

Charlotte County 2017 Summer Tourism

Presented to:

Charlotte Harbor

Visitor and Convention Bureau

Research Data Services, Inc.

November 2017



Summer Season

April – September 2017

Key Visitor Metrics (Apr. – Sep. 2017)

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Estimated Number
of Visitors

- 2016: 203,900 people
- 2017: 215,800 people **+5.8%**

Estimated Direct
Expenditures

- 2016: \$167,681,200
- 2017: \$181,112,300 **+8.0%**

Total Economic
Impact

- 2016: \$255,713,800
- 2017: \$276,196,300 **+8.0%**

Key Visitor Metrics (Apr. – Sep. 2017)

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Average Immediate
Party Size

- 2016: 3.0 people
- 2017: 3.1 people

Average Length of
Stay in Charlotte

- 2016: 6.2 nights
- 2017: 6.3 nights

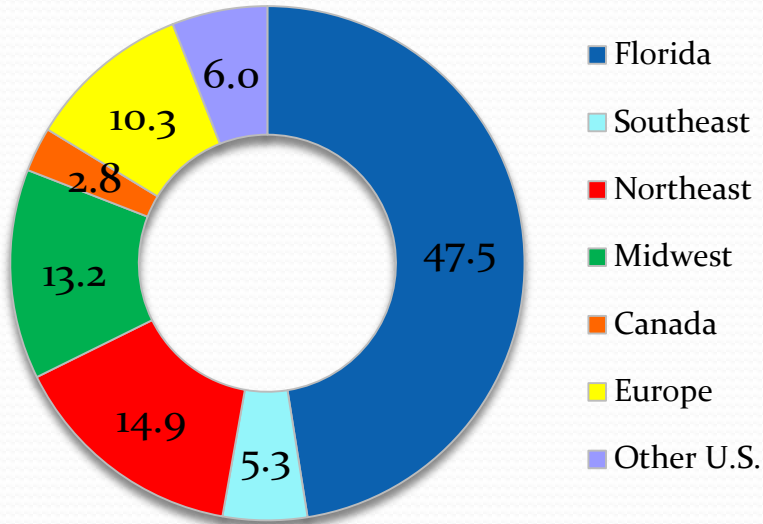
Average Party
Budget

- 2016: \$2,467.12
- 2017: \$2,601.71

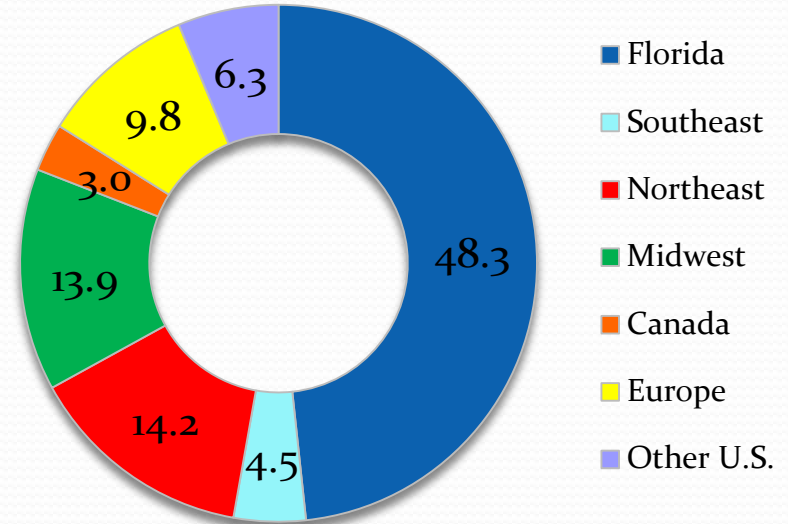
Visitor Origin Distribution

(Apr. – Sept. 2017)

Summer 2016



Summer 2017



Visitor Origin Markets

	Summer 2016	Summer 2017	Δ %
Florida	96,850	104,230	+7.6
Southeast	10,810	9,710	-10.2
Northeast	30,380	30,640	+0.9
Midwest	26,920	30,000	+11.4
Canada	5,710	6,470	+13.3
Europe	21,000	21,150	+0.7
US Opp Markets	12,230	13,600	+11.2
Apr. – Sep.	203,900	215,800	+5.8

