

Daytona Beach Area Convention & Visitors Bureau  
Halifax Area Advertising Authority

DAYTONA  
BEACH®

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DAYTONA  
BEACH

# 2023-24 MARKETING PLAN







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DaytonaBeach



DaytonaBeachFun



DiscoverDaytonaBeach



VisitDaytonaBeach



DiscoverDaytonaBeach

[DaytonaBeach.com](https://www.DaytonaBeach.com)  
[DaytonaBeachMeetings.com](https://www.DaytonaBeachMeetings.com)  
[SportsDaytonaBeach.com](https://www.SportsDaytonaBeach.com)



## VISION:

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



## MISSION:

Driving economic and community vitality  
through destination promotion

## STAFF DIRECTORY

### ADMINISTRATION:

Lori Campbell Baker, APR, CDME  
Executive Director  
386.255.0415 ext. 120  
lcb@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, TMP  
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

Tangela Boyd  
Marketing Specialist  
386.255.0415 ext. 118  
tboyd@daytonabeach.com

Connor Rand  
Tourism Partner Liaison & Promotions Coordinator  
386.255.0415 ext. 130  
crand@daytonabeach.com

Brian Bentley  
Marketing Business Development Specialist  
386.255.0415 ext. 140  
bbentley@daytonabeach.com

### COMMUNICATIONS:

Andrew Booth  
Director of Communications  
386.255.0415 ext. 125  
aboath@daytonabeach.com

Sharon Harlow  
Communications Specialist, Community Outreach  
386.255.0415 ext. 124  
sharlow@daytonabeach.com

### GROUP SALES:

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

Brenda Redmon  
Senior Sales Manager  
386.255.0415 ext. 134  
bredmon@daytonabeach.com

Mara Robin  
Sales Manager  
386.255.0415 ext. 131  
mrobin@daytonabeach.com

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

Karen DiGiacomo  
Tour & Travel Sales Manager  
386.255.0415 ext. 133  
kdigiacomo@daytonabeach.com

Amber White  
Convention Services and Events Manager  
386.255.0415 ext. 117  
awhite@daytonabeach.com

Natasha Hardie  
Group Sales Coordinator  
386.255.0415 ext. 139  
nhardie@daytonabeach.com



## HALIFAX AREA ADVERTISING AUTHORITY

**Androse Bell - Chair**  
Hard Rock Hotel Daytona Beach

**Linda Bowers - Vice Chair**  
The Plaza Resort & Spa

**John Betros**  
Daytona Beach Regency -Cove on Ormond Beach

**Jim Berkley**  
Hilton Daytona Beach Oceanfront Resort

**Ken Bots**  
Ocean Deck Restaurant & Beach Bar

**Megan Butler**  
NASCAR

**Jim Jaworski**  
Daytona Tortugas

**Blaine Lansberry**  
Bahama House

**Jonny Magill**  
Jonny Nomad Media

**Samir Naran**  
Premier Resorts & Management, Inc.

**John Phillips**  
Embry-Riddle Aeronautical University

## 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.



## OVERVIEW: THE PLAN

Never has this destination seen more growth and potential than it's seeing now.

With fresh new hotel product ready to launch, exciting renovations already in the works, two new flights into Daytona Beach International Airport, new restaurants and shops, and variety of new outdoor gathering spaces, the area is seeing a new energy and attracting new visitors and investors alike.

This level of activity and investment continues to shine a bright light on the Daytona Beach area, introducing its many assets to new generations of travelers with higher household incomes (HHI) who then invest their dollars in our community.

In 2022, Volusia County welcomed a record 10.6 million visitors – with approximately half visiting friends and family in the area. But perhaps more importantly, these special guests spent a record \$5.7 billion with our local businesses and supported more than 34,000 leisure and hospitality jobs for our local residents. They also continue to pay nearly 40% of all sales taxes collected within Volusia County.

