

Worth a Thousand Words

Coordinated by the Advertising and Publishing department, the CVB's domestic and international consumer advertising efforts continue to produce. During the 2008-09 fiscal year, the CVB worked with our advertising agency of record, Doe Anderson, to implement a print and television advertising campaign that strongly encouraged visitors to select Daytona Beach for their next vacation. The campaign presented the "Way More than a Beach" tagline through visuals that showcased off-beach activities along with our primary draw, the beach. In addition, the "Daytona Summer Sale" campaign was created to focus specifically on the challenges of the current economic climate, with messages that spoke directly to audiences about the value of a Daytona Beach vacation.



Utilizing our extensive research as a planning tool, the corresponding media schedule focuses on families, baby-boomers and couples in multiple market segments. Florida remains our primary feeder market, with areas of the Southeast U.S., Northeast U.S., Mid-western U.S., Canada and the United Kingdom also playing an important role.

Major consumer marketing materials produced by the department include the *Daytona Beach Area Visitors Guide*, *Canadian Sand Dollar Brochure*, *Sun Saver Coupon Booklet*, *Visitors Guide* rack brochure and quarterly consumer newsletters and e-newsletters. In addition, the department produces the *Golf Daytona Beach tri-fold brochure*, *Travel Industry Sales Buyer's Guide*, *Meeting and Convention Planner*, *Arts Map* and *Biketoberfest®* collaterals.

In 2008-09, more than 275,000 copies of the *Visitors Guide* were produced and distributed worldwide to potential visitors.

The 2008-09 consumer newsletter campaign included a series of printed and/or emailed newsletters highlighting a variety of timely vacation topics, including happenings, events and hotel rates. The e-version was abbreviated in order to allow local partners to personalize the mailing and distribute it to their own client databases. Via this program 321,000 printed newsletters and 357,000 e-newsletters were delivered.