**Economic Impact of Tourism on Volusia County**

**Total Visitor Expenditures in Our Community**

- **$5.5 Billion**
  - More than 85% is spent in local businesses other than accommodations

**Number of Visitors**

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

**Number of Jobs Generated by Tourism Overall**

- **52,700**
  - With a Payroll Exceeding
  - **$700 Million**

**Number of Jobs Generated by The Lodging Industry**

- **3,100**
  - With a Payroll Exceeding
  - **$62.5 Million**

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

- **40%**

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*Mid-Florida Marketing & Research, Inc.*
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