

DAYTONA BEACH VISITOR PROFILE

October 2017



Prepared for The Halifax Area Advertising Authority

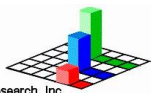
By:



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OUT OF STATE VISITORS

October, 2017 Daytona Beach Visitor Profile

- ◆ For 37% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 87% 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.
- ◆ 59% 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	64
Beach	59
Biketoberfest	50
Family/friends in the area	41
Weather	37
Close to home	21
Business	19
Meeting/convention	14
Personal event/other	10
Close to major attractions	6
Time share deal	4
Various competitive events	4
Golf	3
Stopover/going elsewhere	2

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	75
Brochures	29
Saw no ads	25
Magazines	18
Newspapers	6
Television	6
Billboards	0



- ◆ 57% of the out of state visitors asked for information before coming.
- ◆ 78% used the Internet to plan their trip to Daytona Beach.
- ◆ 65% used the Internet to choose a place to stay.
- ◆ 56% 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	60
Google	49
Travelocity	47
Expedia	45
Yahoo Travel	20
Orbitz	17
Kayak	14
Travel.com	12
Hotels.com	11
None	7
Priceline	4
Cheap Flights	3

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	78
Research flights and prices	74
Book airline flights	71
Book hotels	36
Find packages	30
Buy packages	12

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2017 %
Trip Advisor	57
Various hotel chains	49
Google	45
Expedia	41
Hotels.com	19
Travelocity	19
Orbitz	17
Harley Davidson	8
Hotwire	7
Kayak	7
Priceline	7
Yahoo Travel	7
Travel.com	0

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2017 %
Any/all out of their area	55
Delta	29
American	19
Southwest	13
Jet Blue	5

- ◆ 76% 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.
- ◆ 19% 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 %
Fall	99
Summer	87
Winter	80
Spring	57

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	88
No usual destination	87
Beaches in general	40
Caribbean	34
Other areas in the USA	34
S.E. in general (GA, SC, NC, etc.)	27
N.E. in general (NY, NJ, New England, etc.)	20
Other areas outside the USA	17
Mountains in general	10
West in general (excluding CA/AZ)	7
CA/AZ	4
Hawaii	4
Mexico	2

- ◆ 80% 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	91
Other areas inside the USA	74
Caribbean	35
CA/AZ	30
Other Areas outside the USA	14
Hawaii	12
Mexico	3
Myrtle Beach	2

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2017 %
Husband and wife	41
Self (single)	26
Friends	25
Family	5
Husband	2
Wife	1

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	39
Friends	29
Self (single)	25
Family	7

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2017 %
Doesn't matter	85
Fall	42
Summer	29
Winter	19
Spring	3

- ◆ The average party size for out of state visitors was 2.1.
- ◆ 4% of out of state visitors traveled with children age 12 and younger.
- ◆ 5% of out of state visitors traveled with teenagers.
- ◆ 48% traveled with friends/relatives; 49% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 38% said government/company business, 25% said convention/trade show, and 25% said to meet a cruise.
- ◆ 20% of out of state visitors traveled by air, 49% by auto, and 29% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 60% landed in Daytona Beach.
 - 39% landed in Orlando.
 - 1% landed elsewhere.
- ◆ 2% 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	90
Orlando	4
Florida in general	3
East coast of Florida in general	2
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 7.7.
- ◆ The average number of days spent in Daytona Beach was 6.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$170.
- ◆ 99% of the out of state visitors made advanced reservations, with the average time in advance being about 4 months.
- ◆ 27% of out of state visitors did not use a professional travel service.
 - 706% used an Internet travel service.
 - 18% used a travel agent.
 - 1% used an auto club.
 - 1% used a time share.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	92
Less expensive	7
More expensive	1

- ◆ While in Daytona Beach, 40% 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.
- ◆ 7% 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
Full of activities/things to do	100
A good value for the money spent	99
The ideal vacation destination for a family	95
Clean and beautiful	94
A family oriented area	93
Important for playing golf	0

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2017 %
Being within a day's travel was important	96
The beach would be more enjoyable without cars on it	49
Being near tourist attractions was important	7
Being able to drive on the beach was important	3

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2017 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
Highly recommended by friends before I came	81
A good place to get some peace and quiet	80

