

# MARKETING PLAN

2020/2021

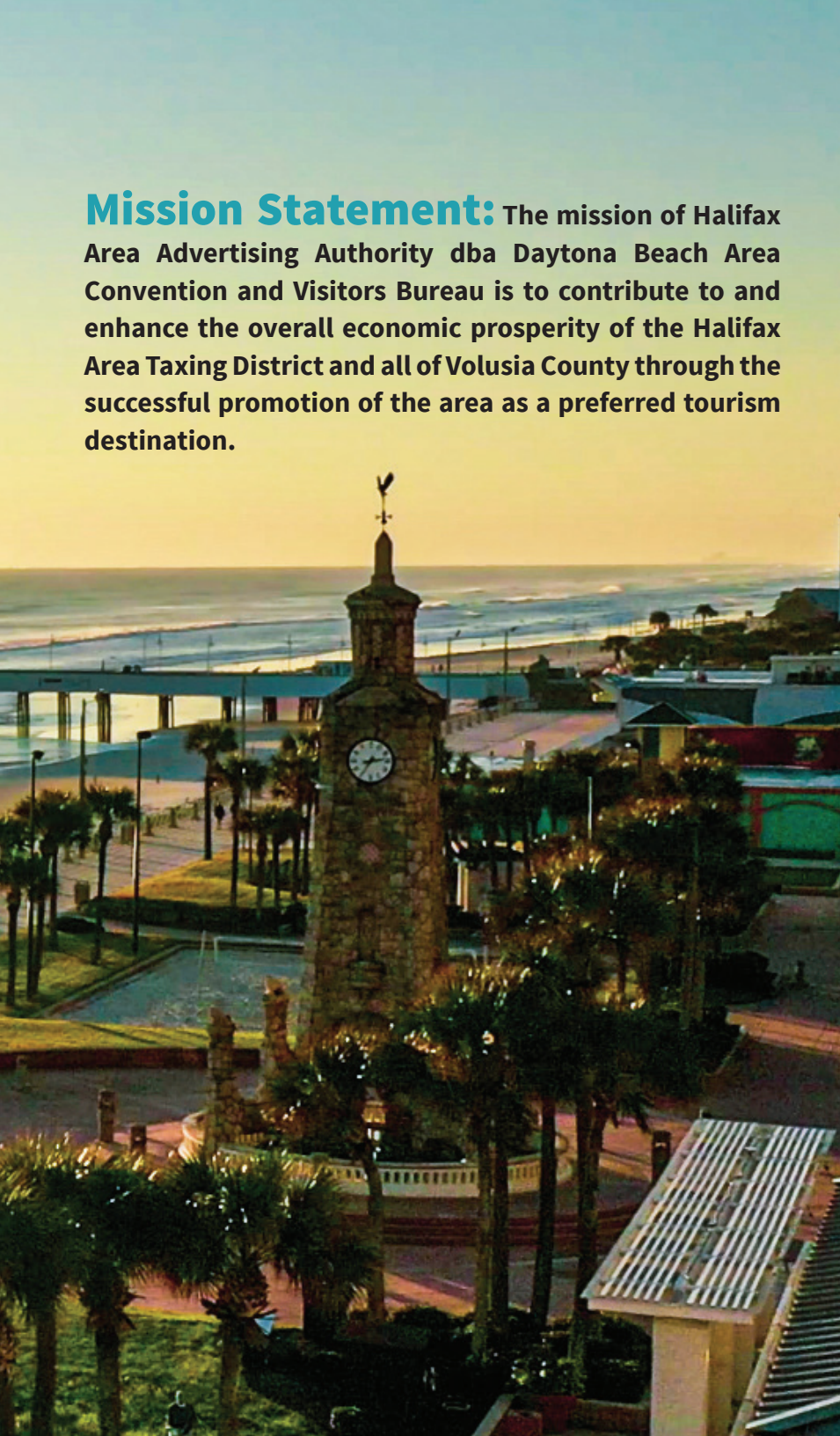
**Daytona Beach Area Convention & Visitors Bureau**  
**Halifax Area Advertising Authority**



**#LOVE  
DAYTONA  
BEACH**







**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.

# CONTENTS

About ..... 1-5

- Mission Statement
- Staff Directory
- 2019/2021 HAAA Board
- Advisory Committees
- Overview: The Plan
- Our History






