

2022-23 MARKETING PLAN

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

**#LOVE
DAYTONA
BEACH**



A man and a woman are sitting on a wooden bench, smiling and holding glasses of champagne. They are positioned in front of a large mural on a white brick wall. The mural features several black octopus tentacles with white suction cups, some of which are holding small orange and red flowers. The text "You taste like magic" is written in a white, cursive script across the center of the mural. The scene is lit with warm, ambient light, and the overall mood is romantic and celebratory.

You taste like magic

Some of the images featured in this plan were posted to social media channels by visitors and residents and shared with their permission.



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-  **DaytonaBeach**
-  **DaytonaBeachFun**
-  **DiscoverDaytonaBeach**
-  **VisitDaytonaBeach**
-  **DiscoverDaytonaBeach**

DaytonaBeach.com
DaytonaBeachMeetings.com
SportsDaytonaBeach.com

VISION:

To be world-renowned for iconic beaches,
endless adventures, and memorable
experiences

MISSION:

Driving economic and community vitality
through destination promotion

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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

Androse Bell - Chair

Hard Rock Hotel Daytona Beach

Linda Bowers - Vice Chair

The Plaza Resort & Spa

Steve Farley - Secretary/Treasurer

El Caribe Resort & Conference Center

John Betros

Daytona Beach Regency -Cove on Ormond Beach

Jim Berkley

Hilton Daytona Beach Oceanfront Resort

Libby Gallant

Max Beach Resort

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

An exciting revitalization continues to emerge in this destination, and the energy it's creating is definitely getting attention.

Consumers, media and travel professionals, and investors from around the world are seeing the Daytona Beach area and Volusia County with fresh eyes.

Local governments and businesses are creating new attractions and renovating some favorite must-see places to see and stay.

In 2021 alone, the area welcomed 9.9 million visitors who spent an impressive \$5.5 billion in our local community. The tourism industry generated nearly 53,000 local jobs, with a payroll exceeding \$700 million. In addition, visitors continue to pay nearly 40% of all sales tax collected in Volusia County.

Through tourism marketing, the CVB 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.

The consumer advertising campaign reaches new and returning visitors with pertinent messaging customized to specific demographic and psychographic profiles. The destination's overall branding message resonates well with target

audiences and delivers solid gains. Through the process, we're able to grow the positive perception of the Daytona Beach area, drive the average Household Income (HHI) higher, and increase the economic impact that our visitors have on our community.

Fiscal year 2022-23 promises to be a pivotal one. The CVB is currently implementing its recently approved 3-year Strategic Plan, which includes many key elements that will help drive the organization's success. There is a fresh focus on advocacy, a Brand Study, and a number of other action steps that touch every part of the operation.

Partnership is key, and the CVB looks forward to exploring creative new ways to partner with VISIT FLORIDA and other key tourism entities – including the Ocean Center, Visit West Volusia and Visit New Smyrna Beach, the Lodging & Hospitality Association of Volusia County, the Daytona Beach International Airport and more - in order to leverage local destination marketing dollars against competing destinations.

There are many elements of focus this year, including: increasing new airlift through Daytona Beach International Airport; increasing Canadian and other international visitation; increasing meetings and conventions during needs periods; an increased focus on younger (and higher HHI) markets, to strengthen the ever-important consideration-to-visitation funnel; and growing

our sports events.

These initiatives will be supported with enhanced advertising/marketing spending, the use of the latest digital technologies, and staff development in strategic areas.

As always, this marketing plan and corresponding budget provide the CVB staff and partners with a playbook focused on achieving strong, measurable results that benefit local businesses, local citizens through job creation, and our local economy in general.

We look forward to another successful year in positively impacting our local community through the value of tourism!

Sunny Regards,



Lori Campbell Baker, APR, CDME
Executive Director

OUR HISTORY

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

The main source of CVB funding is the three-percent Convention Development Tax, which is a tax on transient accommodations located within the Halifax Taxing District. (A totally separate “bed tax” is the three-percent 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 local residents. In 1984, the Volusia County Council under Florida Statute 212.0305 created the HAAA board to administer and disburse the proceeds from the three-percent Convention Development Tax. This 11-member Authority 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, HAAA currently contracts for employees through AUE/Oasis/Paychex Staffing.

In 2022-23, HAAA will oversee the investment of just over \$15 million in bed tax dollars to promote and advertise the Daytona Beach area. With this budget, the CVB, under HAAA’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 both the destination’s brand and awareness of tourism assets throughout Volusia County.

