

# Charlotte County Fourth Quarter 2016 Tourism

Presented to:

**Charlotte Harbor**

**Visitor and Convention Bureau**

Research Data Services, Inc.

March 2017



# A. Key Visitor Metrics

*(Overnight Visitors Staying in Charlotte County Commercial Lodgings)*

## Estimated Number of Visitors

- CY 2016: 406,700 people (+2.8%)
- Q4 2016: 75,500 people (+0.7%)

## Estimated Direct Expenditures

- CY 2016: \$362,227,100 (+5.0%)
- Q4 2016: \$68,382,600 (+3.0%)

## Total Economic Impact

- CY 2016: \$552,396,300 (+5.0%)
- Q4 2016: \$104,283,500 (+3.0%)

## B. Key Visitor Metrics (Oct. – Dec. 2016)

*(Overnight Visitors Staying in Charlotte County Commercial Lodgings)*

### Average Party Size

- Q4 2015: 2.6 people
- Q4 2016: 2.6 people

### Average Length of Stay in Charlotte

- Q4 2015: 6.5 nights
- Q4 2016: 6.6 nights

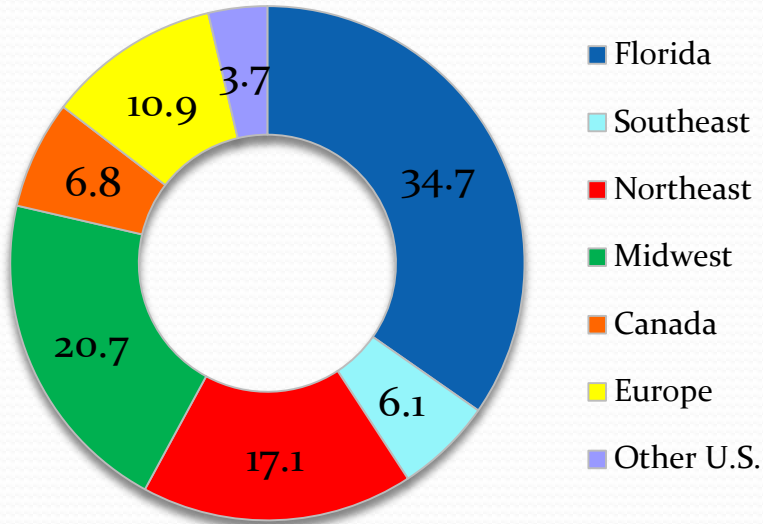
### Average Party Budget

- Q4 2015: \$2,300.86
- Q4 2016: \$2,354.89

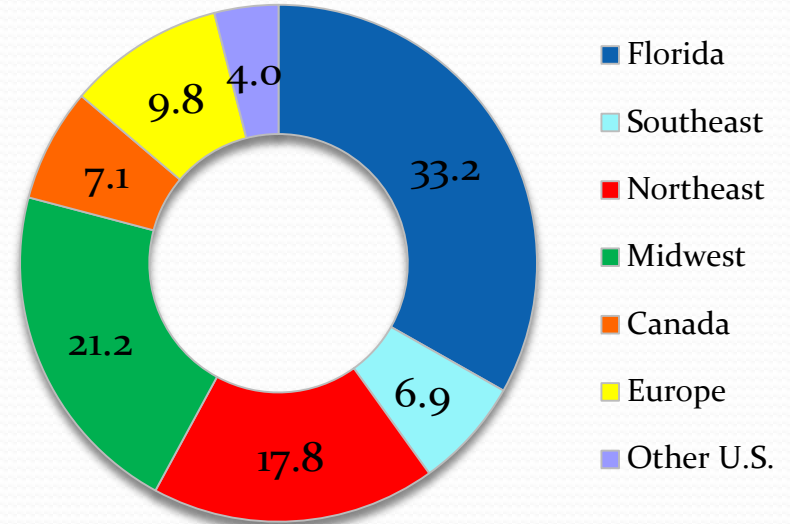
# Visitor Origin Distribution

(Oct. - Dec. 2016)

Q4 2015



Q4 2016



# Visitor Origin Markets

	Q4 2015	Q4 2016	Δ %
<b>Florida</b>	26,025	25,070	-3.7
<b>Southeast</b>	4,575	5,210	+13.9
<b>Northeast</b>	12,825	13,440	+4.8
<b>Midwest</b>	15,525	16,000	+3.1
<b>Canada</b>	5,100	5,360	+5.1
<b>Europe</b>	8,175	7,400	-9.5
<b>US Opp Markets</b>	2,775	3,020	+8.8
<b>Fourth Quarter</b>	<b>75,000</b>	<b>75,500</b>	<b>+0.7</b>

# Top Domestic DMA's

(Oct. – Dec. 2016)

	Rank Order Q4 2015	Rank Order Q4 2016
Boston	2	1
Tampa/St. Petersburg	1	2
New York	9	3
Philadelphia	11	4
Greater Orlando Area	4	5
Miami/Ft. Lauderdale	6	6
Chicago	10	7
Minneapolis/St. Paul	7	8
West Palm Beach	5	9
Pittsburgh	--	10

# Smith Travel Research Occupancy

	Charlotte County			
	Occupancy		ADR	
	2015	2016	2015	2016
<b>October</b>	56.7%	60.7%	\$82.13	\$81.63
<b>November</b>	60.3	60.2	82.30	81.47
<b>December</b>	61.3	60.3	87.08	85.04
<b>Oct. - Dec. Average</b>	<b>59.4%</b>	<b>60.4%</b>	<b>\$83.84</b>	<b>\$82.71</b>

# Purpose of Trip

*(Multiple Response)*

	Q4 2015	Q4 2016
Vacation/Getaway	86.4%	87.3%
To Visit with Friends/Family	21.0	19.6
Family Events	9.1	8.2
Business/Meeting	8.6	7.1
A Fishing Trip	5.8	6.6
A Boating Trip	6.1	5.8
Wedding/Honeymoon	5.4	4.7
A Kayaking Trip	3.7	3.4
Golf/Tennis Trip	3.0	2.3

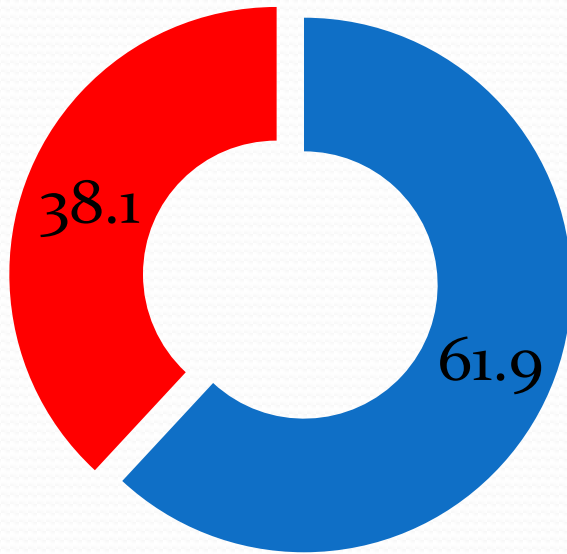


# Types of Websites Consulted for Travel Information *(Multiple Response)*

	Q4 2015	Q4 2016
Destination Sites	53.9%	55.6%
Airline Websites	39.7	42.7
Review/Rating Sites ( <i>i.e., Trip Advisor, Yelp, etc.</i> )	43.2	42.4
Hotel Websites	43.8	42.1
Booking Sites ( <i>i.e., Travelocity, Expedia, etc.</i> )	41.8	37.3
Mapping Sites ( <i>i.e., Map Quest, Google Maps, etc.</i> )	28.3	30.6
Restaurant Websites	21.9	27.3
Rental Car Websites	20.3	19.6
Social Networking Sites ( <i>i.e., Facebook, Twitter, Pinterest, etc.</i> )	17.6	17.1
Daily Deal/Coupon Sites ( <i>i.e., Groupon, Living Social, etc.</i> )	15.0	11.1

