



NEW  
SMYRNA  
BEACH

2022  
VISITOR  
PROFILE

# VISITOR PROFILE CALENDAR YEAR 2022



Household Income  
\$108,018



Average Age  
50.2



Family  
40.5%



Couple  
42.3%



Fly  
36.5%



Drive  
79.9%

TOP  
10

## Domestic Feeder Market

(% of Calendar Year 2022 Overnight Visitation by State)

Source: Arrivalist

01 Florida .....	33.50%	06 Michigan.....	3.90%
02 Georgia .....	7.30%	07 Ohio .....	3.90%
03 New York.....	7.20%	08 Virginia.....	3.20%
04 North Carolina.....	3.90%	09 Illinois .....	2.80%
05 Pennsylvania .....	3.90%	10 Indiana .....	2.70%

## TOURISM BRINGS MORE THAN GUESTS



Generated  
**\$318.6 million**  
In direct  
visitor spending



Produced  
**\$768**  
In revenue per person  
during their stay



Provided  
**\$494.4 million**  
In economic  
impact



Created  
**5,500 jobs**  
For New Smyrna Beach  
Area residents



Tourist Development  
Tax Collections:  
**\$3,192,898**



Amount paid by Visitors  
in state and local taxes:  
**\$19,671,900**



Residents saved  
in taxes per household:  
**\$403**

Local taxes from tourism helped pay for programs  
important to all Southeast Volusia County residents:



Environmental  
Programs



Infrastructure



Schools



Arts & Culture



Public Safety

## MARKET INDICATORS

2019

2020

2021

2022



Number of Visitors

391,000

331,700

422,200

406,100



Average Party Size

2.8

2.7

2.8

2.7



Average Length of Stay

4.6

4.5

4.5

4.6



Room Nights

639,400

548,700

686,000

687,200



Average Occupancy

70.0%

58.3%

69.8%

69.9%



Average Daily Rate

\$152.44

\$155.63

\$173.50

\$182.62



Revenue Per Available Room




\$107.84

\$92.04

\$122.44

\$128.60

# A BROADER LOOK AT TOURISM IMPACT

2022	 Estimated Number of Visitors	 Economic Impact	 Jobs Created
United States	2.3 Billion	2.6 Trillion	20.0 Million
Florida	137.6 Million	101.9 Billion	1.7 Million
Volusia County	10.6 Million	5.7 Billion	34,000
S.E. Volusia County	406,200	494.4 Million	5,500

## ECONOMIC IMPACT THROUGH TOURISM PROMOTION

### Mission

Building responsible tourism to elevate economic vitality and quality of life.

### Vision

Inspiring memorable coastal chic experiences for residents and visitors.

### Brand Promise

Market the destination in its authentic style and continue to protect the destination's assets through sustainable tourism.

## OUR VALUES

**We Serve** – We are committed to promoting the ultimate New Smyrna Beach Area experience. We put our heart and soul into it.

**We Protect** – We are committed to responsible growth and sustainable tourism. We are stewards of the resources entrusted to us.

**We Share** – We welcome collaboration and working inclusively across all levels. We respect and support one another.

**We Own** – We take ownership of our actions. We are professional and transparent. We empower ourselves to get things done.

**We Beach** – We embrace a laid-back lifestyle. We seek transformative experiences for residents and visitors.

Download our app on:

