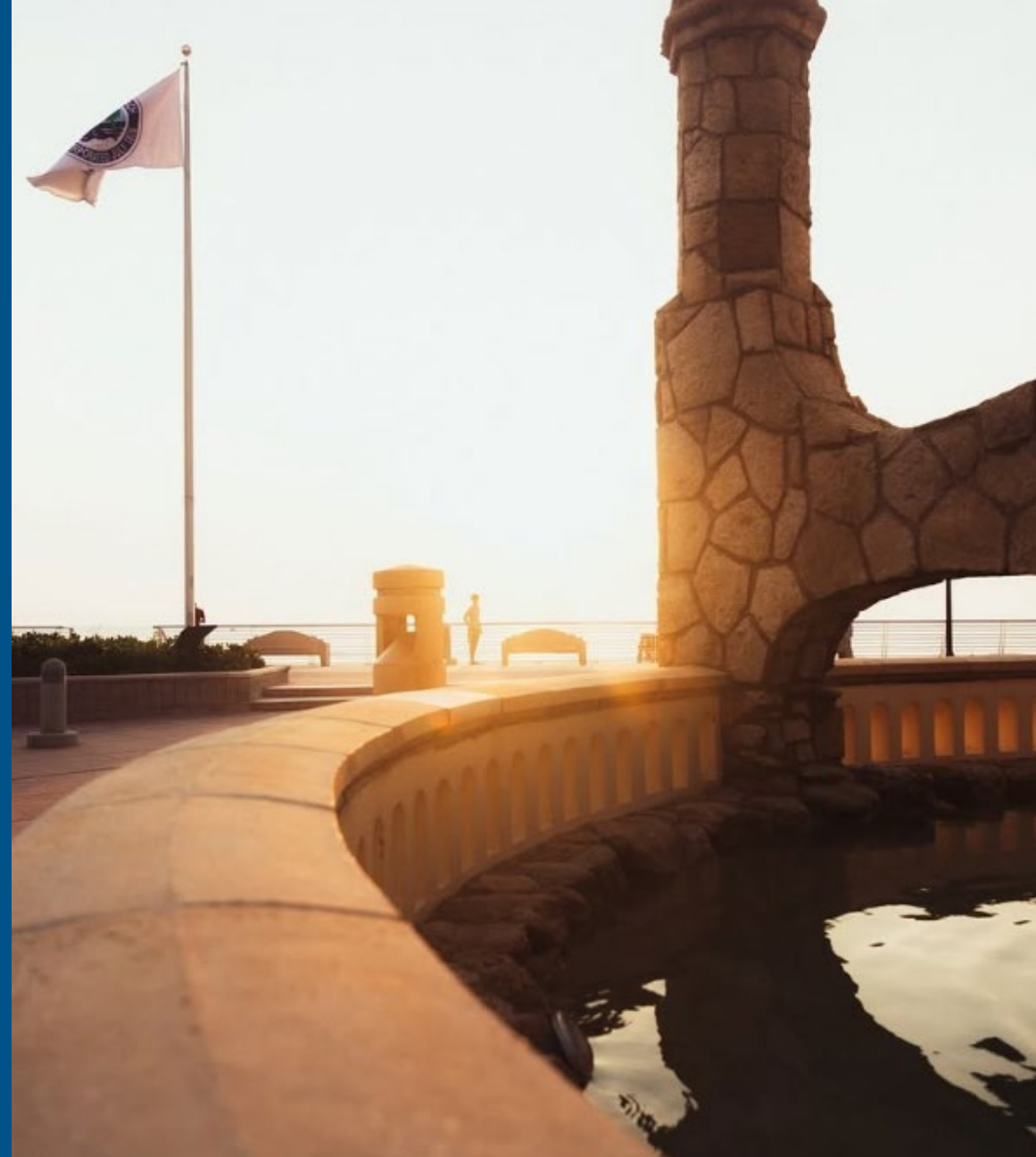


DAYTONA BEACH

Visitor Profile and Economic Impact Report

October - December 2024



METHODOLOGY



Data Collection:

From October 1, 2024, to December 31, 2024, **634** 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.

- **400** 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 634 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*

- The median trip planning cycle was **54** days, with bookings made **32** days before the trip.
- Families with kids comprised **19%** of paid visitors from October to December, compared to 29% in the previous quarter.
- Median income of visitors this quarter is **\$80,400**, higher than that of last quarter (\$69,400).
- **37%** of paid leisure/event visitors recalled seeing area advertising before their trip, up +7% points from last quarter.

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.



779,600

TOTAL
VISITORS**



691,500

ROOM
NIGHTS



\$516,948,800

DIRECT
SPENDING***



48.2%

OCCUPANCY

*Sources: Smith Travel Research, Zartico, and DSG Visitor Tracking Study

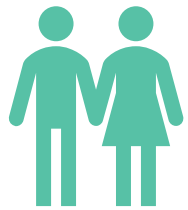
**Includes visitors staying in paid accommodations, staying with friends/relatives, and day trippers.

***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.)

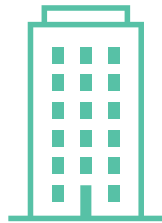
Economic impact figures reflect all visitor types, including those staying in paid and unpaid accommodations, as well as day trippers. These figures are specific to the Halifax area, and do NOT include all of Volusia County.

HOTELS*



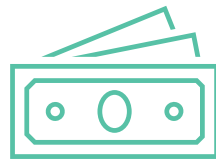
55.3%

OCCUPANCY



\$124.98

AVERAGE DAILY RATE



\$69.19

REVENUE PER AVAILABLE ROOM

VACATION RENTALS**



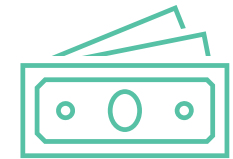
21.3%

OCCUPANCY



\$194.36

AVERAGE DAILY RATE



\$41.41

REVENUE PER AVAILABLE ROOM

PAID VISITOR PROFILE



\$374

DAILY TRAVEL PARTY SPEND

44

MEDIAN AGE

\$80,400

MEDIAN HOUSEHOLD INCOME

3.1

HOTEL TRAVEL PARTY SIZE

3.1

VACATION RENTALS TRAVEL PARTY SIZE

\$1,829

TOTAL TRAVEL PARTY SPEND

19%

FIRST-TIME VISITOR

19%

TRAVELED WITH CHILDREN

4.0

HOTEL LENGTH OF STAY

7.8

VACATION RENTALS LENGTH OF STAY

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
66%



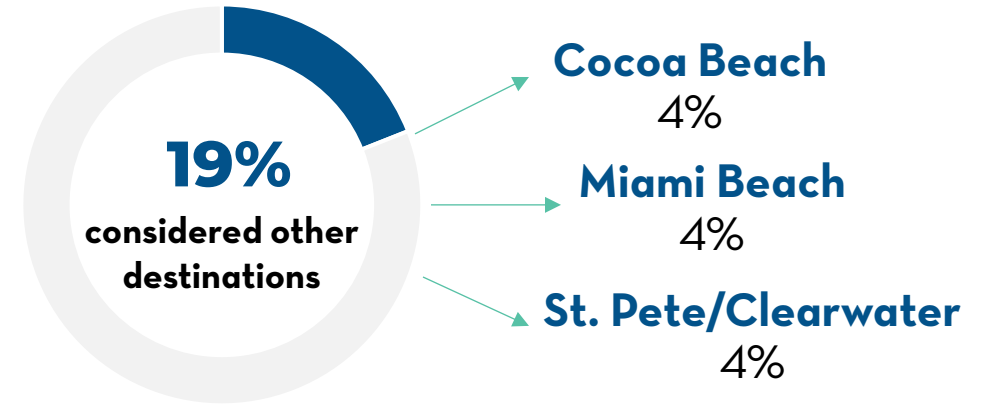
Visit friends/family
45%



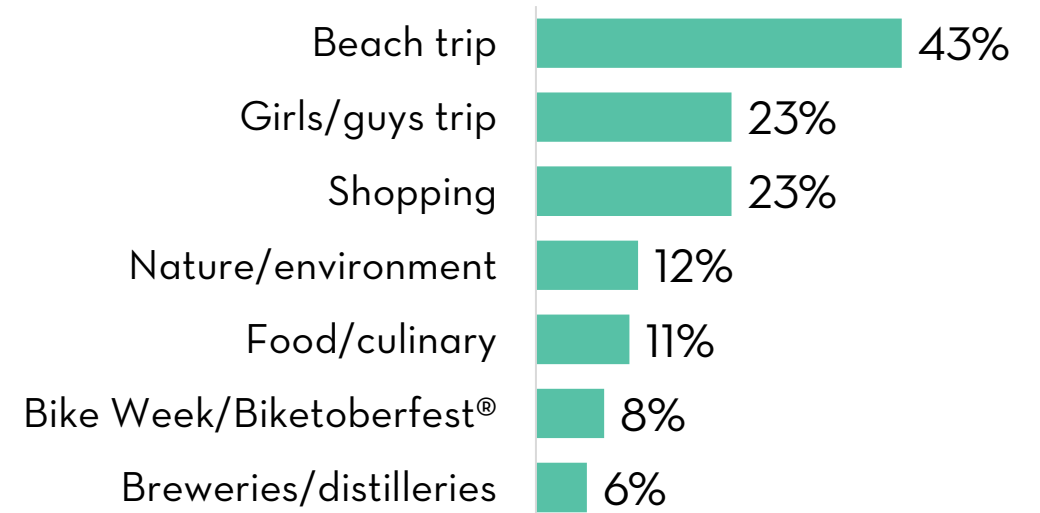
Special occasion/event
20%



Business/conference
10%

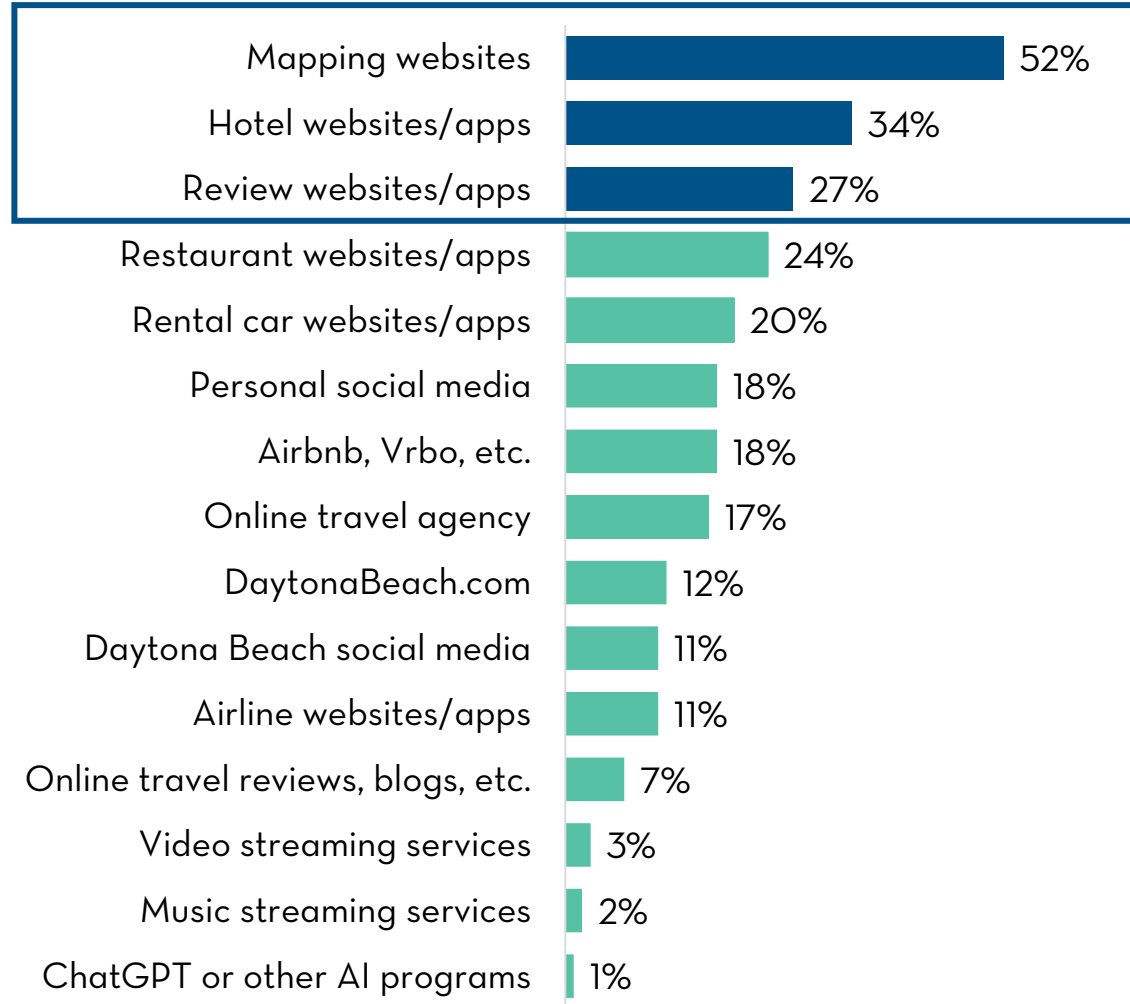


Most common types of trips

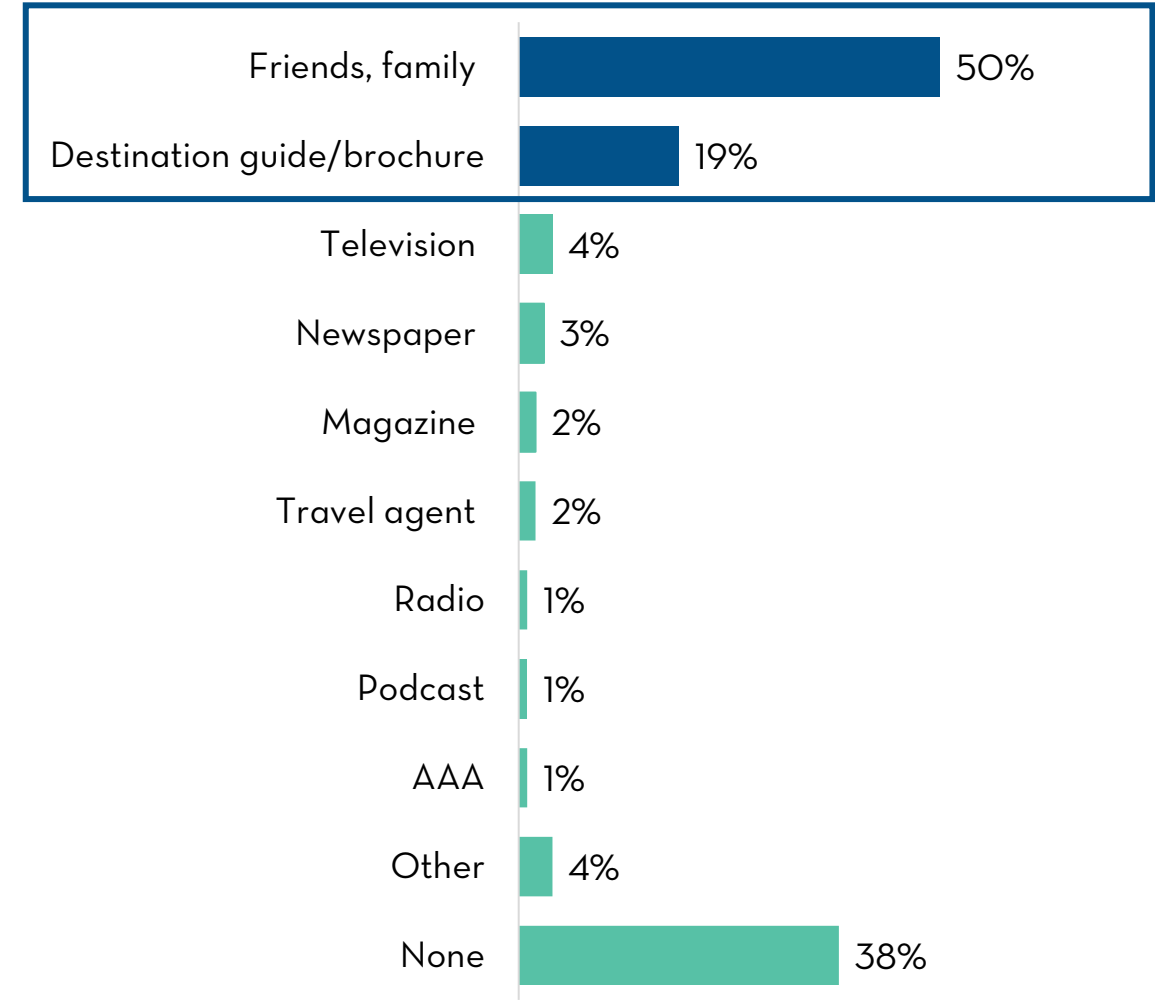


TRIP PLANNING SOURCES*

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



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



TOP SOURCES OF ADVERTISING EXPOSURE*

37% of all paid visitors noticed advertising
Of those, 58% were influenced by the ads to come to Daytona Beach



