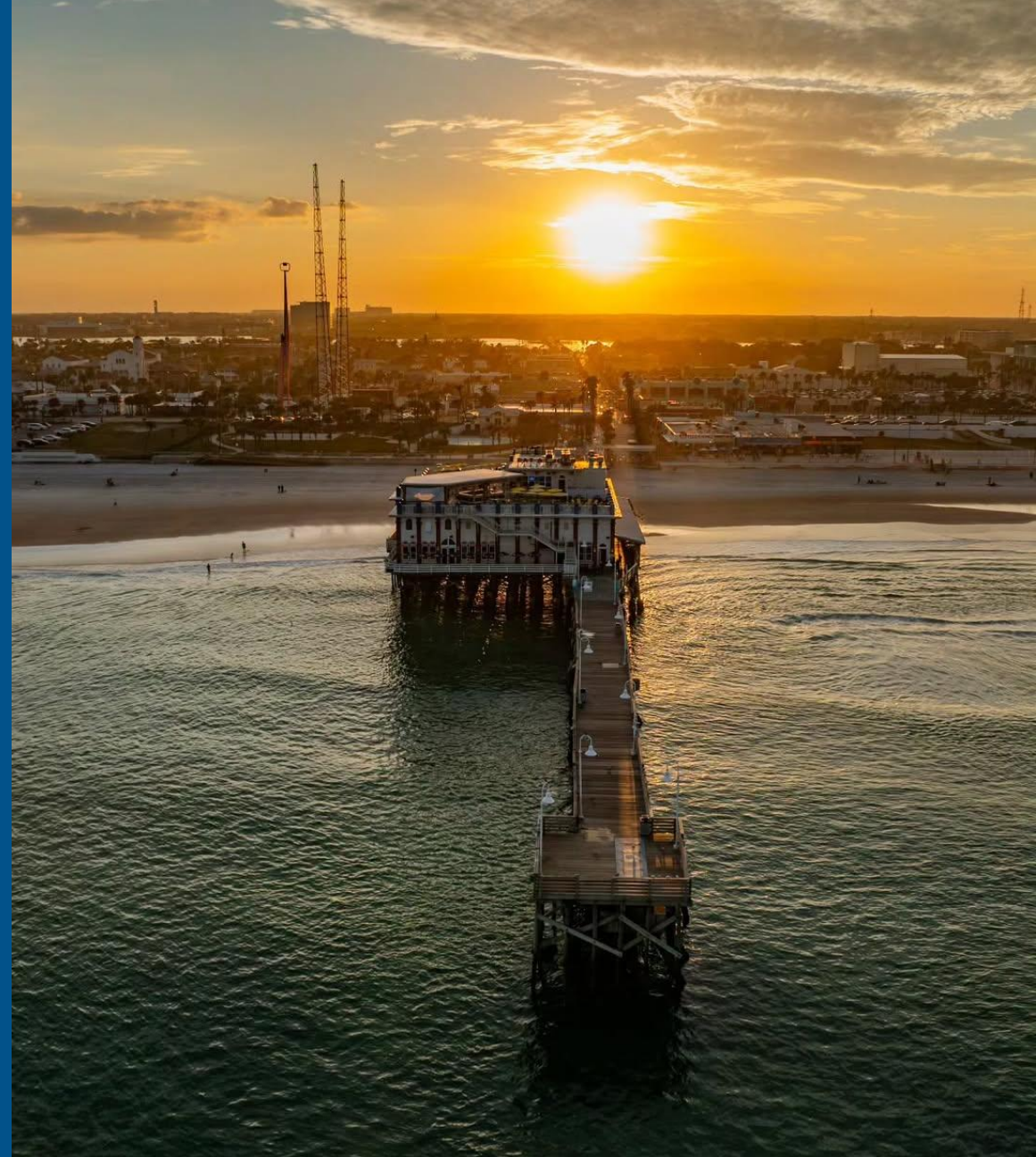


# DAYTONA BEACH

## Visitor Profile and Economic Impact Report Calendar Year 2025



# METHODOLOGY



## Data Collection:

From January 1, 2025, to December 31, 2025, **2,287** 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.

- **1,410** 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 2,287 is  $\pm 2.05\%$  points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Profile Study are within 2.05% points of the “true” value on a quarterly basis.*

# KEY TOURISM METRICS<sup>1</sup>



**2,974,100**

**Total  
Visitors**



**2,841,300**

**Room  
Nights**



**\$2,167,320,300**

**Direct  
Spending<sup>2</sup>**



**\$2,735,731,300**

**Economic  
Impact<sup>3</sup>**

<sup>1</sup>Sources: Smith Travel Research, Key Data, and DSG Visitor Tracking Study

<sup>2</sup>Including spending on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses

<sup>3</sup>Economic 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 TOURISM<sup>1</sup>

**From January 2025 through December 2025, visitors to the Daytona Beach area:**

generated **\$23,949,200** in Tourism and Convention Development Taxes (paid by overnight visitors)



supported **21,260** local jobs, resulting in **\$823,751,400** in wages and salaries



generated a net tax benefit of **\$68,387,400** to county government



Every **140** visitors supported a local job in the Daytona Beach area



Visitors to Daytona Beach area saved each local household **\$1,142** in local taxes



<sup>1</sup>These figures are specific to the Halifax Area, not all of Volusia County.

# LODGING METRICS

These figures are specific to the Halifax Area, and do not include all of Volusia County.

## COMBINED



Occupancy

**49.8%**  
(- 5.5% YoY)



Average Daily Rate

**\$164.07**  
(+ 6.0% YoY)



Revenue Per Available Room

**\$81.67**  
(+ 0.1% YoY)

## HOTELS<sup>1</sup>



Occupancy

**55.9%**  
(- 7.7% YoY)



Average Daily Rate

**\$149.10**  
(+ 1.4% YoY)



Revenue Per Available Room

**\$83.38**  
(- 6.4% YoY)

## VACATION RENTALS<sup>2</sup>



Occupancy

**26.9%**  
(- 3.1% YoY)



Average Daily Rate

**\$239.46**  
(+ 14.7% YoY)



Revenue Per Available Room

**\$64.37**  
(+ 11.1% YoY)

Calendar Year 2025

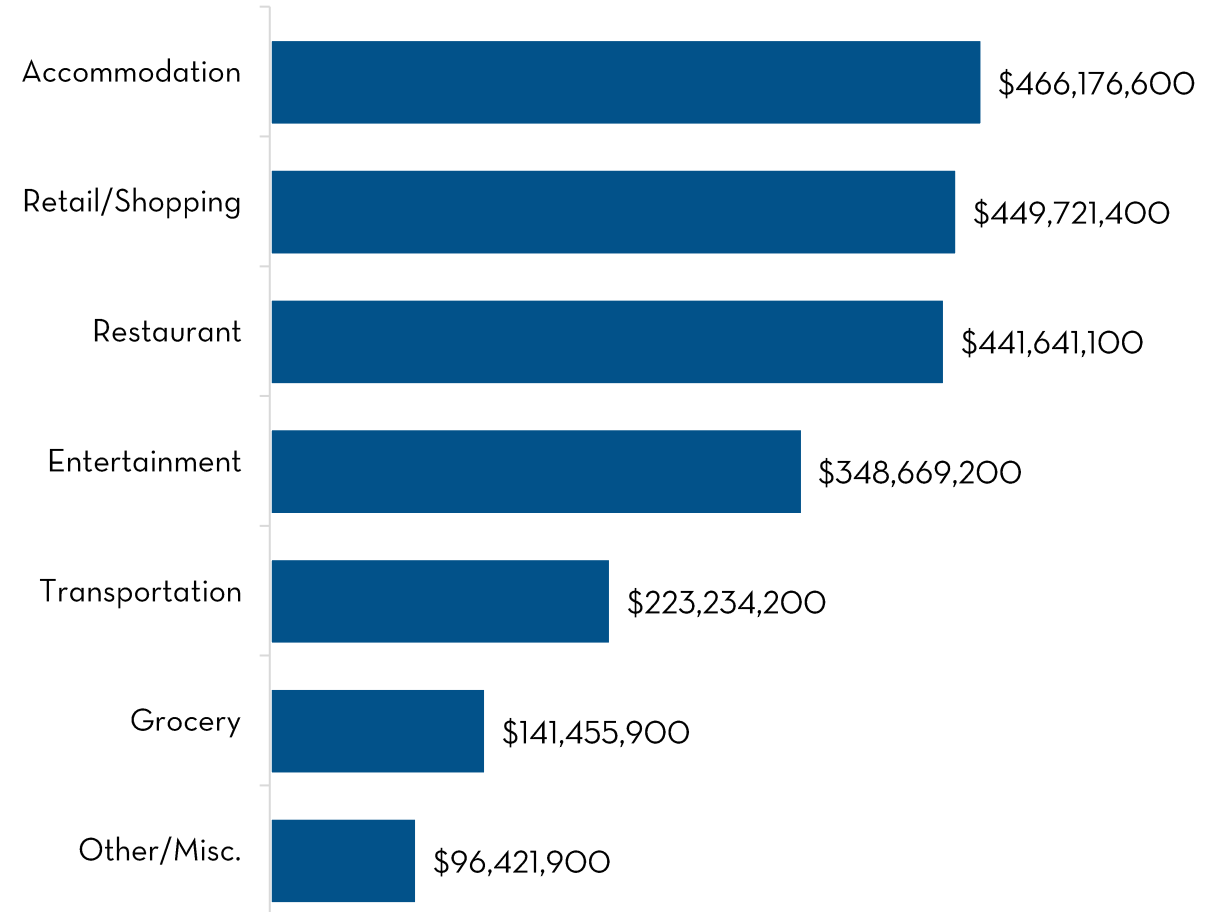
<sup>1</sup> Hotel source: Smith Travel Research

<sup>2</sup> Vacation rental source: Key Data

# VISITOR SPENDING BY CATEGORY

These figures are specific to the Halifax Area, and do not include all of Volusia County.

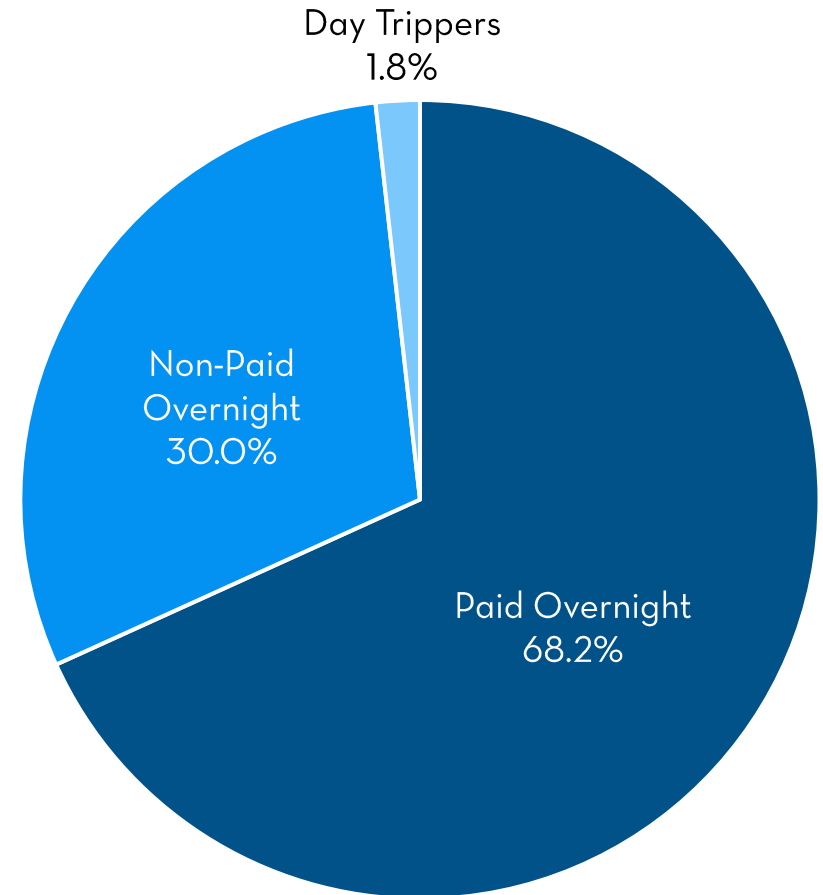
Spending Category	Amount in CY 2025	Share of CY 2025 Spend
Accommodations	\$466,176,600	21.5%
Retail/Shopping	\$449,721,400	20.8%
Restaurants	\$441,641,100	20.4%
Entertainment	\$348,669,200	16.1%
Transportation	\$223,234,200	10.3%
Groceries	\$141,455,900	6.5%
Other/Misc.	\$96,421,900	4.4%



# VISITOR SPENDING BY VISITOR TYPE

These figures are specific to the Halifax Area, and do not include all of Volusia County.

Visitor Type	Spending in CY 2025
Paid Overnight	\$1,478,575,500
Non-Paid Overnight	\$650,138,600
Day Trippers	\$38,606,200



# DETAILED FINDINGS

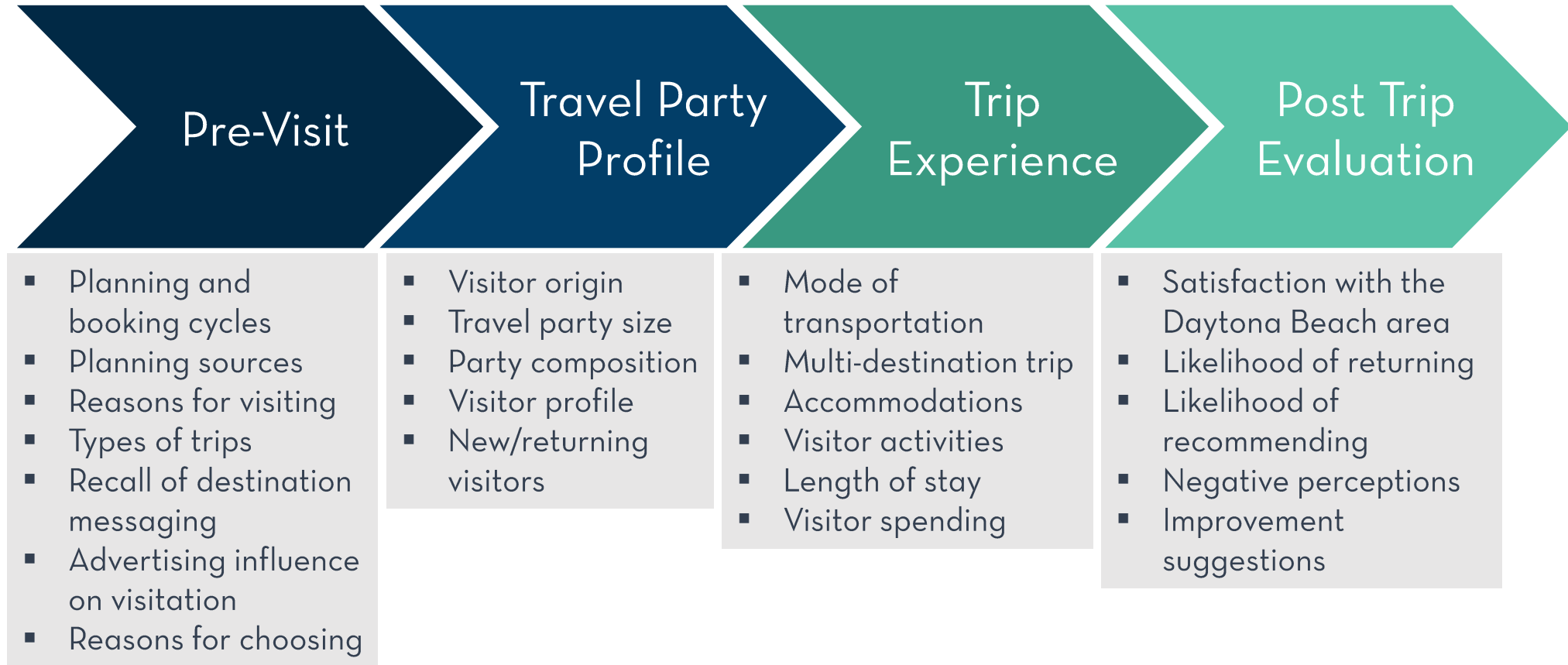


# KEY TOURISM METRIC SUMMARY

These figures are specific to the Halifax Area, and do not include all of Volusia County.

Tourism Metric	CY 2025
Total Visitors	2,974,100
Room Nights	2,841,300
Visitor Direct Spending	\$2,167,320,300
Total Economic Impact	\$2,735,731,300
Local Jobs Supported	21,260
Local Wages Supported	\$823,751,400
Net Tax Benefit to Volusia County	\$68,387,400
State/Local Tax Savings per Household	\$1,142

# STUDY OBJECTIVES: VISITOR JOURNEY



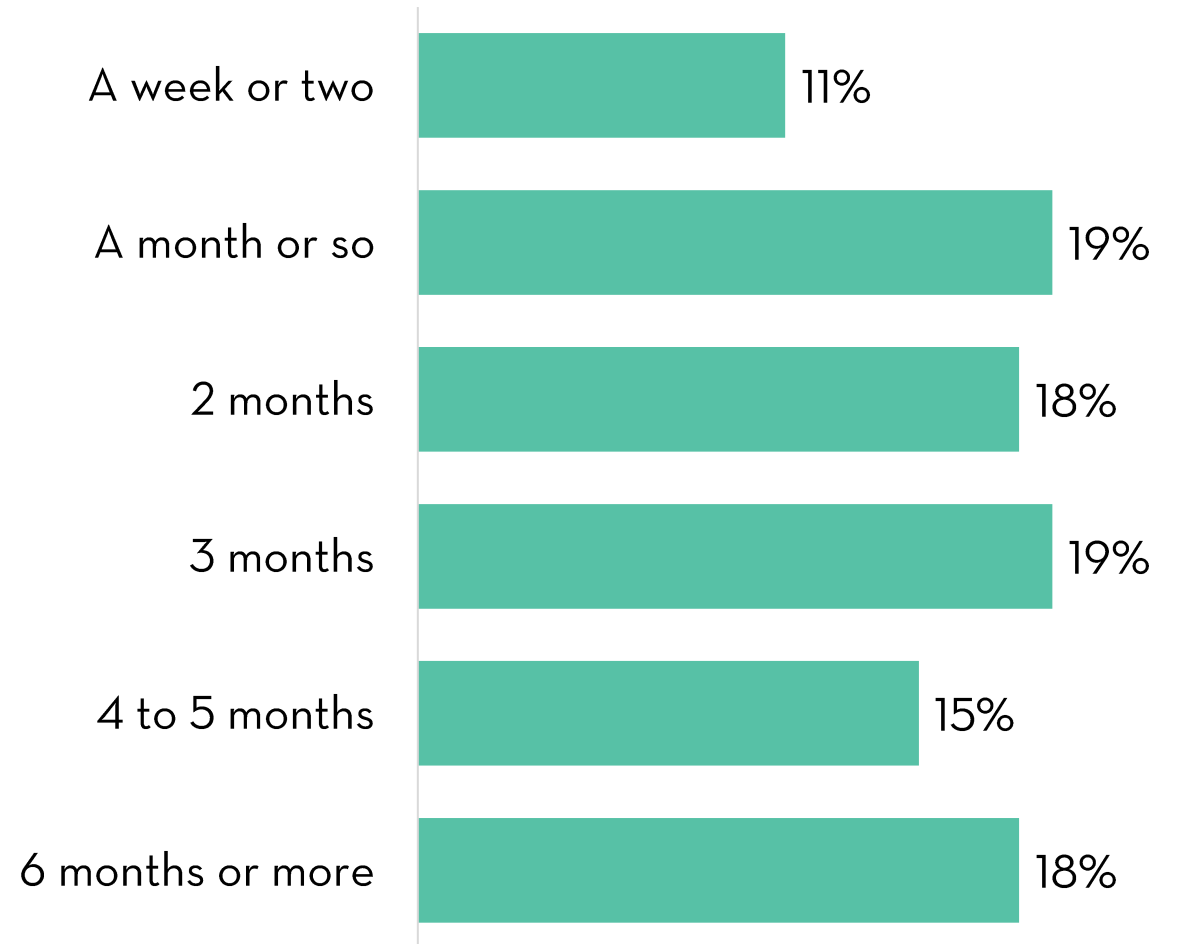
# TRIP PLANNING CYCLE: PRE-VISIT



# TRIP PLANNING CYCLE<sup>1</sup>

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

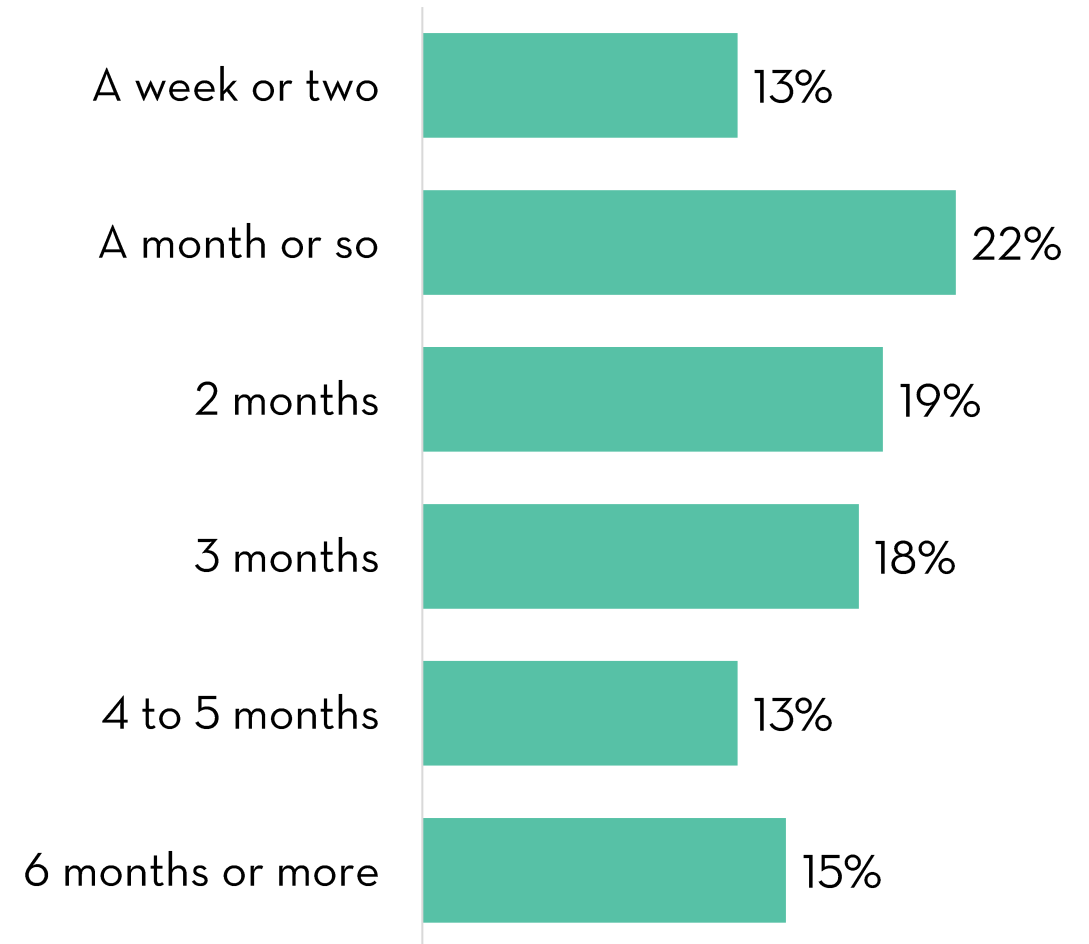
- Paid visitors to Daytona Beach have long trip planning windows, as **70%** planned their trip **two or more months in advance**
- The typical paid visitor planned their trip **55 days** in advance



# TRIP BOOKING CYCLE<sup>1</sup>

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

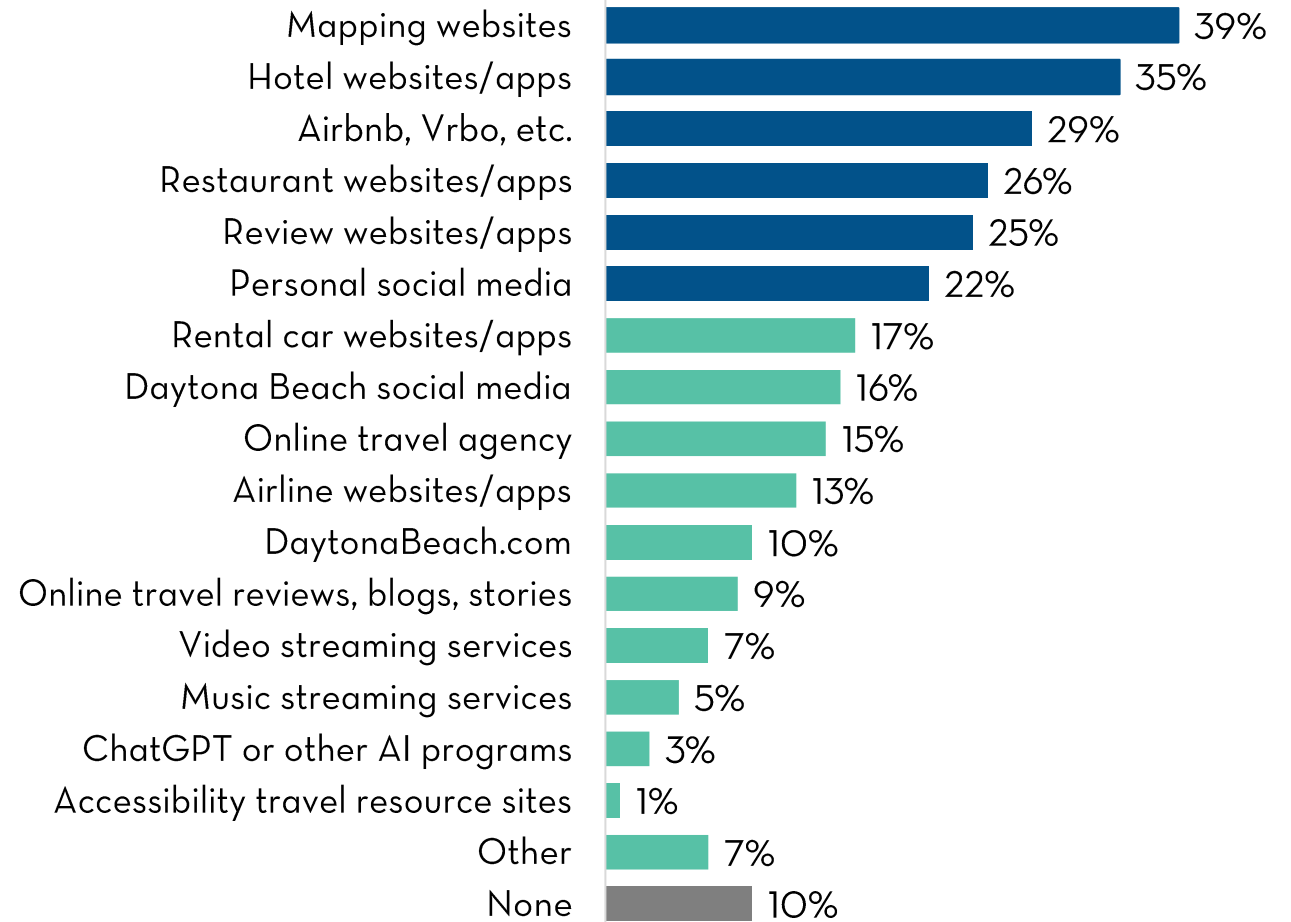
- Likewise, the booking window for paid visitors to Daytona Beach is long, as nearly **2 in 3** booked their trip **two or more months in advance**
- The typical paid visitors book their trip **54 days** in advance



# ONLINE TRIP PLANNING SOURCES<sup>1,2</sup>

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

- Nearly **2 in 5** paid visitors used **mapping websites/apps** to plan their trip
- Over **1 in 3** paid visitors used **hotel websites/apps** to plan their trip

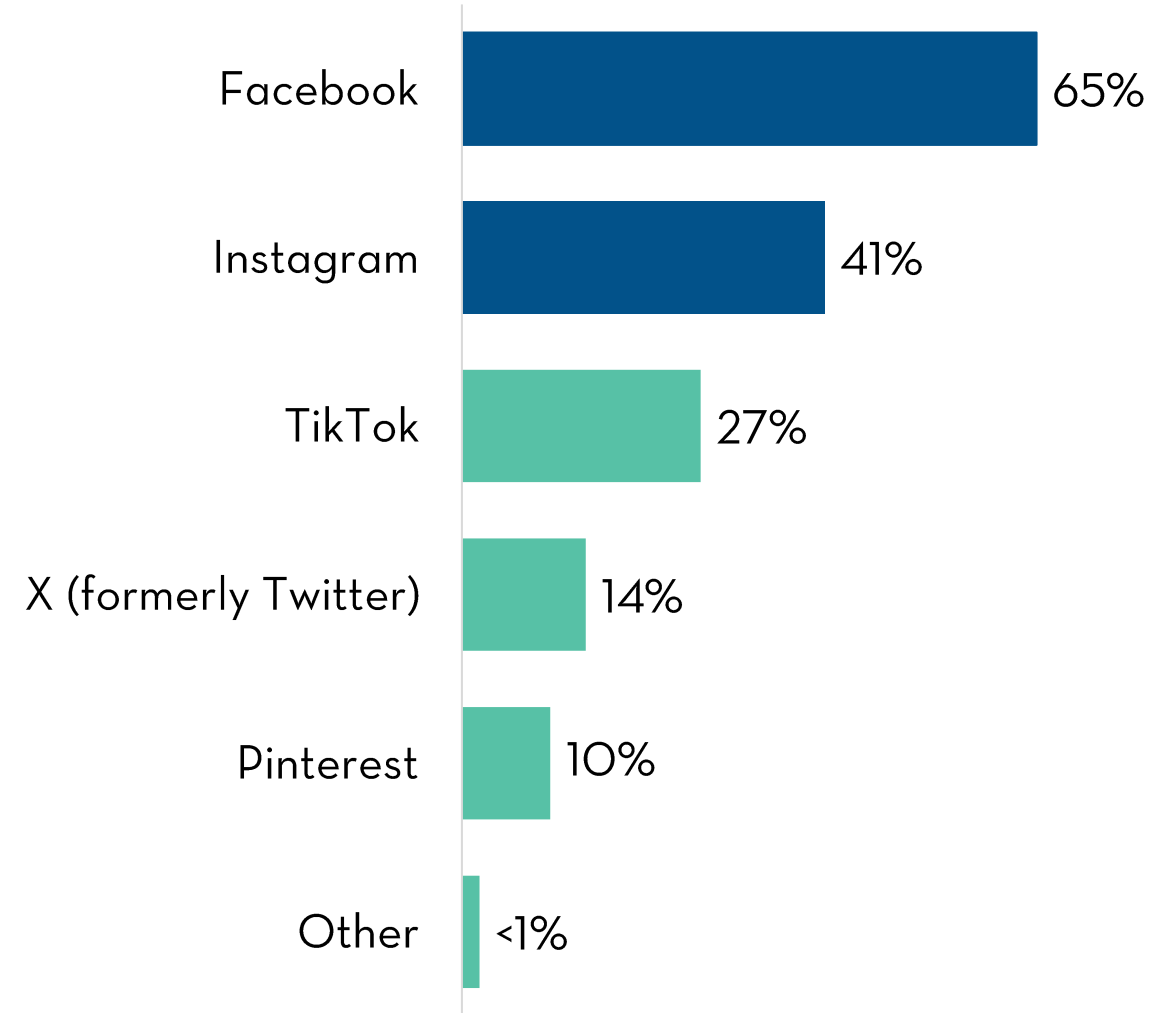


<sup>1</sup> Only asked to those visiting for a special event, sporting event, or vacation/leisure.  
<sup>2</sup> Multiple responses permitted.

