

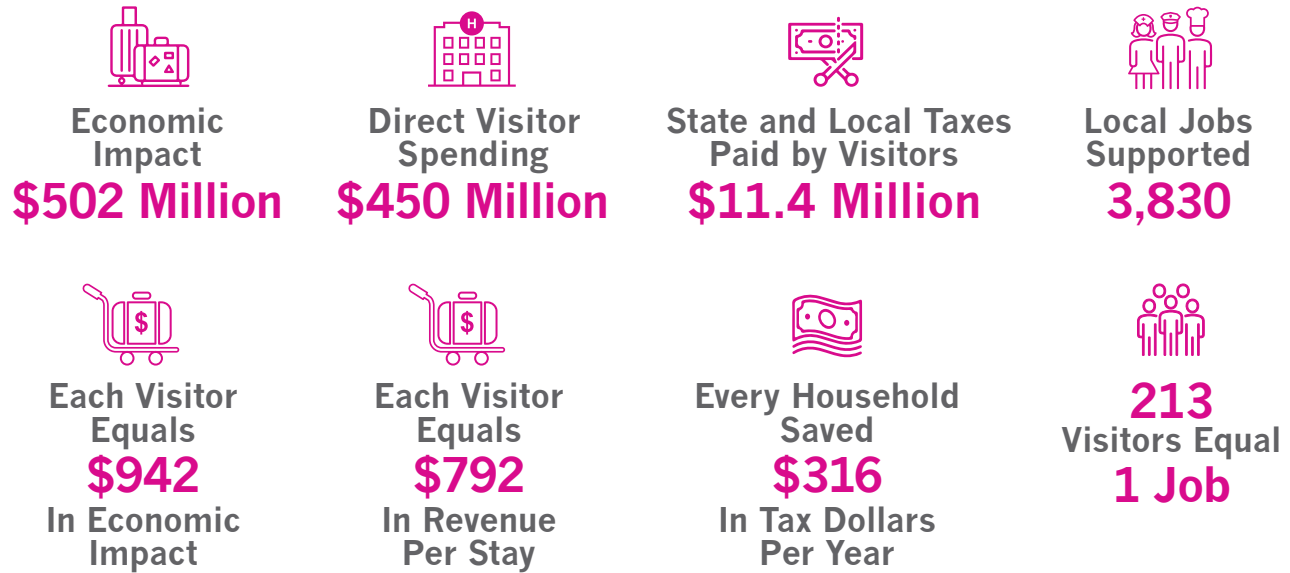


NEW SMYRNA BEACH AREA
VISITORS BUREAU
PRESENTS

2025 Visitor Profile






Tourism Brings More Than Guests



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



A Broader Look At Tourism Impact

2025	 Total Visitors	 Economic Impact	 Jobs Supported
United States	3.1 Billion	\$3.0 Trillion	15.0 Million
Florida	143.3 Million	\$133.6 Billion*	2.0 Million
Volusia County	4.0 Million	\$3.4 Billion	28,130
S.E. Volusia County	813,100 [†]	\$502.4	3,830

[†] Includes Overnight (Paid & Non-Paid) and Day Trips

*Represents 2024 information

2025 Visitor Profile



Household Income
\$102,500



Average Age
53



Family
30%



Couple
45%



Fly
26%



Drive
74%

TOP 5 Florida Feeder Markets (DMA) (% of Calendar Year 2025 Florida Visitors)

- 01 Orlando/Daytona Beach/
Melbourne **35.3%**
- 02 Tampa/St. Petersburg **22.3%**
- 03 Jacksonville-Brunswick **16.1%**
- 04 West Palm Beach/Ft. Pierce .. **8.5%**
- 05 Miami/Ft. Lauderdale..... **8.5%**

TOP 5 Domestic Feeder Markets (DMA) (% of Calendar Year 2025 Domestic Visitors)

Source: Arrivalist

- 01 Atlanta **7.6%**
- 02 New York City **7.2%**
- 03 Cincinnati **4.0%**
- 04 Washington DC..... **3.1%**
- 05 Charlotte..... **3.0%**

Market Indicators For Calendar Year 2025



Total Number
of Visitors
813,100[†]



Average
Party Size
2.8



Average
Length of Stay
4.7



Room
Nights
657,700



Average
Occupancy
45.5%



Average
Daily Rate
\$189.13



Revenue Per
Available Room
\$86.06

Economic Impact Through Tourism Promotion

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

Vision – To inspire a vibrant coastal community that celebrates our diverse local experiences, businesses and unique charm.

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 including events for visitors to connect with Southeast Volusia
- Focus on enhancing placemaking options to support economic development & tourism
- Expand opportunities to engage with the tourism industry and local community to support sustainable tourism
- Evolve and expand tourism industry support and collaboration

Our Leave No Trace Seven Principles

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



Download our app on:

