

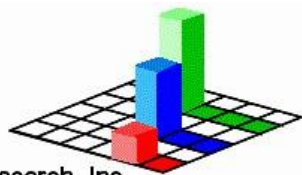
DAYTONA BEACH VISITOR PROFILE

August 2016



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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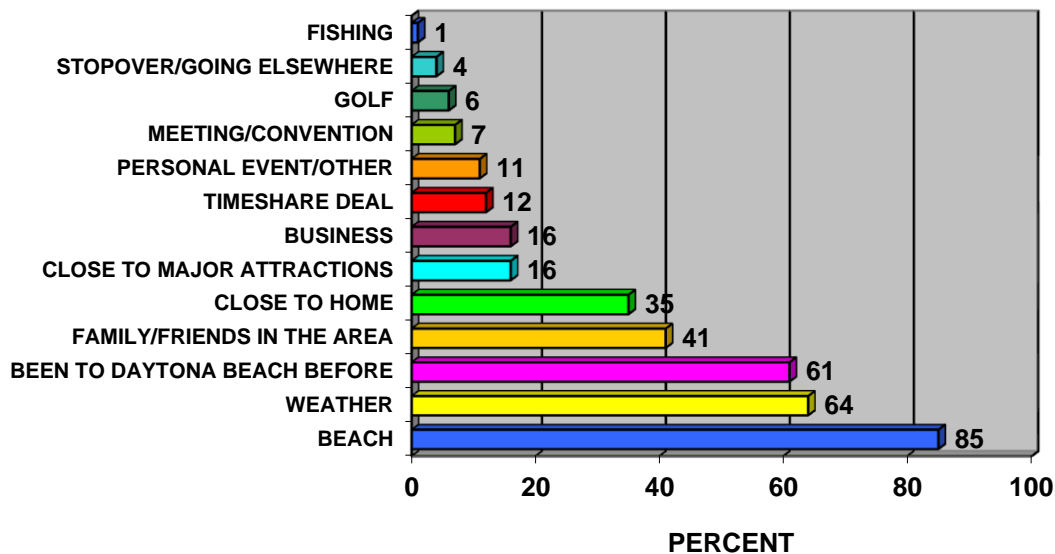


OUT OF STATE VISITORS

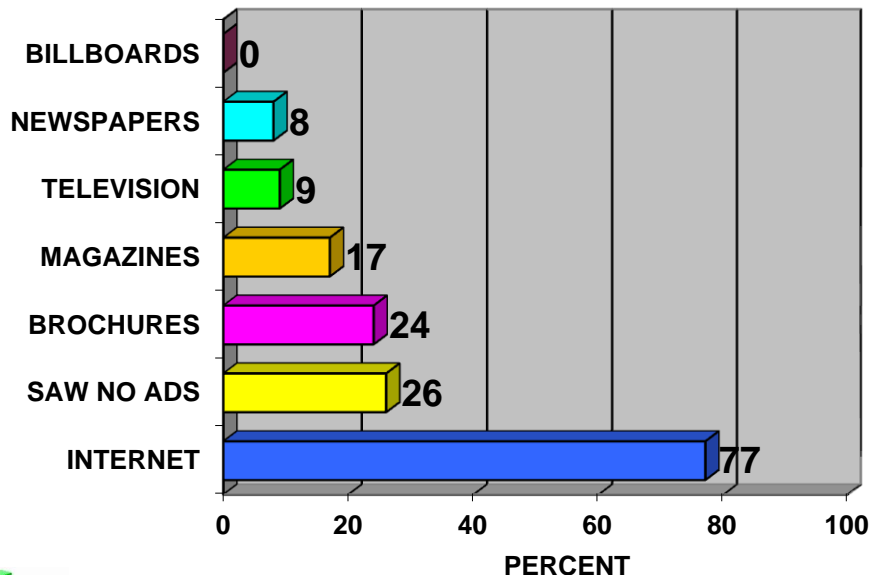
August, 2016 Daytona Beach Visitor Profile

- ◆ For 37% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 93% 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.

REASONS FOR OUT OF STATE VISITORS TO CHOOSE DAYTONA BEACH WERE:

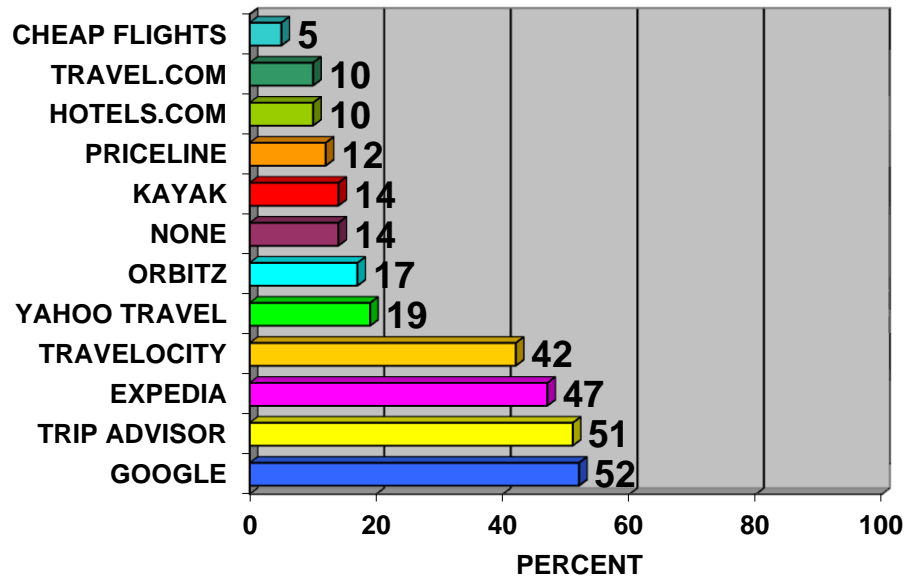


OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

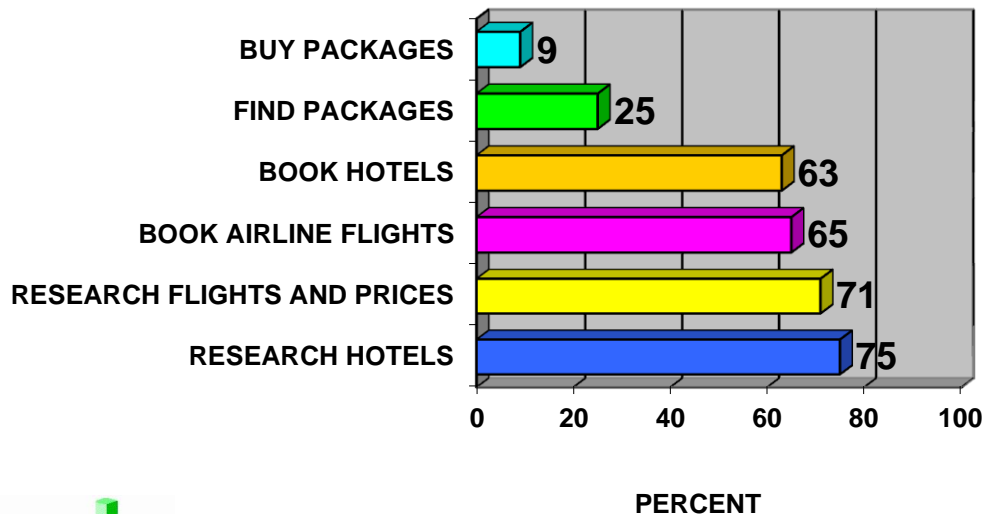


- ◆ 46% of the out of state visitors asked for information before coming.
- ◆ 73% used the Internet to plan their trip to Daytona Beach.
- ◆ 63% used the Internet to choose a place to stay.
- ◆ 60% used the Internet to make reservations.
- ◆ 75% used the Internet for other purposes regarding this trip 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.

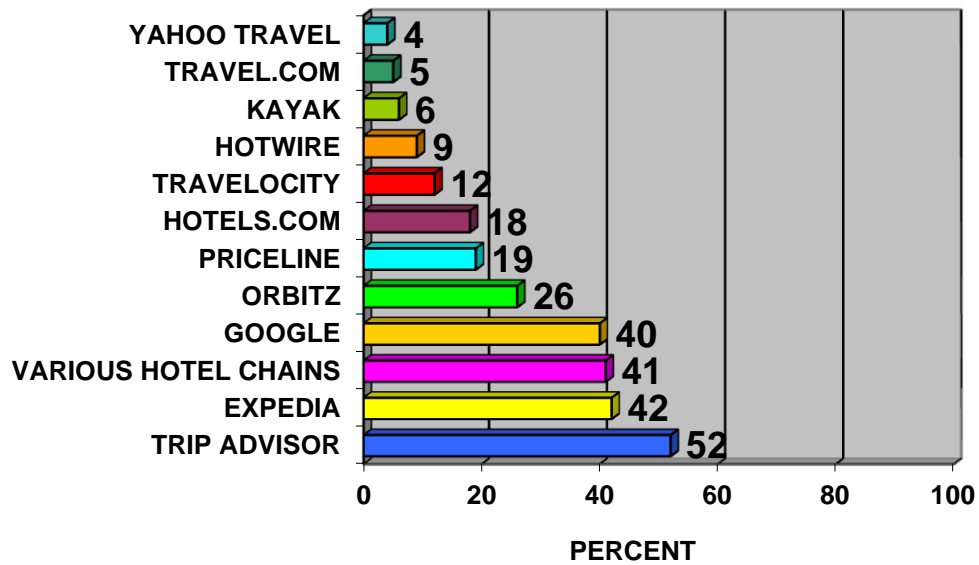
TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:



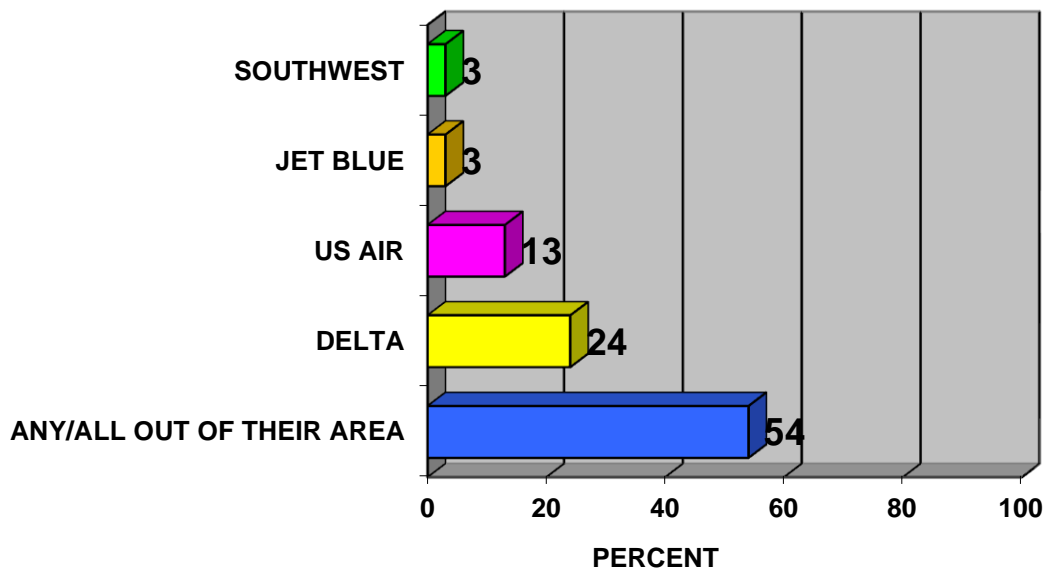
OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:

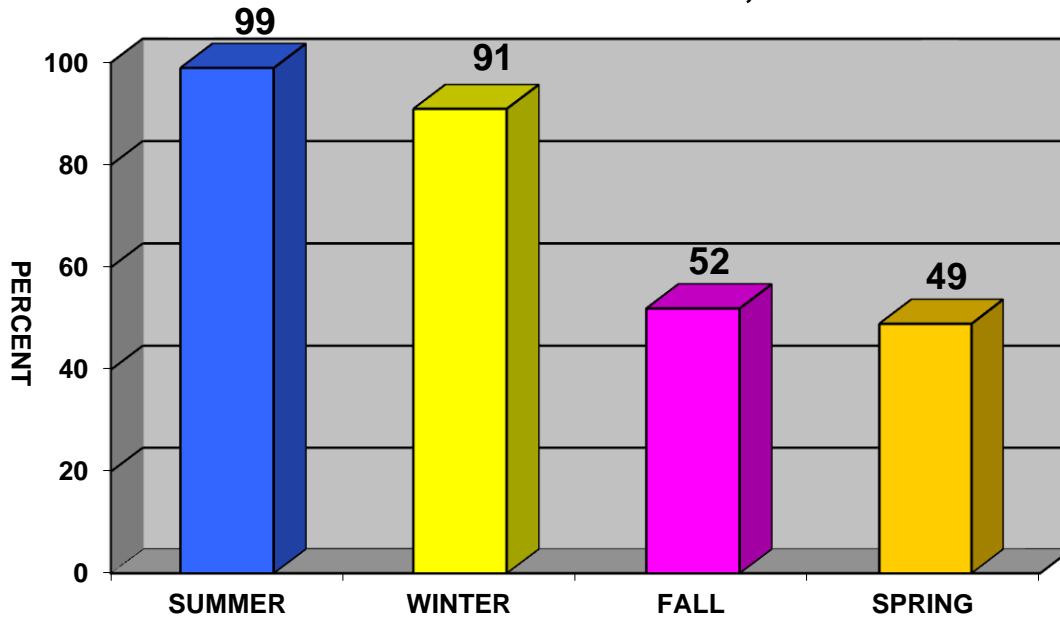


TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:

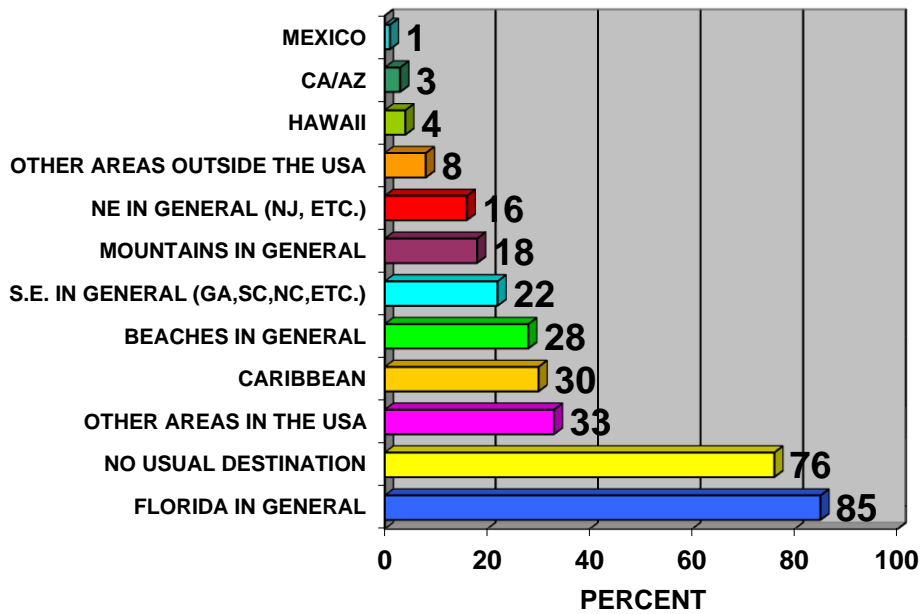


- ◆ 72% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 97% to talk about activities/vacations.
- ◆ 24% of the out of state visitors use Twitter.
- ◆ 62% of the out of state visitors take more than one vacation per year.

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

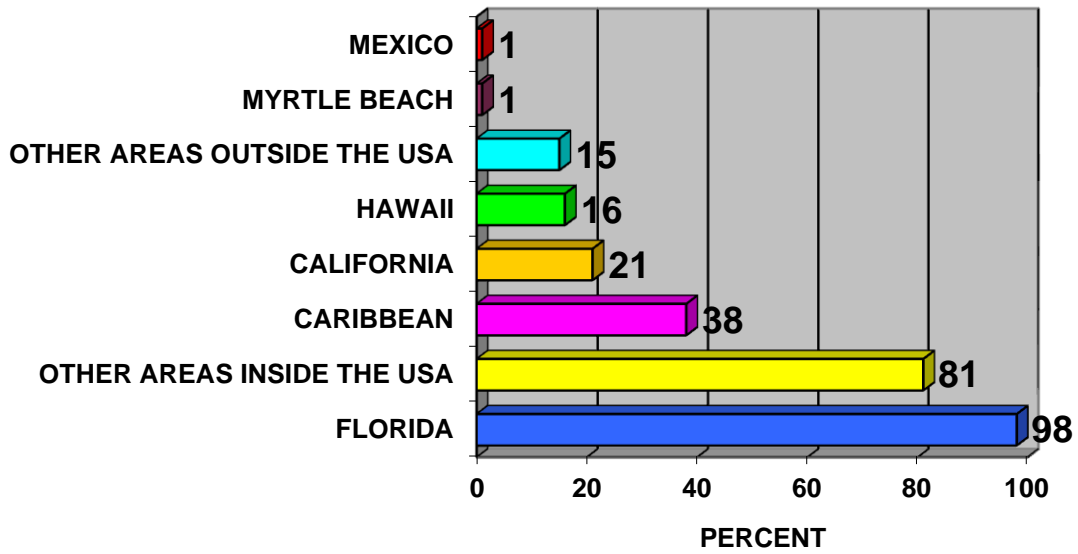


OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

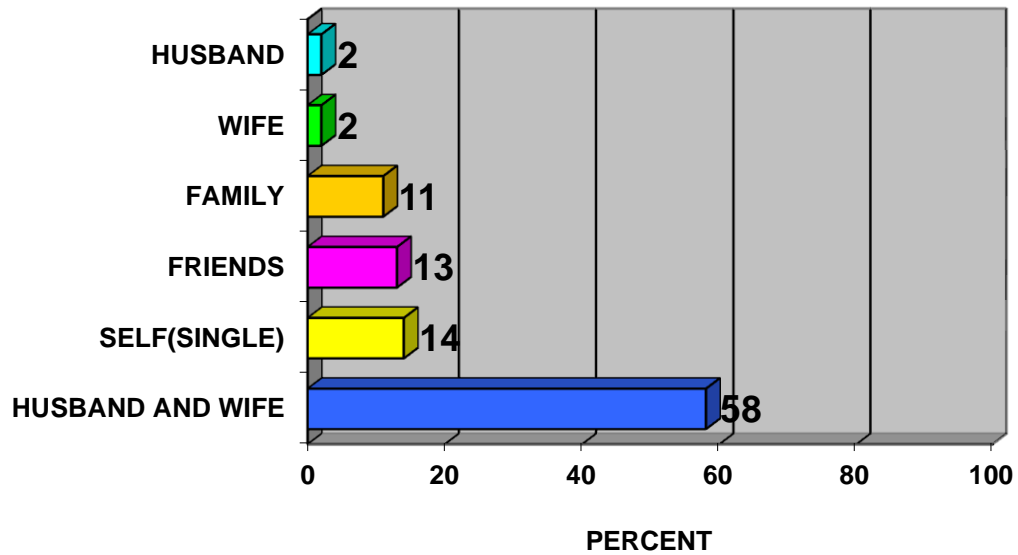


- ◆ 83% of the out of state visitors have taken another warm weather vacation in the past five years.

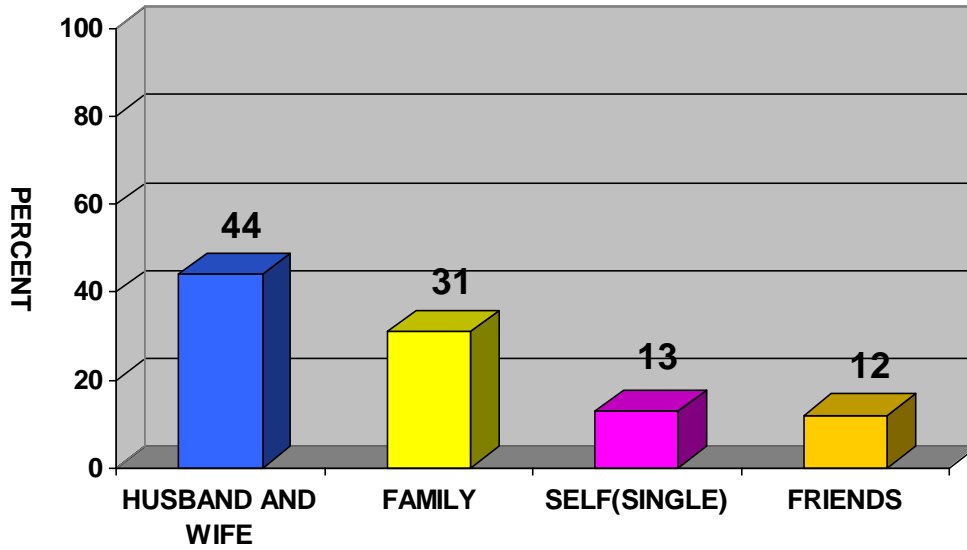
**OUT OF STATE VISITORS WHO HAVE TAKEN
ANOTHER WARM WEATHER VACATION IN THE PAST 5
YEARS ALSO VACATION IN:**



