

DAYTONA BEACH VISITOR PROFILE

May 2018



Prepared for The Halifax Area Advertising Authority

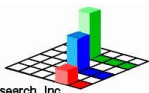
By:



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OUT OF STATE VISITORS

May, 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.
- ◆ 88% 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	79
Weather	63
Been to Daytona Beach before	60
Family/friends in the area	40
Close to home	26
Business	20
Ocean Center/Competitive arts	19
Personal event/other	19
Meeting/convention	18
Speedway	15
Close to major attractions	10
Golf	10
Timeshare deal	9
Sporting tournaments – various	3
Stopover/going elsewhere	2

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	80
Magazines	28
Brochures	26
Saw no ads	24
Newspapers	8
Television	7
Billboards	0



- ◆ 51% of the out of state visitors asked for information before coming.
- ◆ 77% used the Internet to plan their trip to Daytona Beach.
- ◆ 72% 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	61
Expedia	49
Travelocity	48
Yahoo Travel	17
Orbitz	12
Hotels.com	12
None	11
Kayak	10
Priceline	7
Travel.com	5
Cheap Flights	3

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	76
Research flights and prices	75
Book airline flights	65
Book hotels	63
Find packages	14
Buy packages	7

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	57
Various hotel chains	52
Google	40
Expedia	39
Travelocity	35
Hotels.com	25
Orbitz	12
Priceline	10
Hotwire	6
Travel.com	5
Yahoo Travel	4
Kayak	4

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	61
Delta	39
American	17
Jet Blue	16
Southwest	8

- ◆ 74% 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 95% to talk about activities/vacations.
- ◆ 23% 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 %
Spring	89
Summer	88
Winter	60
Fall	39

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	89
No usual destination	78
Other areas in the USA	43
Caribbean/cruise	34
Beaches in general	30
N.E. in general (NY, NJ, New England, etc.)	24
Other areas outside the USA	24
Mountains in general	20
S.E. in general (GA, SC, NC, etc.)	19
West in general (excluding CA/AZ)	6
CA/AZ	5
Hawaii	6
Mexico	0

- ◆ 90% 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	69
Caribbean/cruise	49
CA/AZ	25
Other Areas outside the USA	24
Hawaii	13
Mexico	0
Myrtle Beach	0

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	51
Friends	22
Family	15
Self (single)	10
Wife	1
Husband	1

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	44
Family	24
Friends	21
Self (single)	11

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	79
Spring	50
Summer	45
Winter	19
Fall	2

- ◆ The average party size for out of state visitors was 3.2.
- ◆ 5% of out of state visitors traveled with children age 12 and younger.
- ◆ 11% of out of state visitors traveled with teenagers.
- ◆ 41% traveled with friends/relatives; 44% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 31% said government/company business, 19% said convention/trade show, and 36% said to meet a cruise.
- ◆ 30% of out of state visitors traveled by air and 70% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 72% landed in Daytona Beach.
 - 27% landed in Orlando/Sanford.
 - 1% 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	86
Florida in general	5
Orlando	4
East coast of Florida in general	4
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 6.5.
- ◆ The average number of days spent in Daytona Beach was 4.6.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$163.
- ◆ 89% of the out of state visitors made advanced reservations, with the average time in advance being between one and a half months.
- ◆ 29% of out of state visitors did not use a professional travel service.
 - 66% used an Internet travel service.
 - 10% used a travel agent.
 - 4% used an auto club.
 - 1% used a timeshare.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
Less expensive	79
About what I expected	20
More expensive	1

- ◆ While in Daytona Beach, 56% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 1% 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	98
The ideal vacation destination for a family	98
Full of activities/things to do	97
Important for playing golf	13

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
Being within a day's travel was important	90
The beach would be more enjoyable without cars on it	89
Being near tourist attractions was important	16
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	84
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	99
Often travel with friends or meet them at my destination	90
Generally prefer beach destinations	64
Really like to return to familiar places	50
Have paid to park near the beach at other destinations	47
Really stick to a budget when eating out	47
Prefer the more economical hotels/motels	42
Usually play golf	25
Paid admission fees at other beach destinations	27
Often travel with children	18

