

DAYTONA BEACH VISITOR PROFILE

March 2018



Prepared for The Halifax Area Advertising Authority

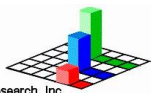
By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

March, 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.
- ◆ 87% 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	60
Beach	57
Weather	42
Bike Week	36
Speedway	32
Family/friends in the area	30
Business	19
Close to home	15
Personal event/other	15
Close to major attractions	8
Meeting/convention	8
Spring Break	8
Golf	7
Stopover/going elsewhere	7
Timeshare deal	6

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	70
Magazines	36
Saw no ads	31
Brochures	26
Newspapers	10
Television	5
Billboards	0

- ◆ 46% of the out of state visitors asked for information before coming.
- ◆ 66% used the Internet to plan their trip to Daytona Beach.
- ◆ 59% used the Internet to choose a place to stay.
- ◆ 57% used the Internet to make reservations.
- ◆ 67% 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	61
Expedia	50
Travelocity	45
Yahoo Travel	25
Orbitz	15
Kayak	12
None	7
Priceline	6
Hotels.com	6
Travel.com	6
Cheap Flights	Tr.

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	81
Research flights and prices	77
Book hotels	72
Book airline flights	70
Find packages	35
Buy packages	15

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	58
Various hotel chains	51
Google	44
Expedia	37
Travelocity	35
Hotels.com	30
Orbitz	15
Priceline	11
Hotwire	7
Yahoo Travel	5
Kayak	Tr.
Travel.com	Tr.

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	54
Delta	38
American	15
Jet Blue	12
Southwest	4

- ◆ 78% 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 90% to talk about activities/vacations.
- ◆ 17% of the out of state visitors use Twitter.
- ◆ 73% 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	90
Winter	74
Spring	60
Fall	46

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	85
No usual destination	71
Other areas in the USA	42
Caribbean/Cruise	31
Beaches in general	25
N.E. in general (NY, NJ, New England, etc.)	24
S.E. in general (GA, SC, NC, etc.)	19
Mountains in general	18
Other areas outside the USA	17
West in general (excluding CA/AZ)	12
Hawaii	11
CA/AZ	8
Mexico	Tr.

- ◆ 90% 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	88
Other areas inside the USA	64
Caribbean/Cruise	44
CA/AZ	25
Other Areas outside the USA	19
Hawaii	14
Myrtle Beach	Tr.
Mexico	Tr.

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	50
Friends	21
Self (single)	12
Family	10
Wife	4
Husband	3

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	54
Friends	21
Family	14
Self (single)	11

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	71
Spring	44
Summer	35
Winter	24
Fall	8

- ◆ The average party size for out of state visitors was 2.6.
- ◆ 8% of out of state visitors traveled with children age 12 and younger.
- ◆ 8% of out of state visitors traveled with teenagers.
- ◆ 46% traveled with friends/relatives; 48% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 29% said government/company business, 16% said convention/trade show, and 37% said to meet a cruise.
- ◆ 29% of out of state visitors traveled by air, 60% by auto and 14% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 79% landed in Daytona Beach.
 - 20% landed in Orlando/Sanford.
 - 1% landed elsewhere.
- ◆ 6% 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	84
Florida in general	10
Orlando	2
East coast of Florida in general	3
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 8.1.
- ◆ The average number of days spent in Daytona Beach was 5.4.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$210.
- ◆ 95% of the out of state visitors made advanced reservations, with the average time in advance being about 2.5 months.
- ◆ 30% of out of state visitors did not use a professional travel service.
 - 54% 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:	2018 %
Less expensive	86
About what I expected	10
More expensive	4

- ◆ While in Daytona Beach, 55% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 3% 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	98
Clean and beautiful	98
Full of activities/things to do	98
The ideal vacation destination for a family	95
A family oriented area	89
Important for playing golf	7

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
Being within a day's travel was important	78
The beach would be more enjoyable without cars on it	47
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	75
A good place to get some peace and quiet	70

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2018 %
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	88
Generally prefer beach destinations	59
Have paid to park near the beach at other destinations	51
Prefer the more economical hotels/motels	45
Really like to return to familiar places	44
Really stick to a budget when eating out	40
Paid admission fees at other beach destinations	23
Usually play golf	11
Often travel with children	9

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

52%	No magazines	6%	Readers Digest
27%	AAA Magazine	5%	National Geographic
20%	Modern Maturity	5%	Various others
19%	Biker magazines - various	4%	Ladies Home Journal
15%	Sports Illustrated	4%	Time
13%	Car magazines - various	3%	Better Homes & Garden
11%	Southern Living	3%	Good Housekeeping
8%	Golf magazines - various	Tr.	Fishing magazines - various
8%	US News & World Report	Tr.	TV Guide
7%	Family Circle		
7%	People Magazine		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	83
Visiting family/friends in the area	36
Bike Week Activities	29
Speedway	28
Flea Market	19
Business/meetings	11
Ocean Walk	18
Miniature golf	15
St. Augustine	17
Volusia Mall	10
EPCOT	8
Played golf	7
Museum	4
Animal Kingdom	3
Kennedy Space Center	3
Ponce Inlet Lighthouse	4
Daytona Dog Races	6
Driving on the beach	3
MGM Studios	1
Magic Kingdom	1
Universal Studios	1
Sea World	1

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 50% of the out of state visitors to complete the survey were male, 50% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Professional/self employed	25
Retired	22
Skilled labor	21
Refused	16
Mid-range white collar	15
Clerical	1

- ◆ Out of state visitors were an average of 55 years old.
- ◆ 82% of out of state visitors were married, and 18% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	5
\$90,000 - \$100,000	2
\$80,000 - \$90,000	4
\$70,000 - \$80,000	16
\$60,000 - \$70,000	5
\$50,000 - \$60,000	15
\$40,000 - \$50,000	14
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	37

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	74
Hispanic	10
Black/African America	14
Asian/Pacific Islander	2
Native American	0



FLORIDA VISITORS

March, 2018 Daytona Beach Visitor Profile

- ◆ For 39% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 90% 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:	2018 %
Close to home	91
Been to Daytona Beach before	64
Beach	46
Family/friends in the area	39
Weather	26
Personal event/other	17
Bike Week	15
Business	15
Meeting/convention	12
Speedway	11
Timeshare deal	10
Golf	8
Sports tournaments – various	2
Fishing	1
Close to major attractions	Tr.

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	75
Saw no ads	25
Brochures	22
Magazines	12
Newspapers	9
Television	8
Billboards	1

- ◆ 35% 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.
- ◆ 61% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 59% of the visitors from Florida used the Internet to make reservations.
- ◆ 57% 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 %
Google	60
Trip Advisor	60
Travelocity	51
Expedia	47
Orbitz	15
Yahoo Travel	15
None	15
Hotels.com	10
Priceline	7
Kayak	6
Cheap Flights	2
Yapta	1
Travel.com	1

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	89
Research flights and prices	80
Book airline flights	78
Book hotels	69
Find packages	11
Buy packages	11

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Trip Advisor	67
Various hotel chains	61
Google	50
Travelocity	45
Expedia	39
Hotels.com	29
Orbitz	15
Priceline	11
Hotwire	9
Yahoo Travel	9
Kayak	1
None	Tr.
Travel.com	0

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	57
Delta	47
Jet Blue	12
Southwest	3

- ◆ 79% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 90% to talk about activities/vacations.
- ◆ 25% of the visitors from Florida use Twitter.
- ◆ 75% 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	90
Spring	68
Winter	67
Fall	54

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	92
No usual destination	85
Beaches in general	47
Caribbean	47
Other areas in the USA	31
N.E. in general (NY, NJ, New England, etc.)	20
Other areas outside the USA	19
Mountains in general	15
S.E. in general (GA, SC, NC, etc.)	11
CA/AZ	7
Hawaii	3
West in general (excluding CA/AZ)	2
Mexico	Tr.

- ◆ 87% 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	97
Caribbean	63
Other areas inside the USA	59
Other areas outside the USA	18
California	16
Hawaii	9
Mexico	2
Myrtle Beach	1



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	50
Friends	24
Self (single)	18
Husband	4
Wife	4
Family	1

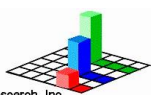
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	52
Friends	26
Self (single)	14
Family	8

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	89
Summer	33
Winter	18
Spring	17
Fall	4

- ◆ The average party size for visitors from Florida was 3.0.
- ◆ 6% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 11% of the visitors from Florida traveled with teenagers.
- ◆ 58% traveled with friends/relatives; 68% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 20% said government/company business, 38% said to meet a cruise, and 19% said convention/trade show.
- ◆ 85% of the visitors from Florida traveled by auto and 17% 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 3.5.
- ◆ The average number of days spent in Daytona Beach was 3.5.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$192.
- ◆ 91% 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.
 - 50% used an Internet travel service.
 - 5% 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:	2018 %
About what I expected	85
Less expensive	9
More expensive	6

- ◆ While in Daytona Beach, 54% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 3% 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:	2018 %
Easy access to the beach from my hotel	100
Clean and beautiful	98
Full of activities/things to do	97
A good value for the money spent	97
The ideal vacation destination for a family	90
A family oriented area	89
Important for playing golf	8

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	Tr.
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	91
Highly recommended by friends before I came	74

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	51
Prefer the more economical hotels/motels	49
Really like to return to familiar places	47
Really stick to a budget when eating out	40
Usually play golf	18
Often travel with children	15
Paid admission fees at other beach destinations	12

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

61%	No magazines	5%	Car magazines - various
29%	AAA Magazine	5%	People Magazine
27%	Modern Maturity	4%	Better Homes & Garden
15%	Biker Magazines - various	4%	Ladies Home Journal
11%	Southern Living	4%	Time
9%	Sports Illustrated	4%	Various Others
7%	Golf magazines - various	2%	Good Housekeeping
7%	Readers Digest	1%	Fishing magazines – various
7%	US News & World Report	Tr.	TV Guide
6%	Family Circle		
6%	National Geographic		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	87
Visiting family/friends in the area	42
Speedway/One Daytona	37
Bike Week activities	35
Business/meetings	24
Flea Market	17
Ocean Walk	17
Miniature golf	11
Played golf	7
Volusia Mall	7
Ponce Lighthouse	7
Museum	3
Daytona Dog Races	2
Driving on the beach	2
Kennedy Space Center	Tr.

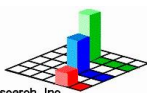
- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 44% of the visitors from Florida to complete the survey were female, 56% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Mid-range white collar	28
Retired	20
Professional/self employed	19
Skilled labor	17
Refused	14
Clerical	2

- ◆ Visitors from Florida were an average of 53 years old.
- ◆ 82% of visitors from Florida were married, and 18% 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	3
\$70,000 - \$80,000	10
\$60,000 - \$70,000	6
\$50,000 - \$60,000	12
\$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	42

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	76
Hispanic	12
Black/African America	12
Asian/Pacific Islander	0
Native American	0



MARCH 2018 DAYTONA BEACH POINTS OF ORIGIN

29%	Florida	2%	Texas	Tr.	Maryland
7%	Georgia	1%	California	Tr.	Minnesota
7%	Ohio	1%	Connecticut	Tr.	Mississippi
5%	New York	1%	Massachusetts	Tr.	Missouri
4%	Illinois	Tr.	Alabama	Tr.	Nebraska
4%	Michigan	Tr.	Arizona	Tr.	Nevada
3%	Indiana	Tr.	Arkansas	Tr.	New Hampshire
3%	North Carolina	Tr.	Colorado	Tr.	Oklahoma
3%	Pennsylvania	Tr.	D.C.	Tr.	Rhode Island
2%	Kentucky	Tr.	Iowa	Tr.	Vermont
2%	New Jersey	Tr.	Kentucky	Tr.	Virginia
2%	South Carolina	Tr.	Louisiana	Tr.	West Virginia
2%	Tennessee	Tr.	Maine	Tr.	Wisconsin

◆ TOTAL U.S.A. 83%

◆ CANADA (9% of the total)

5%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia	Tr.	Prince Edward Island
Tr.	Manitoba		

◆ FOREIGN (8% of the total)

4%	United Kingdom/England	Tr.	Netherlands
3%	Germany	Tr.	Norway
Tr.	Central Europe	Tr.	Sweden
Tr.	France		
Tr.	Italy		

◆ FLORIDA VISITORS (by percent of Florida total)

28%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
26%	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
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

