



BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

DECEMBER 2000 / JANUARY 2001



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Daytona Beach Area To Score With Super Bowl XXXIX

With the November 1 announcement by the National Football League that Jacksonville will host Super Bowl XXXIX on February 6, 2005, the Daytona Beach area has the opportunity to play a role in hosting one of the world's premier sporting events.

"This will be a great opportunity to showcase our hospitality community and its attributes," says Sally Gardiner, director of convention sales for the Convention and Visitors Bureau. "I think our beaches will be a considerable draw for corporate clients and fans to extend their Super Bowl plans into a four- or five-day vacation."

Jacksonville, which has approximately 14,000 guest rooms, invited nearby destinations to take part and help the city meet its goal of providing 27,000 rooms for the event. As a member of the Jacksonville Super Bowl Hospitality Sub-Committee, the CVB is working to secure 5,000 rooms in the Daytona Beach area for the four-night period.

The National Football League's hospitality agreement allows participating properties to solicit a four-night minimum guarantee with all rooms booked. Room rates can not exceed by more than 10 percent the published rack rate or the full rate generally charged for the room on that day. A hotel hotline will be established to direct callers and Internet users to the properties that set aside rooms for Super Bowl goers.

For more information on how your property can participate, contact Jennifer Coto at 255-5478, ext. 127 or jcoto@daytonabeachcvb.org.

SSL Elects New Board of Directors



SSL BOARD OF DIRECTORS
 Top Row (left to right): Frank Molnar, Mary Brown, Eve Krauth, Lena Gyllenberg, and Virginia Brown
 Bottom Row (left to right): Tom Mason, Andrew Hands, and Stanley Obrochta

Superior Small Lodging of Volusia County, Inc., elected a new board of directors during the organization's annual banquet on November 16 at DAYTONA USA. Members of Superior Small Lodging's 2001 board of directors are: Frank Molnar, president; Mary Brown, vice president; Andrew Hands, secretary/treasurer; Eve Krauth, Lena Gyllenberg, Virginia Brown, Tom Mason, and Stanley Obrochta.

During the banquet, 67 small properties were recognized for recently passing an annual inspection conducted by SSL of Florida's Property Review Program to become members of SSL of Volusia County. Four of these properties — the **Bamboo Beach Motel**, the **Grand Prix Motel**, the **Coronado del Mar** and the **Beachside Motel** — are first-time members.

Roger Krauth, owner of **Colonial Palms Inn Oceanfront**, was recognized during the banquet for his leadership and dedication to the SSL program. Krauth, who has been actively involved in the program since 1998, recently completed two terms as its national chairman.

The **Coquina Bed & Breakfast** and **Manatee Suites** were also recognized during the banquet as the area's "most improved" small properties.

SSL Guide Coming Soon

The 2001 Superior Small Lodging Guide will be printed and ready for distribution in February.

2001-2002 Visitors Guide Timeline

- December 5 ... Visitors Guide contracts mailed
- January 12 ... Lottery drawing for first position in the guide's "Where To Stay" Section
- January 19 ... Participation deadline
- February 9 ... Ad material deadline

For more information contact Bobbie Vaught at 255-0415, ext. 124.



