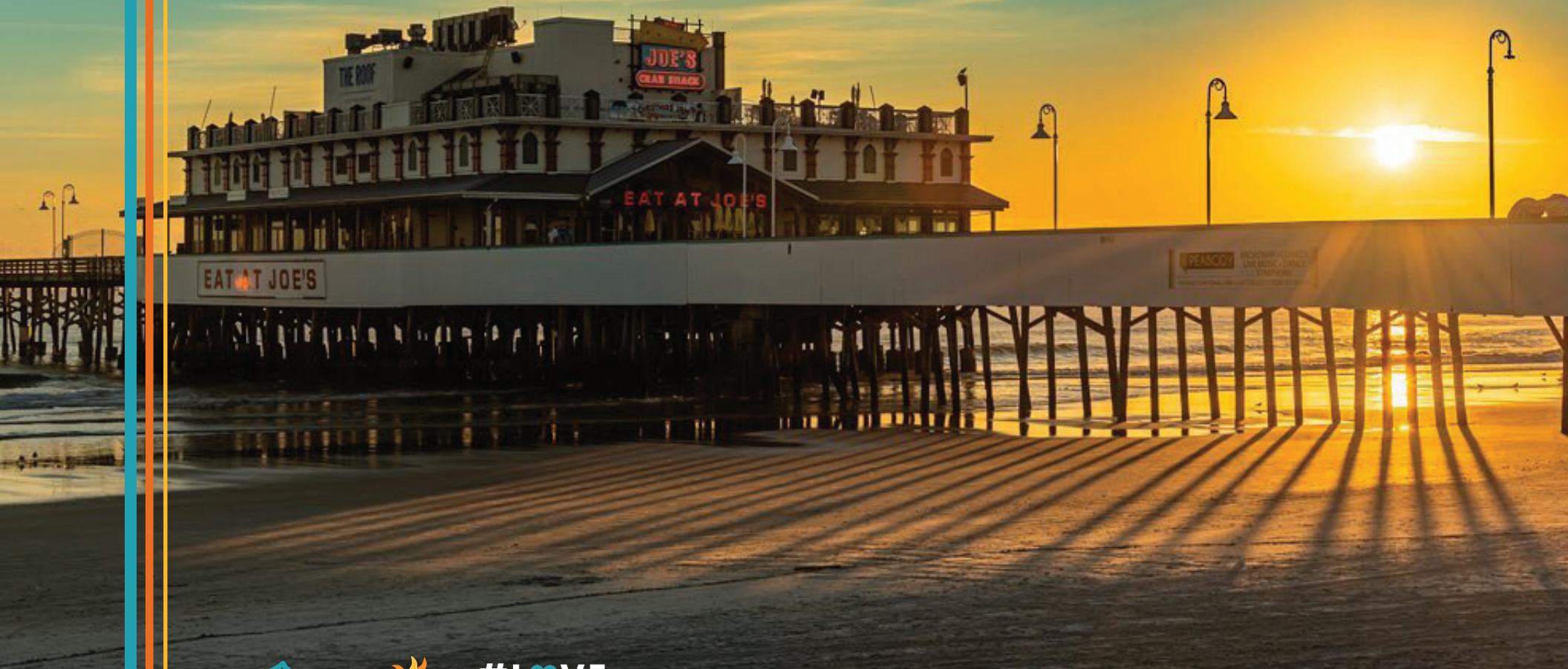


# 2021-2022 **MARKETING PLAN**

Daytona Beach Area Convention & Visitors Bureau  
Halifax Area Advertising Authority



#LOVE  
DAYTONA  
BEACH

@thanephelan



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DaytonaBeach



DaytonaBeachFun



DiscoverDaytonaBeach



VisitDaytonaBeach



DiscoverDaytonaBeach

[DaytonaBeach.com](http://DaytonaBeach.com)

[DaytonaBeachMeetings.com](http://DaytonaBeachMeetings.com)

[SportsDaytonaBeach.com](http://SportsDaytonaBeach.com)



## Mission Statement:

The mission of Halifax Area Advertising Authority dba Daytona Beach Area Convention and Visitors Bureau is to contribute to and enhance the overall economic prosperity of the Halifax Area Taxing District and all of Volusia County through the successful promotion of the area as a preferred tourism destination.

### **ADMINISTRATION:**

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## ADVISORY COMMITTEES

**ADVERTISING:** Meets monthly to review leisure advertising strategy, media and creative campaign developed by the agency of record. Additional duties include reviewing applications for event marketing funding.

