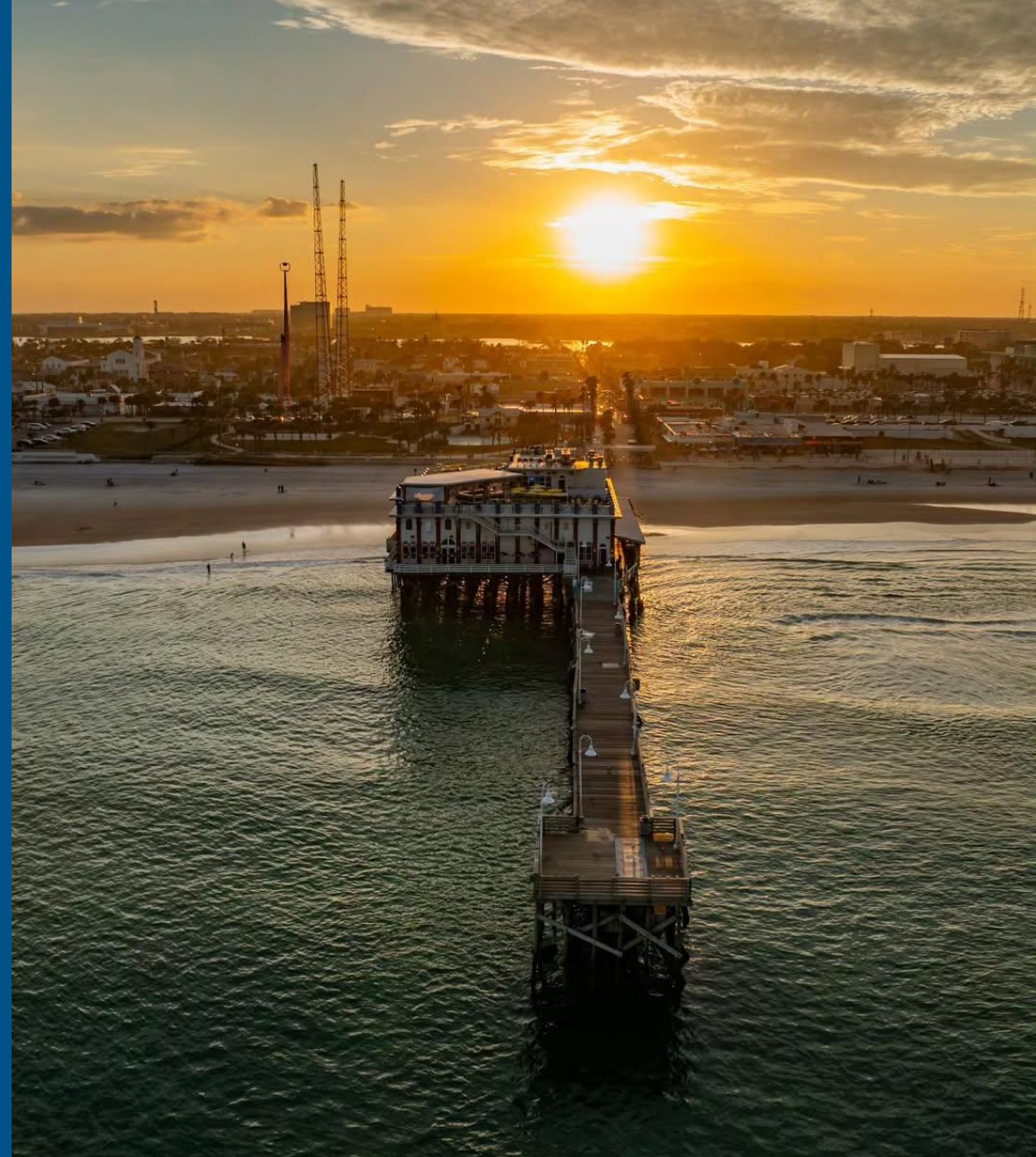


DAYTONA BEACH

Visitor Profile and Economic Impact Report

April 2024 - March 2025



METHODOLOGY



Data Collection:

From April 1, 2024, to March 31, 2025, **2,402** visitors were interviewed in person at various locations including local hotels, the airport, public areas, downtown, and special events. The interviews captured feedback from all visitor types, including those staying in paid accommodations, unpaid accommodations, and day trippers.

- **1,501** interviews were completed by visitors staying in **paid accommodations**.

Economic Impact:

Economic impact figures are based on all visitor types, including those staying in paid accommodations, unpaid accommodations, and day trippers.

Visitor Profile:

Visitor Profile results represent only visitors staying overnight in **paid accommodations**, referred to as “paid visitors” throughout the report.

Note: The sampling error for a sample size of 2,402 is $\pm 2\%$ points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Profile Study are within 2% points of the “true” value on a quarterly basis.

ANNUAL SNAPSHOT¹



3,279,300

**Total
Visitors**



3,074,100

**Room
Nights**



\$2,456,635,200

**Direct
Spending²**



\$3,021,661,200

**Economic
Impact³**

¹Sources: Smith Travel Research, Key Data, and DSG Visitor Tracking Study

²Including spending on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses

³Economic impact figures reflect all visitor types and are specific to the Halifax Area, a subset of Volusia County. Due to the area's small geographic size, some spending may result in economic leakage into surrounding areas of the county.

THE VALUE OF TOURISM¹

From April 2024 through March 2025, visitors to the Daytona Beach area:

generated **\$24,507,893** in Tourism Development and Convention Develop Taxes (paid by overnight visitors)



supported **24,550** local jobs, resulting in **\$909,771,400** in wages and salaries



generated a net tax benefit of **\$75,682,600** to county government



Every **134** visitors supported a local job in the Daytona Beach area



Visitors to Daytona Beach area saved each local household **\$1,134** in local taxes



ANNUAL SNAPSHOT: METRICS

Economic impact figures reflect all visitor types. These figures are specific to the Halifax Area, and do not include all of Volusia County.

COMBINED



53.3%

Occupancy



\$161.45

Average Daily Rate



\$86.05

Revenue Per Available Room

HOTELS*



60.5%

Occupancy



\$146.37

Average Daily Rate



\$88.54

Revenue Per Available Room

VACATION RENTALS**



27.5%

Occupancy



\$214.81

Average Daily Rate



\$59.02

Revenue Per Available Room

EXECUTIVE SUMMARY



PAID VISITOR PROFILE



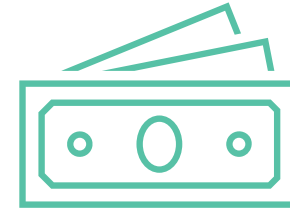
16%

First-time Visitor



42

Median Age



\$2,796

Total party spend
per trip



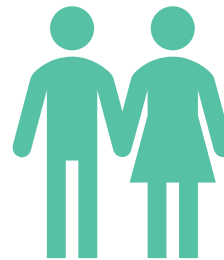
5.1

Length of Stay



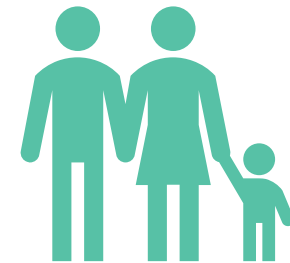
3.0

Travel Party Size



37%

Travel as a couple



29%

Travel with children

MAIN REASONS, OTHER DESTINATIONS CONSIDERED, AND TYPES OF TRIPS

What was your main reason for taking this trip to the Daytona Beach area?*



Vacation/leisure trip
68%



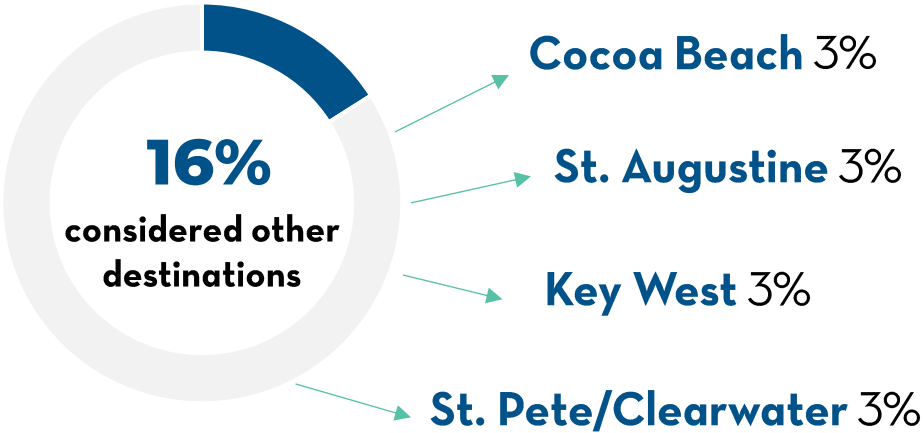
Visit friends/family
47%



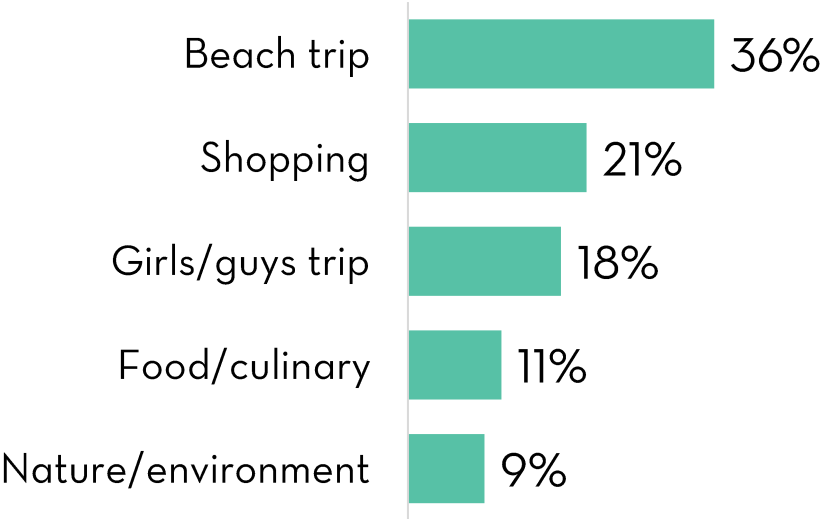
Special occasion/event
14%



Sporting event
8%



Most common types of trips



TRIP PLANNING WINDOWS AND SOURCES*

Online sources to plan trip or during stay:

Offline sources to plan trip to the Daytona Beach area:



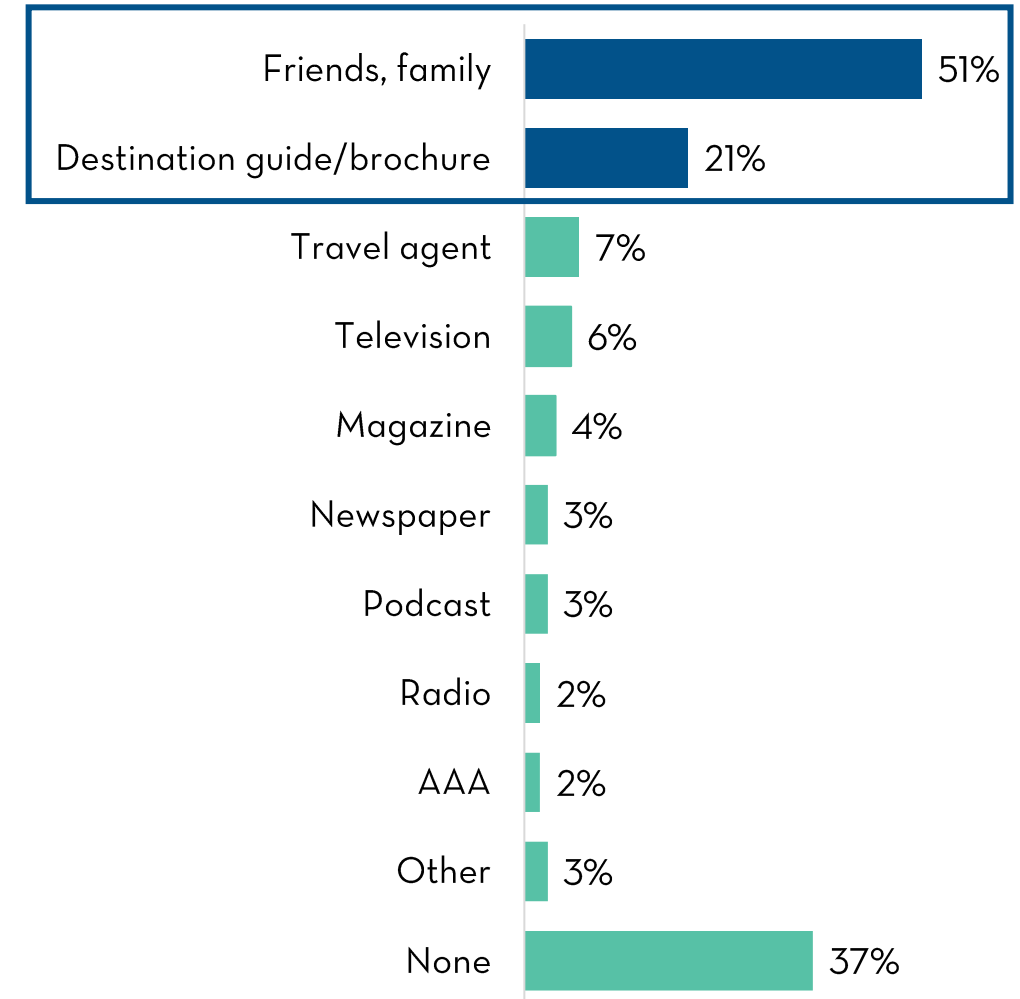
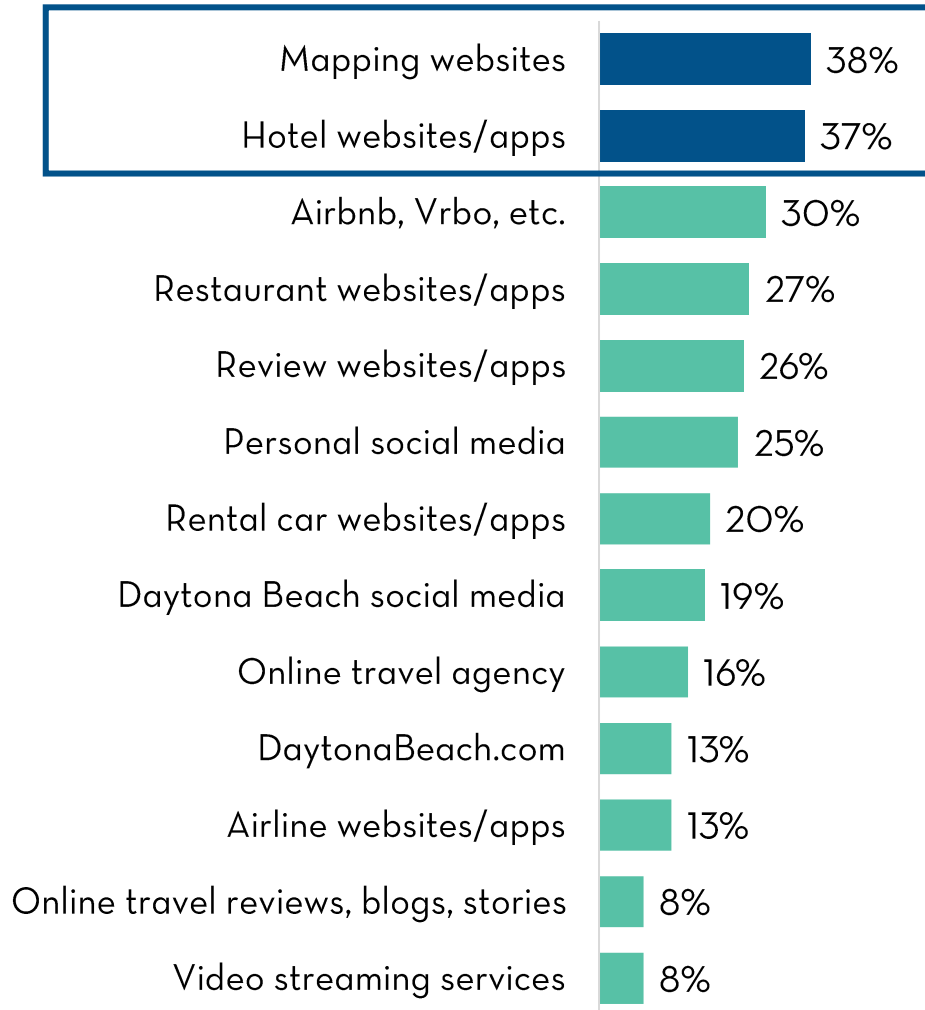
55 Days

Typical **planning**
window



46 Days

Typical **booking**
window



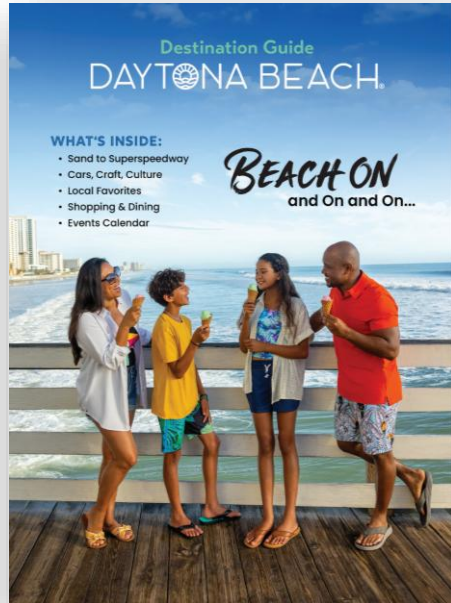
TOP SOURCES OF ADVERTISING EXPOSURE*

31% of all paid visitors noticed advertising
Of those, **71%** were influenced by the ads to come to Daytona Beach



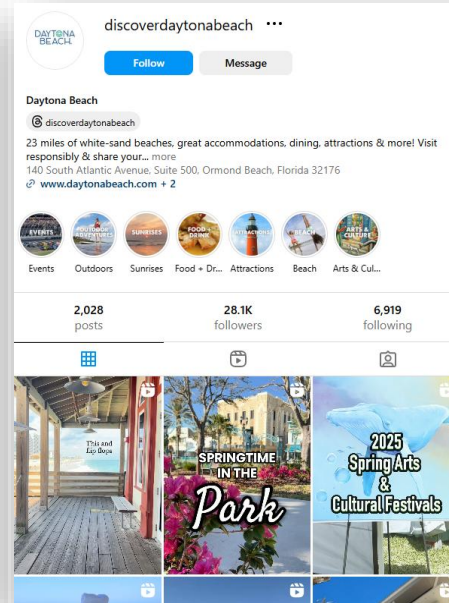
Personal social media

48%



Travel/destination guide

46%



Daytona Beach's social media

38%



Online article

31%



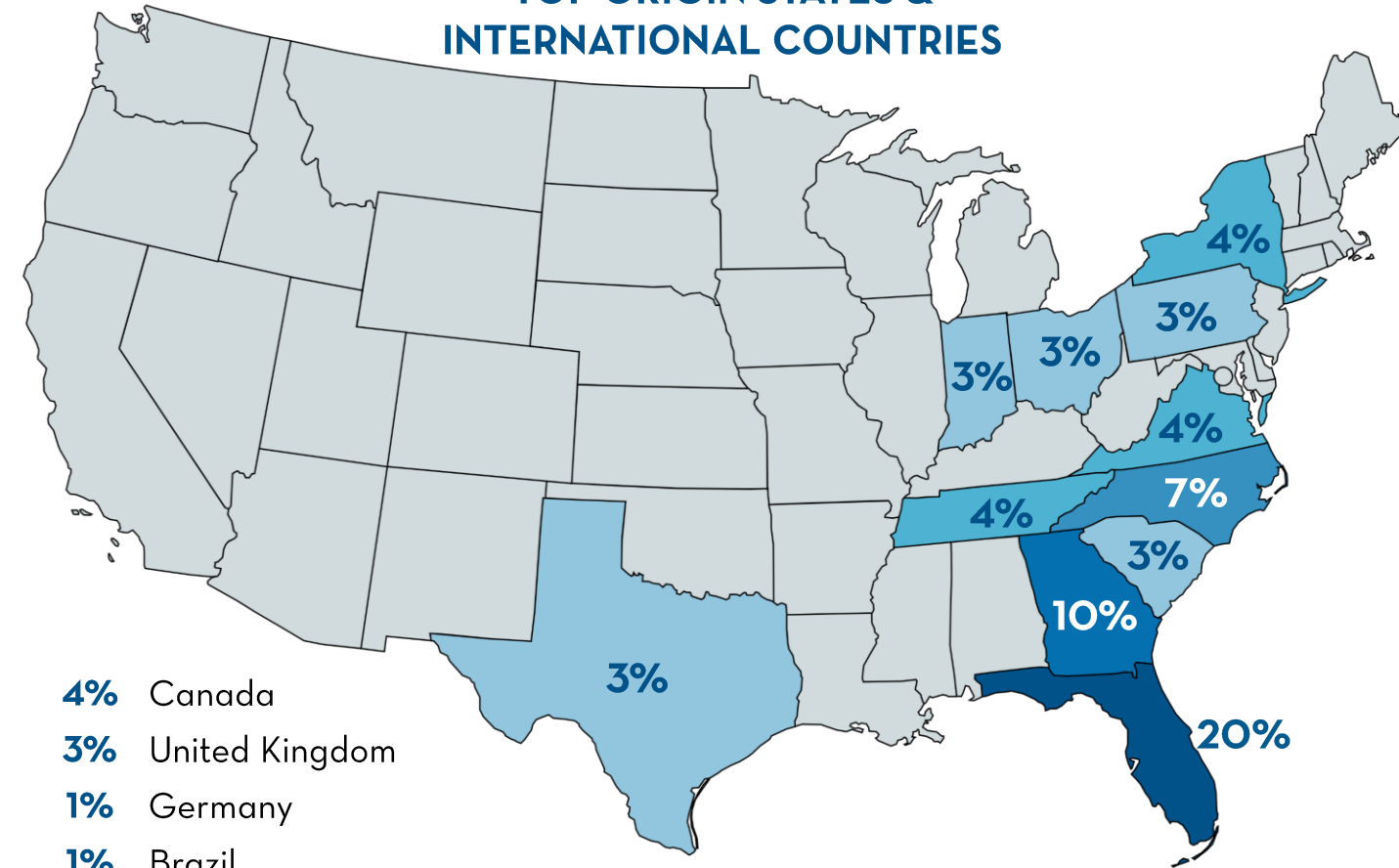
Traveler reviews/blogs

22%

TOP VISITOR ORIGINS

All top 7 origin markets were consistently in the top 25 website traffic markets (April 2024 - March 2025), highlighting alignment between online interest and actual visitation - useful for targeting marketing efforts in certain markets.**

TOP ORIGIN STATES & INTERNATIONAL COUNTRIES



TOP ORIGIN MARKETS*

Percent

✓ Atlanta	9%
✓ Orlando-Melbourne	7%
✓ New York	5%
✓ Tampa-St. Petersburg	5%
✓ Jacksonville	3%
✓ Miami-Fort Lauderdale	3%
✓ Raleigh-Durham	3%

*Sources: DSG Visitor Tracking Study and Zartico

**Sources: DSG Visitor Tracking Study and Google Analytics

TOP VISITOR ACTIVITIES*



Beach
84%



Dining out
78%



Shopping
58%



Visit friends/relatives
49%



Visited a park
27%



Bars, nightclubs
27%



Visited an attraction
26%

TOP REASONS FOR CHOOSING DAYTONA BEACH

Why did you choose Daytona Beach over the other destinations you considered?*



EVENTS AND ATTRACTIONS

"Between the racetrack, local events, and all the things to do, Daytona just had more to offer."



AFFORDABILITY

"Daytona had better rates and gave us more value compared to other spots we looked at."



CLOSE TO FAMILY

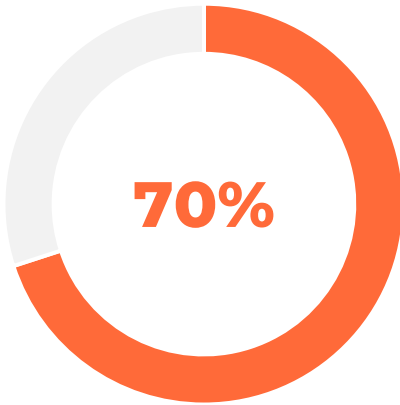
"It was close to family, which made for an easy, fun trip together!"



BEACHES AND WEATHER

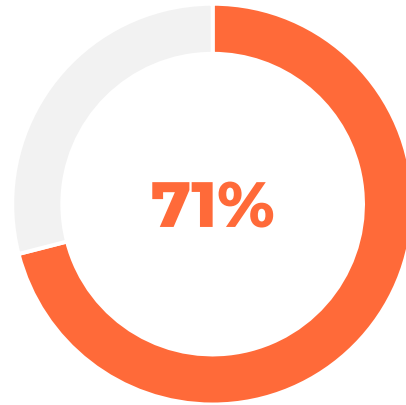
"We wanted to enjoy the beach, the great weather, and relax somewhere with beautiful views and fewer crowds."

SATISFACTION STATISTICS



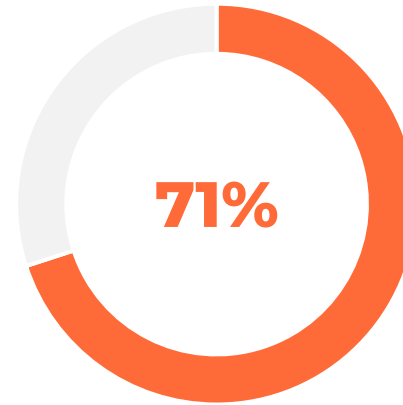
HIGHLY SATISFIED

70% of visitors reported being very satisfied with their experience



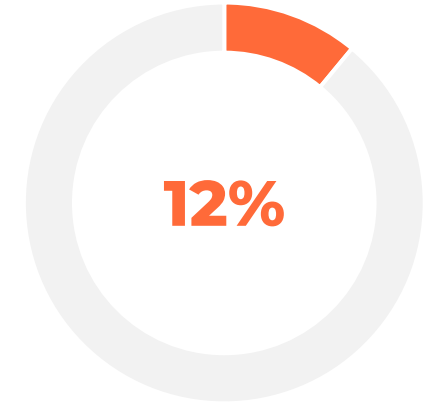
DEFINITELY RETURN

71% of visitors said they would definitely return to Daytona Beach area



DEFINITELY RECOMMEND

71% of visitors would definitely recommend the area to friends and family over other vacation areas



NEGATIVE PERCEPTION*

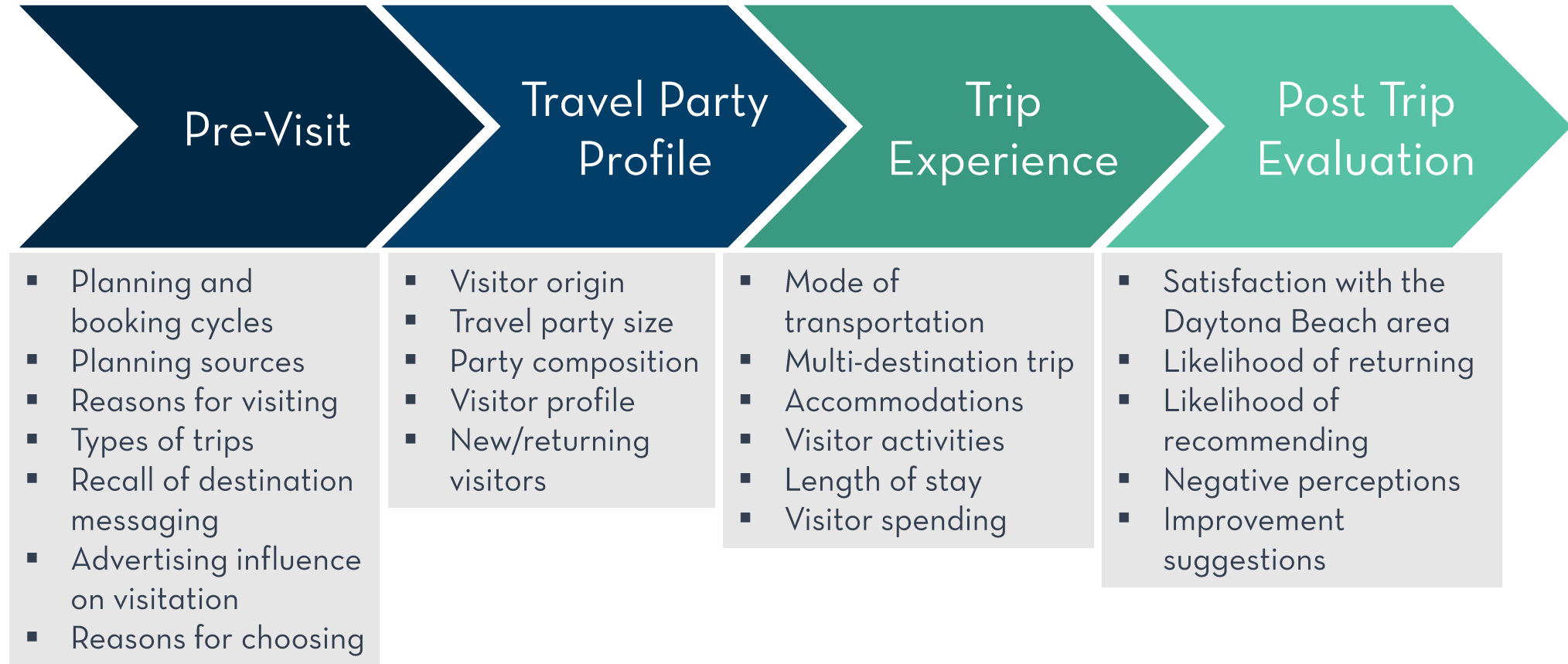
12% of visitors had a negative perception of the area

*Main reasons: Unhoused people, party town, traffic, construction, etc.

DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



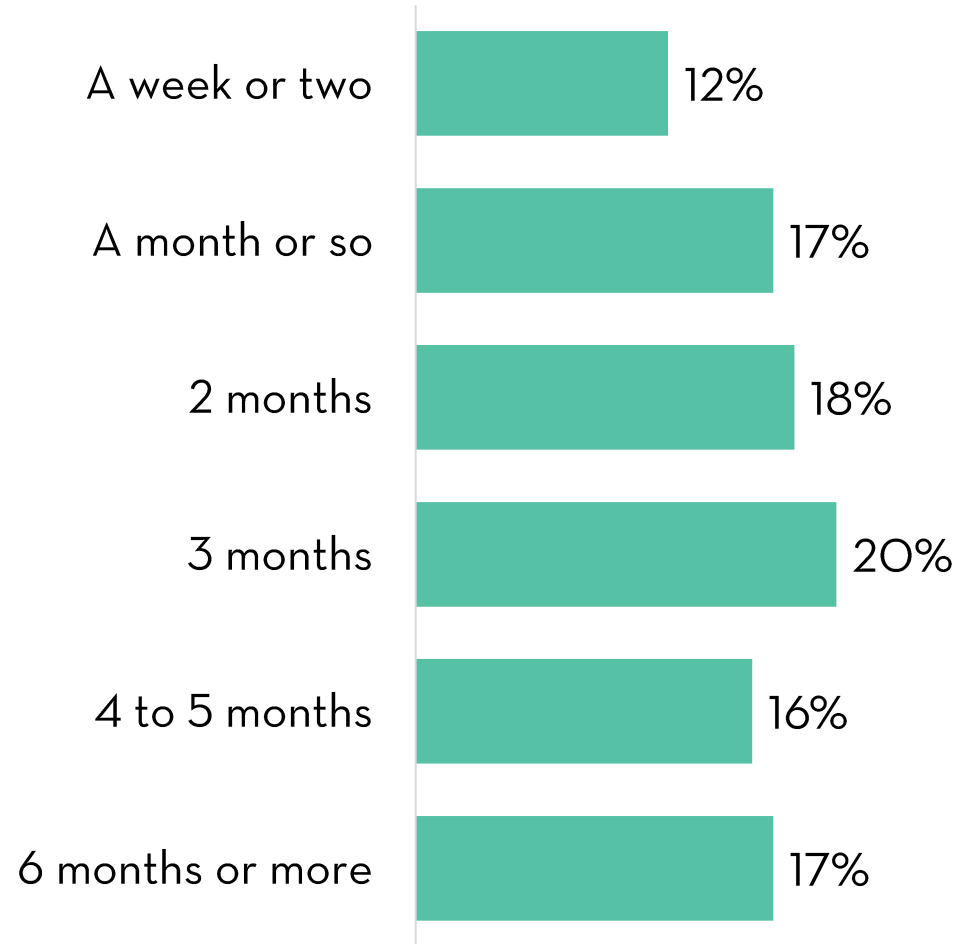
TRIP PLANNING CYCLE: PRE-VISIT



TRIP PLANNING CYCLE*

How far in advance did you plan this trip to the Daytona Beach area?

