

DAYTONA BEACH VISITOR PROFILE

December 2018



Prepared for The Halifax Area Advertising Authority

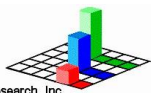
By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

December, 2018 Daytona Beach Visitor Profile

- ◆ For 41% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 95% 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.
- ◆ 55% 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	66
Been to Daytona Beach before	59
Family/friends in the area	54
Weather	47
Close to home	22
Personal event/other	22
Meeting/convention	19
Business	17
Close to major attractions	14
Timeshare deal	11
Golf	10
Stopover/going elsewhere	7
Fishing	1

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	68
Saw no ads	31
Brochures	27
Magazines	17
Television	10
Newspapers	5
Billboards	0

- ◆ 49% of the out of state visitors asked for information before coming.
- ◆ 77% used the Internet to plan their trip to Daytona Beach.
- ◆ 71% used the Internet to choose a place to stay.
- ◆ 61% 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	67
Trip Advisor	67
Expedia	41
Travelocity	40
Hotels.com	19
Yahoo Travel	19
Kayak	5
None	5
Orbitz	4
Priceline	4
Cheap Flights	3
Travel.com	0
Yapta	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	83
Research flights and prices	81
Book airline flights	75
Book hotels	57
Find packages	29
Buy packages	15

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	65
Various hotel chains	60
Expedia	41
Google	41
Travelocity	23
Hotels.com	19
Orbitz	15
Hotwire	10
Priceline	10
Yahoo Travel	3
Travel.com	2
Kayak	0

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	65
Delta	39
American	22
Southwest	12
Jet Blue	10

- ◆ 79% 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.
- ◆ 15% of the out of state visitors use Twitter.
- ◆ 69% 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 %
Winter	97
Summer	95
Spring	51
Fall	49

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	81
No usual destination	65
Other areas in the USA	45
Beaches in general	34
Caribbean/cruise	34
N.E. in general (NY, NJ, New England, etc.)	27
Other areas outside the USA	22
Mountains in general	17
S.E. in general (GA, SC, NC, etc.)	14
CA/AZ	8
Hawaii	8
West in general (excluding CA/AZ)	6
Mexico	0

- ◆ 83% 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	93
Other areas inside the USA	65
Caribbean/cruise	36
CA/AZ	20
Other Areas outside the USA	19
Hawaii	11
Myrtle Beach	0
Mexico	0

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	48
Family	20
Friends	20
Self (single)	8
Husband	2
Wife	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Family	39
Husband and wife	30
Self single)	17
Friends	14

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	68
Winter	41
Summer	30
Fall	9
Spring	8

- ◆ The average party size for out of state visitors was 3.3.
- ◆ 14% of out of state visitors traveled with children age 12 and younger.
- ◆ 17% of out of state visitors traveled with teenagers.
- ◆ 38% traveled with friends/relatives; 52% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 38% said government/company business, 24% said convention/trade show, and 37% said to meet a cruise.
- ◆ 38% of out of state visitors traveled by air, and 62% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 54% landed in Daytona Beach.
 - 45% landed in Orlando.
 - 1% landed elsewhere.
- ◆ 2% 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	86
Orlando	7
Florida in general	5
East coast of Florida in general	2
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 7.8.
- ◆ The average number of days spent in Daytona Beach was 6.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$190.
- ◆ 94% of the out of state visitors made advanced reservations, with the average time in advance being about 6 weeks.
- ◆ 30% of out of state visitors did not use a professional travel service.
 - 55% used an Internet travel service.

Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	82
Less expensive	15
More expensive	3

- ◆ While in Daytona Beach, 65% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 5% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 18% 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
Full of activities/things to do	98
The ideal vacation destination for a family	98
A family oriented area	97
Important for playing golf	5

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
Being within a day's travel was important	98
The beach would be more enjoyable without cars on it	51
Being near tourist attractions was important	24
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	87
Highly recommended by friends before I came	79

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2018 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	93
Have paid to park near the beach at other destinations	65
Prefer the more economical hotels/motels	50
Really like to return to familiar places	50
Generally prefer beach destinations	47
Really stick to a budget when eating out	45
Paid admission fees at other beach destinations	26
Often travel with children	22
Usually play golf	14