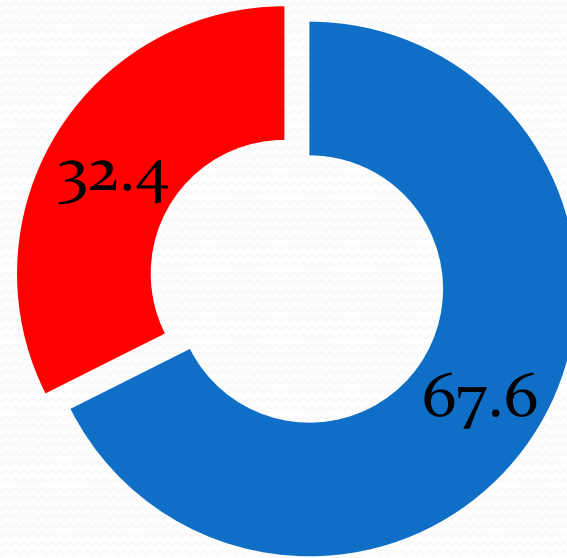
# Booked Travel Arrangements on the Internet for Trip *(Prompted)*

Q4 2015



■ Yes ■ No/Don't Know

Q4 2016

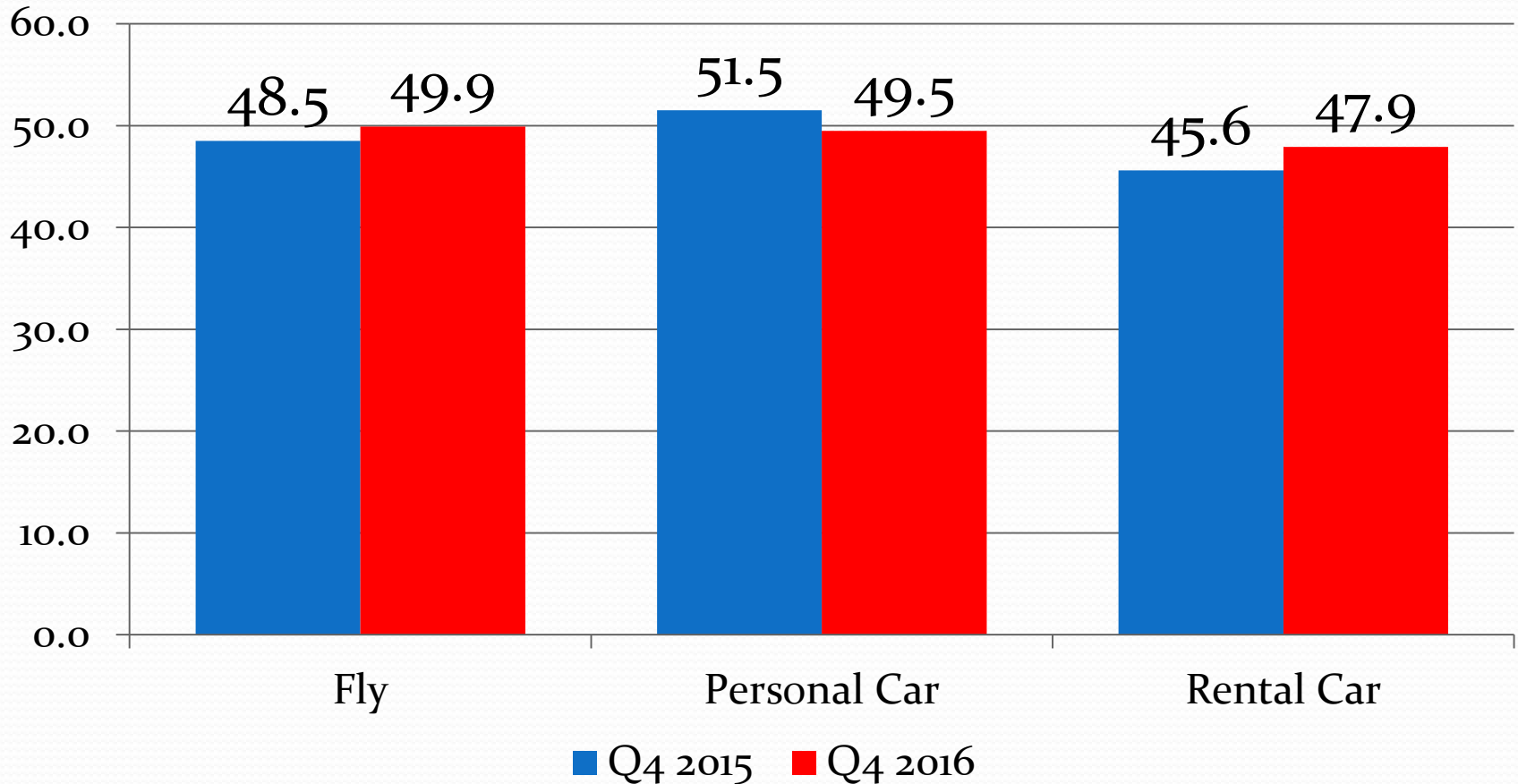


