

DAYTONA BEACH VISITOR PROFILE

July 2018



Prepared for The Halifax Area Advertising Authority

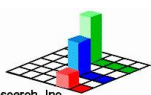
By:



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OUT OF STATE VISITORS

July, 2018 Daytona Beach Visitor Profile

- ◆ For 42% 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.
- ◆ 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	68
Weather	51
Been to Daytona Beach before	50
Speedway/Race	39
Family/friends in the area	38
Close to home	24
Meeting/convention	23
Personal event/other	14
Business	11
Golf	7
Time share deal	6
Close to major attractions	5
Fishing	2
Stopover/going elsewhere	1

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	71
Brochures	39
Saw no ads	20
Magazines	17
Television	11
Newspapers	6
Billboards	0



- ◆ 59% of the out of state visitors asked for information before coming.
- ◆ 72% used the Internet to plan their trip to Daytona Beach.
- ◆ 65% used the Internet to choose a place to stay.
- ◆ 69% 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 %
Trip Advisor	58
Google	52
Expedia	40
Travelocity	31
Yahoo Travel	15
Orbitz	12
None	10
Kayak	9
Hotels.com	9
Priceline	7
Travel.com	6
Cheap Flights	1

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	79
Research flights and prices	78
Book airline flights	75
Book hotels	70
Find packages	18
Buy packages	9

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Various hotel chains	53
Trip Advisor	51
Google	41
Expedia	31
Hotels.com	20
Orbitz	17
Priceline	10
Hotwire	8
Travelocity	8
Kayak	3
Travel.com	3
Yahoo Travel	1

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	56
Delta	28
American Airlines	15
Jet Blue	10
Southwest	2

- ◆ 71% 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 98% to talk about activities/vacations.
- ◆ 18% of the out of state visitors use Twitter.
- ◆ 68% 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	84
No usual destination	70
Caribbean/Cruise	41
Other areas in the USA	39
Beaches in general	31
S.E. in general (GA, SC, NC, etc.)	24
Mountains in general	19
Other areas outside the USA	17
N.E. in general (NY, NJ, New England, etc.)	16
West in general (excluding CA/AZ)	10
Hawaii	6
CA/AZ	5
Mexico	Tr.

- ◆ 80% 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	92
Caribbean/Cruise	49
Other areas inside the USA	46
Hawaii	22
CA/AZ	10
Myrtle Beach	10
Other Areas outside the USA	5
Mexico	1

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	33
Friends	27
Husband	15
Self (single)	14
Family	9
Wife	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	40
Family	27
Friends	25
Self single)	8

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	79
Summer	50
Winter	9
Spring	5
Fall	3

- ◆ The average party size for out of state visitors was 3.1.
- ◆ 11% of out of state visitors traveled with children age 12 and younger.
- ◆ 15% of out of state visitors traveled with teenagers.
- ◆ 49% traveled with friends/relatives; 48% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 28% said government/company business, 19% said convention/trade show, and 40% said to meet a cruise.
- ◆ 46% of out of state visitors traveled by air, and 54% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 74% landed in Daytona Beach.
 - 23% landed in Orlando.
 - 3% landed elsewhere.
- ◆ 6% 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	94
Florida in general	4
Orlando	2
South Florida	0
East coast of Florida in general	0

- ◆ The average number of days out of state visitors spent away from home was 7.9.
- ◆ The average number of days spent in Daytona Beach was 6.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was between \$181 and \$190.
- ◆ 97% of the out of state visitors made advanced reservations, with the average time in advance being about 3 - 5 months.
- ◆ 50% of out of state visitors did not use a professional travel service.
 - 41% used an Internet travel service.
 - 9% used a travel agent.
 - 3% used an auto club.
 - 6% used a time share promo.

Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	96
Less expensive	4
More expensive	0

- ◆ While in Daytona Beach, 52% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 6% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 19% 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
The ideal vacation destination for a family	97
A family oriented area	96
Clean and beautiful	96
Important for playing golf	4

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
Being within a day's travel was important	84
The beach would be more enjoyable without cars on it	69
Being near tourist attractions was important	14
Being able to drive on the beach was important	3

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2018 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	97
A good place to get some peace and quiet	87
Highly recommended by friends before I came	77

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	97
Generally prefer beach destinations	60
Really like to return to familiar places	57
Have paid to park near the beach at other destinations	49
Really stick to a budget when eating out	47
Prefer the more economical hotels/motels	38
Often travel with children	27
Paid admission fees at other beach destinations	27
Usually play golf	15

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

49%	No magazines	5%	National Geographic
41%	AAA Magazine	5%	Various others
24%	Modern Maturity	3%	People Magazine
19%	Southern Living	3%	Time
15%	Car magazines - various	3%	Ladies Home Journal
12%	Sports Illustrated	3%	Better Homes & Garden
9%	Golf magazines - various	3%	Good Housekeeping
9%	US News & World Report	2%	Fishing Magazines
6%	Family Circle		
5%	Readers Digest		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	90
Visiting family/friends in the area	39
Speedway	39
Business/meetings	29
Ocean Walk	22
Flea Market	15
Miniature golf	14
Volusia Mall	12
Ponce Inlet Lighthouse	7
Played golf	6
EPCOT	6
Animal Kingdom	6
Museum	4
Driving on the beach	3
St. Augustine	3
Fishing	2
Daytona Dog Races	2
Kennedy Space Center	2
Magic Kingdom	Tr.
Sea World	Tr.
Universal Studios	Tr.

- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 58% of the out of state visitors to complete the survey were male, 42% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Mid-range white collar	29
Professional/self employed	27
Retired	23
Refused	12
Skilled labor	9
Clerical	0

- ◆ Out of state visitors were an average of 59 years old.
- ◆ 84% of out of state visitors were married, and 16% 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	4
\$70,000 - \$80,000	17
\$60,000 - \$70,000	6
\$50,000 - \$60,000	18
\$40,000 - \$50,000	17
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	33

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	85
Black/African America	7
Hispanic	7
Asian/Pacific Islander	1
Native American	0



FLORIDA VISITORS

July, 2018 Daytona Beach Visitor Profile

- ◆ For 38% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 87% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 44% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Close to home	89
Been to Daytona Beach before	66
Beach	64
Family/friends in the area	40
Speedway	33
Weather	25
Meeting/convention	24
Business	19
Personal event/other	14
Golf	6
Timeshare deal	5
Fishing	2
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	79
Brochures	29
Saw no ads	25
Newspapers	12
Magazines	12
Television	8
Billboards	0

- ◆ 53% of the visitors from Florida asked for information before coming.
- ◆ 71% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 65% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 63% of the visitors from Florida used the Internet to make reservations.
- ◆ 85% 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	58
Trip Advisor	47
Expedia	39
Travelocity	35
None	17
Orbitz	11
Yahoo Travel	10
Hotels.com	8
Kayak	5
Priceline	5
Cheap Flights	0
Travel.com	0

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Research flights and prices	83
Research hotels	81
Book airline flights	72
Book hotels	71
Find packages	12
Buy packages	9

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Trip Advisor	70
Various hotel chains	60
Google	47
Expedia	31
Orbitz	27
Travelocity	24
Priceline	17
Hotels.com	17
Kayak	8
Hotwire	7
Travel.com	Tr.

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	61
Delta	38
Southwest	13
Jet Blue	12

- ◆ 73% 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 98% to talk about activities/vacations.
- ◆ 15% of the visitors from Florida use Twitter.
- ◆ 63% 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	94
Winter	77
Spring	45
Fall	40

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	95
No usual destination	79
Beaches in general	50
Caribbean/Cruise	44
Other areas in the USA	27
N.E. in general (NY, NJ, New England, etc.)	20
Other areas outside the USA	15
S.E. in general (GA, SC, NC, etc.)	9
Mountains in general	7
Hawaii	6
CA/AZ	4
Mexico	1
West in general (excluding CA/AZ)	1

- ◆ 61% 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	70
Other areas inside the USA	66
Other Areas outside the USA	17
California	16
Hawaii	7
Mexico	3
Myrtle Beach	1

THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	31
Friends	23
Self (single)	17
Husband	14
Family	13
Wife	Tr.