Top Domestic DMA's

(Apr. – Sep. 2017)

	Rank Order 2016	Rank Order 2017
Tampa/St. Petersburg	1	1
Greater Orlando Area	2	2
New York	5	3
Boston	4	4
Cleveland	11	5
Pittsburgh	9	6
Miami/Ft. Lauderdale	--	7
Cincinnati	7	8
Chicago	6	9
Ft. Myers/Naples	3	10

Smith Travel Research Occupancy

	Charlotte County					
	Occupancy			ADR		
	2016	2017	Δ %	2016	2017	Δ %
April	66.7%	72.4%	+8.7%	\$91.53	\$93.34	+2.0%
May	60.2	66.7	+10.9	83.17	86.60	+4.1
June	55.7	60.5	+8.5	80.42	82.62	+2.7
July	57.4	58.9	+2.6	81.38	81.71	+0.4
August	49.9	54.3	+8.9	77.30	79.34	+2.6
September	51.7	70.9*	+31.7	78.43	88.33	+12.6
Apr. - Sep. Average	56.9%	64.0%	+12.5%	\$82.04	\$85.32	+4.0%

* September 2017 occupancy metrics reflect the impacts of Hurricane Irma.

Purpose of Trip

(Multiple Response)

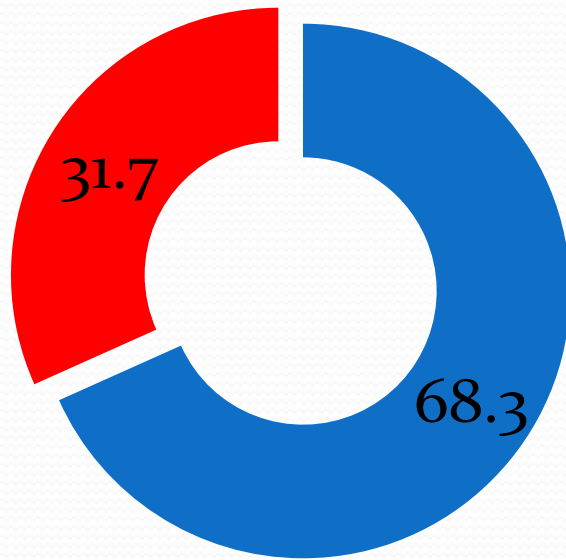
	Summer 2016	Summer 2017
Vacation/Getaway	89.6%	87.4%
To Visit with Friends/Family	25.1	21.6
Family Events	10.9	10.2
Business/Meeting	9.1	8.9
A Fishing Trip	8.9	7.1
A Boating Trip	4.9	5.3

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

	Summer 2016	Summer 2017
Hotel Websites	49.1%	46.9%
Review/Rating Sites <i>(i.e., Trip Advisor, Yelp, etc.)</i>	46.9	45.5
Destination Sites	48.4	44.9
Airline Websites	32.7	35.1
Rental Car Websites	27.9	32.0
Mapping Sites <i>(i.e., Map Quest, Google Maps, etc.)</i>	29.6	31.9
Booking Sites <i>(i.e., Travelocity, Expedia, etc.)</i>	33.2	31.6
Restaurant Websites	24.5	27.3
Social Networking Sites <i>(i.e., Facebook, Twitter, Pinterest, etc.)</i>	17.6	21.4
Daily Deal/Coupon Sites <i>(i.e., Groupon, Living Social, etc.)</i>	16.1	18.2

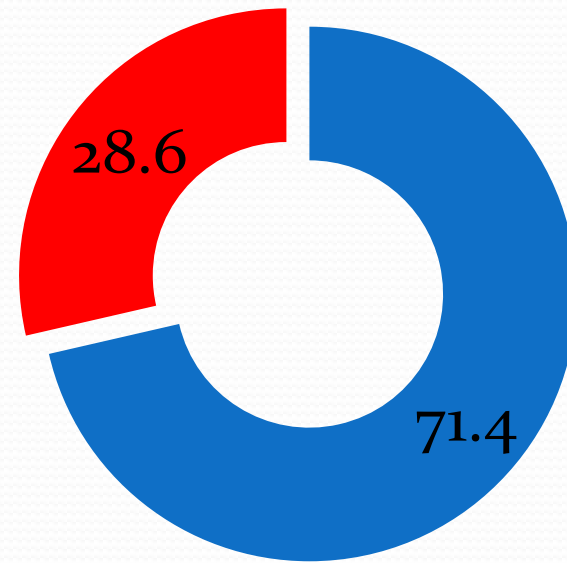
Booked Travel Arrangements on the Internet for Trip *(Prompted)*