■ Yes ■ No/Don't Know

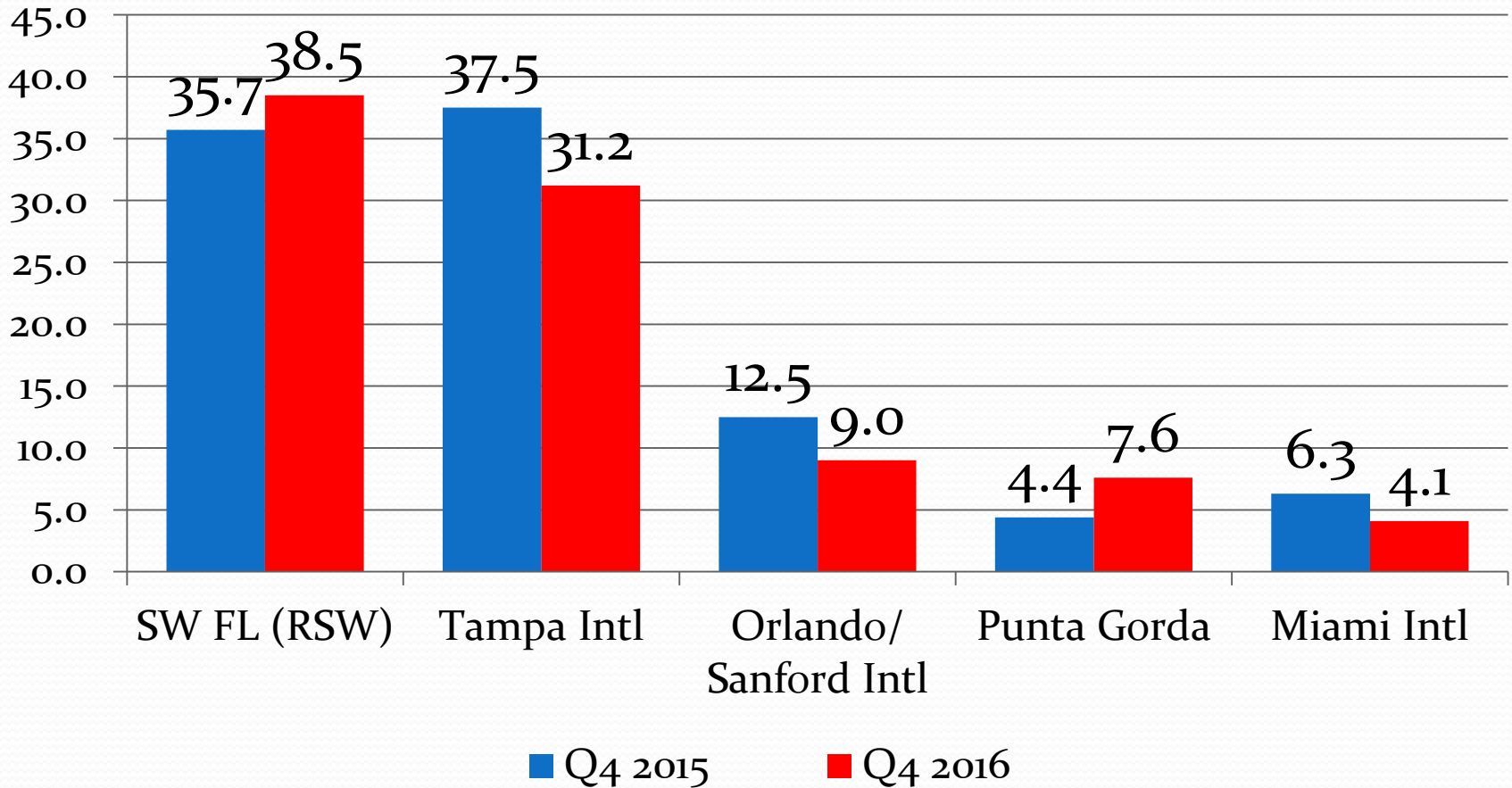
# Charlotte Messaging

	Q4 2015	Q4 2016
Seen/Read/Heard Charlotte Message	40.0%	42.1%
Influenced (Base: Resp. who saw/read/heard msg.)	81.6	82.4

