



# 2019/20 **MARKETING PLAN**

Halifax Area Advertising Authority









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### Mission Statement:

The mission of Halifax Area Advertising Authority dba Daytona Beach Area Convention and Visitors Bureau is to contribute to and enhance the overall economic prosperity of the Halifax Area Taxing District and all of Volusia County through the successful promotion of the area as a preferred tourism destination.



[DaytonaBeach.com](http://DaytonaBeach.com)

# STAFF DIRECTORY

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# HALIFAX AREA ADVERTISING AUTHORITY

## BOARD MEMBERS 2019-2021

### **Linda Bowers - Chair**

Residence Inn Daytona Beach Oceanfront

### **Jim Berkley - Vice Chair**

Hilton Daytona Beach Oceanfront Resort

### **Androse Bell - Secretary/Treasurer**

Hard Rock Hotel Daytona Beach

### **John Betros**

Daytona Beach Regency

### **Steve Farley**

El Caribe Resort & Conference Center

### **Libby Gallant**

Perry's Ocean Edge Resort

### **Josh Harris**

Daytona International Speedway

### **Blaine Lansberry**

Bahama House

### **Samir Naran**

Premier Resorts & Management, Inc.

### **John Phillips**

Embry-Riddle Aeronautical University

### **Lisa Shavatt**

Shores Resort & Spa

## ADVISORY COMMITTEES

### ARTS, CULTURE, HERITAGE TOURISM

Meets quarterly to assist staff in reviewing CVB content and to share information with and from the arts and culture community to help ensure that arts and culture is well represented in marketing the destination to visitors.

### ADVERTISING

Meets bi-monthly to review consumer advertising budget allocations, creative concepts and strategies. Reviews special event applications.

### MEETINGS & CONVENTIONS

Meets quarterly, plus potential workshops, to assist the staff in crafting the overall sales plan, to include strategic direction, trade show schedule and other promotions geared toward developing the meetings and conventions business.

### HUMAN RESOURCES

Meets quarterly, or as needed, to provide leadership and support in personnel and human resource areas including employee relations, compensation, benefits and staff development, and assists management with fostering a positive and productive work environment.

### TOUR & TRAVEL

Meets quarterly, plus potential workshops, to provide input and overall strategic direction relative to trade show schedules and promotional events. Focuses on developing new opportunities generated by international and domestic tour operators and travel agents.

### BIKETOBERFEST®

Meets twice a year to provide assistance in developing the advertising plan and marketing opportunities for this annual event. Members also participate in preparing the Biketoberfest® Master Plan for the City of Daytona Beach.

### SPORTS

Meets quarterly, plus potential workshops, to assist in developing strategic direction and marketing opportunities for the development of the group sports market. In addition they assist with the creation of a Local Organizing Committee (LOC) for various sporting events.

# OVERVIEW

## THE PLAN

The revitalization of this destination continues, and the energy it's creating is definitely getting attention.

Consumers, media and travel professionals from around the world are seeing the Daytona Beach area and Volusia County with fresh eyes, and their positive responses are nothing short of inspiring. Current investments include new and refurbished properties, parks, trails, restaurants, attractions and more.

In 2018 alone, the area welcomed a record 10.2 million visitors who spent \$6.1 billion in our local community. The tourism industry generated nearly 56,000 local jobs, with a payroll exceeding \$745 million. In addition, visitors pay nearly 40% of all sales tax collected in Volusia County.

Through tourism marketing, the CVB introduces these visitors to the most dynamic and pristine areas of our Volusia County communities – beaches and other outdoor assets, arts and cultural treasures, and more - and encourages them to take the time to explore them all.

The Brandon Agency, the CVB's advertising agency of record, is continuing a high-impact and evolving advertising campaign that reaches new and returning visitors with pertinent messaging customized to their specific demographic and psychographic profiles. The destination's overall branding message resonates well with target audiences and delivers solid gains. Through this process, we're able to grow the positive perception of the Daytona Beach area and increase the economic impact that our visitors have on our community.

In 2019/20, the CVB looks forward to exploring creative new ways to partner with VISIT FLORIDA, the State's tourism marketing arm, in order to leverage local destination marketing dollars against competing destinations.

Other areas of focus this year will include: support of Canadian tourism and Daytona Beach International Airport flights; a strategic "refresh" of the CVB's website and countywide Visitors Guide; an increased focus on younger markets to help strengthen the ever-important visitation pipeline; and through innovative sales and marketing opportunities, the Group Sales Department will focus on emerging markets, sports meetings and sports programs utilizing countywide facilities, and citywide conventions partnering with the Ocean Center and other major meeting facilities. Group Sales will continue to focus on small market meetings, social gatherings and international development.

These initiatives will be supported with enhanced advertising/marketing spending, the use of the latest digital technologies, and staff development in strategic areas.

As always, this marketing plan and corresponding budget provide the CVB staff and partners with a playbook focused on achieving strong, measurable results that benefit local citizens, local businesses and our local economy.



## OVERVIEW (cont'd)

### OUR HISTORY



The Halifax Area Advertising Authority (HAAA), dba the Daytona Beach Area Convention and Visitors Bureau (CVB), functions as a destination marketing organization for the greater Daytona Beach area. The organization is tasked with promoting and advertising the greater Daytona Beach area – which includes many assets throughout Volusia County – to the traveling public, in order to garner overnight stays and positive economic impacts.

The main source of CVB funding is the 3% Convention Development Tax, which is a tax on transient accommodations located within the Halifax Taxing District. (A totally separate “bed tax” is the 3% Tourist Development Tax, levied countywide on short-term rentals and currently funding the Ocean Center.) The CVB also generates a small amount of revenue through sponsorships, cooperative promotions and advertising.