Summer 2016



■ Yes ■ No/Don't Know

Summer 2017

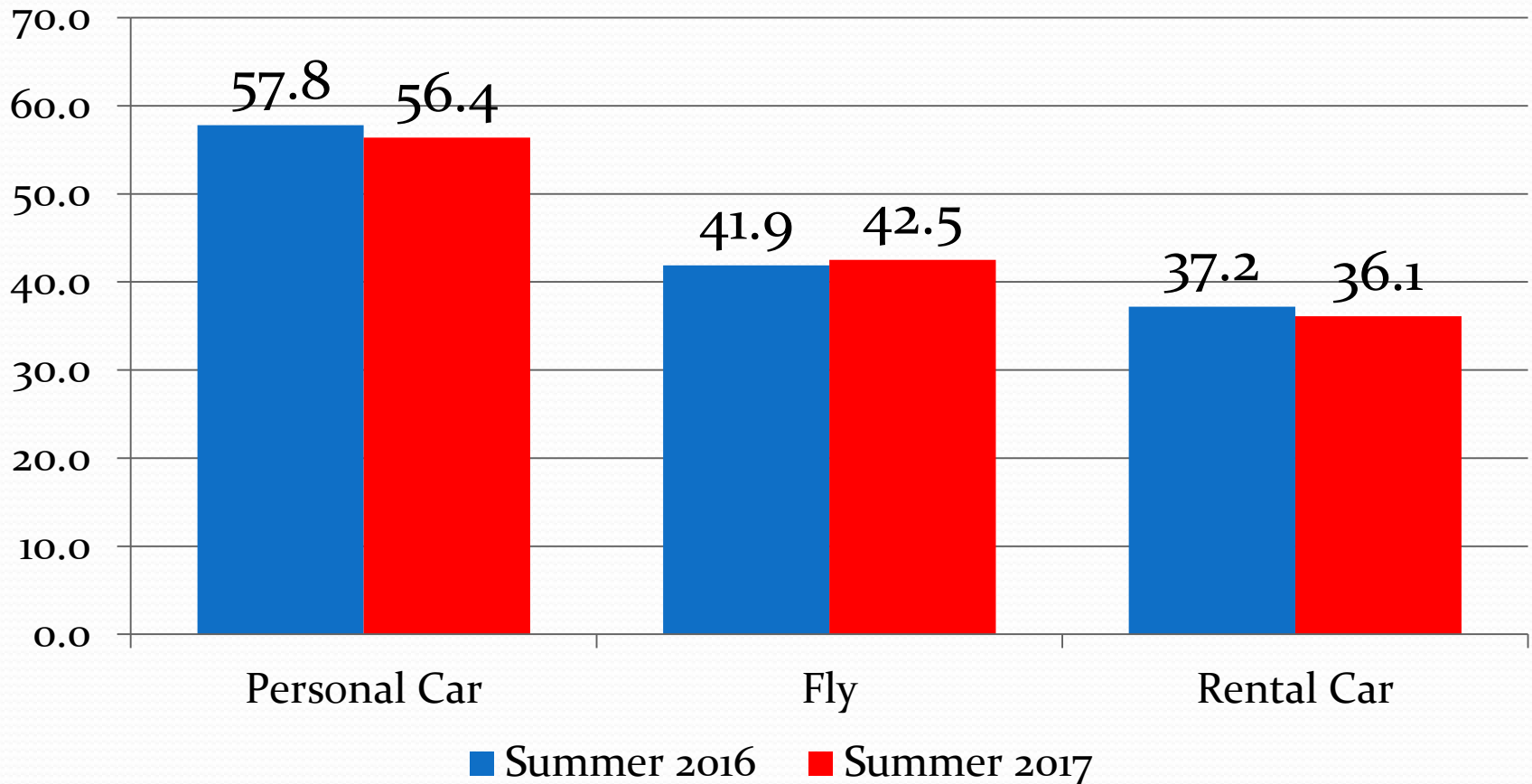


■ Yes ■ No/Don't Know

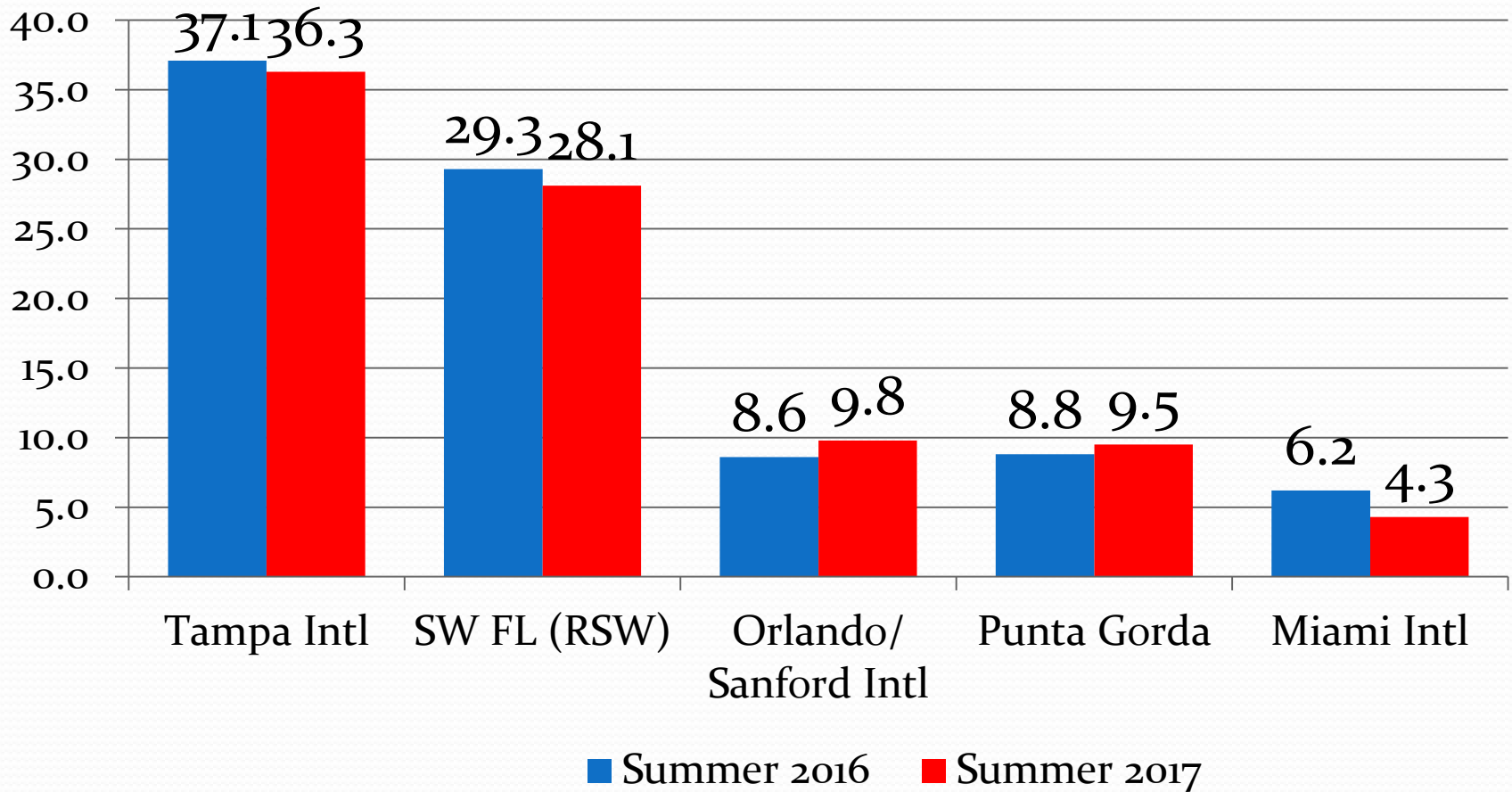
Charlotte Messaging

	Summer 2016	Summer 2017
Seen/Read/Heard Charlotte Message	45.6%	48.3%
Influenced (Base: Resp. who saw/read/heard msg.)	74.4	75.8

