

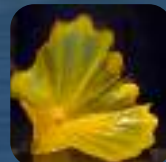


2010-2011 MARKETING PLAN





Mission



The mission of the Halifax Area Advertising Authority and the Daytona Beach Area Convention & Visitors Bureau is to contribute to and enhance the overall economic prosperity of the Halifax Area Taxing District and all of Volusia County through successful promotion of the area as a preferred tourism destination.

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Letter From President/CEO

The Daytona Beach Area Convention & Visitors Bureau (DBACVB) is pleased to present to you our 2010-11 Destination Marketing Plan. This brand new, easy to use format is designed to provide a complete overview of how we market and sell the Daytona Beach area to vacationers and meeting planners as a favorable destination.

This plan is developed each year under the guidance and oversight of the Halifax Area Advertising Authority (HAAA). The majority of the authority's 11 members represent area lodging facilities. The remainder represent a variety of tourism-related businesses from throughout the Halifax Taxing District. Members must be businesses in good standing and possess a high record of success in the area of tourism marketing application and principals. Appointed by the Volusia County Council, the members oversee the disbursements of the Convention Development Tax through the services of the DBACVB and the implementation of this annual destination marketing plan. The DBACVB itself has in place a five-member Board of Directors that oversees all operational, human resource, and crisis management initiatives in order to ensure industry and legal compliance. The HAAA also relies on the service and input of its many advisory committees which represent hundreds of local industry professionals and supporters.

While the current challenges facing the entire travel industry can seem insurmountable – an uncertain economy, steady unemployment, man-made and natural disasters, and world health issues – the good news is that, according to recent travel trend surveys, visitors are no longer choosing to forgo their time away from home. They are venturing out again in growing numbers.

And while the travel industry reports that business travel has also softened, our new \$81 million, bed tax funded Ocean Center expansion offers us the unique and exciting ability to attract many new conventions, meetings and sporting events. In addition, larger conventions are now seeking more second-tier cities, in order to reduce their costs. This gives us renewed optimism in our unique abilities to attract a brand new business clientele to our area, further enhancing the economic success of area businesses and partners.

Our DBACVB tourism leadership team is fortunate to have the tremendous support, involvement and enthusiasm of our boards, industry, elected officials and community members who have worked diligently to craft this plan for a successful 2010 - 2011 destination marketing campaign. Tourism is, and always has been, the backbone of our economy, and the DBACVB, along with our many partners, look forward to all the challenges and opportunities that lie ahead.



Sincerely,

CDME, CFEE

President & CEO



Meet Our Boards

Halifax Area Advertising Authority

Larry Fornari, Chair

Fornari Consulting, Inc.
Owner
larrypalmplaza@aol.com

Blaine Lansberry, Vice Chair

Bahama House
Owner
blaine@daytonabahamahouse.com

Rich Larkin, Secretary/Treasurer

Hilton Daytona Beach Oceanfront Resort
General Manager
rich.larkin@pyramidhotelgroup.com

Jim Bazemore

Perry's Ocean Edge Resort
Owner
snorris@perrysoceanedge.com

Manoj Bhoola

Elite Hospitality
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Sean Belgrade

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Kyriakos Drymonis

Oyster Pub/Razzles
Managing Partner
kdrymonis@cfl.rr.com

Steve Farley

El Caribe Resort and Conference Center
General Manager
sfarley@elcaribe.com

Chris Fagan

Ramada Inn Speedway
Owner
ramadaspeedway@cfl.rr.com

HAAA Advisory Committees:

Advertising Advisory Committee
Arts & Entertainment Advisory Committee
Biketoberfest® Development Committee
Meetings & Conventions Advisory Committee
Golf Daytona Beach Advisory Committee
Travel Industry Sales Advisory Committee

Daytona Beach Area Convention & Visitors Bureau Board of Directors:

Jim O'Shaughnessy, Chair

Halifax River Yacht Club
Member
jebk@aol.com

Chris Fagan, Vice Chair

Ramada Inn Speedway
Owner
ramadaspeedway@cfl.rr.com

Frank Molnar, Secretary/Treasurer

Shoreline All Suites Inn
Owner
relax@daytonashoreline.com

Larry Fornari

Halifax Area Advertising Authority
DB Oceanfront, LLC
Owner
larrypalmplaza@aol.com

Bob Davis

Hotel and Lodging Association
President & CEO
bdavis@daytonahotelmotel.com



Tourism By The Numbers

(2009)

Number of Visitors

Half of these visitors stay in hotels and motels. Half stay with friends and relatives, or in their own part-time residences.

6,750,000

Total Visitor Expenditures

Includes dollars spent in restaurants, grocery stores, retail stores, lounges, gas stations, etc. The vast majority of this is spent in areas other than hotels and motels.

\$3.7 Billion

The Lodging Industry Alone Employs

2,600

With a Payroll of Nearly

\$47 Million

Tourism Generates Employment of More Than

38,000

Includes jobs in gift stores, attractions, restaurants, food purveyors, etc.

With A Payroll Exceeding

\$435 Million



Strategic Plan

HAAA developed its first five-year strategic plan in 2000 and updated it during formal meetings in 2002 and 2009. Each year the HAAA and the DBACVB staff remain highly focused on these primary goals:

- 1 Increase overnight leisure travel to the greater Daytona Beach area.
- 2 Establish a plan which maintains existing funding sources while developing new resources.
- 3 Develop a comprehensive development policy for events.
- 4 Develop a long-term Meetings & Conventions sales plan.
- 5 Maintain existing and develop new partnerships that strengthen the area's tourism interests.
- 6 Create a plan for developing special interest markets.
- 7 Develop a policy/position which defines the future transportation needs of our visitors.

