

DAYTONA BEACH

Visitor Profile and Economic Impact Report

April – June 2024



METHODOLOGY



Data Collection:

Interviews were completed in person with **635** visitors at local hotels, the airport, public areas, downtown, and special events between April 1, 2024 and June 30, 2024. Visitors who were interviewed included all visitor types (those staying in paid accommodations, unpaid accommodations, and day trippers).

- **319** interviews were completed with only 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 635 is $\pm 3.89\%$ points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Profile Study are within 3.89% points of the “true” value on a quarterly basis.

EXECUTIVE SUMMARY



KEY PERFORMANCE INDICATORS*

- Paid visitors to Daytona Beach typically spent 5.2 nights and \$3,166 per trip.
- The median trip planning cycle was 68 days, with booking occurring 41 days before the trip.
- Over 1 in 4 paid leisure/event travelers used Daytona Beach's social media to plan their trip or during their stay, and another quarter relied on personal social media.
- 16% of paid leisure/event visitors recalled seeing advertising about the area prior to their trip.

Economic impact figures are based on all visitor types include those staying in paid accommodations, unpaid accommodations, and day trippers. The figures only represent the Halifax area and NOT all of Volusia County.



995,700

TOTAL
VISITORS**



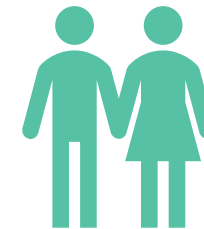
849,400

ROOM
NIGHTS



\$765,916,700

DIRECT
SPENDING***



58.3%

OCCUPANCY

*Sources: Smith Travel Research, Key Data (changed from AirDNA), and DSG Visitor Tracking Study

**Includes visitors staying in paid accommodations, staying with friends/relatives, and day trippers.

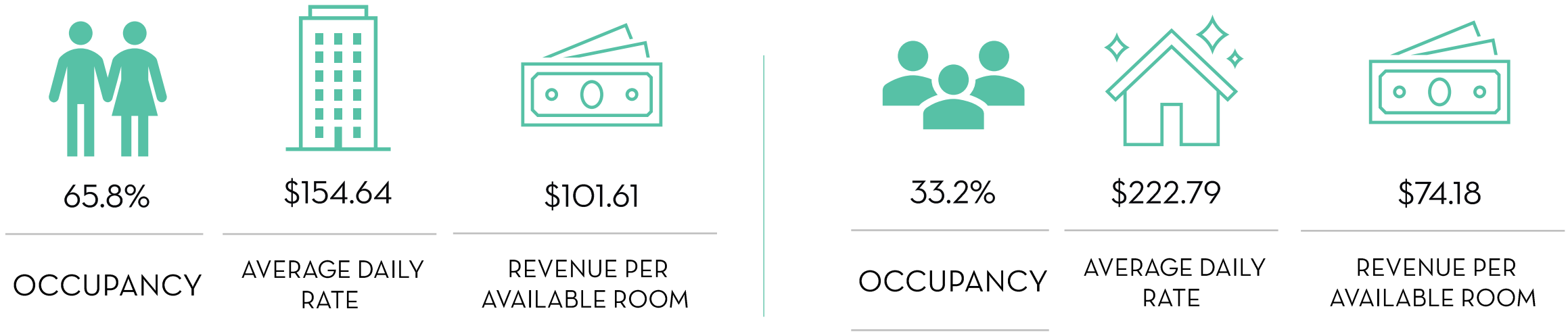
***Visitation and spending estimates are preliminary. Adjustments may be made at the end of the year to account for quarterly fluctuations.

KEY PERFORMANCE INDICATORS (CONT.)

Economic impact figures reflect all visitor types, including those staying in paid and unpaid accommodations, as well as day trippers. These figures are specific to the Halifax area, and do NOT include all of Volusia County.

HOTELS*

VACATION RENTALS**



*Hotel source: Smith Travel Research

** Vacation rental data source: Key Data. This source has replaced AirDNA in all calculations.

TRIP PLANNING AND MAIN REASONS

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



Vacation/leisure trip
62%



Visit friends/family
42%

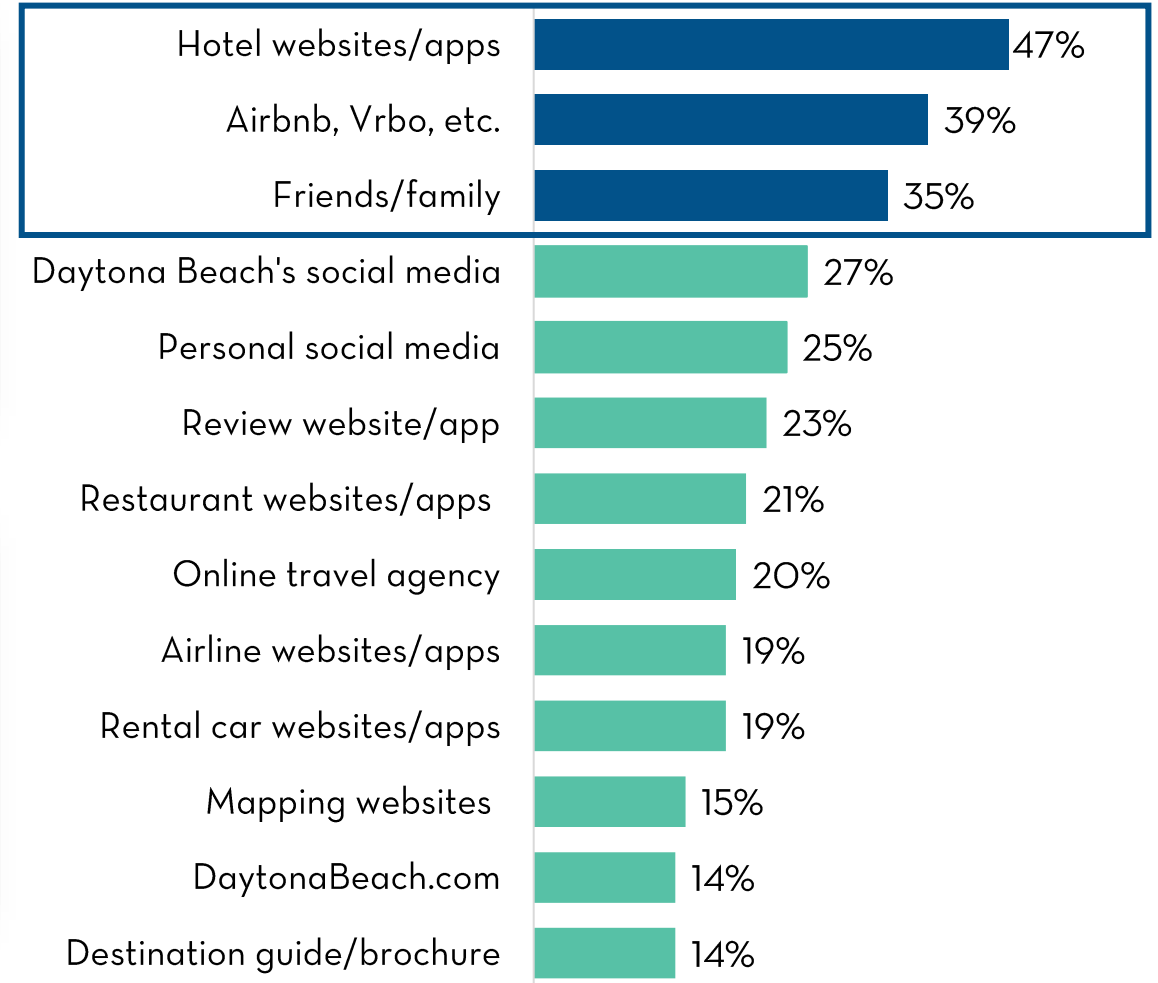


Special occasion/event
12%



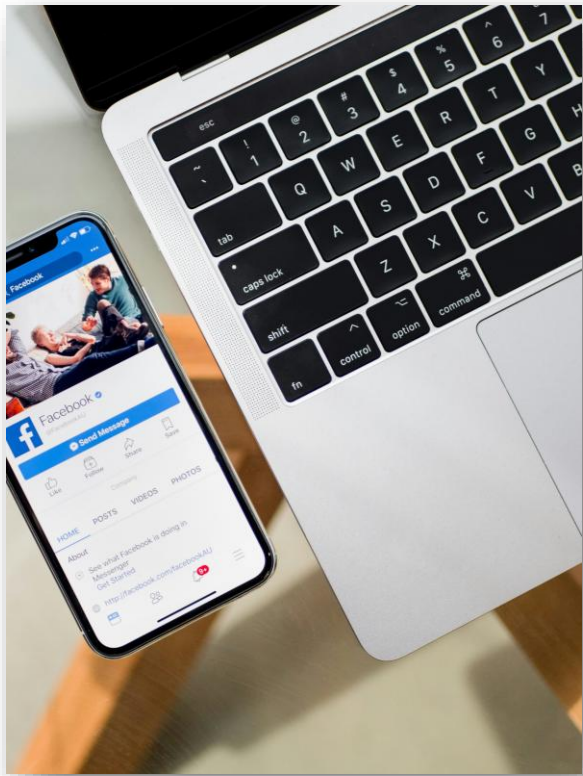
Sporting event
10%

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



SOURCES OF ADVERTISING EXPOSURE*

16% of all paid visitors noticed advertising
Of those, 77% were influenced by the ads to come to Daytona Beach



Daytona Beach's social media

62%



Personal social media

59%



Destination guide/brochure

50%



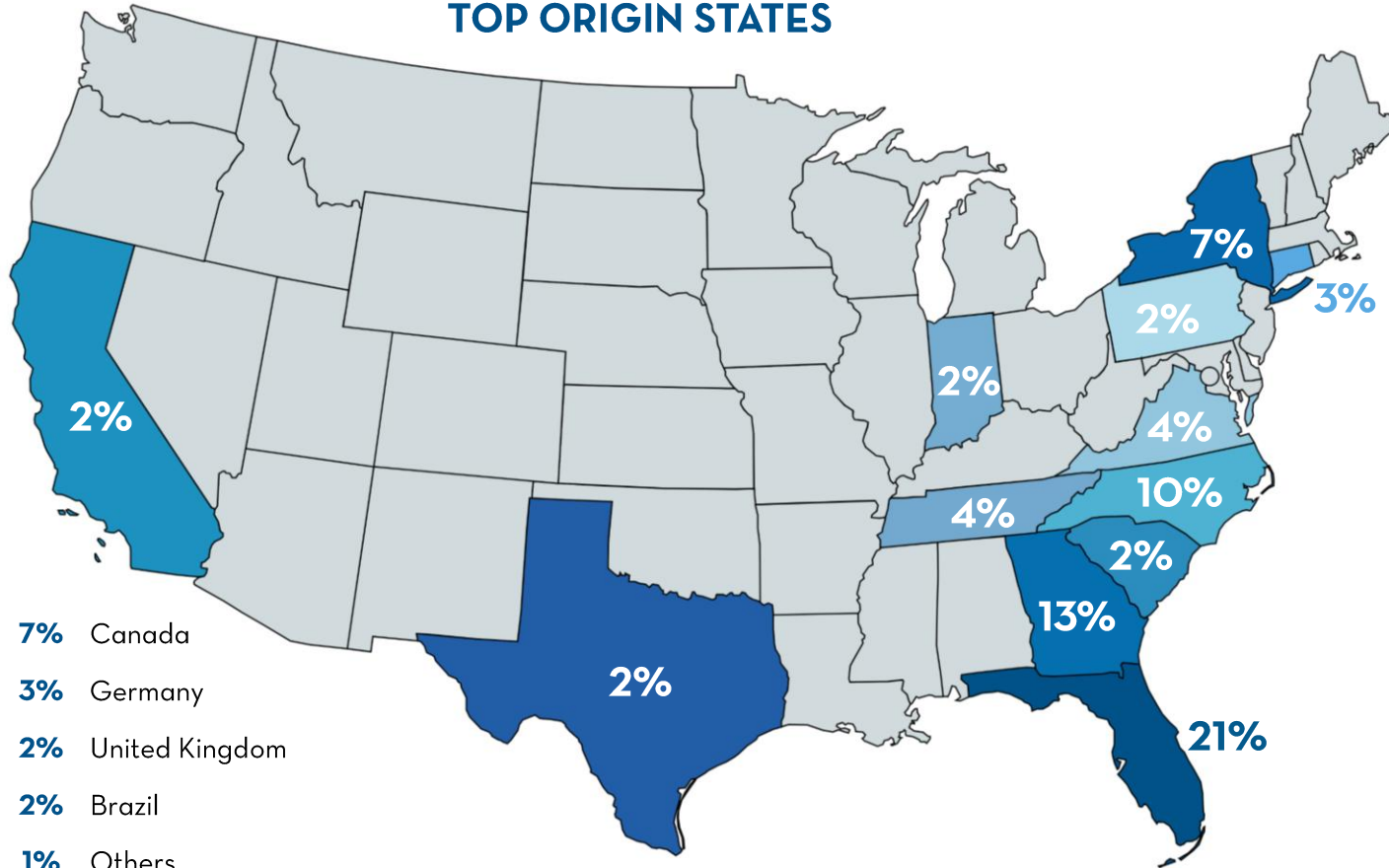
Traveler reviews/blogs

26%

TOP VISITOR ORIGINS

The top 8 origin markets were consistently in the top 10-12 website traffic markets for January through June of 2024, highlighting the correlation between key geographic markets and online engagement.

