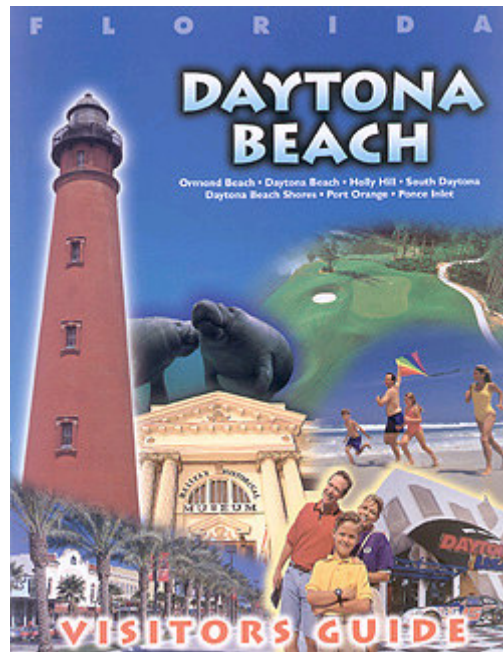


DAYTONA BEACH VISITOR PROFILE

July 2003



Prepared for The Halifax Area Advertising Authority

By:



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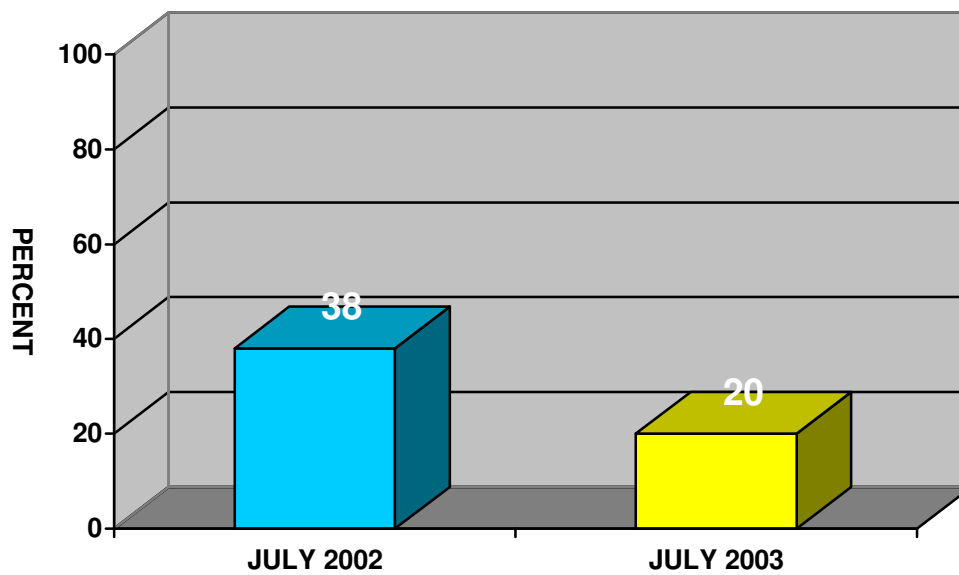
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OUT OF STATE VISITORS

July, 2003 Daytona Beach Visitor Profile

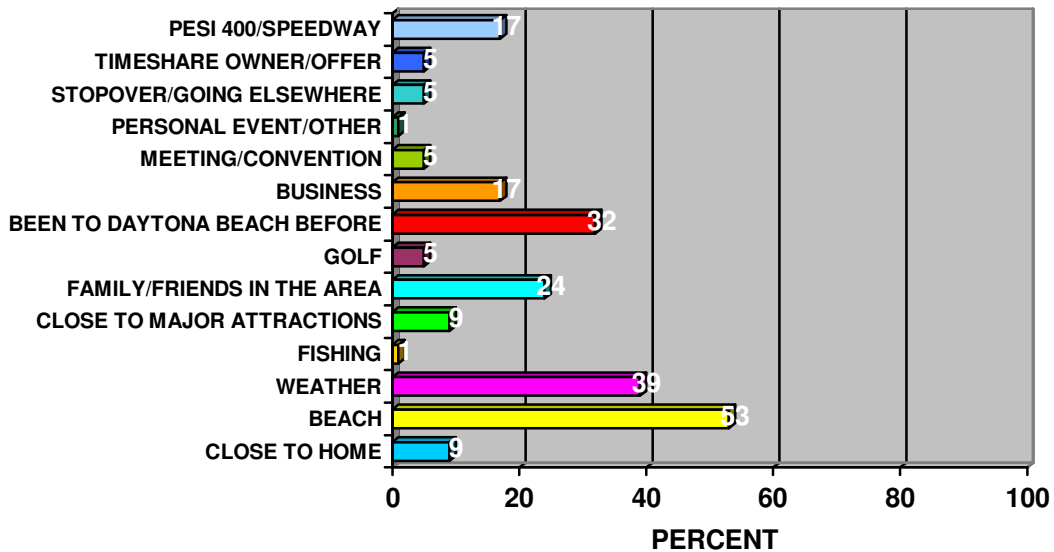
- ◆ For 25% of the out of state visitors, this was their first visit ever to the Daytona Beach Resort Area.
- ◆ 98% of the repeat out of state visitors have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 56% of the out of state visitors have stayed in the same lodging before.

FIRST TIME VISITORS

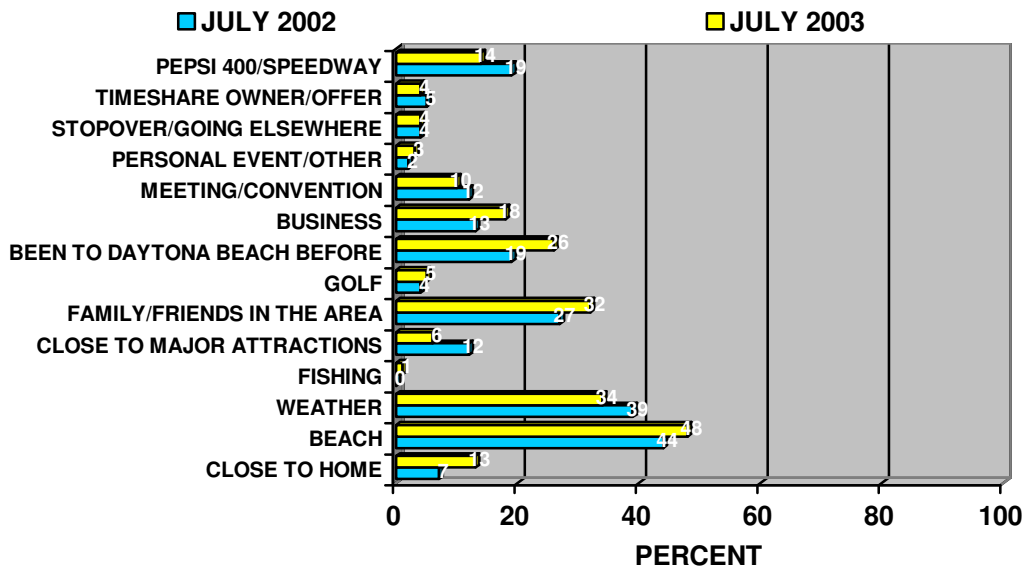


Includes total group of visitors from Florida and out of state.

REASONS FOR OUT OF STATE VISITORS TO CHOOSE DAYTONA BEACH WERE:

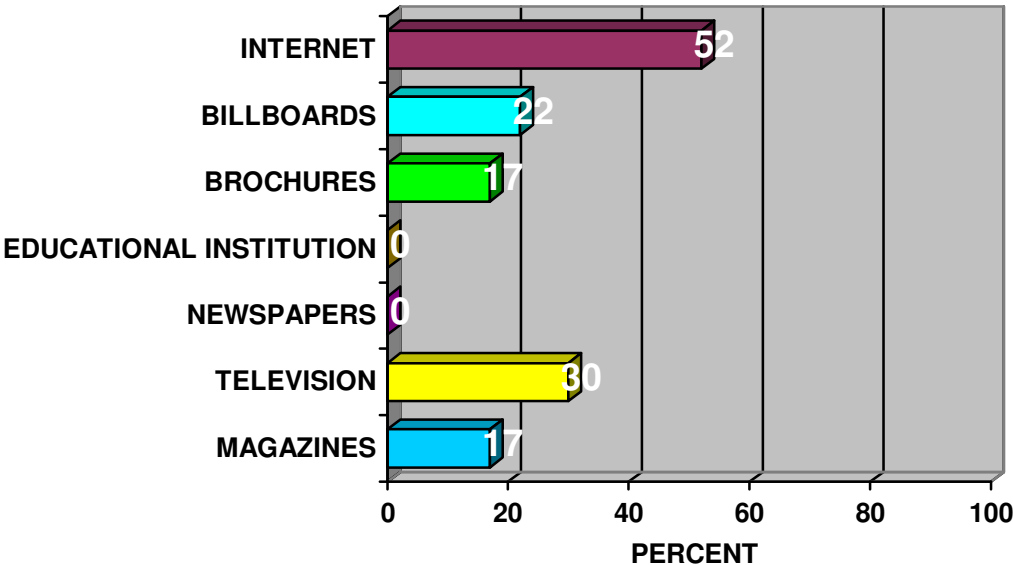


REASONS FOR VISITORS TO CHOOSE DAYTONA BEACH WERE:



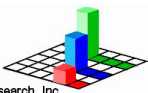
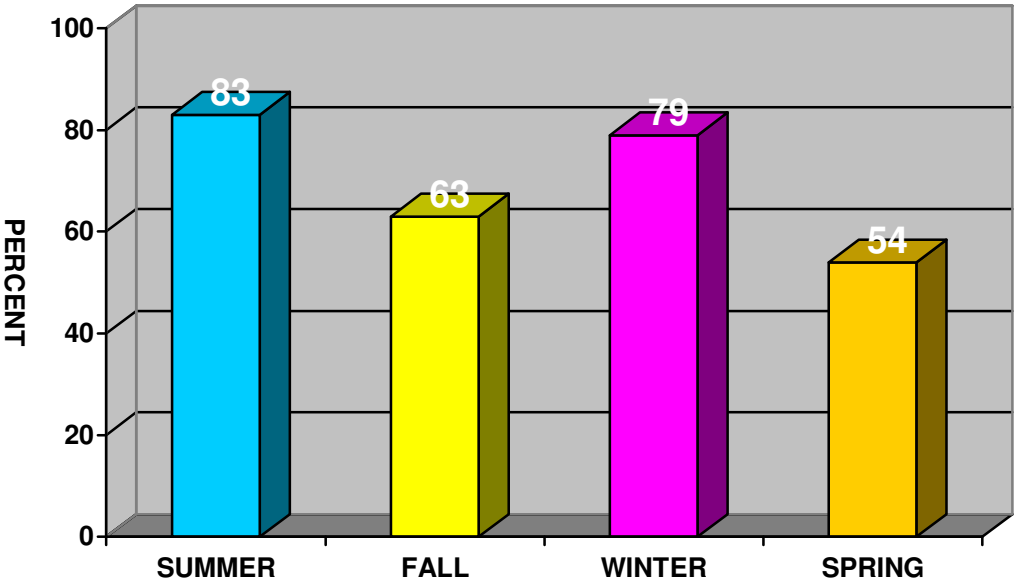
Includes total group of visitors from Florida and out of state.