Budget ..... 6

Marketing..... 7-10

Sales ..... 11-13

Communications ..... 14-15

Research ..... 15

-  [DaytonaBeach](#)
-  [DiscoverDaytonaBeach](#)
-  [VisitDaytonaBeach](#)
-  [DaytonaBeachFun](#)
-  [DiscoverDaytonaBeach](#)

[DaytonaBeach.com](#)  
[DaytonaBeachMeetings.com](#)  
[SportsDaytonaBeach.com](#)



## STAFF DIRECTORY

### **ADMINISTRATION:**

**Lori Campbell Baker**  
Executive Director  
386.255.0415 ext. 120  
lcb@daytonabeach.com

**Anita Bostwick**  
Receptionist  
386.255.0415 ext. 110  
abostwick@daytonabeach.com

### **COMMUNICATIONS:**

**Kate Holcomb**  
Director of Communications  
386.255.0415 ext. 125  
kholcomb@daytonabeach.com

### **FINANCE:**

**Chuck Grimes**  
Director of Finance  
386.255.0415 ext. 123  
cgrimes@daytonabeach.com

**Steven Pike**  
HR Administrator & Finance Assistant  
386.255.0415 ext. 111  
spike@daytonabeach.com

### **MARKETING & DESIGN:**

**Kay Galloway**  
Director of Marketing & Design  
386.255.0415 ext. 113  
kgalloway@daytonabeach.com

**Jennifer Sims**  
Marketing Systems Manager  
386.255.0415 ext. 115  
jsims@daytonabeach.com

**Hope Sarzier**  
Marketing Specialist  
386.255.0415 ext. 118  
hsarzier@daytonabeach.com

### **GROUP SALES:**

**Linda McMahon**  
Group Sales Director  
386.255.0415 ext. 126  
lmcmahon@daytonabeach.com

**Lynn Miles**  
Sales Manager  
386.255.0415 ext. 134  
lmiles@daytonabeach.com

**Sam Pollack**  
Sales Manager  
386.255.0415 ext. 131  
spollack@daytonabeach.com

**Brandon Little**  
Sports Business Development Manager  
386.255.0415 ext. 138  
blittle@daytonabeach.com

**Amber White**  
Strategic Conference and Sports Services  
386.255.0415 ext. 117  
awhite@daytonabeach.com

## ADVISORY COMMITTEES

**ADVERTISING:** Meets bi-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

Linda Bowers  
Avista Hotels & Resorts

Robert Burnett  
The Shores Resort & Spa

Libby Gallant  
Perry's Ocean Edge Resort

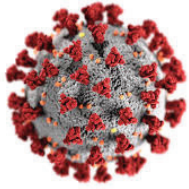
Josh Harris  
Daytona International Speedway

Blaine Lansberry  
Bahama House

Samir Naran  
Premier Resorts & Management, Inc.

John Phillips  
Embry-Riddle Aeronautical University

## OVERVIEW: THE PLAN



**“After COVID-19, 40% of consumers are more likely to take a beach vacation.”**

TripAdvisor's Insight of the Day  
(April 24, 2020)

### 2019 ECONOMIC IMPACT OF TOURISM IN VOLUSIA COUNTY:

- 57,600 jobs
- Payroll exceeding \$769
- \$6.2 billion expenditure in the community
- 40% of local sales tax paid by visitors

Mid-Florida Marketing & Research

As this plan is being developed in mid-2020, the COVID-19 pandemic continues to impact destinations world-wide, including Daytona Beach.

While the area's ongoing revitalization had been generating great buzz prior to the virus coming on scene, we have seen a pause in momentum. That said, Daytona Beach is uniquely positioned for a strong comeback, and this Marketing Plan will be the playbook.

Though air service at Daytona Beach International Airport had been steadily increasing, our destination is still predominantly a drive market. With a continued focus on Florida and southeastern U.S. points of origin, we believe that our traditional and new visitors will continue to choose Daytona Beach.

Now more than ever, consumers will be drawn to the area's wide, open beaches and green spaces, nature parks, attractions and nearly 200 unique accommodations properties. From high-end resorts to rustic campgrounds, the destination will appeal to a broad audience with a broad range of budgets and personal styles.

Meeting planners will 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.

The hospitality industry, at 57,600 jobs strong, helped to welcome 10 million visitors in 2019 and

create unique vacations that will be recounted for generations. These guests spent a much welcomed \$6.2 billion in the local community.

All this said, we will be doing business differently in 2020/2021. The ongoing effects of the pandemic will have us getting ever more creative with doing business. Digital meetings and database mining, combined with the amazing technology being utilized via our agency of record, The Brandon Agency, will keep us in the hearts and minds of those planning to travel.

Tourism marketing introduces 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 can grow the positive perception of the Daytona Beach area and increase the economic impact that our visitors have on our community.

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 in moving forward.

## 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.

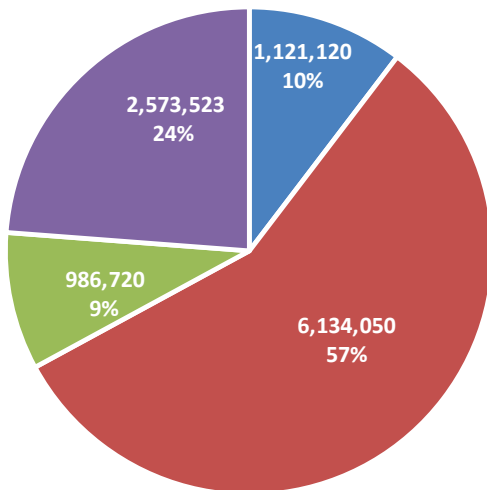
In order to organize and implement all destination marketing programs for the area, the Authority contracts for employees through AUE Staffing, Inc.

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.



Expenditures By Category



- Personnel Services
- Marketing Expenses
- Operating Expenses
- Reserves

Summary Budget Comparison  
Halifax Area Advertising Authority

	FY 2018-19 Actual	FY 2019-20 Budget	FY 2019-20 Estimate	FY 2020-21 Request
<b>Revenues By Source</b>				
Convention Development Taxes	8,621,358	9,085,095	6,428,375	8,195,890
Interest Income	12,690	12,000	10,200	6,000
Misc. Revenue	66,585	65,000	75,900	40,000
Appropriated Fund Balance	2,411,267	2,525,866	2,573,523	2,573,523
<b>Total Revenues</b>	<b>\$ 11,111,900</b>	<b>\$ 11,687,961</b>	<b>\$ 9,087,998</b>	<b>\$ 10,815,413</b>
<b>Expenditures by Category</b>				
Personnel Services	1,265,741	1,502,420	1,217,615	1,121,120
Marketing Expenses	6,191,521	6,590,530	4,598,170	6,134,050
Operating Expenses	1,081,116	1,069,145	698,690	986,720
<b>Total Operating Budget</b>	<b>\$ 8,538,377</b>	<b>\$ 9,162,095</b>	<b>\$ 6,514,475</b>	<b>\$ 8,241,890</b>
Reserves	0	2,525,866	0	2,573,523
<b>Total Expenditures</b>	<b>\$ 8,538,377</b>	<b>\$ 11,687,961</b>	<b>\$ 6,514,475</b>	<b>\$ 10,815,413</b>
<b>Number of Full-Time Positions</b>				
	18	18	12	12
<b>Number of Part-Time Positions</b>				
	8	9	0	8

# MARKETING & DESIGN

The Marketing and 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, audiences are targeted during their travel planning funnel. These efforts drive quality website traffic, data collection and bookings.

## LEISURE MARKETING:

### MARKETING STRATEGIES:

- Retain annual visitors
- Increase first time 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
- Build engagement
- Achieve Key Performance Indicators (KPIs)

### 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 generate new leads
- Advertise to potential visitors at the moment they start searching for travel
- Use existing media channels in new ways to increase exposure to the destination
- Co-op with CVB Partners to increase media presence
- Partner with VISIT FLORIDA, Destinations Florida, Southeast Tourism Society to leverage reach and buying power

### TARGET MARKETS:

Florida, Southeast, Northeast, East of the Mississippi (when appropriate)