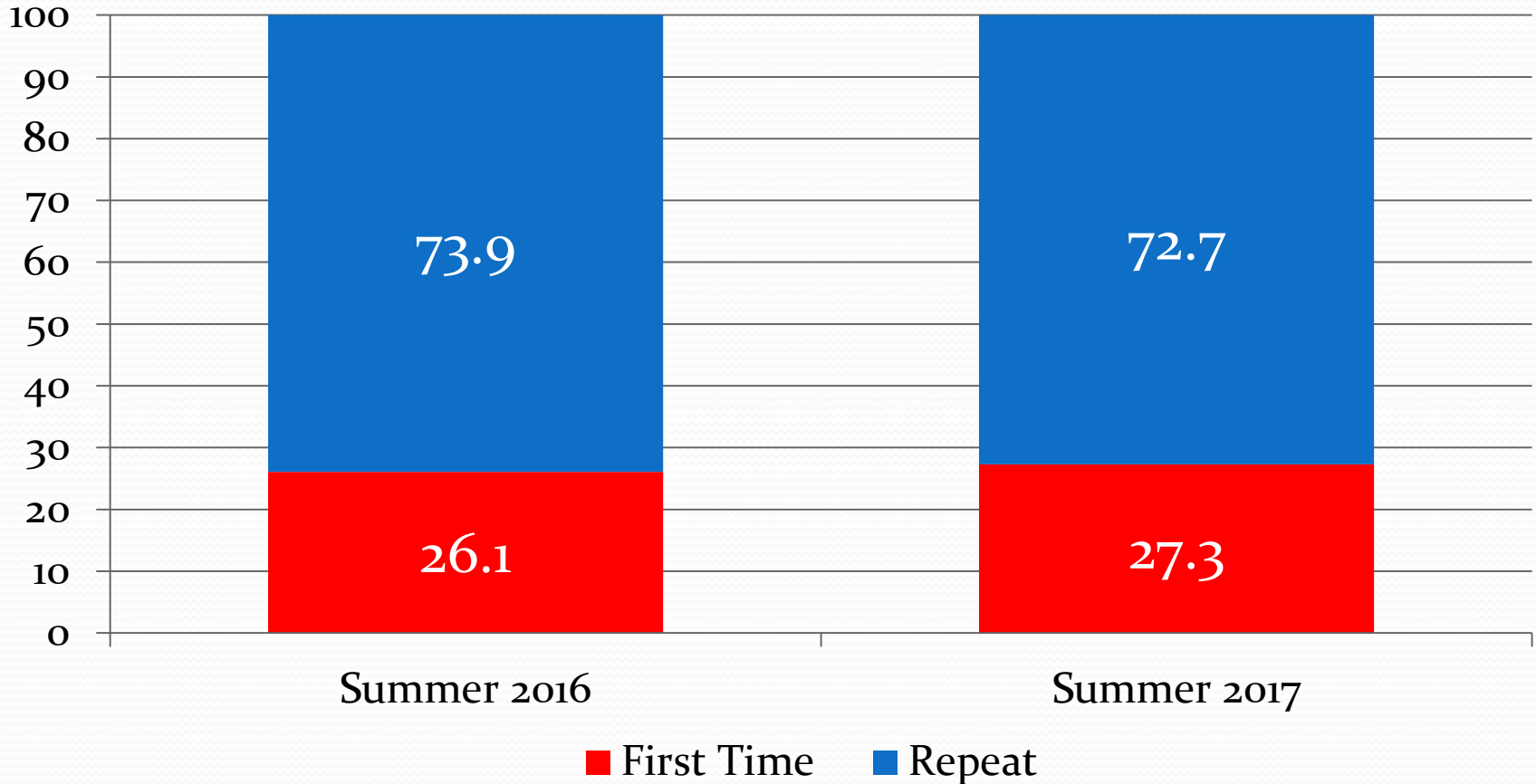
How Visitors Travel to Charlotte



Airports Deplaned (Visitors who flew)