# SOCIAL MEDIA PLANNING SOURCES<sup>1,2</sup>

## Which social media platform?

- Of the **16%** of paid visitors who used **Daytona Beach's social media** to help plan their trip, nearly **2 in 3** used information from **Daytona Beach's Facebook page** to plan their trip or during their stay
- Over **2 in 5** paid visitors used **Daytona Beach's Instagram** to plan their trip

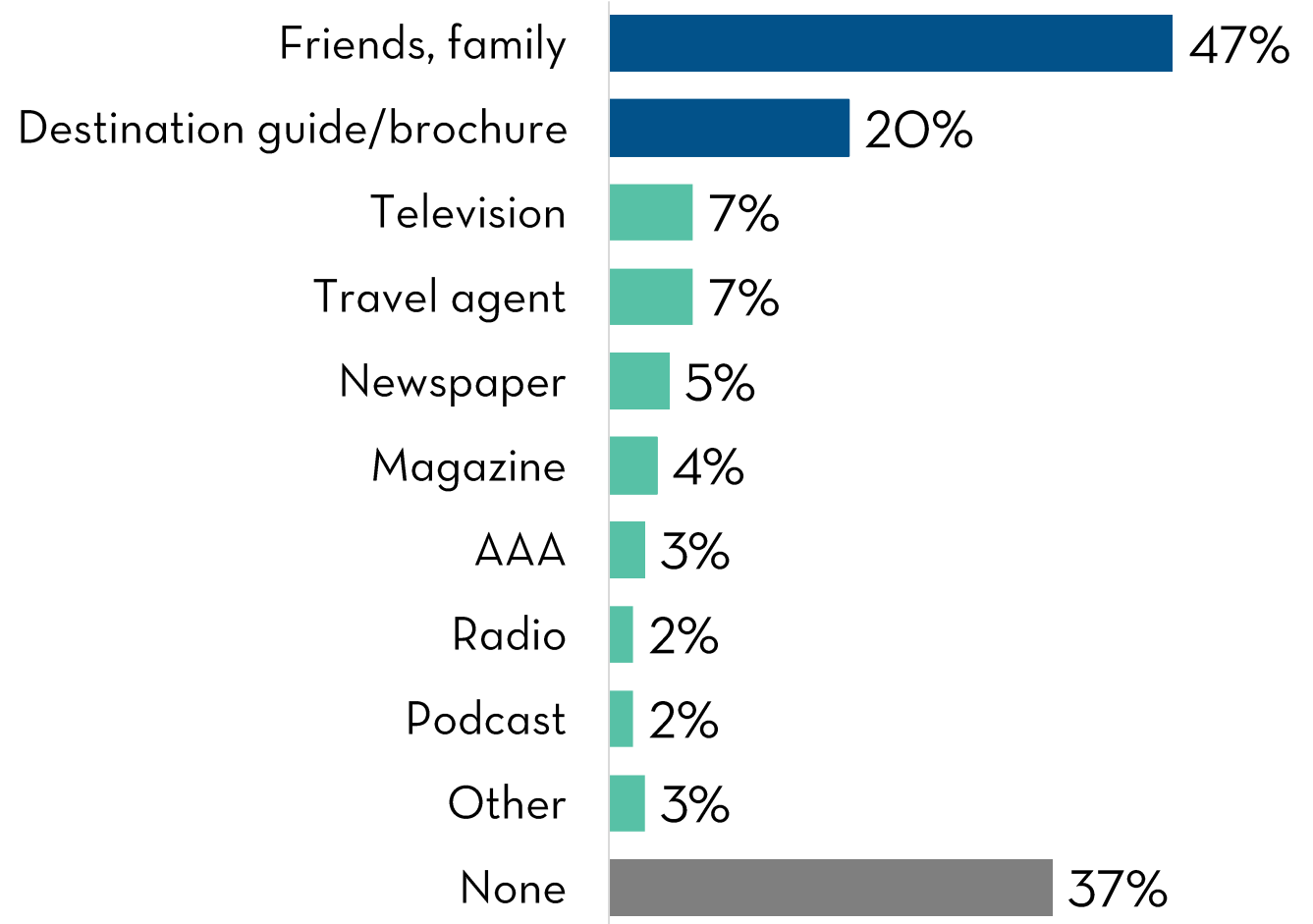


<sup>1</sup> Only asked to those who used Daytona Beach's social media to plan their trip or during their stay.  
<sup>2</sup> Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES<sup>1,2</sup>

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

- At **47%**, the top offline trip planning source was recommendations from **friends or family**
- **1 in 5** paid visitors used **a destination guide or brochure** for trip planning
- **37%** of paid visitors did not use any offline resources to help them plan their trip

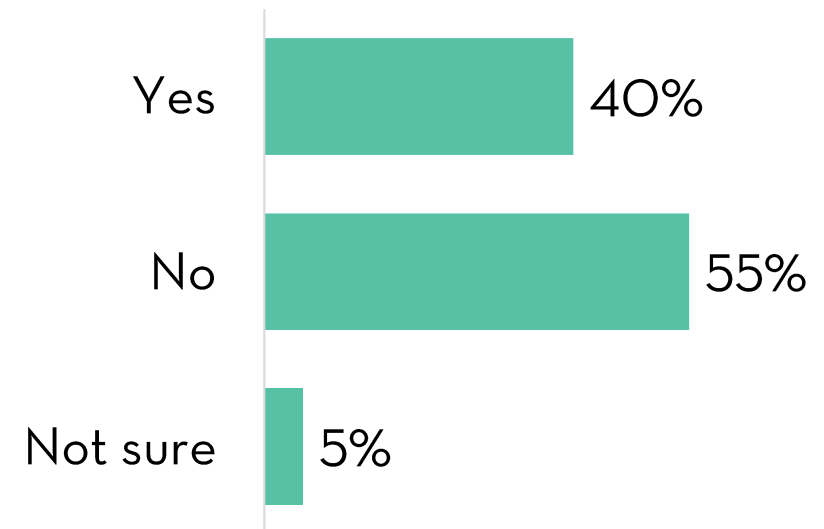


<sup>1</sup> Only asked to those visiting for a special event, sporting event, or vacation/leisure.  
<sup>2</sup> Multiple responses permitted.

# ADVERTISING AND PROMOTION RECALL<sup>1</sup>

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

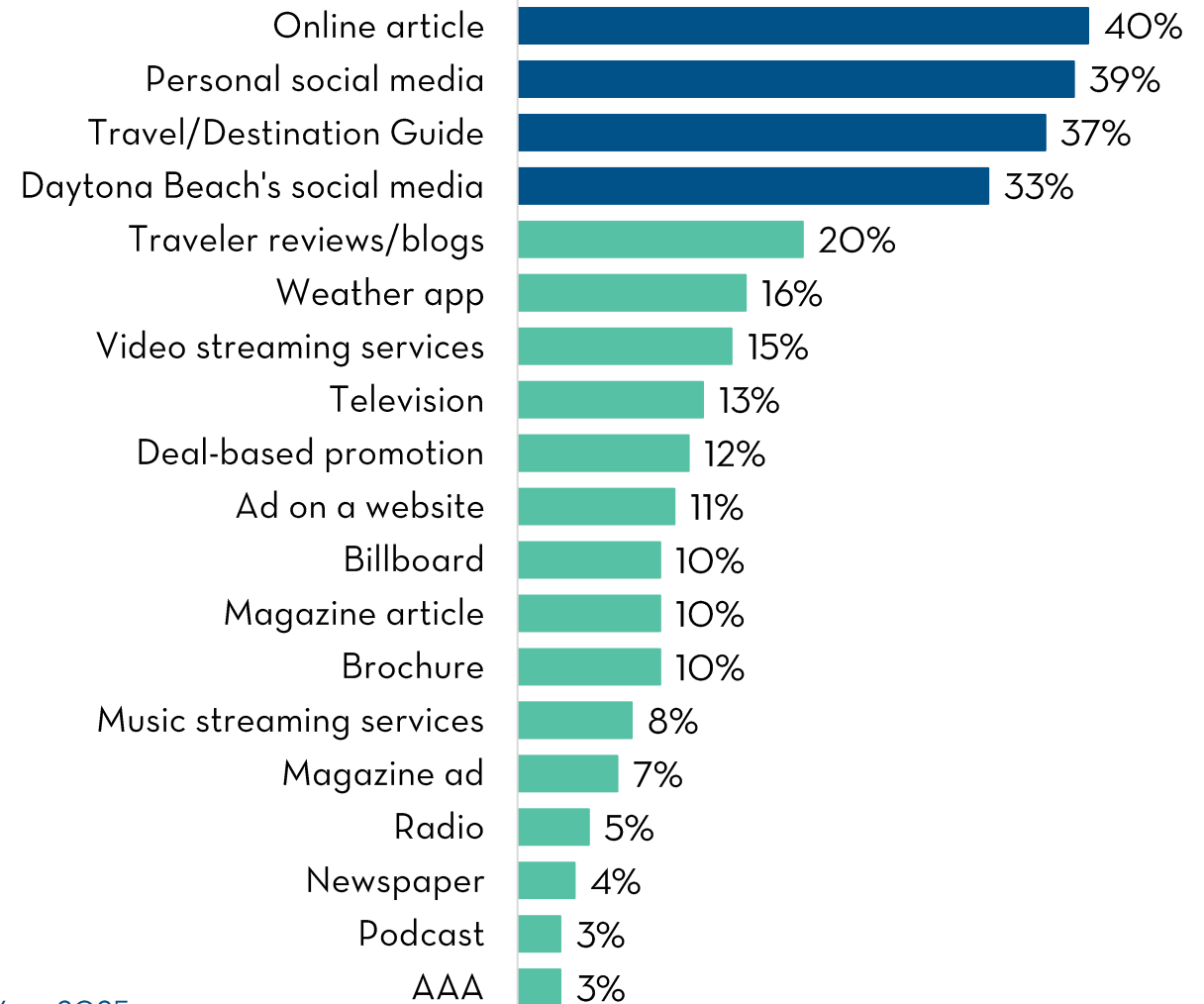
- **40%** of paid visitors recalled exposure to advertising, promotions, or travel stories about the Daytona Beach Area



# ADVERTISING AND PROMOTION SOURCES<sup>1,2</sup>

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

- Of the **40%** of paid visitors who recalled noticing advertising, promotions, or travel stories, roughly **2 in 5** recalled them in an **online article**, on **personal social media**, or in a **travel/destination guide**
- Another **1 in 3** saw the information on a **Daytona Beach's social media**
- **13 different advertising/promotion sources** were recalled by **at least 1 in 10 of these visitors (at least 4% of ALL paid visitors)**



<sup>1</sup>Only asked to those visiting for a special event, sporting event, or vacation/leisure.

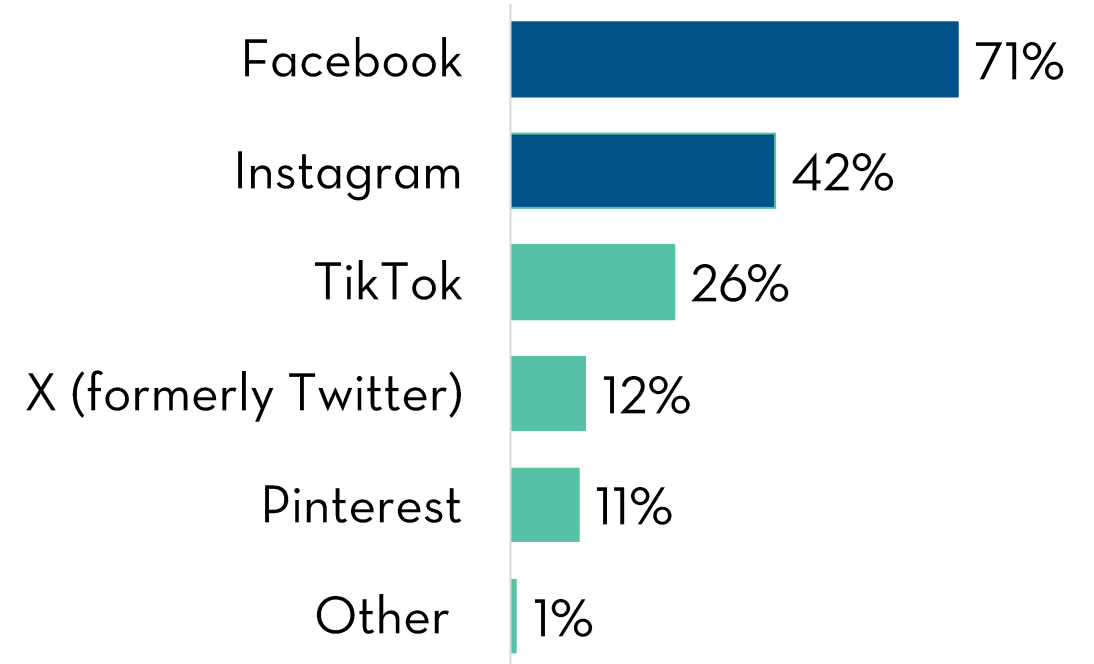
<sup>2</sup>Multiple responses permitted.