#### Primary: Florida

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

#### Secondary: Out-of-State

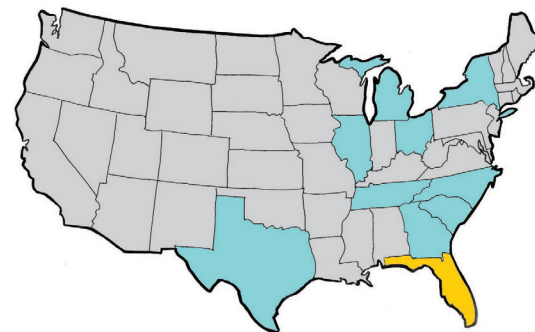
- New York
- Georgia
- South Carolina
- Ohio
- Tennessee
- Michigan
- Illinois
- North Carolina
- Texas

#### International:

- Toronto, CA
- London, UK

### 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



VISITFLORIDA



SOUTHEAST  
TOURISM SOCIETY

DESTINATIONS  
FLORIDA

### TARGET AUDIENCES:

Primary: Women with Families

- GenZ (adults age 18-24)
- Millennials (adults age 25-39)
- GenX (adults age 40-55)
- Boomers (adults age 56-74)

Secondary: Couples & Empty Nesters

- Boomers (adults age 56-74)
- Millennials (adults age 24-39)
- GenX (adults age 40-55)

Household Income Range: \$50 – 100K+

### MARKET TIMING BY AUDIENCE:

- Fall/Winter: Couples - Gen Z, Millennials, GenX, Boomers, niche markets (golfers, riders, etc.)
- Spring: Families - Gen Z, Millennials, GenX, Boomers
- Summer: Families - Gen Z, Millennials, GenX



### ACTION PLAN:

#### Leisure Market

- Evolve current advertising campaign to reflect current travel landscape
- Promote wide open spaces including beach, trails, waterways, etc.
- Use all available research to guide message, market and media selection
- Maximize brand exposure and gain impressions using targeted mediums
- Use paid and owned media to have an “always on”
- Geo-target consumers through digital media opportunities
- Develop email campaigns that target specific markets and consumer interests
- Create register to win promotions
- Market Staycations to local drive markets and Florida residents
- Develop co-op advertising opportunities for partners
- Support partners and businesses at the CVB Visitor Information Centers
- Increase engagement on social platforms
- Improve content and user experience (UX) on DaytonaBeach.com to increase time on site/page views
- Enhance UX (user’s experience) on DaytonaBeach.com to influence travel to the destination
- Develop website content through blogs and videos to promote countywide assets
- Increase website traffic using SEO (Search Engine Optimization) and SEM (Search Engine Marketing)
- Gauge campaign’s success using visitor tracking tools and KPIs
- Work with OTAs (Online Travel Agency) to develop programs for partners
- Track media placements and ROI (Return on Investment)
- Promote airlift to direct flight markets through marketing messages



### Niche Markets

- Continue to target leisure group travel by enhancing the Daytona Beach Golf program
- Seek new tourism events with potential to generate stays during shoulder seasons
- Continue to support annual high-impact events
- Evolve Biketoberfest® marketing efforts to attract new riders
- Develop seasonal promotions (WonderFall, MotoSeason)
- Implement tracking and database growth

### CREATIVE & DESIGN:

- Develop impactful collaterals for both visitors and industry professionals
- Evolve the Vacation Guide (formerly Visitors Guide) into an inspirational collateral
- Assist all departments with creative and marketing services



**“Honey let’s grab the car! - Local travel will come back first, propelled by staycations and road trips.”**

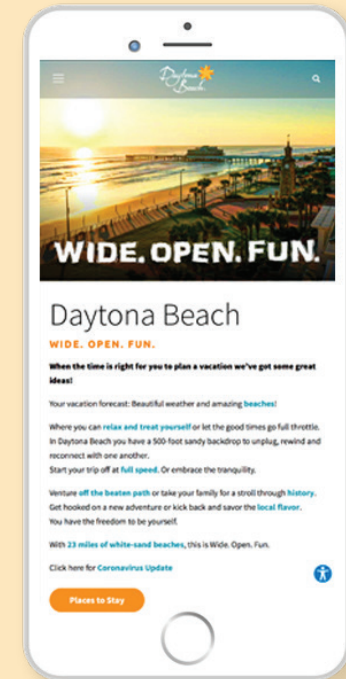
Travel & Hotel Consumer Sentiment Report by Curacity (May 2020)



