

Daytona Beach Area Convention & Visitors Bureau

Annual Report 2009-2010

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**Area Convention
& Visitors Bureau**

A Message to our Partners & Friends,

As fiscal year 2009-2010 came to a close, we were delighted to begin seeing some very encouraging signs. Improvement in business started in the spring and continued through the end of the year. While our occupancy continued to improve, we still faced challenges in average daily rates, as is true industry-wide. In the coming year, we're looking forward to seeing our positives continue to strengthen and average daily rates gradually climb.

Our world-famous festivals and events continued to attract plenty of previous and new visitors to the area. Our timely Daytona Summer Sale consumer campaign continued to resonate with budget-challenged consumers who were tightening their personal finances, but still resolving to travel. This campaign allowed us to once again draw strong interest and pushed our destination Web traffic to improved levels.

Overall, our resort tax revenues were down by a mere 2.55%. While not where we want to be, it was a significant improvement over the 11.45% decrease we saw for 2007-08. Compared to most destinations, we did quite well, holding our own despite several travel concerns and of course the Gulf Oil Spill reported heavily in the media.

Every dollar of our \$5.3 million budget was carefully focused on crafting and reinforcing an image of our destination as a safe, fun family beach with plenty of interesting history, spectacular outdoor environments and a truly unique character. To that end, we took full advantage of broadcast, print and online media, and we implemented exciting new social network and mobile platforms.

Tourism in our community is a powerful economic generator, pure and simple. The goal of our scope of work is to create jobs, employ local residents and grow local businesses. We also generate an impressive amount of much-needed tax dollars – both sales taxes and bed taxes – paid not by our residents, but by the visitors we attract. The Daytona Beach Area Convention and Visitors Bureau is organized as a non-profit corporation and is under the careful oversight of the Halifax Area Advertising Authority. This eleven-member board is appointed by the Volusia County Council to administer and disburse the proceeds of the three-percent Convention Development Tax collected on short-term rentals. The members themselves are experts in their field, often investing millions of dollars personally into the tourism product while spending countless hours serving their customers and the Daytona Beach community. The CVB is pleased and honored to serve with these key players in planning and implementing a comprehensive campaign to bring visitors to the area through a multitude of research-based, committee reviewed marketing initiatives.

Visitors to the area, who now number more than 6.75 million, spent \$3.7 billion in local businesses in 2009. Also, the tourism industry employs nearly 38,000 residents with an annual payroll of \$435 million. We can all appreciate the fact that many of the resources we enjoy as residents – including our spectacular new Ocean Center – would not exist were it not for the tourism industry. Many attractions, parks, dining, nightlife venues and a host of other service and retail businesses could not be supported by the residential base alone, yet thrive in the presence of a strong tourism program.

We appreciate the opportunity to create that strong tourism program for our community, and we look forward to growing it in the coming year.



Sincerely,

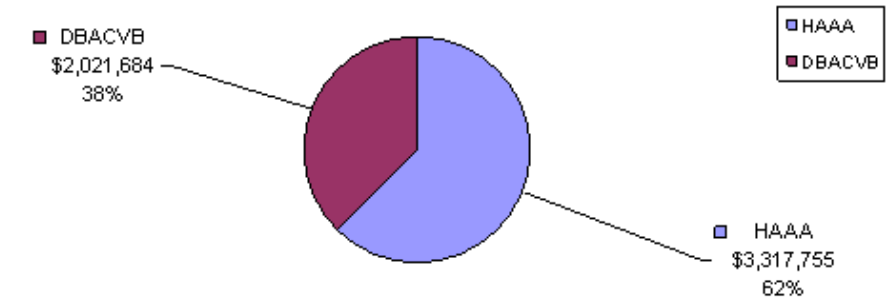
Janet Kersey
President & CEO
Daytona Beach Area Convention & Visitors Bureau

Mission:

The mission of the Daytona Beach Area Convention and Visitors Bureau is to contribute to and enhance the overall economic prosperity of the area through the successful promotion of the Greater Daytona Beach Area as a preferred tourism destination.