Calendar Year 2025

# AD RECALL ON DAYTONA BEACH'S SOCIAL MEDIA<sup>1,2</sup>

## Which social media platform?

- Of the **13%** of all paid visitors who recalled seeing advertising, promotions, or travel stories on Daytona Beach's social media, over **7 in 10** recalled seeing them on Daytona Beach's **Facebook**
- Over **2 in 5** recalled seeing them on Daytona Beach's **Instagram**



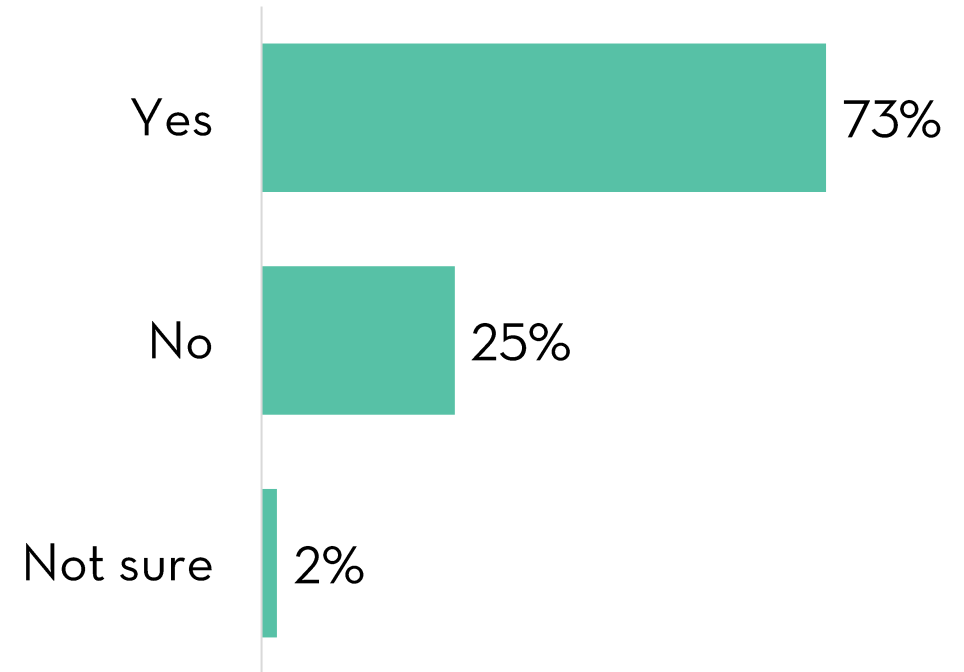
<sup>1</sup> Only asked to those visiting for a special event, sporting event, or vacation/leisure who recalled seeing ads on Daytona Beach's social media.

<sup>2</sup> Multiple responses permitted.

# ADVERTISING INFLUENCE ON VISITATION<sup>1</sup>

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

- Of the **40%** of paid visitors who recalled noticing advertising, promotions, or travel stories, **73%** said they were influenced to come to the area by it

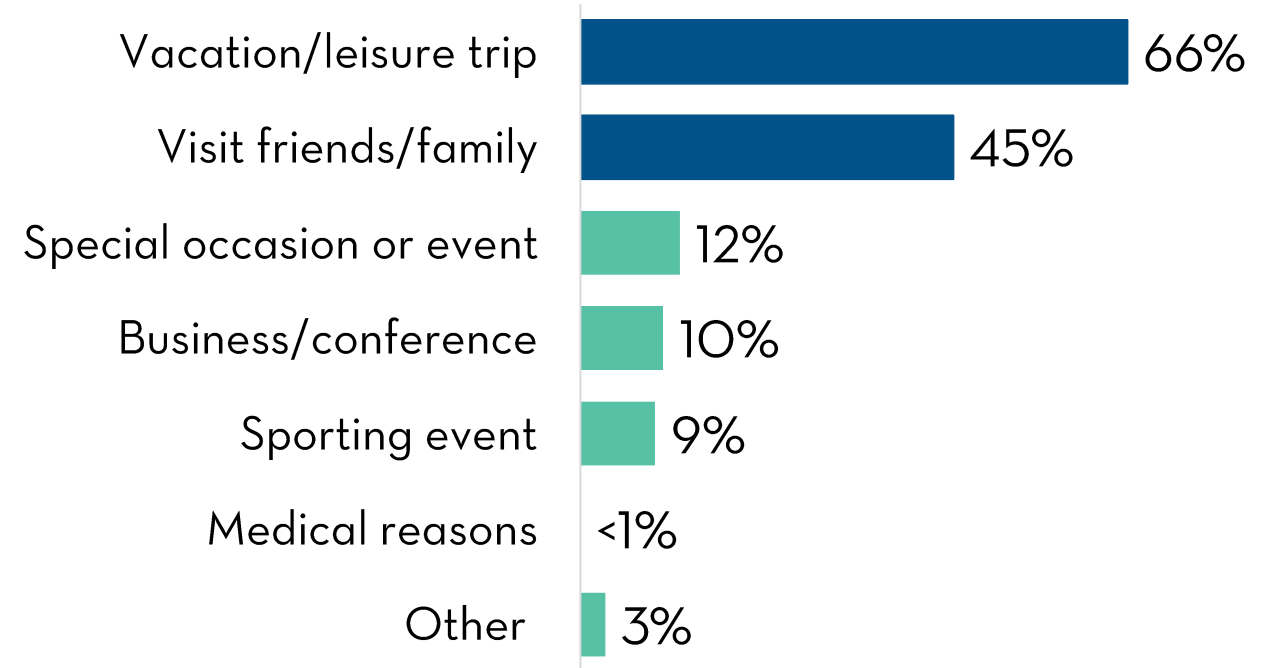


<sup>1</sup> Repeat visitors who were already planning a trip to the area may be less likely to be influenced by ads. Only asked to those who recalled noticing advertising, promotions, or travel stories about the Daytona Beach area.

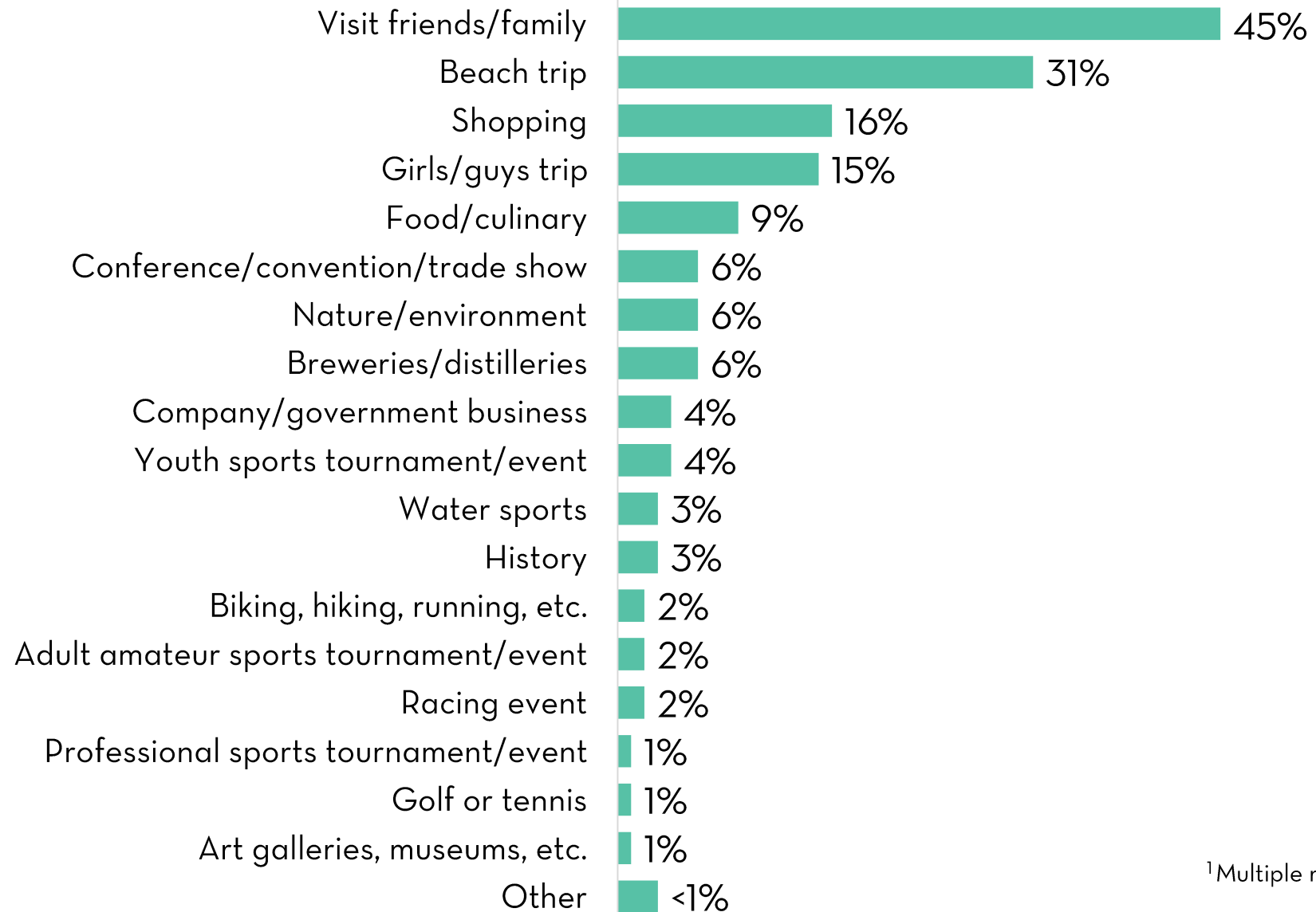
# MAIN REASONS FOR COMING TO DAYTONA BEACH<sup>1</sup>

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

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



# DETAILED TYPES OF TRIPS<sup>1</sup>

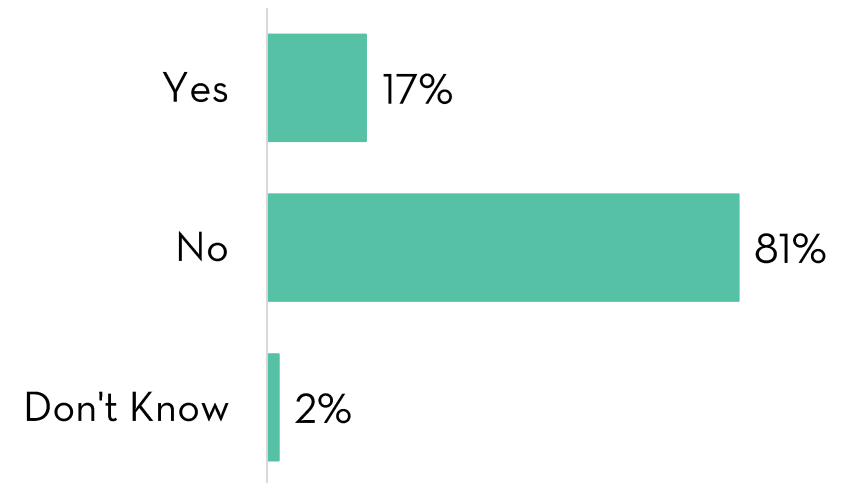


<sup>1</sup>Multiple responses permitted.

# CONSIDERING OTHER DESTINATIONS?<sup>1</sup>

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

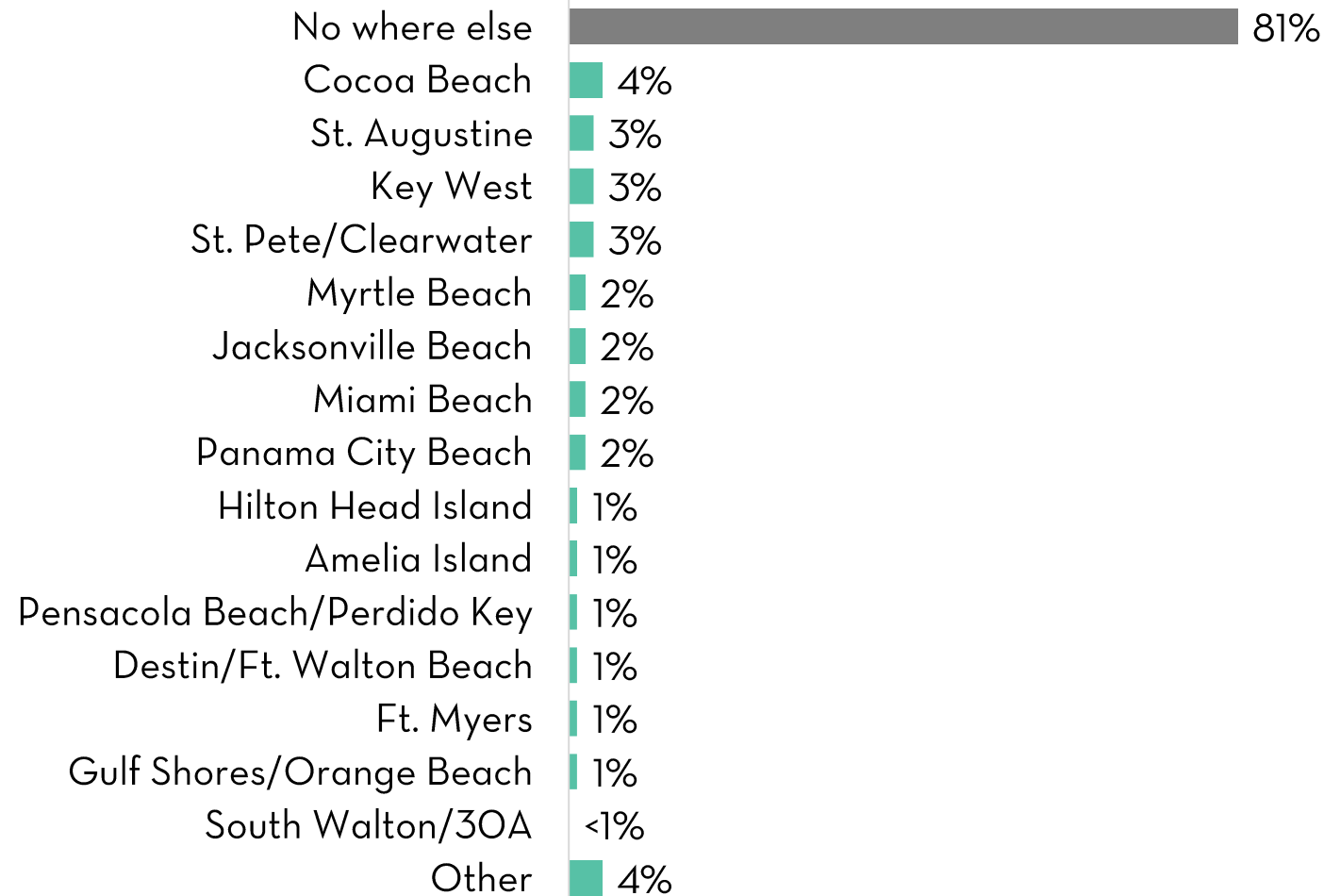
- Over **4 in 5** paid leisure visitors **did not consider other destinations** before choosing the Daytona Beach area