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2017 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	95
Generally prefer beach destinations	60
Really like to return to familiar places	59
Really stick to a budget when eating out	50
Have paid to park near the beach at other destinations	47
Prefer the more economical hotels/motels	45
Paid admission fees at other beach destinations	27
Usually play golf	19
Often travel with children	14

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

55%	No magazines	7%	Readers Digest
37%	AAA Magazine	7%	Various others
20%	Modern Maturity	6%	National Geographic
17%	Southern Living	5%	Ladies Home Journal
12%	Sports Illustrated	4%	Better Homes & Garden
11%	People Magazine	4%	Time
9%	Family Circle	3%	Good Housekeeping
9%	Golf magazines - various		
8%	US News & World Report		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2017 %
Walking on the beach	78
Biketoberfest activities	54
Speedway	39
Visiting family/friends in the area	34
Business/meetings	29
Ocean Walk	15
Flea Market	12
St. Augustine	10
Ponce Inlet Lighthouse	9
Volusia Mall	9
Daytona Dog Races	8
Various competitive events	8
EPCOT	7
Museum	7
Animal Kingdom	6
Miniature golf	6
Driving on the beach	5
MGM Studios	4
Played golf	4
Magic Kingdom	3
Kennedy Space Center	2
Universal Studios	2
Sea World	1

- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 65% of the out of state visitors to complete the survey were male, 30% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2017 %
Retired	26
Mid-range white collar	22
Skilled labor	20
Professional/self employed	15
Refused	14
Clerical	2
Semi-skilled labor	Tr.

- ◆ Out of state visitors were an average of 53 years old.
- ◆ 77% of out of state visitors were married, and 23% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2017 %
Over \$100,000	7
\$90,000 - \$100,000	4
\$80,000 - \$90,000	2
\$70,000 - \$80,000	16
\$60,000 - \$70,000	0
\$50,000 - \$60,000	15
\$40,000 - \$50,000	20
\$30,000 - \$40,000	2
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	34

Mean Income: \$71,900

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2017 %
Caucasian	73
Hispanic	12
Black/African America	11
Asian/Pacific Islander	4
Native American	0



FLORIDA VISITORS

October, 2017 Daytona Beach Visitor Profile

- ◆ For 43% 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.
- ◆ 49% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2017 %
Close to home	87
Been to Daytona Beach before	72
Biketoberfest	46
Family/friends in the area	35
Beach	30
Business	24
Meeting/convention	20
Weather	20
Personal event/other	10
Various sporting events	9
Golf	5
Timeshare deal	4
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2017 %
Internet	81
Saw no ads	24
Brochures	20
Magazines	17
Newspapers	12
Television	7
Billboards	0

- ◆ 49% 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.
- ◆ 75% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 68% of the visitors from Florida used the Internet to make reservations.
- ◆ 72% 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	57
Expedia	45
Travelocity	40
Kayak	14
Yahoo Travel	13
Priceline	11
None	9
Orbitz	9
Travel.com	9
Hotels.com	6
Cheap Flights	Tr.

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2017 %
Research hotels	89
Research flights and prices	85
Book airline flights	70
Book hotels	50
Find packages	20
Buy packages	14

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2017 %
Trip Advisor	70
Google	47
Various hotel chains	45
Expedia	40
Hotels.com	22
Priceline	20
Travelocity	20
Orbitz	17
Hotwire	6
Kayak	5
Travel.com	0

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2017 %
Any/all out of their area	55
Delta	40
Jet Blue	5

- ◆ 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.
- ◆ 20% of the visitors from Florida use Twitter.
- ◆ 69% 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
Fall	96
Winter	80
Spring	45

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2017 %
Florida in general	99
No usual destination	85
Beaches in general	55
Caribbean	47
Other areas in the USA	30
N.E. in general (NY, NJ, New England, etc.)	26
S.E. in general (GA, SC, NC, etc.)	13
Other areas outside the USA	12
Mountains in general	10
Hawaii	6
West in general (excluding CA/AZ)	6
CA/AZ	5
Mexico	Tr.