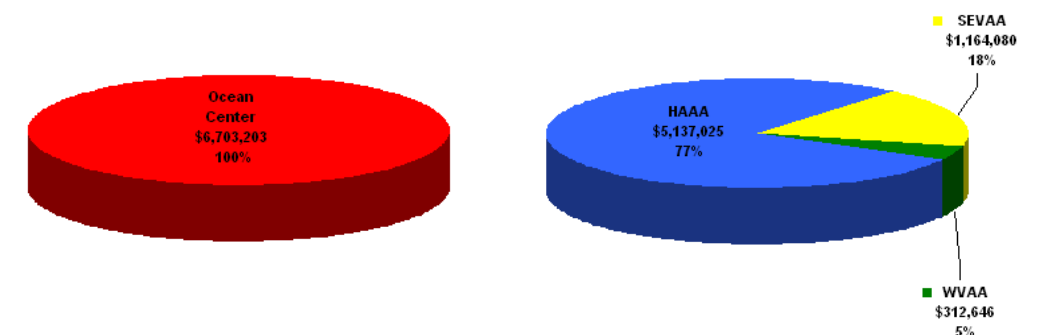
2009-10 Budget Allocations Budget Total: \$5,339,439



Tourist Taxes in Volusia County* 2009-2010 Collections

**3 % Tourist Development Tax –
Volusia (Countywide)
2009-10 -- \$6,703,203
Change from 2008-09: -0.88 %**

**3 % Convention Development Tax --
Halifax Taxing District
2009-10 -- \$5,192,383
Change from 2008-09: -2.55 %***



Note: All figures are for the fiscal year October 1, 2009 through September 30, 2010. There are three taxing districts within Volusia County, each collecting a three-percent Convention Development Tax. The Halifax Area Advertising Authority represents the Daytona Beach area, including Ormond-By-The-Sea, Ormond Beach, Daytona Beach, Holly Hill, South Daytona, Daytona Beach Shores, Wilbur-By-The-Sea and Ponce Inlet. The entire area is referred to as the Halifax Taxing District.

The three-percent Tourist Development Tax is collected countywide and is dedicated to funding the Ocean Center, the area's multipurpose conference, exhibition and arena facility.

Source: Volusia County Finance Department

Removing the Guesswork -

Marketing Research



The CVB's marketing efforts are entirely research-based. Research allows us to develop and implement a strategic marketing plan that provides a solid platform for achieving our goal of attracting visitors to the area.

The CVB contracts with Mid-Florida Marketing & Research (MFM&R) to provide monthly visitor profile studies that contain valuable information about our visitors. The firm also conducts focus groups which allow us to learn more about consumer perceptions of the destination and to test new advertising creative. In addition, each month, MFM&R prepares and releases Occupancy and Average Daily Rate (ADR) studies, which are co-sponsored by the Hotel & Lodging Association of Volusia County. These studies provide excellent data for determining the effectiveness of campaigns and changes in market conditions.

Substantial Economic Impact

Tourism provides solid economic benefits to our local economy – as well as important amenities that add to our residents' quality of life. A healthy tourism industry has a positive economic impact for all involved, paying dividends in ways we don't always realize.

In 2009, the Daytona Beach area welcomed **6.75 million visitors** who stayed in area hotels, motels, rental condominiums, timeshare units and vacation homes or with friends and family.

These **visitors spent \$3.7 billion** at local businesses.

Tourists generate approximately **36 percent** of all local gasoline and sales tax revenues collected. Since its inception in 2002, the local half-penny sales tax, which was levied specifically for schools, has produced more than **\$115.8 million** from visitors alone.

The hotel industry alone employs just over **2,600 local residents**, generating a payroll of **\$47 million**.

The local tourism industry employs more than **38,000 local residents** with a payroll of over **\$435 million**.



Telling Our Amazing Story -

Advertising & Publishing



The CVB works hard to garner consumer interest in the domestic and international markets through an intense advertising campaign. Doe Anderson, the CVB's advertising agency of record, coordinated a strategic print, online and television advertising campaign for the destination that drew visitors from a variety of key areas. The campaign presents the area as affordable and varied, using the "Way More than a Beach" brand. Visuals focus on our primary draw, our 23 miles of beautiful beaches, while offering supporting off-beach activities. This combination of messages continues to resonate with audiences in the current challenging economic climate.

The CVB uses extensive research in order to craft a media schedule that focuses on families, baby-boomers and couples in multiple market segments. Florida remains the destination's primary feeder market, and United States' Southeast, Northeast and Mid-West are also strong. On the international side, Canada remains the area's primary market.

