

# DAYTONA BEACH VISITOR PROFILE

*SEPTEMBER 2017*



Prepared for The Halifax Area Advertising Authority

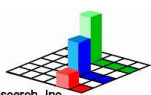
By:



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# OUT OF STATE VISITORS

## SEPTEMBER, 2017 Daytona Beach Visitor Profile

- ◆ For 49% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 90% 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.
- ◆ 56% 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>2017 %</b>
Beach	76
Been to Daytona Beach before	50
Weather	49
Family/friends in the area	42
Work/Business	27
Close to home	26
Personal event/other	17
Meeting/convention	13
Time share deal	9
Close to major attractions	7
Golf	6
Stopover/going elsewhere	4
Fishing	1

<b>OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2017 %</b>
Internet	68
Saw no ads	49
Brochures	25
Magazines	18
Television	10
Newspapers	7
Billboards	0

- ◆ 34% of the out of state visitors asked for information before coming.
- ◆ 79% used the Internet to plan their trip to Daytona Beach.
- ◆ 60% used the Internet to choose a place to stay.
- ◆ 54% used the Internet to make reservations.
- ◆ 84% 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>2017 %</b>
Google	60
Trip Advisor	54
Expedia	42
Travelocity	41
Yahoo Travel	17
None	15
Hotels.com	11
Orbitz	8
Kayak	7
Travel.com	7
Priceline	4
Cheap Flights	2

<b>OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:</b>	<b>2017 %</b>
Research hotels	80
Research flights and prices	75
Book airline flights	68
Book hotels	67
Find packages	22
Buy packages	2

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:</b>	<b>2017 %</b>
Trip Advisor	56
Google	48
Various hotel chains	46
Expedia	40
Orbitz	24
Travelocity	23
Hotels.com	20
Hotwire	10
Kayak	8
Priceline	7
Travel.com	5
Yahoo Travel	3

<b>TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:</b>	<b>2017 %</b>
Any/all out of their area	53
Delta	28
American Airlines	15
Southwest	7
Jet Blue	4

- ◆ 81% 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.
- ◆ 17% of the out of state visitors use Twitter.
- ◆ 49% 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 ALSO VACATION IN:</b>	<b>2017 %</b>
Florida in general	91
No usual destination	77
Other areas in the USA	36
Beaches in general	35
Caribbean	33
S.E. in general (GA, SC, NC, etc.)	23
N.E. in general (NY, NJ, New England, etc.)	20
Mountains in general	11
Other areas outside the USA	11
Hawaii	6
West in general (excluding CA & AZ)	6
CA/AZ	4

- ◆ 75% 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>2017 %</b>
Florida	94
Other areas inside the USA	77
Caribbean	39
CA/AZ	15
Other Areas outside the USA	15
Hawaii	12
Mexico	3
Myrtle Beach	1

<b>THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:</b>	<b>2017 %</b>
Husband and wife	58
Self (single)	19
Friends	14
Family	6
Wife	2
Husband	1

<b>OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:</b>	<b>2017 %</b>
Husband and wife	58
Self single)	17
Family	14
Friends	11

<b>THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:</b>	<b>2017 %</b>
Doesn't matter	86
Fall	49
Winter	15
Spring	3
Summer	3

- ◆ The average party size for out of state visitors was 2.3.
- ◆ 8% of out of state visitors traveled with children age 12 and younger.
- ◆ 10% of out of state visitors traveled with teenagers.
- ◆ 31% traveled with friends/relatives; 36% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 40% said government/company business, 28% said convention/trade show, and 32% said to meet a cruise.
- ◆ 33% of out of state visitors traveled by air, and 67% by auto.
- ◆ For those out of state visitors that traveled by air:
  - 61% landed in Daytona Beach.
  - 37% landed in Orlando.
  - 2% landed elsewhere.
- ◆ 6% 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>2017 %</b>
Daytona Beach	88
Orlando	6
Florida in general	4
South Florida	1
East coast of Florida in general	1

- ◆ The average number of days out of state visitors spent away from home was 6.8.
- ◆ 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 out of state visitors immediate party was about \$139.
- ◆ 70% of the out of state visitors made advanced reservations, with the average time in advance being about 1 month.
- ◆ 47% of out of state visitors did not use a professional travel service.
  - 40% used an Internet travel service.
  - 7% used a travel agent.
  - 3% used an auto club.
  - 3% used a time share promo.

