

DAYTONA BEACH VISITOR PROFILE

AUGUST 2017



Prepared for The Halifax Area Advertising Authority

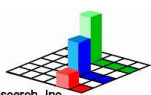
By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

AUGUST, 2017 Daytona Beach Visitor Profile

- ◆ For 41% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 92% 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.
- ◆ 60% 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	87
Weather	64
Been to Daytona Beach before	59
Family/friends in the area	40
Close to home	37
Business	18
Personal event/other	15
Close to major attractions	14
Meeting/convention	10
Time share deal	8
Golf	6
Stopover/going elsewhere	4
Fishing	1

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	74
Brochures	20
Saw no ads	20
Magazines	19
Television	8
Newspapers	6
Billboards	0

- ◆ 38% of the out of state visitors asked for information before coming.
- ◆ 75% used the Internet to plan their trip to Daytona Beach.
- ◆ 65% used the Internet to choose a place to stay.
- ◆ 49% used the Internet to make reservations.
- ◆ 75% 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	57
Trip Advisor	55
Expedia	40
Travelocity	40
None	16
Orbitz	14
Hotels.com	12
Kayak	12
Yahoo Travel	12
Priceline	9
Travel.com	3
Cheap Flights	2

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	79
Book airline flights	71
Book hotels	68
Research flights and prices	20
Find packages	17
Buy packages	7

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2017 %
Trip Advisor	55
Various hotel chains	50
Google	48
Expedia	40
Orbitz	20
Hotels.com	19
Priceline	14
Travelocity	14
Hotwire	10
Kayak	7
Travel.com	4
Yahoo Travel	4

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2017 %
Any/all out of their area	55
Delta	27
American Airlines	15
Jet Blue	6
Southwest	4

- ◆ 80% 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.
- ◆ 22% of the out of state visitors use Twitter.
- ◆ 65% 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:	2017 %
Florida in general	85
No usual destination	80
Other areas in the USA	35
Caribbean	33
Beaches in general	29
S.E. in general (GA, SC, NC, etc.)	20
Mountains in general	17
N.E. in general (NY, NJ, New England, etc.)	18
Other areas outside the USA	7
Hawaii	6
CA/AZ	4
Mexico	1

- ◆ 85% 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	79
Caribbean	39
CA/AZ	19
Hawaii	18
Other Areas outside the USA	12
Mexico	3
Myrtle Beach	2

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2017 %
Husband and wife	60
Family	13
Self (single)	12
Friends	11
Husband	2
Wife	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	42
Family	33
Friends	14
Self single)	10

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2017 %
Doesn't matter	70
Summer	54
Winter	18
Fall	2
Spring	1

- ◆ The average party size for out of state visitors was 2.7.
- ◆ 10% 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: 35% said government/company business, 25% said convention/trade show, and 31% said to meet a cruise.
- ◆ 39% of out of state visitors traveled by air, and 54% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 60% landed in Daytona Beach.
 - 39% landed in Orlando.
 - 1% landed elsewhere.
- ◆ 8% 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
Orlando	9
Florida in general	6
South Florida	3
East coast of Florida in general	2

- ◆ The average number of days out of state visitors spent away from home was 6.7.
- ◆ The average number of days spent in Daytona Beach was 5.6.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$147.
- ◆ 88% of the out of state visitors made advanced reservations, with the average time in advance being about 1 month.
- ◆ 22% of out of state visitors did not use a professional travel service.
 - 66% used an Internet travel service.
 - 7% used a travel agent.
 - 2% used an auto club.
 - 2% used a time share promo.

Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	86
Less expensive	12
More expensive	2

- ◆ While in Daytona Beach, 47% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 1% 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
Full of activities/things to do	99
The ideal vacation destination for a family	99
A family oriented area	99
Clean and beautiful	98
Important for playing golf	14

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2017 %
Being within a day's travel was important	97
The beach would be more enjoyable without cars on it	69
Being near tourist attractions was important	25
Being able to drive on the beach was important	1

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	71

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 like to return to familiar places	50
Really stick to a budget when eating out	47
Have paid to park near the beach at other destinations	50
Prefer the more economical hotels/motels	39
Often travel with children	29
Paid admission fees at other beach destinations	24
Usually play golf	24

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

50%	No magazines	7%	Readers Digest
29%	AAA Magazine	7%	US News & World Report
26%	Modern Maturity	5%	Better Homes & Garden
15%	Southern Living	5%	National Geographic
10%	Golf magazines - various	5%	Time
9%	Family Circle	4%	Various others
8%	Sports Illustrated	3%	Good Housekeeping
7%	Ladies Home Journal	1%	Fishing Magazines
7%	People Magazine	Tr.	TV Guide

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2017 %
Walking on the beach	99
Visiting family/friends in the area	41
Ocean Walk	22
Business/meetings	19
Speedway	19
Miniature golf	18
Volusia Mall	17
Flea Market	13
Played golf	12
Daytona Dog Races	9
Ponce Inlet Lighthouse	9
EPCOT	8
St. Augustine	8
Animal Kingdom	7
Kennedy Space Center	6
Magic Kingdom	4
Museum	4
MGM Studios	3
Sea World	3
Driving on the beach	2
Fishing	2
Universal Studios	2

- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 56% of the out of state visitors to complete the survey were male, 44% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2017 %
Retired	31
Professional/self employed	22
Mid-range white collar	19
Skilled labor	19
Refused	6
Clerical	3

- ◆ 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:	2017 %
Over \$100,000	6
\$90,000 - \$100,000	0
\$80,000 - \$90,000	1
\$70,000 - \$80,000	18
\$60,000 - \$70,000	6
\$50,000 - \$60,000	18
\$40,000 - \$50,000	19
\$30,000 - \$40,000	1
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	34

Mean Income: \$65,000

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2017 %
Caucasian	80
Black/African America	10
Hispanic	8
Asian/Pacific Islander	2
Native American	0

FLORIDA VISITORS

AUGUST, 2017 Daytona Beach Visitor Profile

- ◆ For 34% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 88% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 50% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2017 %
Close to home	89
Beach	79
Been to Daytona Beach before	60
Family/friends in the area	47
Weather	25
Business	19
Personal event/other	18
Meeting/convention	14
Golf	11
Timeshare deal	7
Fishing	3
Close to major attractions	Tr.

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	70
Saw no ads	25
Brochures	21
Magazines	9
Newspapers	7
Television	2
Billboards	0

- ◆ 30% of the visitors from Florida asked for information before coming.
- ◆ 68% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 64% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 58% of the visitors from Florida used the Internet to make reservations.
- ◆ 78% 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	63
Trip Advisor	54
Travelocity	41
Expedia	40
Hotels.com	14
Orbitz	12
None	11
Priceline	10
Yahoo Travel	10
Travel.com	7
Kayak	6
Cheap Flights	2

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2017 %
Research flights and prices	80
Research hotels	79
Book airline flights	71
Book hotels	69
Find packages	18
Buy packages	7

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2017 %
Trip Advisor	67
Various hotel chains	64
Expedia	45
Google	42
Hotels.com	26
Travelocity	22
Priceline	19
Orbitz	17
Kayak	10
Hotwire	7
Travel.com	3
Yahoo Travel	3

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2017 %
Any/all out of their area	59
Delta	39

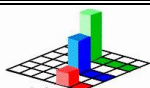
- ◆ 81% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 99% to talk about activities/vacations.
- ◆ 17% of the visitors from Florida use Twitter.
- ◆ 65% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2017 %
Summer	99
Winter	70
Fall	44
Spring	27

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	99
No usual destination	70
Beaches in general	67
Caribbean	43
Other areas in the USA	29
N.E. in general (NY, NJ, New England, etc.)	21
S.E. in general (GA, SC, NC, etc.)	11
Mountains in general	7
Other areas outside the USA	7
CA/AZ	5
Hawaii	5
Mexico	2
West in general (excluding CA/AZ)	2

- ◆ 80% 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
Caribbean	67
Other areas inside the USA	50
California	24
Hawaii	11
Other Areas outside the USA	10
Mexico	4
Myrtle Beach	1



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2017 %
Husband and wife	63
Friends	12
Family	11
Self (single)	11
Wife	2
Husband	1

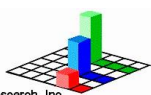
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	48
Family	30
Self single)	12
Friends	10

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2017 %
Doesn't matter	91
Summer	48
Winter	6
Spring	3
Fall	2

- ◆ The average party size for visitors from Florida was 2.6.
- ◆ 9% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 10% of the visitors from Florida traveled with teenagers.
- ◆ 28% traveled with friends/relatives; 40% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 30% said government/ company business, 41% said to meet a cruise, and 29% 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 3.0.
- ◆ 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 \$138.
- ◆ 75% of visitors from Florida made advanced reservations, with the average time in advance being about 2 - 3 months.
- ◆ 45% of visitors from Florida did not use a professional travel service.
 - 7% used a travel agent.
 - 60% used an Internet travel service.
 - 1% used an auto club.
 - 1% used a time share promotion.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	90
Less expensive	8
More expensive	2

- ◆ While in Daytona Beach, 45% 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.
- ◆ 8% 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
A good value for the money spent	98
Clean and beautiful	97
Full of activities/things to do	97
The ideal vacation destination for a family	97
A family oriented area	94
Important for playing golf	9

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	60
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:	2017 %
Very welcoming to tourists and visitors	100
A good place to get some peace and quiet	98
So enjoyable I'll definitely return	98
Highly recommended by friends before I came	61

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2017 %
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	95
Generally prefer beach destinations	79
Really like to return to familiar places	63
Really stick to a budget when eating out	47
Prefer the more economical hotels/motels	43
Have paid to park near the beach at other destinations	38
Usually play golf	31
Often travel with children	19
Paid admission fees at other beach destinations	18

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

56%	No magazines	6%	US News & World Report
27%	Modern Maturity	5%	Ladies Home Journal
26%	AAA Magazine	5%	National Geographic
22%	Southern Living	4%	Better Homes & Garden
15%	Golf magazines - various	4%	Good Housekeeping
12%	Car Magazine	4%	Time
10%	People Magazine	4%	Various Others
9%	Sports Illustrated	Tr.	TV Guide
8%	Family Circle		
7%	Readers Digest		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2017 %
Walking on the beach	99
Speedway	4
Visiting family/friends in the area	43
Business/meetings	21
Miniature golf	21
Ocean Walk	13
Flea Market	14
Played golf	12
Museum	7
Volusia Mall	8
Ponce Inlet Lighthouse	8
Daytona Dog Races	4
Driving on the beach	2
Fishing	1
Kennedy Space Center	Tr.

- ◆ 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:	2017 %
Retired	28
Professional/self employed	25
Mid-range white collar	24
Skilled labor	11
Refused	10
Clerical	2

- ◆ Visitors from Florida were an average of 57 years old.
- ◆ 80% of visitors from Florida were married, and 20% 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	5
\$50,000 - \$60,000	20
\$40,000 - \$50,000	20
\$30,000 - \$40,000	5
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	30

Mean Income: \$61,700

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2017 %
Caucasian	82
Hispanic	9
Black/African America	7
Asian/Pacific Islander	2
Native American	0

AUGUST 2017 DAYTONA BEACH POINTS OF ORIGIN

39%	Florida	1%	California	Tr.	Massachusetts
8%	Georgia	1%	Michigan	Tr.	Minnesota
7%	New York	1%	New Jersey	Tr.	Mississippi
7%	Ohio	1%	Virginia	Tr.	Nebraska
5%	North Carolina	Tr.	Arizona	Tr.	New Hampshire
4%	Pennsylvania	Tr.	Arkansas	Tr.	Oklahoma
3%	Illinois	Tr.	Colorado	Tr.	Oregon
3%	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. 90%

◆ CANADA (6% of the total)

3%	Quebec	Tr.	British Columbia
2%	Ontario	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia

◆ FOREIGN (4% of the total)

1%	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
27%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Jacksonville
10%	Miami, Fort Lauderdale, The Keys
8%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
3%	Ft. Myers, Naples
1%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

