

**TOUR & TRAVEL ADVISORY COMMITTEE**  
**Wednesday, April 26, 2017**  
**Hilton Daytona Beach Resort**

**AGENDA**

- |                                                                                                                                                                                                                       |                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>I. Welcome &amp; Introduction</b>                                                                                                                                                                                  | <b>Jim Berkley, Chair</b>                      |
| <b>II. Meeting Minutes Approval – January 5, 2017</b>                                                                                                                                                                 | <b>Jim Berkley</b>                             |
| <b>III. Orlando Sales Calls</b><br>Schedule for the month of May                                                                                                                                                      | <b>Leda Beever</b>                             |
| <b>IV. Industry Partner Presentation</b><br>Daytona Beach Racing and Card Club                                                                                                                                        | <b>Carrie Moore</b>                            |
| <b>V. Upcoming Sales Activity</b><br>AAA Atlanta Sales Mission – May 2 – 5, 2017<br>RTO Summit East – May 15 – 16, 2017<br>IPW – June 3 – 7, 2017<br>IAGTO Pre-FAM – June 23 – 25, 2017<br>IAGTO – June 25 – 28, 2017 | <b>Leda Beever</b><br><br><b>Linda McMahon</b> |

**\*Meeting Packet Details**

Tourism Inquiry Report, FY 2016 - 2017  
Past Tradeshows / Sales Missions / Client Events (January to current)  
Florida Huddle – January 9 – 12, 2017  
American Bus Association – January 14 – 17, 2017  
VISIT FLORIDA Canada Road Show – April 17 – 21, 2017  
Travel & Promo Schedule, FY 2016 – 2017  
HAT Quarterly Report

**-ADJORN-**

**MISSION:** The mission of our Advisory Committees of the Daytona Beach Area Convention & Visitors Bureau is to act as a diverse sounding board of partners in an advisory role with a common goal of increasing bed tax dollars through various sales and marketing efforts.

**GOAL:**

- Participation in hosted events to include Tour Operator Summit/FAMs, tradeshows, and in market presentations.
- Provide Leadership, guidance and marketing expertise in the development of trade and consumer destination packaging.



Prepared On: 04/25/2017  
Prepared By: Jennifer Kaniaris

### SEARCH BY TAG WITH COMPANY: QUERY RESULTS - 11 RECORDS RETURNED

First Name	Last Name	Company	Physical Address 1	Physical City	Physical State	Physical Code	Physical Zip	Email
Jenean	Chavey	Oceanside Inn	1909 South Atlantic Avenue	Daytona Beach	FL	32118	32118	jenean.chavey@sunstream.com
Carene	Darcy	CD Hospitality Marketing	901 Carey Drive	South Daytona	FL	32119	32119	carene.darcy@gmail.com
Barbara	Kopala	Daytona Beach Resort & Conference Center	2700 North Atlantic Avenue	Daytona Beach	FL	32118	32118	bkopala@daytonabeachresort.com
Robin	Camacho	El Caribe Resort & Conference Center	2125 South Atlantic Avenue	Daytona Beach Shores	FL	32118	32118	robin@elcaribe.com
Brandon	Little	Daytona International Speedway	1801 West International Speedway Blvd	Daytona Beach	FL	32114	32114	blittle@daytonainternationalspeedway.com
Lucinda	Gaudio	Plaza Resort & Spa	600 North Atlantic Avenue	Daytona Beach	FL	32118	32118	lgaudio@plazaresortandspa.com
Lisa	Shavatt	Hilton Daytona Beach Resort	100 North Atlantic Avenue	Daytona Beach	FL	32118	32118	lshavatt@daytonahilton.com
Kathy	Masterson	Westin Daytona Beach Resort & Spa	900 North Atlantic Avenue	Daytona Beach	FL	32118	32118	k.masterson@summithmg.com
Kenneth	Berthiaume	Wyndham Vacation Ownership	300 North Atlantic Avenue	Daytona Beach	FL	32118	32118	ken.berthiaume@wyn.com
Jim	Berkley	Hilton Daytona Beach Resort/Ocean Walk Village	100 North Atlantic Avenue	Daytona Beach	FL	32118	32118	jim.berkley@daytonahilton.com
Anne	Blais	Ocean Breeze Club	640 North Atlantic Avenue	Daytona Beach	FL	32118	32118	ablais@prmhotels.com

**TOUR AND TRAVEL ADVISORY COMMITTEE**  
**Thursday, January 5, 2017**

The minutes reflect a summarized view of the gathering. A complete recording is available by request.

**Committee Present:** Jenean Chavey, Barbara Kopala, Robin Camacho, Brandon Little, Efrain Vargas, Lucinda Gaudio, Lisa Shavatt, Kathy Masterson, Kenneth Berthiaume, Jim Berkley and Anne Blais.

**Committee Absent:** Carene Darcy

**Guest Present:** Ryan Keur, Greg McNair, Georgia Turner, David Gilmore, Aaron Boyd, Jim Jaworski, Scott Sadove, Randy Goodell and Kevin Brett.

**Staff:** Linda McMahan, Leda Beever, Jennifer Kaniaris, and Amber Tischler.

### **I. Welcome & Introduction**

Jim Berkley called the meeting to order. After introduction of all present, Steve welcomed all and thanked them for attending.

### **II. Meeting Minutes Approval: Budget Workshop June 14, 2016**

Jennifer Kaniaris asked for a motion to approve the Budget Workshop meeting minutes from June 14, 2016. Jenean Chavey made the motion to approve the minutes. The motion was seconded by Lisa Shavatt. Motion passed unanimously.

### **III. HAT Marketing Update**

Kevin Brett the UK Daytona Representative discussed the following with the committee:

- UK Market- June last year voted against the EU. Big disaster that was predicted, did not happen financially. Market is up 11% for bookings and revenue is up 16%. HAT predicts 2017 will be a great year. USA is seen a safe destination with all the terrorism in the world.
- Trade- 2016 gained 13 tour operators for the 2017 programs. Not only looking at main steam but golf as well. Gained 3 new operators out of the Ireland market and 5 out of Germany. Attended tradeshows, consumer shows; particularly 6 large shows, including World Travel Market. An online training module was launched, called OTT.
- PR- Would like to bring specific press trips to Daytona Beach. HAT Marketing sits on the Visit USA PR Committee, this helps with engaging others and getting ideas of creation with covering Daytona Beach. HAT Marketing will have a meeting this January 2017, with Brand USA to help promote the destination.
- Added Value- Encouraging attractions, restaurants, shopping to have a savings card that are for tour operators. This is to help increase the length of stay and spending. We would need a large amount of participates to make this work. Would like to launch this in 2017. This can be available as a card or a mobile app.

### **IV. Tourico Presentation**

David Gilmore and Aaron Boyd discussed the following with the committee:

- Business Model- Tourico is mostly FIT, hotel and wholesale from around the world; as well as attractions, cruises and vacation homes. Florida had 1.4 billion in sales and well over a million room nights from all over the world. Tourico is a 1 stop shop. They can reach an audience all around the world at all times of the year. The offseason and shoulder season is very important to Tourico to promote.

- In 2012, Tourico sold 1,900 room nights and in 2016, 7,605 room nights. These rooms nights add up \$800,063 of revenue that was brought into the area. Average stay is about 2.4 nights. All 2016 business is coming from 60% domestic and 40% international. Airline business is where most of the demand is coming from with special packaging that is offered, such as loyalty rewards and sky miles. Same goes with credit card companies with points accrued. The consumer can redeem these points for a hotel stay.
- Marketing efforts- Team is trying to make the consumer switch patterns with great offers compared to other travel destinations. Tourico wants to push the destination all year long!

#### **V. Meeting Packet Details**

- Tourism Inquiry Report FY 16/17- Handout of report from October 1, 2016 to present was given to committee.
- Past Tradeshows/Sales Missions/Client Events- Mark Travel, 5 partners joined Leda Beever and met with 160 agents. Hosted a client event in Orlando, where 42 Tour Operators attended. Attended OMCA, where Leda had 34 appointments. There is now an opportunity for an OMCA FAM. Leda sent out all leads from OMCA and RTO Summit. Traveled to Miami for a sales mission with 4 partners; visited 6 Tour Operators.
- Travel & Promo Schedule FT 16/17- Committee reviewed schedule.

#### **VI. Upcoming Sales Activity**

- Florida Huddle- UK and Ireland Pre FAM. Full schedule at Florida Huddle with 47 appointments. After Florida Huddle CVB is hosting a 1 night Post FAM with Germany.
- ABA- 27 appointments scheduled. Robin Camacho mentioned we need to keep an eye on this show to see if it producing. There were way more appointments last year. Linda said we will evaluate after the show.
- AAA Atlanta Sales Mission- Looking to go to Atlanta in the spring for a Sales Mission. Dates are TBD.

