

DAYTONA BEACH VISITOR PROFILE

February 2018



Prepared for The Halifax Area Advertising Authority

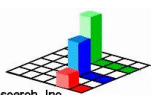
By:



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OUT OF STATE VISITORS

February, 2018 Daytona Beach Visitor Profile

- ◆ For 37% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 95% 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.
- ◆ 50% 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:	2018 %
Been to Daytona Beach before	64
Weather	62
Beach	60
Speedway	40
Family/friends in the area	30
Business	21
Close to home	17
Personal event/other	17
Meeting/convention	11
Golf	9
Stopover/going elsewhere	8
Spring Break	7
Timeshare deal	7
Close to major attractions	5
Fishing	1

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	72
Brochures	31
Saw no ads	26
Magazines	25
Newspapers	8
Television	7
Billboards	0

- ◆ 51% of the out of state visitors asked for information before coming.
- ◆ 68% used the Internet to plan their trip to Daytona Beach.
- ◆ 65% used the Internet to choose a place to stay.
- ◆ 62% used the Internet to make reservations.
- ◆ 65% 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:	2018 %
Google	61
Trip Advisor	56
Expedia	49
Travelocity	45
Yahoo Travel	24
Kayak	12
Orbitz	12
None	10
Priceline	9
Hotels.com	7
Cheap Flights	6
Travel.com	6
Yapta	3

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research flights and prices	79
Research hotels	78
Book airline flights	70
Book hotels	66
Find packages	36
Buy packages	17

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	60
Various hotel chains	50
Google	42
Expedia	37
Travelocity	35
Hotels.com	24
Orbitz	17
Priceline	10
Hotwire	8
Yahoo Travel	6
Kayak	1
Travel.com	1

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	61
Delta	35
American	13
Jet Blue	12
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 95% to talk about activities/vacations.
- ◆ 17% of the out of state visitors use Twitter.
- ◆ 71% 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:	2018 %
Summer	92
Winter	85
Spring	44
Fall	43

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	75
No usual destination	55
Other areas in the USA	40
Beaches in general	30
N.E. in general (NY, NJ, New England, etc.)	20
S.E. in general (GA, SC, NC, etc.)	18
Mountains in general	16
Caribbean	15
Other areas outside the USA	15
West in general (excluding CA/AZ)	10
Hawaii	8
CA/AZ	6
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:	2018 %
Florida	85
Other areas inside the USA	55
Caribbean	44
CA/AZ	20
Other Areas outside the USA	17
Hawaii	11
Myrtle Beach	1
Mexico	1

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	57
Friends	19
Self (single)	12
Family	6
Wife	4
Husband	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	61
Friends	20
Self (single)	10
Family	9

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	77
Winter	44
Summer	39
Spring	11
Fall	5

- ◆ The average party size for out of state visitors was 2.8.
- ◆ 7% of out of state visitors traveled with children age 12 and younger.
- ◆ 7% of out of state visitors traveled with teenagers.
- ◆ 38% traveled with friends/relatives; 44% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 29% said government/company business, 19% said convention/trade show, and 33% said to meet a cruise.
- ◆ 38% of out of state visitors traveled by air, 59% by auto and 3% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 74% landed in Daytona Beach.
 - 25% landed in Orlando/Sanford.
 - 1% landed elsewhere.
- ◆ 5% of the out of state visitors that flew into Orlando said that it was inconvenient.

THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:	2018 %
Daytona Beach	88
Florida in general	4
Orlando	3
East coast of Florida in general	4
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 9.2.
- ◆ The average number of days spent in Daytona Beach was 6.7.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$217.
- ◆ 98% of the out of state visitors made advanced reservations, with the average time in advance being about 2 months.
- ◆ 31% of out of state visitors did not use a professional travel service.
 - 57% used an Internet travel service.
 - 6% used a travel agent.
 - 3% used an auto club.
 - 2% used a timeshare.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	88
Less expensive	8
More expensive	4

- ◆ While in Daytona Beach, 60% 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.
- ◆ 11% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2018 %
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	97
Full of activities/things to do	97
A family oriented area	95
Important for playing golf	9

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
Being within a day's travel was important	90
The beach would be more enjoyable without cars on it	36
Being near tourist attractions was important	11
Being able to drive on the beach was important	2

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2018 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	98
Highly recommended by friends before I came	83
A good place to get some peace and quiet	79

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2018 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	91
Generally prefer beach destinations	56
Have paid to park near the beach at other destinations	50
Really like to return to familiar places	46
Prefer the more economical hotels/motels	41
Really stick to a budget when eating out	40
Paid admission fees at other beach destinations	27
Usually play golf	20
Often travel with children	12

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

46%	No magazines	6%	Family Circle
29%	AAA Magazine	6%	Readers Digest
21%	Car magazines - various	6%	Various others
20%	Modern Maturity	4%	Good Housekeeping
15%	Sports Illustrated	4%	Ladies Home Journal
12%	Golf magazines - various	1%	Better Homes & Garden
10%	Southern Living	Tr.	TV Guide
9%	People Magazine		
8%	US News & World Report		
7%	National Geographic		
7%	Time		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	75
Speedway	63
Visiting family/friends in the area	37
Business/meetings	21
Flea Market	18
Ocean Walk	18
Volusia Mall	17
Miniature golf	15
St. Augustine	11
EPCOT	10
Played golf	10
Museum	7
Daytona Dog Races	6
Ponce Inlet Lighthouse	6
Driving on the beach	5
Universal Studios	3
Animal Kingdom	1
Kennedy Space Center	1
Magic Kingdom	1
MGM Studios	1
Sea World	1

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 59% of the out of state visitors to complete the survey were male, 41% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Professional/self employed	25
Retired	24
Mid-range white collar	19
Refused	15
Skilled labor	14
Clerical	3

- ◆ Out of state visitors were an average of 52 years old.
- ◆ 84% of out of state visitors were married, and 16% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	9
\$90,000 - \$100,000	1
\$80,000 - \$90,000	3
\$70,000 - \$80,000	20
\$60,000 - \$70,000	2
\$50,000 - \$60,000	15
\$40,000 - \$50,000	13
\$30,000 - \$40,000	1
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	36

Mean Income: \$70,500

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	70
Hispanic	16
Black/African America	12
Asian/Pacific Islander	2
Native American	0

FLORIDA VISITORS

February, 2018 Daytona Beach Visitor Profile

- ◆ For 34% 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.
- ◆ 50% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Close to home	95
Been to Daytona Beach before	68
Family/friends in the area	40
Speedway	29
Beach	23
Personal event/other	19
Meeting/convention	18
Business	17
Weather	17
Timeshare deal	10
Golf	8
Fishing	2
Close to major attractions	Tr.

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	79
Saw no ads	24
Brochures	15
Television	12
Magazines	10
Newspapers	9
Billboards	0

- ◆ 30% of the visitors from Florida asked for information before coming.
- ◆ 64% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 44% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 50% of the visitors from Florida used the Internet to make reservations.
- ◆ 58% 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:	2018 %
Trip Advisor	63
Google	58
Expedia	46
Travelocity	40
None	12
Yahoo Travel	12
Hotels.com	10
Orbitz	10
Kayak	7
Priceline	6
Cheap Flights	4
Travel.com	1
Yapta	1

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	88
Research flights and prices	73
Book hotels	69
Book airline flights	60
Find packages	27
Buy packages	12

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Trip Advisor	60
Various hotel chains	60
Google	55
Travelocity	39
Expedia	35
Hotels.com	20
Orbitz	18
Priceline	14
Hotwire	7
Yahoo Travel	7
Kayak	3
Travel.com	1
None	Tr.

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	60
Delta	40
Jet Blue	9
Southwest	3



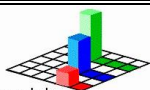
- ◆ 79% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 92% to talk about activities/vacations.
- ◆ 22% of the visitors from Florida use Twitter.
- ◆ 79% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2018 %
Summer	97
Winter	83
Fall	60
Spring	55

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	100
No usual destination	90
Beaches in general	49
Caribbean	41
Other areas in the USA	29
N.E. in general (NY, NJ, New England, etc.)	24
Other areas outside the USA	18
Mountains in general	15
S.E. in general (GA, SC, NC, etc.)	9
CA/AZ	7
West in general (excluding CA/AZ)	3
Hawaii	3
Mexico	1

- ◆ 90% 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:	2018 %
Florida	100
Caribbean/cruise	63
Other areas inside the USA	57
California	16
Other areas outside the USA	15
Hawaii	10
Mexico	1
Myrtle Beach	1



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	48
Friends	23
Self (single)	21
Husband	4
Wife	3
Family	1

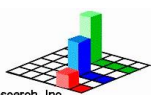
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	47
Self (single)	23
Friends	18
Family	12

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	90
Summer	31
Winter	250
Spring	4
Fall	4

- ◆ The average party size for visitors from Florida was 2.6.
- ◆ 8% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 10% of the visitors from Florida traveled with teenagers.
- ◆ 48% traveled with friends/relatives; 59% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 36% said government/company business, 30% said to meet a cruise, and 41% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto and 6% by motorcycle.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:	2018 %
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.3.
- ◆ The average number of days spent in Daytona Beach was 3.3.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$201.
- ◆ 95% of visitors from Florida made advanced reservations, with the average time in advance being about two to three months.
- ◆ 35% of visitors from Florida did not use a professional travel service.
 - 48% used an Internet travel service.
 - 6% used a travel agent.
 - 3% used a timeshare.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	85
Less expensive	9
More expensive	6

- ◆ While in Daytona Beach, 56% 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.
- ◆ 8% of the visitors from Florida paid the fee to park in the parking garage.

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2018 %
Easy access to the beach from my hotel	100
A good value for the money spent	98
Clean and beautiful	99
Full of activities/things to do	96
A family oriented area	93
The ideal vacation destination for a family	90
Important for playing golf	9

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2018 %
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	60
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:	2018 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	87
Highly recommended by friends before I came	82

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2018 %
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
Have paid to park near the beach at other destinations	56
Really like to return to familiar places	50
Prefer the more economical hotels/motels	49
Really stick to a budget when eating out	47
Usually play golf	29
Paid admission fees at other beach destinations	17
Often travel with children	13

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

49%	No magazines	7%	US News & World Report
30%	Modern Maturity	6%	National Geographic
25%	AAA Magazine	6%	Time
15%	Southern Living	3%	Fishing magazines – various
13%	Golf magazines - various	3%	Ladies Home Journal
12%	Car magazines - various	2%	Better Homes & Garden
9%	Sports Illustrated	1%	Good Housekeeping
9%	Various Others	Tr.	TV Guide
8%	Family Circle		
8%	People Magazine		
7%	Readers Digest		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	87
Visiting family/friends in the area	50
Speedway	41
Business/meetings	30
Flea Market	19
Ocean Walk	15
Played golf	12
Miniature golf	9
Volusia Mall	9
Ponce Lighthouse	8
Museum	7
Daytona Dog Races	3
Driving on the beach	3
Kennedy Space Center	Tr.

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 55% of the visitors from Florida to complete the survey were female, 42% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Mid-range white collar	27
Professional/self employed	24
Retired	23
Skilled labor	12
Refused	8
Clerical	6

- ◆ Visitors from Florida were an average of 51 years old.
- ◆ 78% of visitors from Florida were married, and 22% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	5
\$90,000 - \$100,000	3
\$80,000 - \$90,000	2
\$70,000 - \$80,000	18
\$60,000 - \$70,000	1
\$50,000 - \$60,000	16
\$40,000 - \$50,000	14
\$30,000 - \$40,000	4
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

Mean Income: \$66,000

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	69
Hispanic	16
Black/African America	13
Asian/Pacific Islander	2
Native American	1

FEBRUARY 2018 DAYTONA BEACH POINTS OF ORIGIN

27%	Florida	2%	Texas	Tr.	Kansas
7%	New York	1%	Alabama	Tr.	Louisiana
6%	Georgia	1%	California	Tr.	Maine
6%	North Carolina	1%	Kentucky	Tr.	Missouri
6%	Ohio	1%	Maryland	Tr.	Nevada
4%	Illinois	1%	Massachusetts	Tr.	New Hampshire
3%	Michigan	1%	Texas	Tr.	Oklahoma
3%	Pennsylvania	1%	Virginia	Tr.	Rhode Island
2%	Indiana	Tr.	Arizona	Tr.	Washington D.C.
2%	New Jersey	Tr.	Colorado	Tr.	West Virginia
2%	South Carolina	Tr.	Connecticut	Tr.	Wisconsin
2%	Tennessee	Tr.	Iowa		

◆ **TOTAL U.S.A. 84%**

◆ **CANADA (8% of the total)**

4%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia		

◆ **FOREIGN (9% of the total)**

4%	U.K	Tr.	Italy
4%	Germany	Tr.	Netherlands
Tr.	Central Europe	Tr.	Russia
Tr.	China		
Tr.	France		

◆ **FLORIDA VISITORS (by percent of Florida total)**

29%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
11%	Jacksonville
11%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
4%	Ft. Myers, Naples
2%	Tallahassee
1%	Panama City
Tr.	Pensacola, Ft. Walton Beach