

Economic Impact of Tourism on Volusia County*



Total Visitor Economic Impact



\$5.5 Billion



Leisure & Hospitality Employees

39,900



Number of Visitors:

4.5 Million

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



With a Payroll Exceeding

\$1.01 Billion



Visitor Spending

\$3.3 Billion



Percent of Local Sales Tax Paid by Visitors

31%

*2024 results differ from 2023 based on new research methodology.
Total visitor count includes only those who intentionally spent time in the area, not pass-through travelers.

Volusia County Tourism #FutureOfTravel



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



The New Smyrna Beach area includes the communities of New Smyrna Beach, Edgewater, Oak Hill, Osteen and Port Orange.

New Smyrna Beach is a one-of-a-kind sustainable seaside community with a thriving collection of accommodations, art, outdoor activities, attractions, cutting-edge cuisine and unique boutiques. One of the oldest cities in Florida, New Smyrna Beach is an eclectic mix of old and new, subtle sophistication and laid-back luxury. Natural attractions include 17 miles of white sandy beaches from Ponce de Leon Inlet to Canaveral National Seashore and North America's most diverse estuary – the Indian River Lagoon.

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