



# BIG NEWS

A Publication of the Daytona Beach Area CVB

APRIL/MAY 1999

## National Tourism Week Returns To Daytona Beach

In cooperation with the Southeast Volusia Advertising Authority and the West Volusia Tourism Advertising Authority, the Halifax Area Advertising Authority will host a gala celebration in observance of National Tourism Week on Tuesday, May 4.

National Tourism Week is celebrated in approximately 3,000 communities across the United States for the purpose of recognizing the tourism industry's economic, social and cultural significance.

This year's program will feature Alf Nucifora, a nationally recognized consultant specializing in strategic planning and marketing services, who will address coming trends in the new millennium. Mr. Nucifora holds



*Alf Nucifora will address the local tourism industry during National Tourism Week.*

an MBA from Harvard Business School and is currently Chairman of Nucifora Consulting Group. As a marketing columnist he is syndicated in 30 business newspapers and journals across the country. Additionally, he is the immediate past president of the Atlanta Chapter of the American Marketing Association and a past president of the Atlanta Advertising Federation. He is currently Chairman of the Marketing Committee for the Atlanta Convention and Visitors Bureau.

The event will be held at the Plaza Resort and Spa at 600 North Atlantic Avenue, Daytona Beach. The cost is \$24.00 per person. Contact Suzanne Candage at (904) 255-0415 by April 26 to make a reservation.



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## CVB Remembers Long-Time Friend



*Richard (Dick) Moores, Chairman Halifax Area Advertising Authority*

With the passing of Halifax Area Advertising Authority Chairman Richard (Dick) Moores, the staff of the CVB has lost an important and dear friend.

Moores was an integral part of Daytona Beach area tourism since moving here in 1949. He was instrumental in writing the state law that established the Convention Development Tax in Volusia County and created the Halifax Area Advertising Authority. Appointed to the authority in 1984, Moores served continuously until his death at which time he was chairman.

To the CVB and its staff, Moores was a faithful leader, genuine in all of his deeds and actions. He is fondly remembered as a kind, just and caring man.

### *Daytona Beach*

by Scott Moores, Age 13

The palm trees gently swaying in the wind.

The heavy footprints being washed away in the glamorous white sand.

Cloud white seagulls up to their feet in water.

The rolling waves gently passing by.

The dolphin jumping just as the last ray of sunlight drowns away.

That's Daytona Beach!

*Dedicated to my Gramps –  
Richard Moores*

**HALIFAX AREA  
ADVERTISING  
AUTHORITY**

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**George Anderson**

*Best Western LaPlaya*

*Secretary/Treasurer*

**Roger Krauth**

*Colonial Palms Motel*

**Mike Ako**

*Adam's Mark Hotel*

**Gary Brown**

*Sun Viking Lodge*

**Lynne Fagan**

*Ramada Inn*

*Daytona Speedway*

**Larry Fornari**

*Palm Plaza Resort*

**Joe Gillespie**

*Holiday Inn*

*Sunspreet Resort*

**Sarah Gurtis**

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**George Karamitos**

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**Sophia Fowler**

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**Tourism Events & Promotions**

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*Visitor Information Center*

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**Tangela Boyd**

*Publicity Coordinator*

**Dan Ryan**

*Director of Internet Svcs.*

**Local Marketing**

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**Kay Galloway**, *Director*

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**Volusia County**

**Film Office**

**Pamela Bauer**

*Director/Commissioner*

**International**

**Sales Offices**

**London**

**Sherman Briscoe**

**Edith Knowles**

**Germany**

**Herma Mertens**

# CVB Receives Advertising Best Of Show

The bureau's travel industry Web site, [www.daytonabeachcvb.org](http://www.daytonabeachcvb.org), was recently named "Best of Show" at the Daytona Beach Advertising Federation's Addy Awards held at the Adam's Mark on February 27.



*Kay Galloway*

Created in-house as a companion to the bureau's consumer Web site, [www.daytonabeach.com](http://www.daytonabeach.com), [www.daytonabeachcvb.org](http://www.daytonabeachcvb.org) targets members of the travel industry including 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 online version of this newsletter.

"This is a great victory for in-house Web design," says Dan Ryan, director of Internet services at the CVB. "It shows that you can be successful with a limited budget by utilizing a great concept and substantial content."

The Web site's design and content team included the bureau's Director of Advertising Kay Galloway, Director of Communications Susan McLain, and Ryan. The designs were converted to Internet standards by Tony Rawson and Brian Rhody of Datapex — a Daytona Beach Internet hosting development company.

"The success of [www.daytonabeachcvb.org](http://www.daytonabeachcvb.org) can be attributed to the team effort put forth by both the Communications and Advertising Departments. Our creative team is thrilled by this honor but we're even more excited about this site's potential," Galloway says.



*Susan McLain*

Other awards garnered by the bureau include Gold Addys for Best Organizational Web site for [www.daytonabeachcvb.org](http://www.daytonabeachcvb.org), Best Collateral Material or Special Event Material/Card for the bureau's "Meet at the Beach" campaign, and Best Direct Marketing or Specialty Advertising Merchandise for the bureau's caption camera.

The bureau received Silver Addys for its Visitor's Guide, the Biketoberfest Table Tent, the Biketoberfest brochure, a meetings and conventions ad, and the Communications Department's presentation package.



*Dan Ryan*

## Superior Small Lodging Directory Gets Update

A new Superior Small Lodging directory will be available at the end of April. It will feature 68 accredited SSL properties located throughout Volusia County.

The new guide will continue to position the smaller lodging properties as more intimate, personal places that give their visitors an appealing complement to a quiet, perhaps romantic vacation. The guide's cover will show a couple enjoying an intimate moment on the beach, thus alluding to the benefits derived from staying at a Superior Small Lodging property.

In addition, the board governing the SSL program decided to place more emphasis on the ocean in the cover photograph, highlighting the area's waterside assets. "We received a great deal of positive feedback from last year's SSL directory," says Kathleen Pruett, director of local marketing for the CVB. "I think that the improvements with the new directory will help to strengthen the entire program."



*Photographer Mykel Kane and Lighting Technician Tariq Hamid photograph models Vance Harris and Laurie Nettles.*

This year, 200,000 directories will be printed for the 1999/2000 travel season. Each property listed will be highlighted with a four-color photograph, lodging description, amenity icons, consumer contact information and detailed rate schedules.

Local talent agency, In Any Event was used to select the models. The models, Vance Harris and Laurie Nettles, are residents of Volusia County.



# Web Watch

The new official Biketoberfest event Web site, [www.biketoberfest.org](http://www.biketoberfest.org), was launched during Bike Week backed by some heavy star power.

The legendary Peter Fonda, star of "Easy Rider," and Branscombe Richmond of the syndicated television series "Renegade" participated in online chats during Bike Week. Richmond stopped by the CVB office while Fonda, who was ill and had to cancel his Daytona Beach visit, chatted via phone from his Montana home.

"They still call me Easy Rider after 30 years," Fonda said during his one-hour chat March 4. "I would be foolish to be annoyed, but I am amazed by it. People have taken this [movie] to heart."

Richmond talked about his show's 5-year run and his friendship with Lorenzo Lamas. "The reason for Renegade's success is that it is simple and translates easily into any language. Lorenzo and I are genuine friends so I think the audience has a good feeling about us and can relate."

Fonda and Richmond's appearances were made possible through California Motorcycle Company and Indian Motorcycle Co. thanks to Carl's Speed Shop.

Transcripts of both events can be accessed from the Web site's chat room.

In addition to the chat room, [www.biketoberfest.org](http://www.biketoberfest.org) features a calendar of events, media information, vendor information, and much more. A new screensaver will soon be available. The Biketoberfest site can also be accessed directly from the homepage of [www.daytonabeach.com](http://www.daytonabeach.com).

## FAST FACTS

The numbers don't lie. The CVB's consumer information site, [www.daytonabeach.com](http://www.daytonabeach.com) saw a definite increase in the number of users leading up to the beginning of Speedweeks and held strong leading up to Bike Week.

	<u>January</u>	<u>February</u>
Individual User Sessions	48,992	66,636
Page Views	243,465	245,904
Most Popular Sections	1. Where To Stay 2. What To Do	1. Where To Stay 2. What To Do

## TRADE PROMOTIONS and FAM TOURS

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

DATE	EVENT	LOCATION	STAFF
April 7 - 11	National Coalition of Black Meeting Planners	Biloxi, MS	Sally Gardiner
April 12 - 16	Florida Training Workshops	London, England/ Manchester, England/ Leeds, England	Sherman Briscoe
April 23	International Travel Services Association	Orlando, FL	Shelley Lenkiewicz
April 26 - 30	Canadian Express	Toronto, Canada/ Montreal, Canada	Shelley Lenkiewicz
May 2 - 4	Big Beach Media Tour	Daytona Beach, FL	Susan McLain
May 5	Meeting Spots	Tallahassee, FL	Todd Unger
May 6 - 7	Vacation Specialist Fam Tour	Daytona Beach, FL	Shelley Lenkiewicz
May 15 - 19	International Pow Wow	Miami, FL	Shelley Lenkiewicz Sandy Lucania
May 21 - 22	Post Pow Wow Fam Tour	Daytona Beach, FL	Shelley Lenkiewicz Sandy Lucania

## Quotable Quotes

"Sunlight sparkled through the palm trees and the purple clouds, and a few final raindrops splattered the windshields of the vehicles arrayed on the grass. . . .The Daytona drive-in church was born 46 years ago, when members of the local First Christian Church decided that holding services a the then - Neptune Drive-In would be a unique way to reach tourists."

- Sue Anne Pressley,  
*The Washington Post* as reprinted in  
*The Providence Journal*, January 24, 1999

"What is obvious to the careful observer is that Daytona Beach is changing gears. . . .Daytona Beach is now coming out with lower decibel offerings to draw more families to the area and to enhance business growth."

- David M. Varner,  
*Florida Real Estate Journal*,  
January 31, 1999

"The crowds, still plenty lively, are a cross-section of the new motorcycling culture that refers to its trouble-makers as 'One Percenters.' The other 99 percent just spend money at the scores of official events."

- Brian Neale, staff writer,  
*Chicago Tribune*,  
February 26, 1999

"It's [Daytona Beach] the best place to see and be seen; to catch a race; to soak up some much-needed sunshine; to kick back and watch the motorcycling world parade by. Where else would you rather be from February 25 through March 7?"

- *American Motorcyclist*,  
March 1999

## Visitor Information Center News

The CVB's Visitor Information Center located in the lobby of DAYTONA USA, operates at peak levels during special events times. The staff works extended hours to accommodate the high influx of visitors, averaging 2,000 plus per day. Extending her thanks, Emma Simpson, Visitor Information Center manager, congratulated the center's staff, "The staff here has really stepped up their efforts to handle so many additional visitors over the last few months."

During Bike Week (Feb, 26 - March 7), the center had visitors from as far away as Iceland, Equador, Costa Rica, Taiwan and Croatia. For the same time period, the number of visitors increased 10,106 more than last year as recorded in the center's sign-in logbook.

In April there will be a new look to the center. Images in the photo wall will be replaced with updated more colorful photographs. Shots of the beach, family attractions, eco-tourism, golf, and historical and outdoor assets will be highlighted.

If you would like information about available marketing opportunities at the Visitor Information Center, contact Emma Simpson at 904/253-8669 for details.