# OTHER DESTINATIONS CONSIDERED<sup>1,2</sup>

## Which other destinations did you consider?

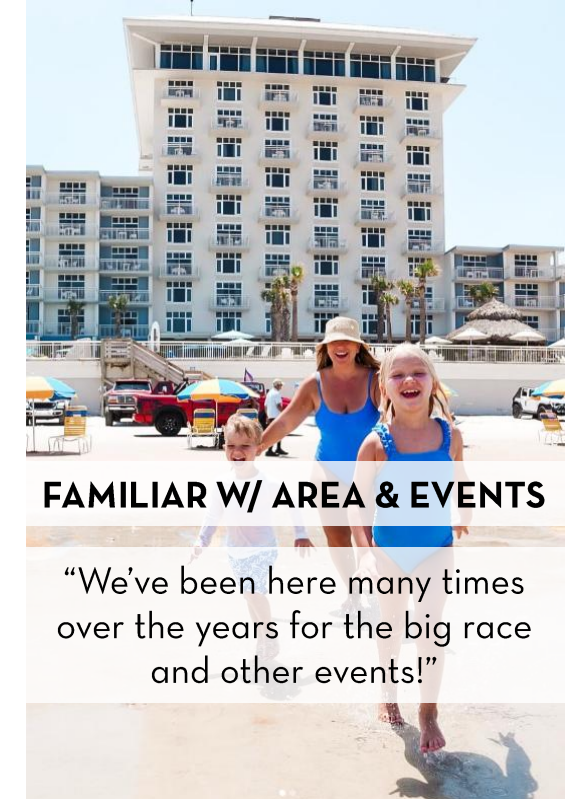
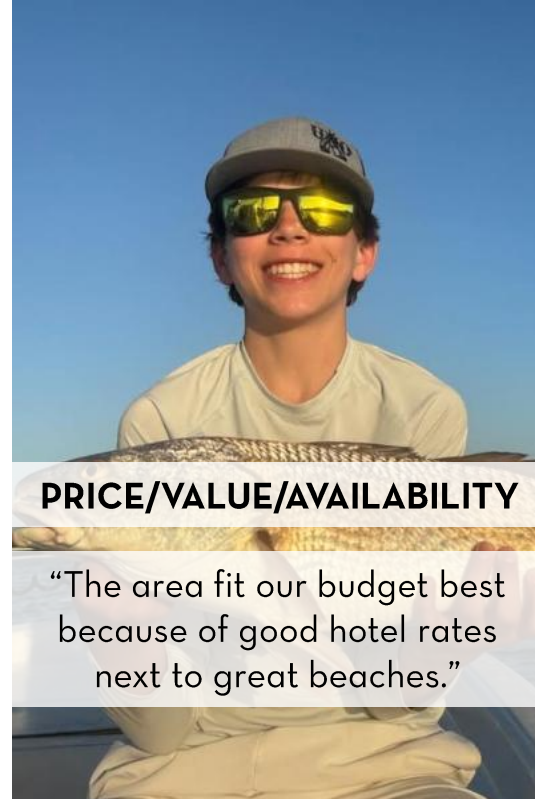
- Of the **17%** of paid visitors who considered other destinations, the top eight were **Cocoa Beach, St. Augustine, Key West, St. Pete/Clearwater, Jacksonville Beach, Miami Beach, Panama City Beach, and Myrtle Beach**



<sup>1</sup>Only asked to those who considered other destinations.  
<sup>2</sup>Multiple responses permitted.

# TOP REASONS FOR CHOOSING DAYTONA BEACH

Why did you choose Daytona Beach over the other destinations you considered?<sup>1</sup>

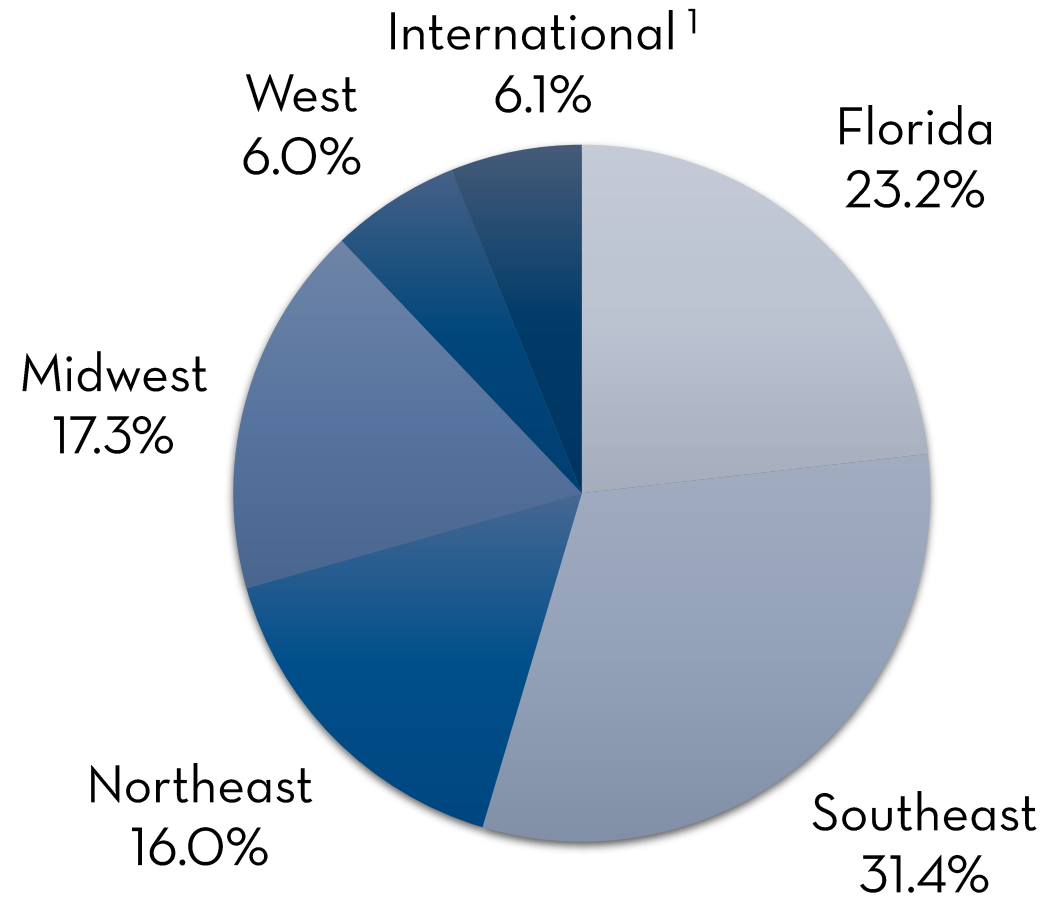


<sup>1</sup> Open-ended responses

# TRIP PLANNING CYCLE: TRAVELER PROFILE



# REGION OF ORIGIN



<sup>1</sup> International countries include Canada 2.8%, United Kingdom 1.4%, Germany 0.5%, Brazil, 0.4%, and Other 1.0%

# TOP ORIGIN STATES

State	Percent
Florida	23.2%
Georgia	8.7%
North Carolina	5.7%
New York	4.9%
Michigan	3.3%
Ohio	3.3%
South Carolina	3.2%
Tennessee	3.2%
Illinois	2.8%
Texas	2.8%
Pennsylvania	2.6%
Virginia	2.4%
Indiana	2.3%
Massachusetts	1.9%
Connecticut	1.8%
New Jersey	1.8%
Wisconsin	1.7%
California	1.7%
Kentucky	1.6%



Calendar Year 2025

# TOP ORIGIN MARKETS<sup>1</sup>

12 out of 15 top origin markets also ranked among the top 25 website traffic markets<sup>2</sup> (January - December 2025), highlighting alignment between online interest and actual visitation - useful for targeting marketing efforts in certain markets

Market	Percent
✓ Orlando-Daytona Beach-Melbourne	7.4%
✓ Atlanta	5.8%
✓ Tampa-St. Petersburg	5.8%
✓ New York City	4.5%
✓ Jacksonville	3.9%
✓ Miami-Ft. Lauderdale	2.7%
✓ Chicago	2.2%
✓ Washington, DC-Hagerstown	2.1%

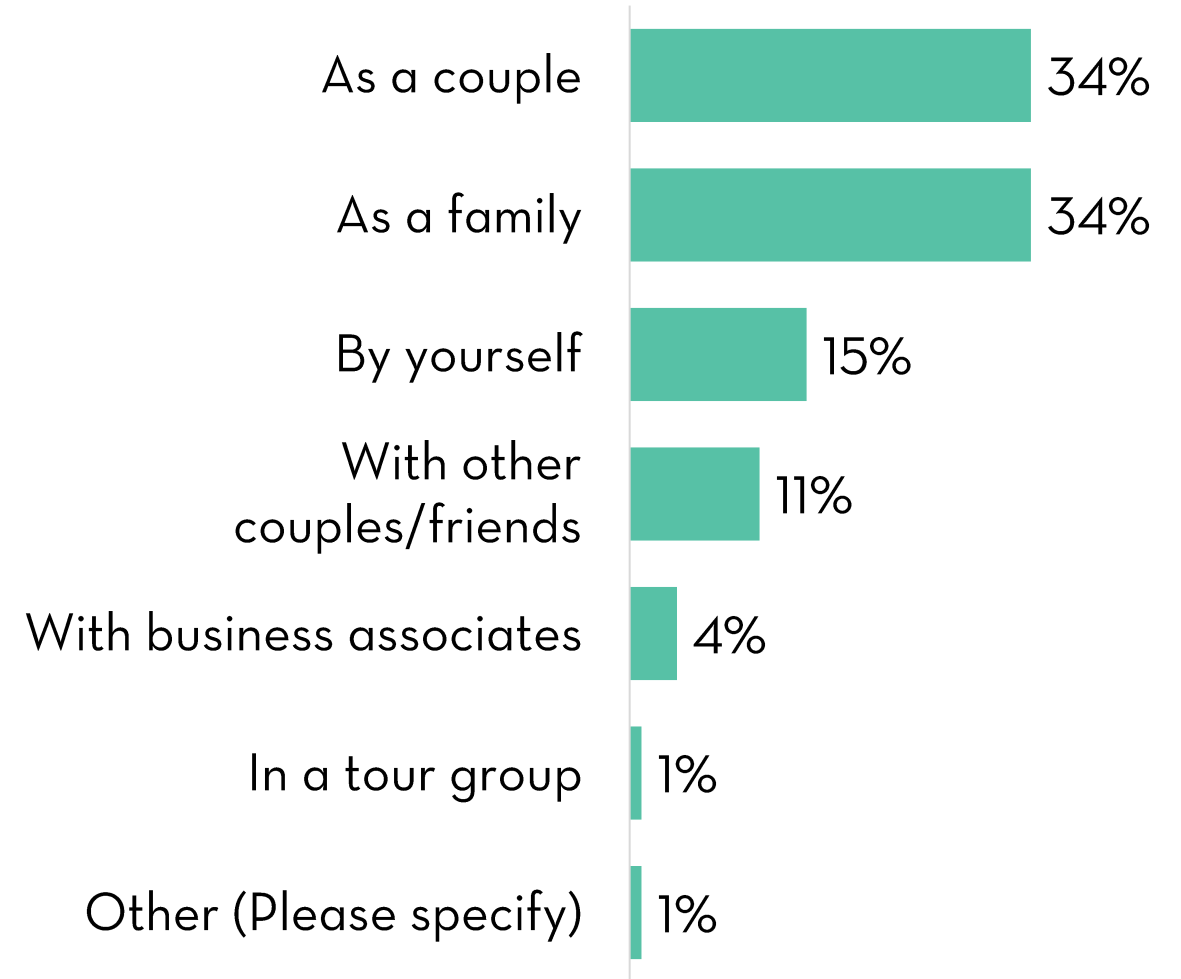
Market	Percent
✓ Dallas-Ft. Worth	2.1%
✓ Detroit	1.8%
✓ Nashville	1.8%
Greensboro-high Point-Winston Salem	1.7%
West Palm Beach-Ft. Pierce	1.6%
✓ Columbus, OH	1.6%
Hartford-New Haven	1.5%



# TRAVEL PARTIES

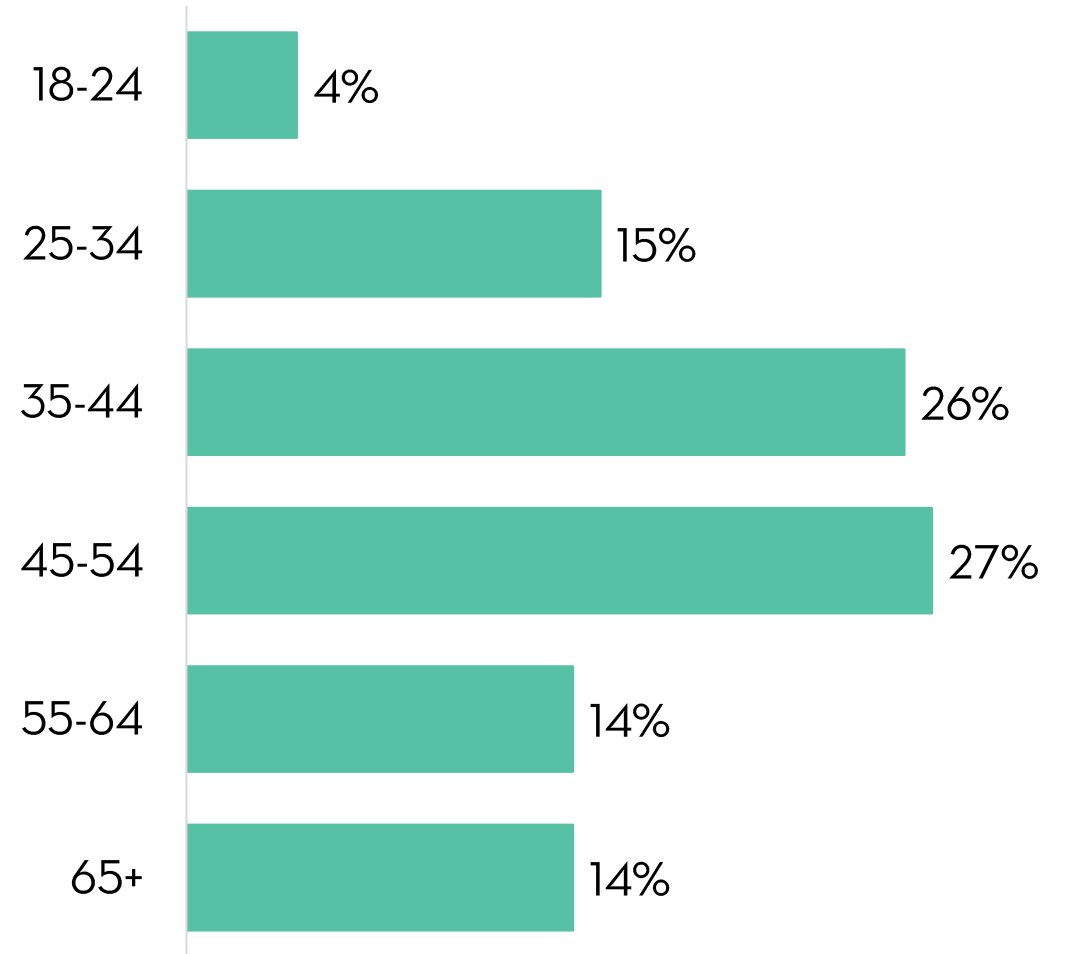
## On this trip, are you traveling:

- Roughly **1 in 3** paid visitors traveled **as a couple or a family**
- Over **1 in 4** 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?

