

# Sales Offices and Visitor Information Centers

The CVB's main office is currently located at 126 E. Orange Avenue, in Daytona Beach. The CVB has representation services in London, England, which focus heavily on travel agent and tour operator promotions, and promote Daytona Beach as a growing Florida golf destination

All CVB sales staffs work closely with Visit Florida, the State's tourism marketing organization, to assure that the Daytona Beach area is included in every appropriate promotion developed our target markets.

## **2003-2004 Highlights:**

Welcomed more than 1,003,500 guests at three area Visitor Information Centers, reflecting a 10 % increase over last year.

Secured new DESTINATION DAYTONA Visitor Information Centers at I-95 and US 1 in Ormond Beach and at the Dr. Josie Rogers historic home.

## **On the Horizon**

Increase annual visitor traffic at all current Visitor Information Centers by 15 %.

Reach 100,000 more visitors annually by coordinating the new Daytona Harley-Davidson Visitor Information Center – including counter build out, visual display creation, partner development and staffing, by summer of 2005.



# Advertising & Publishing - Image is Everything

The CVB has a full-time advertising and publishing director on staff, and contracts with an outside advertising agency to develop and implement the consumer advertising campaign. Through the successful "Make Time" creative campaign, the CVB's advertising agency of record, Fry Hammond Barr, continues to attract new visitors through the use of powerful print and television ads. Utilizing key research and marketing tools, the media schedule focuses on marketing to families, seniors, couples and visitors from Canada and the United Kingdom.

In addition, this department creates eye-popping collaterals that influence potential visitors to select the Daytona Beach area as their vacation destination. Consumer marketing materials include the countywide Visitors Guide and Map Brochure, as well as seasonal consumer newsletters, brochures and coupon booklets, and Canadian Sand Dollars. Other industry materials published in-house include the Golf Travel Planner, Buyers Guide and Biketoberfest® Poster and Pocket Guide.



Good news travels! In addition to providing visitors with Daytona Beach area information through Visit Florida's many strategically placed Florida Welcome Centers, the CVB now has five designated Visitor Information Centers throughout the Daytona Beach area.



## **2003-2004 Highlights:**

Delivered 375,000 Visitors Guides to households worldwide.

Designed and published 400,000 copies of the new, first-ever countywide Visitors Guide, featuring the Daytona Beach, New Smyrna Beach and West Volusia areas.

Coordinated a high-profile television ad campaign that yielded \$7.4 million in media value.

## **On the Horizon**

Increase media dollars received from Visit Florida partnerships by 10 %.

Increase the number of total consumer inquiries by 5 %.

Daytona Beach Area Convention and Visitors Bureau  
(Main CVB Office)  
126 E. Orange Ave., Daytona Beach  
(800) 854-1234 • (386) 255-0415

Daytona Beach Shores Chamber of Commerce  
3048 S. Atlantic Ave., Daytona Beach Shores  
(386) 761-7163

DAYTONA USA, main lobby  
Daytona International Speedway  
1801 W. International Speedway Blvd., Daytona Beach  
(386) 253-8669

The Historic Josie Rogers House  
355 N. Beach Street, Daytona Beach  
(386) 671-3272

Ormond Beach Chamber of Commerce  
165 W. Granada Blvd., Ormond Beach  
(386) 677-3454

(Opening Spring 2005)  
Daytona Harley-Davidson's "Destination Daytona"  
US1 at Interstate 95, Ormond Beach