

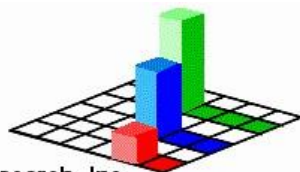
DAYTONA BEACH VISITOR PROFILE

March 2016



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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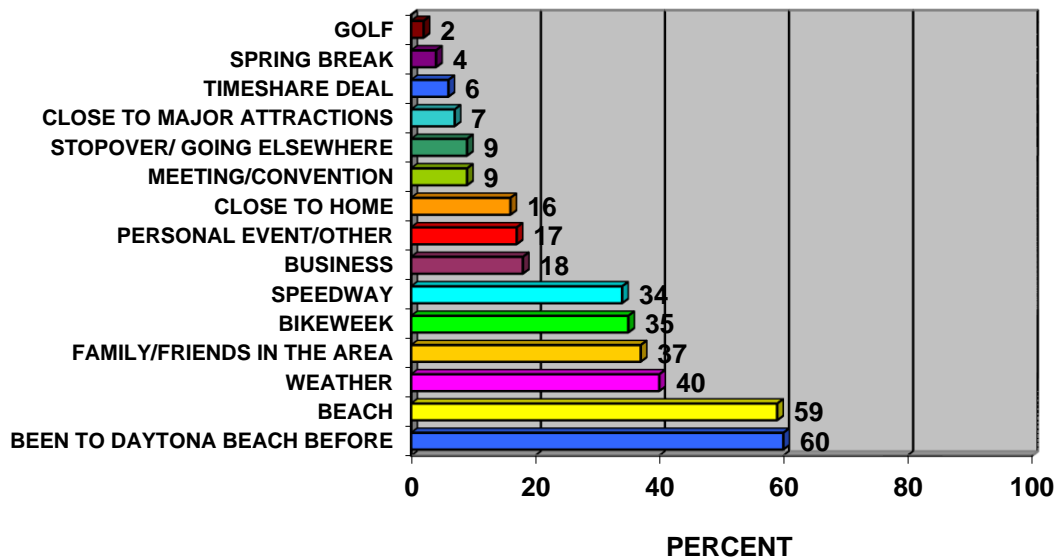


OUT OF STATE VISITORS

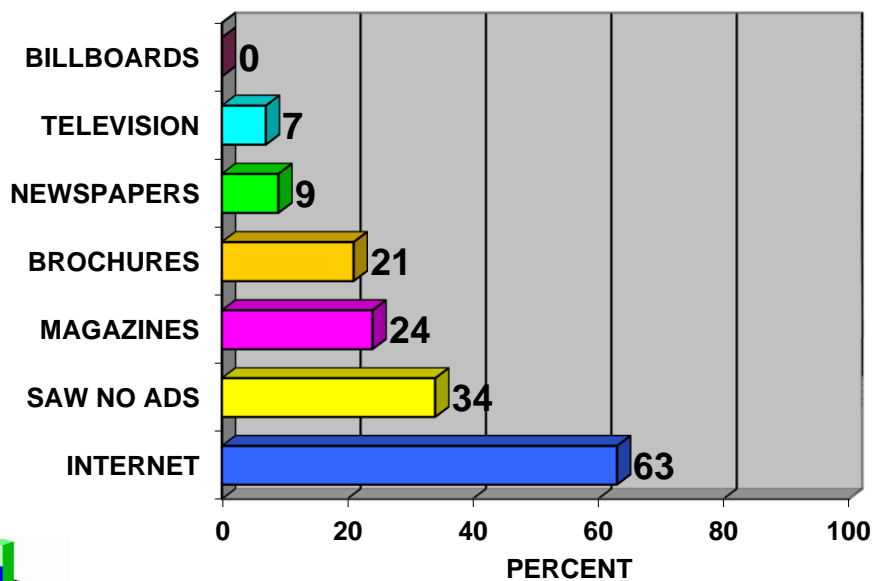
March, 2016 Daytona Beach Visitor Profile

- ◆ For 36% 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.
- ◆ 53% 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:

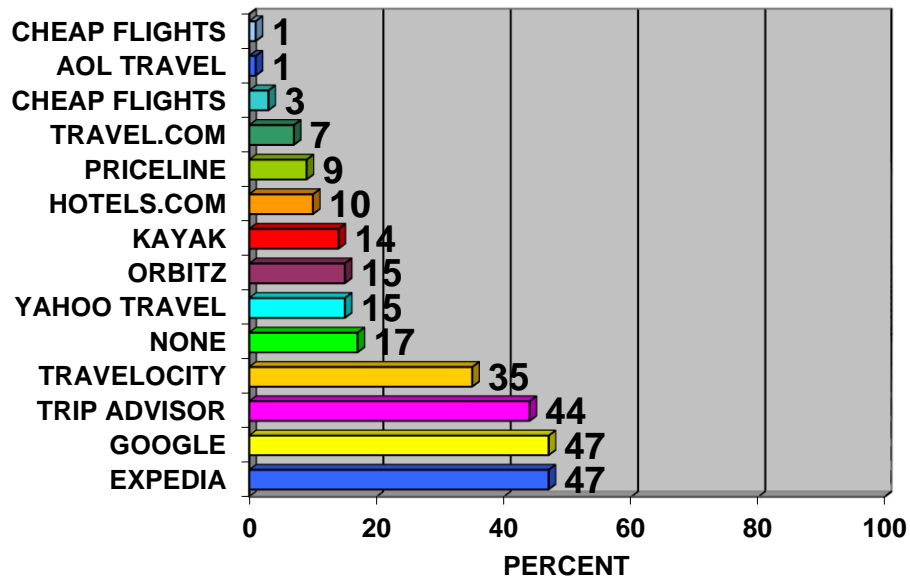


OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

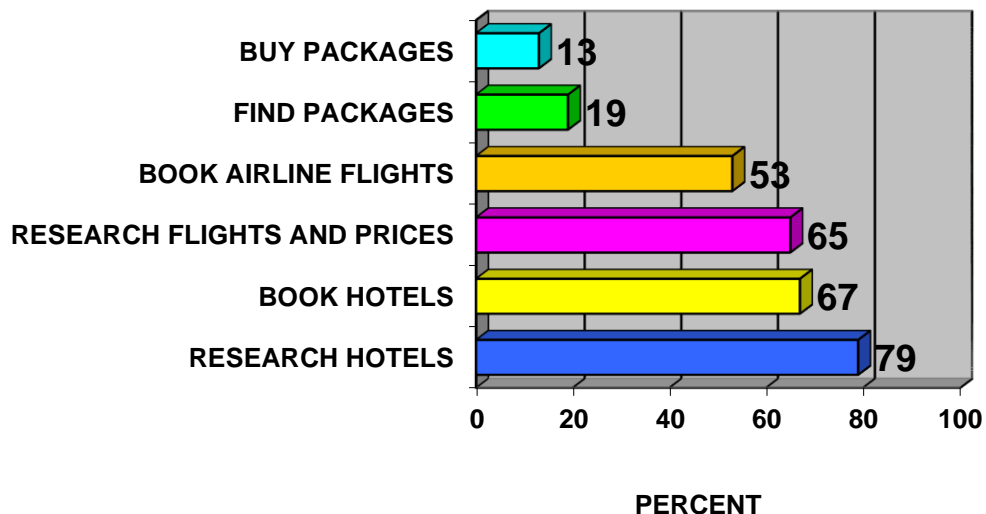


- ◆ 47% of the out of state visitors asked for information before coming.
- ◆ 63% used the Internet to plan their trip to Daytona Beach.
- ◆ 59% used the Internet to choose a place to stay.
- ◆ 55% used the Internet to make reservations.
- ◆ 60% used the Internet for other purposes regarding this trip 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.

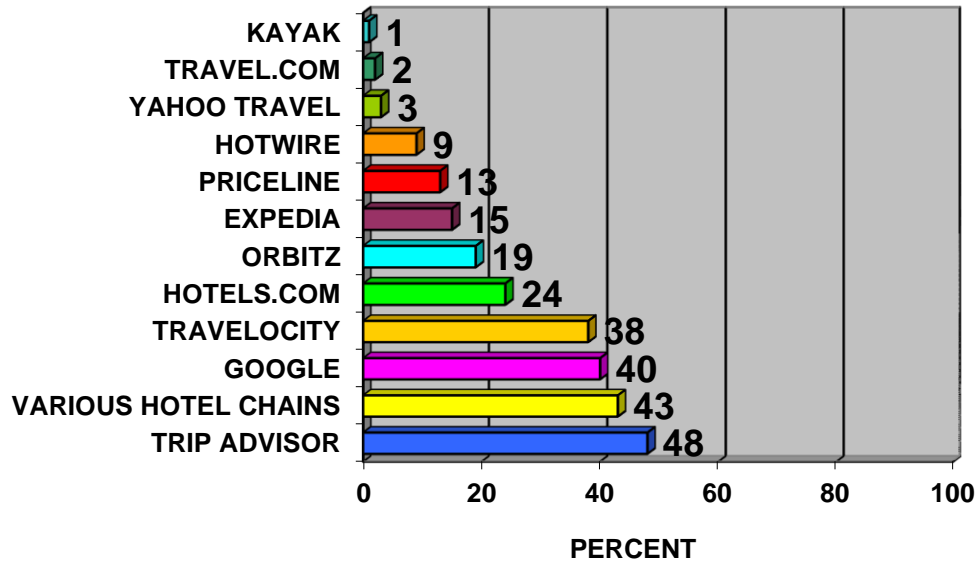
TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:



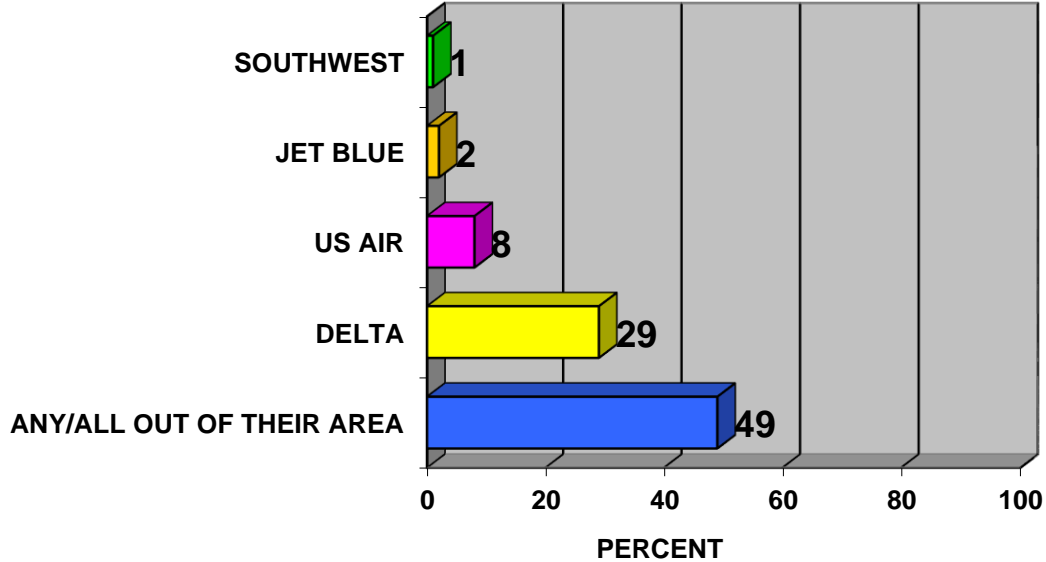
OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:



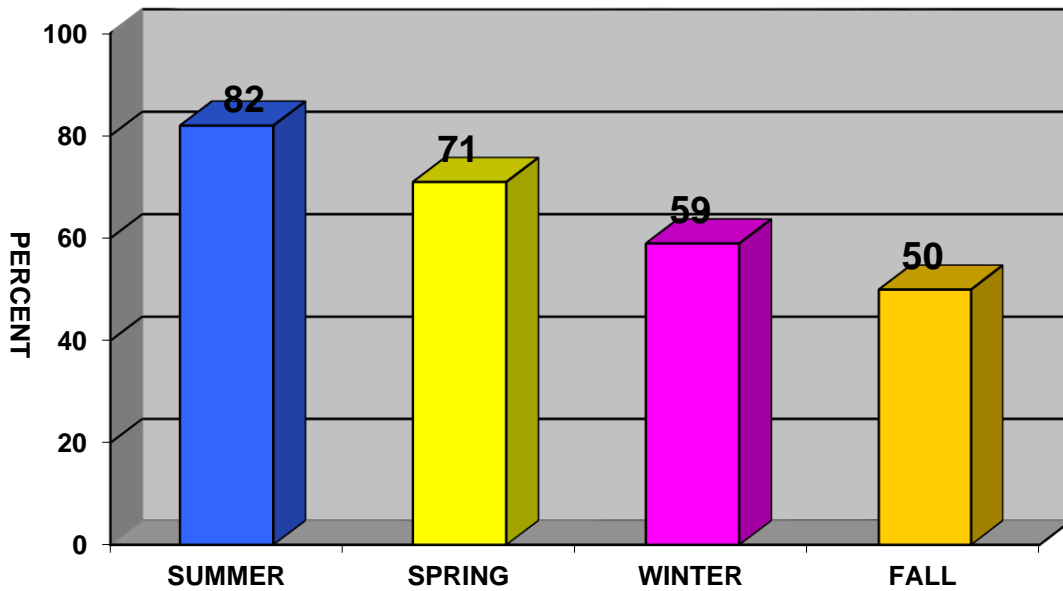
TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:



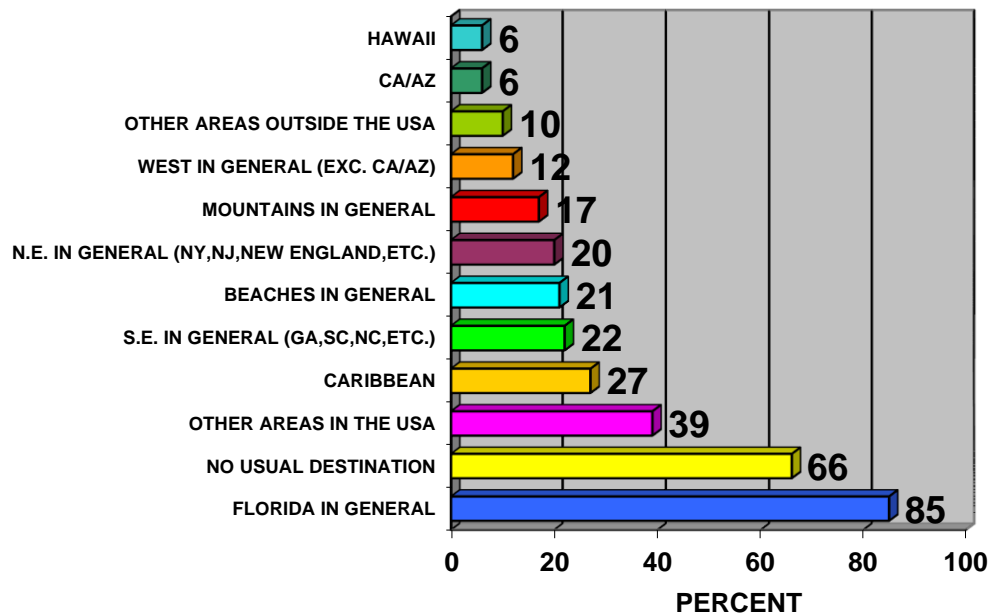
- ◆ 69% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 98% to talk about activities/vacations.
- ◆ 16% of the out of state visitors use Twitter.

- ◆ 64% 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:

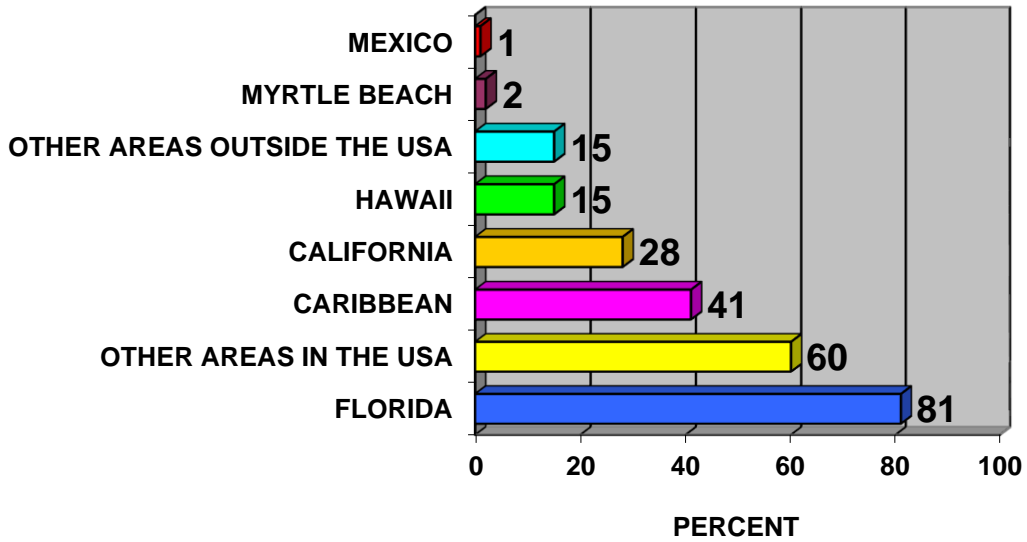


OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

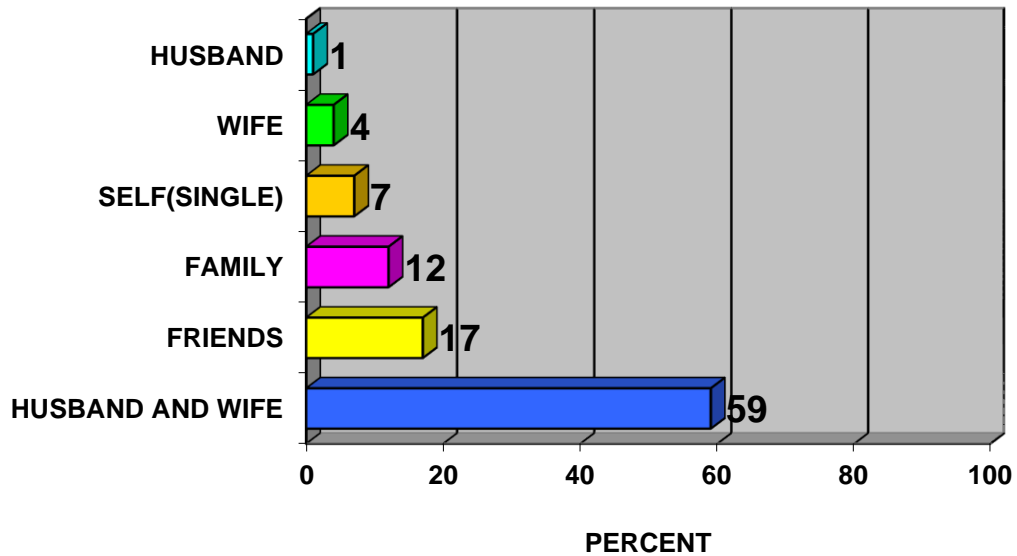


- ◆ 84% of the out of state visitors have taken another warm weather vacation in the past five years.

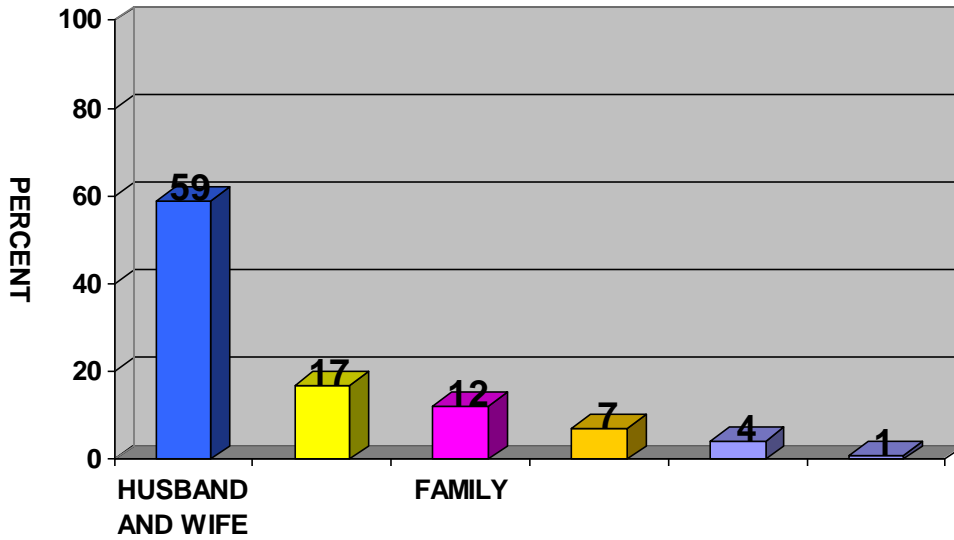
**OUT OF STATE VISITORS WHO HAVE TAKEN
ANOTHER WARM WEATHER VACATION IN THE PAST 5
YEARS ALSO VACATION IN:**



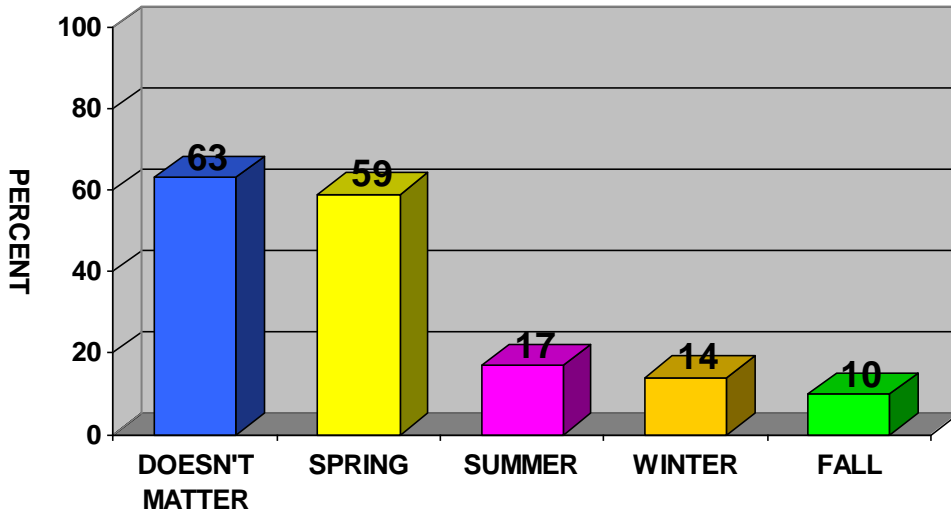
**THE DECISION TO VISIT DAYTONA BEACH FOR
OUT OF STATE VISITORS WAS MADE BY:**



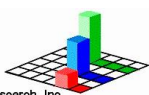
OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:



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

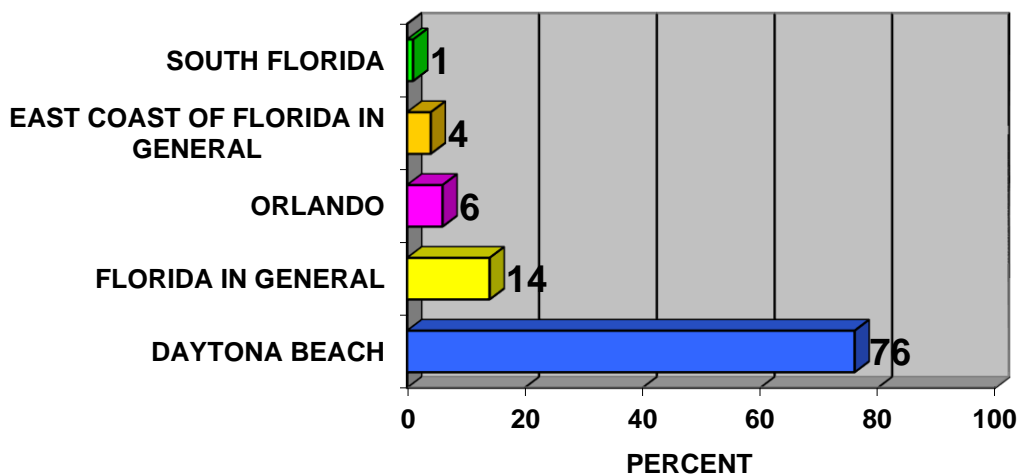


- ◆ The average party size for out of state visitors was 2.8.
- ◆ 6% of out of state visitors traveled with children age 12 and younger.
- ◆ 7% of out of state visitors traveled with teenagers.



- ◆ 49% traveled with friends/relatives; 48% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 24% said government/company business, 14% said convention/trade show, and 26% said to meet a cruise.
- ◆ 27% of out of state visitors traveled by air, 63% by auto, and 10% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 64% landed in Daytona Beach.
 - 24% landed in Orlando/Sanford.
 - 2% landed someplace else.
- ◆ 2% of the out of state visitors that flew into Orlando said that it was inconvenient.

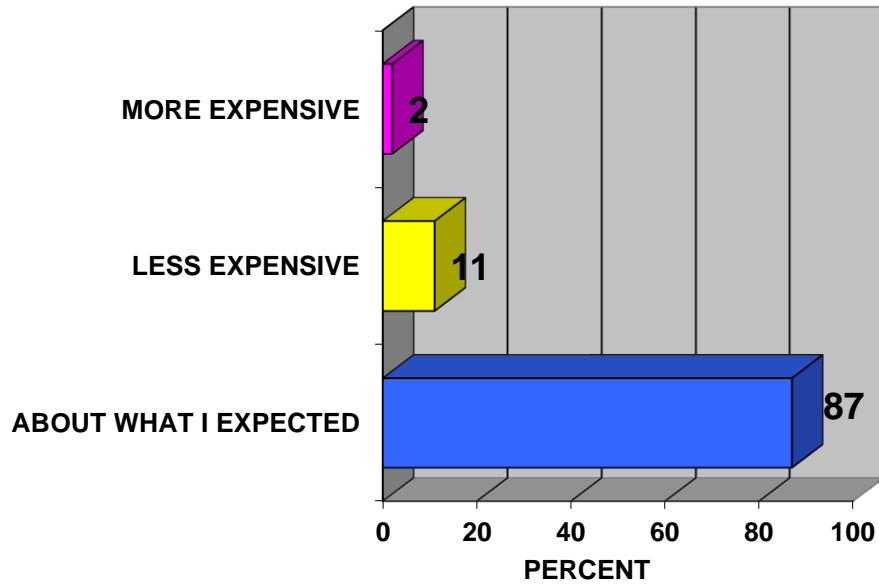
THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:



- ◆ The average number of days out of state visitors spent away from home was 8.6.
- ◆ The average number of days spent in Daytona Beach was 5.5.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors' immediate party was about \$200.
- ◆ 88% of out of state visitors made advanced reservations, with the average time in advance being about 3 months.
- ◆ 35% of out of state visitors did not use a professional travel service.
 - 53% used an Internet travel service.
 - 9% used a travel agent.
 - 2% used an auto club.
 - 1% used a timeshare.

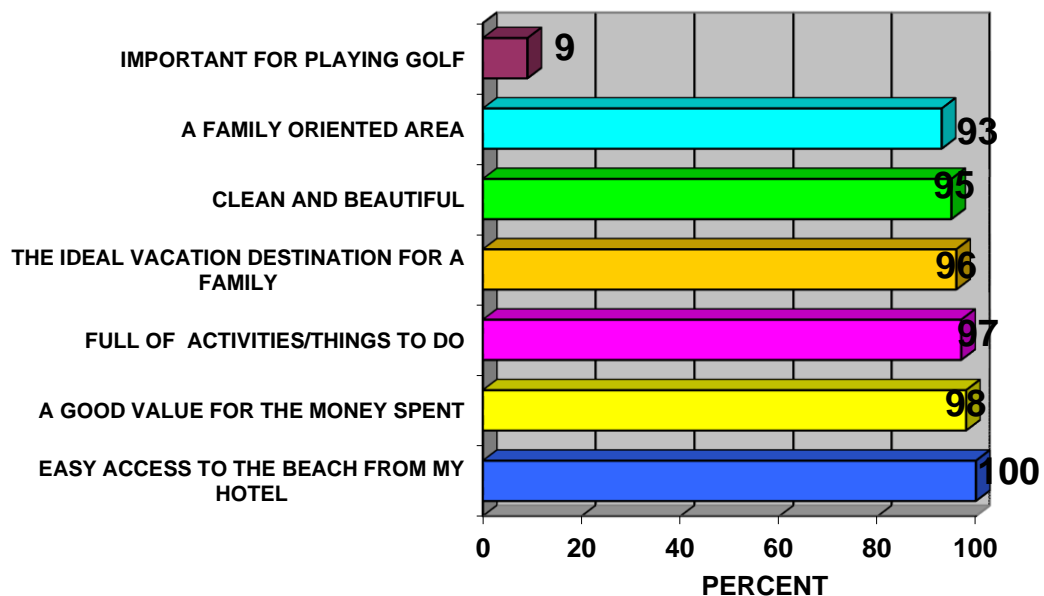
Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:

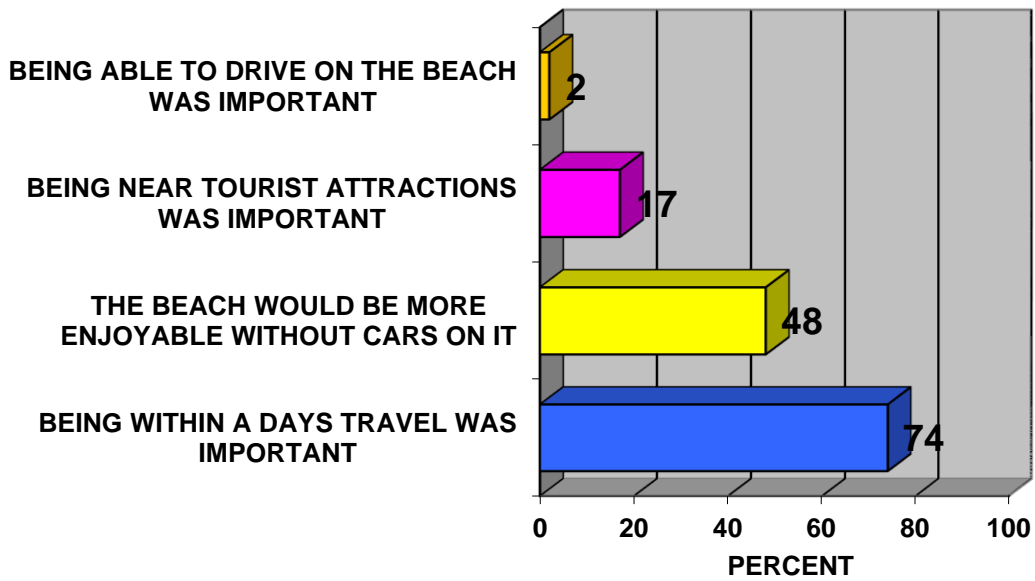


- ◆ While in Daytona Beach, 52% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ Trace of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 10% of the out of state visitors paid the fee to park in the parking garage.

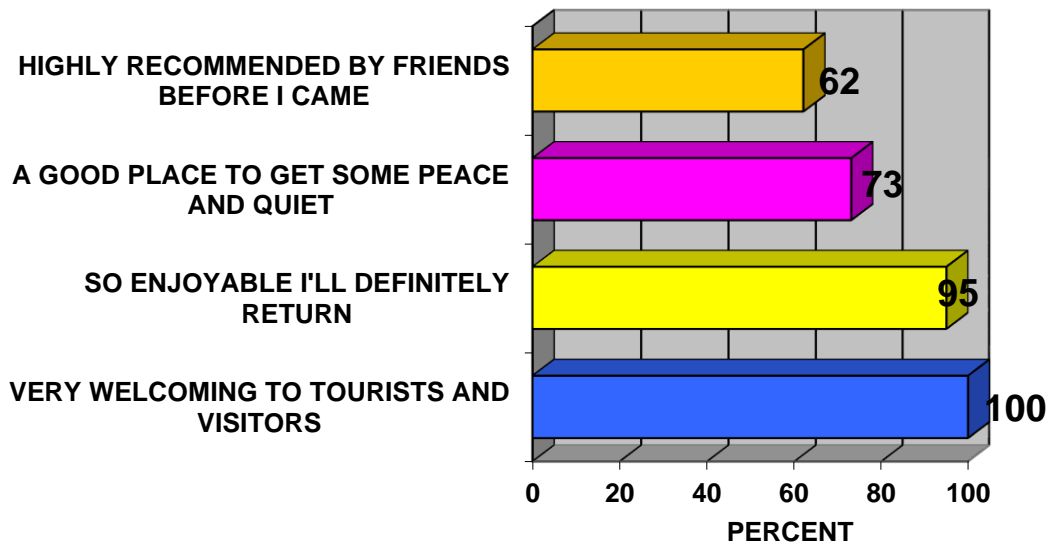
OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



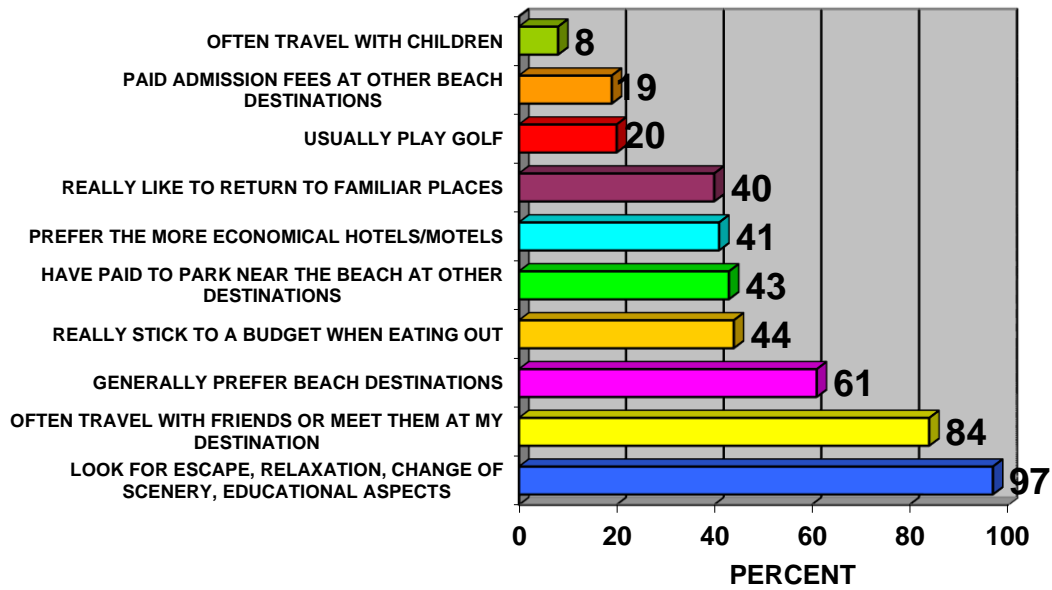
IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:



OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



ON PLEASURE TRIPS OUT OF STATE VISITORS:

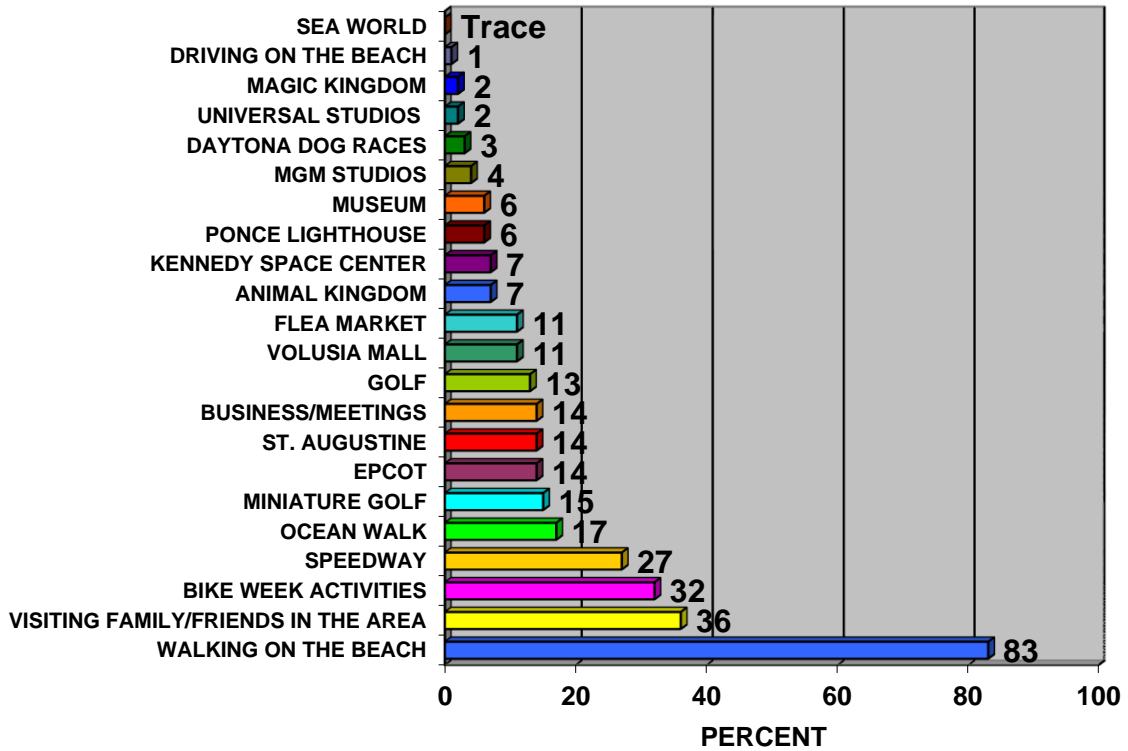


◆ Magazines received and read by members of out of state visitors' households are:

57%	No magazines	7%	US News & World Report
27%	AAA Magazine	6%	Readers Digest
23%	Modern Maturity	5%	Ladies Home Journal
21%	Biker magazines - various	5%	Various others
13%	Car magazines – various	4%	National Geographic
13%	Southern Living	4%	Time
13%	Sports Illustrated	3%	Better Homes & Garden
10%	Golf magazines – various	2%	Good Housekeeping
7%	Family Circle	Tr.	Fishing magazines – various
7%	People Magazine		

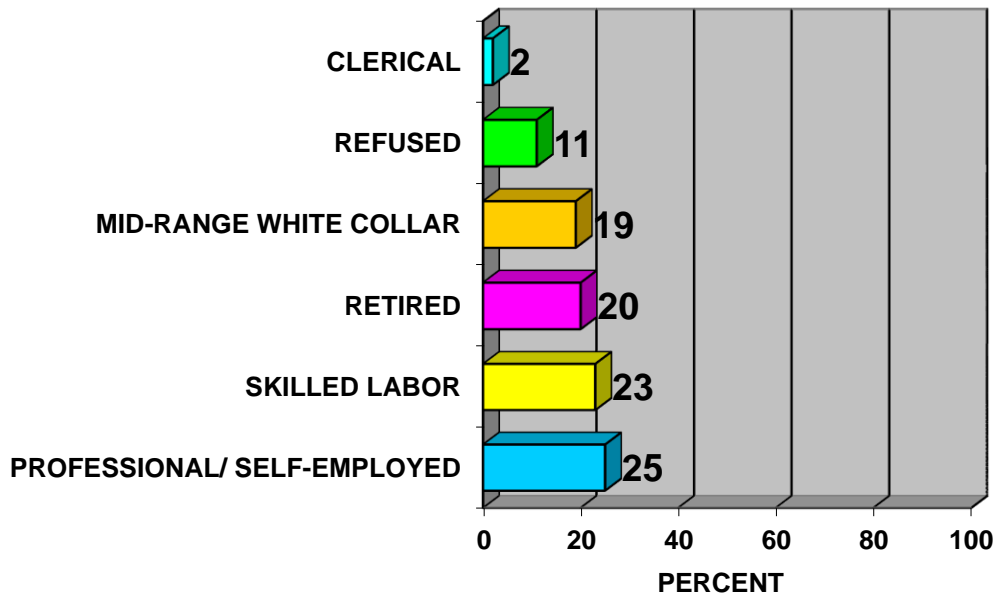


ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:



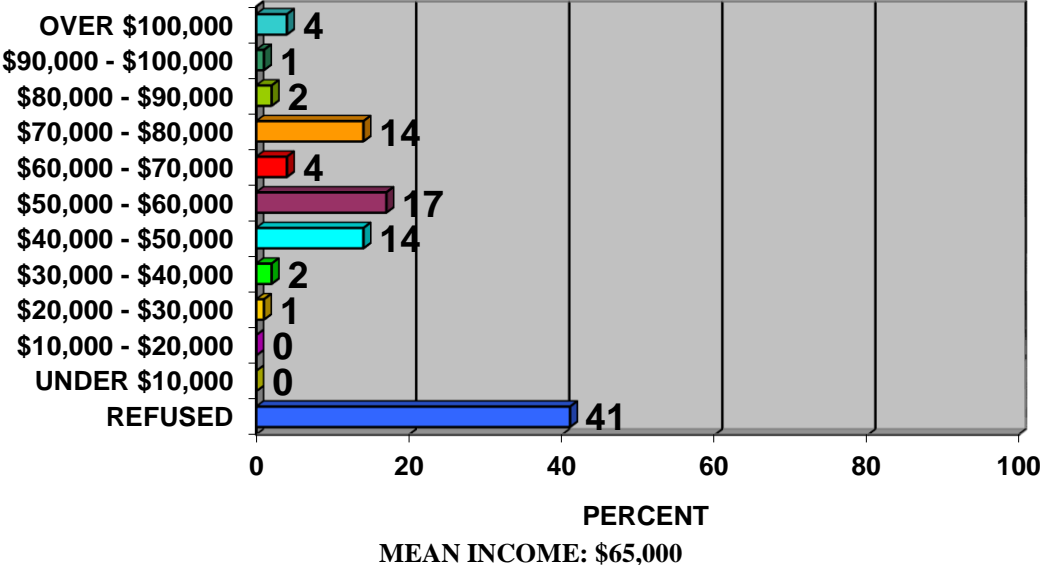
- ◆ 100% of the out of state visitors would recommend Daytona Beach to others.
- ◆ 58% of the out of state visitors to complete the survey were male, 44% were female.

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

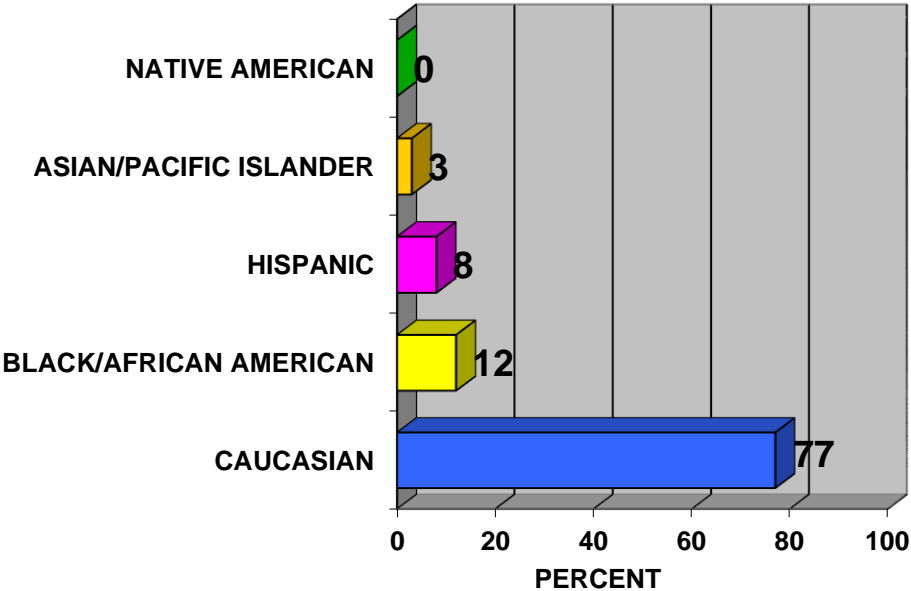


- ◆ Out of state visitors were an average of 57 years old.
- ◆ 85% of out of state visitors were married, and 15% were single.

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



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

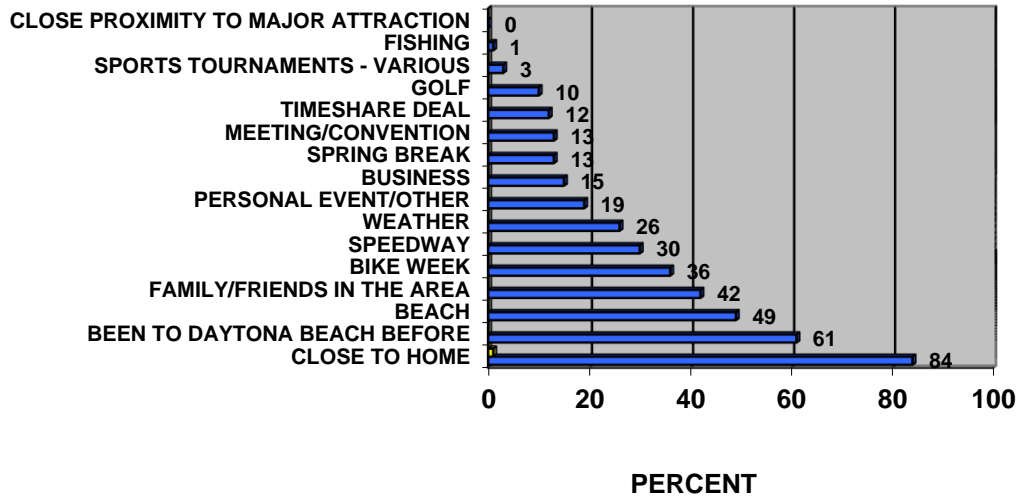


FLORIDA VISITORS

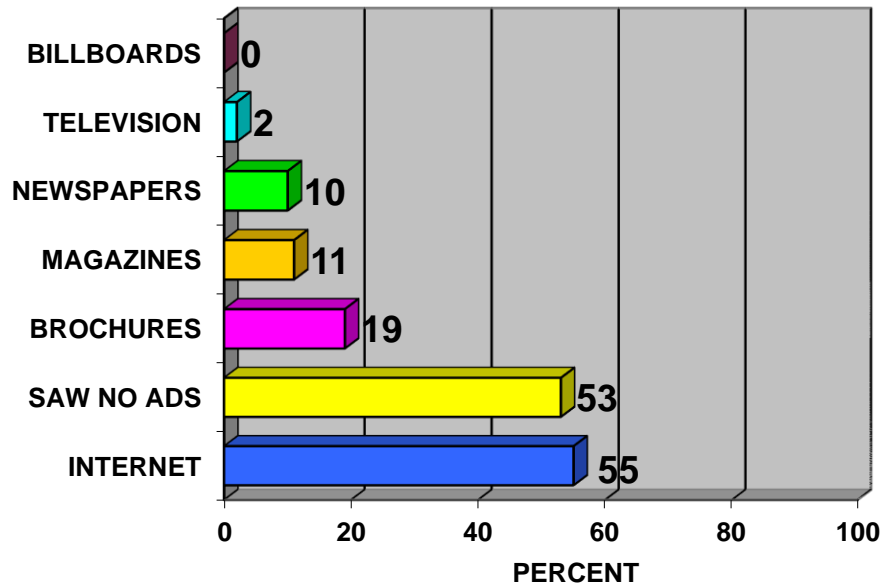
March, 2016 Daytona Beach Visitor Profile

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

REASONS FOR FLORIDA RESIDENTS TO CHOOSE DAYTONA BEACH WERE:

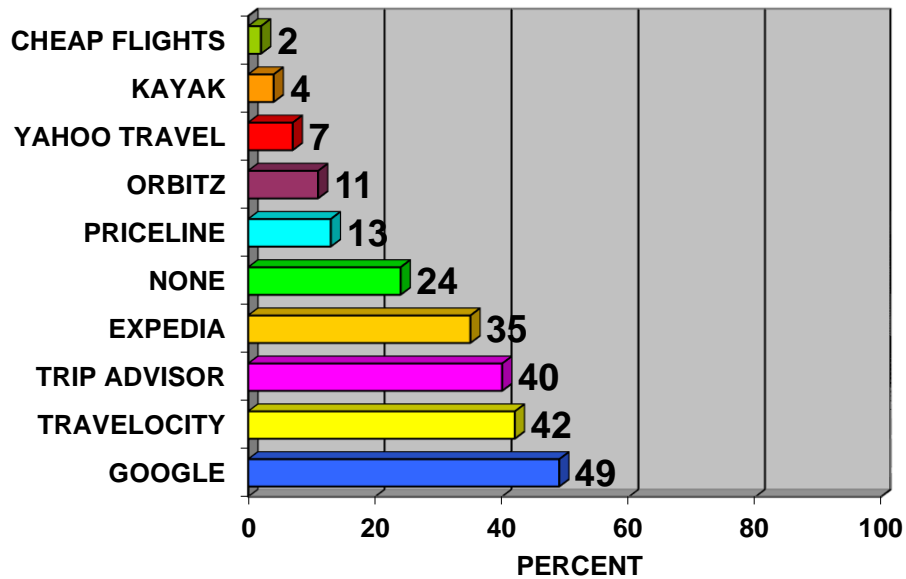


VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

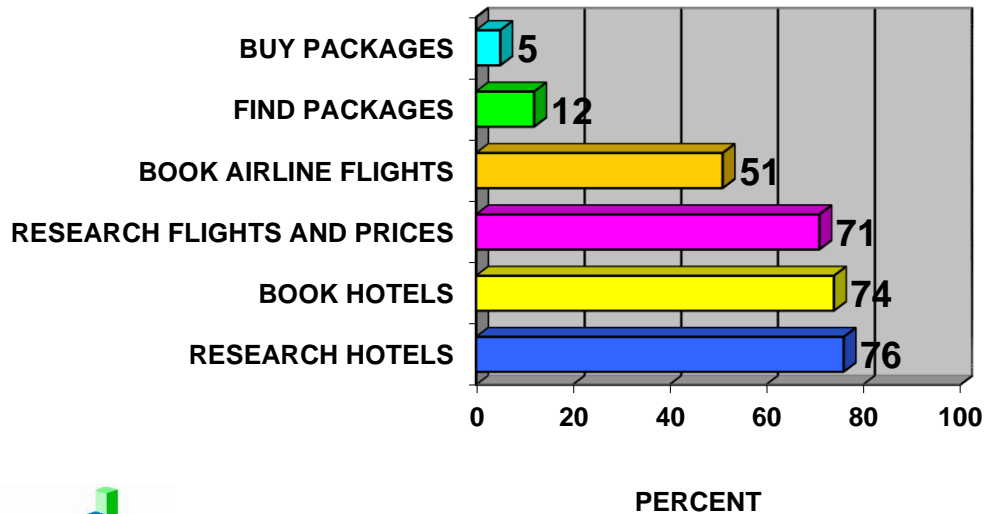


- ◆ 26% of the visitors from Florida asked for information before coming.
- ◆ 57% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 50% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 52% of the visitors from Florida used the Internet to make reservations.
- ◆ 54% 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.

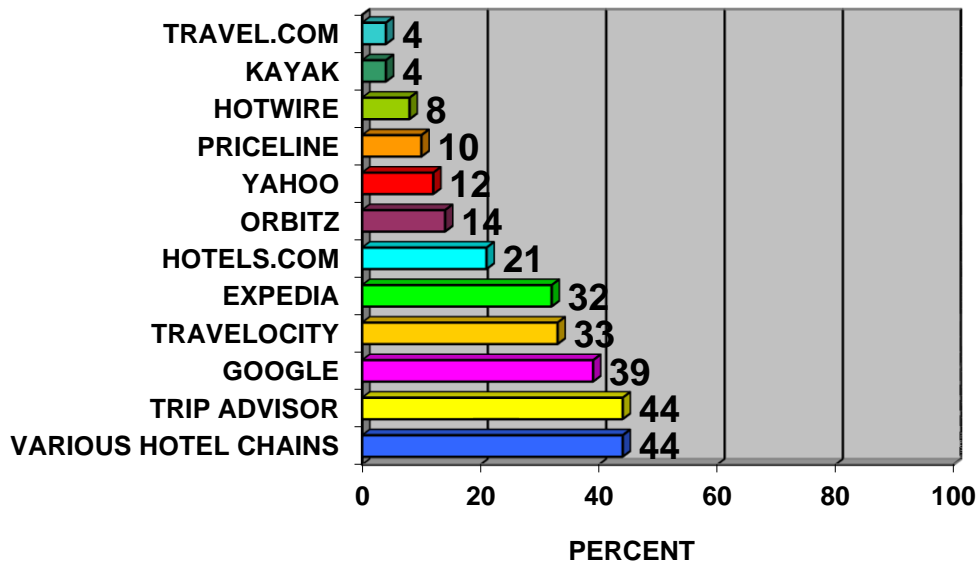
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:



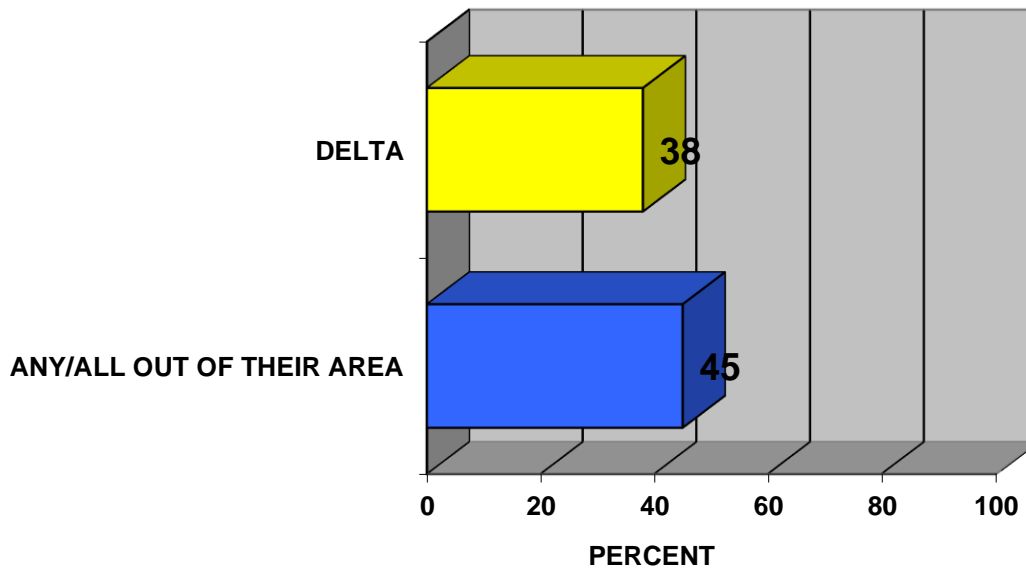
VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:



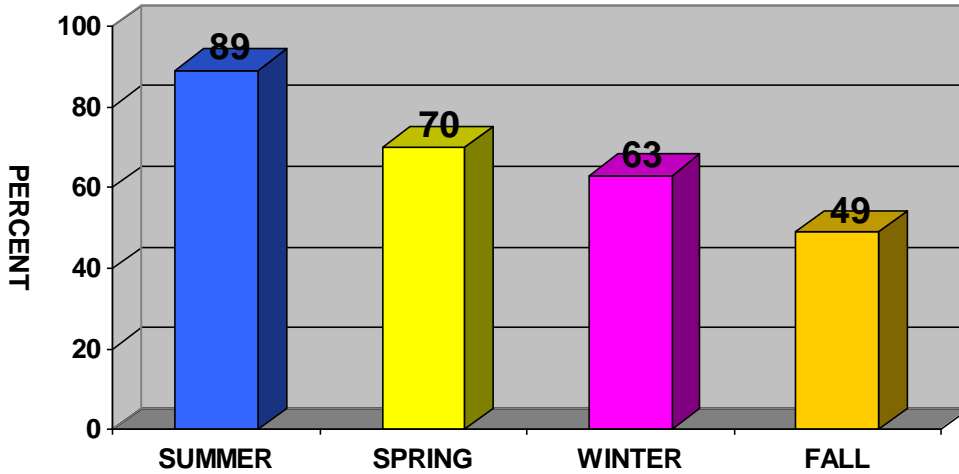
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:



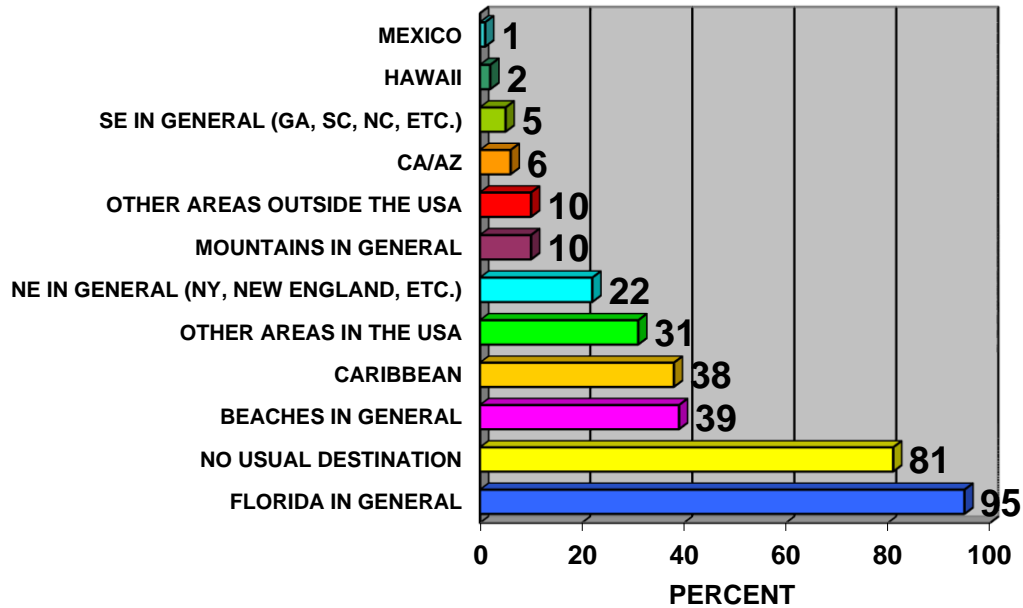
- ◆ 63% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 98% to see what is new with their friends, and 82% to talk about activities/vacations.
- ◆ 20% of the visitors from Florida use Twitter.

- ◆ 64% 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:



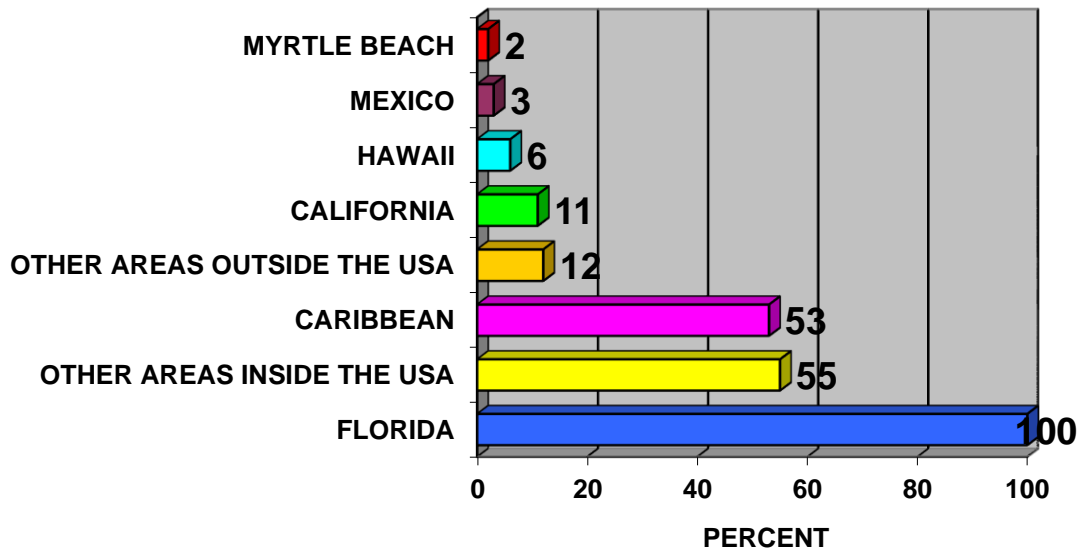
VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:



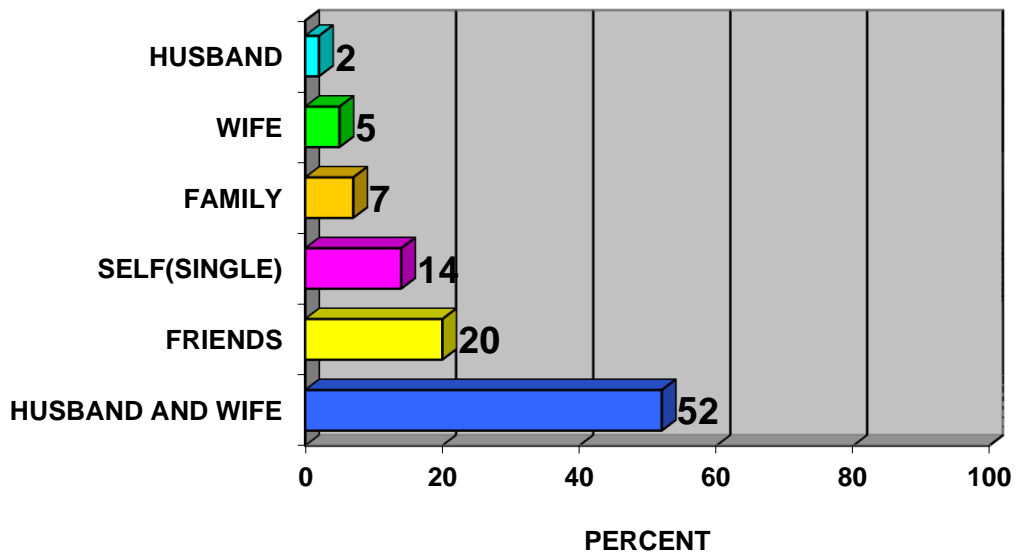
- ◆ 77% of the visitors from Florida have taken another warm weather vacation in the past five years.



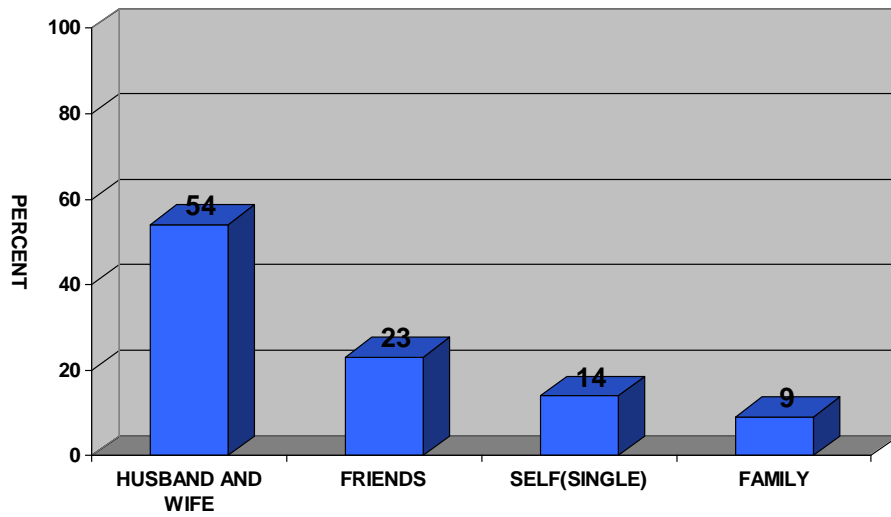
VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:



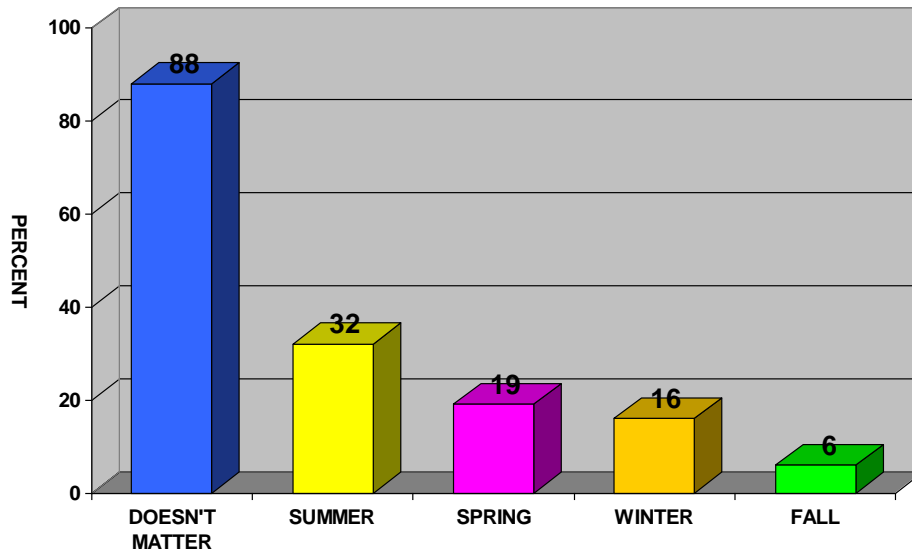
THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:



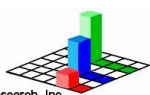
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:



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

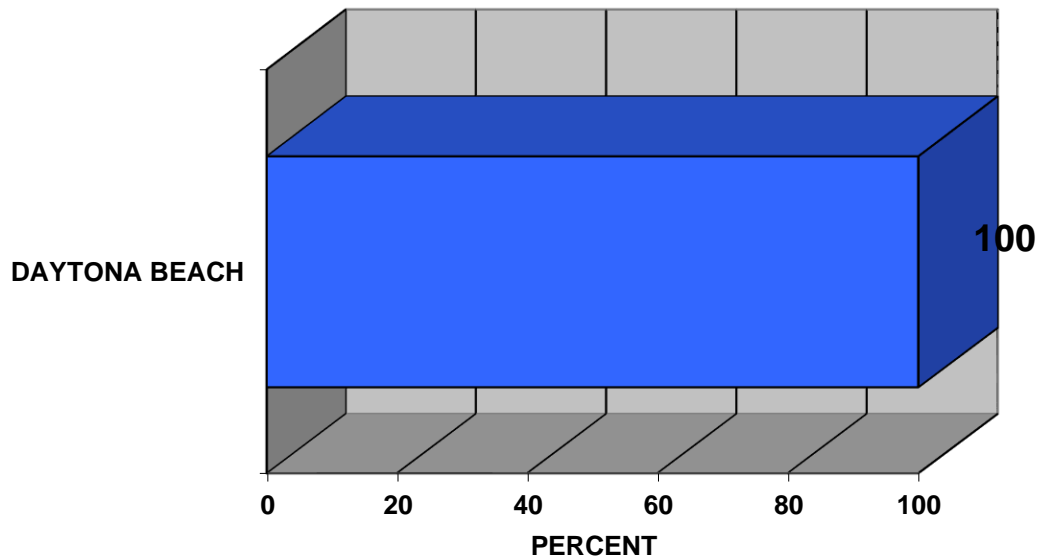


- ◆ The average party size for visitors from Florida was 2.6.
- ◆ 7% of visitors from Florida traveled with children age 12 and younger.
- ◆ 9% of the visitors from Florida traveled with teenagers.



- ◆ 54% traveled with friends/relatives; 59% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 27% said government/company business, 19% said convention/trade show, and 39% said to meet a cruise.
- ◆ 80% of the visitors from Florida traveled by auto and 20% by motorcycle.

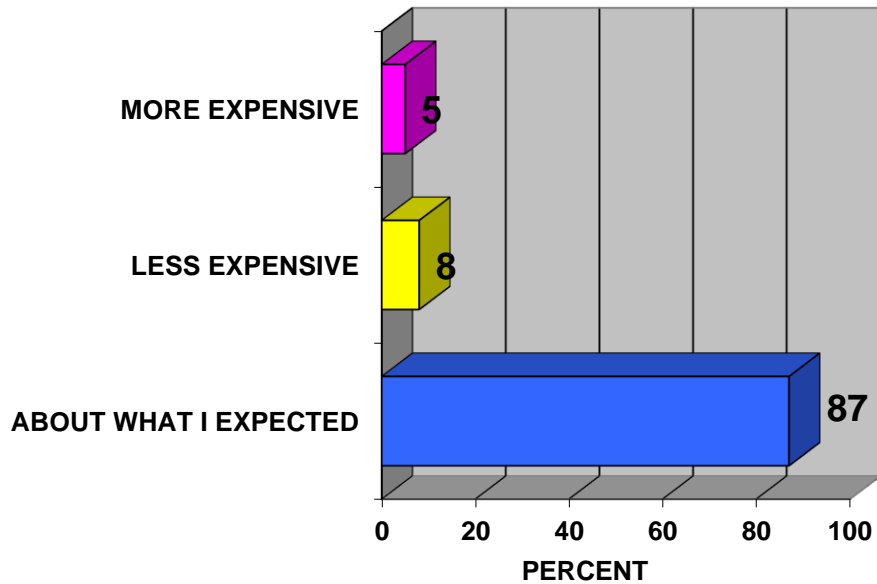
THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:



- ◆ 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.
- ◆ 75% of visitors from Florida made advanced reservations, with the average time in advance being about seven to eight weeks.
- ◆ 42% of visitors from Florida did not use a professional travel service.
 - 51% used an Internet travel service.
 - 4% used a travel agent.
 - 1% used an auto club.
 - 2% used a timeshare.

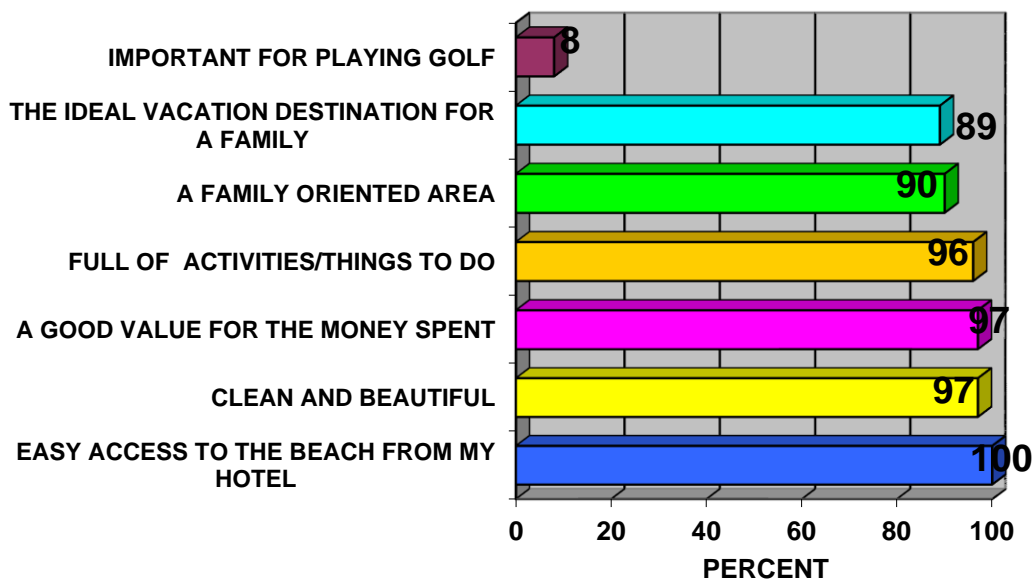
Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:

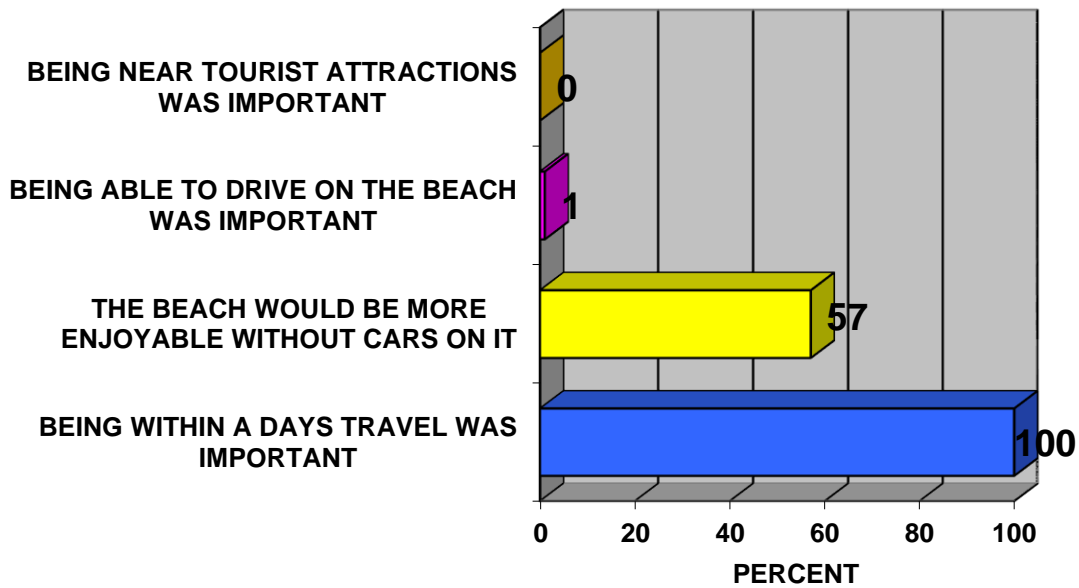


- ◆ While in Daytona Beach, 50% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 1% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 10% of visitors from Florida paid the fee to park in the parking garage.

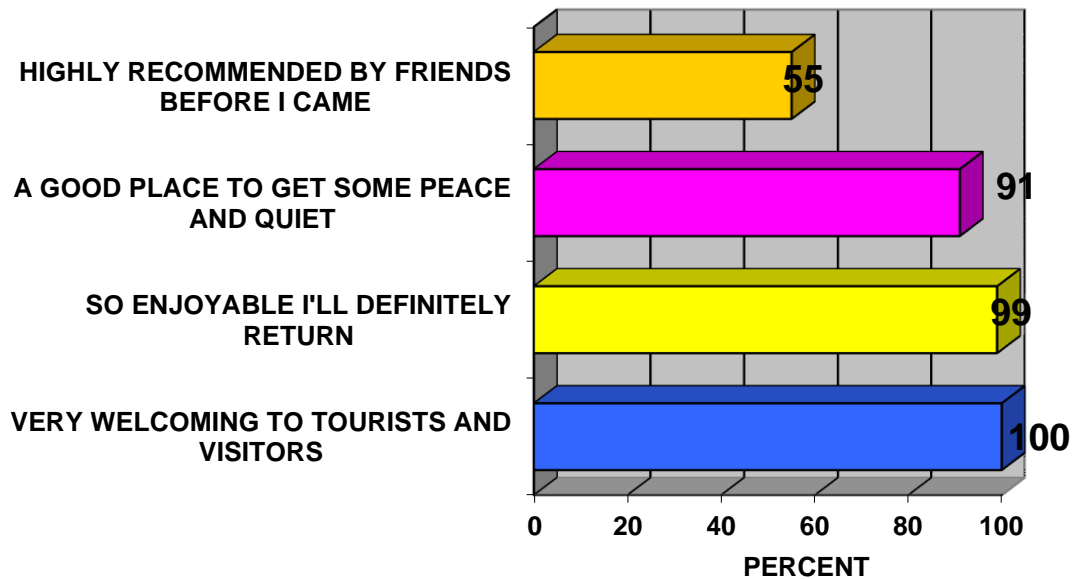
VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



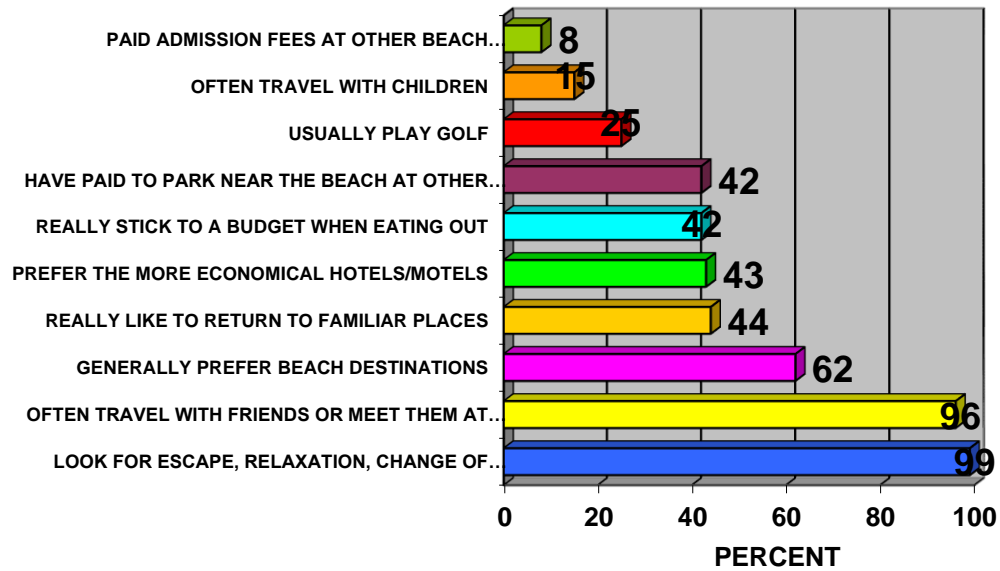
IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:



VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:

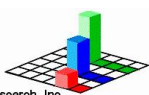


ON PLEASURE TRIPS VISITORS FROM FLORIDA:

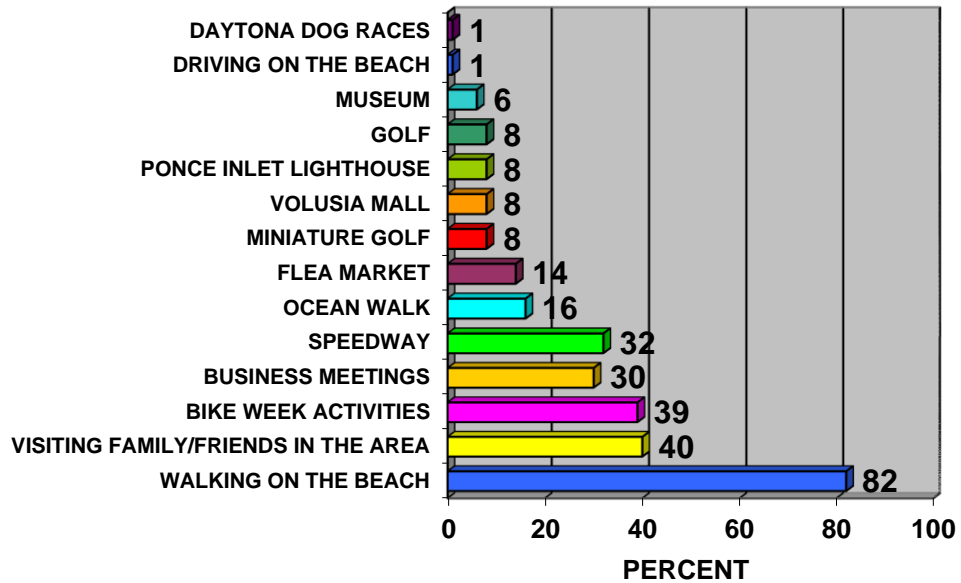


◆ Magazines received and read by members of visitors' from Florida households are:

- | | | | |
|-----|--------------------------|-----|-----------------------------|
| 58% | No magazines | 5% | People Magazine |
| 29% | Modern Maturity | 5% | Various others |
| 21% | AAA Magazine | 4% | Better Homes & Garden |
| 18% | Biker Magazine – various | 4% | Ladies Home Journal |
| 15% | Southern Living | 4% | Time |
| 9% | Readers Digest | 4% | US News & World Reports |
| 7% | Family Circle | 2% | Good Housekeeping |
| 7% | Golf magazines – various | 1% | Boating Magazines |
| 6% | Car Magazines - various | 1% | Fishing magazines – various |
| 6% | Sports Illustrated | Tr. | TV Guide |
| 5% | National Geographic | | |

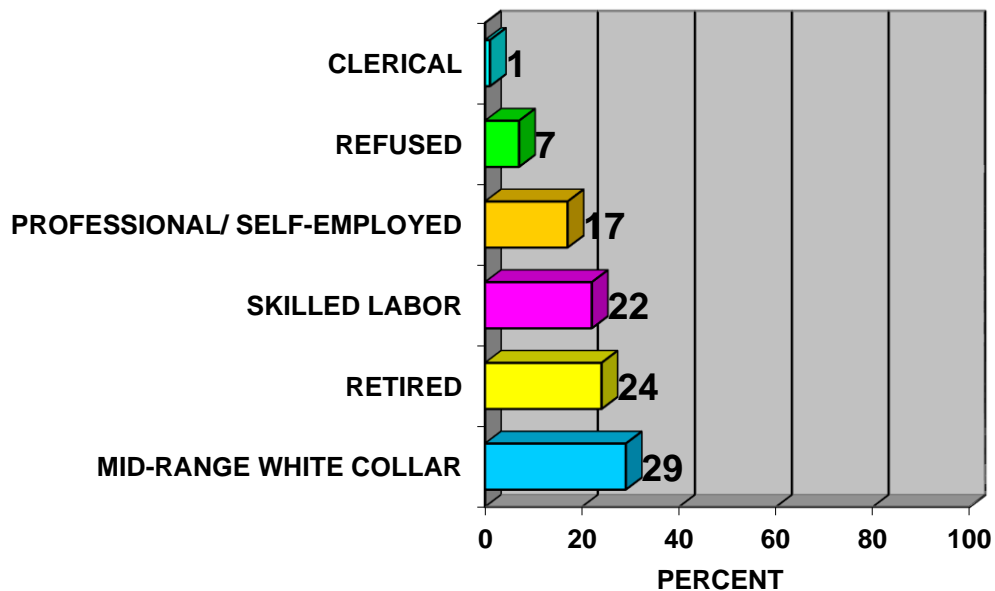


ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:



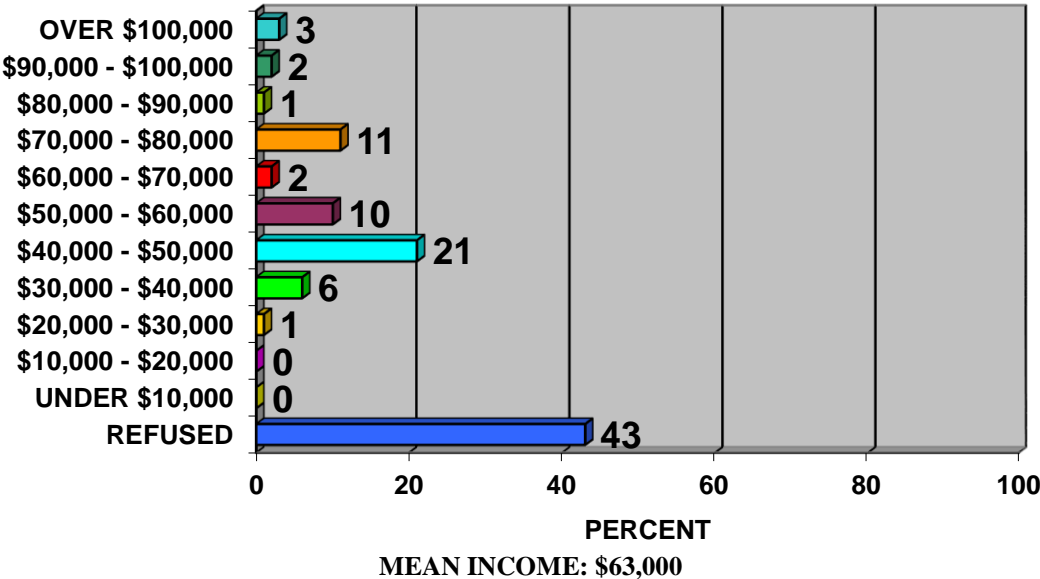
- ◆ 100% of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 57% of the visitors from Florida to complete the survey were male, 43% were female.

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

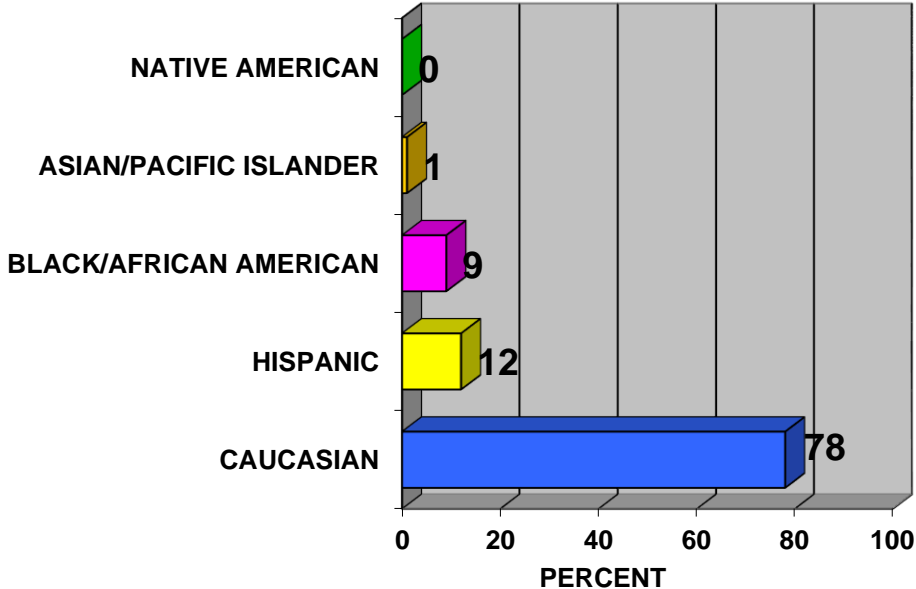


- ◆ Visitors from Florida were an average of 55 years old.
- ◆ 73% of visitors from Florida were married, and 27% were single.

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



THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:



MARCH 2016 DAYTONA BEACH POINTS OF ORIGIN

28%	Florida	1%	Massachusetts	Tr.	Mississippi
7%	Georgia	1%	Texas	Tr.	Missouri
7%	New York	1%	Virginia	Tr.	Nebraska
7%	Ohio	Tr.	Alabama	Tr.	Nevada
4%	Illinois	Tr.	Alaska	Tr.	New Hampshire
4%	North Carolina	Tr.	Arizona	Tr.	Oklahoma
3%	Indiana	Tr.	Arkansas	Tr.	Rhode Island
3%	Michigan	Tr.	Colorado	Tr.	Utah
3%	Pennsylvania	Tr.	D.C.	Tr.	Vermont
2%	Kentucky	Tr.	Delaware	Tr.	Washington
2%	New Jersey	Tr.	Iowa	Tr.	West Virginia
2%	South Carolina	Tr.	Louisiana	Tr.	Wisconsin
2%	Tennessee	Tr.	Maine		
1%	California	Tr.	Maryland		
1%	Connecticut	Tr.	Minnesota		

◆ **TOTAL U.S.A. 83%**

◆ **CANADA (10% of the total)**

6%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia	Tr.	Prince Edward Island
Tr.	Manitoba	Tr.	Saskatchewan

◆ **FOREIGN (7% of the total)**

4%	United Kingdom/England	Tr.	Netherlands
2%	Germany	Tr.	Norway
Tr.	France	Tr.	Spain
Tr.	Belgium	Tr.	Sweden
Tr.	Italy	Tr.	Switzerland

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

29%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
25%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
10%	Jacksonville
12%	Miami, Fort Lauderdale, The Keys
12%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
5%	Gainesville
4%	Fort Myers, Naples
2%	Tallahassee
Tr.	Panama City
Tr.	Pensacola, Fort Walton Beach

