

## New Stats

- Volusia County Bed Tax collections (CDT) increased 3.1%, at \$677,847 in January 2020, compared to \$ 657,263 in January 2019
- Per Mid-Florida Marketing & Research, hotel Average Daily Rate (ADR) increased about 1% to \$128.97 in January 2020, compared to \$127.92 in January 2019
- Per Mid-Florida Marketing & Research, hotel Occupancy (OCC) increased about 5 % to 61 % in January 2020, compared to 58 %in January 2019
- Per STR Report, hotel Occupancy (OCC) increased 6.5% to 60.3 % in January 2020, compared to 56.6 %in January 2019.

## Administration

- Kicked off the CVB's #WorldsMostFamousBeachSelfie Challenge
- Met with staff and Board members re: optimal strategies to move forward
- Participated in a strategic workshop with HAAA Board and Advertising Committee members
- Held Leadership Team sessions with CVB directors
- Participated in all CVB Committee meetings
- Represented the CVB at meetings of the Lodging & Hospitality, Daytona Beach Rotary Club, State of the County, Tourist Development Council and the Grand Seas Resort reopening
- Participated in Speedweeks event staffing as part of the Checkered Flag Committee
- Met with investors on the area's growth and potential
- Met with the County's new advertising agency re: collaboration and best practices
- Conducted tourism-focused interviews on three local radio stations

## Finance & Human Resources

### Finance

- Continued to review cash flow projections and bank accounts on a daily basis for planning purposes
- Continued to review budget vs. actual transactions for directors to review and adjust
- Continued to update and revise standard operating procedures to enhance operations

## Group Sales / Meetings, Sports, Tour & Travel

<b>Leads Distributed/Meetings: 32</b>	<b>Estimated Economic Impact: \$13,436,950</b>
<b>Definite Bookings/Meetings: 4</b>	<b>Estimated Economic Impact: \$646,350</b>
<b>Assists/Meetings: 2</b>	<b>Estimated Economic Impact: \$183,750</b>
<b>Leads Distributed/Sports: 4</b>	<b>Estimated Economic Impact: \$2,106,000</b>
<b>Definite Bookings/Sports: 2</b>	<b>Estimated Economic Impact: \$951,000</b>
<b>Partner Assists/Sports: 0</b>	<b>Estimated Economic Impact: \$0</b>
<b>(Assists are Ocean Center referrals and or convention services for hotel partners)</b>	
<b>Tourism Leads: 13</b>	

### Site visits

- Hosted the following site visits: Soccer in The Sand, Galaxy Tours, Missionary & Educational (M&E) Women's Retreat 2020, National Distillery, Veterinary Cancer Society, Florida District of Key Holder Club, Florida High School Marching Bands Championships and Orange County Bar Association

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

- Attended the following industry events: Toronto Golf Show, Connect Travel, Connect Diversity, Religious Conference Management Association (RCMA) Emerge, Plan Your Meetings, Marine's Mid-Winter Conference, Meeting Professionals International (MPI) North Florida Chapter Luncheon

### **Meetings attended**

- Attended the following meetings: National Cheer and Dance Association pre-convention, Fred Vanderploeg sports consultant, Esports, Golfpac, Tourico, AAA Winter Park, Eaglerider, Hotelbeds, Maxim Tours, Group Travel Network, Virgin Holidays, Super Holidays, Delta Tennis and Pentecostal Youth Conference luncheon, and Heath Jones re: gaming units

### **Conference call meetings**

- Hosted conference calls with: HAT Marketing, Marines National Convention 2020, United States Tennis Association (USTA), John Leigh Cowman (JLC) Airshow, Regional Dance Association, Daytona Beach Invitational NCAA D1 women's tournament, High School Drill Team Championships, Esports Travel Summit, Graph Media re: regarding video with One Daytona for Orlando Attractions, Hardy Smith re: presentation April Meetings Advisory Committee, and Mike Panaggio re: Daytona Stadium

### **Prospecting calls/emails**

- Prospected the following: Underwater Intervention Expo, True Value Spring Showcase, Active & Retired Firefighters, Florida Funeral Directors Association, Florida Coalition of Black Meeting Professionals, Florida Surveying & Mapping Society, Building Officials Association of Florida, The Arc of Volusia, Florida Association of Counties, U.S. Space Tours, Florida Educators of the Deaf/Hard of Hearing, NSA DaNang Military Reunion Association, Florida Public Service Commission, ASR-ARS Military Reunion Association, University of North Florida, Bridge Hospitality Group, Barbershop Harmony, Women of Color in Pharma, CXEnergy Conference, Polkadot Powerhouse, National Black Coalition of Federal Aviation, American Care & Professional Educators and Daniel Memorial Inc

### **Industry shows booked/event planning**

- Planned the following industry events: Chicago Sales Mission, International Pow Wow (IPW) client event, and Connect Marketplace client event

### **Convention Services**

- Provided convention services for: Racing Promotions Monthly, Church of The Nazarene, Equipo Vision Convention, Youth Ministries, Fraternal Order of Police, Varsity Cheer State Championships, Maine Fabricators Conference, 44<sup>th</sup> International Conference and Expo on Advanced Ceramics and Composites, American Association of University Women, ACE Gymnastics, Division of Food Nutrition Wellness, American Quilters Society, and New York Retired Troopers

### **Administrative**

- Hosted Group Sales Workshop for CVB tourism partners re: "How to benefit your organization by working with Group Sales"
- Finalized Destination Southeast BID re: host meeting planner industry show in 2021
- Finalized EsportsTravel Summit BID re: host industry shows in 2022 or 2023

## **Communications**

- Media Release: What's New in Daytona Beach in 2020
- Media Release: Momentum Continues for Daytona Beach Hotels
- Media Release: Endless Adventures in Daytona Beach (updated)
- Continued the Tourism Partner Listening Campaign re: Survey
- Supported/assisted with Bike Week 2020 promotional efforts
- Facilitated the quarterly meeting of the Arts, Culture and Heritage Advisory Committee (2/6)
- Worked with publisher and Marketing on the 2020-2021 Vacation Guide
- DaytonaBeach.com: updated Share The Heritage brochure; added new Daytona 500 images to Media Gallery; added new videos; enhanced event calendar and partner listings with higher resolution images; enhanced Coke Zero Sugar 400 presence; edited copy on Spotlight slides; updated "Meet Me in Daytona Beach" and "Spring Sports" blogs
- Assisted Marketing with new blog topics, newsletter templates and sizzle reel; shot/ edited new photos re: beach, beachfront parks, Pier and Screamer's Park

- Worked with VISIT FLORIDA, Gosh PR and HAT Marketing re: UK Winter Campaign social influencers hosted visit (3/16-23)
- Provided PR response/support to: NCA/NDA National Championships; Speedway Indoor Karting; Smart Meetings, Meetings Today; OrlandoAttractions.com; Jeep Beach; Happy Wanderers Florida; National Alliance for Youth Sports; Symetra Tour; HAT Marketing; VISIT FLORIDA
- Continued #WorldsMostFamousBeachSelfie Challenge
- Reviewed/edited blogs, articles and eNewsletters with agencies; native content for Explore Florida; CVB golf blog; Travel Planners (UK); America First Coast Travel (UK); Destination Golf magazine advertorial (UK); ConventionSouth; Eagle Golf Tours; Northstar
- Produced two media kits (travel media, Tour & Travel industry) re: consumer travel show in Atlanta
- Assisted Sales re: collateral aimed at Marine Corps League meeting attendees
- Curated March social calendar with Marketing
- Updated Group and Travel Trade Visitor Information documents, Online Travel Training modules and Cvent
- Researched/reviewed/edited and posted four blogs from The Brandon Agency
- Monitored media daily on tourism-related issues including: Speedweeks/Daytona 500; tourism marketing; COVID-19; pending legislation; winter/holiday travel; red tide; content generated from hosted media/FAMs; travel trends; sports tourism; local arts & culture; hotel development; Bike Week
- Represented the CVB at the State of the County address (2/11) and Lodging & Hospitality Association monthly meeting (2/5)
- Presented at the Tourism Development Council quarterly meeting (2/13)
- Attended HAAA Board/Ad Committee Workshop (2/19)
- Produced and distributed BEACH BLAST, a monthly eNewsletter sent to all tourism partners on upcoming marketing and advertising opportunities
- Produced and distributed TOURISM TODAY, a bi-monthly eNewsletter sent to tourism partners, government and community leaders and other interested individuals on recent CVB news and accomplishments
- Conducted phone interview re: Group Travel Leader magazine
- Met with Group Sales director re: meetings and conventions public relations
- Updated CVB event calendar and distributed PDF to all tourism partners (Feb-Mar)
- Attended CVB bi-weekly directors meeting; CVB monthly staff meeting
- Attended Florida Public Relations Association (FPRA) monthly meeting
- Provided SHARE THE HERITAGE brochures to Sweetwater Elementary School re: Black History Month Scavenger Hunt (4<sup>th</sup> and 5<sup>th</sup> graders)

## Marketing & Design

### Administration

- Participated in meetings: biweekly Marketing Department and Web Wednesday, monthly SEO and CRM call with Simpleview, weekly status calls with The Brandon Agency, HAAA Board & Ad Committee Workshop
- Reviewed: January SEM Report, Analytics Report, Paid Media Report, Social Media Report and Email Report, Marketing department Budget and History Report, Tourism Today, the updated News Journal contract and Vacation Guide sales sheet
- Prepared for Ad Committee meeting: minutes, agenda review, data reports, campaign update deck
- Represented the Daytona Beach and Volusia County area at the AAA Travel Expo in Columbus, Ohio, Feb. 8-10; collected 433 names for the CVB's February Enter to Win Prize Pack
- Represented the Daytona Beach and Volusia County area at the Atlanta Travel & Adventure Show Feb. 29 and March 1; collected 356 names for the March Enter to Win Prize Pack

### Marketing & Design

- Designed the partnership, NY Times Travel Show email to show attendees
- Updated: the Share The Heritage brochure to include Mount Bethel Institutional Baptist Church as a National Registered of Historical Places site
- Reviewed/edited/approved consumer creative:
  - February Facebook website deals click ads
  - Expedia landing page copy and images, custom email, digital banners
  - Orlando Sentinel Destination Spotlight creative and giveaway

- Orlando WESH giveaway
- Orlando traffic sponsorship radio copy
- Explore Florida print and native articles
- Atlanta Journal Constitution advertorial and Interscroller creative
- Canadian Traveler native article and print ad
- TravelUp! and Holiday Genie email
- March animated banner ads, website pop-up, lead ads
- Broadcast and digital radio scripts Florida and prime markets
- Television scripts and video for Florida and prime markets
- Mother's Day social media ad and images
- Daytona Beach Ale Trail instastory
- Reviewed/edited/approved Daytona Beach Awards sizzle reel video
- Reviewed/edited/approved e-Newsletters with subject/topics:
  - Women & Golf 2020 eNewsletter (part of Eagle Golf Tours)
  - February third party co-op
  - The Easter Bunny is coming to the beach
  - Are you ready for the World's Largest Motorcycle Event?
  - Rider magazine 30 Days until Bike Week
  - Swap the winter blues for bright blue skies!
  - Your Best Beach Vacation Starting at just \$69 a Night
  - Best Deals for Your Beach Getaway
  - Start planning now for these epic spring events
  - Daytona Bike Week 10 Days Away
  - Rider magazine 10 Days Until Daytona Bike Week
  - March third-party co-op
  - Northstar Meetings & Events
  - National Association of Youth Sports
  - Orlando New Movers 3rd Party
- Requested and/or shared images for girl's getaway, beach photos, Memorial Day, Ocean Center, NCA, Embry Riddle Aeronautical University, and restaurants re: upcoming eNewsletters and blogs
- Provided for Partners: Reviewed/shared reports for new deals email, new Beaches video, five sweepstakes with WESH TV (Channel 2), Summer Newsletter co-op paid opportunity, Daytona Beach Vacation Guide paid advertising
- Continued promoting #WorldsMostFamousBeachSelfie Challenge

#### **DaytonaBeach.com**

- Updated: Daytona 500 and Bike Week lodging availability, Facebook/Instagram deals, Where to Stay and Food + Drink, Columbus and Chicago consumer travel show pages, Wide.Open.Fun landing page,
- Participated in a call with BookDirect to look at their hotel booking engine
- Created: Maps for Bike Week, golf courses
- Reviewed January 2020 SEO/PPC Report and tasked staff with recommendations
- Uploaded and embedded additional videos from Vimeo re: blogs and landing pages
- Updated CrowdRiff galleries for pages including: home, sports, Ponce Inlet Lighthouse, Arts and Culture, Museum of Arts and Sciences, racing, fishing, Biketoberfest/Bike Week and Selfies. Created new CrowdRiff galleries including Rolex 24 At DAYTONA, media, Turkey Run and Jeep Beach
- Added new tourism partner listings: 4 Rivers Smokehouse, Daytona Beach Mobile Massage, Eden Fresh Café, Home2 Suites by Hilton Ormond Beach Oceanfront; and provided services to 27 other Tourism Partners during the month.

#### **Biketoberfest®**

- Updated 2020 Sponsorship Deck and shared with potential sponsors
- Created/sent Bike Week reminder text Biketoberfest® app users
- Worked on the timeline for the Master Plan application process
- Compiled motorcycle vacationer's data from RoadRUNNER; includes HHI, vacation spend, needs to draw them to a destination, etc.

### **Analytics**

- Reported: New users to the website starting in 2015, total traffic to the website in 2019, December and January analytics for Tourism Today, pages that had the highest bounce rate per month during 2019, Top 10 Markets to visit the website – January 2020, visits to the Bandshell Concert pages 2018 & 2019, bounce rate analytic report for the Main Navigation pages for December 2019-January 2020

### **Social Media**

- Participated in VISIT FLORIDA Twitter Chat for Daytona Beach CVB and Daytona Beach Sports accounts
- Attended kickoff to Speedweeks event at ONE DAYTONA and shared content on social media
- Broadcasted live #WaveWednesday on Facebook and Instagram
- Added top January blogs to Pinterest
- Finalized for March: Daytona Beach CVB Facebook, Instagram and Twitter social media calendar, Sports Daytona Beach Facebook, Instagram and Twitter social media calendar
- Created social media graphics for Daytona Bike Week promotion and scheduled
- Met with Sales Team to review/ suggestion LinkedIn strategy
- Created additional social media posts based on awards, news and media placements for Facebook, Instagram, Twitter, LinkedIn and Pinterest
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest, LinkedIn and TripAdvisor

### **Webinars/Training/Education**

- Participated in VISIT FLORIDA Webinar Social Series: How to Make the Most of Your Social Media Partner Benefits, Understanding the Short-Term Rental Landscape webinar by VISIT FLORIDA, Owning Your Audience: How Publishers Should Prepare for the Death of the Cookie, Digital Accessibility: A Business Driver for You and Your Partners

### **Visitor Information Centers (VIC)**

- At Harley-Davidson, most international visitors were from Canada, Brazil and France, while the states that brought in the most tourists were Florida, New York and Ohio; collected 154 email addresses
- At the Speedway, the countries with the greatest number of tourists stopping in were Canada, Columbia and Germany, while the states with the highest numbers of visitors were Florida, Michigan and Missouri; collected 21 email addresses