

DAYTONA BEACH VISITOR PROFILE

AUGUST 2018



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

AUGUST, 2018 Daytona Beach Visitor Profile

- ◆ For 39% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 89% 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.
- ◆ 57% 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	83
Weather	66
Been to Daytona Beach before	60
Family/friends in the area	42
Close to home	39
Business	17
Personal event/other	16
Close to major attractions	12
Time share deal	9
Golf	9
Meeting/convention	8
Stopover/going elsewhere	6
Fishing	2

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	76
Saw no ads	24
Brochures	19
Magazines	18
Television	7
Newspapers	6
Billboards	0



- ◆ 35% of the out of state visitors asked for information before coming.
- ◆ 76% used the Internet to plan their trip to Daytona Beach.
- ◆ 64% used the Internet to choose a place to stay.
- ◆ 51% used the Internet to make reservations.
- ◆ 79% 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	54
Travelocity	36
Expedia	35
None	12
Orbitz	12
Hotels.com	10
Kayak	9
Priceline	9
Yahoo Travel	9
Travel.com	2
Cheap Flights	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	78
Book airline flights	78
Book hotels	65
Research flights and prices	29
Find packages	21
Buy packages	6

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	54
Various hotel chains	53
Google	50
Expedia	28
Orbitz	17
Hotels.com	15
Priceline	12
Travelocity	12
Hotwire	7
Kayak	7
Travel.com	2
Yahoo Travel	2

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	56
Delta	29
American Airlines	14
Jet Blue	8
Southwest	5

- ◆ 87% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 97% to talk about activities/vacations.
- ◆ 17% 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 ALSO VACATION IN:	2018 %
Florida in general	83
No usual destination	82
Other areas in the USA	36
Caribbean/Cruise	34
Beaches in general	31
N.E. in general (NY, NJ, New England, etc.)	19
S.E. in general (GA, SC, NC, etc.)	19
Mountains in general	16
Other areas outside the USA	11
Hawaii	7
CA/AZ	4
Mexico	0

- ◆ 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	96
Other areas inside the USA	78
Caribbean/Cruise	40
Hawaii	17
CA/AZ	16
Other Areas outside the USA	15
Mexico	2
Myrtle Beach	2

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	62
Family	19
Friends	12
Self (single)	11
Husband	3
Wife	3

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	44
Family	30
Friends	23
Self (single)	7

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	68
Summer	56
Winter	16
Fall	5
Spring	1

- ◆ The average party size for out of state visitors was 2.7.
- ◆ 7% of out of state visitors traveled with children age 12 and younger.
- ◆ 9% of out of state visitors traveled with teenagers.
- ◆ 29% traveled with friends/relatives; 36% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 29% said government/company business, 18% said convention/trade show, and 33% said to meet a cruise.
- ◆ 47% of out of state visitors traveled by air, and 53% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 71% landed in Daytona Beach.
 - 28% landed in Orlando.
 - 1% landed elsewhere.
- ◆ 12% 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	82
Orlando	7
Florida in general	7
South Florida	2
East coast of Florida in general	2

- ◆ 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 6.3.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$153.
- ◆ 89% of the out of state visitors made advanced reservations, with the average time in advance being about 4-5 weeks.
- ◆ 29% of out of state visitors did not use a professional travel service.
 - 59% used an Internet travel service.
 - 11% used a travel agent.
 - 4% used an auto club.
 - Tr. used a time share promo.

Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	89
Less expensive	14
More expensive	Tr.

- ◆ While in Daytona Beach, 49% 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.
- ◆ 12% 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
Full of activities/things to do	99
Clean and beautiful	98
The ideal vacation destination for a family	96
A family oriented area	95
Important for playing golf	16

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
Being within a day's travel was important	97
The beach would be more enjoyable without cars on it	68
Being near tourist attractions was important	19
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	78

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	57
Really like to return to familiar places	49
Really stick to a budget when eating out	44
Prefer the more economical hotels/motels	40
Paid admission fees at other beach destinations	29
Often travel with children	27
Usually play golf	20

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

50%	No magazines	6%	Ladies Home Journal
33%	AAA Magazine	6%	People Magazine
22%	Modern Maturity	5%	Better Homes & Garden
17%	Southern Living	5%	National Geographic
12%	Golf magazines - various	5%	Readers Digest
11%	Sports Illustrated	5%	Time
11%	US News & World Report	3%	Good Housekeeping
9%	Various others	Tr.	Fishing Magazines
7%	Family Circle	Tr.	TV Guide