**ARTS, CULTURE & HERITAGE TOURISM:** Meets quarterly to assist staff in reviewing CVB content and to share information with and from the arts and culture community to help ensure that arts and culture is well represented in marketing the destination to visitors.

**BIKETOBERFEST®:** Meets twice a year and provides assistance in developing the advertising plan and marketing opportunities for this annual event. Members also participate in preparing the Biketoberfest® Master Plan for the City of Daytona Beach.

**HUMAN RESOURCES:** Meets quarterly or as needed, providing leadership and support in personnel and human resource areas including employee relations, compensation, benefits and staff development, and assists management with fostering a positive and productive work environment.

**MEETINGS & CONVENTIONS:** Meets quarterly plus potential workshops. Assists the staff in crafting the overall sales plan, to include strategic direction, trade show schedule and other promotions geared toward developing the meetings and conventions business.

**SPORTS:** Meets quarterly plus potential workshops to assist in developing strategic direction and marketing opportunities for the development of the group sports market. Assists with the creation of a Local Organizing Committee (LOC) for various sporting events.

**TOUR & TRAVEL:** Meets quarterly plus potential workshops to provide input and overall strategic direction relative to trade show schedules and promotional events. Focuses on developing new opportunities generated by international and domestic tour operators and travel agents.

## HALIFAX AREA ADVERTISING AUTHORITY

**Jim Berkley - Chair**

Hilton Daytona Beach Oceanfront Resort

**Androse Bell - Vice Chair**

Hard Rock Hotel Daytona Beach

**Steve Farley - Secretary/Treasurer**

El Caribe Resort & Conference Center

**John Betros**

Daytona Beach Regency-Cove on Ormond Beach

**Linda Bowers**

AVISTA Hotels & Resorts

**Robert Burnett**

The Shores Resort & Spa

**Josh Harris**

NASCAR

**Jim Jaworski**

Daytona Tortugas

**Blaine Lansberry**

Bahama House

**Samir Naran**

Premier Resorts & Management, Inc.

**John Phillips**

Embry-Riddle Aeronautical University

# OVERVIEW: THE PLAN



While at this writing, the COVID-19 pandemic continues to impact destinations world-wide, the Daytona Beach area is now seeing a light at the end of the tunnel.

Throughout this past year the Daytona Beach Area Convention and Visitors Bureau (CVB) held its course, and the 2020-2021 Marketing Plan positioned the destination for a strong comeback.

To craft the 2021-2022 version of the Marketing Plan, we're using all the tools and strategies that supported us so well throughout the past year – and building upon them for additional wins.

Now that travel sectors are beginning to rebound and pent-up demand is upon us, we'll be expanding our target markets, using creative new messaging and bold new technologies to continue to set our destination apart.

And we certainly have a lot to set us apart. Now more than ever, consumers are enticed by the area's wide, open beaches and green spaces, nature parks, attractions and nearly 200 unique accommodations properties. From high-end resorts – including several new hotel properties - to rustic campgrounds, the destination appeals to a broad audience with a broad range of budgets and personal styles.

Meeting planners continue to discover the many ways that the destination, with its Ocean Center, convention hotels and unique meeting spaces, can

accommodate their clients' needs and price points.

Tourism marketing introduces all these visitors to the most dynamic and pristine areas of our Volusia County communities – beaches and other outdoor assets, arts and cultural treasures, and more – and encourages them to take the time to explore them all. Through this process, we continue to grow the positive perception of the Daytona Beach area and increase the economic impact that our visitors have on our community.

More than ever before, collaboration is key. To ensure success, we will continue to partner – with our fellow West Volusia and Southeast Volusia tourism bureaus, the Lodging & Hospitality Association of Volusia County, VISIT FLORIDA, the Southeast Tourism Society, area chambers, and many more. The business and personal relationships that we have nurtured for years will assist us as we move into what we know will be a bright future.

We thank you for joining us in this exciting and worthwhile endeavor!

Sunny Regards,

Lori Campbell Baker, APR, CDME  
Executive Director



## OUR HISTORY

The Halifax Area Advertising Authority (HAAA), dba the Daytona Beach Area Convention and Visitors Bureau (CVB), functions as a destination marketing organization for the greater Daytona Beach area. The organization is tasked with promoting and advertising the greater Daytona Beach area – which includes many assets throughout Volusia County – to the traveling public, to garner overnight stays and positive economic impacts.

