



BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

OCTOBER/NOVEMBER 1999



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BIKETOBERFEST Is Ready To Roll

As the seventh annual Biketoberfest gears up, early attendance indicators are good. According to Janet Kersey, "birth mom" and CVB director of Tourism Events and Promotions, responses to the Biketoberfest advertising campaign are flowing into the CVB at a steady rate via phones, fax and the Internet. "Hotel properties are telling me they are either right at or over last year's bookings, which is good," says Kersey.

In an effort to encourage longer overnight stays during the festival, an additional sales message was added to brochures and the Internet site promoting events taking place the week prior to Biketoberfest. "Events like the Harley-Davidson Seafood Festival can help bring in Biketoberfest attendees a few days earlier," continues Kersey.

This year's Biketoberfest events include star attractions such as a free concert by Eddie Money.

Main Street and Beach Street activities are planned to provide an exciting and fun festival atmosphere throughout the Daytona Beach area.

In 1999, Biketoberfest won two awards of distinction. The Southeast Tourism Society named Biketoberfest one of the Southeast's Top 20 Events and the official Biketoberfest Web site, www.biketoberfest.org, received a silver award for best event Web site from the International Festival and Events Association.

For the latest Biketoberfest event updates, access www.biketoberfest.org on the Internet. Hotels can obtain printed event brochures for distribution with reservation confirmations. To arrange

a pick up, call the Tourism Events and Promotions Department at (904) 255-0415.



October 21-24, 1999

GUEST FORUM



GEORGE ANDERSON
*Chairman of the Halifax
Area Advertising Authority*

HALIFAX AREA ADVERTISING AUTHORITY PLANS FOR THE FUTURE

by George Anderson

A new century is just ahead and with it comes new challenges for marketing our destination. With so many changes taking place in the travel industry over the last decade, flexibility has become a crucial function of our marketing plan.

The Halifax Area Advertising Authority along with the Daytona Beach Area Convention and Visitors Bureau is ready to embrace change and use what we've learned in the past to more effectively market our area as an entertaining family vacation

destination. With changes in consumer attitudes, methods of communication, travel costs and purchasing practices, benchmarking our progress holds the key to success. By understanding where we have been, we can continue to build on our strengths and ultimately bring new visitors to our seaside resort.

The Authority has made a commitment to consumer advertising and marketing programs which offer the greatest return to all tourism interests in the area. As we begin fiscal year 1999/2000, our \$5.48 million budget is broken down to broaden our appeal over many market segments.

Consumer advertising is our largest segment with projected media placements at \$1.6 million. This year, a new advertising agency, Fry Hammond Barr, has taken the helm and has presented fresh new ideas. The media schedule includes print and television advertising in domestic and international markets. When combined with other advertising expenditures which target travel agents, tour operators, golfers

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NEW AD AGENCY TAKES EFFECT

As of October 1, the beginning of the 1999/2000 fiscal year, Fry Hammond Barr officially began their term as the agency of record for the DBACVB. The agency, based out of Orlando, will fulfill a one-year contract, which can be renewed for up to three years.

The agency has assigned Nancy Allen as account supervisor. Allen works closely with the CVB's Director of Advertising, Kay Galloway, to fulfill a media schedule totaling approximately \$1.6 million.

HALIFAX AREA ADVERTISING AUTHORITY

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Ocean Walk

Vice-Chairman

Blaine Lansberry
Bahama House

Secretary/Treasurer

Roger Krauth
Colonial Palms Motel

Mike Ako

Adam's Mark Resort

Lori Campbell Baker
Daytona Int'l. Speedway

Gary Brown

Sun Viking Lodge

Lynne Fagan

Ramada Inn Speedway

Larry Fornari

Palm Plaza Resort

Joe Gillespie

Oceans Resorts

George Karamitos

Mauui Nix

Gary Libby

Museum of Arts & Sciences

.....

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Phobia Jackson

Information Services

Roxanne Olsen, Director

Jenny Parker

Meetings & Conventions

Sally Gardiner, Director

Todd Unger

Jennifer Lee Coto

Travel Industry Sales

Shelley Lenkiewicz,

Director

Sandy Lucania

Tourism Events & Promotions

Janet Kersey CFE, Director

Emma Simpson

Vicki DiMaria

Communications

Susan McLain, Director

Tangela Boyd

Dan Ryan

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Local Marketing

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Vicki DiMaria

Advertising & Publishing

Kay Galloway, Director

Kathy Pennell

Volusia County

Film Office

Pamela Bauer,

Director/Commissioner

International

Sales Offices

London

Sherman Briscoe

Edith Knowles

Germany

Herma Mertens

GUEST FORUM from page 1

and meeting planners, the total advertising budget comes to more than \$2 million.

Facilitating these different market segments is the other side of the coin. Our Convention and Visitors Bureau's international sales offices, visitor information centers, and information services respond to more than 100,000 inquiries each year. With targeted collaterals including Visitors Guides in English and German, Superior Small Lodging Brochures, Heritage Brochures, film location guides, events calendars, Tour and Travel Manuals, Meeting Planner Guides, posters, electronic newsletters, press kits, and promotional brochures, the Daytona Beach message is presented to targeted prospects.

In an effort to better serve local tourism interests, the CVB's Local Marketing Department provides many benefits to CVB subscribers including industry networking and education.

Partnerships and cooperative programs with other industry marketers help to expand our reach and influence. With Visit Florida Welcome Center promotions, cooperative advertising, and fair share marketing programs, the Daytona Beach Area CVB is able to utilize many additional resources.

In time for the Millennium, a new Daytona Beach is emerging. The new Daytona Beach is an exciting place to be making it an even better place to visit.

WHO'S NEW AT THE CVB

Jennifer Lee Coto began as the Meeting and Convention Coordinator at the CVB on September 27. Jennifer comes to the CVB Meetings and Conventions Department following a post at the Ladies Professional Golf Association.

Prior to the LPGA, Jennifer worked as an office manager and an administrative assistant in the hotel industry and spent five years with the Greater Miami Convention and Visitors Bureau.

"We are so pleased to have Jennifer join the meetings and convention team," says Todd Unger, national sales manager for the CVB. "Her knowledge and experience in both the convention bureau and hotel industries will be a great advantage."

As the Meeting and Convention Coordinator, Jennifer's duties will include convention services and maintaining the bureau's convention reports through CINET.



Jennifer Lee Coto

SALES BLITZ

Daytona Beach area representatives, along with the CVB's Travel Industry Sales staff, visited more than 80 Orlando tour operators on September 20 -21. The sales team delivered general travel information on the Daytona Beach area as well as invitations to two upcoming tour operator events. "We wanted our invitations to stand out from all the other invitations the operators are inundated with on a regular basis," said Shelley Lenkiewicz, travel industry sales director for the CVB.



Sales Blitz participants from left to right: Glenn Haddad, Michel Gignac, Pam Eshenour, Shelley Lenkiewicz, Sandy Lucania, Bryan Collins, Roni Engels, Robin Camacho.

The Travel Industry Sales Department will host a mini-tradeshaw on October 5 at the Wyndham Resort in Orlando. The tradeshaw will allow tour operators to sample information from approximately 15 exhibitors. In addition, a Daytona Beach familiarization tour is scheduled for October 15-17.

Seven representatives from Daytona Beach area hotels and tourism-related businesses participated in the sales calls. The participants from Adventure Landing, Daytona Beach Resort and Conference Center, Daytona Beach River Cruise, DAYTONA USA, Howard Johnson Oceanfront Resort, Quality Inn & Suites, and SunCruz Casino paired into teams in an effort to reach as many operators as possible.

TRADE PROMOTIONS and FAM TOURS

The CVB actively sells Daytona Beach as a destination to meeting planners, travel agents, tour operators and travel writers through trade promotions and familiarization tours.

DATE	EVENT	LOCATION	STAFF
Oct. 4-5	Visit Florida Canadian Media Mission	Montreal & Toronto	Susan McLain
Oct. 5	Daytona Beach Mini Tradeshaw & Reception	Orlando, FL	Shelley Lenkiewicz Sandy Lucania
Oct. 7-8	International Travel Services Association	Orlando, FL	Shelley Lenkiewicz
Oct. 15-17	2nd Annual Get To Know Your Neighbors Fam Tour	Daytona Beach, FL	Shelley Lenkiewicz Sandy Lucania
Oct. 19-20	Tallahassee Society of Association Executives	Tallahassee, FL	Todd Unger
Oct. 20-22	Meeting Quest	Minneapolis, MN	Todd Unger
Oct. 21-24	Overseas Brats Annual Meeting	New Orleans, LA	Lori Hufnagel (Ocean Center)
Oct. 25-26	Visit Florida Mini-Tradeshaw	Chicago, IL	Sally Gardiner
Oct. 25-29	Florida Beaches & Beyond	Toronto & Montreal	Sandy Lucania
Oct. 30-31	International Pentecostal Ministries	Virginia Beach, VA	Sally Gardiner
Oct. 30 - Nov. 3	Ontario Motorcoach Association	Toronto	Sandy Lucania
Nov. 3-5	Meeting Quest	Dallas, TX	Todd Unger
Nov. 5-11	National Tour Association	Nashville, TN	Shelley Lenkiewicz
Nov. 7-10	Florida Encounter	Amelia Island, FL	Sally Gardiner Todd Unger
Nov. 11-14	Alliance of Canadian Travel Agents	Halifax, NS	Sandy Lucania
Nov. 14-19	World Travel Market	London, England	Shelley Lenkiewicz
Nov. 17-21	National Coalition of Black Meeting Planners	Washington, DC	Sally Gardiner



AOL KEYWORD TO STRENGTHEN DAYTONA BEACH INTERNET PRESENCE

To enhance its presence on America Online, the world's largest online community, the CVB has purchased the keyword "Daytona Beach." The keyword will take users directly to the CVB's visitor information Web site at www.daytonabeach.com.

The AOL keyword will be included in all Daytona Beach CVB advertising during the upcoming year along with the Web site address. Usage of the keyword will be tracked on a daily basis.

In addition to the AOL purchase, the Internet Committee approved the 1999-2000 marketing plan that includes banners and sponsorships on the Weather Channel, Preview Travel, Travelocity, Travelfile and other prominent Web sites.

MAKING THE GRADE

The CVB's travel industry Web site, www.daytonabeachcvb.org, garnered its second major award when it received second place in "Destinations Magazine's" annual Guide Awards as announced in the publication's September 1999 issue. Destinations is the official magazine of the American Bus Association. Judges viewed the entries' creativity, usefulness, impact, and appeal to the group tour market. This Web site also received "Best of Show" at the Daytona Beach Advertising Federation's Addy Awards last February.

Created as a companion to the official Daytona Beach area visitor information site, www.daytonabeachcvb.org targets travel agents, tour operators, meeting planners and the media. It is also an online extension of the bureau's day-to-day operations, offering a staff e-mail list, sales staff tradeshow schedules, online collateral forms and an interactive version of the bureau's newsletter.

MONTHLY FAST FACTS

	July*	August
Individual User Sessions	52,416	74,672
Page Views	193,628	236,409
Most Popular Sections	1. Where to Stay 2. Biketoberfest	1. Where to Stay 2. Biketoberfest

*July 7 - 31 only

VISITOR INFORMATION CENTER ANNOUNCES NEW PRICE STRUCTURE

In an effort to increase participation by smaller hotel properties, the Visitor Information Center located in the lobby of DAYTONA USA, now offers a sliding fee schedule for brochure rack space rentals. All of the following fees include rack space rental at the center for one year.

Rental Properties

(Hotels/Motels/Campgrounds/Condominiums)

1 - 25 units	\$ 75.00	101 - 150 units	\$200.00
26 - 50 units	\$105.00	151 - 200 units	\$235.00
51 - 75 units	\$130.00	201 - 250 units	\$270.00
76 - 100 units	\$165.00	251 or more units	\$305.00

Tourism-Related Businesses

(Restaurants/Attractions/Transportation/Retail)

Base Rate \$225.00

Publications

(Magazines, Newspapers)

Base Rate \$396.00

Space is limited. To reserve your space, call Emma Simpson, Visitor Information Center Manager at (904) 253-8669.

Quotable Quotes

"Natural beauty is just one aspect tourism folks in Daytona Beach are using to polish the image of the town known as the "Birthplace of Speed."

- Kathryn Straach,
The Dallas Morning News, September 3, 1999

"If you've never been, here's the drill: Sell what you don't need, leave who you must, bring what you can fit in a saddlebag, and grab a piece of Florida's finest festivities."

- David Aldridge,
Easyriders, "Guide to Biketoberfest," October 1999

"The beach has that tonic. Cares are washed into the deep with the crashing of each wave, and real-world concerns seem bleached by the sun. Such is the life of Daytona Beach visitors who journey to Florida's eastern shore for all kinds of reasons — sandy beaches, historic sites, racing events, great golf, water sports and fresh seafood."

- Lynn Grisard Fullman and Milton Fullman,
www.travellady.com, July / August 1999

"The little gem of a chocolate factory makes all of its creams from scratch and mixes the caramel sauce in the same copper pots that Angell & Phelps used in 1925. The 10,000 square-foot store is in Old Daytona, west of the beaches."

- Roberta Sandler,
Water's Edge, August/September 1999

"But these days there is much more to Daytona than sun and surf. Major new developments are adding premium facilities for the association meetings market. In fact, we think a true transformation has begun!"

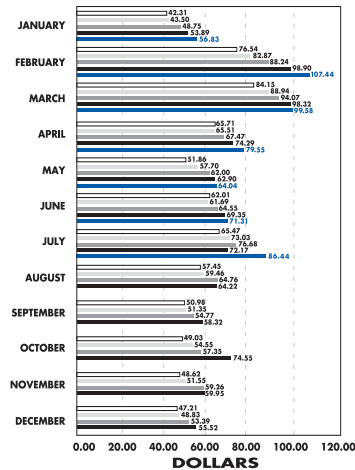
- Convene, August 1999 Special Edition

FLORIDA GRAPHIC AD

**Sample Consumer
Print Media Schedule-Domestic
OCTOBER/NOVEMBER/DECEMBER 1999**

	OCT	NOV	DEC
AAA Atlas / Rand McNally	X	X	X
AAA Florida Tourbook	X	X	X
America Live (U.K.)	X		
Disney Magazine	X	X	X
Orlando Sentinel Co-op	X	X	X
Modern Maturity		X	X
Readers Digest		X	
Readers Digest (Canada)	X		
Toronto Sun	X		
Vacations	X	X	X

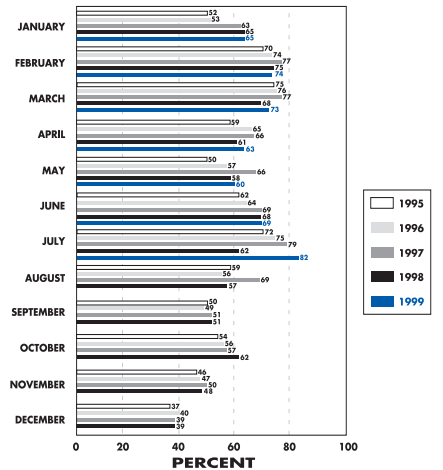
**DAYTONA BEACH HOTEL/MOTEL
AVERAGE DAILY RATE 1995-1999**



Represents 200+ Properties
July 1999 High: \$123.33 Low: \$30.00

Mid Florida Marketing & Research, Inc.

**DAYTONA BEACH HOTEL/MOTEL
OCCUPANCY 1995-1999**



Represents 200+ Properties
July 1999 High: 100% Low: 11%

Mid Florida Marketing & Research, Inc.



Atlantic Ocean Palm Inn has joined Golf Daytona Beach, the membership organization for marketing golf hotel packages in the Daytona Beach area. Owner Stan Obrochta is the member of record for the hotel.

VISIT FLORIDA WELCOME CENTER PROMOTIONS

A Daytona Beach area representative will be on hand to promote the Daytona Beach area at the I-95 Yulee Visit Florida Welcome Center on the following dates:

- October 1 - 2 • October 7 - 9 • October 29 - 30 •
- November 4 - 6 • November 11 - 13 •

For information on how your hotel or attraction can participate, contact Vicki DiMaria in the CVB Tourism Events and Promotions Department at 904/255-0415.



Big Beach. Big Fun.
Daytona Beach Area Convention & Visitors Bureau
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www.daytonabeachcvb.org

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