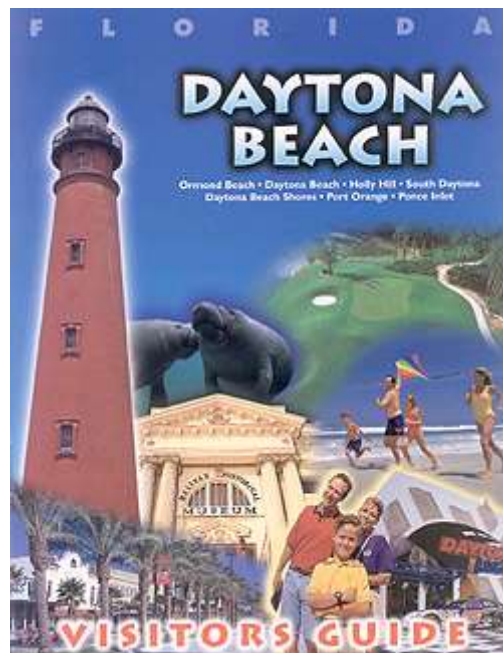


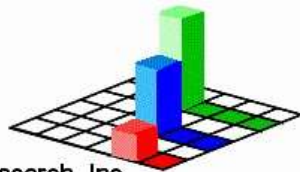
# DAYTONA BEACH VISITOR PROFILE

*April 2015*



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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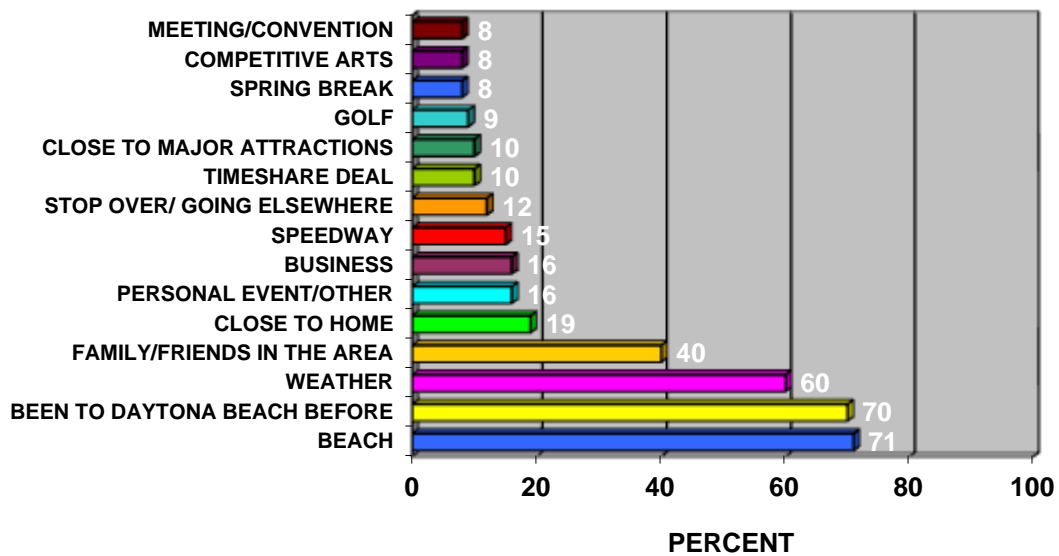
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# OUT OF STATE VISITORS

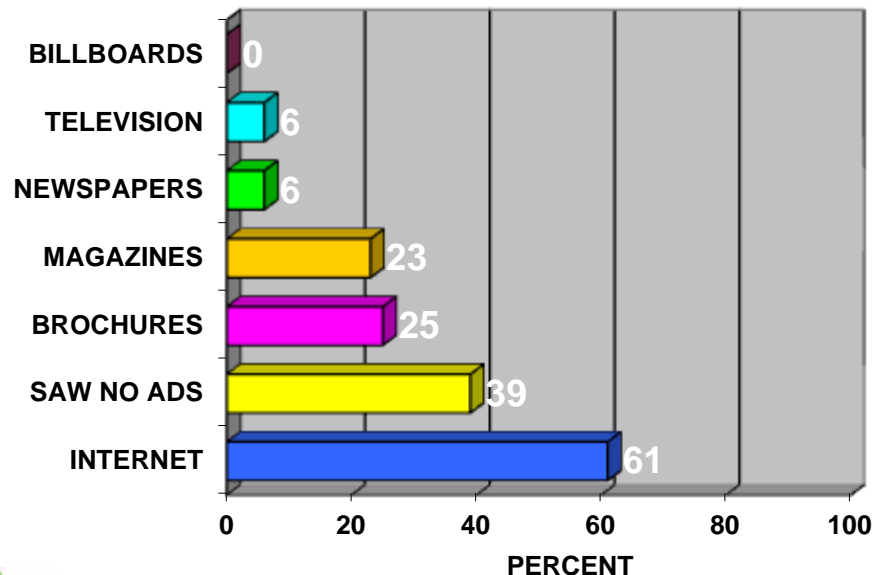
## April, 2015 Daytona Beach Visitor Profile

- ◆ For 35% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 92% 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.
- ◆ 55% 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:

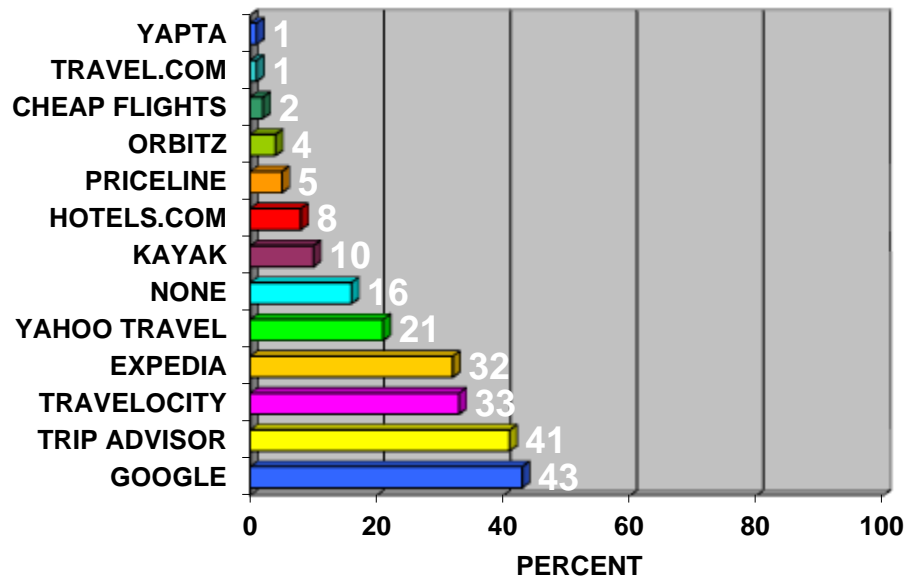


### OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

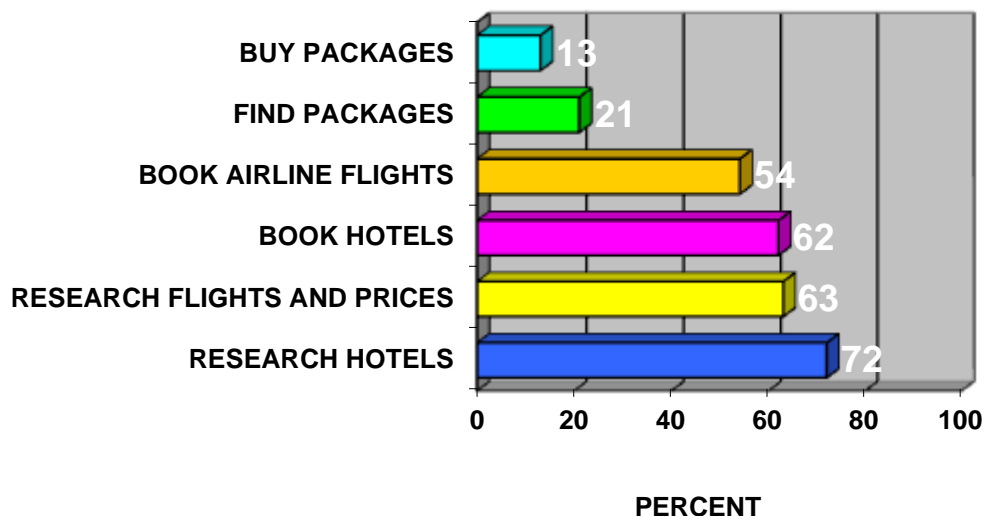


- ◆ 47% of the out of state visitors asked for information before coming.
- ◆ 63% used the Internet to plan their trip to Daytona Beach.
- ◆ 59% used the Internet to choose a place to stay.
- ◆ 60% used the Internet to make reservations.
- ◆ 65% used the Internet for other purposes regarding this trip 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.

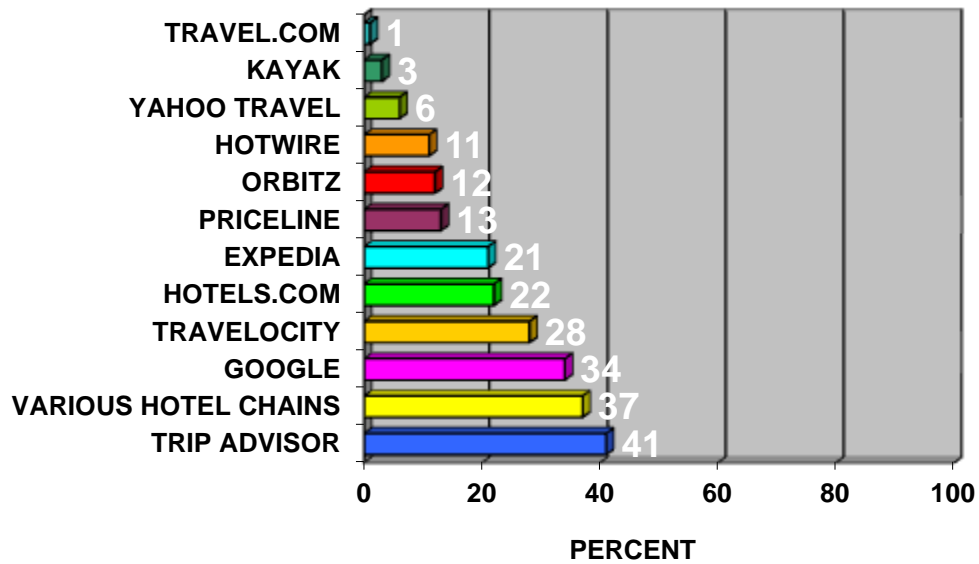
### TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:



