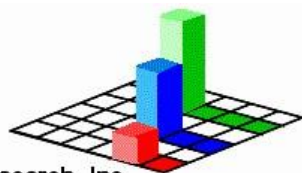


Economic Impact of Major Special Events on Volusia County & The Halifax Area

Speedweeks, Bike Week, Jeep Beach, Welcome to Rockville, Coke Zero 400, Biketoberfest 2023

Prepared for Halifax Area Advertising Authority

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METHODOLOGY

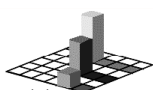
Interviews were conducted with those who had visited the Halifax Area during, and for the special event periods, staying overnight in a hotel or motel.

In addition, intercept interviews were conducted nearby the venues, in order to capture day-trippers.

The surveys enquired about previous visits to the area for the subject event, as well as expenditures on various components of their visits.

There were a minimum of 350 respondents for each event; that is Speedweeks, Bike Week, Jeep Beach, Welcome to Rockville, Coke Zero 400 & Biketoberfest®.

The survey data was analyzed along with Visitor Profile average length of stay and party size, percent of visitors saying the subject event was the purpose of their trip, and revenue data from the state of Florida, by type.



FINDINGS

Characteristics, demographics and behavior are different for each fan group.

Each group is different in origin, behavior and travel parties (sizes and demographics). Each spends money in different amounts and on different things.

Speedweeks 1/28-29 – 2/15-19

Speedweeks has three visitor components, The Rolex 24 At Daytona, various qualifying races and the Daytona 500. While fewer than the 500, attendance at the qualifying races continues to increase.

In addition to the marquee races, there are special events and activities that extend visitors' stays in the Daytona Beach area.

Visitor characteristics, spending habits and behaviors are different for the Rolex than the other Speedweeks events. Rolex visitors spend more per day on boutique purchases, food and beverage.

They are more likely to be of international origin and, have a higher percentage of first time visitors to the Daytona Beach Resort area.

Stock car fans are more likely to travel with children and spend more on chain store and name brand shopping than on food and beverage.

They are more typically repeat visitors and usually stay in the same hotel as in previous years.

Accommodation rates in 2023 were substantially higher than in past years.

Base Economic Impact on Volusia County of Speedweeks is	\$ 129,700,000
Total Economic Impact on Volusia County of Speedweeks using standard medium size destination multiplier of 2.8	\$ 363,160,000

Bike Week 3/3-3/12

Officially, Bike Week lasts a total of 10 days, with attendance decreasing on weekdays and increasing on the final weekend of the event.

In 2023 there were more repeat attendees than in previous years. Typically party size was two, although many report meeting friends in Daytona Beach.

Bikers continue to change demographically and characteristically. They were more diverse demographically (with an increase in African American and Hispanic participants). Along with this change, came a slight increase in average age.

The repeat bikers spent the most time in Daytona Beach, enjoying the local activities. New participants were most likely to spread out into the region for other events.

Bikers continue to spend money in local eating and drinking places. They remain good customers and generous tippers; friendly and pleasant wait staff and other employees.

Older bikers are more loyal to the local Daytona Beach Bike Week experience; younger bikers are more easily distracted by other events.

Base Economic Impact on Volusia County of Bike Week	is	\$ 121,480,000
Total Economic Impact on Volusia County of Bike Week using standard medium size destination multiplier of 2.8		\$ 340,144,000

Jeep Beach 4/23-30

The Jeep Beach event has continued to grow since its inception. The event results in significant economic benefit to the entire community, including contributions to local charities and a community concert at Daytona International Speedway; in addition to the hotel industry.

Jeep Beach attendees are typically good participants in local events, spend more time in Downtown Daytona Beach, use oceanfront & beach amenities, and have discovered One Daytona.

Jeep Beach joins Bike Week and Speedweeks as a major generator of visitors to the area for a special event.

Base Economic Impact on Volusia County of Jeep Beach is	\$ 124,410,000
Total Economic Impact on Volusia County of Jeep Beach using standard medium size destination multiplier of 2.8	\$ 348,353,000

Welcome to Rockville 5/18-21

2023 was the third year for the Rockville event, held at Daytona International Speedway.

Attendees can buy tickets for one or more of the concerts and many choose one concert, driving into Daytona Beach from the North and Central Florida regions for just the event.

Attendees reported a significant increase in purchase of more than one event, nearly doubling.

Rockville fans are often new to the area, choosing a wide variety of accommodation, mostly traditional hotels and motels, with few opting to stay in peer rentals (Air BnB, etc.).

A fairly large number, 12,000, camp out at the Speedway during the event.

Many rely on social media to help them choose a place to stay, and other activities while in Daytona Beach (dining, other night life, etc.).

Base Economic Impact on Volusia County of Welcome to Rockville ¹	\$ 30,400,000
Total Economic Impact on Volusia County of Welcome to Rockville using standard medium size destination multiplier of 2.8	\$ 85,120,000

¹ Not including ticket sales.

Coke Zero Sugar 400 8/26

Attendees at the Coke Zero 400 often travel with groups of friends. They spend their time at the Daytona International Speedway, usually dining in their hotel restaurant and/or chain restaurants near the track.

They are typically repeat visitors, staying in their favorite hotels. They are budget conscious.

Their shopping is typically souvenirs.

Base Economic Impact on Volusia County of Coke Zero 400 is	\$ 52,000,000
Total Economic Impact on Volusia County of Coke Zero 400 is using standard medium size destination multiplier of 2.8	\$145,600,000

Biketoberfest® 10/19-22

The event continues to draw mostly from within the state of Florida and the Southeast.

Weather has a major impact on Biketoberfest® attendance, with the decision to attend often left to the last minute.

Increasingly, Biketoberfest® attendees are repeaters. They are staying in the same hotels, have their favorite restaurants and drinking places and enjoy touring the area.

This year Biketoberfest® attendees were slightly older with slightly higher incomes.

They spent more money on food than previously.

Though it is a small event, compared to other major Special Events, however October occupancy and average daily rate are significantly impacted by Biketoberfest®.

Base Economic Impact on Volusia County of Biketoberfest is	\$ 17,900,000
Total Economic Impact on Volusia County of Biketoberfest using standard medium size destination multiplier of 2.8	\$ 50,120,000