



BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

APRIL / MAY 2000



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Tourism Week Brings

Tourism Week, the annual observance of the tourism industry, will be celebrated on May 7-13 throughout the country. In Daytona Beach, the CVB plans to promote a wider understanding of travel and tourism by polling visitors to determine the "Best of Daytona Beach."

The Best of Daytona Beach Awards will recognize those industry members that provide superior service to their guests. Awards will be given to hotels, restaurants, attractions, sightseeing excursions, retail establishments and other hospitality providers.

In March, approximately 3,500 ballots were mailed to the CVB's consumer inquiry database. All of these recipients were pre-qualified as having visited the Daytona Beach area within the last 12 months. In



addition, 4,400 ballot forms were distributed electronically to the CVB's e-mail database.

"Travel and tourism are vital to the economic stability of our area," comments Sharon Mock, executive director of the CVB. "With the awards program, we hope to heighten awareness of the industry and reward those providers that go above and beyond."

An awards luncheon will highlight the annual Daytona Beach Tourism Week celebration on May 9 at the Adam's Mark Resort. Support of this event is the key to its success. If you do not receive your invitation by May 3, please phone the CVB at (904) 255-0415, ext. 21 to let us know.

Superior Small Lodging 2000 Guide Debuts

The Superior Small Lodging program of Volusia County has released its 2000 Superior Small Lodging Guide which features the finest small hotels and inns in the Daytona Beach area, DeLand and New Smyrna Beach.

The updated, 41-page guide features descriptions, amenities, and rates of 70 area small hotels, inns and bed and breakfast properties, as well as new graphics, color photographs, and an extended list of area attractions.

This year, the number of guides printed increased by 50,000 for a total of 250,000. The guides will be distributed nationally and internationally through leisure traveler and travel agent inquiries, Visit Florida Welcome Centers, tradeshows and the Daytona Beach Area Convention and Visitors Bureau.

Each property listed in the Superior Small Lodging Guide must pass an annual inspection by the Property Review Program and meet quality assurance criteria for cleanliness, comfort, privacy and safety. In order to be considered for the program, a property must have no

more than 75 rooms and be licensed by the Florida State Dept. of Business Regulation. For more information about the Volusia County Superior Small Lodging program, access www.daytonalodging.com on the Internet or phone Vicki DiMaria at (904) 255-0415, ext. 19.



2000 Superior Small Lodging Guide Front Cover ▲

Back Cover ▲

SSL Dates to Remember

May 8-10	Spring Property Photo Shoot
May 10, 2PM	Advisory Board Meeting, CVB Upstairs
August 9, 2PM	Advisory Board Meeting, CVB Upstairs
September 1	Applications for Membership Mailed
September 13, Noon	Orientation/Open House, Location TBA
September 25	Deadline: Applications for Membership
October 1-15	Property Reviews
October 30	2001 Guide Listings Mailed
TBA	Annual Banquet, TBA
November 15	Deadline: 2001 SSL Listings
November 15-17	Fall Property Photo Shoot

SSL membership is not required to attend meetings. Any small property owner or manager is welcome to attend.

**HALIFAX AREA
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AUTHORITY**

- Chairman*
George Anderson
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**
Rainada Inn Speedway
- Larry Fornari**
Palm Plaza Resort
- Joe Gillespie**
Oceans Resorts
- George Karamitos**
Maui Nix
- Gary Libby**
Museum of Arts & Sciences
-

**DBACVB
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Dan Ryan, *Director of*
Internet Services
- Advertising & Publishing**
- Kay Galloway**, *Director*
- Kathy Pennell**
**Volusia County
Film Office**
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Director/Commissioner
- International
Sales Offices**
- London**
- Sherman Briscoe**
Edith Knowles
Germany
Herma Mertens

GUEST COLUMN

Measuring the Far-Reaching Impact of Tourism

by Evelyn Fine



The economic impact of tourism on the Daytona Beach area and throughout Volusia County is impressive. Residents who aren't directly employed in tourism are often unaware of its importance to their lives. But, tourists provide about 30 percent of our sales tax revenue, contributing more than \$2,000 in sales tax revenue for every Volusia County household.

Some of this revenue goes to the State of Florida, which uses it for various state services (including education, state roads, state agencies, etc.). Much of the money comes back to the county and cities for use on local services. The major county road renovations currently taking place are largely paid for by sales taxes.

This tax revenue is in addition to more than \$10 million in property taxes paid by the hotel, motel, timeshare and condo hotel owners.

More than one fourth of our residents are employed in the tourism industry. This includes hotels and motels, restaurants and attractions. While a good number of the jobs are managerial or supervisory, a significant number are entry level positions filled by young people training for their futures or part time jobs held by retirees working during peak seasons.

Not part of the 25 percent directly employed by the tourism industry, but certainly owing much of their business to it, are such businesses as linen suppliers, construction and renovation firms, exterminators, chemical suppliers, and food distribution companies.

Hospitals are filled during the winter months by tourists. Emergency rooms are able to afford the latest technology because of the high level of tourists using their facilities.

Virtually every segment of our economy is affected by tourism. The smart business owner knows they are affected by tourism when more than a fourth of their customers are employed or receive income from that industry.