The Convention Development Tax is dedicated specifically to tourism marketing, and because of it, no tourism marketing funding comes from local municipalities or local residents. In 1984 the Volusia County Council under Florida Statute 212.0305, created the HAAA board to administer and disburse the proceeds from the 3% Convention Development Tax. This 11-member Authority meets bi-monthly to receive updates and review additions or modifications to the budget and marketing plan. As mandated by law, a majority of the Authority represents lodging facilities within the Halifax Taxing District, and the remaining members represent a variety of tourism-related businesses from throughout the district.

In order to organize and implement all destination marketing programs for the area, HAAA currently contracts for employees through AUE Staffing. In 2019/20, HAAA will oversee the investment of just over \$9 million in bed tax dollars to promote and advertise the Daytona Beach area.

With this total budget, the CVB, under HAAA’s direction, will implement plans to support consumer marketing, meetings and conventions, tour and travel, sports, paid and earned media, and more. Each year, the organization’s comprehensive program of work is designed to respond to an ever-changing audience.

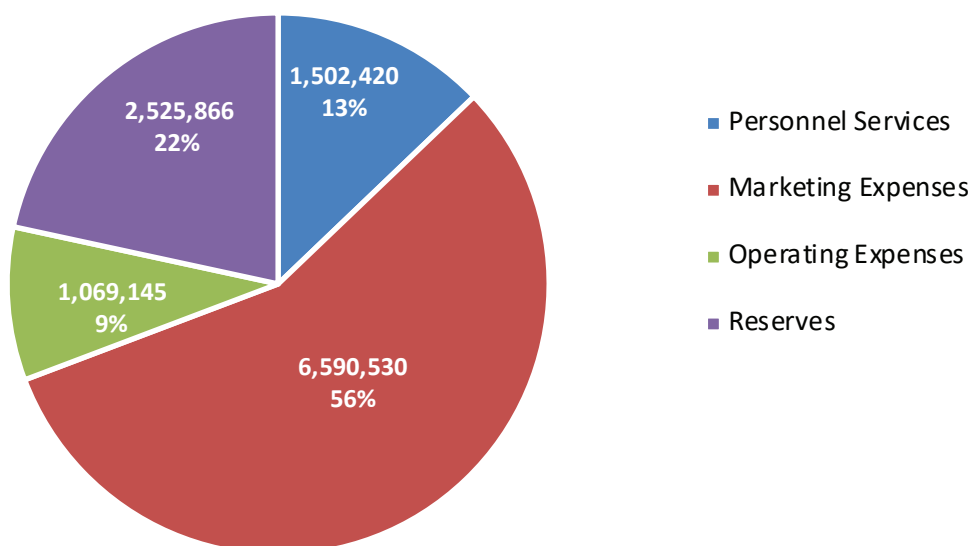
The organization is research-driven, performance-based and committed to advertising and promotions that elevate awareness of tourism assets throughout Volusia County.

# BUDGET

## Summary Budget Comparison Halifax Area Advertising Authority

	FY 2017-18 Actual	FY 2018-19 Budget	FY 2018-19 Estimate	FY 2019-20 Request
<b>Revenues By Source</b>				
Convention Development Taxes	\$ 8,626,611	\$ 8,930,670	\$ 8,907,065	\$ 9,085,095
Interest Income	10,497	12,000	12,000	12,000
Misc. Revenue	82,266	75,000	75,000	65,000
Appropriated Fund Balance	1,387,098	1,603,772	2,411,267	2,525,866
<b>Total Revenues</b>	<b>\$ 10,106,472</b>	<b>\$ 10,621,442</b>	<b>\$ 11,405,332</b>	<b>\$ 11,687,961</b>
<b>Expenditures by Category</b>				
Personnel Services	\$ 1,250,576	1,438,784	1,334,554	1,502,420
Marketing Expenses	5,613,080	6,645,424	6,494,486	6,590,530
Operating Expenses	831,549	933,462	1,050,426	1,069,145
<b>Total Operating Budget</b>	<b>\$7,695,205</b>	<b>\$ 9,017,670</b>	<b>\$ 8,879,466</b>	<b>\$ 9,162,095</b>
Reserves	-	1,603,772	-	2,525,866
<b>Total Expenditures</b>	<b>\$ 7,695,205</b>	<b>\$ 10,621,442</b>	<b>\$ 8,879,466</b>	<b>\$ 11,687,961</b>
<b>Number of Full-Time Positions</b>	19	18	18	18
<b>Number of Part-Time Positions</b>	10	8	9	9

### Expenditures By Category



# MARKETING & DESIGN

## CONSUMER MARKETING

The Marketing & Design Department promotes Daytona Beach as a preferred beach destination to a wide range of potential visitors. Focusing on Florida, domestic U.S., Canadian, and international visitors, a strategic plan and an engaging advertising campaign will drive brand awareness, quality website traffic, data collection and hotel bookings.

### Brand Engagement:

- Keep destination as top of mind for beach travelers
- Year-round brand presence through media outlets
- Participate in marketing partnerships to expand consumer reach
- Maintain relationships with core audience
- Foster relationships with new customers

### Promote the Destination:

- Create an integrated marketing and media plan
- Engage consumers through a cohesive creative campaign
- Build data collection of travelers interested in the destination
- Showcase the destination at consumer travel shows

### Grow Revenue:

- Increase bed tax revenue, occupancy, ADR and REVPAR
- Maintain visitors during peak travel seasons
- Increase visitors from new market segments
- Extend length of stay while building weekday stays
- Explore opportunities to support event growth
- Support and enhance shoulder seasons
- Promote airlift

### Data Collection:

- Increase visitor data collection
- Create segmented markets within visitor profiles and habits
- Capitalize on promotions and partnerships

### KEY PERFORMANCE INDICATORS (KPIs):

- Increase lead generation
- Increase website visitation
- Increase quality traffic to website
- Increase social media followers/engagement
- Increase lead generation
- Decrease bounce rate
- Increase RevPar



### TRENDS/INSIGHTS:

Putting Mobile First  
As mobile is (and continues to grow as) the device that assists travelers while in their dreaming stage, your campaigns can't live only on desktops.

