

HALIFAX AREA QUARTERLY VISITOR PROFILE ADJUSTED INTERVIEW METHODOLOGY

In response to concerns about willingness of respondents to participate in a phone interview, we have adjusted our interview methodology for third (April-May-June) and fourth (June-July-August) quarter visitor profiles. Third quarter was completed, and we are currently conducting fourth quarter interviews using this method.

Selected respondents now are offered three different ways to complete the interview:

- a. Telephone interview during first phone call
- b. Telephone interview by appointment
- c. Link is provided to complete the interview, on line, by a specific deadline. Reminder emails and phone calls are accomplished, as necessary

Quarterly Visitor Profile

April – May – June - 2023

Prepared for Halifax Area Advertising Authority

By:

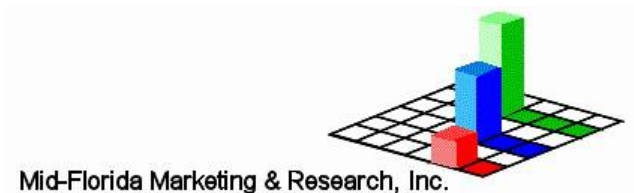
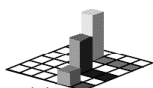


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Out of State Visitors

For 56% of out of state visitors, this was their first visit to Daytona Beach; of the repeat visitors, 43% had made more than one visit during the past five years.

And 21% had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	2023 % Said	2022 % Said
Beach	78	74
Close to home	69	71
Weather	57	60
Been to Daytona Beach before	42	46
Family & Friends in area	40	38
Speedway events	23	21
Cultural events/entertainment	13	2
Jeep Beach	13	11
Business	11	14
Golf	8	12
Time share deal/offer	7	11
Meeting/Convention/Organized Sports Competitions	7	3
Close to attractions	5	7
Food	5	4
Fishing	3	Tr.

Visitors recall ads for the area in:

Medium	2023 % Recall	2022 % Recall
Google Search	63	61
Online	41	39
Social Media	29	27
YouTube	15	11

Media Engagement & Frequency of Use When Planning a Vacation (Versus 2022 in Parentheses)

Medium	% Always	% Frequently	% Seldom	% Never
Destination Website	66 (76)	29 (22)	4 (1)	1 (3)
Search Engine (Google, etc.)	20 (18)	76 (72)	2 (7)	2 (3)
Social Media (Facebook, Instagram, etc.)	20 (17)	38 (30)	31 (29)	11 (24)
Videos Showing The Destination	19 (12)	28 (15)	47 (70)	6 (3)
Destination Visitors' Guide	15 (11)	21 (26)	57 (53)	7 (10)
Magazines	15 (11)	8 (9)	67 (73)	10 (7)
Blogs/Online Content	13 (11)	12 (8)	59 (71)	16 (10)

87% said they used the Internet in planning their visit to Daytona Beach.

61% said they used the Internet in choosing a place to stay in Daytona Beach

81% said they used the Internet for other purposes in planning their vacation:

Purpose	% Used
Finding general area information	91
Discover area activities & attractions	72
Research events	71
Lodging information	63
Flight information/reservations	19
Travel directions/maps	13
Research dining options	11
Car rental information/reservations	7

Travel Websites used by out of state visitors:

Travel Website	% Used
Trip Advisor	64
Expedia	28
Travelocity	16
Yahoo Travel	9
Kayak	7

84% had made their destination choice when they used those websites for research:

Visitors (generally) use travel websites to:

Purpose	% Used
Research flights and flight prices	83
Research hotels	78
Book airline tickets	71
Book hotels	51
Research AirBnB, etc.	11
Find packages	8
Buy packages	6

Out of state visitors Airlines used:



Airline	% Used
Any out of my area	74
Delta	62
American	33
Southwest	27
Jet Blue	11
United	8

69% use a mobile device to research, plan or book travel.

33% use social media

Social Media used:

Medium	% Use
Facebook	88
Instagram	46
Twitter	22
TikTok	12
Pinterest	10
Reddit	9

Social Media use for travel/vacation ideas:

Medium	% Use
Facebook	46
Instagram	21
Twitter	17
TikTok	16
Reddit	9
Pinterest	5

83% of out of state visitors take more than one vacation a year.

They visit: (respondents gave more than one answer)

Destination	% Visit
No usual destination	76
Caribbean cruises	62
Beaches in general	48
Florida in general	47
Southeast (GA, SC, NC, etc.)	32
Gulf/West Coast of Florida	29
East Coast of Florida	24
Other areas outside US	19
Northeast (NY, NJ, New England, etc.)	16
Europe/Med	13
CA/AZ	7
Mountains in general	8
Hawaii	5
Canada	5
West (except CA, AZ)	4
Mexico	3
Other areas in US	3

82% have taken a warm weather destination vacation in the past five years.