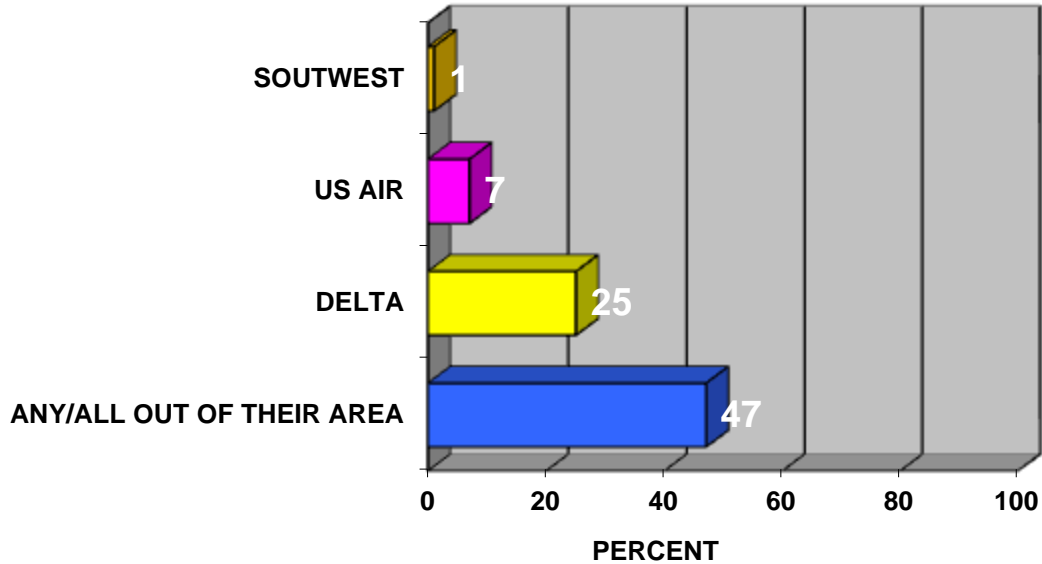
### OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:



## TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:



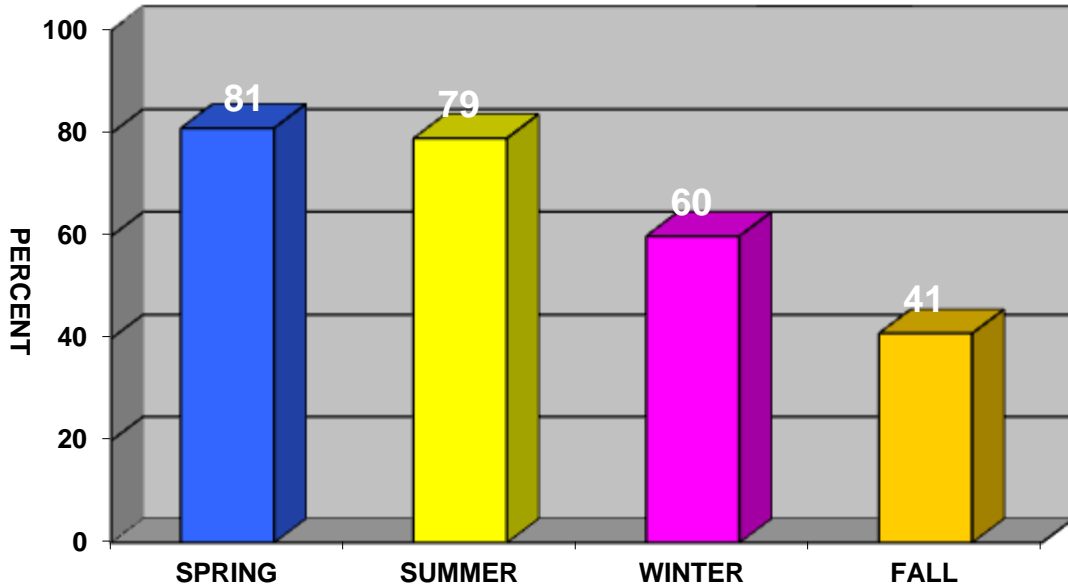
## TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:



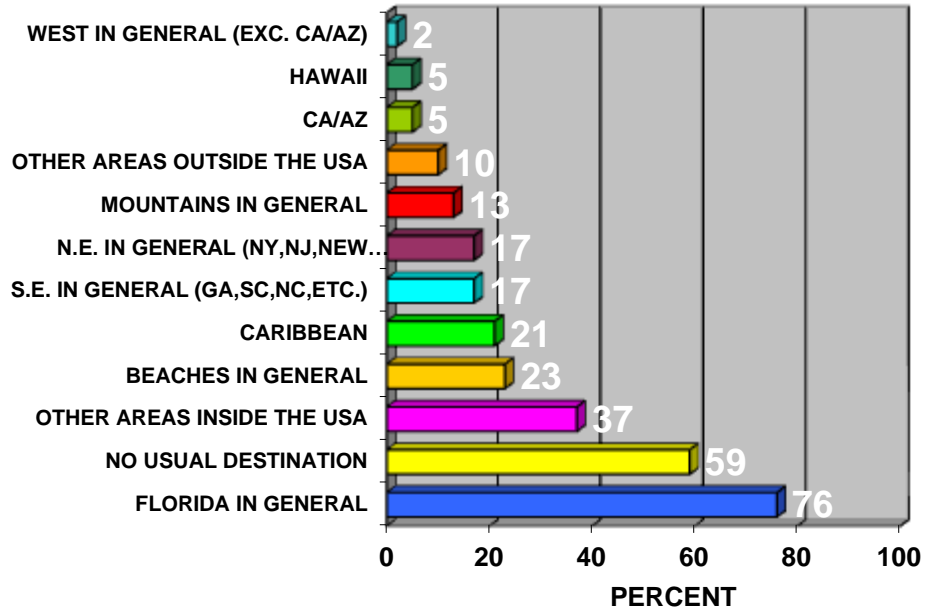
- ◆ 62% of the out of state visitors are on Facebook
  - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 89% to talk about activities/vacations.
- ◆ 17% of the out of state visitors use Twitter.

- ◆ 65% 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:

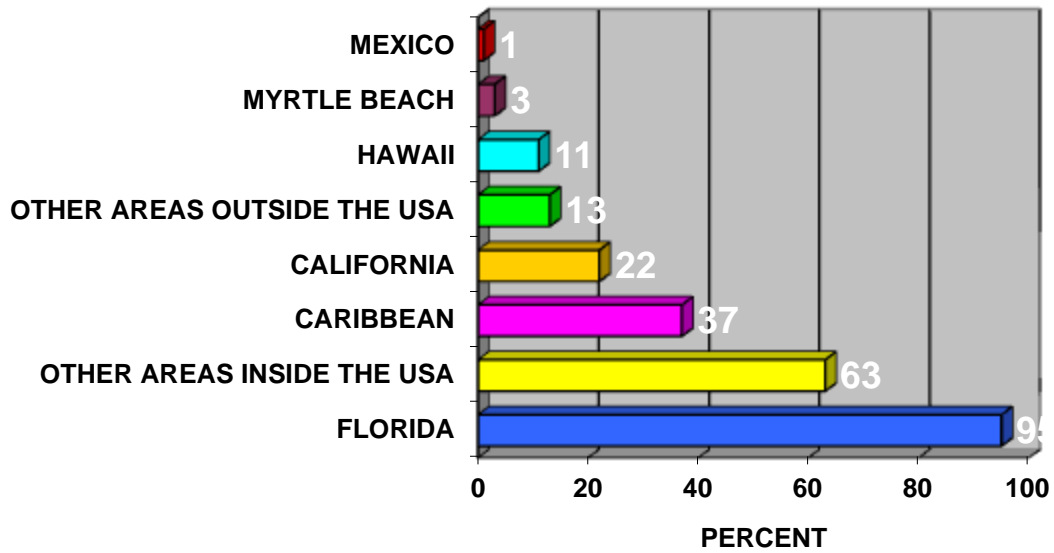


### OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

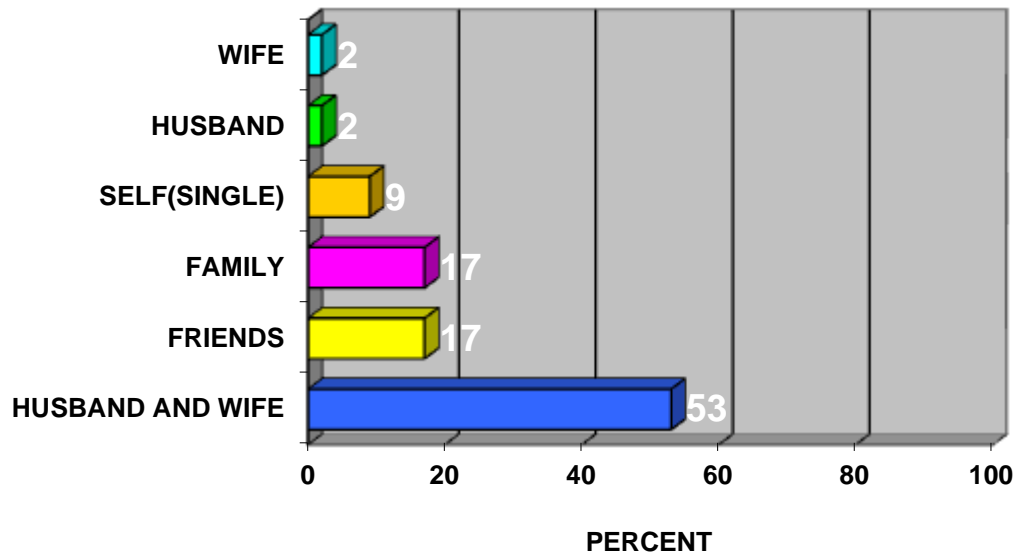


- ◆ 84% of the out of state visitors have taken another warm weather vacation in the past five years.

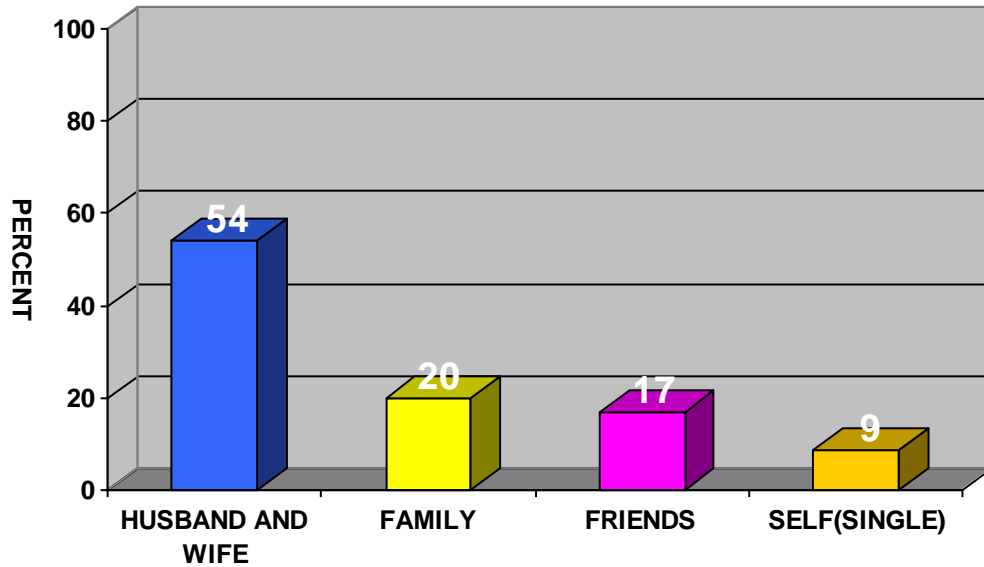
**OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:**



