



BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

DECEMBER 2002 / JANUARY 2003

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CVB ROLLS OUT *Community Awareness* C A M P A I G N



The CVB is educating residents about the value of tourism through its Web site – daytonabeachcvb.org – and new biennial newsletter, *Hospitality Beat*.

The Convention and Visitors Bureau has launched a new community relations campaign to inform residents about the value of tourism. Lead by the Public Relations Department, the year-long effort began last November with the Thanks 2 You Volusia program which offered Volusia County residents lodging accommodations for \$22 per night and a free coupon book containing \$1,000 worth of discounts good at local restaurants, attractions and shops.

"The Halifax Area Advertising Authority along with members of our local hospitality industry felt it was important to step up our community relations efforts to better inform residents about the benefits of tourism," explains Susan McLain, director of public relations for the CVB. "In addition, industry members wanted to show their appreciation to residents for recommending area lodging establishments, restaurants and shops to their visiting families and friends," McLain adds.

Also in November, the CVB distributed the first edition of its new community information newsletter, *Hospitality Beat*, to 24,525 households in the Halifax area. Featuring a greeting from Halifax Area Advertising Authority Chair Blaine Lansberry, the four-color information piece included articles on Thanks 2 You, non-profit organizations that benefit from Biketoberfest®, the area's growing convention business and tourism's positive impact on the local economy. The newsletter also featured an article titled "What Guests Say About Their Stay" which contained quotes from several satisfied visitors to the Daytona Beach area. The next edition of *Hospitality Beat* is scheduled for distribution in April 2003. An advertising tabloid highlighting the value of tourism is planned for publication in May 2003 to coincide with the bureau's annual commemoration of National Tourism Week.

The travel industry Web site, www.daytonabeachcvb.org, will also be utilized in the bureau's community relations efforts. Originally developed solely for travel industry professionals and media, daytonabeachcvb.org now contains community information for residents including an electronic version of *Hospitality Beat*. The site also contains a community events calendar and a "Careers in Tourism" section that features a listing of hospitality jobs currently available in the Daytona Beach area as well as information on local colleges that offer degrees in hospitality management and travel and tourism.

"Daytonabeachcvb.org will not only provide residents with information on area activities and employment opportunities, but it will also help them understand what exactly a convention and visitors bureau is and the services we provide," McLain says.

Mike Jiloty of Lord & Lasker has been retained by the CVB to assist in the coordination of its community relations efforts which will also include a speakers bureau and public service advertisements.

GOLF PROGRAM READIES FOR 2003 PUSH WITH NEW GUIDE, STREAMLINED OPERATIONS

The CVB's Golf Daytona Beach 2003 marketing campaign is underway with a new travel planner, an updated Web site and streamlined operations.

Fifty-thousand copies of the 2003 *Golf Daytona Beach Travel Planner* have been printed and are ready for distribution. This year, 12 golf courses and 36 area hotels are featured in the colorful, 44-page publication. New to this year's guide is a golf planner form that groups can fill out and fax to the Golf Daytona Beach hotels of their choice. The selected hotels will then create a golf package especially for that group. Also new is a transportation section that promotes **Daytona Beach International Airport**.

The travel planner will be distributed via CVB consumer inquiries and visitor information centers as well as Visit Florida's Play Florida golf shows and Florida welcome centers.

In an effort to streamline its operations, Golf Daytona Beach is providing each of its members with a handbook that explains the program's newly instated procedures for vouchers, payments and tee time bookings. The operations handbook also includes the upcoming meeting dates for the Golf Advisory Committee and the program's advertising and promotion schedule.

For more information about the CVB's Golf Daytona Beach program, contact Brian Hunicke at 386.255.0415, ext. 135 or bhunicke@daytonabeachcvb.org.



**HALIFAX AREA
ADVERTISING
AUTHORITY**

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Bahama House

Vice-Chair

Lori Campbell Baker
Daytona Int'l. Speedway

Secretary/Treasurer

Larry Fornari
Palm Plaza Resort

George Anderson
Ocean Walk

Stuart Arp
Adam's Mark Hotels

Jim Bazemore
Perry's Ocean Edge Resort

Gary Brown
Sun Viking Lodge

Joe Gillespie
Oceans Resorts

George Karamitos
Maui Nix

Roger Krauth

Gary Libby
Volusia Co.

ECHO Committee

**DBACVB
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Katherine Collins
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Nick Conte
Director of Internet Svcs.

Jennifer Lee Coto
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Meetings & Conventions

Vicki DiMaria
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Film Commission
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Advertising & Publishing

Sally Gardiner
Director of
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Liz Grindell
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Brian Hunicke
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Golf Daytona Beach/Sports

Janet Kersey, CFE
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& Bureau Services

Jennifer Kies
Information Services Asst.

Sandy Lucania
Director of
Travel Industry Sales

Susan McLain
Director of Public Relations

Jeani Nelson
Convention Svcs. Coordinator

Roxanne Olsen
Director of Information Svcs.

Jenny Parker
Direct Mail Center Mgr.

Deborah Ryan
Program Analyst and
Personnel Svcs. Manager

Emma Simpson
Visitor Information
Center Manager

Jennifer Tait
Receptionist

Bobbie Vaught
Advertising &
Database Coordinator

GUEST COLUMN

Travel Trends

by Evelyn Fine, Mid-Florida Marketing & Research, Inc.

Daytona Beach, like most of Florida and the rest of the world, has been recovering slowly from the events of 9/11 and the declining economy.

However, while much of Florida, and other major tourism destinations, still are on the downturn, Daytona Beach has managed to hold on economically.

Americans still aren't traveling as much as they did in 2000 and this is reflected in the lower occupancy seen by hoteliers in our destination. But, while annual occupancy decreased by 5 percent, the average daily rate increased by 6 percent, resulting in a slight increase in resort tax collections.

Historically during periods of downturn in the economy, the Daytona Beach Resort Area has been the last to feel its impact. Daytona Beach is not perceived as extravagant or exotic. Rather it is comfortable, familiar, homelike. Even though our visitors might cut back on



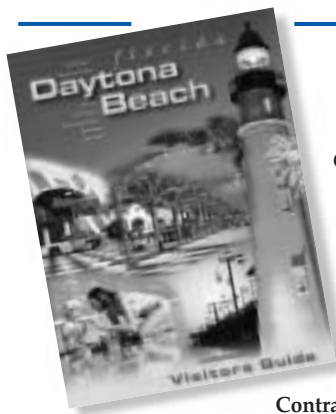
EVELYN FINE

other non-necessities many will not give up their holiday at the beach.

And, since Daytona Beach is a destination most visitors drive to, any decline in air travel to the state has had less impact on the city than other Florida destinations such as Miami and Orlando.

The resort area continues to see an increase in family traffic as well as business travelers and regional meetings. This change, along with the traditional special events periods, Speedweeks and Bike Week as well as Biketoberfest®, have allowed the Daytona Beach Resort Area to hold its own in a difficult economy.

Mid-Florida Marketing & Research, Inc. conducts consumer research on behalf of the Daytona Beach Area Convention and Visitors Bureau.



DON'T BE LEFT OUT!

The Advertising & Publishing Department will be mailing out 2003-2004 Visitors Guide participation contracts on December 12. A copy of the contract can also be obtained from the bureau's Web site — www.daytonabeachcvb.org.

The Visitors Guide is an excellent way to introduce your hotel, restaurant, retail shop or attraction to thousands of potential visitors. Businesses that return their contracts are eligible to receive a free listing in the guide and on the CVB's official visitor information Web site, www.daytonabeach.com. Even if you have participated in the past, the CVB must have a completed contract each year. So get your contract in early and make sure your business isn't left out!

Important Dates to Remember

Contract Mailing/E-mailing: Dec. 12, 2002 • First Position Drawing: Feb. 21, 2003 at 9 a.m.
Contract and Payment Due: Feb. 26, 2003 • Artwork Due: March 14, 2003

Kudos! Kudos! Kudos!

Janet Kersey, CFE, director of tourism events and bureau services for the CVB, has been appointed to the board of directors of the International Festivals and Events Association — an organization that provides professional development to festival and event executives worldwide. Kersey will serve two three-year terms on the governing board.