Destination	% Visited
Florida	62
Caribbean cruise	58
Other US	41
Europe/Mediterranean	17
Other outside US	12
California	10
Hawaii	8
Mexico	2

40% came to Daytona Beach for an event

Travel Party:

Companion	%
Friends	39
Spouse/Partner	38
Children	12
Extended Family	11

The vacation was for:

Traveler	%
Couple	34
Friends	29
Self	24
Children	13

Average party size for visitors from outside Florida was 2.5

Average number of adults (over 18) was 2.2

8% traveled with teenagers

7% traveled with children younger than 12

Other reasons visitors from out of state travel:

Purpose	% Said
To meet a cruise ship	53
Special events	35
Government/corporate business	25
Meeting/convention	21
Sports Participation	17
Family Reunion	7

18% of out of state visitors arrived by plane

93% landed in Daytona Beach; of the others, 3% said landing elsewhere was inconvenient.

For 95% Daytona Beach was the primary destination for the trip.

Out of state visitors chose their destinations an average of 5-6 weeks in advance.

They were away from home an average of 7 nights

They were in Daytona Beach an average of 5.8 nights

Their immediate party spent \$320 per night in Daytona Beach, without accommodation.

92% had advance reservations for accommodation.

Accommodation reservations were made an average of 21 days in advance.

43% used an online travel site to help plan their trip

82% did not use any type of travel agent

While in the Daytona Beach area visitors from outside of Florida:

72% found it as expected
12% found it less expensive
16% found it more expensive

23% took advantage of a room with some type of cooking facility

22% paid to drive/park on the beach

25% paid to park in a beachside parking garage

87% agree the beach was clean and beautiful

93% agree there were plenty of activities/things to do

80% agree Daytona Beach is the ideal vacation destination for a family

81% agree Daytona Beach is a good value for the money spent

92% agree the beach was easy to access from their hotel

11% agree playing golf was important to their vacation in Daytona Beach

82% agree Daytona Beach is a family oriented community

12% agree being near tourist attractions was important

100% agree being within a day's trip from home was important

9% agree being able to drive on the beach was important

73% agree Daytona Beach was highly recommended by friends before they arrived

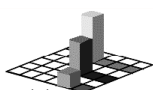
95% agree Daytona Beach was very welcoming to visitors and tourists

66% agree Daytona Beach is a good place to get some peace and quiet

81% agree Daytona Beach was so enjoyable they will definitely return

8% agree on pleasure trips they usually play golf

40% agree they generally prefer beach destinations



- 22% agree on pleasure trips they usually stick to a budget when eating out
- 41% agree on pleasure trips they generally prefer beach destinations
- 24% agree they have paid to park near the beach at other destinations
- 29% agree they have paid access fees on other beach vacations
- 39% agree on pleasure trips they like to return to familiar places
- 16% agree they often travel with children
- 84% agree they often travel with friends or meet them at their destination
- 94% agree on pleasure trips they look for escape, relaxation and change of scenery

On pleasure trips out of Florida visitors like to book: (respondents gave more than one response)

Property Type	% Favor
Branded Hotels	92
Oceanfront hotels	67
Resort style hotels	65
Economical hotels/motels	11
Timeshare/Timeshare exchanges	11
Vacation homes/AirBnB, etc.	7
Condominiums	2

On the most recent trip visitors from outside Florida:

Activity	% Participated
Beach	92
Daytona International Speedway	73
Tanger Outlets	57
Visiting Family/Friends	51
Special Events/Activities	48
One Daytona	38
Ocean Walk	34
Miniature Golf	29
Beach Street	23
Water activities	15
St. Augustine	14
Flea Market	9
Boardwalk/Pier	8
Daytona Lagoon	8
Ponce Inlet Lighthouse	8
Business Meetings	8
Golf	6
Volusia Mall	6
Kennedy Space Center	4
DB Racing & Card Club	4
Sea World	3
Art & Cultural Places	3
Disney World	3
Universal Studios	2

49% of respondents were female

Occupations of Visitors from Out of State:

Occupation	%
Mid-Range white collar	35
Professional/Self Employed	23
Skilled Labor	16
Semi-skilled labor	11
Retired	8
Military	7

Average age was 52

68% were married

Average Household Income Ranges:



Income Range	%
\$35,000-49,000	16
\$50,000-74,999	34
\$75,000-99,999	21
Above \$100,000	12
Refused	17

Median household income was \$75,000

Ethnicity:

Ethnic Group	%
Caucasian	78
African-American	13
Hispanic	8
Asian	1

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In State Visitors

For 54% of Florida visitors, this was their first visit to Daytona Beach; of the repeat visitors, 48% had made more than one visit during the past five years.

