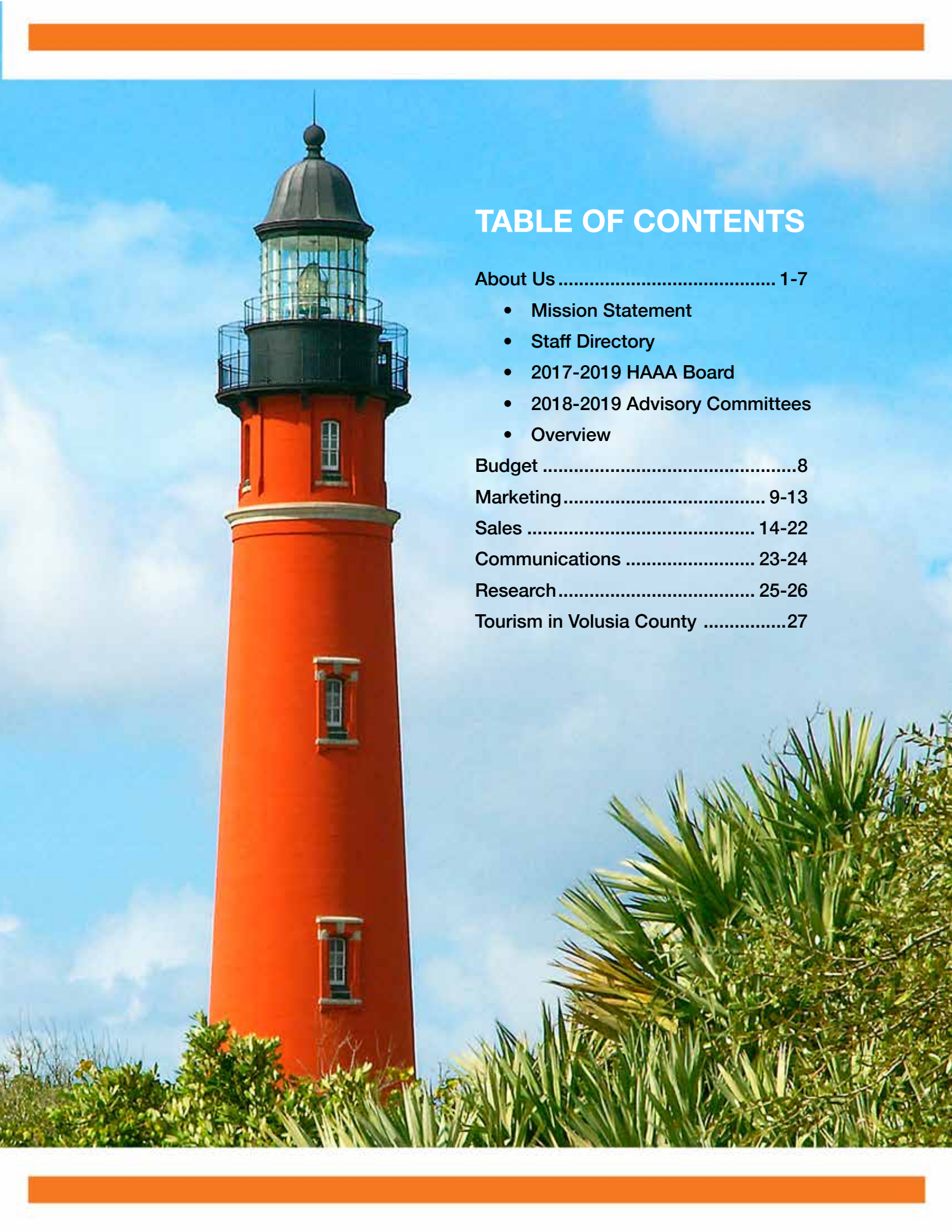


**Halifax Area Advertising Authority**  
2018-19 Marketing Plan





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[DaytonaBeach.com](http://DaytonaBeach.com)

## Mission Statement:

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

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# HALIFAX AREA ADVERTISING AUTHORITY

## BOARD MEMBERS 2017-2019

**Libby Gallant, Chair**

Perry's Ocean Edge Resort

**Blaine Lansberry, Vice-Chair**

Bahama House

**Steve Farley, Secretary/Treasurer**

Best Western Aku Tiki

**Linda Bowers**

Residence Inn by Marriott

**Jim Berkley**

Hilton Daytona Beach Oceanfront Resort

**John Betros**

Daytona Beach Regency

**Kelly Dispennette**

International Speedway Corporation

**Kevin Hines**

**Samir Naran**

Premier Resorts & Management, Inc.

**John Phillips**

Embry-Riddle Aeronautical University

**Lisa Shavatt**

The Shores Resort & Spa

# ADVISORY COMMITTEES

## ARTS, CULTURE, HERITAGE TOURISM:

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

## ADVERTISING ADVISORY:

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

## MEETINGS & CONVENTIONS:

Meets quarterly plus potential workshops. Assists the staff in crafting the overall sales plan, to include strategic direction, trade show schedule and other promotions geared toward developing the meetings and conventions business.

