

DAYTONA BEACH VISITOR PROFILE

April 2017



Prepared for The Halifax Area Advertising Authority

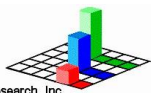
By:



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OUT OF STATE VISITORS

April, 2017 Daytona Beach Visitor Profile

- ◆ For 42% 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.
- ◆ 58% 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:	2017 %
Beach	74
Weather	68
Been to Daytona Beach before	59
Family/friends in the area	40
Close to home	19
Close to major attractions	16
Competitive arts	15
Business	14
Personal event/other	14
Speedway	13
Family Spring Break	12
Timeshare deal	11
Meeting/convention	10
Golf	10
Stopover/going elsewhere	7

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	74
Magazines	35
Brochures	27
Saw no ads	26
Newspapers	8
Television	7
Billboards	0



- ◆ 48% of the out of state visitors asked for information before coming.
- ◆ 72% used the Internet to plan their trip to Daytona Beach.
- ◆ 65% used the Internet to choose a place to stay.
- ◆ 59% used the Internet to make reservations.
- ◆ 73% 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:	2017 %
Google	62
Trip Advisor	61
Expedia	54
Travelocity	52
Yahoo Travel	10
Hotels.com	10
Orbitz	8
None	8
Kayak	7
Travel.com	6
Cheap Flights	6
Priceline	5

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	78
Research flights and prices	74
Book hotels	66
Book airline flights	65
Find packages	16
Buy packages	3

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2017 %
Trip Advisor	56
Google	49
Expedia	46
Various hotel chains	45
Travelocity	43
Hotels.com	25
Priceline	12
Hotwire	10
Orbitz	9
Yahoo Travel	4
Kayak	2
Travel.com	2

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2017 %
Any/all out of their area	57
Delta	36
American	15
Jet Blue	12
Southwest	5

- ◆ 76% 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 94% to talk about activities/vacations.
- ◆ 28% of the out of state visitors use Twitter.
- ◆ 68% 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:	2017 %
Summer	88
Spring	82
Winter	64
Fall	38

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	86
No usual destination	71
Other areas in the USA	41
Beaches in general	32
Caribbean	29
N.E. in general (NY, NJ, New England, etc.)	23
S.E. in general (GA, SC, NC, etc.)	19
Mountains in general	18
Other areas outside the USA	17
CA/AZ	8
Hawaii	7
West in general (excluding CA/AZ)	6
Mexico	1

- ◆ 89% 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:	2017 %
Florida	98
Other areas inside the USA	73
Caribbean	46
CA/AZ	26
Other Areas outside the USA	21
Hawaii	11
Myrtle Beach	1
Mexico	Tr.

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2017 %
Husband and wife	47
Friends	19
Family	18
Self (single)	10
Wife	4
Husband	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	41
Family	30
Friends	19
Self (single)	10

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2017 %
Doesn't matter	70
Spring	51
Summer	42
Winter	24
Fall	2

- ◆ The average party size for out of state visitors was 3.3.
- ◆ 9% of out of state visitors traveled with children age 12 and younger.
- ◆ 11% of out of state visitors traveled with teenagers.
- ◆ 39% traveled with friends/relatives; 41% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 28% said government/company business, 20% said convention/trade show, and 33% said to meet a cruise.
- ◆ 33% of out of state visitors traveled by air and 67% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 69% landed in Daytona Beach.
 - 29% landed in Orlando/Sanford.
 - 2% 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:	2017 %
Daytona Beach	81
Florida in general	9
Orlando	5
East coast of Florida in general	4
South Florida	1

- ◆ 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 5.3.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$165.
- ◆ 94% of the out of state visitors made advanced reservations, with the average time in advance being between one to two months.
- ◆ 27% of out of state visitors did not use a professional travel service.
 - 61% used an Internet travel service.
 - 9% used a travel agent.
 - 2% used an auto club.
 - 1% used a timeshare.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2017 %
Less expensive	91
About what I expected	8
More expensive	1

- ◆ While in Daytona Beach, 53% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 2% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 8% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2017 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	98
The ideal vacation destination for a family	98
Full of activities/things to do	97
A family oriented area	97
Important for playing golf	16

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2017 %
The beach would be more enjoyable without cars on it	88
Being within a day's travel was important	78
Being near tourist attractions was important	19
Being able to drive on the beach was important	3

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2017 %
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	79