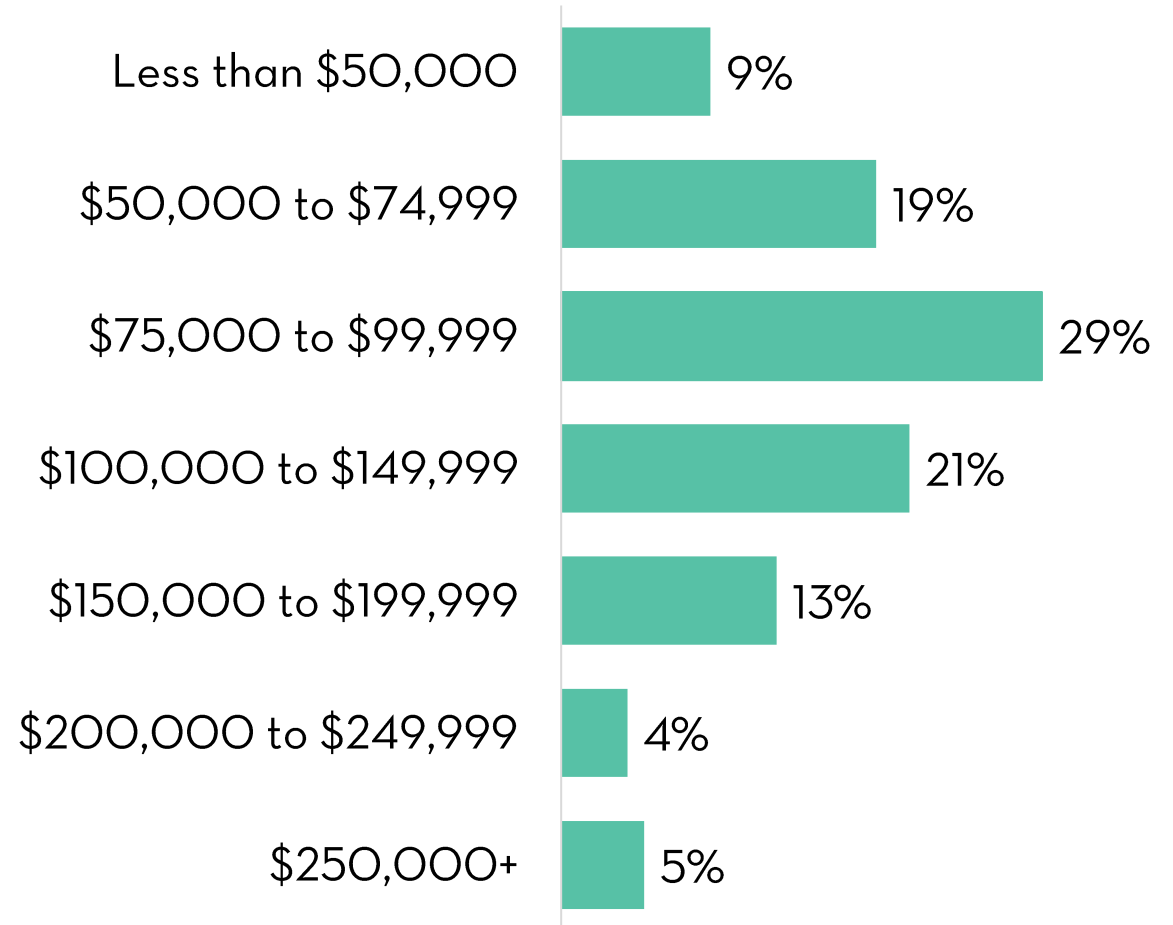
- The median age of paid visitors to Daytona Beach is **46**, with over **half** of paid visitors aged **35 to 54** years old



# HOUSEHOLD INCOME

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

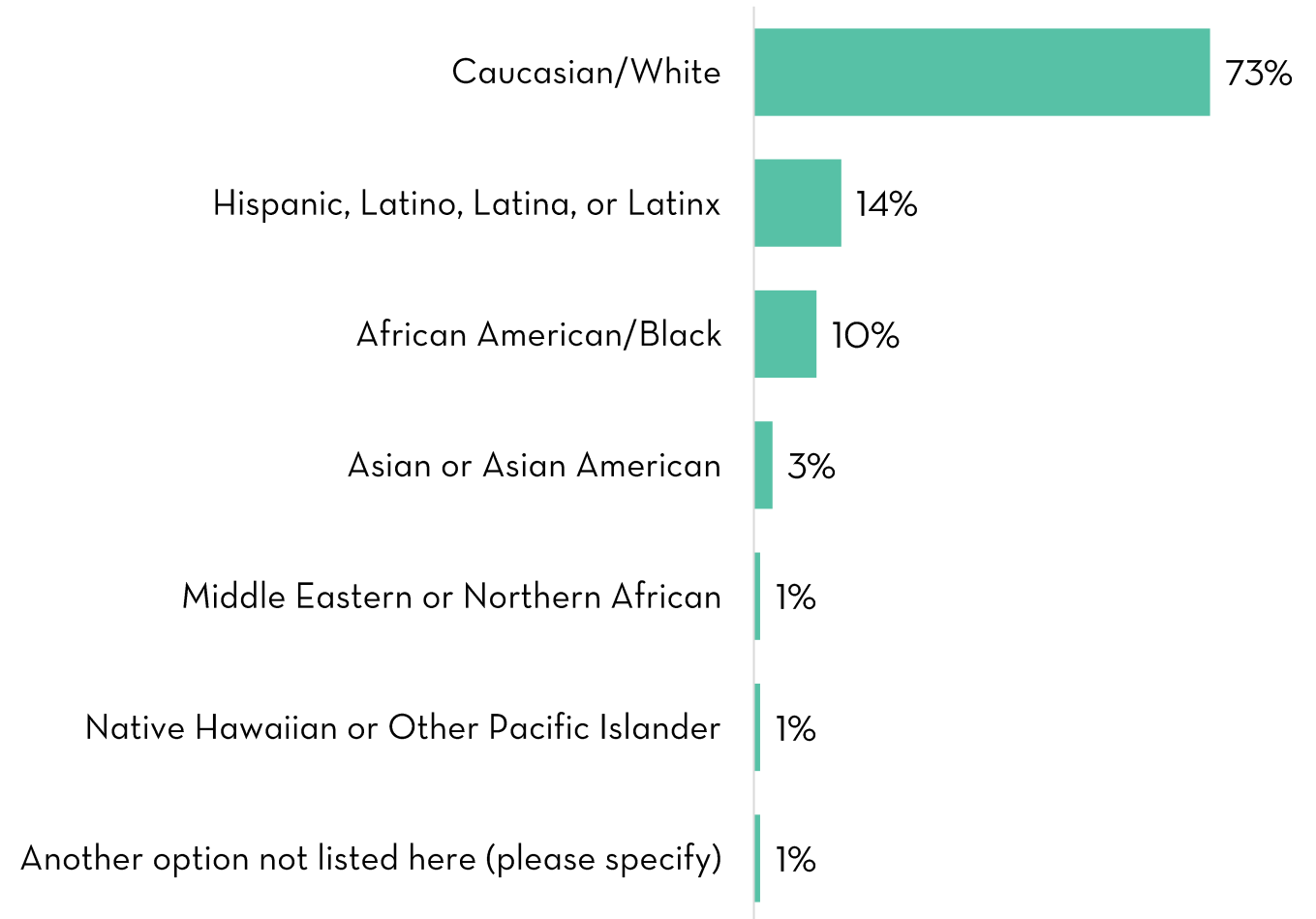
- Paid visitors to Daytona Beach had a median household income of **\$94,000** per year
- **43%** had household incomes over **\$100,000**



# RACE/ETHNICITY<sup>1</sup>

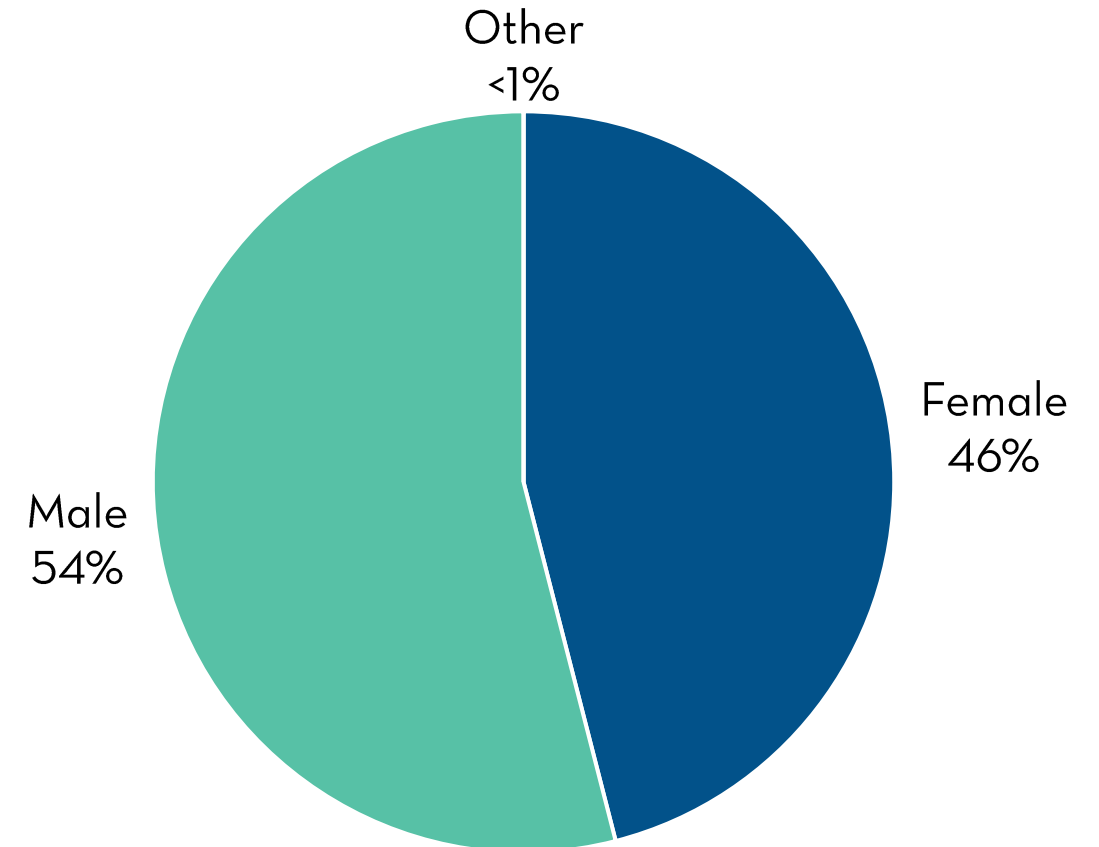
## How do you identify your race/ethnicity?

- The largest ethnicity group among paid visitors is **Caucasian/White (73%)**, followed by **Hispanic (14%)**, and **African American/Black (10%)**



## How do you identify your gender?

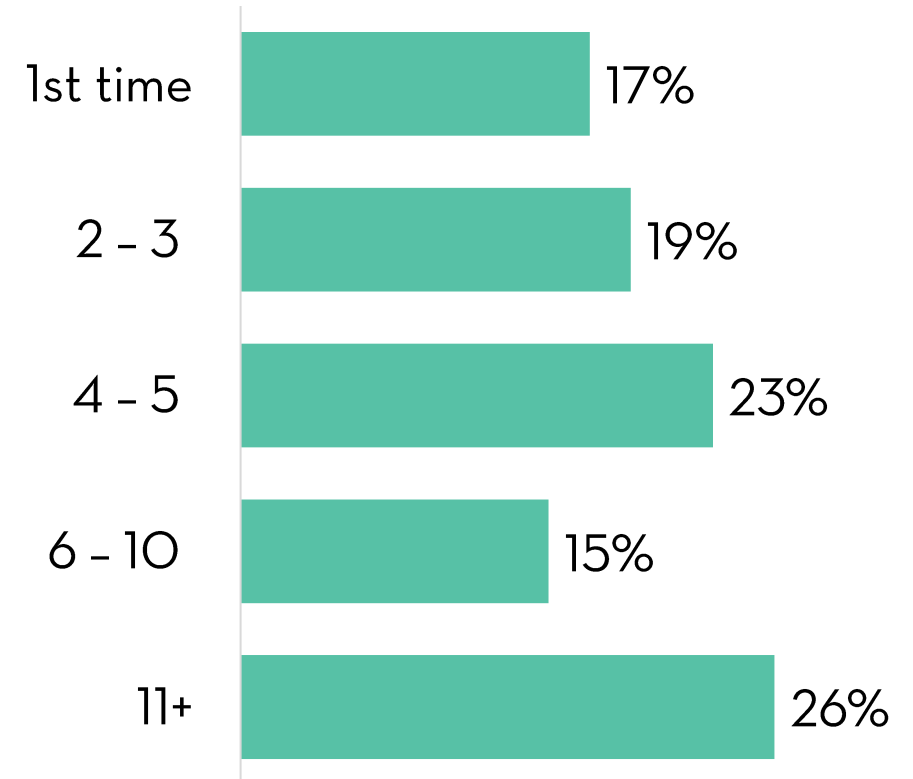
- **54%** of paid visitors who agreed to participate in this survey are **male**



