

# Economic Impact of Tourism on Volusia County



Number of Visitors

**7.2 Million**

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

## Total Visitor Expenditures in Our Community



**\$3.4 Billion**

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

## Number of Jobs Generated by Tourism Overall



**31,700**

## With a Payroll Exceeding



**\$421.5 Million**



## Number of Jobs Generated by The Lodging Industry

**2,100**

## With a Payroll Exceeding

**\$51.3 Million**



## Percent of Local Sales Tax Paid by Visitors

**40%**



# Volusia County Tourism #PowerOfTravel



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 is a one-of-a-kind sustainable seaside community with a thriving collection of accommodations, art, outdoor activities, attractions, independent eateries and unique boutiques. The second oldest city in Florida, New Smyrna Beach is an eclectic mix of old and new, subtle sophistication and bohemian. 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.

**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**