

DAYTONA BEACH VISITOR PROFILE

January 2018



Prepared for The Halifax Area Advertising Authority

By:



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OUT OF STATE VISITORS

January, 2018 Daytona Beach Visitor Profile

- ◆ For 39% 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.
- ◆ 57% 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:	2018 %
Beach	63
Been to Daytona Beach before	60
Weather	57
Family/friends in the area	39
Rolex/Speedway	29
Business	21
Personal event/other	19
Meeting/convention	12
Close to home	11
Golf	10
Stopover/going elsewhere	9
Timeshare deal	7
Close to major attractions	6
Fishing	2

OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	69
Saw no ads	35
Brochures	26
Magazines	21
Newspapers	8
Television	5
Billboards	0

- ◆ 54% of the out of state visitors asked for information before coming.
- ◆ 72% used the Internet to plan their trip to Daytona Beach.
- ◆ 65% used the Internet to choose a place to stay.
- ◆ 59% 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:	2018 %
Trip Advisor	62
Google	55
Expedia	43
Travelocity	39
Yahoo Travel	25
None	14
Orbitz	9
Hotels.com	9
Kayak	8
Priceline	8
Cheap Flights	5
Yapta	0
Travel.com	0

OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	79
Research flights and prices	75
Book hotels	68
Book airline flights	68
Find packages	35
Buy packages	17

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:	2018 %
Trip Advisor	63
Various hotel chains	57
Expedia	44
Google	40
Travelocity	35
Hotels.com	19
Orbitz	18
Priceline	12
Hotwire	7
Yahoo Travel	5
Kayak	0
Travel.com	0

TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:	2018 %
Any/all out of their area	60
Delta	37
American	14
Southwest	9
Jet Blue	8

- ◆ 75% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 97% to see what is new with their friends, and 94% to talk about activities/vacations.
- ◆ 17% of the out of state visitors use Twitter.
- ◆ 80% 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:	2018 %
Summer	88
Winter	85
Fall	58
Spring	44

OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	76
No usual destination	60
Other areas in the USA	41
Caribbean/Cruise	39
Beaches in general	35
N.E. in general (NY, NJ, New England, etc.)	22
Mountains in general	20
Other areas outside the USA	17
S.E. in general (GA, SC, NC, etc.)	15
West in general (excluding CA/AZ)	10
CA/AZ	9
Hawaii	8
Mexico	Tr.

- ◆ 88% 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:	2018 %
Florida	92
Other areas inside the USA	62
Caribbean/Cruise	44
CA/AZ	21
Other Areas outside the USA	18
Hawaii	13
Myrtle Beach	2
Mexico	Tr.

THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:	2018 %
Husband and wife	48
Friends	21
Self (single)	19
Family	6
Husband	3
Wife	3

OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:	2018 %
Husband and wife	36
Friends	33
Self (single)	19
Family	12

THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:	2018 %
Doesn't matter	75
Winter	20
Summer	20
Spring	8
Fall	6

- ◆ The average party size for out of state visitors was 2.6.
- ◆ 6% of out of state visitors traveled with children age 12 and younger.
- ◆ 6% of out of state visitors traveled with teenagers.
- ◆ 39% traveled with friends/relatives; 42% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 35% said government/company business, 20% said convention/trade show, and 32% said to meet a cruise.
- ◆ 48% of out of state visitors traveled by air, and 52% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 65% landed in Daytona Beach.
 - 30% landed in Orlando/Sanford.
 - 5% landed elsewhere.
- ◆ 6% of the out of state visitors that flew into Orlando said that it was inconvenient.

THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:	2018 %
Daytona Beach	78
Florida in general	12
Orlando	7
East coast of Florida in general	2
South Florida	1

- ◆ The average number of days out of state visitors spent away from home was 8.9.
- ◆ The average number of days spent in Daytona Beach was 6.5.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors immediate party was about \$201.
- ◆ 90% of the out of state visitors made advanced reservations, with the average time in advance being about 2 months.
- ◆ 27% of out of state visitors did not use a professional travel service.
 - 58% used an Internet travel service.
 - 8% used a travel agent.
 - 2% used an auto club.
 - Tr. used AAA Club.



Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	89
Less expensive	10
More expensive	1

- ◆ While in Daytona Beach, 47% 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.
- ◆ 10% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2018 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	98
The ideal vacation destination for a family	98
Full of activities/things to do	97
A family oriented area	87
Important for playing golf	12

IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:	2018 %
Being within a day's travel was important	85
The beach would be more enjoyable without cars on it	46
Being near tourist attractions was important	14
Being able to drive on the beach was important	2

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:	2018 %
Very welcoming to tourists and visitors	100
So enjoyable I'll definitely return	99
A good place to get some peace and quiet	80
Highly recommended by friends before I came	74

ON PLEASURE TRIPS OUT OF STATE VISITORS:	2018 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	83
Generally prefer beach destinations	58
Have paid to park near the beach at other destinations	52
Really like to return to familiar places	42
Really stick to a budget when eating out	42
Prefer the more economical hotels/motels	40
Paid admission fees at other beach destinations	24
Usually play golf	18
Often travel with children	12

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

44%	No magazines	7%	Time
25%	AAA Magazine	5%	Readers Digest
19%	Modern Maturity	4%	Better Homes & Garden
14%	Golf magazines - various	4%	Good Housekeeping
14%	Sports Illustrated	4%	Ladies Home Journal
12%	US News & World Report	4%	Various others
10%	Car/Biker magazines - various	Tr.	TV Guide
10%	National Geographic	Tr.	Various fishing magazines
10%	Southern Living		
7%	Family Circle		
7%	People Magazine		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:	2018 %
Walking on the beach	90
Visiting family/friends in the area	39
Speedway	33
Ocean Walk	23
Business/meetings	20
Played golf	16
Volusia Mall	15
Daytona Dog Races	12
Flea Market	12
Miniature golf	12
EPCOT	9
Driving on the beach	8
St. Augustine	8
Museum	7
MGM Studios	6
Animal Kingdom	5
Kennedy Space Center	5
Magic Kingdom	4
Universal Studios	2
Sea World	1
Ponce Inlet Lighthouse	Tr.

- ◆ All the out of state visitors would recommend Daytona Beach to others.
- ◆ 55% of the out of state visitors to complete the survey were male, 45% were female.

OCCUPATION OF THE PRIMARY WAGE EARNER OF OUT OF STATE VISITORS HOUSEHOLD IS:	2018 %
Retired	25
Professional/self employed	28
Mid-range white collar	21
Skilled labor	18
Refused	10
Clerical	0

- ◆ Out of state visitors were an average of 55 years old.
- ◆ 86% of out of state visitors were married, and 14% were single.

OUT OF STATE VISITORS ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	6
\$90,000 - \$100,000	0
\$80,000 - \$90,000	3
\$70,000 - \$80,000	14
\$60,000 - \$70,000	4
\$50,000 - \$60,000	18
\$40,000 - \$50,000	15
\$30,000 - \$40,000	0
\$20,000 - \$30,000	Trace
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	40

Mean Income: \$70,600

THE RACIAL/ETHNIC GROUP FOR OUT OF STATE VISITORS IS:	2018 %
Caucasian	75
Hispanic	12
Black/African America	11
Asian/Pacific Islander	2
Native American	0

FLORIDA VISITORS

January, 2018 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.
- ◆ 47% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS TO CHOOSE DAYTONA BEACH WERE:	2018 %
Close to home	96
Been to Daytona Beach before	66
Family/friends in the area	47
Beach	33
Rolex/Speedway	25
Business	20
Meeting/convention	20
Weather	20
Personal event/other	18
Timeshare deal	8
Golf	4
Competitive Tournaments	3
Close to major attractions	0
Fishing	0

VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:	2018 %
Internet	76
Saw no ads	34
Brochures	20
Magazines	10
Newspapers	8
Television	8
Billboards	0

- ◆ 33% of the visitors from Florida asked for information before coming.
- ◆ 69% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 65% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 59% of the visitors from Florida used the Internet to make reservations.
- ◆ 65% 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:	2018 %
Google	61
Trip Advisor	60
Expedia	42
Travelocity	39
None	11
Kayak	9
Priceline	8
Yahoo Travel	8
Orbitz	8
Hotels.com	8
Travel.com	1
Cheap Flights	Tr.
Yapta	Tr.

VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:	2018 %
Research hotels	81
Research flights and prices	79
Book hotels	63
Book airline flights	63
Find packages	22
Buy packages	10

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:	2018 %
Trip Advisor	65
Google	56
Various hotel chains	55
Travelocity	38
Expedia	37
Hotels.com	20
Orbitz	15
Priceline	12
Yahoo Travel	12
None	11
Kayak	7
Hotwire	6
Travel.com	1

TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:	2018 %
Any/all out of their area	60
Delta	44
Jet Blue	7
Southwest	3



- ◆ 79% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 94% to talk about activities/vacations.
- ◆ 20% 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:	2018 %
Summer	94
Winter	76
Fall	55
Spring	50

VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:	2018 %
Florida in general	99
No usual destination	90
Beaches in general	50
Caribbean/Cruise	44
Other areas in the USA	40
N.E. in general (NY, NJ, New England, etc.)	19
Other areas outside the USA	18
Mountains in general	15
S.E. in general (GA, SC, NC, etc.)	13
CA/AZ	8
West in general (excluding CA/AZ)	6
Hawaii	4
Mexico	Tr.

- ◆ 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:	2018 %
Florida	100
Caribbean/Cruise	60
Other areas inside the USA	55
Other areas outside the USA	19
California	12
Hawaii	8
Mexico	1
Myrtle Beach	0



THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:	2018 %
Husband and wife	37
Self (single)	23
Friends	24
Family	6
Wife	4
Husband	6

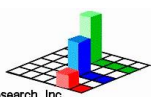
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:	2018 %
Friends	29
Husband and wife	28
Self (single)	27
Family	10

THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:	2018 %
Doesn't matter	81
Summer	37
Winter	20
Spring	5
Fall	5

- ◆ The average party size for visitors from Florida was 2.6.
- ◆ 8% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 9% of the visitors from Florida traveled with teenagers.
- ◆ 46% traveled with friends/relatives; 60% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 34% said government/company business, 35% said to meet a cruise, and 29% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:	2018 %
Daytona Beach	100

- ◆ The average number of days' visitors from Florida spent away from home was 3.6.
- ◆ The average number of days spent in Daytona Beach was 3.6.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors from Florida immediate party was about \$180.
- ◆ 98% of visitors from Florida made advanced reservations, with the average time in advance being about 2 months.
- ◆ 35% of visitors from Florida did not use a professional travel service.
 - 60% used an Internet travel service.
 - 5% used a travel agent.
 - 2% used a timeshare.
 - Tr. used an auto club.



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:	2018 %
About what I expected	84
Less expensive	13
More expensive	3

- ◆ While in Daytona Beach, 47% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 3% of the 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:	2018 %
Easy access to the beach from my hotel	100
A good value for the money spent	99
Clean and beautiful	99
A family oriented area	97
The ideal vacation destination for a family	97
Full of activities/things to do	95
Important for playing golf	6

IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:	2018 %
Being within a day's travel was important	100
The beach would be more enjoyable without cars on it	60
Being able to drive on the beach was important	Tr.
Being near tourist attractions was important	0

VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:	2018 %
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	69

