

DAYTONA BEACH VISITOR PROFILE

JUNE 2019



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

Table of Contents

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



OUT OF STATE VISITORS

JUNE, 2019 Daytona Beach Visitor Profile

- ◆ For 30% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 85% 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 % |
|--|---------------|
| Beach | 84 |
| Been to Daytona Beach before | 70 |
| Weather | 50 |
| Family/friends in the area | 44 |
| Close to home | 23 |
| Personal event/other | 22 |
| Business | 16 |
| Meeting/convention | 12 |
| Timeshare deal | 10 |
| Speedway | 9 |
| Stopover/going elsewhere | 7 |
| Close to major attractions | 6 |
| Fishing | 5 |
| Golf | 5 |

| OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON: | 2019 % |
|---|---------------|
| Internet | 75 |
| Saw no ads | 27 |
| Magazines | 23 |
| Brochures | 19 |
| Television | 6 |
| Newspapers | 3 |
| Billboards | 0 |

- ◆ 55% of the out of state visitors asked for information before coming.
- ◆ 81% used the Internet to plan their trip to Daytona Beach.
- ◆ 63% used the Internet to choose a place to stay.
- ◆ 58% used the Internet to make reservations.
- ◆ 80% 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 | 56 |
| Google | 49 |
| Expedia | 41 |
| Travelocity | 12 |
| Hotels.com | 12 |
| None | 12 |
| Kayak | 8 |
| Orbitz | 6 |
| Yahoo Travel | 6 |
| Priceline | 6 |
| Travel.com | 6 |
| Cheap Flights | 0 |

| OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR: | 2019 % |
|--|-------------------|
| Research hotels | 81 |
| Research flights and prices | 74 |
| Book airline flights | 72 |
| Book hotels | 45 |
| Find packages | 11 |
| Buy packages | 6 |

| TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS: | 2019 % |
|--|-------------------|
| Trip Advisor | 60 |
| Various hotel chains | 60 |
| Google | 52 |
| Travelocity | 25 |
| Hotels.com | 15 |
| Expedia | 14 |
| Hotwire | 6 |
| Orbitz | 6 |
| Trivago | 6 |
| Priceline | 5 |
| Travel.com | 5 |
| Yahoo Travel | 3 |
| Kayak | 1 |

| TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES: | 2019 % |
|--|-------------------|
| Any/all out of their area | 60 |
| Delta | 33 |
| American | 18 |
| Jet Blue | 7 |
| Southwest | 6 |

- ◆ 79% 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 96% to talk about activities/vacations.
- ◆ 10% of the out of state visitors use Twitter.
- ◆ 65% 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 | 92 |
| Spring | 60 |
| Winter | 58 |
| Fall | 19 |

| OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN: | 2019 % |
|---|---------------|
| Florida in general | 76 |
| No usual destination | 60 |
| Other areas in the USA | 44 |
| Caribbean/cruise | 40 |
| Other areas outside the USA | 26 |
| Beaches in general | 25 |
| N.E. in general (NY, NJ, New England, etc.) | 20 |
| S.E. in general (GA, SC, NC, etc.) | 20 |
| Mountains in general | 19 |
| CA/AZ | 8 |
| Hawaii | 8 |
| West in general (excluding CA/AZ) | 6 |
| Mexico | 1 |

- ◆ 82% 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 | 86 |
| Other areas inside the USA | 70 |
| Caribbean/cruise | 45 |
| Other Areas outside the USA | 24 |
| Hawaii | 17 |
| CA/AZ | 12 |
| Mexico | 1 |
| Myrtle Beach | 1 |

| THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY: | 2019 % |
|---|---------------|
| Husband and wife | 58 |
| Friends | 17 |
| Family | 15 |
| Self (single) | 4 |
| Wife | 4 |
| Husband | 2 |

| OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR: | 2019 % |
|---|---------------|
| Family | 42 |
| Husband and wife | 36 |
| Friends | 14 |
| Self (single) | 10 |

| THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN: | 2019 % |
|---|---------------|
| Doesn't matter | 71 |
| Summer | 70 |
| Winter | 10 |
| Spring | 9 |
| Fall | 6 |

- ◆ The average party size for out of state visitors was 3.4.
- ◆ 15% of out of state visitors traveled with children age 12 and younger.
- ◆ 17% of out of state visitors traveled with teenagers.
- ◆ 41% traveled with friends/relatives; 42% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 26% said government/company business, 20% said convention/trade show, and 32% said to meet a cruise.
- ◆ 29% of out of state visitors traveled by air and 71% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 75% landed in Daytona Beach.
 - 25% landed in Orlando/Sanford.
- ◆ 0% 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 | 86 |
| South Florida | 5 |
| East coast of Florida in general | 5 |
| Florida in general | 2 |
| Orlando | 2 |

- ◆ The average number of days out of state visitors spent away from home was 6.7.
- ◆ The average number of days spent in Daytona Beach was 5.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$181.
- ◆ 88% of the out of state visitors made advanced reservations, with the average time in advance being between one to two months.
- ◆ 62% of out of state visitors did not use a professional travel service.
 - 49% used an Internet travel service.
 - 4% used a travel agent.
 - 7% used an auto club.

