

The Word is Out!



The Communications Department works year-round to reach various audiences with positive messages and travel information about the Daytona Beach area.

To this end, communications staff participates in networking opportunities and communicates with domestic and international media representatives from consumer and trade publications, television, radio, Internet and other outlets on an ongoing basis. As a result of the department's efforts, in 2008-09, travel features and mentions spotlighting the Daytona Beach area appeared in such high profile publications as: *Le Journal de Montreal*, *Miami Herald*, *Endless Vacation*, *Canadian World Traveler*, the *Atlanta Journal-Constitution*, *USA Today* and many others.



New to the department's communications mix is the addition of social networking via popular sites such as **Facebook**, **Twitter** and **MySpace**. Communications leads the networking efforts of all of the CVB's various departments. The department has found that social networking is a productive and affordable way to provide consumers, residents and travel trade professionals with destination information.

Writing and editing copy for CVB collaterals and Web sites is also an important task managed by Communications. Among the publications written by the Communications Department are the *Daytona Beach Area Visitors Guide* and dozens of other e-newsletters, postcards and printed pieces.

In addition, the department continuously conveys the value of tourism to Daytona Beach area residents, businesses, public officials and other key opinion leaders. The CVB's bi-monthly business-to-business e-newsletter, *eHorizon*, is produced in-house by Communications staff along with *Tourism Talk*, a local community e-newsletter distributed twice each year to promote residents-only programs such as *Thanks 2 You, Volusia!* The CVB also distributes a bi-weekly e-newsletter titled *Halifax Happenings*, created especially for locals, filled with plenty of information about area events and travel tips.

In fiscal year 2008-09, the CVB facilitated **area press tours for 42 travel journalists** and distributed approximately 1,000 press kits, individual media releases and targeted story ideas to regional, national and international media outlets. This resulted in more than 660 editorial print and online placements, reaching more than 116,380,140 readers worldwide, with **an advertising dollar equivalency of more than \$689,853.**