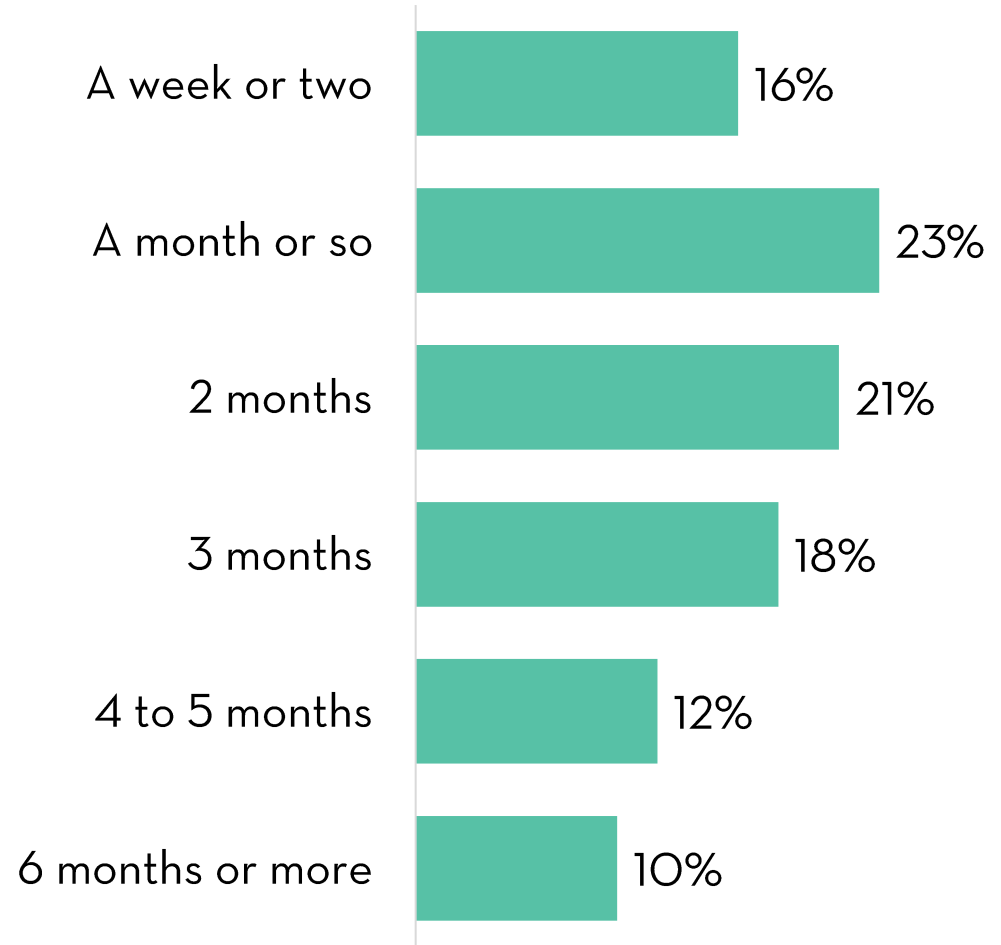
- Paid visitors to Daytona Beach have long trip planning windows, as **71%** planned their trip **two or more months in advance**
- The typical paid visitor plans their trip **55 days** in advance



TRIP BOOKING CYCLE*

How far in advance did you book this trip to the Daytona Beach area?

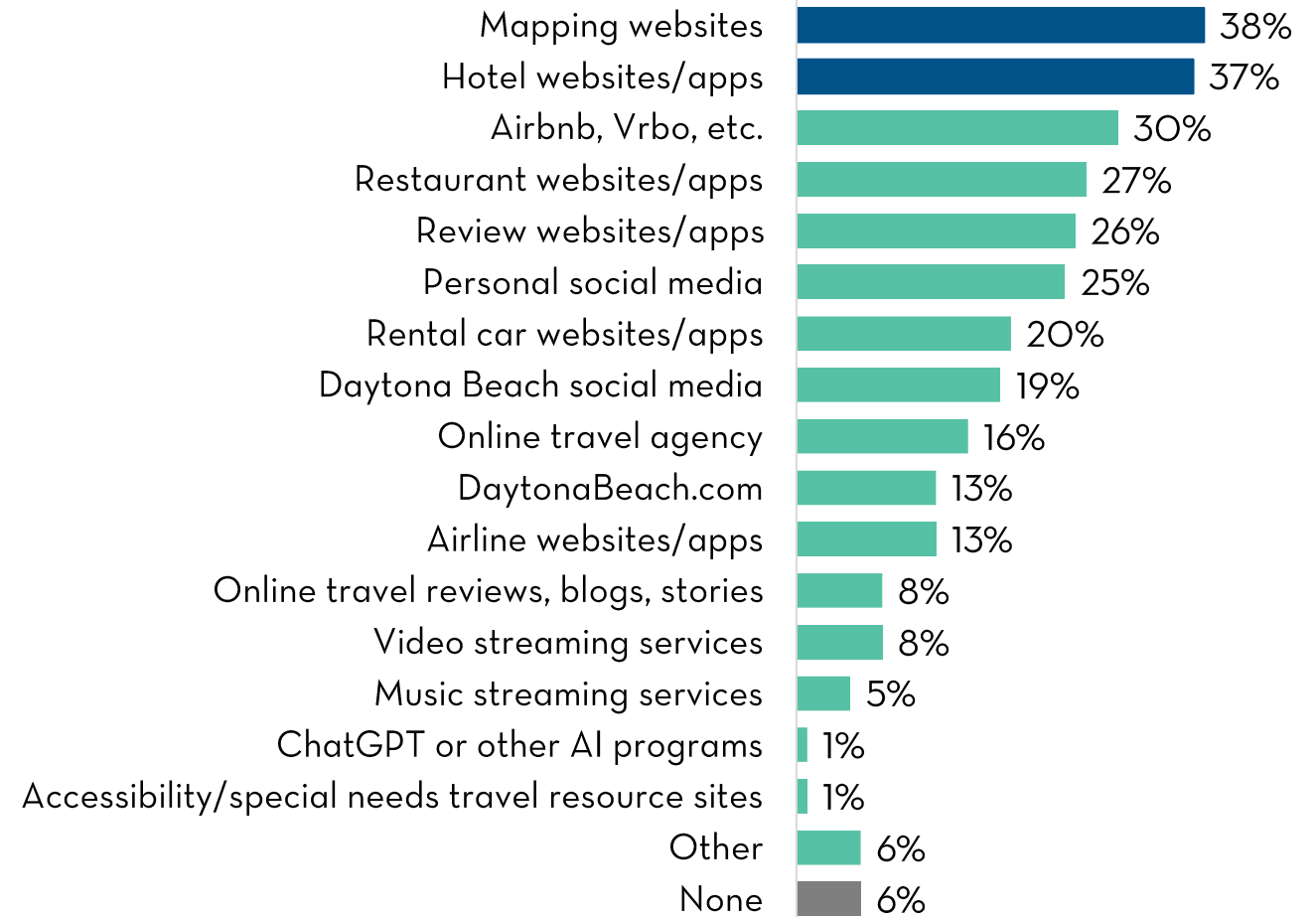
- Likewise, the booking window for paid visitors to Daytona Beach is long, as over **3 in 5** booked their trip **two or more months in advance**
- The typical paid visitors book their trip **46 days** in advance



ONLINE TRIP PLANNING SOURCES*

Did you use any of the following online sources to plan your trip or during your stay?

- Nearly **2 in 5** of paid visitors used **mapping websites/apps** or **hotel websites/apps** to plan their trip



*Only asked to those visiting for a special event, sporting event, or vacation/leisure.
Multiple responses permitted.

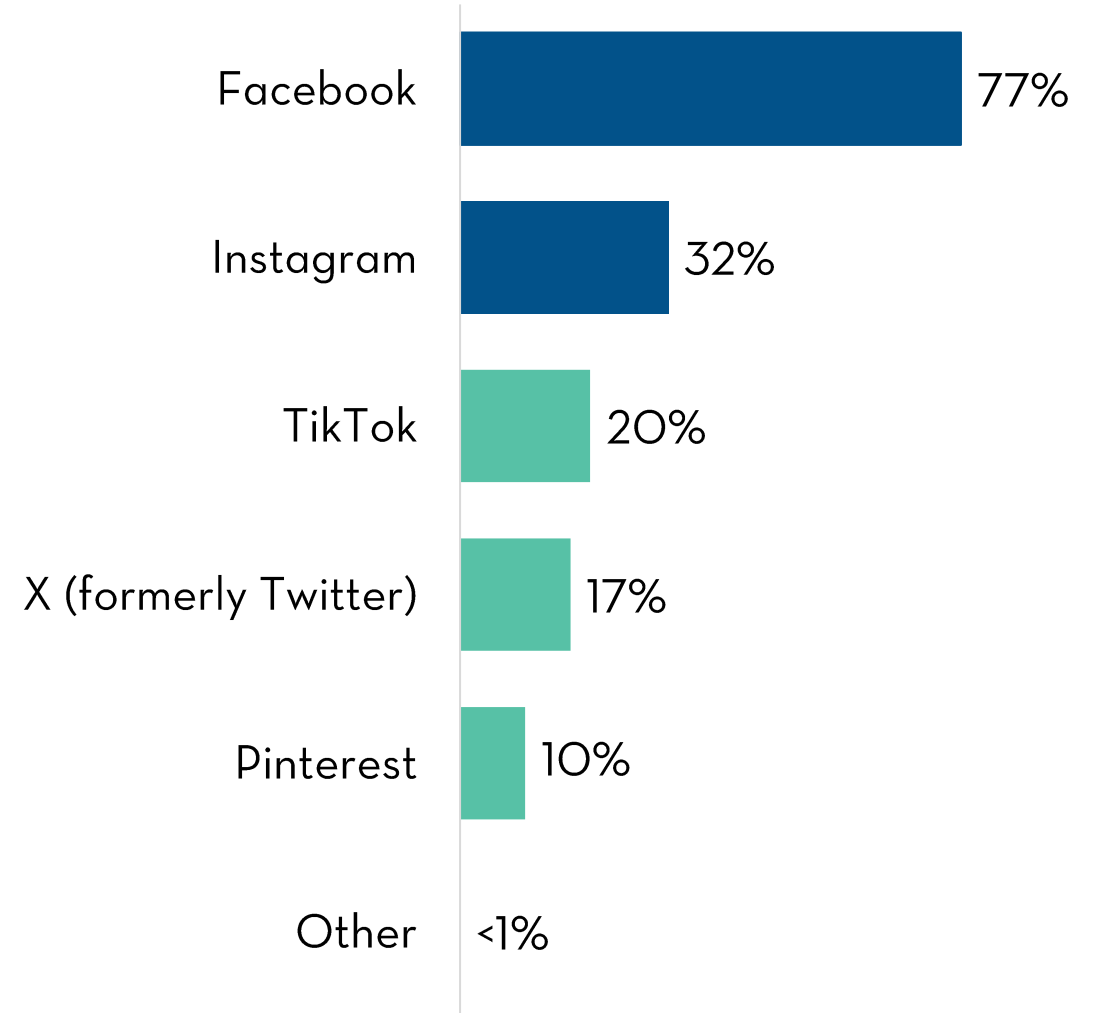
** Other responses include timeshare websites, weather channel, travel show blog, etc.

April 2024 - March 2025

SOCIAL MEDIA PLANNING SOURCES*

Which social media platform?

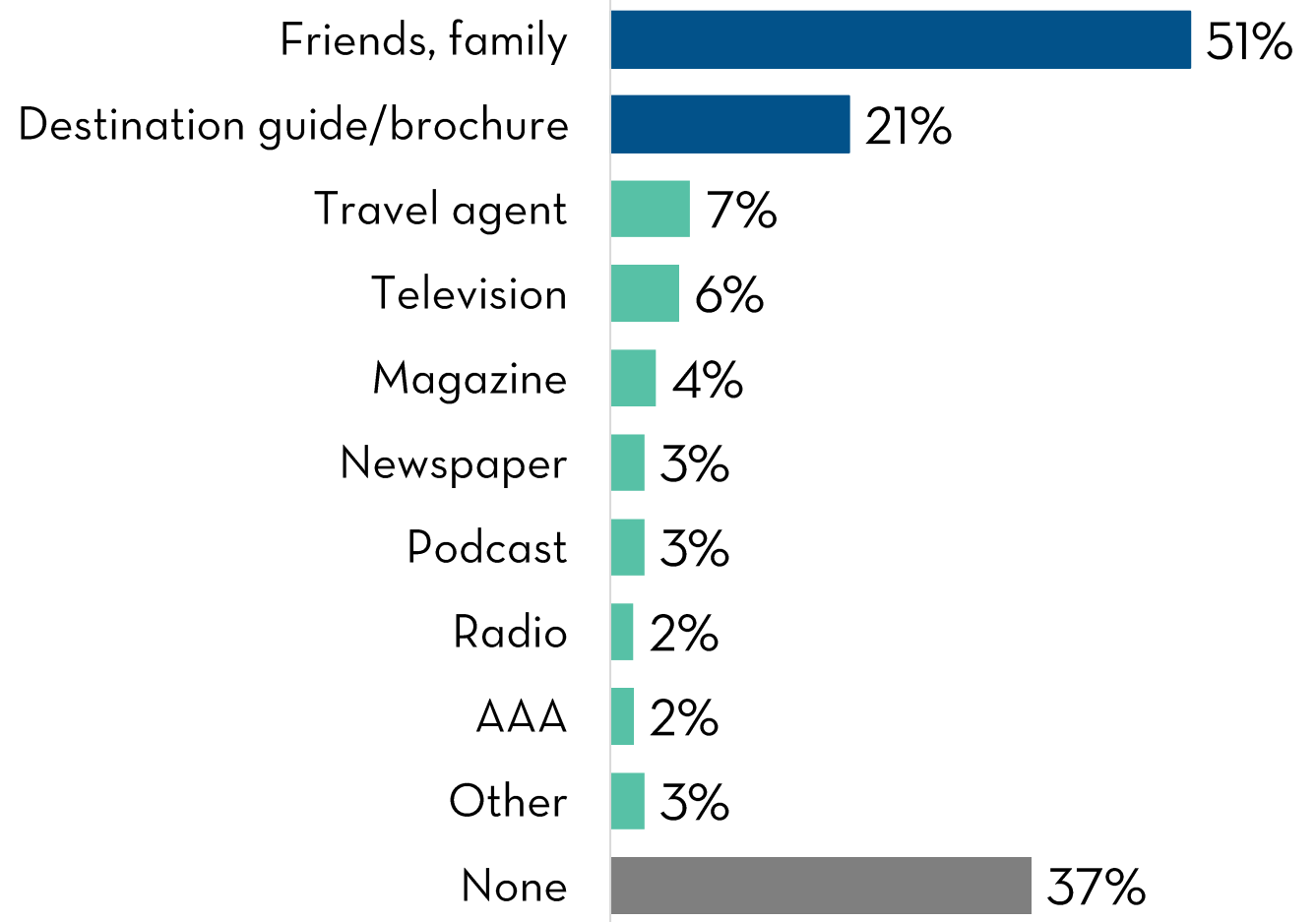
- Of the **19%** of paid visitors who used **Daytona Beach's social media** to help plan their trip, nearly **4 in 5** used information from **Daytona Beach's Facebook page** to plan their trip or during their stay
- Nearly **1 in 3** paid visitors used **Instagram**



OTHER TRIP PLANNING SOURCES*

Did you use any other sources to plan your trip to the Daytona Beach area?