Repeat Charlotte County Visitation

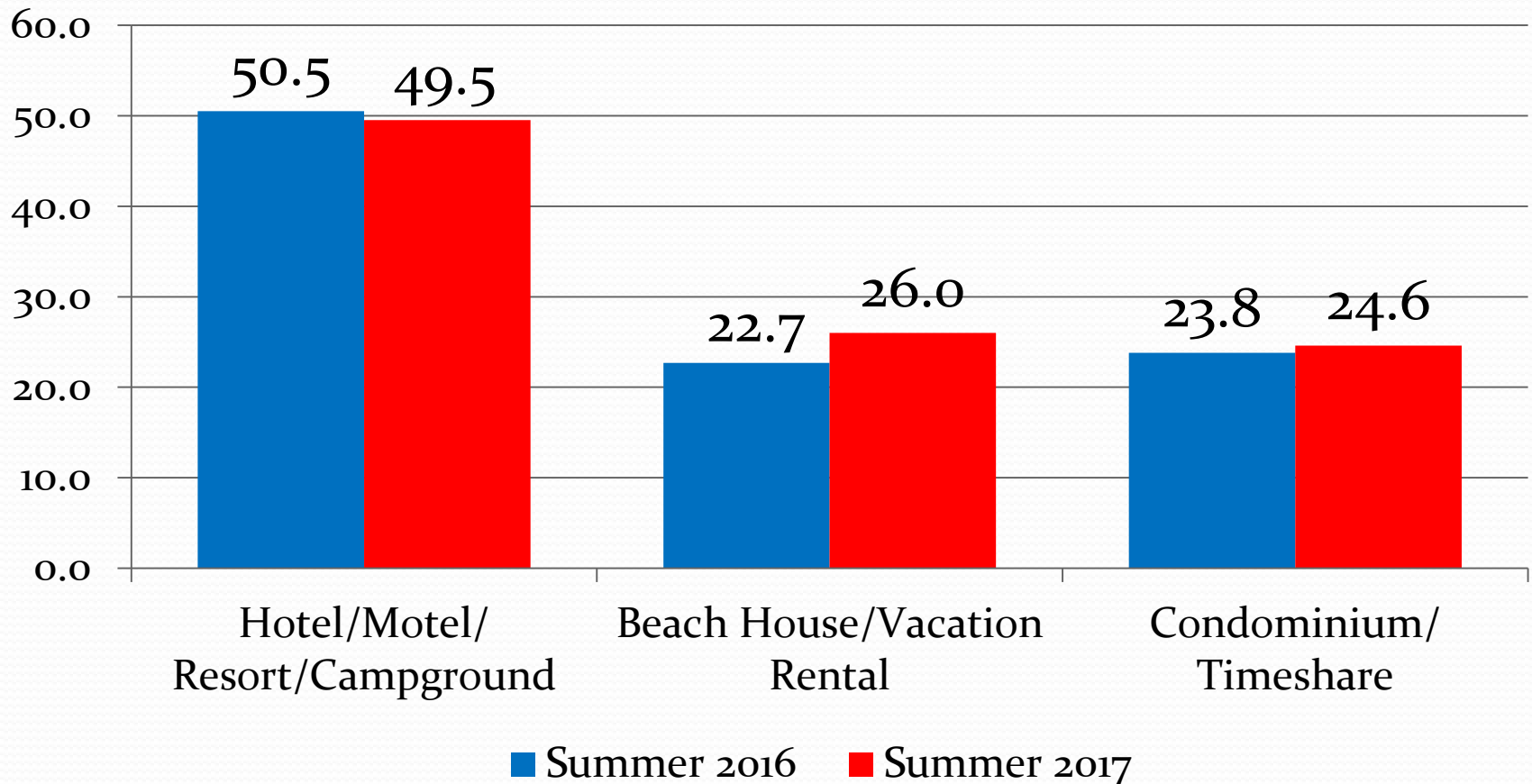


How First Learn About Charlotte

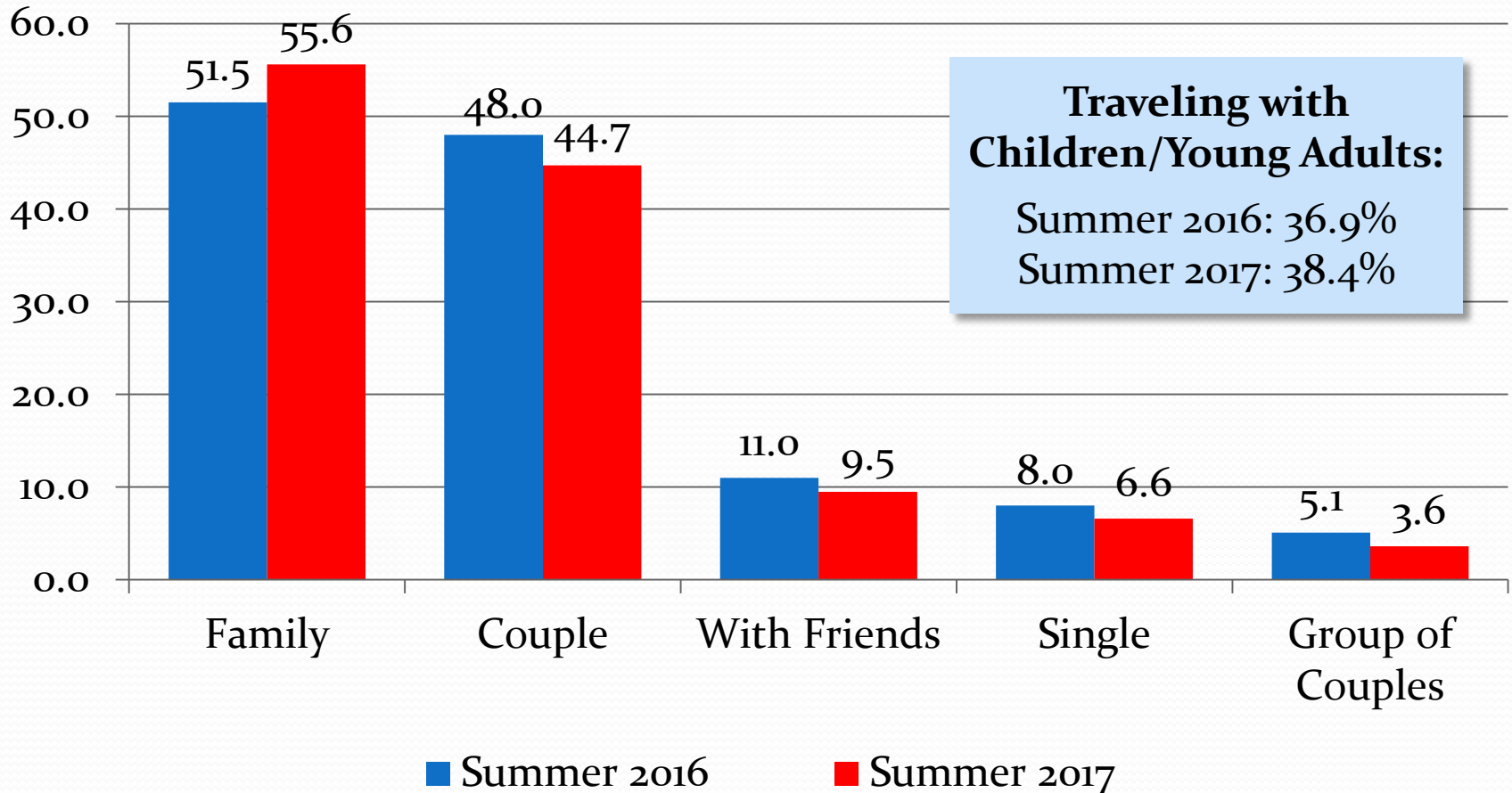
(Multiple Response)

	Summer 2016	Summer 2017
Recommendation	57.6%	62.0%
Internet	39.5	42.8
Brochure/Visitor Guide	11.8	13.7
Magazine/News Story	9.5	8.4

