

DAYTONA BEACH VISITOR PROFILE

November 2018



Prepared for The Halifax Area Advertising Authority

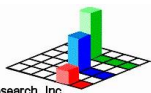
By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

November, 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.
- ◆ 72% 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.
- ◆ 64% 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 %
Been to Daytona Beach before	60
Beach	53
Family/friends in the area	46
Weather	40
Business	26
Close to home	23
Turkey Run	22
Meeting/convention	20
Personal event/other	14
Close to major attractions	11
Golf	10
Timeshare deal	7
Fishing	3
Stopover/going elsewhere	1

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	76
Brochures	29
Saw no ads	23
Magazines	17
Newspapers	7
Television	6
Billboards	0



- ◆ 52% of the out of state visitors asked for information before coming.
- ◆ 75% used the Internet to plan their trip to Daytona Beach.
- ◆ 69% used the Internet to choose a place to stay.
- ◆ 54% 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.

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:	2018 %
Trip Advisor	62
Google	54
Expedia	40
Travelocity	37
Yahoo Travel	24
Hotels.com	12
Kayak	8
None	8
Orbitz	6
Travel.com	6
Priceline	5
Cheap Flights	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	79
Research flights and prices	80
Book airline flights	69
Book hotels	47
Find packages	42
Buy packages	23

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	69
Various hotel chains	63
Expedia	39
Google	39
Travelocity	25
Hotels.com	23
Priceline	8
Hotwire	7
Orbitz	7
Kayak	6
Travel.com	2
Yahoo Travel	2

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	70
Delta	32
American	19
Southwest	11
Jet Blue	9

- ◆ 76% 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 97% to talk about activities/vacations.
- ◆ 15% 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, GO IN:	2018 %
Fall	98
Summer	88
Winter	84
Spring	47

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	80
No usual destination	70
Other areas in the USA	43
Beaches in general	31
Caribbean/Cruise	31
N.E. in general (NY, NJ, New England, etc.)	27
S.E. in general (GA, SC, NC, etc.)	25
Mountains in general	20
Other areas outside the USA	15
CA/AZ	7
West in general (excluding CA/AZ)	6
Hawaii	5
Mexico	Tr.

- ◆ 87% 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	80
Other areas inside the USA	74
Caribbean/Cruise	62
Other Areas outside the USA	19
CA/AZ	17
Hawaii	13
Mexico	3
Myrtle Beach	3

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	48
Self (single)	21
Friends	19
Family	7
Husband	3
Wife	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	51
Self single)	20
Family	18
Friends	11

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	87
Winter	31
Summer	27
Fall	21
Spring	11

- ◆ The average party size for out of state visitors was 2.4.
- ◆ 5% of out of state visitors traveled with children age 12 and younger.
- ◆ 11% of out of state visitors traveled with teenagers.
- ◆ 38% traveled with friends/relatives; 45% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 37% said government/company business, 26% said convention/trade show, and 32% said to meet a cruise.
- ◆ 29% of out of state visitors traveled by air, and 71% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 49% landed in Daytona Beach.
 - 51% landed in Orlando.
- ◆ 4% 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	80
Orlando	11
Florida in general	6
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 5.7.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$162.
- ◆ 96% of the out of state visitors made advanced reservations, with the average time in advance being about 5 - 6 weeks.
- ◆ 29% of out of state visitors did not use a professional travel service.
 - 52% used an Internet travel service.
 - 11% used a travel agent.
 - 5% used an auto club.
 - 6% used a time share.

Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	91
Less expensive	6
More expensive	3

- ◆ While in Daytona Beach, 57% 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.
- ◆ 8% 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
A family oriented area	92
The ideal vacation destination for a family	92
Important for playing golf	7

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
Being within a day's travel was important	95
The beach would be more enjoyable without cars on it	56
Being near tourist attractions was important	12
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	99
A good place to get some peace and quiet	85
Highly recommended by friends before I came	80

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	70
Really like to return to familiar places	52
Prefer the more economical hotels/motels	47
Have paid to park near the beach at other destinations	42
Generally prefer beach destinations	40
Really stick to a budget when eating out	40
Paid admission fees at other beach destinations	29
Often travel with children	12

