



Daytona Beach Area Convention & Visitors
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AREA WELCOME CENTER PART OF NEW "DESTINATION DAYTONA" PROJECT

Daytona Beach, Fla. - The Daytona Beach Area Convention & Visitors Bureau is playing an integral part in Destination Daytona, the home of the world's largest Harley-Davidson dealership. The CVB's newest welcome center - located in the complex at the intersection of US 1 and I-95 in Ormond Beach - has already served thousands of visitors since it opened late last year.

"We're thrilled to be part of this great new location," said Janet Kersey, Deputy Director of the Daytona Beach Area CVB. "It has been a wonderful opportunity for our staff to capture folks right off the Interstate and tell them all about what the area has to offer bikers year-round. We have been busy during major special events since the dealership opened, but expect to see more and more people stop by during other times of the year."

The CVB plans to participate in the grand opening celebration at the complex, set for Memorial Day 2006. "Bruce always does things in a big way," said Kersey. "Destination Daytona is the perfect place for events during Biketoberfest®, Bike Week and the rest of the year."

To find about developments at Destination Daytona and other biker venues, visit the new site at www.bikerbeach.com or contact the Daytona Beach Area Convention and Visitors Bureau toll-free at 1-866-296-8970.