



## Net Gains

### Web sites

**DaytonaBeach.com** – The official visitor information site for the Daytona Beach area, DaytonaBeach.com provides a wealth of information on the area including hotel, restaurant and attraction listings.

**DaytonaBeachCVB.org** – This business-to-business site is a great resource for community residents and tourism-related businesses in the Daytona Beach area.

**VolusiaJobs.com** – Job seekers and employers can log on and access this employment databank for the local hospitality industry. The site is promoted through local newspapers and CVB publications.

**Biketoberfest.org** – Motorcycle enthusiasts can peruse this consumer site for the latest on the popular Biketoberfest® event.

**BikerBeach.com** – The year-round information site for motorcycle enthusiasts, this consumer site promotes both Bike Week and Biketoberfest®.

**GolfDaytonaBeach.com** – Great golf vacations are made simple via this site which pairs great accommodations with the area's top golf courses.

**FilmDaytonaBeach.com** – This site markets the Daytona Beach area as an exceptional filming location to producers worldwide.

**CulturallyDaytonaBeach.com** – The area's diverse cultural offerings are showcased throughout this consumer site.

The Internet is the primary tool of visitors researching the Daytona Beach area, making it more important than ever to have an ever-expanding presence on a variety of easy to navigate sites. To make this happen the CVB works to constantly freshen and strengthen its page content, add to its SEO (Search Engine Optimization) methods, and increase traffic via media buys, promotions and other means, to its main consumer site, DaytonaBeach.com.

In 2008-09, the CVB's official consumer Web site -- DaytonaBeach.com -- saw a 37 percent increase in unique visitors, with a total reach of more than 4.2 million users.

During the year, the CVB's consumer email database increased to more than 118,000 active opt-in addresses.