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

49%	No magazines	8%	US News & World Report
28%	AAA Magazine	6%	Better Homes & Garden
24%	Modern Maturity	6%	Various others
14%	Car magazines	5%	Good Housekeeping
11%	Sports Illustrated	5%	Readers Digest
9%	National Geographic	5%	Time
9%	People Magazine	2%	Ladies Home Journal
9%	Southern Living		
8%	Family Circle		
8%	Golf magazines - various		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	90
Visiting family/friends in the area	46
Speedway	39
Car shows	32
Business/meetings	29
Flea Market	16
Ocean Walk	16
Miniature golf	10
Ponce Inlet Lighthouse	10
St. Augustine	10
Played golf	9
Daytona Dog Races/Poker Room	8
One Daytona	8
Kennedy Space Center	7
Volusia Mall	6
Animal Kingdom	5
EPCOT	5
Museum	5
Universal Studios	5
Driving on the beach	4
Magic Kingdom	4
Sea World	2

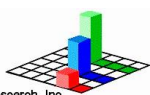
- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 51% of the out of state visitors to complete the survey were male, 49% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Retired	34
Skilled labor	20
Mid-range white collar	17
Professional/self employed	14
Refused	11
Clerical	4
Semi-skilled labor	0

- ◆ Out of state visitors were an average of 53 years old.
- ◆ 79% of out of state visitors were married, and 21% 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	3
\$70,000 - \$80,000	17
\$60,000 - \$70,000	0
\$50,000 - \$60,000	16
\$40,000 - \$50,000	12
\$30,000 - \$40,000	3
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	41

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	77
Hispanic	11
Black/African America	10
Asian/Pacific Islander	2
Native American	0



FLORIDA VISITORS

November, 2018 Daytona Beach Visitor Profile

- ◆ For 37% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 95% 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	99
Been to Daytona Beach before	73
Family/friends in the area	39
Business	37
Turkey Run	26
Meeting/convention	26
Beach	25
Personal event/other	15
Weather	14
Golf	9
Competitive Tournaments	9
Timeshare deal	6
Close to major attractions	0
Fishing	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	72
Saw no ads	29
Brochures	22
Newspapers	7
Television	5
Billboards	0

- ◆ 41% 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.
- ◆ 67% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 60% 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	63
Trip Advisor	60
Expedia	42
Travelocity	39
Yahoo Travel	14
Kayak	12
Hotels.com	9
Priceline	7
None	6
Orbitz	5
Travel.com	4
Cheap Flights	0

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Research flights and prices	85
Research hotels	80
Book airline flights	71
Book hotels	61
Find packages	17
Buy packages	11

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Trip Advisor	65
Various hotel chains	60
Expedia	40
Google	40
Orbitz	25
Travelocity	19
Hotels.com	15
Priceline	15
Hotwire	7
Kayak	7
Travel.com	0
Yahoo Travel	0

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	64
Delta	44
Jet Blue	6

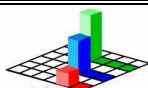
- ◆ 78% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 97% to talk about activities/vacations.
- ◆ 12% of the visitors from Florida use Twitter.
- ◆ 80% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2018 %
Summer	99
Winter	95
Fall	86
Spring	57

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	99
No usual destination	81
Caribbean/Cruise	60
Beaches in general	54
Other areas in the USA	36
N.E. in general (NY, NJ, New England, etc.)	24
Mountains in general	20
S.E. in general (GA, SC, NC, etc.)	19
Other areas outside the USA	15
Hawaii	5
West in general (excluding CA/AZ)	5
CA/AZ	3
Mexico	0

- ◆ 89% 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	65
Caribbean/Cruise	63
Other areas outside the USA	19
California	10
Hawaii	9
Myrtle Beach	2
Mexico	Tr.



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	39
Self (single)	27
Friends	22
Family	9
Husband	2
Wife	1

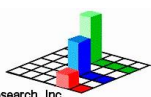
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	37
Self (single)	25
Friends	20
Family	18

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	92
Winter	25
Summer	20
Fall	12
Spring	4

- ◆ The average party size for visitors from Florida was 2.6.
- ◆ 9% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 7% of the visitors from Florida traveled with teenagers.
- ◆ 41% traveled with friends/relatives; 49% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 29% said government/company business, 40% said to meet a cruise, and 29% 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 3.9.
- ◆ The average number of days spent in Daytona Beach was 3.9.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$159.
- ◆ 91% of visitors from Florida made advanced reservations, with the average time in advance being about 2 months.
- ◆ 45% of visitors from Florida did not use a professional travel service.
 - 60% used an Internet travel service.
 - 8% used a travel agent.
 - 0% used a timeshare.
 - 6% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	86
Less expensive	10
More expensive	2

