

# Punta Gorda/Englewood Beach VCB Economic Impact & Visitor Tracking Report FY2024

October 2023 – September 2024



# Economic Impact

Visitor spending in FY2024 generated a  
total economic impact of

**\$1,260,293,200**

in Charlotte County

(+8.3% from FY2023<sup>1</sup>)

<sup>1</sup>FY2023 data have been updated to reflect new vacation rental data from AirDNA



# Direct Spending

Visitors who traveled to Charlotte  
County in FY2024 spent

**\$859,126,400**

in Charlotte County on accommodations,  
restaurants, groceries, transportation,  
attractions, entertainment, and shopping

(+8.3% from FY2023<sup>1</sup>)

<sup>1</sup>FY2023 data have been updated to reflect new vacation rental data from AirDNA



# Visitors

Charlotte County attracted

**1,146,000**

visitors in FY2024

(+4.1% from FY2023<sup>1</sup>)

<sup>1</sup>FY2023 data have been updated to reflect new vacation rental data from AirDNA



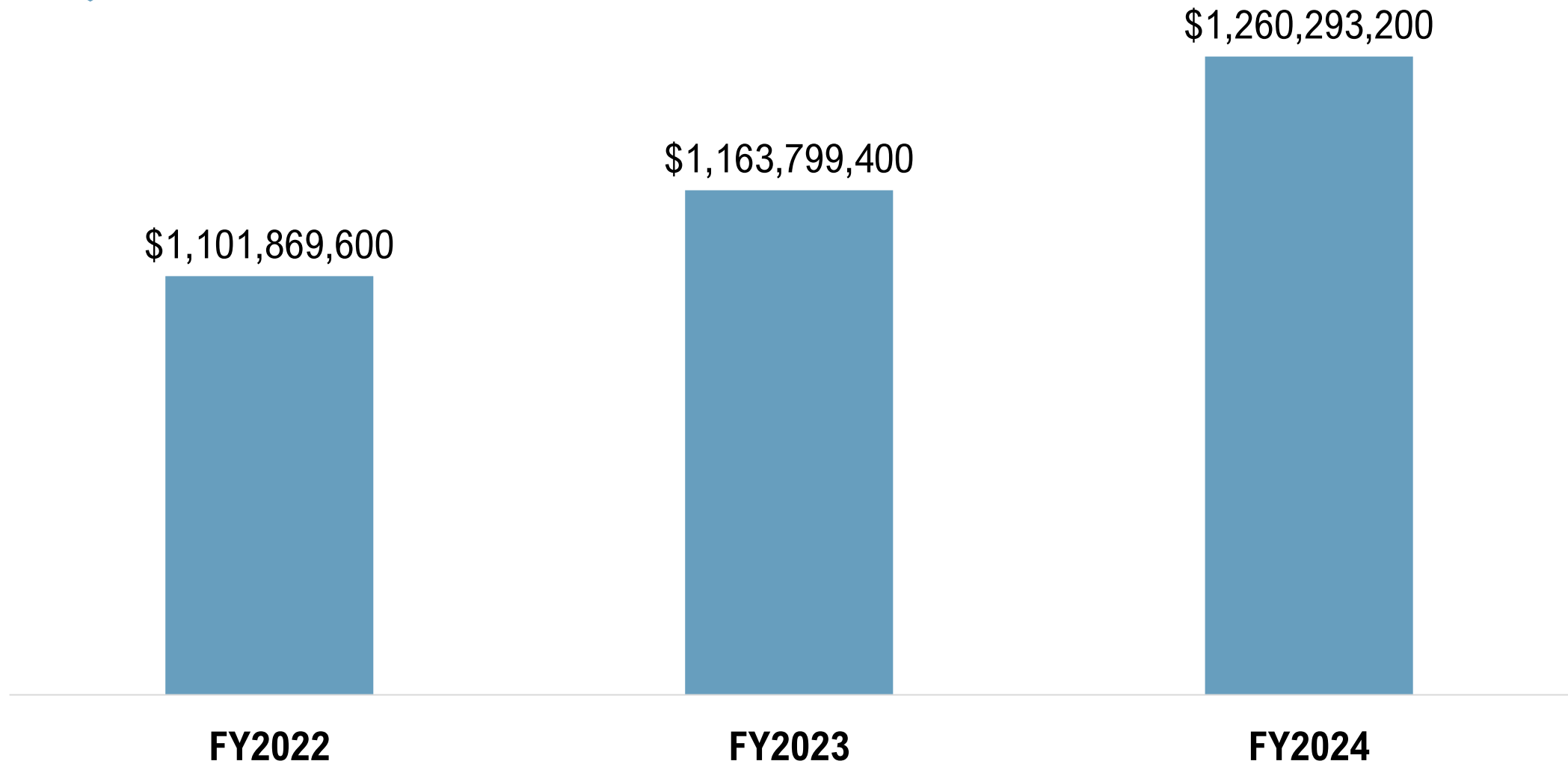
**PUNTA GORDA  
ENGLEWOOD BEACH**  
The Charlotte Harbor Gulf Island Coast