The department produces a wide variety of **consumer marketing materials**, including: the Daytona Beach Area Visitors Guide, Canadian Sand Dollar Brochure, Sun Saver Coupon Booklet, Visitors Guide Rack Brochure, Daytona Beach Coastal Map, as well as quarterly consumer newsletters and e-newsletters. In addition, the department produces the Golf Daytona Beach brochure, Travel Industry Sales Buyer's Guide, Meetings and Conventions Planner, Arts Map and Biketoberfest® collaterals.

The 2009-10 consumer newsletter campaign featured three seasonal printed newsletters (for a total distribution of **470,000**) that were mailed to the CVB's highly-qualified database. An e-version of the printed newsletter – in addition to 11 more targeted e-newsletters – was produced and distributed to reinforce the message throughout the year. The total effort reached a total of **1.2 million online users**.

In 2009-10, more than **250,000 Visitors Guides** were produced and distributed worldwide to interested visitors.



Tourism Events

Information Services



Increasing overnight visitation and enhancing the impressions of our area as a fun and exciting place to visit year-round are major goals of the CVB, and the area's impressive line-up of festivals and events help us reach these goals. In order to receive advertising and/or promotional support from the CVB, events must meet highly specific criteria.

The CVB has had a hand in creating several important events. Biketoberfest® has improved business for the area while generating media coverage that keeps our area in the forefront, and the Daytona Beach Dream Cruise, now in its third year, is another example of successful partnering. Both events have great potential for being powerful, multi-million-dollar economic generators for the area.

In 2009-10, several impressive events received marketing support from the CVB, including: Daytona Beach Bike Week, Daytona Beach International Poker Tournament, Let It Fly Flag Football Tournament, NCA Cheer & Dance Championships, LPGA Duramed Futures Tour, Embry-Riddle Wings & Waves air show and Biketoberfest®.

In 2009-10, the countywide Arts Map, winner of a Pinnacle Award from the International Festivals & Events Association, was updated and reprinted. It now includes expanded historical offerings and sites of interest to cultural travelers. Cultural events, attractions, exhibits and group activities are promoted year-round through the CVB's CulturallyDaytonaBeach.com site.



Through a series of successful advertising and promotional programs, the CVB is able to light up the phone lines and create an online buzz. Dedicated toll-free phone lines offer a choice of electronic prompts and a more personal touch, with friendly staff members trained in customer service who are on-hand to answer any and all questions about the Daytona Beach area.

Located off-site, the CVB's in-house direct mail facility processes requests for information daily and sends appropriate materials out quickly to potential visitors. Inquiry lists are available to industry partners at a minimal cost, in both label and electronic formats. The CVB maintains a comprehensive database consisting of more than **1.3 million inquiry names and addresses**, with a priority database of more than 60,000 households who have requested information from the CVB on a regular basis.

In 2009-10, the CVB sent vacation planning materials to more than **106,000 potential visitors** who contacted the bureau via phone calls, emails and reader service inquiries generated by magazine ads.

Visitor Information Centers

In addition to providing visitors with Daytona Beach area information through VISIT FLORIDA'S many strategically placed Florida Welcome Centers, the CVB has designated Visitor Information Centers of its own located throughout the Daytona Beach area. More than 65 brochures are displayed, featuring local attractions and restaurants, as well as information on the New Smyrna Beach and West Volusia areas, and the Ocean Center.

Daytona Beach Area Convention and Visitors Bureau
Daytona Regional Chamber of Commerce
126 E. Orange Ave., Daytona Beach

Bruce Rossmeyer's Destination Daytona
1633 N. U.S. Highway 1, (at I-95), Ormond Beach

Daytona International Speedway
1801 W. International Speedway Blvd., Daytona Beach

Ormond Beach Chamber of Commerce
165 W. Granada Blvd., Ormond Beach

Consumer Promotions



The CVB continues to do more with less, and media promotions afford the opportunity to trade local partners' products for valuable media exposure, in key print, radio and online outlets.

Another cost-neutral option for drawing interest with targeted visitors is consumer trade shows in Florida and other select markets. Through VISIT FLORIDA's fair-share brochure program, the CVB garners exposure at numerous consumer shows including the Salon International Tourisme Voyages show in Montreal, The New York Times Travel Show, and the Boston Globe Travel Show -- as well as promotions at the popular I-95 Welcome Center. These programs would be cost prohibitive but not for our partnership with VISIT FLORIDA.

In 2009-10, the CVB participated in numerous consumer promotion opportunities including: four radio promotions with Clear Channel in the Orlando and Gainesville areas and a VISIT FLORIDA radio promotion for Black History Month in the Tallahassee area.