TOP ORIGIN STATES



- 7% Canada
- 3% Germany
- 2% United Kingdom
- 2% Brazil
- 1% Others

TOP ORIGIN MARKET

Percent

- ✓ Atlanta 8%
- ✓ New York 8%
- ✓ Orlando-Melbourne 8%
- ✓ Charlotte 4%
- ✓ Raleigh-Durham 4%
- ✓ Tampa-St. Petersburg 4%
- ✓ Jacksonville 3%
- ✓ Miami-Ft. Lauderdale 3%

PAID VISITOR PROFILE

3.1

TRAVEL PARTY SIZE

\$607

DAILY TRAVEL PARTY SPEND

40

MEDIAN AGE

\$84,200

MEDIAN HOUSEHOLD
INCOME

5.2

LENGTH OF STAY

\$3,166

TOTAL TRAVEL PARTY SPEND

17%

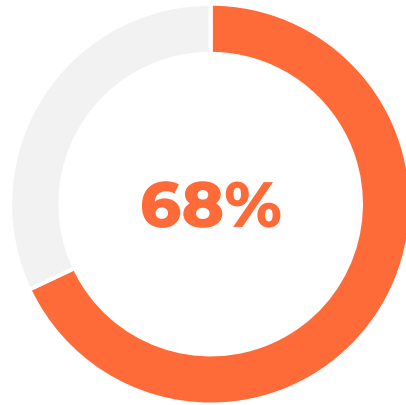
FIRST-TIME VISITOR

39%

TRAVELED WITH CHILDREN

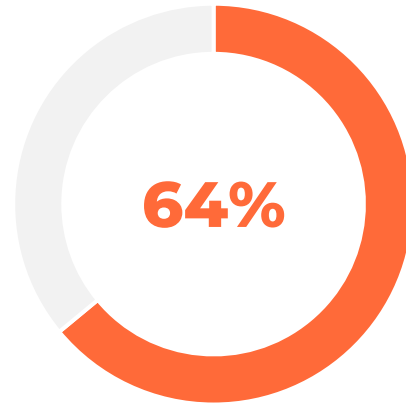


SATISFACTION STATISTICS



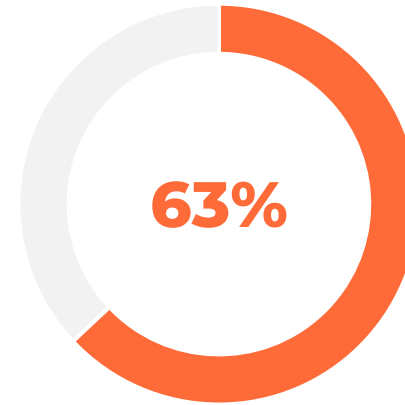
DEFINITELY RETURN

68% of visitors said they would definitely return to Daytona Beach area



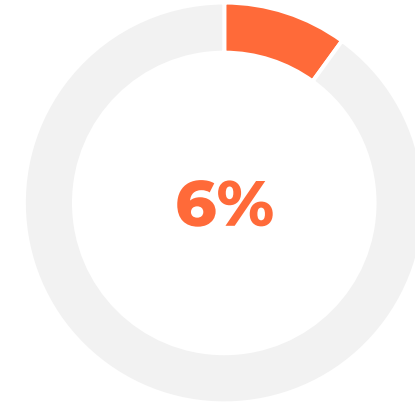
DEFINITELY RECOMMEND

64% of visitors would definitely recommend the area to friends and family over other vacation areas



HIGHLY SATISFIED

63% of visitors reported being very satisfied with their experience



NEGATIVE PERCEPTION*

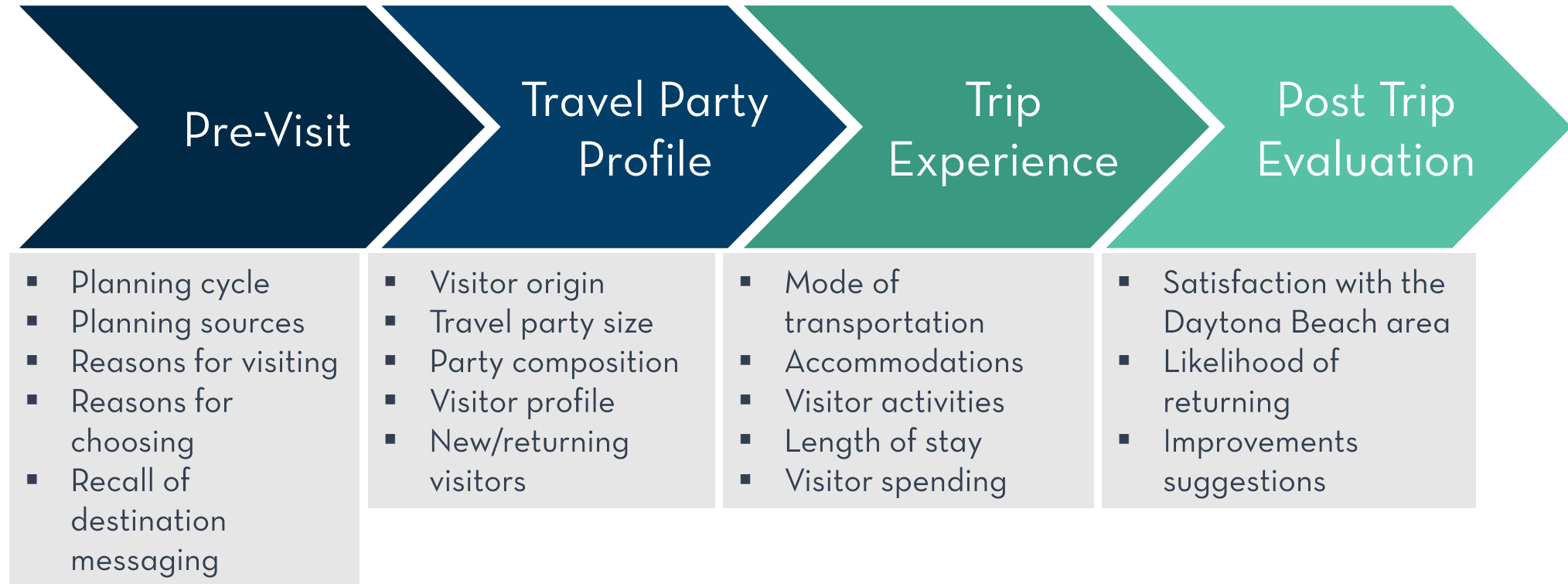
Only 6% of visitors had a negative perception of the area

*Main reasons: heavy traffic and parking

DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



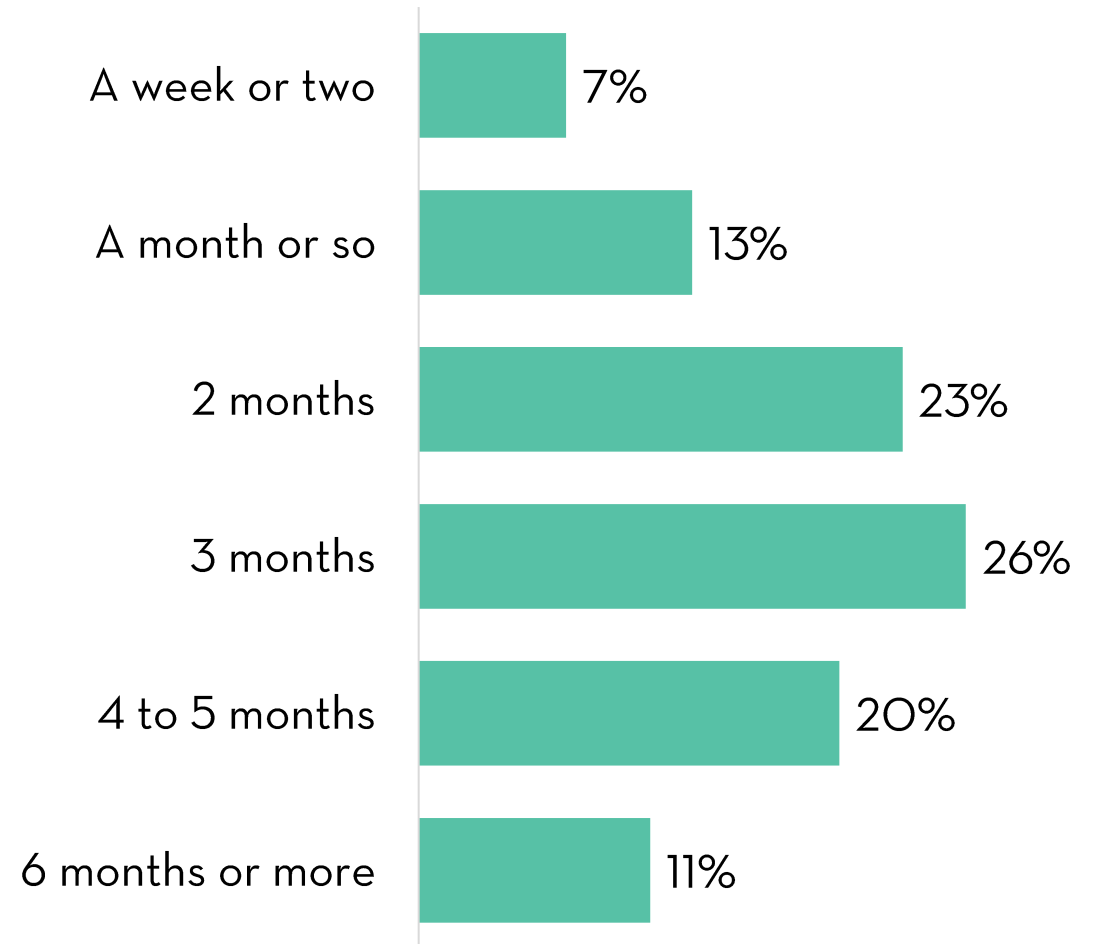
TRIP PLANNING CYCLE: PRE-VISIT



TRIP PLANNING CYCLE*

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

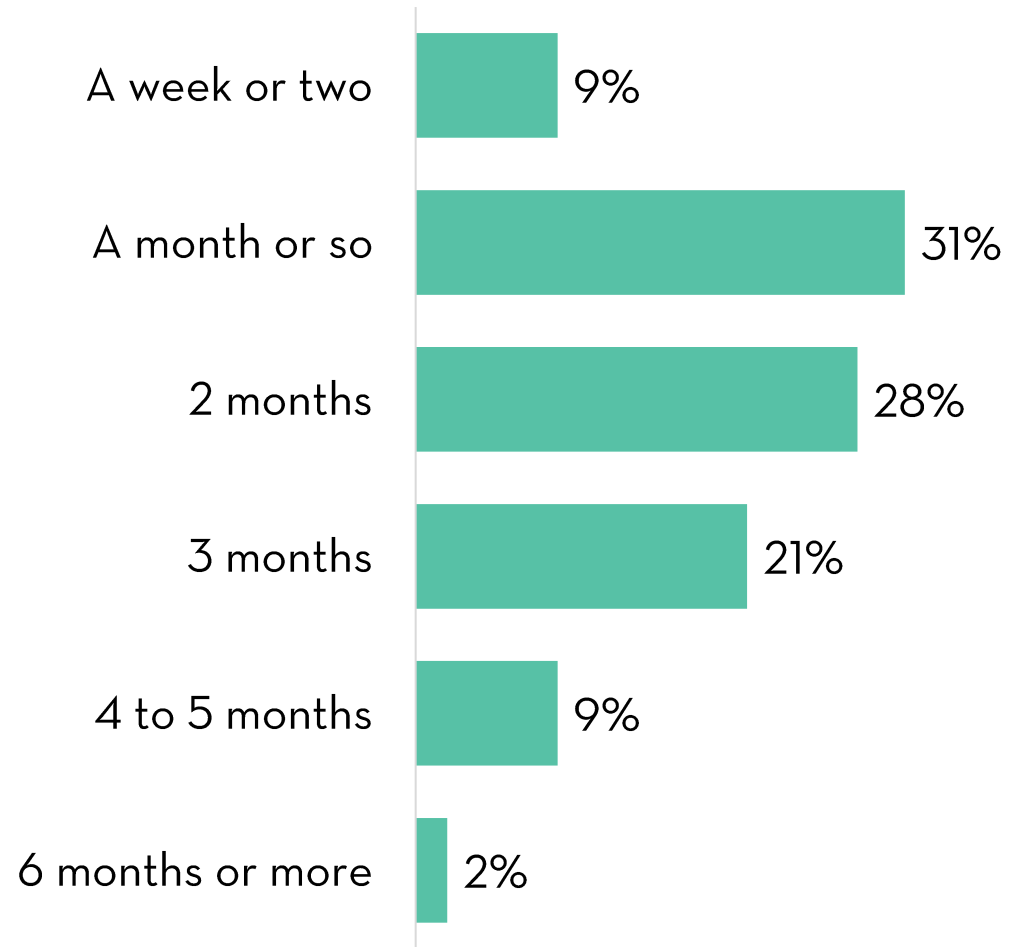
- Paid visitors to Daytona Beach have long trip planning windows, as **4 in 5** planned their trip **two or more months in advance**
- The typical paid visitor plans their trip **68 days** in advance



TRIP BOOKING CYCLE*

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

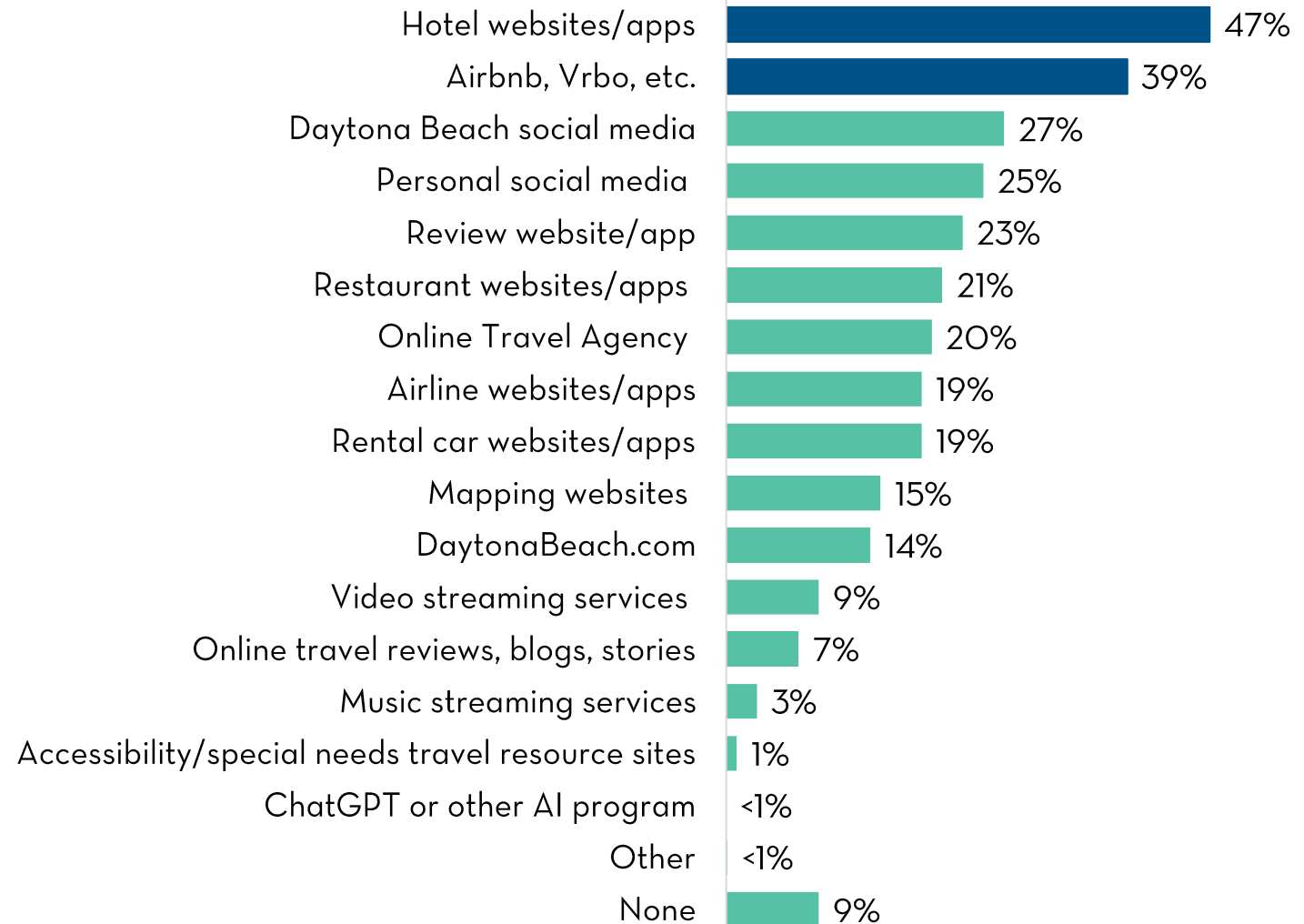
- Likewise, the booking window for paid visitors to Daytona Beach is long, as **3 in 5** booked their trip **two or more months in advance**
- The typical paid visitors book their trip **41 days** in advance



