



# BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

AUGUST/SEPTEMBER 2002

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## HAAA APPROVES 2002-2003 MARKETING BUDGET

The Halifax Area Advertising Authority recently approved the Convention and Visitors Bureau's new marketing plan which appropriates more than \$4.4 million to tourism advertising, promotion and research. The CVB will allocate \$1.7 million of those funds to direct consumer efforts – such as print and television ad placements – in the United States, Canada and the United Kingdom. In July, Fry Hammond Barr of Orlando, the Convention and Visitors Bureau's advertising agency of record, began filming new creative for television and print ads. The per inquiry television spots will debut in late September on Canadian national cable and in late February on U.S. national cable.



Fry Hammond Barr's production team was in the area on July 22-25 shooting creative for the CVB's new print and television ad campaigns.

"Like our previous television and print advertising campaigns, our creative will continue to promote the area as a premier family vacation destination," says Sharon Mock, executive director of the CVB. "The ads will showcase the beautiful beaches, popular attractions and numerous recreational and leisure activities that await visitors," Mock explains.

The CVB's marketing plan also allocates funds to target programs such as meetings and conventions, golf,

Superior Small Lodging and travel industry sales. A notable funding increase was allotted to the Bureau's Golf Daytona Beach program, which will receive \$225,000 – up from \$190,000 – for its direct consumer marketing efforts.

The communications and meetings and conventions departments also received notable funding increases. The communications department will use its extra funds to implement a community information campaign advocating the value of tourism, while the meetings and conventions department will use its new budget to expand its marketing efforts and attract more convention business to the area.

In addition, the CVB plan earmarks \$75,000 for cooperative marketing efforts with **Daytona Beach International Airport**. A \$5,000 increase over the 2001-2002 fiscal year allotment, these funds are designated for travel agent and tour operator promotions, as well as consumer advertising.

Copies of the CVB's marketing plan will be available beginning September 1. To receive a copy, please contact Jacque Beckley at 255.0415, ext. 121 or [jbeckley@daytonabeachcvb.org](mailto:jbeckley@daytonabeachcvb.org).

## THE ABA SELECTS DAYTONA BEACH AS HOST OF ITS 2006 CONVENTION

The American Baptist Association has selected Daytona Beach as the site of its June 2006 convention. The ABA will utilize **Peabody Auditorium** throughout the gathering. The Adam's Mark Daytona Beach Resort will serve as the host hotel. An estimated 2,500 members of the ABA are expected to attend.

"We are elated about our selection as host city for this very prestigious organization," says Convention and Visitors Bureau Director of Convention Sales Sally Gardiner, who along with Karen Szemborski of the Adam's Mark, recently attended the association's 2002 convention in Chattanooga, Tennessee to present a bid for its 2006 gathering. "We are especially honored because Daytona Beach was selected by a nearly unanimous vote of the association's members," Gardiner explains.

In other meetings and conventions news, the CVB along with several members of its subscriber program, co-hosted a luncheon for the attendees of the 2002 annual conference of the Florida Society of Association Executives. Held at the Biltmore Hotel in Coral Gables, the purpose of the luncheon was to announce the Daytona Beach area as the site of next year's FSAAE conference on July 9-12, 2003. Approximately 350-400 attendees are expected at the 2003 conference, which will be hosted by the Adam's Mark. The Daytona Beach area has not hosted the FSAAE since 1989.



On July 12, the CVB along with several members of its subscriber program, co-hosted a luncheon for the attendees of the 2002 annual conference of the Florida Society of Association Executives. Participants included (left to right): Melody Pleasant of the **Plaza Resort & Spa/Oceans Resorts**, Mary Jo Ortiz of the **Adam's Mark**, Jan Pittard of the **Ocean Center/Ocean Walk Village**, CVB Convention Sales Director Sally Gardiner, Marsha Black of the **Hilton Daytona Beach Oceanfront Resort**, and CVB Sales Manager Jennifer Coto. Holly Harris-Hyatt of **Daytona International Speedway/Daytona USA** was also in attendance.