# 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**



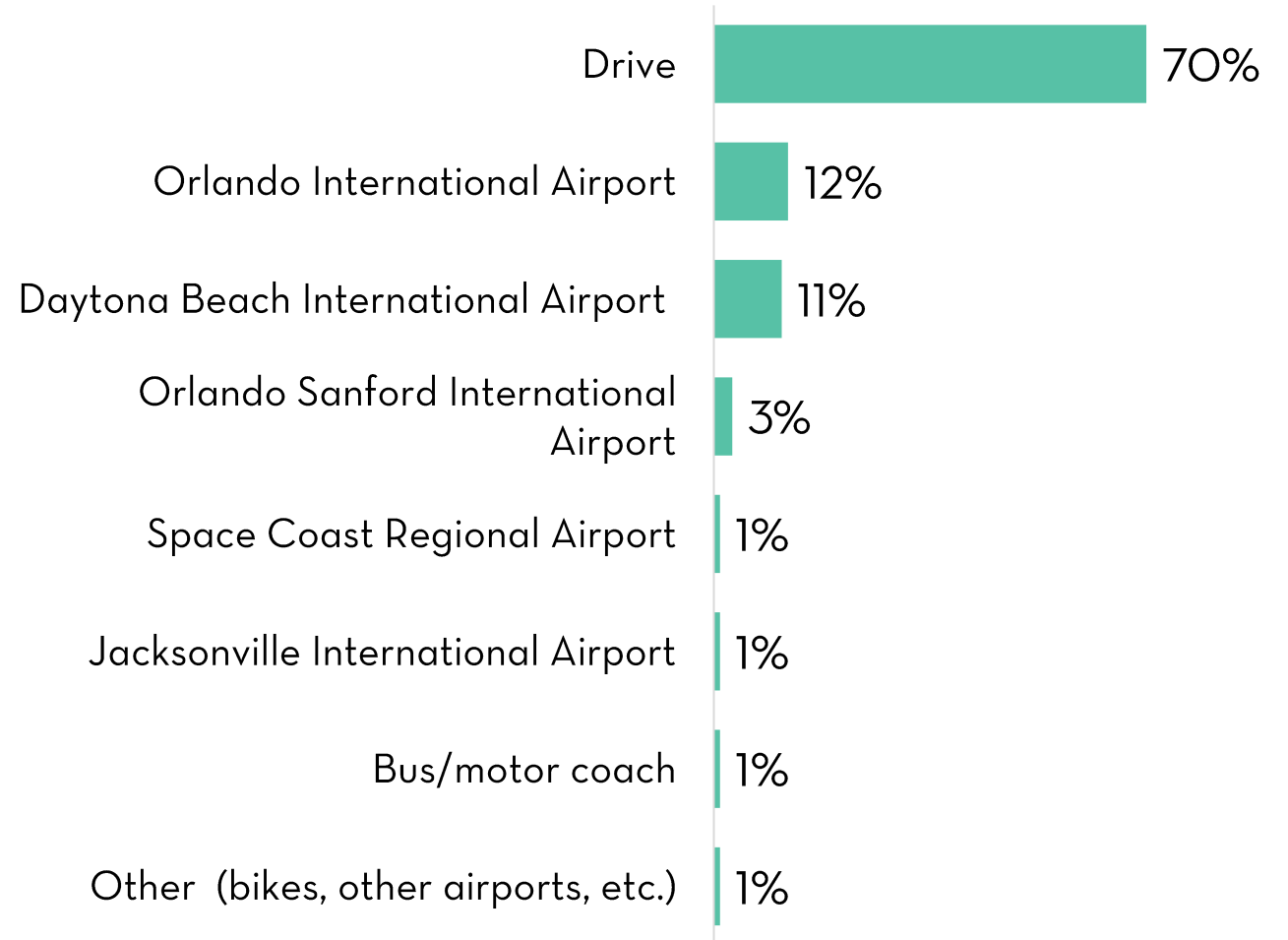
# TRIP PLANNING CYCLE: TRIP EXPERIENCE



# TRANSPORTATION<sup>1</sup>

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

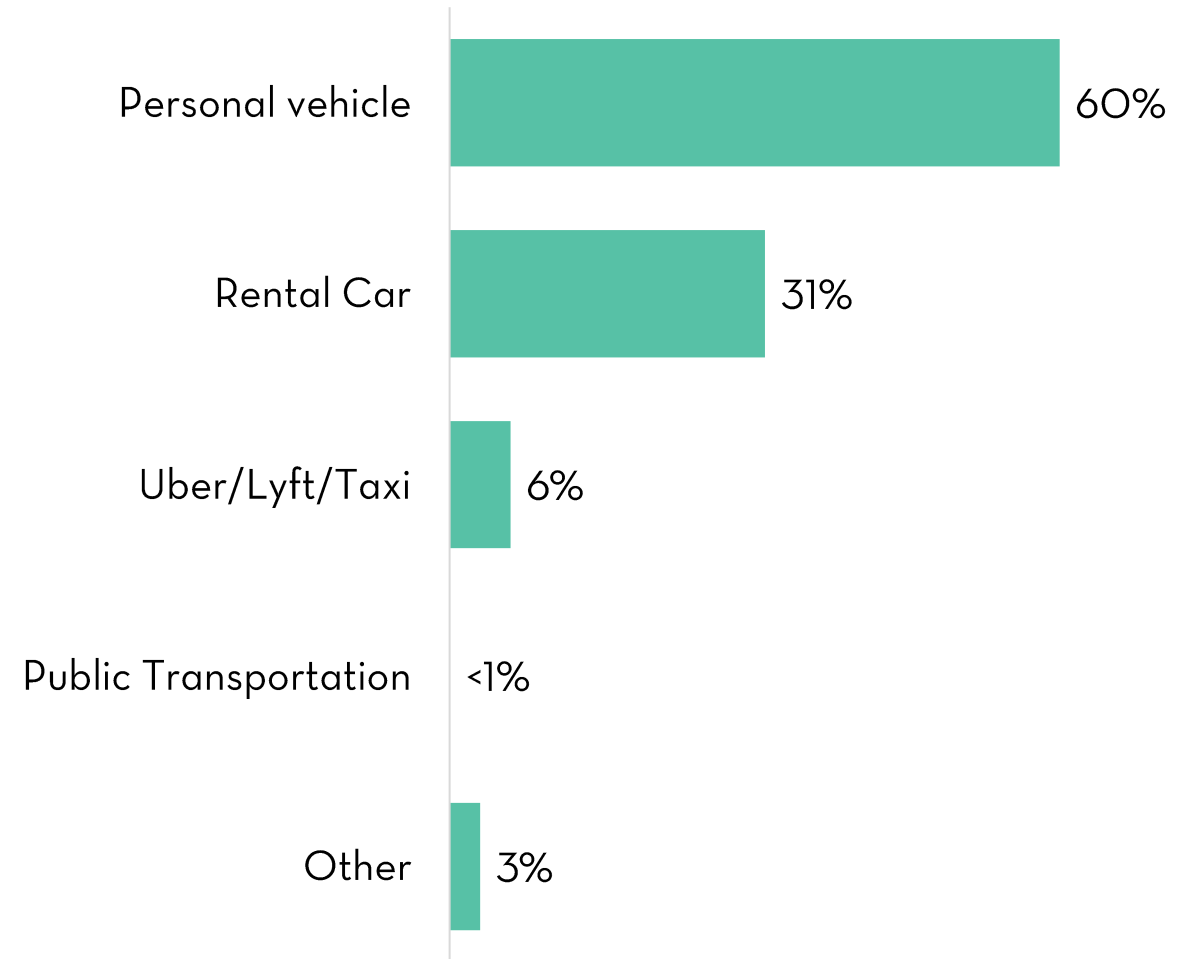
- Daytona Beach is a drive-market for most paid visitors, with **7 in 10** choosing to travel by car
- **12%** of paid visitors flew into the Orlando International Airport and **11%** flew into the Daytona Beach International Airport



# TYPE OF TRANSPORTATION WHILE IN THE AREA

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

- **3 in 5** paid visitors drove a personal vehicle<sup>1</sup> while in the area
- Nearly **1 in 3** used a rental car

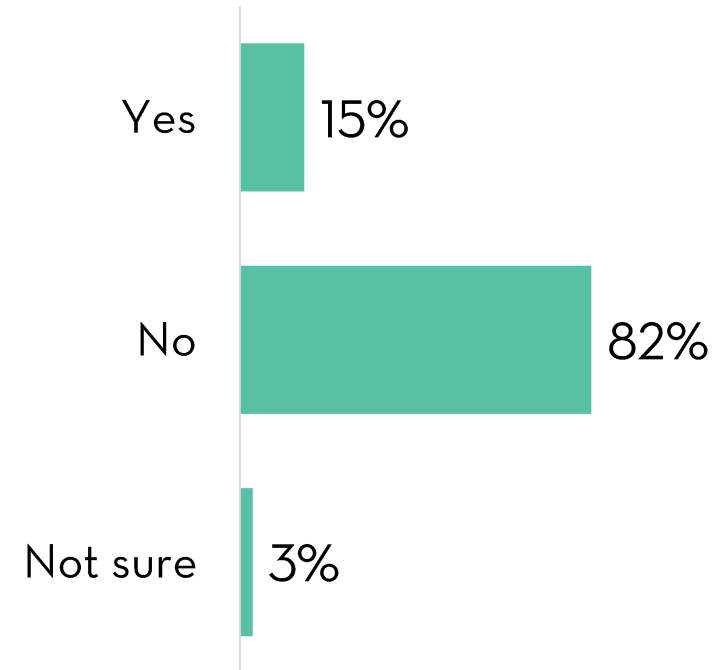


<sup>1</sup>This includes those who used a friend's or family member's car.

# MULTI-DESTINATION TRIPS<sup>1</sup>

## Was the Daytona Beach area part of multiple destination trip?

- **15%** of paid visitors said visiting the Daytona Beach area was a part of a multi-destination trip
- Of the 15% who visited other destinations<sup>2</sup>, the top places were **Orlando, St. Augustine, Jacksonville,** and **Miami**



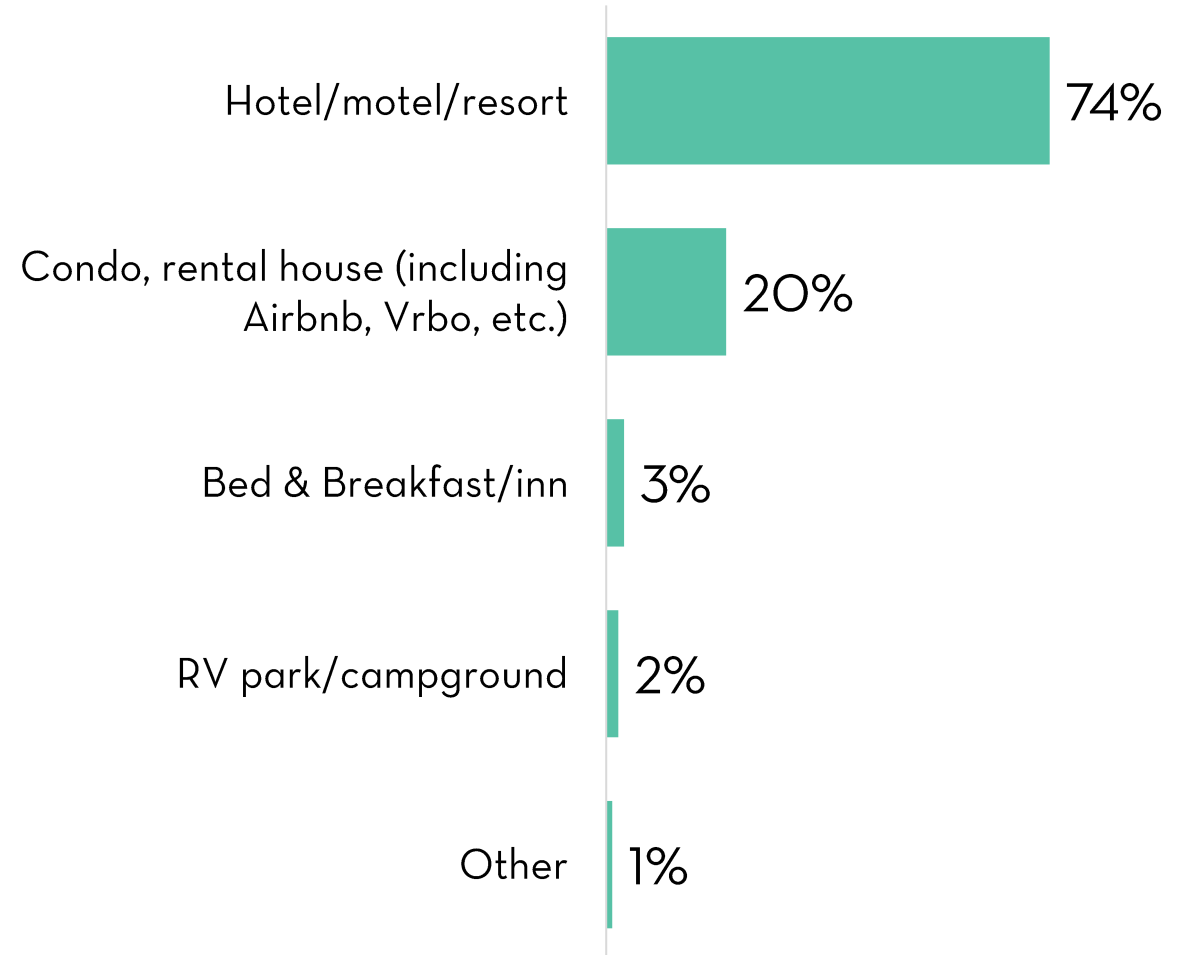
<sup>1</sup> Only asked to those visiting for a special event, sporting event, or vacation/leisure.

<sup>2</sup> Which other destinations did you/will you visit on this trip? Open-ended responses

# ACCOMMODATIONS

## In what type of accommodations did you stay?

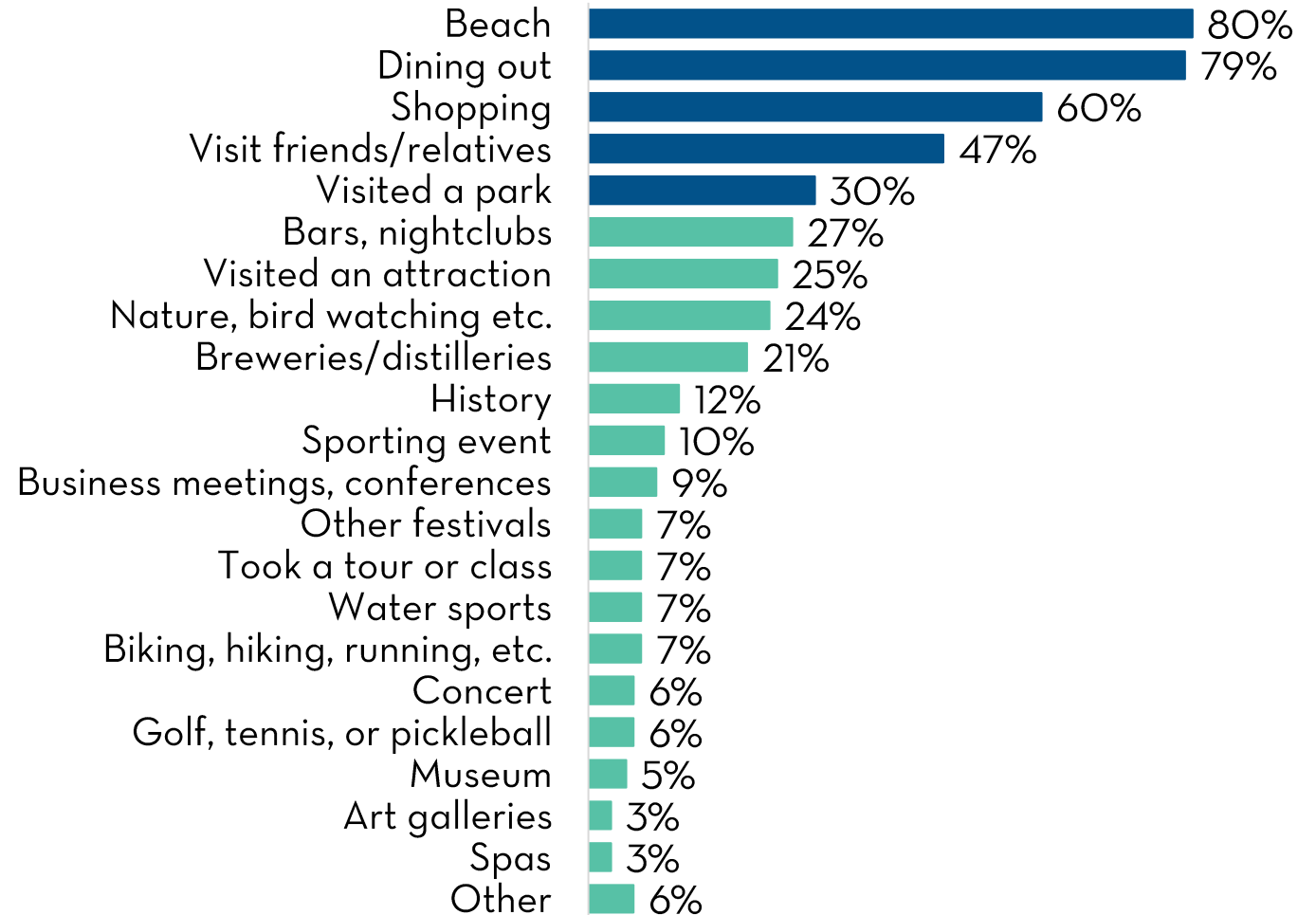
- **74%** of paid visitors stayed in a **hotel, motel,** or **resort** during their trip
  - This group of visitors' typical length of stay is **4.4** nights
- **20%** of paid visitors stayed in a **condo** or **rental house** during their trip
  - Their typical length of stay is **8.1** nights
- **3%** of paid visitors stayed in a **bed & breakfast/inn** during their trip
  - Their typical length of stay is **4.5** nights



