



Daytona Beach Biketoberfest 2004 - You're Back. We're Glad - Open For Business

Bikers give much needed boost to local economy post hurricanes.

Daytona Beach, FL ([PRWEB](#)) November 2, 2004 - "You're Back. We're Glad" is the motto of Biketoberfest 2004. And it is no wonder. After Hurricanes, Charley, Frances, Ivan and Jeanne, Daytona is ready to start rebuilding - not only its infrastructure and economy, but its legendary sense of fun. Insured losses have been conservatively estimated at \$24 billion for Charley, Frances, Ivan and Jeanne combined. These figures do not include temporary and permanent job losses due to the hurricanes.

Contrary to the rumor mill that Biketoberfest had been cancelled for 2004, due to the damages sustained, it is not only alive and well, but is projected to reach numbers outstripping previous years. Local merchant, Carl's Speed Shop of Daytona Beach, advises that their profits are doubled from this time last year. "We cannot get back what has been lost through the hurricanes, but the profitability is a shot in the arm." Bruce Rossmeyer, owner of Harley Davidson, Daytona Beach concurs. "Business has increased by 50% this year over last."

Charitable fundraising by the bikers during Biketoberfest and Bike Week, through raffles, auctions, and rides for charities like Camp Boggy Creek - a camp designed for children with chronic or life threatening illnesses designed to decrease their isolation and encourages their hearts - make up between 70% and 80% of the total contributions collected annually for this and other charities. "This money stays locally to help local people", says Rossmeyer, who has pledged to raise \$1m for this Floridian charity. Bob Davis, President of the Hotel/Motel Association, is leading the fundraising efforts by serving as the 2004 United Way of Volusia-Flagler Counties Campaign Chairman. Mr. Davis insists, "This year is more important than ever. One out of every three people in this community uses the services provided United Way under normal circumstances. However, this year the need for help will be magnified due to the devastating effect caused by the hurricanes. Every dollar will provide vital services right here in our community."

To further promote biking events in the Daytona area, Rossmeyer, an entrepreneur and philanthropist, has broken ground on his latest brainchild, Destination Daytona, an ambitious project that will bring thousands of new jobs to the Ormond Beach, Florida area. The centerpiece of this enterprising \$40m retail, residential and recreational area is the new 100,000 sq ft Harley Davidson 24 hour satellite showroom. Subway, Roosters Ice Cream, Krispy Kreme and the Daytona Pig BBQ have currently earmarked the 35,000 sq ft of retail space. The entertainment band shell is to be sponsored by Coca Cola. The hotel, with condo units on top on the top floor, is projected to be completed by January 2005. Beyond that, it is unlikely that the remainder of the development will be completed before Bike Week 2005. With nearly 40 acres of parking, it will ease the congestion of Daytona Beach. It is planned to be an enhancement and an additional site for biker events previously exclusively featured at Main St., Daytona Beach.

Aswin Suri, CEO of HotStays.com, a world wide travel web site based in the historic district of Daytona Beach, supports the "You're Back. We're Glad" campaign. "Daytona is the tourist capital of the world. We have tourism and hospitality down to an art." Mr. Suri advises that HotStays.com research reveals that "The biker events have a \$744 million economic impact on Daytona Beach, by far the largest of the city's "special events." That's significantly more than the \$561 million generated by the Daytona 500 and the Pepsi 400 at the Daytona International Speedway, the \$196 million from spring break and the \$145 million from the annual Black College Reunion gathering. Bikers bring a much needed economic and charitable boost to



Daytona, which far outweighs the temporary congestion found during Biketoberfest. The hurricanes may have damaged our properties, but it cannot damage the big hearts of Daytona residents. That is what makes this town such an attraction to year round tourists and bikers alike.Â□

International Web Media, LLC, based in Daytona Beach, Florida is a specialist real estate, travel technology corporation. Its flag ship HotStays.com assists Hotels, Vacation rentals, and Bed & Breakfasts in marketing and advertising their properties on Google, Yahoo and other search engines.

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Contact Information

Lee-Ann Schoedinger

International Web Media, LLC

<http://www.hotstays.com>

386-248-3990

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