

# DAYTONA BEACH VISITOR PROFILE

*March 2019*



Prepared for The Halifax Area Advertising Authority

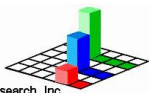
By:



Mid-Florida Marketing & Research, Inc.

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# OUT OF STATE VISITORS

## March, 2019 Daytona Beach Visitor Profile

- ◆ For 39% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 86% 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.
- ◆ 49% of the repeat out of state visitors have stayed in the same lodging before.

<b>REASONS FOR OUT OF STATE VISITORS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2019 %</b>
Been to Daytona Beach before	58
Beach	57
Weather	51
Bike Week	34
Speedway	32
Family/friends in the area	31
Close to home	16
Personal event/other	16
Business	9
Close to major attractions	9
Spring Break	9
Meeting/convention	8
Golf	7
Timeshare deal	7
Stopover/going elsewhere	5

<b>OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2019 %</b>
Internet	70
Magazines	37
Saw no ads	30
Brochures	24
Newspapers	14
Television	5
Billboards	0

- ◆ 47% of the out of state visitors asked for information before coming.
- ◆ 69% used the Internet to plan their trip to Daytona Beach.
- ◆ 61% used the Internet to choose a place to stay.
- ◆ 54% used the Internet to make reservations.
- ◆ 71% 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.

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:</b>	<b>2019 %</b>
Google	61
Trip Advisor	63
Expedia	47
Travelocity	40
Yahoo Travel	24
Orbitz	14
Kayak	10
None	7
Priceline	6
Hotels.com	6
Travel.com	6
Cheap Flights	0

<b>OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:</b>	<b>2019 %</b>
Research hotels	82
Research flights and prices	76
Book hotels	70
Book airline flights	69
Find packages	37
Buy packages	17

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:</b>	<b>2019 %</b>
Trip Advisor	59
Various hotel chains	53
Google	47
Expedia	34
Travelocity	30
Hotels.com	30
Orbitz	14
Priceline	9
Hotwire	7
Yahoo Travel	5
Kayak	0
Travel.com	0

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:</b>	<b>2019 %</b>
Any/all out of their area	54
Delta	37
American	17
Jet Blue	13
Southwest	6

- ◆ 84% of the out of state visitors are on Facebook
  - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 90% to talk about activities/vacations.
- ◆ 15% of the out of state visitors use Twitter.
- ◆ 77% of the out of state visitors take more than one vacation per year.

<b>OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:</b>	<b>2019 %</b>
Summer	90
Winter	74
Spring	65
Fall	50

<b>OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2019 %</b>
Florida in general	82
No usual destination	73
Other areas in the USA	45
Caribbean/Cruise	30
Beaches in general	24
S.E. in general (GA, SC, NC, etc.)	23
N.E. in general (NY, NJ, New England, etc.)	22
Other areas outside the USA	19
Mountains in general	18
CA/AZ	11
West in general (excluding CA/AZ)	11
Hawaii	9
Mexico	2

- ◆ 90% of the out of state visitors have taken another warm weather vacation in the past five years.

<b>OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2019 %</b>
Florida	89
Other areas inside the USA	62
Caribbean/Cruise	42
CA/AZ	21
Other Areas outside the USA	18
Hawaii	12
Myrtle Beach	3
Mexico	2

<b>THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:</b>	<b>2019 %</b>
Husband and wife	41
Friends	23
Self (single)	19
Family	8
Husband	6
Wife	3

<b>OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:</b>	<b>2019 %</b>
Husband and wife	48
Friends	27
Self (single)	14
Family	11

<b>THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:</b>	<b>2019 %</b>
Doesn't matter	76
Spring	47
Summer	39
Winter	20
Fall	11

- ◆ The average party size for out of state visitors was 2.4.
- ◆ 8% of out of state visitors traveled with children age 12 and younger.
- ◆ 9% of out of state visitors traveled with teenagers.
- ◆ 49% traveled with friends/relatives; 51% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 29% said government/company business, 16% said convention/trade show, and 35% said to meet a cruise.
- ◆ 26% of out of state visitors traveled by air, 57% by auto and 17% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
  - 83% landed in Daytona Beach.
  - 17% landed in Orlando/Sanford.
  - 0% landed elsewhere.
- ◆ 6% of the out of state visitors that flew into Orlando said that it was inconvenient.

