

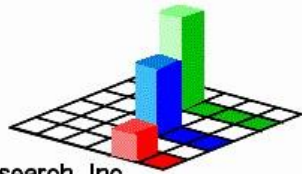
DAYTONA BEACH VISITOR PROFILE

October 2018



Prepared for The Halifax Area Advertising Authority

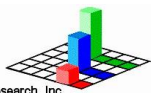
By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

October, 2018 Daytona Beach Visitor Profile

- ◆ For 37% 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.
- ◆ 50% 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	66
Beach	60
Biketoberfest	45
Weather	45
Family/friends in the area	43
Business	20
Close to home	20
Meeting/convention	16
Personal event/other	9
Various competitive events	6
Close to major attractions	5
Golf	5
Time share deal	5
Stopover/going elsewhere	3

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	74
Brochures	25
Saw no ads	25
Magazines	17
Newspapers	5
Television	4
Billboards	0



- ◆ 60% of the out of state visitors asked for information before coming.
- ◆ 76% used the Internet to plan their trip to Daytona Beach.
- ◆ 66% used the Internet to choose a place to stay.
- ◆ 52% 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	61
Google	50
Travelocity	44
Expedia	43
Yahoo Travel	17
Orbitz	15
Kayak	13
Hotels.com	11
Travel.com	11
None	9
Priceline	4
Cheap Flights	2

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	81
Research flights and prices	77
Book airline flights	73
Book hotels	35
Find packages	28
Buy packages	11

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	61
Various hotel chains	55
Google	41
Expedia	37
Hotels.com	19
Travelocity	17
Orbitz	12
Hotwire	8
Kayak	6
Priceline	6
Yahoo Travel	5
Travel.com	0

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	61
Delta	33
American	19
Southwest	15
Jet Blue	7

- ◆ 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 98% to talk about activities/vacations.
- ◆ 16% 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 %
Fall	99
Summer	88
Winter	75
Spring	60

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	90
No usual destination	80
Beaches in general	44
Caribbean/Cruise	37
Other areas in the USA	32
S.E. in general (GA, SC, NC, etc.)	28
N.E. in general (NY, NJ, New England, etc.)	22
Other areas outside the USA	19
Mountains in general	7
West in general (excluding CA/AZ)	5
CA/AZ	5
Hawaii	6
Mexico	1

- ◆ 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	90
Other areas inside the USA	70
Caribbean/Cruise	39
CA/AZ	27
Other Areas outside the USA	19
Hawaii	11
Mexico	1
Myrtle Beach	1

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	41
Self (single)	29
Friends	23
Family	4
Husband	2
Wife	1

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	40
Friends	28
Self (single)	26
Family	6

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	87
Fall	40
Summer	35
Winter	10
Spring	2

- ◆ The average party size for out of state visitors was 2.2.
- ◆ 6% of out of state visitors traveled with children age 12 and younger.
- ◆ 5% of out of state visitors traveled with teenagers.
- ◆ 49% traveled with friends/relatives; 52% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 35% said government/company business, 20% said convention/trade show, and 25% said to meet a cruise.
- ◆ 20% of out of state visitors traveled by air, 52% by auto, and 26% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 70% landed in Daytona Beach.
 - 30% 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	90
Florida in general	4
Orlando	3
East coast of Florida in general	2
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 7.4.
- ◆ The average number of days spent in Daytona Beach was 5.9.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$173.
- ◆ 97% of the out of state visitors made advanced reservations, with the average time in advance being about 4 months.
- ◆ 29% of out of state visitors did not use a professional travel service.
 - 71% used an Internet travel service.
 - 16% used a travel agent.
 - 1% used an auto club.
 - 3% used a time share.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	93
Less expensive	6
More expensive	1

- ◆ While in Daytona Beach, 42% 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.
- ◆ 11% 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
Full of activities/things to do	100
A good value for the money spent	99
The ideal vacation destination for a family	93
Clean and beautiful	93
A family oriented area	90
Important for playing golf	1

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
Being within a day's travel was important	97
The beach would be more enjoyable without cars on it	46
Being near tourist attractions was important	5
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
Highly recommended by friends before I came	83
A good place to get some peace and quiet	77