ON PLEASURE TRIPS VISITORS FROM FLORIDA:	2018 %
Look for escape, relaxation, change of scenery, educational aspects	100
Often travel with friends or meet them at my destination	96
Generally prefer beach destinations	70
Really like to return to familiar places	60
Really stick to a budget when eating out	58
Have paid to park near the beach at other destinations	55
Prefer the more economical hotels/motels	51
Usually play golf	30
Paid admission fees at other beach destinations	19
Often travel with children	15

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

50%	No magazines	6%	Various Others
32%	Modern Maturity	5%	People Magazine
27%	AAA Magazine	4%	Ladies Home Journal
16%	Southern Living	4%	National Geographic
12%	Golf magazines - various	3%	Better Homes & Garden
12%	Sports Illustrated	3%	Good Housekeeping
10%	Readers Digest	1%	Fishing magazines - various
9%	Car magazines - various	Tr.	TV Guide
7%	Family Circle		
6%	Time		
6%	US News & World Report		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:	2018 %
Walking on the beach	86
Visiting family/friends in the area	43
Speedway	31
Business/meetings	29
Miniature golf	18
Flea Market	17
Ocean Walk	14
Played golf	11
Museum	7
Volusia Mall	7
Ponce Lighthouse	6
Daytona Dog Races	3
Driving on the beach	2
Kennedy Space Center	Tr.

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

OCCUPATION OF THE PRIMARY WAGE EARNER OF VISITORS FROM FLORIDA HOUSEHOLD IS:	2018 %
Retired	33
Mid-range white collar	26
Professional/self employed	21
Skilled labor	11
Refused	9
Clerical	0

- ◆ Visitors from Florida were an average of 54 years old.
- ◆ 77% of visitors from Florida were married, and 23% were single.

VISITORS FROM FLORIDA ESTIMATED ANNUAL INCOME FROM ALL SOURCES BEFORE TAXES WAS:	2018 %
Over \$100,000	4
\$90,000 - \$100,000	1
\$80,000 - \$90,000	3
\$70,000 - \$80,000	15
\$60,000 - \$70,000	3
\$50,000 - \$60,000	13
\$40,000 - \$50,000	10
\$30,000 - \$40,000	5
\$20,000 - \$30,000	0
\$10,000 - \$20,000	0
Under \$10,000	0
Refused	46

Mean Income: \$65,000

THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:	2018 %
Caucasian	74
Hispanic	13
Black/African America	12
Asian/Pacific Islander	1
Native American	0

JANUARY 2018 DAYTONA BEACH POINTS OF ORIGIN

29%	Florida	2%	Texas	Tr.	Kansas
7%	Georgia	1%	California	Tr.	Louisiana
7%	New York	1%	Kentucky	Tr.	Maine
6%	Ohio	1%	Massachusetts	Tr.	Maryland
5%	North Carolina	1%	Massachusetts	Tr.	Missouri
4%	Illinois	1%	Texas	Tr.	Nevada
3%	Michigan	1%	Virginia	Tr.	New Hampshire
3%	Pennsylvania	Tr.	Alabama	Tr.	Oklahoma
2%	Indiana	Tr.	Arizona	Tr.	Rhode Island
2%	New Jersey	Tr.	Colorado	Tr.	Washington D.C.
2%	South Carolina	Tr.	Connecticut	Tr.	West Virginia
2%	Tennessee	Tr.	Iowa	Tr.	Wisconsin

◆ TOTAL U.S.A. 82%

◆ CANADA (9% of the total)

5%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia		

◆ FOREIGN (9% of the total)

4%	U.K	Tr.	Italy
3%	Germany	Tr.	Netherlands
Tr.	Central Europe	Tr.	Norway
Tr.	China	Tr.	Russia
Tr.	Denmark	Tr.	Sweden
Tr.	France		

◆ FLORIDA VISITORS (by percent of Florida total)

29%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
13%	Miami, Fort Lauderdale, The Keys
11%	Jacksonville
10%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
5%	Gainesville
3%	Ft. Myers, Naples
3%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

