

# DAYTONA BEACH VISITOR PROFILE

*October 2019*



Prepared for The Halifax Area Advertising Authority

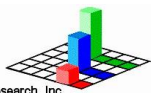
By:



Mid-Florida Marketing & Research, Inc.

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# OUT OF STATE VISITORS

## October, 2019 Daytona Beach Visitor Profile

- ◆ For 35% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 79% 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.
- ◆ 47% of the repeat out of state visitors have stayed in the same lodging before.

<b>REASONS FOR OUT OF STATE VISITORS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2019 %</b>
Been to Daytona Beach before	65
Beach	61
Family/friends in the area	45
Weather	41
Biketoberfest	39
Close to home	23
Business	21
Meeting/convention	17
Personal event/other	11
Various competitive events	9
Stopover/going elsewhere	7
Time share deal	7
Close to major attractions	5
Golf	4

<b>OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2019 %</b>
Internet	71
Saw no ads	29
Brochures	20
Magazines	12
Newspapers	6
Television	2
Billboards	0



- ◆ 63% of the out of state visitors asked for information before coming.
- ◆ 78% used the Internet to plan their trip to Daytona Beach.
- ◆ 67% used the Internet to choose a place to stay.
- ◆ 50% 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.

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:</b>	<b>2019 %</b>
Trip Advisor	60
Google	49
Travelocity	40
Expedia	37
Orbitz	15
Yahoo Travel	15
None	13
Hotels.com	11
Kayak	11
Travel.com	9
Priceline	3
Cheap Flights	0

<b>OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:</b>	<b>2019 %</b>
Research hotels	82
Research flights and prices	79
Book airline flights	75
Book hotels	33
Find packages	27
Buy packages	10

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:</b>	<b>2019 %</b>
Trip Advisor	61
Various hotel chains	56
Google	40
Expedia	34
Hotels.com	17
Travelocity	15
Orbitz	9
Hotwire	8
Kayak	5
Priceline	4
Yahoo Travel	2
Travel.com	Tr.

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:</b>	<b>2019 %</b>
Any/all out of their area	62
Delta	35
Southwest	19
American	18
Jet Blue	9

- ◆ 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 98% to talk about activities/vacations.
- ◆ 22% of the out of state visitors use Instagram.
- ◆ 16% of the out of state visitors use Twitter.
- ◆ 73% of the out of state visitors take more than one vacation per year.

<b>OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:</b>	<b>2019 %</b>
Fall	96
Winter	76
Spring	50
Summer	29

<b>OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2019 %</b>
Florida in general	90
No usual destination	81
Beaches in general	40
Caribbean/Cruise	39
Other areas in the USA	29
S.E. in general (GA, SC, NC, etc.)	26
N.E. in general (NY, NJ, New England, etc.)	23
Other areas outside the USA	23
Mountains in general	7
West in general (excluding CA/AZ)	5
CA/AZ	5
Hawaii	9
Mexico	0

- ◆ 79% of the out of state visitors have taken another warm weather vacation in the past five years.

<b>OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2019 %</b>
Florida	87
Other areas inside the USA	68
Caribbean/Cruise	41
CA/AZ	25
Other Areas outside the USA	23
Hawaii	12
Mexico	0
Myrtle Beach	0

<b>THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:</b>	<b>2019 %</b>
Husband and wife	38
Self (single)	26
Friends	23
Family	10
Husband	2
Wife	1

<b>OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:</b>	<b>2019 %</b>
Husband and wife	40
Friends	26
Self (single)	20
Family	12

<b>THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:</b>	<b>2019 %</b>
Doesn't matter	88
Fall	39
Summer	34
Winter	11
Spring	3

- ◆ The average party size for out of state visitors was 2.0.
- ◆ 5% of out of state visitors traveled with children age 12 and younger.
- ◆ 4% of out of state visitors traveled with teenagers.
- ◆ 48% traveled with friends/relatives; 63% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 36% said government/company business, 20% said convention/trade show, and 27% said to meet a cruise.
- ◆ 19% of out of state visitors traveled by air, 53% by auto, and 24% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
  - 75% landed in Daytona Beach.
  - 24% landed in Orlando.
  - 1% landed elsewhere.
- ◆ 0% of the out of state visitors that flew into Orlando said that it was inconvenient.

<b>THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:</b>	<b>2019 %</b>
Daytona Beach	87
Florida in general	6
Orlando	3
East coast of Florida in general	3
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 7.0.
- ◆ 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 \$179.
- ◆ 94% of the out of state visitors made advanced reservations, with the average time in advance being about 3-4 months.
- ◆ 35% of out of state visitors did not use a professional travel service.
  - 69% used an Internet travel service.
  - 11% used a travel agent.
  - 2% used an auto club.
  - 5% used a time share.



## Satisfaction with Daytona Beach

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

- ◆ While in Daytona Beach, 47% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 7% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 16% of the out of state visitors paid the fee to park in the parking garage.

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Easy access to the beach from my hotel	100
Full of activities/things to do	100
A good value for the money spent	97
The ideal vacation destination for a family	92
Clean and beautiful	94
A family oriented area	89
Important for playing golf	3

<b>IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:</b>	<b>2019 %</b>
Being within a day's travel was important	98
The beach would be more enjoyable without cars on it	49
Being near tourist attractions was important	6
Being able to drive on the beach was important	4

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
Highly recommended by friends before I came	87
A good place to get some peace and quiet	70



<b>ON PLEASURE TRIPS OUT OF STATE VISITORS:</b>	<b>2019 %</b>
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	95
Really like to return to familiar places	59
Generally prefer beach destinations	57
Have paid to park near the beach at other destinations	53
Really stick to a budget when eating out	45
Prefer the more economical hotels/motels	46
Paid admission fees at other beach destinations	31
Usually play golf	11
Often travel with children	9

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

49%	No magazines	6%	Car/Motorcycle magazines - various
41%	AAA Magazine	6%	Family Circle
17%	Southern Living	4%	Golf magazines - various
17%	Sports Illustrated	4%	Ladies Home Journal
14%	Various others	3%	Better Homes & Garden
12%	Modern Maturity	3%	Readers Digest
11%	US News & World Report	3%	Time
8%	National Geographic	Tr.	Good Housekeeping
8%	People Magazine		

<b>ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:</b>	<b>2019 %</b>
Walking on the beach	72
Biktoberfest activities	45
Speedway	43
Visiting family/friends in the area	29
Business/meetings	28
Ocean Walk	19
Flea Market	14
One Daytona	14
St. Augustine	13
Ponce Inlet Lighthouse	11
Various competitive events	11
Daytona Dog Races	9
Miniature golf	6
Driving on the beach	7
Volusia Mall	7
EPCOT	3
Magic Kingdom	5
Museum	3
Played golf	3
Universal Studios	6
Animal Kingdom	2
Kennedy Space Center	5
MGM Studios	1
Sea World	1

- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 55% of the out of state visitors to complete the survey were male, 45% were female.

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:</b>	<b>2019 %</b>
Skilled labor	27
Retired	21
Mid-range white collar	20
Refused	12
Professional/self employed	10
Clerical	7
Semi-skilled labor	3

- ◆ Out of state visitors were an average of 52 years old.
- ◆ 76% of out of state visitors were married, and 24% were single.

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2019 %</b>
Over \$100,000	5
\$90,000 - \$100,000	4
\$80,000 - \$90,000	8
\$70,000 - \$80,000	15
\$60,000 - \$70,000	18
\$50,000 - \$60,000	11
\$40,000 - \$50,000	14
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	21

<b>THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:</b>	<b>2019 %</b>
Caucasian	75
Black/African America	12
Hispanic	12
Asian/Pacific Islander	1
Native American	0



# FLORIDA VISITORS

## October, 2019 Daytona Beach Visitor Profile

- ◆ For 43% 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.
- ◆ 40% of the repeat visitors from Florida have stayed in the same lodging before.

<b>REASONS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2019 %</b>
Close to home	91
Been to Daytona Beach before	67
Family/friends in the area	39
Biketoberfest	37
Beach	33
Business	21
Meeting/convention	21
Weather	17
Personal event/other	12
Various sporting events	12
Golf	7
Timeshare deal	7
Close to major attractions	0

<b>VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2019 %</b>
Internet	75
Saw no ads	23
Brochures	17
Magazines	10
Newspapers	9
Television	5
Billboards	0

- ◆ 39% of the visitors from Florida asked for information before coming.
- ◆ 79% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 73% 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.
- ◆ 77% 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.



<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:</b>	<b>2019 %</b>
Google	64
Trip Advisor	59
Expedia	36
Travelocity	32
None	12
Kayak	10
Yahoo Travel	7
Orbitz	6
Hotels.com	4
Priceline	4
Travel.com	4
Cheap Flights	0

<b>VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:</b>	<b>2019 %</b>
Research flights and prices	89
Research hotels	83
Book airline flights	73
Book hotels	51
Find packages	19
Buy packages	9

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:</b>	<b>2019 %</b>
Trip Advisor	69
Various hotel chains	51
Google	50
Expedia	30
Hotels.com	22
Orbitz	11
Priceline	10
Travelocity	10
Hotwire	5
Kayak	5
Trivago	3
Travel.com	1

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:</b>	<b>2019 %</b>
Any/all out of their area	59
Delta	45
American	9
Jet Blue	9



- ◆ 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 99% to talk about activities/vacations.
- ◆ 12% of the visitors from Florida use Twitter.
- ◆ 11% of the visitors from Florida use Instagram.
- ◆ 73% of the visitors from Florida take more than one vacation per year.

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:</b>	<b>2019 %</b>
Summer	96
Fall	85
Winter	79
Spring	42

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2019 %</b>
Florida in general	96
No usual destination	86
Beaches in general	50
Caribbean/Cruise	50
N.E. in general (NY, NJ, New England, etc.)	26
Other areas in the USA	25
Other areas outside the USA	21
S.E. in general (GA, SC, NC, etc.)	19
Hawaii	9
CA/AZ	6
Mountains in general	6
West in general (excluding CA/AZ)	6
Mexico	0

- ◆ 81% of the visitors from Florida have taken another warm weather vacation in the past five years.

<b>VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:</b>	<b>2019 %</b>
Florida	96
Caribbean/Cruise	67
Other areas inside the USA	56
Other areas outside the USA	26
California	12
Hawaii	10
Myrtle Beach	Tr.
Mexico	0

<b>THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:</b>	<b>2019 %</b>
Husband and wife	35
Friends	32
Self (single)	28
Family	3
Husband	1
Wife	1

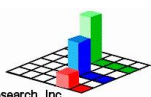
<b>VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:</b>	<b>2019 %</b>
Husband and wife	42
Self (single)	25
Family	18
Friends	15

<b>THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:</b>	<b>2019 %</b>
Doesn't matter	96
Summer	39
Fall	31
Spring	9
Winter	6

- ◆ The average party size for visitors from Florida was 2.3.
- ◆ 4% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 7% of the visitors from Florida traveled with teenagers.
- ◆ 19% traveled with friends/relatives; 55% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 40% said government/company business, 44% said to meet a cruise, and 36% said convention/trade show.
- ◆ 100% of the visitors from Florida traveled by auto/motorcycle.

<b>THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:</b>	<b>2019 %</b>
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.0.
- ◆ The average number of days spent in Daytona Beach was 3.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$191.
- ◆ 90% of visitors from Florida made advanced reservations, with the average time in advance being about 2 months.
- ◆ 29% of visitors from Florida did not use a professional travel service.
  - 61% used an Internet travel service.
  - 9% used a travel agent.
  - 7% used a timeshare.
  - 2% used an auto club.





## Satisfaction with Daytona Beach

<b>VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:</b>	<b>2019 %</b>
About what I expected	84
More expensive	9
Less expensive	7

- ◆ While in Daytona Beach, 45% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 8% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 11% of the visitors from Florida paid the fee to park in the parking garage.

