

2021-2022 **MARKETING PLAN**

Daytona Beach Area Convention & Visitors Bureau
Halifax Area Advertising Authority



#LOVE
DAYTONA
BEACH

Presented to Volusia County Council
August 17, 2021

HAAA Board Members (County Council Appointed)

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

Josh Harris (Fred Lowry)
Daytona International Speedway

Androse Bell, Vice-Chair (Billie Wheeler)
Hard Rock Hotel Daytona Beach

Jim Jaworski (Jeff Brower)
Daytona Tortugas

Steve Farley, Secretary/Treasurer (Barb Girtman)
El Caribe Resort & Conference Center

Blaine Lansberry (Ben Johnson)
Bahama House

John Betros (Jeff Brower)
Daytona Beach Regency

Samir Naran (Danny Robins)
Premier Resorts & Management

Linda Bowers (Barbara Girtman)
AVISTA Hotels & Resorts

John Phillips (Heather Post)
Embry-Riddle Aeronautical University

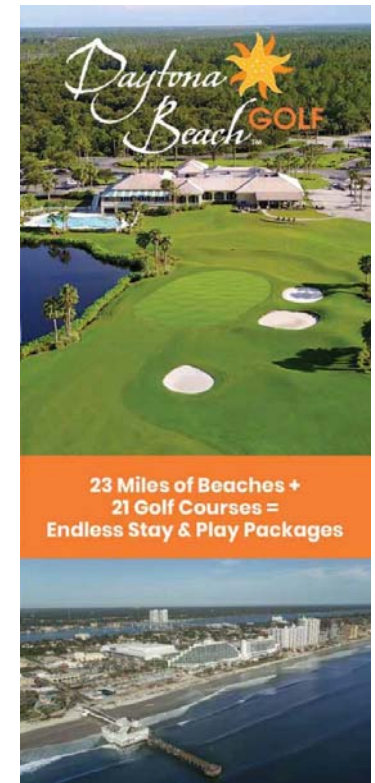
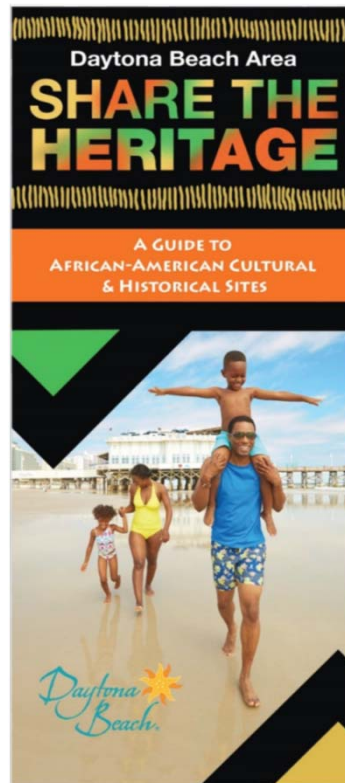
Robert Burnett (Ben Johnson)
The Shores Resort & Spa



HAAA 2020-2021 Highlights

- Kept the Daytona Beach area top of mind with visitors resulting in several record-breaking months of bed tax (CDT) collections and supporting local businesses to recover economically
- Implemented new marketing programs focused on outdoor activities, arts & culture, and sports
- Created virtual sales initiatives and familiarization tours to reach new and broader audiences
- Partnered with the Ocean Center and other partners to rebook 73% of group business cancelled/postponed due to COVID-19
- Using databases and booking platforms, prospected for new opportunities showcasing the Ocean Center, unique meeting venues, area partners and sports facilities
- Positioned the CVB as a trusted travel planning resource for visitors and travel media
- Earned positive editorial coverage for the destination, highlighted county-wide assets
- Collaborated with the New Smyrna Beach and West Volusia advertising authorities, Daytona Beach International Airport, and other travel industry partners

Countywide Collaboration



Ultimate Daytona Beach Trail Guide

Ale Trail

Local craft breweries, tap rooms, distilleries

Hiking & Biking Trail

Paved trails, nature trails, riverfront walks, beach

Iconic Trail

Historical sites, landmarks, tributes to prominent figures

Monuments & Statues Trail

Off the beaten path history tour

Motorsports Trail

Area's racing history and future

Share the Heritage Trail

African American exhibits, historical and cultural sites



HAAA 2021-2022 Goals

- Target group business that historically has met in 1st tier destinations and are now considering new destinations
- Create a strong digital presence and necessary tools to meet the needs of the “new” millennial planner, sports rightsholder and tour operator
- Strategically target group business that will help increase average daily room rates and overall meeting and facility spend
- Showcase the destination at new and unique venues that target Millennials (ages 24-39) and Generation X (ages 40-55)
- Integrate new technology to help identify which media is most effective in driving overnight stays
- Expand the Ultimate Daytona Beach Trail Guide and seasonal/themed promotional campaigns
- Increase engagement on the CVB social media channels
- Increase awareness of the destination with top-tier travel media through strategic tourism public relations partnerships