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

57%	No magazines	7%	National Geographic
34%	AAA Magazine	7%	Readers Digest
21%	Southern Living	5%	Time
19%	Modern Maturity	4%	Better Homes & Garden
12%	Sports Illustrated	4%	Various others
10%	Golf magazines - various	3%	Good Housekeeping
9%	People Magazine	1%	Country Living
8%	US News & World Report	1%	Fishing magazines - various
7%	Family Circle	Tr.	Tv Guide
7%	Ladies Home Journal		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	98
Visiting family/friends in the area	42
Business/meetings	23
Ocean Walk	18
Miniature golf	17
Ocean Center/Competitive Arts	17
Volusia Mall	14
One Daytona	13
Played golf	13
St. Augustine	13
Flea Market	12
Speedway	11
EPCOT	9
Museum	7
Ponce Inlet Lighthouse	7
Daytona Dog Races	6
Animal Kingdom	5
Kennedy Space Center	5
Magic Kingdom	3
MGM Studios	3
Driving on the beach	2
Universal Studios	1
Fishing	Tr.
Sea World	Tr.

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 52% of the out of state visitors to complete the survey were male, 48% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Professional/self employed	24
Retired	21
Mid-range white collar	20
Refused	17
Skilled labor	16
Clerical	2

- ◆ Out of state visitors were an average of 54 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	2
\$70,000 - \$80,000	16
\$60,000 - \$70,000	0
\$50,000 - \$60,000	17
\$40,000 - \$50,000	16
\$30,000 - \$40,000	2
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	36

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	78
Black/African America	10
Hispanic	10
Asian/Pacific Islander	2
Native American	0

FLORIDA VISITORS

MAY, 2018 Daytona Beach Visitor Profile

- ◆ For 34% 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.
- ◆ 50% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Close to home	97
Been to Daytona Beach before	67
Beach	51
Family/friends in the area	39
Weather	24
Business	19
Meeting/convention	19
Personal event/other	17
Golf	13
Speedway	11
Ocean Center/Competitive arts	9
Timeshare deal	9
Fishing	3
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	79
Brochures	24
Saw no ads	20
Magazines	12
Newspapers	11
Television	6
Billboards	0

- ◆ 36% of the visitors from Florida asked for information before coming.
- ◆ 75% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 70% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 57% of the visitors from Florida used the Internet to make reservations.
- ◆ 79% 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	63
Expedia	45
Travelocity	40
None	19
Hotels.com	10
Orbitz	9
Yahoo Travel	7
Cheap Flights	3
Kayak	3
Priceline	2
Travel.com	2

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Book airline flights	80
Research flights and prices	79
Research hotels	78
Book hotels	63
Find packages	10
Buy packages	3

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Trip Advisor	71
Various hotel chains	62
Google	51
Expedia	47
Travelocity	40
Hotels.com	23
Orbitz	12
Priceline	9
Hotwire	7
Yahoo Travel	5
Kayak	4
Travel.com	4

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	60
Delta	49
American	20
Jet Blue	14
Southwest	7
Spirit	3



- ◆ 73% of the visitors from Florida are on Facebook
 - 98% 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 visitors from Florida use Twitter.
- ◆ 77% 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	98
Spring	75
Winter	70
Fall	38

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	99
No usual destination	75
Caribbean/cruise	52
Beaches in general	51
Other areas in the USA	16
S.E. in general (GA, SC, NC, etc.)	16
N.E. in general (NY, NJ, New England, etc.)	15
Other areas outside the USA	14
Mountains in general	12
CA/AZ	7
Hawaii	5
West in general (excluding CA/AZ)	1
Mexico	0

- ◆ 92% 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	66
Caribbean/cruise	64
Other areas outside the USA	19
California	16
Hawaii	5
Mexico	3
Myrtle Beach	0



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	39
Self (single)	21
Friends	19
Family	18
Wife	3
Husband	1

