

DAYTONA BEACH VISITOR PROFILE

February 2019



Prepared for The Halifax Area Advertising Authority

By:



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Table of Contents

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



OUT OF STATE VISITORS

February, 2019 Daytona Beach Visitor Profile

- ◆ For 40% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 93% 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.
- ◆ 47% 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:	2019 %
Been to Daytona Beach before	60
Weather	60
Beach	57
Speedway	38
Family/friends in the area	22
Business	19
Close to home	19
Personal event/other	15
Fishing	13
Meeting/convention	12
Spring Break	9
Golf	8
Timeshare deal	8
Close to major attractions	7
Stopover/going elsewhere	6

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	70
Brochures	33
Magazines	29
Saw no ads	23
Newspapers	11
Television	10
Billboards	0

- ◆ 54% of the out of state visitors asked for information before coming.
- ◆ 71% used the Internet to plan their trip to Daytona Beach.
- ◆ 68% used the Internet to choose a place to stay.
- ◆ 65% used the Internet to make reservations.
- ◆ 60% 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:	2019 %
Google	60
Trip Advisor	59
Expedia	35
Travelocity	30
Yahoo Travel	20
Kayak	11
Orbitz	11
None	7
Priceline	7
Hotels.com	5
Cheap Flights	5
Travel.com	2
Yapta	2

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2019 %
Research hotels	81
Research flights and prices	80
Book airline flights	75
Book hotels	64
Find packages	32
Buy packages	19

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2019 %
Trip Advisor	62
Various hotel chains	55
Google	46
Expedia	33
Travelocity	30
Hotels.com	20
Orbitz	17
Priceline	7
Hotwire	7
Yahoo Travel	5
Kayak	2
Travel.com	0

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2019 %
Any/all out of their area	65
Delta	37
American	15
Jet Blue	10
Southwest	6

- ◆ 83% 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 95% to talk about activities/vacations.
- ◆ 21% of the out of state visitors use Twitter.
- ◆ 72% 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:	2019 %
Summer	90
Winter	81
Spring	45
Fall	40

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	75
No usual destination	50
Other areas in the USA	42
Beaches in general	29
N.E. in general (NY, NJ, New England, etc.)	21
Caribbean/Cruise	20
S.E. in general (GA, SC, NC, etc.)	19
Other areas outside the USA	17
Mountains in general	15
West in general (excluding CA/AZ)	8
CA/AZ	5
Hawaii	5
Mexico	2

- ◆ 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:	2019 %
Florida	88
Other areas inside the USA	50
Caribbean/Cruise	44
CA/AZ	15
Other Areas outside the USA	23
Hawaii	7
Myrtle Beach	2
Mexico	2

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2019 %
Husband and wife	55
Friends	21
Self (single)	14
Husband	4
Family	3
Wife	3

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	58
Friends	22
Self (single)	11
Family	9

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2019 %
Doesn't matter	81
Summer	46
Winter	40
Fall	11
Spring	9

- ◆ The average party size for out of state visitors was 2.8.
- ◆ 8% of out of state visitors traveled with children age 12 and younger.
- ◆ 8% of out of state visitors traveled with teenagers.
- ◆ 40% traveled with friends/relatives; 42% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 30% said government/company business, 25% said convention/trade show, and 33% said to meet a cruise.
- ◆ 38% of out of state visitors traveled by air, 59% by auto and 3% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 80% landed in Daytona Beach.
 - 17% landed in Orlando/Sanford.
 - 3% landed elsewhere.
- ◆ 5% of the out of state visitors that flew into Orlando said that it was inconvenient.

THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:	2019 %
Daytona Beach	91
East coast of Florida in general	4
Florida in general	3
Orlando	1
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 8.9.
- ◆ The average number of days spent in Daytona Beach was 6.4.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$230.
- ◆ 94% of the out of state visitors made advanced reservations, with the average time in advance being about 2 -29 months.
- ◆ 31% of out of state visitors did not use a professional travel service.
 - 42% used an Internet travel service.
 - 9% used a travel agent.
 - 5% used an auto club.
 - 4% used a timeshare.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	88
Less expensive	7
More expensive	5

- ◆ While in Daytona Beach, 56% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 6% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 12% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	98
Full of activities/things to do	97
The ideal vacation destination for a family	95
A family oriented area	92
Important for playing golf	7

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2019 %
Being within a day's travel was important	91
The beach would be more enjoyable without cars on it	37
Being near tourist attractions was important	9
Being able to drive on the beach was important	4

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	98
Highly recommended by friends before I came	84
A good place to get some peace and quiet	78