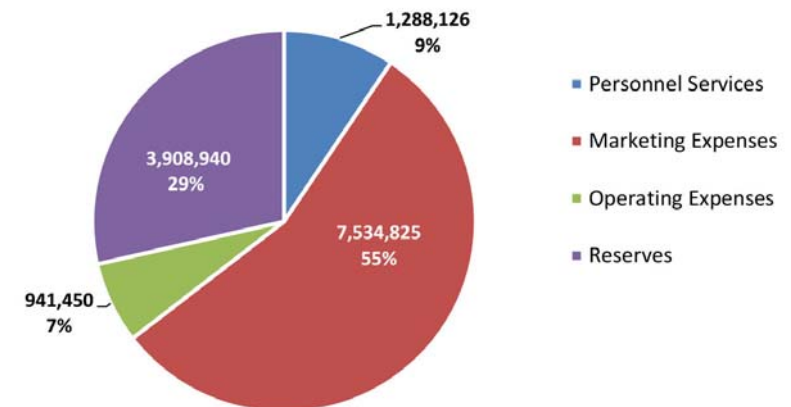


FY 2021-2022 Budget

Summary Budget Comparison Halifax Area Advertising Authority

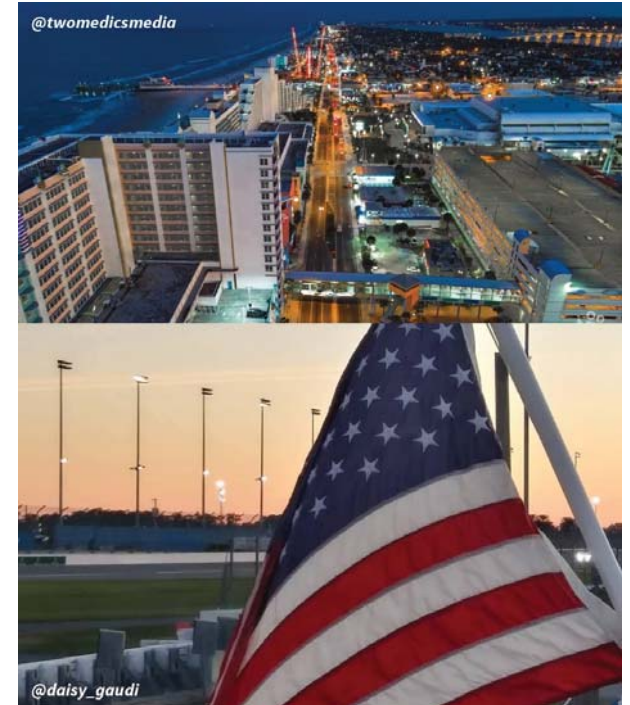
	FY 2019-20 Actuals	FY 2020-21 Adopted	FY 2020-21 Estimate	FY 2021-22 Request
Revenues By Source				
Convention Development Taxes	7,069,863	8,195,890	8,165,205	8,328,457
Interest Income	11,176	6,000	10,000	9,000
Misc. Revenue	71,436	40,000	-	40,000
Appropriated Fund Balance	2,573,523	2,573,523	3,752,566	5,295,884
Total Revenues	\$ 9,725,998	\$ 10,815,413	\$ 11,927,771	\$ 13,673,341
Expenditures by Category				
Personnel Services	1,243,836	1,121,120	1,072,217	1,288,126
Marketing Expenses	4,156,494	6,134,050	4,931,050	7,534,825
Operating Expenses	573,102	986,720	628,620	941,450
Total Operating Budget	5,973,432	\$ 8,241,890	\$ 6,631,887	\$ 9,764,401
Reserves	0	2,573,523	0	3,908,940
Total Expenditures	\$ 5,973,432	\$ 10,815,413	\$ 6,631,887	\$ 13,673,341
Revenues vs Expenditures	3,752,566	0	5,295,884	0
Number of Full-Time Positions	18	12	12	15
Number of Part-Time Positions	8	8	6	6

Expenditures By Category



* Volusia County Summary Budget Comparison format





Q&A