<b>THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:</b>	<b>2019 %</b>
Daytona Beach	86
Florida in general	7
Orlando	4
South Florida	2
East coast of Florida in general	1

- ◆ The average number of days out of state visitors spent away from home was 8.3.
- ◆ The average number of days spent in Daytona Beach was 5.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$217.
- ◆ 95% of the out of state visitors made advanced reservations, with the average time in advance being about 2.5 months.
- ◆ 33% of out of state visitors did not use a professional travel service.
  - 50% used an Internet travel service.
  - 8% used a travel agent.
  - 4% used an auto club.
  - 7% used a timeshare.

## Satisfaction with Daytona Beach

<b>OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:</b>	<b>2019 %</b>
Less expensive	85
About what I expected	11
More expensive	4

- ◆ While in Daytona Beach, 59% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 7% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 19% of the out of state visitors paid the fee to park in the parking garage.

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
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	98
The ideal vacation destination for a family	93
A family oriented area	87
Important for playing golf	8

<b>IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:</b>	<b>2019 %</b>
Being within a day's travel was important	79
The beach would be more enjoyable without cars on it	44
Being near tourist attractions was important	15
Being able to drive on the beach was important	4

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	98
Highly recommended by friends before I came	79
A good place to get some peace and quiet	69



<b>ON PLEASURE TRIPS OUT OF STATE VISITORS:</b>	<b>2019 %</b>
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	90
Have paid to park near the beach at other destinations	55
Generally prefer beach destinations	54
Really like to return to familiar places	47
Prefer the more economical hotels/motels	46
Really stick to a budget when eating out	35
Paid admission fees at other beach destinations	27
Often travel with children	9
Usually play golf	7

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

50%	No magazines	7%	People Magazine
29%	AAA Magazine	7%	Various others
22%	Biker magazines - various	5%	Readers Digest
17%	Modern Maturity	3%	Better Homes & Garden
17%	Sports Illustrated	3%	Good Housekeeping
16%	Car magazines - various	3%	Ladies Home Journal
11%	US News & World Report	3%	Time
9%	National Geographic	1%	Fishing magazines - various
9%	Southern Living	0%	TV Guide
8%	Golf magazines - various		
7%	Family Circle		

<b>ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:</b>	<b>2019 %</b>
Walking on the beach	80
Visiting family/friends in the area	35
Bike Week Activities	32
Speedway	29
Ocean Walk	22
Flea Market	21
One Daytona	19
St. Augustine	19
Miniature golf	12
Business/meetings	9
Driving on the beach	9
EPCOT	7
Volusia Mall	7
Daytona Dog Races	6
Kennedy Space Center	6
Played golf	5
Ponce Inlet Lighthouse	5
Animal Kingdom	4
Museum	4
Magic Kingdom	3
MGM Studios	3
Sea World	3
Universal Studios	3

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 52% of the out of state visitors to complete the survey were male, 48% were female.

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:</b>	<b>2019 %</b>
Professional/self employed	26
Retired	20
Mid-range white collar	18
Refused	17
Skilled labor	14
Clerical	4

- ◆ Out of state visitors were an average of 56 years old.
- ◆ 79% of out of state visitors were married, and 21% were single.

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2019 %</b>
Over \$100,000	5
\$90,000 - \$100,000	2
\$80,000 - \$90,000	5
\$70,000 - \$80,000	19
\$60,000 - \$70,000	5
\$50,000 - \$60,000	15
\$40,000 - \$50,000	11
\$30,000 - \$40,000	3
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

<b>THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:</b>	<b>2019 %</b>
Caucasian	75
Hispanic	11
Black/African America	14
Asian/Pacific Islander	0
Native American	0

# FLORIDA VISITORS

## March, 2019 Daytona Beach Visitor Profile

- ◆ For 39% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 89% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 52% of the repeat visitors from Florida have stayed in the same lodging before.

