

# Quarterly Visitor Profile

*July – August – September 2021*

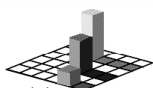
Prepared for Halifax Area Advertising Authority

By:



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## Out of State Visitors

For 63% of out of state visitors, this was their first visit to Daytona Beach; of those, 68% of the repeat visitors 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	68
Close to home	81
Weather	59
Family/friends in area	47
Been to Daytona Beach before	37
Business	9
Holiday Weekend(s) Events	23
Close proximity to attractions	14
Golf	12
Timeshare deal/offer	11
Cultural Event/Performance	10
Fishing	7

Visitors recall ads for the area in:

Medium	% Recall
Google Search	63
Online	29
Social Media	21
You Tube	7

Media Engagement & Frequency of Use When Planning a Vacation

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	16	78	4	2
Destination Website	89	3	8	0
Destination Visitors' Guide	14	43	36	7
Social Media (Facebook, Instagram, etc.)	17	29	26	28
Magazines	8	11	80	Tr
Blogs/Online Content	6	5	78	11
Videos Showing The Destination	9	8	75	8

90% said they used the Internet in planning their visit to Daytona Beach.

67% said they used the Internet in choosing a place to stay in Daytona Beach

62% said they used the Internet for other purposes in planning their vacation:

<b>Purpose</b>	<b>% Used</b>
Finding general area information	76
Lodging information	69
Discover area activities & attractions	74
Research events	53
Travel directions/maps	27
Flight information/reservations	14
Research dining options	21
Car rental information/reservations	4

Travel Websites used by out of state visitors:

<b>Travel Website</b>	<b>% Used</b>
Trip Advisor	59
Travelocity	42
Expedia	37
Kayak	9
Yahoo Travel	8
Cheap flights	Tr.
Google Hotel	Tr

68% had (already) made their destination choice when they used those websites for research:

Visitors use travel websites to:

<b>Purpose</b>	<b>% Used</b>
Research hotels	68
Book hotels	40
Book airline tickets	65
Research flights and flight prices	29
Find packages	17
Buy packages	11
Research AirBnB, etc.	13

Out of state visitors Airlines used:

<b>Airline</b>	<b>% Used</b>
Any out of my area	74
Delta	51
American	36
Southwest	27
Jet Blue	18
United	5

51% use a mobile device to research, plan or book travel.

83% use social media

Social Media used:

<b>Medium</b>	<b>% Use</b>
Facebook	86
Instagram	67
Pinterest	29
Twitter	17
Snapchat	11

Social Media use for travel/vacation ideas:

<b>Medium</b>	<b>% Use</b>
Facebook	31
Instagram	23
Pinterest	9
Twitter	6
Snapchat	Tr

63% 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	68
Florida in general	78
Beaches in general	51
East coast of Florida	27
Southeast (GA, SC, NC, etc.)	19
Caribbean/Cruises	32
Northeast (NY, NJ, New England, etc.)	16
Gulf/West Coast of Florida	12
Mountains in general	12
Other areas outside US	15
Europe/Med	9
Canada	4
West (except CA, AZ)	4
CA/AZ	6
Hawaii	7
Mexico	4
Other areas in US	Tr

83% have taken a warm weather destination vacation in the past five years.

<b>Destination</b>	<b>% Visited</b>
Florida	65
Caribbean Cruise	37
Other US	20
California	12
Other outside US	14
Mexico	12
Europe/Mediterranean	13
Hawaii	7

Travel Party:

<b>Companion</b>	<b>%</b>
Spouse/Partner	35
Friends	22
Children	23
Extended Family	20

The vacation was for:

<b>Traveler</b>	<b>%</b>
Couple	36
Family	34
Self	3
Friends	27

Average party size for visitors from outside Florida was 4

Average number of adults (over 18) was 3.2

18% traveled with teenagers

17% 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	34
Special events	29
Family reunion	16
Government/corporate business	11
Meeting/convention	9
Sports	8

12% of out of state visitors arrived by plane

81% landed in Daytona Beach; of the others, 7% said landing elsewhere was inconvenient.

For 78% Daytona Beach was the primary destination for the trip.

Out of state visitors chose their destinations an average of 3 weeks in advance.

They were away from home an average of 5.3 nights

They were in Daytona Beach an average of 4.1 nights

Their immediate party spent \$280 per night in Daytona Beach, without accommodation.

92% had advance reservations for accommodation.

Accommodation reservations were made an average of 9 days in advance.

61% used an online travel site to help plan their trip

43% did not use any type of travel agent

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

80% found it as expected

11% found it less expensive

9% found it more expensive

31% took advantage of a room with some type of cooking facility

19% paid to drive/park on the beach

22% paid to park in a beachside parking garage

97% agree the beach was clean and beautiful

91% agree there were plenty of activities/things to do

88% agree Daytona Beach is the ideal vacation destination for a family

96% agree Daytona Beach is a good value for the money spent

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

6% agree playing golf was important to their vacation in Daytona Beach

84% agree Daytona Beach is a family oriented community

12% agree being near tourist attractions was important

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

6% agree being able to drive on the beach was important

75% agree Daytona Beach was highly recommended by friends before they arrived

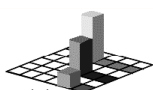
97% agree Daytona Beach was very welcoming to visitors and tourists

76% agree Daytona Beach is a good place to get some peace and quiet

91% agree Daytona Beach was so enjoyable they will definitely return

6% agree on pleasure trips they usually play golf

26% agree on pleasure trips they usually stick to a budget when eating out





- 48% agree on pleasure trips they generally prefer beach destinations
- 65% agree they have paid to park near the beach at other destinations
- 63% agree they have paid access fees on other beach vacations
- 50% agree on pleasure trips they like to return to familiar places
- 23% agree they often travel with children
- 79% agree they often travel with friends or meet them at their destination
- 93% 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	71
Oceanfront hotels	69
Resort style hotels	49
Vacation homes/AirBnB, etc.	9
Economical hotels/motels	7
Timeshare/Timeshare exchanges	7
Condominiums	Tr,

On the most recent trip visitors from outside Florida:

<b>Activity</b>	<b>% Participated</b>
Beach	99
Visiting family/friends	49
Daytona International Speedway	29
Tanger Outlets	31
Miniature Golf	30
Boardwalk/Pier	24
One Daytona	21
Flea Market	23
Ocean Walk	19
Daytona Lagoon	21
Water activities (kayak, paddle board, etc.)	14
Volusia Mall	6
St. Augustine	12
Beach Street	11
Ocean Center	5
Played golf	6
Daytona Beach Racing/Card Club	8
Ponce Inlet Lighthouse	4
Business Meetings	Tr.
Sea World	7
Universal Studios	9
Disney World	6
Kennedy Space Center	7
Arts/Cultural Places	3

49% of respondents were female

Occupations of Visitors from outside of Florida:

<b>Occupation</b>	<b>%</b>
Professional/Self-Employed	29
Mid-range white collar	33
Clerical	6
Skilled labor	15
Semi-skilled labor	7
Retired	9
Military	Tr

Average age was 47

79% were married

Average Household Income Ranges:

<b>Income Range</b>	<b>%</b>
\$20,000-34,999	2
\$35,000-49,000	5
\$50,000-74,999	38
\$75,000-99,999	34
Above \$100,000	13
Refused	8

Ethnicity:

<b>Ethnic Group</b>	<b>%</b>
Caucasian	71
African-American	15
Hispanic	14

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## In State Visitors

For 49% of Florida visitors, this was their first visit to Daytona Beach; of those, 89% had made more than one visit during the past five years.

And, 39% 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	99
Beach	86
Weather	59
Family/friends in area	68
Holiday Weekend(s) Events	47
Been to Daytona Beach before	45
Golf	11
Business	3
Timeshare deal/offer	7
Fishing	6
Meeting/Convention	Tr
Cultural Event/Offering	Tr

Visitors recall ads for the area in:

Medium	% Recall
Google Search	61
Online	29
Social Media	22
YouTube	5

Media engagement and frequency of use when planning a vacation:

Medium	% Always	% Frequently	% Seldom	% Never
Search Engine (Google, etc.)	61	27	9	3
Destination Website	89	10	Tr	Tr
Destination Visitors' Guide	23	17	27	33
Social Media (Facebook, Instagram, etc.)	13	28	31	28
Magazines	17	22	57	4
Blogs/Online Content	9	8	71	12
Videos Showing The Destination	6	3	45	46

89% used the Internet to plan their trip to Daytona Beach

59% used the Internet to choose a place to stay in Daytona Beach

59% used the Internet for other purposes regarding their trip to Daytona Beach

<b>Purpose</b>	<b>% Used</b>
Finding general information about the area	79
Lodging information/reservations	61
Research events	38
To discover activities and attractions of the area	53
To research dining options	21
Traveling directions and maps	21

Travel websites used by Florida visitors:

<b>Travel Website</b>	<b>% Used</b>
Trip advisor	64
Expedia	38
Travelocity	24
Kayak	9
Yahoo Travel	Tr.
Google Hotel	Tr

60% 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	79
Research flights and flight prices	84
Research hotels	52
Book hotels	37
Find packages	8
Buy packages	5
Research AirBnB, etc.	12
Research Timeshare options	3

Airlines used by Florida visitors (for other trips):

<b>Airline</b>	<b>% Use</b>
Any & all out of my area	91
Delta	51
Southwest	42
American	31
Allegiant	18
Spirit	15
Jet Blue	19
United	6

39% use a mobile device to research, plan or book travel

70% use Social Media

Social Media use:

<b>Medium</b>	<b>% Use</b>
Facebook	85
Instagram	49
Twitter	12
Pinterest	9
Snapchat	Tr.

