

Charlotte County First Quarter 2017 Tourism

Presented to:

Charlotte Harbor

Visitor and Convention Bureau

Research Data Services, Inc.

June 7, 2017



A. Key Visitor Metrics (Jan. – Mar. 2017)

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Estimated Number of Visitors

- Q1 2016: 127,300 people
 - Q1 2017: 122,500 people
- 3.8%**

Estimated Direct Expenditures

- Q1 2016: \$126,163,300
 - Q1 2017: \$124,512,700
- 1.3%**

Total Economic Impact

- Q1 2016: \$192,399,000
 - Q1 2017: \$189,881,900
- 1.3%**

B. Key Visitor Metrics (Jan. – Mar. 2017)

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Average Party Size

- Q1 2016: 2.7 people
- Q1 2017: 2.6 people

Average Length of Stay in Charlotte

- Q1 2016: 6.4 nights
- Q1 2017: 6.3 nights

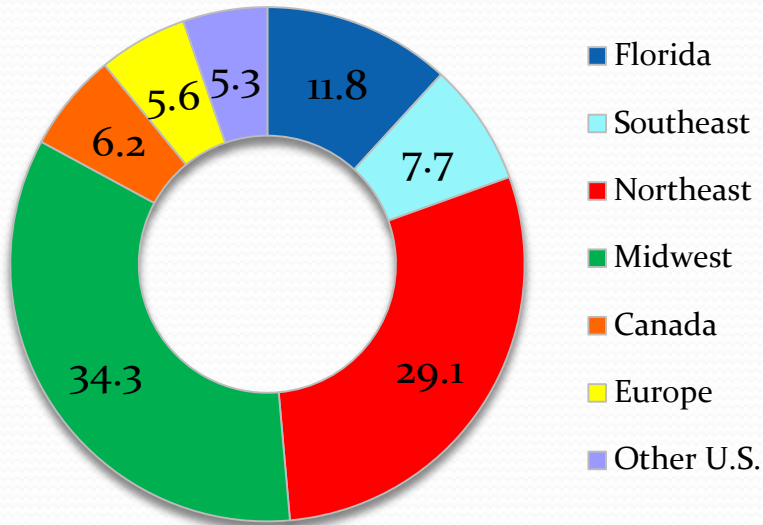
Average Party Budget

- Q1 2016: \$2,675.89
- Q1 2017: \$2,642.72

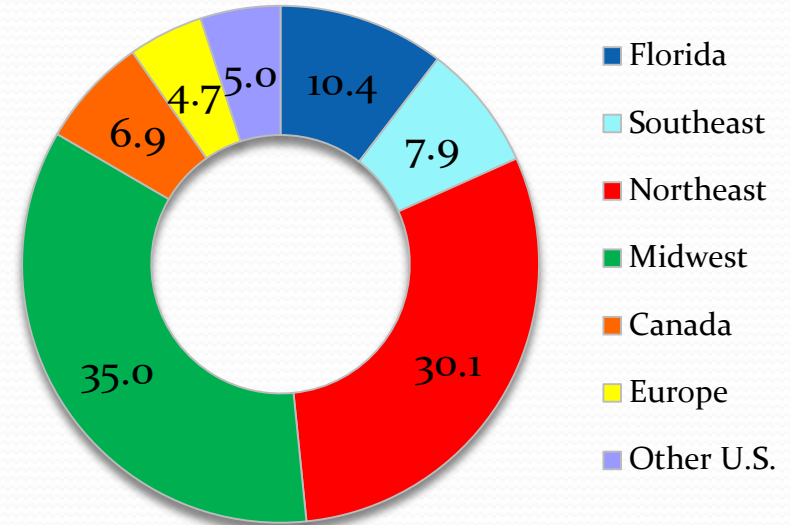
Visitor Origin Distribution

(Jan. - Mar. 2017)

Q1 2016



Q1 2017



Visitor Origin Markets

	Q1 2016	Q1 2017	Δ %
Florida	15,020	12,740	-15.2
Southeast	9,800	9,680	-1.2
Northeast	37,050	36,870	-0.5
Midwest	43,660	42,880	-1.8
Canada	7,890	8,450	+7.1
Europe	7,130	5,760	-19.2
US Opp Markets	6,750	6,120	-9.3
First Quarter	127,300	122,500	-3.8

Top Domestic DMA's

(Jan. – Mar. 2017)

	Rank Order Q1 2016	Rank Order Q1 2017
New York	3	1
Philadelphia	5	2
Chicago	1	3
Tampa/St. Petersburg	2	4
Cleveland	10	5
Grand Rapids/Kalamazoo	8	6
Boston	4	7
Flint/Saginaw	7	8
Hartford/New Haven	6	9
Indianapolis	--	10

Smith Travel Research Occupancy: Q1

	Charlotte County					
	Occupancy			ADR		
	2016	2017	% Δ	2016	2017	% Δ
January	71.9%	71.4%	-0.6	\$100.42	\$101.77	+1.3
February	82.8	79.1	-4.6	141.00	138.61	-1.7
March	82.0	85.9	+4.8	143.52	150.59	+4.9
Jan. – Mar. Average	78.9%	78.8%	-0.1	\$128.31	\$130.32	+1.6

*2016 Update

Purpose of Trip

(Multiple Response)

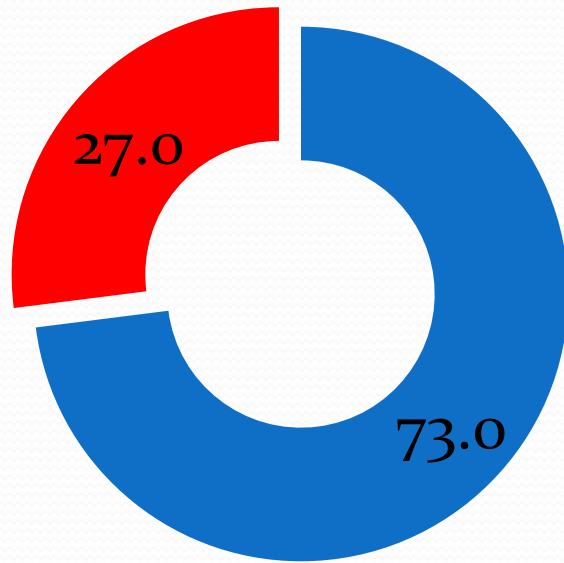
	Q1 2016	Q1 2017
Vacation/Getaway	93.1%	91.7%
To Visit with Friends/Family	23.4	22.3
Family Events	10.4	8.8
A Fishing Trip	7.1	8.8
A Boating Trip	5.9	6.2
Golf/Tennis Trip	7.6	5.9
Eco/Nature Trip	5.3	5.3
A Kayaking Trip	3.9	2.9

Types of Websites Consulted for Travel Information *(Multiple Response)*

	Q1 2016	Q1 2017
Review/Rating Sites (<i>i.e., Trip Advisor, Yelp, etc.</i>)	48.0%	51.3%
Destination Sites	49.5	48.4
Hotel Websites	46.1	48.3
Mapping Sites (<i>i.e., Map Quest, Google Maps, etc.</i>)	38.6	41.6
Booking Sites (<i>i.e., Travelocity, Expedia, etc.</i>)	37.9	38.5
Airline Websites	35.8	34.3
Restaurant Websites	28.1	31.0
Rental Car Websites	23.8	22.6
Daily Deal/Coupon Sites (<i>i.e., Groupon, Living Social, etc.</i>)	18.4	15.4
Social Networking Sites (<i>i.e., Facebook, Twitter, Pinterest, etc.</i>)	16.7	14.7
VRBO/AirBnB/HomeAway, etc.	10.1	14.3

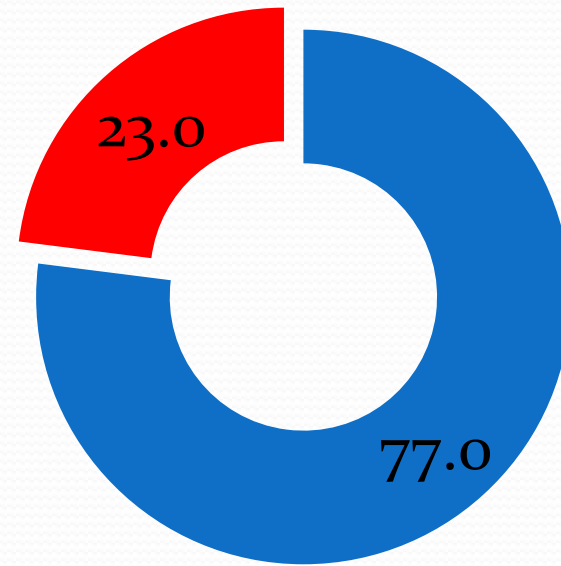
Booked Travel Arrangements on the Internet for Trip *(Prompted)*

Q1 2016



■ Yes ■ No/Don't Know

Q1 2017

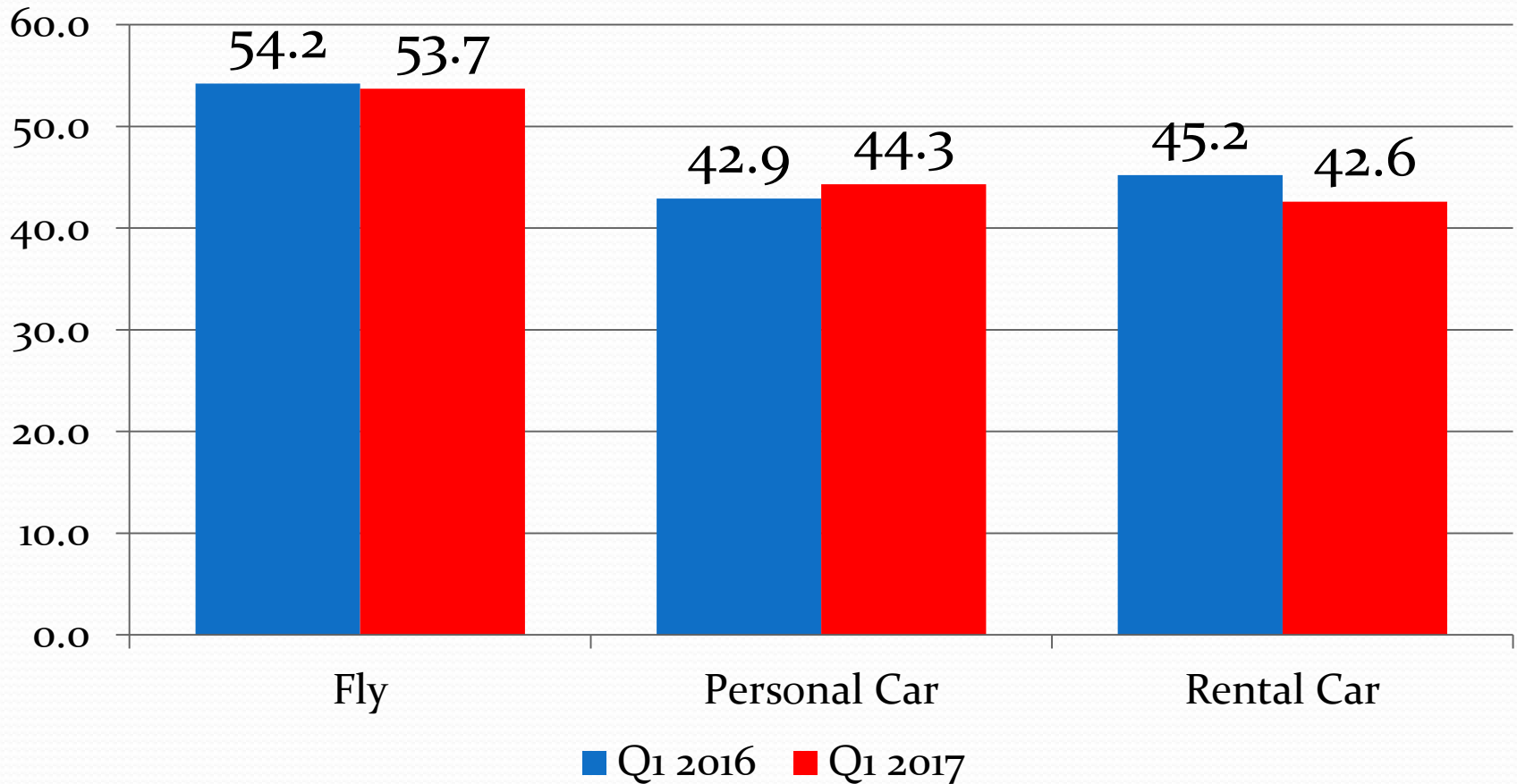


■ Yes ■ No/Don't Know

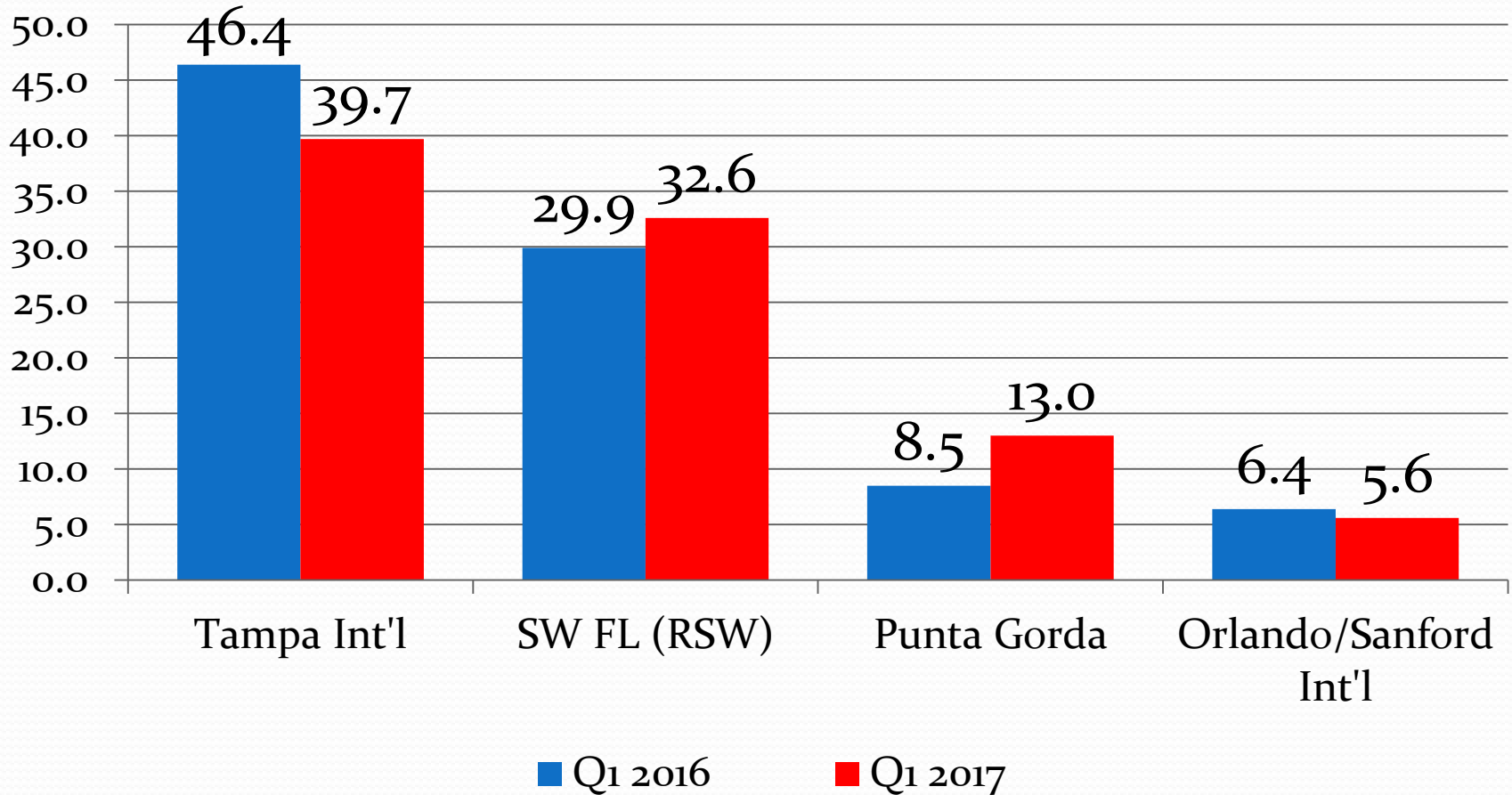
Charlotte Messaging

	Q1 2016	Q1 2017
Seen/Read/Heard Charlotte Message	44.2 ⁰ %	45.2 ⁰ %
Influenced (Base: Resp. who saw/read/heard msg.)	70.9	74.7

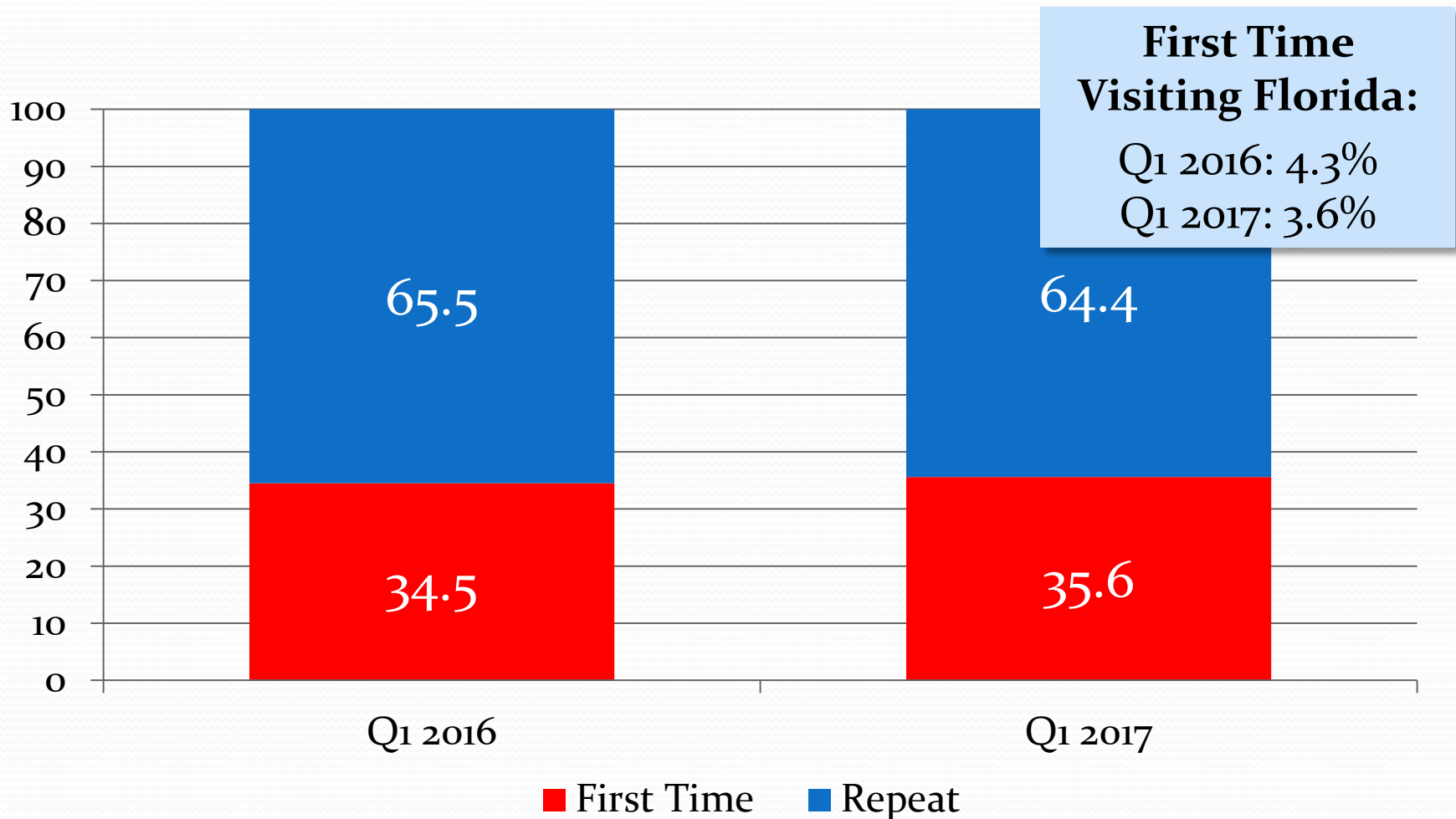
How Visitors Travel to Charlotte



Airports Deplanned (Visitors who flew)