And, 37% had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	2023 % Said	2022 % Said
Close to Home	92	90
Beach	74	76
Weather	73	68
Family/friends in area	52	51
Speedway Events	39	28
Been to Daytona Beach before	35	48
Jeep Beach	21	22
Cultural event/entertainment	12	7
Business	12	9
Timeshare deal/offer	11	15
Golf	9	11
Food	6	Tr
Meeting/Convention/organized sports competition	8	Tr
Fishing	Tr	Tr

Visitors recall ads for the area in:

Medium	2023 % Recall	2022 % Recall
Google Search	48	42
Online	34	29
Social Media	21	16
YouTube	11	7

Media engagement and frequency of use when planning a vacation: (versus 2022 in parentheses)

Medium	% Always	% Frequently	% Seldom	% Never
Destination Website	73 (69)	24 (25)	3 (6)	0 (0)
Search Engine (Google, etc.)	36 (29)	49 (59)	11 (11)	4 (1)
Magazines	18 (17)	12 (16)	50 (36)	20 (31)
Social Media (Facebook, Instagram, etc.)	28 (15)	48 (24)	19 (29)	6 (32)
Videos Showing The Destination	18 (11)	11 (Tr)	19 (9)	52 (89)
Destination Visitors' Guide	17 (10)	11 (22)	43 (35)	29 (33)
Blogs/Online Content	14 (9)	19 (12)	41 (55)	26 (24)

82% used the Internet to plan their trip to Daytona Beach

35% used the Internet to choose a place to stay in Daytona Beach

63% used the Internet for other purposes regarding their trip to Daytona Beach (Respondents gave more than one answer)

Purpose	% Used
Finding general information about the area	78
To discover activities and attractions of the area	74
Research events	55
Lodging information/reservations	49
Traveling directions and maps	29
To research dining options	17

Travel websites used by Florida visitors:

Travel Website	% Used
Trip advisor	57
Expedia	43
Travelocity	19
Kayak	9
Yahoo Travel	Tr

81% had made their destination choice when they used the websites for research

Florida visitors (generally) use Travel Websites for:

Purpose	% Use
Research flights and flight prices	81
Book airline tickets	73
Research hotels	69
Book hotels	56
Research AirBnB, etc.	13
Research timeshare options	12
Find packages	9
Buy packages	5

Airlines used by Florida visitors (for other trips):

Airline	% Use
Any & all out of my area	84
Delta	67
Southwest	33
American	24
Spirit	23
Allegiant	21
Jet Blue	9
United	6

51% use a mobile device to research, plan or book travel

63% use Social Media

Social Media use:

Medium	% Use
Facebook	78
Instagram	47
Twitter	17
Tik Tok	11
Reddit	9
Pinterest	6

Social Media Used for Vacation Ideas

Medium	% Use
Facebook	56
Instagram	39
Twitter	15
Reddit	9
Tik Tok	9
Pinterest	6

84% of Florida visitors take more than one vacation a year.

They visit (respondents gave more than one answer):

Destination	% Visit
Florida in general	79
Caribbean/Cruises	64
Beaches in general	48
Gulf/West Coast of Florida	51
Southeast in general (GA, NC, SC, etc.)	29
East Coast of Florida	24
Mountains in general	20
Northeast in general (NY, NJ, New England, etc.)	15
Europe/Mediterranean	12
CA/AZ	7
West in general (w/o CA/AZ)	7
Canada	4
Hawaii	4
Mexico	Tr

73% of the Florida visitors have taken a vacation in another warm weather destination in the past 5 years.

They chose:

Destination	% Chose
Florida	83
Caribbean/Cruises	69
Other outside the USA	15
Other in the US	14
Europe/Med	11
California	9
Hawaii	6
Mexico	Tr

54% of Florida visitors report coming to Daytona Beach for a special event.

Travel party:

Companion	%
Spouse/partner	47
Friends	32
Extended Family	9
Family/Children	12

Vacation was for:

Traveler	%
Couple	27
Friends	33
Family	16
Self	24

Average party size was 3.9

Average number of adults over 18 was 3.1

4% traveled with teenagers

3% traveled with children

Other reasons Florida visitors travel:

Purpose	% Said
To meet a cruise ship	63
Special event	54
Government/company business	16
Family reunion	11
Sports	9
Convention/Trade show	7

100% of Florida visitors arrived by auto.