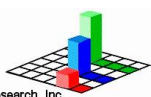
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	40
Family	22
Self (single)	20
Friends	18

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	89
Summer	40
Spring	23
Winter	15
Fall	2

- ◆ The average party size for visitors from Florida was 3.0.
- ◆ 7% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 7% of the visitors from Florida traveled with teenagers.
- ◆ 48% traveled with friends/relatives; 52% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 29% said government/company business, 48% said to meet a cruise, and 25% 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 3.3.
- ◆ The average number of days spent in Daytona Beach was 3.3.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$143.
- ◆ 80% of visitors from Florida made advanced reservations, with the average time in advance being about four to five weeks.
- ◆ 35% of visitors from Florida did not use a professional travel service.
 - 52% used an Internet travel service.
 - 9% used a travel agent.
 - 3% used an auto club.
 - 1% used a timeshare.



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 54% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 2% 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	99
Clean and beautiful	99
A family oriented area	98
The ideal vacation destination for a family	98
Full of activities/things to do	98
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	80
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	90
Highly recommended by friends before I came	74

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	97
Generally prefer beach destinations	71
Really like to return to familiar places	62
Have paid to park near the beach at other destinations	50
Prefer the more economical hotels/motels	48
Really stick to a budget when eating out	40
Usually play golf	34
Often travel with children	24
Paid admission fees at other beach destinations	18

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

60%	No magazines	6%	US News & World Report
31%	Modern Maturity	4%	Better Homes & Garden
27%	AAA Magazine	4%	Ladies Home Journal
17%	Southern Living	4%	Time
12%	Golf magazines - various	4%	Various Others
9%	Readers Digest	3%	Good Housekeeping
7%	Family Circle	Tr.	Fishing magazines – various
7%	Sports Illustrated	Tr.	TV Guide
6%	National Geographic		
6%	People Magazine		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	90
Visiting family/friends in the area	29
Business/meetings	32
Ocean Walk	22
Miniature golf	19
Flea Market	14
One Daytona	11
Played golf	11
Ocean Center/Competitive Arts	9
Ponce Lighthouse	8
Speedway	8
Volusia Mall	6
Museum	5
Daytona Dog Races	4
Driving on the beach	1
Kennedy Space Center	1
Fishing	Tr.
St. Augustine	Tr.

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 54% of the visitors from Florida to complete the survey were female, 46% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Mid-range white collar	25
Professional/self employed	24
Retired	19
Refused	15
Skilled labor	15
Clerical	2

- ◆ Visitors from Florida were an average of 48 years old.
- ◆ 79% of visitors from Florida were married, and 21% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	6
\$90,000 - \$100,000	0
\$80,000 - \$90,000	3
\$70,000 - \$80,000	16
\$60,000 - \$70,000	2
\$50,000 - \$60,000	12
\$40,000 - \$50,000	21
\$30,000 - \$40,000	4
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	78
Hispanic	13
Black/African America	8
Asian/Pacific Islander	1
Native American	0

MAY 2018 DAYTONA BEACH POINTS OF ORIGIN

33%	Florida	2%	Texas	Tr.	Maryland
9%	Georgia	1%	Alabama	Tr.	Minnesota
8%	New York	1%	California	Tr.	Mississippi
7%	Ohio	1%	Massachusetts	Tr.	Missouri
4%	Illinois	1%	Virginia	Tr.	Nevada
4%	Michigan	Tr.	Arkansas	Tr.	New Hampshire
3%	Indiana	Tr.	Arizona	Tr.	Oklahoma
3%	North Carolina	Tr.	Colorado	Tr.	Vermont
3%	Pennsylvania	Tr.	Connecticut	Tr.	Washington
3%	Tennessee	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. 88%

◆ CANADA (7% of the total)

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

◆ FOREIGN (5% of the total)

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

◆ FLORIDA VISITORS (by percent of Florida total)

31%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
30%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
10%	Jacksonville
9%	Miami, Fort Lauderdale, The Keys
9%	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

