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MOTORCYCLE RIDE APP HELPS BIKETOBERFEST® VISITORS FIND TOP RIDES

Biketoberfest® 25th Chrome Anniversary October 19-22 is on!

DAYTONA BEACH, Fla. (September 28, 2017) – October means great motorcycle riding weather and what better way to celebrate the season than with the 25th Chrome Anniversary of Biketoberfest® October 19-22 in Daytona Beach, Florida.

This is the 25th Anniversary of Biketoberfest® (#25YearsBold) and the Daytona Beach Area Convention and Visitors Bureau (CVB) wants to help both returning and new attendees explore the area's 23 miles of coastline and neighboring communities during their visit.

The CVB is using REVER, a free motorcycle trip planner app that, once downloaded on a smart phone, provides followers of "Biketoberfest Rally" with turn-by-turn directions to the area's top rides. All the rides originate in Daytona Beach. More information about the rides and the app are available at Biketoberfest.org/top-rides.

"We tracked seven rides using REVER's Butler Maps to help riders find the hot spots they've heard about," said Tonya West, CVB communications coordinator, "and some new experiences as well. These rides will also help answer some common questions we get asked at the Welcome Center on Beach Street including: 'How do you get to The Loop? Where's the Lighthouse? Is Midtown far from here?' Using the tracked rides app, visitors can get a quick lay of the land and they can share their rides with friends, too."

-GEICO Motorcycle® Street Festival Ride <https://www.daytonabeach.com/biketoberfest/top-rides/street-festival-ride/>

To Main Street, Riverfront Park and Midtown and back

-Daytona Beach Racing & Card Club Lucky Ride <https://www.daytonabeach.com/biketoberfest/top-rides/lucky-ride/>

From Daytona Beach Racing & Card Club to DeLand and back

-The Loop <https://www.daytonabeach.com/biketoberfest/top-rides/the-loop/>

A 30+ mile loop through Ormond Beach known for its lush canopies of live oaks, scenic river and marsh view

-Iconic U.S. Hwy 1 Ride <https://www.daytonabeach.com/biketoberfest/top-rides/iconic-us-hwy-1-ride/>

Features the area's iconic restaurants and bars to scenic A1A, The Loop and back

-National Seashore Ride <https://www.daytonabeach.com/biketoberfest/top-rides/national-seashore-ride/>

Through New Smyrna Beach to Canaveral National Seashore and back

-Ponce Inlet Ride <https://www.daytonabeach.com/biketoberfest/top-rides/ponce-inlet-ride/>

To Ponce Inlet Lighthouse and back

-Old City Ride <https://www.daytonabeach.com/biketoberfest/top-rides/old-city-ride/>

To St. Augustine and back

"Biketoberfest® generates an economic impact of more than \$40 million," said CVB Executive Director Lori Campbell Baker. "With Hurricane Irma well behind us the event will pump much-needed revenues into our local businesses. We want to assure rally-goers that Biketoberfest® is on!" A lodging availability list is available at Biketoberfest.org.

Supporting the event this year is Chrome sponsor **GEICO Motorcycle®**, Leather sponsor **Lawlor & Associates**, promotional sponsor **Daytona Beach Racing & Card Club**; and **WHOG-FM The Hog 95.7**, the official radio station of Biketoberfest®.

Official Kick Off at Daytona International Speedway

Biketoberfest® officially kicks off with a **press conference Thursday, October 19, at 10 a.m.** at Daytona International Speedway. The event is open to the public. Held on the Harley-Davidson Thunder Alley Stage next to the FPL Solar Pavilion in the Midway, this fan-friendly area is also a major hub of Biketoberfest® activity.

The rally tradition will continue along Main Street, Riverfront Park and Midtown in Daytona Beach, as well as at Destination Daytona and U.S. Hwy 1 in Ormond Beach, and throughout Volusia County in nearby New Smyrna Beach and DeLand.

At the Official Biketoberfest® Welcome Center on Beach Street, staff will be handing out free (while supplies last) 25th Anniversary collectible Official Biketoberfest® posters, pocket guides and pins, and encouraging visitors to mark their home town on world maps. To pre-register for a 25th Anniversary pin, visit Biketoberfest.org.

Signature Events:

- Pre-Biketoberfest® events: Daytona Blues Festival October 6-8 and Fuel-Up Concert at Destination Daytona, October 14
- Free (while supplies last) Official Biketoberfest® 25th Anniversary Collectible poker chips, posters, pins and pocket guides at the Official Biketoberfest® Welcome Center on Beach Street, October 19-22
- Main Street, Riverfront and Midtown Street Festivals, October 19-22
- Live music at legendary Iron Horse Saloon/US1 in Ormond Beach, October 19-22
- Free Biketoberfest® Concert with Journey Tribute band Don't Stop Believin' at Daytona Beach Racing and Card Club, October 19
- Beach and Bikes Historical Exhibit at Ponce Inlet Lighthouse, October 20-22
- Old Speed Show at New Smyrna Speedway, October 21
- 34th Annual Race of Champions Championship Cup Series Motorcycle Race and American Sportbike Racing Association Motorcycle Race at Daytona International Speedway, October 21-22, and Hot Leathers Fashion Show, October 21

New! 25th Anniversary Poker Chip

“New this year is a 25th anniversary poker chip from Daytona Beach Racing & Card Club,” said Kay Galloway, director of marketing and design for the CVB. “The card club is holding a special event on opening day October 19 with vendors and special give-aways.” Rally goers can pick up a free collectible poker chip at the Welcome Center on Beach Street or one of the CVB's two Visitor Centers located at Daytona International Speedway and Bruce Rossmeyer's Daytona Harley-Davidson at Destination Daytona Complex.

About the Daytona Beach Area and Biketoberfest®

Starting in 1993, **Biketoberfest®** now draws more than 100,000 motorcycle riders and enthusiasts to the rally in Daytona Beach every October. Recognized worldwide for its annual events including Bike Week, 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. Ranked #1 in Travel Channel's 2017 **“Top 10 Attractions in Florida**, and one of TripAdvisor's 2016 **“10 Most Affordable Beach Vacations on Florida's East Coast”** and **“25 Most Popular Summer Vacation Rental Spots in the US.”** With 23 miles of world-famous beaches ideal for 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. Visit Biketoberfest.org, Facebook.com/Biketoberfest or Instagram.com/BiketoberfestRally.