

TOUR AND TRAVEL ADVISORY – BUDGET WORKSHOP
Thursday, May 23, 2019
SUMMARY OF MINUTES

The minutes reflect a summarized view of the gathering.

Committee Present: Claire Molinari, Sara Brandel, Brandon Little, Robin Camacho and Barbara Kopala

Committee Absent: Linda Bowers, Kenneth Berthiaume, Janice Griffin and Sarah Rasheid

Staff: Amber White, Lori Campbell Baker, Linda McMahon, Chuck Grimes and Leda Beever

Guest Present: Efrain Vargas and Kimberly Tomlinson

I. Welcome & Introduction

Linda McMahon called the workshop to order, welcomed the committee and thanked them for attending.

II. 18/19 FY Highlights

Linda McMahon presented 18/19 FY highlights to thank the committee for their continued support and gave kudos to Leda Beever, for her ability to help build brand awareness and continuing to grow relationships within the industry.

Florida Huddle was hosted in January 2019 which was a major success to the destination. Florida Huddle consisted of media, buyers, receptives and tour operators.

III. 19/20 FY Travel Schedule

Linda McMahon and Leda Beever reviewed the 19/20 FY travel schedule with the committee and shared their input.

IV. 19/20 FY Budget Review

The Tour & Travel Department increased their registration to help benefit the destination partners and collaboration efforts with West Volusia and Southeast Volusia.

Canadian Initiatives is new line item added to the budget, based off the success of Sunwing and the room nights generated from the bookings. This new initiative will focus on broadening the scope of the Canadian market.

Advertising and Marketing was increased to help support the marketing efforts in UK, Germany and Ireland markets. The department is going to research to see if there are other areas to get in front of, based off the feedback from hosting Florida Huddle.

The 19/20 FY marketing plan was provided to the committee and Linda McMahon mentioned quick highlights of new marketing initiatives.

Robin Camacho made a motion to recommend the budget move forward to the HAAA Board for approval, with a second motion from Brandon Little. All were in favor.

V. Public Participation

None discussed.

Respectfully Submitted,

Amber White, Daytona Beach Area Convention & Visitors Bureau