



2010-2011 FY Budget Overview



West Volusia Tourism Advertising Authority



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West Volusia Tourism Advertising Authority



Board of Directors



Deborah Bailey
Best Western, Deltona



Cindy Sullivan
Mobile Notary, Enterprise



Dena Scroggins
Holiday Inn Express, O.C.



Vacant



2009-2010 FY Overview

- New Brand Campaign
- Redesigned Visitor's Guide
- New Website
- Online Niche Market Tour Packages for Golf & Fishing
- High Tech Promotional Campaign
- Website Welcome Video
- Designation as Official Delta Vacation Destination

Explore the Treasures of West Volusia!

Tourist Friendly Location!

Download NeoReader
a free smartphone app
to scan this QR code.

West Volusia Tourism Bureau & Visitor Center
116 W. New York Avenue
DeLand FL 32720
800-749-4350
www.visitwestvolusia.com

Explore the Treasures of West Volusia!

There's so much to see and do! Discover authentic small town Florida with an eclectic mix of unique dining and shopping venues, art galleries, heritage attractions, theatre, museums and affordable accommodations.

Tourist Friendly Destination!

Download NeoReader - a free smartphone app
to scan this QR code.

West Volusia Tourism Bureau
DeLand FL 32720
800-749-4350
www.visitwestvolusia.com/UF



2009-2010 FY Overview

- Hotel Guest Survey
- Monthly E-Newsletter
- Increased Social Media Fans & Followers
- Partnered with Volusia County Economic Development Dept, Daytona Beach CVB, New Smyrna Beach Visitor's Bureau and the Ocean Center to represent the County at a NY Trade Show





2009-2010 FY Overview

“Discover West Volusia” Familiarization Tours

Partnered with Mainstreet DeLand – First Retirement Community Activity Directors FAM



“I had a wonderful time and plan on bringing a group to your area this fall.” Ann T

*“We were treated like Queens – love you DeLand!”
Kathy Z*

“It was very informative and fun, fun, fun.” Barb F





2009-2010 FY Overview

“Discover West Volusia” Familiarization Tours

Don Poor,
Ocean Center
and Janet
Kersey, Daytona
Beach CVB





2009-2010 FY Overview

Seasonal & Regional Special Events

Discount Lodging Promotions

- Fall, winter and spring promotions featuring seasonal resources and events
- BOGO promotion - “Buy one, get one”
- Regional special events
 - BikeWeek
 - Coke Zero 400 Races
 - Biketoberfest
 - Daytona 500 Races





2010-2011 FY Objectives

Goal: Advance the **Greater West Volusia County** region and brand to promote the ECHO resources of Volusia County while building community pride, creating opportunities for employment, enhancing quality of life and stimulating economic revitalization with clear emphasis on building tourism and increasing overnight stays.

Consumer Advertising

Familiarization Tours

Tour & Travel Packages

Marketing Partnerships

Internet Marketing & Public Relations

West Volusia Tourism Advertising Authority



Consumer Advertising

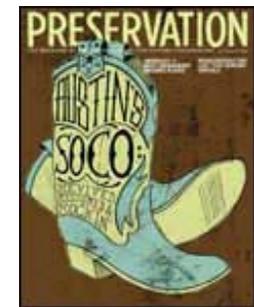
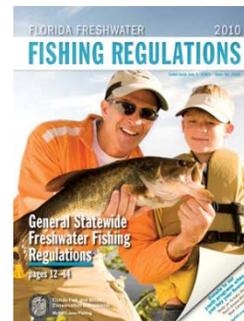
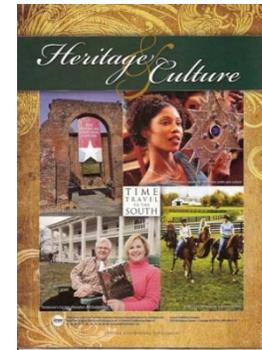
- **Even with a \$100,000 reduction in budget from the 2008/2009 FY, the WVTAA still increased its advertising budget in 2009/2010 by nearly \$32,800.**
- **Despite the fact that the WVTAA's 2010/2011 FY budget has decreased \$15,000 from last year's, we have increased our Consumer Advertising Budget by \$35,629!**



Consumer Advertising

Print Advertising

Co-op advertising with VISIT FLORIDA and Southeast Tourism Society in major publications.



