

Charlotte County Fourth Quarter 2017 Tourism

Presented to:

Charlotte Harbor

Visitor and Convention Bureau

Research Data Services, Inc.

April 2018



A. Key Visitor Metrics

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Estimated Number of Visitors

- CY 2017: 417,700 people (+2.7%)
- Q4 2017: 79,400 people (+5.2%)

Estimated Direct Expenditures

- CY 2017: \$380,841,400 (+5.1%)
- Q4 2017: \$75,216,400 (+10.0%)

Total Economic Impact

- CY 2017: \$580,783,200 (+5.1%)
- Q4 2017: \$114,705,000 (+10.0%)

B. Key Visitor Metrics (Oct. – Dec. 2017)

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Average Party Size

- Q4 2016: 2.6 people
- Q4 2017: 2.5 people

Average Length of Stay in Charlotte

- Q4 2016: 6.6 nights
- Q4 2017: 6.7 nights

Average Party Budget

- Q4 2016: \$2,354.89
- Q4 2017: \$2,368.27

Visitor Origin Markets

	Q4 2016	Q4 2017	Δ %
Florida	25,070	25,250	+0.7
Southeast	5,210	5,080	-2.5
Northeast	13,440	12,780	-4.9
Midwest	16,000	17,470	+9.2
Canada	5,360	6,830	+27.4
Europe	7,400	8,730	+18.0
US Opp Markets	3,020	3,260	+7.9
Fourth Quarter	75,500	79,400	+5.2

Smith Travel Research Occupancy

	Charlotte County			
	Occupancy		ADR	
	2016	2017	2016	2017
October	60.5%	77.6%	\$81.59	\$89.40
November	59.8	71.6	82.02	89.78
December	60.3	68.0	85.04	92.30
Oct. - Dec. Average	60.2%	72.4%	\$82.88	\$90.49

Top Domestic DMA's

(Oct. – Dec. 2017)

	Rank Order Q4 2016	Rank Order Q4 2017
Tampa/St. Petersburg	2	1
New York	3	2
Boston	1	3
Chicago	7	4
Philadelphia	4	5
Miami/Ft. Lauderdale	6	6
Greater Orlando Area	5	7
West Palm Beach	9	8
Pittsburgh	10	9
Cleveland	--	10

Purpose of Trip

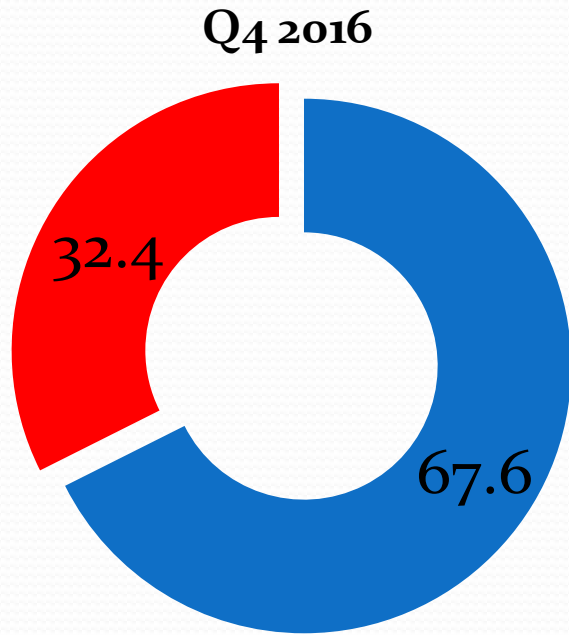
(Multiple Response)

	Q4 2016	Q4 2017
Vacation/Getaway	87.3%	86.9%
To Visit with Friends/Family	19.6	16.2
A Fishing Trip	6.6	9.7
Family Events	8.2	6.5
A Boating Trip	5.8	5.9
Business/Meeting	7.1	5.0
Wedding/Honeymoon	4.7	4.2
A Kayaking Trip	3.4	3.2

