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FOR RELEASE

BE A TOURISM AMBASSADOR

Daytona Beach Area Convention and Visitors Bureau seeking volunteers

DAYTONA BEACH, Fla. (February 8, 2017) – The Daytona Beach Area Convention and Visitors Bureau (CVB) is seeking volunteers for its Tourism Ambassador program.

Tourism Ambassadors assist the CVB with a variety of tasks such as welcoming and assisting guests attending group conferences, sports events, and meetings, including the Shriners Imperial Session in July 2017 when more than 10,000 Shriners are expected to attend. Other tasks may include:

- Staffing the Official Welcome Tent at festivals such as Bike Week and Biketoberfest®
- Working at an event registration desk
- Serving as a concierge to help visitors learn more about our area
- Event preparation and planning, preparing welcome packets, and more

“Our residents are some of the Daytona Beach area’s very best tourism ambassadors,” said Amber Tischler, Daytona Beach Area CVB Tourism Ambassador Program coordinator. “This program focuses on the economic impact of tourism and enables us to share this important message and grow that impact.”

Volunteers must be at least 16 years old and have a valid Florida driver license. Every effort is made to match assignments with a volunteer’s interests and skills. Work schedules are flexible and training is provided. To apply contact Tischler at 386-255-0415, ext. 117, or atischler@daytonabeach.com.

Jenean Chavey is a CVB Tourism Ambassador. “I’m always happy to volunteer with the CVB to help build relationships with people,” said Chavey, senior group sales manager at Oceanside Inn in Daytona Beach. With over 30 years in the industry, Chavey has volunteered for multiple organizations and is interested in the “overall success of the sales mission in Volusia County.” She attended the 2016 Shriners Imperial Session in Tampa as an Ambassador. “I went to Tampa with the CVB to help promote Daytona Beach and it really opened my eyes to what the Shriners are all about. I’m looking forward to supporting this great group in 2017 and 2018.”

CVB Executive Director Lori Campbell Baker knows the importance of volunteer support. “With year-round festivals -- as well as conventions like the 2017 and 2018 Shriners Imperial Sessions -- it’s easy to see how local volunteers play a vital role in welcoming visitors to our destination,” explains Campbell

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Baker. "This program will not only be a lot of fun for our volunteer ambassadors, it will also help them to learn more about how the CVB promotes the destination and its many assets, throughout the year."

About the Daytona Beach Area

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Recognized worldwide for its annual events including Bike Week, Biketoberfest®, the Rolex 24 At Daytona and the Daytona 500, Daytona Beach's famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the 'World Center of Racing,' with its recent \$400 million "re-imagining" project. With more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. In 2016, TripAdvisor named Daytona Beach one of the "**10 Most Affordable Beach Vacations on Florida's East Coast**" and one of "**25 Most Popular Summer Vacation Rental Spots in the US.**" Visitors can enjoy the quintessential vacation experience beginning with the Daytona Beach Boardwalk and Pier, or choose from a surprising list of attractions and cultural venues and a colorful culinary scene. **New in 2017:** ONE DAYTONA is a premier mixed-use retail, dining and entertainment destination across from Daytona International Speedway. Phase One of One Daytona will include national anchor tenants Bass Pro Shops® (opening Feb. 17), Cobb Theatres (opened December 2016) and, in 2018, an exclusive Marriott Autograph Collection® hotel called The DAYTONA. Also coming in 2017 is the area's first Westin, the upscale historic Streamline Hotel and more. With 23 miles of world-famous beaches ideal for shelling, swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction and Best Spring Family Break Beach Destination** in the Top 10 Best Readers' Choice travel award contests sponsored by *USA TODAY*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit DaytonaBeach.com. For real-time updates, visit [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://www.twitter.com/DaytonaBeachFun).

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