# VISITOR ACTIVITIES<sup>1</sup>

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

- **4 in 5** paid visitors went to the **beach** when visiting Daytona Beach
- Nearly **4 in 5** paid visitors **dined out** while in the area
- **3 in 5** paid visitors went **shopping**
- **3 in 10** paid visitors **visited a park**



# DAILY TRAVEL PARTY SPENDING

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

## *Paid Visitors*

---

<i>Accommodations</i>	\$164
<i>Restaurants</i>	\$92
<i>Groceries</i>	\$24
<i>Shopping</i>	\$100
<i>Activities &amp; attractions</i>	\$73
<i>Transportation</i>	\$47
<i>Other</i>	\$19
<b><i>Daily Spending</i></b>	<b>\$519</b>

---

# TOTAL TRAVEL PARTY SPENDING

## *Paid Visitors*

---

<i>Accommodations</i>	\$856
<i>Restaurants</i>	\$480
<i>Groceries</i>	\$125
<i>Shopping</i>	\$522
<i>Activities &amp; attractions</i>	\$381
<i>Transportation</i>	\$245
<i>Other</i>	\$99
<b><i>Trip Spending</i></b>	<b>\$2,708</b>

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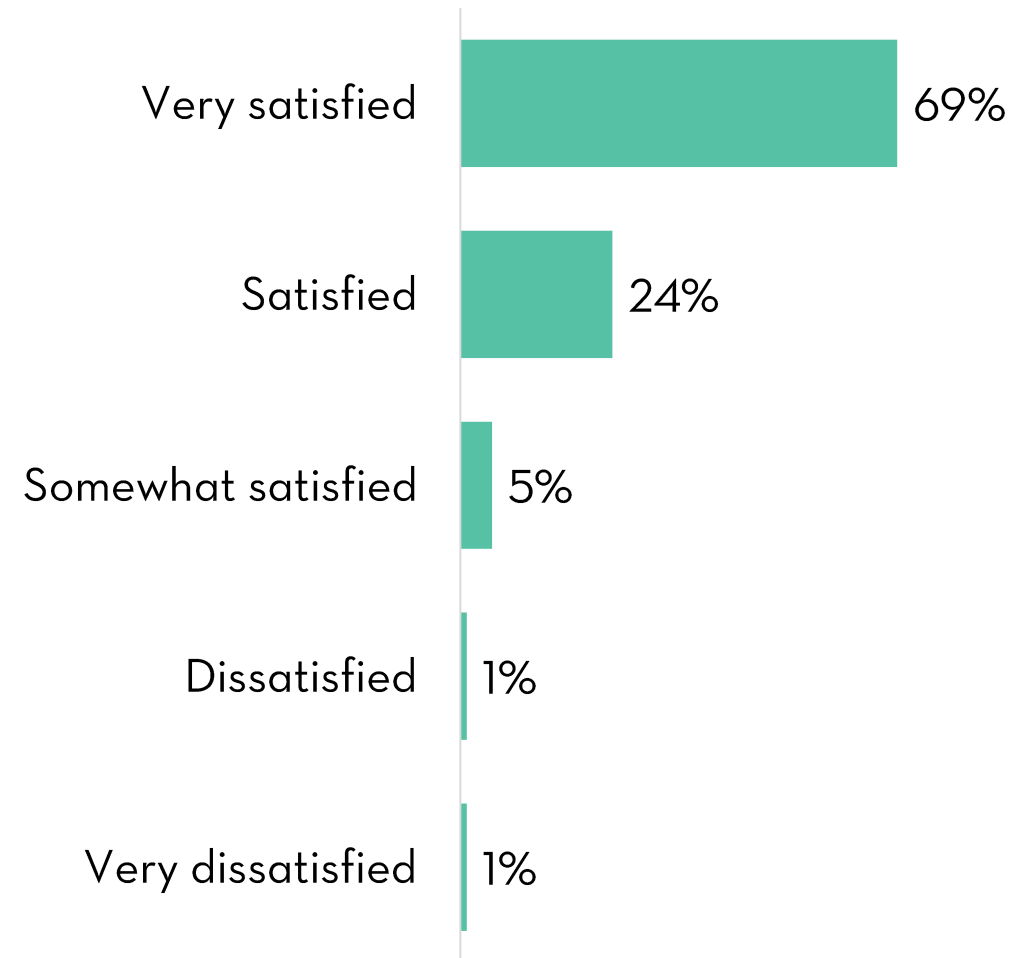
# TRIP PLANNING CYCLE: POST TRIP EVALUATION



# VISITOR SATISFACTION

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

- **93%** of paid visitors were **very satisfied** or **satisfied** with their trip to Daytona Beach
- **69%** were **very satisfied** with their trip to Daytona Beach



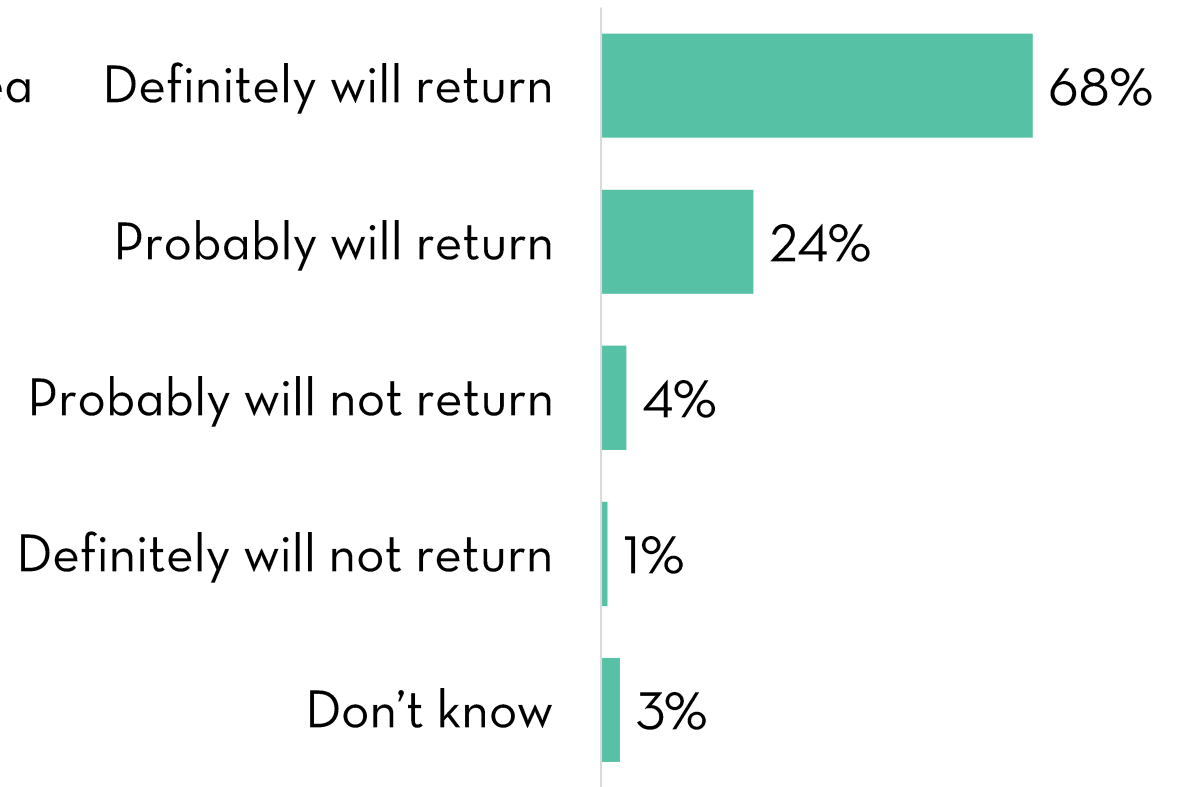
# LIKELIHOOD OF RETURNING

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

- Over **9 in 10** paid visitors **will definitely or probably return** to the Daytona Beach area

- **3% are uncertain about returning<sup>1</sup>**, the reasons listed most often are:

- Too expensive
- Not enough to do at night
- Prefer variety in vacation spots
- Parking was a problem
- Traffic was a problem
- Too crowded
- Not enough to do during the day

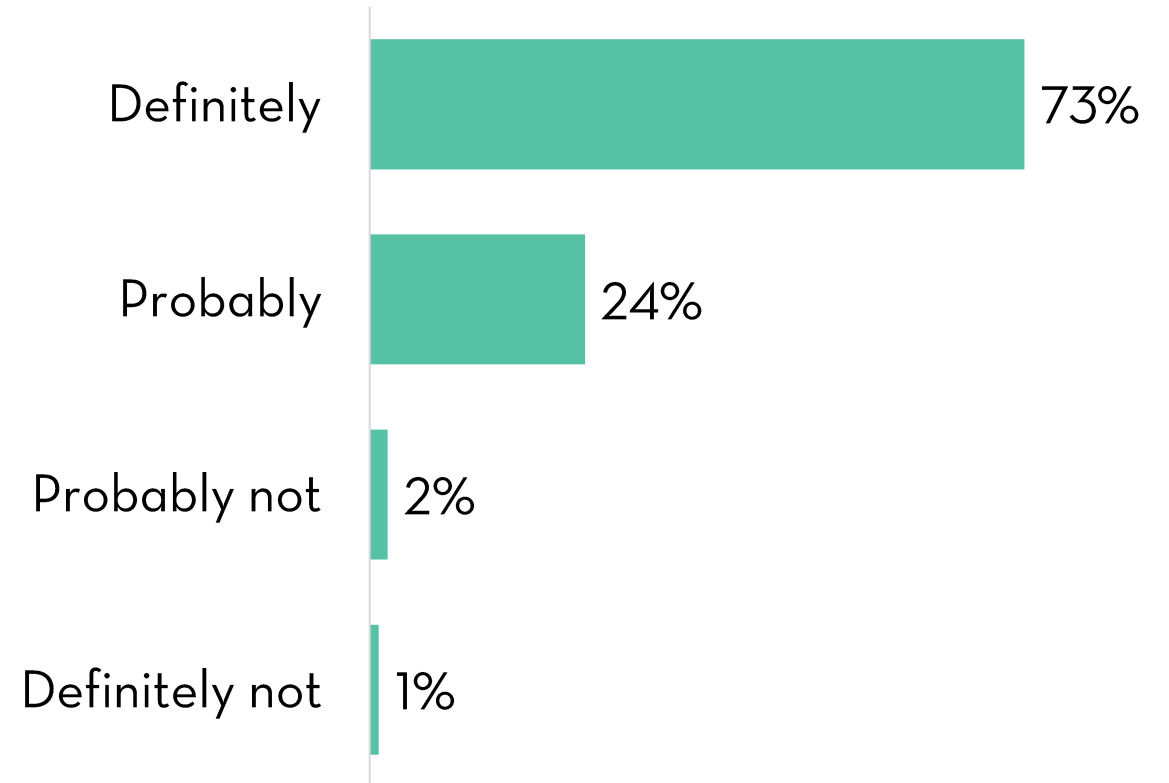


<sup>1</sup> Multiple responses permitted.

# RECOMMENDING TO FRIENDS/FAMILY

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

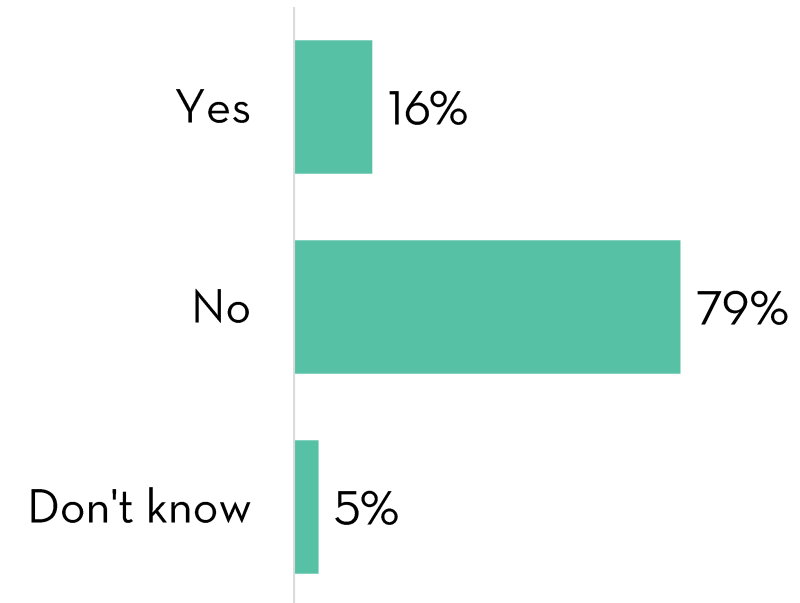
- Over **7 in 10** paid visitors would **definitely recommend** visiting Daytona Beach
- Nearly **1 in 4** would **probably recommend** visiting Daytona Beach



# NEGATIVE PERCEPTIONS AND REASONS

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

- Over **3 in 4** 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<sup>1</sup> were **too many unhoused people, party town perception, traffic, construction, or feeling unsafe**



# DAYTONA BEACH

## Visitor Profile and Economic Impact Report Calendar Year 2025