The main source of CVB funding is the 3% Convention Development Tax, which is a tax on transient accommodations (short-term rentals) located within the Halifax Taxing District. A totally separate “bed tax” is the 3% Tourist Development Tax, levied countywide on short-term rentals and currently funding the Ocean Center. The CVB also generates a small amount of revenue through sponsorships, cooperative promotions and advertising.

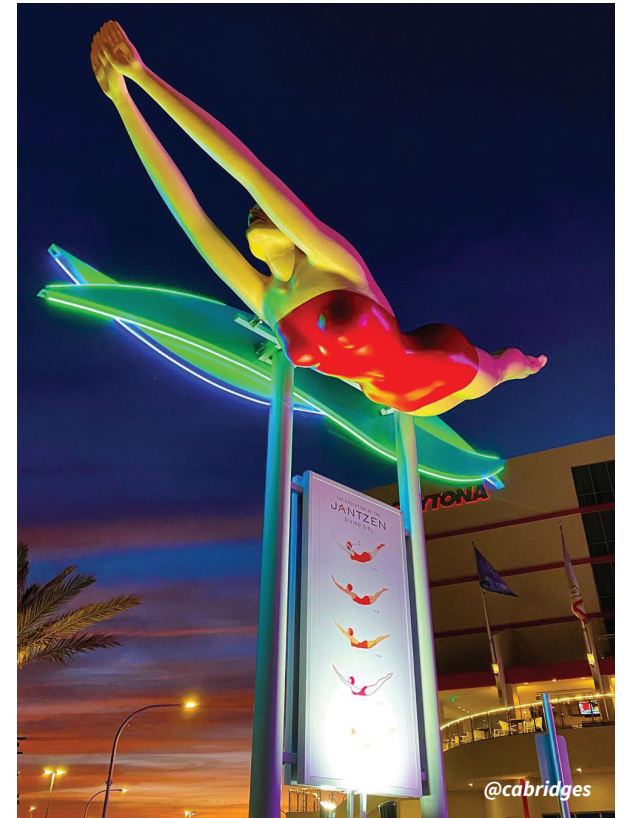
The Convention Development Tax is dedicated specifically to tourism marketing, and because of it, no tourism marketing funding comes from local municipalities or residents. In 1984 the Volusia County Council under Florida Statute 212.0305, created the Authority to administer and disburse the proceeds from the 3% Convention Development Tax. The 11-member HAAA Board meets bi-monthly to receive updates and review additions or modifications to the budget and marketing plan. As mandated by law, a

majority of the Authority represents lodging facilities within the Halifax Taxing District, and the remaining members represent a variety of tourism-related businesses from throughout the district.

In order to organize and implement all destination marketing programs for the area, the Authority contracts for employees through AUE Staffing, Inc.

The CVB, under the HAAA Board’s direction, will implement plans to support consumer marketing, meetings and conventions, tour and travel, sports, paid and earned media, and more. Each year, the organization’s comprehensive program of work is designed to respond to an ever-changing audience.

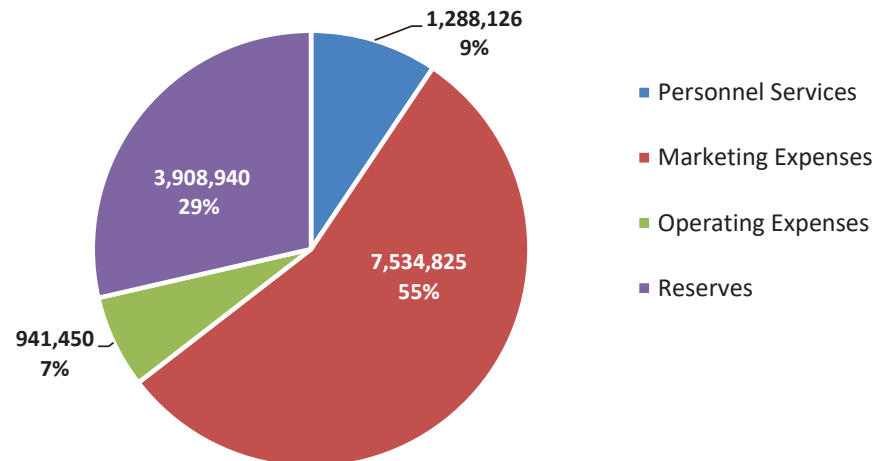
The organization is research-driven, performance-based and committed to advertising and promotions that elevate awareness of tourism assets throughout Volusia County.



