

Charlotte County Fourth Quarter 2015 Tourism

Presented to:

Charlotte Harbor

Visitor and Convention Bureau

Research Data Services, Inc.

March 23, 2016





Fourth Quarter

October – December 2015

Key Visitor Metrics (Oct. – Dec. 2015)

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Estimated Number of Visitors

- Q4 2015: 75,000 people (+26.7%)
- CY 2015: 395,800 people (+12.6%)

Estimated Direct Expenditures

- Q4 2015: \$66,371,300 (+29.4%)
- CY 2015: \$345,067,400 (+16.6%)

Total Economic Impact

- Q4 2015: \$101,216,200 (+29.4%)
- CY 2015: \$526,227,800 (+16.6%)

Key Visitor Metrics (Oct. – Dec. 2015)

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Average Immediate
Party Size

- 2014: 2.4 people
- 2015: 2.6 people

Average Length of
Stay in Charlotte

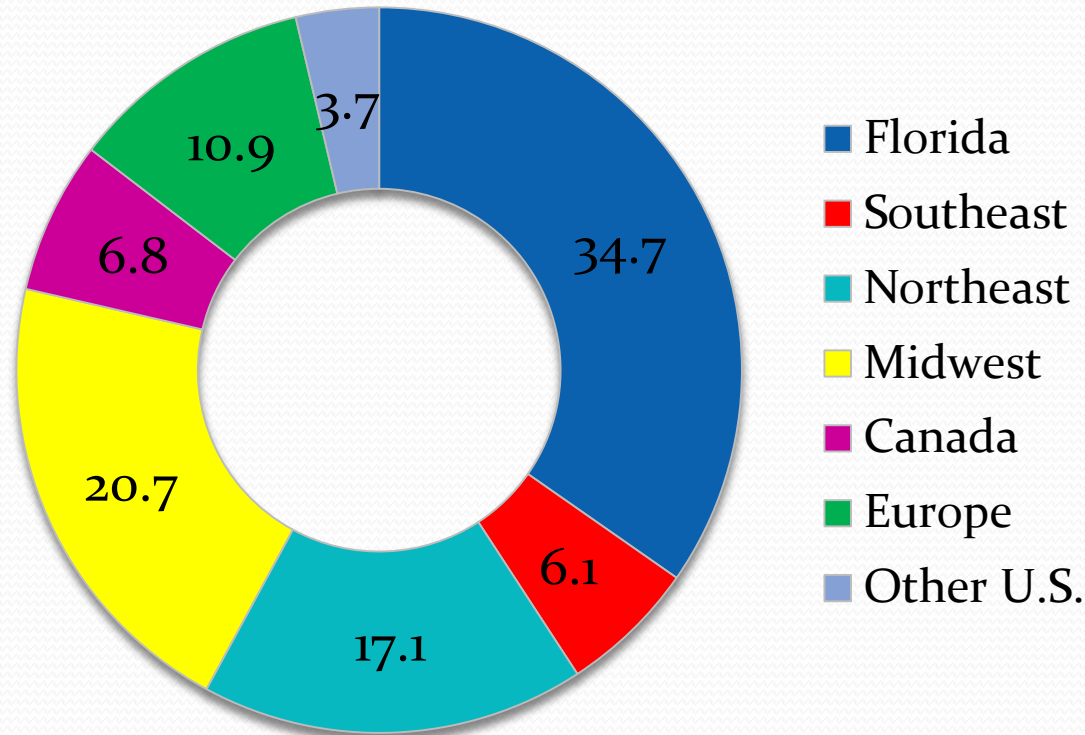
- 2014: 6.7 nights
- 2015: 6.5 nights

Average Party
Budget

- 2014: \$2,078.72
- 2015: \$2,300.86

Visitor Origin Distribution

(Oct. – Dec. 2015)



Smith Travel Research Occupancy

	Charlotte County			
	Occupancy		ADR	
	2014 *	2015	2014 *	2015
October	48.1%	56.4%	\$77.31	\$82.25
November	50.2	60.4	75.92	81.83
December	54.7	66.3	78.09	84.87
Oct. - Dec. Average	51.0%	61.0%	\$77.11	\$82.98