- ◆ 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:	2017 %
Florida	100
Caribbean	62
Other areas inside the USA	59
Other areas outside the USA	19
California	17
Hawaii	12
Mexico	3
Myrtle Beach	2

THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2017 %
Husband and wife	35
Friends	30
Self (single)	29
Family	4
Husband	1
Wife	1

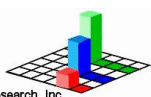
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2017 %
Husband and wife	42
Family	20
Self (single)	24
Friends	14

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2017 %
Doesn't matter	89
Fall	32
Summer	35
Winter	9
Spring	5

- ◆ The average party size for visitors from Florida was 2.4.
- ◆ 4% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 9% of the visitors from Florida traveled with teenagers.
- ◆ 4% traveled with friends/relatives; 55% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 34% said government/company business, 40% said to meet a cruise, and 36% said convention/trade show.
- ◆ 100% of the visitors from Florida traveled by auto/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 3.2.
- ◆ 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 \$180.
- ◆ 95% of visitors from Florida made advanced reservations, with the average time in advance being about 2 months.
- ◆ 26% of visitors from Florida did not use a professional travel service.
 - 60% used an Internet travel service.
 - 0% used a travel agent.
 - 3% used a timeshare.
 - 1% used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2017 %
About what I expected	85
Less expensive	9
More expensive	10

- ◆ While in Daytona Beach, 44% 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.
- ◆ 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
Full of activities/things to do	99
A good value for the money spent	98
The ideal vacation destination for a family	98
Clean and beautiful	96
A family oriented area	95
Important for playing golf	0

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	45
Being able to drive on the beach was important	2
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
Highly recommended by friends before I came	80
A good place to get some peace and quiet	64

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	75
Really like to return to familiar places	64
Prefer the more economical hotels/motels	56
Really stick to a budget when eating out	45
Have paid to park near the beach at other destinations	37
Usually play golf	29
Paid admission fees at other beach destinations	19
Often travel with children	11

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

54%	No magazines	7%	US News & World Report
28%	Biker magazines - various	4%	National Geographic
24%	AAA Magazine	4%	Various Others
20%	Modern Maturity	3%	Time
13%	Sports Illustrated	2%	Better Homes & Garden
10%	Southern Living	2%	Family Circle
9%	Golf magazines - various	2%	Good Housekeeping
8%	Car magazines - various	1%	Ladies Home Journal
8%	People Magazine	1%	TV Guide
7%	Readers Digest		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2017 %
Walking on the beach	66
Biktoberfest	53
Visiting family/friends in the area	39
Speedway	37
Business/meetings	20
Ocean Walk	12
Daytona Dog Races	11
Flea Market	10
Various competitive events	9
Miniature golf	6
Ponce Inlet Lighthouse	6
Driving on the beach	4
Played golf	4
Volusia Mall	4
Kennedy Space Center	1
Fishing	Tr.
Museum	Tr.

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 29% of the visitors from Florida to complete the survey were female, 71% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2017 %
Mid-range white collar	29
Retired	23
Professional/self employed	20
Skilled labor	19
Refused	7
Clerical	1
Semi-skilled labor	1

- ◆ Visitors from Florida were an average of 50 years old.
- ◆ 70% of visitors from Florida were married, and 30% 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	17
\$60,000 - \$70,000	1
\$50,000 - \$60,000	15
\$40,000 - \$50,000	16
\$30,000 - \$40,000	7
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	36

Mean Income: \$63,300

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2017 %
Caucasian	72
Hispanic	14
Black/African America	12
Asian/Pacific Islander	2
Native American	0

OCTOBER 2017 DAYTONA BEACH POINTS OF ORIGIN

42%	Florida	1%	Massachusetts	Tr.	Maryland
9%	Georgia	1%	Michigan	Tr.	Minnesota
5%	New York	1%	New Jersey	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%	Indiana	Tr.	Colorado	Tr.	Oregon
2%	Kentucky	Tr.	Connecticut	Tr.	Washington
2%	Pennsylvania	Tr.	Iowa	Tr.	West Virginia
2%	South Carolina	Tr.	Kansas	Tr.	Wisconsin
1%	Alabama	Tr.	Louisiana		
1%	California	Tr.	Maine		

◆ TOTAL U.S.A. 85%

◆ CANADA (8% of the total)

3%	Quebec	Tr.	New Brunswick
4%	Ontario	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia		

◆ FOREIGN (7% of the total)

2%	Germany	Tr.	Mexico
2%	U.K	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
27%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
12%	Jacksonville
11%	Miami, Fort Lauderdale, The Keys
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

