

# HAAA Executive Update

December  
2017

## New Stats

- ◆ Bed Tax collections for the month of November were \$445,464, a 7.43% increase over November 2016
- ◆ October Average Daily Rate increased 2% over November 2016
- ◆ October 2017 Occupancy increased 3% over November 2016

## Administration

- Distributed information on House and Senate bills affecting tourism funding and usages
- Represented the CVB at Daytona Beach Rotary Club meetings
- Participated in the HAAA Human Resource Committee meeting
- Met with ERAU re: assisting with its Blue & Gold Gala
- Held interviews to fill an administrative assistant position
- Attended the Bike Week meeting
- Participated in Visit Florida's Leadership Summit and Industry Relations Committee meeting
- Attended the Chamber's Eggs & Issues meeting with speakers Jim Dinneen and Ed Kelly
- Attended the CVB-sponsored NAIA Football Championship
- Coordinated a strategy meeting between CVB and Ocean Center sales staffs
- Celebrated the accomplishments and retirement of 20-year employee Sharon Bernhard
- Did a radio interview with Big John on 1380-AM

## Finance

- Researched resources for skills assessment tools through CareerSource for new hires
- Shared resume builder with staff to update skills, education, training and core competencies
- Shared Orange Avenue Bridge update on new phase from Chamber
- Worked with timekeeping tech support and Ben on features and functionality of the system
- Reviewed draft audit reports
- Participated in exit interview with long-time employee, Sharon Bernhard, who's retiring after twenty years of service
- Processed accounts payable and payroll and prepared accounting entries and financials

## Group Sales

Groups Sales

December 2017

Meetings, Sports, and Tour & Travel

Leads Distributed/Meetings:	10	Estimated Economic Impact:	\$ 707,207.04
Definite Bookings/Meetings:	0	Estimated Economic Impact:	\$ 0
Leads Distributed/Sports:	3	Estimated Economic Impact:	\$ 869,000.00
Definite Bookings/Sports:	1	Estimated Economic Impact:	\$ 3,200.00
Partner Assists	4	Estimated Economic Impact:	\$ 156,854.62
(Assists are Ocean Center referrals and or convention services for hotel partners)			
Tourism Inquiries:	8	Trade opportunities distributed to ALL Industry partners	

Site visits verifying no site visits during December will advise asap

### **Tradeshows, industry events attended**

- Miami Sales Mission 12/12 – 12/15, Visited 8 Tour Operators, American Executive, Careli Tours, Petty International, VT Tours, Design Tours, Vacation USA, BTU Tours, New World Travel
- Attended Destination Florida 2017 in Miami, FL, 80 planners attending, 22 appointments confirmed
- Attended Connect DC in Washington, DC, CVB sponsored planner Breakfast & CVB VIP Table for Lunch & Keynote Speaker-Andy Cohen (7) Total Planner Invites
- Attended VISIT FLORIDA's Leadership Summit and attended Global Travel Trade and Air committee meeting
- Attended Sports Congress, sponsored the desert Jeep tour with 45 attendees, Convention & Visitors Bureau hosting Sports Congress in December 2018 at the Hard Rock Hotel Daytona Beach
- Attended XLive, to research new gaming and competitive arts opportunities for Daytona Beach
- Attended & hosted client dinner in Tallahassee
- Attended & hosted Florida Society Account Executives holiday luncheon in Tallahassee

### **Meetings attended**

- Visited 14 Tour Operators in Orlando, AAA, Florida Dolphin Tours, EBG, New Creative Tours, Magic Star Vacations, ATI, Super Holidays, Mark Travel, Kaluah Tours, 1<sup>st</sup> Incentive Travel, Virgin Holidays, Meeting Point North America, FM Tours, Lee Holidays
- Met with Luis Cadenas with NCL in Miami
- Conducted/attended Convention & Visitors Bureau's group sales and Ocean Center joint meeting with sales team, marketing, Public relations, the CVB Executive Director and Ocean Center Deputy Director of Operations
- Attended event/convention services meeting
- Met with Dale Sturgill of National Underclassmen Combine (NUC) Bowl
- Met with Kevin World Karting Association at Speedway
- Met with A.J. Josephs of Josephs Volleyball

### **Conference call meetings/Prospecting**

- Participated on conference call Innovations Consulting re: Congress site visit and details.
- Conducted conference call with Florida Winter Cup and Ormond Beach Sports Complex
- Conducted an RCMA Emerge conference call with Ocean Center
- Attended Shriners Executive Committee Monthly Meeting-conference by phone. Reviewed 2018 Imperial Session schedule of events, discussed definite 2018 events, January & April 2018 Shriners Pre-Convention Meeting at Hilton Bandshell events & CVB hosted VIP Pre-Week Events, etc.