In 2009-10, the CVB participated in a Southeast Tourism Society newspaper insert which targeted newspapers east of the Mississippi River and reached **851,000 households**. Two email blasts were sent to **25,000 STS subscribers**, increasing the value of the program.

In 2009-10, the CVB participated in two sports, travel and outdoor shows, reaching more than **30,000 consumers**. These travel shows took place in some of the area's most important markets, such as Cincinnati, and The Villages (Central Florida).

Travel Industry Sales



The CVB is continually working to promote the Daytona Beach area as a preferred vacation destination. The Travel Industry Sales department works closely with tour operators and travel agents from around the world. The CVB networks via its memberships and participation in various travel-related organizations, including the National Tour Association, Travel Industry Association, Receptive Services Association of America, American Bus Association, and Ontario Motorcoach Association. Through domestic and international tradeshows, conventions, and partnering with VISIT FLORIDA whenever possible, travel professionals become more familiar with the Daytona Beach area product. With our ongoing efforts via an aggressive schedule of personal sales calls, email campaigns and familiarization tours, we are able to build and strengthen our relationships with our area partners by promoting their businesses and ultimately increasing room fulfillment goals.

In 2009-10, the CVB provided destination information and services to more than **5,000 tour operators and travel agents**.



Ready for Our Close Up -

Daytona Beach Film Office



Filming brings a great deal of economic impact to the state of Florida, and the Daytona Beach Area Film Office, under the umbrella of the CVB, works to ensure that our area continues to be featured in a variety of film, TV, commercial and print photo shoots. With Volusia County boasting an impressive amount of desirable sites, the goal of the Daytona Beach Area Film Office is to promote the entire county as a desirable location for film projects.

In 2009-10, the CVB responded to **52 specific film location requests**. Additionally, the Daytona Beach Area Film Office provided promotional and marketing support for the area's Daytona Beach Film Festival, which is now in its ninth year.

In addition to public locations, a number of high-profile private facilities, such as Daytona International Speedway, are used year-round to shoot television commercials and other film projects.



Meeting the Needs, Exceeding the Expectations -

Meetings and Conventions



Its recent expansion has drawn more attention to the Ocean Center, a stunning mixed-use convention and entertainment complex. The result is great potential for booking larger conventions and hosting more varied types of groups. Add to that a strong base of quality hotels and ongoing property renovations, and now, more than ever, the Daytona Beach area has what it takes to attract more convention business.

The CVB's Meetings & Conventions Department partners with the Ocean Center and area hotels to identify those larger conventions with the potential to utilize the Ocean Center.

For 2009-2010, the effort's total advertising budget was **\$210,000**.

The CVB's software program, **Destination 3000**, has been an excellent tool for the M&C Department to create new accounts, track existing accounts, issue leads electronically and quantify results with a concise booking report. Now in its fourth year of use by the CVB, the Destination 3000 database currently contains over 1,000 accounts.

In 2009-2010, **61 definite future bookings** were confirmed, representing **32,150 room nights** and an economic impact of **\$22.4 million**.



DaytonaBeach.com – The official visitor information site for the Daytona Beach area, this site provides a wealth of information on the area including hotel, restaurant and attractions listings.

DaytonaBeachCVB.org – This business-to-business site is a great resource for community residents and tourism-related businesses in the Daytona Beach area.

VolusiaJobs.com – Job seekers and employers can log on and access this employment databank for the local hospitality industry. The site is promoted through local newspapers and CVB publications.

Biketoberfest.org – Motorcycle enthusiasts can peruse this consumer site for the latest on the popular Biketoberfest® event.

