

DAYTONA BEACH VISITOR PROFILE

April 2018



Prepared for The Halifax Area Advertising Authority

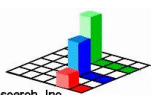
By:



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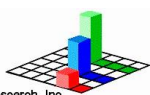
OUT OF STATE VISITORS

April, 2018 Daytona Beach Visitor Profile

- ◆ For 40% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 90% of the repeat out of state visitors have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 54% of the repeat out of state visitors have stayed in the same lodging before.

REASONS FOR OUT OF STATE VISITORS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Beach	77
Weather	70
Been to Daytona Beach before	56
Family/friends in the area	41
Competitive arts	19
Family Spring Break	18
Close to home	17
Close to major attractions	16
Personal event/other	16
Business	13
Speedway	13
Meeting/convention	12
Timeshare deal	12
Golf	11
Stopover/going elsewhere	5

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	76
Magazines	32
Saw no ads	27
Brochures	24
Television	11
Newspapers	8
Billboards	1



- ◆ 45% of the out of state visitors asked for information before coming.
- ◆ 73% used the Internet to plan their trip to Daytona Beach.
- ◆ 71% used the Internet to choose a place to stay.
- ◆ 60% used the Internet to make reservations.
- ◆ 75% used the Internet for other purposes regarding this trip to Daytona Beach such as: finding general information about the area, lodging information/reservations, traveling directions/maps, car rental information/reservations, and/or flight information/reservations.

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:	2018 %
Google	61
Trip Advisor	60
Expedia	47
Travelocity	45
Hotels.com	16
Yahoo Travel	15
None	10
Orbitz	7
Kayak	6
Travel.com	5
Cheap Flights	3
Priceline	3

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	81
Research flights and prices	80
Book hotels	65
Book airline flights	64
Find packages	19
Buy packages	3

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	55
Google	50
Various hotel chains	50
Expedia	42
Travelocity	38
Hotels.com	30
Priceline	9
Yahoo Travel	9
Hotwire	7
Orbitz	7
Kayak	3
Travel.com	3

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	60
Delta	40
American	15
Jet Blue	15
Southwest	6

- ◆ 80% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 96% to talk about activities/vacations.
- ◆ 24% of the out of state visitors use Twitter.
- ◆ 70% of the out of state visitors take more than one vacation per year.

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2018 %
Summer	85
Spring	85
Winter	70
Fall	35

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	81
No usual destination	74
Other areas in the USA	40
Caribbean	32
Beaches in general	30
N.E. in general (NY, NJ, New England, etc.)	25
S.E. in general (GA, SC, NC, etc.)	20
Other areas outside the USA	19
Mountains in general	17
Hawaii	9
CA/AZ	8
West in general (excluding CA/AZ)	7
Mexico	Tr.

- ◆ 89% of the out of state visitors have taken another warm weather vacation in the past five years.

OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:	2018 %
Florida	94
Other areas inside the USA	70
Caribbean/Cruises	48
CA/AZ	24
Other Areas outside the USA	23
Hawaii	12
Myrtle Beach	1
Mexico	Tr.

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	49
Family	19
Friends	17
Self (single)	9
Wife	5
Husband	1

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	39
Family	32
Friends	18
Self (single)	11

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	75
Spring	50
Summer	49
Winter	22
Fall	2

- ◆ The average party size for out of state visitors was 3.4.
- ◆ 10% of out of state visitors traveled with children age 12 and younger.
- ◆ 12% of out of state visitors traveled with teenagers.
- ◆ 40% traveled with friends/relatives; 45% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 26% said government/company business, 18% said convention/trade show, and 35% said to meet a cruise.
- ◆ 33% of out of state visitors traveled by air and 67% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 71% landed in Daytona Beach.
 - 27% landed in Orlando/Sanford.
 - 2% landed elsewhere.
- ◆ 3% of the out of state visitors that flew into Orlando said that it was inconvenient.

THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:	2018 %
Daytona Beach	84
Florida in general	6
Orlando	7
East coast of Florida in general	3
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 7.1.
- ◆ The average number of days spent in Daytona Beach was 5.6.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$180.
- ◆ 90% of the out of state visitors made advanced reservations, with the average time in advance being between one to two months.
- ◆ 30% of out of state visitors did not use a professional travel service.
 - 59% used an Internet travel service.
 - 10% used a travel agent.
 - 3% used an auto club.
 - 2% used a timeshare.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
Less expensive	89
About what I expected	10
More expensive	1

- ◆ While in Daytona Beach, 54% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 3% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 10% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2018 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	99
A family oriented area	97
Full of activities/things to do	97
The ideal vacation destination for a family	97
Important for playing golf	16

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
The beach would be more enjoyable without cars on it	88
Being within a day's travel was important	78
Being near tourist attractions was important	17
Being able to drive on the beach was important	2