Repeat Charlotte County Visitation

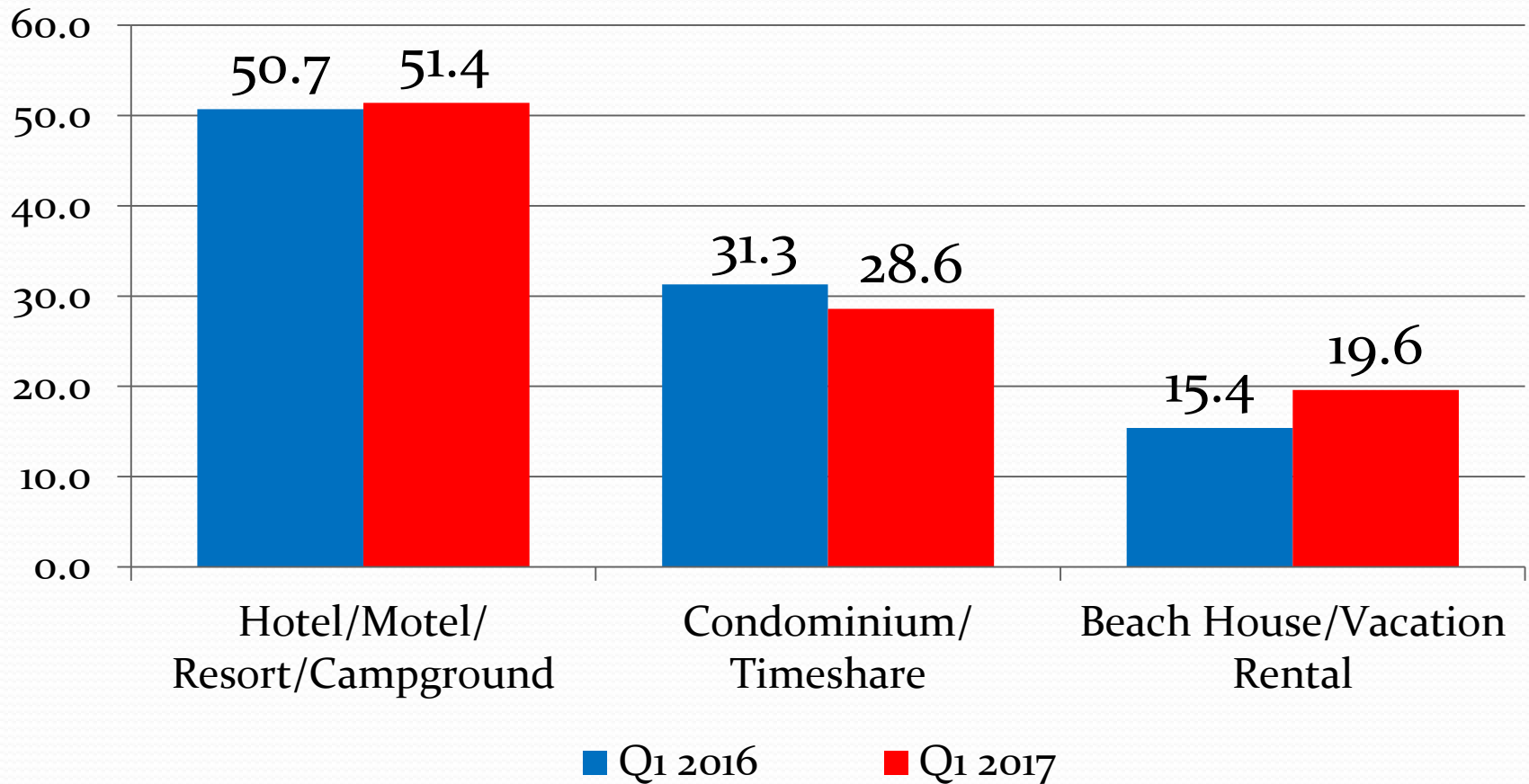


How First Learn About Charlotte

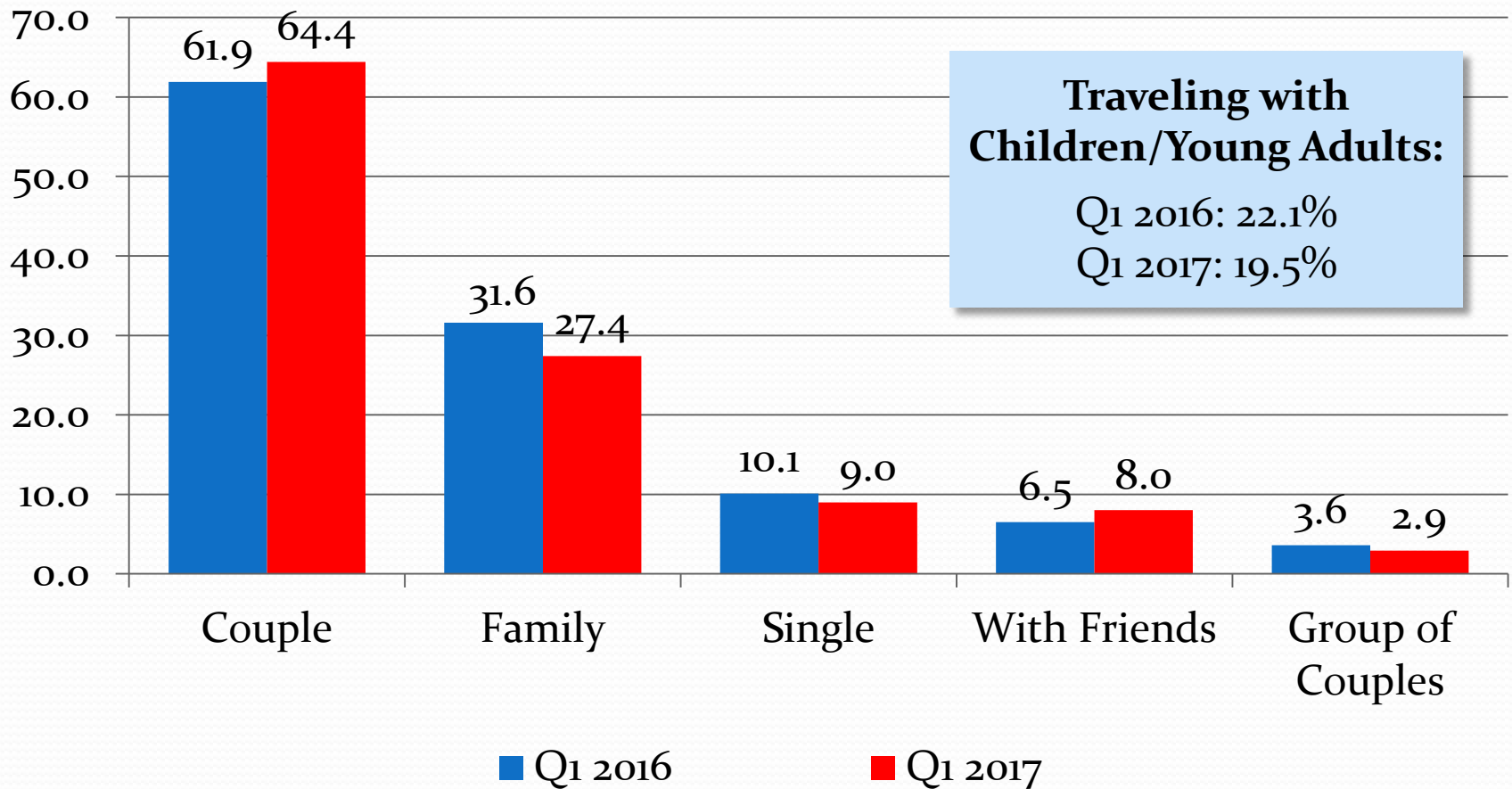
(Multiple Response)

	Q1 2016	Q1 2017
Recommendation	65.4%	70.4%
Internet	38.3	39.6
Brochure/Visitor Guide	20.7	19.0
Magazine/News Story	9.1	8.8

Type of Lodging Used



Party Composition *(Multiple Response)*



Activities Enjoyed in Area

(Multiple Response)

