

# DAYTONA BEACH VISITOR PROFILE

*JUNE 2018*



Prepared for The Halifax Area Advertising Authority

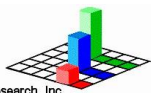
By:



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# OUT OF STATE VISITORS

## JUNE, 2018 Daytona Beach Visitor Profile

- ◆ For 32% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 85% 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.

<b>REASONS FOR OUT OF STATE VISITORS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2018 %</b>
Beach	84
Been to Daytona Beach before	55
Weather	54
Family/friends in the area	41
Close to home	21
Personal event/other	20
Business	17
Meeting/convention	11
Speedway	11
Timeshare deal	10
Close to major attractions	8
Stopover/going elsewhere	7
Fishing	4
Golf	4

<b>OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2018 %</b>
Internet	74
Saw no ads	24
Magazines	22
Brochures	20
Television	7
Newspapers	5
Billboards	1



- ◆ 54% of the out of state visitors asked for information before coming.
- ◆ 83% used the Internet to plan their trip to Daytona Beach.
- ◆ 62% used the Internet to choose a place to stay.
- ◆ 61% used the Internet to make reservations.
- ◆ 80% 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.

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:</b>	<b>2018 %</b>
Trip Advisor	55
Google	48
Expedia	40
Travelocity	12
Hotels.com	11
None	11
Kayak	9
Orbitz	7
Yahoo Travel	7
Priceline	6
Travel.com	6
Cheap Flights	0

<b>OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:</b>	<b>2018 %</b>
Research hotels	80
Research flights and prices	72
Book airline flights	71
Book hotels	69
Find packages	10
Buy packages	4

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:</b>	<b>2018 %</b>
Trip Advisor	61
Various hotel chains	58
Google	47
Travelocity	24
Hotels.com	16
Orbitz	11
Expedia	9
Hotwire	5
Priceline	5
Travel.com	2
Yahoo Travel	1
Kayak	0

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:</b>	<b>2018 %</b>
Any/all out of their area	52
Delta	32
American	17
Jet Blue	12
Southwest	3

- ◆ 75% 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.
- ◆ 111% of the out of state visitors use Twitter.
- ◆ 64% of the out of state visitors take more than one vacation per year.

<b>OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:</b>	<b>2018 %</b>
Summer	97
Winter	66
Spring	61
Fall	29

<b>OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2018 %</b>
Florida in general	75
No usual destination	65
Other areas in the USA	41
Caribbean	38
Beaches in general	24
Other areas outside the USA	23
N.E. in general (NY, NJ, New England, etc.)	21
Mountains in general	20
S.E. in general (GA, SC, NC, etc.)	19
Hawaii	9
CA/AZ	7
West in general (excluding CA/AZ)	4
Mexico	2

- ◆ 84% of the out of state visitors have taken another warm weather vacation in the past five years.

<b>OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2018 %</b>
Florida	85
Other areas inside the USA	74
Caribbean	44
Other Areas outside the USA	22
Hawaii	19
CA/AZ	17
Mexico	2
Myrtle Beach	2

<b>THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:</b>	<b>2018 %</b>
Husband and wife	57
Family	16
Friends	15
Self (single)	6
Wife	5
Husband	1

<b>OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:</b>	<b>2018 %</b>
Family	40
Husband and wife	37
Friends	13
Self (single)	10

<b>THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:</b>	<b>2018 %</b>
Doesn't matter	70
Summer	68
Winter	12
Spring	9
Fall	4

- ◆ The average party size for out of state visitors was 3.6.
- ◆ 19% of out of state visitors traveled with children age 12 and younger.
- ◆ 18% 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: 24% said government/company business, 18% said convention/trade show, and 33% said to meet a cruise.
- ◆ 32% of out of state visitors traveled by air and 68% by auto.
- ◆ For those out of state visitors that traveled by air:
  - 73% landed in Daytona Beach.
  - 25% landed in Orlando/Sanford.
  - 2% landed elsewhere.
- ◆ 0% of the out of state visitors that flew into Orlando said that it was inconvenient.

<b>THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:</b>	<b>2018 %</b>
Daytona Beach	84
South Florida	6
East coast of Florida in general	5
Florida in general	3
Orlando	2

- ◆ The average number of days out of state visitors spent away from home was 6.8.
- ◆ The average number of days spent in Daytona Beach was 5.1..
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$174.
- ◆ 87% of the out of state visitors made advanced reservations, with the average time in advance being between one to two months.
- ◆ 60% of out of state visitors did not use a professional travel service.
  - 52% used an Internet travel service.
  - 5% used a travel agent.
  - 5% used an auto club.



## Satisfaction with Daytona Beach

<b>OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:</b>	<b>2018 %</b>
About what I expected	92
Less expensive	5
More expensive	3

- ◆ While in Daytona Beach, 35% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 2% 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 a parking garage.