## Summary Budget Comparison Halifax Area Advertising Authority

	FY 2019-20 Actuals	FY 2020-21 Adopted	FY 2020-21 Estimate	FY 2021-22 Request
<b>Revenues By Source</b>				
Convention Development Taxes	7,069,863	8,195,890	8,165,205	8,328,457
Interest Income	11,176	6,000	10,000	9,000
Misc. Revenue	71,436	40,000	-	40,000
Appropriated Fund Balance	2,573,523	2,573,523	3,752,566	5,295,884
<b>Total Revenues</b>	<b>\$ 9,725,998</b>	<b>\$ 10,815,413</b>	<b>\$ 11,927,771</b>	<b>\$ 13,673,341</b>
<b>Expenditures by Category</b>				
Personnel Services	1,243,836	1,121,120	1,072,217	1,288,126
Marketing Expenses	4,156,494	6,134,050	4,931,050	7,534,825
Operating Expenses	573,102	986,720	628,620	941,450
<b>Total Operating Budget</b>	<b>5,973,432</b>	<b>\$ 8,241,890</b>	<b>\$ 6,631,887</b>	<b>\$ 9,764,401</b>
Reserves	0	2,573,523	0	3,908,940
<b>Total Expenditures</b>	<b>\$ 5,973,432</b>	<b>\$ 10,815,413</b>	<b>\$ 6,631,887</b>	<b>\$ 13,673,341</b>
<b>Revenues vs Expenditures</b>	<b>3,752,566</b>	<b>0</b>	<b>5,295,884</b>	<b>0</b>
<b>Number of Full-Time Positions</b>	<b>18</b>	<b>12</b>	<b>12</b>	<b>15</b>
<b>Number of Part-Time Positions</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>6</b>

### Expenditures By Category





# MARKETING & DESIGN

The Marketing & Design Department continues to establish Daytona Beach as a preferred leisure destination while increasing awareness and brand affinity. By delivering engaging advertising messages through diverse media outlets, we target audiences during their travel planning funnel. These efforts drive quality website traffic, data collection and bookings.

## LEISURE ADVERTISING:

### MARKETING STRATEGIES:

- Retain annual visitors
- Increase first-time visitors
- Increase younger visitors
- Extend length of stay
- Draw visitors with a higher household income
- Grow visitation during slow periods
- Execute a measurable cross-channel media plan
- Use creative messaging to improve the destination's perception
- Positive brand engagement

### MEDIA STRATEGY:

- Continue a layered media approach, with an emphasis on digital and support of traditional media, to assist in brand awareness action plans and generating new leads
- Advertise to potential visitors at the moment they start searching for travel
- Use data technology to increase understanding of the visitor in market
- Use pixel data to learn which media yields hotel revenue
- Use existing media channels in new ways to increase exposure to the destination
- Explore new media types to deliver the brand in unique ways
- Co-op with CVB partners to increase brand presence
- Partner with VISIT FLORIDA, Destinations Florida, and Southeast Tourism Society to leverage buying power and market reach

### US TARGET MARKETS:

Florida, Southeast, Northeast,  
East of the Mississippi

Primary: Florida

- Fort Lauderdale
- Gainesville
- Jacksonville
- Miami
- Ocala
- Orlando
- Tampa/St. Pete
- West Palm Beach

Secondary: Out-of-State

- Georgia
- Illinois
- Michigan
- New York
- North Carolina
- Ohio
- Pennsylvania
- South Carolina
- Tennessee
- Texas

### INTERNATIONAL TARGET MARKETS:

- London, UK
- Toronto, CA



### OVERALL GOALS:

- Increase overnight stays to the destination
- Maintain annual visitors while seeking new audiences
- Increase social media presence and engagement
- Influence potential travelers using creative messaging
- Implement seasonal programs during low occupancy seasons
- Leverage events to draw visitors



@the.camera.lady



@thewanderingconk

@nativ.lens

## TARGET AUDIENCES:

- Adults (ages 25-54), Families, Couples, Empty Nesters, Singles, Seniors
- Millennials (ages 24-39)
- Generation X (ages 40-55)
- Boomers (ages 56-74)

Niche targets: Golfers, Arts, Culture & Heritage, Racing & Rider Enthusiasts, Fishing, Deal Seekers

- Generation Z (ages 18-24)
- Millennials (ages 24-39)
- Generation X (ages 40-55)
- Boomers (ages 56-74)

Household Income Range: \$60-125K

## AUDIENCE TARGET BY SEASON:

- Fall/Winter: Singles and Couples including Generation Z, Millennials, Boomers; In-state, snowbirds, International, niche markets
- Spring: Families including Millennials, Generation X; International
- Summer: Families including Millennials, Generation X