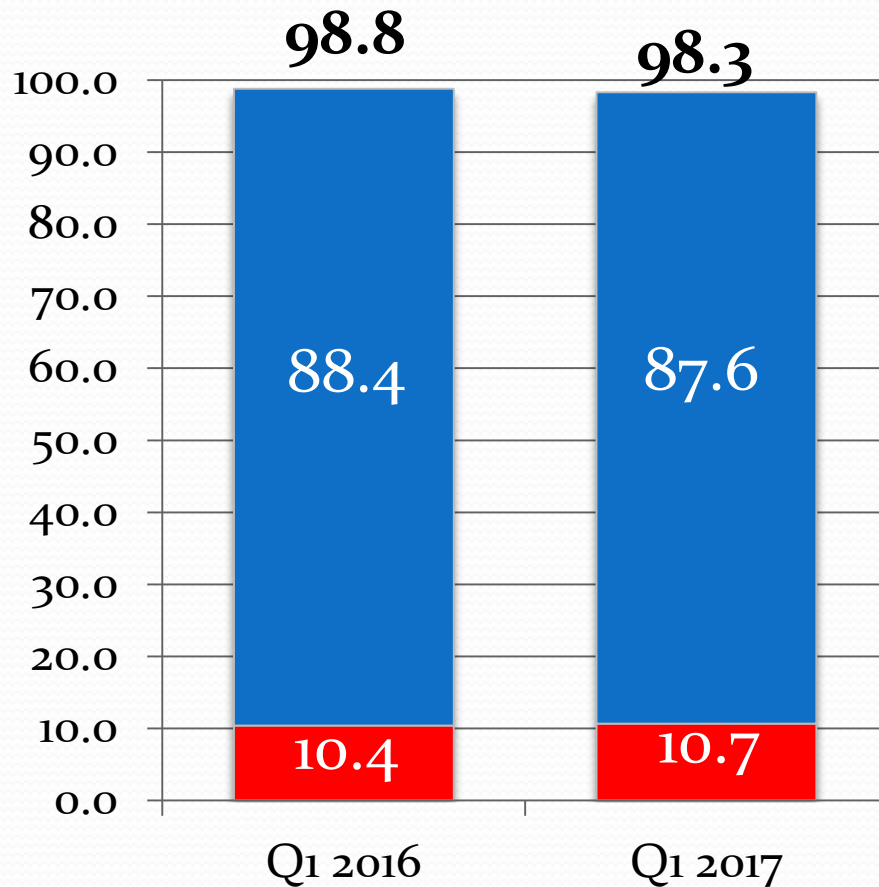
	Q1 2016	Q1 2017
Dining Out	90.5%	90.9%
Beach	86.2	89.7
Relaxing	75.0	70.6
Walking on the Beach	71.4	69.9
Shopping	49.4	51.6
Shelling	48.3	50.8
Pool	54.1	47.3
Reading	48.8	43.1
Swimming	50.0	41.5
Sightseeing	31.8	32.2

Activities Enjoyed in Area (cont.)

(Multiple Response)

	Q1 2016	Q1 2017
Visiting with Friends/Relatives	29.8%	30.7%
Bars/Drinking Places	23.4	28.4
Fishing	29.4	28.3
Attractions	19.4	22.2
Boating	22.8	22.1
Wildlife/Environment	25.3	19.1
Kayak/Canoe	17.9	13.5
Golfing	13.9	11.6
Spring Training Baseball	8.3	8.8

Satisfaction/Plan to Return



94.7% of Q1 2017 visitors plan to return to the area (Q1 2016: 91.7%).

- Combined**
- Very Satisfied
 - Satisfied

Demographics

	Q1 2016	Q1 2017
Average Age	53.7 years	54.7 years
Median Household Income	\$100,901	\$101,471

Charlotte Comments

- The area is pretty and there are beautiful beaches and lakes.
- Good food and the best of Florida beaches.
- Not too crowded in the peak season.
- Lots to do, great fishing, and beaches.
- Very relaxing, but plenty to do if you want. Shelling was great and the people we dealt with were laid-back and friendly.
- It's a very refreshing atmosphere compared to other places to visit in Florida.
- A hidden treasure in Florida.
- Our first trip to the Florida Gulf and it won't be our last.
- Loved the proximity of beaches, farmers' markets, shopping malls, and unique attractions.
- The area is beautiful and time seems to move slower here.
- Peaceful, beautiful water, lots of sharks teeth, a quiet spot.
- Growing area with good services and beautiful beaches. Great seafood and nice views over the harbor. Balmy weather and happy people. It fits me.
- I have absolutely adored my time in Charlotte Harbor. I loved staying in Punta Gorda and driving across the bridge every day.
- Short ride to a totally different area than where we live.
- Don't want to go back home.

Charlotte Comments



Thank You!!

