

Charlotte County First Quarter 2016 Tourism

Presented to:

Charlotte Harbor

Visitor and Convention Bureau

Research Data Services, Inc.

June 3, 2016





First Quarter

January – March 2016

Key Visitor Metrics *(Jan. – Mar. 2016)*

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Estimated Number
of Visitors

- Q1 2015: 125,700 people (+1.3%)
- Q1 2016: 127,300 people

Estimated Direct
Expenditures

- Q1 2015: \$122,352,700 (+3.1%)
- Q1 2016: \$126,163,300

Total Economic
Impact

- Q1 2015: \$186,587,900 (+3.1%)
- Q1 2016: \$192,399,000

Key Visitor Metrics *(Jan. – Mar. 2016)*

(Overnight Visitors Staying in Charlotte County Commercial Lodgings)

Average Party Size

- 2015: 2.7 people
- 2016: 2.7 people

Average Length of Stay in Charlotte

- 2015: 6.6 nights
- 2016: 6.4 nights

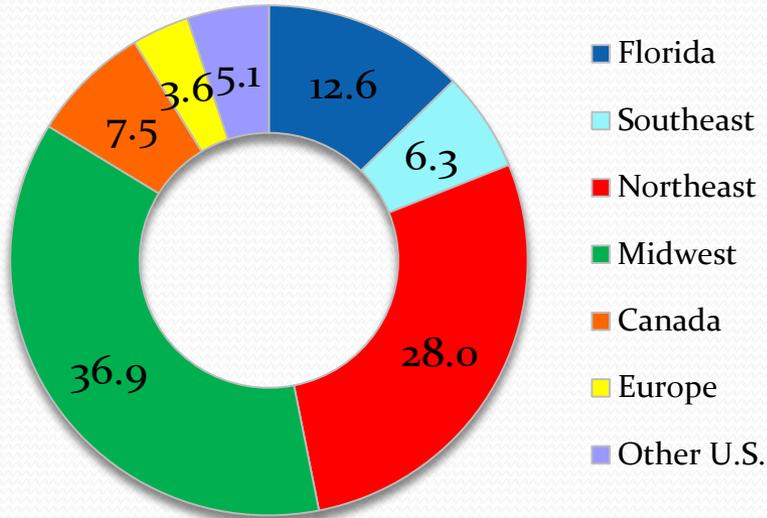
Average Party Budget

- 2015: \$2,628.10
- 2016: \$2,675.89

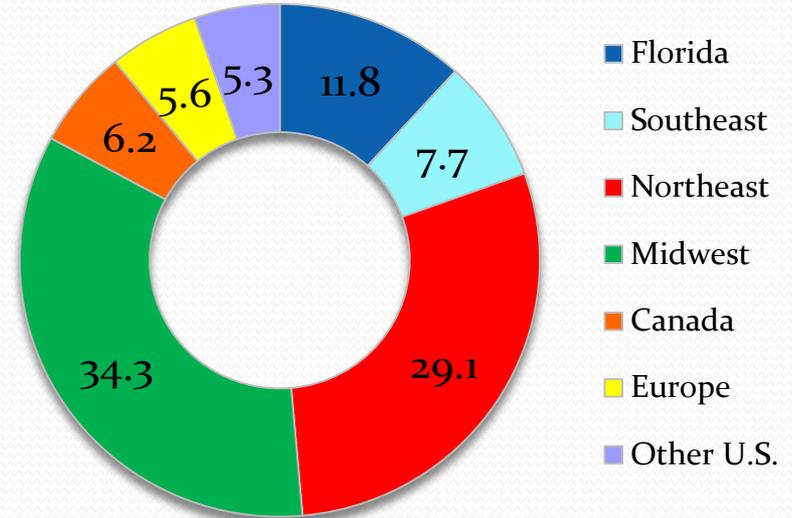
Visitor Origin Distribution

(Jan. – Mar. 2016)

Q1 2015



Q1 2016



Top Domestic DMA's

(Jan. – Mar. 2016)

	2015	2016
Chicago	4	1
Tampa/St. Petersburg	1	2
New York	5	3
Boston	2	4
Philadelphia	8	5
Hartford/New Haven	--	6
Flint/Saginaw	--	7
Grand Rapids/Kalamazoo	--	8
Greater Orlando Area	7	9
Cleveland	10	10
Providence/New Bedford	--	11

