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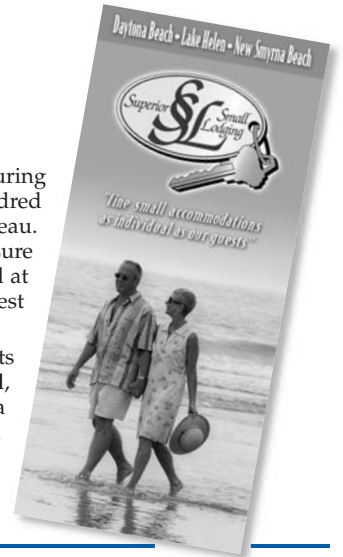
Bobbie Vaught
Marketing Assistant

**SSL PROGRAM
RELEASES NEW GUIDE,
ELECTS NEW OFFICERS**

Superior Small Lodging of Volusia County, Inc., has released its 2003 guide featuring 63 of the area's finest small motels, hotels, bed and breakfasts and inns. One hundred seventy-five thousand guides have been printed by the Convention and Visitors Bureau. They will be distributed nationally and internationally via the CVB in response to leisure traveler and travel agent inquiries. In addition, the 40-page guide will be distributed at Visit Florida Welcome Centers, tradeshows and through the Southeast Volusia and West Volusia advertising authorities.

In other SSL news, members of the quality assurance program recently elected its 2003 board of directors. They include: Mary Brown, **Symphony Beach Motel**, president; Stanley Obrochta, **Atlantic Ocean Palm Inn**, vice president; Virginia Brown, **Breakers Beach Motel**, treasurer/secretary; Frank Molnar, **Shoreline All Suites Inn**; Martha Nightswonger, **Night Swan Intracoastal B&B**; Cindy Kinberger, **Dream Inn**; and Sue Robinson, **Coastal Waters Inn**.

2003 Volusia County
Superior Small Lodging Guide



CVB HOSTS INT'L TRAVEL AGENTS AND MEDIA

Thirty members of the United Kingdom's travel industry visited the state's central east coast during the Florida Golf Classic which took place on Nov. 21-28, 2002.

A joint effort between the Daytona Beach Area CVB and the Space Coast Office of Tourism, the Florida Golf Classic showcased courses in Brevard and Volusia counties. While in the Daytona Beach area, the group played at **LPGA International**, **Pelican Bay South** and **Halifax Plantation**. The last time the Daytona Beach area hosted the FGC was in 1995.



Florida Golf Classic participants stopped for a photo in Victory Lane at Daytona International Speedway.

Sandy Lucania, director of travel industry sales for the CVB, reports that participants were very impressed with the area's courses. "As a result of us hosting this prestigious event, two area hotels were able to land contracts with its participants," Lucania says.

On Nov. 26 the CVB's travel industry sales department hosted 15 German travel agents who were part of a larger delegation visiting Central Florida as a result of a promotion by an Orlando-based receptive tour operator. Motorcycling enthusiasts, all 15 members of the group traveled to Daytona Beach from Orlando on motorcycles. During their day-long visit, the group had the opportunity to tour **Main Street**, **Ocean Walk Village** and **Riverfront Marketplace**. Lucania says the group enjoyed their daytrip and was especially excited about visiting the beach. "That was their number one request," Lucania explains.

Also in November, the public relations department hosted 12 travel writers from throughout the U.S. and Canada during its **America's Family Beach** media tour on Nov. 20-24, 2002. Already the department has received several positive Daytona Beach area travel features written by the tour's participants. Accommodations for the tour were provided by **Ocean Walk Resort**.

Seven golf travel writers visited the area during the public relations department's **Florida's Golf Playground** media tour on December 11-15, 2002. Participating writers had the chance to golf at several area courses including the Donald Ross Course at **Daytona Beach Municipal Golf Club** and **Victoria Hills Golf Club** in DeLand. The **Adam's Mark Daytona Beach Resort** provided accommodations for the tour.

TOURISM CONNECTION

Hotels, restaurants and attractions are not the only businesses that benefit from tourism. Here's one . . .

Owned and operated by Raymond Webb, Kenco 2000, Inc. Sign & Awning, 1539 Garden Avenue, Holly Hill, is a leader in the manufacturing, servicing and installation of on-premise advertising displays throughout the south-eastern United States.

Kenco 2000 operates from a 30,000-square foot manufacturing facility which also houses Webb's other companies — American Mobile Media and Kenco Architectural Signage and Specialties. The company has a team of 30 employees, including office and sales staff, graphic designers and technicians. Kenco currently has an eight-truck installation and service fleet.



Hospitality businesses are not the only ones that benefit from tourism. Raymond Webb, president and CEO of Kenco 2000, Inc., in Holly Hill, says 'tourism has to be good' in order for his company to prosper.

"Tourism has to be good in order for us to prosper," Webb says adding, "One of our most profitable times of the year is Bike Week."

During Bike Week, Kenco provides its services to clients such as **Daytona Harley-Davidson**. Most recently the company designed and manufactured signage for Caribbean Jack's Restaurant and Marina. The company also boasts Walt Disney World as a member of its client list.

For more information about Kenco 2000, Inc. and the services it provides call (386) 672-1590 or visit www.kenco2000inc.com.



Web Watch

E-News Blast Well Received By Consumers

In January, the CVB distributed its seasonal electronic newsletter, *e-Daytona Beach!* to its e-mail database of 21,873 consumers who had previously requested Daytona Beach area vacation planning information. The newsletter, which contained information on area beaches, golf courses, accommodations upcoming events and cultural attractions, was well received by recipients. One recipient responded, "Thanks for the e-mail! It's just exactly what I need right now because it is only 8 degrees here in West Virginia this morning and we have several inches of snow. Daytona (Beach) looks better than ever right now. Please send additional information anytime."

The overall response rate for *e-Daytona Beach!* exceeds national e-marketing standards, with 42 percent of its recipients opening the correspondence and 26.9 percent actually clicking through its hyperlinks for more detailed information about the area on www.daytonabeach.com - the bureau's official visitor information Web site. The national averages for e-mail openings and "click throughs" are 39.9 percent and 24.7 percent, respectively.

MONTHLY FAST FACTS (www.daytonabeach.com)

	November	December
Unique Visitors	37,974	28,548
Visitor Sessions	111,785	84,524
Page Views (Impressions)	361,655	272,827
Most Popular	1. Hotel Search 2. Online Reservations 3. Calendar of Events	1. Hotel Search 2. Online Reservations 3. Calendar of Events

CVB ANNOUNCES SPRING WELCOME CENTER PROMOTIONS

The CVB's bureau services department has scheduled four consumer promotions for the Visit Florida Welcome Center located at the Yulee intersection on I-95. The promotions will take place on February 13-15, February 19-22, March 13-15 and March 19-22. During these promotional periods, a specially trained CVB representative will staff the Daytona Beach booth.

Welcome Center promotions are an excellent way to introduce potential guests to your business. According to a return on investment study conducted by VISIT FLORIDA, the state's official tourism marketing agency, four out of 10 travel parties that stopped by one of its four highway welcome centers on their way into Florida modified their trip by either visiting an additional destination, lengthening their stay or staying at a hotel they learned about at the center.

To learn how your hotel, motel, restaurant or attraction can take part in these upcoming promotional opportunities, contact Roxanne Olsen at 386.255.0415, ext. 114 or rolsen@daytonabeachcvb.org.

CVB SALES OUTREACH

The CVB actively promotes the Daytona Beach area as a preferred destination to meeting planners, travel agents, tour operators and travel writers through national and international tradeshows, exhibitions and networking functions.

DATE	EVENT	LOCATION	STAFF
Feb. 11-12	Association for Convention Marketing Executives	Washington, D.C.	Sally Gardiner
Feb. 13	Destinations Showcase	Washington, D.C.	Sally Gardiner
Feb. 14-16	Chicago Golf Show	Chicago, IL	Brian Hunicke
Feb. 14-20	Travel South 2003	Savannah, GA	Sandy Lucania
Feb. 18	Georgia Meeting Professionals Int'l. Monthly Luncheon	Atlanta, GA	Jennifer Coto
Feb. 18	VISIT FLORIDA Media Reception	Atlanta, GA	Tangela Boyd
Feb. 19	North Central Florida Meeting Planners Expo	Gainesville, FL	Sally Gardiner
Feb. 20	Society of Government Meeting Professionals - Central Florida Annual Silent Auction	Gainesville, FL	Sally Gardiner
Feb. 21-23	2 Your Health Lifestyles Expo	Orlando, FL	Roxanne Olsen
Feb. 26	Travel Industry Reception at DBIA	Daytona Beach, FL	Sandy Lucania
Feb. 28-Mar. 2	Toronto Star Golf Show	Toronto, Canada	Brian Hunicke
March 7-9	Michigan Golf Show	Detroit, MI	Brian Hunicke
March 19	SGMP Supplier Appreciation Night	Tallahassee, FL	Jennifer Coto
March 20	Tallahassee Society of Association Executives Luncheon	Tallahassee, FL	Jennifer Coto

Quotable Quotes

"This beautiful oceanfront community (the Daytona Beach area) is a must for families. There are so many attractions and accommodations in this location that anyone in Canada looking for a special place to visit will benefit from the experience."

- Randy W. Rowett, *The Flightpath News* (Canada),
December 18, 2002-January 7, 2003

"The Atlantic Ocean beaches and the Daytona 500 have long drawn throngs of visitors to Daytona Beach, Fla., but the city has worked diligently to expand its offerings beyond the beach and the annual NASCAR race. Today the city is a highly sought-after meeting and convention destination."

- Angie Baldwin, *ConventionSouth*, January 2003

"We look forward to **Biketoberfest®** in Daytona Beach, Florida, every year because it is the last great rally for the majority of the country before winter sets in. This year's Biketoberfest® was especially fun because the weather was perfectly accommodating for riding and being outdoors."

- Greg Friend, *Hot Bike*, March 2003

"My two favorite places in Daytona (Beach) have nothing to do with racing or beachgoing. One is a museum (the Museum of Arts and Sciences), the other is a lighthouse."

- Jean Allen, *South Florida Sun-Sentinel.com*,
December 24, 2003

"Attractions like the free tour of **Angell & Phelps** capture the feel of Daytona Beach: history, a personal touch, service, and progress, without the loss of quality. It's nice to visit a place where people care about such things."

- Neilia Sherman, *BootsnAll.com*, January 2003

NEW CVB MEMBERS*

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

Attractions: The Beresford Lady Tour Boat; Trolley Boats of Daytona, LLC; Turnbull Bay Golf Course

Hotels/Motels/Campgrounds: Parkway Motel; Live Oak Inn

Restaurants: Bubba Gump Shrimp Co.

Other: Daytona Sun Times

*As of January 27, 2003

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.

Sample Print Consumer Media Schedule Domestic

FEBRUARY/MARCH/APRIL 2003

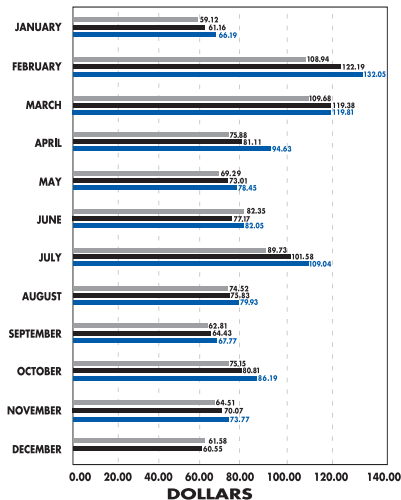
PRINT SCHEDULE	FEB	MAR	APR
AAA Going Places	X	X	X
Compass Family Travel	X	X	X
Family Circle		X	X
Good Housekeeping		X	X
Southern Living		X	X
Travel America	X	X	X
Women's Day		X	X
BROADCAST SCHEDULE	FEB	MAR	APR
Per Inquiry TV -			
U.S. National Cable	X	X	X

Visitors Guide Contracts Are Due!

Don't be left out of the 2003-04 *Daytona Beach Area Visitors Guide*. Remember these important dates:

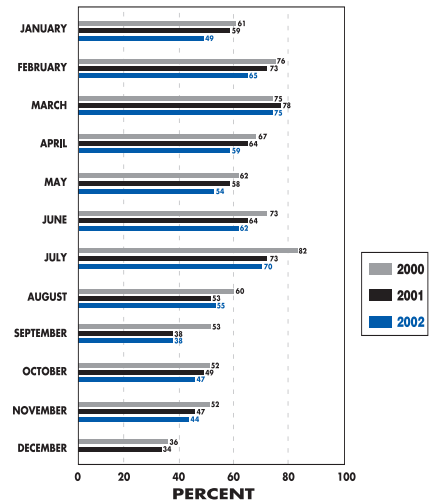
- **First Position Drawing:** Feb. 21, 2003 at 9 AM
- **Contract and Payment Due:** Feb. 26, 2003
- **Artwork Due:** March 14, 2003

DAYTONA BEACH HOTEL/MOTEL
AVERAGE DAILY RATE 2000-2002



Represents 200+ Properties
November High: \$149.37 Low: \$33.23
Mid Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL
OCCUPANCY 2000-2002



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

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