

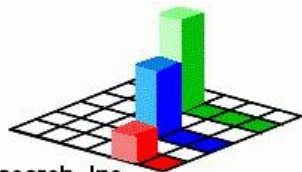
DAYTONA BEACH VISITOR PROFILE

February 2017



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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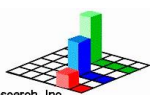
OUT OF STATE VISITORS

February, 2017 Daytona Beach Visitor Profile

- ◆ For 35% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 95% 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.
- ◆ 58% 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 %
Been to Daytona Beach before	66
Beach	63
Weather	61
Speedway	36
Family/friends in the area	34
Business	18
Close to home	17
Personal event/other	14
Golf	8
Meeting/convention	8
Spring Break	8
Timeshare deal	8
Close to major attractions	7
Stopover/going elsewhere	7
Fishing	0

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	70
Saw no ads	32
Brochures	31
Magazines	24
Newspapers	9
Television	6
Billboards	0



- ◆ 49% of the out of state visitors asked for information before coming.
- ◆ 65% used the Internet to plan their trip to Daytona Beach.
- ◆ 62% used the Internet to choose a place to stay.
- ◆ 60% used the Internet to make reservations.
- ◆ 64% 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	63
Trip Advisor	57
Expedia	51
Travelocity	48
Yahoo Travel	27
Orbitz	12
Kayak	11
None	10
Priceline	10
Hotels.com	8
Travel.com	8
Cheap Flights	7
Yapta	1

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	78
Research flights and prices	75
Book hotels	68
Book airline flights	66
Find packages	39
Buy packages	19

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2017 %
Trip Advisor	56
Various hotel chains	45
Google	44
Expedia	41
Travelocity	37
Hotels.com	29
Orbitz	18
Priceline	13
Hotwire	8
Yahoo Travel	6
Kayak	1
Travel.com	1

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2017 %
Any/all out of their area	51
Delta	35
American	12
Jet Blue	9
Southwest	4

- ◆ 72% 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.
- ◆ 66% 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 %
Summer	92
Winter	88
Spring	49
Fall	41

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	78
No usual destination	55
Other areas in the USA	44
Beaches in general	30
N.E. in general (NY, NJ, New England, etc.)	24
Mountains in general	16
Other areas outside the USA	13
S.E. in general (GA, SC, NC, etc.)	13
Caribbean	12
West in general (excluding CA/AZ)	11
CA/AZ	7
Hawaii	7
Mexico	2

- ◆ 86% 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	88
Other areas inside the USA	60
Caribbean	38
CA/AZ	24
Other Areas outside the USA	14
Hawaii	11
Myrtle Beach	2
Mexico	Tr.

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2017 %
Husband and wife	55
Friends	17
Self (single)	12
Family	10
Wife	4
Husband	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	59
Friends	18
Self (single)	12
Family	11

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2017 %
Doesn't matter	74
Winter	43
Summer	42
Spring	7
Fall	3

- ◆ 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.
- ◆ 7% of out of state visitors traveled with teenagers.
- ◆ 38% traveled with friends/relatives; 44% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 34% said government/company business, 19% said convention/trade show, and 33% said to meet a cruise.
- ◆ 36% of out of state visitors traveled by air, 61% by auto and 3% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 69% landed in Daytona Beach.
 - 28% 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:	2017 %
Daytona Beach	85
Florida in general	6
Orlando	5
East coast of Florida in general	3
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 9.2.
- ◆ The average number of days spent in Daytona Beach was 6.5.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$185.
- ◆ 98% of the out of state visitors made advanced reservations, with the average time in advance being about 2 months.
- ◆ 31% of out of state visitors did not use a professional travel service.
 - 61% used an Internet travel service.
 - 5% used a travel agent.
 - 2% used an auto club.
 - 1% used a timeshare.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	88
Less expensive	9
More expensive	3

- ◆ While in Daytona Beach, 57% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 2% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 9% 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	98
The ideal vacation destination for a family	98
Full of activities/things to do	97
A family oriented area	95
Important for playing golf	9

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2017 %
Being within a day's travel was important	88
The beach would be more enjoyable without cars on it	34
Being near tourist attractions was important	14
Being able to drive on the beach was important	3