## HUMAN RESOURCES:

Meets quarterly or as needed, providing leadership and support in personnel and human resource areas including employee relations, compensation, benefits and staff development, and assists management with fostering a positive and productive work environment.

## TOUR & TRAVEL:

Meets quarterly plus potential workshops to provide input and overall strategic direction relative to trade show schedules and promotional events. Focuses on developing new opportunities generated by international and domestic tour operators and travel agents.

## BIKETOBERFEST® MARKETING COMMITTEE:

Meets twice a year and provides assistance in developing the advertising plan and marketing opportunities for this annual event. Members also participate in preparing the Biketoberfest® Master Plan for the City of Daytona Beach.

## SPORTS:

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

# OVERVIEW

## THE PLAN:

This is an exciting time for tourism in Daytona Beach area, with many new properties, attractions and restaurants now open including ONE DAYTONA's dining, retail and entertainment district across from Daytona International Speedway, the luxury oceanfront Hard Rock Hotel Daytona Beach, and waterfront restaurants Cocina 214, Landshark Bar & Grill, and Off the Hook at Inlet Harbor. These, along with many more renovations and openings, have a national spotlight shining brightly on our area.

In 2017, visitors spent \$6.09 billion with local businesses in Volusia County and created 55,200 jobs for residents, providing a substantial economic boost to the local economy. Tourism marketing is able to introduce out-of-town visitors to what is most vibrant and beautiful about our communities and encourage them to explore them all.

With the continuation of the new creative campaign and strategy via the CVB's advertising agency of record, The Brandon Agency, the CVB's message resonates well with target audiences and delivers solid gains. The goal is to continue growing the positive perception of the Daytona Beach area with consumers, journalists, meeting planners, travel agents, tour operators and more. The CVB will also continue to work with VISIT FLORIDA, the State's tourism marketing arm, to leverage local destination marketing dollars.

Special areas of focus this year will include: enhanced marketing efforts to increase awareness of countywide capabilities with sports event planners and rights holders; an integrated marketing program targeting the Canadian traveler; and an expanded branding initiative directed at meeting planners and tour operators. These initiatives will be supported with enhanced advertising/marketing spending, the use of the latest digital technologies, and staff development in strategic areas.

This marketing plan and budget provide the CVB staff and partners with a playbook focused on achieving strong results that benefit local businesses and our economy.





# OVERVIEW (cont'd)

## OUR HISTORY:

The Halifax Area Advertising Authority (HAAA), dba the Daytona Beach Area Convention and Visitors Bureau (CVB), functions as a destination marketing organization for the greater Daytona Beach area. The organization is tasked with promoting and advertising the greater Daytona Beach area – which includes many assets throughout Volusia County – to the traveling public, in order to garner overnight stays and positive economic impacts.

The main source of CVB funding is the three percent Convention Development Tax, which is a tax on transient accommodations located within the Halifax Taxing District. (A totally separate “bed tax” is the three-percent Tourist Development Tax, levied countywide on short-term rentals and currently funding the Ocean Center.)

The Convention Development Tax is dedicated specifically to tourism marketing, and because of it, no tourism marketing funding comes from local municipalities or residents. In 1984 the Volusia County Council under Florida Statute 212.0305, created the HAAA board to administer and disburse the proceeds from the three percent Convention Development Tax. This 11-member authority meets bi-monthly to receive updates and review additions or modifications to the budget and marketing plan. As mandated by law, a majority of the authority represents lodging facilities within the Halifax Taxing District, and the remaining members represent a variety of tourism-related businesses from throughout the district.

In order to organize and implement all destination marketing programs for the area, In 2018-19, HAAA will oversee the investment of just over \$8.9 million in bed tax dollars to promote and advertise the Daytona Beach area. In addition to the Convention Development Tax, HAAA also generates a small amount of revenue through sponsorships, cooperative promotions and advertising.

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

### 2018 U.S. lodging RevPar growth estimated to be in the 2% - 4% range

*Fitch Ratings raised its prior outlook of 0% - 2% growth due to better than expected corporate transient lodging demand in the context of continued, strong leisure demand and moderate industry supply growth. Higher-end resort hotels will outperform but elevated supply in key markets such as New York City will weigh on urban and upscale hotels. Fitch expects supply to grow at or slightly above the 2% long-term annual average, but 2018 could represent a peak in supply growth for the current lodging cycle based on existing pipeline data.*