Travel/destination guide

60%



Personal social media

50%



Online article

45%



Brochure

20%



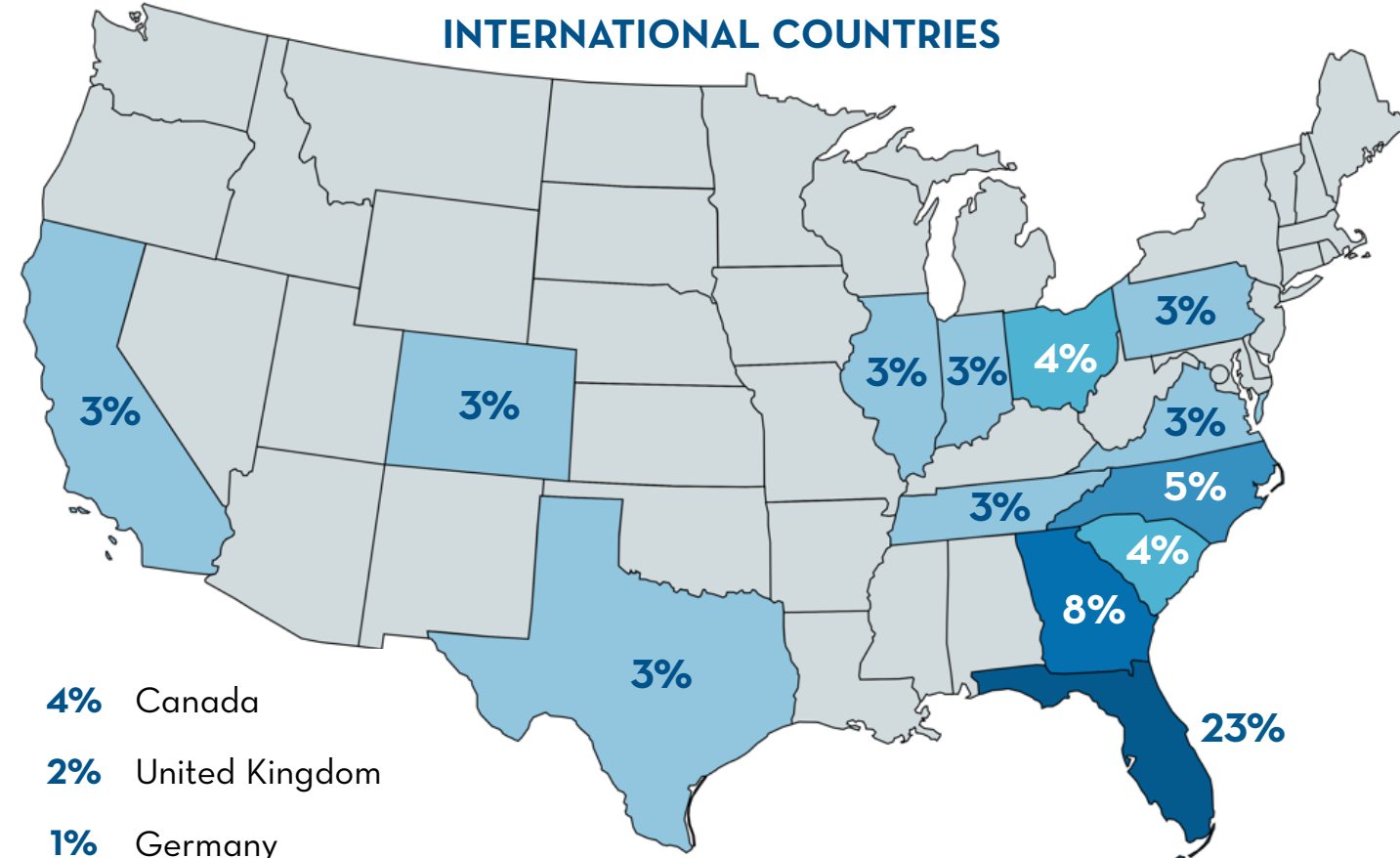
Traveler reviews/blogs

20%

TOP VISITOR ORIGINS

The top 5 origin markets were consistently in the top 25 website traffic markets for October through December of 2024, highlighting the correlation between key geographic markets and online engagement.**

TOP ORIGIN STATES & INTERNATIONAL COUNTRIES



TOP ORIGIN MARKETS*

Percent

- ✓ Orlando-Melbourne 8%
- ✓ Atlanta 7%
- ✓ Tampa-St. Petersburg 7%
- ✓ Jacksonville 4%
- ✓ Miami-Fort Lauderdale 3%

*Sources: DSG Visitor Tracking Study and Zartico

**Sources: Google Analytics and DSG Visitor Tracking Study

TOP VISITOR ACTIVITIES*



Dining out
80%



Beach
79%



Shopping
55%



Visit friends/relatives
45%



Bars, nightclubs
27%



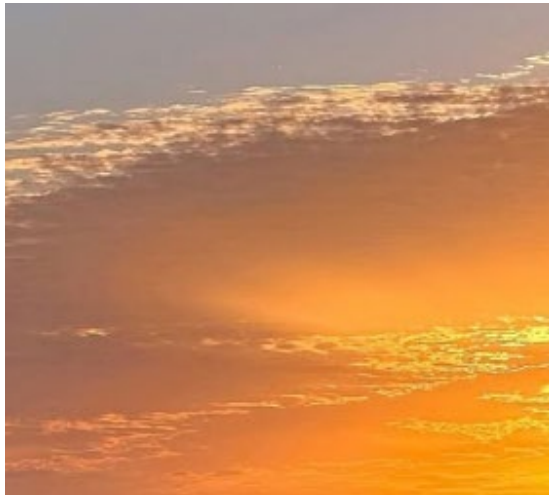
Visited an attraction
24%



Visited a park
21%

TOP REASONS FOR CHOOSING DAYTONA BEACH

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



AVAILABILITY AFTER HURRICANE

“Hurricane Milton rerouted us here from Clearwater Beach.”



CLOSE TO FAMILY

“Close to friends and family, affordable, and good reputation!”



SUNSHINE & BEACH

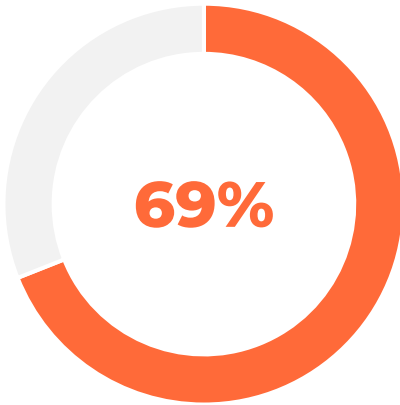
“We love the weather and the beaches here.”



NEW ADVENTURE

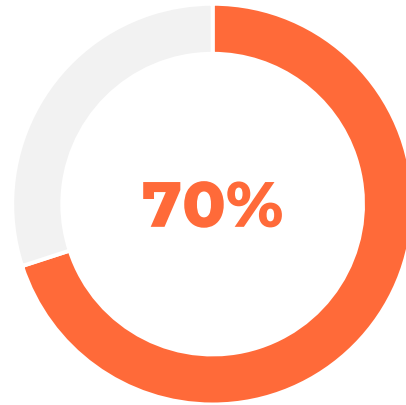
“I have heard good things about Daytona Beach and have never been before, so I wanted a new adventure.”

SATISFACTION STATISTICS



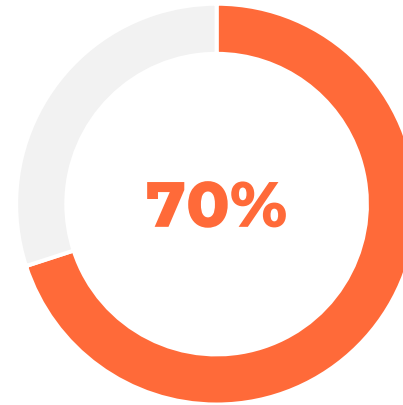
HIGHLY SATISFIED

69% of visitors reported being very satisfied with their experience



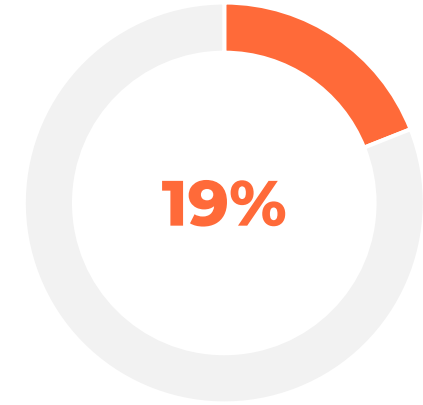
DEFINITELY RETURN

70% of visitors said they would definitely return to Daytona Beach area



DEFINITELY RECOMMEND

70% of visitors would definitely recommend the area to friends and family over other vacation areas



NEGATIVE PERCEPTION*

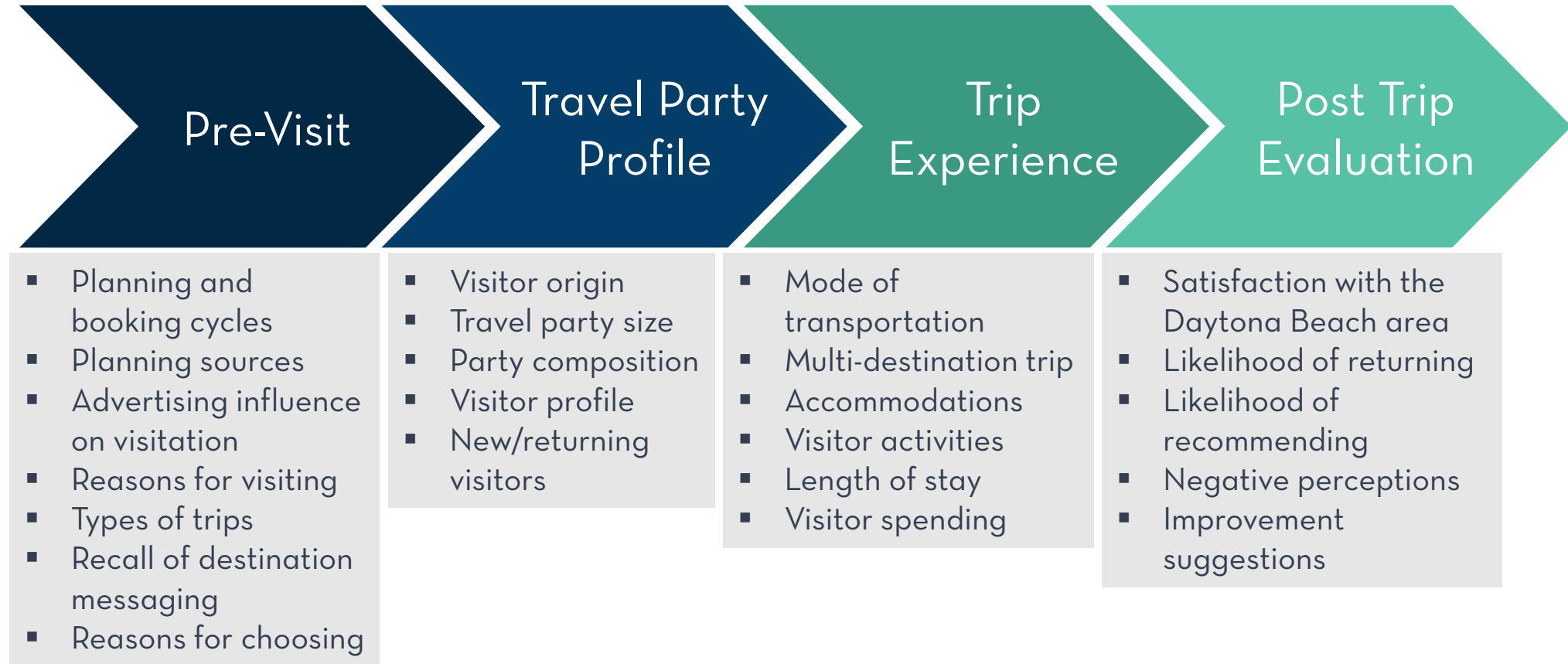
19% of visitors had a negative perception of the area

*Main reasons: rundown appearance, party town perception, high parking rates, beach erosion, etc.

DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



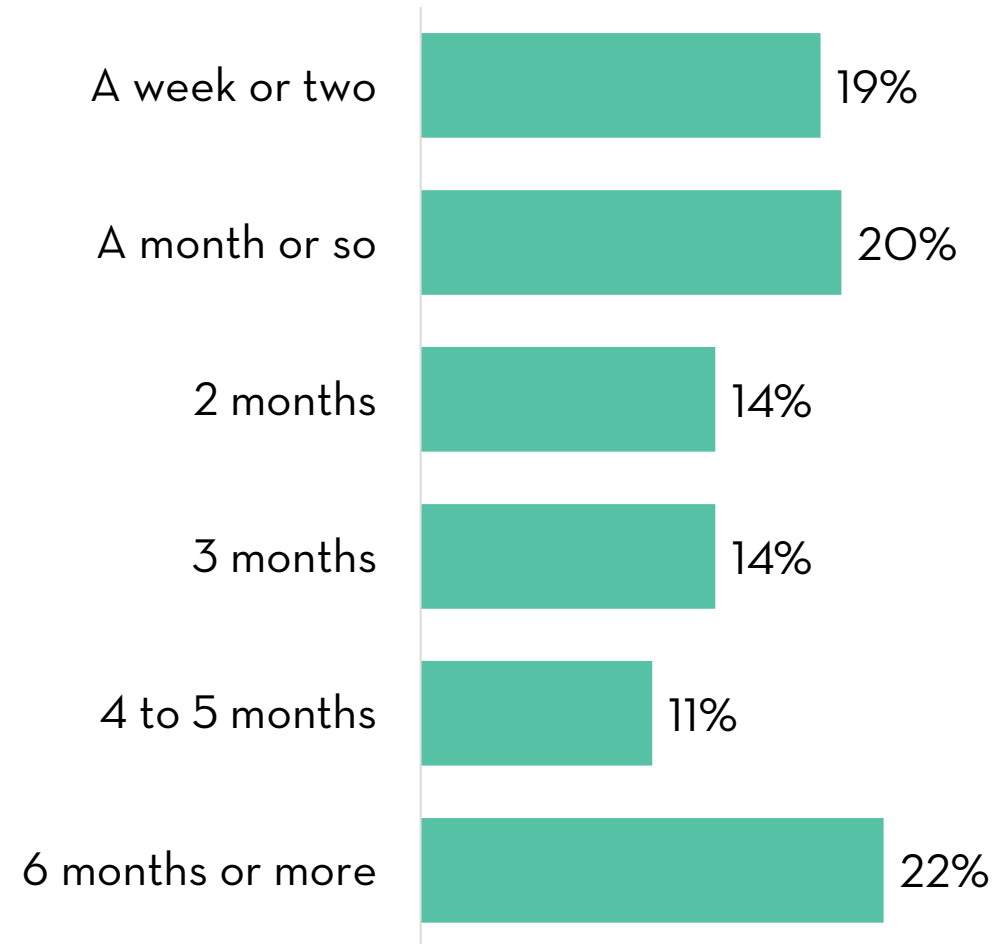
TRIP PLANNING CYCLE: PRE-VISIT



TRIP PLANNING CYCLE*

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

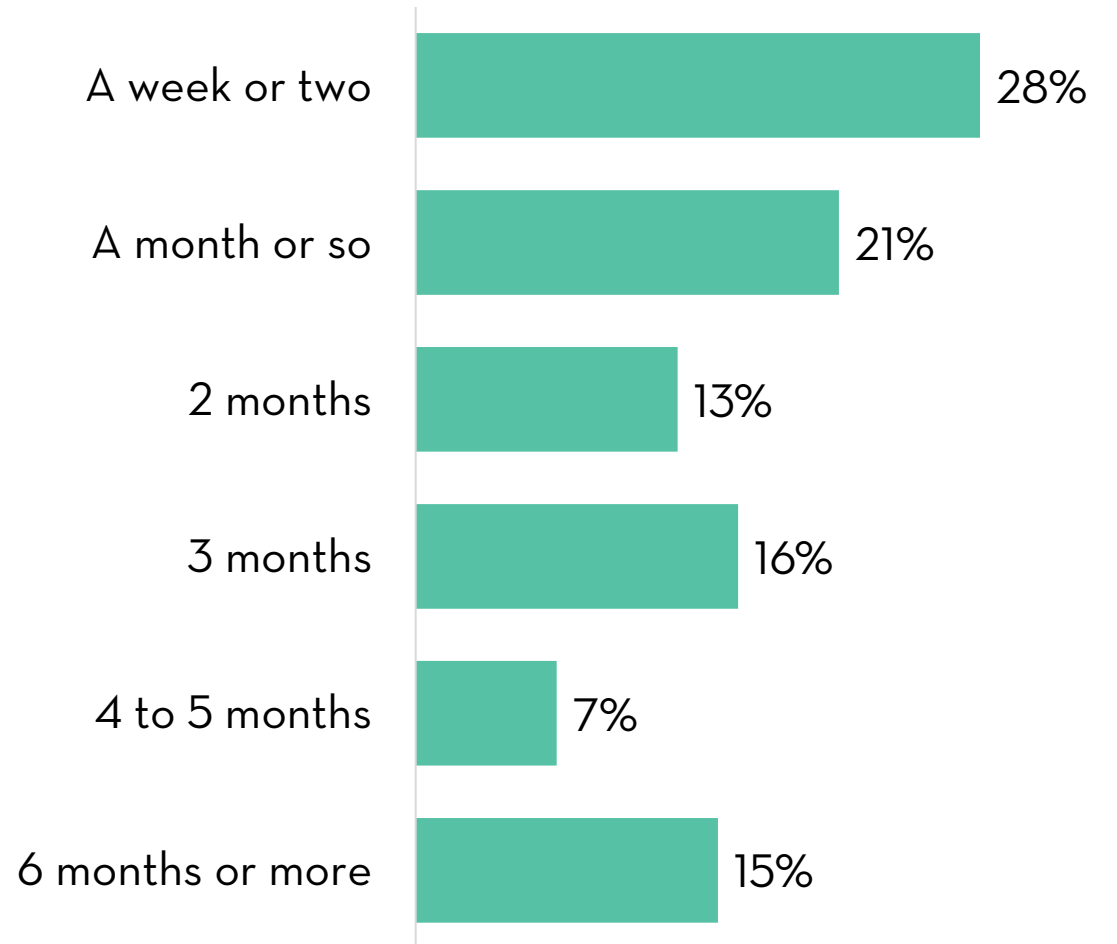
- Paid visitors to Daytona Beach have long trip planning windows, as over **3 in 5** planned their trip **two or more months in advance**
- The typical paid visitor plans their trip **54 days** in advance



TRIP BOOKING CYCLE*

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

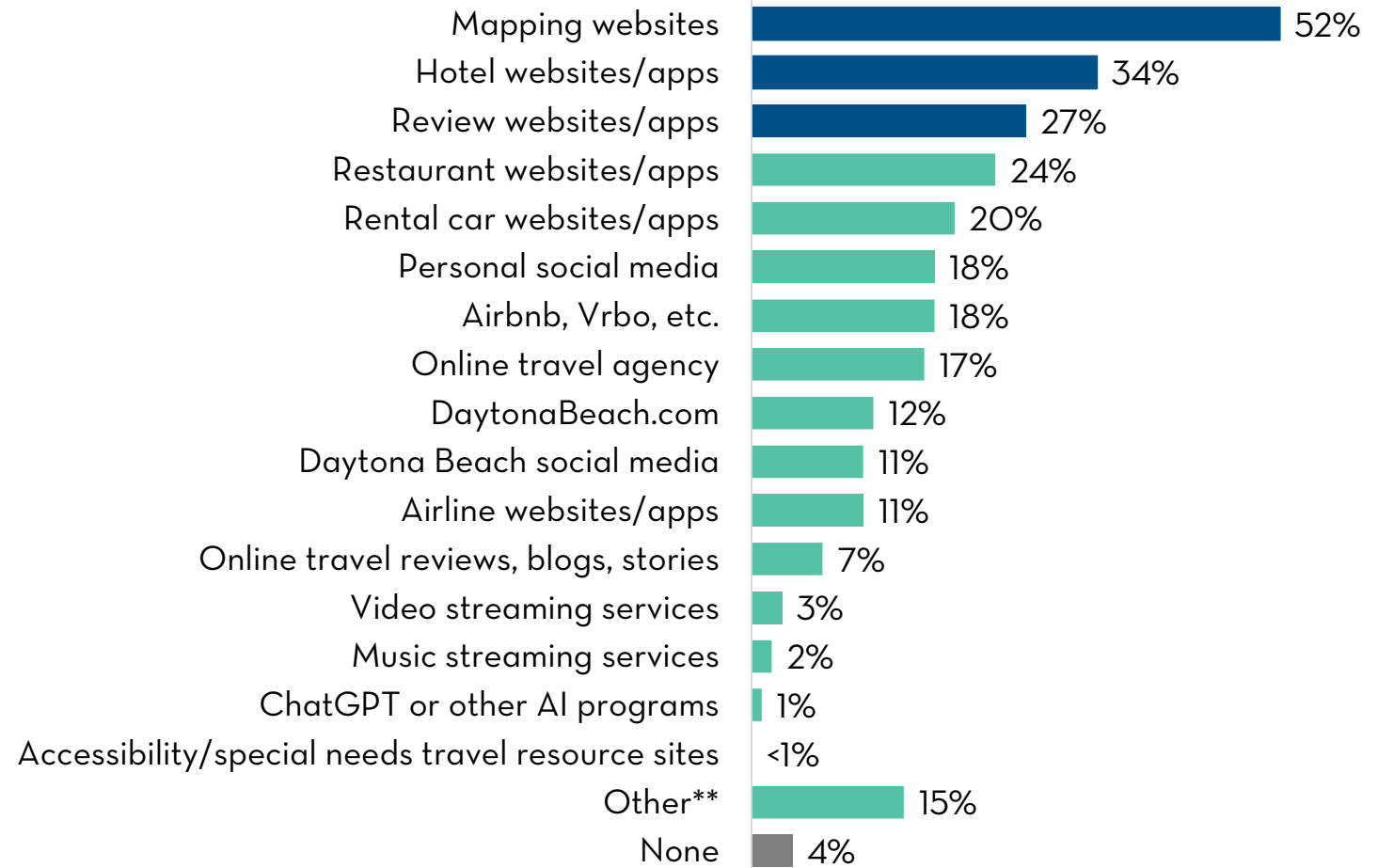
- Likewise, the booking window for paid visitors to Daytona Beach is long, as over **half** booked their trip **two or more months in advance**
- The typical paid visitors book their trip **32 days** in advance



ONLINE TRIP PLANNING SOURCES*

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

- Over **half** of paid visitors used **mapping websites** to plan their trip
- The other two most consulted sources among paid visitors are **hotel websites/apps** and **review websites/apps**
- Nearly **1 in 8** paid visitors relied on the information from **Daytona Beach's social media**



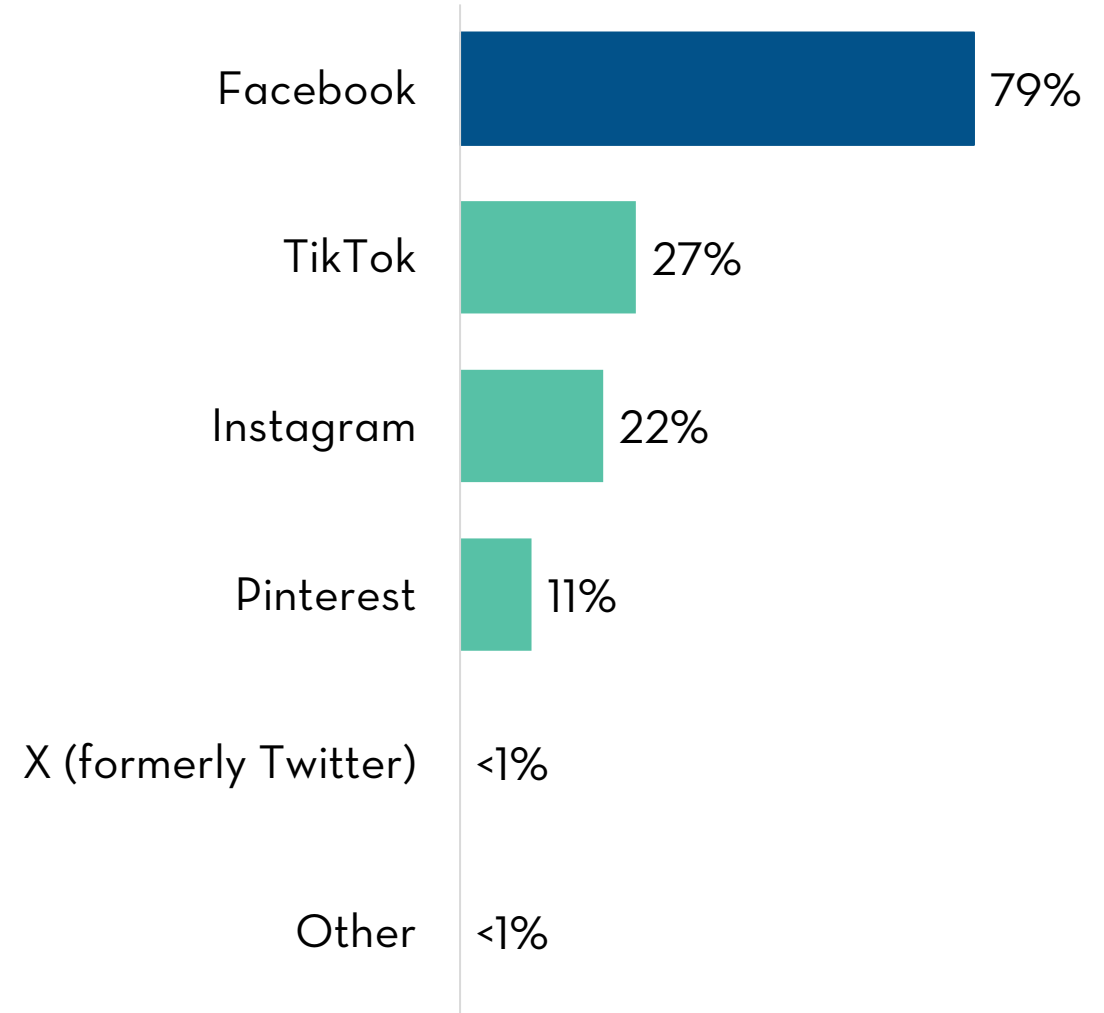
*Only asked to those visiting for a special event, sporting event, or vacation/leisure.
Multiple responses permitted.

** Other responses include event websites, weather apps, credit card company websites, etc.

SOCIAL MEDIA PLANNING SOURCES*

Which social media platform?

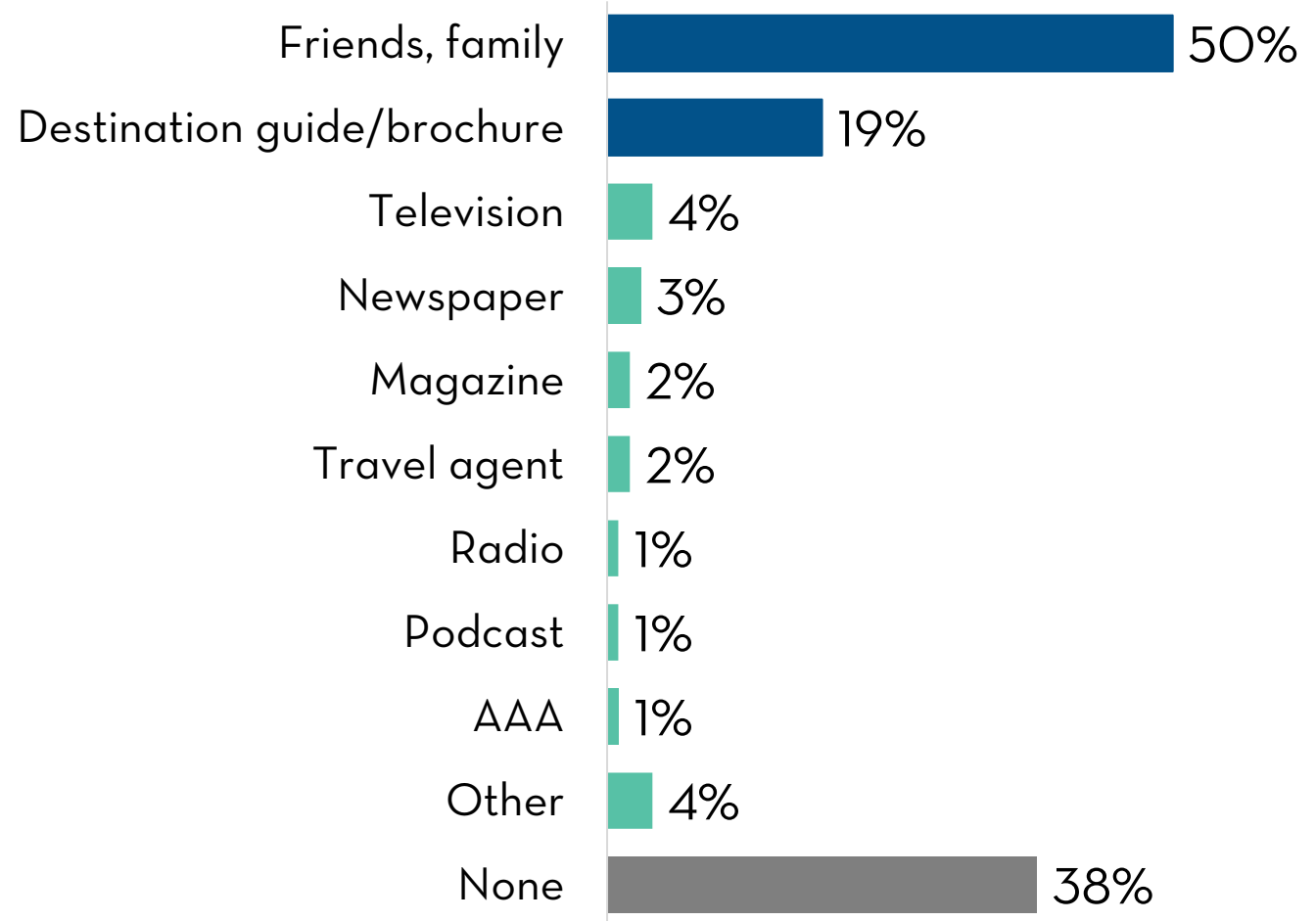
- Of the **11%** of paid visitors who used **Daytona Beach's social media** to help plan their trip:
- Nearly **4 in 5** paid visitors used information from **Daytona Beach's Facebook page** to plan their trips or during their stay
- Over **1 in 4** paid visitors used **TikTok**



