



Daytona Beach Area Convention & Visitors
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 FOR IMMEDIATE RELEASE

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On behalf of the Daytona Beach Area CVB

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BIKETOBERFEST® ROOM AVAILABILITY, AREA INFO NOW ONLINE

Daytona Beach, Fla. -- Motorcycle enthusiasts planning a trip to Biketoberfest®, October 21-24, 2004, can find room availability and event information on a colorful new web site.

The official site of Biketoberfest®, www.biketoberfest.org, has been completely redesigned and enhanced to include improved access to accommodations available during the event. A new feature of the site is the opportunity to book rooms online on a brand-new secure site. Other features important to those interested in the event include a sign-up for Biketoberfest® e-news for latest information and an expanded calendar of events.

In its 12th year, Biketoberfest® features numerous activities for visitors such as charity rides, street festivals, demonstration rides and concerts. Official Biketoberfest® merchandise is also available for purchase on the site.

Visit the new official Biketoberfest® event web site at www.biketoberfest.org or contact the Daytona Beach Area Convention & Visitors Bureau toll-free at 1-866-296-8970.

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