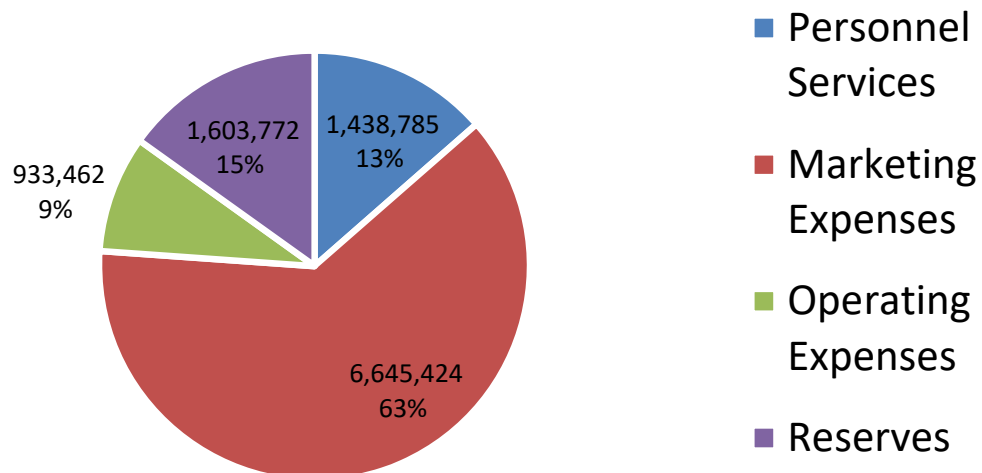
*Source: Hotel-Online (May 16, 2018)*

# BUDGET

## Summary Budget Comparison Halifax Area Advertising Authority

	FY 2017-18 Budget	FY 2017-18 Estimate	FY 2018-19 Request
<b>Revenues By Source</b>			
Convention Development Taxes	\$ 8,315,294	\$ 8,505,425	\$ 8,930,671
Interest Income	12,000	12,000	12,000
Misc. Revenue	80,000	80,000	75,000
Appropriated Fund Balance	1,263,588	1,387,098	1,603,772
<b>Total Revenues</b>	<b>\$ 9,670,882</b>	<b>\$ 9,984,523</b>	<b>\$ 10,621,443</b>
<b>Expenditures by Category</b>			
Personnel Services	1,372,000	1,293,258	1,438,785
Marketing Expenses	6,209,674	6,144,674	6,645,424
Operating Expenses	889,830	942,819	933,462
<b>Total Operating Budget</b>	<b>\$ 8,471,504</b>	<b>\$ 8,380,751</b>	<b>\$ 9,017,671</b>
Reserves	1,199,378	-	1,603,772
<b>Total Expenditures</b>	<b>\$ 9,670,882</b>	<b>\$ 8,380,751</b>	<b>\$ 10,621,443</b>
<b>Number of Full-Time Positions</b>	18	18	18
<b>Number of Part-Time Positions</b>	8	8	8

### Expenditures By Category



# MARKETING & DESIGN

## CONSUMER MARKETING:

The Marketing & Design Department promotes Daytona Beach as a preferred beach destination to a wide range of potential visitors. Focusing on Florida, domestic U.S., Canadian, and international visitors, a strategic plan and an engaging advertising campaign will drive brand awareness, quality website traffic, data collection and promote overnight stays.

### Brand Engagement:

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

### Brand Statement:

*Daytona Beach is the only Florida beach vacation destination with an iconic beach + a variety of accessible adventures of every type for everyone.*

### Drive the Destination:

- Create an integrated marketing and media plan
- Engage consumers through a cohesive creative campaign
- Build data collection of travelers interested in the destination
- Showcase the destination at consumer travel shows

### Grow Revenue:

- Increase bed tax revenue, Occupancy (OCC), Average Daily Rate (ADR) and Revenue Per Available Room (RevPar)
- Maintain visitors during peak travel seasons
- Increase visitors from new market segments
- Extend length of stay while building weekday stays
- Support and enhance shoulder seasons
- Promote air service into Daytona Beach International Airport

### Data Collection:

- Increase visitor data collection
- Create segmented markets within visitor profiles and habits
- Capitalize on promotions and partnerships

### 2017 DAYTONABEACH.COM STATS



#### Visits by Device:

- Mobile 54%
- Desktop 34%
- Tablet 11%



#### Visits by Top 3 Cities:

- Orlando 12%
- Atlanta 3%
- New York 2%



#### Visits by Top 3 States:

- Florida 45%
- Georgia 8%
- New York 5%



# MARKETING & DESIGN (cont'd)

## **TARGET AUDIENCES:**

- Primary: Families - Women (25-54 with children); Boomers, Gen X and Millennials
- Secondary: Couples & Empty Nesters; Boomers, Seniors
- Household income \$40-\$100,000

## **TIMING BY AUDIENCE:**

- Fall/Winter: Couples - Boomers, Seniors and International
- Spring: Families - Boomers, Gen X, Millennials and International
- Summer: Families – Boomers, Gen X and Millennials

## **TARGETED GEOGRAPHY:**

- Florida: Orlando, Jacksonville, Tampa, St. Petersburg, Miami and Fort Lauderdale
- Out-of-State: Georgia, South Carolina, Ohio, New York, Pennsylvania, Michigan, Illinois, North Carolina and Texas
- International: Toronto, Canada and United Kingdom

### Audiences and Travel Behavior:

- **Seniors (65+)**
  - Multi-generational vacationers
  - Have ample time and resources
  - Excellent weekday vacationers
- **Boomers (55-70)**
  - Less budget-conscious and likely to spend more on hotels than any other generation
  - Less likely than other generations to be influenced by deals in ads
  - Travel priorities include relaxing, sight-seeing with options for historical sites and culture
  - Travel 27 days per year on average
- **Gen X (37-52)**
  - Family-oriented travelers who use reviews and brand content information during the planning process
  - Largest percentage of visitors traveling to Florida during the summer (37%)
  - Read reviews and will research before booking
  - Travel 26 days per year on average
- **Millennials (24-35)**
  - Frequent, deal-driven travelers
  - More than any other generation, 70% stayed in a hotel on their last trip but this group spends less of their budget on hotels than Gen X and Boomers
  - 37% are influenced by blogs or articles about travel destinations
  - 51% use Online Travel Agents (OTA) to book their trip
  - Log more travel days than any other generation at 35 days a year

Sources: Northstar Research Partners; [lifestyle.inquirer.net](http://lifestyle.inquirer.net); [globetrendermagazine.com](http://globetrendermagazine.com)

# MARKETING & DESIGN (cont'd)

## OVERALL GOALS:

### Domestic Markets:

- Use engaging campaigns to enhance the destination perception
- Develop a cross-channel marketing plan that is measurable
- Increase business from top Florida drive markets and those East-of-the-Mississippi
- Continue to grow core consumer groups while seeking new market segments
- Support air service into Daytona Beach International Airport

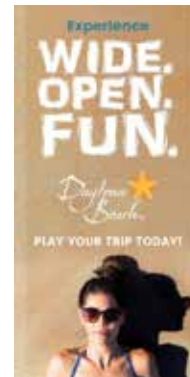
### International Markets:

- Promote travel to Daytona Beach in key Canadian and United Kingdom markets
- Promote and support air service into Daytona Beach International Airport

### Niche Markets:

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

## WIDE. OPEN. FUN.



## FUN FACT:

As brands work to make themselves visible to travelers, they are now spending 61% of their marketing budgets on online channels. That number is even higher for online travel brands such as Online Travel Agents (OTAs), which allocate 73% of their spend to digital.

Source: Phocuswire

# MARKETING & DESIGN (cont'd)



## STRATEGIES:

### Domestic Consumer:

- Continue to build on the consumer marketing campaign's brand message
- Evolve the media plan to improve ROI
- Focus on targeting top Florida drive markets - Orlando, Jacksonville, Tampa/St Pete and Miami/Ft. Lauderdale
- Continue to focus marketing efforts in Atlanta, Southeast, Northeast, East-of-the-Mississippi and Texas
- Track/analyze Key Performance Indicators (KPIs)
- Continue to grow core Family, Couple and Boomer visitors
- Enhance the consumers' website experience
- Create a direct campaign that coincides with a digital campaign
- Utilize Visitor Information Centers for customer acquisition and area partner exposure
- Work with VISIT FLORIDA and other industry partners to leverage buying power and reach
- Increase lead generation by 15%
- Geo-target consumers through digital media opportunities
- Create register-to-win promotions to increase data collection
- Increase quality traffic to DaytonaBeach.com
- Develop an email campaign that targets specific markets and consumer interests
- Develop cross-channel content to increase website traffic, social presence and organic influence
- Engage area partners in quality co-op advertising opportunities
- Develop website content through blogs and videos
- Produce new video and image assets to use in campaign and across owned media channels
- Support direct-flight service in Atlanta, Charlotte and New York
- Continue to use market research to drive marketing strategy and tactics

### Key Performance Indicators (KPIs):

- Increase LEAD generation
- Increase TIME on website
- Increase website PAGE views
- Increase SOCIAL media followers
- Lower website BOUNCE rate

### International Consumer:

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

### Niche Markets:

- Continue to enhance the Daytona Beach Golf program that targets leisure group travel
- Attend three golf-focused consumer shows in key markets
- Seek new tourism events with potential growth for generating overnight stays during shoulder seasons
- Continue to fund annual high-impact events that increase stays to the destination
- Evolve Biketoberfest® marketing efforts and sponsorship opportunities
- Implement tracking and increase database growth

### Design Services:

- Modify website design to reflect campaign style while increasing consumer engagement
- Assist all departments with creative and marketing services
- Develop impactful collaterals for both visitors and industry professionals
- Maintain brand standards for all destination marketing materials

# MARKETING & DESIGN (cont'd)

## PARTNER PROGRAMS:

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

### STRATEGIES:

#### Consumer Travel Shows:

- Attend 15 high-volume consumer travel shows with fair share booth opportunities
- Increase partner participation in consumer travel show schedule
- Develop a unique website to showcase partner offers that includes trackability and data collection
- Coordinate register-to-win components to collect consumer data and partner support

#### Visitor Information Centers (VIC):

- Increase partner participation at both locations
- Collect consumer data for future communication opportunities
- Assist visitors with travel and vacation information
- Enhance visitor experience at local Visitor Information Centers
- Provide collaterals to all five VISIT FLORIDA Welcome Centers

#### Partner Programs:

- Increase partner engagement through the CVB's online Partner Gateway (Extranet)
- Promote CVB opportunities and programs
- Connect partners with staff for sales and marketing opportunities

### CONSUMER SHOWS:

<u>Show</u>	<u>City</u>
<i>Southern Women's Show</i>	<i>Orlando</i>
<i>Travel &amp; Adventure Show</i>	<i>Chicago</i>
<i>Travel Sport Show</i>	<i>Cincinnati</i>
<i>Boston Globe Travel Show</i>	<i>Boston</i>
<i>New York Times Travel Show</i>	<i>New York City</i>
<i>AAA Travel Show</i>	<i>Columbus</i>
<i>Southern Women's Show</i>	<i>Nashville</i>
<i>Travel &amp; Adventure Show</i>	<i>Philadelphia</i>
<i>Spring Home Show</i>	<i>Atlanta</i>
<i>AAA Travel Expo</i>	<i>Long Island</i>
<i>Travel &amp; Adventure Show</i>	<i>Dallas</i>
<i>Southern Women's Show</i>	<i>Raleigh</i>
<i>Southern Women's Show</i>	<i>Detroit</i>
<i>Southern Women's Show</i>	<i>Charlotte</i>
<i>Fall Home Show</i>	<i>Atlanta</i>
<i>International Women's Show</i>	<i>Toronto</i>

### MARKETING & DESIGN BUDGETS:

<b>Direct Consumer Advertising</b>	<b>\$3,715,096</b>
<b>Advertising Agency/Production</b>	<b>\$677,690</b>
<b>Direct Consumer Fulfillment</b>	<b>\$145,500</b>
<b>Consumer Promotions/Annual Events</b>	<b>\$422,000</b>
<b>Digital Services</b>	<b>\$529,700</b>
<b>Tourism Events</b>	<b>\$132,000</b>
<b>Visitor Information Centers</b>	<b>\$1,500</b>
<b>2018-19 TOTAL BUDGET:</b>	<b>\$5,623,486</b>

# SALES

## GROUP SALES:

Group business is an ever growing segment of the destination's mix. The largest of the CVB's departments, Group Sales is tasked with creating demand in order to grow the Meetings, Sports, and Travel Trade market segments for the destination and position the Daytona Beach area as a viable location for group business. In addition to booking the area's many meetings hotels and supporting the efforts of the Ocean Center, the CVB is focused on creating interest for booking meetings and events at Daytona International Speedway and ONE DAYTONA. The Group Sales department highlights all of Volusia County's diverse assets to book Meetings, Sports, and Travel Trade.

**Hotel/Small Market Meetings and Unique Venue Concentration:** With more than 300,000 square feet of meeting space at area hotels, regional private event facilities, meeting space at Daytona International Speedway and the support and partnership with the Ocean Center Convention Complex, the sales team will target and place an increased emphasis on groups requiring hotel meeting space of 60,000 square feet and less, as well as unique meeting venues. Group Sales will leverage our memberships and direct sales messaging, providing a foundation of meeting leads and databases that will support targeting prospective group business opportunities.

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

**Travel Trade Concentration:** With a strong focus on increasing and tracking room nights, the Travel Trade will develop, promote and increase the volume of business produced by domestic/international tour operators, travel agents, and online sellers of travel to the greater Daytona Beach area. An additional focus will be placed on garnering interest in potential new airlift. Travel Trade will continue to bring increased exposure to the Daytona Beach area by working with HAT Marketing representing the United Kingdom, Ireland, and Germany to build our name recognition through long-haul stays and twin-center vacations. Travel Trade will increase focus on the Canadian markets, Toronto specific, and follow emerging domestic and international trends. Travel Trade will work closely with Marketing and Design and Communications to compliment all consumer initiatives.

**Convention Support:** Conventions Services coordinates the support of incoming meeting groups, supports all aspects of the Group Sales department and acts as a liaison between the CVB team and industry partners. Convention Services will also work with sales managers and area partners to increase business retention.

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

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

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

- Corporate, Florida, Southeast, and Northeast
- 3rd Party/Independent Meeting Planners
- Incentive Meetings
- International Development





# SALES (cont'd)

## **OVERALL GOALS:**

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

## **STRATEGIES:**

- Identify potential groups and messaging for use with all attendee databases obtained from tradeshow, in market presentations, sales calls, industry memberships, Familiarizations (FAM), and lead generation/data base research programs
- Develop small and mid-sized meeting leads for the area hotels that can accommodate smaller meetings, including military and family reunions
- Partner with the Ocean Center Convention Complex supporting each other's efforts, providing a higher ROI for the destination and a cost savings for both entities
- Utilize the Sports and Meetings Incentive Fund to support groups of all sizes with an emphasis on increasing opportunities for groups with 50 - 250 room nights on peak
- Develop a corporate meeting initiative to bring exposure to the Daytona Beach area, and new hotel product, to include high-energy activities, team building, motivational and educational speakers
- Develop a strategic partnership with third-party planners, supporting their partnerships with our area partners, and incentivizing them to book Daytona Beach
- Work with area partners for product development; attractions, museums, dine around programs, festival packages, Daytona International Speedway tickets/tours, and area day excursions
- Approach all lost business with a new energized message
- Incorporate quarterly and one-day regional FAMs/Summits and in-market presentations supporting all markets
- Develop a comprehensive “one-stop shopping” experience for planners, tour operators, and travel agents
- Continue maintenance and enhancement of the CVB's comprehensive reporting system
- Identify and attend local social organizations including speaking opportunities, and include messaging to consider Daytona Beach as a host city for their regional/national meetings
- Implement new creative and messaging to include testimonials, print and digital with planner-to-planner message/testimonials and co-op opportunities for area partners.
- Support organizations through program sponsorships with our attending partners and create sponsorship opportunities with our partners at tradeshow
- Support business retention through strong convention services and event support programs
- Survey meetings planners and sports rights holders in order to gain insights
- Provide opportunities for staff development in their individual markets and overall knowledge within the sales market

## SALES (cont'd)



### RELIGIOUS/FAITH-BASED MARKETS:

The Faith-Based/Religious market has historically been a strong market for the Daytona Beach areas, producing meetings throughout the year. Faith-Based/Religious programs typically look for value, drive-in markets and second-tier destinations. They provide strong repeat bookings for area partners as well as city-wide programs.

#### STRATEGIES:

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



### NATIONAL ASSOCIATION MARKET:

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

#### STRATEGIES:

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

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

## SALES (cont'd)



### SMEF MARKETS:

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

**MILITARY** market segment consists of military divisions and their families from World War II through present day. Military reunion planners may work for a military association or volunteer to coordinate their annual programs.

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

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

### STRATEGIES:

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

### FUN FACT:

*Business + Leisure = “Bleisure” Focus*

*Data from D.K. Shifflet and Associates, a travel research company, show Florida had the second highest number of domestic overnight stays that were specifically for a business convention in 2017, compared to all other U.S. states (California was number one).*

*VISIT FLORIDA, the state’s tourism board, plans to capitalize on the state’s world-famous attractions – and a growing bleisure travel trend – to convince business travelers to choose Florida and stick around for a few days before or after their trips. Business travelers often have more disposable income than some leisure travelers but are more time restricted with vacations, but Florida already has a strong brand for meetings and conventions.*

*Source: skift.com*

### STATE ASSOCIATION AND STATE GOVERNMENT MARKETS:

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

#### STRATEGIES:

- Maintain membership and regular attendance with the two Society of Government Meeting Professionals (SGMP) chapters in Tallahassee and Gainesville
  - Visit Tallahassee and Gainesville on a monthly basis
  - Sponsor one SGMP meeting each year in these two chapters
  - Sponsor Education Day with both SGMP chapters
  - Gainesville in-market presentation
  - Tallahassee in-market presentation
  - Tallahassee planner FAM/Summit
- Maintain membership and regular attendance with Florida State Association of Executives (FSAE)
  - FSAE Convention
  - Attend FSAE monthly lunches in Tallahassee and throughout the state
  - Sponsor one roundtable meeting in Daytona Beach and/or Tallahassee
- Support our area partners efforts in the Tallahassee and Gainesville markets
  - Sales calls
  - In-market presentations
  - Sponsorship opportunities
- Host 2019 Florida Outdoors Writer Association, showcasing Volusia County
- Tradeshows: SGMP Southeast Regional Education Conference, Florida Society Account Executive (FSAE) Annual Conference, Xsite, and Connect Florida (or similar)

### CORPORATE MARKET:

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

#### STRATEGIES:

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

### THIRD-PARTY PLANNER MARKET:

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

#### STRATEGIES:

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



### INCENTIVE MEETINGS MARKET:

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

#### STRATEGIES:

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

#### Fun Fact:

*78% of travelers said informative content from destinations or travel brands can influence their decision-making process, and 46% said ads with informative content can be influential.*

Source: Expedia

## SALES (cont'd)



### SPORTS:

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

### STRATEGIES:

- Maximize advertising opportunities for the branding of the Daytona Beach Sports and the Volusia County area
- Engage the CVB Sports Advisory Committee to assist with securing new business and promote existing events
- Work closely with all local municipalities to target regional, national and international events through various organizations such as:
  - United States National Governing Bodies (NGB)
  - National Collegiate Athletic Association (NCAA)
  - National Association of Intercollegiate Athletics (NAIA)
  - United States Specialty Sports Association (USSSA)
  - Amateur Athletic Union (AAU)
- Attend industry conferences and trade shows to connect with national governing bodies:
  - National Association of Sports Commissions
  - SPORTS Institute
  - TEAMS
  - Connect Sports
  - Collinson Media Sports Advisory Group Meeting
  - US Sports Congress
  - Florida Sports Foundation Board Meetings
- Create a sports summit in the destination and invite National Governing Body decision makers
  - Serve as host city for US Sports Congress December 2018
- Working closely with Florida Sports Foundation, apply for and offer grant funding and incentive programs that assist in attracting events
- Provide support for CVB-sponsored events like the 2018 NAIA National Football Championships
- Ensure quality support services for incoming events
- Provide continual updates to SportsVolusia.com and DaytonaBeach.com (calendar of events, facility guide)
- Engage in targeted advertising campaigns
- Support efforts through social media
- Engage the local community to garner additional support for sports initiatives



## SALES (cont'd)



### TRAVEL TRADE:

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

### STRATEGIES:

- Identify and negotiate marketing opportunities with the domestic and international trade organizations that will yield a high return on investment
- Increase room nights actualized by 10% utilizing the CVB database and reports, as well as information supplied by receptive operators
- Work with Communications and Marketing & Design to develop and promote innovative tour & travel marketing materials for use by the trade
- Form new trade partnerships that benefit and strengthen the objectives of the destination and our lodging partners
- Establish a relationship with vacation home rentals that collect bed tax
- Visit and interview existing accounts for feedback and call upon accounts and prospects within territory
- Partner with regional destinations to generate dual-city/dual-tier programs
- Identify and establish new marketing opportunities by creating “add on” land package with Port Canaveral-based cruise lines
- Extend existing sales team by developing joint packaging strategies with hotel partners
  - Develop attraction/entertainment/meal voucher programs
- Coordinate sales missions and marketing opportunities to complement ongoing consumer media buys
  - American Automotive Association (AAA) Heathrow and AAA Auto Club South in Tampa as well as other Florida inbound clubs around the country
- Increase exposure in the Canadian markets through tradeshow, sales missions and marketing opportunities
- Increase brand awareness with Receptive & Tour operators in Orlando, Miami, and the Southeast
  - Open up placement/inclusions with Florida-based Receptive and Tour operators
  - Support wholesalers/tour operators who sell direct to clients upon arrivals through orientations or direct selling at hotels by their personal reps
- Evaluate and mine growth markets such as military offices, Student Association Tour Operators (SATO) and travel agent offices
- Build brand awareness within the tourism industry as host city for the Southeastern Tourism Society's 2019 STS Connections Conference
- Continue Travel Agent and Tour Operator awareness through Online Travel Training (OTT) certification program
- Increase brand awareness as host city for VISIT FLORIDA's 2019 Florida Huddle, an international Travel Trade show, showcasing our destination to approximately 200-300 international buyers.
- Attend key trade events:
  - USTA's IPW
  - Host VISIT FLORIDA's Florida Huddle January 2019
  - World Travel Market (WTM)
  - North American Journeys (NAJ)
  - Florida Huddle
  - Ontario Motor Coach Association (OMCA)
  - American Bus Association (ABA)
- Continue in-market representation conducting weekly sales calls, trainings, and destination representation through Brand USA in the United Kingdom, Germany and Ireland

# SALES (cont'd)

## CONVENTION SERVICES:

An important element of the CVB's plan, the Convention Services segment of the sales department helps to build strong relationships with destination partners and provide support to incoming business, increasing the potential for new and repeat business. The CVB's Tourism Ambassador Program recruits community volunteers to learn about local tourism and support incoming groups, meetings, sports and travel trade. Convention Services also coordinates all account data input and lead distribution to area partners, to ensure qualified leads get to appropriate partners. Convention Services coordinates events such as sales missions, client events and FAMs with the assistance of the sales managers and sales coordinator.

## GROUP SALES COORDINATOR:

The Sales Coordinator provides administrative support for sales managers, convention services, and department director. The sales coordinator monitors leads for accuracy for all reporting purposes.

### SALES BUDGETS:

Meeting & Conventions	\$1,031,000
Travel Industry Sales	\$335,000
<b>TOTAL BUDGET:</b>	<b>\$1,366,000</b>



# COMMUNICATIONS:

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

## **OVERALL GOALS:**

The Communications Department will help raise brand awareness of, and drive affinity for, the destination by informing visitors and inspiring travel to the Daytona Beach area by:

- Positioning the CVB as the trusted resource for travel planning information through effective public relations, social media, community relations, and print and digital communications;
- Promoting all the best assets in the Daytona Beach area and Volusia County while supporting the destination's brand and our mission of increasing over-night stays in the Halifax Taxing District;
- Implementing effective media relations strategies and tactics including responding to press trip requests, hosting media visits, producing editorial content and supporting advertorial opportunities;
- and collaborating with our industry partners and the two other tourism advertising authority bureaus.

## **Consumer**

Focusing on travel media in key direct-flight and drive markets as identified in the marketing plan, we will:

- Produce content that highlights new developments and the best assets in the Daytona Beach area to help secure positive stories and increase the value of earned media coverage by 10%
- Host two countywide media FAMs
- Host 40 individual media visits
- Create quarterly news releases and distribute to targeted regional and national consumer and travel media
- Actively seek out, and respond to, travel journalists and publications, increasing media assists by 10%
- Participate in three media receptions and/or missions in key markets, leveraging opportunities with our tourism partners and other DMOs, when possible

## **Sales (Meetings & Conventions / Tour & Travel / Sports)**

Support the CVB Sales team by:

- Produce content (e.g. press releases, editorial, website pages, blogs, etc.) to raise awareness of CVB-qualified travel/trade opportunities, sports events and meetings and conventions with local, industry and trade media
- Provide public relations support for CVB-qualified sports events (e.g. Daytona Beach Half Marathon, 2018 NAIA Football Championship, National Cheer and Dance Association competitions, etc.)
- Leverage media relations opportunities for industry and trade events, shows, and familiarization tours (FAMs) held in-market
- Create and/or edit editorial for sales collateral materials as needed



## **Fun Fact:**

*Social media's role in the travel journey can't be ignored. Fifty-five percent of people like social media pages related to trips they are planning.*

*Source: Webpage FX*

# COMMUNICATIONS (cont'd)



## Social Media

Organic social media is a key component of public relations. Social media channels are tailor made for sharing authentic experiences, distributing content, building relationships and driving loyalty:

- Support the brand, raise awareness and increase positive public perception of the destination through the use of original photography and video, real-time updates, and engaging conversation across all channels
- Create a monthly organic social media plan, ensuring content is integrated with marketing strategies
- Enhance the advertising agency's blog/video reach through organic social media
- Work with social media influencers to support the marketing plan and drive engagement
- Support the CVB's social media Key Performance Indicators (KPIs) as listed in the marketing plan

## Digital and Print Communication

- Work with The Brandon Agency, edit and post weekly blogs targeting consumers, providing content that informs and inspires visitors about the destination
- Work with Marketing, edit consumer email campaigns
- Continuously improve and update content on DaytonaBeach.com to clearly deliver our brand message, increase organic search, improve user experience and optimize for mobile devices
- Support all CVB departments through assistance with internal and external communications, collateral materials, presentations, etc.
- Work with outside vendors, create and/or edit CVB editorial for publications such as the annual Visitors Guide and Pocket Guides (Bike Week and Biketoberfest®)

## Community Relations

Actively engage and inform our communities on how the CVB markets the Daytona Beach area as a premier Florida vacation destination for leisure, sports and business travel by:

- Identify and present to key community groups
- Represent the CVB at community functions, meetings and special events
- Produce TOURISM TODAY, a bi-monthly eNewsletter that highlights CVB and tourism industry achievements sent to tourism partners and interested individuals
- Produce BEACH BLAST, a monthly eNewsletter that highlights CVB partnerships and marketing opportunities sent to tourism partners
- Manage the CVB Calendar Events on DaytonaBeach.com and distributing a monthly event calendar to tourism partners and interested residents.

### COMMUNICATIONS BUDGETS:

Communications	\$143,000
Arts, Culture, Heritage Tourism	\$30,000
<b>TOTAL BUDGET:</b>	<b>\$173,000</b>

### FUN FACT:

52% of Facebook users said that a friend's travel photos have inspired their own travel plans. (Source: Webpage FX)

Source: Phocuswire

## MID-FLORIDA MARKETING & RESEARCH:

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

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

### ADR/OCC REPORT

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

### VISITOR PROFILE

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

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

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



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

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

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

# MID-FLORIDA MARKETING & RESEARCH (cont'd)

## **FIRST TIME VISITORS**

The First Time Visitors report includes how first time visitors affect the visitor trend from Canada and the UK, satisfaction with the destination, process of decision making, and if there were more or less first time visitors than the prior month.

## **SEARCH ENGINE OPTIMIZATION**

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

## **SPECIAL STUDIES**

These include:

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

### **MARKET RESEARCH BUDGETS:**

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

# COLLABORATION EFFORTS:

## WORKING TOGETHER TO PROMOTE TOURISM IN VOLUSIA COUNTY:

Tourism is a vital part of our economy. In 2017, visitors spent just over \$6 billion dollars in Volusia County, in local businesses that employ more than 55,000 people.

The Daytona Beach Area CVB, New Smyrna Beach Area Visitors Bureau and West Volusia Tourism work together to raise awareness of our unique destinations and tell visitors about all the things that make our beautiful area a place where they will want to stay and explore – fun attractions, sophisticated arts and cultural happenings, eclectic dining, fabulous shopping, endless outdoor adventures and more.

Some examples of our collaborative efforts include the countywide information in the annual Visitor Guide, DaytonaBeach.com event calendar and content, Share The Heritage brochure, Arts & Culture Map brochure, Orlando-area rack card, social media, community events and trade shows. Countywide assets, sports facilities and events are included in our press releases and the press trips/familiarization tours we hold throughout the year for travel journalists, social influencers, meeting planners and tour and travel operators.



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