ONLINE TRIP PLANNING SOURCES*

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

- Over **9 in 10** paid visitors used **online sources** to plan their trip
- **Hotel websites and apps** are the number one online planning source for trips to Daytona Beach among paid visitors, followed by **Airbnb, Vrbo, etc.**
- Around **1 in 4** paid visitors relied on the information available via **Daytona Beach's social media** or their **personal social media**

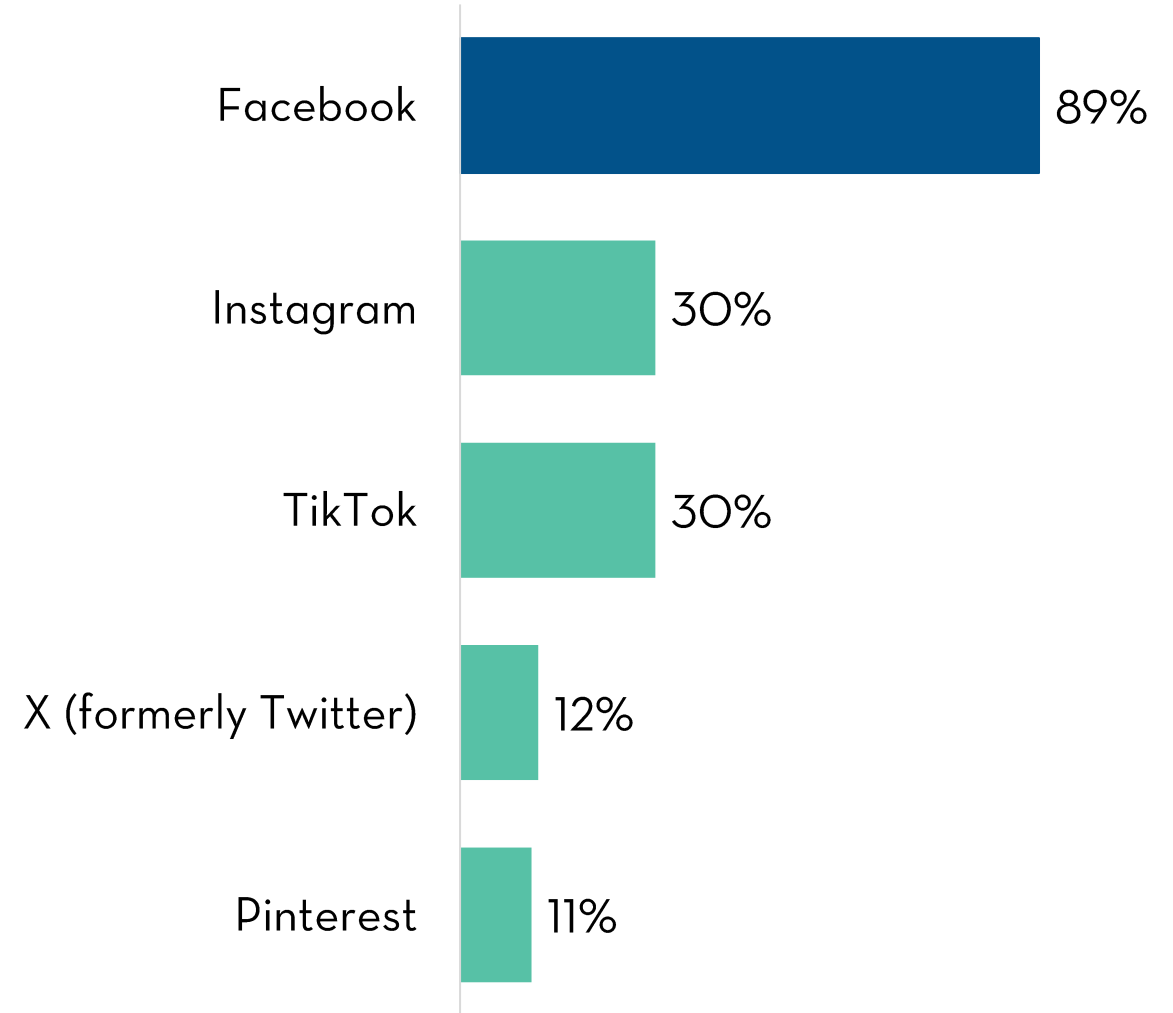


*Only asked to those visiting for a special event, sporting event, or vacation/leisure.
Multiple responses permitted.

SOCIAL MEDIA PLANNING SOURCES*

Which social media platform?

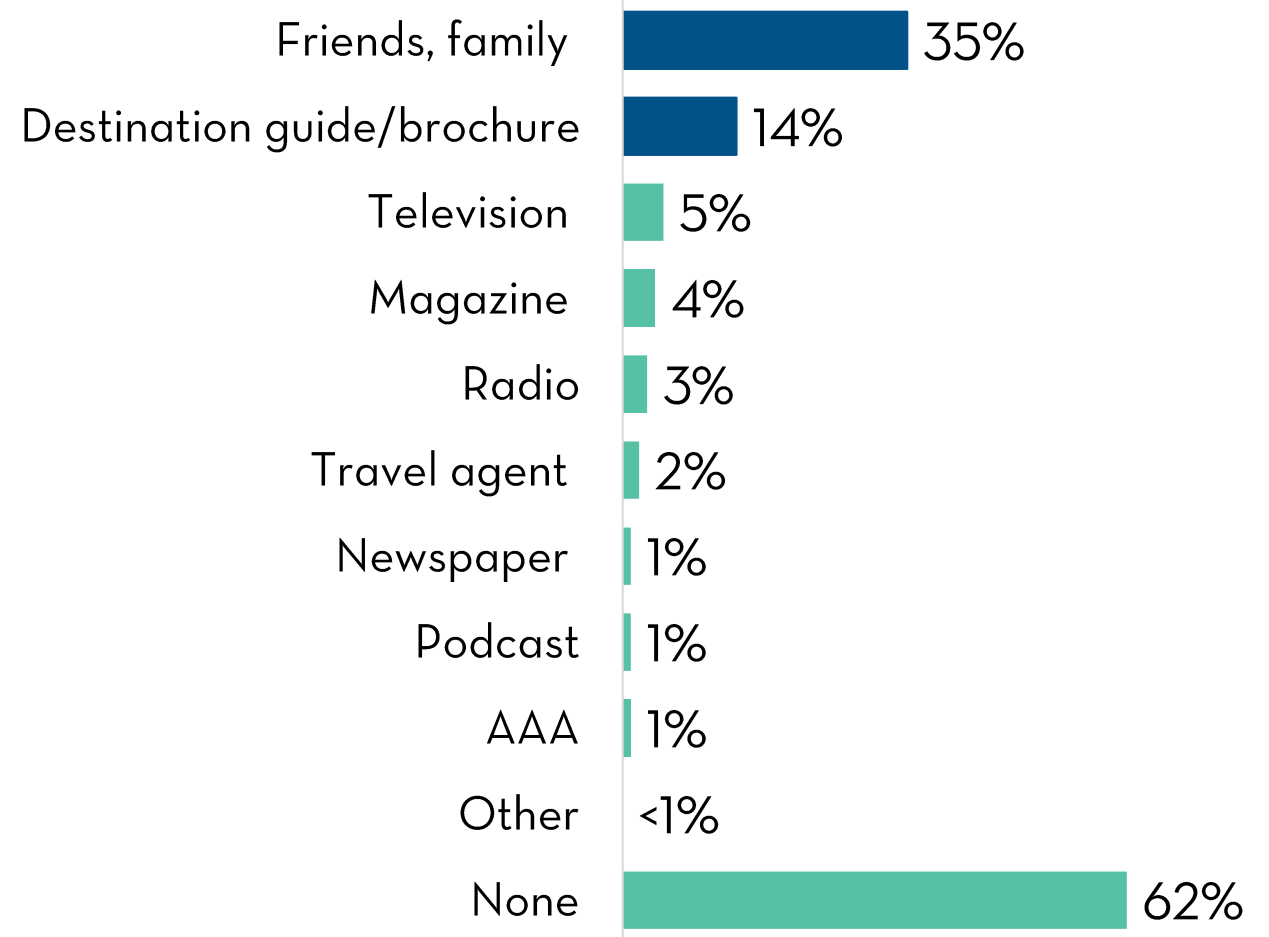
- Of the **27%** of paid visitors who used Daytona Beach social media to help plan their trip:
- Nearly **9 in 10** paid visitors used information from Daytona Beach's Facebook page to plan their trips or during their stay
- **3 in 10** paid visitors used Instagram or TikTok



OTHER TRIP PLANNING SOURCES*

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

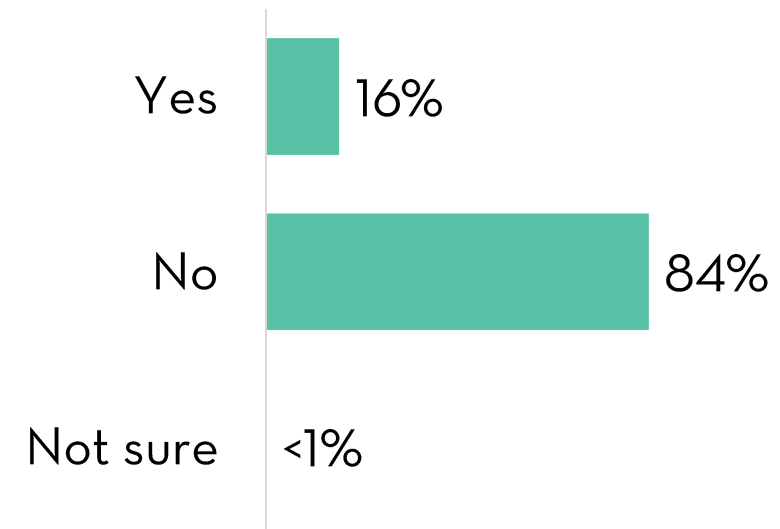
- At **35%**, the top offline trip planning source was recommendations from **friends and family**
- **14%** of paid visitors used a destination guide or brochure
- Over **3 in 5** paid visitors did not use any offline resources to help them plan their trip



ADVERTISING AND PROMOTION RECALL*

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

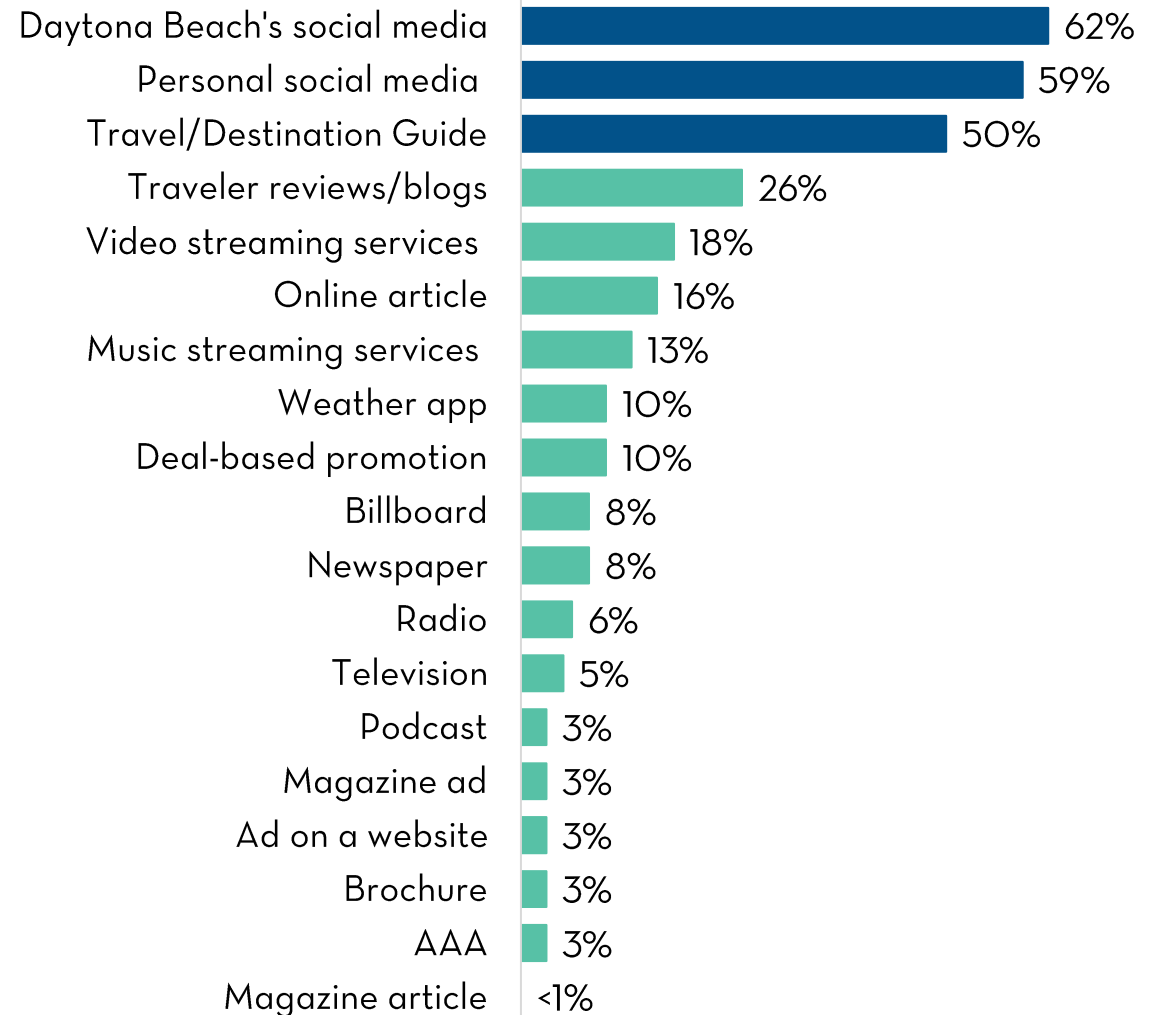
- **16%** of paid visitors recalled advertising, promotions, or travel stories about the Daytona Beach Area