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

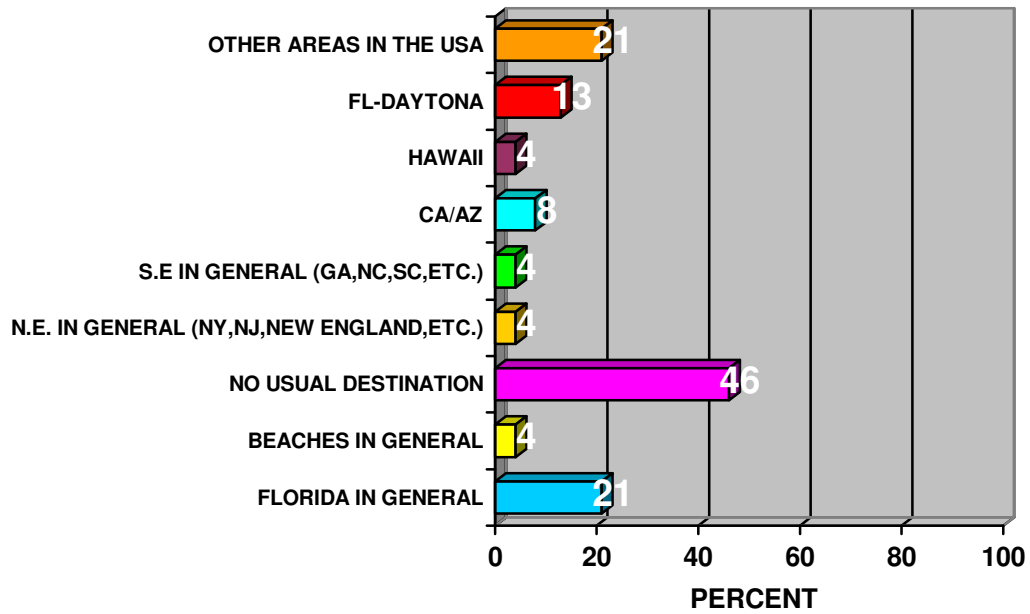


- ◆ 15% of the out of state visitors asked for information before coming.
- ◆ 19% used the Internet to plan their trip to Daytona Beach.
- ◆ 17% used the Internet to choose a place to stay.
- ◆ 11% used the Internet to make reservations.
- ◆ 12% used the Internet for other purposes regarding this trip to Daytona Beach such as: finding general information about the area, information on local restaurants, lodging information/reservations, flight information/reservations, car rental information/reservations, traveling directions/maps, and/or information on real estate.
- ◆ 32% of the out of state visitors take more than one vacation per year.

OUT OF STATE VISITORS VACATION IN:

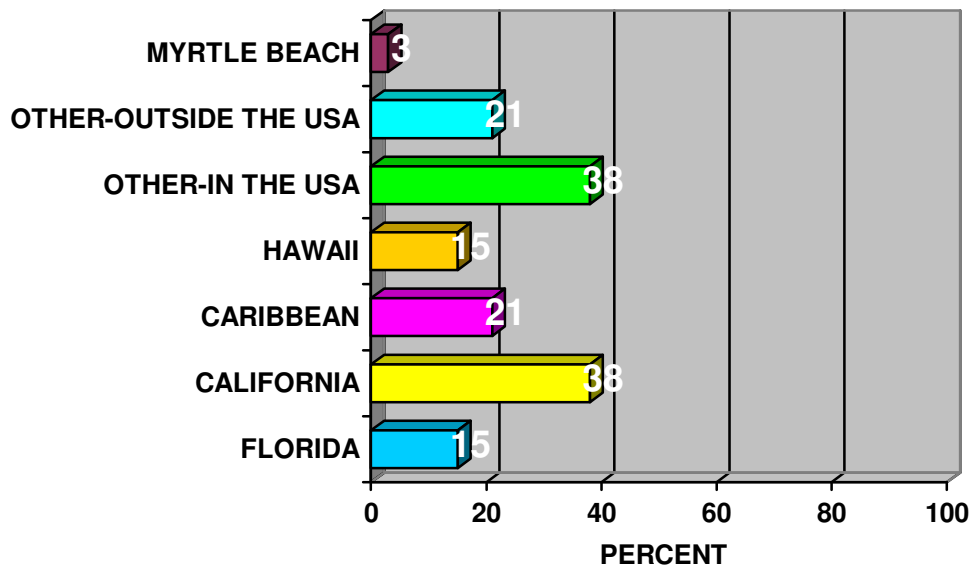


OUT OF STATE VISITORS ALSO VACATION IN:

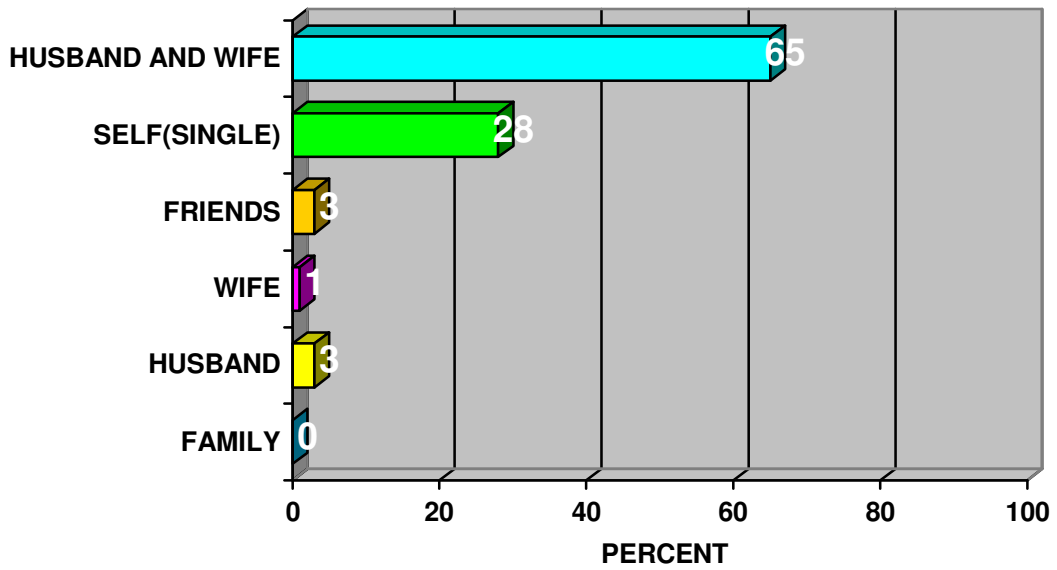


- ◆ Less than half, 45%, of the out of state visitors have taken another warm weather vacation in the past five years.

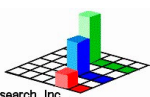
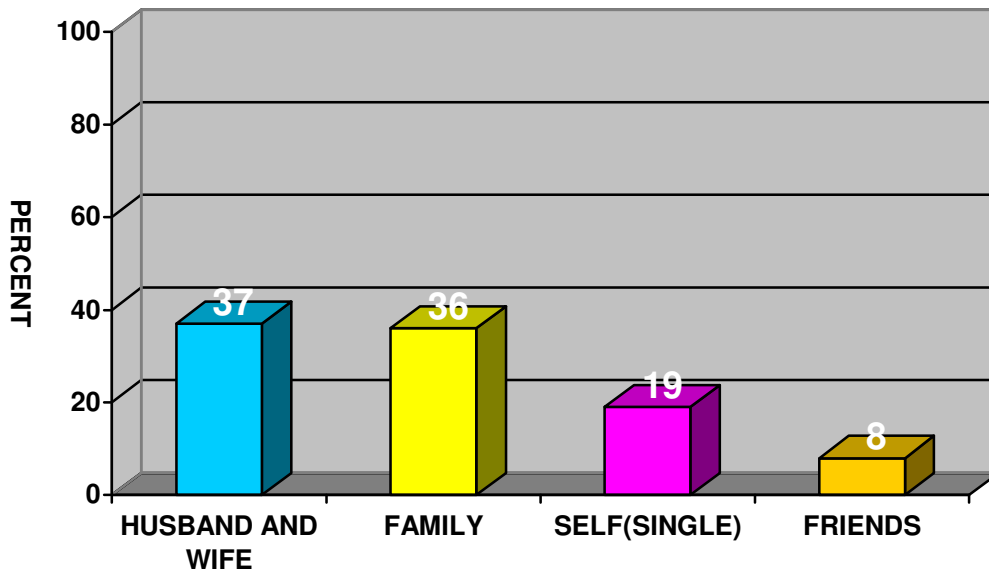
OTHER WARM WEATHER DESTINATIONS VISITED BY OUT OF STATE VISITORS ARE:



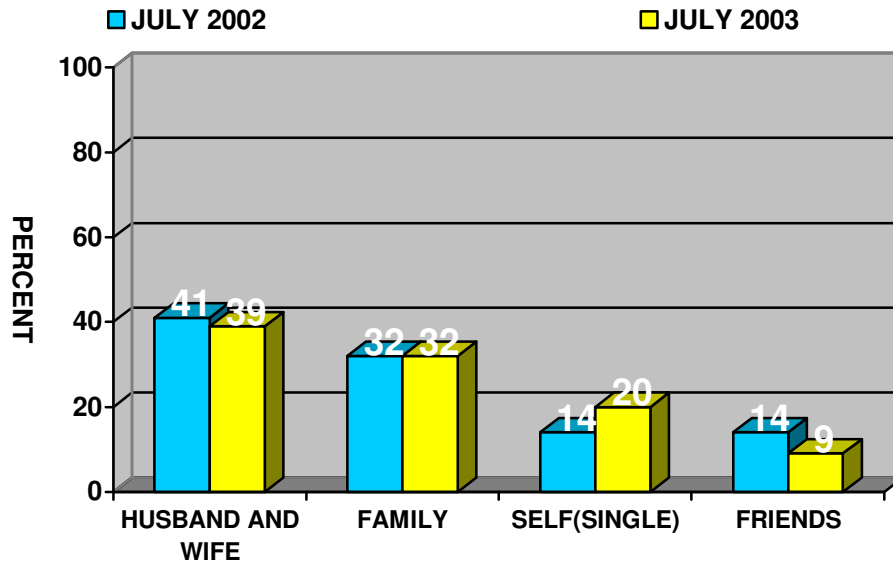
**THE DECISION TO VISIT DAYTONA BEACH FOR
OUT OF STATE VISITORS WAS MADE BY:**



**OUT OF STATE VISITORS SAID THEIR
VACATION WAS FOR:**

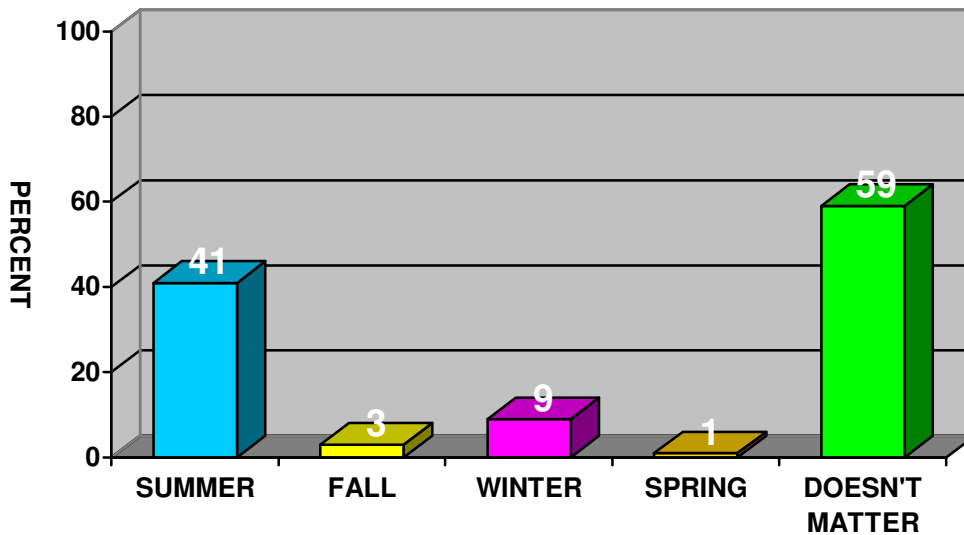


DAYTONA BEACH VACATION WAS FOR:



Includes total group of visitors from Florida and out of state.

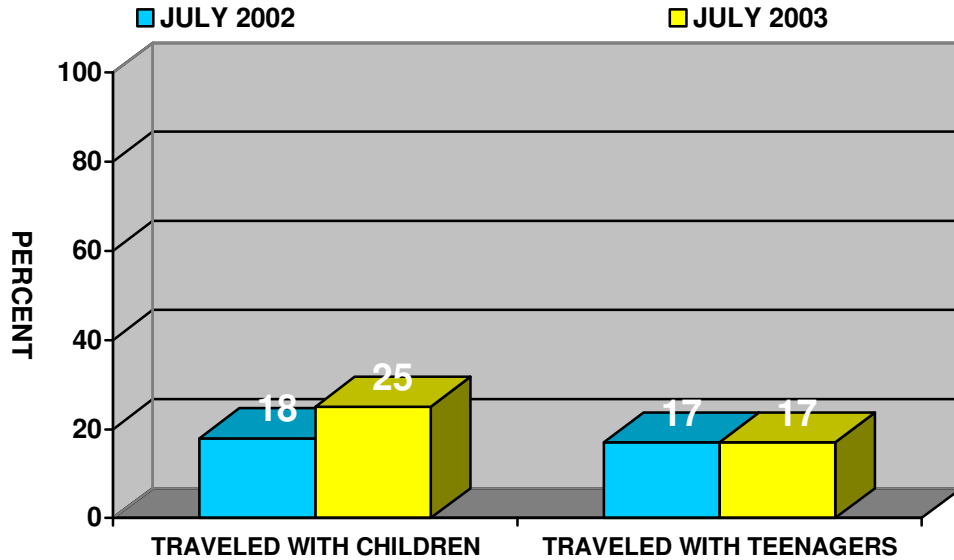
THE MOST CONVENIENT/ONLY TIME OUT OF STATE VISITORS VACATION, IS IN:



- ◆ The average party size for out of state visitors was 2.73.
- ◆ 24% of out of state visitors traveled with children age 12 and younger.
- ◆ 23% of out of state visitors traveled with teenagers.



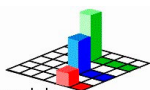
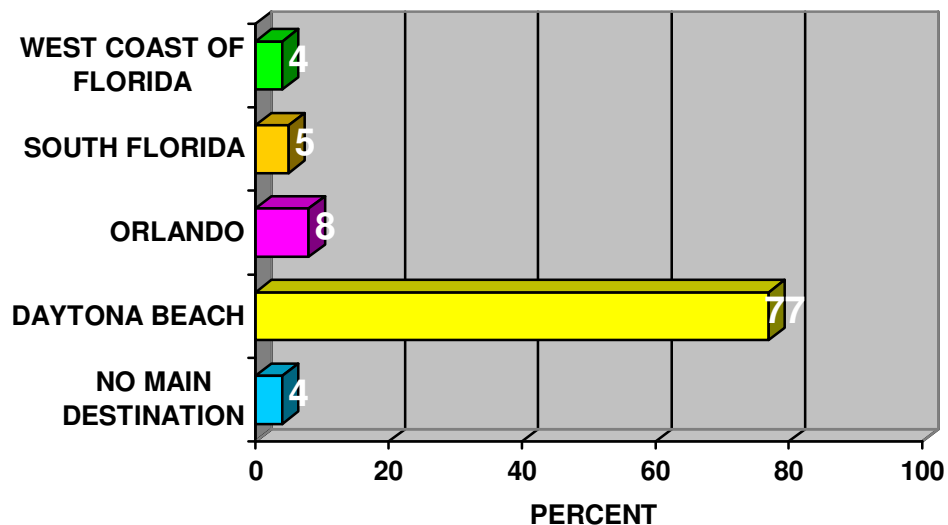
DAYTONA BEACH VACATION WAS FOR:



Includes total group of visitors from Florida and out of state.

- ◆ 8% traveled with friends/relatives; 24% met friends/relatives in Daytona Beach.
- ◆ Out of state visitors said additional reasons to take a trip are: 81% said government/company business, 65% said convention/trade show, and 16% said to meet a cruise.
- ◆ 28 % of out of state visitors traveled by air, and 72% by auto.
- ◆ For those out of state visitors that traveled by air:
 - 53% landed in Daytona Beach.
 - 42% landed in Orlando.
 - 5% landed some place else.
- ◆ 38% of the out of state visitors that flew into Orlando said that it was inconvenient.

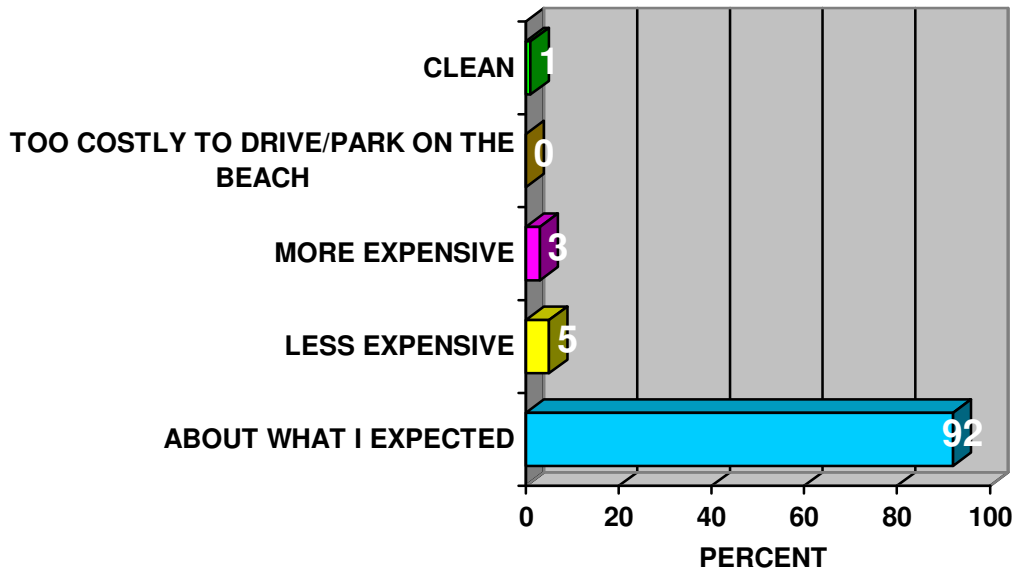
THE MAIN DESTINATION FOR OUT OF STATE VISITORS WAS:



- ◆ The average number of days out of state visitors spent away from home was 6.53.
- ◆ The average number of days spent in Daytona Beach was 4.09.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by out of state visitors' immediate party was between \$125 and \$130.
- ◆ 92% of out of state visitors made advanced reservations, with the average time in advance being between eight and nine weeks.
- ◆ 78% of out of state visitors did not use a professional travel service.
 - 13% used an Internet travel service.
 - 9% used a travel agent.

