

Tourism Talk

News & Notes from the Daytona Beach Area Convention & Visitors Bureau

Fall/Winter 2007

“Take Five” for a FREE Beachside Getaway

Here's your chance to re-experience our area, by seeing it through the eyes of a visitor. You could win a FREE weekend getaway package to the all-new Best Western Castillo Del Sol Hotel simply by taking our “Take Five!” survey as a part of our Thanks 2 You, Volusia! resident appreciation program. It's easy! You can “Take Five” by logging onto daytonabeachcvb.org and returning a quick, five-question survey.

Our weekend getaway package will feature oceanfront accommodations and free admission to the Marine Science Center, Daytona Lagoon Waterpark and the Museum of Arts & Sciences. The winner will also receive eight (8) dining certificates donated by Perry's Ocean Edge Resort, each good for \$12 off dinner at any of the following restaurants: Angel & Phelps Café, Aunt Catfish's On The River, Boondocks, Byron's Grill, Chart House, Chi-Ling Restaurant, Down The Hatch, Inlet Harbor Marina & Restaurant, Parks Seafood Riverside, Portofino, Port Orange SteakHouse and Rivergrille On The Tomoka. The package will also include Daytona Beach Area CVB logo merchandise and more. This is your chance to experience the excitement and relaxation of the Daytona Beach area - from our visitors' perspective!

Thanks 2 You, Volusia County Residents!

The CVB is proud to once again present its popular Thanks 2 You, Volusia! resident appreciation program, which begins Nov. 1, 2007. Residents throughout Volusia County can log on to www.daytonabeachcvb.org for details, or stop by a Visitor Information Center to pick up information on local events, special hotel offers, and special offers at restaurants, attractions, shops and other tourism-related businesses - all designed specifically for them. Hotel offers are good through Jan. 22, and other specials run through Aug. 31, 2008.



“It's amazing the positive impressions that fellow residents consistently make on our visitors,” says Larry Fornari, chair of the Halifax Area Advertising Authority, the board that directs the CVB's activities. “Our residents' support and enthusiasm continue to be an invaluable part of the local tourism industry's success - and we're well aware that residents are our most credible ambassadors.”

WANTED: HEALTHY FOOD DONATIONS

The tourism and hospitality community is gearing up to participate in the 5th Annual Healthy Holiday Helpers Food Drive and Caravan.

This holiday food drive was created by employees of the Volusia County Health Department and International Speedway Corporation as a way to put the focus on the need for healthy foods. Locals are encouraged to make food donations of any size for this worthwhile community event that benefits Second Harvest Food Bank. Businesses can enter their corporate vehicles in the annual holiday caravan that includes NASCAR, the Volusia County Sheriff's Department, the Volusia County Health Department, Children's Medical Services, and various local entities. Call Stefany Strong at the Health Department, 386.274.0838, for more information or to get involved.



Coming Your Way

Look for these great events, coming to our community in November: Birds With an Attitude **1 - 4** ▪ RENT: the Smash-Hit Musical! **1** ▪ Porsche Rennsport Reunion III, Daytona International Speedway, **2 - 4** ▪ Halifax Art Festival, **3 & 4** ▪ State Race Event, Daytona BMX Track, **9 - 11** ▪ Norway's Bergen Philharmonic, **16** ▪ Revolution: Text and Texture, Ormond Memorial Art Museum and Gardens, **16 - 31** ▪ National Youth Football Championships, **22 - 25** ▪ Daytona Turkey Run, **22 - 25** ▪ The Georgian State Dance Company, **24** ▪ “Cats”, **28**

For more information about these and other Daytona Beach area fall festivals and events for you and your family to enjoy, call 386.255.0415 or visit www.daytonabeach.com.

Free 2007-08 Visitors Guide Now Available!

