

MARKETING PLAN & BUDGET

2020/2021

Daytona Beach Area Convention & Visitors Bureau
Halifax Area Advertising Authority



#LOVE
DAYTONA
BEACH



HAAA Board Members (County Council Appointed)

Jim Berkley, Chair (Fred Lowry)
Hilton Daytona Beach Oceanfront Resort

Androse Bell, Vice-Chair (Ben Johnson)
Hard Rock Hotel Daytona Beach

Steve Farley, Secretary/Treasurer (Billie Wheeler)
El Caribe Resort & Conference Center

John Betros (Billie Wheeler)
Daytona Beach Regency

Linda Bowers (Barb Girtman)
Avista Hotels & Resorts

Robert Burnetti (Heather Post)
The Shores Resort & Spa

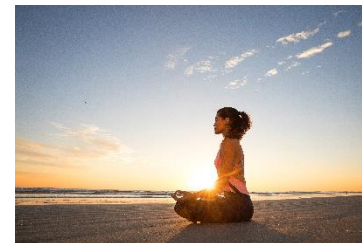
Libby Gallant (Deb Denys)
Perry's Ocean Edge Resort

Josh Harris (Barb Girtman)
Daytona International Speedway

Blaine Lansberry (Ben Johnson)
Bahama House

Samir Naran (Ed Kelley)
Premier Resorts & Management

John Phillips (Heather Post)
Embry-Riddle Aeronautical University



HAAA 2019-2020 Highlights

- **Launched refreshed website** (DaytonaBeach.com)
- **Produced/integrated 360° virtual tours** (SkyNav)
- **Published redesigned 2020/2021 Vacation Guide** (formerly Visitors Guide)
- **Held a county-wide virtual travel industry familiarization trip**
- **Hosted travel writers/social influencers** (US, Canada, UK, Germany, Brazil, Mexico, China)
- **Won bid to host EsportsTravel Summit in 2022** (competitive video gaming)
- **COVID-19 Response:**
 - Visit Responsibly - Travel, Health & Safety Information
 - Tourism Partner Updates, Toolkit
 - Tourism Partner Virtual Calls/Meetings
 - Collaboration with government and health officials
 - Daytona Regional Chamber “Back In Business Safely” Campaign
 - Public Information Network (PIN) “Step Up. Wash Up. Back Up” Campaign



Leisure Advertising Campaign

Let's make up for
lost time.

Wide-open beaches and beautiful, new resorts.
Just an hour's drive from Orlando!

When your time is right,
plan your beach getaway.

Daytona Beach.

DaytonaBeach.com

WIDE. OPEN. FUN.

Whether you're waking up with a sunrise stroll on the sand or savoring local seafood along the waterfront, Daytona Beach offers a new discovery each day. Relax on 23 miles of uncrowded beaches, explore the area's rich history, or rejuvenate with a serene spa trip — adventures of all kinds are endless here.



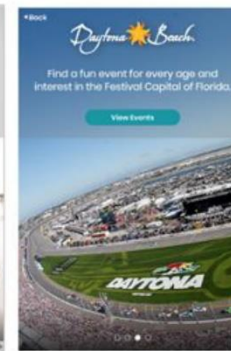
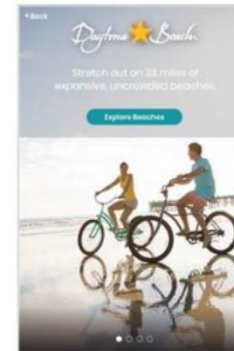
Daytona Beach.
Plan your getaway at
DaytonaBeach.com

GOOD NEWS ATLANTA

SUNNY BEACHES
ARE JUST A SHORT
DRIVE AWAY!

PLAN NOW!

Daytona Beach.



SWAP COLD WEATHER FOR SUNSHINE IN DAYTONA BEACH

PLAN NOW!

Daytona Beach.

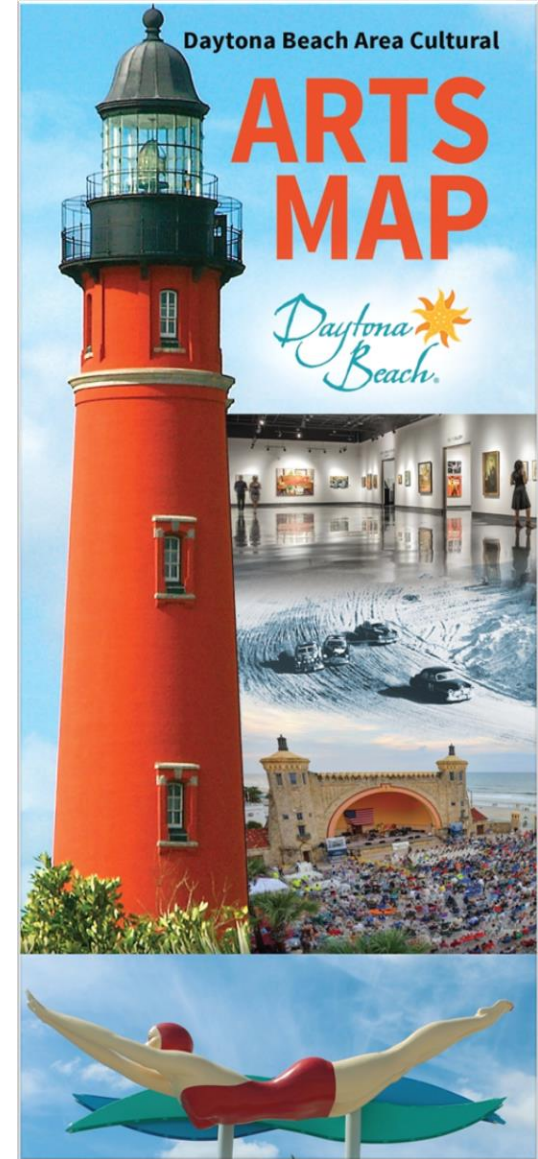
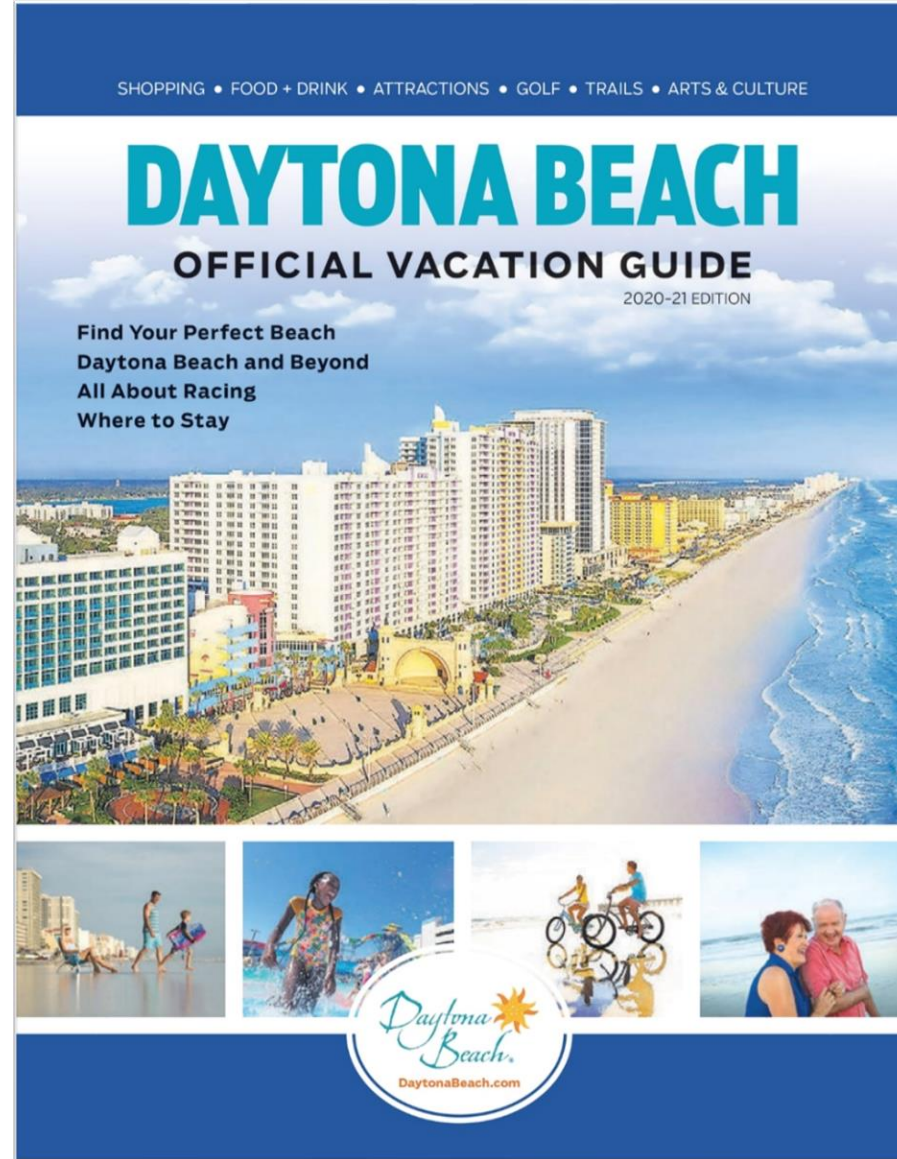