Respectfully Submitted,

Amber Tischler

Daytona Beach Area Convention & Visitors Bureau





Prepared On: 04/25/2017  
Prepared By: Jennifer Kaniaris

### INQUIRY LEADS FOR PARTNERS

Account Name	Full Name	Email	Request Name	Start Date	End Date
Thomas Cook Tour Operations	Bethany Pallemmaerts	Bethany.Pallemmaerts@thomascook.com	FIT Contracts		
Lakefront Lines Inc.	Tammy Czarny	tczarny@lakefrontlines.com	rates and information		
Hotels4groups	Yves Fore	yves@htis4grps.com	Change on email		
Elite Golf Experiences	Jeffrey Qin	jeffery@elitegolfexperiences.com	Correction on email		
THG Holidays	John Bowden	john.bowden@thgholidays.co.uk	Website Information		
Burke Educational Travel	Pam Edwards	Pam@BurkeEducationalTravel.com	Hotel Rates and Restaurants		
Allied T Pro - Florida Office	Gisa Hanson	gisa.hanson@alliedtpro.com	Rates for groups	12/03/2014	12/03/2015
Magic Stars Vacations	Vera Roncaglia	vera@magicstars.com	rates for new hotel product	12/04/2014	12/04/2015
Miki Travel	Maria Wahby	m.wahby@group-miki.com	FIT Rates	01/01/2015	12/31/2015
North America Destinations	Maria Hulsewe	maria@northamericadestinations.com	FIT Contract	01/05/2015	12/31/2015
Contiki Holidays	Dan Lobato	Dan.Lobato@contiki.com	Paddle boards & Richard Petty	01/28/2015	01/28/2016
Small World Tours & Cruises	Jennifer Colburn	jennifer@smallworldtoursandcruises.com	group and attraction rates	01/28/2015	01/28/2016
American Rainbow Tours International	Stephen Richer	steve@amrainbow.com	Information on Golf	02/02/2015	02/02/2016
Corporate Coaches	Amber Queen	aqueen@corporatecoachesfla.com	attraction and restaurant rates	02/02/2015	02/02/2016
Go Educational tours LLC	Julie Dugan	jdugan@goeducationaltours.com	hotel and attraction rates	02/02/2015	02/02/2016
Astro Travel & Tours Inc.	Bland Cleesattle	bcleesattle@astrotravel.com	Information on Peabody	02/02/2015	02/02/2016
Astro Travel & Tours Inc.	Bland Cleesattle	bcleesattle@astrotravel.com	Information on Peabody	02/02/2015	02/02/2016
Astro Travel & Tours Inc.	Matt Brown	mbrown@astrotravel.com	Information on Peabody	02/02/2015	
Viator	Jenny Crossling	jenny@viator.com	Attraction information and rates	02/16/2015	02/16/2016
TourConsult International	Nora Baumann	baumann@tourconsult.com	Attraction information	03/01/2015	03/31/2016

Account Name	Full Name	Email	Request Name	Start Date	End Date
Maxim Tours	Hima Vora	hima@maximtours.net	F.I.T. rates	04/01/2015	09/30/2015
Lakefront Lines Inc.	Tammy Czarny	tczarny@lakefrontlines.com	Hotel and Attraction Rates	04/01/2015	04/01/2016
Lakefront Lines Inc.	Tammy Czarny	tczarny@lakefrontlines.com	Hotel and Attraction Rates	04/01/2015	04/01/2016
New World Travel	Stefan Hoffmann	stefan.hoffman@fl.newworldtravel.com	Attraction Rates	05/01/2015	05/31/2016
Secret Escapes	Boris Frochen	boris.frochen@secretescapes.com	Hotel Information	06/22/2015	06/22/2016
Hotels4groups	Yves Fore	yves@htis4grps.com	Rates hotels, attractions, restaurants	06/24/2015	06/24/2016
Reis Tour & Travel - RTT Services, Inc.	Christina Somar	christina@rttservices.com	Hotel and attraction rates and group friendly restaurants	06/24/2015	06/24/2016
Hotelbeds U.S. Orlando	Ellen Persons	e.persons@hotelbeds.com	Hotel Inventory	06/26/2015	06/27/2016
RMP Travel	Antoine Kesse	operations2@rmptvl.com	Hotel and Attraction Rates	06/26/2015	06/26/2016
gotp	Manuela Kottwitz	manuela.kottwitz@gotp.de	hotel/golf packages	06/29/2015	06/29/2016
World Splendour Holidays	Tusneebul (Gee) Sukriket	tusneebul@worldsplendour.co.th	hotel golf packages and attractions	06/29/2015	06/29/2016
Seaside Golf vacations	Eric Rosenberg	eric@seasidegolf.com	Information on New Projects	07/01/2015	07/01/2016
Teamtours Brasil	Maria Lucia Cescon	malucescon@teamtoursbrasil.com	Hotel/golf packages	07/01/2015	07/01/2016
Experience Golf	Bill Mabey	bill@experiencegolf.co.nz	Hotel/golf packages	07/01/2015	07/01/2016
Experience Golf	Bill Mabey	bill@experiencegolf.co.nz	Hotel/golf packages	07/01/2015	07/01/2016
Voyage Colombia Golf	Gustavo Ochoa Palau	gochoa@voyagecolombia.com	Hotel/Golf packages	07/01/2015	07/01/2016
Golf Tours St. Andrews	Wolfgang R. Neumann	wolfgang.neumann@golftour.de	hotel Rates and Information on Golf courses	07/01/2015	07/01/2016
Anytime Travel Solutions	Ginger Combs	ginger.anytimetravel@gmail.com	Hotel and Attraction Rates	07/03/2015	07/06/2015
Giltedge Golf & Safari	Murray Gardiner	murray@gilt-edge.com	Hotel and Attractions	07/17/2015	07/17/2016
Ship & Shore	Vincent Lamano	shipandshoregrouptours@gmail.com	Information on Attractions	07/20/2015	07/20/2016
Athlone Golf & Sports Travel	Wayne Morden	wayne@athlonegolftours.com	Hotel and Golf packages	07/20/2015	07/20/2016
Senso Day Events	Alban Tapin	alban.tapin@sensoday.com	Hotel rates	07/29/2015	07/29/2016
Viajescolon	Kathya Garrido	kathya.garrido@viajescolon.com	Rates	07/31/2015	07/31/2016

Account Name	Full Name	Email	Request Name	Start Date	End Date
Smart Destinations, Inc.	Christina Simpson	csimpson@smartdestinations.com	Information and contacts for attractions	07/31/2015	07/31/2016
On The Go In MCO	Shelley Caran	shelley@onthegoimco	Information on Attractions and Events	07/31/2015	07/31/2016
Blanco Travel Service Ltda	Leonardo Pedraza	gerencia@blancotravel.com	F.I.T rates for hotels and attractions	07/31/2015	07/31/2016
Regent Travel Corporation - Phillipines	Chris Junro Mamaril	junro.mamaril@regenttravelmanila.com	Hotel Rates	08/01/2015	09/30/2015
Bike The Best	Michaela Fischer	m.fischer@bikethebest.de	Group and FIT rates	08/13/2015	08/13/2016
Travelzoo	Jennifer Rodriguez	jrodriguez@travelzoo.com	Contact and hotel information	08/13/2015	08/27/2015
Tourico Holidays	BillyJo Clark		Attraction rates and information	08/14/2015	08/14/2016
Bookit.com	Melissa Boyd	melissa.boyd@destxp.com	Attraction information	08/14/2015	08/14/2016
Bookit.com	Melissa Boyd	melissa.boyd@destxp.com	Attraction information	08/14/2015	08/14/2016
Elite Golf Experiences	Jeffrey Qin	jeffery@elitegolfexperiences.com	FIT Hotel Rates	08/19/2015	08/23/2015
Elite Golf Tours	Sam Sullivan	sam@dimple.co.nz	Hotel and Golf packages for women	09/01/2015	09/30/2015
Educational World Travel	Shannon Carter	Shannon.carter@ewt.com.au	Hotel and Attraction Rates	09/14/2015	09/14/2016
Educational World Travel	Shannon Carter	Shannon.carter@ewt.com.au	Hotel and Attraction Rates	09/14/2015	09/14/2016
Globus	Matt Galloway	mngalloway@globusfamily.com	Attraction information and rates	09/14/2015	09/14/2016
MARS ( Go Student Tours )	Lisa Scalzo	lisa@gostudenttours.com	Hotel and Attraction Rates	09/21/2015	09/21/2016
Educational Tours Inverness, Fl	Brad Lattin	blattin@myedtours.com	Hotel Rates	09/21/2015	09/21/2016
Fantastic Tours & Travel	Richard Marks	richard@fantastictours.com	Hotel Rates	09/21/2015	09/21/2016
EPN Travel Services	Connie Haywood	connie@epntravel.com	Hotel and Attraction Rates	09/22/2015	09/22/2016
Straight A Tours	Tom Finizio	tfinizio@straightatours.com	Hotel F.I.T. Rates	09/23/2015	09/23/2016
Tri-State Travel	Mathew Horns	mtthrs2@gmail.com	Hotel and International Speedway information.	09/23/2015	09/23/2016
Adventure Student Travel / Exploring America	Jenny Miller	jmiller@adventurestudenttravel.com	Hotel and Attraction Rates and information	09/23/2015	09/23/2016
Troubadour Consultants, LLC	John and Amber Mize	TroubadourTours@yahoo.com	Hotel and Restaurant rates	09/23/2015	09/23/2016

