

DAYTONA BEACH

Visitor Profile and Economic Impact Report October – December 2025

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METHODOLOGY



Data Collection:

From October 1, 2025, to December 31, 2025, 519 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.

- 305 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 519 is $\pm 4.3\%$ points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Profile Study are within 4.3% points of the “true” value on a quarterly basis.

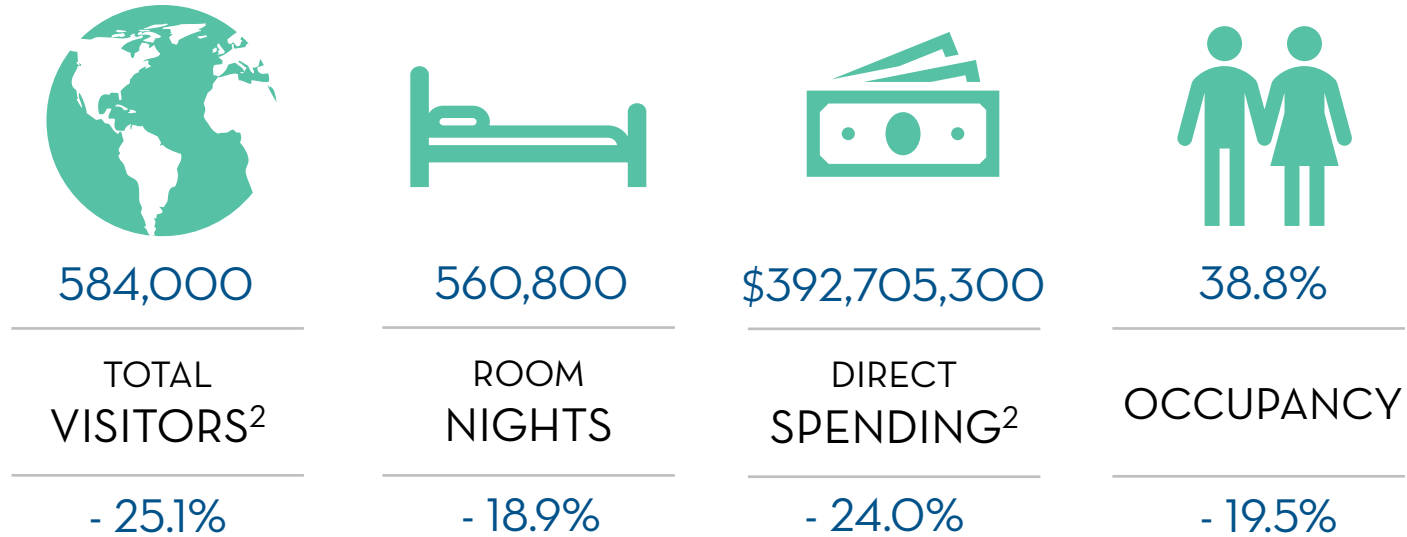
EXECUTIVE SUMMARY



KEY PERFORMANCE INDICATORS¹

- Visitation metrics for the same period last year (October-December 2024) were influenced by hurricane recovery. Visitors included recovery workers who have different behaviors, including spending, than a more typical mix of leisure and business travelers. As a result, 2024 metrics were elevated compared to 2023. In October-December 2025, a normalization back to 2023 metrics combined with a statewide trend of fewer visitors taking trips resulted in most tourism metrics being down significantly in October-December 2025 versus the same period last year - a trend seen across many Florida destinations.
- Advertising recall and advertising influence both increased year-over-year
- International visitation decreased year-over-year, following statewide as well as national trends

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.



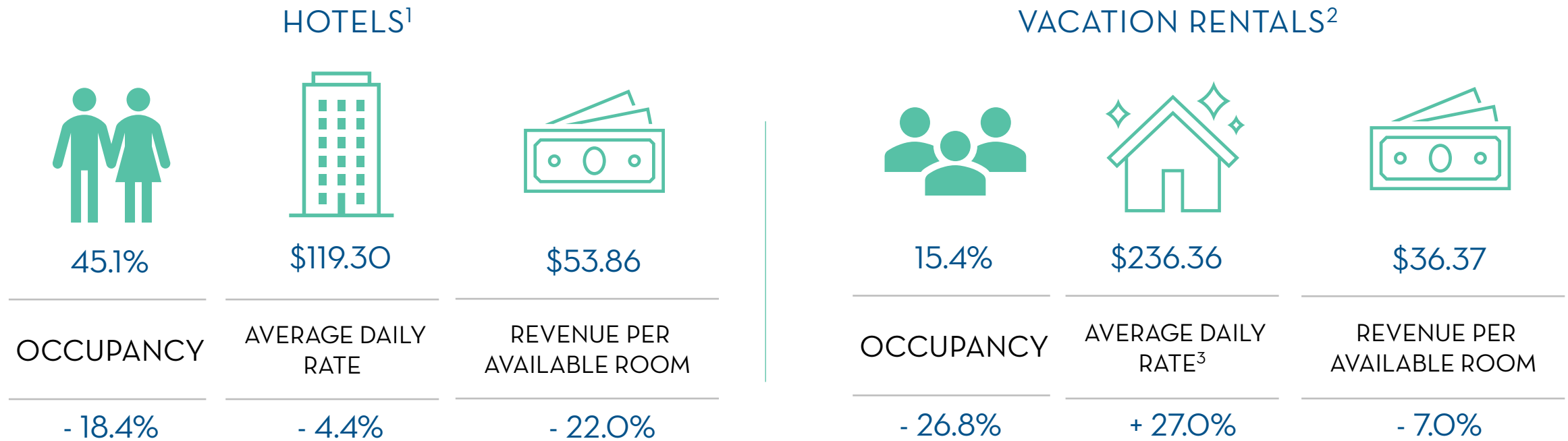
¹ Sources: Smith Travel Research, Key Data, Department of Business and Professional Regulation, and DSG Visitor Tracking Study

² Visitation and spending estimates are preliminary. Adjustments may be made at the end of the year to account for quarterly fluctuations.

October-December 2025

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.



¹ Hotel source: Smith Travel Research

² Vacation rental source: Key Data

³ Note: Airbnb (effective April 30, 2025) and Vrbo (effective May 30, 2025) have updated how rates are quoted through their platforms. The ADR now includes cleaning fees, platform service fees, and applicable discounts (e.g., weekly or monthly stay discounts). Therefore, the ADR of vacation rentals may appear inflated in YOY comparisons now that Key Data is capturing the inclusive price (excluding taxes) rather than the base accommodation rate.

PAID VISITOR PROFILE



\$372

DAILY TRAVEL PARTY SPEND

48

MEDIAN AGE

\$99,100

MEDIAN HOUSEHOLD INCOME

3.0

HOTEL TRAVEL PARTY SIZE

3.8

VACATION RENTAL TRAVEL PARTY SIZE

\$1,870

TOTAL TRAVEL PARTY SPEND

16%

FIRST-TIME VISITOR

23%

TRAVELED WITH CHILDREN

4.2

HOTEL LENGTH OF STAY

8.7

VACATION RENTAL 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?¹



Vacation/leisure trip
60%



Visit friends/family
43%



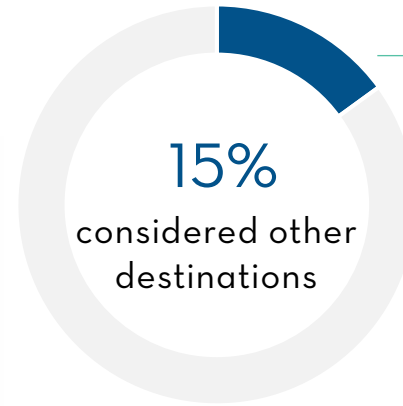
Special occasion/event
15%



Business/conference
14%



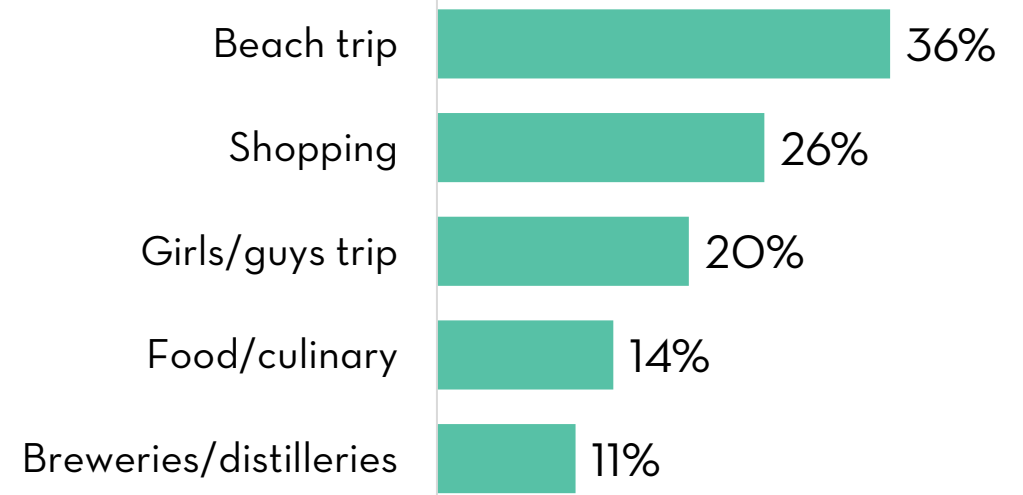
Sporting event
10%



Other destinations most considered:

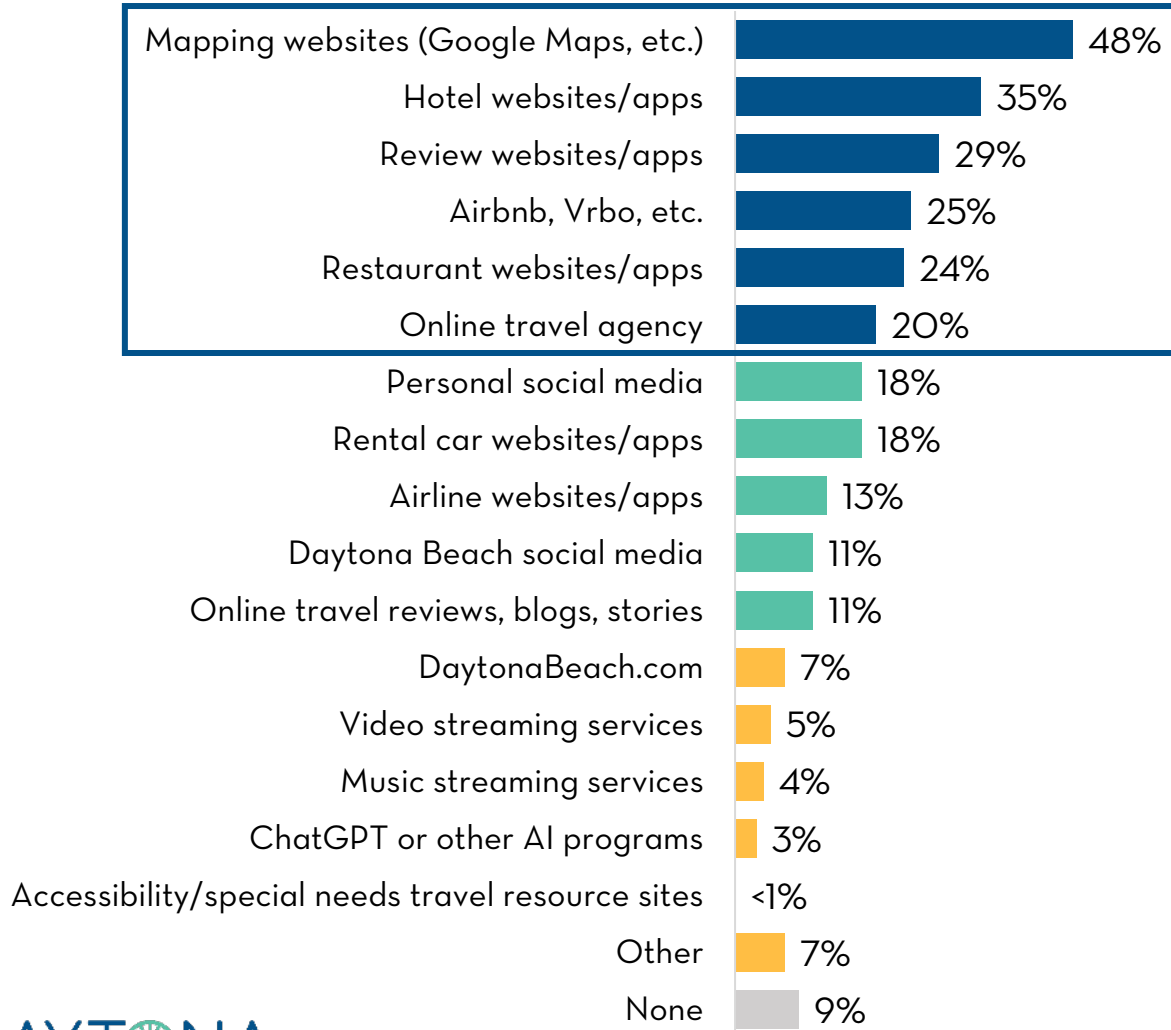
- Key West & Myrtle Beach (3% each)
- Panama City Beach & Miami Beach (2% each)