100% of Florida visitors said their main destination for this trip was Daytona Beach.

Average advance time for choosing the destination was 3-5 weeks.

Florida visitors spent an average of 5 nights away from home and an average of 5 nights in Daytona Beach.

Their immediate party spent an average of \$336 per night in Daytona Beach (without accommodation).

86% of the Florida visitors made advance accommodation reservations.

They booked an average of 14 days in advance.

29% used an online travel site to plan this trip

89% didn't use any professional help to plan this trip.

While in Daytona Beach Florida visitors:

75% found it about what I expected.

10% found it less expensive than expected.

15% found it more expensive than expected.

22% took advantage of a room with some sort of cooking facility.

21% paid to drive/park on the beach.

24% paid to park in a beachside parking garage.

80% agree the beach was clean and beautiful.

94% agree there were plenty of activities/things to do.

82% agree the area is the ideal vacation destination for a family.

91% agree the area is good value for money spent.

76% agree the beach was easy to access from their hotel.

9% agree playing golf was important during this visit to Daytona Beach.

85% agree Daytona Beach is a family oriented community.

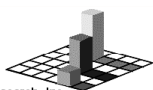
5% agree being near attractions was important.100

100% agree Daytona Beach being within a days drive was important.

6% agree being able to drive on the beach was important.

75% agree Daytona Beach was highly recommended by friends before coming.

96% said Daytona Beach was very welcoming to visitors and tourists.



68% agreed Daytona Beach is a good place to get peace and quiet.

87% agreed Daytona Beach was so enjoyable they will definitely return.

9% agreed they usually play golf on pleasure trips.

20% agreed they usually stick to a budget when eating out.

54% agreed they generally prefer beach destinations.

25% agree they have paid to park near the beach in other destinations.

67% agree they like to return to familiar destinations.

10% agree they often travel with children on pleasure trips.

89% agree they often travel with friends or meet them at the destination.

96% agree on pleasure trips they look for escape, relaxation, change of scenery.

On pleasure trips Florida visitors like to book: (respondents gave more than one response):

Property Type	% Favor
Branded hotels	89
Oceanfront hotels	78
Resort style hotels	44
Timeshare/timeshare exchange	12
Economic hotels/motels	11
Vacation homes/AirBnB, etc.	10
Condos.	4

While in Daytona Beach visitors from Florida:

Activity	% Participated
Beach	89
Daytona International Speedway	61
Tanger outlets	54
One Daytona	45
Special events/activities	42
Ocean Walk	33
Beach Street	31
Flea Market	36
Ocean Walk	27
Beach St	25
Miniature Golf	22
Boardwalk/pier	18
Water activities	15
Ponce Inlet Lighthouse	12
Daytona Lagoon	11
Water activities	11
Golf	9
Volusia Mall	6
Arts/culture places	6

51% of the respondents were male.

Occupation	%
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Mid-range white collar	33
Semi-skilled labor	19
Skilled labor	16
Professional/self employed	21
Retired	8
Refused	3

Average age was 47

69% were married

Average Household Income Ranges:

Income Range	%
\$35,000-49,000	9
\$50,000-74,999	43
\$75,000-99,999	30
\$100,000 +	11
Refused	7

Median household income for Florida residents was \$77,000

Ethnic Group	%
Caucasian	80
African-American	11
Hispanic	7
Asian	2

72% of all respondents stayed in Daytona Beach hotels.

17% of all respondents stayed in Daytona Beach Shores hotels.

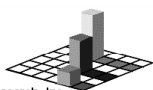
11% of all respondents stayed in Ormond Beach hotels.

Net promoter score:

Out of State Residents 72 (80-8)

Florida Residents 79 (83-4)

Origin Markets



53% Florida
 8% Georgia
 4% Ohio
 4% North Carolina
 4% Illinois
 3% Michigan
 3% New York
 2% Indiana
 2% Massachusetts
 2% Pennsylvania
 2% Texas
 2% New Jersey

United States 96%

1% Ottawa

3% Europe various

Florida Visitors (by percent of Florida total)

34% Orlando (Daytona Beach, Melbourne, Leesburg, Ocala, Villages)
 22% Tampa/St. Petersburg (Clearwater, Sarasota, Lakeland, Winter Haven)
 15% Miami, Fort Lauderdale, The Keys
 11% Jacksonville
 9% West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
 4% Gainesville
 2% Tallahassee
 2% Ft. Myers/Naples
 Tr. Panama City
 Tr. Pensacola, Ft. Walton Beach