Economic Impact of Tourism on Volusia County

Total Visitor Expenditures in Our Community

$6.09 Billion

Only about 10% of this is spent in hotels/motels

Number of Jobs Generated by Tourism Overall

55,200

With a Payroll Exceeding

$734 Million

Number of Jobs Generated by The Lodging Industry

3,450

With a Payroll Exceeding

$75 Million

Percent of Local Sales Tax Paid by Visitors

40%

Number of Visitors

10+ Million

Half stay in hotels and motels
Half stay with friends and relatives or in their own part-time residences

Calendar Year 2017

Mid-Florida Marketing & Research, Inc.
Daytona Beach has 23-miles of beautiful Atlantic beaches – some serene, some action-packed – and so much more. Known for the “World Center of Racing” at Daytona International Speedway and being the “Festival Capital of Florida,” the Daytona Beach area provides visitors with value-packed Florida vacation options that include spectacular accommodations, over 60 unique festivals, arts and culture, golf, fishing, boating, scuba diving, shopping, spectator sports, rich history, eclectic dining and craft breweries, and more.

Daytona Beach Area Convention & Visitors Bureau
DaytonaBeach.com • (800) 544-0415 • (386) 255-0415

Discover the 'new' you in New Smyrna Beach, a barrier island destination on Florida’s Atlantic coast rich in authenticity and known for its 17 miles of shoreline, world-class surfing, eclectic arts community and burgeoning foodie scene.

New Smyrna Beach Area Visitors Bureau
VisitNSBfl.com • (800) 541-9621 • (386) 428-1600

The West Volusia County region is conveniently located between Daytona Beach and Orlando and encompasses 14 communities along the St. Johns River. It is known for its diversity of vacation experiences including historic charm, house boating, fishing, wildlife viewing, shopping and endless outdoor recreation.

West Volusia Tourism
VisitWestVolusia.com • (800) 749-4350 • (386) 734-0162