

Daytona Beach Area Convention & Visitors Bureau
Halifax Area Advertising Authority

2024-25 MARKETING PLAN



DAYTONA
BEACH®



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 DaytonaBeach

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VISION:

To be world-renowned for iconic beaches, endless adventures, and memorable experiences

MISSION:

Driving economic and community vitality through destination promotion





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HALIFAX AREA ADVERTISING AUTHORITY

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Chair

THE DAYTONA

Autograph Collection Hotel

Jim Jaworski

Vice Chair

Daytona Tortugas

John Betros

Treasurer/Secretary

Daytona Beach Regency &

Cove on Ormond Beach

Jim Berkley

Hilton Daytona Beach

Oceanfront Resort

Sandra Whittington-Boone

Courtyard/Residence Inn

Daytona Beach Speedway Airport

Ken Bots

Ocean Deck Restaurant &

Beach Bar

Megan Butler

NASCAR

Blaine Lansberry

Bahama House

Jonny Magill

Jonny Nomad Media

Samir Naran

Premier Resorts &

Management, Inc.

John Phillips

Pictona At Holly Hill



ADVISORY COMMITTEES

Advertising: Meets monthly to review leisure advertising strategy, media and creative campaign developed by the Agency of Record. Additional duties include reviewing applications for event marketing funding.

Arts, Culture & Heritage Tourism: Meets quarterly to assist staff in reviewing CVB content and to share information with and from the arts and culture community to help ensure that arts and culture is well represented in marketing the destination to visitors.

Biketoberfest®: Meets twice a year and provides assistance in developing the advertising plan and marketing opportunities for this annual event. Members also participate in preparing the Biketoberfest® Master Plan for the City of Daytona Beach.

Human Resources: Meets quarterly or as needed, providing leadership and support in personnel and human resource areas including employee relations, compensation, benefits and staff development, and assists management with fostering a positive and productive work environment.

Meetings & Conventions: Meets quarterly plus potential workshops. Assists the staff in crafting the overall sales plan to include strategic direction, trade show schedule and other promotions geared toward developing the meetings and conventions business.

Sports: Meets quarterly plus potential workshops to assist in developing strategic direction and marketing opportunities for the development of the group sports market. Assists with the creation of a Local Organizing Committee (LOC) for various sporting events.

Tour & Travel: Meets quarterly plus potential workshops to provide input and overall strategic direction relative to trade show schedules and promotional events. Focuses on developing new opportunities generated by international and domestic tour operators and travel agents.



OVERVIEW: THE PLAN

The momentum continues here in the Daytona Beach area.

After several years of record-breaking revenues, the destination is seeing a normalizing of revenues – still well above pre-pandemic levels – as well as lots of exciting new additions.

The gorgeous new Renaissance by Marriott Daytona Beach Oceanfront offers a stunning addition to our accommodations landscape, and several additional new properties and renovations provide a solid indication as to the investments now being poured into the area.

East International Speedway Blvd. is in the midst of its own renaissance, as is the downtown Beach Street area, with its thriving Riverfront Esplanade. Our new dog beach offers a pet-friendly space for visitors and residents alike. The new Daytona Aquarium and Rainforest Adventure connects all of Midtown's rich history and charm to Tusawilla Park's zipline adventure, the Cici & Hyatt Brown Museum of Art and the Museum of Arts & Sciences.

The Daytona Beach International Airport has recently added Avelo to its list of quality carriers. New art galleries, eateries and microbreweries are finding their homes here, too, and the synergies that all of these developments provide help us to attract new travelers who invest more dollars to our local businesses.

These travelers provide value in many ways. In 2023 alone, Volusia County welcomed 10.1 million visitors – with many of those visiting friends and family in the area. But perhaps more importantly, these special guests spent \$5.4 billion with our local businesses and supported more than 32,400 leisure and hospitality jobs for our local residents. They also continue to pay 38% of all sales taxes collected within Volusia County.

We reach our visitors via our advertising and marketing, sales and communications efforts.

Our consumer advertising campaign is vast in its messaging diversity and its strategically targeted reach. The “Beach On” campaign features compelling imagery, placements that are tested and adjusted in real-time, and even a recent 3-D anamorphic billboard in iconic Times Square, New York City.

Our sales team continues to create relationships that book business. We connect with meeting planners and travel professionals to bring qualified leads and successes to our local hospitality partners.

And our communications team shares our destination's many stories, both within our local communities and throughout the world.

Fiscal year 2024-25 will feature a destination marketing investment of just over \$15 million in bed tax dollars.

In this third year of our Strategic Plan, we're focused on further engaging and educating our partners, enhancing our visitors' experiences, connecting with our various local communities, and growing the overall positive economic impact that tourism has on our fellow citizens.

While so much is changing this year, our partnerships will always be our greatest strengths. We partner closely with VISIT FLORIDA and other key tourism entities – including Visit West Volusia and Visit New Smyrna Beach, the Ocean Center, Daytona Beach International Airport, the Lodging & Hospitality Association of Volusia County, and many more – in order to leverage local destination marketing dollars against competing destinations.

This marketing plan and corresponding budget provide the blueprint for the 2024-25 fiscal year. We'll use it to create measurable results that benefit local businesses, local citizens, and our local economy in general.

We look forward to another successful year in positively impacting our local community through the value of tourism!

Sunny Regards,

A handwritten signature in blue ink, reading "Lori Campbell Baker".

Lori Campbell Baker, APR, CDME
Executive Director



OUR HISTORY

The Halifax Area Advertising Authority (HAAA) dba the Daytona Beach Area Convention & Visitors Bureau (CVB) is a destination marketing organization. It is tasked with promoting and advertising the greater Daytona Beach area – which includes many assets throughout Volusia County – to the traveling public, in order to garner overnight stays and positive economic impacts.

Tourism marketing is not funded by our citizens or our local governments. Instead, the CVB is funded by the three-percent Convention Development Tax, which is a tax on short-term accommodations located within the Halifax Taxing District. (A totally separate “bed tax” is the three-percent Tourist Development Tax levied countywide on short-term rentals and

currently funding the Ocean Center.) The CVB also generates a small amount of revenue through sponsorships, cooperative promotions and advertising.

The Convention Development Tax is dedicated specifically to tourism marketing. In 1984, the Volusia County Council under Florida Statute 212.0305 created the HAAA board to administer and disburse the proceeds from this (now three-percent) Convention Development Tax. This 11-member Authority meets bi-monthly to receive updates and review additions or modifications to the budget and marketing plan. As mandated by law, a majority of the Authority represents lodging facilities within the Halifax Taxing District, and the remaining members represent a variety of tourism-

related businesses from throughout the district.

The organization is research-driven, performance-based and committed to advertising and promotions that elevate both the destination’s brand and awareness of tourism assets throughout Volusia County.

In order to organize and implement all destination marketing programs for the area, HAAA currently contracts for employees through AUE/Oasis/ Paychex Staffing.