And these visitors' contributions could not have come at a better time. This past year, while record-breaking for many positive reasons, came with its challenges. While the destination has almost fully recovered from its fall 2022 storms, some of our coastline and our residents remain affected. The area's resilience has been inspiring.

Through our tourism marketing efforts, the CVB introduces visitors, journalists and travel professionals

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.

Our consumer advertising campaign is vast, in its messaging diversity and its strategically targeted reach. The campaign recently featured a 3-D anamorphic billboard in iconic Times Square, New York City. It surprised viewers and encouraged them to add Daytona Beach to their must-see vacation destinations. The project's impressions and geofencing follow-up added to the many ways we're reaching out to visitors in key markets while elevating the Daytona Beach brand.

Our sales efforts have been successful on all fronts as we bring qualified meeting planners and travel professionals to the table with qualified leads, in order to book meetings and other travel trade business directly with our local hospitality partners.

And our communications team continues to be our best storyteller, exploring the destination's existing and new treasures, and finding innovative ways to share our stories with both media and community members alike.

Fiscal year 2023-24 promises to be another pivotal one as we move toward an even brighter future with an investment of just over \$XXX in bed tax dollars. Now in year two of our three-year Strategic Plan, we're focused on further engaging and educating our partners, enhancing our employees' training and resources, advocating for our visitors' experiences,

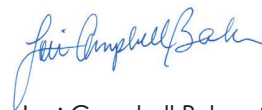
connecting with our various local communities and governments, and growing the overall positive economic impact that tourism has on our citizens.

Our partnerships are our strengths. We partner closely with VISIT FLORIDA and other key tourism entities – including Visit West Volusia and Visit New Smyrna Beach, the Ocean Center, Daytona Beach International Airport, the Lodging & Hospitality Association of Volusia County, and many more – in order to leverage local destination marketing dollars against competing destinations.

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 short-term 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.

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.

In order to organize and implement all destination marketing programs for the area, HAAA currently contracts for employees through a contract with AUE/Oasis/Paychex Staffing.

