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

Wednesday, October 20, 2021 • 10:00 AM • Ocean Center Room: 103ABC
101 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

1. Call to Order
   Linda McMahon

2. Roll Call
   Linda McMahon

3. Public Participation
   Linda McMahon

4. Welcome and Introductions
   Linda McMahon

5. Consent Agenda *
   a) Approval of the February 24, 2021 Meeting Minutes
   b) Approval of the May 27, 2021 Workshop Minutes
   Linda McMahon

6. Presentation:
   a) HAT Marketing – Kevin Brett
   Linda McMahon

7. CVB Update:
   a) Canada
   b) World Travel Market (WTM)
   c) Twin Centre
   d) eNewsletters
   e) FAM
   Linda McMahon

8. Travel Schedule 2021-22 Fiscal Year
   Linda McMahon

9. Partner Update
   Linda McMahon

10. New Business
    Linda McMahon

11. 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.