## Hotels Play Visitors Guide Lottery



*Linda Hargreaves (left) and Kay Galloway smile in the face of fortune.*

Anxious hoteliers awaited the luck of the draw during last January's annual Visitors Guide lottery. Each year, a randomly selected hotel receives premium advertising placement in the upcoming Visitors Guide issue. The winner's ad is placed at the beginning of the guide's accommodations section.

"This is the only fair way to decide which hotel gets the most preferred space," says Kay Galloway, director of advertising for the CVB. The lottery is open to any lodging

establishment to submit an entry in the drawing. The only rule is that participants must be present to win.

Of the 12 qualified entries, Lady Luck smiled on Linda Hargreaves, project director for the Bahama House, as this year's winner.

## Publicity Opportunity

The CVB Communications Department needs to hear from you. To be included in periodic news releases, please send details of your hotel packages. Hotel package information for Mother's Day, Memorial Day, the summer season and the Fourth of July is now being accepted. The information must include property name, package details, offer duration and consumer contact information. Discount offers only will not be accepted. Contact Tangela Boyd by fax at 904/255-5478 or mail your property's information to 126 E. Orange Avenue, Daytona Beach, FL 32114. Submissions must be received by April 16.

## Who's New At The CVB



*Sophia Fowler,  
Meetings & Convention Assistant*

**Sophia Fowler** began as the new Meetings and Convention Assistant at the first of the year. Working with Director of Convention Sales Sally Gardiner and National Sales Manager Todd Unger, Fowler's responsibilities include coordinating travel schedules, daily operations and convention services support.

"With more than 10 years of experience as an executive assistant, Sophia is a marvelous asset to the CVB," said Gardiner.

Fowler comes to the CVB following a position as a project associate at Hewlett Packard. She holds a bachelor of arts in business administration from the University of San Moritz and an associate's degree in computer science from the University of Maryland.

In addition to her professional duties, Fowler is an active volunteer with Big Brothers and Sisters, the United Way and Southminster Church's Youth Group.

**Bob Bentley** has also recently joined the CVB as a Visitor Information Center Representative. Bentley, a resident of Ormond Beach, is a former US Army Sergeant and self-employed businessman.

## Dates To Remember

- April 4 .....Easter
- April 4 .....Daylight Savings Time Begins
- May 2-8 .....National Tourism Week
- May 5-9 .....Titleholders Championship  
presented by Mercury
- May 9 .....Mother's Day
- May 31 .....Memorial Day Holiday

## Local Marketing Department Offers News You Can Use



Marketing initiatives and helpful hints are explained in a new publication called "Up to Date." This bimonthly newsletter takes a no-frills approach to helping smaller properties get the most out of sometimes-limited marketing budgets. In "Up to Date," small hotel owners can find out about free materials that they can use to promote their business. The publication also gives hints on how to get free publicity and offers advice on local issues and events.

In addition, the Local Marketing Department has produced a helpful guide to amusements, sports, tours, museums, galleries, parks, shopping and theatre. The one-page trifold brochure is a helpful at-a-glance resource for locating all the "Fun Things To Do & See" in the Daytona Beach area. Each listing includes location, phone number, admission charges, and hours of operation. To receive a copy of this handy informational guide, please call the CVB at 904/255-0415.

FLORIDA GRAPHICS AD  
Here

## Visit Florida Welcome Center Promotions

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

- April 14 - 17
- April 28 - 30
- May 13 - 15
- May 27 - 29

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

## Tourism 1998

Approximately eight million visitors came to the area during the year. More than 3.2 billion dollars were brought into the area through visitor expenditures.