OTHER TRIP PLANNING SOURCES*

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

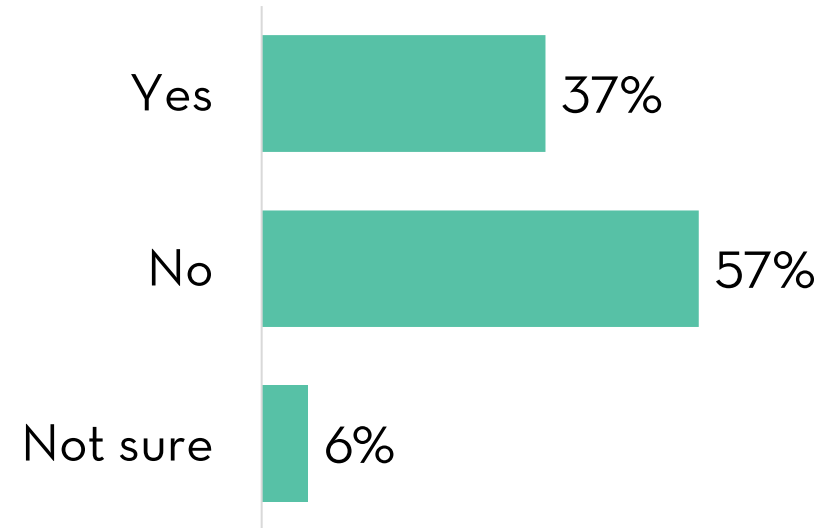
- At **50%**, the top offline trip planning source was recommendations from **friends and family**
- **19%** of paid visitors used **a destination guide or brochure**
- **38%** of paid visitors did not use any offline resources to help them plan their trip



ADVERTISING AND PROMOTION RECALL*

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

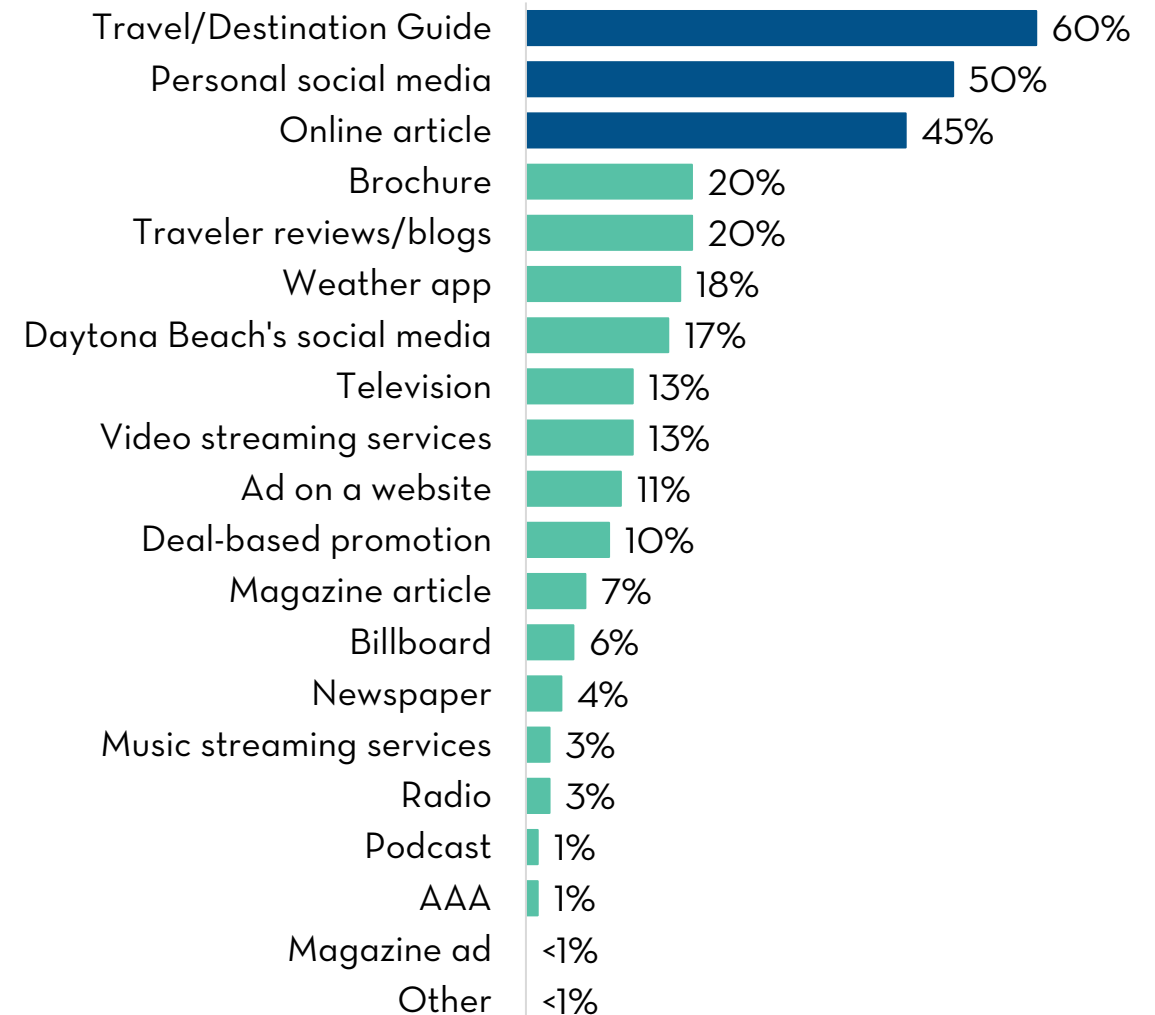
- **37%** of paid visitors recalled advertising, promotions, or travel stories about the Daytona Beach Area



ADVERTISING AND PROMOTION SOURCES*

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

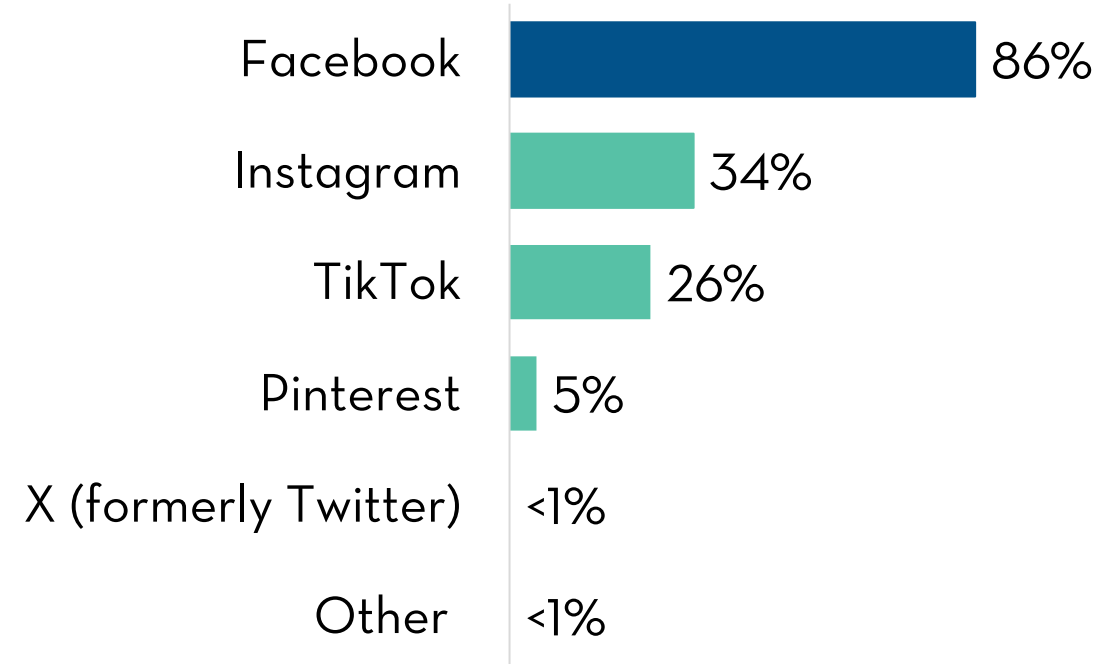
- Of the **37%** of paid visitors who recalled noticing advertising, promotions, or travel stories:
- **3 in 5** saw them on a **travel/destination guide**
- **About half** of paid visitors saw the information in their **personal social media** or **online articles**



AD RECALL ON DAYTONA BEACH'S SOCIAL MEDIA*

Which social media platform?

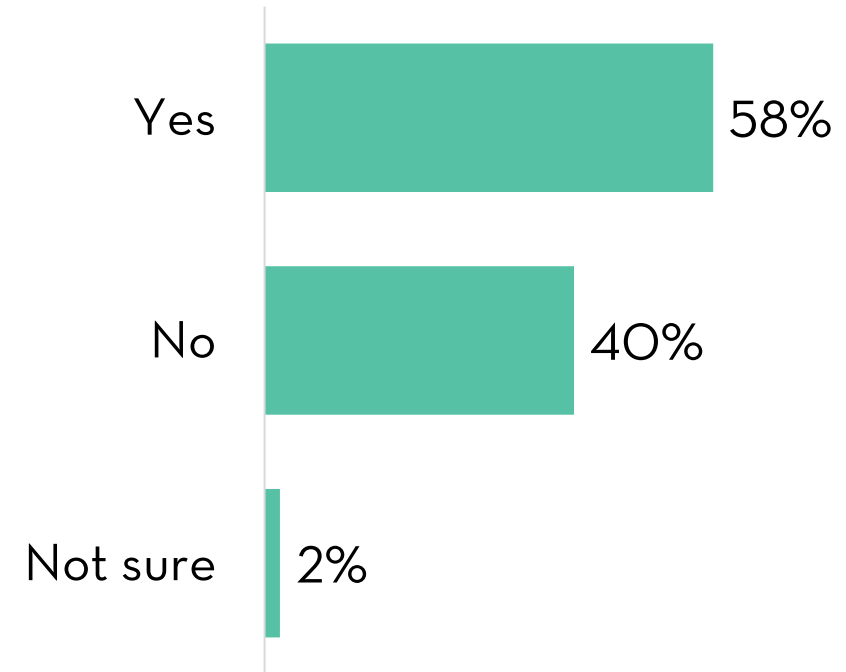
- Of the paid visitors who recalled seeing advertising, promotions, or travel stories on Daytona Beach's social media:
- Over **5 in 6** recalled seeing them on Daytona Beach's **Facebook**
- Over **2 in 6** recalled seeing them on Daytona Beach's **Instagram**



ADVERTISING INFLUENCE ON VISITATION*

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

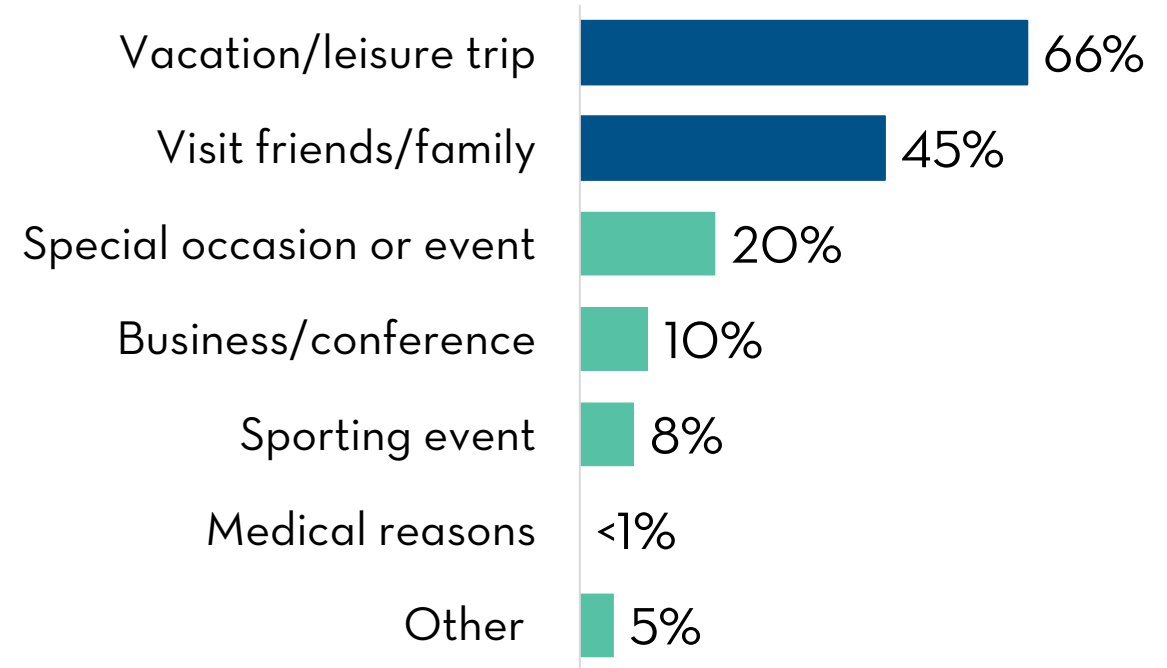
- Of the **37%** of paid visitors who recalled noticing advertising, promotions, or travel stories, **58%** were influenced to come to the area by it



