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FOR RELEASE

Daytona Beach Tourism 2017 Marketing Plans Shift into High Gear

DAYTONA BEACH, Fla. (December 5, 2016) – Plans to market the Daytona Beach and Volusia County, Fla. area are getting a boost in 2017 that will help bring even more visitors racing to Daytona Beach.

After compiling the results of recent focus groups, the Daytona Beach Area Convention and Visitors Bureau (CVB) will be meeting with Volusia County staff to strategize on how the data can be used countywide to build visitation and air traffic from key markets – including new ones in Boston, Philadelphia and perhaps Chicago.

With an additional \$280,000 collected in bed tax in fiscal year 2015/2016 over the estimated budget of \$7.75 million, the Halifax Area Advertising Authority (HAAA) board approved a marketing plan for the additional bed tax dollars at its December 1 meeting. The plan is designed to enhance the current advertising, communications and group sales plans for the coming year. The Volusia County Council will review the plan at an upcoming meeting.

In addition, plans to enlist Danica Patrick as a destination spokesperson are still underway. A contract has been signed and scripts have been approved. The date and location of the photo shoot has not been confirmed. The contract allows the video segments produced to run for a full year on the CVB's digital platforms including websites, Facebook, Twitter and YouTube channels, as well as in email and editorial content. In addition, Patrick will post about Daytona Beach on her own social media channels.

"This is a great opportunity for our destination to tap the 93 million social followers Danica Patrick brings to the table," said Daytona Beach Area Convention and Visitors Bureau Executive Director Lori Campbell Baker. "Her brand is positive, empowering and inspiring, and she effectively reaches decision makers who will bring their families to the Daytona Beach area. It's a very exciting project for us."

Over 9.5 million visitors came to Daytona Beach in 2015, spending \$5.4 billion. Figures for 2016 are set to be released in May, but the lodging industry alone currently employs 2,600 people, producing a payroll of \$51 million. Tourism overall produces 41,000 jobs in Volusia County with an overall payroll of \$500 million. Forty percent of local sales tax collected in Volusia County is paid by tourists.

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About the Daytona Beach Area

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Recognized worldwide for its annual events including Bike Week, Biketoberfest®, 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 its recent \$400 million "re-imagining" project. With more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. In 2016, TripAdvisor named Daytona Beach one of the **"10 Most Affordable Beach Vacations on Florida's East Coast"** and one of **"25 Most Popular Summer Vacation Rental Spots in the US."** Visitors can enjoy the quintessential vacation experience beginning with the Daytona Beach Boardwalk and Pier, or choose from a surprising list of attractions and cultural venues and a colorful culinary scene. Coming in 2017: ONE DAYTONA is a premier mixed-use retail, dining and entertainment destination across from Daytona International Speedway. Phase One of One Daytona will include national anchor tenants Bass Pro Shops®, Cobb Theatres (opened December 2016) and an exclusive Marriott Autograph Collection® hotel called The DAYTONA. Also coming in 2017 is the area's first Westin, the upscale historic Streamline Hotel and more. With 23 miles of world-famous beaches ideal for shelling, 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*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit DaytonaBeach.com. For real-time updates, visit Facebook.com/DaytonaBeach or Twitter.com/DaytonaBeachFun.

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