The smart resident knows they are affected by tourism when they enjoy many restaurants, attractions, and choices for shopping because more than eight million tourists have demanded a wide range and variety.

Tourism is clean industry, importing visitors' money without having them stick around to require ongoing services such as education and social services.

**Tourism Worked
in 1999**

Total Visitors:	8.1 million
Per Person Visitor Expenditures:	\$425
Total Visitor Expenditures:	\$3.45 billion

Figures are based on countywide findings.

Daytona Beach Makes Gains In Cleveland

The first Domestic Express organized by the Southeast Tourism Society was held on March 15 in Cleveland, Ohio. The Daytona Beach area was represented by Sandy Lucania, manager of travel industry sales at the CVB; **Judy Spencer** of Oceans Resorts; and **Carene Darcy** of Team CD Marketing International.

Approximately 40 exhibitors representing southeast destinations, attractions and hotels attended the show. Daytona Beach area representatives met with 12 media members and 160 tour operators and travel agents from the Cleveland area.

According to Lucania, the show was a great success. "Travel planners were eager for information and seemed to appreciate the efforts of the exhibitors," she says. Requests for additional information were received at the CVB within 48 hours of the event.

Who's New at the CVB

The CVB welcomes **Jacque Beckley** to the Tourism Events and Bureau Services Department. As the new Bureau Services Assistant, Jacque will facilitate all department support needs as well as assist Janet Kersey, director of Tourism Events and Bureau Services, with Biketoberfest Development Committee meetings.

Jacque has previous experience in real estate sales and most recently worked for the Ladies Professional Golf Association's Member Services Department. Jacque has traveled extensively and enjoys theatrical pursuits.



JACQUE BECKLEY
Bureau Services Asst.

Visit Florida Welcome Center Promotions



CVB staff member Marlene Smith promotes the Daytona Beach area to Florida visitors as they enter the state.

Each month the CVB participates in promotional programs at the Visit Florida Welcome Center located at the Yulee interchange on Interstate 95. During specific Daytona Beach promotional periods, a special display booth featuring a Daytona Beach banner, decorations and information is set up to attract more than 2,000 visitors each day. All Daytona Beach area properties are invited to participate in the promotions by supplying information for distribution.

A specially trained CVB representative will staff the Daytona Beach booth on the following promotional dates:

- Apr 6 - 8 • Apr 12 - 15 • May 11 - 13 • May 24 - 27 • June 8 - 9 •

Please phone Vicki DiMaria at (904) 255-9415, ext. 19 to learn how your hotel, motel or attraction can participate.

New Subscribers To The CVB

Three properties have signed up to receive subscriber benefits from the CVB:

- Hawaiian Inn, **Michael McIntyre** • Fairfield at Ocean Walk Daytona Beach, **Rod O'Connor** • Jameson Inn, **Rick Rinear**
- CVB subscribers receive industry leads, this bi-monthly newsletter, free listings in various publications, sales and marketing opportunities, and much more. If you are doing business within Volusia County and are interested in becoming a subscriber, contact Janet Kersey, CVB director of bureau services at (904) 255-0415, ext.17.

Regional Tourism Summit II Scheduled in Orlando

It's been almost a year since the first regional partnership summit was held in Kissimmee. The regional group was originally proposed by Orange County Commission Chairman Mel Martinez with the intent of forging a strategic tourism partnership for the entire Central Florida region. The seven organizations participating in the partnership program include Orlando/Orange County CVB, Florida's Space Coast, Lake County CVB, Kissimmee St. Cloud CVB, Central Florida (Polk County) CVB, Seminole County CVB, and the Daytona Beach Area CVB.

Throughout the past 12 months, several new initiatives have been put in place by the consortium including an international consumer brochure, literature exchange program for area visitor centers, and a regional booth at several international trade shows.

The Summit II meeting is scheduled for Thursday, May 4 at 8:30 a.m. - 1:30 p.m. in the Marriott World Center, Orlando. The cost including lunch is \$25 per person. The program will include discussions on how to expand the regional partnership and will feature a presentation by Peter Yesawich on branding the region. Anyone interested in attending should call Suzanne Candage at (904) 255-0415, ext. 21.

Quotable Quotes

"There is no end to the things to do at Daytona Beach - starting with the 23 mile beach ... But, as you enjoy the sun, surf and sand don't miss out on the other great attractions the area has to offer."

-Petula Renee Lloyd,
Atlanta Tribune Internet Edition, February 2000

"Outdoor recreation is at the heart of a vacation at Daytona Beach, where the average daytime temperature is 70 degrees."

-Syd Kearney,
Sunday World-Herald, February 20, 2000

"When travel agents are asked by their clients about Daytona Beach, they're likely to talk about motorsports racing and such events as Biketoberfest. Yet one big enticement that is popular among international visitors is the area's menu of ecotourism pursuits - sea turtle-nesting watches, canoeing, birding and hiking, along with sites and attractions that combine history with nature."

-Susan J. Young,
Selling North America, March 2000

"Drivers will still have plenty of room to cruise. Sixteen of the 23 miles of beach in Volusia County are to remain open to traffic."