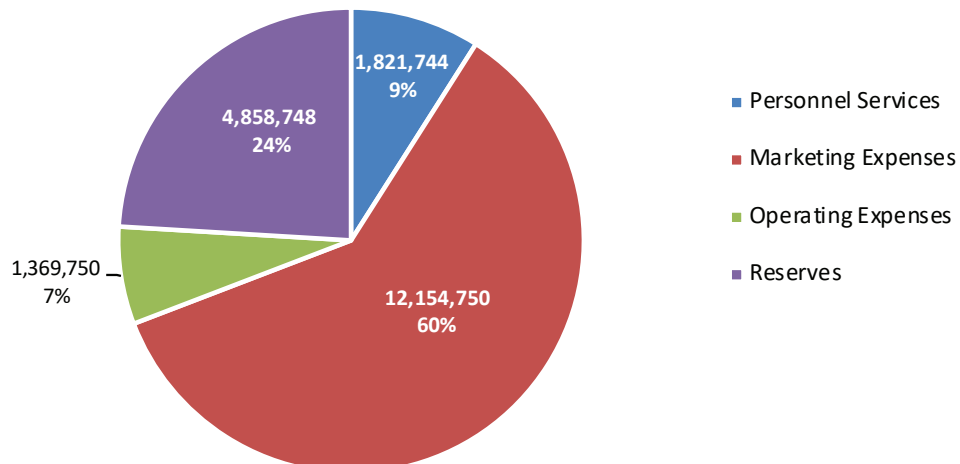




Summary Budget Comparison Halifax Area Advertising Authority

	FY 2022-23 Actuals	FY 2023-24 Adopted	FY 2023-24 Estimate	FY 2024-25 Request
Revenues By Source				
Convention Development Taxes	11,893,789	13,077,109	12,063,820	12,273,809
Interest Income	175,568	9,000	281,718	220,000
Misc. Revenue	34,000	40,000	55,819	40,000
Appropriated Fund Balance	10,600,574	9,260,564	9,583,867	7,671,183
Total Revenues	\$ 22,703,931	\$ 22,386,673	\$ 21,985,224	\$ 20,204,992
Expenditures by Category				
Personnel Services	1,433,881	1,691,922	1,545,143	1,821,744
Marketing Expenses	10,484,080	12,596,250	11,496,089	12,154,750
Operating Expenses	1,202,104	1,382,030	1,272,809	1,369,750
Total Operating Budget	\$13,120,065	\$ 15,670,202	\$ 14,314,041	\$ 15,346,244
Reserves	0	6,716,471	0	4,858,748
Total Expenditures	\$ 13,120,065	\$ 22,386,673	\$ 14,314,041	\$ 20,204,992
Revenues vs Expenditures	9,583,866	0	7,671,183	0
Number of Full-Time Positions	17	17	17	18
Number of Part-Time Positions	5	5	5	5

Expenditures By Category







MARKETING & DESIGN

LEISURE MARKETING

The Marketing & Design Department focuses on positioning the destination as an ultimate choice for leisure travelers, while enhancing brand recognition and affinity. Through strategic use of diverse media channels, the department and vendors craft compelling advertising campaigns that captivate potential visitors throughout their travel research phase. The goal is to attract quality traffic to our website, gather valuable data and ultimately drive bookings to maximize tourism economic impact.

OVERALL GOALS:

- Increase overnight stays to the destination
- Drive tourism demand
- Position the destination’s uniqueness through creative execution
- Attract visitors with a higher household income
- Improve social media presence and engagement
- Implement seasonal programs during low occupancy seasons
- Leverage events to draw visitors

SPECIFIC GOALS:

- DaytonaBeach.com
- Increase new users by 20%
 - Increase time on site by 33%
- First Party Data
- Increase email collection by 25%
- Social
- Increase fans/followers on Meta by 20%



Tools to Measure Marketing Success

Bed Tax Collections, Zartico, Visitor Profiles, Key Data, Smith Travel Research (STR)

Return On Ad Spend (ROAS)

Website traffic and engagement – drive previous and new users, page views, time on site

Destination Guide distribution – views, digital downloads, by mail, shows, brochure racks

Database growth – overall and audience segmentation

Economic impact through visitor spending

Fans, followers, content consumption, resharing through social channels

LEISURE MARKETING STRATEGIES:

- Retain annual visitors
- Increase first-time visitors
- Target younger audiences
- Extend length of stay
- Continue to attract visitors with higher household income
- Increase visitation during slow periods
- Execute a measurable cross-channel media plan
- Use creative messaging to improve the destination's perception
- Foster brand engagement

LEISURE TARGET AUDIENCES:

- Adults (ages 25-54) including:
Families, Couples, Singles
- Empty Nesters
- Seniors
- Diversity
- Household Income: \$100K+
- Target niche markets:
Golf
Arts, Culture & History
Outdoor Enthusiasts
Racing
Motorcycle Enthusiasts
Deal Seekers
Events

US TARGET MARKETS:

Primary: Florida

- Ft. Lauderdale
- Ft. Myers/Naples
- Gainesville
- Jacksonville
- Miami
- Ocala
- Orlando
- Tampa/St. Pete
- West Palm Beach

Secondary: Out-of-State

- Georgia
- Illinois
- Indiana
- Michigan
- New York
- North Carolina
- Ohio
- Pennsylvania
- South Carolina
- Tennessee
- Texas

INTERNATIONAL TARGET MARKETS:

- Toronto & Montreal, Canada
- United Kingdom
- Brazil

2023 Visitor Data – Source Zartico

Visitor Market Area	Visitors % of Total
Orlando-Daytona Beach-Melbourne FL	14.6%
Tampa-St. Petersburg (Sarasota) FL	9.8%
Jacksonville, FL	8.6%
Atlanta, GA	6.0%
Miami-Ft. Lauderdale, FL	4.1%
West Palm Beach-Ft. Pierce, FL	3.0%
New York, NY	2.1%
Charlotte, NC	1.6%
Savannah, GA	1.6%
Ft. Myers-Naples, FL	1.3%
Gainesville, FL	1.3%
Nashville, TN	1.3%
Greenville-Spartanburg-Asheville, NC & SC	1.3%
Indianapolis, IN	1.3%
Tallahassee, FL-Thomasville, GA	1.3%
Chicago, IL	1.2%
Chattanooga TN	1.1%
Washington, D.C.	1.1%
Cincinnati, OH	1.0%
Detroit, MI	1.0%





MARKETING & DESIGN

MEDIA STRATEGY:

ACTION PLAN:

BEACH ON

LEISURE MARKET

- Continue and expand the new “Beach On” campaign and assets
- Increase organic social frequency
- Use all available research to guide the selection of message, market, and media
- Maximize brand exposure and gain impressions using targeted media
- Use paid and owned media to have an “always on” approach
- Geo-target consumers through digital and social media opportunities
- Develop an email campaign that targets specific markets and consumer interests
- Create register-to-win promotions and social media campaigns to grow databases
- Develop co-op advertising opportunities for partners to extend reach
- Support partners and businesses at area Visitor Information Centers
- Increase engagement and capture new audiences on social platforms
- Improve content and user experience on DaytonaBeach.com
- Develop website content through blog posts and videos to promote countywide assets
- Increase website traffic using SEO (Search Engine Optimization) and SEM (Search Engine Marketing)
- Seasonally work with Online Travel Agencies (OTAs) to develop programs for partners in need during slow periods
- Promote airlift to direct flight markets
- Continue to capture video and photo content for digital libraries and social content
- Engage younger audiences through social platforms (i.e., Reels, Pinterest, TikTok, YouTube Shorts)

Continue to use the full funnel marketing approach, with an emphasis on the top of the funnel to attract new audiences and build destination awareness

Focus primarily on digital and social media while continuing to use traditional media

Market to potential visitors from the moment they start searching for travel

Use geotracking in market to understand visitors’ origin market and interest while in the destination

Utilize technology to understand media reach and hotel revenue

Conquest and convert consumers that are considering other beach destinations

Explore experiential marketing options to deliver the brand in a unique way

Co-op with CVB partners to increase brand presence and bookings

Partner with VISIT FLORIDA, Destinations Florida, and Southeast Tourism Society to leverage buying power and market reach

TOURISM PARTNERS:

The CVB values its tourism partners and offers support, education, social media, events, and marketing opportunities. Tourism partners include local lodging, attractions, arts and culture, dining, retail, and other tourism-related businesses. There is no cost to be a tourism partner.

Action Plan:

- Increase engagement on Partner Gateway (the CVB extranet portal)
- Increase image and video libraries for partner access
- Host Tourism Partner Learning Sessions to educate and support partner needs
- Survey partners to understand their needs and challenges
- Host signature partner events
- Provide content resources and marketing tools
- Create marketing co-op opportunities



CREATIVE & DESIGN:

Develop informative and impactful collaterals for both visitors and industry professionals

Produce and sell the annual Destination Guide, the primary inspirational piece which sells the destination

Assist all departments with creative and marketing services including brochures, booths, video, imagery, ads, etc.

Continue to develop photo and video content for social media channels, YouTube, industry and consumer sites

Maintain brand standards for all destination marketing materials

CONSUMER PROMOTIONS:

Consumer Promotions focuses on promoting the destination at well-attended travel and interest shows, distributing Daytona Beach vacation information, and collecting data.

Action Plan:

- Attend select high-volume consumer travel shows in key markets (New York, Atlanta, Chicago, Toronto, Montreal, etc.)
 - Enhance booth experience with interactive elements and giveaways
 - Feature partner vacation packages for giveaways to expand media reach
 - Increase data collection
- Coordinate vacation giveaways to expand media reach
- Provide collaterals and participate in promotions at all VISIT FLORIDA Welcome Centers
- At the two CVB Visitor Information Centers located at Daytona International Speedway and Teddy Morse's Daytona Harley-Davidson:
 - Offer collateral distribution opportunities for our tourism partners
 - Collect consumer data for future communication opportunities
 - Engage with visitors arriving in market with travel and destination information



TOURISM EVENTS:

- Continue to support annual, high-impact events with marketing dollars
- Seek new tourism events for need periods to generate overnight stays
- Continue to develop and implement on-site surveys (visitor data collection) at all HAAA marketing funded events
- Assist event visitors with travel and destination information
- Evolve Biketoberfest® marketing efforts and sponsorships to attract new riders; offer advertising opportunities on all owned assets
- Increase Biketoberfest® sponsorships to support advertising efforts





GROUP SALES

The Group Sales Department will continue to create a greater demand to grow the Meetings, Sports and Travel Trade market segments for the destination and position the Daytona Beach area as a viable location for group business.

