

# DAYTONA BEACH VISITOR PROFILE

*July 2019*



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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# OUT OF STATE VISITORS

## July, 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.
- ◆ 90% 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.
- ◆ 53% of the repeat out of state visitors have stayed in the same lodging before.

<b>REASONS FOR OUT OF STATE VISITORS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2019 %</b>
Beach	70
Weather	53
Speedway/Race	41
Been to Daytona Beach before	40
Family/friends in the area	38
Close to home	27
Meeting/convention	22
Personal event/other	16
Business	12
Golf	8
Time share deal	8
Close to major attractions	5
Fishing	3
Stopover/going elsewhere	2

<b>OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2019 %</b>
Internet	73
Brochures	36
Saw no ads	21
Magazines	16
Television	10
Newspapers	6
Billboards	0



- ◆ 59% of the out of state visitors asked for information before coming.
- ◆ 73% used the Internet to plan their trip to Daytona Beach.
- ◆ 67% used the Internet to choose a place to stay.
- ◆ 70% used the Internet to make reservations.
- ◆ 74% 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.

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:</b>	<b>2019 %</b>
Trip Advisor	56
Google	54
Expedia	41
Travelocity	29
Yahoo Travel	15
Orbitz	10
None	9
Kayak	9
Hotels.com	9
Priceline	5
Travel.com	5
Cheap Flights	0

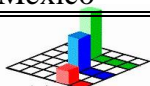
<b>OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:</b>	<b>2019 %</b>
Research flights and prices	80
Research hotels	77
Book airline flights	74
Book hotels	68
Find packages	16
Buy packages	9

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:</b>	<b>2019 %</b>
Various hotel chains	55
Trip Advisor	53
Google	47
Expedia	30
Hotels.com	22
Orbitz	14
Priceline	9
Trivago	9
Hotwire	7
Travelocity	6
Kayak	3
Travel.com	0
Yahoo Travel	0

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:</b>	<b>2019 %</b>
Any/all out of their area	62
Delta	29
American Airlines	16
Jet Blue	9
Southwest	4

- ◆ 73% of the out of state visitors are on Facebook
  - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 98% to talk about activities/vacations.
- ◆ 16% of the out of state visitors use Twitter.
- ◆ 15% of the out of state visitors use Instagram.
- ◆ 71% of the out of state visitors take more than one vacation per year.

<b>OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2019 %</b>
Florida in general	84
No usual destination	71
Caribbean/Cruise	44
Other areas in the USA	41
Beaches in general	32
S.E. in general (GA, SC, NC, etc.)	25
Other areas outside the USA	21
N.E. in general (NY, NJ, New England, etc.)	18
Mountains in general	17
West in general (excluding CA/AZ)	10
CA/AZ	6
Hawaii	6
Mexico	0



- ◆ 78% of the out of state visitors have taken another warm weather vacation in the past five years.

<b>OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2019 %</b>
Florida	89
Caribbean/Cruise	49
Other areas inside the USA	42
Hawaii	19
CA/AZ	10
Other Areas outside the USA	9
Myrtle Beach	8
Mexico	0

<b>THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:</b>	<b>2019 %</b>
Husband and wife	29
Friends	23
Husband	15
Self (single)	14
Family	13
Wife	6

<b>OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:</b>	<b>2019 %</b>
Family	41
Husband and wife	35
Friends	26
Self single)	8

<b>THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:</b>	<b>2019 %</b>
Doesn't matter	81
Summer	46
Winter	12
Spring	5
Fall	3

- ◆ 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.
- ◆ 14% of out of state visitors traveled with teenagers.
- ◆ 48% traveled with friends/relatives; 48% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 26% said government/company business, 19% said convention/trade show, and 38% said to meet a cruise.
- ◆ 44% of out of state visitors traveled by air, and 56% by auto.
- ◆ For those out of state visitors that traveled by air:
  - 78% landed in Daytona Beach.
  - 22% landed in Orlando.
- ◆ 3% of the out of state visitors that flew into Orlando said that it was inconvenient.

