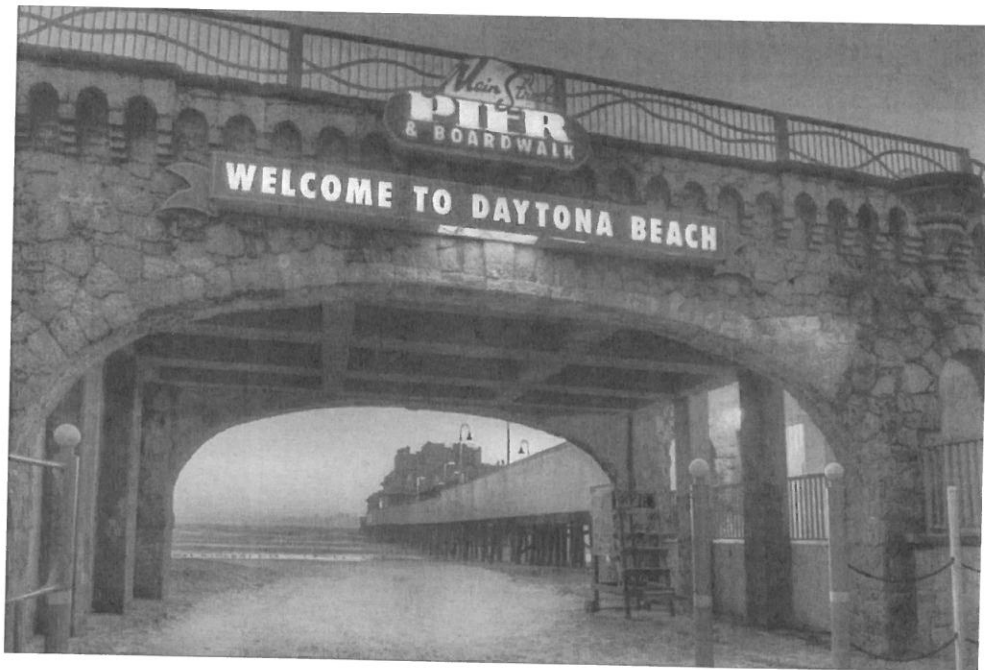


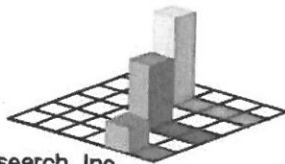
# DAYTONA BEACH VISITOR PROFILE

*July 2017*



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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# OUT OF STATE VISITORS

## July, 2017 Daytona Beach Visitor Profile

- ◆ For 38% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 92% 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.
- ◆ 57% 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>2017 %</b>
Beach	70
Weather	55
Been to Daytona Beach before	51
Family/friends in the area	40
Speedway/Race	40
Close to home	25
Meeting/convention	15
Business	10
Personal event/other	9
Close to major attractions	7
Golf	7
Time share deal	7
Fishing	2
Stopover/going elsewhere	2

<b>OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2017 %</b>
Internet	70
Brochures	30
Saw no ads	22
Magazines	20
Television	10
Newspapers	7
Billboards	0

- ◆ 51% of the out of state visitors asked for information before coming.
- ◆ 75% used the Internet to plan their trip to Daytona Beach.
- ◆ 68% used the Internet to choose a place to stay.
- ◆ 69% used the Internet to make reservations.
- ◆ 78% 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>2017 %</b>
Trip Advisor	59
Google	51
Expedia	44
Travelocity	36
Yahoo Travel	17
Orbitz	16
None	14
Kayak	12
Hotels.com	10
Priceline	9
Travel.com	9
Cheap Flights	2

<b>OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:</b>	<b>2017 %</b>
Research hotels	78
Research flights and prices	69
Book hotels	68
Book airline flights	67
Find packages	20
Buy packages	7

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:</b>	<b>2017 %</b>
Trip Advisor	53
Various hotel chains	49
Google	42
Expedia	35
Hotels.com	22
Orbitz	20
Priceline	12
Hotwire	10
Travelocity	9
Kayak	5
Travel.com	5
Yahoo Travel	3

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:</b>	<b>2017 %</b>
Any/all out of their area	52
Delta	29
American Airlines	14
Jet Blue	9
Southwest	2

- ◆ 74% 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.
- ◆ 19% of the out of state visitors use Twitter.
- ◆ 65% 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 ALSO VACATION IN:</b>	<b>2017 %</b>
Florida in general	87
No usual destination	66
Other areas in the USA	37
Caribbean	34
Beaches in general	29
S.E. in general (GA, SC, NC, etc.)	25
Mountains in general	21
N.E. in general (NY, NJ, New England, etc.)	19
Other areas outside the USA	14
West in general (excluding CA/AZ)	10
Hawaii	6
CA/AZ	5
Mexico	1

