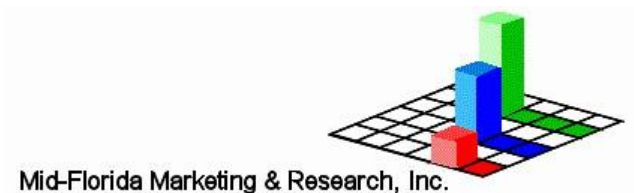


# Quarterly Visitor Profile

*January – February - March 2022*

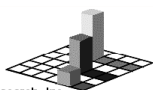
Prepared for Halifax Area Advertising Authority

By:



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# Out of State Visitors

For 54% of out of state visitors, this was their first visit to Daytona Beach; of the repeat visitors, 39% had made more than one visit during the past five years.

About a fifth had stayed in the same hotel.

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

Reason for Choice	% Said
Beach	74
Close to home	71
Weather	60
Been to Daytona Beach before	46
Family & Friends in area	38
Speedway Events	21
Business	14
Golf	12
Time Share Deal/Offer	11
Bikeweek	11
Close to Attractions	7
Food	4
Meeting/Convention	3
Cultural Event/Offering	2
Fishing	Tr.

Visitors recall ads for the area in:

Medium	% Recall
Google Search	61
Online	39
Social Media	27
YouTube	11

Media Engagement & Frequency of Use When Planning a Vacation

Medium	% Always	% Frequently	% Seldom	% Never
Destination Website	76	22	1	3
Search Engine (Google, etc.)	18	72	7	3
Social Media (Facebook, Instagram, etc.)	17	30	29	24
Videos Showing The Destination	12	15	70	3
Destination Visitors' Guide	11	26	53	10
Magazines	11	9	73	7
Blogs/Online Content	11	8	71	10
Videos Showing The Destination	12	15	70	3

89% said they used the Internet in planning their visit to Daytona Beach.

68% said they used the Internet in choosing a place to stay in Daytona Beach

87% said they used the Internet for other purposes in planning their vacation:

<b>Purpose</b>	<b>% Used</b>
Finding general area information	87
Discover area activities & attractions	76
Research events	60
Lodging Information	57
Travel directions/maps	21
Research Dining Options	19
Flight information/reservations	17
Car rental information/reservations	8

Travel Websites used by out of state visitors:

<b>Travel Website</b>	<b>% Used</b>
Trip Advisor	68
Expedia	31
Travelocity	19
Yahoo Travel	15
Kayak	11
Cheap flights	0

74% had made their destination choice when they used those websites for research:

Visitors (generally) use travel websites to:

<b>Purpose</b>	<b>% Used</b>
Research flights and flight prices	81
Research hotels	74
Book Airline Tickets	68
Book hotels	59
Research AirBnB, etc.	14
Find packages	11
Buy packages	9

Out of state visitors Airlines used:

<b>Airline</b>	<b>% Used</b>
Any out of my area	62
Delta	59
American	35
Southwest	24
United	9
Jet Blue	8

63% use a mobile device to research, plan or book travel.

29% use social media

Social Media used:

<b>Medium</b>	<b>% Use</b>
Facebook	89
Instagram	47
Twitter	19
Pinterest	16
TikTok	9
Snapchat	0

Social Media use for travel/vacation ideas:

<b>Medium</b>	<b>% Use</b>
Facebook	41
Instagram	19
Twitter	14
TikTok	11
Pinterest	6
Snapchat	0

86% of out of state visitors take more than one vacation a year.

They visit: (respondents gave more than one answer)

<b>Destination</b>	<b>% Visit</b>
No usual destination	81
Caribbean Cruises	58
Beaches in General	53
Florida in general	48
Southeast (GA, SC, NC, etc.)	31
Gulf/West Coast of Florida	29
Other areas outside US	25
East coast of Florida	20
Northeast (NY, NJ, New England, etc.)	20
Europe/Med	13
CA/AZ	11
Mountains in general	8
Hawaii	8
Canada	6
Mexico	6
West (except CA, AZ)	4
Other areas in US	3

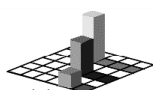
82% have taken a warm weather destination vacation in the past five years.