<b>THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:</b>	<b>2019 %</b>
Daytona Beach	92
Orlando	4
Florida in general	3
East coast of Florida in general	0
South Florida	0

- ◆ The average number of days out of state visitors spent away from home was 7.6.
- ◆ The average number of days spent in Daytona Beach was 5.8.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$210.
- ◆ 94% of the out of state visitors made advanced reservations, with the average time in advance being about 3 - 5 months.
- ◆ 65% of out of state visitors did not use a professional travel service.
  - 38% used an Internet travel service.
  - 11% used a travel agent.
  - 3% used an auto club.
  - 8% used a time share promo.

## Satisfaction with Daytona Beach

<b>OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:</b>	<b>2019 %</b>
About what I expected	95
Less expensive	5
More expensive	0

- ◆ While in Daytona Beach, 54% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 9% 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.

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Easy access to the beach from my hotel	100
A good value for the money spent	99
Full of activities/things to do	99
A family oriented area	98
The ideal vacation destination for a family	98
Clean and beautiful	97
Important for playing golf	6

<b>IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:</b>	<b>2019 %</b>
Being within a day's travel was important	87
The beach would be more enjoyable without cars on it	68
Being near tourist attractions was important	15
Being able to drive on the beach was important	2

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	97
A good place to get some peace and quiet	86
Highly recommended by friends before I came	79



<b>ON PLEASURE TRIPS OUT OF STATE VISITORS:</b>	<b>2019 %</b>
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	97
Generally prefer beach destinations	59
Really like to return to familiar places	54
Have paid to park near the beach at other destinations	53
Really stick to a budget when eating out	47
Prefer the more economical hotels/motels	37
Often travel with children	29
Paid admission fees at other beach destinations	25
Usually play golf	13

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

48%	No magazines	5%	Family Circle
39%	AAA Magazine	3%	Better Homes & Garden
22%	AARP	3%	Fishing Magazines
22%	Southern Living	3%	Good Housekeeping
15%	Sports Illustrated	3%	Ladies Home Journal
12%	Car magazines - various	3%	People Magazine
11%	Golf magazines - various	3%	Readers Digest
10%	US News & World Report	3%	Time
9%	Various others		
7%	National Geographic		

<b>ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:</b>	<b>2019 %</b>
Walking on the beach	88
Speedway	49
Visiting family/friends in the area	37
Business/meetings	25
Ocean Walk	20
Flea Market	15
One Daytona	15
Miniature golf	14
Volusia Mall	10
Ponce Inlet Lighthouse	9
Played golf	7
Animal Kingdom	4
EPCOT	4
Daytona Dog Races	3
Driving on the beach	3
Kennedy Space Center	3
Museum	3
Fishing	2
St. Augustine	2
Magic Kingdom	Tr.
Sea World	Tr.
Universal Studios	Tr.

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

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:</b>	<b>2019 %</b>
Mid-range white collar	28
Professional/self employed	26
Retired	22
Refused	11
Skilled labor	11
Clerical	0

- ◆ Out of state visitors were an average of 59 years old.
- ◆ 84% of out of state visitors were married, and 16% were single.

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2019 %</b>
Over \$100,000	5
\$90,000 - \$100,000	2
\$80,000 - \$90,000	7
\$70,000 - \$80,000	15
\$60,000 - \$70,000	6
\$50,000 - \$60,000	17
\$40,000 - \$50,000	15
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	33

<b>THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:</b>	<b>2019 %</b>
Caucasian	84
Black/African America	8
Hispanic	8
Asian/Pacific Islander	0
Native American	0



# FLORIDA VISITORS

## July, 2019 Daytona Beach Visitor Profile

- ◆ For 40% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 85% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 47% of the repeat visitors from Florida have stayed in the same lodging before.