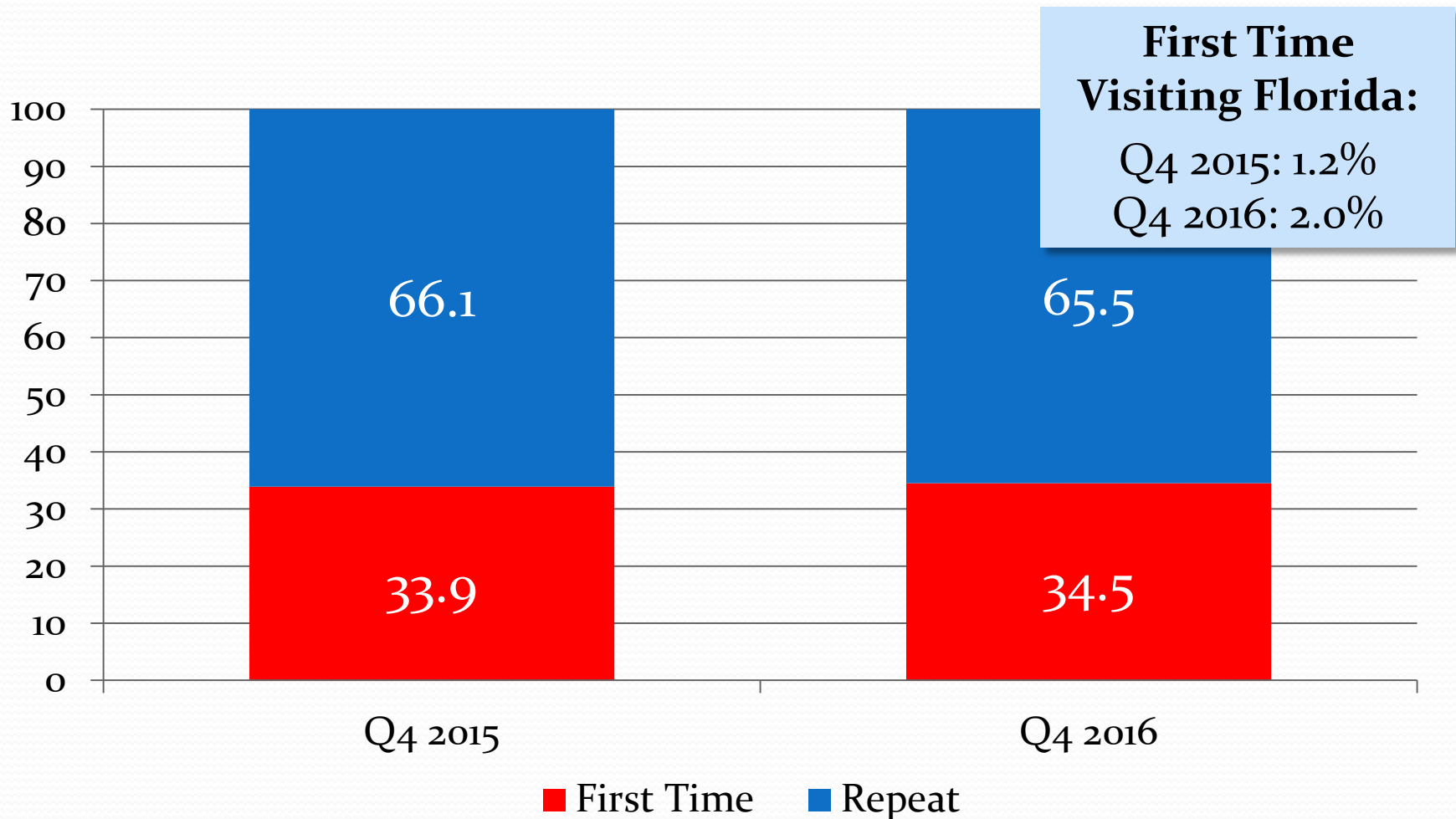
# How Visitors Travel to Charlotte



# Airports Deplaned (Visitors who flew)



# Repeat Charlotte