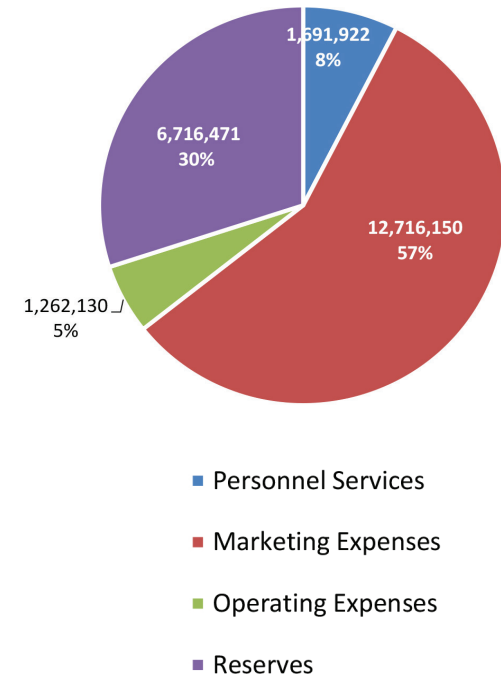




## Summary Budget Comparison Halifax Area Advertising Authority

|                                      | FY 2021-22<br>Actuals | FY 2022-23<br>Adopted | FY 2022-23<br>Estimate | FY 2023-24<br>Request |
|--------------------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| <b>Revenues By Source</b>            |                       |                       |                        |                       |
| Convention Development Taxes         | 12,591,949            | 13,939,270            | 12,815,560             | 13,077,109            |
| Interest Income                      | (9,785)               | 5,000                 | 12,000                 | 9,000                 |
| Misc. Revenue                        | 41,115                | 40,000                | 34,000                 | 40,000                |
| Appropriated Fund Balance            | 7,845,002             | 11,109,660            | 10,600,574             | 9,260,564             |
| <b>Total Revenues</b>                | <b>\$ 20,468,281</b>  | <b>\$ 25,093,930</b>  | <b>\$ 23,462,134</b>   | <b>\$ 22,386,673</b>  |
| <b>Expenditures by Category</b>      |                       |                       |                        |                       |
| Personnel Services                   | 1,195,490             | 1,593,300             | 1,373,435              | 1,691,922             |
| Marketing Expenses                   | 7,804,457             | 12,545,380            | 11,678,030             | 12,716,150            |
| Operating Expenses                   | 867,760               | 1,245,590             | 1,150,105              | 1,262,130             |
| <b>Total Operating Budget</b>        | <b>\$9,867,707</b>    | <b>\$ 15,384,270</b>  | <b>\$ 14,201,570</b>   | <b>\$ 15,670,202</b>  |
| Reserves                             | 0                     | 9,709,660             | 0                      | 6,716,471             |
| <b>Total Expenditures</b>            | <b>\$ 9,867,707</b>   | <b>\$ 25,093,930</b>  | <b>\$ 14,201,570</b>   | <b>\$ 22,386,673</b>  |
| <b>Revenues vs Expenditures</b>      | <b>10,600,574</b>     | <b>0</b>              | <b>9,260,564</b>       | <b>0</b>              |
| <b>Number of Full-Time Positions</b> |                       |                       |                        |                       |
|                                      | 15                    | 17                    | 17                     | 17                    |
| <b>Number of Part-Time Positions</b> |                       |                       |                        |                       |
|                                      | 5                     | 6                     | 5                      | 4                     |

Expenditures By Category





The Marketing & Design Department is committed to establishing the destination as a preferred choice for leisure travelers while simultaneously increasing awareness and brand affinity. By utilizing various media outlets to deliver engaging advertising messages to potential visitors during their travel planning process, marketing aims to generate high-quality website traffic, data collection and drive bookings.

### LEISURE MARKETING STRATEGY:

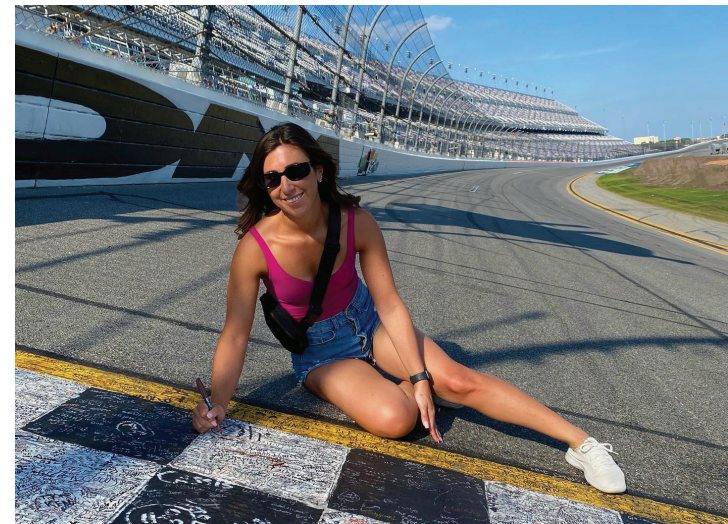
- Retain annual visitors
- Increase first-time visitors
- Target younger audiences
- Extend length of stay
- Continue to attract visitors with higher household income
- Increase visitation during slow periods
- Execute a measurable cross-channel media plan
- Use creative messaging to improve the destination's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

### LEISURE MEDIA STRATEGY:

- Continue a full funnel marketing approach, with an emphasis on digital and social along with traditional media, for brand awareness and growing new audiences
- Advertise to potential visitors from the moment they start searching for travel
- Use tracking pixel data to increase knowledge about visitors in market
- Utilize technology to understand which media yields website traffic and hotel revenue
- Use existing media channels in new ways to increase exposure to the destination
- Explore experiential marketing options to deliver the brand in a unique way
- 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

### OVERALL GOALS:

- Increase overnight stays to the destination
- Drive tourism demand
- Position the destination's uniqueness through creative execution
- Attract visitors with a higher household income
- Improve social media presence and engagement
- Implement seasonal programs during low occupancy seasons
- Leverage events to draw visitors