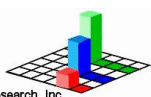
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	40
Self single)	21
Friends	20
Family	19

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	72
Summer	14
Spring	8
Winter	6
Fall	4

- ◆ The average party size for visitors from Florida was 2.7.
- ◆ 10% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 8% of the visitors from Florida traveled with teenagers.
- ◆ 51% traveled with friends/relatives; 59% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 27% said government/company business, 38% said to meet a cruise, and 28% said convention/trade show.
- ◆ 100% 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 4.1.
- ◆ The average number of days spent in Daytona Beach was 4.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$173.
- ◆ 97% of visitors from Florida made advanced reservations, with the average time in advance being about 2 - 3 months.
- ◆ 30% of visitors from Florida did not use a professional travel service.
 - 3% used a travel agent.
 - 55% used an Internet travel service.
 - 4% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	94
Less expensive	5
More expensive	1

- ◆ While in Daytona Beach, 28% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 6% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 20% 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
Full of activities/things to do	98
A family oriented area	96
Clean and beautiful	95
The ideal vacation destination for a family	95
Important for playing golf	7

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2018 %
Being within a day's travel was important	86
The beach would be more enjoyable without cars on it	70
Being near tourist attractions was important	0
Being able to drive on the beach was important	0

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2018 %
So enjoyable I'll definitely return	98
Very welcoming to tourists and visitors	97
A good place to get some peace and quiet	90
Highly recommended by friends before I came	69

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	96
Generally prefer beach destinations	63
Really like to return to familiar places	60
Really stick to a budget when eating out	42
Prefer the more economical hotels/motels	40
Have paid to park near the beach at other destinations	37
Often travel with children	17
Usually play golf	16
Paid admission fees at other beach destinations	15

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

49%	No magazines	7%	National Geographic
31%	AAA Magazine	5%	People Magazine
26%	Modern Maturity	5%	Readers Digest
15%	Car Magazine	4%	Ladies Home Journal
15%	Southern Living	3%	Good Housekeeping
12%	Sports Illustrated	2%	Time
11%	Golf magazines - various	1%	Better Homes & Garden
9%	US News & World Report		
8%	Family Circle		
8%	Various Others		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	91
Speedway	43
Business/meetings	39
Visiting family/friends in the area	38
Miniature golf	17
Ocean Walk	16
Flea Market	15
Played golf	8
Museum	7
Ponce Inlet Lighthouse	5
Volusia Mall	5
Driving on the beach	3
Daytona Dog Races	2
Fishing	Tr.
Kennedy Space Center	0

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

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Mid-range white collar	29
Professional/self employed	27
Retired	18
Refused	15
Skilled labor	9
Clerical	2

- ◆ Visitors from Florida were an average of 57 years old.
- ◆ 75% of visitors from Florida were married, and 25% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	8
\$90,000 - \$100,000	0
\$80,000 - \$90,000	6
\$70,000 - \$80,000	17
\$60,000 - \$70,000	13
\$50,000 - \$60,000	9
\$40,000 - \$50,000	12
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	89
Hispanic	5
Black/African America	5
Asian/Pacific Islander	1
Native American	0



JULY 2018 DAYTONA BEACH POINTS OF ORIGIN

35%	Florida	1%	Alabama	Tr.	Maine
9%	Georgia	1%	California	Tr.	Maryland
7%	Ohio	1%	Connecticut	Tr.	Massachusetts
6%	New York	1%	Michigan	Tr.	Minnesota
4%	North Carolina	1%	New Jersey	Tr.	Mississippi
4%	Tennessee	1%	Virginia	Tr.	New Hampshire
3%	Illinois	Tr.	Arizona	Tr.	Oklahoma
2%	Indiana	Tr.	Arkansas	Tr.	Washington
2%	Kentucky	Tr.	Colorado	Tr.	West Virginia
2%	Pennsylvania	Tr.	Iowa	Tr.	Wisconsin
2%	South Carolina	Tr.	Kansas		
2%	Texas	Tr.	Louisiana		

◆ TOTAL U.S.A. 89%

◆ CANADA (6% of the total)

3%	Ontario	Tr.	British Columbia
2%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia

◆ FOREIGN (5% of the total)

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

◆ FLORIDA VISITORS (by percent of Florida total)

31%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
29%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
10%	Jacksonville
7%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
3%	Ft. Myers, Naples
1%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

