

DAYTONA BEACH

Visitor Profile and Economic Impact Report

April – June 2024



METHODOLOGY



Data Collection:

Interviews were completed in person with **635** visitors at local hotels, the airport, public areas, downtown, and special events between April 1, 2024 and June 30, 2024. Visitors who were interviewed included all visitor types (those staying in paid accommodations, unpaid accommodations, and day trippers).

- **319** interviews were completed with only 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 635 is $\pm 3.89\%$ points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Profile Study are within 3.89% points of the “true” value on a quarterly basis.

EXECUTIVE SUMMARY



KEY PERFORMANCE INDICATORS*

- Paid visitors to Daytona Beach typically spent 5.2 nights and \$3,166 per trip.
- The median trip planning cycle was 68 days, with booking occurring 41 days before the trip.
- Over 1 in 4 paid leisure/event travelers used Daytona Beach's social media to plan their trip or during their stay, and another quarter relied on personal social media.
- 16% of paid leisure/event visitors recalled seeing advertising about the area prior to their trip.

Economic impact figures are based on all visitor types include those staying in paid accommodations, unpaid accommodations, and day trippers. The figures only represent the Halifax area and NOT all of Volusia County.



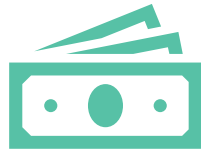
1,094,600

TOTAL
VISITORS²



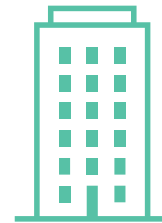
933,700

ROOM
NIGHTS



\$848,565,400

DIRECT
SPENDING**



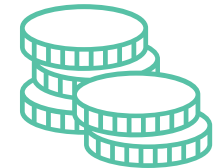
64.1%

OCCUPANCY



\$177.31

ADR



\$113.63

RevPAR

*Sources: Smith Travel Research, AirDNA, and DSG Visitor Tracking Study

**Visitation and spending estimates are preliminary.

Adjustments may be made at the end of the year to account for quarterly fluctuations.

Includes visitors staying in paid accommodations, staying with friends/relatives, and day trippers.

TRIP PLANNING AND MAIN REASONS

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



Vacation/leisure trip
62%



Visit friends/family
42%

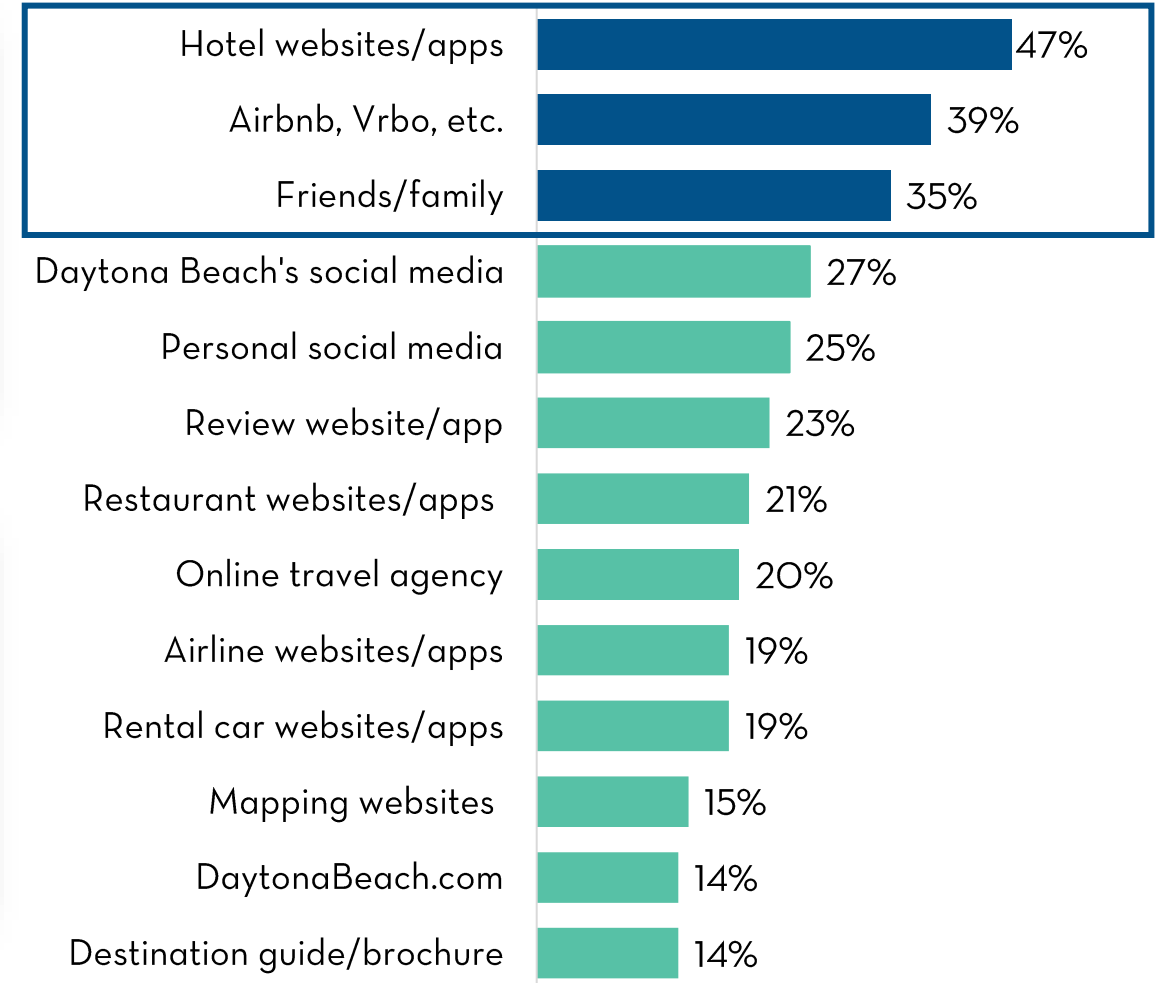


Special occasion/event
12%



Sporting event
10%

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



SOURCES OF ADVERTISING EXPOSURE*

16% of all paid visitors noticed advertising
Of those, 77% were influenced by the ads to come to Daytona Beach



Daytona Beach's social media

62%



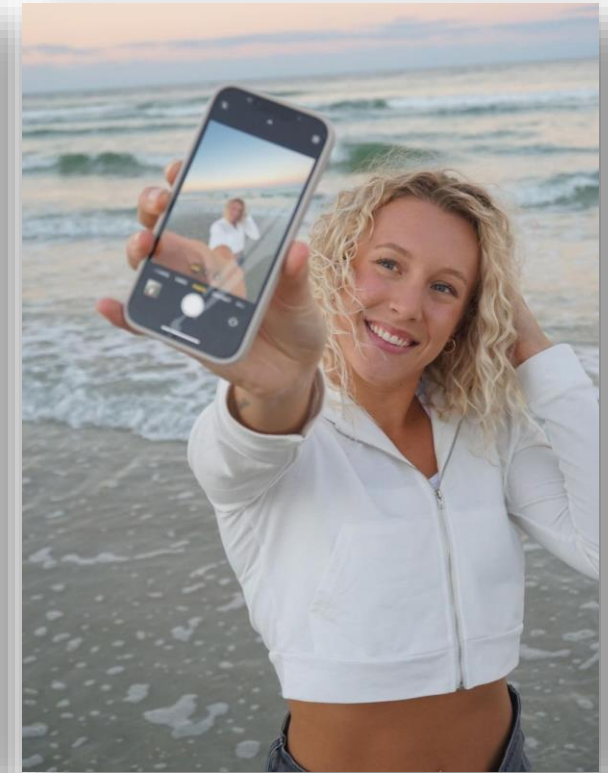
Personal social media

59%



Destination guide/brochure

50%



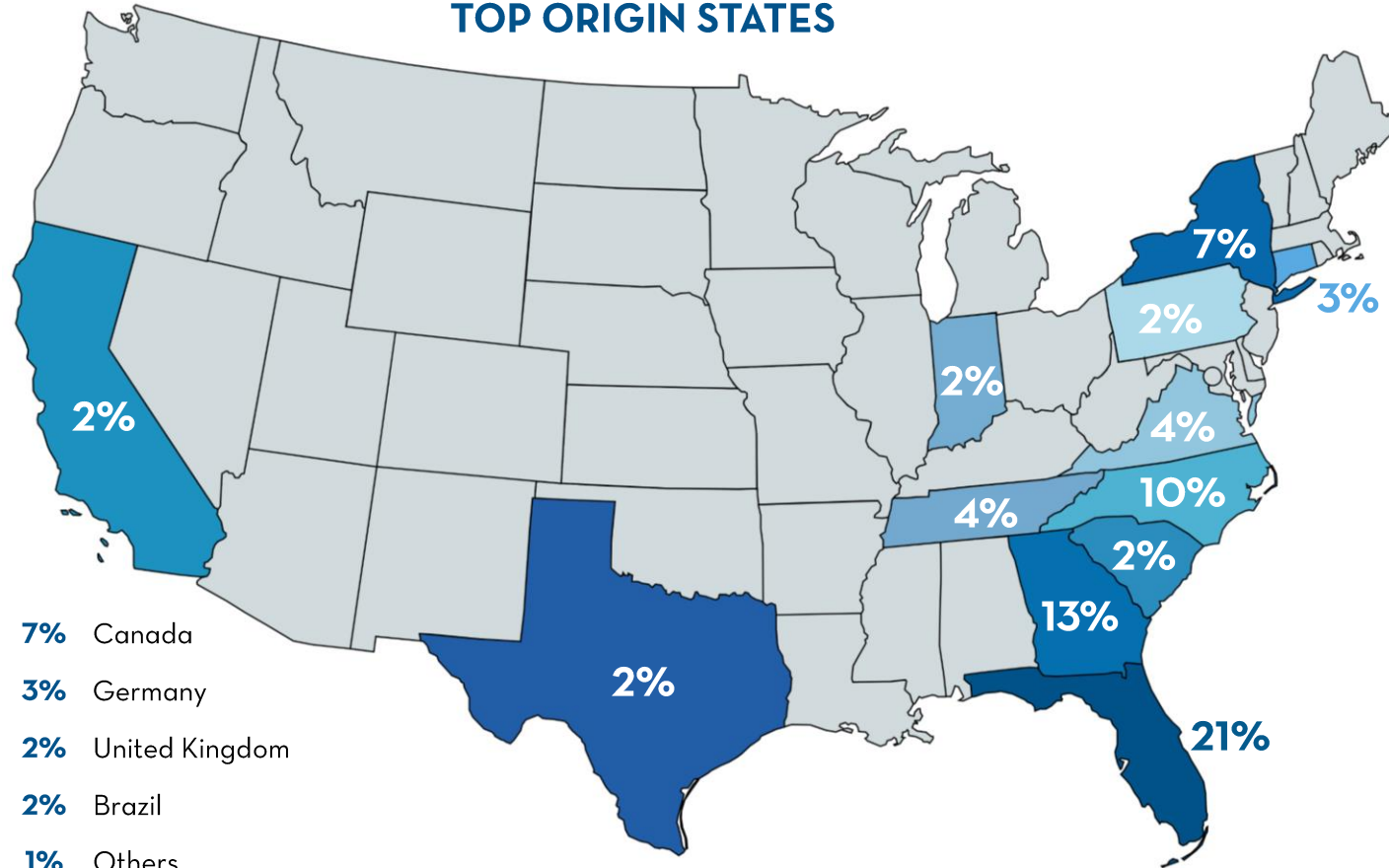
Traveler reviews/blogs

26%

TOP VISITOR ORIGINS

The top 8 origin markets were consistently in the top 10-12 website traffic markets for January through June of 2024, highlighting the correlation between key geographic markets and online engagement.

TOP ORIGIN STATES



7% Canada
3% Germany
2% United Kingdom
2% Brazil
1% Others

TOP ORIGIN MARKET

Percent

✓ Atlanta	8%
✓ New York	8%
✓ Orlando-Melbourne	8%
✓ Charlotte	4%
✓ Raleigh-Durham	4%
✓ Tampa-St. Petersburg	4%
✓ Jacksonville	3%
✓ Miami-Ft. Lauderdale	3%

PAID VISITOR PROFILE

3.1

TRAVEL PARTY SIZE

\$607

DAILY TRAVEL PARTY SPEND

40

MEDIAN AGE

\$84,200

MEDIAN HOUSEHOLD
INCOME

5.2

LENGTH OF STAY

\$3,166

TOTAL TRAVEL PARTY SPEND

17%

FIRST-TIME VISITOR

39%

TRAVELED WITH CHILDREN



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