

DAYTONA BEACH VISITOR PROFILE

January 2019



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

January, 2019 Daytona Beach Visitor Profile

- ◆ For 35% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 84% 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.
- ◆ 50% 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 %
Weather	69
Been to Daytona Beach before	65
Beach	60
Family/friends in the area	40
Rolex/Speedway	22
Business	20
Personal event/other	18
Meeting/convention	15
Close to home	12
Golf	12
Stopover/going elsewhere	11
Timeshare deal	9
Close to major attractions	8
Fishing	3

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	70
Saw no ads	30
Brochures	26
Magazines	19
Newspapers	11
Television	5
Billboards	0



- ◆ 51% of the out of state visitors asked for information before coming.
- ◆ 73% used the Internet to plan their trip to Daytona Beach.
- ◆ 69% used the Internet to choose a place to stay.
- ◆ 73% used the Internet to make reservations.
- ◆ 75% 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 %
Trip Advisor	63
Google	54
Expedia	40
Travelocity	36
Yahoo Travel	20
None	16
Kayak	9
Hotels.com	8
Orbitz	8
Priceline	7
Cheap Flights	0
Yapta	0
Travel.com	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2019 %
Research flights and prices	80
Research hotels	78
Find packages	73
Book airline flights	72
Book hotels	71
Buy packages	19

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2019 %
Trip Advisor	64
Various hotel chains	62
Expedia	40
Google	40
Travelocity	30
Hotels.com	15
Orbitz	12
Priceline	8
Hotwire	6
Kayak	0
Travel.com	0
Yahoo Travel	0

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2019 %
Any/all out of their area	65
Delta	42
American	17
Southwest	12
Jet Blue	8

- ◆ 78% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 97% to see what is new with their friends, and 94% to talk about activities/vacations.
- ◆ 15% of the out of state visitors use Twitter.
- ◆ 74% 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	80
Fall	54
Spring	40

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	77
No usual destination	66
Other areas in the USA	42
Beaches in general	32
N.E. in general (NY, NJ, New England, etc.)	24
Caribbean/Cruise	21
Other areas outside the USA	19
Mountains in general	18
S.E. in general (GA, SC, NC, etc.)	17
CA/AZ	9
Hawaii	9
West in general (excluding CA/AZ)	9
Mexico	0

- ◆ 87% 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	90
Other areas inside the USA	60
Caribbean/Cruise	45
Other Areas outside the USA	23
CA/AZ	19
Hawaii	19
Myrtle Beach	1
Mexico	0

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2019 %
Husband and wife	44
Friends	25
Self (single)	20
Family	5
Husband	3
Wife	3

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2019 %
Friends	34
Husband and wife	34
Self (single)	20
Family	12

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2019 %
Doesn't matter	78
Winter	20
Summer	15
Spring	7
Fall	5

- ◆ The average party size for out of state visitors was 2.5.
- ◆ 5% of out of state visitors traveled with children age 12 and younger.
- ◆ 5% of out of state visitors traveled with teenagers.
- ◆ 40% traveled with friends/relatives; 40% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 29% said government/company business, 20% said convention/trade show, and 35% said to meet a cruise.
- ◆ 40% of out of state visitors traveled by air, and 60% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 69% landed in Daytona Beach.
 - 28% landed in Orlando/Sanford.
 - 3% landed elsewhere.
- ◆ 6% 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	77
Florida in general	15
Orlando	6
East coast of Florida in general	2
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 8.5.
- ◆ The average number of days spent in Daytona Beach was 6.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$212.
- ◆ 88% of the out of state visitors made advanced reservations, with the average time in advance being about 2 months.
- ◆ 29% of out of state visitors did not use a professional travel service.
 - 55% used an Internet travel service.
 - 10% used a travel agent.
 - 3% used an auto club.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	88
Less expensive	10
More expensive	2

- ◆ While in Daytona Beach, 45% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 4% 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:	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	98
The ideal vacation destination for a family	98
A family oriented area	85
Important for playing golf	11

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2019 %
Being within a day's travel was important	89
The beach would be more enjoyable without cars on it	45
Being near tourist attractions was important	12
Being able to drive on the beach was important	2

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	98
A good place to get some peace and quiet	79
Highly recommended by friends before I came	75

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	85
Generally prefer beach destinations	55
Have paid to park near the beach at other destinations	53
Really like to return to familiar places	40
Really stick to a budget when eating out	37
Prefer the more economical hotels/motels	37
Paid admission fees at other beach destinations	26
Usually play golf	14
Often travel with children	9