Destination Choice Factors

(Jan. – Mar. 2016) -- Volunteered Responses

	Q1 2015	Q1 2016
Friends/Family in Area	29.5%	22.9%
Gulf/Beach/Fossils	11.6	17.2
Previous Visit	18.6	16.6
Not Congested/Unspoiled	6.2	15.9
Exploring/Never Been	--	8.3
Recommendation/Word of Mouth	7.0	8.3
Affordable	8.5	7.6
Close to Home/Convenient	7.8	6.4
Weather	4.7	5.7
Hotel/Accommodations	--	5.7
Natural Beauty	--	5.1

Smith Travel Research Occupancy

	Charlotte County			
	Occupancy		ADR	
	2015 *	2016	2015 *	2016
January	71.1%	72.0%	\$87.86	\$98.36
February	86.4	85.7	126.17	137.32
March	86.0	82.1	133.55	143.55
Q1 Average	81.2%	79.9%	\$115.86	\$126.41

Purpose of Trip

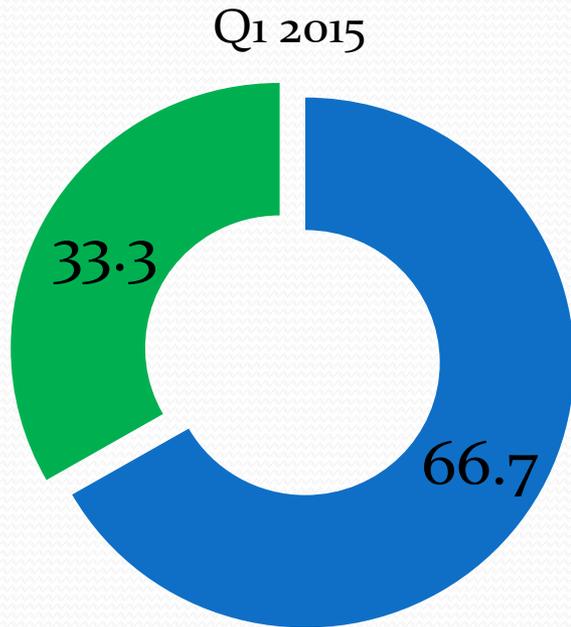
(Multiple Response)

	Q1 2015	Q1 2016
Vacation/Getaway	92.0%	93.1%
To Visit with Friends/Family	29.8	23.4
Family Events	9.6	10.4
Golf/Tennis Trip	9.3	7.6
A Fishing Trip	8.9	7.1
A Boating Trip	4.7	5.9
Eco/Nature Trip	5.7	5.3
A Kayaking Trip	5.3	3.9

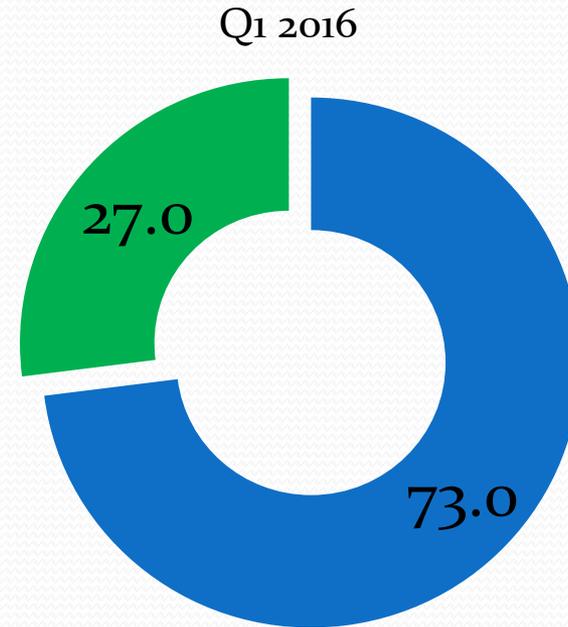
Types of Websites Consulted for Travel Information *(Multiple Response)*