### US TARGET MARKETS:

Primary: Florida

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

### **Secondary: Out-of-State**

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

### INTERNATIONAL TARGET MARKETS:

- Toronto & Montreal, Canada
- United Kingdom
- Germany
- Latin America

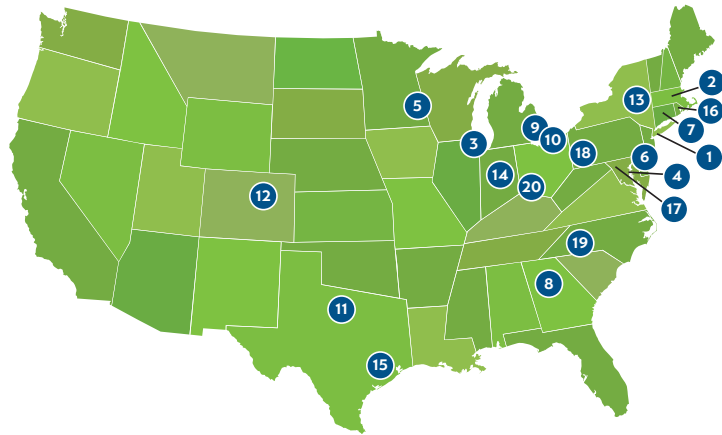
### **TARGET AUDIENCES:**

- Adults (ages 25-54) including:
  - Families
  - Couples
  - Singles
  - Empty Nesters
  - Seniors
  - Diversity
- Household Income Range: \$75-150K

In addition to beach vacationers, target niche markets including:

- Golf
- Arts, Culture & History
- Outdoor Enthusiasts
- Racing
- Motorcycle Enthusiasts
- Deal Seekers



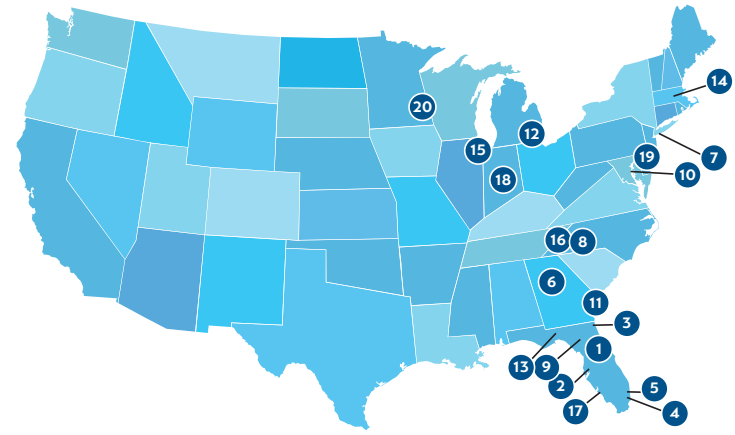


### 2022 Visitors Arriving to Daytona Beach Area by Air\*

(via Daytona Beach International Airport or Orlando International Airport)

| City                        | Trips  | Average Unique Nights |
|-----------------------------|--------|-----------------------|
| New York, NY                | 22,740 | 3.8                   |
| Boston, MA                  | 12,552 | 4.0                   |
| Chicago, IL                 | 11,689 | 3.5                   |
| Washington, DC              | 11,514 | 3.7                   |
| Minneapolis/St. Paul, MN    | 9,372  | 4.1                   |
| Philadelphia, PA            | 8,325  | 2.9                   |
| Hartford/New Haven, CT      | 7,402  | 3.1                   |
| Atlanta, GA                 | 7,093  | 2.4                   |
| Detroit, MI                 | 6,263  | 4.4                   |
| Cleveland, OH               | 5,956  | 4.2                   |
| Dallas/Fort Worth, TX       | 5,364  | 3.7                   |
| Denver, CO                  | 3,891  | 3.7                   |
| Albany/Schenectady/Troy, NY | 3,501  | 5.2                   |
| Indianapolis, IN            | 3,066  | 4.0                   |
| Houston, TX                 | 2,922  | 3.0                   |
| Providence/New Bedford, RI  | 2,816  | 4.5                   |
| Baltimore, MD               | 2,810  | 2.9                   |
| Pittsburgh, PA              | 2,769  | 4.7                   |
| Charlotte, NC               | 2,659  | 1.8                   |
| Cincinnati, OH              | 2,434  | 4.7                   |

\* Source: Arrivalist data which includes day trippers and overnight stays.



### 2022 Visitors Arriving to Daytona Beach Area by Car\*

| City                            | Trips   | Average Unique Nights |
|---------------------------------|---------|-----------------------|
| Orlando/Melbourne, FL           | 323,301 | 0.7                   |
| Tampa/St. Petersburg, FL        | 228,718 | 1.4                   |
| Jacksonville, FL                | 195,208 | 0.8                   |
| Miami/Fort Lauderdale, FL       | 102,520 | 1.6                   |
| West Palm Beach/Fort Pierce, FL | 97,452  | 1.4                   |
| Atlanta, GA                     | 87,617  | 2.4                   |
| New York, NY                    | 70,179  | 3.6                   |
| Charlotte, NC                   | 40,925  | 2.4                   |
| Gainesville, FL                 | 34,987  | 1.2                   |
| Washington, DC                  | 34,867  | 3.0                   |
| Savannah, GA                    | 33,530  | 1.8                   |
| Detroit, MI                     | 31,060  | 4.3                   |
| Tallahassee, FL                 | 30,892  | 2.0                   |
| Boston, MA                      | 30,815  | 3.1                   |
| Chicago, IL                     | 29,988  | 3.3                   |
| Asheville, NC                   | 28,996  | 2.3                   |
| Fort Myers/Naples, FL           | 28,781  | 1.8                   |
| Indianapolis, IN                | 27,519  | 4.3                   |
| Philadelphia, PA                | 23,342  | 3.1                   |
| Minneapolis/St. Paul, MN        | 22,888  | 3.6                   |

### TOOLS FOR MEASURING MARKETING SUCCESS:

- **Bed Tax Collections, ADARA, Zartico, Visitor Profiles, AirDNA 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**
- **Destination Guide distribution – views, digital downloads, by mail, shows, brochure racks**
- **Database growth – overall and audience segmentation**
- **Economic impact through visitor spending**
- **Positive engagement with the brand (i.e., via social and traditional media)**



### ACTION PLAN:

#### Leisure Market

- Continue and expand the new “Beach On” campaign and assets
- Use all available research to guide the selection of message, market, and media
- Maximize brand exposure and gain impressions using targeted media
- 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
- Develop co-op advertising opportunities for partners to extend reach
- Support partners and businesses at area Visitor Information Centers
- Increase engagement on social platforms
- Improve content and user experience on DaytonaBeach.com
- 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)
- Seasonally work with Online Travel Agencies (OTAs) to develop programs for partners in need during slow periods
- Promote airlift to direct flight markets
- Continue to capture video and photo content for digital libraries and social content
- Seek younger audiences through social platforms (i.e., Reels, Pinterest, TikTok, YouTube Shorts)

#### Tourism Events

- Continue to support annual, high-impact events with marketing dollars
- Seek new tourism events for needs periods to generate overnight stays
- Continue to develop and implement on-site surveys (visitor data collection) at all HAAA marketing funded events
- Assist event visitors with travel and vacation information
- Evolve Biketoberfest® marketing efforts and sponsorships to attract new riders

# BEACH ON





**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, New York, Georgia, Ohio, Texas, Toronto, 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 Teddy Morse's Daytona Harley-Davidson:
  - Offer collateral distribution opportunities for our tourism partners
  - Collect consumer data for future communication opportunities
  - Engage with visitors arriving in market with travel and vacation information

**TOURISM PARTNERS:** 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 and educational events
- Provide marketing tools
- Create co-op opportunities

### CREATIVE AND DESIGN:

- Develop impactful collaterals for both visitors and industry professionals
- Produce and sell the annual Destination Guide, the primary inspirational piece which drives users to the website for detailed content
- Assist all departments with creative and marketing services including brochures, booths, video, imagery, ads, etc.
- 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 the Daytona Beach area as a viable location for group business.

Group Sales will work with area partners to expand and diversify group business while continuing to evaluate post-pandemic market conditions/stabilization and offer assistance with creative outdoor spaces, virtual experiences and safety protocols. Group Sales will continue to focus on planner/buyer needs that include a strong digital presence, quick and easy communications via digital platforms highlighting destination assets, sustainability, shoulder seasons, and Monday – Thursday meeting patterns.

## 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

## 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), brand recognition at trade shows through sponsorship opportunities, 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, improve awareness to associations that specialize in all aspects of the sports industry

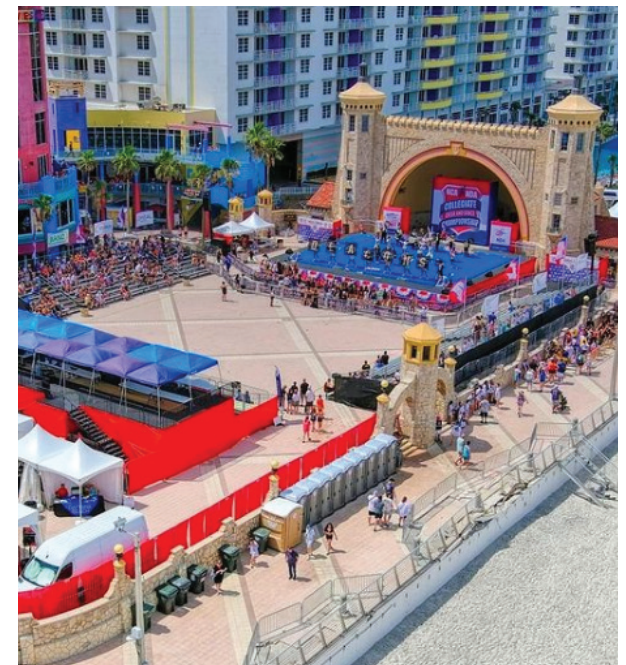
- Continue to identify emerging sports programs, competitive arts and niche markets
- Continue to focus on national/regional youth and adult sports that will use area facilities

## TRAVEL TRADE CONCENTRATION:

- Promote and increase the volume of business produced by 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
- Work with area partners to build an added value program for the international and domestic markets
- Continue to increase international exposure to the Daytona Beach area by working with HAT Marketing, which represents United Kingdom, Ireland, and Germany
- Increase brand recognition with emerging interest in the Calgary market and 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 with 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 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.

**SPECIALTY: 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.





**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.

**TOUR & TRAVEL:** 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.

#### Strategies:

- Increase Request For Proposal (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:**

- Working with DigitalEdge; leverage 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
- Utilizing Pay Per Click to elevate website visitation
- Continue to use a digital sales kit and meeting planner and sports guide for CVB for all markets
- Continue utilizing virtual meetings (as needed), 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/data base research programs
- Develop small and mid-sized meeting leads for 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 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 product; 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 familiarization (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
- Media buys (print/digital) that include planner-to-planner messaging and testimonials with co-op opportunities for area partners
- Support organizations such as Meeting Professional International (MPI), Society of Government Meeting Planners (SGMP), Florida State Association of Account Executives (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

- 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

- 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)

## 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



## 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





### **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 and host community listening sessions
- 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

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 conceptualized, 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.





**DAYTONA  
BEACH®**

**Daytona Beach Area Convention & Visitors Bureau**  
**140 South Atlantic Avenue • 5th Floor • Ormond Beach, FL 32176**  
**1 (800) 854-1234 • (386) 255-0415**  
**DaytonaBeach.com • DaytonaBeachMeetings.com**