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2017 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	98
A good place to get some peace and quiet	81
Highly recommended by friends before I came	77

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	87
Generally prefer beach destinations	60
Have paid to park near the beach at other destinations	49
Really like to return to familiar places	49
Prefer the more economical hotels/motels	48
Really stick to a budget when eating out	46
Usually play golf	25
Paid admission fees at other beach destinations	24
Often travel with children	14

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

46%	No magazines	5%	Ladies Home Journal
26%	AAA Magazine	5%	National Geographic
22%	Modern Maturity	5%	Time
19%	Car magazines - various	4%	Good Housekeeping
13%	Sports Illustrated	4%	Various others
12%	Golf magazines - various	3%	Better Homes & Garden
11%	Southern Living	Tr.	TV Guide
9%	People Magazine		
9%	Readers Digest		
6%	Family Circle		
6%	US News & World Report		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2017 %
Walking on the beach	81
Speedway	39
Visiting family/friends in the area	35
Business/meetings	21
Volusia Mall	20
Flea Market	16
Ocean Walk	16
Miniature golf	13
EPCOT	11
Played golf	10
St. Augustine	10
Museum	7
Driving on the beach	5
Ponce Inlet Lighthouse	5
Daytona Dog Races	4
Animal Kingdom	3
Kennedy Space Center	3
Magic Kingdom	2
MGM Studios	2
Universal Studios	2
Sea World	Tr.

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 59% of the out of state visitors to complete the survey were male, 41% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2017 %
Retired	26
Professional/self employed	21
Refused	20
Mid-range white collar	17
Skilled labor	15
Clerical	1

- ◆ Out of state visitors were an average of 52 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:	2017 %
Over \$100,000	9
\$90,000 - \$100,000	0
\$80,000 - \$90,000	1
\$70,000 - \$80,000	15
\$60,000 - \$70,000	3
\$50,000 - \$60,000	19
\$40,000 - \$50,000	16
\$30,000 - \$40,000	1
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

Mean Income: \$70,500

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2017 %
Caucasian	71
Hispanic	14
Black/African America	11
Asian/Pacific Islander	4
Native American	0

FLORIDA VISITORS

February, 2017 Daytona Beach Visitor Profile

- ◆ For 35% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 94% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 58% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2017 %
Close to home	95
Been to Daytona Beach before	65
Family/friends in the area	39
Speedway	29
Beach	24
Weather	20
Business	19
Meeting/convention	18
Personal event/other	17
Timeshare deal	9
Golf	6
Close to major attractions	Tr.
Fishing	Tr.

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	75
Saw no ads	28
Brochures	18
Magazines	10
Newspapers	12
Television	9
Billboards	0

- ◆ 35% of the visitors from Florida asked for information before coming.
- ◆ 62% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 59% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 58% of the visitors from Florida used the Internet to make reservations.
- ◆ 60% 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	59
Trip Advisor	55
Expedia	50
Travelocity	45
None	15
Yahoo Travel	15
Orbitz	12
Hotels.com	11
Kayak	8
Priceline	8
Cheap Flights	4
Yapta	2
Travel.com	1

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	88
Research flights and prices	76
Book hotels	68
Book airline flights	56
Find packages	29
Buy packages	11

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2017 %
Trip Advisor	61
Google	55
Various hotel chains	54
Travelocity	41
Expedia	39
Hotels.com	24
Orbitz	18
Priceline	17
Hotwire	8
Yahoo Travel	8
Kayak	3
Travel.com	2
None	Tr.

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2017 %
Any/all out of their area	54
Delta	41
Jet Blue	5
Southwest	1



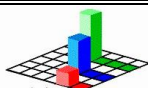
- ◆ 71% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 92% to talk about activities/vacations.
- ◆ 27% of the visitors from Florida use Twitter.
- ◆ 73% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2017 %
Summer	96
Winter	86
Fall	66
Spring	59

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	100
No usual destination	87
Beaches in general	52
Caribbean	39
Other areas in the USA	31
N.E. in general (NY, NJ, New England, etc.)	26
Other areas outside the USA	16
Mountains in general	15
S.E. in general (GA, SC, NC, etc.)	10
CA/AZ	7
West in general (excluding CA/AZ)	3
Hawaii	1
Mexico	1

- ◆ 90% 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	59
Other areas inside the USA	55
California	19
Other areas outside the USA	13
Hawaii	9
Mexico	3
Myrtle Beach	2



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2017 %
Husband and wife	52
Self (single)	22
Friends	21
Wife	4
Husband	3
Family	2

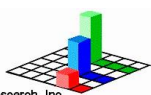
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	49
Self (single)	21
Friends	20
Family	10

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2017 %
Doesn't matter	85
Summer	30
Winter	24
Spring	5
Fall	4

- ◆ The average party size for visitors from Florida was 2.6.
- ◆ 8% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 8% of the visitors from Florida traveled with teenagers.
- ◆ 47% traveled with friends/relatives; 59% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 36% said government/company business, 28% said to meet a cruise, and 41% 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:	2017 %
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.3.
- ◆ The average number of days spent in Daytona Beach was 3.3.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$170.
- ◆ 97% of visitors from Florida made advanced reservations, with the average time in advance being about two to three months.
- ◆ 35% of visitors from Florida did not use a professional travel service.
 - 60% used an Internet travel service.
 - 3% used a travel agent.
 - 1% used a timeshare.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	85
Less expensive	11
More expensive	4

- ◆ While in Daytona Beach, 52% 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.
- ◆ 6% 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 good value for the money spent	99
Clean and beautiful	99
Full of activities/things to do	96
A family oriented area	95
The ideal vacation destination for a family	93
Important for playing golf	10

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	59
Being able to drive on the beach was important	2
Being near tourist attractions was important	0

VISITORS FROM FLORIDA 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	90
Highly recommended by friends before I came	78

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	96
Generally prefer beach destinations	70
Really like to return to familiar places	59
Prefer the more economical hotels/motels	56
Really stick to a budget when eating out	55
Have paid to park near the beach at other destinations	49
Usually play golf	34
Often travel with children	15
Paid admission fees at other beach destinations	13

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

49%	No magazines	4%	National Geographic
27%	Modern Maturity	4%	Time
23%	AAA Magazine	4%	US News & World Report
14%	Car magazines - various	4%	Various Others
13%	Southern Living	3%	Better Homes & Garden
11%	Readers Digest	2%	Good Housekeeping
10%	Golf magazines - various	1%	Fishing magazines – various
9%	People Magazine	Tr.	TV Guide
7%	Family Circle		
7%	Sports Illustrated		
4%	Ladies Home Journal		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2017 %
Walking on the beach	87
Visiting family/friends in the area	45
Speedway	40
Business/meetings	29
Flea Market	15
Ocean Walk	14
Played golf	11
Volusia Mall	10
Miniature golf	8
Museum	5
Ponce Lighthouse	5
Driving on the beach	4
Daytona Dog Races	1
Kennedy Space Center	1

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 58% of the visitors from Florida to complete the survey were female, 42% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2017 %
Retired	24
Mid-range white collar	24
Professional/self employed	22
Skilled labor	15
Refused	13
Clerical	2

- ◆ Visitors from Florida were an average of 51 years old.
- ◆ 78% of visitors from Florida were married, and 22% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	6
\$90,000 - \$100,000	2
\$80,000 - \$90,000	0
\$70,000 - \$80,000	14
\$60,000 - \$70,000	2
\$50,000 - \$60,000	19
\$40,000 - \$50,000	14
\$30,000 - \$40,000	5
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	37

Mean Income: \$66,000

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2017 %
Caucasian	71
Hispanic	16
Black/African America	11
Asian/Pacific Islander	2
Native American	0

FEBRUARY 2017 DAYTONA BEACH POINTS OF ORIGIN

27%	Florida	2%	Texas	Tr.	Kansas
7%	Georgia	1%	Alabama	Tr.	Louisiana
7%	New York	1%	California	Tr.	Maine
6%	Ohio	1%	Kentucky	Tr.	Missouri
5%	North Carolina	1%	Maryland	Tr.	Nevada
4%	Illinois	1%	Massachusetts	Tr.	New Hampshire
3%	Michigan	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 (8% of the total)**

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

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

29%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
11%	Jacksonville
11%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
4%	Ft. Myers, Naples
2%	Tallahassee
1%	Panama City
Tr.	Pensacola, Ft. Walton Beach

