2010-2011 MARKETING PLAN

Daytona Beach™
Way More than a Beach.
EXIT HERE
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.
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**
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General Manager
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**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
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**Frank Molnar, Secretary/Treasurer**
Shoreline All Suites Inn
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Halifax Area Advertising Authority
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**Bob Davis**
Hotel and Lodging Association
President & CEO
bdavis@daytonahotelmotel.com

Daytona Beach Area Convention & Visitors Bureau
Marketing Plan 2010-2011
Tourism By The Numbers

(2009)

**Number of Visitors**
6,750,000
Half of these visitors stay in hotels and motels. Half stay with friends and relatives, or in their own part-time residences.

**Total Visitor Expenditures**
$3.7 Billion
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.

**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:

<table>
<thead>
<tr>
<th>Performance Indicators</th>
<th>Performance Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Impact</td>
<td>Return on Investment (ROI)</td>
</tr>
<tr>
<td>Length of Stay</td>
<td>Inquiries Generated/Converted</td>
</tr>
<tr>
<td>Occupancy (OCC)</td>
<td>Co-op Resources Generated</td>
</tr>
<tr>
<td>Average Daily Rate (ADR)</td>
<td>Leads Generated/Converted</td>
</tr>
<tr>
<td>Per Person Expenditures</td>
<td>Brand Awareness</td>
</tr>
<tr>
<td>Attractions/Facility Attendance</td>
<td>Media Reach and Quality</td>
</tr>
<tr>
<td>Room Nights Occupied</td>
<td>Product Development</td>
</tr>
</tbody>
</table>
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

TDC $6,599,300

CDT $6,613,745

Ocean Center $8,039,356

195%

HAAA $1,194,086

15%

SOVAA $4,855,263

70%

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

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 = 37.7%
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
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
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.
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
- **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**
**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:**

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

**Lead Generation:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Leads Definite</th>
<th>Leads Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-08</td>
<td>21</td>
<td>123</td>
</tr>
<tr>
<td>2008-09</td>
<td>36</td>
<td>181</td>
</tr>
<tr>
<td>2009-10*</td>
<td>36</td>
<td>169</td>
</tr>
</tbody>
</table>

*Through July 2010

**Trade Show Schedule**

- **TSAE – Tallahassee, FL**
- **Teams – Charlotte, NC**
- **Rejuvenate – Louisville, KY**
- **FL Encounter – Miami, FL**
- **CF-SGMP – Tallahassee, FL**
- **IAEE – New Orleans, LA**
- **HB-ABC – New Orleans, LA**
- **HB-ABC Trade Show – Washington, DC**
- **RMCA – Tampa, FL**
- **Destination Showcase – Washington, DC**
- **S.P.O.R.T.S. Institute – TBD**

- **Meeting Planners Expo – Gainesville, FL**
- **NASC Sports Symposium – Greensboro, NC**
- **Collaborate Marketplace – Greensboro, NC**
- **Spots – Tallahassee, FL**
- **CMCA – TBD**
- **HCEA – Las Vegas, NV**
- **Destination Showcase – Chicago, IL**
- **FSAE – Miami, FL**
- **Connect Marketplace – TBD**
- **Chuck Cook – Tallahassee, FL**
- **Affordable Meetings – Washington, DC**
**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:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Shows/Sales Missions/FAM</td>
<td>$149,000</td>
</tr>
<tr>
<td>Advertising</td>
<td>$210,000</td>
</tr>
<tr>
<td>Collaterals</td>
<td>$10,000</td>
</tr>
<tr>
<td>Promotional Fund</td>
<td>$50,000</td>
</tr>
<tr>
<td>Total</td>
<td>$419,000</td>
</tr>
</tbody>
</table>

**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

*Surf, Sand and Speed FAM*
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:**

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Allocations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Events/Web</td>
<td>$ 141,000</td>
</tr>
<tr>
<td>Participation Fee’s</td>
<td>$ 9,700</td>
</tr>
<tr>
<td>Development Funding</td>
<td>$ 94,300</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 245,000</strong></td>
</tr>
</tbody>
</table>

The DBACVB Tourism Events Team
Department Director, Georgia Turner
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.
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’S 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 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 service, an exceptional guest experience and notable value. The Shores Resort & Spa, with a reader rating of 4.6 out of 5, is one of only 4 hotels in Volusia County to make the list, and one of only 80 hotels and resorts selected globally. www.shoresresort.com.

FOR IMMEDIATE RELEASE
Summer 2010
What’s New In The Daytona Beach Area

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

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.
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:

<table>
<thead>
<tr>
<th>Category</th>
<th>Allocation</th>
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<tbody>
<tr>
<td>Press Tours/Media FAMS</td>
<td>$70,000</td>
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<tr>
<td>Collaterals</td>
<td>$11,000</td>
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<td>Clipping Services</td>
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<td>Public Relations</td>
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<td>Photography</td>
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<td>Promotions</td>
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<td>Community Relations</td>
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<tr>
<td>Program Fees</td>
<td>$19,000</td>
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<td><strong>Total</strong></td>
<td><strong>$195,000</strong></td>
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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
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.
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 Listrack 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:

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<tr>
<th>Service</th>
<th>Amount</th>
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</thead>
<tbody>
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<td>Web Site Design/Upgrades</td>
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<td>Mobile Development</td>
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<td>On-line Booking/Tracking</td>
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<td><strong>Total</strong></td>
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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
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
Travel Industry Sales

<table>
<thead>
<tr>
<th>Trade Shows:</th>
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<tbody>
<tr>
<td>Addison Trade Shows- London, Ottawa, Toronto &amp; Montreal, Canada</td>
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<tr>
<td>Orlando Trade Presentation &amp; Reception – Orlando, FL</td>
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<tr>
<td>National Tour Association – Montreal, Canada</td>
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<td>American Bus Association - Philadelphia, PA</td>
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<td>Florida Huddle – Daytona Beach, FL</td>
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<td>Receptive Services Association of America Summit – New York, NY</td>
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<tr>
<td>ACTIVE AMERICA – TBD</td>
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<tr>
<td>International Association of Golf Tour Operators – Las Vegas, NV</td>
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<tr>
<td>United States Travel Association POW WOW – San Francisco, CA</td>
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Travel Industry Sales Allocations:

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<td>Promotional Items</td>
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<td>Industry Conferences</td>
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</table>

Day 1:

Day 1 begins in 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 offers an otherworldly walk along 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. 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-oprashame a nightcap at the Mai Tai Bar.

Day 2:

Day 2 begins with a morning walk or a run on the beach, endless water activities, or maybe a surfing lesson. First, plan golf, tennis, hiking, boating, shopping or a trip to the historic Cracker Creek Canoeing, which offers guided canoe tours on the pristine Spruce Creek river route from old Florida. Next, visit 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 taste of some of the area’s best dining!

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
- Filmdaytonabeach.com

Niche Market Segments Allocations:
- Golf Daytona Beach: $69,800
- Arts & Entertainment: $60,000
- Film: $10,500

DBACVB Niche Market Staff
- Golf Daytona Beach
  Sales Manager, Tara Hamburger
- Art & Entertainment and Film Office
  Department Director, Georgia Turner
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
Phone: (386) 255-0415

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Georgia Turner
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