



**FOR RELEASE**

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## **DAYTONA BEACH RANKS HIGH IN SUMMER SATISFACTION SURVEY**

**DAYTONA BEACH, Fla. (July 16, 2014)** – Two neighboring beaches on Florida’s East Coast – Daytona Beach and New Smyrna Beach – placed in the top two rankings in a [nationwide study](#) that analyzed 30 of the most popular beach destinations in the United States.

The survey was conducted by Reservation Counter, the largest online hotel booking affiliate of Expedia. The survey gathered data from the summer period of 2014 by analyzing four weekends: July 11-12, July 15-16, August 8-9 and August 18-19. Reservation Counter’s Hotel Satisfaction Index™ (HSI) scores were determined based on hotel guest rating, star ratings and pricing, as measures of overall value.

Survey results showed that Daytona Beach was ranked second according with an HSI score of 136, and New Smyrna Beach was ranked first at 177.

“This is great news for families travelling to the Daytona Beach area,” said Tom Caradonio, executive director of the Daytona Beach Area Convention & Visitors Bureau. “At the same time that we’re experiencing an upswing in major renovations and revitalization, we’re also able to keep our rates affordable and achieve high guest satisfaction.”

### ***About the Daytona Beach Area***

The Halifax Area Advertising Authority, dba Daytona Beach Area CVB, is an 11-member board appointed by members of the Volusia County Council who oversee the spending of bed-tax funds to market the Daytona Beach area to leisure and business travelers. The Daytona Beach area encompasses Daytona Beach, Daytona Beach Shores, Holly Hill, Ormond Beach, Ormond-By-The-Sea, Ponce Inlet, South Daytona and Wilbur-By-The-Sea. The Daytona Beach Area CVB works with area tourism and hospitality-related businesses, nonprofit organizations, and event promoters, to represent the area to potential travelers, tour operators, travel agents, meeting planners and travel media. For destination information, visit [www.DaytonaBeach.com](http://www.DaytonaBeach.com).

### ***About Reservation Counter***

Reservation Counter is the Expedia’s leading hotel affiliate with some \$400 million in annual gross booking sales. For questions on the survey and methodology, contact Greg Jarrard at Reservation Counter at [gjarrard@reservationcounter.com](mailto:gjarrard@reservationcounter.com) or at 801.599.4858.

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