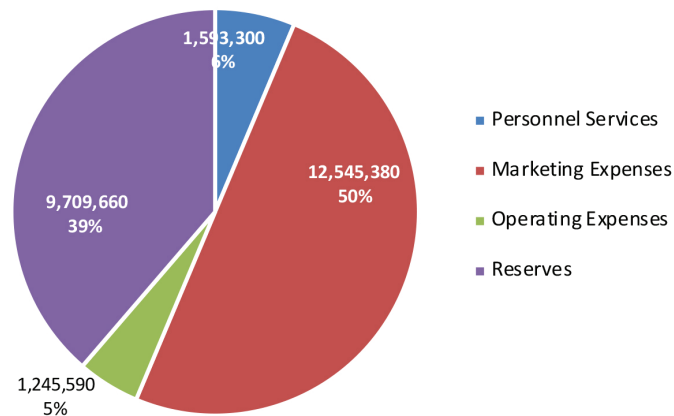


BUDGET

Summary Budget Comparison Halifax Area Advertising Authority

	FY 2020-21 Actuals	FY 2021-22 Adopted	FY 2021-22 Estimate	FY 2022-23 Request
Revenues By Source				
Convention Development Taxes	10,360,700	8,328,457	13,492,750	13,939,270
Interest Income	12,126	9,000	6,000	5,000
Misc. Revenue	4,809	40,000	41,115	40,000
Appropriated Fund Balance	3,752,566	5,295,884	7,845,002	11,109,660
Total Revenues	\$ 14,130,201	\$ 13,673,341	\$ 21,384,867	\$ 25,093,930
Expenditures by Category				
Personnel Services	1,036,168	1,458,363	1,162,383	1,593,300
Marketing Expenses	4,762,764	8,324,825	8,238,267	12,545,380
Operating Expenses	486,267	981,213	874,557	1,245,590
Total Operating Budget	\$ 6,285,199	\$ 10,764,401	\$ 10,275,207	\$ 15,384,270
 Reserves	 0	 2,908,940	 0	 9,709,660
Total Expenditures	\$ 6,285,199	\$ 13,673,341	\$ 10,275,207	\$ 25,093,930
 Revenues vs Expenditures	 7,845,002	 0	 11,109,660	 0
 Number of Full-Time Positions	 18	 15	 17	 17
Number of Part-Time Positions	9	6	5	5

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 MARKETING STRATEGY:

- Retain annual visitors
- Increase first-time visitors
- Target younger audiences
- Extend length of stay
- Continue to attract visitors with 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

LEISURE 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 during 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 and bookings
- 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:

- Toronto, Canada
- London, United Kingdom

OVERALL GOALS:

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





TARGET AUDIENCES:

Adults (ages 25-54), Families, Couples, Empty Nesters, Singles, Seniors

- Millennials (ages 26-41)
- Generation X (ages 42-57)
- Boomers (ages 58-67)

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

- Generation Z (ages 18-25)
- Millennials (ages 26-41)
- Generation X (ages 42-57)
- Boomers (ages 58-67)

Household Income Range: \$75-150K

AUDIENCE TARGET BY SEASON:

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

2021 DaytonaBeach.com Statistics

Visits by Device Type:

Mobile	73.2%
Desktop	23.5%
Tablet	3.3%

Visits by Top 10 Cities:

Orlando	12.8%
Atlanta	3.5%
Miami	3.4%
Jacksonville	2.6%
Charlotte	1.7%
Tampa	1.6%
New York	1.3%
Chicago	1.0%
Nashville	<1%
Dallas	<1%



Visits by Top 10 States:

Florida	50.1%
Georgia	8.9%
North Carolina	4.3%
New York	3.1%
Texas	2.7%
Tennessee	2.4%
Pennsylvania	2.4%
Ohio	2.3%
Illinois	2.2%
Michigan	1.6%

Visits by Top 3 Countries:

Canada	1.6%
UK	<1%
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 countywide assets
- Increase website traffic using SEO (Search Engine Optimization) and SEM (Search Engine Marketing)
- Track media for campaign success using new data technology
- 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., Reels, Pinterest, TikTok)

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, Arrivallist, Visitor Profile and Smith Travel Research (STR) reports**
- **Return On Ad Spend (ROAS) – track media placements which generate booked room nights (revenue)**
- **Website engagement – drive previous and new users, page views, time on site**
- **Vacation Guide distribution – views, digital downloads, by mail, shows, brochure racks**
- **Increase demographic diversity and household income**
- **Database growth – overall and audience segments**
- **Economic impact and visitor spending**
- **Positive engagement with the brand (i.e., social media, press)**





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 key markets (Florida, NY, Georgia, Ohio, Texas, etc.)
 - Enhance booth experience with interactive elements and giveaways
 - Feature partner vacation packages for giveaways to expand media reach
 - Increase data collection and improve email follow-up
- Coordinate vacation giveaways to expand media reach
- Provide collaterals and participate in promotions at all VISIT FLORIDA Welcome Centers
- At the two CVB Visitor Information Centers (VICs) located at Daytona International Speedway and at Destination Daytona in Ormond Beach:
 - 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 to understand 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
- Evolve the annual Vacation Guide to be an inspirational piece which drives users to the website for detailed content
- 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 preferred location for group business.

Group Sales will work with area partners to expand and diversify group business based on new market conditions while continuing a focus on planner/buyer needs 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:

- 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

CITY-WIDE OPPORTUNITIES:

Partner with the Ocean Center and Daytona International Speedway to:

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

SPORTS CONCENTRATION:

- Continue to focus on becoming a premier sports tourism destination
- Continue branding Sports Daytona Beach with a focus on sports meetings
- 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 international/domestic 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
- Continue to identify potential emerging markets for the destination



CONVENTION SUPPORT:

- Coordinate Convention Services for all Group Sales divisions offering standard to exclusive services
- Continue to grow attendance thru added value programs such as Show Your Badge and the CVB social media tool kit, liaising between the CVB 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:

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

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. 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/independent planner may work directly with the CVB to distribute a qualified lead via direct or Cvent, information on hotels/facilities that fit meeting criteria, and/or rely on the CVB for convention support services.

GROUP SALES

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.

- Provide a high quality, strong support services program to help area partners develop events and promote multi-year events
- Work closely with Florida Sports Foundation to apply for and use grant funding and incentives that assist in attracting events
- Increase focus on sports meetings that can bring added exposure for sports programs
- Increase brand awareness using targeted email and social media channels



TRAVEL TRADE

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

GROUP SALES STRATEGIES:

- Increase RFP Submission by optimizing the website content to increase visitation creating a resource specific to the needs of the meetings planner, sports-rights holder, and travel trade operator – *Meetings/Sports/Trade*
- Further enhance communication, data collection, and coordination of sales efforts with area partners to increase goals and accountability with detailed ROI – *Meetings/Sports/Trade*
- Expand business intelligence by continuing delegate benchmark satisfaction surveys, post event, site visits, and FAMs – *Meetings/Sports*
- Continue to partner with the Ocean Center and Daytona International Speedway to identify potential city-wide opportunities – *Meetings/Sports*
- Continue to partner with the Ocean Center, Daytona International Speedway, and area partners offering convention support services, creating business retention – *Meetings/Sports*
- Continue to develop small-market and diversity meetings while maintaining 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/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/Trade*
- Target needs periods with a focus on the value season by working with hotel partners – *Meetings/Sports/Trade*
- Continue to grow regional opportunities and book industry shows that will increase visibility to the 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*
- Increase focus on staff development





✓ ACTION PLAN:

- Work with the CVB's meetings advertising agency to leverage the brand for all meetings/sports organizers attracting a higher ROI group clientele and position Daytona Beach effectively across digital channels to ensure the Daytona Beach area is competitive to tier 1 & 2 destinations
- Utilize Pay Per Click to elevate website visitation
- Create a digital sales kit, meeting planner and sports guide for all markets
- Continue utilizing virtual meetings (as needed) and site visits to build brand awareness
- 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/database research programs
- Develop small- and mid-sized leads for area hotels, to include 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 city-wide 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 products; to include weekly sales calls, lunch and learns, client events, familiarization tours (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 and data collection
- 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
- Place media buys that include planner-to-planner messaging and testimonials with co-op opportunities for area partners
- Support organizations such as MPI, SGMP, FSAE, etc. with program sponsorships along 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. It will:

- Position the CVB as the trusted resource for travel planning information
- Promote the best assets in the Daytona Beach and Volusia County area while respectfully protecting the destination's brand
- Implement effective public relations strategies and tactics that include crisis communications, media relations and community relations
- Produce compelling travel editorial and content that is integrated with and supportive of, the organization's marketing and sales efforts
- Collaborate with local partners, including the West Volusia and New Smyrna Beach tourism authorities, Daytona Beach International Airport, Ocean Center, area Chambers of Commerce, and local officials and their staff.

✓ 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 all 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 increases search engine optimization (SEO)
- Assist with the content of internal and external communications, presentations, etc.
- Produce editorial for key CVB publications and collateral (digital and print)



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 on collateral materials

COMMUNITY RELATIONS

The Communications team will 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. It will:

- Present to key community groups
- Represent the CVB at community functions, meetings and events
- Produce the TOURISM TODAY eNewsletter
- Manage the Events Calendar on DaytonaBeach.com
- Collaborate with the New Smyrna Beach and West Volusia tourism authorities
- Advocate on behalf of our visitors for a positive experience in the destination
- Strengthen collaboration and promote the value of tourism with economic development leaders, local government agencies and business organizations

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 its advertising 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 messaging is conceived, tested and fine-tuned. And the final advertising placements are monitored constantly for Return on Investment (ROI), with real-time reporting that allows ongoing changes.

The CVB's Agency of Record conducts research on behalf of the destination, and our many research partners (along with other providers such as media clipping services and trackable technology that measures the Return on Advertising Spend (ROAS) and 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, tweak our strategy, and gauge our success.




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