



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

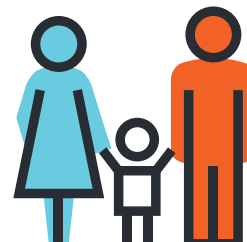


Percent of Local Sales Tax
Paid by Visitors **40%**



Number of Visitors
10+ Million

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



Three Destinations = One Memorable Vacation



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