Social Media Used for Vacation Ideas

<b>Medium</b>	<b>% Use</b>
Facebook	28
Instagram	22
Twitter	9
Pinterest	7
Snapchat	Tr.

86% 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	81
Beaches in general	68
No usual destination	76
Northeast in general (NY, NJ, New England, etc.)	57
Caribbean/Cruises	49
Southeast in general (GA, NC, SC, etc.)	34
Gulf/West Coast of Florida	18
East Coast of Florida	21
Mountains in general	21
Canada	6
Europe/Mediterranean	5
CA/AZ	5
West in general (w/o CA/AZ)	6
Hawaii	5
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	87%
Caribbean/Cruises	59
Europe/Med	18
California	5
Hawaii	4
Mexico	3
Other outside the US	8
Other in the US	7

Travel party:

<b>Companion</b>	<b>%</b>
Spouse/partner	39
Family/Children	21
Extended family	19
Friends	21

Vacation was for:

<b>Traveler</b>	<b>%</b>
Family	39
Couple	29
Friends	21
Self	11

Average party size was 3.9

Average number of adults over 18 was 3.2

8% traveled with teenagers

7% traveled with children

Other reasons Florida visitors travel:

<b>Purpose</b>	<b>% Said</b>
To meet a cruise ship	49
Event	26
Family reunion	19
Government/company business	8
Sports	9
Convention/Trade show	6



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 2.5 weeks.

Florida visitors spent an average of 3.9 nights away from home and an average of 3.9 nights in Daytona Beach.

Their immediate party spent an average of \$239 per night in Daytona Beach (without accommodation).

88% of the Florida visitors made advance accommodation reservations.

They booked an average of 7 days in advance.

21% used an online travel site to plan this trip

81% didn't use any professional help to plan this trip.

While in Daytona Beach Florida visitors:

89% found it about what I expected.

A trace found it less expensive than expected.

10% found it more expensive than expected.

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

9% paid to drive/park on the beach.

11% paid to park in a beachside parking garage.

95% agree the beach was clean and beautiful.

91% agree there were plenty of activities/things to do.

90% agree the area is the ideal vacation destination for a family.

96% agree the area is good value for money spent.

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

4% agree playing golf was important during this visit to Daytona Beach.

88% agree Daytona Beach is a family oriented community.

1% agreed being near attractions was important.

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

6% agree being able to drive on the beach was important.

79% agree Daytona Beach was highly recommended by friends before coming.

98% said Daytona Beach was very welcoming to visitors and tourists.  
 80% agreed Daytona Beach is a good place to get peace and quiet.  
 80% agreed Daytona Beach was so enjoyable they will definitely return.  
 9% agreed they usually play golf on pleasure trips.  
 26% agreed they usually stick to a budget when eating out.  
 65% agreed they generally prefer beach destinations.  
 66% agree they have paid to park near the beach in other destinations.  
 59% agree they like to return to familiar destinations.  
 27% agree they often travel with children on pleasure trips.  
 75% agree they often travel with friends or meet them at the destination.  
 95% 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	83
Branded hotels	71
Resort style hotels	67
Vacation homes/AirBnB, etc.	9
Economic hotels/motels	8
Timeshare/Timeshare Exchange	6
Condos.	Tr

While in Daytona Beach visitors from Florida:

<b>Activity</b>	<b>% Participated</b>
Beach	98
Visiting relatives & friends living in the area	54
Tanger outlets	31
Flea market	28
Miniature golf	22
Boardwalk/pier	18
Daytona International Speedway	22
One Daytona	19
Beach Street	12
Ocean Walk	14
Played golf	9
Daytona Lagoon	9
Ponce Inlet Lighthouse	9
Water activities	11
St. Augustine	9
Volusia Mall	5
Arts/Culture Events	7

51% of the respondents were female.

<b>Occupation</b>	<b>%</b>
Mid-range white collar	36
Professional/Self employed	18
Clerical	11
Skilled labor	12
Semi-skilled labor	4
Retired	19

Average age was 54

71% 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	32
\$75,000-99,999	24
\$100,000 +	9
Refused	21

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

64% Florida  
14% Georgia  
2% Ohio  
2% North Carolina  
2% New York  
1% Illinois  
1% 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)  
25% Tampa/St. Petersburg (Clearwater, Sarasota, Lakeland, Winter Haven)  
11% Miami, Fort Lauderdale, The Keys  
9% Jacksonville  
8% West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton  
4% Gainesville  
2% Tallahassee  
1% Ft. Myers/Naples  
Tr. Panama City