Source: [www.sojern.com/travel-insights](http://www.sojern.com/travel-insights)

## 2018 DAYTONABEACH.COM STATS



### Visits by Device Type:

- Mobile 66%
- Desktop 26%
- Tablet 8%



### Visits by Top 3 Cities:

- Orlando 11%
- Atlanta 3%
- Miami 2%



### Visits by Top 3 States:

- Florida 42%
- Georgia 8%
- Texas 5%



### Visits by Top 3 Countries:

- Canada 4%
- UK 3%
- Germany >1%



## MARKETING & DESIGN (cont'd)

### **TARGET AUDIENCES:**

- Primary: Families - Women (25-54 with children); Boomers, Gen X, Millennials
- Secondary: Couples & Empty Nesters; Boomers, Seniors, Gen Z
- Household income range \$40 – 100K

### **TARGETED GEOGRAPHY:**

- Florida: Orlando, Jacksonville, Tampa, St. Petersburg, Miami, Fort Lauderdale
- Out-of-State: Georgia, South Carolina, Ohio, New York, Pennsylvania, Michigan, Illinois, North Carolina, Texas
- International: Toronto, Canada, United Kingdom
- Target “Prime Nine” cities: Orlando, Jacksonville, Tampa, Miami, Atlanta, Chicago, Charlotte, New York City, Houston

### **MARKETING TIMING BY AUDIENCE:**

- Fall/Winter: Couples - Boomers, Seniors, International visitors
- Spring: Families - Boomers, Gen X, Millennials, Gen Z, International visitors
- Summer: Families – Boomers, Gen X, Millennials, Gen Z

### **MEDIA STRATEGY:**

- Continue a layered media approach, with an emphasis on digital and support of traditional media, to assist in brand awareness tactics and generate new leads through website visits and Visitors Guide downloads/requests by mail
- Expand targeted paid social media to include Pinterest to continue to drive leads
- Advertise to potential visitors at the moment they start looking for destinations, not after they have already started their search
- Use existing media channels in new ways in order to increase exposure to the destination
- Expand paid social campaigns and enewsletters in native advertising



### **TRENDS/INSIGHTS:**

A traveler begins searching on travel sites about 49 days from their date of travel, and they begin searching for their flight about 26 days before booking their hotel. For hotel bookings, travelers search about 10 days before booking their hotel and 30 days before travel.

*Source: [www.sojern.com/travel-insights](http://www.sojern.com/travel-insights)*

## MARKETING & DESIGN (cont'd)

### OVERALL GOALS:

#### Domestic Markets:

- Use engaging campaigns to enhance the perception of the destination
- Develop a measurable cross-channel marketing plan
- Increase business from top Florida drive markets and East-of-the-Mississippi
- Continue to grow core consumer groups while seeking new market segments
- Support air service

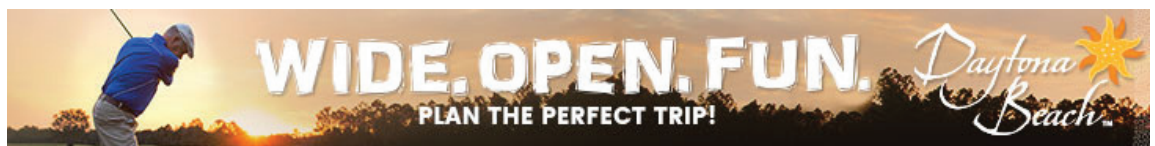
#### International Markets:

- Promote travel to Daytona Beach in key Canadian and United Kingdom markets
- Promote and support air service

#### Niche Markets:

- Enhance the Daytona Beach Golf program
- Leverage a variety of tourism events to lift off-peak travel periods
- Continue to maintain Biketoberfest® as a preferred motorcycle rally
- Begin marketing to the Gen Z traveler

## WIDE. OPEN. FUN.



## MARKETING & DESIGN (cont'd)

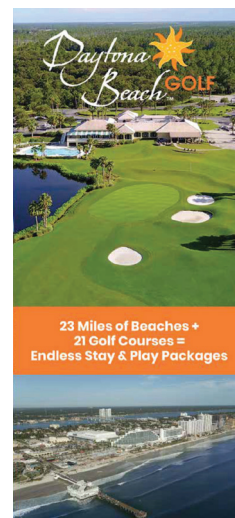
### STRATEGIES:

#### Domestic Consumer:

- Continue to build on the consumer marketing campaign's brand message
- Evolve the media plan to improve ROI
- Focus on targeting the "Prime Nine" cities - Orlando, Jacksonville, Tampa, Miami, Atlanta, Chicago, Charlotte, Houston, New York City
- Focus on Key Performance Indicators (KPIs) to gauge campaign's success
- Continue to grow core family, couple and boomer business
- Enhance the consumers' website experience through updated website design
- Use Visitor Information Centers for customer acquisition, partner exposure and visitor experience
- Work with industry partners (VISIT FLORIDA, Destinations Florida, DI, STS) to leverage buying power and reach
- Increase lead generation by 15%
- Geo-target consumers through digital media opportunities
- Develop an email campaign that targets specific markets and consumer interests
- Develop cross-channel content to increase website traffic, social presence and organic influence
- Engage area partners in quality co-op advertising opportunities
- Increase quality traffic to DaytonaBeach.com
- Develop website content through blogs and videos to promote countywide assets
- Create register to win promotions to increase data collection
- Support airlift to direct flight markets
- Ground all aspects of marketing in market research

#### International Consumer:

- Increase visitors from Canada and United Kingdom through focused marketing plans
- Create brand interest through new engaging campaigns and targeted media strategies
- Develop an email campaign that targets specific markets and consumer segments
- Partner with other local CVBs and VISIT FLORIDA to increase target reach and media exposure
- Promote local and regional airlift