## Satisfaction with Daytona Beach

<b>OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:</b>	<b>2017 %</b>
About what I expected	89
Less expensive	9
More expensive	2

- ◆ While in Daytona Beach, 41% 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.
- ◆ 7% 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>2017 %</b>
Easy access to the beach from my hotel	100
A good value for the money spent	99
The ideal vacation destination for a family	99
Full of activities/things to do	97
Clean and beautiful	95
A family oriented area	85
Important for playing golf	10

<b>IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:</b>	<b>2017 %</b>
Being within a day's travel was important	98
The beach would be more enjoyable without cars on it	60
Being near tourist attractions was important	15
Being able to drive on the beach was important	1

<b>OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:</b>	<b>2017 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	85
Highly recommended by friends before I came	64



<b>ON PLEASURE TRIPS OUT OF STATE VISITORS:</b>	<b>2017 %</b>
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	96
Really like to return to familiar places	58
Have paid to park near the beach at other destinations	49
Generally prefer beach destinations	48
Prefer the more economical hotels/motels	48
Really stick to a budget when eating out	45
Paid admission fees at other beach destinations	25
Usually play golf	9
Often travel with children	7

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

56%	No magazines	5%	Family Circle
22%	AAA Magazine	4%	National Geographic
19%	Modern Maturity	4%	Various others
18%	Southern Living	3%	Time
18%	Sports Illustrated	2%	Better Homes & Garden
11%	Car magazines - various	2%	Good Housekeeping
9%	US News & World Report	2%	Ladies Home Journal
8%	Golf magazines - various	1%	Fishing Magazines
7%	Readers Digest	Tr.	TV Guide
6%	People Magazine		

<b>ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:</b>	<b>2017 %</b>
Walking on the beach	88
Work/business/meetings	29
Visiting family/friends in the area	27
Ocean Walk	23
Speedway	13
Miniature golf	12
Volusia Mall	12
Flea Market	10
Daytona Dog Races	9
Played golf	7
Ponce Inlet Lighthouse	4
St. Augustine	4
Kennedy Space Center	3
Museum	3
Animal Kingdom	2
Driving on the beach	2
EPCOT	2
Magic Kingdom	2
MGM Studios	2
Universal Studios	2
Fishing	1
Sea World	1

- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 52% of the out of state visitors to complete the survey were male, 48% were female.

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:</b>	<b>2017 %</b>
Retired	26
Mid-range white collar	21
Skilled labor	21
Professional/self employed	20
Refused	10
Clerical	2

- ◆ Out of state visitors were an average of 56 years old.
- ◆ 81% of out of state visitors were married, and 19% were single.

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2017 %</b>
Over \$100,000	7
\$90,000 - \$100,000	0
\$80,000 - \$90,000	0
\$70,000 - \$80,000	10
\$60,000 - \$70,000	5
\$50,000 - \$60,000	17
\$40,000 - \$50,000	22
\$30,000 - \$40,000	3
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	36

Mean Income: \$65,100

<b>THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:</b>	<b>2017 %</b>
Caucasian	78
Hispanic	11
Black/African America	9
Asian/Pacific Islander	2
Native American	0

# FLORIDA VISITORS

## SEPTEMBER, 2017 Daytona Beach Visitor Profile

- ◆ For 40% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 88% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 50% of the repeat visitors from Florida have stayed in the same lodging before.

<b>REASONS TO CHOOSE DAYTONA BEACH WERE:</b>	<b>2017 %</b>
Close to home	91
Beach	72
Been to Daytona Beach before	60
Family/friends in the area	40
Weather	22
Meeting/convention	21
Business	19
Personal event/other	14
Golf	12
Timeshare deal	6
Close to major attractions	1
Fishing	1

<b>VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:</b>	<b>2017 %</b>
Internet	70
Saw no ads	27
Brochures	19
Newspapers	10
Magazines	7
Television	7
Billboards	0

- ◆ 31% of the visitors from Florida asked for information before coming.
- ◆ 72% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 69% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 57% of the visitors from Florida used the Internet to make reservations.
- ◆ 76% 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>2017 %</b>
Google	65
Trip Advisor	57
Expedia	40
Travelocity	39
None	17
Orbitz	10
Kayak	9
Cheap Flights	7
Priceline	7
Yahoo Travel	7
Hotels.com	5
Travel.com	3

<b>VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:</b>	<b>2017 %</b>
Research hotels	81
Research flights and prices	75
Book airline flights	68
Book hotels	65
Find packages	12
Buy packages	6

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:</b>	<b>2017 %</b>
Trip Advisor	67
Various hotel chains	55
Google	44
Expedia	40
Travelocity	28
Orbitz	27
Hotels.com	23
Priceline	12
Kayak	11
Hotwire	6
Travel.com	5
Yahoo Travel	4

<b>TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:</b>	<b>2017 %</b>
Any/all out of their area	58
Delta	40

- ◆ 86% 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.
- ◆ 17% of the visitors from Florida use Twitter.
- ◆ 60% 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>2017 %</b>
Summer	99
Fall	87
Winter	77
Spring	49

<b>VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:</b>	<b>2017 %</b>
Florida in general	90
No usual destination	79
Beaches in general	63
Caribbean	41
Other areas in the USA	25
N.E. in general (NY, NJ, New England, etc.)	15
S.E. in general (GA, SC, NC, etc.)	15
Other areas outside the USA	11
Mountains in general	5
Hawaii	4
CA/AZ	3
West in general (excluding CA/AZ)	3
Mexico	2