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

49%	No magazines	6%	National Geographic
31%	AAA Magazine	5%	Readers Digest
19%	Modern Maturity	5%	Various others
14%	People Magazine	4%	Better Homes & Garden
11%	Golf magazines - various	4%	Good Housekeeping
11%	Sports Illustrated	4%	Ladies Home Journal
9%	Southern Living	4%	Time
8%	US News & World Report	0%	TV Guide
7%	Car magazines		
6%	Family Circle		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	94
Visiting family/friends in the area	51
Business/meetings/Events	39
Miniature golf	21
Ocean Walk	21
Speedway	16
Volusia Mall	12
EPCOT	11
Flea Market	11
Played golf	11
St. Augustine	11
One Daytona	9
Animal Kingdom	5
Museum	5
Driving on the beach	4
Kennedy Space Center	4
Magic Kingdom	4
Ponce Inlet Lighthouse	4
Universal Studios	4
Hollywood Studios	3
Daytona Dog Races/Poker Room	2
Sea World	1

- ◆ 99% the out of state visitors would recommend Daytona Beach to others.
- ◆ 50% of the out of state visitors to complete the survey were male, 50% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Retired	27
Mid-range white collar	24
Professional/self employed	23
Skilled labor	15
Refused	9
Clerical	2

- ◆ Out of state visitors were an average of 51 years old.
- ◆ 86% of out of state visitors were married, and 14% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	8
\$90,000 - \$100,000	2
\$80,000 - \$90,000	8
\$70,000 - \$80,000	19
\$60,000 - \$70,000	4
\$50,000 - \$60,000	28
\$40,000 - \$50,000	15
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	16

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	77
Black/African America	13
Hispanic	10
Asian/Pacific Islander	0
Native American	0

FLORIDA VISITORS

December, 2018 Daytona Beach Visitor Profile

- ◆ For 35% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 94% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 64% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Close to home	98
Been to Daytona Beach before	65
Family/friends in the area	60
Personal event/other	27
Beach	24
Meeting/convention	21
Business	16
Weather	15
Timeshare deal	11
Golf	10
Fishing	1
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	76
Saw no ads	24
Brochures	20
Television	7
Newspapers	4
Billboards	0

- ◆ 27% of the visitors from Florida asked for information before coming.
- ◆ 72% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 74% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 66% of the visitors from Florida used the Internet to make reservations.
- ◆ 77% 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 %
Trip Advisor	71
Google	69
Expedia	47
Travelocity	40
Yahoo Travel	17
Hotels.com	15
None	14
Kayak	7
Orbitz	7
Priceline	7

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Book airline flights	85
Research flights and prices	84
Research hotels	82
Book hotels	69
Find packages	31
Buy packages	20

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Google	66
Trip Advisor	69
Various hotel chains	57
Expedia	48
Travelocity	45
Hotels.com	19
Orbitz	17
Hotwire	9
Priceline	9
Yahoo Travel	5
Kayak	4
Travel.com	2

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	60
Delta	51
American	27
Jet Blue	11

- ◆ 86% of the visitors from Florida 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 visitors from Florida use Twitter.
- ◆ 74% 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	96
Winter	89
Fall	47
Spring	45

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	100
No usual destination	85
Caribbean/cruise	65
Beaches in general	45
Other areas in the USA	33
N.E. in general (NY, NJ, New England, etc.)	24
S.E. in general (GA, SC, NC, etc.)	22
Other areas outside the USA	21
Mountains in general	17
CA/AZ	7
Hawaii	7
West in general (excluding CA/AZ)	5
Mexico	2

- ◆ 84% 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	69
Other areas inside the USA	58
Other areas outside the USA	27
California	15
Hawaii	11
Myrtle Beach	2
Mexico	0

THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	37
Family	23
Friends	19
Self (single)	15
Wife	5
Husband	1

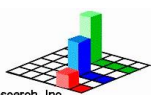
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	29
Friends	26
Family	25
Self (single)	20

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	91
Summer	76
Winter	27
Spring	2
Fall	2

- ◆ The average party size for visitors from Florida was 2.5.
- ◆ 7% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 9% of the visitors from Florida traveled with teenagers.
- ◆ 29% traveled with friends/relatives; 62% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 25% said government/company business, 47% said to meet a cruise, and 22% 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 3.4.
- ◆ The average number of days spent in Daytona Beach was 3.4.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$145.
- ◆ 94% of visitors from Florida made advanced reservations, with the average time in advance being about 5 weeks.
- ◆ 24% of visitors from Florida did not use a professional travel service.
 - 56% used an Internet travel service.
 - 4% used a travel agent.
 - 4% used a timeshare.
 - 3% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	91
Less expensive	5
More expensive	4

