



BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

JUNE/JULY 2002

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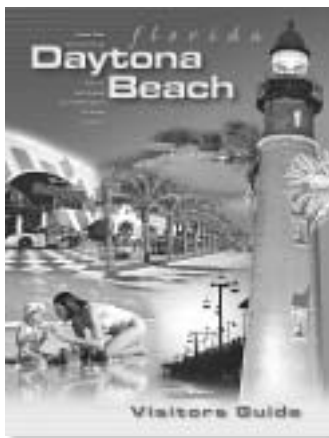
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CVB UNVEILS NEW VISITORS GUIDE



The Daytona Beach Area Convention and Visitors Bureau recently unveiled its 2002-2003 *Visitors Guide*. The colorful, 96-page publication contains information on the history of the Daytona Beach area, attractions, tours, beaches, cultural activities, historic sites, parks and outdoor areas, sporting events, recreational activities, shopping, dining and nightlife. The guide also includes travel tips for international and out-of-state visitors, a map of the area denoting attractions and golf courses, a keyword index, and a "Where To Stay" section that lists area accommodations.

The guide's cover features a photo collage comprised of images that allow consumers to see the variety of recreational and leisure activities that await visitors to the Daytona Beach area. "We did a similar cover design three years ago and it tested well with consumers so we decided to do it again," says Kay Galloway, director of advertising and publications for the CVB.

In total, 385,000 guides have been printed. They will be distributed domestically and internationally via visitor inquiries, trade shows and Florida visitor information centers.

◀ 2002-2003 *Visitors Guide*

M&C ON TRACK TO EXCEED SALES GOALS

As of April 2002, the meetings and conventions department had distributed 102 sales leads to area hotel and resort properties, setting the department on track to surpass its 2000-2001 sales leads total of 133.

"The meetings and conventions department has worked diligently to increase the number of conventions held in the Daytona Beach area. My staff and I travel across the country spreading the word about the area's upgraded accommodations and new meeting facilities, and now it seems our diligence is being rewarded with an increased interest from meeting planners," says Sally Gardiner, director of convention sales for the CVB.

Increased interest in the area by meeting planners has resulted in area properties booking more meetings and conventions. The department reports that as of April 2002, 37 definite bookings have been made for a total of 17,666 room nights, bringing in approximately 10,759 attendees to the area for an estimated economic impact of \$1,936,620. This is a slight increase from fiscal year 2000-2001 which confirmed 33 bookings with an estimated economic impact of \$1,840,860.

Upcoming Meetings

"The department is also excited about the area having a chance to host two influential groups of decision makers in August, the Southeast Educational Conference of the Society of Government Meeting Planners and the southeastern conference of Meeting Professionals International. Also, in July 2003, the area will host the Florida Society of Association Executives," Gardiner says, adding, "Hopefully these meetings will result in even more convention business being brought to the area."

In addition, this year the area will host the American Junior Golf Association Rolex Girls Junior Championship on June 7-14 at the **Ladies Professional Golf Association** and the seventh annual Key to Quality Superior Small Lodging Conference and Trade Show on October 27-29.



On April 2, the CVB along with several local properties, hosted 45 North Florida meeting planners at a client reception at Chez Pierre in Tallahassee. Participants included (first row); CVB Sales Manager Jennifer Coto, Marsha Black of the **Hilton Daytona Beach Oceanfront Resort** and Pat Daly of the **Adam's Mark Daytona Beach Resort**. Second row: Eric Lyman of **Ocean Walk Resort**, Kelly Dixon of **Holiday Inn Daytona Beach Shores**, Jan Pittard of the **Ocean Center**, Mary Jo Ortiz of the Adam's Mark, and CVB Convention Services Coordinator Jeani Nelson.