Purpose of Trip

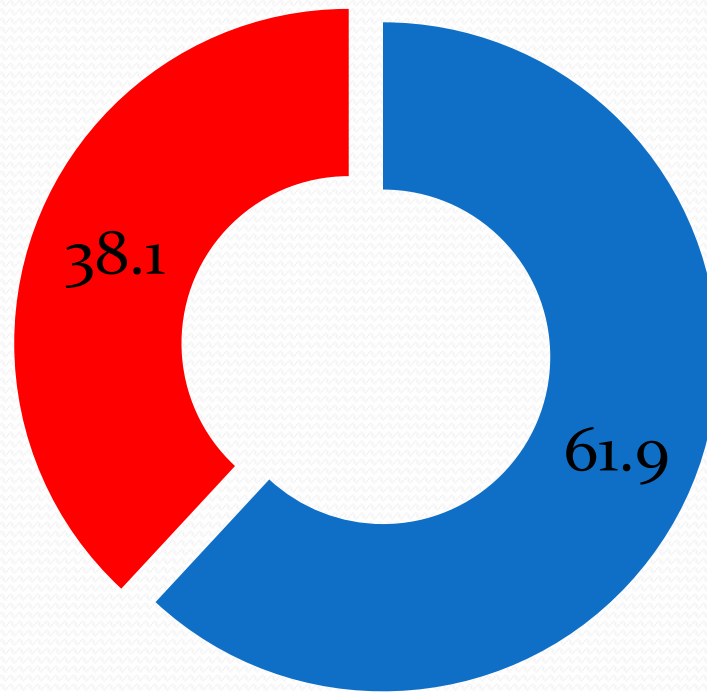
(Multiple Response)

	Q4 2015
Vacation/Getaway	86.4%
To Visit with Friends/Family	21.0
Family Events	9.1
Business/Meeting	8.6
A Boating Trip	6.1
A Fishing Trip	5.8
Wedding/Honeymoon	5.4
A Kayaking Trip	3.7
Golf/Tennis Trip	3.0

