

DAYTONA BEACH VISITOR PROFILE

November 2019



Prepared for The Halifax Area Advertising Authority

By:



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OUT OF STATE VISITORS

November, 2019 Daytona Beach Visitor Profile

- ◆ For 37% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 73% 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:	2019 %
Been to Daytona Beach before	63
Beach	54
Family/friends in the area	44
Weather	39
Close to home	28
Business	27
Turkey Run	26
Meeting/convention	21
Personal event/other	17
Golf	10
Close to major attractions	9
Timeshare deal	8
Fishing	3
Stopover/going elsewhere	2

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	73
Brochures	29
Saw no ads	25
Magazines	16
Newspapers	8
Television	5
Billboards	0

- ◆ 54% of the out of state visitors asked for information before coming.
- ◆ 71% used the Internet to plan their trip to Daytona Beach.
- ◆ 68% used the Internet to choose a place to stay.
- ◆ 52% used the Internet to make reservations.
- ◆ 78% 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 %
Trip Advisor	61
Google	56
Expedia	37
Travelocity	34
Yahoo Travel	20
Hotels.com	14
None	11
Kayak	7
Travel.com	6
Orbitz	5
Priceline	4
Cheap Flights	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2019 %
Research flights and prices	81
Research hotels	77
Book airline flights	71
Book hotels	48
Find packages	39
Buy packages	21

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2019 %
Trip Advisor	70
Various hotel chains	66
Google	42
Expedia	35
Travelocity	21
Hotels.com	19
Hotwire	6
Priceline	6
Orbitz	5
Kayak	4
Travel.com	2
Yahoo Travel	2

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2019 %
Any/all out of their area	68
Delta	34
American	18
Southwest	12
Jet Blue	8

- ◆ 79% 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 97% to talk about activities/vacations.
- ◆ 12% of the out of state visitors use Instagram.
- ◆ 14% 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:	2019 %
Fall	89
Summer	85
Winter	85
Spring	52

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	81
No usual destination	68
Other areas in the USA	41
Beaches in general	38
Caribbean/Cruise	33
S.E. in general (GA, SC, NC, etc.)	29
N.E. in general (NY, NJ, New England, etc.)	25
Mountains in general	19
Other areas outside the USA	19
Hawaii	8
CA/AZ	6
West in general (excluding CA/AZ)	6
Mexico	0

- ◆ 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:	2019 %
Florida	82
Other areas inside the USA	69
Caribbean/Cruise	60
Other Areas outside the USA	24
CA/AZ	17
Hawaii	15
Mexico	0
Myrtle Beach	0

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2019 %
Husband and wife	44
Friends	22
Self (single)	19
Family	9
Husband	4
Wife	2

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	49
Self single)	18
Friends	17
Family	16

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2019 %
Doesn't matter	93
Winter	33
Summer	29
Fall	22
Spring	14

- ◆ The average party size for out of state visitors was 2.6.
- ◆ 4% of out of state visitors traveled with children age 12 and younger.
- ◆ 9% of out of state visitors traveled with teenagers.
- ◆ 37% traveled with friends/relatives; 46% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 39% said government/company business, 29% said convention/trade show, and 35% said to meet a cruise.
- ◆ 26% of out of state visitors traveled by air, and 74% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 55% landed in Daytona Beach.
 - 45% landed in Orlando.
- ◆ 1% 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	81
Orlando	9
Florida in general	7
South Florida	2
East coast of Florida in general	1

- ◆ The average number of days out of state visitors spent away from home was 7.6.
- ◆ The average number of days spent in Daytona Beach was 5.4.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$164.
- ◆ 90% of the out of state visitors made advanced reservations, with the average time in advance being about 5 - 6 weeks.
- ◆ 32% of out of state visitors did not use a professional travel service.
 - 49% used an Internet travel service.
 - 13% used a travel agent.
 - 6% used an auto club.
 - 8% used a time share.

Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	93
Less expensive	4
More expensive	3

- ◆ While in Daytona Beach, 54% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 8% 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
Full of activities/things to do	99
Clean and beautiful	96
The ideal vacation destination for a family	89
A family oriented area	88
Important for playing golf	6

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2019 %
Being within a day's travel was important	97
The beach would be more enjoyable without cars on it	54
Being near tourist attractions was important	10
Being able to drive on the beach was important	2

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	98
A good place to get some peace and quiet	87
Highly recommended by friends before I came	79

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	98
Often travel with friends or meet them at my destination	68
Really like to return to familiar places	49
Prefer the more economical hotels/motels	48
Have paid to park near the beach at other destinations	38
Generally prefer beach destinations	37
Really stick to a budget when eating out	37
Paid admission fees at other beach destinations	33
Often travel with children	11

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

45%	No magazines	7%	People Magazine
34%	AAA Magazine	6%	Time
27%	Modern Maturity	6%	Various others
19%	Car magazines	5%	Better Homes & Garden
14%	National Geographic	5%	Good Housekeeping
12%	Sports Illustrated	3%	Ladies Home Journal
11%	Southern Living	3%	Readers Digest
9%	Golf magazines - various		
9%	US News & World Report		
8%	Family Circle		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2019 %
Walking on the beach	87
Visiting family/friends in the area	48
Speedway	37
Car shows	35
Business/meetings	28
Flea Market	21
Miniature golf	19
Ocean Walk	18
Ponce Inlet Lighthouse	12
One Daytona	11
St. Augustine	11
Daytona Dog Races/Poker Room	9
Driving on the beach	9
Played golf	9
Kennedy Space Center	5
Museum	5
Volusia Mall	5
Magic Kingdom	4
Animal Kingdom	3
EPCOT	3
Universal Studios	3
Sea World	1

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 50% of the out of state visitors to complete the survey were male, 50% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2019 %
Retired	36
Skilled labor	23
Professional/self employed	17
Mid-range white collar	15
Refused	4
Clerical	3
Semi-skilled labor	2

- ◆ Out of state visitors were an average of 55 years old.
- ◆ 82% of out of state visitors were married, and 18% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	7
\$90,000 - \$100,000	1
\$80,000 - \$90,000	5
\$70,000 - \$80,000	16
\$60,000 - \$70,000	14
\$50,000 - \$60,000	15
\$40,000 - \$50,000	1
\$30,000 - \$40,000	3
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	38

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2019 %
Caucasian	78
Black/African America	13
Hispanic	9
Asian/Pacific Islander	0
Native American	0

FLORIDA VISITORS

November, 2019 Daytona Beach Visitor Profile

- ◆ For 35% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 93% 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:	2019 %
Close to home	97
Been to Daytona Beach before	65
Family/friends in the area	38
Business	35
Turkey Run	32
Meeting/convention	27
Beach	25
Personal event/other	16
Competitive Tournaments	13
Golf	12
Weather	12
Timeshare deal	9
Fishing	1
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	68
Saw no ads	33
Brochures	23
Newspapers	7
Television	6
Billboards	0

- ◆ 38% of the visitors from Florida asked for information before coming.
- ◆ 72% 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.
- ◆ 83% 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	62
Trip Advisor	61
Expedia	38
Travelocity	34
Kayak	13
Hotels.com	11
Yahoo Travel	11
Priceline	4
None	3
Orbitz	3
Travel.com	3
Cheap Flights	0

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2019 %
Research flights and prices	84
Research hotels	79
Book airline flights	74
Book hotels	58
Find packages	16
Buy packages	12

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2019 %
Trip Advisor	66
Various hotel chains	60
Expedia	36
Google	42
Orbitz	22
Travelocity	19
Hotels.com	11
Priceline	9
Hotwire	6
Kayak	6
Travel.com	2
Yahoo Travel	2

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2019 %
Any/all out of their area	66
Delta	43
American	9
Jet Blue	5

- ◆ 82% 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.
- ◆ 11% of the visitors from Florida use Instagram.
- ◆ 11% 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	95
Winter	89
Fall	84
Spring	60

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	99
No usual destination	79
Caribbean/Cruise	62
Beaches in general	52
Other areas in the USA	35
N.E. in general (NY, NJ, New England, etc.)	26
Mountains in general	19
S.E. in general (GA, SC, NC, etc.)	22
Other areas outside the USA	19
Hawaii	7
West in general (excluding CA/AZ)	5
CA/AZ	4
Mexico	0

- ◆ 89% 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	62
Caribbean/Cruise	65
Other areas outside the USA	23
California	9
Hawaii	8
Myrtle Beach	1
Mexico	0

THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2019 %
Husband and wife	41
Self (single)	24
Friends	24
Family	8
Husband	2
Wife	1

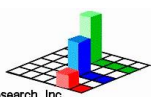
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	39
Self (single)	20
Friends	22
Family	19

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2019 %
Doesn't matter	93
Winter	28
Summer	17
Fall	15
Spring	8

- ◆ The average party size for visitors from Florida was 2.4.
- ◆ 8% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 7% of the visitors from Florida traveled with teenagers.
- ◆ 43% traveled with friends/relatives; 51% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 27% said government/company business, 37% said to meet a cruise, and 25% said convention/trade show.
- ◆ 100% 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 3.9.
- ◆ The average number of days spent in Daytona Beach was 3.9.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$165.
- ◆ 86% of visitors from Florida made advanced reservations, with the average time in advance being about 2 months.
- ◆ 42% of visitors from Florida did not use a professional travel service.
 - 51% used an Internet travel service.
 - 7% used a travel agent.
 - 2% used a timeshare.
 - 3% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	89
Less expensive	11
More expensive	0

- ◆ While in Daytona Beach, 57% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 4% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 8% 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
Full of activities/things to do	98
A good value for the money spent	97
Clean and beautiful	97
A family oriented area	96
The ideal vacation destination for a family	95
Important for playing golf	7

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	53
Being able to drive on the beach was important	Tr.

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	80
Highly recommended by friends before I came	76

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	97
Often travel with friends or meet them at my destination	96
Generally prefer beach destinations	75
Really like to return to familiar places	72
Prefer the more economical hotels/motels	58
Really stick to a budget when eating out	58
Have paid to park near the beach at other destinations	34
Usually play golf	22
Paid admission fees at other beach destinations	20
Often travel with children	13

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

45%	No magazines	2%	Readers Digest
31%	AAA Magazine	2%	Time
24%	AARP	7%	Various Others
15%	Golf magazines - various	3%	Good Housekeeping
12%	Southern Living	3%	Better Homes & Garden
12%	Sports Illustrated	3%	Ladies Home Journal
9%	US News & World Report	0%	TV Guide
8%	Car magazines - various		
9%	National Geographic		
5%	Family Circle		
4%	People Magazine		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2019 %
Walking on the beach	82
Visiting family/friends in the area	40
Business/meetings/work	35
Speedway	34
Car shows	30
Ocean Walk	18
Flea Market	12
Miniature golf	11
One Daytona	11
Played golf	10
Museum	5
Daytona Dog Races/Poker Room	4
Driving on the beach	3
Volusia Mall	3
Kennedy Space Center	2

- ◆ 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:	2019 %
Retired	27
Skilled labor	24
Professional/self employed	20
Mid-range white collar	16
Refused	9
Clerical	2
Semi-skilled labor	2

- ◆ Visitors from Florida were an average of 54 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	2
\$90,000 - \$100,000	3
\$80,000 - \$90,000	2
\$70,000 - \$80,000	14
\$60,000 - \$70,000	7
\$50,000 - \$60,000	18
\$40,000 - \$50,000	17
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2019 %
Caucasian	76
Hispanic	11
Black/African America	13
Asian/Pacific Islander	0
Native American	0

NOVEMBER 2019 DAYTONA BEACH POINTS OF ORIGIN

41%	Florida	1%	Massachusetts	Tr.	Mississippi
7%	Georgia	1%	New Jersey	Tr.	Missouri
4%	New York	1%	Texas	Tr.	Nebraska
4%	Ohio	Tr.	Alabama	Tr.	Nevada
3%	Michigan	Tr.	Arizona	Tr.	New Hampshire
3%	North Carolina	Tr.	Arkansas	Tr.	Oklahoma
3%	Tennessee	Tr.	Colorado	Tr.	Rhode Island
2%	Illinois	Tr.	Connecticut	Tr.	Utah
2%	Indiana	Tr.	Iowa	Tr.	Washington
2%	Kentucky	Tr.	Kansas	Tr.	West Virginia
2%	Pennsylvania	Tr.	Louisiana	Tr.	Wisconsin
2%	South Carolina	Tr.	Maine	Tr.	Wyoming
2%	Virginia	Tr.	Maryland		
1%	California	Tr.	Minnesota		

◆ TOTAL U.S.A. 82%

◆ CANADA (10% of the total)

6%	Ontario	Tr.	Manitoba
4%	Quebec	Tr.	New Brunswick
Tr.	Alberta	Tr.	Newfoundland
Tr.	British Columbia	Tr.	Nova Scotia

◆ FOREIGN (8% of the total)

3%	Germany	Tr.	Italy
3%	U.K.	Tr.	Netherlands
Tr.	Central Europe	Tr.	Norway
Tr.	China	Tr.	Russia
Tr.	Denmark	Tr.	Sweden
Tr.	France	Tr.	Switzerland

◆ FLORIDA VISITORS (by percent of Florida total)

26%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
15%	Jacksonville
12%	Miami, Fort Lauderdale, The Keys
9%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
5%	Ft. Myers, Naples
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach
Tr.	Tallahassee

