



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](http://www.daytonabeach.com)  
[www.daytonabeachcvb.org](http://www.daytonabeachcvb.org)

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Contact: Georgia Turner, Georgia Turner Group  
on behalf of the Daytona Beach Area CVB  
1-800-884-2526 or 386-673-7594, [gaturner@bellsouth.net](mailto:gaturner@bellsouth.net)

### **"BIKER BEACH" WEB SITE PROMOTES AREA YEAR-ROUND**

**Daytona Beach, Fla.** - Visitors are finding the popular web site, [www.bikerbeach.com](http://www.bikerbeach.com), one of the best places on the web for information on the bike scene in the Daytona Beach area. Launched last year by the Daytona Beach Area Convention & Visitors Bureau, the colorful web site promotes the Daytona Beach area as a year-round destination for motorcycle enthusiasts.

The site provides information on the two largest 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. For example, the site will feature information on the Destination Daytona complex grand opening in May 2006.

"We're seeing more visitors on bikes interested in the destination throughout the entire year - not just during major events," said Janet Kersey, Executive Vice President/COO of the Daytona Beach Area Convention & Visitors Bureau. "We want to make sure they have detailed information on all there is to see and do here any time of year."

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. 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 the Southeast Museum of Photography, downtown's Halifax Historical Museum and the Museum of Arts and Sciences.

One of the features on [www.bikerbeach.com](http://www.bikerbeach.com) is a booking engine that offers the area's best rates on accommodations and a link to [www.daytonabeach.com](http://www.daytonabeach.com) where visitors can find information on every kind of accommodation in the area, as well as what there is to do and see in the destination. An up-to-date availability list, an expanded calendar of events and suggestions for scenic rides around the area can also be found on the site.

Visitors to the site are invited to sign up for the official "e-Newsletter" which will provide the latest updates and happenings throughout the year. In addition to information for visitors, the site offers detailed instructions for event vendors and media updates.

Visit the site at [www.bikerbeach.com](http://www.bikerbeach.com) or contact the Daytona Beach Area Convention and Visitors Bureau toll-free at 1-866-296-8970.