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

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

Booked on the Internet for Trip *(Prompted)*



■ Yes ■ No/Don't Know

Charlotte Messaging

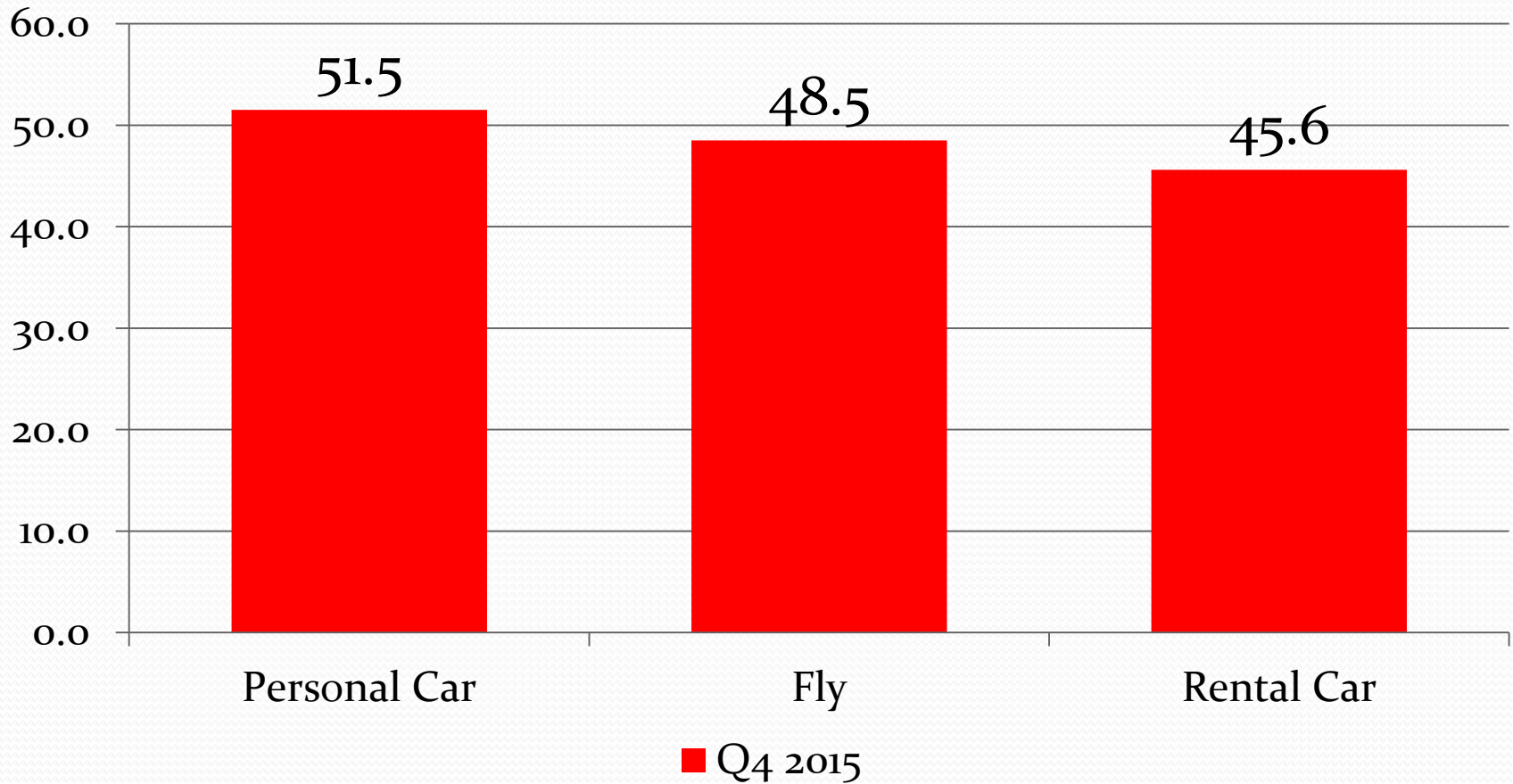
Seen/Read/Heard
Charlotte Message

• 40.0%

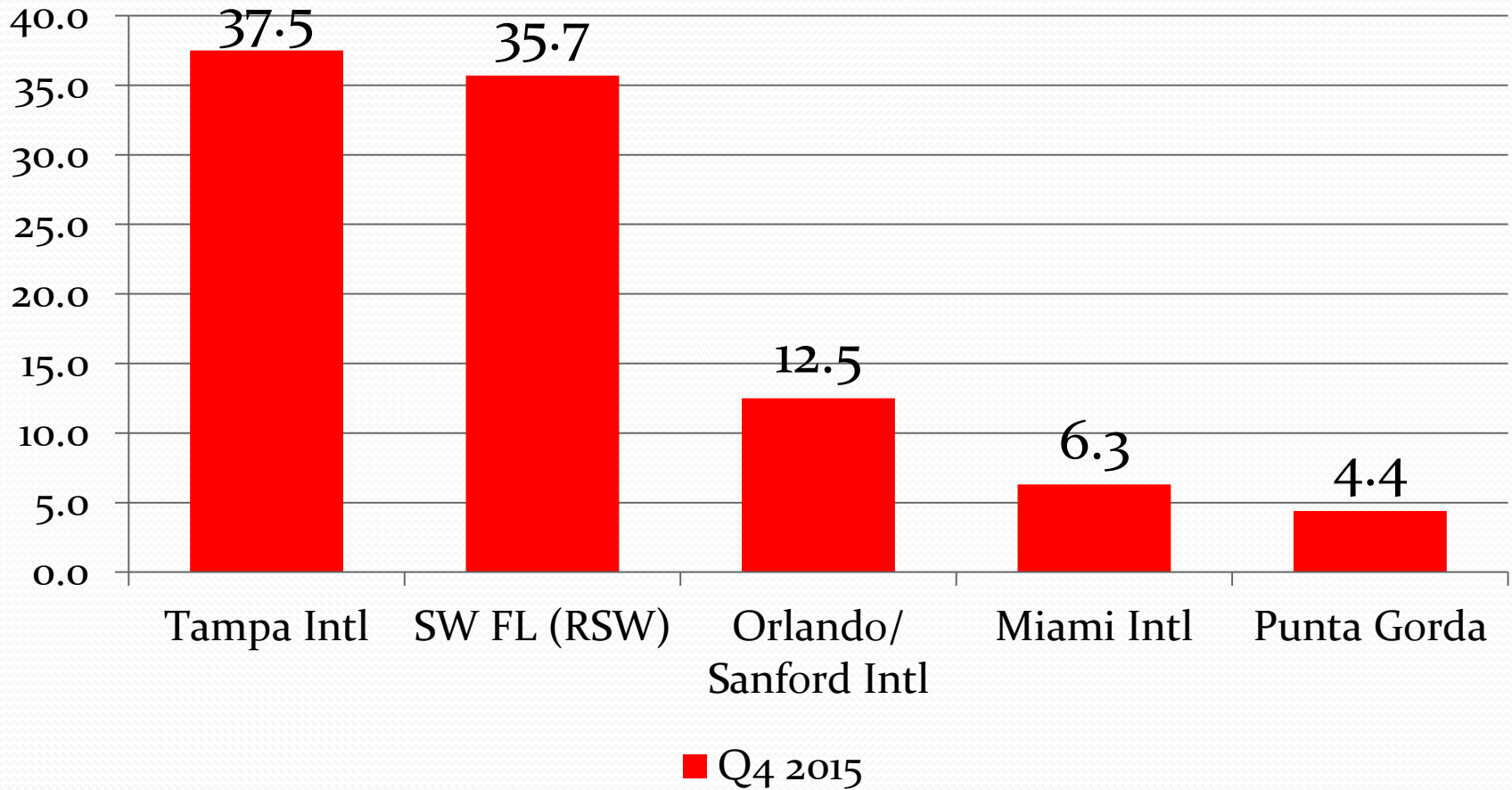
Influenced
*(Base: Resp. who
saw/read/heard msg.)*