- ◆ While in Daytona Beach, 49% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 5% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 7% 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 family oriented area	98
Clean and beautiful	98
A good value for the money spent	96
Full of activities/things to do	98
The ideal vacation destination for a family	94
Important for playing golf	7

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	60
Being able to drive on the beach was important	4

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2018 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	100
A good place to get some peace and quiet	90
Highly recommended by friends before I came	87

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	70
Have paid to park near the beach at other destinations	62
Really like to return to familiar places	62
Really stick to a budget when eating out	52
Prefer the more economical hotels/motels	50
Paid admission fees at other beach destinations	27
Often travel with children	22
Usually play golf	18

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

49%	No magazines	5%	Family Circle
27%	AAA Magazine	5%	Time
27%	Modern Maturity	3%	Better Homes & Garden
14%	Golf magazines - various	3%	Good Housekeeping
12%	Southern Living	3%	Ladies Home Journal
11%	Sports Illustrated	0%	Cosmopolitan
7%	National Geographic	0%	TV Guide
7%	People Magazine		
7%	Readers Digest		
7%	US News & World Report		
6%	Various Others		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	88
Visiting family/friends in the area	52
Business/meetings/Events	29
Ocean Walk	18
Miniature golf	17
Flea Market	15
Volusia Mall	13
Speedway	11
One Daytona	10
Played golf	9
Museum	6
Ponce Inlet Lighthouse	5
Daytona Dog Races	4
Driving on the beach	4
St. Augustine	4
Kennedy Space Center	1

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

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Mid-range white collar	26
Retired	26
Professional/self employed	25
Skilled labor	11
Refused	9
Clerical	3

- ◆ Visitors from Florida were an average of 52 years old.
- ◆ 78% of visitors from Florida were married, and 22% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	5
\$90,000 - \$100,000	0
\$80,000 - \$90,000	5
\$70,000 - \$80,000	15
\$60,000 - \$70,000	0
\$50,000 - \$60,000	27
\$40,000 - \$50,000	12
\$30,000 - \$40,000	4
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	32

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	75
Black/African America	13
Hispanic	10
Asian/Pacific Islander	1
Native American	1

DECEMBER 2018 DAYTONA BEACH POINTS OF ORIGIN

34%	Florida	1%	Massachusetts	Tr.	Minnesota
6%	Georgia	1%	New Jersey	Tr.	Mississippi
6%	New York	1%	Texas	Tr.	Missouri
6%	Ohio	Tr.	Alabama	Tr.	Nebraska
3%	Illinois	Tr.	Arizona	Tr.	Nevada
3%	Michigan	Tr.	Arkansas	Tr.	New Hampshire
3%	North Carolina	Tr.	Colorado	Tr.	New Mexico
3%	Tennessee	Tr.	Connecticut	Tr.	Oklahoma
2%	Indiana	Tr.	D. C.	Tr.	Rhode Island
2%	Pennsylvania	Tr.	Iowa	Tr.	Utah
2%	South Carolina	Tr.	Kansas	Tr.	Washington
2%	Virginia	Tr.	Louisiana	Tr.	West Virginia
1%	California	Tr.	Maine	Tr.	Wisconsin
1%	Kentucky	Tr.	Maryland	Tr.	Wyoming

◆ TOTAL U.S.A. 82%

◆ CANADA (11% of the total)

6%	Ontario	Tr.	Manitoba
5%	Quebec	Tr.	New Brunswick
Tr.	Alberta	Tr.	Newfoundland
Tr.	British Columbia	Tr.	Nova Scotia

◆ FOREIGN (7% of the total)

4%	U.K	Tr.	Netherlands
3%	Germany	Tr.	Norway
Tr.	France	Tr.	Russia
Tr.	Denmark	Tr.	Sweden
Tr.	China	Tr.	Switzerland
Tr.	Central Europe		

◆ FLORIDA VISITORS (by percent of Florida total)

28%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
27%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
13%	Miami, Fort Lauderdale, The Keys
11%	Jacksonville
8%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
3%	Ft. Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