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Easy access to the beach from my hotel	100
Full of activities/things to do	99
A good value for the money spent	96
The ideal vacation destination for a family	95
Clean and beautiful	93
A family oriented area	90
Important for playing golf	3

<b>IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:</b>	<b>2019 %</b>
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	49
Being able to drive on the beach was important	5
Being near tourist attractions was important	0

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2019 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	97
Highly recommended by friends before I came	85
A good place to get some peace and quiet	68

<b>ON PLEASURE TRIPS VISITORS FROM FLORIDA:</b>	<b>2019 %</b>
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	96
Generally prefer beach destinations	73
Really like to return to familiar places	58
Prefer the more economical hotels/motels	55
Really stick to a budget when eating out	42
Have paid to park near the beach at other destinations	41
Usually play golf	21
Paid admission fees at other beach destinations	20
Often travel with children	10

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

60%	No magazines	6%	People Magazine
26%	Modern Maturity	5%	National Geographic
23%	AAA Magazine	3%	Readers Digest
22%	Biker magazines - various	2%	Better Homes & Garden
18%	Sports Illustrated	2%	Family Circle
11%	Southern Living	2%	Time
9%	Car magazines - various	1%	Good Housekeeping
9%	US News & World Report	Tr.	Ladies Home Journal
9%	Various Others	0%	TV Guide
6%	Golf magazines - various		

<b>ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:</b>	<b>2019 %</b>
Walking on the beach	66
Biktoberfest	45
Visiting family/friends in the area	43
Speedway	36
Business/meetings	21
Ocean Walk	17
One Daytona	14
Various competitive events	12
Flea Market	11
Driving on the beach	8
Daytona Dog Races	7
Ponce Inlet Lighthouse	7
Kennedy Space Center	6
Miniature golf	6
Played golf	4
Fishing	3
Volusia Mall	2
Museum	0

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 35% of the visitors from Florida to complete the survey were female, 65% were male.

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:</b>	<b>2019 %</b>
Mid-range white collar	29
Retired	25
Professional/self employed	15
Skilled labor	16
Refused	6
Semi-skilled labor	6
Clerical	1

- ◆ Visitors from Florida were an average of 53 years old.
- ◆ 72% of visitors from Florida were married, and 38% were single.

<b>VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2019 %</b>
Over \$100,000	4
\$90,000 - \$100,000	3
\$80,000 - \$90,000	2
\$70,000 - \$80,000	17
\$60,000 - \$70,000	7
\$50,000 - \$60,000	11
\$40,000 - \$50,000	18
\$30,000 - \$40,000	7
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	31

<b>THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:</b>	<b>2019 %</b>
Caucasian	73
Black/African America	13
Hispanic	12
Asian/Pacific Islander	2
Native American	0

# OCTOBER 2019 DAYTONA BEACH POINTS OF ORIGIN

43%	Florida	1%	Michigan	Tr.	Maryland
9%	Georgia	1%	New Jersey	Tr.	Minnesota
4%	New York	1%	South Carolina	Tr.	Mississippi
4%	North Carolina	1%	Texas	Tr.	Nebraska
4%	Ohio	1%	Virginia	Tr.	Nevada
3%	Tennessee	Tr.	Arizona	Tr.	New Hampshire
2%	Illinois	Tr.	Arkansas	Tr.	Oklahoma
2%	Kentucky	Tr.	Colorado	Tr.	Oregon
2%	Pennsylvania	Tr.	Connecticut	Tr.	Washington
1%	Alabama	Tr.	Iowa	Tr.	West Virginia
1%	California	Tr.	Kansas	Tr.	Wisconsin
1%	Indiana	Tr.	Louisiana		
1%	Massachusetts	Tr.	Maine		

## ◆ TOTAL U.S.A. 83%

### ◆ CANADA (8% of the total)

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

### ◆ FOREIGN (7% of the total)

3%	U.K	Tr.	Mexico
2%	Germany	Tr.	Netherlands
Tr.	Brazil	Tr.	Norway
Tr.	Central Europe	Tr.	Russia
Tr.	Denmark	Tr.	Sweden
Tr.	France	Tr.	Switzerland
Tr.	Italy		

### ◆ FLORIDA VISITORS (by percent of Florida total)

30%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
26%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
14%	Miami, Fort Lauderdale, The Keys
10%	Jacksonville
8%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
3%	Ft. Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