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	91
Generally prefer beach destinations	49
Have paid to park near the beach at other destinations	48
Prefer the more economical hotels/motels	45
Really like to return to familiar places	45
Paid admission fees at other beach destinations	30
Really stick to a budget when eating out	29
Usually play golf	12
Often travel with children	11

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

46%	No magazines	6%	National Geographic
41%	Car magazines - various	3%	Better Homes & Garden
31%	AAA Magazine	3%	Good Housekeeping
19%	Modern Maturity	3%	Ladies Home Journal
17%	Sports Illustrated	3%	Readers Digest
14%	Southern Living	3%	Time
11%	Golf magazines - various	0%	TV Guide
9%	Various others		
8%	People Magazine		
8%	US News & World Report		
6%	Family Circle		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2019 %
Walking on the beach	74
Speedway	62
Visiting family/friends in the area	35
Business/meetings	22
Flea Market	19
Ocean Walk	19
One Daytona	19
Miniature golf	17
Volusia Mall	15
St. Augustine	14
EPCOT	8
Played golf	8
Daytona Dog Races	7
Driving on the beach	5
Museum	5
Ponce Inlet Lighthouse	5
Sea World	5
Universal Studios	4
Kennedy Space Center	3
Magic Kingdom	3
MGM Studios	3
Animal Kingdom	2

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

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2019 %
Professional/self employed	24
Mid-range white collar	20
Retired	19
Skilled labor	17
Refused	15
Clerical	5

- ◆ Out of state visitors were an average of 50 years old.
- ◆ 84% of out of state visitors were married, and 16% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	11
\$90,000 - \$100,000	2
\$80,000 - \$90,000	5
\$70,000 - \$80,000	15
\$60,000 - \$70,000	5
\$50,000 - \$60,000	16
\$40,000 - \$50,000	12
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	32

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2019 %
Caucasian	72
Hispanic	12
Black/African America	13
Asian/Pacific Islander	3
Native American	0



FLORIDA VISITORS

February, 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.
- ◆ 48% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2019 %
Close to home	96
Been to Daytona Beach before	65
Speedway	41
Family/friends in the area	40
Beach	30
Personal event/other	21
Weather	19
Business	18
Meeting/convention	16
Golf	11
Timeshare deal	11
Fishing	3
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	78
Saw no ads	26
Television	13
Brochures	12
Newspapers	12
Magazines	10
Billboards	0

- ◆ 29% of the visitors from Florida asked for information before coming.
- ◆ 60% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 44% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 48% of the visitors from Florida used the Internet to make reservations.
- ◆ 62% 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.

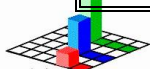


TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:	2019 %
Trip Advisor	65
Google	57
Expedia	44
Travelocity	29
None	12
Orbitz	8
Yahoo Travel	8
Hotels.com	7
Kayak	3
Priceline	3
Cheap Flights	0
Travel.com	Tr.
Yapta	Tr.

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2019 %
Research hotels	88
Research flights and prices	78
Book airline flights	69
Book hotels	60
Find packages	21
Buy packages	8

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2019 %
Various hotel chains	65
Trip Advisor	62
Google	50
Expedia	25
Travelocity	25
Hotels.com	17
Orbitz	17
Priceline	12
Hotwire	6
Yahoo Travel	6
Kayak	5
None	0
Travel.com	0

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2019 %
Any/all out of their area	65
Delta	40
American	12
Jet Blue	8
Southwest	6



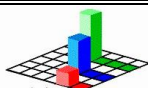
- ◆ 79% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 95% to talk about activities/vacations.
- ◆ 17% of the visitors from Florida use Twitter.
- ◆ 82% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2019 %
Summer	89
Winter	78
Fall	59
Spring	55

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	100
No usual destination	88
Beaches in general	41
Caribbean/Cruise	44
Other areas in the USA	27
N.E. in general (NY, NJ, New England, etc.)	22
Other areas outside the USA	21
Mountains in general	12
S.E. in general (GA, SC, NC, etc.)	11
CA/AZ	6
West in general (excluding CA/AZ)	3
Hawaii	5
Mexico	0

- ◆ 88% 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:	2019 %
Florida	100
Caribbean/Cruise	62
Other areas inside the USA	54
Other areas outside the USA	19
California	15
Hawaii	11
Myrtle Beach	2
Mexico	0



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2019 %
Husband and wife	49
Friends	24
Self (single)	17
Husband	7
Wife	2
Family	1

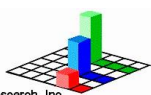
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	45
Self (single)	22
Friends	18
Family	15

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2019 %
Doesn't matter	91
Summer	27
Winter	41
Spring	5
Fall	5

- ◆ The average party size for visitors from Florida was 2.5.
- ◆ 7% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 9% of the visitors from Florida traveled with teenagers.
- ◆ 45% traveled with friends/relatives; 61% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 30% said government/company business, 35% said to meet a cruise, and 29% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto and 6% by motorcycle.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:	2019 %
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.6.
- ◆ The average number of days spent in Daytona Beach was 3.6.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$220.
- ◆ 94% of visitors from Florida made advanced reservations, with the average time in advance being about two to three months.
- ◆ 39% of visitors from Florida did not use a professional travel service.
 - 41% used an Internet travel service.
 - 8% used a travel agent.
 - 5% used a timeshare.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	86
More expensive	8
Less expensive	6

- ◆ While in Daytona Beach, 58% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 5% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 12% of the visitors from Florida paid the fee to park in the parking garage.

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2019 %
Easy access to the beach from my hotel	100
A good value for the money spent	98
Clean and beautiful	99
Full of activities/things to do	96
A family oriented area	94
The ideal vacation destination for a family	94
Important for playing golf	8

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2019 %
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	61
Being able to drive on the beach was important	0
Being near tourist attractions was important	0

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	85
Highly recommended by friends before I came	84

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	96
Generally prefer beach destinations	60
Have paid to park near the beach at other destinations	50
Really like to return to familiar places	43
Really stick to a budget when eating out	40
Prefer the more economical hotels/motels	37
Usually play golf	27
Paid admission fees at other beach destinations	19
Often travel with children	10

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

49%	No magazines	5%	Time
35%	AAA Magazine	4%	Fishing magazines – various
32%	Modern Maturity	4%	People Magazine
19%	Golf magazines - various	3%	Better Homes & Garden
12%	Car magazines - various	3%	Good Housekeeping
12%	Southern Living	3%	Ladies Home Journal
12%	Sports Illustrated	0%	Readers Digest
9%	US News & World Report	0%	TV Guide
8%	Various Others		
6%	Family Circle		
5%	National Geographic		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2019 %
Walking on the beach	80
Visiting family/friends in the area	52
Speedway	44
Business/meetings	25
Flea Market	19
One Daytona	19
Ocean Walk	15
Played golf	14
Miniature golf	11
Ponce Lighthouse	6
Volusia Mall	6
Daytona Dog Races	5
Museum	5
Driving on the beach	4
Kennedy Space Center	2

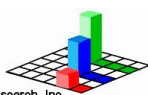
- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 54% of the visitors from Florida to complete the survey were female, 46% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2019 %
Professional/self employed	26
Mid-range white collar	24
Retired	21
Skilled labor	16
Refused	8
Clerical	5

- ◆ Visitors from Florida were an average of 53 years old.
- ◆ 79% of visitors from Florida were married, and 21% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	4
\$90,000 - \$100,000	4
\$80,000 - \$90,000	3
\$70,000 - \$80,000	15
\$60,000 - \$70,000	8
\$50,000 - \$60,000	17
\$40,000 - \$50,000	12
\$30,000 - \$40,000	3
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	34

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2019 %
Caucasian	70
Hispanic	15
Black/African America	14
Asian/Pacific Islander	1
Native American	0



FEBRUARY 2019 DAYTONA BEACH POINTS OF ORIGIN

27%	Florida	2%	Texas	Tr.	Kansas
7%	New York	1%	Alabama	Tr.	Louisiana
6%	Georgia	1%	California	Tr.	Maine
6%	North Carolina	1%	Kentucky	Tr.	Missouri
6%	Ohio	1%	Maryland	Tr.	Nevada
4%	Michigan	1%	Massachusetts	Tr.	New Hampshire
3%	Illinois	1%	Texas	Tr.	Oklahoma
3%	Pennsylvania	1%	Virginia	Tr.	Rhode Island
2%	Indiana	Tr.	Arizona	Tr.	Washington D.C.
2%	New Jersey	Tr.	Colorado	Tr.	West Virginia
2%	South Carolina	Tr.	Connecticut	Tr.	Wisconsin
2%	Tennessee	Tr.	Iowa		

◆ **TOTAL U.S.A. 84%**

◆ **CANADA (8% of the total)**

4%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia		

◆ **FOREIGN (9% of the total)**

4%	U.K	Tr.	Italy
4%	Germany	Tr.	Netherlands
Tr.	Central Europe	Tr.	Russia
Tr.	China		
Tr.	France		

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

27%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
12%	Jacksonville
12%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
11%	Miami, Fort Lauderdale, The Keys
6%	Gainesville
4%	Ft. Myers, Naples
2%	Tallahassee
1%	Panama City
Tr.	Pensacola, Ft. Walton Beach