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

44%	No magazines	4%	Ladies Home Journal
27%	AAA Magazine	4%	People Magazine
19%	Golf magazines - various	4%	Time
18%	Sports Illustrated	3%	Better Homes & Garden
17%	Modern Maturity	3%	Good Housekeeping
14%	US News & World Report	3%	Readers Digest
12%	Car/Biker magazines - various	2%	Various fishing magazines
7%	Family Circle	Tr.	TV Guide
7%	National Geographic		
7%	Southern Living		
7%	Various others		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2019 %
Walking on the beach	87
Visiting family/friends in the area	41
Speedway	39
Ocean Walk	25
Business/meetings	19
Flea Market	15
Miniature golf	15
Played golf	15
One Daytona	12
Daytona Dog Races	11
Volusia Mall	11
St. Augustine	10
Driving on the beach	9
Kennedy Space Center	8
EPCOT	7
Museum	6
Magic Kingdom	5
Sea World	4
Universal Studios	4
Animal Kingdom	3
MGM Studios	3
Ponce Inlet Lighthouse	2

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

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2019 %
Professional/self employed	30
Retired	22
Mid-range white collar	20
Skilled labor	19
Refused	9
Clerical	0

- ◆ Out of state visitors were an average of 56 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	8
\$90,000 - \$100,000	2
\$80,000 - \$90,000	6
\$70,000 - \$80,000	12
\$60,000 - \$70,000	6
\$50,000 - \$60,000	21
\$40,000 - \$50,000	10
\$30,000 - \$40,000	0
\$20,000 - \$30,000	Trace
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2019 %
Caucasian	78
Hispanic	11
Black/African America	11
Asian/Pacific Islander	0
Native American	0

FLORIDA VISITORS

January, 2019 Daytona Beach Visitor Profile

- ◆ For 33% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 89% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 45% 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	67
Family/friends in the area	50
Beach	35
Rolex/Speedway	22
Weather	21
Business	19
Meeting/convention	19
Personal event/other	19
Timeshare deal	10
Golf	6
Competitive Tournaments	4
Fishing	1
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	75
Saw no ads	34
Brochures	17
Magazines	6
Newspapers	8
Television	8
Billboards	0

- ◆ 30% of the visitors from Florida asked for information before coming.
- ◆ 71% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 60% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 63% of the visitors from Florida used the Internet to make reservations.
- ◆ 67% 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.

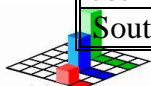


TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:	2019 %
Google	58
Trip Advisor	58
Expedia	39
Travelocity	29
None	14
Kayak	7
Priceline	7
Orbitz	6
Yahoo Travel	6
Hotels.com	5
Yapta	1
Cheap Flights	Tr.
Travel.com	0

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2019 %
Research hotels	83
Research flights and prices	81
Book hotels	67
Book airline flights	66
Find packages	19
Buy packages	9

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2019 %
Trip Advisor	67
Various hotel chains	61
Google	56
Expedia	37
Travelocity	35
Hotels.com	17
None	14
Orbitz	12
Priceline	9
Yahoo Travel	9
Kayak	6
Hotwire	4
Travel.com	0

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2019 %
Any/all out of their area	60
Delta	45
Jet Blue	9
Southwest	5



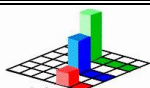
- ◆ 81% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 94% to talk about activities/vacations.
- ◆ 17% of the visitors from Florida use Twitter.
- ◆ 69% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2019 %
Summer	87
Winter	76
Fall	60
Spring	45

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	94
No usual destination	90
Caribbean/Cruise	48
Beaches in general	47
Other areas in the USA	41
Other areas outside the USA	22
N.E. in general (NY, NJ, New England, etc.)	17
S.E. in general (GA, SC, NC, etc.)	13
Mountains in general	12
CA/AZ	7
Hawaii	6
West in general (excluding CA/AZ)	6
Mexico	0

- ◆ 80% 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	60
Other areas inside the USA	51
Other areas outside the USA	21
California	12
Hawaii	9
Myrtle Beach	1
Mexico	0



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2019 %
Husband and wife	39
Friends	25
Self (single)	20
Family	9
Husband	4
Wife	3

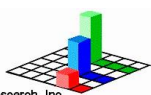
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	35
Self (single)	29
Friends	26
Family	10

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2019 %
Doesn't matter	85
Winter	29
Summer	26
Fall	5
Spring	5

