

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

Wednesday, September 11, 2024 • 10:00 AM • Daytona Beach Area CVB Offices • Room: Conference Room
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

AGENDA

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| 1. Call to Order | Danielle Weigel |
| 2. Roll Call | Danielle Weigel |
| 3. Public Participation | Danielle Weigel |
| 4. »* Consent Agenda
a) July 10, 2024, Meeting Minutes | Danielle Weigel |
| 5. »*Canadian Representation
a) »* MMGY Global
b) »* Reach Global
c) »* TM Americas
d) »* VoX International | Danielle Weigel |
| 6. New Business | Danielle Weigel |
| 7. Adjourn | Danielle Weigel |

» 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.