

Quarterly Visitor Profile

October – November - December 2021

Prepared for Halifax Area Advertising Authority

By:

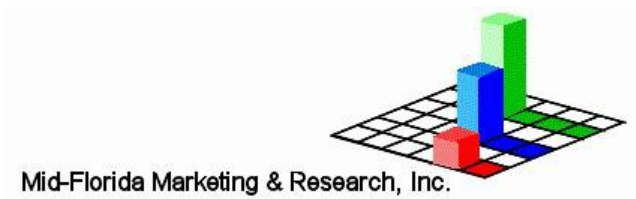
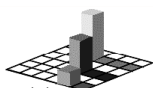


Table of Contents

Out of State Visitors
In State Visitors
Origin Markets



Out of State Visitors

For 61% of out of state visitors, this was their first visit to Daytona Beach; of the repeat visitors, 53% had made more than one visit during the past five years.

A third had stayed in the same hotel.

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

Reason for Choice	% Said
Beach	86
Close to home	78
Weather	54
Family/friends in area	45
Been to Daytona Beach before	39
Business	9
Biketoberfest®	14
Turkey Run	11
Close proximity to attractions	11
Golf	9
Timeshare deal/offer	6
Food	6
Fishing	2
Meeting/Convention	Tr
Cultural Event/Offering	Tr

Visitors recall ads for the area in:

Medium	% Recall
Google Search	64
Online	30
Social Media	23
YouTube	12

Media Engagement & Frequency of Use When Planning a Vacation

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	18	77	5	0
Destination Website	79	9	6	6
Destination Visitors' Guide	14	29	53	4
Social Media (Facebook, Instagram, etc.)	7	41	37	15
Magazines	8	15	70	7
Blogs/Online Content	0	7	77	16
Videos Showing The Destination	9	11	65	15

94% said they used the Internet in planning their visit to Daytona Beach
 74% said they used the Internet in choosing a place to stay in Daytona Beach

81% said they used the Internet for other purposes in planning their vacation:

Purpose	% Used
Finding general area information	89
Lodging information	69
Discover area activities & attractions	63
Research events	47
Travel directions/maps	19
Flight information/reservations	23
Research dining options	11
Car rental information/reservations	4

Travel Websites used by out of state visitors:

Travel Website	% Used
Trip Advisor	60
Travelocity	28
Expedia	19
Kayak	9
Yahoo Travel	19
Cheap flights	tr
Google Hotel	tr

79% had made their destination choice when they used those websites for research:

Visitors use travel websites to:

Purpose	% Used
Research hotels	69
Book hotels	40
Book airline tickets	65
Research flights and flight prices	72
Find packages	15
Buy packages	15
Research AirBnB, etc.	12

Out of state visitors Airlines used:

Airline	% Used
Any out of my area	49
Delta	54
American	36
Southwest	27
Jet Blue	9
United	6

54% use a mobile device to research, plan or book travel.

65% use social media

Social Media used:

Medium	% Use
Facebook	87
Instagram	59
Pinterest	19
Twitter	20
Snapchat	tr

Social Media use for travel/vacation ideas:

Medium	% Use
Facebook	31
Instagram	23
Pinterest	12
Twitter	11
Snapchat	tr

81% of out of state visitors take more than one vacation a year.
 They visit: (respondents gave more than one answer)

Destination	% Visit
No usual destination	83
Florida in general	60
Beaches in general	46
East coast of Florida	26
Southeast (GA, SC, NC, etc.)	29
Caribbean/Cruises	51
Northeast (NY, NJ, New England, etc.)	16
Gulf/West Coast of Florida	27
Mountains in general	9
Other areas outside US	18
Europe/Med	9
Canada	5
West (except CA, AZ)	6
CA/AZ	9
Hawaii	5
Mexico	4
Other areas in US	tr

86% have taken a warm weather destination vacation in the past five years.

