2018
Visitor Profile Book

#LoveNSB | VISIT**NSB**FL.COM

NEW SMYRNA BEACH

Tourist Development Tax Collections in 2018:

$2,158,223

Estimated number of visitors in 2018:

383,800

TOURISM
BRINGS MUCH MORE THAN GUESTS

With five uniquely charming communities, a plethora of outdoor adventures, unique boutiques, one-of-a-kind eateries, 17 miles of beach perfection, and a most welcoming spirit, it is no wonder the New Smyrna Beach Area had 383,800 visitors in the 2018 calendar year. If we step back and look at the averages, most of our guests were in groups of three, and they stayed with us for five nights. Each guest produced over $655.13 in revenue, resulting in $255 million in direct visitor spending, and $397 million in economic impact. This impacts our locals in a big way – over 5,250 jobs, and over $15.8 million in sales taxes paid by visitors. This saves each household $347 in taxes and funds programs and a lifestyle enjoyed by every resident of Southeast Volusia County: environmental programs, critical infrastructure, arts and culture, schools, and public safety.

TOURISM

FOR THE NEW SMYRNA

PROVIDED
$397 million in economic impact

GENERATED
$255 million in direct visitor spending

CREATED
5,250 jobs for New Smyrna Beach Area residents

PRODUCED
$655.13 in revenue per person during their stay

WORKED

BEACH AREA IN 2018

Local taxes from

TOURISM

helped pay for programs important to all Southeast Volusia County residents:

Environmental Programs

Infrastructure

Public Safety

Schools

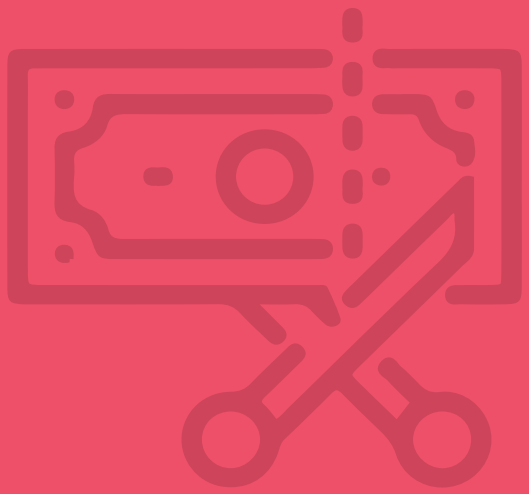
Arts & Culture

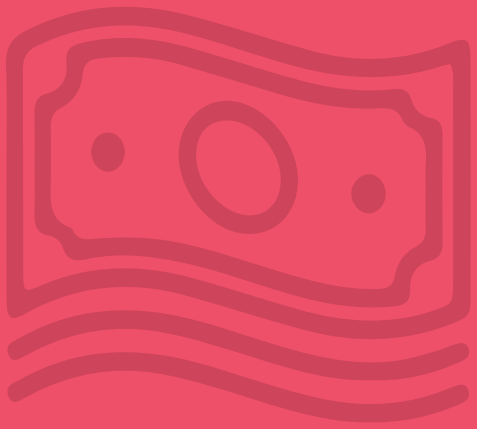
Source: Research Data Services Inc.

VISITORS PAID

$15,800,400

In state and local taxes





RESIDENTS SAVED

$347

in taxes per household

VISITOR PROFILE CALENDAR YEAR 2018

HOUSEHOLD INCOME	AVERAGE AGE	COUPLE	DRIVE	FLY
$102,259	51.3	46.3%	90%	27.4%

WHAT VISITORS SAY THEY ENJOY...

The New Smyrna Beach Area is comprised of five communities: Edgewater, New Smyrna Beach, Oak Hill, Osteen, and Port Orange. Each community has its own personality that shines through once explored. Discover rare combinations of natural beauty and cultural rewards that hit every vacation mark.

