Quarterly Visitor Profile

January – February - March 2023

Prepared for Halifax Area Advertising Authority
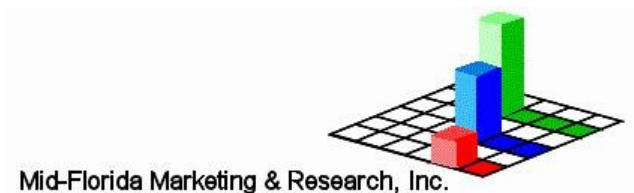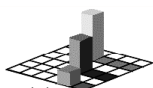
By:

Mid-Florida Marketing & Research, Inc.

Table of Contents

Mid-Florida Marketing & Research, Inc.

Out of State Visitors

For 49% of out of state visitors, this was their first visit to Daytona Beach; of the repeat visitors, 46% had made more than one visit during the past five years.

Nearly a third had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	2023 % Said	2022 % Said
Close to home	68	71
Beach	65	74
Weather	63	60
Been to Daytona Beach before	49	46
Family & Friends in area	40	38
Speedway Events	34	21
Bike Week	19	11
Business/Work	17	14
Meeting/Convention	9	3
Close to Attractions	9	7
Golf	9	12
Food	4	4
Time Share Deal/Offer	3	11
Cultural Event/Offering	3	2
Fishing	Tr.	Tr.

Visitors recall ads for the area in:

Medium	% Recall 2023	% Recall 2022
Google Search	64	61
Social Media	35	27
Online	27	39
YouTube	23	11

Media Engagement & Frequency of Use When Planning a Vacation (vs. 2022)

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	39 (18)	53 (72)	8 (7)	0 (1)
Destination Website	59 (76)	37 (22)	3 (1)	1 (3)
Social Media (Facebook, Instagram, etc.)	31 (17)	33 (30)	29 (29)	7 (24)
Videos Showing The Destination	17 (12)	9 (15)	59 (70)	15 (3)
Destination Visitors' Guide	19 (11)	25 (26)	39 (53)	17 (1)
Magazines	25 (11)	19 (69)	40 (73)	16 (7)
Blogs/Online Content	17 (11)	15 (8)	59 (71)	9 (0)

Specific Social Media Recall (aided)[1]:

Network	% Recall
Facebook	74
Instagram	49
TikTok	35
Reddit	13
Pinterest	9
SnapChat	2

85% said they used the Internet in planning their visit to Daytona Beach.

67% said they used the Internet in choosing a place to stay in Daytona Beach

84% said they used the Internet for other purposes in planning their vacation:

Purpose	% Used
Discover area activities & attractions	79
Finding general area information	74
Research events	68
Lodging Information	59
Research Dining Options	18
Travel directions/maps	14
Flight information/reservations	12
Car rental information/reservations	7

Travel Websites used by out of state visitors:

Travel Website	% Used
Trip Advisor	63
Expedia	37
Travelocity	23
Yahoo Travel	9
Cheap flights	0

83% had made their destination choice when they used those websites for research:

---

[1] New question

Visitors (generally) use travel websites to:

Purpose	% Used
Research flights and flight prices	83
Book airline tickets	74
Research hotels	73
Book hotels	49
Research AirBnB, etc.	12
Find packages	6
Buy packages	6

Out of state visitors Airlines used:

Airline	% Used
Any out of my area	81
Delta	78
Southwest	34
American	29
United	15
Jet Blue	11

78% use a mobile device to research, plan or book travel.

58% use social media

Social Media used:

Medium	% Use
Facebook	83
Instagram	58
TikTok	21
Twitter	11
Pinterest	8

Social Media use for travel/vacation ideas:

Medium	% Use 2023	% Use 2022
Facebook	62	51
Instagram	41	30
TikTok	20	14
Twitter	9	14
Pinterest	Tr.	7

83% of out of state visitors take more than one vacation a year.

They visit: (respondents gave more than one answer)

Destination	% Visit
No usual destination	85
Caribbean Cruises	61
Gulf/West Coast of Florida	51
East Coast of Florida	50
Beaches in General	48
Florida in general	39
Southeast (GA, SC, NC, etc.)	37
Northeast (NY, NJ, New England, etc.)	23
Other areas outside US	19
Europe/Med	18
Mountains in general	11
Hawaii	9
CA/AZ	8
West (except CA,AZ)	7
Hawaii	6
Canada	Tr.
Mexico	0
Other areas in US	0

83% have taken a warm weather destination vacation in the past five years.

