

TOUR & TRAVEL ADVISORY COMMITTEE MEETING MINUTES

Thursday, December 1, 2022 • 10:00 AM • Daytona Beach Area CVB
126 East Orange Avenue, Daytona Beach, FL 32114

The Tour & Travel Advisory Committee Meeting was called to order by Linda McMahon at 10:07AM, Thursday, December 1, 2022. Attendance was taken by Sharon Harlow and the following members were present: Barbara Kopala, Robin Camacho, Ana Ventura, Janice Griffin, and Lucinda Gaudio. Regarding those absent, Dallas Abu-Jaoude, Stephanie Koven, Stacey Conte, and Wendy Dorman.

Staff Present: Lori Campbell Baker, Amber White, Sharon Harlow, Jennifer Sims, Connor Rand (Zoom), Kay Galloway (Zoom), and Linda McMahon (Zoom)

Guests: Kevin Brett (Zoom), Sarah Hanson (Zoom), and Margaret Henriksson (Zoom), and Karen DiGiacomo (Zoom)

Public Participation

None

Welcome & Introductions

Linda McMahon introduced Karen DiGiacomo, new Tour & Travel Sales Manager.

Consent Agenda

McMahon asked if the Committee had any comments or questions on the Consent Agenda, items a-c. No quorum to approve consent agenda items.

No quorum present to make motion

HAT Marketing Update

Kevin Brett, Sarah Hanson, and Margaret Henriksson updated the committee on UK and Ireland - Travel & Trade activities, media, and current market trends from August 2022 to present.

Travel Schedule 21/22 FY & 22/23 FY

McMahon provided an update on 21/22 FY and 22/23 FY Tour & Travel schedule.

McMahon opened the floor for questions and discussion.

Canadian Initiatives

McMahon briefed the committee on current trends and marketing opportunities for Canada and South America.

FAMS

McMahon updated the committee on past and future FAM activities.

Hotel Updates

Partners took a moment to share their current standings, post Hurricane Ian and Nicole.

New Business

McMahon asked if partners would be interested in a Brainstorming Session/Workshop regarding how to get heads in beds.

The partners agreed this would be a good idea and that non-member partners could be invited.

Adjourn

Linda McMahon adjourned workshop at 11:05AM

Submitted by Sharon Harlow, Group Sales Coordinator