

Quarterly Visitor Profile

July – August – September 2023

Prepared for Halifax Area Advertising Authority

By:

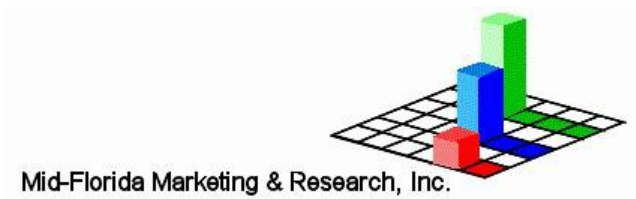
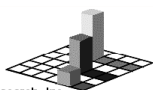


Table of Contents

Out of State Visitors
In State Visitors
Origin Markets



Out of State Visitors

For 51% of out of state visitors, this was their first visit to Daytona Beach; 49% of the repeat visitors had made more than one visit during the past five years.

And, 29% had stayed in the same hotel.

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

Reason for Choice	% Said 2023	% Said 2022
Close to home	80	84
Beach	69	73
Weather	59	60
Been to DB Before	49	51
Holiday & Weekend(s) Events	41	24
Family/Friends in area	30	41
Cultural Event/Performance	12	13
Close proximity to attractions	10	12
Golf	7	12
Timeshare deal/offer	6	12
Fishing	3	6

Visitors recall ads for the area in:

Medium	% Said 2023	% Said 2022
Google Search	61	64
Online	45	43
Social Media	20	23
You Tube	14	11

Media Engagement & Frequency of Use When Planning a Vacation 2023 (2022)

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	23 (19)	71 (75)	4 (6)	2 (0)
Destination Website	73 (71)	21 (19)	5 (7)	Tr (3)
Destination Visitors' Guide	15 (17)	31 (38)	30 (33)	24 (12)
Social Media (Facebook, Instagram, etc.)	16 (16)	37 (25)	20 (32)	27 (27)
Magazines	14 (9)	19 (16)	67 (74)	0 (Tr)
Blogs/Online Content	13 (8)	9 (5)	68 (70)	10 (17)
Videos Showing The Destination	21 (14)	12 (10)	58 (67)	9 (9)

82% said they used the Internet in planning their visit to Daytona Beach.

75% said they used the Internet in choosing a place to stay in Daytona Beach

66% said they used the Internet for other purposes in planning their vacation:

Purpose	% Used 2023	% Used 2022
Lodging Information	79	75
Finding general area information	75	78
Discover area activities & attractions	72	68
Research events	64	60
Research dining options	19	21
Travel directions/maps	17	19
Flight information/reservations	15	19
Car rental information/reservations	7	8

Travel Websites generally used by out of state visitors:

Travel Website	% Used 2023	% Used 2022
Trip Advisor	64	63
Travelocity	37	39
Expedia	31	27
Kayak	9	10
Yahoo Travel	7	9
Cheap flights	0	2
Google Hotel	0	0

73% had (already) made their destination choice when they used those websites for research:

Out of state visitors generally use travel websites to:

Purpose	% Used 2023	% Used 2022
Research hotels	71	74
Book airline tickets	68	70
Book hotels	41	44
Research flights and flight prices	38	27
Research AirBnB, etc.	21	19
Find packages	11	12
Buy packages	6	8

Out of state visitors Airlines used:

Airline	% Used 2023	% Used 2022
Any out of my area	83	81
Delta	60	61
American	40	39
Southwest	29	31
Jet Blue	14	16
United	13	9
Allegiant	9	8
Spirit	4	5

53% use a mobile device to research, plan or book travel.

81% use social media

Social Media used:

Medium	% Use 2023	% Use 2022
Facebook	84	83
Instagram	63	65
Twitter	17	19
Pinterest	6	7
Snapchat	Tr	4

Social Media use for travel/vacation ideas:

Medium	% Use 2023	% Use 2022
Facebook	35	33
Instagram	27	25
Twitter	16	14
Pinterest	8	2
Snapchat		Tr

71% of out of state visitors take more than one vacation a year.

They visit: (respondents gave more than one answer)

Destination	% Visit 2023	% Visit 2022
No usual destination	70	71
Florida in general	69	68
Beaches in general	50	53
Caribbean Cruises	41	37
East coast of Florida	24	25
Gulf/West Coast of Florida	24	16
Southeast (GA, SC, NC, etc.)	19	22
Northeast (NY, NJ, New England, etc.)	19	18
Europe/Med	14	9
Mountains in general	10	11
Other areas outside US	10	10
West (except CA, AZ)	7	5
CA/AZ	6	4
Hawaii	3	Tr
Mexico	3	Tr
Other areas in US	1	Tr
Canada	Tr	2

68% have taken a warm weather destination vacation in the past five years.

Destination	% Said 2023	% Said 2022
Florida	71	73
Caribbean Cruise	43	34
Other US	25	23
California	8	9
Europe/Mediterranean	8	5
Other outside US	7	6
Mexico	2	Tr
Hawaii	4	Tr

Travel Party:

Companion	% 2023	%2022
Spouse/Partner	30	36
Friends	19	21
Children	26	19
Extended Family	25	24

Average party size for visitors from outside Florida was 5

Average number of adults (over 18) was 4

17% traveled with teenagers

19% traveled with children younger than 12

Other reasons visitors from out of state travel:

Purpose	% Said 2023	% Said 2022
To meet a cruise ship	41	37
Government/corp. business	22	9
Special events	19	25
Family reunion	15	18
Sports	14	11
Meeting/convention	9	6

13% of out of state visitors arrived by plane

81% landed in Daytona Beach; of the others, 6% said landing elsewhere was inconvenient.

For 80% Daytona Beach was the primary destination for the trip.

Out of state visitors chose their destinations an average of 3 weeks in advance.

They were away from home an average of 5.0 nights

They were in Daytona Beach an average of 3.9 nights

Their immediate party spent \$381 per night in Daytona Beach, without accommodation.

94% had advance reservations for accommodation.

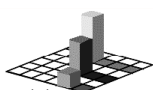
Accommodation reservations were made an average of 9 days in advance.

63% used an online travel site to help plan their trip

31% did not use any type of travel agent

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

- 80% found it as expected
- 6% found it less expensive
- 14% found it more expensive
- 32% took advantage of a room with some type of cooking facility
- 28% paid to drive/park on the beach
- 30% paid to park in a beachside parking garage
- 90% agree the beach was clean and beautiful
- 95% agree there were plenty of activities/things to do
- 92% agree Daytona Beach is the ideal vacation destination for a family
- 98% agree Daytona Beach is a good value for the money spent
- 100% agree the beach was easy to access from their hotel
- 7% agree playing golf was important to their vacation in Daytona Beach
- 88% agree Daytona Beach is a family oriented community
- 19% agree being near tourist attractions was important
- 100% agree being within a day's trip from home was important
- 11% agree being able to drive on the beach was important
- 78% agree Daytona Beach was highly recommended by friends before they arrived
- 100% agree Daytona Beach was very welcoming to visitors and tourists
- 71% agree Daytona Beach is a good place to get some peace and quiet
- 89% agree Daytona Beach was so enjoyable they will definitely return
- 8% agree on pleasure trips they usually play golf
- 26% agree on pleasure trips they usually stick to a budget when eating out
- 49% agree on pleasure trips they generally prefer beach destinations



- 64% agree they have paid to park near the beach at other destinations
- 48% agree they have paid access fees on other beach vacations
- 50% agree on pleasure trips they like to return to familiar places
- 27% agree they often travel with children
- 80% agree they often travel with friends or meet them at their destination
- 91% agree on pleasure trips they look for escape, relaxation and change of scenery

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

Property Type	% Favor 2023	% Favor 2022
Branded Hotels	75	76
Resort style hotels	73	74
Oceanfront hotels	68	74
Vacation homes/AirBnB, etc.	11	13
Timeshare/Timeshare exchanges	10	12
Economical hotels/motels	9	9
Condominiums	3	4

On the most recent trip visitors from outside Florida:

Activity	% Participated 2023	% Participated 2022
Beach	100	100
Daytona International Speedway	52	47
Visiting Family & Friends	50	41
Tanger Outlets	47	53
One Daytona	40	21
Ocean Walk	39	23
Miniature Golf	33	26
Boardwalk/Pier	25	27
Daytona Lagoon	25	24
Beach Street	24	19
Flea Market	22	21
St. Augustine	12	15
Played Golf	10	9
Arts/Culture/Performances	8	13
Kennedy Space Center	8	11
Universal Studios	8	11
Walt Disney World	8	10
Sea World	8	9
Daytona Beach Card Club	7	7
Ponce Inlet Lighthouse	6	8
Volusia Mall	5	5
Business Meetings	5	5

51% of respondents were female

Occupations of Visitors from outside of Florida:

Occupation	% 2023	%2022
Professional/Self-Employed	36	34
Mid-range white collar	30	37
Skilled Labor	11	6
Clerical	5	7
Semi-skilled labor	6	4
Retired	11	9
Military	1	3

Average age was 50

72% were married

Average Household Income Ranges:



Income Range	% 2023	% 2022
\$20,000-34,999	-	-
\$35,000-49,000	5	3
\$50,000-74,999	23	22
\$75,000-99,999	50	47
Above \$100,000	17	19
Refused	5	9

Ethnicity:

Ethnic Group	% 2023	% 2022
Caucasian	77	80
African-American	16	12
Hispanic	6	8
Asian/Pacific Islander	1	-

In State Visitors

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

And, 40% had stayed in the same hotel.

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

Reason for Choice	% Said 2023	% Said 2022
Close to Home	100	100
Beach	82	81
Weather	79	80
Family/friends in area	75	78
Holiday & Weekend Events	45	39
Been to Daytona Beach before	41	46
Golf	12	19
Timeshare deal/offer	12	12
Cultural Events	8	Tr
Fishing	8	9
Business	5	Tr
Meeting/Convention	3	Tr

Visitors recall ads for the area in:

Medium	% Recall 2023	% Recall 2022
Google Search	60	59
Online	49	47
Social Media	17	18
YouTube	6	Tr

Media engagement and frequency of use when planning a vacation 2023 (2022)

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	59 (54)	29 (38)	12 (5)	0 (3)
Destination Website	80 (85)	17 (13)	2 (Tr)	0 (Tr)
Destination Visitors' Guide	19 (22)	23 (16)	30 (25)	28 (37)
Social Media (Facebook, Instagram, etc.)	17 (11)	28 (27)	35 (32)	20 (30)
Magazines	17 (15)	22 (19)	59 (57)	2 (16)
Blogs/Online Content	20 (18)	12 (17)	60 (55)	8 (10)
Videos Showing The Destination	14 (9)	9 (6)	45 (41)	32 (44)

78% used the Internet to plan their trip to Daytona Beach

49% used the Internet to choose a place to stay in Daytona Beach

59% used the Internet for other purposes regarding their trip to Daytona Beach

Purpose	% Used 2023	% Used 2022
Finding general information about the area	78	83
Research Events	63	50
To Discover activities and attractions of the area	49	50
Lodging information/reservations	45	51
To research dining options	17	17
Traveling directions and maps	9	9

Travel websites generally used by Florida visitors:

Travel Website	% Used 2023	% Used 2022
Trip advisor	68	67
Expedia	30	31
Travelocity	18	20
Kayak	6	7
Yahoo Travel	-	Tr

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

Florida visitors generally use Travel Websites for:

Purpose	% Use 2023	% Use 2022
Research flights & flight prices	88	87
Book airline tickets	81	74
Research hotels	65	63
Book hotels	32	34
Research AirBnB, etc.	17	18
Research Timeshare options	12	8
Find packages	9	7
Buy packages	5	6

Airlines used by Florida visitors (for other trips):

Airline	% Use 2023	% Use 2022
Any & all out of my area	91	86
Delta	58	54
Southwest	36	37
American	34	35
Allegiant	16	19
Jet Blue	12	14
Spirit	12	13
United	11	9

59% use a mobile device to research, plan or book travel

81% use Social Media

Social Media use:

Medium	% Use 2023	% Use 2022
Facebook	86	87
Instagram	46	48
Twitter	17	16
Pinterest	14	3
Snapchat	Tr	-

Social Media Used for Vacation Ideas

Medium	% Use 2022	% Use 2021
Facebook	31	28
Instagram	29	22
Twitter	16	9
Pinterest	Tr	7
Snapchat	-	Tr.

79% of Florida visitors take more than one vacation a year.

They visit (respondents gave more than one answer):

Destination	% Visit 2023	% Visit 2022
Florida in general	85	83
No usual destination	82	80
Northeast in general (NY, NJ, New England, etc.)	70	77
Beaches in general	66	65
Caribbean/Cruises	59	57
Southeast in general (GA, NC, SC, etc.)	40	41
Gulf/West Coast of Florida	35	27
East Coast of Florida	22	26
Mountains in general	15	17
CA/AZ	9	4
Canada	8	4
Europe/Mediterranean	6	4
West in general (w/o CA/AZ)	4	Tr
Hawaii	3	Tr
Mexico	3	Tr

84% of the Florida visitors have taken a vacation in another warm weather destination in the past 5 years.

They chose:

Destination	% Chose 2023	% Chose 2022
Florida	85	91
Caribbean/Cruises	63	56
Europe/Med	14	16
Other in US	12	11
California	8	9
Other outside US	7	7
Hawaii	3	Tr
Mexico	4	-

Travel party:

Companion	% 2023	% 2022
Spouse/partner	38	40
Family/Children	41	26
Extended family	13	12
Friends	8	22

Average party size was 3.6

Average number of adults over 18 was 3.5

14% traveled with teenagers

12% traveled with children

Other reasons Florida visitors travel:

Purpose	% Said 2023	% Said 2022
To meet a cruise ship	64	59
Event	25	23
Family reunion	11	12
Government/company business	10	18
Sports	9	7
Convention/Trade show	7	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 2 weeks.

Florida visitors spent an average of 3 nights away from home and an average of 3 nights in Daytona Beach.

Their immediate party spent an average of \$260 per night in Daytona Beach (without accommodation).

90% of the Florida visitors made advance accommodation reservations.

They booked an average of 7 days in advance.

15% 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:

95% found it about what I expected.

None found it less expensive than expected.

5% found it more expensive than expected.

43% took advantage of a room with some sort of cooking facility.

22% paid to drive/park on the beach.

26% paid to park in a beachside parking garage.

93% agree the beach was clean and beautiful.

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

91% agree the area is the ideal vacation destination for a family.

94% agree the area is good value for money spent.

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

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

89% agree Daytona Beach is a family oriented community.

9% agreed being near attractions was important.

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

9% agree being able to drive on the beach was important.

82% agree Daytona Beach was highly recommended by friends before coming.

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

80% agreed Daytona Beach is a good place to get peace and quiet.

82% agreed Daytona Beach was so enjoyable they will definitely return.

9% agreed they usually play golf on pleasure trips.

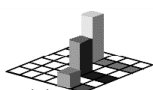
22% agreed they usually stick to a budget when eating out.

58% agreed they generally prefer beach destinations.

60% agree they have paid to park near the beach in other destinations.

52% agree they like to return to familiar destinations.

29% agree they often travel with children on pleasure trips.



79% agree they often travel with friends or meet them at the destination.

97% 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 2023	% Favor 2022
Branded hotels	91	93
Oceanfront hotels	89	89
Resort style hotels	80	85
Vacation homes/AirBnB, etc.	12	14
Economic hotels/motels	11	9
Timeshare/Timeshare Exchange	10	8
Condos.	3	3

While in Daytona Beach visitors from Florida:

Activity	% Participated 2023	% Participated 2022
Beach	100	96
Visiting relatives & friends living in the area	48	54
Flea market	32	34
Tanger outlets	30	29
Daytona International Speedway	30	20
One Daytona	26	18
Boardwalk/pier	23	27
Miniature Golf	22	17
Ocean Walk	20	15
Beach Street	19	17
Water activities	14	10
Played golf	11	12
Daytona Lagoon	9	10
Ponce Inlet Lighthouse	8	8
St. Augustine	6	7
Volusia Mall	5	6
Arts/Culture Events	5	6

51% or the respondents were female.

Occupation	%2023	% 2022
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Mid-range white collar	42	41
Professional/Self employed	39	38
Clerical	5	8
Skilled labor	3	4
Semi-skilled labor	-	Tr.
Retired	11	12

Average age was 53

80% were married

Average Household Income Ranges:

Income Range	%2023	% 2022
\$20,000-34,999	-	Tr
\$35,000-49,000	5	6
\$50,000-74,999	32	29
\$75,000-99,999	45	43
\$100,000 +	12	10
Refused	6	11

Ethnicity:

Ethnic Group	%2023	% 2022
Caucasian	73	74
African-American	14	13
Hispanic	13	13

72% of all respondents stayed in Daytona Beach hotels.

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

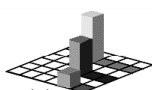
11% of all respondents stayed in Ormond Beach hotels.

Net promoter score:

Out of State Residents 79 (84-5)

Florida Residents 82 (88-6)

Origin Markets



- 63% Florida
- 15% Georgia
- 3% Ohio
- 3% North Carolina
- 2% New York
- 2% Illinois
- 1% Massachusetts
- 1% Pennsylvania
- 1% Texas
- 1% New Jersey
- 1% South Carolina

United States 94%
 International 6%

- 2% Canada (Quebec)
- 3% Europe

Florida Visitors (by percent of Florida total)

- 38% Orlando (Daytona Beach, Melbourne, Leesburg, Ocala, Villages)
- 25% Tampa/St. Petersburg (Clearwater, Sarasota, Lakeland, Winter Haven)
- 15% Miami, Fort Lauderdale, The Keys
- 9% West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
- 8% Jacksonville
- 2% Gainesville
- 2% Tallahassee
- 1% Ft. Myers/Naples