County Visitation

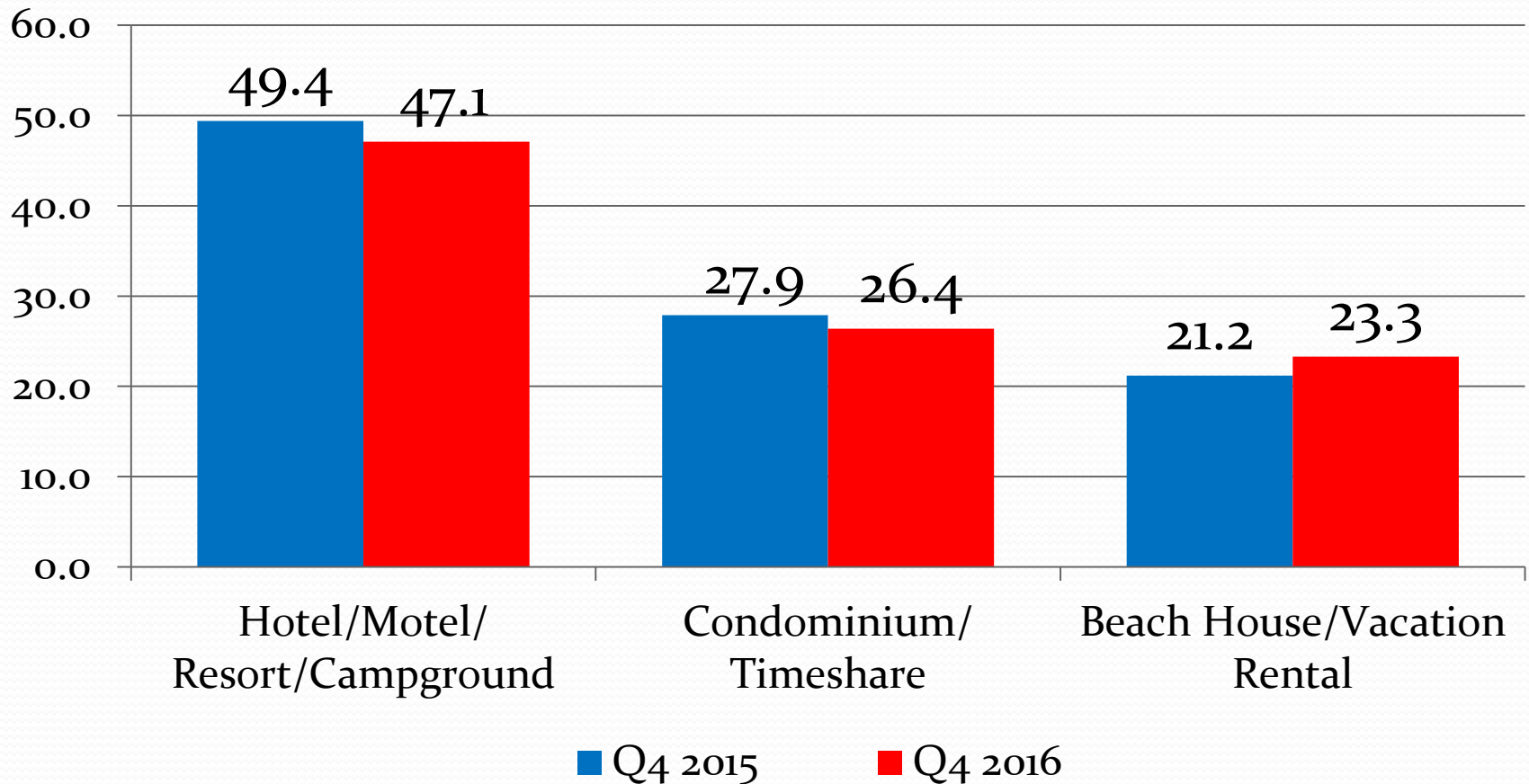


# How First Learn About Charlotte

*(Multiple Response)*

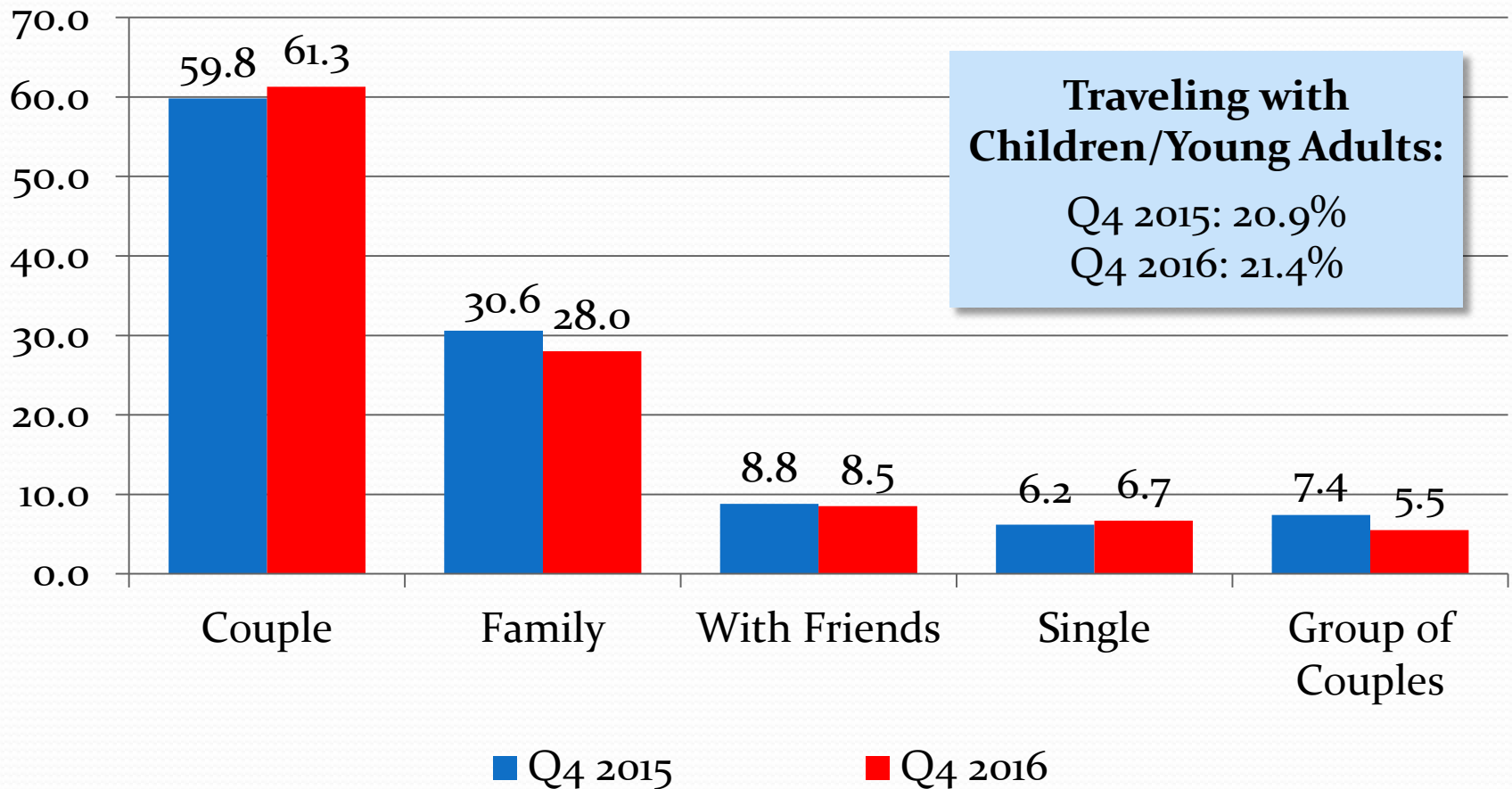
	Q4 2015	Q4 2016
Recommendation	54.2%	51.0%
Internet	42.6	42.2
Brochure/Visitor Guide	11.2	11.5
Magazine/News Story	9.1	9.5

