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FOR RELEASE

Daytona Beach Area Convention and Visitors Bureau Executive Director Earns International Certification

Lori Campbell Baker receives Certified Destination Management Executive designation

DAYTONA BEACH, Fla. – (August 6, 2019) – Lori Campbell Baker, executive director of the Daytona Beach Area Convention and Visitors Bureau (CVB,) has earned her Certified Destination Management Executive credential from Destinations International.

The Certified Destination Management Executive (CDME) credential is the only integrated executive program specifically designed for the destination management industry.

“Congratulations to those who have earned their CDME credential, the tourism industry's highest individual achievement.” said Don Welsh, president and CEO of Destinations International. “These leaders are now equipped with the knowledge needed to adapt to and manage the increasing change and competition facing our industry.”

Destinations International, which oversees the CDME program, is a global trade association for tourism marketing and management professionals. The curriculum focuses on vision, leadership, productivity and implementing business strategies.

Campbell Baker, who previously served as the CVB’s communications director, also holds the credential of Accredited Public Relations Professional (APR) from the Florida Public Relations Association.

“This accreditation process has truly been a fascinating one,” says Campbell Baker, who graduated from the CDME program July 25. “I committed to this educational program in the summer of 2016 when I assumed the position of CVB executive director. Over these past three years I’ve been fortunate enough to connect with some amazing leaders of destination marketing organizations throughout the world. The core classes and electives have covered all aspects of the marketing process, from management and operations, to human resources and sales. The perspective has been invaluable, and I really appreciate the opportunity to participate.”

About the Daytona Beach Area Convention and Visitors Bureau

The Halifax Area Advertising Authority (HAAA) is an 11-member board appointed by the Volusia County Council. HAAA does business as the Daytona Beach Area Convention and Visitors Bureau (CVB) and oversees the spending of bed tax funds which paid by visitors (not residents) and collected on short-term overnight stays. The CVB is an accredited destination marketing organization through Destinations International. It works with area tourism and hospitality-related businesses, organizations, and event promoters to represent the area to potential travelers, tour operators, travel agents, meeting planners, and the travel media. The CVB’s mission is to contribute to and enhance the overall economic prosperity of the Halifax Taxing District and all of Volusia County through the successful promotion of the area as a preferred tourism destination. For more information, visit www.DaytonaBeach.com.



About Destinations International

Destinations International is the world's largest resource for official destination organizations, convention and visitors bureaus (CVBs) and tourism boards. It has more than 4,700 members and partners from nearly 600 destinations in approximately 15 countries. For more information, visit www.destinationsinternational.org.

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