

DAYTONA BEACH VISITOR PROFILE

January 2017



Prepared for The Halifax Area Advertising Authority

By:



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OUT OF STATE VISITORS

January, 2017 Daytona Beach Visitor Profile

- ◆ For 38% 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.
- ◆ 59% 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 %
Beach	63
Been to Daytona Beach before	62
Weather	55
Family/friends in the area	41
Rolex/Speedway	24
Business	19
Personal event/other	17
Close to home	13
Meeting/convention	13
Golf	12
Stopover/going elsewhere	12
Timeshare deal	11
Close to major attractions	8
Fishing	0

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	66
Saw no ads	33
Brochures	28
Magazines	19
Newspapers	8
Television	6
Billboards	0



- ◆ 52% of the out of state visitors asked for information before coming.
- ◆ 70% used the Internet to plan their trip to Daytona Beach.
- ◆ 63% used the Internet to choose a place to stay.
- ◆ 60% used the Internet to make reservations.
- ◆ 69% 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 %
Trip Advisor	59
Google	56
Expedia	47
Travelocity	41
Yahoo Travel	24
None	12
Orbitz	11
Hotels.com	9
Kayak	9
Priceline	8
Cheap Flights	6
Yapta	2
Travel.com	1

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	79
Research flights and prices	71
Book hotels	66
Book airline flights	64
Find packages	34
Buy packages	20

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2017 %
Trip Advisor	60
Various hotel chains	50
Expedia	46
Google	44
Travelocity	36
Hotels.com	22
Orbitz	19
Priceline	14
Hotwire	10
Yahoo Travel	5
Kayak	2
Travel.com	Tr.

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2017 %
Any/all out of their area	52
Delta	36
American	13
Jet Blue	6
Southwest	5

- ◆ 73% 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.
- ◆ 19% of the out of state visitors use Twitter.
- ◆ 67% 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	89
Winter	86
Fall	57
Spring	43

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	78
No usual destination	56
Other areas in the USA	40
Beaches in general	34
Caribbean	32
N.E. in general (NY, NJ, New England, etc.)	22
Mountains in general	20
Other areas outside the USA	14
S.E. in general (GA, SC, NC, etc.)	11
West in general (excluding CA/AZ)	10
CA/AZ	9
Hawaii	5
Mexico	1

- ◆ 89% 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	92
Other areas inside the USA	59
Caribbean	36
CA/AZ	21
Other Areas outside the USA	14
Hawaii	12
Myrtle Beach	2
Mexico	Tr.

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2017 %
Husband and wife	56
Friends	19
Family	10
Self (single)	9
Wife	4
Husband	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	59
Friends	18
Family	14
Self (single)	9

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2017 %
Doesn't matter	72
Winter	41
Summer	40
Spring	6
Fall	1

- ◆ The average party size for out of state visitors was 2.9.
- ◆ 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; 43% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 29% said government/company business, 22% said convention/trade show, and 32% said to meet a cruise.
- ◆ 35% of out of state visitors traveled by air, and 65% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 58% landed in Daytona Beach.
 - 40% landed in Orlando/Sanford.
 - 2% landed elsewhere.
- ◆ 4% 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	73
Florida in general	11
Orlando	9
East coast of Florida in general	2
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 8.8.
- ◆ The average number of days spent in Daytona Beach was 6.3.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$150.
- ◆ 93% 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.
 - 62% used an Internet travel service.
 - 5% used a travel agent.
 - 2% used an auto club.
 - Tr. used AAA Club.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	90
Less expensive	8
More expensive	2

- ◆ While in Daytona Beach, 52% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 1% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 6% 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	93
Important for playing golf	15

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2017 %
Being within a day's travel was important	91
The beach would be more enjoyable without cars on it	49
Being near tourist attractions was important	19
Being able to drive on the beach was important	1

OUT OF STATE VISITORS 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	85
Highly recommended by friends before I came	71

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	83
Generally prefer beach destinations	63
Prefer the more economical hotels/motels	49
Really like to return to familiar places	49
Have paid to park near the beach at other destinations	48
Really stick to a budget when eating out	46
Usually play golf	26
Paid admission fees at other beach destinations	23
Often travel with children	16