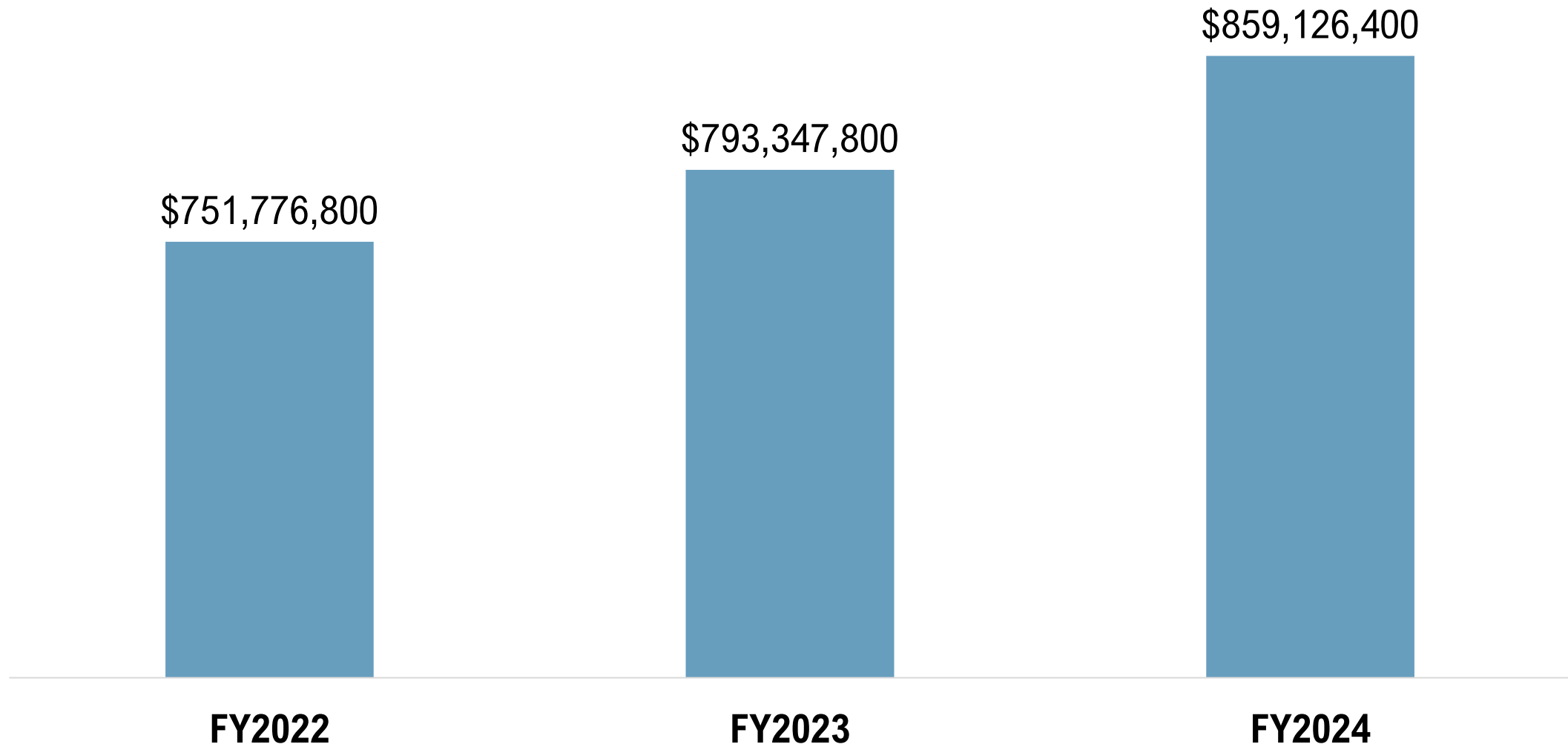
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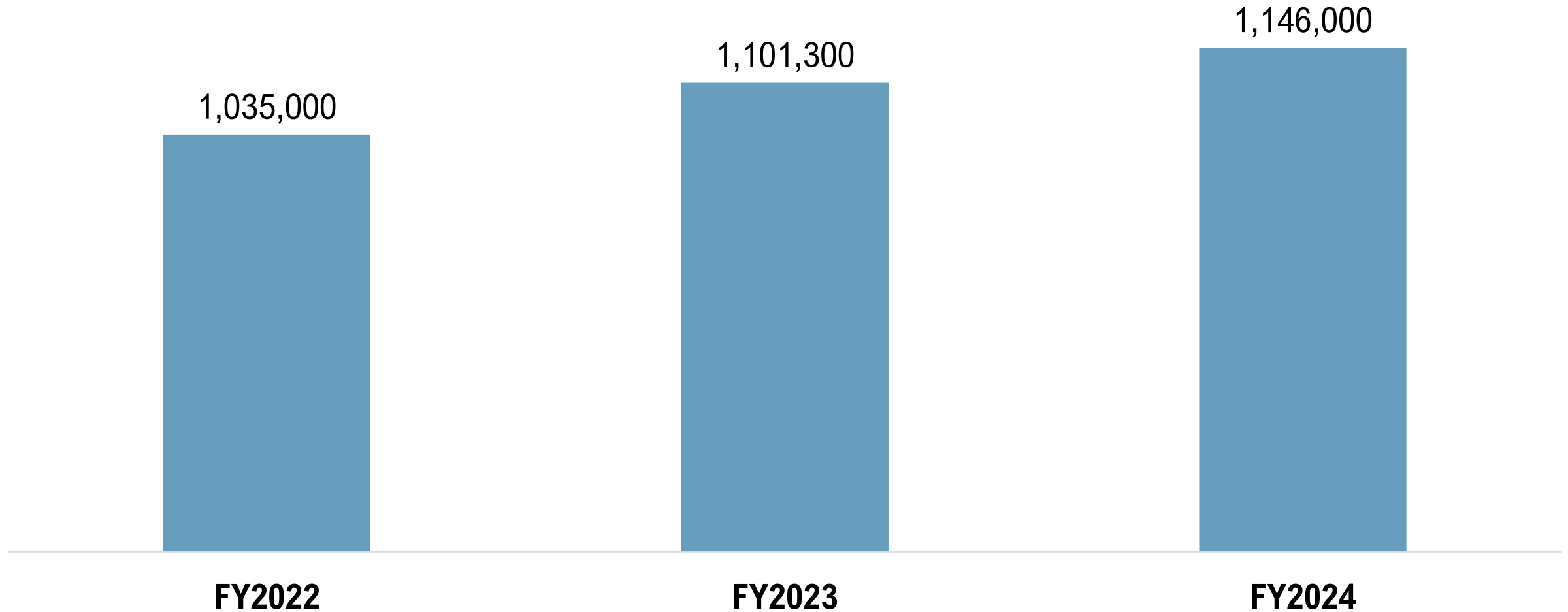
# Economic Impact - 3 Year Trend<sup>1</sup>