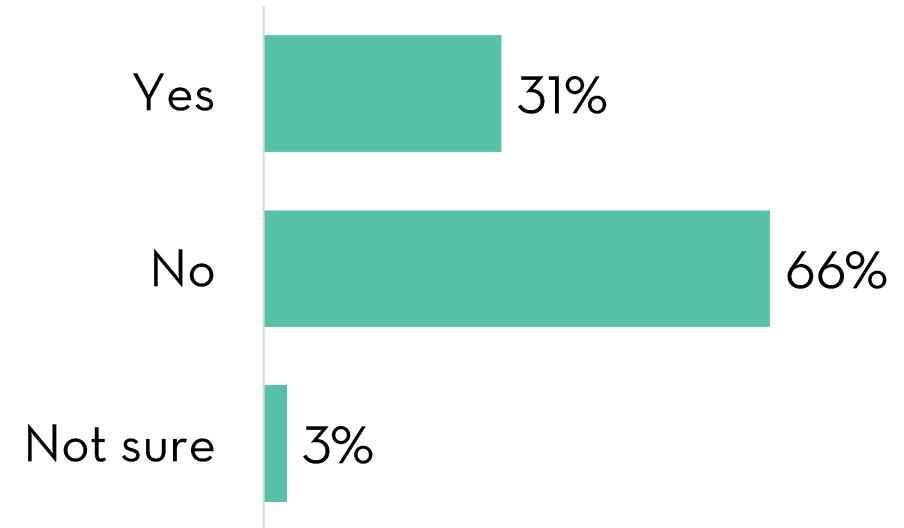
- At **51%**, the top offline trip planning source was recommendations from **friends and family**
- Over **1 in 5** paid visitors used **a destination guide or brochure**
- **37%** of paid visitors did not use any offline resources to help them plan their trip



ADVERTISING AND PROMOTION RECALL*

Have you recently seen, read, or heard any advertising, promotions, or travel stories about the Daytona Beach area?

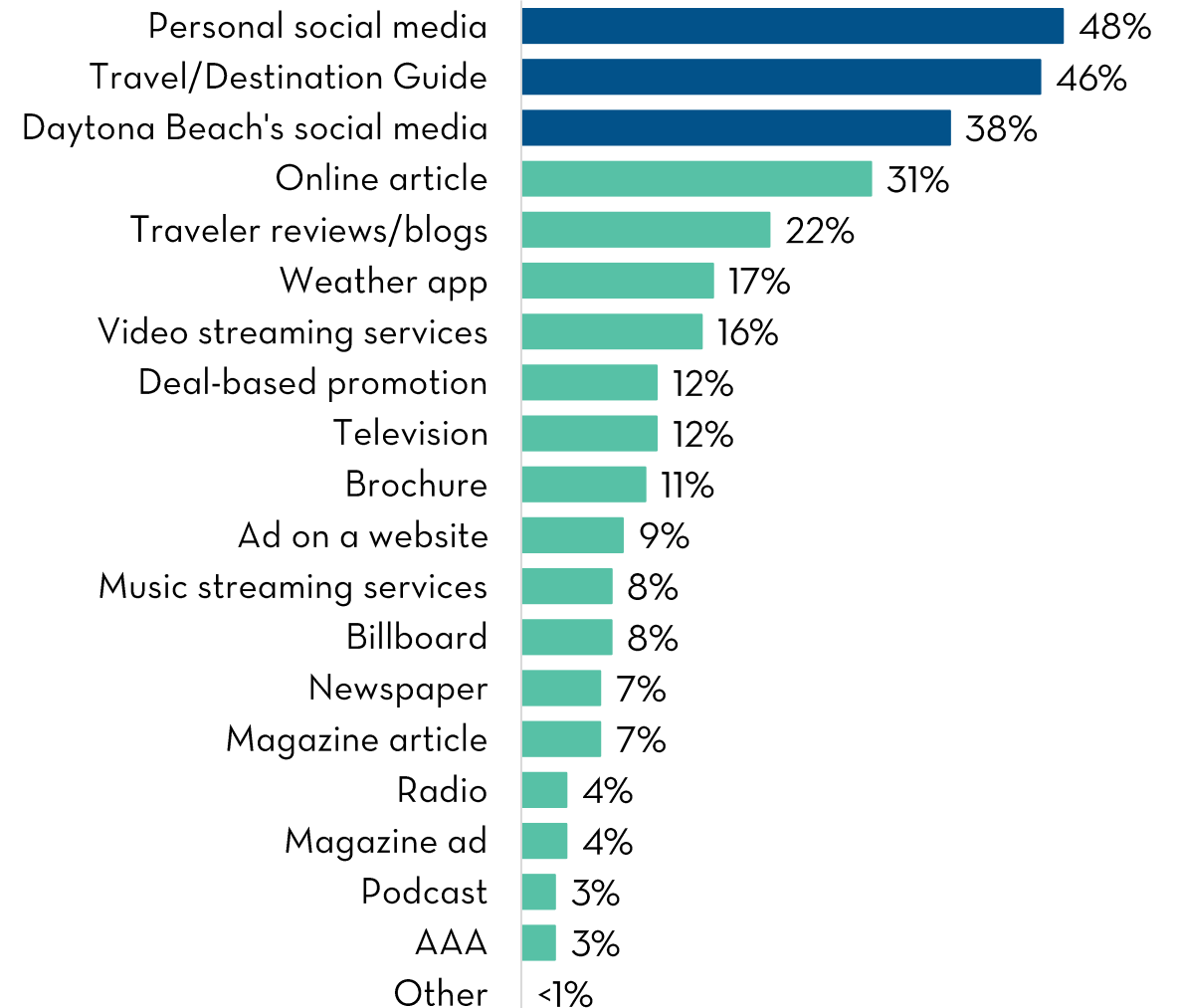
- **31%** of paid visitors recalled advertising, promotions, or travel stories about the Daytona Beach Area



ADVERTISING AND PROMOTION SOURCES*

Where did you see this information about the Daytona Beach area?

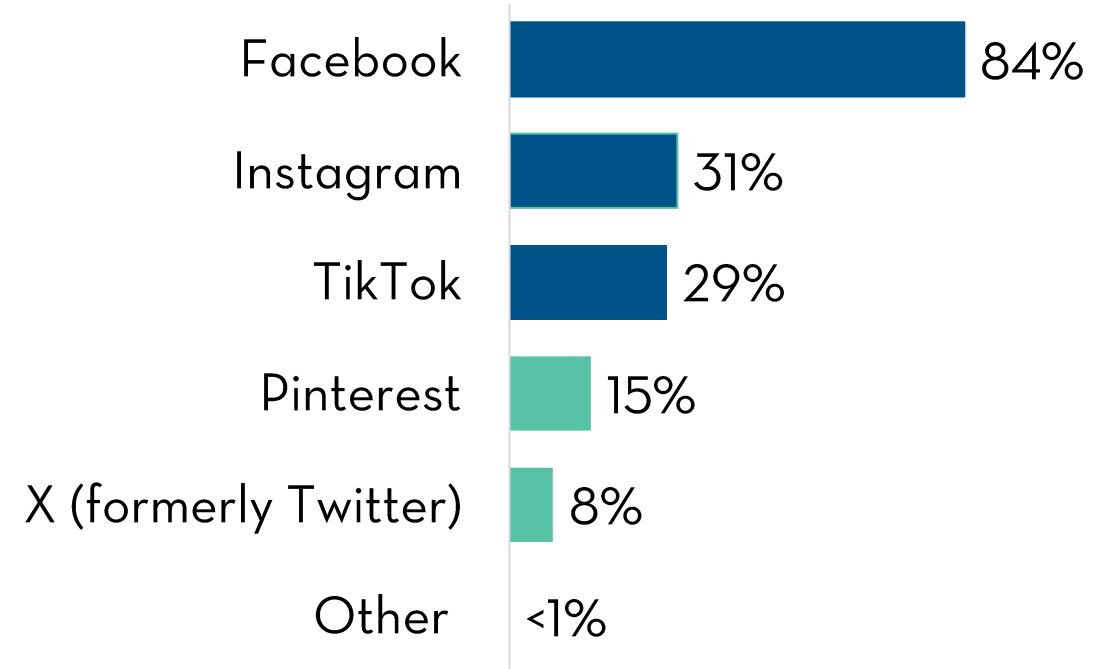
- Of the **31%** of paid visitors who recalled noticing advertising, promotions, or travel stories, nearly **half** saw them on their **personal social media**
- Another nearly **half** of paid visitors saw the information on a **travel/destination guide**
- Nearly **2 in 5** of paid visitors saw the information on **Daytona Beach's social media**



AD RECALL ON DAYTONA BEACH'S SOCIAL MEDIA*

Which social media platform?

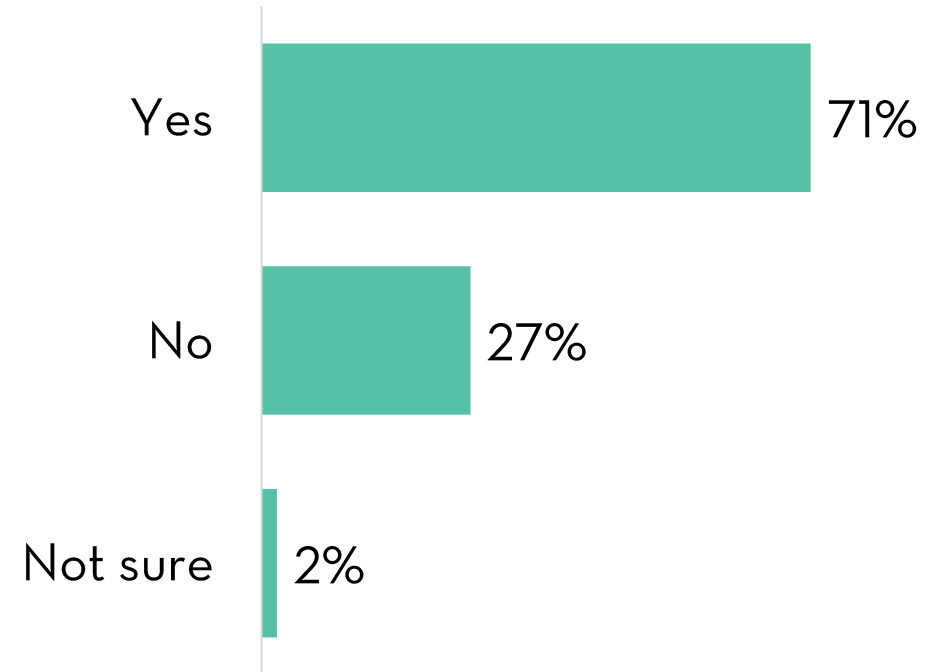
- Of the **38%** of paid visitors who recalled seeing advertising, promotions, or travel stories on Daytona Beach's social media, over **4 in 5** recalled seeing them on Daytona Beach's **Facebook**
- Around **3 in 10** recalled seeing them on Daytona Beach's **Instagram or TikTok**



ADVERTISING INFLUENCE ON VISITATION*

Did this information influence you to come to the Daytona Beach area?

- Of the **31%** of paid visitors who recalled noticing advertising, promotions, or travel stories, **71%** were influenced to come to the area by it



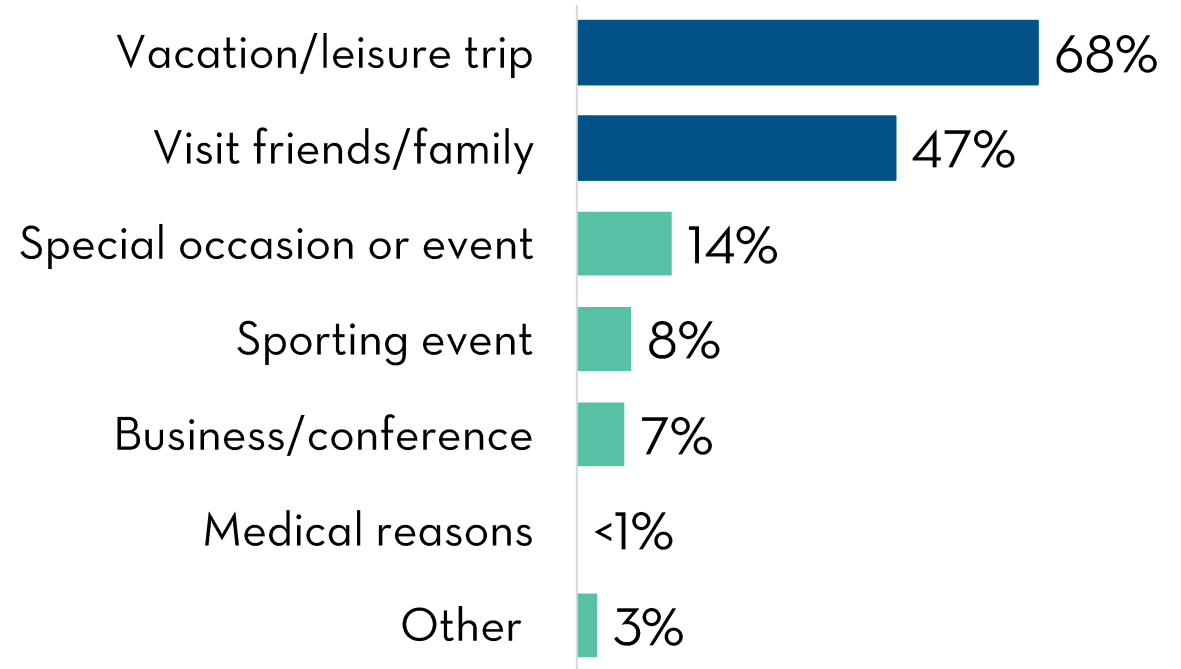
*Repeat visitors who were already planning a trip to the area may be less likely to be influenced by ads. Only asked to those who recalled noticing advertising, promotions, or travel stories about the Daytona Beach area.

April 2024 - March 2025

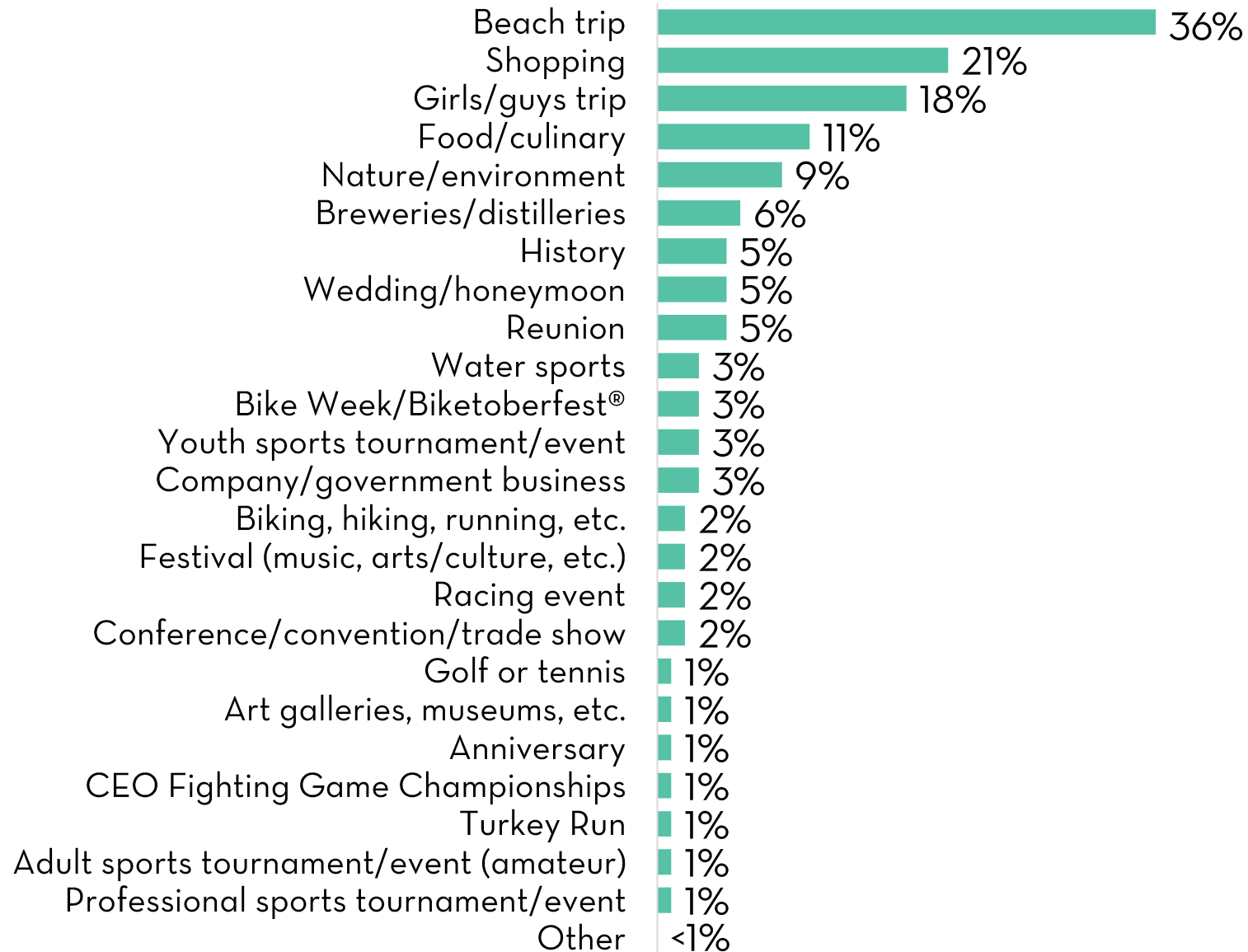
MAIN REASONS FOR COMING TO DAYTONA BEACH*

What was your main reason for taking this trip to the Daytona Beach area?

