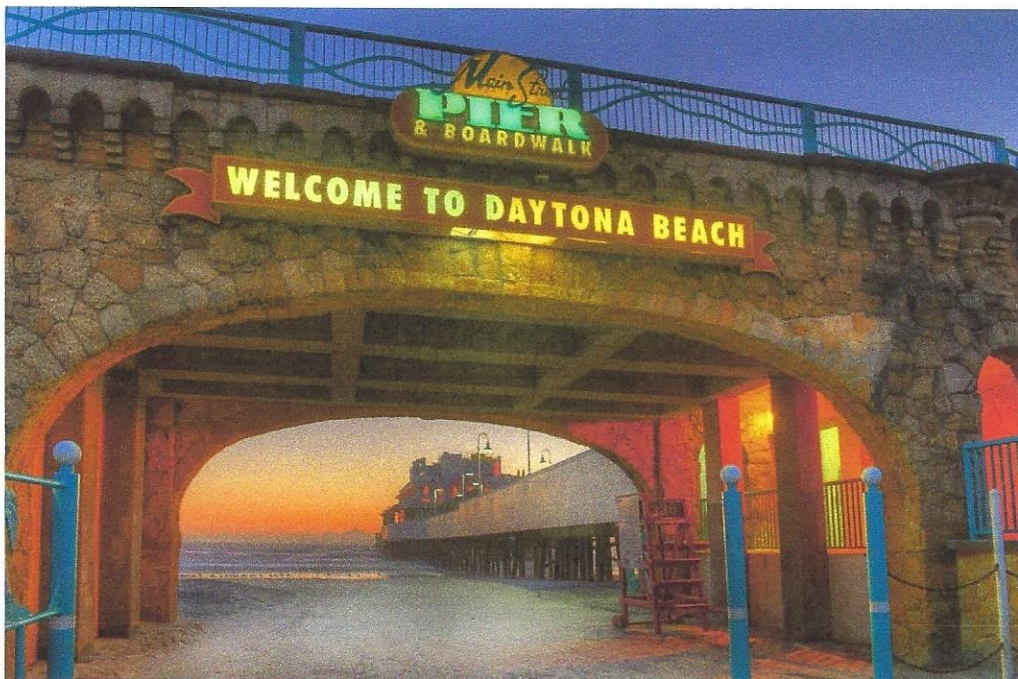


DAYTONA BEACH VISITOR PROFILE

May 2017



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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OUT OF STATE VISITORS

May, 2017 Daytona Beach Visitor Profile

- ◆ For 42% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 91% 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:	2017 %
Beach	80
Weather	67
Been to Daytona Beach before	59
Family/friends in the area	43
Close to home	24
Business	19
Ocean Center/Competitive arts	18
Meeting/convention	16
Personal event/other	15
Close to major attractions	14
Golf	10
Speedway	10
Timeshare deal	9
Stopover/going elsewhere	3
Sporting tournaments – various	1

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	80
Brochures	29
Magazines	27
Saw no ads	25
Newspapers	8
Television	8
Billboards	0

- ◆ 50% of the out of state visitors asked for information before coming.
- ◆ 75% used the Internet to plan their trip to Daytona Beach.
- ◆ 70% used the Internet to choose a place to stay.
- ◆ 64% used the Internet to make reservations.
- ◆ 76% 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	63
Trip Advisor	62
Expedia	53
Travelocity	51
Yahoo Travel	17
Orbitz	13
Hotels.com	10
Kayak	10
None	9
Priceline	8
Travel.com	5
Cheap Flights	4

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	75
Research flights and prices	74
Book hotels	65
Book airline flights	64
Find packages	15
Buy packages	7

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2017 %
Trip Advisor	55
Various hotel chains	46
Google	45
Expedia	43
Travelocity	40
Hotels.com	23
Orbitz	15
Priceline	14
Hotwire	8
Travel.com	5
Yahoo Travel	4
Kayak	3

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2017 %
Any/all out of their area	59
Delta	38
American	15
Jet Blue	13
Southwest	7

- ◆ 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 97% to talk about activities/vacations.
- ◆ 27% of the out of state visitors use Twitter.
- ◆ 68% 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
Spring	87
Winter	63
Fall	40



OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	92
No usual destination	76
Other areas in the USA	45
Beaches in general	34
Caribbean	32
Mountains in general	24
N.E. in general (NY, NJ, New England, etc.)	23
S.E. in general (GA, SC, NC, etc.)	20
Other areas outside the USA	19
West in general (excluding CA/AZ)	7
CA/AZ	5
Hawaii	5
Mexico	1

- ◆ 90% 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	98
Other areas inside the USA	74
Caribbean	45
CA/AZ	26
Other Areas outside the USA	20
Hawaii	15
Mexico	1
Myrtle Beach	1

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2017 %
Husband and wife	53
Friends	19
Family	17
Self (single)	10
Wife	2
Husband	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	45
Family	26
Friends	19
Self (single)	10

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2017 %
Doesn't matter	73
Spring	52
Summer	47
Winter	17
Fall	2

- ◆ The average party size for out of state visitors was 3.0.
- ◆ 7% of out of state visitors traveled with children age 12 and younger.
- ◆ 8% of out of state visitors traveled with teenagers.
- ◆ 41% traveled with friends/relatives; 42% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 31% said government/company business, 24% said convention/trade show, and 33% said to meet a cruise.
- ◆ 37% of out of state visitors traveled by air and 63% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 69% landed in Daytona Beach.
 - 30% landed in Orlando/Sanford.
 - 1% landed elsewhere.
- ◆ 3% 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	85
Florida in general	6
Orlando	5
East coast of Florida in general	3
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 6.4.
- ◆ 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 \$150.
- ◆ 93% of the out of state visitors made advanced reservations, with the average time in advance being between one and a half months.
- ◆ 23% of out of state visitors did not use a professional travel service.
 - 66% 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	89
About what I expected	10
More expensive	1

- ◆ While in Daytona Beach, 54% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 1% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 8% 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	99
Clean and beautiful	99
A family oriented area	98
The ideal vacation destination for a family	98
Full of activities/things to do	97
Important for playing golf	15

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2017 %
Being within a day's travel was important	87
The beach would be more enjoyable without cars on it	85
Being near tourist attractions was important	18
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	87
Highly recommended by friends before I came	77

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	92
Generally prefer beach destinations	68
Really stick to a budget when eating out	51
Really like to return to familiar places	50
Have paid to park near the beach at other destinations	45
Prefer the more economical hotels/motels	44
Usually play golf	28
Paid admission fees at other beach destinations	25
Often travel with children	20

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

57% No magazines	6% Ladies Home Journal
31% AAA Magazine	5% National Geographic
25% Modern Maturity	5% Time
19% Southern Living	4% Better Homes & Garden
11% Golf magazines - various	4% Various others
10% Sports Illustrated	3% Good Housekeeping
8% Readers Digest	Tr. Country Living
7% Family Circle	Tr. Fishing magazines - various
7% People Magazine	Tr. Tv Guide
7% US News & World Report	

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2017 %
Walking on the beach	98
Visiting family/friends in the area	42
Business/meetings	23
Ocean Walk	18
Miniature golf	17
Ocean Center/Competitive Arts	17
Volusia Mall	14
Played golf	13
St. Augustine	13
Flea Market	12
Speedway	11
EPCOT	9
Museum	7
Ponce Inlet Lighthouse	7
Daytona Dog Races	6
Animal Kingdom	5
Kennedy Space Center	5
Magic Kingdom	3
MGM Studios	3
Driving on the beach	2
Universal Studios	1
Fishing	Tr.
Sea World	Tr.



- ◆ 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:	2017 %
Professional/self employed	22
Retired	22
Mid-range white collar	19
Skilled labor	18
Refused	17
Clerical	2

- ◆ 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:	2017 %
Over \$100,000	8
\$90,000 - \$100,000	0
\$80,000 - \$90,000	0
\$70,000 - \$80,000	16
\$60,000 - \$70,000	0
\$50,000 - \$60,000	19
\$40,000 - \$50,000	17
\$30,000 - \$40,000	2
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	37

Mean Income: \$68,300

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2017 %
Caucasian	80
Black/African America	10
Hispanic	8
Asian/Pacific Islander	2
Native American	0



FLORIDA VISITORS

MAY, 2017 Daytona Beach Visitor Profile

- ◆ For 37% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 94% 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:	2017 %
Close to home	96
Been to Daytona Beach before	65
Beach	46
Family/friends in the area	41
Weather	27
Business	24
Meeting/convention	18
Personal event/other	15
Golf	14
Ocean Center/Competitive arts	13
Timeshare deal	10
Speedway	6
Close to major attractions	1
Fishing	1

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	76
Saw no ads	22
Brochures	21
Magazines	13
Newspapers	11
Television	4
Billboards	0

- ◆ 32% of the visitors from Florida asked for information before coming.
- ◆ 73% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 66% 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.
- ◆ 74% 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	65
Trip Advisor	60
Expedia	48
Travelocity	46
None	15
Hotels.com	10
Orbitz	10
Yahoo Travel	10
Cheap Flights	5
Kayak	5
Priceline	5
Travel.com	5

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	76
Research flights and prices	74
Book airline flights	63
Book hotels	62
Find packages	8
Buy packages	3

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2017 %
Trip Advisor	70
Various hotel chains	55
Google	51
Expedia	49
Travelocity	44
Hotels.com	21
Orbitz	14
Priceline	11
Hotwire	8
Yahoo Travel	6
Kayak	4
Travel.com	4

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2017 %
Any/all out of their area	55
Delta	49
American	12
Jet Blue	12
Spirit	2
Southwest	2

- ◆ 71% 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.
- ◆ 27% of the visitors from Florida use Twitter.
- ◆ 75% 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	80
Winter	67
Fall	51

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	99
No usual destination	81
Beaches in general	51
Caribbean	47
Other areas in the USA	34
S.E. in general (GA, SC, NC, etc.)	18
N.E. in general (NY, NJ, New England, etc.)	17
Mountains in general	14
Other areas outside the USA	12
CA/AZ	7
Hawaii	4
Mexico	1
West in general (excluding CA/AZ)	1

- ◆ 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:	2017 %
Florida	100
Other areas inside the USA	64
Caribbean	62
California	19
Other areas outside the USA	15
Hawaii	6
Mexico	5
Myrtle Beach	1

THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2017 %
Husband and wife	42
Self (single)	19
Family	18
Friends	17
Wife	3
Husband	1

VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	44
Family	23
Self (single)	17
Friends	16

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2017 %
Doesn't matter	87
Summer	43
Spring	29
Winter	12
Fall	5

- ◆ The average party size for visitors from Florida was 3.1.
- ◆ 9% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 10% of the visitors from Florida traveled with teenagers.
- ◆ 46% traveled with friends/relatives; 53% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 34% said government/company business, 46% said to meet a cruise, and 31% 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 3.2.
- ◆ The average number of days spent in Daytona Beach was 3.2.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$140.
- ◆ 89% of visitors from Florida made advanced reservations, with the average time in advance being about one and a half months.
- ◆ 30% of visitors from Florida did not use a professional travel service.
 - 60% used an Internet travel service.
 - 7% used a travel agent.
 - 2% 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	94
Less expensive	5
More expensive	1

- ◆ While in Daytona Beach 50% 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.
- ◆ 10% 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	99
Clean and beautiful	99
A family oriented area	98
The ideal vacation destination for a family	98
Full of activities/things to do	97
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	79
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	96
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	71
Really like to return to familiar places	62
Have paid to park near the beach at other destinations	50
Prefer the more economical hotels/motels	48
Really stick to a budget when eating out	40
Usually play golf	34
Often travel with children	24
Paid admission fees at other beach destinations	18

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

60%	No magazines	5%	National Geographic
29%	Modern Maturity	5%	US News & World Report
25%	AAA Magazine	4%	Better Homes & Garden
19%	Southern Living	4%	Time
13%	Readers Digest	4%	Various Others
10%	Golf magazines - various	3%	Good Housekeeping
9%	Family Circle	Tr.	Fishing magazines – various
8%	People Magazine	Tr.	TV Guide
6%	Sports Illustrated		
5%	Ladies Home Journal		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2017 %
Walking on the beach	93
Visiting family/friends in the area	40
Business/meetings	35
Miniature golf	17
Ocean Walk	17
Flea Market	14
Played golf	11
Ocean Center/Competitive Arts	10
Ponce Lighthouse	8
Volusia Mall	7
Speedway	6
Museum	5
Daytona Dog Races	3
Driving on the beach	1
Kennedy Space Center	1
Fishing	Tr.
St. Augustine	Tr.

- ◆ 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:	2017 %
Mid-range white collar	23
Professional/self employed	21
Retired	21
Refused	17
Skilled labor	16
Clerical	2

- ◆ Visitors from Florida were an average of 49 years old.
- ◆ 82% of visitors from Florida were married, and 18% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	6
\$90,000 - \$100,000	0
\$80,000 - \$90,000	0
\$70,000 - \$80,000	15
\$60,000 - \$70,000	0
\$50,000 - \$60,000	15
\$40,000 - \$50,000	21
\$30,000 - \$40,000	4
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	38

Mean Income: \$63,900

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2017 %
Caucasian	77
Hispanic	14
Black/African America	8
Asian/Pacific Islander	1
Native American	0

MAY 2017 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
28%	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
7%	Gainesville
3%	Ft. Myers, Naples
1%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