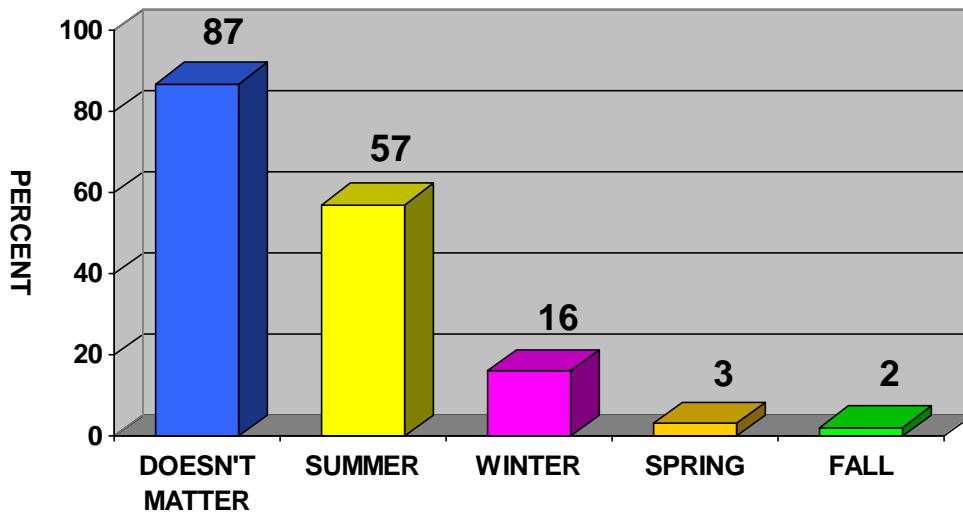
**THE DECISION TO VISIT DAYTONA BEACH FOR
OUT OF STATE VISITORS WAS MADE BY:**



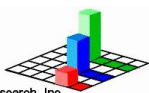
OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:



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

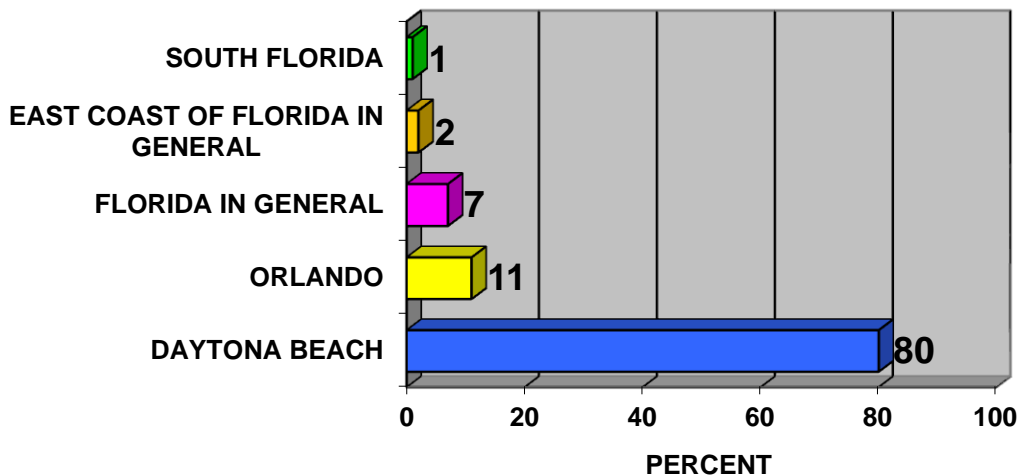


- ◆ The average party size for out of state visitors was 3.0.
- ◆ 13% of out of state visitors traveled with children age 12 and younger.
- ◆ 13% of out of state visitors traveled with teenagers.



- ◆ 29% traveled with friends/relatives; 37% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 30% said government/company business, 25% said convention/trade show, and 30% said to meet a cruise.
- ◆ 28% of out of state visitors traveled by air, and 66% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 55% landed in Daytona Beach.
 - 44% landed in Orlando.
 - 1% landed elsewhere.
- ◆ 3% of the out of state visitors that flew into Orlando said that it was inconvenient.

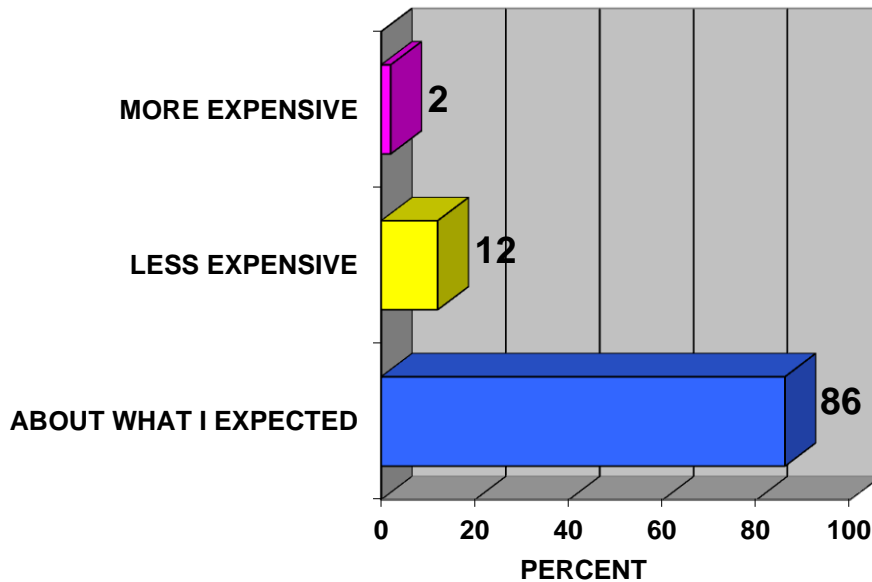
THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:



- ◆ 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 5.3.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors' immediate party was about \$140.
- ◆ 90% of the out of state visitors made advanced reservations, with the average time in advance being about 1 month.
- ◆ 25% of out of state visitors did not use a professional travel service.
 - 65% used an Internet travel service.
 - 8% used a travel agent.
 - 1% used an auto club.
 - 1% used a time share promotion.

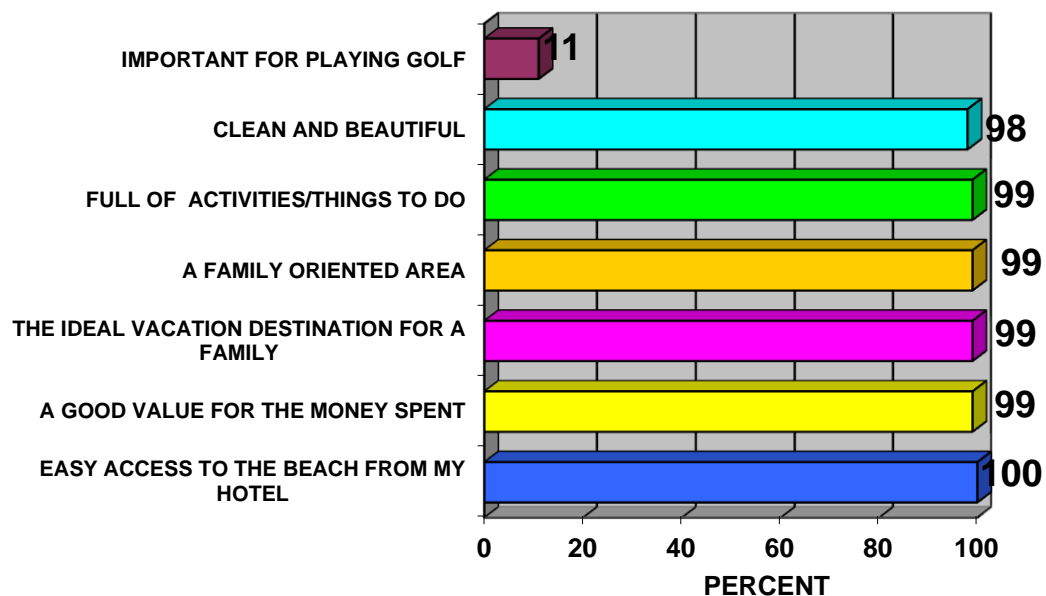
Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:

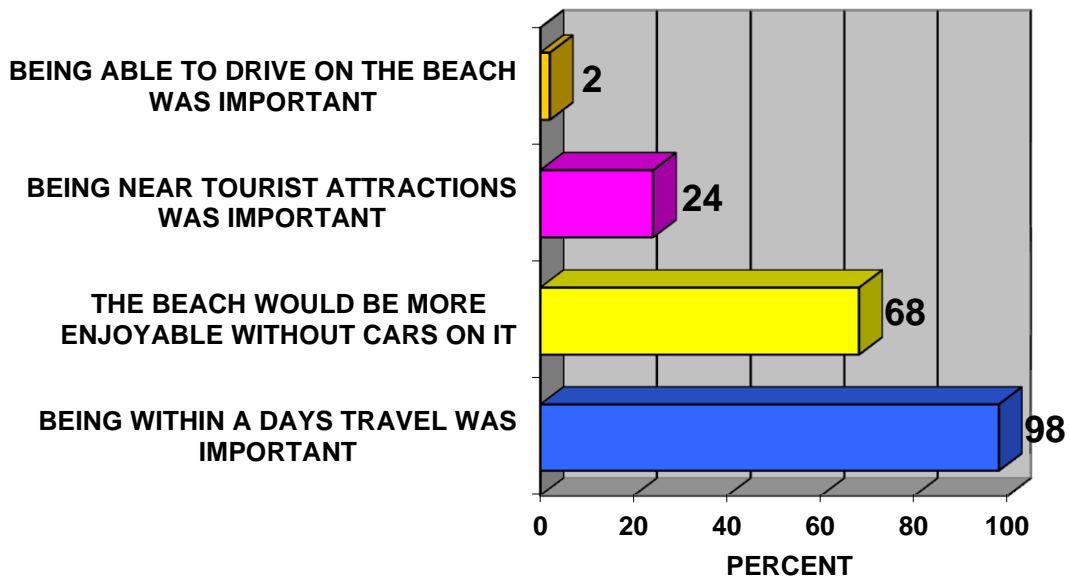


- ◆ While in Daytona Beach, 45% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 1% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 9% of the out of state visitors paid the fee to park in the parking garage.