ADVERTISING AND PROMOTION SOURCES*

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

- Of the **16%** of paid visitors who recalled noticing advertising, promotions, or travel stories:
- Around **3 in 5** saw them on their **personal social media** or **Daytona Beach's social media**
- **Half** saw the information in the **Destination Guide/Brochure**

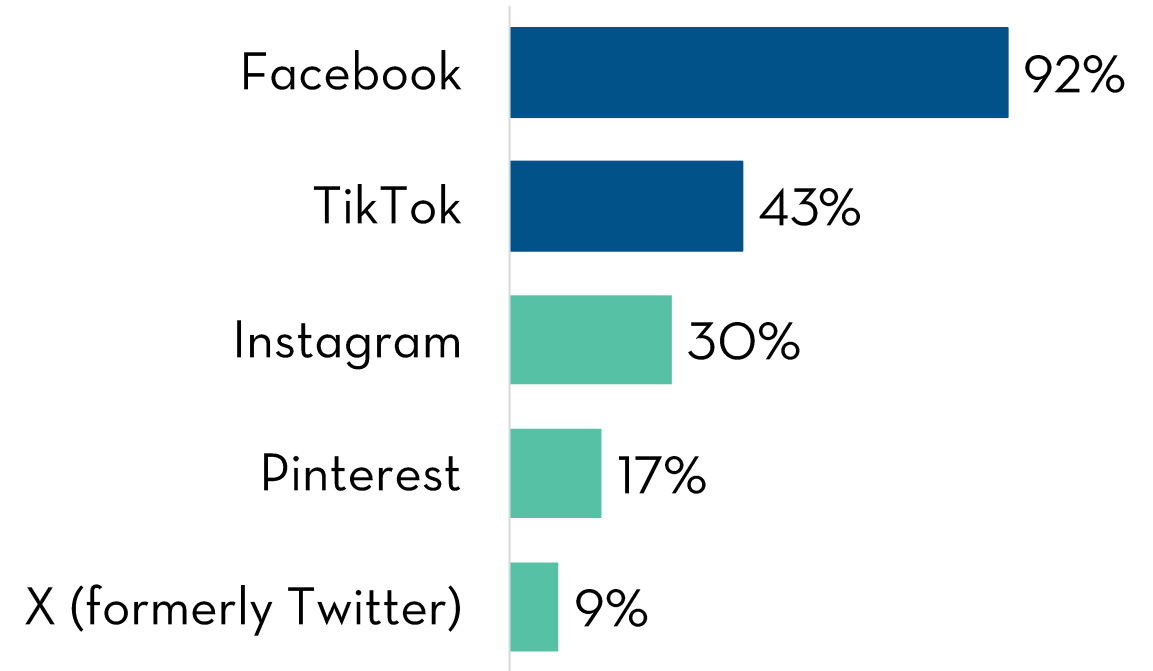


*Only asked to those visiting for a special event, sporting event, or vacation/leisure.
Multiple responses permitted.

AD RECALL ON DAYTONA BEACH'S SOCIAL MEDIA*

Which social media platform?

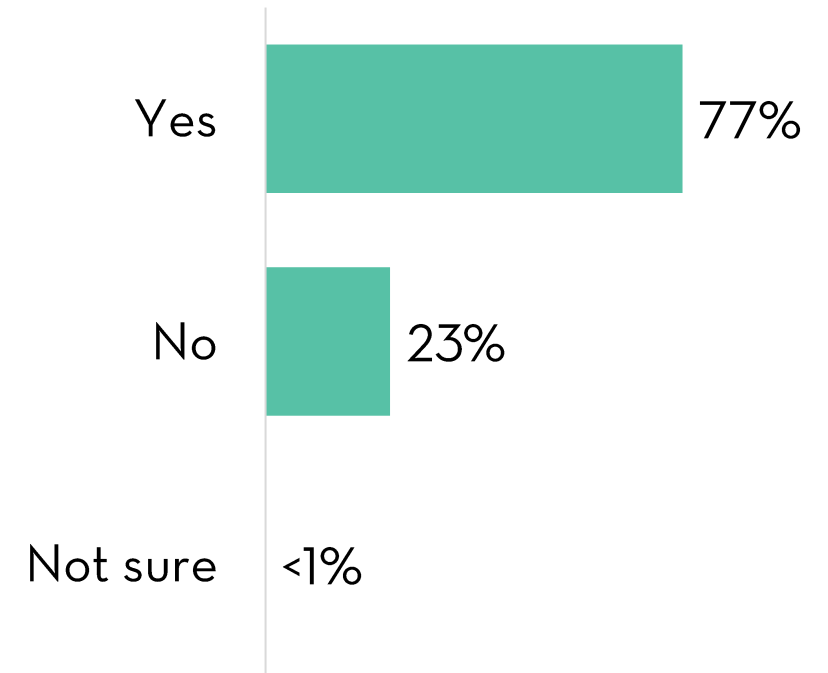
- Of the paid visitors who recalled seeing advertising, promotions, or travel stories on Daytona Beach's social media:
- Over **9 in 10** recalled seeing them on Daytona Beach's **Facebook**
- Over **2 in 5** recalled seeing them on Daytona Beach's **TikTok**



ADVERTISING INFLUENCE ON VISITATION*

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

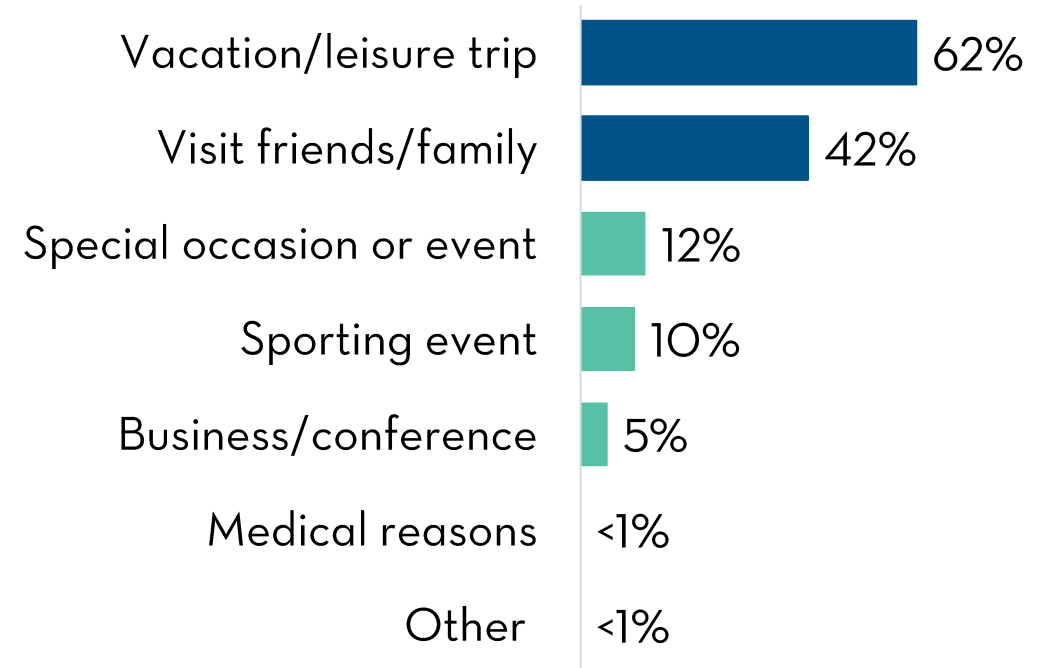
- Of the **16%** of paid visitors who recalled noticing advertising, promotions, or travel stories, **77%** were influenced to come to the area by it



MAIN REASONS FOR COMING TO DAYTONA BEACH*

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

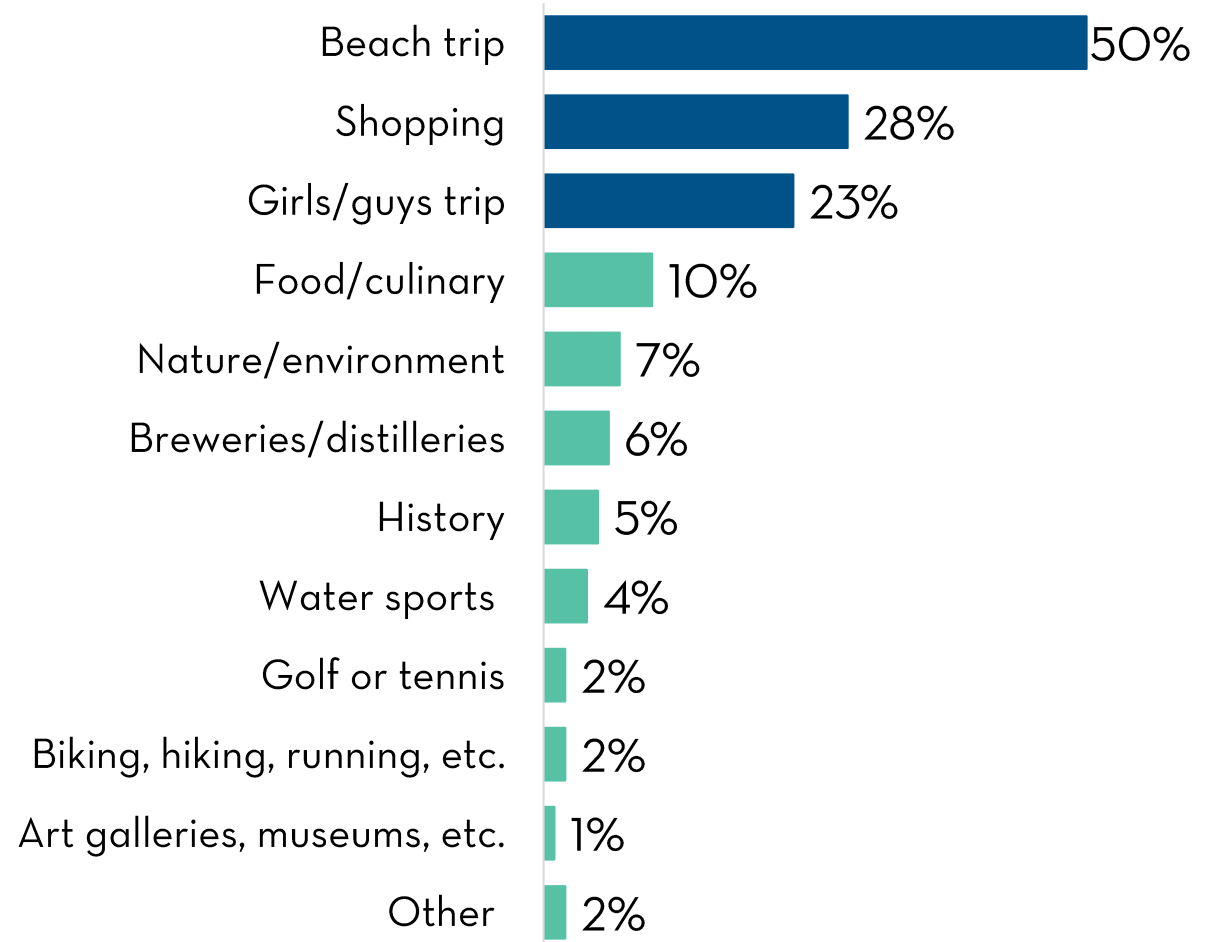
- Over **3 in 5** paid visitors came to Daytona Beach for a **vacation/leisure trip**
- Over **2 in 5** came to the area to **visit friends/family**



TYPE OF VACATION/LEISURE TRIP*

What type of vacation/leisure trip?

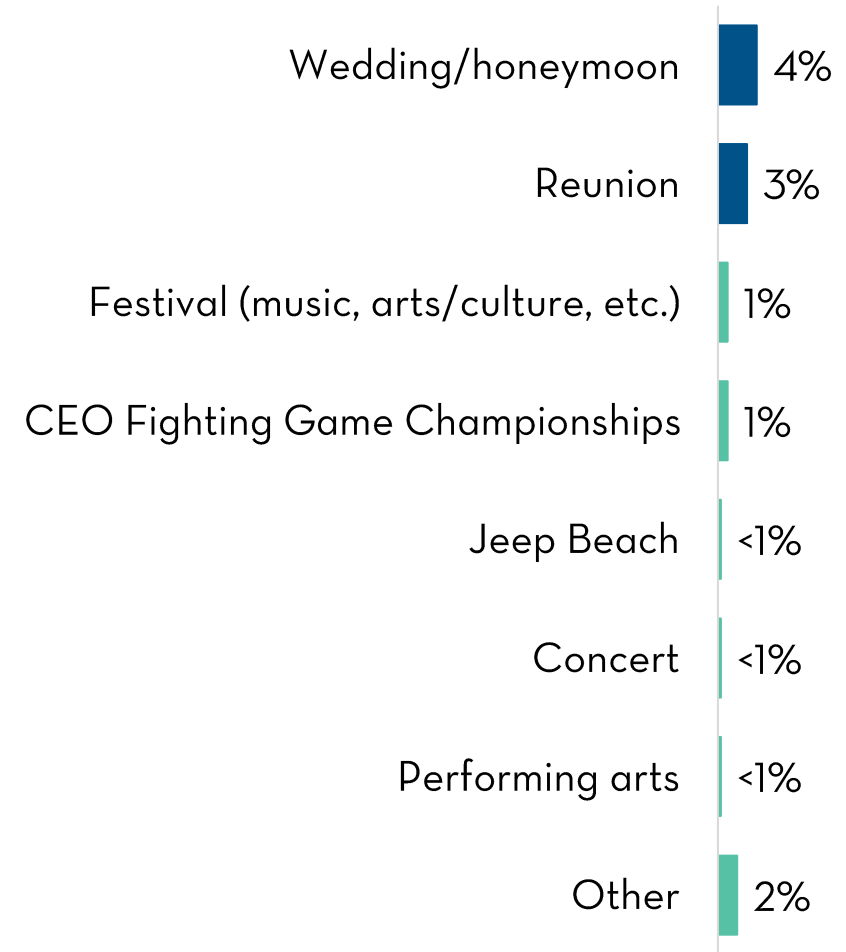
- **Half** of all paid visitors came to the area to spend time at the **beach**
- Nearly **3 in 10** came to **shop**
- Over **2 in 10** came for a **girls/guys trip**



TYPE OF SPECIAL OCCASION/EVENT

What type of special occasion or event?

- **4%** of all paid visitors came to the area for a **wedding or honeymoon**
- **3%** of all paid visitors came for a **reunion**



TYPE OF SPORTING EVENT

What type of sporting event?

