



Media Contact: Kate Holcomb, APR  
Daytona Beach Area Convention and Visitors Bureau  
[kholcomb@daytonabeach.com](mailto:kholcomb@daytonabeach.com)  
386.255.0415, ext. 125

## FOR RELEASE

### **VOLUSIA COUNTY CELEBRATES RECORD-BREAKING TOURISM ECONOMIC IMPACT AND JOB GROWTH IN 2017**

**DAYTONA BEACH, Fla.** (May 9, 2018) – Volusia County tourism industry leaders came together during National Travel & Tourism Week May 9 at the new Hard Rock Hotel Daytona Beach, 918 N. Atlantic Avenue, to celebrate the record-breaking tourism economic impact local businesses received in 2017.

The event featured a speaker panel representing the three tourism bureaus – Lori Campbell Baker with Daytona Beach, Debbie Meihls with New Smyrna Beach, and Georgia Turner with West Volusia – Rick Karl with Daytona Beach International Airport, Tim Riddle with the Ocean Center and Evelyn Fine with Mid-Florida Marketing and Research. Following the program, guided tours of the Hard Rock Hotel Daytona Beach were available.

In 2017, overnight visitors spent a record-breaking **\$6.09 billion** in Volusia County, a **+1.5% increase** over last year. Tourism generated an estimated **55,200 jobs** overall with a **\$734 million payroll** that grew by **+33%**. The lodging industry generated **3,450 jobs** in Volusia County representing a **\$75 million payroll** and a **+34% increase**. In 2017 a total of **10 million visitors** came to Volusia County, half of which stayed in hotels and motels, and half with friends and family, representing a **+2% increase**.

The celebration was presented by Lodging & Hospitality Association of Volusia County CEO/President Bob Davis, and sponsored by Royal Plus and Hard Rock Hotel Daytona Beach.

Daytona Beach Area Convention & Visitors Bureau (CVB) Executive Director Lori Campbell Baker focused on the positive economic impact of tourism on jobs and local businesses. “In 2017, visitors spent just over \$6 billion dollars in Volusia County, in local businesses that employ more than 55,000 people. Tourism is a vital part of our economy and we are very excited about everything that is happening in our market.”

Residents can **go to [DaytonaBeach.com/Tourism-Week](http://DaytonaBeach.com/Tourism-Week) to complete the CVB’s online “Tourism Trivia Challenge” before May 31 to have the chance to win a two-night “Staycation”** at the new Fairfield Inn & Suites Daytona Beach along with a gift basket from ONE DAYTONA, \$25 Tanger Outlet gift certificate, and passes to a Daytona Beach Symphony Society performance, Museum of Arts & Sciences, Cici & Hyatt Brown Museum of Art, Marine Science Center and Ponce Inlet Lighthouse & Museum.

**Daytona Beach Area Convention & Visitors Bureau**  
126 East Orange Avenue Daytona Beach, Florida 32114  
ph: 386.255.0415 fax 386.255.5478 800.544.0415  
[www.DaytonaBeach.com](http://www.DaytonaBeach.com)