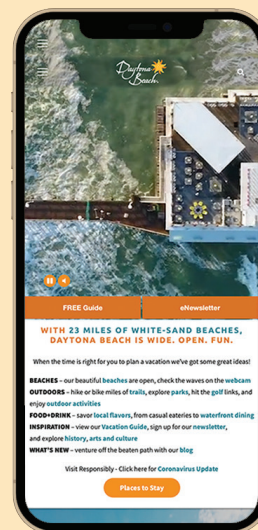
## 2020 DaytonaBeach.com Statistics

### Visits by Device Type:

Mobile	71.3%
Desktop	23.9%
Tablet	4.8%

### Visits by Top 10 Cities:

Orlando	8.1%
Miami	4.0%
Atlanta	2.5%
Jacksonville	1.8%
Tampa	1.5%
New York	1.3%
Charlotte	1.3%
Chicago	1.1%
Nashville	>1%
Raleigh	>1%



### Visits by Top 10 States:

Florida	49.6%
Georgia	9.8%
North Carolina	5.3%
New York	3.2%
Tennessee	2.7%
Illinois	2.4%
Ohio	2.2%
Texas	2.1%
Pennsylvania	2.0%
Virginia	1.6%

### Visits by Top 3 Countries:

UK	3.1%
Canada	2.8%
Germany	>1%



## MARKETING & DESIGN

### ACTION PLAN:

#### Leisure Market

- Evolve current advertising campaign to reflect current travel landscape
- Promote wide open outdoor spaces including beach, trails, waterways, etc.
- Use all available research to guide the selection of message, market and media
- Maximize brand exposure and gain impressions using targeted mediums
- Use paid and owned media to have an “always on” approach
- Geo-target consumers through digital media opportunities
- Develop an email campaign that targets specific markets and consumer interests
- Create register-to-win promotions to grow databases
- Continue to market to Florida residents and drive markets
- Develop co-op advertising opportunities for partners
- Support partners and businesses at area Visitor Information Centers
- Increase engagement on social platforms
- Improve content and user experience (UX) on DaytonaBeach.com to increase time on site/page views
- Develop website content through blog posts and videos to promote county wide assets
- Increase website traffic using SEO (Search Engine Optimization) and SEM (Search Engine Marketing)
- Track media for campaign success using new data technology (See Source and ADARA)
- Seasonally work with OTAs (Online Travel Agencies) to develop programs for partners in need during slow periods
- Develop seasonal promotions for secondary marketing efforts
- Promote airlift to direct flight markets through marketing messages
- Seek younger audiences through social platforms (i.e., Pinterest, TikTok, SnapChat)

#### Niche Markets

- Develop seasonal promotions to increase visitorship during shoulder seasons
- Seek new tourism events with potential to generate overnight stays
- Continue to support annual high-impact events
- Continue to evolve Biketoberfest® marketing efforts to attract new riders



### MEASURING MARKETING SUCCESS:

- **Bed Tax Collections and Smith Travel Research (STR) reports**
- **Return On Ad Spend (ROAS) – track media placements to booked room nights and revenue**
- **Website engagement – drive previous and new users, page views, time on site**
- **Vacation Guide distribution – digital downloads and in print**
- **Database growth – overall and audience segments**
- **Positive engagement with the brand (i.e., social media, press)**
- **Increase demographic diversity and household income**
- **Economic impact and visitor spending**
- **Partner engagement**
- **Competitive benchmarking**



@chrishardergolf



**CONSUMER PROMOTIONS:** Consumer Promotions focuses on promoting the destination at well-attended travel and interest shows, distributing Daytona Beach vacation information, and collecting data.

**ACTION PLAN:**

- Attend select high-volume consumer travel shows in Florida, offering our partners fair share booth opportunities
- Increase data collection and improve email follow-up
- Enhance booth experience with interactive elements and giveaways
- Provide vacation packages as giveaways to expand media reach
- Provide collateral materials to the VISIT FLORIDA Welcome Centers in Florida
- At the two CVB Visitor Information Centers (VICs) located at Daytona International Speedway and Destination Daytona:
  - Enhance the overall visitor experience
  - Offer collateral distribution opportunities for our tourism partners
  - Collect consumer data for future communication opportunities
  - Assist visitors arriving in market with travel and vacation information

**TOURISM PARTNERS PROMOTIONS:** The CVB values its tourism partners and offers support, education, social media, event and marketing opportunities. Tourism partners include local lodging, attractions, arts and culture, dining, retail, and other tourism-related businesses. There is no cost to be a tourism partner.

