



Stronger Together

New Smyrna Beach Area Visitors Bureau

City Of New Smyrna Beach Economic Development Strategic Plan Workshop
Brannon Center, October 28, 2021

Who We Are

- Southeast Volusia Advertising Authority
- Official Visitor Information Center for Southeast Volusia County
- Branded as “New Smyrna Beach Area Visitors Bureau”
- Funded by the 6% visitor tax on short-term accommodations, commonly referred to as the “Bed Tax”
 - * 3% of these bed taxes go to fund the Ocean Center. 1% goes to Volusia County for administration of tax. Leaving 2% for marketing and promotion.
- Six functions of the Visitors Bureau: Administration, Advocacy, Communications, Marketing, Sales and Visitor Services



2020 Tourism by the Numbers



Provided
\$343 million
in economic
impact



Generated
\$221 million
in direct
visitor spending



Created
4,640 jobs
for New Smyrna Beach
Area residents



Produced
\$668
in revenue per person
during their stay

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.



Estimated
number of visitors:
331,700



Tourist Development
Tax Collections:
\$2,049,062



Amount paid by Visitors
in state and local taxes:
\$13,499,400



Residents saved
in taxes per household:
\$285



Vision

Inspiring memorable coastal chic experiences for visitors and residents

Mission

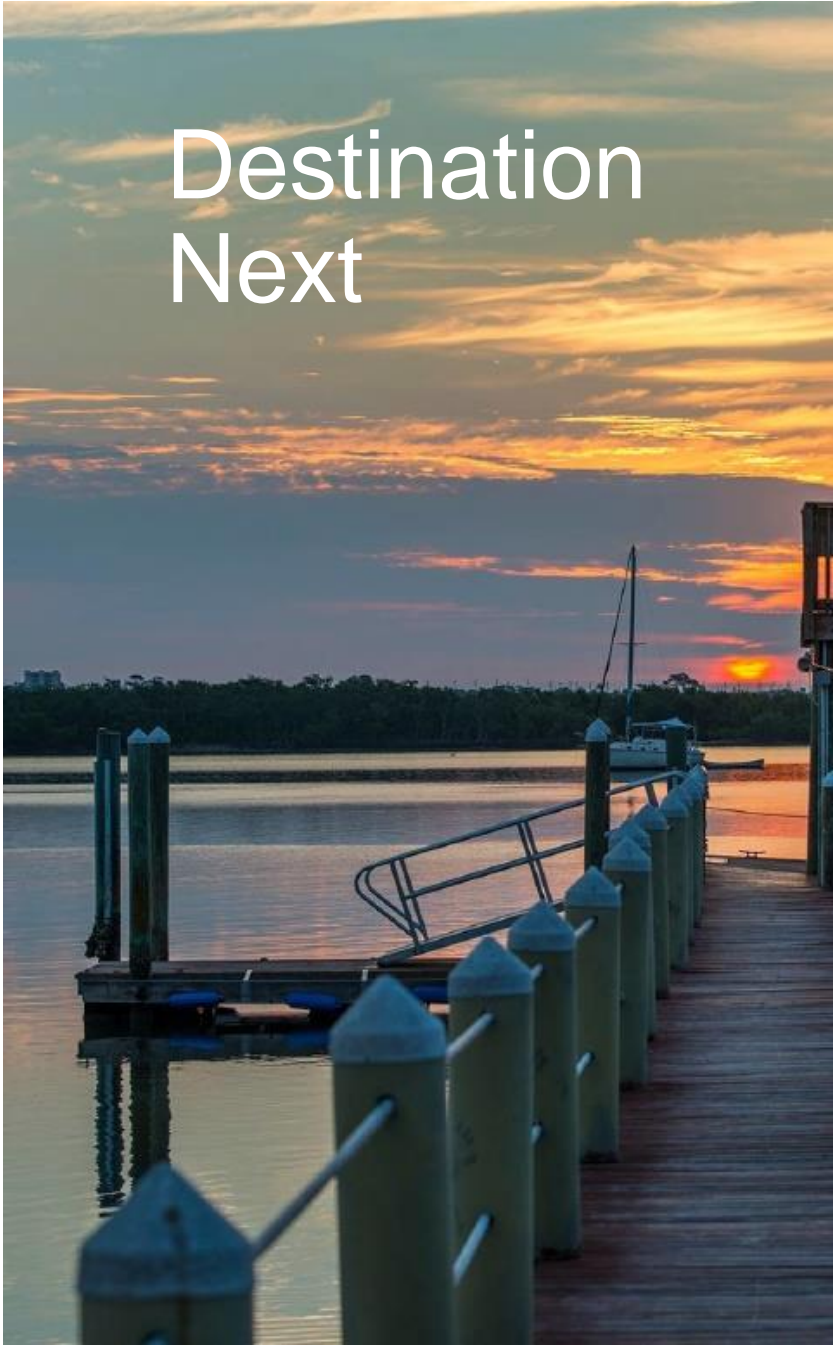
Building responsible tourism to elevate economic vitality and quality of life

Strategic Goals

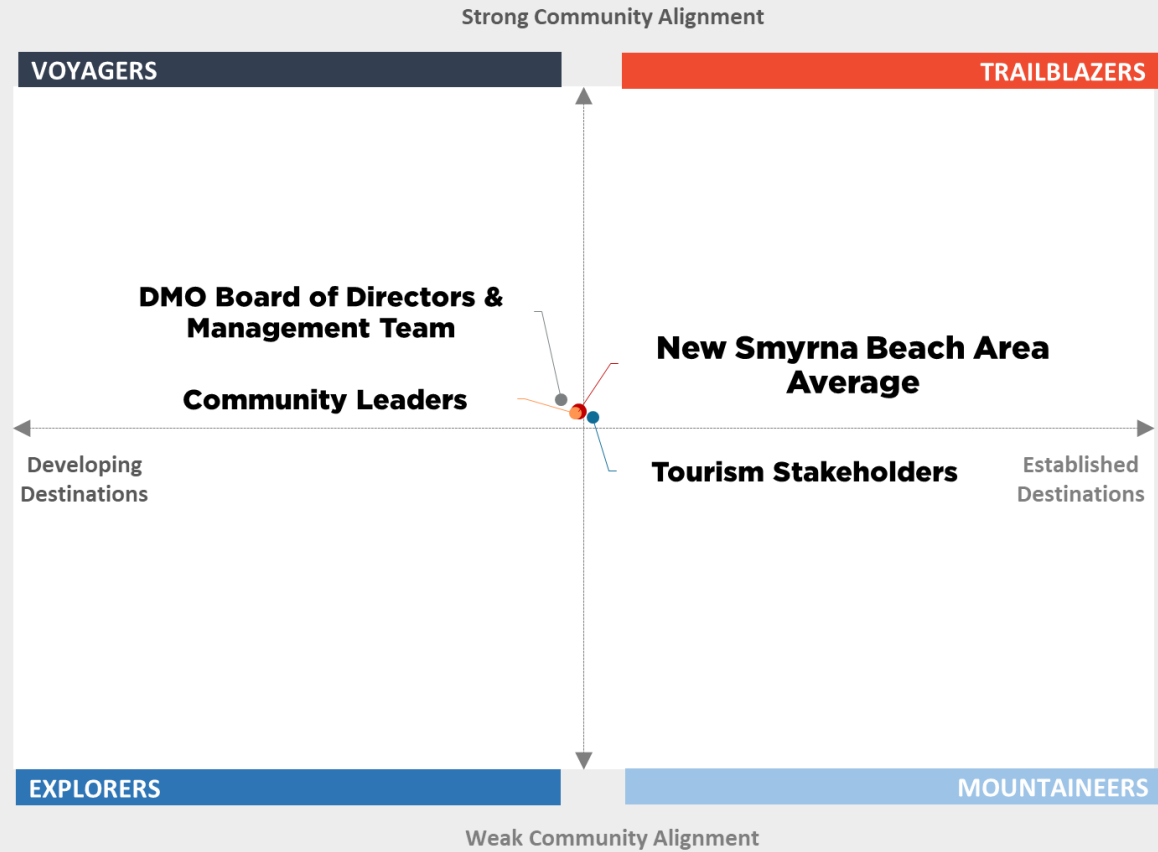
To achieve New Smyrna Beach Area Visitor Bureau's vision, there are four new strategic goals for the organization. On the following pages, the specific objectives and targets are listed for each.

1. Innovative Sales & Marketing
2. Collaborative Destination Development
3. Proactive Community & Partner Engagement
4. Best-in-Class Organization





Destination Next



Destination Strength Variables

Brand	Accommodation	Attractions & Entertainment	Conventions & Meeting Facilities	Events
Sports & Recreation Facilities	Communication Infrastructure	Mobility & Access	Air Access	International Readiness

Community Alignment Variables

Organization Governance Model	Partnership Strength	Industry Support	Local Community Support	Regional Cooperation
Workforce	Hospitality Culture	Policy & Regulatory Environment	Funding Support & Certainty	Economic Development



**Tourism. It
Protects the
Things You Love.**





The New Beacon of Sustainability.



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Values



We Serve

We are committed to promoting the ultimate New Smyrna Beach 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 visitors and residents.



NEW
SMYRNA
BEACH



Thank You.