Type of Lodging Used



Party Composition *(Multiple Response)*

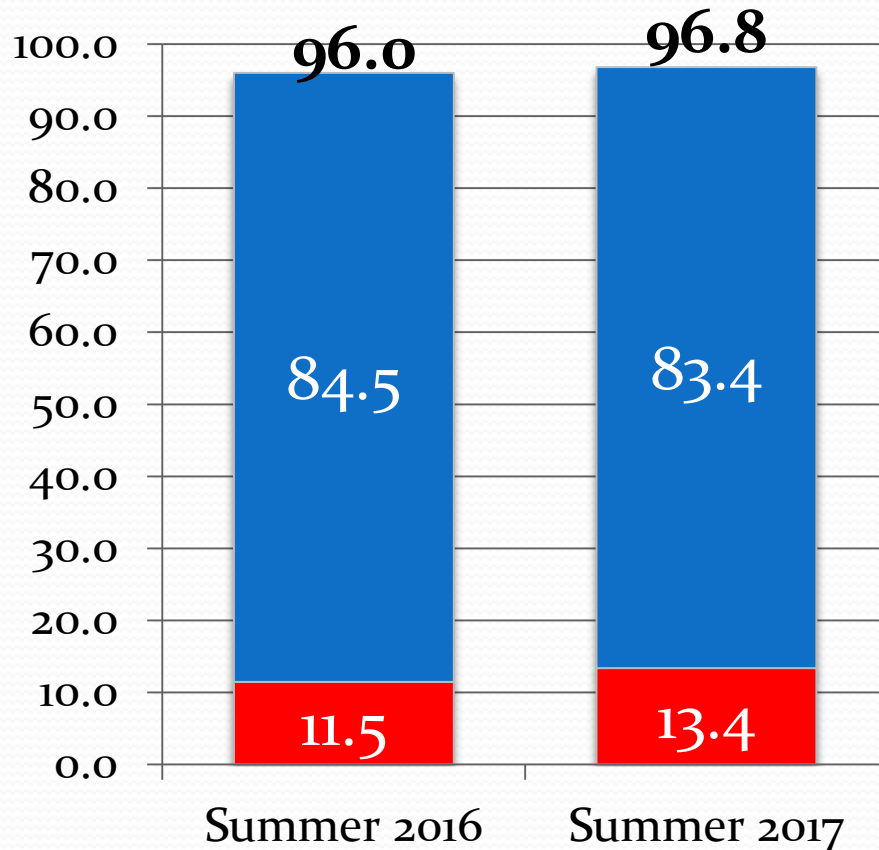


Activities Enjoyed in Area

(Multiple Response)

	Summer 2016	Summer 2017
Dining Out	84.7%	85.8%
Beach	82.5	81.8
Relaxing	83.3	81.3
Walking on the Beach	72.5	75.6
Swimming	69.9	72.1
Shopping	55.7	55.9
Pool	57.4	55.6
Reading	54.9	53.7
Shelling	50.4	52.7
Fishing	38.3	40.3
Bars/Drinking Places	28.7	31.4
Visiting with Friends/Relatives	30.6	27.4

Satisfaction/Plan to Return



94.6% of Summer 2017 visitors plan to return to the area
(*Summer 2016: 92.6%*).

- Combined
- Very Satisfied
- Satisfied

Demographics

	Summer 2016	Summer 2017
Average Age	50.9 years	51.1 years
Median Household Income	\$96,943	\$97,906

Charlotte Comments

- Most amazing trip you will ever be on: better food, sunnier, more spacious.
- You have to come here. Feels like you're on vacation by yourself.
- The fishing is good. You will catch lots of fish.
- Quaint harbor town.
- You have the bay on one side, beach on the other, quiet and relaxing.
- Warm weather, not too busy, not too pricey.
- An easy, close getaway, but it's like a different world.
- Weather is great, people are nice, it's not crazy, not too expensive, safe for the kids.
- Relaxing, clean, colorful. Sort of stumbled on paradise.
- Everything is close by, not isolated. Love the golfing.
- Undiscovered part of Florida.
- Nice, lively, interesting, unique boutiques.
- Clean. Every place we go people are happy/friendly.
- Very relaxing, home away from home, laid-back, nobody's in a hurry.
- It was definitely a sanctuary, stress free and very relaxing, along with good food and great weather!
- One of the most beautiful places I've been. And yes, I know Florida in the middle of July is very hot. I loved every minute of it. I truly feel at home and grounded with my feet in the ocean.
- There was plenty to keep us busy, but enough quiet time to enjoy our visit.

Thank You!!

