



Real Places. Real Stories...

Counting “Heads in Beds”

Georgia Turner, Executive Director of the West Volusia Tourism Advertising Authority



County or Regional Destination Marketing Organization (DMO) are funded by a Local Option Tourism Development Tax (TDT).

Most can provide:

- Lodging statistics monthly (Occupancy, Avg Daily Rate, Demand, etc.)
- Visitor counts annually or seasonally
- As VISIT FLORIDA partners they can provide out of state visitors to your area with some basic demographics
- Some can offer regular economic impact from tourism; attractions attendance; visitor spending; restaurant spending; sales tax contributions
- All can provide assistance marketing the Scenic Byways which are important touristic assets in our auto-centric destinations

In 2017 Volusia County hosted 10 million visitors

- THREE tourism offices in the county!
- Visitors spent \$6 billion
- Supported over 55,000 jobs with payroll exceeding \$550 million
- Paid 40% of local sales tax
- “Visitor Profile”/Occupancy/ADR reports from Mid-Florida Marketing
- 92% of visitors to WV arrived by car or motorcycle
- Average per day spending (not including lodging) was \$100 to \$145
- Boomers hold the highest percentage of visitors

River of Lakes Heritage Corridor Florida Black Bear Scenic Byway

- Scenic byways in our area
- Participate with them in cross promotion
- Distribute brochures in Visitor Center and direct mail by request
- Website and social media
- Provide information at travel shows