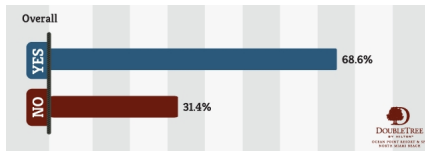


DoubleTree by Hilton Ocean Point Survey Finds 69% of Americans Have Taken a Beach Vacation

Written by Australian Business



[DoubleTree by Hilton Ocean Point Resort & Spa: Beach](#)

[Vacation Survey](#)

North Miami Beach, Florida March 25,

2014

[Travel News](#) ([PRLEAP.COM](#)) A

survey conducted by the DoubleTree by Hilton Ocean Point Resort & Spa found that 68.6% of Americans had taken a beach vacation. The North Miami Beach oceanfront hotel welcomes thousands of guests to Miami every year from around the world and sought to find how many domestic travelers had taken similar trips.

One of the main differences found between demographic groups who had been to the beach was age. The youngest group polled (18 to 24-year-olds) reported the lowest percentage of having had a beach vacation. However, at 58%, the majority of them had still had time with the sun and surf.

Surprisingly, income seemed to have little impact on beach vacations. The first three income groups (collectively ranging from \$0 to \$74,999 in annual income) all hovered around 69%. The next group (\$75,000 to \$99,999) shot up to 82%, and the group after that (\$100,000 to \$149,999) dipped down to 56%. However, the margin of area increased at these levels due to reduced sample size.

In terms of region, the South had the highest rate of beach vacationers at 73%. The West had the lowest proportion (although still a decisive majority) at 65%. The Midwest and the Northeast came in at 66% and 69%, respectively. With a coastline that wraps around the South from the Carolinas, around Florida, and over to Texas, the Southern states have ample access to the shore.

From the poll we can see that people from across the country, across socio-economic levels, and across age groups are all drawn to the beach. Fortunately for Americans, the US has expansive coastlines that extend into warm water areas, like Florida's Miami Beach. In 2012, Miami-Dade County (home of Miami Beach) saw record-breaking numbers of 13.9 million overnight visitors, many of them to Miami Beach resorts.

To read more about who is going to the beach and why, read the full survey analysis: <http://news.oceanpointresort.com/?p=190>

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DoubleTree by Hilton Ocean Point Resort & Spa is a beachfront hotel in North Miami Beach. While its white sand shores make it a perfect choice for hosting Miami Beach destination weddings and receptions, sports fans also prefer DoubleTree by Hilton Ocean Point Resort & Spa for its close proximity to Sun Life Stadium. For more information about Miami Beach accommodations, hosting services, and business services, contact the DoubleTree by Hilton Ocean Point Resort & Spa: <http://www.oceanpointresort.com/>