Most common types of leisure trips¹

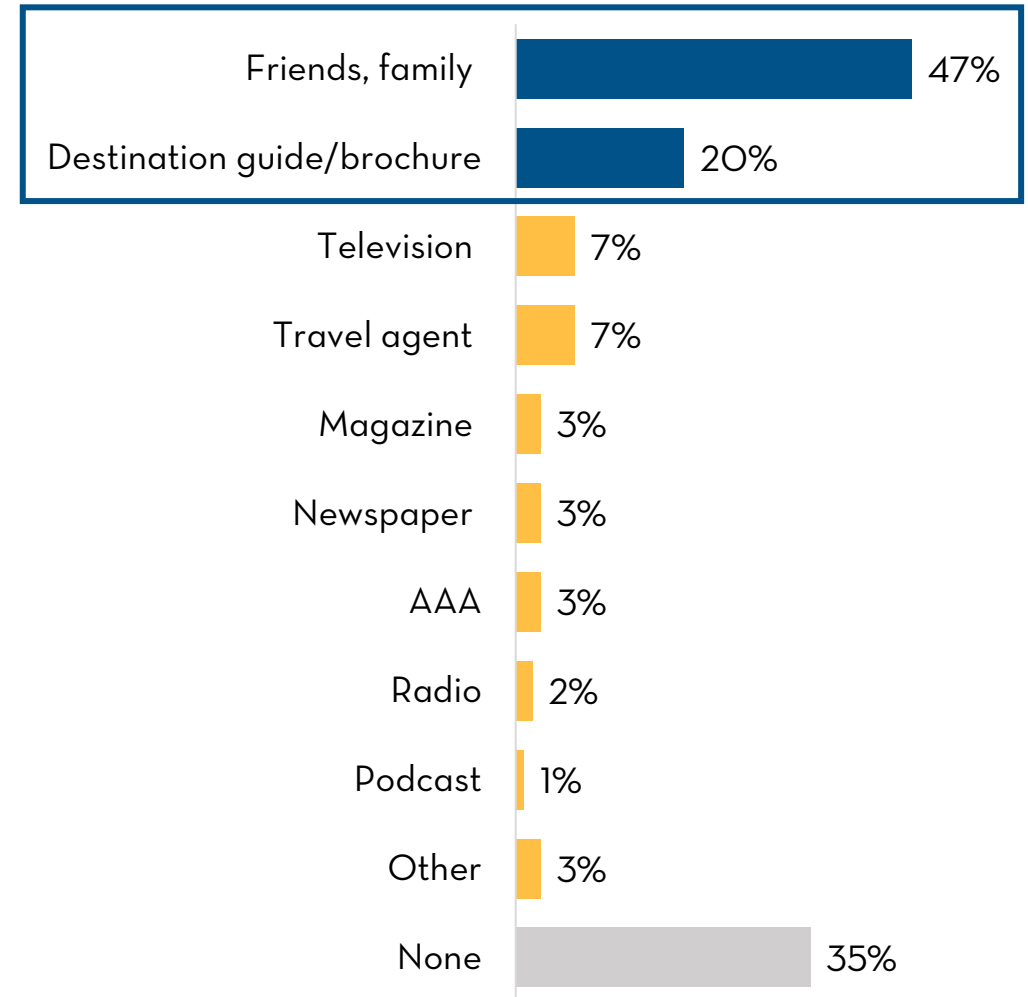


TRIP PLANNING SOURCES¹

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



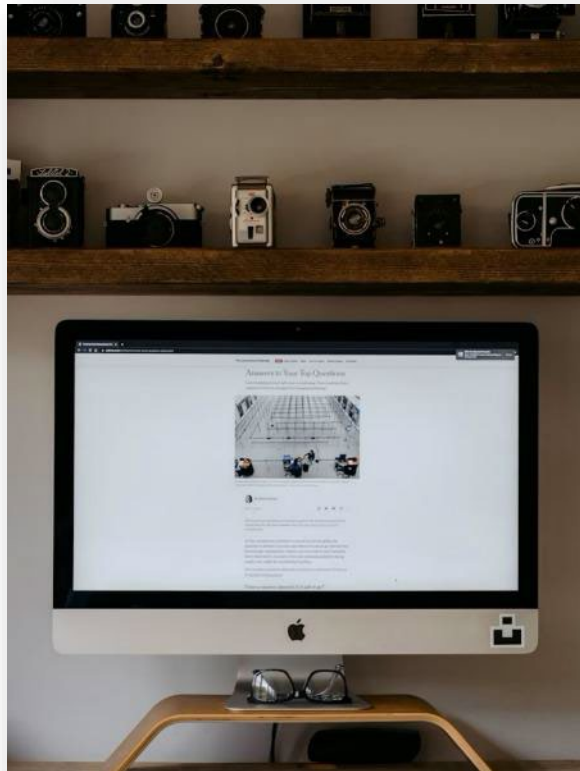
Did you use any other sources to plan your trip to the Daytona Beach area?



¹ Multiple responses permitted.

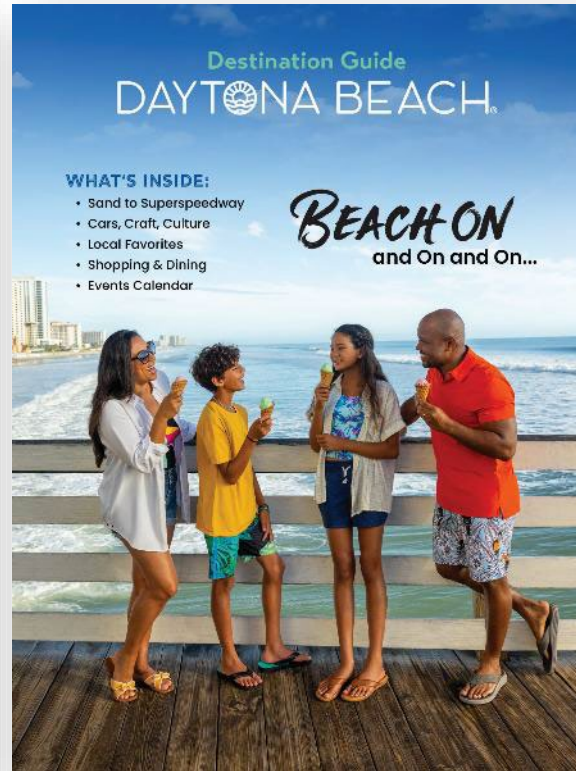
TOP SOURCES OF ADVERTISING EXPOSURE¹

46% of all paid visitors recalled seeing, reading, or hearing advertising for the Daytona Beach area
30% of all paid visitors were influenced by advertising to come to the Daytona Beach area



Online article

49%



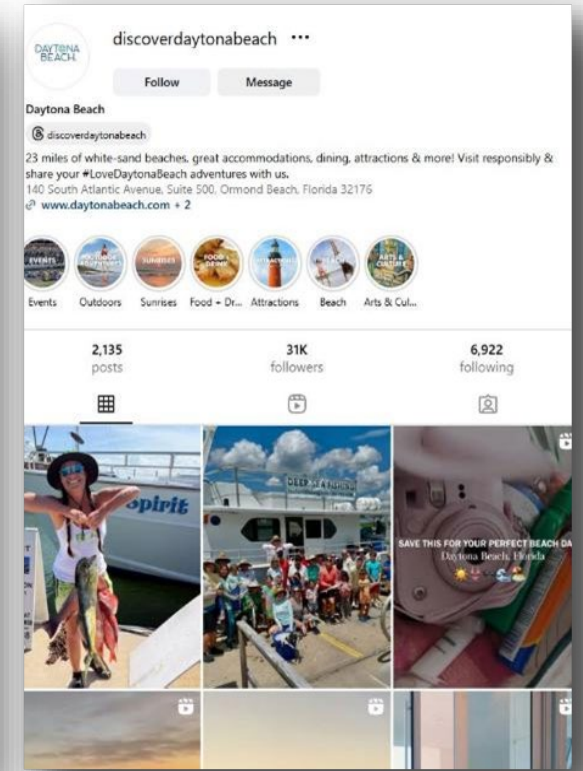
Travel/destination guide

46%



Personal social media

42%



Daytona Beach's social media

33%

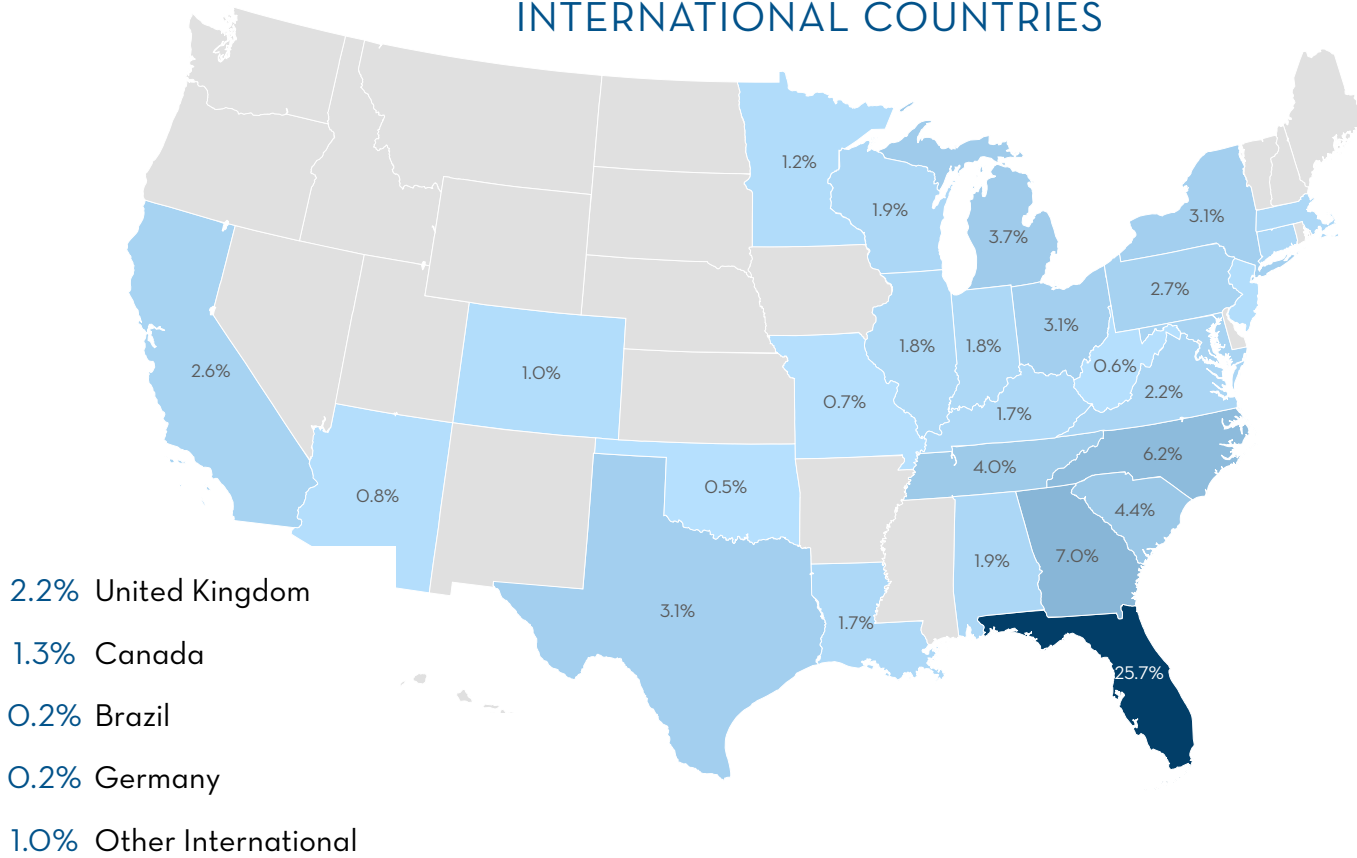
¹ Only asked to those visiting for a special event, sporting event, or vacation/leisure. Multiple responses permitted.

TOP VISITOR ORIGINS

7 of the top 9 origin markets were consistently in the top 25 website traffic markets (October - December 2025), highlighting alignment between online interest and actual visitation - useful for targeting marketing efforts in certain markets.¹

✓ Denotes a market in the top 25 website traffic markets for October-December 2025.

TOP ORIGIN STATES & INTERNATIONAL COUNTRIES



TOP ORIGIN MARKETS² Percent

✓ Orlando-Daytona Beach-Melbourne	7.9%
✓ Jacksonville	5.6%
✓ Tampa-St. Petersburg	5.6%
✓ Atlanta	5.0%
✓ Miami-Ft. Lauderdale	3.7%
✓ New York City	3.1%
Washington, DC-Hagerstown	2.9%
Columbia, SC	2.7%
✓ Detroit	2.4%

¹ Sources: DSG Visitor Tracking Study and Google Analytics

² Sources: DSG Visitor Tracking Study and Zartico

October-December 2025

TOP VISITOR ACTIVITIES¹



Dining out
78%



Beach
70%



Shopping
58%



Visit friends/relatives
43%



Bars, nightclubs
30%



Breweries/distilleries
25%



Visited a park
25%

TOP REASONS FOR CHOOSING DAYTONA BEACH

Why did you choose Daytona Beach over the other destinations you considered?¹



ATMOSPHERE

“We like that it feels smaller, relaxed, and not too overwhelming.”



CONVENIENCE

“Low airfare, close by, and being able to explore somewhere new!”



VALUE

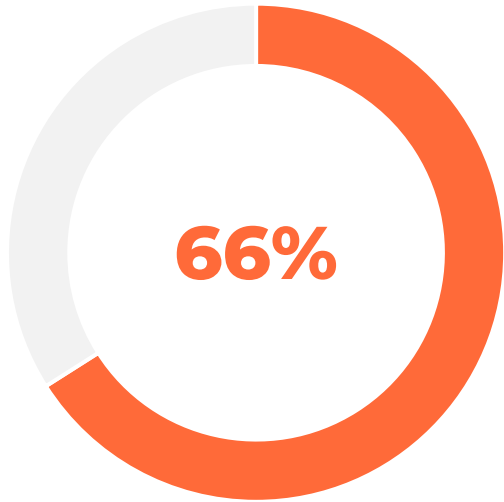
“It felt like a great value, with good prices and an easy trip overall.”



FAMILY

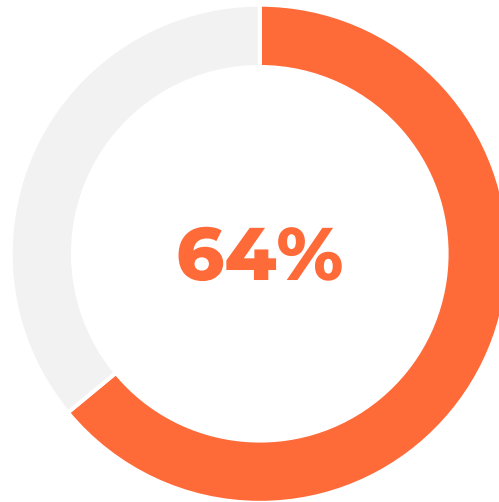
“I chose it because of family ties and good experiences here before.”

SATISFACTION STATISTICS



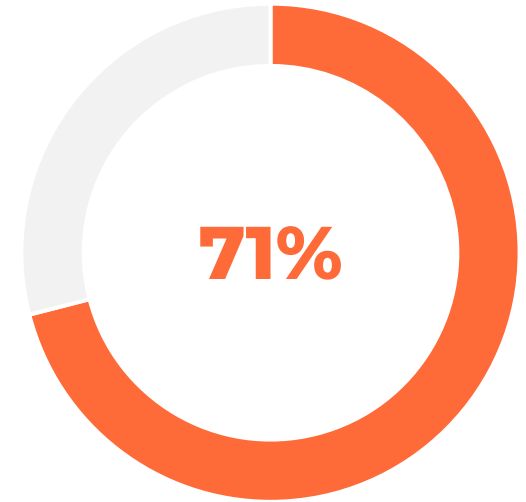
VERY SATISFIED

66% of visitors reported being very satisfied with their experience



DEFINITELY RETURN

64% of visitors said they would definitely return to Daytona Beach area



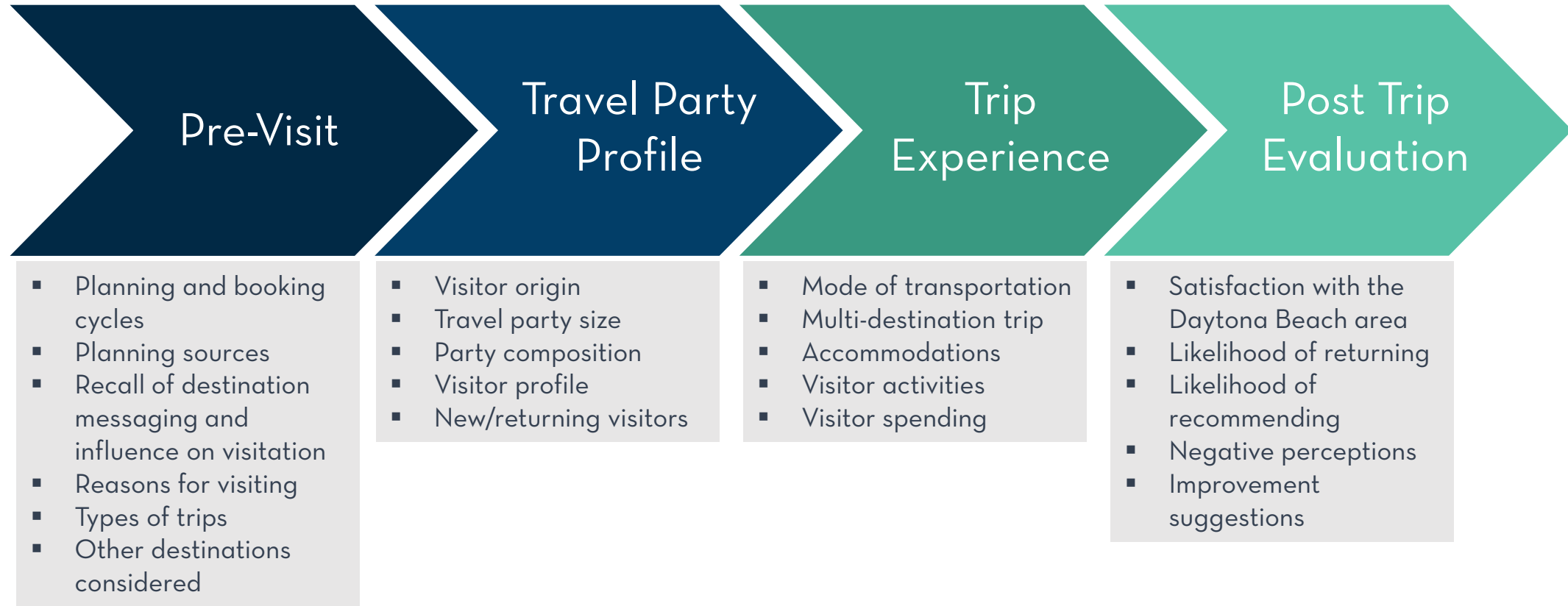
DEFINITELY RECOMMEND

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

DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



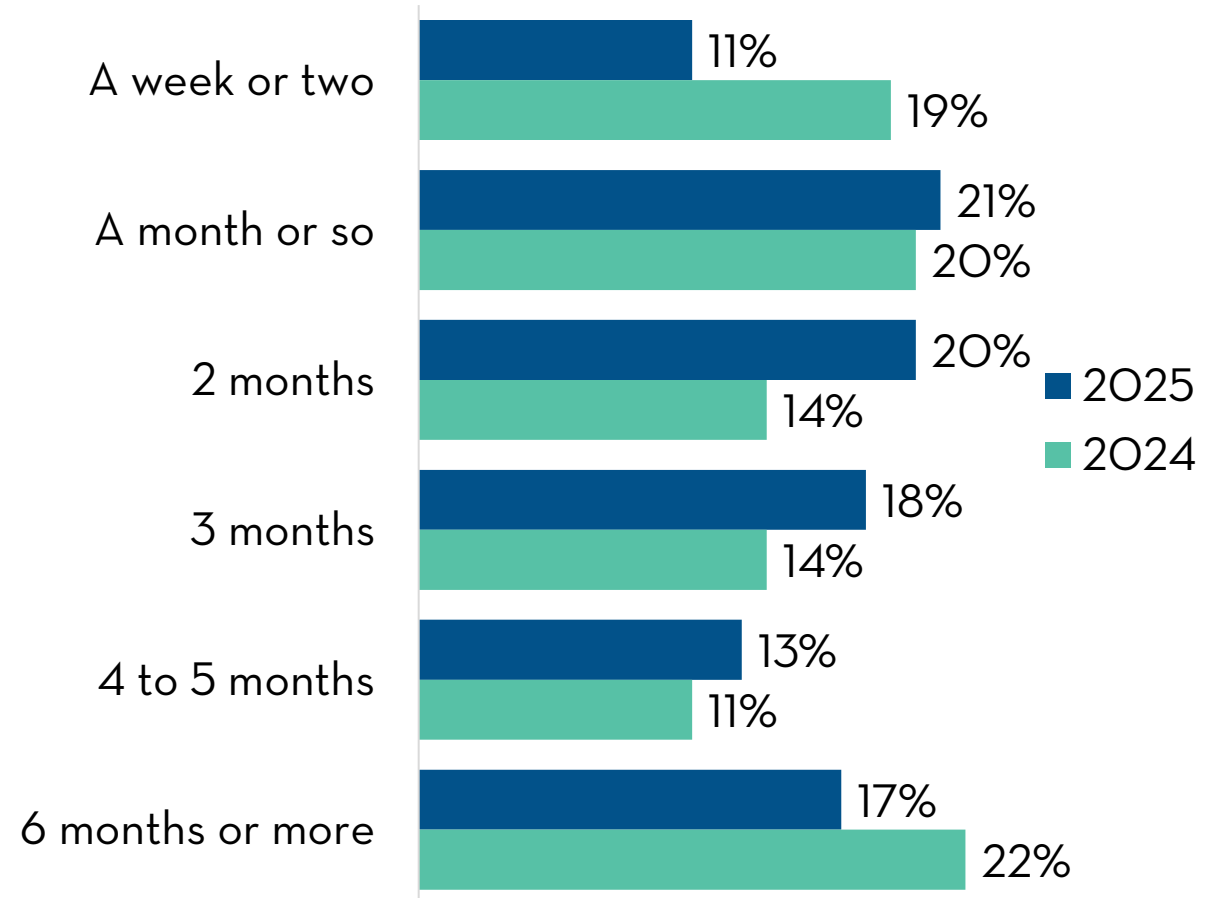
TRIP PLANNING CYCLE: PRE-VISIT



TRIP PLANNING CYCLE¹

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 nearly **7 in 10** planned their trip **two or more months in advance**
- The typical paid visitor plans their trip **57 days** in advance

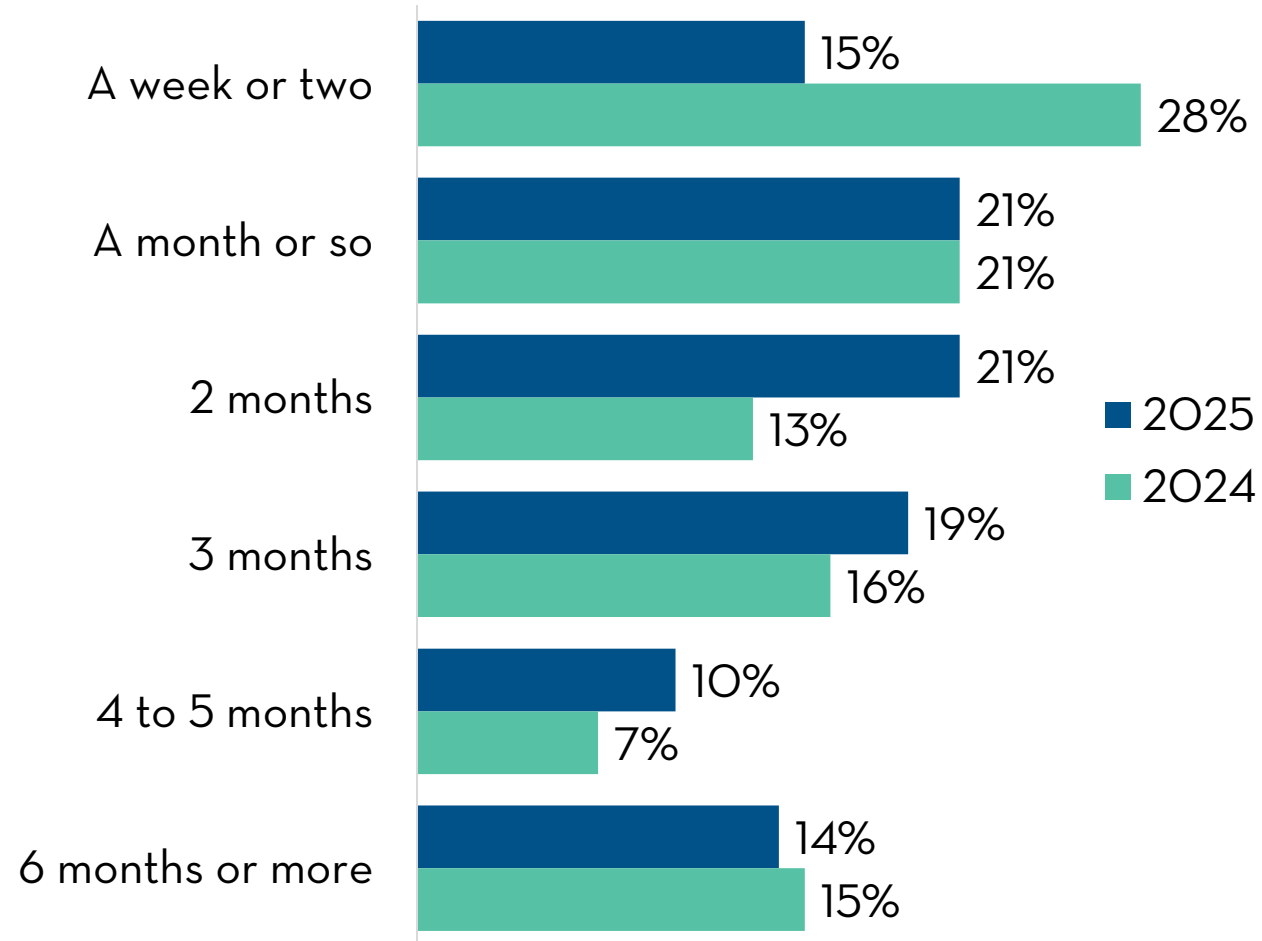


¹ Only asked to those visiting for a special event, sporting event, or vacation/leisure.

TRIP BOOKING CYCLE¹

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 visitor books their trip **50 days** in advance



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

ONLINE TRIP PLANNING SOURCES¹

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

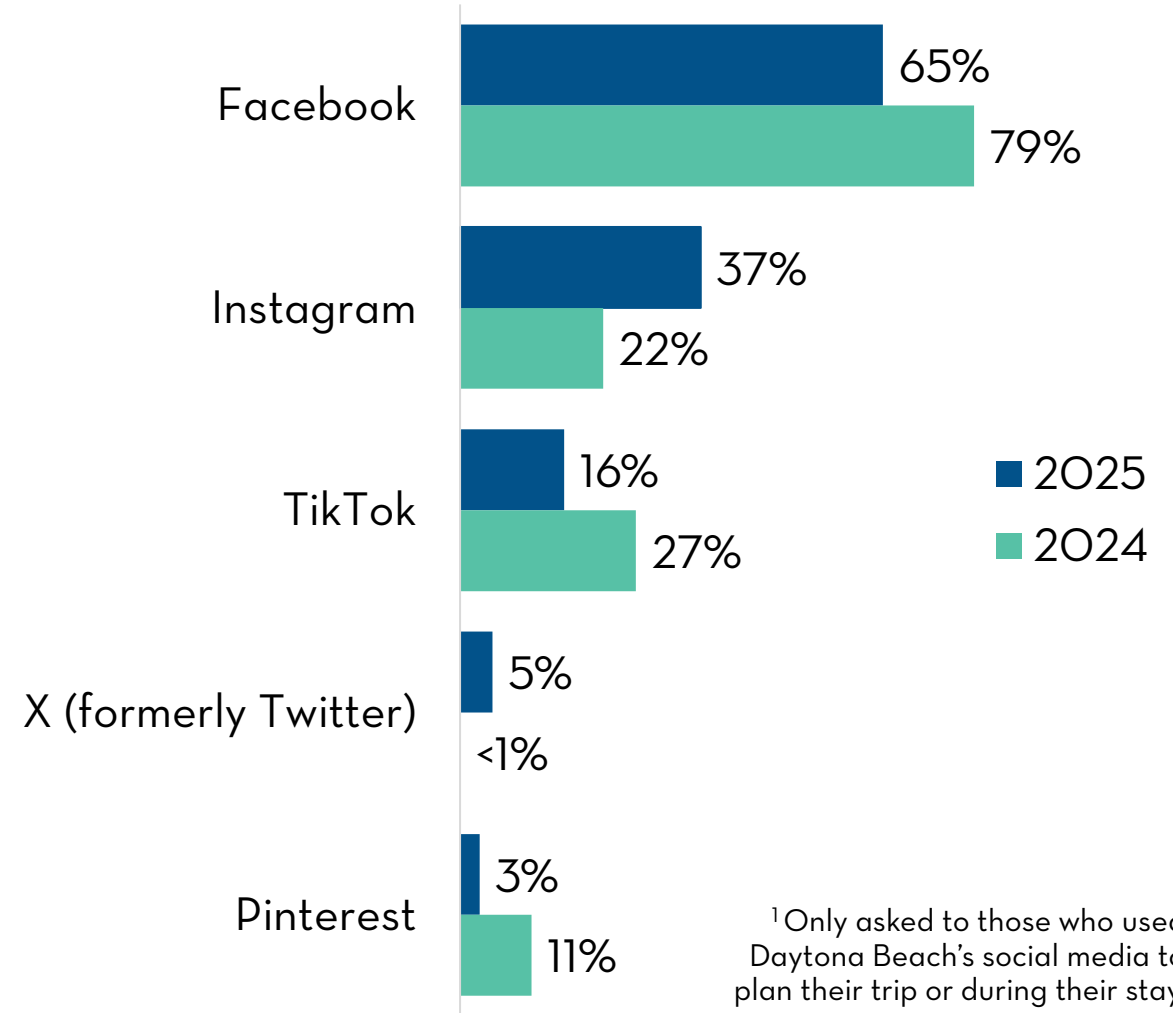
Online Trip Planning Sources	2024	2025
Mapping websites	52%	48%
Hotel websites/apps	34%	35%
Review websites/apps	27%	29%
Airbnb, Vrbo, etc.	18%	25%
Restaurant websites/apps	24%	24%
Online travel agency	17%	20%
Personal social media	18%	18%
Rental car websites/apps	20%	18%
Airline websites/apps	11%	13%
Daytona Beach social media	11%	11%
Online travel reviews, blogs, stories	7%	11%
DaytonaBeach.com	12%	7%
Video streaming services	3%	5%
Music streaming services	2%	4%
ChatGPT or other AI programs	1%	3%
Accessibility/special needs travel resource sites	<1%	<1%
Other	15%	7%
None	4%	9%

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

SOCIAL MEDIA PLANNING SOURCES¹

Which social media platform?

- Of the 11% of paid visitors who used Daytona Beach's social media to help plan their trip:
- Nearly 2 in 3 used Facebook
- Nearly 2 in 5 used Instagram

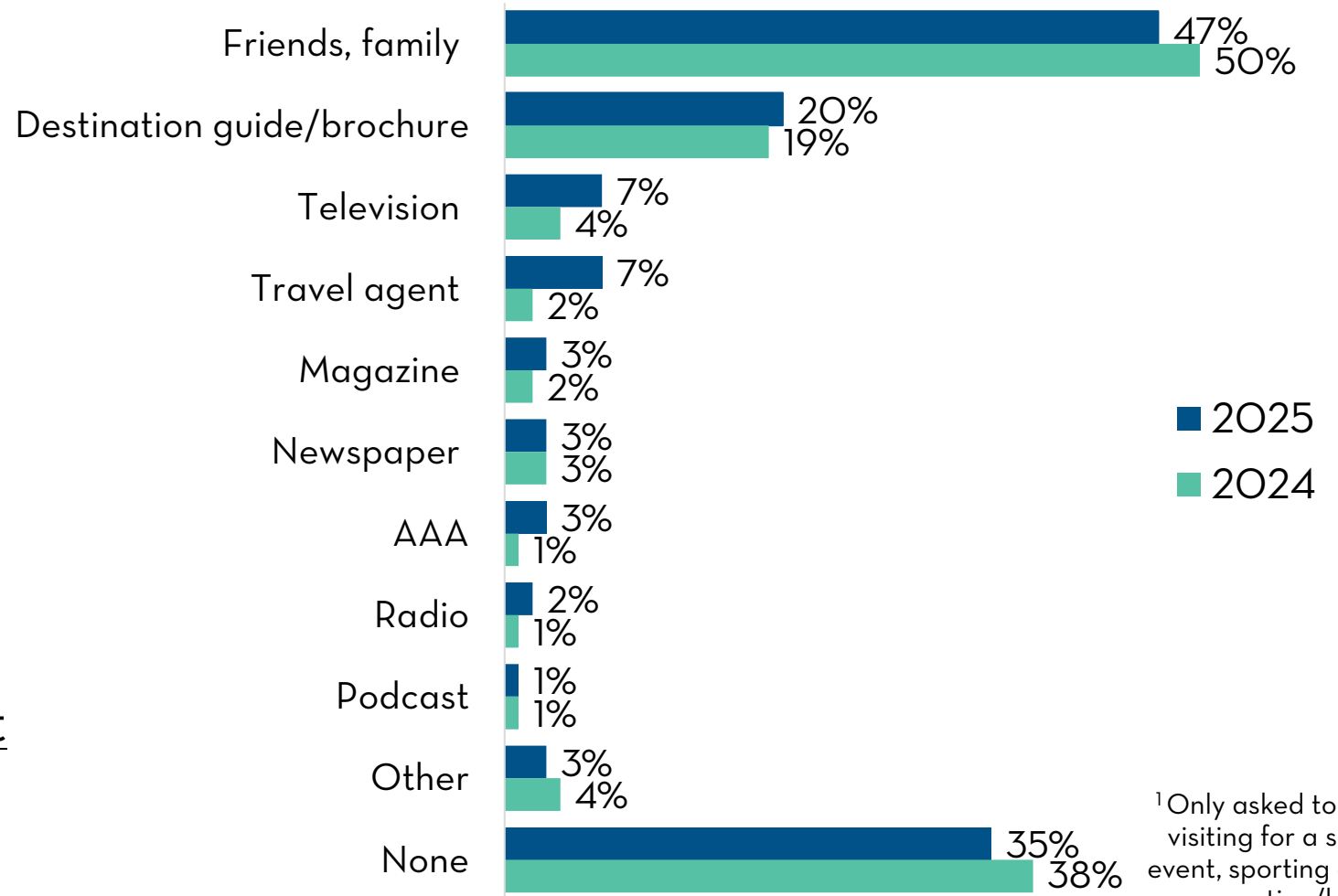


¹ Only asked to those who used Daytona Beach's social media to plan their trip or during their stay. Multiple responses permitted.

OTHER TRIP PLANNING SOURCES¹

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 and family
- 1 in 5 paid visitors used a destination guide or brochure
- 35% of paid visitors did not use any offline resources to help them plan their trip

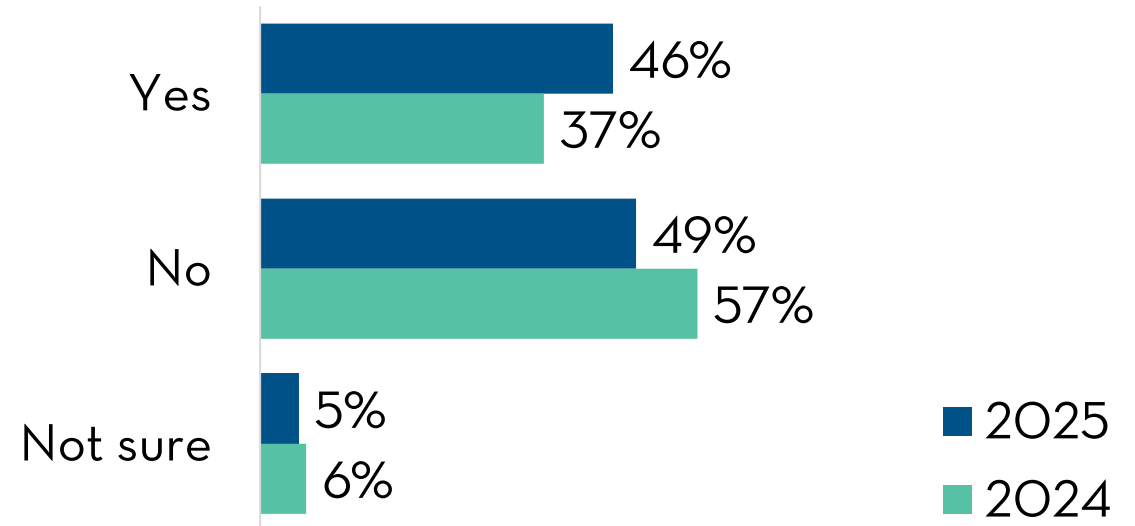


¹ Only asked to those visiting for a special event, sporting event, or vacation/leisure. Multiple responses permitted.

ADVERTISING AND PROMOTION RECALL¹

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

- 46% of paid visitors recalled advertising, promotions, or travel stories about the Daytona Beach Area



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

ADVERTISING AND PROMOTION SOURCES¹

Where did you see this information about the Daytona Beach area?
Of the 46% of paid visitors who recalled noticing advertising, promotions, or travel stories:

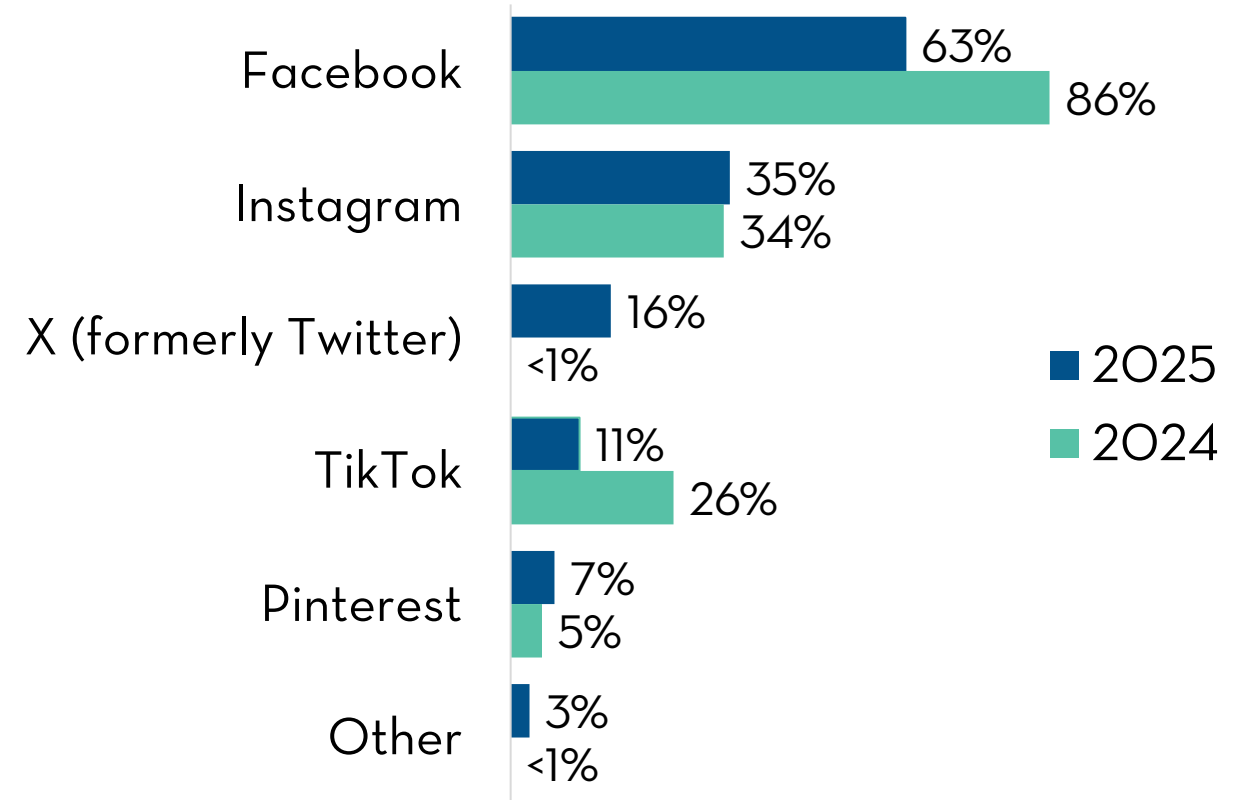
Advertising and Promotion Sources	2024	2025
Online article	45%	49%
Travel/Destination Guide	60%	46%
Personal social media	50%	42%
Daytona Beach's social media	17%	33%
Traveler reviews/blogs	20%	22%
Weather app	18%	19%
Video streaming services	13%	19%
Deal-based promotion	10%	17%
Television	13%	14%
Magazine article	7%	11%
Brochure	20%	10%
Music streaming services	3%	10%
Ad on a website	11%	8%
Billboard	6%	6%
Magazine ad	<1%	6%
Radio	3%	4%
Newspaper	4%	3%
Podcast	1%	2%
AAA	1%	2%
Other	<1%	<1%

¹ Only asked to those who recalled seeing advertising or promotions for the Daytona Beach area. Multiple responses permitted.

AD RECALL ON DAYTONA BEACH'S SOCIAL MEDIA¹

Which social media platform?

- Of the paid visitors who recalled seeing advertising, promotions, or travel stories on Daytona Beach's social media, nearly **2 in 3** recalled seeing them on Daytona Beach's **Facebook**
- Over **1 in 3** recalled seeing them on Daytona Beach's **Instagram**

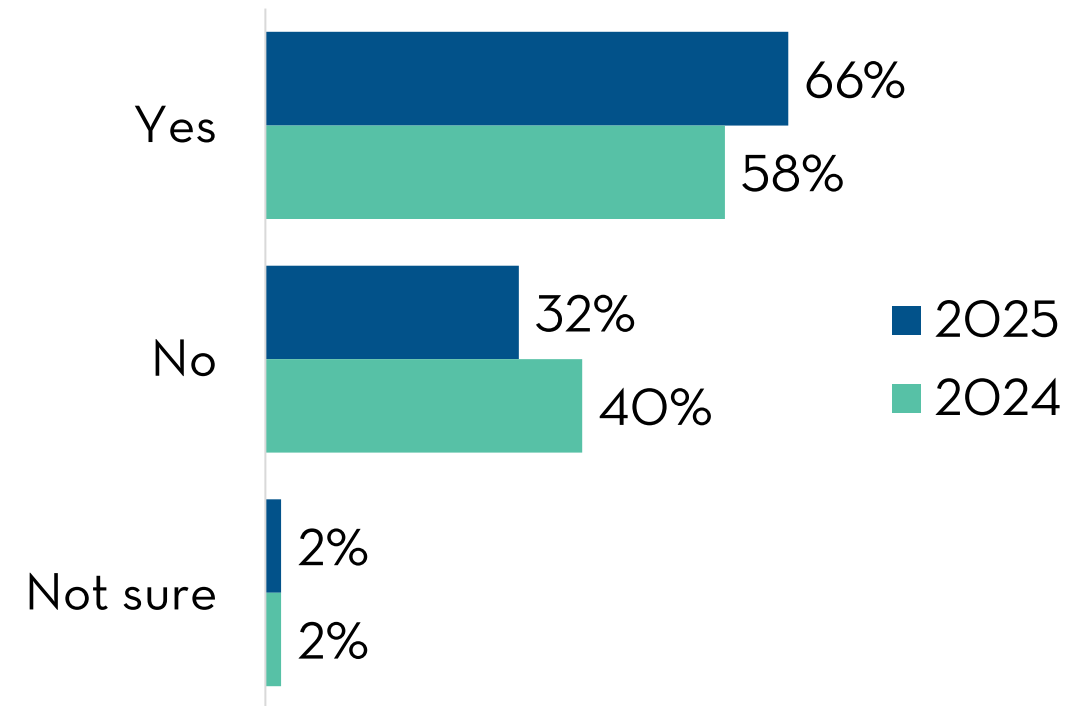


¹Only asked to those visiting for a special event, sporting event, or vacation/leisure who recalled seeing ads on Daytona Beach's social media. Multiple responses permitted.

ADVERTISING INFLUENCE ON VISITATION¹

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

- Of the 46% of paid visitors who recalled noticing advertising, promotions, or travel stories, 66% were influenced to come to the area by them

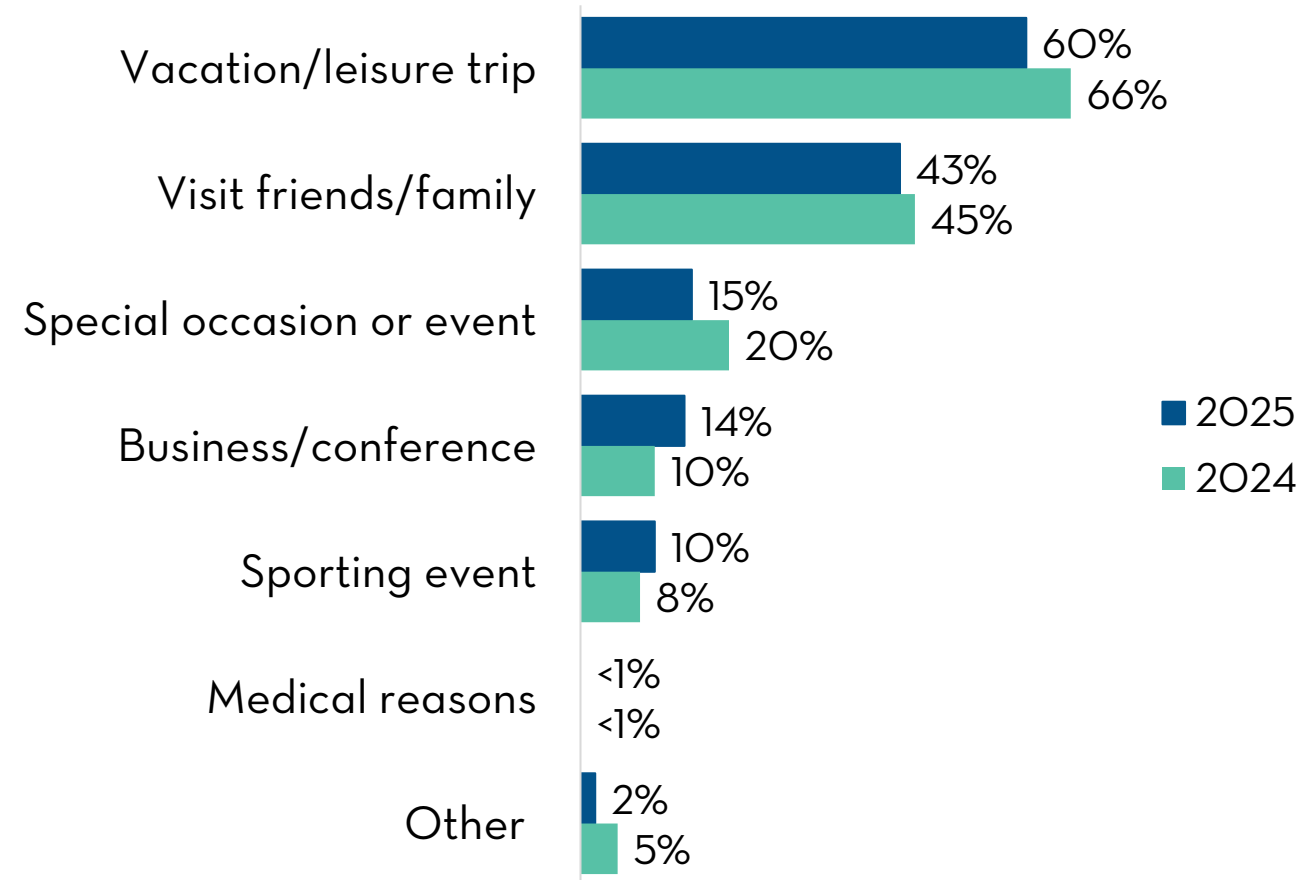


¹ Repeat visitors who were already planning a trip to the area may be less likely to be influenced by ads. Only asked to those who recalled noticing advertising, promotions, or travel stories about the Daytona Beach area.

MAIN REASONS FOR COMING TO DAYTONA BEACH¹

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

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



TYPES OF TRIPS¹

Types of Trips	2024	2025
Beach trip	43%	36%
Shopping	23%	26%
Girls/guys trip	23%	20%
Food/culinary	11%	14%
Breweries/distilleries	6%	11%
Nature/environment	12%	9%
Bike Week/Biketoberfest®	8%	7%
Conference/convention/trade show	3%	7%
History	3%	6%
Company/government business	3%	6%
Youth sports tournament/event	1%	4%
Adult sports tournament/event (amateur)	2%	4%
Biking, hiking, running, etc.	3%	3%
Water sports	2%	3%
Golf or tennis	1%	2%

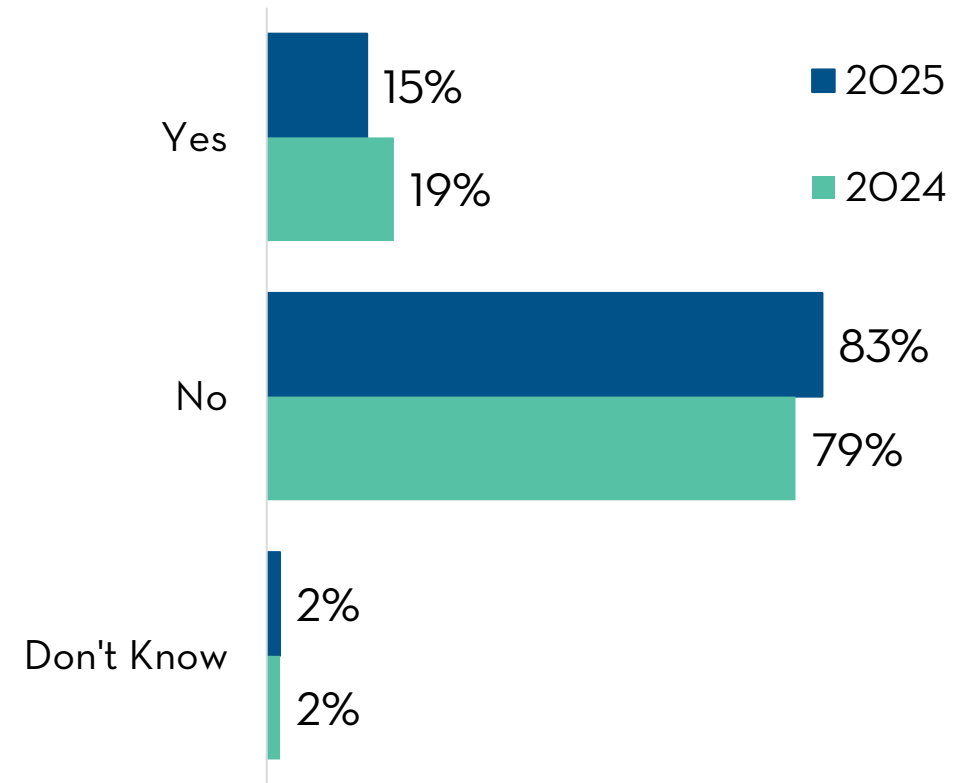
Types of Trips (Cont'd)	2024	2025
Performing arts	<1%	2%
Art galleries, museums, etc.	2%	1%
Wedding/honeymoon	1%	1%
Festival (music, arts/culture, etc.)	1%	1%
Professional sports tournament/event	1%	1%
Racing event	2%	1%
Reunion	1%	<1%
Concert	1%	<1%
Jeep Beach	<1%	<1%
Graduation	<1%	<1%
Anniversary	1%	<1%
Coke Zero Sugar 400 NASCAR Event	<1%	<1%
CEO Fighting Game Championships	<1%	<1%

¹Multiple responses permitted.

CONSIDERING OTHER DESTINATIONS? ¹

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



¹ Only asked to those visiting for vacation/leisure.

OTHER DESTINATIONS CONSIDERED¹

Which other destinations did you consider?

- The top two other destinations considered were **Key West** and **Myrtle Beach**

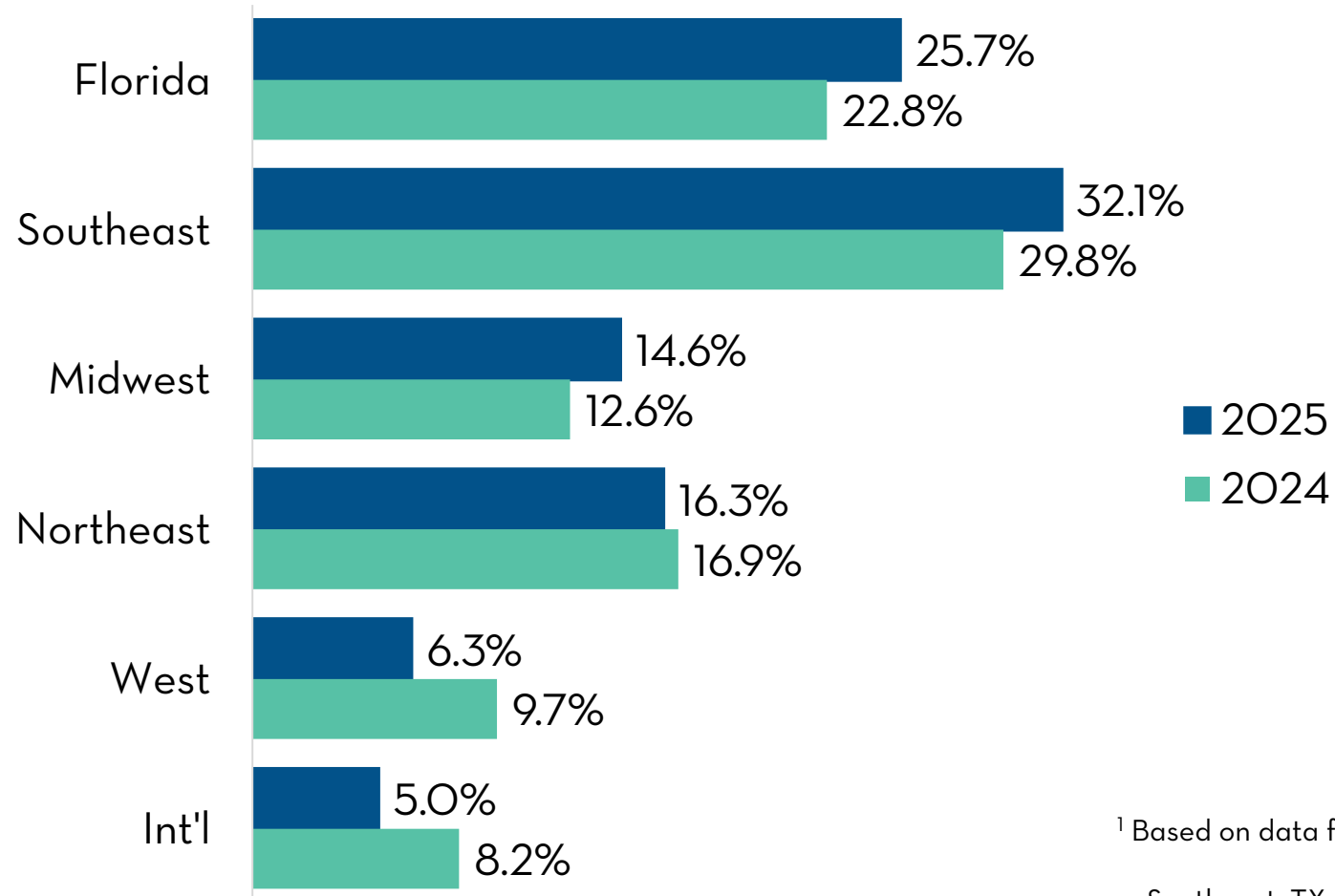
Other Destinations Considered	2024	2025
Nowhere else	79%	84%
Key West	2%	3%
Myrtle Beach	1%	3%
Panama City Beach	2%	2%
Miami Beach	4%	2%
St. Pete/Clearwater	4%	1%
Jacksonville Beach	1%	1%
Ft. Myers	1%	1%
St. Augustine	3%	1%
Cocoa Beach	4%	1%
Destin/Ft. Walton Beach	3%	<1%
Gulf Shores/Orange Beach	2%	<1%
Amelia Island	1%	<1%
Pensacola Beach/Perdido Key	1%	<1%
South Walton/30A	1%	<1%
Hilton Head Island	<1%	<1%
Other	7%	3%

¹Only asked to those who considered other destinations. Multiple responses permitted.

TRIP PLANNING CYCLE: TRAVELER PROFILE



REGION OF ORIGIN¹



¹ Based on data from DSG Visitor Tracking Study & Zartico

Southeast: TX, AR, LA, TN, MS, AL, VA, WV, NC, SC, GA
Northeast: MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME
Midwest: KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI

TOP ORIGIN STATES¹

State	2024	2025
Florida	22.8%	25.7%
Georgia	7.8%	7.0%
North Carolina	5.1%	6.2%
South Carolina	3.9%	4.4%
Tennessee	2.9%	4.0%
Michigan	2.0%	3.7%
Ohio	4.1%	3.1%
Texas	3.1%	3.1%
New York	2.4%	3.1%
Pennsylvania	2.9%	2.7%
California	3.0%	2.6%
Maryland	1.1%	2.5%
Virginia	2.6%	2.2%
Alabama	1.8%	1.9%
Wisconsin	1.8%	1.9%
Massachusetts	1.0%	1.9%
Connecticut	0.7%	1.9%
Indiana	3.0%	1.8%
Illinois	2.8%	1.8%
Louisiana	1.2%	1.7%
Kentucky	0.5%	1.7%



¹ Based on data from DSG Visitor Tracking Study & Zartico

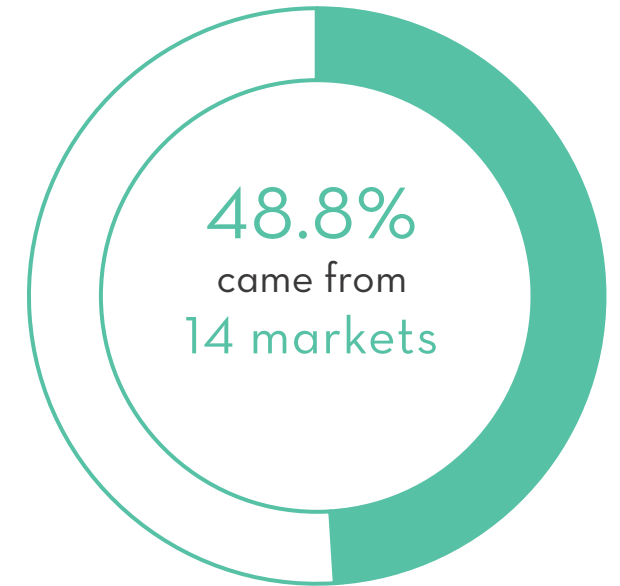
TOP ORIGIN MARKETS¹

9 of the top 14 origin markets also ranked among the top 25 website traffic markets² (October - December 2025), highlighting alignment between online interest and actual visitation - useful for targeting marketing efforts in certain markets.

Market	Percent
✓ Orlando-Daytona Beach-Melbourne	7.9%
✓ Jacksonville	5.6%
✓ Tampa-St. Petersburg	5.6%
✓ Atlanta	5.0%
✓ Miami-Ft. Lauderdale	3.7%
✓ New York City	3.1%
Washington, DC-Hagerstown	2.9%
Columbia, SC	2.7%
✓ Detroit	2.4%

Market	Percent
Greensboro-High Point-Winston Salem	2.3%
✓ Nashville	2.3%
West Palm Beach-Ft. Pierce	2.2%
✓ Boston	1.6%
Tallahassee-Thomasville	1.5%

✓ Denotes a market in the top 25 website traffic markets for October-December 2025.



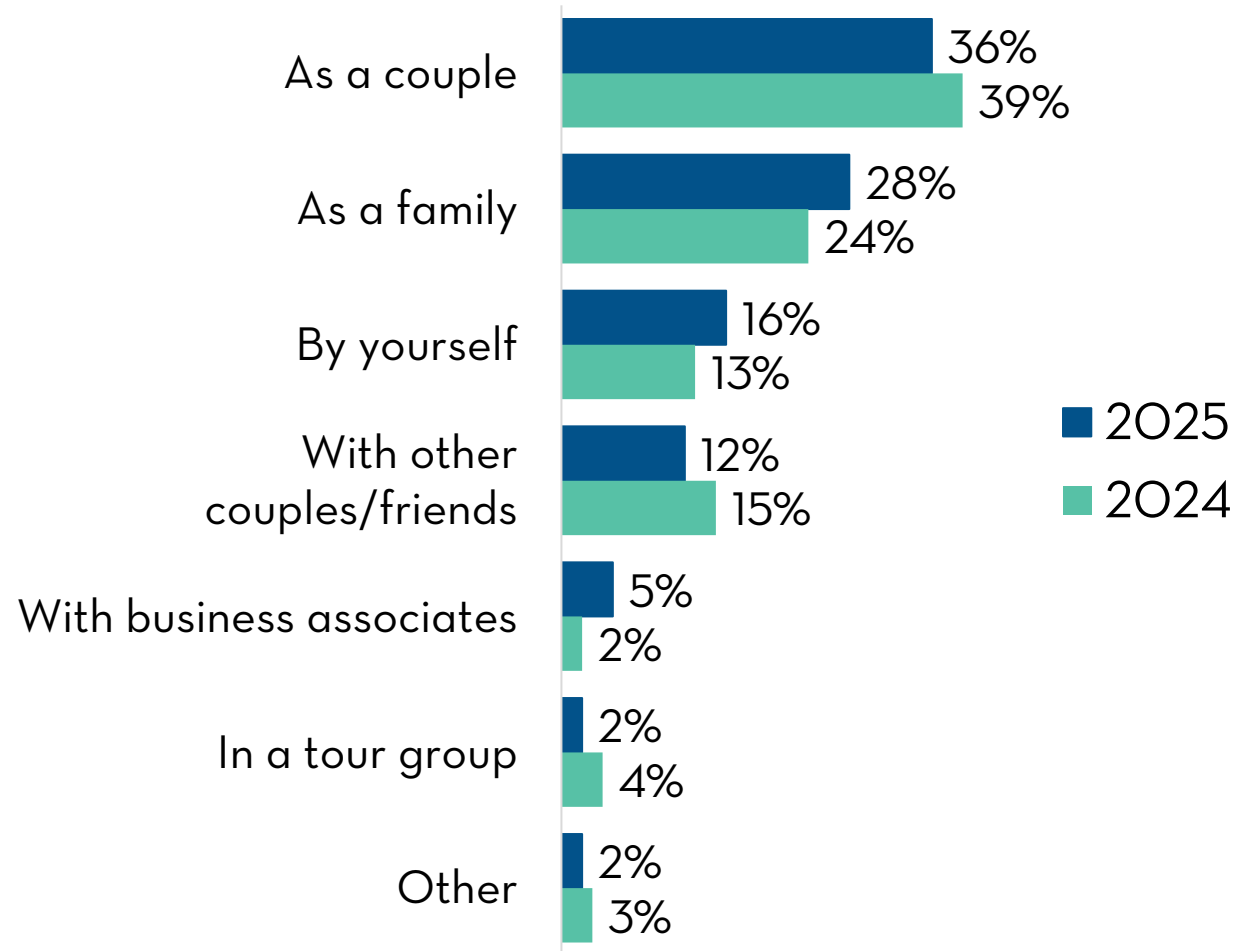
¹ Based on data from DSG Visitor Tracking Study & Zartico

² Based on Google Analytics

TRAVEL PARTIES

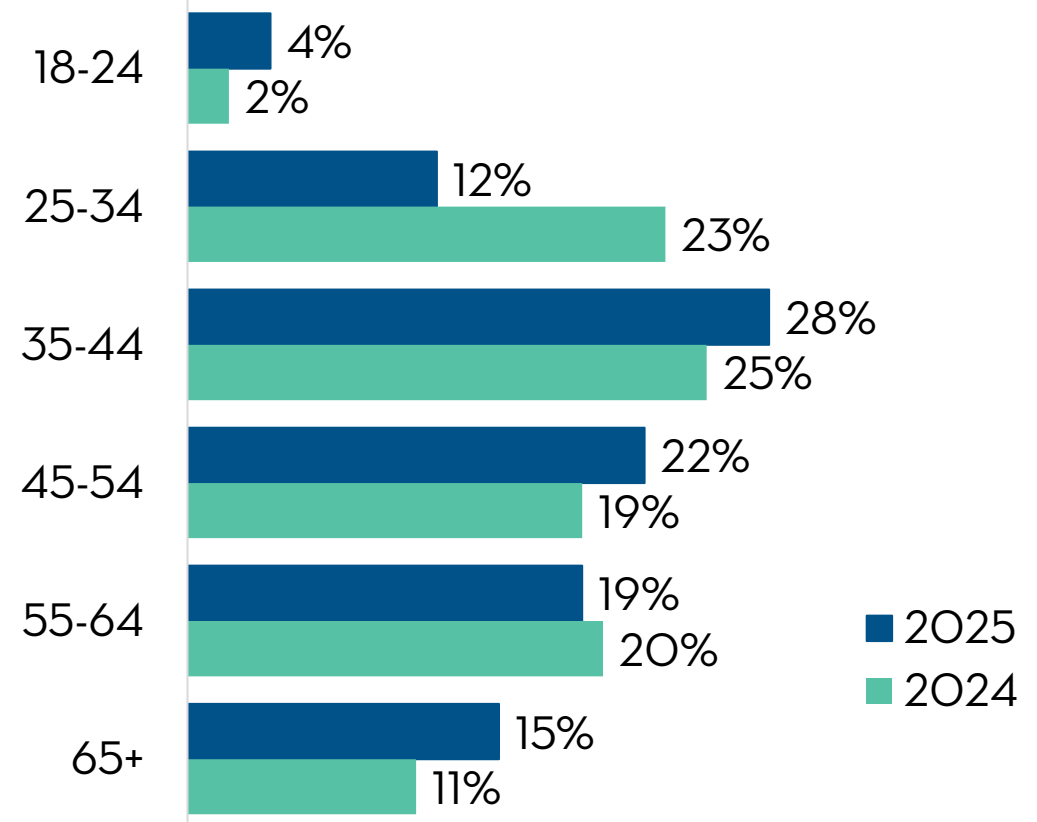
On this trip, are you traveling:

- Over 1 in 3 paid visitors traveled as a couple
- 23% of travel parties included children under the age of 20
- For paid visitors, the mean travel party size was 2.8



Which category best fits your age?

- The median age of paid visitors to Daytona Beach is 48, with nearly 3 in 10 visitors 35 to 44 years old

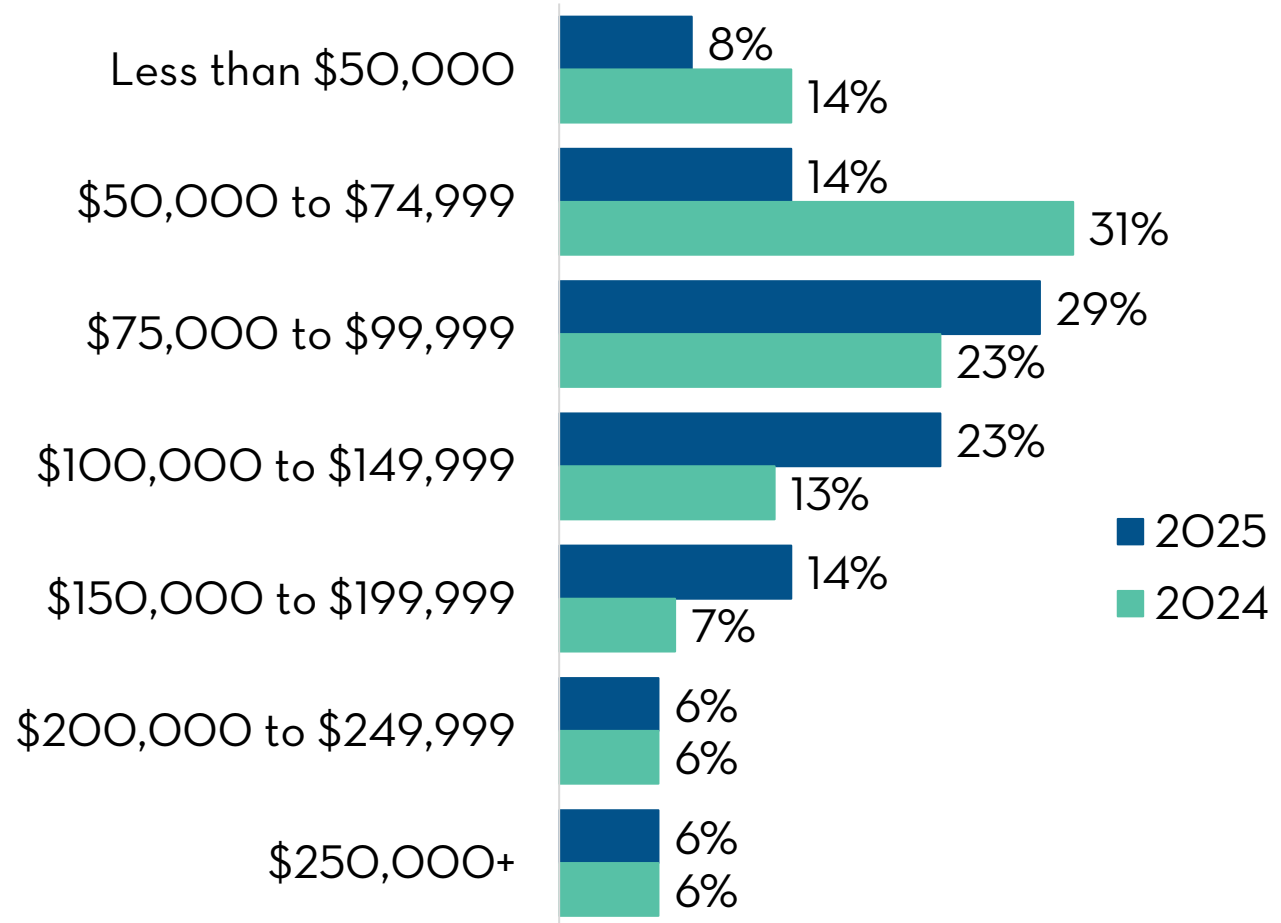


¹Age of the member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

HOUSEHOLD INCOME

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

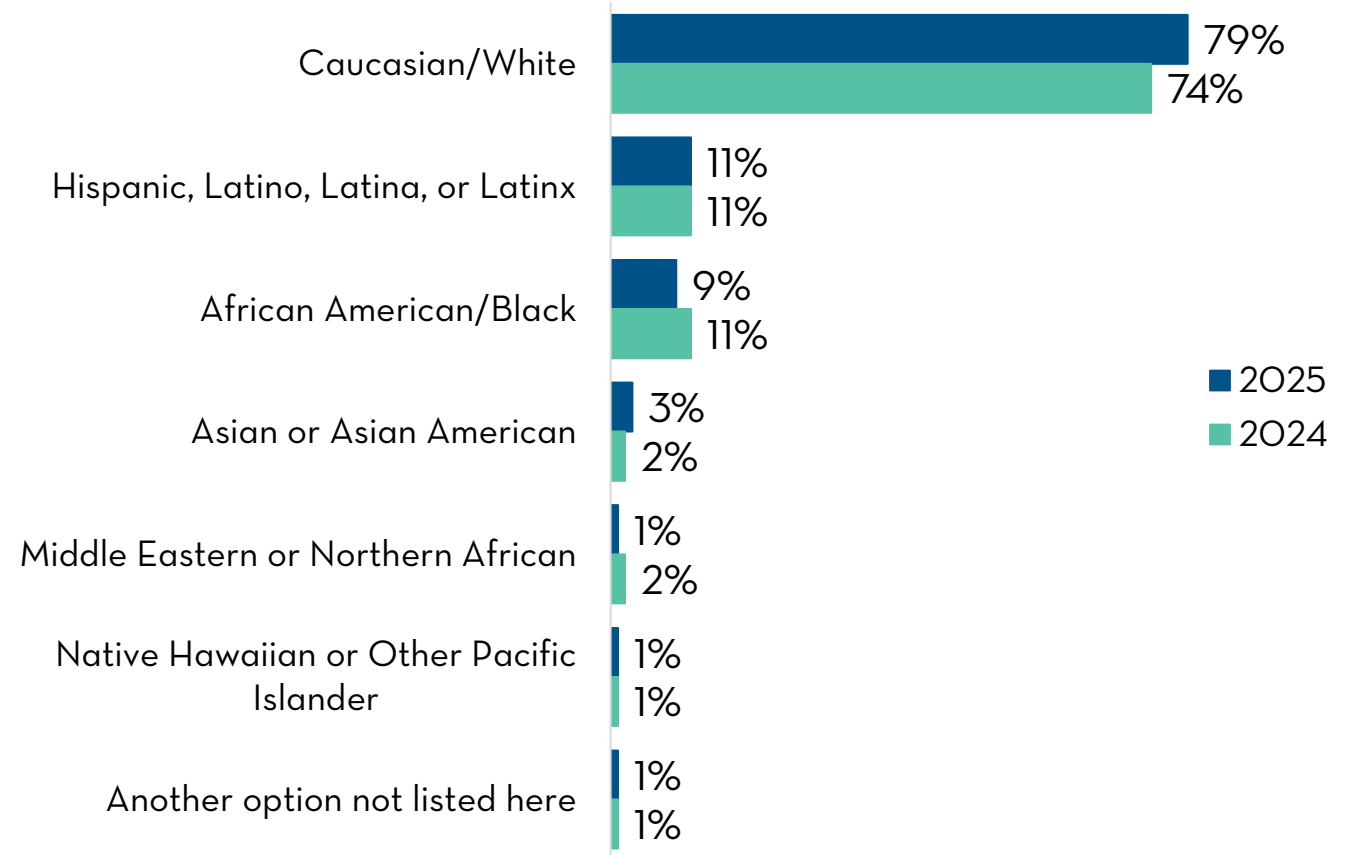
- Paid visitors to Daytona Beach had a median household income of **\$99,100** per year
- **49%** of visitors had household incomes of **\$100,000** or more



RACE/ETHNICITY¹

How do you identify your race/ethnicity?

- The largest ethnicity group among paid visitors is **Caucasian (79%)**, followed by **Hispanic, Latino, Latina, or Latinx (11%)**, and **African American/Black (9%)**

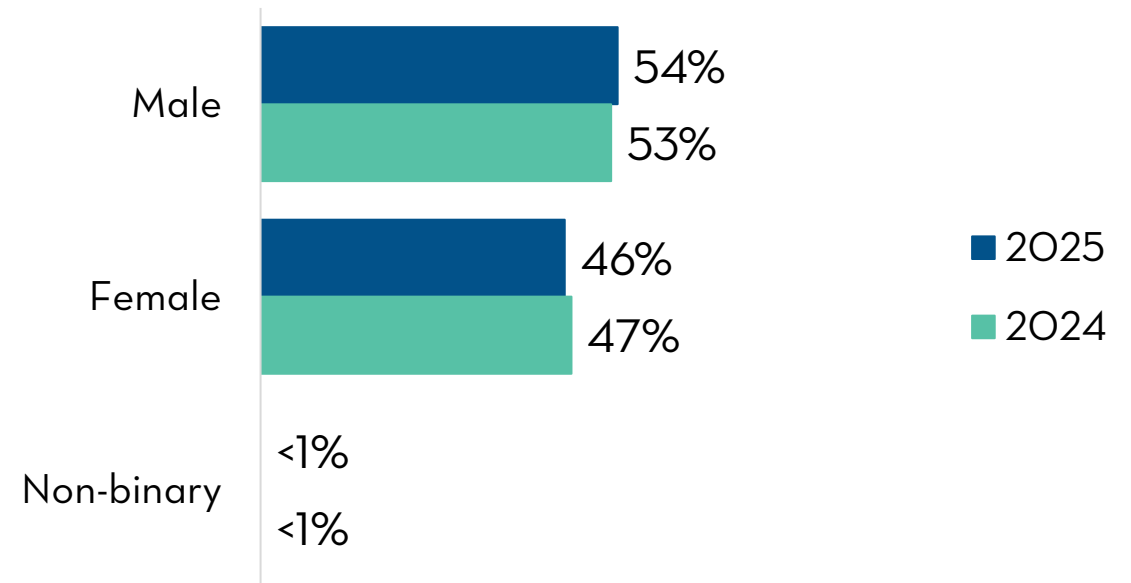


¹ Multiple responses permitted.

Race/ethnicity of the member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

How do you identify your gender?

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

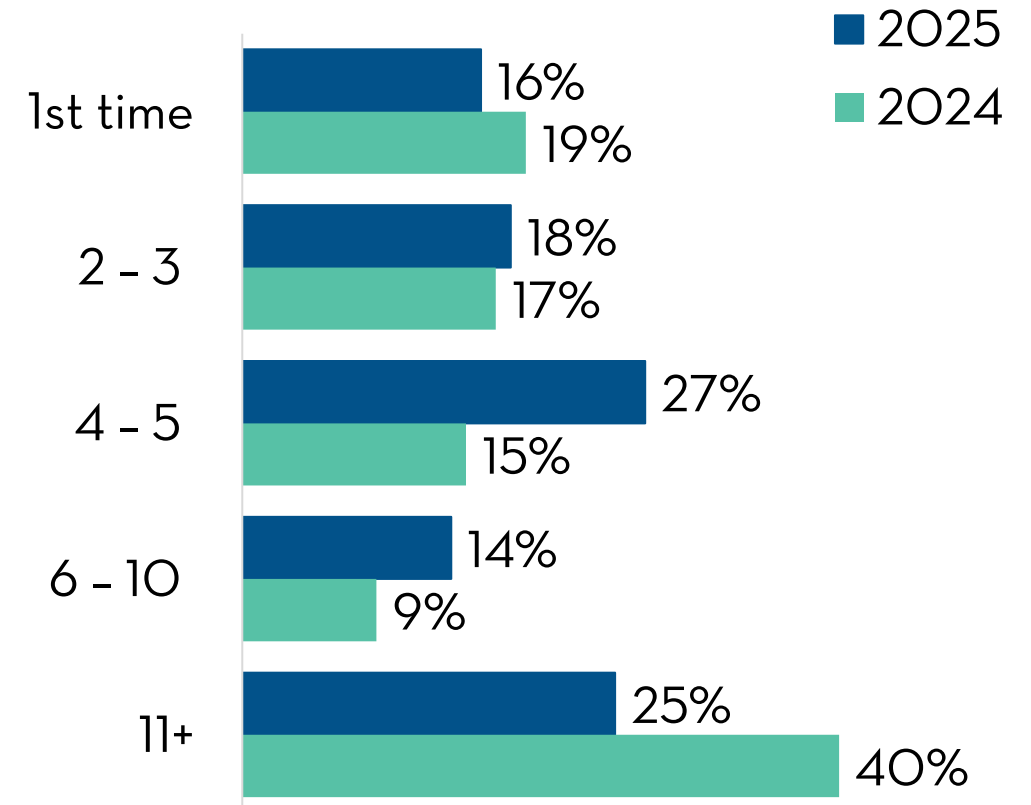


¹Gender of the member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

NEW AND RETURNING VISITORS

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

- Nearly **1 in 6** paid visitors said this was their **first time** visiting Daytona Beach
- Nearly **3 in 10** paid visitors said this was their **fourth or fifth time** visiting
- **1 in 4** had been to the area **11+** times



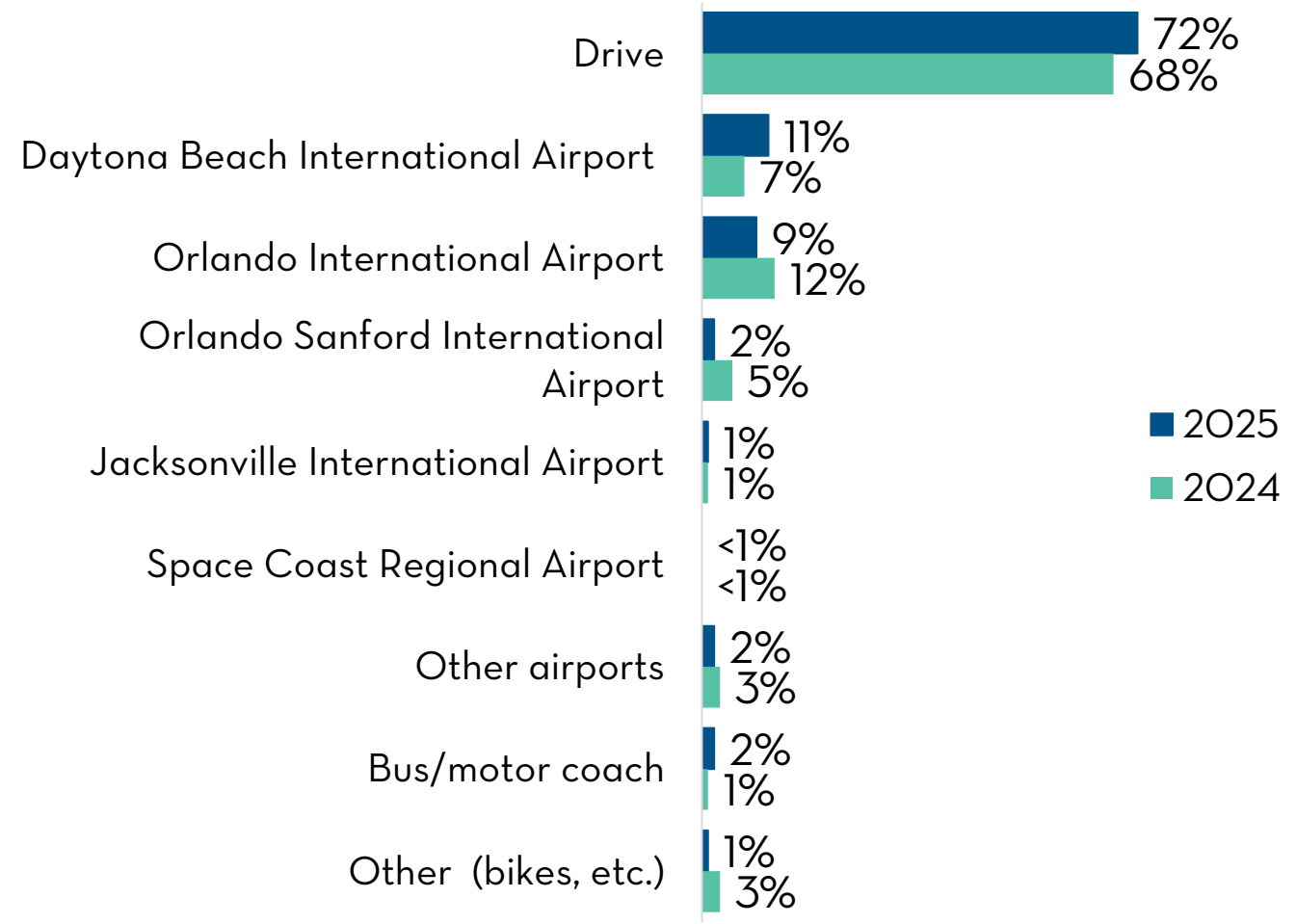
TRIP PLANNING CYCLE: TRIP EXPERIENCE



TRANSPORTATION¹

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

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

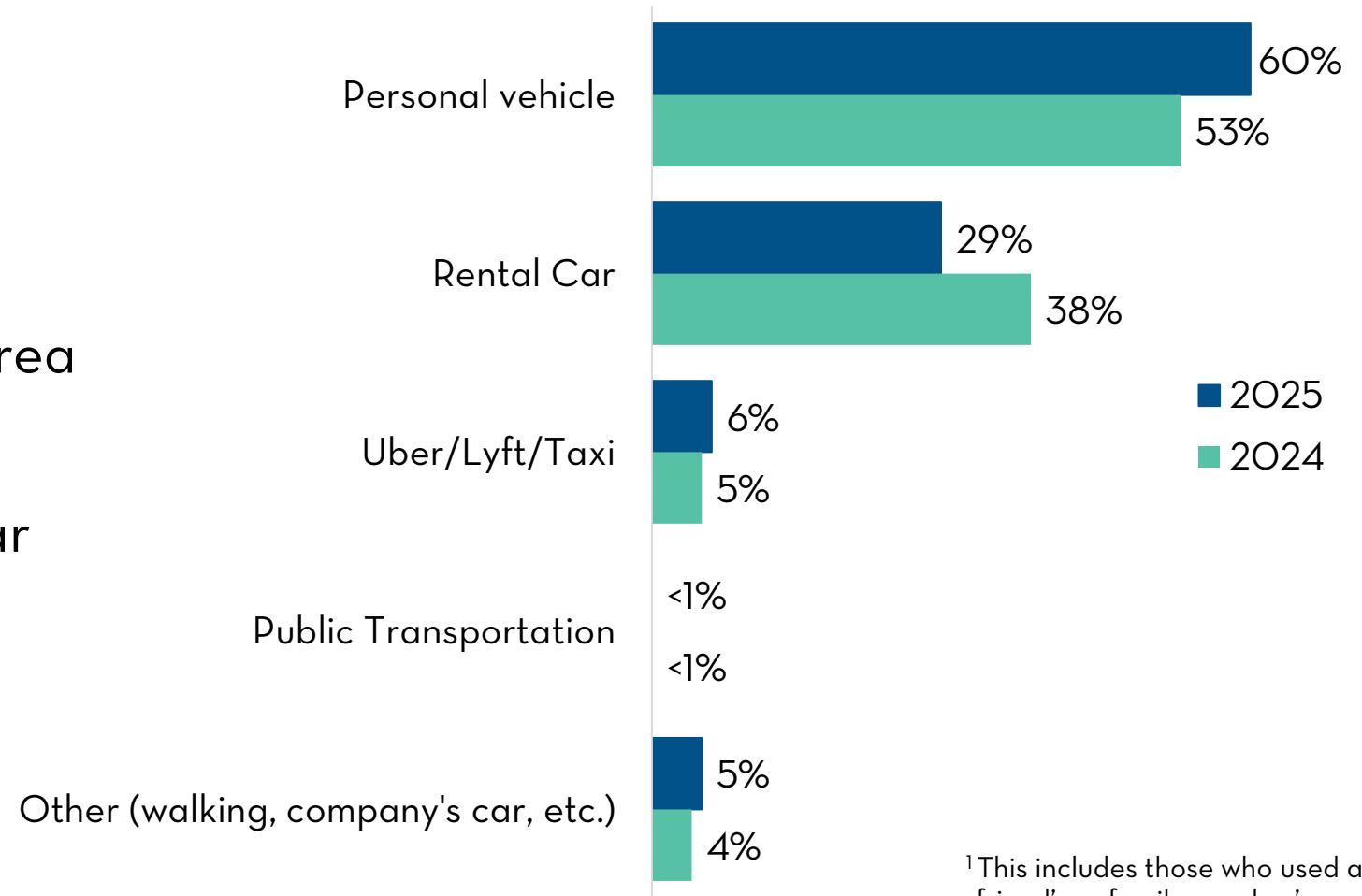


¹ Surveys collected at the airport were excluded.

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 vehicle¹ while in the area
- Nearly 3 in 10 used a rental car

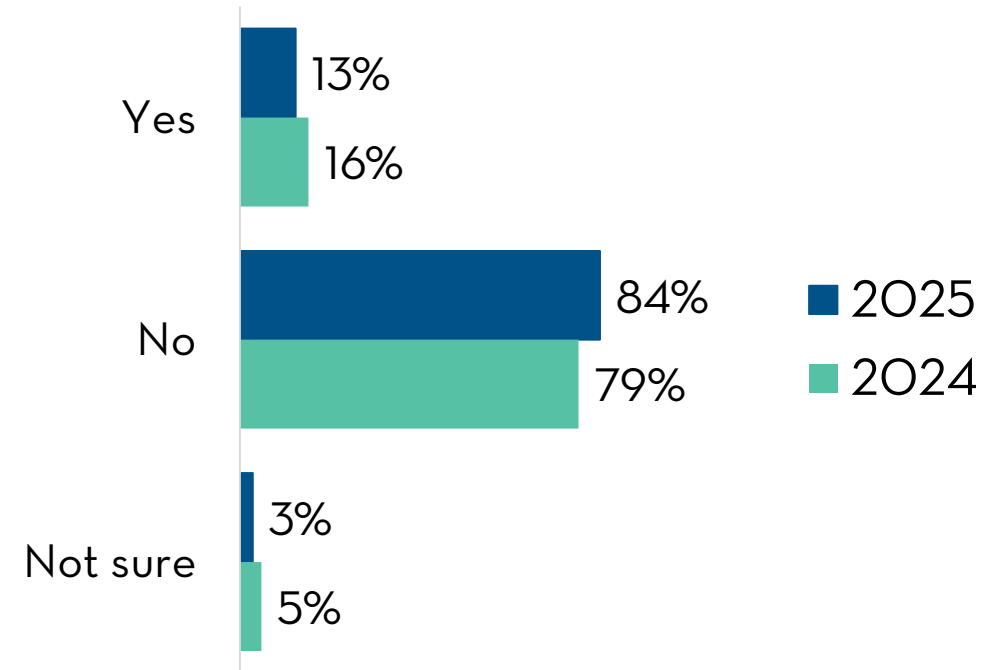


¹This includes those who used a friend's or family member's car.

MULTI-DESTINATION TRIPS¹

Was the Daytona Beach area part of multiple destination trip?

- 13% of paid visitors said visiting the Daytona Beach area was a part of a **multi-destination trip**
- Of the 13% who visited other destinations², the top places visited were **Orlando and St. Augustine**



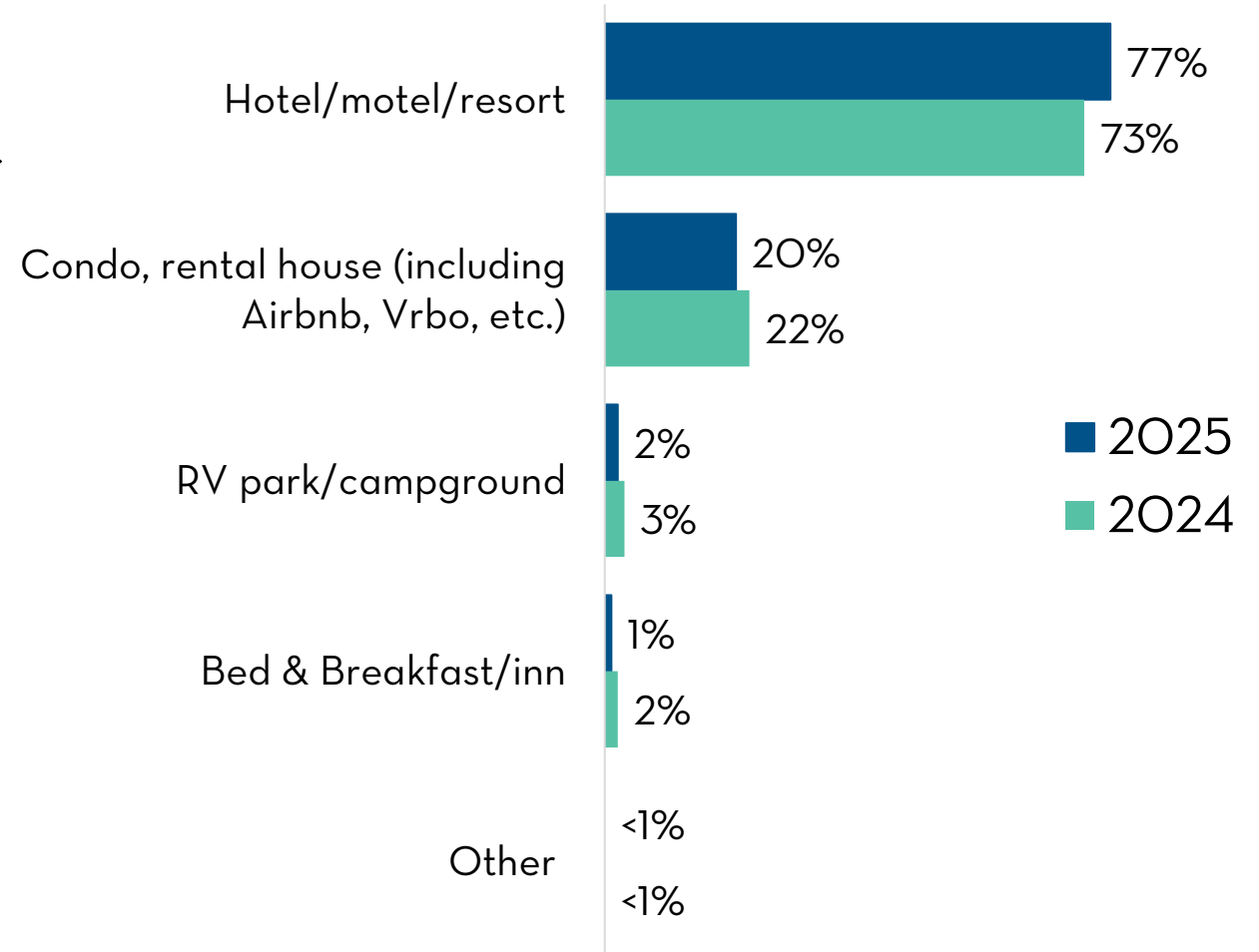
¹ Only asked to those visiting for a special event, sporting event, or vacation/leisure

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

ACCOMMODATIONS

In what type of accommodations did you stay?

- 77% of paid visitors stayed in a **hotel, motel, or resort** during their trip
 - This group of visitors' typical length of stay is **4.2** nights
- 20% of paid visitors stayed in a **condo or rental house** during their trip
 - Their typical length of stay is **8.7** nights
- 1% of paid visitors stayed in a **bed & breakfast or inn** during their trip
 - Their typical length of stay is **3.7** nights



VISITOR ACTIVITIES¹

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

- Nearly 4 in 5 paid visitors dined at restaurants while in the area
- 7 in 10 paid visitors went to the beach
- Nearly 3 in 5 paid visitors went shopping

Visitor Activities	2024	2025
Dining out	80%	78%
Beach	79%	70%
Shopping	55%	58%
Visit friends/relatives	45%	43%
Bars, nightclubs	27%	30%
Visited a park	21%	25%
Breweries/distilleries	18%	25%
Nature, bird watching etc.	18%	22%
Visited an attraction	24%	19%
Business meetings, conferences	10%	14%
Sporting event	6%	11%
History	8%	7%
Other festivals	7%	7%
Biking, hiking, running, etc.	10%	5%
Concert	7%	5%
Took a tour or class	5%	5%
Golf, tennis, or pickleball	3%	5%
Water sports	4%	4%
Museum	2%	3%
Art galleries	2%	2%
Spas	3%	1%
Other	15% ²	4%

DAILY TRAVEL PARTY SPENDING

About how much is your travel party is spending PER DAY on:

	<i>2024</i>	<i>2025</i>
<i>Accommodations¹</i>	<i>\$78</i>	<i>\$76</i>
<i>Restaurants</i>	<i>\$84</i>	<i>\$85</i>
<i>Groceries</i>	<i>\$19</i>	<i>\$23</i>
<i>Shopping</i>	<i>\$79</i>	<i>\$82</i>
<i>Activities & attractions</i>	<i>\$57</i>	<i>\$50</i>
<i>Transportation</i>	<i>\$44</i>	<i>\$42</i>
<i>Other</i>	<i>\$13</i>	<i>\$14</i>
<i>Daily Spending</i>	<i>\$374</i>	<i>\$372</i>

¹ Reflective of all visitors, including those staying in paid accommodations, unpaid accommodations, and day trippers.

TOTAL TRAVEL PARTY SPENDING

About how much is your travel party is spending PER TRIP on:

	<i>2024</i>	<i>2025</i>
<i>Accommodations¹</i>	<i>\$380</i>	<i>\$380</i>
<i>Restaurants</i>	<i>\$410</i>	<i>\$427</i>
<i>Groceries</i>	<i>\$94</i>	<i>\$117</i>
<i>Shopping</i>	<i>\$385</i>	<i>\$412</i>
<i>Activities & attractions</i>	<i>\$281</i>	<i>\$252</i>
<i>Transportation</i>	<i>\$215</i>	<i>\$210</i>
<i>Other</i>	<i>\$64</i>	<i>\$72</i>
<i>Trip Spending</i>	<i>\$1,829</i>	<i>\$1,870</i>

¹ Reflective of all visitors, including those staying in paid accommodations, unpaid accommodations, and day trippers.

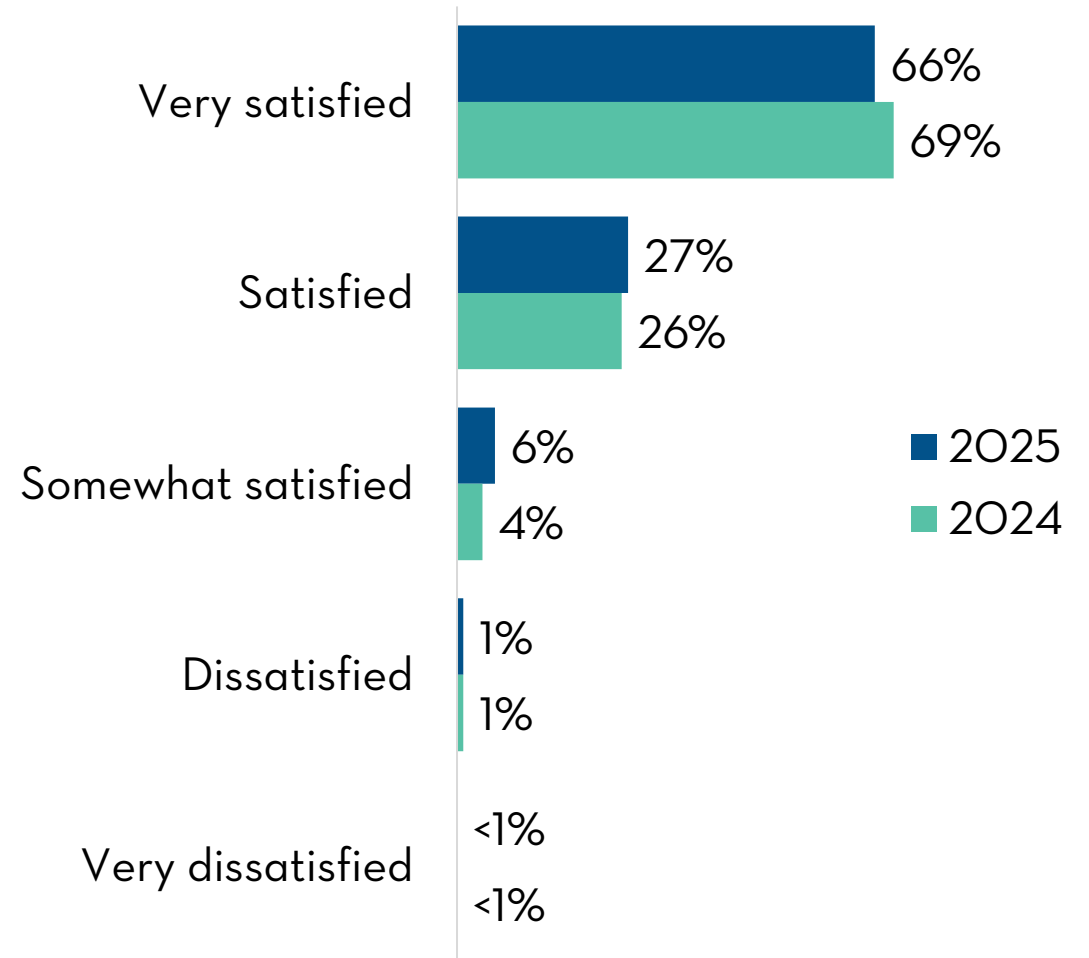
TRIP PLANNING CYCLE: POST TRIP EVALUATION



VISITOR SATISFACTION

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

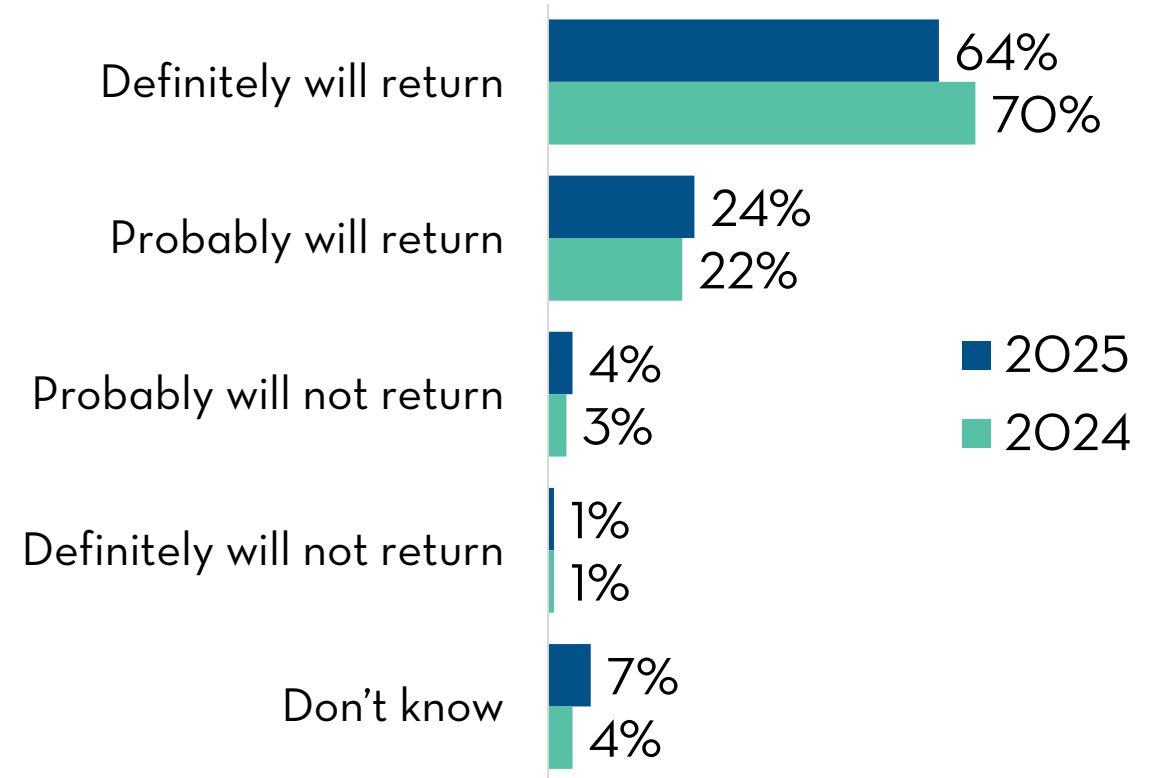
- Over 9 in 10 paid visitors were very satisfied or satisfied with their trip to Daytona Beach
- 66% were very satisfied with their trip to Daytona Beach



LIKELIHOOD OF RETURNING

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

- Nearly 9 in 10 paid visitors will likely return to Daytona Beach
- 12% are uncertain about returning¹ for the following reasons:
 - Customer service
 - Only went there for a specific reason and do not need to return

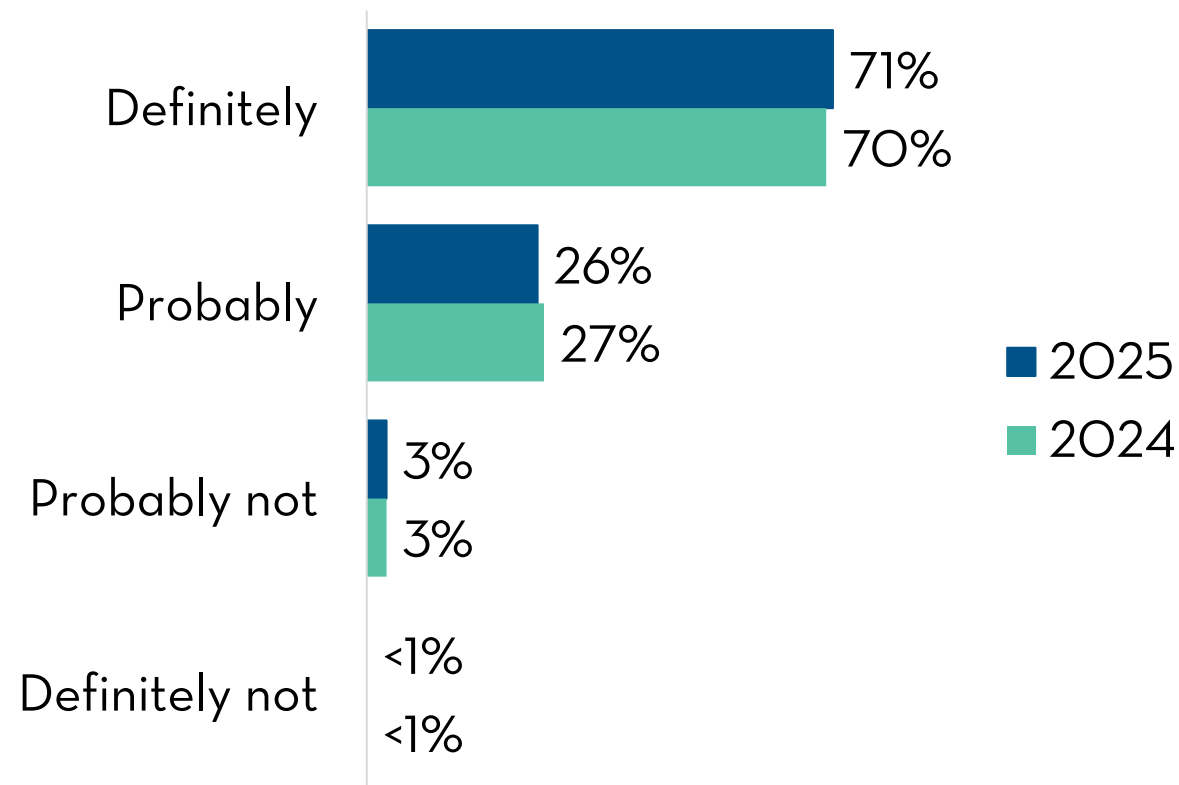


¹ Multiple responses permitted.

RECOMMENDING TO FRIENDS/FAMILY

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

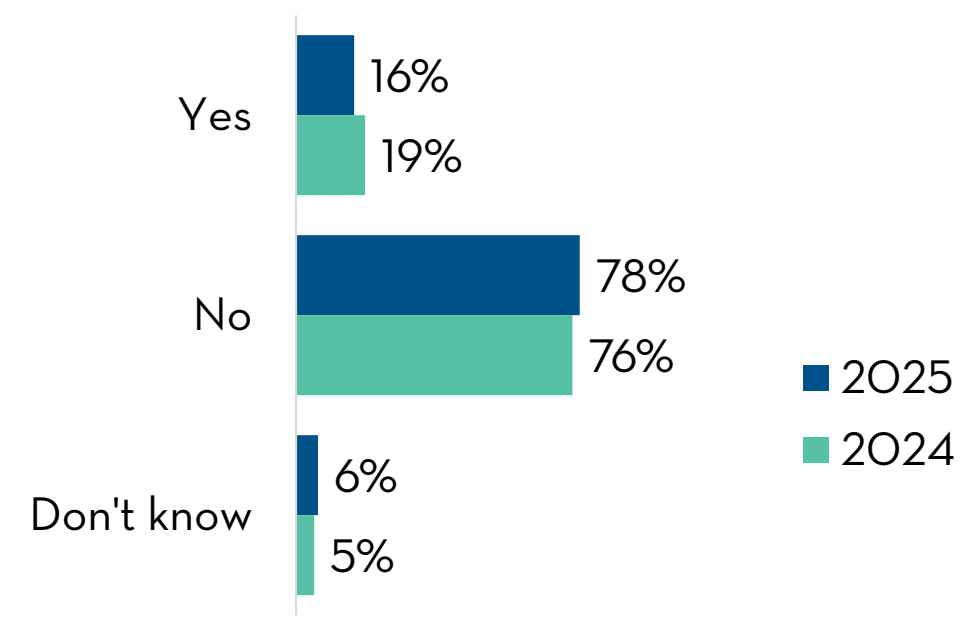
- Over 7 in 10 paid visitors would definitely recommend visiting Daytona Beach
- Over 1 in 4 would probably recommend visiting Daytona Beach



NEGATIVE PERCEPTIONS AND REASONS

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

- Nearly 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^{1,2} included the high visibility of unhoused individuals and drug use, heavy traffic and ongoing construction, safety concerns (particularly at night), and the outdated, rundown feel of some hotels, attractions, and public spaces.



¹What is the negative perception? Open-ended responses.
²This question specifically references potentially negative perceptions, so responses may be more likely to highlight negative aspects as the potential issues are now top of mind.

DAYTONA BEACH

Visitor Profile and Economic Impact Report
October-December 2025