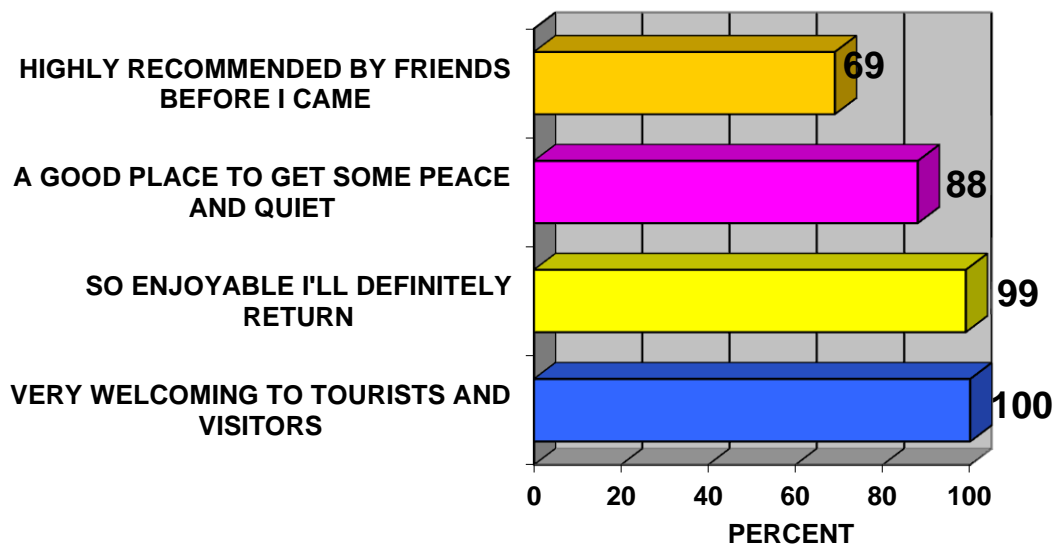
OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



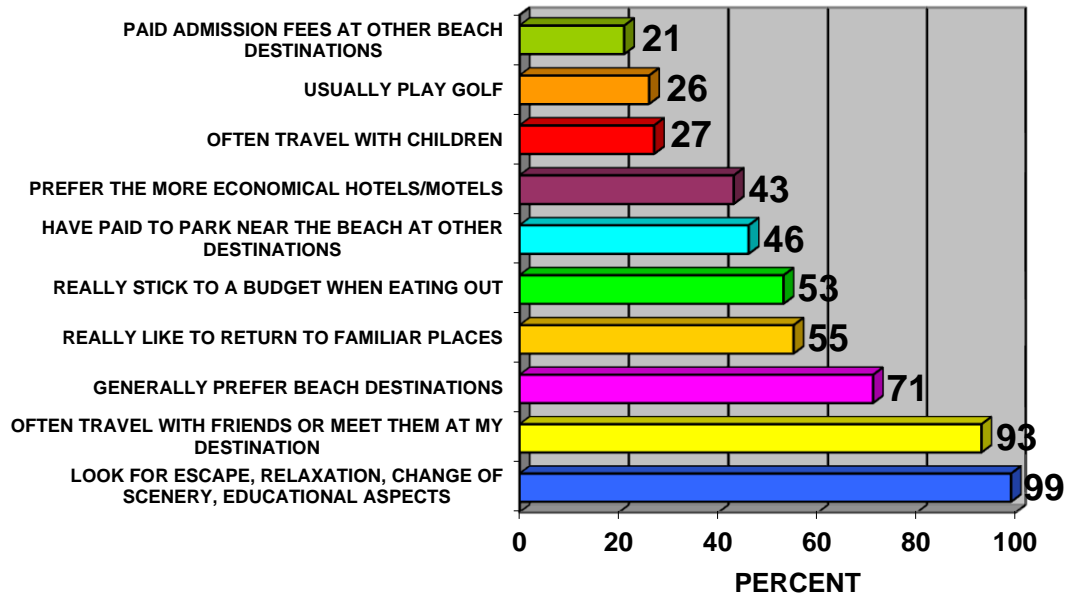
IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:



OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:

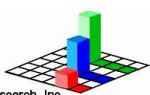


ON PLEASURE TRIPS OUT OF STATE VISITORS:

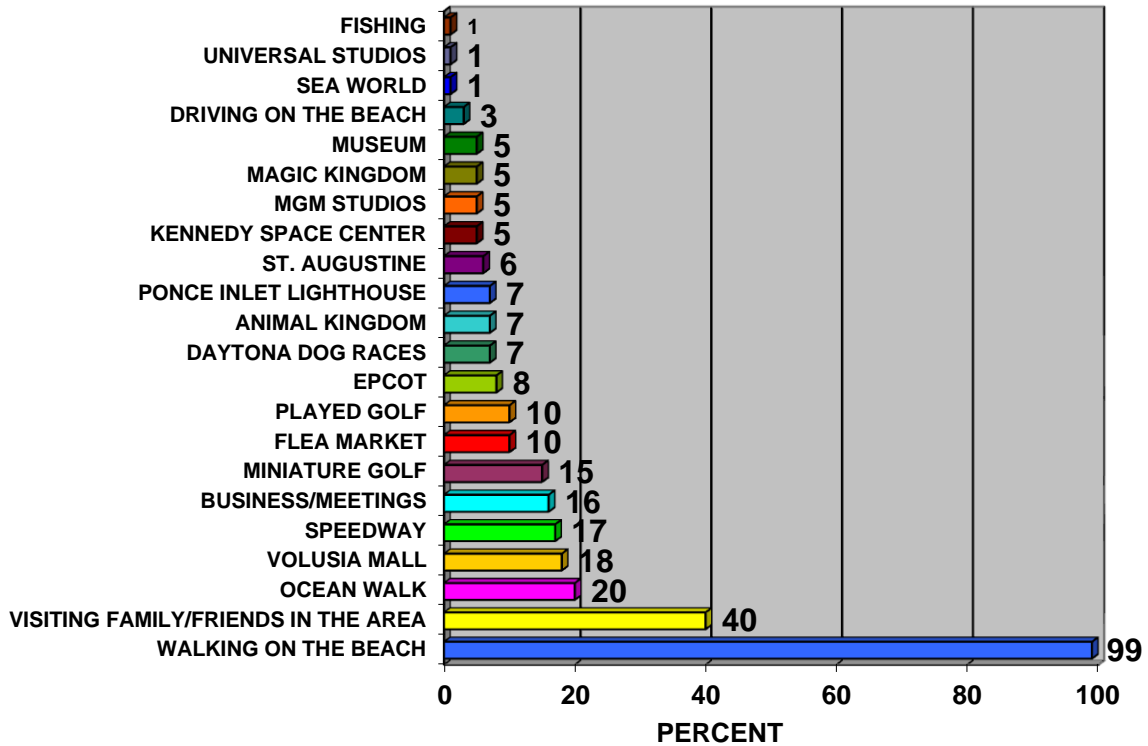


◆ Magazines received and read by members of out of state visitors' households are:

| | | | |
|-----|--------------------------|-----|-----------------------------|
| 53% | No magazines | 7% | US News & World Report |
| 27% | AAA Magazine | 6% | Better Homes & Garden |
| 26% | Modern Maturity | 6% | Ladies Home Journal |
| 15% | Southern Living | 6% | Time |
| 12% | Readers Digest | 5% | National Geographic |
| 9% | Family Circle | 4% | Various others |
| 9% | Golf magazines - various | 3% | Good Housekeeping |
| 8% | People Magazine | 1% | Fishing magazines – various |
| 8% | Sports Illustrated | Tr. | TV Guide |



ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:



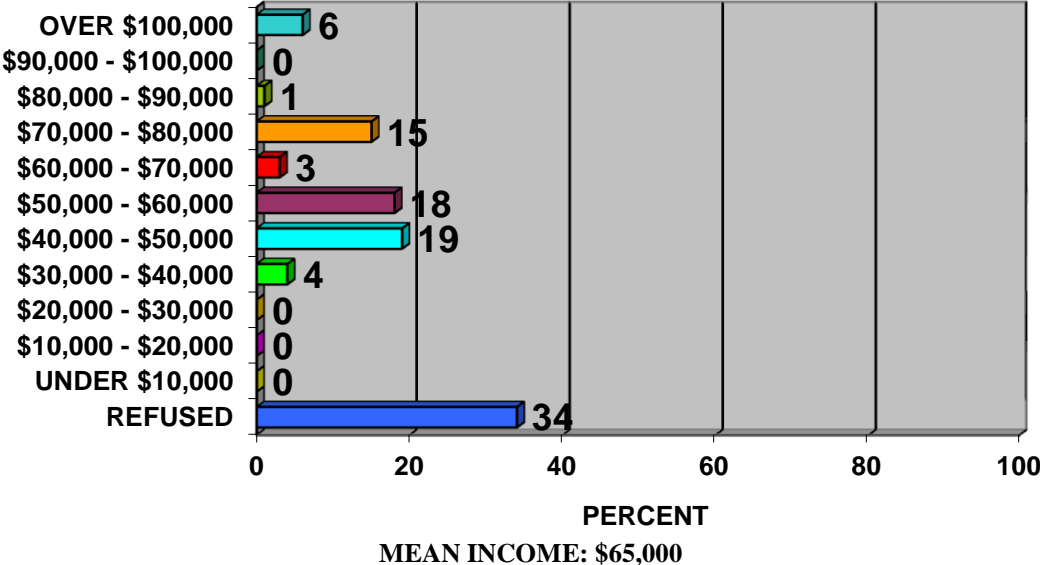
- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 56% of the out of state visitors to complete the survey were male, 44% were female.

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

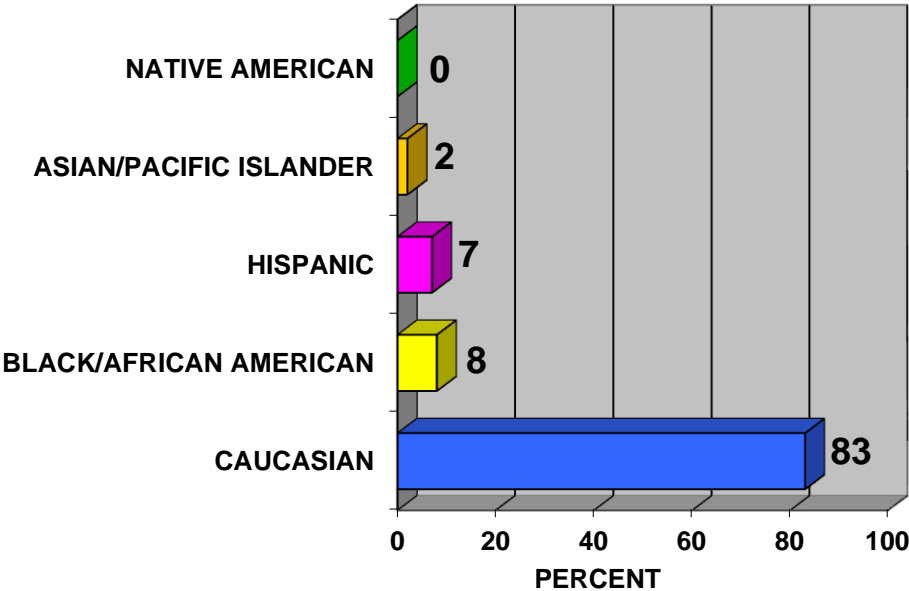


- ◆ Out of state visitors were an average of 57 years old.
- ◆ 86% of out of state visitors were married, and 14% were single.