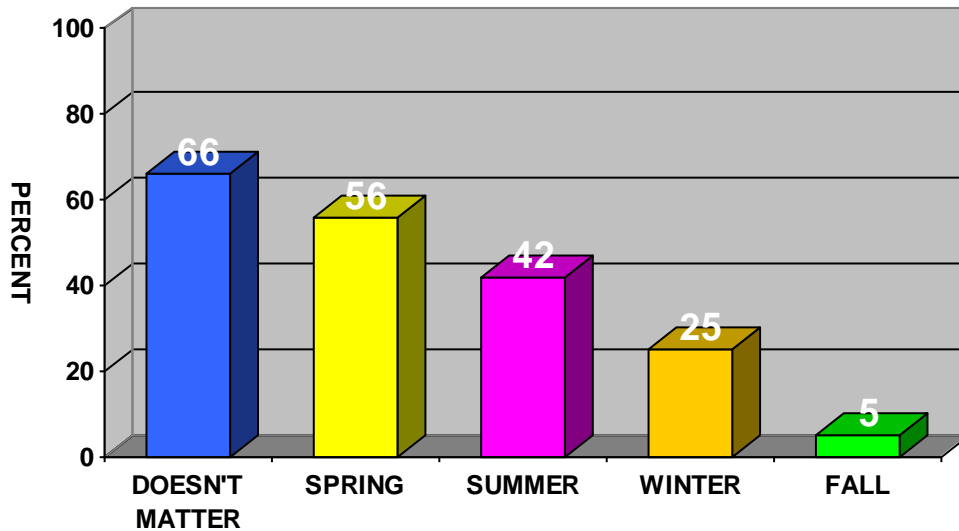
**THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:**



## OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:



## THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:

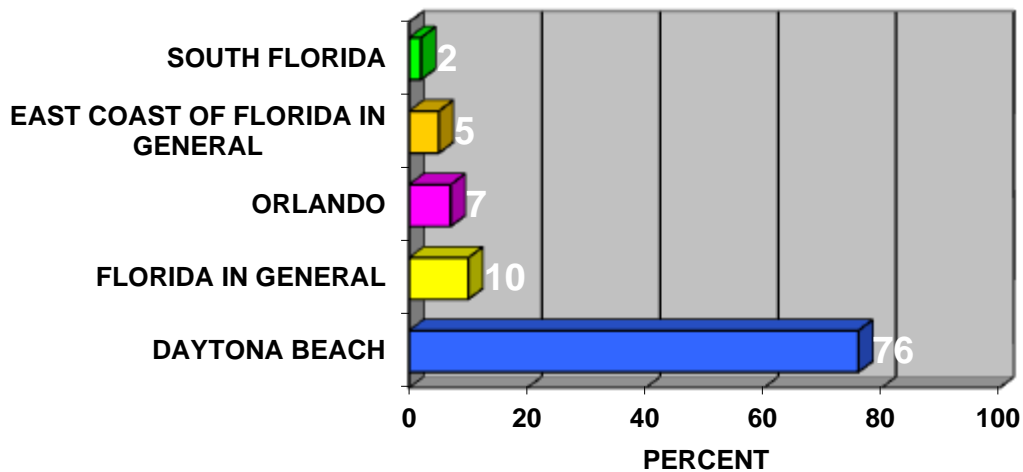


- ◆ The average party size for out of state visitors was 2.9.
- ◆ 7% of out of state visitors traveled with children age 12 and younger.
- ◆ 7% of out of state visitors traveled with teenagers.



- ◆ 41% traveled with friends/relatives; 44% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 23% said government/company business, 17% said convention/trade show, and 27% 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:
  - 62% landed in Daytona Beach.
  - 33% landed in Orlando/Sanford.
  - 5% landed elsewhere.
- ◆ 2% of the out of state visitors that flew into Orlando said that it was inconvenient.

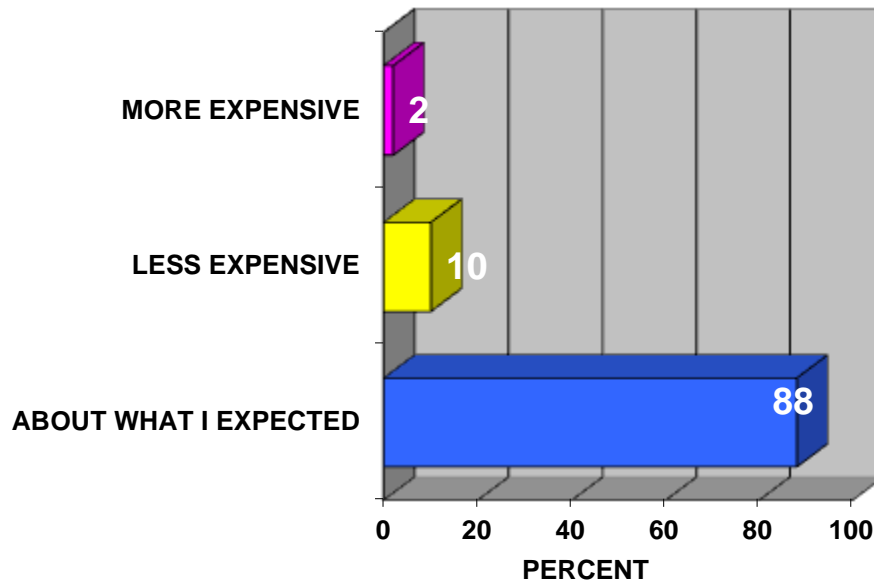
### THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:



- ◆ The average number of days out of state visitors spent away from home was 6.4.
- ◆ The average number of days spent in Daytona Beach was 4.4.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors' immediate party was about \$140.
- ◆ 86% of the out of state visitors made advanced reservations, with the average time in advance being between one to two months.
- ◆ 38% of out of state visitors did not use a professional travel service.
  - 50% used an Internet travel service.
  - 8% used a travel agent.
  - 3% used an auto club.
  - 1% used a time share.

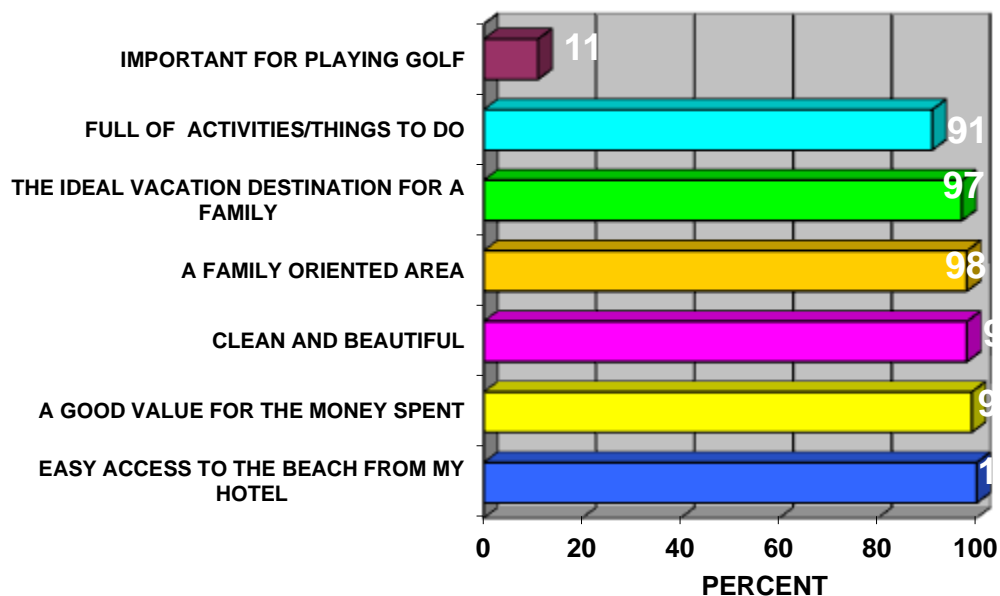
## Satisfaction with Daytona Beach

### OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:

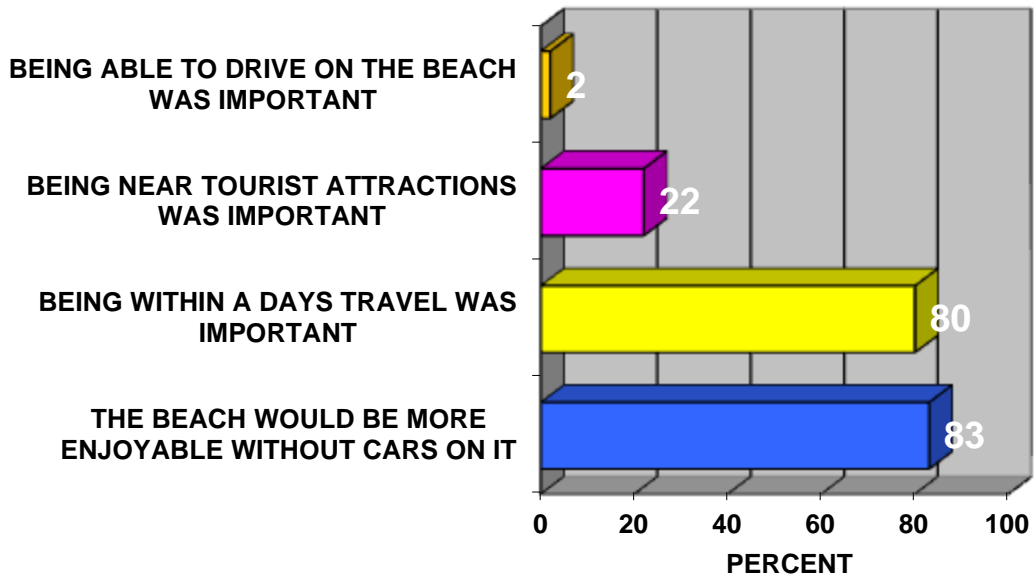


- ◆ While in Daytona Beach, 55% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 2% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 9% of the out of state visitors paid the fee to park in the parking garage.

