

Tourism Talk

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

Spring 2008

Tourism Dollars Provide Big ROI

In this challenging economic climate, it's smart to make sure dollars expended are providing a strong Return on Investment. Local tourism has long been a powerful economic generator for our area. By bringing in visitors who spend money in our community, we are able to create jobs, sustain businesses and enhance our quality of life. In order to attract these visitors, the CVB uses "Bed Tax" dollars collected solely from visitors

who stay overnight in our hotels, campgrounds and other short-term rentals. An expenditure of approximately \$7 million from this dedicated tax



source returns more than \$4.2 billion annually in visitor spending within our community. It is important that we maintain sufficient dollars committed to tourism promotion in order to compete worldwide. A secondary benefit from these promotional efforts is realized when visitors choose to relocate to our area, buy a second home or move a business here. When Bed Tax dollars are used to bring visitors to our area, the ROI is always good!

Daytona Beach: The Cure for the Cold!

Orbitz.com recently listed Daytona Beach as No. 2 worldwide in growth, as it relates to spikes in hotel bookings over the past three years. Second only to Maui, Hawaii, Daytona Beach ranked high in terms of winter bookings tracked between December 21 and February 28. When the weather turns cold, smart travelers turn to Daytona Beach!



Golf Hot Spot

Love golf? Then you shouldn't miss these upcoming golf events:

- **Daytona Beach Duramed FUTURES Classic.** April 2-6, 2008. A 144-player field will compete for a \$100,000 purse during this inaugural women's professional golf event. The tournament will also include a week of activities including clinics and two pro-ams at LPGA International.
- **The 2008 ACC Women's Golf Championship.** April 17-20, 2008. The 2008 ACC Women's Golf Championship will tee it up at the LPGA International's Legends Course in Daytona Beach. It will mark the ACC's first trip to Central Florida for any conference championship since 2003. Nine ACC members will compete in the ACC Women's Golf Championship, including Florida State and Miami. The event features a practice round and three competitive rounds, and is sponsored locally by the Daytona Beach Area Convention and Visitors Bureau.



Message from Sharon Mock

What is it about the Daytona Beach area that you love the most? If you're like most of us, you came here because our community's charm, warmth and amenities were very attractive to you. Some of you were even fortunate enough to grow up here. It's a great place to make friends, raise families, build businesses, and yes, even retire.

We love this community, and so do our visitors. They tell us this passionately in the many focus groups and surveys we conduct each year. In fact, we know that if we can convince visitors to try the Daytona Beach area just once, they're more than 80% likely to return again and again. This means NEW dollars from outside the area circulating through the local community and impacting our economy in a very positive way. The first impressions we make stay with them for years, and the memories they make last a lifetime.

You'll see that reflected in our new tourism advertising campaign. With inviting shots of visitors enjoying our beautiful beaches and other great activities, these ads feature fresh, energetic images of some of our great area treasures.

As we prepare for our National Tourism Week celebration in May, we'll be asking you to join in, via our "What I Love About Daytona Beach" contest. You'll have an opportunity to tell us what it is about the area that warms your heart and keeps you here year after year. You can also share your favorite photos, for posting on our community site, daytonabeachcvb.org. Our lucky contest winner will receive a Daytona Beach Area Prize Package, featuring complimentary accommodations, dining certificates, attractions passes and more – perfect to share with family or friends! Look for preliminary details in this newsletter. You can enter by mail or online at daytonabeachcvb.org, anytime after April 15.

We thank you for the warm welcome you continue to provide our visitors, and for your hospitality that brings them back to the Daytona Beach area year after year!

Sharon Mock
President & CEO

National Tourism Week event

This May, destinations all over the United States will be celebrating the positive impact of tourism as part of National Tourism Week – and the Daytona Beach area is no exception. For more information on how our community will celebrate National Tourism Week, with special programs and great residents-only offers, log on to daytonabeachcvb.org beginning in April.

Half-Penny Sales Tax Delivers!

Good news! That additional half-penny sales tax which was designated for funding Volusia County school construction has netted even more of an economic boon than originally anticipated – and visitors are really paying their way! A report by UCF's Dr. Mark Soskin estimates that approximately 40% of these tax collections are actually generated by visitors to the area. This means that the hospitality industry alone has generated more than \$75 million in half-penny tax revenue to date – all of it dedicated to Volusia County Schools. Ultimately, (given a conservative estimate of 2% annual growth), half-penny sales tax income is expected to reach more than \$554 million through the year 2017 – and nearly \$222 million of that will have been paid by tourists!



Meetings and Convention Calendar

The Daytona Beach area is truly evolving as a preferred Meetings & Conventions destination, hosting a wide variety of groups year-round. Here are just a few of the area's recent bookings, each of which exposes a new group of attendees to all that the Daytona Beach area offers.

Date	Conference Event	Number of Attendees
April 9 – 13	NCA/NDA Collegiate Cheer and Dance Championship	4,500
April 10-13	Flamingo Auto Group West	150
April 18-20	Alpha Sigma Alpha	40
April 26 – 29	Clinical Virology Symposium Conference	1,500

Thanks 2 You, Volusia!

Many thanks to the hundreds of area residents who participated in the CVB's recent Thanks 2 You, Volusia! resident appreciation program and entered our Take Five contest survey. The program, which ran through January, offered special discounts on local accommodations, attractions, restaurants



and more – all designed to encourage residents to take the time to enjoy the many tourism-related assets available “right here in our own backyard.” Hundreds of residents weighed in with their opinions on tourism and some creative suggestions on how to improve our local tourism industry. The winner of our Take Five contest survey was Mike Malik of Daytona Beach, who won a prize package that included a FREE weekend getaway package to the all-new Best Western Castillo Del Sol Hotel, dining certificates, CVB logo merchandise and free admission to the Marine Science Center, Daytona Lagoon Waterpark and the Museum of Arts & Sciences. Got suggestions for the 2008-09 program? Please email Lori Campbell Baker at LCB@daytonabeachcvb.org. We'd love to hear from you!

What Else is New?

Daytona Lagoon Waterpark and Family Entertainment Center has a new attraction! **The Phoenix** is an air-enabled, high-speed thrill ride where up to four riders are propelled on a 210-degree swinging arc experiencing 4Gs of force at 55 mph! To make things a little more intense, The Phoenix, which is positioned in the middle of one of the hairpin turns of the quarter-mile grand prix go-kart track, erupts a 30-foot tall fireball from its peak. Definitely not for the faint of heart!

Daytona Live! If you've been seeing some high-profile construction work going on in the 71-acre complex located just across the street from Daytona International Speedway, you're watching history in the making! Daytona Live! will feature innovative retail, dining and entertainment space, a high-end multi-screen movie theater complex, first class hotel and residential units – as well as the new world headquarters for International Speedway Corporation, NASCAR and Grand-American Road Racing's combined 1,350+ employees. Stay tuned for more details, as Daytona Live! will make for great entertainment for visitors and locals alike!

Cuban Art. Cuban culture abounds in Daytona Beach! Be sure to take in the new Great Masters of Cuban Art Exhibit at the Museum of Arts & Sciences in Daytona Beach. This phenomenal exhibit, which celebrates the 50th anniversary of The Cuban Foundation Museum, features over 90 paintings carefully selected from the Ramos Collection. The exhibit runs through April 27. For more information, call (386) 255-0285 or visit moas.org.



On the cultural side: Peabody Auditorium will host guitar phenomenon Pat Metheny **March 11**; The Daytona Beach Symphony Society presents The State Symphony Orchestra of Russia **March 22**, Violinist Itzhak Perlman **April 3**, CHICAGO **April 8**; The News-Journal Center will be the location for Celtic fiddler Natalie MacMaster **March 15**; The Jewish Heritage Festival **March 16**; Chamber Orchestra Camerata Ireland **March 19**; The State Symphony Orchestra of Russia **March 22**, Irish Rovers **March 27**; Seaside Music Theater will present at the News-Journal Center "Les Miserables" **June 12-29**, "The Wizard of Oz" **July 10-22**, "Backwards in High Heels" **July 31 - August 24** and "Altar Boyz" **August 28 - Sept. 21**.

Other great events include: Spring Family Beach Break **March 10 thru May 22**; Spring Car Show & Swap Meet at Daytona International Speedway **March 28-30**; National Cheerleading & Dance Championships **April 6-13**; Daytona Beach Pridefest annual festival **April 13**; ACC Women's Golf Championship at LPGA International's Legends Course **April 17-20**; National High School Drill Team Championships **May 2-4**; Brumos Porsche 250 race **July 3**; NASCAR Nationwide Series 250 race **July 4**; Coke Zero 400 race **July 5**; Biketoberfest **Oct. 16-18**; Volusia County Fair & Youth Show **Oct. 30-Nov. 9**; the National Youth Football Championships **Nov. 20-23**; Daytona Turkey Run **Nov. 20-23**.

Great Events – Coming Soon!

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