

MAILER:

Daytona Beach Biketoberfest

OBJECTIVE:

Daytona Beach faced the challenge of promoting their Biketoberfest and increasing event engagement and bookings at local hotels during the event.


SOLUTION:

For 33 years Biketoberfest has been bringing four days of concerts, demo rides, races, shows and fun to Daytona Beach and the city wanted this year's event to be the biggest Biketoberfest ever. eTargetMedia planned and executed a strategic email marketing campaign that targeted Motorcycle Owners and Enthusiasts with a proven interest in biker events. eTargetMedia strategically selected the Avid Motorcycle Enthusiasts file and geo-targeted the most passionate motorcycle enthusiasts living in Florida and the surrounding states of Georgia, Alabama, South Carolina, and North Carolina. The campaign was geo-targeted to states in the South East of the U.S. because these avid bikers live within driving distance of the event and many would even ride their motorcycles to partake in the festivities. The campaign featured two deployments with information about Biketoberfest with details on the event, the best rides and why bike fans should attend.

OUTCOME:

The email campaign delivered high open and click through rates and was extremely successful in promoting Biketoberfest to avid bikers. It also helped increase traffic to the website and boost event engagement.


DAYTONA BEACH



Be Here When It Happens.
October 16-19, 2025

For the 33rd year, Biketoberfest® roars into Daytona Beach, bringing with it four days of concerts, demo rides, races, shows and full-throttle fun. From cruising along the shoreline to picking up a few new parts to customize your ride to just hanging out with fellow bikers, it's an event not to be missed.


[Get Info](#)



See Your Favorite Biketoberfest® Events

Among this year's highlights are the Fall Cycle Scene at the legendary Daytona International Speedway, lively Midtown street celebrations, the bustling rally vendors at Destination Daytona and much, much more.

[Find An Event >](#)



Daytona Beach's Best Rides

October is the perfect time of year to enjoy amazing weather in Daytona Beach, and Biketoberfest® has no shortage of rides to help you get out and enjoy it. Some amazing options include The National Seashore Ride, Old City Ride and The Loop — a 30+ mile loop through lush canopies of live oaks with scenic river and marsh views.

[Find More Rides >](#)

Daytona Beach Area Convention & Visitors Bureau
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