

**TOUR AND TRAVEL ADVISORY Committee Meeting**  
**Wednesday January 23, 2019**  
**Daytona Beach Area CVB**

**AGENDA MINUTES**

**Committee Members Present:**

Robin Camacho, Jenean Chavey, Linda Bowers, Claire Molinari, and Sara Brandel

**Committee Members Absent :**

Andrew Wright, Barbara Kopala, Brandon Little, Carene Darcy, and Kenneth Berthiaume

**Guests:**

Efrain Vargas, Jamie Hempel, and Sarah Rasheid

**Staff:**

Lori Campbell Baker, Linda McMahon, Leda Beever, Amber White, and Tatiana Carr

**I. Welcome & Introduction**

**Linda Bowers, Chair**

- Linda Bowers calls the meeting to order on Wednesday, January 23, 2019 at the Residence Inn by Marriott Daytona Beach Oceanfront
- Brief introduction of who you are and where you represent

**II. Tanger Outlets**

**Sarah Rasheid**

- Sarah Rasheid is the General Manager at The Tanger Outlets
- Stevie is the Assistant General Manager at The Tanger Outlets
- Tanger Outlets has helped establish a new traffic pattern
- Bring your groups to shop at Tanger

**III. Minutes Review- October 4, 2018**

**Linda Bowers, Chair**

- There was not a quorum to approve minutes from October 4, 2018 meeting
- There needs to be 7 committee members present for a quorum

**IV. Past Shows Update**

**Linda McMahon and Leda Beever**

- **Leda: RTO Summit-Orlando**
  - Leda met with Miki Travel at Florida Huddle and Jenean Chavey (Oceanside Inn) received a contract with 104 room nights from RTO Summit-Orlando
  - RTO Summit is now offered to partners (partners should plan for next year)
  - Jenean was very happy that she attended the show. She received contracts from Florida Huddle from people that she met at RTO Summit

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**GOAL:**

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.

- **Leda: Boomers in Groups Travel Conference**
  - Leda received a list of all the buyers that attended even though she did not have appointments; she is sending leads out
  - Boomers in Groups is a very good investment
- **Leda: OMCA**
  - Ontario Motorcoach Association
  - Efrain Vargas has received leads from this show. Great show if you are interested in wholesale business
  - All Canadian operators
- **Linda: World Travel Market**
  - Linda meets with product managers, management and higher ups to discuss marketing opportunities
  - The trend is that people are looking for something new. South Florida is getting very busy and people want to come to Daytona Beach because of the new developments
  - Linda is in the process of reviewing different opportunities
  - When we look at new marketing opportunities we look at the relationship they have with our hotel partners. If they are already contracted with the hotel or if it is in their intention to contract with the hotel.
  - When possible work with the VISIT FLORIDA campaign since it makes the dollars go further
- **Leda: Orlando Holiday Sales Calls**
  - Leda took the opportunity during her holiday sales calls to promote Florida Huddle
- **Linda/Leda: Florida Huddle**
  - Buyers that Leda talked to said that this was the best Florida Huddle that they have ever attended; Many of them have attended every Florida Huddle
  - A buyer talked about Daytona Beach's venues: Chart House, Beach Street, etc.
  - Appointments were great and nonstop
  - Lori Campbell Baker mentions that attendees ventured off on their own
  - Thomas Cook potential charter to Daytona Beach...ongoing conversation

## V. Upcoming Activities/Shows

Leda Beever

- **American Bus Association**
  - **January 26-29, 2019, Louisville, KY**
  - Leda received 54 appointments; 40 of which requested Daytona Beach
  - 7 minute appointments
- **Miami Sales Mission**
  - Leda will put off Miami Sales Mission for the spring and do it in December
  - Partners agreed that the Miami Sales Mission should be done in December

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- Linda Bowers brought up Silver Airways flight to Fort Lauderdale for any missed opportunities by not being in their faces (waiting 12 months)
- Linda McMahon suggested we do more research (heads in beds in Daytona Beach)

**\*Maryland Motorcoach Association was brought to the committees' attention by Leda Beever and Efrain Vargas (more details to come)**

- **RTO Summit East**
  - **April 24-26, 2019, New York, NY**
  - Leda has received a few leads from this show
  - Last year Efrain Vargas and Jenean Chavey attended the show with Leda
  - Efrain said that it is a great show with great wholesale business; you will definitely book something
  - Jenean received 2 FIT contracts from the show as well as group business

**\*Leda Beever mentioned to the committee members about attending Sales Calls with her in Orlando**

**\*Linda McMahon provided the committee members with the numbers from OTT (Online Travel Training)**

- **600 travel agents from the UK have completed the program**

**VI. Upcoming Host Shows**

**Linda McMahon**

- **Southeast Tourism Society-March 19-21, 2019**
  - CVB looking for partners to volunteer

**VII. Sunwing Update**

**Linda McMahon**

- Linda McMahon gave an update on Sunwing
  - Presales are going very well (waiting for numbers)
  - Sunwing FAM on November 20, 2018 was discussed
  - Jeanen Chavey booked Sunwing airport staff for training at The Oceanside Inn

**VIII. Tour & Travel Video**

**Linda McMahon**

- The committee watched the new Tour & Travel video from The Brandon Agency

**IX. Public Participation**

**- ADJOURN -**

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