

TOUR & TRAVEL ADVISORY COMMITTEE MEETING

Wednesday, August 21, 2019 • 3:30 PM • Daytona Beach Area CVB located at 126 East Orange Avenue Daytona Beach, FL 32114

The regular meeting of the Tour & Travel Advisory Committee was called to order by the Chair Linda Bowers at 3:30 p.m., August 20, 2019. Attendance was taken by Amber White and the following members were present, Barbara Kopala, Clair Molinari, Janice Griffin, Linda Bowers, Sarah Brandel, Sarah Rasheid. Robin Camacho and Kenneth Berthiaume were absent.

Guests:

David Castagnacci, Liz Murphy, Brian Rothwell, Brad Hoffman, Michael Bleser, Marisol Moreno, Jennifer Miko, Deanne Bryant, Arlene Garrick, Shane O'Connor, George Bubenhem

Staff Present:

Lori Campbell Baker, Kate Holcomb, Linda McMahon, Leda Beever, Liz Payne, Kate Holcomb and Amber White

Welcome & Introduction

Linda Bowers called the meeting to order, welcomed the committee and thanked for attending.

Approval of Minutes

Bowers asked if the committee or the public had any comments or questions. Hearing none, he entertained a motion to approve the minutes for April 25, 2019 and May 23, 2019.

Motion by Claire Molinari to approve the minutes for April 25, 2019 and May 23, 2019. Second Sara Brandel. Motion passed 6-0.

Sunshine Law

Lori Campbell Baker gave a brief discussion to the committee regarding being compliant with the Sunshine Law.

Arts, Culture and Heritage Presentation

Dave Castagnacci, chair of the Arts, Culture and Heritage Committee discussed the mission of the Arts, Culture and Heritage Advisory Committee and the high importance of driving tourism to the Daytona Beach area to encourage extended stays.

The Daytona Beach Area CVB distributes two different brochures that are also on DaytonaBeach.com, Share the Heritage and The Arts & Culture Map. The Share the Heritage brochure speaks about the African American heritage within the Daytona Beach area. While the Arts & Culture Map speaks to everything regarding arts, culture and heritage within the Daytona Beach area.

Travel Schedule

Linda McMahon and Leda Beever briefed the committee on IPW 2019 and its major success. It is the largest tradeshow that they attend domestically. In addition to attending the tradeshow, the Daytona Beach Area hosted a client event with fifty buyers.

LaCita and IAGTO and two industry tradeshows that are interested in Daytona Beach being a host city.

Beever and McMahon updated the committee on the upcoming sales activities: Connect Marketplace, LaCita, RTO Summit Orlando, Boomers Confernece, OMCA, WTM, Miami Sales Mission.

The Tour & Travel Department is looking at a tentative date of November 19, 2019, for a Canadian Sales Mission that would be sent out for partners to attend. McMahon will provide full details when available to all industry partners.

Beever invited the committee and public in attendance to attend her sales calls in Orlando that she does weekly on Tuesday and Thursdays.

Sunwing Update

Sunwing announced their schedule to continue flights starting in November. The marketing plan program that the Daytona Beach CVB had with Sunwing was affective and helped drive hotel stays.

McMahon encouraged all in attendance if they do not have a contract with Sunwing to reach out directly to the Daytona Beach CVB to have the discussion about contracting.

Public Participation

Sarah Rasheid with Tanger Outlets mentioned how successful they have been and plan to continue to grow.

Shane O'Connor with Booking.com discussed how Daytona Beach is within the top seventy destinations within the USA. With

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Tanger Outlets coming to Daytona Beach, Booking.com has noticed more of the shift of the Brazilian market share coming to Daytona Beach.

Jennifer Miko with Equestrian Adventures of Florida, gave a brief presentation regarding her business of horseback riding on the beach. This is a unique experience that Daytona Beach area hoteliers can share with their guests.

Deanne W. Bryant with Bethune Cookman College, invited the committee to the Pineapple Ball at the Hard Rock Hotel on November 15, 2019.

Dave Castagnacci invited the committee to the Lillian Place fundraiser on September 14, 2019, at The Shores Resort & Spa.

Adjourn

There being no further business or public participation the meeting was adjourned at 4:22 p.m.

Submitted by, Chantelle Bravo, Group Sales Coordinator