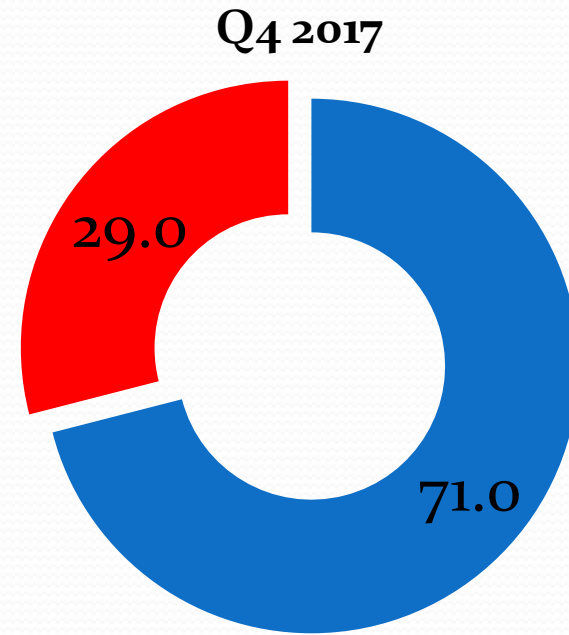
Types of Websites Consulted for Travel Information *(Multiple Response)*

	Q4 2016	Q4 2017
Destination Sites	55.6%	57.6%
Hotel Websites	42.1	46.2
Airline Websites	42.7	43.0
Review/Rating Sites <i>(i.e., Trip Advisor, Yelp, etc.)</i>	42.4	41.2
Booking Sites <i>(i.e., Travelocity, Expedia, etc.)</i>	37.3	35.0
Mapping Sites <i>(i.e., Map Quest, Google Maps, etc.)</i>	30.6	32.3
Restaurant Websites	27.3	31.0
Rental Car Websites	19.6	21.9
Social Networking Sites <i>(i.e., Facebook, Twitter, Pinterest, etc.)</i>	17.1	16.1
Daily Deal/Coupon Sites <i>(i.e., Groupon, Living Social, etc.)</i>	11.1	12.7