**HALIFAX AREA
ADVERTISING
AUTHORITY**

Chairman

George Anderson
Ocean Walk

Vice-Chairman

Blaine Lansberry
Bahama House

Secretary/Treasurer

Roger Krauth
Colonial Palms Motel

Stuart Arp

Adam's Mark Hotels

Lori Campbell Baker
Daytona Int'l. Speedway

Gary Brown

Sun Viking Lodge

Lynne Fagan

Ramada Inn Speedway

Larry Fornari

Palm Plaza Resort

Joe Gillespie

Oceans Resorts

George Karamitos

Maui Nix

Gary Libby

Museum of Arts & Sciences

**DBACVB
BOARD OF
DIRECTORS**

Jim O'Shaughnessy

President

*Daytona Beach
Community College*

Ernest Boger

Vice-President

Bethune-Cookman College

Steve Farley

Secretary-Treasurer

Daytona Beach

Resort & Conference Center

DBACVB STAFF

Sharon Mock

Executive Director

Jacque Beckley

Accounting Services

Liz Grindell, Director

Meetings & Conventions

Sally Gardiner, Director

Jennifer Lee Coto

Claire Jackson

Travel Industry Sales

Shelley Lenkiewicz,

Director

Sandy Lucania

*Tourism Events &
Bureau Services*

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Emma Simpson

Vicki DiMaria

Bobbie Vaught

Jacque Beckley

Deborah Ryan

Sharon Bernhard

Roxanne Olsen, Director

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Jennifer DiGiacomo

Jenny Parker

Communications

Susan McLain, Director

Tangela Boyd

Dan Ryan, Director of

Internet Services

Advertising & Publishing

Kay Galloway, Director

Bobbie Vaught

Volusia County

Film Office

Pamela Bauer,

Director/Commissioner

International

Sales Offices

London

Sherman Briscoe

Edith Knowles

Germany

Herma Mertens

GUEST COLUMN

Volusia's Airport Focused on the Future

by Stephen J. Cooke



**DAYTONA BEACH
INTERNATIONAL AIRPORT**

Owned and operated by Volusia County, Daytona Beach International Airport provides businesses, residents, destination properties and attractions with worldwide air transportation services through Delta and Continental Airlines. DBIA also provides a full range of general aviation support services for corporate air travel, recreational flying and pilot training. With more than 360,000 aircraft landings and takeoffs recorded in 1999, DBIA is now ranked by the Federal Aviation Administration as the 33rd most active airport for aircraft operations within the United States.

A recent economic impact study completed for the Florida Department of Transportation, identified total annual economic impact for DBIA at more than \$152,000,000 including a \$20,000,000 annual payroll, supporting nearly 700 jobs by various businesses on airport property. Operated as a stand-alone enterprise fund, without local tax support, airport operational expenses are paid from airline, concessionaire and property lease revenues. In addition to lease payments that fund airport operational costs, airport tenants also pay full ad valorem property taxes directly to Volusia County for improvements privately constructed with airport land leases. The most recent example of this taxpayer benefit is the beautiful new **Hilton Garden Inn** scheduled to open in early January 2001. This outstanding new 115-room property will pay full ad valorem taxes on the value of the improvements directly to Volusia County, not the airport, thereby contributing significantly to the overall tax base in Volusia County. These facts continue to make DBIA one of the best long-term tax benefits in Volusia County.

During the past several months, a delegation of airport and community leaders has been active in making air service proposals to numerous airlines, encouraging further expansion of air service options. The Halifax Area Advertising Authority, the Southeast Volusia Advertising Authority and the West Volusia Advertising Authority have tremendously supported these efforts. Advertising authority representatives and airport staff meet monthly to pursue joint marketing and promotion efforts directed at increasing utilization of the airport supporting increased inbound tourism as well as expanded economic benefit for the entire region.

Recent operational trends at the airport include four straight months of increased passenger boardings. The most recent data for October 2000 boardings show a 4.9% increase over October 1999. Given East Central Florida's rapid population and business growth as well as Volusia's growing inventory of nearly 20,000 accommodation units, the airport will play an increasingly vital role in maximizing Volusia County's economic future – making DBIA Volusia's airport gem.

For further information, contact Stephen J. Cooke, director of air service marketing at 904-248-8030 or e-mail scooke@co.volusia.fl.us.

**CONTINENTAL EXPRESS
ADDS NONSTOP FLIGHT
TO DAYTONA BEACH**

On December 16, Continental Express – the regional airline subsidiary of Continental Airlines – will launch a new weekend service connecting its hub in Cleveland to Daytona Beach. Using the 50-passenger Embraer ERJ-145 regional jet – also known as the ExpressJet – Continental Express will offer flights on Saturday and Sunday between Daytona Beach International Airport and Cleveland Hopkins International Airport. According to Mid-Florida Marketing and Research, Ohio ranks third to Florida and Georgia as the point of origin of visitors who vacation in the Daytona Beach area annually. In 1999, more than 5 percent of the area's 8.1 million visitors came from Ohio. In turn, Cleveland is one of the top ten destinations of passengers departing DBIA, according to DBIA officials.

Also, on Nov. 2, Continental began using a larger aircraft – the MD-80 – on its daily service between Newark/New York and Daytona Beach. The change adds 37 more inbound and outbound seats a day.

Who's New at the CVB



Deborah Ryan

The CVB welcomes two new staff members – **Deborah Ryan** and **Claire Jackson**. Deborah has joined the CVB staff as Bureau Services Assistant for the Tourism Events and Bureau Services Department. In her new position, she will assist the Director of Bureau Services with all areas of responsibility including personnel and bureau policy.

Claire joins the CVB staff as Sales Coordinator for the Meetings and Conventions Department. A native of Massachusetts, Claire is currently working towards an associate's degree in Hospitality Management at Daytona Beach Community College.



Claire Jackson

Jennifer Coto has been promoted to Sales Manager for the Meetings and Conventions Department. Formerly the department's Account Executive, Jennifer's new job responsibilities include developing and implementing an overall marketing program specifically targeting citywide conventions utilizing the Ocean Center as well as placing groups and events in individual properties. Coto replaces Todd Unger, who has accepted a position with the Pittsburgh Convention and Visitors Bureau in Washington D.C.

Bobbie Vaught, formerly an assistant in the Information Services Department, is now the Administrative Assistant for the Director of Advertising and the Local Marketing and Promotions Manager. **Jennifer DiGiacomo** has been promoted to full-time Information Services Assistant.

CVB Director Elected to National and Regional Boards

Sharon Mock, executive director of the Daytona Beach Area Convention and Visitors Bureau, has been re-elected to serve on national and regional tourism boards. Mock will continue to serve on the National Council of Destination Organization's board of directors. An industry council of the Travel Industry Association of America, NCDO represents the destination sector of the United States' travel industry with the goal of promoting and facilitating tourism nationwide.

Mock was also re-elected to serve on Southeast Tourism Society's board of directors as vice president representing Florida. Founded in 1983, the Southeast Tourism Society is an organization dedicated to the promotion and development of tourism to its member states, which include Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.



Web Watch

Restaurants to Get Free Exposure Online

DaytonaBeach.com, the official visitor information Web site for the Daytona Beach area, has improved its already user-friendly information with an interactive restaurant database.

The new functionality allows those planning a Daytona Beach area vacation to search dining establishments by cuisine, meal type and price range. Web site listings for area restaurants are free. In addition, listings can be enhanced with photographs and downloadable coupons and menus for a one-time fee.

The searchable database was launched in November, but new information can be submitted at any time. To ensure that all restaurants have the opportunity to participate, a request form is available online at www.daytonabeachcvb.org/internet. Restaurant owners and managers can also contact Dan Ryan at 255-0415, ext. 128.

MONTHLY FAST FACTS (www.daytonabeach.com)

	September	October
Individual User Sessions	99,829	110,559
Page Views	336,873	394,356
Most Popular Sections	1. Biketoberfest 2. Where To Stay	1. Biketoberfest 2. Where To Stay

Online Reservations

	Number of Reservations	Number of Room Nights	Estimated Income
September	53	168	\$24,599
October	66	203	\$27,375

HOSPITALITY SPOTLIGHT

~ Riverfront Marketplace ~

With its recent Main Street designation, Daytona Beach's historic downtown district is priming for a revival. Renamed Riverfront Marketplace by members of the newly formed Daytona Beach Partnership, the historic district plans to host several events this holiday season.

Dec. 2 SnowFest – Beach Street will be transformed into a winter wonderland, complete with snow, Santa and elves. Highlights of this event include a "North Pole Area" and "Santa's Playground" – where attendees can make snowballs and play. Hours: 12 p.m.-7 p.m. Admission: Free.

Dec. 8 MusicFest – This event will feature a lighted boat parade, carolers, local choirs and the world's longest stocking. Officials from the Guinness Book of World Records will be on hand to confirm the stocking's place in the record book. Hours: 5 p.m.-10 p.m. Admission: Free.

Dec. 16 KidFest – Bands, choruses, and drama troupes from area schools will be the featured performers at this event. Hours: 12 p.m.-5 p.m. Admission: Free.

For more information about all of the exciting changes taking place downtown, contact Frank DeMarchi, executive director of Daytona Beach Partnership at 872-3272 or frankdemarchi@hotmail.com.

Hospitality Spotlight is a great opportunity for you to showcase your hotel, restaurant, attraction, campground, retail shop, concession, or other tourism-related business to CVB subscribers. If you would like your business featured, submit your information by fax or e-mail to Tangela Boyd at 255-5478 or tboyd@daytonabeachcvb.org.

Quotable Quotes

"The music of Mozart, colonial American art and the surrealism of Dali have one thing in common this fall and winter: They're all found in Daytona Beach."

– *Travel Agent Magazine*, October 9, 2000

"Many Daytona Beach landmarks are available for group functions, such as a banquet for 200 at the **Museum of Arts and Sciences** with General Batista's private collection of Cuban art, a complete skeleton of a 130,000-year-old giant ground sloth, and a collection of American art. Or groups can host a reception at the base of the **Ponce de Leon Inlet Lighthouse**, recently named a National Historic Landmark."

– Liz McCarthy, *Successful Meetings*, October 2000

"Engines rev up at this international event that attracts more than 60,000 motorcycle enthusiasts."

– *National Geographic Traveler*, October 2000

"At spring break, you might think college kids had invented Daytona Beach for their own amusement, but generations of fun seekers have been attracted to the east coast Florida city for its comfortable climate, beautiful beach and diverse activities."

– Toni Dabbs, *Edmonton Senior* – Travel for Seniors Special Section (Canada), Fall 2000

"Until Jan. 31, 2001, Canadian travellers to the Daytona Beach area can take advantage of the Canadian Sand Dollar discount program, a booklet with coupons for two-for-one specials, bonus offers and savings at area attractions, restaurants, shops and car rentals."

– *Globe and Mail* / www.globeandmail.com (Canada), November 18, 2000

VISIT FLORIDA

WELCOME CENTER PROMOTIONS

Each month, the CVB participates in promotional programs at the Visit Florida Welcome Center located at the Yulee intersection on Interstate 95. During specific Daytona Beach promotional periods, a specially trained CVB representative will staff the Daytona Beach booth. All Daytona Beach area properties are invited to participate in the promotions by supplying information for distribution. A nominal fee is required for participation.

Upcoming Daytona Beach Promotions

- December 15-16, 2000 • December 21-23, 2000 •
- December 29-30, 2000 • January 11-13, 2001 •
- January 17-18, 2001 • January 26-27, 2001 •

Please phone Vicki DiMaria at 255-0415, ext. 119 to learn how your hotel, motel, restaurant or attraction can participate.

TRADE PROMOTIONS and FAM TOURS

The CVB actively sells Daytona Beach as a destination to meeting planners, travel agents, tour operators and travel writers through trade promotions and familiarization tours.

DATE	EVENT	LOCATION	STAFF
Dec. 10-13	International Golf Travel Market	St. Augustine, FL	Shelley Lenkiewicz / Sandy Lucania
Dec. 13-15	Holiday Showcase	Chicago, IL	Sally Gardiner
Jan. 12-15	Professional Conference Management Association	Miami, FL	Sally Gardiner
Jan. 17-19	Florida Huddle	Orlando, FL	Shelley Lenkiewicz / Sandy Lucania
Jan. 21-23	Meeting Professionals International	New Orleans, LA	Jennifer Coto
Jan. 27 - Feb. 2	American Bus Association	Baltimore, MD	Shelley Lenkiewicz
Jan. 30 - Feb. 2	Religious Conference Management Association	Milwaukee, WI	Sally Gardiner

Sample Consumer Print Media Schedule

DECEMBER 2000 / JANUARY / FEBRUARY 2001

	DEC	JAN	FEB
AAA Going Places		X	X
American Heritage	X		
Bridal Guide		X	X
Disney Magazine	X	X	X
Modern Maturity	X	X	X
New Choices	X	X	
Travel America		X	X
America Live-USA Travel (UK)		X	
Essentially America (UK)		X	X
Mail On Sunday (UK)		X	X

BROADCAST SCHEDULE US/INTERNATIONAL			
Canadian National Cable	X	X	
U.S. Spot Market		X	X
U.S. National Cable		X	X

NEW SUBSCRIBERS TO THE CVB

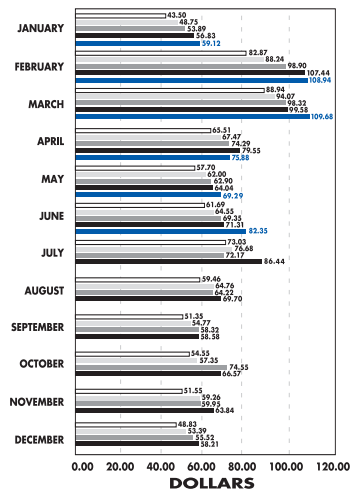
The CVB welcomes each of the following new businesses to its subscriber program:

- Attractions** • Toucan Scenic River Tours
- Hotels / Motels / Campgrounds** • Colonial Motel • Ocean Pointe Inn • Palm Circle Villas • Rainbow Inn
- Retail Shops/Concessions/Other** • The Caterers

*As of October 2000

CVB subscribers receive industry leads, this bi-monthly newsletter, free listings in various publications, sales and marketing opportunities, and much more. If you are interested in becoming a subscriber, contact Janet Kersey at 255-0415, ext. 117 or jkersey@daytonabeachcvb.org.

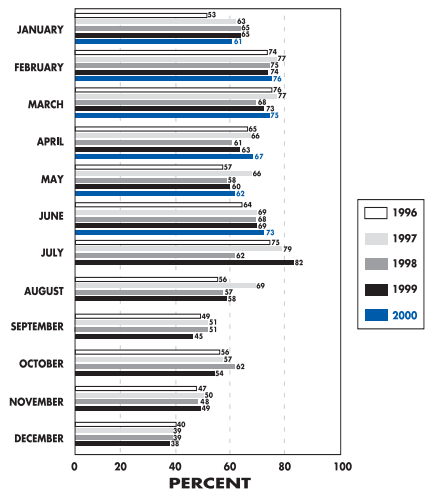
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1996-2000



Represents 200+ Properties
 May 2000 High: \$112.49 Low: \$37.16
 June 2000 High: \$119.50 Low: \$37.12

Mid-Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1996-2000



Represents 200+ Properties
 May 2000 High: 90% Low: 20%
 June 2000 High: 90% Low: 32%

Mid-Florida Marketing & Research, Inc.