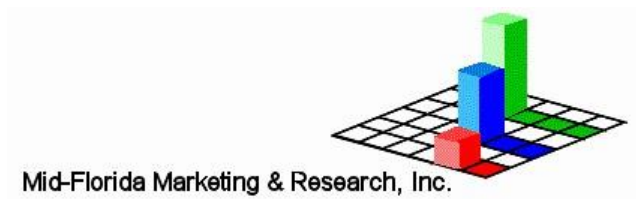


# Quarterly Visitor Profile

*July – August – September 2022*

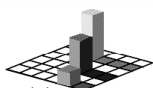
Prepared for Halifax Area Advertising Authority

By:



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## Out of State Visitors

For 49% of out of state visitors, this was their first visit to Daytona Beach; 52% of the repeat visitors had made more than one visit during the past five years.

And, 32% had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	% Said 2022	% Said 2021
Close to home	84	81
Beach	73	68
Weather	60	59
Been to DB Before	51	37
Family/Friends in area	41	47
Holiday & Weekend(s) Events	24	23
Cultural Event/Performance	13	10
Close proximity to attractions	12	14
Golf	12	12
Timeshare deal/offer	12	11
Fishing	6	7

Visitors recall ads for the area in:

Medium	% Said 2022	% Recall 2021
Google Search	64	63
Online	43	29
Social Media	23	21
You Tube	11	7

Media Engagement & Frequency of Use When Planning a Vacation 2022 (2021)

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	19 (16)	75 (78)	6 (4)	0 (2)
Destination Website	71 (89)	19 (3)	7 (8)	3 (0)
Destination Visitors' Guide	17 (14)	38 (43)	33 (36)	12 (7)
Social Media (Facebook, Instagram, etc.)	16 (6)	25 (29)	32 (26)	27 (28)
Magazines	9 (8)	16 (11)	74 (80)	Tr (Tr)
Blogs/Online Content	8 (6)	5 (5)	70 (78)	17 (11)
Videos Showing The Destination	14 (9)	10 (8)	67 (75)	9 (8)

85% said they used the Internet in planning their visit to Daytona Beach.

76% said they used the Internet in choosing a place to stay in Daytona Beach

68% said they used the Internet for other purposes in planning their vacation:

<b>Purpose</b>	<b>% Used 2022</b>	<b>% Used 2021</b>
Finding general area information	78	76
Lodging information	75	69
Discover area activities & attractions	68	74
Research events	60	53
Travel directions/maps	19	27
Flight information/reservations	19	14
Research dining options	17	21
Car rental information/reservations	8	4

Travel Websites used by out of state visitors:

<b>Travel Website</b>	<b>% Used 2022</b>	<b>% Used 2021</b>
Trip Advisor	63	59
Travelocity	39	42
Expedia	27	37
Kayak	10	9
Yahoo Travel	9	8
Cheap flights	2	Tr.
Google Hotel	0	Tr

73% had (already) made their destination choice when they used those websites for research:

Visitors use travel websites to:

<b>Purpose</b>	<b>% Used 2022</b>	<b>% Used 2021</b>
Research hotels	74	68
Book airline tickets	70	65
Book hotels	44	40
Research flights and flight prices	27	29
Research AirBnB, etc.	19	13
Find packages	12	17
Buy packages	8	11

Out of state visitors Airlines used:

<b>Airline</b>	<b>% Used 2022</b>	<b>% Used 2021</b>
Any out of my area	81	74
Delta	61	51
American	39	36
Southwest	31	27
Jet Blue	16	18
United	9	5
Allegiant	8	-
Spirit	5	-

51% use a mobile device to research, plan or book travel.

83% use social media

Social Media used:

<b>Medium</b>	<b>% Use 2022</b>	<b>% Use 2021</b>
Facebook	83	86
Instagram	65	67
Twitter	19	17
Pinterest	7	17
Snapchat	4	11

Social Media use for travel/vacation ideas:

<b>Medium</b>	<b>% Use 2022</b>	<b>% Use 2021</b>
Facebook	33	31
Instagram	25	23
Twitter	14	6
Pinterest	2	9
Snapchat	Tr	Tr

63% of out of state visitors take more than one vacation a year.