# Direct Spending - 3 Year Trend<sup>1</sup>



# Number of visitors in the last 3 years<sup>1</sup>





# Jobs & Wages

Tourism in Charlotte County supported

**12,800**

local jobs in FY2024, generating

**\$390,435,800**

in wages and salaries





# Net Tax Benefit\*

Visitors in FY2024 generated a  
net tax benefit of  
**\$35,139,700**  
to Charlotte County government

\*Charlotte County government tax revenue generated by visitors  
minus the cost to Charlotte County government for servicing visitors





# Household Savings

Visitors to Charlotte County save local residents

**\$1,078**

per household in taxes every year



# FY2025: Year to Date

Visitors: **568,900 (+1.0%)**

Spending: **\$500M (+1.3%)**

Rest of Year Forecast





# Questions?



# Punta Gorda/Englewood Beach Visitor & Convention Bureau

Sports Tourism Overview

# Core Functions



Marketing & Promotions



Sports, Meetings, & Leisure Sales



Media & Public Relations



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# Sports Tourism

## Impact

- \$128 Billion Nationwide
- Florida = #1 Destination for sports tourism (2024)

## Since FY 2021

- 200 sporting events hosted in Charlotte County (27 events cancelled due to recent hurricanes)
- \$156.7 million economic impact
- Over 100,000 hotel room nights



# Sports Tourism

## USA BMX Florida State Championships

- 791 racers + 2,373 family members
- 2,534 hotel room nights
- \$2.9 million economic impact
- Local sales taxes: \$17,923
- Local bed taxes: \$23,946
- Other local taxes: \$27,463
- 1.2 million social media reach on FB, IG and X



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# Sports Tourism

## United Soccer Association Championships

- 3,700 attendees (includes family members)
- 915 hotel room nights
- \$1.5 million economic impact
- Local sales taxes: \$8,988
- Local bed taxes: \$8,645
- Other local taxes: \$13,920





# Sports Tourism

## Destination Athletes Centennial Invitational

- 452 swimmers, 44 coaches & 860 family members
- 1,385 hotel room nights
- \$1.8 million economic impact
- Local sales taxes: \$10,655
- Local bed taxes: \$17,241
- Other local taxes: \$16,320



# Sports Sales

## World Pickleball Tournament

- 860 attendees (includes family members)
- 542 hotel room nights
- \$642K economic impact
- Local sales taxes: \$3,783
- Local bed taxes: \$6,750
- Other local taxes: \$5,915



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# Sports ROI

## Event economic impact calculator

- Industry standard module from Destinations International
- Tailored to our specific destination
- Provides apples to apples comparison





# Additional Benefits of Sports Tourism

- Entertainment value for local residents = increase quality of life
  - Waterfest, Snowbird Baseball Classic, BMX National, World Pickleball Tournament
- Opportunities for local sports leagues to participate without the cost of travel
- Can serve as initial exposure to future leisure visitor and/or future resident/business owner

# QUESTIONS?