**HALIFAX AREA  
ADVERTISING  
AUTHORITY**

*Chairman*

**George Anderson**

*Ocean Walk*

*Vice-Chairman*

**Blaine Lansberry**

*Bahama House*

*Secretary/Treasurer*

**Larry Fornari**

*Palm Plaza Resort*

**Stuart Arp**

*Adam's Mark Hotels*

**Lori Campbell Baker**

*Daytona Int'l. Speedway*

**Gary Brown**

*Sun Viking Lodge*

**Lynne Fagan**

*Ramada Inn Speedway*

**Joe Gillespie**

*Oceans Resorts*

**George Karamitos**

*Maui Nix*

**Roger Krauth**

*Colonial Palms Motel*

**Gary Libby**

*Volusia Co.*

*ECHO Committee*

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**DBACVB**

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**Linda Ryan**

*Golf & Promotions Coordinator*

**Emma Simpson**

*Visitor Information*

*Center Manager*

**Jennifer Tait**

*Receptionist*

**Bobbie Vaught**

*Advertising Coordinator /*

*Volusia County Film*

*Commission Coordinator*

**GUEST COLUMN**

**BACK TO THE BIG APPLE**

by Steve Cooke, *Director, Air Service Marketing and Community Affairs, Daytona Beach International Airport*

It's been a tough road, but with strong community support, Continental Airline's non-stop air service between Daytona Beach and the New York market will be re-established on December 12.

Prior to September 11, Continental operated scheduled airline service between Daytona Beach and Newark, New Jersey for 13 years. During the last year of operation, the Newark service generated more than 70,000 passengers with strong per flight passenger loads. This was no surprise as the Northeast has always been the Daytona Beach area's strongest fly-in market and Continental's fares were always competitive on the route. However, with the extreme downturn in air travel following September 11, it was no longer possible for Continental to operate profitably from Daytona Beach and the carrier was quickly forced to shut down operations locally and in dozens of other cities throughout its worldwide system.

Fortunately, in early February, the Federal Department of Transportation called for proposals under the new Small Community Air Service Development Pilot Program — a new federal program designed to assist smaller airports hit hard by the September 11 downturn. This program offered eligible communities the opportunity to submit proposals that would result in improved public access to the nation's air transportation system. A total of \$20 million was allocated to the one-year program with a maximum of 40 grants authorized for award. The Daytona Beach International Airport application was submitted by Volusia County in partnership with Continental Airlines, the county's three advertising authorities, and the Air Service Development Working Group. This cooperative approach was essential as the federal government wanted communities to establish partnerships and demonstrate community support within the application.

Our application was submitted along with 175 others from across the nation, including five from Florida. The DBIA proposal called for a one-year revenue guarantee to Continental Airlines of \$743,000. The revenue guarantee would be funded in part by the Federal government in the amount of \$643,000 plus \$100,000 to be contributed by Volusia County. The revenue guarantee was set to cover Continental's projected losses over a one-year period. The



revenue guarantee was further qualified to be payable only for those months where average passenger loads did not exceed 90%. In addition, the federal government was asked to contribute \$100,000 in upfront marketing funds to promote the new service. Showing teamwork and support for the application, the

three advertising authorities agreed to contribute an additional \$65,000 for marketing efforts in the New York area. This community-based partnership approach was essential to meeting the goals of this program, resulting in our application being the only one approved from the state of Florida.

The two daily flights to Newark International Airport will use the newest Continental Express jet aircraft, the EMB 145 extended range regional jet. Departure times will be announced soon. As an added incentive for early bookings, free airport parking will be available, upon request, for travelers on the new flights during December and January at the Continental ticket counter in the terminal.

The re-establishment of this route represents an important milestone on the long road back to more air travel options to Volusia County in the wake of economic and industry challenges following September 11. With it, the DBIA can again offer our region the best air service option to the Big Apple from Central Florida's most convenient airport.

**On the horizon...**

New air service prospects for DBIA include the expansion of Delta's nonstop weekend service to Cincinnati, Ohio. Operated by Delta subsidiary Comair, the Cincinnati service began with two Saturday flights in July 2001. Using the popular 50-passenger Canadair regional jet, this service was expanded in July 2002 to include an additional Saturday and Sunday departure. Airport marketing staff has continued to encourage Delta to consider daily service to Cincinnati. In addition, Delta may consider nonstop regional jet service to Dallas/Ft. Worth later this year. Other prospects include the return of Champion Air with seasonal service to Detroit during February, March and April 2003.

**CVB DISTRIBUTES  
GUEST PACKS  
TO AREA HOTELS**

In June, the Convention and Visitors Bureau began distributing its Stay An Extra Day Guest Pack containing information on the area's historical and cultural attractions to more than 30 hotels. Spearheaded by the CVB Arts and Entertainment Committee, the Guest Pack program is already being cited as successful by participating hoteliers who are beginning to see some guests extend their stay to visit the various attractions and events featured in the pack.

"Several participating hotels have even increased the amount of Guest Packs that they originally wanted," says Janet Kersey, director of tourism events and bureau services for the CVB. She adds, "In June we distributed 5,000 Guest Packs, in August we will distribute 6,000."

Currently, 33 area hotel properties are participating in the program. If your property would like to distribute Guest Packs, contact Janet Kersey at 255-0415, ext. 117 or [jkersey@daytonabeachcvb.org](mailto:jkersey@daytonabeachcvb.org).



**PARTNERSHIP WITH  
ANTHROPOLOGICAL SOCIETY  
RESULTS IN VISIT FLORIDA GRANT**

A joint effort between the Convention and Visitors Bureau and the Volusia Anthropological Society has resulted in a matching grant for \$3,500 from Visit Florida — the state's official tourism marketing agency.

The CVB and the VAS submitted a joint grant application to Visit Florida seeking funding assistance to host a media familiarization tour for journalists who specialize in heritage travel. "I believe the potential exposure of the rich heritage sites in our area offers incredible opportunities for not only establishing the area as a heritage travel destination, but also preservation of those sites," says Jay Bushnell of the Volusia Anthropological Society.

The upcoming heritage media tour will introduce journalists to sites and attractions in both Volusia and Flagler counties. Additional CVB media tours scheduled to take place in the coming fiscal year include: *America's Family Beach* on November 20-24, 2002; *Florida's Fastest Growing Golf Destination* on December 11-15, 2002; and *Romancing the Coast* (in conjunction with the St. Augustine Visitors and Convention Bureau) on May 13-18, 2003.

All media tours will be coordinated by the CVB Communications Department and Stone & Associates Marketing Communications of Tennessee.



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

	May	June
Unique Visitors	36,616	34,501
Visitor Sessions	118,247	106,377
Page Views (Impressions)	469,099	430,863
Most Popular	1. Accommodations Search 2. Live Beach Cams	1. Accommodations Search 2. Hotel Packages

### Online Reservations

	Number of Reservations	Number of Room Nights	Estimated Revenue	Average Stay	Average Daily Rate
May	146	441	\$43,653	4.18	\$96.81
June	149	466	\$43,976	4.33	\$97.48

## HOSPITALITY SPOTLIGHT

### Haunts of the World's Most Famous Beach

One of the area's newest attractions, Haunts of the World's Most Famous Beach presents tours that blend history, scientific data and haunting tales to create a delightful "fright-seeing" adventure. Operated by certified ghost hunters, Haunts of the World's Most Famous Beach offers five tours: The Original Daytona Ghost Walk, Haunted River Cruise, Amateur Researchers Tour, Riverfront Park Ghost Walk, and the DeLand Ghost Walk. Tickets are \$8 and children under 6 are free. Groups are welcomed. For tour times and additional information, please call 386.253.6034 or visit [www.hauntsofdaytona.com](http://www.hauntsofdaytona.com).

*\*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](mailto: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

August 7-9 • August 15-16 • September 11-14 • September 26-28 • October 2-4

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

## CONGRATULATIONS!

The Convention and Visitors Bureau would like to congratulate the following local hotel properties for their recent honors: The **Adam's Mark Daytona Beach Resort** has earned *Successful Meetings* magazine's Pinnacle Award which recognizes the hospitality industry's best meeting facilities. **Best Western Aku Tiki Inn** has received the Best Western Director's Award for maintaining outstanding quality standards. The **Hampton Inn Daytona Beach Speedway/Airport** has been named a Hampton Circle of Excellence Award winner and the **Ramada Inn Speedway** has received its sixth consecutive "Gold Key" designation from Ramada Franchise Systems.

## 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
August 8	Destinations Showcase	Chicago, Illinois	Sally Gardiner
August 15-16	Association of Convention Marketing Executives	Denver, Colorado	Sally Gardiner
August 17-18	American Society of Association Executives	Denver, Colorado	Sally Gardiner
August 25-26	Florida Specialist Super Fam Tour	Daytona Beach	Sandy Lucania
September 4-5	Affordable Meetings	Washington, DC	Jennifer Coto
September 24-26	Incentive Travel & Meetings Executives	Chicago, Illinois	Sally Gardiner

## Quotable Quotes

"Golf has also become a major drawing card to the region. The **Ladies Professional Golf Association's** international headquarters is here and anyone looking for the slightest excuse to swing a club will find it hard to pass up at the 30 golf courses of the area. Further temptation is added by local hotels which offer good accommodation and golf packages."

- Peter Wilson, *The StarPhoenix*,  
(Saskatoon, Saskatchewan, Canada), July 13, 2002

"When you think of Daytona Beach, you may think of Spring Break and the Daytona 500, but this little Atlantic city jewel is so much more. Naturally there is the beach and swimming, charter boat fishing and excellent seafood, but there is also the tallest lighthouse in the United States (standing on its original foundation), art and history museums and botanical gardens."

- Marilyn Thorbahn, *50 Plus*, May 31-June 13, 2002

"Northeast Florida's most famous beach (Daytona Beach) is great family fun."

- Roberta Sandler, *BJ's (Wholesale Club) Journal*,  
Summer 2002 Vol. 13, No. 2

"Vacation deals are a click away when you visit [www.daytonabeach.com](http://www.daytonabeach.com), the official visitor information Web site of the Daytona Beach Area Convention and Visitors Bureau. Updated daily, the Web site's new Hot Deals section features information on special offers and vacation packages currently offered by Daytona Beach area hotels and resorts."

- Tom Parsons' *Bestfares.com*, June 2002

"Back in Daytona, along Beach Street, it's nice to wander along the quaint little shops, have lunch, dinner or just a coffee. But a must is a visit to **Angell and Phelps Chocolate Factory** that's been making its own candy since 1925."

- Ruth Brindle, *Manchester Evening News (U.K.)*,  
June 8, 2002

## HAAA MEMBERS RE-APPOINTED

Four members of the Halifax Area Advertising Authority have been re-appointed by the Volusia County Council.

Lori Campbell Baker of **Daytona International Speedway**; Gary Libby, chairperson of the **Volusia County ECHO Committee**; Gary Brown of **Sun Viking Lodge**; and Larry Fornari of the **Palm Plaza Resort** were each appointed to serve another three-year term on the advertising authority. Their terms will expire on July 31, 2005.

The Volusia County Council appoints the 11 members of the HAAA on a rotating basis. The authority is charged with the administration and disbursement of proceeds from the three-percent Convention Development Tax on transient accommodation rentals.

## Sample Consumer Media Schedule

AUGUST/SEPTEMBER/OCTOBER 2002

PRINT SCHEDULE	AUG	SEP	OCT
AAA/Rand McNally	X	X	X
Canadian Vacation Guide		X	X
Florida Monthly	X		
Leisureways & Journey (Canada)			X
Montreal Gazette			X
See America (UK)		X	X
Southern Living	X	X	X
Toronto Sun		X	
Travel 50 & Beyond	X	X	X
Vacations	X	X	X
BROADCAST SCHEDULE			
Canadian Nat'l. Cable (Per Inquiry Television)		X	X
Spot Television (In-State Only)	X		

## NEW SUBSCRIBERS TO THE CVB\*

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

**Attractions:** Chapel in the Garden

**Hotels/Motels/Campgrounds:** Sea Garden Resort

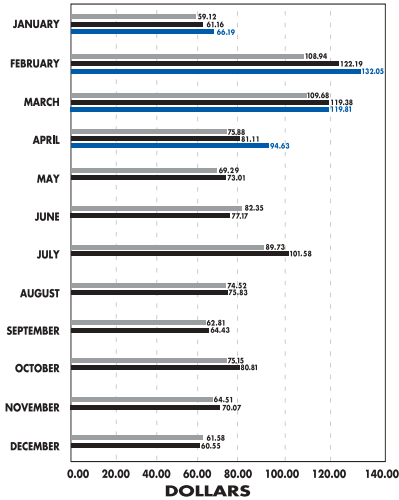
**Retail Shops / Restaurants / Concessions / Other:**

A1A 1/2 Hour Photo • Astrologytalk • Curbside Café  
 • Daytona Production • J.R. Yelle Photography • Ritter's  
 Frozen Custard • The Wreck Riverfront Bar & Grill

\*As of July 26, 2002

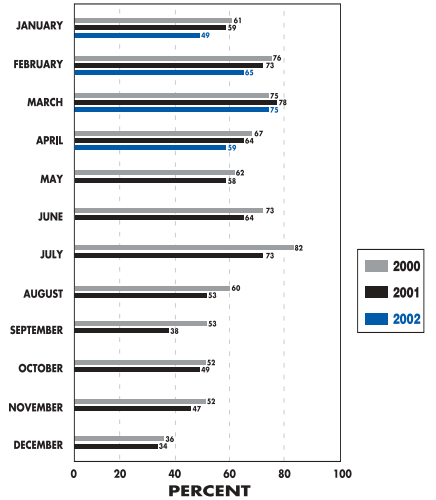
CVB subscribers receive industry leads, this bi-monthly newsletter, free listings in various publications, sales and marketing opportunities, and much more. There is no charge to become a CVB subscriber. For more information, contact Vicki DiMaria at 255.0415, ext. 119 or [vdimaria@daytonabeachcvb.org](mailto:vdimaria@daytonabeachcvb.org).

### DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2000-2002



Represents 200+ Properties  
 April High: \$197.87 Low: \$33.16  
Mid Florida Marketing & Research, Inc.

### DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2000-2002



Represents 200+ Properties  
 April High: 85% Low: 13%  
Mid Florida Marketing & Research, Inc.