What's the best way to entertain friends and family who come to visit you? You'll find some great suggestions in the new countywide Visitors Guide. The CVB produces this free, four-color, magazine-style Visitors Guide, which features information on area attractions, restaurants, shops and lodging accommodations throughout Volusia County. Just under 400,000 copies of the guide will be distributed to visitors - and residents - in the coming year.

The Visitors Guide is available at all area visitor information centers, including the CVB Office, 126 E. Orange Avenue, Daytona Beach; The Daytona 500 Experience (formerly DAYTONA USA) at Daytona International Speedway; Bruce Rossmeyer's Destination Daytona, 1633 N. U.S. Hwy. 1, Ormond Beach; Historic Josie Rogers House, 355 N. Beach Street, Daytona Beach; and the Ormond Beach Chamber of Commerce, 165 W. Granada Blvd., Ormond Beach.



What They're Really Saying About Us...

Here are some recent travel media blurbs, spotlighting the Daytona Beach area:

"Sure, Daytona Beach was known for spring break, an anything-goes college student monthlong party. Back in the '70s and '80s, maybe. Not now. Now Daytona Beach is known for Family Spring Break, called Family Beach Break, with packages and activities designed for kids and parents to share."

- **Susan Kraus, BoomerGirl.com, June 2007**

"If photography is your thing, be sure to visit the Southeast Museum of Photography, Florida's only museum dedicated exclusively to photography. Kids will love the Museum of Arts & Sciences where they can get up close and personal with a 130,000-year old 13-foot-tall Giant Ground Sloth that was found nearby."

- **Barbara McGovern, Accent on Tampa Bay, May/June 2007**

"With a diverse assortment of musicians and singers, the 2007 Florida International Festival lives up to its name. Anchored by the event's traditional centerpiece, a slate of classical and symphonic concerts by the London Symphony Orchestra, the festival will present more than 55 performances by more than 200 artists and groups at the Peabody Auditorium in Daytona Beach and other venues in Volusia County..."

- **Sun-Sentinel, July 12, 2007**

Get Connected! Halifax Happenings

You asked, and we listened. As a public service to our community, the CVB has just launched a FREE new electronic newsletter program. If you'd like to get an e-newsletter, complete with information on events, festivals, new attractions, hotel and restaurant highlights and more, simply email your name to rolsen@daytonabeachcvb.org. These messages will come to you every couple of weeks, with plenty of information to help you fill your weekends and delight your guests. Your email address will be used for CVB informational purposes only, and you can choose to opt out of the program at any time.



Tourism by the Numbers

We all know that tourism is a lot of fun, but it's also a vital component of our local business mix. No matter how you look at it, a healthy tourism industry continues to have a positive economic impact on us all, paying dividends in ways we don't always realize.

Annually, visitors to our area spend more than **\$4 billion** and pay nearly **40 percent** of all the local sales tax revenues collected. Folks who visit often visit again, and sometimes choose to move their families and their businesses here.

"Tourism helps give our community top-of-mind awareness," says Volusia County Chair Frank Bruno. "Once people experience our community as tourists or as convention participants, they start to see us as a viable place to live and to work. For a growing number of reasons, we're an attractive option when considering a future home or business location."

Bruno, along with the County's economic development team, works closely with local area tourism officials to ensure that economic development opportunities are fully explored. Visitors and potential visitors are reached with the message that doing business in Volusia County is a good move.

Tourism Works for Volusia County!

Tourism Facts - People and Dollars

- 8 million = visitors to Volusia County in 2006.
- \$4.2 billion = amount visitors spend annually in local businesses.
- 3,000 = number of residents employed by the lodging industry.
- \$55 million = the local lodging industry's annual payroll.
- 42,000 = number of residents employed by the tourism industry.
- \$500 million = the local tourism industry's annual payroll.

Tourism Updates

The CVB offers a free tourism speakers bureau for community clubs and organizations. If your group would like a quick update on the CVB's marketing activities and community involvement - along with plenty of great handouts - please contact Lori Campbell Baker at 386.255.0415 ext. 130.

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