

# DAYTONA BEACH VISITOR PROFILE

*December 2019*



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

**Table of Contents**

OUT OF STATE VISITORS..... 1  
    December, 2019 Daytona Beach Visitor Profile..... 1  
    Satisfaction with Daytona Beach ..... 6  
FLORIDA VISITORS ..... 9  
    December, 2019 Daytona Beach Visitor Profile..... 9  
    Satisfaction with Daytona Beach ..... 14  
DECEMBER 2019 DAYTONA BEACH POINTS OF ORIGIN ..... 17



# OUT OF STATE VISITORS

## December, 2019 Daytona Beach Visitor Profile

- ◆ For 37% 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.
- ◆ 49% of the repeat out of state visitors have stayed in the same lodging before.

<b>REASONS FOR OUT OF STATE VISITORS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2019 %</b>
Beach	69
Been to Daytona Beach before	63
Family/friends in the area	56
Weather	49
Close to home	29
Personal event/other	23
Meeting/convention	21
Business	19
Close to major attractions	18
Timeshare deal	12
Golf	11
Stopover/going elsewhere	10
Fishing	3

<b>OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2019 %</b>
Brochures	68
Internet	67
Saw no ads	30
Magazines	14
Television	7
Newspapers	6
Billboards	0

- ◆ 48% of the out of state visitors asked for information before coming.
- ◆ 78% used the Internet to plan their trip to Daytona Beach.
- ◆ 75% used the Internet to choose a place to stay.
- ◆ 59% used the Internet to make reservations.
- ◆ 79% 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.

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:</b>	<b>2019 %</b>
Google	69
Trip Advisor	68
Expedia	41
Travelocity	37
Hotels.com	22
Yahoo Travel	16
None	8
Kayak	5
Orbitz	3
Cheap Flights	2
Priceline	2
Yapta	1
Travel.com	0

<b>OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:</b>	<b>2019 %</b>
Research hotels	82
Research flights and prices	83
Book airline flights	74
Book hotels	55
Find packages	21
Buy packages	17

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:</b>	<b>2019 %</b>
Trip Advisor	69
Various hotel chains	64
Google	45
Expedia	43
Travelocity	24
Hotels.com	20
Orbitz	12
Priceline	11
Hotwire	8
Trivago	5
Travel.com	4
Yahoo Travel	4
Kayak	0

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:</b>	<b>2019 %</b>
Any/all out of their area	67
Delta	42
American	19
Southwest	13
Jet Blue	11

- ◆ 83% of the out of state visitors are on Facebook
  - 96% 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.
- ◆ 16% of the out of state visitors use Instagram.
- ◆ 12% of the out of state visitors use Twitter.
- ◆ 69% of the out of state visitors take more than one vacation per year.

<b>OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:</b>	<b>2019 %</b>
Winter	95
Summer	93
Spring	49
Fall	39

<b>OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2019 %</b>
Florida in general	83
No usual destination	66
Other areas in the USA	40
Caribbean/cruise	36
Beaches in general	32
N.E. in general (NY, NJ, New England, etc.)	29
Other areas outside the USA	25
Mountains in general	16
S.E. in general (GA, SC, NC, etc.)	15
Hawaii	9
CA/AZ	8
West in general (excluding CA/AZ)	5
Mexico	Tr.

- ◆ 85% of the out of state visitors have taken another warm weather vacation in the past five years.

<b>OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2019 %</b>
Florida	90
Other areas inside the USA	64
Caribbean/cruise	38
Other Areas outside the USA	22
CA/AZ	17
Hawaii	10
Myrtle Beach	2
Mexico	0

<b>THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:</b>	<b>2019 %</b>
Husband and wife	40
Family	23
Friends	22
Self (single)	9
Wife	4
Husband	2

<b>OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:</b>	<b>2019 %</b>
Family	42
Husband and wife	28
Friends	16
Self single)	14

<b>THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:</b>	<b>2019 %</b>
Doesn't matter	65
Winter	43
Summer	26
Spring	14
Fall	11

- ◆ The average party size for out of state visitors was 3.7.
- ◆ 16% of out of state visitors traveled with children age 12 and younger.
- ◆ 19% of out of state visitors traveled with teenagers.
- ◆ 39% traveled with friends/relatives; 49% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 36% said government/company business, 20% said convention/trade show, and 39% said to meet a cruise.
- ◆ 41% of out of state visitors traveled by air, and 59% by auto.
- ◆ For those out of state visitors that traveled by air:
  - 60% landed in Daytona Beach.
  - 40% landed in Orlando.
- ◆ 2% of the out of state visitors that flew into Orlando said that it was inconvenient.

