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GUEST COLUMN

SSL Membership Has Its Privileges

by Frank Molnar



For those of you not familiar with Superior Small Lodging, it began in 1989 in Fort Lauderdale. Small property owners came together believing there was more to tourism than the student market. In fact, the entire destination decided to focus on international travelers instead of students. By coming together under one brand, Super Small Lodging, the small properties were able to offer a quality product that helped them attract new business.

In 1992, the SSL program was brought to the Daytona Beach area. Since then, local small property owners have spent millions of dollars fixing up their properties. Not only has it helped each member increase business, it has also helped beautify our entire destination. With more than 70 member properties, the word is spreading here among local small property owners about the benefits of becoming a member of the Volusia County SSL program.

Small hotels wishing to join the SSL program must have no more than 75 rooms, pass an inspection and meet quality assurance criteria for cleanliness, comfort, privacy and safety. Upon joining, members must also agree to not post their rates. Research has shown us repeatedly that posting rates hurts business. That's why every member in our destination agrees the key to our business is reservations, not walk-ins.

There are many benefits of being a member of SSL, the most important being increased profits. There are several SSL members in our destination now doing over \$15,000 per room, per year. Additional benefits include a listing in our own brochure that is sent out with our local visitors guide by the CVB. We also have our own Web site which can be found at www.daytonalodging.com. Cooperative advertisement opportunities that give us the chance to place ads in the most popular travel publications are available as well. SSL also offers members a property and casualty insurance program; the services of a health insurance professional who specializes in the needs of the small business owner; and the opportunity to meet other small property owners and exchange ideas. The local SSL board is committed to expanding this program and

assisting any property owner who's interested in becoming a member.

There are benefits at the state level as well. The state SSL program has its own directory listing all SSL members. This directory is distributed at Florida welcome centers, meaning your property receives additional exposure. The state program also has its own Web site, www.superiorsslodging.com.

Last December, our state association joined forces with Visit Florida — Florida's official tourism marketing agency. Visit Florida is now responsible for branding our program and providing special cooperative opportunities to SSL members. An additional benefit of this partnership is that SSL members receive a 25 percent discount on their Visit Florida dues.

I look forward to the day when every small property is a member of SSL. Hopefully, those of you who are not members will send in a membership application for the upcoming 2000-01 property reviews. Together we can be a part of the new Daytona Beach!

Superior Small Lodging Prepares for Open House and Property Reviews

Superior Small Lodging of Volusia County, Inc. is gearing up for its annual open house and orientation on Sunday, September 17, 2000 from 1 p.m. to 5 p.m. The event will begin at the Shoreline All Suites Inn in Daytona Beach Shores. During the meeting, non-members will learn the benefits of joining the SSL program, discuss the program's guidelines, tour the area's fine small properties and experience the hospitality and camaraderie between SSL members. The event is open to the public and will feature prize drawings, refreshments, and food. There will also be a food drive to benefit a local charitable organization. For more information contact Vicki DiMaria at (904) 255-0415 ext. 19 or access www.daytonabeachcvb.org on the Internet.

HAAA Members Reappointed

Three members of the Halifax Area Advertising Authority have been reappointed by the Volusia County Council. George Anderson of Ocean Walk Development Corporation, George Karamitos of Maui Nix, and Roger Krauth of Colonial Palms Inn Oceanfront were each appointed to a second three-year term on the authority.

The Volusia County Council appoints the 11 members of HAAA on a rotating basis. The authority is charged with the administration and disbursement of proceeds from the three-percent Convention Development Tax on transient accommodation rentals.

Travel Industry Sales Hosts UK Super Fam



Neptune Parasail representative (fourth from right) with UK Super Fam participants

The CVB's Travel Industry Sales Department, along with Sherman Briscoe of the London sales office, hosted nine travel agents and tour operators from the United Kingdom on June 17-20, 2000 during Visit Florida's U.K. Super Fam. The familiarization tour's participants visited several local restaurants and attractions including *LPGA International*, *Adventure Landing Waterpark and Entertainment Center*, the *Plaza Resort and Spa*, *SunCruz Casino*, the *Ponce de Leon Inlet Lighthouse*, *DAYTONA USA*, *Buca di Beppo* and *Aunt Catfish's*. The group also went parasailing, shopping, cruising aboard *Sunny Daze* and *Starry Nites*, and canoeing during their visit to *Bulow Plantation Ruins State Historic Site*. The *Hampton Inn*, *Daytona Beach Shores* served as the host hotel.

