

DAYTONA BEACH VISITOR PROFILE

AUGUST 2019



Prepared for The Halifax Area Advertising Authority

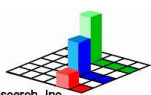
By:



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OUT OF STATE VISITORS

AUGUST, 2019 Daytona Beach Visitor Profile

- ◆ For 36% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 71% 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.
- ◆ 53% 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	82
Weather	65
Been to Daytona Beach before	64
Family/friends in the area	43
Close to home	40
Personal event/other	21
Business	19
Close to major attractions	14
Time share deal	11
Meeting/convention	9
Stopover/going elsewhere	8
Golf	7
Fishing	1

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	75
Saw no ads	23
Magazines	19
Brochures	18
Television	6
Newspapers	5
Billboards	0

- ◆ 34% of the out of state visitors asked for information before coming.
- ◆ 77% used the Internet to plan their trip to Daytona Beach.
- ◆ 62% used the Internet to choose a place to stay.
- ◆ 49% used the Internet to make reservations.
- ◆ 80% 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 %
Google	62
Trip Advisor	53
Travelocity	34
Expedia	30
None	10
Orbitz	10
Hotels.com	12
Kayak	8
Priceline	6
Yahoo Travel	6
Travel.com	2
Cheap Flights	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2019 %
Book airline flights	80
Research hotels	79
Book hotels	64
Research flights and prices	31
Find packages	19
Buy packages	7

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2019 %
Trip Advisor	53
Google	52
Various hotel chains	52
Expedia	26
Hotels.com	17
Orbitz	15
Priceline	9
Travelocity	9
Hotwire	6
Trivago	6
Kayak	5
Yahoo Travel	1
Travel.com	0

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2019 %
Any/all out of their area	57
Delta	31
American Airlines	17
Jet Blue	9
Southwest	7

- ◆ 91% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 97% to talk about activities/vacations.
- ◆ 19% of the out of state visitors use Instagram.
- ◆ 15% of the out of state visitors use Twitter.
- ◆ 70% 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 ALSO VACATION IN:	2019 %
No usual destination	83
Florida in general	80
Caribbean/Cruise	36
Other areas in the USA	35
Beaches in general	32
N.E. in general (NY, NJ, New England, etc.)	21
Other areas outside the USA	17
S.E. in general (GA, SC, NC, etc.)	17
Mountains in general	15
Hawaii	8
CA/AZ	4
Mexico	0

- ◆ 87% 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	96
Other areas inside the USA	74
Caribbean/Cruise	42
Other Areas outside the USA	17
Hawaii	16
CA/AZ	15
Mexico	1
Myrtle Beach	1

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2019 %
Husband and wife	59
Family	22
Friends	11
Self (single)	11
Wife	6
Husband	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	38
Family	35
Friends	21
Self (single)	6

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2019 %
Doesn't matter	66
Summer	58
Winter	15
Fall	6
Spring	2

- ◆ The average party size for out of state visitors was 2.8.
- ◆ 8% of out of state visitors traveled with children age 12 and younger.
- ◆ 10% of out of state visitors traveled with teenagers.
- ◆ 29% traveled with friends/relatives; 37% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 25% said government/company business, 18% said convention/trade show, and 37% said to meet a cruise.
- ◆ 44% of out of state visitors traveled by air, and 56% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 73% landed in Daytona Beach.
 - 26% landed in Orlando.
 - 1% landed elsewhere.
- ◆ 6% 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	82
Orlando	8
Florida in general	4
South Florida	3
East coast of Florida in general	3

- ◆ The average number of days out of state visitors spent away from home was 6.8.
- ◆ The average number of days spent in Daytona Beach was 6.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$157.
- ◆ 86% of the out of state visitors made advanced reservations, with the average time in advance being about 4-5 weeks.
- ◆ 33% of out of state visitors did not use a professional travel service.
 - 60% used an Internet travel service.
 - 10% used a travel agent.
 - 5% used an auto club.
 - 7%. used a time share promo.

Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	84
Less expensive	13
More expensive	3

- ◆ While in Daytona Beach, 51% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 4% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 15% 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
Full of activities/things to do	99
Clean and beautiful	98
A family oriented area	96
The ideal vacation destination for a family	95
Important for playing golf	12

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2019 %
Being within a day's travel was important	98
The beach would be more enjoyable without cars on it	69
Being near tourist attractions was important	15
Being able to drive on the beach was important	2

OUT OF STATE VISITORS 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	88
Highly recommended by friends before I came	81

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	87
Generally prefer beach destinations	64
Have paid to park near the beach at other destinations	60
Really like to return to familiar places	51
Prefer the more economical hotels/motels	50
Really stick to a budget when eating out	40
Paid admission fees at other beach destinations	34
Often travel with children	25
Usually play golf	17

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

39%	No magazines	6%	Family Circle
38%	AAA Magazine	6%	Ladies Home Journal
26%	AARP	6%	National Geographic
18%	Southern Living	6%	Time
12%	Golf magazines - various	5%	Better Homes & Garden
12%	Sports Illustrated	4%	Readers Digest
11%	US News & World Report	2%	Good Housekeeping
11%	Various others	Tr.	Fishing Magazines
7%	People Magazine	0%	TV Guide

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2019 %
Walking on the beach	98
Visiting family/friends in the area	40
Ocean Walk	24
Speedway	24
Miniature golf	22
Business/meetings	16
Flea Market	16
Volusia Mall	15
Played golf	14
One Daytona	11
St. Augustine	11
Ponce Inlet Lighthouse	9
Daytona Dog Races	7
Kennedy Space Center	6
Museum	5
Animal Kingdom	4
EPCOT	4
Magic Kingdom	4
MGM Studios	4
Sea World	4
Universal Studios	4
Fishing	3
Driving on the beach	1

- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 51% of the out of state visitors to complete the survey were male, 49% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2019 %
Retired	30
Professional/self employed	21
Mid-range white collar	23
Skilled labor	1
Refused	6
Clerical	2

- ◆ Out of state visitors were an average of 56 years old.
- ◆ 86% of out of state visitors were married, and 14% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	5
\$90,000 - \$100,000	0
\$80,000 - \$90,000	6
\$70,000 - \$80,000	12
\$60,000 - \$70,000	6
\$50,000 - \$60,000	16
\$40,000 - \$50,000	19
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	32

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2019 %
Caucasian	81
Hispanic	11
Black/African America	9
Asian/Pacific Islander	0
Native American	0

FLORIDA VISITORS

AUGUST, 2019 Daytona Beach Visitor Profile

- ◆ For 34% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 87% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 46% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2019 %
Close to home	92
Beach	77
Been to Daytona Beach before	66
Family/friends in the area	47
Weather	28
Personal event/other	19
Business	17
Golf	10
Meeting/convention	10
Timeshare deal	7
Fishing	4
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	70
Saw no ads	26
Brochures	17
Magazines	6
Newspapers	5
Television	Tr.
Billboards	0

- ◆ 24% of the visitors from Florida asked for information before coming.
- ◆ 71% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 62% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 56% of the visitors from Florida used the Internet to make reservations.
- ◆ 79% 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	65
Trip Advisor	51
Travelocity	34
Expedia	32
Hotels.com	14
None	11
Orbitz	6
Priceline	5
Travel.com	5
Yahoo Travel	5
Cheap Flights	0
Kayak	0

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2019 %
Research hotels	85
Research flights and prices	84
Book airline flights	77
Book hotels	65
Find packages	16
Buy packages	9

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2019 %
Various hotel chains	68
Trip Advisor	67
Google	44
Expedia	39
Hotels.com	23
Travelocity	18
Priceline	15
Orbitz	12
Hotwire	6
Kayak	5
Travel.com	2
Yahoo Travel	2

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2019 %
Any/all out of their area	65
Delta	36
American	11
Southwest	8
Jet Blue	7

- ◆ 82% 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 99% to talk about activities/vacations.
- ◆ 12% of the visitors from Florida use Instagram.
- ◆ 12% of the visitors from Florida use Twitter.
- ◆ 71% 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	95
Winter	72
Fall	37
Spring	24

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	99
No usual destination	69
Beaches in general	60
Other areas in the USA	32
Caribbean/Cruise	28
N.E. in general (NY, NJ, New England, etc.)	19
Other areas outside the USA	14
S.E. in general (GA, SC, NC, etc.)	12
Hawaii	7
Mountains in general	7
CA/AZ	3
West in general (excluding CA/AZ)	Tr.
Mexico	0

- ◆ 75% 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 %
Florida	100
Caribbean/Cruise	67
Other areas inside the USA	44
California	17
Other Areas outside the USA	15
Hawaii	11
Mexico	1
Myrtle Beach	1

THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2019 %
Husband and wife	61
Friends	15
Family	8
Self (single)	8
Husband	4
Wife	4

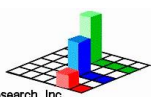
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	48
Family	23
Friends	18
Self (single)	11

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2019 %
Doesn't matter	88
Summer	30
Winter	17
Spring	6
Fall	6

- ◆ The average party size for visitors from Florida was 2.3.
- ◆ 8% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 7% of the visitors from Florida traveled with teenagers.
- ◆ 30% traveled with friends/relatives; 35% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 25% said government/company business, 51% said to meet a cruise, and 20% 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 3.0.
- ◆ The average number of days spent in Daytona Beach was 3.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$149.
- ◆ 65% of visitors from Florida made advanced reservations, with the average time in advance being about 1 - 2 months.
- ◆ 63% of visitors from Florida did not use a professional travel service.
 - 8% used a travel agent.
 - 39% used an Internet travel service.
 - 6% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	92
Less expensive	8
More expensive	0

- ◆ While in Daytona Beach, 52% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 2% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 17% 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
A good value for the money spent	98
Clean and beautiful	96
Full of activities/things to do	96
The ideal vacation destination for a family	95
A family oriented area	91
Important for playing golf	10

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	61
Being near tourist attractions was important	1
Being able to drive on the beach 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	97
A good place to get some peace and quiet	93
Highly recommended by friends before I came	65

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	90
Generally prefer beach destinations	72
Really like to return to familiar places	57
Prefer the more economical hotels/motels	44
Have paid to park near the beach at other destinations	39
Really stick to a budget when eating out	36
Usually play golf	19
Paid admission fees at other beach destinations	18
Often travel with children	16

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

56%	No magazines	8%	National Geographic
32%	AAA Magazine	6%	Family Circle
26%	AARP	6%	Time
20%	Southern Living	5%	Ladies Home Journal
12%	Golf magazines - various	4%	Readers Digest
11%	Car Magazine	3%	Better Homes & Garden
10%	People Magazine	3%	Good Housekeeping
10%	Sports Illustrated	0%	TV Guide
10%	Various Others		
9%	US News & World Report		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2019 %
Walking on the beach	99
Visiting family/friends in the area	39
Miniature golf	24
Business/meetings	17
Flea Market	16
Ocean Walk	15
Played golf	12
One Daytona	11
Ponce Inlet Lighthouse	8
Speedway	8
Daytona Dog Races	7
Museum	6
Volusia Mall	6
Fishing	3
Driving on the beach	1
Kennedy Space Center	1

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 51% of the visitors from Florida to complete the survey were female, 49% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2019 %
Professional/self employed	28
Retired	26
Mid-range white collar	24
Refused	11
Skilled labor	10
Clerical	1

- ◆ Visitors from Florida were an average of 61 years old.
- ◆ 82% of visitors from Florida were married, and 18% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	8
\$90,000 - \$100,000	3
\$80,000 - \$90,000	3
\$70,000 - \$80,000	14
\$60,000 - \$70,000	9
\$50,000 - \$60,000	21
\$40,000 - \$50,000	16
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	26

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2019 %
Caucasian	83
Black/African America	9
Hispanic	8
Asian/Pacific Islander	0
Native American	0



AUGUST 2019 DAYTONA BEACH POINTS OF ORIGIN

40%	Florida	1%	California	Tr.	Massachusetts
8%	Georgia	1%	Michigan	Tr.	Minnesota
6%	New York	1%	New Jersey	Tr.	Mississippi
6%	Ohio	1%	Virginia	Tr.	Nebraska
4%	North Carolina	Tr.	Arizona	Tr.	New Hampshire
3%	Pennsylvania	Tr.	Arkansas	Tr.	Oklahoma
2%	Illinois	Tr.	Colorado	Tr.	Oregon
2%	Tennessee	Tr.	Connecticut	Tr.	Vermont
2%	Indiana	Tr.	Iowa	Tr.	Washington
2%	Kentucky	Tr.	Kansas	Tr.	West Virginia
2%	South Carolina	Tr.	Louisiana	Tr.	Wisconsin
2%	Texas	Tr.	Maine		
1%	Alabama	Tr.	Maryland		

◆ TOTAL U.S.A. 89%

◆ CANADA (6% of the total)

4%	Ontario	Tr.	British Columbia
2%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia

◆ FOREIGN (4% of the total)

2%	Germany	Tr.	France
2%	U.K	Tr.	Netherlands
Tr.	Central Europe	Tr.	Norway
Tr.	Denmark	Tr.	Russia

◆ FLORIDA VISITORS (by percent of Florida total)

32%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
29%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
12%	Miami, Fort Lauderdale, The Keys
10%	Jacksonville
8%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
2%	Ft. Myers, Naples
1%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

