

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

Thursday, November 30, 2023 • 9:00 AM • Ocean Center • Room: 102 ABC
101 North Atlantic Avenue, Daytona Beach, FL 32118

AGENDA

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|---|--------------------------|
| 1. Call to Order | Linda McMahon |
| 2. Roll Call | Linda McMahon |
| 3. Public Participation | Linda McMahon |
| 4. Welcome and Introductions | Linda McMahon |
| 5. Consent Agenda* | Linda McMahon |
| a) Approval of the August 29, 2023 Workshop Minutes | |
| b) Approval of the May 31, 2023 Workshop Minutes | |
| c) Approval of the December 1, 2022 Meeting Minutes | |
| d) Approval of the August 25, 2022 Meeting Minutes | |
| e) Approval of the May 19, 2022 Workshop Minutes | |
| f) Approval of the February 14, 2022 Meeting Minutes | |
| g) October Group Sales Activity Report | |
| h) Travel Schedule FY 23.24 | |
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6. Update |
Linda McMahon |
| a) CAA Outreach Update | |
| b) WestJet Site Visit | |
| c) World Travel Market (WTM) update | |
| d) National Tour Association (NTA) update | |
| e) Orlando Sales Mission | |
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7. Trends Presentations |
Linda McMahon |
| a) HAT Marketing | |
| b) Volusia Campfires | |
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8. New Business – Open Discussion |
Linda McMahon |
| a) Attractions Vouchers | |
| b) SYTA | |
| c) Date for Miami Sales Mission | |
| d) Brazil Representation | |
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9. Adjourn |
Linda McMahon |

» 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.