



BIG NEWS

A Publication of the Daytona Beach Area Convention & Visitors Bureau

JUNE / JULY 2000



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New Visitors Guides Are Ready To Roll



The new Daytona Beach Area Visitors Guide made its 2000 / 2001 debut at the end of May. The new guide will be distributed to those requesting vacation-planning information via the CVB information services telephone line, the Internet, and at welcome centers.

The CVB produced 400,000 of the new guides including 10,000 German-language editions. The guide is 102 pages long – a six page increase over last year’s guide.

“With our advertising sales up this year, we were able to increase the editorial content of the book,” says Kay Galloway, director of advertising for the CVB.

The guide’s cover and interior page layout were designed in-house by Galloway. The beach is the dominant image on the cover while inset photos illustrate the diversity of the destination. “We wanted to show prospective and returning visitors the main reason why nearly 8.1 million people come to our area annually,” says Galloway. “And that is the beach.”

Winners Receive Best of Daytona Beach Tourism Awards

This year, the CVB began a new program for National Tourism Week (May 7 - 13) to reward tourism providers that make a positive impression on their guests. Utilizing the CVB’s consumer database, ballots were sent via direct mail and e-mail to approximately 1,650 households. The respondents were qualified visitors who had been to the Daytona Beach area within the last 12 months. The ballots asked respondents for their vote of the best hotels, attractions, restaurants, scenic views, shopping, transportation services, and golf courses. Results of the poll granted the following Best of Daytona Beach Awards:

- VOTRAN’s A1A Trolley, Best Transportation Service
- Ponce de Leon Inlet Lighthouse, Best Learning Experience
- Volusia Mall, Best Shopping Experience
- DAYTONA USA, Best Family Attraction
- Adventure Landing, Best Attraction for Kids Under 12
- SunCruz Casino, Best Attraction for Mature Travelers
- LPGA, Best Golf Course
- Aunt Catfish’s, Best Restaurant
- Anchorage Beach Suites, Best Accommodations Under 75 Units
- Palm Plaza Oceanfront Resort, Best Accommodations 75 - 150 Units
- Best Western La Playa Resort, Best Accommodations 150-250 Units
- Adam’s Mark Daytona Beach Resort, Best Accommodations Over 250 Units



Recipients hold awards from left to right: Sherry Lloyd, Jim Ward, Anne Caneer, Mike Ako, Ken Fisher, Jim Galbreath, Nancy Henderson, Roni Engels, Stan Driscoll, Jerry Schaefer, Nicky Biedermann, Larry Fornari, and Charles Biedermann

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Ocean Walk

Vice-Chairman

Blaine Lansberry
Bahama House

Secretary/Treasurer

Roger Krauth
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Mike Ako

Adam's Mark Resort

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Sun Viking Lodge

Lynne Fagan

Ramada Inn Speedway

Larry Fornari

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Maui Nix

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GUEST COLUMN

Partners in Tourism

by Lana Wilken



LANA WILKEN
Regional Development
Representative
Visit Florida
Partners Program

"Visit Florida? Why? I am already here!" Thankfully, I rarely hear that comment anymore, when I introduce myself as Lana Wilken, regional representative for Visit Florida. Alright, sometimes the industry refers to it as Florida USA, or F-L-A-U-S-A, but either way, we know.... That Visit Florida is the official tourism promotion organization for the State of Florida, and that through recent, aggressive action by the tourism industry and our state legislature, has become a leading force in public-private partnerships and tourism promotion.

In fact, Florida's tourism promotion budget has leaped from 18 million to 54 million in just three short years, making our state the second largest in promotional budgets, just short of Hawaii's 56 million. The significance of this however is that Hawaii, and all the other leading states, are funded solely by their public dollars. Florida, has successfully taken its 18 million in public annual funds (via rental car tax) and matched it at one and half times through private, industry dollars. Not only does this open up numerous opportunities for enhanced advertising, niche marketing and aggressive sales programs, but most importantly, it lets the industry steer the ship.

