

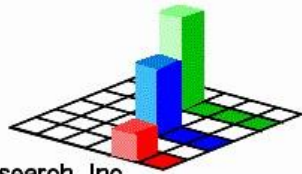
DAYTONA BEACH VISITOR PROFILE

May 2019



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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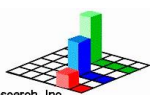
OUT OF STATE VISITORS

May, 2019 Daytona Beach Visitor Profile

- ◆ For 38% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 89% 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.
- ◆ 57% 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:	2019 %
Beach	80
Been to Daytona Beach before	63
Weather	60
Family/friends in the area	40
Close to home	27
Business	22
Ocean Center/Competitive arts	21
Personal event/other	21
Meeting/convention	16
Speedway	12
Close to major attractions	11
Golf	9
Timeshare deal	9
Sporting tournaments – various	6
Stopover/going elsewhere	2

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	79
Magazines	24
Saw no ads	24
Brochures	20
Newspapers	8
Television	6
Billboards	0



- ◆ 51% of the out of state visitors asked for information before coming.
- ◆ 75% used the Internet to plan their trip to Daytona Beach.
- ◆ 73% used the Internet to choose a place to stay.
- ◆ 60% used the Internet to make reservations.
- ◆ 80% 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:	2019 %
Google	63
Trip Advisor	59
Expedia	35
Travelocity	34
Yahoo Travel	12
None	11
Hotels.com	8
Orbitz	8
Kayak	7
Priceline	7
Travel.com	3
Cheap Flights	2

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2019 %
Research hotels	79
Research flights and prices	75
Book airline flights	70
Book hotels	68
Find packages	12
Buy packages	6

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2019 %
Trip Advisor	57
Various hotel chains	54
Google	38
Expedia	35
Travelocity	30
Hotels.com	20
Orbitz	11
Priceline	7
Hotwire	4
Trivago	2
Kayak	1
Yahoo Travel	1
Travel.com	0

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2019 %
Any/all out of their area	62
Delta	38
American	18
Jet Blue	14
Southwest	11

- ◆ 81% 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 95% to talk about activities/vacations.
- ◆ 20% of the out of state visitors use Twitter.
- ◆ 72% 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:	2019 %
Spring	90
Summer	89
Winter	59
Fall	37

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	89
No usual destination	80
Other areas in the USA	40
Caribbean/cruise	37
Beaches in general	28
Other areas outside the USA	28
N.E. in general (NY, NJ, New England, etc.)	27
S.E. in general (GA, SC, NC, etc.)	21
Mountains in general	19
Hawaii	8
West in general (excluding CA/AZ)	8
CA/AZ	4
Mexico	0

- ◆ 88% 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:	2019 %
Florida	94
Other areas inside the USA	65
Caribbean/cruise	49
Other Areas outside the USA	27
CA/AZ	20
Hawaii	10
Mexico	1
Myrtle Beach	1

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2019 %
Husband and wife	49
Friends	23
Family	17
Self (single)	9
Wife	1
Husband	1

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	42
Family	25
Friends	22
Self (single)	11

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2019 %
Doesn't matter	83
Spring	51
Summer	47
Winter	17
Fall	6

- ◆ The average party size for out of state visitors was 3.4.
- ◆ 7% of out of state visitors traveled with children age 12 and younger.
- ◆ 10% of out of state visitors traveled with teenagers.
- ◆ 42% traveled with friends/relatives; 43% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 26% said government/company business, 20% said convention/trade show, and 36% said to meet a cruise.
- ◆ 33% of out of state visitors traveled by air and 67% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 78% landed in Daytona Beach.
 - 22% landed in Orlando/Sanford.
- ◆ 5% of the out of state visitors that flew into Orlando said that it was inconvenient.

THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:	2019 %
Daytona Beach	88
Florida in general	3
Orlando	4
East coast of Florida in general	3
South Florida	2

- ◆ The average number of days out of state visitors spent away from home was 6.3.
- ◆ The average number of days spent in Daytona Beach was 4.5.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$171.
- ◆ 92% of the out of state visitors made advanced reservations, with the average time in advance being between one and a half months.
- ◆ 25% of out of state visitors did not use a professional travel service.
 - 60% used an Internet travel service.
 - 12% used a travel agent.
 - 6% used an auto club.
 - 3% used a timeshare.
 -



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2019 %
Less expensive	81
About what I expected	16
More expensive	3

- ◆ While in Daytona Beach, 59% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 3% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 12% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	99
The ideal vacation destination for a family	98
A family oriented area	96
Full of activities/things to do	96
Important for playing golf	12

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2019 %
Being within a day's travel was important	93
The beach would be more enjoyable without cars on it	88
Being near tourist attractions was important	12
Being able to drive on the beach was important	3

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
Highly recommended by friends before I came	81
A good place to get some peace and quiet	80

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	99
Often travel with friends or meet them at my destination	87
Generally prefer beach destinations	60
Really like to return to familiar places	57
Have paid to park near the beach at other destinations	51
Really stick to a budget when eating out	43
Prefer the more economical hotels/motels	41
Paid admission fees at other beach destinations	38
Usually play golf	22
Often travel with children	17

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

54%	No magazines	4%	Better Homes & Garden
35%	AAA Magazine	4%	Family Circle
22%	Southern Living	4%	Ladies Home Journal
18%	Modern Maturity	4%	Various others
15%	Sports Illustrated	3%	Country Living
13%	Golf magazines - various	3%	Readers Digest
11%	US News & World Report	1%	Fishing magazines - various
9%	National Geographic	0%	Good Housekeeping
7%	People Magazine	0%	Tv Guide
5%	Time		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2019 %
Walking on the beach	98
Visiting family/friends in the area	47
Business/meetings	23
Ocean Walk	23
Ocean Center/Competitive Arts	21
Miniature golf	19
Played golf	16
Flea Market	15
One Daytona	15
Speedway	13
St. Augustine	11
Volusia Mall	10
Daytona Dog Races	9
Ponce Inlet Lighthouse	9
EPCOT	7
Animal Kingdom	6
Kennedy Space Center	6
Museum	6
Universal Studios	4
Driving on the beach	3
Magic Kingdom	3
MGM Studios	3
Fishing	2
Sea World	2

- ◆ 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.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2019 %
Retired	23
Professional/self employed	22
Mid-range white collar	21
Refused	16
Skilled labor	15
Clerical	3

- ◆ Out of state visitors were an average of 54 years old.
- ◆ 86% of out of state visitors were married, and 14% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	8
\$90,000 - \$100,000	3
\$80,000 - \$90,000	5
\$70,000 - \$80,000	19
\$60,000 - \$70,000	0
\$50,000 - \$60,000	14
\$40,000 - \$50,000	13
\$30,000 - \$40,000	25
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	25

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2019 %
Caucasian	78
Black/African America	11
Hispanic	11
Asian/Pacific Islander	0
Native American	0

FLORIDA VISITORS

MAY, 2019 Daytona Beach Visitor Profile

- ◆ For 36% 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.
- ◆ 52% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2019 %
Close to home	97
Been to Daytona Beach before	64
Beach	54
Family/friends in the area	41
Weather	20
Personal event/other	19
Business	18
Meeting/convention	18
Golf	14
Ocean Center/Competitive arts	12
Timeshare deal	11
Speedway	10
Fishing	2
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	73
Brochures	29
Saw no ads	20
Magazines	11
Newspapers	9
Television	7
Billboards	0

- ◆ 40% of the visitors from Florida asked for information before coming.
- ◆ 75% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 68% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 60% of the visitors from Florida used the Internet to make reservations.
- ◆ 81% 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:	2019 %
Google	65
Trip Advisor	65
Expedia	40
Travelocity	37
None	15
Hotels.com	9
Orbitz	8
Yahoo Travel	4
Priceline	1
Cheap Flights	0
Kayak	0
Travel.com	0

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2019 %
Book airline flights	83
Research hotels	81
Research flights and prices	72
Book hotels	65
Find packages	7
Buy packages	3

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2019 %
Trip Advisor	75
Various hotel chains	68
Google	48
Expedia	40
Travelocity	40
Hotels.com	27
Orbitz	9
Priceline	5
Hotwire	4
Yahoo Travel	3
Kayak	3
Travel.com	0

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2019 %
Any/all out of their area	65
Delta	48
American	19
Jet Blue	13
Southwest	9
Spirit	5



- ◆ 84% of the visitors from Florida are on Facebook
 - 98% 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.
- ◆ 19% of the visitors from Florida use Twitter.
- ◆ 82% 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:	2019 %
Summer	98
Spring	75
Winter	70
Fall	38

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	95
No usual destination	80
Beaches in general	54
Caribbean/cruise	53
Other areas outside the USA	19
S.E. in general (GA, SC, NC, etc.)	18
N.E. in general (NY, NJ, New England, etc.)	15
Other areas in the USA	15
Mountains in general	10
CA/AZ	8
Hawaii	8
Mexico	3
West in general (excluding CA/AZ)	2

- ◆ 92% 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:	2019 %
Florida	100
Other areas inside the USA	60
Caribbean/cruise	62
Other areas outside the USA	20
California	15
Hawaii	7
Mexico	2
Myrtle Beach	1



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2019 %
Husband and wife	39
Self (single)	20
Friends	18
Family	23
Wife	2
Husband	2

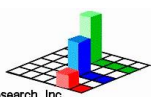
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	40
Family	25
Self (single)	18
Friends	17

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2019 %
Doesn't matter	90
Summer	37
Spring	29
Winter	17
Fall	3

- ◆ The average party size for visitors from Florida was 3.0.
- ◆ 7% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 7% of the visitors from Florida traveled with teenagers.
- ◆ 48% traveled with friends/relatives; 51% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 25% said government/company business, 49% said to meet a cruise, and 20% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:	2019 %
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.5.
- ◆ The average number of days spent in Daytona Beach was 3.5.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$150.
- ◆ 82% of visitors from Florida made advanced reservations, with the average time in advance being about four to five weeks.
- ◆ 30% of visitors from Florida did not use a professional travel service.
 - 49% used an Internet travel service.
 - 10% used a travel agent.
 - 5% used an auto club.
 - 3% used a timeshare.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	95
Less expensive	5
More expensive	0

- ◆ While in Daytona Beach 57% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 5% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 15% of the visitors from Florida paid the fee to park in the parking garage.

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2019 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	99
A family oriented area	98
The ideal vacation destination for a family	98
Full of activities/things to do	98
Important for playing golf	12

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2019 %
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	78
Being able to drive on the beach was important	2
Being near tourist attractions was important	0

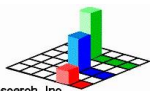
VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	89
Highly recommended by friends before I came	76

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	93
Generally prefer beach destinations	68
Really like to return to familiar places	60
Have paid to park near the beach at other destinations	52
Prefer the more economical hotels/motels	45
Really stick to a budget when eating out	35
Usually play golf	30
Often travel with children	27
Paid admission fees at other beach destinations	17

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

50%	No magazines	5%	Better Homes & Garden
29%	AAA Magazine	5%	Ladies Home Journal
19%	Modern Maturity	5%	People Magazine
18%	Southern Living	4%	Family Circle
15%	Golf magazines - various	4%	Time
11%	Sports Illustrated	3%	Good Housekeeping
9%	National Geographic	0%	TV Guide
8%	US News & World Report	Tr.	Fishing magazines – various
7%	Various Others		
6%	Readers Digest		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2019 %
Walking on the beach	87
Visiting family/friends in the area	33
Business/meetings	28
Ocean Walk	23
Miniature golf	18
Flea Market	15
Played golf	14
Ocean Center/Competitive Arts	12
One Daytona	12
Ponce Lighthouse	11
Speedway	9
Daytona Dog Races	7
Museum	5
Volusia Mall	5
Driving on the beach	3
St. Augustine	2
Fishing	0
Kennedy Space Center	0



- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 54% 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:	2019 %
Mid-range white collar	27
Professional/self employed	25
Retired	21
Refused	11
Skilled labor	11
Clerical	5

- ◆ Visitors from Florida were an average of 50 years old.
- ◆ 81% of visitors from Florida were married, and 19% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	6
\$90,000 - \$100,000	2
\$80,000 - \$90,000	3
\$70,000 - \$80,000	19
\$60,000 - \$70,000	3
\$50,000 - \$60,000	12
\$40,000 - \$50,000	17
\$30,000 - \$40,000	4
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	33

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2019 %
Caucasian	78
Hispanic	12
Black/African America	10
Asian/Pacific Islander	0
Native American	0

MAY 2019 DAYTONA BEACH POINTS OF ORIGIN

33%	Florida	2%	Texas	Tr.	Maryland
9%	Georgia	1%	Alabama	Tr.	Minnesota
8%	New York	1%	California	Tr.	Mississippi
7%	Ohio	1%	Massachusetts	Tr.	Missouri
4%	Illinois	1%	Virginia	Tr.	Nevada
4%	Michigan	Tr.	Arkansas	Tr.	New Hampshire
3%	Indiana	Tr.	Arizona	Tr.	Oklahoma
3%	North Carolina	Tr.	Colorado	Tr.	Vermont
3%	Pennsylvania	Tr.	Connecticut	Tr.	Washington
3%	Tennessee	Tr.	D.C.	Tr.	West Virginia
2%	Kentucky	Tr.	Iowa	Tr.	Wisconsin
2%	New Jersey	Tr.	Louisiana		
2%	South Carolina	Tr.	Maine		

◆ TOTAL U.S.A. 88%

◆ CANADA (7% of the total)

4%	Ontario	Tr.	New Brunswick
2%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia		
Tr.	Manitoba		

◆ FOREIGN (5% of the total)

2%	United Kingdom	Tr.	Netherlands
2%	Germany	Tr.	Norway
Tr.	Central Europe	Tr.	Sweden
Tr.	France	Tr.	Switzerland
Tr.	Italy		

◆ FLORIDA VISITORS (by percent of Florida total)

30%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
30%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Jacksonville
10%	Miami, Fort Lauderdale, The Keys
9%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
3%	Ft. Myers, Naples
1%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