Account Name	Full Name	Email	Request Name	Start Date	End Date
Green Light Group Tours	Therese Sicuranza	therese@greenlightgrouptours.com	Hotel Rates	09/23/2015	09/23/2016
Gerber Tours	Krista Cosenza	kcosenza@gerbertours.com	Hotel Rates	09/28/2015	09/28/2016
Travel with Barb	Barb Mock	barb@travelwithbarb.com	Hotel Rates	09/28/2015	09/28/2016
Visions In Education	Michele Hammock	michelehammock@visionsineducation.co.uk	Hotel Information	09/28/2015	09/30/2016
Travelsphere	Emily Leggett	eleggett@pageandmoytravelgroup.com	Rates and information on attractions and restaurants	11/01/2015	03/31/2016
Croswell VIP Motorcoach Services	Melissa Taylor	Melissa@gocroswell.com	Hotel and Attraction rates	01/01/2016	01/31/2016
Yankee Trails World Travel	Blythe Baccari	bbaccari@yankeetrails.com	Rates from New Hotels	01/01/2016	03/31/2016
Bollman Charter Servcie	Robert Mock	bollman@pennswoods.net	Hotel and attraction rates	01/01/2016	12/31/2016
Bollman Charter Servcie	Robert Mock	bollman@pennswoods.net	Rates and information	01/01/2016	12/31/2016
Astro Travel & Tours Inc.	Bland Cleesattle	bcleesattle@astrotravel.com	Rates and information for Peabody	01/01/2016	12/31/2016
Abbott Trailways	Heather Cole	heather@abbottbus.com	Rates for Hotels and Attractions	01/01/2016	12/31/2016
Academic Travel Services, Inc.	James Weaver	academictravel@hotmail.com	Hotel Rates	01/01/2016	12/31/2016
Academic Travel Services, Inc.	James Weaver	academictravel@hotmail.com	Hotel Rates	01/01/2016	12/31/2016
Badger Tour and Travel	Kris Hoff	krish@badgerbus.com	Rates on Oceanfront hotels and attractions	01/01/2016	12/31/2016
Anderson Coach & Travel	Douglas Anderson	danderson@goanderson.com	Hotel and Attraction Rates	01/01/2016	12/31/2016
Ivy League Group inc.	Matt Wang	matt@ilgbus.com	Hotel and Attraction Rates	01/01/2016	12/31/2016
FunMe Events, Excursions & Entertainment	Michael Embrey	FunMEevents@aol.com	Activities that are unique	01/01/2016	12/31/2016
Adventure Student Travel / Exploring America	Kendra Greathouse	kendra@adventurestudenttravel.com	Senior and Student attraction rates	01/01/2016	12/31/2016
Brightspark Travel USA	Sofia Mantis	smantis@brightsparktravel.com	Rates for day rooms and attractions	01/01/2016	12/31/2016
EF Explore America	Monica Wooton	monica.wooton@ef.com	Attraction Rates	01/01/2016	12/31/2016
Ctrip	Yuri Zhang	yayuanzhang@ctrip.com	Attraction Rates	01/01/2016	12/31/2016
Argus Reisen GmbH	Nicole Dirks-Wetschky	raimer@argusreisen.de	Rates for high end hotels	01/01/2016	12/31/2016

Account Name	Full Name	Email	Request Name	Start Date	End Date
USAirtours	Linda Dixey	ldixey@usairtours.co.uk	FIT Rates	01/01/2016	12/31/2016
Pleasant Holidays	Kelly Acheson	kelly.acheson@pleasant.net	FIT Rates	01/01/2016	12/31/2016
Der Touristik	Bianca Schneider	bianca.schneider@dertouristik.com	Hotel FIT rates	01/01/2016	12/31/2016
TourHero.com	Eric Hoogstins	ehoogstins@tourhero.com	FIT Rates for New hotels and Attractions	01/01/2016	12/31/2016
La Case Depart	Monique Lemelle	monique@lacaserdepart.fr	FIT, Group and Attraction Rates	01/01/2016	12/31/2016
American Holidays Inc.	Anthony Liu	anthony@americanholidaysinc.com	Hotel and Attraction Rates	01/01/2016	12/31/2016
Amnet USA, Inc.	Shinsuke "Shin" Imaoka	simaoka@amnet-usa.co	Hotel and Attraction Rates	01/01/2016	12/31/2016
Gastaldi USA	Mary Filippini	mfilippini@gastaldiusa.com	Rates on new hotels	01/01/2016	12/31/2016
JetBlue Getaways	Wendy Juengerkes	wendy.juengerkes@jetblue.com	Hotel FIT Rates	01/01/2016	12/31/2016
Travel Impressions	Rachael McGee	Rachel.McGee@travimp.com	FIT Rates	01/01/2016	04/30/2016
Muskoka Travel Service	Sue Campbell	sue@hammondtransportation.com	Hotel and Attraction Rates	01/16/2016	02/14/2016
Senior Community Tours	Debbie Joyce	djoyce@scucs.org	Group Rates & Attractions	02/01/2016	03/31/2016
Super Holiday Tours	Heather Skiver	info@superholiday.com	Rates for New Hotels	02/01/2016	05/31/2016
Hemisphere Educational Travel	Jennifer Ruhe	jruhe@hemispheretravel.com	Hotel Rates	02/01/2016	06/30/2016
Super Holiday Tours	Heather Skiver	info@superholiday.com	Rates during Race week	02/14/2016	02/28/2016
Yankee Trails World Travel	Blythe Baccari	bbaccari@yankeetrails.com	Hotel Rates	02/22/2016	03/04/2016
Maxima Tours Ltd	Damon Allan	damon@maxima.net	Hotel and Attraction rates	03/01/2016	05/31/2016
Carr's Holidays	Sean Carr	sean@carrsholidays.com	Hotel Rates	03/01/2016	06/30/2016
Benedict's Bus Service	Tammy Mengee	tammystours@hotmail.com	Group rates for hotels and dining	03/01/2016	04/30/2017
Explorica	Paola Briata	pbriata@explorica.ca	Hotel, Attraction and Restaurant rates	03/01/2016	06/30/2016
Sunshine Express, Inc.	Sharon Miller	sunshineexpress@cox.net	group rates	04/01/2016	10/31/2016
Panache Vacations & Tours Group	Beverly Scott	beverly@thepanachegroup.com	Group Rates	04/01/2016	10/31/2016
The Travel Authority	Julie Setzer	juliesetzer@gmail.com	Group Rates for attractions	04/01/2016	11/30/2016

Account Name	Full Name	Email	Request Name	Start Date	End Date
Let's Go Travelin	Denise White	denise@letsgotravelin.com	group ,attraction and restaurant rates	04/01/2016	06/30/2016
Imperial Travel	Brenda Bennett	brenda_travelimperial@msn.com	Group Rate	09/08/2016	09/09/2016

COUNT: 112

**Florida Huddle**

Tour & Travel – 70 appointments

**American Bus Association**

Tour & Travel – 65 appointments

**New Creative Tours Site Visit 2/15/17**

Tour & Travel – Visited 2 hotels and 5 attractions

**Visit Florida Canadian Road Trip – Toronto & Montreal**

Tour & Travel – Visited 6 agents in Toronto and evening event – Toronto  
Power Point for 4 groups of Air Canada agents and evening event - Montreal



Tour & Travel Department  
Promotional Calendar and Budget Overview  
DRAFT FY 2016 / 2017

