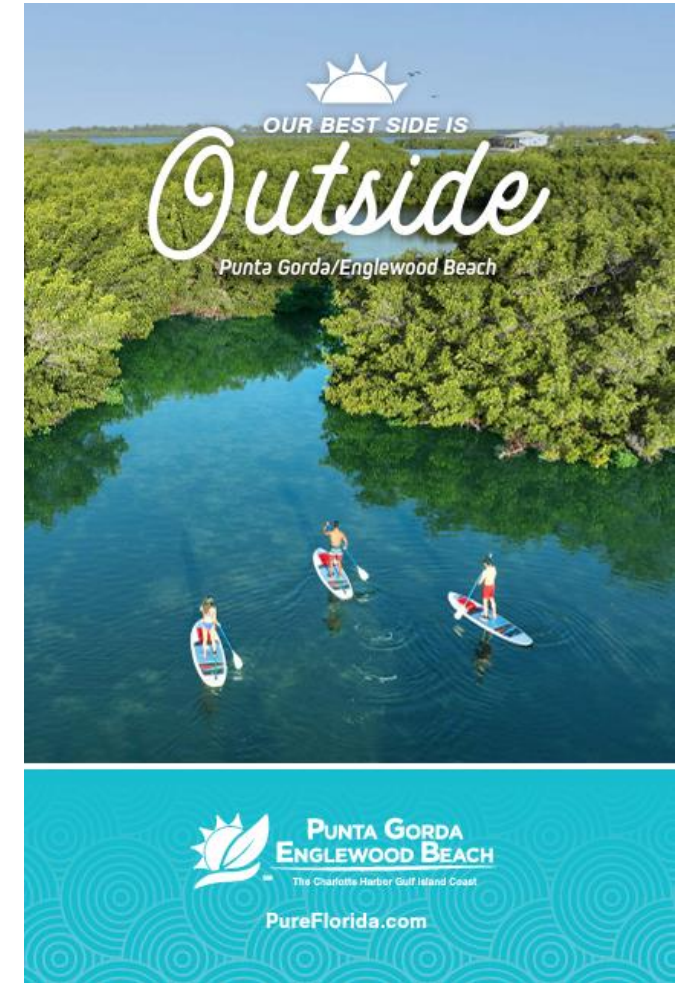


Florida Keys (**3%**)

¹Multiple responses permitted.

Visitors Guide

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



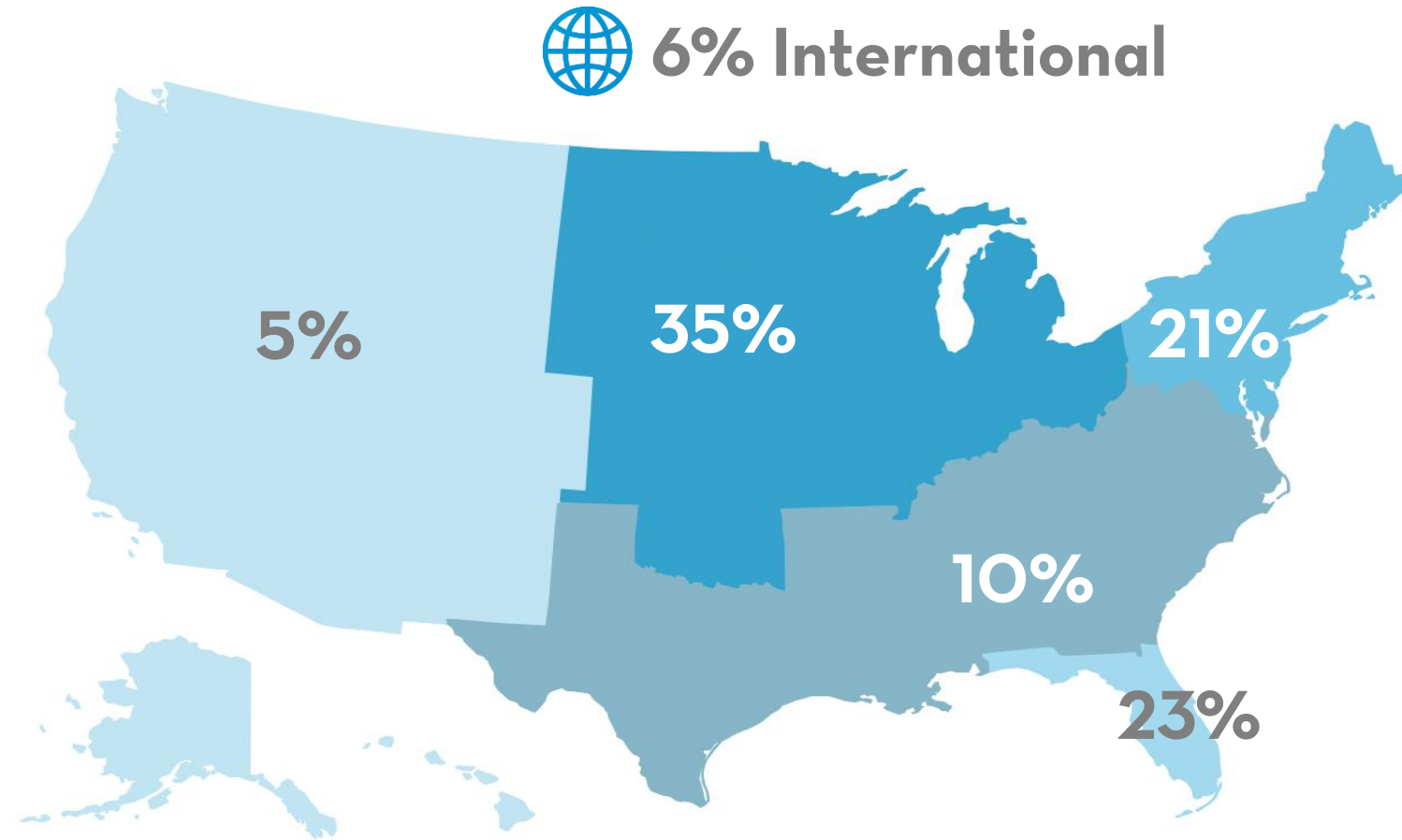
¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey: Traveler Profile

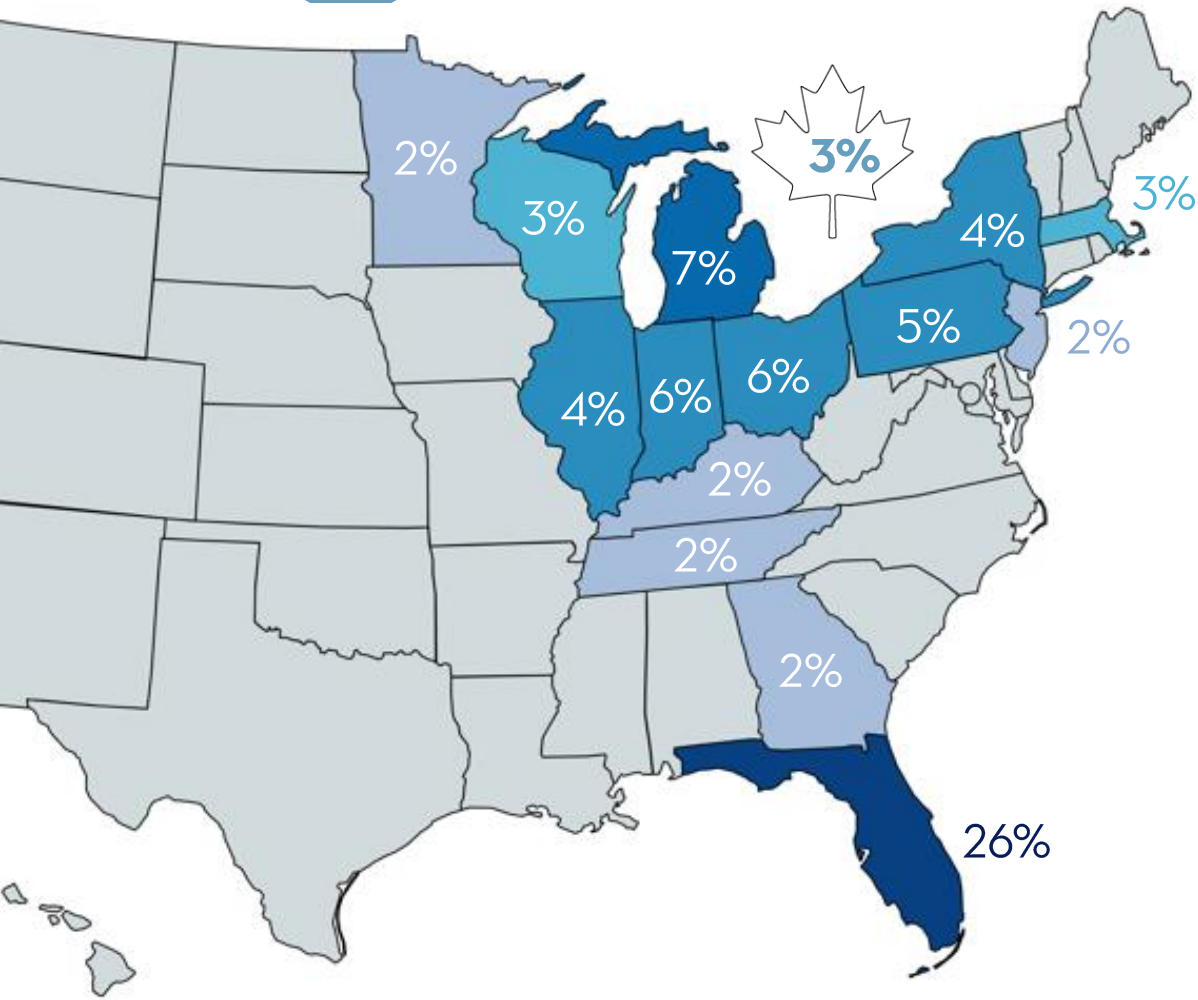


Top Origin Regions of Visitors

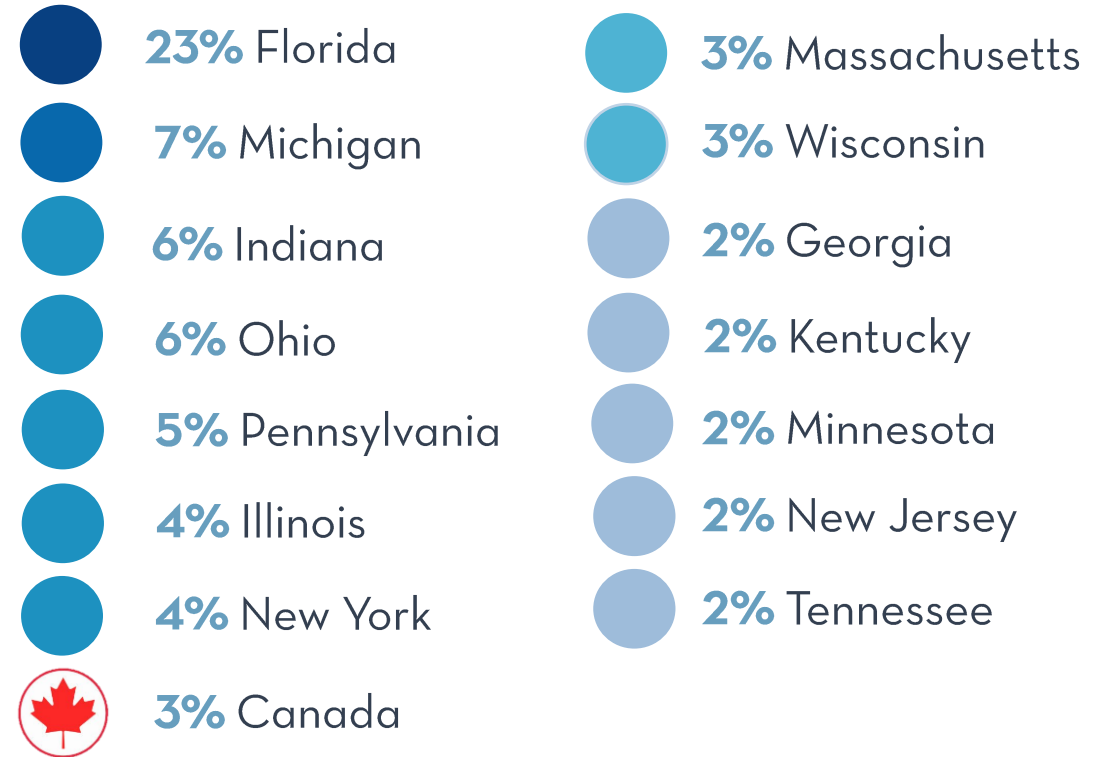
- » **94%** of Charlotte County visitors lived in the United States
- » **6%** of visitors were from outside of the United States, mostly from Canada and United Kingdom
- » The **Midwest** and **Northeast** accounted for more than half of all visitors



Top Origin States of Visitors



74% of visitors traveled to Charlotte County from 14 states and Canada



Top Origin Markets of Visitors

29% of visitors come from 7 markets



8%

Fort Myers-
Naples



6%

Sarasota-
Bradenton



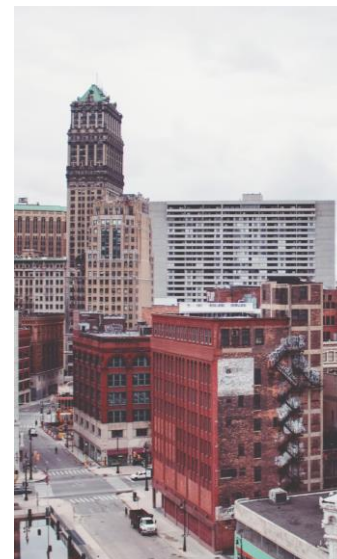
3%

Cincinnati



3%

New York City¹



3%

Detroit



3%

Grand Rapids-
Kalamazoo-
Battle Creek



3%

Indianapolis

Travel Party Size and Composition

- » The typical visitor traveled in a party composed of **2.6** people
- » **29%** traveled with at least one person under the age of 20
- » **Nearly 2 in 5** visitors traveled as a couple



Length of Stay – All Visitors¹

- » Visitors spent **6.5¹** nights in Punta Gorda/Englewood Beach



¹Nights stayed capped at 30 nights.
Nights stayed includes day trippers.

Typical Punta Gorda/Englewood Beach Visitor

- » **15%** were first time visitors
- » **28%** had visited more than 10 times



Typical Punta Gorda/Englewood Beach Visitor

- » The typical visitor:
 - » Was **51** years old
 - » **White/Caucasian** (92%)
 - » Had a median household income of **\$110,900**



Visitor Journey: Trip Experience



Top Visitor Accommodations



27% Day Tripper



24% Family/friend's residence



20% Hotel/motel/resort



18% Personal second home, condo, timeshare



9% Vacation rentals (Airbnb, Vrbo, etc.)

Top Activities During Visit¹



Beach (59%)



Restaurants (50%)



Visit friends/relatives
(44%)



Shopping (29%)



Nature-related (22%)

¹Multiple responses permitted

Reason for Visit vs. Visitor Activities

Key Reasons for Visiting

Reason for visit¹


36% 


27% 


8% 


7% 


5% 


4% 


4% 

3% 

2% 

2% 

2% 

2% 

1% 

1% 

1% 

Visiting friends/relatives

Beach

Special event

Business conference or meeting

Nature, environment, bird watching, etc.

Shopping

Looking for a second home

Fishing, hunting, etc.

Biking, hiking, running, etc.

Water Sports

Golfing, tennis, etc.


Attractions


Attend or participate in a sporting event

Culture

Museums, history, etc.


Visitor activities¹


44% 

59% 

11% 

7% 

22% 

29% 

5% 

10% 

9% 

10% 

8% 

7% 

2% 

1%

2%

¹Multiple responses permitted.

Visitor Journey: Post-Trip Evaluation



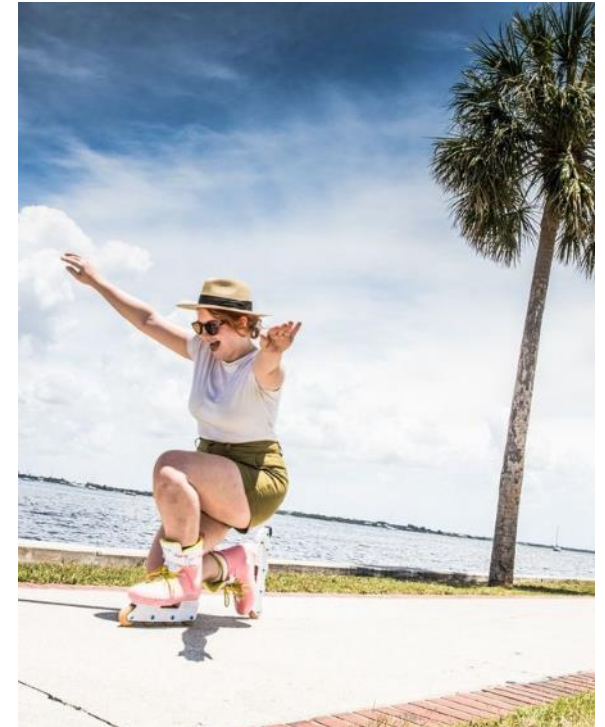
Top Requested Amenities¹



26% More family friendly activities



21% More transportation options



21% More outdoor activities

¹Multiple responses permitted

Visitor Satisfaction

- » **97%** of visitors would recommend Punta Gorda/Englewood Beach (**84%** would definitely recommend)
- » **95%** plan on returning (**89%** will definitely return)
- » **98%** were satisfied or very satisfied with their stay (**83%** were very satisfied)



Perceptions of Punta Gorda/Englewood Beach¹



Nature's Gift:

"Aruba-like. Excellent restaurants. Incredible water and sand."



Family Friendly:

"Very calm, clean, family oriented, with a great airport."



Welcoming Community:

"Laid-back, no stress, friendly people, and perfect as is! You will miss out if you don't come."

¹Coded open-ended responses.

Detailed Findings



Visitor Journey: Impact of Tourism



Visitor Spending by Visitor Type

- » All visitors spent **\$186,332,200** over the course of their visits
- » While the number of visitors staying in paid accommodations was only **0.8 times** the number of visitors in non-paid accommodations, those staying in paid accommodations spent **1.1 times** more than visitors in non-paid accommodations spent

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Total
Visitors	90,800	119,100	76,500	286,400
Spending	\$93,720,000	\$88,163,700	\$4,448,500	\$186,332,200

Daily Travel Party Spending

	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
<i>Accommodations</i>	\$176	\$0	\$0	\$56
<i>Restaurants</i>	\$86	\$58	\$49	\$64
<i>Groceries</i>	\$38	\$42	\$23	\$36
<i>Shopping</i>	\$37	\$27	\$26	\$30
<i>Entertainment</i>	\$39	\$30	\$36	\$34
<i>Transportation</i>	\$37	\$31	\$14	\$28
<i>Other</i>	\$16	\$12	\$2	\$11
Total	\$429	\$200	\$150	\$259

Total Travel Party Spending

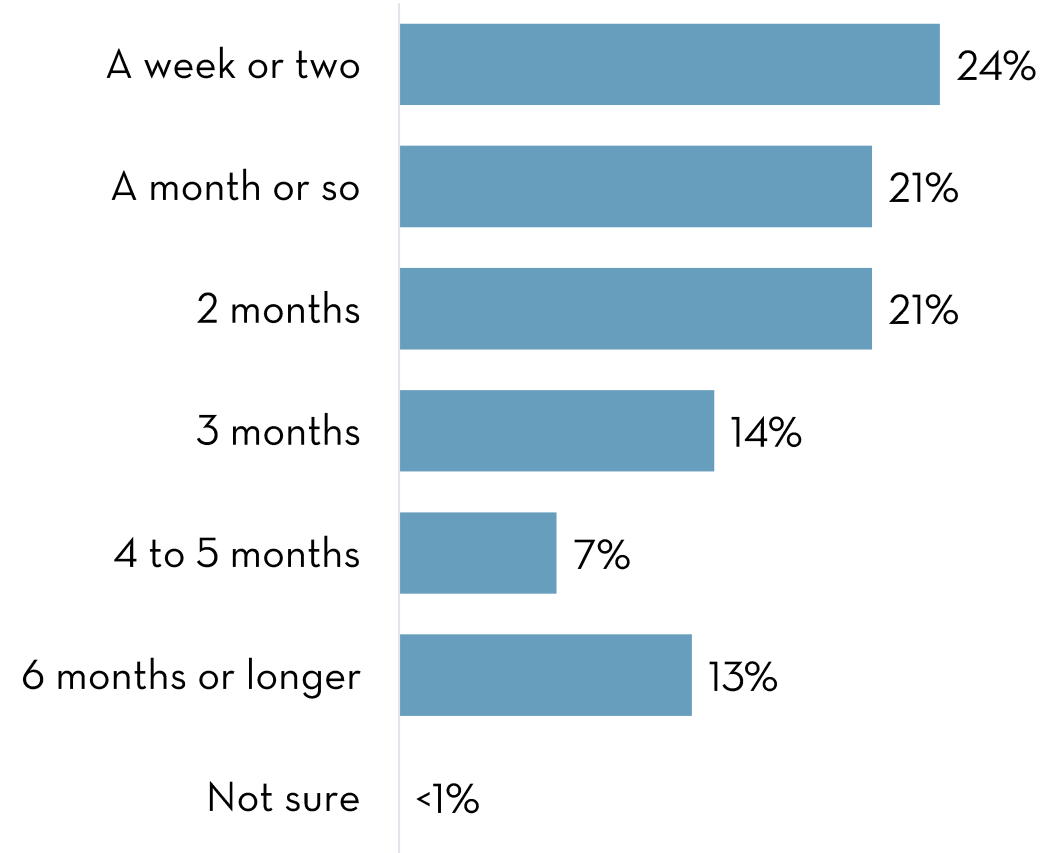
	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Accommodations	\$1,274	\$0	\$0	\$366
Restaurants	\$622	\$553	\$49	\$418
Groceries	\$275	\$401	\$23	\$235
Shopping	\$268	\$257	\$26	\$196
Entertainment	\$282	\$286	\$36	\$222
Transportation	\$268	\$296	\$14	\$183
Other	\$116	\$114	\$2	\$72
Total	\$3,105	\$1,907	\$150	\$1,692

Visitor Journey: Pre-Visit



Trip Planning Cycle

- » Over 2 in 5 of the visitors had **short planning windows** (1 month or less in advance)
- » Over 1 in 3 visitors planned their trips at least 3 months in advance
- » Average trip planning cycle was **67 days** compared to 69 days in 2022



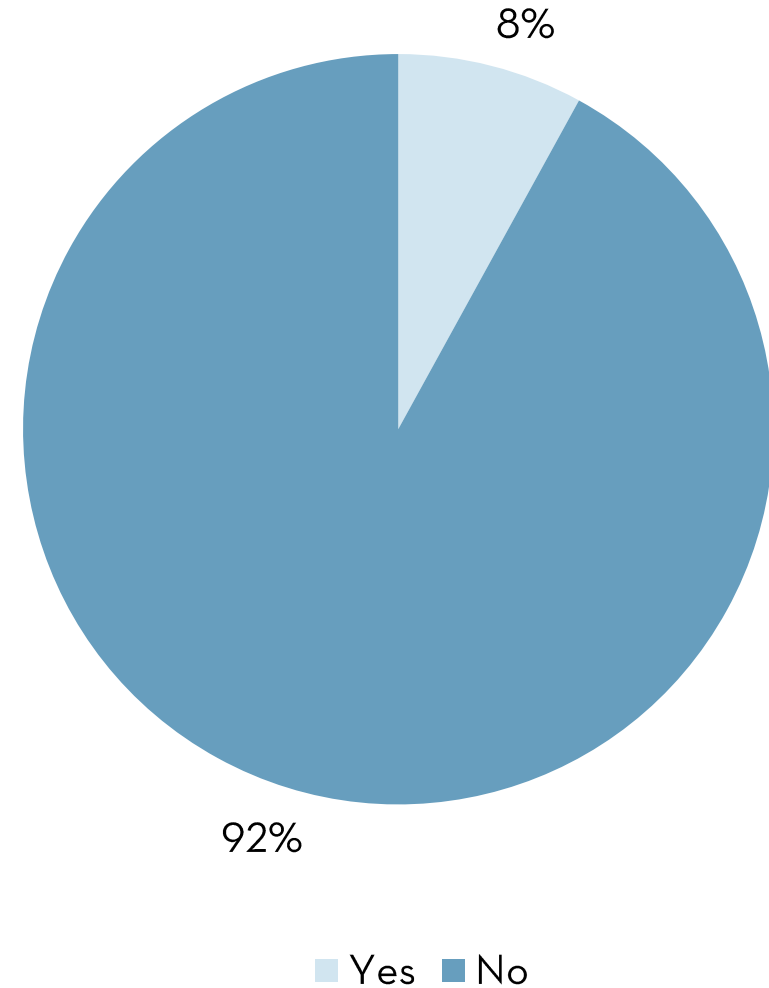
Trip Planning Sources¹

- » **About 1 in 2** visitors used planned their trips based on **previous visits**
- » **Over 2 in 5** visitors used **Internet** to plan their trip. **Google** was the top site used
- » **1 in 4** asked their friends, family and coworkers to help plan their trip

Trip Planning Source	
Previous visit	47%
Internet	45%
Google search	16%
Airline websites/apps	7%
Rental car websites/apps	7%
Friend, co-worker, etc.	25%
Newspapers	5%
Brochures/travel guides/visitor guides	4%
Television	4%
Magazines	3%
Special Events	2%
Business/conference/meeting information	2%
Radio	2%
Pureflorida Website	2%
AAA	1%
Convention and Visitors Bureau	1%
Travel agent	1%
Other	1%
None/don't know	5%

Website Usage

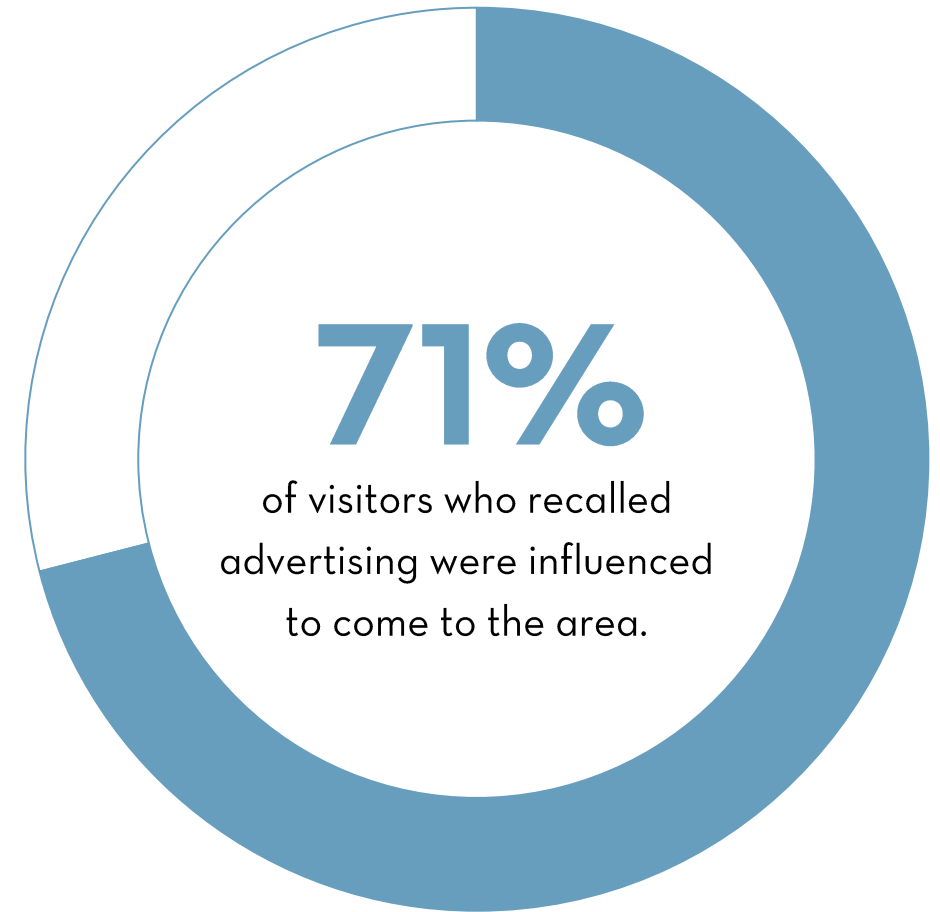
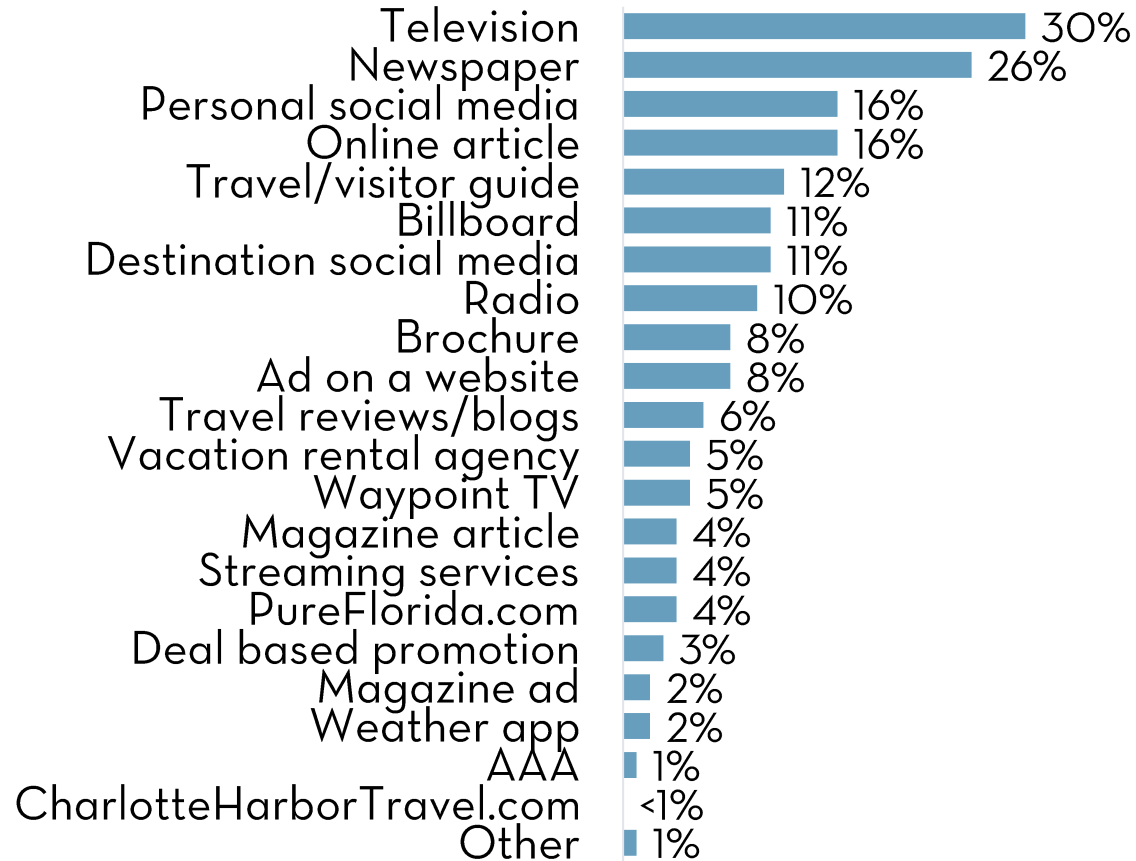
» **Nearly 1 in 10** visitors have accessed the Punta Gorda/Englewood Beach/Port Charlotte area website pureflorida.com for information



Punta Gorda/Englewood Beach Promotions¹

» **15%** of visitors recalled promotions or travel stories about the area on the following sources:

Base = 15% who recalled promotions



¹Multiple responses permitted.

Charlotte County Promotion Influences

» Recall of promotions was highest among visitors staying in day trippers

Saw Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	12%	14%	19%	15%
No	84%	83%	77%	81%
Don't know	4%	3%	4%	4%

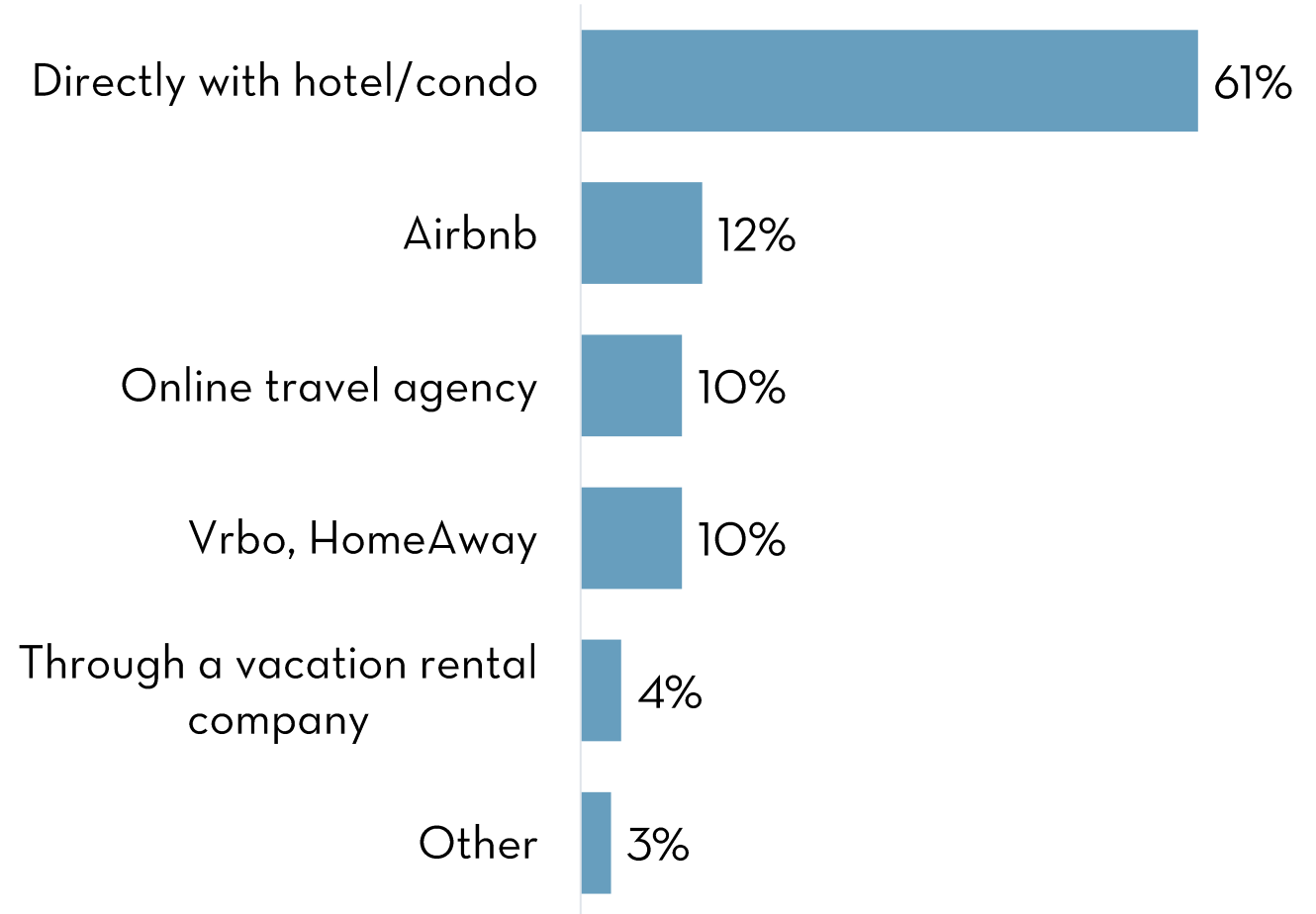
» Visitors staying in paid accommodations being the most influenced

Influenced by Advertising	Paid Accommodations	Non-paid Accommodations	Day Trippers	All Visitors
Yes	73% ¹	63% ¹	78% ¹	71% ¹
No	25%	37%	21%	27%
Don't know	2%	<1%	1%	2%

¹Base is percentage of visitors who recalled advertising

Paid Accommodation Booking¹

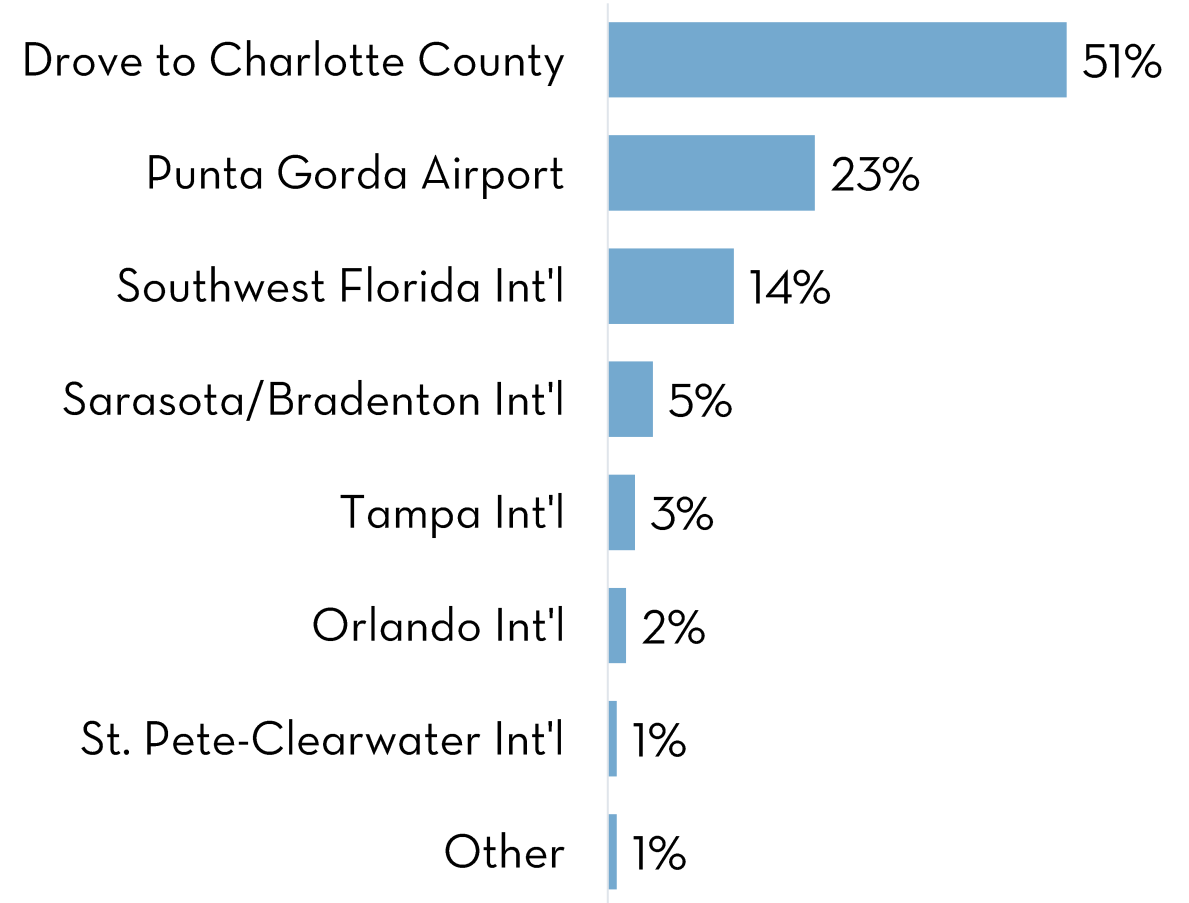
- » **Over 3 in 5** of visitors who stayed in paid accommodations booked directly with a hotel/condo
- » Online travel agency bookings accounted for **over 1 in 9** bookings



¹ Visitors staying in paid accommodations.

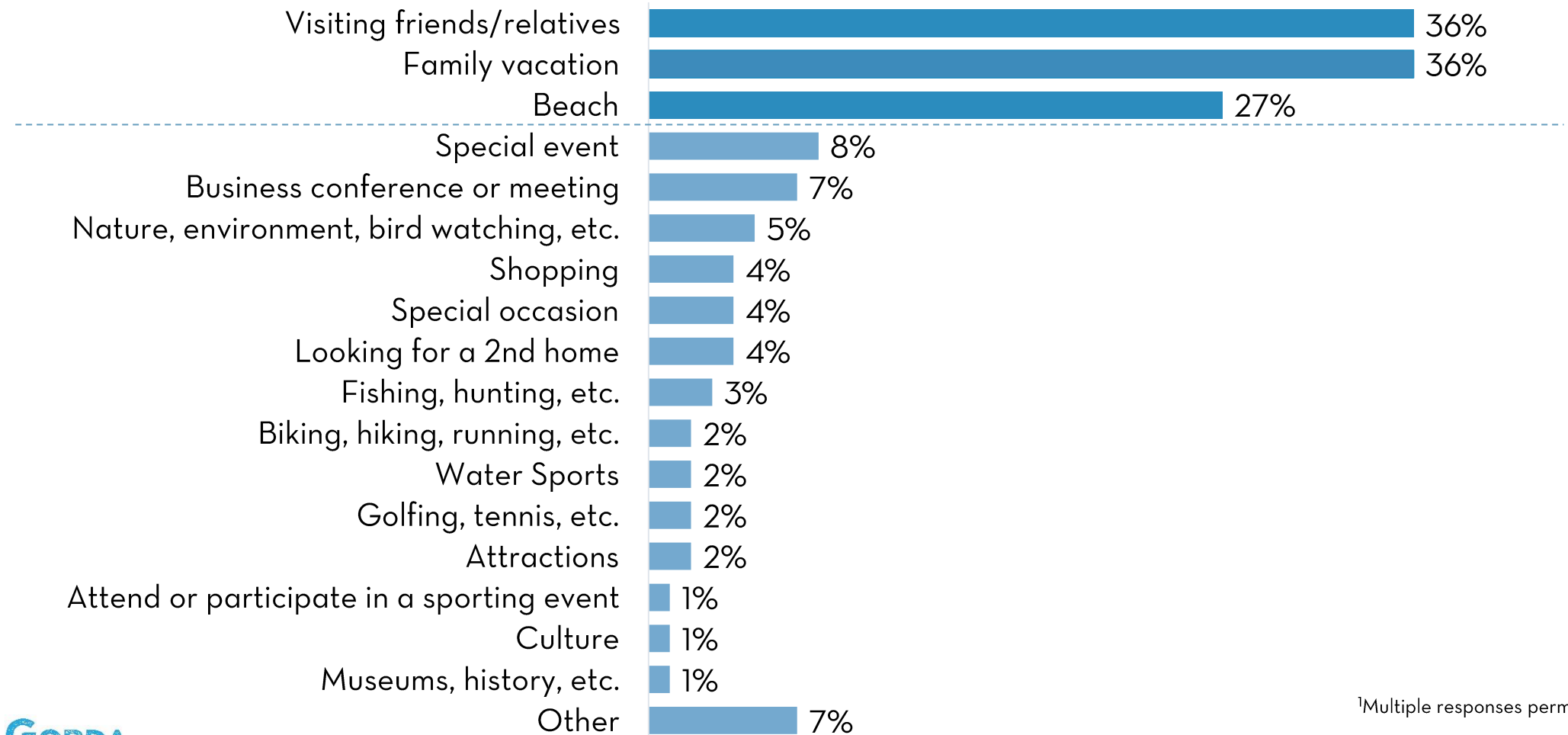
Visitor Transportation

- » **Over half** visitors **drove** to Punta Gorda/Englewood Beach
- » **Nearly 1 in 4** visitors flew into Punta Gorda Airport
- » **Nearly 1 in 7** visitors flew into Southwest Florida International Airport



