

# HAAA Executive Update

September  
2017

## **New Stats**

- ◆ Bed Tax collections for the month of August were \$524,889, a 0.06% increase over August 2016
- ◆ August Average Daily Rate increased 4% over August 2016
- ◆ August 2017 Occupancy increased 5% over August 2016

## **Administration**

- Successfully submitted 95 page DMAI Accreditation – waiting on final approval
- Attended Lodging and Hospitality Association Employee Appreciation Luncheon
- Florida Governors Conference
- Visit Florida Industry Relations Committee Meeting

## **Finance**

- Participated in operational review of procedures
- Responded to cancellation of general liability insurance and requested proposals from insurance agents
- Prepared budget versus actual reports for directors to track spending for last month in fiscal year
- Shared three years of spending history and worksheets with directors to spread their FY 2017-18 department budgets
- Confirmed procedure for capturing all FY 2016-17 expenses in correct fiscal year
- Scheduled James Moore & Co CPA annual audit in November
- Participated in Sage projects to streamline accounting processes
- Reviewed and processed accounts payable payments of \$757,406

## **Group Sales**

Leads Distributed: 18

Definite Bookings: 2

Tourism Inquiries: 3

### **Site visits**

- Conducted site for Sunshine Summit-DME Sports facility
- Hosted Site Tour LavaCon Conference 2019/ 2020

### **Tradeshows, industry events attended**

- Attended Central Florida Society of Government Meeting Planners monthly luncheon
- Attended Orlando's Meeting Planners Inc. monthly education & networking reception
- Attended Sports Institute in Cedar Rapids Iowa, 17
- Attended RTO Summit in Orlando, Fl. at Wyndham hotel Bonnet Creek

### **Meetings attended**

- Attended National Association of Intercollegiate Athletes (NAIA) Local Organizing Committee (LOC) Football Championship Meeting

- Visited 15 Tour Operators in Orlando
- New Golden Horse Tours, EBG, AAA / Winter Park, Kaluah Tours, Straight A Tours, ATI, Magic Star Vacation, North America Destinations, Group Travel Network, City Tours

#### **Conference call meetings/Prospecting**

- Prospected the Southeast Clown Association in Orlando for future conference dates
- Followed up the appointments from the Connect Marketplace show last month
- Conducted a call with NASC membership Committee
- Conducted a call with US Sports Congress re: Sports Congress

#### **FAM**

- Conducted Sunshine Summit-FAM, hosted 38 buyers and planners, 8 RFPs and additional business being qualified

#### **Industry shows booked**

- Continued planning and finalizing details for Boomers in Groups October 2017
- Continued planning for Rendezvous South February 2018

#### **Shriners action items**

- Conducted conference call meeting with Shriners Executive Committee to discuss Imperial Session 2018
- Attended City of Daytona Beach Meeting on September 20—Gary Bergenske made presentation to DB City leaders

#### **Convention Services**

- Conducted monthly convention services meeting
- Services provided for Sunshine Summit FAM, USS Spinax, USA Gymnastics, Executive Women's Golf Organization, Xavier Invitational

#### **Administrative**

- Conducted post Irma site visits of area hotels and attractions
- Confirmed Connect Faith sponsorship
- Researched and provided information for Destination International's (DMAI) accreditation requirements for group sales
- Conducted Group Sales bi-monthly meeting
- Continued audit of all lead reports for accuracy and fiscal year 2016-2017 numbers
- Continued work on Integrated Media Marketing (IMM) upcoming newsletter deployments to all markets
- Continued efforts for fiscal year 2017-18 tradeshow, all markets, pre-registrations
- Continued efforts for fiscal year FY 2016-2017 budget wrap up
- World Travel Market planning to include show appointments, hosted tour operator lunch, trainings
- Coordinated Tour & Travel Orlando based client appreciation reception
- Updated Online Travel Training (OTT) modules to include Canadian and US based Travel agents
- Coordinated agenda and meeting packets for the Meeting & Conventions, Sports and Tour & Travel Committee Meetings.

### **Communications**

- Hurricane Irma:
  - ◆ Implemented Communication and leadership responsibilities per the CVB's Crisis Management Plan (details available upon request)
  - ◆ Post Storm:
    - Consumer alerts, special landing pages and lodging availability lists posted (before, during and after) on DaytonaBeach.com and Biketoberfest.org
    - Extensive use of social media post storm to show in real time that Daytona Beach is open for business

- ◆ #TheCoastIsClear social media campaign
- ◆ VISIT FLORIDA hour long Facebook Live event
- ◆ See Social Media Report (attached separately) for details
- Press Release: “Daytona Beach Hotels Recovering Quickly after Hurricane Irma”
- Press Release: “Daytona Beach Golf Courses Reopen Quickly after Hurricane Irma”
- Press Release: “Biketoberfest® 2017 is on, pass it on!”
- Press Release: “Motorcycle App Helps Biketoberfest Visitors Find Top Rides”
- Press Release: “Daytona Beach Named One of Top 25 Destinations for Smaller Meetings”
- Edited CANADIAN TRAVELLER editorial, “30 Awesome Things to Do in Daytona Beach”
- Hosted Individual Media Visits with two writers: UK travel writer Helen Wright on assignment for National Geographic Traveler (UK edition), and Jamie Farber with KidTripster
- Provided public relations and editorial support, and assisted a variety of media, US and UK ad agencies with content and images, including: News-Journal; WNDB News; WFTV TV9; Florida Friday (UK Travel Mole E-Newsletter); Canadian Traveller; The Florida Channel; VISIT FLORIDA; HAT Marketing; City of Daytona Beach; ABTA Golf Magazine; Paradise; Brandon Agency; and ResortsandLodging.com
- Monitored media on industry issues including: Hurricane Irma; Biketoberfest®; Florida tourism
- Social media/PR support: NAIA; Symetra, Daytona Magic, Business Women Inspirational Network
- Met with Maria Hayworth with Hayworth PR, the new public relations agency for Hard Rock Hotel Daytona Beach
- Produced Consumer eBlast (Paradise), Biketoberfest® eBlast, and Canadian Sand Dollars eBlast
- Produced and distributed *BEACH BLAST*, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Biketoberfest®: in addition to press releases listed above, “Biketoberfest® is on!” messaging on social media and in online travel publications, edited Official Pocket Guide; improved directions for following “Biketoberfest Rally” using the REVER ride-tracking app; produced Old City ride GoPro video; produced Street Festival Ride with video - Main Street to Midtown and back; Lucky Ride to DeLand, sponsored by Daytona Beach Racing & Card Club; and National Seashore Ride through New Smyrna Beach
- 2017 Fall Social Media Campaign – quotes reviewed, IZEA selected, scope of work reviewed and campaign briefs completed
- Worked on October Golf FAM when we will host five national golf writers
- Met with Debbie Jernberg of Rocket Fizz, new Ocean Walk Shoppes and updated CVB consumer and sales team members
- Followed up with Florida Outdoor Writer conference contacts
- Assisted Sales team preparing for Sunshine Summitt FAM and worked on press release
- Worked with Daytona International Speedway to update CVB image files and added DIS-approved images to all racing pages
- Renewed Burelles Luce media clipping service for 2017/18
- Renewed agreement with Chris King, Kingfish Communications, for Golf public relations services for 2017/2018
- Renewed Florida Public Relations Association memberships
- Registered for VISIT FLORIDA Canadian Media Mission in Toronto
- Produced monthly event calendar and distributed it to all tourism partners
- Scheduled social posts through September including following Paradise’s Danica Patrick re-posting schedule and continued sharing with Danica Patrick team
- Worked on DaytonaBeach.com content including: adding multiple images to each header under Things to Do section and made sure an image was added to each Open Graph section so our images appear correctly when a page is shared on social media; continued to implement the approved items from Simpleview’s list of recommendations; and strategized on new content for Canadians, Daytona International Speedway, Calendar of Events and Biketoberfest.org;
- VISIT FLORIDA Global Communications Committee meeting

- Due to Hurricane Irma, placed consumer media on pause 9/8 and resumed media on 9/15
- Called area hotels to see if open, number of rooms, damage after Hurricane Irma
- Coordinated lodging availability report for the week of September 5-12, 2017
- Updated the Hurricane Irma Hotel Inventory Assessment spreadsheet
- Added Alert Module for Hurricane Irma on DaytonaBeach.com
- Developed artwork for Biketoberfest® Snapchat filter. Selected geo-fencing areas: Main St., Beach St., Daytona International Speedway and Destination Daytona
- Provided content for Biketoberfest® email blast to Laconia's 50,000 database of emails
- Designed the 2017 Biketoberfest® Poster. Submitted to printer.
- Provided Biketoberfest® calendar of events to Daytona Beach News-Journal for Biketoberfest® Pocketguide
- Created large scale motorcycle cutout for Biketoberfest® Welcome Tent
- Met with Hayworth Creative about Biketoberfest® marketing opportunities
- Participated in analytics call for Biketoberfest® with Simpleview about AdWords
- Added Lawlor & Associates information to sponsor page of Biketoberfest.org
- Added Daytona Beach Racing & Card Club information to sponsorship page on Biketoberfest.org
- Updated Biketoberfest® availability on .pdf and online
- Reviewed ads and editorial content for Biketoberfest® Pocketguide
- Sent five Biketoberfest® trademark violations to the County
- Reviewed and finalized GolfPac Travel proposal
- Modified Sports Daytona Beach logo for meeting
- Participated in weekly status calls with Paradise Advertising
- Participated in weekly video status meetings with The Brandon Agency – reviewed media strategy and preliminary creative concepts for Ad Committee & HAAA meetings
- Collected and sent 30 images for Canadian Traveler “30 Awesome Things To Do in Daytona Beach” article
- Designed full page destination ad for Daytona Blues Program
- Reviewed Advertising Committee meeting minutes and agenda – attended meeting
- Submitted final DMAI sections for Marketing
- Met to review HAAA agenda and budgets
- Signed media estimates and processed invoices
- Imported reader service responses into Simpleview
- Emailed Co-Op Program 2F to partners for approval Reviewed outstanding invoices on consumer media plan
- Edited Fall Deals E-newsletter (150,000 database) for September
- Created analytics report for the New Summer Break amplified storytelling campaign
- Participated in monthly call with Simpleview to review analytics
- Drafted Fall Newsletter Deals page – added to deals page on website