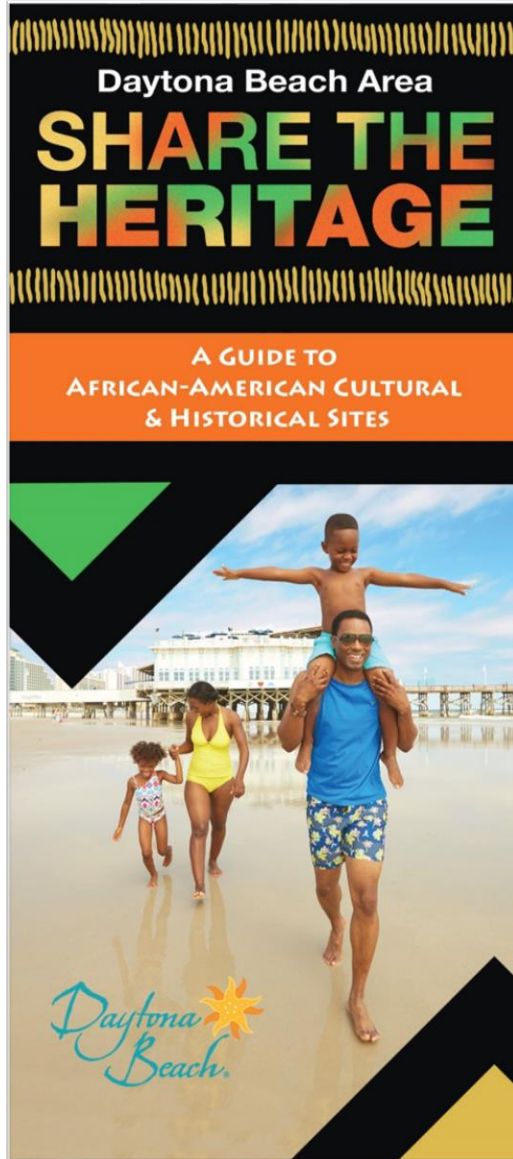
Daytona Beach.

SkyNav 360° Virtual Tours

on DaytonaBeach.com



Countywide Collaboration



User Engagement



#LOVE DAYTONA BEACH

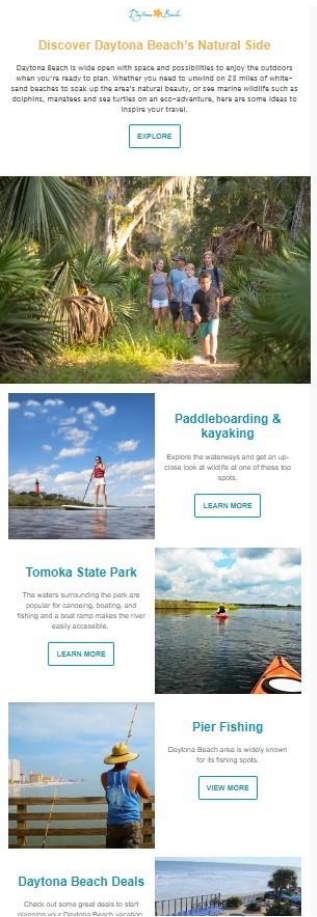


Social Media

Facebook: +13% / 222,505 followers
Instagram: +25% / 12,528 followers
Twitter: +1% / 11,839 followers

DaytonaBeach.com

Total Page Views: -5% / 6,690,489
New Users: +13% / 2,690,111
Total Visits: +16% / 3,754,343
Unique Visits: +15% / 2,731,669



Consumer eNewsletters

eNewsletters Produced: 49
Leads Generated: 80,378
Total Database: 79,729

* June 2019 – May 2020 YoY



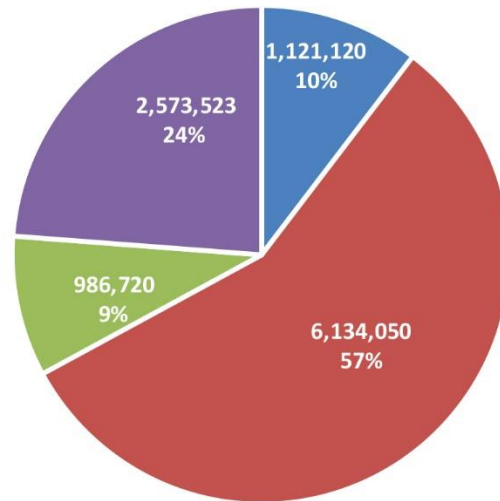
HAAA 2020-2021 Goals

- Seek new audiences while maintaining annual visitors, grow social media
- Implement seasonal programs
- Engage new virtual sales initiatives to reach broader audiences
- Partner with the Ocean Center to retain rescheduled/postponed business and identify new city-wide opportunities
- Using databases/booking platforms, showcase the Ocean Center, meeting & convention space, sports facilities
- Position the CVB as a trusted travel planning resource, inspire travel writers/influencers
- Earn positive editorial coverage for the destination, highlight county-wide assets
- Collaborate with the New Smyrna Beach and West Volusia advertising authorities and other travel industry partners



FY 2020/21 Budget

Expenditures By Category



- Personnel Services
- Marketing Expenses
- Operating Expenses
- Reserves



Summary Budget Comparison
Halifax Area Advertising Authority

	FY 2018-19 Actual	FY 2019-20 Budget	FY 2019-20 Estimate	FY 2020-21 Request
Revenues By Source				
Convention Development Taxes	8,621,358	9,085,095	6,428,375	8,195,890
Interest Income	12,690	12,000	10,200	6,000
Misc. Revenue	66,585	65,000	75,900	40,000
Appropriated Fund Balance	2,411,267	2,525,866	2,573,523	2,573,523
Total Revenues	\$ 11,111,900	\$ 11,687,961	\$ 9,087,998	\$ 10,815,413
Expenditures by Category				
Personnel Services	1,265,741	1,502,420	1,217,615	1,121,120
Marketing Expenses	6,191,521	6,590,530	4,598,170	6,134,050
Operating Expenses	1,081,116	1,069,145	698,690	986,720
Total Operating Budget	\$ 8,538,377	\$ 9,162,095	\$ 6,514,475	\$ 8,241,890
Reserves	0	2,525,866	0	2,573,523
Total Expenditures	\$ 8,538,377	\$ 11,687,961	\$ 6,514,475	\$ 10,815,413
Number of Full-Time Positions	18	18	12	12
Number of Part-Time Positions	8	9	0	8

DAYTONA BEACH WORLD'S MOST FAMOUS BEACH

Daytona Beach
DaytonaBeach.com