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	98
Visiting family/friends in the area	39
Ocean Walk	25
Speedway	23
Miniature golf	19
Business/meetings	15
Flea Market	15
Volusia Mall	15
Played golf	13
St. Augustine	11
Daytona Dog Races	9
One Daytona	9
Ponce Inlet Lighthouse	9
Kennedy Space Center	8
Animal Kingdom	6
EPCOT	6
Museum	5
Magic Kingdom	4
MGM Studios	3
Sea World	3
Driving on the beach	2
Fishing	2
Universal Studios	2

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

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Retired	33
Professional/self employed	20
Mid-range white collar	20
Skilled labor	18
Refused	7
Clerical	2

- ◆ Out of state visitors were an average of 58 years old.
- ◆ 87% of out of state visitors were married, and 13% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	5
\$90,000 - \$100,000	0
\$80,000 - \$90,000	2
\$70,000 - \$80,000	16
\$60,000 - \$70,000	8
\$50,000 - \$60,000	15
\$40,000 - \$50,000	21
\$30,000 - \$40,000	1
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	32

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	80
Black/African America	11
Hispanic	9
Asian/Pacific Islander	0
Native American	0

FLORIDA VISITORS

AUGUST, 2018 Daytona Beach Visitor Profile

- ◆ For 32% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 90% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 48% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Close to home	91
Beach	76
Been to Daytona Beach before	62
Family/friends in the area	48
Weather	29
Personal event/other	20
Business	16
Golf	12
Meeting/convention	12
Timeshare deal	8
Fishing	3
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	72
Saw no ads	24
Brochures	19
Magazines	7
Newspapers	5
Television	Tr.
Billboards	0

- ◆ 26% of the visitors from Florida asked for information before coming.
- ◆ 69% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 61% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 59% of the visitors from Florida used the Internet to make reservations.
- ◆ 81% 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	64
Trip Advisor	50
Travelocity	36
Expedia	35
Hotels.com	13
Orbitz	10
None	9
Priceline	7
Travel.com	7
Yahoo Travel	7
Kayak	6
Cheap Flights	Tr.

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	82
Research flights and prices	81
Book airline flights	74
Book hotels	71
Find packages	18
Buy packages	8

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Various hotel chains	67
Trip Advisor	66
Google	44
Expedia	42
Hotels.com	22
Travelocity	19
Priceline	17
Orbitz	14
Hotwire	7
Kayak	7
Travel.com	2
Yahoo Travel	2

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	61
Delta	38
American	10
Jet Blue	7
Southwest	7

- ◆ 83% 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 99% to talk about activities/vacations.
- ◆ 15% of the visitors from Florida use Twitter.
- ◆ 69% 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	99
Winter	71
Fall	40
Spring	25

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	99
No usual destination	68
Beaches in general	65
Other areas in the USA	31
Caribbean/Cruise	19
N.E. in general (NY, NJ, New England, etc.)	17
S.E. in general (GA, SC, NC, etc.)	14
Other areas outside the USA	11
Hawaii	6
Mountains in general	6
CA/AZ	4
West in general (excluding CA/AZ)	3
Mexico	Tr.

- ◆ 77% 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
Caribbean/Cruise	65
Other areas inside the USA	47
California	20
Hawaii	12
Other Areas outside the USA	12
Mexico	2
Myrtle Beach	1



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	58
Friends	16
Family	9
Self (single)	9
Wife	5
Husband	3

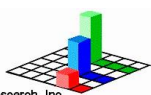
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	45
Family	26
Friends	19
Self (single)	10

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	90
Summer	29
Winter	19
Spring	4
Fall	4

- ◆ The average party size for visitors from Florida was 2.4.
- ◆ 7% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 6% of the visitors from Florida traveled with teenagers.
- ◆ 29% traveled with friends/relatives; 37% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 28% said government/company business, 47% said to meet a cruise, and 18% 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 3.0.
- ◆ The average number of days spent in Daytona Beach was 3.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$141.
- ◆ 73% of visitors from Florida made advanced reservations, with the average time in advance being about 1 - 2 months.
- ◆ 58% of visitors from Florida did not use a professional travel service.
 - 9% used a travel agent.
 - 42% used an Internet travel service.
 - 5% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	90
Less expensive	10
More expensive	0

- ◆ While in Daytona Beach, 49% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 3% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 12% 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
A good value for the money spent	98
Clean and beautiful	96
Full of activities/things to do	96
The ideal vacation destination for a family	96
A family oriented area	90
Important for playing golf	11

