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GUEST COLUMN

RESCUE 2002 HITS THE BEACH

by Brent Moore, Volusia County Sports Marketing Manager, Central Florida Sports Commission

In May, nearly 4,000 athletes, coaches and delegates from around the globe will travel to the Daytona Beach area to compete in the RESCUE 2002 Lifesaving World Championships.

Set to take place on May 7-19, competitions will be held on Daytona Beach area beaches and at the YMCA Aquatic Center in Orlando. With an expected 10,000 spectators – approximately 5,000 of those will be visitors from countries outside the United States – this event will have a profound effect on Volusia County's economy, bringing more than 4,000 room nights to the area.

The Lifesaving World Championships is the most important competitive event on the calendar for the International Life Saving Federation. The ILS is composed of more than 120 national lifesaving federations, and compared with other sports, the combined pool and ocean/beach lifesaving world championships rate as one of the biggest international sporting events in the world. The championships will include contests for national teams, club teams, masters and open still water boat competitors. Held over a 13-day period, the ILS provides a prime opportunity for lifesavers to test their skills and energy against the best in the world.



BRENT MOORE

This year marks the first time the lifesaving championships will be held in the United States. The competition had been previously held in Australia, New Zealand and South Africa. Teams from the United States, Canada, Switzerland, Macedonia, Australia, the United Kingdom, Germany, Italy, Denmark, Belgium, the Netherlands, France, the Czech Republic, Spain, South Africa, Egypt, Indonesia, France, Japan, Sweden, New Zealand, Hong Kong and Taiwan are scheduled to compete in the championships.

For two years, the Central Florida Sports Commission, along with the United States Lifesaving Association, the Daytona Beach Area Convention and Visitors Bureau, The City of Daytona Beach, Volusia County and the Daytona Beach/Halifax Area Chamber of Commerce, have worked together to bring this event to the area and make it a success. The Central Florida Sports Commission and the RESCUE 2002 executive committee are excited about hosting this prestigious event and hope all of our community partners, businesses and residents join us in welcoming these very special international visitors to the area.

Small Properties Spruce Up



Owners and managers of small properties in the Halifax area, as well as representatives from The Home Depot and the University of Florida Volusia County Extension Service of the IFAS, participated in the Let's Get Ready for Spring Planting! Small Property Plant Swap & Open House.

Fifteen owners and managers of local small hotel properties participated in the Let's Get Ready for Spring Planting! Small Property Plant Swap & Open House on March 20 at Beach House Suites in Daytona Beach Shores. Sponsored by the CVB and Superior Small Lodging of Volusia County, the event's purpose was to motivate owners and managers of small hotels to improve their property's appearance and "curb appeal" through landscaping.

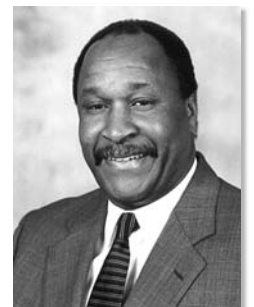
Activities included prize drawings and a presentation on spring planting tips and water conservation by Pat Knollenberg, master gardener for the University of Florida Volusia County Cooperative Extension Service of the Institute of Food and Agricultural Sciences. Also during the event, Barbara Welsh, owner of Beach House Suites, shared cuttings and seeds from her property's plants, as well as what she has learned about plants from her own landscaping efforts. In addition, two representatives from The Home Depot – Pro Account Sales Associate Alan Thomas and Horticulture and Landscape Specialist Don Pincot – were on-hand to answer questions.

The program was deemed such a success by all of those who participated that it is slated to become an annual event.

Local Tourism Officials Honored

Ernest Boger, CHA, FMP, CHE, was recently named one of America's most influential African-Americans in the tourism industry by *Black Meetings & Conventions* magazine. The publication went on to describe Boger as the "Dean" of black college hospitality educators. Boger is director of Bethune-Cookman College's Hospitality Management Degree Program. He has served as vice president of the Bureau's Board of Directors for four years.