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2018 %</b>
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	98
The ideal vacation destination for a family	98
A family oriented area	97
Full of activities/things to do	97
Important for playing golf	13

<b>IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:</b>	<b>2018 %</b>
Being within a day's travel was important	86
The beach would be more enjoyable without cars on it	74
Being near tourist attractions was important	14
Being able to drive on the beach was important	2

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2018 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	80
Highly recommended by friends before I came	67



<b>ON PLEASURE TRIPS OUT OF STATE VISITORS:</b>	<b>2018 %</b>
Look for escape, relaxation, change of scenery, educational aspects	98
Often travel with friends or meet them at my destination	75
Generally prefer beach destinations	64
Have paid to park near the beach at other destinations	52
Really like to return to familiar places	46
Prefer the more economical hotels/motels	30
Often travel with children	29
Paid admission fees at other beach destinations	27
Really stick to a budget when eating out	25
Usually play golf	15

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

65%	No magazines	4%	Time
29%	AAA Magazine	4%	Various others
20%	Modern Maturity	3%	Ladies Home Journal
16%	Southern Living	3%	People Magazine
12%	Golf magazines - various	2%	Better Homes & Garden
11%	Family Circle	Tr.	Good Housekeeping
11%	Sports Illustrated		
9%	US News & World Report		
7%	National Geographic		
7%	Readers Digest		

<b>ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:</b>	<b>2018 %</b>
Walking on the beach	92
Visiting family/friends in the area	39
Speedway	22
Ocean Walk	21
Miniature golf	20
Business/meetings	19
Flea Market	15
Played golf	14
Ponce Inlet Lighthouse	11
St. Augustine	11
Kennedy Space Center	8
Daytona Dog Races	6
EPCOT	6
Museum	5
Volusia Mall	5
Animal Kingdom	4
Magic Kingdom	4
MGM Studios	4
Universal Studios	4
Fishing	3
Sea World	3
Driving on the beach	1

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

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:</b>	<b>2018 %</b>
Professional/self employed	31
Mid-range white collar	29
Retired	19
Skilled labor	11
Refused	8
Clerical	2

- ◆ Out of state visitors were an average of 51 years old.
- ◆ 84% of out of state visitors were married, and 16% were single.

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2018 %</b>
Over \$100,000	7
\$90,000 - \$100,000	2
\$80,000 - \$90,000	1
\$70,000 - \$80,000	16
\$60,000 - \$70,000	15
\$50,000 - \$60,000	13
\$40,000 - \$50,000	11
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

<b>THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:</b>	<b>2018 %</b>
Caucasian	78
Black/African America	11
Hispanic	10
Asian/Pacific Islander	1
Native American	0

# FLORIDA VISITORS

## JUNE, 2018 Daytona Beach Visitor Profile

- ◆ For 33% 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.
- ◆ 44% of the repeat visitors from Florida have stayed in the same lodging before.

<b>REASONS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2018 %</b>
Close to home	91
Beach	62
Been to Daytona Beach before	60
Family/friends in the area	51
Weather	33
Meeting/convention	19
Personal event/other	19
Timeshare deal	18
Business	17
Golf	12
Speedway	11
Sporting Tournaments – various	8
Fishing	2
Close to major attractions	0

<b>VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2018 %</b>
Internet	64
Saw no ads	33
Brochures	24
Magazines	12
Newspapers	7
Television	4
Billboards	0

- ◆ 29% of the visitors from Florida asked for information before coming.
- ◆ 65% 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.
- ◆ 54% of the visitors from Florida used the Internet to make reservations.
- ◆ 84% 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.

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:</b>	<b>2018 %</b>
Trip Advisor	57
Google	54
Expedia	38
Travelocity	27
None	12
Orbitz	6
Kayak	5
Yahoo Travel	5
Priceline	4
Cheap Flights	0
YAPTA	0

<b>VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:</b>	<b>2018 %</b>
Research flights and prices	79
Research hotels	78
Book airline flights	71
Book hotels	65
Find packages	10
Buy packages	5

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:</b>	<b>2018 %</b>
Various hotel chains	63
Trip Advisor	60
Google	41
Expedia	37
Travelocity	17
Orbitz	12
Hotels.com	11
Priceline	8
Hotwire	5
Yahoo Travel	5
Kayak	2
Travel.com	2

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:</b>	<b>2018 %</b>
Any/all out of their area	43
Delta	44
American	14
Jet Blue	9

- ◆ 74% 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.
- ◆ 12% of the visitors from Florida use Twitter.
- ◆ 62% of the visitors from Florida take more than one vacation per year.

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:</b>	<b>2018 %</b>
Summer	98
Winter	68
Spring	57
Fall	39

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2018 %</b>
Florida in general	95
No usual destination	82
Beaches in general (excl. LA & AZ)	50
Caribbean	46
Other areas in the USA	27
S.E. in general (GA, SC, NC, etc.)	19
N.E. in general (NY, NJ, New England, etc.)	15
Other areas outside the USA	15
Mountains in general	11
CA/AZ	5
Hawaii	3
Mexico	0

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

<b>VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2018 %</b>
Florida	100
Caribbean	63
California	15
Other areas outside the USA	9
Hawaii	6
Mexico	2
Myrtle Beach	1



<b>THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:</b>	<b>2018 %</b>
Husband and wife	51
Family	24
Self (single)	11
Friends	9
Wife	3
Husband	2