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

44%	No magazines	6%	National Geographic
26%	Modern Maturity	5%	Time
24%	AAA Magazine	4%	Better Homes & Garden
12%	Golf magazines - various	4%	Good Housekeeping
12%	Southern Living	4%	Ladies Home Journal
10%	Sports Illustrated	4%	Various others
9%	Car/Biker magazines - various	Tr.	TV Guide
9%	People Magazine	Tr.	Various fishing magazines
8%	US News & World Report		
7%	Family Circle		
7%	Readers Digest		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2017 %
Walking on the beach	89
Visiting family/friends in the area	40
Speedway	29
Business/meetings	22
Ocean Walk	19
Played golf	16
Flea Market	15
Volusia Mall	14
Miniature golf	13
EPCOT	11
St. Augustine	10
Museum	9
MGM Studios	7
Daytona Dog Races	6
Animal Kingdom	5
Kennedy Space Center	5
Driving on the beach	4
Magic Kingdom	4
Ponce Inlet Lighthouse	2
Universal Studios	2
Sea World	1

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 53% of the out of state visitors to complete the survey were male, 47% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2017 %
Retired	29
Professional/self employed	22
Mid-range white collar	18
Skilled labor	17
Refused	12
Clerical	1

- ◆ Out of state visitors were an average of 55 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:	2017 %
Over \$100,000	5
\$90,000 - \$100,000	0
\$80,000 - \$90,000	1
\$70,000 - \$80,000	12
\$60,000 - \$70,000	4
\$50,000 - \$60,000	17
\$40,000 - \$50,000	13
\$30,000 - \$40,000	1
\$20,000 - \$30,000	Trace
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	48

Mean Income: \$70,600

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2017 %
Caucasian	72
Hispanic	12
Black/African America	11
Asian/Pacific Islander	5
Native American	0

FLORIDA VISITORS

January, 2017 Daytona Beach Visitor Profile

- ◆ For 36% 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.
- ◆ 51% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2017 %
Close to home	99
Been to Daytona Beach before	66
Family/friends in the area	45
Beach	29
Meeting/convention	23
Rolex/Speedway	22
Weather	20
Personal event/other	19
Business	18
Timeshare deal	8
Golf	3
Competitive Tournaments	2
Close to major attractions	1
Fishing	Tr.

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	72
Saw no ads	33
Brochures	23
Magazines	11
Newspapers	9
Television	5
Billboards	0

- ◆ 34% of the visitors from Florida asked for information before coming.
- ◆ 66% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 61% 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.
- ◆ 64% 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	61
Trip Advisor	58
Expedia	45
Travelocity	43
None	14
Kayak	12
Priceline	12
Yahoo Travel	11
Orbitz	10
Hotels.com	9
Travel.com	2
Cheap Flights	1
Yapta	1

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	79
Research flights and prices	78
Book hotels	61
Book airline flights	59
Find packages	26
Buy packages	10

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2017 %
Trip Advisor	61
Google	56
Various hotel chains	45
Travelocity	44
Expedia	42
Hotels.com	25
Orbitz	17
Priceline	14
Yahoo Travel	12
None	11
Kayak	10
Hotwire	8
Travel.com	3

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2017 %
Any/all out of their area	55
Delta	42
Jet Blue	3
Southwest	Tr.



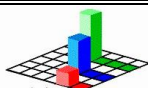
- ◆ 75% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 94% to talk about activities/vacations.
- ◆ 26% of the visitors from Florida use Twitter.
- ◆ 65% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2017 %
Summer	94
Winter	81
Fall	64
Spring	52

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	99
No usual destination	88
Beaches in general	55
Caribbean	39
Other areas in the USA	37
N.E. in general (NY, NJ, New England, etc.)	20
Other areas outside the USA	17
Mountains in general	16
S.E. in general (GA, SC, NC, etc.)	12
CA/AZ	6
West in general (excluding CA/AZ)	4
Hawaii	2
Mexico	Tr.