They visit: (respondents gave more than one answer)

<b>Destination</b>	<b>% Visit 2022</b>	<b>% Visit 2021</b>
No usual destination	71	68
Florida in general	68	78
Beaches in general	53	51
Caribbean Cruises	37	32
East coast of Florida	25	27
Southeast (GA, SC, NC, etc.)	22	19
Northeast (NY, NJ, New England, etc.)	18	16
Gulf/West Coast of Florida	16	12
Mountains in general	11	12
Other areas outside US	10	15
Europe/Med	7	9
West (except CA, AZ)	5	4
CA/AZ	4	6
Hawaii	Tr	7
Mexico	Tr	4
Other areas in US	Tr	Tr
Canada	2	4

68% have taken a warm weather destination vacation in the past five years.

<b>Destination</b>	<b>% Said 2022</b>	<b>% Said 2021</b>
Florida	73	65
Caribbean Cruise	34	37
Other US	23	20
California	9	12
Other outside US	6	14
Mexico	Tr	12
Europe/Mediterranean	5	13
Hawaii	Tr	7

Travel Party:

<b>Companion</b>	<b>%2022</b>	<b>% 2021</b>
Spouse/Partner	36	35
Friends	21	22
Children	19	23
Extended Family	24	20

Average party size for visitors from outside Florida was 4

Average number of adults (over 18) was 3.4

21% traveled with teenagers

12% traveled with children younger than 12

Other reasons visitors from out of state travel:

<b>Purpose</b>	<b>% Said 2022</b>	<b>% Said 2021</b>
To meet a cruise ship	37	34
Special events	25	29
Family reunion	18	16
Government/corporate business	9	11
Meeting/convention	6	9
Sports	11	8

11% of out of state visitors arrived by plane

84% landed in Daytona Beach; of the others, 4% said landing elsewhere was inconvenient.

For 83% Daytona Beach was the primary destination for the trip.

Out of state visitors chose their destinations an average of 3 weeks in advance.

They were away from home an average of 5.0 nights

They were in Daytona Beach an average of 4.0 nights

Their immediate party spent \$349 per night in Daytona Beach, without accommodation.

90% had advance reservations for accommodation.

Accommodation reservations were made an average of 8 days in advance.

67% used an online travel site to help plan their trip

28% did not use any type of travel agent

While in the Daytona Beach area visitors from outside of Florida:

81% found it as expected

8% found it less expensive

11% found it more expensive

30% took advantage of a room with some type of cooking facility

23% paid to drive/park on the beach

28% paid to park in a beachside parking garage

95% agree the beach was clean and beautiful

96% agree there were plenty of activities/things to do

89% agree Daytona Beach is the ideal vacation destination for a family

98% agree Daytona Beach is a good value for the money spent

100% agree the beach was easy to access from their hotel

6% agree playing golf was important to their vacation in Daytona Beach

89% agree Daytona Beach is a family oriented community

15% agree being near tourist attractions was important

100% agree being within a day's trip from home was important

8% agree being able to drive on the beach was important

79% agree Daytona Beach was highly recommended by friends before they arrived

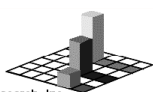
97% agree Daytona Beach was very welcoming to visitors and tourists

73% agree Daytona Beach is a good place to get some peace and quiet

90% agree Daytona Beach was so enjoyable they will definitely return

6% agree on pleasure trips they usually play golf

27% agree on pleasure trips they usually stick to a budget when eating out





- 51% agree on pleasure trips they generally prefer beach destinations
- 65% agree they have paid to park near the beach at other destinations
- 58% agree they have paid access fees on other beach vacations
- 51% agree on pleasure trips they like to return to familiar places
- 20% agree they often travel with children
- 83% agree they often travel with friends or meet them at their destination
- 93% agree on pleasure trips they look for escape, relaxation and change of scenery

On pleasure trips, visitors like to book: (respondents gave more than one response)

<b>Property Type</b>	<b>% Favor 2022</b>	<b>% Favor 2021</b>
Branded Hotels	76	71
Resort style hotels	74	49
Oceanfront hotels	74	69
Vacation homes/AirBnB, etc.	13	9
Timeshare/Timeshare exchanges	12	7
Economical hotels/motels	9	7
Condominiums	4	Tr,

On the most recent trip visitors from outside Florida:

<b>Activity</b>	<b>% Participated 2022</b>	<b>% Participated 2021</b>
Beach	100	99
Tanger Outlets	53	31
Daytona International Speedway	47	29
Visiting Family & Friends	41	49
Water Activities	28	14
Boardwalk/Pier	27	24
Miniature Golf	26	30
Daytona Lagoon	24	21
Ocean Walk	23	19
One Daytona	21	21
Flea Market	21	23
Beach Street	19	11
St. Augustine	15	12
Arts/Culture/Performances	13	3
Kennedy Space Center	11	7
Universal Studios	11	9
Walt Disney World	10	6
Sea World	9	7
Played Golf	9	6
Ponce Inlet Lighthouse	8	4
Daytona Beach Card Club	7	8
Volusia Mall	5	5
Business Meetings	5	Tr.

48% of respondents were female

Occupations of Visitors from outside of Florida:

<b>Occupation</b>	<b>%2022</b>	<b>% 2021</b>
Professional/Self-Employed	34	29
Mid-range white collar	37	33
Clerical	7	6
Skilled labor	6	15
Semi-skilled labor	4	7
Retired	9	9
Military	3	Tr

Average age was 51

68% were married

Average Household Income Ranges:

<b>Income Range</b>	<b>% 2022</b>	<b>% 2021</b>
\$20,000-34,999	-	2
\$35,000-49,000	3	5
\$50,000-74,999	22	38
\$75,000-99,999	47	34
Above \$100,000	19	13
Refused	9	8

Ethnicity:

<b>Ethnic Group</b>	<b>% 2022</b>	<b>% 2021</b>
Caucasian	80	71
African-American	12	15
Hispanic	8	14

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## In State Visitors

For 54% of Florida visitors, this was their first visit to Daytona Beach; 65% had made more than one visit during the past five years.

And, 40% had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	% Said 2022	% Said 2021
Close to Home	100	99
Beach	81	86
Weather	80	59
Family/friends in area	78	68
Been to Daytona Beach before	46	45
Holiday & Weekend Events	39	47
Golf	19	11
Business	Tr	3
Timeshare deal/offer	12	7
Fishing	9	6
Meeting/Convention	Tr	Tr
Cultural Event/Offering	7	Tr

Visitors recall ads for the area in:

Medium	% Recall 2022	% Recall 2021
Google Search	59	61
Online	47	29
Social Media	18	22
YouTube	Tr	5

Media engagement and frequency of use when planning a vacation 2022 (2021)

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	54 (61)	38 (27)	5 (9)	3
Destination Website	85 (89)	13 (10)	Tr	Tr
Destination Visitors' Guide	22 (23)	16 (17)	25 (27)	37 (33)
Social Media (Facebook, Instagram, etc.)	11 (13)	27 (28)	32 (31)	30 (28)
Magazines	15 (17)	19 (22)	50 (57)	16 (4)
Blogs/Online Content	18 (9)	17 (8)	55 (71)	10 (12)
Videos Showing The Destination	9 (6)	6 (3)	41 (45)	44 (46)

81% used the Internet to plan their trip to Daytona Beach

49% used the Internet to choose a place to stay in Daytona Beach

59% used the Internet for other purposes regarding their trip to Daytona Beach

<b>Purpose</b>	<b>% Used 2022</b>	<b>% Used 2021</b>
Finding general information about the area	83	79
Lodging information/reservations	51	61
Research events	50	38
To discover activities and attractions of the area	50	53
To research dining options	17	21
Traveling directions and maps	9	21

Travel websites used by Florida visitors:

<b>Travel Website</b>	<b>% Used 2022</b>	<b>% Used 2021</b>
Trip advisor	67	64
Expedia	31	38
Travelocity	20	24
Kayak	7	9
Yahoo Travel	Tr	Tr.
Google Hotel	-	Tr

69% had made their destination choice when they used the websites for research

Florida visitors use Travel Websites for:

<b>Purpose</b>	<b>% Use 2022</b>	<b>% Use 2021</b>
Research flights & flight prices	87	84
Book airline tickets	74	79
Research hotels	63	52
Book hotels	34	37
Research AirBnB, etc.	18	12
Find packages	7	8
Buy packages	6	5
Research Timeshare options	8	3

Airlines used by Florida visitors (for other trips):

<b>Airline</b>	<b>% Use 2022</b>	<b>% Use 2021</b>
Any & all out of my area	86	91
Delta	54	51
Southwest	37	42
American	35	31
Allegiant	19	18
Jet Blue	14	19
Spirit	13	15
United	9	6

41% use a mobile device to research, plan or book travel

78% use Social Media

Social Media use:

<b>Medium</b>	<b>% Use 2022</b>	<b>% Use 2021</b>
Facebook	87	85
Instagram	48	49
Twitter	16	12
Pinterest	3	9
Snapchat	-	Tr.

Social Media Used for Vacation Ideas

<b>Medium</b>	<b>% Use 2022</b>	<b>% Use 2021</b>
Facebook	31	28
Instagram	29	22
Twitter	16	9
Pinterest	Tr	7
Snapchat	-	Tr.

80% of Florida visitors take more than one vacation a year.

They visit (respondents gave more than one answer):

<b>Destination</b>	<b>% Visit 2022</b>	<b>% Visit 2021</b>
Florida in general	83	81
No usual destination	80	76
Northeast in general (NY, NJ, New England, etc.)	77	57
Beaches in general	65	68
Caribbean/Cruises	57	49
Southeast in general (GA, NC, SC, etc.)	41	34
Gulf/West Coast of Florida	27	18
East Coast of Florida	26	21
Mountains in general	17	21
Canada	4	6
Europe/Mediterranean	4	5
CA/AZ	3	5
West in general (w/o CA/AZ)	Tr	6
Hawaii	Tr	5
Mexico	Tr	Tr

78% of the Florida visitors have taken a vacation in another warm weather destination in the past 5 years.

They chose:

<b>Destination</b>	<b>% Chose 2022</b>	<b>% Chose 2021</b>
Florida	91	87%
Caribbean/Cruises	56	59
Europe/Med	16	18
Other in US	11	7
California	9	5
Other outside US	7	8
Hawaii	Tr	4
Mexico	-	3

Travel party:

<b>Companion</b>	<b>% 2022</b>	<b>% 2021</b>
Spouse/partner	40	39
Family/Children	26	21
Extended family	12	19
Friends	22	21

Average party size was 3.2

Average number of adults over 18 was 3.7

9% traveled with teenagers

8% traveled with children

Other reasons Florida visitors travel:

<b>Purpose</b>	<b>% Said 2022</b>	<b>% Said 2021</b>
To meet a cruise ship	59	49
Event	23	26
Family reunion	12	19
Government/company business	18	8
Sports	7	9
Convention/Trade show	7	6

100% of Florida visitors arrived by auto.

100% of Florida visitors said their main destination for this trip was Daytona Beach.

Average advance time for choosing the destination was 2 weeks.

Florida visitors spent an average of 3.9 nights away from home and an average of 3.9 nights in Daytona Beach.

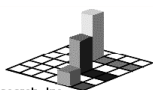
Their immediate party spent an average of \$260 per night in Daytona Beach (without accommodation).

92% of the Florida visitors made advance accommodation reservations.

They booked an average of 6 days in advance.



14% used an online travel site to plan this trip  
81% didn't use any professional help to plan this trip.  
While in Daytona Beach Florida visitors:  
94% found it about what I expected.  
A trace found it less expensive than expected.  
16% found it more expensive than expected.  
49% took advantage of a room with some sort of cooking facility.  
19% paid to drive/park on the beach.  
23% paid to park in a beachside parking garage.  
97% agree the beach was clean and beautiful.  
95% agree there were plenty of activities/things to do.  
89% agree the area is the ideal vacation destination for a family.  
95% agree the area is good value for money spent.  
100% agree the beach was easy to access from their hotel.  
9% agree playing golf was important during this visit to Daytona Beach.  
94% agree Daytona Beach is a family oriented community.  
5% agreed being near attractions was important.  
100% agree Daytona Beach being within a days drive was important.  
8% agree being able to drive on the beach was important.  
83% agree Daytona Beach was highly recommended by friends before coming.  
97% said Daytona Beach was very welcoming to visitors and tourists.  
84% agreed Daytona Beach is a good place to get peace and quiet.  
78% agreed Daytona Beach was so enjoyable they will definitely return.  
10% agreed they usually play golf on pleasure trips.  
20% agreed they usually stick to a budget when eating out.  
63% agreed they generally prefer beach destinations.  
58% agree they have paid to park near the beach in other destinations.  
48% agree they like to return to familiar destinations.



24% agree they often travel with children on pleasure trips.

80% agree they often travel with friends or meet them at the destination.

99% agree on pleasure trips they look for escape, relaxation, change of scenery.

On pleasure trips Florida visitors like to book: (respondents gave more than one response):

<b>Property Type</b>	<b>% Favor 2022</b>	<b>% Favor 2021</b>
Branded hotels	93	71
Oceanfront hotels	89	83
Resort style hotels	85	67
Vacation homes/AirBnB, etc.	14	9
Economic hotels/motels	9	8
Timeshare/Timeshare Exchange	8	6
Condos.	3	Tr

While in Daytona Beach visitors from Florida:

<b>Activity</b>	<b>% Participated 2022</b>	<b>% Participated 2021</b>
Beach	96	98
Visiting relatives & friends living in the area	54	54
Flea market	34	28
Tanger outlets	29	31
Boardwalk/pier	27	18
Daytona International Speedway	20	22
One Daytona	18	19
Miniature Golf	17	22
Beach Street	17	12
Ocean Walk	15	14
Played golf	12	9
Daytona Lagoon	10	9
Water activities	10	11
Ponce Inlet Lighthouse	8	9
St. Augustine	7	9
Volusia Mall	6	5
Arts/Culture Events	6	7

53% or the respondents were female.

<b>Occupation</b>	<b>% 2022</b>	<b>% 2021</b>
Mid-range white collar	41	36
Professional/Self employed	38	18
Clerical	8	11
Skilled labor	4	12
Semi-skilled labor	Tr.	4
Retired	12	19

Average age was 55

78% were married

Average Household Income Ranges:

<b>Income Range</b>	<b>% 2022</b>	<b>% 2021</b>
\$20,000-34,999	Tr	3
\$35,000-49,000	6	11
\$50,000-74,999	29	32
\$75,000-99,999	43	24
\$100,000 +	10	9
Refused	11	21

Ethnicity:

<b>Ethnic Group</b>	<b>% 2022</b>	<b>% 2021</b>
Caucasian	74	77
African-American	13	12
Hispanic	13	11

72% of all respondents stayed in Daytona Beach hotels.

17% of all respondents stayed in Daytona Beach Shores hotels.

11% of all respondents stayed in Ormond Beach hotels.

Net promoter score:

Out of State Residents 78 (84-6)

Florida Residents 75 (82-7)

## Origin Markets

64%	Florida
16%	Georgia
2%	Ohio
2%	North Carolina
2%	New York
1%	Illinois
1%	Massachusetts
1%	Pennsylvania
1%	Texas
1%	New Jersey
1%	South Carolina

United States 95%

3%	Canada (Quebec)
2%	Europe

Florida Visitors (by percent of Florida total)

39%	Orlando (Daytona Beach, Melbourne, Leesburg, Ocala, Villages)
26%	Tampa/St. Petersburg (Clearwater, Sarasota, Lakeland, Winter Haven)
13%	Miami, Fort Lauderdale, The Keys
8%	Jacksonville
8%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
3%	Gainesville
2%	Tallahassee
1%	Ft. Myers/Naples

