



BIG NEWS

A Publication of the Daytona Beach Area CVB

DECEMBER '98/JANUARY '99



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CVB Adds New Travel Industry Site to the World Wide Web

Complementing the efforts of the new consumer information site at www.daytonabeach.com, the CVB has launched another Web site at www.daytonabeachcvb.org to serve the needs of travel industry professionals.

The new site targets meeting planners, travel agents, tour operators and travel media, and includes meeting facility information, suggested itineraries for tour groups, trade show schedules of the CVB sales staff, an extensive online media room and a CVB staff e-mail directory. Visitor information is only a mouse click away via a direct hyperlink to the consumer visitor information site at www.daytonabeach.com.

"This site is an online extension of the CVB's daily operations," says Dan Ryan, director of Internet services for the CVB. "And having a separate site for the travel industry allows us to provide more focused information."

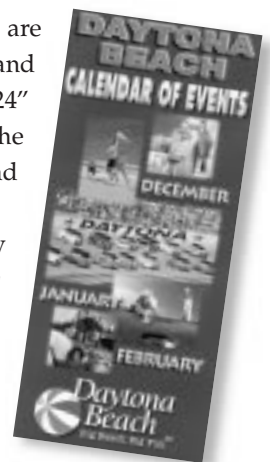
One section of the site is geared specifically for CVB partners and subscribers. This section includes an online version of the newsletter, collateral order forms, a media tipsheet that lets members easily inform the CVB Communications Department of developments, a calendar of events submission form and meeting schedules. This section can be accessed directly at www.daytonabeachcvb.org/subscribers.html.

What's New at the CVB



These new Daytona Beach area posters are sure to add big fun to travel agent offices and your business, too. The posters are 22" X 24" and depict all the fun things to do in the Daytona Beach area for families, seniors, and business travelers.

Just in time for the winter season, the new quarterly Calendar of Events is available for December through February. To be included in the next calendar, call Tangela Boyd at 904/255-0415 or access the Web site at www.daytonabeachcvb.org.



HOTEL GUESTS ELIGIBLE FOR MUSEUM EVENT DISCOUNT

The 1999 Antiques & Fine Arts Show and Sale will bring together more than 20 dealers from across the country. The fifth annual event will be hosted by The Museum of Arts and Sciences January 16 and 17, from 11 a.m. to 5 p.m.

Tickets for the Antique Show and Fine Arts Sales are \$6 per person. For the first time, guests of area hotels can show their room key and receive \$1 off admission to the 1999 Antiques & Fine Arts Show and Sale. If you would like to offer this discount to your guests, please call Cynthia Ryals at (904) 255-0285, ext. 17 to place your property on the list of participating hotels and motels.

Items for sale include furniture and furnishings, crystal, paintings, silver, jewelry, glass and much more. An orchid sale will be held on the Museum patio. Exquisite flowering orchid plants from four of Florida's most prestigious commercial growers will be offered Saturday and Sunday. Visitors can also enjoy the outdoor cafe.

The Museum of Arts and Sciences, 1040 Museum Blvd., Daytona Beach, is open Tuesday through Friday, 9 am to 4 pm and Saturday and Sunday, noon to 5 pm.

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AUTHORITY**

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Moores Realty

Vice-Chairman

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

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DAYTONA USA

George Karamitos
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Blaine Lansberry
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Film Office**

Pamela Bauer
Director/Commissioner

**International
Sales Offices**

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Sherman Briscoe
Edith Knowles

Germany
Herma Mertens

Surf's Up At Volusia County Filming Locale

The Volusia County Film Office was on hand October 30 to help Ron Jon Surf Shop film its latest commercials on location near the inlet in New Smyrna Beach. Two 30-second spots will advertise Ron Jon's two new surf shops in Southern California and Ft. Lauderdale.

"Even though this assignment came up rather last minute, the Film Office was able to assist with finding the right location and securing the necessary permits," says film commissioner Pamela Bauer.

Produced by Orlando-based Independent Pictures, the spots featured a 1949 Ford Woody as transportation along the beach for five young surfers and their boards. "We had picture-perfect weather. The tide was low, the beach was beautiful and the waves were righteous," reports Bauer.

The commercials made their on-air debut on November 5 throughout Central Florida, Ft Lauderdale and Southern California.

In other Film Office news, independent film "The First of May" premiered at Disney MGM Studios as a fun-raiser for the Florida Motion Picture and Television Association. The nearly two-hour feature was filmed entirely in west Volusia last year.

Even though producers Gary Rogers and Paul Sirmons are still seeking a distributor for the picture. The Volusia County Film Office hopes "The First of May" will serve to promote the variety of locations, talent and production capabilities Volusia County has to offer.



RIGHT:
Ron Jon Surf Shop
commercial films on
Volusia County Beach.



LEFT: Film Commissioners Mark
Shuttleworth and Pamela Bauer with
"The First of May" star Dan Byrd.

"Hot Deals" Now

"Travel Daily," America's only one-hour prime time travel show on the Travel Channel, is looking for specific information on "Hot Deals" in your area. The show would like to air last-minute specials and packages that are unadvertised. For example, if a hotel has a group cancellation at the last minute and puts those rooms on sale for half price or a hotel lowers room rates after the threat of a hurricane passes. All prices submitted must be effective for at least 10 days from the moment they are alerted. Please e-mail all information directly to Michael Bennet, associate producer of "Travel Daily" at Michael_Bennett@discovery.com.

Visitor Information Center Hits All Time Record

On October 17, the day of the Pepsi 400 NASCAR Winston Cup Series event, the Visitor Information Center located in the lobby of DAYTONA USA recorded more visitors than ever before. The Center staff logged 7,186 guests in the guest book. The normal average of daily visitors to the center is approximately 2,000. October monthly figures hit another all time high with 60,438 visitors, a 43.9% increase over last year.

The Visitor Information Center staff provides guests with information on area accommodations, attractions, restaurants, shopping and entertainment. Area tourism-related businesses are encouraged to purchase brochure rack space. Currently, approximately 110 attractions, restaurants, hotels, tours and other businesses participate in this program. To inquire about rack space rates and availability, phone Emma Simpson at 904/253-8669.

CVB representative, Laura Gail Claxton will also be on hand during the regularly scheduled promotions at the I-95 Yulee Visit Florida Welcome Center on the following dates:

December 1-4 • December 21-23

Get Ready! The Visitor Guides Are Coming

Even though the 1999-2000 Daytona Beach Visitors Guide isn't scheduled for publication until June, it's time to begin planning your media buys. Advertising contracts and renewal notices will be coming your way by mid December. As an added convenience, the contracts will also be available on the Web site at www.daytonabeachcvb.org.



Web Watch

FAREWELL www.daytonabeach-tourism.com

It has served the CVB through brushfires, hurricanes, tornadoes, special events. Now the CVB's first venture into cyberspace, www.daytonabeach-tourism.com, has been retired with the advent of the new visitor information site at www.daytonabeach.com and the new travel industry information site at www.daytonabeachcvb.org.

November 5 was the site's final day as the official online visitor and convention information source. It still serves as a "jump-off" page to the two new sites as well as the Superior Small Lodging, Golf Daytona Beach and Volusia County Film Office Web sites.

The Web site began operation in March 1997 with 1,197 visitors recorded in the first month. In the final four months, the site has averaged approximately 18,000 visitors per month.

FAST FACTS

	September	October
Individual User Sessions	17,820	21,081
Most Popular Areas	1. Biketoberfest 2. Accommodations	1. Biketoberfest 2. Accommodations

To review the monthly statistical reports in their entirety, visit www.daytonabeach-tourism.com/september or www.daytonabeach-tourism.com/october.

MAIL ROOM GETS NEW ADDRESS

As of November 12, the CVB Mail Room moved its operations to 955 Orange Avenue, Suite F. The new location is much larger than the previous site on Beach Street. With the additional space, the CVB will eliminate the need for outside storage facilities. "The new Mail Room will meet all of our storage needs," says Roxanne Olsen, director of information services for the CVB. "By bringing everything in-house the CVB will save money each month that we currently spend on storage for our Visitor's Guides and brochures."

The Information Services Department will continue to administer orders for collateral materials as in the past. In addition to the Visitor's Guides (English and German versions), the CVB also offers the following promotional materials:

- Quarterly Calendar of Events
- Map Brochure (English and German)
- Daytona Beach Lapel Pins
- Superior Small Lodging Brochure
- Meeting Planner Guides
- Tour & Travel Guide
- Share The Heritage Brochure
- Volusia County Film Office Brochure
- Daytona Beach Area Posters (English and German)

To request an order form or inquire about costs, call Roxanne Olsen at 904/255-0415.

Quotable Quotes

"Combine that fabulous and historic beachfront with family-oriented shows, museums and entertainment, restaurants that can be as casual as shorts and T-shirt or as formal as resort dress-up, and proximity to other major destinations - including Disney World - and you can see why Daytona's family appeal is growing."

- Bill Semion, syndicated, October, 1998

"Over in Daytona Beach, Florida, however people think differently about both golf and women. If the state itself is the unofficial golf capital of the world then Daytona Beach is a paradise for female golfers."

- Women & Golf, November 1998

"In the past five years, one Harley event has distinguished itself above all the others as fun. Every article you read and every tale a friend tells you about their trip to Biketoberfest is always based on fun."

- Howard Kelly,
Freelance Writer

"The area's (Daytona Beach's) tropical climate and oceanfront location make it a year-round location for meetings and conventions, and the city offers a wide range of facilities to choose from."

- Christina Kapp,
The Southeastern Association Executive,
August, 1998

"Best Sports Beach: Daytona Beach, Florida. Daytona Beach is one of the most unique beaches in the world."

- Dr. Stephen P. Leatherman,
America's Best Beaches, 1998



Dates To Remember

1998 Special Olympics
Florida State Indoor Games
December 13-15

World Karting Association Racing
December 26-30

Rolex 24 At Daytona
January 30 - 31

Speedweeks
January 30 - February 14

Daytona 500
February 14

Sample Consumer Print Media Schedule-Domestic DEC. 1998, JAN. & FEB. 1999

	DEC	JAN	FEB
AAA Florida Tourbook	X	X	X
Florida Vacation Guide	X	X	X
Black Family Today		X	X
Bridal Guide		X	X
McCalls	X	X	
Midwest Living	X	X	X
Modern Maturity	X	X	X
SEE Magazine-Orlando	X	X	X

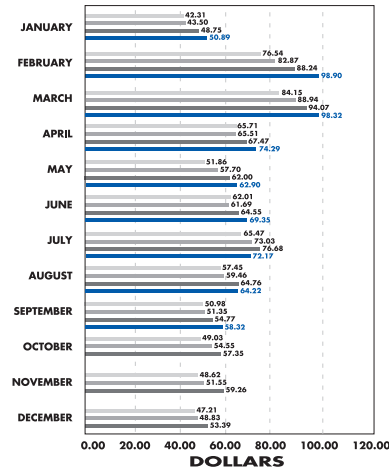
Print Media Schedule-International

American Journal	X	X	X
Fl Vacation Guide Int'l	X	X	X
Mail On Sunday		X	X

Broadcast

Per Inquiry (Market Specific)	X	X	X
Per Inquiry (Network Cable)			X

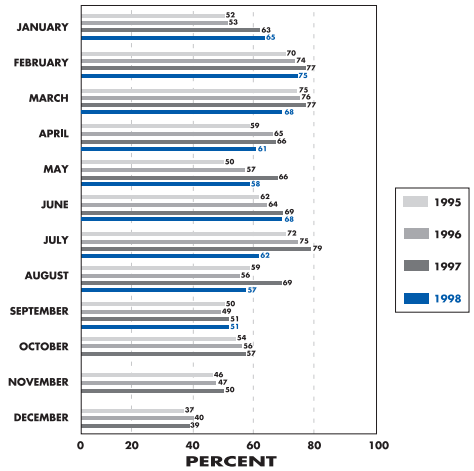
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 1995-1998



Represents 200+ Properties
August 1998 High: \$90.10 Low: \$13.64
September 1998 High: \$86.48 Low \$30.91

Mid-Florida Marketing & Research, Inc.

DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 1995-1998



Represents 200+ Properties
August 1998 High: 89% Low: 26%
September 1998 High: 90% Low 19%

Mid-Florida Marketing & Research, Inc.

TRADE PROMOTIONS and FAM TOURS

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

DATE	EVENT	LOCATION	STAFF
Dec. 1	International Travel Services Association	Palm Beach, FL	Shelley Lenkiewicz
Dec. 6-11	American Bus Association Marketplace	Milwaukee, WI	Shelley Lenkiewicz
Dec. 17	Society of Government Meeting Professionals	Tallahassee, FL	Sally Gardiner
Jan. 5-9	Association for Convention Operations Management	Orlando, FL	Kelly Dixon
Jan. 6-10	Travel South USA	Greensboro, NC	Shelley Lenkiewicz
Jan. 10-13	Professional Convention Management Association	Orlando, FL	Kelly Dixon
Jan. 13	Meet At The Beach	Daytona Beach, FL	Kelly Dixon Tracie Sweeney
Jan. 13-15	Florida Huddle	Orlando, FL	Shelley Lenkiewicz
Jan. 16-19	Florida Huddle Post Fam	Daytona Beach, FL	Shelley Lenkiewicz Sandy Lucania
Jan. 28-31	North Carolina Motorcoach Association	Charlotte, NC	Sandy Lucania