• 81.6%

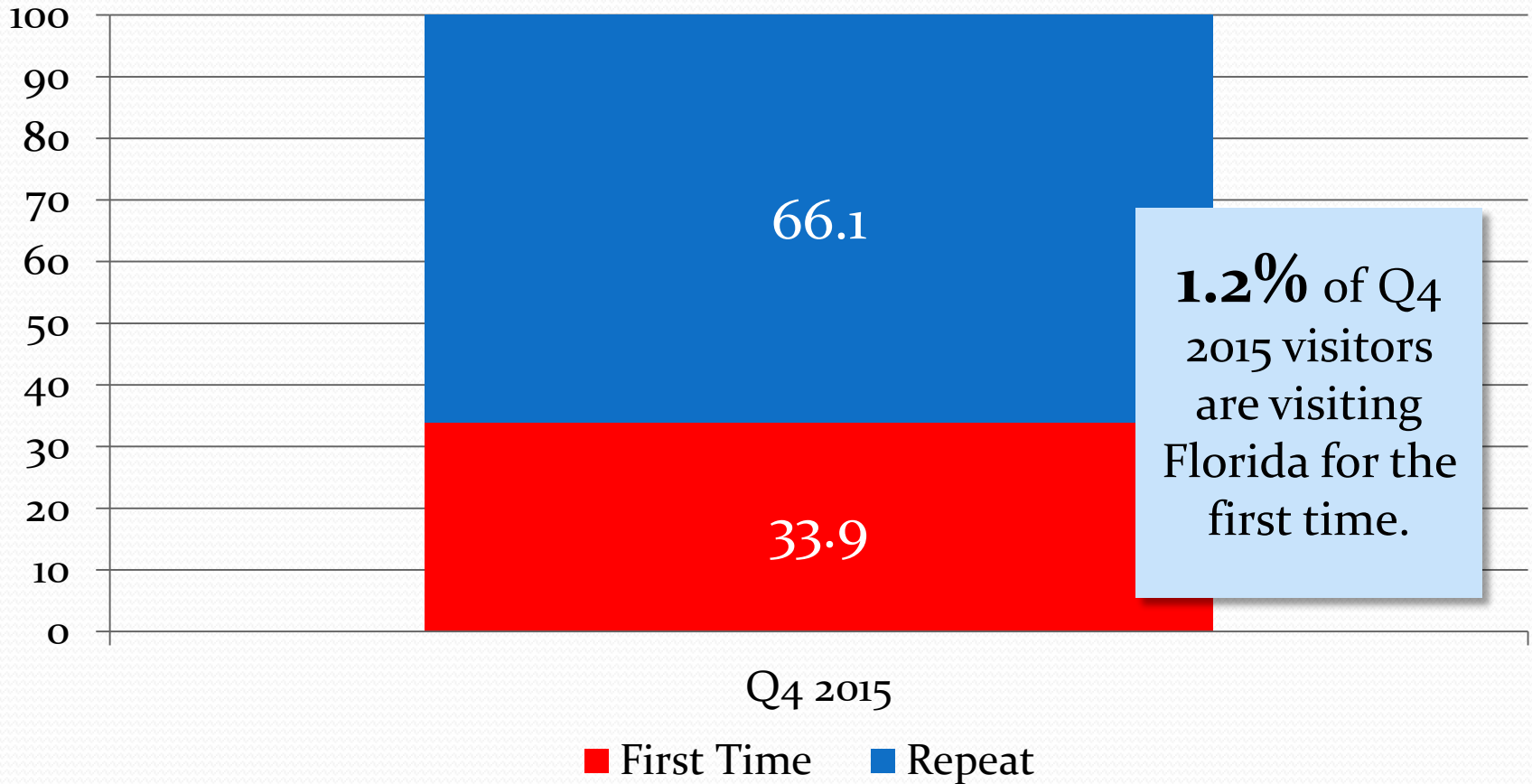
How Visitors Travel to Charlotte



Airports Deplaned (Visitors who flew)



