

Delray Beach Visitor Profile

April 2021

A Platform to bolster the tourism economy



Event Impact on **Visitors** in Market per Day

Month	Jan	Feb	Mar	Apr	Jul	Aug	Dec	Day of Week Total
Key Event Avg. daily visitors in market	MLK Weekend 6,441	Delray Open 10,870	St. Patrick's 6,908 Savor Ave 4,600	Delray Affair 8,195	4th of July 3,710	Restaurant Week 1,945	Boat Parade 2,500	All Events 6,900
Sun	4,430	7,044	5,829	7,550	3,389	3,141	6,956	4,884
Mon	3,405	6,222	4,639	6,639	2,843	2,880	6,396	4,052
Tues	2,637	6,402	4,494	5,209	2,088	1,861	5,718	3,231
Wed	2,963	6,312	5,013	5,961	1,889	2,074	4,149	3,085
Thur	4,037	6,916	6,025	6,107	2,416	1,891	4,719	3,531
Fri	5,239	7,292	6,806	6,817	3,014	2,234	5,489	4,351
Sat	5,156	7,142	7,235	7,655	3,457	2,796	6,623	5,098
Total	3,907	6,761	5,807	6,520	2,684	2,401	5,783	4,031

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Methodology - Demographics

Demographics are derived from a weighted average of US Census data by taking the census tract origin of visitors and using no personal identifiable information.

This provides the average household demographic composition of visitors based on their location of origination. This may differ slightly from actual visitor demographics. For example, not everyone in a household may have traveled.

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Key Takeaways - Demographics

Demographics of visitors has not changed significantly from 2019 to 2020.

Within the year demographics change slightly with:

- Higher levels of education and income over Q1 and Q4
- More visitors with Hispanic ethnicity over Q3

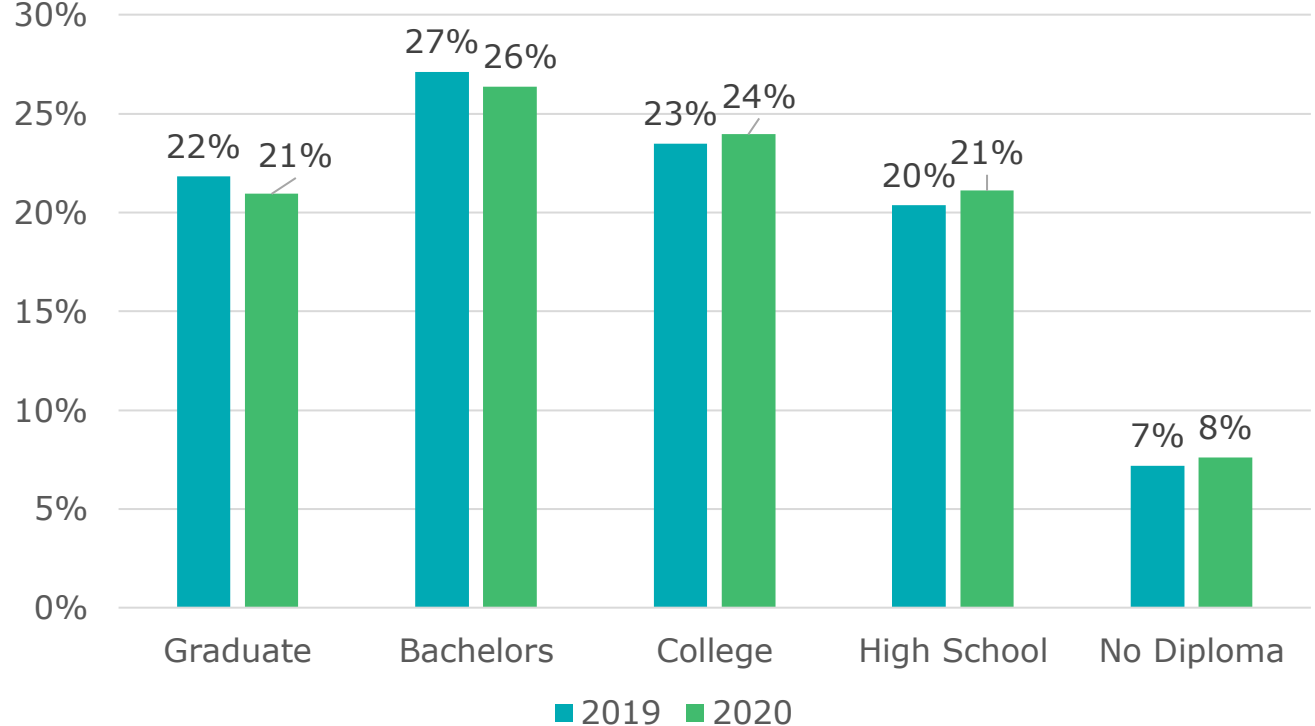
Compared to all visitors to The Palm Beaches:

- Higher levels of education
- Less diversity
- More married families
- Higher levels of income

Delray Beach Visitor Profile

Education

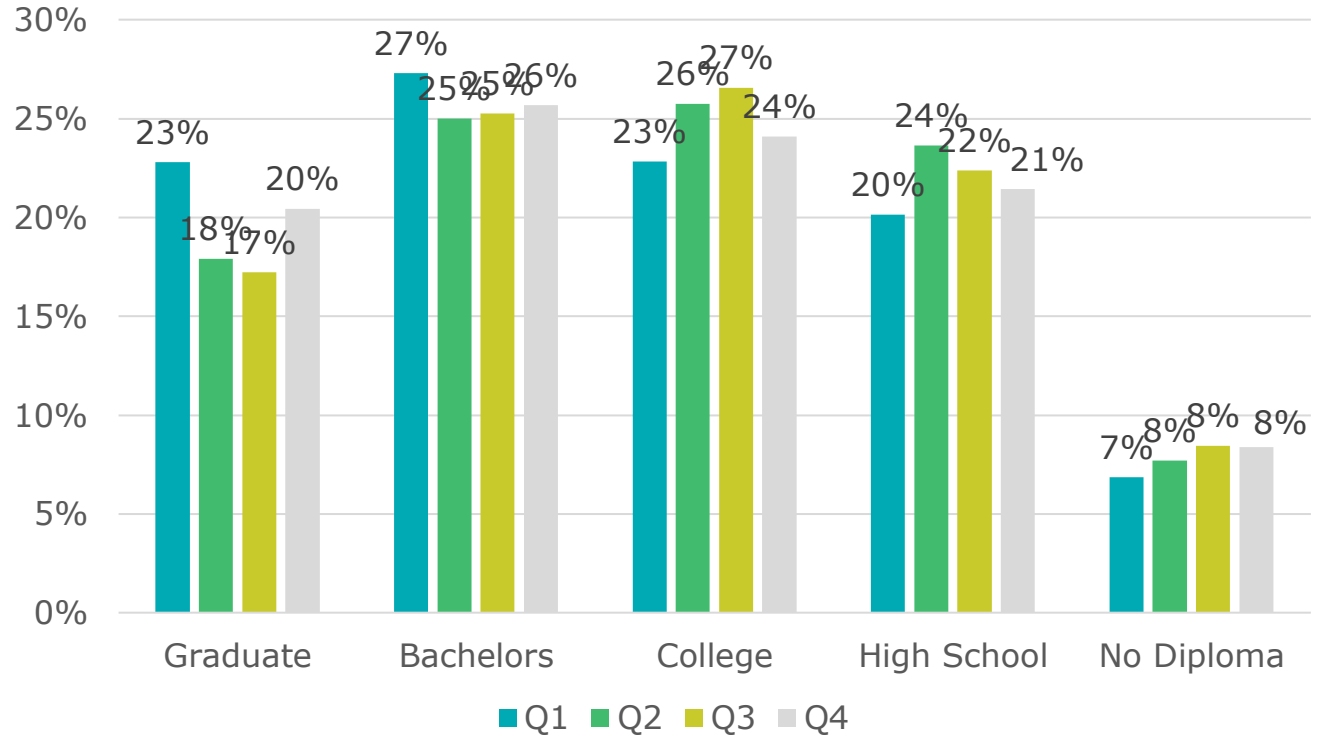
One in five visitors to Downtown Delray Beach has a graduate degree in their household



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Education

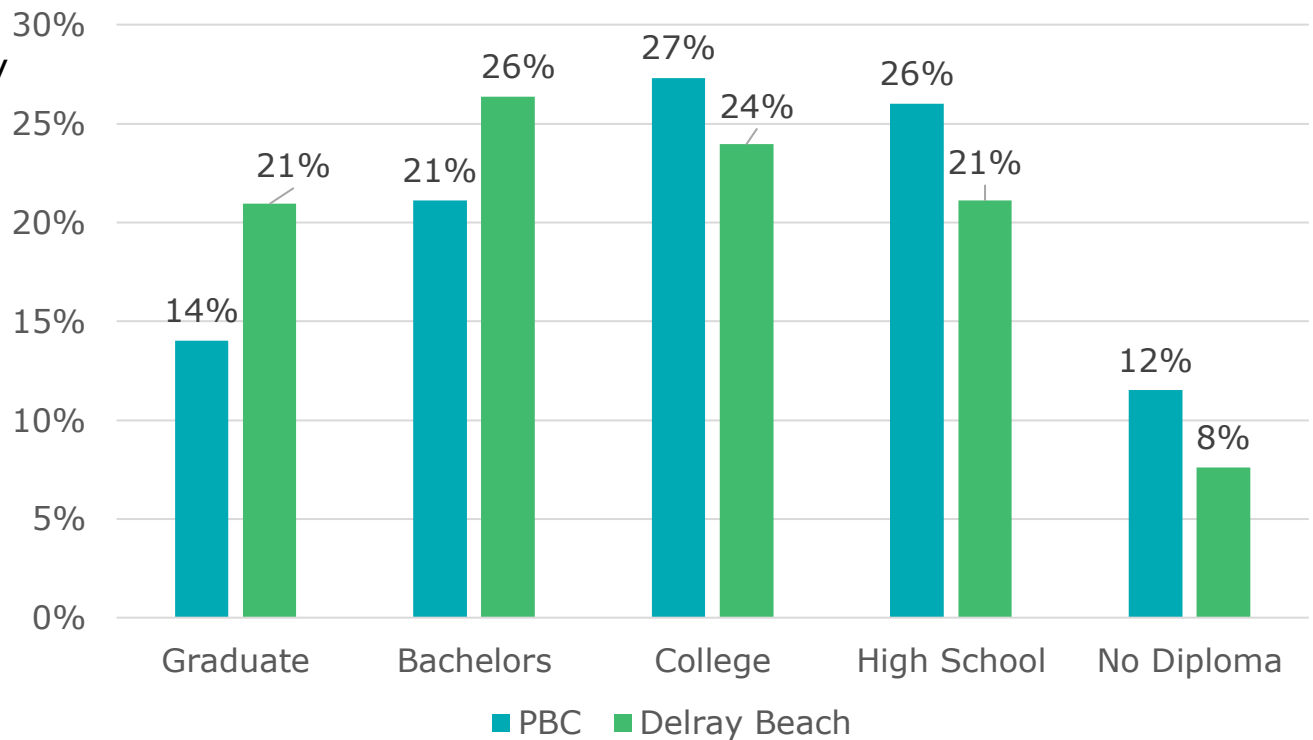
Instance of graduate degrees decreased over Q2 & Q3



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Education

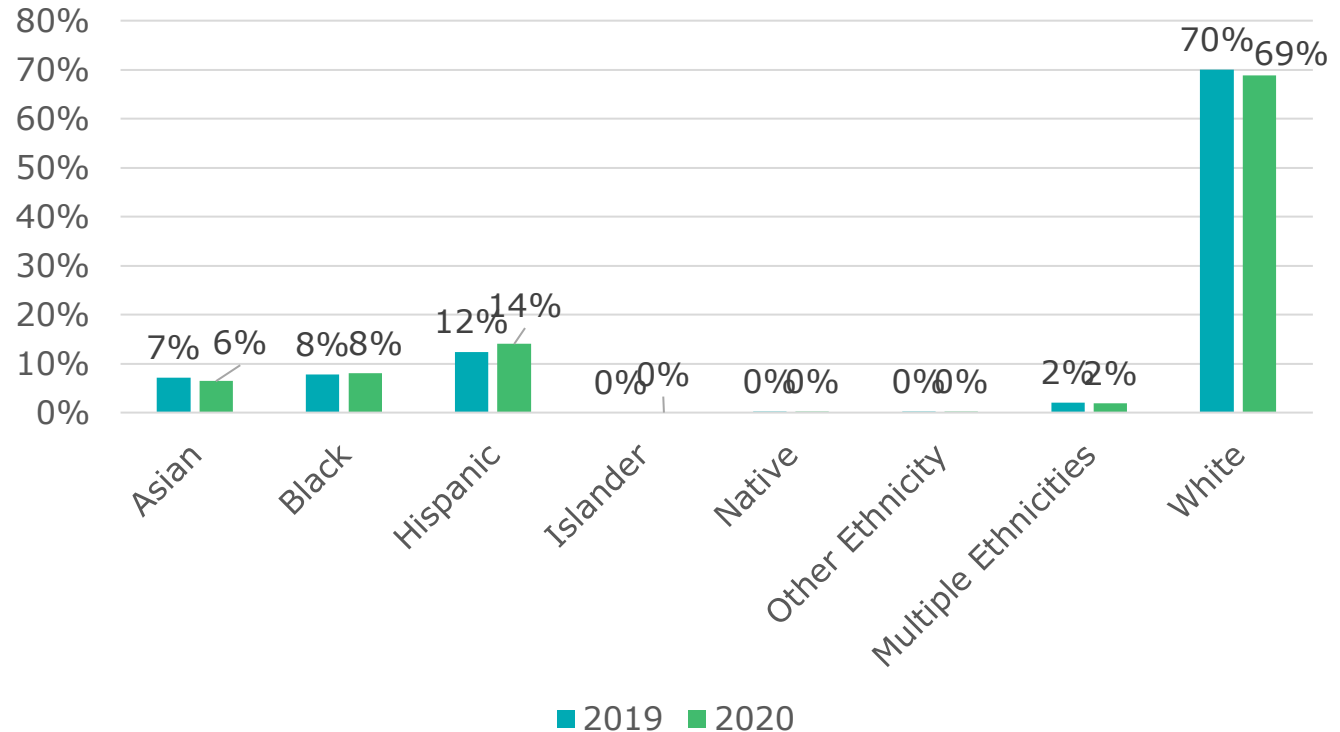
Visitors to Downtown Delray Beach are likely to have a higher education level



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70% of visitors to Downtown Delray Beach are White

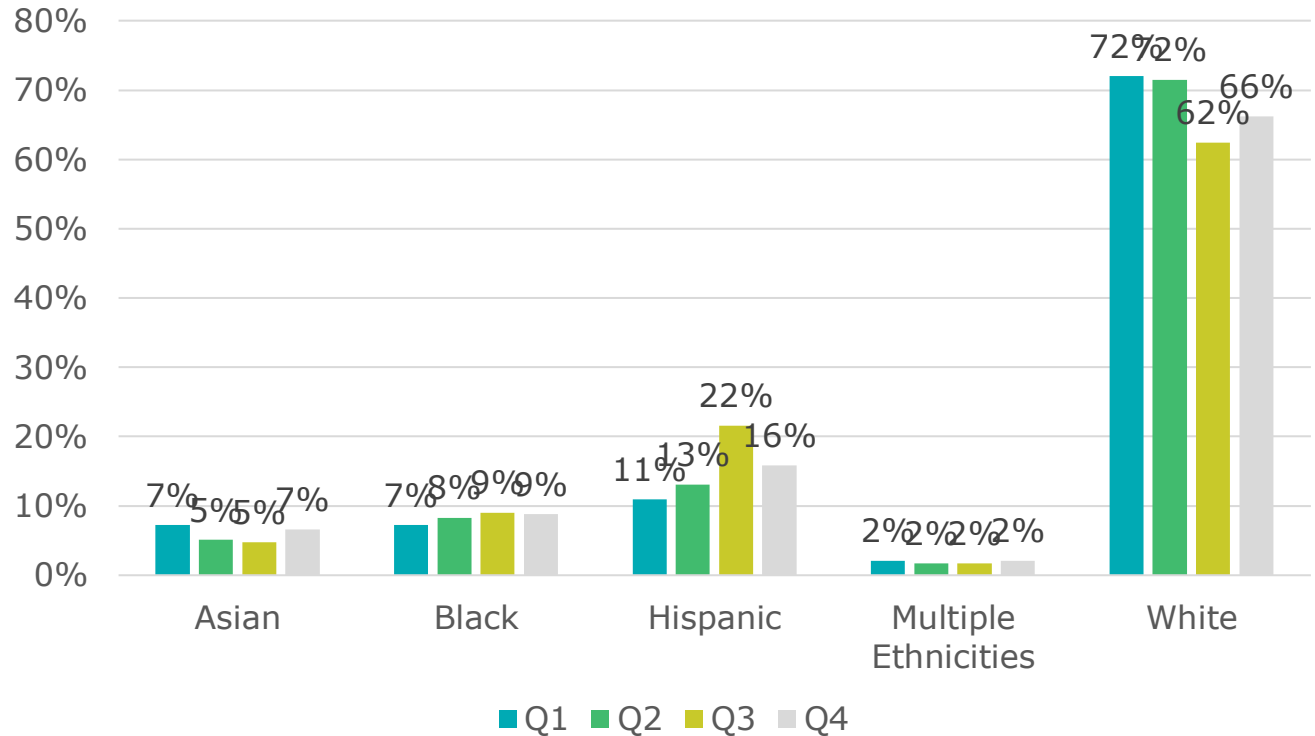
Ethnicity



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Q3 has a higher instance of Hispanic visitors

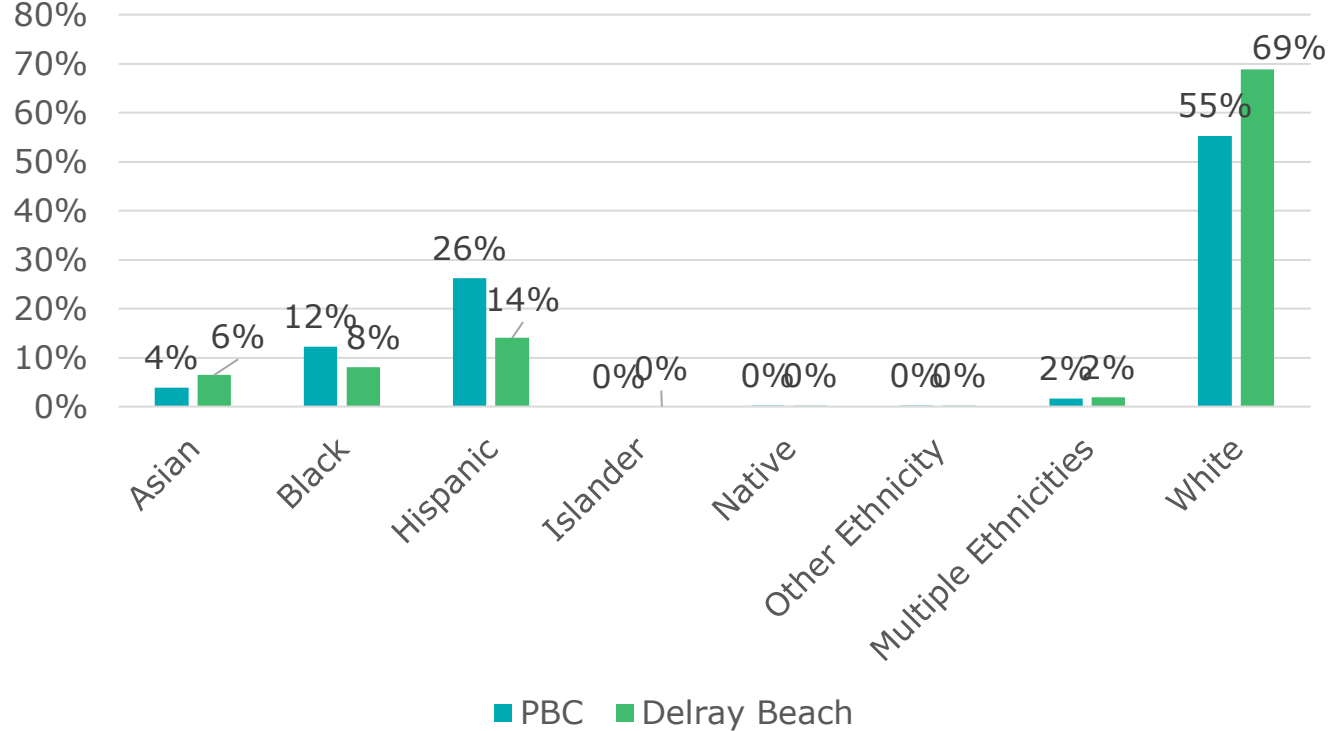
Ethnicity



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Ethnicity

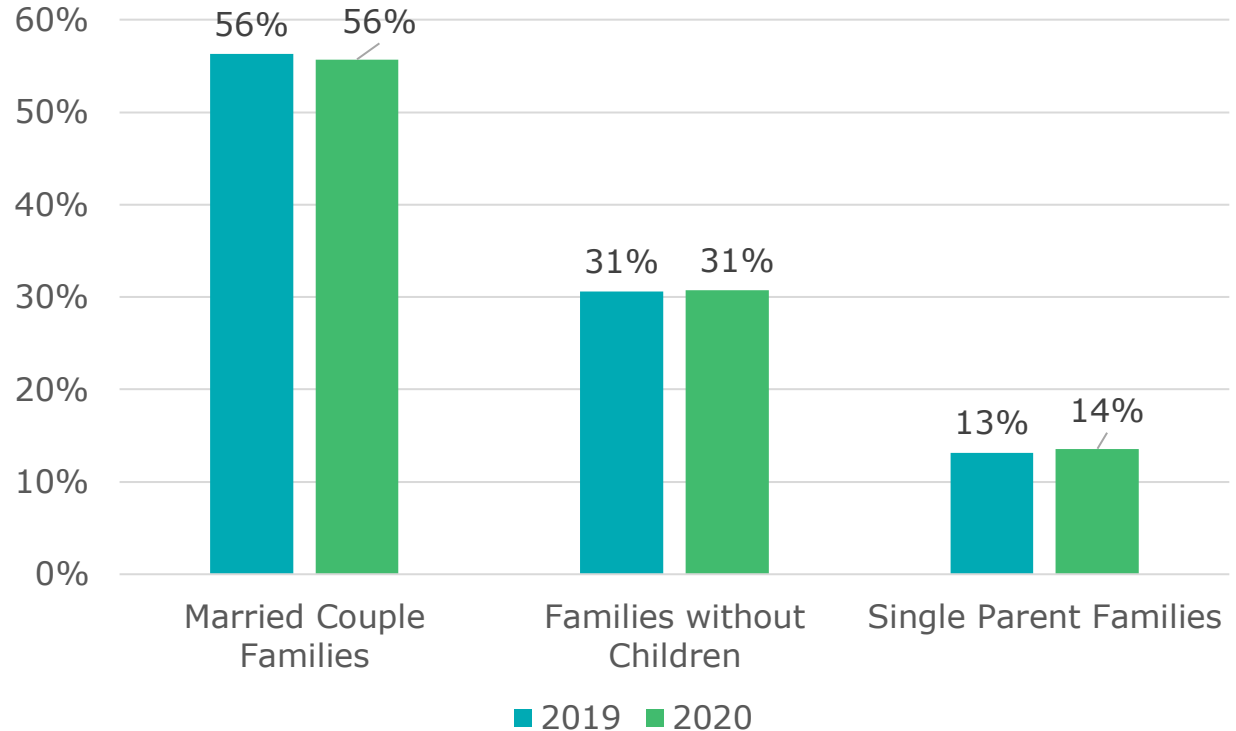
Visitors to Downtown Delray Beach are less diverse than visitors to The Palm Beaches



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One-third of visitors to Downtown Delray Beach have no children living in their household

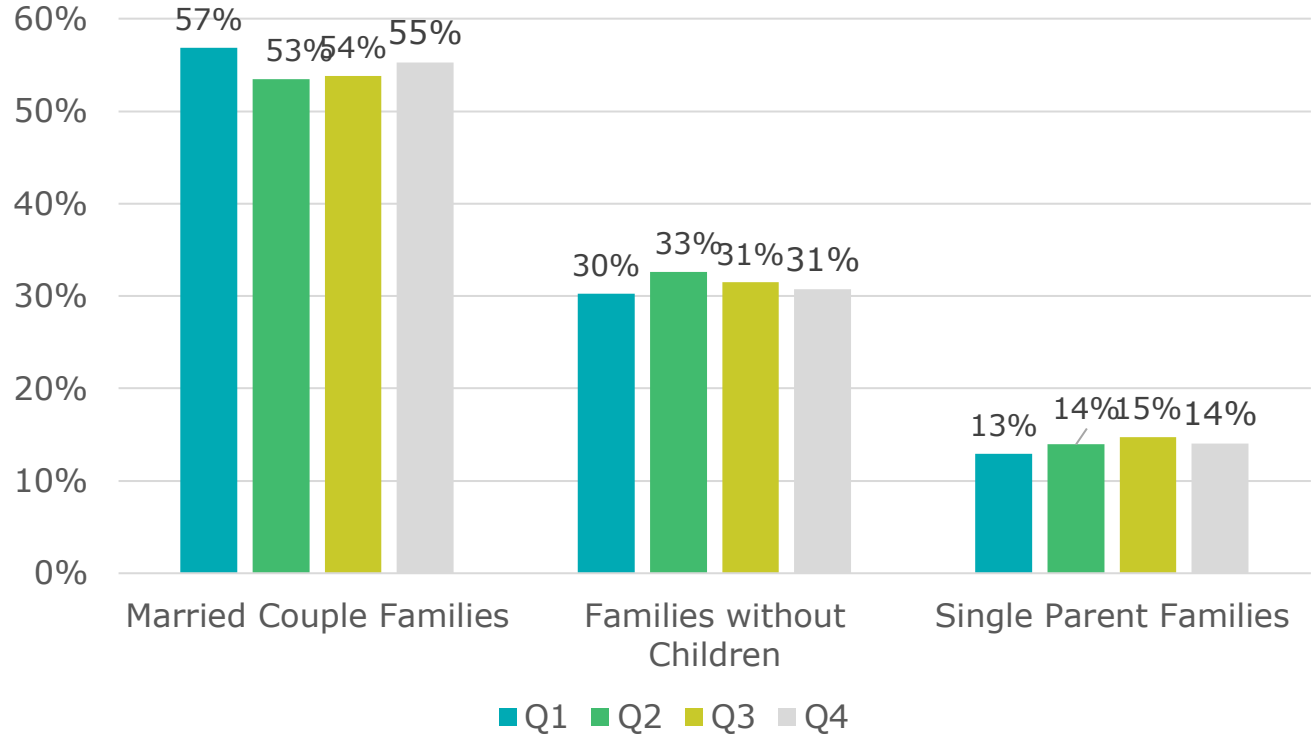
Household Family Composition



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Q1 has slightly more visitors to downtown Delray Beach with children in their household

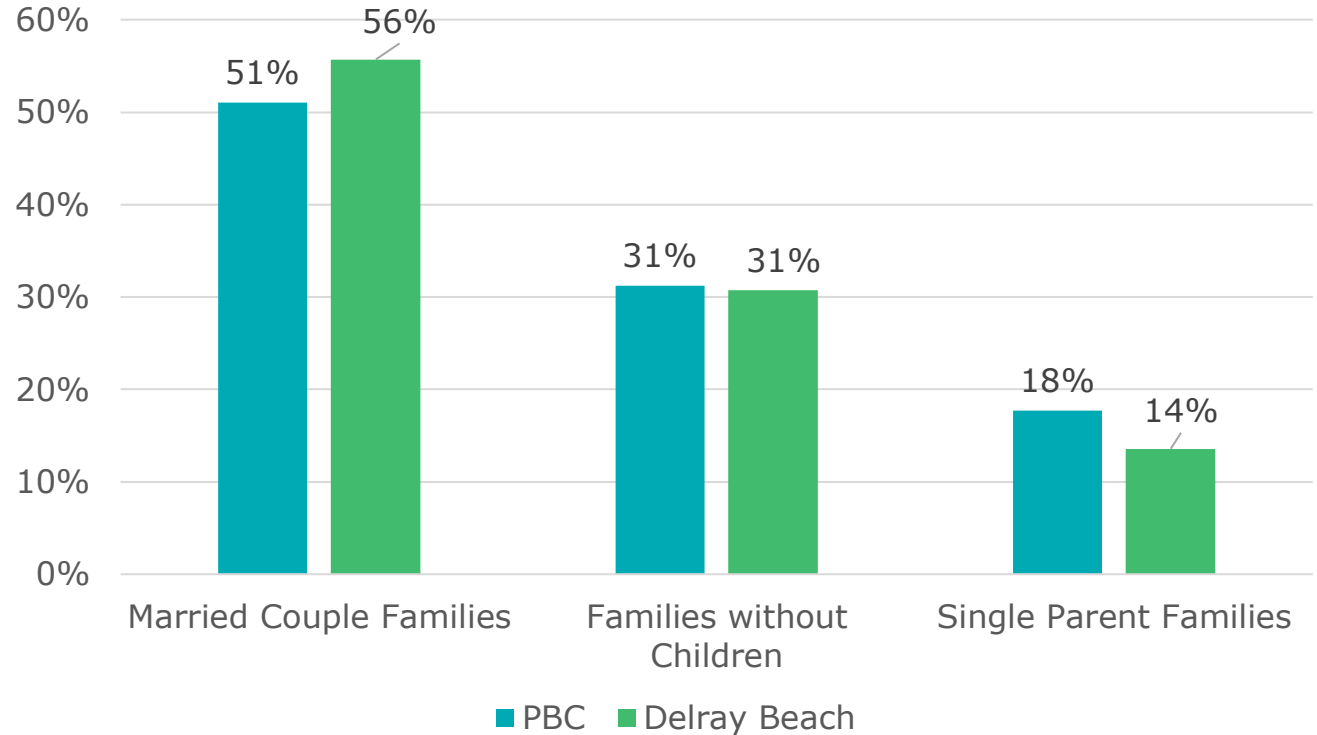
Household Family Composition



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Visitors to Downtown Delray Beach with children in their household are more likely to be married than visitors to The Palm Beaches

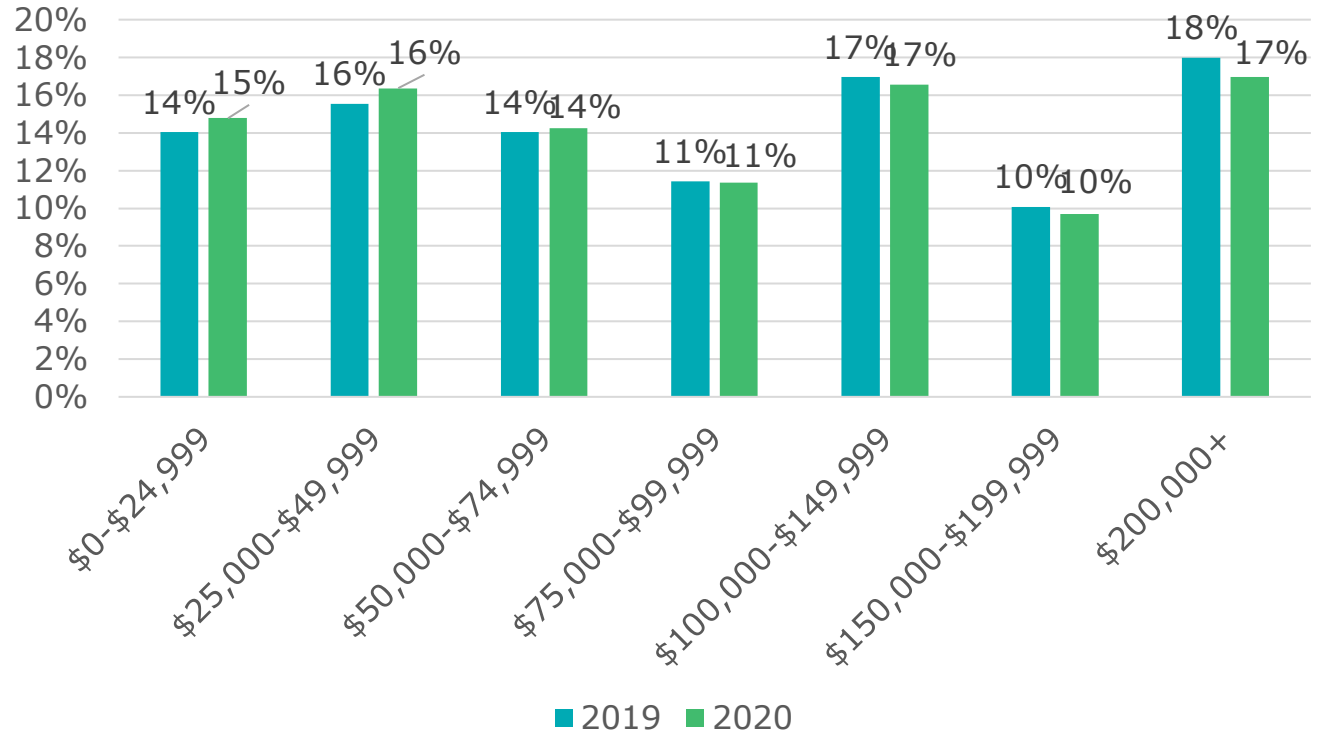
Household Family Composition



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44% of visitors to Downtown Delray Beach have a household income of \$100k or more

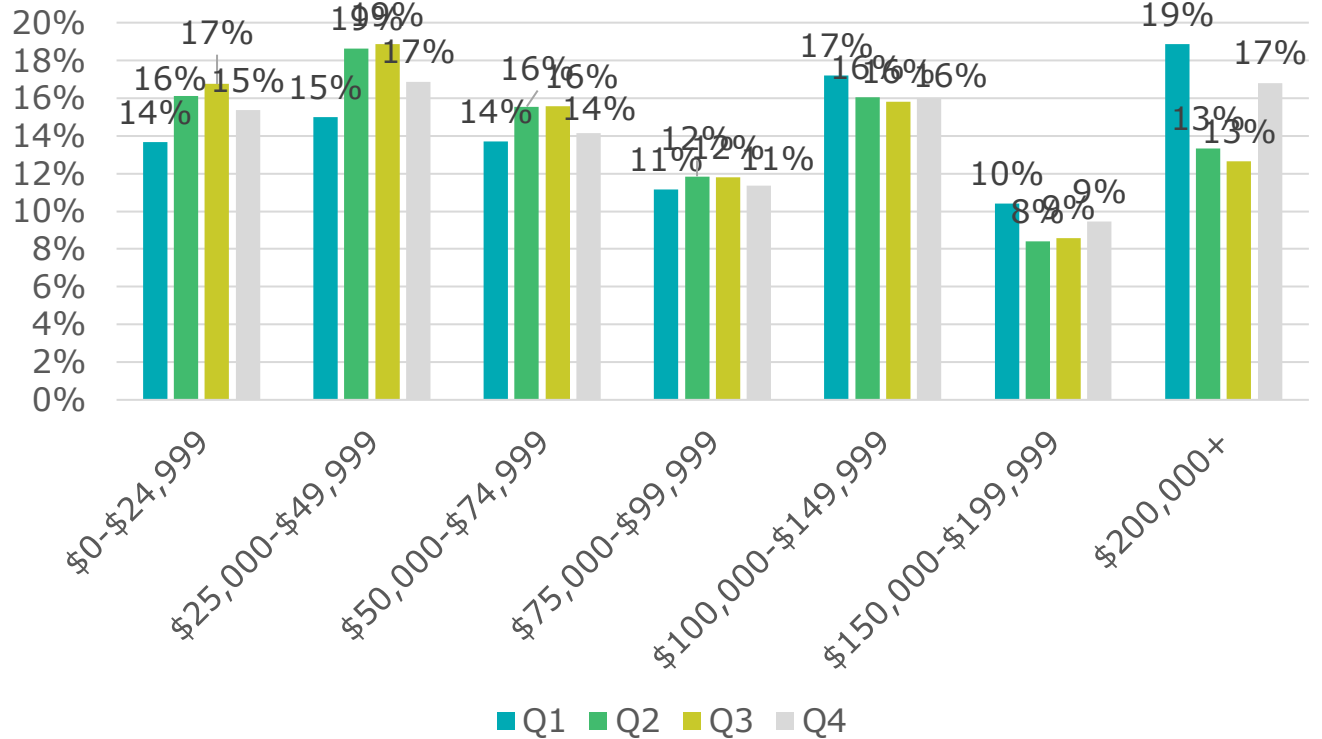
Income



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Households with an income of \$200k or more are more likely to visit in Q1 or Q4

Income



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Visitors to Downtown Delray Beach are likely to have higher incomes than visitors to The Palm Beaches

Income