The CVB's Stay An Extra Day Guest Pack was awarded a 2002 Silver Pinnacle Award by the IFEA in the Miscellaneous Printed Materials category at the organization's 47th annual convention held in Louisville, Kentucky last November. Designed in-house by the Advertising Department, Guest Pack encourages vacationers to lengthen their stay by visiting the area's historic and cultural attractions.

Mike Jiloty, president of Lord & Lasker, a Tampa-based public relations and advertising agency, is this year's recipient of the Great Communicator Award presented by the Volusia County Chapter of the Florida Public Relations Association. Jiloty is contracted by the CVB to assist in the coordination of its community relations program.

NEW STAFFERS JOIN BUREAU



BRIAN HUNICKE



KATHERINE COLLINS



KATHLEEN KOPACZ

The Convention and Visitors Bureau has added two new employees to its full-time staff.

Brian Hunicke has joined the CVB's staff as a sales manager. He will be responsible for the bureau's Golf Daytona Beach program as well as group sales related to sports. Hunicke is a hospitality management graduate of Florida International University where he was a member of the Men's Golf Team.

Katherine Collins joins the bureau as a sales assistant responsible for supporting operations and activities for the Golf Daytona Beach/Sports program and the Travel Industry Sales Department. Collins most recently worked as a national sales coordinator for SMG, Inc. in Daytona Beach.

In addition, the bureau has retained the services of Kathleen Kopacz to represent it on a contractual basis while building its corporate sponsorship development program. Kopacz has experience in marketing, licensing, merchandising and corporate partnerships. She has worked for several professional sports organizations including the Daytona International Speedway, the Ladies Professional Golf Association and the United States Tennis Association.



Web Watch

MONTHLY FAST FACTS (www.daytonabeach.com)

	September	October
Unique Visitors	32,567	43,692
Visitor Sessions	112,256	116,329
Page Views (Impressions)	301,813	352,088
Most Popular	1. Hotel Search 2. Biketoberfest® 3. Online Reservations	1. Hotel Search 2. Biketoberfest® 3. Online Reservations

HOSPITALITY SPOTLIGHT

Taste of Downtown



On Nov. 19, the **Daytona Beach Partnership Association's Restaurant Row** hosted the third annual *Taste of Downtown* at the Let's Talk Antiques Riverfront Mall in Daytona Beach. The purpose of the event was to familiarize members of the area's hospitality industry with restaurants located downtown along Beach Street. With approximately 250 employees from 100 area hotel properties, this year's tasting was Restaurant Row's most highly attended hospitality night event. Another tasting event will be held in fall 2003. Above, John Jones of Angell & Phelps Café serves a guest at the event which was also a kickoff for the area's Boomer Beach Getaways promotion.

**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 386.255.5478 or tboyd@daytonabeachcvb.org.

NEW CVB MEMBERS*

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

Attractions: USA Tennis Florida

Rentals: Coldwell Banker Property Showcase

*As of November 18, 2002

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.

TRADE PROMOTIONS and FAM TOURS

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
Dec. 11-15	Golf Media Tour	Daytona Beach Area	Susan McLain Brian Hunicke
Dec. 16-17	Sales Calls & Hyland Group Client Luncheon	Chicago, IL	Sally Gardiner
Jan. 5-8	Professional Conference Management Association	Anaheim, CA	Sally Gardiner
Jan. 22	International Travel Services Association Meeting & Luncheon	Coconut Grove, FL	Sandy Lucania
Jan. 23-24	Florida Huddle	Coconut Grove, FL	Sandy Lucania
Jan. 28-31	Religious Conference Management Association	Charlotte, NC	Sally Gardiner
Jan. 30-Feb. 2	"Race to the Beach" Familiarization Tour	Daytona Beach Area	Jennifer Coto Sally Gardiner Jeani Nelson

Quotable Quotes

"Learn about the environment and how to protect it at the new **Marine Science Center at Lighthouse Point Park** in scenic Ponce Inlet, Florida (near Daytona Beach). Inside the center you can check out a 5,000-gallon reef aquarium filled with tropical fish, explore a re-created sand dunes landscape with turtle hatchlings, and compare your size to that of a sea turtle."

