

HAAA Executive Update

MAY
2017

New Stats

- ◆ Bed Tax collections for the month of April were \$751,234.38, a 6.88% increase over April 2016
- ◆ Average Daily Rate increased 3% over May 2016
- ◆ May 2017 Occupancy increased 9% over May 2016

Administration

- Attended Daytona Beach Rotary Club weekly meetings
- Worked with the Lodging and Hospitality Association on the National Tourism Week Breakfast
- Joined Georgia Turner of the West Volusia Advertising Authority to attend the SE Volusia Advertising Authority's National Tourism Week luncheon
- Conducted a conference call with Visit Florida's Global Communications Committee
- Attended the Visit Florida Marketing Council Meeting in Ft. Myers
- Assisted Florida Public Relations Association with creating a local slate of officers
- Toured Marina Grande with Sales staff re: meeting space
- Gave presentations at the County's Q1 Update and the Quota convention
- Conducted a WNDB-AM radio interview with Volusia County re: Tourism Week
- Provided an orientation for the HAAA's newest Board member
- Joined the CVB's Leda Beever and local partners in Orlando for tour operator meetings
- Drafted the 2017/18 Budget and Marketing Plan
- Attended a two-day UCF seminar on finance
- Conducted a WELE-AM radio interview on tourism updates
- Did a WSBB-AM radio call-in re: Shriners timeline
- Joined Kay Galloway for a meeting with Orlando Sanford International Airport re: marketing opportunities

Finance

- Communicated the reduction in some 401(k) fees for staff, as part of TriNet's review of expenses
- Received information from Destination Marketing Association International (DMAI) on the destination marketing organization (DMO) reaccreditation process
- Obtained Workers Comp loss reports from TriNet
- Arranged staff development opportunity via a Lunch & Learn session with Stacey Scrabis, a registered dietitian with Halifax Health, who discussed nutrition, fitness and wellness
- Developed guidelines and documentation for the CVB's internship program and on-boarded Justin Vallejo for a Communications assignment
- Provided directors with financial data to assist with actual vs. budget analysis, created new reports and historical departmental snapshots for weekly meetings
- Met with Enterprise car rental managers and CVB staff who travel frequently, in order to resolve service issues
- Processed accounts payable payments of more than \$616,000
- Coordinated with Sloppy Joe's Restaurant for a "soft opening debut" of their food truck in the CVB parking lot along with Chamber and Tortugas staff
- Worked with directors one-on-one on budget adjustments and general ledger adjusting entries

- Met with Paychex for their proposal and updated other companies on payroll and benefits project status; waiting for release of TriNet renewal rates
- Explored training and staff development options

Group Sales

Leads Distributed: 14

Definite Bookings: 9

Tourism Inquiries: 2

Site visits

- Toured off-site event venue Lilian Place
- Attended a site visit tour for the newly-opened Streamline Hotel
- Hosted a site visit and client lunch for the Neighborhood Alliance Church Ladies Retreat 2017
- Participated in a site visit with United States Twirling Association
- Participated in a site visit with the Hard Rock Hotel
- Participated in a site visit with Hampton Inn Oceanfront
- Participated in site visits at Peabody Auditorium, Daytona Beach Poker Room and Cobb Theatres
- Coordinated site visits with Corvette Caravan and Tim Weber Events

Tradeshows and industry events

- Attended the Florida Sports Foundation Summit
- Attended a AAA Sales Mission in Atlanta
- Attended the Receptive Tour Operators(RTO) Summit in New York
- Attended the Capital Events tradeshow
- Attended the Florida State Association Executive monthly luncheon
- Attended the Central Florida Society of Government meeting planners luncheon

Meetings

- Participated in National Tourism Day breakfast meeting
- Participated in daytonabeachsports.com website update meeting
- Conducted a conference call with County of Volusia re: updating of sportsvolusia.com
- Visited with Direct Mail Express (DME) at its facility
- Visited and met with Embry-Riddle Aeronautical University at the campus' ICI Center
- Visited with 16 Tour Operators
- Met with GolfPac/Tee Times to discuss current partnership and future initiatives

Conference call meetings and prospecting

- Held a weekly conference call with Helmsbriscoe associates for the International Association Administrators Professional show
- Made calls to all organizations attending the Fraternal Executive Association tradeshow in June
- Participated in VISIT FLORIDA's Global Air & Trade conference call

Shriners action items

- Coordinated Tourism Ambassadors volunteers for Shriners
- Met with committee chair to discuss Shriners Airport Greeters
- Reviewed the overall project timeline
- Held a conference call with Shriners Headquarters to review Host Hotel room blocks and Overflow Hotel rooms available
- Finalized Shriners VIP Pre-week activities
- Attended the Shriners Executive Committee Meeting
- Conducted a transportation meeting
- Continued work on all VIP invitations to various Shriners activities

