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Tourist Expenditures and ADR Increase In 2002

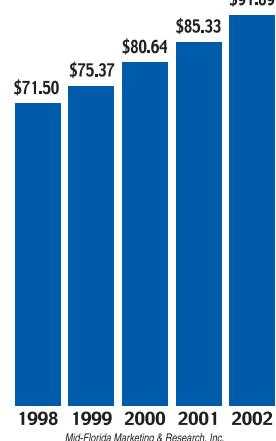
In 2002, visitors to the Daytona Beach area spent a record \$3.6 billion at local businesses, with the average expenditure leaping by \$22.50 to \$460 per person, according to a report recently released by **Mid-Florida Marketing and Research**, a Central Florida agency that conducts research studies on behalf of the Convention and Visitors Bureau.

The Halifax area also saw a sharp increase in its average daily rate. The annual average daily rate at area hotels increased from \$85.33 in 2001 to \$91.89 in 2002.

"This is great news for the destination," says Sharon Mock, executive director of the Daytona Beach Area Convention and Visitors Bureau. "This increase is due in part to the many new and upgraded hotels that have opened in the Daytona Beach area in the past few years," she explains, adding, "The massive re-investment taking place in our core tourist district is beginning to pay off."

Although the Daytona Beach area saw significant increases in total visitor expenditures and ADR, the number of visitors to the area still hasn't returned to pre-September 11 levels. According to the report, the number of visitors to the area has decreased slightly from 8 million in 2001 to 7.8 million in 2002.

**DAYTONA BEACH AREA
ANNUAL AVERAGE DAILY RATE
1998-2002**



The Daytona Beach area's average daily rate has steadily increased over the last five years.



SUSAN McLAIN, APR
*Director of
Public Relations*

Director Receives Professional Accreditation

CVB Director of Public Relations Susan McLain, APR, recently became an accredited member of the public relations profession by successfully completing a comprehensive examination governed by the Universal Accreditation Board. The Examination for Accreditation In Public Relations measures a candidate's knowledge of public relations practice, communications theory, management science and ethics. The Universal Accreditation program was formed in January 1998 and is administered by the Public Relations Society of America.

TOURISM CONNECTION

Hotels, restaurants and attractions are not the only businesses that benefit from tourism.

Selby Realty, Inc., 200 East Granada Boulevard, Suite 200, Ormond Beach, is a full-service commercial real estate company specializing in investment properties, office, warehouse sale and leasing, property management and property development.

Headed by owner and president, Dwight C. Selby, the company employs a staff of seven real estate and administrative professionals who oversee the company's local sales and marketing efforts. The company's national sales and marketing efforts are conducted via the RealSource Group - a growing nationwide union of commercial real estate brokers - and the Certified Commercial Investment Member Network.

Currently the company is in negotiations with a South Florida medical group and a motorcycle manufacturer, both

of which are interested in opening businesses in the Daytona Beach area.

An accredited real estate broker, Selby has twice been named realtor of the year and commercial salesman of the year by the Daytona Beach Board of Realtors. In addition, Selby has served as the president of the Daytona Beach Board of Realtors, chairman of the RealSource Group and as the promotion chairman of the Florida CCIM Network.

Selby says that tourism and real estate go hand-in-hand. "We receive calls throughout the year from people who, after visiting the area, develop a real affinity for it. They want to move out of the big city and enjoy the quality of life that we have here," he explains, adding, "When tourism is down our business is at risk of being off by more than 10 percent."

Terry Braley, Sr., a commercial real estate broker for Selby Realty, agrees, noting that their company's call volume jumps during tourism events. "Many of the callers are looking to relocate their business or are seeking investment properties. In several cases we have had folks that were exposed to the area during their college days."

For more information about Selby Realty, Inc. and its services call (386) 238-4456.



Dwight C. Selby, president of Selby Realty, Inc.

The Daytona Beach Area Is A Florida Favorite

According to a recently released survey conducted for Visit Florida - the state's official tourism marketing organization - by the University of Florida's Bureau of Economic and Business Research, the Daytona Beach area ranks highly as a preferred destination for Floridians. For in-state pleasure trips taken by Floridians last year, the most popular destination was Orlando with 28.7 percent of residents vacationing there, followed by "Non Metropolitan Areas" (18.4 percent), Tampa (10.1 percent), Miami (6.4 percent) and Daytona Beach (5.3 percent). The dominant activities mentioned by these vacationers were going to a theme/amusement park (24.8 percent), visiting the beach (18.5 percent) and sightseeing in cities (10.6 percent).



Web Watch

MONTHLY FAST FACTS (www.daytonabeach.com)

	March	April
Unique Visitors	64,543	45,976
Visitor Sessions	165,704	132,072
Page Views (Impressions)	668,252	516,655
Most Popular	1. Hotel Search 2. Online Reservations 3. Calendar of Events	1. Hotel Search 2. Calendar of Events 3. Online Reservations

A Step Back In Time



With assistance from Visit Florida, Volusia County's three advertising authorities and the **Volusia Anthropological Society** co-sponsored five travel journalists on a press tour of historical and heritage sites in Volusia and Flagler counties during the *Moments in Time* media tour held on April 2-6, 2003. At left, tour participants pose in front of the **Old Spanish Sugar Mill** historic plantation site at **DeLeon Springs State Park**. Accommodations for the media tour were provided by the **Acapulco Hotel and Resort**, Daytona Beach Shores.

UK Contest Winner Hits The Beach

Joy Hill of Sun & Snow Travel in Kent, England was the winner of the CVB's "Discover Daytona Beach with Virgin Atlantic" contest. As the winner, the accredited travel agent received an eight-day/seven-night trip for two to the area with accommodations provided by the **Bahama House**. She also received attraction passes to **Daytona International Speedway / Daytona USA**, **SpeedPark Motorsports**, **Daytona Beach River Cruise** and the **Museum of Arts and Sciences**. In addition, complimentary dining certificates were provided by **Angell & Phelps Restaurant & Wine Bar** and **Marko's Chick-fil-A Heritage Inn**, Port Orange. Complimentary airline tickets were provided by Virgin Atlantic. Above, CVB Travel Industry Sales Director Sandy Lucania (left) greets Joy Hill and her husband during their May visit.



CVB Sales Outreach

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

DATE	EVENT	LOCATION	STAFF
June 5-8	Central Florida Society of Association Executives	Ponte Vedra Beach, FL	Brian Hunicke
June 11-12	Religious Conference Management Association Board Meeting	Pittsburgh, PA	Sally Gardiner
June 12	Greater Washington Society of Association Executives Springtime 2003	Washington, DC	Jennifer Coto
June 17-19	American Baptist Association	Wichita, KS	Sally Gardiner
June 20	Domestic Group Travel Association	Orlando, FL	Sandy Lucania
June 29 - July 2	Society of American Travel Writers / Public Relations Society of America Media Marketplace	Ft. Lauderdale, FL	Susan McLain
July 7-11	Fraternity Executives Association, Inc.	Savannah, GA	Brian Hunicke
July 9-12	Florida Society of Association Executives	Daytona Beach, FL	Jennifer Coto Sally Gardiner Brian Hunicke
July 31	Destinations Showcase	Chicago, IL	Sally Gardiner

Quotable Quotes

"Daytona Beach is growing as fast as the cars that zoom around its famous speedway, with new meeting facilities, hotels, and group-oriented attractions."

– Association Management, April 2003

"More than ever, Daytona Beach is big beach, big fun for FAMILIES - AND it's much more than just a beach."

– Dean and Nancy Hoch,
Senior Connection (Northern Illinois Edition),
March 2003

"The Margaritaville version of the (Chicago) Cubs play in historic **Jackie Robinson Ballpark** on a small island a mile from the Atlantic Ocean. The ballpark opened June 4, 1914, on City Island. The cream-colored brick and block stadium was built in 1930. Jackie Robinson Ballpark is the third oldest active minor league stadium in America. Hall of Famers Roberto Clemente, Mickey Mantle and Stan Musial all cut their chops here. Hank Green-berg, the first Jewish major leaguer, played here as well.

– Dave Hoekstra, *Chicago Sun-Times*,
April 6, 2003

"In March, Daytona (Beach) becomes one of the world's largest gatherings of bikers from all over the nation and some parts of the world. License plates go by **Main Street** reading Pennsylvania, Michigan, Illinois, New York, and even Canada. For some 250,000 people who ride in Daytona (Beach) for a week in early March, the trip becomes a ride bikers see as a place to visit at least once in their lifetime."

– Eric Ware, *Daily Sun*, (Lady Lake, Fla.),
March 13, 2003

"From the moment one enters **Bubba Gump Shrimp Co. Restaurant & Market** (Daytona Beach), the laughter, the excitement and dining enjoyment pulse through the dining area and bar."

– Anthony Scaggs,
Classical Golf Adventures/www.classicalgolf.com,
March 2003

New CVB Members*

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

Attractions: The Golf Club At Cypress Head

Hotels/Motels/Campgrounds: Holiday Inn & Suites - Daytona Beach; Travel Inn - Ormond Beach

Restaurants/Retail: High As A Kite

Other: Backstage Pass Magazine; Michele & Group, Inc.; Tiger Internet Solutions

*As of May 28, 2003

Members 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 member. For more information, contact Vicki DiMaria at 386.255.0415, ext. 119 or vdimaria@daytonabeachcvb.org.

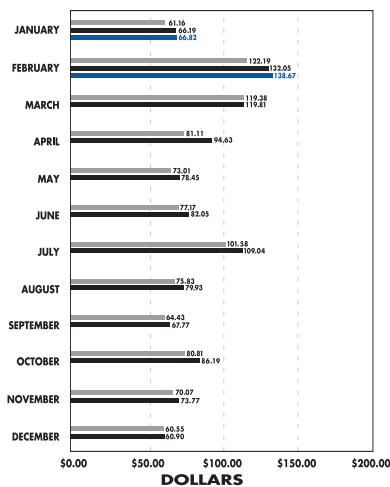
Sample Print Consumer Media Schedule Domestic & International JUNE/JULY/AUGUST 2003

PRINT SCHEDULE	JUN	JULY	AUG
AAA Going Places	X		
AAA Home & Away	X		
Arthur Frommer's Budget Travel	X		
Family Circle	X		
Great Getaways	X	X	X
Reader's Digest	X		
Southern Living Vacations	X	X	X
Travel America	X		
Travel 50 & Beyond	X	X	X
BROADCAST SCHEDULE	JUN	JULY	AUG
Per Inquiry TV - U.S. National Cable	X	X	

Promotional Opportunities

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 area promotional periods, a specially trained CVB representative staffs the Daytona Beach booth. Upcoming Daytona Beach area welcome center promotions will take place **June 11-13, June 20-21, July 10-11, July 14-15 and July 24-26**. All area hotels, restaurants and attractions are invited to participate in the promotions by supplying information for distribution. A nominal fee is required for participation. To learn how your business can participate, contact Roxanne Olsen, director of information services, at 386.255.0415, ext. 114 or rolsen@daytonabeachcvb.org.

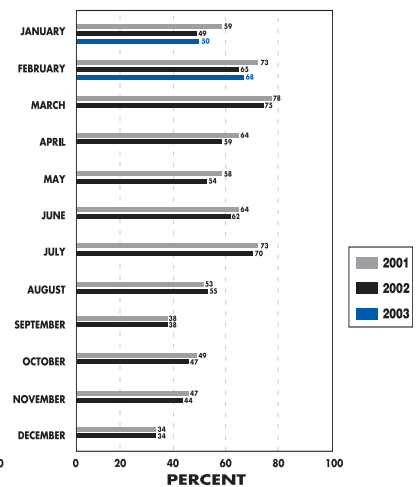
**DAYTONA BEACH HOTEL/MOTEL
AVERAGE DAILY RATE 2001-2003**



Represents 200+ Properties
February High: \$273.09 Low: \$56.35

Mid-Florida Marketing & Research, Inc.

**DAYTONA BEACH HOTEL/MOTEL
OCCUPANCY 2001-2003**



Represents 200+ Properties
February High: 95% Low: 19%

Mid-Florida Marketing & Research, Inc.

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Daytona Beach
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