<b>Destination</b>	<b>% Visited</b>
Florida	61
Caribbean Cruise	49
Other US	29
Europe/Mediterranean	14
Other outside US	13
Mexico	12
California	11
Hawaii	9

31% came to Daytona Beach for a special event

Travel Party:

<b>Companion</b>	<b>%</b>
Friends	41
Spouse/Partner	39
Children	11
Extended Family	9



The vacation was for:

<b>Traveler</b>	<b>%</b>
Couple	46
Friends	24
Self	22
Children	11

Average party size for visitors from outside Florida was 2.3

Average number of adults (over 18) was 2

6% traveled with teenagers

5% traveled with children younger than 12

Other reasons visitors from out of state travel:

<b>Purpose</b>	<b>% Said</b>
To meet a cruise ship	49
Special events	33
Government/corporate business	28
Meeting/convention	23
Sports Participation	14
Family Reunion	11

19% of out of state visitors arrived by plane

88% landed in Daytona Beach; of the others, 6% said landing elsewhere was inconvenient.

For 93% Daytona Beach was the primary destination for the trip.

Out of state visitors chose their destinations an average of 5-6 weeks in advance.

They were away from home an average of 6.8 nights

They were in Daytona Beach an average of 5.2 nights

Their immediate party spent \$285 per night in Daytona Beach, without accommodation.

90% had advance reservations for accommodation.

Accommodation reservations were made an average of 23 days in advance.

41% used an online travel site to help plan their trip

89% did not use any type of travel agent

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

68% found it as expected

9% found it less expensive

23% found it more expensive

24% took advantage of a room with some type of cooking facility

21% paid to drive/park on the beach

23% paid to park in a beachside parking garage

93% agree the beach was clean and beautiful

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

82% agree Daytona Beach is the ideal vacation destination for a family

81% agree Daytona Beach is a good value for the money spent

100% agree the beach was easy to access from their hotel

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

80% agree Daytona Beach is a family oriented community

15% agree being near tourist attractions was important

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

13% agree being able to drive on the beach was important

72% agree Daytona Beach was highly recommended by friends before they arrived

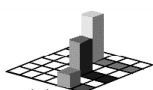
94% agree Daytona Beach was very welcoming to visitors and tourists

68% agree Daytona Beach is a good place to get some peace and quiet

77% agree Daytona Beach was so enjoyable they will definitely return

8% agree on pleasure trips they usually play golf

39% agree they generally prefer beach destinations





- 20% agree on pleasure trips they usually stick to a budget when eating out
- 40% agree on pleasure trips they generally prefer beach destinations
- 22% agree they have paid to park near the beach at other destinations
- 31% agree they have paid access fees on other beach vacations
- 45% agree on pleasure trips they like to return to familiar places
- 18% agree they often travel with children
- 85% agree they often travel with friends or meet them at their destination
- 92% 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)

<b>Property Type</b>	<b>% Favor</b>
Branded Hotels	88
Oceanfront hotels	68
Resort style hotels	64
Economical hotels/motels	12
Timeshare/Timeshare exchanges	11
Vacation homes/AirBnB, etc.	8
Condominiums	tr

On the most recent trip visitors from outside Florida:

<b>Activity</b>	<b>% Participated</b>
Beach	95
Daytona International Speedway	67
Tanger Outlets	59
Visiting Family/Friends	57
Special Events' Activities	42
One Daytona	39
Ocean Walk	33
Flea Market	31
Boardwalk/Pier	29
Miniature Golf	22
Beach Street	19
St. Augustine	17
Ocean Center	14
Ponce Inlet Lighthouse	12
Water activities (kayak, paddle board, etc.)	11
Business Meetings	11
Volusia Mall	9
Played Golf	9
Kennedy Space Center	9
Played golf	9
Daytona Lagoon	8
Daytona Beach Racing/Card Club	7
Sea World	7
Art & Cultural Places	7
Disney World	6
Universal Studios	3

51% of respondents were female

Occupations of Visitors from Out of State:

<b>Occupation</b>	<b>%</b>
Mid-Range white collar	24
Skilled labor	22
Professional/Self Employed	20
Semi-skilled labor	15
Retired	12
Military	6
Clerical	Tr.

Average age was 54

76% were married

Average Household Income Ranges:

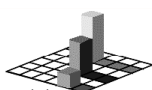
<b>Income Range</b>	<b>%</b>
\$35,000-49,000	19
\$50,000-74,999	21
\$75,000-99,999	31
Above \$100,000	15
Refused	14

Median household income was \$81,000

Ethnicity:

<b>Ethnic Group</b>	<b>%</b>
Caucasian	80
African-American	11
Hispanic	9

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## In State Visitors

For 52% of Florida visitors, this was their first visit to Daytona Beach; of the repeat visitors, 57% had made more than one visit during the past five years.

And, 42% had stayed in the same hotel.

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

Reason for Choice	% Said
Close to Home	90
Beach	76
Weather	68
Family/friends in area	51
Been to Daytona Beach before	48
Speedway Events	28
Bike Week	22
Timeshare deal/offer	15
Golf	11
Business	9
Cultural Event	7
Food	tr
Meeting/Convention	tr
Fishing	tr

Visitors recall ads for the area in:

Medium	% Recall
Google Search	42
Online	29
Social Media	16
YouTube	7

Media engagement and frequency of use when planning a vacation:

Medium	% Always	% Frequently	% Seldom	% Never
Destination Website	69	25	6	0
Search Engine (Google, etc.)	29	59	11	1
Magazines	17	16	36	31
Social Media (Facebook, Instagram, etc.)	15	24	29	32
Videos Showing The Destination	11	Tr	9	89
Destination Visitors' Guide	10	22	35	33
Blogs/Online Content	9	12	55	24

77% used the Internet to plan their trip to Daytona Beach

46% 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)

<b>Purpose</b>	<b>% Used</b>
To discover activities and attractions of the area	68
Finding general information about the area	63
Research events	61
Lodging information/reservations	57
Traveling directions and maps	27
To research dining options	12

Travel websites used by Florida visitors:

<b>Travel Website</b>	<b>% Used</b>
Trip advisor	58
Expedia	39
Travelocity	22
Kayak	17
Yahoo Travel	5

76% had made their destination choice when they used the websites for research

Florida visitors (generally) use Travel Websites for:

<b>Purpose</b>	<b>% Use</b>
Research flights and flight prices	79
Research hotels	68
Book airline tickets	64
Book hotels	49
Research Timeshare Options	19
Find packages	15
Research AirBnB, etc.	11
Buy Packages	6

Airlines used by Florida visitors (for other trips):

<b>Airline</b>	<b>% Use</b>
Any & all out of my area	76
Delta	68
Southwest	35
American	22
Spirit	21
Allegiant	19
Jet Blue	6
United	5

47% use a mobile device to research, plan or book travel

37% use Social Media

Social Media use:

<b>Medium</b>	<b>% Use</b>
Facebook	74
Instagram	39
Twitter	19
Tik Tok	8
Pinterest	2
Snapchat	tr

Social Media Used for Vacation Ideas

<b>Medium</b>	<b>% Use</b>
Facebook	54
Instagram	33
Twitter	12
Tik Tok	10
Pinterest	7
Snapchat	tr

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

They visit (respondents gave more than one answer):

<b>Destination</b>	<b>% Visit</b>
No usual destination	78
Florida in general	76
Caribbean/Cruises	59
Beaches in general	55
Southeast in general (GA, NC, SC, etc.)	37
Gulf/West Coast of Florida	36
Northeast in general (NY, NJ, New England, etc.)	29
Mountains in general	29
East Coast of Florida	27
Europe/Mediterranean	16
CA/AZ	10
West in general (w/o CA/AZ)	9
Canada	7
Mexico	7
Hawaii	4

69% of the Florida visitors have taken a vacation in another warm weather destination in the past 5 years.

They chose:

<b>Destination</b>	<b>% Chose</b>
Florida	85%
Caribbean/Cruises	67
Other outside the USA	19
Other in the US	17
Europe/Med	17
California	6
Hawaii	6
Mexico	4

50% of Florida visitors report coming to Daytona Beach for Special events.

Travel party:

<b>Companion</b>	<b>%</b>
Spouse/partner	49
Friends	32
Extended Family	11
Family/Children	8

Vacation was for:

<b>Traveler</b>	<b>%</b>
Couple	35
Friends	28
Family	19
Self	18

Average party size was 3.5

Average number of adults over 18 was 2.9

4% traveled with teenagers

4% traveled with children

Other reasons Florida visitors travel:

<b>Purpose</b>	<b>% Said</b>
To meet a cruise ship	59
Special Event	49
Family reunion	19
Government/company business	18
Sports	9
Convention/Trade show	7



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 3-4 weeks.

Florida visitors spent an average of 6 nights away from home and an average of 6 nights in Daytona Beach.

Their immediate party spent an average of \$276 per night in Daytona Beach (without accommodation).

89% of the Florida visitors made advance accommodation reservations.

They booked an average of 16 days in advance.

24% used an online travel site to plan this trip

81% didn't use any professional help to plan this trip.

While in Daytona Beach Florida visitors:

69% found it about what I expected.

None found it less expensive than expected.

31% found it more expensive than expected.

29% took advantage of a room with some sort of cooking facility.

23% paid to drive/park on the beach.

28% paid to park in a beachside parking garage.

96% agree the beach was clean and beautiful.

92% agree there were plenty of activities/things to do.

80% agree the area is the ideal vacation destination for a family.

89% agree the area is good value for money spent.

100% agree the beach was easy to access from their hotel.

11% agree playing golf was important during this visit to Daytona Beach.

83% agree Daytona Beach is a family oriented community.

tr% agree being near attractions was important.

90% agree Daytona Beach being within a days drive was important.

10% agree being able to drive on the beach was important.

77% agree Daytona Beach was highly recommended by friends before coming.

97% said Daytona Beach was very welcoming to visitors and tourists.  
 70% agreed Daytona Beach is a good place to get peace and quiet.  
 83% agreed Daytona Beach was so enjoyable they will definitely return.  
 10% agreed they usually play golf on pleasure trips.  
 17% agreed they usually stick to a budget when eating out.  
 56% agreed they generally prefer beach destinations.  
 37% agree they have paid to park near the beach in other destinations.  
 68% agree they like to return to familiar destinations.  
 12% agree they often travel with children on pleasure trips.  
 86% 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):

<b>Property Type</b>	<b>% Favor</b>
Oceanfront hotels	87
Branded hotels	76
Resort style hotels	49
Timeshare/Timeshare Exchange	19
Economic hotels/motels	12
Vacation homes/AirBnB, etc.	8
Condos.	3

While in Daytona Beach visitors from Florida:

<b>Activity</b>	<b>% Participated</b>
Beach	94
Daytona International Speedway	57
Tanger outlets	51
Visiting Friends & relatives living in the area	48
One Daytona	41
Special Events Activities	39
Flea Market	36
Ocean Walk	27
Beach St	25
Boardwalk/Pier	25
Ponce Inlet Lighthouse	19
St. Augustine	18
Miniature Golf	18
Water activities	11
Played Golf	9
Volusia Mall	6
Arts/Culture Places	6
Daytona Lagoon	4

47% of the respondents were female.

<b>Occupation</b>	<b>%</b>
Mid-range white collar	26
Semi-skilled labor	21
Skilled labor	19
Professional/self employed	18
Retired	11
Clerical	3

Average age was 49

75% were married

Average Household Income Ranges:

<b>Income Range</b>	<b>%</b>
\$35,000-49,000	8
\$50,000-74,999	41
\$75,000-99,999	29
\$100,000 +	14
Refused	8

Median household income for Florida residents was \$74,000

<b>Ethnic Group</b>	<b>%</b>
Caucasian	83
African-American	9
Hispanic	8

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.

## Origin Markets

50%	Florida
8%	Georgia
4%	Ohio
4%	North Carolina
4%	Illinois
4%	Michigan
3%	New York
3%	Indiana
2%	Massachusetts
2%	Pennsylvania
2%	Texas
2%	New Jersey

### United States 96%

1%	Quebec
1%	Ottawa

### 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)
17%	Miami, Fort Lauderdale, The Keys
9%	Jacksonville
9%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
3%	Gainesville
2%	Tallahassee
2%	Ft. Myers/Naples
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach