

New Stats

- Volusia County Bed Tax collections (CDT) increased 0.36%, at \$456,747 in December 2019, compared to \$455,090 in December 2018
- Per Mid-Florida Marketing & Research, hotel Average Daily Rate (ADR) increased about 4% to \$104.21 in December 2019, compared to \$99.86 in December 2018
- Per Mid-Florida Marketing & Research, hotel Occupancy (OCC) decreased about 13% to 46% in December 2019, compared to 53% in December 2018.
- Per STR Report, hotel Occupancy (OCC) increased 1.4% to 49.2 % in December 2019, compared to 48.5% in December 2018.

Administration

- Met with various sports and event promoters on strategies for growing our events business
- Represented the CVB at meetings of the Lodging & Hospitality Association, Rotary Club of Daytona Beach, Mid-Florida Housing Partnership, and the Chamber's Annual Dinner
- Met with CVB directors and staff on strategies to improve all operations
- Participated in a River 2 Sea Transportation Planning Organization workshop
- Held a First Friday employee event to celebrate CVB staff
- Greeted the Marine Fabricators group at their conference at the Plaza Resort & Spa
- Met with Gov. DeSantis and various legislators during Volusia Days in Tallahassee
- Congratulated HAAA member and honoree Androse Bell at the M.L.King Dinner at Hard Rock Hotel Daytona Beach
- Conducted a Volusia Today radio interview on tourism issues with Southern Stone's WNDB
- Met with various hospitality partners and toured facilities

Finance & Human Resources

- 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

Leads Distributed/Meetings: 23	Estimated Economic Impact: \$4,607,700
Definite Bookings/Meetings: 3	Estimated Economic Impact: \$78,750.00
Assists/Meetings: 0	Estimated Economic Impact: \$0
Leads Distributed/Sports: 3	Estimated Economic Impact: \$1,281,500
Definite Bookings/Sports: 0	Estimated Economic Impact: \$0
Partner Assists/Sports: 1	Estimated Economic Impact: \$15,000.00
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 24	

Site visits

- Hosted site visits with: USA Powerlifting, Eagle Golf Tours, Gunther Tours, Southern Criminal Justice Association, Florida Petroleum Marketers Association, Order of the Amaranth, Alpha Phi Alpha Southern Regional Team, Barbershop Harmony Society, Habitat for Humanity, Travco, Athenians Greek Reunion and Association of RV Parks & Campgrounds

Tradeshows, industry events attended

- Attended the following industry events: Sports Express, American Bus Association (ABA), Florida Huddle, Independent Planners Education Conference (IPEC), Professional Convention Management Association (PCMA), Meeting Professionals International (MPI) Orlando Luncheon and Florida Society of Account Executives Power Luncheon

Meetings attended

- Attended the following meetings: US AirTours, VIP Destination, Entertainment Benefit Group, AAA Winter Park, Golfpac Travel, Tourico, Helms Briscoe, CVB of Florida Gainesville & Tallahassee, AAA Bayhill, Expedia, Four Seasons, Florida Travel Network, AAA, and Joseph Volleyball Camps

Conference call meetings

- Hosted conference calls with: HAT Marketing, International Tennis Tournament and Action Travel

Prospecting calls/emails

- Prospected the following: South Eastern Conference Women's Soccer Championship, East/West Shrine Game, Florida Pharmacy Association, Florida School Nutrition Association, Leadership Florida, Florida Society of the Sons of the American Revolution, Big Bend Florida Chapter, Council on Occupational Education, Association of Kentucky Fried Chicken Franchise, JLC Airshow Management, United Flag Football League, Soccer in the Sand, Florida Aviation Business Association, Florida Trail Riders and USS Henry B Wilson Military Reunion, New Golden Horse Tours, Sensational Tours and Mark Travel

Industry shows booked/event planning

- Planned the following industry events: Chicago Sales Mission, Florida Huddle hosted wine and cheese, Society of Government Meeting Planners (SGMP) DBACVB hosted luncheon, Religious Conference and Meetings Association (RCMA) tradeshow hosted smoothie station, Sports client event at Orlando Magic game, International Pow Wow (IPW) client event
- Worked on the Marines National Convention off-site activities and website update

Convention Services

- Provided convention services for: HelmsBriscoe Regional Meeting, 44th International Conference and Expo on Advanced Ceramics and Composites, American Association of University Women, Marine Fabricators Conference, Florida Winter Festival, Florida Independent Automobile Dealers, Church of the Nazarene, Varsity State Cheer, The Grand Lodge of Free & Accepted Masons, Fire Rescue and Daytona Beach 100

Administrative

- Submitted EsportsTravel Summit bid for 2021
- Hosted the CVB Sports Advisory Committee, Meetings & Conventions Advisory Committee and Tour & Travel Advisory Committee meetings

Communications

- Media Release: What's New with Daytona Beach Hotel Openings and Renovations
- Media Release: Spring Family Beach Break Adventures in Daytona Beach
- Media Release: First Quarter 2020 Sports Report
- Media Release: Experience Endless Adventures in Daytona Beach – What's New
- Media Release: LPGA International Renovations Complete
- Represented the CVB in Tallahassee re: Florida Tourism Day
- DaytonaBeach.com: refreshed blogs; added media releases, added media coverage links; updated Canaveral National Seashore, Daytona Flea and Farmers Market, arts and cultural listings; produced content for new World's Most Famous Beach Selfie Challenge landing page; embedded new Vimeo links into golf blogs; created additional internal links for "Places to Stay" on Bike Week, Jeep Beach and Turkey Run calendar events; enhanced Bike Week motorcycle rally page with blogs and User Generated Content (UGC); added new images to Featured Events, Speedweeks, Bandshell, Bike Week and Biketoberfest® microsites
- Facilitated the CVB Tourism Partner Survey launch
- Finalized February launch plan for #WorldsMostFamousBeachSelfie Challenge
- Supported/assisted with Bike Week 2020 promotional efforts

- Blogs: Reviewed/edited two guest blogs: golf and Florida Outdoor Writer Association contest winner; researched/edited/posted four blogs from The Brandon Agency
- Worked with VISIT FLORIDA, Gosh PR and HAT Marketing re: UK Winter Campaign
- Attended conference call re: Danny Wimmer Productions/Welcome to Rockville
- Provided PR response/support to: P1 AquaX; Team Volusia; City of Daytona Beach; Daytona Beach International Airport; Ocean Center; LPGA International; Thunder Roads; Jane Druker (UK FAM attendee); Meetings Today
- Reviewed/edited: weekly consumer eNewsletters; Atlanta Journal Constitution advertorial; Explore Florida May-September advertorial; Euro Golf Tour itinerary; Canadian Traveller advertorial; Destination Golf's Global Golf Guide content
- Produced and distributed BEACH BLAST, a monthly eNewsletter sent to all tourism partners on upcoming marketing and advertising opportunities
- Compiled media summary for Biketoberfest® Advisory Committee
- Met with 12 international travel trade media at Florida Huddle 2020 in Jacksonville
- Produced media kit for New York Travel Show
- Hosted FAMs and Individual Media Visits re: GolfWeek Magazine (1/8); Alexis Brown (1/11-12)
- Updated CVB event calendar and distributed PDF to all tourism partners (Feb-Mar)
- Participated in planning meetings re: direct mail newsletters and 2020/2021 Visitor Guide
- Met with Tom Pokorny re: Motorsports Trail
- Reviewed/edited Groups Sales media kit re: meeting planners and travel trade
- Reviewed/edited SkyNav (copy, points of interest)
- Conducted on-air interview on WELE 1380 AM re: Sports Tourism
- Shot and edited new photos re: The Casements, Birthplace of Speed Park and The Loop
- Updated VISIT FLORIDA partner portal re: 2020 events, deals
- Assisted Group Sales with ESportsTravel Summit bid letter
- Represented the CVB at VCARD Annual Dinner
- Attended Florida Public Relations Association (FPRA) monthly meetings, worked on charity project
- Attended Ad Advisory Committee and HAAA Board meetings

Marketing & Design

Administration

- Marketing Meetings: Hosted Vacation Rentals strategy meeting, 2020 Vacation Guide with the News-Journal, weekly status call with The Brandon Agency, monthly SEO & PPC status call with Simpleview, Spring Turkey Run Show, Welcome to Rockville, Daytona Tortugas for season planning
- Marketing Department meeting; discussed New York Times Travel Show leads and emails, monthly CVB member checkup – noting image needs for refreshed website, email templates, upcoming Bike Week activities and photography
- Prepared for Ad Committee meeting; submitted changes for 2020 Visitor Profile Survey, 2020 Daytona Beach News-Journal Fulfillment Contract, Sunwing media proposal
- Attended Sports and Ad Advisory Committee meetings, and HAAA Board meeting
- Submitted Addy Award entries for Daytona Beach Area CVB

Marketing & Design

- Designed Welcome Letter for ESportsTravel Summit bid packet
- Researched Guides from other DMOs; developed creative/content direction for new Vacation Guide
- Updated Arts Map online brochure
- Reviewed/edited/approved consumer creative for TravelUp/Holiday Genie, Instastory, Conversant Mobile Trip Planner, Explore Florida, Pinterest, Facebook, Mobile 360 Conversant, USA Today, SkyScanner, Atlanta Journal Constitution, Travel America's Best Vacation, Travel Spike, The Villages, Orlando Sentinel creative, February Facebook website click ads, February Facebook deal specific website click ads, Facebook Like Ad creative, Sunwing's Wings magazine
- Reviewed/edited/approved: video clip for website homepage, Beach Blast, new email templates (hotel deals, lifestyle, events and newsletters)
- Reviewed/edited/approved videos: Need for Speed, Daytona Beach in 48 Hours, Bike Week, Selfie Spots, Ocean Center, DAYTONA 500 and P1 AquaX videos to YouTube and Vimeo

- Reviewed/edited/approved eNewsletters – subjects: A Romantic Valentine’s Day on the Oceanfront? Yes, please, 🏁 Plan Now for 2020 Race, January Deals, The Easter Bunny is Coming to the Beach, Get Tickets for the DAYTONA 500, Are You Ready for the World’s Largest Motorcycle Event?, Swap the Winter Blues for Bright Blue Skies!
- Reviewed Tourism Events applications: P1AquaX, Pro Watercross, Jeep Beach; reviewed Spring Turkey Run Show annual media buy and 2019 Daytona Turkey Run recap
- Participated in the New York Times Travel Show – January 23-27

DaytonaBeach.com

- Updated: landing pages for the Rolex, Daytona 500 and Bike Week lodging availability lists and added to multiple pages
- Updated: email templates and forms for Partner Gateway and Simpleview
- Updated: 7 Ways to Discover the Romantic Side of Daytona Beach, 5 Knockout Restaurants You’ll Fall in Love With
- Created: Report on the partner listing views and total click thrus
- Created: Landing page for the selfie challenge, Spring Turkey Run
- Created maps for the Great Florida Birding and Wildlife Trail Volusia County and Sports Facilities
- Integrated CrowdRiff galleries for home page, sports page, Ponce Inlet Lighthouse page, Arts and Culture page, Museum of Arts and Sciences page, racing, fishing, Biketoberfest®/Bike Week and Selfies; created new CrowdRiff galleries including Rolex 24 at DAYTONA, media, Turkey Run and Jeep Beach.
- Added new listings: Comfort Inn & Suites Daytona Beach Oceanfront, Sandals Inn, Daytona Beach Fishing Charters, and updated listings/contacts for 20 other Tourism Partners during the month.

Biketoberfest®

- Met with new Biketoberfest® Committee member, Linda Smiley; provided welcome packet, reviewed media plan, committee meetings, Sunshine Law, purpose
- Updated Sponsorship Deck for 2020 and uploaded to the website
- Pulled Biketoberfest® creative, metrics and social post examples for Biketoberfest® committee meeting
- Attended Biketoberfest® Committee meeting; reported on sponsorships, revenue, creative, event app, and led 2020 discussion

Analytics

- Reported on: Top 40 Blogs for 2019, YOY December analytics, Top 10 Markets for website visitors, October-December 2019 traffic, traffic to Sports pages 2019, YOY (2018/2019) analytics, Biketoberfest® app performance

Social Media

- Broadcasted live #WaveWednesday from the beach on Facebook and Instagram
- Created February Daytona Beach CVB and Sports Daytona Beach social media calendar for Facebook, Instagram and Twitter.
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest and TripAdvisor
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach Sports Facebook, Instagram and Twitter
- Planned for the World’s Most Famous Selfie Challenge; developed a list to reach out on social, rules, timeline, page development
- Setup Type Form account to be used for Daytona Beach Social Media Quiz in February
- Attended Art of Speed at ONE DAYTONA, Rolex 24 at DAYTONA; shared content on social media
- Created additional social media posts based on awards, news/media placements for Facebook, Instagram, Twitter, LinkedIn and Pinterest

Visitor Information Centers (VIC)

- At Harley-Davidson: majority of international visitors: Canada, Belgium and Norway; states with the most visitors: Florida, Ohio and Iowa. Email addresses collected from 132 visitors; special events included: a Motorcycle Block Party, a Swap Meet and a Car Show
- At Daytona International Speedway: majority of international visitors: Canada, Columbia and Germany; states with most visitors: Florida, Michigan and Missouri; 21 email addresses collected; special events included: Rolex 24 at DAYTONA, BMW Challenge and NASCAR Driving Experience.