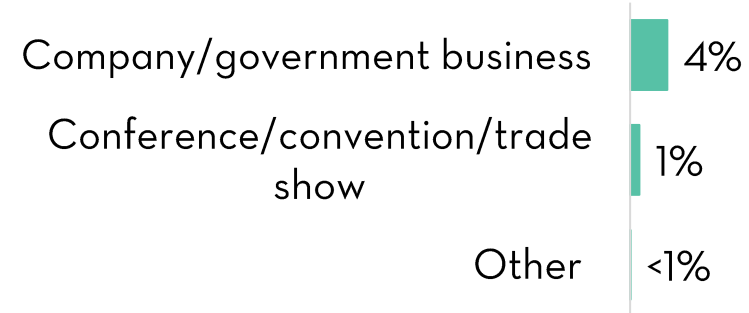
- **7%** of all paid visitors came to the Daytona Beach area for **youth sports**



TYPE OF PROFESSIONAL EVENT

What type of business/conference?

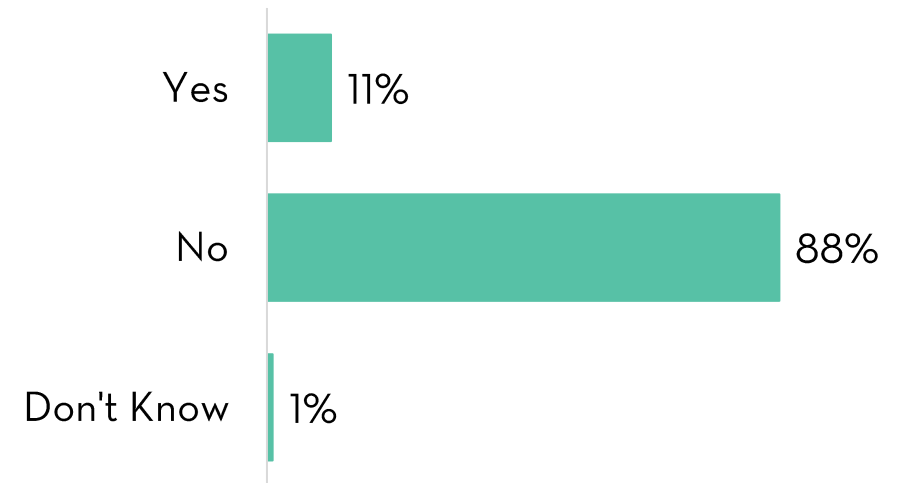
- **4%** of all paid visitors came to the area for **company/government business**
- **1%** of paid visitors attended **a conference, convention, or trade show**



CONSIDERING OTHER DESTINATIONS?*

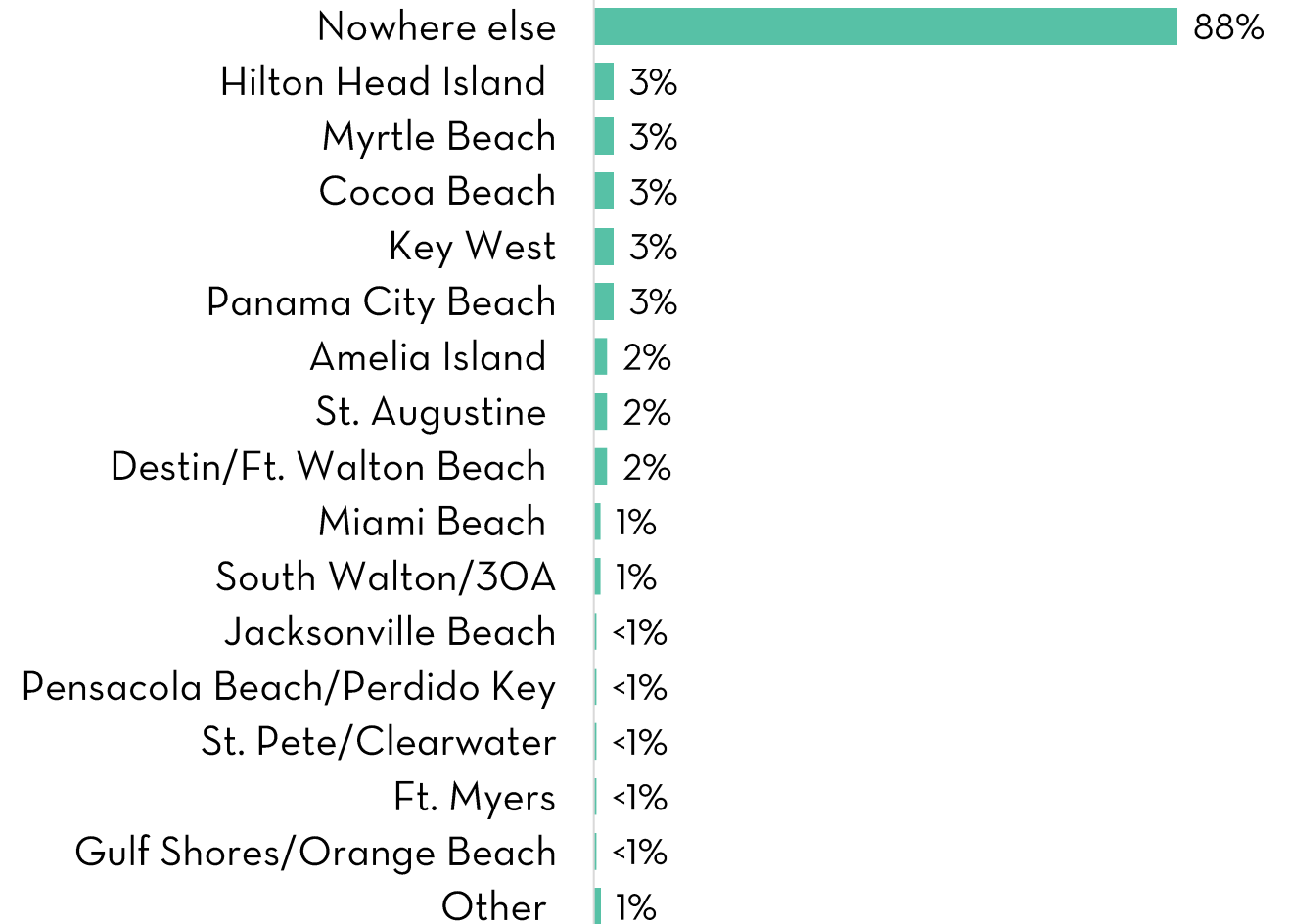
Did you consider other destinations before choosing the Daytona Beach area for this trip?

- Nearly **9 out of 10** paid leisure visitors **did not consider other destinations** before choosing the Daytona Beach area



OTHER DESTINATIONS CONSIDERED*

Which other destinations did you consider?

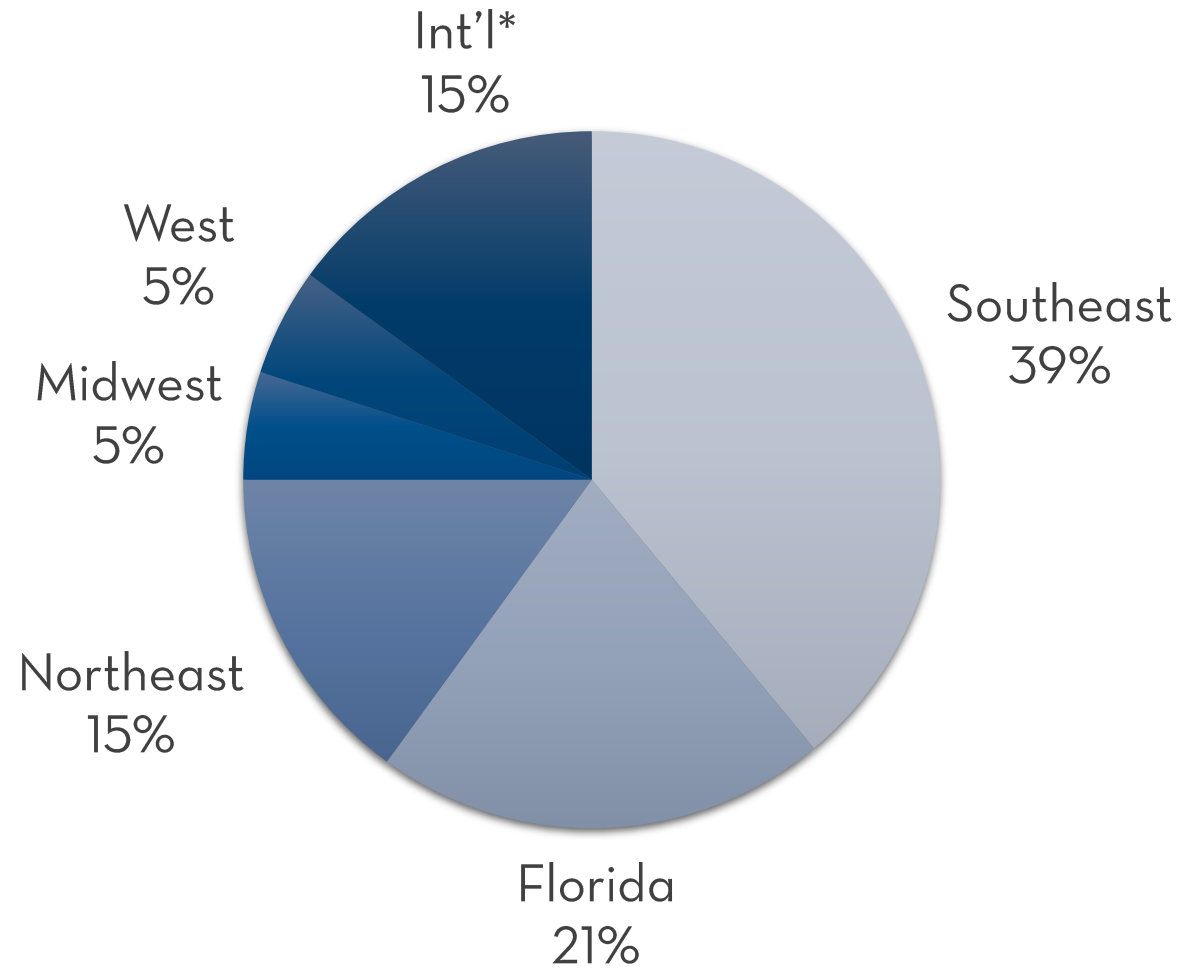


- **The top five** other destinations considered by paid visitors were **Hilton Head Island, Myrtle Beach, Cocoa Beach, Key West, and Panama City Beach.**

TRIP PLANNING CYCLE: TRAVELER PROFILE



REGION OF ORIGIN



TOP ORIGIN STATES

State	Percent
Florida	21%
Georgia	13%
North Carolina	10%
New York	7%
Tennessee	4%
Virginia	4%
Connecticut	3%
California	2%
Indiana	2%
Pennsylvania	2%
South Carolina	2%
Texas	2%



TOP ORIGIN MARKETS*

The top 8 origin markets were also in the top 25 website traffic markets for January through June of 2024, highlighting the correlation between key geographic markets and online engagement.**

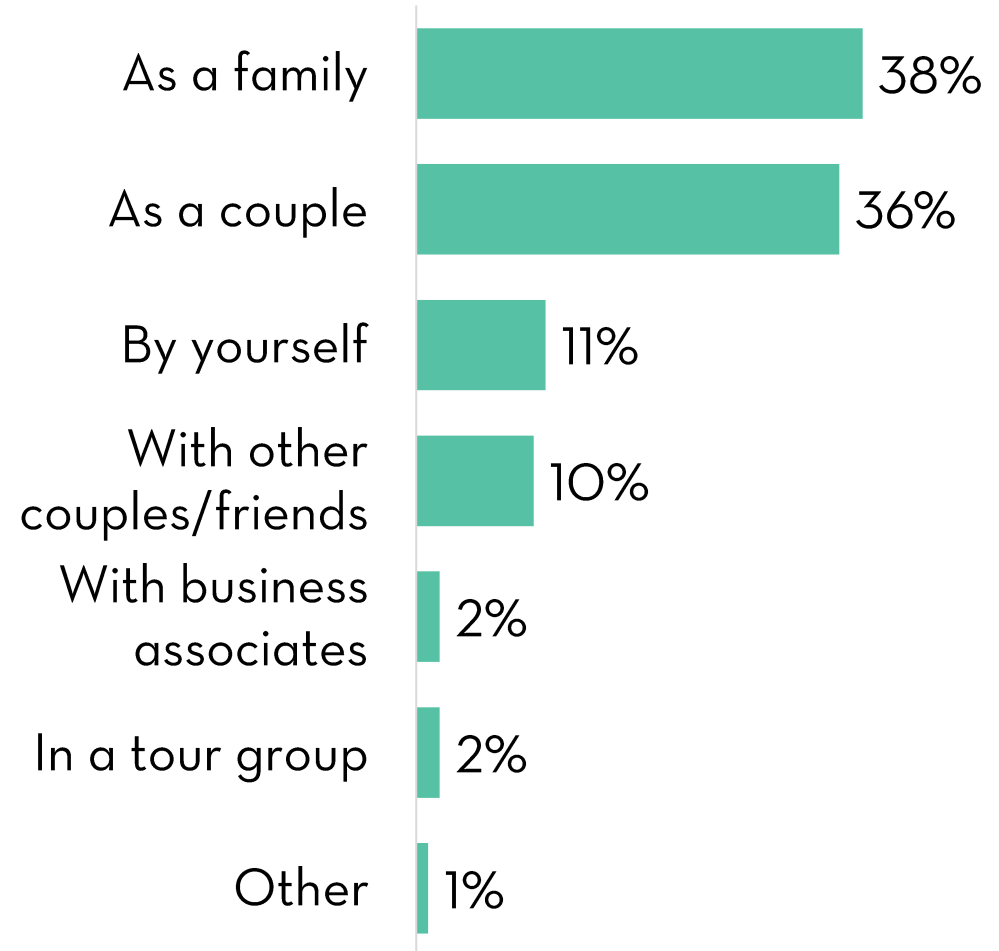
Market	Percent
✓ Atlanta	8%
✓ New York	8%
✓ Orlando-Melbourne	8%
✓ Charlotte	4%
✓ Raleigh-Durham	4%
✓ Tampa-St. Petersburg	4%
✓ Jacksonville	3%
✓ Miami-Ft. Lauderdale	3%



