

Thanks to the many area residents who participated in the CVB's recent Thanks 2 You, Volusia! resident appreciation program. The program, which ran through Jan. 31, offered **special discounts** on local accommodations, attractions, restaurants and more. The goal of the program was to encourage residents to take the time to enjoy the many tourism-related assets available "right here in our own backyard" – from the perspective of a visitor. Residents were encouraged to participate in the "**Backyard Tourism Contest.**" Contest winner Alois Schaar of Port Orange reported having "a delightful time" during his complimentary stay at Ocean Walk Resorts. His prize package included gift certificates to Bubba Gump's, the Mai Tai Bar, Ocean Walk Theaters, DAYTONA USA and TrolleyBoats. Got suggestions for the 2005 program? Please call Lori Campbell Baker at (386) 255-0415, ext. 130. We'd love to hear from you!

Corporate Hospitality

It's not just local businesses and residents feeling the benefits of this year's Speedweeks events. Local kids are getting a first-hand view of corporate hospitality at its finest. Through the generosity of the 3M company and its Meeting & Event Management representative Richard Meyer, the CVB was able to identify more than **50 local children to enjoy a "dream day" of racing fun at Daytona International Speedway.** Foster families from our local Community Based Care program spent Feb. 12 enjoying the Budweiser Shootout and the Advance Discount Auto Parts 200 ARCA RE/MAX Series Race - all from the comfort of 3M's plush corporate suite. Students from The Chiles Academy, a charter school located on the grounds of Atlantic High School, took in the sights Feb. 13, complete with Bud Pole Qualifying and the IPOWER DASH 150. Meyer, along with Speedway staff members, was there to greet both groups and welcome them to the World Center of Racing. "This is just one of many community efforts 3M gets involved in," says Meyer. "We love to introduce young people to racing, and the enthusiasm we see on their faces really warms our hearts."

Florida Huddle Results

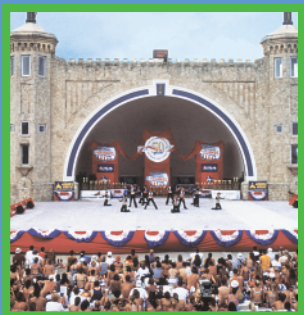
The Daytona Beach area CVB teamed up with attractions and hospitality partners county-wide to host this year's Florida Huddle travel and trade show. The Jan. 25-27 event brought **hundreds of travel buyers and suppliers** to the Ocean Center for Florida's most prestigious must-see show. Special receptions were held at Ocean Walk Village and DAYTONA USA, and a media breakfast was held at the new Sunset Harbor Yacht Club. "**It was a big success for our area, and for the state,**" says CVB Director of Travel Industry Sales Sandy Lucania. "Our area really put out the red carpet for this group, and they were very impressed with how our community looks. We'll be booking business for years to come as a result of this show."

"I Love That Place!"

In a recent interview by Diane Sawyer on ABC's Good Morning America Show, Georgia State Lottery "Mega Millions" winners were asked how they'd be spending their newly won \$130 million. "Buy me a place in Daytona so I can go down there and walk on the beach. I love that place. That's, that's one of our dreams we've always had."

Coming Soon

With another successful Speedweeks behind us, look for these upcoming festivals and events scheduled for 2005: **Bike Week, featuring the world-famous Daytona 200 motorcycle race (March 4-13); Spring Break (March 13-31); Garden Show (March 17-20); BCR, the Historically Black Colleges & Universities Weekend (April 15-17); Spring Car Show & Swap Meet (March 18-20); Spring Break Nationals (April 1-3); National Cheerleading Championships (April 6-10); Pepsi 400 (July 2); Florida International Festival, featuring the London Symphony Orchestra (July 15-30); Biketoberfest® (Oct. 20-23); and Daytona Turkey Run (Nov. 24-27).**



**Daytona Beach Area
Convention & Visitors Bureau
126 E. Orange Ave.
Daytona Beach, FL 32114**

**PRSR STD
US Postage
PAID
Daytona Beach, FL
Permit #103**