Destination	% Visited
Florida	68
Caribbean Cruise	33
Other US	24
California	12
Other outside US	9
Mexico	11
Europe/Mediterranean	7
Hawaii	3

25% came to Daytona Beach for a special event

Travel Party:

Companion	%
Spouse/Partner	29
Friends	42
Children	17
Extended Family	12

The vacation was for:

Traveler	%
Couple	31
Family	19
Self	17
Friends	33

Average party size for visitors from outside Florida was 2.9

Average number of adults (over 18) was 2.7

7% traveled with teenagers

9% traveled with children younger than 12

Other reasons visitors from out of state travel:

Purpose	% Said
To meet a cruise ship	31
Special events	29
Family reunion	9
Government/corporate business	21
Meeting/convention	19
Sports Participation	17

12% of out of state visitors arrived by plane

81% landed in Daytona Beach; of the others, 11% said landing elsewhere was inconvenient.

For 91% Daytona Beach was the primary destination for the trip.

Out of state visitors chose their destinations an average of 3-4 weeks in advance.

They were away from home an average of 7.3 nights

They were in Daytona Beach an average of 6.7 nights

Their immediate party spent \$260 per night in Daytona Beach, without accommodation.

93% had advance reservations for accommodation.

Accommodation reservations were made an average of 10 days in advance.

51% used an online travel site to help plan their trip

27% did not use any type of travel agent

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

69% found it as expected

12% found it less expensive

19% found it more expensive

28% took advantage of a room with some type of cooking facility

16% paid to drive/park on the beach

14% paid to park in a beachside parking garage

94% agree the beach was clean and beautiful

80% agree there were plenty of activities/things to do

84% agree Daytona Beach is the ideal vacation destination for a family

83% agree Daytona Beach is a good value for the money spent

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

5% agree playing golf was important to their vacation in Daytona Beach

84% agree Daytona Beach is a family oriented community

12% agree being near tourist attractions was important

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

13% agree being able to drive on the beach was important

70% agree Daytona Beach was highly recommended by friends before they arrived

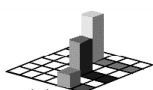
97% agree Daytona Beach was very welcoming to visitors and tourists

71% agree Daytona Beach is a good place to get some peace and quiet

78% agree Daytona Beach was so enjoyable they will definitely return

6% agree on pleasure trips they usually play golf

54% agree they generally prefer beach destinations



- 19% agree on pleasure trips they usually stick to a budget when eating out
- 42% agree on pleasure trips they generally prefer beach destinations
- 29% agree they have paid to park near the beach at other destinations
- 31% agree they have paid access fees on other beach vacations
- 37% agree on pleasure trips they like to return to familiar places
- 21% agree they often travel with children
- 81% 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 out of Florida visitors like to book: (respondents gave more than one response)

Property Type	% Favor
Branded Hotels	81
Oceanfront hotels	67
Resort style hotels	53
Vacation homes/AirBnB, etc.	9
Economical hotels/motels	9
Timeshare/Timeshare exchanges	12
Condominiums	tr

On the most recent trip visitors from outside Florida:

Activity	% Participated
Beach	97
Visiting family/friends	59
Daytona International Speedway	42
Tanger Outlets	64
Miniature Golf	23
Boardwalk/Pier	21
One Daytona	31
Flea Market	29
Ocean Walk	23
Daytona Lagoon	9
Water activities (kayak, paddle board, etc.)	8
Special Events Activities	32
Volusia Mall	12
St. Augustine	14
Beach Street	15
Ocean Center	11
Played golf	6
Daytona Beach Racing/Card Club	5
Ponce Inlet Lighthouse	9
Business Meetings	9
Sea World	5
Universal Studios	tr
Disney World	7
Kennedy Space Center	tr
Arts/Cultural Places	9

49% of respondents were female

Occupations of Visitors from Out of State:

Occupation	%
Professional/Self-Employed	18
Mid-range white collar	23
Clerical	2
Skilled labor	20
Semi-skilled labor	11
Unskilled labor	4
Retired	19
Military	3

Average age was 53
68% were married

Average Household Income Ranges:

Income Range	%
\$35,000-49,000	17
\$50,000-74,999	50
\$75,000-99,999	19
Above \$100,000	3
Refused	11

Ethnicity:

Ethnic Group	%
Caucasian	72
African-American	14
Hispanic	14

\

In State Visitors

For 68% of Florida visitors, this was their first visit to Daytona Beach; of the repeat visitors, 76% had made more than one visit during the past five years.