Repeat Charlotte County Visitation

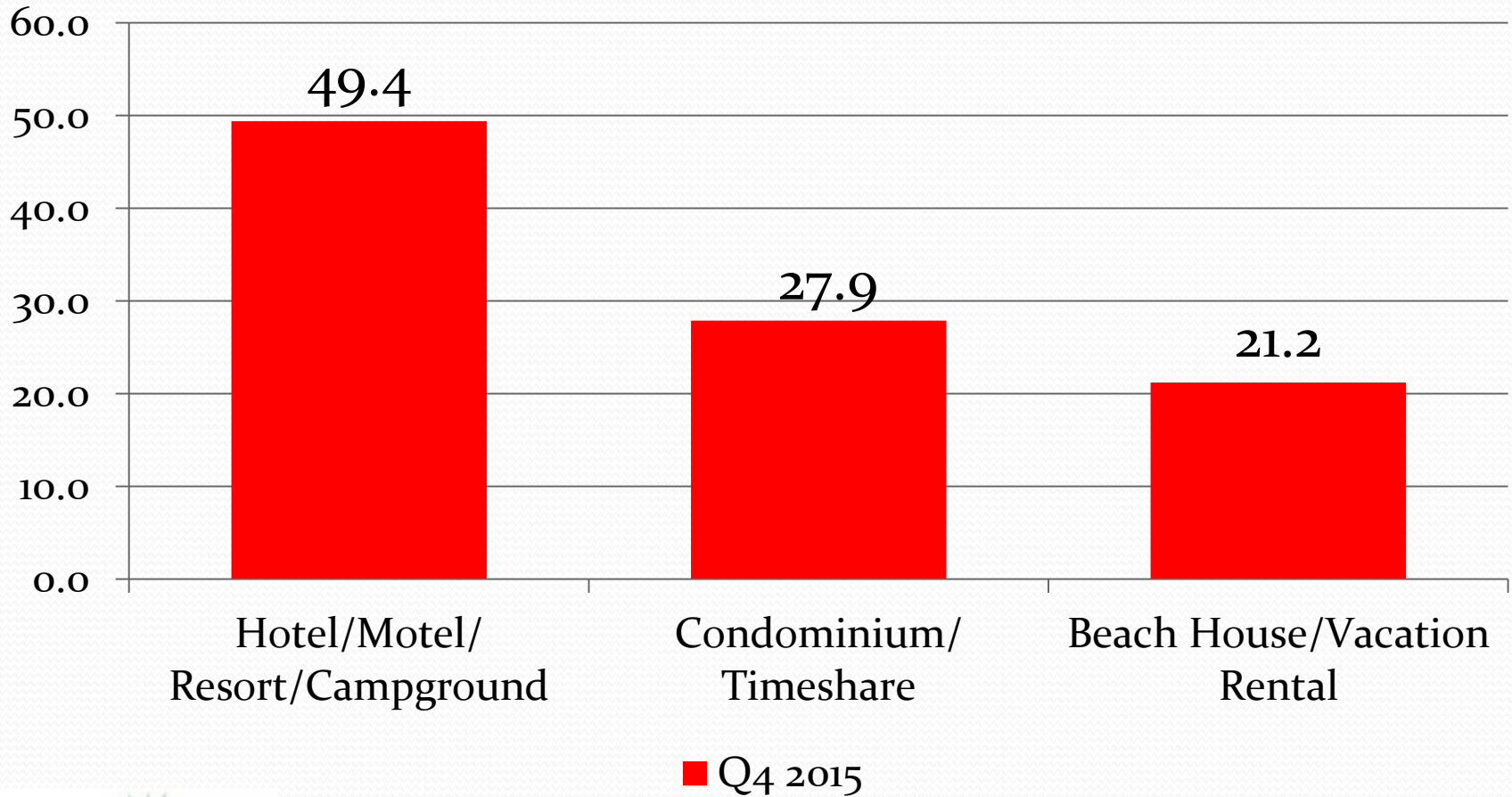


How First Learn About Charlotte

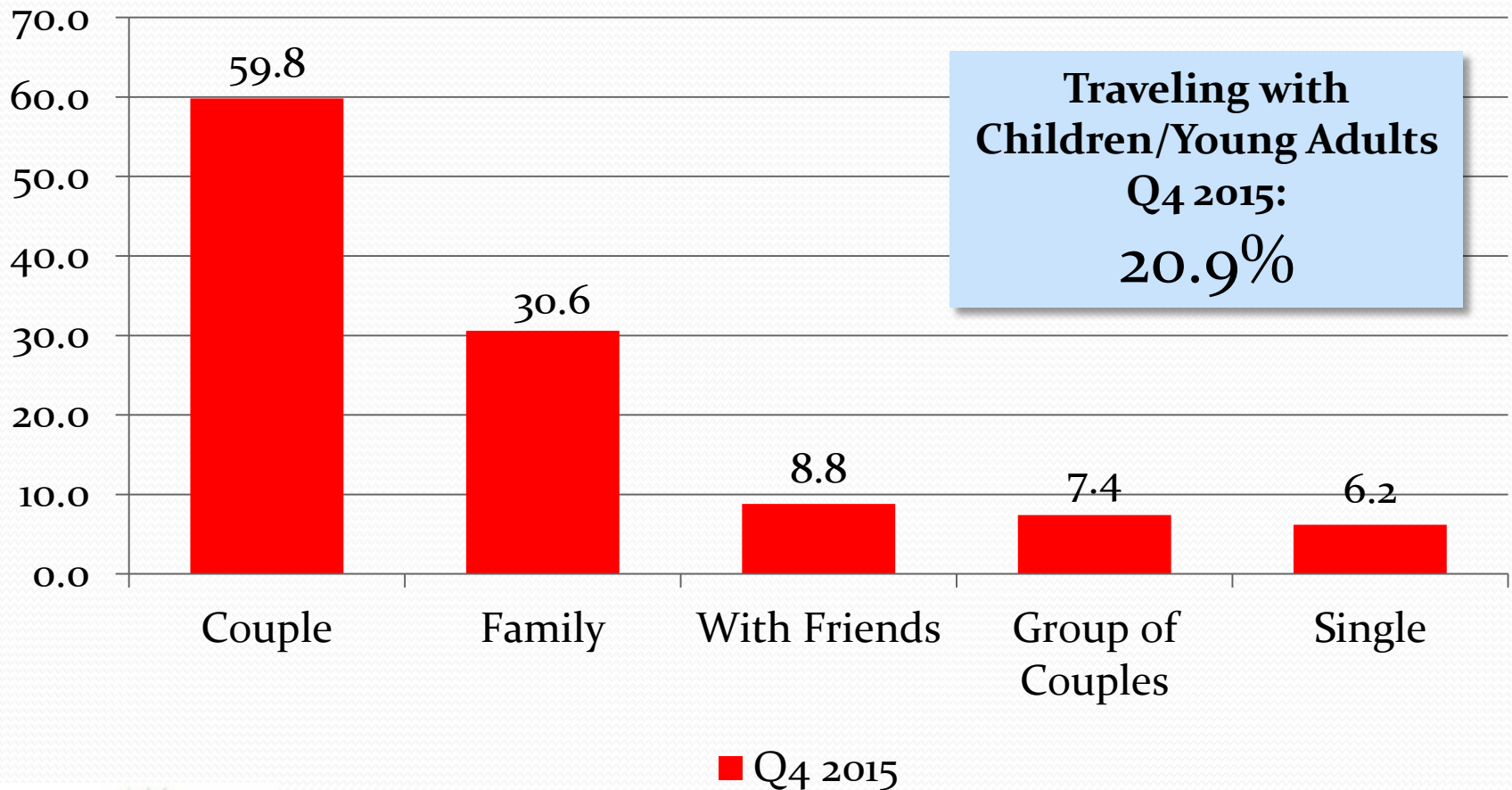
(Multiple Response)

	Q4 2015
Recommendation	54.2%
Internet	42.6
Brochure/Visitor Guide	11.2
Magazine/News Story	9.1

Type of Lodging Used



Party Composition *(Multiple Response)*

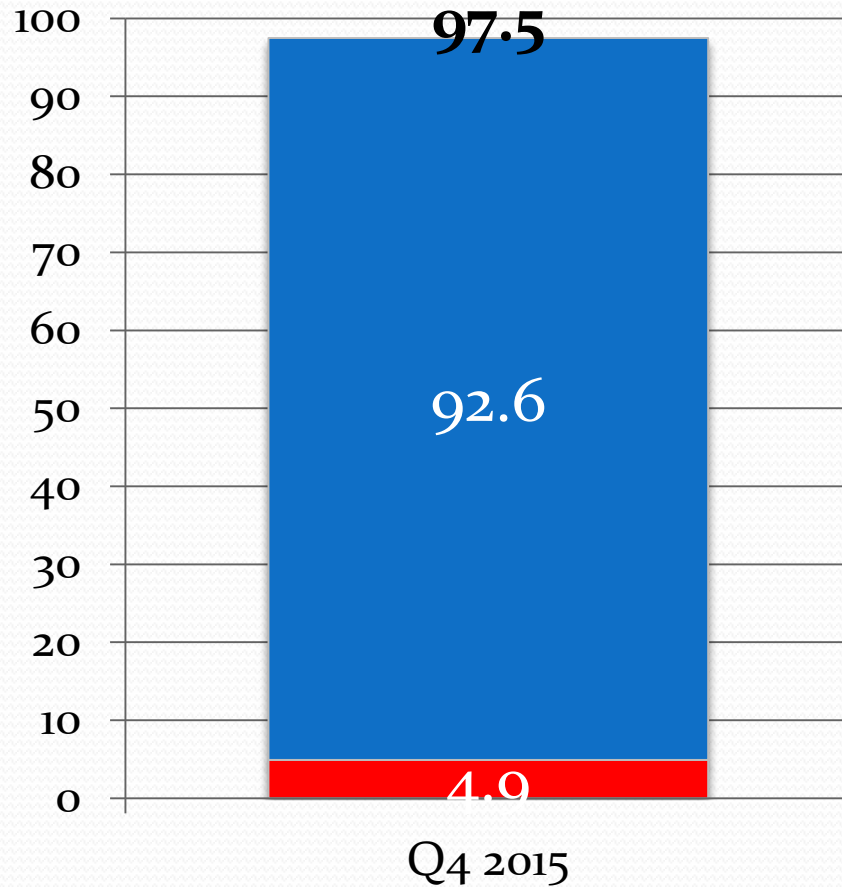


Activities Enjoyed in Area

(Multiple Response)

	Q4 2015
Dining Out	88.0%
Beach	86.3
Relaxing	75.3
Walking on the Beach	70.4
Shopping	53.8
Pool	53.0
Swimming	52.6
Reading	51.9
Shelling	44.7
Visiting with Friends/Relatives	32.2
Fishing	28.5
Bars/Drinking Places	28.0
Boating	19.7
Bird Watching	15.8
Golfing	9.1

Satisfaction/Plan to Return



92.6% of Q4 2015 visitors plan to return to the area.

- Combined**
- Very Satisfied
 - Satisfied

Demographics

	Q4 2015
Average Age	53.1 years
Median Household Income	\$109,460

Charlotte Comments

- We just love the remoteness of the area.
- Peaceful, uncrowded, especially this time of year.
- Sharks' teeth.
- Heard and read articles about Port Charlotte area. Liked what was advertised.
- It's a get away from the norm.
- Safe and secure area. Lots to do. Great area for families.
- It's a nice little town with great dining options.
- Most beautiful sunsets in the world.
- Not long enough. Don't want to leave.
- The water here is so blue and beautiful and the weather is perfect.
- Friendly folks.
- Punta Gorda Airport.
- Came because I had never been here and wanted to experience it.
- Good price value.
- Convenience to golf, beach, and fishing.
- Relaxing. We have no daily agenda.

Charlotte Comments



Thank You!!