Group Sales will work with area partners to expand and diversify group business. Group Sales will continue to focus on planner/buyer needs that include a strong digital presence, quick and easy communications via digital platforms highlighting destination assets, sustainability, shoulder seasons, and Monday – Thursday meeting patterns.

STRATEGIES:

- Increase Request for Proposal (RFP) submissions
- Further enhance communication with area partners to determine business needs
- Collaborate with the Ocean Center and Daytona International Speedway to identify city-wide opportunities
- Target need periods/weekdays and utilize incentive dollars to assist in closing business
- Utilize industry trade shows, memberships, and direct sales to increase destination awareness. Analyze ROI and track production
- Offer convention support services to heighten business retention and event support programs
- Strategically place advertising (print/digital) and editorial in key trade media, create a strong presence through social media channels (Facebook/LinkedIn) and email marketing
- Sports branding with a focus on meetings. Building on the success of sports programs and facilities that are located in the destination

SPECIFIC GOALS:

- Generate 350 qualified Requests For Proposals (RFP)

AREAS OF CONCENTRATION

Hotel/small market meetings
 City-wide opportunities
 Sports events
 Domestic/international Travel Trade
 Convention support services

MARKETS

Religious/Faith-based
 National and state associations
 State government
 Specialty
 Corporate
 Third-party/independent planners
 Incentive Meetings
 Sports
 Tour & Travel

ACTION PLAN:

- Promote Daytona Beach at Trade and Travel Shows in all markets – and partner with VISIT FLORIDA for increased exposure at select opportunities
- Conduct Sales Missions, Lunch and Learns, and Client Events focusing on Tallahassee, Orlando, Atlanta, and Washington DC
- Maximize use of databases from tradeshow and industry memberships
- Utilize Mailchimp for pre and post tradeshow email marketing
- Conduct site visits, and utilize virtual meeting platforms as needed
- Develop small and mid-sized meeting leads for area hotels that accommodate smaller meetings, including military, weddings, and family reunions
- Develop a corporate meeting initiative focusing on the incentive market to bring additional exposure to Daytona Beach and new hotel product
- Continue strategic growth with third-party planners
- Actively revisit all lost business to determine booking potential
- Maintain and enhance the CVB's reporting systems and data collection processes
- Utilize event sponsorships to include attending industry partners at events with MPI, FSAE, CMCA, Florida Encounter, and Northstar Travel Group
- Working with DigitalEdge, leverage exposure to attract a higher ROI clientele
- Utilize Pay Per Click to elevate website visitation

**TOUR & TRAVEL:**

The Tour & Travel market, also referred to as Travel Trade, includes domestic and international tour operators, travel agents and online sellers of travel to the Greater Daytona Beach Area.

ACTION PLAN:

- Increase the volume of business produced by international/domestic tour operators, travel agents, and online sellers of travel through outreach
- Work with West Volusia Tourism Advertising Authority and Southeast Volusia Advertising Authority to highlight all of Volusia County's assets
- Exhibit in select trade and travel shows, and conduct sales missions, site visits, and familiarization (FAM) Tours
- Message attendee databases garnered from tradeshow and industry memberships
- Work with area partners to build an added value program for international and domestic markets
- Increase international exposure through marketing in Canada, United Kingdom and Brazil while continuing to identify potential emerging markets
- Develop Tour/Travel Itineraries
- Revitalize the Student Travel Market (SYTA)

**STRATEGIES:**

Increase Request for Proposal (RFP) submissions

Increase communication, data collection, and coordination of sales efforts with area partners

Strategically place advertising (print/digital) and editorial in key trade media, and create a strong presence through social media channels (Facebook/LinkedIn)

Target prospective business travel during need periods

Increase knowledge of area assets in domestic and international markets

Utilize industry memberships and direct sales messaging to increase destination awareness through email marketing



GROUP SALES

SPORTS:

Efforts surrounding Sports will continue to focus on promoting the Daytona Beach area as a premier sports tourism destination.



STRATEGIES:

- Increase Requests for Proposal submissions (RFPs)
- Continue to identify emerging sports programs, competitive arts and niche markets
- Partner with area facilities and hotels to identify new sports opportunities
- Participate in industry shows and memberships that will increase awareness of the areas assets

ACTION PLAN:

- Build on the success of new/renovated sports facilities in the destination
- Place a strong emphasis on maintaining/re-booking existing events by increasing level of services and potential funding opportunities
- Utilize new and current memberships to strengthen awareness and increase lead generation
- Highlight incentive program and/or services
- Work closely with the Sports Committee on events best suited for our area
- Attend events that are open for bid that match the area's assets with group requirements
- Support organizations (such as Florida Sports Foundation, NorthStar, and others) through sponsorships and in-person attendance
- Focus on locations with multiple rights holders and make sales trips to their offices





COMMUNICATIONS

The Communications Department has a strategic role in establishing and protecting the brand. Communication efforts strive to position the destination as a preferred locale by providing visitors with information and inspiration to help them make future travel plans that include the Daytona Beach area. These efforts support the organization's goal to drive positive economic impact to support local businesses in the Daytona Beach area and countywide.

OVERALL GOALS:

- Increase overnight stays to the destination
- Drive tourism demand
- Position the destination's uniqueness through creative execution
- Attract visitors with a higher household income
- Increase website traffic through content
- Implement seasonal programs during low occupancy seasons
- Leverage events to draw visitors

SPECIFIC GOALS:

- Media impressions
Increase publicity value by 10%
- Press releases
Increase distribution of press releases by 10%
- Blog content
Increase blog content by 10%
- Community Outreach
Community Listening Sessions: Four sessions during the fiscal year
Speakers Bureau: Increase community engagements by 20%





COMMUNICATIONS

STRATEGIES:

The Communications Department will raise brand awareness of and drive affinity for, the destination by informing visitors and inspiring travel to the Daytona Beach area. It will:

- Position the CVB as the trusted resource for travel planning information
- Promote the best assets in the Daytona Beach area and countywide while respectfully protecting the destination's brand
- Implement effective public relations strategies and tactics that include crisis communications, media relations and community relations
- Produce compelling travel editorial and content that is integrated with and supportive of, the organization's marketing and sales efforts
- Collaborate with local partners, including the West Volusia Tourism Advertising Authority and Southeast Volusia Advertising Authority, Daytona Beach International Airport, Ocean Center, area Chambers of Commerce, and local officials and their staffs

ACTION PLAN: LEISURE

By focusing on travel media in the primary markets identified in this plan, Communications will:

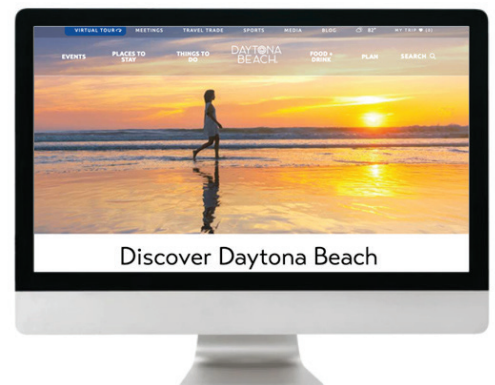
- Produce content that highlights new developments, updates, and the best assets in the Daytona Beach area and county wide to secure positive coverage via earned media
- Create quarterly/seasonal news releases distributed to targeted state, regional and national consumer and travel media
- Actively seek out and respond to travel journalists, publications, content creators and, when appropriate, vet and host travel media for familiarization (FAM) visits
- Participate in media receptions and/or missions for key markets, leveraging opportunities with VISIT FLORIDA and other industry and tourism partners as appropriate



> Travel writer on the Ponce Inlet Watersports Dolphin and Manatee Tour



> Community Listening Session



ACTION PLAN: MARKETING

Organic social media is a key component of public relations. Communications will be tightly integrated with CVB marketing efforts to help create authentic experiences and content that drives engagement and brand loyalty across all channels. Working with the Marketing Department and the Agency of Record, Communications will:

- Support the brand, raise awareness, and increase positive public perception of the destination
- Support the monthly social media plan, ensuring content is on brand and integrated with communication strategies
- Support the creation, production and reach of the blog, photography, and video libraries
- Support all goals listed in this marketing plan
- Review and edit consumer and sales eNewsletter content
- Continuously improve and update content on DaytonaBeach.com to ensure it is on brand message, supports increased organic search, improves user experience and increases Search Engine Optimization (SEO)
- Assist with the content of internal and external communications, presentations, etc.
- Produce editorial for key CVB publications and collateral (digital and print)

ACTION PLAN: MARKETING

To support Group Sales efforts, Communications will:

- Produce content (e.g., media releases, editorial, website content, etc.) to help raise awareness of CVB qualified travel/trade opportunities, sports events, meetings and conventions to local, industry and trade media if/when appropriate
- Provide public relations assistance and support for CVB-qualified clients and events
- Review content and messaging on collateral materials

ACTION PLAN: COMMUNITY RELATIONS

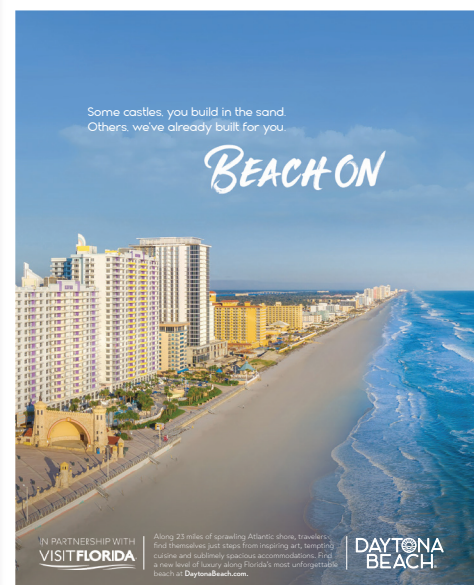
The Communications team will actively engage and inform our communities about the CVB and how it supports local businesses by marketing the Daytona Beach area and Volusia County as a preferred Florida vacation destination for leisure, sports, and business travel. It will:

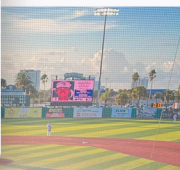
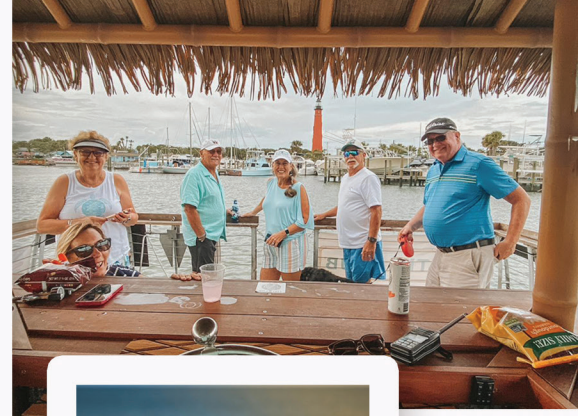
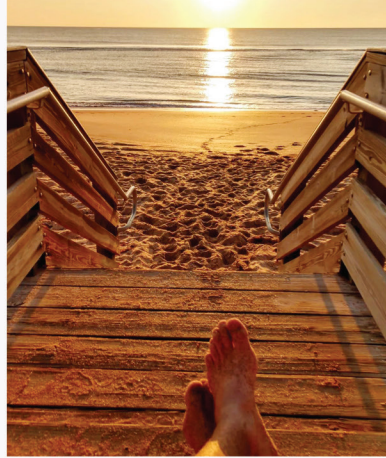
- Present to key community groups through the Speakers Bureau and host community listening sessions
- Continue to grow the CVB's Ambassador Program through Rendezvous events at area attractions and businesses
- Represent the CVB at community functions, meetings and events
- Produce the TOURISM TODAY eNewsletter on a bi-monthly basis
- Manage the Events Calendar on DaytonaBeach.com
- Collaborate with West Volusia Tourism Advertising Authority and Southeast Volusia Advertising Authority
- Advocate on behalf of our visitors for a positive experience in the destination
- Strengthen collaboration and promote the value of tourism with economic development leaders, local government agencies and business organizations

RESEARCH:

The CVB bases its multi-faceted marketing activities on solid qualitative and quantitative research, from beginning to end.

The HAAA, its committees, staff and its advertising Agency of Record use research and data analytics to determine optimal messages, timing, media placements, images, etc. Key target audiences are identified and tested; creative messaging is conceived, tested and fine-tuned. And the final advertising placements are monitored constantly for Return on Investment (ROI), with real-time reporting that allows ongoing changes.





DAYTONA BEACH®

Area Convention & Visitors Bureau

140 South Atlantic Avenue, 5th Floor
Ormond Beach, FL 32176
DaytonaBeach.com

