



Piquing Consumer Interests with Specialty Markets

The CVB supports events that increase visitation and enhance the impression of our area as a fun and exciting place to visit year-round. Events must meet a highly targeted profile in order to receive advertising and/or promotional support from the CVB. Events such as Biketoberfest® have successfully improved business for the area while generating media coverage that keeps our area in the forefront. The second annual Daytona Beach Dream Cruise, created by the CVB, is another example of successful partnering. Now a viable, stand-alone event that attracts car enthusiasts from throughout the southeast, this event is generating new benefits for the Daytona Beach area each October. Both events have great potential for being powerful multi-million dollar economic generators for the area. Additionally, the CVB partners with respected and cultural programs -- such as the Daytona Beach International Festival -- that provide the **area image enhancement opportunities** while generating overnight stays.



Some of the impressive events that received marketing support in 2008-09 include: Daytona Beach Bike Week, Daytona Beach International Festival, Daytona Beach Half Marathon, NCA Cheer & Dance Championships, LPGA Duramed Futures Tour, Daytona Beach Dream Cruise and Biketoberfest®.



The cultural visitor continues to be a growing target for the CVB. The popular countywide *Arts Map*, winner of a 2008 bronze Pinnacle Award from the International Festivals & Events Association, is in the process of being updated and reprinted to include expanded historical offerings and sites of interest to cultural travelers. Additionally, the CVB promotes the arts year-round through its web site, CulturallyDaytonaBeach.com, which features cultural attractions, events, exhibits and group activities.