

Halifax Area Advertising Authority

Halifax Area Advertising Authority (HAAA)

- Board Members appointed by Volusia County Council
- d/b/a Daytona Beach Area Convention & Visitors Bureau (CVB)
- CVB Employees (14 full-time):
 - Group Sales (Meetings & Conventions, Tour & Travel, Sports)
 - Marketing & Design
 - Communications
 - Finance/Accounting
 - Visitor Information Centers (Speedway, Destination Daytona)



HAAA Mission:

The mission of Halifax Area Advertising Authority is to contribute to and enhance the overall economic prosperity of the Halifax Area Taxing District and all of Volusia County through the successful promotion of the area as a preferred tourism destination.



Three Destinations = One Memorable Vacation

Halifax Area Taxing District

- Ormond By The Sea, Ormond Beach, Daytona Beach, Daytona Beach Shores, Ponce Inlet, Holly Hill and South Daytona
- 200+ properties/12,000+ rooms

Other Tourism Taxing Districts

- Southeast Volusia Advertising Authority (New Smyrna Beach)
- West Volusia Tourism Bureau





Funding: Who Pays Bed Tax?

Visitors pay Bed Tax (not a tax on residents)

Collected on short-term overnight stays (< 6 months)

- Tourist Development Tax (3%)
 - Volusia County-wide, for Ocean Center Convention Center
- Convention Development Tax (3%)
 - 3 Tourism Bureaus (each bureau levies separately)
 - Halifax Taxing District -- \$15 million (FY 2022-23) vast majority spent promoting the destination outside the area to drive overnight stays







Number of Jobs Generated by Tourism Overall



52,700

With a Payroll Exceeding



> \$700 Million



Number of Jobs Generated by The Lodging Industry 3,100





With a Payroll Exceeding

\$62.5 Million



Percent of Local Sales Tax Paid by Visitors 40%



Number of Visitors

9.9 Million

Overnight stays in accommodations, their own part-time residences, or with friends and family

14 Social Media Channels















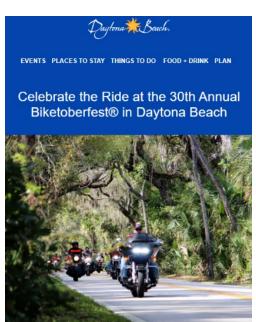
- Daytona Beach Facebook, Instagram, Twitter, Pinterest, YouTube, TikTok
- Biketoberfest® Facebook, Instagram, Twitter, YouTube
- Sales LinkedIn
- Sports Facebook, Instagram, Twitter



Monthly eNewsletters







- Monthly inspiration to databases by interest:
 - Events & Festivals
 - Arts & Culture
 - O Deal/Specials
 - O Golf
 - O Auto Racing
 - Motorcycle Rallies



Annual Events

- O Biketoberfest®
- Marketing support to other events:
 - Daytona Beach Bike Week
 - Jeep Beach
 - Daytona Turkey Run (Spring and Fall)
 - Epson Golf Tournament
 - O P1 Aqua X
 - Many more











Partner Outreach

- Connor Rand, Tourism Partner Liaison & Promotions Coordinator
- CVB Tourism Partner Free
- Partner access through Partner Gateway
 - Update your listing
 - Change or add photos
 - Access to photos, videos, content
- Beach Blast marketing opportunities
- Tourism Today CVB activities









Thank You!