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2018 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	90
Highly recommended by friends before I came	75

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2018 %
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	91
Generally prefer beach destinations	65
Have paid to park near the beach at other destinations	51
Really like to return to familiar places	50
Prefer the more economical hotels/motels	49
Really stick to a budget when eating out	47
Paid admission fees at other beach destinations	27
Usually play golf	25
Often travel with children	22

◆ Magazines received and read by members of out of state visitors households are:

58%	No magazines	7%	Readers Digest
23%	Southern Living	5%	Ladies Home Journal
19%	Modern Maturity	5%	Time
12%	AAA Magazine	4%	Various others
12%	Golf magazines - various	3%	Better Homes & Garden
12%	Sports Illustrated	3%	Good Housekeeping
9%	Family Circle	Tr.	Fishing magazines - various
9%	US News & World Report		
7%	National Geographic		
7%	People Magazine		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	98
Visiting family/friends in the area	42
Miniature golf	27
Ocean Walk	25
Speedway	18
Flea Market	17
Business/meetings	15
Played golf	15
St. Augustine	12
Volusia Mall	11
EPCOT	9
Ponce Inlet Lighthouse	9
Museum	8
Kennedy Space Center	6
Animal Kingdom	4
Universal Studios	3
Daytona Dog Races	2
Driving on the beach	2
Magic Kingdom	2
MGM Studios	2
Sea World	1

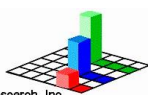
- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 53% of the out of state visitors to complete the survey were male, 47% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Professional/self employed	25
Mid-range white collar	23
Skilled labor	17
Refused	16
Retired	16
Clerical	3

- ◆ Out of state visitors were an average of 52 years old.
- ◆ 88% of out of state visitors were married, and 12% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	6
\$90,000 - \$100,000	1
\$80,000 - \$90,000	3
\$70,000 - \$80,000	18
\$60,000 - \$70,000	0
\$50,000 - \$60,000	15
\$40,000 - \$50,000	14
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	47

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	77
Black/African America	12
Hispanic	10
Asian/Pacific Islander	1
Native American	0



FLORIDA VISITORS

APRIL, 2018 Daytona Beach Visitor Profile

- ◆ For 42% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 95% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 50% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Close to home	92
Been to Daytona Beach before	59
Beach	47
Family/friends in the area	40
Weather	28
Business	20
Meeting/convention	20
Competitive arts	19
Personal event/other	17
Golf	16
Family Spring Break	12
Speedway	10
Timeshare deal	9
Fishing	1
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	77
Saw no ads	20
Brochures	20
Magazines	13
Newspapers	11
Television	8
Billboards	1

- ◆ 29% of the visitors from Florida asked for information before coming.
- ◆ 64% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 68% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 60% of the visitors from Florida used the Internet to make reservations.
- ◆ 69% of the visitors from Florida used the Internet for other purposes regarding this trip to Daytona Beach such as: finding general information about the area, lodging information/reservations, and/or traveling directions/maps.



TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:	2018 %
Google	66
Trip Advisor	65
Expedia	48
Travelocity	47
Hotels.com	17
None	13
Yahoo Travel	7
Orbitz	5
Cheap Flights	4
Priceline	2
Kayak	2
Travel.com	2

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Research flights and prices	77
Research hotels	77
Book airline flights	71
Book hotels	66
Find packages	8
Buy packages	5

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Trip Advisor	63
Various hotel chains	60
Expedia	47
Google	50
Travelocity	42
Hotels.com	23
Priceline	7
Orbitz	6
Hotwire	6
Yahoo Travel	2
Kayak	2
Travel.com	Tr.

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	65
Delta	47
American	14
Jet Blue	11
Spirit	3
Southwest	3
Allegiant	2

- ◆ 71% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 95% to talk about activities/vacations.
- ◆ 20% of the visitors from Florida use Twitter.
- ◆ 72% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2018 %
Summer	95
Spring	74
Winter	64
Fall	40

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	99
No usual destination	83
Caribbean	51
Beaches in general	42
Other areas in the USA	37
N.E. in general (NY, NJ, New England, etc.)	18
Other areas outside the USA	16
S.E. in general (GA, SC, NC, etc.)	12
Hawaii	9
Mountains in general	9
CA/AZ	8
Mexico	Tr.

- ◆ 88% of the visitors from Florida have taken another warm weather vacation in the past five years.

VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:	2018 %
Florida	100
Other areas inside the USA	62
Caribbean/Cruises	54
California	19
Other areas outside the USA	18
Hawaii	6
Mexico	3
Myrtle Beach	1



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	46
Family	24
Friends	12
Self (single)	12
Wife	5
Husband	2

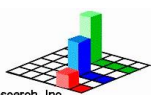
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	34
Family	29
Friends	19
Self (single)	18

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	88
Summer	45
Spring	36
Winter	15
Fall	5

- ◆ The average party size for visitors from Florida was 3.4.
- ◆ 10% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 12% of the visitors from Florida traveled with teenagers.
- ◆ 52% traveled with friends/relatives; 48% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 37% said government/company business, 45% said to meet a cruise, and 27% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:	2018 %
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.5.
- ◆ The average number of days spent in Daytona Beach was 3.5.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$155.
- ◆ 82% of visitors from Florida made advanced reservations, with the average time in advance being about one and a half months.
- ◆ 39% of visitors from Florida did not use a professional travel service.
 - 52% used an Internet travel service.
 - 6% used a travel agent.
 - 2% used an auto club.
 - 2% used a timeshare.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	94
Less expensive	4
More expensive	2

- ◆ While in Daytona Beach 51% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 1% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 13% of the visitors from Florida paid the fee to park in the parking garage.

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2018 %
Easy access to the beach from my hotel	100
Clean and beautiful	99
A good value for the money spent	99
Full of activities/things to do	98
The ideal vacation destination for a family	98
A family oriented area	95
Important for playing golf	12

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2018 %
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	77
Being able to drive on the beach was important	1
Being near tourist attractions was important	0

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2018 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	93
Highly recommended by friends before I came	77

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2018 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	95
Generally prefer beach destinations	64
Really like to return to familiar places	60
Have paid to park near the beach at other destinations	51
Prefer the more economical hotels/motels	42
Really stick to a budget when eating out	29
Usually play golf	27
Often travel with children	20
Paid admission fees at other beach destinations	19

◆ Magazines received and read by members of visitors from Florida households are:

54%	No magazines	6%	Various Others
32%	AAA Magazine	5%	Ladies Home Journal
32%	Modern Maturity	5%	Time
20%	Southern Living	4%	US News & World Report
12%	Golf magazines - various	3%	Better Homes & Garden
8%	Sports Illustrated	3%	Good Housekeeping
7%	National Geographic	2%	Fishing magazines – various
7%	People Magazine	Tr.	TV Guide
7%	Readers Digest		
6%	Family Circle		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	96
Visiting family/friends in the area	44
Flea Market	23
Business/meetings	22
Miniature golf	21
Ocean Walk	19
Played golf	12
Speedway/One Daytona	12
Ponce Lighthouse	11
Museum	7
Volusia Mall	6
Daytona Dog Races	3
St. Augustine	3
Driving on the beach	1
Kennedy Space Center	Tr.

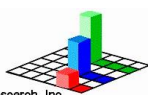
- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 55% of the visitors from Florida to complete the survey were female, 45% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Mid-range white collar	24
Retired	22
Professional/self employed	21
Skilled labor	16
Refused	15
Clerical	2

- ◆ Visitors from Florida were an average of 52 years old.
- ◆ 88% of visitors from Florida were married, and 12% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	5
\$90,000 - \$100,000	1
\$80,000 - \$90,000	6
\$70,000 - \$80,000	15
\$60,000 - \$70,000	0
\$50,000 - \$60,000	14
\$40,000 - \$50,000	15
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	42

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	77
Hispanic	12
Black/African America	10
Asian/Pacific Islander	1
Native American	0



APRIL 2018 DAYTONA BEACH POINTS OF ORIGIN

28%	Florida	2%	Tennessee	Tr.	Maryland
8%	Georgia	2%	Texas	Tr.	Minnesota
6%	New York	1%	California	Tr.	Missouri
6%	Ohio	1%	Connecticut	Tr.	Nevada
3%	Illinois	1%	Virginia	Tr.	New Hampshire
3%	Indiana	Tr.	Alabama	Tr.	Oklahoma
3%	Massachusetts	Tr.	Arizona	Tr.	Rhode Island
3%	Michigan	Tr.	Arkansas	Tr.	Vermont
3%	North Carolina	Tr.	Colorado	Tr.	Washington
3%	Pennsylvania	Tr.	D.C.	Tr.	West Virginia
2%	Kentucky	Tr.	Iowa	Tr.	Wisconsin
2%	New Jersey	Tr.	Louisiana		
2%	South Carolina	Tr.	Maine		

◆ **TOTAL U.S.A. 85%**

◆ **CANADA (9% of the total)**

4%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia		
Tr.	Manitoba		

◆ **FOREIGN (6% of the total)**

3%	United Kingdom	Tr.	Netherlands
2%	Germany	Tr.	Norway
Tr.	Central Europe	Tr.	Sweden
Tr.	France		
Tr.	Italy		

◆ **FLORIDA VISITORS (by percent of Florida total)**

31%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala, Villages
24%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
11%	Jacksonville
10%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
4%	Ft. Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

