

DAYTONA BEACH VISITOR PROFILE

JUNE 2017



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

Table of Contents

OUT OF STATE VISITORS.....	1
JUNE, 2017 Daytona Beach Visitor Profile	1
Satisfaction with Daytona Beach	6
FLORIDA VISITORS	9
JUNE, 2017 Daytona Beach Visitor Profile	9
Satisfaction with Daytona Beach	14
JUNE 2017 DAYTONA BEACH POINTS OF ORIGIN	17



OUT OF STATE VISITORS

JUNE, 2017 Daytona Beach Visitor Profile

- ◆ For 34% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 90% 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.
- ◆ 60% 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	84
Been to Daytona Beach before	60
Weather	52
Family/friends in the area	39
Close to home	20
Business	18
Personal event/other	16
Meeting/convention	10
Stopover/going elsewhere	9
Timeshare deal	9
Speedway	8
Close to major attractions	7
Golf	5
Fishing	3

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	74
Brochures	24
Saw no ads	24
Magazines	21
Television	8
Newspapers	6
Billboards	0

- ◆ 50% of the out of state visitors asked for information before coming.
- ◆ 81% used the Internet to plan their trip to Daytona Beach.
- ◆ 59% used the Internet to choose a place to stay.
- ◆ 55% used the Internet to make reservations.
- ◆ 77% 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	52
Google	48
Expedia	45
Travelocity	34
None	15
Kayak	11
Orbitz	11
Yahoo Travel	10
Hotels.com	9
Priceline	7
Travel.com	7
Cheap Flights	2

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2017 %
Research flights and prices	74
Research hotels	70
Book hotels	68
Book airline flights	62
Find packages	11
Buy packages	4

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2017 %
Trip Advisor	60
Various hotel chains	55
Google	47
Travelocity	26
Hotels.com	15
Orbitz	15
Expedia	10
Hotwire	6
Priceline	6
Travel.com	3
Yahoo Travel	2
Kayak	1

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2017 %
Any/all out of their area	48
Delta	31
American	15
Jet Blue	9
Southwest	1

- ◆ 77% 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.
- ◆ 15% 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:	2017 %
Summer	97
Winter	64
Spring	60
Fall	39

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	80
No usual destination	60
Other areas in the USA	40
Caribbean	35
Beaches in general	25
Mountains in general	25
N.E. in general (NY, NJ, New England, etc.)	19
Other areas outside the USA	19
S.E. in general (GA, SC, NC, etc.)	17
CA/AZ	10
Hawaii	7
West in general (excluding CA/AZ)	5
Mexico	3

- ◆ 85% 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	90
Other areas inside the USA	79
Caribbean	42
CA/AZ	20
Other Areas outside the USA	19
Hawaii	17
Mexico	3
Myrtle Beach	2

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2017 %
Husband and wife	59
Family	14
Friends	14
Self (single)	8
Wife	4
Husband	1

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	40
Family	38
Friends	12
Self (single)	10

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2017 %
Doesn't matter	68
Summer	67
Winter	15
Spring	10
Fall	3

- ◆ The average party size for out of state visitors was 3.4.
- ◆ 17% of out of state visitors traveled with children age 12 and younger.
- ◆ 14% of out of state visitors traveled with teenagers.
- ◆ 39% traveled with friends/relatives; 46% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 26% said government/company business, 18% said convention/trade show, and 31% said to meet a cruise.
- ◆ 32% of out of state visitors traveled by air and 68% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 70% landed in Daytona Beach.
 - 29% landed in Orlando/Sanford.
 - 1% landed elsewhere.
- ◆ 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:	2017 %
Daytona Beach	83
South Florida	5
East coast of Florida in general	4
Florida in general	4
Orlando	4

- ◆ The average number of days out of state visitors spent away from home was 6.9.
- ◆ The average number of days spent in Daytona Beach was 4.7.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$169.
- ◆ 88% of the out of state visitors made advanced reservations, with the average time in advance being between one to two months.
- ◆ 39% of out of state visitors did not use a professional travel service.
 - 50% used an Internet travel service.
 - 6% used a travel agent.
 - 4% used an auto club.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	92
Less expensive	7
More expensive	1

- ◆ While in Daytona Beach, 43% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ Trace 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:	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
A family oriented area	97
Full of activities/things to do	97
Important for playing golf	11