- Over **2 in 3** paid visitors came to Daytona Beach for a **vacation/leisure trip**
- Nearly **half** came to the area to **visit friends/family**



TYPES OF TRIPS*

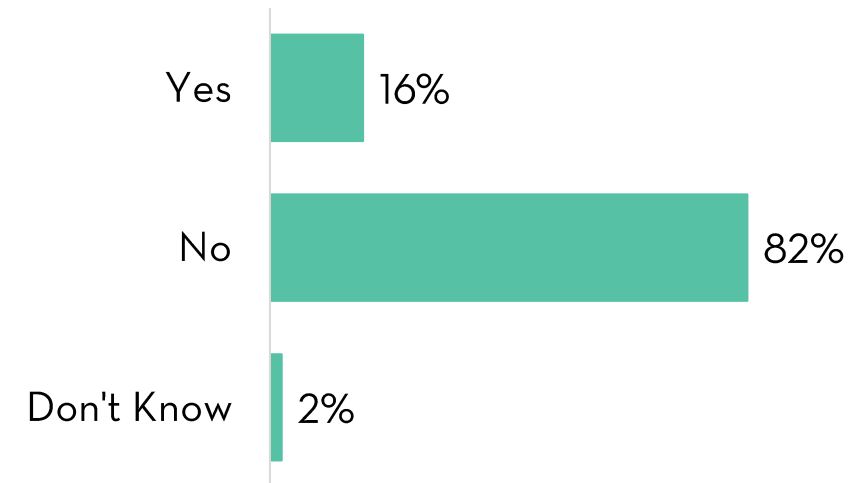


*Multiple responses permitted.

CONSIDERING OTHER DESTINATIONS?*

Did you consider other destinations before choosing the Daytona Beach area for this trip?

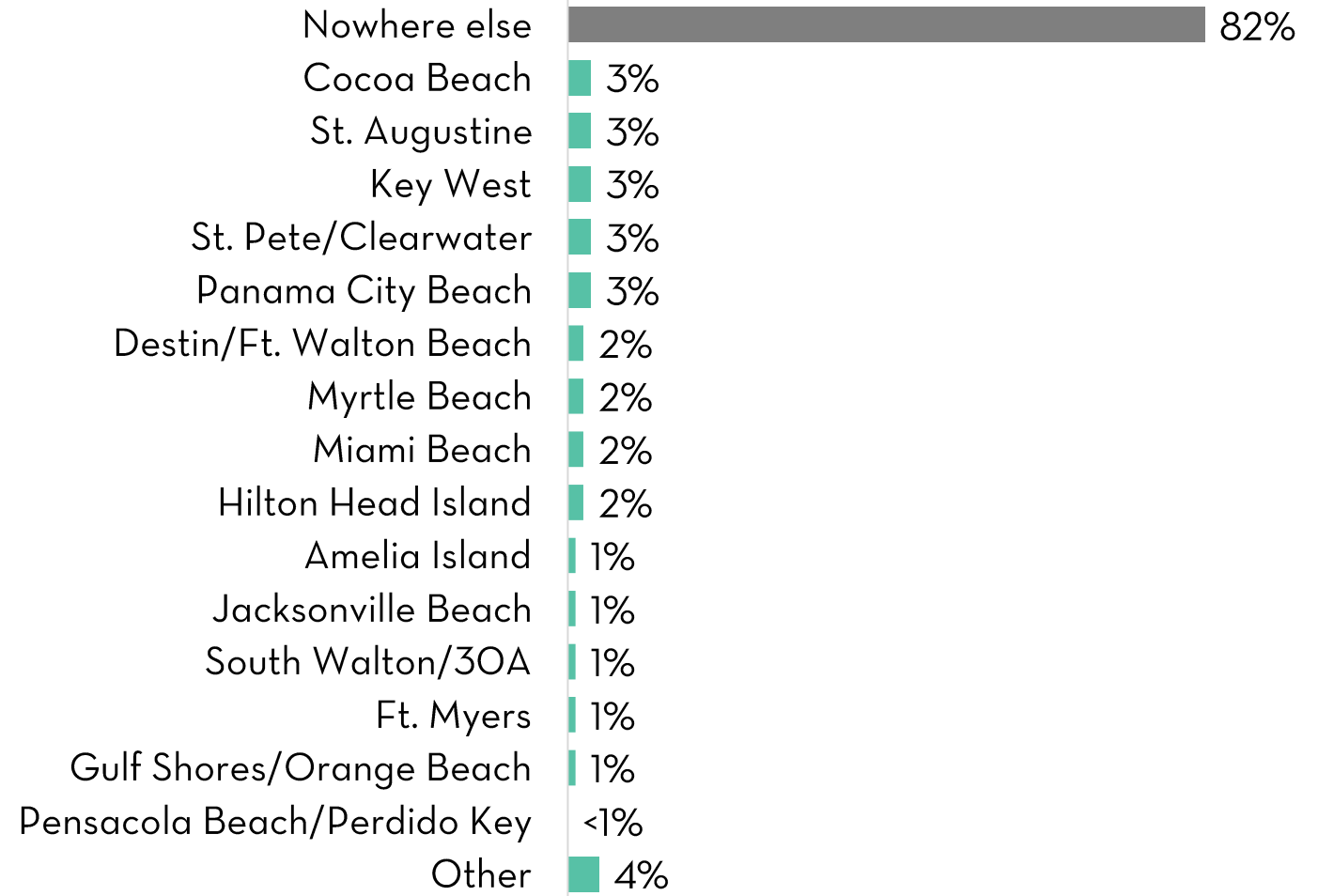
- Over **4 in 5** paid leisure visitors **did not consider other destinations** before choosing the Daytona Beach area



OTHER DESTINATIONS CONSIDERED*

Which other destinations did you consider?

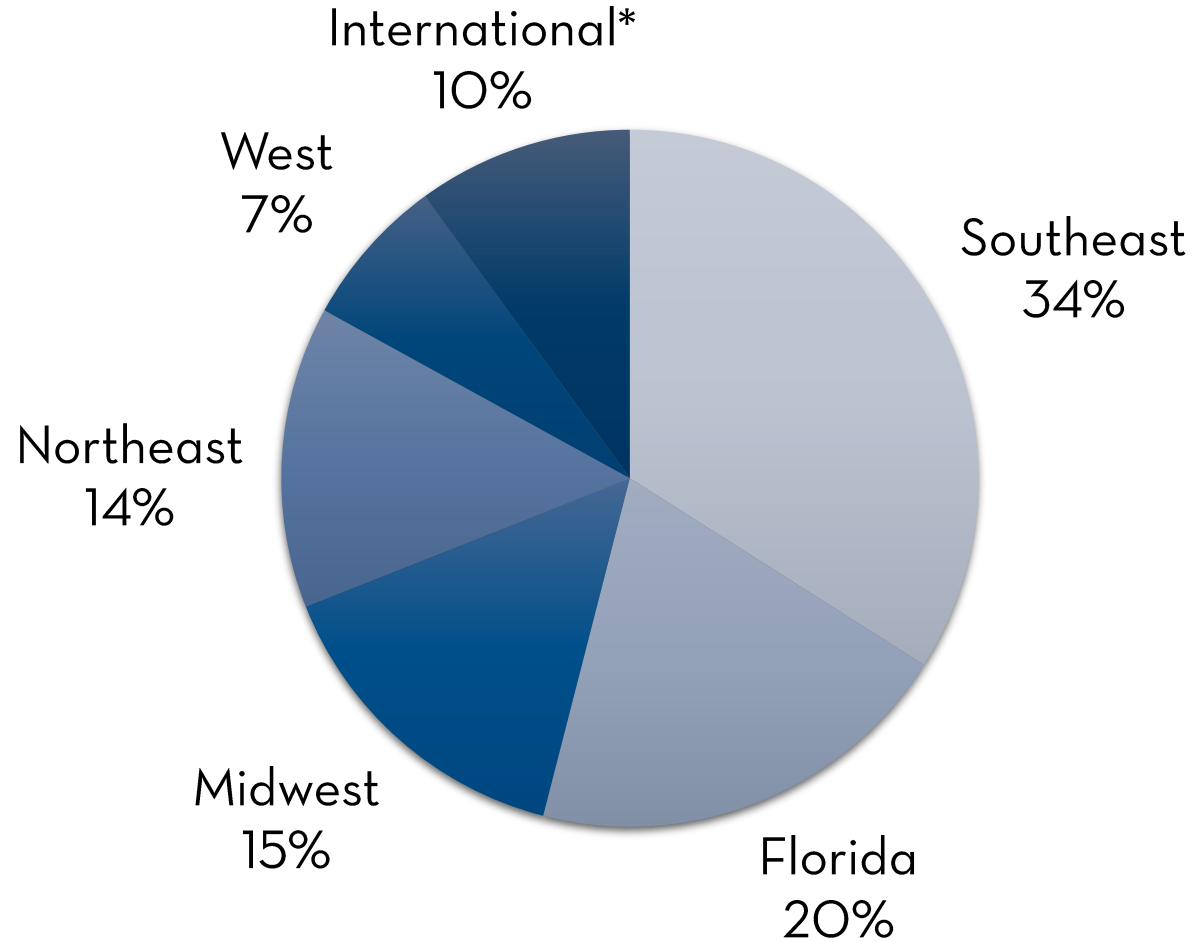
- Of the **16%** of paid visitors who considered other destinations, the top six were **Cocoa Beach, St. Augustine, Key West, St. Pete/Clearwater, Panama City Beach, and Destin/Ft. Walton Beach**



TRIP PLANNING CYCLE: TRAVELER PROFILE



REGION OF ORIGIN



*International countries include Canada 4%, United Kingdom 3%, and others 3%

April 2024 - March 2025

32

TOP ORIGIN STATES

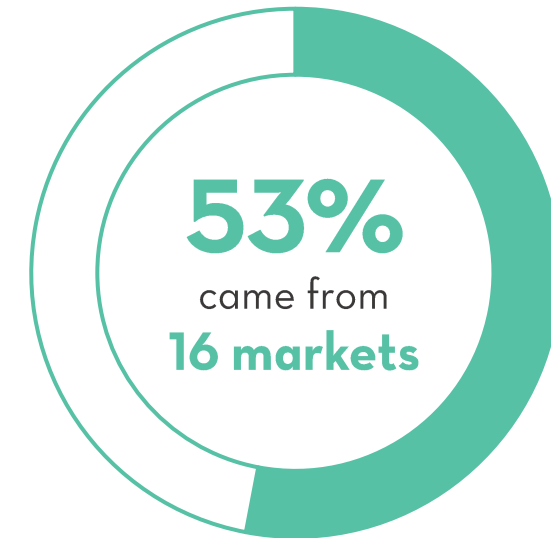
State	Percent
Florida	20%
Georgia	10%
North Carolina	7%
New York	4%
Tennessee	4%
Virginia	4%
Indiana	3%
Ohio	3%
Pennsylvania	3%
South Carolina	3%
Texas	3%



TOP ORIGIN MARKETS*

15 out of 16 top origin markets also ranked among the top 25 website traffic markets (April 2024-March 2025), highlighting alignment between online interest and actual visitation - useful for targeting marketing efforts in certain markets

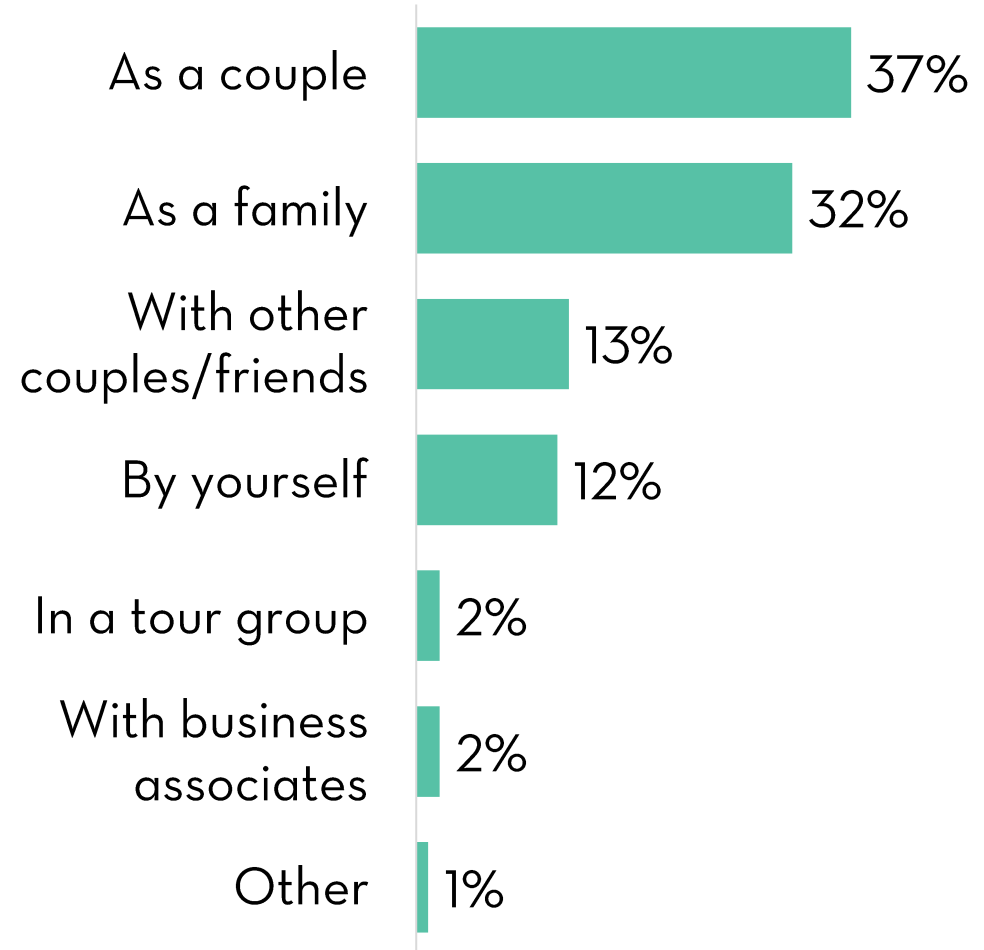
Market	Percent	Market	Percent
✓ Atlanta	8%	✓ Columbia, SC	2%
✓ Orlando-Daytona Beach-Melbourne	7%	✓ Dallas-Fort Worth	2%
✓ New York	5%	Detroit	2%
✓ Tampa-St. Petersburg	5%	✓ Fort Myers-Naples	2%
✓ Jacksonville	3%	✓ Hartford-New Haven	2%
✓ Miami-Fort Lauderdale	3%	✓ Indianapolis	2%
✓ Raleigh-Durham	3%	✓ Nashville	2%
✓ Charlotte	2%	✓ Washington, DC-Hagerstown	2%



