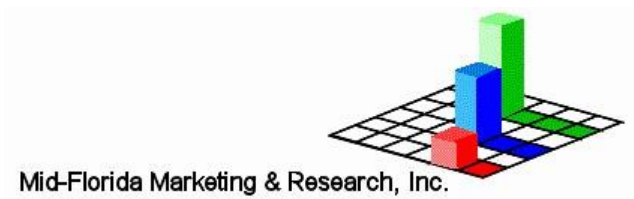


# Quarterly Visitor Profile

*April – May – June 2021*

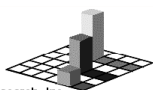
Prepared for Halifax Area Advertising Authority

By:



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# Out of State Visitors

For 53% of out-of-state visitors, this was their first visit to Daytona Beach; of those, 76% had made more than one visit during the past five years.

And, half had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	% Said
Beach	81
Close to home	71
Weather	62
Family/friends in area	54
Been to Daytona Beach before	44
Business	19
Jeep Beach	10
Spring Break	12
Close proximity to attractions	9
Golf	7
Timeshare deal/offer	7
Fishing	2
Food	2
Meeting/Convention	Tr
Cultural Event/Offering	Tr

Visitors recall ads for the area in:

Medium	% Recall
Google Search	60
Online	34
Social Media	19
YouTube	5

## Media Engagement & Frequency of Use When Planning a Vacation

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	8	84	7	Tr
Destination Website	86	4	10	0
Destination Visitors' Guide	15	36	53	6
Social Media (Facebook, Instagram, etc.)	9	43	39	9
Magazines	Tr	8	90	Tr
Blogs/Online Content	3	4	86	7
Videos Showing The Destination	2	7	75	16

97% said they used the Internet in planning their visit to Daytona Beach.

61% said they used the Internet in choosing a place to stay in Daytona Beach

71% said they used the Internet for other purposes in planning their vacation:

<b>Purpose</b>	<b>% Used</b>
Finding general area information	80
Lodging information	61
Discover area activities & attractions	44
Research events	39
Travel directions/maps	20
Flight information/reservations	19
Research dining options	17
Car rental information/reservations	5

Travel Websites used by out of state visitors:

<b>Travel Website</b>	<b>% Used</b>
Trip Advisor	63
Travelocity	41
Expedia	39
Kayak	12
Yahoo Travel	12
Cheap flights	3
Google Hotel	Tr

74% had made their destination choice when they used those websites for research:

Visitors use travel websites to:

<b>Purpose</b>	<b>% Used</b>
Research hotels	64
Book hotels	49
Book airline tickets	29
Research flights and flight prices	26
Find packages	12
Buy packages	9
Research AirBnB, etc.	7

Out of state visitors Airlines used:

<b>Airline</b>	<b>% Used</b>
Any out of my area	54
Delta	47
American	39
Southwest	23
Jet Blue	12
United	7

48% use a mobile device to research, plan or book travel.

80% use social media

Social Media used:

<b>Medium</b>	<b>% Use</b>
Facebook	89
Instagram	64
Pinterest	38
Twitter	23
Snapchat	13

Social Media use for travel/vacation ideas:

<b>Medium</b>	<b>% Use</b>
Facebook	29
Instagram	18
Pinterest	12
Twitter	9
Snapchat	Tr

75% of out-of-state visitors take more than one vacation a year.

They visit: (respondents gave more than one answer)

<b>Destination</b>	<b>% Visit</b>
No usual destination	78
Florida in general	75
Beaches in general	49
East coast of Florida	29
Southeast (GA, SC, NC, etc.)	22
Caribbean/Cruises	22
Northeast (NY, NJ, New England, etc.)	18
Gulf/West Coast of Florida	17
Mountains in general	12
Other areas outside US	7
Europe/Med	6
Canada	5
West (except CA, AZ)	5
CA/AZ	4
Hawaii	Tr
Mexico	Tr
Other areas in US	Tr

86% have taken a warm-weather destination vacation in the past five years.

<b>Destination</b>	<b>% Visited</b>
Florida	79
Caribbean Cruise	34
Other US	16
California	12
Other outside US	11
Mexico	8
Europe/Mediterranean	5
Hawaii	Tr.