### KEY PERFORMANCE INDICATORS (KPIs):

Exceed the Fiscal 2020/2021 Bed Tax projections by:

- Increasing lead generation by 25%:
  - Vacation Guide by mail
  - Vacation Guide download
  - eNewsletter sign-up
- Increasing website users, with an emphasis on new users
- Increasing engagement on website
  - Page Views
  - Time On Site
- Increasing social media followers/engagement by 30%



### DaytonaBeach.com 2019 Website Statistics

#### Visits by Device Type:

Mobile 68.9%  
Desktop 23.5%  
Tablet 7.4%

#### Visits by Top 3 Cities:

Orlando 8.8%  
Atlanta 4.5%  
New York 2.4%

#### Visits by Top 3 States:

Florida 38.2%  
Georgia 9.6%  
New York 5.2%

#### Visits by Top 3 Countries:

UK 6.5%  
Canada 4.3%  
Germany >1%



**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

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.

## HOTEL/SMALL MARKET MEETING CONCENTRATION:

- Continue to target groups requiring hotel meeting space and unique meeting venues
- Target prospective group business opportunities by leveraging CVB memberships and direct sales to provide a foundation of meeting leads and databases

## CITYWIDE OPPORTUNITIES:

Partner with the Ocean Center and Daytona International Speedway teams to:

- Identify citywide opportunities requiring at least two or more hotels
- Provide them with new lead distribution, hotel lead generation and convention services
- Co-sponsor client events, 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 and bringing brand awareness to associations that specialize in all aspects of the sports industry
- 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:

- Develop, 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
- As the International market opens, continue to work with HAT Marketing, representing the UK, Ireland and Germany, to bring increased exposure to the Daytona Beach area
- Build name recognition through long-haul stays, with a strong focus on the beach and outdoor experiences, and twin center vacations
- Continue to focus on the growth of the Toronto and Montreal markets through research and new partnerships
- Identify other emerging markets to the destination

## CONVENTION SUPPORT:

- Coordinate Convention Services and Administrative support 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 our area hotels and meeting facilities toward business retention

## OVERALL GOAL:

The Group Sales Department will continue to strive for year over year growth in leads generated, booked business, and room nights utilizing traditional sales initiatives and new digital initiatives that include virtual meetings, site visits, and show attendance.

“As long as planners still have meetings to plan, the DMO still has a job to market and sell to them.”

DigitalEdge, April 2020



## MARKETS:

With a focus on market segments that will produce the highest and best use of our area hotels, the Group Sales team will maintain existing relationships and build new business in the following markets:

**National and State Associations:** 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.

**3rd 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 the qualified lead or rely on the CVB for convention support services.

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

**Corporate:** 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, there is growing interest in the Daytona Beach area.

**Social:** The Social market consists of family reunions and social programs interested in drive markets with a range of 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.

**Education:** The Education market 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. The membership base in this market is one of the largest nationally and internationally.

**Religious/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.

**Incentive:** Incentive Meetings Market travel incentives are a reward subset of an incentive, recognition, or loyalty program. It is a business tool used to change behavior to improve profit, cash flow, employee and/or 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.

**Tour & Travel:** The mission of the Travel Trade Sales Department is to develop, 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.

**STRATEGIES:**

- Continue to increase visitation to the site as a resource specific to the needs of the meetings planner, sports rights holder and travel trade operator – Meetings/Sports/Trade
- Monitor goals and accountability with detailed ROI – Meetings/Sports/Trade
- Partner with the Ocean Center to identify potential citywide opportunities – Meetings/Sports
- Continue to partner with the Ocean Center offering convention services support, creating business retention – Meetings/Sports
- Develop new small-market meetings and maintain existing markets – Meetings
- Continue sports rebranding with a focus on sports meetings – Sports
- Utilize incentive dollars to assist in closing business – Meetings/Sports
- Focus on groups that will consider multi-year contracts – Meetings/Sports/Trade
- Strategically place advertising (print/digital) and editorial in key trade media – Meetings/Sports/Trade
- Target needs periods with a focus on the value season by working with hotel partners – Meetings/Sports/Trade
- Develop regional opportunities and book industry shows that will increase visibility to our area – Meetings/Sports/Trade
- Increase focus on groups that can utilize county wide assets and improve visibility to new customers – Meetings/Sports/Trade
- Utilize our industry memberships and direct sales messaging to increase destination awareness – Meetings/Sports/Trade

