Quarterly Visitor Profile

April – May – June 2022

Prepared for Halifax Area Advertising Authority
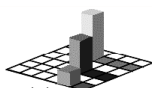
By:

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Mid-Florida Marketing & Research, Inc.

Out of State Visitors

For 61% of out of state visitors, this was their first visit to Daytona Beach; of the repeat visitors, 53% had made more than one visit during the past five years.

And, a fourth had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	% Said 2022	% Said 2021
Beach	93	81
Close to home	89	71
Weather	70	62
Family/friends in area	49	54
Been to Daytona Beach before	39	44
Business	23	19
Spring Break	19	12
Jeep Beach	14	10
Golf	10	7
Close proximity to attractions	9	9
Timeshare deal/offer	8	7
Meeting/Convention	5	Tr.
Event	5	2
Food	4	2
Fishing	2	Tr.

Visitors recall ads for the area in:

Medium	% Recall 2022	% Recall 2021
Google Search	59	60
Online	46	34
Social Media	32	19
YouTube	14	5

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Media Engagement & Frequency of Use When Planning a Vacation 2022 (2021)

Medium	% Always	% Frequently	% Seldom	% Never
Destination Website	89 (86)	7 (4)	2 (10)	0 (0)
Social Media (Facebook, Instagram, etc.)	23 (9)	36 (43)	42 (39)	5 (9)
Search Engine (Google, etc.)	21 (8)	73 (84)	3 (7)	3 (Tr.)
Destination Visitors' Guide	9 (11)	20 (26)	49 (53)	22 (10)
Blogs/Online Content	8 (3)	2 (4)	88 (86)	2 (7)
Videos Showing The Destination	8 (2)	12 (7)	65 (75)	15 (16)
Magazines	5 (Tr.)	14 (8)	73 (90)	7 (Tr.)

91% said they used the Internet in planning their visit to Daytona Beach.

78% said they used the Internet in choosing a place to stay in Daytona Beach

73% said they used the Internet for other purposes in planning their vacation:

Purpose	% Used 2022	% Used 2021
Finding general area information	89	80
Discover area activities & attractions	87	44
Lodging information	80	61
Research events	63	39
Research dining options	39	17
Travel directions/maps	27	20
Flight information/reservations	25	19
Car rental information/reservations	9	5

Travel Websites used by out of state visitors:

Travel Website	% Used 2022	% Used 2021
Trip Advisor	68	63
Expedia	35	39
Travelocity	32	41
Google Flights	10	0
Kayak	9	12
Yahoo Travel	7	12
Cheap flights	0	3
Bing	0	Tr.
Google Hotel	0	Tr.

81% had made their destination choice when they used those websites for research:

Visitors use travel websites to:

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Purpose	% Used 2022	% Used 2021
Research hotels	73	64
Research flights and flight prices	68	26
Book airline tickets	63	29
Book hotels	54	49
Research VRBO, etc.	19	7
Find packages	8	12
Buy packages	6	9

Out of state visitors Airlines use:

Airline	% Used 2022	% Used 2021
Any out of my area	68	54
Delta	63	47
American	48	39
Southwest	43	23
Jet Blue	19	12
United	11	9

56% use a mobile device to research, plan or book travel.

78% use social media

Social Media used:

Medium	% Used 2022	% Used 2021
Facebook	81	89
Instagram	72	64
Twitter	22	23
Tik Tok	14	0
Pinterest	15	38
Snapchat	3	13

Social Media use for travel/vacation ideas:

Medium	% Used 2022	% Used 2021
Facebook	63	29
Instagram	49	18
Twitter	19	9
Tik Tok	7	0
Pinterest	7	12
Snapchat	0	Tr.

82% of out of state visitors take more than one vacation a year.

They visit: (respondents gave more than one answer)

Destination	% Visit 2022	% Visit 2021
No usual destination	83	78
Florida in general	68	75
Southeast (GA,SC,NC, etc.)	64	20
East coast of Florida	63	29
Beaches in general	57	49
Caribbean/Cruises	28	19
Northeast (NY, NJ, New England, etc.)	27	18
Gulf/West Coast of Florida	18	17
Mountains in general	15	17
Other areas outside US	11	7
Europe/Med	9	6
Canada	6	5
West (except CA, AZ)	4	5
CA/AZ	4	4
Hawaii	Tr.	Tr.
Mexico	Tr.	Tr.
Other areas in US	Tr.	Tr.

88% have taken a warm weather destination vacation in the past five years.

Destination	% Visited 2022	% Visited 2021
Florida	63	79
Caribbean Cruise	39	34
Other US	12	16
California	9	12
Other outside US	9	11
Mexico	3	8
Europe/Mediterranean	Tr.	5
Hawaii	Tr.	Tr.

Travel Party:

Companion	% 2022	% 2021
Spouse/Partner	35	29
Friends	27	29
Children	24	24
Extended Family	14	18

The vacation was for:

Traveler	%2022	% 2021
Couple	35	37
Family	29	32
Friends	25	27
Self	11	4

Average party size for visitors from outside Florida was 4.6

Average number of adults (over 18) was 3.2

14% traveled with teenagers

16% traveled with children younger than 12

Other reasons visitors from out of state travel:

Purpose	% Said 2022	% Said 2021
Special events	29	25
To meet a cruise ship	27	29
Family reunion	15	19
Government/corporate business	11	17
Meeting/convention	9	12
Sports	8	12
None	0	4

15% of out of state visitors arrived by plane

80% landed in Daytona Beach; of the others, 12% said landing elsewhere was inconvenient.

For 91% Daytona Beach was the primary destination for the trip.

Out of state visitors chose their destinations an average of 4-5 weeks in advance.

They were away from home an average of 7.1 nights

They were in Daytona Beach an average of 6.7 nights

Their immediate party spent $295 per night in Daytona Beach, without accommodation.

93% had advance reservations for accommodation.

Accommodation reservations were made an average of 11 days in advance.

47% used an online travel site to help plan their trip
52% did not use any type of travel agent

While in the Daytona Beach area visitors from outside of Florida:

68% found it as expected (74)

12% found it less expensive (14)

20% found it more expensive (12)

32% took advantage of a room with some type of cooking facility

21% paid to drive/park on the beach

23% paid to park in a beachside parking garage

100%   agree the beach was clean and beautiful

91%   agree there were plenty of activities/things to do

89%   agree Daytona Beach is the ideal vacation destination for a family

87%   agree Daytona Beach is a good value for the money spent

100%   agree the beach was easy to access from their hotel

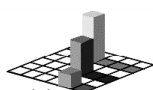 7%   agree playing golf was important to their vacation in Daytona Beach

92%   agree Daytona Beach is a family oriented community

11%   agree being near tourist attractions was important

100%   agree being within a days trip from home was important

12%   agree being able to drive on the beach was important
78%   agree Daytona Beach was highly recommended by friends before they arrived

97%   agree Daytona Beach was very welcoming to visitors and tourists

69%   agree Daytona Beach is a good place to get some peace and quiet

86%   agree Daytona Beach was so enjoyable they will definitely return

 9%   agree on pleasure trips they usually play golf

56%   agree they generally prefer beach destinations

22%   agree on pleasure trips they usually stick to a budget when eating out

39%   agree they have paid to park near a beach

27%   agree they have paid access fees on other beach vacations

48%   agree on pleasure trips they like to return to familiar places

29%   agree they often travel with children

79%   agree they often travel with friends or meet them at their destination

89%   agree on pleasure trips they look for escape, relaxation and change of scenery

On pleasure trips out of Florida visitors like to book: (respondents gave more than one response)

Property Type	% Favor 2022	% Favor 2021
Branded Hotels	83	67
Resort style hotels	79	47
Oceanfront hotels	65	63
Vacation homes/AirBnB, etc.	17	12
Economical hotels/motels	9	10
Condominiums	6	3

On the most recent trip visitors from outside Florida:

Activity	% Participated 2022	% 2021
Beach	97	98
Visiting family/friends	57	71
Boardwalk/Pier	40	19
Ocean Walk	39	17
Daytona International Speedway	37	23
Tanger Outlets	36	23
Miniature Golf	27	21
One Daytona	25	18
Flea Market	21	17
St. Augustine	19	8
Daytona Lagoon	17	17
Water activities (kayak, paddle board, etc.)	17	11
Beach Street	15	7
Business Meetings	10	5
Volusia Mall	7	9
Ocean Center	7	6
Played golf	7	6
Daytona Beach Racing/Card Club	6	6
Ponce Inlet Lighthouse	6	5
Sea World	6	5
Universal Studios	6	4
Kennedy Space Center	6	3
Disney World	4	4
Arts/Cultural Places	4	3

51% of respondents were male

Occupations of Visitors from outside Florida:

Occupation	% 2022	% 2021
Professional/Self-Employed	29	21
Mid-range white collar	28	27
Skilled labor	9	17
Semi-skilled labor	9	6
Unskilled labor	7	4
Retired	6	4
Military	5	4
Clerical	3	7
Refused	4	7

Average age was 47

71% were married

Average Household Income Ranges:

Income Range	% 2022	% 2021
$35,000-49,000	13	9
$50,000-74,999	28	39
$75,000-99,999	37	28
Above $100,000	14	8
Refused	8	11

Ethnicity:

Ethnic Group	% 2022	% 2021
Caucasian	74	70
African-American	13	15
Hispanic	9	12
Refused	4	3

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In State Visitors

For 49% of Florida visitors, this was their first visit to Daytona Beach; of the repeat visitors, 63% had made more than one visit during the past five years.

And, 52% had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	% Said 2022	% Said 2021
Close to Home	91	96
Beach	89	87
Weather	78	84
Family/friends in area	57	49
Been to Daytona Beach before	51	45
Jeep Beach	15	12
Spring Break	13	9
Meeting/Convention	10	Tr.
Golf	9	7
Business	9	7
Timeshare deal/offer	8	6
Cultural Event/Offering	7	Tr.
Fishing	3	6
Food	3	2

Visitors recall ads for the area in:

Medium	% Recall 2022	% Recall 2021
Online	62	39
Google Search	56	43
Social Media	29	23
YouTube	12	3

Media engagement and frequency of use when planning a vacation 2022 (2021)

Medium	% Always	% Frequently	% Seldom	% Never
Destination Website	87 (91)	8 (8)	4 (Tr.)	Tr. (Tr.)
Search Engine (Google, etc.)	37 (47)	49 (39)	11 (5)	3 (9)
Destination Visitors' Guide	17 (19)	12 (15)	48 (37)	23 (29)
Social Media (Facebook, Instagram, etc.)	12 (8)	27 (38)	19 (29)	42 (25)
Magazines	10 (17)	18 (22)	60 (57)	12 (4)
Blogs/Online Content	Tr. (Tr)	9 (7)	69 (83)	22 (10)
Videos Showing The Destination	5 (Tr.)	3 (Tr.)	15 (11)	77 (89)

89% used the Internet to plan their trip to Daytona Beach

53% used the Internet to choose a place to stay in Daytona Beach

53% used the Internet for other purposes regarding their trip to Daytona Beach (respondents gave more than one answer)

Purpose	% Used 2022	% Used 2021
Finding general information about the area	82	65
Lodging information/reservations	59	48
Research events	58	44
To discover activities and attractions of the area	29	40
To research dining options	22	17
Traveling directions and maps	19	12

Travel websites used by Florida visitors:

Travel Website	% Used 2022	% Used 2021
Trip advisor	68	72
Travelocity	46	39
Expedia	45	42
Kayak	11	14
Yahoo Travel	Tr.	7
Google Hotel	Tr.	Tr

72% had made their destination choice when they used the websites for research

Florida visitors use Travel Websites for:

Purpose	% Use 2022	% Use 2021
Research flights and flight prices	73	61
Research Hotels	59	45
Book airline tickets	53	71
Book hotels	32	39
Research VRBO, etc.	19	9
Find packages	8	12
Buy packages	7	9

Airlines used by Florida visitors (for other trips):

Airline	% Use 2022	% Use 2021
Any & all out of my area	84	81
Delta	56	57
Southwest	54	49
American	47	42
Jet Blue	19	16
Allegiant	15	20
Spirit	12	16
United	9	6

51% use a mobile device to research, plan or book travel

93% use Social Media

Social Media use:

Medium	% Use 2022	% Use 2021
Facebook	91	92
Instagram	63	47
Twitter	19	17
Tik Tok	15	0
Pinterest	7	12
Snapchat	Tr.	8

Social Media Used for Vacation Ideas

Medium	% Use 2022	% Use 2021
Facebook	38	33
Instagram	22	19
Twitter	19	15
Tik Tok	8	0
Pinterest	Tr.	10
Snapchat	0	3

89% of Florida visitors take more than one vacation a year.

They visit (respondents gave more than one answer):

Destination	% Visit 2022	% Visit 2021
Florida in general	85	86
Beaches in general	75	79
No usual destination	68	75
Northeast in general (NY, NJ, New England, etc.)	59	54
Southeast in general (GA, NC, SC, etc.)	57	37
Gulf/West Coast of Florida	45	23
Caribbean/Cruises	38	41
East Coast of Florida	35	19
Mountains in general	17	19
Canada	8	9
Europe/Mediterranean	7	8
CA/AZ	4	5
Hawaii	4	3
Mexico	Tr.	Tr
West in general (w/o CA/AZ)	Tr.	3

58% of the Florida visitors have taken a vacation in another warm weather destination in the past 5 years.

They chose:

Destination	% Chose 2022	% Chose 2021
Florida	85	82
Caribbean/Cruises	32	57
Europe/Med	14	15
California	3	6
Other in the US	3	6
Other outside the US	Tr.	7
Hawaii	Tr.	5
Mexico	0	3

Travel party:

Companion	% 2022	% 2021
Spouse/partner	33	31
Family/Children	28	26
Extended family	19	24
Friends	20	29

Vacation was for:

Traveler	% 2022	% 2021
Family	43	41
Couple	36	31
Friends	18	20
Self	3	8

Average party size was 3.8

Average number of adults over 18 was 2.7

7% traveled with teenagers

11% traveled with children

Other reasons Florida visitors travel:

Purpose	% Said 2022	% Said 2021
To meet a cruise ship	42	40
Event	35	29
Family reunion	12	17
Government/company business	9	12
Convention Trade Show	9	9
Sports	7	10

100% of Florida visitors arrived by auto.

100% of Florida visitors said their main destination for this trip was Daytona Beach.

Average advance time for choosing the destination was 2-3 weeks.

Florida visitors spent an average of 4 nights away from home and an average of 4 nights in Daytona Beach.

Their immediate party spent an average of $249 per night in Daytona Beach (without accommodation).

88% of the Florida visitors made advance accommodation reservations.

They booked an average of 12 days in advance.

21% used an online travel site to plan this trip

77% didn't use any help to plan this trip.

While in Daytona Beach Florida visitors:

74% found it about what I expected

6% found it less expensive than expected.

20% found it more expensive than expected.

28% took advantage of a room with some sort of cooking facility.

31% paid to drive/park on the beach.

22% paid to park in a beachside parking garage.

97% agree the beach was clean and beautiful.

94% agree there were plenty of activities/things to do.

79% agree the area is the ideal vacation destination for a family.

93% agree the area is good value for money spent.

100% agree the beach was easy to access from their hotel.

7% agree playing golf was important during this visit to Daytona Beach.

85% agree Daytona Beach is a family oriented community.

2% agree being near attractions was important.

100% agree Daytona Being being within a days drive was important.

17% agree being able to drive on the beach was important.

89% agree Daytona Beach was highly recommended by friends before coming.

98% said Daytona Beach was very welcoming to visitors and tourists.

80% agreed Daytona Beach is a good place to get peace and quiet.

85% agreed Daytona Beach was so enjoyable they will definitely return.

9% agreed they usually play golf on pleasure trips.

22% agreed they usually stick to a budget when eating out.

68% agreed they generally prefer beach destinations.

49% agree they have paid to park near the beach in other destinations.

71% agree they like to return to familiar destinations.

28% agree they often travel with children on pleasure trips.

81% agree they often travel with friends or meet them at the destination.

95% agree on pleasure trips they look for escape, relaxation, change of scenery.

On pleasure trips Florida visitors like to book: (respondents gave more than one response):

Property Type	% Favor 2022	% Favor 2021
Oceanfront hotels	84	81
Resort style hotels	83	58
Branded hotels	79	62
Vacation homes/AirBnB, etc.	17	11
Economic hotels/motels	9	11
Condos.	3	Tr

While in Daytona Beach visitors from Florida:

Activity	% Participated 2022	% 2021
Beach	100	98
Visiting relatives and friends living in the area	59	65
Boardwalk/Pier	47	19
Ocean Walk	32	14
Daytona International Speedway	28	19
Tanger outlets	25	26
Flea market	25	21
One Daytona	22	18
Beach Street	19	16
Miniature golf	18	19
St. Augustine	12	9
Played golf	9	12
Daytona Lagoon	7	12
Ponce Inlet Lighthouse	7	9
Water activities	7	9
Volusia Mall	5	6
Arts/Culture Events	5	5

52% or the respondents were female.

Occupation	% 2022	% 2021
Professional/Self Employed	35	18
Mid-range white collar	32	31
Skilled labor	19	10
Clerical	6	14
Semi-skilled labor	0	6
Retired	8	21

Average age was 53

78% were married

Average Household Income Ranges:

Income Range	% 2022	% 2021
$20,000-34,999	2	3
$35,000-49,000	3	11
$50,000-74,999	43	29
$75,000-99,999	31	26
$100,000 +	17	12
Refused	4	19

72% of all respondents stayed in Daytona Beach hotels.

17% of all respondents stayed in Daytona Beach Shores hotels.

11% of all respondents stayed in Ormond Beach hotels.

Origin Markets 2022 (2021)

58%   Florida
11%   Georgia
4%   Ohio
3%   North Carolina
2%   New York
2%   Illinois
1%   Massachusetts
1%   Pennsylvania
1%   Texas
1%   New Jersey
1%   South Carolina
1%   Michigan

Any other states are a trace

2   Toronto
1   Quebec

3   Europe various

Florida Visitors (by percent of Florida total)

33%   Orlando (Daytona Beach, Melbourne, Leesburg, Ocala, Villages)
22%   Tampa/St. Petersburg (Clearwater, Sarasota, Lakeland, Winter Haven)
19%   Miami, Fort Lauderdale, The Keys
10%   Jacksonville
9%   West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
2%   Gainesville
2%   Tallahassee
2%   Ft. Myers/Naples
Tr.   Panama City
Tr.   Pensacola, Ft. Walton Beach