Destination	% Visited
Florida	66
Caribbean Cruise	57
Other US	41
Europe/Mediterranean	22
Other outside US	17
Hawaii	10
California	9
Mexico	7

41% came to Daytona Beach for a special event

Travel Party:

Companion	%
Friends	44
Spouse/Partner	38
Children	13
Extended Family	5

The vacation was for:

Traveler	%
Couple	37
Friends	31
Self	20
Children	12

Average party size for visitors from outside Florida was 2.9

Average number of adults (over 18) was 2.5

6% traveled with teenagers

3% traveled with children younger than 12

Other reasons visitors from out of state travel:

Purpose	% Said
To meet a cruise ship	51
Special events	39
Government/corporate business	21
Meeting/convention	19
Sports Participation	18
Family Reunion	7

21% of out of state visitors arrived by plane

91% landed in Daytona Beach; of the others, 11% said landing elsewhere was inconvenient.

For 94% Daytona Beach was the primary destination for the trip.

Out of state visitors chose their destinations an average of 8-9 weeks in advance.

They were away from home an average of 6.5 nights

They were in Daytona Beach an average of 6.2 nights

Their immediate party spent $380 per night in Daytona Beach, without accommodation.

94% had advance reservations for accommodation.

Accommodation reservations were made an average of 53 days in advance.

39% used an online travel site to help plan their trip

94% did not use any type of travel agent

While in the Daytona Beach area visitors from outside of Florida:

78% found it as expected
11% found it less expensive
11% found it more expensive

23% took advantage of a room with some type of cooking facility

18% paid to drive/park on the beach

29% paid to park in a beachside parking garage

59%   agree the beach was clean and beautiful

95%   agree there were plenty of activities/things to do

91%   agree Daytona Beach is the ideal vacation destination for a family

94%   agree Daytona Beach is a good value for the money spent

84%   agree the beach was easy to access from their hotel

9%   agree playing golf was important to their vacation in Daytona Beach

79%   agree Daytona Beach is a family oriented community

12%   agree being near tourist attractions was important

100% agree being within a day's trip from home was important

14%   agree being able to drive on the beach was important

81%   agree Daytona Beach was highly recommended by friends before they arrived
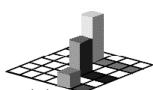
97%   agree Daytona Beach was very welcoming to visitors and tourists

74%   agree Daytona Beach is a good place to get some peace and quiet

79%   agree Daytona Beach was so enjoyable they will definitely return

7%   agree on pleasure trips they usually play golf

41%   agree they generally prefer beach destinations

19%   agree on pleasure trips they usually stick to a budget when eating out

22%   agree they have paid to park near the beach at other destinations

39%   agree they have paid access fees on other beach vacations

42%   agree on pleasure trips they like to return to familiar places

26%   agree they often travel with children

86%   agree they often travel with friends or meet them at their destination

94%   agree on pleasure trips they look for escape, relaxation and change of scenery

On pleasure trips out of Florida visitors like to book: (respondents gave more than one response)

Property Type	% Favor
Branded Hotels	89
Oceanfront hotels	71
Resort style hotels	69
Economical hotels/motels	13
Timeshare/Timeshare exchanges	15
Vacation homes/AirBnB, etc.	12
Condominiums	3

On the most recent trip visitors from outside Florida:

Activity	% Participated
Beach	95
Daytona International Speedway	67
Special Events Activities	61
Tanger Outlets	58
Visiting Family/Friends	52
One Daytona	41
Ocean Walk	39
Flea Market	37
Miniature Golf	24
Beach Street	23
St. Augustine	22
Boardwalk/Pier	19
Ocean Center	18
Ponce Inlet Lighthouse	15
Water activities (kayak, paddle board, etc.)	14
Sea World	10
Volusia Mall	9
Played Golf	9
Kennedy Space Center	9
Daytona Lagoon	9
Daytona Beach Racing/Card Club	8
Business Meetings	7
Art & Cultural Places	7
Disney World	6
Universal Studios	6

53% of respondents were female

Occupations of Visitors from Out of State:

Occupation	%
Professional/Self Employed	29
Skilled labor	26
Mid-Range white collar	25
Retired	12
Military	8

Average age was 53

78% were married
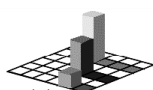
Average Household Income Ranges:

Income Range	%
$35,000-49,000	9
$50,000-74,999	25
$75,000-99,999	37
Above $100,000	19
Refused	10

Median household income was $89,000

Ethnicity:

Ethnic Group	%
Caucasian	78
African-American	12
Hispanic	10

\

In State Visitors

For 47% of Florida visitors, this was their first visit to Daytona Beach; of the repeat visitors, 65% had made more than one visit during the past five years.