	Q1 2015	Q1 2016
Destination Sites	45.8%	49.5%
Review/Rating Sites <i>(i.e., Trip Advisor, Yelp, etc.)</i>	46.6	48.0
Hotel Websites	50.6	46.1
Mapping Sites <i>(i.e., Map Quest, Google Maps, etc.)</i>	31.6	38.6
Booking Sites <i>(i.e., Travelocity, Expedia, etc.)</i>	38.2	37.9
Airline Websites	38.8	35.8
Restaurant Websites	25.0	28.1
Rental Car Websites	26.3	23.8
Daily Deal/Coupon Sites <i>(i.e., Groupon, Living Social, etc.)</i>	19.0	18.4
Social Networking Sites <i>(i.e., Facebook, Twitter, Pinterest, etc.)</i>	15.2	16.7

Booked on the Internet for Trip (Prompted)



■ Yes ■ No/Don't Know

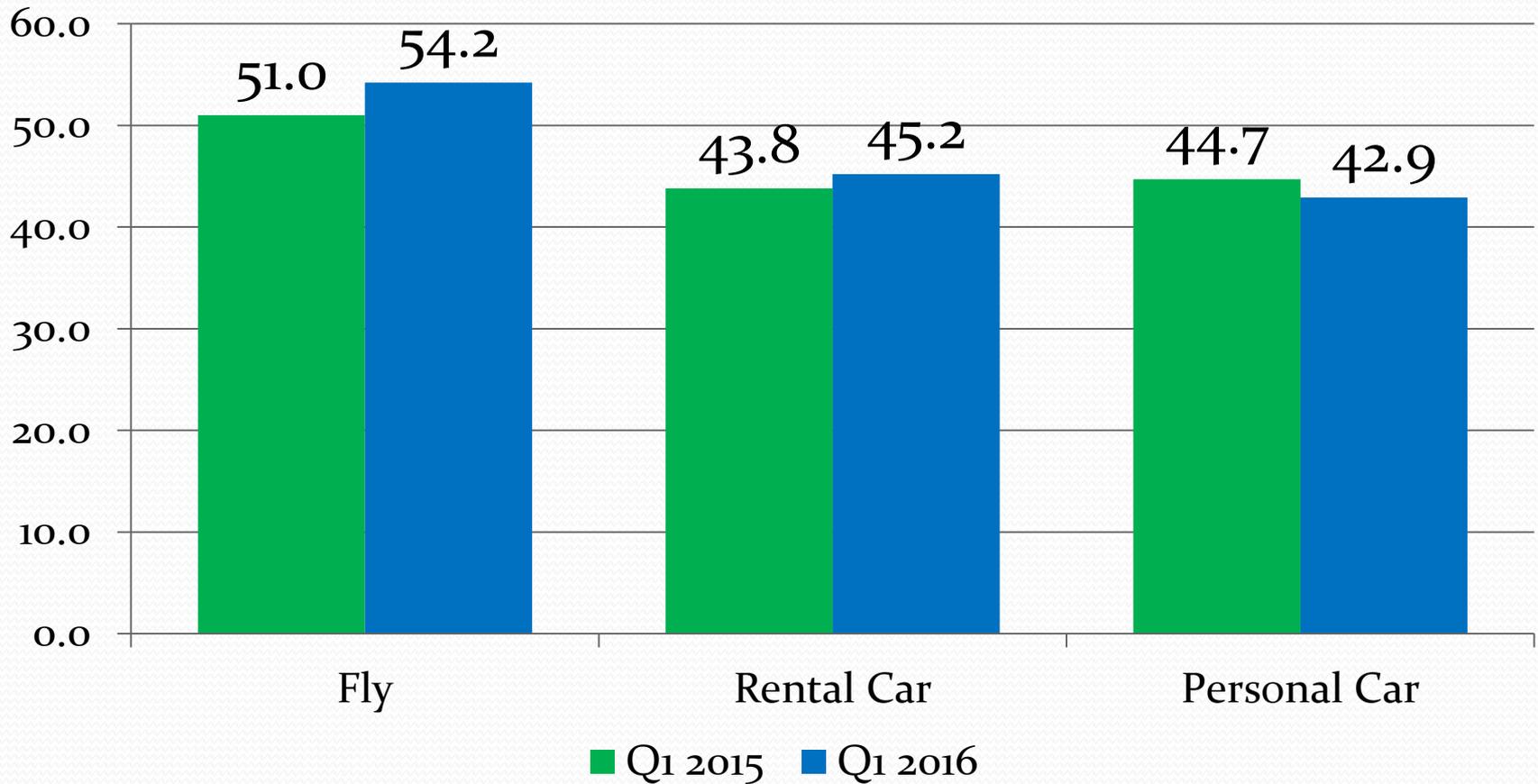


■ Yes ■ No/Don't Know

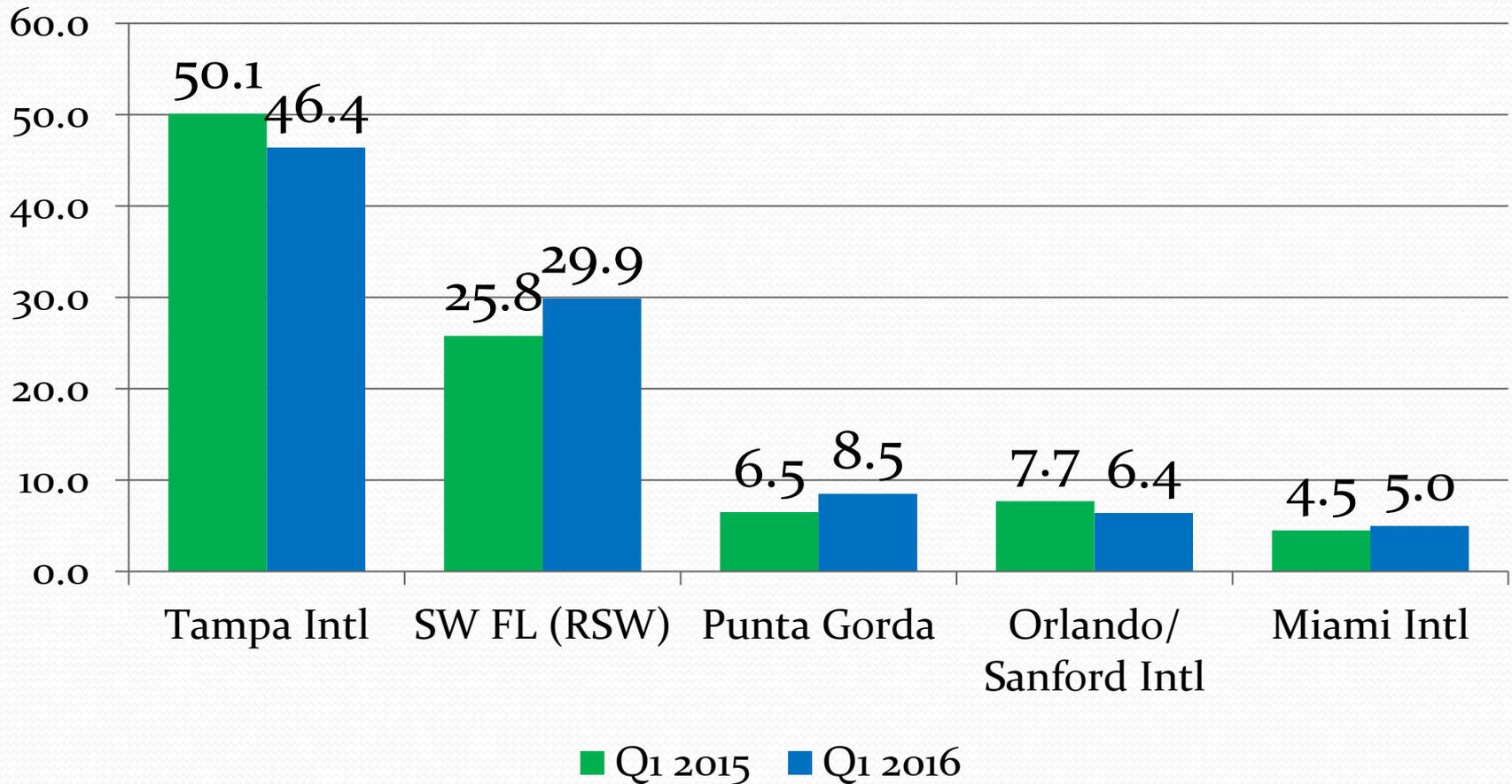
Charlotte Messaging

	Q1 2015	Q1 2016
Seen/Read/Heard Charlotte Message	45.5%	44.2%
Influenced (Base: Resp. who saw/read/heard msg.)	70.0	70.9