TRAVEL PARTIES

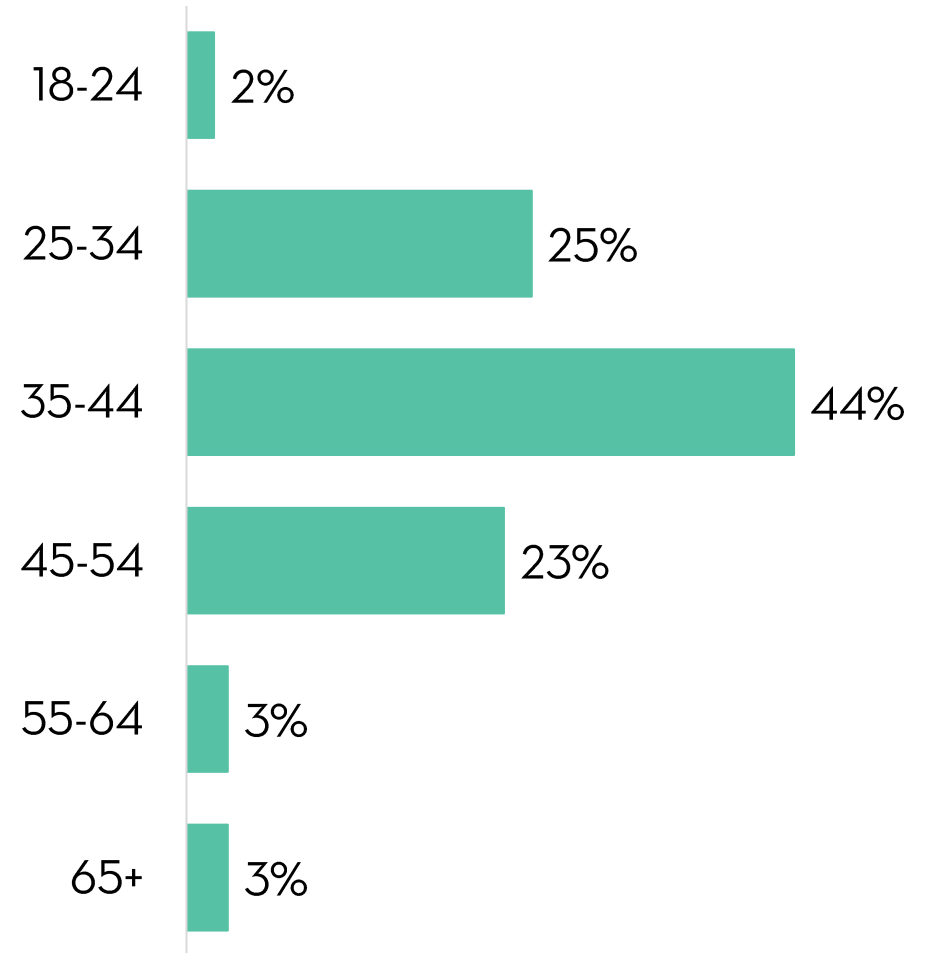
On this trip, are you traveling:

- Nearly **2 in 5** paid visitors traveled as a **couple** or as a **family**
- **39%** of travel parties included children under the age of 20
- For paid visitors, the mean travel party size was **3.1**



Which category best fits your age?

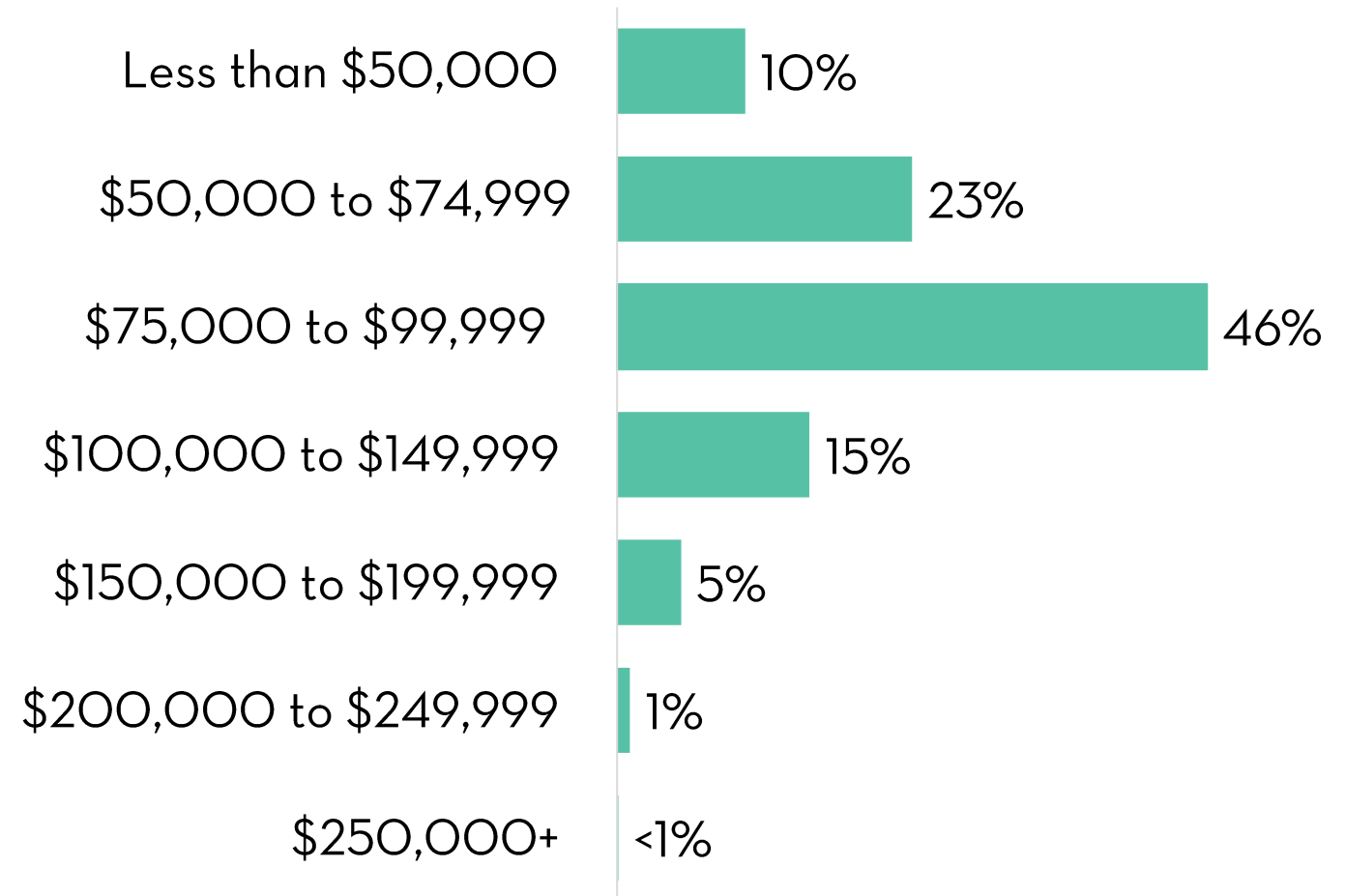
- The median age of paid visitors to Daytona Beach is **40**



HOUSEHOLD INCOME

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

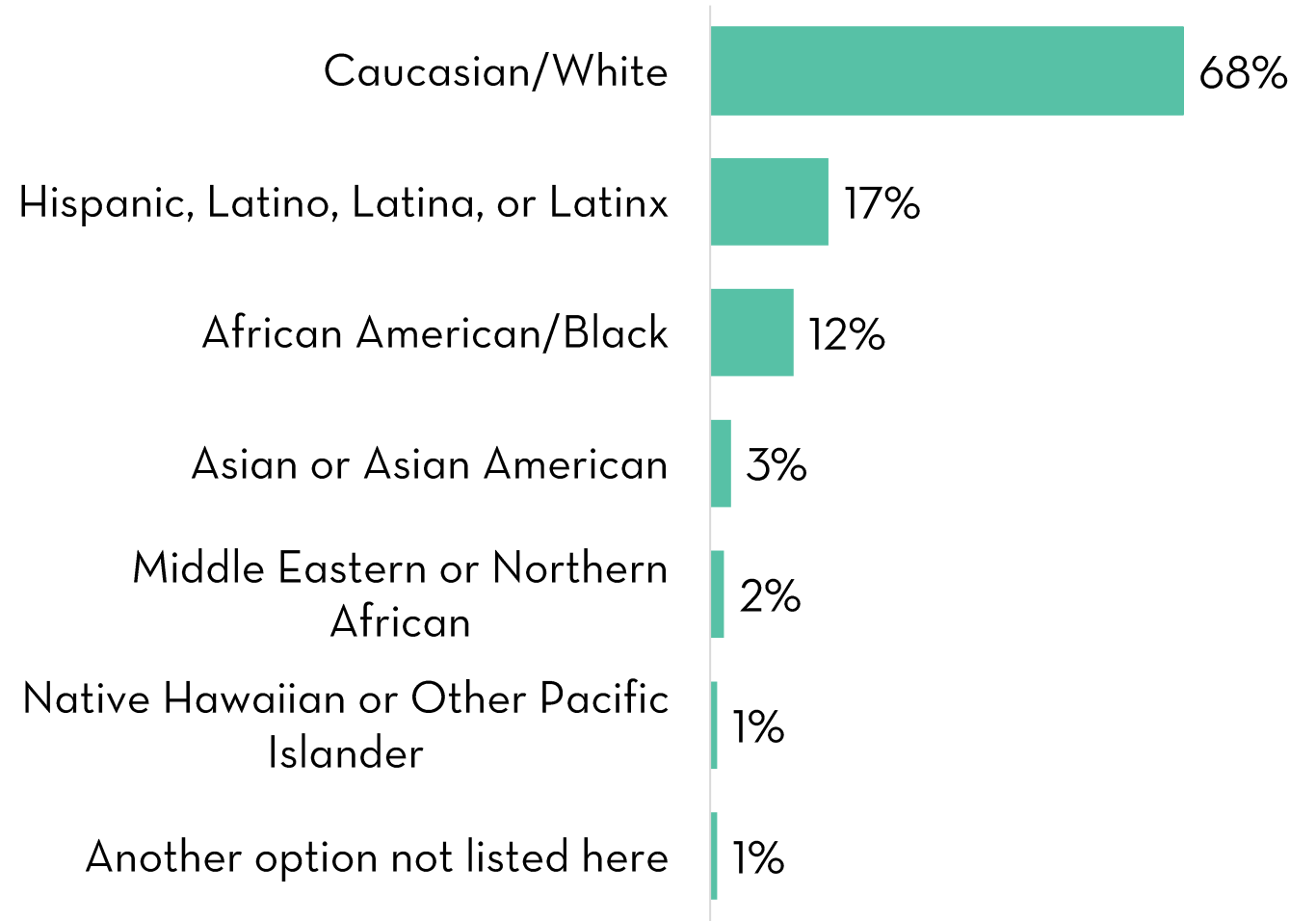
- Paid visitors to Daytona Beach had a median household income of **\$84,200** per year
- Over **1 in 5** had household incomes over **\$100,000**



RACE/ETHNICITY*

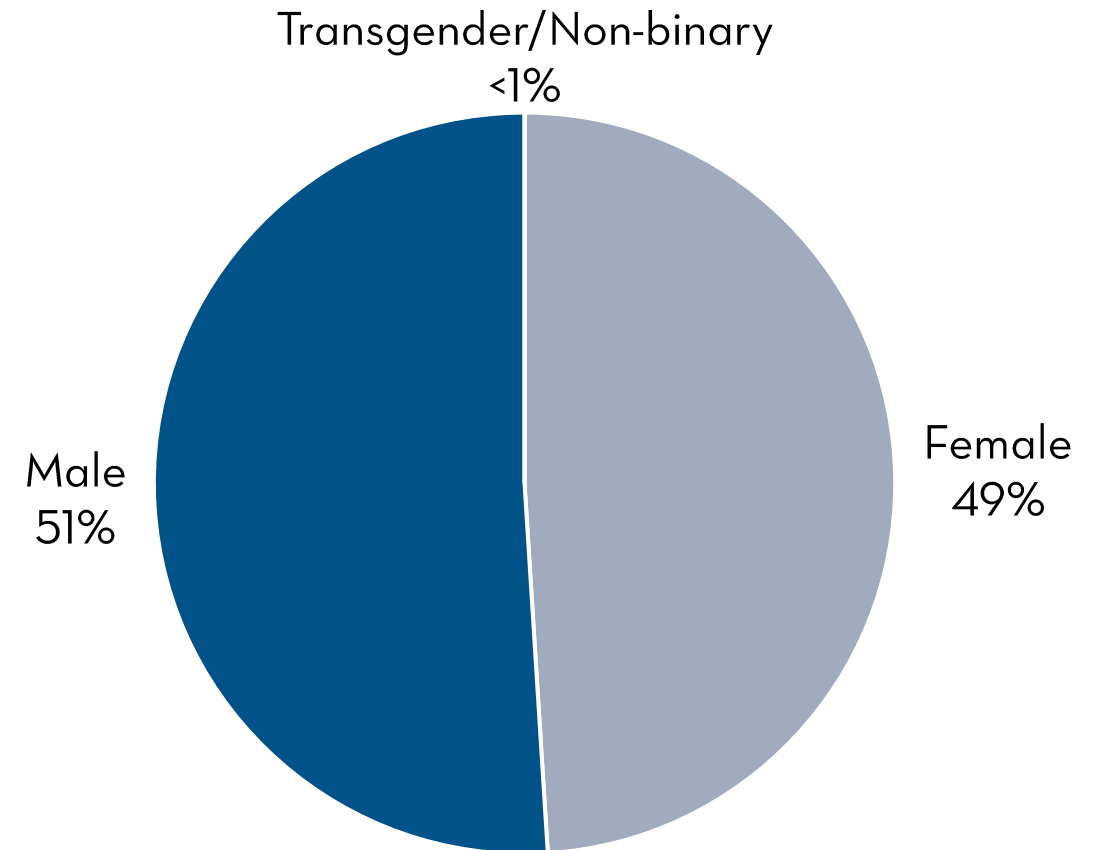
How do you identify your race/ethnicity?

- The largest ethnicity group among paid visitors is **Caucasian (68%)**, followed by **Hispanic (17%)** and **African American/Black (12%)**



How do you identify your gender?