In May, the department also hosted familiarization tours for Chilean and New Zealand travel agents and tour operators. Both tours were hosted in conjunction with Visit Florida.

TIS Sales Leads

When compared to last year's total, as of June 23, 2000, the Travel Industry Sales Department has seen a 185 percent increase in the number of sales leads received for area accommodations.

Coming Soon ...

"Big News" is adding a new section that features area hotels, restaurants, attractions, campgrounds, retail shops and concessions. This is a great opportunity for you to introduce or update "Big News" more than 700 readers on what's new at your business. If you would like your business featured, submit your information by fax or e-mail to Tangela Boyd at (904) 255-5478 or tboyd@daytonabeachcvb.org.



Web Watch

MONTHLY FAST FACTS

(www.daytonabeach.com)

	May	June
Individual User Sessions	125,943	133,094
Page Views	177,194*	427,136
Most Popular Sections	1. Where To Stay 2. What To Do	1. Where To Stay 2. What To Do

*Data excludes May 5-23, 2000

Meetings & Conventions News

The Meetings and Conventions Department hosted a group of 13 meeting planners during its Destination Daytona Spring Familiarization Tour on May 18-21, 2000.

The meeting planners on the tour represented organizations such as Ford Hospitality Services, Inc., the Myasthenia Gravis Foundation, the United Way and the National Association of Foreign Trade Zones.

M&C Seeks Volunteers ...

The Meetings and Conventions Department is seeking volunteers to facilitate annual conventions held in the Daytona Beach area. Volunteers will be asked to perform as area ambassadors for visiting conventions. Duties may include greeting convention arrivals and issuing visitor information. Special skills are not required, but a thorough knowledge of the area is helpful. To be placed on a list of available volunteers, please call Jennifer Coto at (904) 255-0415 ext. 131.

Meetings & Conventions Bookings

The following list of recently booked meetings and conventions are the result of leads facilitated by the Meetings and Conventions Department:

Group	Date	Attendants
Words' Tour	July 27-30, 2000	165
Gainey Family Reunion	August 4-6, 2000	100
AAU Karate Invitational	August 25-28, 2000	85
National Multiple Sclerosis Society	September 23-24, 2000	1,000
WWII Veterans Reunion	October 3-6, 2000	30
USS Panamint AGC 13	October 11-15, 2000	50
Daytona Beach Baseball - National Championship	Various dates in 2000	720
Southern Organization for Human Services Educators	March 15-18, 2001	150
Conference of Radiation Control Program Directors	October 21-24, 2001	250
International Lifesaving World Championships	May 2-22, 2002	5,000
USS Balch DD363 / USS Portorfield DD682	September 2002	100

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
Aug. 8-11	Florida Motorcoach Association	Key West, FL	Sandy Lucania
Aug. 10-11	Association of Convention Marketing Executives	Orlando, FL	Sally Gardiner Todd Unger
Aug. 12-15	American Society of Association Executives	Orlando, FL	Sally Gardiner
Aug. 18	International Travel Services Association	Orlando, FL	Shelley Lenkiewicz Sandy Lucania
Aug. 24-27	S.E. Meeting Professionals International Conference	Boca Raton, FL	Todd Unger
Sept. 5-8	Affordable Meetings	Baltimore, MD	Todd Unger

Quotable Quotes

"As for dining, there are some marvelous restaurants in the Daytona area. The Veranda at La Playa Resort offers a buffet breakfast daily and a wonderful Sunday champagne brunch, and you also can enjoy breakfast at the Dancing Avocado Kitchen and the Daytona Diner. Don't miss dinner at Buca di Beppo Restaurant which is a real treat, as well as Frappes North, the Chart House and the Clocktowers at Adam's Mark Resort."

-Kermit Kapner,
Suburban News 2 (New Jersey), May 24, 2000

"The Daytona Beach Area CVB's industry Web site has a wealth of information for the (travel) trade."

-Susan J. Young,
Travel Agent's Selling North America, July 2000

"Attention golfers: Daytona Beach is a hidden gem, boasting superb courses staffed by some of the country's top pros."

-Cynthia Boal Janssens,
Vacations, July 2000

"In Daytona Beach, Florida, those who feel the need for speed will find a racing mecca — a seaside town with racing deeply entwined in its economy, politics, and culture, as well as its history and future."

-Matthew McDaniel,
Interval World, Summer 2000

NEW SUBSCRIBERS TO THE CVB

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

Attractions • Ormond Memorial Art Museum & Gardens • Daytona International Speedway • DAYTONA USA • Daytona Playhouse • Daytona Iceplex • The Casements
Hotels / Motels / Campgrounds • Copacabana Motel • Traders • Oceans 99 • Nova Family Campground • Majesty's Court Motel • Holiday Inn Indigo Lakes • Flamingo Motel • Aqua Terrace Motel • Beach Haven Inn • Best Western Mainsail Inn & Suites • Ocean Mist Motel • Seaside Holiday • Buccaneer Motel

Restaurants • Booth's Bowery Restaurant & Lounge • Cruisin Café • Main Street Steakhouse • Ocean Diner • Pat's Riverfront Café • Neptune's Harvest • Cracker Barrel • The Dancing Avocado Kitchen • Don Giovanni's Pizza • Earl Street Grill • New York Pizza • Brickyard Lounge & Grill • English Rose Tea Room • Wendy's • Ryan's Family Steakhouse • Aunt Catfish's on the River • Atlantic Red Snapper, Inc.

Retail Shops/Concessions/Other • Gator Beach & Sports • Carl's Speed Shop • Beach Photo & Video, Inc. • Dunebuggies of Daytona • Fun In The Sun, Inc. • AAA Auto Club South • Beach Express • Jim Walker's Honda/Suzuki/Yamaha • Best Read Guide • Barney's Leather • S.R. Perott, Inc. • The Orlando Sentinel • Miles Media Group

*As of June 29, 2000

CVB subscribers receive industry leads, this bi-monthly newsletter, free listings in various publications, sales and marketing opportunities, and much more. If you are interested in becoming a subscriber, contact Janet Kersey, CVB director of bureau services at (904) 255-0415, ext.117.

Sample Consumer Print Media Schedule AUGUST / SEPTEMBER 2000

	AUG	SEP
AAA Florida Tourbook	X	X
Fall Florida Newspaper Insert		X
Southern Living Vacations		X
Travel 50 & Beyond		X
Undiscovered Florida	X	
Vacations		X
Destination Imagination 2000 (UK)	X	X
STS Canadian Vacation Guide		X
Broadcast		
In-state Visit Florida Co-op	X	X

VISIT FLORIDA WELCOME CENTER PROMOTIONS

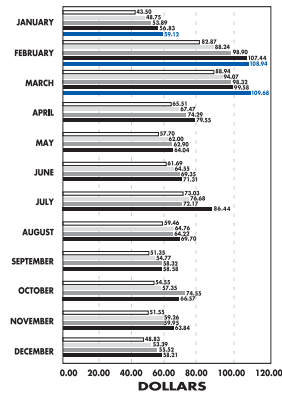
Each month, the CVB participates in promotional programs at the Visit Florida Welcome Center located at the Yulee intersection on Interstate 95. During specific Daytona Beach promotional periods, a specially trained CVB representative will staff the Daytona Beach booth. All Daytona Beach area properties are invited to participate in the promotions by supplying information for distribution. A nominal fee is required for participation.

Upcoming Daytona Beach Promotions

- August 10-12 • August 23-26 •
- September 1-3 • September 27-30 • October 5-7 •

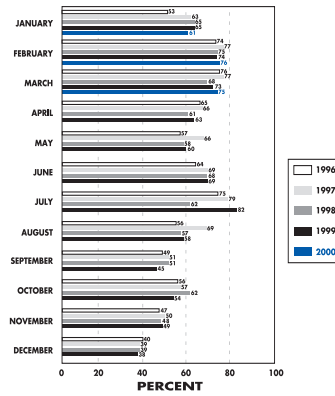
Please phone Vicki DiMaria at (904) 255-0415, ext. 119 to learn how your hotel, motel, restaurant or attraction can participate.

DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1996-2000



Represents 200+ Properties
February 2000 High: \$187.56 Low: \$34.93
March 2000 High: \$255.87 Low: \$26.45
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DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1996-2000



Represents 200+ Properties
February 2000 High: 98% Low: 34%
March 2000 High: 100% Low: 37%
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Bulk Rate
U.S. Postage
PAID
Daytona Beach, FL
Permit #103

Daytona Beach Convention & Visitors Bureau
126 E. Orange Ave. • Daytona Beach, FL 32114
www.daytonabeachcvb.org
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