<b>REASONS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2019 %</b>
Close to home	89
Beach	64
Been to Daytona Beach before	60
Family/friends in the area	41
Speedway	30
Weather	28
Meeting/convention	24
Business	20
Personal event/other	16
Golf	8
Timeshare deal	7
Fishing	3
Close to major attractions	0

<b>VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2019 %</b>
Internet	78
Brochures	31
Saw no ads	22
Magazines	10
Newspapers	9
Television	7
Billboards	0

- ◆ 50% of the visitors from Florida asked for information before coming.
- ◆ 73% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 69% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 59% of the visitors from Florida used the Internet to make reservations.
- ◆ 85% 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.



<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:</b>	<b>2019 %</b>
Google	60
Trip Advisor	52
Expedia	39
Travelocity	33
None	12
Orbitz	9
Yahoo Travel	9
Hotels.com	6
Kayak	4
Priceline	4
Cheap Flights	1
Travel.com	1

<b>VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:</b>	<b>2019 %</b>
Research flights and prices	85
Research hotels	82
Book airline flights	73
Book hotels	68
Find packages	11
Buy packages	9

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:</b>	<b>2019 %</b>
Trip Advisor	73
Various hotel chains	62
Google	49
Expedia	27
Travelocity	24
Orbitz	20
Hotels.com	15
Priceline	15
Kayak	8
Hotwire	7
Trivago	6
Travel.com	1

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:</b>	<b>2019 %</b>
Any/all out of their area	63
Delta	39
Southwest	13
Jet Blue	13

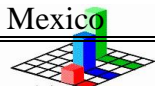
- ◆ 72% of the visitors from Florida are on Facebook
  - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 98% to talk about activities/vacations.
- ◆ 12% of the visitors from Florida use Twitter.
- ◆ 12% of the visitors from Florida use Instagram.
- ◆ 60% of the visitors from Florida take more than one vacation per year.

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:</b>	<b>2019 %</b>
Summer	90
Winter	78
Spring	42
Fall	42

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2019 %</b>
Florida in general	90
No usual destination	80
Beaches in general	47
Caribbean/Cruise	47
Other areas in the USA	27
N.E. in general (NY, NJ, New England, etc.)	21
Other areas outside the USA	19
S.E. in general (GA, SC, NC, etc.)	9
Hawaii	8
Mountains in general	6
CA/AZ	5
Mexico	0
West in general (excluding CA/AZ)	Tr.

- ◆ 61% of the visitors from Florida have taken another warm weather vacation in the past five years.

<b>VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2019 %</b>
Florida	100
Caribbean/Cruise	69
Other areas inside the USA	65
Other Areas outside the USA	19
California	14
Hawaii	9
Myrtle Beach	2
Mexico	0



<b>THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:</b>	<b>2019 %</b>
Husband and wife	34
Friends	21
Husband	16
Self (single)	15
Family	14
Wife	Tr.

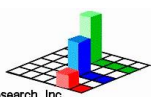
<b>VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:</b>	<b>2019 %</b>
Husband and wife	36
Family	23
Self single)	23
Friends	18

<b>THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:</b>	<b>2019 %</b>
Doesn't matter	75
Spring	12
Summer	11
Winter	8
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.
- ◆ 5% of the visitors from Florida traveled with teenagers.
- ◆ 51% traveled with friends/relatives; 59% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 24% said government/company business, 39% said to meet a cruise, and 25% said convention/trade show.
- ◆ 100% of the visitors from Florida traveled by auto.

<b>THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:</b>	<b>2019 %</b>
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 4.0.
- ◆ The average number of days spent in Daytona Beach was 3.9.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$175.
- ◆ 94% of visitors from Florida made advanced reservations, with the average time in advance being about 2 - 3 months.
- ◆ 25% of visitors from Florida did not use a professional travel service.
  - 3% used a travel agent.
  - 50% used an Internet travel service.
  - 4% used an auto club.



## Satisfaction with Daytona Beach

<b>VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:</b>	<b>2019 %</b>
About what I expected	94
Less expensive	4
More expensive	2

- ◆ While in Daytona Beach, 30% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 7% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 18% of the visitors from Florida paid the fee to park in the parking garage.

