

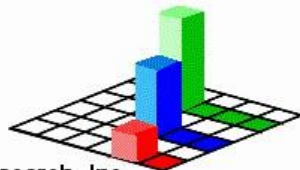
DAYTONA BEACH VISITOR PROFILE

SEPTEMBER 2018



Prepared for The Halifax Area Advertising Authority

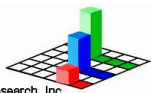
By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

SEPTEMBER, 2018 Daytona Beach Visitor Profile

- ◆ For 54% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 85% 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.
- ◆ 49% 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 %
Beach	70
Weather	57
Been to Daytona Beach before	45
Family/friends in the area	45
Close to home	29
Work/Business	23
Personal event/other	15
Meeting/convention	11
Golf	8
Time share deal	7
Close to major attractions	5
Stopover/going elsewhere	4
Fishing	3

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Saw no ads	65
Internet	60
Brochures	20
Newspapers	7
Magazines	5
Television	5
Billboards	0



- ◆ 29% of the out of state visitors asked for information before coming.
- ◆ 84% used the Internet to plan their trip to Daytona Beach.
- ◆ 54% used the Internet to choose a place to stay.
- ◆ 61% used the Internet to make reservations.
- ◆ 85% 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	63
Trip Advisor	51
Expedia	39
Travelocity	37
None	19
Yahoo Travel	15
Hotels.com	10
Kayak	6
Orbitz	6
Priceline	5
Travel.com	3
Cheap Flights	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	85
Book hotels	71
Research flights and prices	69
Book airline flights	65
Find packages	17
Buy packages	Tr.

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	57
Google	50
Various hotel chains	49
Expedia	35
Orbitz	17
Travelocity	17
Hotels.com	16
Hotwire	7
Kayak	6
Priceline	6
Travel.com	5
Yahoo Travel	3

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	62
Delta	27
American Airlines	18
Southwest	9
Jet Blue	6

- ◆ 81% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 98% to talk about activities/vacations.
- ◆ 12% of the out of state visitors use Twitter.
- ◆ 62% 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:	2018 %
Florida in general	91
No usual destination	81
Caribbean/Cruise	44
Other areas in the USA	38
Beaches in general	30
N.E. in general (NY, NJ, New England, etc.)	20
Other areas outside the USA	15
S.E. in general (GA, SC, NC, etc.)	10
Mountains in general	9
Hawaii	7
CA/AZ	5
West in general (excluding CA & AZ)	5

- ◆ 75% 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	90
Other areas inside the USA	74
Caribbean/Cruise	43
Other Areas outside the USA	19
Hawaii	13
CA/AZ	12
Myrtle Beach	4
Mexico	1

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	63
Self (single)	14
Friends	12
Family	9
Wife	1
Husband	1

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	52
Family	20
Self single)	16
Friends	12

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	60
Fall	45
Winter	10
Spring	10
Summer	8

- ◆ The average party size for out of state visitors was 2.5.
- ◆ 12% of out of state visitors traveled with children age 12 and younger.
- ◆ 14% of out of state visitors traveled with teenagers.
- ◆ 25% traveled with friends/relatives; 36% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 41% said government/company business, 35% said convention/trade show, and 52% said to meet a cruise.
- ◆ 17% of out of state visitors traveled by air, and 83% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 63% landed in Daytona Beach.
 - 35% landed in Orlando.
 - 2% landed elsewhere.
- ◆ 7% 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	90
Florida in general	5
Orlando	3
East coast of Florida in general	1
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 7.3.
- ◆ The average number of days spent in Daytona Beach was 6.2.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$119.
- ◆ 64% of the out of state visitors made advanced reservations, with the average time in advance being about 1 month.
- ◆ 65% of out of state visitors did not use a professional travel service.
 - 39% used an Internet travel service.
 - 0% used a travel agent.
 - 3% used an auto club.
 - 0% used a time share promo.

Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	88
Less expensive	12
More expensive	0

- ◆ While in Daytona Beach, 50% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ Tr. 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:	2018 %
Easy access to the beach from my hotel	100
A good value for the money spent	100
The ideal vacation destination for a family	95
Full of activities/things to do	97
Clean and beautiful	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	98
The beach would be more enjoyable without cars on it	61
Being near tourist attractions was important	12
Being able to drive on the beach was important	0

OUT OF STATE VISITORS 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	84
Highly recommended by friends before I came	66

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	96
Really like to return to familiar places	54
Have paid to park near the beach at other destinations	51
Prefer the more economical hotels/motels	48
Generally prefer beach destinations	44
Really stick to a budget when eating out	40
Paid admission fees at other beach destinations	29
Often travel with children	12
Usually play golf	7

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

56%	No magazines	4%	Family Circle
23%	Southern Living	4%	People Magazine
21%	Sports Illustrated	4%	Readers Digest
20%	AAA Magazine	3%	Fishing Magazines
15%	Modern Maturity	1%	Good Housekeeping
11%	Car magazines - various	Tr.	Better Homes & Garden
11%	US News & World Report	Tr.	Ladies Home Journal
7%	Golf magazines - various	Tr.	Time
7%	Various others		
6%	National Geographic		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	88
Visiting family/friends in the area	27
Work/business/meetings	24
Miniature golf	15
Ocean Walk	15
Speedway	13
Volusia Mall	13
Flea Market	12
Daytona Dog Races	7
Played golf	6
Ponce Inlet Lighthouse	5
Museum	4
Fishing	3
Kennedy Space Center	3
St. Augustine	3
Universal Studios	3
Sea World	2
Driving on the beach	1
Magic Kingdom	1
Animal Kingdom	0
EPCOT	0
MGM Studios	0

- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 49% of the out of state visitors to complete the survey were male, 51% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Skilled labor	29
Mid-range white collar	25
Professional/self employed	22
Retired	22
Refused	2
Clerical	0

- ◆ Out of state visitors were an average of 54 years old.
- ◆ 23% of out of state visitors were married, and 17% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	9
\$90,000 - \$100,000	0
\$80,000 - \$90,000	0
\$70,000 - \$80,000	12
\$60,000 - \$70,000	4
\$50,000 - \$60,000	16
\$40,000 - \$50,000	18
\$30,000 - \$40,000	3
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	36

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	80
Hispanic	9
Black/African America	11
Asian/Pacific Islander	0
Native American	0



FLORIDA VISITORS

SEPTEMBER, 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.
- ◆ 89% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 49% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Close to home	92
Beach	73
Been to Daytona Beach before	61
Family/friends in the area	39
Weather	20
Business	19
Meeting/convention	18
Golf	14
Personal event/other	12
Timeshare deal	8
Fishing	2
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	72
Saw no ads	25
Brochures	18
Newspapers	8
Magazines	7
Television	7
Billboards	0

- ◆ 29% of the visitors from Florida asked for information before coming.
- ◆ 74% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 68% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 56% 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:	2018 %
Google	67
Trip Advisor	55
Expedia	37
Travelocity	37
None	19
Orbitz	7
Hotels.com	6
Cheap Flights	4
Kayak	4
Priceline	4
Yahoo Travel	3
Travel.com	Tr.

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	84
Research flights and prices	79
Book airline flights	72
Book hotels	63
Find packages	11
Buy packages	5

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Trip Advisor	68
Various hotel chains	57
Google	40
Expedia	37
Travelocity	27
Orbitz	25
Hotels.com	24
Priceline	11
Kayak	7
Hotwire	6
Travel.com	4
Yahoo Travel	4

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	63
Delta	42

- ◆ 85% 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.
- ◆ 12% 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:	2018 %
Summer	99
Fall	84
Winter	79
Spring	51

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	92
No usual destination	69
Beaches in general	65
Caribbean/Cruise	44
Other areas in the USA	22
N.E. in general (NY, NJ, New England, etc.)	15
Other areas outside the USA	15
S.E. in general (GA, SC, NC, etc.)	12
Hawaii	5
Mountains in general	3
CA/AZ	2
West in general (excluding CA/AZ)	2
Mexico	Tr.

- ◆ 83% 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	62
Other areas inside the USA	49
Other Areas outside the USA	16
California	11
Hawaii	8
Myrtle Beach	2
Mexico	0



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	46
Self (single)	26
Friends	18
Family	8
Husband	1
Wife	1

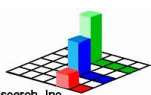
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	52
Friends	25
Self single)	20
Family	3

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	92
Summer	41
Fall	36
Winter	10
Spring	9

- ◆ The average party size for visitors from Florida was 2.3.
- ◆ 5% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 6% of the visitors from Florida traveled with teenagers.
- ◆ 31% traveled with friends/relatives; 41% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 31% said government/company business, 43% said to meet a cruise, and 43% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

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 6.1.
- ◆ The average number of days spent in Daytona Beach was 6.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$135.
- ◆ 68% of visitors from Florida made advanced reservations, with the average time in advance being about 2 weeks.
- ◆ 66% of visitors from Florida did not use a professional travel service.
 - 6% used a travel agent.
 - 57% used an Internet travel service.
 - 0% used an auto club.
 - 3% used a time share promotion.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	90
Less expensive	10
More expensive	0

- ◆ While in Daytona Beach, 42% 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:	2018 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	99
Full of activities/things to do	97
A family oriented area	96
The ideal vacation destination for a family	96
Important for playing golf	5

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	65
Being near tourist attractions was important	0
Being able to drive on the beach 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	93
Highly recommended by friends before I came	62

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2018 %
Look for escape, relaxation, change of scenery, educational aspects	93
Often travel with friends or meet them at my destination	84
Generally prefer beach destinations	73
Really like to return to familiar places	70
Prefer the more economical hotels/motels	51
Have paid to park near the beach at other destinations	50
Really stick to a budget when eating out	48
Usually play golf	23
Often travel with children	17
Paid admission fees at other beach destinations	14

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

55%	No magazines	5%	People Magazine
33%	AAA Magazine	3%	Family Circle
33%	Modern Maturity	2%	Readers Digest
17%	Golf magazines - various	Tr.	Better Homes & Garden
15%	Southern Living	Tr.	Good Housekeeping
13%	Sports Illustrated	Tr.	Ladies Home Journal
8%	US News & World Report	Tr.	Time
7%	Various Others	Tr.	TV Guide
5%	National Geographic		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	88
Work/business/meetings	32
Visiting family/friends in the area	31
Ocean Walk	19
Played golf	15
Miniature golf	14
Flea Market	12
Speedway	9
Ponce Inlet Lighthouse	8
Volusia Mall	7
Daytona Dog Races	6
Museum	6
Driving on the beach	1
Kennedy Space Center	1

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 49% of the visitors from Florida to complete the survey were female, 51% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Retired	27
Professional/self employed	25
Mid-range white collar	25
Skilled labor	10
Refused	8
Clerical	5

- ◆ Visitors from Florida were an average of 50 years old.
- ◆ 82% of visitors from Florida were married, and 18% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	7
\$90,000 - \$100,000	0
\$80,000 - \$90,000	3
\$70,000 - \$80,000	14
\$60,000 - \$70,000	5
\$50,000 - \$60,000	11
\$40,000 - \$50,000	20
\$30,000 - \$40,000	4
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	36

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	80
Black/African America	10
Hispanic	10
Asian/Pacific Islander	0
Native American	0

SEPTEMBER 2018 DAYTONA BEACH POINTS OF ORIGIN

39%	Florida	1%	Michigan	Tr.	Massachusetts
11%	Georgia	1%	New Jersey	Tr.	Minnesota
5%	New York	1%	Texas	Tr.	Mississippi
5%	North Carolina	1%	Virginia	Tr.	Missouri
4%	Ohio	Tr.	Arizona	Tr.	Nebraska
3%	Pennsylvania	Tr.	Arkansas	Tr.	New Hampshire
2%	Illinois	Tr.	Colorado	Tr.	Oklahoma
2%	Indiana	Tr.	Connecticut	Tr.	Oregon
2%	Kentucky	Tr.	D.C.	Tr.	Rhode Island
2%	South Carolina	Tr.	Iowa	Tr.	Vermont
2%	Tennessee	Tr.	Louisiana	Tr.	Washington
1%	Alabama	Tr.	Maine	Tr.	West Virginia
1%	California	Tr.	Maryland	Tr.	Wisconsin

◆ TOTAL U.S.A. 88%

◆ CANADA (7% of the total)

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

◆ FOREIGN (5% of the total)

2%	Germany	Tr.	Netherlands
2%	U.K.	Tr.	Norway
Tr.	Central Europe	Tr.	Russia
Tr.	Denmark	Tr.	Switzerland
Tr.	France		

◆ FLORIDA VISITORS (by percent of Florida total)

31%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
26%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
12%	Jacksonville
9%	Miami, Fort Lauderdale, The Keys
8%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
3%	Ft. Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

