

DAYTONA BEACH VISITOR PROFILE

November 2017



Prepared for The Halifax Area Advertising Authority

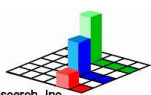
By:



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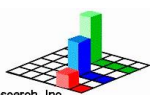
OUT OF STATE VISITORS

November, 2017 Daytona Beach Visitor Profile

- ◆ For 41% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 95% 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.
- ◆ 67% 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 | 75 |
| Beach | 55 |
| Family/friends in the area | 45 |
| Weather | 40 |
| Business | 27 |
| Turkey Run | 24 |
| Meeting/convention | 22 |
| Close to home | 20 |
| Personal event/other | 12 |
| Close to major attractions | 10 |
| Golf | 9 |
| Timeshare deal | 6 |
| Stopover/going elsewhere | 1 |
| Fishing | 1 |

| OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON: | 2017 % |
|---|---------------|
| Internet | 77 |
| Brochures | 30 |
| Magazines | 22 |
| Saw no ads | 20 |
| Newspapers | 7 |
| Television | 5 |
| 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.
- ◆ 65% used the Internet to choose a place to stay.
- ◆ 50% 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: | 2017 % |
|---|-------------------|
| Trip Advisor | 62 |
| Google | 50 |
| Expedia | 45 |
| Travelocity | 40 |
| Yahoo Travel | 25 |
| Hotels.com | 11 |
| Kayak | 7 |
| Orbitz | 7 |
| Travel.com | 7 |
| None | 6 |
| Cheap Flights | 3 |
| Priceline | 3 |

| OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR: | 2017 % |
|--|-------------------|
| Research hotels | 80 |
| Research flights and prices | 82 |
| Book airline flights | 65 |
| Book hotels | 40 |
| Find packages | 39 |
| Buy packages | 22 |

| TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS: | 2017 % |
|--|-------------------|
| Trip Advisor | 65 |
| Various hotel chains | 57 |
| Expedia | 42 |
| Google | 41 |
| Travelocity | 27 |
| Hotels.com | 21 |
| Orbitz | 19 |
| Hotwire | 10 |
| Priceline | 7 |
| Kayak | 5 |
| Yahoo Travel | 3 |
| Travel.com | 1 |

| TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES: | 2017 % |
|--|-------------------|
| Any/all out of their area | 65 |
| Delta | 30 |
| American | 17 |
| Southwest | 9 |
| Jet Blue | 9 |

- ◆ 75% 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.
- ◆ 17% of the out of state visitors use Twitter.
- ◆ 63% 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 % |
|---|-------------------|
| Fall | 98 |
| Summer | 88 |
| Winter | 86 |
| Spring | 49 |

| OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN: | 2017 % |
|---|---------------|
| Florida in general | 83 |
| No usual destination | 68 |
| Other areas in the USA | 41 |
| Beaches in general | 30 |
| Caribbean | 29 |
| N.E. in general (NY, NJ, New England, etc.) | 29 |
| S.E. in general (GA, SC, NC, etc.) | 23 |
| Mountains in general | 22 |
| Other areas outside the USA | 13 |
| CA/AZ | 8 |
| West in general (excluding CA/AZ) | 6 |
| Hawaii | 3 |
| Mexico | Tr. |

- ◆ 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: | 2017 % |
|---|---------------|
| Florida | 80 |
| Other areas inside the USA | 78 |
| Caribbean | 60 |
| CA/AZ | 20 |
| Other Areas outside the USA | 17 |
| Hawaii | 12 |
| Myrtle Beach | 5 |
| Mexico | 4 |

| THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY: | 2017 % |
|---|---------------|
| Husband and wife | 49 |
| Self (single) | 23 |
| Friends | 16 |
| Family | 8 |
| Husband | 2 |
| Wife | 2 |

| OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR: | 2017 % |
|---|---------------|
| Husband and wife | 52 |
| Self single) | 18 |
| Family | 21 |
| Friends | 9 |

| THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN: | 2017 % |
|---|---------------|
| Doesn't matter | 85 |
| Winter | 30 |
| Summer | 30 |
| Fall | 20 |
| Spring | 9 |

- ◆ The average party size for out of state visitors was 2.5.
- ◆ 6% of out of state visitors traveled with children age 12 and younger.
- ◆ 9% of out of state visitors traveled with teenagers.
- ◆ 38% traveled with friends/relatives; 45% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 35% said government/company business, 26% said convention/trade show, and 30% said to meet a cruise.
- ◆ 30% of out of state visitors traveled by air, and 70% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 42% landed in Daytona Beach.
 - 57% landed in Orlando.
 - 1% 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 | 81 |
| Orlando | 12 |
| Florida in general | 4 |
| East coast of Florida in general | 2 |
| South Florida | 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 5.6.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$149.
- ◆ 97% of the out of state visitors made advanced reservations, with the average time in advance being about 5 - 6 weeks.
- ◆ 35% of out of state visitors did not use a professional travel service.
 - 51% used an Internet travel service.
 - 9% used a travel agent.
 - 3% used an auto club.
 - 4% used a time share.



Satisfaction with Daytona Beach

| OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE: | 2017 % |
|---|-------------------|
| About what I expected | 91 |
| Less expensive | 7 |
| More expensive | 2 |

- ◆ While in Daytona Beach, 54% 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.
- ◆ 5% 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 |
| Full of activities/things to do | 99 |
| Clean and beautiful | 98 |
| A family oriented area | 95 |
| The ideal vacation destination for a family | 95 |
| Important for playing golf | 6 |

| IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID: | 2017 % |
|--|-------------------|
| Being within a day's travel was important | 94 |
| The beach would be more enjoyable without cars on it | 55 |
| Being near tourist attractions was important | 15 |
| Being able to drive on the beach was important | 1 |

| 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 | 79 |

| ON PLEASURE TRIPS OUT OF STATE VISITORS: | 2017 % |
|---|---------------|
| Look for escape, relaxation, change of scenery, educational aspects | 400 |
| Often travel with friends or meet them at my destination | 94 |
| Prefer the more economical hotels/motels | 50 |
| Really like to return to familiar places | 50 |
| Have paid to park near the beach at other destinations | 49 |
| Really stick to a budget when eating out | 49 |
| Generally prefer beach destinations | 43 |
| Paid admission fees at other beach destinations | 27 |
| Often travel with children | 12 |

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

| | |
|--------------------------|-----------------------------|
| 51% No magazines | 7% Readers Digest |
| 27% AAA Magazine | 7% Time |
| 23% Modern Maturity | 6% Golf magazines - various |
| 11% Car magazines | 6% US News & World Report |
| 11% People Magazine | 5% Good Housekeeping |
| 11% Southern Living | 4% Various others |
| 10% Sports Illustrated | 3% Ladies Home Journal |
| 8% Family Circle | Tr. TV Guide |
| 7% Better Homes & Garden | |
| 7% National Geographic | |

| ACTIVITIES DONE BY OUT OF STATE VISITORS WERE: | 2017 % |
|---|---------------|
| Walking on the beach | 90 |
| Visiting family/friends in the area | 44 |
| Speedway | 35 |
| Business/meetings | 31 |
| Car shows | 30 |
| Ocean Walk | 14 |
| Flea Market | 12 |
| St. Augustine | 11 |
| Miniature golf | 9 |
| Volusia Mall | 9 |
| Ponce Inlet Lighthouse | 8 |
| Daytona Dog Races/Poker Room | 7 |
| EPCOT | 7 |
| Museum | 7 |
| Kennedy Space Center | 6 |
| Played golf | 6 |
| Universal Studios | 6 |
| Animal Kingdom | 5 |
| MGM Studios | 5 |
| Magic Kingdom | 4 |
| Driving on the beach | 3 |
| Sea World | 1 |

- ◆ 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 % |
|---|---------------|
| Retired | 36 |
| Mid-range white collar | 18 |
| Skilled labor | 16 |
| Professional/self employed | 15 |
| Refused | 11 |
| Clerical | 3 |
| Semi-skilled labor | 1 |

- ◆ Out of state visitors were an average of 54 years old.
- ◆ 78% of out of state visitors were married, and 22% 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 | 14 |
| \$40,000 - \$50,000 | 17 |
| \$30,000 - \$40,000 | 1 |
| \$20,000 - \$30,000 | 0 |
| \$10,000 - \$20,000 | 0 |
| Under \$10,000 | 0 |
| Refused | 44 |

Mean Income: \$68,000

| THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS: | 2017 % |
|--|---------------|
| Caucasian | 75 |
| Hispanic | 12 |
| Black/African America | 10 |
| Asian/Pacific Islander | 3 |
| Native American | 0 |

FLORIDA VISITORS

November, 2017 Daytona Beach Visitor Profile

- ◆ For 35% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 95% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 68% of the repeat visitors from Florida have stayed in the same lodging before.

| REASONS TO CHOOSE DAYTONA BEACH WERE: | 2017 % |
|--|---------------|
| Close to home | 99 |
| Been to Daytona Beach before | 74 |
| Family/friends in the area | 41 |
| Business | 37 |
| Turkey Run | 28 |
| Meeting/convention | 27 |
| Beach | 22 |
| Personal event/other | 13 |
| Weather | 12 |
| Golf | 7 |
| Competitive Tournaments | 5 |
| Timeshare deal | 4 |
| Close to major attractions | 0 |
| Fishing | 0 |

| VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON: | 2017 % |
|---|---------------|
| Internet | 75 |
| Saw no ads | 29 |
| Brochures | 27 |
| Newspapers | 7 |
| Television | 7 |
| Billboards | 0 |

- ◆ 43% of the visitors from Florida asked for information before coming.
- ◆ 69% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 70% 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.
- ◆ 75% 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 | 64 |
| Trip Advisor | 58 |
| Expedia | 46 |
| Travelocity | 40 |
| Yahoo Travel | 15 |
| Kayak | 13 |
| Priceline | 10 |
| Hotels.com | 10 |
| Orbitz | 7 |
| Travel.com | 7 |
| None | 4 |
| Cheap Flights | 0 |

| VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR: | 2017 % |
|--|---------------|
| Research hotels | 84 |
| Research flights and prices | 80 |
| Book airline flights | 65 |
| Book hotels | 50 |
| Find packages | 20 |
| Buy packages | 12 |

| TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS: | 2017 % |
|--|---------------|
| Trip Advisor | 67 |
| Various hotel chains | 54 |
| Expedia | 43 |
| Google | 43 |
| Orbitz | 27 |
| Travelocity | 21 |
| Priceline | 20 |
| Hotels.com | 18 |
| Hotwire | 10 |
| Kayak | 5 |
| Travel.com | 2 |
| Yahoo Travel | 1 |

| TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES: | 2017 % |
|--|---------------|
| Any/all out of their area | 61 |
| Delta | 41 |
| Jet Blue | 4 |

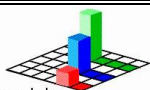
- ◆ 79% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 97% to talk about activities/vacations.
- ◆ 15% of the visitors from Florida use Twitter.
- ◆ 75% of the visitors from Florida take more than one vacation per year.

| VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN: | 2017 % |
|---|---------------|
| Summer | 99 |
| Winter | 95 |
| Fall | 87 |
| Spring | 60 |

| 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 | 58 |
| Caribbean | 45 |
| Other areas in the USA | 35 |
| N.E. in general (NY, NJ, New England, etc.) | 25 |
| Mountains in general | 22 |
| S.E. in general (GA, SC, NC, etc.) | 20 |
| Other areas outside the USA | 12 |
| West in general (excluding CA/AZ) | 5 |
| CA/AZ | 3 |
| Hawaii | 3 |
| Mexico | Tr. |

- ◆ 87% 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 | 69 |
| Caribbean | 60 |
| Other areas outside the USA | 17 |
| California | 11 |
| Hawaii | 8 |
| Myrtle Beach | 3 |
| Mexico | 2 |



| THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY: | 2017 % |
|---|---------------|
| Husband and wife | 39 |
| Self (single) | 30 |
| Friends | 21 |
| Family | 7 |
| Husband | 2 |
| Wife | 1 |

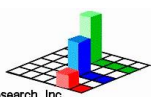
| VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR: | 2017 % |
|---|---------------|
| Husband and wife | 36 |
| Self (single) | 28 |
| Friends | 20 |
| Family | 16 |

| THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN: | 2017 % |
|---|---------------|
| Doesn't matter | 90 |
| Summer | 22 |
| Winter | 19 |
| Fall | 13 |
| Spring | 4 |

- ◆ The average party size for visitors from Florida was 2.7.
- ◆ 10% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 7% of the visitors from Florida traveled with teenagers.
- ◆ 41% traveled with friends/relatives; 49% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 29% said government/company business, 36% said to meet a cruise, and 30% said convention/trade show.
- ◆ 100% 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 3.9.
- ◆ 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 \$154.
- ◆ 94% of visitors from Florida made advanced reservations, with the average time in advance being about 2 months.
- ◆ 49% of visitors from Florida did not use a professional travel service.
 - 59% used an Internet travel service.
 - 9% used a travel agent.
 - 0% used a timeshare.
 - 5% used an auto club.



Satisfaction with Daytona Beach

| VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE: | 2017 % |
|---|-------------------|
| About what I expected | 86 |
| Less expensive | 9 |
| More expensive | 3 |

- ◆ While in Daytona Beach, 53% 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.
- ◆ 5% 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 family oriented area | 99 |
| A good value for the money spent | 99 |
| Clean and beautiful | 99 |
| Full of activities/things to do | 99 |
| The ideal vacation destination for a family | 99 |
| Important for playing golf | 3 |

| 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 | 50 |
| Being able to drive on the beach was important | 1 |

| 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 | 80 |
| Highly recommended by friends before I came | 77 |

| 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 | 99 |
| Generally prefer beach destinations | 82 |
| Really like to return to familiar places | 74 |
| Really stick to a budget when eating out | 65 |
| Prefer the more economical hotels/motels | 56 |
| Usually play golf | 39 |
| Have paid to park near the beach at other destinations | 35 |
| Paid admission fees at other beach destinations | 18 |
| Often travel with children | 17 |

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

| | | | |
|-----|--------------------------|-----|------------------------|
| 45% | No magazines | 6% | National Geographic |
| 27% | AAA Magazine | 6% | US News & World Report |
| 20% | Modern Maturity | 4% | Good Housekeeping |
| 13% | Golf magazines - various | 4% | Various Others |
| 12% | Southern Living | 3% | Better Homes & Garden |
| 12% | Sports Illustrated | 3% | Ladies Home Journal |
| 7% | Readers Digest | Tr. | TV Guide |
| 7% | People Magazine | | |
| 7% | Car magazines - various | | |
| 7% | Family Circle | | |
| 7% | Time | | |

| ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE: | 2017 % |
|---|-------------------|
| Walking on the beach | 80 |
| Business/meetings/work | 42 |
| Visiting family/friends in the area | 40 |
| Car shows | 31 |
| Speedway | 30 |
| Ocean Walk | 14 |
| Flea Market | 9 |
| Played golf | 7 |
| Miniature golf | 6 |
| Volusia Mall | 6 |
| Daytona Dog Races/Poker Room | 4 |
| Museum | 4 |
| Driving on the beach | 1 |
| Kennedy Space Center | 1 |

- ◆ All the visitors from Florida would recommend Daytona Beach to others.
- ◆ 37% of the visitors from Florida to complete the survey were female, 63% were male.

| OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS: | 2017 % |
|---|---------------|
| Retired | 26 |
| Mid-range white collar | 21 |
| Professional/self employed | 23 |
| Skilled labor | 23 |
| Refused | 5 |
| Clerical | 1 |
| Semi-skilled labor | 1 |

- ◆ Visitors from Florida were an average of 53 years old.
- ◆ 80% of visitors from Florida were married, and 20% were single.

| VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS: | 2017 % |
|---|---------------|
| Over \$100,000 | 4 |
| \$90,000 - \$100,000 | 0 |
| \$80,000 - \$90,000 | 0 |
| \$70,000 - \$80,000 | 12 |
| \$60,000 - \$70,000 | 0 |
| \$50,000 - \$60,000 | 16 |
| \$40,000 - \$50,000 | 16 |
| \$30,000 - \$40,000 | 2 |
| \$20,000 - \$30,000 | 0 |
| \$10,000 - \$20,000 | 0 |
| Under \$10,000 | 0 |
| Refused | 50 |

Mean Income: \$61,000

| THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS: | 2017 % |
|--|---------------|
| Caucasian | 75 |
| Hispanic | 13 |
| Black/African America | 11 |
| Asian/Pacific Islander | 1 |
| Native American | 0 |

NOVEMBER 2017 DAYTONA BEACH POINTS OF ORIGIN

| | | | | | |
|-----|----------------|-----|---------------|-----|---------------|
| 41% | Florida | 1% | Massachusetts | Tr. | Mississippi |
| 7% | Georgia | 1% | New Jersey | Tr. | Missouri |
| 4% | Ohio | 1% | Texas | Tr. | Nebraska |
| 4% | New York | Tr. | Alabama | Tr. | Nevada |
| 3% | Illinois | Tr. | Arizona | Tr. | New Hampshire |
| 3% | North Carolina | Tr. | Arkansas | Tr. | Oklahoma |
| 3% | Tennessee | Tr. | Colorado | Tr. | Rhode Island |
| 2% | Indiana | Tr. | Connecticut | Tr. | Utah |
| 2% | Kentucky | Tr. | Iowa | Tr. | Washington |
| 2% | Michigan | 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 (11% of the total)

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

◆ FOREIGN (7% of the total)

| | | | |
|-----|----------------|-----|-------------|
| 3% | U.K | Tr. | Italy |
| 2% | Germany | 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)

| | |
|-----|---|
| 29% | Orlando, Daytona Beach, Melbourne, Leesburg, Ocala |
| 24% | Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven |
| 14% | Jacksonville |
| 12% | Miami, Fort Lauderdale, The Keys |
| 8% | 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 |