-Associated Press,
CNN.com, March 1, 2000

"For stock car fans, Daytona Speedway is the ultimate sports shrine, a kind of Yankee Stadium, St. Andrews Old Course and Wimbledon, all rolled into one."

-Ian Cruickshank,
National Post (Canada), March 10, 2000



What's New

A new Calendar of Events database is being soft-launched during early April. The new function allows users to search for events by specific dates or time frames, by category, or by name. User feedback will be utilized to perfect the functionality of the new database.

MONTHLY FAST FACTS

	November	December
Individual User Sessions	127,394	144,018
Page Views	366,587	439,564
Most Popular Sections	1. Where To Stay 2. What To See, Do & Eat	1. Where To Stay 2. What To See, Do & Eat

CVB Continues Arts & Entertainment Promotion

Based on results from the inaugural January Arts & Entertainment promotion, the program will be expanded from a weekend format to a seasonal market segment. The CVB will utilize direct mail, a special Internet site, an Arts & Entertainment newsletter, and print ads to market the Arts & Entertainment seasons.

The next Arts & Entertainment promotion will begin May 20 with the opening of the Clyde Butcher photography exhibit at the Museum of Arts and Sciences. Other highlights of the promotion will

include exhibits at the Southeast Museum of Photography, Seaside Music Theater performances and daily tours of the Ponce de Leon Inlet Lighthouse.

For the fall and winter, the Arts & Entertainment promotion will focus on the September 16 opening of the Salvador Dali exhibit at the Museum of Arts and Sciences as well as performances by Seaside Music Theater and Downtown Opry. Scheduled shows at the Ocean Center and Friends of the Bandshell Concert Series performances will also be featured.

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
Apr. 24-26	Southeast Tourism Society's Canadian Express	Toronto & Montreal, Canada	Shelley Lenkiewicz
Apr. 27-28	Reunion Network, Inc. Tradeshaw	Norfolk, VA	Sally Gardiner
Apr. 29 - May 4	Space, Speed & History Fam Tour	Space Coast, Daytona Beach & St. Augustine, FL	Shelley Lenkiewicz Sandy Lucania
May 3-6	Meeting Industry Ladies Open	Nashville, TN	Sally Gardiner Todd Unger
May 3-7	Come See the New Daytona Beach & St. Augustine, FL Media Tour	Daytona Beach & St. Augustine, FL	Susan McLain
May 3-7	Society of Government Meeting Planners Annual Conference	San Diego, CA	Jennifer Coto
May 9	Meet at the Beach Fam Tour	Daytona Beach, FL	Sally Gardiner Todd Unger Jennifer Coto
May 13-18	Pow Wow	Dallas, TX	Shelley Lenkiewicz
May 15	Pow Wow Media Marketplace	Dallas, TX	Susan McLain
May 16	Society of Government Meeting Planners Monthly Meeting	Tallahassee, FL	Sally Gardiner Jennifer Coto
May 18-20	American Society of Travel Agents	Milwaukee, WI	Sandy Lucania
May 18-21	Destination Daytona Spring Fam	Daytona Beach, FL	Sally Gardiner Todd Unger Jennifer Coto

Sample Consumer Print Media Schedule-Domestic MAY / JUNE / JULY 2000

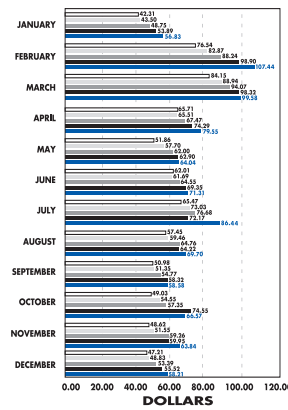
	MAY	JUN	JUL
AAA Florida Tourbook	X	X	X
AAA Home & Away	X	X	
American Heritage	X	X	
Country Home	X	X	
Family Money	X	X	
Southern Living - Vacations	X	X	X
Mature Outlook	X	X	
Travel America	X	X	

And The Winner Is ...

The CVB received two gold awards and three silver awards at the local ceremony for the Advertising Federation last January. Web site banner ads and the 2000 Biketoberfest poster each received a gold. The Web banners were designed by Next Digital in Tampa and the poster was designed by the CVB in house.

The Meetings & Convention Department's trade show exhibit, the 1999 Biketoberfest advertising campaign, and the 1999 Biketoberfest "Ride Quiet" door hanger all received silver awards.

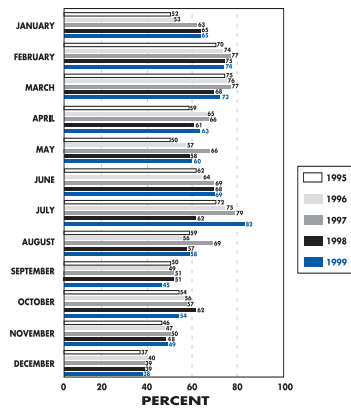
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1995-1999



Represents 200+ Properties
December 1999 High: \$97.00 Low \$14.96

Mid Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1995-1999



Represents 200+ Properties
December 1999 High: 96% Low 3%

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