### **Familiarization Tours (FAMs)**

- Conducted VISIT FLORIDA's Florida Encounter's meeting planner FAM, (8) planners plus (1) guest, planners qualified by Visit Florida, FAM included site visits with the following partners that could accommodate a minimum of 8,000 sq.ft. of meetings space and off site venues/attractions: The Shores Resort & Spa/Hilton Daytona Beach Oceanfront Resort/ Hard Rock Hotel/ Plaza Resort & Spa/ Ocean Center/Eco Tour/ Ponce Inlet Lighthouse/ 31 Supper Club/ Angell & Phelps Tour/ Daytona Beach Resort

### **Industry shows booked**

- Continued planning for Rendezvous South February 2018
- Continued planning for U.S. Sports Congress December 2018

## Convention Services

- Convention Services: NAIA National Football Championship, National Bowl, Football Champion Series (FCS) Bowl, D2 All American Bowl, Florida Holiday Challenge, Florida Winter Festival and Daytona Beach 100.
- Services provided for National Association Intercollegiate Athletics (NAIA)
- Finalized Tallahassee holiday client event
- Coordinated Florida Encounter Pre FAM
- Tracked and distributed Integrated Marketing Media (IMM) call reports for the sales managers
- Managed 2018 HAT Marketing United Kingdom, Ireland, and Germany production spreadsheet
- Conducted a Convention Services meeting
- Coordinated tradeshow booth for Connect DC
- Coordinated holiday giveaways for Tour & Travel Miami sales mission
- Coordinated Florida Huddle booth décor, VIP reception sponsorship and in room drop for buyers and media
- sponsorships and booth decor
- Coordinated booth details for Religious Conference Management Association's (RCMA) Emerge Conference
- Assisted with various sponsorship opportunities
- Coordinated all details for the Meetings & Conventions, Tour & Travel and Sports committee meetings.

## Administrative

- Conducted Bi-Weekly Group Sales Department Sales Meeting
- Ongoing review of fiscal year 2017-28 United Kingdom, Ireland, and Germany sales and media activity with HAT Marketing
- Continued efforts to register and confirm details for remainder of fiscal year 2017-18 tradeshows, all markets
- Coordinating details for upcoming site visit with Lou Mengsol of Sports Congress, hosting program in December 2018
- Finalized all appointments for Florida Huddle for 1/9 – 1/12/18
- Finalized all appointments for ABA 1/26 – 1/30/18
- Work on agenda's for committee meetings

## Communications

- Press Release: Daytona Beach Holiday Events, Festivals and Unique Food and Drink Happenings (Dec-Feb)
- Press Releases for Visit Florida editorial leads: golf, eco tours and romance
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: News-Journal; Central Florida News13; FloridaPodcast.com (30-minute radio interview); Dalia Colon (videographer); Hat Marketing; Rally News magazine (Bike Week); Marie-Violane Poupart (French Canadian market); Andrew Barret Schrader (AAA Living May/June Ocean/Aquarium issue - Marine Science Center); Hope Winsborough; Crain's Tampa Bay; Volusia Beer Week; UK writer Lindsay Sutton; Glenda Billings with Drive I-95; Libby Martin with Smyrna Life; and The Brandon Agency
- NAIA: wrote copy for game announcements; edited the 2017 Program, the Coaches and Fan letters, and the press release; attended NAIA Champions of Character Luncheon and Press Conference; and kept host and fan hotels apprised of NAIA social media sharing opportunities
- Supported CVB Group Sales and CVB Sports by proofing editorial and images for GolfNews Magazine (UK Group Sales media buy); editing content for Courier Magazine, Thomas Cook and Funways; and refreshed Florida Encounter pre-FAM itinerary with partner images/descriptions
- Along with CVB staff, attended meeting with Tim Riddle and other Ocean Center marketing and sales staff to discuss collaboration opportunities

- Worked on Visit Florida/Heart Radio promotion including producing a FAM itinerary; coordinating with participating attractions; obtained prize packages; edited content and design for microsites; delivered logos and images for CVB partners; wrote captions for OTT postings; and facilitated film permit application process
- Supported Marketing by editing golf advertorial for 2018 Gary Jones golf magazine package
- Confirmed dates, attendees and lodging for Pre-PGA show Golf FAM (January 19-21) when we will host nine national golf travel writers
- Monitored media on industry issues including: new CVB ad campaign, tourism funding legislation, beachside development, ONE DAYTONA openings and new hotel development
- Facilitated filming permit application for The Brandon Agency film shoot
- Produced and distributed TOURISM TODAY, a bi-monthly eNewsletter sent locally to partners, government and community leaders and other interested individuals on CVB news and accomplishments
- Produced and distributed BEACH BLAST, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Sent “Warm Holiday Wishes” email to Beach Blast and Tourism Today subscribers
- Edited CVB Employee Handbook
- Attended Visit Florida Leadership Summit and Visit Florida Global Communications committee meetings (12/11-13)
- Worked with Visit Florida to update Daytona Beach content on VisitFlorida.com
- Updated DaytonaBeach.com content including: removal of Danica Patrick videos (campaign ended 12/31/17); adjusted Stackla content to comply with new reduced-cost contract effective January 1 (User Generated Content); and reviewed Barberstock/media gallery pages
- Edited 9 blogs from The Brandon Agency, reviewed images, and posted the blogs on DaytonaBeach.com per schedule
- Monitored 2017 Fall Social Media Campaign (IZEA) on a weekly basis (campaign ended mid-December); results exceeded goals for all key indicators; details are available in Social Media and Clipping Report (attached separately)
- Produced monthly event calendar and distributed it to all tourism partners
- Scheduled social posts and provided analytics through December per the social media plan established with The Brandon Agency
- Renewed 2018 SATW membership (Society of American Travel Writers) and updated CVB information in membership guide
- Renewed Tiger Bay Club membership for 2018 (Corporate Membership)

## Marketing & Design

- Participated in telephone call with Chris King re: golf website and Tee Times USA
- Provided Speedway recap of promotion and marketing of Daytona 500
- Met internally about TIS and M&C marketing initiatives
- Reviewed and approved Expedia and Kayak banners for UK Program
- Created Daytona Beach logo display backdrop for Sales department
- Reviewed/approved copy, video and banner ads for VISIT FLORIDA UK promotion
- Reviewed November’s website stats from Simpleview
- Designed 2018 Biketoberfest® wallet calendar card; promotes Bike Week and Biketoberfest® dates and websites
- Reviewed 2017-18 budget spreads for finance
- Reviewed November financial reports and provided adjustments
- Created full-page ad for Successful Meetings Magazine – January 2018 issue
- Joined Brandon Agency on the filming/photoshoot at various locations for new campaign
- Participated in call with Heart Radio about filming locations and times; provided photos, video and logo; approved Heart Radio assets and copy points
- Reviewed and signed license agreement with NASCAR media for TV spots and promotional use
- Reviewed Daytona Beach Golf brochure from IMM
- Compiled a local golf course list; added an outside the area premiere golf course list

- Met internally to review Stackla contract (social media feed onto website); conference call with Stackla about adjustments and terms; signed contract
- Approved December e-newsletter to internal email database
- Approved lead generation Facebook ads for January insertions
- Reviewed opening sequence for destination video
- Developed two Bike Week email blasts to qualify 110,000+ Biker database; migrated active users from Aweber to Mail Chimp
- Processed Bike Week media invoices
- Imported reader service responses from multiple publications into Simpleview
- Updated and added a map and new header images to daytonabeach.com
- Updated the list of local governments in Simpleview
- Pulled partner activity report for Sales Department
- Worked with Simpleview and the Brandon Agency to engage Facebook pixels
- Proofed Ad Committee Minutes
- Created November analytic reports for Ad Cmmittee and HAAA meetings
- Removed all Danica Patrick videos from daytonabeach.com and social networks
- Sent out Biketoberfest® Committee Meeting notice
- Updated/added businesses to Simpleview - Daytona Escape Games, P.F. Chang's China Bistro, Bass Pro Shops, Kale Café
- Met with Hilton Garden Inn about NY travel agent sales calls
- Took photos of motels and updated in Simpleview
- Checked consumer show websites and updated information
- Deleted files from 66 thumb drives for Sales Department; delivered signs, goodie bags, promotional items, etc.
- Participated in VISIT FLORIDA grant program webinar
- Attended Visit Florida Visitor Services Committee meeting
- Invoiced 14 hotels for participation in VIC rack brochures
- 26 email addresses were collected at the VIC at the International Speedway. Noted: the most popular visitor states were Florida, Texas and California; International included Brazil, Canada and France.
- 25 email addresses were collected at the VIC at Harley Davidson. Noted: the most popular states included Florida, Georgia & Ohio; International included Brazil, Canada & Germany.