

# HAAA Executive Update

August  
2017

## New Stats

- ◆ Bed Tax collections for the month of July were \$1,006,354, a 2.96% increase over July 2016
- ◆ July Average Daily Rate increased 5% over July 2016
- ◆ July 2017 Occupancy increased 8% over July 2016

## Administration

- Represented the CVB at the International Speedway Blvd. (ISB) Coalition meeting
- Attended a breakfast with Bob Davis on hotel partners sponsoring local schools
- Attended in a Daytona Beach CompStat meeting, which detailed crime trends city-wide
- Participated in the CVB's Arts & Culture Committee meeting
- Attended a funeral service for local community leader Walter Curtis
- Met with County staff re: upcoming budget request
- Participated in conference call re: the Norwegian Cruise Lines packages project
- Took photos of the Lifeguard Championships event at the Boardwalk
- Participated in the News-Journal's sales kick-off for the Biketoberfest® Pocket Guide
- Participated in the Tiger Bay Club meeting
- Did several TV and radio interviews on various topics
- Represented the CVB as a United Way Board member at the Power of the Purse event
- Participated in the Visit Florida Industry Relations Committee conference call
- Participated in the Museum of Arts & Sciences strategic planning meeting
- Attended the Florida Public Relations Association Great Communicator Awards ceremony
- Sat in on Skift's State of Destination Marketing conference call
- Attended the Florida Governor's Conference on Tourism

## Finance

- Attended budget meeting with County manager and budget staff
- Prepared executive summary of discussion with County tax revenue manager on auditing and capturing bed tax revenue on AirBnB short-term rentals
- Invoiced partners for 2017 fall newsletter
- Established new procedure for consolidation of Accounts Payable invoice flow
- Participated in operational review of procedures
- Requested and prepared revisions to payroll and benefits per County legal
- Reviewed and paid AP invoices totaling \$740,000

## Group Sales

Leads Distributed: 27

Definite Bookings: 5

Tourism Inquiries: 20

## Site visits

- Conducted site visit with Rendezvous South organizers
- Conducted site visit for International Dyslexia Association-Florida Branch September 2017
- Conducted site visit Post Connect Marketplace 2017 Site Visit Tour: LavaCon Conference 2019/ 2020
- Conducted site visit Voyages Terra Natura / Cori Weisel and Jose Manuel Cerrud
- Conducted site visit with Boomers in Groups organizers

## Tradeshows, industry events attended

- Attended Connect Marketplace tradeshow, Specialty, Corporate, National Association, and Sports markets, over 100 appointments, over 40 planners hosted during lunch sponsorship, and 30 planners hosted during client event
- Attended Central Florida Society of Government Meeting Planners monthly luncheon
- Attended Florida Outdoors Writers Association annual conference
- Attended Religious Conference Management Association's (RCMA) -Aspire Regional Conference
- Hosted an Orlando/ Faith Based Meeting Planner Lunch & Learn
- Attended La Cita, first time attendance at the Latin American appointment based show
- Attended United States SportsLink

## Meetings attended

- Attended lunch meeting hosted by Patty Holbrook-Wyndham Resort
- Attended meeting with Ashli Hawthorne, new Sales Executive-Marriott International (Courtyard) Speedway to review of CVB Sales Manager's Market segments and new business opportunities
- Met with 12 Orlando-based Tour Operators, AAA / Orlando, Tourico, Allied T Pro, City Tours, Sunsational Tours, Super Holidays, ATI, Thomas Cook, AAA / Winter Park, Kaleidoscope, New Creative Tours, and Maxim Tours
- Attended Expedia Forum
- Conducted lunch meeting with Expedia representatives Ariel Robinson and McKaila Giammanco
- Participated in a call with Daytona State College re: National Junior College Athletic Association Men's Soccer Championship 2018
- Met with National Wrestling Coaches Association Annual Meeting at the Hilton re: future bookings
- Met with the event director at the United States Tennis Association's new facility re: business opportunities
- Met with NBC Sports to discuss World Long Drive Competition for Daytona Beach and Daytona International Speedway
- Met with and toured Seminole County Sports Complex to discuss overflow opportunities

## Conference call meetings/Prospecting

- Conducted a call with Gay Days organization for a October 2019 event
- Conducted a call with National Step Alliance show for next March
- Conducted a call with Ultimate Invasion Tour – Corvettes
- Conducted a call with Alpha Phi Alpha Enhancement Retreat
- Conducted a call with National Stunna's Bike Group
- Conducted a call with Florida Alcohol and Drug Abuse Association
- Conducted a call with Florida Water Quality Association
- Conducted a call with Gospel Artist Radio Alliance
- Conducted a call with Florida African American Student Association
- Conducted a call with Corvettes of Naples Turkey rod run
- Conducted a conference call with Jan Spenser-MPI North Florida Chapter
- Conducted a conference call with HAT Marketing

## FAM

- Continued planning of September 26-29, 2017 "super" Fam to include all markets: reviewed save the date invitation, current RSVP list and flight arrangements

- Began to coordinate sports facility itinerary for FAM
- Continued to invite planners, operators, and sports event planners to our Summit 2017

### **Industry shows booked**

- Continued discussion to host XSITE 2018 appointment-based show

### **Shriners action items**

- Finalized Shriners Imperial Session 2017 Post-Show Report with final hotel room pick-up report, Shriners event attendee numbers, local list of area restaurants and area attractions that saw increase in business during week of convention
- Conducted conference call with Candies Coachworks and Votran for post-event review
- Conducted conference call with John Piland, Executive Vice President of Shriners International
- Conducted call with Gary Bergenske to discuss Shriners Imperial Session 2017 and 2018

### **Convention Services**

- Conducted monthly convention services meeting
- Services provided for Cru Intern Retreat, Ruff Ryders, Cope International, Death Investigation Conference, Lifeguard Championships, Annual Marriage Retreat, USS Galveston Reunion, USA Gymnastics, USS Spinax Reunion, New York City Department of Corrections, Florida Virtual Campus, Xavier International, Florida Planning Association Conference and Alpha Phi Alpha District meeting

### **Administrative**

- Conducted a Connect MarketPlace 2017 Meeting with hotel partners attending show
- Researched and provided information for Destination International's (DMAI) accreditation requirements for group sales
- Conducted Group Sales bi-monthly meeting
- Continued audit of all lead reports for accuracy and fiscal year 2016-2017 numbers
- Continued work on Integrated Media Marketing (IMM) upcoming newsletter deployments to all markets
- Continued efforts for fiscal year 2017-18 tradeshow, all markets, pre-registrations
- Continued efforts for fiscal year 2016-2017 budget wrap up
- Finalizing details for Boomers in Groups industry show
- World Travel Market planning to include show appointments, hosted tour operator lunch, trainings
- Prepared worksheet for 2018-2019 Junior National's USAG bid book for LOC Branch Gymnastics
- Met with group sales team to discuss: Connect Client Event, HAT Marketing, Connect meeting with partners, and NAIA 2017 with City of Daytona Beach
- Coordinated tradeshow, client events, and FAM logistics for: Connect, Connect Client Event, Florida Outdoor Writers Association, September FAM "Sunshine Summit", La Cita, Professional Fraternal Association and RTO Summit
- Coordinated agenda and meeting packets for the Meeting & Conventions, Sports, and Tour & Travel committee meetings.

### **Communications**

- Press Release: "Biketoberfest® 2017 Celebrates 25-Year Chrome Anniversary"
- Press Release: "Discover the Unexpected" updated with new hotel developments
- Press Release: "Daytona Beach Named One of Top 25 Destinations for Smaller Meetings" (BizBash ranking)
- Press Release: "Daytona Beach Conference Aims to Inspire Women in Business"
- Coordinated television news interview on THE FLORIDA CHANNEL with Lori Campbell Baker on the topic of the economic impact of a beach on tourism to our community; piece to air statewide on PBS channels
- Submitted list to CANADIAN TRAVELLER for September editorial, "30 Awesome Things to Do in Daytona Beach"

- Individual and group familiarization tour media visits and coordination including: IMV itinerary for Montreal travel writer and radio host Marie Claude Di Lillo; golf writer Steve Pike; UK travel writer Helen Wright; Happily Hughes blogger and Instagram social media influencer Jessica Hughes; KidTripster's Jamie Farber.
- Produced and edited Norwegian Cruise Line (NCL) package itinerary
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Shriners; News-Journal; WNDB; Meeting Professional International (MPI); USA TODAY; Smart Meetings; 2018 Travel Guide to Florida; and The Points Guy
- Produced and distributed TOURISM TODAY, a bi-monthly eNewsletter sent locally to partners, government and community leaders and other interested individuals on CVB news and accomplishments
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- IZEA's Spring 2017 Social Media Campaign (April-June) completed; final presentation file attached
- Biketoberfest®: produced several scenic ride videos using GoPro and tracked on REVER app; recorded an interview with WNDB News 1150 AM; provided background to ResortsandLodging.com; edited Official Pocket Guide; took photos and video for Biketoberfest.org; wrote and distributed press release; redesigned consumer eNewsletter; and created a Biketoberfest® YouTube channel
- Monitored media on industry issues including: Shriners; tropical weather outlook; Visit Florida, tourism funding, occupancy rates and Daytona Beach air lift out of DBIA
- Social media/PR support: U.S. Lifeguard Association, FLIDA (Dyslexic Association), Daytona Magic, and Business Women Inspirational Network
- Scheduled a meeting with Hayworth PR, the new agency handling public relations for Hard Rock Hotel Daytona Beach in September
- Worked with CVB directors to create messaging around Shriners Imperial Session final event and room night totals, July Occupancy and ADR rates
- Received new proposal from Chris King for Golf PR in 2017/2018, will review and make recommendations
- Produced monthly event calendar and distributed it to all tourism partners
- Scheduled social posts through August including following Paradise's Danica Patrick re-posting schedule and continued sharing with Danica Patrick team
- Worked on DaytonaBeach.com content including: updated Home page; added new video to Weddings; added new Activity videos throughout site; updated Daytona International Speedway listings and media gallery images; added content for National Lifeguard Championships, Dream Cruise, several calendar submissions and Seabreeze Shopping District; and repurposed IZEA social media influencer blogs
- Uploaded 31 Paradise activity videos to YouTube and added to 50+ active blogs; uploaded seven to VISITFLORIDA.org
- Participated in VISIT FLORIDA Twitter Chat
- Attended Florida Governor's Conference; Florida Public Relations Association Annual Conference; and VISIT FLORIDA tele call for 2017/2018 Global Communications Committee Orientation
- Represented CVB at Florida Public Relations Volusia County August Meeting 8/23; Volusia County Council meeting; United Way's "Power of the Purse" event; Tiger Bay Club August meeting; Florida Outdoor Writers Association meeting in Ocala
- Edited news release on Riviera Golf Course with Chris King, Kingfish Communications (Golf PR), worked on preliminary budget for October golf writers FAM
- Completed Communication Dept. portion of DMAI submissions for accreditation renewal
- Edited eNewsletter for Paradise, Fall Deals
- Edited and proofed CVB Fall 2017 Newsletter
- Reviewed Burelles Luce 2017/18 renewal proposal
- Reviewed Paradise "activities video" strategy and established calendar through October
- Edited Daytona Beach Half-Marathon "Racecation" card produced by Volusia County Community Information to be distributed by the CVB at upcoming consumer shows

## Marketing & Design

- Reviewed and submitted edits to the 2<sup>nd</sup> Amplified Story from Madden Media called Couples Golf Getaway
- Met with News-Journal sales team to kick-off ad sales for the 25<sup>th</sup> Anniversary of Biketoberfest® Official Pocket Guide
- Signed Lawlor & Associates as a “Leather Sponsor” for Biketoberfest® 2017
- Designed and submitted artwork for the production of the Florida Outdoor Travel Writers booth
- Created formatted ads for 16 partners participating in the Fall Newsletter, designed and mailed to 100,000 households in late August
- Contacted The Beach Channel to discuss current agreement and discuss future opportunities with Beach Channel and Roku
- Discussed adding a consumer questionnaire in the October e-newsletter to assist the Brandon Agency with brand awareness and creative direction; Mid-Florida Marketing & Research will facilitate the collecting of data and reporting
- Submitted Biketoberfest® logo for poker chip – partnership with DB Racing & Card Room
- Created and collected information for marketing sections of the DMAI Accreditation Proposal
- Participated in a conference call with Kognitiv to review TripAdvisor program benefits and hotel pricing
- Participated in a webinar with Visit Florida about Skift Research
- Talked with Vivian Hunt about Dreamscapes and Travel Guide to Florida media opportunities
- Imported reader service responses into Simpleview
- Sent partner information for Consumer Co-Op Program 2F & 2G to Paradise
- Unsubscribed visitors from eNewsletter from Aweber as requested
- Finished the landing pages for the Endless Summer Campaign, US and Canada
- Created a register to win form for the Endless Summer Sweepstakes
- Met with Vann Data to discuss new server estimates and installation dates/times
- Updated Biketoberfest® forms for the Pocket Guide and Events
- Called Simpleview to review website audit
- Called ADARA to review its Analytics Dashboard
- Updated the Biketoberfest® Sponsorship page
- Emailed Biketoberfest® Sponsorship Opportunities Deck to interested partners
- Updated the Biketoberfest® Lodging Availability page and .pdf file
- Generated monthly Kognitiv reports
- Generated June & July analytics for Tourism Today
- Emailed Simpleview Reports & Kognitiv information to the Brandon Agency
- Created a landing page for 2017-18 Consumer Show schedule
- Emailed the County to send out two Cease and Desist letters for unauthorized use of Biketoberfest® name and logo
- Participated in a Simpleview Webinar called How to increase Conversions through Visitor Personal Mapping
- Created a Flipbook for the Fall Newsletter for website
- Emailed invoices for the Fall Newsletter partners
- Processed 17 signed media and production estimates and multiple media invoices
- Requested new ad and digital rates for American Motorcyclist, American Iron, American Iron Garage, Cycle Source, Road Racing Magazine, Southern Biker, Thunder Press, Thunder Roads
- Developed 2018 Bike Week ad schedule and reviewed with Chamber staff
- Created minutes, Ad Committee packets and agenda
- Collected events for 2017 Biketoberfest® Pocket Guide calendar
- Completed consumer show list and booth share opportunity for CVB Partners
- Restocked visitor centers with collateral materials

- Emailed partners to provide a special rate for consumer shows unique website page
- Attended Southern Women's Show in Charlotte with attendance of 19,500
- Visitor center at DIS - top three visitor states of origin TX, IL and TN – International visitors UK, France Holland. Collected 84 email addresses
- Visitor center at Destination Daytona top three visitor states of origin FL, GA and PA – International visitors Canada, France and Germany. Collected 37 email addresses
- Attended the Governor's Conference in Hollywood, FL