TRAVEL PARTIES

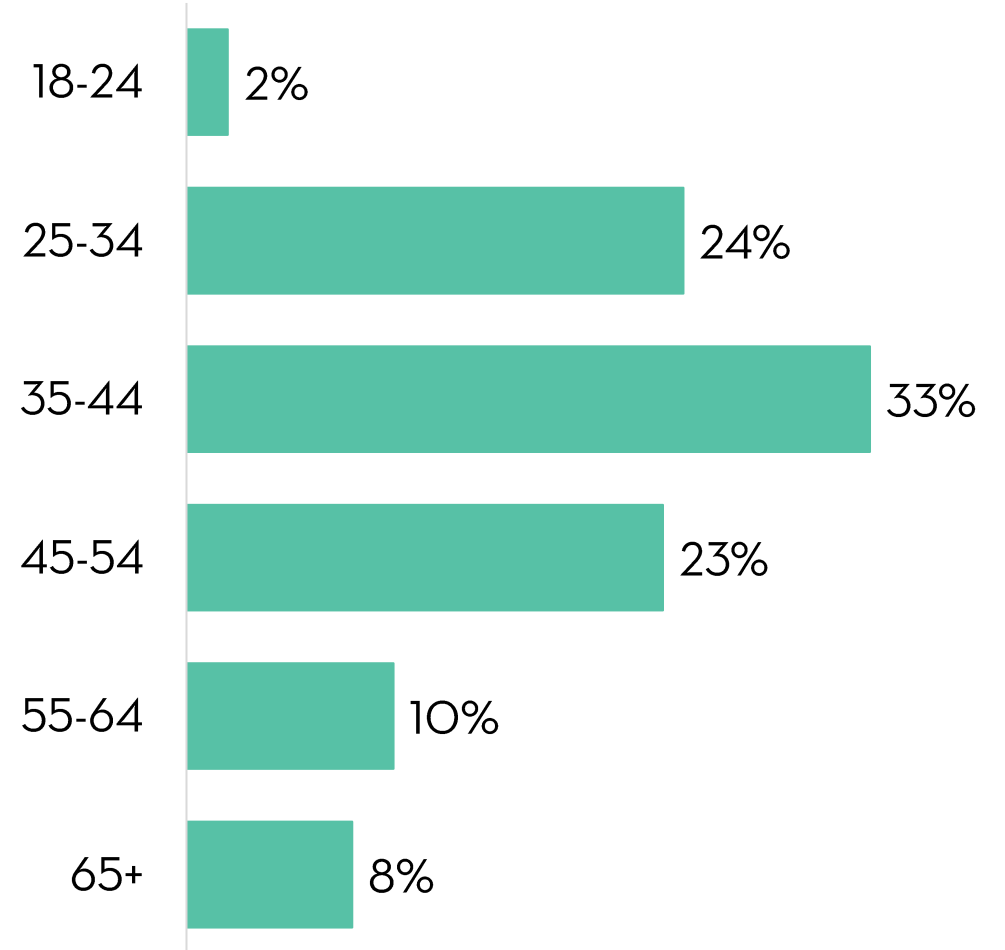
On this trip, are you traveling:

- Nearly **2 in 5** paid visitors traveled **as a couple**
- Nearly **3 in 10** travel parties included children under the age of 20
- For paid visitors, the mean travel party size was **3.0**



Which category best fits your age?

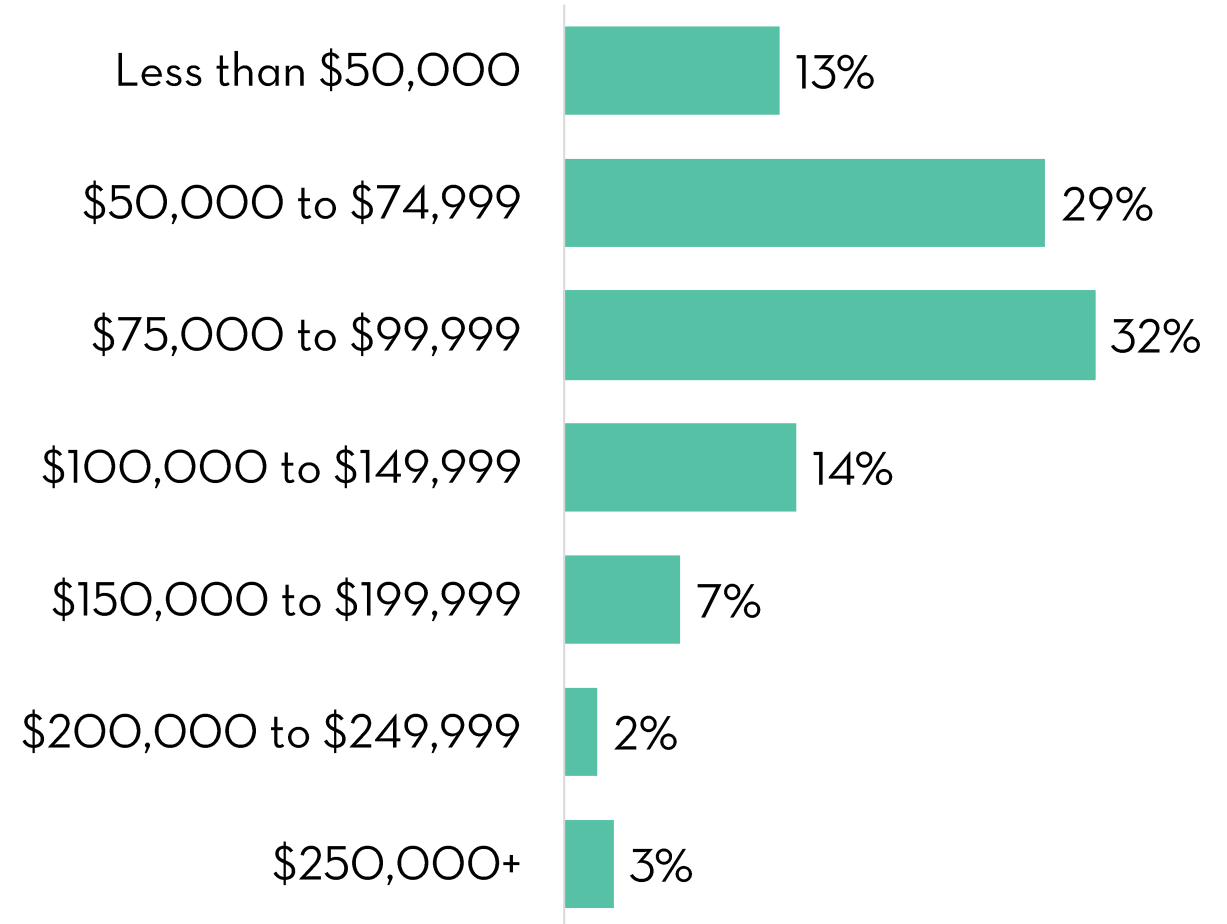
- The median age of paid visitors to Daytona Beach is **42**, with **1 in 3** visitors aged **35 to 44** years old



HOUSEHOLD INCOME

Which category best fits your total household income last year from all sources?

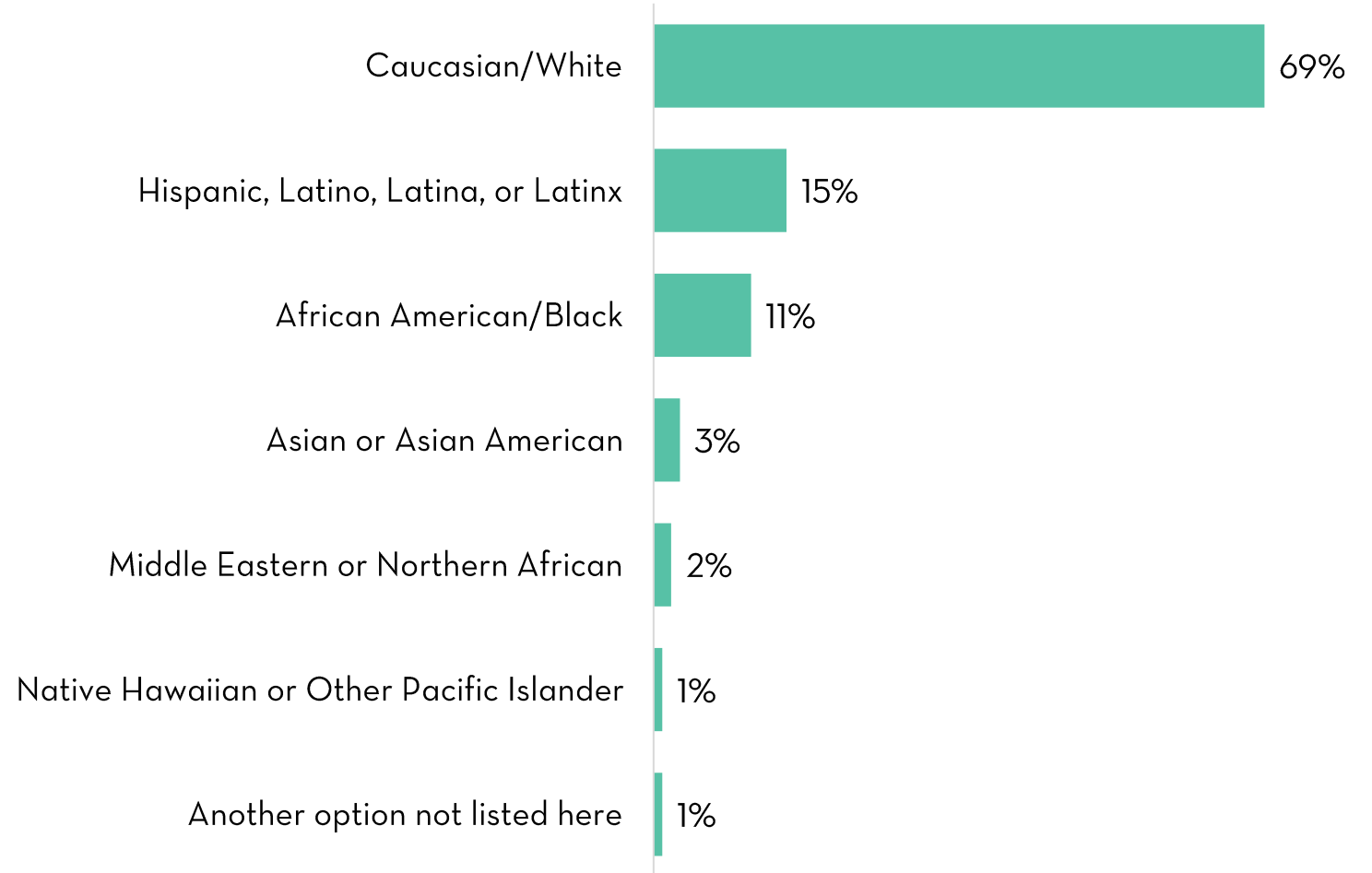
- Paid visitors to Daytona Beach had a median household income of **\$81,200** per year
- **26%** had household incomes over **\$100,000**



RACE/ETHNICITY*

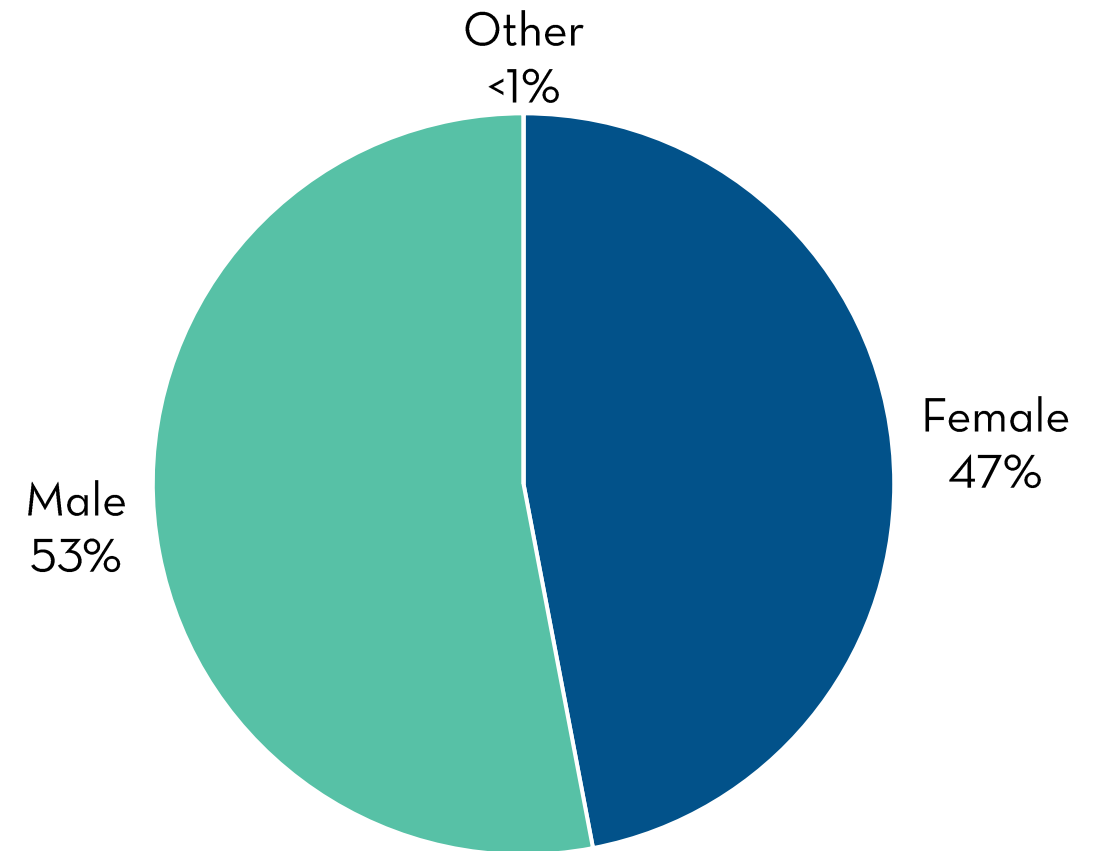
How do you identify your race/ethnicity?

- The largest ethnicity group among paid visitors is **Caucasian (69%)**, followed by **Hispanic, Latino, Latina, or Latinx (15%)**, and **African American/Black, (11%)**



How do you identify your gender?

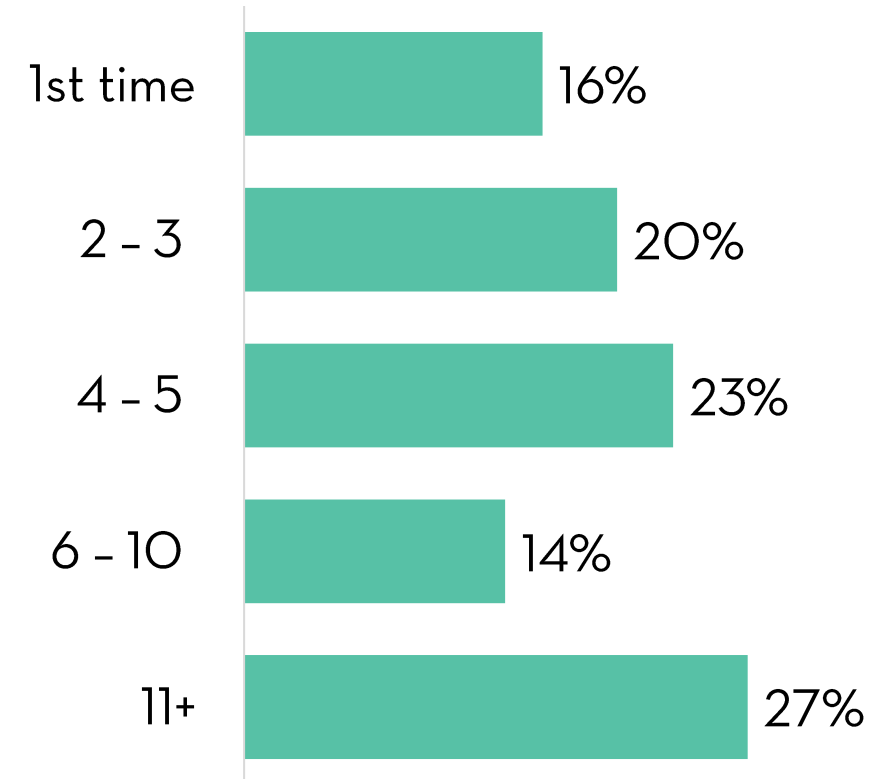
- **53%** of paid visitors who agreed to participate in this survey are **male**



NEW & RETURNING VISITORS

Approximately how many times have you ever visited the Daytona Beach area?

- Over **1 in 6** paid visitors said this was their **first time** visiting Daytona Beach
- Over **1 in 4** had been to the area **11+ times**

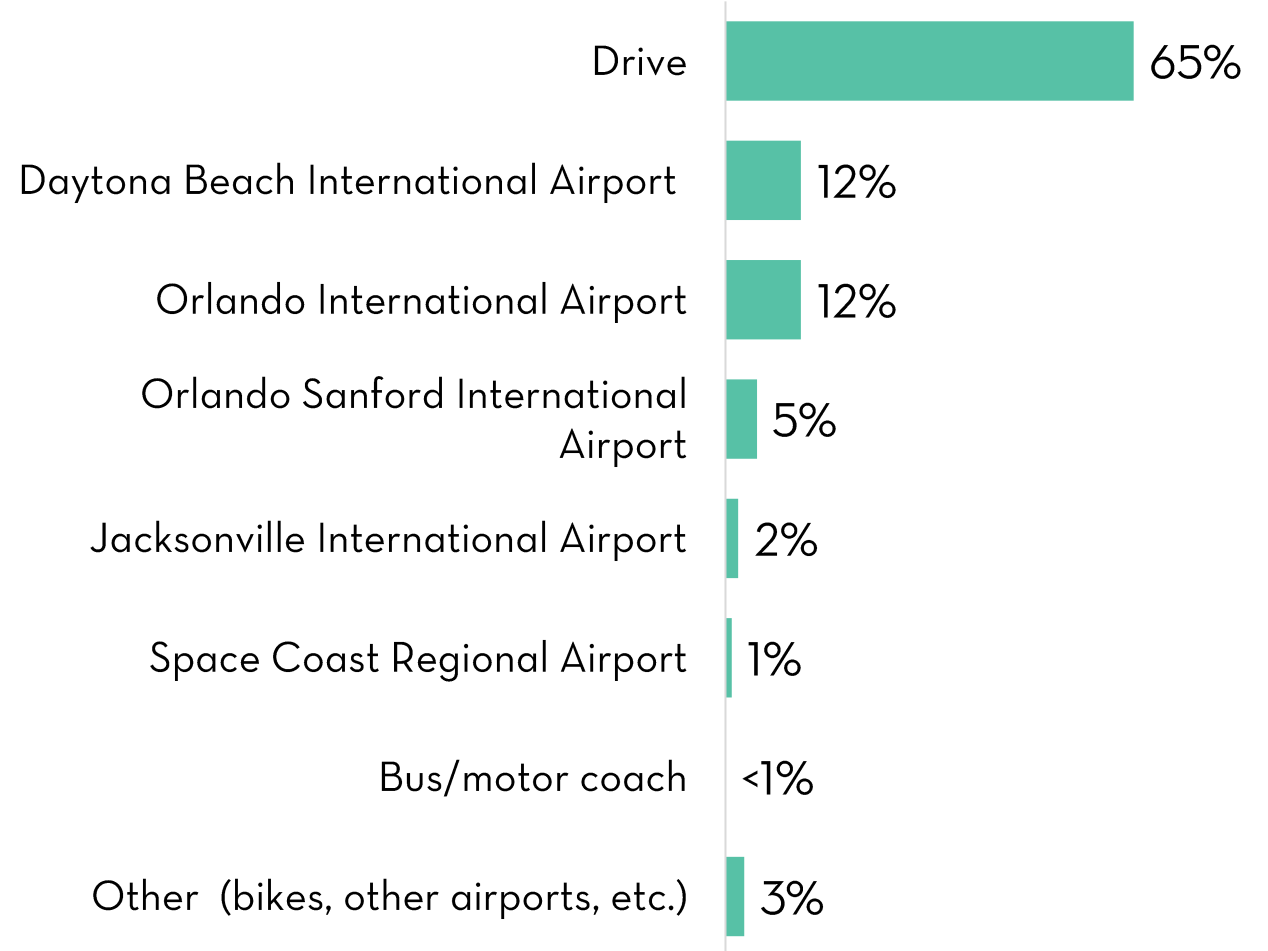


TRIP PLANNING CYCLE: TRIP EXPERIENCE



What transportation did you use to get to the Daytona Beach area?

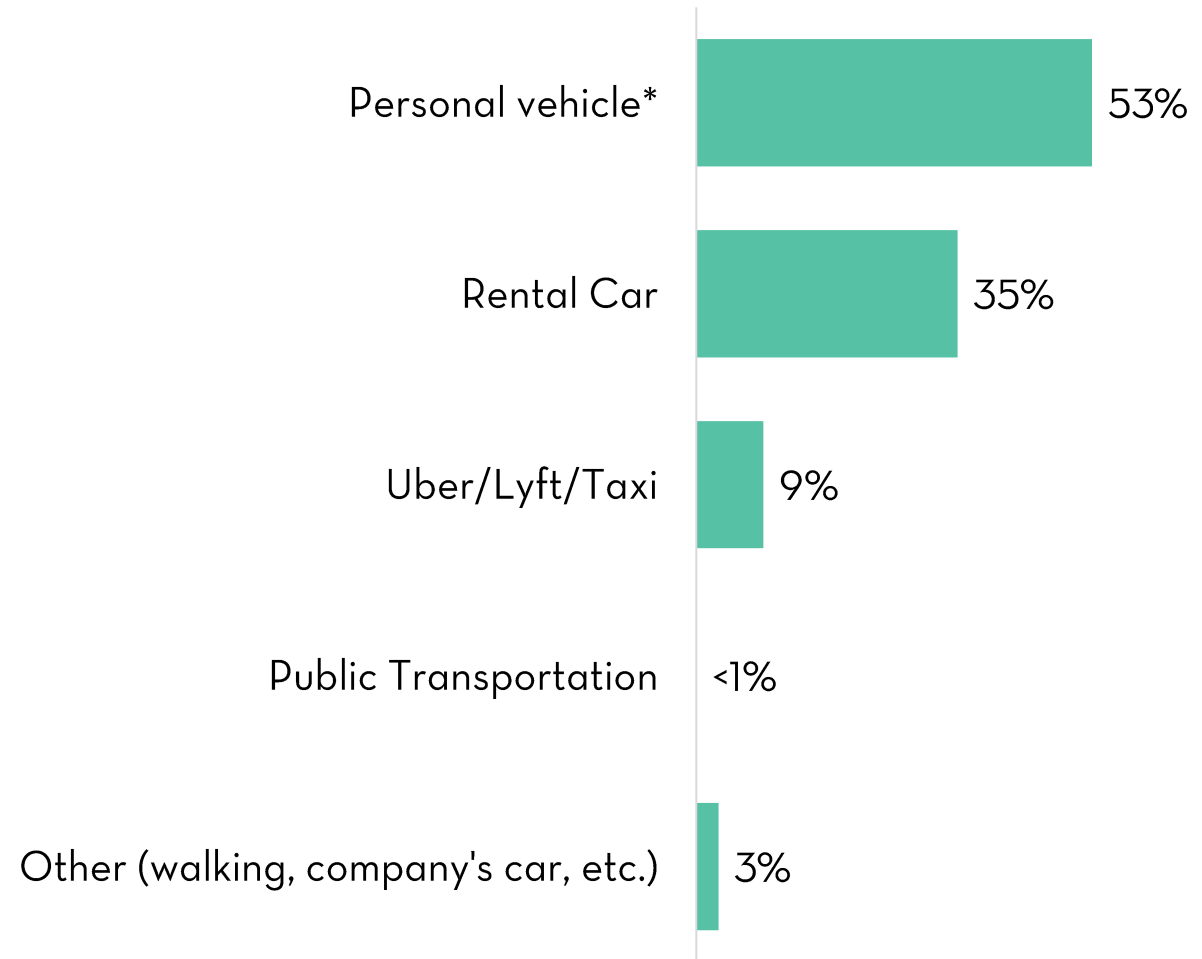
- Daytona Beach is a drive-market for most paid visitors, with nearly **2 in 3** choosing to travel by car
- 12%** of paid visitors flew into the Orlando International Airport and Daytona Beach International Airport



TYPE OF TRANSPORTATION WHILE IN THE AREA

What type of transportation did you primarily use while in the Daytona Beach area?

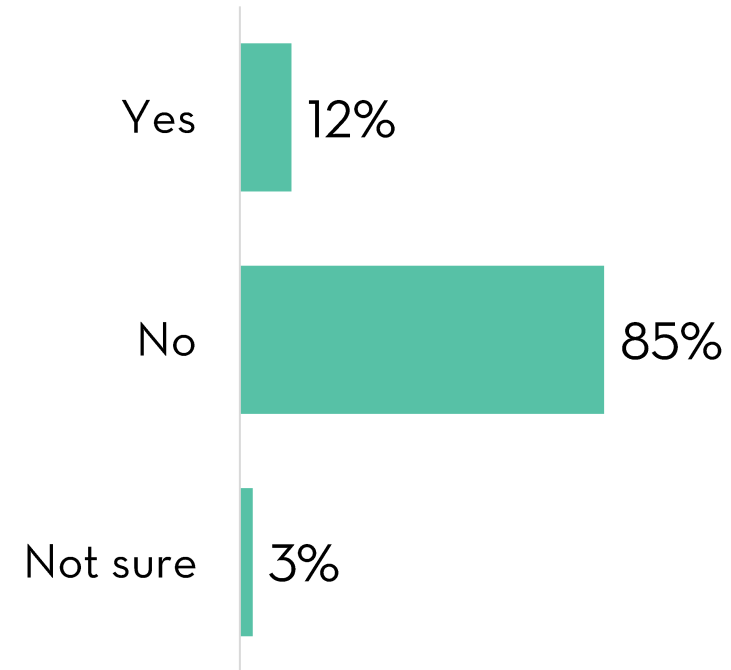
- Over **half** of paid visitors drove a personal vehicle* while in the area
- Over **1 in 3** used a rental car



MULTI-DESTINATION TRIPS*

Was the Daytona Beach area part of multiple destination trip?

- **12%** of paid visitors said visiting the Daytona Beach area was a part of a multi-destination trip
- Of the 12% who visited other destinations**, the top places were **Orlando, St. Augustine, Tampa,** and **Miami**



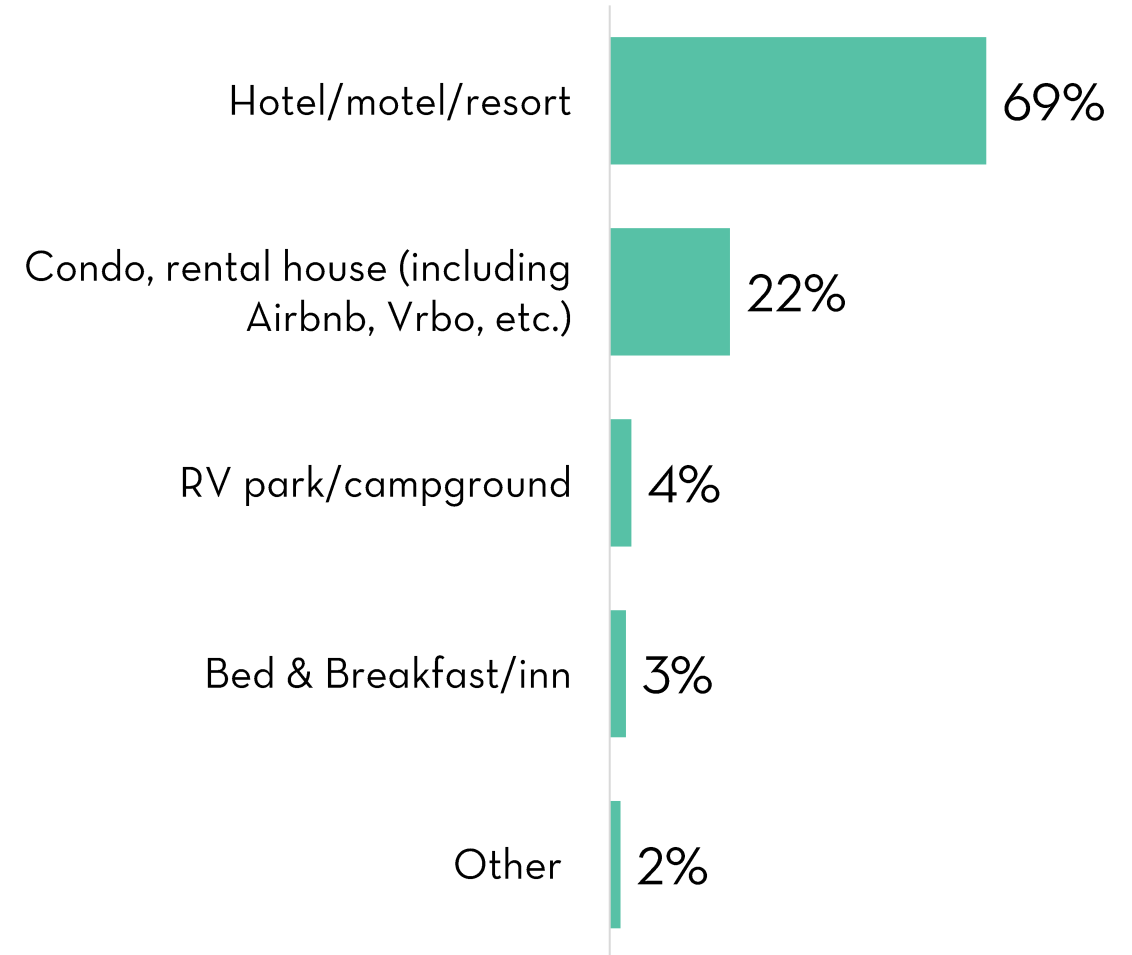
*Only asked to those visiting for a special event, sporting event, or vacation/leisure.

**Which other destinations did you/will you visit on this trip? Open-ended responses

ACCOMMODATIONS

In what type of accommodations did you stay?

