

HAAA Executive Update

February
2018

New Stats

- ◆ Bed Tax collections for the month of January were \$614,056, a 3.94% increase over January 2017
- ◆ January Average Daily Rate increased 6% over January 2017
- ◆ January Occupancy increased 6% over January 2017

Administration

- Coordinated a meeting with Sunwing and Daytona Beach International Airport re: upcoming opportunities
- Participated in the Board's Arts & Culture Committee meeting
- Coordinated the First Friday employee gathering
- Met with a CFO Consultant for ideas on best practices
- Represented the CVB at meetings of the Daytona Beach Rotary Club
- Met with AUE Staffing on HR issues
- Participated in a wrap-up meeting re: NAIA Football
- Initiated daily stand-up meetings with staff
- Met with a rep re: e-sports opportunities in the area
- Participated in the Lodging & Hospitality Association meeting
- Participated in Destinations International educational training, as part of the Certified Destination Marketing Executive (CDME) certification process – began to implement best practices
- Conducted an on-air interview with Channel 9 TV
- Engaged a business coach for increased productivity – took an Emotional Intelligence test
- Submitted an exam essay for CDME review
- Participated in the Speedway's Checkered Flag Committee as a volunteer race ambassador
- Attended a meeting of the Beachside Redevelopment Committee
- Assisted the efforts of ERAU's Blue & Gold planning committee
- Conducted a radio interview on WSBB
- Took part in a Florida Public Relations Association panel
- Did a presentation for the Florida Restaurant & Lodging Association group re: alcohol sales
- Participated in the UCF Community Advisory Committee meeting
- Met with Paradise ad agency re: previous work
- Greeted the Rendezvous South attendees at the Hilton
- Held a CVB Leadership Team meeting
- Attended a vendor tradeshow at Daytona Beach Resort

Finance & Human Resources

- United Way staff presented their 2018 annual campaign to CVB team members
- Prepared accounting analysis and forecasting reporting
- Reviewed and processed accounts payable payments and payrolls
- Staff members encouraged all to be more "green" in recycling efforts
- Reviewed human resource practices from other DMO's and AUE Staffing
- Followed up on recruiting for open positions at CVB

Group Sales / Meeting, Sports, and Travel

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|--------------------------------|---|
| Leads Distributed/Meetings: 19 | Estimated Economic Impact: \$8,147,810.90 |
| Definite Bookings/Meetings: 1 | Estimated Economic Impact: \$ 9,776.87 |
| Leads Distributed/Sports: 6 | Estimated Economic Impact: \$ 828,600.00 |
| Definite Bookings/Sports: 2 | Estimated Economic Impact: \$ 59,000.00 |
| Partner Assists: 1 | Estimated Economic Impact: \$ 225,000.00 |

(Assists are Ocean Center referrals and or convention services for hotel partners)

Tourism Inquiries: 15 Trade opportunities distributed to ALL Industry partners

Site visits

- Conducted a hotel and attraction site visit with Tourico
- Conducted a hotel site visit with Shoreline Tours
- Conducted a site visit of the Landshark Bar & Grille with Tori Horder
- Hosted Site Visit Sat Feb 24 to Mon Feb 26 for United Brethren Church
- Hosted Site Visit for LandOpt, Inc. Planner: Sandy Rim, President MIM Meetings Info

Tradeshows, industry events attended

- Attended Connect Travel International Travel Trade show
- Attended Central Florida Society of Government Meeting Planners (SGMP) monthly luncheon
- Attended MPI North Florida Monthly Chapter Lunch Meeting

Meetings attended

- Met with Kevin Chippendale of Graph Media to discuss Orlando Attractions website and training video for the trade
- Met with Matt Johnson of Connect Meetings to review participation in upcoming shows
- Participated in a NAIA meeting with City of Daytona Beach
- Conducted meetings with Orlando based receptives, ATI, Fl. Travel Network, New Golden Horse Tours, Kaleidscope, EBG, AAA, New Creative Tours, Virgin Holidays, Golf Pac, and North America Destinations
- Met with Ocean Center to discuss new business opportunities
- Attended a client luncheon/ meeting with planner Stewart Doty, RPM Workshops 2018 at Hilton Daytona Beach Oceanfront Resort