SM	Tradeshow/Event:	Fairshare:	Location:	Dates:	Tradeshow \$:	Misc. \$:	Trvl \$:	Total \$:
LB	OMCA	N	Niagara Falls, ON	October 30 - November 2, 2016	\$850.00	\$50.00	\$2,000.00	\$2,900.00
LMC	World Travel Market Partner w/ VISIT FLORIDA	N	London, England	November 7 - 9, 2016	\$8,000.00	\$50.00	\$5,000.00	\$13,050.00
LB	RTO Summit - Orlando	N	Orlando, FL	November 15 - 16, 2016	\$1,795.00	\$50.00	\$200.00	\$2,045.00
LMC / LB	Florida Huddle	N	Orlando, FL	January 9 - 12, 2017	\$2,500.00	\$1,300.00	\$2,000.00	\$5,800.00
LB	American Bus Association	N	Cleveland, OH	January 14 - 17, 2017	\$1,495.00	\$50.00	\$1,500.00	\$3,045.00
LB	VISIT FLORIDA Canada Road Show	N	Toronto, CA	April 17 - 21, 2017	\$1,000.00	\$50.00	\$2,000.00	\$3,050.00
LB	RTO Summit East	N	New York, NY	May 15 - 16, 2017	\$1,595.00	\$50.00	\$1,500.00	\$3,145.00
LMC / LB	POW WOW: Double Booth	Y	Washington, DC	June 3 - 7, 2017	\$13,700.00	\$9,500.00	\$3,000.00	\$26,200.00
LB	IAGTO	Y	Miami, FL	June 25 - 28, 2017	\$1,000.00	\$450.00	\$1,500.00	\$2,950.00
LB	La Cita	N	St. Petersburg, FL	August 29 - 31, 2017	\$3,000.00	\$50.00	\$1,500.00	\$4,550.00

**BUDGET OVERVIEW**

Tradeshow Registration	\$35,500.00
Tradeshow Décor	\$11,550.00
Travel & Entertainment	\$20,000.00
HATT Marketing & Travel	\$65,000.00
Call Center Training	\$12,500.00
Client Events / Sales Missions	\$8,000.00
Tradeshow Sponsorships	\$10,000.00
FAM(s)	\$4,000.00
Site Visits	\$1,500.00
Memberships (ABA, NAJ, NTA USTA etc.)	\$7,000.00
Tradeshow Promotions	\$1,000.00
Postage & Shipping (USPS, UPS, Fed Ex)	\$4,000.00
Logo Wear	\$135.00
<b>TOTAL SALES PROMOTION:</b>	<b>\$180,185.00</b>
<b>ADVERTISING / COLLATERALS</b>	
Advertising	\$54,250.00
Collaterals	\$1,500.00
	<b>\$55,750.00</b>
<b>POTENTIAL REVENUE / FAIRSHARE</b>	<b>\$2,500.00</b>
	<b>\$2,500.00</b>
<b>*TOTAL EXPENSES:</b>	<b>\$235,935.00</b>



**Daytona Beach Area CVB  
Sales & Marketing Report (UK & Ireland)  
Period: January – March 2017**

**Principle Activities January – March 2017**

**Tradeshows/Sales missions/ Events**

- ITB Berlin – 20 tour operator meetings
- Attended Visit USA Unite for Daytona Beach meeting with tour operators and airlines for the day. In total met with 22 buyers in an IPW format meeting style
- Companies met with were the following. Meeting notes are under “Sales Calls &

Commercial Meetings UK & Ireland:

- Crescent Associates
- Truly Travel
- SW Travel
- Best at Travel
- Travel 2
- Funway Holidays
- Virgin Atlantic
- US Airtours
- Gold Medal Travel
- STA Travel
- BMI Publishing
- Barrhead Travel
- International Association of Golf Tour Operators
- JAC Travel
- Travelsphere Holidays
- Your Golf Travel
- BMI Publishing
- Major Travel
- Discover North America
- American and Worldwide Travel
- Thomas Cook





Daytona Beach set up for meetings at Visit USA Unite

### **Sales Calls & Commercial Meetings UK & Ireland**

#### **All Star Holidays**

- Contact made with them following the last meeting with them at Visit USA Unite in 2016 when we were discussing them introducing Daytona product, they have now added around 30 hotels to their website
- Looking at ways we can work with them to drive sales – staff training / any other activity – awaiting comeback on this

#### **American and Worldwide Travel**

- Met at Visit USA Unite. They reported a busy start to 2017 – the best they've ever had
- Business is primarily through trade rather than direct – trying to change this and get more consumer bookings by developing website, social media
- Daytona Beach is not a big for them presently as Florida not a massive area for them, focus on tailor-made but do occasionally get enquiries and can offer the destination
- Send over latest developments in hotels etc.. for Daytona Beach

## American Holidays

- Provided images for The Plaza and The Hilton at their request
- Also, requested contact for Hilton Cocoa Beach

## Barrhead Travel

- Barrhead Travel sent through elements of the marketing campaign for sign off:



A5 8 page rollfold

Radio script:

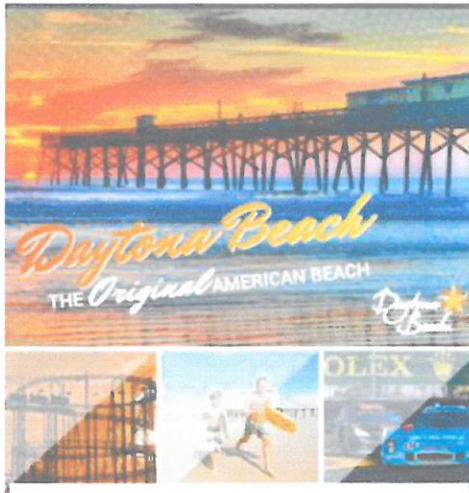
*Beach Ambience* - kids playing in the background.  
**Enjoy the Sun, Sea, and family fun of the Original American Beach!**  
**Discover...Daytona!**

*Usual Barrhead Music*

**Book Daytona Beach with Barrhead Travel! And enjoy sun, fun, thrills and relaxation in one of Florida's most popular seaside destinations! With amazing watersports, motorsports, thrilling theme parks and waterparks, and an authentic beach vibe...all just ONE HOUR from Orlando!**

**Book now with Barrhead Travel - the Holiday and Tailormade Travel Specialists**

**Call 0141 222 2223 or see Barrhead Travel dot co dot uk!**



Book your gateway to Daytona Beach for an authentic American beachside vibe that's unlike any other. There's so much to see and do on the Original American Beach. From fabulous shopping and creative cuisine, to world-class golf and the famous Daytona International Speedway, there's something for everyone to enjoy. Less than an hour's drive from Orlando, Daytona Beach is the perfect holiday location.



#### 3\* Grand Seas By Expedia Resorts

Jan - Oct 2017  
Room Only • 10 nights  
Flying from Manchester

Beachfront location, minutes from the Daytona International Speedway

From just **£1027PP**

[View More](#)

#### 4\* Holiday Inn Resort Daytona Beach Oceanfront

Jan - Oct 2017  
Room Only • 10 nights  
Flying from Glasgow

All the best of the beach's most famous beach

From just **£1127PP**

[View More](#)



#### Florida Cruise & Stay

20 June 2017  
The Shores Resort & Spa • 7 nights  
Room Only  
Cruis of the Seas® • 7 nights  
Flying from Glasgow  
Car hire included

From just **£1973PP**

[View More](#)

#### 7 nights Coco Key Hotel International Drive & 7 nights Ocean Breeze Club Hotel Daytona Beach

Jan - Oct 2017  
Room Only • 14 nights  
Flying from Glasgow  
Car hire included

From just **£1197PP**

Per person per night **£649PP**

[View More](#)



[View More](#)

Eshot



- Followed up with Barrhead regarding a proposed training in March / April and put forward some dates. Still awaiting comeback and have chased on this
- Met with Jade Semple at Visit USA Unite. Advised that working on campaign results for the Daytona campaign and will send over to us
- They are currently enhancing the content on their website for Daytona Beach – gave them the flash drive to ensure they have all the information / images they need
- Barrhead Travel are running a Florida event in Glasgow in September – they will send over details of this

#### **Best At Travel**

- Met at Visit USA Unite. Met new Product Manager James White – looking to grow secondary destinations in Florida. They are wanting to promote fly drive / twin centres
- Gave update and stressed locality to Orlando, ideal twin centre option and gave flash drive with Daytona information on there

#### **BMI Travel**

- Met with them to discuss opportunities to advertise in publications moving forward
- Visit USA Travel Planner sponsored feature a possibility – is there a joint New Smyrna Beach opportunity as it has a one year shelf life with a print run of 50,000 plus online coverage

#### **British Airways Holidays**

- Follow up from pre-Huddle fam trip. Keri Mulqueen advised that she found the trip very useful and thanked us for hosting the trip
- They currently have a few hotels on sale in Daytona including Hyatt Place and The Plaza
- She would look to expand their programme in the area over the next few years with the opening of new hotels such as The Westin
- British Airways Holidays are looking at a long term project to overhaul their destination pages on ba.com so will be looking to include some information on Daytona Beach when they get to this stage

#### **Crescent Associates**

- Met at Visit USA Unite
- Incentive house looking at USA for late 2018. Have groups of 30-120 people of couples. Organize 5 long haul and 9 short haul groups per year. Would require 50-60 rooms using 5\* hotels
- Looking for something a bit different in Florida for 7-8 nights and would look at Daytona
- They are going to look at appointing a DMC – suggested an Orlando / Daytona twin centre.

#### **DNATA**

- Contact made regarding their brochure for 2017/18 to ensure that Daytona Beach is included once again
- They advised they are looking for the same contribution as last year (\$1000) for inclusion within the brochure. Go ahead given for inclusion
- Discussed training opportunities with Ashley Pilkington, Product Manager – training of call centre staff is booked in for May 11 to cover both Gold Medal Travel and Travel 2 brands

### **Discover North America**

- Met at Visit USA Unite
- Have added Daytona Beach to their website but business is fairly quiet to Florida for them at the moment as deal with tailormade travel only. But they do offer Daytona when looking to include Florida in their programme
- Sent over updates on latest developments in Daytona Beach

### **Experience Holidays**

- Florida is an area they promote on their website only as don't do brochure. Do tailor-made itineraries so offer beach destinations as part of a multi-centre itinerary, sometimes travelling into other states
- Sent over full information on latest developments for Daytona and advised that can send over copy and images if required for website

### **Funway Holidays**

- Contact made with Funway Holidays regarding proposed training in March onwards
- Training booked for Wednesday, April 5 followed by a meeting with marketing and PR team to discuss opportunities moving forward
- Met with Melissa Tilling at Visit USA Unite who has now been made the Managing Director of Funway Holidays
- Florida is up 13% for them, fly drive and beaches business is flat however
- Advised if we ever need a call to action then let them know for either B2B or B2C
- Advised that they have saw good sales in January but they tailed off in February. Asked if we could qualify – advised that would try to get sales figures / feedback from Daytona HO
- Looking for continued support in marketing particularly in view that they have supported and included Daytona Beach in their programme from the outset. Advised that we don't have any further marketing budgets available this fiscal but if they could send through proposed for their Florida Beaches Campaign in 2018 would put this forward as a budget recommendation
- Would like to be kept up to date on product updates and also the value add card. Wanted to know if there would be marketing budget available to support the launch of this but once again advised that budgets are limited this fiscal and we might need to look at incorporating into 2018 activity

### **Golden Holidays**

- Contact made with Golden Holidays to see how sales were going as added Daytona to their website last year
- Advised not doing too much to Daytona at the moment, a few bookings through Hotelbeds. However, they are moving to a new reservation system on April 10 which will make XML links easier so they can then explore other suppliers as well as Hotelbeds to make them more competitive
- Once live on their new system, they are also having their website re-designed which will make it more dynamic and appealing to customers and will also be mobile and tablet friendly
- When the system / new website live they will make contact for our input and also to arrange some training for the team



### **Gold Medal Travel**

- Met at Visit USA Unite. Florida business increasing year on year with Florida up 10% and Orlando up 9%. Daytona Beach is up 18% but on small numbers (booked for 2017). They are 58% up on same point last year for Daytona
- Asked regarding training which is already booked in
- Advised to use the example they have sent over for April – June campaign 2017 for a base for next year's marketing campaign so we can budget in activity
- Interested in partnering up with us for a fam trip. They have a big dining fam trip at the end of this year or early next year. Could look to partner up with a beach destination like Daytona – it would be targeting 10 travel agents and call centre staff

### **International Association of Golf Operators**

- Met at Visit USA Unite. Daytona Beach are already members of the association and advised they are very active stateside
- They have 650 tour operator members in 60 countries with approximately 40 operators in the UK, 7/8 of which are good at selling USA
- Advised that we can get access to operators through Daytona's membership

### **JAC Travel**

- Met at Visit USA Unite. For period November 2015 to October 2016 saw them do £40,000 worth of sales to Daytona Beach
- This year they have already booked 5710 nights to Daytona with £35,000 of sales
- Their big focus is adding new product in destinations where they are seeing growth
- Would like us to look at which properties they could look at adding
- Also webinar training opportunities which will investigate – Janice Wall has emailed their sales team to see when this might be a possibility

### **Jetset**

- Contact made with Jetset as they'd expressed interest in promoting Daytona further
- 85% of their business is through the travel trade. Have a call centre with 15 people in it. Book around 115,000 people per annum. 3000 travel agents sell through Jetset, either via trade website or call centre
- Currently feature 28 properties in Daytona of 3 and 4 star rating. Identified the need to educate people on the area
- Gave them a full update on the investment in the Daytona area, new hotels, key selling points etc.. and discussed ways we could look at further promote Daytona.
- Possibility to go in and train call centre staff – going to look at dates can do this
- They can look at doing a "key focus" on their website for Daytona – takeover of pages, banner ads to enable travel agents to learn about the destination – sent over images, copy, information to assist in this
- They sometimes organize trips for highest performing travel agents and asked if we would be interested in potentially working with us on this – asked if they could make contact if any opportunities arose
- Also promote golf so gave a full update on this area and sent through further information / links on golf. Opportunity to sponsor a golf day but advised that budgets are currently tight

### **Magic Holidays**

- Following training at Travelup (parent company), contact made with Magic Holidays (which is part of the Travel Up Group based in Blackpool,) to see if a training of this office would be possible.
- Training of sales staff scheduled in for May 2

### **Major Travel**

- Met at Unite Visit USA
- Sell 100% through the trade now. Sell to travel agents with all the major consortiums and independents. £30 million turnover and 80% of their business is to USA
- Daytona Beach is sold to travel trade through them, have access to all hotels. Discuss ways we could push Daytona further. Discussed possibility of going in to train their 6 sales staff which will organize a date for
- Sent through release on all latest developments in Daytona Beach also

### **North American Vacation Homes**

- Met at Unite Visit USA
- Showed us their website with new villa product on for east coast area. Would like to include Daytona but as they can't get contacts for villas have included New Smyrna Beach product. If we can get them contacts for Daytona villas / companies that would book them, they would add Daytona too

### **Ocean Holidays**

- Followed up with Ocean Holidays from pre-Huddle fam trip. Ocean Holidays are very keen to look at ways to further promote Daytona and drive bookings through their call centre
- Discussed possibility of doing training. Have since been in contact and advised that they would like to go ahead and do some training for Daytona – are just looking at possible slots for training and will revert when know more
- Would like to put incentive in place to co-incide with the training also – following up with Daytona Beach to see what it would be possible to do

### **Southall Travel**

- Contact made with Southall Travel as following our discussions in 2016 when they hadn't yet introduced Daytona into their programme. 16 Daytona hotels have now been added to their website
- Suggested ways we could work together to help to drive business to Daytona such as training or other opportunities and awaiting comeback on this

### **STA Travel**

- Met at Unite Visit USA. Florida beaches is a big feature for them. All the key cities contract hotels directly but Florida beaches hotel buy through VIATOR
- In stages of product development and promoting self drive
- Gave them a flash drive with Daytona information on. For 2018 hope to have Florida Beaches included in brochure with a page on each destination

### **SW Travel**

- Met at Unite Visit USA. Carry out the tourist board partnerships for Saga Holidays, Travel Up and Love Holidays
- Travel Up is great for flight only but now launched packages in which their strong area is Florida. Need to work with the team there to get more product on sale if we were going to justify some marketing
- Love Holidays feature Mediterranean but looking at long haul with Caribbean first
- Travel Up product all sourced through 3<sup>rd</sup> party.
- Saga are looking at new Florida tours. Advised to talk to Product Manager
- All brands to undergo a relaunch and they are looking to pool marketing funds
- They are going to send through a marketing proposal for activity after the start of the next fiscal, October onwards

### **Thomas Cook**

- Following a meeting at Florida Huddle, sent over a proposal for marketing activity as a partner in the Visit Florida Campaign – there were two buy in tiers with the top tier including inclusion in their digital brochure, on and offline activity
- Advised that currently don't have the budgets available to participate but would like to look at participating in a campaign within next fiscal
- Advised that they are looking to do another campaign in October 2017 with a 2<sup>nd</sup> tier of activity to hit peak booking period in January 2018. Cost will be between \$6 and \$10,000
- Met also at Visit USA Unite. Recent business has seen a slow down since mid-January until last couple of weeks where business has picked up again
- Family market is currently not travelling so much but because they are hedged their prices to Florida aren't effected so they think people being put off by £/\$ exchange rate for spending whilst there
- Discussed a marketing campaign for new fiscal and that we would like to look at doing a campaign later in the year. Sent over a list of all new hotel developments

### **Travel Republic**

- Spoke with the new Head of Sales, Wesley Marley following the training that Linda McMahon carried out post WTM in November
- Discussed ways we could drive bookings to Daytona – he advised that they would be interested in putting an incentive in place. Could offer an incentive of £100 Love to Shop voucher for a month period for highest booking sales person. Start incentive month with a training. Suggested coming in to train in May
- Following up with Daytona to see if can put an incentive in place then will revert on proposed dates for a training

