

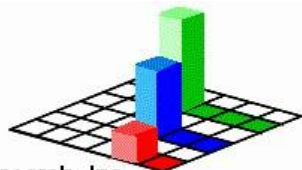
DAYTONA BEACH VISITOR PROFILE

April 2016



Prepared for The Halifax Area Advertising Authority

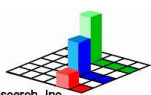
By:



Mid-Florida Marketing & Research, Inc.

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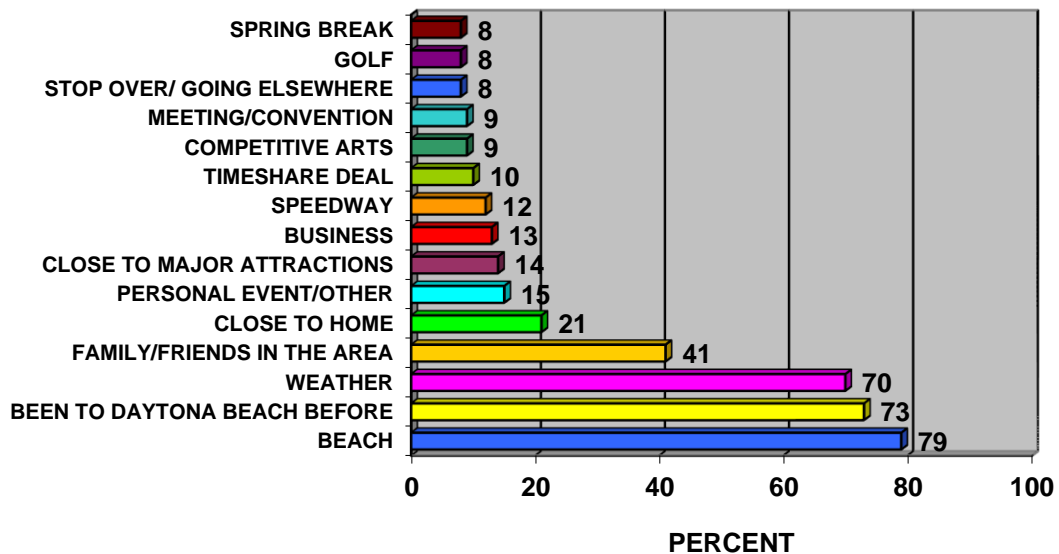


OUT OF STATE VISITORS

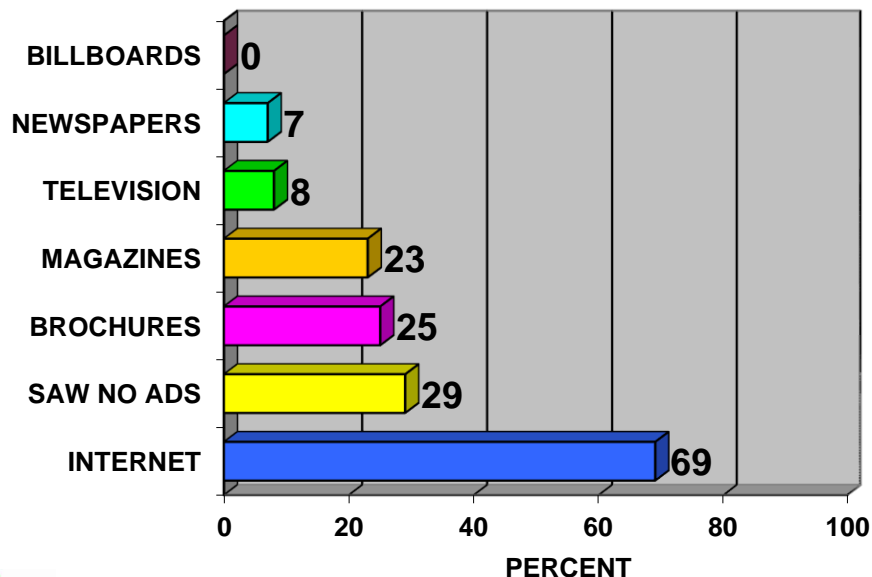
April, 2016 Daytona Beach Visitor Profile

- ◆ For 39% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 89% 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:

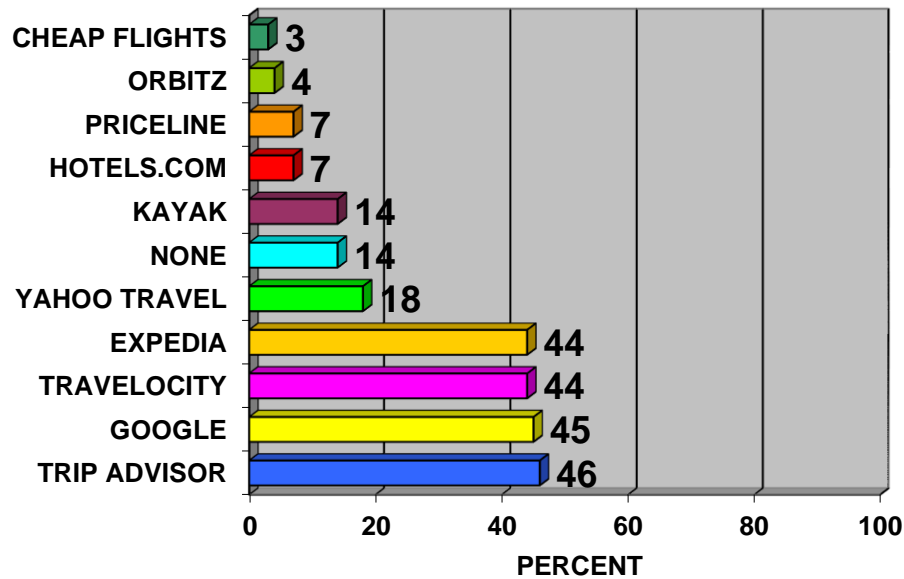


OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

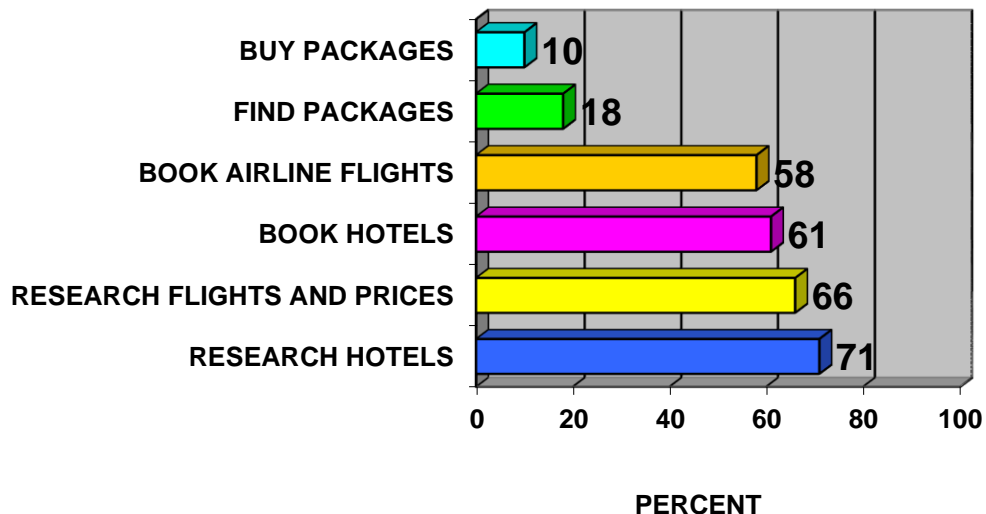


- ◆ 52% of the out of state visitors asked for information before coming.
- ◆ 69% used the Internet to plan their trip to Daytona Beach.
- ◆ 62% used the Internet to choose a place to stay.
- ◆ 55% used the Internet to make reservations.
- ◆ 71% used the Internet for other purposes regarding this trip 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.

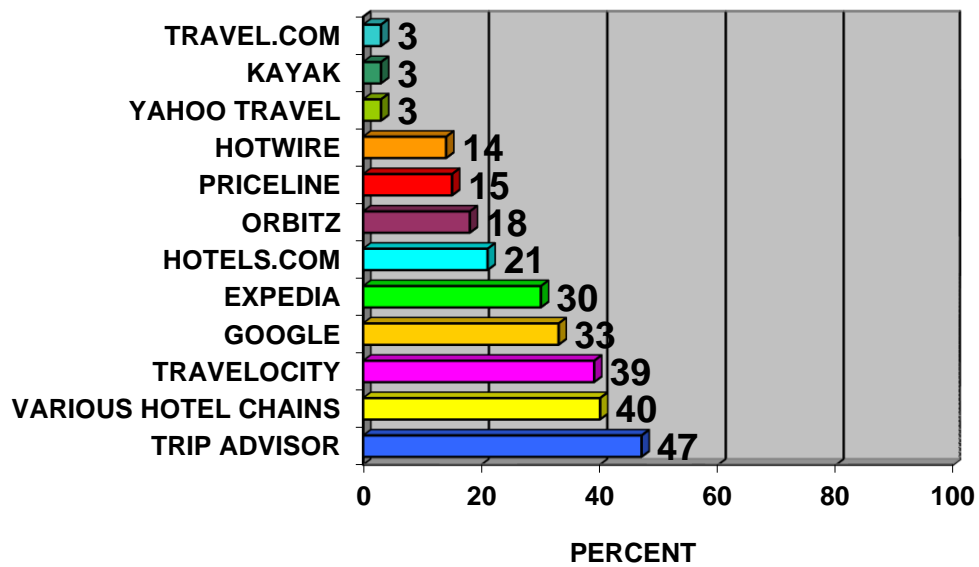
TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:



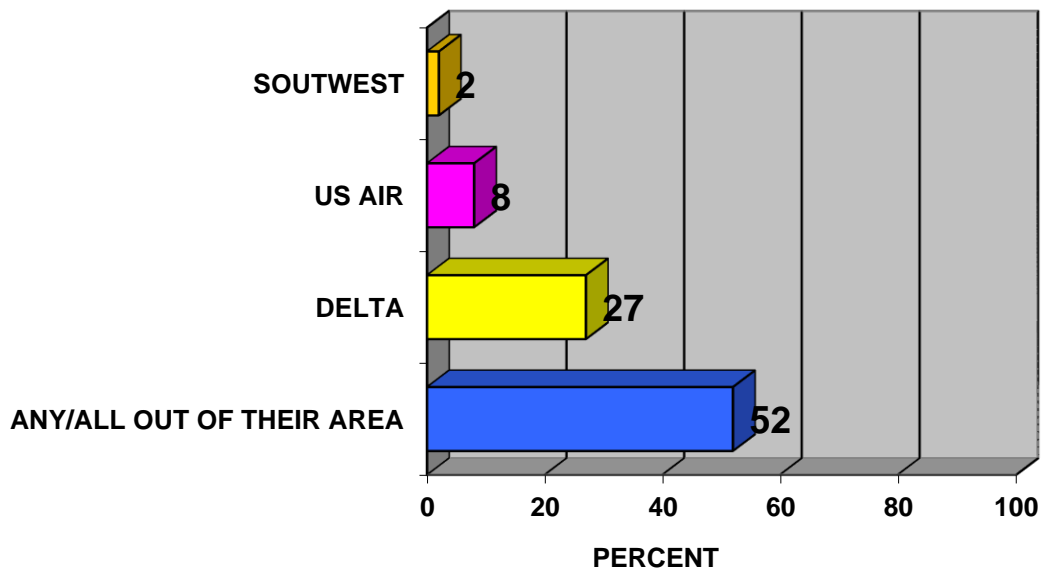
OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:

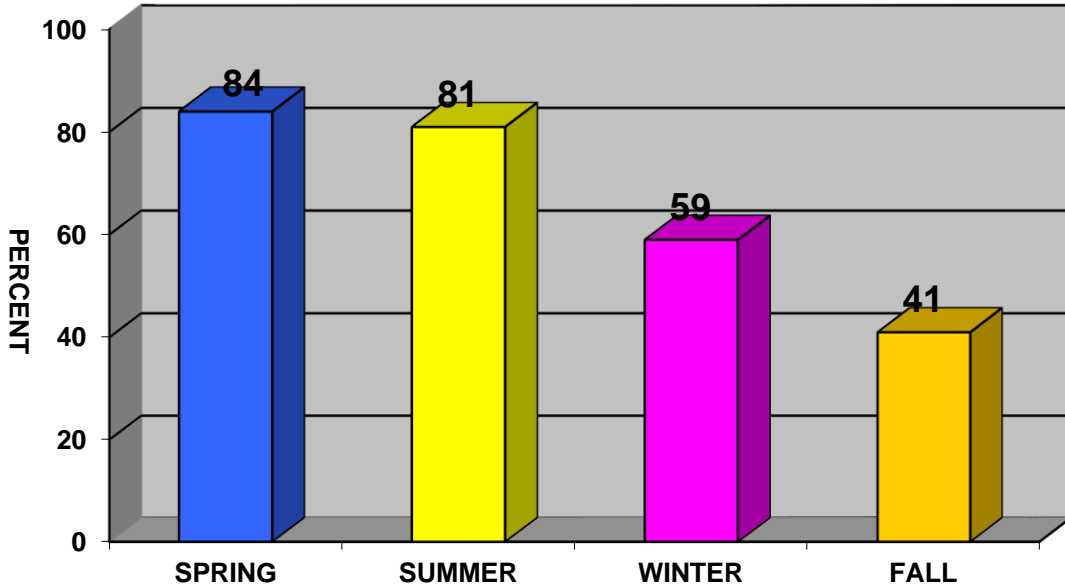


TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:

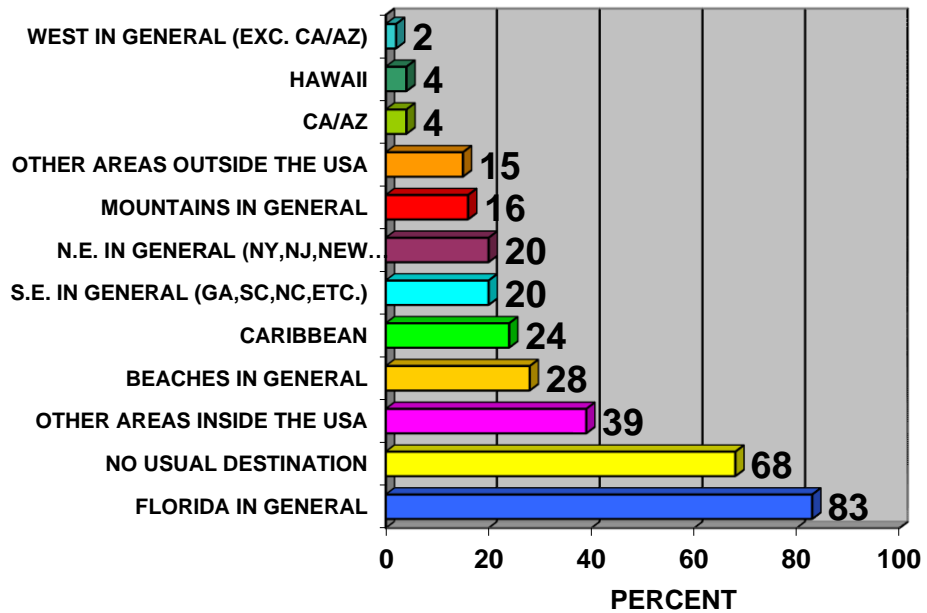


- ◆ 69% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 95% to talk about activities/vacations.
- ◆ 19% of the out of state visitors use Twitter.
- ◆ 65% of the out of state visitors take more than one vacation per year.

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR, GO IN:

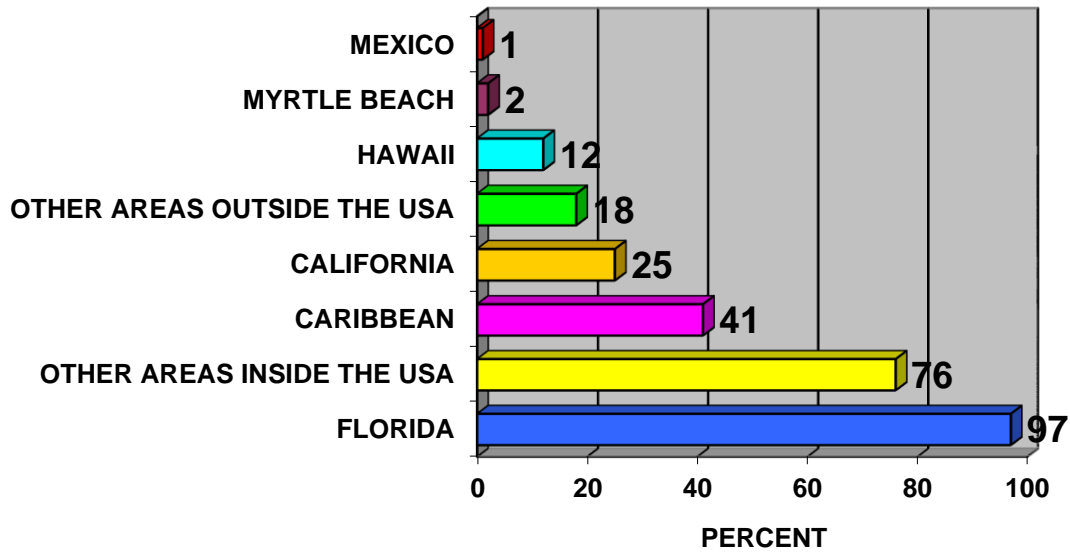


OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

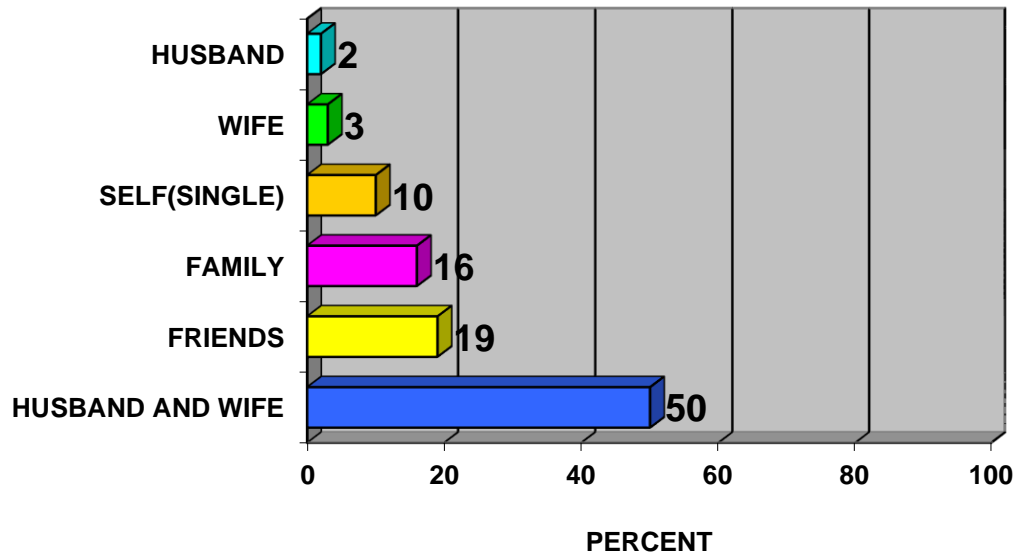


- ◆ 84% of the out of state visitors have taken another warm weather vacation in the past five years.

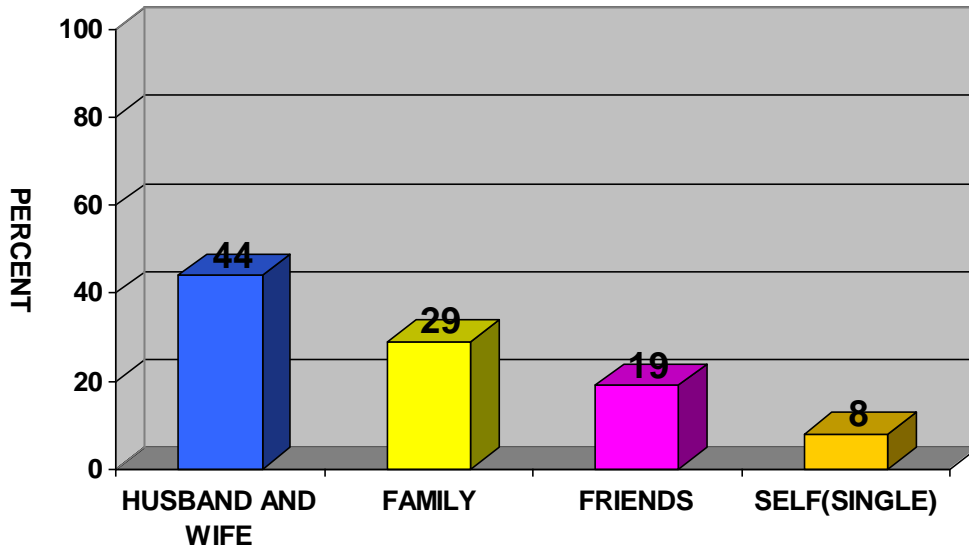
OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:



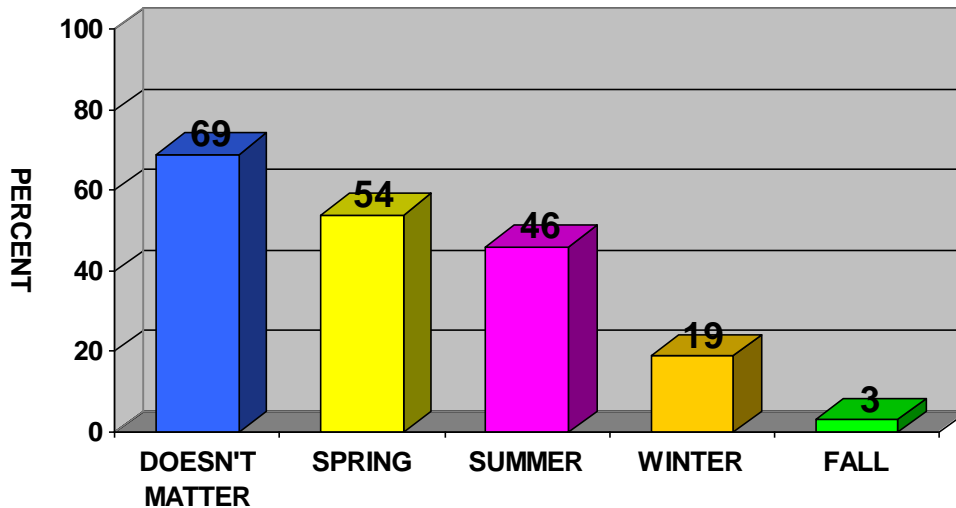
THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:



OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:



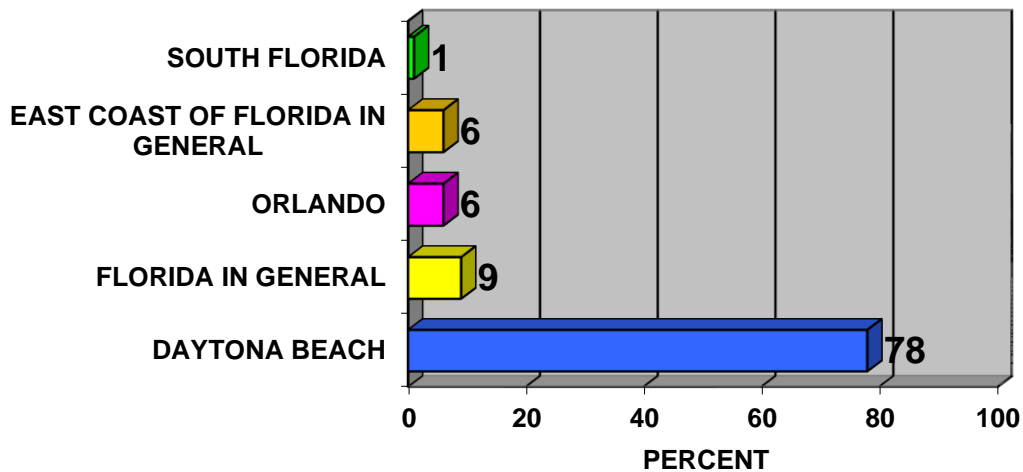
THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:



- ◆ The average party size for out of state visitors was 3.1.
- ◆ 8% of out of state visitors traveled with children age 12 and younger.
- ◆ 10% of out of state visitors traveled with teenagers.

- ◆ 38% traveled with friends/relatives; 43% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 27% said government/company business, 20% said convention/trade show, and 30% said to meet a cruise.
- ◆ 30% of out of state visitors traveled by air, and 70% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 62% landed in Daytona Beach.
 - 36% landed in Orlando/Sanford.
 - 2% landed elsewhere.
- ◆ 2% of the out of state visitors that flew into Orlando said that it was inconvenient.

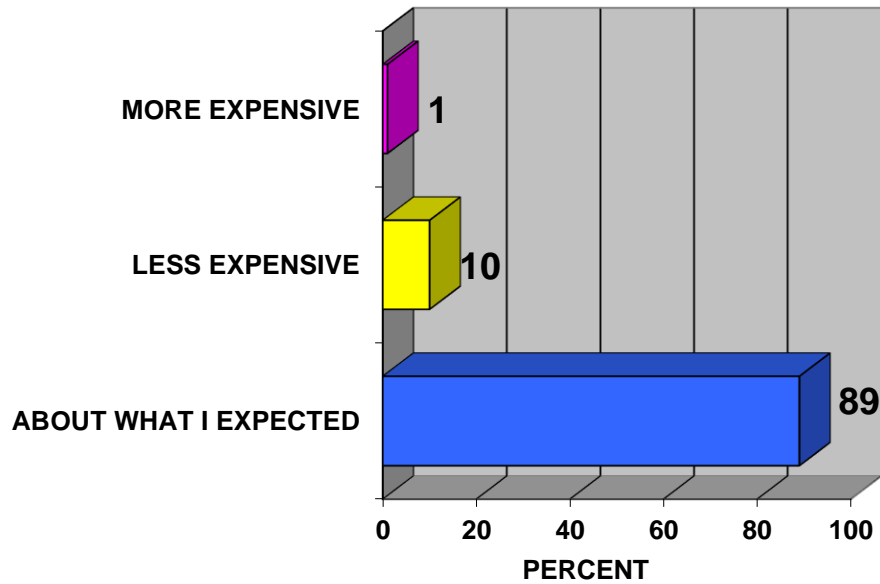
THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:



- ◆ The average number of days out of state visitors spent away from home was 6.9.
- ◆ The average number of days spent in Daytona Beach was 5.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors' immediate party was about \$150.
- ◆ 92% of the out of state visitors made advanced reservations, with the average time in advance being between one to two months.
- ◆ 22% of out of state visitors did not use a professional travel service.
 - 70% used an Internet travel service.
 - 6% used a travel agent.
 - 1% used an auto club.
 - 1% used a time share.

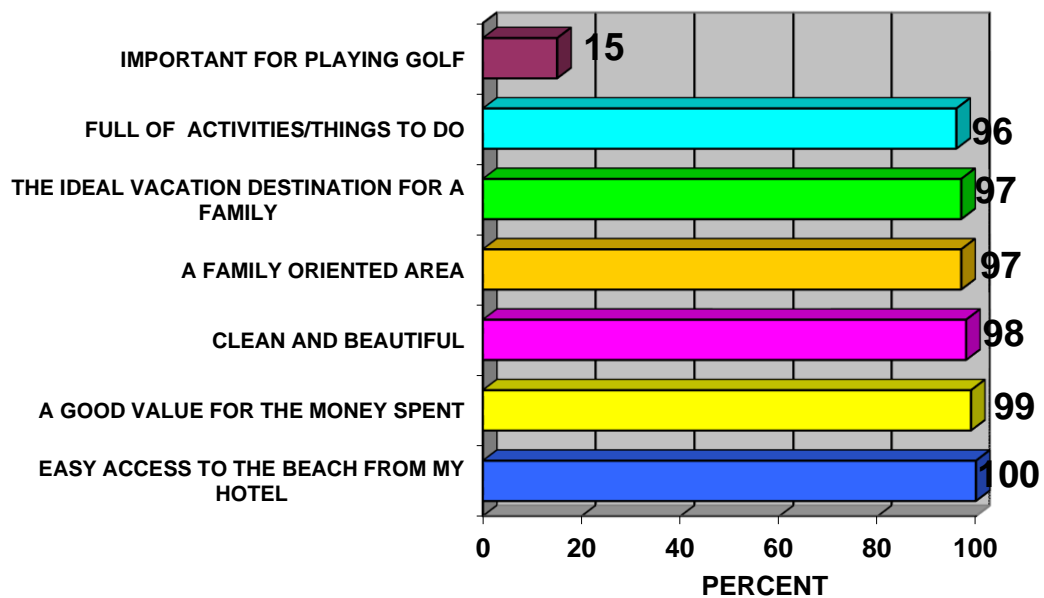
Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:

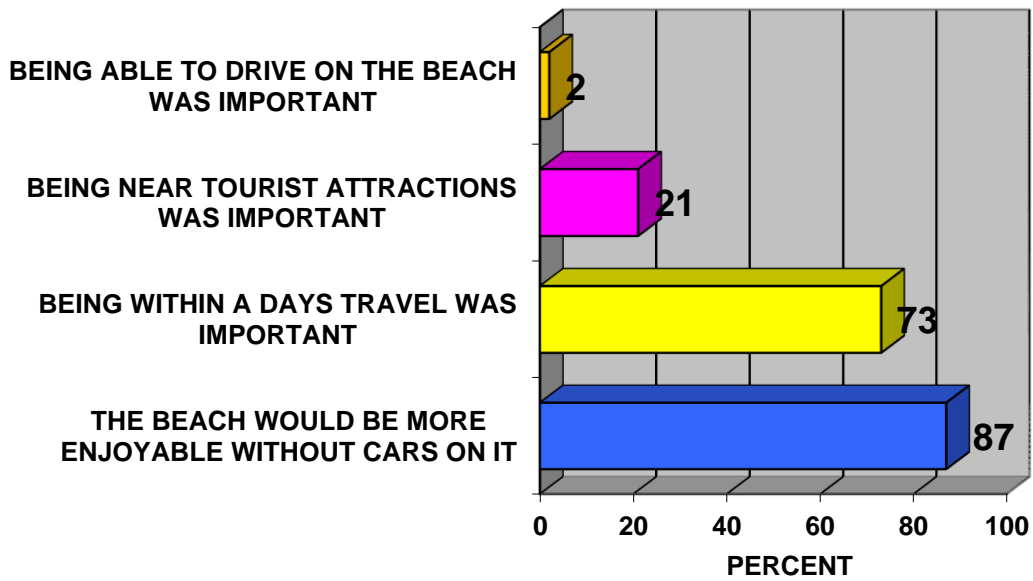


- ◆ While in Daytona Beach, 52% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 1% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 7% of the out of state visitors paid the fee to park in the parking garage.

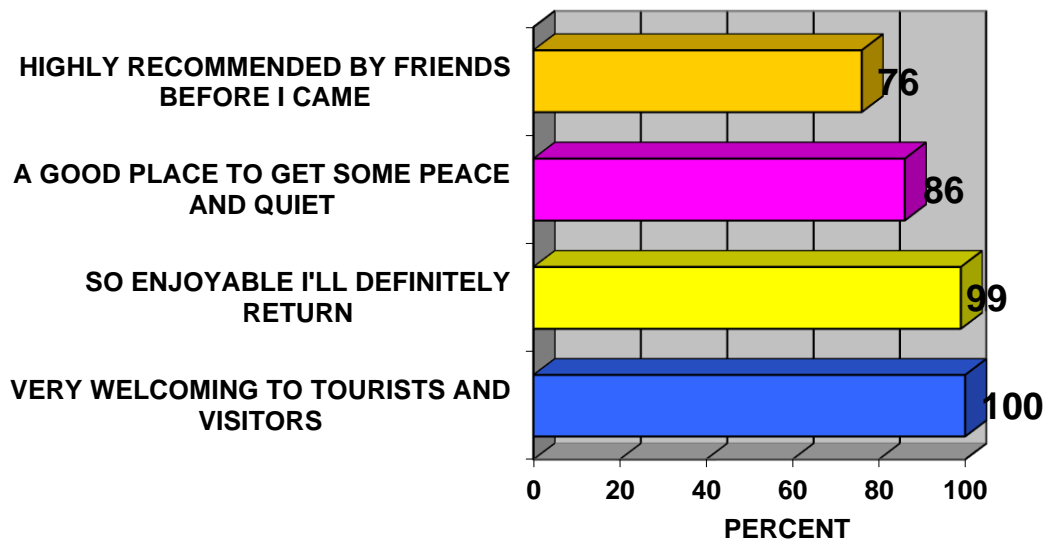
OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