10% came to Daytona Beach for a special event (Jeep Beach)

Travel Party:

<b>Companion</b>	<b>%</b>
Spouse/Partner	29
Friends	29
Children	24
Extended Family	18

The vacation was for:

<b>Traveler</b>	<b>%</b>
Couple	37
Family	32
Self	4
Friends	17

Average party size for visitors from outside Florida was 4.1

Average number of adults (over 18) was 2.9

11% traveled with teenagers

10% traveled with children younger than 12

Other reasons visitors from out of state travel:

<b>Purpose</b>	<b>% Said</b>
To meet a cruise ship	29
Special events	25
Family reunion	19
Government/corporate business	17
Meeting/convention	12
Sports	12
None	4

17% of out of state visitors arrived by plane

76% landed in Daytona Beach; of the others, 7% said landing elsewhere was inconvenient.

For 89% Daytona Beach was the primary destination for the trip.

Out-of-state visitors chose their destinations an average of 4 weeks in advance.

They were away from home an average of 6.9 nights

They were in Daytona Beach an average of 5.7 nights

Their immediate party spent \$270 per night in Daytona Beach without accommodation.

94% had advance reservations for accommodation.

Accommodation reservations were made an average of 12 days in advance.

59% used an online travel site to help plan their trip  
36% did not use any type of travel agent

While in the Daytona Beach area visitors from outside of Florida:

74% found it as expected  
14% found it less expensive  
12% found it more expensive

34% took advantage of a room with some type of cooking facility

15% paid to drive/park on the beach

19% paid to park in a beachside parking garage

100% agree the beach was clean and beautiful

87% agree there were plenty of activities/things to do

91% agree Daytona Beach is the ideal vacation destination for a family

98% agree Daytona Beach is a good value for the money spent

100% agree the beach was easy to access from their hotel

8% agree playing golf was important to their vacation in Daytona Beach

91% agree Daytona Beach is a family-oriented community

17% agree being near tourist attractions was important

100% agree being within a day's trip from home was important

11% agree being able to drive on the beach was important

74% agree Daytona Beach was highly recommended by friends before they arrived

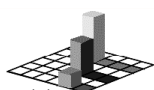
97% agree Daytona Beach was very welcoming to visitors and tourists

78% agree Daytona Beach is a good place to get some peace and quiet

89% agree Daytona Beach was so enjoyable they will definitely return

6% agree on pleasure trips they usually play golf

59% agree they generally prefer beach destinations





- 27% agree on pleasure trips they usually stick to a budget when eating out
- 59% agree on pleasure trips they generally prefer beach destinations
- 45% agree they have paid to park near the beach at other destinations
- 30% agree they have paid access fees on other beach vacations
- 52% agree on pleasure trips they like to return to familiar places
- 26% agree they often travel with children
- 72% agree they often travel with friends or meet them at their destination
- 89% agree on pleasure trips they look for escape, relaxation, and change of scenery

On pleasure trips out of Florida visitors like to book: (respondents gave more than one response)

<b>Property Type</b>	<b>% Favor</b>
Branded Hotels	67
Oceanfront hotels	63
Resort-style hotels	47
Vacation homes/AirBnB, etc.	12
Economical hotels/motels	10
Timeshare/Timeshare exchanges	7
Condominiums	3

On the most recent trip visitors from outside Florida:

<b>Activity</b>	<b>% Participated</b>
Beach	98
Visiting family/friends	71
Daytona International Speedway	23
Tanger Outlets	23
Miniature Golf	21
Boardwalk/Pier	19
One Daytona	18
Flea Market	17
Ocean Walk	17
Daytona Lagoon	14
Water activities (kayak, paddleboard, etc.)	11
Jeep Beach Activities	10
Volusia Mall	9
St. Augustine	8
Beach Street	7
Ocean Center	6
Played golf	6
Daytona Beach Racing/Card Club	6
Ponce Inlet Lighthouse	5
Business Meetings	5
Sea World	5
Universal Studios	4
Disney World	4
Kennedy Space Center	3
Arts/Cultural Places	3

46% of respondents were female

Occupations of Visitors from Florida:

<b>Occupation</b>	<b>%</b>
Professional/Self-Employed	21
Mid-range white collar	37
Clerical	7
Skilled labor	17
Semi-skilled labor	6
Unskilled labor	4
Retired	4
Military	4

Average age was 49

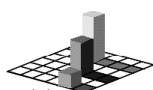
74% were married

Average Household Income Ranges:

<b>Income Range</b>	<b>%</b>
\$20,000-34,999	5
\$35,000-49,000	9
\$50,000-74,999	39
\$75,000-99,999	28
Above \$100,000	8
Refused	11

Ethnicity:

<b>Ethnic Group</b>	<b>%</b>
Caucasian	70
African-American	15
Hispanic	12
Refused	3



## In State Visitors

For 57% of out of Florida visitors, this was their first visit to Daytona Beach; of those, 84% had made more than one visit during the past five years.