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



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

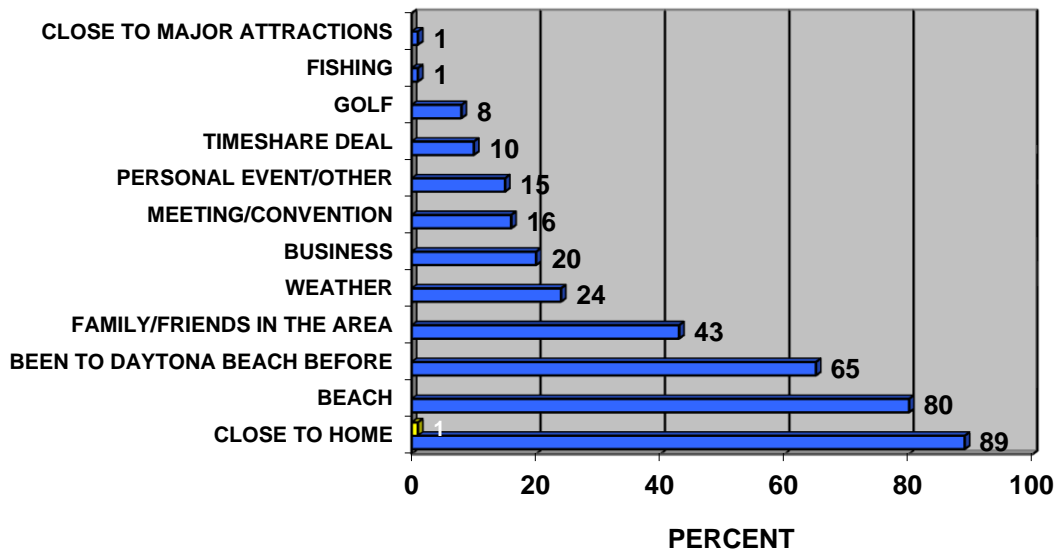


FLORIDA VISITORS

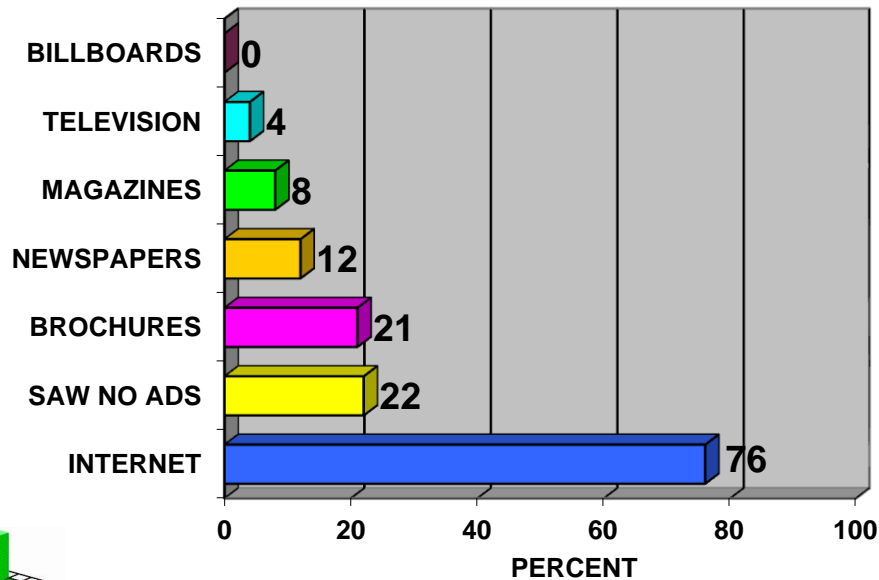
August, 2016 Daytona Beach Visitor Profile

- ◆ For 35% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 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.
- ◆ 55% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:

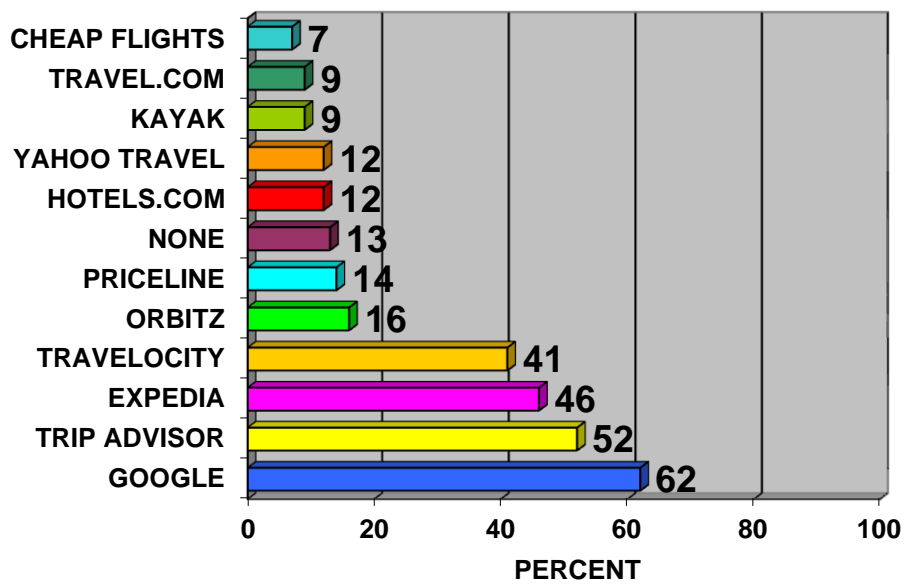


VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

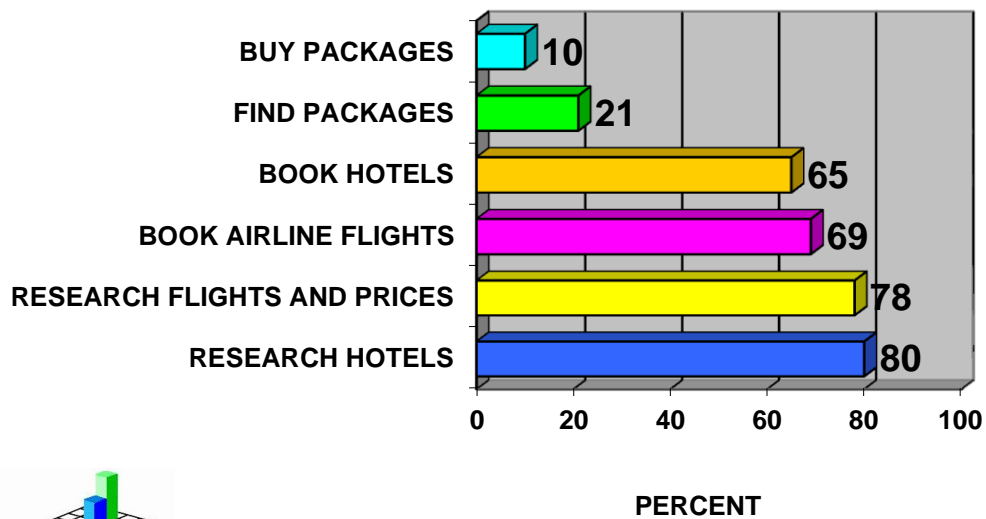


- ◆ 37% of the visitors from Florida asked for information before coming.
- ◆ 70% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 62% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 58% of the visitors from Florida used the Internet to make reservations.
- ◆ 74% 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.

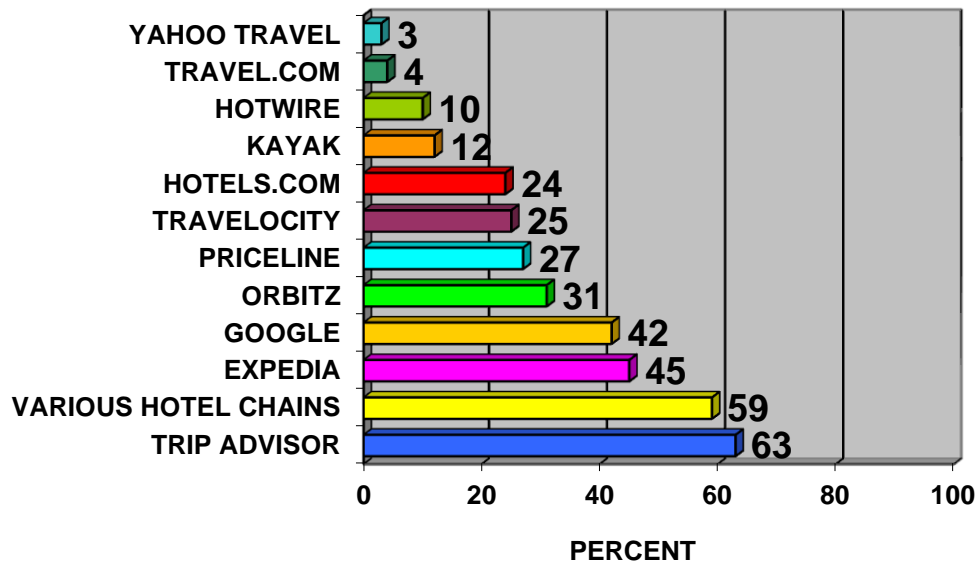
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:



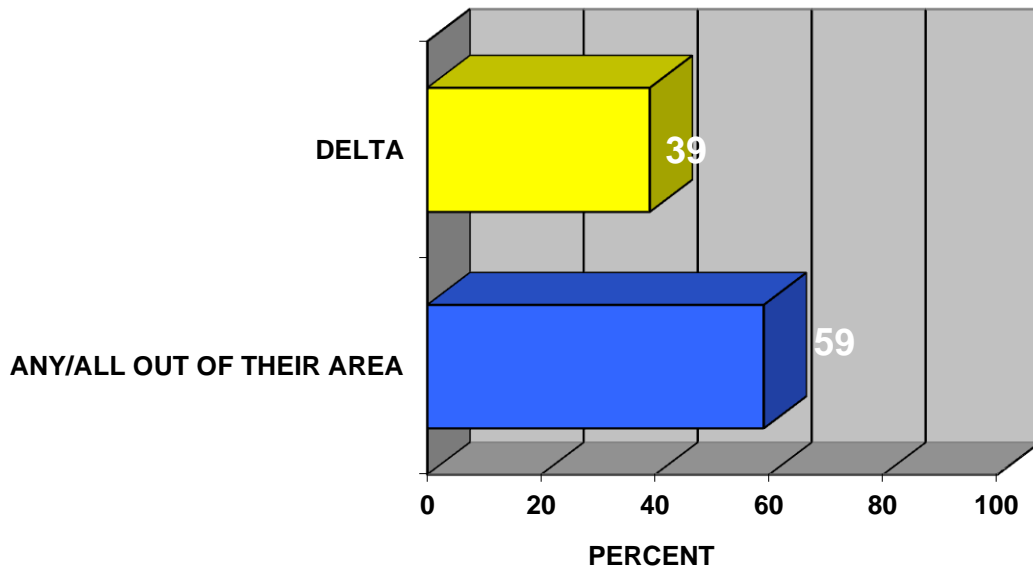
VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:

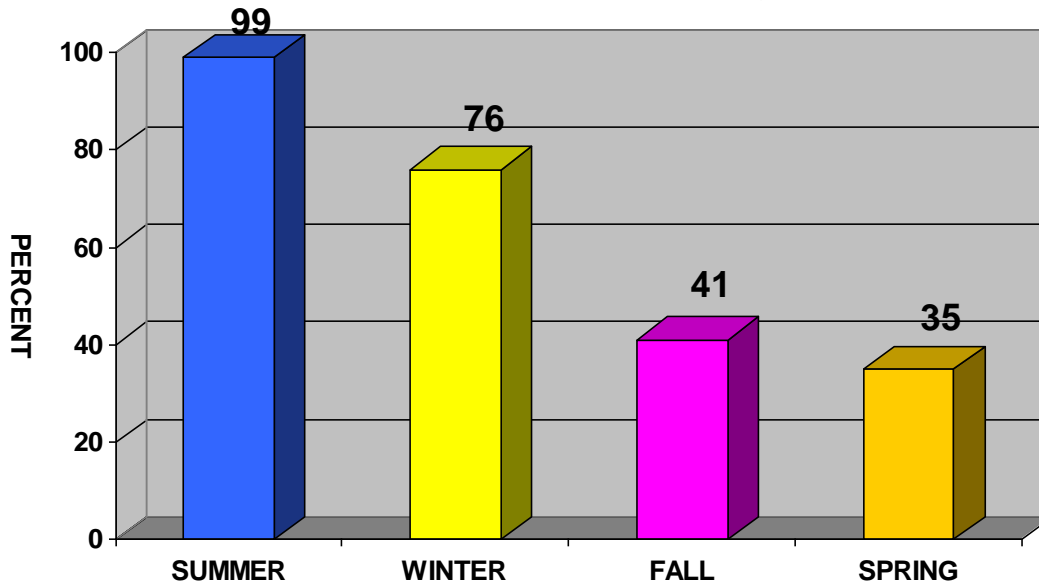


TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:

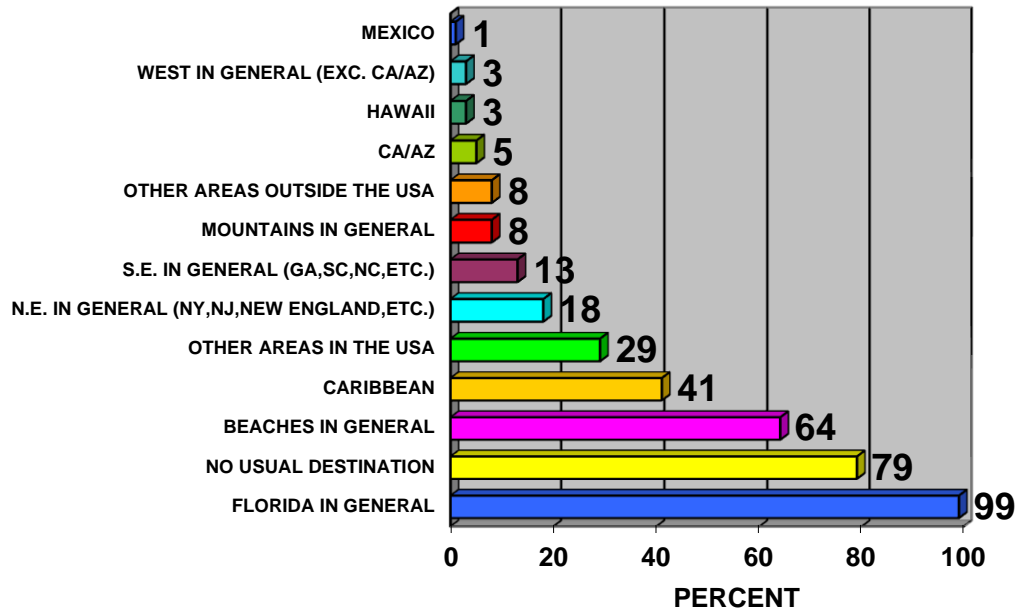


- ◆ 74% of the visitors from Florida are on Facebook.
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 99% to talk about activities/vacations.
- ◆ 23% of the visitors from Florida use Twitter.
- ◆ 62% of the visitors from Florida take more than one vacation per year.

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

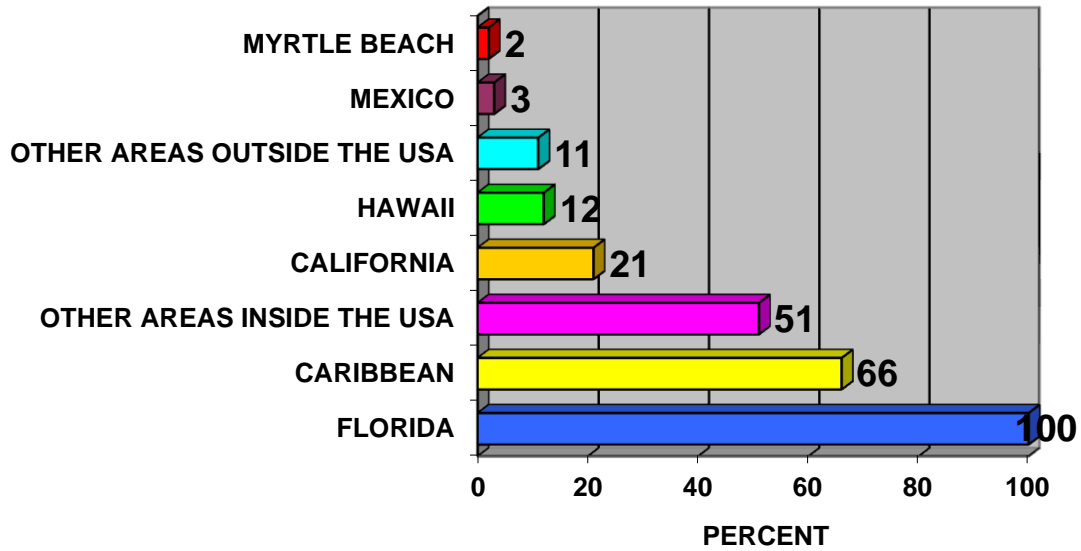


VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

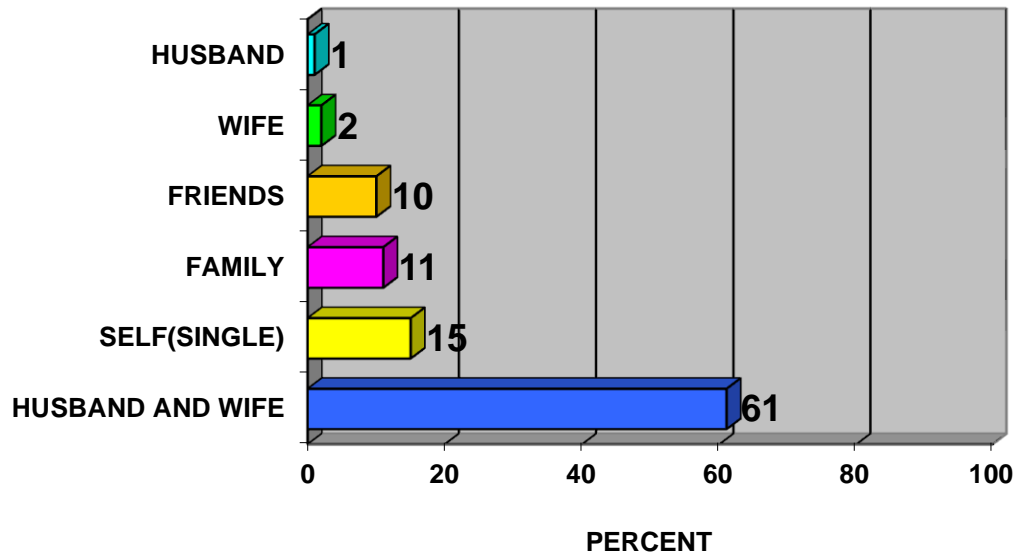


- ◆ 85% of the visitors from Florida have taken another warm weather vacation in the past five years.

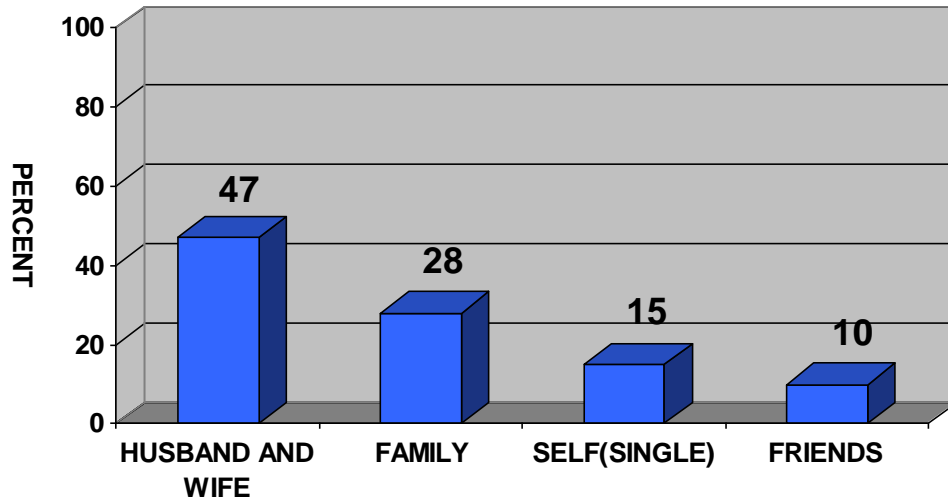
VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:



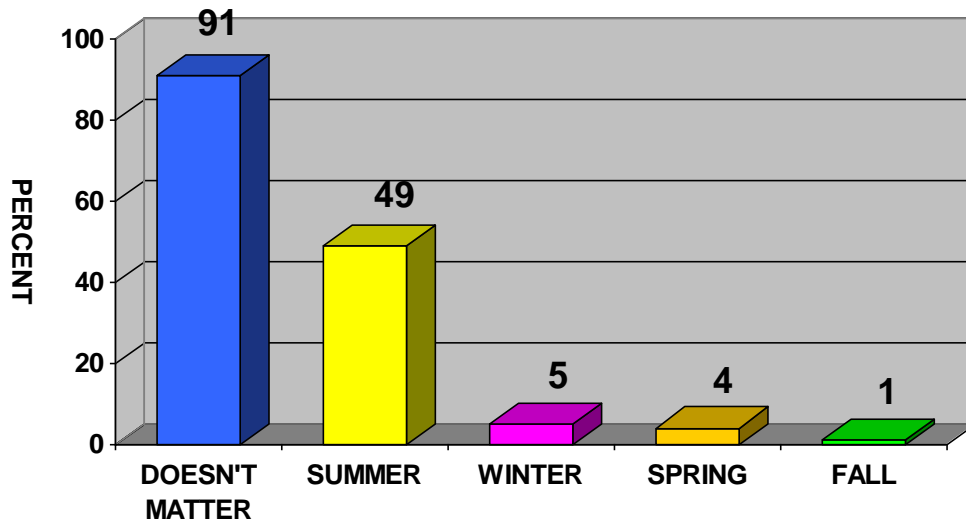
THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:



VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:



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

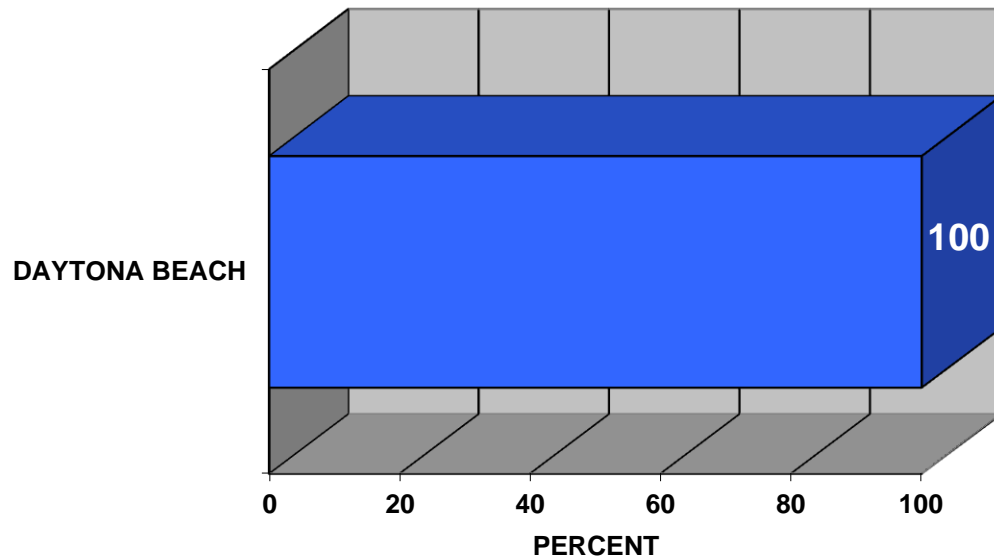


- ◆ The average party size for visitors from Florida was 2.5.
- ◆ 10% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 11% of the visitors from Florida traveled with teenagers.



- ◆ 27% traveled with friends/relatives; 38% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 35% said government/company business, 41% said to meet a cruise, and 32% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

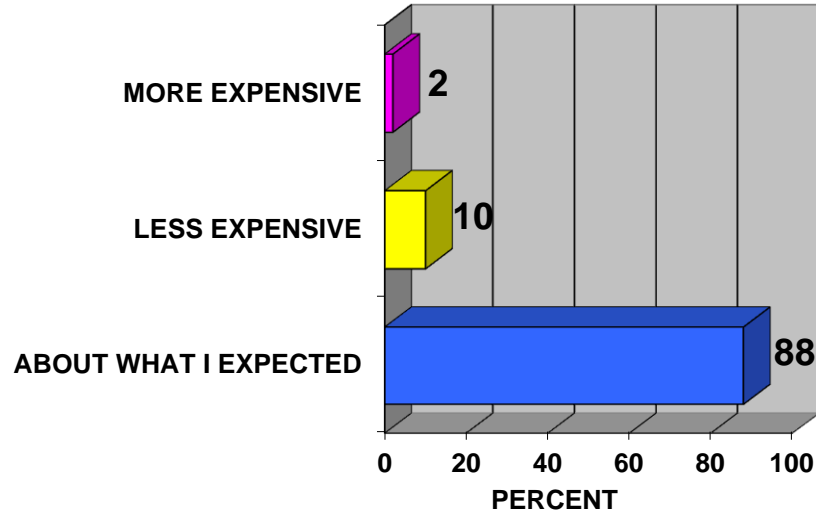
THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:



- ◆ The average number of days visitors from Florida spent away from home was 3.0.
- ◆ The average number of days spent in Daytona Beach was 3.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors' from Florida immediate party was about \$130.
- ◆ 82% of visitors from Florida made advanced reservations, with the average time in advance being about three weeks.
- ◆ 31% of visitors from Florida did not use a professional travel service.
 - 7% used a travel agent.
 - 60% used an Internet travel service.
 - 1% used an auto club.
 - 1% used a time share promotion.

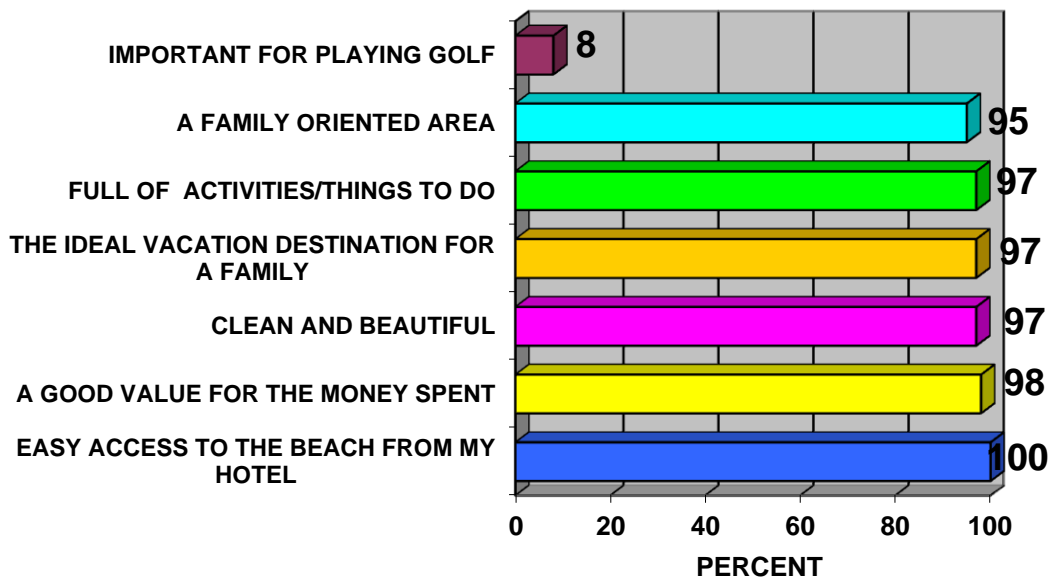
Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:

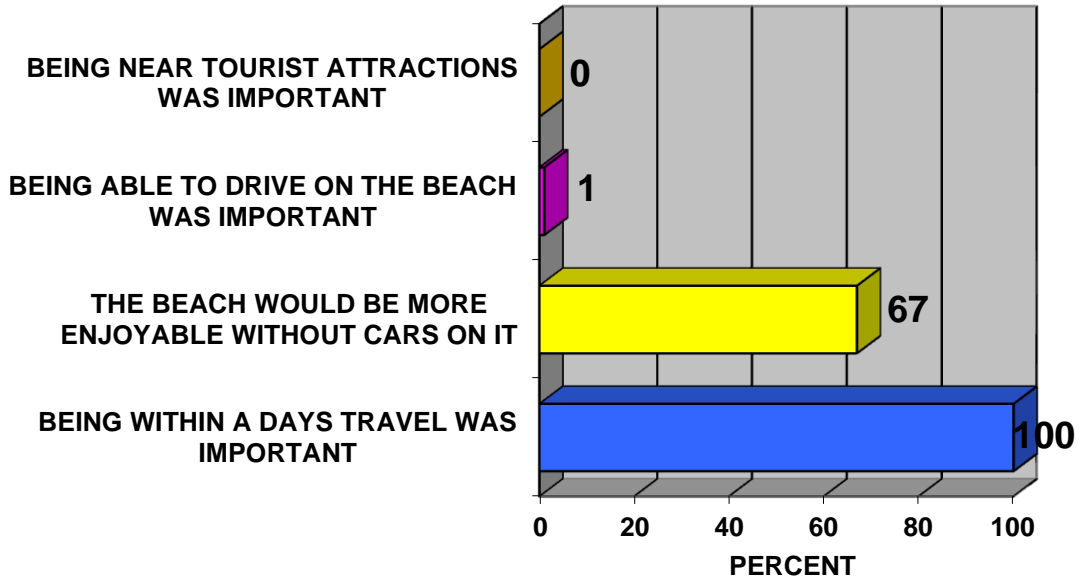


- ◆ While in Daytona Beach, 44% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 1% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 6% of the visitors from Florida paid the fee to park in the parking garage.

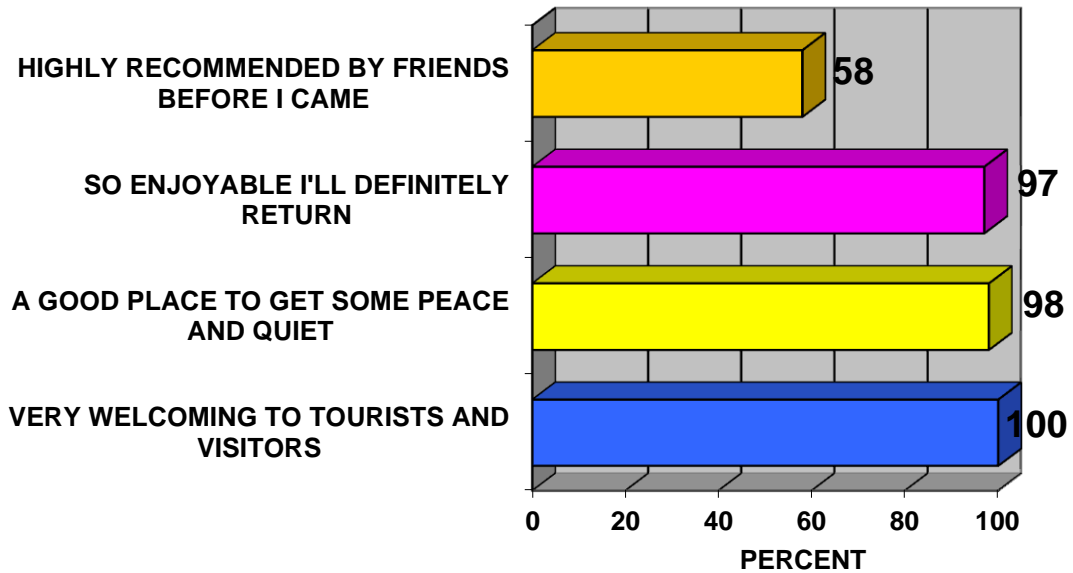
VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



