

# HAAA Executive Update

October  
2017

## New Stats

- ◆ Bed Tax collections for the month of September were \$524,889, a 0.06% increase over September 2016
- ◆ September Average Daily Rate increased 14% over September 2016
- ◆ September 2017 Occupancy increased 5% over September 2016

## Administration

- Participated in Miami and Atlanta Consumer Focus Groups with Mid-Florida Marketing and The Brandon Agency
- Participated in the Florida Association of Destination Marketing Organizations (FADMO) conference
- Had a strategy session with CVB staff and Tanger Outlets
- Held Board orientation sessions
- Did training on the new AUE benefits system
- Participated in a successful Biketoberfest® media conference and worked the Welcome Tent
- Did a radio interview with Big John on WELE-1380 AM
- Held a CVB Directors meeting to review upcoming projects
- Participated in Daytona Beach Rotary Club meetings
- Attended HAAA's Sports Committee meeting
- Reviewed the results of the CVB's recent operations audit for best practices

## Finance

- Accrued expenses for fiscal year 2016-17 throughout the month
- Prepared information for transition from TriNet to AUE Staffing and coordinated communications with county legal and orientations for staff
- Requested and analyzed proposals for general liability and wind coverage, choosing Mitchell Noel's more competitive premium cost
- Finalized board financial reporting through Sage Intelligence program
- Prepared year end accounting analysis and entries for annual audit in November
- Reviewed and processed accounts payable invoices totaling \$755,000

## Group Sales

Leads Distributed: 22

Definite Bookings: 5

Tourism Inquiries: 13

## Site visits

- Conducted site for Abernathy Family Reunion
- Conducted site for MG Car Club of Jacksonville
- Conducted site for Eastern Regional Interstate Child Support Assn (ERICSA) Board of Director's
- Conducted site for Christian Women's Connection Oct 24-29
- Conducted site for Toastmasters Inc.
- Attended USA Volleyball Site Visit

### **Tradeshows, industry events attended**

- Attended Boomers and Groups Tradeshow in Daytona Beach which took place at Plaza Resort and Spa on 10/27 – 10/29/17. Total of 34 appointments
- Attended Market Segment Meetings in Detroit, MI
- Attended NJCAA Selection meeting with Daytona State College
- Attended Symetra Tour Opening night
- Attended Symetra Tour at LPGA
- Attended Florida Society Account Executive Roundtable lunch
- Hosted our Orlando Tour Operator Appreciation Reception that took place at Rocco Tacos on 10/12/17 – 60 attendees.
- Attended Connect Faith in Cincinnati, OH.
- Attended Gay Days, Inc.
- Attended Florida Festivals and Events, Inc.
- Attended Society of Gov't Meeting Planners Gainesville monthly luncheon

### **Meetings attended**

- Attended Sports, Meetings & Conventions and Tour and Travel advisory committee meetings
- Attended Boomers in Group pre-convention meeting at The Plaza Resort & Spa
- Attended 2017 National Association of Intercollegiate Athletics Football Championship
- Met with LPGA re: Executive Women's Golf Association 2017
- Met with Jim Jaworski Tortugas re: Florida Classic
- Met with Kerry Mitruska/Hilton Daytona Beach Oceanfront Resort to discuss all markets, marketing initiatives and travel schedule
- Met with Kathy Masterson and introduction to the London area Hard Rock representative
- Met with Ocean Center and Hilton to review United States Specialty Sports Association (USSSA)
- Visited 15 Tour Operators in Orlando  
Golf Pac, Abreu, AAA / Winter Park, Eaglerider, Hotel Beds, ATI, Dolphin Tours, North America Destinations, Kaluah Tours, City Tours, Meeting Point North America, New Golden Horse Tours, Virgin Holidays and FM Tours. This includes sales calls in Orlando with Ken Berthiaume from Wyndham Daytona Beach on 10/17/17 and with Lynn Terhume from Holiday Inn Speedway on 10/26/17.

### **Conference call meetings/Prospecting**

- Conducted a call with the Brandon Agency re: media plan
- Conducted a call with Integrated Marketing Media (IMM) re: advertising ideas with for sports and golf, working on current fiscal year plan for all markets
- Conducted a call with Boomers in Groups to review activity that CVB is responsible for
- Conducted a call with Online Travel Training (OTT) re: new Canadian courses
- Conducted a call with Joe Chirillo City of Daytona Beach re: All American Bowl and facilities
- Conducted a call with USA Gymnastics- re Pan Am 20-17 follow up
- Conducted a call with Kevin Chippendale, review of B-roll footage to create presentation videos – he is currently working with West Volusia, will say o cost if footage can be shared
- Met with Hilton re: Connect marketplace recap
- Met with Plaza Resort and Spa re: TEAMS appointment selection
- Participated in Christian Meetings & Conventions Assn (CMCA) Education Committee conference call re: 2017 Educational Speakers/ Break-out's & Keynote Speakers