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	62
Being near tourist attractions was important	2
Being able to drive on the beach 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	98
A good place to get some peace and quiet	95
Highly recommended by friends before I came	64

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2018 %
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	90
Generally prefer beach destinations	75
Really like to return to familiar places	59
Prefer the more economical hotels/motels	45
Really stick to a budget when eating out	39
Have paid to park near the beach at other destinations	35
Usually play golf	27
Paid admission fees at other beach destinations	21
Often travel with children	17

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

56%	No magazines	8%	US News & World Report
30%	AAA Magazine	6%	Ladies Home Journal
29%	Modern Maturity	6%	National Geographic
20%	Southern Living	6%	Readers Digest
14%	Golf magazines - various	5%	Time
10%	Car Magazine	3%	Better Homes & Garden
9%	People Magazine	3%	Good Housekeeping
9%	Sports Illustrated	Tr.	TV Guide
9%	Various Others		
8%	Family Circle		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	99
Visiting family/friends in the area	40
Miniature golf	20
Business/meetings	16
Flea Market	15
Ocean Walk	15
Played golf	11
Museum	9
One Daytona	8
Ponce Inlet Lighthouse	8
Daytona Dog Races	7
Volusia Mall	7
Speedway	6
Driving on the beach	2
Fishing	1
Kennedy Space Center	Tr.

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 51% of the visitors from Florida to complete the survey were female, 49% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Retired	30
Professional/self employed	27
Mid-range white collar	24
Skilled labor	7
Refused	12
Clerical	Tr.

- ◆ Visitors from Florida were an average of 61 years old.
- ◆ 82% of visitors from Florida were married, and 18% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	6
\$90,000 - \$100,000	2
\$80,000 - \$90,000	2
\$70,000 - \$80,000	15
\$60,000 - \$70,000	7
\$50,000 - \$60,000	22
\$40,000 - \$50,000	18
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	28

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	83
Hispanic	8
Black/African America	8
Asian/Pacific Islander	1
Native American	0



AUGUST 2018 DAYTONA BEACH POINTS OF ORIGIN

40%	Florida	1%	California	Tr.	Massachusetts
8%	Georgia	1%	Michigan	Tr.	Minnesota
6%	New York	1%	New Jersey	Tr.	Mississippi
6%	Ohio	1%	Virginia	Tr.	Nebraska
4%	North Carolina	Tr.	Arizona	Tr.	New Hampshire
3%	Pennsylvania	Tr.	Arkansas	Tr.	Oklahoma
2%	Illinois	Tr.	Colorado	Tr.	Oregon
2%	Tennessee	Tr.	Connecticut	Tr.	Vermont
2%	Indiana	Tr.	Iowa	Tr.	Washington
2%	Kentucky	Tr.	Kansas	Tr.	West Virginia
2%	South Carolina	Tr.	Louisiana	Tr.	Wisconsin
2%	Texas	Tr.	Maine		
1%	Alabama	Tr.	Maryland		

◆ TOTAL U.S.A. 89%

◆ CANADA (6% of the total)

4%	Ontario	Tr.	British Columbia
2%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia

◆ FOREIGN (4% of the total)

2%	Germany	Tr.	France
2%	U.K	Tr.	Netherlands
Tr.	Central Europe	Tr.	Norway
Tr.	Denmark	Tr.	Russia

◆ FLORIDA VISITORS (by percent of Florida total)

33%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
28%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
10%	Jacksonville
9%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
3%	Ft. Myers, Naples
1%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach



MONTHLY VISITOR PROFILE DATA SAMPLE AND COLLECTION

Who these visitors are:

- ✓ A representative sample of visitors who stayed at hotels in the Daytona Beach Area during the subject month
- ✓ Hotels are located throughout the Halifax Taxing District, and may be independent or franchised, large or small, and with or without restaurants, lounges and meeting space

During the process, staff:

- ✓ Analyze records to determine where visitors came from and how long they stayed
 - Determine US and International Markets of Significance
- ✓ Telephone visitors who came from within the US
 - Interviews take place days, evenings and weekends
 - Interviews last 8-12 minutes
- ✓ Divide the report into Florida visitors vs. visitors from the rest of the United States
 - Determine and report differences between new and repeat visitors
 - Note and report trending topics

Accuracy is important:

- ✓ Confidence level in the data is $90\% \pm 4\%$

This means the data is accurate for 90% of all domestic visitors to Daytona Beach, within 4% on each question