

**DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU  
TOUR & TRAVEL ADVISORY COMMITTEE MEETING**

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Thursday, December 1, 2022 • 10:00 AM • The Daytona Beach Area CVB • Room: Second Floor Boardroom  
126 East Orange Avenue, Daytona Beach, FL 32114

**AGENDA**

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| <b>1. Call to Order</b>  | <b>Linda McMahon</b> |
| <b>2. Roll Call</b>  | <b>Linda McMahon</b> |
| <b>3. Public Participation</b>   | <b>Linda McMahon</b> |
| <b>4. Welcome and Introductions</b>  | <b>Linda McMahon</b> |
| <b>5. Consent Agenda*</b>  | <b>Linda McMahon</b> |
| <b>a)</b> Approval of the August 25, 2022 Meeting Minutes  |                      |
| <b>b)</b> Approval of the May 19, 2022 Workshop Minutes  |                      |
| <b>c)</b> Approval of the February 14, 2022 Meeting Minutes  |                      |
| <b>6. HAT Marketing Update</b>   | <b>Linda McMahon</b> |
| <b>7. Travel Schedule Update</b>   | <b>Linda McMahon</b> |
| <b>a)</b> Old Business   |                      |
| ▪ AAA/CAA, OMCA, World Travel Market, US/Ireland Media FAM,<br>Gold Medal FAM, and TUI FAM   |                      |
| <b>b)</b> New Business   |                      |
| ▪ Canadian Representation, Brazil/South American Opportunities,<br>FL Huddle and pre/post FAM, ABA, RTO Summit East,<br>and ITB International Travel |                      |
| <b>8. Hotel Update</b>   | <b>Linda McMahon</b> |
| <b>9. New Business</b>   | <b>Linda McMahon</b> |
| <b>10. Adjourn</b>   | <b>Linda McMahon</b> |

» Requires Public Participation time prior to vote

\* Requires a vote from the Committee

**Mission:** The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA - aiding them in the creation and execution of an effective destination marketing plan.

**Goals:**

- To ensure all consumer marketing efforts produce the largest ROI.
- To incrementally increase the overall bed tax collection year over year.
- To ensure our marketing message, marketing outlets and geographic locations align with consumer trends for our destination.