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2017 %
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	70
Really stick to a budget when eating out	53
Really like to return to familiar places	51
Have paid to park near the beach at other destinations	47
Prefer the more economical hotels/motels	46
Usually play golf	24
Paid admission fees at other beach destinations	22
Often travel with children	21

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

58%	No magazines	6%	Ladies Home Journal
31%	AAA Magazine	5%	Time
26%	Modern Maturity	5%	National Geographic
21%	Southern Living	4%	Various others
12%	Golf magazines - various	3%	Good Housekeeping
11%	Sports Illustrated	3%	Better Homes & Garden
8%	Readers Digest	Tr.	Fishing magazines - various
8%	People Magazine		
7%	US News & World Report		
7%	Family Circle		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2017 %
Walking on the beach	98
Visiting family/friends in the area	39
Miniature golf	22
Ocean Walk	20
Business/meetings	18
Flea Market	15
Speedway	13
Volusia Mall	13
St. Augustine	11
EPCOT	11
Played golf	11
Museum	8
Ponce Inlet Lighthouse	6
Animal Kingdom	5
Kennedy Space Center	5
Daytona Dog Races	3
Driving on the beach	3
MGM Studios	3
Magic Kingdom	2
Universal Studios	2
Sea World	Tr.

- ◆ 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:	2017 %
Professional/self employed	23
Retired	20
Mid-range white collar	19
Skilled labor	18
Refused	18
Clerical	2

- ◆ Out of state visitors were an average of 52 years old.
- ◆ 88% of out of state visitors were married, and 12% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	6
\$90,000 - \$100,000	0
\$80,000 - \$90,000	0
\$70,000 - \$80,000	14
\$60,000 - \$70,000	0
\$50,000 - \$60,000	17
\$40,000 - \$50,000	15
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	46

Mean Income: \$67,200

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2017 %
Caucasian	78
Black/African America	11
Hispanic	9
Asian/Pacific Islander	2
Native American	0

FLORIDA VISITORS

APRIL, 2017 Daytona Beach Visitor Profile

- ◆ For 39% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 94% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 55% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2017 %
Close to home	93
Been to Daytona Beach before	62
Beach	43
Family/friends in the area	37
Business	29
Weather	28
Meeting/convention	21
Golf	17
Personal event/other	15
Competitive arts	13
Timeshare deal	7
Speedway	6
Family Spring Break	5
Fishing	2
Close to major attractions	2

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	75
Saw no ads	23
Brochures	23
Magazines	11
Newspapers	10
Television	6
Billboards	0

- ◆ 31% of the visitors from Florida asked for information before coming.
- ◆ 69% 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.
- ◆ 55% of the visitors from Florida used the Internet to make reservations.
- ◆ 71% 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:	2017 %
Google	67
Trip Advisor	64
Expedia	51
Travelocity	49
Hotels.com	14
None	11
Yahoo Travel	8
Orbitz	6
Cheap Flights	5
Priceline	3
Kayak	3
Travel.com	3
VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2017 %
Research flights and prices	76
Research hotels	75
Book airline flights	67
Book hotels	65
Find packages	6
Buy packages	2

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2017 %
Trip Advisor	62
Various hotel chains	54
Expedia	50
Google	48
Travelocity	45
Hotels.com	23
Priceline	9
Orbitz	7
Hotwire	6
Yahoo Travel	3
Kayak	2
Travel.com	2

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2017 %
Any/all out of their area	60
Delta	48
American	12
Jet Blue	10
Spirit	2
Southwest	2

- ◆ 69% 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.
- ◆ 26% of the visitors from Florida use Twitter.
- ◆ 70% 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:	2017 %
Summer	95
Spring	77
Winter	68
Fall	44

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	99
No usual destination	80
Caribbean	48
Beaches in general	45
Other areas in the USA	35
N.E. in general (NY, NJ, New England, etc.)	17
Other areas outside the USA	13
Mountains in general	10
S.E. in general (GA, SC, NC, etc.)	10
CA/AZ	10
Hawaii	8
Mexico	2

- ◆ 88% 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:	2017 %
Florida	100
Other areas inside the USA	62
Caribbean	48
California	21
Other areas outside the USA	17
Hawaii	5
Mexico	2
Myrtle Beach	2



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2017 %
Husband and wife	44
Family	20
Friends	15
Self (single)	14
Wife	5
Husband	2

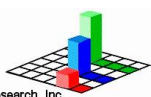
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	37
Family	26
Friends	20
Self (single)	17

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2017 %
Doesn't matter	89
Summer	44
Spring	38
Winter	15
Fall	6

- ◆ The average party size for visitors from Florida was 3.4.
- ◆ 11% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 15% of the visitors from Florida traveled with teenagers.
- ◆ 51% traveled with friends/relatives; 55% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 38% said government/company business, 45% said to meet a cruise, and 33% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:	2017 %
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.4.
- ◆ The average number of days spent in Daytona Beach was 3.4.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$150.
- ◆ 81% of visitors from Florida made advanced reservations, with the average time in advance being about one and a half months.
- ◆ 35% of visitors from Florida did not use a professional travel service.
 - 56% used an Internet travel service.
 - 7% used a travel agent.
 - 1% used an auto club.
 - 1% used a timeshare.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	94
Less expensive	5
More expensive	1

- ◆ While in Daytona Beach 49% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 1% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 11% of the visitors from Florida paid the fee to park in the parking garage.

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2017 %
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	97
A family oriented area	97
Important for playing golf	10

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2017 %
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	77
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:	2017 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	94
Highly recommended by friends before I came	76

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2017 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	97
Generally prefer beach destinations	65
Really like to return to familiar places	64
Prefer the more economical hotels/motels	46
Have paid to park near the beach at other destinations	46
Really stick to a budget when eating out	40
Usually play golf	33
Often travel with children	23
Paid admission fees at other beach destinations	17

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

56%	No magazines	5%	National Geographic
31%	Modern Maturity	5%	Ladies Home Journal
28%	AAA Magazine	4%	Various Others
22%	Southern Living	4%	US News & World Report
13%	Readers Digest	4%	Time
11%	Golf magazines - various	4%	Better Homes & Garden
8%	People Magazine	3%	Good Housekeeping
8%	People Magazine	1%	Fishing magazines – various
7%	Sports Illustrated	Tr.	TV Guide
7%	Family Circle		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2017 %
Walking on the beach	96
Visiting family/friends in the area	42
Business/meetings	30
Miniature golf	18
Ocean Walk	17
Flea Market	14
Played golf	9
Speedway	8
Volusia Mall	7
Ponce Lighthouse	7
Museum	5
Kennedy Space Center	2
St. Augustine	2
Daytona Dog Races	2
Kennedy Space Center	2
Driving on the beach	1

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 54% of the visitors from Florida to complete the survey were female, 46% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2017 %
Mid-range white collar	24
Retired	22
Professional/self employed	21
Skilled labor	16
Refused	15
Clerical	2

- ◆ Visitors from Florida were an average of 50 years old.
- ◆ 87% of visitors from Florida were married, and 13% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	5
\$90,000 - \$100,000	0
\$80,000 - \$90,000	0
\$70,000 - \$80,000	14
\$60,000 - \$70,000	0
\$50,000 - \$60,000	13
\$40,000 - \$50,000	20
\$30,000 - \$40,000	3
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	44

Mean Income: \$63,300

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2017 %
Caucasian	78
Hispanic	11
Black/African America	9
Asian/Pacific Islander	2
Native American	0

APRIL 2017 DAYTONA BEACH POINTS OF ORIGIN

30%	Florida	2%	Texas	Tr.	Maine
9%	Georgia	1%	California	Tr.	Maryland
8%	New York	1%	Connecticut	Tr.	Minnesota
8%	Ohio	1%	Massachusetts	Tr.	Missouri
4%	Illinois	1%	Texas	Tr.	Nevada
4%	Michigan	1%	Virginia	Tr.	New Hampshire
4%	North Carolina	Tr.	Alabama	Tr.	Oklahoma
3%	Indiana	Tr.	Arizona	Tr.	Rhode Island
3%	Pennsylvania	Tr.	Arkansas	Tr.	Vermont
2%	Kentucky	Tr.	Colorado	Tr.	Washington
2%	New Jersey	Tr.	D.C.	Tr.	West Virginia
2%	South Carolina	Tr.	Iowa	Tr.	Wisconsin
2%	Tennessee	Tr.	Louisiana		

◆ **TOTAL U.S.A. 85%**

◆ **CANADA (9% of the total)**

5%	Ontario	Tr.	New Brunswick
2%	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
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
11%	Jacksonville
10%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
4%	Ft. Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