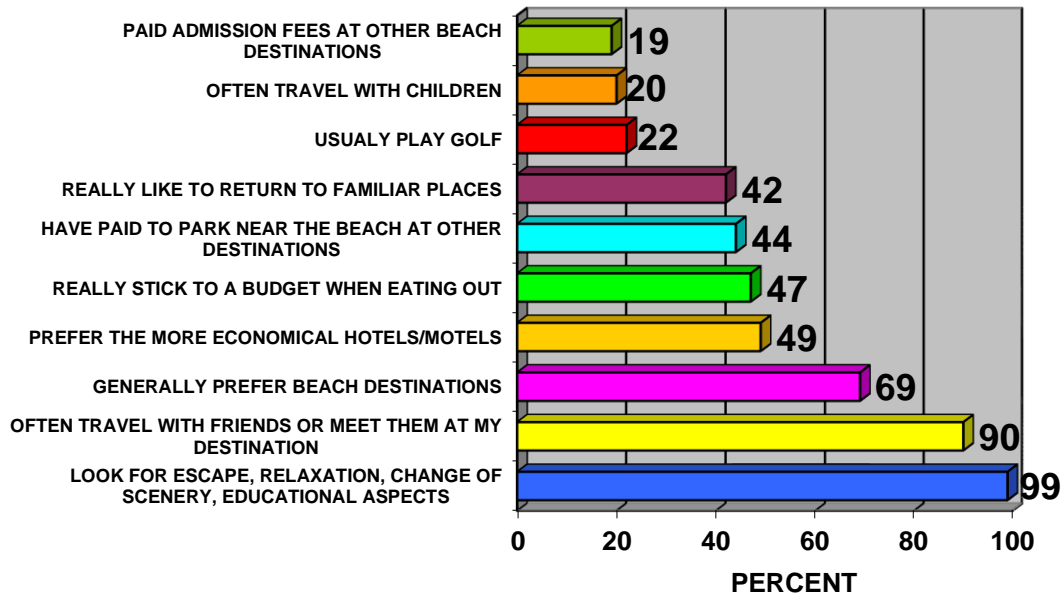
IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:



OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



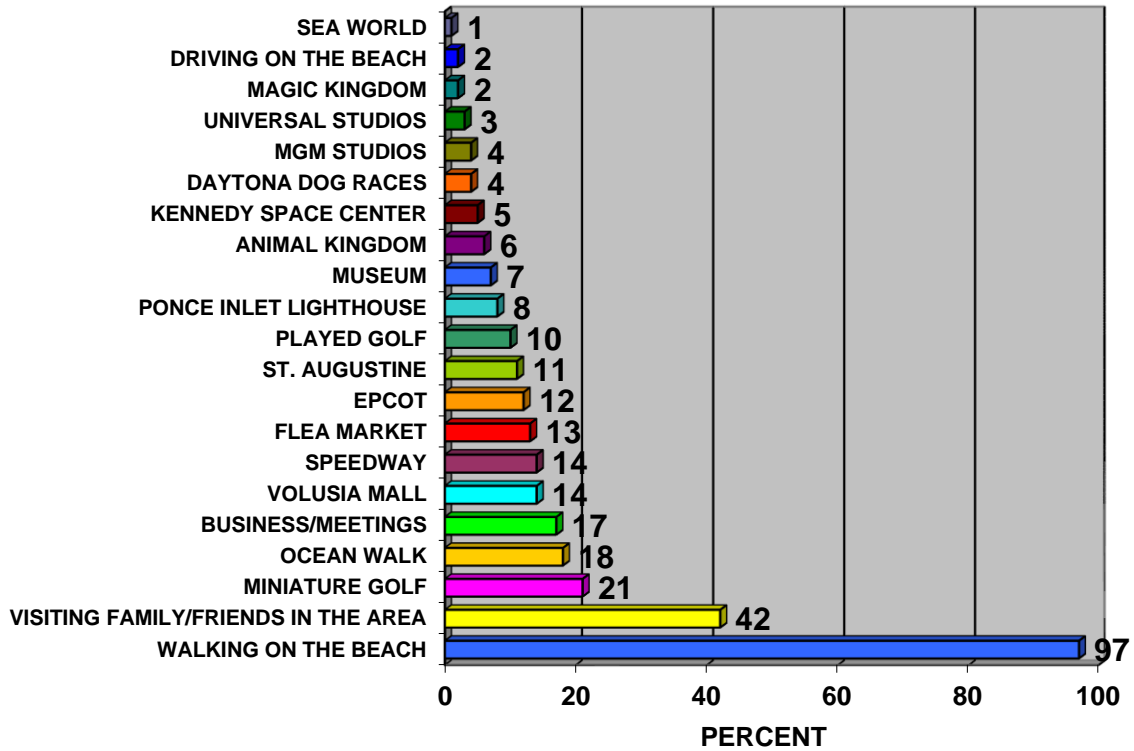
ON PLEASURE TRIPS OUT OF STATE VISITORS:



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

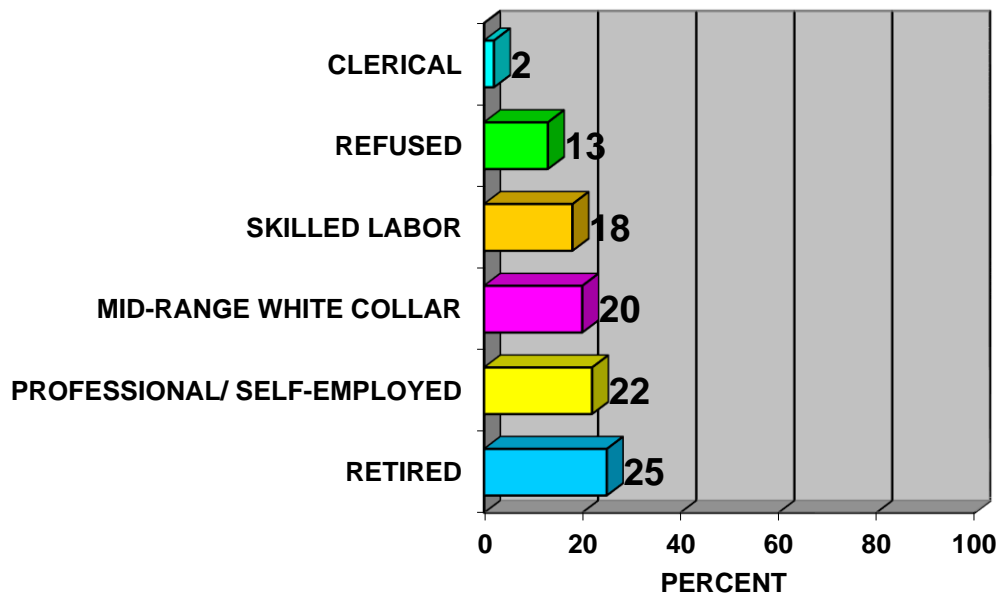
59%	No magazines	6%	Ladies Home Journal
30%	AAA Magazine	5%	National Geographic
25%	Modern Maturity	5%	Time
18%	Southern Living	4%	Various others
10%	Golf magazines - various	3%	Better Homes & Garden
10%	Sports Illustrated	3%	Good Housekeeping
9%	Readers Digest	1%	Fishing magazines - various
8%	People Magazine		
7%	US News & World Report		
6%	Family Circle		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:



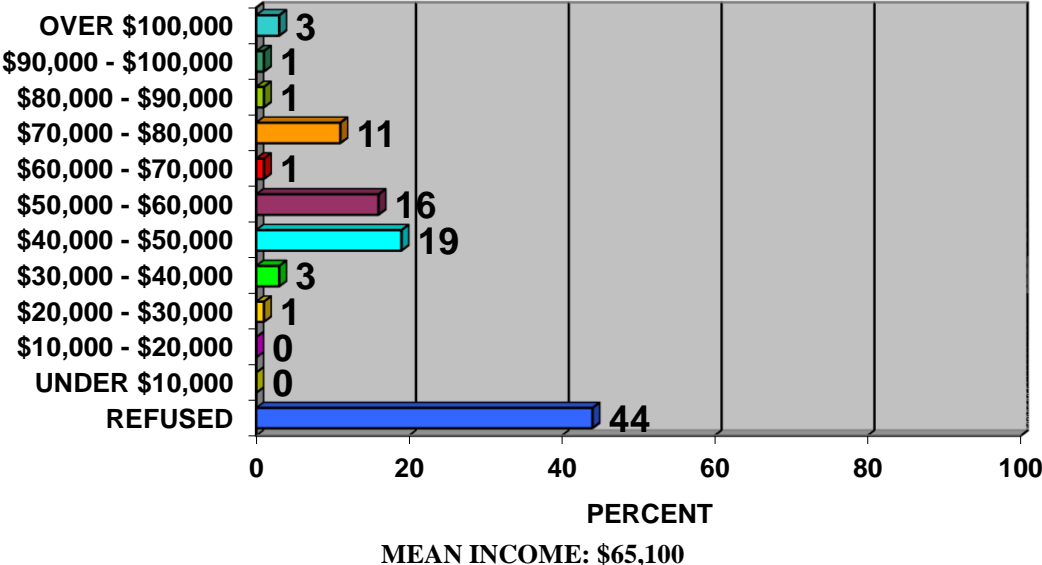
- ◆ 100% of the out of state visitors would recommend Daytona Beach to others.
- ◆ 52% of the out of state visitors to complete the survey were female, 48% were male.

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

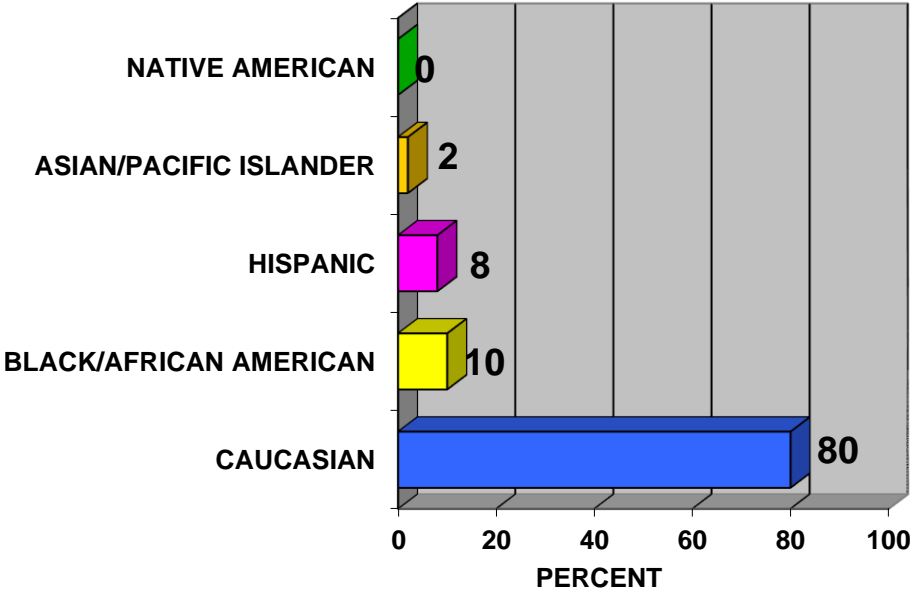


- ◆ Out of state visitors were an average of 56 years old.
- ◆ 80% of out of state visitors were married, and 20% were single.

