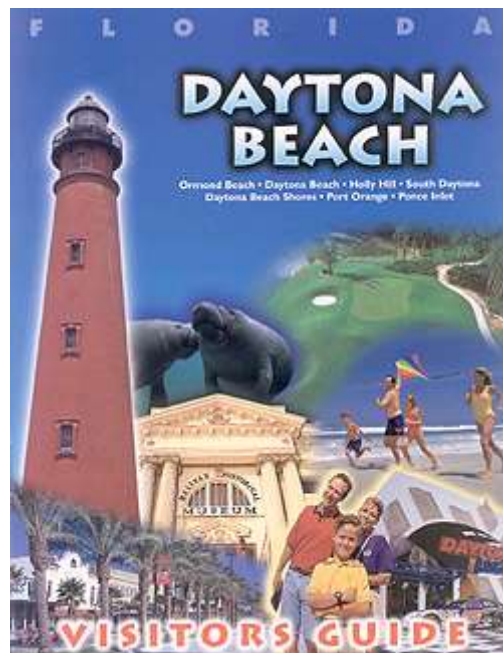


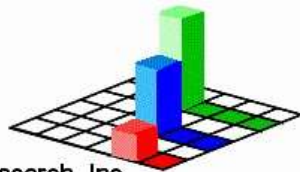
DAYTONA BEACH VISITOR PROFILE

February 2015



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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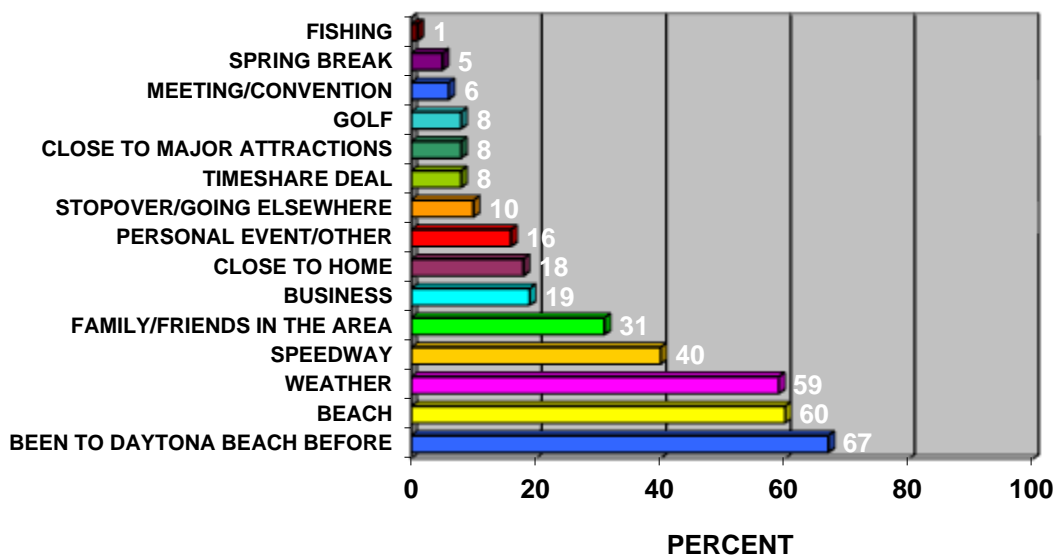
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OUT OF STATE VISITORS

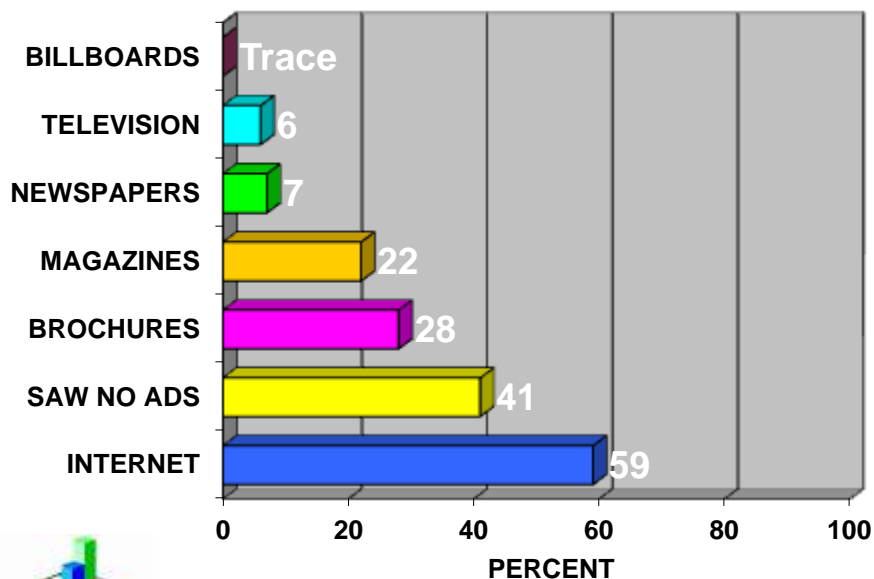
February, 2015 Daytona Beach Visitor Profile

- ◆ For 30% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 93% of the 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:

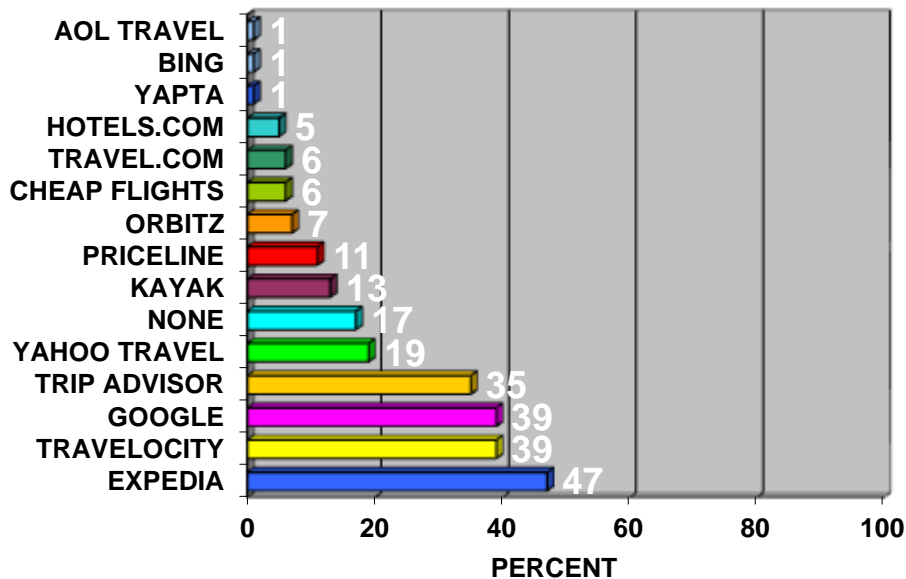


OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

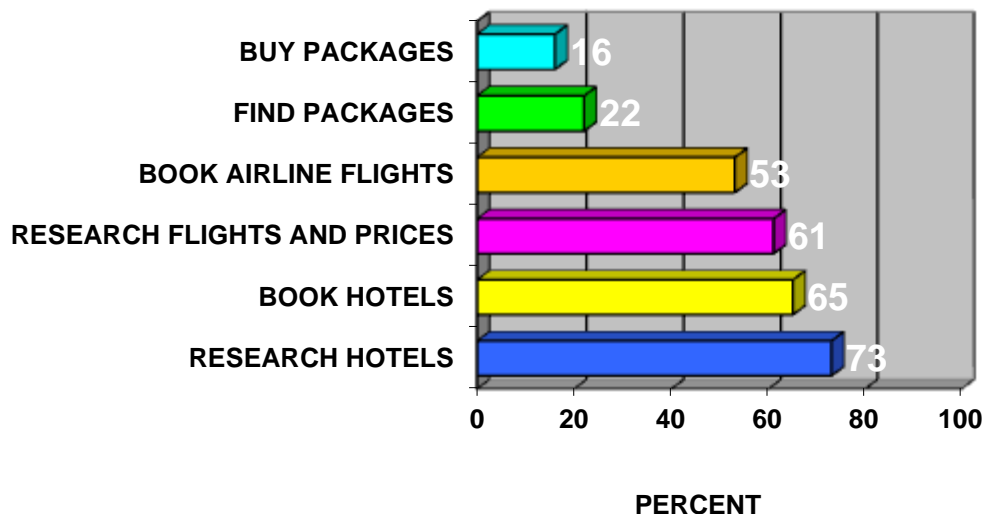


- ◆ 52% of the out of state visitors asked for information before coming.
- ◆ 59% used the Internet to plan their trip to Daytona Beach.
- ◆ 55% used the Internet to choose a place to stay.
- ◆ 55% used the Internet to make reservations.
- ◆ 56% used the Internet for other purposes regarding this trip to Daytona Beach such as: finding general information about the area, lodging information/reservations, traveling directions/maps, and/or race tickets.

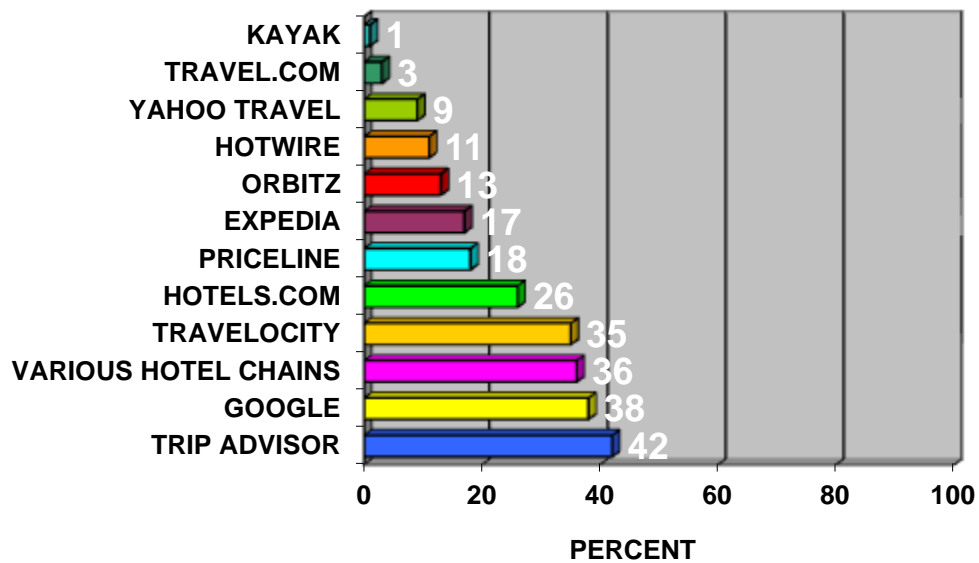
TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:



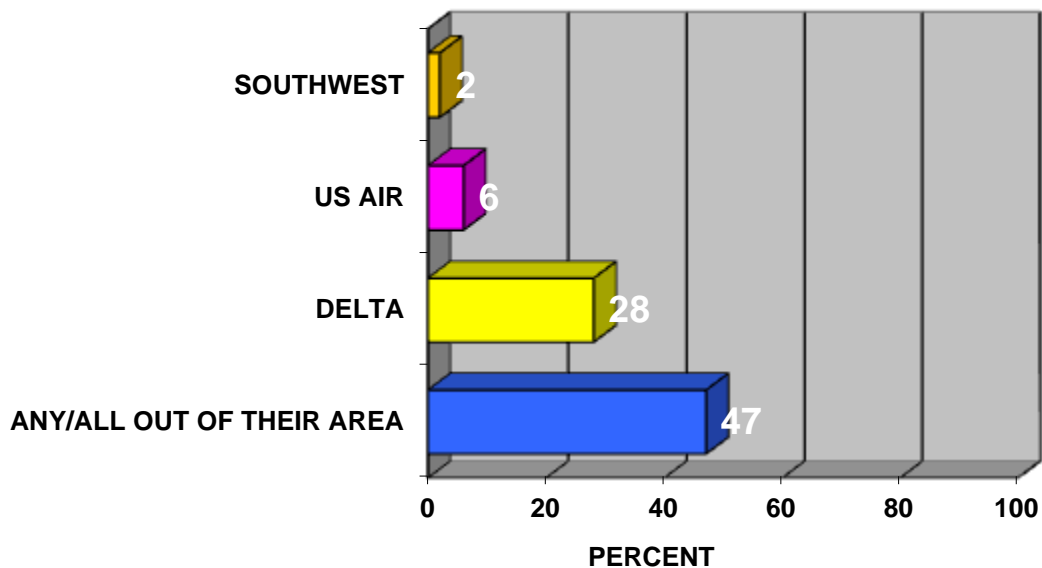
OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:



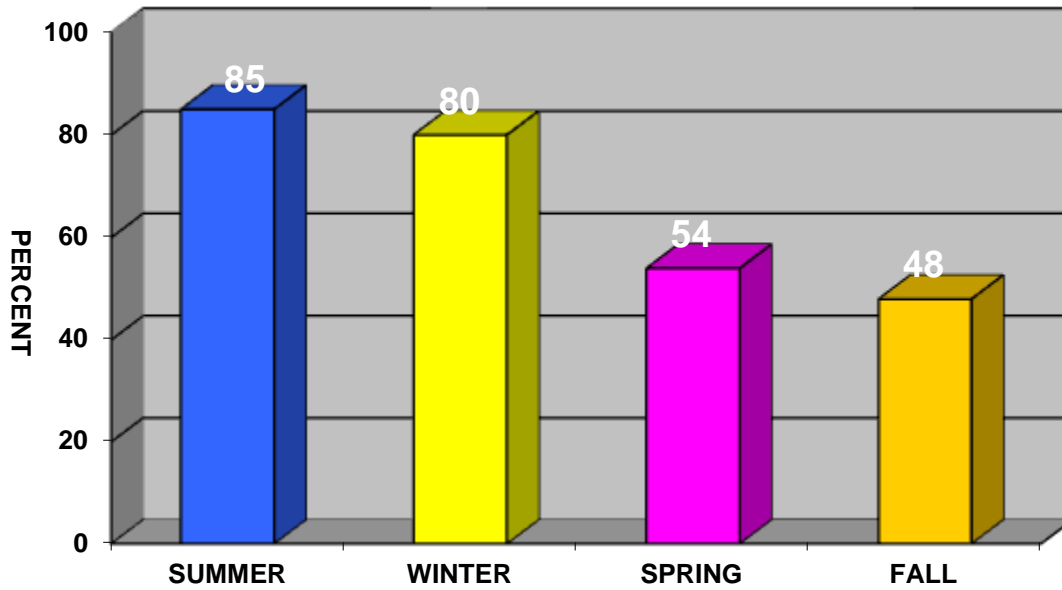
TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:



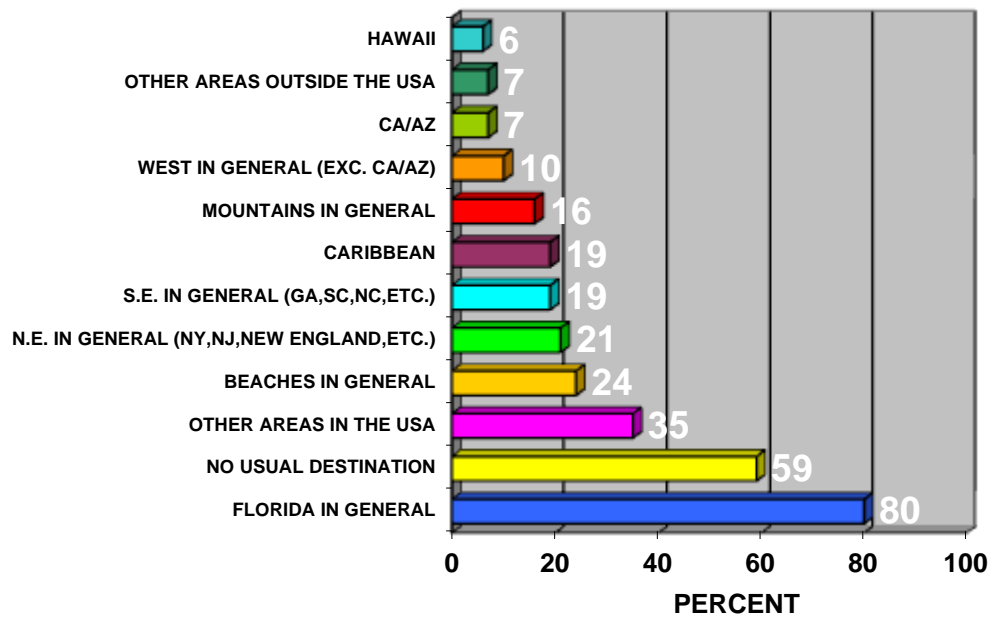
- ◆ 66% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 85% to talk about activities/vacations.
- ◆ 17% of the out of state visitors use Twitter.

- ◆ 61% 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:

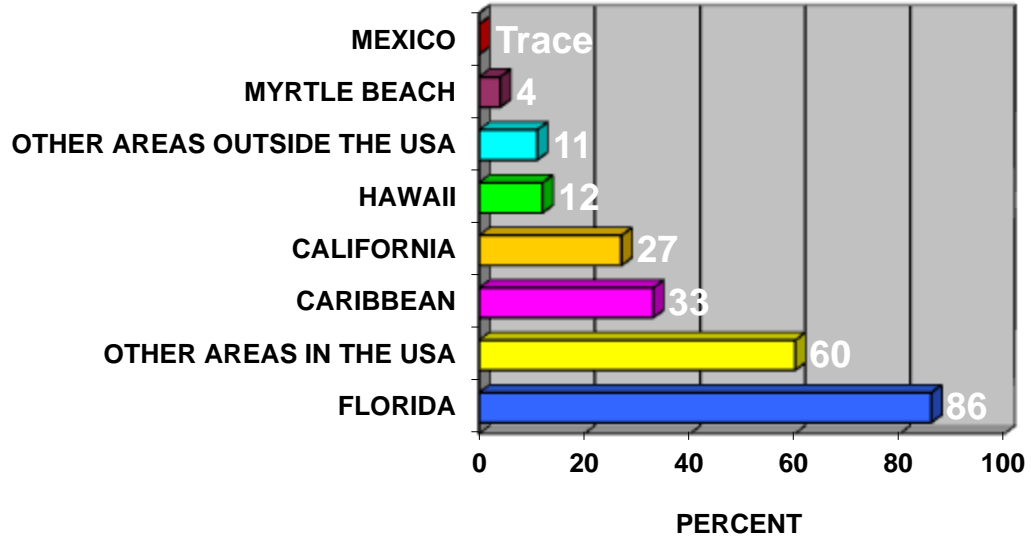


OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

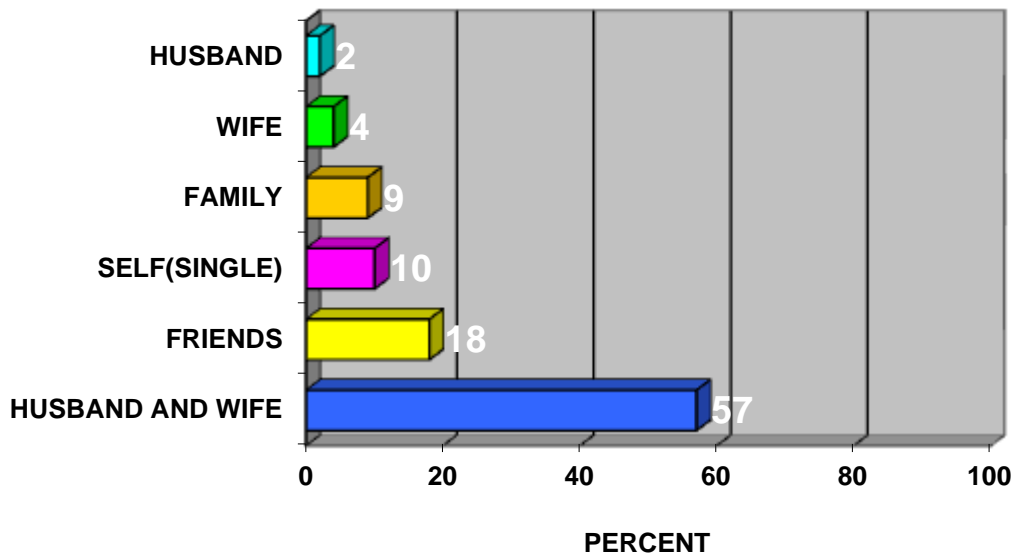


- ◆ 80% of the out of state visitors have taken another warm weather vacation in the past five years.

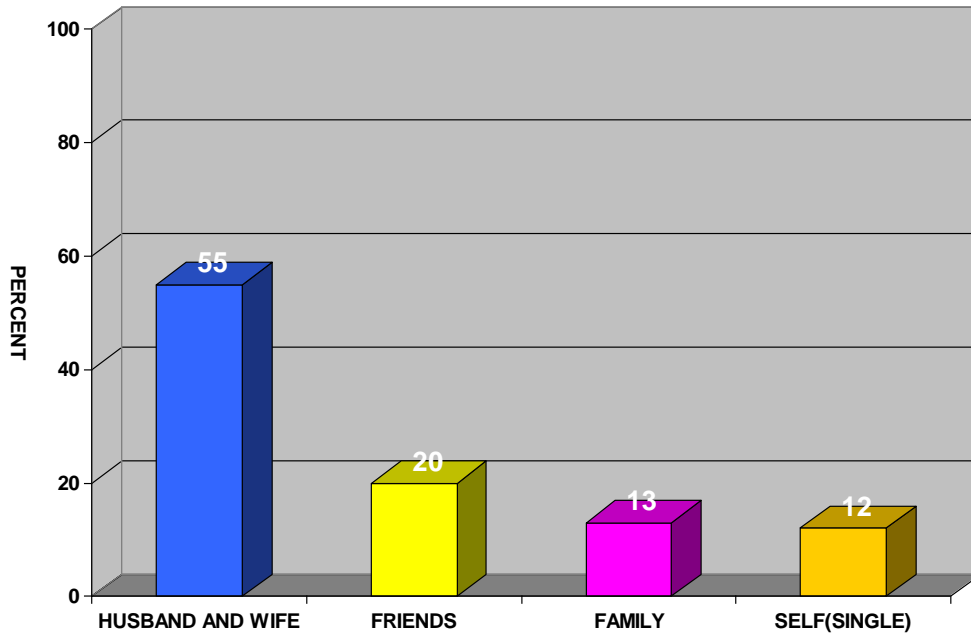
**OUT OF STATE VISITORS WHO HAVE TAKEN
ANOTHER WARM WEATHER VACATION IN THE PAST 5
YEARS ALSO VACATION IN:**



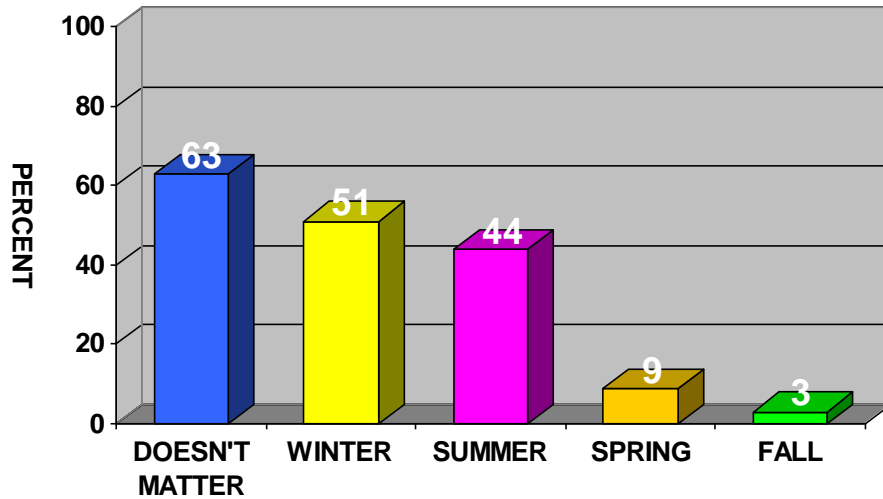
**THE DECISION TO VISIT DAYTONA BEACH FOR
OUT OF STATE VISITORS WAS MADE BY:**



OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:



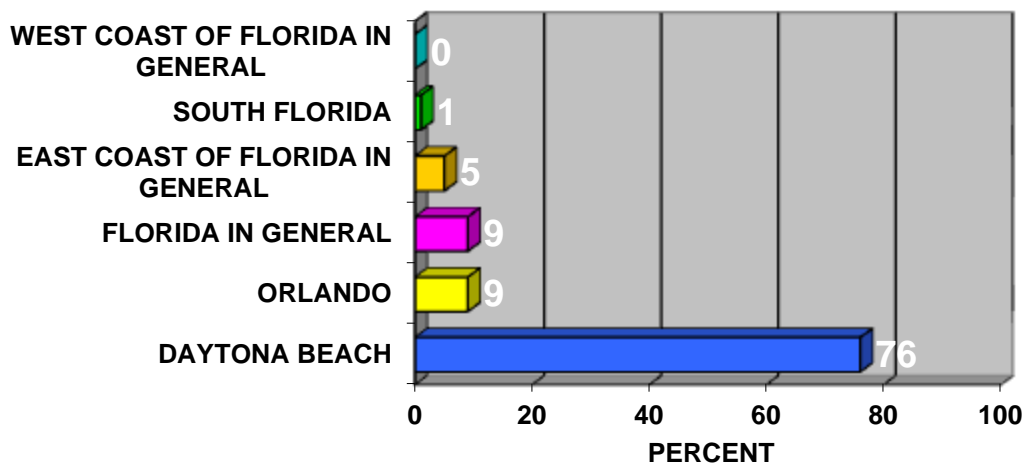
THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:



- ◆ The average party size for out of state visitors was 2.6.
- ◆ 7% of out of state visitors traveled with children age 12 and younger.
- ◆ 5% of out of state visitors traveled with teenagers.

- ◆ 37% traveled with friends/relatives; 40% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 31% said government/company business, 15% said convention/trade show, and 28% said to meet a cruise.
- ◆ 28% of out of state visitors traveled by air, 67% by auto, and 5% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 64% landed in Daytona Beach.
 - 35% landed in Orlando/Sanford.
 - 1% landed someplace else.
- ◆ 3% of the out of state visitors that flew into Orlando said that it was inconvenient.

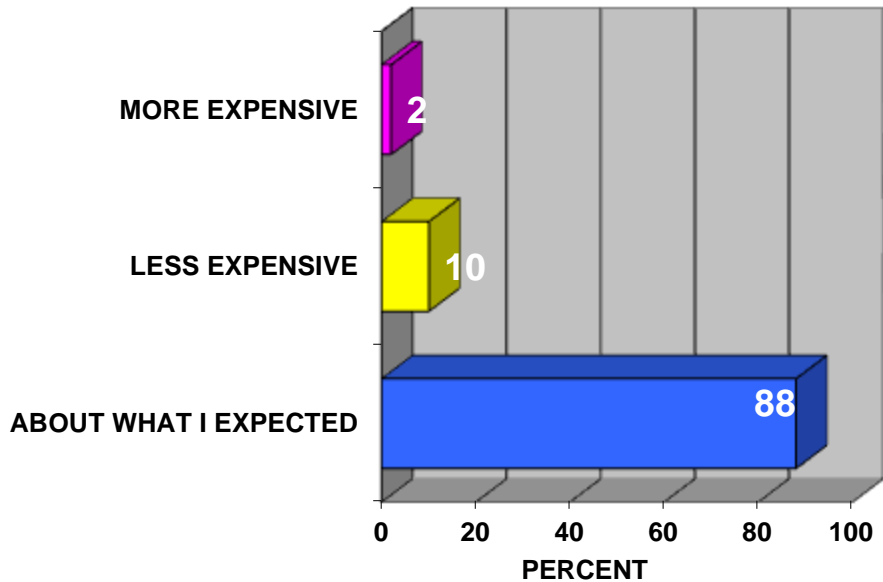
THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:



- ◆ The average number of days out of state visitors spent away from home was 9.0.
- ◆ The average number of days spent in Daytona Beach was 6.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors' immediate party was about \$175.
- ◆ 90% of out of state visitors made advanced reservations, with the average time in advance being about three to four months.
- ◆ 40% of out of state visitors did not use a professional travel service.
 - 49% used an Internet travel service.
 - 8% used a travel agent.
 - 2% used an auto club.
 - 1% time share people.

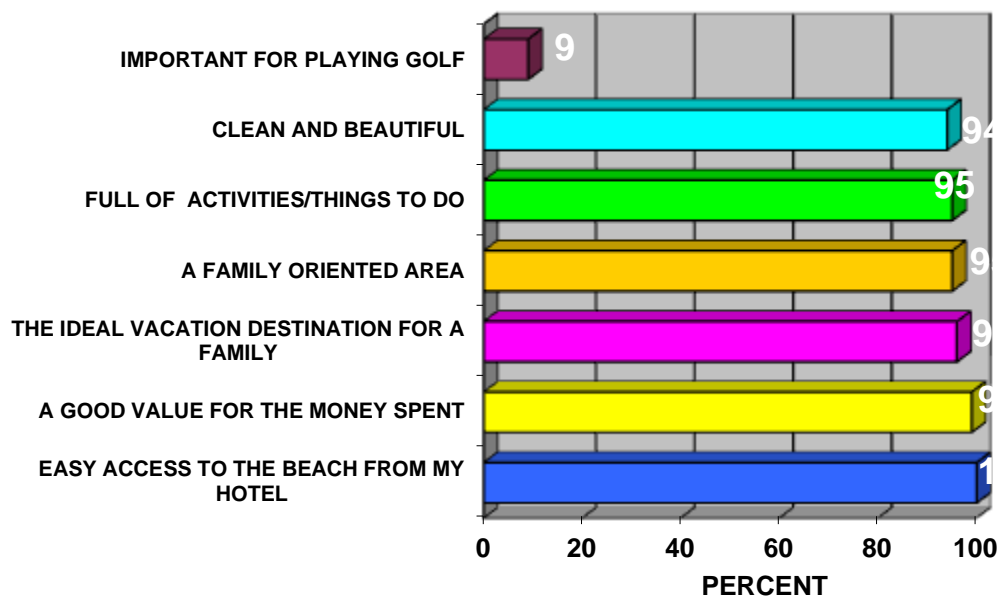
Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:

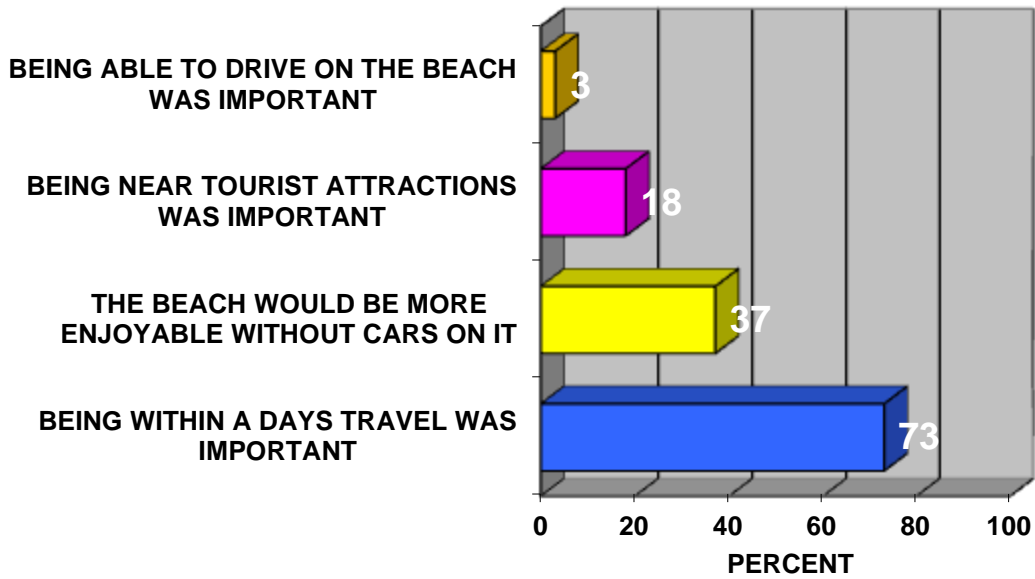


- ◆ While in Daytona Beach, 55% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 1% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 8% of the out of state visitors paid the fee to park in the parking garage.

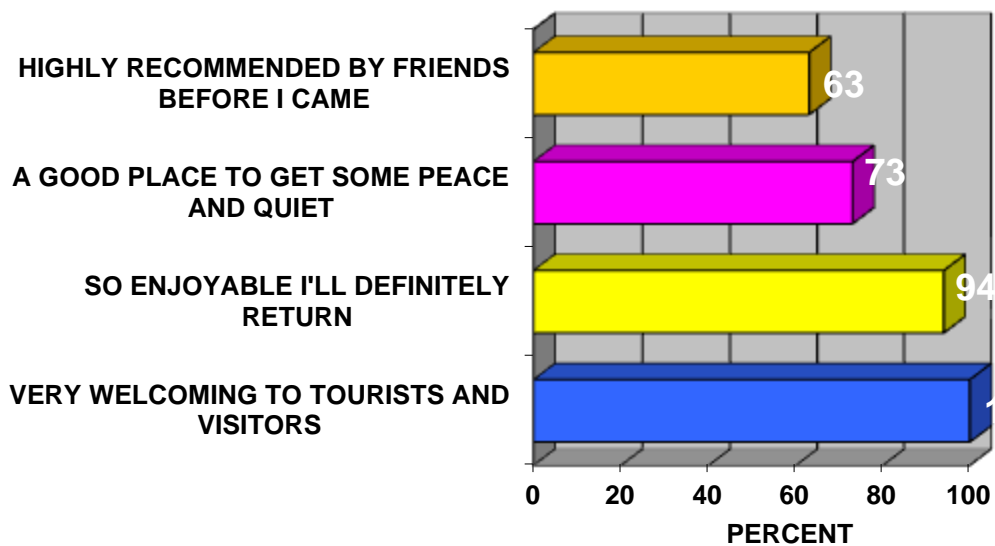
OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



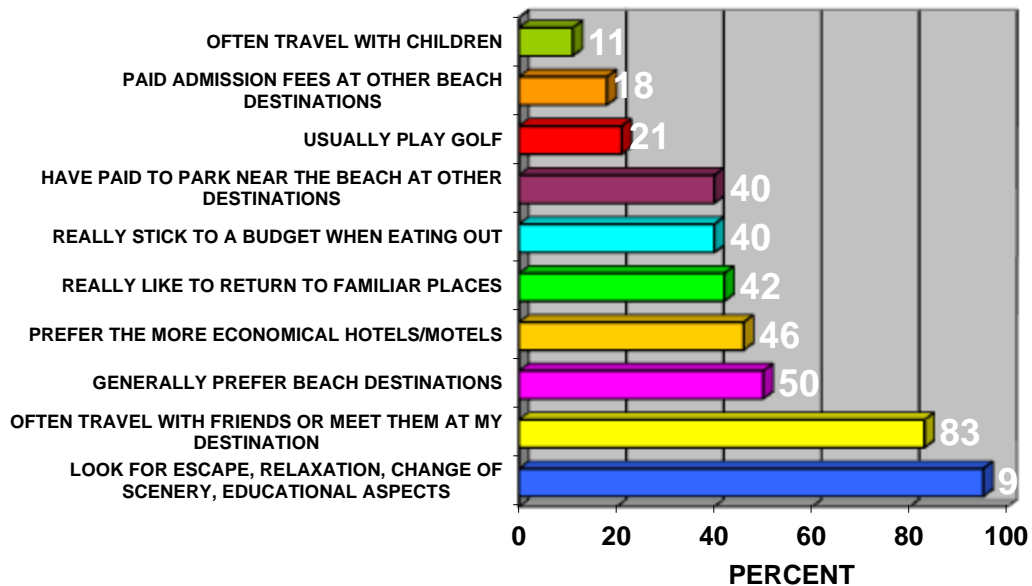
IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:



OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



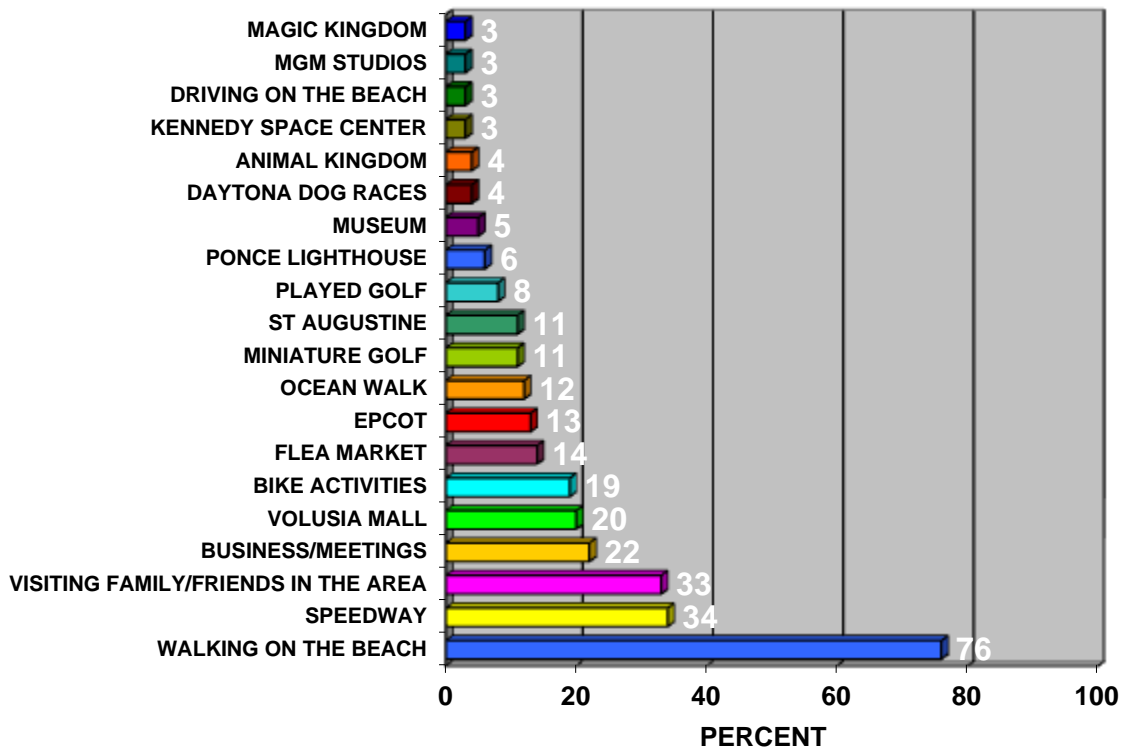
ON PLEASURE TRIPS OUT OF STATE VISITORS:



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

51%	No magazines	5%	Ladies Home Journal
25%	AAA Magazine	5%	National Geographic
24%	Modern Maturity	5%	Business Week
15%	Car magazines - various	4%	Time
13%	Readers Digest	4%	Family Circle
12%	Sports Illustrated	4%	Others
11%	Golf magazines - various	3%	Better Homes & Garden
7%	People Magazine		
7%	Southern Living		
7%	Bikers magazine		
6%	US News & World Report		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:



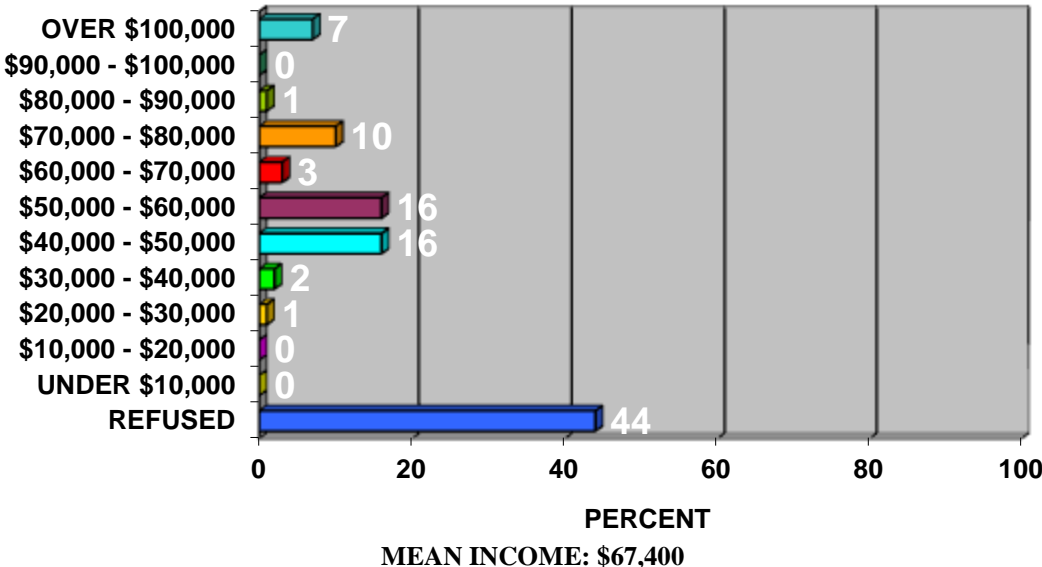
- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 59% of the out of state visitors to complete the survey were male, 41% were female.

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

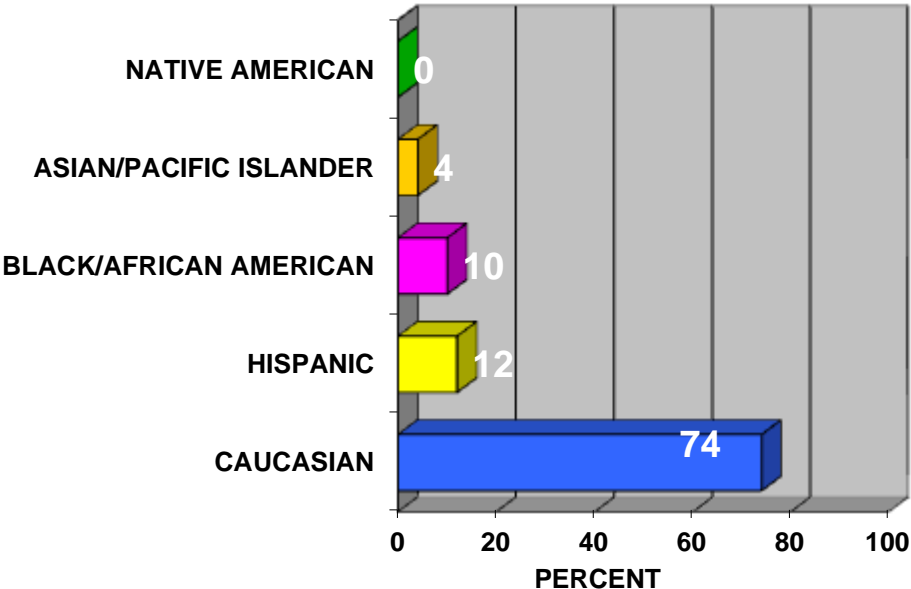


- ◆ Out of state visitors were an average of 58 years old.
- ◆ 86% of out of state visitors were married, and 14% were single.

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



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

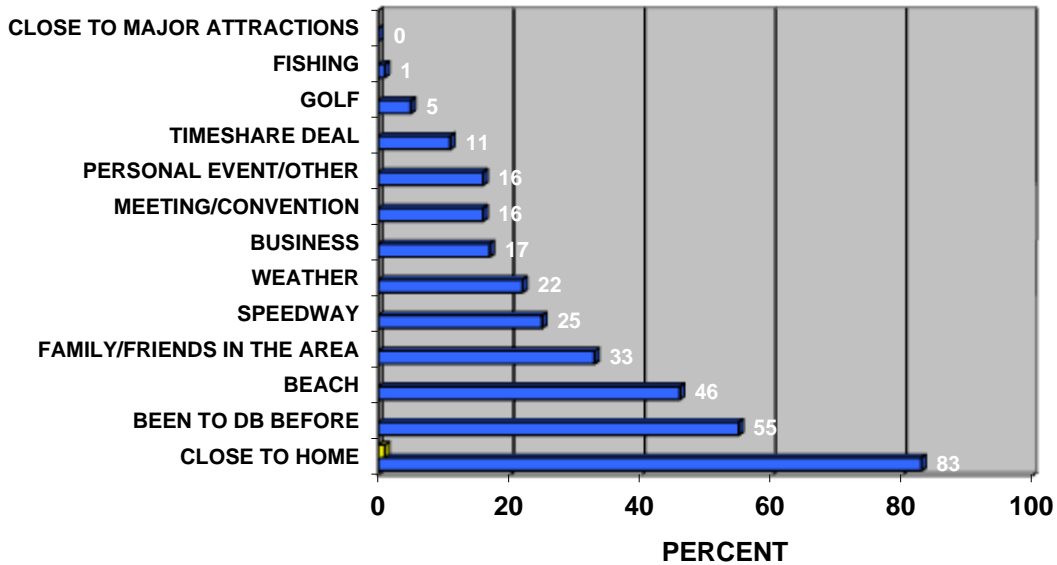


FLORIDA VISITORS

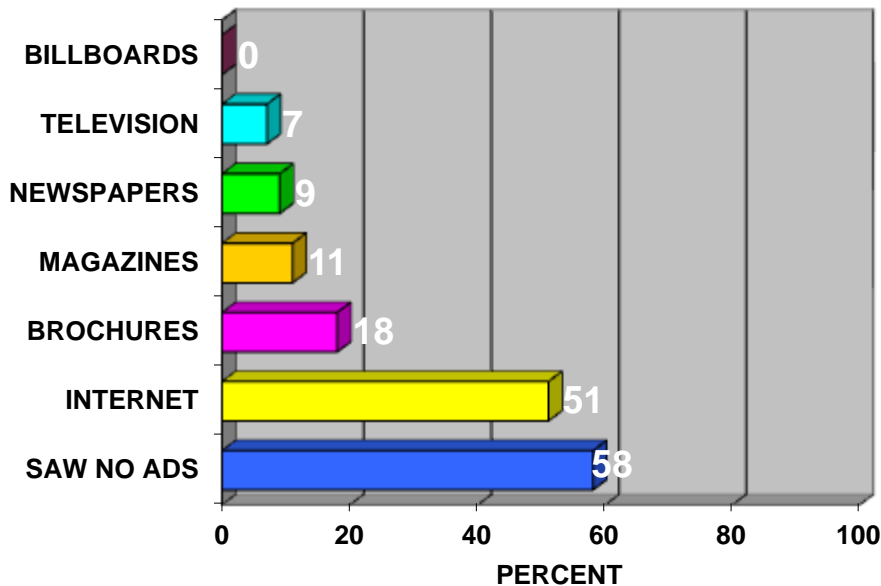
February 2015 Daytona Beach Visitor Profile

- ◆ For 29% 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.
- ◆ 50% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS FOR FLORIDA RESIDENTS TO CHOOSE DAYTONA BEACH WERE:

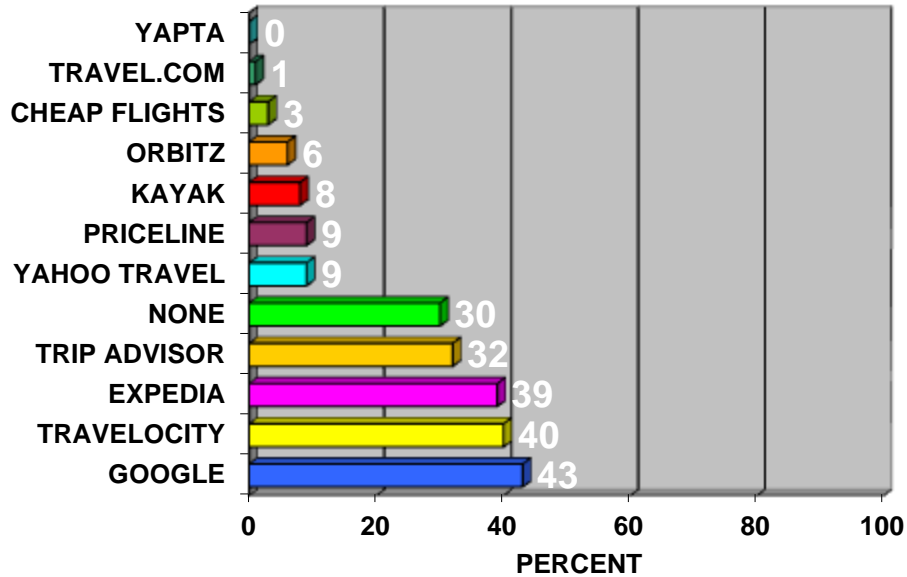


VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

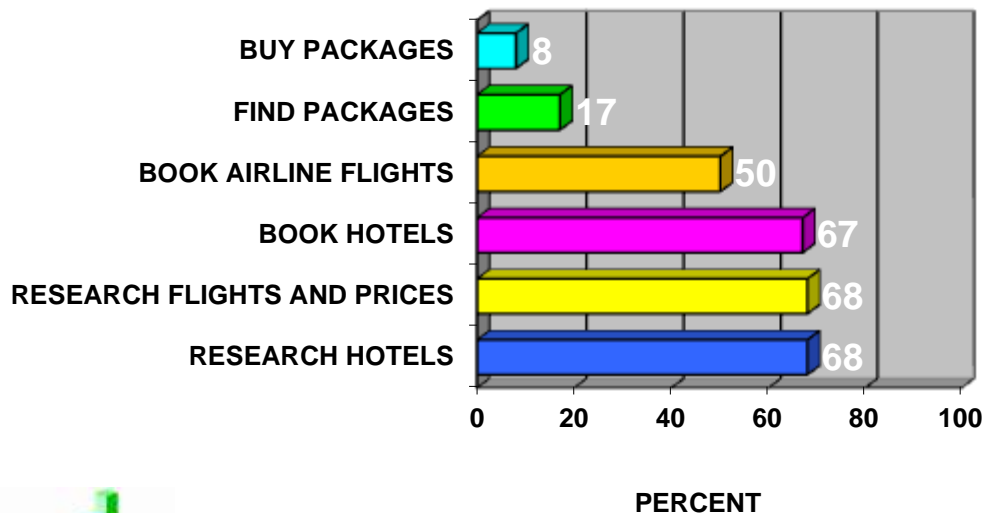


- ◆ 30% of the visitors from Florida asked for information before coming.
- ◆ 50% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 46% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 48% of the visitors from Florida used the Internet to make reservations.
- ◆ 49% 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, traveling directions/maps, car rental information/reservations, and/or flight information/reservations.

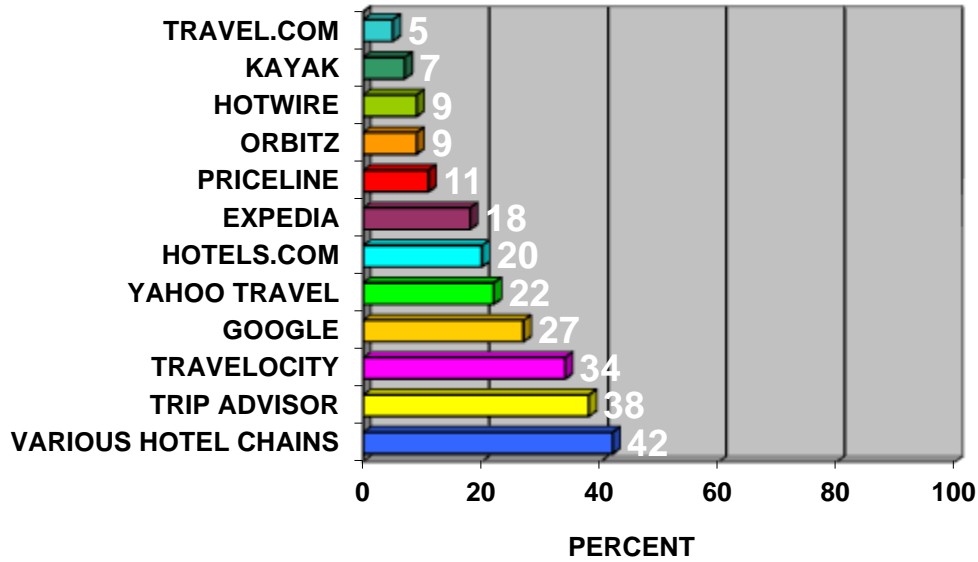
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:



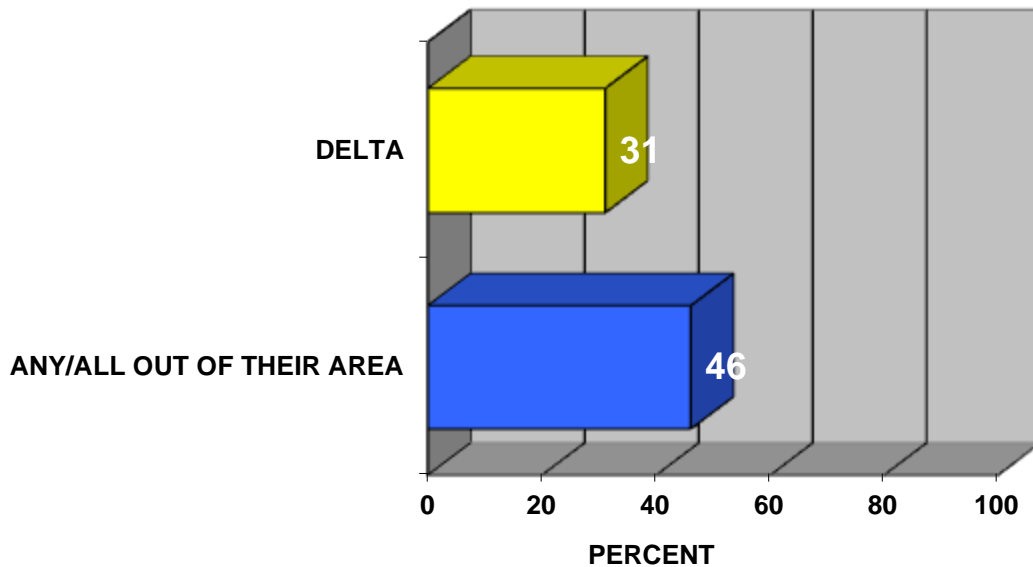
VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:



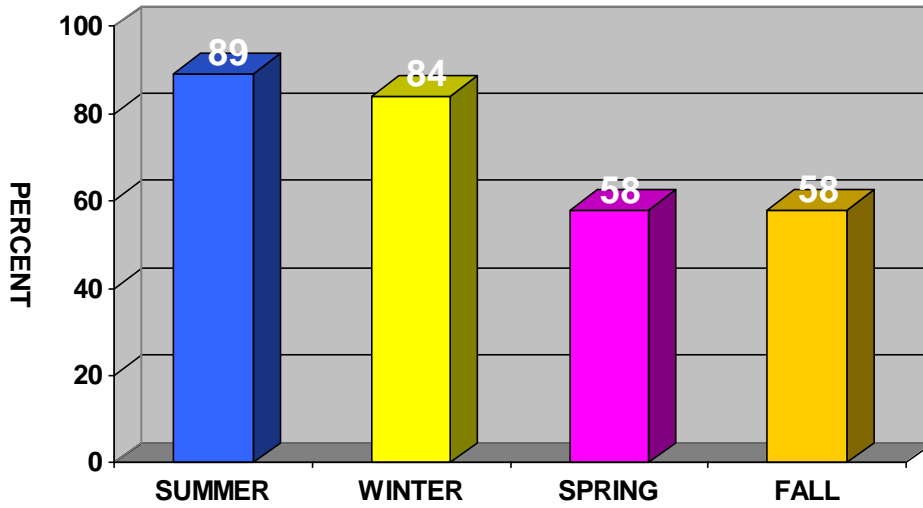
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:



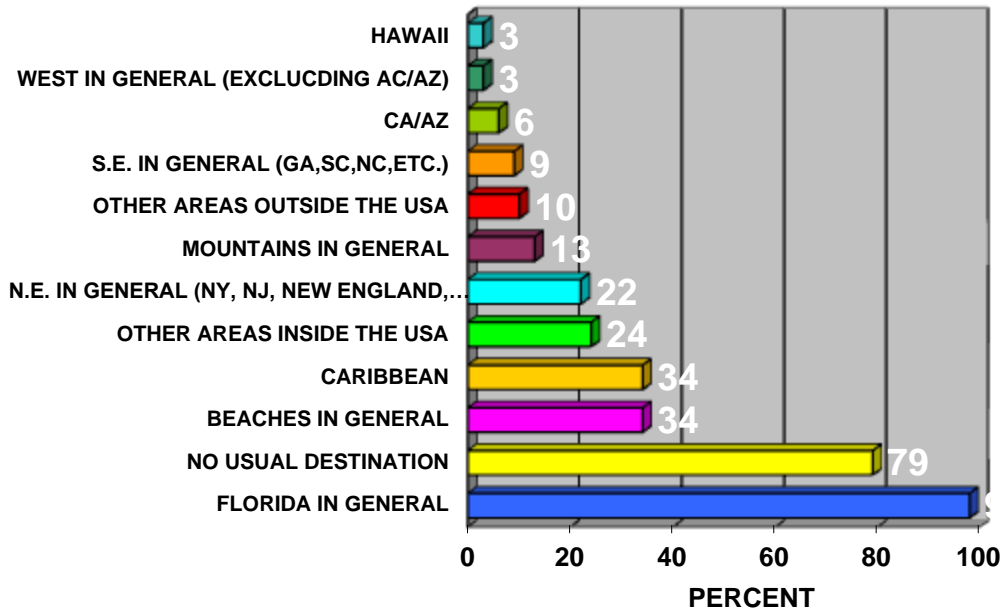
- ◆ 60% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 97% to see what is new with their friends, and 45% to talk about activities/vacations.
- ◆ 21% of the visitors from Florida use Twitter.

- ◆ 63% 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:

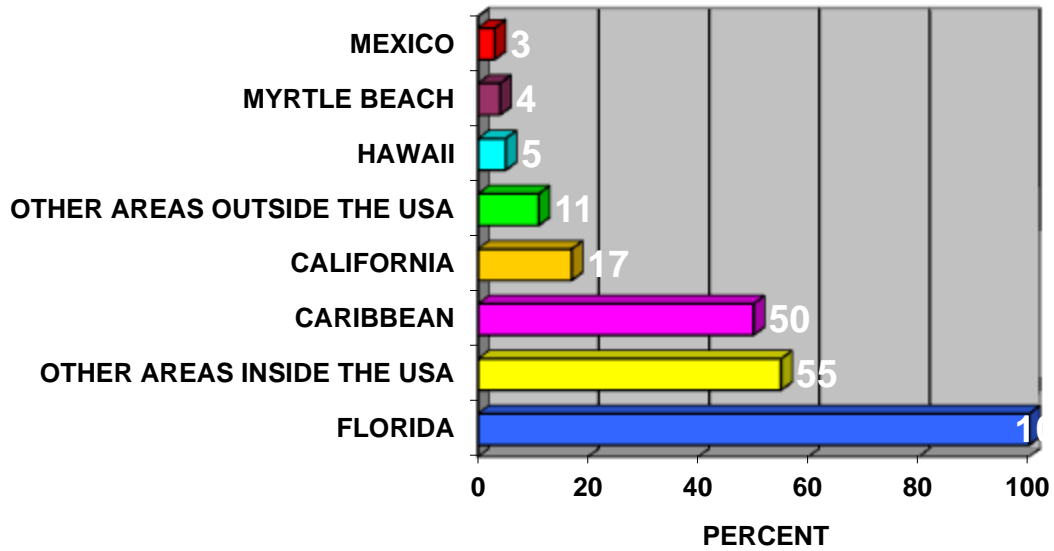


VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

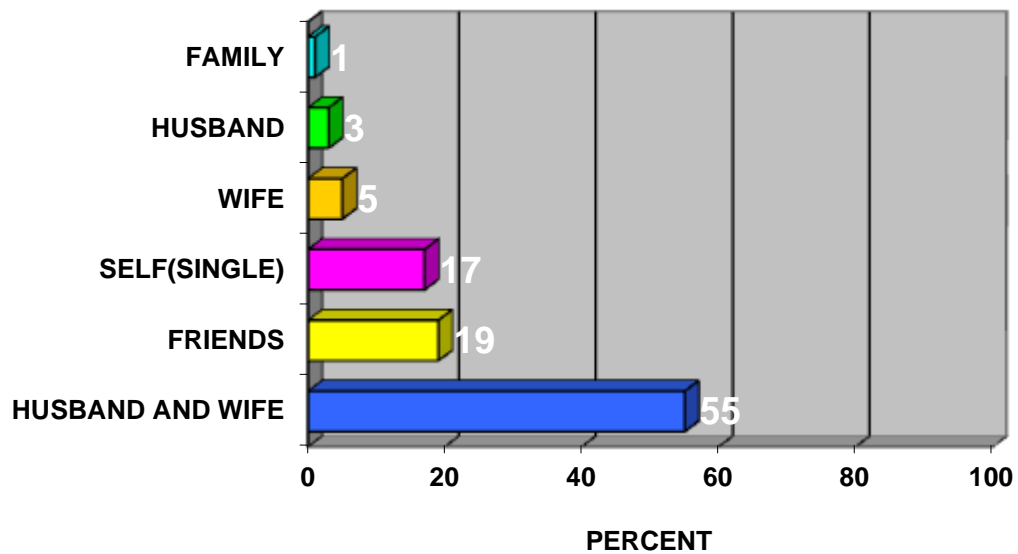


- ◆ 82% of the visitors from Florida have taken another warm weather vacation in the past five years.

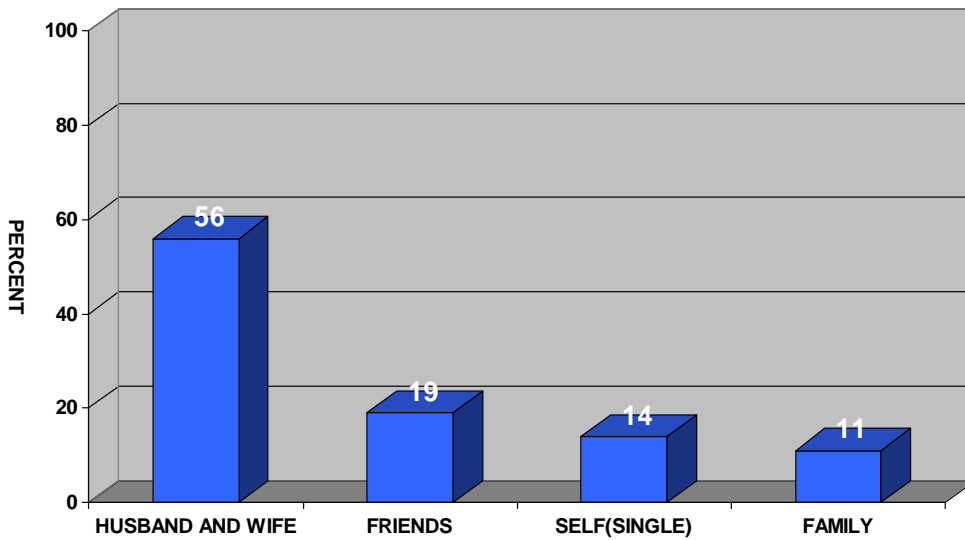
VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:



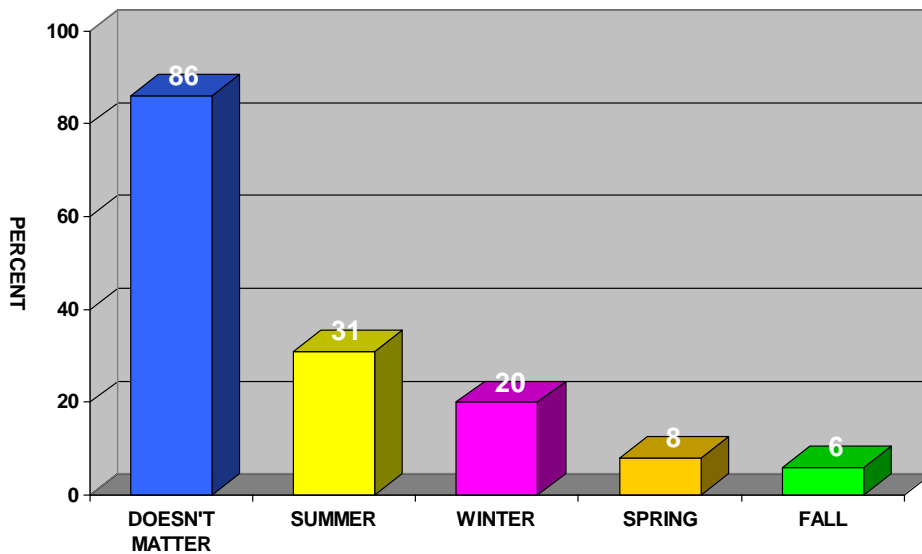
THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:



VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:



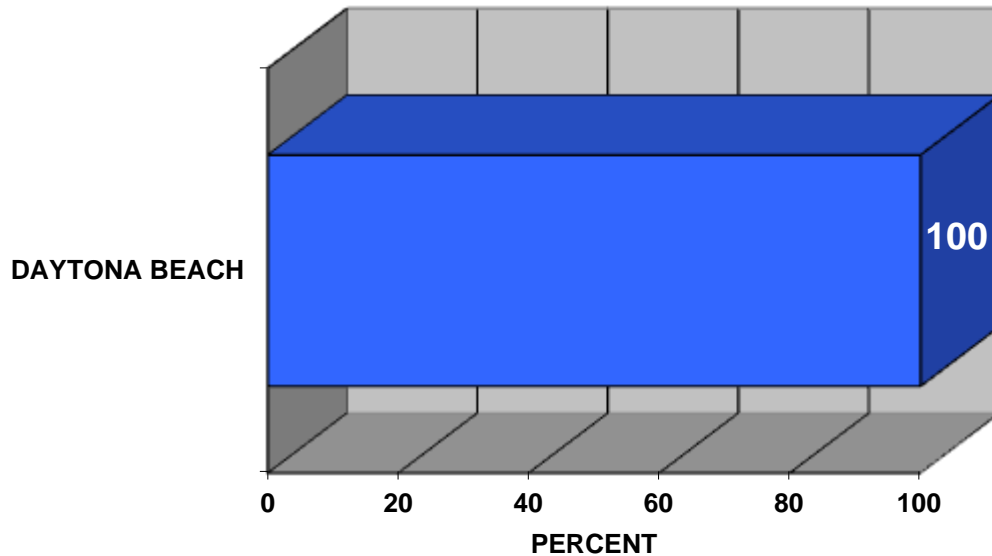
THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:



- ◆ The average party size for visitors from Florida was 2.4.
- ◆ 6% of visitors from Florida traveled with children age 12 and younger.
- ◆ 8% of the visitors from Florida traveled with teenagers.

- ◆ 42% traveled with friends/relatives; 55% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 31% said government/company business, 22% said convention/trade show, and 37% said to meet a cruise.
- ◆ 90% of the visitors from Florida traveled by auto and 10% by motorcycle.

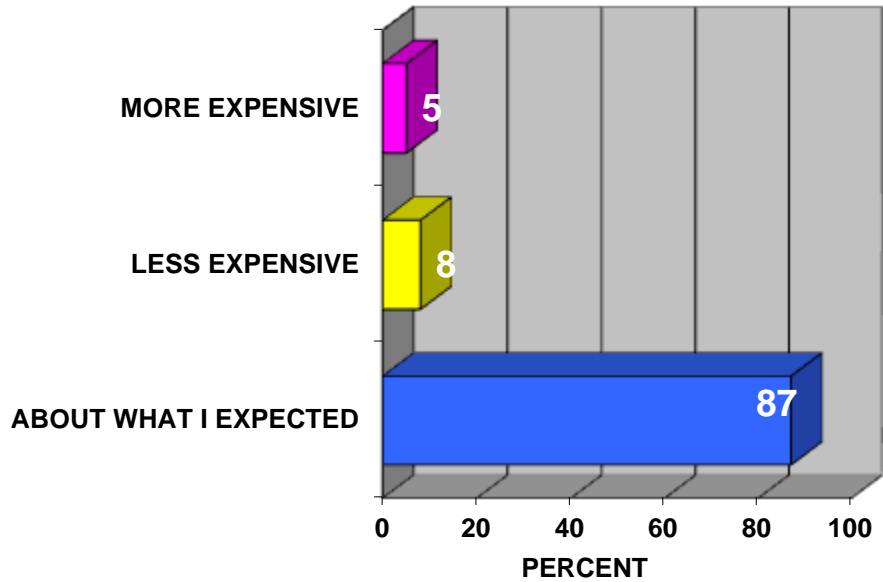
THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:



- ◆ The average number of days visitors from Florida spent away from home was 2.9.
- ◆ The average number of days spent in Daytona Beach was 2.9.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors' from Florida immediate party was about \$160.
- ◆ 77% of visitors from Florida made advanced reservations, with the average time in advance being between two to three months.
- ◆ 45% of visitors from Florida did not use a professional travel service.
 - 45% used a internet travel service.
 - 6% used a travel agent
 - 3% used an auto club
 - 1% used a timeshare.

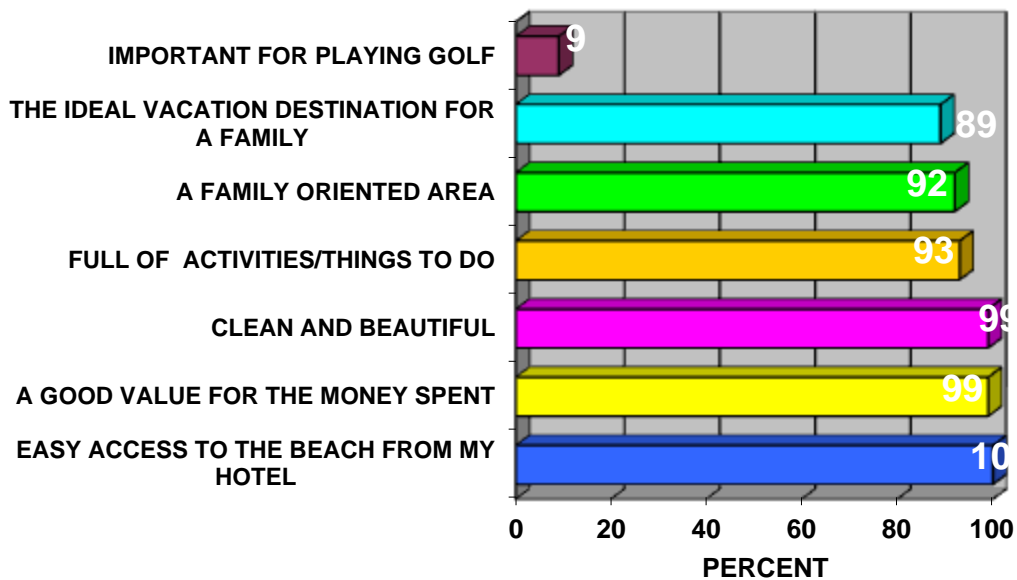
Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:

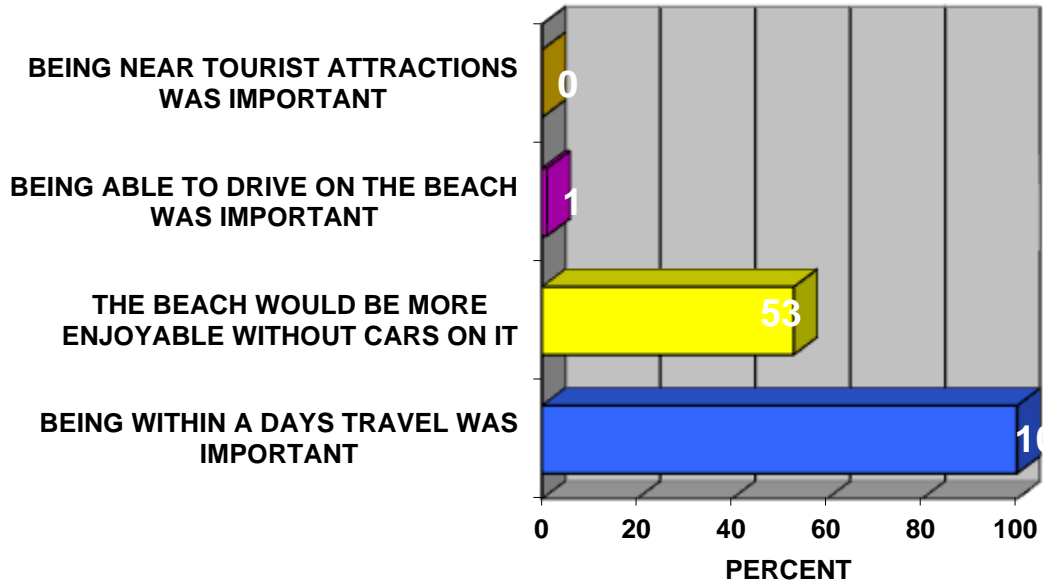


- ◆ While in Daytona Beach, 49% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ Trace of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 6% of visitors from Florida paid the fee to park in the parking garage.