Conference call meetings/Prospecting

- Conducted a conference call with HAT Marketing, UK, Ireland, and Germany representatives
- Conducted a conference call with Tech Mark (designed 10X10 meetings booth) to review options for our boot.,
- Conducted a conference call to Luis Cadenas of Norwegian Cruise Lines (NCL) to discuss his timeline, deadlines, and hotel responses.
- Conducted a conference call with VISIT FLORIDA to discuss Florida Huddle 2019 request for proposal.
- Conducted a conference call with Tommy Koewn of Arrowhead to discuss Christian Meetings Conventions Association (CMCA) opening reception.
- Conducted a call with Joe Chirillo City of Daytona Beach to discuss potential football events
- City of Daytona Beach re: Open Water Pan Americans
- Conducted a conference call with Integrated Marketing Media (IMM) to discuss call reports
- Conducted a call with City of Daytona Beach to discuss Open Water Pan Americans
- Prospected US Basketball
- Prospected Shawn Allen regarding Salute the Troops event
- Prospected John Graham regarding Elite 8 National
- Prospected Conrad Foss US Basketball
- Prospected Hudson Essex Terraplane Car Club
- Prospected Junior Achievement

- Prospected Association of Black Psychologist
- Prospected Triange Fraternity
- Prospected Barbershop Harmony Society
- Prospected Samuel DeWitt Proctor Conference, Inc
- Prospected Afro American Historical and Genealogical Society
- Prospected National Council Of Teachers Of English
- Prospected Triange Fraternity
- Prospected Sports car club of America
- Prospected Handcrafted Soap & Cosmetic Guild
- Prospected Florida State Literacy Association

IMM

- Prospected Ruritan National
- Prospected Pi Kappa Phi Fraternity
- Prospected American Philatelic Society

FAM

- Worked potential familiarization trip (FAM) detail on group of 40 Australians from “New York Guest” to arrive 2019
- Conducted a conference call with Patrick Sullivan of Homewood Suites regarding a statewide China golf familiarization trip (FAM, evaluating cost and shared expenses between West Volusia and Southeast Volusia

Industry shows booked

- Continued work finalizing details and hosting Rendezvous South, 36 meeting planners were in attendance, approximately 5-7 requests for proposals are being qualified. Six (6) partners attended meeting appointments with the Convention & Visitors Bureau, and eight (8) industry partners attended the Convention & Visitors Bureau sponsored opening night reception at Daytona International Speedway.
- A proposal was submitted by the Convention & Visitors Bureau, Hilton Daytona Beach Oceanfront Resort, and the Ocean Center to be host city for Florida Huddle January 8 – 10, 2019 international buyers appointment show. The bid was accepted and the Convention & Visitors Bureau is planning an upcoming site visit
- Continued planning for US Sports Congress, December 2 -5 2018 a planning site visit with Lou Mengsol of US Sports Congress included Critter Fleet and Sea Spirit
- Confirmed Daytona Beach as host city for the May 2018 Meetings Professional International (MPI) North Florida Chapter Board Retreat

Convention Services

- Rendezvous South, LandOpt, 28th Annual Cross Connection Conference, AMA Pro Racing, Florida Mathcounts State Competition, Youth Step Show National Championship, Reach the Beach, National Cheerleading/Dance Association, Eastern Regional Interstate Child Support Association Conference & Exposition, Fraternal Order of Police, RPM Promotions, SHPE Regional Leadership and Development Conference (not sure what SHPE stands for), Campus Safety Symposium and Florida Courts Technology Commissions

Shriners

- Conducted site visit and meeting at One Daytona and Land Shark with Gary and Anne Bergenske
- Attended conference call with Shriners executive committee
- Conducted a conference call with PR Director, Shriners Hospital for Children to review
- 2018 Walk For Love event at Daytona International Speedway

Administrative

- Processed 2 reviews
- Attended a directors meeting
- Conducted a bi-monthly team meeting
- Coordinated Allegiant Air contacts and possible office visit with Barbara Kappala of Daytona Beach Resort
- Worked on Convention South “FUN” itinerary request for meeting planners
- Submitted corporate meeting planners to Corporate & Incentive Magazine for their view of Daytona Beach (both experienced great success)
- Completed group sales portion of Tourism Today
- Worked with Connect Travel to obtain a free registration and free guest pass to attend Connect Travel in Orlando
- Worked with Trish and Ben on wire transfer protocol
- Review and approval of ISSA sports incentive – with receipt of total room nights booked
- Coordinated and participated in group sales photos to be utilized with marketing initiatives
- Discussed economic impact formula with Lori Hunter, sent examples of our Simpleview reports
- Assisted partners with the Partner Gateway Portal.
- Distributed and monitored CVENT leads
- Reviewed budget, year to date actuals and January actuals.
- Reviewed all memberships to ensure we are up to date.
- Interviewed new Tourism Ambassador
- Reviewed accounts receivables and referenced them back to fairshares
- Processed Florida Sports Foundation post report for Florida Winter Cup.
- Reviewed Simpleview leads for accuracy
- Distributed requests for room pickups for outgoing groups