<b>REASONS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2019 %</b>
Close to home	90
Been to Daytona Beach before	65
Beach	47
Family/friends in the area	38
Weather	27
Business	17
Personal event/other	15
Bike Week	14
Meeting/convention	13
Timeshare deal	11
Speedway	10
Golf	9
Sports tournaments – various	3
Fishing	2
Close to major attractions	0

<b>VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2019 %</b>
Internet	77
Saw no ads	22
Brochures	19
Magazines	11
Newspapers	7
Television	7
Billboards	0

- ◆ 37% of the visitors from Florida asked for information before coming.
- ◆ 68% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 65% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 57% of the visitors from Florida used the Internet to make reservations.
- ◆ 63% 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.



<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:</b>	<b>2019 %</b>
Google	63
Trip Advisor	61
Travelocity	48
Expedia	40
Orbitz	12
Yahoo Travel	12
Hotels.com	9
None	9
Priceline	6
Kayak	5
Travel.com	1
Cheap Flights	0
Yapta	0

<b>VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:</b>	<b>2019 %</b>
Research hotels	86
Research flights and prices	82
Book airline flights	78
Book hotels	66
Find packages	9
Buy packages	9

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:</b>	<b>2019 %</b>
Trip Advisor	69
Various hotel chains	63
Google	50
Travelocity	40
Expedia	35
Hotels.com	22
Orbitz	11
Priceline	9
Hotwire	7
Yahoo Travel	7
Kayak	0
None	0
Travel.com	0

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:</b>	<b>2019 %</b>
Any/all out of their area	61
Delta	44
Jet Blue	10
America	7
Southwest	6

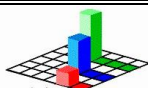
- ◆ 83% of the visitors from Florida are on Facebook
  - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 90% to talk about activities/vacations.
- ◆ 17% of the visitors from Florida use Twitter.
- ◆ 80% of the visitors from Florida take more than one vacation per year.

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:</b>	<b>2019 %</b>
Summer	83
Winter	71
Spring	64
Fall	52

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2019 %</b>
Florida in general	92
No usual destination	85
Caribbean/Cruise	44
Beaches in general	43
Other areas in the USA	36
Mountains in general	19
N.E. in general (NY, NJ, New England, etc.)	17
Other areas outside the USA	17
S.E. in general (GA, SC, NC, etc.)	15
CA/AZ	6
West in general (excluding CA/AZ)	4
Hawaii	3
Mexico	2

- ◆ 86% of the visitors from Florida have taken another warm weather vacation in the past five years.

<b>VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2019 %</b>
Florida	97
Caribbean/Cruise	60
Other areas inside the USA	57
Other areas outside the USA	17
California	15
Hawaii	9
Mexico	5
Myrtle Beach	2



<b>THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:</b>	<b>2019 %</b>
Husband and wife	36
Friends	27
Self (single)	21
Family	8
Husband	6
Wife	2

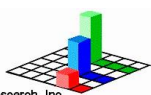
<b>VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:</b>	<b>2019 %</b>
Husband and wife	41
Friends	29
Self (single)	16
Family	14

<b>THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:</b>	<b>2019 %</b>
Doesn't matter	91
Summer	37
Winter	18
Spring	15
Fall	6

- ◆ The average party size for visitors from Florida was 3.0.
- ◆ 9% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 12% of the visitors from Florida traveled with teenagers.
- ◆ 58% traveled with friends/relatives; 68% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 17% said government/company business, 38% said to meet a cruise, and 21% said convention/trade show.
- ◆ 86% of the visitors from Florida traveled by auto and 14% by motorcycle.

