



A National Scenic Byway

River of Lakes Heritage Corridor Supports our Byway Communities



Tourism

is the largest industry

86.7 million
visitors to Florida

Tourism generates
31,700 jobs and
\$421.5 million
payroll



Visitors spend
\$3.4 billion
with local businesses

25%
aware of the
Scenic Byway

West Volusia

Old Florida, New Vibe.

Most visitors travel
our **156-mile** byway for
natural beauty,
rural character and
local history

85%
plan on
returning

Visitors spent
\$124 PER DAY on the byway
\$18 MILLION
total byway annual spending



Byway-related tax revenue
(sales & property tax)
\$1.7 MILLION

Byway attributed employment
550 JOBS, \$9.7 MILLION
in labor



Volunteers contribute over **2,000 hours** a year to the
Byway community and **25x** net benefit to the community



riveroflakesheritagecorridor.org

Note: state & local tourism number reflect most recent available information

