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## FOR RELEASE

### **Biketoberfest Motorcycle Rally Oct. 13-16 in Daytona Beach Area is On**

*Clean up from Hurricane Matthew in full swing, event proceeding*

DAYTONA BEACH, Fla. (October 10, 11 a.m.) - Organizers of the 24<sup>th</sup> Annual Biketoberfest® motorcycle rally, October 13-16, report that the county-wide event is proceeding.

Clean up from Hurricane Matthew is in full swing and hotels, restaurants and event venues are working around the clock to get ready.

Venues, such as Riverfront Park in downtown Daytona Beach and Main Street, are reporting vendor set up is underway.

The status of individual properties is changing rapidly as power is restored throughout the area. Visitors with lodging reservations in the area are urged to contact their hotel directly by email and phone to confirm their reservation status.

“We are in the process of contacting all of our tourism partners to determine their status,” said Daytona Beach Area Convention and Visitors Bureau Executive Director Lori Campbell Baker. “In addition to contacting their hotels directly to confirm reservations, visitors are encouraged to go to [Biketoberfest.org](http://Biketoberfest.org) and [DaytonaBeach.com](http://DaytonaBeach.com) for more updates.”

#### ***About the Daytona Beach Area***

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida’s East Coast comprising eight distinct communities. Recognized worldwide for its annual events including Bike Week, Biketoberfest®, the Rolex 24 At Daytona and the Daytona 500, Daytona Beach’s famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the ‘World Center of Racing.’ With more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. Visitors can enjoy the quintessential vacation experience beginning with the Daytona Beach Boardwalk and Pier, or choose from a surprising list of attractions and cultural venues and a colorful culinary scene. With 23 miles of world-famous beaches ideal for shelling, swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction and Best Spring Family Break Beach Destination** in the Top 10 Best Readers’ Choice travel award contests sponsored by *USA TODAY*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit [DaytonaBeach.com](http://DaytonaBeach.com). For real-time updates, visit [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://www.twitter.com/DaytonaBeachFun).

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