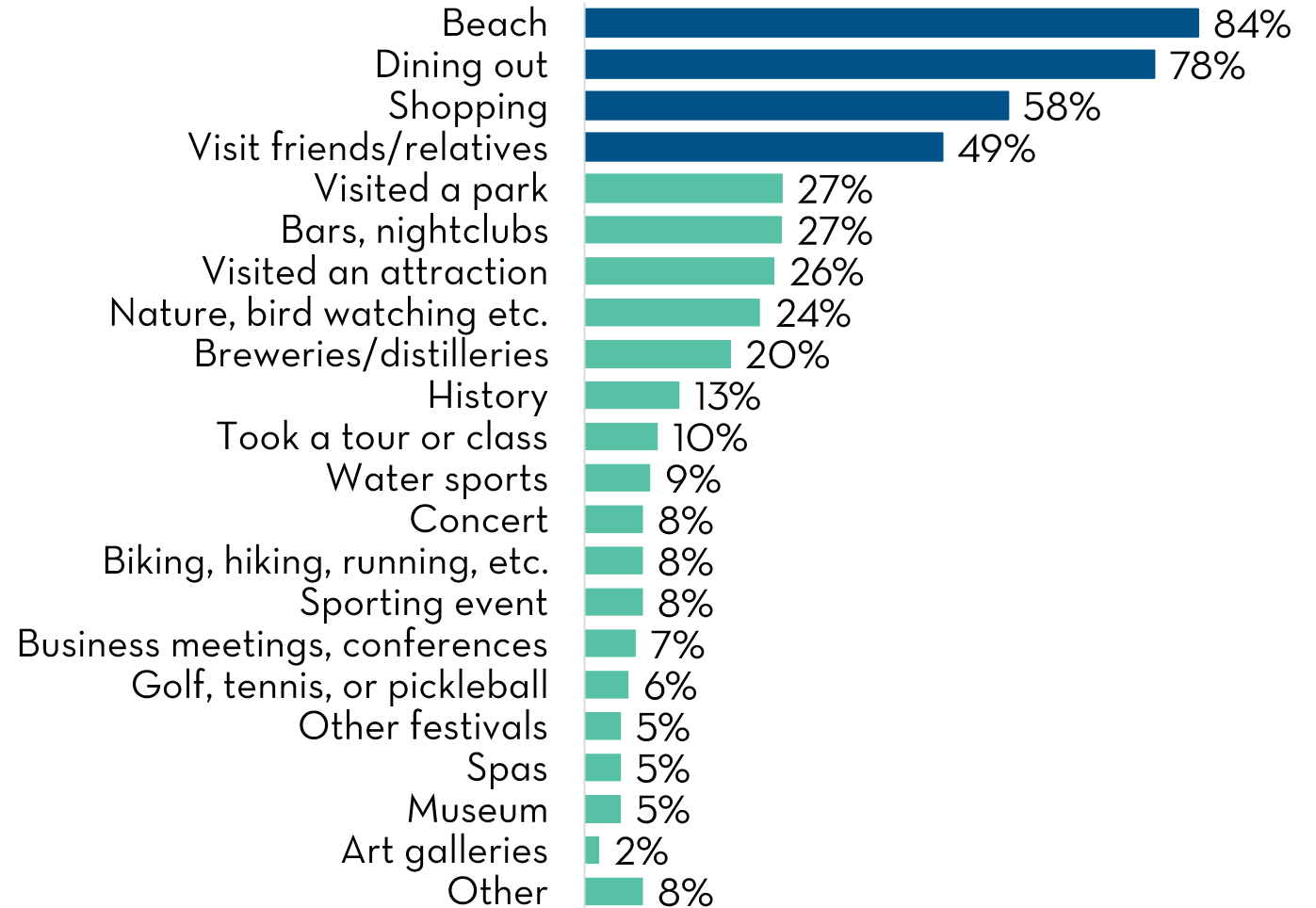
- **69%** of paid visitors stayed in a **hotel, motel,** or **resort** during their trip
 - This group of visitors' typical length of stay is **4.4** nights
- **22%** of paid visitors stayed in a **condo** or **rental house** during their trip
 - Their typical length of stay is **7.1** nights
- **3%** of paid visitors stayed in a **Bed & Breakfast or inn** during their trip
 - Their typical length of stay is **5.8** nights



VISITOR ACTIVITIES*

Please tell me if you visited or engaged in any of the following on your visit to the Daytona Beach area:

- Over **4 in 5** paid visitors went to the **beach** when visiting Daytona Beach
- Nearly **4 in 5** paid visitors **dined out at restaurants** while in the area
- Nearly **3 in 5** paid visitors went **shopping**
- Nearly **half** of paid visitors **visited friends and family**



*Multiple responses permitted.

**Other responses include attending special events, dinner cruises, wedding, etc.

April 2024 - March 2025

DAILY TRAVEL PARTY SPENDING*

About how much is your travel party is spending per day on:

Paid Visitors

<i>Accommodations</i>	<i>\$162</i>
<i>Restaurants</i>	<i>\$91</i>
<i>Groceries</i>	<i>\$24</i>
<i>Shopping</i>	<i>\$103</i>
<i>Activities & attractions</i>	<i>\$82</i>
<i>Transportation</i>	<i>\$55</i>
<i>Other</i>	<i>\$24</i>
<i>Daily Spending</i>	<i>\$541</i>

TOTAL TRAVEL PARTY SPENDING

Paid Visitors

<i>Accommodations</i>	<i>\$838</i>
<i>Restaurants</i>	<i>\$470</i>
<i>Groceries</i>	<i>\$126</i>
<i>Shopping</i>	<i>\$533</i>
<i>Activities & attractions</i>	<i>\$422</i>
<i>Transportation</i>	<i>\$283</i>
<i>Other</i>	<i>\$124</i>
<hr/> <i>Trip Spending</i>	<hr/> <i>\$2,796</i>

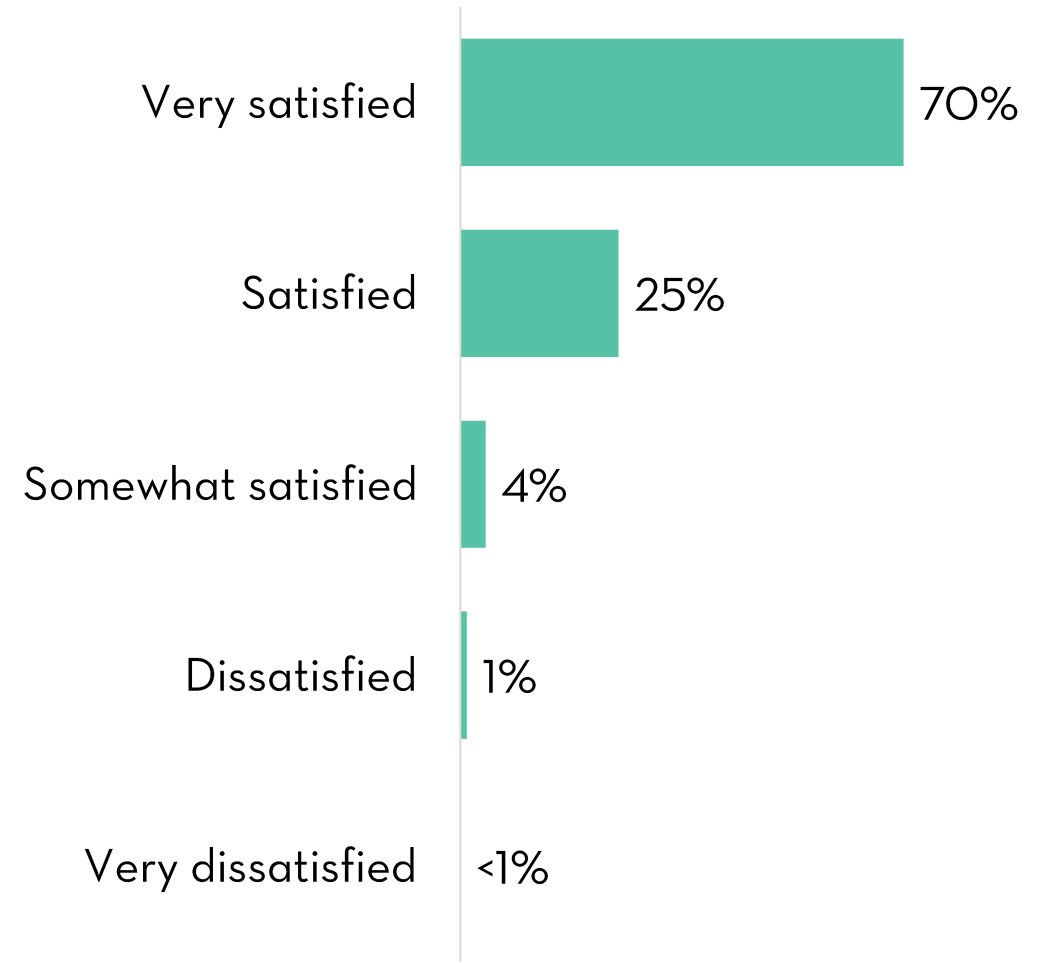
TRIP PLANNING CYCLE: POST TRIP EVALUATION



VISITOR SATISFACTION

How satisfied are you with your stay in the Daytona Beach area?

- **95%** of paid visitors were **very satisfied** or **satisfied** with their trip to Daytona Beach
- **70%** were **very satisfied** with their trip to Daytona Beach



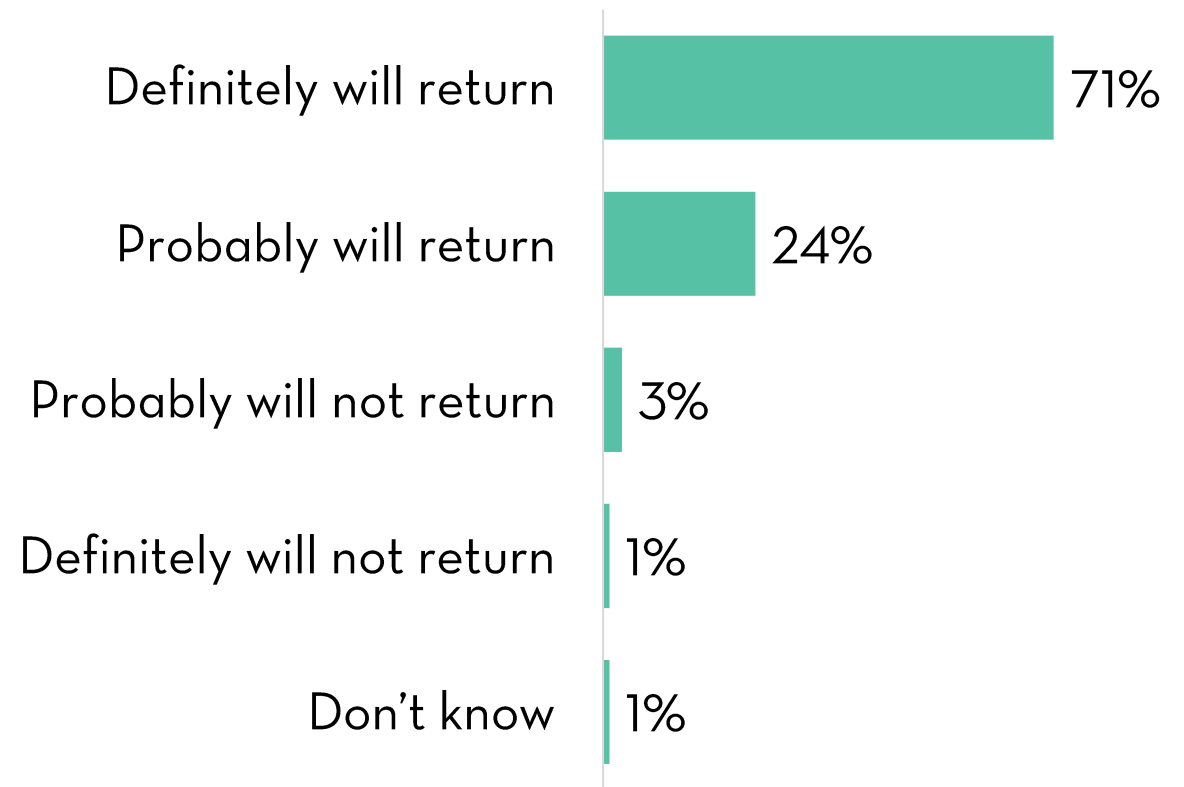
LIKELIHOOD OF RETURNING

How likely are you to return to the Daytona Beach area for a vacation?

- Over **9 in 10** paid visitors **will likely return** to Daytona Beach

- 5% are uncertain about returning***, the reasons listed most often are:

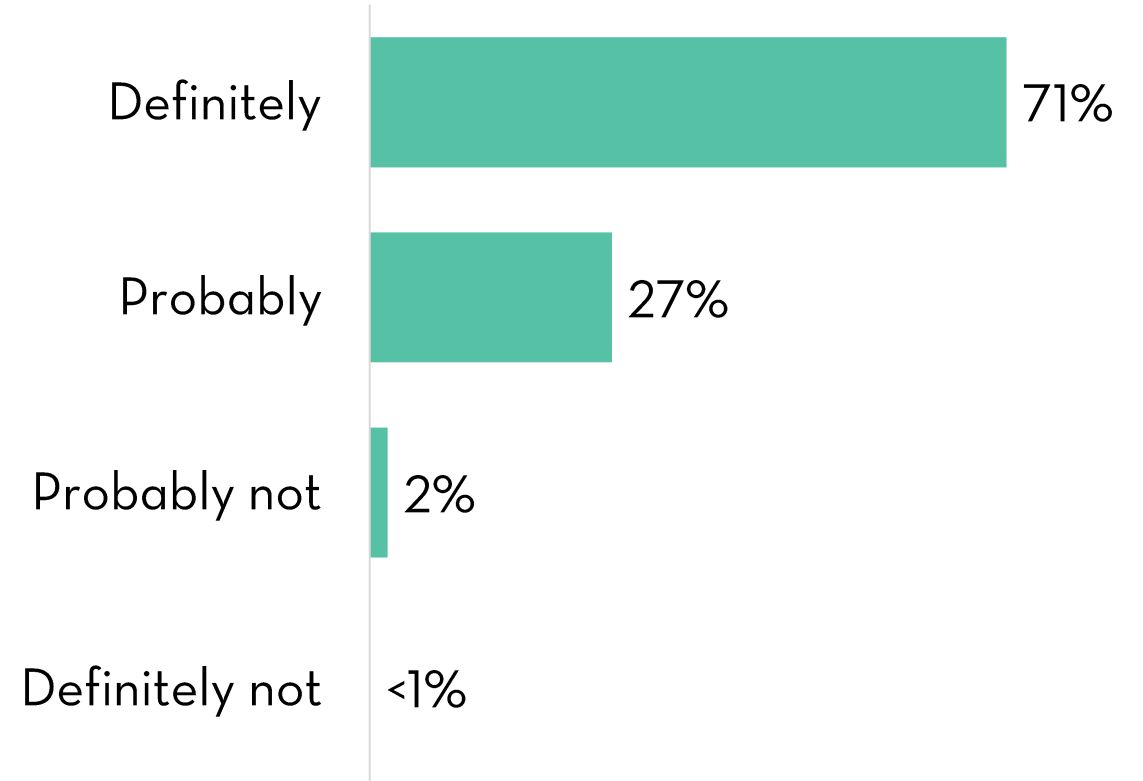
- Prefer variety in vacation spots
- Parking was a problem
- Traffic was a problem
- Not enough to do during the day
- Only went there for a specific occasion
- Too expensive
- Customer service



RECOMMENDING TO FRIENDS/FAMILY

Would you recommend the Daytona Beach area to friends/family over other vacation areas?

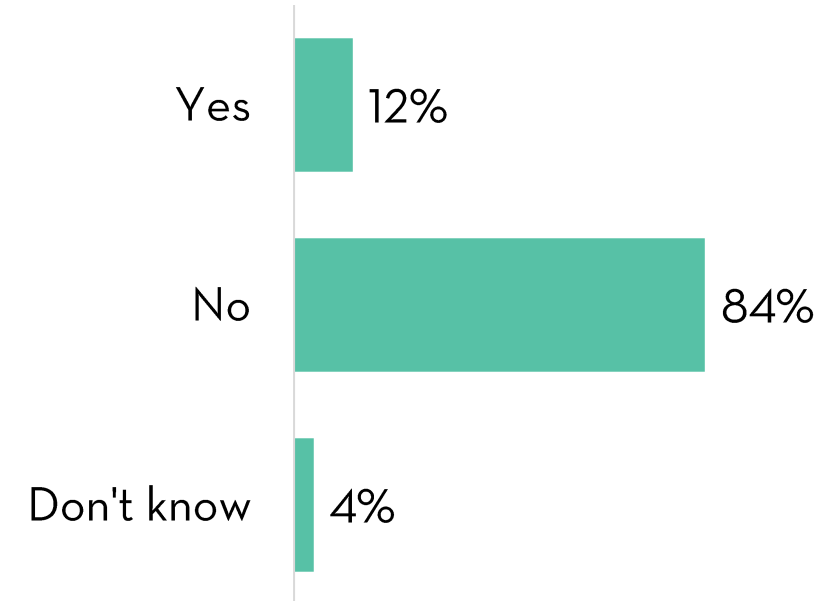
- Over **7 in 10** paid visitors would **definitely recommend** visiting Daytona Beach
- Nearly **3 in 10** would **probably recommend** visiting Daytona Beach



NEGATIVE PERCEPTIONS AND REASONS*

Is there anything that creates a negative perception of the Daytona Beach area in your mind?

- Over **4 in 5** paid visitors **did not have any negative perceptions** of the Daytona Beach area
- For those who said they had negative perceptions of the area, top reasons* were **too many unhoused people, party town perception, traffic, construction**, as well as **feeling unsafe**



DAYTONA BEACH

Visitor Profile and Economic Impact Report

April 2024 - March 2025

