

It's all in the Details



The CVB's marketing efforts are entirely research-based. Research allows us to develop and implement a strategic marketing plan that provides a solid platform for achieving our goal of attracting visitors to the area.

The DBACVB contracts with Mid-Florida Marketing & Research (MFM&R) to provide monthly visitor profile studies that provide valuable information about our visitors. also conducts focus groups which allow us to learn more about consumer perceptions of the destination and to test new advertising creative. In addition, each month, MFM&R prepares and releases Occupancy and Average Daily Rate (ADR) studies, which are co-sponsored by the Hotel & Lodging Association of Volusia County. These studies provide excellent data for determining the effectiveness of campaigns and changes in market conditions.

Substantial Economic Impact

Tourism provides solid economic benefits to our local economy – as well as important amenities that add to our residents' quality of life. A healthy tourism industry has a positive economic impact for all involved, paying dividends in ways we don't always realize.



- In 2008, the Daytona Beach area welcomed 7.75 million visitors who stayed in area hotels, motels, rental condominiums, timeshare units and vacation homes or with friends and family.
- These visitors spent \$4.6 billion at local businesses.
- Tourists generate approximately 36 percent of all local gasoline and sales tax revenues collected. Since its inception in 2002, the local half-penny sales tax, which was levied specifically for schools, has produced more than \$90.9 million from visitors alone.
- The hotel industry alone employs just over 3,000 local residents, generating a payroll of \$57 million.
- The local tourism industry employs more than 42,000 local residents with a payroll of over \$525 million.