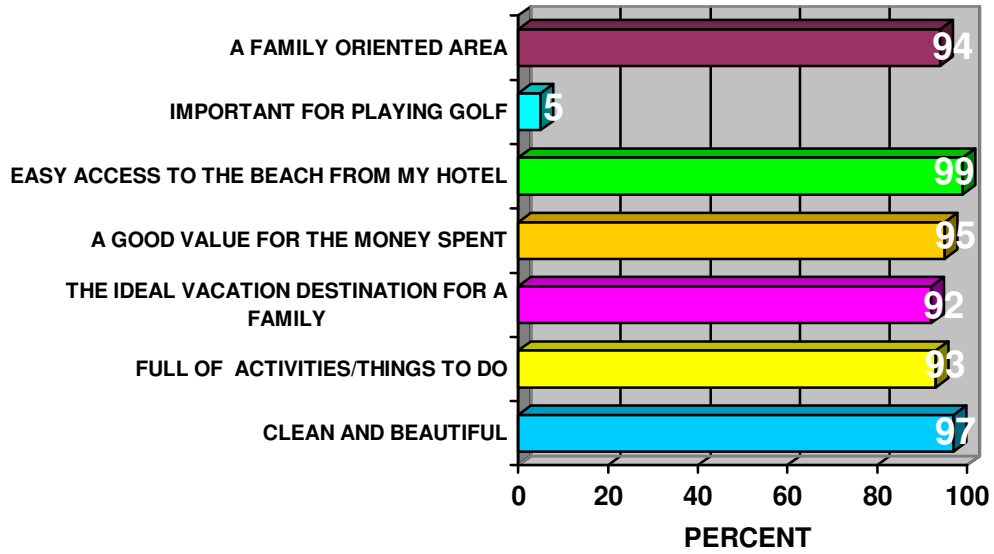
Satisfaction with Daytona Beach

OUT OF STATE VISITORS FOUND DAYTONA BEACH TO BE:

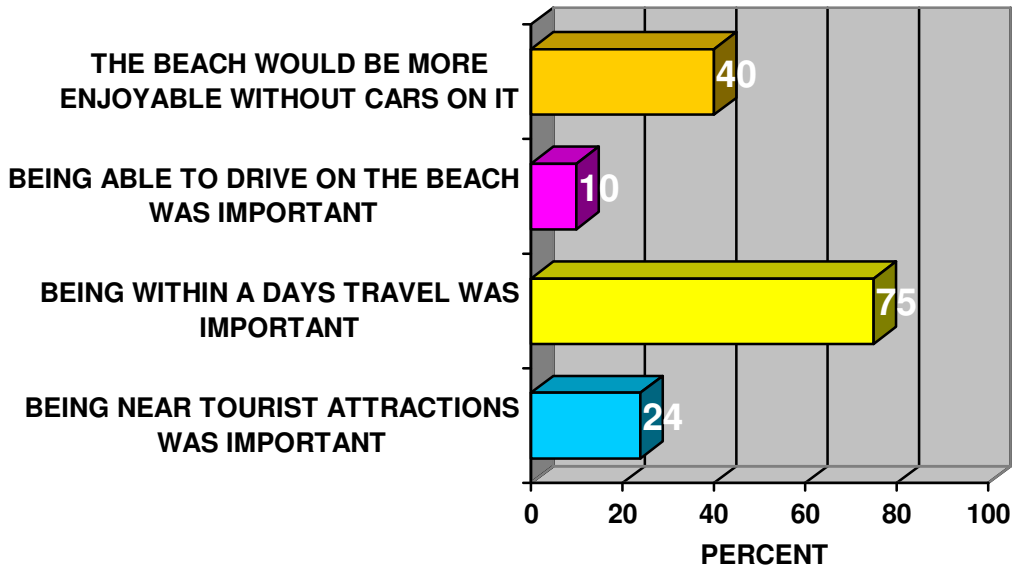


- ◆ While in Daytona Beach, 7% of the out of state visitors took advantage of a room with a kitchenette.
- ◆ 4% of out of state visitors paid the fee to drive or park on the beach.
- ◆ 4% of out of state visitors paid the fee to park in the parking garage.

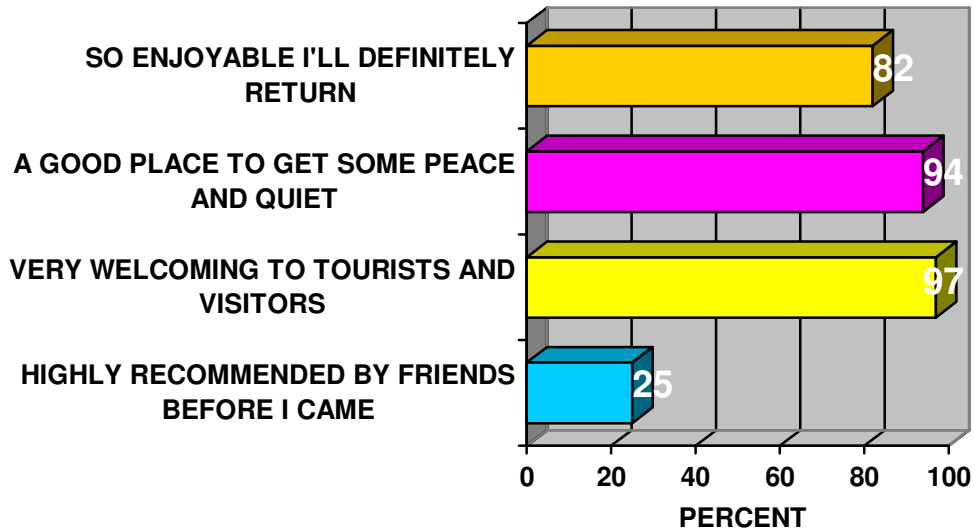
OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



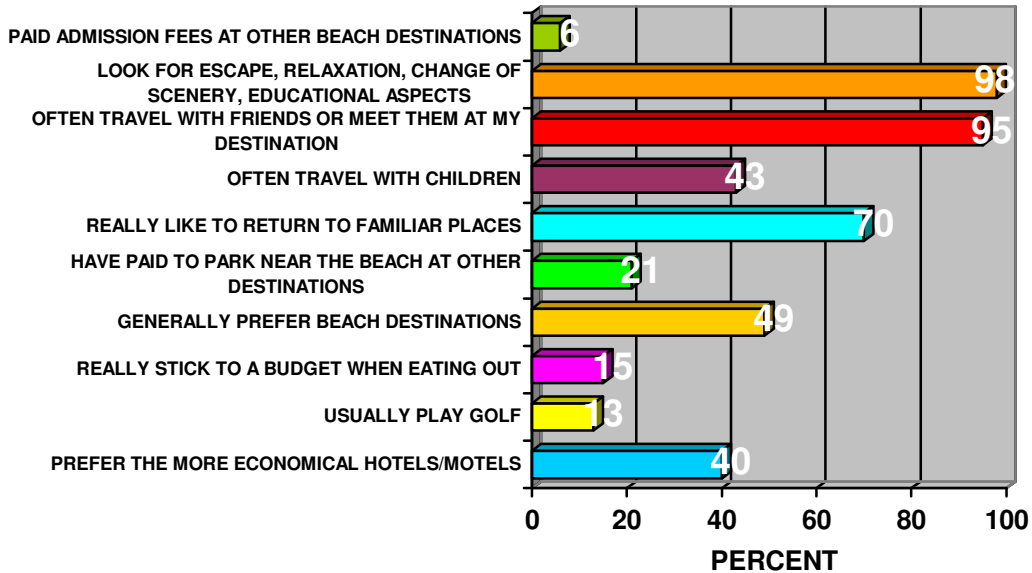
IN DECIDING ON DAYTONA BEACH, OUT OF STATE VISITORS SAID:



OUT OF STATE VISITORS SAID THAT DAYTONA BEACH WAS:



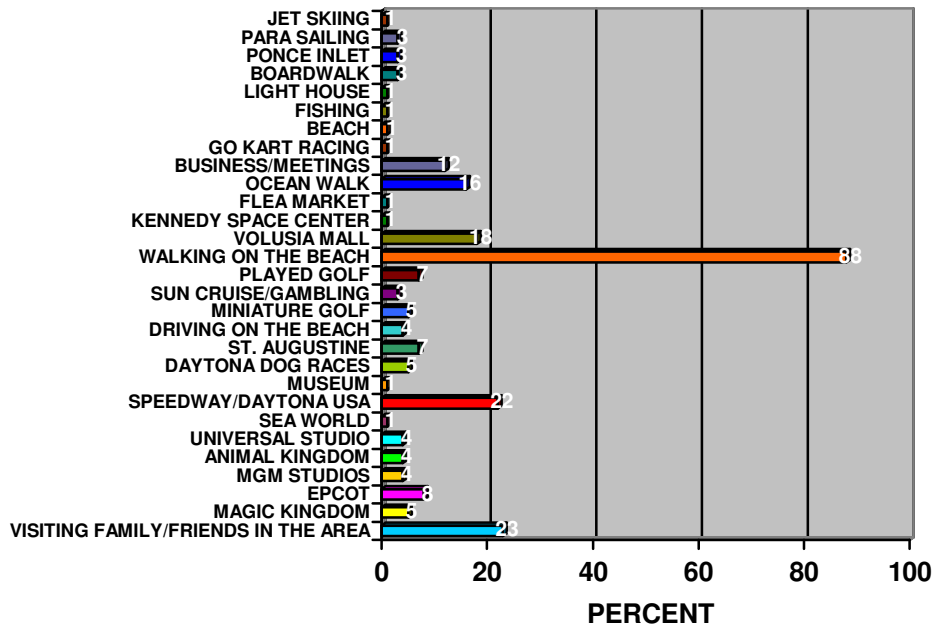
ON PLEASURE TRIPS OUT OF STATE VISITORS:



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

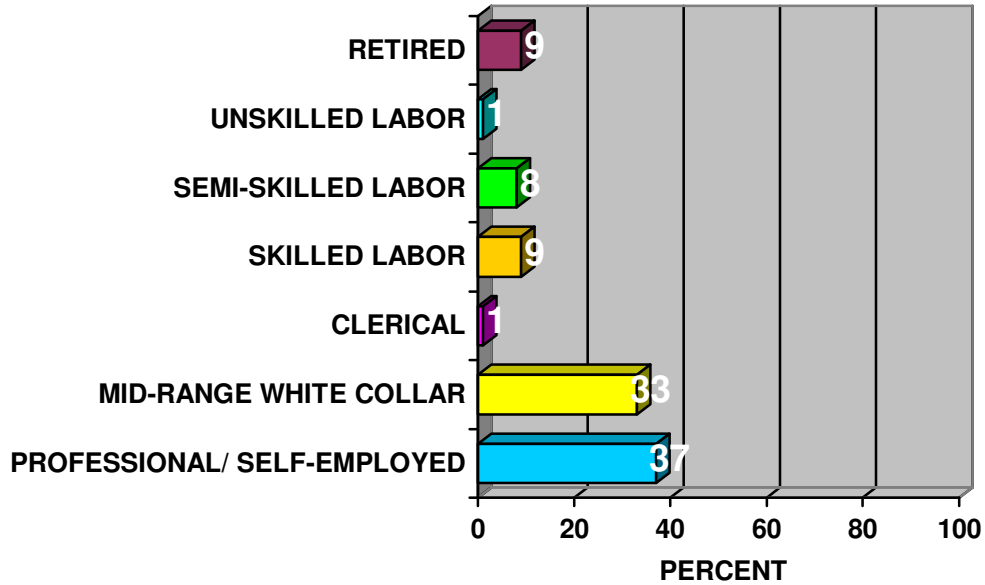
- | | |
|------------------------------|------------------------------------|
| 41% No magazines | 5% National Geographic |
| 19% Readers Digest | 5% US News and World Report |
| 16% AAA | 3% Cosmopolitan |
| 16% People | 3% Women's Day |
| 16% TV Guide | 1% Christian Women |
| 15% Better Homes and Gardens | 1% Country Living |
| 15% Sports Illustrated | 1% ESPN Magazine |
| 13% Time | 1% Fishing magazines - various |
| 11% Car magazines – various | 1% Hunting/Gun magazines - various |
| 9% Southern Living | 1% Money Magazine |
| 7% Business Week | 1% More Magazine |
| 5% Golf magazines-various | 1% NASCAR Magazine |
| 5% Good Housekeeping | 1% Parenting |
| 5% Modern Maturity | 1% Women's Journal |

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 female, 44% were male.

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

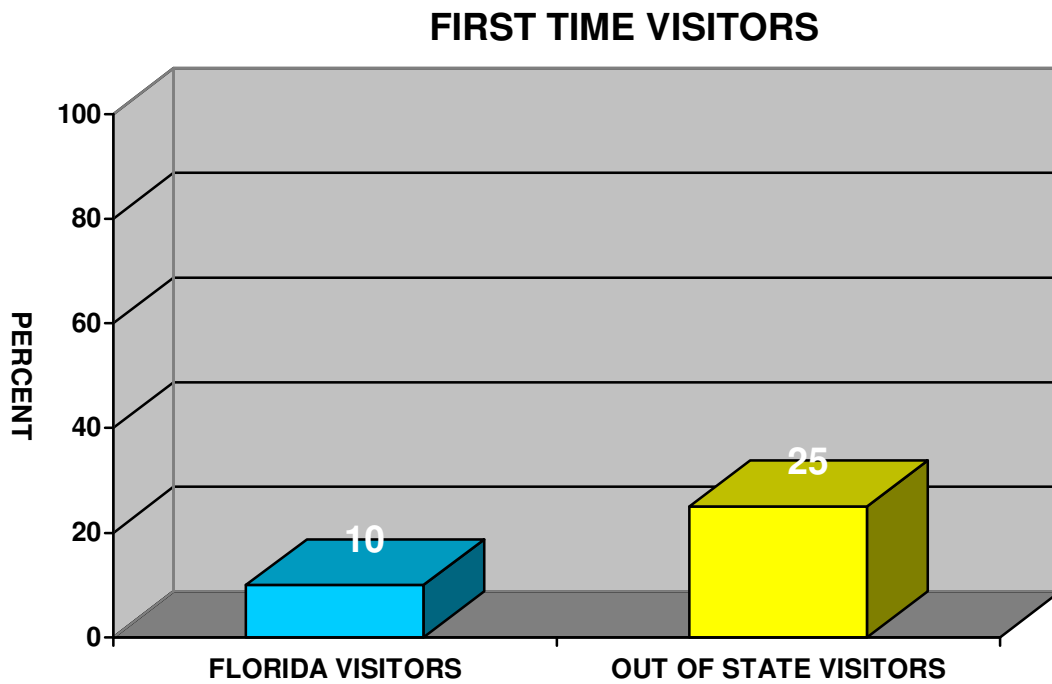


- ◆ Out of state visitors were an average of 47 years old.
- ◆ 85% of out of state visitors were married, and 15% were single.
- ◆ The average household total annual income from all sources before taxes for out of state visitors was between \$45,000 and \$50,000.

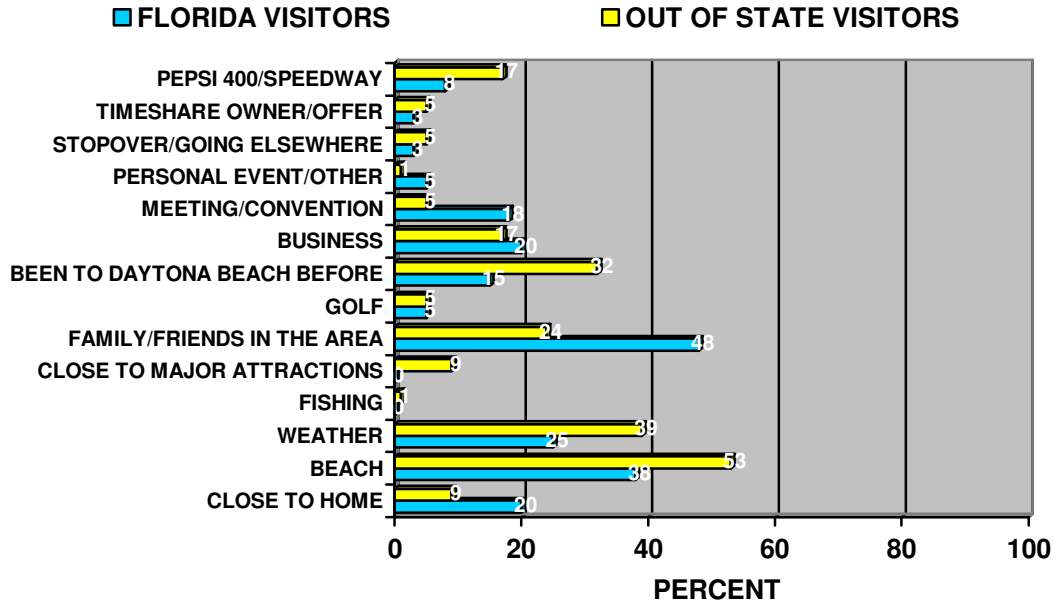
FLORIDA VISITORS

July 2003 Daytona Beach Visitor Profile

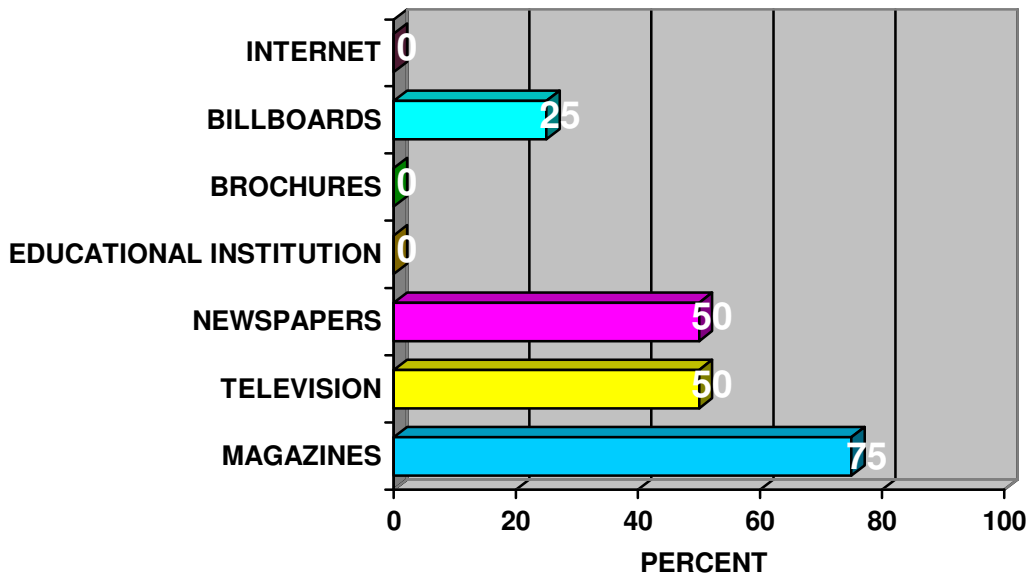
- ◆ For 10% of the visitors from Florida, this last visit was their first ever to the Daytona Beach Resort Area.
- ◆ All of the repeat visitors from Florida have stayed in the Daytona Beach Area overnight or longer more than once during the past five years.
- ◆ 56% of the visitors from Florida have stayed at the same lodging before.



REASONS TO CHOOSE DAYTONA BEACH WERE:

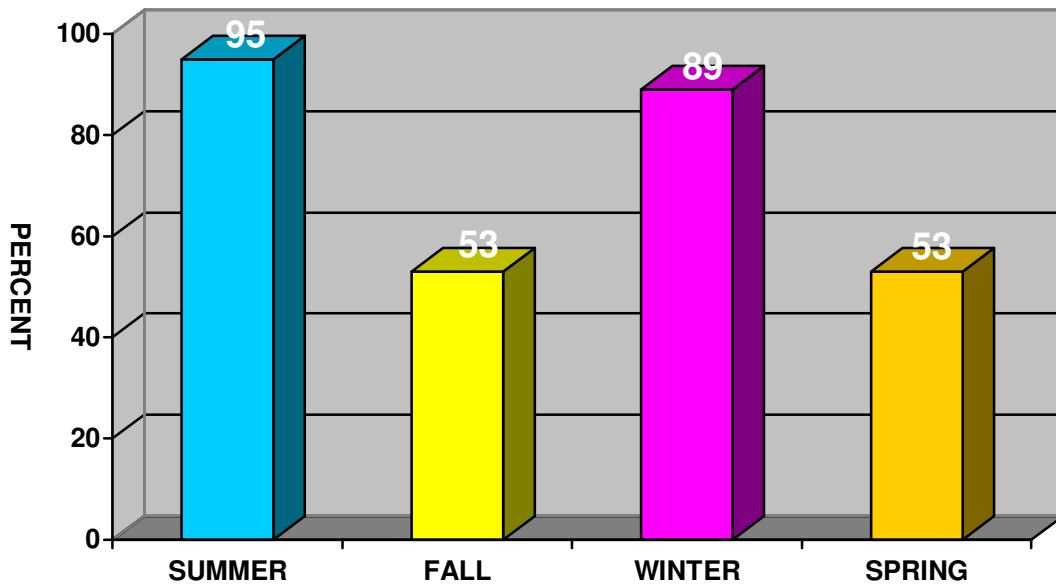


VISITORS FROM FLORIDA REMEMBER SEEING ADS FOR DAYTONA BEACH IN/ON:

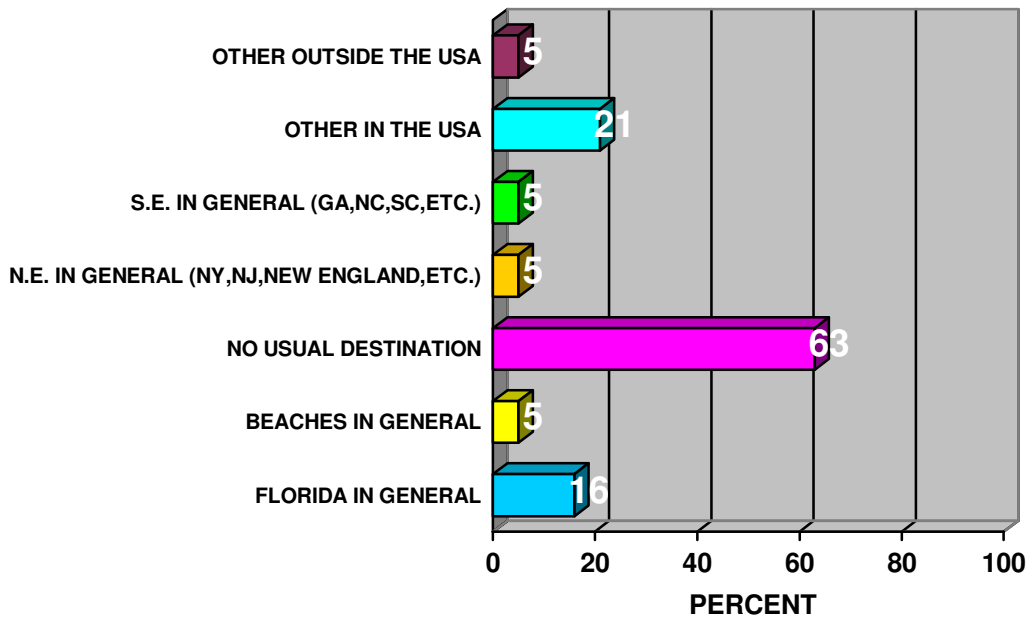


- ◆ 5% of the visitors from Florida asked for information before coming.
- ◆ 8% of the visitors from Florida used the Internet to plan their trip to Daytona Beach.
- ◆ 5% of the visitors from Florida used the Internet to choose a place to stay.
- ◆ 3% of the visitors from Florida used the Internet to make reservations.
- ◆ 3% 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.
- ◆ Less than half, 48%, of the visitors from Florida take more than one vacation per year.

VISITORS FROM FLORIDA VACATION IN:

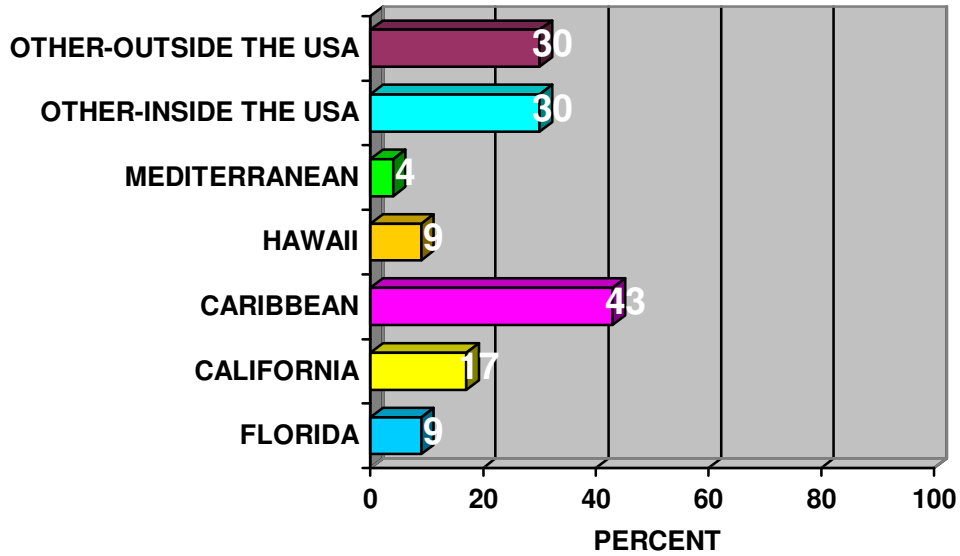


VISITORS FROM FLORIDA ALSO VACATION IN:

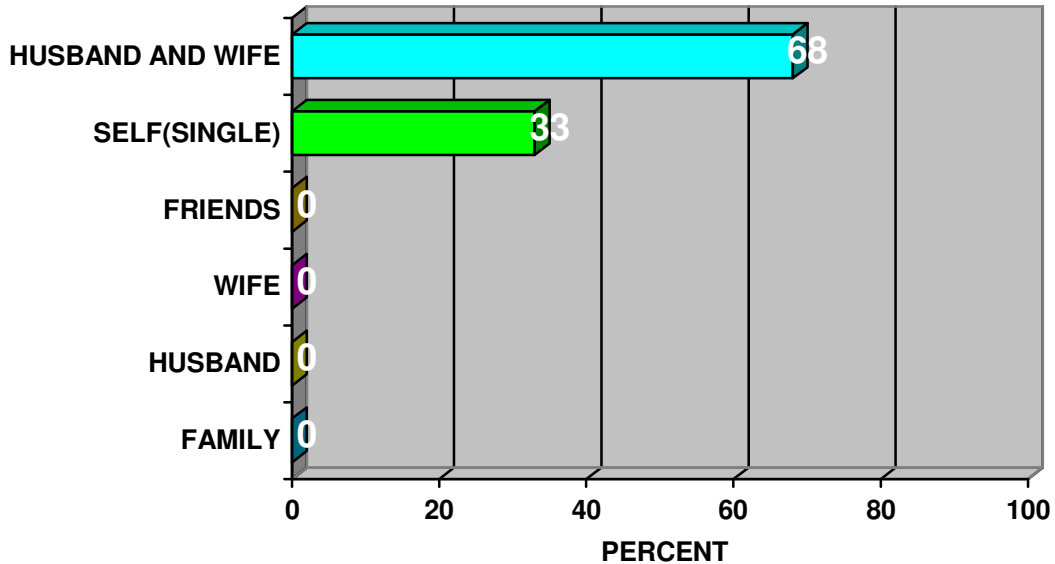


- ◆ More than half, 60%, of the visitors from Florida have taken another warm weather vacation in the past five years.

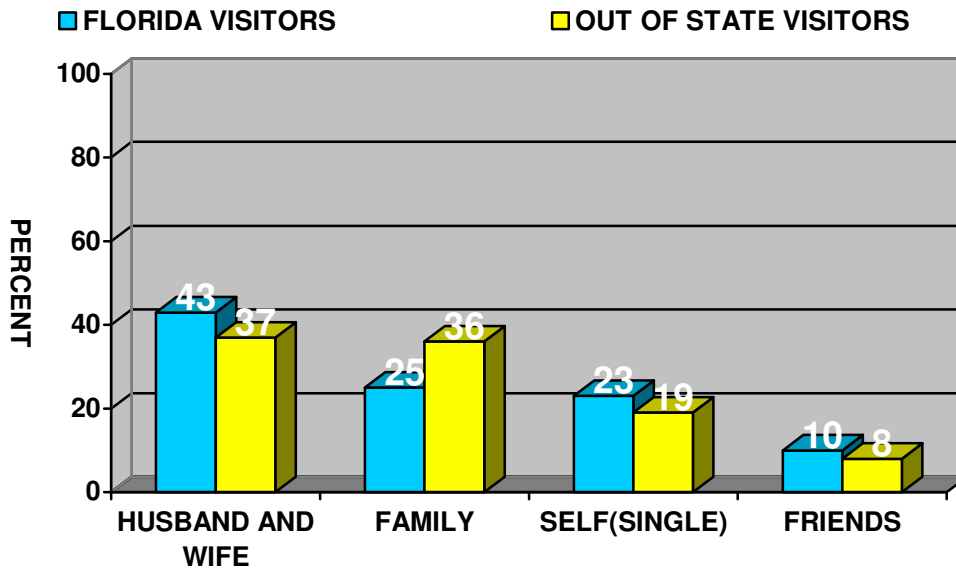
OTHER WARM WEATHER DESTINATIONS VISITED BY VISITORS FROM FLORIDA ARE:



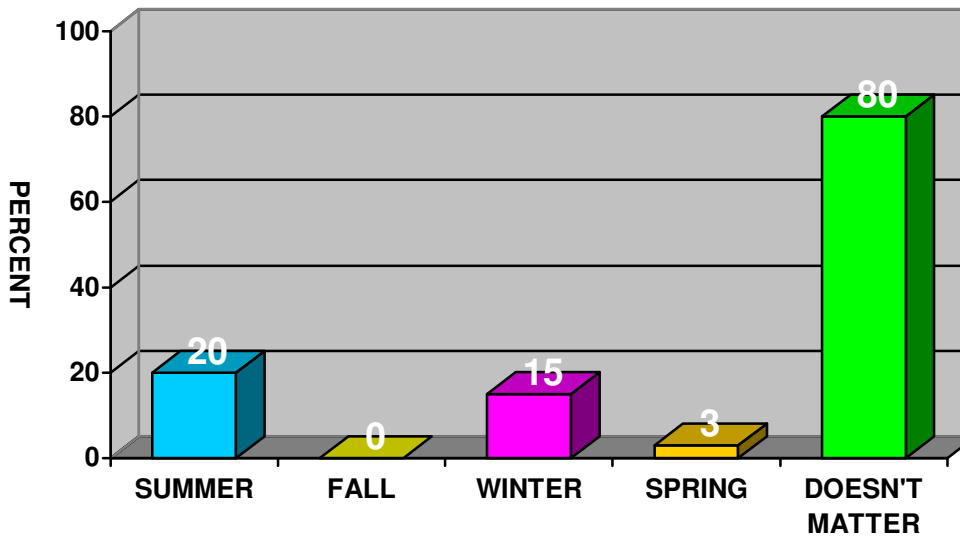
THE DECISION TO VISIT DAYTONA BEACH FOR VISITORS FROM FLORIDA WAS MADE BY:



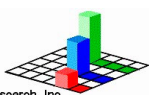
VISITORS FROM FLORIDA SAID THEIR VACATION WAS FOR:



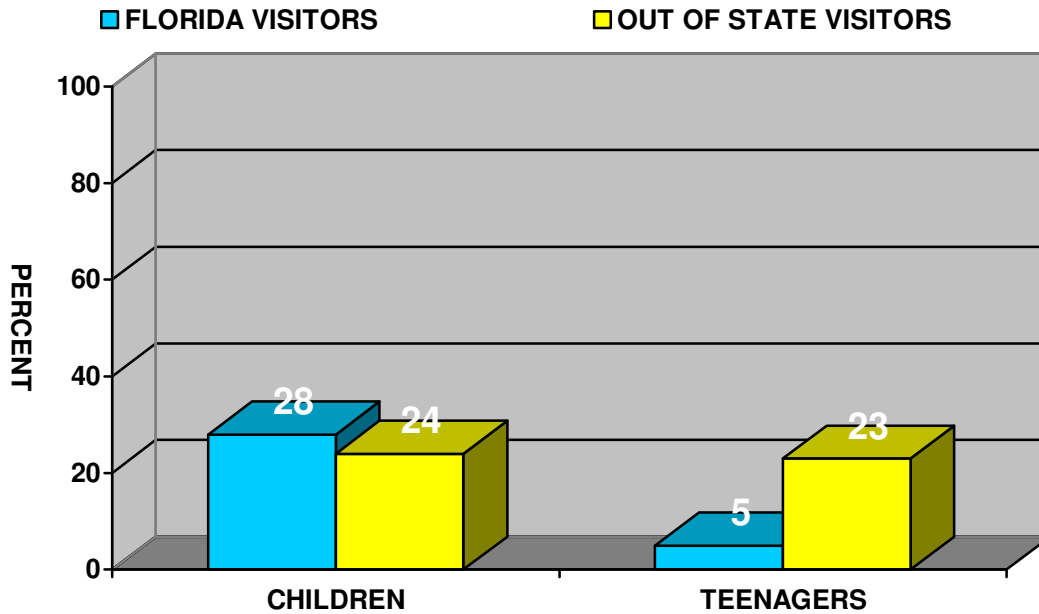
THE MOST CONVENIENT/ONLY TIME VISITORS FROM FLORIDA VACATION, IS IN:



- ◆ The average party size for visitors from Florida was 2.50.
- ◆ 28% of visitors from Florida traveled with children age 12 and younger.
- ◆ 5% of the visitors from Florida traveled with teenagers.

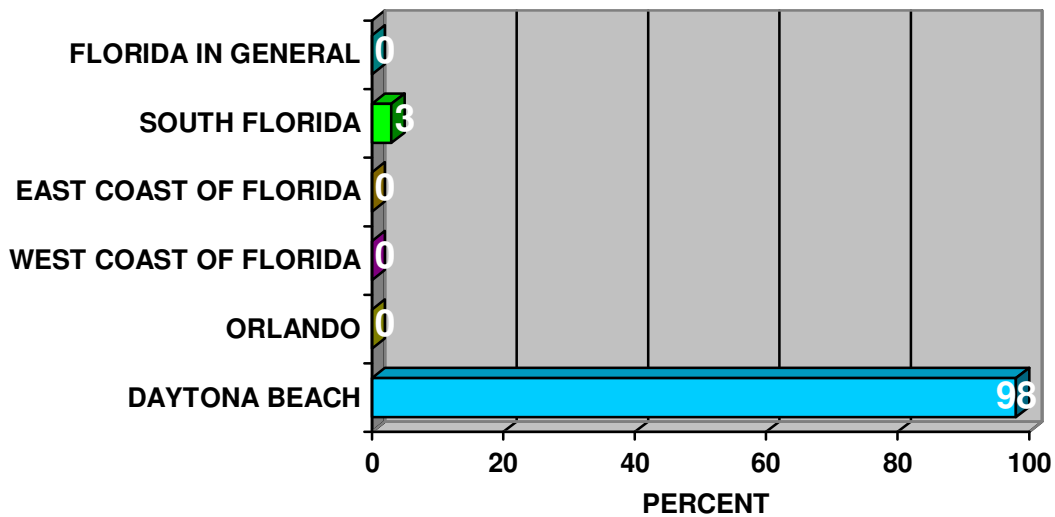


VISITORS TRAVELED WITH:



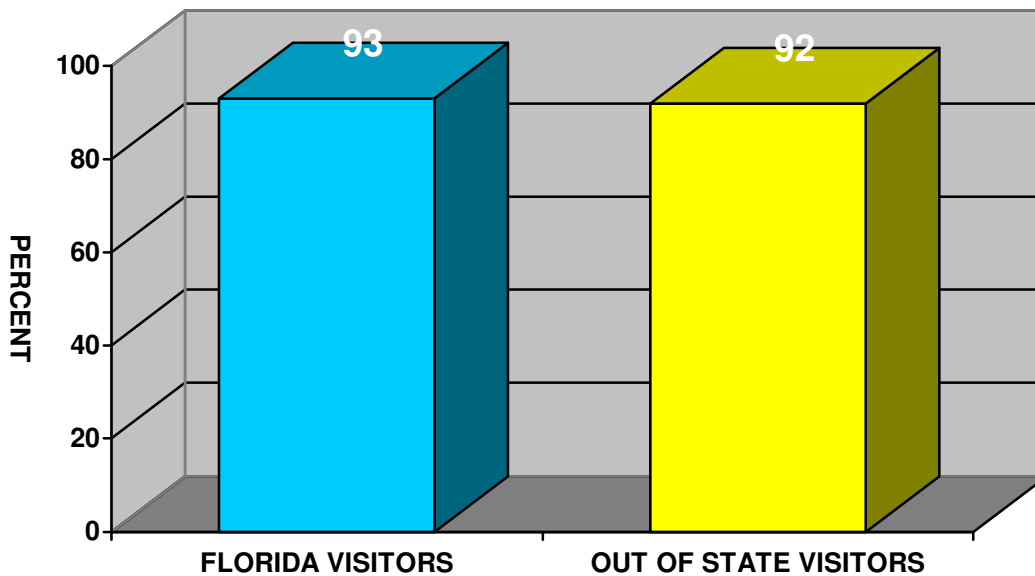
- ◆ 8% traveled with friends/relatives; 48% met friends/relatives in Daytona Beach.
- ◆ Visitors from Florida said additional reasons to take a trip are: 74% said government/company business, 39% said to meet a cruise, and 35% said convention/trade show.
- ◆ All of the visitors from Florida traveled by auto.

THE MAIN DESTINATION FOR VISITORS FROM FLORIDA WAS:



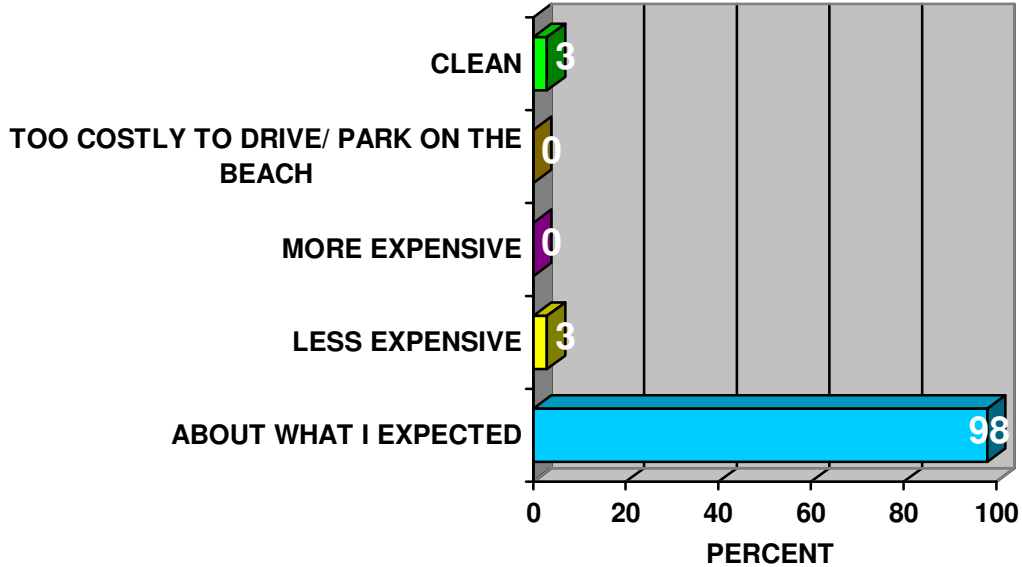
- ◆ The average number of days visitors from Florida spent away from home was 3.18.
- ◆ The average number of days spent in Daytona Beach was 2.45.
- ◆ The average amount of money spent in Daytona Beach per day, without lodging, by visitors' from Florida immediate party was between \$115 and \$120.
- ◆ 93% of visitors from Florida made advanced reservations, with the average time in advance being between six and seven weeks.
- ◆ 95% of visitors from Florida did not use a professional travel service.
 - 3% used a travel agent.
 - 3% used an Internet travel service.

VISITORS WHO MADE ADVANCED RESERVATIONS:



Satisfaction with Daytona Beach

VISITORS FROM FLORIDA FOUND DAYTONA BEACH TO BE:

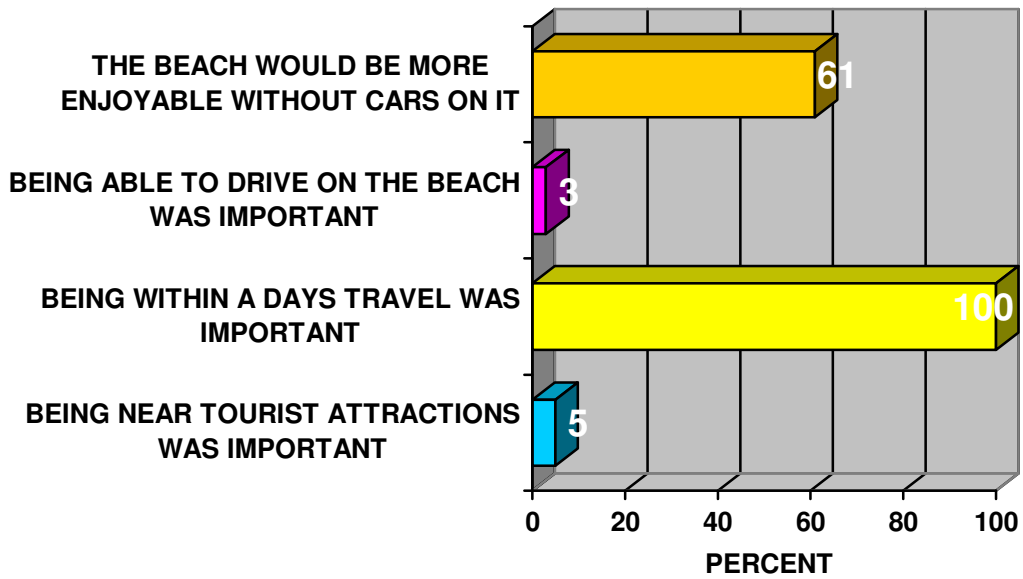


- ◆ While in Daytona Beach, 3% of the visitors from Florida took advantage of a room with a kitchenette.
- ◆ 3% of the visitors from Florida paid the fee to drive or park on the beach.
- ◆ 3% of visitors from Florida paid the fee to park in the parking garage.

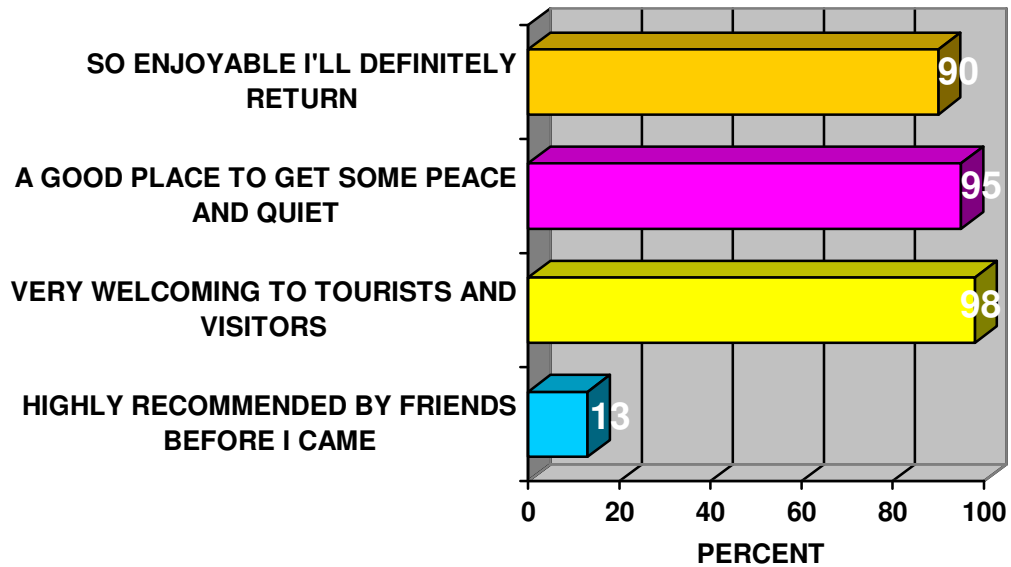
VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:



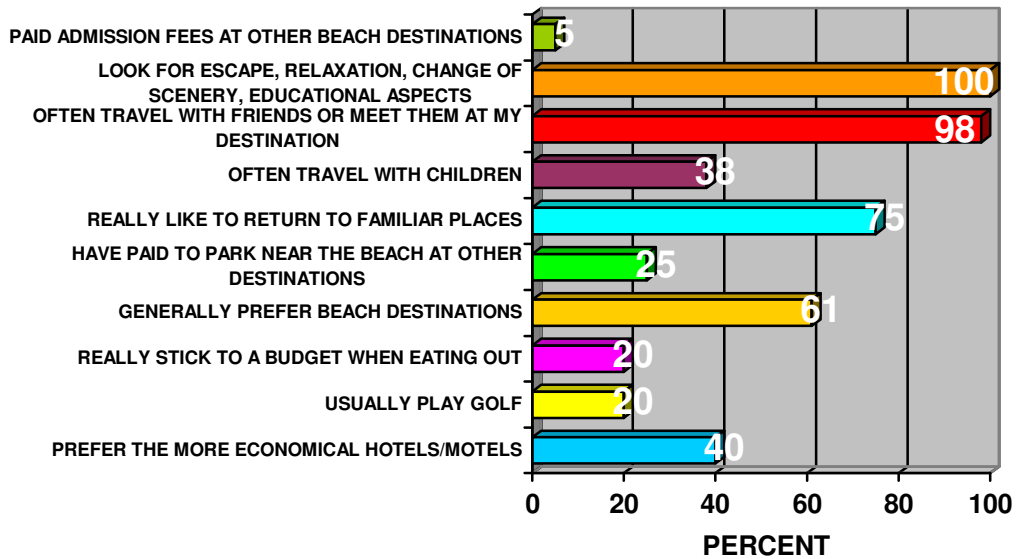
IN DECIDING ON DAYTONA BEACH, VISITORS FROM FLORIDA SAID:



VISITORS FROM FLORIDA SAID THAT DAYTONA BEACH WAS:

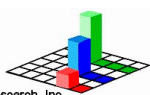


ON PLEASURE TRIPS VISITORS FROM FLORIDA:

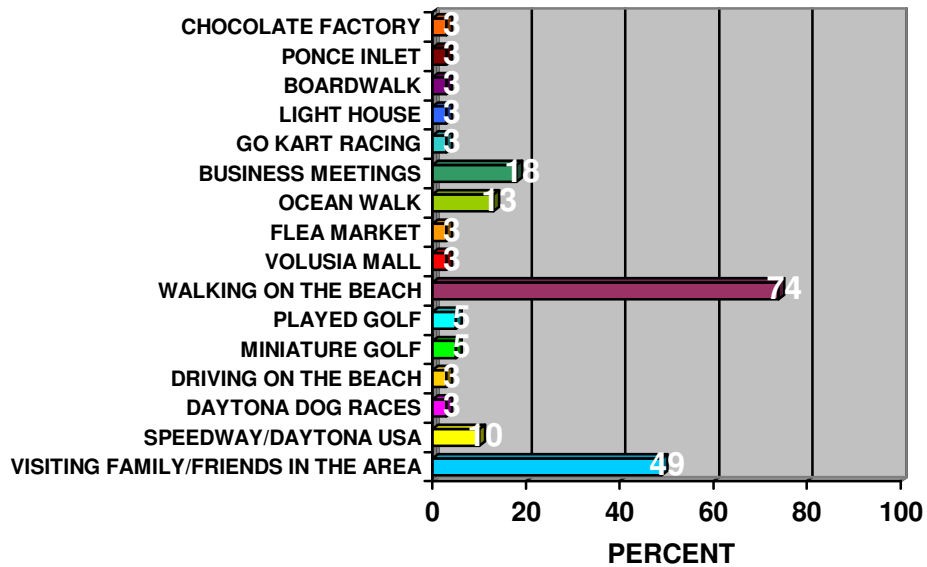


◆ Magazines received and read by members of visitors' from Florida households are:

- | | |
|------------------------------|------------------------------|
| 38% No magazines | 5% Good Housekeeping |
| 23% Southern Living | 5% National Geographic |
| 23% Sports Illustrated | 5% US News and World Report |
| 23% TV Guide | 3% Biker magazines - various |
| 20% Better Homes and Gardens | 3% Cosmopolitan |
| 18% Modern Maturity | 3% Family Fun |
| 18% Time | 3% Money Magazine |
| 15% People | 3% News Week |
| 15% Readers Digest | 3% Parenting |
| 10% Car magazines – various | 3% Redbook |
| 10% Golf magazines-various | 3% Vogue |
| 5% AAA | 3% Women's Day |
| 5% Business Week | |



ACTIVITIES DONE BY VISITORS FROM FLORIDA WERE:



- ◆ All of the visitors from Florida would recommend Daytona Beach to others.
- ◆ 63% of the visitors from Florida to complete the survey were female, 38% were male.

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



- ◆ Visitors from Florida were an average of 51 years old.
- ◆ 88% of visitors from Florida were married, and 13% were single.
- ◆ The average household total annual income from all sources before taxes for visitors from Florida was between \$40,000 and \$45,000.

JULY 2003 DAYTONA BEACH POINTS OF ORIGIN

35% Florida
11% Georgia
5% North Carolina
4% Ohio
4% Pennsylvania
4% Tennessee
3% Indiana
3% New York
3% South Carolina
2% Alabama
2% California
2% Illinois
2% Kentucky
2% Massachusetts
2% Michigan
2% Texas
1% Arizona

1% Connecticut
1% Louisiana
1% Maryland
1% Missouri
1% New Jersey
1% Virginia
1% West Virginia
tr. Colorado
tr. Delaware
tr. D.C.
tr. Kansas
tr. Minnesota
tr. New Mexico
tr. Rhode Island
tr. Washington
tr. Wisconsin

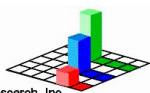
◆ **TOTAL U.S.A. 97%**

◆ **CANADA (1% of the total)**

1% Ontario
tr. British Columbia

◆ **FOREIGN (2% of the total)**

1% U.K.
tr. Germany
tr. Japan
tr. Netherlands
tr. Switzerland



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

- 34% Orlando, Daytona Beach, Melbourne, (Leesburg, Ocala)
- 17% Tampa, St. Petersburg, Clearwater, Sarasota, (Lakeland, Winter Haven)
- 11% Jacksonville
- 11% West Palm Beach, Ft. Pierce, Vero Beach, (Boca Raton, Port St. Lucie)
- 9% Miami, Ft. Lauderdale, The Keys
- 6% Gainesville
- 6% Tallahassee
- 4% Ft. Myers, Naples
- 1% Panama City
- 1% Pensacola, Ft. Walton Beach

