



New Smyrna Beach Area Visitors Bureau

Volusia Business Resource Presentation

November 4, 2022

1: VISIT

Build a place where people want to visit.

2: LIVE

Then, you have a place where people want to live.



3: WORK

Then, you have a place where people want to work.



4: BUSINESS

Then, you have a place where business wants to be.



5: RESULT

Then, you're back to creating a place that people want to visit.





visitsnbfl.com



Key Visitor Metrics

Estimated	2019	2020	2021	
Number of Visitors	391,000	331,700	422,200	+8.0% Δ from 2019 +27.3% Δ from 2020
Room Nights	639,400	548,700	686,000	+7.3% Δ from 2019 +25.0% Δ from 2020
Direct Expenditures	\$267.2 million	\$221.3 million	\$305.6 million	+14.4% Δ from 2019 +38.1% Δ from 2020
Total Economic Impact	\$414.6 million	\$343.4 million	\$474.3 million	+14.4% Δ from 2019 +38.1% Δ from 2020

Visitor Profile

	2019	2020	2021
Average Age	51.1	50.9	50.9
Media Household Income	\$104,435	\$99,423	\$104,291
Party Size	2.8	2.7	2.8
Party Composition			
Family	40.7%	38.2%	41.7%
with children	22.6%	20.1%	21.9%
with teenagers	24.4%	23.6%	24.0%
Couple	43.0%	46.8%	41.7%
Single	7.2%	5.2%	5.7%

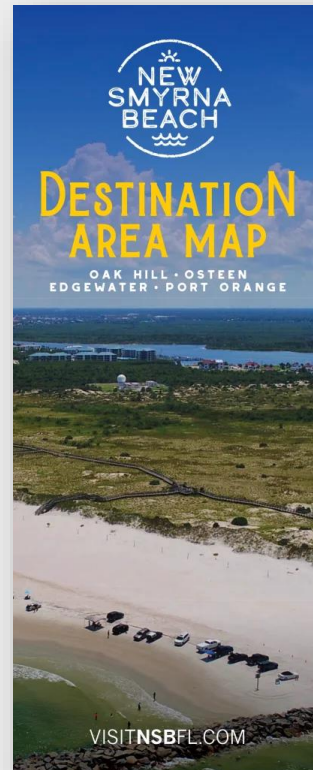
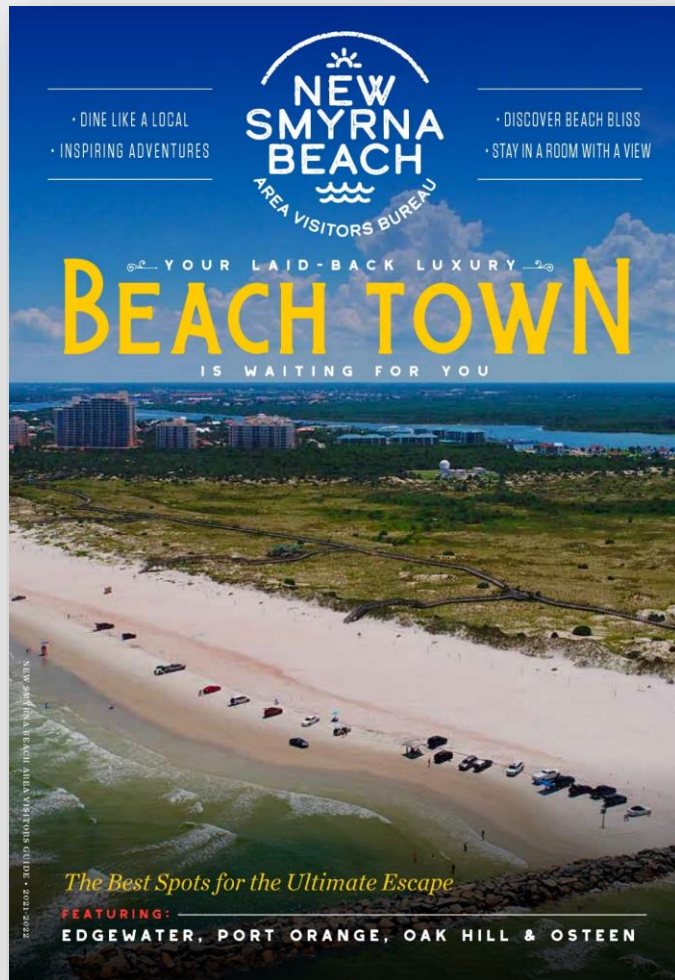
Visitor Profile

	2019	2020	2021
Length of Stay (nights)	4.6	4.5	4.5
Transportation			
Airplane	30.0%	16.3%	19.8%
Orlando International	69.4%	58.2%	75.2%
Daytona International	12.5%	12.9%	6.2%
Orlando Sanford International	12.8%	18.9%	12.6%
Car	87.9%	95.3%	94.1%
Personal	67.6%	82.7%	79.5%
Rental	20.3%	12.6%	14.6%

Visitor Profile

	2019	2020	2021
First Time Visitation			
To New Smyrna Beach Area	43.6%	39.1%	33.8%
To Florida	5.8%	2.5%	2.4%
Purpose of Trip			
Vacation	71.6%	73.3%	73.8%
Getaway	33.1%	36.0%	34.7%
Visiting Friends / Relatives	16.2%	14.4%	13.9%
Satisfaction Level	98.5%	95.6%	97.9%
Plan to Return	89.1%	88.1%	90.1%

Support Materials



Destination Master Plan



Project Objectives

- Create a vision for how New Smyrna Beach can create balance between the visitor economy and quality of life for residents
- Identify products, amenities, programming and experiences that will guide the long-term, sustainable planning and design of your destination
- Identify placemaking opportunities for tourism generation, talent attraction and economic development
- Develop a strategic plan to guide your organizational efforts

Destination Master Plan

Project Plan

Resident Engagement

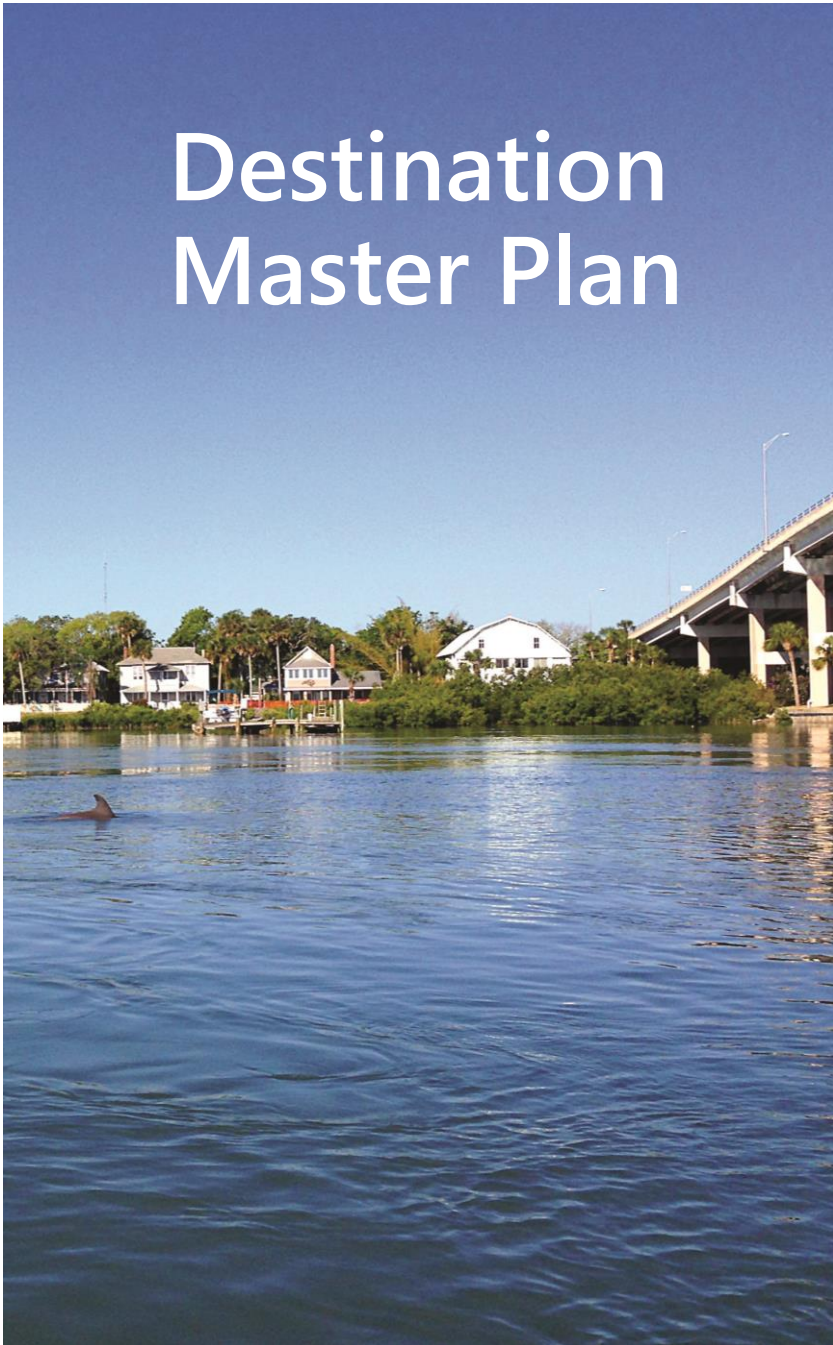
Stakeholder Engagement

Destination Assessment

Synthesis & Analysis

Visioning Workshop

Plan Development





Thank You