That's right. Your direct involvement with Visit Florida has infinite potential but it is up to you and your community to decide how much you want it to impact you. We are truly industry-driven now, and we need you to inform, contribute and direct the efforts of the state. The more that play, the better the game.

How do you get directly involved? For "investments" as little as \$125 per year, your stake in the effort helps fund bigger and better programs that encourage direct interaction. For example, we will bring to you travel agents, journalists and meeting planners several times a year to experience what is Volusia County. We will publish and promote your product in our Vacation Guides, maps, Travel Planners, Web sites and via

hundreds of industry trade shows that target all disciplines from consumers to receptive tour operators. We will share with you market intelligence from air and auto visitor numbers, tourism trends and assessment of advertising effectiveness. And we will put you in touch with the repeat drive market through programs in our five Official Welcome Centers. Hopefully you can see the domino effect here... as more Partners from your area get involved, the greater presence your area will have.

Just remember this: We are not here to tell you how we intend to promote you. We ARE here however, to listen and to facilitate and

implement programs that you recommend. More than 80% of our Partners are small businesses, small hotels, and small tour operations. This is your chance to play the game. Don't miss it!

Editor's Note: Lana Wilken will host a luncheon at Daytona USA on Friday, June 23 from 12:00 p.m. to 1:30 p.m. to inform non-Partners about the benefits of Partnership and answer their questions. The luncheon is free. To reserve your space, call Lana at (407) 290-6564.

Newly Released Florida Travel Statistics for First Quarter of 2000:

- Central East Florida attracted 10% of the overall visitors to the state. This followed Central Florida at 28%, Southeast at 21% and Central West at 18%.
- 1st quarter Florida visitors were 80% leisure, 20% business.
- According to the Travel Industry Association, beaches are the number 2 activity of choice, shopping is number 1.
- The auto market increased from last year by 5.2 percentage points, with 55% Florida visitors arriving by car.

Alabama Family Receives Award During Tourism Week

Visitors to the Daytona Beach area can expect the pleasantly unexpected. On May 12, one lucky family from Ashville, Alabama received a prize package valued at more than \$500 and became the Daytona Beach Area Visitor Family of the Year.

As part of the local National Tourism Week celebration, the Visitor Family of the Year award was adopted to show appreciation for the nearly 8.1 million people that visited the area in 1999. The prize was awarded to Stanley Studdard and Mischka Crim for being the first family of four to sign in at its Visitor Information Center located in the lobby of DAYTONA USA. Studdard and Crim were accompanied by their son Robert Studdard and Crim's sister Mona Soulou.

Daytona Beach Mayor Bud Asher presented the family with the prize package containing free passes to area attractions including **Adventure Landing Waterpark and Entertainment Center**, the **Museum of Arts and Sciences**, **DAYTONA USA**, **Sunny Daze & Starry Nites**, **Daytona Beach River Cruise**, and the **Ponce de Leon Inlet Lighthouse**. The family received a \$40 gift certificate for dinner at **Bucca di Beppo** as well as Daytona Beach t-shirts, hats, beach balls and lapel pins.

The Studdard family had originally scheduled their visit to the area on the previous day, but changed plans at the last minute. "This is a very big surprise to me," said Stanley Studdard. "This is the first time we've ever been to Daytona Beach," he continued. "So far, I love it."



From left to right: Stanley Studdard, Robert Studdard, Mischka Crim, Mona Soulou, Daytona Beach Mayor Bud Asher.

New TRUXPO Event Coming To Daytona Beach

A new event for the year 2000, TRUXPO, is designed to entertain truck enthusiasts of all types. In Daytona Beach, TRUXPO is scheduled for October 7-8, 2000 at the Daytona International Speedway. Produced by the International Speedway Corporation, TRUXPO is a touring series beginning in April at the Darlington Raceway in South Carolina. The series visits Talladega Superspeedway in Alabama in June and Nazareth Speedway in Pennsylvania in September with the finale in Daytona Beach.

This October, TRUXPO expects competition among 1,000 trucks with 2,000 participants. Entrants will compete in such activities as Show-n-Shine shows, off-road racing, burn outs, and stereo and hydraulics contests. Show-n-Shine classes are open for four-wheel drives, classics and mini's in three categories - mild, wild and extreme. Monster Truck racing will also be featured throughout the weekend including a field of 12 Monster Trucks.

For more information on this new event, contact Mary Erhard, ISC Special Events Manager at (904) 255-TRUK (8785) or CVB Tourism Events Department at (904) 255-0415, extension 17.

NEW SUBSCRIBERS TO THE CVB

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

- Boardwalk Inn & Suites, **Glenn Lutz**
- Travelodge Ocean Jewels Resort, **Roger Mahood**
- Quality Inn & Suites, **David Bursey**
- Acapulco Inn, **Charles Bray**
- Ocean Inn, **Martin Mayo**
- Jamaican Beach Motel, **Jay Patel**
- Ocean Court Motel, **Dave & Linda Hands**
- Ocean View Condominium Rentals, **Al Raymondi**
- Bucca di Beppo, **Mark Higgins**
- The Oyster Pub, **Bill Clark**
- Pondo's Restaurant, **Keith & Christi McNullen**
- Oceandocks Restaurant, **Walter & Rhonda Glasnak**
- Sophie Kay's Waterfall Restaurant, **Sophie Kay**
- Frappes North, **Meryl Frappier**
- Daytona Harley Davidson, Inc., **Julie Maenza**
- Pirates Island Adventure Golf, **Nanci & John West**
- Volusia Mall, **Sherri Lloyd**

*As of May 8, 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.17.



Web Watch

CVB to Provide Online Reservations

Visitors to DaytonaBeach.com will soon be able to make their hotel reservations online. The CVB has recently entered into a partnership with WorldRes, the industry leader in online reservations, to create an online reservations system for all Daytona Beach area lodging properties. WorldRes is used by numerous CVBs throughout the world.

CVB staff and WorldRes will spend the next few weeks integrating their technologies to make the reservation process as seamless as possible for consumers.

There are no start-up fees for area properties to join the online reservations program. Once in the program, properties will pay commissions on rooms booked only. Best of all, individual properties will maintain their own inventory. For those that currently do not currently maintain an online presence, WorldRes will create individual customized Web pages for those properties.

According to Sharon Mock, executive director for the CVB, this is the next step for hotel and motel marketers. "We see this as one more way to service our local industry. The CVB online reservation system will provide additional distribution for hotel inventory," says Mock.

For more information, contact Dan Ryan at (904) 255-0415 ext. 28 or e-mail dryan@daytonabeachcvb.org.

MONTHLY FAST FACTS

	March	April
Individual User Sessions	137,001	130,466
Page Views	402,064	384,123
Most Popular Sections	1. Where To Stay 2. What To See, Do & Eat	1. Where To Stay 2. What To See, Do & Eat

Quotable Quotes

"The expected flattening of the tourism market was felt in January. February and March were strong with the spill over effect we get from Race Weeks and Bike Week."

-Jack Wert, Executive Director,
Seminole County CVB, Spring 2000

"Volusia County has released its Superior Small Lodging Guide for 2000, featuring 70 small hotels, inns and B&Bs, and an extended list of area attractions."

-Roberta Sandler,
50 Plus Lifestyles, April 2000

"Regardless of its nickname as 'the birthplace of speed,' there's more to Daytona Beach than meets the eye. There is a hidden side to this central east Florida coastal city. It's called Old Daytona, and here, despite the contradiction, Daytona Beach slowly speeds into the past."

-Roberta Sandler,
Simply the Best, April 2000

"Boat tours of the Halifax River, which flows between the mainland and the peninsula and is also known as the Intracoastal Waterway, offer a leisurely introduction to Central Florida's natural wonders."

-Syd Kearney,
Houston Chronicle, April 4, 2000

"... Ormond Beach is about as good as getaways get."

-Herb Hiller,
Sunshine, April 16, 2000

"We had our primary competitive event in Daytona Beach in 1991, 1995 and 1999, and we are going back in 2003. What we've found is a more and more diverse destination that can handle the needs of our group as it grows."

-Kathy Forsythe, Executive Director of the United States
Twirling Association, Meeting News, May 8, 2000

Calling All Small Properties

The Superior Small Lodging of Volusia County, Inc. has launched its new Web site located at www.daytonalodging.com. More than 250,000 users have accessed the site to find Daytona Beach area accommodations information. The goal for the site is to increase user sessions to 100,000 per month.

Members of the SSL program receive a complimentary Web page featuring three photographs of each member property on the site. For more information about the SSL program, access www.daytonabeachcvb.org on the Internet or phone Vicki DiMaria at (904) 255-0415, ext. 19.

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
June 6	International Travel Services Association	Miami, FL	Shelley Lenkiewicz
June 6 - 11	"Daytona Beach & St. Augustine ... for Fun & Sun" Media Tour	Daytona Beach & St. Augustine, FL	Susan McLain
June 17-20	U.K. Super Fam	Daytona Beach, FL	Shelley Lenkiewicz Sandy Lucania Sherman Briscoe
June 20-22	New York Mini Tradeshow (Visit Fla.)	New York, NY	Sally Gardiner
June 28	Florida Media Day (Visit Fla.)	London, England	Sherman Briscoe
July 9-11	Meeting Professionals International	Los Angeles, CA	Todd Unger
July 12-15	Florida Society of Association Executives	Sanibel Island, FL	Todd Unger
July 22-25	International Association of CVBs	Minneapolis, MN	Sally Gardiner Todd Unger

Sample Consumer Print Media Schedule-Domestic JULY / AUGUST / SEPTEMBER 2000

	JUL	AUG	SEP
AAA Florida Tourbook	X	X	X
Fall Florida Newspaper Insert			X
Southern Living Vacations	X		X
Travel 50 & Beyond			X
Undiscovered Florida	X	X	X
Vacations			X
Destination Imagination 2000 (UK)	X	X	X
STS Canadian Vacation Guide			X

Visit Florida Welcome Center Promotions

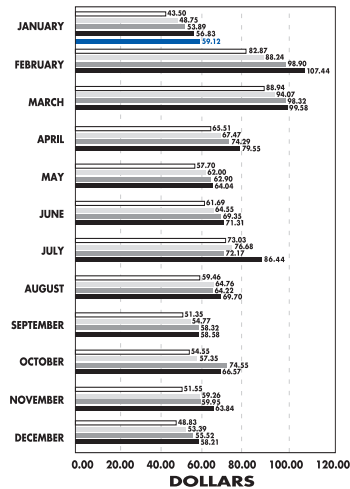
Each month, the CVB participates in promotional programs at the Visit Florida Welcome Center located at the Yulee intersection on Interstate 95. During specific Daytona Beach promotional periods, a specially trained CVB representative will staff the Daytona Beach booth. All Daytona Beach area properties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

Upcoming Daytona Beach Promotions

- June 8 - 9 • June 15 - 16 • June 22 - 24 •
- July 6 - 8 • July 12 - 15 • August 10 - 12 •

Please phone Vicki DiMaria at (904) 255-0415, ext. 19 to learn how your hotel, motel or attraction can participate.

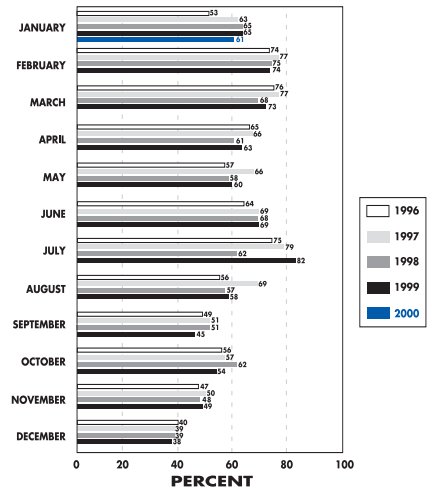
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1996-2000



Represents 200+ Properties
January 2000 High: \$114.17 Low: \$24.24

Mid-Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1996-2000



Represents 200+ Properties
January 2000 High: 98% Low: 10%

Mid-Florida Marketing & Research, Inc.