



# BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

AUGUST/SEPTEMBER 2001



.....  
**Guest Column**  
 Page 2

.....  
**Get Ready For Wings & Waves**  
 Page 2

.....  
**Hospitality Spotlight**  
 Page 2

.....  
**SSL Property Reviews Coming Soon**  
 Page 2

.....  
**Web Watch**  
 Page 3

.....  
**Big News Reader Survey**  
 Page 3

.....  
**Quotable Quotes**  
 Page 3

.....  
**New Subscribers to the CVB**  
 Page 3

.....  
**Trade Promotions and FAM Tours**  
 Page 3

.....  
**Print & Broadcast Media Schedule**  
 Page 4

.....  
**Visit Florida Welcome Center Promotions**  
 Page 4

.....  
**Industry Indicators**  
 Page 4

## HAAA APPROVES \$5.83 MILLION BUDGET

On July 27, the Halifax Area Advertising Authority approved a \$5.83 million budget that will fund the Daytona Beach Area Convention and Visitors Bureau's fiscal year 2001-2002 operations and marketing plan.

In total, the CVB's new marketing plan appropriates more than \$4.4 million to tourism advertising, promotion and research. The CVB will allocate \$1.75 million of those funds to direct consumer efforts – such as print and television ad placements – in the United States, Canada and the United Kingdom.

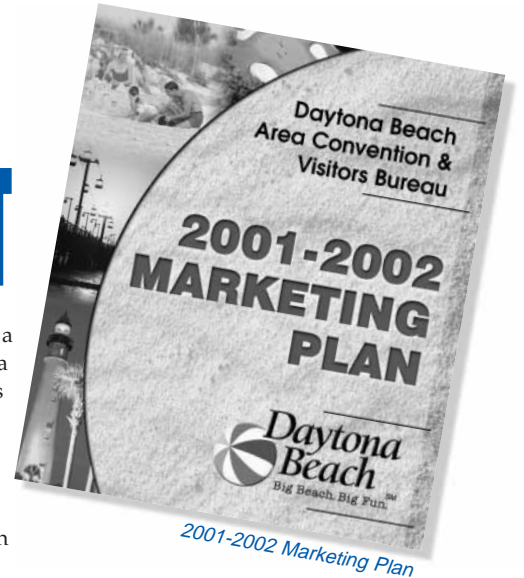
"Because the Convention and Visitors Bureau's mission is to enhance the overall economic prosperity of the area, our marketing plan is focused on creating strong consumer advertising and promotional campaigns that support our commitment to building our image as a preferred family destination," says Sharon Mock, executive director of the Daytona Beach Area Convention and Visitors Bureau.

The CVB's marketing plan also allocates funds to targeted programs such as meetings and conventions, golf, **Superior Small Lodging®** and travel industry sales. Notable funding increases were allotted to the meetings and conventions department and cooperative ventures with the **Daytona Beach International Airport**.

"Sales promotion funds for the meetings and conventions department have been increased to \$164,000 in order to augment the CVB's presence in coming years," Mock explains, adding, "This year the CVB also seeks to strengthen its ties with the **Ocean Center** in order to prepare and implement a more fully integrated marketing partnership with the goal of attracting more conventions to the area." Additional personnel will also be added to the meetings and conventions department to bolster the sales effort.

The CVB plan earmarks \$120,000 for cooperative marketing efforts with DBIA. That amount is up from the \$50,000 appropriated in the previous fiscal year. The funds designated for this cooperative effort will go towards travel agent and tour operator promotions, as well as consumer advertising.

In addition, the CVB's \$5.83 million budget allots for establishing a department for **Golf Daytona Beach** and a new staff position for a program coordinator.



2001-2002 Marketing Plan



Canadian Sand Dollar Savings Booklet

## POPULAR SAND DOLLAR PROGRAM EXPANDS

The Daytona Beach Area Convention and Visitors Bureau launches its 2001-2002 Canadian Sand Dollar discount program on September 1. Due to the success of last winter's Sand Dollar promotion, the program has been expanded to run an entire year, concluding on August 31, 2002.

The program's *Canadian Sand Dollar Savings Booklet* allows Canadian residents to take advantage of special rates, discounts and bonus offers at Daytona Beach area businesses. The colorful booklet features Daytona Beach area images and information as well as coupons from participating attractions, restaurants, hotel/condominium properties and other tourism-related businesses. In total, 63 area businesses took part in the program.

The Sand Dollar program will be promoted to the Canadian market through targeted CVB advertising and public relations efforts, trade shows and at Florida welcome centers.

Canadians can receive the savings booklet by contacting the CVB via its toll free number or by visiting its official Web site, [www.daytonabeach.com](http://www.daytonabeach.com). From the Web site's "Just for Canadians" section, Canadian residents can download the complete booklet, including the discount coupons.

**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  
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Resort & Conference Center

.....

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Director/Commissioner,

Film Office

**Jacque Beckley**

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**Sharon Bernhard**

Bureau Services Assistant

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**Jennifer Lee Coto**

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Meetings & Conventions

Information Services Asst.

**Vicki DiMaria**

Local Marketing &

Promotions Manager

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Meetings & Conventions

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**Janet Kersey, CFE**

Director of Tourism Events

& Bureau Services

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Travel Industry Sales

**Sandy Lucania**

Sales Manager,

Travel Industry Sales

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**Jeani Nelson**

Convention Svcs. Coordinator

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**Deborah Ryan**

Bureau Services Coordinator

**Emma Simpson**

Visitor Information

Center Manager

**Jennifer Tait**

Receptionist

**Bobbie Vaught**

Advertising Coordinator

**GUEST COLUMN**

**PERSONALIZE YOUR MEETINGS SERVICE**

by Barbara Cox, CMP, president of Meetings Makers Inc.

Do you know what I like besides Russian caviar? It's to put a client's meeting in a hotel where they will be "the big cheese." Do you know what else I like? I really like the beach. So, what does any of this mean? It means I really like to put my clients in hotels that are on the beach where I know they will be treated like "the big cheese." That makes me happy and I know that makes them happy as well.

That is why I like booking meetings in Daytona Beach. The Daytona Beach area has wonderful venues for meetings. The new developments taking place in the area will only make it even more desirable to meeting planners. But there is more to making a meeting special than venues. Personalized service by a host property is also very important.

As an independent meeting manager, I have had many opportunities to book meetings for clients all over Florida. I work with meetings of all sizes - from 10 in a boardroom to 2,000 plus attendees. I don't want a group of 50 to 100 dedicated professionals to be in the middle of 8,000 auto parts buyers at a convention. I want them to be just the right fit in a hotel where they take up most of the meeting space and the hotel staff recognizes that they are an important client.

For small groups, I like the hotel where the bellman knows your name and when you see the manager in the lobby he or she knows who you are and takes a moment to chat with you. It's impressive when the banquet



BARBARA COX

captain remembers the lemon for your tea and the walk from your vehicle to the meeting room is short and sweet.

I believe attending a meeting should be sort of like staying with family or friends. You are surrounded by people you enjoy and have a dedicated staff to orchestrate the gathering. Even when I take my clients off-site to visit surrounding area attractions and restaurants, or when I utilize local businesses for support, I expect the personalized service to continue.

When my clients are treated well that reflects positively not only on me but on the host hotel as well. I am always appreciative of excellent personalized service.

After a meeting, I send postcards to the new friends I have made at the hotel when my groups have been treated with special care during their stay. Remember, excellent service not only results in more meetings booked at your hotel, but quite possibly future vacation stays.

Barbara Ann Cox is a certified meeting planner and president of Meetings Makers Inc., a full-service conference management firm. She is an award-winning writer and publisher. She conducts training (internationally) in meeting management, promotion brochures and newsletter techniques. Barbara Ann loves the beach and sincerely apologizes to auto parts buyers. For more information, call 850.656.0025; e-mail [meetingmakers@nettally.com](mailto:meetingmakers@nettally.com); or visit [www.meetingmakersinc.com](http://www.meetingmakersinc.com).

**GET READY FOR WINGS & WAVES**

On November 10-11, Embry-Riddle Aeronautical University will celebrate its 75th anniversary and annual homecoming with Wings & Waves, a unique air show that will take place over the Atlantic Ocean. The family-oriented event will feature the U.S. Air Force Thunderbirds, wing walkers, skydivers and popular aerobatic fliers. The "waves" portion of the event will include exciting speedboat racing and search-and-rescue demonstrations using helicopters and boats. Wings & Waves will also include food, music, concessions, exhibits, and two beach runs - the 7.5-km Riddle Run and a .75-km Fun Run.



"The Convention and Visitors Bureau is very excited about Wings & Wave's potential. We believe it will give the entire Daytona Beach area an economic boost during the off-season," says Janet Kersey, CVB director of tourism events and bureau services. Kersey adds, "The CVB encourages local hoteliers to offer weekend packages for this very special event."

For more information on Wings & Waves, visit [www.embryriddle.edu/wingsandwaves](http://www.embryriddle.edu/wingsandwaves).

**HOSPITALITY SPOTLIGHT**

**Ocean View Condo Rental Group, Inc.**

Ocean View Condominium Rental Group, Inc., 1350A Ocean Shore Blvd., Ormond Beach, is the "north peninsula condominium specialist." Offering rental units in many north peninsula condominiums, Ocean View has specialized in rentals since 1987. Fully furnished and equipped two and three bedroom condo units are available for vacations, special events, corporate and seasonal rentals. Unfurnished rentals are also offered on an annual lease basis. Properties feature ocean views, private entry, fully-equipped kitchens, pool and covered parking. Non-smoking units are also available.

\*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, ext. 125 or [tboyd@daytonabeachcvb.org](mailto:tboyd@daytonabeachcvb.org).

**SSL  
Property Reviews  
COMING SOON!**

Superior Small Lodging® of Volusia County is accepting applications through September 25 for its 2001-2002 property review program. The area-wide review will take place October 1-12, 2001. Small properties that pass the review automatically qualify for SSL membership. To obtain an application, or for more information, contact Vicki DiMaria at 255.0415 ext. 119 or [vdimaria@daytonabeachcvb.org](mailto:vdimaria@daytonabeachcvb.org). The application fee is \$85.



QUALITY & SERVICE



## MONTHLY FAST FACTS ([www.daytonabeach.com](http://www.daytonabeach.com))

	May	June
User Sessions	137,148	135,148
Page Views	451,732	422,145
Most Popular Sections	1. Where To Stay 2. What To See & Do	1. Where To Stay 2. Accommodations

### Online Reservations

	Number of Reservations	Number of Room Nights	Estimated Revenue	Average Stay	Average Daily Rate
May	136	515	\$63,000	2.9	\$120
June	179	568	\$81,000	3.5	\$145

## BIG NEWS READER SURVEY

The Communications Department is considering changing the format of *Big News*. By answering the following questions, you will help us make an informed decision that will be convenient for all of our readers.

### YES NO

1. Would you prefer to receive *Big News* by e-mail?
2. Would you prefer to receive both mail and e-mail versions of *Big News*?
3. Would you prefer to receive *Big News* as e-mail text only?
4. Is your computer equipped with Adobe Acrobat software?
5. Would you be willing to download Adobe Acrobat software to view *Big News*?
6. Have you ever accessed the online version of *Big News* at [www.daytonabeachcvb.org](http://www.daytonabeachcvb.org)?
7. Do you access the online version of *Big News* regularly?
8. The current *Big News* format reaches more than 700 tourism-related businesses in Volusia County. Would you be interested in advertising in *Big News*?

Comments: \_\_\_\_\_

NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_

TYPE OF BUSINESS (i.e. hotel, restaurant, etc.) \_\_\_\_\_

**Please mail or fax this survey to:**

Communications Department  
Daytona Beach Area Convention and Visitors Bureau  
Daytona Beach, FL 32114  
Fax: 386.255.5478

## Quotable Quotes

"For a break from the crowds, head down the barrier island to **Ponce Inlet**, where a 19th-century lighthouse (climb it for terrific views) towers over the small community. Waterfront restaurants like the one at **Inlet Harbor Restaurant and Marina** serve up seafood, burgers, and beer made all the more tasty by the salty air."

—Steve Blount, *Endless Vacation*, July/August 2001

"With the completion of the **Adventure Landing** family entertainment complex, the new **Ocean Walk Resort**, and citywide hotel renovations, the Daytona Beach area continues a metamorphosis that is bringing more upscale accommodations, new meeting facilities, and group-oriented attractions to the area."

— *Hispanic Meetings & Travel*, Summer 2001

"For lunch, go health conscious at the **Dancing Avocado Kitchen** (tuna melts, whole wheat pizzas, grilled quesadillas, power juices). Then splurge at **Angell & Phelps Chocolate Factory** (free tours). Save the afternoon for quick fun and a few screams at **Adventure Landing**."

— Joe Rada, *Southern Living*, June 2001

"The Daytona Beach area **Bandshell Concert Series** has returned to its home at the historic Oceanfront Bandshell, so music lovers can again enjoy free seaside concerts until October 28."

— *USA Now* (United Kingdom), July 2001

"Attractions such as **Casements**, Rockefeller's former home, the **North Peninsula Recreation Area**, **Tomoka State Park**, a nostalgic downtown shopping district featuring early 20th century homes and buildings are all part of the distinctive charm of **Ormond Beach**."

— *Florida Travel (Canada)*, July/August 2001

"**Daytona Beach** is a place where the serious fisherman can park his trailered boat for a day and take a charter 80 miles out to the Gulf Stream for record-breaking blue marlin. Closer to shore, fishermen will land grouper and tuna."

— *Boat U.S. Trailing Magazine*, August/September 2001

## NEW SUBSCRIBERS TO THE CVB\*

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

**Attractions:** Shenandoah Stables

**Hotels/Motels/Campgrounds:** Seagarden Inn • Carol Inn

**Retail Shops/Concessions/Other:** Aristocrat Limousine Service • Glamouratures • Suncoast Enterprises

\*As of July 27, 2001

CVB subscribers receive industry leads, this bi-monthly newsletter, free listings in various publications, sales and marketing opportunities, and much more. There is no charge to become a CVB subscriber. For more information, contact Janet Kersey at 255-0415, ext. 117 or [jkersey@daytonabeachcvb.org](mailto:jkersey@daytonabeachcvb.org).

## TRADE PROMOTIONS and FAM TOURS

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

DATE	EVENT	LOCATION	STAFF
Aug. 4-7	ASAE Annual Conference	Philadelphia, PA	Sally Gardiner
Aug. 7-9	Florida Motorcoach Association	Naples, FL	Sandy Lucania
Aug. 12-14	Florida Governor's Conference	Boca Raton, FL	Janet Kersey Nick Conte Shelley Lenkiewicz Sharon Mock
Aug. 16	Destinations Showcase	Chicago, IL	Sally Gardiner
Aug. 26-28	2001 Concierge Conference	Orlando, FL	Vicki DiMaria
Sept. 4-7	Affordable Meetings	Washington, DC	Jennifer Coto
Sept. 5-9	Society of American Travel Writers Annual Conference	Bermuda	Susan McLain

## Sample Consumer Media Schedule AUGUST/SEPTEMBER 2001

PRINT SCHEDULE	AUG	SEP
Audobon	X	
Disney Magazine	X	X
Canadian Vacation Guide		X
Escape to the Southeast Parade	X	
Southern Living Weddings	X	
Southern Living Vacations		X
Toronto Sun		X
Travel America	X	
Travel 50 & Beyond	X	X
Vacations	X	X
BROADCAST SCHEDULE U.S.		
In-state Spot TV	X	

### VISIT FLORIDA WELCOME CENTER PROMOTIONS

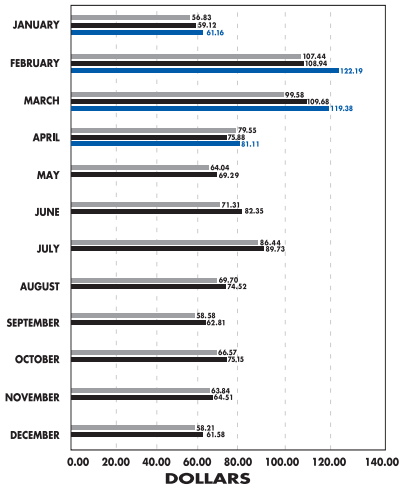
Each month, the CVB participates in promotional programs at the VISIT FLORIDA Welcome Center located at the Yulee intersection on Interstate 95. During specific Daytona Beach promotional periods, a specially trained CVB representative will staff the Daytona Beach booth. All Daytona Beach area properties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

#### Upcoming Daytona Beach Welcome Center Promotions

- Aug. 16-18 • Aug. 22-25 • Sept. 12-15 • Sept. 27-29 • Oct. 12-13 • Oct. 18-20 • Oct. 25-27 •

Please contact Sharon Bernhard at 255-0415, ext. 118 or [sbernhard@daytonabeachcvb.org](mailto:sbernhard@daytonabeachcvb.org) to learn how your hotel, motel or attraction can participate.

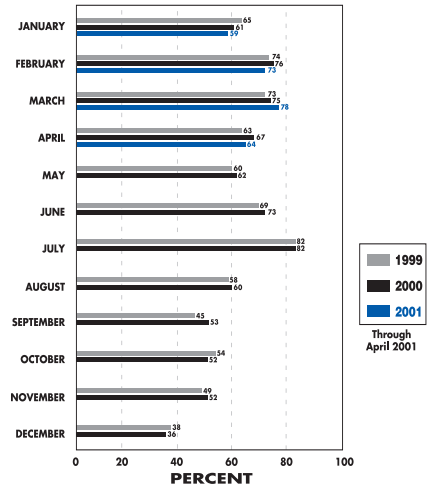
### DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1999-2001



Represents 200+ Properties  
 March 2001 High: \$179.93 Low: \$56.44  
 April 2001 High: \$137.33 Low: \$36.32

Mid Florida Marketing & Research, Inc.

### DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1999-2001



Represents 200+ Properties  
 March 2001 High: 99% Low: 36%  
 April 2001 High: 93% Low: 13%

Mid Florida Marketing & Research, Inc.

Daytona Beach Area Convention & Visitors Bureau  
 126 E. Orange Ave. • Daytona Beach, FL 32114  
[www.daytonabeachcvb.org](http://www.daytonabeachcvb.org)  
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