EDGEWATER

- Situated on the Indian River, one of the most biologically diverse estuaries in North America.
- Anglers need only bring their favorite gear, a smattering of ambition, and a bit of patience on a tour with charter operators.
- What you will find: JC's Riptides, 30th Street Eatery & Pub, and the new Florida Roadhouse.
- Home to the Boston Whaler, EdgeWater Power Boats and Everglades boat manufacturers.
- A member of the Florida Paddling Trails Blueway Community. All of Edgewater's paddling trails use the beach area at Menard-May Park as a launch point.
- There are plenty of biking/multi-use trails to choose from, with the Dale Avenue SUN Trail being the most recently opened in 2017. This is a completion of the first trail constructed with SUN Trail funds in the state of Florida.
- Home to the Florida campus of the Northwest Lineman College where individuals can train to become an electrical lineworker.

NEW SMYRNA BEACH

- Let's just state the obvious — New Smyrna Beach is, in fact, a beach town, with all the natural enticements that term implies: 17 miles of sandy coastline, a laidback and friendly atmosphere, and surfing, fishing, and boating opportunities galore.
- This is a place where culture and the arts are woven into the fabric of everyday life.
- You'll also find a culinary scene marked both by internationally recognized chefs and seafood shacks that have been favored by locals for decades.
- New Smyrna Beach lays claim to the best Florida offers: excellent backwater and offshore fishing, golf, historical sites, cultural events and eclectic shopping and dining experiences along historical Flagler Avenue and Canal Street.

OAK HILL

- Just south of New Smyrna Beach.
- Tucked between the extensive Turnbull Hammock Conservation Area and the Indian River, Oak Hill is at the epicenter of the region's unique ecosystem, one that draws avid and novice fishermen and boaters season after season.
- It has a variety of natural and cultural history, great local seafood, world-class sunrises and fishing, incredible wildlife viewing, and a friendly, low-key feel.
- Oak Hill is a fisherman's paradise as it sits right on the Mosquito Lagoon, which is considered the redfish capital of the world.
- The most popular spot in Oak Hill is the Goodrich Seafood and Oyster House.

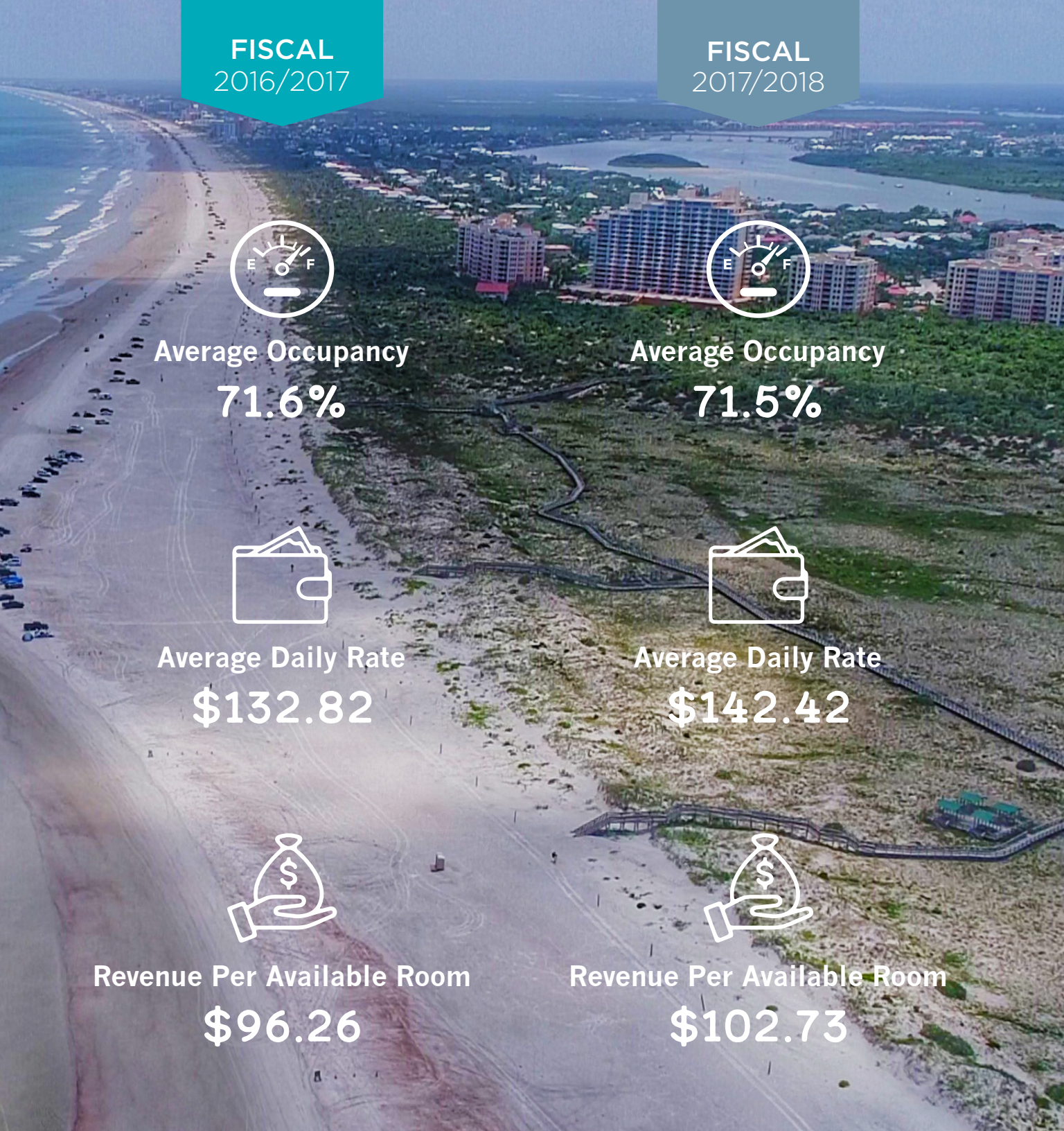
OSTEEN

- Osteen is located just west of New Smyrna Beach off of State Road 415.
- More laid-back and slow-paced country feel.
- 150-acre Hickory Bluff Preserve overlooking the St. Johns River.
- Cypress domes and scrubby flatwoods in the preserve.
- A tour of Osteen also provides the chance to sample truly fresh orange juice at Pell's Citrus & Nursery or to shoot a quick round at Cypress Point Golf Club.
- Stop at Osteen Diner for a friendly atmosphere and a menu of old-fashioned favorites.
- While visiting be sure to check out: Beck Ranch Park.

PORT ORANGE

- Located just north of New Smyrna Beach.
- Home of 12-time Olympic medalist Ryan Lochte.
- What you will find: Dunlawton Sugar Mill Gardens, Gamble Place Historic District, Spruce Creek, Buschman Park.
- Stop by Aunt Catfish's on the River or DJ's Deck for some great, local seafood on the river.
- Riverwalk Park is split into two sections bordering the Riverside Pavilion on the Halifax River. Includes a kayak/canoe/paddleboard launch, a new boardwalk, 12' wide trail, concession stand, and restroom facility.

FISCAL 2016/2017
FISCAL 2017/2018
NUMBER OF VISITORS
355,800
383,800
ROOM NIGHTS
609,800
645,400
DIRECT EXPENDITURES
$231.3 M
$255.8 M
AVERAGE PARTY SIZE
2.6
2.8
AVERAGE LENGTH OF STAY
4.5
4.6



FISCAL 2016/2017

Average Occupancy

71.6%

Average Daily Rate

$132.82

Revenue Per Available Room

$96.26

FISCAL 2017/2018

Average Occupancy

71.5%

Average Daily Rate

$142.42

Revenue Per Available Room

$102.73

TOP 10 Domestic Feeder Markets
(% of Calendar Year 2018 Visitation)

01	Greater Orlando Area	30.7%
02	Tampa/St. Petersburg	7.0%
03	Jacksonville	6.4%
04	Miami/Fort Lauderdale	3.5%
05	Atlanta	3.0%
06	New York	2.7%
07	Philadelphia	2.5%
08	Washington, D.C.	2.4%
09	Chicago	2.0%
10	Boston	1.7%

European Feeder Markets
(Estimated Calendar Year 2018 Visitation)

United Kingdom	4,620
Continental Europe	8,480

AIRPORT DEPLANEMENT

Visitors to the area travel by air primarily through three locations

	CY 2018
Orlando International	67.0
Daytona International	15.5
Orlando Sanford International	12.6

DAB NON-STOP

The list below shows existing non-stop service from Daytona Beach International Airport (DAB)

DESTINATION	AIRLINE	FREQUENCY	# OF FLIGHTS
Atlanta - Hartsfield	Delta	Daily	6
Charlotte - Douglas	AA	Daily	5
Ft. Lauderdale - Hollywood	Silver Airways	Daily	1
Toronto - Pearson	Sunwing	Weekly	1

TOURISM. IT PROTECTS THE THINGS YOU LOVE.

Tourism touches us all. It helps pay for things such as park improvements, highway beautification, coastal erosion response projects, and more. It also supports the arts and many small businesses — including restaurants and shops, many of which employ longtime local residents. Plus, it also picks up the tab for state income tax. Tourism helps us all have access to and afford the quality of life we love and want to preserve.

SUSTAINABILITY PROGRAMS

BLUE COMMUNITY OBSERVATORY

The New Smyrna Beach Area Visitors Bureau is a member of the Blue Community Observatory which seeks to protect oceans, coastal habitats and marine environments in Florida through the implementation of Blue Community and other sustainable tourism strategies. The Waves of Change Blue Community program is an opportunity for coastal communities to declare their own work to protect the oceans and promote ocean sustainability.

The oceans are under increasing threats from pollution, overfishing, impacts of climate change including coral bleaching, acidification, and increased storm intensity. The Waves of Change campaign is responding to these issues with ocean clean-up programs, improving ocean literacy, supporting ocean champions, ecosystems restoration, and programs to adapt and mitigate the impacts of climate change.

GREEN
VOLUSIA
PROGRAM

The Green Volusia program was established to expand green practices within county government operations and to provide information and education about environmentally responsible practices that benefit the community. The Green Volusia program has many goals, which include encouraging stewardship and conservation of Volusia County's natural resources and promoting an understanding of the benefits provided by these natural resources. The Green Volusia program coordinates the Volusia County Sustainability Action Plan, which was adopted on February 20, 2014.

oneplanet.com

THE NEW BEACON OF SUSTAINABILITY.

Every day—and without even noticing it—we're using the resources of five planets. The New Smyrna Beach Area Visitors Bureau and three of our leading partners, Marriott Springhill Suites, Third Wave Café and Marine Discovery Center, have decided to step up and do something about it. Together, we've started a pilot program with the tools and help from One Planet Living that makes it easy for businesses and organizations to take a really good look at themselves. In other words, where do they stand and what's specifically their plan to use only one planet's worth of resources. We're one of the first destinations in the U.S. to take a really good look at ourselves and the impact we're making on our resources. We've published our findings, developed action plans, and making positive changes. We're excited to share and help others make our planet the only one they need and are thrilled to be a real beacon of sustainability for the whole tourism industry.

SUSTAINABLE DEVELOPMENT GOALS
1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS
SUSTAINABLE DEVELOPMENT GOALS

NEW
SMYRNA
BEACH
Connect with us!
Visit New Smyrna Beach
@visitnewsmyrnabeach
@NewSmyrnaBeach1
Visit New Smyrna Beach
visitnewsmyrna
VISITNSBFL.COM