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2017 %
Being within a day's travel was important	84
The beach would be more enjoyable without cars on it	73
Being near tourist attractions was important	16
Being able to drive on the beach was important	2

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	80
Highly recommended by friends before I came	65

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2017 %
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	80
Generally prefer beach destinations	67
Have paid to park near the beach at other destinations	49
Really like to return to familiar places	45
Really stick to a budget when eating out	31
Prefer the more economical hotels/motels	30
Often travel with children	27
Paid admission fees at other beach destinations	24
Usually play golf	18

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

62%	No magazines	5%	Ladies Home Journal
27%	AAA Magazine	5%	People Magazine
24%	Modern Maturity	4%	Time
15%	Southern Living	4%	Various others
12%	Golf magazines - various	3%	Better Homes & Garden
11%	Family Circle	2%	Good Housekeeping
11%	Sports Illustrated		
9%	US News & World Report		
7%	National Geographic		
7%	Readers Digest		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2017 %
Walking on the beach	94
Visiting family/friends in the area	41
Ocean Walk	23
Business/meetings	21
Miniature golf	18
Played golf	17
Speedway	17
Flea Market	14
St. Augustine	14
EPCOT	10
Volusia Mall	9
Animal Kingdom	8
Ponce Inlet Lighthouse	7
Kennedy Space Center	6
Museum	6
Magic Kingdom	4
MGM Studios	4
Universal Studios	4
Daytona Dog Races	3
Sea World	3
Driving on the beach	2
Fishing	1

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 56% 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 %
Mid-range white collar	26
Professional/self employed	24
Retired	22
Skilled labor	15
Refused	9
Clerical	4

- ◆ Out of state visitors were an average of 53 years old.
- ◆ 87% of out of state visitors were married, and 13% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	6
\$90,000 - \$100,000	1
\$80,000 - \$90,000	1
\$70,000 - \$80,000	14
\$60,000 - \$70,000	9
\$50,000 - \$60,000	17
\$40,000 - \$50,000	12
\$30,000 - \$40,000	0
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	40

Mean Income: \$68,000

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2017 %
Caucasian	77
Black/African America	12
Hispanic	9
Asian/Pacific Islander	2
Native American	0



FLORIDA VISITORS

JUNE, 2017 Daytona Beach Visitor Profile

- ◆ For 35% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 90% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 48% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2017 %
Close to home	90
Been to Daytona Beach before	68
Beach	60
Family/friends in the area	49
Weather	31
Personal event/other	22
Business	21
Meeting/convention	21
Timeshare deal	17
Golf	9
Speedway	9
Sporting Tournaments – various	7
Fishing	1
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	60
Saw no ads	33
Brochures	23
Magazines	9
Newspapers	9
Television	4
Billboards	0

- ◆ 30% of the visitors from Florida asked for information before coming.
- ◆ 69% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 64% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 59% of the visitors from Florida used the Internet to make reservations.
- ◆ 79% 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	55
Trip Advisor	50
Expedia	41
Travelocity	40
None	16
Orbitz	8
Yahoo Travel	7
Kayak	6
Priceline	4
Cheap Flights	0
YAPTA	0

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	76
Research flights and prices	75
Book hotels	70
Book airline flights	65
Find packages	11
Buy packages	4

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2017 %
Various hotel chains	60
Trip Advisor	53
Expedia	39
Google	39
Travelocity	18
Orbitz	17
Hotels.com	10
Priceline	9
Yahoo Travel	6
Hotwire	5
Kayak	3
Travel.com	3

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2017 %
Any/all out of their area	43
Delta	48
Jet Blue	6

- ◆ 75% 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 97% to talk about activities/vacations.
- ◆ 16% of the visitors from Florida use Twitter.
- ◆ 53% 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	98
Spring	66
Winter	64
Fall	42

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	97
No usual destination	80
Beaches in general (excl. LA & AZ)	54
Caribbean	42
Other areas in the USA	27
N.E. in general (NY, NJ, New England, etc.)	19
Mountains in general	14
S.E. in general (GA, SC, NC, etc.)	14
Other areas outside the USA	12
CA/AZ	5
Hawaii	2
Mexico	1

- ◆ 88% 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	61
California	20
Hawaii	5
Other areas outside the USA	5
Mexico	4
Myrtle Beach	2

THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2017 %
Husband and wife	50
Family	19
Friends	13
Self (single)	13
Wife	4
Husband	1

VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	49
Family	25
Friends	14
Self (single)	12

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2017 %
Doesn't matter	85
Summer	47
Spring	7
Winter	5
Fall	3

- ◆ The average party size for visitors from Florida was 2.7.
- ◆ 10% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 14% of the visitors from Florida traveled with teenagers.
- ◆ 48% traveled with friends/relatives; 60% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 29% said government/company business, 42% said to meet a cruise, and 26% 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 3.1.
- ◆ The average number of days spent in Daytona Beach was 3.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$152.
- ◆ 75% 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.
 - 57% used an Internet travel service.
 - 4% used a travel agent.
 - 3% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	96
Less expensive	3
More expensive	1

- ◆ While in Daytona Beach 42% 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.
- ◆ 11% 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 good value for the money spent	98
Clean and beautiful	98
Full of activities/things to do	97
The ideal vacation destination for a family	96
A family oriented area	95
Important for playing golf	13

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	72
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	99
Highly recommended by friends before I came	62

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	97
Generally prefer beach destinations	65
Really like to return to familiar places	48
Have paid to park near the beach at other destinations	45
Prefer the more economical hotels/motels	42
Really stick to a budget when eating out	40
Usually play golf	25
Often travel with children	19
Paid admission fees at other beach destinations	13

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

58%	No magazines	5%	US News & World Report
34%	Modern Maturity	4%	Ladies Home Journal
27%	AAA Magazine	4%	People Magazine
17%	Southern Living	4%	Sports Illustrated
11%	Golf magazines - various	4%	Time
11%	Readers Digest	3%	Better Homes & Garden
10%	Family Circle	2%	Good Housekeeping
7%	National Geographic		
6%	Various Others		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2017 %
Walking on the beach	99
Visiting family/friends in the area	41
Business/meetings	25
Flea Market	17
Played golf	15
Miniature golf	14
Ocean Walk	14
Speedway	9
Ponce Lighthouse	7
Museum	6
Volusia Mall	4
St. Augustine	3
Daytona Dog Races	2
Driving on the beach	1
Kennedy Space Center	1
Fishing	0

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 53% of the visitors from Florida to complete the survey were female, 46% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2017 %
Retired	30
Mid-range white collar	25
Professional/self employed	18
Skilled labor	12
Refused	11
Clerical	4

- ◆ Visitors from Florida were an average of 57 years old.
- ◆ 77% of visitors from Florida were married, and 13% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	5
\$90,000 - \$100,000	1
\$80,000 - \$90,000	1
\$70,000 - \$80,000	10
\$60,000 - \$70,000	2
\$50,000 - \$60,000	17
\$40,000 - \$50,000	17
\$30,000 - \$40,000	5
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	42

Mean Income: \$61,800

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2017 %
Caucasian	79
Hispanic	12
Black/African America	9
Asian/Pacific Islander	2
Native American	0

JUNE 2017 DAYTONA BEACH POINTS OF ORIGIN

35%	Florida	1%	Alabama	Tr.	Mississippi
10%	Georgia	1%	California	Tr.	Missouri
7%	Ohio	1%	Connecticut	Tr.	Nebraska
4%	New York	1%	Virginia	Tr.	New Hampshire
4%	North Carolina	Tr.	Arizona	Tr.	New Mexico
3%	Illinois	Tr.	Arkansas	Tr.	Oklahoma
3%	Indiana	Tr.	Colorado	Tr.	Oregon
3%	South Carolina	Tr.	D.C.	Tr.	Vermont
3%	Tennessee	Tr.	Iowa	Tr.	Washington
2%	Kentucky	Tr.	Kansas	Tr.	West Virginia
2%	Michigan	Tr.	Louisiana	Tr.	Wisconsin
2%	New Jersey	Tr.	Maryland		
2%	Pennsylvania	Tr.	Massachusetts		
2%	Texas	Tr.	Minnesota		

◆ **TOTAL U.S.A. 87%**

◆ **CANADA (7% of the total)**

4%	Ontario	Tr.	British Columbia
2%	Quebec	Tr.	New Foundland
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)**

30%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
28%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
10%	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