And, 61% had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	5 Said 2023	% Said 2022
Close to Home	92	90
Beach	80	76
Family/friends in area	56	51
Weather	59	68
Been to Daytona Beach before	53	48
Speedway Events	41	28
Bike Week	22	22
Golf	10	11
Timeshare deal/offer	7	15
Business	9	9
Cultural Event	4	7
Food	4	Tr.
Meeting/Convention	Tr.	Tr.
Fishing	Tr.	Tr.

Visitors recall ads for the area in:

Medium	% Recall 2023	% Recall 2022
Google Search	59	42
Social Media	37	29
Online	25	29
YouTube	14	7

Media engagement and frequency of use when planning a vacation:

Medium	% Always	% Frequently	% Seldom	% Never
Destination Website	58 (69)	30 (25)	9 (6)	3 (0)
Search Engine (Google, etc.)	43 (29)	41 (59)	13 (11)	3 (1)
Social Media (Facebook, Instagram, etc.)	27 (15)	39 (24)	22 (29)	12 (32)
Videos Showing The Destination	19 (11)	22 (Tr)	17 (9)	42 (89)
Destination Visitors' Guide	9 (10)	20 (22)	26 (35)	45 (33)
Magazines	24 (17)	22 (16)	51 (36)	3 (31)
Blogs/Online Content	13 (9)	19 (12)	35 (55)	33 (24)

Mid-Florida Marketing & Research, Inc.

Specific Social Media Recall (aided)[2]:

Network	% Recall
Facebook	97
Instagram	43
TikTok	19
Pinterest	10
Reddit	7
SnapChat	5

63% used the Internet to plan their trip to Daytona Beach

51% used the Internet to choose a place to stay in Daytona Beach

57% used the Internet for other purposes regarding their trip to Daytona Beach (Respondents gave more than one answer)

Purpose	% Used
To discover activities and attractions of the ara	73
Finding general information about the area	69
Research events	68
Lodging information/reservations	54
Traveling directions and maps	19
To research dining options	17

Travel websites used by Florida visitors:

Travel Website	% Used
Trip advisor	69
Expedia	40
Travelocity	15
Kayak	11
Yahoo Travel	Tr.

83% had made their destination choice when they used the websites for research

---

[2] New question

Florida visitors (generally) use Travel Websites for:

Purpose	% Use
Research flights and flight prices	81
Book airline tickets	69
Research hotels	59
Book hotels	41
Research Timeshare Options	23
Find packages	9
Research AirBnB, etc.	8
Buy Packages	Tr.

Airlines used by Florida visitors (for other trips):

Airline	% Use
Any & all out of my area	81
Delta	71
Southwest	34
American	29
Spirit	19
Allegiant	17
Jet Blue	11
United	9

52% use a mobile device to research, plan or book travel

59% use Social Media

Social Media use:

Medium	% Use
Facebook	82
Instagram	49
Twitter	22
Tik Tok	12
Pinterest	Tr.
Snapchat	Tr.

Social Media Used for Vacation Ideas

Medium	% Use
Facebook	59
Instagram	41
TikTok	19
Twitter	16
Pinterest	9
Snapchat	Tr.

82% of Florida visitors take more than one vacation a year.

They visit (respondents gave more than one answer):

Destination	% Visit
Florida in general	84
No usual destination	74
Caribbean/Cruises	69
Beaches in general	58
East Coast of Florida	49
Gulf/West Coast of Florida	39
Southeast in general (GA, NC, SC, etc.)	30
Northeast in general (NY, NJ, New England, etc.)	30
Mountains in general	27
Europe/Mediterranean	24
CA/AZ	11
West in general (w/o CA/AZ)	9
Hawaii	9
Canada	5
Mexico	2

57% of the Florida visitors have taken a vacation in another warm weather destination in the past 5 years.

They chose:

Destination	% Chose
Florida	79%
Caribbean/Cruises	59
Other in the USA	43
Europe/Med	29
Other outside the USA	16
California	11
Hawaii	9
Mexico	Tr.

48% of Florida visitors report coming to Daytona Beach for Special events.

Travel party:

Companion	%
Friends	47
Spouse/partner	36
Family/Children	11
Extended Family	6

Vacation was for:

Traveler	%
Couple	35
Friends	28
Family	19
Self	18

Average party size was 3.2

Average number of adults over 18 was 3

5% traveled with teenagers

4% traveled with children

Other reasons Florida visitors travel:

Purpose	% Said
To meet a cruise ship	63
Special Event	48
Family reunion	19
Government/company business	17
Sports	15
Convention/Trade show	9

100% of Florida visitors arrived by auto.