### **Travelsphere Holidays**

- Met at Unite Visit USA
- Currently offer a day trip to Daytona International Speedway but no hotel product. Re-looking at Florida itineraries but bookings to the area have been declining
- The itinerary that currently includes Daytona comes down from Charleston to Orlando via Daytona. They could look at doing a Daytona stopover but their programme is in place for 2018 but would consider for 2019. Advised to contact them again September ahead of planning for 2019

### **Truly Travel**

- Met at Unite Visit USA. Brands include Beat the Brochure, Teletext and Low Cost Holidays, they have also just bought Alpha Rooms
- They carry 8000 passengers to Florida per annum and need to put further emphasis on Daytona but are not ready to do that as yet
- They have 500 call centre staff in India and are trying to get all booking systems working off the one system.
- They are aware they need to get better at twinning Orlando with Daytona and are serious about working together in the future
- They are going to check that Daytona is mapped to both Alpha Rooms and Teletext
- Sent over a list of recommended hotels. They will look at adding Daytona to a eblast and social media to look at level of interest

### **Tour America**

- Confirmed attendance at The Red Cow Sale Day in Dublin on 1 October
- Also, asked about the possibility of combining with some training as we did last time, including potentially reaching their new office. They are going to revert on this

### **TravelUp Group**

- Follow up from pre- Huddle fam trip. Jonathan Poole advised he was very impressed with Daytona Beach
- Visited the TravelUp offices for their USA themed day. TravelUp is the umbrella company for Magic Holidays, Holiday Genie and Bookable Holidays. Met with sales and marketing teams
- Training of 2 groups of 10 sales staff. They are really trying to push Florida beach add-ons and very few of the staff knew much about Daytona Beach so found the training really useful
- Met with the Group Head of Sales and Marketing and discussed the possibility of doing some joint marketing later in the year in new fiscal. Meeting with them at Visit USA Unite so will have marketing proposals then to review

### **Travel 2**

- Met at Unite Visit USA. Awaiting campaign results from October 2016 campaign. Agreed that would send over to us
- Business to Orlando up for 2017 but not got Daytona figures specifically
- Looking at a September / October campaign that we could be included in
- Marketing activity to continue as it is and remain separate from the other DNATA brands. Discussed possibility again of going up to Glasgow offices for training. Awaiting dates that are suitable

### **US Airtours**

- Discussed the Visit Florida Marketing campaign. Linda Dixey advised that she would send and also the results from the campaign
- Approved US Airtours poster as part of the Visit Florida campaign in January for Visit Marketing Campaign

### **Virgin Golf**

- Contact made again with Virgin Golf to investigate scope for adding golf to their programme. Met with Tim Crofts at the Virgin Holidays family dinner and he advised that we could have a proper catch up post the dinner – just awaiting a date confirmation from him to meet / discuss further

### **Virgin Atlantic**

- Met at Unite Visit USA. Advised that Jan McKeown is still the contact for seats for fam trips etc..
- Advised on Delta link via Daytona International Airport, also got contact for Delta Airlines to make contact with

### **Virgin Holidays**

- Contact made with Virgin regarding discussion for training of call centre staff
- They advised that they are planning a Florida training day – will let us know as soon as they know dates
- Attended the Virgin Holidays dinner on Thursday March 23. In attendance from Virgin Holidays were:

Nicole	Gibson
Emma	Hook
Nathan	Tinsley
Fiona	Lewry
Darcy	O'Hagan
Sonia	Powell
Sally	Bullar
Steve	Smith
Tim	Crofts
Dan	Buckingham
Angus	Bond
James	Killick
Paul	Lee

- Provided a good opportunity before the dinner to network with Virgin Holidays staff and got round to introduce myself to most people including the Marketing Manager who advised on an upcoming marketing campaign, Tim Crofts who deals with Virgin Golf, Angus Bond who is Head of Product and James Killick who heads up the product for Florida



Sarah Hanson with Virgin Holidays and Disney





Sarah Hanson with Gill Stavenden, Visit Florida and Virgin Holidays

#### **Visit Florida – UK pre-Huddle fam trip January 6 – 9**

- Sarah Hanson attended UK fam trip pre-Florida Huddle with following UK tour operators:
  - Lisa Barrington – Ocean Holidays
  - Janice Wall – JAC travel
  - Johnathan Poole – Magic Holidays
  - Keri Mulqueen – BA Holidays
- Feedback from participants has been extremely positive. They all said how much they liked Daytona and would be working on pushing the destination
- Been looking at ways to work with operators to drive further business including training day at Magic Holidays (and discussions on future potential marketing activity) and proposed training day with Ocean Holidays (awaiting confirmed date from Visit Florida)
- Janice Wall from JAC Travel advised that since the fam trip she now has contracts in place with the Oceanside Inn, Plaza Resort and Spa and working with Westin to try and get contract in place when opens. Still slow progress though and in view of the increased demand for Daytona they would like to contract more hotels so any assistance we could give would be appreciated

UK fam trip photos:



Fam group at Daytona International Speedway







Meeting the Visit Florida Racing team at Daytona International Speedway



Near the Pier in Daytona



At DeLeon Springs State Park



Being entertained by Visit Florida for the evening



Enjoying the Florida weather at the Ponce Inlet

#### **Your Golf Travel**

- Met at Visit USA Unite. They offer a twin centre option with Jacksonville and Daytona in their programme. They find the quality of golf is good. They are now looking for 4 and 5 star resorts
- Sent over an update on new hotel openings and are looking for hotel rates within the next 2 months
- They are producing a destination guide in conjunction with British Airways which will include Daytona



## Sales Calls & Commercial Meetings – Germany & other Europe

### CANUSA

- Looking for special packages to be added to the online site. Cancun do a 3\*, 4\* offer.
- YouTube videos. Does Daytona have raw footage & could also send existing video?
- Daytona online pages launched now.
- Can Daytona post some hot deals/ offers shopping & dining. Look at what they are doing for other destinations.
- Follow up video footage which Canusa can edit.
- Air Berlin promoting direct flights direct from Germany to Orlando. We should talk to Visit Florida – can Daytona add some funds?
- Support a Canusa campaign. Add the value package Dusseldorf – Orlando. Launching for Summer 2017.
- Beginning of April, Canusa will share numbers.
- Send new images if there are any.

### Thomas Cook Germany

- Kevin had a Florida Huddle meeting with Yvonne Schmidt at Thomas Cook Germany.
- She asked if Daytona wished to be included in their programme again for 2018?
- I recommended that you would, however, we should review current coverage, and look at what we want to change and/or improve.
- Awaiting Linda's green light for next year as they start the pagination process soon.
- Christina Noack – replacing Dennis Meyer.
- Daytona - 196 Passengers last Summer, 38 passengers last winter.
- Would have to do more with Daytona through Thomas Cook.

### TUI Germany

- Kevin met with Carmen Knieps at ITB
- Summer 16 – 148 clients. Summer 17 – 333 passengers already. German and Swiss clients. 80% plus book 120 days plus in advance. Average length of stay – 1 – 6 nights. 90% adult. For Winter 16/17 255 passengers booked – TUI happy- they are number one for the USA.
- Starting brochure around IPW. KB confirm with Linda happy to invest again at \$5000 USD.
- We will need to look at incremented marketing longer term.
- Fam trip to Florida in April. Destinations already decided.
- Smaller group to include Daytona in 2018
- 95% business via travel agents

### USA Reisen

- Everything moving ahead with the golfing programme
- They are interested in supporting the added value card when we are ready

## Promotions

### Brand USA (UK)

- Margaret and Kevin met with Gerry Boyle and the team in London to best understand opportunities for Daytona Beach utilizing Brand USA programmes and coop dollars
- The way for Daytona Beach to leverage their dollars is to run them through Brand USA. If Daytona has a global strategy, if have \$xx,xxx, they sign an LOA with Brand USA and they then help spend that cash. In partnership with tour operators or directly. Brand USA increase it by 20%, or a trade partner for fund matching.
- Trade
  - USA mega fams. In partnership with BA / AA.. 107 agents from UK and Ireland this year. Destination badge commitment is a one of \$15,000, plus approx a \$2,000 management fee per ann, and it's a global deal. Reach 6000 UK agents. 12,000 global. It's a unique training programme including social media, forum etc. Press coverage in TTG.
- Media
  - Newsletter to 800 journo's. Out first Mon or Tues of each month
  - Visiting journalists programme. 20 trips organised per year. Half planned by Polly. Every trip needs to include two states. Brand USA usually covers flights. If anyone wanting to go out and can twin with another destination, we should let Polly know. Brand USA cover ground transportation. Destination covers meals and accommodation.
  - doing a group trip with Visit Florida. Kissimmee and Amelia Island. Polly will see whether could consider Daytona as well.
- Facebook and Twitter pages for Agents. Send items to post to Emily and Ally #
- Send anything through we think may work - TA Concessions and anything else

### OTT Training programme

- Re-run of OTT Training programme eshot out to their database of travel agents at the beginning of February to drive further completions of the module. Incentive to win an Apple i-watch to run until the end of April



Complete the Daytona Beach course by 28th April 2017 and you could win an Apple iWatch!

When you think of American originals there is one place that instantly stirs feelings of fun in the sun...welcome to Daytona Beach!

America's most famous beach and the home of speed, the LPGA, and dozens of American original attractions and events.

Come experience an authentic American beach-side vibe unlike any other.

## Visit USA Ireland

- Daytona banner on visitusa.ie is still up and running and has been for the whole of 2017 so far:



- Co-incides with good increase in visitor numbers to the visitusa.ie website:

### Visit USA Report, January 2017

#### Google Analytics Report

January 2017 vs. January 2016			
	Jan 2017	Jan 2016	▲ / ▼ in %
Website Sessions	1,730	680	▲ 154.41%
Users	1,578	615	▲ 156.59%
New Visitors	1,730	680	▲ 154.41%
Returning Visitors	186	84	▲ 121.43%
Organic	337	298	▲ 11.09%
Direct	1,202	116	▲ 930.21%
Page Views	4,087	2,958	▲ 38.17%
Avg Time on Page	00:55	00:41	▲ 33.08%

#### Top pages

- ✓ Homepage
- ✓ Amazing USA Deals
- ✓ Destinations
- ✓ Travel Tools

<sup>1</sup> Organic - Visitors referred by an unpaid search engine listing, e.g. a Google.com search

<sup>2</sup> Direct - Visitors who visited the site by typing the URL directly into their browser. 'Direct' can also refer to the visitors who clicked on the links from their bookmarks/favorites, untagged links within emails, or links from documents that don't include tracking variables (such as PDFs or Word documents)



## Other Activity

- A4 Travel Planner sent out to key UK tour operators with a covering letter regarding latest hotel / other developments in 2016/17 and beyond with contact details for any requirements
- Full brochure audit carried out to identify tour operators carrying Daytona Beach product

## PR & MEDIA RELATIONS

### Quarter One 2017 PR Highlights:

#### Captivate - #DriveUS1 Campaign Results – Ella Buchan – 17- 21 October 2016

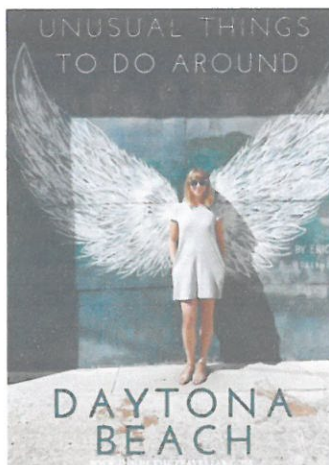
In September 2016, Captivate, partnered with a seven US tourist boards, including Daytona Beach, as well as Brand USA, to create a digital campaign promoting the US east coast. The campaign sought to highlight the states and regions as well as their varied culture and stories using a road trip along the entire length of the iconic US Route 1 as a backdrop to explore Maine, Massachusetts, Capital Region USA, North Carolina, Orlando, Daytona Beach and the Florida Keys.

Travel writer, Ella Buchan undertook a 46-day road trip starting in Maine and finishing in the Florida Keys producing content that targeted UK travellers.

Ella shared her experiences - from the well-known but popular, to the unexpected, to encourage readers and followers to explore the unique offerings of these destinations for themselves, and perhaps create their own incredible US1 road trip.

Using the hashtag #DriveUS1 to tie in all the online content, Ella published her adventures live in real time across the social media channels of luxury travel and lifestyle site, LiveShareTravel. This content was amplified by the other bloggers and influencers in the Captivate team.

Following the trip, editorial content was published across 10 Captivate member blogs, broadening the reach, demographics and interests of readers of campaign content.





## **#DriveUS1 Campaign Results**

2 editorials 4 video - published

3.6 million - Opportunities to See (OTS)

\$58,460 - Advertising Value Equivalent (AVE)

\$4,472.50 – minus pay to play

**\$1207:1 ROI**

Please see attached the full report from Captivate

Daytona Beach had two dedicated travel features – see links below.

<http://livesharetravel.com/29192/ultimate-daytona-beach-attractions/>

<http://www.insidethetravellab.com/things-to-do-daytona-beach/>

Four videos:

<https://www.facebook.com/LiveShareTravel/videos/1313405062023968/>

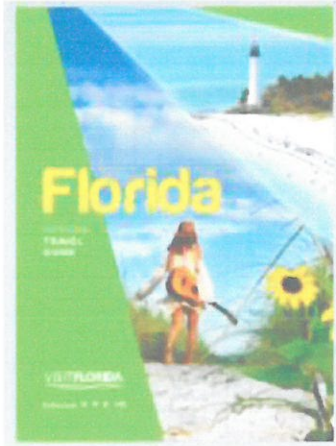
<https://www.youtube.com/watch?v=qtXzC1EyMhg&feature=youtu.b>

<https://www.facebook.com/LiveShareTravel/videos/1360327297331744/>

<https://www.facebook.com/LiveShareTravel/videos/1364592656905208/>

## Visit Florida Official Travel Guide 2017

Provided freelance journalist with information for 2017 Official Visit Florida Travel Guide. Full pdf of the guide is available to download from our dropbox link xxx . We have highlighted in blue the mentions for Daytona Beach in the pdf document.



## Visit USA Meet The Media – 16 January

We attended this annual event which we did not have to pay for as we sit on the PR committee. An informal networking evening attended by 70 USA focussed trade and consumer travel writers. There is plenty of interest in writing about Daytona Beach we just need a way to get media to visit. TravMedia International Media Marketplace – 13 March

This is the first time we have attended TravMedia IMM on behalf of Daytona Beach Area CVB. We secured over 21 one to one 15-minute media meetings. Some were very fruitful with media interested in visiting and covering the destination. Some also showed interest in coming on the proposed October media FAM. Cost of flights is a common barrier however, overall there is a lot of interest in writing about Daytona Beach. In order to secure destination features we need to, like similar destinations, put budget in place for 2018 to be able to host media and generate coverage. This event is certainly worth doing again in 2018.



## COVERAGE



All coverage is available to download from dropbox:

<https://www.dropbox.com/sh/vvlqhqx68pc3v8s/AAD9ZPaMdunRRCiKlcQ6c8bba?dl=0>

### Overall Total with available figures for Quarter One 2017:

Circulation: 1.8 Million

AVE: £27,114.28/**\$33,619.23**

This figure does not include the Captivate campaign values.

### Trade:

- TravelMole Florida Friday – theme Events – 6 January – circ: 76,000 AVE: £4,500
- TTG – Funway puts spotlight on Florida – 12 January – circ: 16,089 AVE: £1,197
- Travel Bulletin – investment/new hotels – 20 January – circ: 6,502 AVE £1,374
- Selling Travel – Visit USA Newsletter – Funway includes Daytona Beach in Florida brochure – 1 February – **circ: unknown**
- Travel Bulletin – North America Supplement – ONE Daytona/Tanger Outlets – March 2017 – circ: 6,502 AVE: **not available**
- TravelMole Florida Friday – theme Sunsets – 10 March – circ: 76,000 AVE: £4,500
- Travel Weekly – Daytona Beach OTT Training programme – 16 March – circ: 14,515 AVE: £472.16
- TravelMole Florida Friday – theme Natural – 17 March – circ: 76,000 AVE: £4,500
- TTG Digital – New Smyrna Beach - mention of Daytona Beach Shopping – 17 March – circ: 28,027 AVE: £12.89
- Travel Weekly – Water Parks – Daytona Lagoon – 23 March – circ: 14,515 AVE: £472.16

- TravelMole Florida Friday – theme Restaurants – 31 March – circ: 76,000 AVE: £4,500
- Travel Bulletin – Family Holidays – 31 March – circ: 6,502 AVE: £1,374.02
- Visit Florida Official Travel Guide – distributed by Selling Travel – circ: 16,500 AVE: **not available**

Total Trade circulation: 511,743

Total AVE (Media Value): £22,899.23/**\$28,548.47**

### Consumer

- Golf News – circ: 42,000 AVE: £3,467.52/**\$4,323.23**
- Golf Today – circ: over 8 Million per annum AVE: not available

From New Smyrna Beach media visit – Johnstone Press publish the following regional newspapers – these articles appeared online. We were unable to obtain some of the circulation figures.

- Bexhill Observer – online - circ: 24,406 p/month AVE: £11.23
- Bognor Regis Observer – online - circ: 45,700 p/month AVE: £21.02
- Chichester Observer – online - circ: 193,002 p/month AVE:£88.78
- Crawley Observer – online - circ: 158,672 p/month AVE: £72.99
- Eastbourne Herald – online - circ: 255,886 p/month AVE: £94.65
- Hastings & St Leonards Observer – online - circ: 132,509 p/month AVE: £60.95
- Littlehampton Gazette – online - circ: 205,769 p/month AVE: £94.65
- Midhurst and Petworth Observer – online - circ: 8,625 p/month AVE: £3.97
- Shoreham Herald – online - circ: 26,099 p/month AVE: £12.01
- Sussex Express – circ: 56,514 p/month AVE: £26.00
- West Sussex County Times – circ: 29,558 p/month AVE: £34.04
- Worthing Herald – circ: 170,290 p/month AVE: £78.33
- Silver Travel Advisor – no figures available
- Brighton & Hove Independent – no circulation or AVE figures available
- Mid Sussex Times – no figures available

Total online circulation: 1.3 Million online per month views

Total AVE: £599.32/**\$747.53**

**FORWARD FEATURES** –copy and images supplied to the following publications:

### Trade:

- Selling Travel – April – USA Florida – drafted copy and submitted
- Travel Bulletin – USA – sent information on new hotels, Tanger Outlets and ONE DAYTONA
- Travel Bulletin – February 24 – USA – Sent information
- Travel Bulletin – North America Supplement – March 17 – drafted copy and submitted – One Daytona included in supplement see coverage
- TravelMole Florida Friday – Easter activities – 24 February issue – drafted and sent copy on Daytona Tortugas season

- Travel Weekly – water parks – sent information on Daytona Lagoon \$2.3 renovation – see coverage
- Travel Weekly – OTT Training Programme – sent information on Apple Watch incentive for agents completing course before end of April – see coverage
- TravelMole Florida Friday – Sunset bars – 10 March issue – drafted copy and sent with image of Main Street Pier at sunset
- Selling Travel – interview with KB for Members Spotlight Visit USA section – not appeared yet
- Travel Bulletin – Family Holidays – March 31- sent information – see coverage

#### Consumer:

- Essentially America – Team Wade writing Florida feature – sent information on all attractions – information not included in final feature
- Family Traveller – advertorial opportunity to run alongside Visit Florida six page feature (resulting from FAM trip) in April edition – now 3 issues per year, glossy coffee table – declined due to cost
- #DriveUS1 Campaign – results for campaign received see above highlights

#### PRESS RELEASES/LATE DEALS

- Speedweek – lead-in price with Funway Holidays – issued 9 January
- IMM – posted on TravMedia IMM site
- Country 500 deal issued with Virgin Holidays call to action – 27 March issued to national press

#### MEDIA OPPORTUNITIES

- **Funway media FAM** – progressing with tour operator who are very keen to partner with us. Meeting arranged at their offices for 5 April
- **American Attractions Collection** – October 2017- possible co-op opportunity:
  - Travel Weekly will send a journalist
  - Rachel O'Connor, Bella interested
  - Jeannine Williams – freelance interested
  - Hannah Tavner – iPaper – interested
  - Marjorie Yue – Saturday/Sunday Mirror – interested
  - Express Saturday Magazine – interested
  - Lindsay Sutton – freelance travel writer for Trinity Newspapers
- **Simon Malls** – joint media FAM discussed with UK rep however, they were very keen to co-op with us but in the end it wasn't possible as Simon Malls felt that the opening of Tanger Outlets was too much competition. They've chosen to co-op with Tampa instead

- **Visit Florida** – secured Daytona Beach on their April FAM – five outlets and two days of the itinerary – liaising with team on itinerary
- **The Scottish Sun** – Colin Duncan – the Travel Editor has commissioned a dedicated Daytona Beach 'editorial' full colour double page spread – requesting 7 nights at Daytona Beach hotel from 29 July for family of four – circulation: 271,937 // AVE (Media Value): \$24,551.50738 – Accommodation confirmed with Shores Resort & Spa
- **Golf media FAM – IAGTO** – 25-28 June 2017 – Peter Ellegard is keen to come up to Daytona Beach, he thinks he can secure three commissions, one in a golf title, Great Golf Magazine and two other trade features in Selling Travel and potentially TTG
- **Express Saturday Magazine** – are very interested in writing a double page spread on Daytona Beach. The Express covered Florida last November so wouldn't be until later in the year but want to keep them on radar – potential for FAM trip
- **ABTA Golf** – chased us 17 Jan – ABTA Golf piece to run in October with a summer deadline
- **Travel Weekly** – met with Editor and Features Editor. Very interested in sending a journalist to Daytona Beach – they explained that this would be the only way they could write a dedicated destination feature – potential for FAM trip
- **Mike Starling – Freelance** – covers sports tourism/events and sports business. Writes for Host City Magazine – B2B – 10,000 circulation direct to CEO's and events organisers. Has covered Olympic destinations – will be writing a piece focussing on racing heritage and new developments for Host City
- **Saturday & Sunday Mirror** – interested in sending someone to Daytona Beach – mentioned October FAM. Also interested in receiving Country 500 late deal which we sent over
- **Adam Potter – Travel Bulletin – Features** – discussed upcoming trade features including family holidays/shopping
- **iNewspaper** – this is a national newspaper. The travel editor of the weekend travel section would be very interested in attending FAM and covering Country 500 late deal which we sent to her
- **Will Hide – Freelance** – writes for the Times – very interested in doing a racing historical piece and the links with British motor racing as well as the new developments in Daytona Beach
- **Ruth Brindle – Freelance** – has written a lot on Florida and travels there frequently and definitely would like to visit Daytona Beach



- **Lindsay Sutton – Freelance – US specialist** – regional newspapers syndicates – could get commission to join proposed trip in October
- **David Williams – Evening Standard/The Telegraph** – motoring editor and freelance travel writer for Telegraph, Independent etc – was very interested in writing a piece on the racing history and the new developments at Daytona Beach including the links with British land speed breakers
- **Bella Magazine** – a weekly women’s title aimed at women aged 25-44. The editor produces a weekly double page travel spread. Is very interested in joining a FAM
- **SW Magazine** – a leading paid for women’s interest magazine in Scotland. The magazine is distributed at leading UK hotels in Scotland as well as airports, London Gatwick, Edinburgh and British Airways lounges including first and club lounges in Edinburgh, Glasgow, Gatwick, Heathrow and Barcelona. Interested in joining a FAM
- **Group Travel Today** – met with the Editor who is producing a 36 page USA supplement later in 2017. Will keep in touch with him in order to secure coverage for Daytona Beach

### THIRD PARTY OPPORTUNITIES

- **Visit Florida UK Media Mission** – March – we were approached and asked if we wanted to participate in a UK and Ireland media mission however, this was a pay to play opportunity which was declined due to budget
- **Brand USA** – following meeting we were offered the opportunity to host 4 media on their Florida media fam this year however we had to decline due to a clash in dates with Speedweek
- **Norwegian Airlines** – contacted sales team as they have a big focus on their Orlando route – they are more than happy for us to pitch them on assisting with individual journalist flights as and when the opportunity arises
- **Visit Orlando** – met at TravMedia IMM – meeting to discuss possible twin centre opportunities – trying to secure meeting date for after Easter break

## **GOLF**

- Golf News – liaised with team re: copy and call to action for the March email campaign
- Great Golf – April feature – were looking for sponsorship however, we declined opportunity as there was a cost involved

## **Brits Guide to Orlando**

- Kevin had impromptu Skype call with Simon Veness
- Deadline for next Brits Guide is May 2017
- Likes all the developments at Daytona and goes out once per year. Would like details of the new value card for Daytona if it is launched in time for their next edition Guide.
  - Good for their off the beaten track chapter (for day trips)
  - Good for their twin-centre chapter with beach
- Simon would like to hear of any trends we are seeing. Tour Operators migrating from Kids Eat Free card to VIP Dine 4Less Card is evidence that older family and non-family business is growing. It's not just about families with young kids

## **Key Activities for next quarter**

### Activity Planner for the next quarter (April - June 2017)

- Funway Holidays Training of call centre staff and meeting with marketing and PR teams (April 5)
- Travel Counsellors Florida Takeover Day (April 11)
- Daytona Beach activity within Funway Holidays marketing campaign commences April 17
- Magic Holidays Training Day Blackpool (May 2)
- Visit Florida UK and Ireland Advisory luncheons (May – dates tbc)
- Gold Medal Travel – training of call centre staff (May 11)
- Planning for Visit USA Ball (July 7<sup>th</sup>)