DAYTONA AT A GLANCE
JUNE 2017

FIRST TIME VISITORS COMBINED (%)	40	
From Florida		35
Out - of State		42
MORE THAN ONE VISIT-LAST 5 YEARS COMBINED (%)	90	
From Florida		90
Out - of State		90
MAIN REASON FOR TRIP COMBINED (REASON)	BEEN BEFORE	
From Florida		CLOSE TO HOME
Out - of State		BEACH
USED INTERNET TO PLAN TRIP COMBINED (%)	77	
From Florida		69
Out - of State		81
USED INTERNET TO CHOOSE A PLACE TO STAY COMBINED (%)	61	
From Florida		64
Out - of State		59
USED INTERNET TO MAKE RESERVATIONS COMBINED (%)	56	
From Florida		59
Out - of State		55
AVERAGE TRAVEL PARTY SIZE COMBINED (PEOPLE)	3.3	
From Florida		2.7
Out - of State		3.4
TRAVELED WITH CHILDREN UNDER 13 YEARS OF AGE COMBINED (%)	16	
From Florida		10
Out - of State		17
TRAVELED WITH TEENAGERS 13-17 YEARS OF AGE COMBINED (%)	14	
From Florida		14
Out - of State		14
TRAVELED WITH NO ONE UNDER 18 YEARS OF AGE COMBINED (%)	70	
From Florida		76
Out - of State		69
TRAVELED BY AIR COMBINED (%)	19	
From Florida		0
Out - of State		32
TRAVELED BY AUTO COMBINED (%)	81	
From Florida		100
Out - of State		68
AVERAGE LENGTH OF STAY COMBINED (DAYS)	5.1	
From Florida		3.0
Out - of State		6.9
AVERAGE DAILY EXPENDITURE COMBINED (\$)	\$164.00	
From Florida		\$152.00
Out - of State		\$169.00
# 1 ACTIVITY COMBINED (ACTIVITY)	WALKING ON BEACH	
From Florida		WALKING ON BEACH
Out - of State		WALKING ON BEACH
# 2 ACTIVITY COMBINED (ACTIVITY)	BUSINESS MEETINGS	
From Florida		BUSINESS MEETINGS
Out - of State		OCEAN WALK
# 1 POINT OF ORIGIN COMBINED (STATE)		FL
# 2 POINT OF ORIGIN COMBINED (STATE)		GA
OCCUPANCY (%)		75%
ADR (\$)		\$128.45
* EXCLUDES VISITING FAMILY/FRIENDS		

Monthly Report

Markets of Opportunity
First Time Visitors
Search Engine Optimization

September 2017

Prepared for Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

Table of Contents

Markets of Opportunity.....	1
First Time Visitors – June 2017 – Visitor Profile.....	2
Search Engine Optimization Recommendations	3

Markets of Opportunity

Given the interruption in business of Hurricane Irma, there has been a delay in finalizing the plans for the NCL partnerships.

NCL has distinguished itself as a corporate citizen with their rescue mission to stranded Caribbean Islands and has received a great deal of positive press for its efforts.

We are proud to be associated with this corporation and through Social Media as well as conventional media we have expressed our support.

Travel from Canada to the US has been steadily increasing and this bodes well for our efforts in the Fall.

I continue to recommend we look at Toronto Star and its associated internet outlets, as well as the Canadian Auto Club for advertising and marketing opportunities.

We have not lost business from Canada because we continue to be perceived as a non-glamorous or exotic destination.

First Time Visitors – June 2017 – Visitor Profile

First time visitors increased to 40% in June; continuing a trend.

Most of the first time visitors mention word of mouth as a reason for choosing Daytona Beach. This continues to increase.

New visitors continue to be more likely to use the Internet to explore Daytona Beach offerings and more likely to use the Internet for their other travel planning and arrangements.

The levels of satisfaction with Daytona Beach were consistent with repeat visitors and most said there was plenty to do for families.

There were no changes in origin markets for the month of June.

Search Engine Optimization Recommendations

- value
- Activities for teenagers
- Family fun days and nights
- moderate weather
- active vacations
- breezy beaches
- easy reach from Florida
- avoid airport hassles
- Beaches
- Family experiences
- Live animal experiences
- Touch nature
- Nature Experiences for children
- Family and friends vacations/holidays
- Major attractions
- Award winning flea market
- Golf
- Fishing
- Hotels/motels
- Accommodation
- Family accommodation
- Efficiency hotel rooms
- Nightlife
- Local food/dining
- Seafood restaurants
- Beachfront restaurants/dining
- Waterfront restaurants/dining
- Casual dining
- Unique dining
- Easy beach access
- Value vacation
- Beach vacation
- Beach activities/sports
- Flea market
- Lighthouse
- Water sports
- Miniature golf
- New vacation experiences