

# ADVOCACY & ECONOMIC PROSPERITY

## Record Breaking Year for Visiting Volusia County

The Daytona Beach Area, Convention & Visitors Bureau reports that despite the effects of two back-to-back tropical storms, Ian and Nicole, Volusia County managed to attract a record-breaking 10.6 million visitors in 2022. This is an improvement from the previous record of 10.2 million visitors in 2018.

In 2020, Volusia County drew in 7.2 million visitors during the pandemic, the lowest number in ten years. In comparison, there were 9.8 million visitors in 2019 before the COVID outbreak.

According to Mid-Florida Marketing & Research, the total number of visitors to the destination has increased by 7% to 10.6 million, compared to 9.9 million in 2021. This is a significant improvement from the pandemic year of 2020, where only 7.2 million visitors traveled to the county, the lowest in a decade. In 2019, before the COVID-19 outbreak, the county attracted 9.8 million visitors.

According to Visit Florida, a record-breaking 137.6 million visitors came to Florida statewide in 2022, a 12.9% increase from the previous year's total and exceeding the pre-COVID 2019 total of just over 131 million.

Senator Wright expressed his continued support for Visit Florida, the state's tourism marketing agency. Despite facing a potential funding cut, the agency has secured a budget of \$80 million for the upcoming 2023-24 fiscal year.

Sen. Wright proclaimed, "We fought hard and got back to \$80 million." "Florida is a great place to live, work and play, but if you don't tell your story, you're not going to get the customers that you want."