Satisfaction with Daytona Beach

| OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE: | 2019 % |
|---|-------------------|
| About what I expected | 91 |
| More expensive | 5 |
| Less expensive | 4 |

- ◆ While in Daytona Beach, 39% 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.
- ◆ 11% of the out of state visitors paid the fee to park in a 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 |
| A family oriented area | 98 |
| Clean and beautiful | 98 |
| The ideal vacation destination for a family | 98 |
| Full of activities/things to do | 97 |
| Important for playing golf | 10 |

| IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID: | 2019 % |
|--|-------------------|
| Being within a day's travel was important | 87 |
| The beach would be more enjoyable without cars on it | 73 |
| Being near tourist attractions was important | 12 |
| Being able to drive on the beach was important | 3 |

| OUT OF STATE VISITORS 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 | 79 |
| Highly recommended by friends before I came | 68 |

| ON PLEASURE TRIPS OUT OF STATE VISITORS: | 2019 % |
|---|---------------|
| Look for escape, relaxation, change of scenery, educational aspects | 98 |
| Often travel with friends or meet them at my destination | 75 |
| Generally prefer beach destinations | 63 |
| Have paid to park near the beach at other destinations | 53 |
| Really like to return to familiar places | 44 |
| Prefer the more economical hotels/motels | 32 |
| Often travel with children | 30 |
| Paid admission fees at other beach destinations | 29 |
| Really stick to a budget when eating out | 20 |
| Usually play golf | 12 |

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

| | |
|------------------------------|--------------------------|
| 65% No magazines | 4% People Magazine |
| 30% AAA Magazine | 4% Time |
| 21% AARP Magazine | 4% Various others |
| 12% Golf magazines - various | 3% Ladies Home Journal |
| 12% Southern Living | 2% Better Homes & Garden |
| 12% Sports Illustrated | Tr. Good Housekeeping |
| 9% Family Circle | |
| 9% US News & World Report | |
| 8% National Geographic | |
| 5% Readers Digest | |

| ACTIVITIES DONE BY OUT OF STATE VISITORS WERE: | 2019 % |
|---|---------------|
| Walking on the beach | 90 |
| Visiting family/friends in the area | 41 |
| Speedway | 23 |
| Miniature golf | 21 |
| Ocean Walk | 20 |
| Business/meetings | 17 |
| Flea Market | 16 |
| Played golf | 12 |
| Ponce Inlet Lighthouse | 9 |
| St. Augustine | 9 |
| Daytona Dog Races | 7 |
| EPCOT | 7 |
| Kennedy Space Center | 7 |
| Magic Kingdom | 7 |
| Universal Studios | 6 |
| Animal Kingdom | 5 |
| Fishing | 5 |
| MGM Studios | 4 |
| Museum | 4 |
| Sea World | 4 |
| Volusia Mall | 4 |
| Driving on the beach | 2 |

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

| OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS: | 2019 % |
|---|-------------------|
| Mid-range white collar | 31 |
| Professional/self employed | 28 |
| Retired | 19 |
| Skilled labor | 12 |
| Refused | 7 |
| Clerical | 3 |

- ◆ Out of state visitors were an average of 50 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: | 2019 % |
|---|-------------------|
| Over \$100,000 | 8 |
| \$90,000 - \$100,000 | 2 |
| \$80,000 - \$90,000 | 2 |
| \$70,000 - \$80,000 | 14 |
| \$60,000 - \$70,000 | 14 |
| \$50,000 - \$60,000 | 12 |
| \$40,000 - \$50,000 | 10 |
| \$30,000 - \$40,000 | 0 |
| \$20,000 - \$30,000 | 0 |
| \$10,000 - \$20,000 | 0 |
| Under \$10,000 | 0 |
| Refused | 36 |

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

FLORIDA VISITORS

JUNE, 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.
- ◆ 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.
- ◆ 43% of the repeat visitors from Florida have stayed in the same lodging before.

| REASONS TO CHOOSE DAYTONA BEACH WERE: | 2019 % |
|--|---------------|
| Close to home | 90 |
| Been to Daytona Beach before | 65 |
| Beach | 63 |
| Family/friends in the area | 50 |
| Weather | 30 |
| Personal event/other | 23 |
| Meeting/convention | 17 |
| Timeshare deal | 16 |
| Business | 15 |
| Speedway | 13 |
| Golf | 11 |
| Sporting Tournaments – various | 9 |
| Fishing | 4 |
| Close to major attractions | 0 |

| VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON: | 2019 % |
|---|---------------|
| Internet | 66 |
| Saw no ads | 35 |
| Brochures | 22 |
| Magazines | 12 |
| Newspapers | 8 |
| Television | 7 |
| Billboards | 0 |

