

# Welcome

*Lori Campbell Baker, Executive Director  
Daytona Beach Area Convention & Visitors Bureau  
[www.daytonabeach.com](http://www.daytonabeach.com)*



# 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

# Tourism Drives Economic Impact



# Economic Impact of Tourism in Volusia County

**Total Visitor Expenditures in Our Community**



**\$5.5 Billion**

More than 85% is spent in local businesses  
other than accommodations

## 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
- Deal/Specials
- Golf
- Auto Racing
- Motorcycle Rallies

# Annual Events

- Biketoberfest®
- Marketing support to other events:
  - Daytona Beach Bike Week
  - Jeep Beach
  - Daytona Turkey Run (Spring and Fall)
  - Epson Golf Tournament
  - 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!**

**DAYTONA  
BEACH®**

The logo for Daytona Beach is displayed in a white rectangular box. It features the words "DAYTONA" and "BEACH" in a bold, blue, sans-serif font, stacked vertically. The letter "O" in "DAYTONA" is replaced by a circular emblem. This emblem is light green and contains a stylized sun with rays at the top and wavy lines representing water at the bottom. A registered trademark symbol (®) is located at the end of the word "BEACH".