

DAYTONA BEACH VISITOR PROFILE

December 2017



Prepared for The Halifax Area Advertising Authority

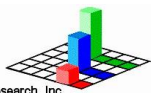
By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

December, 2017 Daytona Beach Visitor Profile

- ◆ For 43% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 96% 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.
- ◆ 60% 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:	2017 %
Beach	66
Been to Daytona Beach before	60
Family/friends in the area	51
Weather	49
Personal event/other	24
Business	19
Close to home	17
Meeting/convention	15
Golf	11
Close to major attractions	10
Timeshare deal	10
Stopover/going elsewhere	8
Fishing	2

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	77
Brochures	30
Saw no ads	30
Magazines	15
Television	8
Newspapers	5
Billboards	0



- ◆ 50% of the out of state visitors asked for information before coming.
- ◆ 75% used the Internet to plan their trip to Daytona Beach.
- ◆ 70% used the Internet to choose a place to stay.
- ◆ 57% 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.

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:	2017 %
Google	66
Trip Advisor	65
Expedia	50
Travelocity	45
Yahoo Travel	20
Hotels.com	19
Kayak	7
None	7
Orbitz	7
Priceline	6
Cheap Flights	4
Travel.com	2
Yapta	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2017 %
Research flights and prices	79
Research hotels	79
Book airline flights	70
Book hotels	54
Find packages	40
Buy packages	20

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2017 %
Trip Advisor	64
Various hotel chains	54
Expedia	45
Google	39
Travelocity	27
Hotels.com	24
Orbitz	19
Hotwire	10
Priceline	10
Yahoo Travel	3
Kayak	0
Travel.com	0

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2017 %
Any/all out of their area	62
Delta	35
American	20
Southwest	14
Jet Blue	12

- ◆ 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 97% to talk about activities/vacations.
- ◆ 20% of the out of state visitors use Twitter.
- ◆ 63% 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:	2017 %
Winter	97
Summer	95
Fall	50
Spring	50

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	80
No usual destination	64
Other areas in the USA	48
Beaches in general	35
Caribbean	32
N.E. in general (NY, NJ, New England, etc.)	29
Mountains in general	20
S.E. in general (GA, SC, NC, etc.)	19
Other areas outside the USA	17
CA/AZ	9
West in general (excluding CA/AZ)	7
Hawaii	7
Mexico	0

- ◆ 84% 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:	2017 %
Florida	93
Other areas inside the USA	65
Caribbean/cruise	36
CA/AZ	20
Other Areas outside the USA	19
Hawaii	11
Myrtle Beach	0
Mexico	0

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2017 %
Husband and wife	49
Family	19
Friends	18
Self (single)	10
Husband	2
Wife	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2017 %
Family	36
Husband and wife	28
Self single)	19
Friends	17

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2017 %
Doesn't matter	65
Winter	40
Summer	35
Fall	6
Spring	6

- ◆ The average party size for out of state visitors was 3.1.
- ◆ 12% of out of state visitors traveled with children age 12 and younger.
- ◆ 15% of out of state visitors traveled with teenagers.
- ◆ 39% traveled with friends/relatives; 50% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 36% said government/company business, 27% said convention/trade show, and 35% said to meet a cruise.
- ◆ 38% of out of state visitors traveled by air, and 62% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 48% landed in Daytona Beach.
 - 46% landed in Orlando.
 - 2% landed elsewhere.
- ◆ 4% of the out of state visitors that flew into Orlando said that it was inconvenient.

THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:	2017 %
Daytona Beach	84
Orlando	8
Florida in general	4
East coast of Florida in general	3
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 7.7.
- ◆ The average number of days spent in Daytona Beach was 5.9.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$170.
- ◆ 96% of the out of state visitors made advanced reservations, with the average time in advance being about 6 weeks.
- ◆ 33% of out of state visitors did not use a professional travel service.
 - 57% used an Internet travel service.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	86
Less expensive	14
More expensive	0

- ◆ While in Daytona Beach, 64% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 5% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 17% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2017 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	99
The ideal vacation destination for a family	98
A family oriented area	96
Full of activities/things to do	95
Important for playing golf	7

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2017 %
Being within a day's travel was important	92
The beach would be more enjoyable without cars on it	47
Being near tourist attractions was important	26
Being able to drive on the beach was important	2