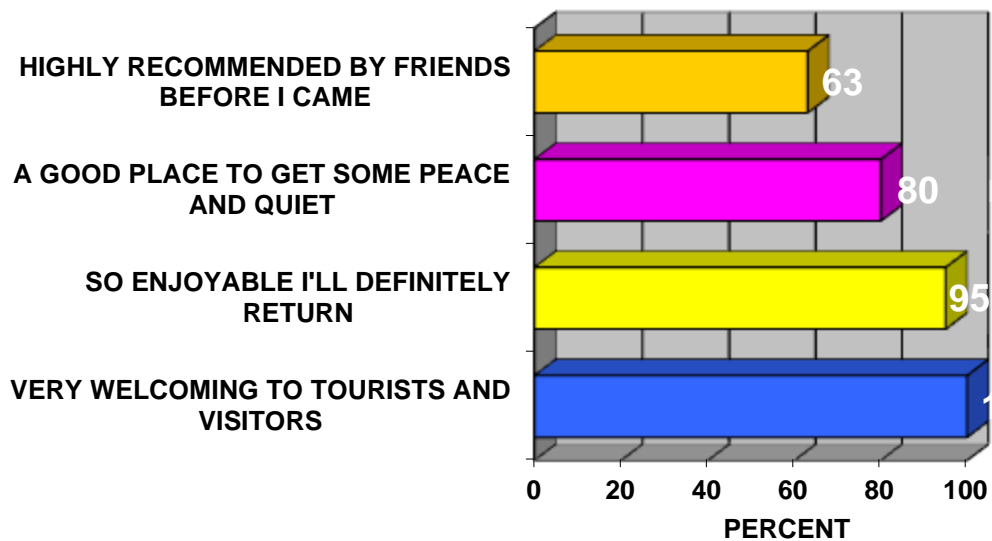
### OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



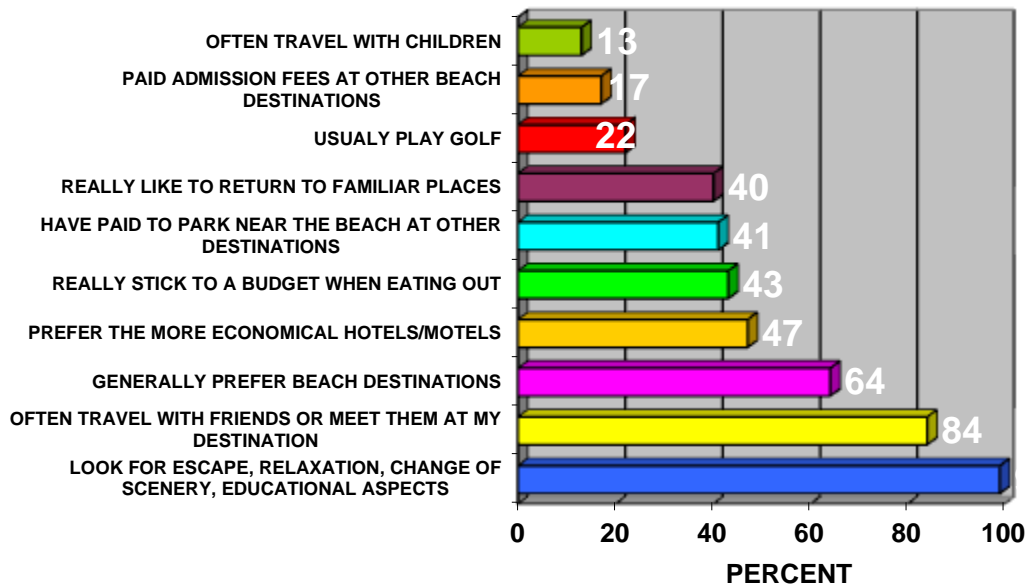
## IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:



## OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



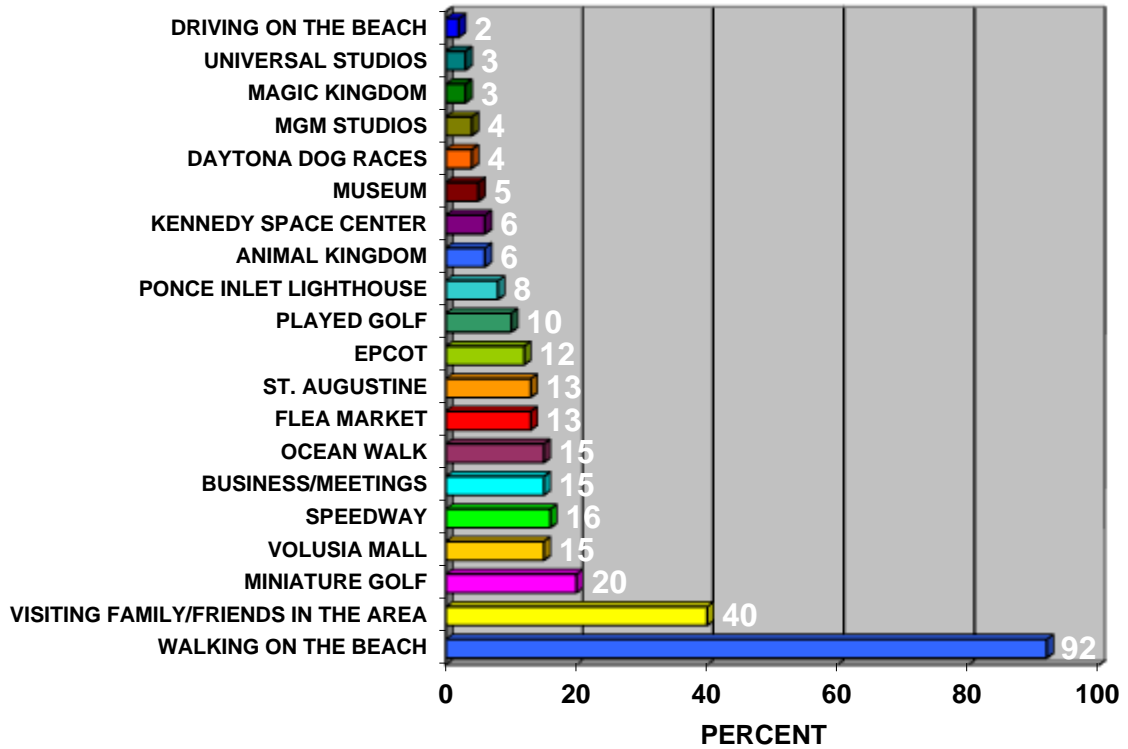
## ON PLEASURE TRIPS OUT OF STATE VISITORS:



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

54%	No magazines	5%	Time
25%	AAA Magazine	5%	National Geographic
24%	Modern Maturity	5%	Business Week
12%	Sports Illustrated	5%	Various others
11%	Golf magazines - various	4%	Family Circle
10%	Southern Living	3%	Better Homes & Garden
8%	Readers Digest	3%	Good Housekeeping
7%	People Magazine	Tr.	Fishing magazines - various
7%	US News & World Report	Tr.	TV Guide
6%	Ladies Home Journal		

**ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:**



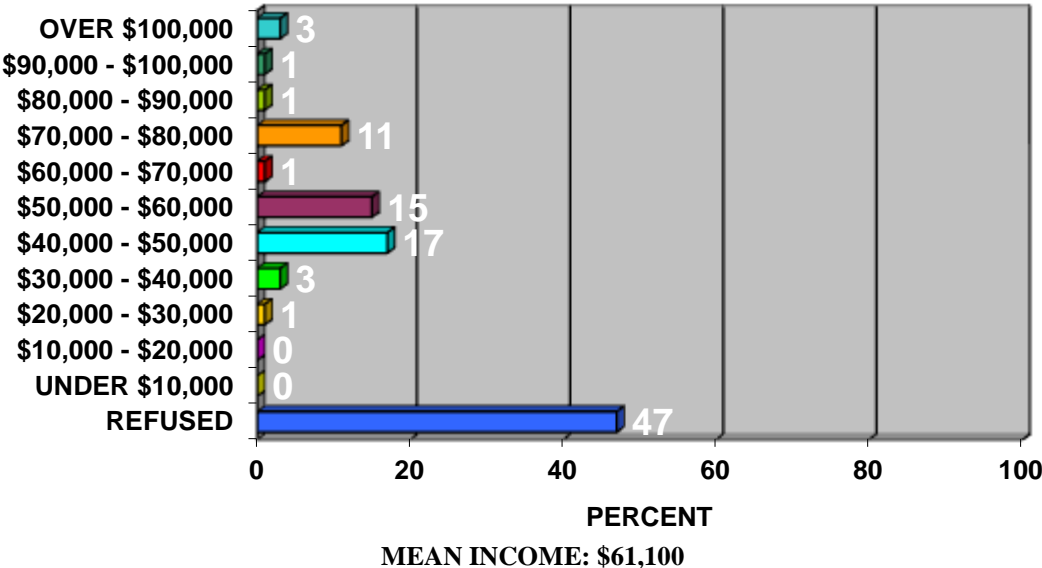
- ◆ 100% of the out of state visitors would recommend Daytona Beach to others.
- ◆ 52% of the out of state visitors to complete the survey were female, 48% were male.

**OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS' HOUSEHOLD IS:**

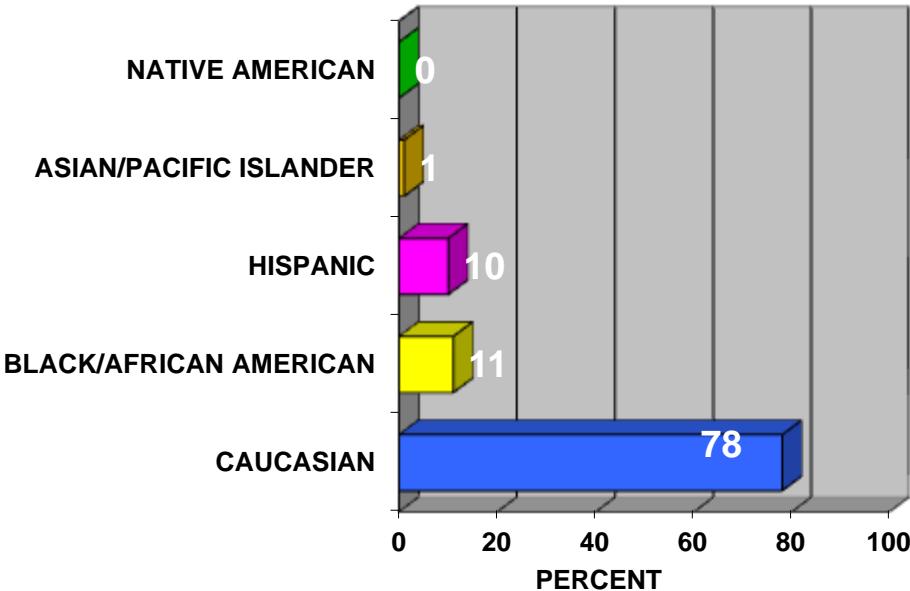


- ◆ Out of state visitors were an average of 58 years old.
- ◆ 82% of out of state visitors were married, and 18% were single.

