



2023
VISITOR
PROFILE

TOURISM BRINGS MORE THAN GUESTS



Economic Impact
\$509 Million



Direct Visitor Spending
\$328 Million



State and Local Taxes Paid by Visitors
\$20.3 Million



Jobs For Residents
5,660



1 Overnight Visitor Equals
\$1,245
In Economic Impact



1 Overnight Visitor Equals
\$790
In Revenue Per Stay



Every Household Saved
\$427
In Tax Dollars Per Year



72 Overnight Visitors Equal
1 Job

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



Environmental Programs



Infrastructure



Schools





Arts & Culture



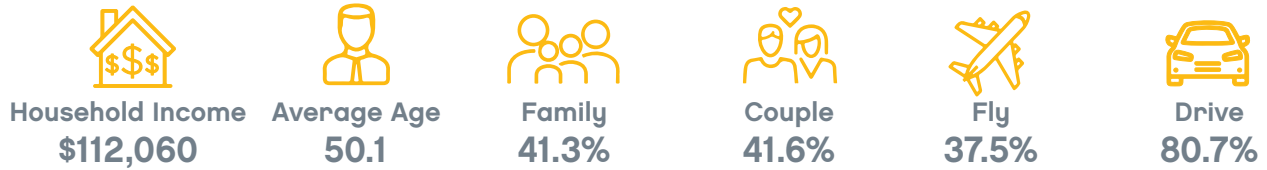
Public Safety

A BROADER LOOK AT TOURISM IMPACT

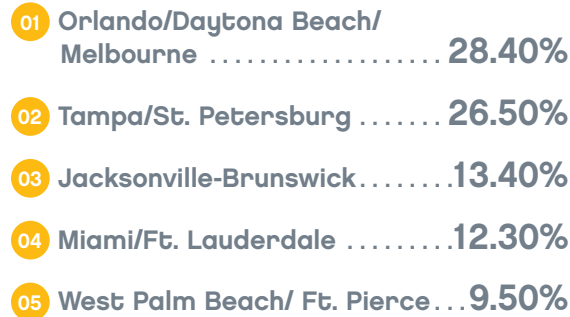
2023	 Estimated Number of Visitors	 Economic Impact	 Jobs Created
United States	2.3 Billion	\$2.8 Trillion	15.0 Million
Florida	140.6 Million	\$121.5 Billion*	2.0 Million*
Volusia County	10.14 Million	\$5.4 Billion	32,400
S.E. Volusia County	408,900	\$508.9 Million	5,660

*Represents 2022 information

VISITOR PROFILE CALENDAR YEAR 2023

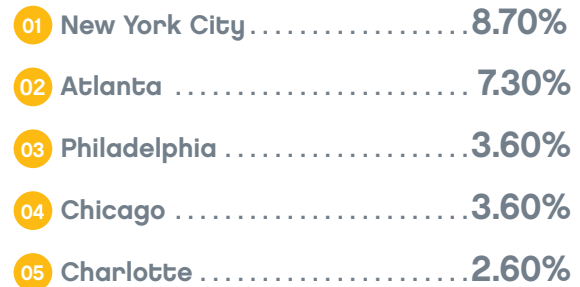


TOP 5 Florida Feeder Markets (% of Calendar Year 2023 Overnight Visitations)










TOP 5 Domestic Feeder Markets (% of Calendar Year 2023 Overnight Visitations)

Source: Arrivalist



MARKET INDICATORS

	2019	2020	2021	2022	2023
Number of Visitors 	391,000	331,700	422,200	406,100	408,900
Average Party Size 	2.8	2.7	2.8	2.7	2.8
Average Length of Stay 	4.6	4.5	4.5	4.6	4.5
Room Nights 	639,400	548,700	686,000	687,200	678,500
Average Occupancy 	70.0%	58.3%	69.8%	69.9%	68.6%
Average Daily Rate 	\$152.44	\$155.63	\$173.50	\$182.62	\$190.29
Revenue Per Available Room 	\$107.84	\$92.04	\$122.44	\$128.60	\$131.75

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.

OUR STRATEGIC PILLARS

- Develop more experiences for visitors to connect with Southeast Volusia
- Develop districts throughout the area to draw visitors with distinct offerings
- Focus on enhancing placemaking options to support economic development & tourism
- Enhance transportation and mobility options to move visitors throughout the area
- Evolve and expand tourism industry support and collaboration

OUR LEAVE NO TRACE PRINCIPLES

1. Plan Ahead and Prepare
2. Stick to Trails
3. Dispose of Waste Properly
4. Leave It As You Find
5. Respect Wildlife
6. Share our Beaches, Waterways and Trails



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