

TOUR & TRAVEL ADVISORY COMMITTEE REGULAR MEETING

Wednesday, October 20, 2021 • 10:00 AM • Ocean Center

101 North Atlantic Avenue, Daytona Beach Shoes, FL 32118 – Room: 103ABC

The Tour & Travel Advisory Committee's regular meeting was called to order by Chair Linda McMahon at 10:10 a.m., October 20, 2021. Amber White took attendance, and the following members were present in person, Barbara Kopala, Robin Camacho, Janice Griffin, Ana Ventura, Dallas Elwell, and Maria Maillo. Lucinda Gaudio, Wendy Dorman, Jon McMillian, Stephanie Koven, Danielle Wannemacher, and Jaime Morris were absent.

Guests:

Kevin Brett (Zoom), Sarah Hanson (Zoom), Margaret Henriksson (Zoom), and Libby Gallant

Staff Present:

Linda McMahon, Amber White, Lori Campbell Baker, Kay Galloway (Zoom), and Steven Pike (Zoom)

Public Participation

None

Consent Agenda

McMahon asked if the Committee had any comments or questions on the Consent Agenda, items a-b. No quorum to approve consent agenda items.

No quorum present to make motion

Presentation

Kevin Brett with HAT Marketing (DBACVB UK representation) updated the committee on the new booking surge, Florida being a top three market for the UK, 2022-2023 booking windows, importance on Daytona Beach as a twin centre destination, and World Travel Market.

CVB Update

Canada

McMahon updated that the DBACVB will be attending Ontario Motorcoach Association (virtually) and how the DBACVB is ready to market to Canada with borders opening. Committee members present provided update on Canadian bookings.

World Travel Market

McMahon stated that the DBACVB will be attending World Travel Market in person with HAT Marketing representing Daytona Beach and virtually with our VISIT FLORIDA partnership.

Twin Centre

McMahon discussed the importance of Daytona Beach being a twin-centre destination. Looking to partner with Visit Central Florida on future opportunities.

eNewsletters

McMahon reported that HAT Marketing is sending out current messaging to the UK market. DBACVB to send out future eNewsletters with co-ops for partners to participate.

FAM

McMahon explained that the DBACVB would like to host a FAM pre or post of Florida Huddle and International Pow Wow (IPW). In addition to a FAM, the DBACVB would like to host operators from Orlando for day visits.

Travel Schedule 2021-22 Fiscal Year

McMahon briefed the committee on the 2021-22 travel schedule.

Partner Update

Committee and public present provided updates on their organization.

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New Business

None

Adjourn

There being no further business or public participation, the meeting adjourned at 11:11 a.m..

Submitted by Amber White, Strategic Conference and Sports Services