

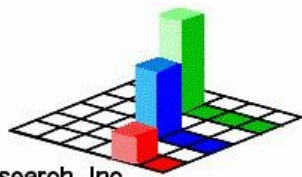
DAYTONA BEACH VISITOR PROFILE

June 2016



Prepared for The Halifax Area Advertising Authority

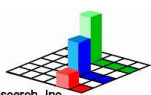
By:



Mid-Florida Marketing & Research, Inc.

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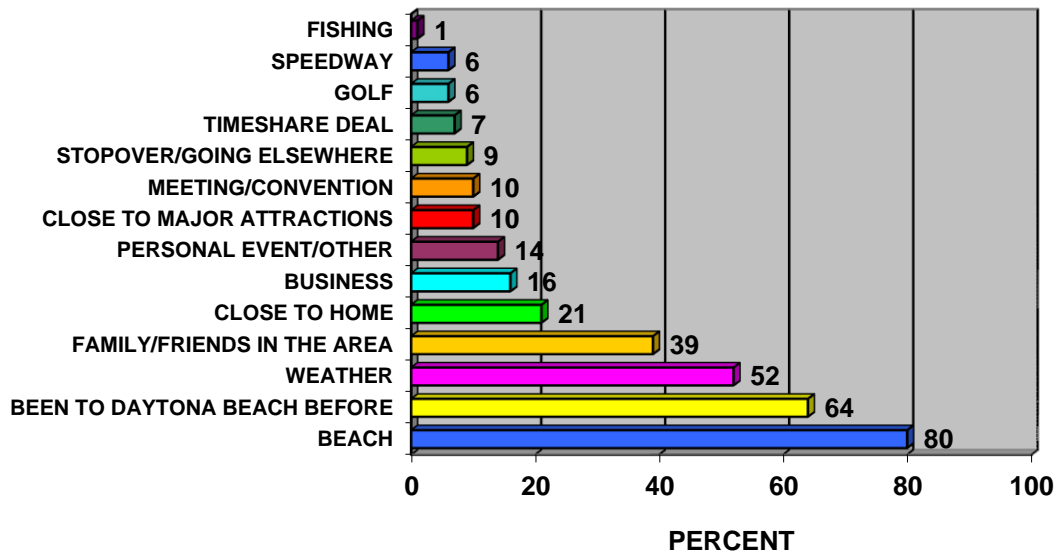


OUT OF STATE VISITORS

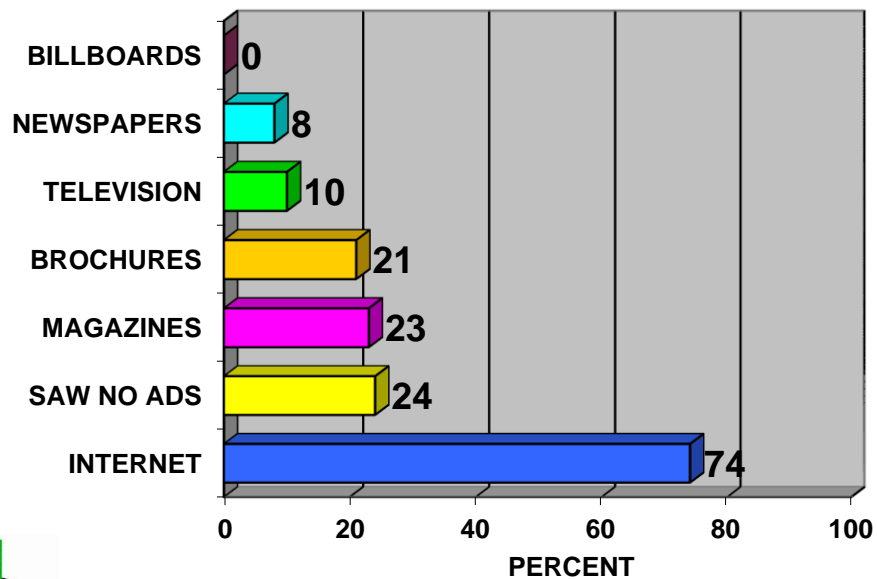
June, 2016 Daytona Beach Visitor Profile

- ◆ For 38% 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.
- ◆ 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:

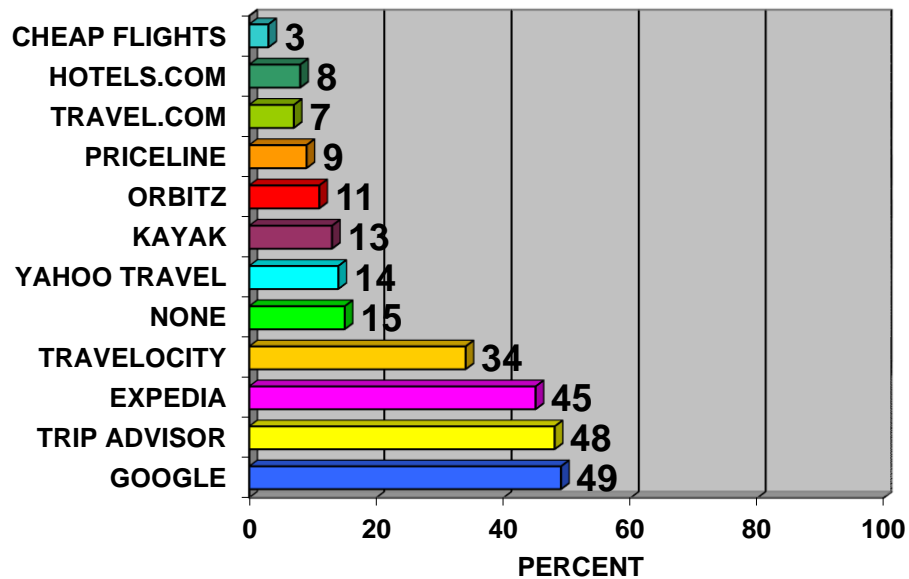


OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:



- ◆ 50% of the out of state visitors asked for information before coming.
- ◆ 75% used the Internet to plan their trip to Daytona Beach.
- ◆ 61% used the Internet to choose a place to stay.
- ◆ 57% used the Internet to make reservations.
- ◆ 74% 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.

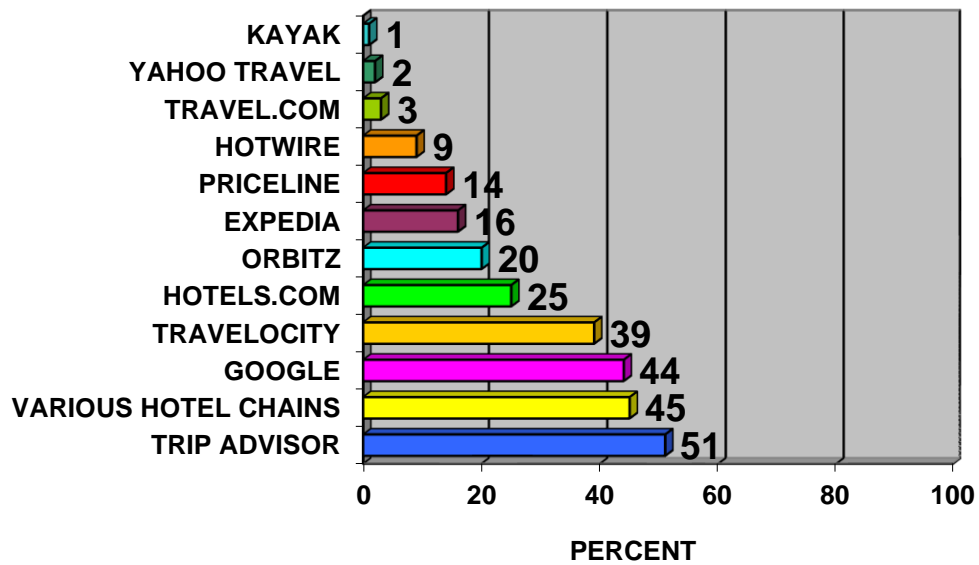
TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:



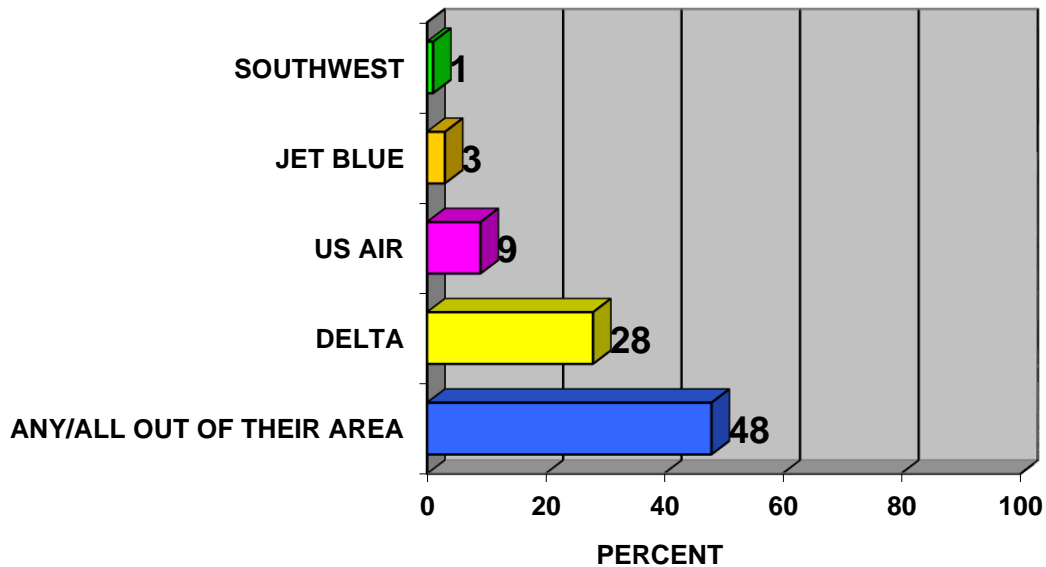
OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:

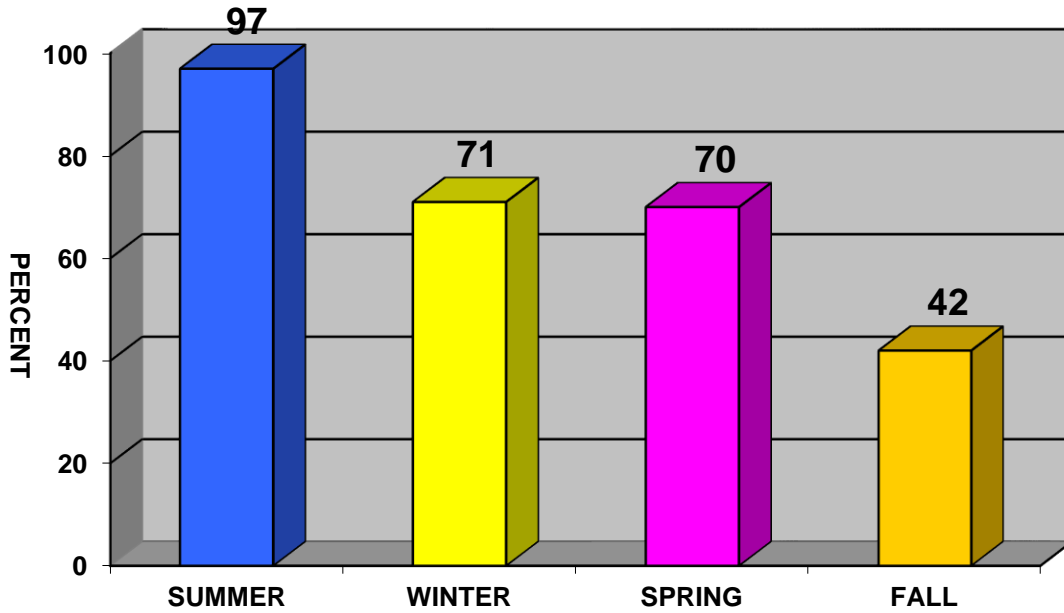


TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:

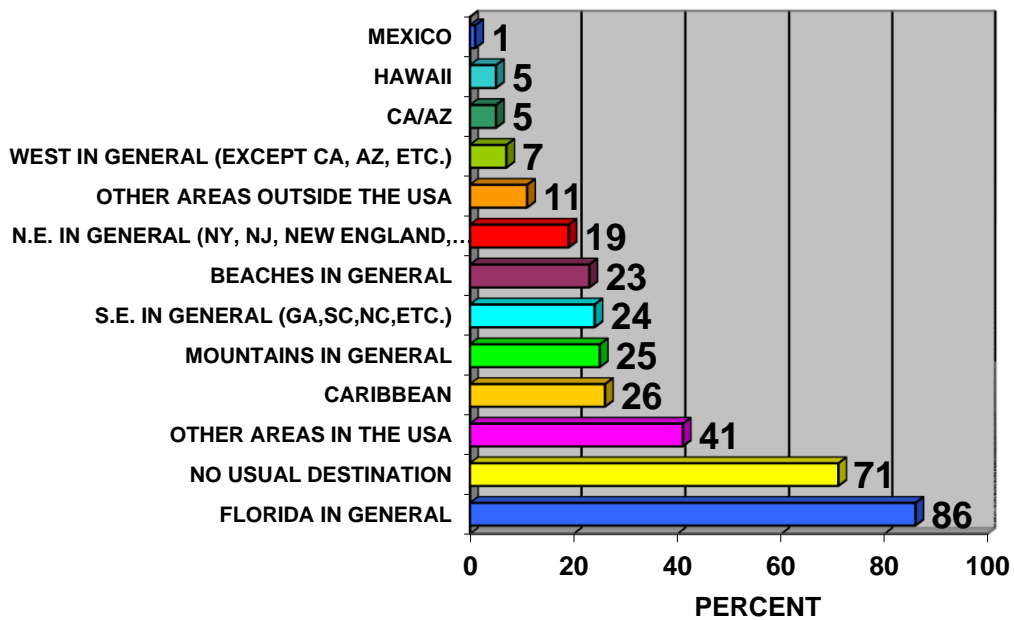


- ◆ 68% of the out of state visitors are on Facebook
- ◆ 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 96% to talk about activities/vacations.
- ◆ 15% of the out of state visitors use Twitter.
- ◆ 65% of the out of state visitors take more than one vacation per year.

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

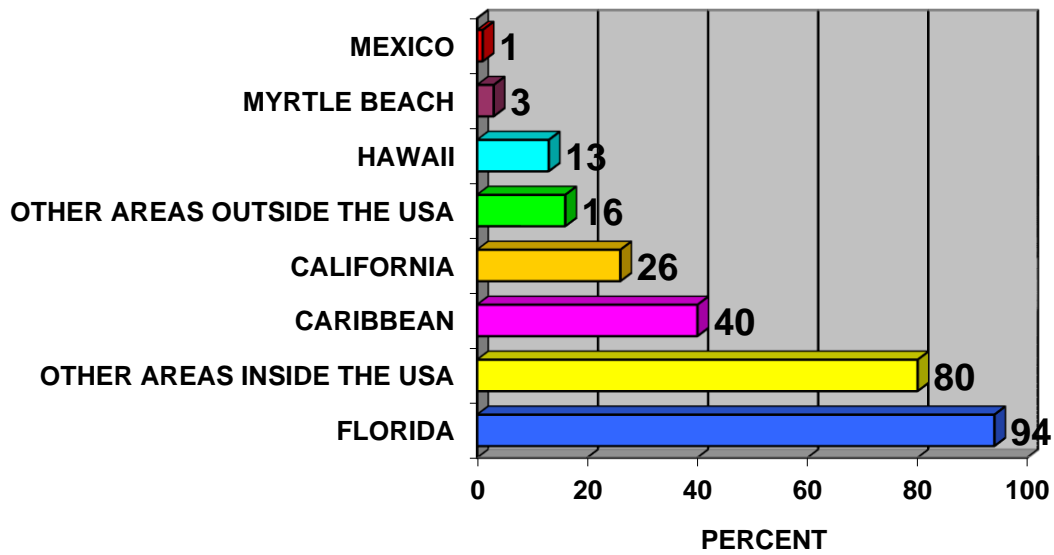


OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

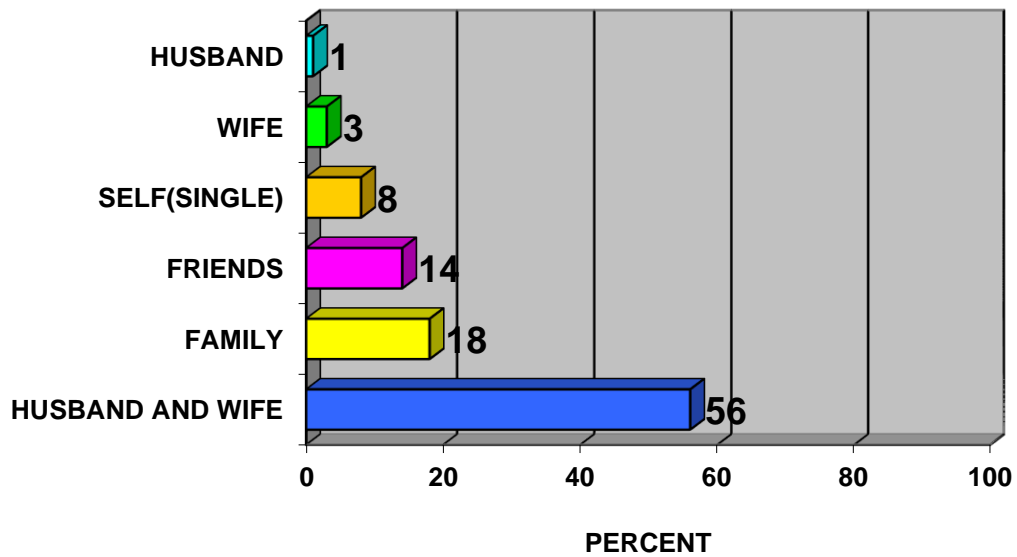


◆ 85% of the out of state visitors have taken another warm weather vacation in the past five years.

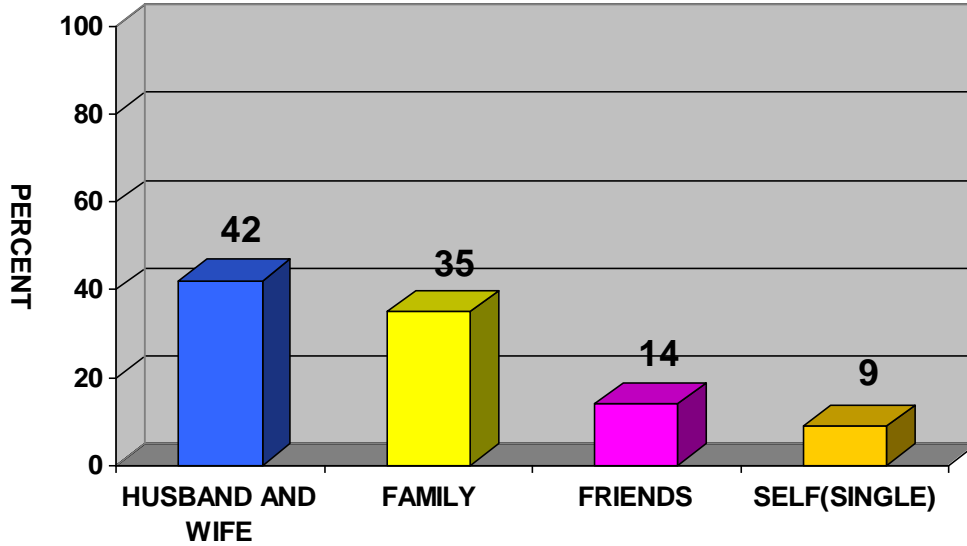
OUT OF STATE VISITORS WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:



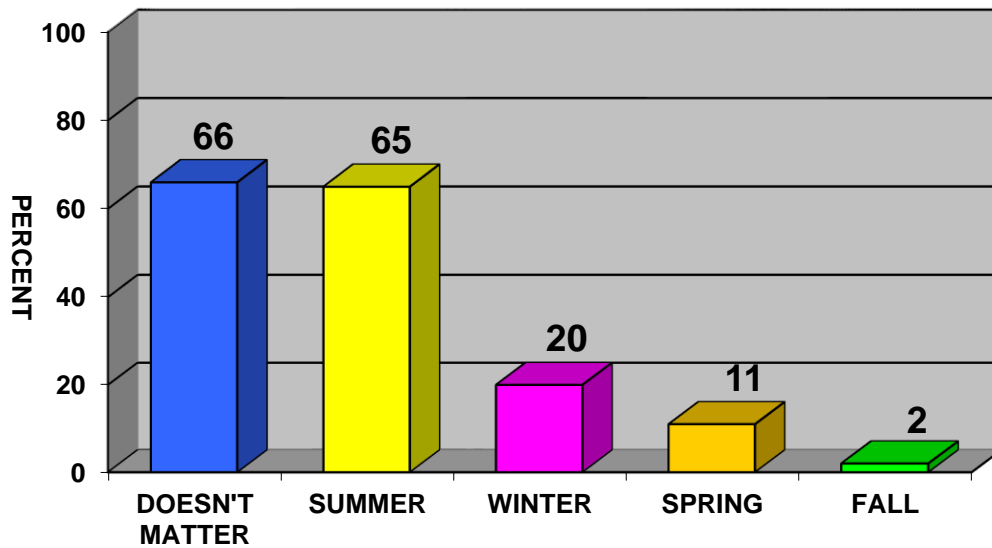
THE DECISION TO VISIT DAYTONA BEACH FOR OUT OF STATE VISITORS WAS MADE BY:



OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:



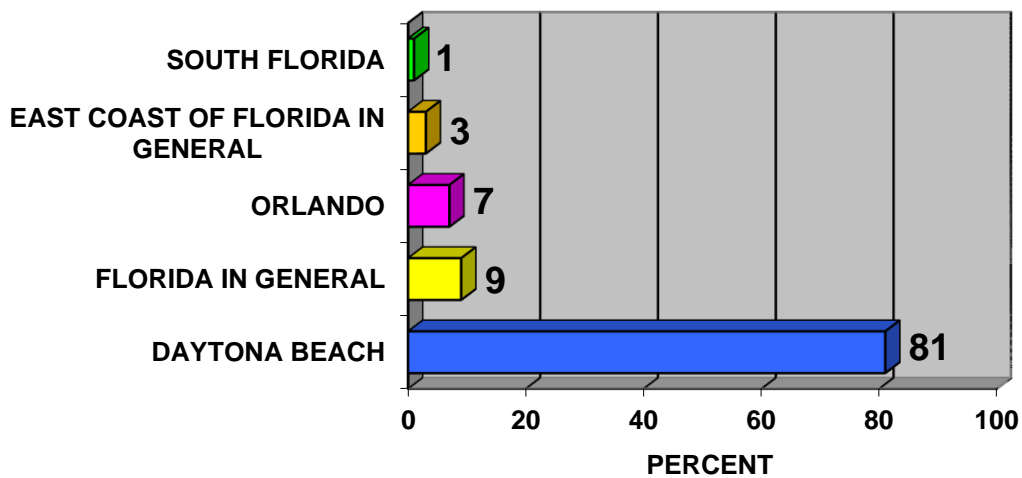
THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:



- ◆ The average party size for out of state visitors was 3.2.
- ◆ 15% of out of state visitors traveled with children age 12 and younger.
- ◆ 12% of out of state visitors traveled with teenagers.

- ◆ 37% traveled with friends/relatives; 44% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 26% said government/company business, 18% said convention/trade show, and 29% said to meet a cruise.
- ◆ 32% of out of state visitors traveled by air, and 68% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 66% landed in Daytona Beach.
 - 31% landed in Orlando/Sanford.
 - 3% landed elsewhere.
- ◆ 2% of the out of state visitors that flew into Orlando said that it was inconvenient.

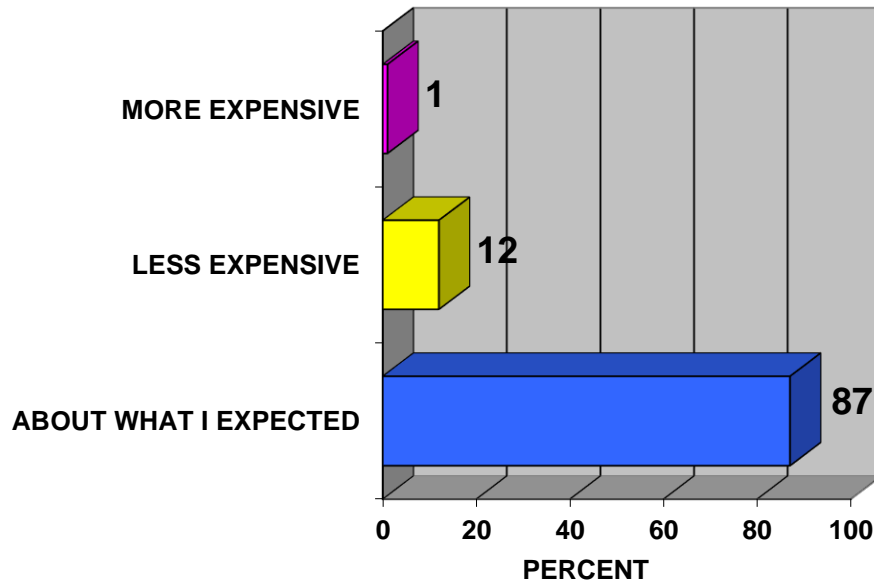
THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:



- ◆ The average number of days out of state visitors spent away from home was 7.1.
- ◆ The average number of days spent in Daytona Beach was 4.6.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors' immediate party was about \$150.
- ◆ 87% of the out of state visitors made advanced reservations, with the average time in advance being about one month to two months.
- ◆ 38% of out of state visitors did not use a professional travel service.
 - 50% used an Internet travel service.
 - 9% used a travel agent.
 - 1% used an Auto Club
 - 2% used an Time Share

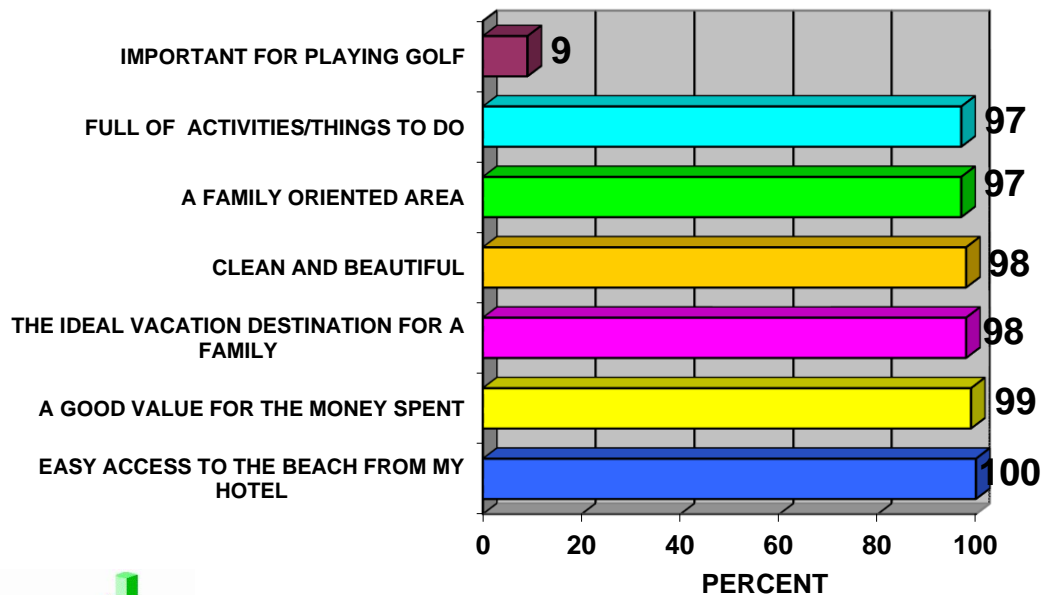
Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:

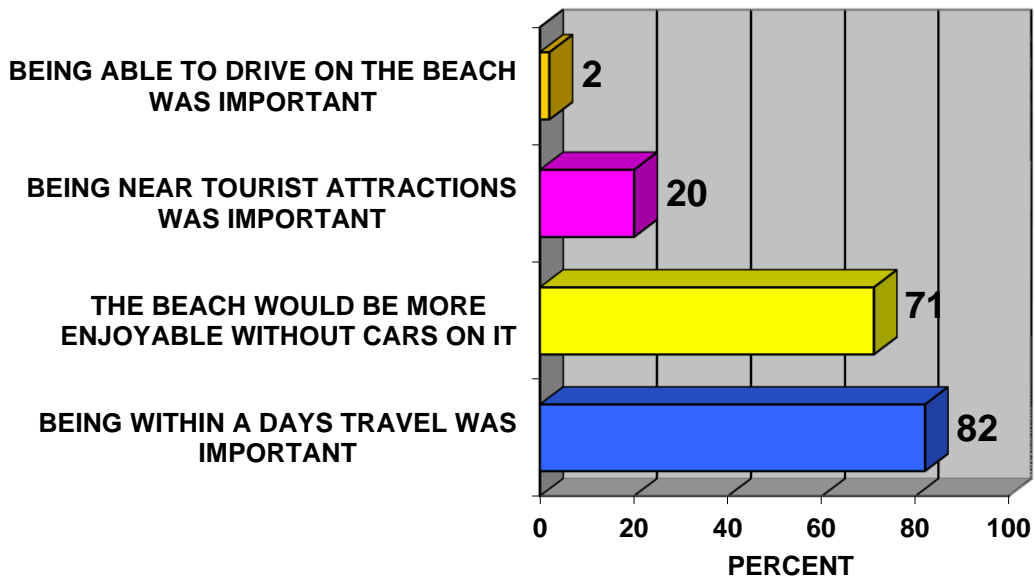


- ◆ While in Daytona Beach, 51% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ Trace of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 8% of the out of state visitors paid the fee to park in the parking garage.

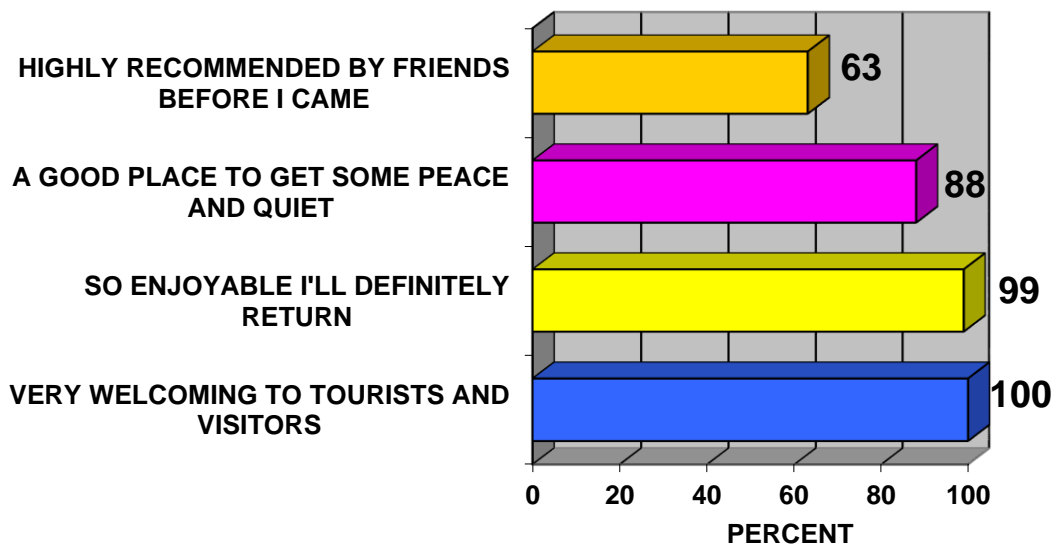
OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



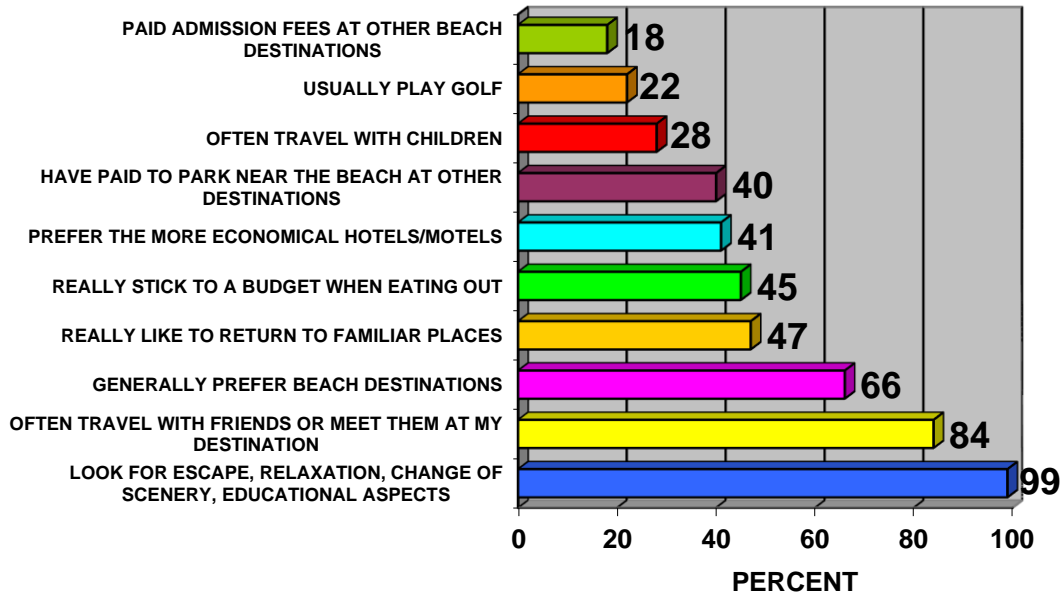
IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:



OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



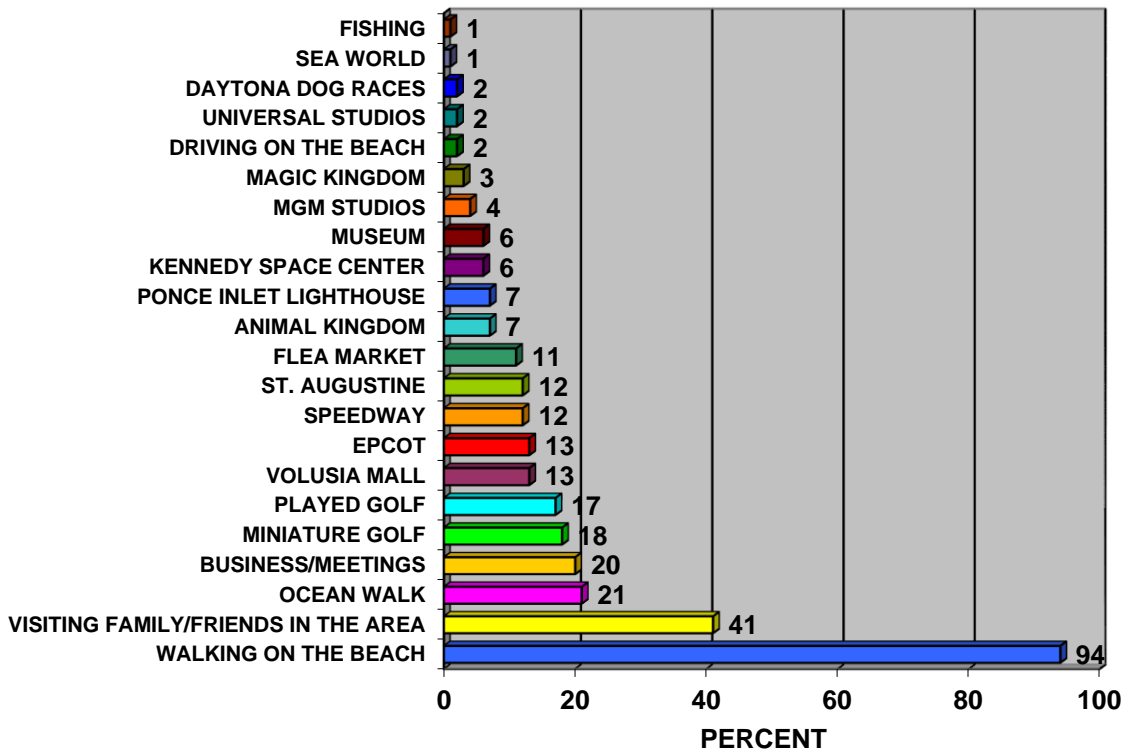
ON PLEASURE TRIPS OUT OF STATE VISITORS:



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

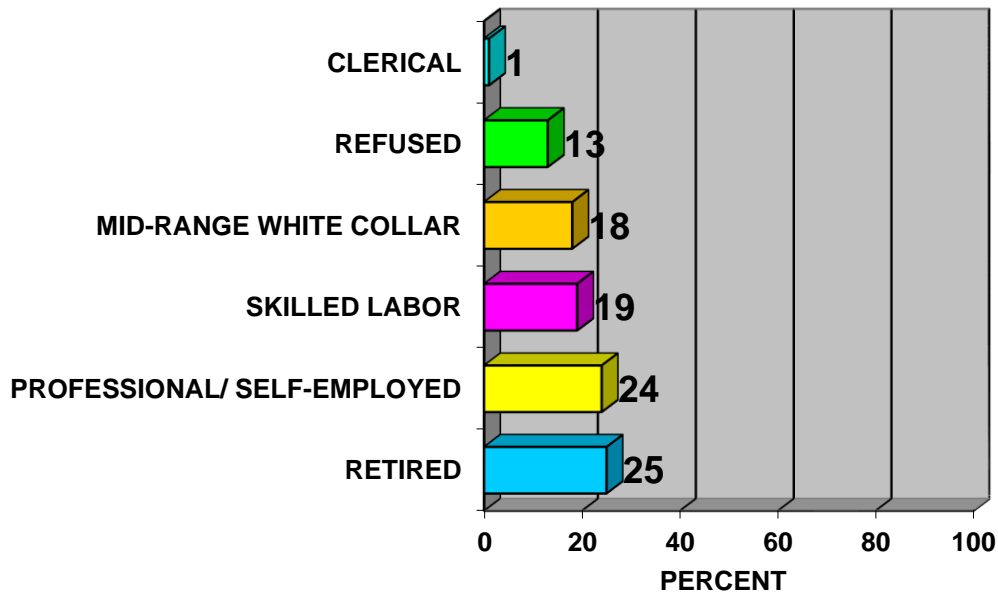
62%	No magazines	6%	People Magazine
28%	AAA Magazine	4%	Ladies Home Journal
26%	Modern Maturity	4%	National Geographic
14%	Southern Living	4%	Time
11%	Golf magazines - various	4%	Various others
9%	Readers Digest	3%	Better Homes & Garden
9%	Sports Illustrated	2%	Good Housekeeping
7%	Family Circle		
7%	US News & World Report		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:



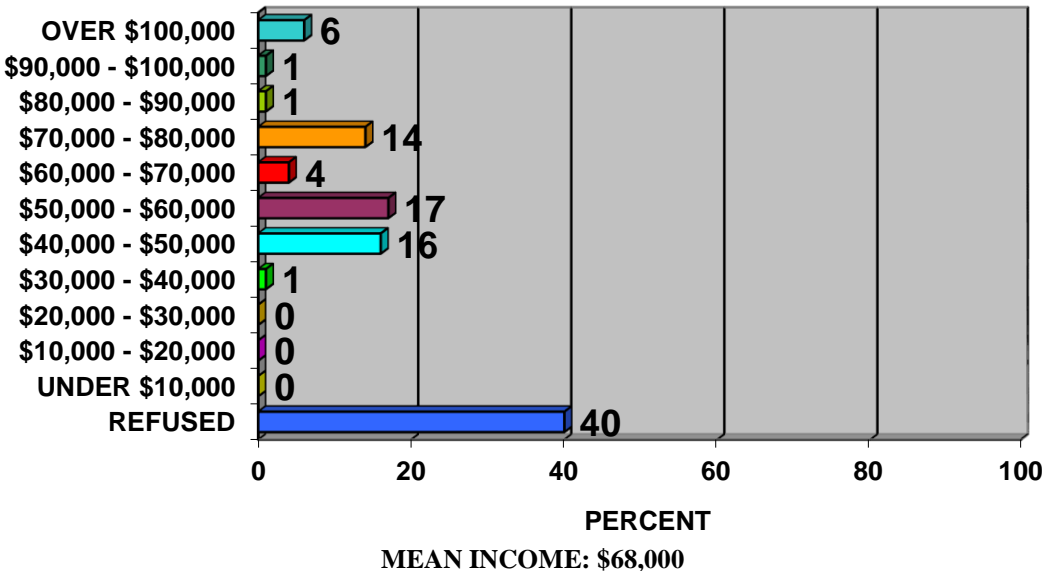
- ◆ All of the out of state visitors would recommend Daytona Beach to others.
- ◆ 56% of the out of state visitors to complete the survey were male, 44% were female.

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

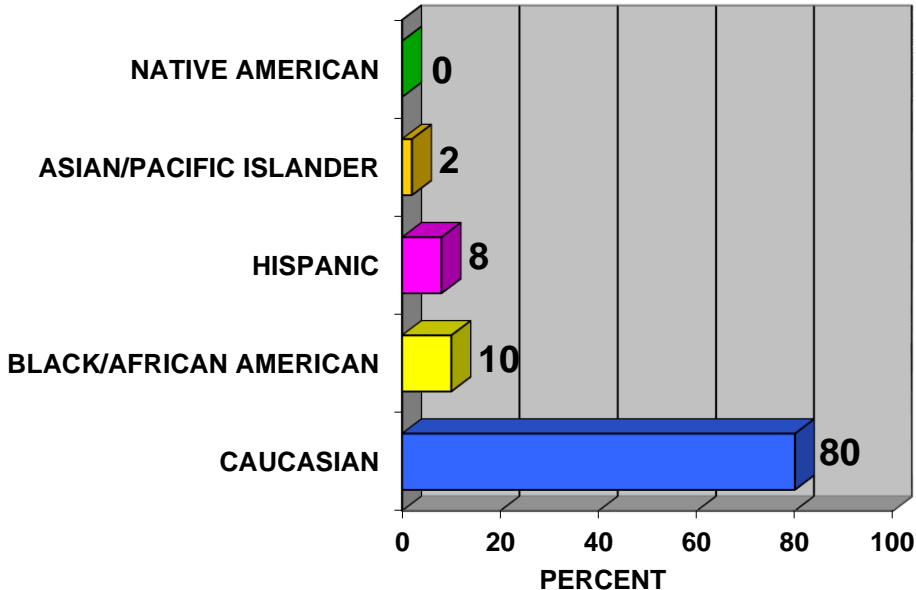


- ◆ Out of state visitors were an average of 56 years old.
- ◆ 86% of out of state visitors were married, and 14% were single.

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



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

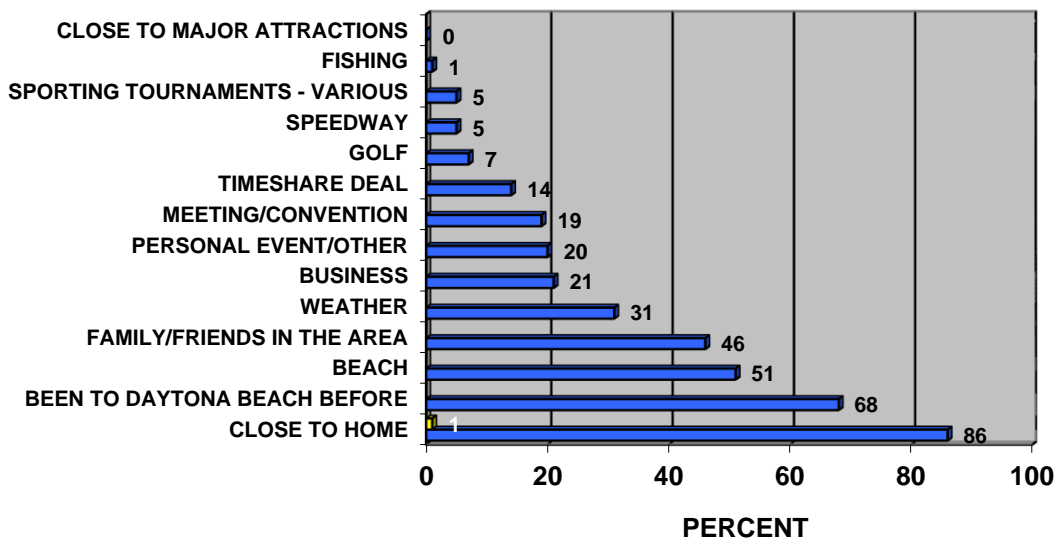


FLORIDA VISITORS

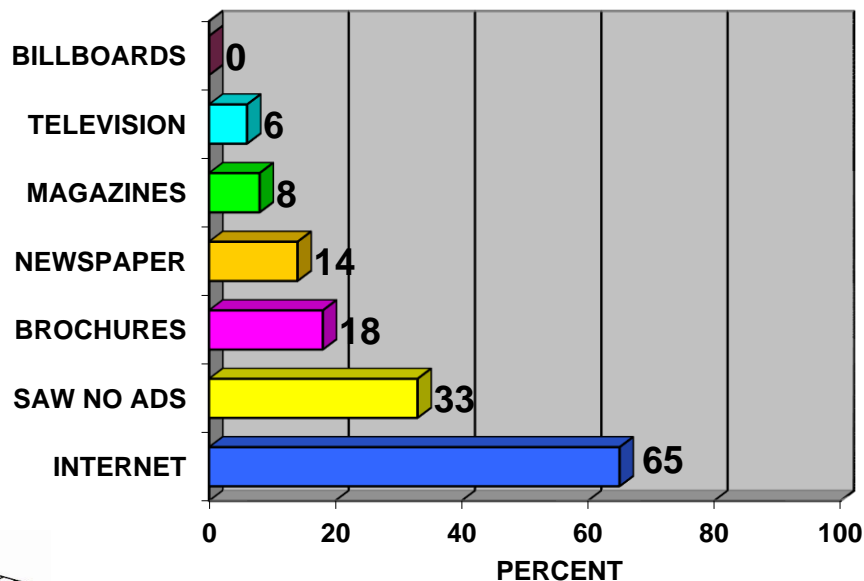
June, 2016 Daytona Beach Visitor Profile

- ◆ For 35% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 94% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 49% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS FOR FLORIDA RESIDENTS TO CHOOSE DAYTONA BEACH WERE:

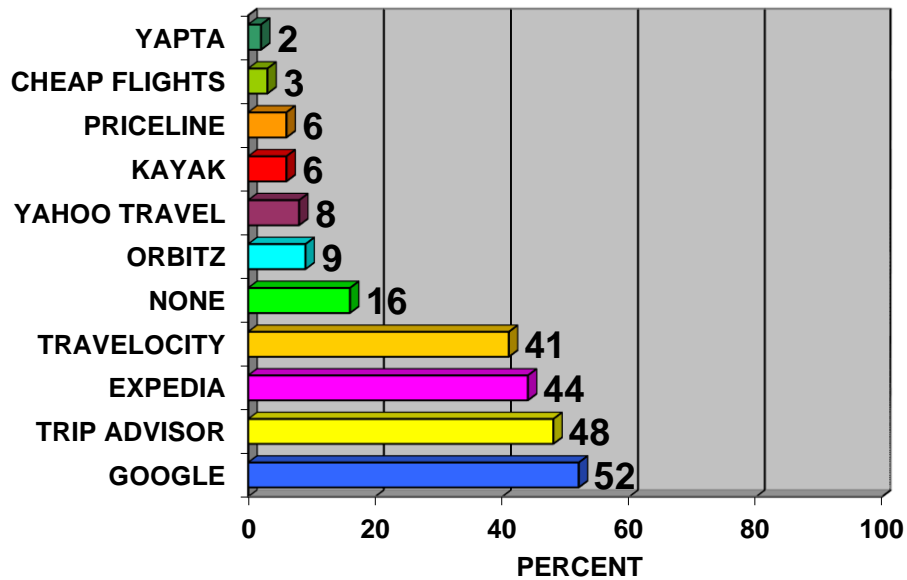


VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

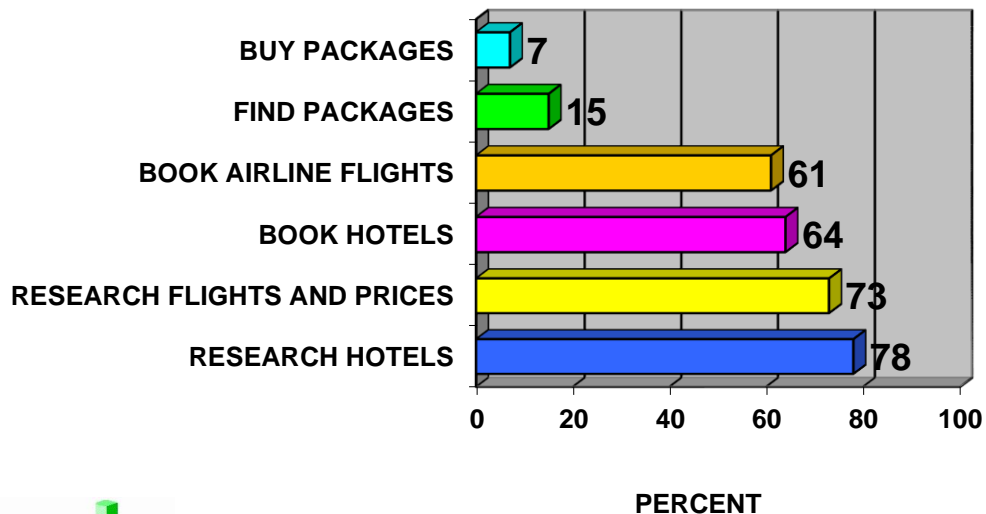


- ◆ 35% of the visitors from Florida asked for information before coming.
- ◆ 71% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 62% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 59% of the visitors from Florida used the Internet to make reservations.
- ◆ 75% 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.

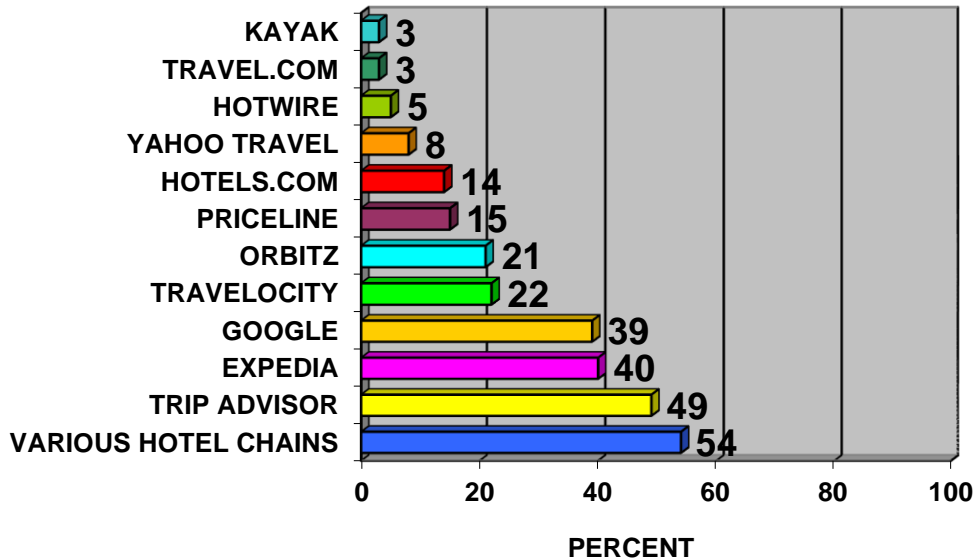
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:



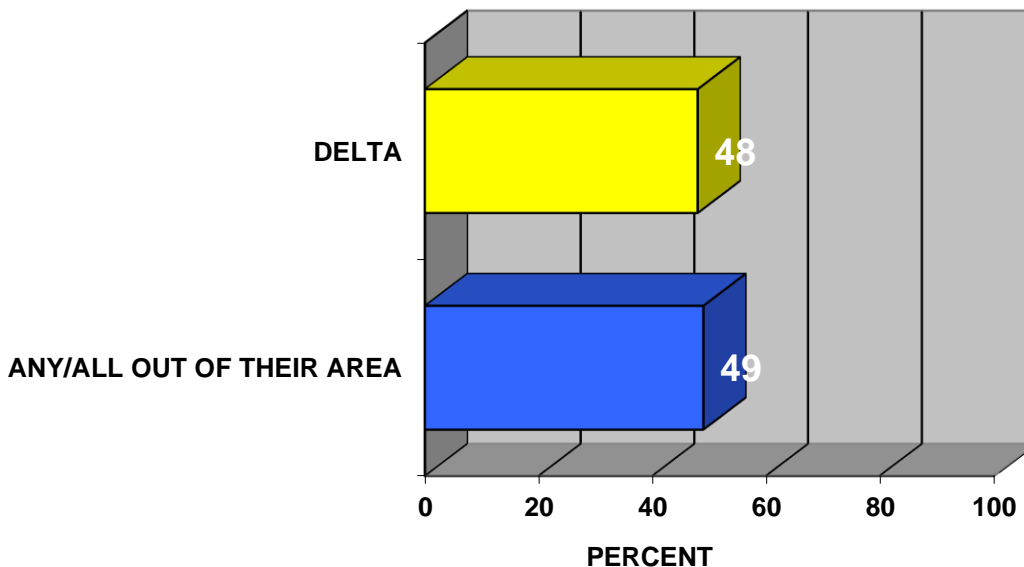
VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:



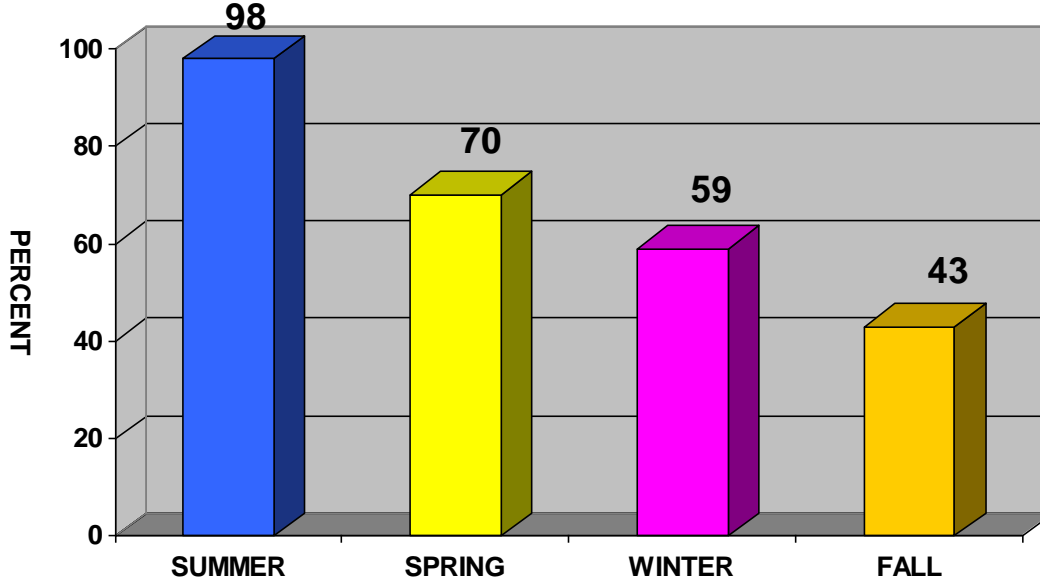
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:



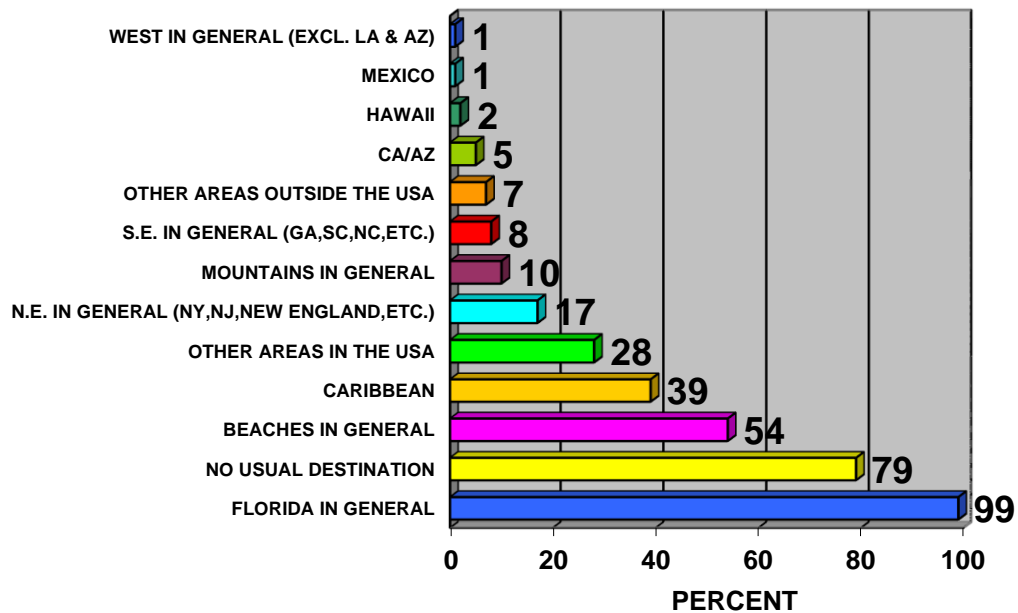
- ◆ 67% of the visitors from Florida are on Facebook
- ◆ 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 97% to talk about activities/vacations.
- ◆ 16% of the visitors from Florida use Twitter.

- ◆ 53% 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:

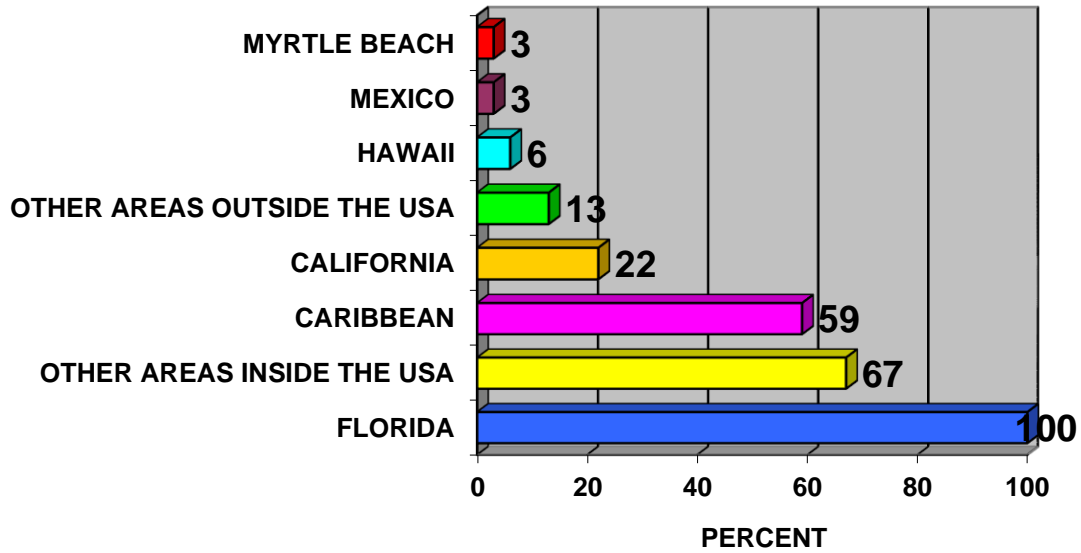


VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

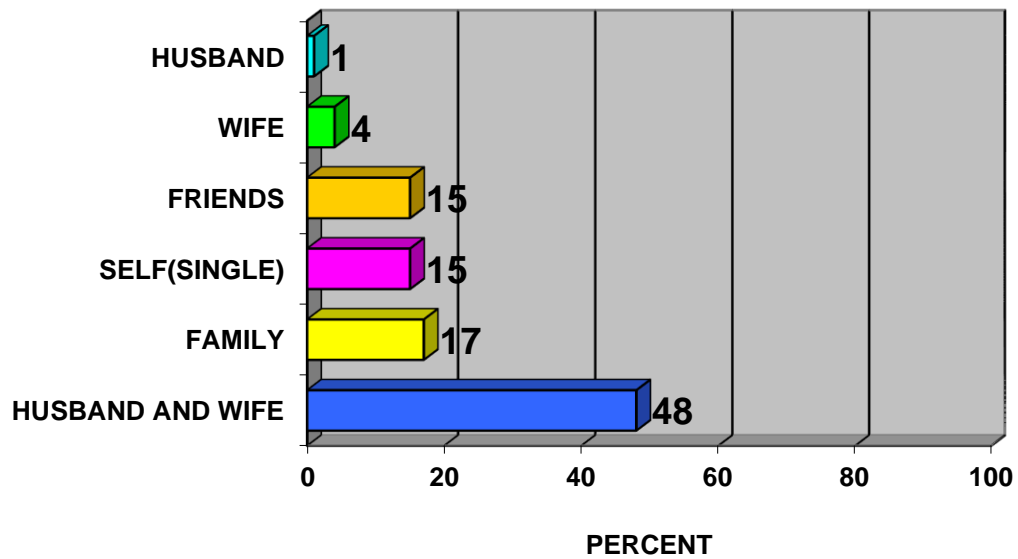


- ◆ 88% of the visitors from Florida have taken another warm weather vacation in the past five years.

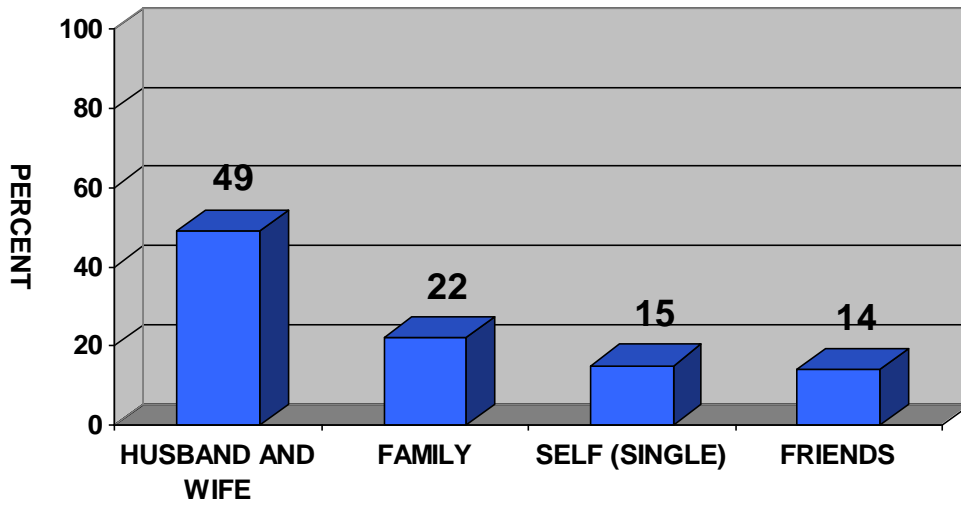
VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:



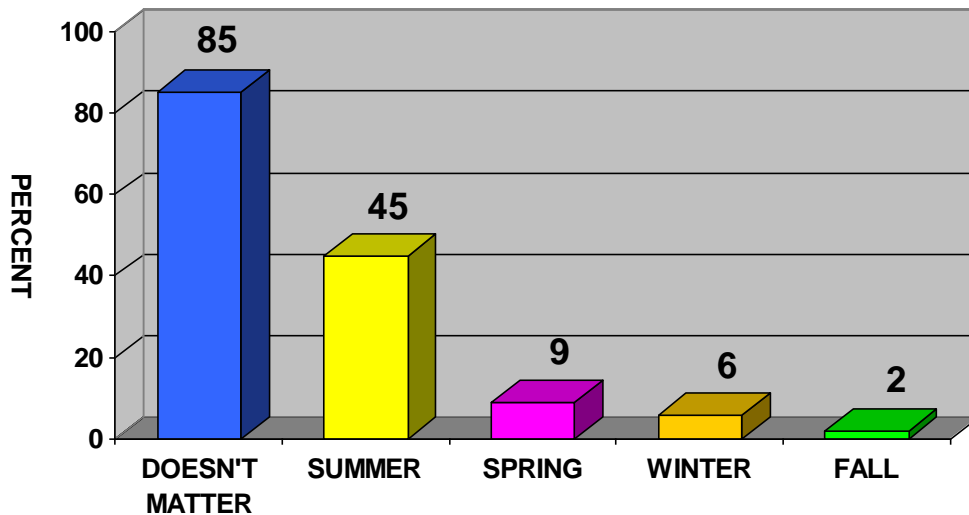
THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:



VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:



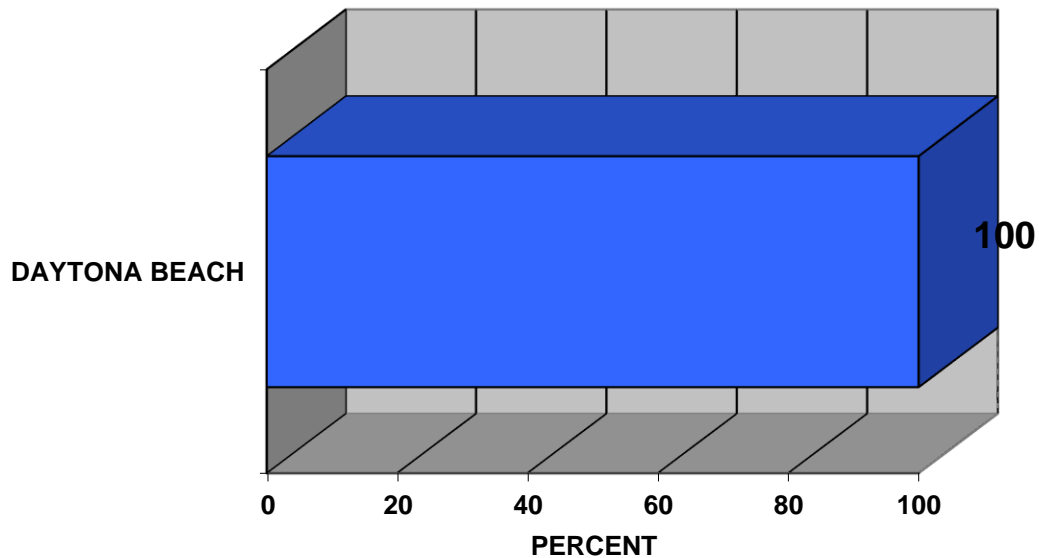
THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:



- ◆ The average party size for visitors from Florida was 2.8.
- ◆ 11% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 12% of the visitors from Florida traveled with teenagers.

- ◆ 47% traveled with friends/relatives; 57% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 29% said government/company business, 40% said to meet a cruise, and 26% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:

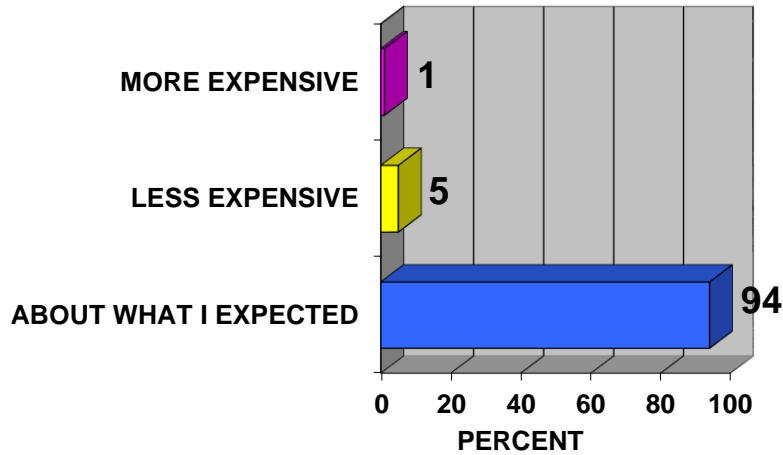


- ◆ The average number of days visitors from Florida spent away from home was 3.1.
- ◆ The average number of days spent in Daytona Beach was 3.0.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors' from Florida immediate party was about \$140.
- ◆ 73% of visitors from Florida made advanced reservations, with the average time in advance being about 1 month..
- ◆ 37% of visitors from Florida did not use a professional travel service.
 - 57% used an Internet travel service.
 - 4% used a travel agent.
 - 1% used an auto club.
 - 1% used a time share.



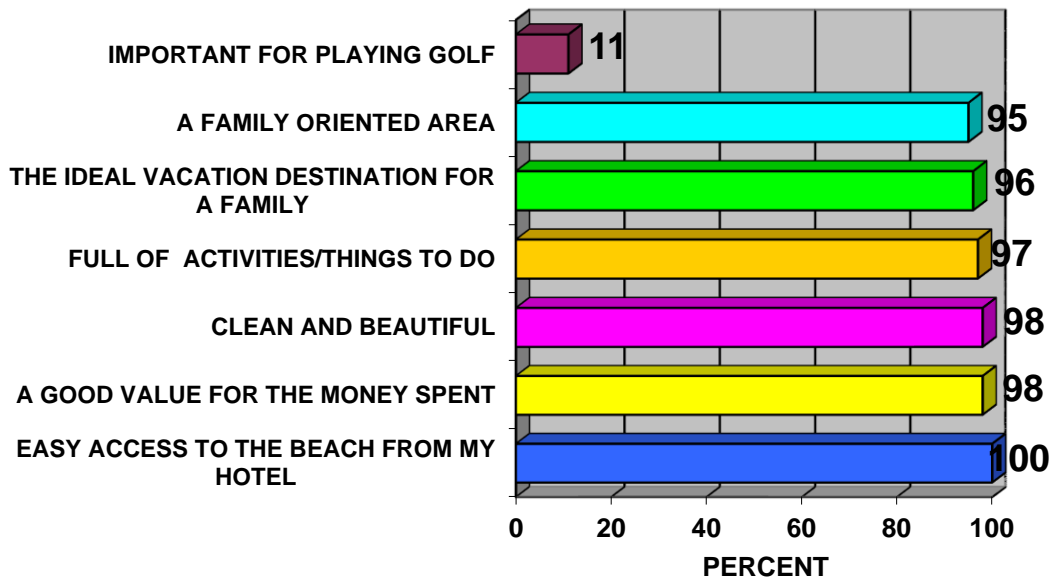
Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:

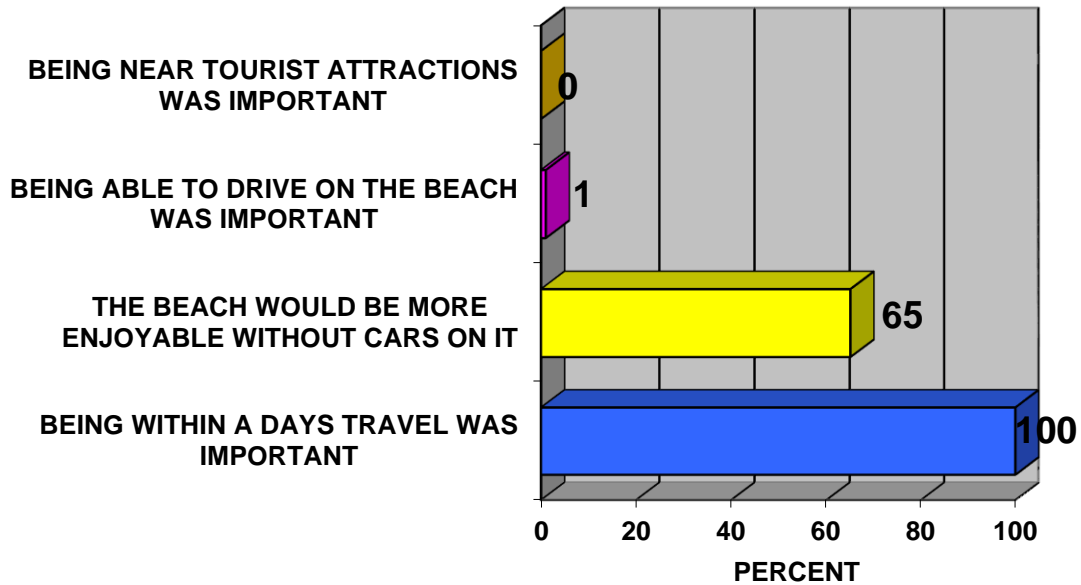


- ◆ While in Daytona Beach, 48% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 1% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 8% of the visitors from Florida paid the fee to park in the parking garage.

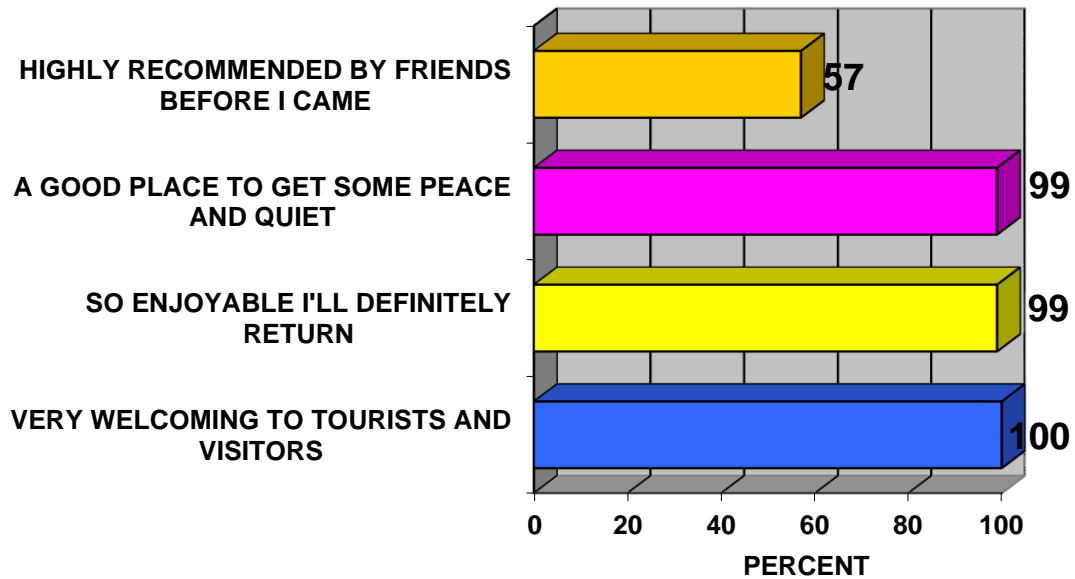
VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



