

# BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

DECEMBER 2001 / JANUARY 2002



## SUPERIOR SMALL LODGING MEMBERSHIP REACHES RECORD HIGH

Membership in Volusia County's **Superior Small Lodging** program has increased from 67 to 74 properties — a record for the local organization.

Nine new properties have joined the program including: **Days Inn**, Ormond Beach; **Sea Shells Beach Club**, Daytona Beach; **Super 8 Oceanfront**, Daytona Beach; **Carol Inn**, Daytona Beach Shores; **Famous Shores Motel**, Daytona Beach Shores; **Sunglow Resort**, Daytona Beach Shores; **Sun Ranch Motor Lodge**, Daytona Beach Shores; **Beach Quarters Resort**, Daytona Beach Shores; and the **Saxony Motel**, Daytona Beach.

Membership in the SSL program is determined by each property passing an annual inspection and meeting quality assurance criteria for cleanliness, comfort, privacy and safety. This year, the program's acceptance standard was raised to a minimum overall score of 82. Previously, properties needed to score an 80 to pass the inspection which is conducted by an independently-run property review program. Thirty-six of the program's returning properties improved on their scores from the previous year.

Both new and returning members were honored at the annual SSL banquet held on November 14 at **Angell & Phelps Restaurant & Wine Bar** at Riverfront Marketplace in downtown Daytona Beach. Also during the banquet, members elected the organization's 2002 board of directors. SSL members elected to serve on the board include: Mary Brown of the **Symphony Beach Motel**, president; Eve Krauth of the **Colonial Palms**, vice president; Andrew Hands of the **Ocean Court Motel**, treasurer/secretary; Tom Mason of the **Buccaneer Motel**; Barbara Brown of the **Casa Marina Motel**; Virginia Brown of the **Breakers Beach Motel**; Stanley Obrochta of the **Atlantic Ocean Palm Inn**; and Lena Gyllenberg of the **Lapponia Motel**. Frank Molnar of the **Shoreline All**

**Suites Inn** will continue to serve on the board as immediate past-president.

Superior Small Lodging of Volusia County will hold its next meeting on January 9, 2002 at the Daytona Beach Area Convention and Visitors Bureau, 126 E. Orange Avenue, Daytona Beach. The meeting will begin at 2 p.m. Member and non-member small property owners are invited to attend.

Founded in Florida in 1989, Superior Small Lodging has more than 400 members nationwide. The program was introduced in Volusia County in 1992. To be considered for the Florida SSL program, a property must have no more than 75 rooms and be licensed by the Florida State Department of Business Regulation.

For a complete list of members of the Volusia County Superior Small Lodging program, access [www.daytonlodging.com](http://www.daytonlodging.com) on the Internet or contact Vicki DiMaria at 255.0415 ext. 119.



Members of the 2002 Superior Small Lodging board of directors. Front row (left to right): Virginia Brown, Andrew Hands and Lena Gyllenberg. Back row (left to right): Tom Mason, Barbara Brown, Barbara Welsh, Mary Brown and Frank Molnar.

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## NEW GOLF TRAVEL PLANNER AND HERITAGE GUIDE NOW AVAILABLE



Golf Travel Planner and Share the Heritage guide

Two new publications are now being distributed by the Daytona Beach Area Convention and Visitors Bureau — the *Golf Daytona Beach Golf Travel Planner* and *Share the Heritage*, an African-American historical and cultural guide that features information on the area's historic sites and museums.

Created in-house by the CVB, the 40-page golf travel planner features information on area golf courses, accommodations and golf packages, along with a map and information on the Daytona Beach area. Fifty thousand copies of the golf travel planner have been printed.

The *Share the Heritage* guide provides an overview of the role African-Americans had in settling the Daytona Beach area as well as information on the area's African-American heritage attractions such as the campus of **Bethune-Cookman College** which is home to the **Mary McLeod Bethune Foundation, Home and Gravesite**.

The colorful guide also features information on the **African-American and Caribbean-American Museum of Art** in DeLand and the **Black Heritage Museum** in New Smyrna Beach. Twenty thousand copies of the cultural guide have been printed.

## CHECK THE MAIL ...

On December 10, the advertising and publishing department will be mailing contracts for participation in the 2002-2003 *Visitors Guide*. The Visitors Guide contract offers area hotels and motels a free listing in the guide's Where to Stay section as well as a free listing on the CVB's official visitor information Web site — [www.daytonabeach.com](http://www.daytonabeach.com). In addition, the contract provides area tourism-related businesses with the opportunity to purchase a display ad in the guide. All contracts must be returned to the department by January 30. Advertising materials must be received by February 20. For more information, contact Bobbie Vaught at 255.0415 ext. 133 or [bvaught@daytonabeachcvb.org](mailto:bvaught@daytonabeachcvb.org).

**HALIFAX AREA  
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- Joe Gillespie**  
*Oceans Resorts*
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*Maui Nix*
- Gary Libby**  
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- .....
- DBACVB  
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*Commission Coordinator*

**GUEST COLUMN**

**PUBLIC RELATIONS REMAINS AN INEXPENSIVE MARKETING TOOL**

by Georgia Turner, Partner/Sr. Account Manager, Stone & Associates Marketing Communications

Even in times of economic downturn, public relations is one of the best — and least expensive — marketing tools in the travel industry.

Having a dedicated public relations professional on staff or working with a public relations firm is an affordable way to get your message out to the public. Having a public relations professional is quite different from having a sales or advertising person on staff. However, public relations enhances and reinforces the sales and advertising effort.

One of the main duties of the public relations professional is media relations. Effective use of the media advances an organization's goals. It educates and influences opinion like nothing else can. If you are in business, it increases sales. If you are a non-profit organization, it helps fundraising. It gives you name recognition and credibility. Unless you are there to tell people your message, they forget!

Are you launching a new campaign or product? Do you sponsor a special event? Do you have comments on current events? Don't overlook the power of local media coverage. A good PR person can get to know key people at both the local newspaper, as well as at local radio and TV stations, and provide them with story ideas that will result in coverage. However, coverage should not be limited to local media. In the travel industry, it is imperative that a public relations professional also work with regional, national and international travel media.

A PR professional can promote your business by sending timely news releases to key media contacts. They can also host individual media or participate in media visits, planned by the Convention and Visitors Bureau or VISIT FLORIDA, the state's official tourism promotion corporation. The results of one good travel article, or feature on a radio or TV travel show can be phenomenal!

For example, since April 1993, Stone & Associates has conducted 16 media tours to the Daytona Beach area. There have been 117 writers in attendance who



GEORGIA TURNER

together produced an estimated circulation of more than 69 million and \$3,594,391 in media advertising value. This equates to approximately \$30,721 per writer and \$224,649 per tour. The estimated cost to the Daytona Beach Area Convention & Visitors Bureau is approximately \$1,250 per writer. In many instances, a well-placed travel article can be more informative and convincing than advertising alone and when coupled together, the response is even greater.

According to the Travel Industry Association of America, half of all U.S. adults (101.9 million) say that they use the travel media — everything from newspaper travel sections and television travel shows to online newsletters — to plan their vacations. Twenty-eight percent say they used newspaper travel sections to plan their travel in the past year, 21 percent used an Internet Web site for their travel planning and 21 percent used television travel shows such as *CNN Travel Guide*.

In addition, travelers who read about restaurants, hotels, museums, theme parks and other attractions that are featured in a travel article or program are more likely to take in those sites when they visit the destination. According to the survey, 51 percent of travelers said they have visited an attraction, theme park or museum that was featured in the travel media. Forty-eight percent have eaten in a restaurant that was profiled and 41 percent of travelers said they have attended a cultural event or festival that was mentioned in a travel article.

So, if you have not considered public relations as a part of your marketing plan, give it a try. The results just may surprise you!

*Georgia Turner served as director of public relations for the Daytona Beach Area Convention and Visitors Bureau from 1988-1994. Last year she was named Tourism Professional of the Year by the Southeast Tourism Society.*

**CVB BEGINS DISTRIBUTING ARTSPAK**

Everything a visitor needs to know about the Daytona Beach area's unique assortment of cultural attractions can be found in ArtsPak — a new consumer fulfillment package being distributed by the Daytona Beach Area Convention and Visitors Bureau.

"The idea for ArtsPak originated through the activities of the Convention and Visitors Bureau's nine-member Arts & Entertainment Committee as a result of their involvement with VISIT FLORIDA's newly unveiled Culturally Florida program which is a national campaign that promotes cultural tourism to the state," says Janet Kersey, director of tourism events and bureau services for the Daytona Beach Area Convention and Visitors Bureau.

ArtsPak provides visitors with an interest in the cultural arts information on local museums, historic sites, cultural events, concerts and performances. It includes a Daytona Beach area *Visitors Guide*, the *Superior Small Lodging Guide*, the *Share the Heritage* guide, the *Volusia County Arts Map*, and brochures detailing upcoming cultural exhibitions and events.

As a partner in the Culturally Florida program, the Bureau is promoting ArtsPak through cooperative marketing efforts with VISIT FLORIDA as well as its own public relations efforts. Other local supporting sponsors of the Culturally Florida program include the City of Daytona Beach, the New Smyrna Beach Area Visitors Bureau, St. Johns River Country and the County of Volusia.

Upcoming cultural events and attractions are also spotlighted in the CVB's fall/winter consumer newsletter. The newsletter has been mailed to the CVB's consumer database.

The CVB would like to thank members of the Halifax area hospitality community for making the Thanks 2 You Volusia! promotion a success. Nearly 100 businesses took part in the promotion which took place from November 14-18, 2001.

Sponsored by the CVB, the **Halifax Area Advertising Authority**, the **Hotel Motel Association of Volusia County** and the **Daytona Beach News-Journal**, Thanks 2 You Volusia! gave area businesses an opportunity to thank Volusia County residents for their support of the tourism industry throughout the year. The promotion featured \$20 nightly rates at participating hotels, two-for-one admission at several area attractions, discounts of up to



20 percent at select restaurants and retail shops and two-for-one drink specials at local nightspots.

The promotion was well received by residents. Here is what a few of them had to say:

- A great promotion! We thoroughly enjoyed it — would have liked to have stayed longer. Please do it again.
- We had a great time, service was great. Very nice mini-vacation for us.
- It was great and it does help us know more of what is available to our families out-of-state. Thanks!

**All Aboard!**



Participants on the CVB's November press tour explore the new exhibits housed in the **Root Family Museum at the Museum of Arts and Sciences** aboard the Dell Rapids railroad car. Throughout the month of December, 13 travel writers are scheduled to visit the Daytona Beach area during various press trips, including the CVB's first golf media tour.



On October 23, the CVB launched the newly redesigned DaytonaBeach.com. The enhanced Web site was designed by IntelliTeam Technologies of Orlando.

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

	User Sessions	Page Views	Most Popular
July	187,672	499,456	1. What To See/Do 2. Where To Stay
August	171,517	482,345	1. Where to Stay 2. Accommodations Search
September	162,589	490,003	1. Where To Stay 2. Accommodations Search
	Visitor Sessions	Page Views (Impressions)	Most Popular
October*	14,275	43,003	1. Accommodations Search 2. Vacation Specials
November	70,827	202,963	1. Accommodations Search 2. Vacation Specials

\*NOTE: Due to new Web site launch (October 2001), this is a partial report from 10/23 - 10/30. As of October 23, statistical reports generated by Web Trends® Enterprise-Level site traffic system. All previous figures reported by Live Stats.

## Online Reservations

	Number of Reservations	Number of Room Nights	Estimated Revenue	Average Stay	Average Daily Rate
July	162	548	\$57,475	3.15	\$105
August	116	389	\$43,214	3.25	\$111
September	61	217	\$23,140	3.50	\$106
October	45	165	\$15,568	2.70	\$94

## 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

**Retail Shops/Concessions/Other:** Daytona Cubs

\*As of November 15, 2001

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](mailto:jkersey@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

Dec. 5-7, 2001 • Dec. 27-28, 2001 • Jan. 10-13, 2002 • Jan. 24-26, 2002

Please contact Sharon Bernhard at 255.0415, ext. 118 or [sbernhard@daytonabeachcvb.org](mailto: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
Dec. 5-9	CVB Golf Media Tour	Daytona Beach area, FL	Susan McLain / Linda Ryan
Dec. 13	Holiday Showcase	Chicago, IL	Sally Gardiner
Jan. 6-9	Professional Convention Management Association Conference	Nashville, TN	Shelley Bell
Jan. 11-13	Holiday Show	Manchester, UK	Sherman Briscoe
Jan. 22	VISIT FLORIDA Media Luncheon	New York, NY	Susan McLain
Jan. 22-25	Florida Huddle	St. Petersburg, FL	Sandy Lucania
Jan. 29-Feb. 1	Religious Conference Management Association	Tampa, FL	Shelley Bell / Sally Gardiner

## Quotable Quotes

"Daytona is no stranger to romance. Whether clients are courting, honeymooning, getting married or simply looking to spice things up with a romantic getaway, Daytona is an excellent place to recommend."

— Kerry Medina, *Travel Agent Magazine*,  
September 10, 2001

"New accommodations — luxurious yet affordable, nature tours, sporting adventures, and sunny skies are emanating from a revitalized downtown."

— Tracee Sioux, *Successful Meetings*,  
October 2001

"I really love going to Hawaii, but I'd have to say that my home in Daytona Beach is my favorite vacation spot because it's got all the comforts of home. We aren't home very often so it's almost like a vacation when we do stay there. Plus, I couldn't ask for any better weather than Daytona Beach."

— Mike Skinner, NASCAR driver, *SportingNews.com*,  
October 3, 2001

"Back in 1974 members of the Daytona Beach Street Rods decided to spend Thanksgiving weekend ogling classic cars. Now their annual event, the **Daytona Turkey Run Car Show**, is Florida's biggest car show and swap meet."

— Kathy Rodeghier, *Arlington Heights Daily Herald*,  
(Illinois) November 4, 2001

## HOSPITALITY SPOTLIGHT Profit from PR

PRofit from PR provides a wide range of public relations and marketing services including media relations, marketing communications, e-marketing strategies and media training. The public relations firm specializes in hospitality, tourism and travel.

Led by Doug Luciani, PRofit from PR works to deliver results with creative, strategic and proactive public relations plans. Prior to founding Profit from PR, Luciani worked as the public relations manager for MeriStar Hotels & Resorts — the nation's largest hotel management company — and as a public relations representative for VISIT FLORIDA, Florida's official tourism promotion corporation. For more information about PRofit from PR and its services call 788.1455, visit [www.profitfrompr.com](http://www.profitfrompr.com) or e-mail [doug@profitfrompr.com](mailto:doug@profitfrompr.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 Tangela Boyd at 255.5478, ext. 125 or [tboyd@daytonabeachcvb.org](mailto:tboyd@daytonabeachcvb.org).

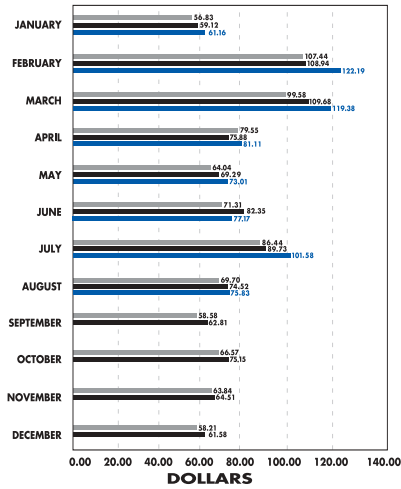
## Sample Consumer Media Schedule DOMESTIC & INTERNATIONAL DECEMBER/JANUARY/FEBRUARY 2002

PRINT SCHEDULE	DEC	JAN	FEB
AAA Home & Away	X	X	X
AAA Going Places		X	X
Essentially America (UK)		X	X
Focus On America (UK)	X	X	
Michigan Living	X	X	
My Generation	X		
New Choices	X	X	
Reader's Digest		X	
The Mail on Sunday		X	X
Travel America		X	X
The Mirror/Sunday Mirror/ Daily Record, Sunday People (UK)		X	
BROADCAST SCHEDULE			
U.S. National Cable	X	X	

## Kudos!

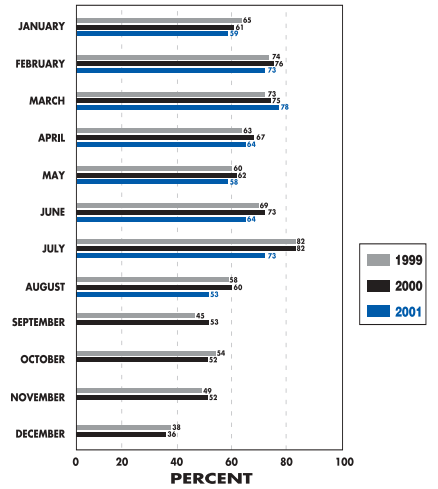
The CVB was recently awarded a 2001 Silver Pinnacle Award by the International Festivals & Events Association in the category of Best Press/Media Kit with a budget under \$250,000 for its **Biketoberfest®** 2000 media kit. Also, the **Halifax Art Festival** was named one of the top 100 events in North America by the American Bus Association. The festival was featured in the October 2001 issue of *Destinations*, the association's official publication.

### DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1999-2001



Represents 200+ Properties  
August 2001 High: \$104.60 Low: \$31.69  
July 2001 High: \$138.31 Low: \$53.87  
Mid-Florida Marketing & Research, Inc.

### DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1999-2001



Represents 200+ Properties  
August 2001 High: 94% Low: 12%  
July 2001 High: 97% Low: 19%  
Mid-Florida Marketing & Research, Inc.