BEST OF DAYTONA BEACH AWARD WINNERS

The votes are in and our visitors have spoken! This year's Best of Daytona Beach Tourism Award winners are:

Best Accommodations (Under 75 Units) — Old Salty's Inn • **Best Accommodations (75 to 150 Units)** — The Palm Plaza Oceanfront Resort • **Best Accommodations (151 to 250 Units)** — Perry's Ocean Edge Resort • **Best Accommodations (Over 250 Units)** — Adam's Mark Daytona Beach Resort • **Best Shopping Experience** — Volusia Mall • **Best Family Attraction** - Volusia County Beaches • **Best Attraction (Kids Under 12)** — Adventure Landing Waterpark and Entertainment Center • **Best Attraction (Mature Travelers)** - Daytona International Speedway • **Best Golf Course** — Ladies Professional Golf Association International • **Best Restaurant** - Aunt Catfish's on the River • **Best Learning Experience** — Ponce de Leon Inlet Lighthouse • **Best Scenic View or Drive** - U.S. Coastal Highway A1A • **Best Transportation Service** - Avis Rent A Car

**HALIFAX AREA
ADVERTISING
AUTHORITY**

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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

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**DBACVB
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DIRECTORS**

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Ernest Boger

Vice-President

Bethune-Cookman College

Steve Farley

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Receptionist

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Advertising Coordinator /

Volusia County Film

Commission Coordinator

GUEST COLUMN

MEASURING INTERNATIONAL VISITOR IMPACT

by Richard Michael, *Director, Volusia County Department of Economic Development*

We have all been experiencing changes in our economy. Some of this change has come about as a result of the events of last September, but most of the change is slowly taking place due to shifts in the ways many of us do business and how the outside world does business with us.

The Daytona Beach area is no exception to the influence of market dynamics. We are affected not only by those things that happen within our own marketplace but also by events that occur elsewhere in the world. Following the tragedy of September 11, we experienced a reduction in visitors from outside of the United States. The thousands of visitors that frequent our beaches annually from England, Germany and other European countries shifted their vacations and travel arrangements closer to home.

What were the true economic impacts of this shift in travel and the lost of these visitors in recent months? Do visitors from overseas have that much of an impact on our local economy? Do we really know?

Unknown to many Volusia County residents is the fact that hundreds of millions of dollars in local real estate, specifically along our famous beaches, are owned by visitors from over 60 countries around the world. It is common to see both Canadians and many of our European visitors here during the winter months. However, have you had the pleasure to speak with or meet our guests from Colombia, Brazil, Mexico, Japan or Singapore?



Richard Michael

We should not be surprised that while walking on our beaches or eating in our local restaurants we discover the folks at the next table to be from Israel, Panama, Ireland or Morocco. They are all around us. These special guests from countries around the globe have made the greater Daytona Beach area their winter home or among their favored vacation spots. They come from thousands of miles away to share in the lifestyle, the excitement

of special events and in the environment that has been growing in recognition and popularity throughout the world.

Our international visitors bring with them their financial resources and many of them have purchased our homes, our condos and our time shares resulting in taxable property and income to our local governments, our educational system and funding for many of our environmental projects and convention facilities.

Continued influence by special events that broadcast the name "DAYTONA BEACH" throughout the sports world and those famous cultural events that visit our concert halls all result in bringing a special international flavor to the wealth of Volusia County.

Although our community is well known as a true "American Destination," we have slowly become part of the global community and of the greater network of global investment.

**FREE MARKETING
OPPORTUNITY
AVAILABLE TO
TOURISM BUSINESSES**

Hotels, attractions, restaurants, and retail establishments are invited to participate in the CVB's annual marketing program aimed at Canadian visitors. Participation in the Canadian Sand Dollar Program is free and available to tourism-related businesses located in the Daytona Beach area.

To be considered for inclusion in the Canadian Sand Dollar brochure, tourism-related businesses must agree to provide a special value offer just for Canadian residents. Canadians who visit the area will be required to present proof of Canadian residency and a copy of the coupon offer that is contained in the brochure. The brochures will be distributed via direct mail, trade shows, and the CVB's visitor information Web site, DaytonaBeach.com. The Bureau will support the program through consumer advertising, public relations and sales initiatives.

Participating businesses will not incur any costs for printing or distribution. Fulfillment of the program will begin September 1, 2002 and run through August 31, 2003. This will be the fourth consecutive year of the program, which enables Canadian tourists impacted by a devalued Canadian dollar to save money while visiting the Daytona Beach area. **The deadline for submissions is June 21.** For more information, please contact the CVB at (386) 255.0415, ext. 118.

