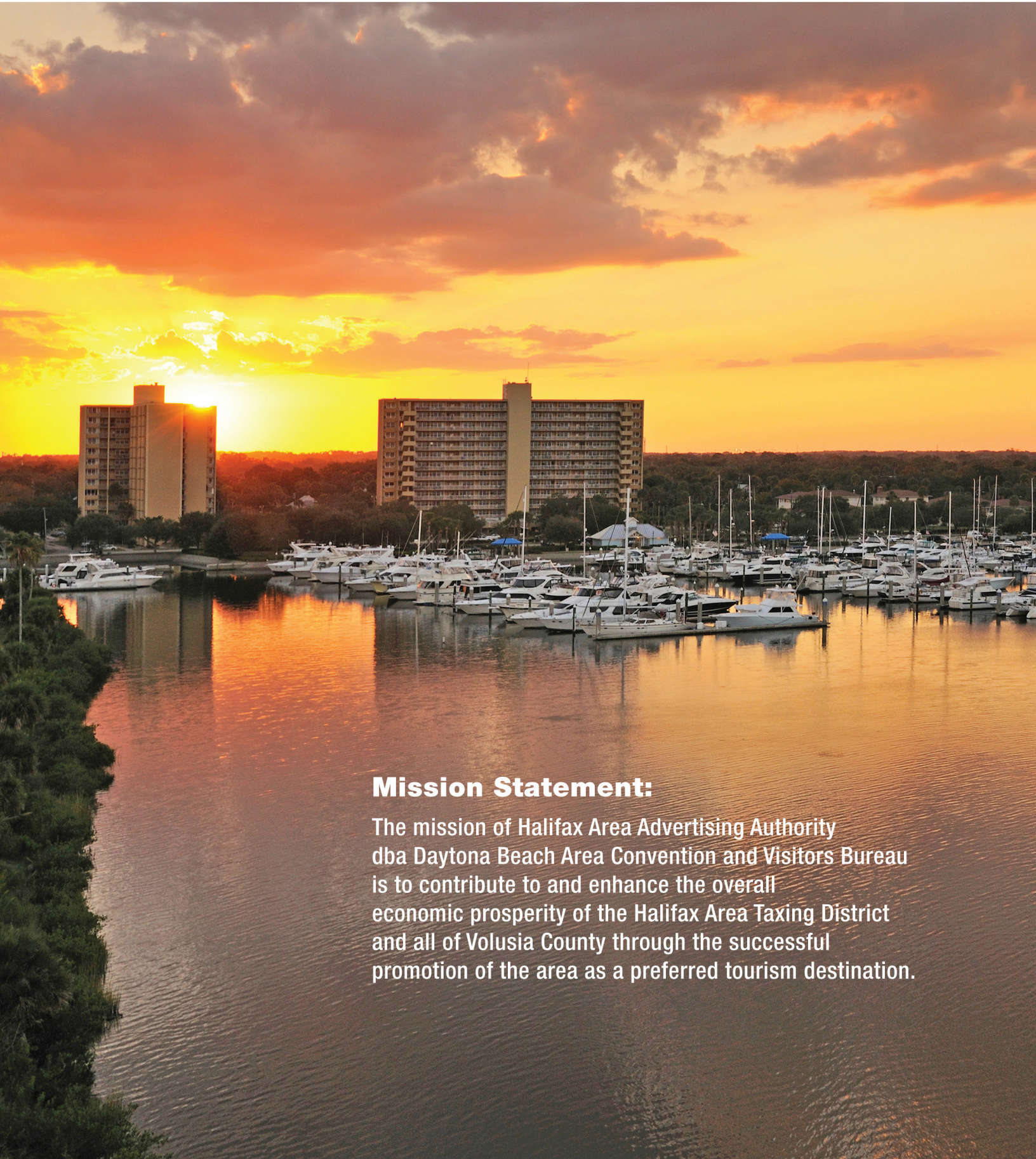




**Halifax Area Advertising Authority**  
2017-18 Marketing Plan

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### **Mission Statement:**

The mission of Halifax Area Advertising Authority dba Daytona Beach Area Convention and Visitors Bureau is to contribute to and enhance the overall economic prosperity of the Halifax Area Taxing District and all of Volusia County through the successful promotion of the area as a preferred tourism destination.

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# HALIFAX AREA ADVERTISING AUTHORITY:

## BOARD MEMBERS 2017-2019

**Mike Kardos, Chair**

MFK Hospitality Consultants

**Blaine Lansberry, Vice-Chair**

Bahama House

**Steve Farley, Secretary/Treasurer**

Best Western Aku Tiki

**Jim Berkley**

Hilton Daytona Beach Oceanfront Resort

**John Betros**

Daytona Beach Regency

**Joyce Borda**

Self-Employed

**Rich Byrd**

Pyramid Hotel Group

**Kelly Dispennette**

International Speedway Corporation

**Libby Gallant**

Perry's Ocean Edge Resort

**Samir Naran**

Premier Resorts & Management

**John Phillips**

Embry-Riddle Aeronautical University

# ADVISORY COMMITTEES:

## ARTS, CULTURE, HERITAGE TOURISM:

Meets quarterly with a focus on integrating the Daytona Beach area's arts, cultural and heritage tourism offerings into the existing marketing efforts of the CVB and finding additional vehicles to expand that message.

## ADVERTISING ADVISORY:

Meets bi-monthly to review upcoming media placements, creative direction and provide input relative to all advertising. Reviews special event applications.

## MEETINGS & CONVENTION:

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.

## 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.

## 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.

## BIKETOBERFEST® MARKETING COMMITTEE:

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.

## SPORTS:

Meets quarterly plus potential workshops and assists in developing strategic direction and marketing opportunities for the development of the group sports market.

# OVERVIEW:

## THE PLAN:

This year brings a lot of exciting opportunities to the Daytona Beach area. With Daytona International Speedway's new \$400-million motorsports stadium, the Tanger Outlets project now fully opened, the first phase of the ONE DAYTONA project launching, the resurgence of the Streamline Hotel, a new Hard Rock Hotel and many more renovations and openings, the area is booming – and consumers and travel professionals are taking notice.

One of the greatest aspects of tourism marketing is the ability to explore all areas of our community and promote only the best and brightest. These efforts resulted in 9.8 million visitors to Volusia County in 2016 (half of which, stayed with friends and family.) Visitors spent \$6 billion in the local economy and created 42,000 jobs for local residents. Never has tourism been more important or more vibrant.

With VISIT FLORIDA's funding now intact, the CVB will continue to work with the State's tourism marketing arm to leverage local destination marketing dollars. The goal is to grow the positive perception of the Daytona Beach area with consumers, via strategic relationships with journalists, meeting planners, travel agents, tour operators and more.

Special areas of focus this year will include: a new creative campaign and strategy that comes with the CVB's new advertising agency of record, The Brandon Agency; an enhanced countywide sports branding initiative; a comprehensive program that targets the Canadian traveler; and a series of informative training sessions for local industry partners who want to get more out of their CVB relationships and staff expertise.

The CVB staff is looking forward to a year of solid gains, and this marketing plan and budget will act as the playbook. Let's get started!





# OVERVIEW (CONT'D):

## OUR HISTORY:

The Halifax Area Advertising Authority (HAAA), dba the Daytona Beach Area Convention and Visitors Bureau (CVB), functions as a destination marketing organization for the greater Daytona Beach area. The organization 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.

The main source of CVB funding is the three percent Convention Development Tax, which is a tax on transient 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 Convention Development Tax is dedicated specifically to tourism marketing, and because of it, no tourism marketing funding comes from local municipalities or residents. In 1984 the Volusia County Council under Florida Statute 212.0305, created the HAAA board to administer and disburse the proceeds from the 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.

In order to organize and implement all destination marketing programs for the area, the HAAA currently contracts for employees through a professional employment agency called TriNet.

In 2017-18, the HAAA will oversee the investment of just over \$8.3 million in bed tax dollars to promote and advertise the Daytona Beach area, a projected budget that is slightly more than recent years. In addition to the Convention Development Tax, the HAAA also generates a small amount of revenue through cooperative promotions and advertising in its various in-house publications.

With this total budget, the CVB, under HAAA's direction, will implement plans to support consumer marketing, meetings and conventions, tour and travel, sports, paid and earned media, and more. Each year, the organization's comprehensive program of work is designed to respond to an ever-changing audience. The organization is performance-based and committed to advertising and promotions that elevate awareness of all tourism assets throughout Volusia County.

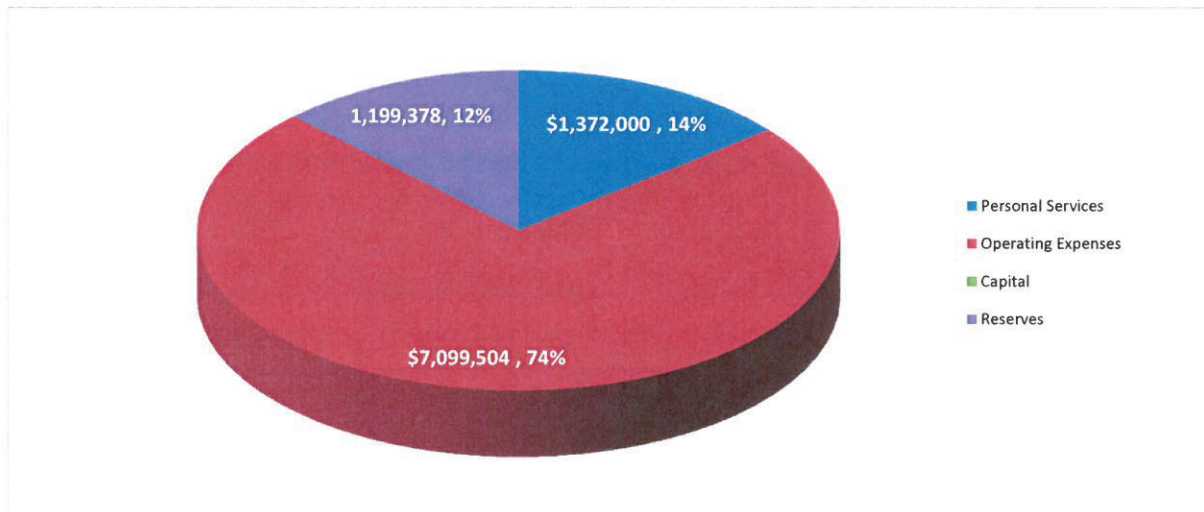


# BUDGET:

## Summary Budget Comparison Halifax Area Ad Authority

	FY 2015-16 Actual	FY 2016-17 Budget	FY 2016-17 Estimate	FY 2017-18 Request
<b>Revenues By Source</b>				
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
<b>Total Revenues</b>	<b>\$ 10,200,103</b>	<b>\$ 10,043,581</b>	<b>\$ 10,395,151</b>	<b>\$ 9,670,882</b>
<b>Expenditures by Category</b>				
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	0	0	16,163	0
<b>Total Operating Budget</b>	<b>\$7,940,594</b>	<b>\$ 8,700,439</b>	<b>\$ 9,131,563</b>	<b>\$ 8,471,504</b>
<b>Variance to Adopted Budget</b>			<b>\$ 431,123</b>	<b>\$ (228,935)</b>
Reserves	0	1,343,142	0	1,199,378
<b>Total Expenditures</b>	<b>\$ 7,940,594</b>	<b>\$ 10,043,581</b>	<b>\$ 9,131,563</b>	<b>\$ 9,670,882</b>
<b>Revenues vs Expenditures</b>	<b>2,259,509</b>	<b>(0)</b>	<b>1,263,588</b>	<b>0</b>
<b>Number of Full-Time Positions</b>	<b>19</b>	<b>19</b>	<b>18</b>	<b>19</b>
<b>Number of Part-Time Positions</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>10</b>

### Expenditures By Category



# MARKETING & DESIGN:

Daytona Beach ranked #1 in the 2017  
"Top 10 Attractions in Florida."



## CONSUMER MARKETING:

### Brand Engagement:

- Keep destination as top of mind for beach travelers
- Year-round brand presence through media outlets
- Participate in marketing partnerships to expand consumer reach
- Maintain relationships with core audience
- Develop relationships with new audiences

### Driving Destination Demand:

- Create an integrated marketing plan
- Engage consumers through a cohesive creative campaign
- Build data collection of travelers interested in the destination
- Develop owned media channels to foster destination content
- Expose the destination at consumer travel shows

### Grow Revenue:

- Increase occupancy and average daily rate to positively affect RevPar
- Concentrate on driving peak travel seasons
- Increase visitors from new market segments
- Extend length of stay while building weekday stays
- Support and enhance shoulder seasons

### Data Collection:

- Increase visitor data collection
- Create segmented markets within visitor profiles and habits
- Utilize partnerships
- Set measurement standards for ROI

## CURRENT STATE OF THE ECONOMY:

After powering the economy for much of 2016, early indicators are showing that consumer spending slowed measurably in the first quarter of the year. Given the fact that leisure is the backbone of the travel industry, this may shoot off some alarm bells. However, consumer confidence, solid income growth, and an ever-tightening labor market all portend to an acceleration in consumer spending in the months ahead. Separately, while much attention within the travel industry has rightfully been placed in international inbound travel given the controversial measures the administration has taken, the most recent official data, through February, shows that international visitor spending continues to rise, albeit at a moderate pace. Potential fallout will become clearer in the months ahead.

Source: U.S. Travel Association (USTRavel.org)

# MARKETING & DESIGN (CONT'D):

## TARGET AUDIENCES:

- Primary focus: females 25-54, the traditional vacation planners
- Families and couples in all segments – Seniors, Boomers, Gen X, Gen Y/Older Millennials
- Seniors (65+)
  - Multi-generational vacationers
  - Have ample time and are excellent weekday vacationers
- Boomers (55-70)
  - By 2017, half of all adults in the U.S. will be older than 50 and control 70% of the country's disposable income
  - Six of 10 Baby Boomer travelers drive to Florida
  - Baby Boomers have the longest average Florida stay compared to all other generations
  - 43% of U.S. Baby Boomers use YouTube
- Gen X (37-52)
  - Gen-Xers are in the family stage of their lives and 46% travel to Florida
  - Gen-Xers have the largest percentage of visitors traveling to Florida during the summer (37%)
- Gen Y / Older Millennials (24-35)
  - Millennials have the shortest average length of stay to Florida but represent the largest percentage of getaway weekend visitors
  - Millennial travelers are more likely to take last-minute vacations
  - Heavily tech-dependent and tech savvy
  - They trust recommendations of family or friends via social media when it comes to travel

## TIMING BY AUDIENCE:

- Fall/Winter: Couples - Boomers, Seniors; International visitors
- Spring: Families - Boomers, Gen X, Gen Y/Older Millennials, International visitors
- Summer: Families - Gen X, Gen Y/Older Millennials

## TARGETED GEOGRAPHY:

- Florida: Orlando, Jacksonville, Tampa/St. Pete, Miami/Ft. Lauderdale
- Out-of-State: Georgia, South Carolina, North Carolina, Ohio, New York, Pennsylvania, Michigan, Texas
- International: Canada, United Kingdom



## **SEARCH ENGINE DATA:**

Sojern's 2017 Hotel Report found that travelers rely heavily on search engines in the trip planning process: 60% of leisure travelers and 55 percent of business travelers use search engines to plan their trip. Search engine data also reveals that hotels are often a last-minute decision when traveling. 58% of hotels are booked within a week of stay compared with only 29% of flight bookings. However mobile use is strongest among budget travelers, as 73 % of economy hotel queries come from mobile devices.

# MARKETING & DESIGN (CONT'D):



## OVERALL GOALS:

### Domestic Markets:

- Use engaging campaigns to enhance the destination perception
- Develop a cross-channel marketing plan that is measurable
- Increase business from top Florida drive markets, East-of-the-Mississippi and Texas
- Continue to grow core consumer segments while seeking new market segments
- Support existing and emerging air service markets

### International Markets:

- Promote travel to Daytona Beach in key Canadian and United Kingdom markets

### Niche Markets:

- Redefine the Daytona Beach Golf program
- Leverage a variety of tourism events to lift off-peak travel periods
- Continue to grow Biketoberfest® as a preferred motorcycle rally

## MARKETING & DESIGN BUDGETS:

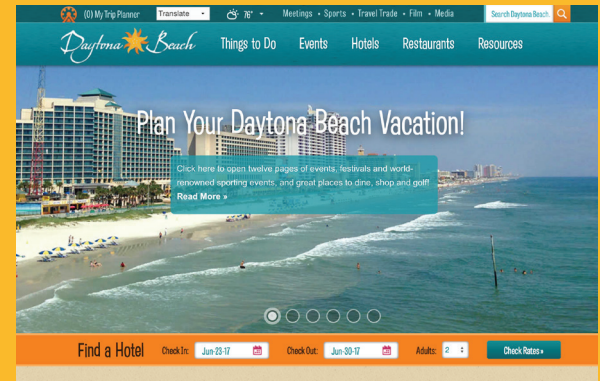
Advertising Agency	\$754,874
Direct Consumer Advertising	\$3,381,790
Direct Consumer Fulfillment	\$166,500
Consumer Promotions/Events	\$438,300
Digital Services	\$529,700
Special Events	\$110,500
Visitor Information Centers	\$1,500
Revenue	\$75,000
<b>TOTAL BUDGET:</b>	<b>\$5,458,164</b>



## FUN FACTS:

Of the visits to DaytonaBeach.com in 2016:

- 52% were via mobile, 36% were via desktop and 12% were via tablet.
- Top cities were: Orlando (19%), Miami (9%) and Jacksonville (5%).
- Top states were: Florida (44%), Georgia (8%) and New York (5%).
- Top international traffic was from: Canada (4%), United Kingdom (2%) and Germany (>1%).



# MARKETING & DESIGN (CONT'D):

## **STRATEGIES:**

### **Domestic Consumer:**

- Engage the new advertising agency to create fresh brand messaging and targeted media strategies
- Focus on targeting top Florida drive markets - Orlando, Jacksonville, Tampa/St Pete, Miami/Ft. Lauderdale and West Palm Beach
- Focus on out-of-state markets - Georgia, New York, North Carolina, South Carolina, Illinois, Ohio, Pennsylvania, Michigan, Tennessee and Texas
- Continue to focus marketing efforts on Atlanta, Southeast, Northeast, and East-of-the-Mississippi
- Establish specific market segments during each specific travel season
- Implement Key Performance Indicators for each marketing campaign
- Continue to grow core family, couple and boomer business
- Enhance the website experience and booking opportunities
- Create a consumer outreach campaign that coincides with the digital advertising campaign
- Utilize Visitor Information Centers for customer acquisition and area partner exposure
- Work with industry partners (VISIT FLORIDA) to leverage buying power and reach
- Increase lead generation by 20%
- Geo-target consumers through digital media opportunities
- Develop an email campaign that targets specific markets and consumer segments
- Develop cross-channel content to increase website traffic, social presence and organic influence
- Engage area partners in quality co-op advertising opportunities
- Continue local partnership to create Visitors Guide
- Increase quality traffic to DaytonaBeach.com
- Support direct-flight service in Atlanta, Charlotte and New York
- Ground all aspects of marketing through market research

### **International Consumer:**

- Increase visitors from the Canada and United Kingdom through focused marketing plans
- Create brand interest through new engaging campaigns and targeted media strategies
- Develop an email campaign that targets specific markets and consumer segments
- Partner with other local CVBs to increase target reach and media exposure

### **Niche Markets:**

- Redevelop the Daytona Beach Golf program that targets leisure group travel
- Attend five golf-driven consumer shows
- Leverage a variety of new and existing tourism events with strong potential for overnight stays
- Continue to fund annual high-impact events that increase stays to the destination
- Evolve Biketoberfest's® marketing efforts and sponsorship opportunities
- Implement tracking and database growth

### **Design Services:**

- Assist all departments with design services
- Develop impactful collaterals for both consumer and industry professionals
- Maintain brand standards for all destination marketing materials

## **FUN FACT:**

- Top leisure travel activities for U.S. domestic travelers include: (1) visiting relatives; (2) shopping; (3) visiting friends; (4) fine dining; and (5) rural sightseeing.

# MARKETING & DESIGN (CONT'D):

## PARTNER PROGRAMS:

The Consumer Promotions and Partner Liaison Department focuses on exposing the brand to well-attended consumer shows, connecting with visitors in market and engaging local industry partners in the CVB efforts.

## STRATEGIES:

### Consumer Travel Shows:

- Attend 14 high-impact consumer domestic travel shows
- Increase partner participation at high-impact consumer travel shows
- Develop a unique website/online fair share program with tractability and data collection
- Coordinate register-to-win components to collect consumer data

### Visitor Information Centers (VIC):

- Increase partner participation at VICs
- Collect consumer data for future communication opportunities
- Assist visitors with travel and vacation information
- Enhance visitor experience at VICs
- Maintain presence at all five VISIT FLORIDA Welcome Centers

### Partner Programs:

- Increase partner engagement through Simpleview's online Partner Gateway
- Promote CVB opportunities and programs
- Offer learning seminars for local partners

## CONSUMER SHOWS:

Show	City	Date
Southern Women's Show	Orlando, FL	Oct 12-15
Tampa Bay Home Show	Tampa, FL	Nov 3-5
Travel Sports & Boat Show	Cincinnati, OH	Jan 12-14
AAA Travel Expo	Columbus, OH	Jan 19-21
New York Times Travel Show	New York City, NY	Jan 26-28
Boston Globe Travel Show	Boston, MA	Feb 10-11
Travel & Adventure	Chicago, IL	Feb 10-11
AAA Travel Expo	Uniondale, NY	Mar 9-11
Spring Atlanta Home Show	Atlanta, GA	Mar 23-25
Southern Women's Show	Nashville, TN	April 5-8
Southern Women's Show	Raleigh, NC	April 13-15
Int'l Southern Women's Show	Detroit, MI	May 3-6
Southern Women's Show	Charlotte, NC	Aug 24-26
Fall Atlanta Home Show	Atlanta, GA	Sept TBT

## FUN FACTS:

- A full 52% of Facebook users say their friends' socially shared photos have inspired travel plans.
- More than half of travelers who use social media changed their original plans based on peer influence.

# SALES:

## GROUP SALES:

Group business is big for the destination – and growing. The largest of the CVB's departments, Group Sales is tasked with creating demand in order 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. In addition to booking the area's many meetings hotels and supporting the efforts of the Ocean Center, the CVB will focus on creating interest for booking meetings and events at Daytona International Speedway's new \$400-million motorsports stadium.

**Hotel/Small Market Meeting Concentration:** The sales team will target and place an increased emphasis on groups requiring hotel meeting space of 60,000 sf and less, as well as unique meeting venues. With over 300,000 square feet of meeting space at area hotels and regional private event facilities, the Group Sales Department will leverage our memberships and direct sales messaging providing a foundation of meeting leads and databases that will support targeting prospective group business opportunities.

**Sports Concentration:** Group Sales is focused on becoming a premier sports tourism destination for the economic benefit of the community by boosting hotel occupancy and encouraging visitor spending. The department will focus on National/Regional Youth and Adult sports and identify niche markets and competitive arts that will utilize County and City facilities. The CVB will work with area partners to increase brand awareness and new business opportunities.

**Travel Trade Concentration:** The focus of Travel Trade is to develop, promote and increase the volume of business produced by domestic/international tour operators, travel agents, and online sellers of travel to the greater Daytona Beach area.

- Working together with Southeast and West Volusia Advertising Authorities, the Travel Trade will highlight all of Volusia County's assets.
- Travel Trade will continue to bring increased exposure to the Daytona Beach area by working with HAT Marketing representing the United Kingdom, Ireland, and Germany, building our name recognition through long-haul stays and twin-center vacations.

**Convention Support:** Conventions Services coordinates the support of incoming meeting groups, supports all aspects of the Group Sales department and acts as a liaison between the CVB team and industry partners.

With a focus on achieving highest Return on Investment (ROI) for area hotels, the sales team will focus on the following markets:

State Associations  
State Government  
Social  
Military  
Tour & Travel  
Education  
Religious  
Fraternal  
Sports

An emphasis will be placed on developing opportunities from these additional markets:

Corporate, Florida & Southeast  
3rd Party Meeting Planners  
Incentive Meetings  
International Development



## SALES (CONT'D):

### STRATEGIES:

- Maintain and grow goals, accountability and detailed ROI – Meetings/Sports/Trade
- Develop new small market meetings and maintain existing markets – Meetings
- Increase focus on destination hotels and their meeting facilities – Meetings
- Increase focus on destination sports facilities – Sports
- Utilize incentive dollars to assist in closing business – Meetings/Sports
- Focus on groups that will consider multi-year contracts – Meetings/Sports/Trade
- Strategically place advertising print, digital and editorial messages in key trade media – Meetings/Sports/Trade
- Target needs periods with a focus on the value season by working with hotel partners – Meetings/Sports/Trade
- Develop regional opportunities and book industry shows that will increase visibility to our area – Meetings/Sports/Trade
- Increase focus on groups that can utilize our assets and improve visibility to new customers – Meetings/Sports/Trade
- Utilize our industry memberships and direct sales messaging to increase destination awareness – Meetings/Sports/Trade

### ACTION PLAN:

- Identify potential groups and messaging for use with all attendee databases obtained from tradeshows, in market presentations, sales calls, industry memberships, Familiarizations (FAM), and lead generation/data base research programs
- Develop small and mid-sized meeting leads for the area hotels that can accommodate smaller meetings, including military and family reunions
- Utilize the Sports and Meetings Incentive Fund to support groups of all sizes with an emphasis on increasing opportunities for groups with 50 - 250 rooms nights on peak
- Develop a corporate meeting initiative to bring exposure to the Daytona Beach area, and new hotel product, to include high-energy activities, team building, motivational and educational speakers
- Develop a strategic partnership with third party planners, supporting their partnerships with our area partners, and incentivizing them to book Daytona Beach
- Work with area partners for product development; attractions, museums, dine around programs, festival packages, Daytona International Speedway tickets/tours, and area day excursions
- Approach all lost business with a new energized message
- Incorporate quarterly and one-day regional FAMs/Summits and in-market presentations supporting all markets
- Develop a comprehensive “one-stop shopping” experience for planners, tour operators, and travel agents
- Continue maintenance and enhancement of the CVB’s comprehensive reporting system
- Identify and attend local social organizations including speaking opportunities, and include messaging to consider Daytona Beach as host city for their regional/national meetings
- Create media buys to include testimonials, print and digital with planner-to-planner message/testimonials and co-op opportunities for area partners. (Note: Actual Media Plan will be available after the new ad agency starts October 1.)
- Support organizations by program sponsorships with our attending partners and create sponsorship opportunities with our partners at tradeshows
- Support business retention through a strong convention services and event support programs
- Survey meetings planners and sports rights holders in order to gain insights

## SALES (CONT'D):



### RELIGIOUS/FAITH-BASED MARKETS:

Faith-Based/Religious programs typically look for value, drive-in markets and second-tier destinations. They provide strong repeat bookings for area partners as well as city-wide programs.

#### STRATEGIES:

- Conduct in-market presentations for Colorado/Tennessee Faith-Based planners
- Host regional one-day mini FAMs and lunch-and-learn programs
- Target Southeast regional Faith-Based planners that can utilize feeder flights and easy drive-in access
- Target Faith-Based meetings to bring to the destination
- Create a strong presence for the destination and its partners at Connect Faith, Religious Conference Management Association (RCMA), Christian Meetings & Conferences Association (CMCA) and other conferences



### NATIONAL ASSOCIATION MARKET:

A National Association refers to a corporate body consisting of groups of associated persons who usually meet periodically due to common interests, objectives, or profession. For this reason, almost every market segment can be represented by a National Association. The national organizations are generally concentrated in the Washington, DC and Chicago areas. Typically, the annual programs consist of a high number of attendees with the ability to create a strong economic impact for the destination.

#### STRATEGIES:

Attend Connect DC, Connect Chicago, Connect Marketplace, Destination Marketing Association International (DMAI), Destination DC, and the Professional Conference Management Association's (PCMA) Education Conference

- Create strong partnerships with area hotels and new hotel product
  - CVB to identify room nights, need periods, ADR, food & beverage
  - Partner together with meeting hotels to offer competitive booking incentives for planners
- Focus on programs with 50 - 700 room nights on peak, during need periods and with mid-week patterns
  - Work with lead generation/data base research company (Integrated Media Marketing) to identify new business opportunities
- Conduct sales missions and presentations to strengthen presence in Washington, DC and Chicago

**“Daytona Beach, Fla., made its name two ways: from its famed car-accessible beach as well as its iconic Daytona International Speedway, where world records are made. There’s so much more to the city. For those who love motorsports, Daytona Beach is the city for your vacation. For those who love all those other activities, it’s just a wonderful choice.”**

*... Daytona Beach Revs Up Visitors with Museums, Motorsports and Florida Sunshine*



## SALES (CONT'D):



### SMEF MARKETS:

**SOCIAL** market consists of family reunions and social programs interested in drive markets with a range of affordable rate ranges.

**MILITARY** market segment consists of military divisions from World War II through Vietnam Veterans. Military reunion planner may work for a military association or volunteer to coordinate their annual programs.

**EDUCATION** market segment can provide short-term booking opportunities and often hold regional meetings.

**FRATERNAL** market segment consists of volunteer members with meetings and events ranging from local and state chapters to national events. Affordability and location are key with this market. The Fraternal market has one of the largest membership bases nationally and internationally.

### STRATEGIES:

- Create marketing campaign via email and print
  - Pre/post packaging
  - Day excursions
  - Area discounts
- Identify local and regional Military, Social, and Fraternal organizations
  - Speaking opportunities
  - Annual Indianapolis Fraternal sales mission
  - Educational “How To Plan Your Next Gathering”
  - Identify sponsorship opportunities
  - Engage hotel partners to assist in creating new business including Red Hat Ladies, military reunions and family reunions
- Educational group opportunities
  - Identify educational opportunities through our colleges, universities, and MPI chapters
  - Maintain a strong presence in the Tallahassee, Orlando, Tampa and Gainesville markets
  - Research and build relationships with regional and national Educational Organizations
- Host 3 annual familiarization (FAM) trips per year, one-day mini or multi-day FAMs
- Tradeshows: Your Military Reunion Connection, Fraternal Executives Association, Professional Fraternal Association, Rendezvous South and Connect Marketplace
  - Host client events
  - Identify sponsorship opportunities

## SALES (CONT'D):



### STATE ASSOCIATION AND STATE GOVERNMENT MARKETS:

These organizations foster collaboration through networking and educational events. Educational and networking activities include first-class speakers and build relationships within the association/government industry and with those that support the organizations. Meetings provide short-term booking opportunities for area hotels.

#### STRATEGIES:

- Maintain membership and regular attendance with the two Society of Government Meeting Professionals (SGMP) chapters in Tallahassee and Gainesville
  - Visit Tallahassee and Gainesville on a monthly basis
  - Sponsor one SGMP meeting each year in these two chapters
  - Gainesville in-market presentation
  - Tallahassee in-market presentation
  - Tallahassee planner FAM/Summit
- Maintain membership and regular attendance with Tallahassee Society of Association Executives (TSAE) and Florida State Association of Executives (FSAE)
  - FSAE Convention
  - Attend FSAE monthly lunches
  - Sponsor one roundtable meeting in Daytona Beach and/or Tallahassee
- Support our area partners efforts in the Tallahassee and Gainesville markets
  - Sales calls
  - In-market presentations
  - Sponsorship opportunities
- Tradeshows: SGMP Southeast Regional Education Conference, Tallahassee Society of Association Executives (TSAE) Education Symposium, Xsite Tradeshaw

### CORPORATE MARKET:

In the rapidly changing global culture of business, companies are focusing more on collaboration—within their organizations and with external clients and vendors. Educational and networking activities include first-class speakers and building relationships within the corporate industry. Meetings provide short and long-term booking opportunities for area hotels. In this effort, the CVB will focus on the destinations feeder markets, NASCAR/ISC, Volusia County's University of Central Florida (UCF) Business Incubator program, and TEAM Volusia for potential meetings.

#### STRATEGIES:

- Leverage memberships in Meeting Professionals International (MPI) groups in Orlando, Jacksonville, Tampa, Georgia, and Charlotte with strategic presentations and sales calls
- Ensure a consistent marketing message via email campaign and media buys, print and digital
- Identify local corporate meetings within Daytona Beach industries
- Attend tradeshows: Connect Corporate, MPI Sunshine Educational Summit, Independent Planner Education Conference
- Explore regional show sponsorships in Atlanta, NYC, New England, and North Carolina
- Review the bid opportunity to host Convention Meeting Professional (CMP) Conclave

## SALES (CONT'D):

### THIRD PARTY PLANNER MARKET:

Independent meeting planning firms bring the needs of their clients to our area hotels and Ocean Center. They are representative of every market and every size of meeting. A third party planner may work directly with the CVB to distribute the qualified lead or rely on the CVB for convention support.

#### STRATEGIES:

- Strengthen and develop strategic partnerships with Hospitality Planner Network (HPN), regional Helms Briscoe Associates and Conference Direct
- Create opportunities to host regional third party planner meetings and FAMs/Summits
- Develop a marketing campaign that includes destination services and booking incentives

### INCENTIVE MEETINGS MARKET:



Travel incentives are a reward subset of an incentive, recognition or a loyalty program, which is a business tool used to change behavior to improve profit, cash flow, employee engagement and customer engagement. The incentive meetings market has evolved to include teambuilding activities, educational and motivational components. The market generates a higher ADR, short-term bookings, and utilizes three-, four-, and five-star hotel properties. They can also be event driven.

#### STRATEGIES:

- Continue membership with SITE Global International Foundation
- Attend United States Travel Association's (USTA) International Pow Wow (IPW) and International Planners Education Conference (IPEC)
- Work with our area partners to create team building/incentive packages

## SALES (CONT'D):



### SPORTS:

The goal of the Sports division of Group Sales is to attract, plan, create, implement and evaluate new events that drive economic development through increased hotel occupancy and visitor spending. Promoting the many public and private athletic facilities countywide will enhance our destination's sports brand and strengthen relationships with governing bodies.

### STRATEGIES:

- Maximize advertising opportunities for the branding of the Daytona Beach area and Volusia County sports
- Work closely with all local municipalities to target regional, national, and international events through various organizations such as:
  - United States National Governing Bodies (NGB)
  - National Collegiate Athletic Association (NCAA)
  - National Association of Intercollegiate Athletics (NAIA)
  - United States Specialty Sports Association (USSA)
  - Amateur Athletic Union (AAU)
- Attend industry conferences and trade shows to connect with national governing bodies:
  - National Association of Sports Commissions
  - SPORTS Institute
  - TEAMS
  - Connect Sports
  - Collinson Media Sports Advisory Group Meeting
  - US Sports Congress
  - Florida Sports Foundation Board Meetings
- Connect with sports and event rights holders via sales missions, client events and presentations in Colorado Springs, Tennessee and Indianapolis
- Create a sports summit in the destination and invite National Governing Body decision makers
- Apply for and offer grant funding and incentive programs that assist in attracting events
- Provide support for CVB-sponsored events like the 2017 NAIA National Football Championships
- Ensure quality support services for incoming events
- Provide continual updates to [Sportsvolusia.com/daytonabeach.com](http://Sportsvolusia.com/daytonabeach.com), calendar of events and facility guide
- Engage in targeted electronic and print advertising campaigns
- Employ Social media to include Facebook, LinkedIn, Pinterest and Twitter
- Engage the local community in order to garner additional support for sports initiatives

"Famed across the world for its beaches and its adrenaline-fueled speedway circuit, Daytona Beach also boasts some of Florida's finest golf courses, where a world-class golf vacation is as thrilling as it is affordable"

... Driving in Daytona Beach

**GOLF  
NEWS**

## SALES (CONT'D):



### TRAVEL TRADE:

The mission of the Travel Trade Sales Department is to develop, promote and increase the volume of business produced by domestic/international tour operators, travel agents, and online sellers of travel to the greater Daytona Beach area and all areas of Volusia County. The department works with the Southeast and West Volusia Advertising Authorities to develop an awareness of amenities that will increase room nights and length of stay.

### STRATEGIES:

- Increase room nights actualized by 10% utilizing our Simpleview database and information supplied by receptive operators
- Develop and promote innovative tour & travel marketing support for use by the trade
- Form new trade partnerships that benefit and strengthen the objectives of the destination and our lodging partners
- Establish a relationship with vacation home rentals that collect bed tax
- Visit and interview existing accounts for positive/negative feedback and call upon accounts and prospects within territory
- Partner with regional destinations to generate duel-city/duel-tier programs
- Identify and establish new marketing opportunities by creating “add on” land package with Florida Cruise lines
- Extend existing sales team by developing joint packaging strategies with hotel partners
  - Develop a marketing brochure with our area partners for distribution in their sales kit
  - Develop attraction/entertainment/meal voucher programs
- Coordinate sales missions and marketing opportunities to complement ongoing consumer media buys
  - American Automotive Association (AAA) Heathrow and AAA Auto Club South in Tampa as well as other Florida inbound clubs around the country
  - Continue sales missions in South Florida, North Florida and Georgia
- Increase exposure in the Canadian markets through tradeshow, sales missions and marketing opportunities
- Increase brand awareness with Receptive & Tour operators in Orlando, Miami, and the Southeast
  - Open up placement/inclusions with Florida-based Receptive and Tour Operators
  - Support wholesalers/tour operators who sell direct to clients upon arrivals through orientations or direct selling at hotels by their personal reps
- Evaluate and mine growth markets such as military offices, Student Association Tour Operators (SATO) and travel agent offices
- Continue Travel Agent and Tour Operator awareness through Online Travel Training (OTT) certification program
- Attend key trade events:
  - USTA's IPW
  - Florida Huddle
  - World Travel Market
  - North American Journeys (NAJ)
  - Ontario Motor Coach Association (OMCA)
  - American Bus Association (ABA)
- Continue in-market representation conducting weekly sales calls, trainings, and destination representation with Brand USA in the United Kingdom, Germany and Ireland

# SALES (CONT'D):

## CONVENTION SERVICES:

An important element of the CVB's plan, this segment of the sales department helps to build strong relationships with all destination partners and provide support to all incoming business, increasing the potential for new and repeat business. The CVB's new Tourism Ambassador Program recruits a group of community volunteers to learn about local tourism and support incoming groups, meetings, sports, and travel trade. Convention Services also coordinates all account data input and lead distribution to area partners, getting qualified leads to appropriate partners in order to book more business.

## GROUP SALES PROGRAM MANAGER:

Through this function the CVB coordinates events such as Sales Missions, Client Events and FAMs.

### SALES BUDGETS:

Meeting & Conventions	\$715,000
Travel Industry Sales	\$335,000
Revenue	\$5,000
<b>TOTAL BUDGET:</b>	<b>\$1,055,000</b>



# COMMUNICATIONS:

The Communications Department plays a vital strategic role in positioning the destination, helping the CVB increase visitation and improving overall economic development of tourism in the Daytona Beach area.

- Using all available public relations vehicles including media relations, social media, community relations and print and digital communication, the staff helps raise awareness of, and drive affinity for, the destination.
- All efforts focus on collaborating with the two other tourism advertising authority bureaus and industry stakeholders to promote the best assets in the Daytona Beach Area and Volusia County while supporting the destination's brand and mission of increasing over-night stays in the market.
- Media relations strategies, tactics and execution are managed in-house.
- Staff works closely with industry organizations, as well as HAT Marketing in the UK, to facilitate press visits and respond to journalist inquiries, including key international markets in Canada and United Kingdom.

The ultimate goal is to become the trusted resource of travel planning information that informs and inspires travel to the Daytona Beach area.



## OVERALL GOALS:

### Consumer

- Focus on travel media in key markets identified as:
  - Direct-flight markets – Atlanta, Charlotte and New York
  - Florida drive markets – Tampa Bay/Clearwater, Miami/Ft. Lauderdale and Jacksonville
- Create a Story Ideas sheet highlighting new developments and the best assets in the Daytona Beach area to help secure positive stories and increase the value of earned media coverage by 10%
- Host two countywide media FAMs
- Host 20 individual media visits
- Create quarterly news releases and distribute to targeted regional and national consumer media
- Actively respond to all leisure editorial, photography and film leads, increasing media assists by 10%
- Plan and/or participate in three media receptions and missions in key markets; leveraging media relations opportunities with partners, other DMOs and/or consumer shows when possible



### Sales (Meetings/Trade/Sports)

- Support with editorial, press releases, blogs and other content on sporting events, travel/trade opportunities, and new convention and meeting facilities; distribute via trade media as well as industry (e.g. VISIT FLORIDA, FADMO, DMAI)
- Review one website section per quarter (e.g. Meetings, Sports, Tour & Travel) and refresh as needed with updates, new developments, planner testimonials, images, links, etc.)
- Actively respond to all meetings, trade and sports editorial leads
- Working with the CVB Services Team, provide approved public relations support for qualifying sports and meeting events such as Daytona Beach Half Marathon, NAIA Football Championship, National Cheer and Dance Association competitions, etc.
- Leverage media relations opportunities at trade events, shows and FAMs
- Assist with writing content for Sales collateral materials as needed

# COMMUNICATIONS (CONT'D):



## Social Media

The social conversation is a key component of public relations. Social channels are tailor made for distributing content, building relationships and driving loyalty

- Integrate social media organic/editorial plan with the organization’s Marketing goals and strategy
- Improve public perception of the destination through real-time updates and engaging conversation that facilitates brand-supporting messages/images
- Working with Marketing, increase awareness and improve perception of Daytona Beach as a desirable vacation destination through two social media influencer campaigns
- Reach 100,000+ followers on Facebook
- Reach 12,000 followers on Twitter
- Reach 76,000 followers on Instagram
- Reach 300 subscribers and 300,000 views on YouTube

## Digital Communication

Working with Marketing:

- Produce 12 targeted, integrated blogs posted on DaytonaBeach.com
- Produce six eNewsletters distributed to CVB email lists generating 15% Open Rate and 3% Click Through Rate
- Working with Marketing, simplify and clarify content on DaytonaBeach.com (existing and new pages) to clearly deliver brand messages, increase SEO and optimize for mobile devices

## Print Communication

- Working with vendor(s), edit CVB print publications such as Visitors Guide, Bike Week Pocket Guide and Biketoberfest® Pocket Guide
- Write editorial for bi-annual consumer newsletter
- Ensure consistent and accurate brand messaging and support all CVB departments by assisting with internal and external communications, collateral materials and presentations

## Community Relations

- Actively engage and inform our communities about the viability of Daytona Beach as a premier Florida vacation destination for leisure and business travel
- Represent the bureau at key community functions, meetings and special events
- Produce bi-monthly eNewsletter to highlight CVB and tourism achievements distributed to CVB partners and interested individuals
- Produce monthly eNewsletter to highlight CVB partnerships and opportunities; distribute to CVB partners and interested individuals
- Distribute a monthly calendar of events to CVB partners and interested individuals

<u>COMMUNICATIONS BUDGETS:</u>	
Communications	\$148,000
Arts, Culture, Heritage Tourism	\$20,000
<b>TOTAL BUDGET:</b>	<b>\$168,000</b>

## MID-FLORIDA MARKETING & RESEARCH:

The CVB's work is based on sound market research. From crafting a message to testing that message with targeted audiences in targeted media, to finally gauging the Return on Investment of the campaign, all aspects are well thought out and monitored throughout.

Through a relationship with Mid-Florida Marketing & Research, the CVB is able to garner information about consumer beliefs and perceptions, experiences and propensities – both with existing and potential customers. HAAA research program consists of quantitative (statistical survey) and qualitative (focus group) research efforts. The HAAA and its committees and staff use the research to determine message, timing, media, images, etc. Following is the program of work for 2017-18:

### ADR/OCC REPORT

This report tells the monthly Daytona Beach Area Occupancy (OCC), Average Daily Rate (ADR) and Revenue per Available Room (RevPar). Any factors, positive or negative, are listed to give a bird's-eye view of current conditions of the destination that may have affected the end result.

### VISITOR PROFILE

Using a geographically diverse stratified sample of properties, including flagged and independent, large and small, with and without amenities, etc.; a random sample of visitors is chosen. A total of 16,800 records are examined to determine origin, party size and length of stay. This data is particularly significant in establishing number of visitors as well and as economic impact.

Information to be gathered includes (but is not limited to):

- Number of visits
- Repeated use of hotels
- Reason for visit
- Activities while in the Halifax Area
- Source of travel information
- Internet, Social Media and OTA (Online Travel Agency) use
- Purchase/booking behavior
- Party demographics
- Lead time in destination choice and purchase/booking
- Transportation
- Other vacation destinations and propensity to take more trips
- Satisfaction with Daytona Beach experience
- Media use (Cable TV, magazines, etc.)
- Daily expenditures for tourism related items (i.e. food and beverage, admissions, souvenirs, etc.)

The findings are used by staff, committees, and the advertising agency to make decisions including:

- Demographic markets to advertise to
- Geographic markets to advertise to
- Timing of advertising
- Images in advertising
- Advertising message
- Advertising media
- Marketing direction
- Promotional activities
- Tour and travel agency support
- Decision making changes
- Behavior changes

This data also is used to determine economic impact of tourism on the Halifax Area and Volusia County.

## MID-FLORIDA MARKETING & RESEARCH (CONT'D):

### FIRST TIME VISITORS

In an effort to have the most beneficial research available, the CVB added a First Time Visitors report to the line-up. This is to include: How first time visitors affect the visitor trend from Canada and the UK, satisfaction with the destination, process of decision making, and if there were more or less first time visitors than the prior month.

### MARKETS OF OPPORTUNITY

Another recently added report is a Markets of Opportunity section. This report will give the CVB a month-to-month look at strategic markets. This effort is to continuously look at markets which could have high yields for potential visitors.

### SEARCH ENGINE OPTIMIZATION

Mid-Florida Marketing and Research also provides its recommendations for search engine words that might provide optimal results.

### SPECIAL STUDIES

These include:

- Conversion Studies – Find out percentage of potential Daytona Beach area visitors who requested a Visitors Guide, and then chose (or didn't choose) the Daytona Beach area for their visit.
- Image & Use Studies – this study give us information on the visitors' experience while in Daytona Beach and their image of Daytona Beach and competitive markets.
- Focus Groups – In-person interviews with residents of key locations to determine the viability of marketing efforts.

#### MARKET RESEARCH BUDGETS:

Marketing & Research	\$54,000
Market & Research Misc.	\$45,000
<b>TOTAL BUDGET:</b>	<b>\$99,000</b>

“Old timers may recall Daytona Beach as a spring break destination for college kids in the 1970s and 80s, but since the 90s, the seaside town has started to focus on the family market. Capitalizing on its outdoor and beach recreation, museums, historic lighthouse, eclectic dining scene, fishing, hiking and biking trails, river cruises and cultural offerings, Daytona Beach is also conveniently located an hour's drive away from the Kennedy Space Center, the parks in Orlando and historic St. Augustine.”

... Exploring Southeastern Florida by Car Part 1: Daytona Beach, JOHNNYJET.COM



# COLLABORATION EFFORTS:

## TELLING VOLUSIA COUNTY'S AMAZING STORY:

### HAAA's General Countywide Efforts:

- Visitors Guide content
- Cultural Arts Map
- Share the Heritage African-American Heritage content upgrade
- Two countywide media FAMs per year
- Individual Media Visit itineraries
- VISIT FLORIDA FAMs
- DaytonaBeach.com content
- Social media – promoting countywide events
- Tourism Week celebration
- TourOperatorLand.com – 5-day itinerary
- International Media Fact sheets
- Orlando Rack Card



### Group Sales:

Countywide inclusive in hardcopy handouts and flash drives distributed to the following:

- World Travel Market
- US Travel Association (IPW)
- Florida Huddle
- Brand USA sales missions in the UK and Ireland with HAT Marketing
- New Smyrna Beach & West Volusia festivals included in UK/Ireland agent training modules (OTT training)
- Receptive Tour Operator (RTO Summit) in New York & Orlando
- Ontario Motor Coach Association (OMCA)
- American Bus Association (ABA)
- International Association of Golf Tour Operators (IAGTO)
- Travel Xchange, Canadian Traveler