**OUT OF STATE VISITOR'S ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:**



**THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:**

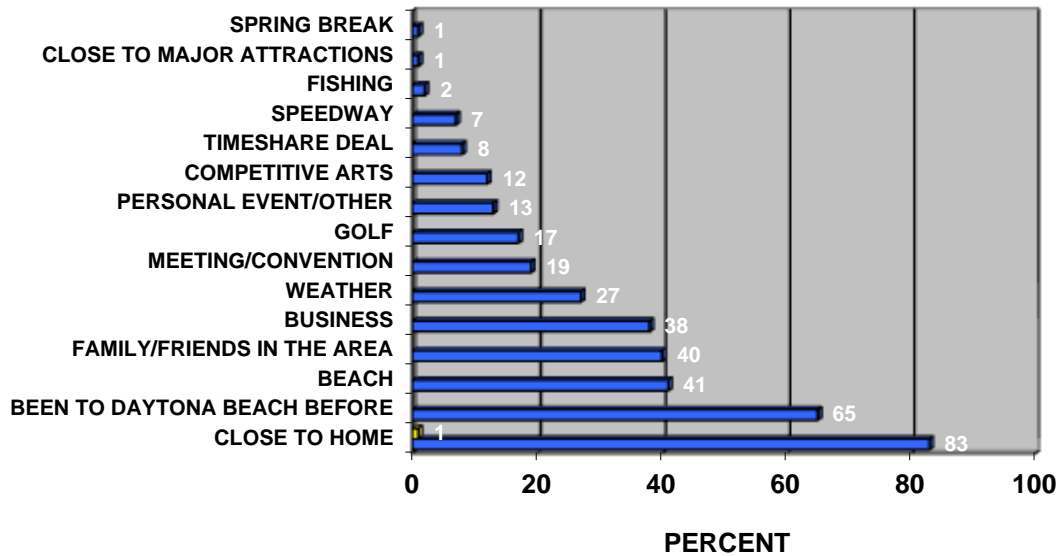


# FLORIDA VISITORS

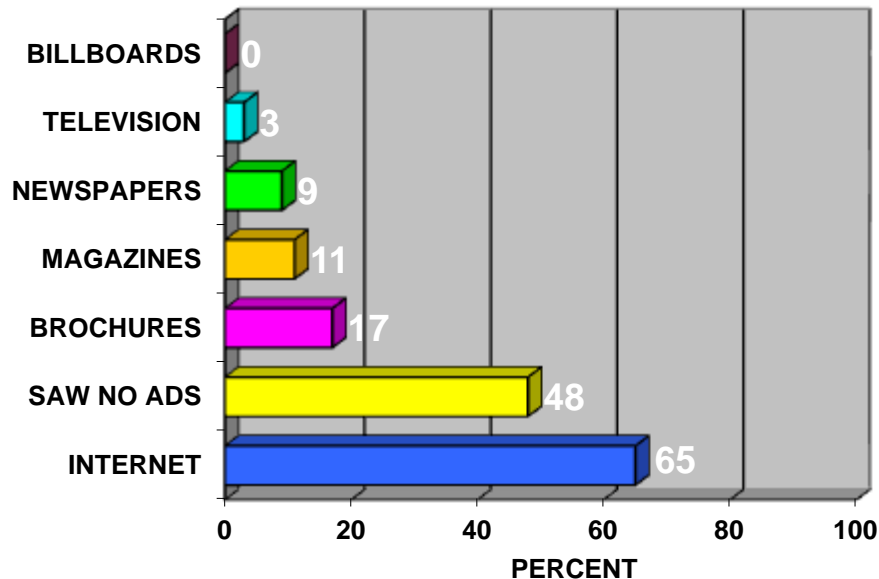
## April, 2015 Daytona Beach Visitor Profile

- ◆ For 33% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 92% 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.

### REASONS FOR FLORIDA RESIDENTS TO CHOOSE DAYTONA BEACH WERE:

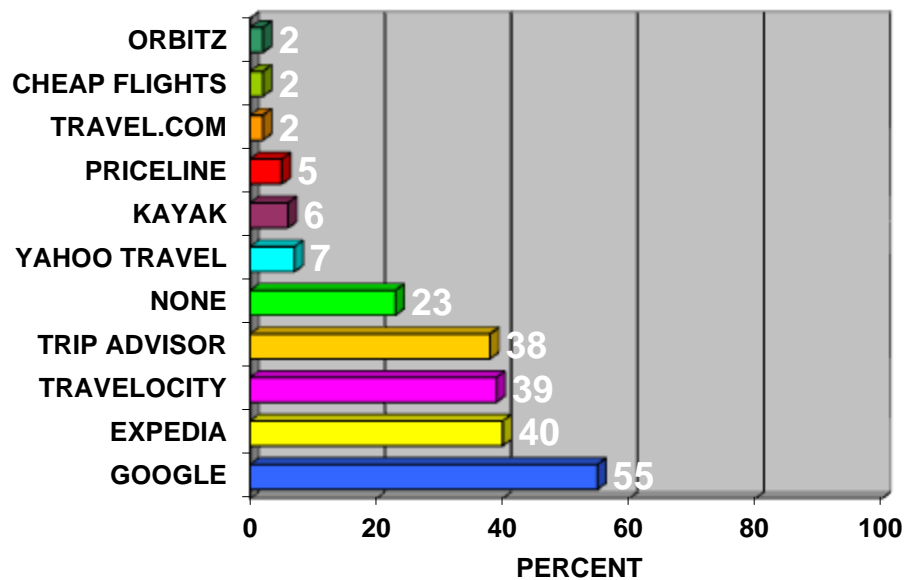


### VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

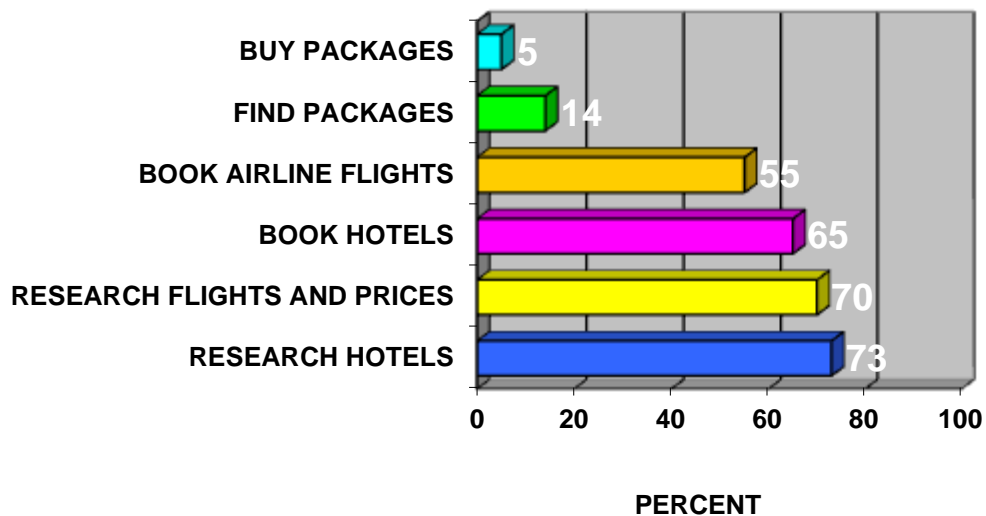


- ◆ 30% of the visitors from Florida asked for information before coming.
- ◆ 58% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 53% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 50% of the visitors from Florida used the Internet to make reservations.
- ◆ 56% 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:

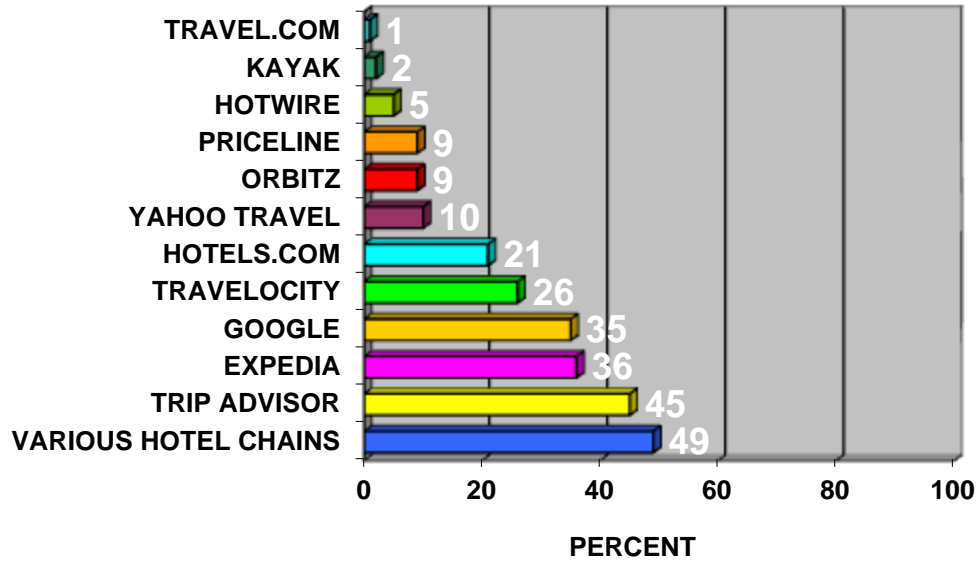


### VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:

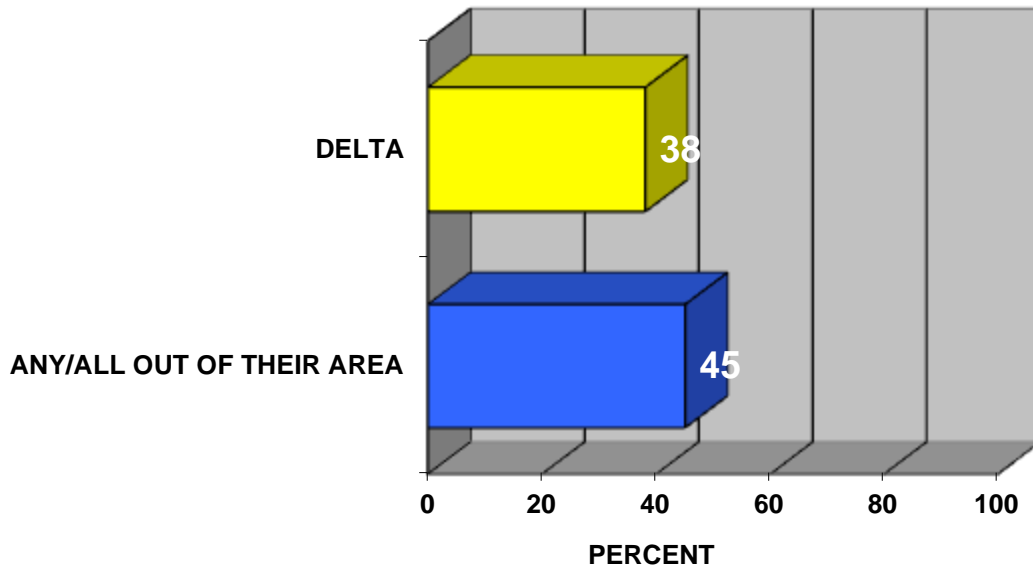




## TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:



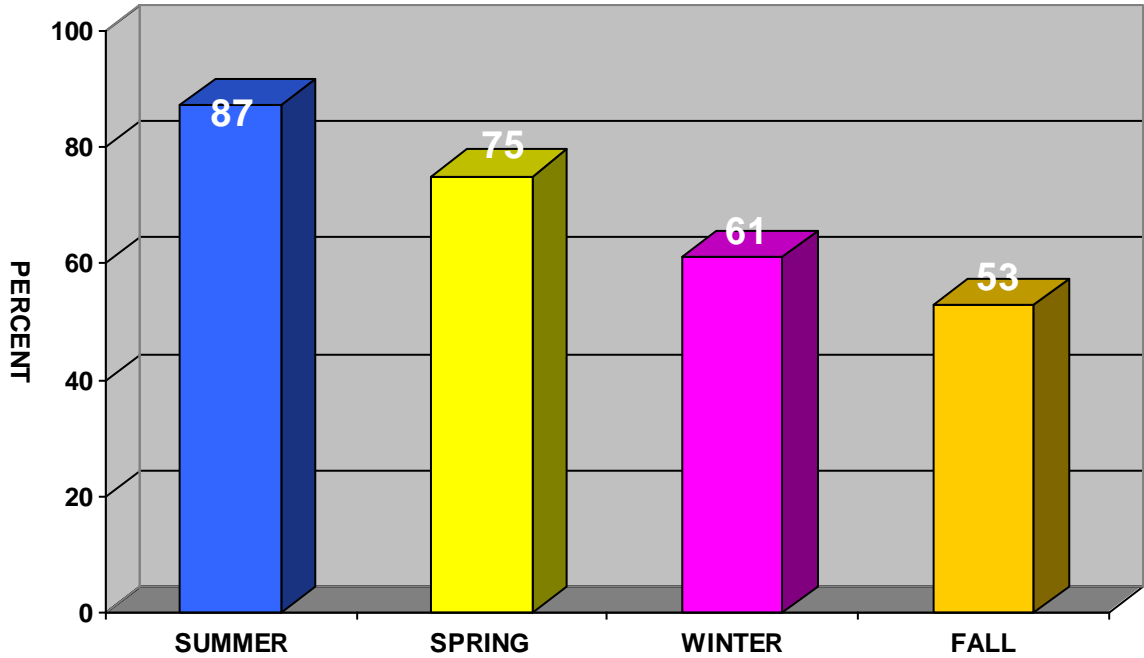
## TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:



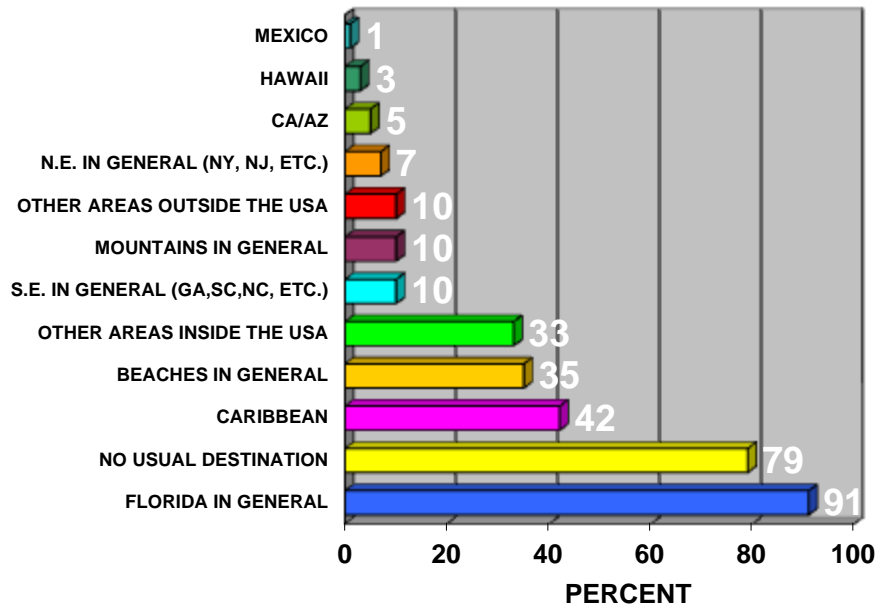
- ◆ 60% of the visitors from Florida are on Facebook
  - 98% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 95% to talk about activities/vacations.
- ◆ 18% of the visitors from Florida use Twitter.

- ◆ 64% 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:

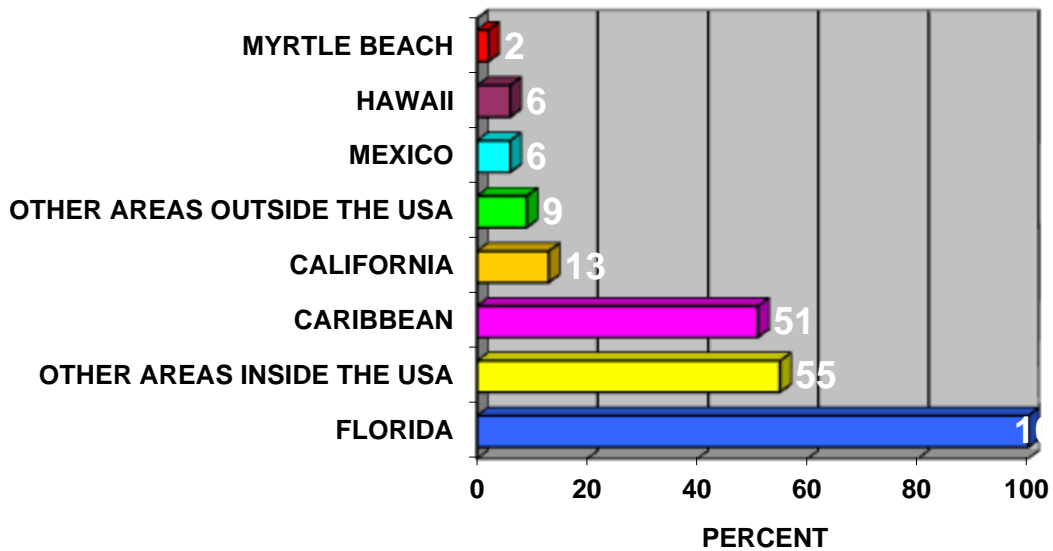


### VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

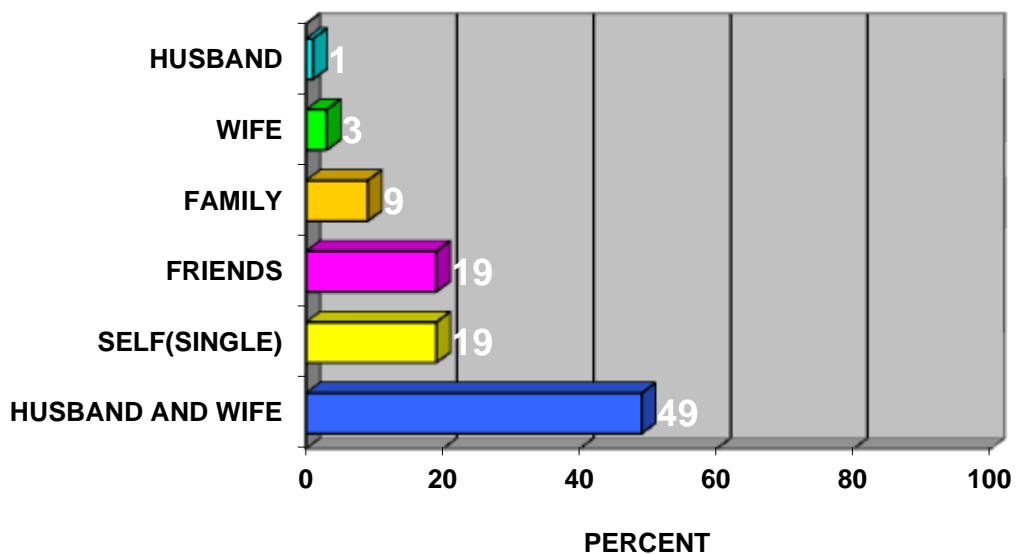


- ◆ 81% of the visitors from Florida have taken another warm weather vacation in the past five years.

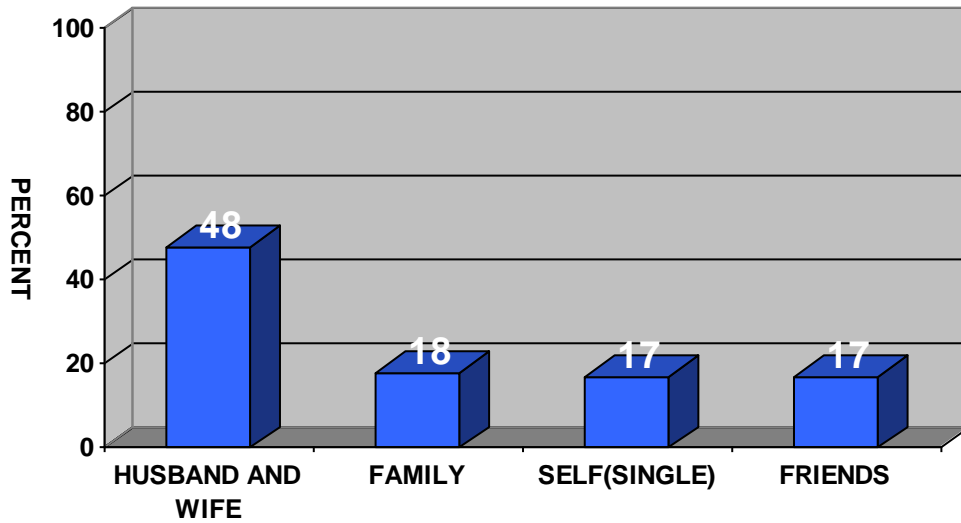
**VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:**



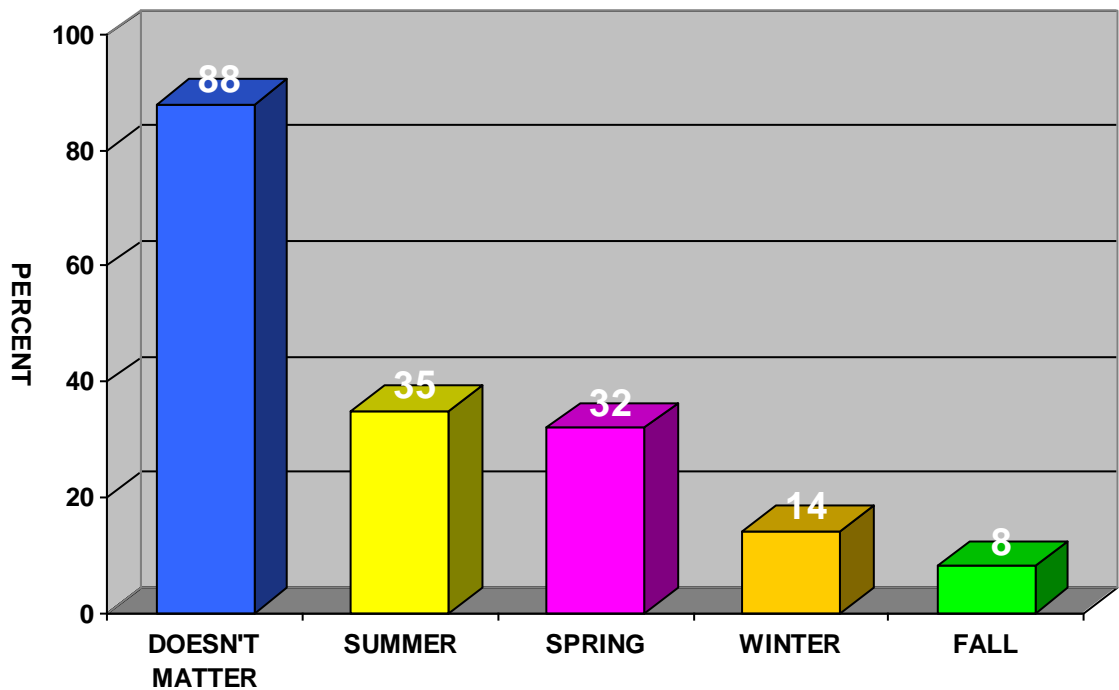
**THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:**



**VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:**



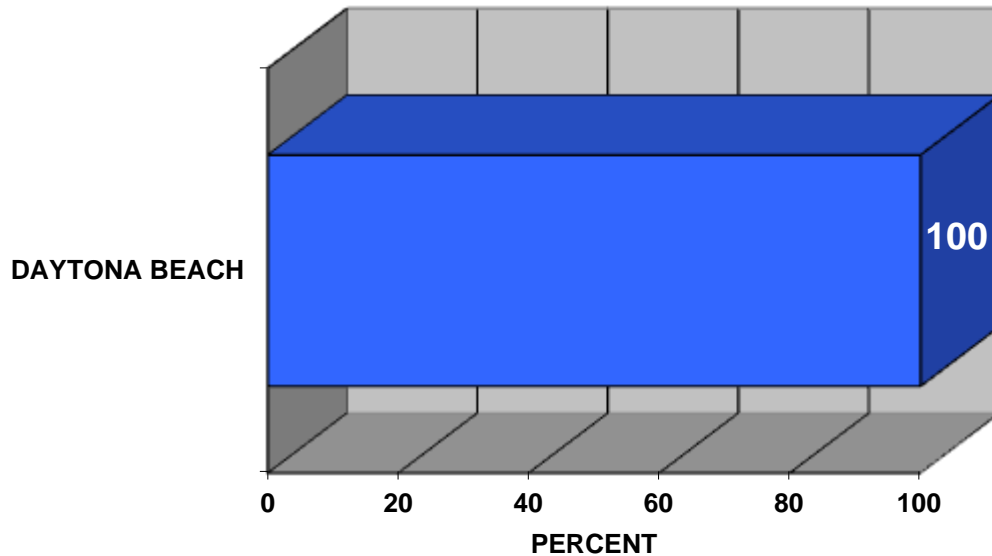
**THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:**



- ◆ The average party size for visitors from Florida was 2.6.
- ◆ 6% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 10% of the visitors from Florida traveled with teenagers.

- ◆ 46% traveled with friends/relatives; 54% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 31% said government/company business, 20% said convention/trade show, and 42% said to meet a cruise.
- ◆ All of the visitors from Florida traveled by auto.

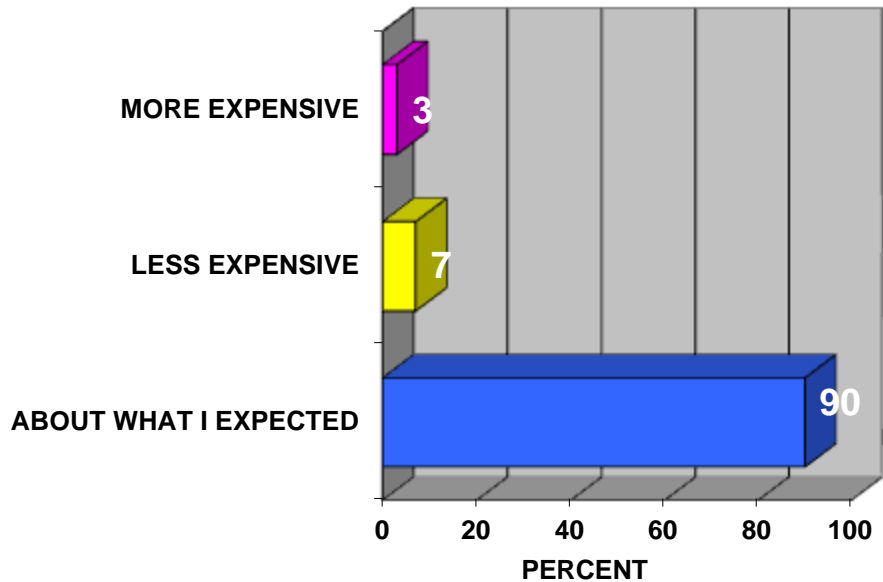
### THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:



- ◆ The average number of days visitors from Florida spent away from home was 2.7.
- ◆ The average number of days spent in Daytona Beach was 2.7.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors' from Florida immediate party was about \$120.
- ◆ 76% of visitors from Florida made advanced reservations, with the average time in advance being about four to six weeks.
- ◆ 42% of visitors from Florida did not use a professional travel service.
  - 49% used an Internet travel service.
  - 5% used a Travel Agent.
  - 1% used an auto club.
  - 3% used a time share.

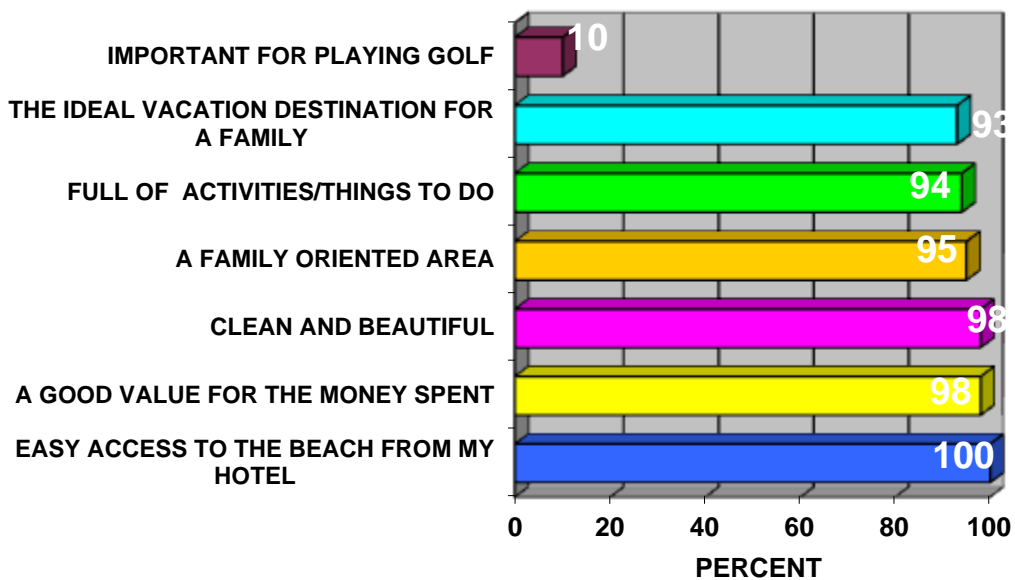
## Satisfaction with Daytona Beach

### VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:

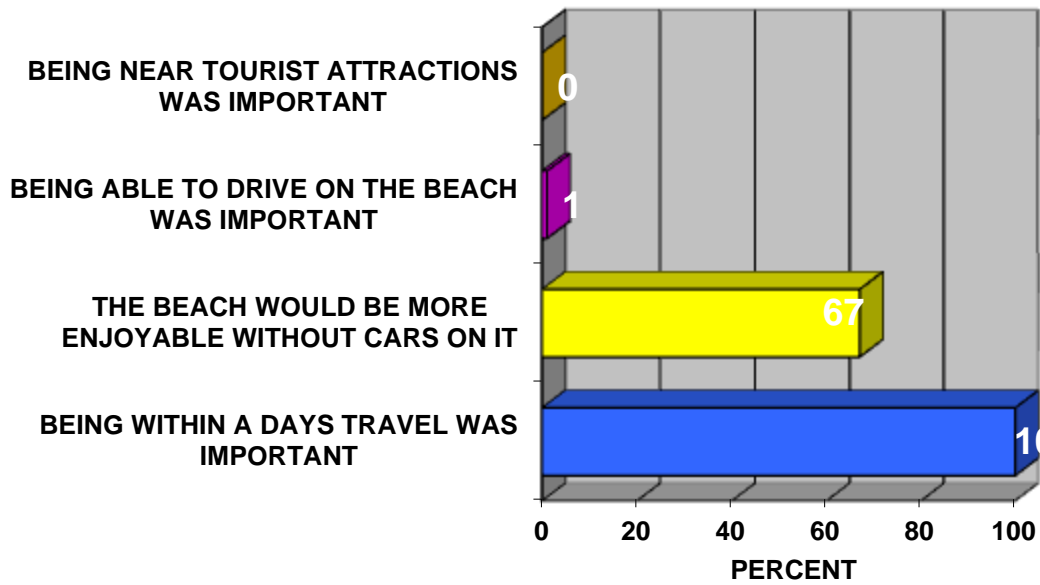


- ◆ While in Daytona Beach, 50% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 1% of visitors from Florida paid the fee to drive or park on the beach.
- ◆ 8% of the visitors from Florida paid the fee to park in the parking garage.

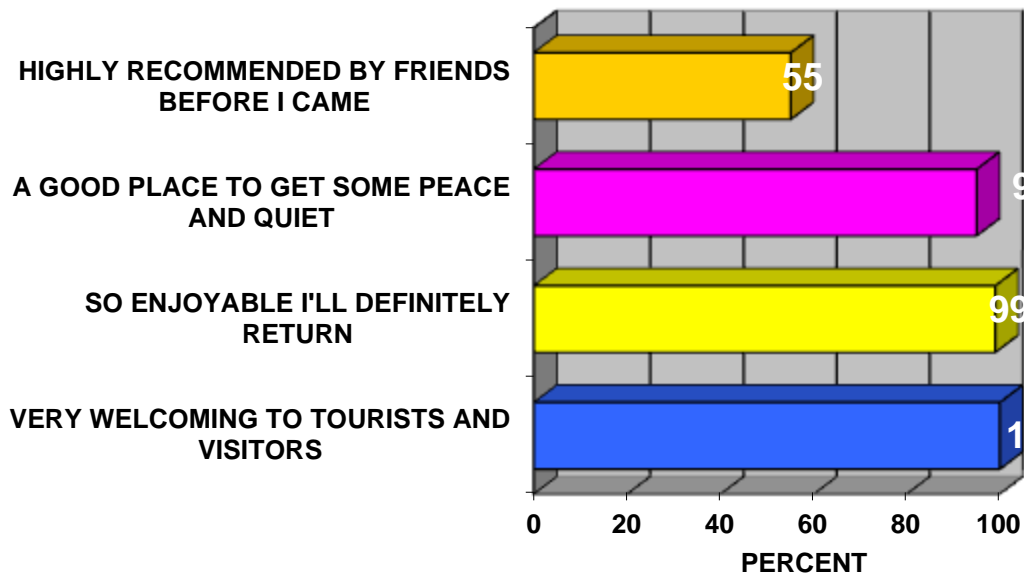
### VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



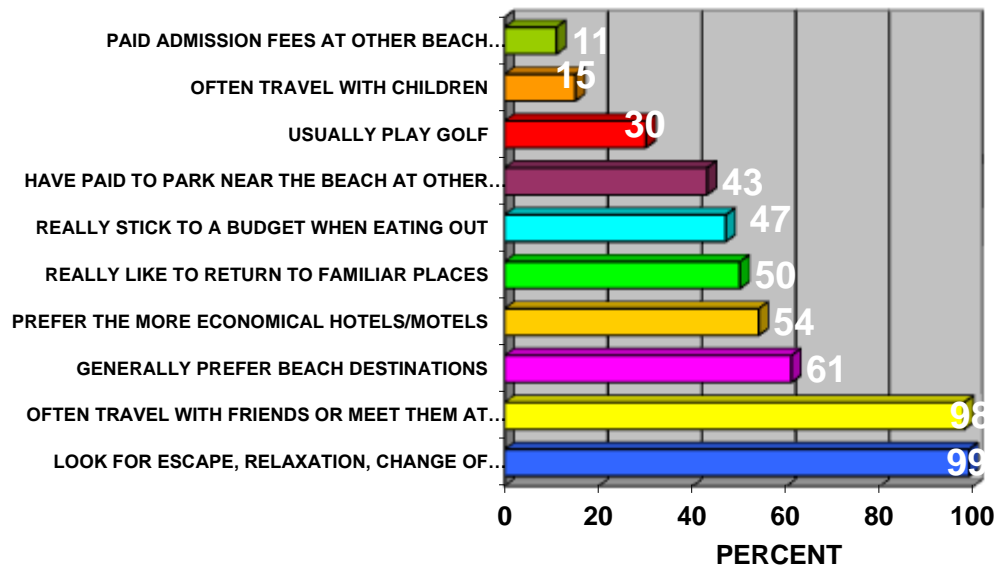
## IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:



## VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



## ON PLEASURE TRIPS VISITORS FROM FLORIDA:

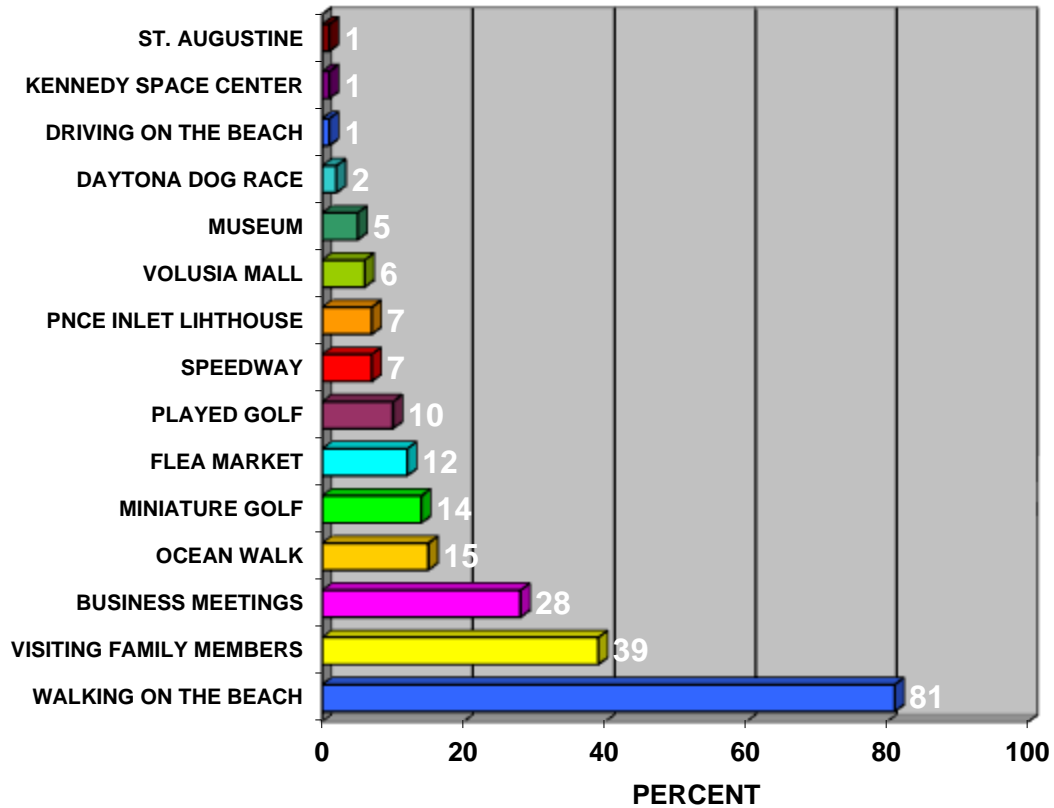


◆ Magazines received and read by members of visitors' from Florida households are:

52%	No magazines	4%	Ladies Home Journal
27%	Modern Maturity	4%	Better Homes & Garden
20%	AAA Magazine	4%	National Geographic
11%	Southern Living	4%	US News & World Report
10%	Readers Digest	3%	Time
10%	Golf magazines - various	3%	Good Housekeeping
6%	People Magazine	Tr.	TV Guide
6%	Sports Illustrated		
5%	Various others		

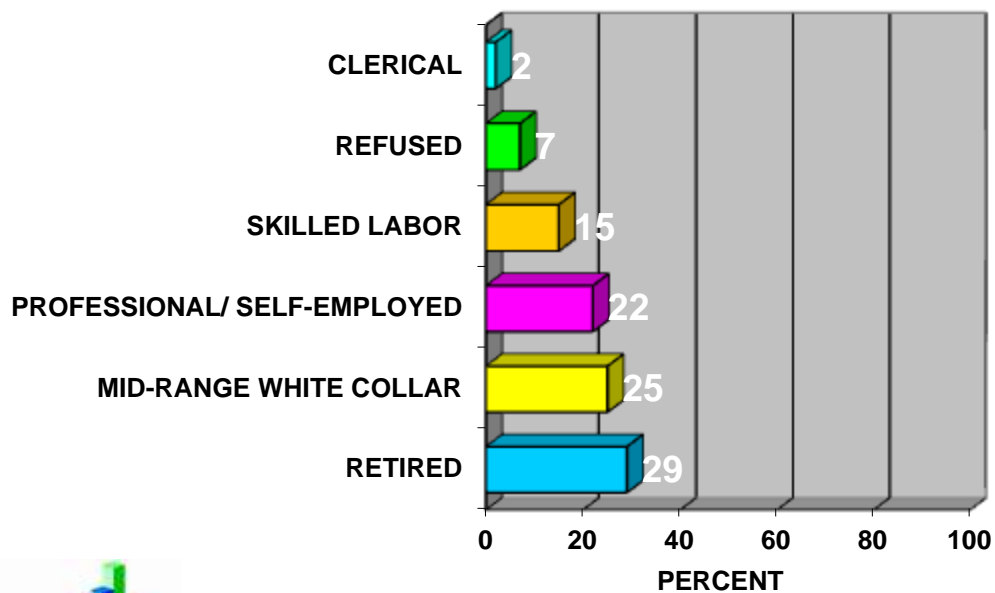


## ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:



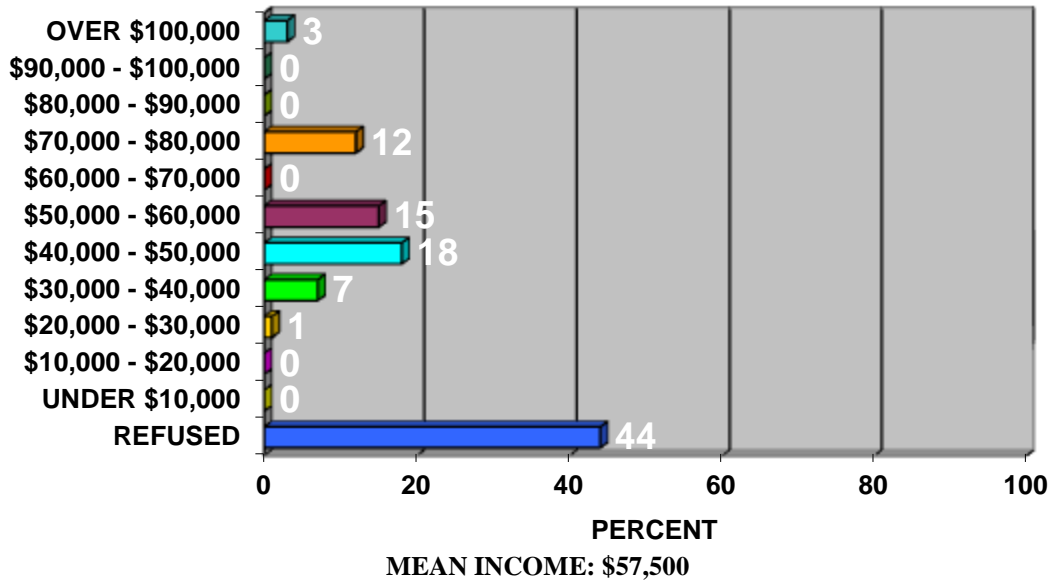
- ◆ 100% of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 49% of the visitors from Florida to complete the survey were male, 51% were female.

## OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS' FROM FLORIDA HOUSEHOLD IS:

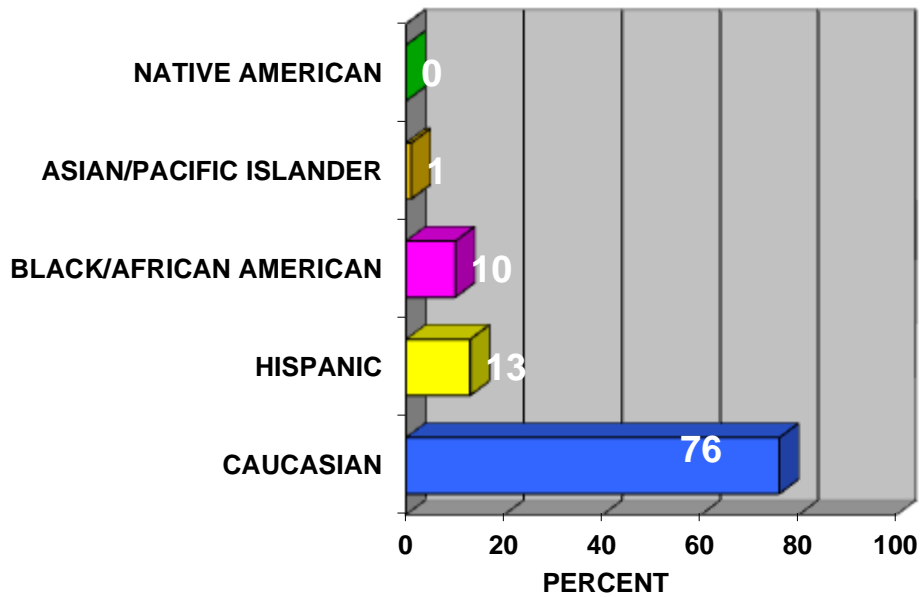


- ◆ Visitors from Florida were an average of 54 years old.
- ◆ 72% of visitors from Florida were married, and 28% were single.

**VISITOR'S FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:**



**THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:**



# APRIL 2015 DAYTONA BEACH POINTS OF ORIGIN

33%	Florida	1%	New Jersey	Tr.	Maryland
9%	Georgia	1%	Texas	Tr.	Maryland
7%	New York	1%	Virginia	Tr.	Minnesota
6%	Ohio	Tr.	Alabama	Tr.	Missouri
4%	Michigan	Tr.	Arizona	Tr.	Nevada
4%	North Carolina	Tr.	Arkansas	Tr.	Oklahoma
3%	Illinois	Tr.	Colorado	Tr.	Oregon
3%	Indiana	Tr.	Connecticut	Tr.	Rhode Island
3%	Pennsylvania	Tr.	D. C.	Tr.	South Dakota
3%	Tennessee	Tr.	Delaware	Tr.	Utah
2%	Kentucky	Tr.	Idaho	Tr.	Vermont
2%	South Carolina	Tr.	Iowa	Tr.	Washington
1%	California	Tr.	Kansas	Tr.	West Virginia
1%	Massachusetts	Tr.	Louisiana	Tr.	Wisconsin
1%	New Hampshire	Tr.	Maine		

◆ **TOTAL U.S.A. 86%**

◆ **CANADA (9% of the total)**

5%	Ontario	Tr.	New Brunswick
2%	Quebec	Tr.	Newfoundland
Tr.	Manitoba	Tr.	Prince Edward Island
Tr.	Alberta	Tr.	Saskatchewan
Tr.	British Columbia	Tr.	Nova Scotia

◆ **FOREIGN (5% of the total)**

3%	United Kingdom	Tr.	Norway
2%	Germany	Tr.	Switzerland
Tr.	France	Tr.	Spain
Tr.	Italy	Tr.	Sweden
Tr.	Netherlands	Tr.	Russia

◆ **FLORIDA VISITORS (by percent of Florida total)**

30%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
26%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
12%	Jacksonville
10%	Miami, Fort Lauderdale, The Keys
10%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
3%	Fort Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola