



Daytona Beach Area Convention & Visitors
Bureau
126 East Orange Avenue
Daytona Beach, FL 32114
Tel: (386) 255-0415
Fax: (386) 255-5478
www.daytonabeach.com
www.daytonabeachcvb.org

FOR IMMEDIATE RELEASE

Contact: Georgia Turner, Georgia Turner Group
on behalf of the Daytona Beach Area CVB
386-673-7594, gaturner@bellsouth.net

DAYTONA BEACH PROMOTES "BIKER BEACH" YEAR-ROUND

Daytona Beach, Fla. - The Daytona Beach Area Convention & Visitors Bureau has kicked its promotion of the Daytona Beach area as a year-round destination for motorcycle enthusiasts into high gear in 2005.

With the addition of year-round motorcycle-themed attractions such as Destination Daytona, Bruce Rossmeyer's Harley-Davidson dealership, located at I-95 and US Highway 1, the CVB sees the potential for year-round visitation by the biker community - not just during the two major events of Biketoberfest® in October and Bike Week in March.

"In researching our visiting bikers we recognize that biking, in many instances, is a lifestyle for a lot of folks," said Janet Kersey, CFEE, executive vice president and Chief Operating Officer of the bureau. "Often they tell us at our visitors centers that they would like to come back and vacation here. So it just made sense to move it to the next level."

The CVB will play an integral part in the Destination Daytona project, with its Official Visitors Center located on the first floor. "Travelers are always looking for respite along their highway journey," said Kersey. "By partnering with Bruce Rossmeyer we're able to offer them loads of area information while they visit this great new destination attraction. During this time we can talk with them face to face and tell them about all the great features and attractions in the area."

Other areas that are popular during the big bike events are also planning activities to bring in bikers throughout the year. When Beach Street merchants hold special events like the Halifax Arts Festival in November, they see plenty of motorcycles lined up along the streets. Main Street businesses lured bikers to their Bayou Boil event over Memorial Day weekend to kick-off the summer and encouraged bikers to arrive early with their Stars and Stripes event the weekend before Biketoberfest® in 2004 and 2005.

Last year the CVB launched a new web site, www.bikerbeach.com, which provides information on not only the two popular annual bike events in Daytona Beach but details on activities for bikers in this world-famous biker locale during other parts

of the year.

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. The popular E-News received a Pinnacle award from the International Festivals & Events Association in 2005.

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

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