Reasons for Visiting¹

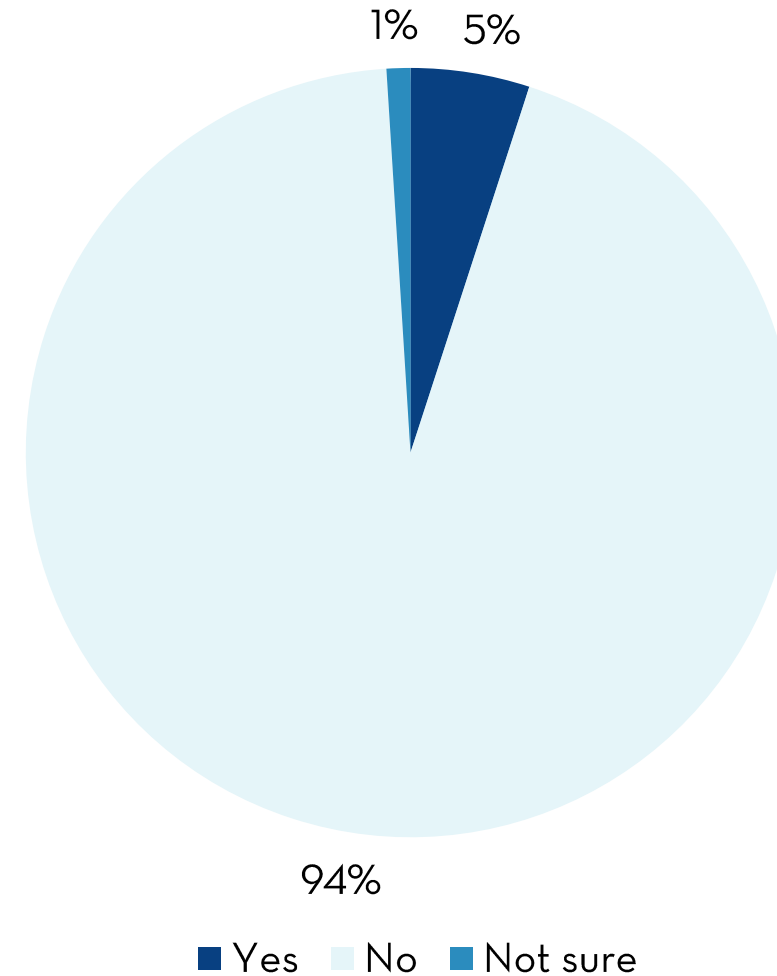
People come to Charlotte County for family vacations, visiting friends or relatives, and going to the beach.



¹Multiple responses permitted.

Vacation replacement¹

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



¹Multiple responses permitted.

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



"I wanted to see what the island was like and what was there. The beach is beautiful, and the water looks better than Siesta Key!"



"We love the community and the friendliness of the people here. Everything we want is within a short distance."



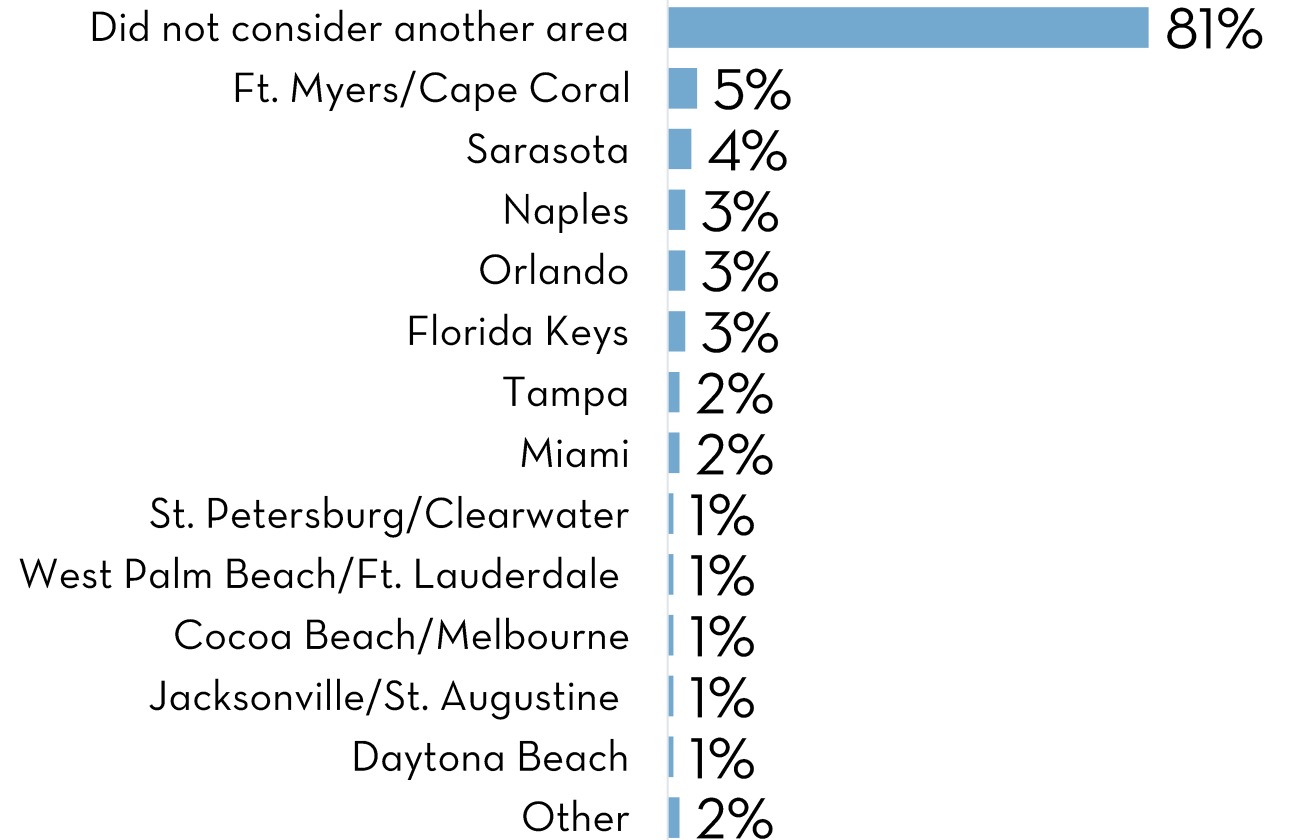
"I am spending Christmas here and like the clean beaches, outdoor restaurants."



"I visited the area a couple of years ago and fell in love with the peace and quietness of it, so I decided to come back."

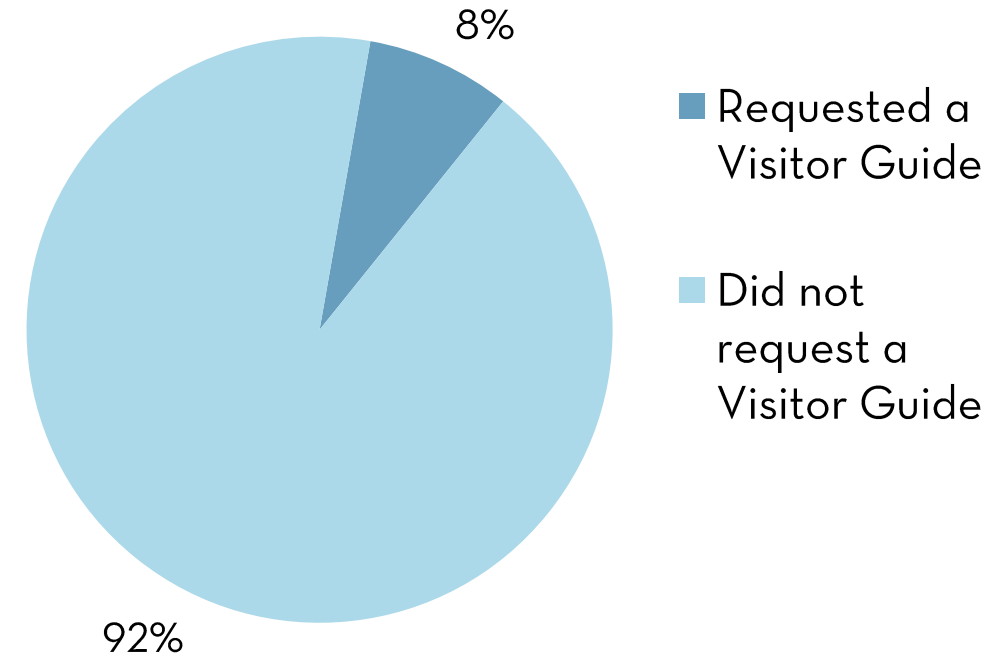
Other Destinations Considered¹

- » **Over 4 in 5** visitors only considered visiting Punta Gorda/Englewood Beach when planning their trip
- » **Ft. Myers/Cape Coral** and **Sarasota** are some of the top destinations people consider when visiting



Visitors Guide¹

- » **8%** of visitors requested a Visitors Guide before their trip
 - » **6%** requested a print version
 - » **2%** requested an online version
- » Visitors Guide received a rating of **7.6 out of 10¹**

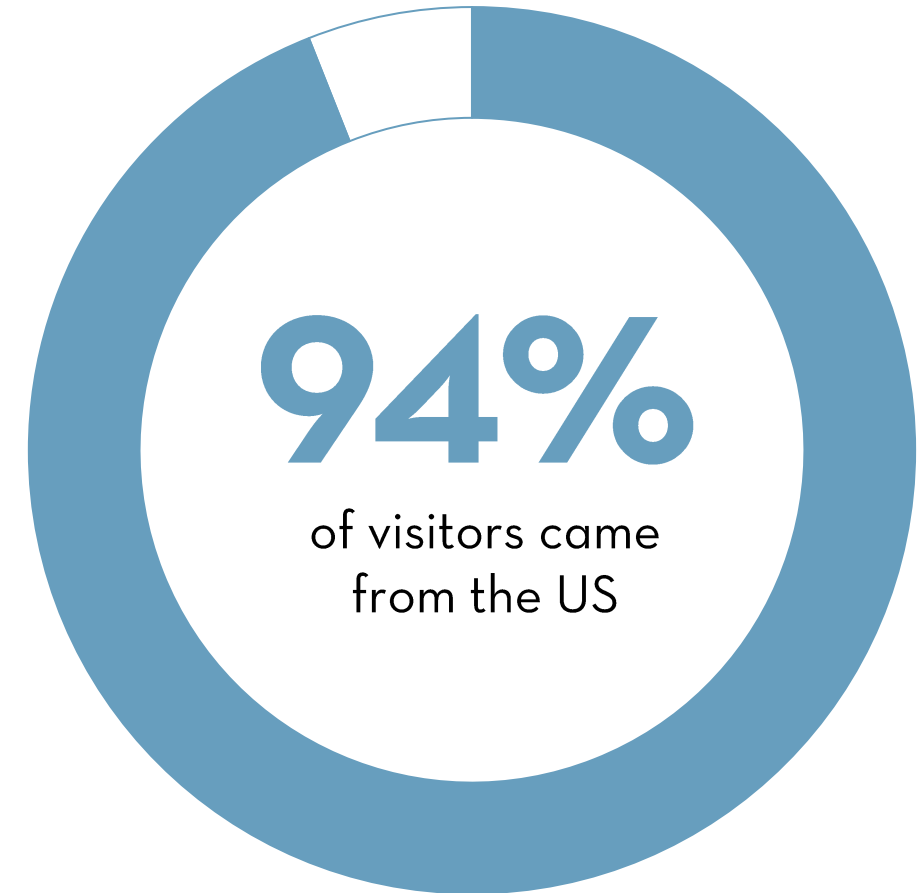
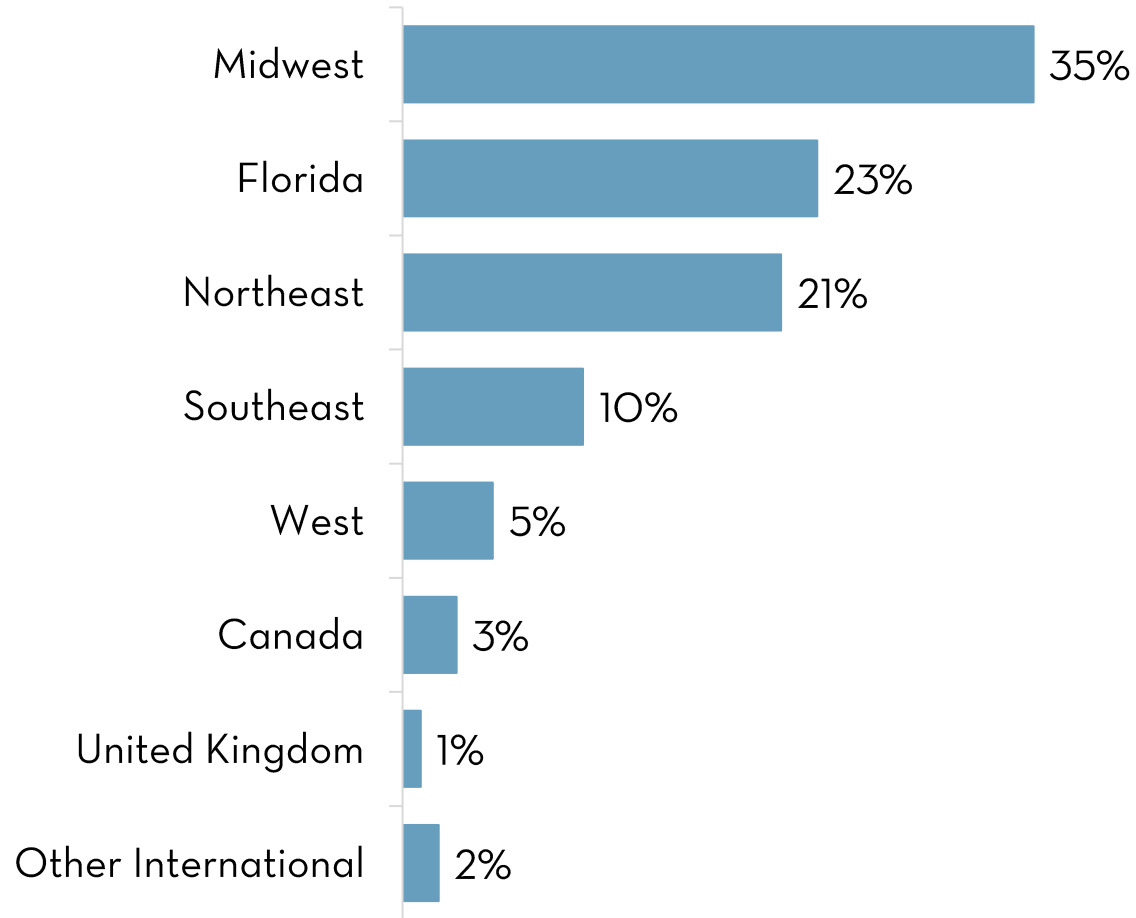


¹Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

Visitor Journey: Traveler Profile



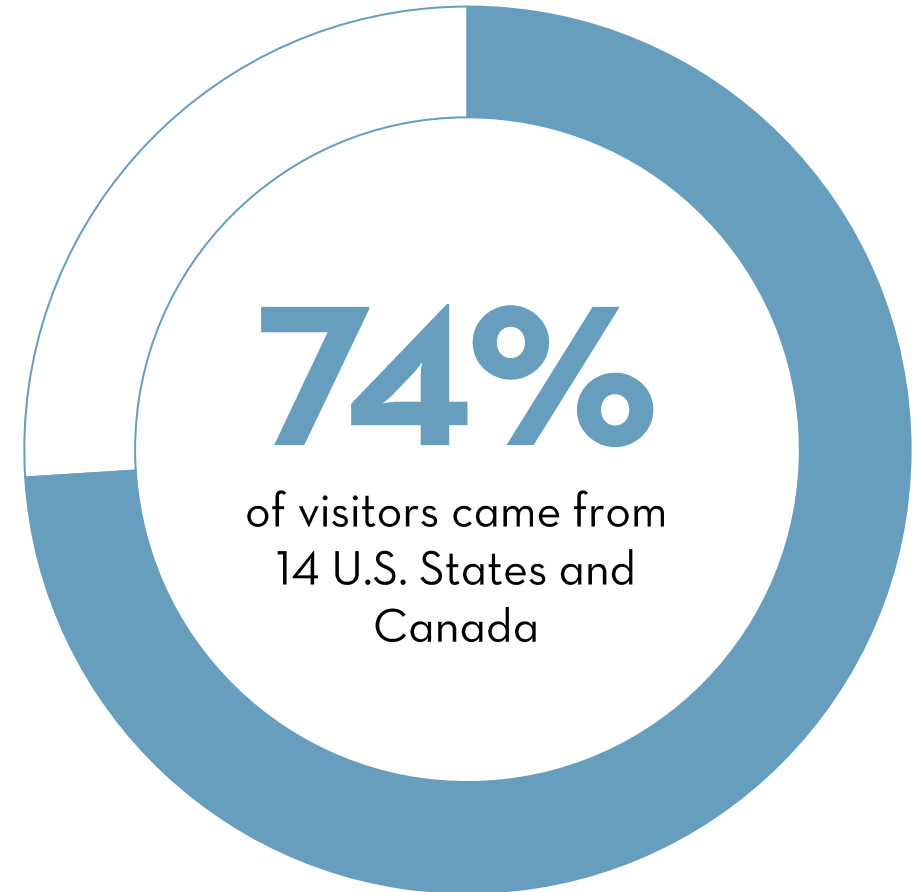
Origin of Visitors – By Region



Origin of Visitors – By State/Country

Percentage of Visitors

Florida	23%
Michigan	7%
Indiana	6%
Ohio	6%
Pennsylvania	5%
Illinois	4%
New York	4%
Massachusetts	3%
Wisconsin	3%
Canada	3%
Georgia	2%
Kentucky	2%
Minnesota	2%
New Jersey	2%
Tennessee	2%



Origin of Visitors – By Market

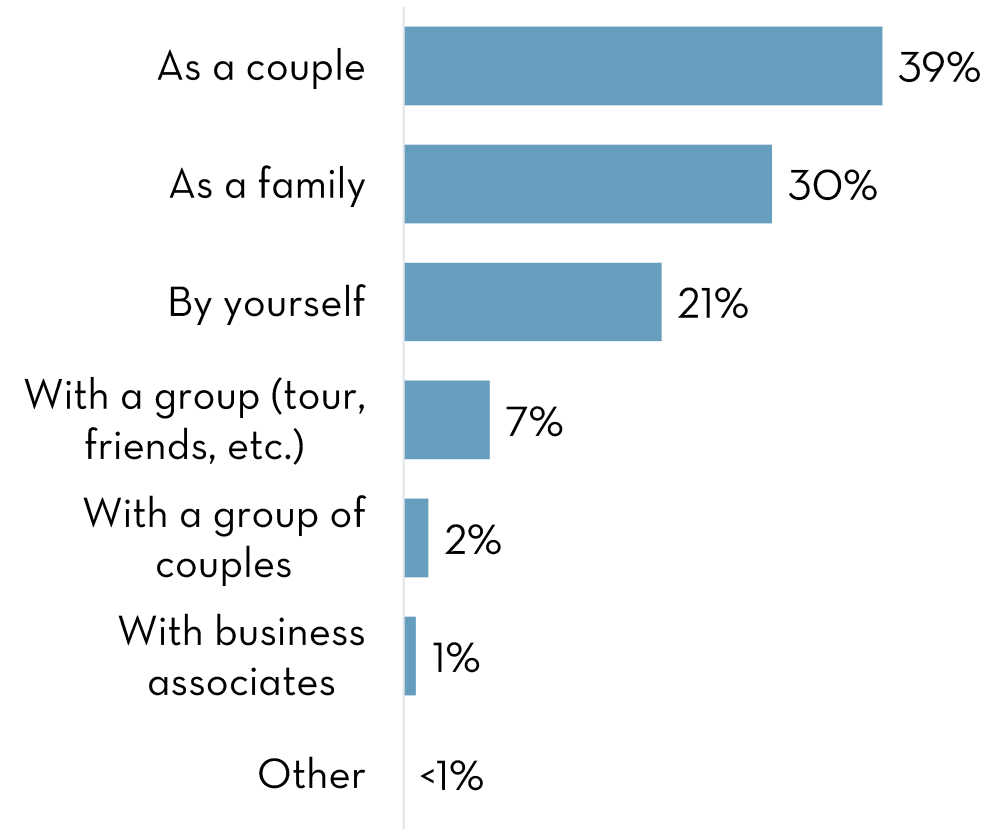
Market	% of All Visitors
Fort Myers-Naples	8%
Sarasota	6%
Cincinnati	3%
Detroit	3%
Grand Rapids-Kalamazoo-Battle Creek	3%
Indianapolis	3%
New York City ¹	3%
Atlanta	2%
Boston	2%
Chicago	2%
Cleveland-Akron	2%
Minneapolis-Saint Paul	2%
Orlando-Daytona Beach-Melbourne	2%
Philadelphia	2%
Pittsburgh	2%
Providence-New Bedford	2%
Tampa-St Petersburg	2%
Washington, DC-Hagerstown	2%

Market	% of Overnight Visitors
Cincinnati	4%
Detroit	4%
Indianapolis	4%
Boston	3%
New York City ¹	3%
Orlando-Daytona Beach-Melbourne	3%
Grand Rapids-Kalamazoo-Battle Creek	3%
Atlanta	2%
Chicago	2%
Denver	2%
Flint-Saginaw-Bay City	2%
Minneapolis-Saint Paul	2%
Philadelphia	2%
Pittsburgh	2%
Providence-New Bedford	2%
Washington, DC-Hagerstown	2%

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

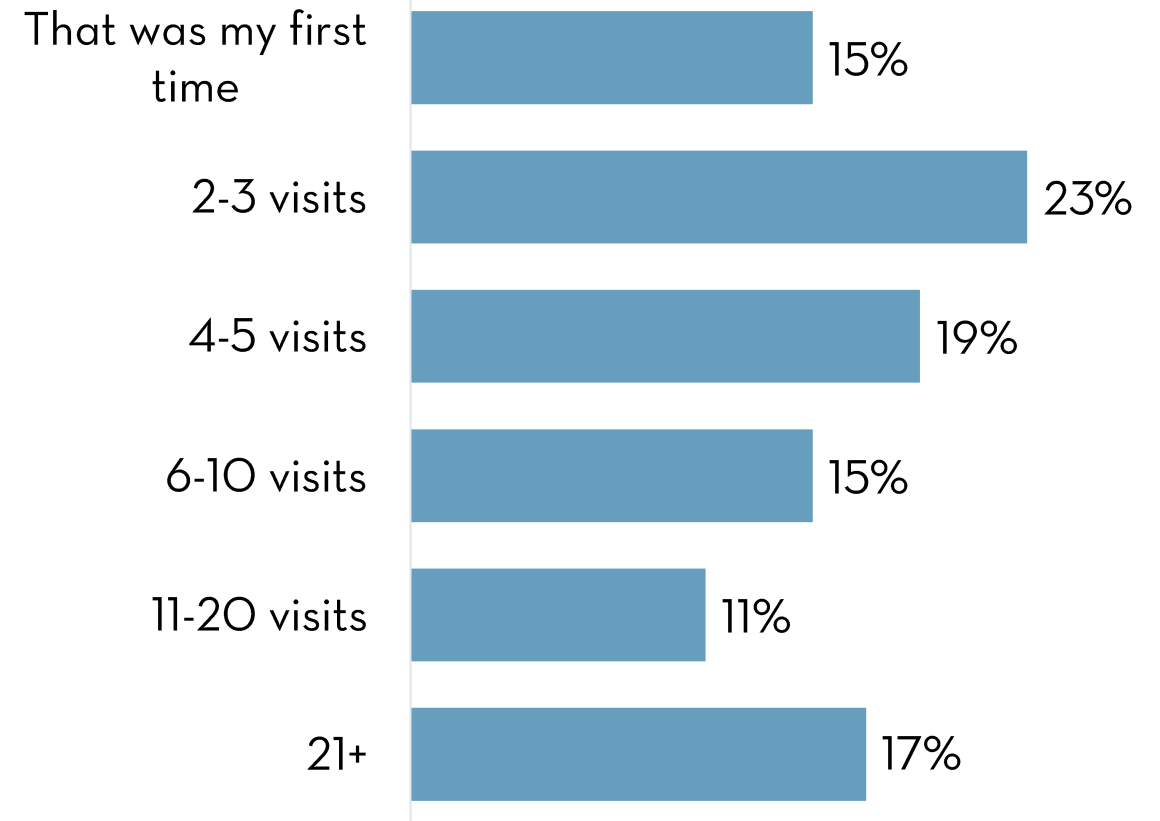
Travel Parties

- » The typical visitor traveled in a party composed of **2.6** people
- » **29%** traveled with at least one person under the age of 20
- » **Nearly 2 in 5** traveled as a couple
- » **3 in 10** visitors traveled as a family



Typical Punta Gorda/Englewood Beach Visitor

- » Typical visitors spent **6.5** nights in Punta Gorda/Englewood Beach
 - » When including long term visitors¹, average nights stayed is **11.2**
- » **Over 1 in 7** were first time visitors
- » **Nearly 3 in 10** visited more than 10 times

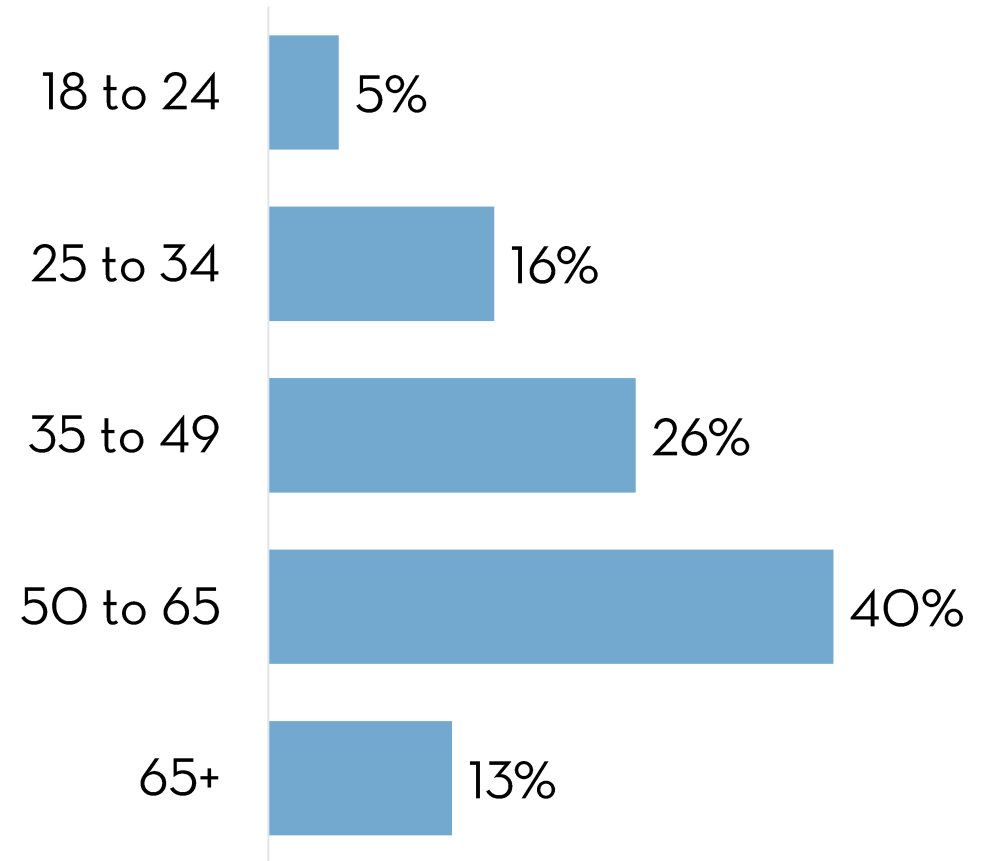


¹Visitors who stayed longer than 1 month

Punta Gorda/Englewood Length of Stay

	Paid Accommodations	Non-paid Accommodations	Day Trippers	Average
<i>Length of Stay¹</i>	7.2	9.5	1.0	6.5
<i>Travel Party Size</i>	2.6	2.6	2.6	2.6

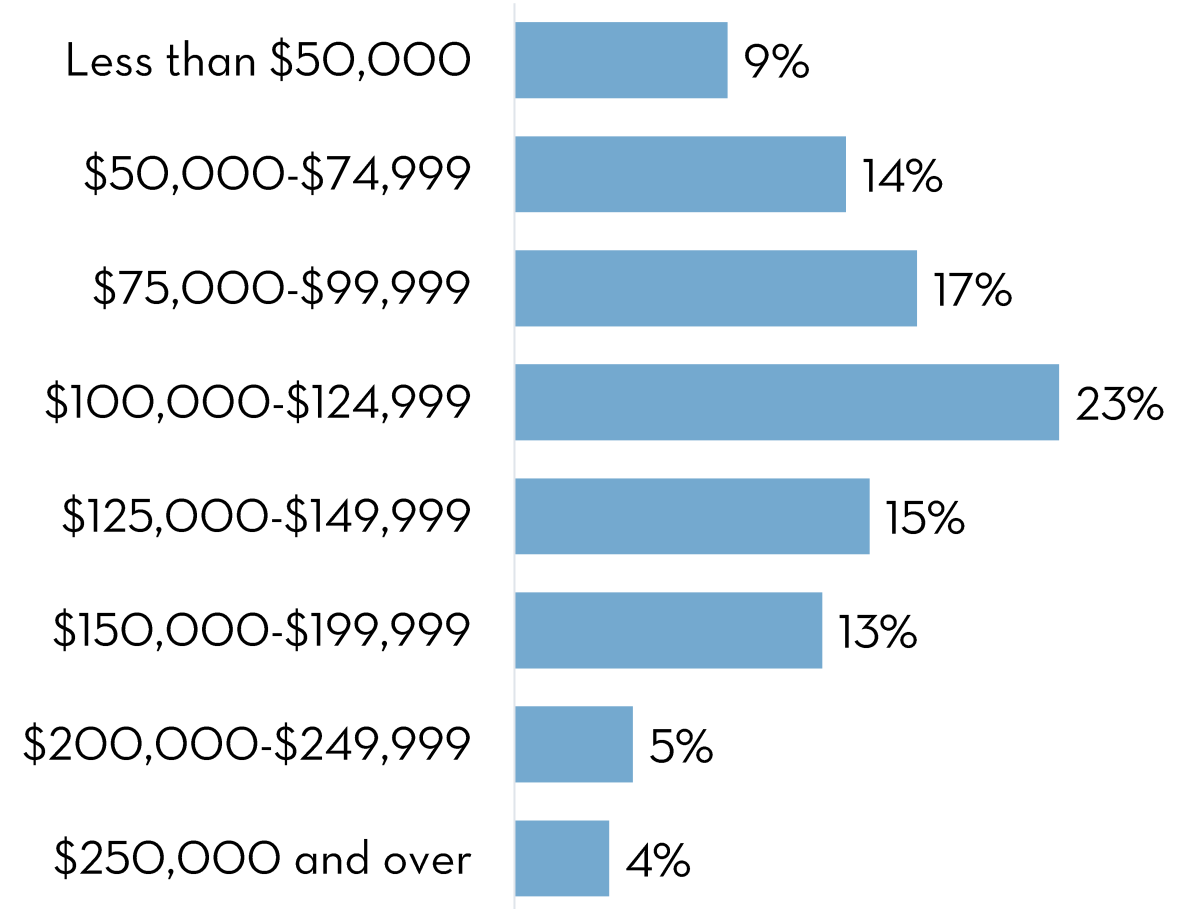
» **51** is the median age of October - December visitors



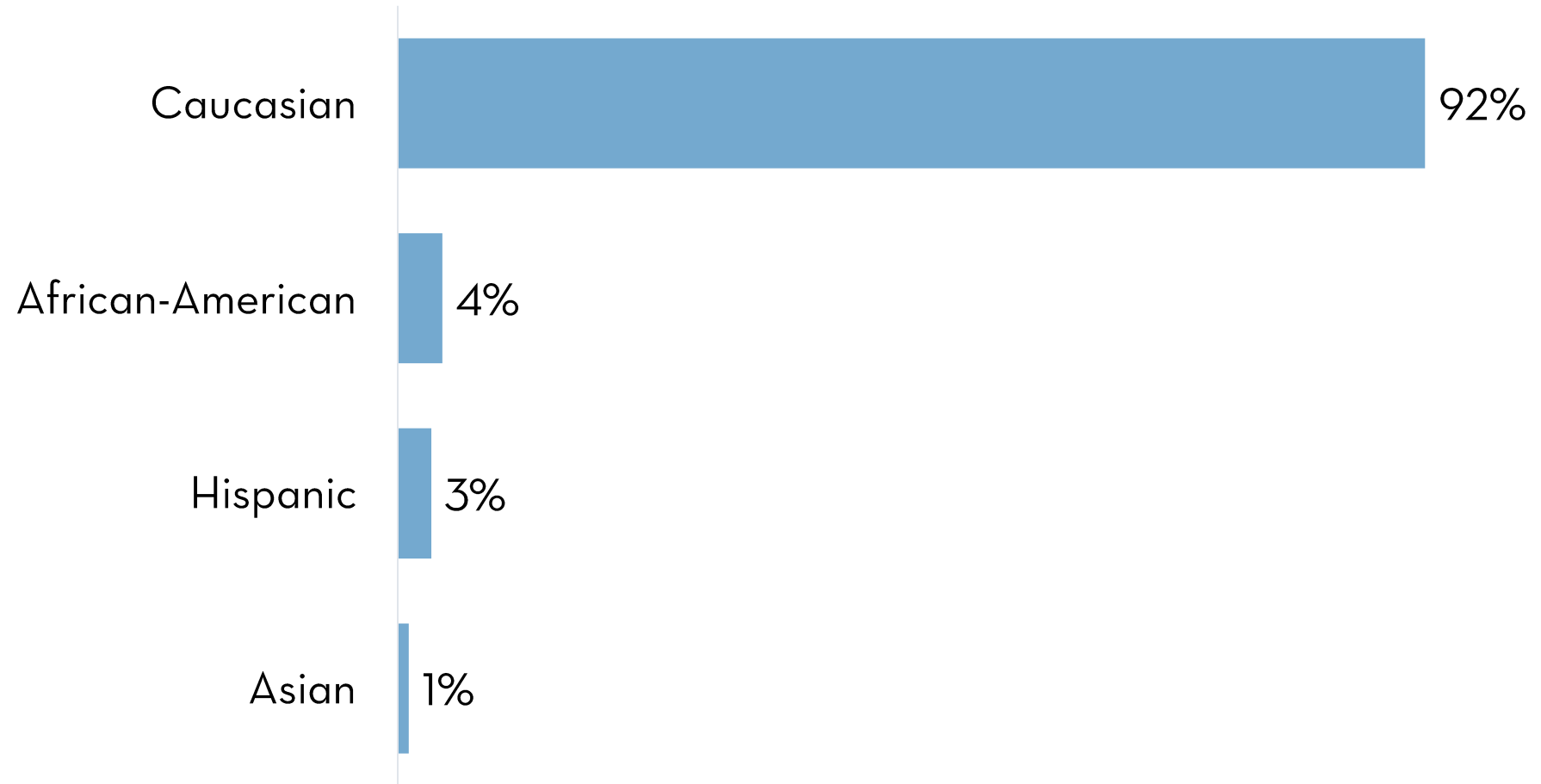
Household Income

Median Household Income

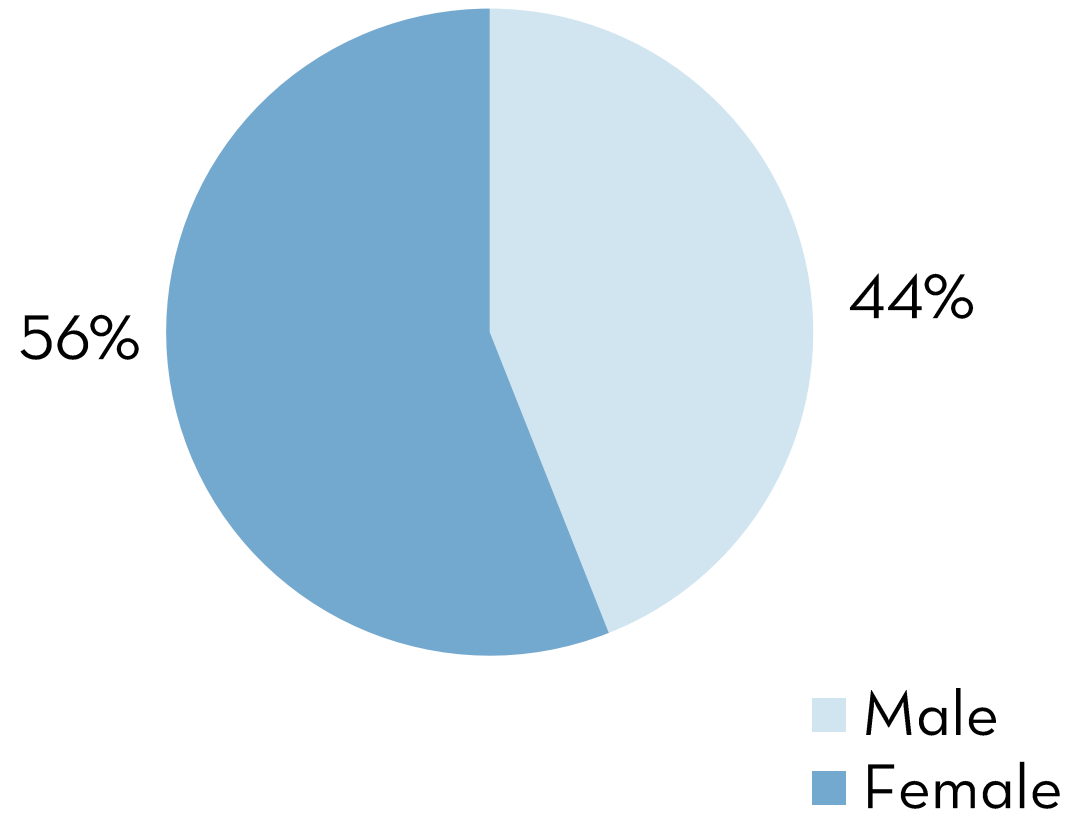
- » **\$110,900** is the median household income for October – December visitors
- » **Over 1 in 5** visitors had a household income in excess of \$150,000



Race/Ethnicity



Gender¹



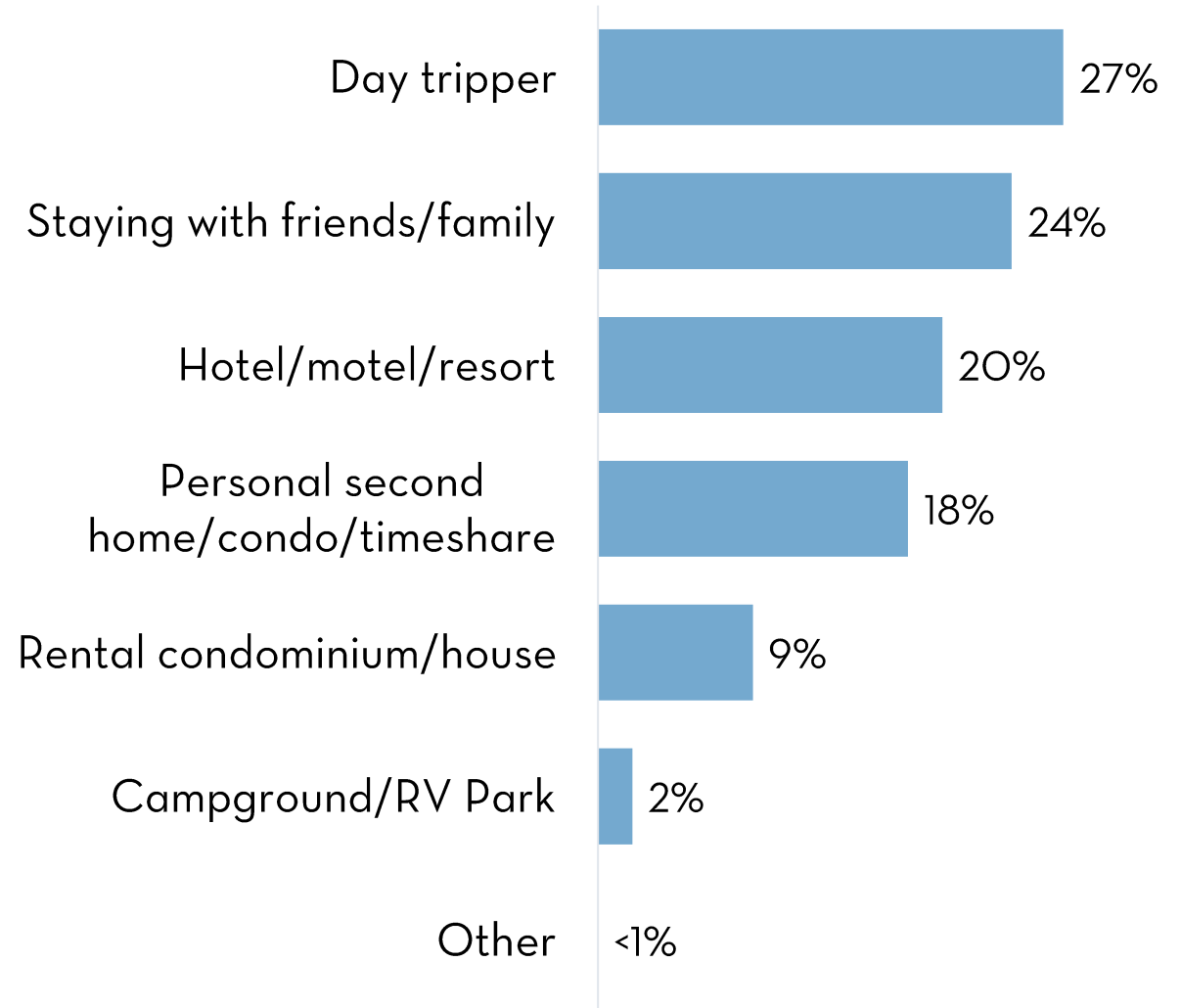
¹May be influenced by the visitor's willingness to complete a survey

Visitor Journey: Trip Experience

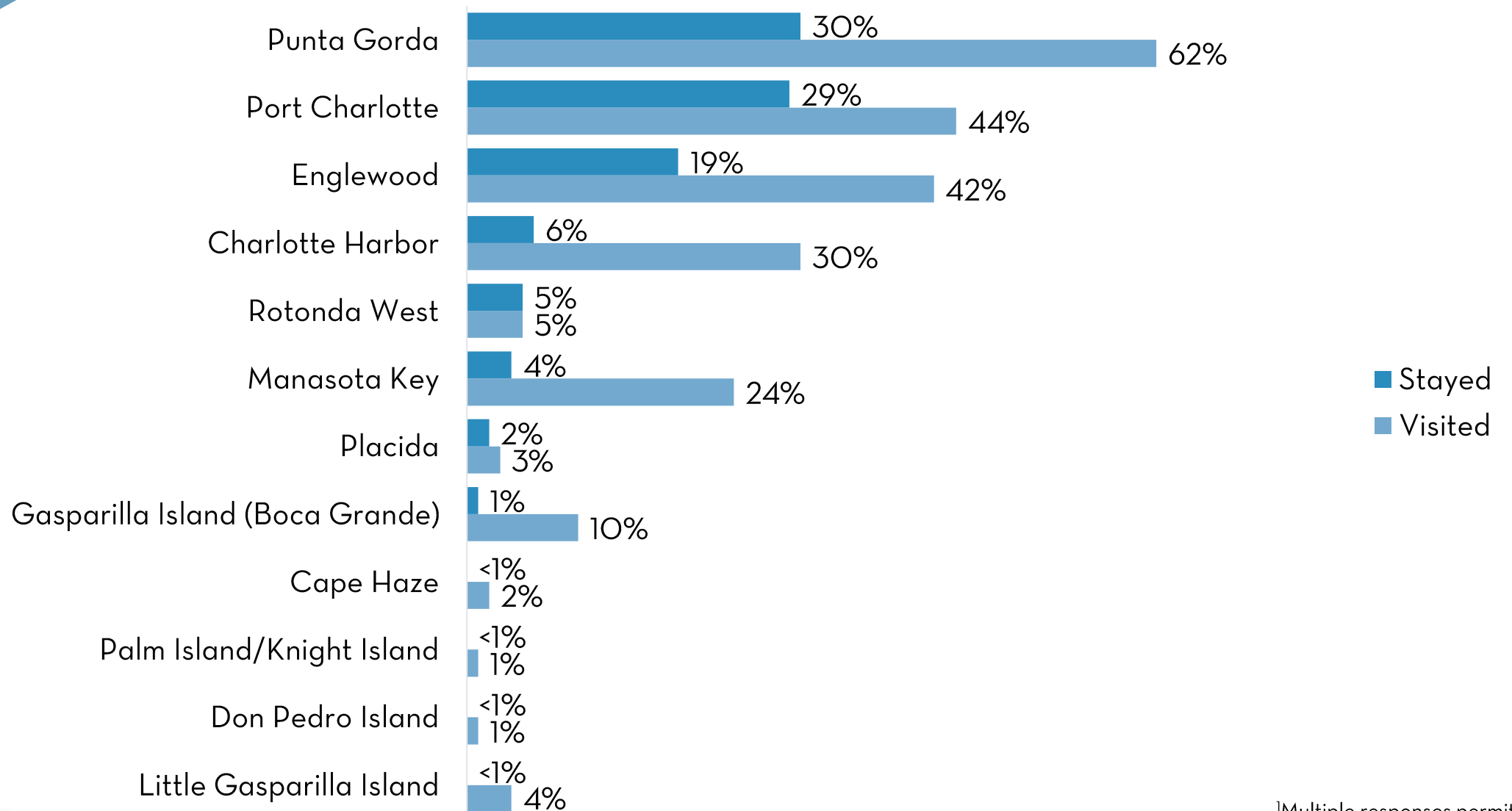


Visitor Accommodations

- » **73%** of visitors stayed overnight in Punta Gorda/Englewood Beach
- » **1 in 5** visitors stayed in hotels/motels/resorts
- » **Nearly 1 in 4** visitors stayed with friends/family

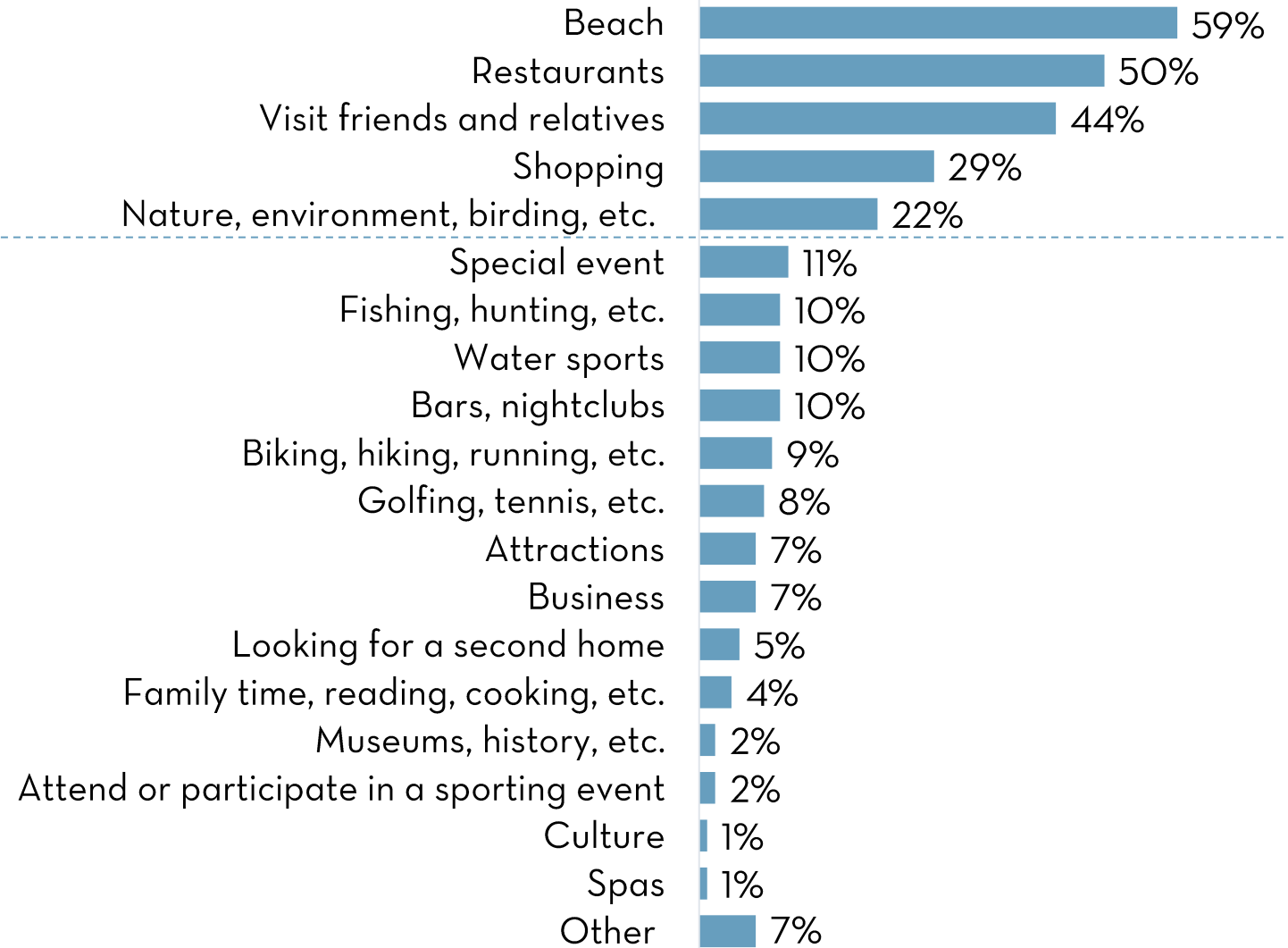


Area Stayed vs. Areas Visited¹



Visitor Activities¹

- » Visitors love to hang out at the **beach**, enjoy local **restaurants**, and spend time with **friends and relatives** while in the area
- » Visitors are also enticed to go **shopping** and enjoy **nature** while in Charlotte County

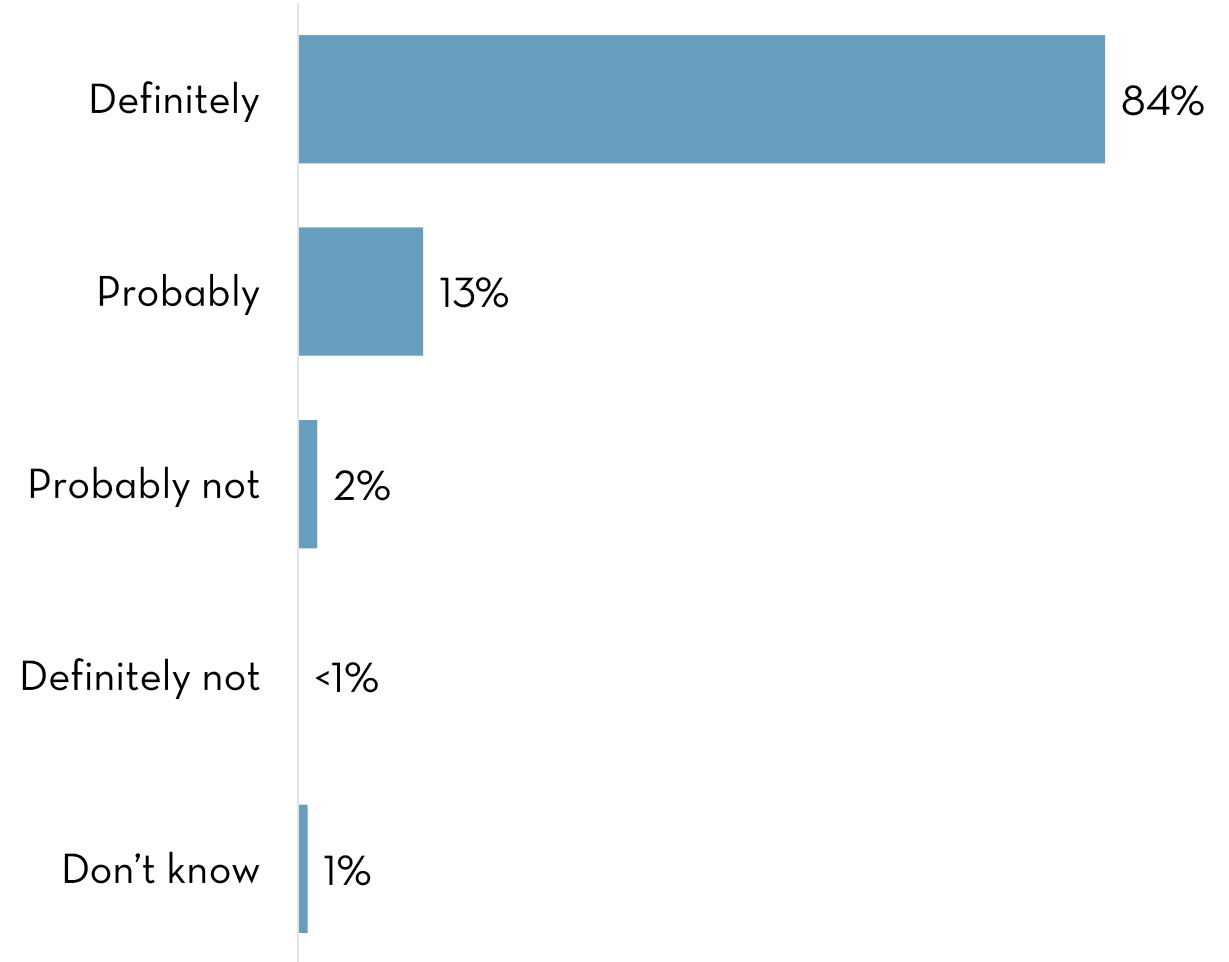


Visitor Journey: Post-Trip Evaluation



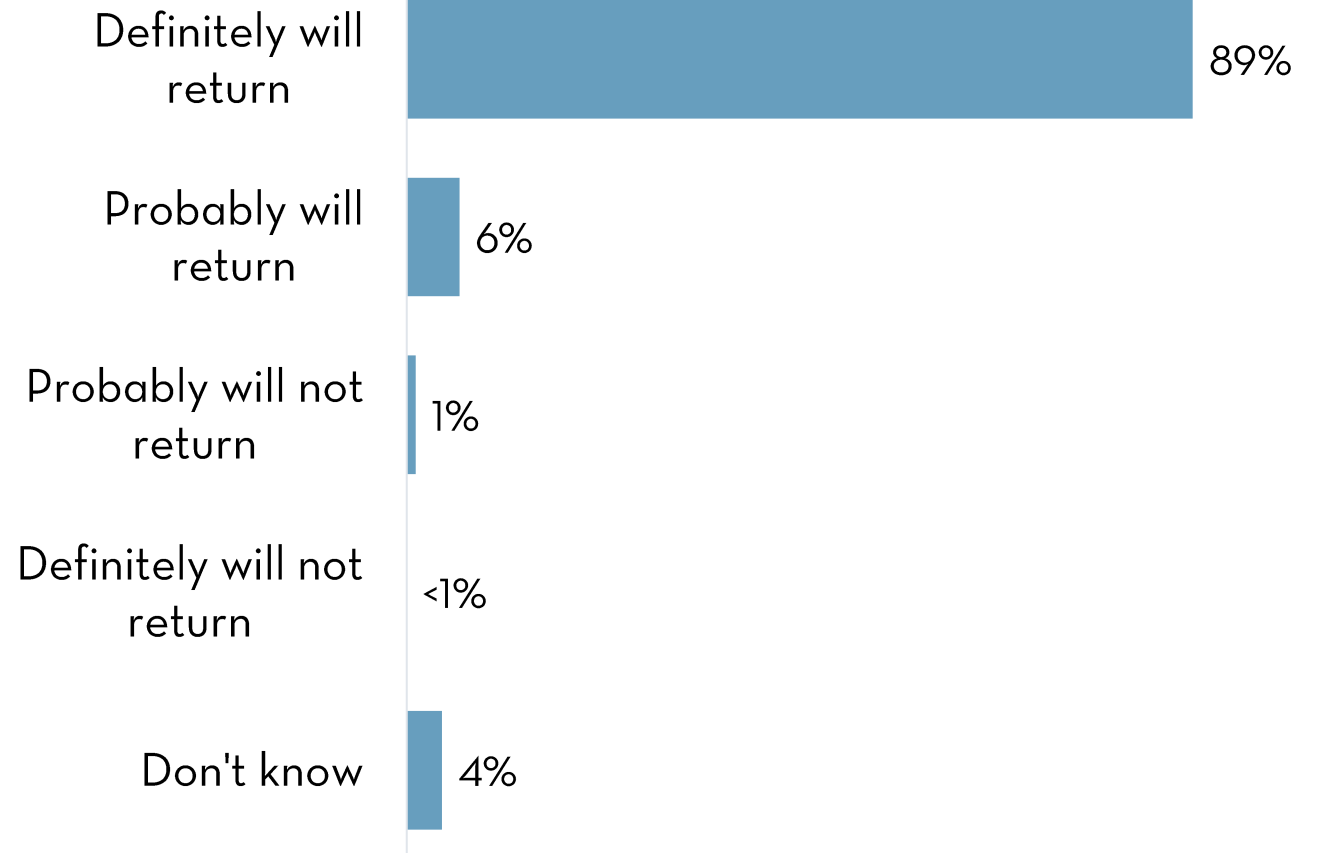
Visitor Recommendation

» **97%** would recommend Punta Gorda/Englewood Beach to a friend (**84%** would definitely recommend)



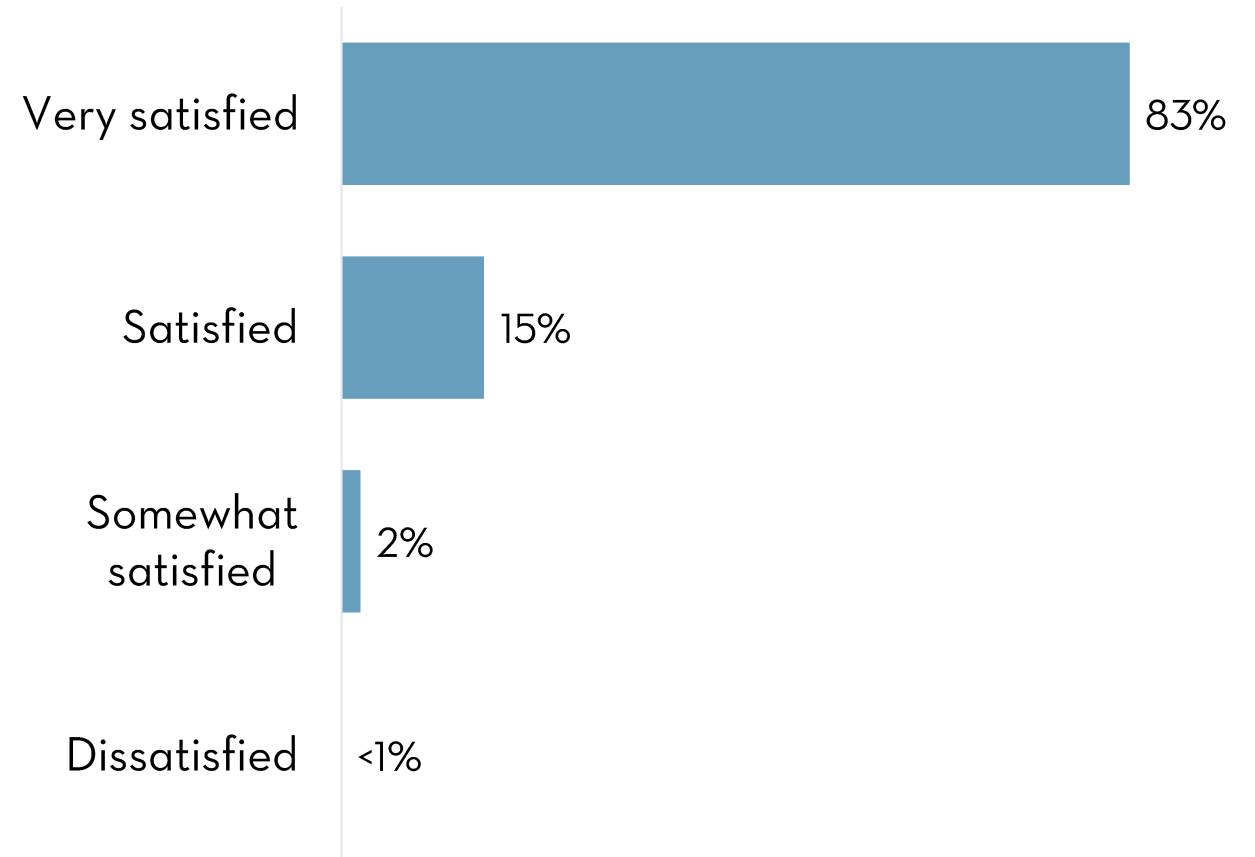
Visitor Return

» **95%** will return (**89%** will definitely return)



Visitor Satisfaction

» **98%** were satisfied or very satisfied with their stay (**83%** were very satisfied)



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



"I love that Charlotte county has a small town feel and not over-commercialized."



"Laid-back, no stress, friendly people, and perfect as is! You will miss out if you don't come."



"Very calm, clean, family oriented, with a great airport."

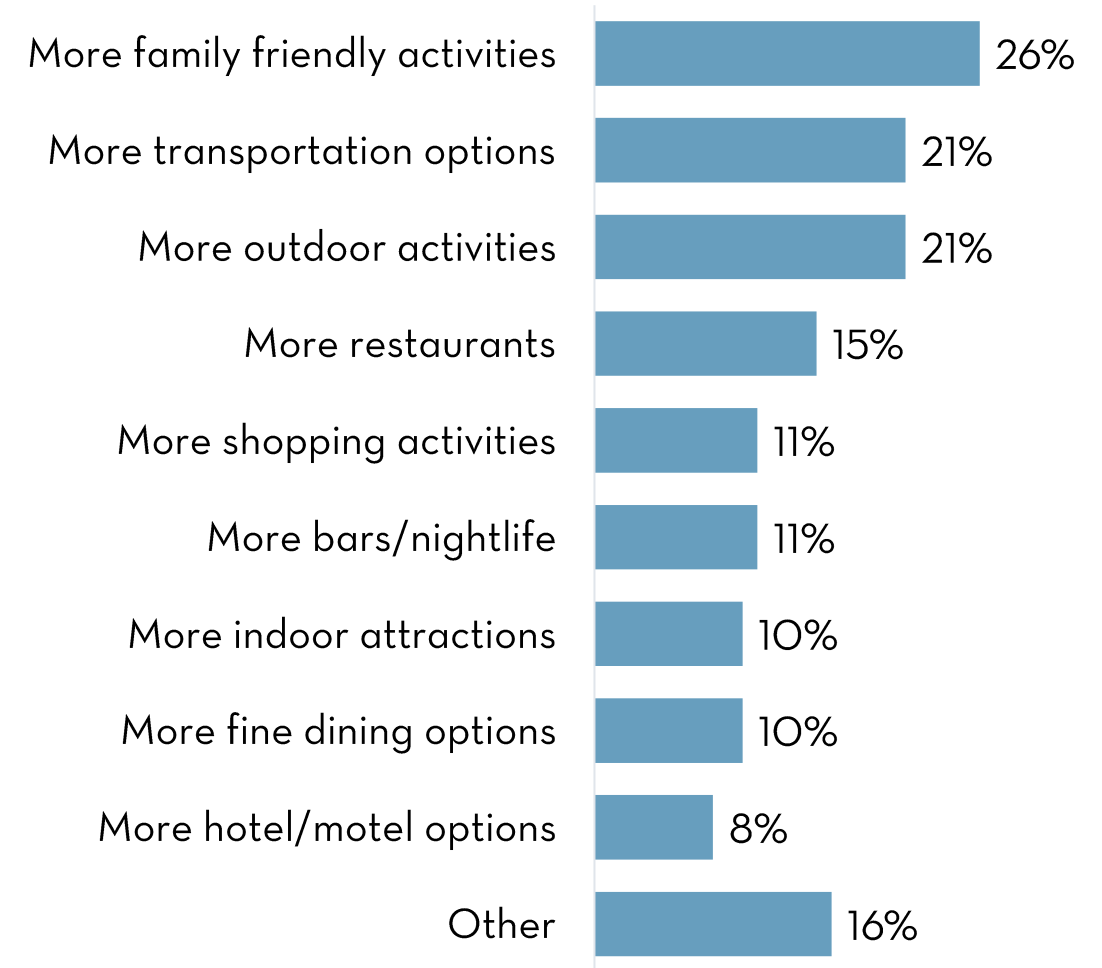


"Aruba-like. Excellent restaurants. Incredible water and sand."

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

» **Over 1 in 4** visitors mentioned **more family-friendly activities** would make a return visit more desirable

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



¹multiple responses permitted.

Year-to-Year Comparisons



YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	October - December 2022	October - December 2023
A week or two in advance	24%	24%
A month or so in advance	20%	21%
2 months in advance	18%	21%
3 months in advance	14%	14%
4 to 5 months in advance	8%	7%
6 months or more in advance	15%	13%
Average Trip planning cycle (in days)	69	67

Top Trip Planning Sources	October - December 2022	October - December 2023
Internet	37%	45%
Previous visit	48%	47%
Talk to family/friends/co-workers	32%	25%

YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting ¹	October - December 2022	October - December 2023
Visiting friends/relatives	41%	36%
Family vacation	32%	36%
Beach	27%	27%
Special event	5%	8%
Business conference or meeting	5%	7%
Nature, environment, bird watching, etc.	12%	5%
Shopping	9%	4%
Special occasion	4%	4%
Looking for a second home	4%	4%

Visitor Guide and Transportation	October - December 2022	October - December 2023
Requested a Visitors Guide	8%	8%
Drove to Charlotte County	54%	51%
Flew to Charlotte County	44%	47%

YEAR-TO-YEAR COMPARISONS

Market of Origin	October - December 2022	October - December 2023
Fort Myers-Naples	6%	8%
Sarasota	6%	6%
Cincinnati	3%	3%
Detroit	2%	3%
Grand Rapids-Kalamazoo-Battle Creek	3%	3%
Indianapolis	3%	3%
New York City ¹	4%	3%
Atlanta	1%	2%
Boston	2%	2%
Chicago	2%	2%
Cleveland-Akron	2%	2%
Minneapolis-Saint Paul	2%	2%
Orlando-Daytona Beach-Melbourne	2%	2%
Philadelphia	3%	2%
Pittsburgh	2%	2%
Providence-New Bedford	1%	2%
Tampa-St Petersburg	3%	2%
Washington, DC-Hagerstown	1%	2%

YEAR-TO-YEAR COMPARISONS

Region of Origin	October - December 2022	October - December 2023
Midwest	21%	23%
Florida	10%	10%
Northeast	22%	21%
Southeast	36%	35%
West	5%	5%
International	3%	3%

YEAR-TO-YEAR COMPARISONS

Travel Parties	October - December 2022	October - December 2023
Travel Party Size	2.7	2.6
Traveled as a family	31%	36%
Traveled with children	29%	35%
Traveled as a couple	36%	39%

Visitor Profile	October - December 2022	October - December 2023
Median Age	52	51
Gender (Female)	54%	56%
Median Household Income	\$100,000	\$110,900
White/Caucasian	91%	92%
African-American	5%	4%
Hispanic	3%	3%

YEAR-TO-YEAR COMPARISONS

Accommodations	October - December 2022	October - December 2023
Day Tripper	28%	27%
Friends/Family Home	21%	24%
Hotel/Motel	22%	20%
Personal Second Home/Timeshare	18%	18%
Rental house/Airbnb	9%	9%
Other	2%	2%

Trips Experience	October - December 2022	October - December 2023
Average nights stayed	6.8	6.5
1 st Time Visitor	17%	15%
10+ Prior Visits to Charlotte County	32%	28%

YEAR-TO-YEAR COMPARISONS

Top Activities ¹	October - December 2022	October - December 2023
Beach	60%	59%
Restaurants	51%	50%
Visit friends and relatives	46%	44%
Shopping	33%	29%
Nature, environment, birding, etc.	20%	22%
Special event	9%	11%
Fishing, hunting, etc.	12%	10%
Water sports	11%	10%
Bars, nightclubs	11%	10%
Biking, hiking, running, etc.	12%	9%

¹multiple responses permitted.

YEAR-TO-YEAR COMPARISONS (Cont.)

Top Activities ¹	October – December 2022	October – December 2023
Golfing, tennis, etc.	7%	8%
Attractions	9%	7%
Business	5%	7%
Looking for a second home	5%	5%
Family time, reading, cooking, etc.	11%	4%
Museums, history, etc.	3%	2%
Attend or participate in a sporting event	3%	2%
Culture	1%	1%
Spas	2%	1%
Other	10%	7%

¹multiple responses permitted.

YEAR-TO-YEAR COMPARISONS

Average Daily Trip Spending	October - December 2022	October - December 2023
Accommodations	\$56	\$56
Restaurants	\$67	\$64
Groceries	\$28	\$36
Shopping	\$32	\$30
Entertainment	\$40	\$34
Transportation	\$20	\$28
Other	\$5	\$11
Total	\$248	\$259

Average Total Trip Spending	October - December 2022	October - December 2023
Accommodations	\$381	\$366
Restaurants	\$456	\$418
Groceries	\$190	\$235
Shopping	\$218	\$196
Entertainment	\$272	\$222
Transportation	\$136	\$183
Other	\$34	\$72
Total	\$1,686	\$1,692

YEAR-TO-YEAR COMPARISONS

Post-Trip Evaluation	October – December 2022	October – December 2023
Will return to Charlotte County	95%	95%
Satisfied or very satisfied with their stay	98%	98%
Would recommend to friend	95%	97%

Methodology



Visitor Tracking Study

- » **546** 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, 2023** and **December 31st, 2023**.

Punta Gorda/Englewood Beach VCB Visitor Tracking Report

October – December 2023

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