# Type of Lodging Used





# Party Composition *(Multiple Response)*



# Activities Enjoyed in Area

*(Multiple Response)*

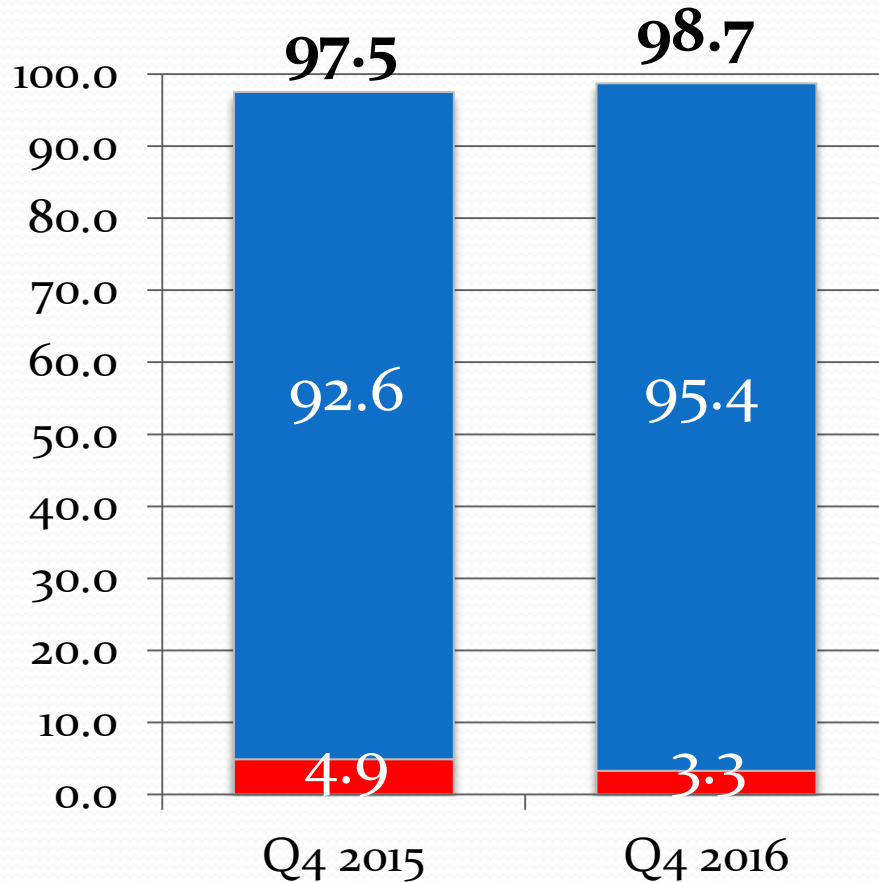
	Q4 2015	Q4 2016
Dining Out	88.0%	87.3%
Beach	86.3	83.2
Relaxing	75.3	73.7
Walking on the Beach	70.4	69.4
Shopping	53.8	56.6
Swimming	52.6	54.7
Pool	53.0	50.7
Reading	51.9	50.3

# Activities Enjoyed in Area (cont.)

*(Multiple Response)*

	Q4 2015	Q4 2016
Shelling	44.7%	47.4%
Bars/Drinking Places	28.0	29.5
Visiting with Friends/Relatives	32.2	28.7
Fishing	28.5	27.3
Boating	19.7	21.3
Bird Watching	15.8	15.5
Golfing	9.1	8.0

# Satisfaction/Plan to Return



**92.9%** of Q4 2016 visitors plan to return to the area (Q4 2015: 92.6%).

- Combined
- Very Satisfied
- Satisfied

# Demographics

	Q4 2015	Q4 2016
Average Age	53.1 years	51.9 years
Median Household Income	\$109,460	\$113,953

# Charlotte Comments

- Wanted to go to the West coast of Florida and Port Charlotte is in the center.
- Sailing and boating.
- VRBO house rental and a dog friendly community.
- Safe, nice, friendly place.
- I have relatives living in the Port Charlotte area. They told me it wasn't as congested as the Fort Myers area that we visited two years ago.
- Good fishing, good boating, lots of attractions, good weather, easy to get to the Gulf of Mexico, and easy to access other areas of Florida.
- We like the laid back feel of the area.
- Fisherman Village was different and appealed to us for our girls' week trip.
- It is a more tropical area.
- Affordable beachfront.
- Just beautiful and lots of fun, plus great weather.
- It's a quaint little town with restaurants, shops, and bars. The parks are fabulous with hiking and lots of nature and birding.
- People were nice and we really enjoyed taking the ferry back and forth to Palm Island.
- It was definitely a sanctuary, stress free, and very relaxing. Along with good food and great weather!
- Beautiful, quaint, old world Florida feel. Can relax and not get stressed out by over population and horrible traffic snarls.
- Wonderful, small town charm with incredible outdoor recreational opportunities.
- Pleasant, peaceful, going back to the good ol' days.



*Thank You!!*

