



BIG NEWS

A Publication of the Daytona Beach Area CVB

AUGUST/SEPTEMBER '98

Superior Small Lodging Guide Expands Countywide

Volusia County's three advertising authorities have joined forces to showcase the entire county's quality, small motels in the 1998-99 edition of the Superior Small Lodging (SSL) Guide.

This cooperative effort has led to the inclusion of New Smyrna and DeLand area small lodging facilities into the new guide. Previous Superior Small Lodging guides solely featured the Halifax Area — Daytona Beach, Daytona Beach Shores, South Daytona, and Ormond Beach lodging facilities.

"So far the guide has received rave reviews," says Kathleen Pruet, director of local marketing programs. "It's certainly a benefit to area visitors who appreciate the warm friendly service of a small property."

The 40-page guide features color photographs, descriptions, amenities and rates of 65 of the area's finest small motels, hotels, and inns. Each property listed in the 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 SSL program, a motel must not have more than 75 rooms and be licensed by the Florida State Department of Business Regulation.

Pruett believes the SSL program is slowly dispelling the myth that small motels are poorly run "Mom and Pop" establishments. "We want travelers to this area to be well educated about the quality small motels we have here that believe in first rate customer service."

Approximately 150,000 guides will be distributed directly to leisure travelers and travel agents. It will also be available at the Florida Welcome Centers, tradeshow, and the CVB's offices in England and Germany.



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Biketoberfest Set To Broaden Appeal



With the rescheduling of the Pepsi 400 to October 17, the motorcycle races associated with Biketoberfest will also be pushed back one week making way for an all new, longer Biketoberfest celebration.

Officials at Daytona International Speedway announced the rescheduling of the bike races to allow more time for the facility to convert the track from NASCAR racing to the bike racing events.

"We are all excited about the opportunity to broaden the appeal of Biketoberfest by stretching

the event out over a 10-day period," states Janet Kersey, director of tourism promotions and events for the DBACVB.

"We also see a great opportunity to expand the entire month of October into one big super event schedule. We hope to attract a larger audience for all of the racing events scheduled in October," continues Kersey. "We're going to approach group tour operators to offer package options for the events."

OCTOBER DATES TO REMEMBER

| | |
|---------------------------|----------------------------------------|
| Daytona Harley-Davidson | |
| Seafood Festival Downtown | Oct. 9 - 11 |
| Pepsi 400 | Oct. 17 |
| Biketoberfest | Oct. 22 - 25 (may extend to Nov. 1) |
| Vintage Motorcycle Races | Oct. 25 |
| CCS Motorcycle Races | Oct. 29 - Nov. 1 |

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1998-99 Budget and Marketing Plan Nears Completion



Anticipating the beginning of its next fiscal year on October 1, 1998, the Halifax Area Advertising Authority (HAAA) began the approval process for its annual marketing plan and budget in late June.

"We started developing the plan in May," said Sharon Mock, executive director for the DBACVB, the marketing arm for HAAA. "We have slowed the process just slightly as we evaluate the negative impact of the fires and subsequent closing of major roads in July," she continued.

The production of the marketing plan and budget is well underway and should be ready for distribution near the end of August.

GOLF DAYTONA BEACH TEES UP FOR TEAM QUOTA CHAMPIONSHIP

Golf Daytona Beach is working to prepare for the 1998 Team Quota Championship. Sponsored by golf ball manufacturer, MAXFLI, the event will be held during the third week of October.

Golf Daytona Beach is coordinating production of approximately 400 invitations to go out to the qualified finalists. "Golfing events such as this are an important part of our year-round sports picture," says Gary Brown, chairman of Golf Daytona Beach.

This national amateur golf tournament championship will utilize Daytona Beach area golf courses including the LPGA International, Spruce Creek and Indigo Lakes to provide a challenging event for all of the finalists.

Who's NEW at the CVB

Communications



Tangela Boyd joined the Daytona Beach Area Convention and Visitors Bureau (DBACVB) as publicity coordinator on June 15.

Boyd, a native of Daytona Beach, will assist in the domestic and international dissemination of information concerning all aspects of tourism in the Daytona Beach area to the traveling public and the tourism trade.

"Tangela is an excellent addition to our staff," says DBACVB director of communications Susan McLain. "Her writing expertise and knowledge of the area are great assets to the department."

Boyd comes to the DBACVB after serving as the marketing and public relations assistant for Seaside Music Theater.

Accounting



Phoebia Jackson recently received a promotion to assistant in the accounting department. Jackson, a native of Daytona Beach, began working for the CVB as a part-time clerk in 1996. Since then she has worked as a full-time general office assistant until her recent promotion in June.



Administration

Suzanne Candage has replaced Laurene Burgwin as administrative assistant. Candage will assist executive director Sharon Mock with daily operations of the Bureau.

Candage, originally from the Washington D.C. area, has resided in Florida for 12 years.



Web Watch

Website Marketing

Working with Creative Solutions Incorporated, the CVB recently embarked on its first Internet marketing venture. A rotating banner advertisement encouraging visitors to "Come on Down, The Coast is Clear" was placed on the Yahoo! search engine, websites for the Weather Channel and Disney plus 123 additional sites most of which are related to consumer travel.



Since the appearance of the banner ads, initial results indicate that user sessions have tripled.

Complementing the advertising efforts were online versions of press releases prepared by the Communications Department augmented by updated images and quick time video accessible from the CVB's website.

Biketoberfest Site Becomes More Interactive

Biketoberfest may still be three months away, but motorcycle enthusiasts can begin to gather at the event's official website located at <http://www.daytonabeach-tourism.com/biketoberfest>. Along with other improvements, a chat room has been created for bikers to interact and plan their visit to Daytona Beach October 22-25. In upcoming weeks, Daytona Beach area personalities will be online weekly to discuss the latest happenings and developments for the event and its venues.

Those with Biketoberfest-related information on their websites can join the Biketoberfest webring, a collection of linked Biketoberfest sites. Fill out the interactive form on the Biketoberfest links page to be included.

MAY-JUNE FAST FACTS

| | May | June |
|--------------------------|---------------------------------|----------------------------------------|
| Individual User Sessions | 7,028 | 13,442 |
| Most Popular Areas | Accommodations Biketoberfest | Accommodations July 4th information |

To review the monthly statistical reports in their entirety, visit www.daytonabeach-tourism.com/may or www.daytonabeach-tourism.com/june. The current weekly report can be found at www.daytonabeach-tourism.com/report.

Beginning with this issue, you can view Big News online at www.daytonabeachcvb.org.

Daytona Beach to Host Florida Motorcoach Association

The annual conference of the Florida Motorcoach Association (FMA) will be held in Daytona Beach August 18 - 20 at the Daytona Beach Hilton. The Travel Industry Sales department of the CVB will attend the conference and marketplace and host the "Fun Fam Tour," a post familiarization tour for the group on August 21- 22.

"This is a great opportunity for the Daytona Beach area," says Shelley Lenkiewicz, director of travel industry sales. "By working with the Florida Motorcoach Association, we hope to increase group sales for hotels and attractions.

For the conference, 160 members of the FMA are invited to attend and 28 are to participate in the tour.

In addition, Sandy Lucania, travel industry sales manager, will conduct a 22-guest fam tour with the Central East Florida Vacation Specialists, September 10 -11.

Quotable Quotes

"If you haven't taken your vacation yet and you want to know where to come, give the people in this area [Daytona Beach] an economic boost."

— President William Jefferson Clinton
Daytona Beach News Journal, July 10, 1998

"The sunrises and sunsets along the water are breathtaking and the water is perfect."

— Terri Glenn Deal
Hickory News, May 21, 1998

"Driving down the scenic route or Highway A1A, bordering the Atlantic Ocean, a visitor gets a taste of what has been called the Real Florida."

— Starr Smith on the way to Ponce Inlet
Montgomery Advertiser, July 5, 1998

"Accommodations: No problem. The city, a long and big time player in the resort field, winter and summer, offers hotel/motel rooms in every category and price range... Dining well: Again, no problem."

— Starr Smith
Montgomery Advertiser, July 5, 1998

VH1 Sizzles in Daytona Beach

Working with the Volusia Film Office, VH1 brought some extra sizzle to Daytona Beach with Victoria Secret model, Inez Rivero and Star Trek: Voyager actress Jeri Ryan. The duo was in town to tape a segment for a "Rock Across America" top ten countdown series.

On June 14 and 15, the VH1 crew filmed Rivero and Ryan on the beach, north and south of the Main Street Pier, frolicking in the surf, playing volleyball, biking and relaxing in the sun. As the celebrity hosts introduced the top videos, Daytona Beach received several glowing mentions throughout the script.

The segment aired on VH1 on June 26 at 5:00 p.m.



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Sample Consumer Print Media Schedule-Domestic August, September, October 1998

| | AUG | SEP | OCT |
|------------------------|-----|-----|-----|
| AAA Florida Tourbook | X | X | X |
| Disney Magazine | X | X | X |
| Florida Vacation Guide | X | X | X |
| McCalls | | X | |
| Pathfinders Travel | X | X | |
| Modern Maturity | | X | |

| Print Media Schedule-International | | | |
|------------------------------------|---|---|---|
| Travel South USA | X | X | X |
| Fl Vacation Guide In'tl | X | X | X |
| Canadian Globe & Mail | X | | |

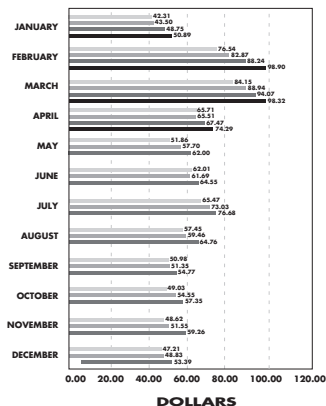
FROM THE UNITED KINGDOM

The London office of the DBACVB participated in the Visit Florida 98 Media Day on June 24th at Wimbledon.

Sherman Briscoe, manager of U.K. operations, met with 18 media executives from media outlets including *The Times*, *The Daily Telegraph* and *The Observer*. The BBC along with Sky TV and ITV were also in attendance. Several travel trade publications made their way to the Daytona Beach area display including *Travel Weekly*, *Travel Trade Gazette* and *ABTA Magazine*.

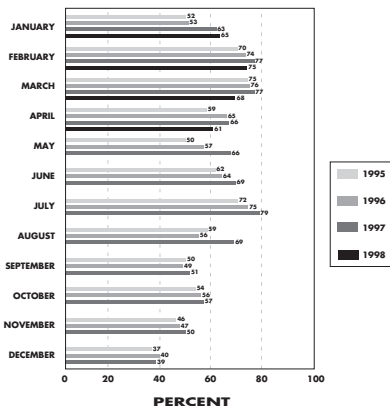
The event will be repeated in 1999.

DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1995-1998



Represents 200+ Properties
 March 1998 High: \$159.97 Low: \$44.84
 April 1998 High: \$108.19 Low: \$36.13
H&I Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1995-1998



Represents 200+ Properties
 March 1998 High: 95% Low: 35%
 April 1998 High: 94% Low: 20%
H&I Florida Marketing & Research, Inc.

SELLING DAYTONA BEACH ON THE ROAD

| DATE | EVENT | LOCATION | STAFF |
|-------------|--------------------------------------------|-----------------|--------------------|
| July 12-14 | MPI World Education Congress | San Diego, CA | Todd Unger |
| July 12-14 | Fraternity Executives Assoc. | Norfolk, VA | Sally Gardiner |
| Aug. 15-18 | American Society of Association Executives | Nashville, TN | Sally Gardiner |
| Aug. 20-23 | MPI Southeastern Educational Conference | Ponte Vedra, FL | Todd Unger |
| Aug. 27 | Visit Florida Mini Tradeshow & Luncheon | Washington, DC | Sally Gardiner |
| Sept. 1 | Meeting Quest | Boston, MA | Todd Unger |
| Sept. 9-10 | Affordable Meetings | Washington, DC | Sally Gardiner |
| Sept. 10-12 | American Travel Market | Orlando, FL | Shelley Lenkiewicz |
| Sept. 14-15 | International Travel Services Assoc. | Orlando, FL | Shelley Lenkiewicz |
| Sept. 22-24 | Sales Blitz | Orlando, FL | Todd Unger |
| Sept. 29 | Destination Showcase | New York, NY | Sally Gardiner |

Website: <http://www.daytonabeach-tourism.com>

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