- Coordinated local VIP lists for various activities during the Shriners Imperial Session
- Participated in meetings to determine the scheduling of volunteer ambassadors and staff during Imperial Session

Convention Services

- Worked with the following incoming groups for convention services: Professional Association of Athlete Development, Puzon Family Reunion, Statewide Claims Conference, Building Officials Association of Florida Annual Conference, American Baptist Association, Beach 5 Sand Soccer Series, Major Beach Soccer, Shriners, Cru, National Small College Enrollment Conference, Florida Athletic Coaches Association, Florida Maternal Infant & Early Childhood Home Visiting Initiative Meeting, Taekwondo Nationals, National Wrestling Coaches Association and incoming groups requesting welcome bags
- Completed tradeshow items for the following: Fraternal Executive Association, International Pow Wow (IPW), Fraternal Order of Police Chiefs Conference, Charles R. Ware Military Reunion and International Association of Golf Tour Operators (IAGTO)
- Worked with HAT Marketing on invoices, and fiscal year 2016-17 & 2017-18 production spreadsheets

Administrative

- Conducted Group Sales bi-monthly meeting
- Conducted a Sports market branding brainstorm session with CVB partners
- Participated in CVB staff meeting
- Continued audit of all lead reports for accuracy
- Began the review of sportsvolusia.com and daytonabeach.com/sports for integration
- Coordinated and confirmed details and all attendees for International Pow Wow (IPW) Event and lunch tables and confirmed 96 show appointments
- Distributed Save the Date email invitations to all markets for the CVB's September FAM Trip
- Continued work on the IAGTO golf FAM
- Continued work on Integrated Media Marketing's (IMM) upcoming newsletter deployments to all markets
- Met with Debbie Meihls of the New Smyrna Beach Ad Authority
- Completed Jennifer Kaniaris' s annual review
- Participated in department budget meetings
- Updated and reviewed sections of the group sales marketing plan with each team member
- Researched and reviewed fiscal year 2017-18 tradeshow for all markets

Communications

- Press release: "Six One-of-a-kind Daytona Beach Summer Adventures"
- Press release: "Discover the Unexpected" updated with new hotel development
- Press release: "Daytona Beach Double Feature" (golf)
- Celebrated National Tourism Week with the Lodging & Hospitality Association and presented 300+ community leaders in attendance with 2016 Tourism Economic Impact information (2-page collaborative flyer)
- Provided Shriners PR support: Held calls with Bob Wagner, Shriners International and Shriners Children's Hospital PR teams; Walk, Ride, or Drive for LOVE event materials distributed; Public Event list updated
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: Florida Association of Destination Marketing Organizations (FADMO); HAT Marketing; Visit Florida; Paradise; TravelHost Orlando Magazine, WNDB 1150 AM, Daytona Beach News-Journal; Atlanta Journal Constitution, Pat Travers Band

concert promoter; Gosh PR/Hertz; US Travel Association IPW marketplace; Florida Outdoor Writers Association; Halifax Rowing Association; USS Charles Ware; Major Beach Soccer; CVB Sports staff

- Edited the CVB's 2017 Visitors Guide
- Welcomed summer Communications college student intern Justin Vallejo May 7, established academic-focused range of tasks; monitored and reviewed his work; provided learning and career-enhancing opportunities and assignments
- Monitored media on industry issues including: new hotel developments, tourism marketing funding, Visit Florida funding, tourism economic impact, 2017 hurricane season, Boardwalk/East ISB corridor
- Strategized with directors to review current budget and worked on 2017-18 Communications Plan and Budget
- Produced and distributed BEACH BLAST, a monthly eNewsletter sent to partners on marketing and advertising opportunities
- Attended the May Advertising Committee and HAAA Board Meetings
- Hosted Visit Florida Brazil social media influencers
- Hosted Canal Brazil CBTv, a 24/7 streaming Hispanic channel based in the US (Orlando), for a 2-day film shoot in-market, in partnership with Volusia County, Team Volusia and New Smyrna Beach
- Worked on upcoming FAM/Individual Media Visits (IMVs) including Mary Charlebois/Go Nomad; Leigh Mackay/New England Golf Monthly; and Visit Florida/China Traveler Magazine
- Followed up with 10 travel writers who attended the Visit Florida NYC Media Reception
- Met with Margaret Henriksson of HAT Marketing
- Worked with Chris King of Kingfish Communications re: media releases and the planning of several golf media individual visits in next four months
- Monitoring IZEA's social media's Spring 2017 Social Media Campaign, which runs through June
- Worked with Visit Florida, HAT Marketing and St. Augustine on itineraries and plans for regional FAMs and individual media visits including: a Scottish Sun travel writer, a GoNomad writer, and two Chinese travel writers
- Represented the CVB at: Tourism Day at Daytona Beach International Airport, the Lodging & Hospitality Association meeting, the Florida Public Relations Association monthly meeting, Tiger Bay Club, and an opening reception for Woodspring Suites
- Appeared on WELE 1380 AM Radio Show with CVB Intern Justin Vallejo
- Produced a monthly events calendar and distributed it to all tourism partners
- Monitored the Lodging & Hospitality Association's "Military Thank You" program; edited two notification letters (winners, hotels) and sent them to LHA for review; confirmed timeline for wrap-up and deliverables with LHA; 700 entries were received by the May 31 deadline
- Met with new the CVB new Arts, Culture, Heritage Tourism Committee Chair Joyce Borda for orientation; sent email to all new and returning committee members; worked to reschedule the next meeting (was June 20, now tentatively set for August 3); sent final revisions of the updated Share The Heritage brochure to design, with printer's proof now in progress
- Scheduled social media posts through May, followed Paradise's Danica Patrick re-posting schedule and continued sharing with Danica Patrick team
- Created/edited/updated content on DaytonaBeach.com including: added (8) Farmers Markets; group sales content; new blogs; ECHO Gallery; Bandshell Concerts; 2017 Visitor Guide; submitted tickets for font colors, images in listings and "see more" text box
- Reviewed Visit Florida Hurricane Preparedness webinar and made changes to the CVB's Crisis Communication Plan
- Followed up with writer Steve Deal, re: "Top 10" list of attractions for him to review for the accessibility section of DaytonaBeach.com
- Provided the New Smyrna Beach tourism bureau with content about the Daytona Beach area for the new website
- Met with CVB staff, Daytona International Speedway, ONE DAYTONA and Fairfield Inn & Suites representatives, re: meeting space and hotel developments

- Reviewed and approved the Visitors Guide, and received 100,000 printed guides
- Reviewed the hotel tab on the website and adjusted hotel categories for easier customer navigation
- Edited and approved the May e-newsletter to 150,000 targeted consumers
- Attended a CVB Marketing Plan meeting
- Reviewed a digital buy from Spectrum for the Biketoberfest® media schedule
- Met to review the Bike Week/Biketoberfest® media mix, optional new media buys and opportunities
- Reviewed Visit Florida Facebook Canvas artwork and program usage
- Imported reader service responses into Simpleview
- Collected Partner information for Consumer Co-Op Program 2B, 2C, 7F & 7G
- Sent Partner Information for Co-Op Program 2B, 2C, 7F & 7G to Paradise
- Worked on the consumer database flowchart
- Participated in Simpleview's Webinar: Targeting New and Returning Visitors with the Dynamic Content Module
- Emailed 2nd notice invoices to partners that participated in the 2017 Spring-Summer Newsletter
- Prepared for Biketoberfest® meeting – notified members, pulled Master Plan information, prepared packets
- Pulled an Estimated Economic Impact Value report for the Sales Department
- Pulled analytics on the Master Dashboard, daytonabeach.com/sports, Discover Daytona Beach Golf, pet friendly and Select Small Inn pages of the CVB site
- Visitor Information Center – Daytona International Speedway: 46 email addresses were collected. Top states - California, Ohio and New York. Top international visitors - Brazil, Canada, and England
- Visitor Information Center – Destination Daytona: 45 email addresses were collected. Top states: Florida, Illinois and Tennessee. Top international visitors: Brazil, Canada, and Germany
- Participated in Dallas' Travel & Adventure Show, a two-day show with an attendance of 12,934. The show featured early admission for trade and media representatives. Received five tour and travel leads, one writer lead and one blogger lead. 84 show attendees registered for Daytona Beach getaway (Best Western Aku Tiki and sightseeing/attraction passes)
- Participated in Raleigh's Southern Women's Show, a three-day show with 21,268 attendees. In total, 350 Visitor Guides were distributed and 199 show attendees registered for the Daytona Beach getaway (Holiday Inn Resort and sightseeing/attraction passes)
- Conducted hotel site visits to Coral Sands, Lotus, Chateau Mar, Best Western Seabreeze and Lilian Place
- Researched sportsvolusia.com locations for basketball and baseball venues and checked for broken links, disconnected phone numbers, and venue accuracy
- Hosted a FAM Tour with four staff members with I-95 Welcome Center
- Checked restaurant listings on the CVB's website for closed locations, broken links, etc.
- Distributed Shriner's Walk for Love postcards
- Requested media kits for potential biker magazines
- Prepared for Ad Committee meeting - notified members, updated name cards, prepared minutes
- Collected backup materials and processed media invoices
- Provided executive director with newest media plans; FY2016-17, Winter Incremental, County Overage, Excess General and Excess-Airline
- Met with accounting to review financials, March invoices, adjustments and modified code names
- Mailed 1,000 Biketoberfest® posters to the Laconia rally organizers