Values

Both the HAAA and the DBACVB:

- 1 Accept the leadership role in pursuit of the organizations' overall mission.
- 2 Accept the primary responsibility to generate overnight visitation to the Daytona Beach area while focusing on building brand awareness.
- 3 Hold themselves accountable for achieving the mission and objectives.
- 4 Maintain a long-term, strategic marketing focus while being flexible enough to make strategic, short-term changes as market conditions may dictate.
- 5 Recognize and define their constituent groups and respond to those groups' needs and expectations.
 - a. Customers: visitors, travel trade and meeting planners
 - b. Partners: hospitality industry, government, area Chambers of Commerce, civic groups and the media
 - c. Beneficiaries: the community and hospitality industry
- 6 Track, measure and communicate the results of their efforts on the basis of the following:

Performance Indicators

Economic Impact
Length of Stay
Occupancy (OCC)
Average Daily Rate (ADR)
Per Person Expenditures
Attractions/Facility Attendance
Room Nights Occupied

Performance Measures

Return on Investment (ROI)
Inquiries Generated/Converted
Co-op Resources Generated
Leads Generated/Converted
Brand Awareness
Media Reach and Quality
Product Development



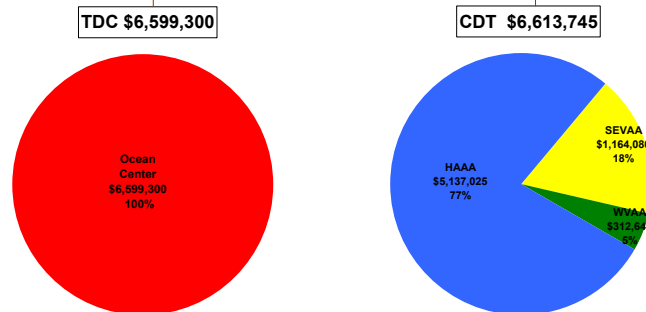
The Budget

Commonly known as the “**Bed Tax**,” this source of funding actually consists of two separate taxes: the **Convention Development Tax** (a 3% tax, levied in each of Volusia County’s three taxing districts, which funds tourism marketing) and the **Tourist Development Tax** (an additional 3% tax, levied countywide, which funds the Ocean Center and its recent \$81 million expansion). These taxes, paid by overnight visitors and not via state or local property taxes, are levied on all short-term lodging rentals less than six months in duration.

A full 100% of the **Tourism Development Tax** goes directly toward supporting the needs of the Ocean Center. This tax amounts to 50% of the County’s overall Bed Tax collections.

Convention Development Taxes are collected by the County in each of its three taxing districts (Halifax, Southeast Volusia and West Volusia). These monies are then returned to the advertising authorities through which they were collected and spent on tourism marketing. For 2010-11, HAAA is expected to collect \$5,137,025 in CDT monies.

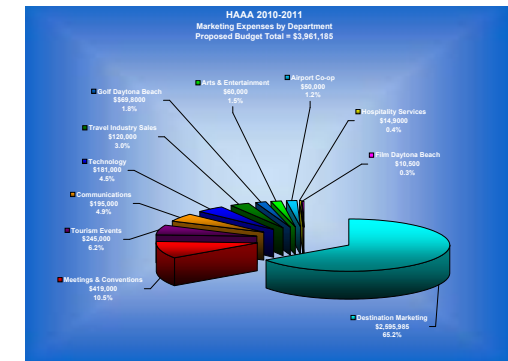
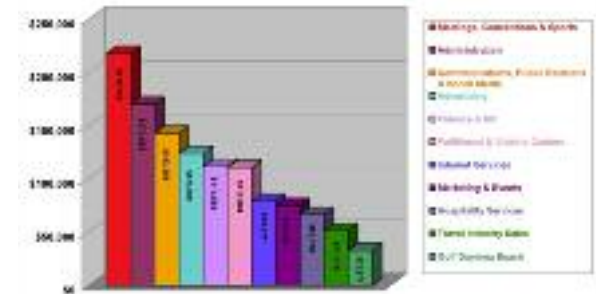
ESTIMATED BED TAX COLLECTIONS 2010-2011 \$13,213,045



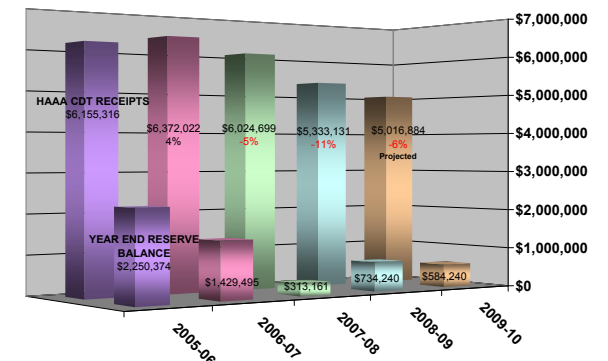
DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU PROPOSED FY 2010-2011 PAYROLL EXPENSES BY DEPARTMENT

Payroll Budget of \$1,184,460 = 22% of \$5,382,225 Total Budget
National Average = 37.3%*

*Source: Destination Marketing Association International



HALIFAX AREA ADVERTISING AUTHORITY Five Year CDT & Reserve History With % of Change Year to Year



Consumer Marketing

Beautiful images, strong messages and creative delivery are the focus of the DBACVB's advertising campaign, which is coordinated through HAAA's agency of record, Doe Anderson of Louisville, KY. The agency develops and negotiates an aggressive advertising campaign, consistent in print, broadcast and online applications in our domestic and international markets.

Strategies:

- 1 Develop a research-based media plan that targets segments of the population that travel in specified time periods.
- 2 Consistently monitor and evaluate the effectiveness of the annual media plan in targeting the leisure traveler.
- 3 Expand research efforts that assist in identifying market trends and new marketing opportunities.
- 4 Design and develop niche marketing opportunities in concurrence with popular trends and travel interests.
- 5 Establish opportunistic funding for short-term advertising placements to test new marketing platforms.

Target Segments

Families
Seniors
Baby Boomers
Couples

Target Markets

Florida
Southeast United States
National
Canada
United Kingdom

SPLURGE A LITTLE. WITHOUT SPENDING A LOT.