West Volusia Tourism Advertising Authority



Consumer Advertising

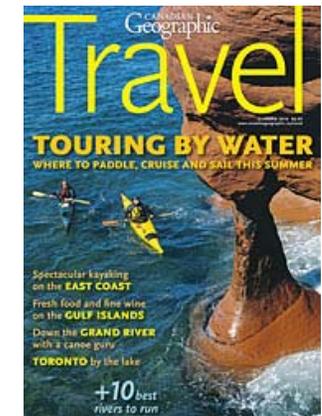
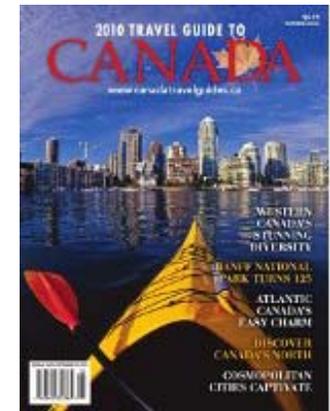
Canadian Advertising

VISIT FLORIDA reports that the top international market remains Canada at 2.6 million visitors annually.

- Canada has world's healthiest banking system

Canadian Boomers

- 57% of Canadian Boomers expect an inheritance – largest inter-generational transfer of wealth
- Have the highest propensity to travel out of country





Consumer Advertising

Website Advertising

- Google AdWords
- Includes websites for the 4 large regional events
- Digital editions of publications on our advertising schedule



Billboard

- I-4 location in the DeLand area
- Promote region and area accommodators to capture visitors who might otherwise choose to stay in Orlando





Consumer Advertising



Daytona Beach Region Designation as an Official Delta Air Lines Vacation Destination

Co-op marketing and advertising campaigns with Daytona Beach CVB, New Smyrna Beach Visitors Bureau and the Daytona Beach International Airport.





Consumer Advertising

Delta/MLT Vacations Marketing Campaign



- **Web Promotion**

Consumer web site receives 885,000 visits per month. Travel agent web site receives 200,000 visits per month.

- **Travel Agent E-Mail**

Sent to over 20,680 travel agent database

- **Search Engine Bidding**

Key words on Google and Yahoo

- **E-Marketing Solutions**

Sent to 95,000 travel agents

- **Consumer E-Mail**

Sent to 1 million Delta SkyMiles members

- **Direct Mail**

Sent to 50,000 SkyMiles members

- **Magazine Advertising**

1 page ad in Delta Sky Magazine that has 5.4 million readers per month

- **MLT University Tradeshow Booth Travel agent show**



Tour & Travel Packages

- Delta/MLT Vacation Packages
- Recreation
- Special Events
- Niche Markets





Familiarization Tours



- **Activity Directors**
for in-state retirement communities

- **Golf Travel Writers**
- **Fishing Travel Writers**





Marketing Partnerships

Work with the Daytona Beach CVB, New Smyrna Beach Visitors Bureau, Volusia County Tourism Consortium, MainStreet DeLand Association, Ocean Center and Daytona Beach International Airport to enhance the image of Volusia County as a major tourism destination.

- Florida Huddle
- Sporting Events
- Advertising
- Special Events Promotions
- Familiarization Tours





Internet Marketing & Public Relations

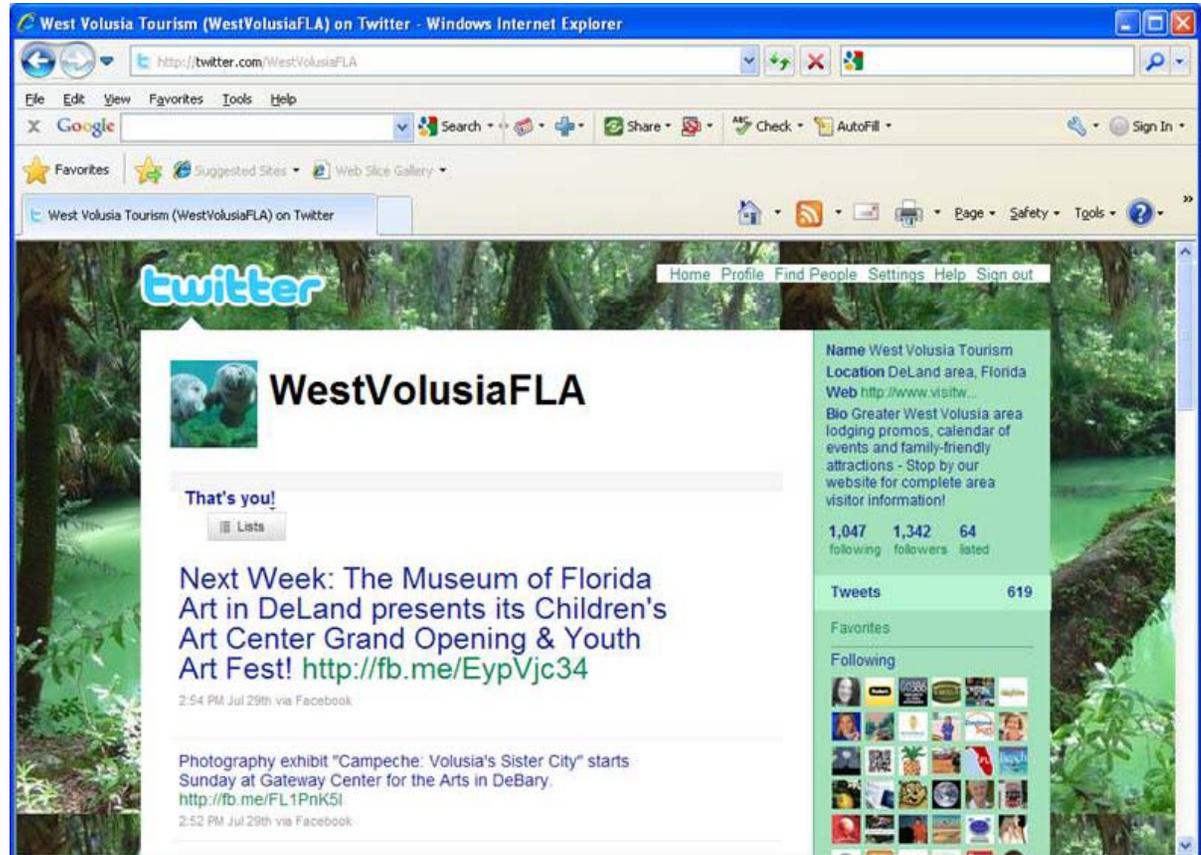
Social Media

facebook

YouTube



Ongoing, interactive marketing presence for events, lodging promotions and regional resources



West Volusia Tourism Advertising Authority



Internet Marketing & Public Relations

Monthly Website Features



E-newsletter

Video

Podcasts

Highlighting:

Regional events

Special promotions

Attractions and resources

Accommodators

The Manatee Messenger



West Volusia Tourism Advertising Authority



Internet Marketing & Public Relations

Website Features

- Welcome Video
- Where to Stay
- Things to See & Do
- Calendar of Events
- Area Information
- Media Room
- Social Media Resources
- Customized Itineraries
- Photo Library
- Site Search
- Current Weather





Internet Marketing & Public Relations

The screenshot shows the website for the West Volusia Tourism Bureau. The browser address bar displays "DeLand Deltona Greater West Volusia County Tourism...". The website header includes the logo and the tagline "Where Florida's natural beauty and heritage flourish." A navigation menu contains links for "WHERE TO STAY", "WHAT TO DO", "CALENDAR", "AREA INFO", "CONNECT WITH US", and "MEDIA". A search bar is labeled "Search West Volusia".

Key content elements include:

- Local Weather:** 94° Isolated T-Storms. Includes a link to "View 7 Day Forecast".
- Hot Deals & Packages:** "St. Johns River Fishing Escapes" with the text "Some of the best fishing Florida has to offer! Check out our great vacation packages." and a link "Click Here for More Hot Deals".
- Video Promotion:** "Please Watch Our Videos" with a "Click Here" link.
- Find A Hotel:** A button with a magnifying glass icon.
- Events:** "Events for Aug. 2010" with a calendar snippet for "Jan 29" titled "Deltona: Songwriter's... Presented by the...".

The main content area features a large image of a manatee with the text: "Located between Daytona Beach and Orlando but a world apart." Below this is the text "WEST VOLUSIA TOURISM BUREAU" and "Welcome to the DeLand/Deltona-Greater West Volusia County Region!". A map of Florida highlights the region, with labels for "Pensacola", "Tallahassee", "Orlando", "Gulf of Mexico", and "Atlantic Ocean". The Volusia County Florida logo is also present.

West Volusia Tourism Advertising Authority



Internet Marketing & Public Relations

» [Build Itinerary](#)

» [E-Newsletter Sign Up](#)

» [Contact Us](#)

Scenic Rides

Click for Scenic Rides
Maps and Information

Connect With Us


Follow us on Twitter!


Be our Facebook Fan

ON TWITTER

Next Week: The Museum of Florida Art in DeLand presents its Children's Art Center Grand Opening & Youth Art Fest!
<http://fb.me/EypVjc34>

5 days ago

Discover Our ECHO Attractions!

Our many **Ecological, Cultural, Heritage and Outdoor** recreation sites, collectively known as our ECHO attractions and resources, form a mesmerizing showcase of authentic, small town Florida. There are thousands of things to do in West Volusia! It's a perfect vacation destination with new and exciting discoveries around every corner! Here are just a few of our ECHO activities. Explore more by clicking on [What to Do](#).

Ecological - [Green Springs County Park, Enterprise](#)

Look out over brilliant waters at Green Springs Park in Enterprise, one of Florida's few remaining green sulfur springs. The park features scenic overlooks, historical information markers, a playground and picnic area. 386-736-5953



Cultural - [Athens Theatre, DeLand](#)

Take in a show, from live concerts and theatrical performances to vintage and foreign films - at the historic Athens Theatre in downtown DeLand. This beautifully restored 1922 theater has been revived to its glory days when vaudeville acts reigned on the stage. 386-738-7156



Heritage - [Pioneer Settlement for the Creative Arts, Barberville](#)

Immerse yourself in Florida's past at the Pioneer Settlement for the Creative Arts in Barberville, a living history village of restored pioneer-era buildings, trade shops and Native American structures with exhibits of folk art and historical objects. 386-749-2959



Outdoor - [Spring To Spring Trail](#)

Hike, bicycle or skate through West Volusia on the Spring-to-Spring Trail! It links several of our communities to the St. Johns River, regional parks and attractions. There are five trailheads for your convenience: DeBary Hall Historic Site, Gemini Springs Park, Lake Monroe Park, Lake Beresford Park and Blue Spring State Park. 386-736-5953





Visitor Centers

DeLand location is open 7 days a week. DeBary Hall is open 6 days a week with access to visitor information 7 days a week.

Information offered includes:

- Places to Stay
- Major Attractions
- Parks & Preserves
- Museums & Historical Sites
- Shopping & Dining
- Special Events
- Area Info & Maps
- West Volusia Communities

The DeLand Visitor Center opened in February 2009 and the DeBary Hall satellite location opened in April 2010.





Visitor Centers

Top 10 areas

47%	Florida
6%	Canada
5%	Europe
4%	New York
3%	Illinois
3%	Michigan
3%	Pennsylvania
2%	No Carolina
2%	Ohio
1%	Massachusetts
24%	Other

Source: Daily visitor logs

WVTAA Visitor Centers			
	DeLand Location		DeBary Hall
	2009	2010	2010
January		372	
February	179	435	
March	342	386	
April	272	284	122
May	198	210	130
June	176	168	156
July	217	221	170
August	175		
September	132		
October	167		
November	196		
December	226		



Measuring Results

Advertising

- Publication leads, emails, telephone calls
- Publication specific website landing pages

Website

- Visitor sessions, link activity, top referring sites, email contacts

Visitor Center

- Visitor traffic, telephone referrals

Public Relations

- Value of printed features

Lodging Information

- Guest survey with geographic data, reason for visiting, activities/attractions visited.





Fulfillment

The higher number of inquiries directly relates to the increase of our advertising budget. The publications chosen, as well as our social media efforts, were successful in attracting more interest in our region.

- **2008/2009 FY**

12,320 inquiries fulfilled

- **2009/2010 FY**

29,650 inquiries fulfilled

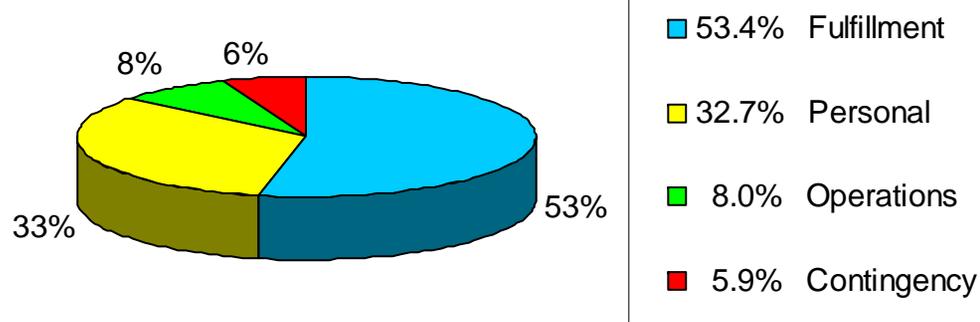
141% increase over last year!





Budget Breakdown

FY 2010-2011 Budget Breakdown by Percentage Based on Total Budget
\$372,354



3-Year Revenue Projection

2008-09 Actual Revenue

\$352,467

2009-10 Current Estimate

\$312,558

2010-11 Revenue Requested

\$320,000

FY 2010-2011 Expenses by Percentage

53.4% Fulfillment	\$198,805
32.7% Personal	\$121,741
8.0% Operations	\$29,808
5.9% Contingency	\$22,000
Total Budget	\$372,354



We appreciate the opportunity to present our FY 2010-2011 Budget Overview

A photograph of a manatee swimming underwater. The manatee is the central focus, facing the camera. The water is a clear, light blue-green. To the left of the manatee, there is a bright yellow sunburst graphic with a red oval in the center containing the words "THANK YOU" in white, bold, sans-serif capital letters.

THANK YOU

West Volusia Tourism Advertising Authority