



2026-2027 MARKETING PLAN

Daytona Beach Area Convention
& Visitors Bureau

Halifax Area Advertising Authority





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CNTENTS



VISION:

To be world-renowned
for iconic beaches,
endless adventures,
and memorable
experiences

MISSION:

Driving economic
and community vitality
through destination
promotion

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Daytona Beach

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Beach Bar

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Coral Sands Inn

Jonny Magill

Jonny Nomad Media

Mark McDonald

Bahama House/GDAF Investments
Ltd. Partnership

Frank Molnar

Lifestyle Group

Sandra Whittington-Boone

Marriott International

ADVISORY COMMITTEES



Advertising: Meets bi-monthly plus potential workshops to review leisure advertising strategy, media and creative campaign developed by the Agency of Record. Additional duties include reviewing applications for event marketing funding.

Arts, Culture & Heritage Tourism: Meets quarterly to assist staff in reviewing CVB content and to share information with and from the arts and culture community to help ensure that arts and culture is well represented in marketing the destination to visitors.

Biketoberfest®: Meets annually and provides assistance in developing the advertising plan and marketing opportunities for this annual event. Members also review the Biketoberfest® Master Plan for the City of Daytona Beach.

Human Resources: Meets quarterly or as needed, providing leadership and support in personnel and human resource areas including employee relations, compensation, benefits and staff development, and assists management with fostering a positive and productive work environment.

Meetings & Conventions: Meets bi-monthly plus potential workshops to assist the staff in crafting the overall sales plan to include strategic direction, trade show schedule and other promotions geared toward developing the meetings and conventions business.

Sports: Meets bi-monthly plus potential workshops to assist in developing strategic direction and marketing opportunities for the development of the group sports market. Assists with the creation of a Local Organizing Committee (LOC) for various sporting events.

Tour & Travel: Meets bi-monthly plus potential workshops to provide input and overall strategic direction relative to trade show schedules and promotional events. Focuses on developing new opportunities generated by international and domestic tour operators and travel agents.



OVERVIEW: THE PLAN

The Next Wave

Every destination has defining moments — times when momentum builds, energy rises, and the future begins to take shape in new and exciting ways. For the Daytona Beach area, that moment is now. We are standing at the edge of “the next wave” - a wave of innovation, investment, and opportunity that is reshaping how visitors experience our community and how our community sees itself.

Across the region, new stories are unfolding. Expanded air service at Daytona Beach International Airport is connecting us to more travelers than ever before. The Ocean Center continues to elevate its role as a hub for meetings, events, and entertainment. New hotels, refreshed attractions, renovated sports facilities, and a growing collection of independent restaurants are adding depth, character, and authenticity to our destination. Enhancements like dog-friendly beaches and upgraded sports facilities reflect a community that is evolving with intention and pride.

This rising energy is being felt far beyond our shores. Meeting planners,

travel advisors, journalists, influencers, content creators, and leisure travelers are discovering a destination that blends coastal spirit with genuine hospitality — a place where history and innovation move forward together.

In Fiscal Year 2026-27, more than \$14.5 million in Convention Development Tax (“bed tax”) dollars will fuel our marketing, sales, and communications initiatives. These investments allow us to amplify our message, expand our reach, and compete with confidence in a crowded global marketplace.

Tourism continues to be one of our region’s most powerful forces for good. In 2025, visitors generated nearly \$3.4 billion in total economic impact. They spent more than \$2.7 billion with our local businesses, supported more than 28,000 leisure and hospitality jobs, and contributed 27% of all sales tax revenue collected in Volusia County. These numbers reflect not just economic strength, but the essential role tourism plays in supporting the quality of life for our residents.

Our partnerships — with VISIT FLORIDA, Destinations Florida,

Destinations International, Visit West Volusia, Visit New Smyrna Beach, the Ocean Center, Daytona Beach International Airport, the Florida Restaurant and Lodging Association, and our municipal and Chamber partners — continue to expand our capacity and amplify our collective impact.

