



BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

FEBRUARY/MARCH 2002

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VISIT FLORIDA FUNDS GIVE BOOST TO CVB SUMMER CAMPAIGN

The Daytona Beach Area Convention and Visitors Bureau's summer advertising campaign recently received a financial boost when its request for a dollar-for-dollar funding match from VISIT FLORIDA, the state's official tourism promotion corporation, was approved for \$429,139.

"The funding we've received from the VISIT FLORIDA Economic Stimulus Co-Op will go towards supplementing our summer campaign. It will allow us to increase the size of our print ads as well as expand the coverage of our television ads," explains Sharon Mock, executive director for the Daytona Beach Area Convention and Visitors Bureau.

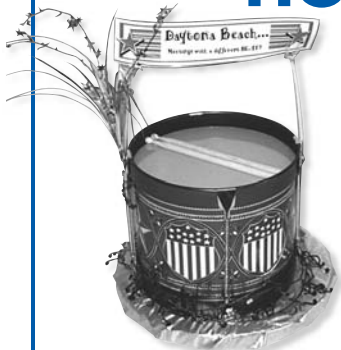
The VISIT FLORIDA Economic Stimulus Co-op is funded by a \$20 million appropriation signed last December by Gov. Jeb Bush. The appropriation provides VISIT FLORIDA with additional resources to assist in the recovery of the state's tourism industry. By law, the entire appropriation must be used exclusively for advertising and cannot be diverted into other tourism marketing activities. In order to receive a dollar-for-dollar match, the CVB had to agree to include VISIT FLORIDA's FLA USA logo in all of its summer print and television ads.



Summer print ads will feature VISIT FLORIDA's FLA USA logo.

For its upcoming campaign, the CVB will continue to utilize the "Make Time" print and television creative. Designed to appeal to domestic empty nesters (Adults 55 and older) and domestic and international families (Adults 25-54), the campaign's print ads will begin running in March. The ads will appear in such popular publications as *Family Circle*, *Rosie*, *Good Housekeeping* and *Better Homes and Gardens*, encouraging consumers to "Make Time" for family and friends. Thirty second television ads will air from April 29-June 30 in Atlanta, Jacksonville, Gainesville and Orlando. In addition, the CVB will partner with the St. Augustine Visitors and Convention Bureau to produce a four-page, four color newspaper insert that will be distributed in various drive markets in Georgia, South Carolina and North Carolina.

CVB, OCEAN CENTER PARTNER TO HOST RCMA LUNCHEON



The meetings and conventions department created these centerpieces for its RCMA luncheon.

On January 31, the CVB and the Ocean Center partnered to host a luncheon for approximately 1,100 meeting planners attending the Religious Conference Management Association's annual conference and tradeshow in Tampa.

During the luncheon, Sally Gardiner, director of convention sales for the CVB, unveiled the Bureau's new video titled *Meetings With A Different Beat*. Each table at the luncheon featured a red, white and blue drum souvenir centerpiece with the video's theme bannered across the top. Entertainment was provided by the Bethune-Cookman College male concert chorale ensemble.

"Religious meetings are an important market segment for the Daytona Beach area. To be able to showcase the area to meeting planners representing 400 religious organizations was an opportunity we could not miss," says Gardiner.

Held at the Tampa Convention Center on January 29-February 1, the conference marked the thirtieth anniversary of the RCMA — the world's preeminent society for religious meeting professionals. Representatives from Ocean Walk Village, Treasure Island Resort, the Adam's Mark, DAYTONA USA, El Caribe Resort and Conference Center and the Plaza Resort and Spa, joined the CVB and the Ocean Center as exhibitors at the conference.

The meetings and conventions department also hosted the RCMA Pre-Fam Tour on January 25-28. The familiarization tour of nine religious meeting planners visited DAYTONA USA/Daytona International Speedway and Adventure Landing Waterpark. In addition, the group took in a show at Seaside Music Theater and dined at Inlet Harbor Marina & Restaurant and the Chart House. The tour's host hotel was the Adam's Mark. Other participating properties included Oceans Resorts, the Hilton Daytona Beach Oceanfront Resort and Ocean Walk Resort.

**HALIFAX AREA
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Larry Fornari

Palm Plaza Resort

Joe Gillespie

Oceans Resorts

George Karamitos

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Gary Libby

Museum of Arts & Sciences

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DBACVB

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Advertising Coordinator /

Volusia County Film

Commission Coordinator

GUEST COLUMN

ADAM'S MARK NORTH IS READY FOR MEETINGS

by Stuart Arp, Senior Vice President/General Manager, Adam's Mark Hotels & Resorts

The Adam's Mark Daytona Beach Resort is proud to announce the grand opening of its North Tower expansion. Unveiled on February 1, our \$53 million expansion has opened its doors in the midst of the area's tourism event season, making this occasion even more exciting for us because we look forward to serving our area's many loyal leisure visitors.

The opening of Adam's Mark North is also notable because it is an extremely important addition to our area's growing inventory of quality meetings and convention facilities. Our new North Tower adds 310 rooms, most of them oceanfront, to our existing 436 rooms — increasing our total room count to 746. The expansion also adds 35,000 square feet of meeting space to the resort, elevating our total meetings space to 60,000 square feet. This total includes an 18,000-square foot ballroom that accommodates 1,925 guests reception style and 1,500 guests banquet style. The North Tower will also feature an additional pool, health club, retail shop, parking garage and a new "North Turn" racing-themed sports bar. Guests can conveniently enjoy all the amenities in both towers via an enclosed ocean view corridor.

We are excited by this expansion because it not only allows us to accommodate larger meetings and conventions, but it also marks the continued transformation of



STUART ARP

the Daytona Beach area into a more competitive meetings destination.

Meetings and conventions are an important market segment because one group can pump thousands of dollars into a destination's economy. They are also important because they bring people to destinations they may never have considered visiting on their own. Once a conventioner has arrived, that is a hotel's prime opportunity to turn that guest into a future vacationer.

As a partner in Ocean Walk Village, I am pleased to see other redevelopments spurred by the Ocean Walk projects. The numerous additions, renovations and upgrades taking place at area beachside properties, large and small, benefits us all. It improves the look and quality of our destination, which, in turn, attracts the consideration of meeting planners, who are already beginning to take notice of our extensive redevelopment efforts.

In conclusion, our success in the Daytona Beach area is, in no small part, due to the support we have received from the local community. The Adam's Mark Daytona Beach Resort is proud to be a part of this community and its redevelopment efforts, and we remain committed to being a leader in the area's evolution into a premier meetings and conventions destination.

NEW A&E PROGRAM INVITES VISITORS TO EXTEND THEIR STAY

The CVB is preparing to launch "Stay An Extra Day" — a new arts and entertainment program. The program's goal is to persuade visitors to extend their vacation stay by making them aware of the Daytona Beach area's many cultural and off-the-beaten path attractions.

The program's Stay An Extra Day Guest Pack will contain the brochures of area cultural attractions. It will be available at the front desk of participating area hotels. So far, 30 hotel properties have signed up to participate in the program. If your hotel property or cultural attraction would like to take part, contact Janet Kersey at 255.0415 ext. 117 or jkersey@daytonabeachcvb.org.

WHO'S NEW AT THE CVB



ERICA ANDERSON

Erica Anderson is the Communications Department's new intern. A native of South Bend, Indiana, Erica is a junior majoring in public relations/advertising at Bethune-Cookman College.

Linda Ryan has joined the staff of the CVB as the golf program coordinator. She is responsible for coordinating all areas of Golf Daytona Beach's operations and marketing. The CVB began administering the Golf Daytona Beach program last October.

In other departmental news, Bobbie Vaught has been named coordinator for the Volusia County Film Office which was recently brought in-house to the CVB. Also, Deb Ryan has had a change in her job title. Deb now serves as administrative coordinator for the CVB.



LINDA RYAN

HAAA APPROVES FUNDS FOR MUSIC FESTIVAL

The Halifax Area Advertising Authority recently voted to provide the Daytona Beach Music Festival with \$12,000 in marketing support.

Scheduled to take place April 19-20, April 26-27, May 3-4 and May 10-11, the Daytona Beach Music Festival will bring high school and middle school students and their families to the area to compete in band and choral



Daytona Beach Music Festival

competitions. The festival is expected to generate approximately 5,300 room nights.

The marketing support from HAAA is earmarked for brochure creative, printing, and postage as well as representation at music educator tradeshows in Chicago, Tampa, Winston-Salem, North Carolina; Auburn, Alabama; Savannah, Georgia; Charleston, South Carolina and San Antonio, Texas.

ORMOND BEACH VISITOR CENTER UNDER RENOVATION

The Ormond Beach Chamber of Commerce/Visitor Information Center is under renovation. Chamber officials say the building's renovation will allow for an enriched Visitor Information Center that is more visible and accessible. A satellite center for the CVB, the VIC will be made adaptable for future upgrades such as computer aided visitor information kiosks. The renovation will be completed in July.

While the Ormond Beach Chamber of Commerce distributes the CVB's Visitors Guide and Superior Small Lodging directory, all area businesses interested in having their literature distributed are encouraged to become chamber members. For more information call 677.3454.



MONTHLY FAST FACTS (www.daytonabeach.com)

	Visitor Sessions	Page Views (Impressions)	Most Popular
November	70,827	202,963	1. Accommodations Search 2. Vacation Specials
November	74,081	194,285	1. Accommodations Search 2. Calendar of Events

Online Reservations

	Number of Reservations	Number of Room Nights	Estimated Revenue	Average Stay	Average Daily Rate
November	77	292	\$32,450	3.38	\$119
December	91	307	\$31,309	2.82	\$101

HOSPITALITY SPOTLIGHT

VOTRAN's New A1A Trolleys

VOTRAN kicked off the trolley riding season on January 14 with four new trolleys ready to serve beachside tourists and residents. The festively colored trolleys are equipped with wheel chair lifts and talking bus features that call out stops. They replace four 10-year-old, wood-paneled trolleys that were becoming too expensive to maintain.

The new, 35-foot, air conditioned trolleys accommodate 36 passengers. They operate from noon to midnight Monday through Saturday along Atlantic Avenue (A1A) from Granada to Dunlawton Avenues. The trolley riding season concludes on Labor Day. Regular fares are \$1 for adults and 50 cents for senior citizens, students and persons with disabilities. Area hotels are encouraged to purchase quantities of tickets at a discounted rate as an extra amenity for their guests. Call 756.7496 for more information.

**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 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

- February 7-9 • February 22-23 • February 27-28 •
- March 14-16 • March 21-24 • April 4-6 •

Please contact Sharon Bernhard at 255.0415, ext. 118 or sbernhard@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
Feb. 1-3	Destinations 2002	London, England	Sherman Briscoe
Feb. 2-7	American Bus Marketplace	Kissimmee, FL	Sandy Lucania
Feb. 12	VISIT FLORIDA Media Mission	Atlanta, GA	Susan McLain
Feb. 15-17	Play Florida Golf	Chicago, IL	Sany Lucania
Feb. 19-21	Georgia Meeting Professional International Tradeshow	Atlanta, GA	Jennifer Coto
Feb. 20	North Central Florida Tradeshow	Gainesville, FL	Sally Gardiner
Feb. 21	Central Florida Society of Government Meeting Professionals	Gainesville, FL	Sally Gardiner
Feb. 22-27	Travel South	Hot Springs, AR	Sandy Lucania
Feb. 28-March 1	Conference Direct Annual Meeting	Orlando, FL	Jennifer Coto
Feb. 28-Mar.3	Play Florida Golf	Toronto, ON	Sandy Lucania
Mar. 8-10	PlayFlorida Golf	Detroit, MI	Sandy Lucania

Quotable Quotes

"Few other cities in the southern states have transformed themselves as dramatically as Daytona Beach has in the last few years. City officials and area hoteliers have especially targeted meeting planners in their long-term vision, with a host of infrastructure improvements and new or renovated hotels and conference venues."

— Greg Oates, *Meetings South*, December 2001/January 2002

"The coastal shores of the Daytona Beach area are the perfect vacation playground, with sparkling (beaches) and fabulous golf courses."

— AAA *Going Places*, January/February 2002

"While 2002 is yet to begin, July 11 to 27, 2003, is on the minds of Daytona Beach visitor interests, as those will be the dates for the next **Florida International Festival**, featuring the London Symphony Orchestra."

— Henry Magenheim, *Travel Weekly's Florida E-Letter*, December 26, 2001

"Whether your clients seek high-speed, heart-pounding racing excitement or lazy days on the beach, they can find it in Daytona Beach. With an abundance of accommodations, attractions and dining choices, your clients won't come back from Daytona complaining that there was nothing to do or see."

— Kate Padden Silvester, *Travel Agent*, December 10, 2001

"Daytona Beach, with 23 miles of white, sandy beaches and the world-renowned **Daytona International Speedway**, provides a fun and adventurous backdrop for any convention or meeting."

— Mona Neff, *The Meeting Professional*, November 2001

NEW SUBSCRIBERS TO THE CVB*

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

Hotels/Motels/Campgrounds: Best Western Deltona Inn • Cottages-By-The-Sea • Daytona Beach Oceanfront Condos • Luxury Oceanfront Condominium

Retail Shops/Concessions/Other: Design Difference • Gaines U.S. Tours & Charter Service

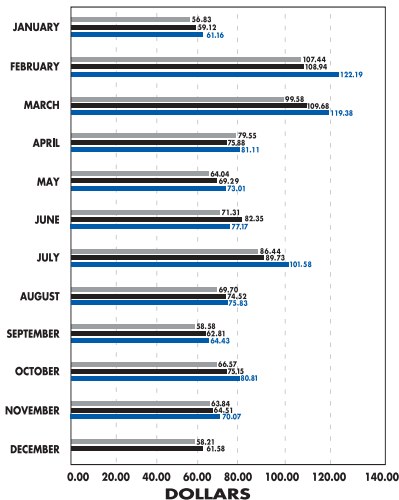
**As of January 24, 2002*

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 Janet Kersey at 255.0415, ext. 117 or jkersey@daytonabeachcvb.org.

Sample Consumer Media Schedule FEB / MAR / APR 2002

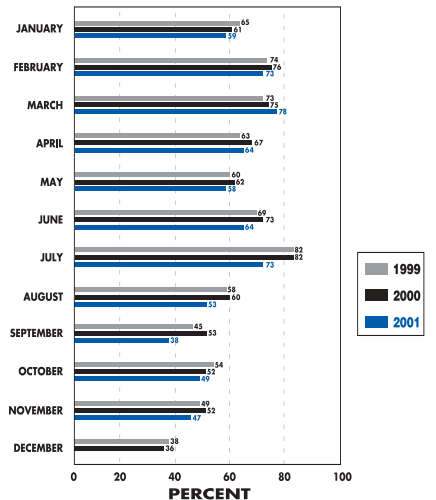
PRINT SCHEDULE	FEB	MAR	APR
AAA Home & Away	X		
AAA Going Places	X	X	X
Better Homes & Gardens		X	
Budget Travel		X	X
Essentially America (UK)	X	X	X
Family Fun		X	X
Family Circle		X	X
Home & Away		X	X
The Mail on Sunday (UK)	X		
Michigan Living		X	
My Generation		X	X
Rosie		X	X
Sky TV (UK)	X		
Southern Living		X	X
Toronto Sun	X		
USA Weekend		X	
Vacations	X	X	X
BROADCAST SCHEDULE			
U.S. National Cable	X	X	X

DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1999-2001



Represents 200+ Properties
November 2001 High: \$101.91 Low: \$30.33
Mid Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1999-2001



Represents 200+ Properties
November High: 90% Low: 14%
Mid Florida Marketing & Research, Inc.