



April/May 2009

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Featured Events

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[Committee meeting](#)
April 29, 9:00 a.m.
Daytona Beach Area CVB
126 E. Orange Ave.
Second floor boardroom

[Halifax Area Advertising](#)
[Authority Meeting](#)
April 29, 3:00 p.m.
Daytona Beach Area CVB
126 E. Orange Ave.
Second floor boardroom

[Golf Daytona Beach](#)
[Committee Meeting](#)
May 13, 3:30 p.m.
Daytona Beach Area CVB
126 E. Orange Ave.
Second floor boardroom

ADR/Occupancy Rates

For information on the Daytona Beach area's lodging occupancy and average daily rates, visit the Market Research section on daytonabeachcvb.org.

Quotable Quote
"If you're considering a beach getaway, the Daytona Beach Area Convention & Visitors Bureau has a site full of hotel specials for families as well as a Sun Saver downloadable savings booklet filled with nearly \$500 worth of coupons redeemable at area restaurants and attractions."
-- *FamilyTravelNetwork.com*,
March 2009

Daytona Beach Area Hospitality Industry to Celebrate National Travel & Tourism Week



The Daytona Beach Area Convention and Visitors Bureau and the Hotel & Lodging Association of Volusia County will commemorate National Travel & Tourism Week (May 9-17) with a luncheon event at The Shores Resort & Spa on Wednesday, May 13 at 11:30 a.m.

Hospitality scholarships will be presented to local high school and college students during the luncheon. Tickets are \$25. To purchase, send checks to the Hotel & Lodging Association, 1808 Concept Court, Daytona Beach, FL 32114. For more information, call 386.257.6828. RSVPs will be accepted through April 4.

In its 26th year, National Travel and Tourism Week is a collective effort to promote the power of travel through customized events in communities nationwide. Presented by the U.S. Travel Association, the goal is to enhance the country's economy, security and perception, and recognize the cultural and social benefits created by travel and tourism.

Daytona Beach Area CVB Wins 11 ADDYs at DBAF Gala

The Daytona Beach Area CVB took home 11 prestigious awards during the Daytona Beach Advertising Federation's March 28 Addy Awards Gala event, held at The Shores Resort & Spa in Daytona Beach Shores.

A Gold ADDY® Award was received for the Biketoberfest® 2009 Poster. Silver ADDY® Awards were received for: a Meetings & Conventions promotional video; the *Daytona Beach Area Visitors Guide*; and the Biketoberfest® Newsletter. Bronze ADDY® Awards were received for: the Biketoberfest® 2008 logo; a series of Seasonal Daytona Beach Newsletters; an Arts Map; a Bike Event Holiday Card; a logo for the Daytona Beach Dream Cruise; a New Year's Eve e-news newsletter; and an online Daytona Beach Holiday Card.

CVB Launches Seasonal Promotions



On March 9, the CVB launched its Spring Family Beach Break program. In its fifth year, Spring Family Beach Break features special hotel rates good through May 21. Program details are available familybeachbreak.com.

The CVB's Daytona Summer Sale promotion takes place May 1-July 31 featuring special rates offered by participating area properties. daytonasummersale.com.

Meeting Planners Impressed by Newly Expanded Ocean Center



CVB staff and local partners teamed up to represent the Daytona Beach area at the Religious Conference Management Association tradeshow on Jan. 27-30 in Grand Rapids, Michigan.

The Daytona Beach Area CVB's meetings and conventions department is seeing a spike in interest from meeting planners – for a variety of reasons.

"Our newly-expanded Ocean Center convention facility is already getting rave reviews from meeting planners and meeting attendees. They're really impressed by its size and its state of the art meetings facilities, as well as its vibrant colors, architecture and art work, all of which capture both the traditional and the new Daytona Beach," says CVB Director of Convention Sales Sally Gardiner.

Gardiner, who has been bringing the Daytona Beach name to meeting planners for over 19 years, says that planners are taking special note of how affordable the destination is, and that, with the additional space from the Ocean Center's \$76 million expansion, for the first time they are able to hold their meetings here.

Olsen Earns Travel Marketing Professional Certification from STS



Roxanne Olsen, director of membership and promotions for the Daytona Beach Area CVB, has earned certification as a “Travel Marketing Professional” (TMP) after completing the Southeast Tourism Society Marketing College three-year program.

Course topics included special events marketing, media relations, tourism advertising, vacation research, crisis management, heritage tourism and community/rural tourism. After the classroom work, students also completed a project that relates to their employment.

Olsen, who has been a CVB staff member since 1989, was one of 57 new TMPs recognized at the STS spring meeting in Montgomery, Ala. The newest group of TMPs raised \$6,700 to fund six scholarships for future STS Marketing College students.

The STS Marketing College started in 1992. Since its establishment, 473 students have earned TMP certification. For more information about the Southeast Tourism Society visit southeasttourism.org.

Kudos!

- **Homewood Suites** by Hilton in Daytona Beach is participating in the company’s local artwork initiative “Homewood is Where the Art Is.” The property has acquired two works by area artist Matthew Bonazzoli titled *A Shell’s Life* and *A Tropical Sunrise*. Both works are on display in the hotel’s lodge.
- **Quality Inn & Suites**, Ormond Beach, has earned the Gold Hospitality Award for 2008-09 from Choice Hotels International. The hotel is owned by Ocean Waters Hotels & Resorts of Daytona Beach. Also, Ocean Waters employee **Stephen L. Nalley** was presented the Distinguished Leadership and Meritorious Service Award by the National Veterans of Foreign Wars. The retired staff sergeant is a senior vice president of Ocean Waters Management. He is a member of VFW Post 3282 in Port Orange.

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 promotional periods, Welcome Center Representative Marlene Smith staffs the Daytona Beach booth. All Daytona Beach area hotels and attractions are invited to participate in the promotions by supplying information for distribution. A nominal fee is required for participation. To learn how your business can participate, contact CVB Director of Membership & Promotions Roxanne Olsen at 386.255.0415, ext. 114 or rolsen@daytonabeachcvb.org.

Upcoming Promotion Dates

April 9-11

April 24-25

April 30-May 2

May 7-9

May 21-23

New CVB Members*

The CVB welcomes each of the following new and returning businesses to its membership program:

Lodging: **Benz Beach House**, 3236 S. Peninsula Drive, Daytona Beach.

Attractions: **EagleRider Motorcycle Rental & Tours**, 290 Beach St., Daytona Beach. Water Toy Shop Inc. at AquaMarina Daytona (Boat Rentals), 645 S. Beach St., Daytona Beach.

Restaurants: **Caffe Capri Ristorante**, 222-B N. Nova Rd., Ormond Beach.

Retail/Vendors/Other: **New Smyrna Beach Visitors Center**, 2238 S.R. 44, New Smyrna Beach. **USA Dance Inc.**, Port Orange.

Transportation: **Precision Air Center**, 1624 Aviation Center Parkway, Daytona Beach.

*As of March 30, 2009

CVB members 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 member. For more information, contact CVB Director of Membership & Promotions Roxanne Olsen at 386.255.0415, ext. 114 or rolsen@daytonabeachcvb.org.

YouTube Fun!



CVB staff members Janet Kersey and Nick Conte covered the fun and excitement of Bike Week 2009 for YouTube channel viewers. The three videos filmed during the motorcycle festival have each garnered several hundred views. Check them out here:

<http://www.youtube.com/user/DaytonaBeachExpert>.

Web Watch Numbers: DaytonaBeach.com

| | Unique Visitors | Page Accesses |
|-----------------|-----------------|---------------|
| • January 2009 | 116,862 | 530,036 |
| • February 2009 | 122,933 | 528,001 |

Daytona Beach Area Convention & Visitors Bureau
126 East Orange Avenue | Daytona Beach, FL 32114