

DAYTONA BEACH

Halifax Area Advertising Authority

Volusia County Council Presentation August 17, 2017



HAAA Members & County Council Appointers

Michael Kardos (by Fred Lowry)
Chair - MFK Hospitality Consultants

Blaine Lansberry (by Pat Patterson)
Vice-Chair - Bahama House

Steve Farley (by Deb Denys)
Secy./Treasurer - Best Western Aku Tiki

Kelly Dispennette (by Billie Wheeler)
ONE DAYTONA

John Phillips (by Joyce Cusack)
Embry-Riddle Aeronautical University

Libby Gallant (by Pat Patterson)
Perry's Ocean Edge Resort

Samir Naran (by Ed Kelley)
Premier Resorts & Management

Rich Byrd (by Joyce Cusack)
The Shores Resort and Spa

Jim Berkley (by Heather Post)
Hilton Daytona Beach Oceanfront Resort

Joyce Borda (by Ed Kelley)
Self-Employed

John Betros (by Fred Lowry)
Daytona Beach Regency



HAAA 2016/17 Highlights

Marketing:

- Increased Occupancy, Average Daily Rate and Revenue Per Available Room across the board
- Supported current air service destinations in NYC, Charlotte and Atlanta
- Implemented a successful Danica Patrick testimonial campaign
- Increased the destination's digital presence and tracking mechanisms

Meetings:

- Coordinated and implemented the CVB's role in a successful Shriners Imperial Session 2017
- Participated in 50+ tradeshow, garnering 348 new opportunities and 185 new leads
- Implemented the first of several countywide Visioning Sessions to grow the sports market

Tour & Travel:

- Added Daytona Beach product to 43 tour operators, travel agents, receptives and motor coach associations
- Worked with hotel properties to boost product in support of charter airlines into DBIA
- Created six sales missions in strategic destinations and encouraged local partners to participate

Communications:

- Hosted 38 writers for individual and group countywide familiarization tours
- Built community awareness of tourism's positive economic impacts
- Revamped and strengthened our tourism partners' presence on DaytonaBeach.com

Administration:

- Accomplished clean audits with solid accounting principles and proper checks and balances
- Attained Society of Human Resource Managers (SHRM) Accreditation
- Helped find efficiencies and transferred available funds in order to activate marketing dollars



HAAA 2016/17 Creative Examples



HAAA 2016/17 Creative Examples



HAAA 2016/17 Creative Examples



THE *Early Bird*
GETS THE
WARM.

Had enough of the cold? Plan your migration to Daytona Beach, and soon you'll be enjoying America's famous 23-mile sunny stretch of sand and saltwater. Beyond the beach, stroll the historic boardwalk and quaint side streets for unique shopping, dining, antiques and plenty of sunny memories to carry you home. Your affordable winter escape awaits on the Original American Beach, Daytona Beach.

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DAYTONABEACH.COM

NO CONNECTIONS.

MORE *Time*
TO **CONNECT.**

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Daytona Beach

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UNLIKE ANY OTHER.

Daytona Beach
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MORE
Beach TIME.

DIRECT FLIGHTS TO DAYTONA BEACH FROM NEW YORK.

Daytona Beach

BOOK NOW ►

HAAA 2017/18 Goals

Marketing:

- Engage the new advertising agency to create new brand messaging and targeted media strategies
- Increase cross channel content including blogs, video and email databases
- Promote the 25th Anniversary of Biketoberfest®

Meetings:

- Work with the Ocean Center and local partners toward a highly successful Shriners Imperial Session 2018
- Launch a new sports branding program to book more adult and youth business in needs periods
- Increase by 10% the qualified leads generated in segments that book space in hotels and unique venues

Tour & Travel:

- Increase visitation from Canada, the United Kingdom and Germany
- Develop additional partnerships with the Southeast and West Volusia CVBs
- Increase overall tourism inquiries by 10%

Communications:

- Build the Daytona Beach/Volusia County brand by raising awareness and changing perceptions
- Increase engagement in all social media channels by 10 % (i.e. Facebook from 90K to 100K)
- Host 45 travel journalists through individual media visits and at least two countywide familiarization tours

Administration:

- Increase staff development and engagement via cross-training of skills
- Improve reporting capabilities via the Sage accounting system
- Coordinate strategic Lunch & Learn sessions for staff throughout the year



Telling the Bigger Story: Volusia County Rocks!

Ad Authorities Collaboration Program

HAAA's Countywide Efforts

- ◆ DaytonaBeach.com content
- ◆ Social media – promoting countywide events
- ◆ Tourism Week celebration
- ◆ TourOperatorLand.com – 5-day itinerary
- ◆ International media fact sheets
- ◆ Orlando Rack Card
- ◆ World Travel Market
- ◆ US Travel Association (IPW)
- ◆ Florida Huddle
- ◆ Brand USA sales missions in the UK and Ireland with HAT Marketing
- ◆ Ontario Motor Coach Association (OMCA)
- ◆ American Bus Association (ABA)
- ◆ International Association of Golf Tour Operators (IAGTO)
- ◆ Travel Xchange, Canadian Traveler
- ◆ Visitors Guide content
- ◆ Cultural Arts Map
- ◆ Share the Heritage guide
- ◆ Two county-wide media FAMs
- ◆ Individual media visit itineraries
- ◆ VISIT FLORIDA FAMs



HAAA 2017/18 Budget Summary

Summary Budget Comparison Halifax Area Ad Authority

	FY 2015-16 Actual	FY 2016-17 Budget	FY 2016-17 Estimate	FY 2017-18 Request
Revenues By Source				
Convention Development Taxes	\$ 8,029,920	\$ 8,286,939	\$ 8,034,092	\$ 8,315,294
Interest Income	11,760	12,000	12,000	12,000
Misc. Revenue	149,382	164,500	89,550	80,000
Appropriated Fund Balance	2,009,041	1,580,142	2,259,509	1,263,588
Total Revenues	\$ 10,200,103	\$ 10,043,581	\$ 10,395,151	\$ 9,670,882
Expenditures by Category				
Personal Services	\$ 1,302,898	1,474,500	\$ 1,303,734	\$ 1,372,000
Operating Expenses	6,637,696	7,225,939	\$ 7,811,666	\$ 7,099,504
Capital	-	-	16,163	-
Total Operating Budget	\$7,940,594	\$ 8,700,439	\$ 9,131,563	\$ 8,471,504
Reserves	-	1,343,142	-	1,199,378
Total Expenditures	\$ 7,940,594	\$ 10,043,581	\$ 9,131,563	\$ 9,670,882
Number of Full-Time Positions	19	19	20	20
Number of Part-Time Positions	9	9	8	8

Expenditures By Category

