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## FOR RELEASE

### **Daytona Beach Hotels are Open and Ready for Business**

*Inventory of rooms will easily cover capacity needed for upcoming fall season*

**DAYTONA BEACH, Fla.** (October 24, 2016) – Just two weeks after Hurricane Matthew skirted Florida’s east coast, the majority of Daytona Beach area hotels are open including the Hilton Daytona Beach Oceanfront Resort, the area’s largest hotel.

“We’ve heard a few rumors that we won’t be ready for the fall season,” said Daytona Beach Area Convention and Visitors Bureau (CVB) Executive Director Lori Campbell Baker, “and that couldn’t be further from the truth. Our area got international attention when we hosted our popular Oct. 13-16 Biketoberfest® motorcycle rally just days after the storm passed, and the staff of Visit Florida helped us to welcome this increasingly loyal crowd.”

“We’re in touch with our lodging partners daily,” said Baker “and I’m very happy to report that as of this morning the vast majority are open for business. Our local businesses are looking forward to the economic impact that visitors bring to our destination and we’ve got plenty of room capacity to host our incoming fall visitors.”

In addition to letting visitors know that the majority of hotels are open and ready to welcome guests, the CVB is also letting tour operators and meeting planners know that meeting space is available.

Shriners Imperial Officer Gary Bergenske was in Daytona Beach attending a group meeting last week. “After a visit to the Daytona Beach area on October 21 I feel great about the area’s recovery from Hurricane Matthew,” said Bergenske. “We ate at one of the local restaurants on the river and attended a Shriners function at one of the oceanfront hotels. All of our over one hundred guests had a great time. We are enthusiastically looking forward to bringing the Shriners annual Imperial Session to Daytona Beach in July.” More than 10,000 Shriners are expected to attend.

With more than 9.5 million annual visitors in 2015, tourism is a major industry in Volusia County. In 2015, tourism generated overall employment for 41,000 people with a payroll exceeding \$500 million. Tourists paid more than 40% of the total sales tax collected in Volusia County last year.

“Hurricane Matthew is gone, and tourism is on,” said Baker. “We hope everyone will help us get the word out that Daytona Beach is open for business.”

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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 more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. 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. 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](http://DaytonaBeach.com). For real-time updates, visit [Facebook.com/DaytonaBeach](https://Facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://Twitter.com/DaytonaBeachFun).

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