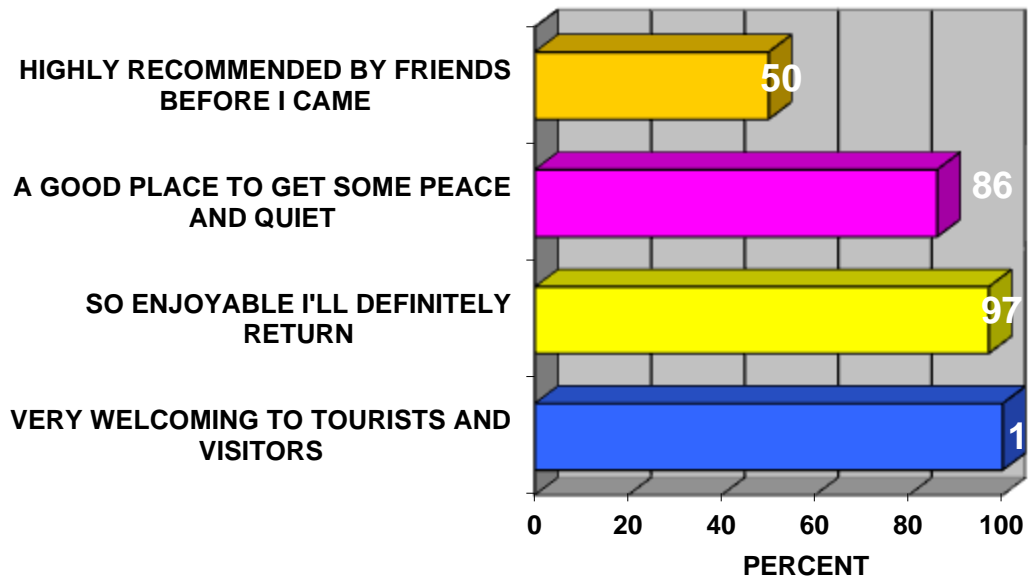
VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



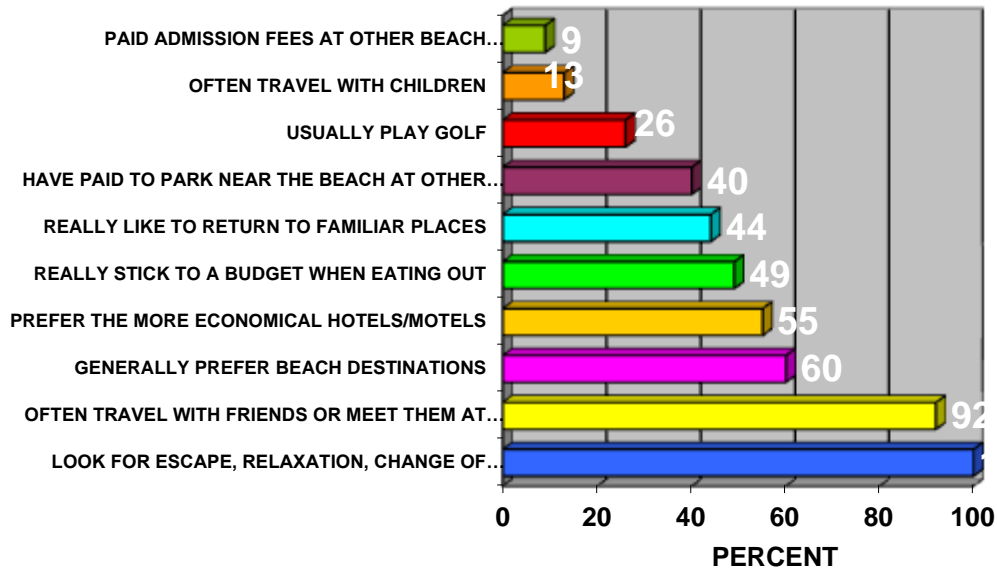
IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:



VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



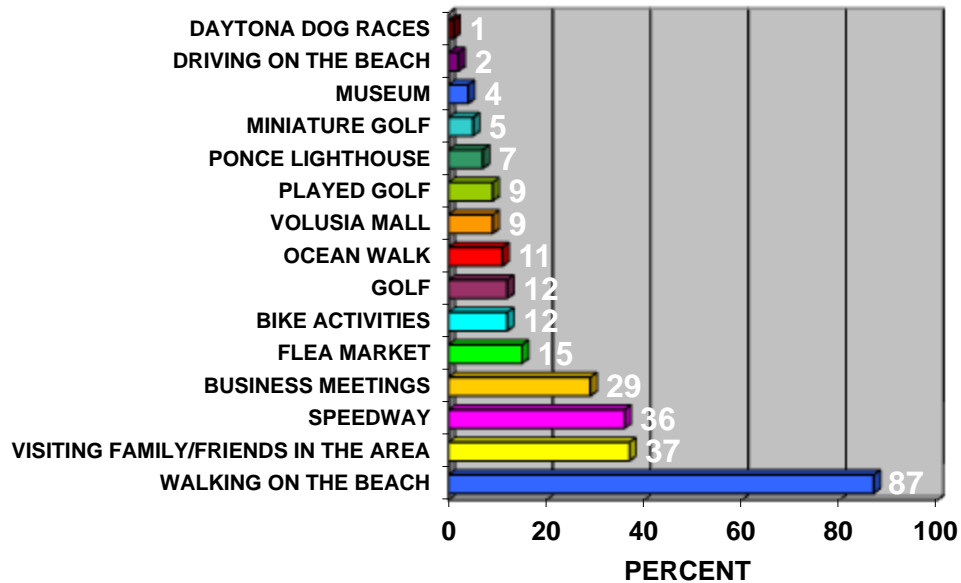
ON PLEASURE TRIPS VISITORS FROM FLORIDA:



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

55%	No magazines	6%	Bikers magazines
27%	Modern Maturity	5%	US News & World Report
19%	AAA Magazine	4%	National Geographic
13%	Readers Digest	4%	Better Homes & Gardens
12%	Car magazines - various	4%	Ladies Home Journal
11%	Southern Living	4%	Others
10%	Family Circle	4%	Time
8%	Golf magazines - various	1%	Fishing magazines - various
7%	People Magazine	Tr.	TV Guide
6%	Sports Illustrated		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:



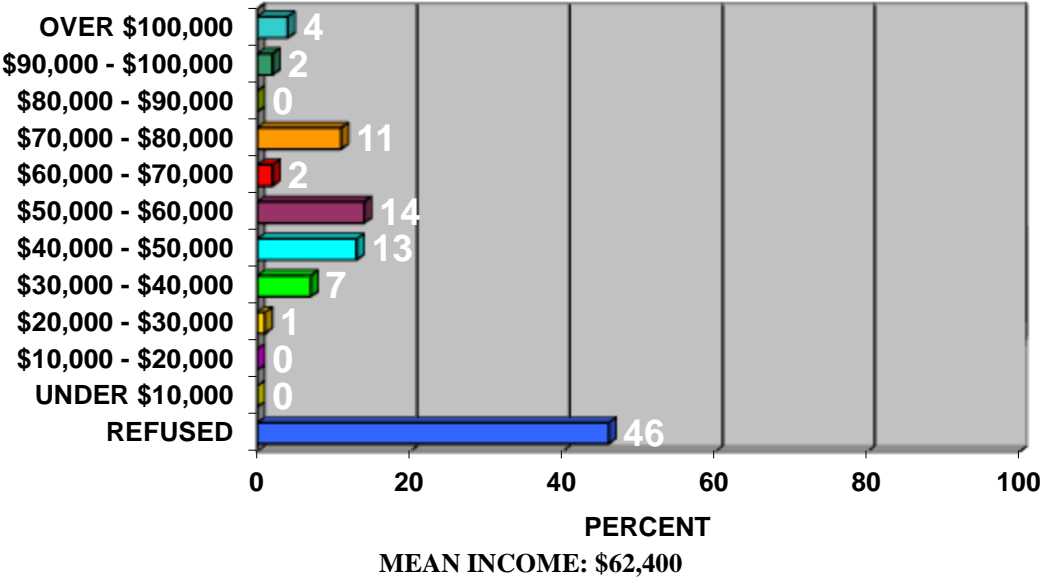
- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 55% of the visitors from Florida to complete the survey were male, 45% were female.

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

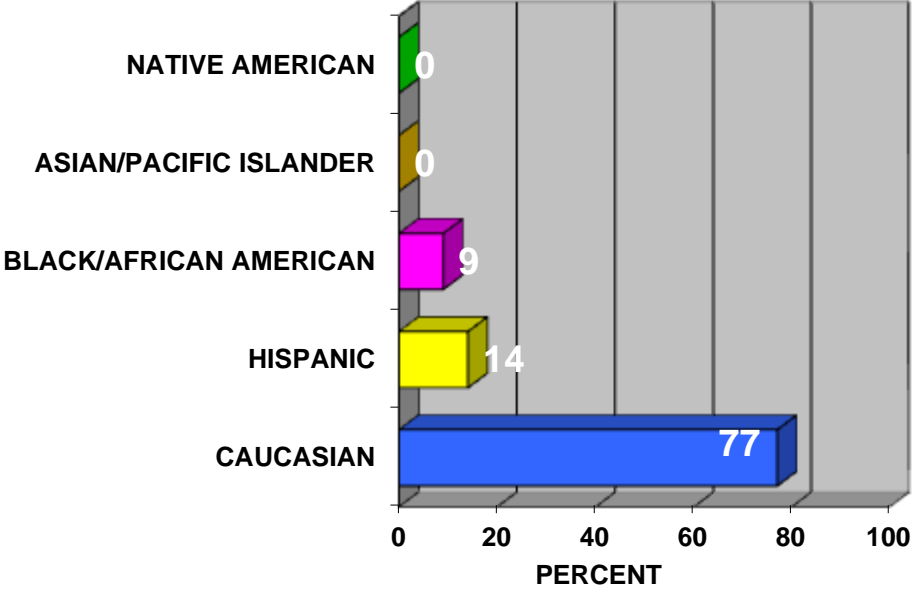


- ◆ Visitors from Florida were an average of 55 years old.
- ◆ 72% of visitors from Florida were married, and 28% were single.

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



THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:



FEBRUARY 2015 DAYTONA BEACH POINTS OF ORIGIN

27%	Florida	1%	Alabama	Tr.	Louisiana
8%	Georgia	1%	California	Tr.	Maine
8%	Ohio	1%	Kentucky	Tr.	Minnesota
7%	New York	1%	Maryland	Tr.	Missouri
5%	North Carolina	1%	Texas	Tr.	Nevada
4%	Michigan	1%	Virginia	Tr.	New Hampshire
4%	Illinois	Tr.	Arizona	Tr.	Oklahoma
3%	Pennsylvania	Tr.	Arkansas	Tr.	Rhode Island
2%	Indiana	Tr.	Colorado	Tr.	Washington
2%	Massachusetts	Tr.	Connecticut	Tr.	West Virginia
2%	New Jersey	Tr.	D. C.	Tr.	Wisconsin
2%	South Carolina	Tr.	Iowa		
2%	Tennessee	Tr.	Kansas		

◆ **TOTAL U.S.A. 87%**

◆ **CANADA (7% of the total)**

4%	Ontario	Tr.	British Columbia
2%	Quebec	Tr.	New Brunswick
Tr.	Alberta	Tr.	Nova Scotia

◆ **FOREIGN (6% of the total)**

3%	U.K.	Tr.	Netherlands
3%	Germany	Tr.	Norway
Tr.	France	Tr.	Sweden
Tr.	Italy		

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

28%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
12%	Miami, Fort Lauderdale, The Keys
10%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
9%	Jacksonville
7%	Gainesville
5%	Ft. Myers, Naples
2%	Tallahassee
1%	Panama City
1%	Pensacola, Ft. Walton Beach