

Hospitality Beat

News & Notes from the Daytona Beach Area Convention & Visitor Bureau
Fall/Winter 2002

Innkeepers roll out red carpet for locals

Area tourism businesses welcome millions of visitors each year. Next month they will welcome some very important guests — local residents. Dozens of hotels, motels and inns are offering locals the chance to get away without going away for just \$22 per night. It's called Thanks 2 You Volusia, the hospitality industry's way of thanking local residents for their continued support.

"As an industry, we owe our success in large measure to the support of area

residents," says Thanks 2 You Volusia Committee Chairman Larry Fornari. "They offer us referrals of family and friends, they join us in our festivals and celebrations and they are our best ambassadors."

The \$22 resident room rate is available for a maximum of two nights between November 18 and November 24. Residents may make advance reservations

beginning at 9:00 a.m. on November 11 at participating hotels.

A list of participating hotels, motels and inns can be viewed at www.daytonabeachcvb.org on the Internet. Printed lists of participating properties are also available at the Daytona Beach Area Convention & Visitors Bureau Visitor Information Center located in the lobby of Daytona USA.



Bargains Boom in Coupon Book

Hotels, motels and inns are not alone in expressing their gratitude to local residents. Restaurants, attractions, shops and golf courses are offering a free coupon book with discounts and freebies valued at more than \$1,000. Coupons are valid from November 1, 2002 through January 31, 2003. Coupons can be downloaded from www.daytonabeachcvb.org on the Internet or can be picked up at the Daytona Beach Area Convention & Visitors Bureau Visitor Information Center at Daytona USA.

Thanks 2 You Volusia Sponsors



Blaine Lansberry

What you need to know...

- Special room rate offered on first-come, first-served basis.
- Advanced reservations required.
- Volusia County identification required.
- Reservations held with a major credit card.
- Room rate subject to a 11.5% state and local taxes.
- Room rate based on single or double occupancy.
- Maximum occupancy per room, four persons.
- Additional fees may be charged for extra persons.
- Hotel employees and their families not eligible.
- Age and other restrictions may apply.

Dear friends and neighbors,

When I travel, it's the people I meet who make my travels memorable and make me want to return. The same is true for visitors to the Daytona Beach area. You help us welcome visitors, making them feel right at home. You help stage hundreds of festivals and events and you invite visitors to share in the fun. In fact, you help make our guests so comfortable that, as a tourism destination, we enjoy an incredible number of repeat visitors.

Our community has so much to offer residents and visitors alike. We hope you take time to visit area attractions, play challenging golf courses, and enjoy tennis facilities, restaurants and unique shops. And now we are eager for you to enjoy the area's hotels, motels and inns.

The hospitality industry appreciates the support of the community and we are especially pleased to express our gratitude through the Thanks 2 You Volusia program. We hope you will participate and we look forward to hosting you. As we say in our advertising to prospective visitors, "Make Time!"

Warm 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 manages Bahama House.

What guests say about their stay

"We come here to visit family and we love staying on the beach. The schedule always includes golf and our favorite restaurants. We generally get in some shopping. The weather is great. The hotels are affordable. The golf is unbelievable. And the beaches are the best."



Betsy & Tracey Miner, Northern California

"Daytona Beach is a great getaway. My daughter and I visit each year for a relaxing weekend on the beach. Most of our time is spent on the beach, although we find time to get to Daytona USA, take a river cruise and shop. This year, we will be visiting the new Marine Science Center."



Ben Knox, Central Florida

"There is nothing like the beaches in the Daytona Beach area. We look forward to our time there and make Daytona Beach our home base while traveling throughout Florida to visit family. Of course, they always prefer to come and see us in Daytona Beach when they can. We return to Atlanta refreshed and eager for our next visit to Daytona Beach."



Barbara Sullivan, Georgia

Charities revel in Biketoberfest® fundraisers

When Biketoberfest® visitors rolled out of town in October, they left something valuable behind -- hundreds of thousands of dollars that were donated to area charities.

Many local health and human service organizations participate in Biketoberfest® by offering drawings for motorcycles and other great prizes. In exchange for a chance to win a motorcycle, bikers make a per-ticket donation. Among the organizations that have benefited from the generosity of bikers are the Florida Lions Conklin Centers for the Blind; Easter Seals of Volusia and Flagler counties; United Way; Boggy Creek Gang Camp and the Muscular Dystrophy Association. These and other organizations generate a great deal of revenue during Biketoberfest®, enabling them to provide valued services to residents who may need assistance.



Winner of the Florida Lions Conklin Center for the Blind's motorcycle raffle, Hu Freels, is congratulated by Lion Allen Weinstein, who sold him the winning ticket. Also pictured are Robert Kelly, executive director of the Conklin Center and Sally Stevens, owner of the Iron Horse Saloon, where the bike drawing is held.

www.daytonabeachcvb.org Web site is your best source for information



On the site, you'll also find a community calendar. There are sections with information about careers in tourism; meetings and convention news; travel agent and tour operator information; an online media room; visitor information and links to other useful Web sites.

You can learn about special offerings including the Superior Small Lodging program and the Golf Daytona Beach program. There is information on tourism research, advertising, special events, sales promotions and more. There is extensive information about the Daytona Beach Area Convention & Visitors Bureau and its governing board, the Halifax Area Advertising Authority. This includes a roster of board members, meeting minutes, committees and more.

So, if you are the least bit curious about any aspect of tourism in the Daytona Beach area, go directly to the source, www.daytonabeachcvb.org

We all know something about tourism in the Daytona Beach Area. But one visit to www.daytonabeachcvb.org will show you just how much our community has to offer, and the importance of tourism. From attractions and facilities we all enjoy, to tax revenues that ease the residential tax burden, you'll find that tourism is an essential element of our economy.

Conventional Wisdom

Thousands of visitors that spend time here in the Daytona Beach area go practically unnoticed. Who are they? Conventioneers! They attend their meetings or conventions. They enjoy our restaurants, shops, golf courses and the beach, then they leave. This is a growing market segment and a colorful one.

In addition to the typical meetings of accountants, insurance professionals, teachers, and collectors, we'll also handle some unusual meetings over the next few years. Among them are the United States Twirling Association; the Veteran Car Club of America; the Take Pounds Off Sensibly organization; and the Advanced Placement College Boards.

Last year alone, the Daytona Beach Area Convention & Visitors Bureau assisted in generating more than 60 meetings and conventions. Between staging costs and delegate expenditures, the economic impact of these meetings and conventions exceeded \$71 million. Add to this the gatherings that directly book with hotels and the Ocean Center and these numbers grow exponentially.

Tourism by the numbers

While we all know tourism is big business in the Daytona Beach Area, it surprises most people when they learn just how big. Consider this. . . ■ 8 million visitors annually ■ \$3.5 billion visitor expenditures ■ Lodging industry pays \$9 million in property taxes. ■ 40,000 jobs ■ \$450 million payroll. *Source: Mid Florida Marketing & Research*