100% of Florida visitors said their main destination for this trip was Daytona Beach.

Average advance time for choosing the destination was 5-7 weeks.

Florida visitors spent an average of 5 nights away from home and an average of 5 nights in Daytona Beach.

Their immediate party spent an average of $370 per night in Daytona Beach (without accommodation).

91% of the Florida visitors made advance accommodation reservations.

They booked an average of 29 days in advance.

21% used an online travel site to plan this trip

75% didn't use any professional help to plan this trip.

While in Daytona Beach Florida visitors:

73% found it about what I expected.

6% found it less expensive than expected.

21% found it more expensive than expected.

34% took advantage of a room with some sort of cooking facility.

18% paid to drive/park on the beach.

31% paid to park in a beachside parking garage.

78% agree the beach was clean and beautiful.

91% agree there were plenty of activities/things to do.

82% agree the area is the ideal vacation destination for a family.

86% agree the area is good value for money spent.

85% agree the beach was easy to access from their hotel.

9% agree playing golf was important during this visit to Daytona Beach.

87% agree Daytona Beach is a family oriented community.

tr% agree being near attractions was important.

100% agree Daytona Beach being within a days drive was important.

16% agree being able to drive on the beach was important.

83% agree Daytona Beach was highly recommended by friends before coming.

100% said Daytona Beach was very welcoming to visitors and tourists.

59% agreed Daytona Beach is a good place to get peace and quiet.

80% agreed Daytona Beach was so enjoyable they will definitely return.

9% agreed they usually play golf on pleasure trips.

19% agreed they usually stick to a budget when eating out.

49% agreed they generally prefer beach destinations.

45% agree they have paid to park near the beach in other destinations.

59% agree they like to return to familiar destinations.

9% agree they often travel with children on pleasure trips.

89% agree they often travel with friends or meet them at the destination.

96% agree on pleasure trips they look for escape, relaxation, change of scenery.

On pleasure trips Florida visitors like to book: (respondents gave more than one response):

Property Type	% Favor
Oceanfront hotels	89
Branded hotels	81
Resort style hotels	43
Timeshare/Timeshare Exchange	17
Economic hotels/motels	9
Vacation homes/AirBnB, etc.	8
Condos.	5

While in Daytona Beach visitors from Florida:

Activity	% Participated
Beach	90
Daytona International Speedway	51
Visiting Friends & relatives living in the area	49
Tanger outlets	49
Special Events/Activities	47
One Daytona	38
Flea Market	36
Beach St.	33
Ocean Walk	25
Boardwalk/Pier	19
St. Augustine	19
Ponce Inlet Lighthouse	15
Miniature Golf	14
Water activities	10
Played Golf	9
Daytona Lagoon	8
Volusia Mall	5
Arts/Culture Places	5

49% or the respondents were female.

Occupation	%
Mid-range white collar	39
Professional/self employed	27
Skilled labor	11
Retired	12
Semi-skilled labor	11

Average age was 47

78% were married

Average Household Income Ranges:

Income Range	%
$35,000-49,000	Tr.
$50,000-74,999	39
$75,000-99,999	35
$100,000 +	21
Refused	4

Median household income for Florida residents was $81,000

Ethnic Group	%
Caucasian	81
African-American	10
Hispanic	9

72% of all respondents stayed in Daytona Beach hotels.

17% of all respondents stayed in Daytona Beach Shores hotels.

11% of all respondents stayed in Ormond Beach hotels.

Net promoter score:
Out of State Residents 74 (81-7)
Florida Residents   76 (82-6)

Origin Markets

50%   Florida
 9%   Georgia
 4%   Ohio
 4%   North Carolina
 4%   Michigan
 3%   Illinois
 3%   New York
 2%   Indiana
 2%   Massachusetts
 2%   Pennsylvania
 2%   Texas
 2%   New Jersey

United States 94%

 3%   Ottawa
 1%   Quebec

Europe 2% various

Florida Visitors (by percent of Florida total)

34%   Orlando (Daytona Beach, Melbourne, Leesburg, Ocala, Villages)
23%   Tampa/St. Petersburg (Clearwater, Sarasota, Lakeland, Winter Haven)
19%   Miami, Fort Lauderdale, The Keys
 9%   Jacksonville
 8%   West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
 2%   Gainesville
 2%   Tallahassee
 2%   Ft. Myers/Naples
Tr.   Panama City
Tr.   Pensacola, Ft. Walton Beach