

# DAYTONA BEACH

## Visitor Profile and Economic Impact Report July – September 2024



# METHODOLOGY



## Data Collection:

From July 1, 2024, to September 30, 2024, **505** visitors were interviewed in person at various locations including local hotels, the airport, public areas, downtown, and special events. The interviews captured feedback from all visitor types, including those staying in paid accommodations, unpaid accommodations, and day trippers.

- **316** interviews were completed with only visitors staying in **paid accommodations**.

## Economic Impact:

Economic impact figures are based on all visitor types, including those staying in paid accommodations, unpaid accommodations, and day trippers.

## Visitor Profile:

Visitor Profile results represent ONLY visitors staying overnight in **paid accommodations**, referred to as “paid visitors” throughout the report.

*Note: The sampling error for a sample size of 505 is  $\pm 3.89\%$  points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Profile Study are within 3.89% points of the “true” value on a quarterly basis.*

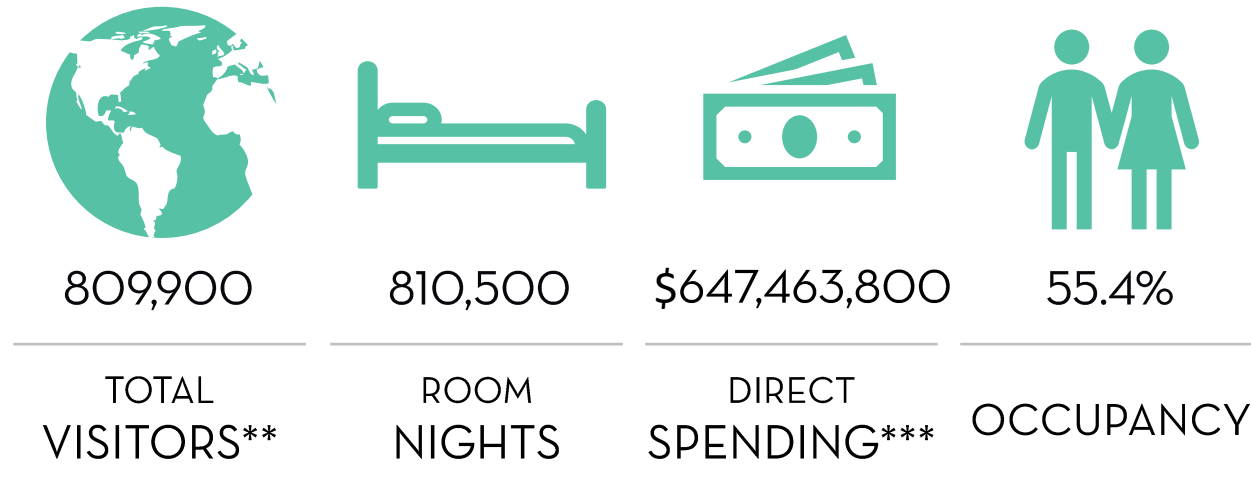
# EXECUTIVE SUMMARY



# KEY PERFORMANCE INDICATORS\*

- The median trip planning cycle was **64** days, with bookings made **50** days before the trip.
- Families with kids comprised **29%** of paid visitors from July to September, compared to 39% in the previous quarter.
- Median income of visitors this quarter is **\$69,400**, less than that of last quarter (\$84,200).
- **30%** of paid leisure/event visitors recalled seeing area advertising before their trip, up significantly from 16% last quarter.

**Economic impact figures reflect all visitor types, including those staying in paid and unpaid accommodations, as well as day trippers. These figures are specific to the Halifax area, and do NOT include all of Volusia County.**



\*Sources: Smith Travel Research, AirDNA, and DSG Visitor Tracking Study

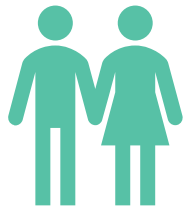
\*\*Includes visitors staying in paid accommodations, staying with friends/relatives, and day trippers.