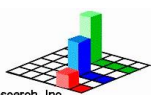
<b>VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:</b>	<b>2018 %</b>
Husband and wife	48
Family	28
Friends	13
Self (single)	11

<b>THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:</b>	<b>2018 %</b>
Doesn't matter	87
Summer	51
Spring	11
Winter	9
Fall	3

- ◆ The average party size for visitors from Florida was 2.9.
- ◆ 11% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 17% of the visitors from Florida traveled with teenagers.
- ◆ 49% traveled with friends/relatives; 60% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 25% said government/company business, 45% said to meet a cruise, and 25% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

<b>THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:</b>	<b>2018 %</b>
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.2.
- ◆ The average number of days spent in Daytona Beach was 3.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$161.
- ◆ 73% of visitors from Florida made advanced reservations, with the average time in advance being about one and a half months.
- ◆ 55% of visitors from Florida did not use a professional travel service.
  - 42% used an Internet travel service.
  - 0% used a travel agent.
  - 5% used an auto club.



## Satisfaction with Daytona Beach

<b>VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:</b>	<b>2018 %</b>
About what I expected	96
Less expensive	3
More expensive	1

- ◆ While in Daytona Beach 38% 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.

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2018 %</b>
Easy access to the beach from my hotel	100
A good value for the money spent	98
Clean and beautiful	98
Full of activities/things to do	97
The ideal vacation destination for a family	95
A family oriented area	93
Important for playing golf	11

<b>IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:</b>	<b>2018 %</b>
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	76
Being able to drive on the beach was important	1
Being near tourist attractions was important	0

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2018 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	99
Highly recommended by friends before I came	64



<b>ON PLEASURE TRIPS VISITORS FROM FLORIDA:</b>	<b>2018 %</b>
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	97
Generally prefer beach destinations	60
Have paid to park near the beach at other destinations	50
Really like to return to familiar places	44
Prefer the more economical hotels/motels	40
Really stick to a budget when eating out	29
Usually play golf	24
Often travel with children	20
Paid admission fees at other beach destinations	15

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

58%	No magazines	7%	Sports Illustrated
31%	Modern Maturity	6%	US News & World Report
28%	AAA Magazine	5%	People Magazine
18%	Southern Living	3%	Ladies Home Journal
10%	Golf magazines - various	3%	Time
9%	Readers Digest	2%	Better Homes & Garden
9%	Various Others	1%	Good Housekeeping
7%	Family Circle		
7%	National Geographic		

<b>ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:</b>	<b>2018 %</b>
Walking on the beach	99
Visiting family/friends in the area	40
Business/meetings	20
Flea Market	18
Miniature golf	17
Ocean Walk	16
Played golf	12
Speedway	11
Ponce Lighthouse	9
Daytona Dog Races	5
Museum	4
Kennedy Space Center	3
St. Augustine	3
Volusia Mall	3
Driving on the beach	2
Fishing	2

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 50% of the visitors from Florida to complete the survey were female, 50% were male.

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:</b>	<b>2018 %</b>
Mid-range white collar	29
Professional/self employed	22
Retired	21
Refused	11
Skilled labor	11
Clerical	6

- ◆ Visitors from Florida were an average of 55 years old.
- ◆ 78% of visitors from Florida were married, and 22% were single.

<b>VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2018 %</b>
Over \$100,000	5
\$90,000 - \$100,000	3
\$80,000 - \$90,000	2
\$70,000 - \$80,000	18
\$60,000 - \$70,000	9
\$50,000 - \$60,000	13
\$40,000 - \$50,000	11
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	39

<b>THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:</b>	<b>2018 %</b>
Caucasian	77
Hispanic	11
Black/African America	9
Asian/Pacific Islander	1
Native American	1

# JUNE 2018 DAYTONA BEACH POINTS OF ORIGIN

35%	Florida	1%	Alabama	Tr.	Missouri
9%	Georgia	1%	California	Tr.	Nebraska
6%	Ohio	1%	Connecticut	Tr.	New Hampshire
5%	New York	Tr.	Arizona	Tr.	New Mexico
5%	North Carolina	Tr.	Arkansas	Tr.	Oklahoma
4%	Illinois	Tr.	Colorado	Tr.	Oregon
3%	Indiana	Tr.	D.C.	Tr.	Vermont
3%	South Carolina	Tr.	Iowa	Tr.	Virginia
3%	Tennessee	Tr.	Kansas	Tr.	Washington
2%	Kentucky	Tr.	Louisiana	Tr.	West Virginia
2%	Michigan	Tr.	Maryland	Tr.	Wisconsin
2%	New Jersey	Tr.	Massachusetts		
2%	Pennsylvania	Tr.	Minnesota		
2%	Texas	Tr.	Mississippi		

## ◆ TOTAL U.S.A. 86%

### ◆ CANADA (8% of the total)

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

### ◆ FOREIGN (5% of the total)

3%	U.K.	Tr.	Netherlands
2%	Germany	Tr.	Norway
Tr.	Belgium	Tr.	Russia
Tr.	Central Europe	Tr.	Switzerland
Tr.	France		

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

30%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
29%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
9%	Jacksonville
9%	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