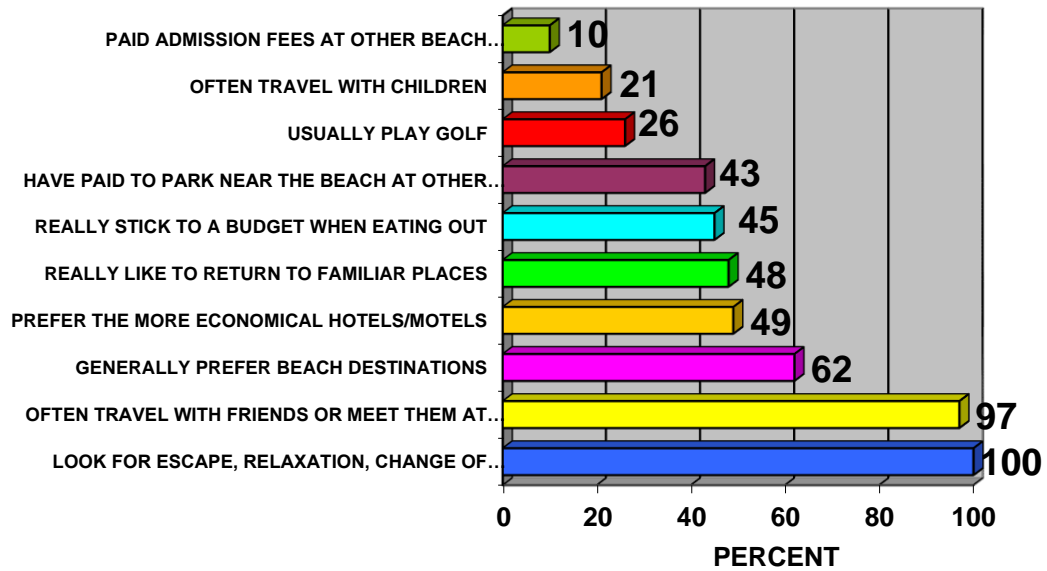
IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:



VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



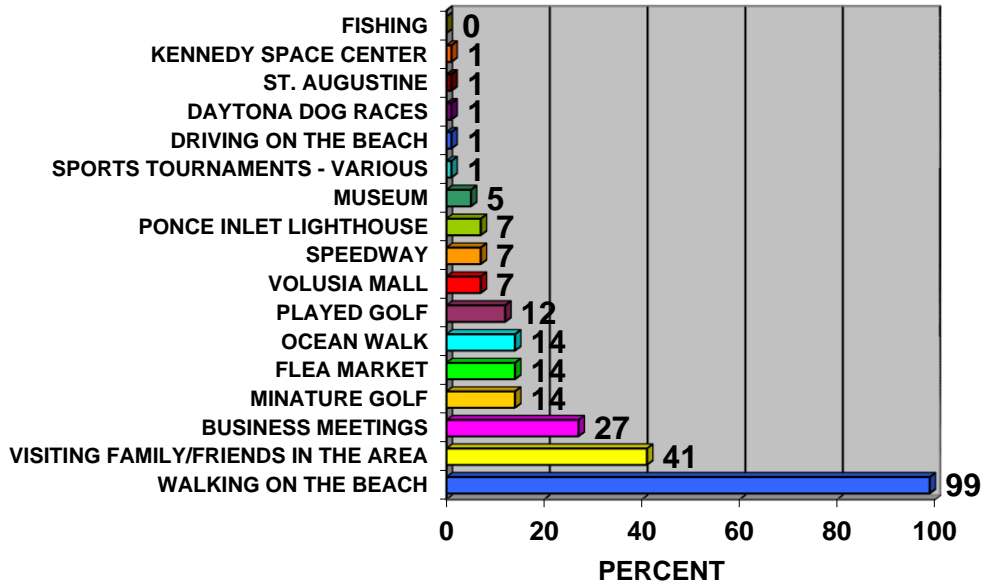
ON PLEASURE TRIPS VISITORS FROM FLORIDA:



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

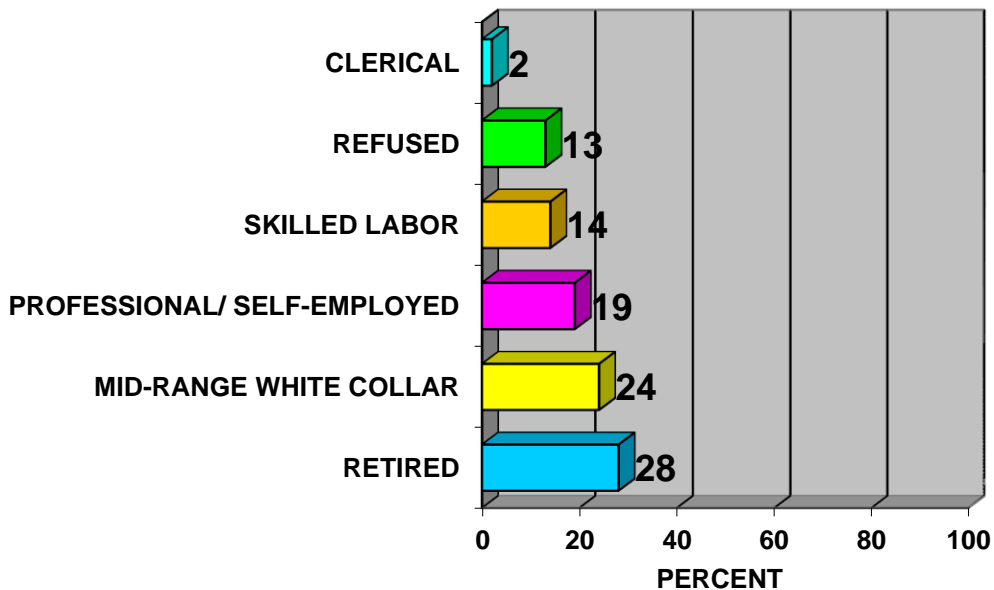
58%	No magazines	5%	National Geographic
32%	Modern Maturity	5%	US News & World Report
24%	AAA Magazine	5%	Various others
17%	Southern Living	4%	Time
10%	Family Circle	4%	Ladies Home Journal
9%	Readers Digest	3%	Better Homes & Garden
9%	Golf magazines - various	2%	Good Housekeeping
6%	People Magazine	Tr.	TV Guide
6%	Sports Illustrated		

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:



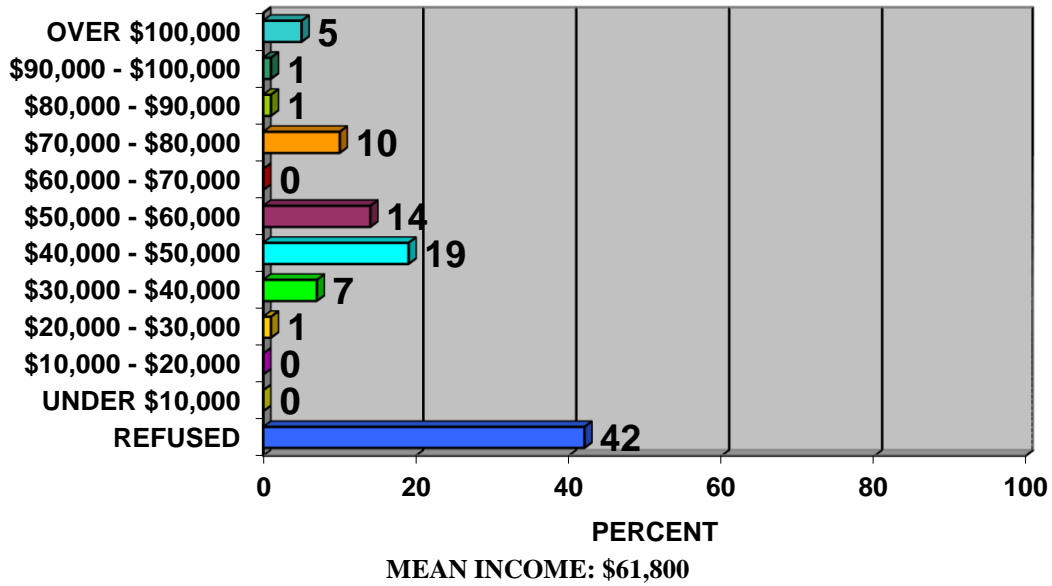
- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 53% of the visitors from Florida to complete the survey were female, 47% were male.

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

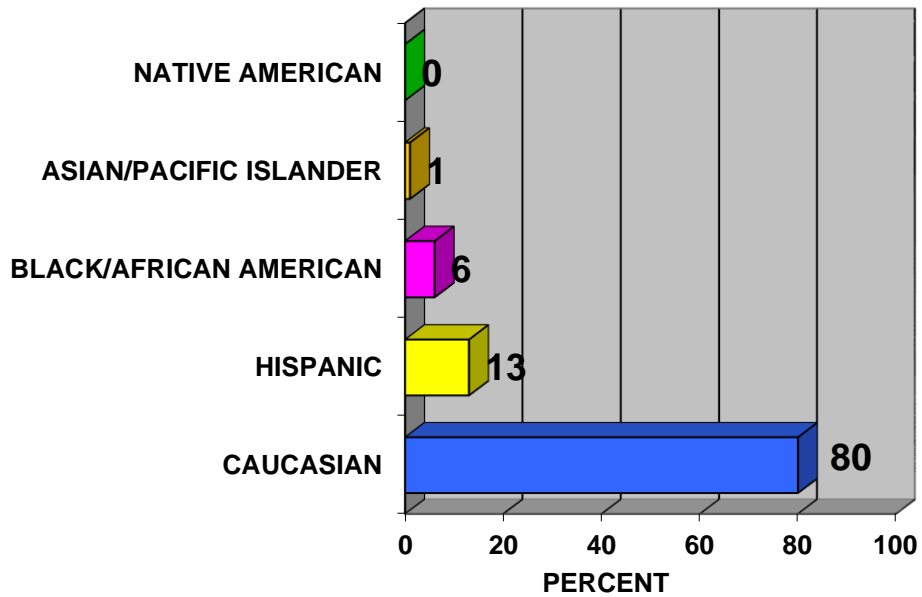


- ◆ Visitors from Florida were an average of 57 years old.
- ◆ 77% of visitors from Florida were married, and 23% were single.

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



THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:



JUNE 2016 DAYTONA BEACH POINTS OF ORIGIN

35%	Florida	1%	Alabama	Tr.	Mississippi
10%	Georgia	1%	California	Tr.	Missouri
7%	Ohio	1%	Connecticut	Tr.	Nebraska
4%	New York	1%	Virginia	Tr.	New Hampshire
4%	North Carolina	Tr.	Arizona	Tr.	New Mexico
3%	Illinois	Tr.	Arkansas	Tr.	Oklahoma
3%	Indiana	Tr.	Colorado	Tr.	Oregon
3%	South Carolina	Tr.	D.C.	Tr.	Vermont
3%	Tennessee	Tr.	Iowa	Tr.	Washington
2%	Kentucky	Tr.	Kansas	Tr.	West Virginia
2%	Michigan	Tr.	Louisiana	Tr.	Wisconsin
2%	New Jersey	Tr.	Maryland		
2%	Pennsylvania	Tr.	Massachusetts		
2%	Texas	Tr.	Minnesota		

◆ TOTAL U.S.A. 87%

◆ CANADA (7% of the total)

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

◆ FOREIGN (5% of the total)

3%	U.K.	Tr.	Netherlands
2%	Germany	Tr.	Norway
Tr.	Belgium	Tr.	Russia
Tr.	Central Europe	Tr.	Switzerland
Tr.	France		

◆ FLORIDA VISITORS (by percent of Florida total)

30%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
28%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
11%	Miami, Fort Lauderdale, The Keys
10%	Jacksonville
9%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
6%	Gainesville
4%	Ft. Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Ft. Walton Beach