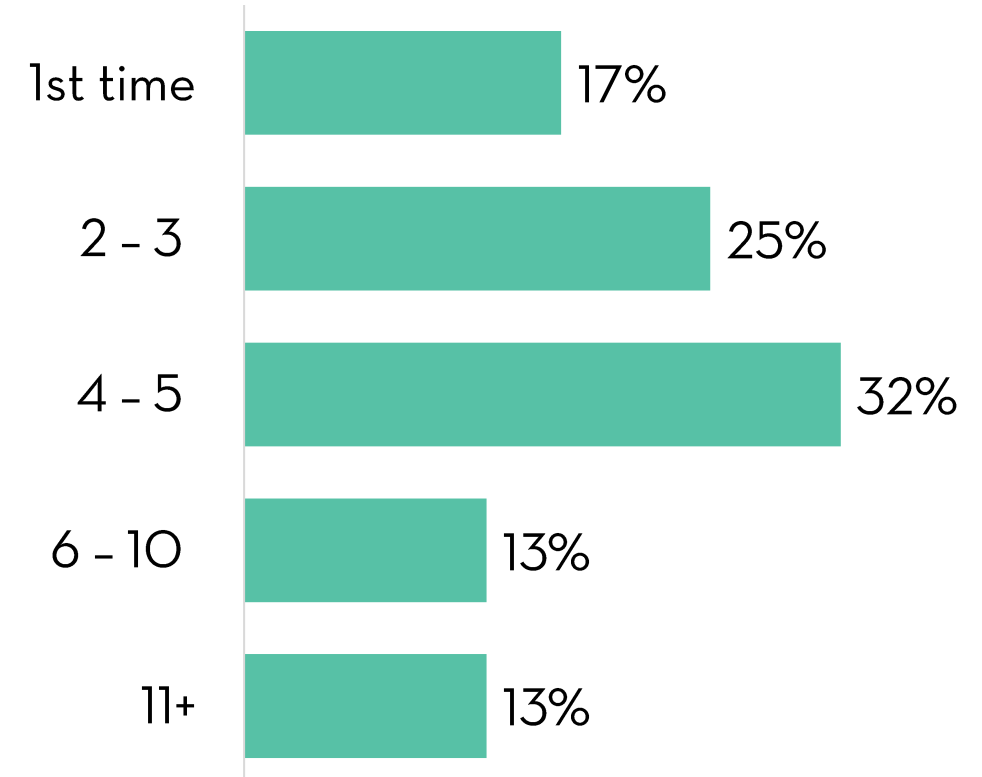
- **51%** of paid visitors to Daytona Beach are **male**



NEW & RETURNING VISITORS

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

- **17%** of paid visitors said this was their **first-time** visiting Daytona Beach
- **13%** had been to the area **11+ times**



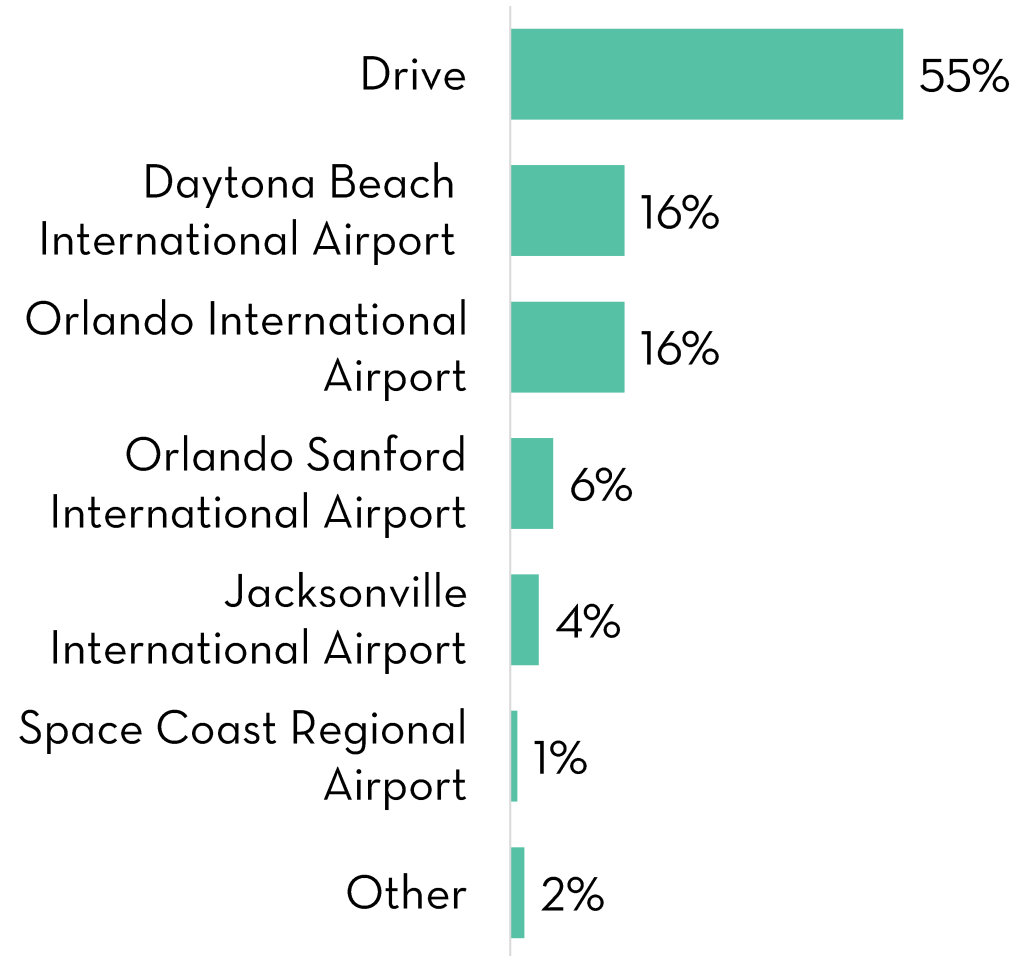
TRIP PLANNING CYCLE: TRIP EXPERIENCE



TRANSPORTATION*

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

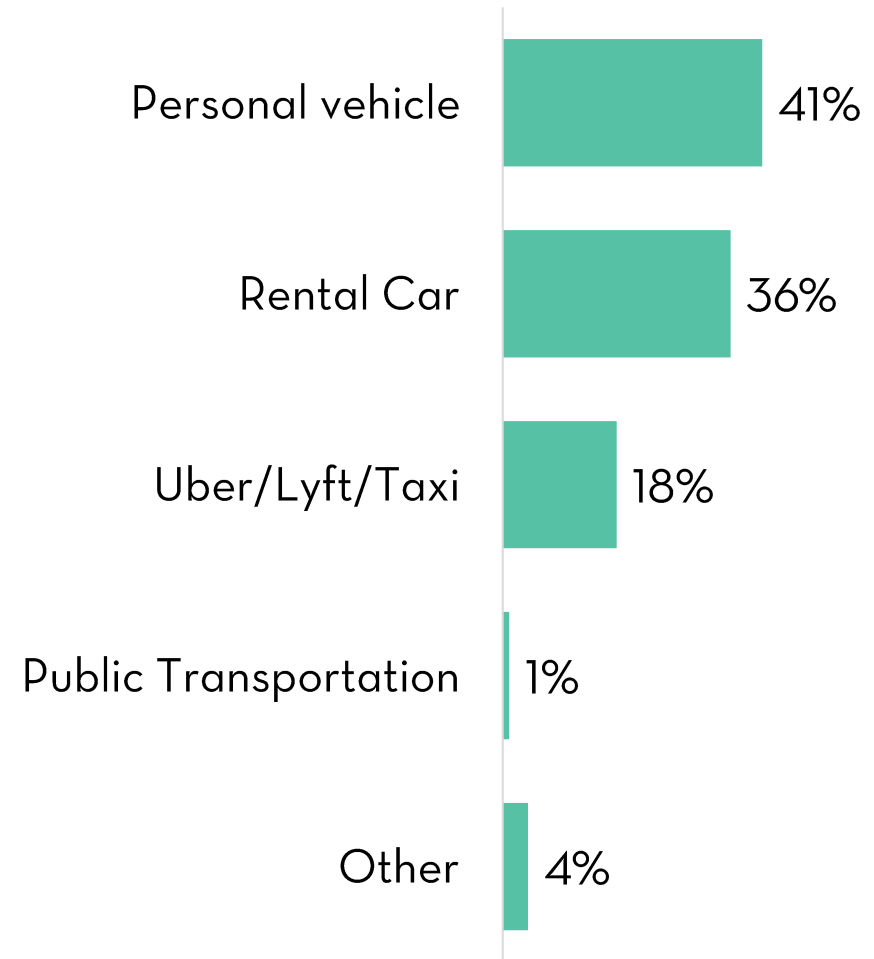
- Daytona Beach is a drive-market for most paid visitors, with **55%** choosing to travel by car
- **16%** of paid visitors flew into the Daytona Beach International Airport and the Orlando International Airport



TYPE OF TRANSPORTATION WHILE IN THE AREA*

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

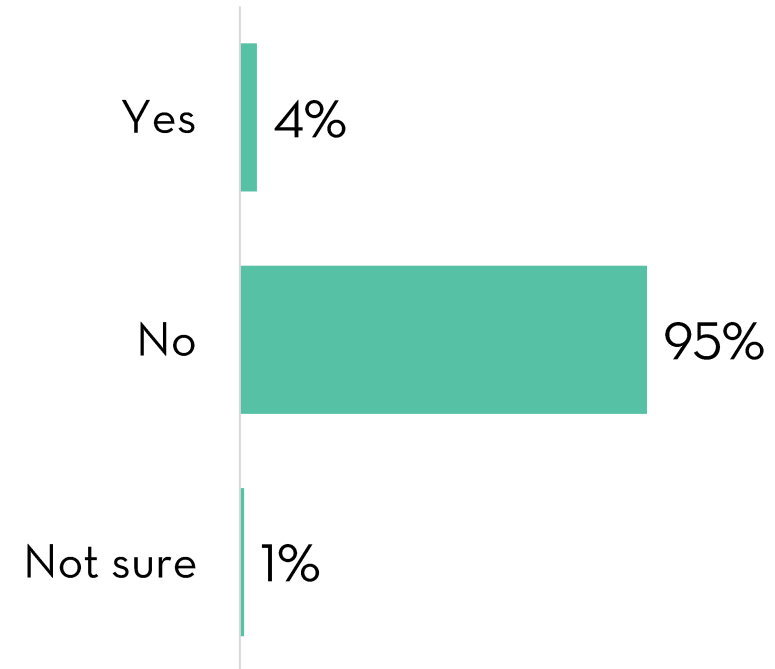
- Over **2 in 5** paid visitors drove a personal vehicle while in the area*
- Over **1 in 3** used a rental car



MULTI-DESTINATION TRIPS*

Was the Daytona Beach area part of multiple destination trip?

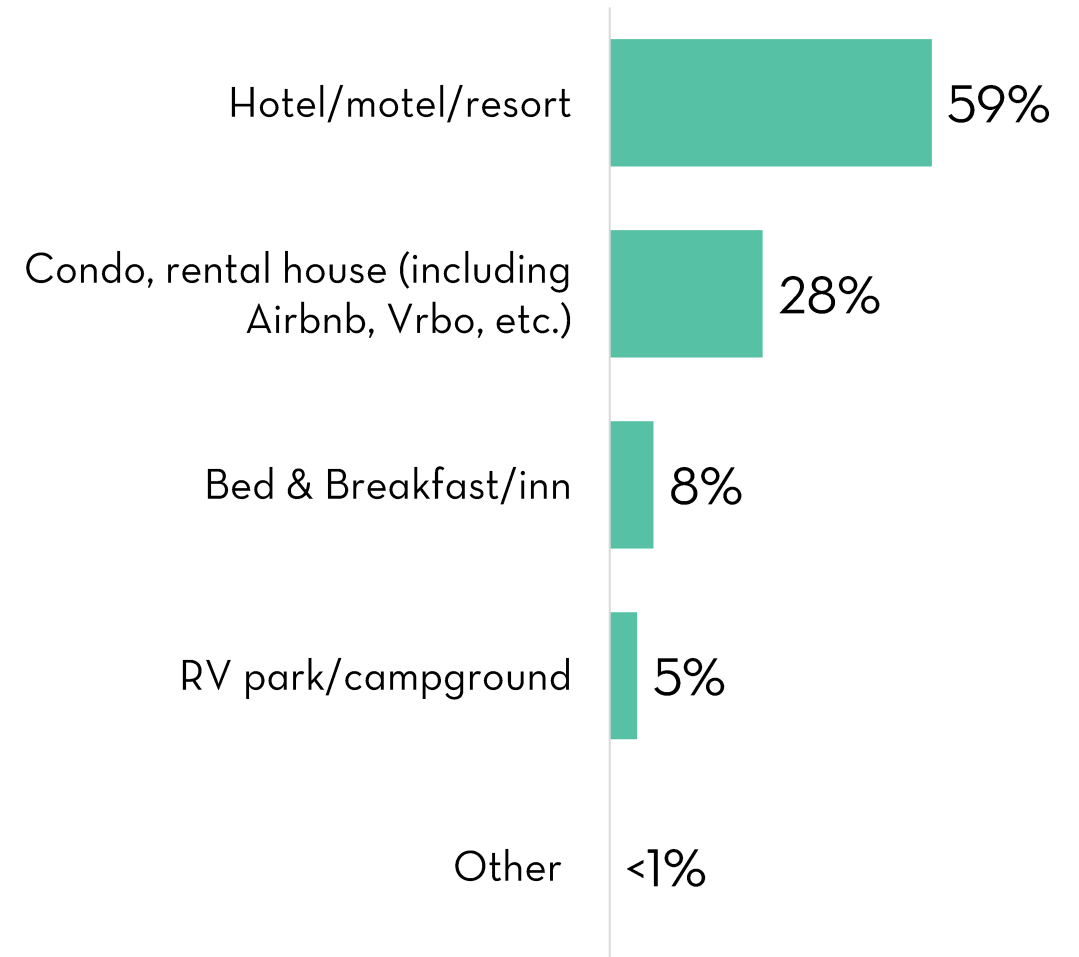
- Only **4%** of paid visitors said visiting the Daytona Beach area was a part of a multi-destination trip
- Of the 4% who visited other destinations**, the top choices were **Orlando, Miami, Jacksonville,** and **Pensacola**



ACCOMMODATIONS

In what type of accommodations did you stay?