- ◆ 28% of the visitors from Florida asked for information before coming.
- ◆ 64% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 67% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 50% of the visitors from Florida used the Internet to make reservations.
- ◆ 86% 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 | 58 |
| Google | 57 |
| Expedia | 37 |
| Travelocity | 25 |
| None | 10 |
| Kayak | 4 |
| Orbitz | 4 |
| Yahoo Travel | 4 |
| Priceline | 2 |
| YAPTA | 2 |
| Cheap Flights | 0 |

| VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR: | 2019 % |
|--|---------------|
| Research flights and prices | 81 |
| Research hotels | 80 |
| Book airline flights | 73 |
| Book hotels | 60 |
| Find packages | 12 |
| Buy packages | 4 |

| TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS: | 2019 % |
|--|---------------|
| Various hotel chains | 63 |
| Trip Advisor | 62 |
| Google | 42 |
| Expedia | 37 |
| Travelocity | 17 |
| Orbitz | 11 |
| Hotels.com | 10 |
| Priceline | 6 |
| Hotwire | 4 |
| Yahoo Travel | 4 |
| Kayak | 2 |
| Travel.com | 2 |

| TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES: | 2019 % |
|--|---------------|
| Delta | 45 |
| Any/all out of their area | 43 |
| American | 17 |
| Jet Blue | 9 |

- ◆ 76% 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.
- ◆ 13% of the visitors from Florida use Twitter.
- ◆ 65% 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 | 96 |
| Winter | 70 |
| Spring | 50 |
| Fall | 37 |

| VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN: | 2019 % |
|---|---------------|
| Florida in general | 95 |
| No usual destination | 85 |
| Beaches in general (excl. LA & AZ) | 47 |
| Caribbean/cruise | 47 |
| Other areas in the USA | 28 |
| Other areas outside the USA | 18 |
| S.E. in general (GA, SC, NC, etc.) | 18 |
| N.E. in general (NY, NJ, New England, etc.) | 17 |
| Mountains in general | 10 |
| Hawaii | 6 |
| CA/AZ | 4 |
| Mexico | 0 |

- ◆ 85% 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 | 66 |
| Other areas outside the USA | 13 |
| California | 12 |
| Hawaii | 7 |
| Myrtle Beach | 2 |
| Mexico | 0 |



| THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY: | 2019 % |
|---|---------------|
| Husband and wife | 53 |
| Family | 22 |
| Self (single) | 10 |
| Friends | 10 |
| Wife | 4 |
| Husband | 1 |

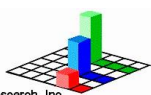
| VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR: | 2019 % |
|---|---------------|
| Husband and wife | 50 |
| Family | 26 |
| Self (single) | 13 |
| Friends | 11 |

| THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN: | 2019 % |
|---|---------------|
| Doesn't matter | 85 |
| Summer | 54 |
| Spring | 12 |
| Winter | 7 |
| Fall | 4 |

- ◆ The average party size for visitors from Florida was 2.8.
- ◆ 10% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 12% of the visitors from Florida traveled with teenagers.
- ◆ 51% traveled with friends/relatives; 61% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 25% said government/company business, 50% said to meet a cruise, and 19% 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 3.1.
- ◆ The average number of days spent in Daytona Beach was 3.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$170.
- ◆ 79% of visitors from Florida made advanced reservations, with the average time in advance being about one and a half months.
- ◆ 49% of visitors from Florida did not use a professional travel service.
 - 38% used an Internet travel service.
 - 0% used a travel agent.
 - 7% used an auto club.



Satisfaction with Daytona Beach

| VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE: | 2019 % |
|---|-------------------|
| About what I expected | 96 |
| Less expensive | 2 |
| More expensive | 2 |

- ◆ While in Daytona Beach 42% 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.
- ◆ 11% 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 | 98 |
| Full of activities/things to do | 97 |
| A family oriented area | 94 |
| The ideal vacation destination for a family | 94 |
| Important for playing golf | 12 |

| 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 | 75 |
| 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: | 2019 % |
|---|-------------------|
| Very welcoming to tourists and visitors | 100 |
| So enjoyable I'll definitely return | 99 |
| A good place to get some peace and quiet | 94 |
| Highly recommended by friends before I came | 68 |

| 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 | 97 |
| Generally prefer beach destinations | 58 |
| Have paid to park near the beach at other destinations | 52 |
| Really like to return to familiar places | 40 |
| Prefer the more economical hotels/motels | 37 |
| Really stick to a budget when eating out | 25 |
| Usually play golf | 20 |
| Often travel with children | 20 |
| Paid admission fees at other beach destinations | 17 |

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

| | | | |
|-----|--------------------------|----|-----------------------|
| 60% | No magazines | 6% | Readers Digest |
| 31% | AAA Magazine | 5% | Family Circle |
| 26% | AARP Magazine | 4% | People Magazine |
| 17% | Southern Living | 3% | Ladies Home Journal |
| 11% | Golf magazines - various | 3% | Time |
| 10% | Various Others | 2% | Better Homes & Garden |
| 9% | US News & World Report | 1% | Good Housekeeping |
| 8% | National Geographic | | |
| 8% | Sports Illustrated | | |

| ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE: | 2019 % |
|---|-------------------|
| Walking on the beach | 99 |
| Visiting family/friends in the area | 41 |
| Miniature golf | 21 |
| Flea Market | 20 |
| Ocean Walk | 17 |
| Business/meetings | 16 |
| Played golf | 14 |
| Speedway | 14 |
| Ponce Lighthouse | 11 |
| One Daytona | 9 |
| Daytona Dog Races | 6 |
| Kennedy Space Center | 4 |
| Museum | 4 |
| St. Augustine | 4 |
| Fishing | 3 |
| Volusia Mall | 2 |
| Driving on the beach | 1 |

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

| OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS: | 2019 % |
|---|---------------|
| Mid-range white collar | 27 |
| Professional/self employed | 25 |
| Retired | 20 |
| Refused | 10 |
| Skilled labor | 12 |
| Clerical | 6 |

- ◆ Visitors from Florida were an average of 57 years old.
- ◆ 77% of visitors from Florida were married, and 23% were single.

| VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS: | 2019 % |
|---|---------------|
| Over \$100,000 | 3 |
| \$90,000 - \$100,000 | 5 |
| \$80,000 - \$90,000 | 5 |
| \$70,000 - \$80,000 | 15 |
| \$60,000 - \$70,000 | 10 |
| \$50,000 - \$60,000 | 12 |
| \$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 | 39 |

| THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS: | 2019 % |
|--|---------------|
| Caucasian | 79 |
| Black/African America | 12 |
| Hispanic | 9 |
| Asian/Pacific Islander | 0 |
| Native American | 0 |

JUNE 2019 DAYTONA BEACH POINTS OF ORIGIN

| | | | | | |
|-----|----------------|-----|---------------|-----|---------------|
| 35% | Florida | 1% | Alabama | Tr. | Missouri |
| 9% | Georgia | 1% | California | Tr. | Nebraska |
| 6% | Ohio | 1% | Connecticut | Tr. | New Hampshire |
| 5% | New York | Tr. | Arizona | Tr. | New Mexico |
| 5% | North Carolina | Tr. | Arkansas | Tr. | Oklahoma |
| 4% | Illinois | Tr. | Colorado | Tr. | Oregon |
| 3% | Indiana | Tr. | D.C. | Tr. | Vermont |
| 3% | South Carolina | Tr. | Iowa | Tr. | Virginia |
| 3% | Tennessee | Tr. | Kansas | Tr. | Washington |
| 2% | Kentucky | Tr. | Louisiana | Tr. | West Virginia |
| 2% | Michigan | Tr. | Maryland | Tr. | Wisconsin |
| 2% | New Jersey | Tr. | Massachusetts | | |
| 2% | Pennsylvania | Tr. | Minnesota | | |
| 2% | Texas | Tr. | Mississippi | | |

◆ TOTAL U.S.A. 86%

◆ CANADA (8% of the total)

| | | | |
|-----|---------|-----|------------------|
| 4% | Ontario | Tr. | British Columbia |
| 3% | Quebec | Tr. | Newfoundland |
| Tr. | Alberta | Tr. | Nova Scotia |

◆ FOREIGN (5% of the total)

| | | | |
|-----|----------------|-----|-------------|
| 3% | U.K. | Tr. | Netherlands |
| 2% | Germany | Tr. | Norway |
| Tr. | Belgium | Tr. | Russia |
| Tr. | Central Europe | Tr. | Switzerland |
| Tr. | France | | |

◆ FLORIDA VISITORS (by percent of Florida total)

| | |
|-----|---|
| 31% | Orlando, Daytona Beach, Melbourne, Leesburg, Ocala |
| 27% | Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven |
| 12% | Miami, Fort Lauderdale, The Keys |
| 9% | Jacksonville |
| 9% | West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton |
| 6% | Gainesville |
| 4% | Ft. Myers, Naples |
| 2% | Tallahassee |
| Tr. | Panama City |
| Tr. | Pensacola, Ft. Walton Beach |

