

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
TOUR & TRAVEL ADVISORY COMMITTEE BUDGET WORKSHOP**

Thursday, May 27, 2021 • 1:00 PM • The DAYTONA, 1870 Victory Circle, Daytona Beach, FL 32114. Room: Echelon 1

AGENDA

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| 1. Call to Order | Linda McMahon |
| 2. Roll Call | Linda McMahon |
| 3. Public Participation | Linda McMahon |
| 4. Welcome New Committee Members | Linda McMahon |
| 5. Sunshine Law | Linda McMahon |
| 6. 2020-21 Travel Schedule Update | Linda McMahon |
| 7. 2021-22 Group Sales Marketing Plan | Linda McMahon |
| 8. 2021-22 Tour & Travel Department Travel/Budget * | Linda McMahon |
| 9. New Business | Linda McMahon |
| 10. Adjourn | Linda McMahon |

» Requires Public Participation time prior to vote

* Requires a vote from the Committee

Mission: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

Goals:

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.