This marketing plan and budget outline our strategy for navigating “the next wave” - a wave of opportunity that will carry our destination forward. Together, we will continue to build a stronger visitor economy, support our local businesses, and enhance the community we proudly call home.

Here’s to the year ahead — and to the next wave of growth, creativity, and shared success.

Sunny Regards,



Lori Campbell Baker, APR, CDME
Executive Director

OUR HISTORY – WHO IS THE CVB?



The Halifax Area Advertising Authority (HAAA) dba the Daytona Beach Area Convention & Visitors Bureau (CVB) is one of three destination marketing organizations in Volusia County. It is tasked with promoting and advertising the greater Daytona Beach area – which includes many assets throughout the county – to the traveling public, in order to garner overnight stays and positive economic impacts.

Tourism marketing is not funded by our citizens or our local governments. Instead, each of the area's destination marketing organizations (CVBs) is funded by the three-percent Convention Development Tax, which is a tax on short-term accommodations located within their respective districts. The Daytona Beach Area Convention & Visitors Bureau covers the Halifax Area Taxing District. In addition to generating Convention Development Tax revenues, the CVB also generates a small amount of revenue through sponsorships, cooperative promotions and advertising.

(FYI, another totally separate “bed tax” levied in the area is the three-

percent Tourist Development Tax. This tax is levied on those same properties countywide and is currently paying down the bonds on the Ocean Center Convention Center).

Unlike the Tourist Development Tax, the Convention Development Tax in our area is dedicated specifically to tourism marketing. In 1984, the Volusia County Council under Florida Statute 212.0305 created the HAAA board to administer and disburse the proceeds from this (now three-percent) Convention Development Tax. This 11-member Authority meets bi-monthly to receive updates and review additions or modifications to the budget and marketing plan. As mandated by law, a majority of the Authority represents lodging facilities within the Halifax

Taxing District, and the remaining members represent a variety of tourism-related businesses from throughout the district.

The CVB is a research-driven, data-inspired organization. Its staff and Board set Key Performance Indicators that drive performance-based marketing, advertising and promotions – all with the goal of elevating both the destination's brand and visitors' awareness of tourism assets throughout Volusia County.

In order to organize and implement all destination marketing programs for the area, HAAA currently contracts for employees through AUE/Oasis/ Paychex Staffing.



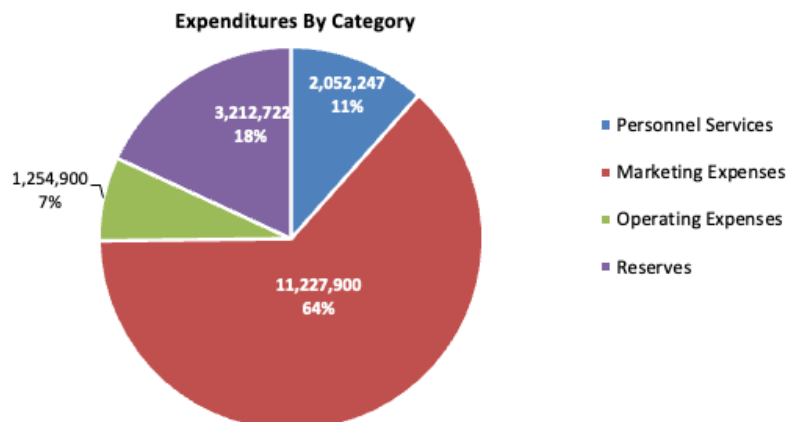


BUDGET



Summary Budget Comparison Halifax Area Advertising Authority

	FY 2024-25 Actuals	FY 2025-26 Adopted	FY 2025-26 Estimate	FY 2026-27 Proposed
Revenues By Source				
Convention Development Taxes	12,192,473	12,622,598	12,356,107	12,475,019
Interest Income	326,434	190,000	194,679	145,000
Misc. Revenue	44,310	130,000	110,000	160,000
Appropriated Fund Balance	8,791,132	6,527,705	7,257,527	4,967,750
Total Revenues	\$ 21,354,349	\$ 19,470,303	\$ 19,918,313	\$ 17,747,769
Expenditures by Category				
Personnel Services	1,718,309	1,995,845	1,770,317	2,052,247
Marketing Expenses	11,227,555	12,446,250	11,970,839	11,227,900
Operating Expenses	1,150,958	1,315,790	1,209,407	1,254,900
Total Operating Budget	\$14,096,822	\$ 15,757,885	\$ 14,950,563	\$ 14,535,047
Reserves	0	3,712,418	0	3,212,722
Total Expenditures	\$ 14,096,822	\$ 19,470,303	\$ 14,950,563	\$ 17,747,769
Revenues vs Expenditures	7,257,527	0	4,967,750	0
Number of Full-Time Positions	19	19	19	19
Number of Part-Time Positions	5	5	5	4



MARKETING & DESIGN





LEISURE MARKETING

The Marketing Department strategically positions the Daytona Beach area as an inviting, experience-rich destination for leisure travelers. Through impactful storytelling and consistent branding, the department develops integrated campaigns with an always-on approach across digital, social, and traditional media. Efforts are informed by research and performance data, guiding a full-funnel approach to help drive overnight visitation and economic impact.

OVERALL GOALS:

- Increase overnight stays and length of stay
- Strengthen year-round tourism demand, including shoulder seasons
- Position the destination's uniqueness through creative execution
- Attract higher household income travelers while maintaining broad appeal
- Grow social media engagement through compelling visual storytelling
- Support visitation during lower-demand periods through seasonal initiatives program
- Leverage events as key drivers for visitation

SPECIFIC GOALS:

DaytonaBeach.com

- Increase new users by 15%
- Increase traffic to Places to Stay page by 25%

First Party Data

- Increase email collection by 25%

Social

- Increase fans/followers by 30%

Tools to Measure Marketing Success

Bed Tax Collections, Zartico, Visitor Profiles, Key Data, Smith Travel Research (STR)

Return On Ad Spend (ROAS)

Website traffic and engaged sessions – drive previous and new users, page views, time on site

Destination Guide distribution – views, digital downloads, by mail, shows, brochure racks

Database growth – overall and audience segmentation

Economic impact through visitor spending

Fans, followers, content consumption, resharing through social channels



LEISURE TARGET AUDIENCES:

Adults (ages 25-54), including:

- Families
- Couples
- Singles
- Empty Nesters
- Seniors
- Diversity

Household Income: \$100K+

In addition to beach vacationers, target niche markets include:

- Golf
- Pickleball
- Arts, Culture & History
- Outdoor Enthusiasts
- Racing
- Motorcycle Enthusiasts
- Deal Seekers
- Events

LEISURE MARKETING STRATEGIES:

- Retain annual visitors
- Increase first-time visitors
- Target younger audiences
- Extend length of stay
- Continue to attract visitors with higher household income
- Increase visitation during slow periods
- Execute a measurable cross-channel media plan
- Use creative messaging to improve the destination's perception
- Foster brand engagement
- Build interest and consideration through social platforms



US TARGET MARKETS:

Primary: Florida

- Ft. Lauderdale
- Ft. Myers/Naples
- Gainesville
- Jacksonville
- Miami
- Ocala
- Orlando
- Tampa/St. Petersburg
- West Palm Beach

Secondary: Out-of-State

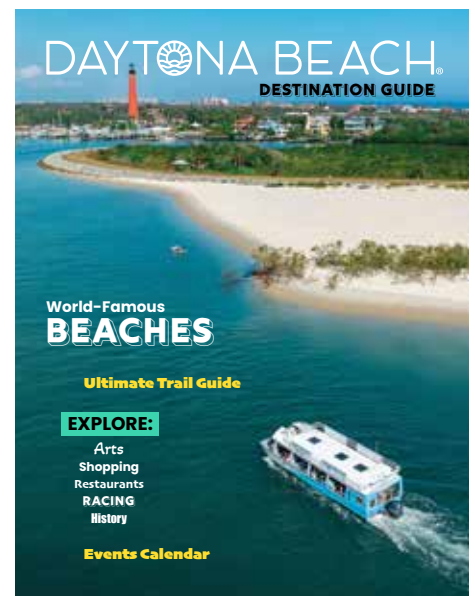
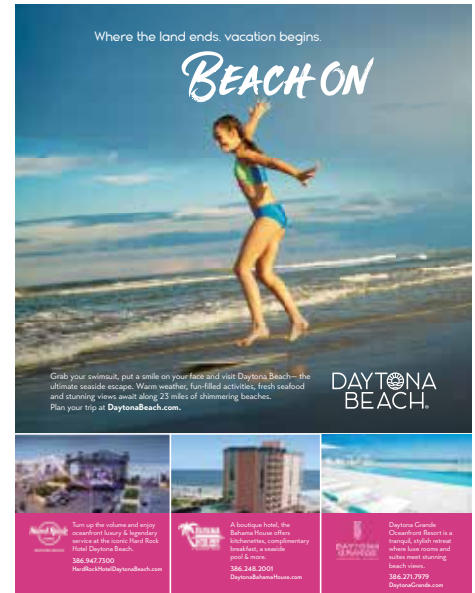
- Georgia
- Illinois
- Indiana
- Michigan
- New York
- North Carolina
- Ohio
- Pennsylvania
- South Carolina
- Tennessee
- Texas

INTERNATIONAL TARGET MARKETS:

- Brazil
- Toronto & Montreal, Canada
- United Kingdom

2025 Visitor Data in Market – Source Zartico

Visitor Market Area	Visitors % of Total
Orlando-Daytona Beach-Melbourne FL	13.49%
Tampa-St. Petersburg-Sarasota FL	8.85%
Jacksonville FL	8.25%
Miami-Ft. Lauderdale FL	4.96%
New York NY	4.42%
Atlanta GA	4.19%
West Palm Beach-Fort Pierce FL	3.49%
Philadelphia PA	1.94%
Boston MA-Manchester NH	1.72%
Chicago IL	1.70%
Washington DC-Hagerstown MD	1.55%
Gainesville FL	1.49%
Charlotte NC	1.48%
Greenville-Spartanburg-Anderson SC-Asheville NC	1.28%
Ft. Myers-Naples FL	1.15%
Detroit MI	1.15%
Tallahassee FL-Thomasville GA	1.08%
Savannah GA	1.08%
Nashville TN	1.04%



CONSUMER PROMOTIONS:

Consumer Promotions focus on brand awareness at well-attended travel and interest shows, distributing Daytona Beach vacation information, and collecting data.

Action Plan:

Attend select high-volume consumer travel shows in key markets (New York, Chicago, Washington D.C., etc.)

- Enhance booth experience with interactive elements and giveaways
- Include a vacation giveaway to capture first-party data

Provide collaterals at all VISIT FLORIDA Welcome Centers

At the two CVB Visitor Information Centers located at Daytona International Speedway and Teddy Morse's Daytona Harley-Davidson:

- Offer free collateral distribution opportunities for our tourism partners
- Collect consumer data for future communication opportunities
- Engage with visitors arriving in market with travel and destination information





ACTION PLAN:

- Evolve the “Beach On” campaign with playful and diverse messaging
- Increase website traffic using SEO (Search Engine Optimization), SEM (Search Engine Marketing), and incorporate AEO (Answer Engine Optimization)
- Continue to use the full-funnel marketing approach, with an emphasis on the top of the funnel to attract new audiences and build destination awareness
- Focus primarily on digital and social media while continuing to use traditional media
- Market to potential visitors from the moment they start searching for travel
- Conquest and convert consumers who are considering other destination competitors
- Increase organic social frequency and engagement
- Use all available research to guide the selection of message, market, and media
- Explore co-branding promotional opportunities to extend reach to new audiences
- Use paid and owned media to have an “always on” approach
- Geo-target consumers through digital and social media opportunities
- Develop co-op advertising opportunities for tourism partners
- Improve user experience (UX) on DaytonaBeach.com
- Drive website traffic through video content
- Host influencers and/or content creators for a first-person point of view on social platforms
- Continue to learn how consumers use Large Language Models (LLMs) as a research travel tool
- Seasonally work with Online Travel Agents (OTAs) to develop programs for partners in need during slow periods
- Promote airlift for direct flight markets
- Utilize Artificial Intelligence (AI) or other advanced tools for marketing purposes
- Increase long video content for social platforms like YouTube
- Continue to capture video and photo content for digital libraries and social content
- Develop email campaigns that target specific markets and consumer interests
- Create register-to-win promotions and social media campaigns to grow databases
- Partner with VISIT FLORIDA, Destinations Florida, and Southeast Tourism Society to leverage buying power and market reach

TOURISM PARTNERS:

The CVB values its tourism partners and offers support, education, social media, events, and marketing opportunities. Tourism partners include local lodging, attractions, arts and culture, dining, retail, and other tourism-related businesses. There is no cost to be a tourism partner.

Action Plan:

- Increase engagement on Partner Gateway (the CVB extranet portal)
- Improve image and video libraries for partner access
- Host Tourism Partner Learning Sessions to educate and support partner needs
- Survey partners to understand their needs and challenges
- Host signature partner events
- Provide content resources and marketing tools
- Create co-op advertising opportunities and paid partner exposure on DaytonaBeach.com



TOURISM EVENTS:

- Continue to support annual, high-impact events with marketing dollars
- Seek new tourism events for needs periods to generate overnight stays
- Assist event visitors with travel and destination information
- Evolve Biketoberfest® marketing efforts and sponsorships to attract new riders; offer advertising opportunities on all owned assets
- Increase Biketoberfest® sponsorships to support advertising efforts



CREATIVE & DESIGN:

- Develop informative and impactful collaterals for both visitors and industry professionals
- Produce and sell the annual Destination Guide, the primary inspirational piece which sells the destination
- Assist all departments with creative and marketing services including brochures, booths, video, imagery, ads, social, etc.
- Continue to develop photo and video content for social media channels, collaterals, YouTube, industry and consumer sites
- Maintain brand standards for all destination marketing materials

GROUP SALES





The Group Sales Department will incorporate strategies and tactics that consistently evolve to address ever-changing markets while implementing core practices and fresh ideas.

Group Sales will place strong emphasis on prospecting, creating greater recognition in the Association, Corporate, Government, Social, Sports and Travel Trade market segments. Group Sales will increase visibility and recognition through tradeshow sponsorships and amplified marketing in select publications.

Group Sales will work with area partners to support, expand and diversify business opportunities. Group Sales will continue to focus on planner/buyer needs that include quick and easy communications via digital platforms highlighting destination assets, sustainability, shoulder seasons, and Monday – Thursday meeting patterns.

STRATEGIES:

- Increase Request for Proposal submissions (RFPs) and increase conversion percentages for booked business
- Collaborate with the Ocean Center and Daytona International Speedway to identify potential city-wide opportunities
- Focus on groups that will consider multi-year contracts
- Target need periods / weekdays and utilize incentive dollars to assist in closing business
- Utilize trade shows, memberships, and direct sales messaging to increase destination awareness. Analyze Return On Investment (ROI) and track production
- Offer convention support services to heighten business retention and event support programs
- Strategically placed advertising (print/digital) and editorial in key trade media creating a strong presence through social media channels and email marketing
- Sports branding with a focus on building on the success of sports programs and facilities located in the destination

SPECIFIC GOALS:

- Leads sent: 425
- Groups booked: 140

AREAS OF CONCENTRATION

City-wide opportunities
Multi-year hotel agreements
Sports events
Hotel/small market meetings
Domestic/international travel trade
Convention support services

MARKETS

Religious/faith-based
National and state associations
State government
Specialty/social
Corporate
Third-party/independent planners
Incentive meetings
Sports
Tour & Travel
Foreign independent travelers

ACTION PLAN:

- Promote Daytona Beach at Trade and Travel Shows in all markets. Partner with VISIT FLORIDA for increased exposure at select opportunities
- Conduct Sales Missions, Familiarization (FAM) Tours, and Client Events
- Maximize use of databases from tradeshow and industry memberships
- Utilize Act On for pre and post tradeshow email marketing
- Promote meeting planner site visits to build brand awareness
- Development of small and mid-sized meetings leads for area hotels that accommodate smaller meetings, including military, weddings, and family reunions
- Strengthen the corporate meeting incentive market to bring additional exposure to Daytona Beach and new hotels
- Continue strategic growth with third-party planners
- Actively revisit all lost business to determine booking potential
- Maintain and enhance the CVB's reporting systems and data collection processes
- Utilize event sponsorships to include attending industry events with Meetings Professionals International, Florida Society of Association Executives, Christian Meetings and Conference Association, Florida Encounter, and Northstar Travel Group
- Working with our Agency of Record, leverage exposure to attract a higher ROI clientele
- Utilize Website Marketing to increase website visitation

TOUR & TRAVEL:

The Tour & Travel market, also referred to as Travel Trade, includes domestic and international tour operators, travel agents and online sellers of travel to the greater Daytona Beach area.

STRATEGIES:

- Collaborate with contracted agencies of record to increase travel in international markets
- Increase Request for Proposal (RFP) submissions
- Increase communication, data collection, and coordination of sales efforts with area partners
- Strategically create a strong presence through social media channels
- Target prospective business travel during need periods
- Increase knowledge of area assets in domestic and international markets
- Utilize trade shows, industry memberships and direct sales messaging to increase destination awareness



ACTION PLAN:

- Increase the volume of business produced by international/domestic tour operators, travel agents, and online sellers of travel through travel agency training and outreach
- Work with West Volusia Tourism Advertising Authority and New Smyrna Beach Area Visitors Bureau to highlight all of Volusia County's assets
- Exhibit in select trade and travel shows, and conduct sales missions, site visits, and familiarization (FAM) Tours
- Message attendee databases garnered from tradeshow and industry memberships
- Work with area partners to build an added value program for international and domestic markets
- Increase international exposure through marketing while continuing to identify potential emerging markets
- Continue to develop Tour/Travel Itineraries to incorporate new attractions and experiences



SPORTS DAYTONA BEACH®

Efforts surrounding Sports will continue to focus on promoting the Daytona Beach area as a premier sports tourism destination.

STRATEGIES:

- Increase Request for Proposal submissions (RFPs) and increase conversion rate for booked business
- Continue to identify emerging sports programs, meetings, competitive arts and niche markets
- Partner with area facilities and hotels to identify new sports opportunities while retaining current clients
- Participate in industry shows and memberships that will increase awareness of the areas assets
- Expand resources and support for third party planners who source sporting events

ACTION PLAN:

- Showcase new/renovated sports facilities in the destination through new marketing initiatives
- Place a strong emphasis on maintaining/re-booking existing events by increasing level of services and potential funding opportunities
- Utilize new and current memberships to strengthen awareness and increase lead generation
- Highlight incentive program and/or services
- Work closely with the Sports Committee on events best suited for our area and funding levels associated with them
- Attend events that are open for bids that match the area's assets with group requirements
- Focus on locations with multiple-right holders and make sales trips to their offices



COMMUNICATIONS





The Communications Department has a strategic role in establishing and protecting the brand. Communication efforts strive to position the destination as a preferred destination by providing visitors with information and inspiration to help them make future travel plans that include the Daytona Beach area. These efforts support the organization's goal to drive positive economic impact to support local businesses in the Daytona Beach and Volusia County area.

OVERALL GOALS:

- Increase overnight stays to the destination
- Drive tourism demand
- Position the destination's uniqueness through creative execution
- Attract visitors with a higher household income
- Improve social media presence and engagement
- Implement seasonal programs during low occupancy seasons
- Leverage events to draw visitors

SPECIFIC GOALS:

Media impressions

- Increase publicity value by 10%

Press releases

- Increase distribution of press releases by 10%

Blog content

- Increase blog content by 10%

Community outreach

- Community Listening Sessions: Four sessions during the fiscal year
- Speakers Bureau: Increase community engagements by 10%

STRATEGIES:

The Communications Department will raise brand awareness of and drive affinity for the destination by informing visitors and inspiring travel to the Daytona Beach area. It will:

- Position the CVB as the trusted resource for travel planning information
- Promote the best assets in the Daytona Beach and Volusia County area while protecting the destination's brand
- Implement effective public relations strategies and tactics that include crisis communications, media relations and community relations
- Produce compelling travel editorial and content that is integrated with and supportive of, the organization's marketing and sales efforts
- Collaborate with local partners, including the West Volusia Tourism Advertising Authority and New Smyrna Beach Area Visitors Bureau, Daytona Beach International Airport, Ocean Center, area Chambers of Commerce, and local officials and their staff.

ACTION PLAN: MARKETING

Organic media is a key component of public relations. Communications will be tightly integrated with CVB marketing efforts to help create authentic experiences and content that drives engagement and brand loyalty across all channels. Working with the Marketing Department and the Agency of Record, Communications will:

- Support the brand, raise awareness, and increase positive public perception of the destination
- Support the creation, production and reach of the blog
- Support all goals listed in this marketing plan
- Produce consumer and sales eNewsletters
- Continuously improve and update content on DaytonaBeach.com to ensure it is on brand message, supports increased organic search, improves user experience and increases search engine optimization (SEO), answer engine optimization (AEO) and generative engine optimization (GEO).
- Assist with the content of internal and external communications, presentations, etc.
- Produce editorial for key CVB publications and collateral (digital and print)

ACTION PLAN: COMMUNITY RELATIONS

The Communications team will actively engage and inform our communities about the CVB and how it supports local businesses by marketing the Daytona Beach and Volusia County area as a preferred Florida vacation destination for leisure, sports, and business travel. It will:

- Present to key community groups through the Speakers Bureau and host Community Listening Sessions
- Continue to grow the CVB's Ambassador Program through Rendezvous events at area attractions and businesses
- Represent the CVB at community functions, meetings and events
- Produce the TOURISM TODAY eNewsletter on a bi-monthly basis
- Manage the Events Calendar on DaytonaBeach.com
- Collaborate with West Volusia Tourism Advertising Authority and New Smyrna Beach Area Visitors Bureau
- Advocate on behalf of our visitors for a positive experience in the destination
- Strengthen collaboration and promote the value of tourism with economic development leaders, local government agencies and business organizations

ACTION PLAN: LEISURE

By focusing on travel media in the primary markets identified in this plan, Communications will:

- Produce content that highlights new developments, updates, and the best assets in the Daytona Beach and Volusia County area to help secure positive earned media
- Create quarterly/seasonal news releases distributed to targeted state, regional and national consumer and travel media
- Actively seek out and respond to travel journalists, publications and content creators and, when appropriate, vet and host travel media for familiarization (FAM) visits
- Participate in media receptions and/or shows for key markets, leveraging opportunities with VISIT FLORIDA and other industry and tourism partners as appropriate
- Utilize Artificial Intelligence (AI) or other advanced tools for communication purposes

ACTION PLAN: GROUP SALES

To support Group Sales efforts, Communications will:

- Produce content (e.g., media releases, editorial, website content, etc.) to help raise awareness of CVB qualified travel/trade opportunities, sports events, meetings and conventions to local, industry and trade media if/when appropriate
- Provide public relations assistance and support for CVB-qualified clients and events
- Review content and messaging on collateral materials



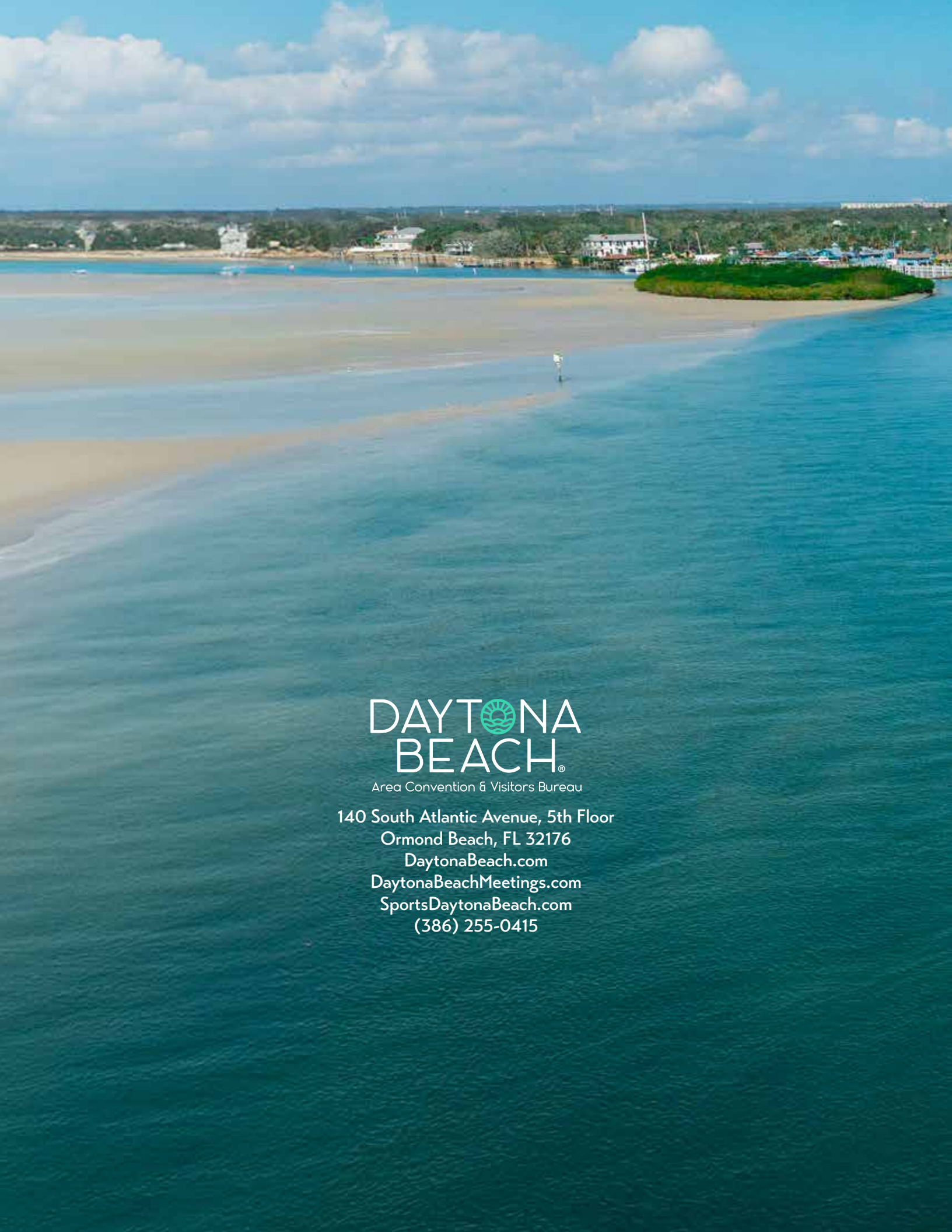


RESEARCH:

The CVB bases its multi-faceted marketing activities on solid qualitative and quantitative research, from beginning to end.

The HAAA, its committees, staff and its advertising Agency of Record use research and data analytics to determine optimal messages, timing, media placements, images, etc. Key target audiences are identified and tested; creative messaging is conceived, tested and fine-tuned. And the final advertising placements are monitored constantly for Return on Investment (ROI), with real-time reporting that allows ongoing changes.





DAYTONA BEACH®

Area Convention & Visitors Bureau

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