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
Really like to return to familiar places	63
Generally prefer beach destinations	61
Have paid to park near the beach at other destinations	53
Really stick to a budget when eating out	47
Prefer the more economical hotels/motels	45
Paid admission fees at other beach destinations	29
Usually play golf	15
Often travel with children	12

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

55%	No magazines	7%	Golf magazines - various
39%	AAA Magazine	6%	National Geographic
16%	Modern Maturity	5%	Ladies Home Journal
15%	Southern Living	5%	Readers Digest
15%	Sports Illustrated	3%	Better Homes & Garden
11%	Various others	3%	Time
9%	People Magazine	Tr.	Good Housekeeping
9%	US News & World Report		
7%	Family Circle		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	71
Biketoberfest activities	53
Speedway	42
Visiting family/friends in the area	33
Business/meetings	27
Ocean Walk	17
Flea Market	12
One Daytona	12
St. Augustine	12
Ponce Inlet Lighthouse	9
Various competitive events	9
Daytona Dog Races	8
Miniature golf	7
Driving on the beach	6
Volusia Mall	6
EPCOT	5
Magic Kingdom	5
Museum	5
Played golf	5
Universal Studios	4
Animal Kingdom	3
Kennedy Space Center	3
MGM Studios	Tr.
Sea World	Tr.

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

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Skilled labor	25
Mid-range white collar	23
Retired	23
Professional/self employed	12
Refused	12
Clerical	5
Semi-skilled labor	Tr.

- ◆ Out of state visitors were an average of 51 years old.
- ◆ 75% of out of state visitors were married, and 25% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	6
\$90,000 - \$100,000	4
\$80,000 - \$90,000	6
\$70,000 - \$80,000	16
\$60,000 - \$70,000	18
\$50,000 - \$60,000	12
\$40,000 - \$50,000	15
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	21

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	73
Black/African America	13
Hispanic	12
Asian/Pacific Islander	2
Native American	0

FLORIDA VISITORS

October, 2018 Daytona Beach Visitor Profile

- ◆ For 45% 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.
- ◆ 45% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Close to home	90
Been to Daytona Beach before	68
Biketoberfest	40
Family/friends in the area	37
Beach	31
Business	23
Weather	19
Meeting/convention	18
Personal event/other	11
Various sporting events	11
Golf	5
Timeshare deal	5
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	77
Saw no ads	22
Brochures	17
Magazines	12
Newspapers	9
Television	7
Billboards	0

- ◆ 46% of the visitors from Florida asked for information before coming.
- ◆ 81% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 80% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 65% of the visitors from Florida used the Internet to make reservations.
- ◆ 75% 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	40
Travelocity	38
Kayak	12
Yahoo Travel	12
None	8
Orbitz	8
Priceline	7
Hotels.com	6
Travel.com	6
Cheap Flights	Tr.

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Research flights and prices	87
Research hotels	85
Book airline flights	71
Book hotels	55
Find packages	17
Buy packages	11

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Trip Advisor	71
Various hotel chains	48
Google	46
Expedia	35
Hotels.com	19
Orbitz	15
Priceline	15
Travelocity	15
Hotwire	5
Kayak	5
Travel.com	1

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	55
Delta	42
Jet Blue	7

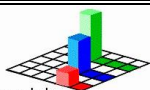
- ◆ 81% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 99% to talk about activities/vacations.
- ◆ 15% of the visitors from Florida use Twitter.
- ◆ 71% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2018 %
Summer	99
Fall	96
Winter	82
Spring	43

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	99
No usual destination	84
Beaches in general	53
Caribbean/Cruise	48
Other areas in the USA	27
N.E. in general (NY, NJ, New England, etc.)	25
S.E. in general (GA, SC, NC, etc.)	16
Other areas outside the USA	15
Hawaii	8
Mountains in general	7
West in general (excluding CA/AZ)	6
CA/AZ	5
Mexico	0

- ◆ 86% 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	68
Other areas inside the USA	58
Other areas outside the USA	22
California	15
Hawaii	12
Mexico	1
Myrtle Beach	1



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	33
Friends	32
Self (single)	30
Family	3
Husband	1
Wife	1

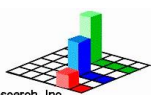
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	40
Self (single)	26
Family	18
Friends	16

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	91
Summer	37
Fall	30
Winter	8
Spring	5

- ◆ The average party size for visitors from Florida was 2.5.
- ◆ 5% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 8% of the visitors from Florida traveled with teenagers.
- ◆ 15% traveled with friends/relatives; 55% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 30% said government/company business, 43% said to meet a cruise, and 36% said convention/trade show.
- ◆ 100% of the visitors from Florida traveled by auto/motorcycle.

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 3.2.
- ◆ The average number of days spent in Daytona Beach was 3.2.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$189.
- ◆ 93% of visitors from Florida made advanced reservations, with the average time in advance being about 2 months.
- ◆ 24% of visitors from Florida did not use a professional travel service.
 - 59% used an Internet travel service.
 - 8% used a travel agent.
 - 5% used a timeshare.
 - 0% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	84
Less expensive	8
More expensive	8

- ◆ While in Daytona Beach, 45% 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.
- ◆ 8% 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
Full of activities/things to do	99
A good value for the money spent	97
The ideal vacation destination for a family	96
Clean and beautiful	95
A family oriented area	90
Important for playing golf	2

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	47
Being able to drive on the beach was important	3
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	97
Highly recommended by friends before I came	82
A good place to get some peace and quiet	68

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	99
Generally prefer beach destinations	76
Really like to return to familiar places	60
Prefer the more economical hotels/motels	57
Really stick to a budget when eating out	40
Have paid to park near the beach at other destinations	39
Usually play golf	26
Paid admission fees at other beach destinations	21
Often travel with children	12

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

60%	No magazines	7%	Various Others
27%	Modern Maturity	5%	Readers Digest
26%	Biker magazines - various	3%	National Geographic
21%	AAA Magazine	2%	Better Homes & Garden
16%	Sports Illustrated	2%	Family Circle
11%	Car magazines - various	2%	Time
10%	Southern Living	1%	Good Housekeeping
9%	US News & World Report	Tr.	Ladies Home Journal
8%	Golf magazines - various	Tr.	TV Guide
7%	People Magazine		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	68
Biktoberfest	50
Visiting family/friends in the area	41
Speedway	35
Business/meetings	20
Ocean Walk	14
One Daytona	13
Daytona Dog Races	10
Flea Market	10
Various competitive events	10
Driving on the beach	6
Miniature golf	6
Ponce Inlet Lighthouse	5
Played golf	4
Kennedy Space Center	3
Volusia Mall	3
Fishing	2
Museum	0

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 30% of the visitors from Florida to complete the survey were female, 70% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Mid-range white collar	31
Retired	21
Professional/self employed	17
Skilled labor	14
Refused	12
Semi-skilled labor	4
Clerical	1

- ◆ Visitors from Florida were an average of 52 years old.
- ◆ 71% of visitors from Florida were married, and 29% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	6
\$90,000 - \$100,000	3
\$80,000 - \$90,000	0
\$70,000 - \$80,000	16
\$60,000 - \$70,000	8
\$50,000 - \$60,000	12
\$40,000 - \$50,000	17
\$30,000 - \$40,000	7
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	31

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	72
Black/African America	13
Hispanic	13
Asian/Pacific Islander	2
Native American	0



OCTOBER 2018 DAYTONA BEACH POINTS OF ORIGIN

42%	Florida	1%	Michigan	Tr.	Maryland
9%	Georgia	1%	New Jersey	Tr.	Minnesota
5%	New York	1%	South Carolina	Tr.	Mississippi
4%	North Carolina	1%	Texas	Tr.	Nebraska
4%	Ohio	1%	Virginia	Tr.	Nevada
3%	Tennessee	Tr.	Arizona	Tr.	New Hampshire
2%	Illinois	Tr.	Arkansas	Tr.	Oklahoma
2%	Kentucky	Tr.	Colorado	Tr.	Oregon
2%	Pennsylvania	Tr.	Connecticut	Tr.	Washington
1%	Alabama	Tr.	Iowa	Tr.	West Virginia
1%	California	Tr.	Kansas	Tr.	Wisconsin
1%	Indiana	Tr.	Louisiana		
1%	Massachusetts	Tr.	Maine		

◆ TOTAL U.S.A. 83%

◆ CANADA (8% of the total)

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

◆ FOREIGN (7% of the total)

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

◆ FLORIDA VISITORS (by percent of Florida total)

29%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
28%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
12%	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

