



Media Contact: Kate Holcomb, APR
Daytona Beach Area Convention and Visitors Bureau
kholcomb@daytonabeach.com
386-255-0415, ext. 125

FOR RELEASE

Halifax Area Advertising Authority Welcomes a New Member, Elects Officers

DAYTONA BEACH, Fla. (May 23, 2019) – The Halifax Area Advertising Authority welcomed a new member - Josh Harris - and elected officers at its May 20 meeting.

This was the first HAAA meeting held since Harris was appointed to the HAAA board by the Volusia County Council in April. Harris is the senior director of ticketing and guest services with Daytona International Speedway.

The board on Monday also elected Linda Bowers with the Residence Inn Daytona Beach Oceanfront as chair; Jim Berkley with the Hilton Daytona Beach Oceanfront Resort as vice-chair; and Androse Bell with the Hard Rock Hotel Daytona Beach as secretary/treasurer.

The HAAA board oversees the Daytona Beach Area Convention and Visitors Bureau (CVB). The CVB promotes the Daytona Beach and Volusia County area as a vacation destination using Convention Development Tax revenues, taxes paid by visitors who stay in hotels, campgrounds and other short-term vacation properties. Last year, visitors spent \$6.10 billion with local businesses in Volusia County.

More information about the HAAA Board and the CVB is available on DaytonaBeach.com.

About the Daytona Beach Area

Experience endless adventures in the Daytona Beach area, a destination comprised of eight distinct communities offering visitors the perfect beach base camp to explore Florida's East Coast. With 23 miles of world-famous beaches ideal for swimming, surfing and serenity, it is no surprise TripAdvisor ranked Daytona Beach a **2018 Best Weekend Getaway**, a **10 Most Affordable Beach Vacation on Florida's East Coast** and **1 of 25 Most Popular Summer Vacation Rental Spots in the US**. Visitors can enjoy experiences beyond the beach by choosing from a surprising list of outdoor adventures, family-friendly attractions, arts and cultural venues and a colorful culinary scene. Recognized worldwide for 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.' The destination boasts more than 200 different places to stay offering accommodations for all lifestyles and budgets from 4-star resorts to hotels, B&Bs and everything in between. To receive a complimentary Visitors Guide, find a place to stay or discover things to do, or connect on social media visit DaytonaBeach.com.

###