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



■ Yes ■ No/Don't Know

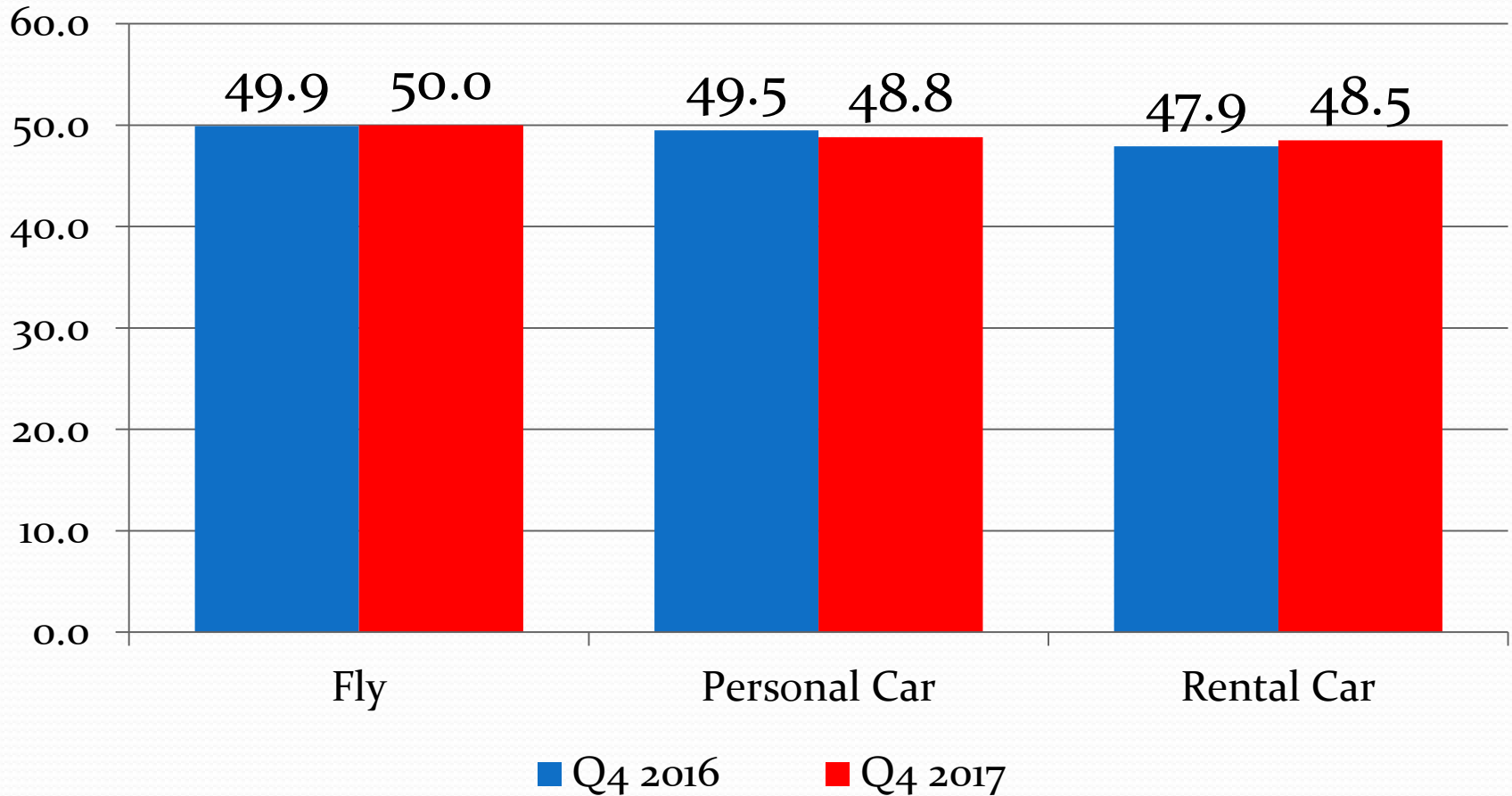


■ Yes ■ No/Don't Know