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Easy access to the beach from my hotel	100
A good value for the money spent	98
Full of activities/things to do	98
A family oriented area	96
Clean and beautiful	95
The ideal vacation destination for a family	94
Important for playing golf	9

<b>IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:</b>	<b>2019 %</b>
Being within a day's travel was important	90
The beach would be more enjoyable without cars on it	69
Being near tourist attractions was important	0
Being able to drive on the beach was important	0

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
So enjoyable I'll definitely return	98
Very welcoming to tourists and visitors	97
A good place to get some peace and quiet	89
Highly recommended by friends before I came	70



<b>ON PLEASURE TRIPS VISITORS FROM FLORIDA:</b>	<b>2019 %</b>
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	90
Really like to return to familiar places	62
Generally prefer beach destinations	61
Prefer the more economical hotels/motels	40
Really stick to a budget when eating out	40
Have paid to park near the beach at other destinations	39
Often travel with children	15
Usually play golf	14
Paid admission fees at other beach destinations	12

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

49%	No magazines	6%	Family Circle
33%	AAA Magazine	3%	People Magazine
29%	AARP	2%	Readers Digest
16%	Car Magazine	2%	Ladies Home Journal
14%	Southern Living	2%	Good Housekeeping
13%	Sports Illustrated	2%	Time
12%	Golf magazines - various	1%	Better Homes & Garden
11%	US News & World Report		
9%	National Geographic		
9%	Various Others		

<b>ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:</b>	<b>2019 %</b>
Walking on the beach	90
Speedway	42
Business/meetings	40
Visiting family/friends in the area	36
Miniature golf	19
Ocean Walk	19
Flea Market	15
One Daytona	11
Played golf	11
Museum	6
Ponce Inlet Lighthouse	6
Daytona Dog Races	3
Volusia Mall	3
Driving on the beach	2
Fishing	2
Kennedy Space Center	1

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 49% of the visitors from Florida to complete the survey were female, 51% were male.



<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:</b>	<b>2019 %</b>
Mid-range white collar	27
Professional/self employed	28
Retired	19
Refused	13
Skilled labor	11
Clerical	2

- ◆ Visitors from Florida were an average of 57 years old.
- ◆ 75% of visitors from Florida were married, and 25% were single.

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2019 %</b>
Over \$100,000	8
\$90,000 - \$100,000	0
\$80,000 - \$90,000	9
\$70,000 - \$80,000	18
\$60,000 - \$70,000	10
\$50,000 - \$60,000	9
\$40,000 - \$50,000	11
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

<b>THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:</b>	<b>2019 %</b>
Caucasian	89
Black/African America	6
Hispanic	5
Asian/Pacific Islander	0
Native American	0



# JULY 2019 DAYTONA BEACH POINTS OF ORIGIN

35%	Florida	1%	Alabama	Tr.	Maine
9%	Georgia	1%	California	Tr.	Maryland
7%	Ohio	1%	Connecticut	Tr.	Massachusetts
6%	New York	1%	Michigan	Tr.	Minnesota
4%	North Carolina	1%	New Jersey	Tr.	Mississippi
4%	Tennessee	1%	Virginia	Tr.	New Hampshire
3%	Illinois	Tr.	Arizona	Tr.	Oklahoma
2%	Indiana	Tr.	Arkansas	Tr.	Washington
2%	Kentucky	Tr.	Colorado	Tr.	West Virginia
2%	Pennsylvania	Tr.	Iowa	Tr.	Wisconsin
2%	South Carolina	Tr.	Kansas		
2%	Texas	Tr.	Louisiana		

## ◆ TOTAL U.S.A. 89%

## ◆ CANADA (6% of the total)

3%	Ontario	Tr.	British Columbia
2%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia

## ◆ FOREIGN (5% of the total)

2%	Germany	Tr.	Italy
2%	U.K	Tr.	Netherlands
Tr.	Central Europe	Tr.	Norway
Tr.	Denmark	Tr.	Russia
Tr.	France		

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

31%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
29%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Jacksonville
10%	Miami, Fort Lauderdale, The Keys
7%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
3%	Ft. Myers, Naples
1%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