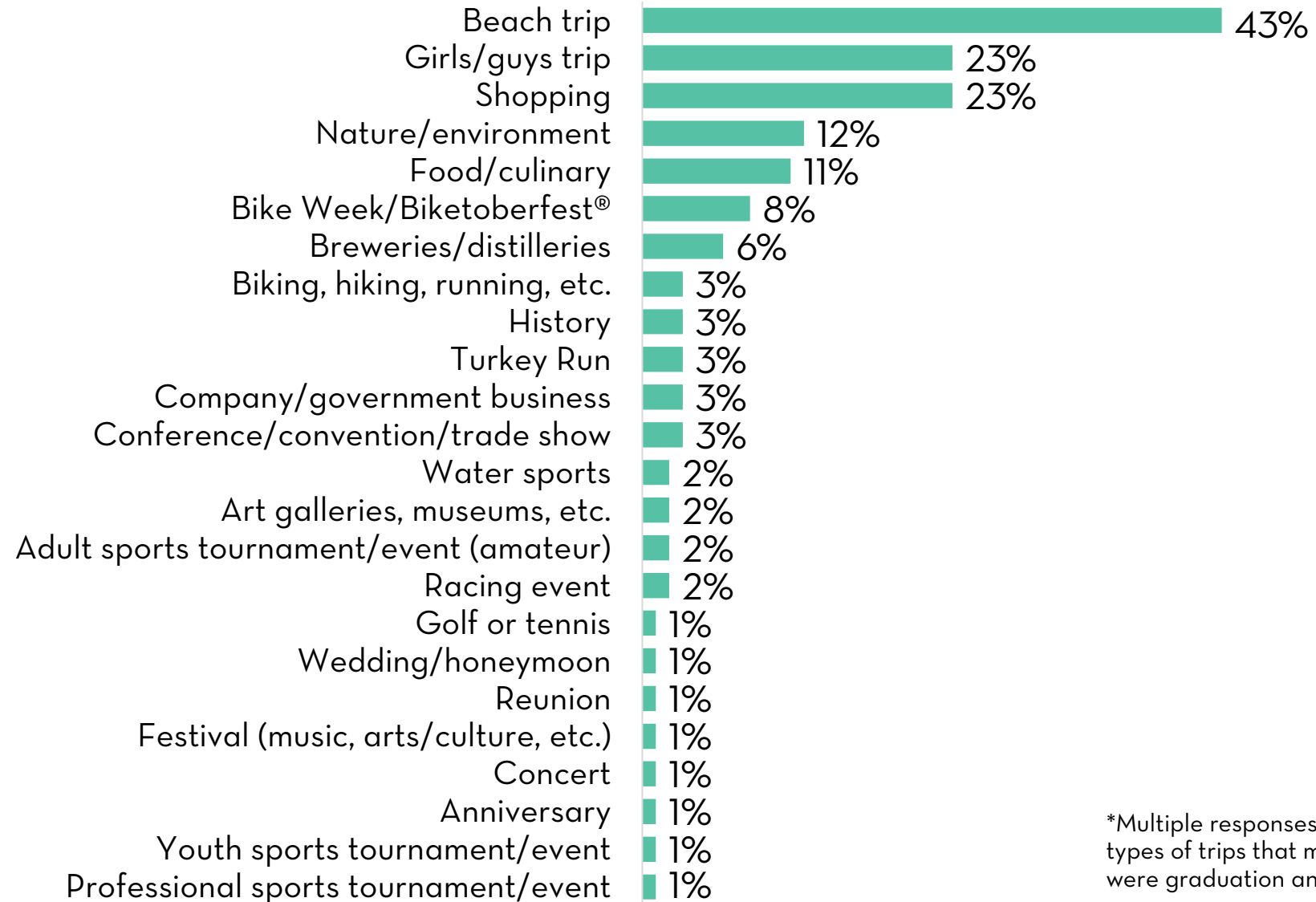
MAIN REASONS FOR COMING TO DAYTONA BEACH*

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

- **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*

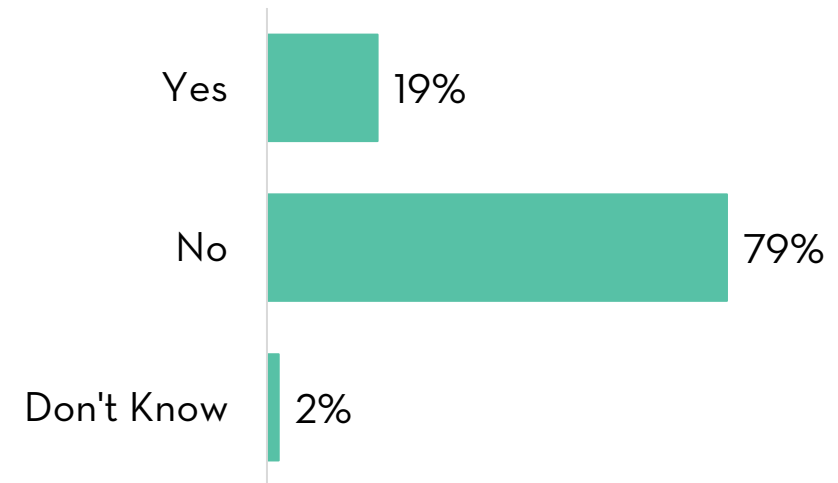


*Multiple responses permitted. Other types of trips that made up less than 1% were graduation and performing arts.

CONSIDERING OTHER DESTINATIONS?*

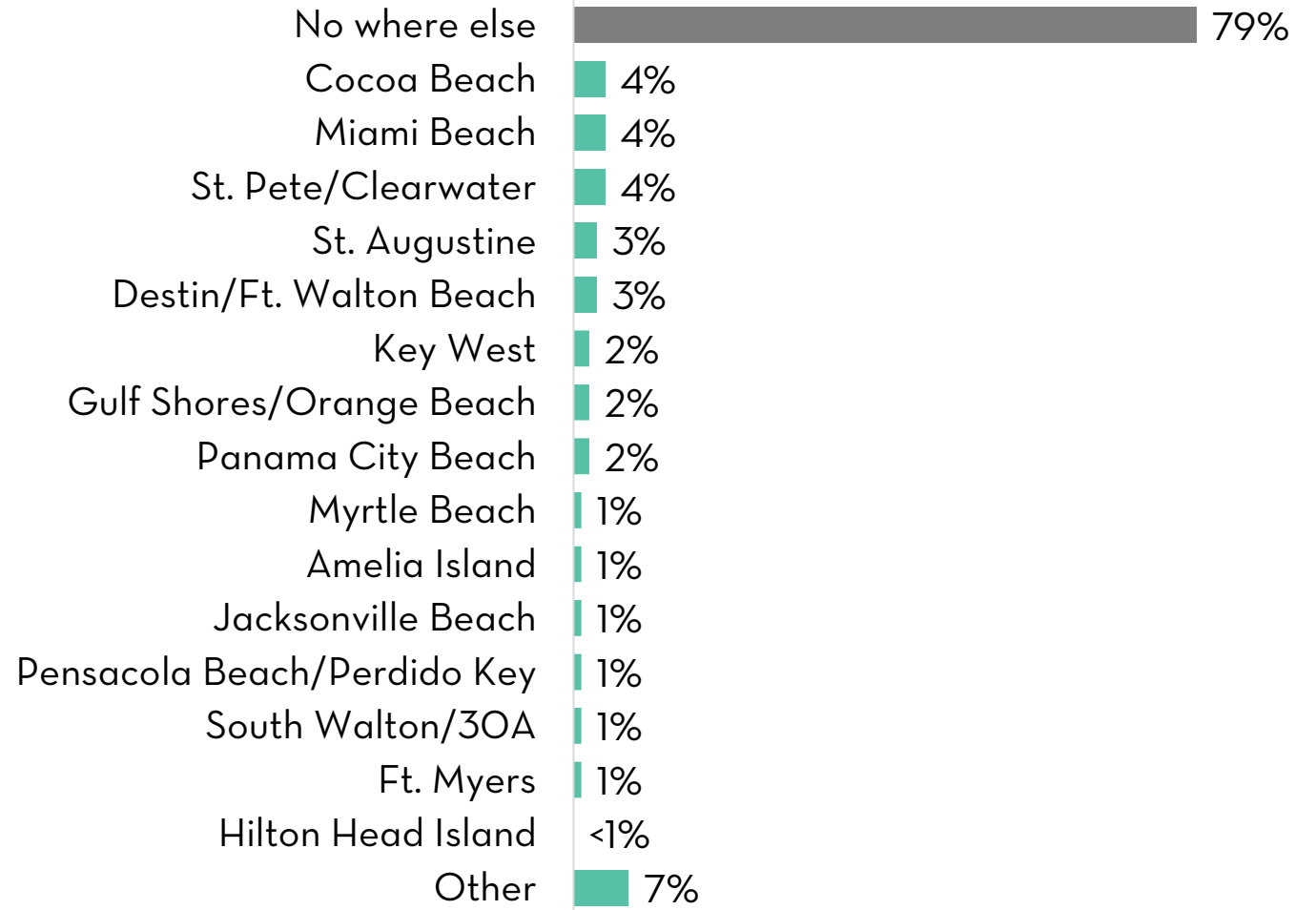
Did you consider other destinations before choosing the Daytona Beach area for this trip?

- Nearly **4 out of 5** paid leisure visitors **did not consider other destinations** before choosing the Daytona Beach area



OTHER DESTINATIONS CONSIDERED*

Which other destinations did you consider?

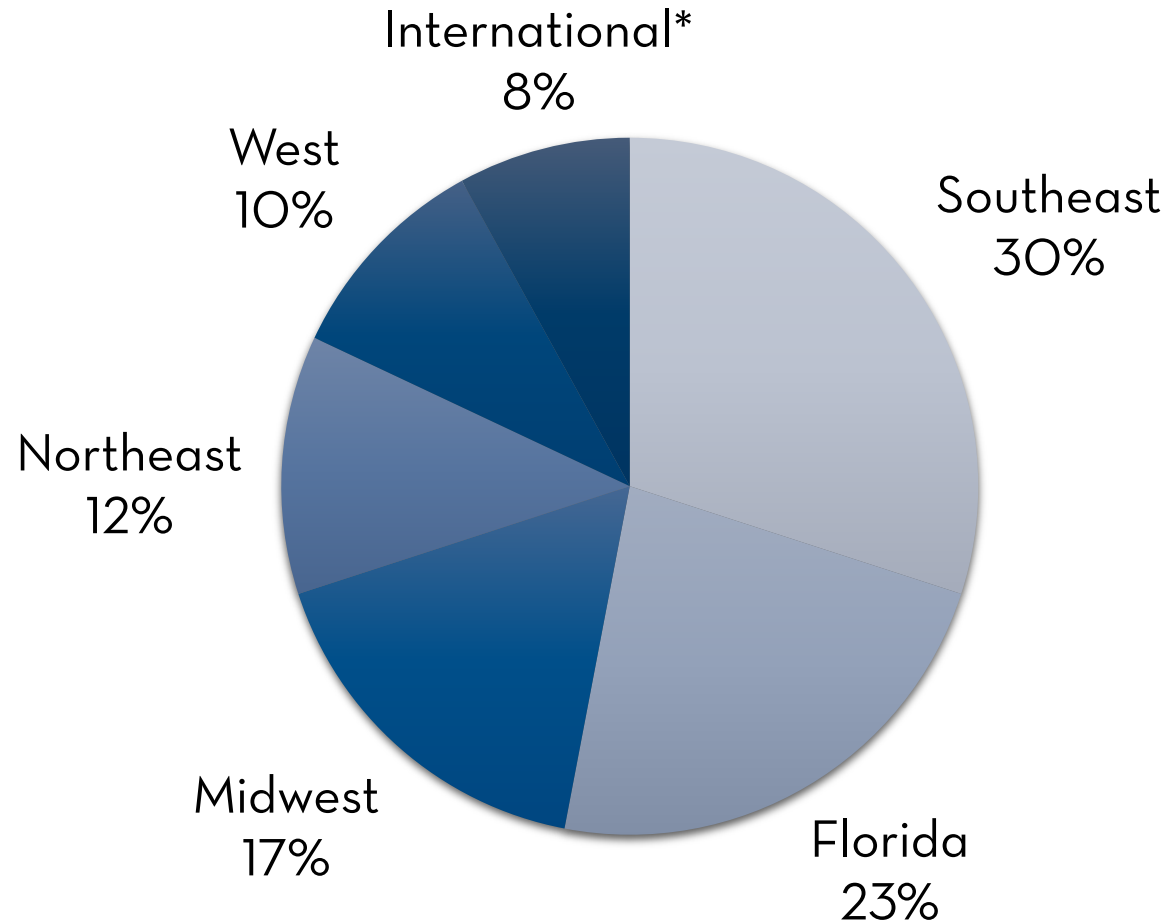


- Of the **19%** of paid visitors who considered other destinations, the top five were **Cocoa Beach, Miami Beach, St. Pete/Clearwater, St. Augustine,** and **Destin/Ft. Walton Beach**

TRIP PLANNING CYCLE: TRAVELER PROFILE



REGION OF ORIGIN



*International countries include Canada 4%, United Kingdom 2%, Germany 1%, and others 1%

TOP ORIGIN STATES

State	Percent
Florida	23%
Georgia	8%
North Carolina	5%
Ohio	4%
South Carolina	4%
California	3%
Colorado	3%
Illinois	3%
Indiana	3%
Pennsylvania	3%
Tennessee	3%
Texas	3%
Virginia	3%



TOP ORIGIN MARKETS*

15 top origin markets were also in the top 25 website traffic markets for October through December of 2024, highlighting the correlation between key geographic markets and online engagement.**

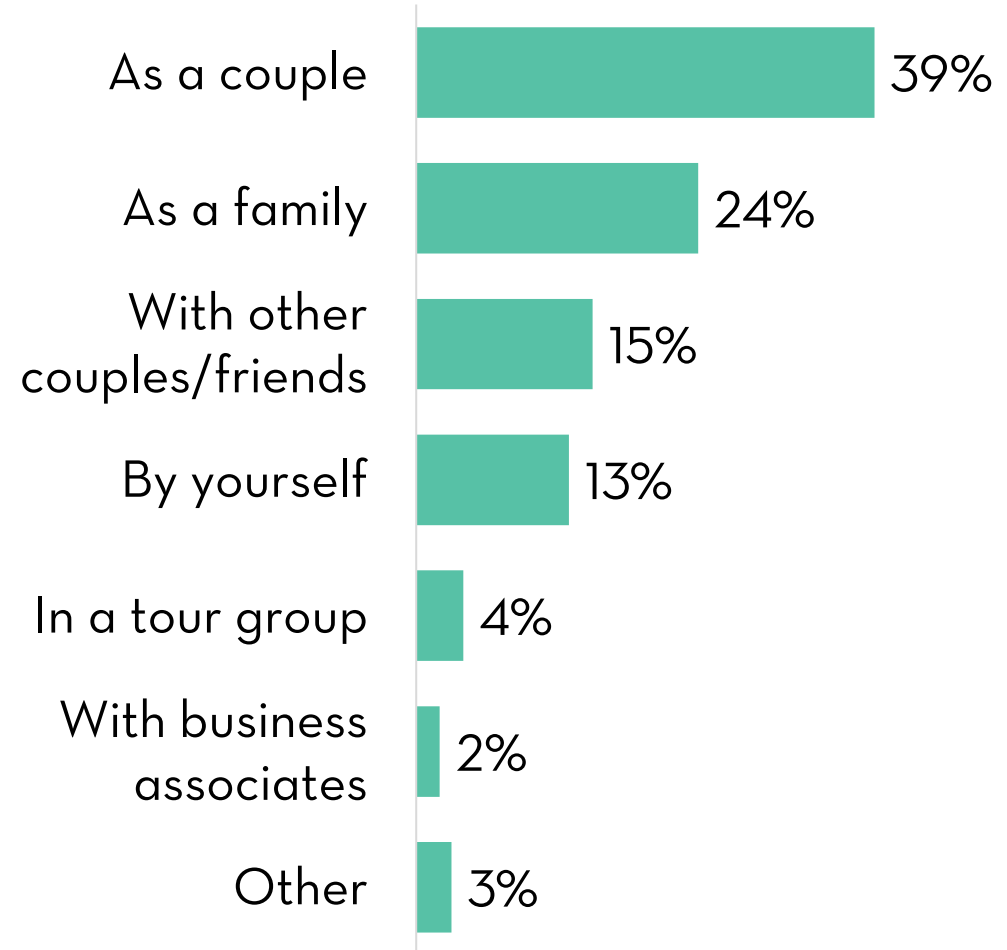
Market	Percent	Market	Percent
✓ Orlando-Daytona Beach-Melbourne	8%	✓ Dallas-Fort Worth	2%
✓ Atlanta	7%	Denver	2%
✓ Tampa-St. Petersburg	7%	Detroit	2%
✓ Jacksonville	4%	Fort Myers-Naples	2%
✓ Miami-Fort Lauderdale	3%	✓ Indianapolis	2%
Columbia, SC	2%	✓ Los Angeles	2%
✓ Washington, DC-Hagerstown	2%	✓ Nashville	2%
✓ Boston	2%	✓ New York	2%
✓ Charlotte	2%	✓ Raleigh-Durham	2%
✓ Chicago	2%	West Palm Beach-Ft. Pierce	2%



TRAVEL PARTIES

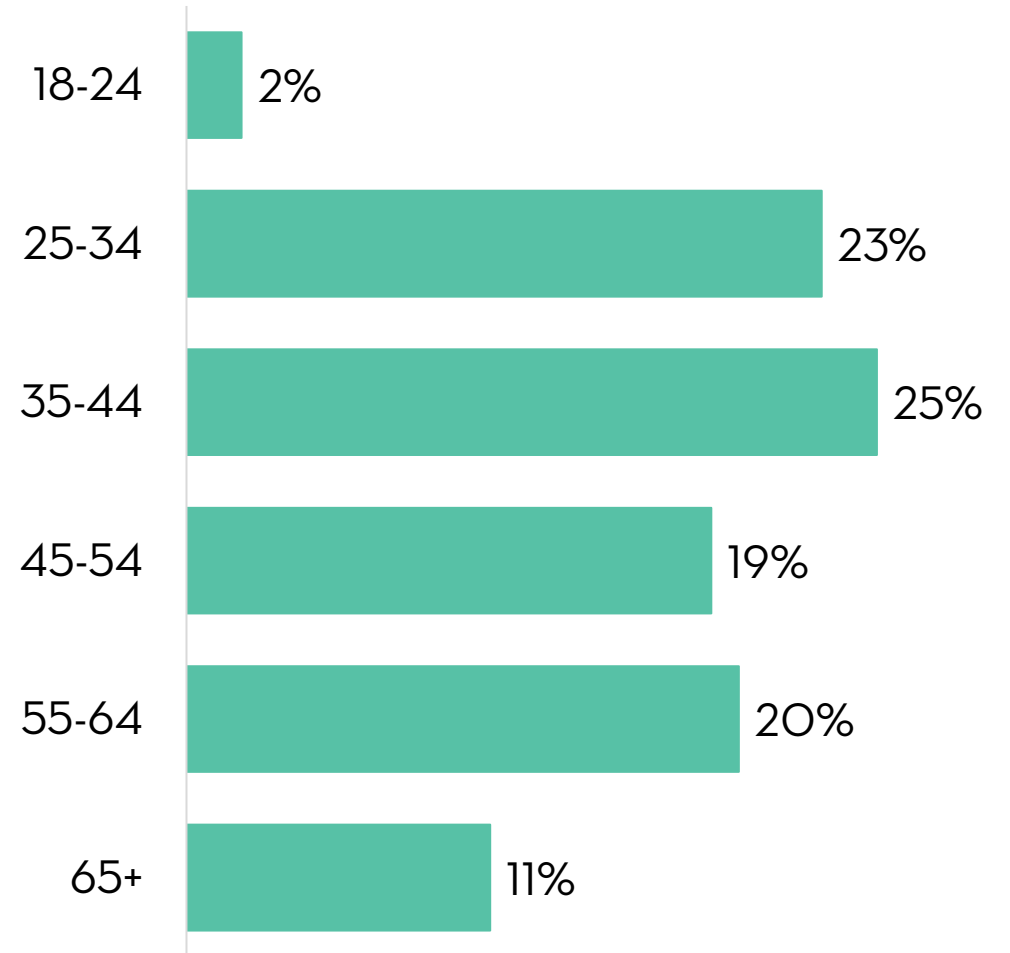
On this trip, are you traveling:

- Nearly **2 in 5** paid visitors traveled as a **couple**
- Nearly **1 in 5** 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?

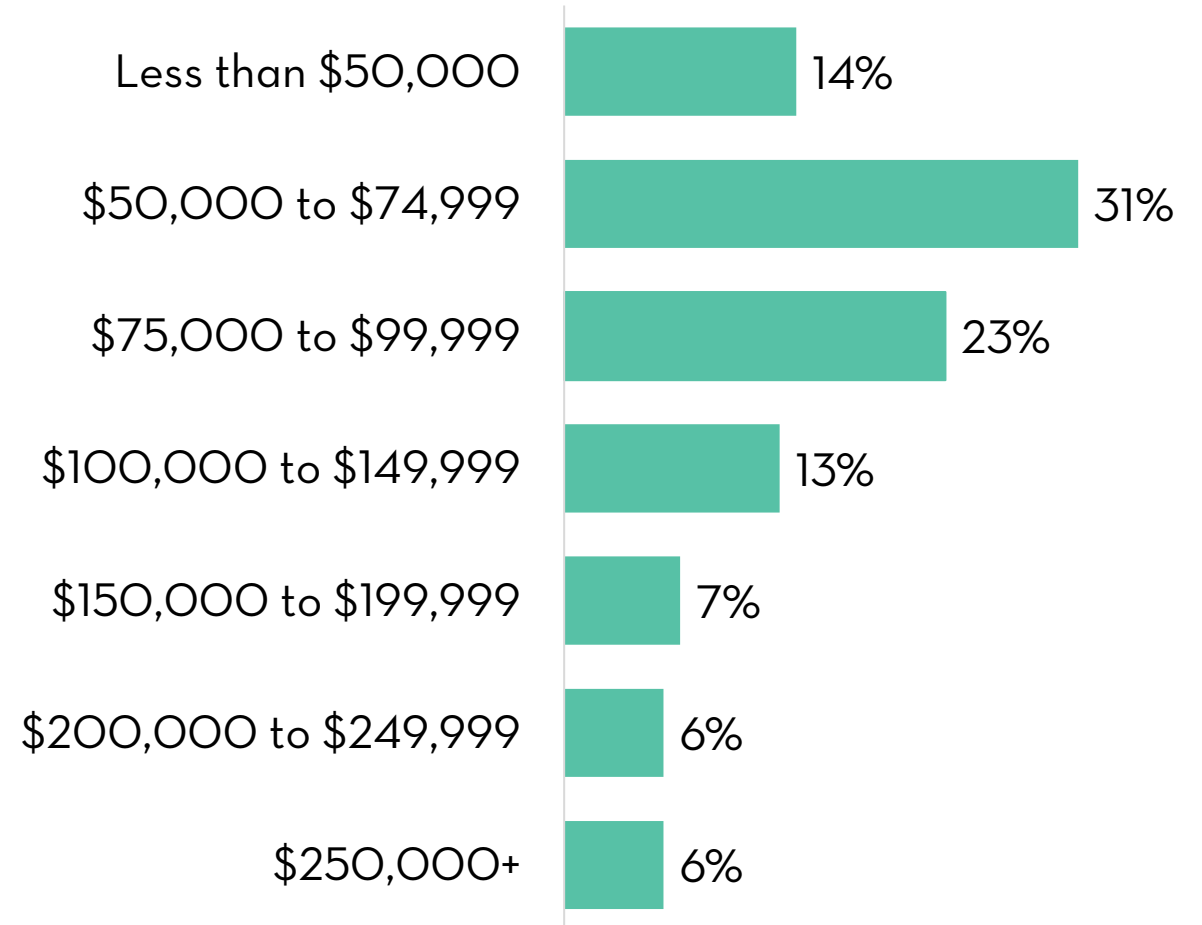
- The median age of paid visitors to Daytona Beach is **44**, with **1 in 4** visitors aged **35 to 44** years old



HOUSEHOLD INCOME

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

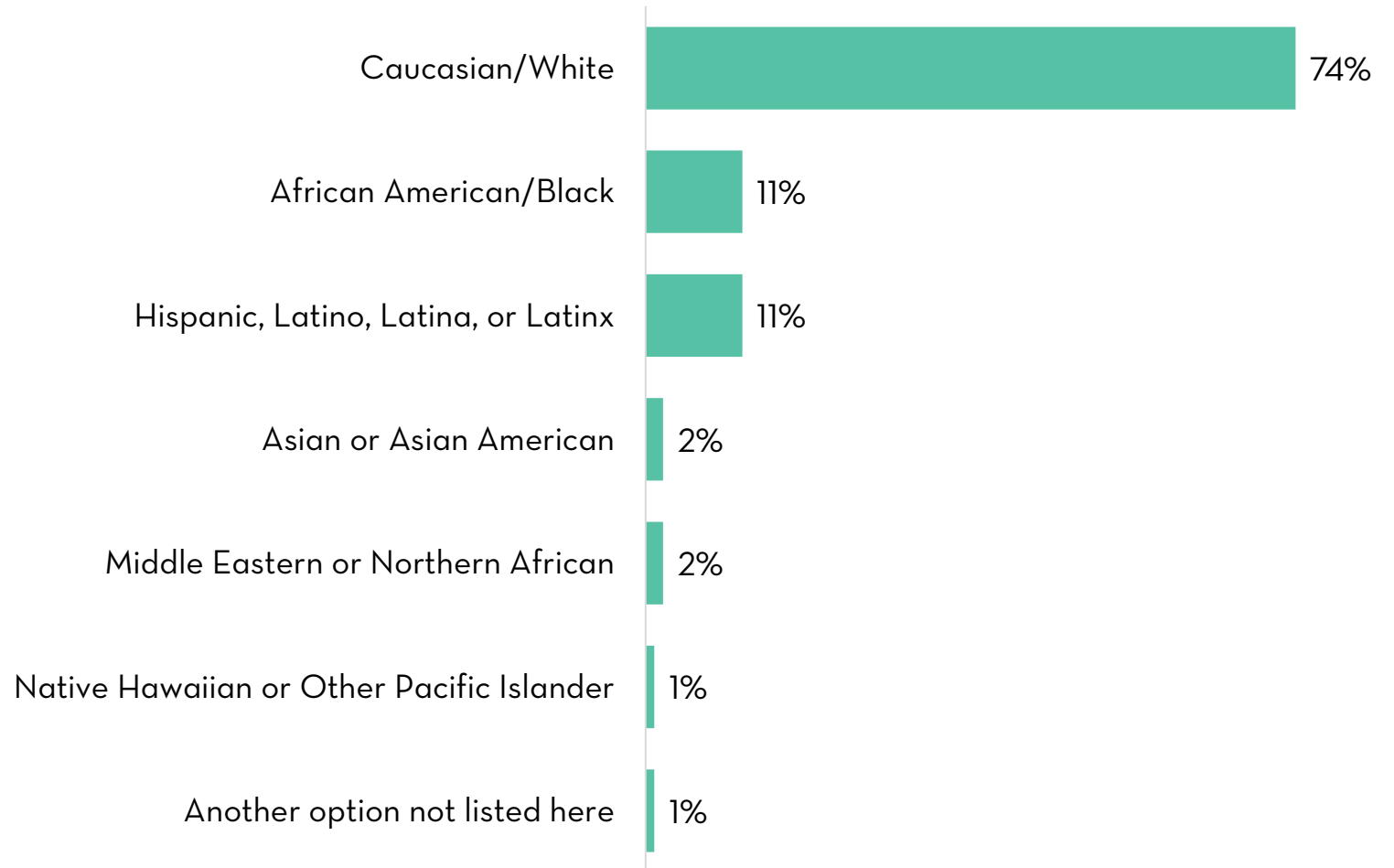
- Paid visitors to Daytona Beach had a median household income of **\$80,400** per year
- **32%** had household incomes over **\$100,000**



RACE/ETHNICITY*

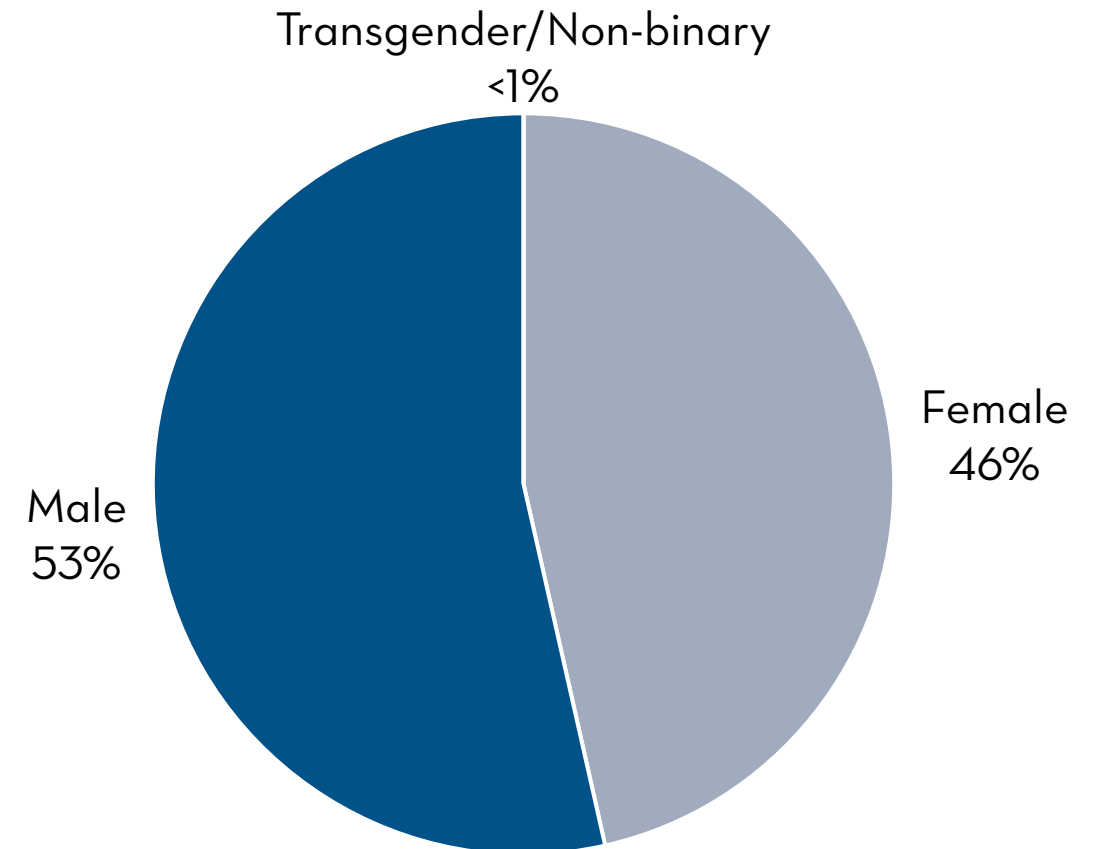
How do you identify your race/ethnicity?

- The largest ethnicity group among paid visitors is **Caucasian (74%)**, followed by **African American/Black (11%)** and **Hispanic, Latino, Latina, or Latinx (11%)**



How do you identify your gender?

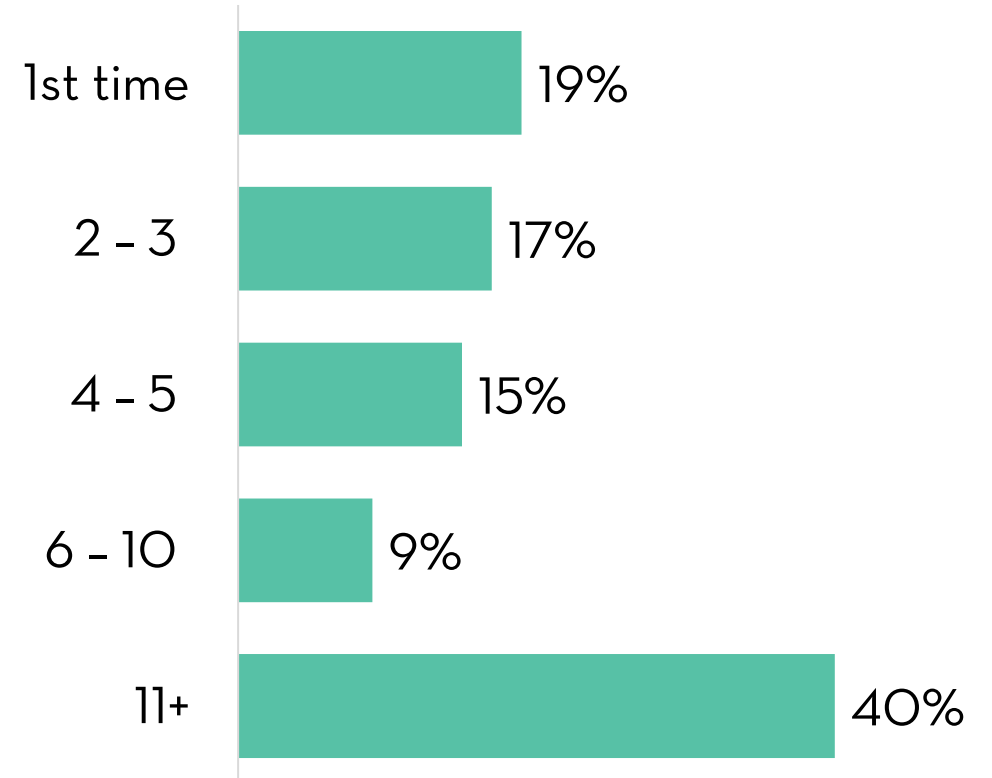
- **53%** of paid visitors who agreed to participate in this survey are **male**



NEW & RETURNING VISITORS

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

- **Nearly 1 in 5** paid visitors said this was their **first-time** visiting Daytona Beach
- **2 in 5** had been to the area **11+ times**



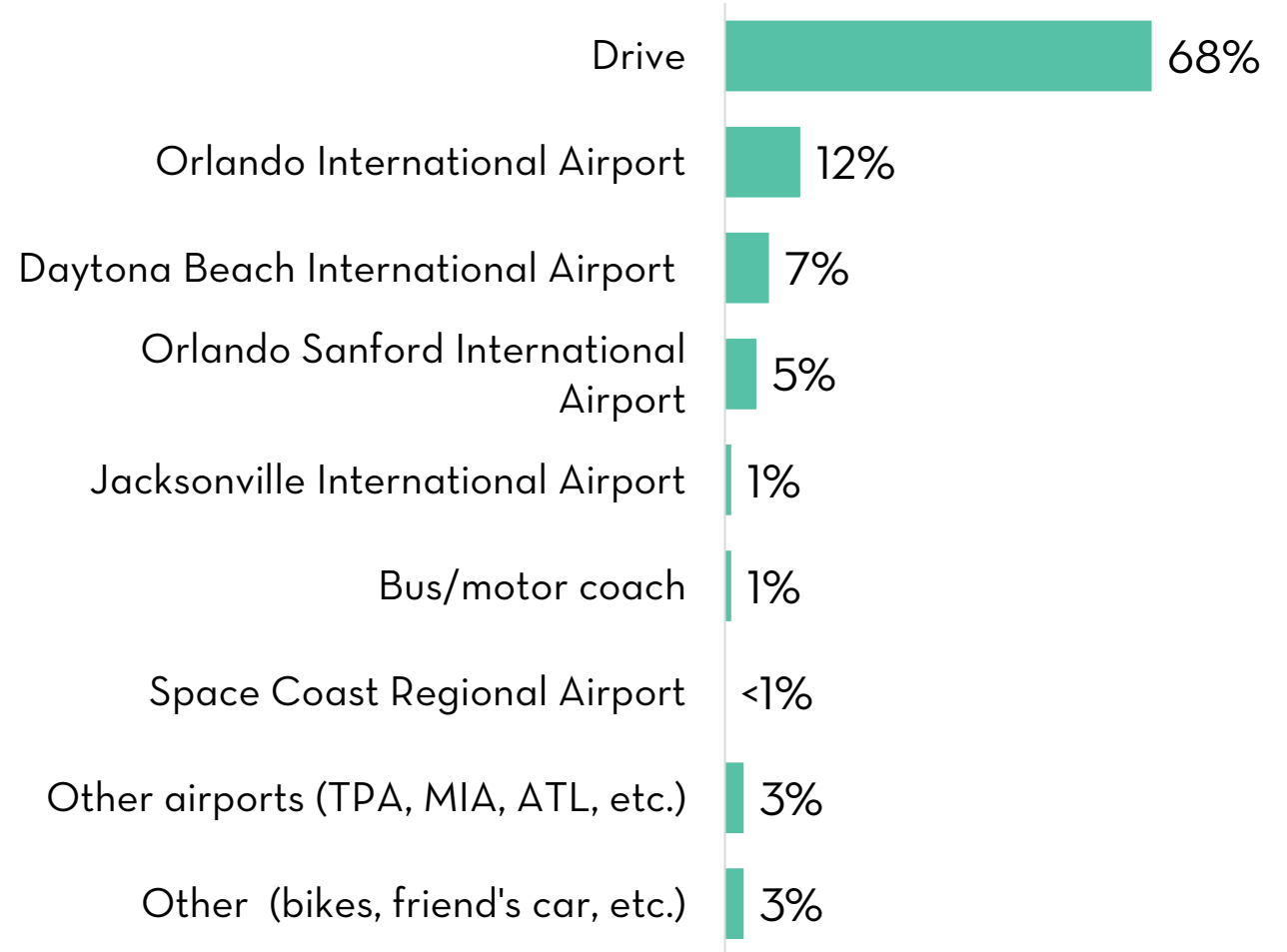
TRIP PLANNING CYCLE: TRIP EXPERIENCE



TRANSPORTATION*

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

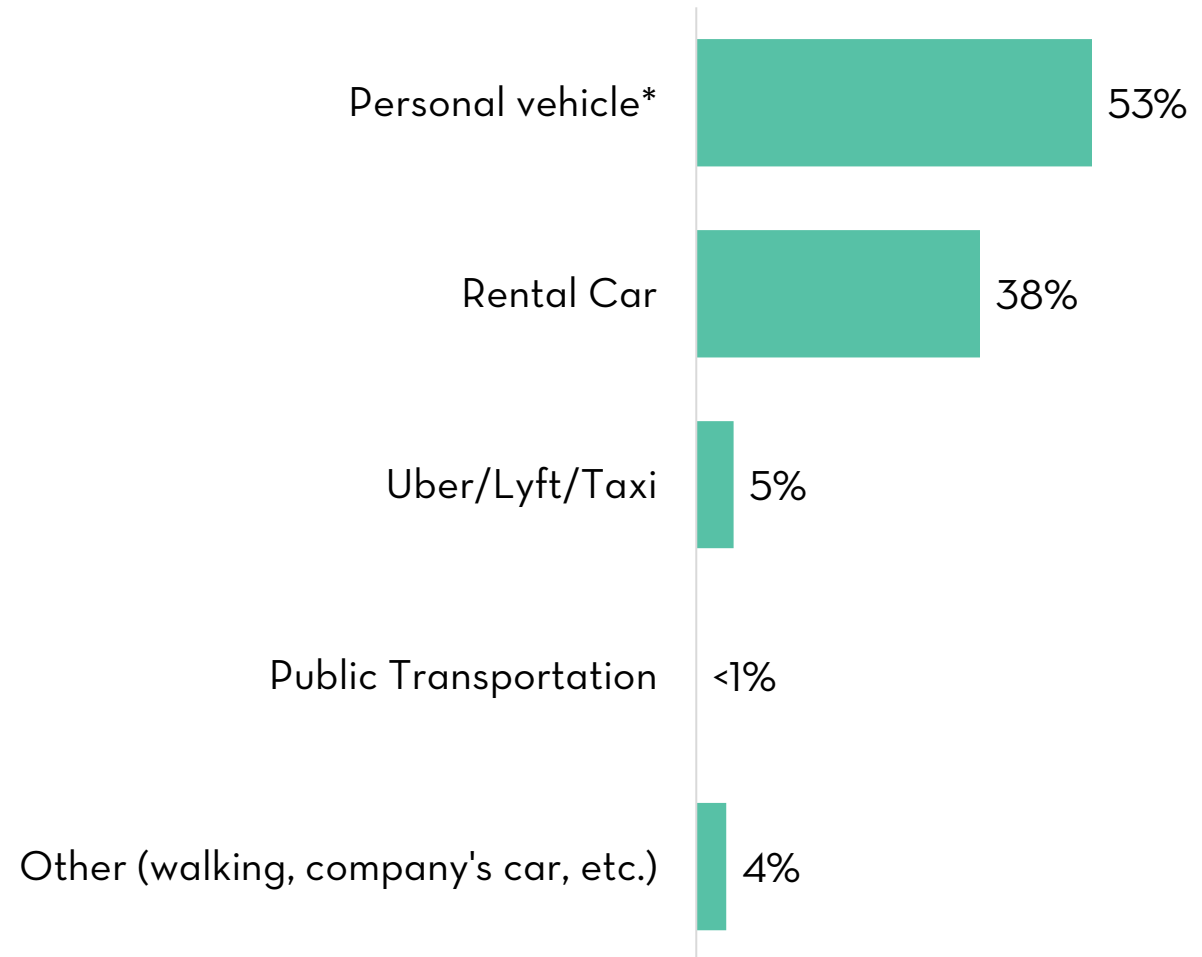
- Daytona Beach is a drive-market for most paid visitors, with nearly **7 in 10** choosing to travel by car
- **7%** of paid visitors flew into the Daytona Beach International Airport



TYPE OF TRANSPORTATION WHILE IN THE AREA

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

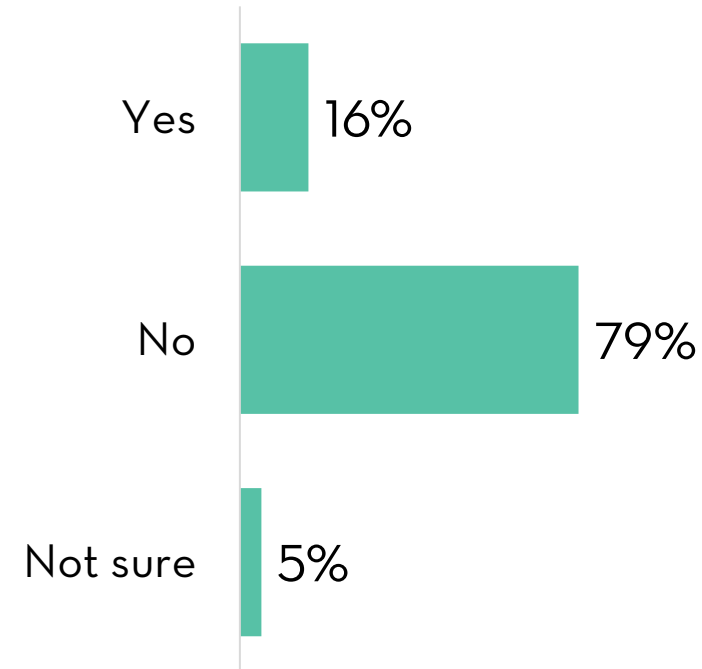
- Over **1 in 2** paid visitors drove a personal vehicle* while in the area
- **Nearly 2 in 5** used a rental car



MULTI-DESTINATION TRIPS*

Was the Daytona Beach area part of multiple destination trip?

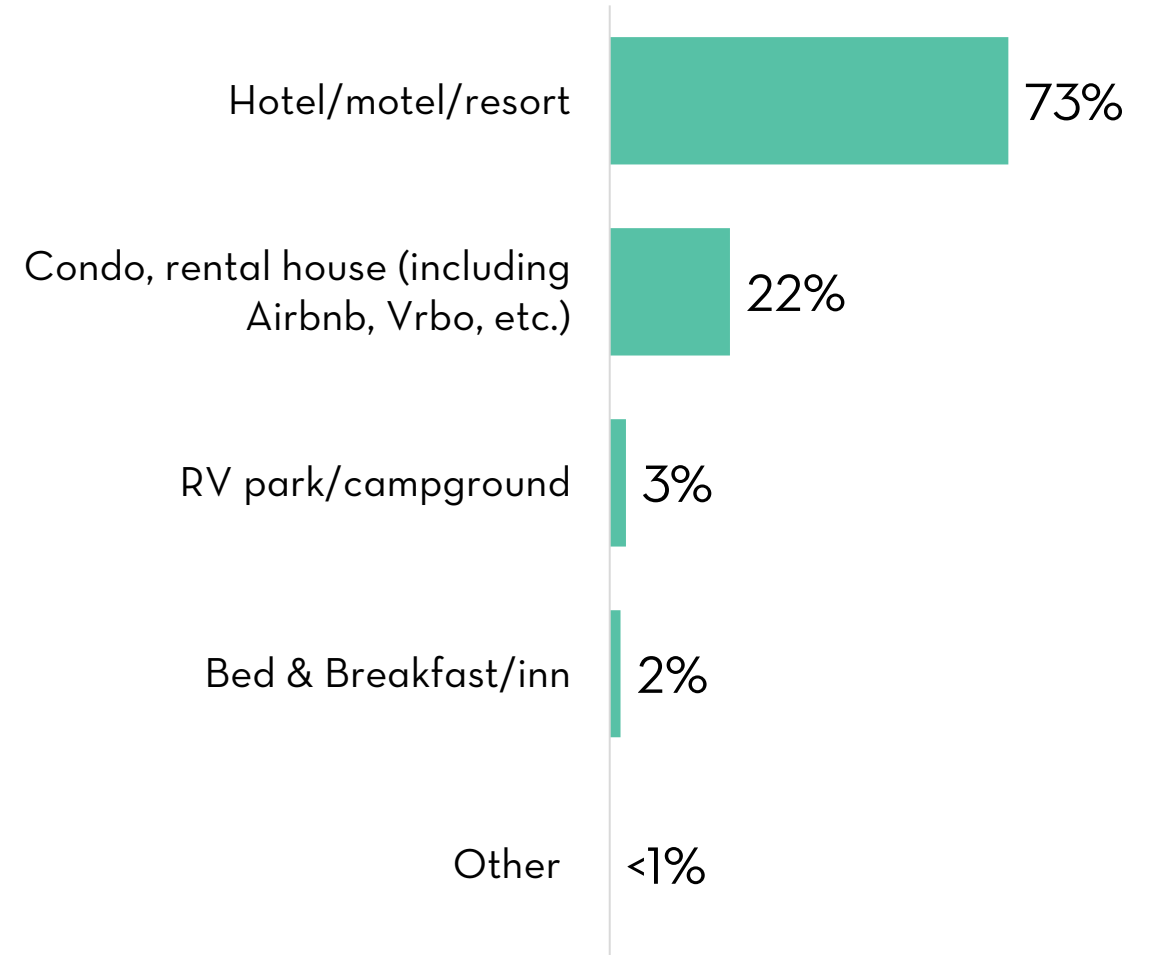
- **16%** of paid visitors said visiting the Daytona Beach area was a part of a multi-destination trip
- Of the 16% who visited other destinations**, the top places were **Orlando, St. Augustine, Miami, Tampa** and **Cocoa Beach**



ACCOMMODATIONS

In what type of accommodations did you stay?

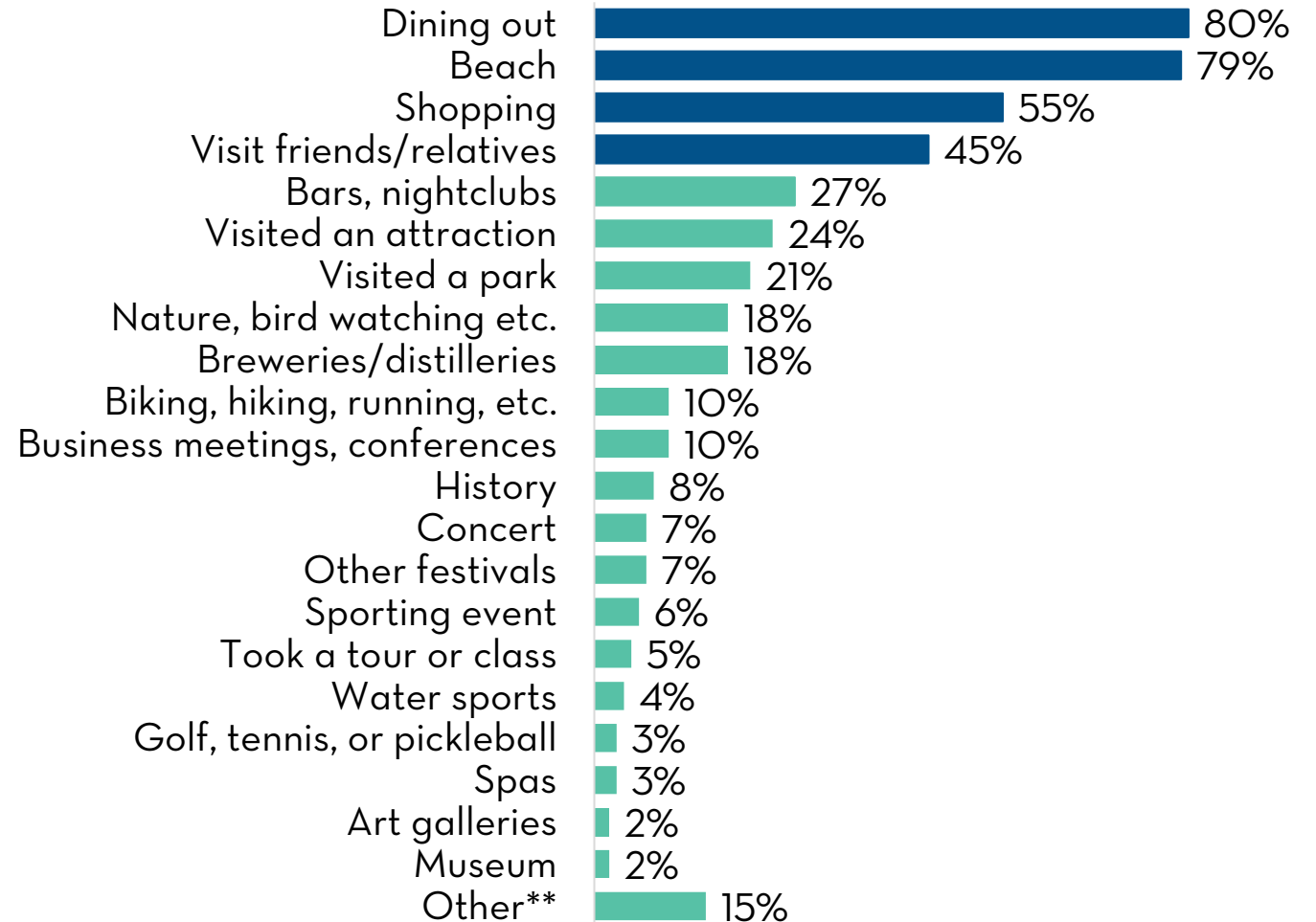
- **73%** of paid visitors stayed in a **hotel, motel,** or **resort** during their trip
 - This group of visitors' typical length of stay is **4.0** nights
- **22%** of paid visitors stayed in a **condo** or **rental house** during their trip
 - Their typical length of stay is **7.8** nights
- **2%** of paid visitors stayed in a **Bed & Breakfast or inn** during their trip
 - Their typical length of stay is **6.7** nights



VISITOR ACTIVITIES*

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

- **Dining out at restaurants** is the primary activity among paid visitors when visiting Daytona Beach
- Nearly **4 in 5** paid visitors went to the **beach** while in the area
- Nearly **3 in 5** paid visitors went **shopping**



*Multiple responses permitted.

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

DAILY TRAVEL PARTY SPENDING*

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

Paid Visitors

<i>Accommodations</i>	<i>\$78</i>
<i>Restaurants</i>	<i>\$84</i>
<i>Groceries</i>	<i>\$19</i>
<i>Shopping</i>	<i>\$79</i>
<i>Activities & attractions</i>	<i>\$57</i>
<i>Transportation</i>	<i>\$44</i>
<i>Other</i>	<i>\$13</i>
<i>Daily Spending</i>	<i>\$374</i>

TOTAL TRAVEL PARTY SPENDING

Paid Visitors

<i>Accommodations</i>	<i>\$380</i>
<i>Restaurants</i>	<i>\$410</i>
<i>Groceries</i>	<i>\$94</i>
<i>Shopping</i>	<i>\$385</i>
<i>Activities & attractions</i>	<i>\$281</i>
<i>Transportation</i>	<i>\$215</i>
<i>Other</i>	<i>\$64</i>
<i>Trip Spending</i>	<i>\$1,829</i>

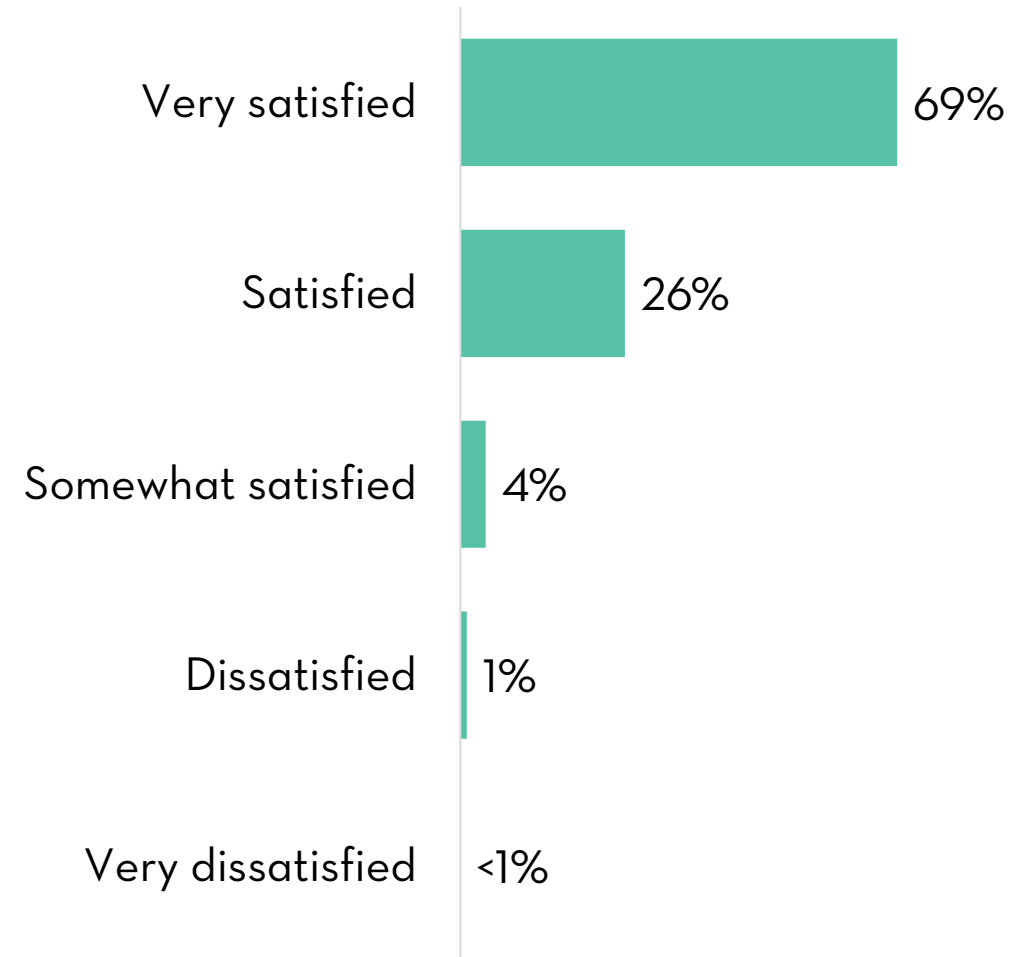
TRIP PLANNING CYCLE: POST TRIP EVALUATION



VISITOR SATISFACTION

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

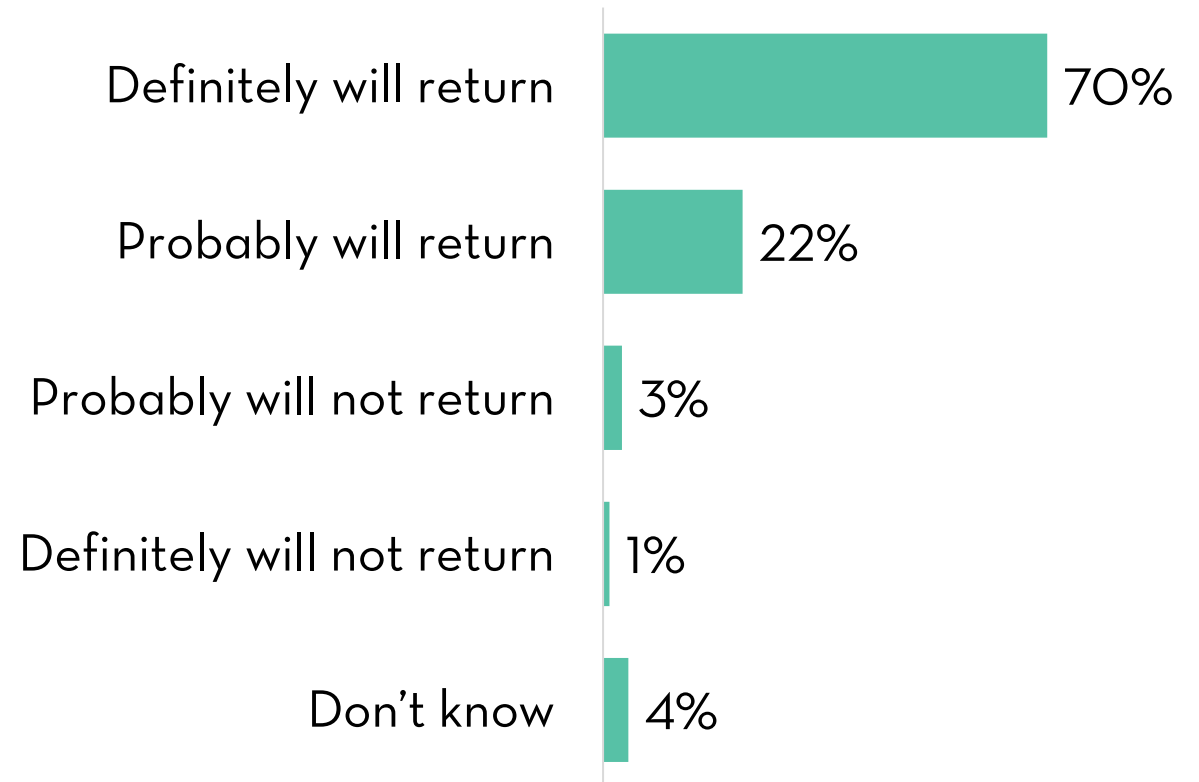
- **95%** of paid visitors were **very satisfied** or **satisfied** with their trip to Daytona Beach
- **69%** were **very satisfied** with their trip to Daytona Beach



LIKELIHOOD OF RETURNING

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

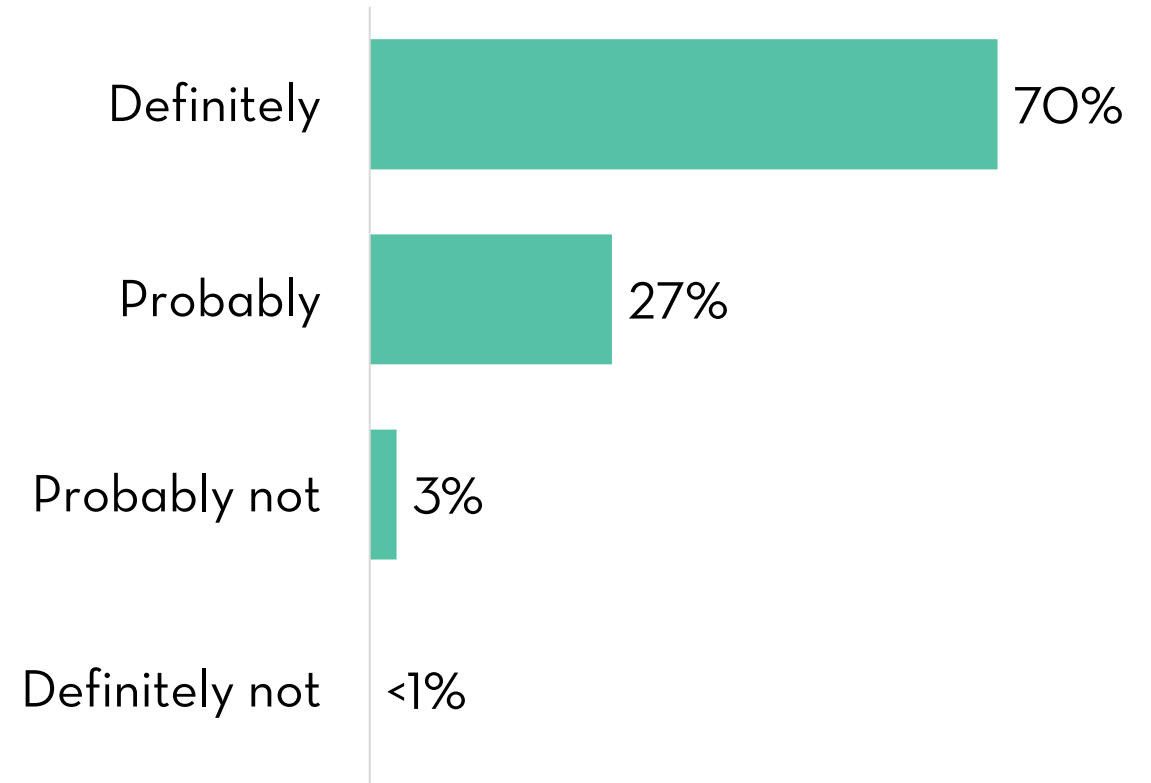
- **7 in 10** paid visitors **will definitely return** to Daytona Beach
- **4% are uncertain about returning***, the reasons listed most often are:
 - Customer service - 1%
 - Prefer variety in vacation spots - 1%
 - Only went for a specific occasion - 1%
 - Not enough to do during the day - 1%



RECOMMENDING TO FRIENDS/FAMILY

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

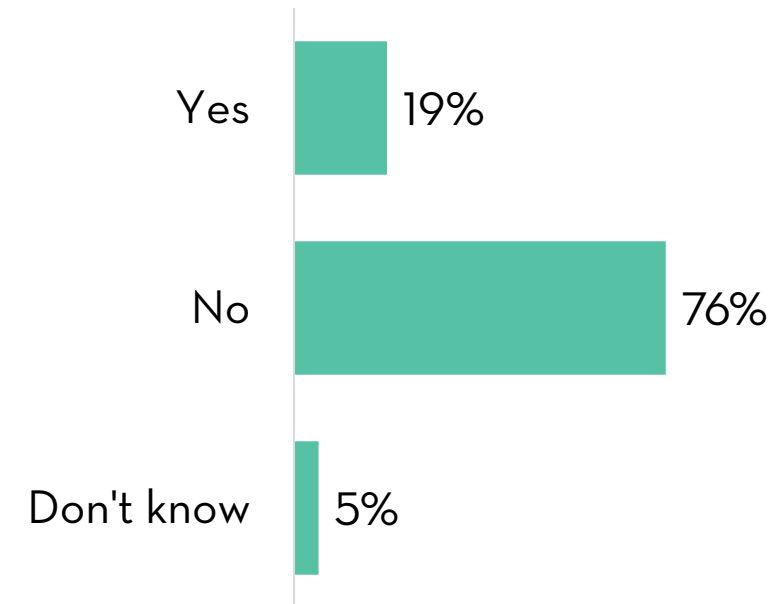
- Nearly **3 in 4** paid visitors would **definitely recommend** visiting Daytona Beach
- Over **1 in 4** would **probably recommend** visiting Daytona Beach



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* were **rundown appearance, too many unhoused people**, as well as **party town perception**



DAYTONA BEACH

Visitor Profile and Economic Impact Report

October – December 2024