Communications

- Press release – “Daytona Beach Ale Trail Adds 20th Location”
- Press release – “Spring Golf Season”
- Press release – “Discover the Unexpected” (updated)
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: News-Journal; WFTV TV 9; Atlanta Journal Constitution (native content, first of five stories); SMART MEETINGS (2018 market update); VISIT FLORIDA; Sarah Tidwell, Trips to Discover; Diane Larsen, Rotary Club; HAT Marketing; Friends of the Bandshell; Main Street Station; blogger Melody Pittman, Where Ever I May Roam; Quebec travel book writer Marie Poupart; and Jeremiah’s Italian Ice
- Hosted golf writer Tim Gavrich for an individual media visit (2/23-24)
- Supported Group Sales by: updating 15-page Group Visitor Information document with new assets/images; and packaged copy and assets for Ocean Holidays and Travel Bulletin
- Monitored media on industry issues including: Spring Break; Truck Meet; tourism-related legislation; tourism marketing; and new hotel development
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- 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
- Lori Campbell Baker and Kate Holcomb were part of a 6-person “CEO/PR PRO Panel” at the February meeting of Florida Public Relations Association
- Kate Holcomb appeared on 1380 AM with Big John to talk tourism (2/15)
- Represented the CVB at Daytona Regional Chamber “Eggs & Issues” meeting (2/8) and Tiger Bay Club meeting (2/9)
- Attended CVB’s: directors meeting; website bi-monthly strategy session; Social Media Content Calendar session; and Trip Advisor premium pages demo
- Worked with VISIT FLORIDA on: identifying potential Volusia County partners to increase engagement; providing assets to Susan Armstrong, corporate meeting manager; monitoring partner portal monthly for image/video assets and social posts; and approving materials for Integrated Marketing Media Campaign

- Worked on the 2018 Visitors Guide content
- Worked on CVB Employee Handbook
- Worked on new Partner Resource page for CVB Partner Gateway (extranet)
- Worked on Community Relations Program bookings and presentation materials
- Updated DaytonaBeach.com content: continued to implement Brandon/Simpleview recommendations; updated Attractions pages under Things to Do with deep links, videos and new copy; updated Racing; rewrote Spring Family Beach Break; reviewed Share the Heritage; updated Submit an Event intro to reinforce submissions for family-friendly events; reached out to Day of the Duels and added Veterans Tribute Truck to event; Main Street Station; City of Daytona Beach; updated Marina View and Chart House listings and images; and edited new listings created for Aloha Golf, Jeremiah's Ice and Code to Escape Games
- Edited 12 blogs from The Brandon Agency, reviewed images, and posted blogs on DaytonaBeach.com per schedule
- Produced monthly event calendar and distributed it to all tourism partners; and shared results with partners from media assists including articles, blogs, publications and awards
- GOLF: Followed up with writers who attended the Pre-PGA Golf FAM; post-FAM itinerary for Bruce Vittner to research more off-the-course experiences; press release on Spring Golf Season distributed to national golf media and posted as a blog on DaytonaBeach.com
- Social Media: using The Brandon Agency's content calendar created 3 weeks of posts; discussed new strategy with CVB Marketing and Brandon to create, schedule and promote social posts; monitoring Brandon's paid social for CVB and Biker Beach; created Bike Week 2018 post for Brandon to boost; and monitoring Bike Week ads
- Participated in VISIT FLORIDA's "Family-Friendly Florida Vacations" Twitter Chat (2/13)
- **Arts, Culture and Heritage Tourism Committee:** met 2/1/8, approved minutes, reviewed proposed digital ads for upcoming paid social media campaign, and approved remaining 2018 meeting dates. Next meeting is May 3, 2018. Prior the meeting, the Committee received an email with a compilation of new videos and blog posts produced by the CVB/The Brandon Agency in December and January that include Arts & Culture

Marketing & Design

- Participated in weekly status calls with Brandon Agency; review media, creative, analytics, campaign, blogs and videos
- Engaged the News-Journal to develop the 2018/19 Visitors Guide; submitted new images, provided edits to cover design; provided map changes; review hotel matrix; submitted additional hotel listings; provided editorial comments
- Sent collateral fulfillment contract changes to News-Journal
- Submitted department updates for Tourism Today and Beach Blast
- Attended Arts & Culture meeting; showcased new consumer campaign, presented creative online banners for new social media campaign; provided edits, changes, photos and videos for Arts & Culture digital campaign; submitted for approval
- Reviewed static digital banners and provided edits to Brandon Agency
- Uploaded photos and b-roll footage to Image Library for sharing purposes
- Submitted final edits/changes to the Daytona Beach Golf brochure; printed 700; shipped 250 to Play Florida Golf shows
- Updated slider images on home page of website; featured image for Black History Month
- Hosted two Web Wednesday meetings; edited home page design; discussion about main and sub-navigation discussion; continued to develop a flow chart to reorganize the sub-navigation; changed hotel section layout by type; edited Shopping and Nightlife sections; discussed website audit provided by Brandon Agency
- Reformatted Shriners International program directory ad; submit to publication
- Reviewed Free Partner Marketing Co-op plan; provided edits/changes; notified partners about program and asked for their participation
- Reviewed Flea Market video and script; provided edits to Brandon Agency
- Modified home page of website to showcase Visitor Guide download, E-newsletter sign-up and Video button
- Monitor digital ads due to Parkland incident; adjust schedule and placement accordingly
- Participated in monthly website report with Simpleview
- Edited/color corrected nine group sales team photos for website and business card integration
- Created Rendezvous South digital banner

- Confirmed Kidd Kraddick hotel sponsor and live broadcast location for consumer media buy
- Met with Daytona Beach Cultural Services about vending application for Biketoberfest®
- Compiled and submitted a video topic list for WFTV added value buy; supplied six events to promote during ic Florida on-air segments
- Updated Visitors Guide download page to improve user's experience
- Designed large and small display banners for HAT Marketing; submitted files to Dropbox for sharing and producing
- Sent three Bike Week e-newsletters to motorcycle enthusiast database
- Approved Biketoberfest®/Bike Week Ad for Laconia publication
- Processed invoices for payment - processed checks for deposit
- Imported reader service responses from multiple publications into Simpleview
- Updated the Daytona 500 & Bike Week availability list on daytonabeach.com
- Updated unique Consumer Show webpages
- Pulled analytics for January-December 2017 for visits to the lodging pages on the website
- Researched analytics for 2017 on page views for all things to do & resource categories & subcategories on website
- Updated the Things To Do & lodging pages with Image Boxes on Daytonabeach.com
- Moved the booking engine to the bottom of every page on Daytonabeach.com
- Created a unique landing page on the website for the AARP Magazine media buy
- Emailed lodging partners regarding free listing in the Visitors Guide
- Updated Partner Gateway's news bulletin
- Added new partners to the Beach Blast & Tourism Today list in MailChimp
- Generated list of consumers and travel agencies requesting Visitors Guides
- Pulled analytics on all blogs for January 2018
- Worked on Pet Friendly page on website
- Prepared on Ad Committee meeting; confirmed location; meeting minutes; notices; attendance; reports; new member packets; meeting materials to members
- Created a landing page and form for the February Engagement Marketing Email
- Started checking all pages for Open Graph image and description – then started adding image and description to the blank ones
- Created a tag for Places of Worship – put on all places of worship in Simpleview
- Imported Play Florida Golf Show leads from shows in Cleveland and Toronto
- Added Down to Scuba, Bonkerz Comedy Club, Landshark, Sushi King to Simpleview/website
- Called local businesses about providing Visitors Guides
- Called I-10 Welcome Center – requested five cases of Visitors Guides
- Contacted over 50 AAA offices in select cities to send Visitors Guides; shipping over 1,500 Visitors Guide
- Contacted six hotels, seeking input on use of Kognitiv booking engine on website
- Reviewed which booking widgets each hotel is using on their own websites
- Promoted the destination at the Boston Globe Travel Show – Feb. 8 – 10 – distributed 300 Visitor Guides – offered register to win at booth – generated 208 leads
- Promoted the destination at the Travel & Adventure Show in Chicago – Feb. 8 – 10; attendance was 24,431; distributed 300 Visitor Guides – offered register to win at booth generated 220 leads
- Researched new partners for Visit Florida Engagement list
- Engaged Central Florida Nature Adventures for travel show partner
- Visitor Information Center – Speedway noted Florida, California & Ohio most noted U.S. states of origin for visitors. International visitors included Canada, UK and Australia – 35 email address collected
- Visitor Information Center – Harley Davidson noted Florida, Mississippi and Ohio most noted U.S. visitor states of origin. International visitors included Canada, Brazil and Germany - 56 email addresses collected