**ACTION PLAN:**

- Utilizing virtual meetings, site visits, and digital marketing opportunities continue to build brand awareness
- Identify regional drive markets opportunities
- Identify potential groups and messaging for use with all attendee databases obtained from tradeshow, 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 to identify citywide convention opportunities
- 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 wellness top of mind for wellness, e.g. developing a list of yoga instructors or meditation experts available to work with groups

- Continue our growth in strategic partnerships with 3rd 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 the Daytona Beach area as a 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

**“Youth sports tourism could be a major leader in our country's economic recovery as it was the fastest growing sector of the American tourism industry before COVID-19.”**

Josh Akright of Legacy Global Sports



The Communications Department has a strategic role in establishing and protecting our brand. We strive to position the destination as a preferred destination. We provide visitors with official, accurate travel health and safety information. We create inspiration for our visitors to use making future travel plans. The goal is to help 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, health and safety information
- Promoting the best assets in the Daytona Beach area and Volusia County while respectfully protecting the destination's brand
- Implementing effective public relations strategies and tactics that include crisis communications, media relations, social media monitoring, and community relations
- Producing compelling travel editorial and content that is integrated with, and supportive of, crisis communications as well as marketing and sales efforts
- Collaborating with our local government and health officials, industry partners and the West Volusia and New Smyrna Beach tourism authorities

“When travel restrictions are lifted, consumers are most likely to take a trip where they can relax.”

TripAdvisor's Insight of the Day  
(May 1, 2020)

## ACTION PLAN:

By focusing on leisure travel media primarily in drive markets, and other markets if/when deemed appropriate, Communications will:

- Produce content that highlights new developments, updates, and the best assets in the Daytona Beach and Volusia County area, including attractions, arts and culture, trails, historic sites, eco-tours and more, 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, if/when it is appropriate, vet and host travel media for individual 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 strategies
- Support the creation, production and reach of the blog, photography, and video libraries
- Support the KPIs listed in the CVB 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) such as Vacation Guide, direct mail, etc.

## COMMUNICATIONS

### 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 in 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 TOURISM TODAY, a bi-monthly eNewsletter that highlights CVB and tourism industry achievements which is sent to tourism partners, officials and interested individuals
- Managing the CVB Calendar of Events on DaytonaBeach.com and distributing a monthly event calendar to tourism partners, media and interested individuals
- Collaborating with the New Smyrna Beach and West Volusia tourism bureaus

## RESEARCH

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 the research to determine message, timing, media, images, etc.

Key target audiences are identified and tested, creative and messaging is tested and tweaked, 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. Through a relationship with Mid-Florida Marketing & Research and Smith Travel Research (STR), along with other providers such as media clipping services and trackable technology that measures the effectiveness of digital marketing on visitation, the costs of which are included in the corresponding departments, the CVB is able to obtain data that helps identify trends and measure the effectiveness of its campaigns

Through Mid-Florida Marketing & Research, the CVB garners information about consumer beliefs and perceptions, experiences and propensities – both from existing and potential customers. The Visitor Profile provides valuable insights as to visitors' origin, travel habits, length of stay, satisfaction levels and more. Mid-Florida also offers reporting on Image & Use Studies, Focus Groups, and Conversion Studies – and the company shares with the CVB data on Occupancy (OCC) and Average Daily Rate (ADR) trends that it tracks for the Lodging and Hospitality Association.

STR provides monthly Occupancy and Average Daily Rate data along with a competitive set analysis and a breakdown of leisure, group and contracted business.

**“We know that there is a pent-up desire to travel. We’re seeing people searching for holidays later in the year, October being the most popular month to look for a holiday.”**

TravelSupermarket, April 2020





**Daytona Beach Area Convention & Visitors Bureau**  
126 East Orange Avenue • Daytona Beach, FL 32114  
1 (800) 854-1234 • (386) 255-0415  
[DaytonaBeach.com](http://DaytonaBeach.com)

