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Hurricane Irma not Strong Enough to Dampen Spirit of Tourism in Daytona Beach

Biketoberfest® 25th Chrome Anniversary October 19-22 is on!

DAYTONA BEACH, Fla. (September 21, 2017) – Two weeks after Hurricane Irma worked its way up the center of the state of Florida, the Daytona Beach Area Convention and Visitors Bureau (CVB) says the area’s tourism industry is recovering swiftly.

“Tourism is a significant economic engine in Volusia County,” said CVB Executive Director Lori Campbell Baker. “While local government, residents and businesses are working together to complete storm-related repairs, we know people plan their travel in advance so we are working to get the message out that our coast is clear and the majority of the area’s hotels, restaurants and attractions are ready to welcome visitors.”

Visitors spent \$6 billion dollars in Volusia County last year, generating 42,000 jobs and a payroll of \$550 million, overall. “Forty percent of 2016 local sales tax revenue was paid by visitors,” said Campbell Baker.

Major festivals and events in October are on, including the Daytona Blues Festival, LPGA Symetra Tour Championship and Biketoberfest®, the area’s largest fall festival.

Biketoberfest® is on, pass it on!

“Biketoberfest® alone generates an economic impact of more than \$40 million. The event will pump much-needed revenues into our local businesses,” said Campbell Baker. “We want to assure rally-goers, some who have attended every year, we absolutely will be ready to celebrate the **25th Chrome Anniversary of Biketoberfest® October 19-22**. Biketoberfest® is on, pass it along!”

Campbell Baker explains the motorcycle rally’s core audience has grown over the years to include more women riders, international visitors, sports bike enthusiasts and younger riders who are drawn to the rally’s signature racing events at Daytona International Speedway.

Joining Chrome sponsor **GEICO Motorcycle®** this year are: Leather sponsor **Lawlor & Associates**, promotional sponsor **Daytona Beach Racing & Card Club**; and **WHOG-FM The Hog 95.7**, the official radio station of Biketoberfest®.

Official Kick Off at Daytona International Speedway

Biketoberfest® officially kicks off with a **press conference Thursday, October 19, at 10 a.m.** at Daytona International Speedway. The event is open to the public. Held on the Harley-Davidson Thunder Alley Stage next to the FPL Solar Pavilion in the Midway, this fan-friendly area is also a major hub of Biketoberfest® activity.

The rally tradition will continue along Main Street, Riverfront Park and Midtown in Daytona Beach, as well as at Destination Daytona and U.S. Hwy 1 in Ormond Beach, and throughout Volusia County in nearby New Smyrna Beach and DeLand.

At the Official Biketoberfest® Welcome Center on Beach Street, staff will be handing out free (while supplies last) 25th Anniversary collectible Official Biketoberfest® posters, pocket guides and pins, and encouraging visitors to mark their home town on world maps. To pre-register for a 25th Anniversary pin, visit Biketoberfest.org.

Signature Events:

- Pre-Biketoberfest® events: Daytona Blues Festival October 6-8 and Fuel-Up Concert at Destination Daytona, October 14
- Free (while supplies last) Official Biketoberfest® 25th Anniversary Collectible poker chips, posters, pins and pocket guides at the Official Biketoberfest® Welcome Center on Beach Street, October 19-22
- Main Street, Riverfront and Midtown Street Festivals, October 19-22
- Live music at legendary Iron Horse Saloon/US1 in Ormond Beach, October 19-22
- Free Biketoberfest® Concert with Journey Tribute band Don't Stop Believin' at Daytona Beach Racing and Card Club, October 19
- Beach and Bikes Historical Exhibit at Ponce Inlet Lighthouse, October 20-22
- Old Speed Show at New Smyrna Speedway, October 21
- 34th Annual Race of Champions Championship Cup Series Motorcycle Race and American Sportbike Racing Association Motorcycle Race at Daytona International Speedway, October 21-22, and Hot Leathers Fashion Show, October 21

New! 25th Anniversary Poker Chip

"New this year is a 25th anniversary poker chip from Daytona Beach Racing & Card Club," said Kay Galloway, director of marketing and design for the CVB. "The card club is holding a special event on opening day October 19 with vendors and special give-aways." Rally goers can pick up a free collectible poker chip at the Welcome Center on Beach Street or one of the CVB's two Visitor Centers located at Daytona International Speedway and Bruce Rossmeyer's Daytona Harley-Davidson at Destination Daytona Complex.

Lodging Availability

A list of lodging availability is updated regularly and posted on Biketoberfest.org and DaytonaBeach.com. Recovery from the storm has been swift with the majority of hotels, restaurants and attractions open for business within one week of Hurricane Irma.

About the Daytona Beach Area and Biketoberfest®

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Since 1993, **Biketoberfest®** has drawn thousands of riders to its motorcycle rally in Daytona Beach every October. Recognized worldwide for its annual events including Bike Week, the Rolex 24 At Daytona and the Daytona 500, Daytona Beach's famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the 'World Center of Racing.' With more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. Ranked #1 in Travel Channel's 2017 "**Top 10 Attractions in Florida**", and one of TripAdvisor's 2016 "**10 Most Affordable Beach Vacations on Florida's East Coast**" and "**25 Most Popular Summer Vacation Rental Spots in the US.**" With 23 miles of world-famous beaches ideal for swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction and Best Spring Family Break Beach Destination** in the Top 10 Best Readers' Choice travel award contests sponsored by USA TODAY. Visit Biketoberfest.org, [Facebook.com/Biketoberfest](https://www.facebook.com/Biketoberfest) or [Instagram.com/BiketoberfestRally](https://www.instagram.com/BiketoberfestRally).

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EDITOR'S NOTE:

Biketoberfest® Images for Media:

<https://www.dropbox.com/sh/sx3ryx4606ajjb1/AAAWfrUY9Kjr7g51d-680OL7a?dl=0>