- ◆ 80% 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>2017 %</b>
Florida	96
Other areas inside the USA	85
Caribbean	44
Hawaii	25
CA/AZ	13
Myrtle Beach	12
Mexico	2
Other Areas outside the USA	2

<b>THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:</b>	<b>2017 %</b>
Husband and wife	39
Friends	20
Self (single)	16
Family	13
Husband	11
Wife	2

<b>OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:</b>	<b>2017 %</b>
Husband and wife	42
Family	34
Friends	18
Self single)	16

<b>THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:</b>	<b>2017 %</b>
Doesn't matter	71
Summer	67
Winter	12
Spring	3
Fall	1

- ◆ The average party size for out of state visitors was 2.9.
- ◆ 15% of out of state visitors traveled with children age 12 and younger.
- ◆ 18% of out of state visitors traveled with teenagers.
- ◆ 41% traveled with friends/relatives; 47% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 28% said government/company business, 22% said convention/trade show, and 37% said to meet a cruise.
- ◆ 46% of out of state visitors traveled by air, and 54% by auto.
- ◆ For those out of state visitors that traveled by air:
  - 70% landed in Daytona Beach.
  - 27% landed in Orlando.
  - 3% landed elsewhere.
- ◆ 4% 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>2017 %</b>
Daytona Beach	94
Orlando	3
Florida in general	2
South Florida	Tr.
East coast of Florida in general	Tr.

- ◆ The average number of days out of state visitors spent away from home was 8.1.
- ◆ The average number of days spent in Daytona Beach was 6.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was between \$175 and \$180.
- ◆ 99% of the out of state visitors made advanced reservations, with the average time in advance being about 3 - 5 months.
- ◆ 43% of out of state visitors did not use a professional travel service.
  - 47% used an Internet travel service.
  - 8% used a travel agent.
  - 1% used an auto club.
  - 1% used a time share promo.

## Satisfaction with Daytona Beach

<b>OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:</b>	<b>2017 %</b>
About what I expected	94
Less expensive	6
More expensive	0

- ◆ While in Daytona Beach, 47% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 4% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 14% of the out of state visitors paid the fee to park in the parking garage.

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2017 %</b>
Easy access to the beach from my hotel	100
A good value for the money spent	99
Full of activities/things to do	99
The ideal vacation destination for a family	99
A family oriented area	98
Clean and beautiful	98
Important for playing golf	6

<b>IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:</b>	<b>2017 %</b>
Being within a day's travel was important	87
The beach would be more enjoyable without cars on it	71
Being near tourist attractions was important	16
Being able to drive on the beach was important	3

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2017 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	88
Highly recommended by friends before I came	74



<b>ON PLEASURE TRIPS OUT OF STATE VISITORS:</b>	<b>2017 %</b>
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	96
Generally prefer beach destinations	64
Really like to return to familiar places	58
Really stick to a budget when eating out	51
Have paid to park near the beach at other destinations	40
Prefer the more economical hotels/motels	39
Often travel with children	29
Paid admission fees at other beach destinations	24
Usually play golf	20

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

51% No magazines	6% People Magazine
29% AAA Magazine	6% US News & World Report
27% Modern Maturity	5% Time
15% Southern Living	4% Ladies Home Journal
14% Car magazines - various	3% Better Homes & Garden
11% Golf magazines - various	3% Good Housekeeping
11% Sports Illustrated	3% Various others
7% Family Circle	2% Fishing Magazines
7% Readers Digest	
6% National Geographic	

<b>ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:</b>	<b>2017 %</b>
Walking on the beach	95
Visiting family/friends in the area	42
Speedway	38
Business/meetings	21
Ocean Walk	20
Miniature golf	17
Volusia Mall	17
Flea Market	11
Played golf	7
EPCOT	6
Museum	6
Animal Kingdom	5
Ponce Inlet Lighthouse	5
Driving on the beach	4
St. Augustine	4
Fishing	3
Daytona Dog Races	2
Kennedy Space Center	2
Magic Kingdom	2
Sea World	2
Universal Studios	2

- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 59% of the out of state visitors to complete the survey were male, 41% were female.