<b>THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:</b>	<b>2019 %</b>
Daytona Beach	83
Orlando	9
Florida in general	5
South Florida	2
East coast of Florida in general	1

- ◆ The average number of days out of state visitors spent away from home was 7.5.
- ◆ 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 \$187.
- ◆ 92% of the out of state visitors made advanced reservations, with the average time in advance being about 6 weeks.
- ◆ 29% of out of state visitors did not use a professional travel service.
  - 57% used an Internet travel service.



## Satisfaction with Daytona Beach

<b>OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:</b>	<b>2019 %</b>
About what I expected	84
Less expensive	14
More expensive	2

- ◆ While in Daytona Beach, 67% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 8% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 16% of the out of state visitors paid the fee to park in the parking garage.

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Easy access to the beach from my hotel	100
A good value for the money spent	98
Full of activities/things to do	98
Clean and beautiful	97
The ideal vacation destination for a family	96
A family oriented area	95
Important for playing golf	8

<b>IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:</b>	<b>2019 %</b>
Being within a day's travel was important	98
The beach would be more enjoyable without cars on it	49
Being near tourist attractions was important	26
Being able to drive on the beach was important	4

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	97
A good place to get some peace and quiet	89
Highly recommended by friends before I came	81



<b>ON PLEASURE TRIPS OUT OF STATE VISITORS:</b>	<b>2019 %</b>
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	90
Have paid to park near the beach at other destinations	60
Really like to return to familiar places	56
Prefer the more economical hotels/motels	52
Generally prefer beach destinations	48
Really stick to a budget when eating out	45
Often travel with children	27
Paid admission fees at other beach destinations	25
Usually play golf	12

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

49%	No magazines	5%	Car magazines
32%	AAA Magazine	4%	Family Circle
18%	AARP	3%	Better Homes & Garden
14%	Sports Illustrated	3%	Good Housekeeping
12%	People Magazine	3%	Readers Digest
11%	Southern Living	2%	Ladies Home Journal
10%	Golf magazines - various	1%	Time
10%	US News & World Report	0%	TV Guide
8%	National Geographic		
8%	Various others		

<b>ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:</b>	<b>2019 %</b>
Walking on the beach	93
Visiting family/friends in the area	49
Business/meetings/Events	34
Miniature golf	26
Ocean Walk	23
Speedway	18
St. Augustine	14
EPCOT	12
One Daytona	11
Played golf	10
Flea Market	9
Universal Studios	8
Volusia Mall	8
Animal Kingdom	7
Driving on the beach	6
Ponce Inlet Lighthouse	6
Kennedy Space Center	5
Magic Kingdom	5
Museum	4
Sea World	4
Hollywood Studios	3
Daytona Dog Races/Poker Room	2



- ◆ 99% the out of state visitors would recommend Daytona Beach to others.
- ◆ 48% of the out of state visitors to complete the survey were male, 52% were female.

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:</b>	<b>2019 %</b>
Professional/self employed	29
Mid-range white collar	26
Retired	20
Skilled labor	15
Refused	7
Clerical	3

- ◆ Out of state visitors were an average of 49 years old.
- ◆ 89% of out of state visitors were married, and 11% were single.

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2019 %</b>
Over \$100,000	7
\$90,000 - \$100,000	5
\$80,000 - \$90,000	10
\$70,000 - \$80,000	21
\$60,000 - \$70,000	12
\$50,000 - \$60,000	22
\$40,000 - \$50,000	11
\$30,000 - \$40,000	1
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	11

<b>THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:</b>	<b>2019 %</b>
Caucasian	76
Black/African America	14
Hispanic	10
Asian/Pacific Islander	0
Native American	0

# FLORIDA VISITORS

## December, 2019 Daytona Beach Visitor Profile

- ◆ For 35% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 93% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 66% of the repeat visitors from Florida have stayed in the same lodging before.

<b>REASONS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2019 %</b>
Close to home	98
Been to Daytona Beach before	65
Family/friends in the area	63
Personal event/other	29
Beach	26
Meeting/convention	19
Weather	18
Business	13
Timeshare deal	13
Golf	12
Fishing	3
Close to major attractions	0

<b>VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2019 %</b>
Internet	75
Brochures	23
Saw no ads	22
Television	8
Newspapers	4
Billboards	0

- ◆ 28% of the visitors from Florida asked for information before coming.
- ◆ 70% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 75% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 60% of the visitors from Florida used the Internet to make reservations.
- ◆ 79% 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.



<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:</b>	<b>2019 %</b>
Google	74
Trip Advisor	73
Expedia	46
Travelocity	37
Hotels.com	16
Yahoo Travel	15
None	13
Orbitz	9
Kayak	6
Priceline	5

<b>VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:</b>	<b>2019 %</b>
Research flights and prices	86
Book airline flights	84
Research hotels	83
Book hotels	65
Find packages	28
Buy packages	17

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:</b>	<b>2019 %</b>
Google	71
Trip Advisor	69
Various hotel chains	63
Expedia	45
Travelocity	45
Hotels.com	21
Orbitz	12
Hotwire	5
Priceline	5
Yahoo Travel	5
Kayak	4
Travel.com	Tr.

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:</b>	<b>2019 %</b>
Any/all out of their area	63
Delta	54
American	24
Jet Blue	12

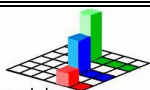
- ◆ 88% of the visitors from Florida are on Facebook
  - 99% use Facebook to let friends know what is new, 95% to see what is new with their friends, and 93% to talk about activities/vacations.
- ◆ 19% of the visitors from Florida use Instagram.
- ◆ 12% of the visitors from Florida use Twitter.
- ◆ 76% of the visitors from Florida take more than one vacation per year.

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:</b>	<b>2019 %</b>
Winter	91
Summer	89
Fall	48
Spring	41

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2019 %</b>
Florida in general	100
No usual destination	81
Caribbean/cruise	63
Beaches in general	44
Other areas in the USA	34
Other areas outside the USA	24
N.E. in general (NY, NJ, New England, etc.)	21
S.E. in general (GA, SC, NC, etc.)	20
Mountains in general	14
CA/AZ	8
Hawaii	7
West in general (excluding CA/AZ)	6
Mexico	1

- ◆ 83% of the visitors from Florida have taken another warm weather vacation in the past five years.

<b>VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2019 %</b>
Florida	100
Caribbean/cruise	68
Other areas inside the USA	57
Other areas outside the USA	31
California	12
Hawaii	11
Myrtle Beach	1
Mexico	0



<b>THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:</b>	<b>2019 %</b>
Husband and wife	30
Friends	24
Family	23
Self (single)	12
Wife	8
Husband	3

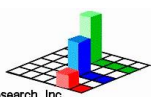
<b>VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:</b>	<b>2019 %</b>
Husband and wife	34
Friends	29
Family	22
Self (single)	15

<b>THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:</b>	<b>2019 %</b>
Doesn't matter	93
Summer	74
Winter	31
Spring	6
Fall	3

- ◆ The average party size for visitors from Florida was 2.4.
- ◆ 8% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 12% of the visitors from Florida traveled with teenagers.
- ◆ 30% traveled with friends/relatives; 58% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 27% said government/company business, 48% said to meet a cruise, and 24% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

<b>THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:</b>	<b>2019 %</b>
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 \$145.
- ◆ 93% of visitors from Florida made advanced reservations, with the average time in advance being about 4 weeks.
- ◆ 33% of visitors from Florida did not use a professional travel service.
  - 55% used an Internet travel service.
  - 2% used a travel agent.
  - 6% used a timeshare.
  - 4% used an auto club.



## Satisfaction with Daytona Beach

<b>VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:</b>	<b>2019 %</b>
About what I expected	93
Less expensive	2
More expensive	5

- ◆ While in Daytona Beach, 51% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 7% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 9% of the visitors from Florida paid the fee to park in the parking garage.

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Easy access to the beach from my hotel	100
Full of activities/things to do	98
Clean and beautiful	97
A family oriented area	96
A good value for the money spent	95
The ideal vacation destination for a family	92
Important for playing golf	8

<b>IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:</b>	<b>2019 %</b>
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	57
Being able to drive on the beach was important	4

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	100
A good place to get some peace and quiet	91
Highly recommended by friends before I came	88



<b>ON PLEASURE TRIPS VISITORS FROM FLORIDA:</b>	<b>2019 %</b>
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	90
Generally prefer beach destinations	71
Really like to return to familiar places	63
Have paid to park near the beach at other destinations	59
Prefer the more economical hotels/motels	51
Really stick to a budget when eating out	49
Paid admission fees at other beach destinations	24
Often travel with children	18
Usually play golf	15

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

51% No magazines	3% Family Circle
29% AAA Magazine	3% Good Housekeeping
22% AARP	3% Ladies Home Journal
13% Golf magazines - various	2% Better Homes & Garden
12% Sports Illustrated	2% Time
11% Southern Living	0% Cosmopolitan
9% US News & World Report	0% TV Guide
9% Various Others	
8% National Geographic	
5% People Magazine	
4% Readers Digest	

<b>ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:</b>	<b>2019 %</b>
Walking on the beach	86
Visiting family/friends in the area	84
Business/meetings/Events	28
Flea Market	19
Ocean Walk	19
Miniature golf	18
Volusia Mall	14
Speedway	12
One Daytona	11
Played golf	8
Driving on the beach	7
Museum	7
Ponce Inlet Lighthouse	6
St. Augustine	6
Kennedy Space Center	3
Daytona Dog Races	2

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 46% of the visitors from Florida to complete the survey were female, 54% were male.

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:</b>	<b>2019 %</b>
Mid-range white collar	29
Retired	28
Professional/self employed	23
Skilled labor	11
Refused	9
Clerical	0

- ◆ Visitors from Florida were an average of 49 years old.
- ◆ 76% of visitors from Florida were married, and 24% were single.

<b>VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2019 %</b>
Over \$100,000	1
\$90,000 - \$100,000	3
\$80,000 - \$90,000	9
\$70,000 - \$80,000	12
\$60,000 - \$70,000	9
\$50,000 - \$60,000	26
\$40,000 - \$50,000	11
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	29

<b>THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:</b>	<b>2019 %</b>
Caucasian	78
Hispanic	11
Black/African America	10
Native American	1
Asian/Pacific Islander	0

# DECEMBER 2019 DAYTONA BEACH POINTS OF ORIGIN

34%	Florida	1%	Massachusetts	Tr.	Minnesota
6%	Georgia	1%	New Jersey	Tr.	Mississippi
5%	New York	1%	Texas	Tr.	Missouri
5%	Ohio	Tr.	Alabama	Tr.	Nebraska
3%	Michigan	Tr.	Arizona	Tr.	Nevada
3%	North Carolina	Tr.	Arkansas	Tr.	New Hampshire
3%	Pennsylvania	Tr.	Colorado	Tr.	New Mexico
3%	Tennessee	Tr.	Connecticut	Tr.	Oklahoma
2%	Illinois	Tr.	D. C.	Tr.	Rhode Island
2%	Indiana	Tr.	Iowa	Tr.	Utah
2%	South Carolina	Tr.	Kansas	Tr.	Washington
2%	Virginia	Tr.	Louisiana	Tr.	West Virginia
1%	California	Tr.	Maine	Tr.	Wisconsin
1%	Kentucky	Tr.	Maryland	Tr.	Wyoming

## ◆ TOTAL U.S.A. 80%

### ◆ CANADA (12% of the total)

7%	Ontario	Tr.	Manitoba
5%	Quebec	Tr.	New Brunswick
Tr.	Alberta	Tr.	Newfoundland
Tr.	British Columbia	Tr.	Nova Scotia

### ◆ FOREIGN (8% of the total)

4%	U.K	Tr.	Netherlands
3%	Germany	Tr.	Norway
Tr.	France	Tr.	Russia
Tr.	Denmark	Tr.	Sweden
Tr.	China	Tr.	Switzerland
Tr.	Central Europe		

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

28%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
27%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
13%	Miami, Fort Lauderdale, The Keys
10%	Jacksonville
9%	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

