

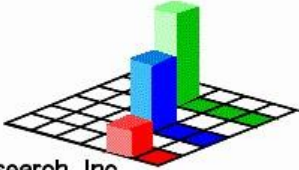
DAYTONA BEACH VISITOR PROFILE

April 2019



Prepared for The Halifax Area Advertising Authority

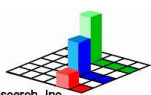
By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

April, 2019 Daytona Beach Visitor Profile

- ◆ For 41% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 90% of the repeat out of state visitors have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 52% of the repeat out of state visitors have stayed in the same lodging before.

REASONS FOR OUT OF STATE VISITORS TO CHOOSE DAYTONA BEACH WERE:	2019 %
Beach	75
Weather	71
Been to Daytona Beach before	59
Family/friends in the area	45
Family Spring Break	23
Competitive arts	22
Close to home	18
Speedway	17
Business	15
Close to major attractions	15
Personal event/other	15
Meeting/convention	13
Golf	9
Timeshare deal	9
Stopover/going elsewhere	4

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	78
Saw no ads	25
Brochures	20
Magazines	17
Television	11
Newspapers	3
Billboards	0

- ◆ 47% of the out of state visitors asked for information before coming.
- ◆ 71% used the Internet to plan their trip to Daytona Beach.
- ◆ 72% used the Internet to choose a place to stay.
- ◆ 58% used the Internet to make reservations.
- ◆ 79% used the Internet for other purposes regarding this trip to Daytona Beach such as: finding general information about the area, lodging information/reservations, traveling directions/maps, car rental information/reservations, and/or flight information/reservations.

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:	2019 %
Trip Advisor	62
Google	60
Expedia	44
Travelocity	38
Hotels.com	15
Yahoo Travel	12
None	9
Orbitz	7
Kayak	5
Travel.com	5
Cheap Flights	1
Priceline	1

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2019 %
Research hotels	83
Research flights and prices	81
Book hotels	69
Book airline flights	65
Find packages	17
Buy packages	Tr.

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2019 %
Trip Advisor	53
Various hotel chains	51
Google	46
Expedia	39
Travelocity	36
Hotels.com	31
Priceline	8
Hotwire	6
Orbitz	6
Travago	6
Yahoo Travel	6
Kayak	3
Travel.com	2

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2019 %
Any/all out of their area	60
Delta	49
American	20
Jet Blue	18
Southwest	8

- ◆ 84% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 96% to talk about activities/vacations.
- ◆ 14% of the out of state visitors use Instagram.
- ◆ 20% of the out of state visitors use Twitter.
- ◆ 74% of the out of state visitors take more than one vacation per year.

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2019 %
Summer	89
Spring	87
Winter	65
Fall	30

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	81
No usual destination	77
Other areas in the USA	42
Caribbean/Cruise	33
Beaches in general	31
N.E. in general (NY, NJ, New England, etc.)	27
Other areas outside the USA	23
S.E. in general (GA, SC, NC, etc.)	17
Mountains in general	15
Hawaii	8
CA/AZ	7
West in general (excluding CA/AZ)	5
Mexico	0

- ◆ 86% of the out of state visitors have taken another warm weather vacation in the past five years.

OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:	2019 %
Florida	92
Other areas inside the USA	72
Caribbean/Cruise	51
Other Areas outside the USA	28
CA/AZ	22
Hawaii	13
Mexico	0
Myrtle Beach	0

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2019 %
Husband and wife	40
Family	22
Friends	19
Self (single)	10
Wife	7
Husband	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2019 %
Family	42
Husband and wife	29
Friends	19
Self (single)	10

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2019 %
Doesn't matter	70
Summer	52
Spring	51
Winter	20
Fall	3

- ◆ The average party size for out of state visitors was 3.7.
- ◆ 12% of out of state visitors traveled with children age 12 and younger.
- ◆ 15% of out of state visitors traveled with teenagers.
- ◆ 42% traveled with friends/relatives; 49% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 24% said government/company business, 16% said convention/trade show, and 36% said to meet a cruise.
- ◆ 29% of out of state visitors traveled by air and 71% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 73% landed in Daytona Beach.
 - 27% landed in Orlando/Sanford.
 - 0% landed elsewhere.
- ◆ 3% of the out of state visitors that flew into Orlando said that it was inconvenient.

THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:	2019 %
Daytona Beach	85
Orlando	8
Florida in general	4
East coast of Florida in general	3
South Florida	0

- ◆ The average number of days out of state visitors spent away from home was 7.1.
- ◆ The average number of days spent in Daytona Beach was 5.7.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$192.
- ◆ 89% of the out of state visitors made advanced reservations, with the average time in advance being between one to two months.
- ◆ 40% of out of state visitors did not use a professional travel service.
 - 51% used an Internet travel service.
 - 10% used a travel agent.
 - 4% used an auto club.
 - 0% used a timeshare.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2019 %
Less expensive	90
About what I expected	10
More expensive	1

- ◆ While in Daytona Beach, 60% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 9% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 7% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	99
A family oriented area	98
Full of activities/things to do	98
The ideal vacation destination for a family	98
Important for playing golf	12

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2019 %
The beach would be more enjoyable without cars on it	89
Being within a day's travel was important	82
Being near tourist attractions was important	15
Being able to drive on the beach was important	4

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	98
A good place to get some peace and quiet	89
Highly recommended by friends before I came	78

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	91
Generally prefer beach destinations	62
Have paid to park near the beach at other destinations	57
Really like to return to familiar places	49
Prefer the more economical hotels/motels	45
Really stick to a budget when eating out	41
Often travel with children	29
Paid admission fees at other beach destinations	29
Usually play golf	21

◆ Magazines received and read by members of out of state visitors households are:

56%	No magazines	6%	National Geographic
25%	Southern Living	5%	Better Homes & Garden
17%	Modern Maturity	5%	People Magazine
16%	AAA Magazine	5%	Time
15%	Sports Illustrated	4%	Readers Digest
12%	Golf magazines - various	2%	Fishing magazines - various
12%	Ladies Home Journal	Tr.	Good Housekeeping
12%	US News & World Report		
11%	Family Circle		
7%	Various others		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2019 %
Walking on the beach	98
Visiting family/friends in the area	44
Miniature golf	31
Ocean Walk	29
Speedway	20
Flea Market	19
Business/meetings	17
One Daytona	12
Played golf	12
St. Augustine	12
Ponce Inlet Lighthouse	11
Museum	10
Volusia Mall	9
EPCOT	7
Kennedy Space Center	7
Driving on the beach	5
Universal Studios	5
Animal Kingdom	3
Magic Kingdom	3
MGM Studios	3
Daytona Dog Races	2
Sea World	2

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 53% of the out of state visitors to complete the survey were male, 47% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2019 %
Professional/self employed	28
Mid-range white collar	26
Skilled labor	21
Refused	14
Retired	11
Clerical	0

- ◆ Out of state visitors were an average of 51 years old.
- ◆ 89% of out of state visitors were married, and 11% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	9
\$90,000 - \$100,000	2
\$80,000 - \$90,000	2
\$70,000 - \$80,000	21
\$60,000 - \$70,000	6
\$50,000 - \$60,000	12
\$40,000 - \$50,000	12
\$30,000 - \$40,000	2
\$20,000 - \$30,000	1
\$10,000 - \$20,000	1
Under \$10,000	0
Refused	33

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2019 %
Caucasian	75
Black/African America	14
Hispanic	11
Asian/Pacific Islander	0
Native American	0

FLORIDA VISITORS

APRIL, 2019 Daytona Beach Visitor Profile

- ◆ For 45% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 93% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 49% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2019 %
Close to home	94
Been to Daytona Beach before	55
Beach	52
Family/friends in the area	38
Weather	29
Family Spring Break	19
Personal event/other	19
Competitive arts	18
Business	16
Meeting/convention	15
Golf	12
Timeshare deal	12
Speedway	11
Fishing	3
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	70
Saw no ads	23
Brochures	21
Newspapers	13
Magazines	11
Television	11
Billboards	0

- ◆ 24% of the visitors from Florida asked for information before coming.
- ◆ 66% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 63% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 49% of the visitors from Florida used the Internet to make reservations.
- ◆ 65% of the visitors from Florida used the Internet for other purposes regarding this trip to Daytona Beach such as: finding general information about the area, lodging information/reservations, and/or traveling directions/maps.



TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:	2019 %
Google	60
Trip Advisor	64
Expedia	39
Travelocity	38
Hotels.com	18
None	17
Yahoo Travel	5
Orbitz	3
Cheap Flights	2
Priceline	Tr.
Kayak	Tr.
Travel.com	Tr.

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2019 %
Research hotels	81
Research flights and prices	78
Book airline flights	73
Book hotels	63
Find packages	9
Buy packages	8

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2019 %
Trip Advisor	84
Various hotel chains	63
Google	50
Expedia	44
Travelocity	39
Hotels.com	20
Trivago	5
Orbitz	4
Priceline	4
Hotwire	3
Kayak	3
Yahoo Travel	3
Travel.com	1

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2019 %
Any/all out of their area	64
Delta	49
American	16
Jet Blue	10
Spirit	4
Southwest	4
Allegiant	4

- ◆ 74% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 95% to talk about activities/vacations.
- ◆ 15% of the visitors from Florida use Instagram.
- ◆ 19% of the visitors from Florida use Twitter.
- ◆ 72% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2019 %
Summer	94
Spring	70
Winter	59
Fall	42

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	87
No usual destination	86
Caribbean/Cruise	64
Beaches in general	40
Other areas in the USA	38
N.E. in general (NY, NJ, New England, etc.)	19
Other areas outside the USA	19
S.E. in general (GA, SC, NC, etc.)	14
Hawaii	8
Mountains in general	8
CA/AZ	7
Mexico	0

- ◆ 91% of the visitors from Florida have taken another warm weather vacation in the past five years.

VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:	2019 %
Caribbean/Cruise	66
Other areas inside the USA	59
Other areas outside the USA	22
California	16
Florida	10
Hawaii	5
Mexico	1
Myrtle Beach	1

THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2019 %
Husband and wife	43
Family	28
Friends	11
Self (single)	11
Wife	6
Husband	2

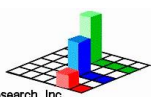
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2019 %
Family	38
Husband and wife	31
Friends	16
Self (single)	15

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2019 %
Doesn't matter	80
Summer	49
Spring	37
Winter	12
Fall	4

- ◆ The average party size for visitors from Florida was 3.7.
- ◆ 11% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 14% of the visitors from Florida traveled with teenagers.
- ◆ 52% traveled with friends/relatives; 51% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 33% said government/company business, 48% said to meet a cruise, and 19% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:	2019 %
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.9.
- ◆ The average number of days spent in Daytona Beach was 3.9.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$172.
- ◆ 87% of visitors from Florida made advanced reservations, with the average time in advance being about one and a half months.
- ◆ 51% of visitors from Florida did not use a professional travel service.
 - 40% used an Internet travel service.
 - 8% used a travel agent.
 - 5% used an auto club.
 - 4% used a timeshare.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	94
Less expensive	3
More expensive	3

- ◆ While in Daytona Beach 55% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 6% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 10% of the visitors from Florida paid the fee to park in the parking garage.

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2019 %
Easy access to the beach from my hotel	100
Clean and beautiful	99
A good value for the money spent	99
Full of activities/things to do	98
The ideal vacation destination for a family	98
A family oriented area	97
Important for playing golf	11

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2019 %
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	78
Being able to drive on the beach was important	1
Being near tourist attractions was important	0

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	93
Highly recommended by friends before I came	79

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	95
Generally prefer beach destinations	62
Really like to return to familiar places	58
Have paid to park near the beach at other destinations	54
Prefer the more economical hotels/motels	43
Often travel with children	31
Really stick to a budget when eating out	26
Usually play golf	24
Paid admission fees at other beach destinations	23

◆ Magazines received and read by members of visitors from Florida households are:

57%	No magazines	5%	Better Homes & Garden
29%	AAA Magazine	5%	Good Housekeeping
27%	Modern Maturity	5%	Ladies Home Journal
21%	Southern Living	5%	People Magazine
12%	Golf magazines - various	4%	Time
9%	Family Circle	3%	Readers Digest
9%	Sports Illustrated	1%	Fishing magazines – various
9%	US News & World Report	Tr.	TV Guide
8%	Various Others		
7%	National Geographic		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2019 %
Walking on the beach	96
Visiting family/friends in the area	45
Miniature golf	23
Ocean Walk	22
Flea Market	19
Business/meetings	18
Speedway	17
Played golf	11
One Daytona	10
Ponce Lighthouse	9
Museum	7
Volusia Mall	5
Driving on the beach	3
Daytona Dog Races	2
Kennedy Space Center	2
St. Augustine	2

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 55% of the visitors from Florida to complete the survey were female, 45% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2019 %
Mid-range white collar	26
Retired	18
Professional/self employed	23
Skilled labor	18
Refused	12
Clerical	3

- ◆ Visitors from Florida were an average of 50 years old.
- ◆ 86% of visitors from Florida were married, and 14% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	5
\$90,000 - \$100,000	2
\$80,000 - \$90,000	9
\$70,000 - \$80,000	18
\$60,000 - \$70,000	2
\$50,000 - \$60,000	11
\$40,000 - \$50,000	14
\$30,000 - \$40,000	2
\$20,000 - \$30,000	2
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2019 %
Caucasian	78
Hispanic	13
Black/African America	9
Asian/Pacific Islander	0
Native American	0

APRIL 2019 DAYTONA BEACH POINTS OF ORIGIN

28%	Florida	2%	Tennessee	Tr.	Maryland
8%	Georgia	2%	Texas	Tr.	Minnesota
6%	New York	1%	California	Tr.	Missouri
6%	Ohio	1%	Connecticut	Tr.	Nevada
3%	Illinois	1%	Virginia	Tr.	New Hampshire
3%	Indiana	Tr.	Alabama	Tr.	Oklahoma
3%	Massachusetts	Tr.	Arizona	Tr.	Rhode Island
3%	Michigan	Tr.	Arkansas	Tr.	Vermont
3%	North Carolina	Tr.	Colorado	Tr.	Washington
3%	Pennsylvania	Tr.	D.C.	Tr.	West Virginia
2%	Kentucky	Tr.	Iowa	Tr.	Wisconsin
2%	New Jersey	Tr.	Louisiana		
2%	South Carolina	Tr.	Maine		

◆ **TOTAL U.S.A. 85%**

◆ **CANADA (9% of the total)**

4%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia		
Tr.	Manitoba		

◆ **FOREIGN (6% of the total)**

3%	United Kingdom	Tr.	Netherlands
2%	Germany	Tr.	Norway
Tr.	Central Europe	Tr.	Sweden
Tr.	France		
Tr.	Italy		

◆ **FLORIDA VISITORS (by percent of Florida total)**

30%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala, Villages
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Jacksonville
11%	Miami, Fort Lauderdale, The Keys
10%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
5%	Ft. Myers, Naples
1%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