**DAYTONA BEACH SHORES
CHAMBER BECOMES A VIC**

The **Daytona Beach Shores Chamber of Commerce** joins **DAYTONA USA** and the **Ormond Beach Chamber of Commerce** as official CVB Visitor Information Centers. Like the CVB's other Visitor Information Centers, the Daytona Beach Shores Chamber will distribute CVB publications and collateral materials as well as maintain visitor statistical data.

TURTLE TALK



On April 25-28, the CVB hosted 12 travel journalists from throughout the U.S. and Canada on a media familiarization tour of the area. The journalists visited several local attractions including the **Marine Science Center** in Ponce Inlet (pictured above).



Jim O'Shaughnessy

BOARD OF DIRECTORS RE-ELECTED

During the annual meeting of the CVB's board of directors, it was announced that all of the board's members had been unanimously re-elected. The meeting was held on April 10, 2002.

Jim O'Shaughnessy of **Daytona Beach Community College**; Dr. Ernest Boger, dean of the hospitality management program at **Bethune-Cookman College** and Steve Farley of **Doan Management**, will serve as the Bureau's officers for 2002-2003. O'Shaughnessy returns as the board's president, Boger as vice president and Farley as secretary and treasurer.



MONTHLY FAST FACTS (www.daytonabeach.com)

	March	April
Unique Visitors	55,050	38,400
Visitor Sessions	152,519	113,720
Page Views (Impressions)	617,582	441,252
Most Popular	1. Accommodations Search 2. Online Reservations	1. Accommodations Search 2. Online Reservations

Online Reservations

	Number of Reservations	Number of Room Nights	Estimated Revenue	Average Stay	Average Daily Rate
March	189	412	\$113,015	4.70	\$102
April	136	426	\$42,675	3.75	\$99

HOSPITALITY SPOTLIGHT

Ormond Beach Historical Trust Bus Tours

Presented by the Ormond Beach Historical Trust this bus tour visits 30 historical sites including the Fairchild Oak, the Three Chimneys rum distillery and 19th century sugar mill ruins. The two-hour tour takes place every other Tuesday. Tours depart from The Casements. Cost is \$10 for adults and \$5 for children 12 and under. Reservations are required. For more information call 386.677.7005.

**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.

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 area promotional periods, a specially trained CVB representative will staff the Daytona Beach booth. All Daytona Beach area properties and attractions 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

June 7-8 • June 13-14 • June 20-22
July 10-12, 2002 • July 18-19, 2002 • July 25-26, 2002
August 1-2, 2002

Please contact Linda Ryan at 255.0415, ext. 135 or lryan@daytonabeachcvb.org to learn how your hotel, motel or attraction can participate.

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
June 10	VISIT FLORIDA - Meeting Planner Reception	Atlanta, GA	Jennifer Coto
June 12	Springtime in the Park (GWSAE)	Washington, DC	Jennifer Coto
June 13	Religious Conference Mgmt. Assn. Board of Directors Meeting	Charlotte, NC	Sally Gardiner
June 18-20	American Baptist Association (Bid presentation for 2006 annual convention)	Chattanooga, TN	Sally Gardiner
June 23-26	International Association of Hispanic Meeting Planners	Las Vegas, NV	Jennifer Coto
June 23-26	Travel Media Showcase	Montgomery, AL	Susan McLain
June 25	See America Week Media Marketplace	London, England	Sherman Briscoe
July 10-13	Florida Society of Association Executives	Coral Gables, FL	Sally Gardiner
July 13-16	IACVB Annual Conference	Vancouver, BC	Sally Gardiner

Quotable Quotes

“When you visit Daytona Beach, you must stay on the ocean. One of the best places is friendly and family-run **Perry’s Ocean Edge Resort**. Three-fourths of the rooms overlook the palm-fringed beach, and many of them have kitchens and sitting areas. It’s the perfect Daytona Beach base.”

- W. Lynn Seldon Jr., *Quick Escapes Florida: 29 Weekend Getaways in and Around the Sunshine State* (third edition), 2002

“The setting is as appealing as the artwork at the **Ormond Memorial Art Museum**. Lush tropical gardens filled with palms, shrubbery, flowers, fish ponds, walkways, benches and a small gazebo provide an oasis only steps away from Granada Boulevard traffic.”

- *Hidden Florida* (seventh edition), 2001

“Fine dining choices in the Daytona area include **Adam’s Mark Clocktower Restaurant**, offering elegant dining overlooking the Atlantic Ocean, and **La Crepe en Haut** at Ormond Beach, featuring classic continental and French cuisine, eclectic fusion dishes and an extensive wine list.”

- Cathy Summerlin, *The Tennessean* (Nashville, Tennessee), May 12, 2002

“At the **DAYTONA USA** attraction, the new thrill is Acceleration Alley where you can hop inside a scaled down NASCAR racing car and find out what it’s like to travel at more than 200 mph.”

- *USA Now*, (London England), April-June 2002

“...thanks to a large and loyal visitor base rich in young professionals and their kids, the (Daytona Beach) area chased after the meetings market with a vengeance. The result is the \$250 million **Ocean Walk Village** - a meetings mecca anchored by the 60,000 square-foot **Ocean Center Convention & Civic Complex**.”

— Greg Oates, *Meetings South*, April 2002

Sample Consumer Media Schedule

JUNE/JULY/AUGUST 2002

PRINT SCHEDULE

	JUNE	JULY	AUG
AAA/Rand McNally	X	X	X
Florida Monthly		X	X
Parade		X	
See America (UK)	X	X	
Southern Living	X		X
Travel 50 & Beyond	X	X	X
Vacations	X	X	X

BROADCAST SCHEDULE

Spot Television – Southeast	X		
Spot Television (In-State)		X	X

NEW SUBSCRIBERS TO THE CVB*

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

Attractions:

Friends of the Bandshell • Spruce Creek Country Club

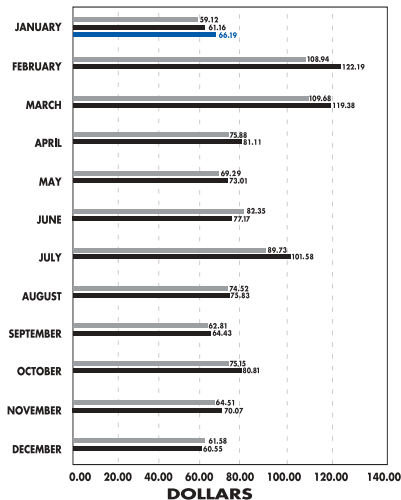
Retail Shops / Restaurants / Concessions / Other:

Manpower • VisTour, Inc. • Little-Bell Hospitality Marketing • The Club House Restaurant • Zuber/Travellynx Motor Coaches

*As of May 24, 2002

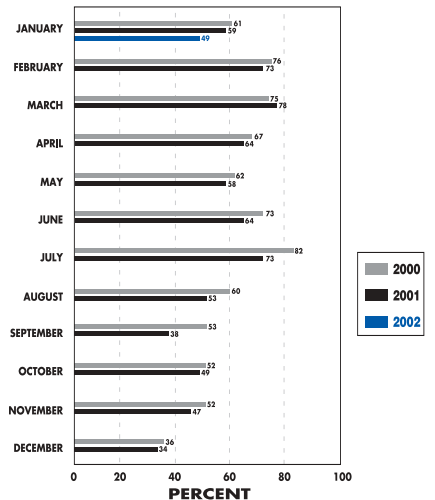
CVB subscribers receive industry leads, this bi-monthly newsletter, free listings in various publications, sales and marketing opportunities, and much more. There is no charge to become a CVB subscriber. For more information, contact Vicki DiMaria at 255.0415, ext. 119 or vdimaria@daytonabeachcvb.org.

DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2000-2002



Represents 200+ Properties
January High: \$160.00 Low: \$28.69
Mid Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2000-2002



Represents 200+ Properties
January High: 85% Low: 5%
Mid Florida Marketing & Research, Inc.