

Communications - Good News Travels...

The Communications Department strives to convey a positive image of the Daytona Beach area by establishing strong relationships with media representatives both nationally and internationally. The department utilizes various strategies to increase the reach of the CVB's messages to the traveling public. Primarily this is done by developing relationships with influential travel journalists, editors and broadcasters throughout the world and providing them with timely, accurate and targeted information. Themed travel writer visits to the area are also scheduled several times each year. Progress is measured by monitoring articles printed in travel magazines and newspapers that are published throughout North America. These "clips" are evaluated for publicity value based on advertising equivalency figures provided by each publication. Broadcast, Internet and international publicity are also monitored for quality and accuracy.

Throughout the year, the Communications Department receives numerous requests for information, which are fulfilled by providing media kits, photography, editorial and more. This division maintains an extensive photography library of electronic images and video footage for use in creating interesting news releases and features. Publications produced include: Big News, a bimonthly business-to-business newsletter; Visitors Guide, a county-wide inquiry fulfillment magazine; Share the Heritage Brochure, a guide to African-American heritage sites; various consumer newsletters; Map Brochure; Canadian Sand Dollar Brochure; Fall Getaways Brochure; and content for all CVB Web sites and E-newsletters.

2003-2004 Highlights:

Distributed more than 800 press kits, individual media releases and targeted story ideas to regional, national and international media outlets.

Facilitated area press tours for 54 travel journalists.

Received editorial print placements with an advertising dollar equivalency of more than \$3.2 million, reaching more than 151 million readers in the U.S. and Canada.

On the Horizon

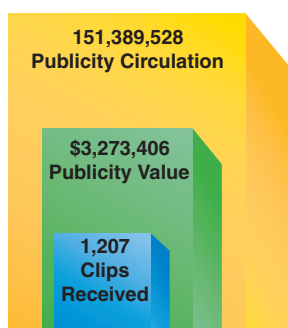
Contact new media markets by working closely with Visit Florida's domestic and international offices and contractors.

Host the Society of American Travel Writers Winter Board Meeting in April 2005.

Increase the number of travel writers that visit the destination for the purpose of generating positive publicity.

Improve management systems for media contacts, inquiries and publicity with VOCUS, a public relations management tool and media database.

Strive to integrate marketing communications among CVB publications and story placements.



Superior Small Lodging - Great Stays Come In Small Packages

Introduced to Volusia County in 1992, Superior Small Lodging (SSL) is a high-quality, nationally-known program with established standards of excellence. SSL assists small, independent lodging establishments (of 50 or fewer units) in marketing their accommodations to achieve higher occupancies and daily rates. To become a member and participate in special marketing opportunities, properties must pass a strict annual inspection that ensures ambience, cleanliness, and friendly, personalized attention to detail.

2003-2004 Highlights:

Re-designed the SSL Web site, DaytonaLodging.com, adding an email collection system, which collected more than 200 new addresses in its first 3 months.

Inserted SSL advertisements in 5 major newspapers, reaching 227,704 households.

Sent out 3 media releases on SSL programs, garnering 181 inquiries.

Increased production of the annual SSL Guide to 215,000, and distributed them to all visitor inquiries.

On the Horizon

Promote Volusia County SSL properties by purchasing "Featured Destination" space on SSL's state web site, resulting in a 10 % increase in web site traffic.

Produce and mail postcards to 1,000 previous SSL inquiries, resulting in a minimum of 30 inquiries.

Increase by 10 % the number of SSL properties participating in the online booking engine.