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



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

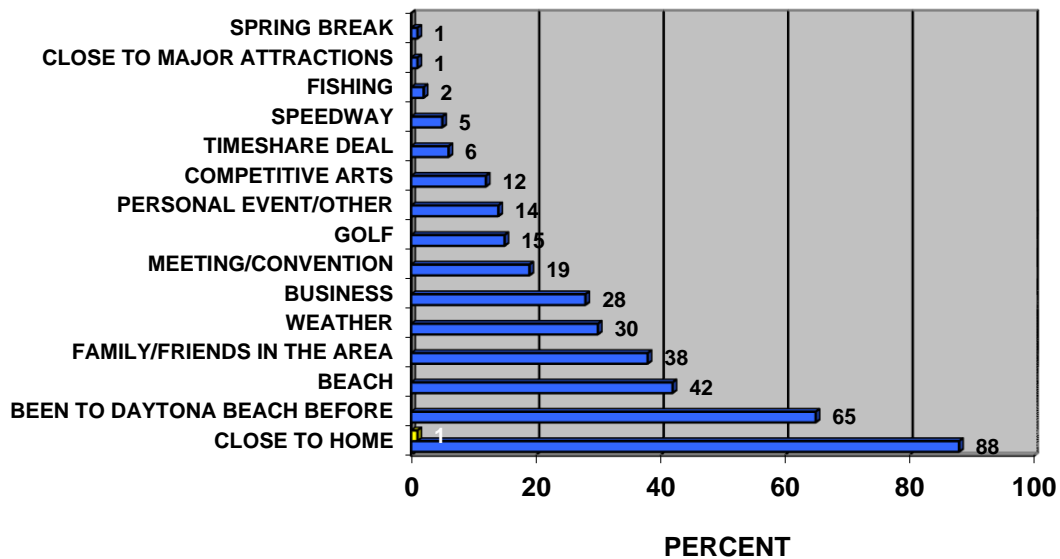


FLORIDA VISITORS

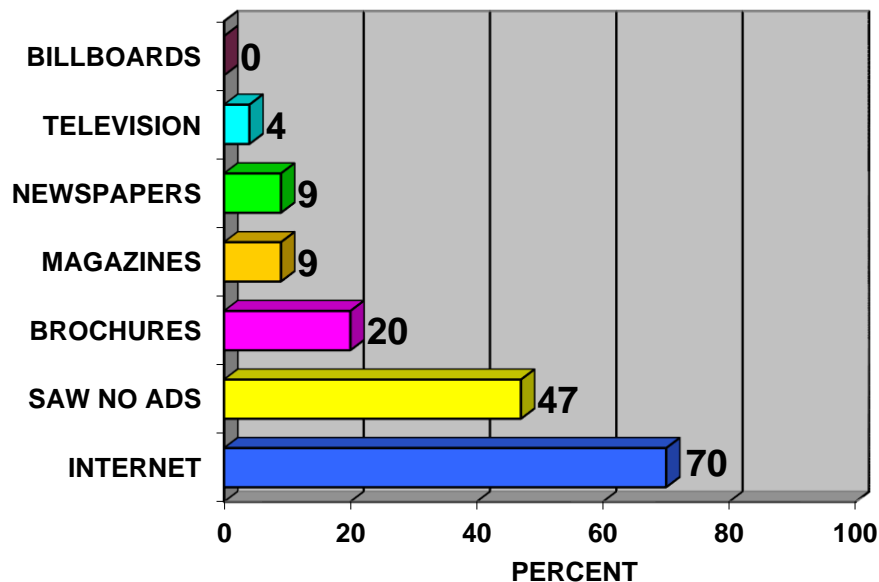
April, 2016 Daytona Beach Visitor Profile

- ◆ For 35% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 93% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 48% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS FOR FLORIDA RESIDENTS TO CHOOSE DAYTONA BEACH WERE:

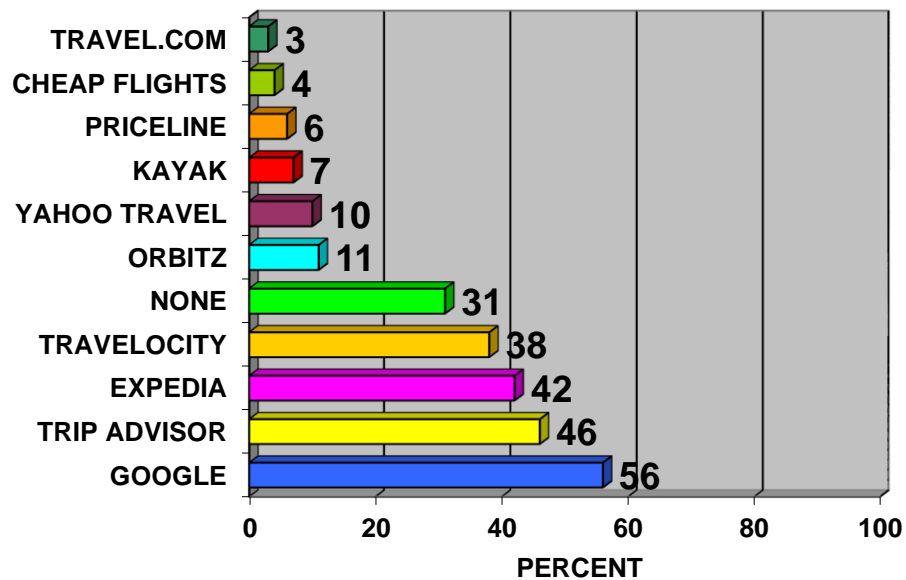


VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

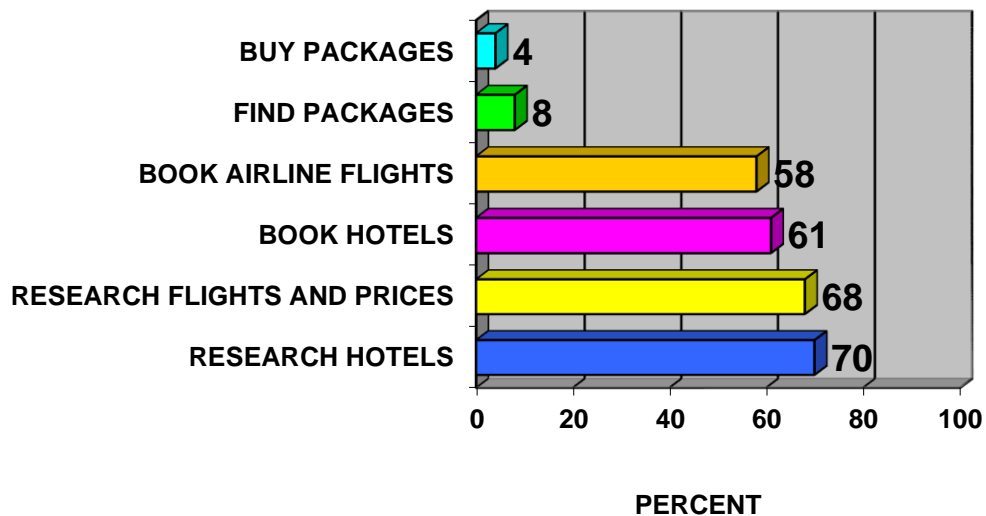


- ◆ 33% of the visitors from Florida asked for information before coming.
- ◆ 64% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 58% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 52% of the visitors from Florida used the Internet to make reservations.
- ◆ 69% 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.

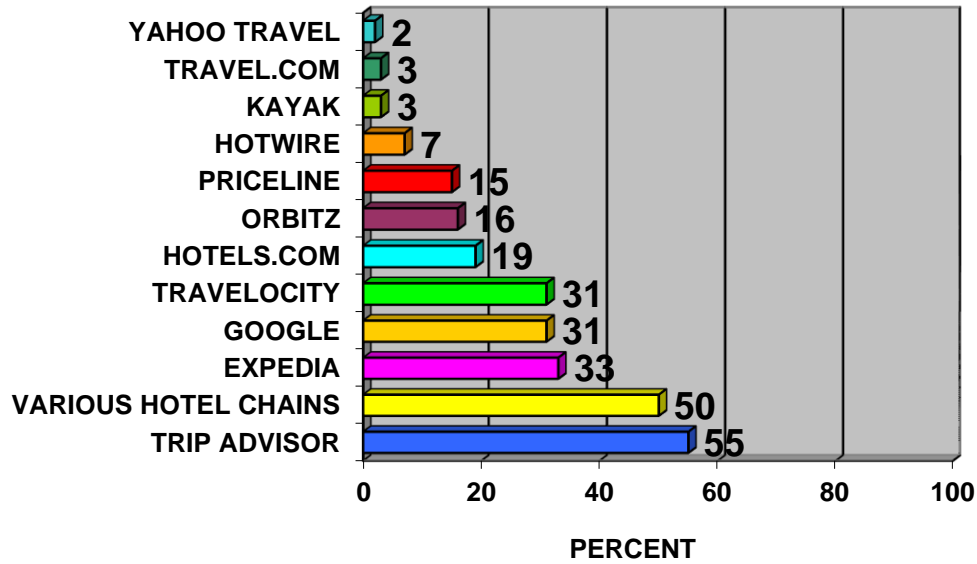
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:



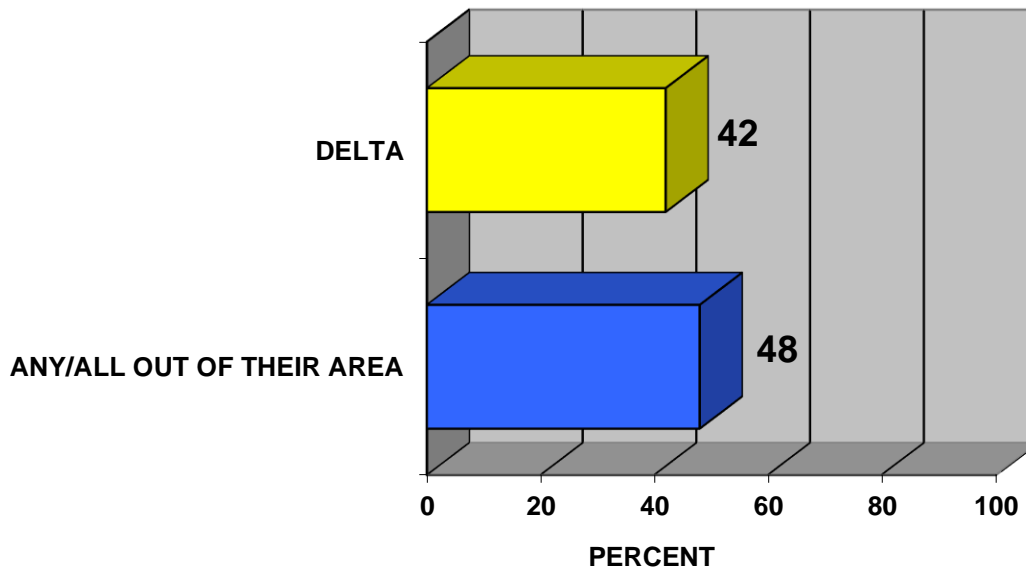
VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:



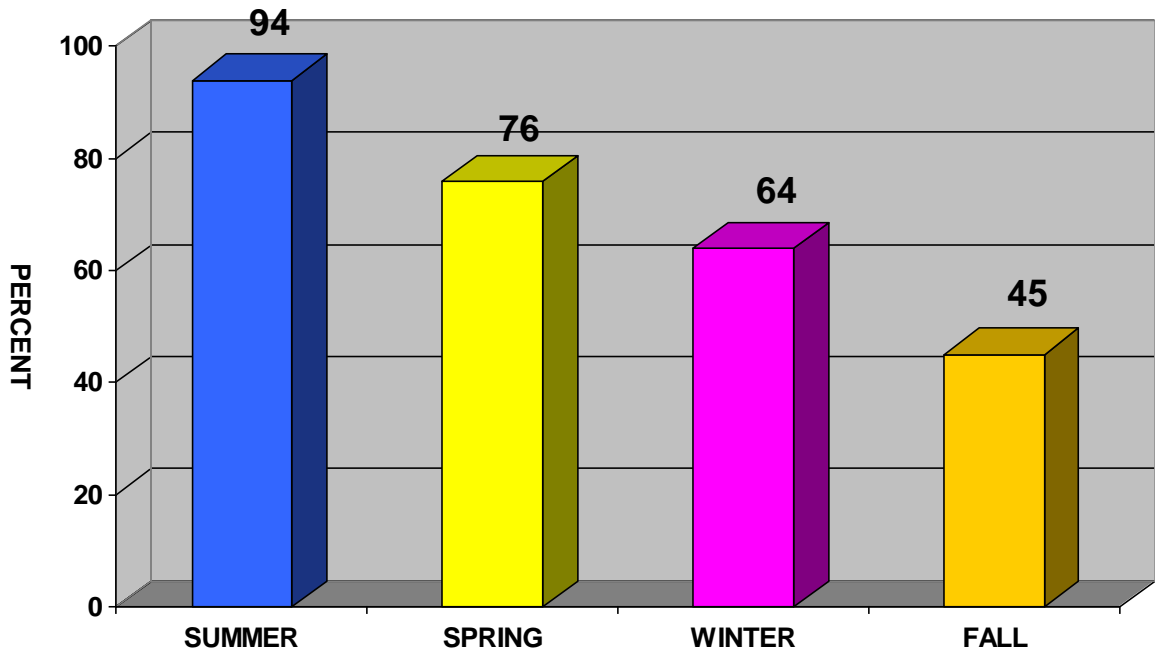
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:



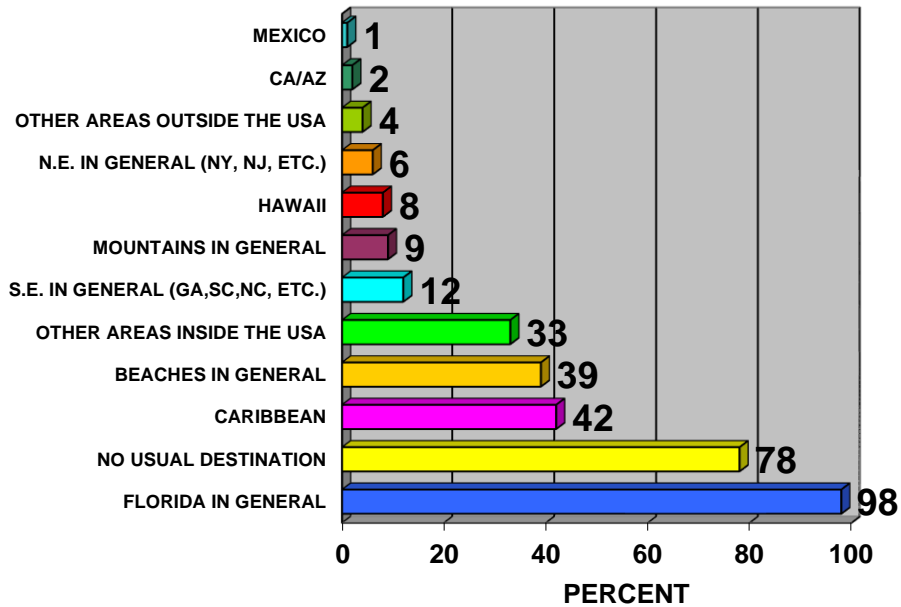
- ◆ 65% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 97% to talk about activities/vacations.
- ◆ 18% of the visitors from Florida use Twitter.

- ◆ 66% 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:

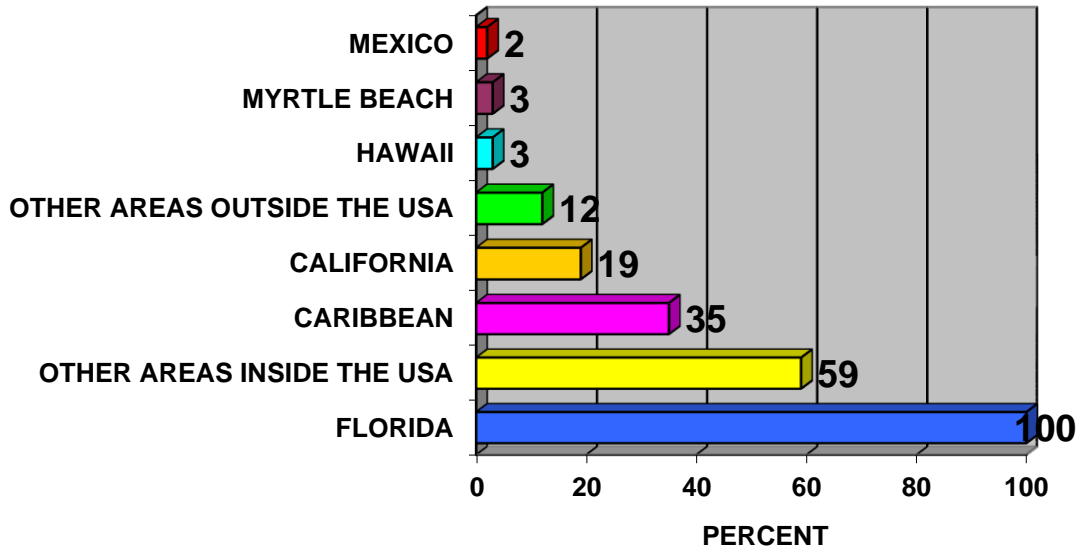


VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

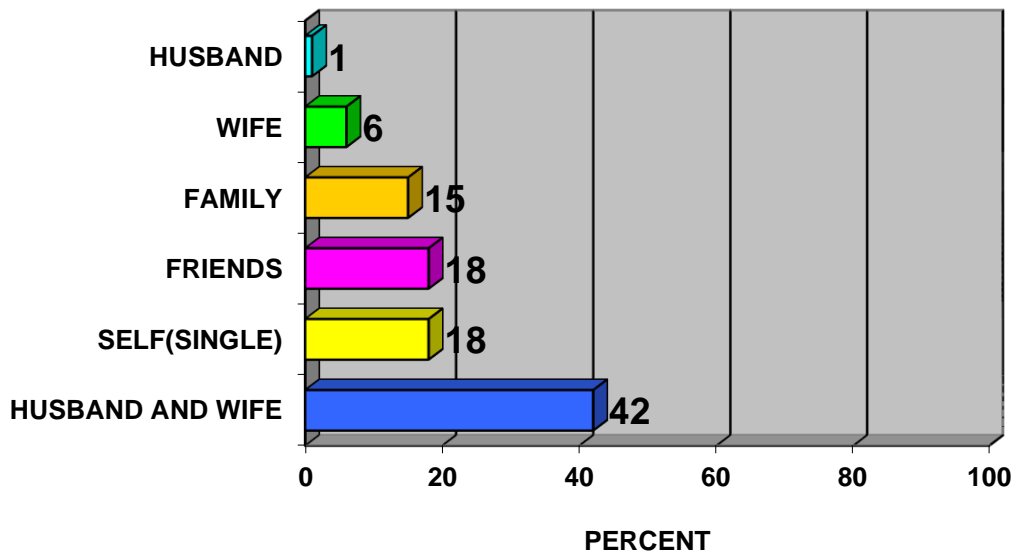


- ◆ 84% of the visitors from Florida have taken another warm weather vacation in the past five years.

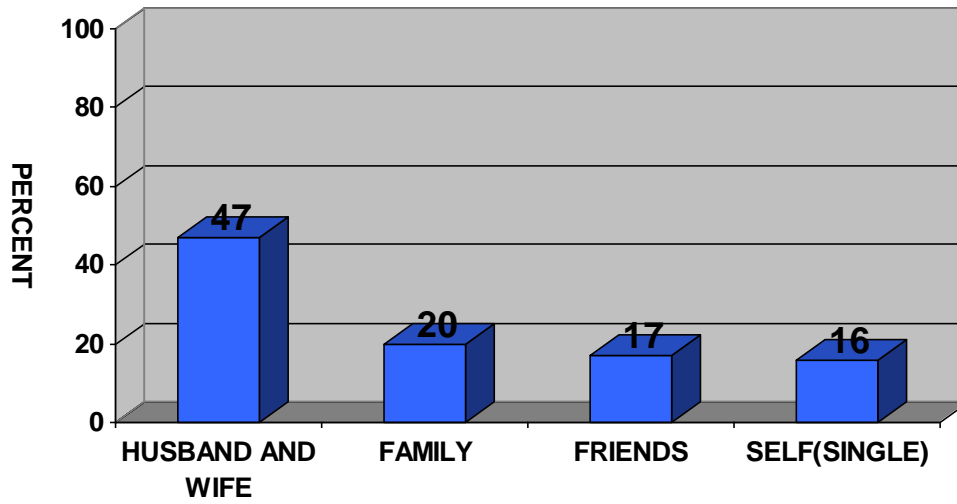
VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:



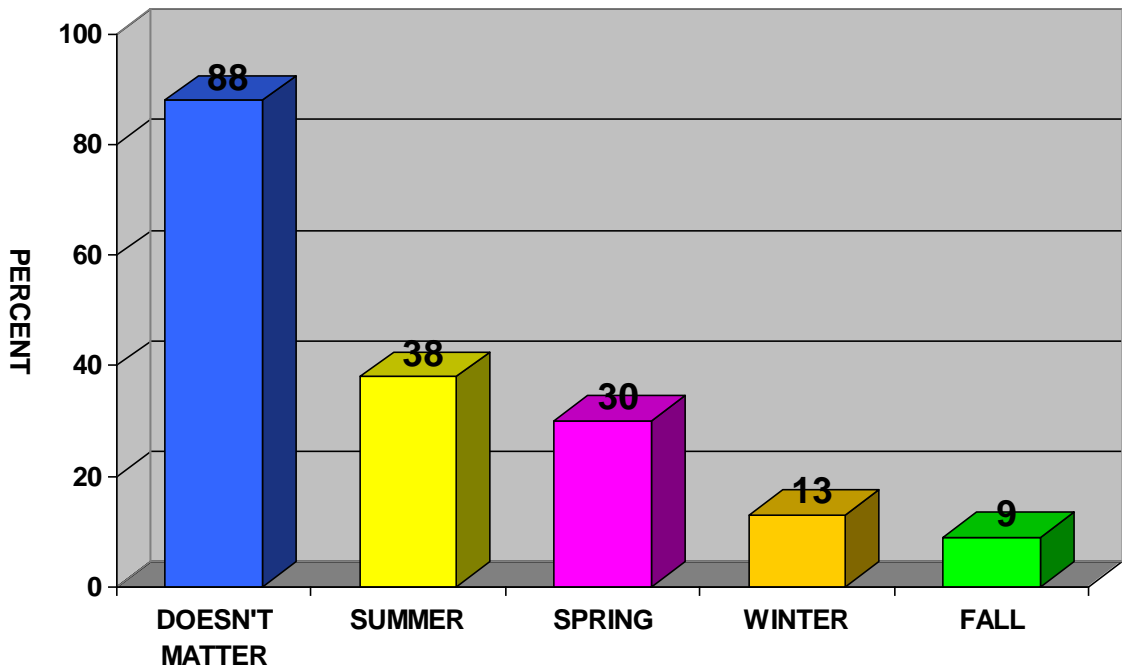
THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:



VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:



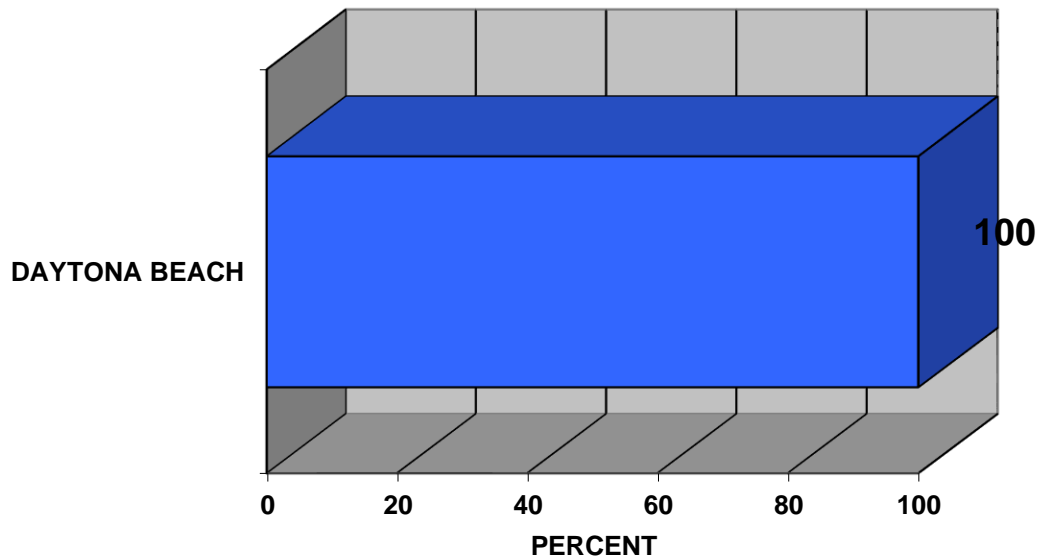
THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:



- ◆ The average party size for visitors from Florida was 3.1.
- ◆ 8% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 12% of the visitors from Florida traveled with teenagers.