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:</b>	<b>2017 %</b>
Professional/self employed	28
Mid-range white collar	23
Retired	20
Skilled labor	14
Refused	12
Clerical	3

- ◆ Out of state visitors were an average of 55 years old.
- ◆ 82% of out of state visitors were married, and 18% were single.

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2017 %</b>
Over \$100,000	6
\$90,000 - \$100,000	0
\$80,000 - \$90,000	0
\$70,000 - \$80,000	17
\$60,000 - \$70,000	3
\$50,000 - \$60,000	19
\$40,000 - \$50,000	20
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

Mean Income: \$64,500

<b>THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:</b>	<b>2017 %</b>
Caucasian	82
Black/African America	8
Hispanic	8
Asian/Pacific Islander	2
Native American	0

# FLORIDA VISITORS

## July, 2017 Daytona Beach Visitor Profile

- ◆ For 41% 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.
- ◆ 48% of the repeat visitors from Florida have stayed in the same lodging before.

<b>REASONS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2017 %</b>
Close to home	90
Been to Daytona Beach before	68
Beach	67
Family/friends in the area	46
Speedway	30
Weather	27
Business	19
Meeting/convention	18
Personal event/other	11
Golf	7
Timeshare deal	7
Fishing	1
Close to major attractions	0

<b>VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2017 %</b>
Internet	78
Saw no ads	29
Brochures	23
Newspapers	15
Magazines	10
Television	7
Billboards	0

- ◆ 45% of the visitors from Florida asked for information before coming.
- ◆ 70% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 69% 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.
- ◆ 83% 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>2017 %</b>
Google	57
Trip Advisor	49
Expedia	45
Travelocity	39
None	15
Orbitz	15
Yahoo Travel	12
Hotels.com	10
Kayak	7
Priceline	7
Cheap Flights	0
Travel.com	0

<b>VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:</b>	<b>2017 %</b>
Research flights and prices	80
Research hotels	79
Book hotels	69
Book airline flights	65
Find packages	15
Buy packages	11

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:</b>	<b>2017 %</b>
Trip Advisor	70
Various hotel chains	56
Google	44
Expedia	35
Orbitz	30
Travelocity	29
Priceline	20
Hotels.com	19
Kayak	8
Hotwire	7
Travel.com	4

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:</b>	<b>2017 %</b>
Any/all out of their area	55
Delta	38
Jet Blue	11

- ◆ 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.
- ◆ 20% of the visitors from Florida use Twitter.
- ◆ 59% 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>2017 %</b>
Summer	99
Winter	75
Spring	49
Fall	40

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2017 %</b>
Florida in general	98
No usual destination	76
Beaches in general	55
Caribbean	44
Other areas in the USA	30
N.E. in general (NY, NJ, New England, etc.)	19
Other areas outside the USA	11
S.E. in general (GA, SC, NC, etc.)	9
Mountains in general	8
CA/AZ	4
Hawaii	4
Mexico	2
West in general (excluding CA/AZ)	1

- ◆ 89% 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>2017 %</b>
Florida	100
Other areas inside the USA	66
Caribbean	69
California	18
Other Areas outside the USA	11
Hawaii	7
Mexico	5
Myrtle Beach	1

<b>THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:</b>	<b>2017 %</b>
Husband and wife	32
Self (single)	22
Friends	18
Family	16
Husband	9
Wife	2

<b>VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:</b>	<b>2017 %</b>
Husband and wife	45
Family	18
Self single)	17
Friends	16

<b>THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:</b>	<b>2017 %</b>
Doesn't matter	70
Summer	16
Spring	10
Winter	4
Fall	4

- ◆ The average party size for visitors from Florida was 2.7.
- ◆ 11% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 10% of the visitors from Florida traveled with teenagers.
- ◆ 51% traveled with friends/relatives; 59% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 29% said government/company business, 38% said to meet a cruise, and 25% said convention/trade show.
- ◆ 100% of the visitors from Florida traveled by auto.

<b>THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:</b>	<b>2017 %</b>
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 3.7.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$170.
- ◆ 95% of visitors from Florida made advanced reservations, with the average time in advance being about 2 - 3 months.
- ◆ 35% of visitors from Florida did not use a professional travel service.
  - 4% used a travel agent.
  - 58% used an Internet travel service.
  - 3% used an auto club.



## Satisfaction with Daytona Beach

<b>VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:</b>	<b>2017 %</b>
About what I expected	92
Less expensive	5
More expensive	3

- ◆ While in Daytona Beach, 29% 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.
- ◆ 11% 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>2017 %</b>
Easy access to the beach from my hotel	100
A family oriented area	98
A good value for the money spent	98
Full of activities/things to do	98
The ideal vacation destination for a family	97
Clean and beautiful	95
Important for playing golf	9

<b>IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:</b>	<b>2017 %</b>
Being within a day's travel was important	82
The beach would be more enjoyable without cars on it	71
Being near tourist attractions was important	0
Being able to drive on the beach was important	0

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2017 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	93
Highly recommended by friends before I came	65



<b>ON PLEASURE TRIPS VISITORS FROM FLORIDA:</b>	<b>2017 %</b>
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	70
Really like to return to familiar places	60
Really stick to a budget when eating out	47
Prefer the more economical hotels/motels	42
Have paid to park near the beach at other destinations	41
Often travel with children	21
Usually play golf	20
Paid admission fees at other beach destinations	17

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

53% No magazines	6% People Magazine
27% Modern Maturity	5% Ladies Home Journal
26% AAA Magazine	5% US News & World Report
15% Southern Living	5% Various Others
14% Golf magazines - various	3% Good Housekeeping
12% Car Magazine	2% Time
10% Family Circle	1% Better Homes & Garden
10% Sports Illustrated	
7% National Geographic	
7% Readers Digest	

<b>ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:</b>	<b>2017 %</b>
Walking on the beach	99
Speedway	42
Visiting family/friends in the area	42
Business/meetings	33
Miniature golf	18
Ocean Walk	15
Flea Market	12
Played golf	9
Museum	7
Volusia Mall	7
Ponce Inlet Lighthouse	5
Daytona Dog Races	2
Driving on the beach	1
Fishing	Tr.
Kennedy Space Center	0

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

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:</b>	<b>2017 %</b>
Retired	23
Mid-range white collar	26
Professional/self employed	25
Refused	15
Skilled labor	7
Clerical	4

- ◆ Visitors from Florida were an average of 55 years old.
- ◆ 76% of visitors from Florida were married, and 24% were single.

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2017 %</b>
Over \$100,000	4
\$90,000 - \$100,000	0
\$80,000 - \$90,000	9
\$70,000 - \$80,000	14
\$60,000 - \$70,000	12
\$50,000 - \$60,000	12
\$40,000 - \$50,000	15
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	34

Mean Income: \$62,200

<b>THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:</b>	<b>2017 %</b>
Caucasian	82
Hispanic	8
Black/African America	8
Asian/Pacific Islander	2
Native American	0

# JULY 2017 DAYTONA BEACH POINTS OF ORIGIN

35% Florida	1% Alabama	Tr. Maine
10% Georgia	1% California	Tr. Maryland
7% Ohio	1% Connecticut	Tr. Massachusetts
5% New York	1% Michigan	Tr. Minnesota
4% North Carolina	1% New Jersey	Tr. Mississippi
4% Tennessee	1% Virginia	Tr. New Hampshire
3% Illinois	Tr. Arizona	Tr. Oklahoma
2% Indiana	Tr. Arkansas	Tr. Washington
2% Kentucky	Tr. Colorado	Tr. West Virginia
2% Pennsylvania	Tr. Iowa	Tr. Wisconsin
2% South Carolina	Tr. Kansas	
2% Texas	Tr. Louisiana	

◆ **TOTAL U.S.A. 89%**

◆ **CANADA (6% of the total)**

3% Quebec	Tr. British Columbia
2% Ontario	Tr. Newfoundland
Tr. Alberta	Tr. Nova Scotia

◆ **FOREIGN (5% of the total)**

2% Germany	Tr. Italy
2% U.K	Tr. Netherlands
Tr. Central Europe	Tr. Norway
Tr. Denmark	Tr. Russia
Tr. France	

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

32% Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
28% Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
10% Miami, Fort Lauderdale, The Keys
10% Jacksonville
8% 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



# Monthly Report

*Markets of Opportunity*

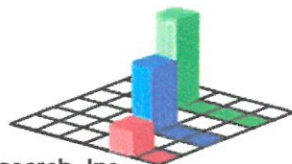
*First Time Visitors*

*Search Engine Optimization*

*October 2017*

Prepared for Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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## Markets of Opportunity

We recommend a Florida Resident Discount program for the Fall. Florida residents, who (along with Canadians) make up most of the visitors during the Fall, tell us they respond well to Florida resident discounts.

This, along with the Canadian program should result in increased business.

It should go without saying, that the Florida Resident discount, along with any other discount for a specific group, should be the lowest rate available to guests.



## First Time Visitors – July 2017 – Visitor Profile

First time visitors increased to 40% in July; continuing an upward trend.

Most of the first time visitors reported (the destination is) close to home, and word of mouth as their reason for choosing Daytona Beach. Word of Mouth as a reason continues to increase.

New visitors continue to be more likely to use the Internet to explore Daytona Beach offerings and more likely to use the Internet for their other travel planning and arrangements.

The levels of satisfaction with Daytona Beach were consistent with repeat visitors and most said there was plenty to do for families.

There were no changes in origin markets for the month of July; as in June. This continues a trend of stable origin markets.

## Search Engine Optimization Recommendations

- value
- relaxing
- wide variety of accommodation
- avoid lines
- avoid crowds
- moderate weather
- active vacations
- breezy beaches
- easy reach from anywhere in Florida
- avoid airport hassles
- Beaches
- Great accessible golf
- Live animal experiences
- Touch nature
- Nature Experiences for children
- Meet your friends
- convenient
- Award winning flea market
- Fishing
- Efficiency hotel rooms
- Nightlife
- Local food/dining
- Seafood restaurants
- Beachfront restaurants/dining
- Waterfront restaurants/dining
- Casual dining
- Unique dining
- Easy beach access
- Beach vacation
- Beach activities/sports
- Lighthouse
- Water sports
- Miniature golf
- New vacation experiences



**DAYTONA AT A GLANCE**  
**JULY 2017**

<b>FIRST TIME VISITORS COMBINED (%)</b>	<b>40</b>	
From Florida		41
Out - of State		38
<b>MORE THAN ONE VISIT-LAST 5 YEARS COMBINED (%)</b>	<b>91</b>	
From Florida		90
Out - of State		92
<b>MAIN REASON FOR TRIP COMBINED (REASON)</b>		<b>CLOSE TO HOME</b>
From Florida		<b>CLOSE TO HOME</b>
Out - of State		<b>BEACH</b>
<b>USED INTERNET TO PLAN TRIP COMBINED (%)</b>	<b>72</b>	
From Florida		70
Out - of State		75
<b>USED INTERNET TO CHOOSE A PLACE TO STAY COMBINED (%)</b>	<b>68</b>	
From Florida		68
Out - of State		69
<b>USED INTERNET TO MAKE RESERVATIONS COMBINED (%)</b>	<b>69</b>	
From Florida		69
Out - of State		69
<b>AVERAGE TRAVEL PARTY SIZE COMBINED (PEOPLE)</b>	<b>2.8</b>	
From Florida		2.7
Out - of State		2.9
<b>TRAVELED WITH CHILDREN UNDER 13 YEARS OF AGE COMBINED (%)</b>	<b>13</b>	
From Florida		11
Out - of State		15
<b>TRAVELED WITH TEENAGERS 13-17 YEARS OF AGE COMBINED (%)</b>	<b>14</b>	
From Florida		10
Out - of State		18
<b>TRAVELED WITH NO ONE UNDER 18 YEARS OF AGE COMBINED (%)</b>	<b>46</b>	
From Florida		51
Out - of State		41
<b>TRAVELED BY AIR COMBINED (%)</b>	<b>23</b>	
From Florida		0
Out - of State		46
<b>TRAVELED BY AUTO COMBINED (%)</b>	<b>74</b>	
From Florida		100
Out - of State		54
<b>AVERAGE LENGTH OF STAY COMBINED (DAYS)</b>	<b>6.0</b>	
From Florida		3.9
Out - of State		8.1
<b>AVERAGE DAILY EXPENDITURE COMBINED (\$)</b>	<b>\$173.00</b>	
From Florida		\$170.00
Out - of State		\$177.00
<b># 1 ACTIVITY COMBINED (ACTIVITY)</b>		<b>WALKING ON BEACH</b>
From Florida		<b>WALKING ON BEACH</b>
Out - of State		<b>WALKING ON BEACH</b>
<b># 2 ACTIVITY COMBINED (ACTIVITY)</b>		<b>SPEEDWAY</b>
From Florida		<b>VISITING FAMILY/FRIENDS</b>
Out - of State		<b>SPEEDWAY</b>
<b># 1 POINT OF ORIGIN COMBINED (STATE)</b>		<b>FL</b>
<b># 2 POINT OF ORIGIN COMBINED (STATE)</b>		<b>GA</b>
<b>OCCUPANCY (%)</b>		<b>83%</b>
<b>ADR (\$)</b>		<b>\$139.42</b>
<b>* EXCLUDES VISITING FAMILY/FRIENDS</b>		