 Atlantic Ocean Palm Inn AtlanticOceanPalm.com 800.634.0076	 Bahama House DaytonaBahamaHouse.com 800.267.7135	 El Caribe Resort & Conference Center ElCaribe.com 800.445.9889	 Emerald Shores EmeraldShoresHotel.com 800.718.4784
 Fountain Beach Resort DaytonaFountainBeach.com 800.556.8855	 Hilton Daytona Beach Oceanfront Resort DaytonaHilton.com 866.536.8477	 Perry's Ocean Edge Resort PerryOceanEdge.com 800.447.0002	 Sun Viking Lodge SunViking.com 800.874.4469
 Tropical Manor on the Ocean TropicalManor.com/florid 866.420.9882	 The Shores Resort & Spa ShoresResort.com 866.934.7467	 Best Western Aka Tiki Inn bwAkaTiki.com 800.354.6510	 Coral Sands Oceanfront Resort & Seaside Cottages CoralSands.com 800.441.1831

Take advantage of our best rates in years at these fine beachside hotels. Call 800.873.7119 to get your free visitor's guide with even more great deals on attractions and activities for the whole family to enjoy.

Daytona Beach
Way More than a Beach.

DaytonaBeach.com

WAY MORE FESTIVE. WAY MORE FUN.

	Bahama House 800.571.2001 DaytonaBahamaHouse.com Top rated, oceanfront hotel from \$99/night including breakfast, cocktails, PLUS Save 20% off your stay with Promo Code LEIDGER. <small>*Discount applies to bookings on the Web site only through 10/12/08. Subject to availability at time of booking.</small>
	Best Western Aka Tiki Inn 800.258.8454 bwAkaTiki.com Award-winning oceanfront hotel, perfect for quick getaway, golf outing, Haggis toons, Orange pool, fitness center. Save 20% with Promo Code LEIDGER. <small>*Discount applies to bookings on the Web site only through 10/12/08. Subject to availability at time of booking.</small>
	Cove on Ormond Beach 888.475.2626 CoveOnOrmond.com Great Beach Getaways! Online rates from \$69/night! Up to 4 ppl. Newly renovated. One bedroom oceanview condos w/kitchens, indoor pool, oceanfront activity deck. <small>*Subject to availability. Restrictions apply.</small>
	Daytona Beach Resort & Conference Center 800.654.6216 DaytonaBeachResort.com Oceanfront resort with restaurant, spa, indoor/outdoor pools and friendly staff! Rooms and suites with kitchens. Affordable rates starting at \$79. Promo Code FALL-LK <small>*Subject to availability. Taxes and holiday surcharges extra.</small>
	Hilton Daytona Beach Oceanfront Resort 866.536.8477 DaytonaHilton.com Directly on the beach with 744 guest rooms, 8 restaurants & lounges, pool, fitness center, full-service spa and much more. Over 350 Take Advantage of our Fall "Age Sale". Ask for Code: PVA. <small>*Rate based on availability. Taxes & extras.</small>

When it's fall, it's festival time in Daytona Beach. So it's the perfect time to take advantage of our big, sandy beaches, great weather and affordable accommodations. Start planning your fall getaway today at FallInDaytona.com or call 800.873.7119.

Daytona Beach
Way More than a Beach.

SPLURGE A LITTLE. WITHOUT SPENDING A LOT.

Find out why we've always been one of the best beach vacation values in Florida. Call 800.873.7119 for a free visitor's guide or visit SpringInDaytona.com.

Daytona Beach
Way More than a Beach.

Find out why we've always been one of the best beach vacation values in Florida.

Find out why we've always been one of the best beach vacation values in Florida.

Daytona Beach
Way More than a Beach.

Advertising Mediums:

Television – Cable and Network

Print – Magazines, Newspapers, Newsletters

Billboard – I-95, I-4, Orlando

Online – Digital Ads, E-Newsletters, Paid Search, Optimization

Promotions – Special Give-Aways, Retail Activities, Targeted Campaigns

Brochure Rack Distribution – State-wide, Visit Florida Welcome Centers

DBACVB Consumer Publications:

Annual Visitors Guide

Rack Brochure

Spring Newsletter

Summer Newsletter

Festival Season 2.0 Newsletter

Share the Heritage Brochure

Daytona Beach Sun Saver Coupon Book

Canadian Sand Dollars Newsletter

Biketoberfest® Newsletter

Biketoberfest® Pocket Guide

Bike Week Newsletter



AREA CONVENTION & VISITORS BUREAU

Way More than a Beach.



Fulfillment

The DBACVB maintains its own databases and fulfillment services, ensuring that our materials are delivered with the utmost care and expediency. This division processes more than 170,000 domestic and international inquiries annually, received by telephone, online, email, postal mail and fax. The consumer database, which currently boasts over 1.3 million names, provides detailed information which can be utilized in a variety of promotional campaigns throughout the year.

Our Mail Center processes approximately 6,000 First Class and 78,000 Bulk Mail requests annually. This department also stores, inventories and bulk ships all DBACVB collateral materials.



Research

HAAA contracts with Mid-Florida Marketing & Research to provide data collection related to economic impact, competitive market analysis, interpretation of national and regional research studies, and special reports on unique situations affecting tourism in the Daytona Beach area. This important data helps to steer and measure HAAA marketing campaigns to ensure that the desired results and objectives are met.

Annual Research Projects:

Occupancy (OCC) and Average Daily Rate (ADR) Studies
Event Year-to-Year Analysis
Visitor Profiles
Conversion Studies
Focus Groups



Leisure Marketing Allocation:

Destination Campaign	\$ 1,699,785
Production/Collaterals	\$ 455,000
Fulfillment	\$ 368,000
Research	\$ 73,200
<hr/>	
Total	\$ 2,595,985



DBACVB Advertising/Fulfillment Team:

Advertising Manager, Kathleen Mayes
Information Services Manager, Jennifer Kies
Mail Center Manager, Jenny Parker

Providing Support - Key Contractors:

Doe Anderson Advertising Agency
Louisville, KY

Mid-Florida Marketing & Research, Evelyn
Fine

Design & Media Consultant, Kay Galloway

Sandpiper Graphics, Dave Warren

Meetings & Conventions Development

With the 2009 opening of the expanded Ocean Center, the DBACVB rolled out new marketing and sales strategies, designed to position the destination as a premier meetings and conventions destination. The Meetings & Conventions sales team aggressively pursues long-term bookings of larger groups to fill this new convention center space, as well as short-term group markets which further enhance business for area hotel partners. Together with the Ocean Center and area hotel sales staffs, the DBACVB team works to target and define the best market segments to meet all needs.

While the meetings market has softened worldwide, the expansion of the Ocean Center allows us to attract new organizations that are seeking larger spaces and using more regional meetings in order to save costs. Competition for business is increasing, and meeting planners have never had more choices in destinations and facilities. In addition to size and fit, these planners are seeking a destination that provides a unique experience for their attendees – so our attention to detail and customer service are more critical than ever.

Strategies:

- 1 Define groups that fit the newly-expanded Ocean Center and have a track record of successful long-term bookings.
- 2 Develop an aggressive advertising campaign, and enhance editorial features in key M&C trade publications and online outlets.
- 3 Develop a needs assessment among area M&C sales team members.
- 4 Initiate a financial incentive program based on room pick-up that improves long-term business opportunities.

New Convention Promotion Fund:

Recognizing the increasing need to support meetings with budget relieving enhancements, HAAA has established a new promotional opportunity fund that will be used to attract targeted groups to our area. We will work with key stakeholders to establish criteria and determine funding levels based on each group's ability to utilize multiple area-wide facilities while generating the greatest economic impact for our area. Groups will also be evaluated based on the time of year they book, their group history, their food and beverage needs, the total room nights they require, and their ability to commit to a multi-year contract.



Market Segments:

Religious These groups typically look for value, drive markets, and second tier markets. They provide strong repeat bookings and often have need for additional rooms beyond the Ocean Center area.

Key Areas of Focus

Rejuvenate Marketplace Trade Show
Religious Conference Management Association Trade Show
Christian Meetings & Conferences Association Trade Show

Government These groups provide short-term booking opportunities and often hold regional meetings. Their planners tend to be in close proximity to Tallahassee and Gainesville. Government groups often have low-rated or per-diem business. They usually require more concessions to book business, and they reduce the number of out-of-area meetings they hold during economic downturns.

Key Areas of Focus

Society of Government Meeting Planners (SGMP) – Tallahassee and Gainesville chapters
Affordable Meetings in Washington, DC

Florida These groups look for value, beach destinations, sponsorships and direct sales efforts. They also prefer hotels with golf on-site.

Key Areas of Focus

North Florida Chapter of Meeting Professionals International (MPI)*
Florida Society of Association Executives (FSAE)
Tallahassee Society of Association Executives (TSAE)

**DBACVB Sales Manager Linda McMahon was recently chosen as the President-Elect of this group.*

Associations Planners in this market enjoy the affordability of the Daytona Beach area. They are interested in the expanded Ocean Center, and they utilize area convention hotels with direct access to the facility. The DBACVB's current marketing efforts are designed to attract national associations. Among our challenges in this area: to position the Daytona Beach area as a serious meetings destination, and to address and improve our airline service. These groups are extremely valuable in that they are large enough to utilize the entire Ocean Center, and they book years in advance.

Key Areas of Focus

Washington, DC Sales Missions
Chicago, IL Sales Missions
Familiarization Tour

Corporate & Medical These groups like Florida destinations, and they prefer to meet at corporate convention hotels. They often have an interest in NASCAR and International Speedway Corporation. They prefer to fly in, they perceive a lack of major local corporations in Daytona Beach, and they have suffered extreme cuts in their travel budgets.

Key Areas of Focus

Orlando, Jacksonville, Atlanta and Charlotte
Aviation and Automobile Industries
Healthcare Exhibition Association (HCEA)
Successful Meetings Florida University Marketplace --
Summer of 2011



M&C booth design

Meetings & Conventions Development

Market Segments:

Sports These groups find Daytona Beach to be an affordable, interesting market with high appeal as a serious sports destination. They enjoy the area-wide team approach among sports facilities and local sales team members, and they recognize destination amenities as an enhancement to family and team participation in their events. Once booked, these groups have a high potential for repeat business. We are challenged in this area with finding funding incentives, meeting rate requirements at facilities, scheduling bookings away from major festivals and events, and finding local volunteers.

Our area has seen great success over the years in attracting many sports activities and competitive arts competitions. As the home of NASCAR, LPGA and USTA Florida, and with our established growth record for events such as the NCA/NDA Cheer & Dance Championships, US Tumbling, and a host of other high-profile sports activities, the potential to grow and improve this business segment is enormous.

Key Areas of Focus

National Association of Sports Commissions Membership
Florida Sports Foundation Membership
Central Florida Sports Commission
New Destination-Based Sports Web Site -
sportsdaytonabeach.com



Highlights of Our Success:

Trade Show High Impact Bookings:

	Room Nights	Economic Impact
NCA *Multi-Year / Ocean Center	6,070	\$4.3M
Spirit Team *Multi-Year / Ocean Center	2,580	\$5.4M
Student Life *Multi-Year / Ocean Center	5,180	\$4.3M
BigStuf * Multi-Year / Ocean Center	2,200	\$1.8M
Fire Rescue East * Multi-Year / Ocean Center	1,500	\$1.8M
Daytona Beach 100 Youth Volleyball * Multi-Year / Ocean Center	510	\$54M
Sports Turf Managers Association * Ocean Center	2,774	\$1.5M
Coastal Estuarine and Research Federation * Ocean Center	2,590	\$1.3M
Florida Huddle *Ocean Center	870	\$.22M
Racing Promotion Monthly Services *Multi-Year	650	\$.42M
United Church of God	6,400	\$2.8M
Florida State Bowling Association	4,000	\$1.9M

Lead Generation:	2007-08	2008-09	2009-10*
Leads Definite	21	36	36
Leads Generated	123	181	169

* Through July 2010

Trade Show Schedule

TSAE – Tallahassee, FL	Meeting Planners Expo – Gainesville, FL
Teams – Charlotte, NC	NASC Sports Symposium – Greensboro, NC
Rejuvenate – Louisville, KY	Collaborate Marketplace – Houston, TX
FL Encounter – Miami, FL	Spots – Tallahassee, FL
CF-SGMP – Tallahassee, FL	CMCA – TBD
IAEE – New Orleans, LA	HCEA – Las Vegas, NV
HB-ABC – New Orleans, LA	Destination Showcase – Chicago, IL
HB-ABC Trade Show – Washington, DC	FSAE – Miami, FL
RMCA – Tampa, FL	Connect Marketplace – TBD
Destination Showcase – Washington, DC	Chuck Cook – Tallahassee, FL
S.P.O.R.T.S. Institute – TBD	Affordable Meetings – Washington, DC



Trade Publication Advertising

Associations Now
 Black Meetings & Tourism
 Connect
 Convene
 Convention Forum
 Convention South
 Corporate Incentive & Travel
 Expo
 Florida Trend
 FSAE Source
 GSAE Source
 IAEE Resource Guide
 Medical Meetings
 Meetings & Conventions Magazine
 Meeting Mentor
 Meetings South
 MPI Global
 MPI Florida Directory
 MPI Directory
 MPI One +
 Plan Your Meetings Network
 Prevue
 Religious Conference Manager
 Religious Conference Planner
 Rejuvenate
 Successful Meetings
 TSAE

Meetings & Conventions Development

Sales Measurements:

Reports for all contacted groups are maintained through the DBACVB's Destination 3000 (D-3000) computerized tracking system. D-3000 breaks each lead issued into one of three categories: Definite, Tentative and Lost business. Each report contains the number of attendees, room nights, and an estimated economic impact. The Lost category also includes the reason why Daytona Beach was not selected. A bookings summary is reported to HAAA and area stakeholders monthly.

M&C Allocation:

Trade Shows/Sales Missions/FAM	\$ 149,000
Advertising	\$ 210,000
Collaterals	\$ 10,000
Promotional Fund	\$ 50,000
<hr/>	
Total	\$ 419,000



Surf, Sand and Speed FAM



The DBACVB M&C Sales Team:

Department Director, Sally Gardiner

Directs the overall sales efforts of the M&C Sales Team

Oversees the Religious & National Associations sales efforts

Sports Sales Manager, Tara Hamburger

Handles all Sports-related & Competitive Arts group sales

Additionally serves the FSAE market

Sales Manager, Lynn Miles

Markets include National Association

Corporate

Sales & Convention Services, Nina Crabtree

Markets include State Government (Tallahassee)

Provides Convention Services for groups meeting locally

Tourism Events

The Daytona Beach area is known for a wide assortment of world-class festivals and events. They position the destination as a fun place to visit and provide increased overnight stays and media exposure.

Understanding the importance of events as economic generators in the tourism marketing plan, the HAAA has established a promotional funding application system. The system is designed to nurture and grow new events during targeted (shoulder season) timeframes. Qualified applicants receive the support of the DBACVB's destination-based marketing expertise, improving a festival's exposure and attendance, and driving overnight visitors to the area.

Strategies:

- 1 Develop and review policies and procedures for event funding and support.
- 2 Support and encourage new events and festivals year-round.
- 3 Create a long-term vision for tourism events to assure their longevity, livability and profitability.

Annual Tourism Events Allocations:

Bike Week
Biketoberfest®

Event Trade Shows/Conferences:

International Events Group – Chicago, IL
International Festivals & Events Association – TBD
Event Marketing Institution Conference – TBD
Destination Marketing Association International Conference
Florida Governor's Conference on Tourism

Tourism Events Funding Allocations:

Bike Events/Web	\$ 141,000
Participation Fee's	\$ 9,700
Development Funding	\$ 94,300
Total	\$ 245,000



The DBACVB Tourism Events Team
Department Director, Georgia Turner

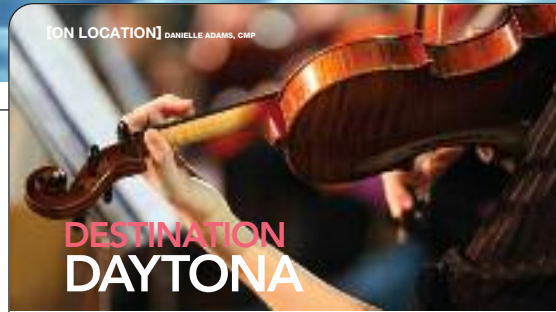
Communications

Communicating information about the destination and managing the messages published and posted about it is an extensive part of the work of the DBACVB's communications team. With a variety of online and social networking platforms available to consumers (i.e. blogs, YouTube, Facebook, Twitter, etc.), a destination's identity is just a Google search away. Managing the message and influencing key traditional and new media outlets, requires an ongoing professional team approach. While the main focus of our messaging is centered on the 23 miles of sparkling beaches, the greater Daytona Beach area also garners an impressive amount of media coverage from its pristine waterways and green spaces, festivals and events, cultural treasures, outdoor and sports activities, newly-expanded Ocean Center and more.

Strategies:

- 1 Develop Blogger initiatives designed to target niche markets and expand the destination's presence.
- 2 Develop intriguing and travel feature worthy media FAM tours which expose unknown gems and assets.
- 3 Expand M&C editorial opportunities in key trade and travel media.
- 4 Develop community initiatives that enhance the voice of area offerings among online writers and bloggers.
- 5 Leverage funds with cooperative publicity programs such as VISIT FLORIDA media missions and receptions.

[ON LOCATION] DANIELLE ADAMS, CMP



VISIT FOR THE SUN, SAND, SAVINGS + SPEED —AND THE MOSCOW SYMPHONY TOO!

The London Symphony Orchestra has played on the shores of Daytona Beach more times than it has anywhere else outside England. Austria's Bruckner Orchestra Linz and the Moscow State Symphony passed through recently, and the Irish Tenors debut this month. That's just a sliver of the events taking place in the **Peabody Auditorium**, located just minutes from the beach, with seating capacity for 2,500 people.

And there's more. The summer concert series with music ranging from Big Band to the Blues heats up next month at the 5,000-seat oceanfront **Daytona Beach Bandshell**, and then the Peking Acrobats bring their circus act to town. I was surprised during my visit to see how many cultural events the city hosts on a weekly basis. I was surprised by a lot of things.

For example, the bright, crisp and clean **Ocean Walk Village** is a city-within-a-city complex encompassing the **Hilton Daytona Beach Oceanfront Resort** and the 205,000-sq-ft **Ocean Center** convention space next to the Peabody. During a reception there, waitstaff in formal black tie passed out flutes of champagne with chocolate-covered key lime tarts, while a trio of violin, harp and guitar players set the mood.

At Hilton's Hyde Park restaurant, the juicy steaks, succulent seafood and lots of dark wood all work together to create a classy steakhouse ambience, except that one entire wall is covered in windows overlooking the ocean. Take over the entire restaurant (seats 277) or reserve the private room for 20 pax with a window looking into the kitchen. You'll like the affordable wine list—it's as long as the Magna Carta.

The **Daytona CVB** is proud to show off the city's updated and sophisticated side, and any planner who hasn't

visited recently will be impressed. It will always be the beach, golfing and NASCAR venues—as well as the value—that sells this destination. But I'd recommend also scheduling in a little Rachmaninoff or Verdi, readily available year-round.

LPGA INTERNATIONAL

Spend a day with your group at two of the most prestigious public golf courses in the state of Florida: the Rees Jones-designed Champions course and Arthur Hills' Legends course at **LPGA International**. If you're into the whole Southern scene with Spanish moss hanging from massive old-growth pine and oak trees, book tee times at Legends. It is so quiet and serene out among the marshes when the fog lifts in the morning.

We took a cart ride by the magnolia-lined fairways with the friendly and amusing GM, Florian Morel, and assistant golf pro Mike Burgess, who I believe knows every inch of the course. I'd definitely connect with him to arrange a putting contest, driving range challenge, a few hours at the practice academy or a full tournament to get the most out of this venue.

The practice facility is really something with 80,000 sq ft of natural turf and 10 target greens. There are six putting greens and a few of them have bunkers. I also like the 3-hole practice course that Mike says is maintained to the same standards as the two main courses. Call golf sales manager Kristen Robertson, she and Mike will help you arrange every detail.

GOT MY MOTOR RUNNING

It's exhilarating, it's exciting, your heart is racing and all eyes are on you. These are just some of the emotions that your attendees

**"WHAT BETTER PLACE FOR AN AWARDS DINNER THAN
GATORADE VICTORY LANE?"**

22 | prevue magazine



Media Initiatives

Media Releases
Media FAM Tours
Media Reception
Advertorial Copy Writing
Destination Editing/Factchecking
Social Networking
Blog Postings
DBACVB Collateral Writing
Online Copywriting
International Story Development
Crisis Management Messaging

Media FAM Tours

Bloggers Delight
Mancations
Mom-Bloggers

Media Missions

Visit Florida Atlanta
Travel Media Association of Canada
Visit Florida Chicago
ITB Berlin
Visit Florida Boston
World Travel Market Media Marketplace
FACVB Tourism Day, Tallahassee
Florida Huddle – Daytona Beach, FL
Volusia Days in Tallahassee
Visit Florida New York City
International POW WOW Media Marketplace
Visit Florida DC/Philadelphia
PRSA/SATW Conference - San Antonio
Travel Blog Exchange Conference – Vancouver
Travel Media Showcase



DBACVB staff with participants on the Ahh....Spa....and More! media familiarization tour.



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FOR IMMEDIATE RELEASE
Summer 2010

What's New In The Daytona Beach Area

NEWS

The Ormond Beach Scenic Loop & Trail and the Florida Black Bear Scenic Byway were recently designated National Scenic Byways by the U.S. Department of Transportation. Named a Florida Scenic Highway in 2007, The Loop is actually a double-loop that runs approximately 30 miles, starting at S.R. 40 in Ormond Beach and continues north around the Intracoastal Waterway. Ormond Beach's stretch of S.R. 40 is also a part of the Florida Black Bear Scenic Byway, which traverses some of Florida's most pristine ecosystems, centered on the Big Scrub, the world's largest scrub forest. For more information about The Loop visit www.ormondscenicloopandtrail.com.



VACATION VALUES

Daytona Summer Fun. Through August 31, 25 Daytona Beach area hotels and attractions are offering a variety of fantastic summer deals. Along with these fantastic vacation values you can cool off and enjoy our world-famous 23 miles of sparkling beaches that offer an array of activities and endless summer fun. <http://www.daytonasummersale.com>.

HOTELS

The Shores Resort & Spa Chosen as 2010 Expedia Insiders' Select™ Hotel. The Shores Resort & Spa, a AAA Four-Diamond property managed by Hospitality Ventures, has been ranked among the world's best hotels in the Expedia® 2010 Insiders' Select™ list. The hotels on the list represent only a small percentage of the top-ranked hotels offered globally across Expedia sites. The 2010 Expedia Insiders' Select™ list is compiled based on the more than one million Traveler Opinions hotel reviews collected by Expedia, combined with a value rating and the local market expertise of more than 400 Expedia employees in local markets worldwide for properties that consistently deliver superior services, an exceptional guest experience and notable value. The Shores Resort & Spa, with a top overall satisfaction rating of 4.6 out of a possible 5, is one of only four hotels in Volusia County to make the list, and one of only 82 hotels and resorts selected in Florida. www.shoresresort.com.



Communications

Community Relations:

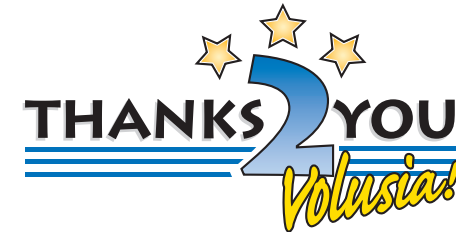
With more than 50% of our annual business success coming from referrals of friends and family, HAAA has recognized the importance of our residents in supporting and promoting the destination. As such, it is important for the DBACVB to work closely with our area civic, government, neighborhood and social groups in sharing the work of HAAA and the DBACVB. To that end, DBACVB staff is actively involved in reaching out in the community and providing residents with accurate, updated information about the destination as a viable place to visit.

Community Initiatives:

Thanks to You, Volusia! Resident Appreciation Program
Bring Your Meetings Home Campaign
Lovin' It Like the Locals Series
Hospitality Industry Listening Forums
Presentations to Government
Speakers Bureau
On-air Radio Appearances
Community Newsletter Writings
Restaurant Week

Communications Allocations:

Press Tours/Media FAMS	\$ 70,000
Collaterals	\$ 11,000
Clipping Services	\$ 25,500
Public Relations	\$ 10,000
Photography	\$ 4,500
Promotions	\$ 25,000
Community Relations	\$ 30,000
Program Fees	\$ 19,000
Total	\$195,000



DBACVB Communications Team

Department Director, Lori Campbell Baker, APR
Senior Media Relations Manager, Tangela Boyd, M.A.
Communications Assistant, Wanda Nelson

Communications Contractors

Write Result Marketing & Communications, Kathy Catron

Technology Services

One of the biggest challenges to destination marketers today is effectively influencing visitors' decisions online. As we know, consumers continue to turn to the Internet as their central form of research prior to, or in concert with, the purchase of travel.

With the evolution of cellular and mobile applications, it's important that the DBACVB establish a strong presence in the emerging technology fields. The DBACVB must also continue to use traditional media in order to drive traffic to its prominent online positions. Video technology adds to the overall impressions of the destination and drives overnight visitations.

Increased efforts in Search Engine Optimization (SEO) and social networking technologies, created and maintained by Doe Anderson, support these overall efforts.

Strategies:

- 1 Develop a content rich, interactive online presence which offers a wide variety of vacation planning tools.
- 2 Establish a stronger role among mobile websites and QR codes for online booking opportunities.
- 3 Expand the use of texting and mobile email to generate and improve transient room sales.
- 4 Maximize the use of visitor email databases utilizing multi-media elements and unique destination branding for all DBACVB target markets.

Additional DBACVB Websites:

bikerbeach.com
filmdaytonabeach.com
culturallydaytonabeach.com
daytonadreamcruise.com

daytonabeach.com

This high volume consumer site targets leisure travelers with portal page links to the DBACVB's meetings and conventions, travel industry sales and communications departments. The redesigned site will include extensive area information, flip books, interactive maps, and new travel planning features and an inventory of new video elements.



daytonabeachcvb.org

Presented in a business-to-business format, this is the central site for the local hospitality industry and community at large, offering membership information, departmental overviews and market research. All local community programs are housed here, as well as a calendar of community events.



biketoberfest.org

The official event site for Biketoberfest® continues to be updated with new features and content. Biketoberfest® is an international, award-winning motorcycle festival that offers a Calendar of Events section, blog posts and much more.



golfdaytonabeach.com

The Golf Daytona Beach program drives business in this niche market by making it easy to book golf vacations online. It packages quality accommodations with great golf courses. New to this site is Golf Switch, a nationally known online tee time reservations network that allows visitors to book their favorite courses prior to arrival.



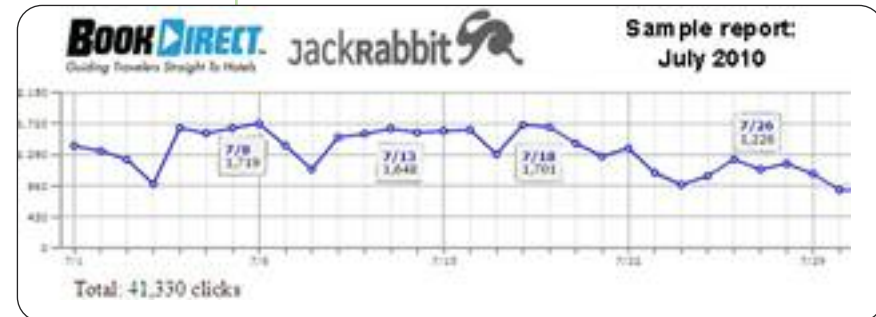
Technology Services

Plan Measurement:

On a monthly and annual basis, the HAAA receives detailed reports of visitor traffic for all DBACVB Web sites. For the 2010-11, the DBACVB will be combining a number of different reporting tools into one consolidated report via HootSuite©. This will assist in providing emerging response trends as well and determining the combined value of the DBACVB's online and print marketing efforts across multiple channels. E-newsletters will be measured by Listrak Solutions software. The Jack Rabbit Online Booking system will be measured by monthly year-to-year click totals to pattern interaction with the on-going media schedule.

Technology Services Allocations:

Web Site Design/Upgrades	\$ 32,000
Mobile Development	\$ 53,000
On-line Booking/Tracking	\$ 54,000
Professional Services/Software	\$ 40,100
Program Fees	\$ 1,900
Total	\$181,000



DBACVB Technology Services Staff

Department Director, Greg Price
Program Coordinator, Jennifer Kaniaris

Technology Services Contractors:

Alternate Image, Jeff Herrin,
Zgraph, Bill Zachery
Jackrabbit Systems, Andrew Van Luchene
Listrak Solutions, Joe Devine
Vann Data, Todd Huffstickler

Travel Industry Sales

With the proliferation of online wholesalers offering booking opportunities to consumers, the travel trade business has enhanced the way tour operators offer travel to consumers. The changes have been successful, and trade business continues to improve. Group tour operators are developing creative, new programs to increase hotels' leisure bookings. Maintaining a strong presence with the travel industry is key to increasing the destination's bookings.

Strategies:

- 1 Develop and promote innovative, tour and travel marketing support for use by the trade.
- 2 Re-affirm the Daytona Beach product to qualified sellers of travel.
- 3 Continue strong relationships with online wholesalers.
- 4 Form new trade partnerships that benefit and strengthen the objectives of the destination and area lodging partners.

Target Markets

United States
Canada
United Kingdom
Ireland
The Netherlands
Eastern Europe
Brazil
Argentina
China
Japan

Target Market Segments

Receptive Tour Operators
Wholesalers
Online Wholesalers
Motor Coach Operators
Travel Agents



TIS booth panels



Travel Industry Sales

Trade Shows:

Addison Trade Shows- London, Ottawa, Toronto & Montreal, Canada
 Orlando Trade Presentation & Reception – Orlando, FL
 National Tour Association – Montreal, Canada
 American Bus Association - Philadelphia, PA
 Florida Huddle – Daytona Beach, FL
 Receptive Services Association of America Summit – New York, NY
 ACTIVE AMERICA – TBD
 International Association of Golf Tour Operators – Las Vegas, NV
 United States Travel Association POW WOW – San Francisco, CA

Travel Industry Sales Allocations:

Trade Shows	\$ 62,200
Promotional Items	\$ 2,000
Industry Conferences	\$ 1,600
Travel	\$ 10,400
Collaterals	\$ 30,000
Program Fees	\$ 15,400
Total	\$ 120,000

Space, Speed and History!

Florida Itinerary: Space Coast - Daytona Beach - St. Augustine

Group Tour Operators seeking exciting packages for their clients are always attracted to this ever popular regional tour. Lift off begins in Florida's Space Coast, circling into Daytona Beach and finally to that first frontier - St. Augustine. A one to three night stay in each of these great destinations will have your groups asking for more. The following itineraries showcase the "best of the best" in Florida's Space Coast, Daytona Beach and St. Augustine Area. Each destination's itinerary can be easily adapted to satisfy any group. Our diverse destinations and staff professionals share the same goal to provide memorable travel experiences to adult, student/educational and senior groups.



★ Day 1:

The slow southern pace starts - where else? The southern-most point of the Daytona Beach area is the charming town of Ponce Inlet, home of the spectacular **Ponce de Leon Inlet Lighthouse**. This lighthouse is the second tallest in the nation and a National Historic Landmark -- and it remains an active beacon for ships sailing the Atlantic. For the agile visitor a slow ascent to the top offers a spectacular view. The lighthouse grounds are pristine, and educational tours are available. Visitors can experience a taste of life from the 1800s by touring the lighthouse keepers' dwellings, which feature artifacts and exhibits from maritime and lighthouse history. Within a short walk is an environmental odyssey at the exciting **Marine Science Center**. It offers an innovative learning experience where visitors can discover the many wonders of marine life in Central Florida. Ready for lunch? The area offers several waterfront eateries, specializing in fresh seafood, salads and more. Enjoy the rest of the day strolling on a magnificent beach or lounging at the hotel's pool deck. For movie buffs, new releases are available at one of the many theaters at **Ocean Walk Village Shoppes**. Pre- or post- theater, enjoy the Bubba Gump Shrimp Co. or catch a tune from your singing and dancing wait staff at Johnny Rockets, a 50s-style diner. Next, indulge in premier ice cream delights at Cold Stone Creamery, or enjoy a nightcap at the Mai Tai Bar.



★ Day 2:

The Number One Attraction - a morning walk or a run on the beach, endless water activities, or maybe a surfing lesson? You'll also find golf, tennis, hiking, biking and so much more - all at your own pace. Want to commune with nature? Be sure to check out our beautiful state parks! Step back in time with **Cracker Creek Canoeing**, which offers a guided pontoon boat on the pristine Spruce Creek river route from old Florida. Kayaking and canoeing are available, along with tours of the nearby historic **Gamble Place** - a favorite for groups of all sizes! Need a little retail therapy? Stroll down historical **Beach Street** and discover unique restaurants, shops - and don't miss a tour at



DBACVB Travel Industry Sales Team

Department Director, Linda McMahon

Program Coordinator, Jennifer Kaniaris

Niche Markets

Consumer hobbies often provide great opportunities to drive travel to the Daytona Beach area. These areas of interest may be related to nature, sports, entertainment, cars, movies and more. A primary example would be a NASCAR fan that travels to races all across the country just to experience the race and the place that they enjoy most. The DBACVB actively focuses on several areas, including Golf, Arts & Entertainment and Film activities.

Strategies:

- 1 Continually monitor current programs and evaluate Return On Investment (ROI).
- 2 Develop a working list of potential segments which can be developed and implemented in designated time frames.
- 3 Evaluate potential for cooperative partnerships in niche markets.

Niche Market Publications:

Golf Travel Brochure
Countywide Arts Map Brochure



Niche Market WebSites:

golfdaytonabeach.com
culturallydaytonabeach.com
Fflmdaytonabeach.com



Niche Market Segments Allocations:

Golf Daytona Beach	\$69,800
Arts & Entertainment	\$60,000
Film	\$10,500

Fore a Good Time - Daytona Beach

Visitors continue to agree that Daytona Beach is a treasure trove for golf enthusiasts. Along with 27 kilometers of sandy white beaches and great weather, Daytona Beach is the perfect golf holiday.

Daytona Beach is the proud home of the Ladies Professional Golf Association (LPGA) and offers 19 challenging courses. Among them are LPGA's signature course, the Champions course designed by Rees Jones and the Legends course designed by Arthur Hills.

The area is served by all major airports in Central Florida including Daytona Beach International Airport, Orlando International Airport is just an hour's drive and Sanford International Airport is just 45 minutes to the area. Most major car rental companies are located in the main terminals - perfect for fly-drive visitors with easy access to the area via I-95 and I-4.



DBACVB Niche Market Staff

Golf Daytona Beach
Sales Manager, Tara Hamburger

Art & Entertainment and Film Office
Department Director, Georgia Turner

Hospitality Services

This area of the DBACVB focuses on ensuring that visitors get plenty of information on area attractions, restaurants, businesses and retailers via our official local Visitor Information Centers. Additionally, travelers entering the state who stop at a Visit Florida Welcome Center receive information on the Daytona Beach area through select collateral placements and visual transparencies that are in place as part of our destination marketing plan.

The DBACVB offers free membership to our local partners and develops programs that are affordable to even the smallest of local businesses. Staying active in the local business community helps the DBACVB connect all the features of the destination while generating needed economic activity.

DBACVB Promotions garner free publicity for the destination via vacation get-aways in a variety of different media outlets, including radio, online, and fundraising events. The Select Small Inns program provides small properties in the Daytona Beach area with added exposure and helps them to market themselves as quality accommodations through SSI's quality assurance and stringent inspection criteria.

DBACVB Visitor Information Centers:

Inside the lobby of the Daytona International Speedway

Inside the Harley-Davidson dealership of Bruce Rossmeyer's Destination Daytona

Hospitality Services Allocations - \$14,900



DBACVB Hospitality Services Staff:

Department Director, Georgia Turner

Department Manager, Roxanne Olsen, TMP

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Daytona Beach Area Convention & Visitors Bureau

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