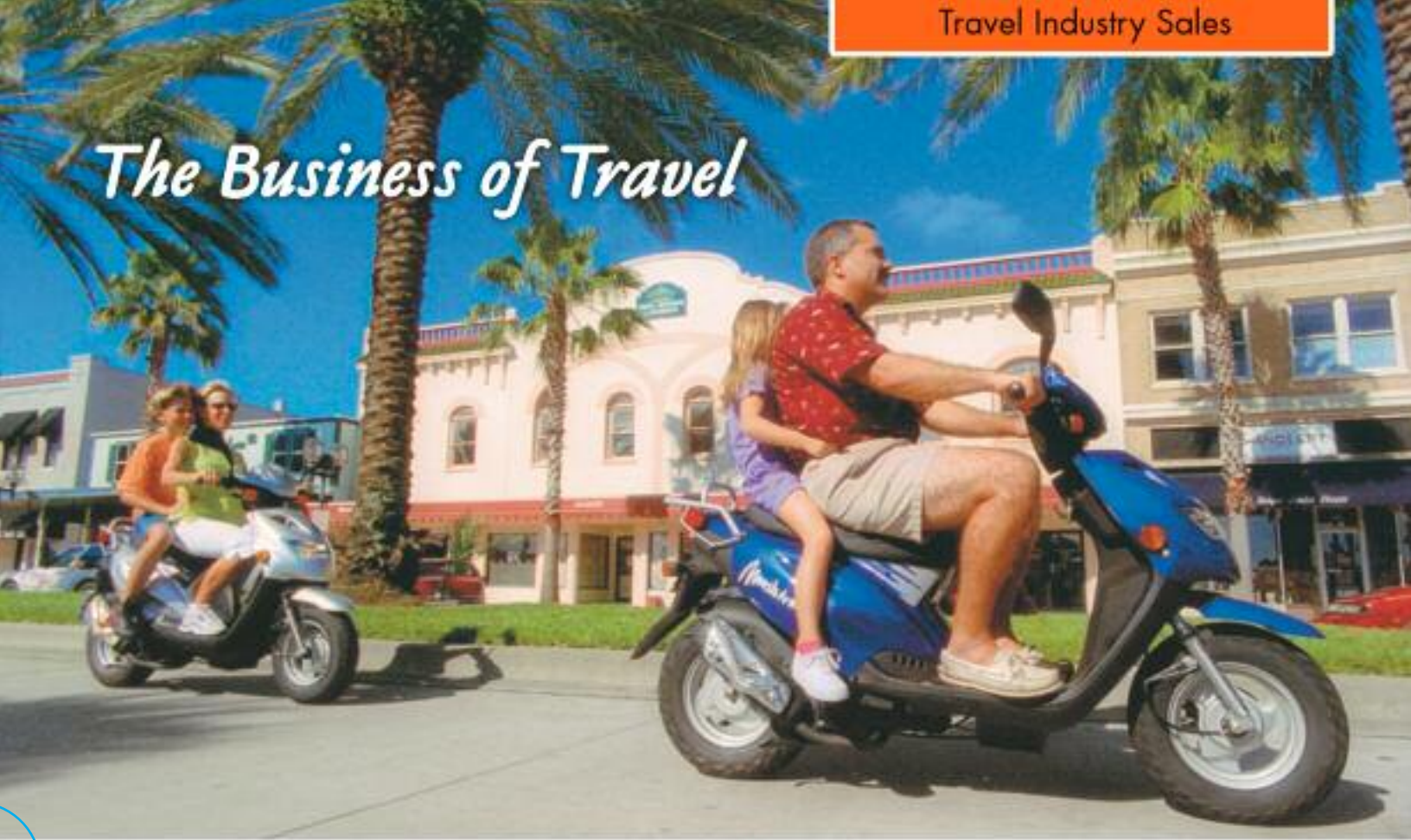


# The Business of Travel



The CVB works hard year-round to promote the Daytona Beach area as a preferred vacation destination. To that end, we work closely with tour operators and travel agents from around the world.



The CVB networks via its membership and participation in various travel related organizations. Among them, the Receptive Services Association of America, American Bus Association, National Tour Association, Travel Industry Association, and Ontario Motorcoach Association. Through domestic and international trade shows and conventions, travel professionals become familiarized with the Daytona Beach area product and encouraged to recommend and utilize partner hotels and businesses in the area. An aggressive schedule of personal sales calls, email campaigns and familiarization tours is also in place, to help get the message out.

In 2008-09, the CVB provided destination information and services to more than 5,000 tour operators and travel agents via phone, email and individual client meetings.