## MARKETING & DESIGN (cont'd)

### Niche Markets:

- Incorporate social influencers into media strategy to reach key markets
- Continue to target leisure group travel by enhancing the Daytona Beach Golf program
- Attend three golf-focused consumer shows in key markets
- Seek new tourism events with potential growth for generating overnight stays during shoulder seasons
- Continue to fund annual high-impact events that increase stays to the destination
- Evolve Biketoberfest® marketing efforts to attract new audiences and create new sponsorship opportunities
- Implement tracking and database growth

### Creative & Design:

- Refresh website design to increase engagement and improve user experience
- Develop impactful collaterals for both visitors and industry professionals
- Continue using the Wide. Open. Fun. creative campaign
- Elevate the destination's Visitors Guide to be an inspirational travel piece
- Assist all departments with creative and marketing services
- Maintain brand standards for all destination marketing materials

### Audiences and Travel Behavior:

- **Seniors (65+)**  
*Multi-generational vacationers*  
*Have ample time and resources*  
*They are excellent weekday vacationers*
- **Boomers (55-70)**  
*Less budget-conscious and likely to spend more on hotels than any other generation*  
*Less likely than other generations to be influenced by deals in ads*  
*Travel priorities include relaxing, sight-seeing with options for historical sites and culture*  
*On average, they travel 27 days per year*
- **Gen X (37-52)**  
*Family-oriented travelers who use reviews and information brand content during the planning process*  
*They read reviews and will research before making a booking*  
*They take an average of 26 days of travel per year*
- **Millennials (24-35)**  
*Frequent, deal-driven travelers*  
*37% are influenced by blogs or articles about travel destinations*  
*51% use online travel agents (OTA) to book their trip*  
*They log more travel days than any other generation at 35 days a year*
- **Gen Z (0-23)**  
*Value adventure experiences*  
*Book less than 30 days before traveling*  
*Commonly extend weekend travel to 3-5 days*  
*36% have chosen a destination specifically because they saw a post about destination on social media*

Sources: Northstar Research Partners; [lifestyle.inquirer.net](http://lifestyle.inquirer.net); [globetrendsmagazine.com](http://globetrendsmagazine.com)

## MARKETING & DESIGN (cont'd)

### PARTNER PROGRAMS

The Consumer Promotions and Partner Liaison Department focuses on exposing the brand to well attended consumer shows, connecting with visitors in market and engaging our local industry partners in all CVB efforts

#### **STRATEGIES:**

##### **Consumer Travel Shows:**

- Attend seven high-volume consumer travel shows with fair share booth opportunities
- Increase partner participation in consumer travel show schedule
- Improve tractability, data collection and email follow-up process
- Improve booth experience with interactive elements

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

- Enhance the overall visitor experience at local Visitor Information Centers
- Increase partner participation at both Visitor Information Center locations
- Collect consumer data for future communication opportunities
- Assist visitors with travel and vacation information
- Increase user generated content and social media engagement by visitors during vacations
- Provide collaterals to all five VISIT FLORIDA Welcome Centers

##### **Partner Programs:**

- Increase partner engagement using the CVB's online Partner Gateway, surveys and signature events
- Promote CVB opportunities and lead-generation programs
- Provide partners with marketing tools and opportunities to help increase their business

#### CONSUMER SHOWS:

Show	City
<i>Southern Women's Show</i>	<i>Orlando</i>
<i>National Women's Show</i>	<i>Toronto</i>
<i>Travel &amp; Adventure Show</i>	<i>Chicago</i>
<i>New York Times Travel Show</i>	<i>New York City</i>
<i>AAA Travel Show</i>	<i>Columbus</i>
<i>Travel &amp; Adventure Show</i>	<i>Atlanta</i>
<i>AAA Travel Expo</i>	<i>Long Island</i>

# SALES

## GROUP SALES

The Group Sales Department will continue to create a greater demand in order to grow the Meetings, Sports and Travel Trade market segments for the destination and position Daytona Beach as a viable location for group business.

**Hotel/Small Market Meeting Concentration:** The sales team will continue to target groups requiring hotel meeting space and unique meeting venues. With over 300,000 square feet of meeting space at area hotels and regional private event facilities, the Group Sales Department will leverage our memberships and direct sales messaging providing a foundation of meeting leads and databases that will support targeting prospective group business opportunities. Group Sales will also work closely with the Ocean Center and Daytona International Speedway supporting their efforts with new lead distribution, hotel lead generation and convention services support.

**Ocean Center/Daytona International Speedway Citywide Opportunities:** The sales team will partner with the Ocean Center and Daytona International Speedway teams to identify citywide opportunities requiring at least two or more hotels. The Group Sales Department will co-sponsor client events, FAMs and site visits with the Ocean Center and Daytona International Speedway to build brand awareness.

**Sports Concentration:** Group Sales will continue to focus on becoming a premier sports tourism destination for the economic benefit of the community by boosting hotel occupancy and encouraging visitor spending. The rebranding of sports in the Daytona Beach area will continue with a focus on sports meetings, bringing brand awareness to associations that specialize in all aspects of the sports industry. Group Sales will work to identify emerging sports programs, competitive arts and niche markets, with a continued focus on national/regional youth and adult sports that will utilize county and city facilities.

**Travel Trade Concentration:** The focus of Travel Trade is to develop, promote and increase the volume of business produced by domestic/international tour operators, travel agents and online sellers of travel to the greater Daytona Beach area. Working together with the Southeast and West Volusia Advertising Authorities, Travel Trade will highlight all of Volusia County's assets. Travel Trade will continue to bring increased exposure to the Daytona Beach area by working with HAT Marketing representing the United Kingdom, Ireland and Germany, building our name recognition through long-haul stays and twin center vacations. Travel Trade will also have renewed focus on the growth of the Toronto and Montreal markets through new partnerships. Through research, the department will work to identify other emerging markets to the destination such as Brazil.

**Convention Support:** Convention Services coordinates the Group Sales Department's Convention Services and Administrative support to include Group Sales, Sports, and Travel Trade divisions. The coordinator acts as a liaison between the CVB team and industry partners to provide local services to our Group Sales and trade show clients. Convention Services will work with our area hotels and meeting facilities toward business retention.

**With a focus on market segments that will produce the highest and best use of our area hotels, the Group Sales team will maintain existing relationships and build new business within the following markets:**

<i>National and State Associations</i>	<i>Education</i>
<i>3rd party/Independent planners</i>	<i>Fraternal</i>
<i>State Government</i>	<i>Religious</i>
<i>Corporate</i>	<i>Sports</i>
<i>Social</i>	<i>Tour &amp; Travel</i>
<i>Military</i>	

**A continued emphasis will be placed on developing opportunities from these additional markets:**

*Financial*  
*Insurance*  
*Medical*  
*Incentive*  
*International development*



## **SALES (cont'd)**

### **STRATEGIES:**

- Work with Simpleview on the website refresh to increase visitation to the site as a resource specific to the needs of the meetings planner, sports rights holder and travel trade operator – Meetings/Sports/Trade
- Maintain and grow goals, accountability and detailed ROI – Meetings/Sports/Trade
- Partner with the Ocean Center to identify potential citywide opportunities – Meetings/Sports
- Continue to partner with the Ocean Center offering convention services support, creating business retention – Meetings/Sports
- Develop new small market meetings and maintain existing markets - Meetings
- Continue sports rebranding with an focus on sports meetings - Sports
- Utilize incentive dollars to assist in closing business – Meetings/Sports
- Focus on groups that will consider multi-year contracts – Meetings/Sports/Trade
- Strategically place advertising (print/digital) and editorial in key trade media – Meetings/Sports/Trade
- Target needs periods with a focus on the value season by working with hotel partners – Meetings/Sports/Trade
- Develop regional opportunities and book industry shows that will increase visibility to our area – Meetings/Sports/Trade
- Increase focus on groups that can utilize county wide assets and improve visibility to new customers – Meetings/Sports/Trade
- Utilize our industry memberships and direct sales messaging to increase destination awareness – Meetings/Sports/Trade
- Increase focus on staff development

### **ACTION PLAN:**

- Identify potential groups and messaging for use with all attendee databases obtained from tradeshow, in market presentations, sales calls, industry memberships, FAMs and lead generation/data base research programs
- Develop small and mid-sized meeting leads for the area hotels that can accommodate smaller meetings, including military and family reunions
- Utilize the Sports and Meetings Incentive Fund to support groups of all sizes with an emphasis on increasing opportunities for groups with 50-700 rooms nights on peak
- Work with the Ocean Center to identify citywide convention opportunities
- Develop a corporate meeting initiative focusing on regional corporate meetings to bring exposure to the Daytona Beach area and new hotel product; to include weekly sales calls, lunch and learns, client events, FAM's with high-energy activities, team building and motivational/educational speakers
- Continue our growth in strategic partnerships with 3rd party planners, supporting their partnerships with our area partners and incentivizing them to book Daytona Beach
- Approach all lost business with a new energized message
- Incorporate quarterly and one-day regional FAMs/Summits supporting all markets
- Develop a comprehensive business retention program with our convention services and event support programs
- Continue maintenance and enhancement of the CVB's comprehensive reporting system
- Identify and attend local social organizations, including speaking opportunities, with messaging to consider Daytona Beach area as host city for their regional/national meetings
- Media buys (print/digital) that include planner-to-planner messaging and testimonials with co-op opportunities for area partners
- Support organizations with program sponsorships with our attending partners
- Track survey responses for meeting planners and sports rights holders

## SALES (cont'd)



Connect FAITH

### RELIGIOUS/FAITH-BASED MARKETS:

Faith-Based/Religious programs typically look for value, drive-in markets and second-tier destinations. They provide strong repeat bookings for area partners as well as citywide programs.

#### STRATEGIES:

- Colorado/Chicago in-market presentation
- Host regional one-day mini FAMs and lunch-and-learn programs
- Target regional faith-based planners that can use feeder flights and easy drive-in access
- Develop a targeted list of a new faith-based meetings to attract to our destination
- Create a strong presence for the destination and its partners at Connect Faith Religious Conference Management Association (RCMA), Christian Meetings & Conferences Association (CMCA), and other faith-based conferences

### NATIONAL ASSOCIATION MARKET:



A national association refers to a corporate body consisting of groups of associated persons who usually meet periodically because of common interests, objectives or profession. For this reason, almost every market segment can be represented by a national association. The national organizations are generally concentrated in the Washington, DC and Chicago areas. Typically, the annual programs consist of a high number of attendees with the ability to create a strong economic impact for the destination.

#### STRATEGIES:

- Attend Connect Marketplace, Destination International's Destination Showcase in Washington, DC with a client event, and Professional Convention Meetings Association's (PCMA) Education Conference
- Create and enhance strong partnerships with area hotels, new hotel product and the Ocean Center, identifying room nights of 50 – 700+, need periods, ADR, food and beverage, and citywide opportunities
- Partner with meeting hotels to offer competitive booking incentives for planners
- Work with Northstar Meetings Group on targeted/retargeted email and destination spotlights to distribute the Daytona Beach area message using their vast database of 600,000 meeting professionals
- Continued presence in Washington DC and Chicago with sales missions and presentations



## SALES (cont'd)



### **SMEF MARKETS: SOCIAL, MILITARY, EDUCATIONAL, FRATERNAL, STATE ASSOCIATION AND GOVERNMENT**

The **SOCIAL** market consists of family reunions and social programs interested in drive markets with a range of affordable rate ranges.

The **MILITARY** market segment consists of military divisions from Vietnam Veterans to current and Yellow Ribbon programs. The military reunion planner may work for a military association or volunteer to coordinate their annual programs.

The **EDUCATION** market segment provides short-term booking opportunities and often holds regional meetings.

The **FRATERNAL** market segment consists of volunteer members with meetings and events ranging from local and state chapters to national events. Affordability and location are key with this market. This market has one of the largest membership bases nationally and internationally.

#### **STRATEGIES:**

- Create marketing campaign (email and print)
  - Pre/post packaging
  - Day excursions
  - Area discounts
- Identify local and regional Military, Social and Fraternal organizations
  - Speaking opportunities
  - Annual Indianapolis Fraternal sales mission
  - Educational “How to Plan Your Next Gathering”
  - Identify sponsorship opportunities
  - Engage hotel partners to assist in creating new business focused on educational seminars, military reunions and family reunions
- Educational group opportunities
  - Identify educational opportunities through our colleges, universities and MPI chapters
  - Maintain a strong presence in the Tallahassee, Orlando, Tampa and Gainesville markets
  - Research and build relationships with regional and national educational organizations
- Host an annual FAM trip along with one-day mini or multi-day FAMs
- Tradeshows: Your Military Reunion Connection, Military Reunion Network, Fraternal Executives Association, Rendezvous South and Connect Marketplace
  - Host client events
  - Indianapolis sales mission
  - Identify sponsorship opportunities





### **STATE ASSOCIATION AND STATE GOVERNMENT MARKETS:**

**STATE ASSOCIATION** and **STATE GOVERNMENT** programs foster collaboration through networking and educational events. Educational and networking activities include first-class speakers and build relationships within the association/government industry and with those that support the organizations. Meetings provide short-term booking opportunities for area hotels.

#### **STRATEGIES:**

- Maintain membership and regular attendance with the two Society of Government Meeting Professionals (SMGP) chapters in Tallahassee and Gainesville
- Visit Tallahassee and Gainesville on a monthly basis
- Sponsor one SGMP meeting each year with these two chapters
- Gainesville in-market presentation
- Tallahassee in-market presentation(s) and client events
- Tallahassee planner FAM/Summit
- Maintain membership and regular attendance with FSAE (Florida State Association of Executives)
  - FSAE Convention
  - Attend FSAE monthly lunches
  - Sponsor one roundtable meeting in Daytona Beach and/or Tallahassee
  - Sponsor Client Appreciation event
- Support our area partners' efforts in the Tallahassee and Gainesville markets
  - Sales calls
  - In-market presentations
  - Sponsorship opportunities
- Tradeshows: SGMP Southeast Regional Education Conference, Xsite Tradeshaw, and Florida Society of Account Executives (FSAE) Annual Conference

### **CORPORATE MARKET:**

In the rapidly changing global culture of business, companies are focusing more on collaboration — within their organizations and with external clients and vendors. Educational and networking activities include first-class speakers and building relationships within the corporate industry. Meetings provide short- and long-term booking opportunities for area hotels. With a focus on the destinations feeder markets, as well as new development and growth, there is a new interest in the Daytona Beach area.

#### **STRATEGIES:**

- Leverage membership/affiliate memberships with regular sales team attendance, strategic sponsorships and presentations, with Meeting Professionals International (MPI) located in Orlando, Jacksonville, Tampa, Georgia, Charlotte, and New York
- Partner with the Ocean Center and area partners conducting sales calls in Orlando, Jacksonville, Atlanta, Charlotte, New York
- Deliver consistent messaging via email marketing campaign and media buys (print and digital)
- Identify local corporate meetings within Daytona Beach industries
- Tradeshows: Connect Corporate, MPI Sunshine Educational Summit, Independent Planner Education Conference and Rendezvous South

## SALES (cont'd)



### THIRD PARTY PLANNER MARKET

Independent meeting planning firms bring the needs of their clients to area hotels and the Ocean Center. They are representative of every market and every size meeting. A third-party planner may work directly with the CVB to distribute the qualified lead or rely on the CVB for convention support.

#### STRATEGIES:

- Continue to build and develop strategic partnerships with HelmsBriscoe and Conference Direct
- Create opportunities to host regional third-party planner meetings, FAMs and Summits
- Through Cvent membership enhance exposure for destination and partners with a comprehensive digital campaign, create quarterly incentive promotions, and attend Cvent Connect tradeshow
- Develop a marketing campaign that includes enhanced convention services and booking incentives
- Tradeshows: Conference Direct, Independent Planner Education Conference (IPEC), HelmsBriscoe, and Cvent Connect

### INCENTIVE MEETING MARKET



Incentive Meeting Market Travel incentives are a reward subset of an incentive, recognition or a loyalty program, which is a business tool used to change behavior to improve profit, cash flow, employee engagement and customer engagement. The incentive meetings market has evolved to include team building, educational and motivational components. The market generates a higher ADR, short-term bookings, and utilizes 3-, 4- and 5-star hotel properties. They can also be event driven.

#### STRATEGIES:

- Continue membership with SITE Global International Foundation
- Attend USTA's International PowWow (IPW) and Independent Planner Education Conference (IPEC)
- Work with our area partners to create team building/incentive packages



#### **TRENDS/INSIGHTS:**

On our list again this year, non-traditional sports are taking hold all across the country. The membership of USA Pickleball has grown sevenfold over the past five years to over 28,000 members. Colleges are offering scholarships for E-gaming. Drone racing has its own national league system. BMX racing is the fastest growing sport in America according to the Sports and Fitness Industry Association.

Source: Jon Schmieder, Founder + CEO of the Huddle Up Group LLC

## SALES (cont'd)

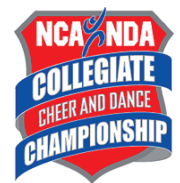


### SPORTS:

The Sports division of Group Sales focuses on attracting, planning, creating, implementing and evaluating new sports programs that drive economic development through increased hotel occupancy and visitor spending. By using public and private athletic facilities, partnering with communities, colleges, universities, private athletic venues and local athletic interests, we can maximize opportunities to enhance our destination's sports brand, as well as build new and strengthen existing relationships with governing bodies and event holders.

### STRATEGIES:

- Working with our agency of record, effectively brand and market Sports Daytona Beach through digital advertising, social media and online content
- Develop additional assets including sports specific video (add footage) and new collateral materials
- Continue to focus on sports meetings, garnering additional exposure for potential sports pro-grams
- Work closely countywide municipalities and sports venues to target regional, national and international events through various organizations such as:
  - United States National governing bodies (NGB's)
  - National Collegiate Athletic Association (NCAA)
  - National Association of Intercollegiate Athletics (NAIA)
  - United States Specialty Sports Association (USSSA)
  - Amateur Athletic Union (AAU)
- Engage the CVB's Sports Advisory Committee to assist with securing new events and promote existing events
  - Focus on new sporting events and organizations
  - Offer assistance for current tournaments and events for business retention
- Work with countywide municipalities and venues on tournaments and events
- Attend industry conferences and trade shows to network and interface with national governing bodies to develop new relationships and strengthen current ones
  - National Association of Sports Commissions
  - SPORTS Institute
  - TEAMS
  - Connect Sports
  - US Sports Congress
  - AAU Annual Conference
  - ESports Summit
  - Sports Industry Exchange
  - Florida Sports Foundation Board Meeting(s)
- Connect with sports and event rights holders via sales missions, client events, and presentations in Colorado Springs, Tennessee, Indianapolis and Florida
- Create a sports FAM/Summit in the destination and invite National Governing Body decision makers to include: Sports panel discussion, guest speakers, facility and hotel site tours
- Ensure quality support services for incoming events utilizing a strong support program to help area partners develop events and promote multiyear events
- Working closely with Florida Sports Foundation apply for and offer grant funding and incentives that assist in attracting events
- Increase focus on sports meetings that can bring added exposure for sports programs
- Increase brand awareness through targeted email, Facebook, LinkedIn, Pinterest and Twitter
- Engage the local community in order to garner additional support for sports initiatives



## SALES (cont'd)



### TRAVEL TRADE:

The mission of the Travel Trade Sales Department is to develop, promote and increase the volume of business produced by domestic/international tour operators, travel agents and online sellers of travel to the greater Daytona Beach area.

### STRATEGIES:

- Increase room nights actualized by 10% using the Simpleview database and information supplied by receptive operators.
- Coordinate efforts with Southeast and West Volusia Advertising Authorities to promote all Volusia County assets.
- Develop and promote innovative tour & travel marketing support for use by the trade
- Form new trade partnerships that benefit and strengthen the objectives of the destination and our lodging partners
- Visit and interview existing accounts for constructive feedback
- Partner with regional destinations to generate duel city/duel tier programs
- Identify and establish new marketing opportunities by creating “add on” land package with Florida Cruise lines
- Extend existing sales team by developing joint packaging strategies with hotel partners and attractions
  - Provide collateral to area partners for distribution in their sales kits
  - Develop attraction/entertainment/meal voucher programs
  - Attend weekly presentations in Orlando with Thomas Cook
- Coordinate sales missions and marketing opportunities to complement ongoing consumer media buys
  - AAA (Heathrow) and AAA Auto Club South (Tampa) as well as other Florida inbound clubs around the country
  - Continue sales missions in South Florida, North Florida and Georgia
  - Attend weekly/bi-weekly presentations with partners in Orlando with Thomas Cook during their welcome gatherings for incoming visitors
- Increase exposure in the Canadian markets through tradeshow, sales missions and marketing opportunities
- Increase brand awareness with Receptive & Tour Operators in Orlando, Miami, New York and the Southeast
  - Open up placement/inclusions with Florida-based Receptive and Tour Operators
  - Support Wholesalers and Tour Operators who sell direct to clients upon arrivals through orientations or direct selling at hotels by their personal representatives
- Continue Travel Agent and Tour Operator awareness through OTT certification program
- Attend key trade events
  - United States Travel Association’s International PowWow (IPW)
  - Florida Huddle
  - World Travel Market (WTM)
  - North American Journeys (NAJ)
  - Ontario Motor Coach Association (OMCA)
  - American Bus Association (ABA)
  - Maryland Motorcoach Association
  - ITB (possible partnership with Southeast Volusia)
- Continue in-market representation conducting weekly sales calls, trainings and destination representation with VISIT FLORIDA and Brand USA in the United Kingdom, Germany and Ireland
- Identify emerging markets such as Brazil

## SALES (cont'd)



### **TRENDS/INSIGHTS:**

Despite political and economic uncertainty in 2019, with Brexit negotiations still taking place, UK consumers are still booking holidays and planning travel for 2019 and beyond. UK tour operators reported strong bookings for the first quarter of 2019, with travel to the USA strong. In 2018 there were 1,542,000 UK visitors to Florida – up 3.1% year on year and making up 11% of total international visitors to Florida.

*Source: The Deloitte Consumer tracker for Q4 2018*

### **CONVENTION SERVICES:**

Convention Services coordinates the CVB Group Sales Department's convention services and administrative support to include Group Sales, Sports and Tour & Travel divisions. The coordinator acts as a liaison between the CVB team and industry partners to provide local services to our group sales and trade show clients. The Convention Services Coordinator will coordinate all events in the Group Sales Department including Sales Missions, Client Events and FAMs. The Convention Services Coordinator also acts as a back up to Sales Coordinator.

### **GROUP SALES COORDINATOR:**

The Sales Coordinator provides internal support to the Group Sales Director, Sales Managers and Convention Services Coordinator in the development of successful, measurable programs to monitor and report on meetings, sports and travel trade within Simpleview. The Sales Coordinator will verify all account data input and lead distribution to area partners and assist the sales manager with follow up. The Sales Coordinator also acts as a back up to Convention Services Coordinator.



# COMMUNICATIONS

The Communications Department has a strategic role in helping to position the destination, increase visitation, and drive positive impact economic of tourism in the Daytona Beach and Volusia County area.

## **OVERALL GOALS:**

The Communications Department will help raise brand awareness of, and drive affinity for, the destination by informing visitors and inspiring travel to the Daytona Beach area by:

- positioning the CVB as the trusted resource for travel planning information through effective public relations, social media, community relations, and print and digital communications;
- promoting all the best assets in the Daytona Beach area and Volusia County while supporting the destination's brand and the mission of increasing over-night stays in the Halifax Taxing District;
- implementing effective media relations strategies and tactics including responding to press trip requests, hosting media visits, producing editorial content and supporting advertorial opportunities; and
- collaborating with our industry partners and the two other tourism advertising authority bureaus.

## **Consumer**

By focusing on travel media in the prime direct-flight and drive markets, we will:

- Produce content that highlights new developments and the best assets in the Daytona Beach area to help secure positive stories and increase the value of earned media
- Host two countywide media familiarization (FAM) tours
- Strategically select, and host, individual media visits
- Create quarterly news releases and distribute to targeted regional and national consumer and travel media
- Actively seek out, and respond to, travel journalists, publications and social influencers
- Participate in three media receptions and/or missions in key markets, leveraging opportunities with our tourism partners and other DMOs, when possible

## **Group Sales (Meetings & Conventions/Tour & Travel/Sports)**

Support the Group Sales team by:

- Producing content (e.g. media releases, editorial, website pages, blogs, etc.) to raise awareness of CVB-qualified travel/trade opportunities, sports events, meetings and conventions to local, industry and trade media
- Providing public relations support for CVB-qualified sports events (e.g. Daytona Beach Half Marathon, National Cheer and Dance Association competitions, etc.)
- Leveraging media relations opportunities for industry and trade events, shows, and travel industry FAMs held in-market
- Create and/or edit editorial for sales collateral materials as needed



## **TRENDS/INSIGHTS:**

YouTube and Instagram, whose popularity are based on photographs and videos, are projected to be the big winners in an era of decreasing attention span. Google, an AI leader offering a portfolio of technology tools, is not far behind. While visual experiences will rule, text-based platforms may not.

*Source: 2019 Global Communications Report, the Annenberg Center*

## COMMUNICATIONS (cont'd)



### Social Media

Organic social media is a key component of public relations. Social media channels are tailor made for sharing authentic experiences, distributing content, building relationships and driving loyalty. Working with Marketing and the agency of record, we will:

- Support the brand, raise awareness and increase positive public perception of the destination by helping to produce content such as copy, photographs and video for use in real-time updates and driving engaging conversation across all channels
- Help theme, schedule, create and support the monthly social media plan, ensuring content is on brand and integrated with our strategies
- Support the production and reach of the blog and video library
- Strategically work with select social media influencers
- Support the Key Performance Indicators (KPIs) as listed in the marketing plan

### Digital and Print Communication

- Working with the agency, review, edit and post blogs providing content that informs and inspires visitors about the destination
- Working with Marketing, review and edit consumer enewsletter content
- Continuously improve and update content on DaytonaBeach.com to clearly deliver our brand message, increase organic search, improve user experience and optimize search
- Support all CVB departments through assistance with internal and external communications, collateral materials, presentations, etc.
- Working with designated vendors, support the editorial in key CVB publications (digital and print)

### Community Relations

Actively engage and inform our communities about the CVB and how it markets the Daytona Beach area as a premier Florida vacation destination for leisure, sports and business travel by:

- Identifying and presenting to key community groups
- Representing the CVB at community functions, meetings and special events
- Producing TOURISM TODAY, a bi-monthly enewsletter that highlights CVB and tourism industry achievements sent to tourism partners and interested individuals
- Producing BEACH BLAST, a monthly enewsletter that highlights CVB partnerships and marketing opportunities sent to tourism partners
- Managing the CVB Calendar Events on DaytonaBeach.com and distributing a monthly event calendar to tourism partners and interested residents.



#### TRENDS/INSIGHTS:

PR and marketing teams will use social media monitoring and measurement to find the right voices, including micro-influencers, for their brands. Communicators will realize that people want messages from others they trust rather than from paid celebrities. In addition, audiences are becoming more fragmented and receptive to niche subject-matter experts.

*Source: Ragan.com*

## RESEARCH



Fine Research & Marketing, Inc.

The CVB bases its multi-faceted marketing activities on solid qualitative and quantitative research, from beginning to end.

The HAAA, its committees, staff and the agency of record use the research to determine message, timing, media, images, etc.

Key target audiences are identified and tested, creative and messaging is tested and tweaked, and the final placements are analyzed constantly, with real-time reporting that allows ongoing changes.

Through a relationship with Mid-Florida Marketing & Research and Smith Travel Research (STR), along with other providers such as media clipping services and trackable technology that measures the effectiveness of digital marketing on visitation, the costs of which are included in the corresponding departments, the CVB is able to obtain quality data that helps identify trends and measure the effectiveness of its campaigns

Via the efforts of Mid-Florida Marketing & Research, the CVB garners information about consumer beliefs and perceptions, experiences and propensities – both from existing and potential customers. The monthly Visitor Profile provides valuable insights as to visitors' origin, travel habits, length of stay, satisfaction levels and more. Mid-Florida also offers reporting on Image & Use Studies, Focus Groups, and Conversion Studies – and the company shares with the CVB data on Occupancy (OCC) and Average Daily Rate (ADR) trends that it tracks for the Lodging and Hospitality Association.

STR provides monthly Occupancy and Average Daily Rate data along with a competitive set analysis and a breakdown of leisure, group and contracted business.

This year, the CVB will obtain additional research data which offers a glimpse into OCC and ADR trends - and related revenue implications - within Volusia County's ever-growing peer-to-peer rental market.



### TRENDS/INSIGHTS:

For 2020, STR predicts that supply will increase 1.9% and demand grow 1.7%, while occupancy is projected to slip 0.2%. ADR is expected to rise 2.2% and REVPAR 1.9%. Occupancy in the U.S. has not declined year over year since 2009.

Source: [www.travelweekly.com/Travel-News](http://www.travelweekly.com/Travel-News)



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