- *FamilyFun*, November 2002

"A gaggle of ghosts haunt the hard-packed sandy beach town of Daytona Beach where Doris "Dusty" Smith leads **'Haunts of the World's Most Famous Beach'** tours (386-253-6034 or www.hauntsofdaytona.com) that blend history, scientific data and haunting tales."

- Lynn Grisard Fullman,

The Birmingham News (Alabama), October 27, 2002

"Visitors to Daytona (Beach) in the fall and early winter tend to be those who went on Spring Break in the Sixties: Baby Boomers. That's just the group that the local tourism bureau is marketing its current promotion towards, with prices that gel with almost anyone's retirement funds."

- Stephen Vaughan, *Arthur Frommer's Budget Travel/MSNBC*, October 4, 2002

"Daytona Beach is probably best known for its speedway, but meeting planners will also find more than 60,000 square feet of space for groups of up to 10,000 people at the **Ocean Center Civic & Convention Complex.**"

- Barbara Beckley, *Association News*, October 2002

NATIONAL SSL CONFERENCE A SUCCESS!



Photo courtesy of Aubrie's Photography

Approximately 180 hoteliers from throughout the U.S. attended the **7th Annual National Superior Small Lodging Conference & Trade Show** in Daytona Beach last October. Pictured at the conference's opening banquet are, (left to right) Seated: CVB Tourism Events and Bureau Services Director Janet Kersey, **City of Holly Hill District 3 Commissioner Lou Schmitt**, **Marie DiGiulio** and **City of Holly Hill District 2 Commissioner Paul Lockeby**. Standing: **Volusia County SSL President Mary Brown**, CVB Program Manager Vicki DiMaria, and **Barbara and Gary Brown**.

Sample Consumer Media Schedule

DECEMBER 2002/JANUARY/FEBRUARY 2003

PRINT SCHEDULE	DEC	JAN	FEB
AAA Going Places		X	X
AAA Home & Away	X	X	X
Arthur Frommer's Budget Travel			X
Orlando Sentinel	X	X	
Readers Digest		X	
Southern Living		X	X
Travel America		X	X
Travel 50 & Beyond	X	X	X
Vacations	X	X	X

VISIT FLORIDA

WELCOME CENTER PROMOTIONS

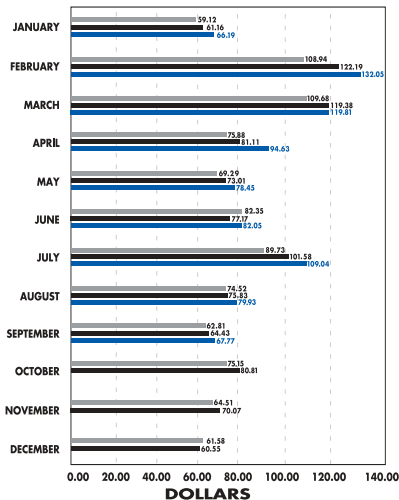
Each month, the CVB participates in promotional programs at the Visit Florida Welcome Center located at the Yulee intersection on Interstate 95. During specific Daytona Beach promotional periods, a specially trained CVB representative will staff the Daytona Beach booth. All Daytona Beach area properties 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

December 19-21, 2002 • December 27-28, 2002

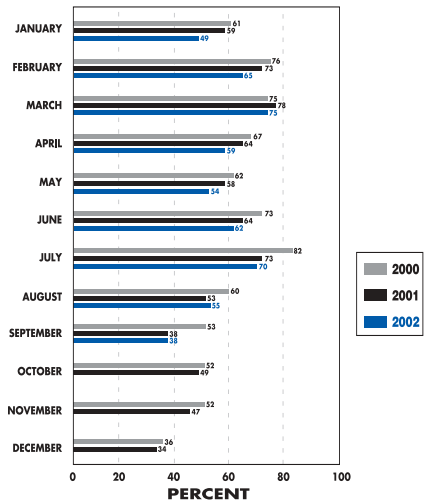
Please contact Roxanne Olsen at 386.255.0415, ext. 114 or rolsen@daytonabeachcvb.org to learn how your hotel, motel, restaurant or attraction can participate.

DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2000-2002



Represents 200+ Properties
September High: \$127.41 Low: \$24.31
Mid Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2000-2002



Represents 200+ Properties
September High: 96% Low: 8%
Mid Florida Marketing & Research, Inc.