And, 41% had stayed in the same hotel.

Reasons for choosing Daytona Beach were: (respondents gave more than one response)

Reason for Choice	% Said
Close to Home	96
Beach	87
Weather	84
Family/friends in area	49
Been to Daytona Beach before	45
Jeep Beach	12
Golf	11
Spring Break	9
Golf	7
Business	7
Timeshare deal/offer	6
Fishing	6
Food	2
Meeting/Convention	Tr
Cultural Event/Offering	Tr

Visitors recall ads for the area in:

Medium	% Recall
Google Search	43
Online	39
Social Media	23
YouTube	3

Media engagement and frequency of use when planning a vacation:

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	47	39	5	9
Destination Website	91	8	Tr	Tr
Destination Visitors' Guide	19	15	37	29
Social Media (Facebook, Instagram, etc.)	8	38	29	25
Magazines	17	22	57	4
Blogs/Online Content	Tr	7	83	10
Videos Showing The Destination	Tr	Tr	11	89

92% used the Internet to plan their trip to Daytona Beach

46% used the Internet to choose a place to stay in Daytona Beach

47% used the Internet for other purposes regarding their trip to Daytona Beach

<b>Purpose</b>	<b>% Used</b>
Finding general information about the area	65
Lodging information/reservations	48
Research events	44
To discover activities and attractions of the area	40
To research dining options	17
Traveling directions and maps	12

Travel websites used by Florida visitors:

<b>Travel Website</b>	<b>% Used</b>
Trip advisor	72
Expedia	42
Travelocity	39
Kayak	14
Yahoo Travel	7
Google Hotel	Tr

68% had made their destination choice when they used the websites for research

Florida visitors use Travel Websites for:

<b>Purpose</b>	<b>% Use</b>
Book airline tickets	71
Research flights and flight prices	67
Research hotels	45
Book hotels	39
Find packages	12
Buy packages	9
Research AirBnB, etc.	9
Research Timeshare options	7

Airlines used by Florida visitors (for other trips):

<b>Airline</b>	<b>% Use</b>
Any & all out of my area	81
Delta	57
Southwest	49
American	42
Allegiant	20
Spirit	16
Jet Blue	16
United	3

47% use a mobile device to research, plan or book travel

89% use Social Media

Social Media use:

<b>Medium</b>	<b>% Use</b>
Facebook	92
Instagram	47
Twitter	17
Pinterest	12
Snapchat	7

Social Media Used for Vacation Ideas

<b>Medium</b>	<b>% Use</b>
Facebook	33
Instagram	19
Twitter	15
Pinterest	10
Snapchat	3

83% of Florida visitors take more than one vacation a year.

They visit (respondents gave more than one answer):

<b>Destination</b>	<b>% Visit</b>
Florida in general	86
Beaches in general	79
No usual destination	75
Northeast in general (NY, NJ, New England, etc.)	54
Caribbean/Cruises	41
Southeast in general (GA, NC, SC, etc.)	37
Gulf/West Coast of Florida	23
East Coast of Florida	19
Mountains in general	19
Canada	9
Europe/Mediterranean	8
CA/AZ	5
West in general (w/o CA/AZ)	3
Hawaii	3
Mexico	Tr

83% of the Florida visitors have taken a vacation in another warm-weather destination in the past 5 years.

They chose:

<b>Destination</b>	<b>% Chose</b>
Florida	82%
Caribbean/Cruises	57
Europe/Med	15
California	6
Hawaii	5
Mexico	3
Other outside the US	7
Other in the US	6

12% of Florida visitors report coming to Daytona Beach for Jeep Beach events.

Travel party:

<b>Companion</b>	<b>%</b>
Spouse/partner	31
Family/Children	26
Extended family	24
Friends	19

Vacation was for:

<b>Traveler</b>	<b>%</b>
Family	41
Couple	31
Friends	20
Self	8

Average party size was 3.6

Average number of adults over 18 was 2.9

9% traveled with teenagers

8% traveled with children

Other reasons Florida visitors travel:

<b>Purpose</b>	<b>% Said</b>
To meet a cruise ship	40
Event	29
Family reunion	17
Government/company business	12
Sports	10
Convention/Trade show	9



100% of Florida visitors arrived by auto.