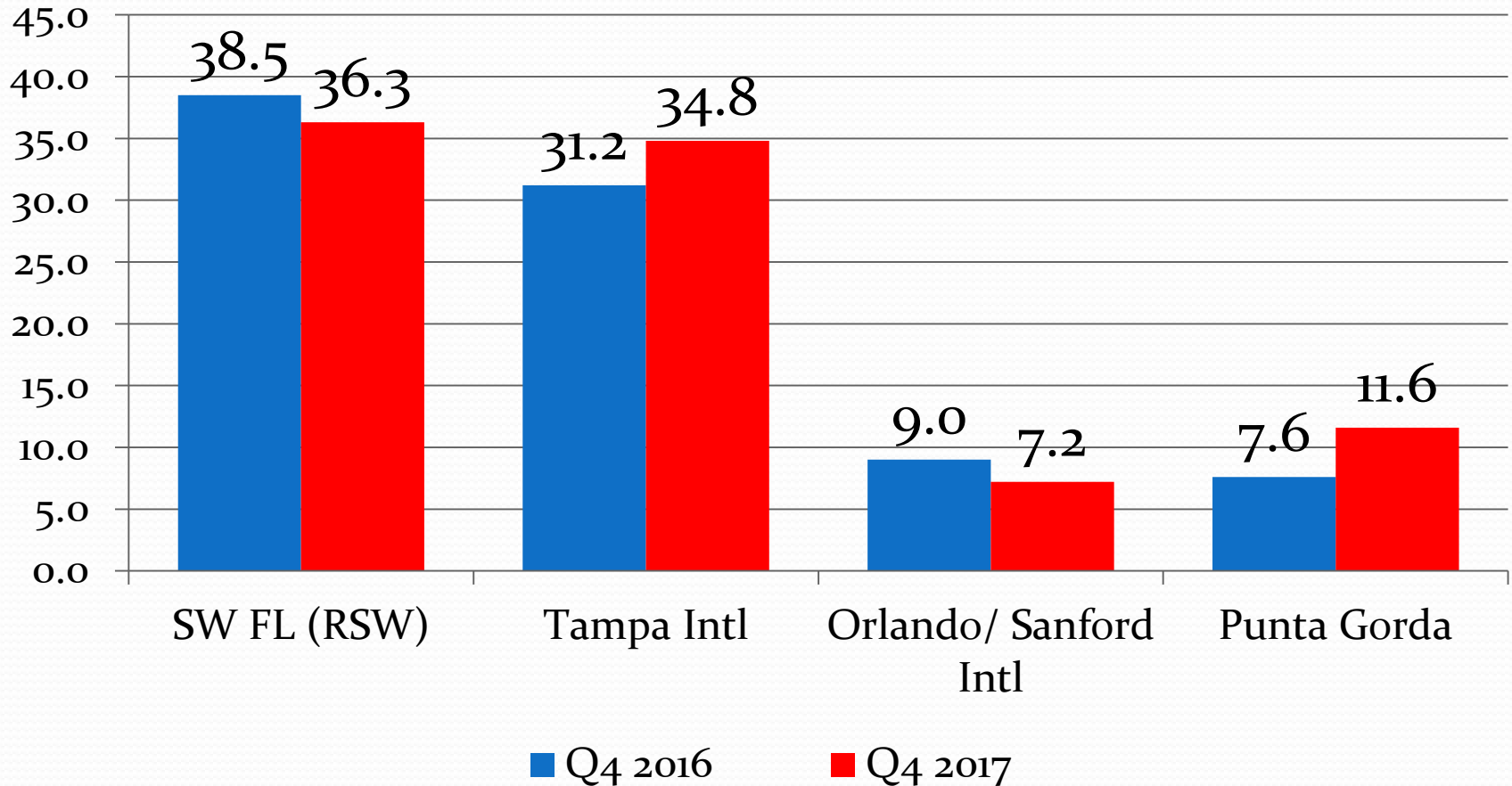
Charlotte Messaging

	Q4 2016	Q4 2017
Seen/Read/Heard Charlotte Message	42.1%	44.5%
Influenced (Base: Resp. who saw/read/heard msg.)	82.4	82.8

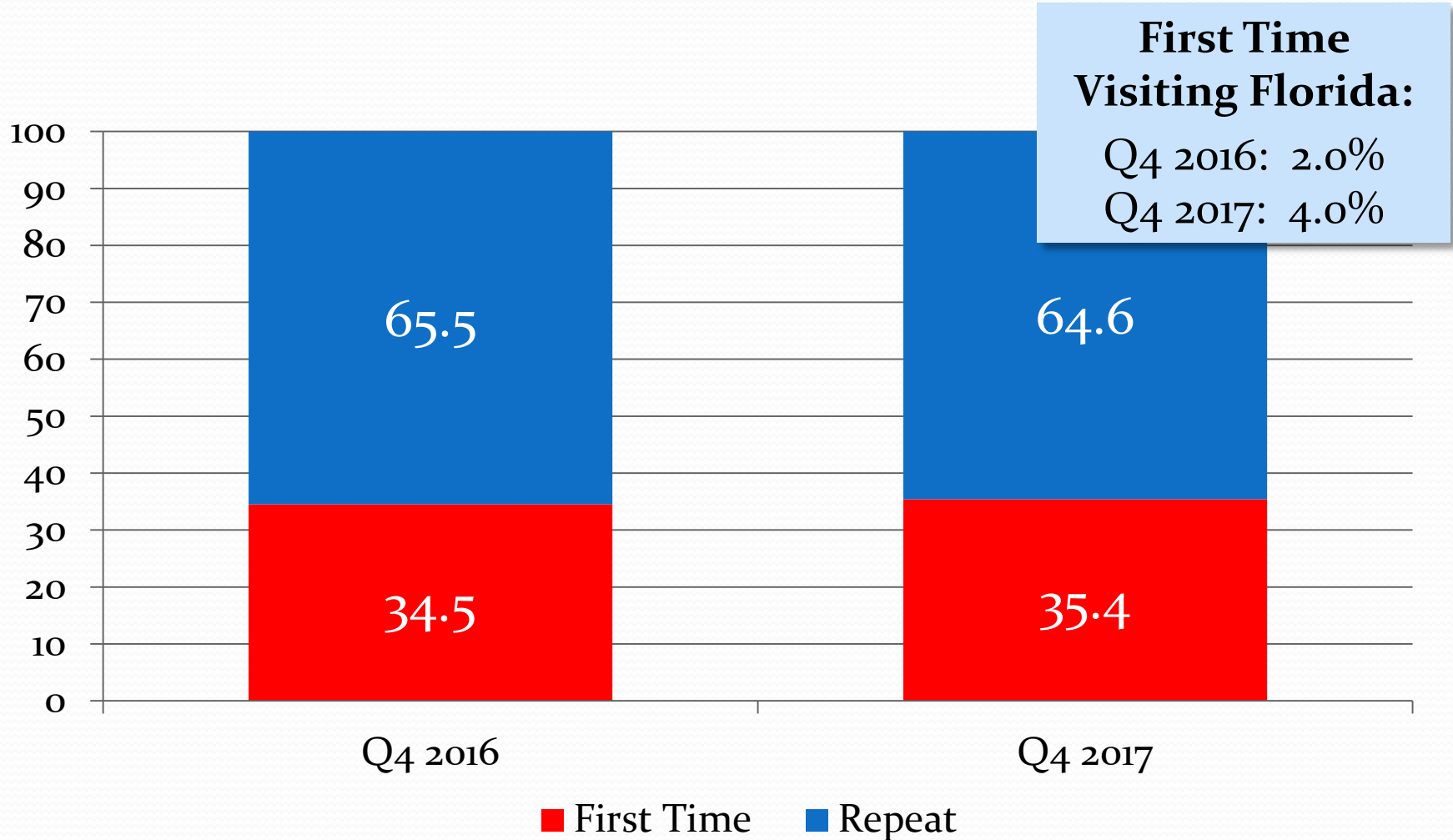
How Visitors Travel to Charlotte



Airports Deplaned (Visitors who flew)



