

TOUR & TRAVEL ADVISORY COMMITTEE MEETING

Monday, January 20, 2020 • 3:30 PM • Daytona Beach Area Convention & Visitors Bureau
located at 126 E. Orange Avenue, Daytona Beach, FL 32114

AGENDA

1. **Call to Order** **Linda Bowers, Chair**
2. **Roll Call** **Linda Bowers**
3. **Consent Agenda *** **Linda Bowers**
 - a) Approval of the August 20, 2019 Minutes
 - b) Approval of the October 21, 2019 Workshop Minutes
 - c) Sales Activity August 2019 to current
4. **Committee & Partner Introductions**
5. **Presentations**
 - a) Veteran's Museum & Education Center-John Brinkley
 - b) Ocean Art Gallery-Frank Gromling
6. **Website Update**
7. **Upcoming Sales Activities:**
 - a) Florida Huddle
 - b) Connect Travel
 - c) Maryland Motorcoach Association
 - d) Canada Road Show through VISIT FLORIDA
8. **New Business - Linda McMahon**
 - a) Media/Publications UK Samples
9. **Market Research & Data Reports – Linda McMahon**
 - a) Mid-Florida Marketing & Research Inc.
 - i. October 2019 OCC/ADR report
 - ii. September 2019 Visitor Profile report
 - iii. September 2019 Monthly Trend report
 - iv. September 2019 At-A-Glance report
 - b) November 2019 Simpleview Analytics
 - c) November 2019 Golf Analytics
10. **Public Participation** **Linda Bowers**
11. **Adjourn** **Linda Bowers**

**The next meeting is TBD April 2020 at Daytona Beach Area Convention & Visitors Bureau, 126 E. Orange Avenue,
Daytona Beach, FL 32114**

» 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.