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2017 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	89
Highly recommended by friends before I came	81

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2017 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	91
Have paid to park near the beach at other destinations	58
Prefer the more economical hotels/motels	52
Generally prefer beach destinations	50
Really stick to a budget when eating out	47
Really like to return to familiar places	45
Paid admission fees at other beach destinations	27
Often travel with children	25
Usually play golf	17

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

49%	No magazines	6%	Readers Digest
29%	AAA Magazine	4%	Better Homes & Garden
20%	Modern Maturity	4%	Good Housekeeping
12%	People Magazine	4%	Ladies Home Journal
10%	Golf magazines - various	4%	Time
8%	Southern Living	4%	Various others
8%	Sports Illustrated	3%	Car magazines
7%	Family Circle	0%	TV Guide
7%	National Geographic		
7%	US News & World Report		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2017 %
Walking on the beach	94
Visiting family/friends in the area	49
Business/meetings/Events	39
Miniature golf	19
Ocean Walk	19
Volusia Mall	15
Speedway	14
EPCOT	11
Flea Market	9
Played golf	9
St. Augustine	9
Animal Kingdom	7
Hoilywood Studios	6
Museum	5
Driving on the beach	4
Kennedy Space Center	4
Magic Kingdom	4
Ponce Inlet Lighthouse	4
Universal Studios	4
Daytona Dog Races/Poker Room	2
Sea World	1

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

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2017 %
Mid-range white collar	27
Retired	27
Professional/self employed	20
Skilled labor	16
Refused	8
Clerical	2

- ◆ Out of state visitors were an average of 51 years old.
- ◆ 86% of out of state visitors were married, and 14% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	8
\$90,000 - \$100,000	2
\$80,000 - \$90,000	6
\$70,000 - \$80,000	18
\$60,000 - \$70,000	7
\$50,000 - \$60,000	26
\$40,000 - \$50,000	18
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	15

Mean Income: \$67,600

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2017 %
Caucasian	74
Black/African America	12
Hispanic	11
Asian/Pacific Islander	2
Native American	1

FLORIDA VISITORS

December, 2017 Daytona Beach Visitor Profile

- ◆ For 33% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 95% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 68% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2017 %
Close to home	97
Been to Daytona Beach before	75
Family/friends in the area	58
Personal event/other	25
Beach	21
Meeting/convention	19
Business	15
Weather	15
Golf	11
Timeshare deal	10
Fishing	Tr.
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	79
Saw no ads	30
Brochures	24
Television	8
Newspapers	6
Billboards	0

- ◆ 30% of the visitors from Florida asked for information before coming.
- ◆ 75% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 71% 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.
- ◆ 75% 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:	2017 %
Google	68
Trip Advisor	67
Expedia	50
Travelocity	44
Yahoo Travel	20
Hotels.com	15
Kayak	10
Orbitz	9
None	12
Priceline	13

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	82
Research flights and prices	80
Book airline flights	68
Book hotels	67
Find packages	29
Buy packages	14

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2017 %
Google	66
Trip Advisor	69
Various hotel chains	57
Expedia	48
Travelocity	45
Hotels.com	19
Orbitz	17
Hotwire	9
Priceline	9
Yahoo Travel	5
Kayak	4
Travel.com	2

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2017 %
Any/all out of their area	58
Delta	48
American	27
Jet Blue	9

- ◆ 84% 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 97% to talk about activities/vacations.
- ◆ 19% 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:	2017 %
Summer	98
Winter	94
Fall	50
Spring	50

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	100
No usual destination	86
Caribbean	66
Beaches in general	59
Other areas in the USA	34
N.E. in general (NY, NJ, New England, etc.)	25
S.E. in general (GA, SC, NC, etc.)	20
Mountains in general	19
Other areas outside the USA	17
CA/AZ	8
Hawaii	5
West in general (excluding CA/AZ)	5
Mexico	0

- ◆ 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:	2017 %
Florida	100
Caribbean	65
Other areas inside the USA	60
Other areas outside the USA	20
California	17
Hawaii	12
Myrtle Beach	1
Mexico	0



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2017 %
Husband and wife	35
Self (single)	26
Family	19
Friends	17
Wife	2
Husband	1

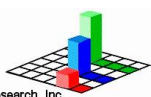
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	30
Family	24
Friends	24
Self (single)	22

