

Welcome

Halifax Area Advertising Authority (HAAA)

- Board Members appointed by Volusia County Council
- d/b/a Daytona Beach Area Convention & Visitors Bureau (CVB)
- Our Taxing District consists of Ormond By The Sea, Ormond Beach, Daytona Beach, Daytona Beach Shores, Ponce Inlet, Holly Hill and South Daytona
 - Other Tourism Taxing Districts
 - Southeast Volusia Advertising Authority
 - 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 2024-25) vast majority spent promoting the destination outside the area to drive overnight stays

Annual Visitor Profile

PAID VISITOR PROFILE



16%

First-time Visitor



42

Median Age



\$2,796

Total party spend
per trip



5.1

Length of Stay



3.0

Travel Party Size



37%

Travel as a couple



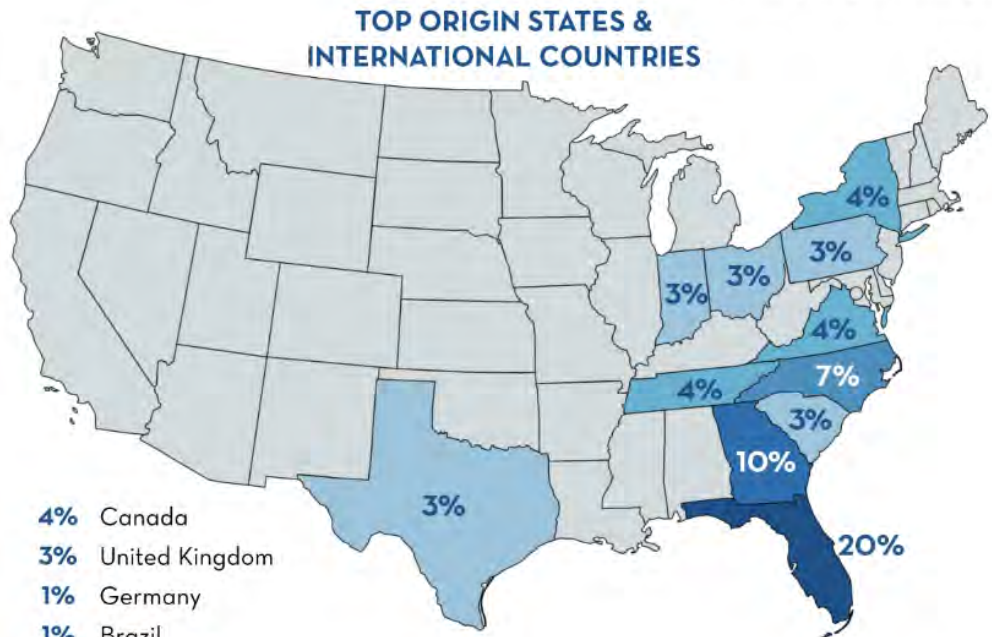
29%

Travel with children

Annual Visitor Profile

TOP VISITOR ORIGINS

All top 7 origin markets were consistently in the top 25 website traffic markets (April 2024 - March 2025), highlighting alignment between online interest and actual visitation - useful for targeting marketing efforts in certain markets.**



TOP ORIGIN MARKETS*	Percent
✓ Atlanta	9%
✓ Orlando-Melbourne	7%
✓ New York	5%
✓ Tampa-St. Petersburg	5%
✓ Jacksonville	3%
✓ Miami-Fort Lauderdale	3%
✓ Raleigh-Durham	3%

*Sources: DSG Visitor Tracking Study and Zartico
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Annual Visitor Profile

TOP VISITOR ACTIVITIES*



Beach
84%



Dining out
78%



Shopping
58%



Visit friends/relatives
49%



Visited a park
27%



Bars, nightclubs
27%



Visited an attraction
26%

DaytonaBeach.com





- Fulfillment for all media
- Managed daily
- Create new content
- Blog – over 350 pieces of content
- SEO (Search Engine Optimization)
- PPC (Pay-Per-Click) Campaigns
- Approx. 700,000 monthly users


Discover Daytona Beach

BEACH ON

Welcome to world-famous Daytona Beach! You'll discover 23 miles of white-sand [beaches](#), delicious local [flavors](#), eclectic [shopping](#), outdoor [activities](#), scenic [trails](#), and a rich [cultural scene](#). Access inspiration with our [blog](#), live [beach cams](#) or the [Destination Guide](#).

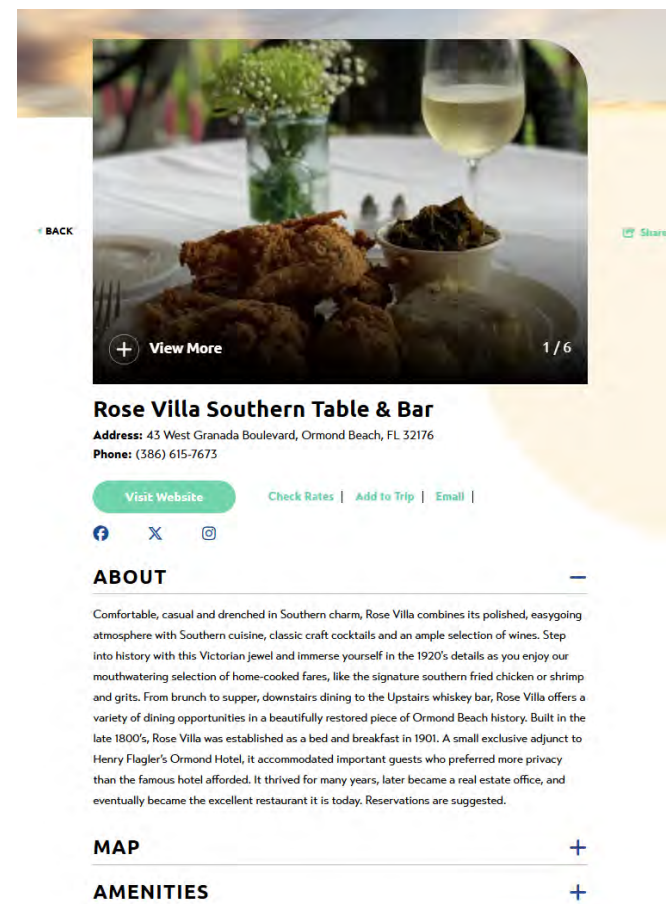
Vacationers, Start Planning!



[360 Degree Virtual Tour](#)[Area Deals](#)od

Partner Outreach

- CVB Tourism Partner – Free
- Partner access through Partner Gateway
 - Update your listing
 - Change or add photos
 - Access to photos, videos, content
 - Add events



16 Social Media Channels



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

**#L♥VE
DAYTONA
BEACH**

DAYTONA
BEACH®

Visitor Information Centers

The Daytona Beach Area Convention and Visitors Bureau operates two Official Visitor Information Centers that serve hundreds of visitors every day.

- **Daytona International Speedway**
(Tour Building lobby)
- **Destination Daytona**
(Teddy Morse's Harley-Davidson)



Travel Writers / Influencers

The Communications Department continually hosts a variety of travel writers and influencers. While in market, we partner with businesses that would like to host these influencers.

Tell us your story!



Meetings / Conventions

Our Group Sales Department works year-round to bring in all different sizes of groups for various purposes. Here are some of the segments we target:

- Corporate
- Sports
- Tour & Travel
- Associations
- Government
- Religious
- Reunions

Make Sure We Know!

- Do you have private dining space?
- Can you host large groups?
- Will you entertain a restaurant buyout?
- Do you have Bus Parking?

Guest Pass

This program will promote special offers to incoming meetings, conventions, group tours and event attendees.

Local businesses can participate in Guest Pass Program for FREE! Just provide a special offer or discount price and we'll let these groups know – driving sales to your business.

For attendees to access your offer, they will present their convention badge, the Guest Pass printed card or show the Guest Pass ticket on their phone prior to checkout.



Visit Florida

FREE WEBSITE LISTING

ON VISITFLORIDA.COM

Apply today at
VISITFLORIDA.org/join

VISITFLORIDA.com receives over **28 million page views**
and produces **4.6 million clicks** to external sites annually.

Your **FREE Web Listing** will feature:

Business name, description, and amenities

One image

Address with Google Map

Phone number

Direct hyperlink to your website

VISIT **FLORIDA**[®]

Brenna Dacks, TMP
Regional Partnership Manager & Rural County Liaison
850-205-3870 | email: bdacks@visitflorida.org

DAYTONA
BEACH[®]

Fall Fine Dining Days

Concept:

Create a prefixed menu to attract new customers, both visitors and locals, to experience the fine dining options in the Daytona Beach area, elevating the brand.

Restaurant Criteria:

Restaurant must be generally recognized as a casual fine dining restaurant in the Daytona Beach area and have generally positive reviews from independent sources and high satisfaction levels from the general public on dining review websites.

Menu Prices: \$40, \$50, \$60 options



Over **600** Dinners sold last year between **8** restaurants

Questions?

What are your peak and shoulder seasons?

What percentage of your guests are locals vs. visitors?

How to do promote your business to visitors?

Did you know you can advertise on DaytonaBeach.com and we offer other co-op opportunities?

