

ECONOMIC IMPACT OF TOURISM ON VOLUSIA COUNTY



Total Visitor Expenditures in Our Community

\$6.2 Billion

More than 85% is spent in local businesses other than accommodations



Number of Jobs Generated by
Tourism Overall **57,600**



With a Payroll Exceeding
\$769 Million



Number of Jobs Generated by
The Lodging Industry **3,800**



With a Payroll Exceeding
\$78.5 Million



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



Number of Visitors
10 Million

Overnight stays in
accommodations,
their own part-time
residences, or with
friends and family



Volusia County Tourism #TourismStrong



Daytona Beach offers 23 miles of expansive, 500-foot wide white-sand beaches, green spaces and so much more. Visit the exciting “World Center of Racing” at Daytona International Speedway. Venture off the beaten path or stroll through history. Get hooked on a new adventure or kick back and savor the local flavors. Experience an eclectic collection of arts and culture festivals. Enjoy your favorite sports or outdoor adventures - hiking, biking, golf, fishing, boating and scuba diving. Daytona Beach offers value-packed Florida vacation options that include spectacular accommodations for the whole family.

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



New Smyrna Beach, Florida. A one-of-a-kind sustainable beach town, rooted in culture, surfing, and laid-back adventures. Discover intriguing old-world history, artistry, unique boutiques, off-the-hook eateries, 17 miles of white sandy beach, ecotourism and trails with no end. Laid-back luxury is waiting for you.

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