- ◆ 78% 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>2017 %</b>
Florida	100
Caribbean	60
Other areas inside the USA	50
Other Areas outside the USA	14
California	12
Hawaii	7
Mexico	1
Myrtle Beach	1



<b>THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:</b>	<b>2017 %</b>
Husband and wife	45
Self (single)	29
Friends	16
Family	6
Husband	1
Wife	1

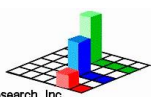
<b>VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:</b>	<b>2017 %</b>
Husband and wife	50
Self single)	26
Friends	19
Family	5

<b>THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:</b>	<b>2017 %</b>
Doesn't matter	91
Fall	39
Summer	38
Winter	12
Spring	6

- ◆ The average party size for visitors from Florida was 2.3.
- ◆ 6% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 5% of the visitors from Florida traveled with teenagers.
- ◆ 27% traveled with friends/relatives; 40% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 30% said government/company business, 41% said to meet a cruise, and 43% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

<b>THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:</b>	<b>2017 %</b>
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 6.0.
- ◆ 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 visitors from Florida immediate party was about \$139.
- ◆ 69% of visitors from Florida made advanced reservations, with the average time in advance being about 2 weeks.
- ◆ 59% of visitors from Florida did not use a professional travel service.
  - 5% used a travel agent.
  - 59% used an Internet travel service.
  - 1% used an auto club.
  - 1% used a time share promotion.



## Satisfaction with Daytona Beach

<b>VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:</b>	<b>2017 %</b>
About what I expected	90
Less expensive	9
More expensive	1

- ◆ While in Daytona Beach, 40% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 1% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 6% 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>2017 %</b>
Easy access to the beach from my hotel	100
Clean and beautiful	99
A family oriented area	98
A good value for the money spent	98
Full of activities/things to do	98
The ideal vacation destination for a family	97
Important for playing golf	3

<b>IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:</b>	<b>2017 %</b>
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	64
Being near tourist attractions was important	2
Being able to drive on the beach was important	0

<b>VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:</b>	<b>2017 %</b>
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	95
Highly recommended by friends before I came	59



<b>ON PLEASURE TRIPS VISITORS FROM FLORIDA:</b>	<b>2017 %</b>
Look for escape, relaxation, change of scenery, educational aspects	94
Often travel with friends or meet them at my destination	85
Generally prefer beach destinations	77
Really like to return to familiar places	74
Really stick to a budget when eating out	53
Prefer the more economical hotels/motels	49
Have paid to park near the beach at other destinations	48
Usually play golf	27
Often travel with children	18
Paid admission fees at other beach destinations	12

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

57%	No magazines	6%	US News & World Report
34%	Modern Maturity	4%	National Geographic
31%	AAA Magazine	4%	Various Others
17%	Southern Living	2%	Better Homes & Garden
13%	Golf magazines - various	2%	Good Housekeeping
12%	Sports Illustrated	2%	Ladies Home Journal
7%	People Magazine	2%	Time
7%	Readers Digest	Tr.	TV Guide
6%	Family Circle		

<b>ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:</b>	<b>2017 %</b>
Walking on the beach	87
Speedway	5
Visiting family/friends in the area	29
Work/business/meetings	35
Miniature golf	10
Ocean Walk	17
Flea Market	9
Played golf	11
Museum	4
Volusia Mall	9
Ponce Inlet Lighthouse	5
Daytona Dog Races	3
Driving on the beach	2
Kennedy Space Center	Tr.

- ◆ 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.

<b>OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:</b>	<b>2017 %</b>
Retired	28
Professional/self employed	25
Mid-range white collar	24
Skilled labor	11
Refused	10
Clerical	2

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

<b>OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:</b>	<b>2017 %</b>
Over \$100,000	6
\$90,000 - \$100,000	0
\$80,000 - \$90,000	1
\$70,000 - \$80,000	13
\$60,000 - \$70,000	5
\$50,000 - \$60,000	14
\$40,000 - \$50,000	20
\$30,000 - \$40,000	6
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	35

Mean Income: \$64,500

<b>THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:</b>	<b>2017 %</b>
Caucasian	79
Hispanic	11
Black/African America	9
Asian/Pacific Islander	1
Native American	0

# SEPTEMBER 2017 DAYTONA BEACH POINTS OF ORIGIN

39%	Florida	1%	Michigan	Tr.	Massachusetts
11%	Georgia	1%	New Jersey	Tr.	Minnesota
5%	New York	1%	Texas	Tr.	Mississippi
5%	Ohio	1%	Virginia	Tr.	Missouri
4%	North Carolina	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)

31%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
27%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	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