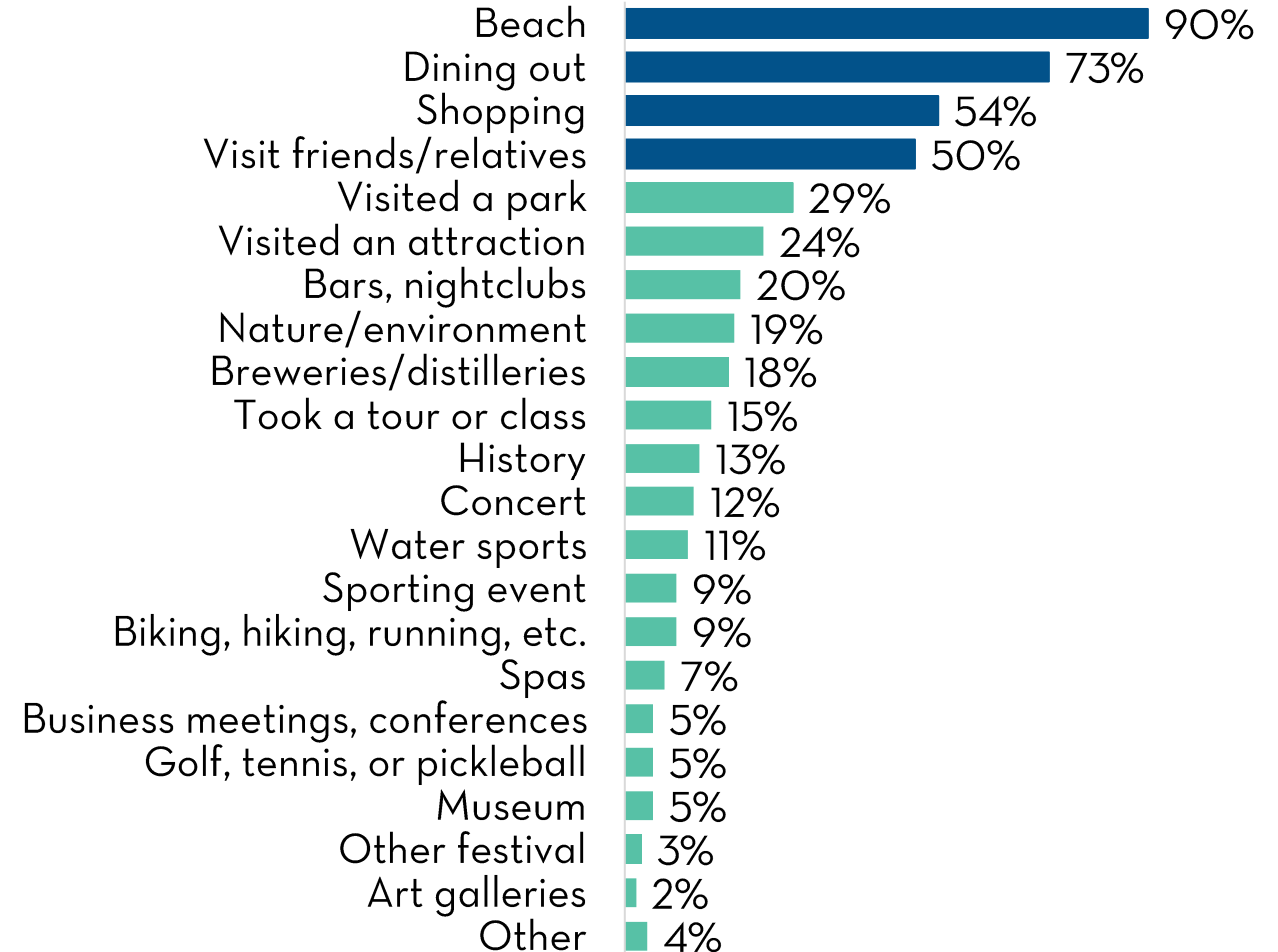
- Nearly **6 in 10** paid visitors stayed in a **hotel, motel, or resort** during their trip
- Nearly **3 in 10** paid visitors stayed in a **condo or rental house** during their trip
- Typical paid visitors stayed **5.2** nights in the Daytona Beach area



VISITOR ACTIVITIES*

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

- Going to the **beach** is the primary activity among paid visitors when visiting Daytona Beach
- Nearly **3 in 4** paid visitors **dined out at restaurants** while in the area
- Around **2 in 4** paid visitors went **shopping** or visited **friends/relatives**



DAILY TRAVEL PARTY SPENDING*

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

Paid Visitors

<i>Accommodations</i>	<i>\$177</i>
<i>Restaurants</i>	<i>\$90</i>
<i>Groceries</i>	<i>\$30</i>
<i>Shopping</i>	<i>\$103</i>
<i>Activities & attractions</i>	<i>\$88</i>
<i>Transportation</i>	<i>\$67</i>
<i>Other</i>	<i>\$52</i>
<i>Daily Spending</i>	<i>\$607</i>

TOTAL TRAVEL PARTY SPENDING

Paid Visitors

<i>Accommodations</i>	\$925
<i>Restaurants</i>	\$470
<i>Groceries</i>	\$155
<i>Shopping</i>	\$537
<i>Activities & attractions</i>	\$457
<i>Transportation</i>	\$349
<i>Other</i>	\$273
<i>Trip Spending</i>	\$3,166

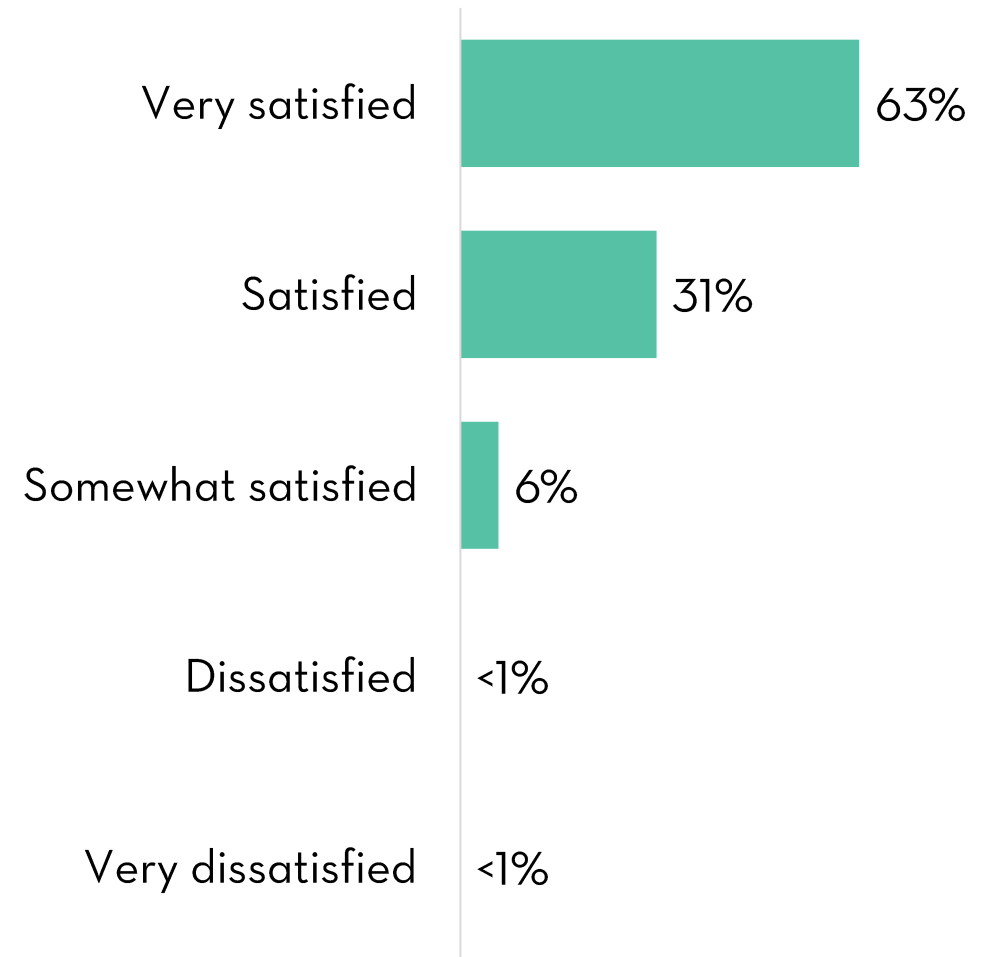
TRIP PLANNING CYCLE: POST TRIP EVALUATION



VISITOR SATISFACTION

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

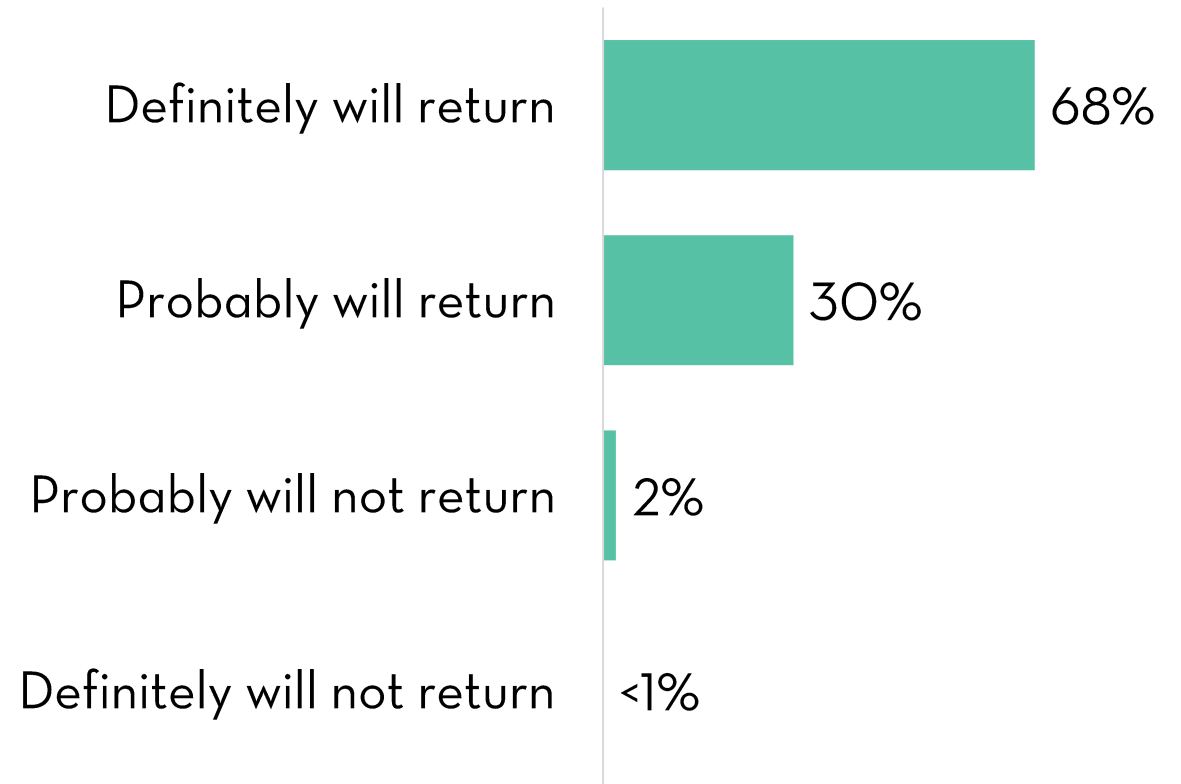
- **94%** of paid visitors were **very satisfied** or **satisfied** with their trip to Daytona Beach
- **63%** were **very satisfied** with their trip to Daytona Beach



LIKELIHOOD OF RETURNING

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

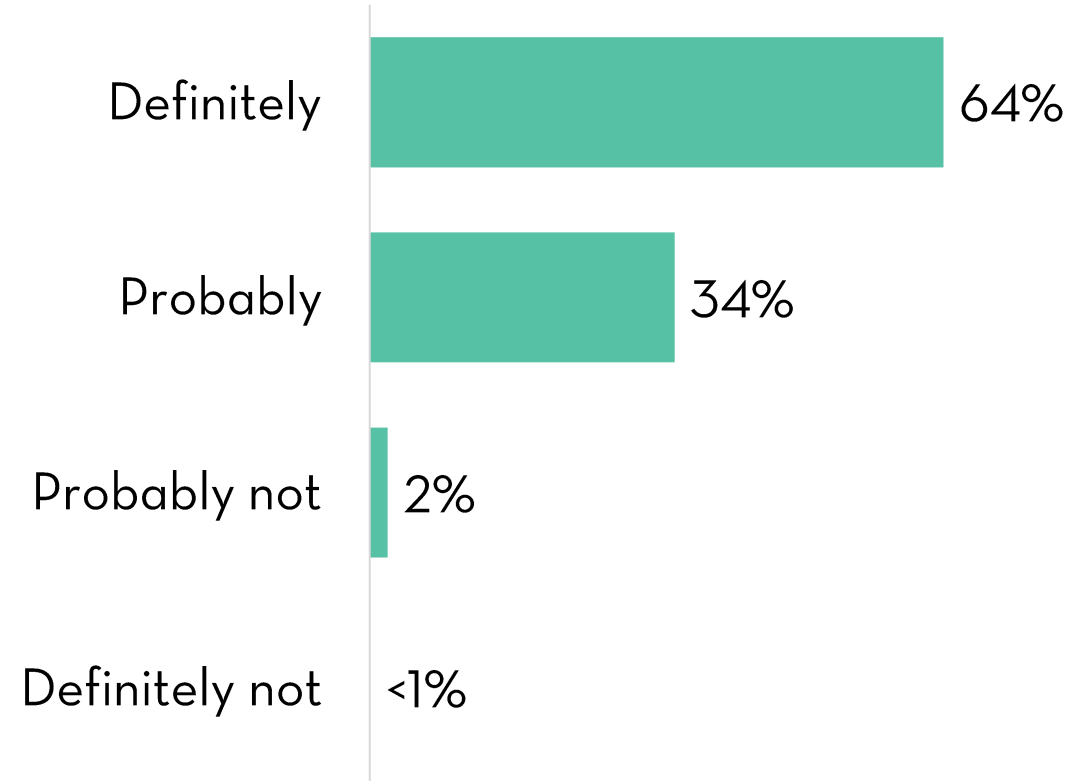
- Nearly **7 in 10** paid visitors **will definitely return** to Daytona Beach
- Of those who **are uncertain about returning***, the reasons listed most often were:
 - Traffic
 - Parking
 - Crowding



RECOMMENDING TO FRIENDS/FAMILY

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

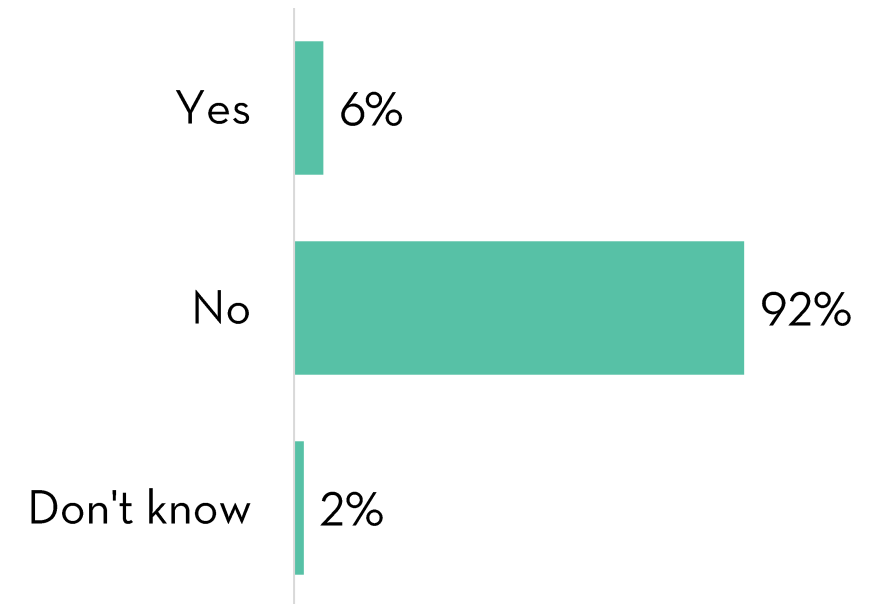
- Over **3 in 5** paid visitors would **definitely recommend** visiting Daytona Beach
- Over **1 in 3** would **probably recommend** visiting Daytona Beach



NEGATIVE PERCEPTIONS AND REASONS*

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

- Over **9 in 10** 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 **heavy traffic** and **parking**



DAYTONA BEACH

Visitor Profile and Economic Impact Report

April – June 2024

Downs & St. Germain Research
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