



Daytona Beach Area Convention & Visitors
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NEW “BIKER BEACH” WEB SITE PROMOTES AREA YEAR-ROUND

Daytona Beach, Fla. - The Daytona Beach Area Convention & Visitors Bureau has launched a colorful new web site to promote the Daytona Beach area as a year-round destination for motorcycle enthusiasts.

The site, www.bikerbeach.com, provides information on the two popular bike events in Daytona Beach - Bike Week in March and Biketoberfest® in October - as well as activities for bikers in this world-famous biker locale during other parts of the year.

We're seeing more and more visitors on bikes throughout the entire year - not just during special events, said Janet Kersey, Deputy Director of the Daytona Beach Area Convention & Visitors Bureau. We want them to have detailed information on what there is to see and do here all year long.

The Daytona Beach area is home to many year-round attractions and activities such as DAYTONA USA, located just outside Daytona International Speedway's fourth turn. This motorsports attraction offers a combination of high-tech, hands-on excitement and a fascinating historical perspective that's perfect for all ages. The Ponce Inlet area, only a short ride from the core tourism area, offers the historic Ponce de Leon Inlet Lighthouse and the Marine Science Center. And the area's museums are some of the finest in the Southeast, including the Museum of Arts and Sciences, the Southeast Museum of Photography and downtown's Halifax Historical Museum.

Some of the features on www.bikerbeach.com include a booking engine that offers the area's best rates on accommodations, an expanded calendar of events and suggestions for scenic rides around the area. Visitors to the site can also sign up today for the official e-Newsletter which will provide the latest updates and happenings all the way up to the event dates. In addition to information for visitors, the site includes detailed instructions for event vendors and media updates.

Visit the new official site at www.bikerbeach.com or contact the Daytona Beach Area Convention and Visitors Bureau toll-free at 1-866-296-8970.

(Biketoberfest® is a registered trademark of the Daytona Beach Area Convention and Visitors Bureau, all rights reserved.)