- ◆ 49% traveled with friends/relatives; 53% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 36% said government/company business, 31% said convention/trade show, and 43% said to meet a cruise.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:

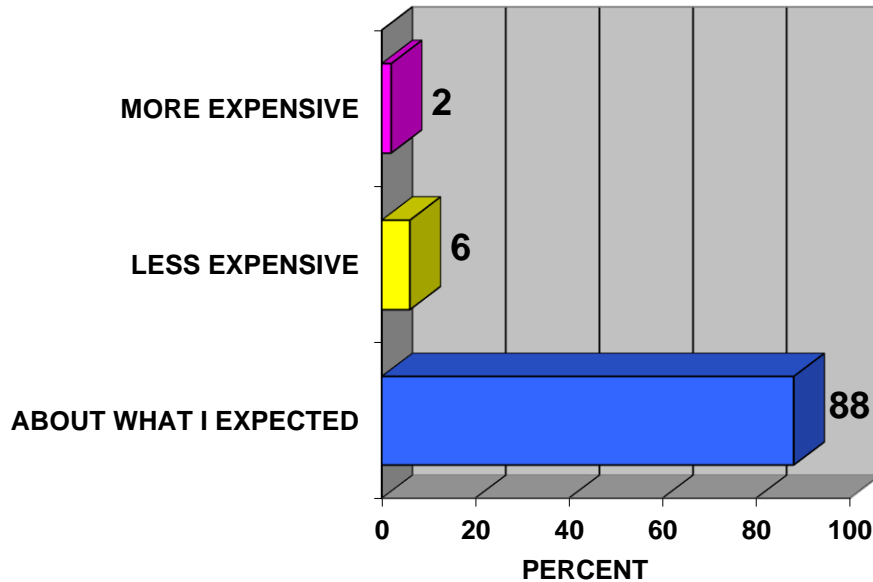


- ◆ The average number of days visitors from Florida spent away from home was 3.2.
- ◆ The average number of days spent in Daytona Beach was 3.2.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors' from Florida immediate party was about \$125.
- ◆ 77% of visitors from Florida made advanced reservations, with the average time in advance being about 1 month.
- ◆ 40% of visitors from Florida did not use a professional travel service.
 - 53% used an Internet travel service.
 - 5% used a Travel Agent.
 - 1% used an auto club.
 - 1% used a time share.



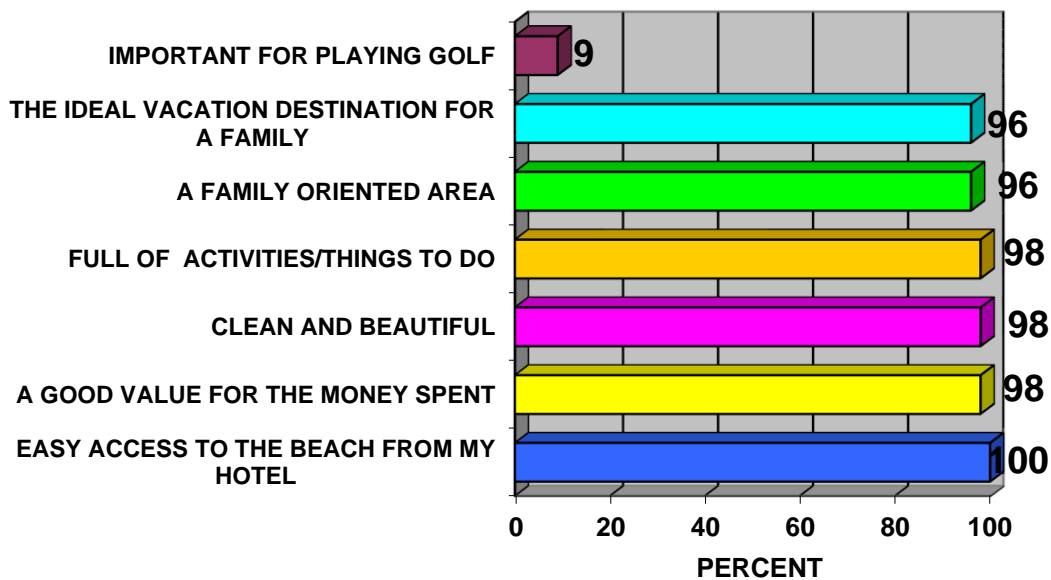
Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:

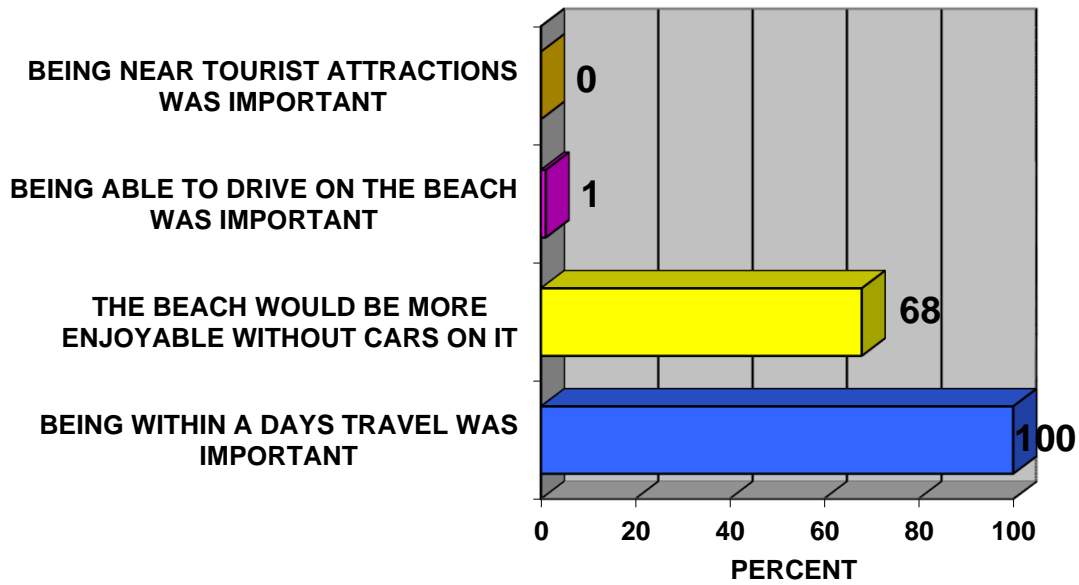


- ◆ While in Daytona Beach, 47% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 1% of visitors from Florida paid the fee to drive or park on the beach.
- ◆ 7% of the visitors from Florida paid the fee to park in the parking garage.

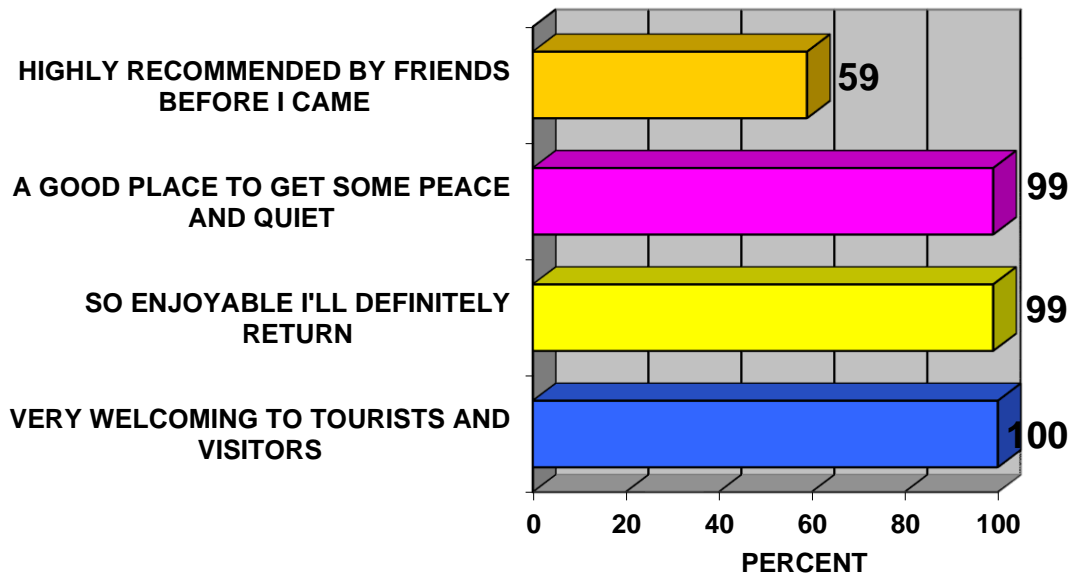
VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



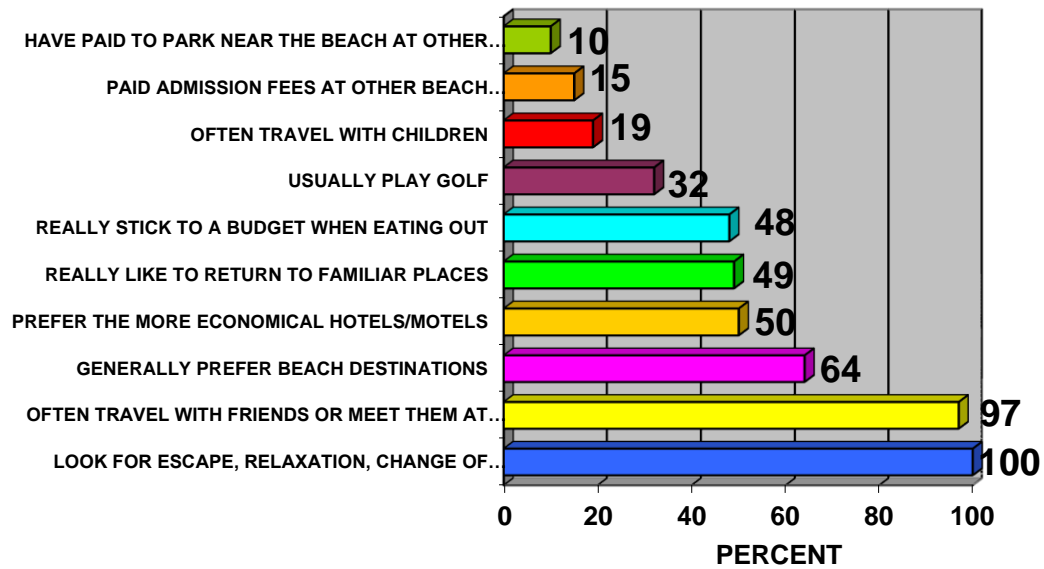
IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:



VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:

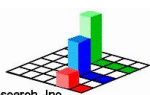


ON PLEASURE TRIPS VISITORS FROM FLORIDA:

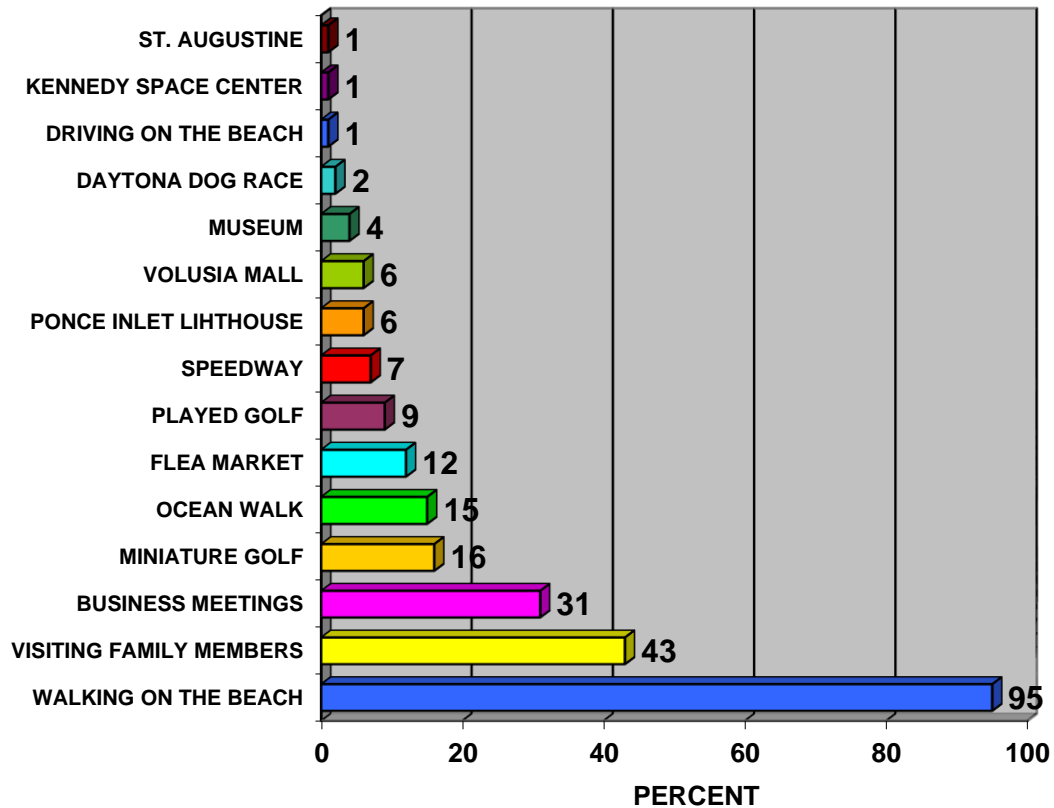


◆ Magazines received and read by members of visitors' from Florida households are:

57%	No magazines	5%	National Geographic
30%	Modern Maturity	5%	Various others
26%	AAA Magazine	4%	Better Homes & Garden
20%	Southern Living	4%	Time
14%	Readers Digest	3%	Good Housekeeping
10%	Golf magazines - various	3%	US News & World Report
9%	People Magazine	Tr.	TV Guide
6%	Sports Illustrated		
5%	Ladies Home Journal		

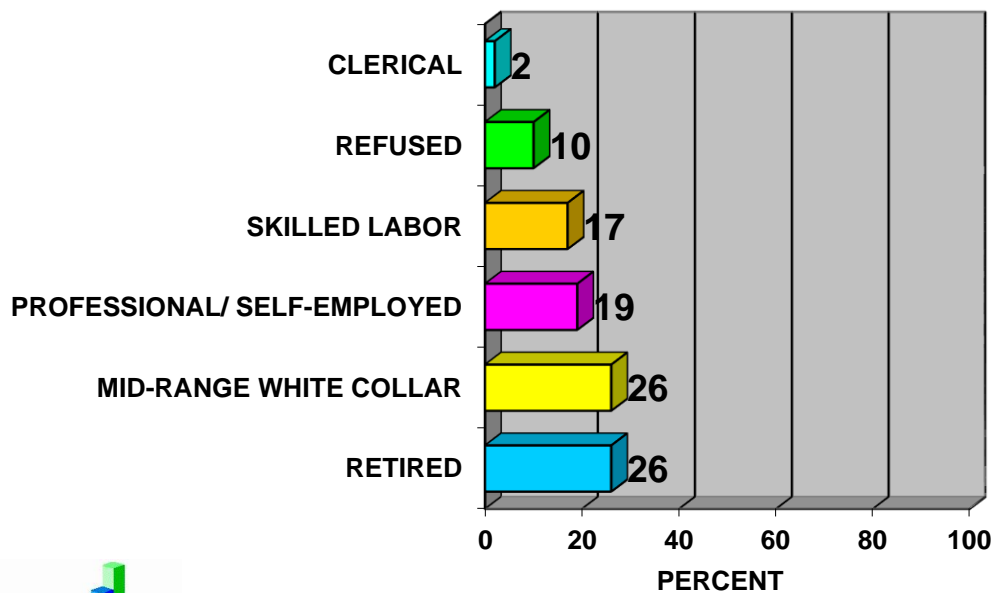


ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:



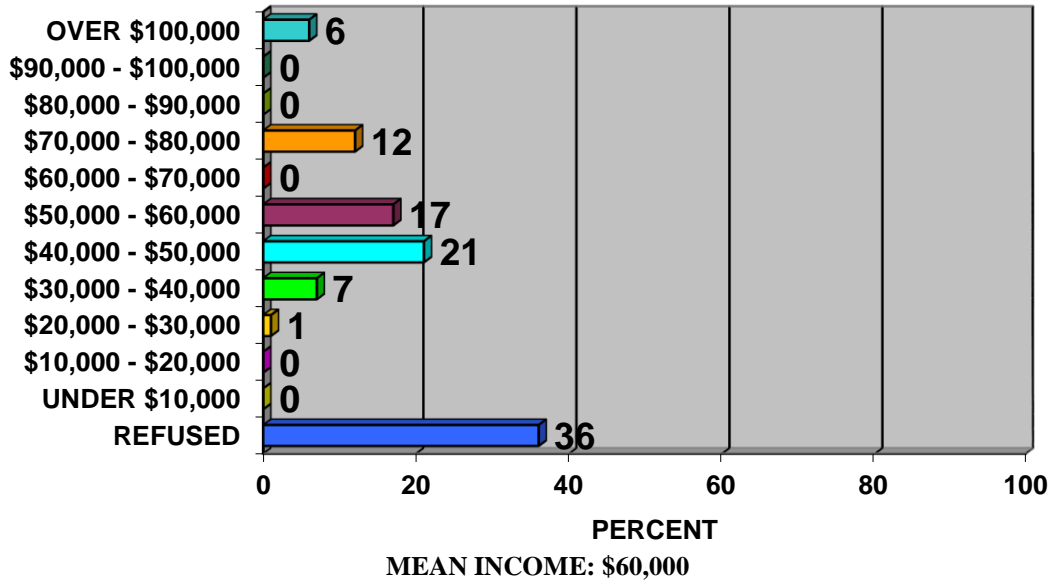
- ◆ 100% of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 49% of the visitors from Florida to complete the survey were male, 51% were female.

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

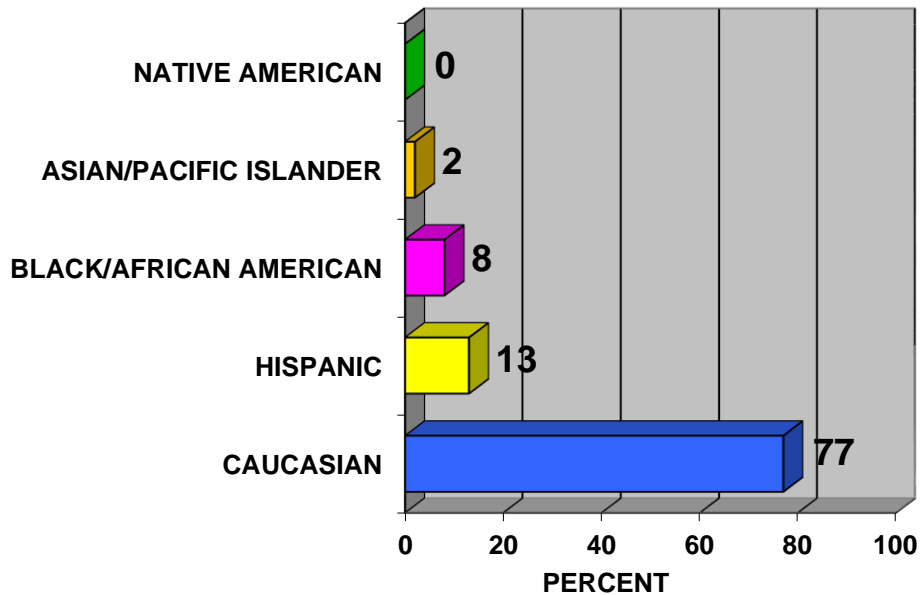


- ◆ Visitors from Florida were an average of 56 years old.
- ◆ 75% of visitors from Florida were married, and 25% were single.

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



THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:



APRIL 2016 DAYTONA BEACH POINTS OF ORIGIN

32%	Florida	1%	New Jersey	Tr.	Nevada
11%	Georgia	1%	Virginia	Tr.	New Hampshire
8%	New York	Tr.	Alabama	Tr.	Oklahoma
8%	Ohio	Tr.	Arizona	Tr.	Oregon
5%	North Carolina	Tr.	Arkansas	Tr.	Rhode Island
4%	Michigan	Tr.	Colorado	Tr.	South Dakota
3%	Illinois	Tr.	Connecticut	Tr.	Utah
3%	Indiana	Tr.	D. C.	Tr.	Washington
3%	Pennsylvania	Tr.	Delaware	Tr.	West Virginia
3%	South Carolina	Tr.	Iowa	Tr.	Wisconsin
3%	Tennessee	Tr.	Kansas		
2%	Kentucky	Tr.	Louisiana		
2%	Texas	Tr.	Maine		
1%	California	Tr.	Maryland		
1%	Massachusetts	Tr.	Minnesota		
1%	New Hampshire	Tr.	Missouri		

◆ TOTAL U.S.A. 85%

◆ 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 (6% of the total)

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

◆ FLORIDA VISITORS (by percent of Florida total)

32%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
26%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Jacksonville
10%	Miami, Fort Lauderdale, The Keys
9%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
3%	Fort Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola

