



# BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

OCTOBER / NOVEMBER 2001

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# MEETING PLANNERS SAY "YES" TO DAYTONA BEACH

In 2002 and 2003, the Daytona Beach area will host the annual conventions of two influential groups of meeting planners — Meeting Professionals International and the Florida Society of Association Executives.

"We are very proud to have landed these prestigious conventions," says Sally Gardiner, director of convention sales for the Daytona Beach Area Convention and Visitors Bureau. She adds, "Despite the recent economic downturn, the Daytona Beach Area Convention and Visitors Bureau remains focused on the future and our longterm goal of increasing the number of meetings and conventions held in the area."

Meeting Professionals International will hold its Southeast Education Conference in the Daytona Beach area on August 22-25, 2002. Hosted by the Greater Orlando Area Chapter, the MPI conference expects an attendance of about 300 members. The conference will utilize approximately 575 room nights at the **Adam's Mark Resort**, which is serving as the host hotel. Offsite functions will be hosted at other area hotels and attractions. The conference will bring approximately \$135,000 in direct expenditures to the Daytona Beach area.

"While the immediate economic boon to the area during the MPI conference is significant, the incremental impact could be much more consequential," explains Gardiner.

"By exposing the area to such an elite group of meeting planners, the opportunities for landing successive convention groups are right in the palm of our hand."

The CVB meetings and conventions department and its Halifax Area Advertising Authority advisory committee have already started planning for the arrival of MPI. On August 25, CVB and Adam's Mark Resort staff, along with several other advisory committee members co-hosted a luncheon at MPI's 2001 conference in Tampa.



CVB staff, along with members of HAAA's meetings and conventions advisory committee and the Greater Orlando Area Chapter of Meeting Professionals International (GOAMPI), greeted guests at Daytona Beach's MPI luncheon in Tampa. Front row (l to r): Pam McCorkle and Beverly Budd of GOAMPI, CVB Sales Manager Jennifer Coto, and Perry Baldwin of the Adam's Mark Daytona Beach Resort. Back row (l to r): Tim Morrison, CMP and Wally Kurlin of GOAMPI, and Hollie Harris Hyatt of Daytona International Speedway/DAYTONA USA.

In addition to MPI, the Florida Society of Association Executives will convene in the Daytona Beach area on July 9 - 12, 2003. Approximately 400 members of the society are expected to attend providing 1,000 room nights at the Adam's Mark. Members of the organization represent various associations that plan conferences and conventions.

"This is another great opportunity to showcase our destination to executive decision makers," says meetings and conventions advisory

committee chairperson Holly Hyatt, adding, "A lot of these meeting planners have not seen how the Daytona Beach area has expanded to offer exceptional meeting venues and unique appeal in the last few years. Both MPI and FSAE are going to experience a new Daytona Beach and hopefully bring additional meetings and conventions to the area."

## BIKETOBERFEST® NAMED TOP SOUTHEAST EVENT



The Biketoberfest® Development Committee will promote noise control and rider safety with its Ride Responsibly campaign.

**Biketoberfest®** has been selected as one of the Southeast's top 20 events for the month of October 2001 by the Southeast Tourism Society. The popular motorcycle enthusiast festival rolls into town on October 18-21.

The Southeast Tourism Society is a non-profit organization whose goals are to develop, market and promote travel to and within the southeastern United States. When considering an event for its monthly top 20 list, STS considers its economic impact, attendance numbers and schedule of activities.

"This is a tremendous honor for the Biketoberfest® Development Committee and the entire Daytona Beach area. BDC members, along with area residents, businesses and the Daytona Beach Area Convention and Visitors Bureau, work hard to produce a quality, family-friendly event each year," says Tom Guest, chair of the BDC and owner of Choppers World on Main Street in Daytona Beach.

Also recently named one of the "Fifty Cool Events" by the *American Bikers Guide*, Biketoberfest® 2001 will feature championship racing at **Daytona International Speedway**, an abundance of demonstration ride opportunities, concerts, seminars, and motorcycle shows and rallies. Charitable activities include an Indian motorcycle giveaway benefiting the Conklin Center for the Blind and the second annual Thunder Over Dixie ride from Nashville, Tennessee to Daytona Beach.

As in previous years, the BDC will promote noise control and rider safety during Biketoberfest®. This year's safety and noise control campaign slogan is "Ride Responsibly." The committee will also begin promoting next year's tenth anniversary celebration of Biketoberfest® with a special commemorative poster. Biketoberfest® 2002 tenth anniversary commemorative posters will be available at the CVB and official Biketoberfest Welcome Centers. For more information on Biketoberfest visit [www.biketoberfest.org](http://www.biketoberfest.org).

**HALIFAX AREA  
ADVERTISING  
AUTHORITY**

*Chairman*  
**George Anderson**  
*Ocean Walk*  
*Vice-Chairman*  
**Blaine Lansberry**  
*Bahama House*  
*Secretary/Treasurer*  
**Roger Krauth**  
*Palm Palms Motel*  
**Stuart Arp**  
*Adam's Mark Hotels*  
**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**  
*Maui Nix*  
**Gary Libby**  
*Museum of Arts & Sciences*

**DBACVB  
BOARD OF  
DIRECTORS**

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*Community College*  
**Ernest Boger**  
*Vice-President*  
*Bethune-Cookman College*  
**Steve Farley**  
*Secretary-Treasurer*  
*Daytona Beach*  
*Resort & Conference Center*

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*Executive Director*  
**Jacque Beckley**  
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**Shelley Bell**  
*Sales Manager,*  
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*Publicity Manager*  
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*Meetings & Conventions*  
**Vicki DiMaria**  
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*Director of*  
*Advertising & Publishing*  
**Sally Gardiner**  
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*Meetings & Conventions*  
**Liz Grindell**  
*Director of Accounting Svcs.*  
**Janet Kersey, CFE**  
*Director of Tourism Events*  
*& Bureau Services*  
**Jennifer Kies**  
*Information Services Asst.*  
**Edith Knowles**  
*European Sales Office*  
*Operations Manager*  
**Sandy Lucania**  
*Director of*  
*Travel Industry Sales*  
**Susan McLain**  
*Director of Communications*  
**Jeani Nelson**  
*Convention Svcs. Coordinator*  
**Roxanne Olsen**  
*Director of Information Svcs.*  
**Jenny Parker**  
*Direct Mail Center Mgr.*  
**Deborah Ryan**  
*Bureau Services Coordinator*  
**Emma Simpson**  
*Visitor Information*  
*Center Manager*  
**Jennifer Tait**  
*Receptionist*  
**Bobbie Vaught**  
*Advertising Coordinator /*  
*Volusia County Film*  
*Commission Coordinator*

**GUEST COLUMN**

**TOURISM EVENTS BOLSTER VOLUSIA COUNTY'S ECONOMY**

by Tom Guest, *president of the Main Street Merchants Association*

As president of the Main Street Merchants Association and chair of the Biketoberfest® Development Committee, I know first hand how much of a positive economic impact tourism events have on not just Daytona Beach area businesses, but on those located throughout the rest of Volusia County as well.

According to a recent special events study commissioned by the The Chamber/Halifax Area, Biketoberfest® and Bike Week visitors spend \$406 million at area businesses. Profits made during these and the area's other popular tourism events help to sustain many of our businesses, most of which are small and locally owned, year round. Without these events many of our community's small businesses would close.

In these uncertain economic times, I believe our area is blessed to host such quality events as Biketoberfest®, the Daytona 500 and Turkey Run. Motorcycle enthusiasts and NASCAR fans are a very loyal tourist market. The Convention and Visitors Bureau's staff often hears from other tourism bureaus from throughout Florida and the U.S. that would love to have these loyal and diverse visitors because they know that it is these groups that continue to travel when the economy becomes soft or when gas prices and airfares increase. It was our major July events — the Pepsi 400 and the Florida International



TOM GUEST

Festival — that helped our area buck a national trend of sluggish summer visitorship. Because of these two events, our county's Convention Development Tax collections were well more than 8 percent higher than July 2000 collections.

Each year, area tourism event planners, myself included, work hard to put on first-rate festivals. Many of these festivals have been nationally recognized as exceptional tourism events. So far this year, Biketoberfest®, FIF, the Pepsi 400, Bike Week and Speed Weeks have all been recognized as top events by the Southeast Tourism Society. Of course we realize that none of these festivals would be successful without the support of residents and city and county governments. It is only when these groups work cohesively towards producing events that both residents and visitors can enjoy that we feel truly satisfied.

Tourism events are a vital part of our local economy. The visitors who come here for our events make up a sizable segment of the more than 8.5 million visitors, who in 2000, spent an estimated \$3.7 billion\* in the area. This money helps to keep local businesses running, property taxes low and approximately 40,000 residents employed. Our event visitors not only pay their own way, they also make our quality of life here better year round.

\*Source: Mid-Florida Marketing & Research, Inc.

**BUREAU SERVICES OFFERS AREA  
BUSINESSES PROMOTIONAL OPPORTUNITIES**

The CVB's bureau services department is currently offering two inexpensive promotional opportunities to tourism-related businesses in the Daytona Beach area.

Hotel properties are strongly encouraged to participate in bureau service's visitor and travel industry inquiry programs. These programs provide properties with inquiry lists of future visitors, travel agents and tour operators seeking hotel accommodations in the area. Each week, the CVB receives approximately 650-1100 visitor and travel industry inquiries via telephone and e-mail. Bureau services processes, compiles and distributes this information on a weekly basis. For a nominal fee, the department will provide this data by e-mail, diskette or on pre-printed labels. For more information contact Roxanne Olsen at 255.0415, ext. 114 or [rolsen@daytonabeachcvb.org](mailto:rolsen@daytonabeachcvb.org).

Bureau services also seeks participants for its **Wings & Waves** promotion at the VISIT FLORIDA I-95 Welcome Center in Yulee. CVB staff will be representing the Daytona Beach area at a specially designated booth at the welcome center on November 8-10. During this promotion, CVB staff will entice visitors to the area for the event by providing them with Wings & Waves information, brochures and posters. Participating properties, restaurants and attractions will also have their brochures on display. Set to take place on November 10-11, Embry-Riddle Aeronautical University's Wings & Waves airshow will feature the U.S. Air Force Thunderbirds, wing walkers, skydivers, popular aerobatic fliers and a concert by the legendary California band, the Beach Boys. Contact Sharon Bernhard at 255.0415, ext. 118 or [sbernhard@daytonabeachcvb.org](mailto:sbernhard@daytonabeachcvb.org) to sign up for this promotion.

**BROWN, MOCK ELECTED  
TO STATE AND NATIONAL  
HOSPITALITY POSTS**



GARY BROWN  
*Chairman*  
*Florida Hotel &*  
*Motel Association*

Gary Brown, a Halifax Area Advertising Authority board member and vice president of the Volusia County Hotel Motel Association, was recently elected chairman of the Florida Hotel & Motel Association. He previously served as chairman-elect of the association.

CVB Executive Director Sharon Mock was elected vice chair of the National Council of Destination Organizations at its annual meeting on August 25, 2001. She will serve as vice chairman of the organization for the next two years. This will be her second consecutive term as a member of NCDO's board of directors. Joe D'Alessandro, president and chief executive officer of the Portland Oregon Visitors Association, is the organization's chairman.

The NCDO is a division of the Travel Industry Association of America. The organization represents the destination sector of the United States' travel industry with the goal of promoting and facilitating increased travel to and within the United States.

**NEW SUBSCRIBERS  
TO THE CVB\***

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

**Hotels/Motels/Campgrounds**

Beaches Oceanfront Resort  
Sierra Suites

**Retail Shops/Concessions/Other**

North Florida Paranormal Research, Inc.  
Profit From PR

\*As of September 18, 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).

## HOSPITALITY SPOTLIGHT



**Speed Park Motorsports**, 201 Fentress Blvd., Daytona Beach, gives visitors hands-on racing experience with its one-of-a-kind go-kart facility that features three challenging go-kart racetracks styled after the real thing, and Nitro Alley where visitors can race dragsters that go from 0 to 75 mph in under three seconds. The popular motorsports attraction also features a 7,000-square-foot arcade. Perfect for groups, Speed Park's private party room and catering services are available for holiday parties, team building, youth groups, school trips, church groups, car clubs, singles groups and senior events. Group prices range from \$10 to \$25 per person. For more information call 386.253.FAST (3278).

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).

## CVB SEEKS VACATION DISCOUNT OFFERS

The CVB's communications department is seeking information on special rates, discounts and packages being offered through February 2002 at Daytona Beach area hotels, restaurants and attractions. The information is being compiled for a press release that will be distributed throughout Florida and other southeastern states. It will also be posted onto the Bureau's official Web site — [www.daytonabeach.com](http://www.daytonabeach.com).

The CVB also asks that local VISIT FLORIDA partners participate in the organization's latest promotional effort. Launched in response to the dramatic downturn in travel since September 11, the goal of the new promotion is to encourage Floridians to be tourists in their own backyards. The organization is currently accepting information on special discounts being offered by partners now through December 31, 2001. The offers will be posted onto VISIT FLORIDA's new \$\$Florida's Hot Vacation Deals\$\$ Web site. The promotion is just one component of the organization's re-focused marketing plan which now primarily targets the in-state and drive markets.

Please forward your information to Tangela Boyd via e-mail, [tboyd@daytonabeachcvb.org](mailto:tboyd@daytonabeachcvb.org), or fax to 255-5478.



## CVB WINS COVETED PR AWARD

The communications department was recently honored by the Florida Public Relations Association with a Golden Image Judges' Award in the institutional program category for its Best of Daytona Beach Tourism Awards program.

## 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
Oct. 4	Orlando Tour Operator Reception	Orlando, FL	Shelley Bell Sandy Lucania
Oct. 9-11	Incentive Travel & Meeting Executives	Chicago, IL	Sally Gardiner
Oct. 11	Meetings Quest	Minneapolis, MN	Jennifer Coto
Oct. 11-12	International Travel Services Association	Clearwater, FL	Shelley Bell
Oct. 16-18	Tallahassee Society of Association Executives Tradeshow	Tallahassee, FL	Jennifer Coto
Oct. 25-28	Overseas Brats Annual Meeting	Colorado Springs, CO	Sally Gardiner
Oct. 28-31	Meeting Industry Ladies Invitational	Albuquerque, NM	Jennifer Coto
Nov. 1-4	It's A Family Affair Media Tour	Daytona Beach, FL	Susan McLain Stone & Associates
Nov. 4-7	Florida Encounter	Boca Raton, FL	Jennifer Coto Sally Gardiner
Nov. 9-14	National Tour Association	Houston, TX	Sandy Lucania
Nov. 12-16	World Travel Market	London, England	Sherman Briscoe

## Quotable Quotes

"If you're looking for a sure bet when it comes to dining, sightseeing and shopping in the Daytona Beach area, look no further than the winners of this year's tourism competition (Best of Daytona Beach Tourism Awards)."

— Florida Travel (Canada),  
September/October 2001

"When it's time for recreation, the beach beckons many. But as home to the Ladies Professional Golf Association, NASCAR and the United States Tennis Association Florida Division, Daytona Beach offers a plethora of opportunities. With public access to nearly 30 golf courses, outdoor fun is a year-round pleasure."

— Executive Update,  
September 2001

"One of the station's (Ponce de Leon Inlet Lighthouse) highlights is a new building that houses a collection of rare lighthouse lenses. The display's centerpiece is a working First-Order Fresnel lens that illuminated the Cape Canaveral Lighthouse from 1868-1993."

— Jeff Louderback,  
Cincinnati Enquirer,  
August 26, 2001

"Despite its appeal as one of the US's top motor racing venues, the resort (the Daytona Beach area) is still regarded as Florida's best-kept secret. This is especially true from September until November when the ocean is at its warmest, the humidity has dropped sharply, and the school holiday crowds have gone."

— Alan Moore,  
Travel Weekly "Stateside" (United Kingdom),  
August 20, 2001

## 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 staffs 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

Oct. 12-13 • Oct. 18-20 • Oct. 25-27  
Nov. 8-10 • Nov. 19-21 • Nov. 29-30

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.

## Sample Consumer

### Media Schedule

#### DOMESTIC & INTERNATIONAL OCTOBER/NOVEMBER/DECEMBER 2001

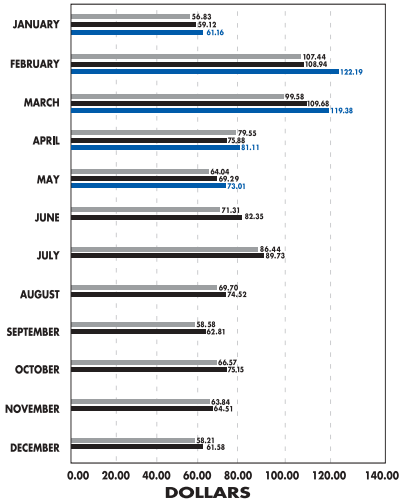
#### PRINT SCHEDULE OCT NOV DEC

2002 Florida Vacation Guide			X
AAA Home & Away		X	X
Florida Monthly		X	
Maclean's (Canada)		X	
Michigan Living		X	X
My Generation		X	X
Orlando Sentinel	X	X	X
Reader's Digest Canada	X		
Travel 50 & Beyond	X	X	X
Vacations	X	X	X

#### BROADCAST SCHEDULE

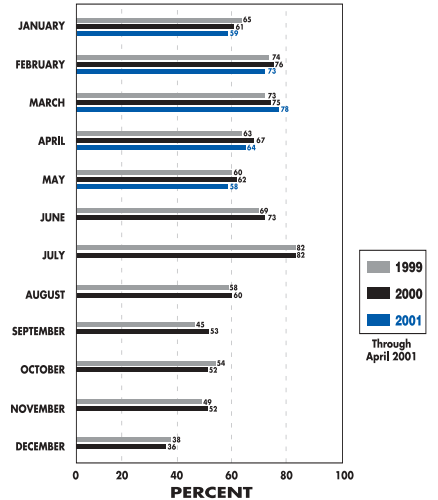
Canadian National Cable		X	X
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#### DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1999-2001



Represents 200+ Properties  
May 2001 High: \$117.17 Low: \$32.94  
Mid Florida Marketing & Research, Inc.

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



Represents 200+ Properties  
May 2001 High: 93% Low: 10%  
Mid Florida Marketing & Research, Inc.