

DAYTONA BEACH VISITOR PROFILE

March 2017



Prepared for The Halifax Area Advertising Authority

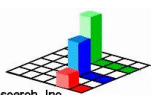
By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

March, 2017 Daytona Beach Visitor Profile

- ◆ For 39% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 85% 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.
- ◆ 56% 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 %
Been to Daytona Beach before	61
Beach	60
Weather	58
Family/friends in the area	35
Bike Week	33
Speedway	31
Business	18
Close to home	16
Personal event/other	15
Meeting/convention	9
Stopover/going elsewhere	8
Close to major attractions	7
Golf	7
Spring Break	7
Timeshare deal	7

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	71
Magazines	34
Saw no ads	30
Brochures	24
Newspapers	9
Television	6
Billboards	0

- ◆ 45% of the out of state visitors asked for information before coming.
- ◆ 64% used the Internet to plan their trip to Daytona Beach.
- ◆ 61% used the Internet to choose a place to stay.
- ◆ 58% used the Internet to make reservations.
- ◆ 63% 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 %
Google	60
Trip Advisor	58
Expedia	55
Travelocity	49
Yahoo Travel	28
Orbitz	15
Kayak	12
None	9
Priceline	9
Hotels.com	9
Travel.com	8
Cheap Flights	5

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	81
Research flights and prices	76
Book hotels	70
Book airline flights	67
Find packages	40
Buy packages	20

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2017 %
Trip Advisor	57
Various hotel chains	47
Google	46
Expedia	43
Travelocity	41
Hotels.com	28
Orbitz	20
Priceline	13
Hotwire	9
Yahoo Travel	5
Kayak	1
Travel.com	1

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2017 %
Any/all out of their area	54
Delta	38
American	13
Jet Blue	10
Southwest	6

- ◆ 74% 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 91% to talk about activities/vacations.
- ◆ 22% of the out of state visitors use Twitter.
- ◆ 67% 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	89
Winter	77
Spring	68
Fall	44

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	88
No usual destination	67
Other areas in the USA	42
Beaches in general	28
Caribbean	28
N.E. in general (NY, NJ, New England, etc.)	25
S.E. in general (GA, SC, NC, etc.)	20
Mountains in general	19
Other areas outside the USA	15
West in general (excluding CA/AZ)	14
CA/AZ	9
Hawaii	9
Mexico	1

- ◆ 87% 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	89
Other areas inside the USA	62
Caribbean	43
CA/AZ	30
Other Areas outside the USA	17
Hawaii	13
Myrtle Beach	1
Mexico	Tr.

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2017 %
Husband and wife	57
Friends	17
Family	11
Self (single)	9
Wife	4
Husband	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	60
Friends	17
Family	14
Self (single)	9

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2017 %
Doesn't matter	69
Spring	46
Summer	32
Winter	29
Fall	5

- ◆ The average party size for out of state visitors was 2.9.
- ◆ 7% of out of state visitors traveled with children age 12 and younger.
- ◆ 7% of out of state visitors traveled with teenagers.
- ◆ 44% traveled with friends/relatives; 42% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 28% said government/company business, 16% said convention/trade show, and 34% said to meet a cruise.
- ◆ 29% of out of state visitors traveled by air, 62% by auto and 9% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 72% landed in Daytona Beach.
 - 26% landed in Orlando/Sanford.
 - 2% landed elsewhere.
- ◆ 4% 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	82
Florida in general	10
Orlando	4
East coast of Florida in general	3
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 8.2.
- ◆ The average number of days spent in Daytona Beach was 5.3.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$200.
- ◆ 96% of the out of state visitors made advanced reservations, with the average time in advance being about 2.5 months.
- ◆ 31% of out of state visitors did not use a professional travel service.
 - 58% used an Internet travel service.
 - 8% used a travel agent.
 - 2% used an auto club.
 - 1% used a timeshare.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2017 %
Less expensive	88
About what I expected	10
More expensive	2

- ◆ While in Daytona Beach, 53% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ Tr. of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 9% of the out of state visitors paid the fee to park in the 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	98
Clean and beautiful	98
The ideal vacation destination for a family	97
Full of activities/things to do	97
A family oriented area	94
Important for playing golf	9

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2017 %
Being within a day's travel was important	76
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	2

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2017 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	97
A good place to get some peace and quiet	74
Highly recommended by friends before I came	72

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	86
Generally prefer beach destinations	62
Have paid to park near the beach at other destinations	46
Really like to return to familiar places	45
Prefer the more economical hotels/motels	44
Really stick to a budget when eating out	43
Usually play golf	22
Paid admission fees at other beach destinations	21
Often travel with children	10

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

52%	No magazines	7%	US News & World Report
28%	AAA Magazine	5%	Ladies Home Journal
24%	Modern Maturity	4%	National Geographic
20%	Biker magazines - various	4%	Time
13%	Sports Illustrated	4%	Various others
12%	Car magazines - various	3%	Better Homes & Garden
12%	Southern Living	3%	Good Housekeeping
11%	Golf magazines - various	Tr.	Fishing magazines - various
7%	Family Circle	Tr.	TV Guide
7%	People Magazine		
7%	Readers Digest		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2017 %
Walking on the beach	82
Visiting family/friends in the area	37
Bike Week Activities	30
Speedway	29
Flea Market	18
Business/meetings	16
Ocean Walk	16
Miniature golf	14
St. Augustine	13
Volusia Mall	13
EPCOT	12
Played golf	9
Museum	7
Animal Kingdom	5
Kennedy Space Center	5
Ponce Inlet Lighthouse	5
Daytona Dog Races	3
Driving on the beach	2
MGM Studios	2
Magic Kingdom	1
Universal Studios	1
Sea World	Tr.

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 58% of the out of state visitors to complete the survey were male, 42% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2017 %
Professional/self employed	23
Retired	22
Skilled labor	20
Mid-range white collar	18
Refused	15
Clerical	2

- ◆ Out of state visitors were an average of 56 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:	2017 %
Over \$100,000	6
\$90,000 - \$100,000	1
\$80,000 - \$90,000	2
\$70,000 - \$80,000	15
\$60,000 - \$70,000	3
\$50,000 - \$60,000	20
\$40,000 - \$50,000	15
\$30,000 - \$40,000	1
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	37

Mean Income: \$68,200

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2017 %
Caucasian	74
Hispanic	10
Black/African America	13
Asian/Pacific Islander	3
Native American	0

FLORIDA VISITORS

March, 2017 Daytona Beach Visitor Profile

- ◆ For 38% 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.
- ◆ 59% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2017 %
Close to home	91
Been to Daytona Beach before	62
Beach	44
Family/friends in the area	41
Bike Week	34
Speedway	32
Weather	25
Business	18
Personal event/other	18
Meeting/convention	15
Timeshare deal	10
Golf	8
Sports tournaments – various	3
Fishing	1
Close to major attractions	Tr.

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	73
Saw no ads	26
Brochures	22
Magazines	14
Newspapers	11
Television	7
Billboards	0

- ◆ 33% of the visitors from Florida asked for information before coming.
- ◆ 59% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 55% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 56% of the visitors from Florida used the Internet to make reservations.
- ◆ 58% 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	61
Trip Advisor	58
Travelocity	56
Expedia	52
Orbitz	17
Yahoo Travel	16
None	14
Hotels.com	11
Priceline	10
Kayak	7
Cheap Flights	3
Yapta	2
Travel.com	1

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	89
Research flights and prices	79
Book airline flights	75
Book hotels	67
Find packages	32
Buy packages	12

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2017 %
Trip Advisor	63
Google	59
Various hotel chains	55
Travelocity	46
Expedia	41
Hotels.com	27
Orbitz	19
Priceline	15
Yahoo Travel	10
Hotwire	8
Kayak	3
Travel.com	2
None	Tr.

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2017 %
Any/all out of their area	57
Delta	46
Jet Blue	9
Southwest	2

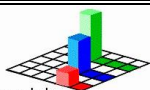
- ◆ 71% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 88% to talk about activities/vacations.
- ◆ 28% of the visitors from Florida use Twitter.
- ◆ 71% of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:	2017 %
Summer	94
Spring	72
Winter	66
Fall	58

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	98
No usual destination	89
Beaches in general	48
Caribbean	42
Other areas in the USA	33
N.E. in general (NY, NJ, New England, etc.)	24
Other areas outside the USA	17
Mountains in general	16
S.E. in general (GA, SC, NC, etc.)	8
CA/AZ	8
West in general (excluding CA/AZ)	2
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
Other areas inside the USA	58
California	18
Other areas outside the USA	16
Hawaii	9
Mexico	3
Myrtle Beach	2



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2017 %
Husband and wife	52
Friends	22
Self (single)	16
Wife	4
Family	3
Husband	3

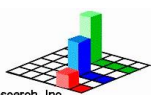
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	52
Friends	22
Self (single)	16
Family	10

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2017 %
Doesn't matter	87
Summer	31
Spring	18
Winter	15
Fall	5

- ◆ The average party size for visitors from Florida was 2.7.
- ◆ 8% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 9% of the visitors from Florida traveled with teenagers.
- ◆ 56% traveled with friends/relatives; 62% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 31% said government/company business, 36% said to meet a cruise, and 26% said convention/trade show.
- ◆ 82% of the visitors from Florida traveled by auto and 18% by motorcycle.

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 3.5.
- ◆ 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 \$185.
- ◆ 89% of visitors from Florida made advanced reservations, with the average time in advance being about two to three months.
- ◆ 33% of visitors from Florida did not use a professional travel service.
 - 59% used an Internet travel service.
 - 6% used a travel agent.
 - 1% used an auto club.
 - 1% used a timeshare.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	87
Less expensive	9
More expensive	4

- ◆ While in Daytona Beach, 51% 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.
- ◆ 9% 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
Clean and beautiful	98
Full of activities/things to do	97
A good value for the money spent	96
The ideal vacation destination for a family	92
A family oriented area	91
Important for playing golf	9

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	60
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	89
Highly recommended by friends before I came	71

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	66
Really like to return to familiar places	52
Prefer the more economical hotels/motels	48
Have paid to park near the beach at other destinations	46
Really stick to a budget when eating out	44
Usually play golf	26
Often travel with children	17
Paid admission fees at other beach destinations	10

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

55%	No magazines	5%	National Geographic
30%	Modern Maturity	4%	Better Homes & Garden
23%	AAA Magazine	4%	Ladies Home Journal
19%	Biker Magazines - various	4%	Time
15%	Southern Living	4%	US News & World Report
10%	Readers Digest	4%	Various Others
8%	Golf magazines - various	2%	Good Housekeeping
7%	Family Circle	1%	Fishing magazines – various
6%	Car magazines - various	Tr.	TV Guide
6%	People Magazine		
6%	Sports Illustrated		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2017 %
Walking on the beach	84
Visiting family/friends in the area	41
Bike Week activities	37
Speedway	34
Business/meetings	31
Flea Market	15
Ocean Walk	15
Miniature golf	9
Played golf	9
Volusia Mall	9
Ponce Lighthouse	7
Museum	5
Daytona Dog Races	1
Driving on the beach	1
Kennedy Space Center	Tr.

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 42% of the visitors from Florida to complete the survey were female, 58% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2017 %
Mid-range white collar	28
Retired	24
Professional/self employed	18
Skilled labor	16
Refused	13
Clerical	1

- ◆ Visitors from Florida were an average of 54 years old.
- ◆ 83% of visitors from Florida were married, and 17% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	5
\$90,000 - \$100,000	3
\$80,000 - \$90,000	1
\$70,000 - \$80,000	13
\$60,000 - \$70,000	1
\$50,000 - \$60,000	12
\$40,000 - \$50,000	18
\$30,000 - \$40,000	4
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	42

Mean Income: \$66,500

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2017 %
Caucasian	75
Hispanic	14
Black/African America	10
Asian/Pacific Islander	1
Native American	0

MARCH 2017 DAYTONA BEACH POINTS OF ORIGIN

28%	Florida	1%	California	Tr.	Maryland
7%	Georgia	1%	Connecticut	Tr.	Minnesota
7%	Ohio	1%	Massachusetts	Tr.	Mississippi
6%	New York	1%	Texas	Tr.	Missouri
4%	Illinois	1%	Virginia	Tr.	Nebraska
4%	Michigan	Tr.	Alabama	Tr.	Nevada
3%	Indiana	Tr.	Arizona	Tr.	New Hampshire
3%	North Carolina	Tr.	Arkansas	Tr.	Oklahoma
3%	Pennsylvania	Tr.	Colorado	Tr.	Rhode Island
2%	Kentucky	Tr.	D.C.	Tr.	Vermont
2%	New Jersey	Tr.	Iowa	Tr.	West Virginia
2%	South Carolina	Tr.	Kentucky	Tr.	Wisconsin
2%	Tennessee	Tr.	Louisiana		
2%	Texas	Tr.	Maine		

◆ **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)**

29%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
12%	Miami, Fort Lauderdale, The Keys
11%	Jacksonville
11%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
5%	Gainesville
4%	Ft. Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