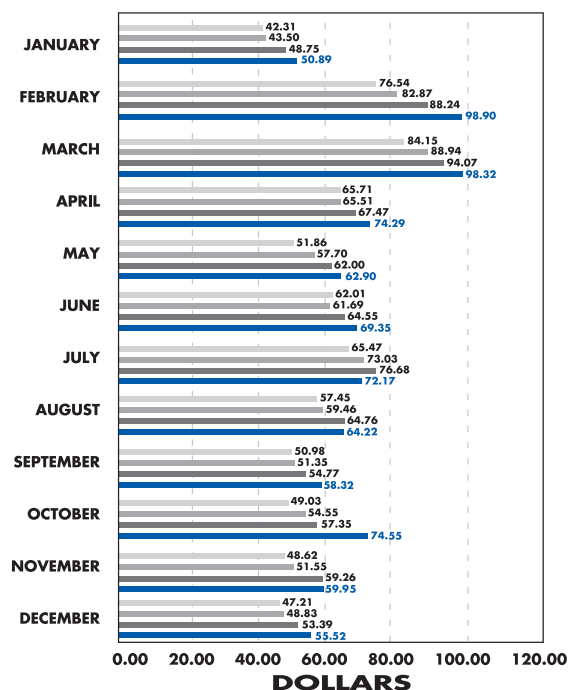
While the annual occupancy rate decreased slightly from the year before to 60 percent, the average daily rate increased in 1998 to \$71.50 from \$67.28 in 1997.

### Sample Consumer Print Media Schedule-Domestic APRIL, MAY, JUNE 1999

	FEB	MAR	APR
AAA Atlas/Rand McNally	X	X	X
American Heritage	X		
Disney Magazine	X	X	X
Florida Vacation Guide	X	X	X
Midwest Living	X	X	X
Orlando Sentinel Co-op	X	X	X
Outdoor Explorer		X	
Pathfinders Travel	X	X	X
SEE Magazine-Orlando	X	X	X
Undiscovered Florida		X	X

Broadcast			
Mickey D's TV	X	X	X
Per Inquiry (Network Cable)	X	X	

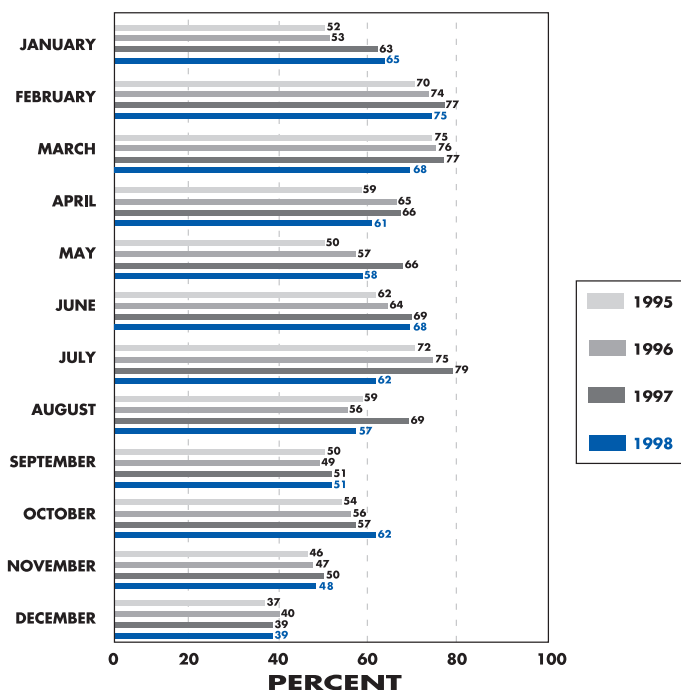
**DAYTONA BEACH HOTEL/MOTEL  
AVERAGE DAILY RATE 1995-1998**



Represents 200+ Properties  
December 1998 High: \$149.52 Low: \$19.51

Mid-Florida Marketing & Research, Inc.

**DAYTONA BEACH HOTEL/MOTEL  
OCCUPANCY 1995-1998**



Represents 200+ Properties  
December 1998 High: 91% Low: 13%

Mid-Florida Marketing & Research, Inc.

Bulk Rate  
U.S. Postage  
**PAID**  
Daytona Beach, FL  
Permit #103