

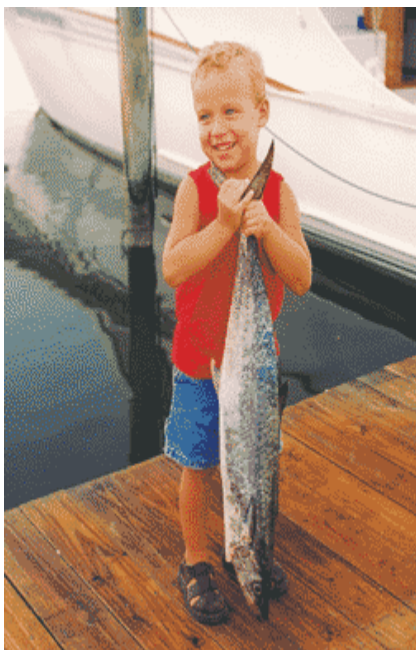
Tourism Talk

News & Notes from the Daytona Beach Area Convention & Visitors Bureau

CVB Hosts "Simple Pleasures in Daytona Beach" Contest!

Help us celebrate our love for the community as we celebrate National Tourism Week 2009!

You can win big prizes in the Daytona Beach Area Convention & Visitors Bureau's residents-only "Simple Pleasures in Daytona Beach" contest. These days, it's the simple pleasures that really make life special. A day at Sun Splash Park with visiting family, a Daytona Cubs game at historic Jackie Robinson Ballpark, or even a scenic drive through The Loop in Ormond Beach. The Daytona Beach area has plenty of them, and we want to hear about your favorites. No matter where you live in Volusia County, you're invited to document and share your favorite Daytona Beach area Simple Pleasure – you know, the ones that warm your heart and keep you enjoy life here year after year.



Email your Simple Pleasures information to wnelson@daytonabeachcvb.org in one or more of the following formats:

- Video (2 minutes, maximum)
- Photo with Brief Description
- Short Text Blurb (150 words, maximum)

The drawing will be held Friday, May 29, and prizes will be awarded in each category. The winner will receive a Daytona Beach Area Prize Package, featuring complimentary 3-day/2-night accommodations at the Daytona Beach Resort & Conference Center (a \$300 value), dining certificates for the Ocean Deck Restaurant & Beach Club and Inlet Harbor Restaurant & Marina, discounts and upgrades at Ocean Walk Shoppes, attractions passes for Daytona Lagoon Family Fun Center, the Marine Science Center, the Museum of Arts & Sciences,

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Need a Speaker?

The CVB is now offering speakers on tourism-specific topics for local community clubs and organizations. If your group is looking for a program speaker on tourism events, area golf initiatives, meetings/conventions or other related areas, please contact the CVB's communications director, Lori Campbell Baker at lb@daytonabeachcvb.org or (386) 255-0415, ext. 130. We'd love to talk with you!

Great Events

Coming Soon! The Daytona Beach area has plenty of great activities for your family and friends to enjoy. What's next on the community agenda? Here is just a small sampling of the diverse events scheduled for the remainder of 2009.

Daytona Beach International Festival featuring the London Symphony Orchestra
Through May 2

Daytona 250 NASCAR Nationwide Series Race
July 3

Brumos Porsche 250 Rolex Sports Car Series Race
July 4

July Sprint Cup Weekend featuring the 51st annual Coke Zero 400 NASCAR Sprint Cup Series Race
July 4

Biketoberfest®
October 15-18

and upgrades at Ocean Walk Shoppes, attractions Bongo Billy's Banana Boat Rides, SpeedPark Motorsports, and more – perfect to share with family or friends, or to indulge your inner tourist!

Need some ideas? Here's an example from the Short Text Blurb category:

"One of my favorite Simple Pleasures is to pack my boys and their friends into the car – along with a football, some skateboards, and our remote control boat – and spend a weekend afternoon at Reed Canal Park in South Daytona. Entry and parking are free, the scenic jogging path gives me a great workout, and the kids get plenty of fresh air and exercise. They especially love the historic marker that details exactly where the Museum of Arts & Sciences' 13-foot-tall ground sloth was unearthed. (How great is that!) There are also plenty of benches, a picnic pavilion and a playground. Really, the only downside is trying to get them back into the car!"

Wendy Peterson – Daytona Beach

National Tourism Week

This May, destinations all over the United States will be celebrating the positive impact of tourism as part of National Tourism Week – and the Daytona Beach area is no exception. For more information on how our community will celebrate National Tourism Week, with special programs, great residents-only offers, and a Daytona Beach Getaway Contest, log on to daytonabeachcvb.org beginning in April.

Tourism Dollars Deliver

By bringing in visitors who spend money in our community, we are able to create jobs, sustain businesses and enhance our quality of life. In order to attract these visitors, the CVB uses Bed Tax dollars known as "Convention Development Tax collections," which come solely from visitors who stay overnight in our hotels, campgrounds and other short-term rentals. Additional Bed Tax dollars known as "Tourist Development Tax collections" also come from overnight rentals, and these dollars are funding the \$76 million Ocean Center expansion. Both of these ventures are designed to attract visitors and generate economic impact, and both are paid 100% by visitors – not local residents. In addition to bed taxes, these visitors also pay a full 40% of all sales taxes collected locally!

Free for All!

OK, the economy's a challenge and your family budget is feeling stretched. What to do? Try one (or all) of these FREE local opportunities: Angell & Phelps Chocolate Factory Tour, Art League of Daytona Beach, The Casements (former home of John D. Rockefeller), Friends of the Bandshell Concert Series, Mary McLeod Bethune Foundation Home & Gravesite, Ormond Memorial Art Museum & Gardens, Southeast Museum of Photography, Sugar Mill Botanical Gardens, Sun Splash Park, and Tuscawilla Park. Our visitors rave about these local treasures, and your family will love them, too! Want more specs on these and other ideas for budget-friendly family fun? Log onto daytonabeach.com and explore!

2nd Annual Daytona Beach Dream Cruise
October 23-25

Halifax Art Festival
November 7-8

Daytona Turkey Run Car Show
November 26-29

Daytona KartWeek By Cometic Gasket
December 27-30

For details on these, as well as a more comprehensive list of events and festivals, log on to daytonabeach.com

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Daytona Beach Area Convention & Visitors Bureau
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