<b>THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:</b>	<b>2019 %</b>
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.7.
- ◆ The average number of days spent in Daytona Beach was 3.7.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$201.
- ◆ 90% of visitors from Florida made advanced reservations, with the average time in advance being about two to three months.
- ◆ 31% of visitors from Florida did not use a professional travel service.
  - 47% used an Internet travel service.
  - 4% used a travel agent.
  - 3% used an auto club.
  - 11% used a timeshare.



## Satisfaction with Daytona Beach

<b>VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:</b>	<b>2019 %</b>
About what I expected	86
Less expensive	8
More expensive	6

- ◆ While in Daytona Beach, 62% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 3% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 10% of the visitors from Florida paid the fee to park in the parking garage.

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Easy access to the beach from my hotel	100
Clean and beautiful	98
Full of activities/things to do	98
A good value for the money spent	95
The ideal vacation destination for a family	89
A family oriented area	89
Important for playing golf	7

<b>IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:</b>	<b>2019 %</b>
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	57
Being able to drive on the beach was important	2
Being near tourist attractions was important	0

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	96
A good place to get some peace and quiet	89
Highly recommended by friends before I came	77



<b>ON PLEASURE TRIPS VISITORS FROM FLORIDA:</b>	<b>2019 %</b>
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	92
Generally prefer beach destinations	60
Have paid to park near the beach at other destinations	51
Prefer the more economical hotels/motels	44
Really like to return to familiar places	47
Really stick to a budget when eating out	37
Usually play golf	12
Often travel with children	12
Paid admission fees at other beach destinations	10

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

63%	No magazines	5%	Family Circle
31%	AAA Magazine	5%	Readers Digest
23%	Modern Maturity	4%	People Magazine
17%	Biker Magazines - various	3%	Better Homes & Garden
12%	Southern Living	3%	Ladies Home Journal
11%	Sports Illustrated	3%	Time
9%	US News & World Report	2%	Fishing magazines – various
7%	Car magazines - various	2%	Good Housekeeping
7%	Golf magazines - various	0%	TV Guide
7%	National Geographic		
7%	Various Others		

<b>ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:</b>	<b>2019 %</b>
Walking on the beach	84
Speedway/One Daytona	40
Visiting family/friends in the area	39
Bike Week activities	33
Business/meetings	21
Flea Market	18
Ocean Walk	18
Miniature golf	10
Ponce Lighthouse	8
Played golf	6
Driving on the beach	5
Daytona Dog Races	4
Volusia Mall	4
Museum	3
Kennedy Space Center	1

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

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:</b>	<b>2019 %</b>
Mid-range white collar	25
Skilled labor	25
Professional/self employed	20
Retired	17
Refused	13
Clerical	0

- ◆ Visitors from Florida were an average of 53 years old.
- ◆ 82% of visitors from Florida were married, and 18% were single.

<b>VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2019 %</b>
Over \$100,000	5
\$90,000 - \$100,000	3
\$80,000 - \$90,000	6
\$70,000 - \$80,000	18
\$60,000 - \$70,000	9
\$50,000 - \$60,000	8
\$40,000 - \$50,000	11
\$30,000 - \$40,000	4
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	36

<b>THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:</b>	<b>2019 %</b>
Caucasian	78
Hispanic	11
Black/African America	11
Asian/Pacific Islander	0
Native American	0

# MARCH 2019 DAYTONA BEACH POINTS OF ORIGIN

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

## ◆ TOTAL U.S.A. 83%

## ◆ CANADA (9% of the total)

5%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia	Tr.	Prince Edward Island
Tr.	Manitoba		

## ◆ FOREIGN (8% of the total)

4%	United Kingdom/England	Tr.	Netherlands
3%	Germany	Tr.	Norway
Tr.	Central Europe	Tr.	Sweden
Tr.	France		
Tr.	Italy		

## ◆ FLORIDA VISITORS (by percent of Florida total)

28%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
26%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
11%	Jacksonville
11%	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

