



**Southeast Volusia/ New Smyrna Beach Area
Destination Stewardship Plan**

Updated January 2026



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A Message From the New Smyrna Beach Area Visitors Bureau



What makes the New Smyrna Beach area special is its beautiful beaches, unique local businesses and restaurants, and a distinctive charm. Our community is also special because of the spirit and resilience of our residents, and in recent years, we have experienced a number of challenges that have put that resiliency to the test. From the global COVID-19 pandemic in 2020, to the implications of being a Spring Break destination of choice for many young people in 2021, to the devastating impacts of Hurricane Ian and Hurricane Nicole in 2022, and Hurricane Milton in 2024, our community has collectively built strength and resilience while proudly caring for one another.

Through it all, as the New Smyrna Beach Area Visitors Bureau, our mission of building responsible tourism to elevate economic vitality and quality of life has guided our efforts to support our residents and the tourism and hospitality industry. That mission is put in practice through our commitment to our communities to:

- Promote our destination both domestically and internationally;
- Support tourism industry development through hospitality: lodging, attractions, and restaurant;
- Assist with preserving and protecting the area’s unique attributes through sustainable tourism;
- Activate the community in support of tourism through advocacy.

As we look to the future of the community, we stand by our commitment and feel that its relevance is even greater today with this long-term Destination Stewardship Plan.

Our goal from the outset of this work has been to develop a strategic direction that will support the long-term prosperity of the New Smyrna Beach area, and we believe we’ve achieved that. By collectively implementing the elements of this strategy, we will build an even better place for residents and visitors and enhance the economic benefits of tourism all while being fiercely protective of our unique charm and our beaches, natural areas, and waterways.

We look forward to reporting on the progress we make with our stakeholders to achieve the goals of this Destination Stewardship Plan. We know that collaboration and partnership will be imperative to implementing this work that so many of our stakeholders and residents have had input in creating.

Debbie Meihls
President & CEO
New Smyrna Beach Area Visitors Bureau

Executive Summary

The New Smyrna Beach Area Destination Stewardship Plan represents a deliberate and necessary evolution in how the region approaches tourism planning, management, and leadership. Originally launched in 2023 as a Destination Master Plan, this updated plan reflects a fundamental shift in both language and intent, shifting from managing tourism growth to stewarding the long-term health of the community, economy, and environment.

The transition from a Destination Master Plan to a Destination Stewardship Plan is more than a title change. It acknowledges that tourism success can no longer be measured solely by visitation, room nights, or spending. Instead, success is defined by balance: protecting the region’s natural and cultural assets, maintaining quality of life for residents, supporting locally owned businesses, and ensuring that tourism contributes positively to Southeast Volusia’s long-term resilience. This shift aligns with evolving global best practices identified by Destinations International and reflects rising expectations from residents, governments, and visitors alike.

The updated plan is informed by extensive stakeholder engagement, including resident sentiment research, industry focus groups and in-depth interviews. Findings reinforced that residents value the area’s beaches, waterways, small-town feel, arts and culture, and natural beauty, and that future tourism must prioritize quality over quantity, environmental stewardship, and respectful visitation. These insights, combined with global industry trends, shaped a clear strategic direction for the next decade.

A Shared Responsibility Model for Implementation

Central to the Destination Stewardship Plan is the recognition that the New Smyrna Beach Area Visitors Bureau (NSBAVB), does not own or control the assets, infrastructure, or experiences that define the visitor economy. As such, the NSBAVB cannot lead every initiative outlined in this plan.

Instead, implementation will rely on a shared responsibility model in which the NSBAVB plays multiple roles depending on the initiative: advocate, convener, leader, or supporting partner.

Several initiatives will be embedded into NSBAVB’s own strategic plan to ensure organizational focus and accountability, while others will be guided ongoing stakeholder collaboration. Progress will be measured not only through traditional economic indicators, but also through resident sentiment, community benefit, environmental sustainability, and alignment with shared values.





Five Strategic Recommendations

- 1 Evolve and Expand Tourism Industry Support and Collaboration**

Strengthen alignment among tourism industry members, residents, businesses, and government partners through enhanced communication, advocacy, workforce development, and data-driven decision-making. This recommendation positions tourism leadership as a connector, advocate, and resource rather than solely a promoter.
- 2 Develop Distinctive Visitor Experiences and Market Positioning**

Establish Southeast Volusia as Florida’s authentic ecotourism destination by focusing on sustainability, conservation, arts, culture, and innovation. This approach attracts visitors who align with community values and encourages longer stays and deeper engagement.
- 3 Develop Authentic Districts That Attract Visitors and Strengthen Communities**

Support walkable, character-driven districts across Southeast Volusia that encourage exploration beyond the beach, distribute visitor spending, and reinforce local identity through placemaking, arts, and small business development.
- 4 Coordinate Regional Events, Festivals, and Tournament Portfolio**

Implement a more strategic, regionally coordinated approach to events that maximize economic impact, fill off-peak periods, and minimize disruption to residents, while reinforcing brand alignment.
- 5 Enhance Transportation and Mobility Options**

Advocate for improved parking, public transportation, and alternative mobility solutions that serve both residents and visitors, reduce congestion, protect sensitive natural areas, and enhance overall quality of life.

Looking Ahead

By embracing stewardship as its guiding principle, the New Smyrna Beach Area Destination Stewardship Plan sets a clear course for managing growth responsibly, protecting what makes the region special, and ensuring tourism remains a positive force for generations to come.



Destinations International

DestinationNEXT 2025 Futures Study

The Destinations International DestinationNEXT Futures Study, developed by MMGY NextFactor, is updated every two years and offers the most significant study of Destination Marketing Organizations in the world. The most recent edition of the Futures Study was launched in July 2025 at a moment of profound transition for the global visitor economy. After a decade of disruption, reinvention, and recovery, destination organizations are entering a new era—defined not only by shifting travel patterns and technologies, but by rising expectations from governments, communities, and travelers alike.

The 2025 study draws on input from a global advisory council, five targeted industry panels, and a worldwide survey of destination professionals. It identifies the top 25 strategies and eight critical forces shaping the future of destination organizations, from geopolitical instability and workforce shortages to new measures of success and the accelerating impact of AI.

A central focus of the 2025 study is clarity—clarity of purpose, roles, and language. The report advances a shared definition of destination development, outlines emerging success metrics, and highlights the expanding mandate of destination organizations. It emphasizes the transition from traditional marketing roles to multidimensional leadership: in community engagement, destination stewardship, product development, advocacy, and policy.

Among the study's key findings:

- 42% report their funding is at risk in the next three years, underlining the urgency of advocacy.
- 84% of destination organizations are actively involved in destination development, underscoring its growing importance as a core function.
- Generative AI and evolving traveler behaviors are transforming destination marketing, pushing organizations to adopt more authentic, data-informed, and personalized strategies.
- Destination organizations have already taken on significantly expanded roles, requiring new capabilities, deeper collaboration across sectors, and more intentional internal structure.
- The industry is redefining success, with KPIs increasingly focused on resident sentiment, community benefit, environmental sustainability, and inclusion, not just visitation or spend.

Eight Strategic Themes

The report organizes these insights into eight strategic themes that will define the next phase of destination leadership:

1. Securing Investment Through Advocacy and Impact
2. Navigating Economic and Geopolitical Uncertainty
3. Scaling Organizational Capacity to Meet Expanding Expectations
4. Shaping Places for People and Prosperity
5. Reimagining Destination Marketing in the Age of AI and Authenticity
6. Driving Impact Through Intentional Event Strategies
7. Advancing Regeneration and Building Long-Term Resilience
8. Building a Future-Ready Workforce and Organization



Each theme is grounded in survey data, enriched with qualitative insights from industry panels, and illustrated with practical case studies from around the world.

Ultimately, the 2025 DestinationNEXT Futures Study is a call to action. Destination organizations must evolve—not incrementally, but fundamentally. The path forward will require new capabilities, deeper collaboration, and a shared understanding of what success looks like. But with these tools and insights, destination leaders are well-positioned not just to navigate change, but to lead it.

Insights from the 2025 DestinationNEXT Futures Study were used to support the development of the New Smyrna Beach & Area Destination Stewardship Plan.

The full 2025 DestinationNEXT Futures Study can be access via Destinations International at:
<https://destinationsinternational.org/reports/destinationnext-futuresstudy>



Destination Stewardship Plan Update Process



The process to update the long-term tourism strategy for Southeast Volusia was multi-phased and focused on re-engaging stakeholders and residents to ensure the plan is aligned with their needs and vision for the region. The process culminated with the development of a strategic plan for the New Smyrna Beach Area Visitors Bureau (NSBAVB), to ensure implementation of this plan is a focus.

Project Plan

PHASE 1 PROJECT LAUNCH	Confirm project plan, management processes & approach to stakeholder engagement.
PHASE 2 DESTINATION ASSESSMENT	Data-driven assessment to identify strengths and weaknesses of the destination.
PHASE 3 STAKEHOLDER ENGAGEMENT	Proactively engage key stakeholders, community leaders, and residents to collaboratively develop the plan and generate buy-in.
PHASE 4 MASTER PLAN UPDATE	Validate recommendations and develop the updated plan.
PHASE 5 STRATEGIC PLAN	Facilitate the development of a 3-year organizational strategic plan.

The future success of the Southeast Volusia visitor economy depends on the public, private, and civic sectors co-creating their shared vision for the future of the region. That vision must support a balance of visitor growth, resident quality of life, and overall quality of experience for all who spend time in Southeast Volusia.

With that guiding principle at the forefront, the process to update the long-term tourism strategy for the area was designed to engage and collaborate with tourism stakeholders, community stakeholders, and residents of Southeast Volusia.

Stakeholder Engagement

MMGY NextFactor met with over 30 stakeholders through a series of focus groups, meetings, and in-depth interviews, all which took place between September and December 2025.

The primary purpose of these engagements was to identify and validate significant changes in the long-term plan to continue to advance Southeast Volusia as a destination for visitors and a quality place for residents to live, work, and play.

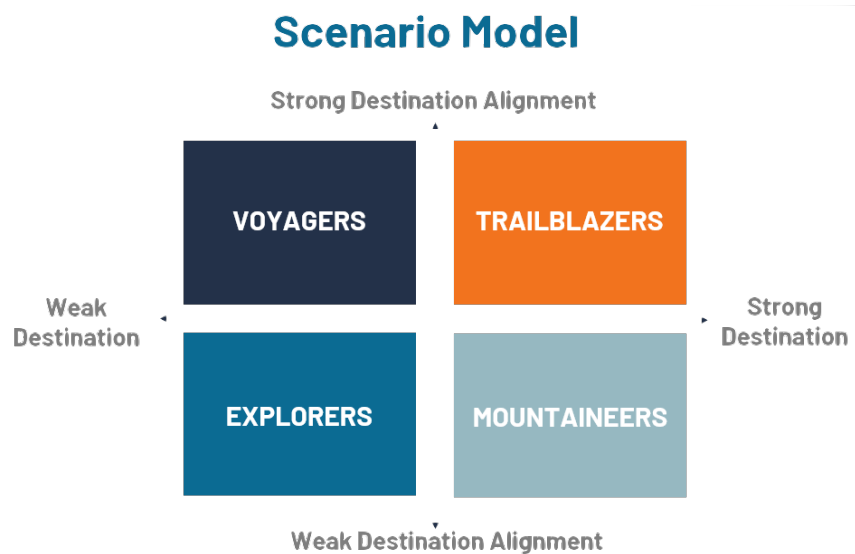
Stakeholder engagement included:

1	SESSION WITH THE STEERING COMMITTEE FOR THE 2023 DESTINATION MASTER PLAN	1	SESSION WITH THE NSBAVB BOARD OF DIRECTORS
2	TOURISM-INDUSTRY FOCUS GROUPS	10	IN-DEPTH INTERVIEWS
60	DESTINATIONNEXT COMPLETIONS	1,569	RESIDENT SURVEY RESPONSES

DestinationNEXT Assessment

DestinationNEXT is a proprietary tool developed by MMGY NextFactor and Destinations International. The assessment has been completed by more than 420 destinations worldwide and administered in five languages.

The DestinationNEXT Assessment identifies the strengths of a destination, from an asset and experience perspective, as well as the alignment that exists among stakeholders and community members. With input from stakeholders, each destination’s results are plotted on the Scenario Model, offering insight to the strengths and challenges of the community.



The Trailblazer quadrant is where destinations should aspire to be; being a Trailblazer indicates the destination is strong in assets and experiences that drive visitation, and the support alignment with stakeholders and community members is above industry average.



To effectively plot destinations on the DestinationNEXT Scenario Model, stakeholders are invited to answer questions about 24 variables: 12 related to Destination Strength and 12 related to Community Alignment.

Destination Strength Variables

					
Attractions & Experiences	Arts, Culture, & Heritage	Dining, Shopping & Entertainment	Outdoor Recreation	Conventions & Meetings	Events & Festivals
					
Sporting Events	Accommodation	Local Mobility & Access	Destination Access	Communication Infrastructure	Health & Safety

Community Alignment Variables

					
Business Support	Community & Resident Support	Government Support	Organization Governance	Workforce Development	Hospitality Culture
					
Equity, Diversity & Inclusion	Funding Support & Certainty	Regional Cooperation	Sustainability & Resilience	Emergency Preparedness	Economic Development



The DestinationNEXT assessment was last administered in Southeast Volusia in the Fall of 2025. At that time, 60 stakeholders completed the assessment survey (a slight decline from 77 in 2022), with a strong cross-section of stakeholders participating, including: Southeast Volusia Tourism Partners (55%), Government Leaders (17%), NSBAVB Staff (10%), NSBAVB Board of Directors (8%), Customers (5%) and Community Leaders (5%).

There was a significant increase in the DestinationNEXT assessment score for Southeast Volusia over its last assessment in 2022 and its first assessment in 2019. The region is now recognized as a DestinationNEXT Trailblazer, meaning Southeast Volusia is above industry average in its rankings.



In the 2025 assessment, the only variable in which the Southeast Volusia area ranked statistically below industry average was on Sporting Events, which is not a significant surprise as the youth sports market has not been a significant area of sales focus nor infrastructure development. It does, however, present an opportunity for the future, particularly for off-peak visitation.

Resident Sentiment

In addition to engaging stakeholders, MMGY NextFactor also administered an online resident survey, open to all residents of Southeast Volusia County between early October and the end of November 2025. In total, 1,569 residents participated in the survey, a significant increase in participation over the 2022 survey, which had 835 responses.

Interestingly, the sentiment of residents remains largely unchanged from 2022.

Key findings from the 2025 survey include:

- 51% of respondents have lived in the region for 10 or more years.
- Residents like the following attributes most about living in the region:
 - Beaches, Outdoor Spaces & Natural Scenery
 - Small-Town Feel / Sense of Community
 - Location, Geography & Climate
 - Culinary & Dining Scene
 - Arts & Culture
- 80% are likely to recommend the region to friends, family, and colleagues
- A strong majority recognize tourism's economic importance
- Residents prioritize visitors who are respectful of locals and environmentally conscious over high-spending visitors.
- Respondents indicate traffic congestion, parking shortages, flooding, and overdevelopment as interconnected problems.
- Respondents support arts tourism and cultural programming.
- Respondents are seeking quality over quantity when it comes to tourism.
- Eco-tourism opportunities and experiences and outdoor recreation are seen as compatible with community values.
- Long-time residents fear New Smyrna Beach is losing its charm, and some feel pushed out of the community.



Key Findings

Brought together, the findings from stakeholder conversations, NSBAVB Board meetings, the 2025 Resident Survey, the 2025 DestinationNEXT Assessment, and Destinations International's 2025 Futures Study of global destination marketing organizations lead to the following key findings that are guiding the recommendations of this long-term Destination Stewardship Plan for New Smyrna Beach Area.



Stewardship of the culture and environment is critically important to residents and industry stakeholders alike.



Growth of the region and tourism must be balanced with the preservation of unique local charms, historical districts, and affordability for small business owners, residents, and visitors.



Support for tourism-related businesses with technology integration (including generative AI), sustainability and stewardship program development, collaboration, and communication is needed as an ongoing and evolving program.



Group business is a largely untapped market for the region and can support industry-related businesses and accommodations during mid-week and off-peak seasons.



New experiences and continued focus on district development will advance the region with new drivers of visitation and support positive economic impact from visitors and locals moving throughout the region.



Brand and culture-aligned festivals and events are drivers of overnight visitation and there is strong support for food, art, and sport events and festivals to attract visitors during slow season.



Parking, traffic congestion, and mobility options continue to be concerns for residents and businesses.

Destination Vision



The shared vision for Southeast Volusia is a long-term aspiration to serve the region for the next decade.

When the first edition of this long-term plan was originally developed in 2023, the importance of maintaining the unique charm of the New Smyrna Beach Area emerged from all stakeholder groups. It was important to industry stakeholders and residents that the long-term vision for our community articulated the value that has been placed on protecting and celebrating our charm and as a way of holding ourselves accountable. Through this update of the plan, and the reshaping of the plan as a Destination Stewardship Plan, that sentiment remains at the forefront and is perhaps even more important to empathize in 2026.

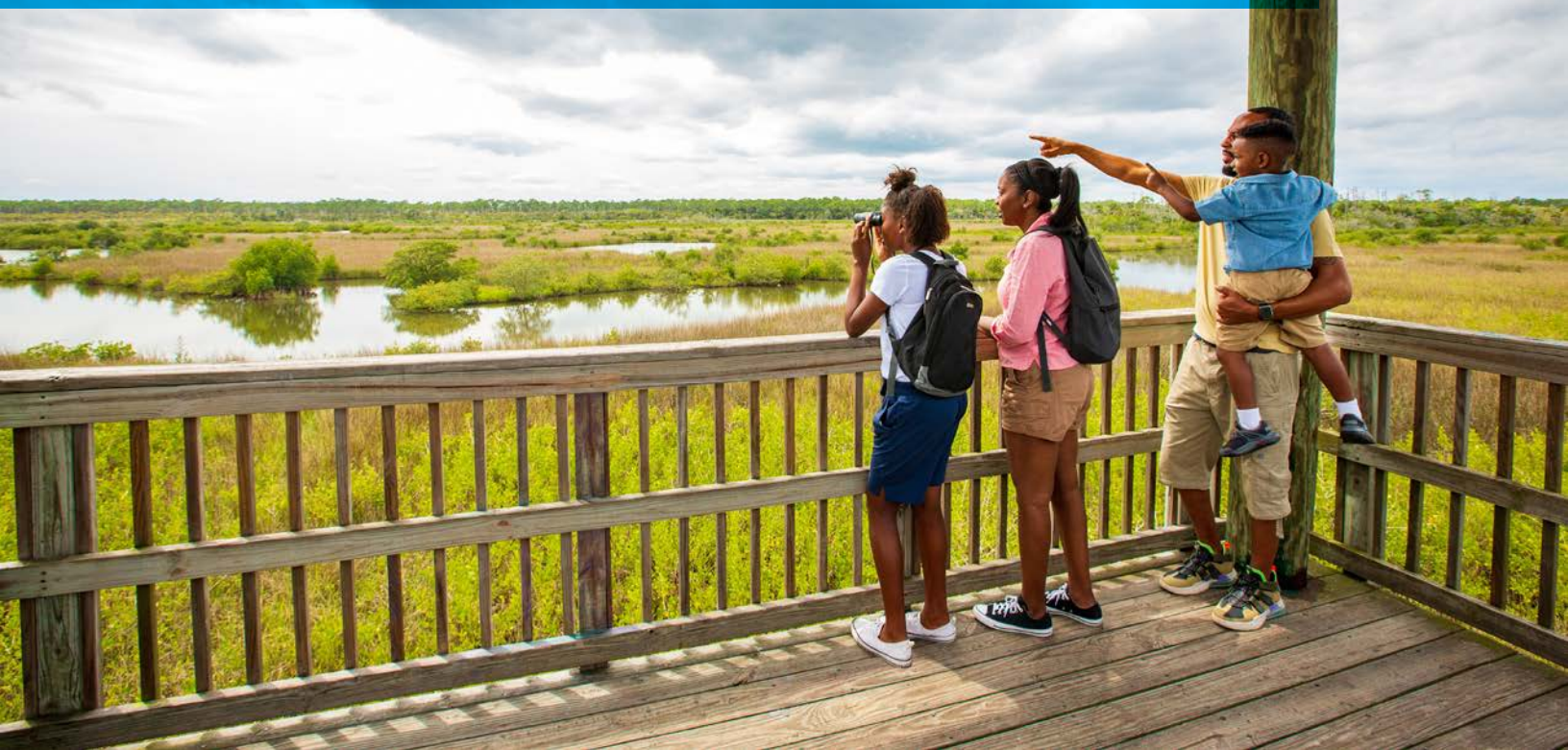
The long-term vision for tourism in Southeast Volusia County is to be...

A vibrant coastal community that celebrates our diverse local experiences, businesses, and unique charm.

This vision also considers our desire to develop new experiences that are authentic to our region and are rooted in our local entrepreneurs. These experiences will advance Southeast Volusia County as a destination for families and will ensure there is plenty to do beyond the beach.

Finally, our shared vision reflects who we are at our core: a coastal community. The intention of articulating that element in our shared vision is to keep our coast top-of-mind. We want to be deliberate about continuing to be leaders in environmental sustainability and stewardship and caring for our beaches and waterways. Including this in our vision is another way of ensuring action and accountability.

Strategic Recommendations



With the evolution of this long-term plan, the following recommendations reflect the work that was collectively advanced from the 2023 Destination Master Plan, new developments within Southeast Volusia between 2023 and 2025, and anticipated or known planned projects in the region for the next decade.

Each strategic recommendation has several initiatives to support the successful achievement of each recommendation. The following recommendations offer guidance on how to achieve the overarching vision and develop a competitive positioning for Southeast Volusia as a destination.

- 1 Evolve and Expand Tourism Industry Support and Collaboration
- 2 Develop Distinctive Visitor Experiences and Market Positioning
- 3 Develop Authentic Districts That Attract Visitors and Strengthen Communities
- 4 Coordinate Regional Events, Festivals, and Tournament Portfolio
- 5 Enhance Transportation and Mobility Options



Evolve and Expand Tourism Industry Support and Collaboration

A thriving visitor economy depends on strong alignment between residents, businesses, and public partners. This strategic recommendation focuses on strengthening collaboration across the tourism ecosystem by deepening resident engagement, championing industry needs, supporting business success, and expanding the use of data-driven decision-making.

By fostering transparency, shared purpose, and informed advocacy, the destination can ensure tourism continues to deliver economic value while preserving quality of life and local character.

1a. Advance comprehensive resident engagement and communication initiatives

- Continue to evolve community-facing portal providing transparency into tourism initiatives and economic impact
- Create a consistent communication strategy sharing goals, progress, and outcomes of visitor economy efforts
- Conduct an annual resident sentiment survey to track perceptions and concerns
- Form a resident advisory panel providing ongoing input into tourism planning
- Preserve beach-town character through smart growth advocacy

1b. Champion industry needs through strategic advocacy

- Develop a comprehensive advocacy strategy representing industry needs and funding protection with municipal, county, and state partners
- Advocate for NSBAVB participation in planning processes to ensure tourism is considered in development decisions
- Champion policies addressing workforce housing, transportation access, and business development
- Position the NSBAVB as a credible advocate balancing business interests, community wellbeing, and destination quality

1c. Support success of the tourism industry through training, technology, and collaboration

- Create a Southeast Volusia training program that builds hospitality culture and improves service quality
- Establish business owner-led mentorship programs and peer collaboration networks
- Help small businesses adopt technology and automation to improve efficiency
- Support collaborative initiatives including group purchasing, joint marketing, and shared resources
- Foster locally owned businesses that reinforce authentic destination character

1d. Develop market intelligence and economic impact reporting

- Create an economic impact dashboard tracking visitor spending, room nights, and tax generation
- Develop event performance reporting to inform strategic planning
- Monitor competitive positioning and emerging market segments
- Share data-driven insights with industry partners and community stakeholders



Develop Distinctive Visitor Experiences and Market Positioning

To remain competitive and resilient, Southeast Volusia must clearly define what makes it different, and why that matters to visitors. This recommendation advances a market position rooted in environmental stewardship and local culture, elevating the destination beyond a traditional beach experience.

By developing a deeply embedded culture of sustainability in visitors as well as ecotourism opportunities, arts and heritage programming, and connections to emerging innovation and aerospace industries, Southeast Volusia can attract visitors who align with community values, stay longer, and engage more deeply with the region. These initiatives strengthen brand identity while supporting conservation, creativity, and economic diversification.

2a. Establish Southeast Volusia as Florida's authentic ecotourism destination

- Position Southeast Volusia as Florida's ecotourism leader, attracting environmentally conscious visitors who value pristine waterways and conservation
- Develop signature fishing experiences, including recreational fishing, competitive sport fishing, and catch-and-cook culinary experiences incorporating local restaurant partners
- Partner with outfitters to create kayaking, paddleboard, wildlife viewing, and oyster farm experiences on the Indian River and Mosquito Lagoon
- Create multi-day ecotourism packages showcasing diverse outdoor recreation beyond beach activities
- Leverage public parks including Mary McLeod Bethune Beach Park, Ponce Preserve, Smyrna Dunes Park, and community recreation areas
- Expand Leave No Trace programming through partnerships with Volusia Forever and Marine Discovery Center
- Build a sustainability brand identity that differentiates the destination and attracts younger visitors

2b. Support arts, culture, and historical organizations to develop visitor-focused programming

- Invest in arts, culture, and historical organizations to create experiences celebrating local heritage
- Develop conservation-themed festivals and outdoor programming that reinforce destination identity
- Support weekly and monthly arts programming that creates consistent cultural draw while nurturing local artists
- Encourage preservation and creative repurposing of historic buildings into visitor-serving businesses such as boutique hotels, restaurants, and galleries

2c. Partner with Economic Development to connect visitors to Southeast Volusia's emerging Innovation & Aerospace District

- Collaborate with the Southeast Volusia Manufacturing & Technology Coalition and Innovation District stakeholders to develop aerospace and STEM-focused family programming
- Create signature destination events and activations that celebrate the region's growing technology, aviation, and advanced manufacturing sectors



Develop Authentic Districts that Attract Visitors and Strengthen Communities

Vibrant, walkable districts are essential to both memorable visitor experiences and strong local economies. This recommendation emphasizes placemaking and district development as tools to encourage exploration beyond the beach, distribute visitor spending, and reinforce community identity.

By supporting existing commercial corridors and partnering with Southeast Volusia communities to cultivate distinctive downtowns, the region can create welcoming, people-centered environments that benefit residents and visitors alike. Thoughtful design, local storytelling, and coordinated investment will help districts function as authentic economic and cultural anchors.

3a. Create walkable districts with distinct offerings that give visitors reasons to explore beyond the beach

- Develop authentic districts anchored in arts, culture, local innovation, and unique character
- Work with Flagler Avenue, Canal Street, and 3rd Avenue business groups to showcase each district's distinctive identity
- Support the Arts District as a cultural anchor for the region
- Improve wayfinding, streetscapes, and pedestrian connections encouraging multi-district exploration
- Enhance district character through appropriately scaled placemaking including native landscaping, energy-efficient lighting, and public art

3b. Partner with Southeast Volusia communities to transform districts into vibrant economic nodes

- Collaborate with Edgewater, Osteen, Port Orange, and Oak Hill to develop downtowns as distinctive visitor draws
- Help each community define and market a unique identity that gives visitors reasons to explore
- Support main street revitalization that creates walkable, inviting commercial cores
- Encourage retail, dining, and service business development strengthening each downtown's vitality
- Partner with municipalities on infrastructure and placemaking investments that attract private development



4

Coordinate Regional Events, Festivals and Tournament Portfolio

Events play a critical role in driving visitation, animating districts, and supporting local businesses. However, without coordination, they can also strain infrastructure and communities. This recommendation focuses on creating a more strategic, regionally aligned approach to event planning that maximizes economic impact.

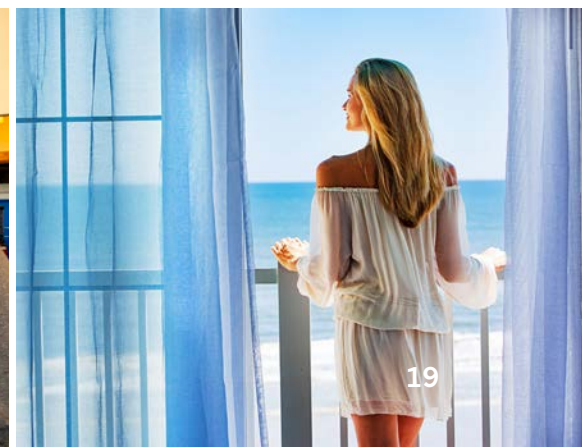
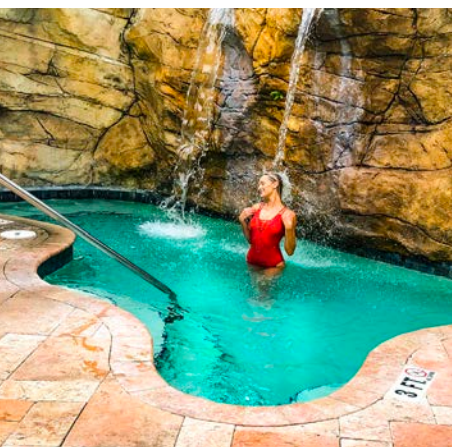
By improving coordination across communities, prioritizing high-value and off-season events, and using data-driven evaluation tools, Southeast Volusia can build a balanced and sustainable portfolio of festivals, tournaments, and activations that reinforce destination identity and community pride.

4a. Develop a regional coordination framework for strategic event planning

- Coordinate with the county and city to amplify a consolidated master calendar across five communities to prevent conflicts and enable strategic planning
- Design multi-district signature events and coordinate timing to maximize economic impact while minimizing resident disruption
- Foster communication between lodging providers, restaurants, retailers, and event organizers
- Advance successful coordination with Canal Street Historic District and Flagler Avenue Business Association

4b. Implement strategic event planning to optimize economic impact

- Utilize Destinations International's Economic Impact Calculator to evaluate brand alignment and community benefit
- Prioritize overnight-stay events that fill off-season gaps (September–November) and mid-week periods
- Consolidate and organize community events to amplify demand and create drivers of visitation
- Attract or develop conservation-themed festivals and outdoor programming that celebrate natural heritage





Enhance Transportation and Mobility Options

Mobility is foundational to both resident livability and visitor satisfaction. As Southeast Volusia continues to grow, transportation solutions must evolve.

This recommendation prioritizes advocacy, innovation, and partnerships to improve parking management, expand public transportation, and introduce alternative mobility options that reduce environmental impact and enhance the visitor experience. By treating transportation not only as infrastructure but also as part of the destination experience, Southeast Volusia can support responsible access to natural areas, strengthen connectivity between communities, and improve overall quality of life.

5a. Advocate for comprehensive parking solutions

- Support ongoing City of New Smyrna Beach parking task force efforts
- Promote new parking options and communicate alternatives to visitors
- Support real-time parking availability systems
- Champion solutions that minimize business disruption during improvements

5b. Develop sustainable transportation options that double as visitor experiences

- Explore electric or zero-emission water taxis connecting waterfront destinations
- Advocate for The Loop development and explore clean-energy people-mover systems
- Add bike lanes to business districts to improve cyclist safety and reduce congestion
- Expand EV charging stations throughout the region
- Support trail connections safe for walking, running, and cycling

5c. Expand public transportation across all Southeast Volusia communities

- Ensure public transportation serves Edgewater, New Smyrna Beach, Oak Hill, Osteen, and Port Orange
- Create equitable access for residents and visitors throughout the region
- Support responsible access to natural areas through adequate transit infrastructure



Next Steps



From the outset of this process in 2023 with the development of the initial Destination Master Plan to the 2025/2026 update to a Destination Stewardship Plan, the New Smyrna Beach Area community and stakeholders were engaged and invested supporting the implementation of the strategic recommendations.

The New Smyrna Beach Area Visitors Bureau (NSBAVB) doesn't own the assets and experiences related to the visitor economy, and therefore, they cannot single-handedly move this Destination Stewardship Plan forward. Their roles in the implementation of the initiatives and recommendations of this plan will take several forms including:

Advocate

The NSBAVB will advocate for the advancement of strategic initiatives that will advance Southeast Volusia for the benefit of visitors and residents.

Convene

The NSBAVB may be the conveners of groups and those in positions to advance initiatives.

Support

The NSBAVB will be the supporting or partnering organization on initiatives with other leading organizations.

Lead

The NSBAVB takes the lead as the organization to advance initiatives.

Several initiatives within the plan will be incorporated into the NSBAVB strategic plan to ensure implementation is giving organizational focus, support, and resources.

It is recommended that subcommittees and working groups be convened with members of the Steering Committee and other community leaders and tasked with guiding implementation, collaborating to execute on initiatives and report on progress and other performance measures.

With a collaborative, focused, and original approach to the implementation of this Destination Stewardship Plan, it will result in the growth of the visitor economy and its widespread benefits for the entire region.

Acknowledgements

The New Smyrna Beach Area Visitors Bureau (NSBAVB) would like to thank the regional community leaders and NSBAVB Board members who gave their time and expertise to this Destination Stewardship Plan, an update of the 2023 Destination Master Plan.

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Al Perkinson, Bajio Sunglasses
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Sherman Reid, Flagler Tavern
Lillian Conrad, Conrad Consulting Corporation

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Tim Smith, Casago New Smyrna Beach
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Henry Selgado, Spanish River Grill
Michele Selgado, Spanish River Grill
Connie Fuerst, River Deck Restaurant
Beth Bay, River Park Terrace Restaurant
John Joaquin, Southeast Volusia Chamber of Commerce
Ashton Musgrove, New Smyrna Beach Board of Realtors

Project Team

We would like to thank the dedicated project team members who worked diligently to move this project forward, from concept to completion. We want to acknowledge the partnership with our project partner, MMGY NextFactor, the lead agency on the project. The depth of knowledge and focus this team brought to the planning process was appreciated. This plan is, by design, a living document that will continue to deliver exceptional value to the community as we journey through the implementation phase and forge new partnerships along the way.



New Smyrna Beach Area Visitors Bureau:

Debbie Meihls
President & CEO



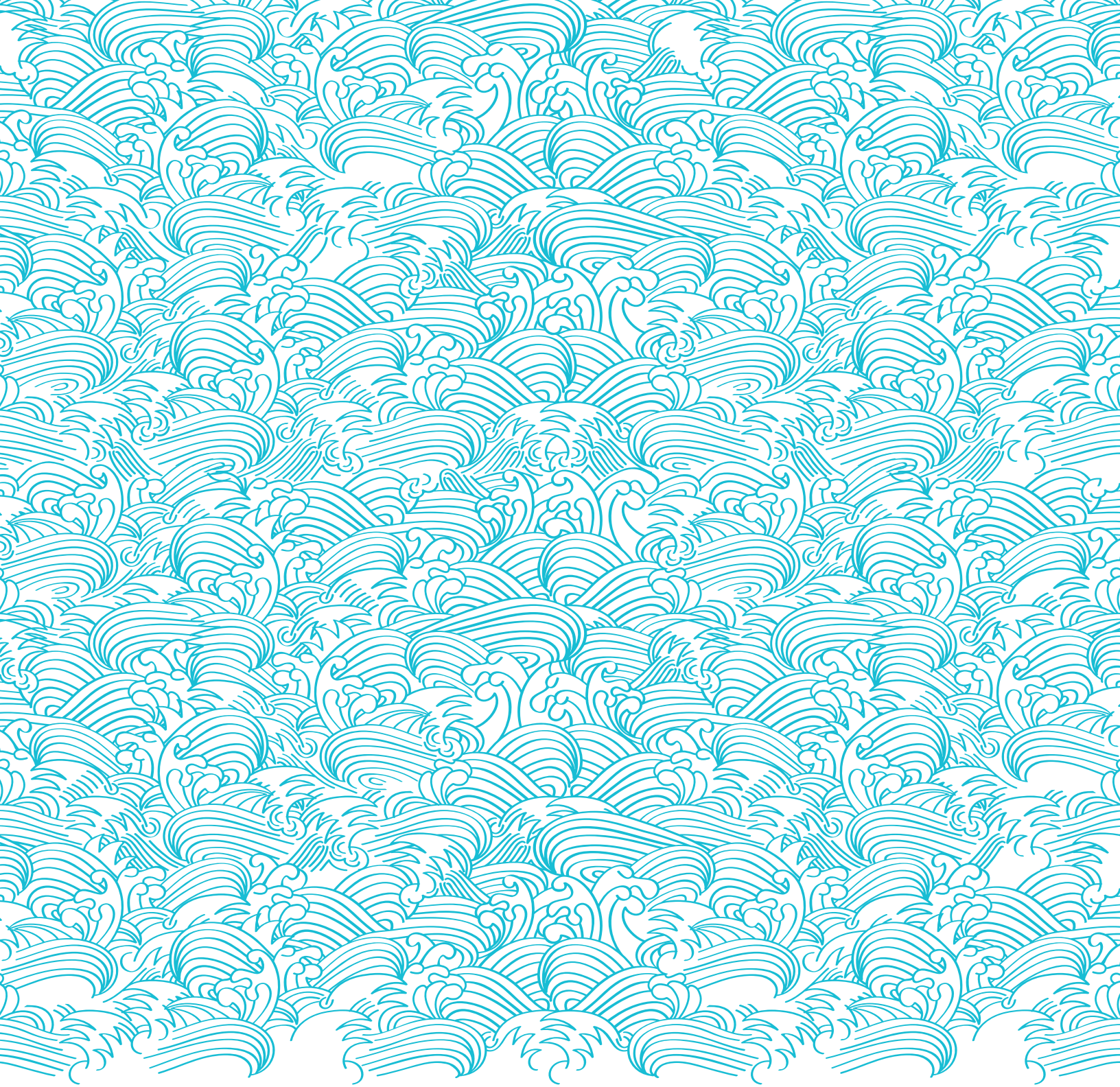
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