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2017 %
Doesn't matter	90
Summer	29
Winter	29
Spring	3
Fall	2

- ◆ The average party size for visitors from Florida was 2.6.
- ◆ 8% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 11% of the visitors from Florida traveled with teenagers.
- ◆ 25% traveled with friends/relatives; 60% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 25% said government/company business, 45% said to meet a cruise, and 25% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:	2017 %
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 \$141.
- ◆ 94% of visitors from Florida made advanced reservations, with the average time in advance being about 6 weeks.
- ◆ 25% of visitors from Florida did not use a professional travel service.
 - 59% used an Internet travel service.
 - 5% used a travel agent.
 - 2% used a timeshare.
 - 1% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	87
Less expensive	8
More expensive	5

- ◆ While in Daytona Beach, 53% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 4% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 5% of the visitors from Florida paid the fee to park in the parking garage.

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2017 %
Easy access to the beach from my hotel	100
A family oriented area	99
Clean and beautiful	99
A good value for the money spent	98
Full of activities/things to do	97
The ideal vacation destination for a family	95
Important for playing golf	6

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2017 %
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	63
Being able to drive on the beach was important	3

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2017 %
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	87

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2017 %
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	74
Really like to return to familiar places	63
Really stick to a budget when eating out	58
Prefer the more economical hotels/motels	52
Have paid to park near the beach at other destinations	59
Usually play golf	28
Often travel with children	29
Paid admission fees at other beach destinations	25

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

46%	No magazines	4%	National Geographic
29%	Modern Maturity	6%	US News & World Report
25%	AAA Magazine	4%	Various Others
11%	Readers Digest	3%	Better Homes & Garden
14%	Southern Living	3%	Good Housekeeping
12%	Golf magazines - various	0%	Cosmopolitan
9%	People Magazine	0%	TV Guide
9%	Sports Illustrated		
6%	Family Circle		
5%	Time		
4%	Ladies Home Journal		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2017 %
Walking on the beach	86
Visiting family/friends in the area	50
Business/meetings/Events	35
Ocean Walk	16
Miniature golf	15
Volusia Mall	12
Flea Market	11
Played golf	11
Speedway	10
Museum	8
Ponce Inlet Lighthouse	5
Daytona Dog Races	3
Driving on the beach	3
St. Augustine	2
Kennedy Space Center	0

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 45% of the visitors from Florida to complete the survey were female, 55% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2017 %
Retired	24
Mid-range white collar	23
Professional/self employed	27
Skilled labor	14
Refused	8
Clerical	4

- ◆ Visitors from Florida were an average of 53 years old.
- ◆ 80% of visitors from Florida were married, and 20% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	5
\$90,000 - \$100,000	0
\$80,000 - \$90,000	3
\$70,000 - \$80,000	13
\$60,000 - \$70,000	0
\$50,000 - \$60,000	22
\$40,000 - \$50,000	16
\$30,000 - \$40,000	5
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	36

Mean Income: \$62,400

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2017 %
Caucasian	74
Hispanic	15
Black/African America	9
Asian/Pacific Islander	2
Native American	0

DECEMBER 2017 DAYTONA BEACH POINTS OF ORIGIN

34%	Florida	1%	Massachusetts	Tr.	Minnesota
6%	Georgia	1%	New Jersey	Tr.	Mississippi
6%	New York	1%	Texas	Tr.	Missouri
6%	Ohio	Tr.	Alabama	Tr.	Nebraska
3%	North Carolina	Tr.	Arizona	Tr.	Nevada
3%	Illinois	Tr.	Arkansas	Tr.	New Hampshire
3%	Michigan	Tr.	Colorado	Tr.	New Mexico
3%	Pennsylvania	Tr.	Connecticut	Tr.	Oklahoma
3%	South Carolina	Tr.	D. C.	Tr.	Rhode Island
3%	Tennessee	Tr.	Iowa	Tr.	Utah
2%	Indiana	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. 82%

◆ CANADA (11% of the total)

6%	Ontario	Tr.	Manitoba
4%	Quebec	Tr.	New Brunswick
Tr.	Alberta	Tr.	Newfoundland
Tr.	British Columbia	Tr.	Nova Scotia

◆ FOREIGN (7% of the total)

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

◆ FLORIDA VISITORS (by percent of Florida total)

29%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
26%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
12%	Jacksonville
12%	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

