

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

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Wednesday, July 10, 2024 • 10:00 AM • Daytona Beach Area CVB Offices • Room: Conference Room  
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

**AGENDA**

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|------------------------------------------------|------------------------|
| <b>1. Call to Order</b>                        | <b>Karen DiGiacomo</b> |
| <b>2. Roll Call</b>                            | <b>Natasha Hardie</b>  |
| <b>3. Public Participation</b>                 | <b>Karen DiGiacomo</b> |
| <b>4. »* 2024/2025 Committee Elections</b>     | <b>Karen DiGiacomo</b> |
| a) »* Chair                                    |                        |
| <b>5. »* Consent Agenda</b>                    | <b>Karen DiGiacomo</b> |
| a) February 29, 2024 Meeting Minutes           |                        |
| b) May 9, 2024 Budget Meeting Minutes          |                        |
| <br>                                           |                        |
| <b>6. »*2024/25 Group Sales Marketing Plan</b> | <b>Karen DiGiacomo</b> |
| <br>                                           |                        |
| <b>7. 2024/25 Tour &amp; Travel Department</b> | <b>Karen DiGiacomo</b> |
| a) »* 2024/2025 Travel Schedule                |                        |
| b) »* 2024/2025 Budget                         |                        |
| <br>                                           |                        |
| <b>8. »*Canadian Representation</b>            | <b>Karen DiGiacomo</b> |
| <br>                                           |                        |
| <b>9. Update</b>                               | <b>Karen DiGiacomo</b> |
| a) Oparks FAM                                  |                        |
| b) Visit Florida Canadian Sales Mission        |                        |
| c) Upcoming Site Visits                        |                        |
| d) Quarterly Newsletters                       |                        |
| e) New Itinerary: Student Tour Market          |                        |
| <br>                                           |                        |
| <b>10. HAT Marketing Presentation</b>          | <b>Sarah Hanson</b>    |
| <br>                                           |                        |
| <b>11. New Business</b>                        | <b>Karen DiGiacomo</b> |
| <br>                                           |                        |
| <b>12. Adjourn</b>                             | <b>Karen DiGiacomo</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.