100% of Florida visitors said their main destination for this trip was Daytona Beach.

Average advance time for choosing the destination was 3.5 weeks.

Florida visitors spent an average of 3.8 nights away from home and an average of 3.8 nights in Daytona Beach.

Their immediate party spent an average of \$243 per night in Daytona Beach (without accommodation).

90% of the Florida visitors made advance accommodation reservations.

They booked an average of 9 days in advance.

23% used an online travel site to plan this trip

77% didn't use any professional help to plan this trip.

While in Daytona Beach Florida visitors:

84% found it about what I expected.

A trace found it less expensive than expected.

16% found it more expensive than expected.

41% took advantage of a room with some sort of cooking facility.

21% paid to drive/park on the beach.

16% paid to park in a beachside parking garage.

97% agree the beach was clean and beautiful.

87% agree there were plenty of activities/things to do.

89% agree the area is the ideal vacation destination for a family.

94% agree the area is good value for money spent.

100% agree the beach was easy to access from their hotel.

6% agree playing golf was important during this visit to Daytona Beach.

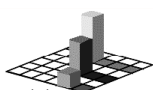
86% agree Daytona Beach is a family-oriented community.

4% agree being near attractions was important.

100% agree Daytona Beach being within a days drive was important.

8% agree being able to drive on the beach was important.

81% agree Daytona Beach was highly recommended by friends before coming.



98% said Daytona Beach was very welcoming to visitors and tourists.  
 82% agreed Daytona Beach is a good place to get peace and quiet.  
 79% agreed Daytona Beach was so enjoyable they will definitely return.  
 11% agreed they usually play golf on pleasure trips.  
 29% agreed they usually stick to a budget when eating out.  
 71% agreed they generally prefer beach destinations.  
 62% agree they have paid to park near the beach in other destinations.  
 65% agree they like to return to familiar destinations.  
 30% agree they often travel with children on pleasure trips.  
 78% agree they often travel with friends or meet them at the destination.  
 93% agree on pleasure trips they look for escape, relaxation, change of scenery.

On pleasure trips Florida visitors like to book: (respondents gave more than one response):

<b>Property Type</b>	<b>% Favor</b>
Oceanfront hotels	81
Branded hotels	62
Resort-style hotels	58
Vacation homes/AirBnB, etc.	11
Economic hotels/motels	11
Timeshare/Timeshare Exchange	9
Condos.	Tr

While in Daytona Beach visitors from Florida:

<b>Activity</b>	<b>% Participated</b>
Beach	98
Visiting relatives & friends living in the area	65
Tanger outlets	26
Flea market	21
Miniature golf	19
Boardwalk/pier	19
Daytona International Speedway	19
One Daytona	18
Beach Street	16
Ocean Walk	14
Played golf	12
Daytona Lagoon	12
Jeep Beach Activities	12
Ponce Inlet Lighthouse	9
Water activities	9
St. Augustine	9
Volusia Mall	6
Arts/Culture Events	5

54% of the respondents were female.

<b>Occupation</b>	<b>%</b>
Mid-range white collar	31
Professional/Self employed	18
Clerical	14
Skilled labor	10
Semi-skilled labor	6
Retired	21

Average age was 52

69% were married

Average Household Income Ranges:

<b>Income Range</b>	<b>%</b>
\$20,000-34,999	3
\$35,000-49,000	11
\$50,000-74,999	29
\$75,000-99,999	26
\$100,000 +	12
Refused	19

72% of all respondents stayed in Daytona Beach hotels.

17% of all respondents stayed in Daytona Beach Shores hotels.

11% of all respondents stayed in Ormond Beach hotels.

## Origin Markets

61%	Florida
12%	Georgia
2%	Ohio
2%	North Carolina
2%	New York
2%	Illinois
2%	Indiana
1%	Massachusetts
1%	Pennsylvania
1%	Texas
1%	New Jersey
1%	South Carolina
1%	Michigan

United States 98%

Tr.	Canada (Quebec)
Tr.	Europe

Florida Visitors (by percent of Florida total)

39%	Orlando (Daytona Beach, Melbourne, Leesburg, Ocala, Villages)
24%	Tampa/St. Petersburg (Clearwater, Sarasota, Lakeland, Winter Haven)
10%	Miami, Fort Lauderdale, The Keys
9%	Jacksonville
7%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
5%	Gainesville
2%	Tallahassee
2%	Ft. Myers/Naples
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach