

# Big Beach. Big Fun. Big Business.

**Tourism is not just Big Fun. It's Big Business. And no matter how you look at it, a healthy tourism industry has a positive economic impact on us all, paying dividends in ways we don't always realize.**

- In 2003, Volusia County, which encompasses the Daytona Beach, New Smyrna Beach and DeLand areas, welcomes well over **8 million visitors** who stayed in area hotels, motels, rental condominiums, timeshare units, or with friends and family.
- The hotel industry alone employs **3,500 local residents**, generating a payroll of **\$53 million**.
- Last year, the local hotel and timeshare properties alone paid **\$20 million** in property taxes.
- The local tourism industry employs **40,000 local residents** with a payroll of **\$450 million**.
- Tourists generate approximately **35%** of local gasoline and sales tax revenues.
- These visitors spent **\$3.9 billion** at local businesses, purchasing items such as clothing, giftware and gasoline.

(Source: Mid-Florida Marketing & Research)



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\*Note: Three taxing districts within Volusia County collect the 3 % Convention Development Tax which is dedicated to tourism marketing for all of Volusia County. The Halifax Area Advertising Authority represents the Daytona Beach area including Ormond-By-The-Sea, Ormond Beach, Daytona Beach, Holly Hill, South Daytona, Daytona Beach Shores, Port Orange and Ponce Inlet.

The 3 % Tourist Development Tax is collected countywide and is currently dedicated to funding the Ocean Center, the area's multipurpose conference, exhibition and arena facility.