\*\*\*Visitation and spending estimates are preliminary. Adjustments may be made at the end of the year to account for quarterly fluctuations.

# KEY PERFORMANCE INDICATORS (CONT.)

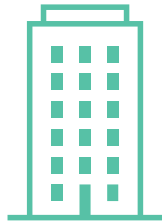
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## HOTELS\*



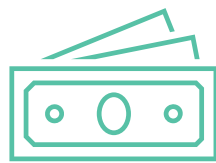
56.1%

OCCUPANCY



\$128.19

AVERAGE DAILY  
RATE



\$73.13

REVENUE PER  
AVAILABLE ROOM

## VACATION RENTALS\*\*



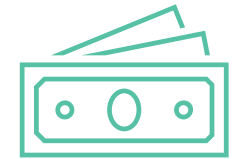
52.8%

OCCUPANCY



\$286.94

AVERAGE DAILY  
RATE



\$156.97

REVENUE PER  
AVAILABLE ROOM



# PAID VISITOR PROFILE



**\$559**

DAILY TRAVEL PARTY SPEND

**40**

MEDIAN AGE

**\$69,400**

MEDIAN HOUSEHOLD INCOME

**3.0**

**HOTEL** TRAVEL PARTY SIZE

**3.4**

**VACATION RENTALS** TRAVEL PARTY SIZE

**\$2,978**

TOTAL TRAVEL PARTY SPEND

**13%**

FIRST-TIME VISITOR

**29%**

TRAVELED WITH CHILDREN

**4.7**

**HOTEL** LENGTH OF STAY

**7.7**

**VACATION RENTALS** LENGTH OF STAY

# TRIP PLANNING AND MAIN REASONS

What was your main reason for taking this trip to the Daytona Beach area?\*



**Vacation/leisure trip**  
75%



**Visit friends/family**  
55%

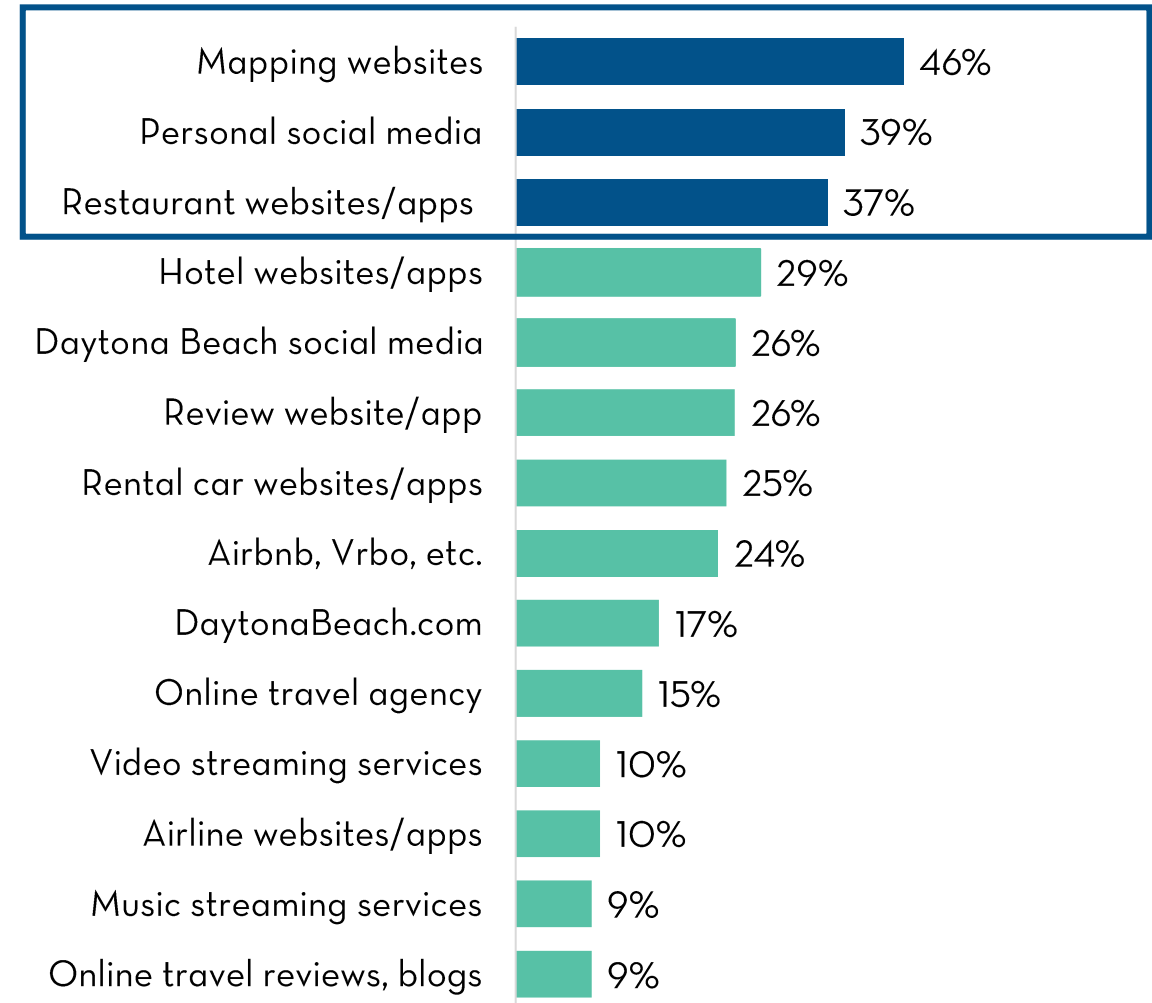


**Special occasion/event**  
12%



**Business/conference**  
7%

Did you use any of the following online sources to plan your trip or during your stay?