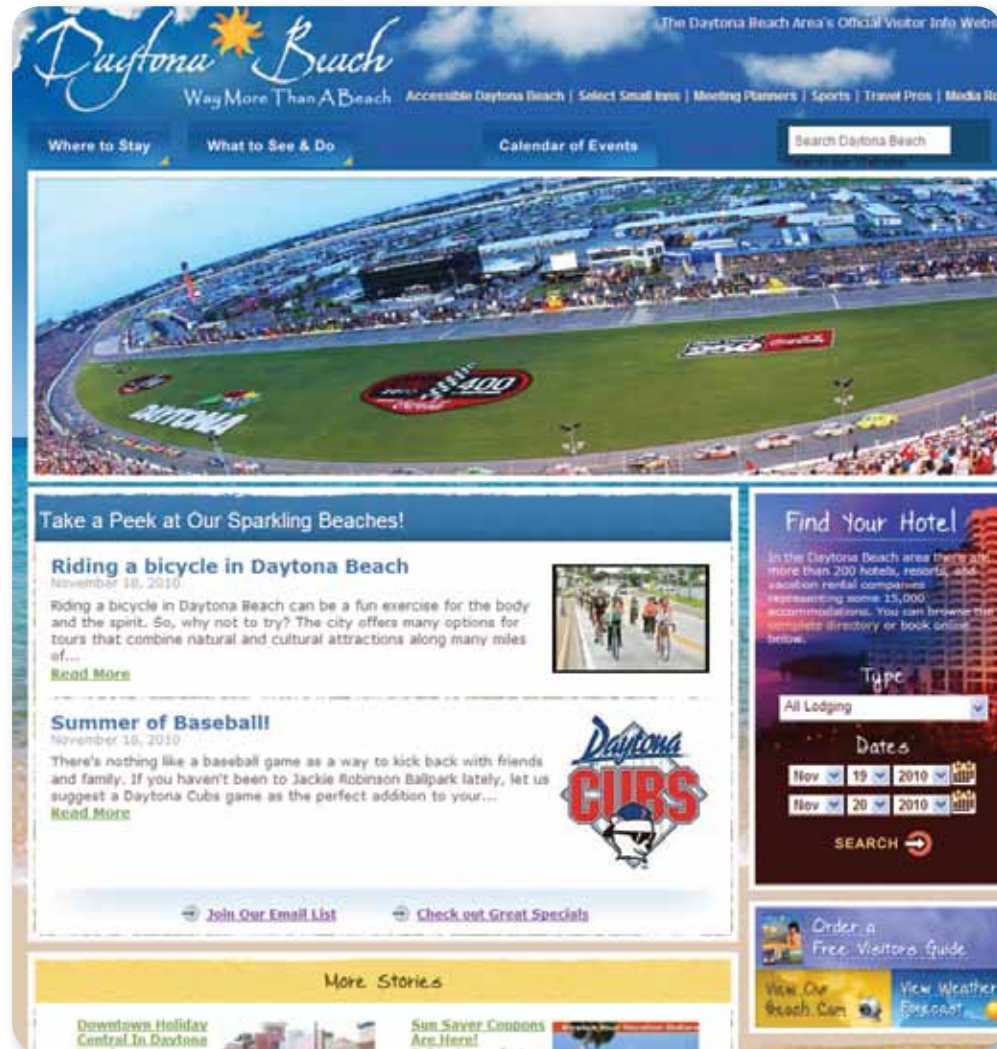
BikerBeach.com – The year-round information site for motorcycle enthusiasts, this site promotes Bike Week, Biketoberfest® and other bike events.

GolfDaytonaBeach.com – Great golf vacations are made simple via this site, which pairs quality accommodations with the area's top golf courses.

FilmDaytonaBeach.com – This site markets the Daytona Beach area as an exceptional filming location to producers worldwide and promotes the efforts of Cinematique and its Daytona Beach Film Festival.

CulturallyDaytonaBeach.com – The area's diverse cultural offerings are showcased throughout this consumer site.

DaytonaFestivalSeason.com – Created to showcase the area's fall offerings, this site promotes the area's outstanding Festival Season 2.0 offerings, scheduled from August 30 through December 31.



To make booking destination stays online easy and convenient, the CVB constantly freshens and strengthens its DaytonaBeach.com page content, increasing its relevancy through organic search terms and SEO (Search Engine Optimization) methods, and driving traffic via media buys, promotions and other means.

In 2009-10, the CVB began working toward a consolidated reporting system that combines Web site traffic totals with special media buy URLs, social networking trends and SMS text mobile projects.

In 2009-10, the CVB's official consumer Web site – DaytonaBeach.com – generated a **22.4% increase in unique visitors**, with a total reach of more than **5.6 million users**.

In 2009-10, the CVB's consumer e-newsletters were distributed to an active opt-in database of **123,896 users**.



The Daytona Beach area has plenty of great stories to tell, and the Communications staff works year-round to get the word out to domestic and international media representatives from consumer and trade publications, television, radio, Internet and other outlets. As a result of the department's efforts, in 2009-10, travel features and mentions spotlighting the Daytona Beach area appeared in such high profile publications as: *African-American Golfer's Digest*, *Meetings & Incentive Travel (Canada)*, *Family Motor Coaching*, *Group Tour Magazine*, *Great Escapes (United Kingdom)* and many others. Broadcast coverage included travel features that aired on *Pour le plaisir*, a television program which airs on Canadian television, and *DRadioWissen (German radio)*.

The department continues to oversee the CVB's wide-reaching communications mix, which includes the growing phenomenon of social networking. The CVB's "Blog Team" constantly interacts and engages with key audiences via Facebook, Twitter and other sites, as social networking has become a vital marketing communications tool.

A core part of the department's workload includes writing and editing editorial copy for CVB collaterals and Web sites. The Communications Department writes the copy for the Daytona Beach Area Visitors Guide as well as the CVB's consumer and community e-newsletters.

In addition, the department continuously conveys the value of tourism to Daytona Beach area residents, businesses, public officials and other key opinion leaders through personal appearances, speeches, guest columns and more. The CVB's bi-monthly business-to-business e-newsletter, *eHorizon*, provided the tourism industry and others up-to-date information on the CVB's activities.

In 2009-10, the CVB facilitated destination media tours for **37 qualified travel journalists**. In addition, Communications staff distributed press kits, individual media releases and targeted story ideas to regional, national and international media outlets. This resulted in earned media coverage totaling more than **229 print and online editorial placements** with nearly **400 million impressions** worldwide and an advertising dollar equivalency of nearly than **\$2.57 million**.

The Perfect Package -

Golf Daytona Beach



Golf Daytona Beach is a unique program that packages hotel accommodations with great golf courses throughout Volusia County. The program focuses on the Daytona Beach area's unbeatable combination of weather, location, accommodations and championship courses.

Thirteen hotels and 17 courses participated in the 2009-2010 program.

Throughout the fiscal year, the promotion of golf-related travel was supported by several departments of the CVB. Due to the combined efforts of the Travel Industry Sales, Communications and Meetings and Conventions departments, golf packaging by national and international sellers of travel and leisure golf vacations increased in popularity as our quality golf courses and hotels received greater exposure through the program.

In 2009-10, the Golf Daytona Beach Web site launched a Register to Win Sweepstakes and announced **GolfSwitch**, its new online booking engine. GolfSwitch services include a component for complete golf packages pairing accommodations with live tee times.

In 2009-10, the CVB produced **12,000 Golf Daytona Beach tri-fold "mini planner"** brochures as a fulfillment piece, distributing them at consumer shows and specific welcome centers throughout Florida and Georgia.

Perfectly Sized -

Select Small Inns of Daytona Beach



To assist smaller properties in their marketing efforts, the CVB created the Select Small Inns of Daytona Beach program. This program showcases small properties that offer exceptional vacation experiences with an emphasis on personalized service. SSI membership is free of charge to qualifying local properties with fewer than 100 units. To be included, each property must successfully pass a strict inspection focusing on comfort, cleanliness and safety, thus helping to assure a positive visitor experience. Properties already affiliated with recognized chains or other referral services can use their existing inspection accreditation in lieu of an SSI inspection.

Each SSI member is provided a "Member Approved" SSI program certificate and logo to be displayed in the lobby area and utilized in print materials. The program also has a unique landing page which showcases quality standards and participating members.

In 2009-10, the program welcomed eight new members, boosting the **membership to 41**.

Be a Part of the Team!

CVB Membership



CVB membership provides a number of valuable benefits. Offered at no charge to local tourism-related businesses, membership provides partners the opportunity to participate in domestic and international communication campaigns utilizing media releases, social media promotion and more. Members can also participate in fair share and co-op advertising in a variety of targeted publications. Additional promotional opportunities include print and online sweepstakes and radio station promotions. Members also receive a free listing on the CVB main consumer Web site, DaytonaBeach.com, with hyperlinks available at an extremely affordable price. Brochure distribution opportunities are available at the VISIT FLORIDA I-95 Welcome Center, local Visitor Information Centers, and a variety of consumer shows. Advertising in various printed collaterals, including the Canadian Sand Dollar and the Daytona Beach Sun Saver coupon booklet, is also available.

In 2009-10, there were approximately **413 active members** of the CVB, many of whom participated regularly in the CVB's numerous cooperative marketing initiatives.

In 2009-10, the CVB's Meetings and Conventions and the Travel Industry Sales departments provided timely lead distribution and promotional opportunities to participating members.

Contact the CVB about membership today!



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