- ◆ While in Daytona Beach, 55% 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.
- ◆ 6% 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	97
A good value for the money spent	97
Clean and beautiful	97
Full of activities/things to do	97
The ideal vacation destination for a family	95
Important for playing golf	5

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	50
Being able to drive on the beach was important	2

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	82
Highly recommended by friends before I came	78

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	79
Really like to return to familiar places	70
Really stick to a budget when eating out	60
Prefer the more economical hotels/motels	57
Have paid to park near the beach at other destinations	36
Usually play golf	27
Paid admission fees at other beach destinations	21
Often travel with children	15

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

47%	No magazines	6%	Readers Digest
29%	AAA Magazine	6%	Time
19%	Modern Maturity	6%	Various Others
17%	Golf magazines - various	4%	Good Housekeeping
13%	Southern Living	3%	Better Homes & Garden
13%	Sports Illustrated	3%	Ladies Home Journal
9%	US News & World Report	Tr.	TV Guide
8%	Car magazines - various		
7%	National Geographic		
6%	Family Circle		
6%	People Magazine		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	80
Visiting family/friends in the area	41
Business/meetings/work	39
Speedway	32
Car shows	29
Ocean Walk	16
Flea Market	11
One Daytona	9
Played golf	9
Miniature golf	8
Daytona Dog Races/Poker Room	4
Volusia Mall	4
Museum	3
Driving on the beach	1
Kennedy Space Center	1

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 40% of the visitors from Florida to complete the survey were female, 60% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Retired	31
Skilled labor	23
Professional/self employed	18
Mid-range white collar	17
Refused	7
Clerical	2
Semi-skilled labor	2

- ◆ Visitors from Florida were an average of 54 years old.
- ◆ 81% of visitors from Florida were married, and 19% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	4
\$90,000 - \$100,000	2
\$80,000 - \$90,000	0
\$70,000 - \$80,000	13
\$60,000 - \$70,000	0
\$50,000 - \$60,000	17
\$40,000 - \$50,000	17
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	45

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	75
Hispanic	13
Black/African America	12
Asian/Pacific Islander	0
Native American	0

NOVEMBER 2018 DAYTONA BEACH POINTS OF ORIGIN

41%	Florida	1%	Massachusetts	Tr.	Mississippi
7%	Georgia	1%	New Jersey	Tr.	Missouri
4%	Ohio	1%	Texas	Tr.	Nebraska
4%	New York	Tr.	Alabama	Tr.	Nevada
3%	Illinois	Tr.	Arizona	Tr.	New Hampshire
3%	North Carolina	Tr.	Arkansas	Tr.	Oklahoma
3%	Tennessee	Tr.	Colorado	Tr.	Rhode Island
2%	Indiana	Tr.	Connecticut	Tr.	Utah
2%	Kentucky	Tr.	Iowa	Tr.	Washington
2%	Michigan	Tr.	Kansas	Tr.	West Virginia
2%	Pennsylvania	Tr.	Louisiana	Tr.	Wisconsin
2%	South Carolina	Tr.	Maine	Tr.	Wyoming
2%	Virginia	Tr.	Maryland		
1%	California	Tr.	Minnesota		

◆ TOTAL U.S.A. 82%

◆ CANADA (11% of the total)

6%	Ontario	Tr.	Manitoba
4%	Quebec	Tr.	New Brunswick
Tr.	Alberta	Tr.	Newfoundland
Tr.	British Columbia	Tr.	Nova Scotia

◆ FOREIGN (7% of the total)

3%	U.K	Tr.	Italy
2%	Germany	Tr.	Netherlands
Tr.	Central Europe	Tr.	Norway
Tr.	China	Tr.	Russia
Tr.	Denmark	Tr.	Sweden
Tr.	France	Tr.	Switzerland

◆ FLORIDA VISITORS (by percent of Florida total)

28%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
14%	Jacksonville
11%	Miami, Fort Lauderdale, The Keys
9%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
5%	Ft. Myers, Naples
1%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

