



The Perfect Package

Golf Daytona Beach is a unique program that packages great golf with accommodations, making the booking of a golf getaway easy. The program focuses on the Daytona Beach area's unbeatable combination of weather, location, accommodations and championship courses. Currently **thirteen hotels and 18 golf courses** participated in the program in 2008-09.



Throughout the fiscal year, golf in the Daytona Beach Area was promoted via high profile publications such as *Golf Digest* and an online campaign showcasing GolfDaytonaBeach.com.

Through a contract with Visit Florida's official golf promotions arm, Play Florida Golf, our tri-fold brochures were **distributed at 17 golf shows** in the South, Northeast, Midwest and Canada, reaching over 40,000 potential visitors.

An important promotional piece, the 21-page *Golf Daytona Beach Travel Planner* was distributed to nearly **12,000 individuals and group leaders**. The Golf Daytona Beach tri-fold brochure was also used for additional distribution in select consumer shows organized by the Promotions Department.