**ACTION PLAN:**

- Increase engagement on Partner Gateway (the CVB extranet portal)
- Survey partners on their needs and challenges
- Host signature partner events with educational elements
- Provide marketing tools
- Create co-op opportunities

**CREATIVE AND DESIGN:**

- Develop impactful collaterals for both visitors and industry professionals
- Showcase the best of the destination in the annual Vacation Guide
- Assist all departments with creative and marketing services
- Continue to develop photo and video content for social media channels, YouTube, industry and consumer sites
- Maintain brand standards for all destination marketing materials



# GROUP SALES

**The Group Sales Department will continue to create a greater demand to grow the Meetings, Sports and Travel Trade market segments for the destination and position Daytona Beach as a viable location for group business.**

**Considering COVID-19, the focus on planner/buyer needs will continue to include assistance with hybrid meetings, safety protocols, creative outdoor spaces, virtual experiences, a strong digital presence, and quick and easy communications via digital platforms.**

## **HOTEL/SMALL MARKET MEETING CONCENTRATION:**

- The sales team will continue to target groups requiring hotel meeting space and unique meeting venues
- Target prospective group business opportunities by leveraging our memberships and direct sales to provide a foundation of meeting leads and databases

## **CITYWIDE OPPORTUNITIES:**

Partner with the Ocean Center and Daytona International Speedway to:

- Identify citywide opportunities requiring at least two or more hotels
- Co-sponsor client events, familiarization tours (FAMs) and site visits to build brand awareness

## **SPORTS CONCENTRATION:**

- Continue to focus on becoming a premier sports tourism destination
- Continue branding Daytona Beach Sports with a focus on sports meetings, bringing brand awareness to associations that specialize in all aspects of the sports industry
- Continue to identify emerging sports programs, competitive arts and niche markets

- Continue to focus on national/regional youth and adult sports that will use area facilities

## **TRAVEL TRADE CONCENTRATION:**

- Promote and increase the volume of business produced by domestic/international tour operators, travel agents and online sellers of travel to the greater Daytona Beach area
- Work together with the Southeast and West Volusia Advertising Authorities to highlight all of Volusia County's assets
- Continue to increase international exposure to the Daytona Beach area by working with HAT Marketing representing the United Kingdom, Ireland and Germany
- Continue to focus on the Toronto and Montreal markets as they reopen
- Continue to identify potential emerging markets for the destination

## **CONVENTION SUPPORT:**

- Coordinate Convention Services for all Group Sales divisions
- Liaison between the CVB team and industry partners to provide local services to Group Sales and trade show clients
- Continue working with area hotels and meeting facilities toward business retention





## MARKETS:

### MEETINGS

**RELIGIOUS/FAITH-BASED:** Faith-based/religious programs typically look for value, drive markets and second-tier destinations. They provide strong repeat bookings for area partners as well as citywide programs.

**NATIONAL AND STATE ASSOCIATION:** A national association refers to a corporate body consisting of groups of associated persons who usually meet periodically because of common interests, objectives or profession. For this reason, almost every market segment can be represented by a national association. The national organizations are generally concentrated in the Washington, DC and Chicago areas. Typically, the annual programs consist of a high number of attendees with the ability to create a strong economic impact for the destination.

**STATE GOVERNMENT:** State Government programs foster collaboration through networking and educational events. Activities include first-class speakers and building relationships within the association/government industry and with those that support the organizations. Meetings provide short-term booking opportunities for area hotels.

**SOCIAL:** The Social market consists of family reunions and social programs interested in drive markets with affordable rate ranges..

**MILITARY:** The Military market segment consists of military divisions from Vietnam Veterans to current and Yellow Ribbon programs. The

military reunion planner may work for a military association or volunteer to coordinate their annual programs. Military reunion groups tend to have an abundance of free time and the area's historic sites, waterfront districts, sparkling beaches, national parks and other activities make this an attractive destination meeting location..

**EDUCATION:** The Education market includes any group visiting the destination for educational purposes that is sponsored by a school, college, university or other educational institution or organization. The Education segment provides short-term booking opportunities and often holds regional meetings.

**FRATERNAL:** The Fraternal market segment consists of volunteer members with meetings and events ranging from local and state chapters to national events. Affordability and location are key with this market. This market has one of the largest membership bases nationally and internationally.

**CORPORATE MARKET:** In the rapidly changing global culture of business, companies are focusing more on collaboration — within their organizations and with external clients and vendors. Educational and networking activities include first-class speakers and building relationships within the corporate industry. Meetings provide short- and long-term booking opportunities for area hotels. With a focus on the destination's feeder markets, as well as new development and growth, interest in the Daytona Beach area continues to grow.



### THIRD-PARTY/INDEPENDENT PLANNERS:

Independent meeting planning firms bring the needs of their clients to area hotels and the Ocean Center. They are representative of every market and every size meeting. A third-party planner may work directly with the CVB to distribute a qualified lead and/or rely on the CVB for convention support services.

**INCENTIVE:** The Incentive Meeting Market travel incentives are a reward subset of an incentive, recognition or a loyalty program, which is a business tool used to change behavior to improve profit, cash flow, employee engagement and customer engagement. The incentive meetings market has evolved to include team building, educational and motivational components. The market generates a higher average daily rate (ADR), short-term bookings, and utilizes 3-, 4- and 5-star hotel properties. They can also be event driven.

### SPORTS

The Sports division of Group Sales focuses on attracting, planning, creating, implementing and evaluating new sports programs that drive economic development through increased hotel occupancy and visitor spending. By using public and private athletic facilities, partnering with communities, colleges, universities, private athletic venues and local athletic interests, we can maximize opportunities to enhance our destination's sports brand, as well as build new, and strengthen existing, relationships with governing bodies and event holders.



### TRAVEL TRADE

The Travel Trade market, also referred to as Tour & Travel, includes domestic and international tour operators, travel agents and online sellers of travel to the greater Daytona Beach area.

#### STRATEGIES:

- Continue to increase visitation to the website as a resource specific to the needs of the meetings planner, sports-rights holder and travel trade operator by auditing and updating content - *Meetings/Sports/Travel Trade*
- Monitor goals and accountability with detailed return on investment (ROI) - *Meetings/Sports/Travel Trade*
- Continue to partner with the Ocean Center and Daytona International Speedway to identify potential citywide opportunities - *Meetings/Sports*
- Continue to partner with the Ocean Center and Daytona International Speedway offering convention support services, creating business retention - *Meetings/Sports*
- Develop new small-market meetings and maintain existing markets - *Meetings*
- Continue sports branding with a focus on sports meetings and building on the success of sports programs that have relocated to the destination - *Sports*
- Utilize incentive dollars to assist in closing business - *Meetings/Sports*
- Focus on groups that will consider multi-year contracts - *Meetings/Sports/Travel Trade*
- Strategically place advertising (print/digital) and editorial in key trade media, create a strong presence through social media channels (Facebook/LinkedIn) and email marketing - *Meetings/Sports/Travel Trade*

- Target needs periods with a focus on the value season by working with hotel partners - *Meetings/Sports/Travel Trade*
- Continue to grow regional opportunities and book industry shows that will increase visibility to the area - *Meetings/Sports/Travel Trade*
- Increase focus on groups that can utilize county wide assets and improve visibility to new customers - *Meetings/Sports/Travel Trade*
- Utilize our industry memberships and direct sales messaging to increase destination awareness - *Meetings/Sports/Travel Trade*







### ACTION PLAN:

- Continue utilizing virtual meetings (as needed), site visits, and digital marketing opportunities to build brand awareness
- Identify potential groups and messaging for use with all attendee databases obtained from tradeshows, in market presentations, sales calls, industry memberships, FAMs and lead generation/data base research programs
- Develop small and mid-sized meeting leads for the area hotels that can accommodate smaller meetings, including military and family reunions
- Utilize the Sports and Meetings Incentive Fund to support groups of all sizes with an emphasis on increasing opportunities for groups with 50-700 rooms nights on peak
- Work with the Ocean Center, Daytona International Speedway and area hotels to produce a citywide campaign to include hotel listing with map, destination information, and hotel offer letter
- Develop a corporate meeting initiative focusing on regional corporate meetings to bring exposure to the Daytona Beach area and new hotel product; to include weekly sales calls, lunch and learns, client events, FAMs with high-energy activities, team building and motivational/educational speakers
- Develop opportunities to connect planners with non-traditional partners in our community to develop the experiential offerings, keeping safety and wellness top of mind, that may, for example, mean developing a list of yoga instructors or meditation experts that are available to work with groups
- Continue our growth in strategic partnerships with third-party planners, supporting their partnerships with our area partners and incentivizing them to book Daytona Beach
- Approach all lost business with a new energized message
- Incorporate quarterly and one-day regional FAMs/summits supporting all markets
- Develop a comprehensive business retention program with our convention services and event support programs
- Continue maintenance and enhancement of the CVB's comprehensive reporting system
- Identify and attend local social organizations, including speaking opportunities, with messaging to consider Daytona Beach area as host city for their regional/national meetings
- Media buys (print/digital) that include planner-to-planner messaging and testimonials with co-op opportunities for area partners
- Support organizations with program sponsorships with our attending partners
- Survey meeting planners and sports-rights holders and track responses

# COMMUNICATIONS

**The Communications Department has a strategic role in establishing and protecting the brand. Communication efforts strive to position the destination as a preferred destination by providing visitors with information and inspiration to help them make future travel plans that include the Daytona Beach area. These efforts support the organization's goal to drive positive economic impact to support local businesses in the Daytona Beach and Volusia County area.**

## STRATEGIES:

The Communications Department will help raise brand awareness of, and drive affinity for, the destination by informing visitors and inspiring travel to the Daytona Beach area by:

- Positioning the CVB as the trusted resource for travel planning information
- Promoting the best assets in the Daytona Beach and Volusia County area while respectfully protecting the destination's brand
- Implementing effective public relations strategies and tactics that include crisis communications, media relations and community relations
- Producing compelling travel editorial and content that is integrated with, and supportive of, the organization's marketing and sales efforts
- Collaborating with our industry partners, the West Volusia and New Smyrna Beach tourism authorities, Daytona Beach International Airport, Ocean Center and local officials.

## ACTION PLAN:

### LEISURE

By focusing on travel media in the primary markets identified in this plan, Communications will:

- Produce content that highlights new developments, updates, and the best assets in the Daytona Beach and Volusia County

area to help secure positive coverage via earned media

- Create quarterly/seasonal news releases distributed to targeted state, regional and national consumer and travel media
- Actively seek out and respond to travel journalists, publications and social influencers and, when appropriate, vet and host travel media for familiarization (FAM) visits
- Participate in media receptions and/or missions for key markets, leveraging opportunities with VISIT FLORIDA and other industry and tourism partners as appropriate

## MARKETING

Organic social media is a key component of public relations. Communications will be tightly integrated with CVB marketing efforts to help create authentic experiences and content that drives engagement and brand loyalty across all channels. Working with the Marketing Department and the agency of record, Communications will:

- Support the brand, raise awareness, and increase positive public perception of the destination
- Support the monthly social media plan, ensuring content is on brand and integrated with communication strategies
- Support the creation, production and reach

of the blog, photography, and video libraries

- Support the goals listed in this marketing plan
- Review and edit consumer and sales eNewsletter content
- Continuously improve and update content on DaytonaBeach.com to ensure it is on brand message, supports increased organic search, improves user experience and search engine optimization
- Assist with the content of internal and external communications, presentations, etc.
- Produce editorial for key CVB publications and collateral (digital and print)







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### GROUP SALES

To support group sales efforts, Communications will:

- Produce content (e.g., media releases, editorial, website content, etc.) to help raise awareness of CVB qualified travel/trade opportunities, sports events, meetings and conventions to local, industry and trade media if/when appropriate
- Provide public relations assistance and support for CVB-qualified clients and events
- Review content and messaging on collateral materials

### COMMUNITY RELATIONS

Actively engage and inform our communities about the CVB and how it supports local businesses by marketing the Daytona Beach and Volusia County area as a preferred Florida vacation destination for leisure, sports, and business travel by:

- Identifying and presenting to key community groups
- Representing the CVB at community functions, meetings and events
- Producing the TOURISM TODAY eNewsletter
- Managing the Events Calendar on DaytonaBeach.com
- Collaborating with the New Smyrna Beach and West Volusia tourism bureaus



The CVB bases its multi-faceted marketing activities on solid qualitative and quantitative research, from beginning to end. The HAAA, its committees, staff and the agency of record use research and data analytics to determine optimal messages, timing, media placements, images, etc. Key target audiences are identified and tested, creative and messaging is fine-tuned, and the final placements are analyzed constantly, with real-time reporting that allows ongoing changes.

The Brandon Agency, the CVB's agency of record, conducts an impressive amount of surveying for the destination's use. And our research partners, along with other providers such as media clipping services and trackable technology that measures the ROAS effectiveness of digital marketing on visitation, enable the CVB to identify trends and measure the effectiveness of all aspects of its campaigns.

In short, research and analytics are essential in terms of helping to set our direction - and gauge our success.





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