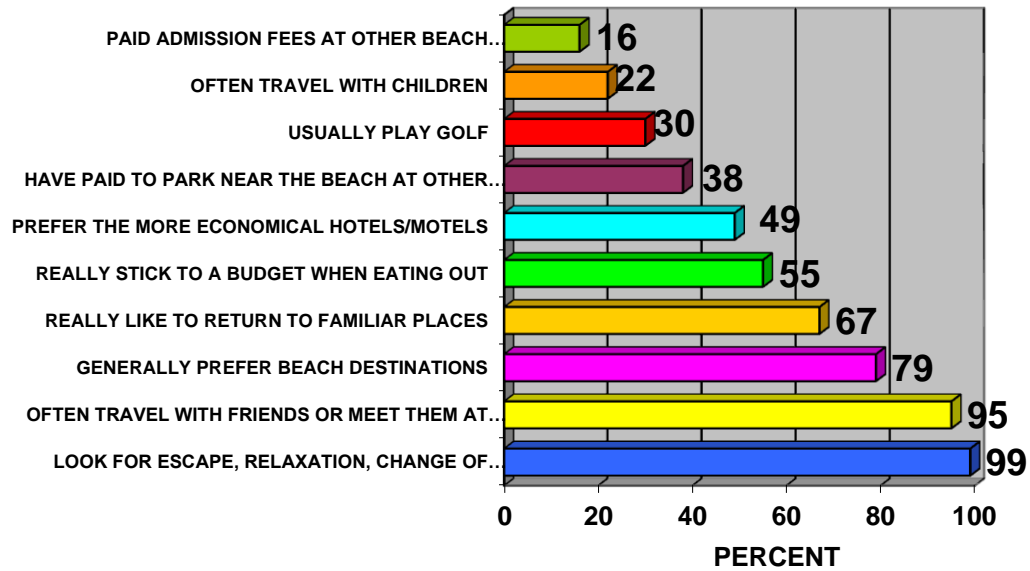
IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:



VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:

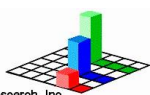


ON PLEASURE TRIPS VISITORS FROM FLORIDA:

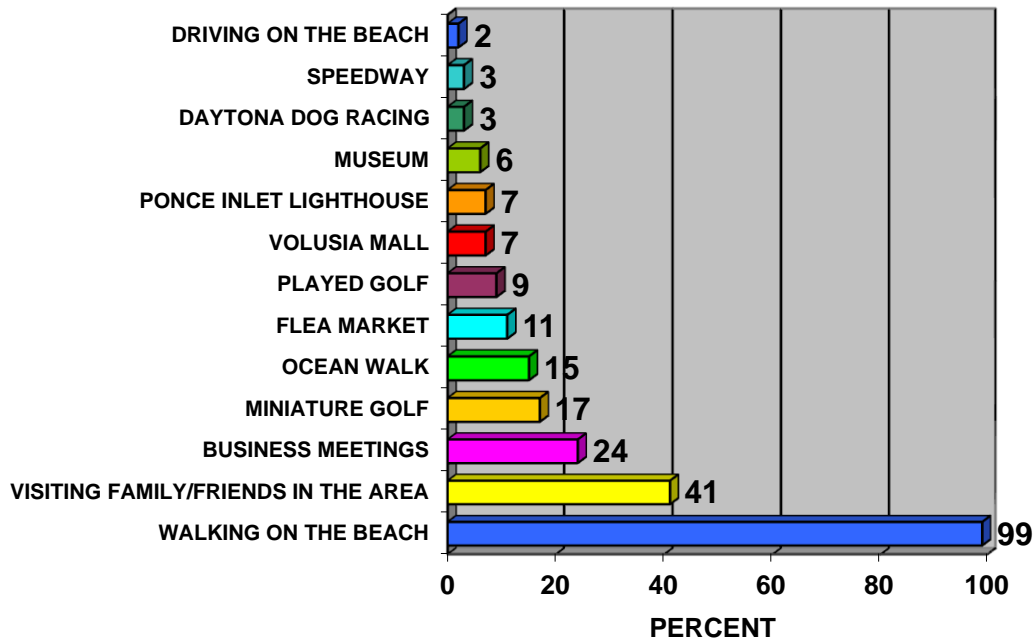


◆ Magazines received and read by members of visitors' from Florida households are:

| | | | |
|-----|--------------------------|-----|------------------------|
| 56% | No magazines | 5% | Ladies Home Journal |
| 32% | Modern Maturity | 5% | National Geographic |
| 26% | AAA Magazine | 5% | US News & World Report |
| 22% | Southern Living | 4% | Better Homes & Garden |
| 14% | Readers Digest | 4% | Good Housekeeping |
| 13% | Golf magazines - various | 4% | Time |
| 10% | People Magazine | 4% | Various others |
| 9% | Sports Illustrated | Tr. | TV Guide |
| 6% | Family Circle | | |



ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:



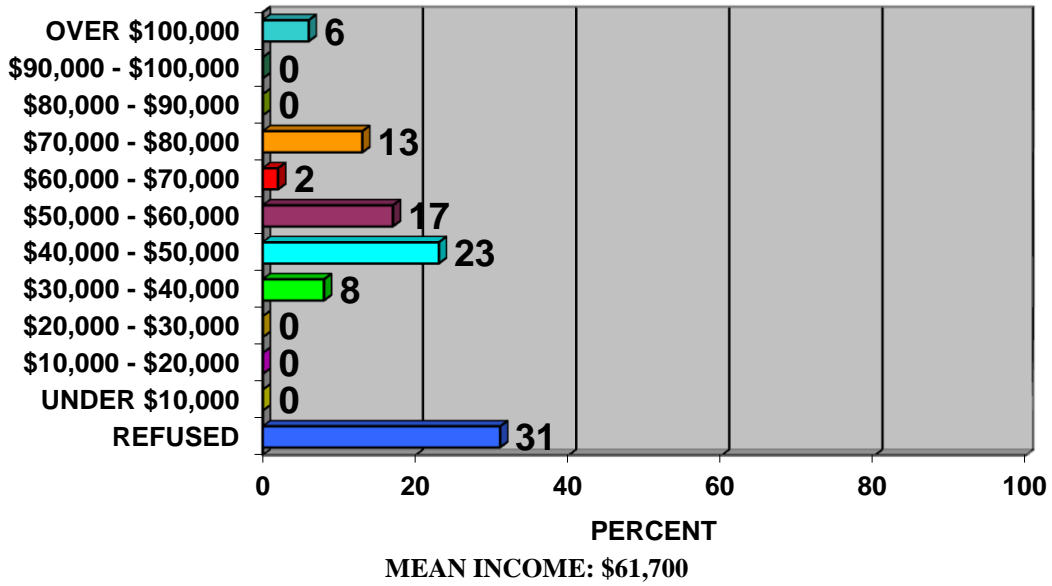
- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 52% of the visitors from Florida to complete the survey were female, 48% were male.

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

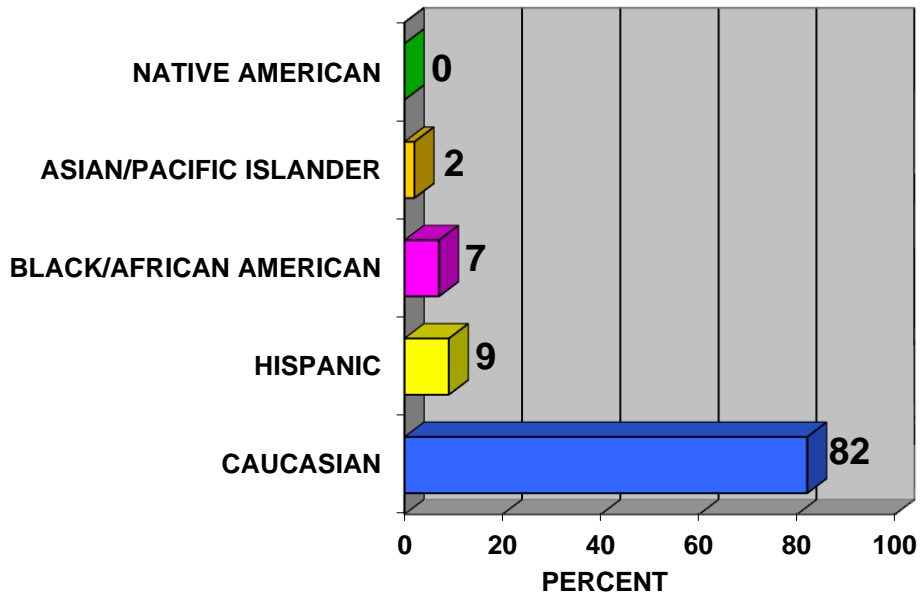


- ◆ Visitors from Florida were an average of 56 years old.
- ◆ 79% of visitors from Florida were married, and 22% were single.

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



THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:



AUGUST 2016 DAYTONA BEACH POINTS OF ORIGIN

| | | | | | |
|-----|----------------|-----|-------------|-----|---------------|
| 39% | Florida | 1% | California | Tr. | Massachusetts |
| 9% | Georgia | 1% | Michigan | Tr. | Minnesota |
| 7% | New York | 1% | New Jersey | Tr. | Mississippi |
| 6% | Ohio | 1% | Virginia | Tr. | Nebraska |
| 5% | North Carolina | Tr. | Arizona | Tr. | New Hampshire |
| 3% | Pennsylvania | Tr. | Arkansas | Tr. | Oklahoma |
| 3% | Tennessee | Tr. | Colorado | Tr. | Oregon |
| 3% | Illinois | Tr. | Connecticut | Tr. | Vermont |
| 2% | Indiana | Tr. | Iowa | Tr. | Washington |
| 2% | Kentucky | Tr. | Kansas | Tr. | West Virginia |
| 2% | South Carolina | Tr. | Louisiana | Tr. | Wisconsin |
| 2% | Texas | Tr. | Maine | | |
| 1% | Alabama | Tr. | Maryland | | |

◆ TOTAL U.S.A. 90%

◆ CANADA (6% of the total)

| | | | |
|-----|---------|-----|------------------|
| 3% | Quebec | Tr. | British Columbia |
| 2% | Ontario | Tr. | Newfoundland |
| Tr. | Alberta | Tr. | Nova Scotia |

◆ FOREIGN (4% of the total)

| | | | |
|-----|----------------|-----|-------------|
| 2% | U.K. | Tr. | France |
| 1% | Germany | Tr. | Netherlands |
| Tr. | Central Europe | Tr. | Norway |
| Tr. | Denmark | Tr. | Russia |

◆ FLORIDA VISITORS (by percent of Florida total)

| | |
|-----|---|
| 31% | Orlando, Daytona Beach, Melbourne, Leesburg, Ocala |
| 28% | Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven |
| 11% | Jacksonville |
| 10% | Miami, Fort Lauderdale, The Keys |
| 8% | West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton |
| 7% | Gainesville |
| 3% | Ft. Myers, Naples |
| 1% | Tallahassee |
| Tr. | Panama City |
| Tr. | Pensacola, Ft. Walton Beach |