### **FAM**

- Followed-up with all Sunshine Summit (FAM) Planner attendees \* Reviewed new RFP's
- Created Sunshine Summit (FAM) post report
- Started details with VISIT FLORIDA's Florida Encounter FAM in December

## Industry shows booked

- Continued planning and finalizing details for Boomers in Groups October 2017
- Continued planning for Rendezvous South February 2018

## Convention Services

- Conducted monthly convention services meeting
- Services provided for Empowering Leaders for the Next Dimension Pastors & Leadership Conference 2017, Boomers in Groups, North Florida Optimist 1<sup>st</sup> Quarter Meeting, Daytona Magic Convention, USA Gymnastics, USS Spinax, Speckled Trout Reunion, Florida Association of School Social Workers Conference Florida School Nutrition Association Expo & Education Event, HSR Racing Series, Xavier Invitational, FASP Annual Conference, Independent Funeral Directors of Florida, Florida African American Student Association Fall Leadership Institute, Neighborhood church Women's Beach Retreat, Crime Stoppers, Christian Women's Connection, Florida Winter Cup Soccer and Executive Women's Golf Association (EWGA) Cup Finals.

## Administrative

- 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 FY 2016-2017 budget wrap up
- World Travel Market planning to include show appointments, hosted tour operator lunch, trainings
- Coordinated Tour & Travel Orlando based client appreciation reception
- Coordinated agenda and meeting packets for the Meeting & Conventions, Sports and Tour & Travel Committee Meetings.
- Prepared for World Travel Market, Thomas Cook Trainings, buyers luncheon presentations, and WTM appointments

## Communications

- Hurricane Irma Post Storm efforts continued in October:
  - Consumer alerts, special landing pages and lodging availability lists posted through 10/19 on DaytonaBeach.com and Biketoberfest.org;
  - Continued use of social media including video and images of Daytona Beach
  - Responded to media, travel writers and publications – Daytona Beach is Open!
- Press Release: "New Ways to Share Biketoberfest® Traditions"
- Press Release: "Discover the Unexpected in the New Daytona Beach" for US markets
- Press Release: "Discover the Unexpected in Daytona Beach, Florida" for 2017 World Travel Market
- Press Release: "11 Countries Represented in Pan American Championships"
- Press Release: "Magical Stars Fill News-Journal Center during Festival of Magic"
- Press Release: "Sunshine Summit 'Mega Fam' held in Daytona Beach"
- Press Release: "Country 500 Music Festival at Daytona International Speedway May 25-27, 2018" for Visit Florida international markets
- Hosted a four-day, countywide CVB FAM for 7 national golf travel writers (6 US, 1 Canadian) Oct. 23-26
- Provided coordination for an Individual Media Visit for Juan Oswald with Resto del Mundo TV
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: News-Journal; WESH TV 2, WKMG TV6, WFTV TV9; CFNews13; WNDB; VISIT FLORIDA; HAT Marketing; City of Daytona Beach; Drive I-95; IZEA; Meetings Today, and The Brandon Agency
- Assisted TV production crew from Argentina with filming, interview and lodging requests
- Attended CVB focus groups held in Miami on 10/3 and in Orlando on 10/11

- Monitored media on industry issues including: Hurricane Irma; Hurricane Irma impact; Biketoberfest®; Florida tourism, Airbnb and tourism funding
- Social media/PR support: NAIA; USA Gymnastics, International Senior Softball League, Daytona Magic and CVB Group Sales and CVB Sports
- 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
- Wrote and produced Endless Summer and Biketoberfest® consumer blasts
- Updated DaytonaBeach.com content including: Attractions/Tours page (new content, links, video, rotating banner images); and Events page (worked with team to condense content from three pages to one to improve visitor experience)
- Edited 8 blogs from The Brandon Agency
- Biketoberfest®:
  - Jeld event kick-off/press conference at Daytona International Speedway October 19;
  - Provided post-conference b-roll (video), audio and images to media outlets;
  - Helped staff Official Welcome Center tent;
  - Updated Biketoberfest® Facebook, Twitter and Instagram with new graphics
  - Biketoberfest® Facebook page increase to over 200,000 followers and achieved 100% response rate with a 3-hour response time during the event
  - Took photos at various venues across the area
  - Updated Biketoberfest.org with 2018 dates and content after Oct. 22
  - Edited and proofed the Biketoberfest® Pocket Guide
  - Sent Volusia County examples of Biketoberfest® registration mark violations for follow-up
- NAIA:
  - Attended organizational meeting;
  - Created Facebook and Twitter posts for CVB's NAIA pages that will redirect to NAIA's channels
  - Established social media contacts with host/fan and overflow hotels and City of Daytona beach (CODB);
  - Organizing NAIA PR strategy meeting with CODB's social media consultant and CVB sales team
- Kicked off 2017 Fall Social Media Campaign (IZEA) and monitored weekly results
- Prepared for VISIT FLORIDA Canadian Media Mission in Toronto (11/1) by preparing media kit, writing presentation script, producing props for event table; putting together small gift bags (CVB golf ball with tee and key chain) and reviewing media attendee credentials
- Produced monthly event calendar and distributed it to all tourism partners
- Scheduled social posts and provided analytics through October including following Paradise's Danica Patrick re-posting schedule and began working on the new social media plan with The Brandon Agency
- Presented at the Tourism Development Council quarterly meeting 10/13
- Represented CVB at Tiger Bay Club meeting 10/12
- Prepared for the next Arts, Culture & Heritage Tourism Committee meeting to be held Nov. 2, 2017 including the preparation of a proposal for a digital paid social media campaign
- Along with CVB directors, met with Canadian Ray DeNure, with DeNure Tours; and in a separate meeting with Scott Sadove, Tanger Outlets to strategize on 2017/2018 marketing with the CVB
- Contacted all locations included in the new "Share The Heritage" brochure and upon request delivered STH brochures and Arts & Culture Maps with brochure holders for their display

## Marketing & Design

- Reviewed, submitted changes and approved the Biketoberfest® Pocketguide created by the Daytona Beach News-Journal; converted for flip book version on website
- Wrote Biketoberfest® bulletins and promos for WHOG radio spots
- Updated Biketoberfest® availability on .pdf and online
- Created Press Conference Evite for Biketoberfest®
- Approved Snapchat filter; created SnapChat signs and Welcome Tent signs for Biketoberfest®
- Took photos on Main Street, Destination Daytona and Iron Horse during Biketoberfest®
- Delivered posters, poker chips, pins and pocketguide to various locations
- Set-up Welcome Tent for Biketoberfest®; scheduled staff and volunteers; WHOG radio schedule; sponsor tables; email/pin signup
- Met post Biketoberfest® to develop a recap report
- Met with Liana Leal of MNI about media and digital opportunities
- Participated in a webinar with Jack Rabbit about booking widget; requested a proposal
- Met with Brenna Dacks with Visit Florida
- Met to review Visit Florida's Canadian Media Mission; created social media cutout for Toronto Media Mission
- Submitted marketing opportunities for Beach Blast
- Provided department content for Tourism Tuesday
- Participated in weekly video status calls with The Brandon Agency
- Participated in training call with Arrivalist
- Designed consumer cards for hotel specials for travel shows in Orlando, Columbus, New York, Cincinnati; created special landing pages on website for hotel offers
- Attended AAF Daytona Beach luncheon with guest speaker from Fanchest
- Finalized The Brandon Agency contract
- Attended Orlando focus groups to test consumer campaign concepts
- Reviewed, provided edits and contacts for consumer 240 blog topics and locations
- Processed estimates and media invoices
- Sent partner email blast that included information on VISIT FLORIDA's Hurricane Irma free opportunities, GolfPac Travel and Tee Times USA meeting, and Biketoberfest® poster pickup
- Ordered staff business cards
- Reviewed monthly financials
- Hosted a Golf Meet & Greet meeting with Golf Pac Travel/Tee Times USA
- Reviewed email provider programs - MailChimp as compared to current provider, AWeber
- Participated in conference call with Brandon agency about monthly billing practices
- Met with Orlando Sentinel to discuss media opportunities and digital platforms
- Approved Visit Florida Vacation Guide creative ad
- Met with Tanger Outlet about marketing opportunities
- Met with DeNure Tours about marketing opportunities; updated info in database
- Requested a digital media plan for Arts & Cultural committee
- Created lanyards for Golf Travel Writer FAM
- Reviewed and edited 15 blogs
- Participated in conference call with The Brandon Agency about WTM video and destination video needs
- Revised Sports Daytona Beach logo; designed booth display for TEAMS Sports Conference in Orlando
- Participated in outstanding media bills for 2016-17 call with Paradise Advertising
- Monthly call with Simpleview about analytics, PPC contract and website audit
- Prepared minutes, agenda, notified meeting, notified presenters about November 8<sup>th</sup> Advertising Advisory Committee Meeting
- Imported reader service responses into Simpleview
- Updated various listings and contacts in Simpleview and on website
- Collected 84 email addresses at Destination Daytona's VIC and 37 email addresses at Daytona International Speedway's VIC. Top state origins were Florida, North Carolina, Ohio and Kentucky. Top International visitors were from Canada, France, Germany, Brazil and Belgium