Repeat Charlotte County Visitation

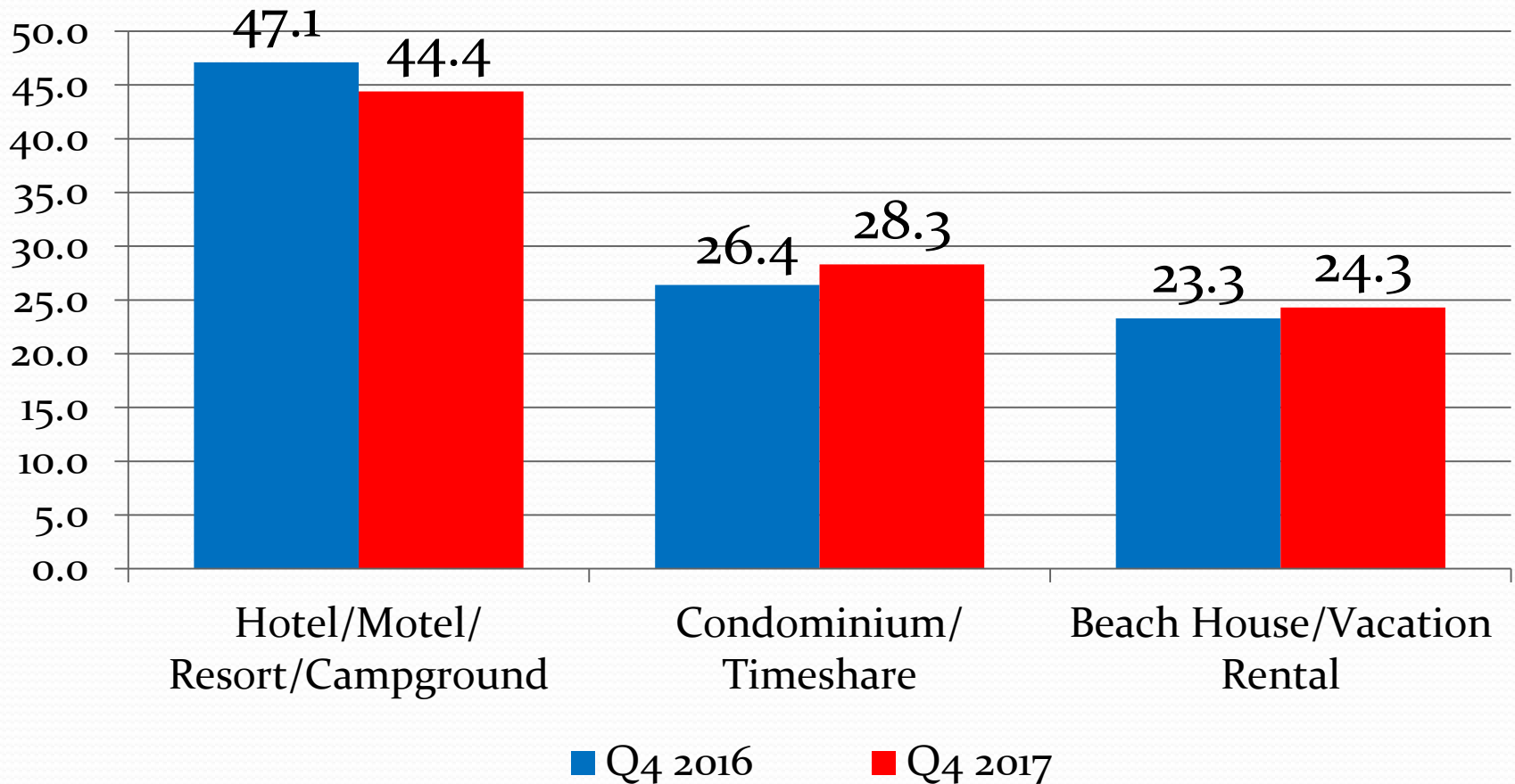


How First Learn About Charlotte

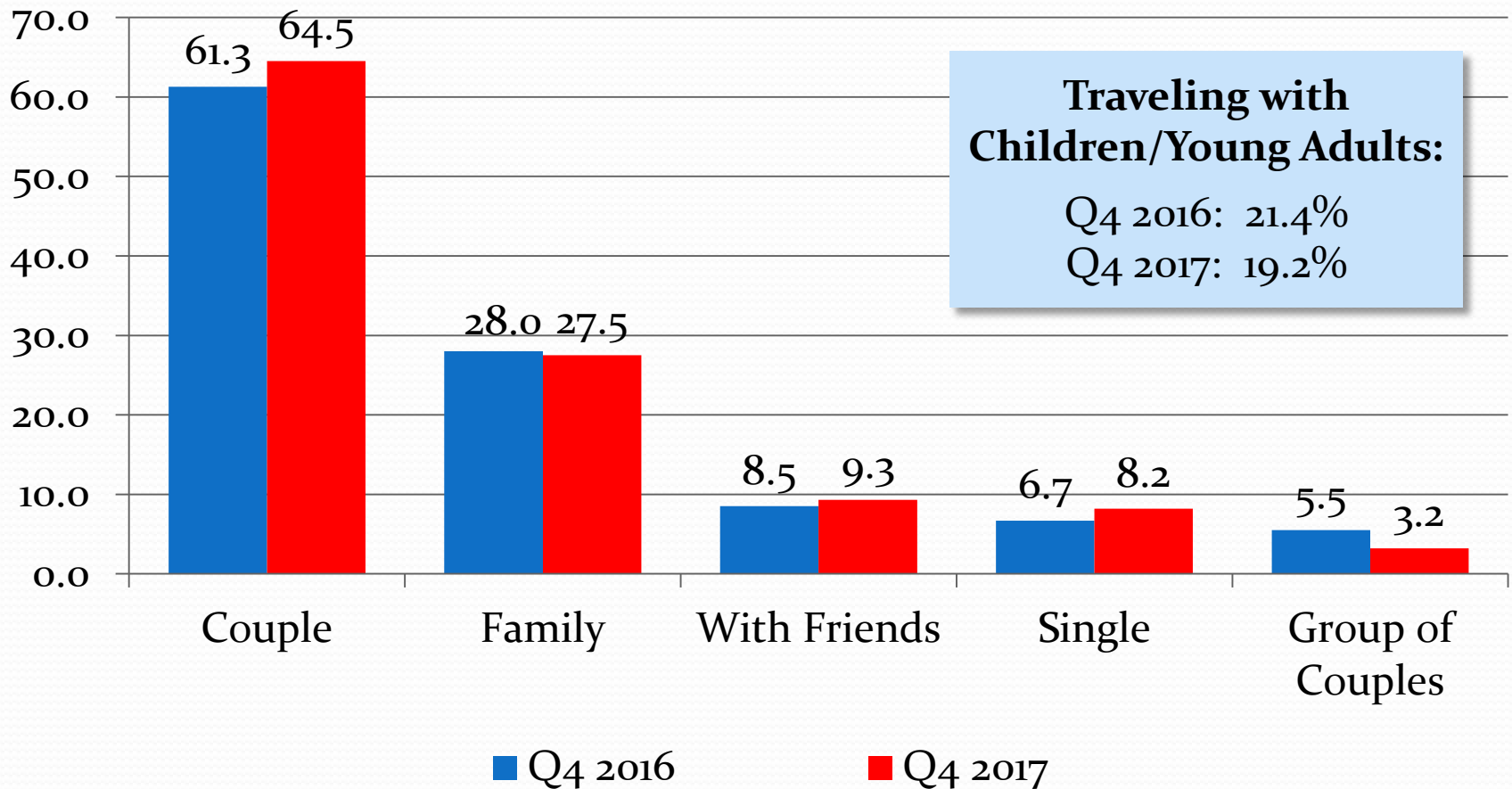
(Multiple Response)

	Q4 2016	Q4 2017
Recommendation	51.0%	48.6%
Internet	42.2	46.2
Brochure/Visitor Guide	11.5	12.9
Magazine/News Story	9.5	8.4

Type of Lodging Used



Party Composition *(Multiple Response)*



Activities Enjoyed in Area

(Multiple Response)

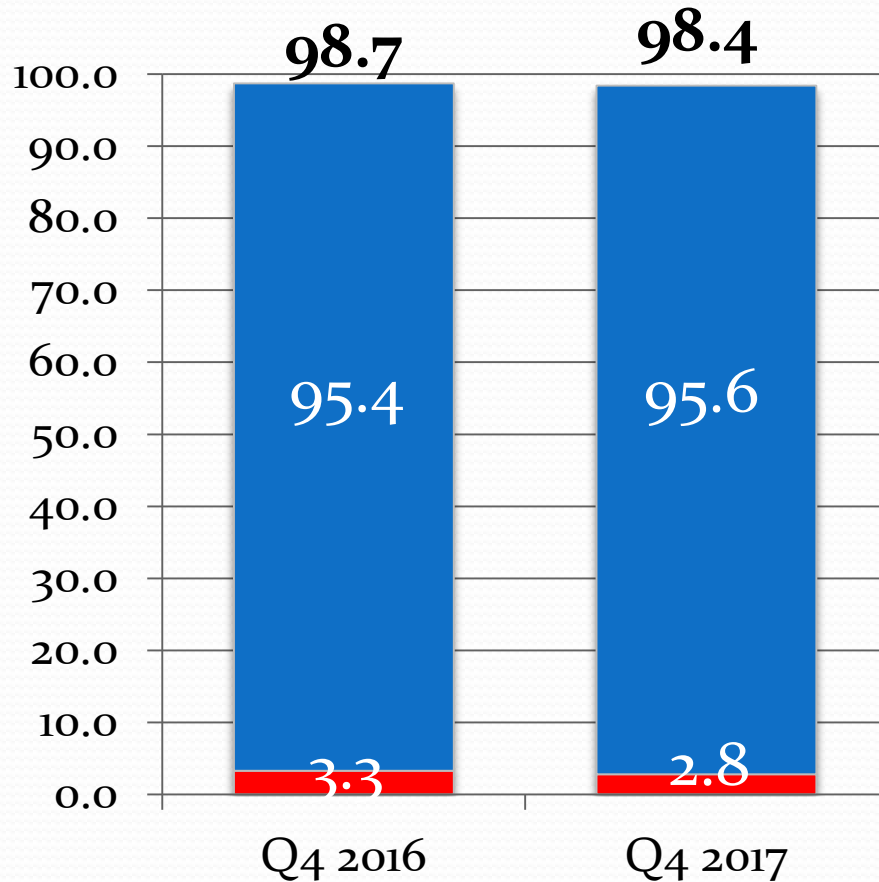
	Q4 2016	Q4 2017
Dining Out	87.3%	85.2%
Beach	83.2	84.3
Relaxing	73.7	70.7
Walking on the Beach	69.4	68.4
Swimming	54.7	58.2
Shopping	56.6	55.0
Pool	50.7	54.8
Reading	50.3	53.5

Activities Enjoyed in Area (cont.)

(Multiple Response)

	Q4 2016	Q4 2017
Shelling	47.4%	46.8%
Bars/Drinking Places	29.5	30.6
Fishing	27.3	26.4
Visiting with Friends/Relatives	28.7	25.8
Boating	21.3	22.6
Bird Watching	15.5	16.1
Golfing	8.0	9.5

Satisfaction/Plan to Return



94.0% of Q4 2017 visitors plan to return to the area (Q4 2016: 92.9%).

- Combined
- Very Satisfied
- Satisfied

Demographics

	Q4 2016	Q4 2017
Average Age	51.9 years	53.2 years
Median Household Income	\$113,953	\$116,536

Charlotte Comments

- Enjoyed our trip, was nice and relatively inexpensive. Especially enjoyed a day at the antique shops.
- Great place for a weekend getaway.
- Beautiful area, very friendly, and they did a magical wedding for my daughter and son-in-law.
- Not as "touristy" as many areas. Lots to see, but rather spread out. We had to do more driving than I expected.
- It was a lovely place with some neat little pubs.
- A place to chill out. Convenient to major North/South Florida highways.
- Great place. Variety of beaches. Good food. Deep sea fishing is awesome.
- We absolutely loved our time, weather was perfect, area beautiful, and we are returning again next year.
- If you want a quiet holiday with fabulous beaches, great sunsets, and amazing places to eat, then this is the place for you.
- Growing area with good services.
- We enjoy Englewood and the area around it. There are so many interesting places to visit on day trips.
- Looking forward to attending some Punta Gorda and Ponce de Leon Park events to get to know the town, nature, and people a bit better.
- Likely to come back so long as it doesn't become overrun with tourists. It's sort of a hidden gem. You're able to relax more than being in the hustle and bustle of Ft. Lauderdale, Miami, Orlando and other places.
- Super convenient airport to fly Allegiant Airlines.
- I love the small town feel with the urban access to the arts, culture, and farm to table restaurants with ambience.

Thank You!!

