



Request for Proposal (RFP) for Canadian Travel Trade Representation for the Daytona Beach Area Convention & Visitors Bureau

Overview:

Canada is Daytona Beach's No. 1 international market. The Daytona Beach Area Convention and Visitors Bureau's (CVB) Tour & Travel department is seeking in country Canadian representation for our destination to help develop relationships with the trade and increase annual Canadian visitation (overnight stays).

The Daytona Beach Area Convention and Visitors Bureau is funded by 3% bed tax levied in the Halifax Area Advertising Authority (HAAA) on overnight accommodations. These revenues are dedicated solely to the funding of local tourism marketing initiatives. Our fiscal year runs from October 1 to September 30. The Travel Trade market segment has a Tour Travel committee that meets every other month and is comprised of hoteliers and attraction partners who provide insight and guidance for the destination's travel trade program. This committee reviews and recommends the department's initiatives to the Halifax Area Advertising Authority board.

Scope of Work

Travel Trade:

Overall goal: To increase overnight stays to the Daytona Beach area through travel trade businesses and media outlets during need time periods (August – February, excluding special events). Target markets include Toronto and Montreal.

Travel trade services to include:

- Develop Daytona Beach Area Convention and Visitors Bureau's trade database and foster relationships with travel agents, tour operators, receptive operators, motorcoaches, airlines, travel resource companies
- Work to increase travel trade business to Daytona Beach by utilizing OTT training models, and training sessions hosted by the Daytona Beach Area Convention and Visitors Bureau
- Provide potential FAM attendee contacts with qualifying information for travel trade/tour operators or key trade entity segments.
- Assist the CVB in the planning of Ontario Canada sales mission(s)

- Work with the CVB to execute monthly or quarterly eNewsletters informing the trade about new hotels, attractions, events, new itineraries, and changes/improvements in the Daytona Beach market
- Provide quarterly progress reports to illustrate return on investment (ROI) including database collection, OTT training completion, communications with the trade, media coverage, rooms booked, future business as well as current Canadian market conditions (travel trends or issues)
- Represent Daytona Beach at select trade events to be determined and approved by the CVB.
- Evaluate and recommend leisure or trade media opportunities for consideration
- Utilize CVB's industry relations/memberships including VISIT FLORIDA, Ontario Motorcoach Association (OMCA), Discover America Canada, BRAND USA, Association of Canadian Travel Agencies & Travel Advisors (ACTA), Travel Industry Council of Ontario (TICO), Canadian Association of Tour Operators (CATO)

Media Relations:

Media relation services to include:

- Develop database of media outlets, journalist, writers, influencers, bloggers, etc. related to newspaper, print, radio, broadcast
- Work with the CVB to develop and distribute quarterly press releases, pitch story ideas to media outlets
- Represent Daytona Beach at select media days, to be determined and approved by the CVB.
- Tracking media coverage for their advertising equivalent value
- Work with VISIT FLORIDA for co-op opportunities

Marketing:

The Daytona Beach Area Convention and Visitors Bureau works with Zimmerman Agency, a full-service agency, to drive leisure interest. Their “Beach On” media campaign includes SEO, SEM, paid social, print, digital and pre-roll. In addition, the Daytona Beach Area Convention and Visitors Bureau’s marketing department manages all trade advertising including placement and creative. We encourage your insights/suggestions for both leisure and travel trade media opportunities and marketing ideas. Trade paid media will be placed and paid directly by the Daytona Beach Area Convention and Visitors Bureau.

Budget Parameters:

\$60,000 for representation

- Trade show registration, familiarization tour (s), collaterals, travel expenses to be paid directly by Daytona Beach Area Convention and Visitors Bureau (pending approval by the CVB)

RFP Deadline:

Please provide your proposal by August 2, 2024 at 5:00 EST to Brenda Redmon, Director of Sales at bredmon@daytonabeach.com