- ◆ The average party size for visitors from Florida was 2.6.
- ◆ 7% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 10% of the visitors from Florida traveled with teenagers.
- ◆ 45% traveled with friends/relatives; 60% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 34% said government/company business, 40% said to meet a cruise, and 20% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

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 3.5.
- ◆ 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 \$187.
- ◆ 97% of visitors from Florida made advanced reservations, with the average time in advance being about 2 months.
- ◆ 34% of visitors from Florida did not use a professional travel service.
 - 50% used an Internet travel service.
 - 5% used a travel agent.
 - 5% used a timeshare.
 - 2% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	86
Less expensive	11
More expensive	3

- ◆ While in Daytona Beach, 40% 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.
- ◆ 9% 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	99
Clean and beautiful	99
Full of activities/things to do	96
A family oriented area	95
The ideal vacation destination for a family	95
Important for playing golf	7

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	58
Being able to drive on the beach was important	3
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	87
Highly recommended by friends before I came	71

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	90
Generally prefer beach destinations	65
Have paid to park near the beach at other destinations	60
Really like to return to familiar places	57
Really stick to a budget when eating out	55
Prefer the more economical hotels/motels	52
Usually play golf	25
Paid admission fees at other beach destinations	21
Often travel with children	12

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

50%	No magazines	5%	People Magazine
34%	Modern Maturity	5%	Time
29%	AAA Magazine	4%	Ladies Home Journal
15%	Southern Living	4%	National Geographic
13%	Golf magazines - various	3%	Better Homes & Garden
13%	Sports Illustrated	3%	Fishing magazines - various
11%	Various Others	3%	Good Housekeeping
10%	Car magazines - various		
8%	US News & World Report		
7%	Readers Digest		
5%	Family Circle		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2019 %
Walking on the beach	88
Visiting family/friends in the area	45
Speedway	29
Business/meetings	25
Flea Market	22
Miniature golf	21
Ocean Walk	16
Played golf	14
One Daytona	11
Museum	9
Ponce Lighthouse	7
Volusia Mall	6
Daytona Dog Races	5
Kennedy Space Center	2
Driving on the beach	1

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 48% of the visitors from Florida to complete the survey were female, 52% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2019 %
Retired	23
Mid-range white collar	24
Professional/self employed	23
Skilled labor	17
Refused	11
Clerical	2

- ◆ Visitors from Florida were an average of 53 years old.
- ◆ 81% of visitors from Florida were married, and 19% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	5
\$90,000 - \$100,000	3
\$80,000 - \$90,000	1
\$70,000 - \$80,000	17
\$60,000 - \$70,000	6
\$50,000 - \$60,000	10
\$40,000 - \$50,000	12
\$30,000 - \$40,000	5
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	41

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2019 %
Caucasian	75
Hispanic	12
Black/African America	12
Asian/Pacific Islander	1
Native American	0

JANUARY 2019 DAYTONA BEACH POINTS OF ORIGIN

28%	Florida	2%	Texas	Tr.	Louisiana
7%	Georgia	1%	California	Tr.	Maine
7%	New York	1%	Kentucky	Tr.	Maryland
6%	Ohio	1%	Massachusetts	Tr.	Missouri
5%	North Carolina	1%	Massachusetts	Tr.	Nevada
4%	Illinois	1%	Texas	Tr.	New Hampshire
3%	Michigan	Tr.	Alabama	Tr.	Oklahoma
3%	Pennsylvania	Tr.	Arizona	Tr.	Rhode Island
2%	Indiana	Tr.	Colorado	Tr.	Virginia
2%	New Jersey	Tr.	Connecticut	Tr.	Washington D.C.
2%	South Carolina	Tr.	Iowa	Tr.	West Virginia
2%	Tennessee	Tr.	Kansas	Tr.	Wisconsin

◆ TOTAL U.S.A. 80%

◆ CANADA (9% of the total)

5%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia		

◆ FOREIGN (9% of the total)

6%	U.K		
3%	Germany	Tr.	Italy
1%	France	Tr.	Netherlands
Tr.	Central Europe	Tr.	Norway
Tr.	China	Tr.	Russia
Tr.	Denmark	Tr.	Sweden

◆ FLORIDA VISITORS (by percent of Florida total)

29%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
13%	Miami, Fort Lauderdale, The Keys
12%	Jacksonville
9%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
4%	Gainesville
4%	Ft. Myers, Naples
3%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

