

Hospitality Beat

News & Notes from the Daytona Beach Area Convention & Visitors Bureau
Fall/Winter 2003

Dear Friends and Neighbors,

The Daytona Beach resort area is not only a great place to live, it's a great place to visit! The same beautiful beaches, terrific golf, exciting restaurants, fantastic shopping and cultural, heritage and outdoor activities that our residents enjoy, provide wonderful vacation experiences for our visitors. Our visitors so enjoy the great hospitality they experience here, that many return again and again and again.

Those of us in the hospitality industry realize that while we live in a beautiful place, the most important asset we offer our visitors is our residents. You are without a doubt the best ambassadors we have. You welcome our visitors. You send them to your favorite local restaurants. You tell them where they can go for the best Daytona Beach souvenirs. You invite them to local celebrations and festivals. You refer them to your favorite hotels. You support the tourism industry in a major way.

The hospitality industry appreciates this support more than we can say. We are especially pleased to express our gratitude to you with our **Thanks 2 You, Volusia!** resident appreciation program. This newsletter will tell you exactly how you can take part in this special promotion and enjoy some of the special savings being offered to our residents. As we say in our advertising to prospective visitors, "Make Time!" We hope that you will!

Best regards,

Blaine Lansberry

Chair, Halifax Area Advertising Authority



Blaine Lansberry enjoys the unique perspective of being a life-long resident of the Daytona Beach area as well as a leader in the hospitality industry. In addition to her considerable community service, she and her husband Brian operate the Bahama House hotel.

What's New Online

www.daytonabeachcvb.org



At www.daytonabeachcvb.org, you'll find a revamped Web site that's easy to use. In addition to sections geared towards travel agents, meeting planners and travel media, local residents can find information on area hospitality jobs and educational programs. The site's Community Calendar is designed so that visitors can post their own events and check out others. Want to know more? The site also maintains Halifax Area Advertising Authority meeting schedules, the current Convention and Visitors Bureau Annual Report and access to staff.

Be a Hometown Tourist!

From now through January, Volusia County residents are invited to savor the same hospitality that tourists receive right here in your own backyard. Join us as we celebrate all the area has to offer and enjoy the rewards of living in a resort community.



November 1, 2003 - January 31, 2004



- Free Big Fun Big Savings Coupon Book
- Freebie Jeebies hotel offers for you or visiting family or friends

Pick up your coupons and free offers at the official Visitor Information Center located in the lobby of Daytona USA, 1801 W. International Speedway Blvd., Daytona Beach, from 8:30 a.m. - 7 p.m. daily. All offers are also available online at www.daytonabeachcvb.org.

Thanks 2 You, Volusia! is sponsored by...



The coupons below are a sample of what's inside your free Big Fun Big Savings Coupon Book. Redeem these now and use the ones in the coupon book later.



A Little Tourism History

At the turn of the 20th century, many sought the restorative climate of the Daytona Beach area. Early arrivals such as Commodore Charles Burgoyne (1894) and John D. Rockefeller (1909) invited others to share in the area's inherent delights. The trend has continued with the area attracting visitors for more than 100 years.

Since 1987, the Daytona Beach Area



Visitors gather at the corner of Orange Avenue and Beach Street in Daytona Beach for an annual concert of Saracina's Royal Italian Band sponsored by Commodore Burgoyne circa 1910. Photo courtesy of the Halifax Historical Museum.

Convention & Visitors Bureau has been the organization through which the public and private tourism industry sectors have unified to market the area as a travel destination. Incorporated as a private, non-

profit business, the Daytona Beach Area CVB is directed by the Halifax Area Advertising Authority, a volunteer board appointed by the Volusia County Council to oversee funding appropriations and marketing strategies.

Most of the bureau's funding comes from a 3 percent Convention Development Tax, which is collected from visitors at area hotels, motels, inns and campgrounds. These dollars are used to attract more visitors to our area who in turn support area businesses. In addition, these visitors, through their purchases, support area government by generating gasoline and sales taxes.

As the bureau embarks on its 17th year, it is poised to achieve more than ever. "Our product is better than ever," says Sharon Mock, executive director for the Daytona Beach Area CVB. "New hotels, restaurants and shopping areas attract visitors and add to the quality of life for the community," she adds.

The bureau's budget for the current fiscal year is nearly \$6.1 million. The overall marketing strategy includes an emphasis on family travel and an increase in marketing the area as a destination for meetings, conventions and golf.

What Others Say About Us...

"Daytona Beach provides 23 miles of sun-drenched beaches, affordable family fun, and great accommodations for every budget."

Arthur Frommer's Budget Travel, June 2003

"Our 2003 conference was a real success this year and the staff of the Daytona Beach Area Convention and Visitors Bureau helped make that possible. I would love for us to return to Daytona Beach in the near future."

Mike Donaldson, Manger of Member Services, Florida Attractions Association

"Daytona Beach is a great destination which offers our clients great golf holidays including fabulous golf courses, accommodations, dining and of course great weather year round."

Jeff Knuth, Product Manager, Ultimate Golf Vacations

Reasons to be Proud



Best Beach

For the second consecutive year, readers of Florida Monthly magazine named Daytona Beach Florida's best beach in a poll taken for the publication's annual Best of Florida Awards. The area previously received this honor in 1999 and 2002.

The Daytona Beach area was also recognized as having other award-winning attractions and tourism events:

- **Ponce de Leon Inlet Lighthouse** - Best-Looking Lighthouse
- **Seaside Music Theater** - Best Professional Theater
- **Daytona 500** - Best Annual Sporting Event and Best Motorsport Event

Tops in the Southeast

Biketoberfest® was selected as a Southeast Tourism Society Top 20 Event for the month of October 2003. Biketoberfest®, which took place October 16-19, 2003 is presented annually by the Biketoberfest® Development Committee with marketing support from the Daytona Beach Area CVB. STS is a non-profit organization whose goals and objectives are to develop, market and promote travel to and within the southeastern U.S.



Meetings by the Beach

Thousands of visitors that spend time in the Daytona Beach area go practically unnoticed. Who are they? Conventioneers! They attend meetings and conventions. They enjoy our restaurants, shops, golf courses and the beach, then they leave. This is a market segment that is expected to grow in the coming years and you can help.



Are you a member of a statewide or national association? Does the company

you work for hold meetings for employees or clients from out of town? Perhaps you belong to a club or organization that conducts annual conventions or board meetings. If you answered yes to any of these questions, you could help the Daytona Beach Area Convention and Visitors Bureau attract new business. Call

today and help us bring new meetings and conventions to our area: (386) 255-0415, ext. 131.

Big Beach. Big Fun.™ Big Business!



While we all know tourism is big business in the Daytona Beach area, it surprises most people when they learn just how big.

- **7.8 million visited in 2002.**
- **Visitors spent \$3.6 billion during their stay in 2002.** Source: Mid Florida Marketing & Research

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- **Last year, lodging properties paid \$9.8 million in property taxes.**
- **More than 30 percent of gasoline taxes are paid by tourists.** Source: Mid Florida Marketing & Research