- ◆ 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:	2017 %
Florida	100
Caribbean	58
Other areas inside the USA	53
Other areas outside the USA	17
California	14
Hawaii	7
Mexico	3
Myrtle Beach	1



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2017 %
Husband and wife	47
Self (single)	21
Friends	19
Family	7
Wife	4
Husband	2

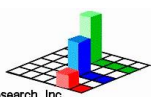
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	44
Self (single)	21
Friends	20
Family	15

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2017 %
Doesn't matter	80
Summer	31
Winter	20
Spring	6
Fall	5

- ◆ The average party size for visitors from Florida was 2.8.
- ◆ 9% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 8% of the visitors from Florida traveled with teenagers.
- ◆ 45% traveled with friends/relatives; 59% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 35% said government/company business, 29% said to meet a cruise, and 40% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

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 3.5.
- ◆ 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 \$150.
- ◆ 98% of visitors from Florida made advanced reservations, with the average time in advance being about 2 months.
- ◆ 30% of visitors from Florida did not use a professional travel service.
 - 62% used an Internet travel service.
 - 5% used a travel agent.
 - 2% used a timeshare.
 - Tr. used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	84
Less expensive	14
More expensive	2

- ◆ While in Daytona Beach, 49% 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.
- ◆ 5% 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 family oriented area	99
A good value for the money spent	99
Clean and beautiful	99
The ideal vacation destination for a family	97
Full of activities/things to do	95
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	61
Being able to drive on the beach was important	1
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	94
Highly recommended by friends before I came	67

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	98
Generally prefer beach destinations	77
Really stick to a budget when eating out	65
Really like to return to familiar places	61
Prefer the more economical hotels/motels	56
Have paid to park near the beach at other destinations	47
Usually play golf	36
Often travel with children	18
Paid admission fees at other beach destinations	14

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

50%	No magazines	4%	National Geographic
30%	Modern Maturity	4%	Time
22%	AAA Magazine	4%	US News & World Report
15%	Southern Living	4%	Various Others
12%	Readers Digest	3%	Better Homes & Garden
11%	Golf magazines - various	3%	Good Housekeeping
9%	Family Circle	1%	Fishing magazines - various
9%	People Magazine	Tr.	TV Guide
8%	Sports Illustrated		
7%	Car magazines - various		
4%	Ladies Home Journal		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2017 %
Walking on the beach	85
Visiting family/friends in the area	41
Business/meetings	28
Speedway	27
Miniature golf	16
Flea Market	12
Ocean Walk	12
Played golf	11
Volusia Mall	9
Museum	7
Ponce Lighthouse	4
Driving on the beach	2
Daytona Dog Races	1
Kennedy Space Center	Tr.

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

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2017 %
Retired	31
Mid-range white collar	23
Professional/self employed	21
Skilled labor	14
Refused	8
Clerical	1

- ◆ Visitors from Florida were an average of 54 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:	2017 %
Over \$100,000	4
\$90,000 - \$100,000	1
\$80,000 - \$90,000	0
\$70,000 - \$80,000	14
\$60,000 - \$70,000	3
\$50,000 - \$60,000	16
\$40,000 - \$50,000	12
\$30,000 - \$40,000	7
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	46

Mean Income: \$65,000

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2017 %
Caucasian	73
Hispanic	14
Black/African America	9
Asian/Pacific Islander	4
Native American	0

JANUARY 2017 DAYTONA BEACH POINTS OF ORIGIN

29%	Florida	2%	Texas	Tr.	Kansas
7%	Georgia	1%	California	Tr.	Louisiana
7%	New York	1%	Kentucky	Tr.	Maine
6%	Ohio	1%	Massachusetts	Tr.	Maryland
5%	North Carolina	1%	Massachusetts	Tr.	Missouri
4%	Illinois	1%	Texas	Tr.	Nevada
3%	Michigan	1%	Virginia	Tr.	New Hampshire
3%	Pennsylvania	Tr.	Alabama	Tr.	Oklahoma
2%	Indiana	Tr.	Arizona	Tr.	Rhode Island
2%	New Jersey	Tr.	Colorado	Tr.	Washington D.C.
2%	South Carolina	Tr.	Connecticut	Tr.	West Virginia
2%	Tennessee	Tr.	Iowa	Tr.	Wisconsin

◆ **TOTAL U.S.A. 82%**

◆ **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)**

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
12%	Miami, Fort Lauderdale, The Keys
11%	Jacksonville
11%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
5%	Gainesville
4%	Ft. Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