Sally Gardiner, director of convention sales for the CVB, was elected to the Religious Conference Management Association's board of directors during the group's 2002 annual meeting held January 29 - February 1 in Tampa, Florida. Gardiner will serve on the board for a term of three years. She has been a member of RCMA, the world's preeminent society for religious meeting professionals, since 1990.



ERNEST BOGER

CVB PICKS UP SEVEN ADDY AWARDS

The CVB recently received top honors for all seven of its entries into the Daytona Beach Advertising Federation Addy awards competition. Held annually, Addy awards recognize the marketing achievements of local companies and organizations.

The following CVB marketing materials received Gold and Silver Addys during the DBAF's awards ceremony at the Plaza Resort & Spa on February 23:

GOLD ADDYS: Visitors Guide Cover 2001-02 – Communications Department Media Kit

SILVER ADDYS: Golf Travel Planner – DaytonaBeach.com Visitors Information Web Site – Biketoberfest® 2002 Poster – *Share the Heritage* Brochure – DBACVB Annual Report



MONTHLY FAST FACTS (www.daytonabeach.com)

	January	February
Unique Visitors	39,933	50,063
Visitor Sessions	130,237	148,327
Page Views (Impressions)	484,489	582,269
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
January	211	236	\$101,315	4.23	\$119
February	285	307	\$138,105	4.73	\$127

HOSPITALITY SPOTLIGHT Inlet Harbor Marina & Restaurant

Inlet Harbor Marina & Restaurant, 133 Inlet Harbor Road, Ponce Inlet, features a festive Caribbean flare and great entertainment, including live music daily. Perfect for group functions and special occasions, Inlet Harbor offers a wide selection of banquet platters and dishes. Inlet Harbor's Pelican Landing Gift Shop features unique clothing items, gifts and handmade artwork by local artists.

Beginning at 11 a.m. on April 27-28, 2002, Inlet Harbor will host Shrimp Fest, a scholarship benefit for Daytona Beach Community College. The event's menu will feature Tex-Mex, fried, coconut and Mediterranean shrimp. Activities include authentic shrimp boat tours and live music. Children's activities such as face painting and the Great American Fish Race will take place from 1 p.m.-4 p.m. For more information call 386.767.5590.

**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 Tangelia 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 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

- April 19-20 • April 26-27 • May 9-11 •
- May 17-18 • May 23-24 • June 7-8 •

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
April 2	Tallahassee Client Reception	Tallahassee, FL	Jennifer Coto
April 9-12	Sales Calls	Ft. Lauderdale/Miami, FL	Sandy Lucania
April 22-25	Christian Meetings & Conventions Association	Birmingham, AL	Sally Gardiner
April 24-25	Southeast Tourism Society - Canadian Express	Toronto, Canada	Sandy Lucania
April 24-25	Destinations Showcase	New York, NY	Jennifer Coto
April 25-28	CVB Media Tour	Daytona Beach area, FL	Susan McLain Stone & Associates
April 26-May 3	Canadian Sales Calls	Toronto, Ontario Ottawa, Ontario Montreal, Quebec	Sandy Lucania
April 28-May 1	Meetings Industry Ladies Organization (MILO)	Palm Harbour, FL	Jennifer Coto
May 2	Meeting Spots	Tallahassee, FL	Jennifer Coto
May 10	DRV (German Travel Managers) Luncheon & Trade Show	Orlando, FL	Sandy Lucania
May 21	Florida Society of Governmental Meeting Professionals (SGMP)	Tallahassee, FL	Jennifer Coto
May 25-29	International POW WOW	New Orleans, LA	Sandy Lucania

Quotable Quotes

"Of all Florida destinations, Daytona Beach is likely to rebound fastest from the effects of Sept. 11, the mild Northeast winter and lagging leisure and international travel, according to Ernst & Young Hospitality Services Group in Miami."

- *twcrossroads.com*, March 14, 2002

"This is a city of broad, white beaches on the Atlantic Ocean, home of America's most famous stock car race and a popular destination for college kids on spring break. But Daytona Beach also stands as a significant site in African-American history, linked to three important figures in the civil rights movement - Jackie Robinson, Mary McLeod Bethune and Howard Thurman."

- Sandra McKee, *The Sun* (Baltimore, Md.),
February 28, 2002

"One of the most interesting museums in the country is the Museum of Arts and Sciences in Daytona, which offers a variety of permanent exhibits including the skeleton of a 13-foot ground sloth, whose bones were found near the museum."

- Don & Bonnie Woodland, *Vitality*, February 2002

"Traditionally the spring break retreat for thousands of American college students and a Mecca for motor racing fans and bikers worldwide, Daytona Beach, in the heart of northeast Florida, is moving upmarket to attract more golfers."

- Nick Wright, *Golf Monthly* (U.K.), April 2002

"Golf is now a powerful drawing card for Daytona, but there are other reasons to plan a visit. A growing list of excellent restaurants will appeal to every palate - from the **Chart House** (dependable fare that features excellent steaks and seafood) to **Buca di Beppo** (a family-style Italian restaurant that provides a rare combination of quantity and quality) to the elegant **La Crepe en Haut** (which offers a full selection of delectable Continental dishes)."

- Reid Spencer, *Metrolina Golf Magazine*, January/February 2002

NEW SUBSCRIBERS TO THE CVB*

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

Attractions: Daytona Beach Golf Club

Retail Shops/Concessions/Other: Design Difference • Advertising Novelty

*As of March 18, 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.

Sample Consumer Media Schedule

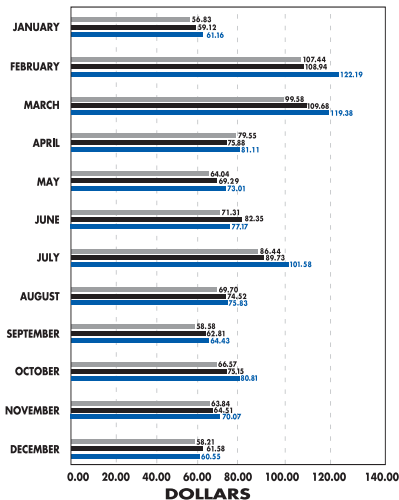
APR / MAY / JUNE 2002

PRINT SCHEDULE	APR	MAY	JUNE
AAA Home & Away		X	X
Better Homes & Gardens		X	X
Essentially America (UK)	X		
Family Circle	X	X	
Good Housekeeping	X	X	
Great Getaways		X	X
Ladies Home Journal		X	X
Midwest Living	X		
My Generation	X		
National Geographic Traveler	X	X	
Rosie	X		
See America (UK)	X		X
Southern Living	X	X	X
Travel 50 & Beyond	X	X	X
Travel America	X	X	X
Vacations	X	X	X

BROADCAST SCHEDULE

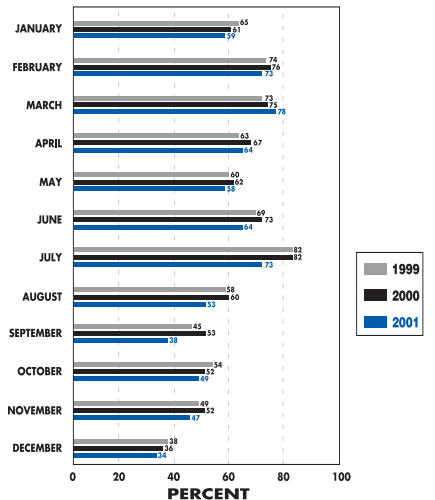
U.S. National Cable	X		
Spot Television – Southeast		X	X

DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1999-2001



Represents 200+ Properties
December High: \$107.31 Low: \$25.71
Mid Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1999-2001



Represents 200+ Properties
December High: 85% Low: 4%
Mid Florida Marketing & Research, Inc.