

DAYTONA BEACH VISITOR PROFILE

SEPTEMBER 2019



Prepared for The Halifax Area Advertising Authority

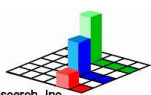
By:



Mid-Florida Marketing & Research, Inc.

Table of Contents

OUT OF STATE VISITORS.....	1
SEPTEMBER, 2019 Daytona Beach Visitor Profile.....	1
Satisfaction with Daytona Beach.....	6
FLORIDA VISITORS	9
SEPTEMBER, 2019 Daytona Beach Visitor Profile.....	9
Satisfaction with Daytona Beach.....	14
SEPTEMBER 2019 DAYTONA BEACH POINTS OF ORIGIN.....	17



OUT OF STATE VISITORS

SEPTEMBER, 2019 Daytona Beach Visitor Profile

- ◆ For 40% 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.
- ◆ 50% 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:	2019 %
Beach	65
Been to Daytona Beach before	60
Weather	57
Family/friends in the area	49
Close to home	39
Work/Business	31
Personal event/other	17
Stopover/going elsewhere	11
Meeting/convention	9
Golf	7
Time share deal	6
Close to major attractions	3
Fishing	2

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Saw no ads	69
Internet	58
Brochures	18
Television	8
Magazines	5
Newspapers	5
Billboards	0

- ◆ 25% of the out of state visitors asked for information before coming.
- ◆ 81% used the Internet to plan their trip to Daytona Beach.
- ◆ 61% used the Internet to choose a place to stay.
- ◆ 49% used the Internet to make reservations.
- ◆ 75% 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:	2019 %
Google	61
Trip Advisor	46
Expedia	35
Travelocity	31
None	23
Yahoo Travel	12
Hotels.com	9
Kayak	6
Orbitz	6
Priceline	5
Travel.com	4
Cheap Flights	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2019 %
Research hotels	80
Research flights and prices	72
Book airline flights	70
Book hotels	65
Find packages	12
Buy packages	3

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2019 %
Trip Advisor	55
Various hotel chains	53
Google	51
Expedia	31
Hotels.com	16
Orbitz	15
Travelocity	15
Hotwire	5
Kayak	5
Priceline	3
Travel.com	3
Yahoo Travel	2

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2019 %
Any/all out of their area	65
Delta	29
American Airlines	17
Southwest	11
Jet Blue	7

- ◆ 80% 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.
- ◆ 12% of the out of state visitors use Instagram.
- ◆ 62% 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 ALSO VACATION IN:	2019 %
Florida in general	91
No usual destination	81
Caribbean/Cruise	49
Other areas in the USA	38
Beaches in general	28
Other areas outside the USA	19
N.E. in general (NY, NJ, New England, etc.)	17
S.E. in general (GA, SC, NC, etc.)	11
Hawaii	8
Mountains in general	8
CA/AZ	7
West in general (excluding CA & AZ)	6

- ◆ 79% 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:	2019 %
Florida	84
Other areas inside the USA	70
Caribbean/Cruise	47
Other Areas outside the USA	23
Hawaii	11
CA/AZ	10
Myrtle Beach	5
Mexico	Tr.

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2019 %
Husband and wife	65
Self (single)	12
Friends	11
Family	10
Wife	1
Husband	1

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	51
Family	19
Self single)	15
Friends	13

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2019 %
Doesn't matter	60
Fall	37
Winter	19
Spring	15
Summer	9

- ◆ The average party size for out of state visitors was 2.7.
- ◆ 14% of out of state visitors traveled with children age 12 and younger.
- ◆ 11% of out of state visitors traveled with teenagers.
- ◆ 20% traveled with friends/relatives; 42% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 31% said government/company business, 30% said convention/trade show, and 53% said to meet a cruise.
- ◆ 19% of out of state visitors traveled by air, and 81% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 68% landed in Daytona Beach.
 - 32% landed in Orlando.
 - 2% landed elsewhere.
- ◆ 9% of the out of state visitors that flew into Orlando said that it was inconvenient.

THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:	2019 %
Daytona Beach	92
Orlando	5
Florida in general	3

- ◆ The average number of days out of state visitors spent away from home was 7.2.
- ◆ The average number of days spent in Daytona Beach was 6.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$117.
- ◆ 58% of the out of state visitors made advanced reservations, with the average time in advance being about 1 month.
- ◆ 78% of out of state visitors did not use a professional travel service.
 - 20% used an Internet travel service.
 - 0% used a travel agent.
 - 6% used an auto club.
 - 0% used a time share promo.

Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	88
Less expensive	10
More expensive	2

- ◆ While in Daytona Beach, 60% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ Tr. of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 12% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
A good value for the money spent	100
Easy access to the beach from my hotel	100
Full of activities/things to do	95
Clean and beautiful	94
The ideal vacation destination for a family	94
A family oriented area	87
Important for playing golf	9

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2019 %
Being within a day's travel was important	99
The beach would be more enjoyable without cars on it	63
Being near tourist attractions was important	10
Being able to drive on the beach was important	1

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	82
Highly recommended by friends before I came	68

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	91
Really like to return to familiar places	52
Have paid to park near the beach at other destinations	49
Prefer the more economical hotels/motels	46
Generally prefer beach destinations	40
Really stick to a budget when eating out	40
Paid admission fees at other beach destinations	31
Often travel with children	11
Usually play golf	9

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

50%	No magazines	4%	Family Circle
22%	AAA Magazine	4%	Fishing Magazines
21%	Southern Living	4%	People Magazine
20%	Sports Illustrated	4%	Readers Digest
12%	Car magazines - various	1%	Good Housekeeping
12%	Modern Maturity	Tr.	Better Homes & Garden
10%	US News & World Report	Tr.	Ladies Home Journal
9%	Various others	Tr.	Time
8%	Golf magazines - various		
8%	National Geographic		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2019 %
Walking on the beach	86
Work/business/meetings	31
Visiting family/friends in the area	28
Ocean Walk	16
Miniature golf	15
Flea Market	14
Speedway	12
Volusia Mall	10
Played golf	9
One Daytona	6
Ponce Inlet Lighthouse	5
Museum	4
Daytona Dog Races	3
Fishing	3
Kennedy Space Center	3
St. Augustine	3
Universal Studios	3
Sea World	2
Driving on the beach	1
Magic Kingdom	1
Animal Kingdom	0
EPCOT	0
MGM Studios	0

- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 49% of the out of state visitors to complete the survey were male, 51% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2019 %
Mid-range white collar	28
Skilled labor	26
Professional/self employed	24
Retired	20
Refused	2
Clerical	0

- ◆ Out of state visitors were an average of 53 years old.
- ◆ 73% of out of state visitors were married, and 17% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	1
\$90,000 - \$100,000	3
\$80,000 - \$90,000	2
\$70,000 - \$80,000	10
\$60,000 - \$70,000	4
\$50,000 - \$60,000	14
\$40,000 - \$50,000	16
\$30,000 - \$40,000	3
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	36

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2019 %
Caucasian	80
Hispanic	10
Black/African America	10
Asian/Pacific Islander	0
Native American	0



FLORIDA VISITORS

SEPTEMBER, 2019 Daytona Beach Visitor Profile

- ◆ For 37% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 87% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 54% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2019 %
Close to home	94
Beach	69
Been to Daytona Beach before	63
Family/friends in the area	39
Weather	29
Business	23
Meeting/convention	16
Personal event/other	12
Golf	9
Timeshare deal	6
Fishing	3
Close to major attractions	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2019 %
Internet	69
Saw no ads	28
Brochures	16
Newspapers	6
Magazines	5
Television	5
Billboards	3

- ◆ 25% 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.
- ◆ 49% of the visitors from Florida used the Internet to make reservations.
- ◆ 84% 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:	2019 %
Google	66
Trip Advisor	56
Expedia	34
Travelocity	34
None	23
Orbitz	6
Hotels.com	6
Cheap Flights	3
Kayak	3
Priceline	2
Yahoo Travel	2
Travel.com	0

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2019 %
Research hotels	86
Research flights and prices	82
Book airline flights	75
Book hotels	59
Find packages	9
Buy packages	7

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2019 %
Trip Advisor	69
Various hotel chains	59
Google	42
Expedia	33
Travelocity	25
Orbitz	19
Hotels.com	18
Priceline	7
Kayak	6
Hotwire	6
Travel.com	4
Yahoo Travel	4

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2019 %
Any/all out of their area	68
Delta	40
American	18
Southwest	17
Jet Blue	5

- ◆ 83% 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.
- ◆ 15% of the visitors from Florida use Instagram.
- ◆ 10% 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:	2019 %
Summer	88
Fall	87
Winter	81
Spring	50

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2019 %
Florida in general	91
No usual destination	71
Beaches in general	60
Caribbean/Cruise	49
Other areas in the USA	19
Other areas outside the USA	19
N.E. in general (NY, NJ, New England, etc.)	17
S.E. in general (GA, SC, NC, etc.)	15
Hawaii	4
CA/AZ	3
Mountains in general	3
West in general (excluding CA/AZ)	3
Mexico	0

- ◆ 85% 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:	2019 %
Florida	100
Caribbean/Cruise	64
Other areas inside the USA	46
Other Areas outside the USA	21
California	9
Hawaii	9
Myrtle Beach	1
Mexico	0

THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2019 %
Husband and wife	45
Self (single)	25
Friends	16
Family	10
Husband	2
Wife	2

VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2019 %
Husband and wife	48
Friends	21
Self single)	20
Family	11

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2019 %
Doesn't matter	92
Summer	40
Fall	37
Spring	10
Winter	9

- ◆ The average party size for visitors from Florida was 2.5.
- ◆ 6% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 5% of the visitors from Florida traveled with teenagers.
- ◆ 30% traveled with friends/relatives; 43% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 25% said government/company business, 44% said to meet a cruise, and 44% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:	2019 %
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 5.7..
- ◆ The average number of days spent in Daytona Beach was 5.7.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$125.
- ◆ 61% of visitors from Florida made advanced reservations, with the average time in advance being about 2 weeks.
- ◆ 69% of visitors from Florida did not use a professional travel service.
 - 8% used a travel agent.
 - 50% used an Internet travel service.
 - 1% used an auto club.
 - 5% used a time share promotion.

Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2019 %
About what I expected	90
Less expensive	8
More expensive	2

- ◆ While in Daytona Beach, 49% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ Tr. 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.

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2019 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	99
Full of activities/things to do	98
A family oriented area	94
The ideal vacation destination for a family	94
Important for playing golf	6

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2019 %
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	66
Being near tourist attractions was important	0
Being able to drive on the beach was important	0

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2019 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	90
Highly recommended by friends before I came	61

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2019 %
Look for escape, relaxation, change of scenery, educational aspects	94
Often travel with friends or meet them at my destination	80
Generally prefer beach destinations	70
Really like to return to familiar places	68
Prefer the more economical hotels/motels	50
Really stick to a budget when eating out	46
Have paid to park near the beach at other destinations	40
Usually play golf	19
Paid admission fees at other beach destinations	18
Often travel with children	15

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

49%	No magazines	4%	People Magazine
34%	AAA Magazine	3%	Family Circle
32%	Modern Maturity	Tr.	Better Homes & Garden
17%	Southern Living	Tr.	Good Housekeeping
16%	Golf magazines - various	Tr.	Ladies Home Journal
15%	Sports Illustrated	Tr.	Readers Digest
11%	US News & World Report	Tr.	Time
8%	Various Others	Tr.	TV Guide
6%	National Geographic		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2019 %
Walking on the beach	85
Work/business/meetings	35
Visiting family/friends in the area	29
Ocean Walk	21
Miniature golf	17
Flea Market	14
One Daytona	11
Played golf	11
Speedway	9
Ponce Inlet Lighthouse	8
Daytona Dog Races	7
Volusia Mall	6
Museum	5
Driving on the beach	0
Kennedy Space Center	0

- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 49% of the visitors from Florida to complete the survey were female, 51% were male.

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2019 %
Mid-range white collar	27
Professional/self employed	26
Retired	24
Skilled labor	11
Refused	7
Clerical	5

- ◆ Visitors from Florida were an average of 51 years old.
- ◆ 80% of visitors from Florida were married, and 20% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2019 %
Over \$100,000	8
\$90,000 - \$100,000	3
\$80,000 - \$90,000	4
\$70,000 - \$80,000	12
\$60,000 - \$70,000	7
\$50,000 - \$60,000	9
\$40,000 - \$50,000	18
\$30,000 - \$40,000	3
\$20,000 - \$30,000	1
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2019 %
Caucasian	80
Black/African America	11
Hispanic	9
Asian/Pacific Islander	0
Native American	0

SEPTEMBER 2019 DAYTONA BEACH POINTS OF ORIGIN

40%	Florida	1%	Michigan	Tr.	Massachusetts
10%	Georgia	1%	New Jersey	Tr.	Minnesota
5%	New York	1%	Texas	Tr.	Mississippi
5%	North Carolina	1%	Virginia	Tr.	Missouri
4%	Ohio	Tr.	Arizona	Tr.	Nebraska
3%	Pennsylvania	Tr.	Arkansas	Tr.	New Hampshire
2%	Illinois	Tr.	Colorado	Tr.	Oklahoma
2%	Indiana	Tr.	Connecticut	Tr.	Oregon
2%	Kentucky	Tr.	D.C.	Tr.	Rhode Island
2%	South Carolina	Tr.	Iowa	Tr.	Vermont
2%	Tennessee	Tr.	Louisiana	Tr.	Washington
1%	Alabama	Tr.	Maine	Tr.	West Virginia
1%	California	Tr.	Maryland	Tr.	Wisconsin

◆ TOTAL U.S.A. 88%

◆ CANADA (7% of the total)

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

◆ FOREIGN (5% of the total)

2%	Germany	Tr.	Netherlands
2%	U.K.	Tr.	Norway
Tr.	Central Europe	Tr.	Russia
Tr.	Denmark	Tr.	Switzerland
Tr.	France		

◆ FLORIDA VISITORS (by percent of Florida total)

33%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
22%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
14%	Jacksonville
9%	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