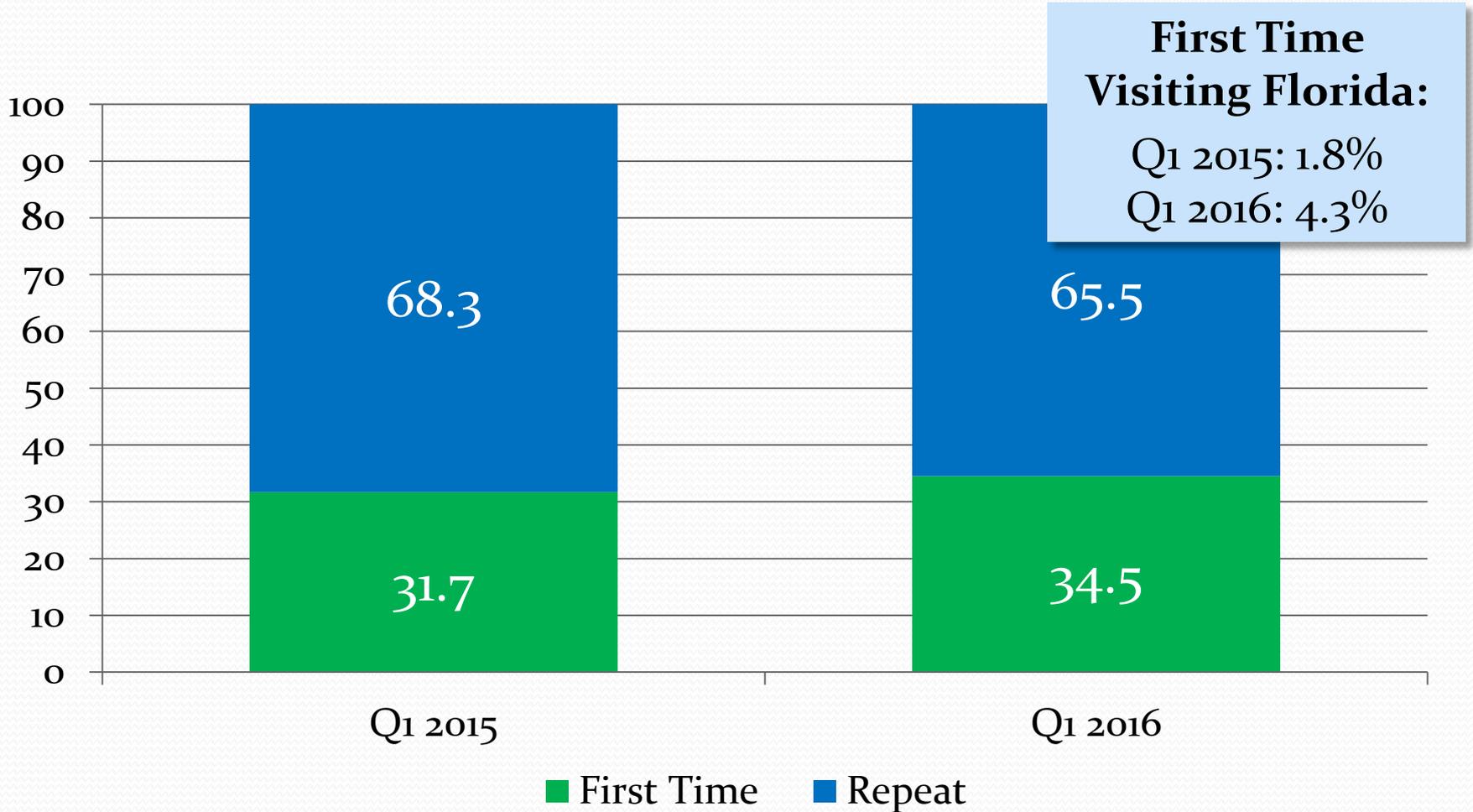
How Visitors Travel to Charlotte



Airports Deplanned *(Visitors who flew)*



Repeat Charlotte County Visitation

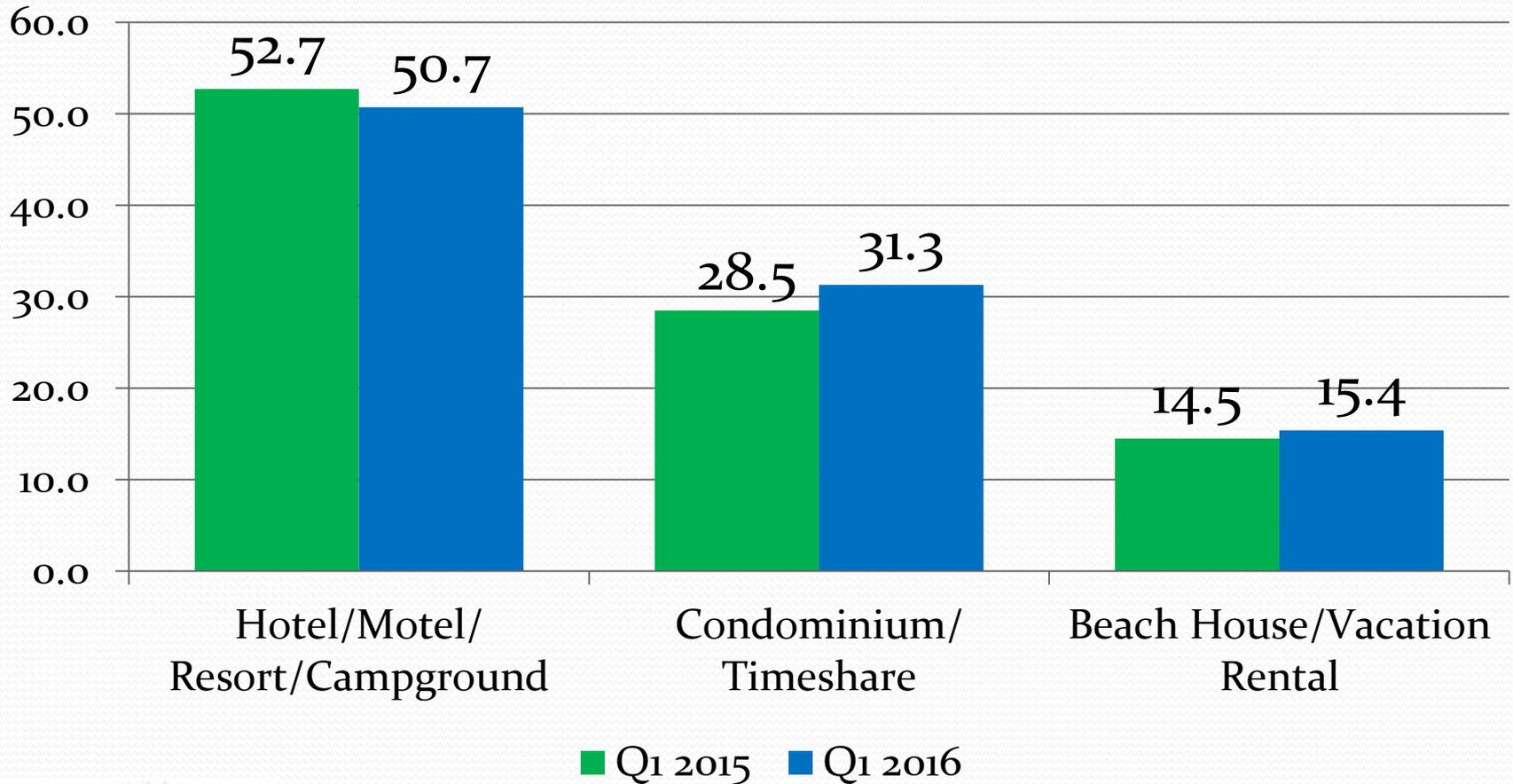


How First Learn About Charlotte

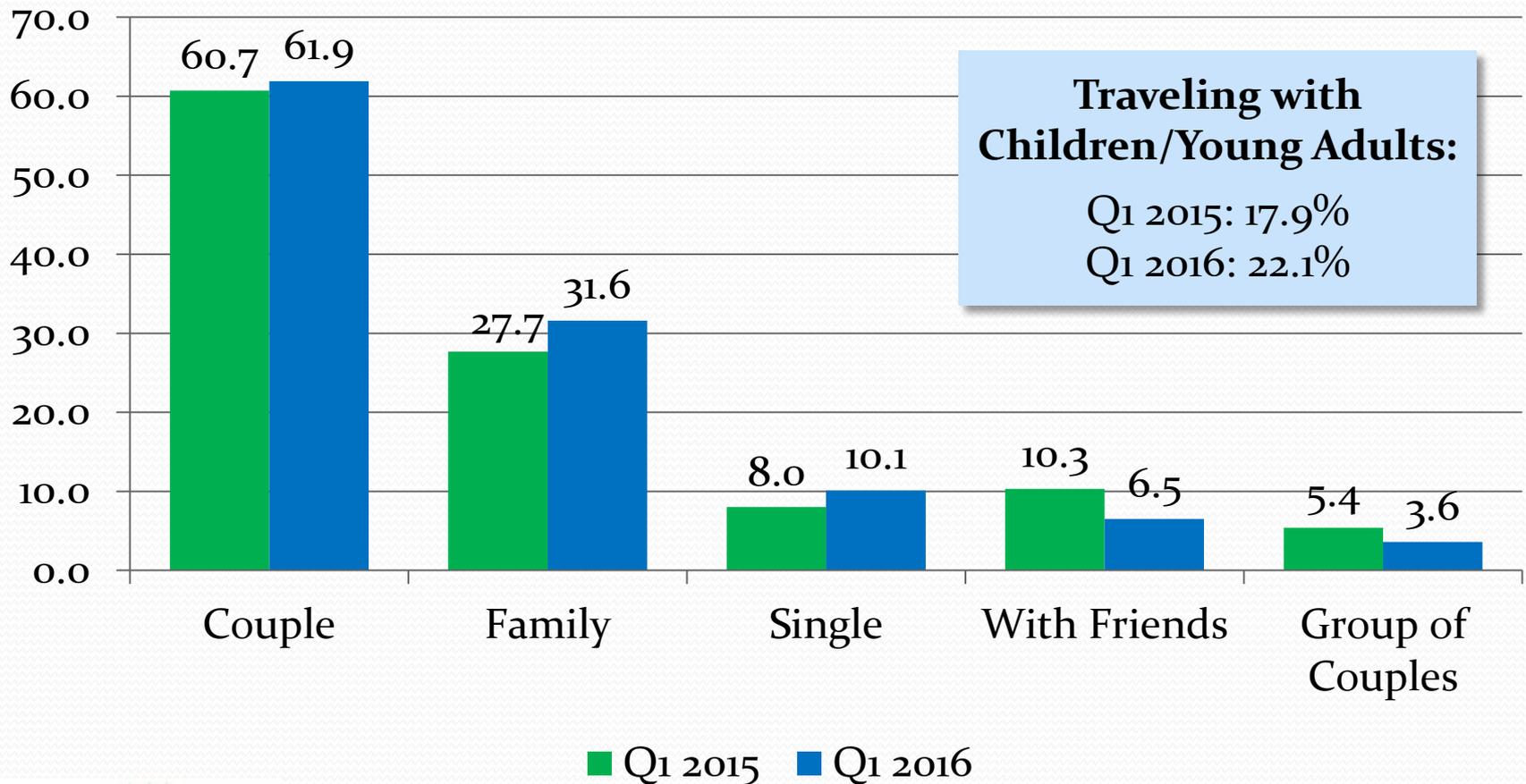
(Multiple Response)

	Q1 2015	Q1 2016
Recommendation	67.2%	65.4%
Internet	38.8	38.3
Brochure/Visitor Guide	20.2	20.7
Magazine/News Story	8.6	9.1

Type of Lodging Used



Party Composition *(Multiple Response)*



Activities Enjoyed in Area

(Multiple Response)

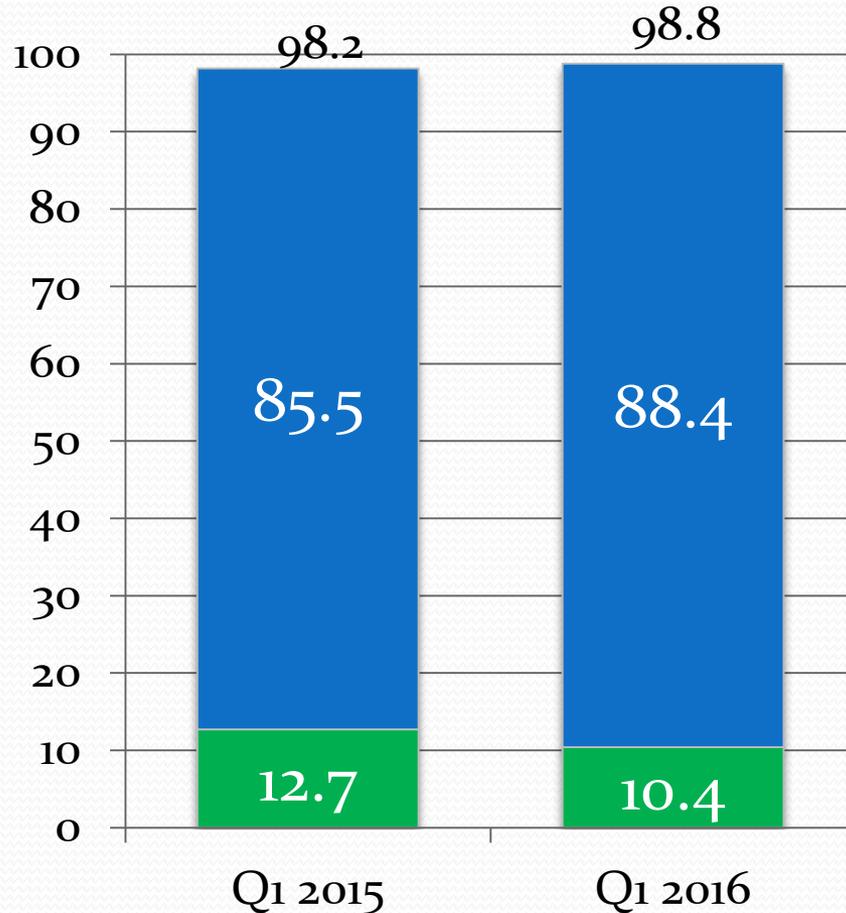
	Q1 2015	Q1 2016
Dining Out	88.4%	90.5%
Beach	84.2	86.2
Relaxing	80.4	75.0
Walking on the Beach	68.4	71.4
Pool	62.5	54.1
Swimming	53.4	50.0
Shopping	53.2	49.4
Reading	51.8	48.8
Shelling	42.4	48.3

Activities Enjoyed in Area (Continued)

(Multiple Response)

	Q1 2015	Q1 2016
Visiting with Friends/Relatives	34.6%	29.8%
Fishing	25.9	29.4
Wildlife/Environment	--	25.3
Bars/Drinking Places	22.3	23.4
Boating	17.9	22.8
Kayak/Canoe	--	17.9
Golfing	15.2	13.9
Spring Training Baseball	11.8	8.3

Satisfaction/Plan to Return



Plan To Return

Q1 2015: 92.1%

Q1 2016: 91.7%

Combined

■ Very Satisfied

■ Satisfied

Demographics

	Q1 2015	Q1 2016
Average Age	54.2 years	53.7 years
Median Household Income	\$97,630	\$100,901

Charlotte Comments

- A non-Spring Break experience.
- Great weather, friendly people, safe community, welcoming attitude.
- Can't believe I haven't been here before. Can't wait to come back.
- I have heard many positive reports from other boaters about the Charlotte Harbor area and their treatment of boaters.
- Quiet and very family oriented.
- The worst day here is better than the best day there.
- Laid back - no tourist traps.
- Love waterfront. Waves not too big. Good for swimming with kids.
- Untouched.
- Most relaxing and secluded area we've ever been to.
- Plenty of bike and walking trails. Easy drive to visit attractions.
- You can relax, enjoy nature, shop, or sightsee and it's all very close.
- Great food, fun, relaxing, and saw some good baseball.
- This is one of the best places on the West Coast of Florida to catch big fish.

Thank You!!