And, 38% had stayed in the same hotel.

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

Reason for Choice	% Said
Close to Home	94
Beach	76
Weather	89
Family/friends in area	49
Been to Daytona Beach before	45
Biketoberfest®	19
Turkey Rod	26
Golf	7
Business	11
Timeshare deal/offer	12
Cultural Event	4
Food	tr
Meeting/Convention	tr
Fishing	tr

Visitors recall ads for the area in:

Medium	% Recall
Google Search	37
Online	43
Social Media	18
YouTube	5

Media engagement and frequency of use when planning a vacation:

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	56	27	16	tr
Destination Website	78	21	tr	tr
Destination Visitors' Guide	14	21	29	36
Social Media (Facebook, Instagram, etc.)	11	29	25	35
Magazines	21	18	46	15
Blogs/Online Content	9	16	60	15
Videos Showing The Destination	5	Tr	9	86

87% used the Internet to plan their trip to Daytona Beach

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

57% used the Internet for other purposes regarding their trip to Daytona Beach (Respondents gave more than one answer)

Purpose	% Used
Finding general information about the area	68
Lodging information/reservations	40
Research events	49
To discover activities and attractions of the area	81
To research dining options	19
Traveling directions and maps	23

Travel websites used by Florida visitors:

Travel Website	% Used
Trip advisor	72
Expedia	42
Travelocity	39
Kayak	14
Yahoo Travel	7
Google Hotel	Tr

68% had made their destination choice when they used the websites for research

Florida visitors use Travel Websites for:

Purpose	% Use
Book airline tickets	68
Research flights and flight prices	79
Research hotels	54
Book hotels	36
Find packages	15
Buy packages	8
Research AirBnB, etc.	19
Research Timeshare options	18

Airlines used by Florida visitors (for other trips):

Airline	% Use
Any & all out of my area	88
Delta	63
Southwest	46
American	29
Allegiant	14
Spirit	17
Jet Blue	11
United	3

40% use a mobile device to research, plan or book travel

83% use Social Media

Social Media use:

Medium	% Use
Facebook	89
Instagram	41
Twitter	19
Pinterest	9
Snapchat	tr

Social Media Used for Vacation Ideas

Medium	% Use
Facebook	47
Instagram	31
Twitter	15
Pinterest	8
Snapchat	tr

79% of Florida visitors take more than one vacation a year.

They visit (respondents gave more than one answer):

Destination	% Visit
Florida in general	79
Beaches in general	68
No usual destination	83
Northeast in general (NY, NJ, New England, etc.)	59
Caribbean/Cruises	49
Southeast in general (GA, NC, SC, etc.)	39
Gulf/West Coast of Florida	22
East Coast of Florida	19
Mountains in general	23
Canada	8
Europe/Mediterranean	13
CA/AZ	8
West in general (w/o CA/AZ)	3
Hawaii	5
Mexico	3

79% of the Florida visitors have taken a vacation in another warm weather destination in the past 5 years.

They chose:

Destination	% Chose
Florida	88%
Caribbean/Cruises	59
Europe/Med	18
California	5
Hawaii	3
Mexico	2
Other outside the US	11
Other in the US	10

28% of Florida visitors report coming to Daytona Beach for Special events.

Travel party:

Companion	%
Spouse/partner	48
Family/Children	15
Extended family	9
Friends	28

Vacation was for:

Traveler	%
Family	25
Couple	35
Friends	28
Self	12

Average party size was 2.9

Average number of adults over 18 was 2.6

6% traveled with teenagers

5% traveled with children

Other reasons Florida visitors travel:

Purpose	% Said
To meet a cruise ship	54
Event	36
Family reunion	14
Government/company business	8
Sports	12
Convention/Trade show	7

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 2.9 weeks.

Florida visitors spent an average of 5 nights away from home and an average of 5 nights in Daytona Beach.

Their immediate party spent an average of \$280 per night in Daytona Beach (without accommodation).

92% of the Florida visitors made advance accommodation reservations.

They booked an average of 7 days in advance.

24% used an online travel site to plan this trip

75% didn't use any professional help to plan this trip.

While in Daytona Beach Florida visitors:

78% found it about what I expected.

None found it less expensive than expected.

21% found it more expensive than expected.

43% took advantage of a room with some sort of cooking facility.

23% paid to drive/park on the beach.

18% paid to park in a beachside parking garage.

97% agree the beach was clean and beautiful.

80% agree there were plenty of activities/things to do.

80% agree the area is the ideal vacation destination for a family.

92% agree the area is good value for money spent.

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

6% agree playing golf was important during this visit to Daytona Beach.

81% agree Daytona Beach is a family oriented community.

3% agree being near attractions was important.

100% agree Daytona Beach being within a days drive was important.

11% agree being able to drive on the beach was important.

78% agree Daytona Beach was highly recommended by friends before coming.

98% said Daytona Beach was very welcoming to visitors and tourists.
 79% agreed Daytona Beach is a good place to get peace and quiet.
 71% agreed Daytona Beach was so enjoyable they will definitely return.
 9% agreed they usually play golf on pleasure trips.
 21% agreed they usually stick to a budget when eating out.
 67% agreed they generally prefer beach destinations.
 29% agree they have paid to park near the beach in other destinations.
 65% agree they like to return to familiar destinations.
 19% agree they often travel with children on pleasure trips.
 88% agree they often travel with friends or meet them at the destination.
 90% 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):

Property Type	% Favor
Oceanfront hotels	83
Branded hotels	71
Resort style hotels	48
Vacation homes/AirBnB, etc.	9
Economic hotels/motels	10
Timeshare/Timeshare Exchange	13
Condos.	tr

While in Daytona Beach visitors from Florida:

Activity	% Participated
Beach	97
Visiting relatives & friends living in the area	48
Tanger Outlets	63
Flea market	32
Miniature golf	21
Boardwalk/pier	26
Daytona International Speedway	69
One Daytona	31
Beach Street	19
Ocean Walk	24
Played golf	9
Daytona Lagoon	7
Biketoberfest Activities	18
Turkey Rod	19
Ponce Inlet Lighthouse	11
Water activities	7
St. Augustine	15
Volusia Mall	9
Arts/Culture Events	9

53% of the respondents were female.

Occupation	%
Mid-range white collar	19
Professional/Self employed	24
Clerical	4
Skilled labor	21
Semi-skilled labor	11
Retired	21

Average age was 56

78% were married

Average Household Income Ranges:

Income Range	%
\$35,000-49,000	8
\$50,000-74,999	36
\$75,000-99,999	29
\$100,000 +	11
Refused	16

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.

Origin Markets

59%	Florida
13%	Georgia
4%	Ohio
3%	North Carolina
3%	New York
2%	Illinois
2%	Indiana
1%	Massachusetts
1%	Pennsylvania
1%	Texas
1%	New Jersey
1%	South Carolina
1%	Michigan

United States 98%

Tr.	Canada (Quebec)
Tr.	Europe

Florida Visitors (by percent of Florida total)

37%	Orlando (Daytona Beach, Melbourne, Leesburg, Ocala, Villages)
26%	Tampa/St. Petersburg (Clearwater, Sarasota, Lakeland, Winter Haven)
12%	Miami, Fort Lauderdale, the Keys
8%	Jacksonville
8%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
4%	Gainesville
2%	Tallahassee
2%	Ft. Myers/Naples
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach