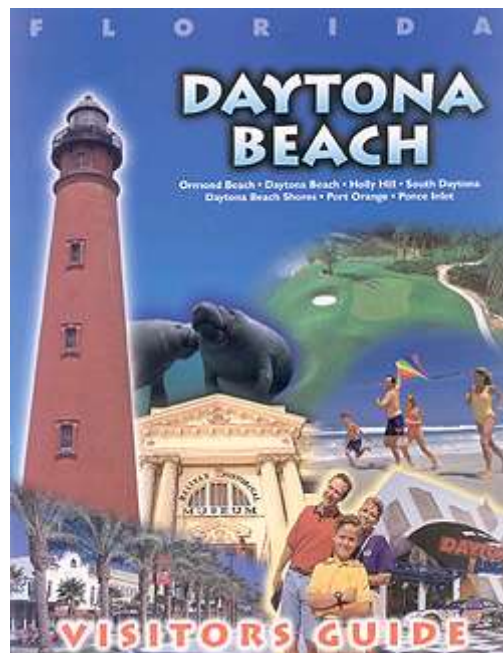


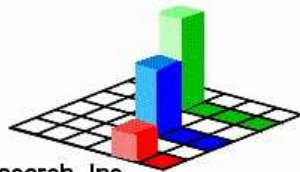
DAYTONA BEACH VISITOR PROFILE

October 2015



Prepared for The Halifax Area Advertising Authority

By:



Mid-Florida Marketing & Research, Inc.

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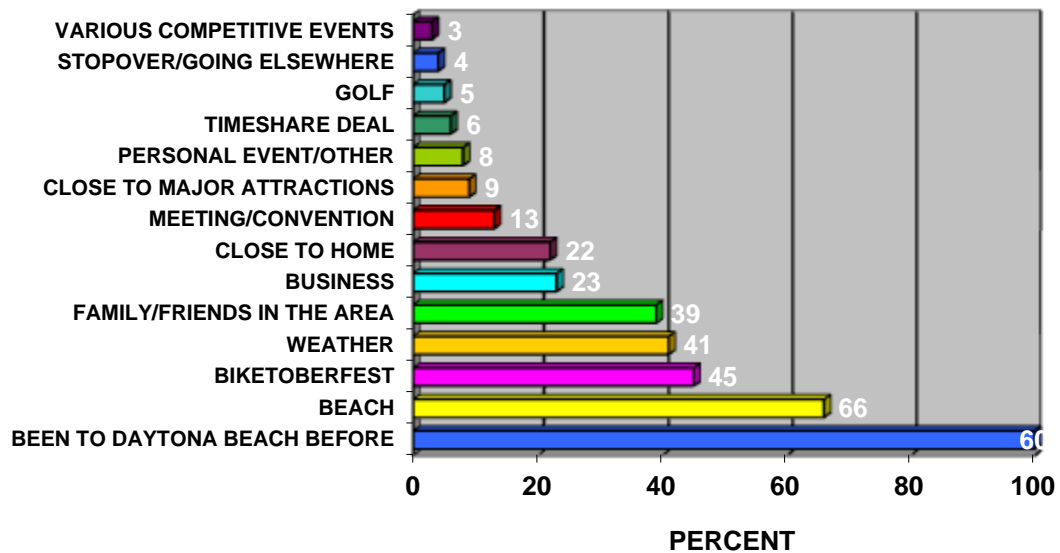
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OUT OF STATE VISITORS

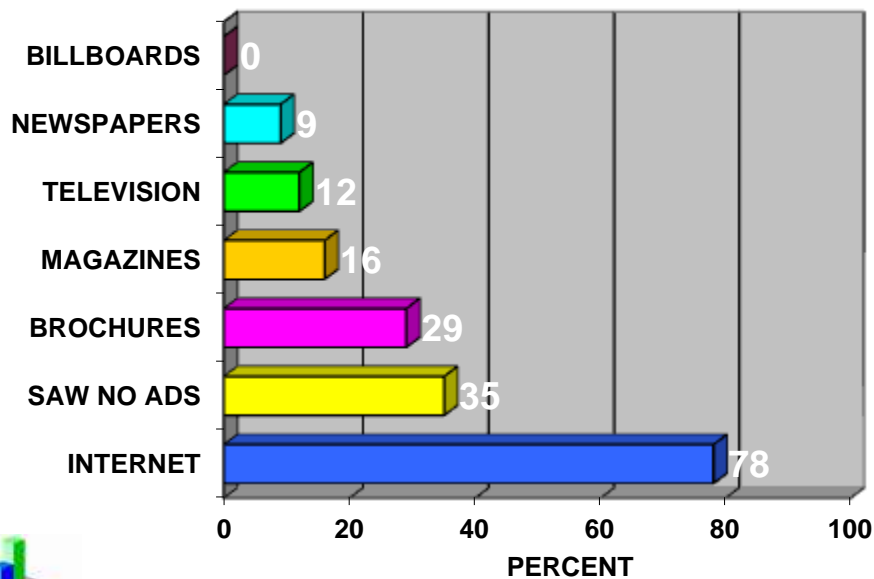
October 2015 Daytona Beach Visitor Profile

- ◆ For 33% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 94% 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.
- ◆ 59% 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:

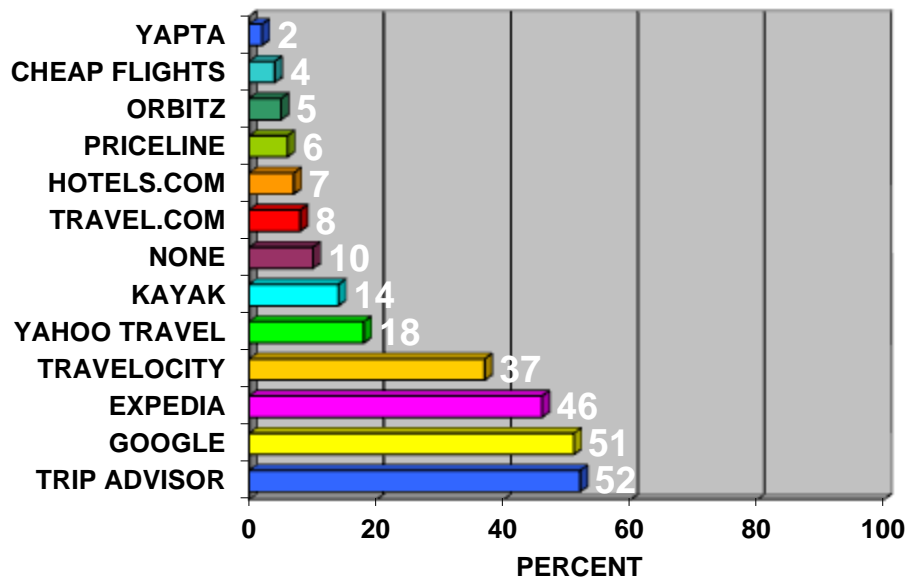


OUT OF STATE VISITORS REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

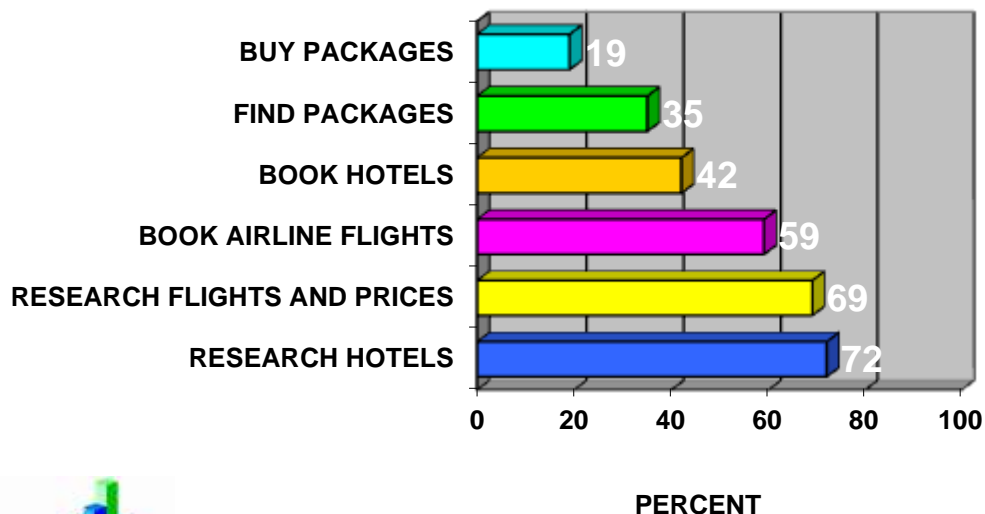


- ◆ 51% of the out of state visitors asked for information before coming.
- ◆ 72% used the Internet to plan their trip to Daytona Beach.
- ◆ 60% used the Internet to choose a place to stay.
- ◆ 55% used the Internet to make reservations.
- ◆ 72% used the Internet for other purposes regarding this trip 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.

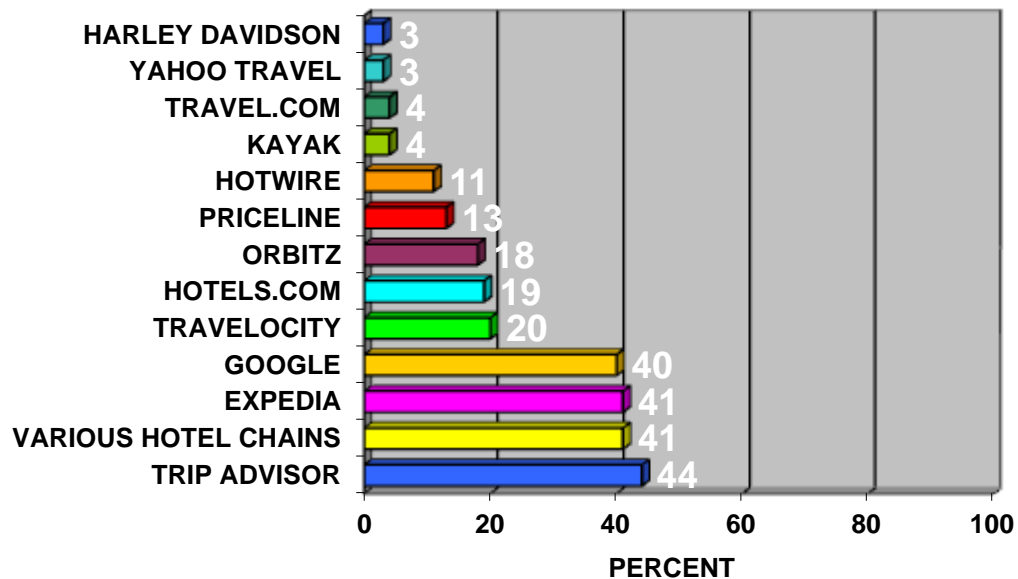
TRAVEL WEBSITES USED BY OUT OF STATE VISITORS:



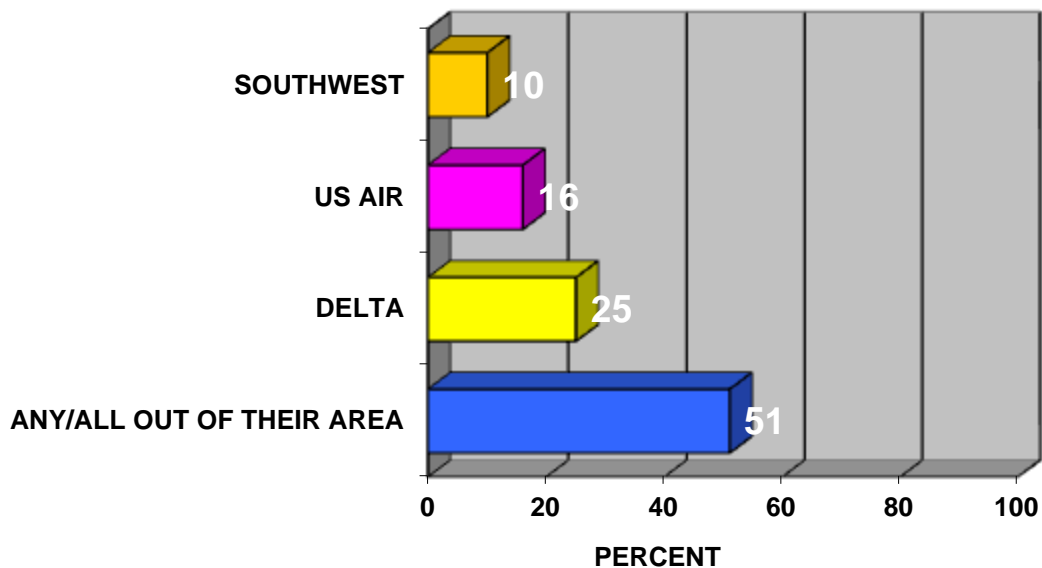
OUT OF STATE VISITORS USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR HOTELS:



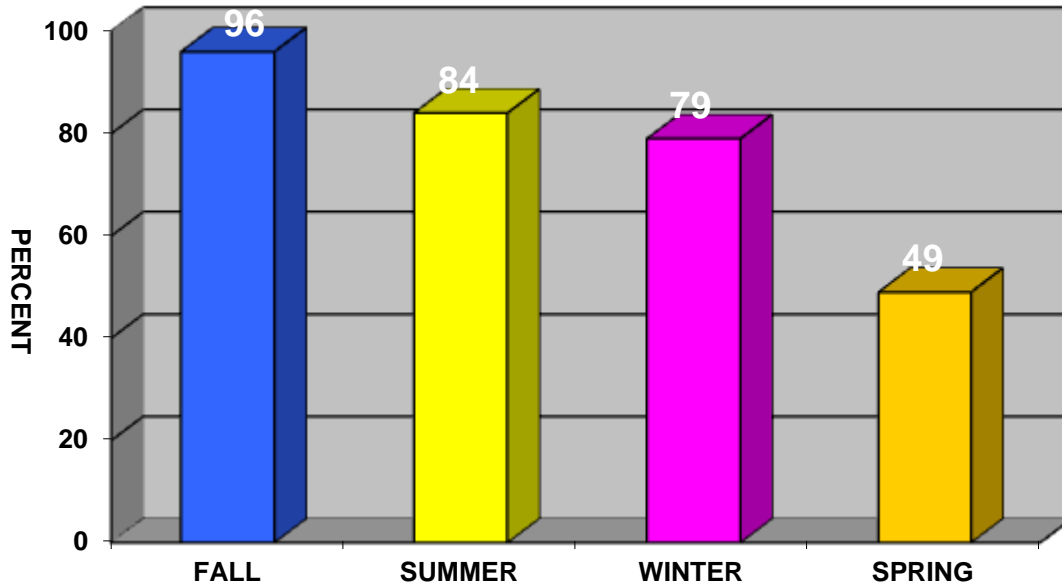
TRAVEL WEBSITES USED BY OUT OF STATE VISITORS FOR AIRLINES:



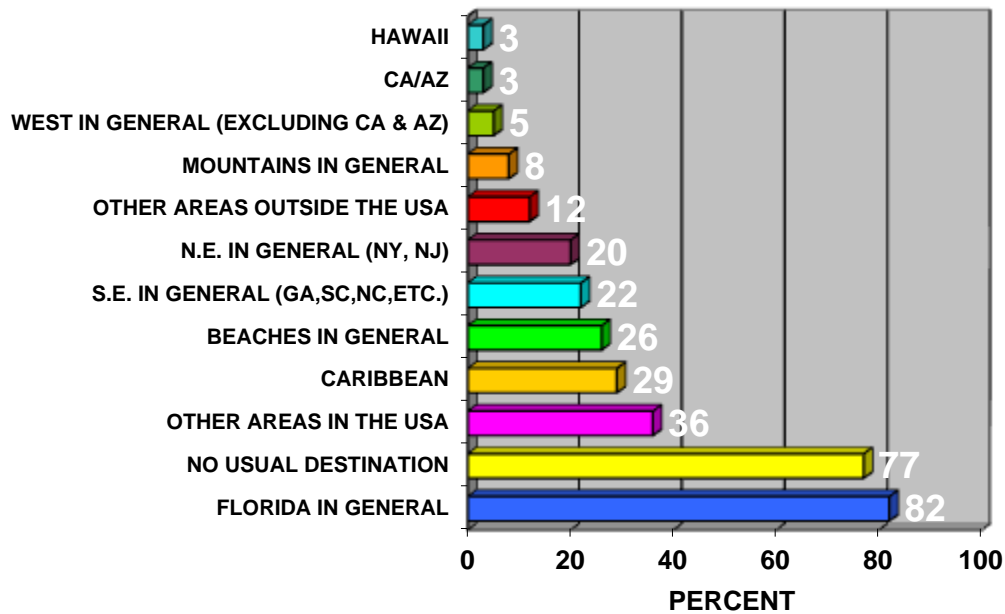
- ◆ 646% of the out of state visitors are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 99% to talk about activities/vacations.
- ◆ 19% of the out of state visitors use Twitter.

- ◆ 59% 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:

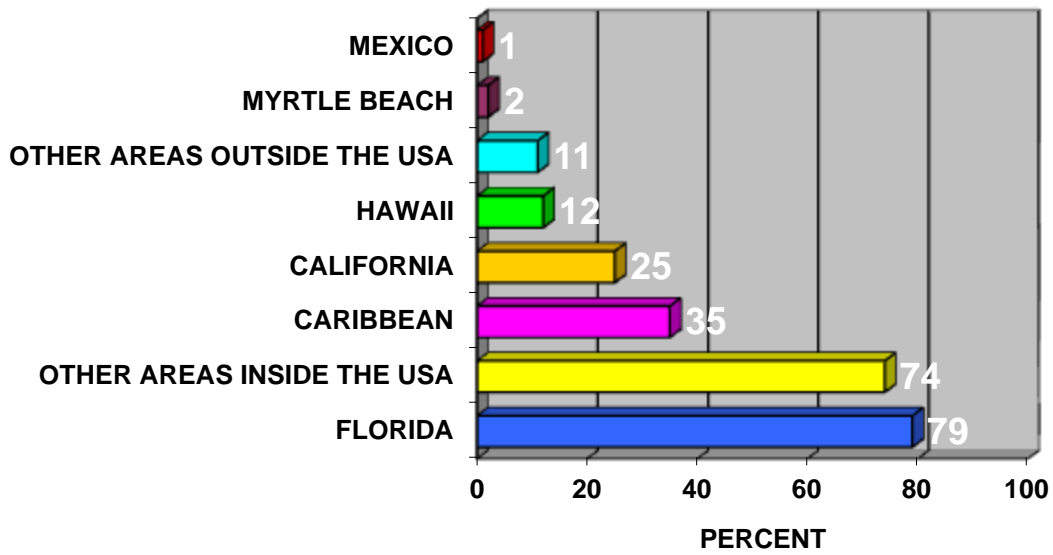


OUT OF STATE VISITORS WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

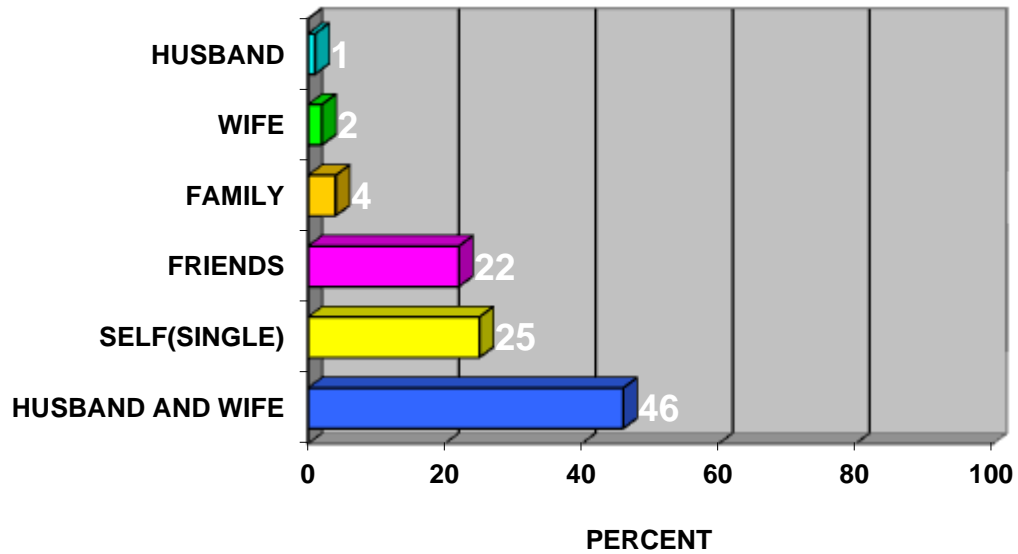


- ◆ 73% of the out of state visitors have taken another warm weather vacation in the past five years.

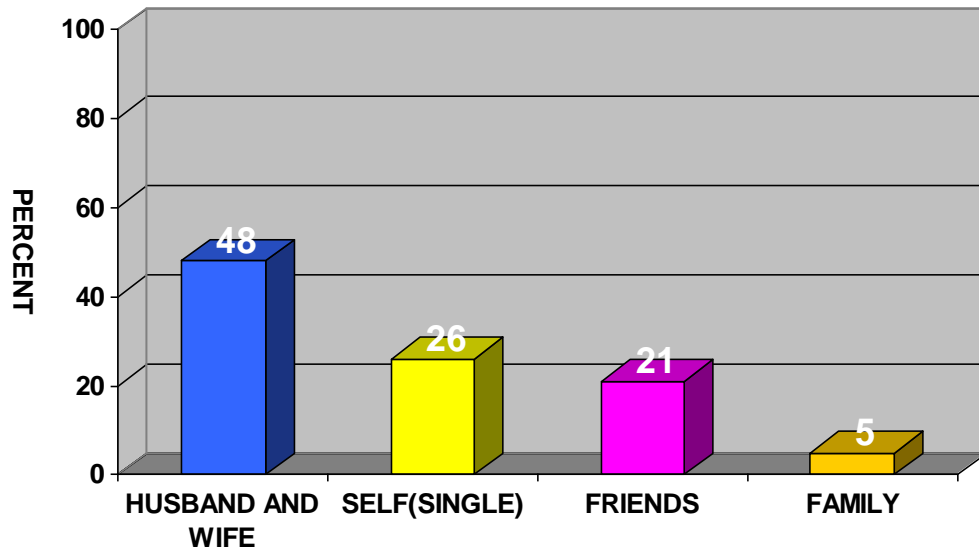
**OUT OF STATE VISITORS WHO HAVE TAKEN
ANOTHER WARM WEATHER VACATION IN THE PAST 5
YEARS ALSO VACATION IN:**



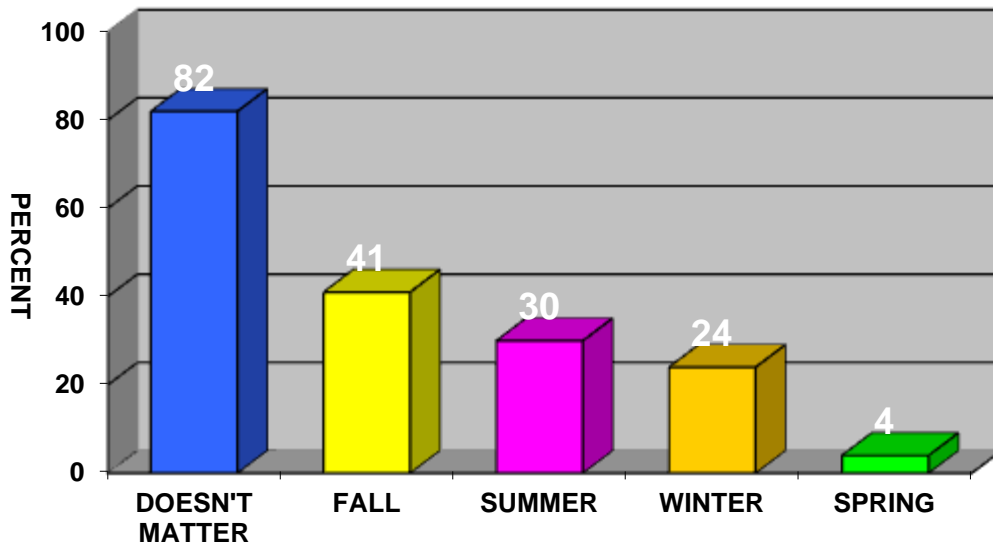
**THE DECISION TO VISIT DAYTONA BEACH FOR
OUT OF STATE VISITORS WAS MADE BY:**



OUT OF STATE VISITORS SAID THEIR VACATION WAS FOR:



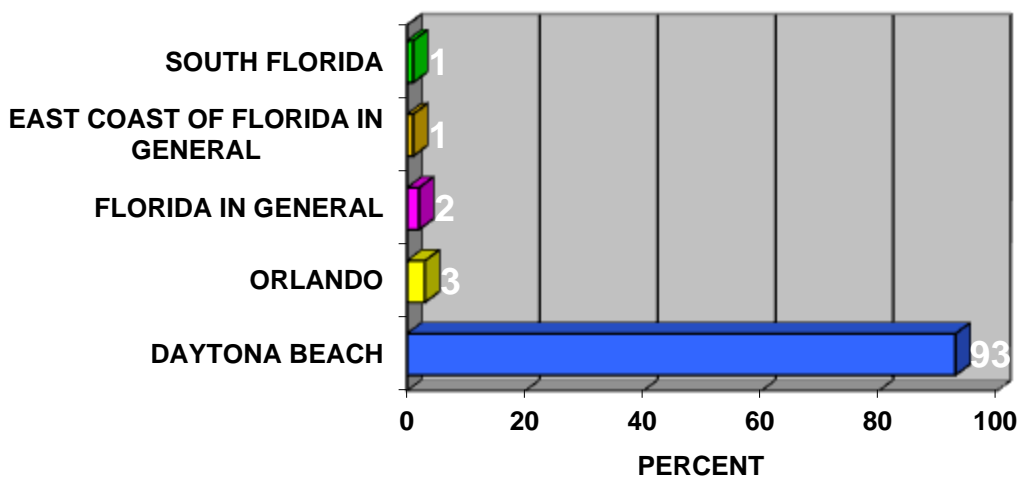
THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:



- ◆ The average party size for out of state visitors was 2.3.
- ◆ 4% of out of state visitors traveled with children age 12 and younger.
- ◆ 4% of out of state visitors traveled with teenagers.

- ◆ 49% traveled with friends/relatives; 52% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 38% said government/company business, 24% said convention/trade show, and 25% said to meet a cruise.
- ◆ 30% of out of state visitors traveled by air, 44% by auto, and 26% by motorcycle.
- ◆ For those out of state visitors that traveled by air:
 - 52% landed in Daytona Beach.
 - 46% landed in Orlando.
 - 2% landed someplace else.
- ◆ 3% of the out of state visitors that flew into Orlando said that it was inconvenient.

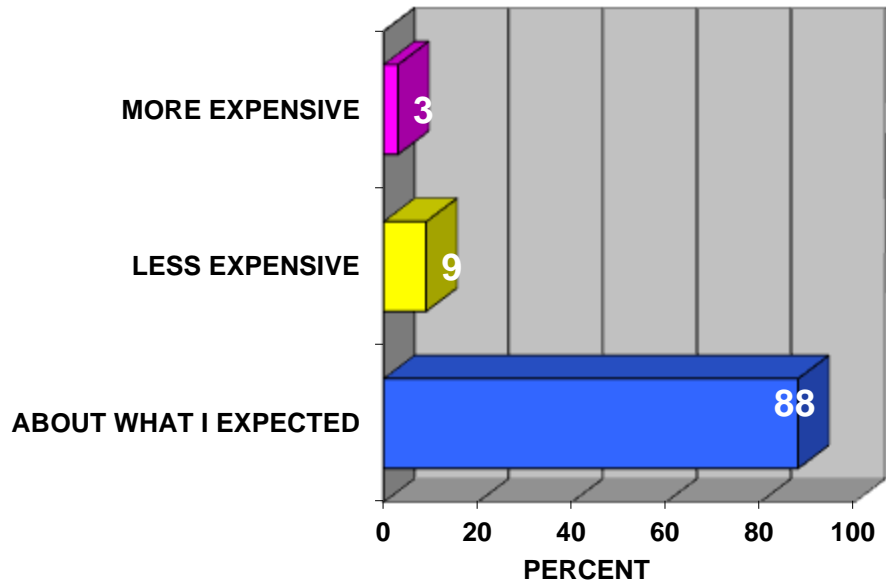
THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:



- ◆ The average number of days out of state visitors spent away from home was 7.2.
- ◆ The average number of days spent in Daytona Beach was 5.9.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors' immediate party was about \$160.
- ◆ 96% of the out of state visitors made advanced reservations, with the average time in advance about two – three months.
- ◆ 30% of out of state visitors did not use a professional travel service.
 - 54% used an Internet travel service.
 - 13% used a travel agent.
 - 1% used an Auto Club
 - 2% used a time share.

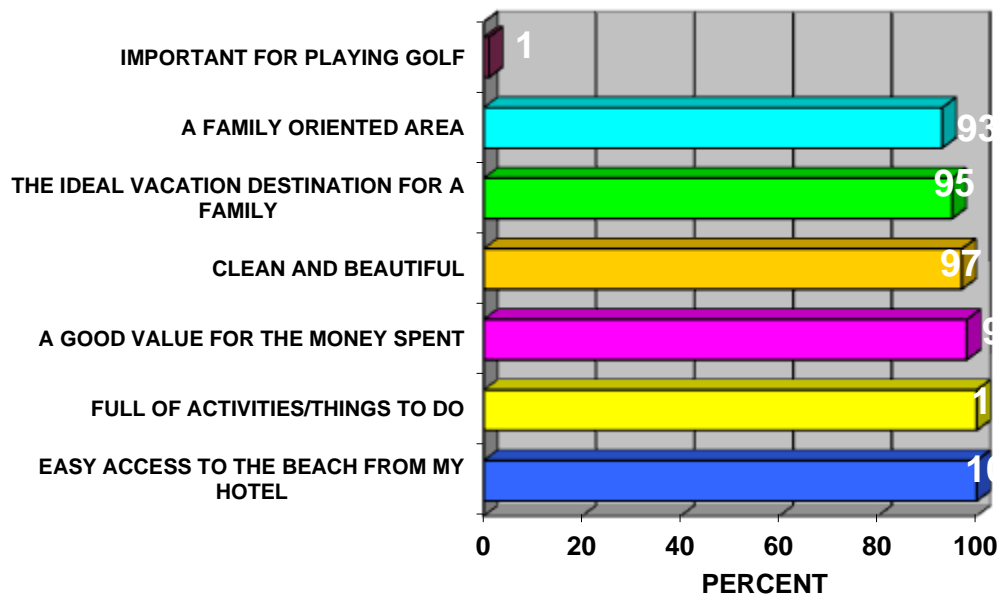
Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:

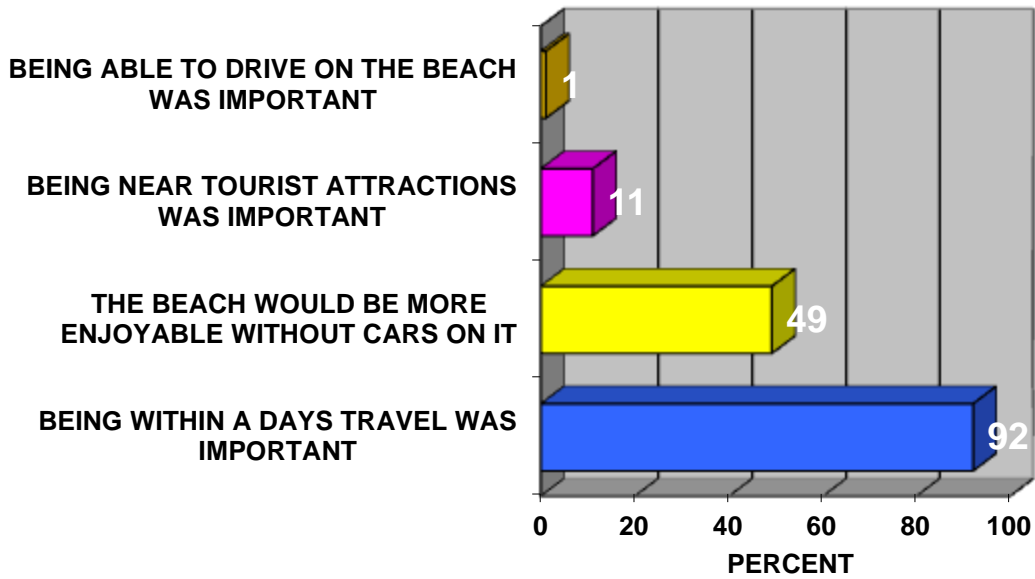


- ◆ While in Daytona Beach, 46% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 1% of the out of state visitors paid the fee to drive or park on the beach.
- ◆ 3% of the out of state visitors paid the fee to park in the parking garage.

OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



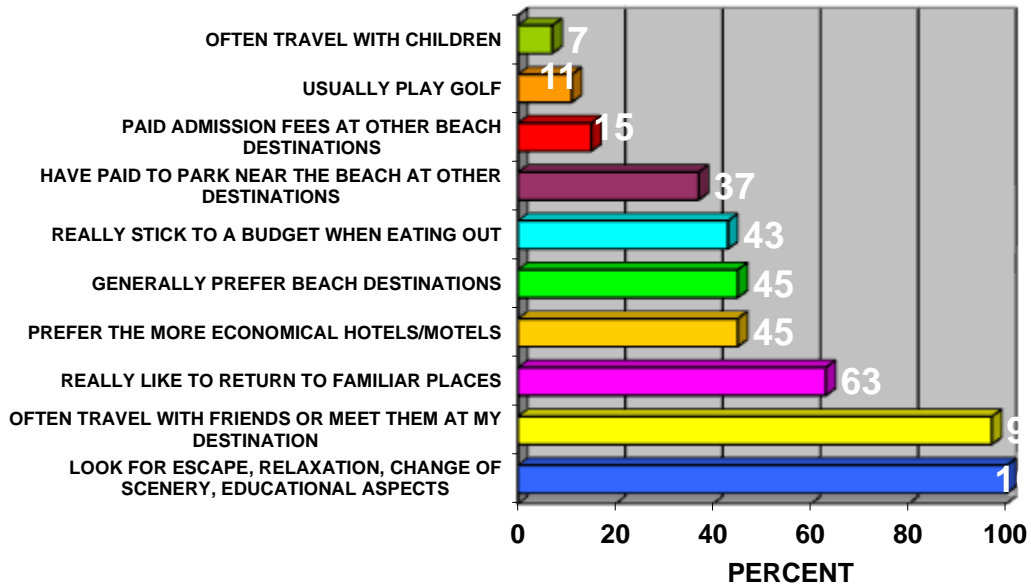
IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:



OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



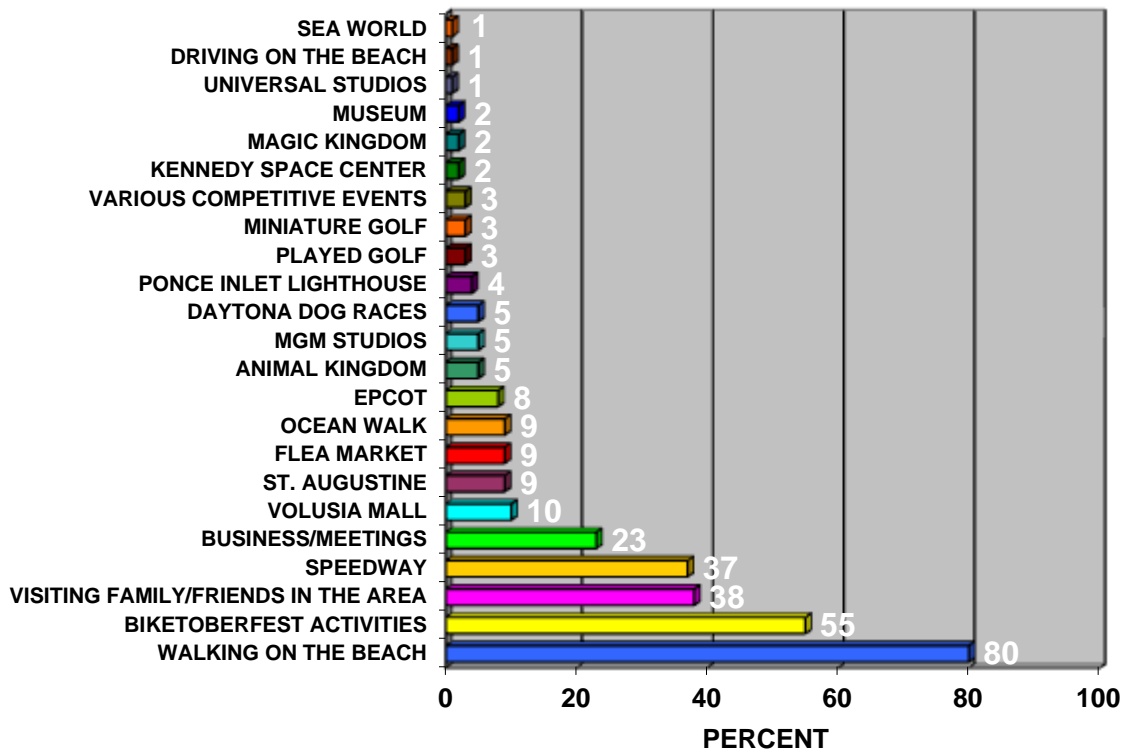
ON PLEASURE TRIPS OUT OF STATE VISITORS:



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

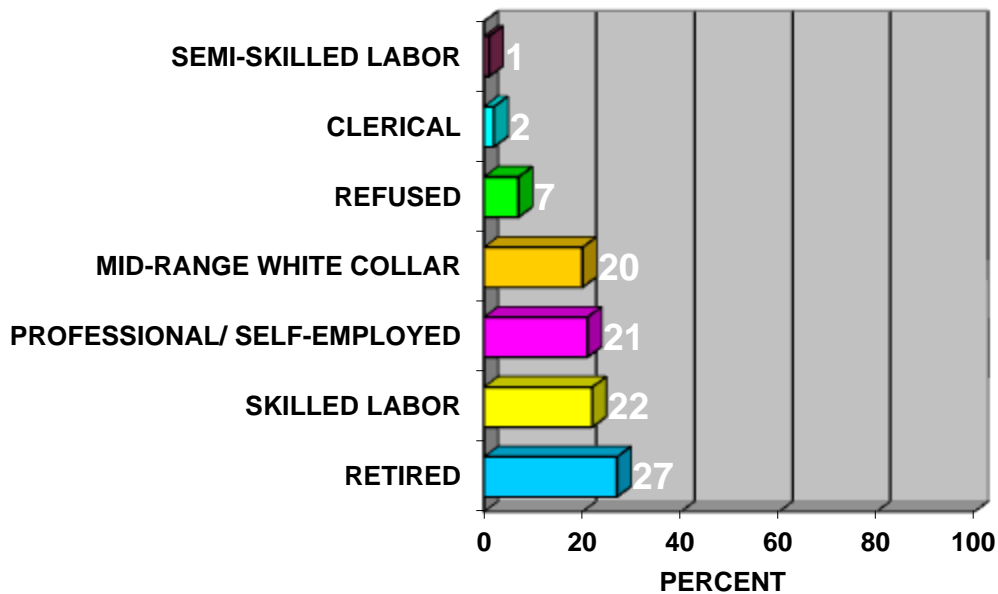
60%	No magazines	6%	National Geographic
31%	Biker Magazines - various	6%	US News & World Report
22%	AAA Magazine	5%	Family Circle
22%	Modern Maturity	4%	Better Homes & Garden
11%	Readers Digest	4%	Good Housekeeping
10%	People Magazine	4%	Time
8%	Sports Illustrated	4%	Various others
7%	Southern Living	3%	Ladies Home Journal
6%	Car magazines- various		
6%	Golf magazines - various		

ACTIVITIES DONE BY OUT OF STATE VISITORS WERE:



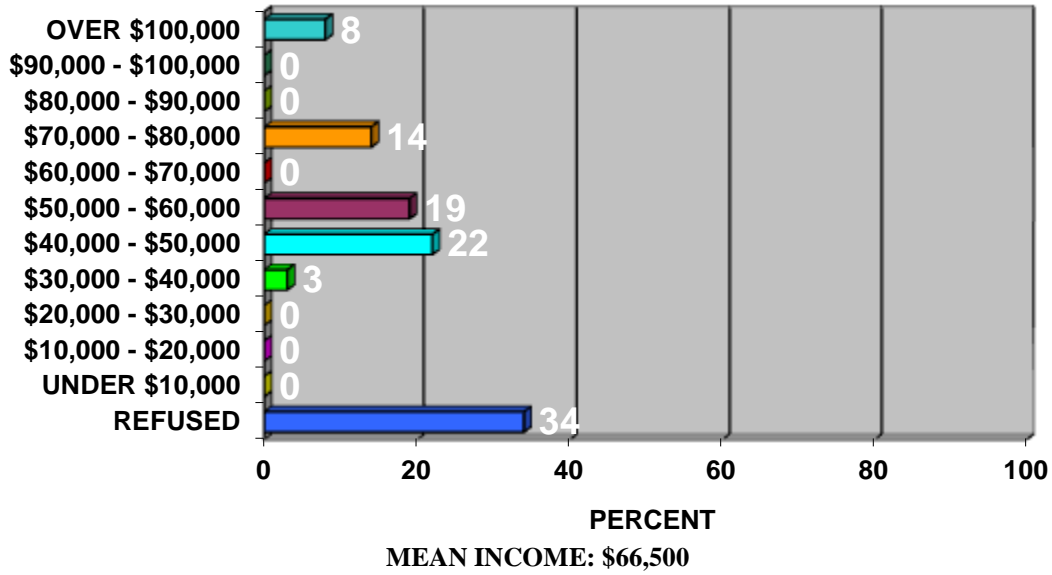
- ◆ 100% of the out of state visitors would recommend Daytona Beach to others.
- ◆ 71% of the out of state visitors to complete the survey were male, 29% were female.

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

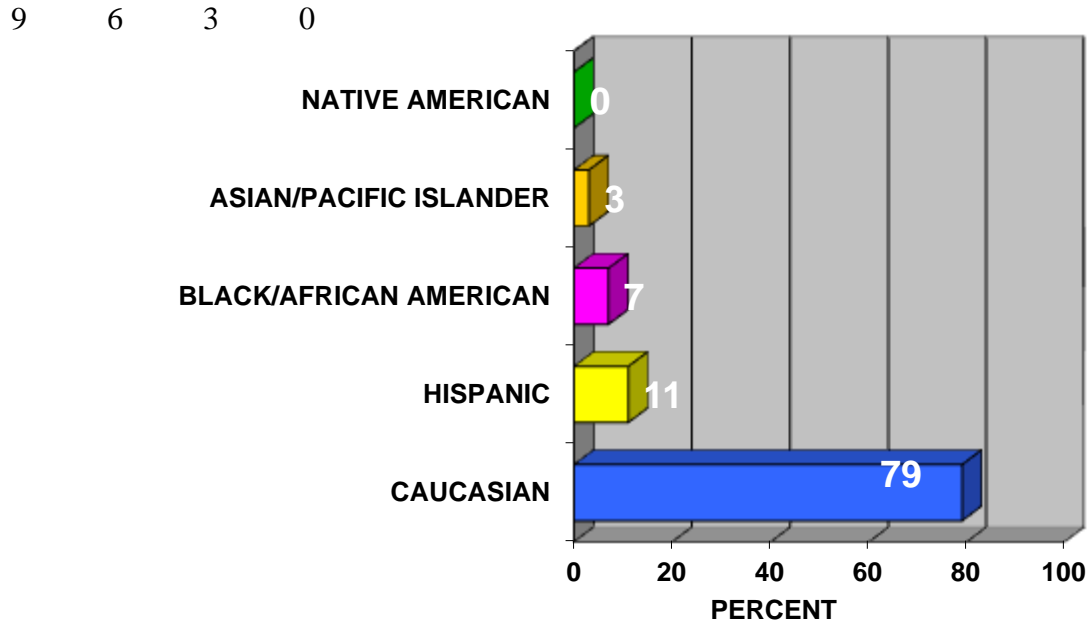


- ◆ Out of state visitors were an average of 53 years old.
- ◆ 77% of out of state visitors were married, and 23% were single.

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



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

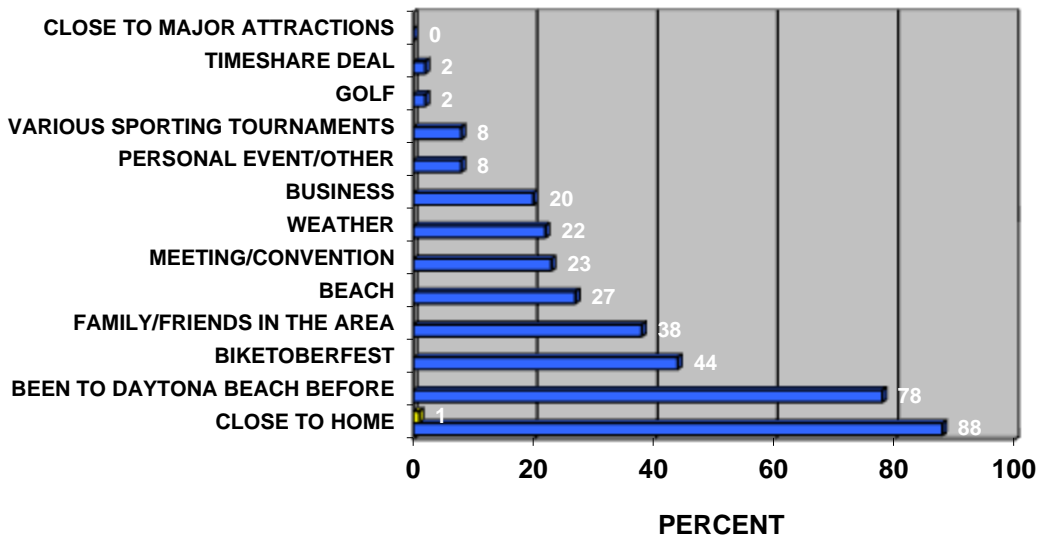


FLORIDA VISITORS

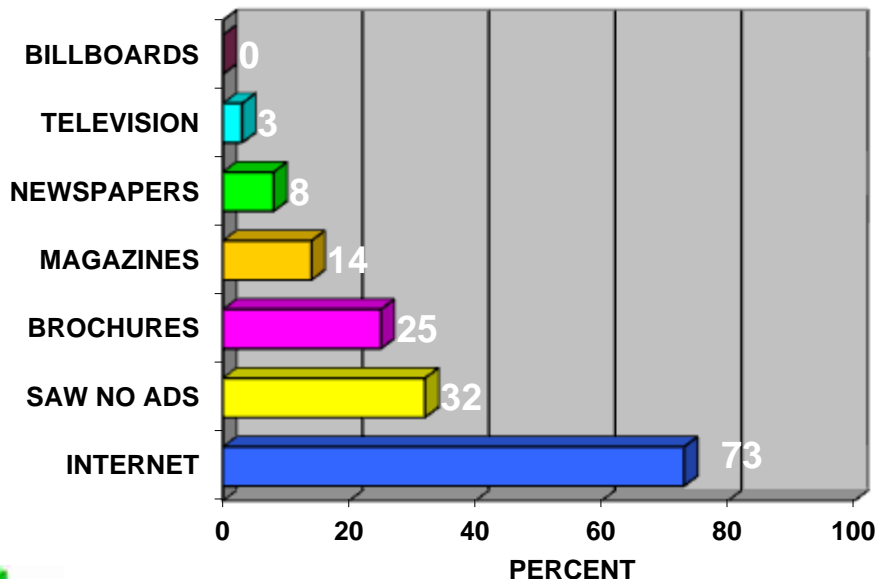
October 2015 Daytona Beach Visitor Profile

- ◆ For 25% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ 95% of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 54% of the repeat visitors from Florida have stayed in the same lodging before.

REASONS FOR FLORIDA RESIDENTS TO CHOOSE DAYTONA BEACH WERE:

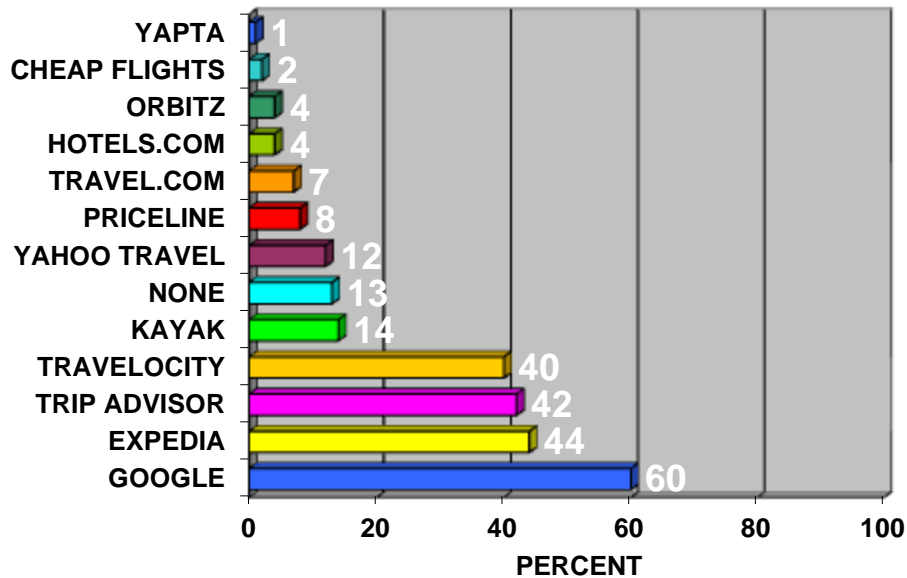


VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

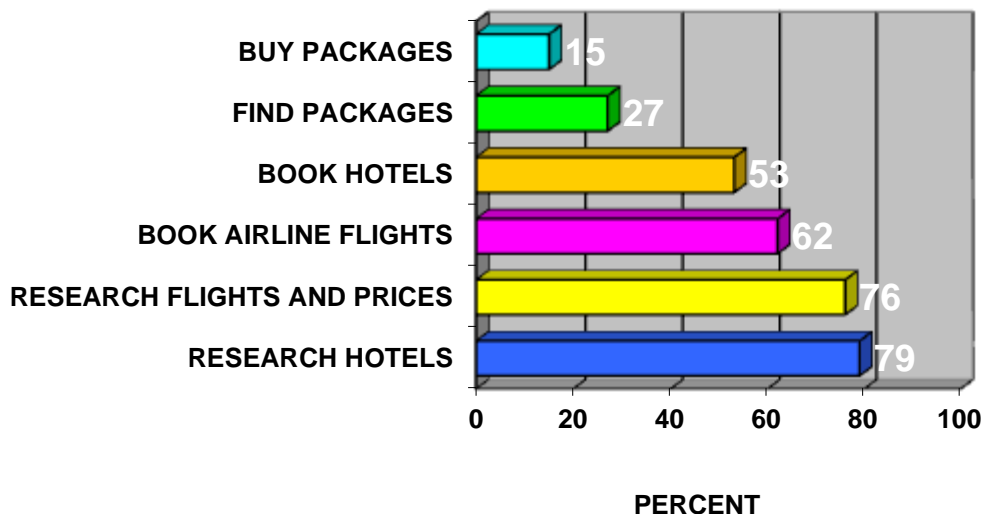


- ◆ 47% of the visitors from Florida asked for information before coming.
- ◆ 74% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 70% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 64% of the visitors from Florida used the Internet to make reservations.
- ◆ 72% 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.

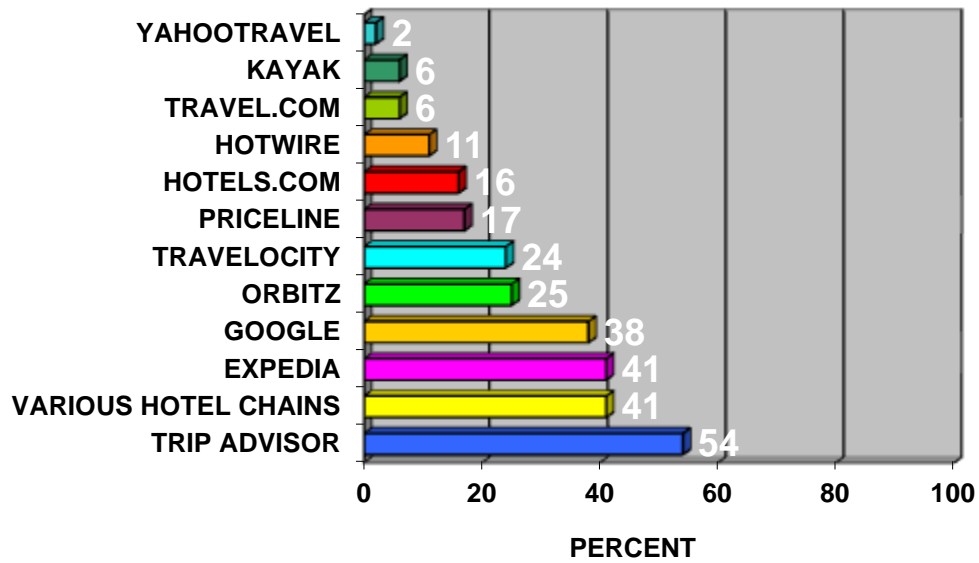
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA:



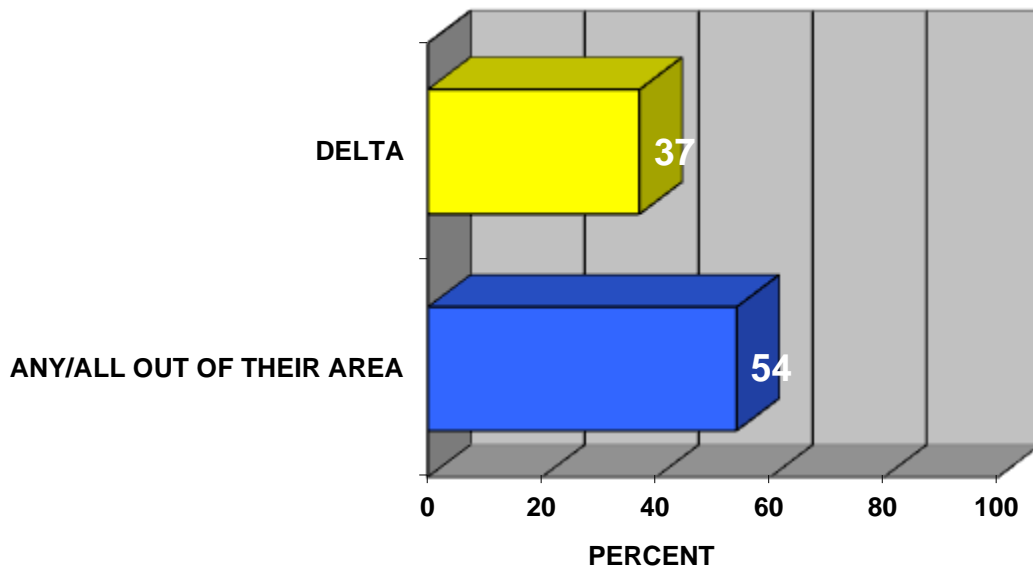
VISITORS FROM FLORIDA USED TRAVEL WEBSITES FOR:



TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR HOTELS:



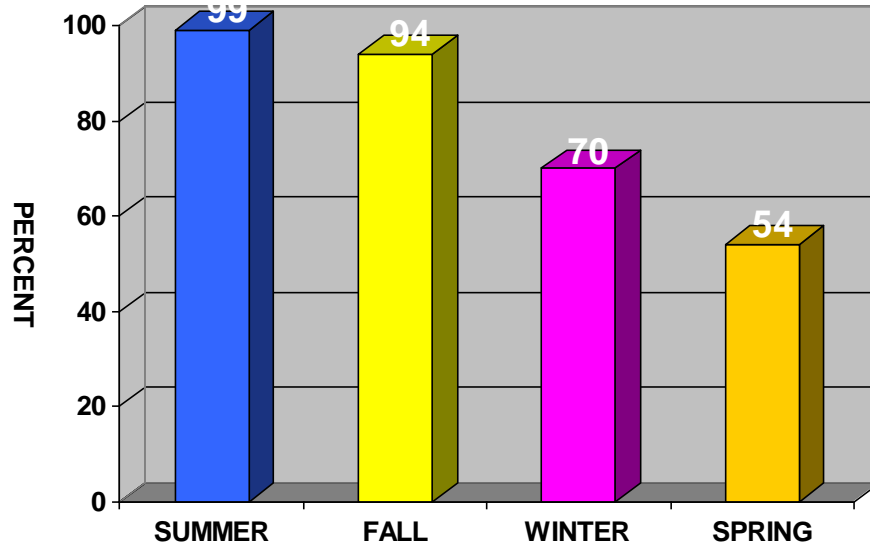
TRAVEL WEBSITES USED BY VISITORS FROM FLORIDA FOR AIRLINES:



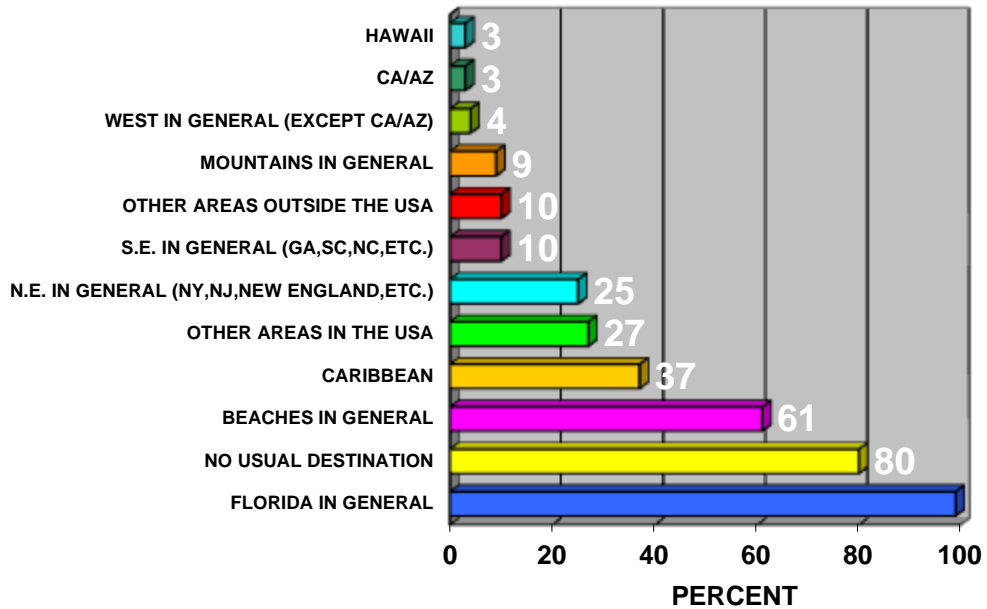
- ◆ 71% of the visitors from Florida are on Facebook
 - 99% use Facebook to let friends know what is new, 99% to see what is new with their friends, and 98% to talk about activities/vacations.
- ◆ 16% of the visitors from Florida use Twitter.

- ◆ 59% 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:

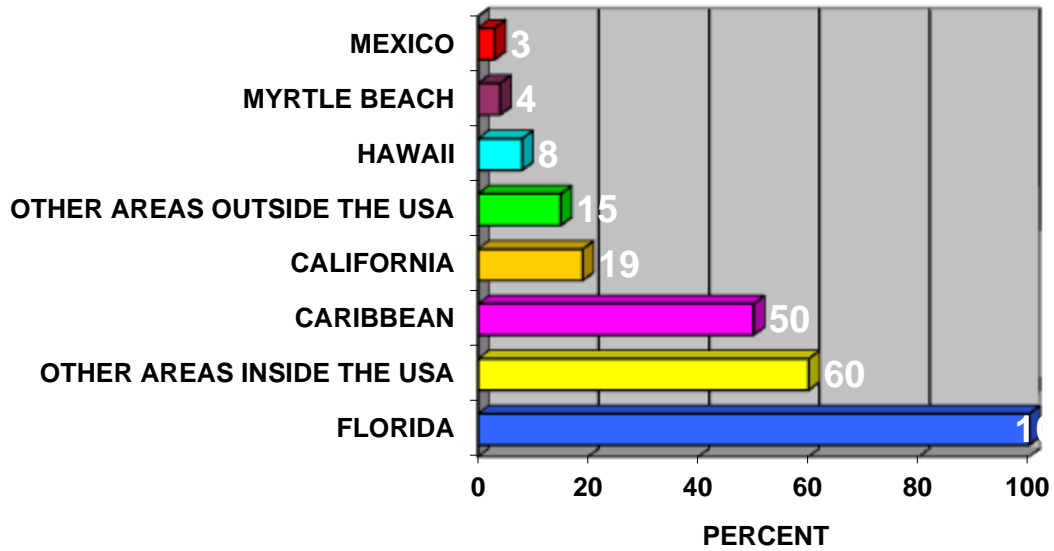


VISITORS FROM FLORIDA WHO TAKE MORE THAN ONE VACATION PER YEAR ALSO VACATION IN:

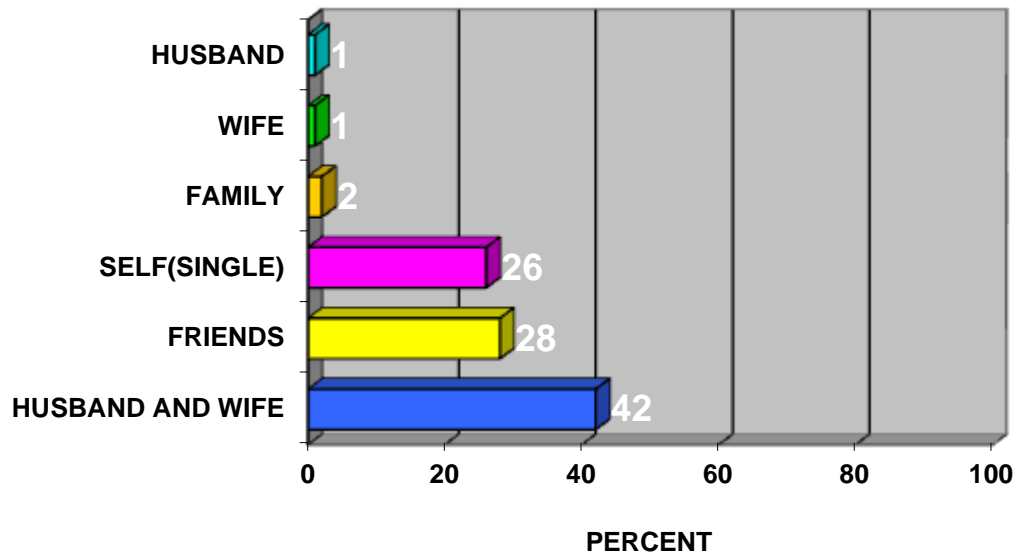


- ◆ 82% of the visitors from Florida have taken another warm weather vacation in the past five years.

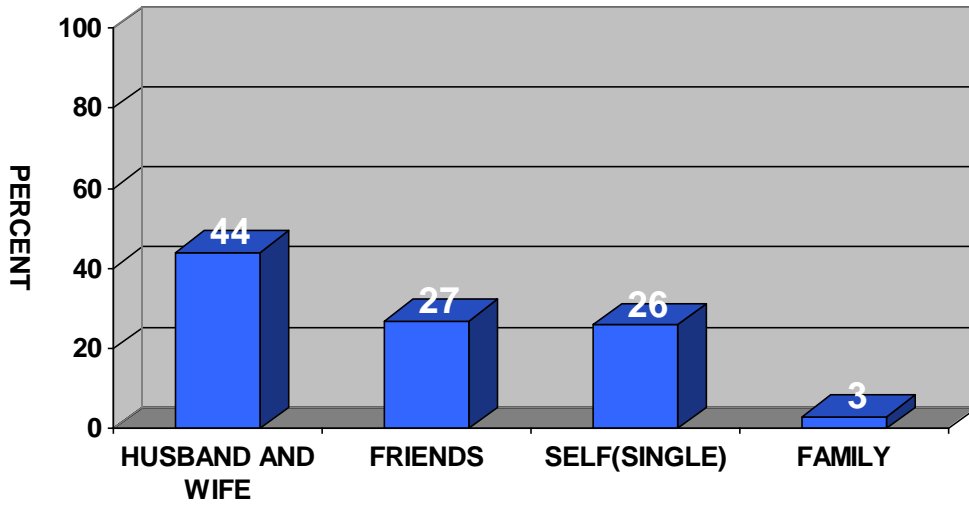
VISITORS FROM FLORIDA WHO HAVE TAKEN ANOTHER WARM WEATHER VACATION IN THE PAST 5 YEARS ALSO VACATION IN:



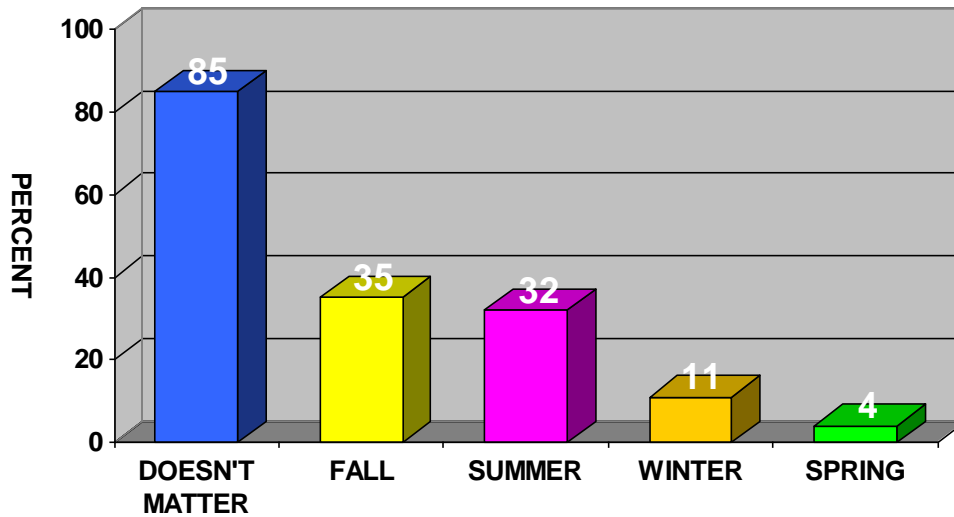
THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:



VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:



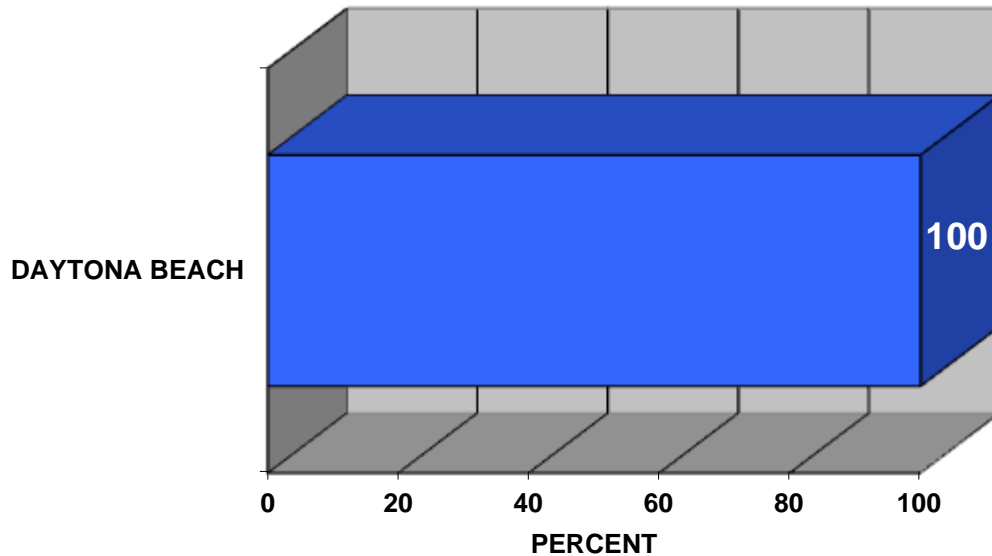
THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:



- ◆ The average party size for visitors from Florida was 2.4.
- ◆ 5% of the visitors from Florida traveled with children age 12 and younger.
- ◆ 4% of the visitors from Florida traveled with teenagers.

- ◆ 50% traveled with friends/relatives; 58% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 30% said government/company business, 30% said to meet a cruise, and 24% said convention/trade show.
- ◆ 64% of the visitors from Florida traveled by auto and 36% by motorcycle.

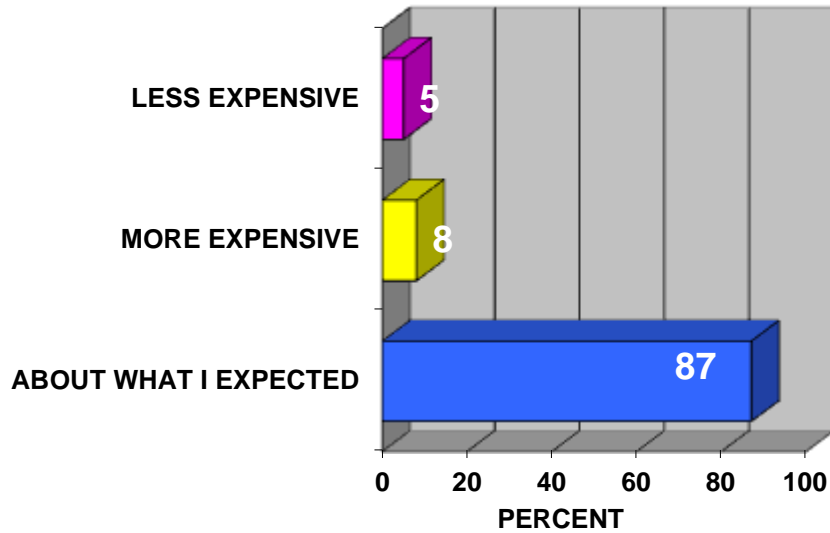
THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:



- ◆ 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 3.1.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors' from Florida immediate party was about \$150.
- ◆ 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.
 - 51% used an Internet travel service.
 - 6% used a travel agent.
 - 4% used an auto club.
 - 1% used a timeshare.

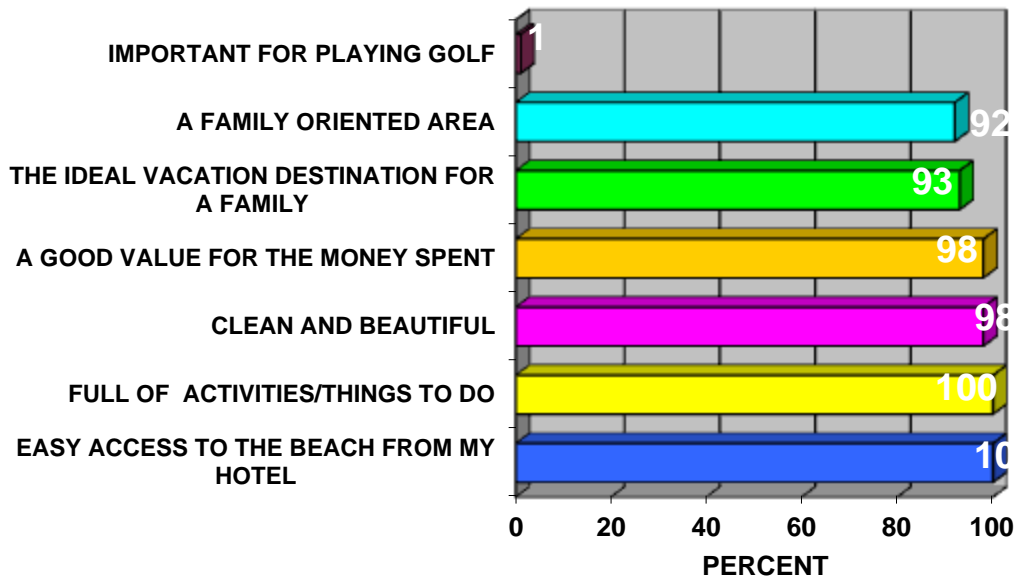
Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:

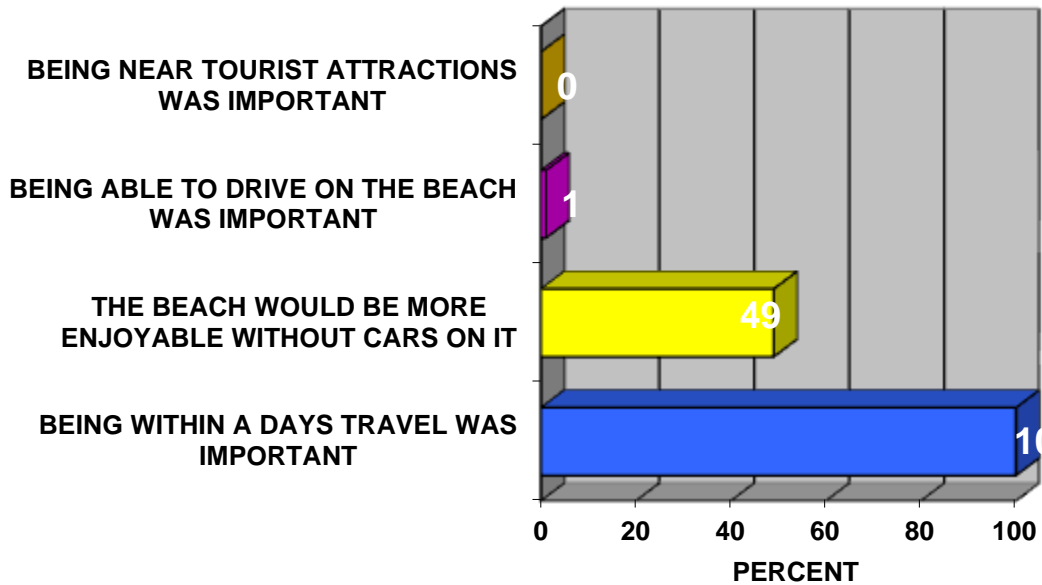


- ◆ While in Daytona Beach, 45% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 1% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 2% of the visitors from Florida paid the fee to park in the parking garage.

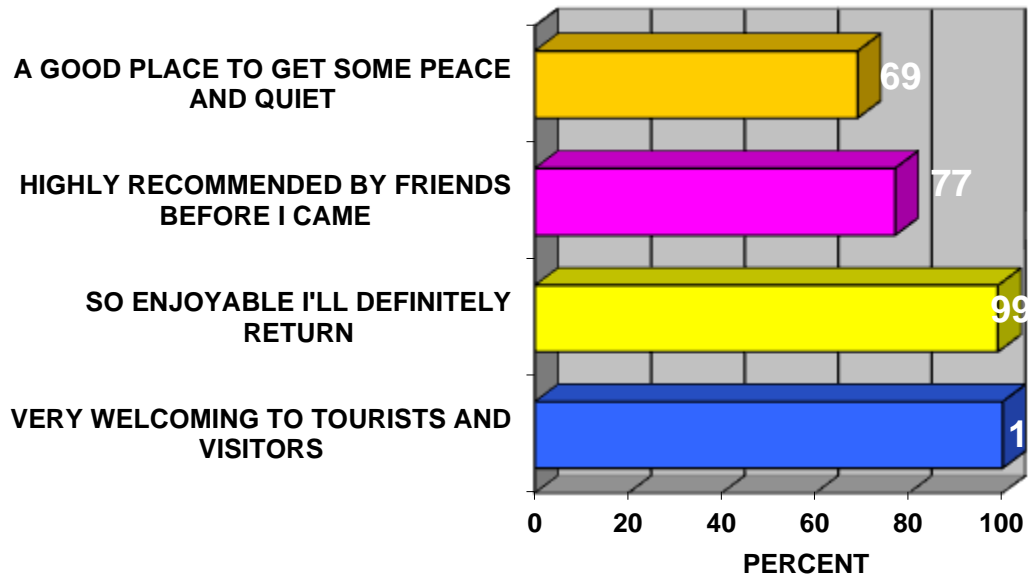
VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



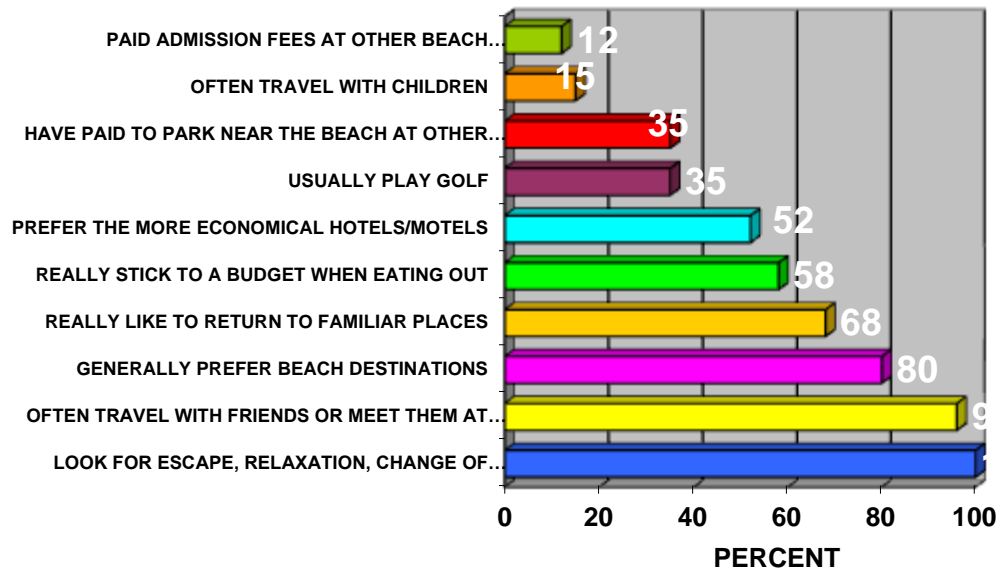
IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:



VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



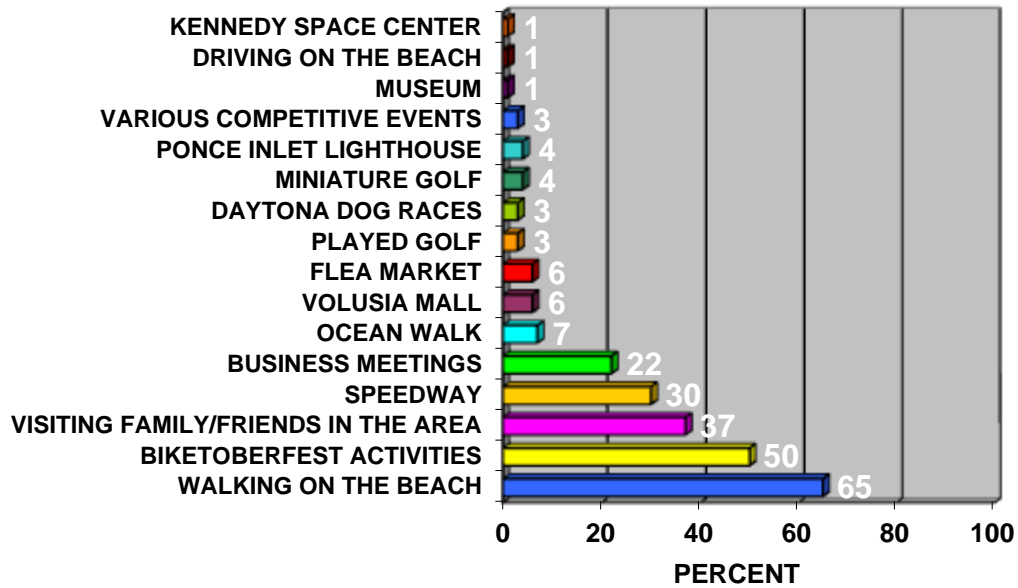
ON PLEASURE TRIPS VISITORS FROM FLORIDA:



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

50%	No magazines	6%	Car Magazines – various
26%	Biker Magazines – various	4%	Good Housekeeping
22%	Modern Maturity	4%	National Geographic
19%	AAA Magazine	4%	Time
11%	Readers Digest	4%	US News & World Report
11%	Sports Illustrated	4%	Various others
9%	Golf magazines - various	3%	Better Homes & Garden
9%	Southern Living	3%	Family Circle
8%	People Magazine	2%	Ladies Home Journal

ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:



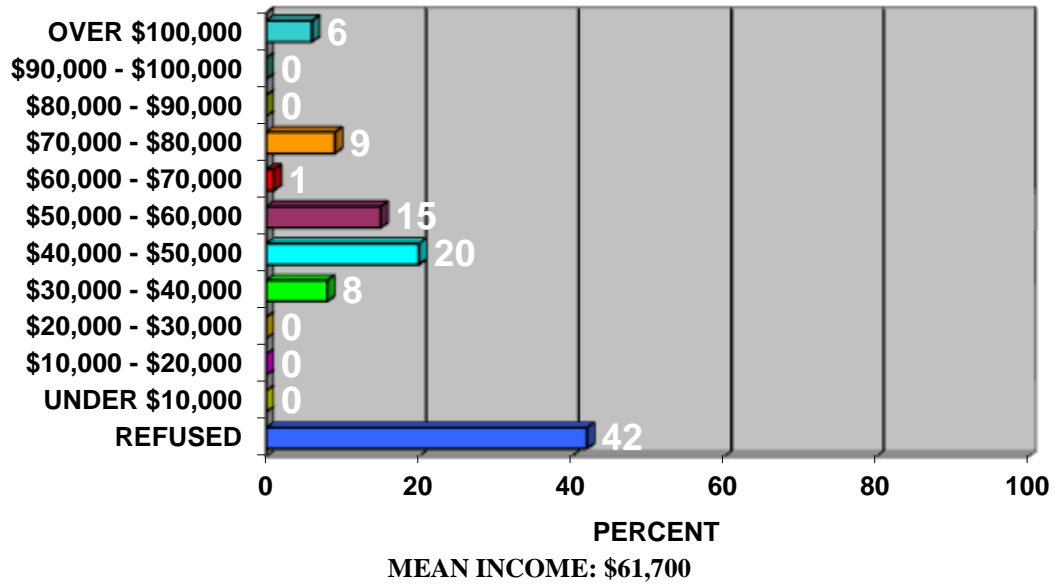
- ◆ 100% of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 32% of the visitors from Florida to complete the survey were female, 68% were male.

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

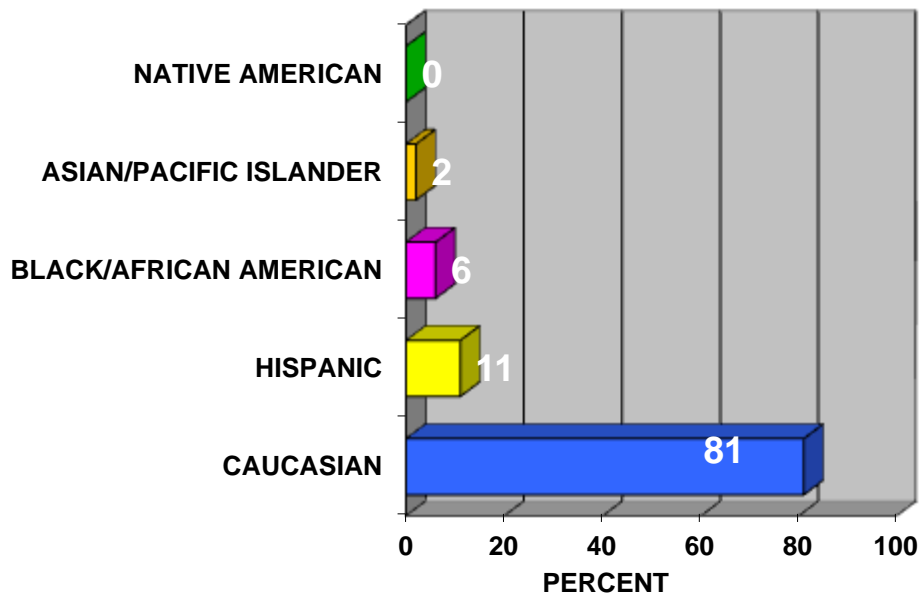


- ◆ Visitors from Florida were an average of 53 years old.
- ◆ 75% of visitors from Florida were married, and 25% were single.

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



THE RACIAL/ETHNIC GROUP FOR VISITORS FROM FLORIDA IS:



OCTOBER 2015 DAYTONA BEACH POINTS OF ORIGIN

43%	Florida	1%	Alabama	Tr.	Minnesota
8%	Georgia	1%	Massachusetts	Tr.	Mississippi
3%	New York	1%	Missouri	Tr.	Missouri
3%	North Carolina	1%	Texas	Tr.	Nebraska
3%	Ohio	Tr.	Arizona	Tr.	Nevada
3%	Tennessee	Tr.	Arkansas	Tr.	New Hampshire
2%	Kentucky	Tr.	Colorado	Tr.	Oklahoma
2%	Illinois	Tr.	Connecticut	Tr.	Oregon
2%	Indiana	Tr.	D.C.	Tr.	Rhode Island
2%	Michigan	Tr.	Iowa	Tr.	Utah
2%	Pennsylvania	Tr.	Kansas	Tr.	Washington
2%	South Carolina	Tr.	Louisiana	Tr.	West Virginia
1%	Virginia	Tr.	Maine	Tr.	Wisconsin
1%	New Jersey	Tr.	Maryland		

◆ TOTAL U.S.A. 86%

◆ CANADA (8% of the total)

4%	Ontario	Tr.	New Brunswick
3%	Quebec	Tr.	Newfoundland
Tr.	Alberta	Tr.	Nova Scotia
Tr.	British Columbia		

◆ FOREIGN (6% of the total)

2%	Germany	Tr.	Mexico
2%	U.K.	Tr.	Netherlands
Tr.	Australia	Tr.	Norway
Tr.	Central Europe	Tr.	Sweden
Tr.	Denmark	Tr.	Switzerland
Tr.	France		

◆ FLORIDA VISITORS (by percent of Florida total)

29%	Orlando, Daytona Beach, Melbourne, Leesburg, Ocala
26%	Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Winter Haven
13%	Jacksonville
11%	Miami, Fort Lauderdale, The Keys
8%	West Palm Beach, Fort Pierce, Vero Beach, St. Lucie, Boca Raton
7%	Gainesville
3%	Ft. Myers, Naples
2%	Tallahassee
Tr.	Pensacola, Ft. Walton Beach
Tr.	Panama City