# SOURCES OF ADVERTISING EXPOSURE\*

**30%** of all paid visitors noticed advertising  
**Of those, 67%** were influenced by the ads to come to Daytona Beach



**Daytona Beach's social media**

43%



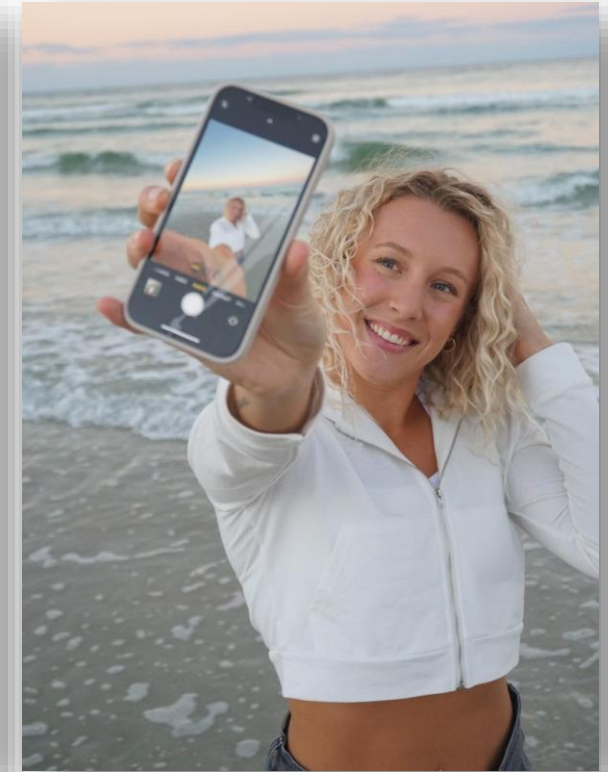
**Personal social media**

39%



**Destination guide/brochure**

37%



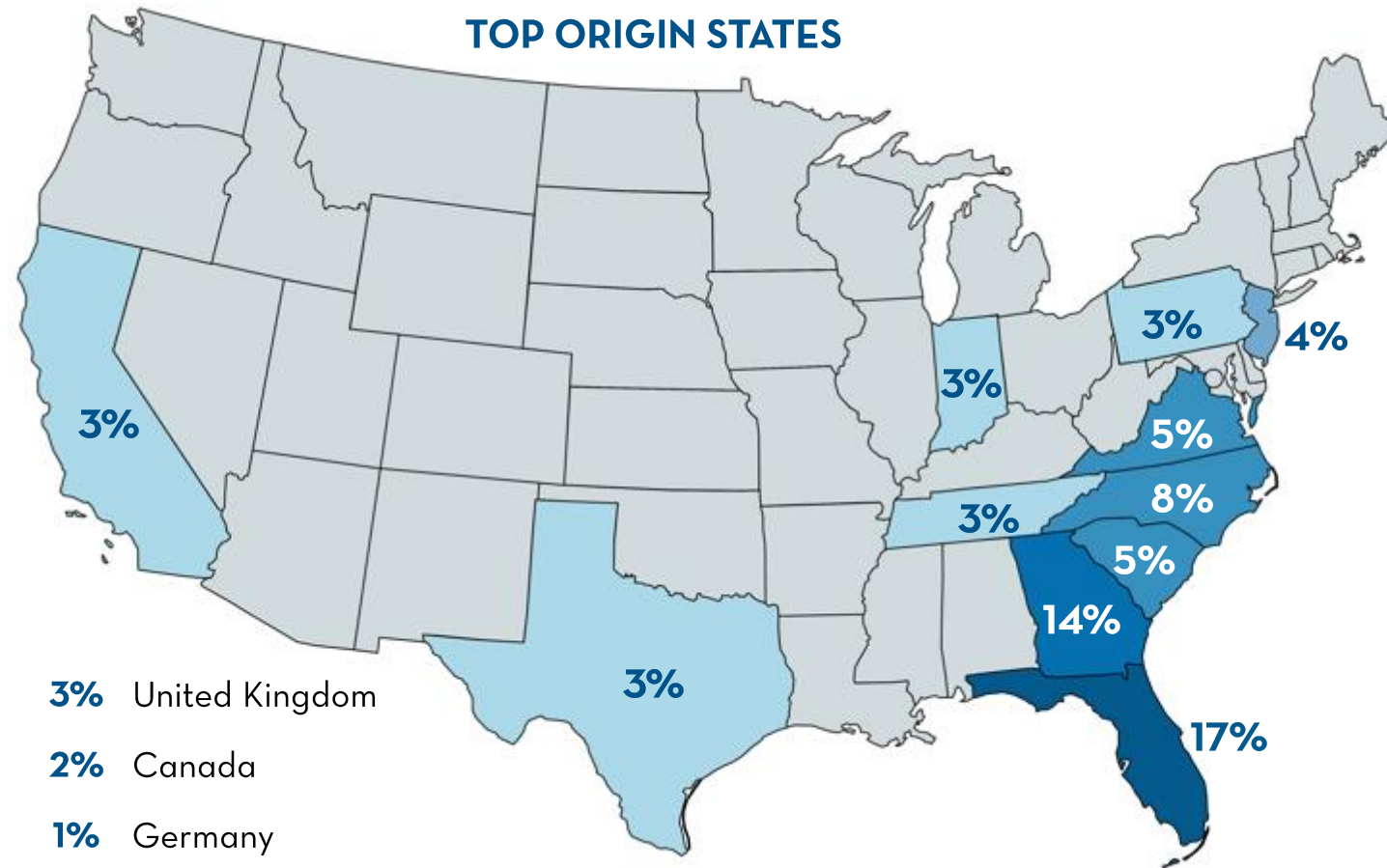
**Video streaming services**

24%



# TOP VISITOR ORIGINS

The top 6 origin markets were consistently in the top 10-12 website traffic markets for May through September of 2024, highlighting the correlation between key geographic markets and online engagement.



TOP ORIGIN MARKETS	Percent
✓ Atlanta	12%
✓ New York	6%
✓ Orlando-Melbourne	6%
✓ Raleigh-Durham	4%
✓ Tampa-St. Petersburg	4%
✓ Nashville	3%
Columbia, SC	3%

# TOP VISITOR ACTIVITIES\*



**Beach**  
87%



**Dining out**  
78%



**Shopping**  
61%



**Visit friends/family**  
54%



**Bars, nightclubs**  
33%



**Nature, environment**  
31%



**Visited a park**  
29%



**Visited an attraction**  
27%



# WHY DAYTONA BEACH?

Why did you choose Daytona Beach over the other destinations you considered?\*



## CLOSE TO FAMILY

“We chose Daytona Beach for the shopping and food choices, as well as location being closer to family and other areas.”



## FUN ACTIVITIES

“We went online to read about different activities and events happening in the area. There were plenty!”



## AFFORDABILITY

“We love this coast, good vibes, tourist friendly, nice scenery and good food.”

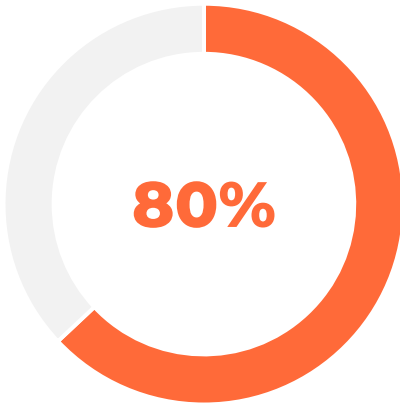


## CONVENIENCE

“Convenient airport access for multiple guests and affordability.”

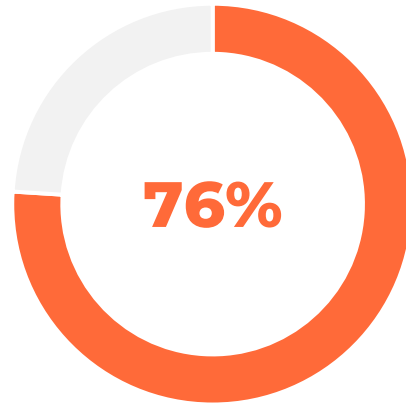


# SATISFACTION STATISTICS



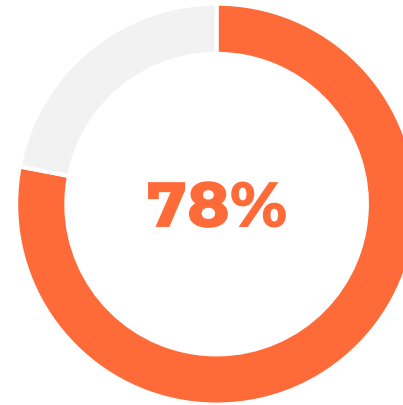
## HIGHLY SATISFIED

80% of visitors reported being very satisfied with their experience



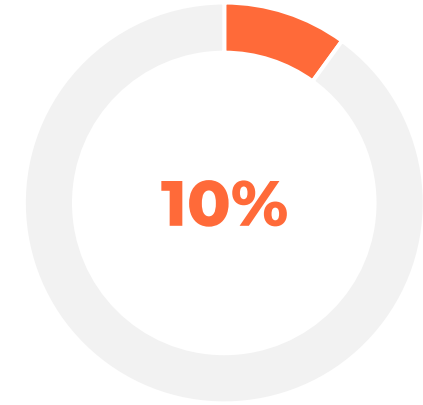
## DEFINITELY RETURN

76% of visitors said they would definitely return to Daytona Beach area



## DEFINITELY RECOMMEND

78% of visitors would definitely recommend the area to friends and family over other vacation areas



## NEGATIVE PERCEPTION\*

Only 10% of visitors had a negative perception of the area

\*Main reasons: unhoused people, construction/road work, outdated appearance

# DAYTONA BEACH

## Visitor Profile and Economic Impact Report July – September 2024

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