

TOUR & TRAVEL ADVISORY COMMITTEE MEETING MINUTES

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

The Tour & Travel Advisory Committee Meeting was called to order by Linda McMahon at 9:07 AM on Thursday, November 30, 2023. Attendance was taken by Natasha Hardie and the following Committee members were present: Danielle Weigel, Krista Goodrich, Robin Camacho, and Vaneza Vale. Anthony Tate attended via Zoom Video Conferencing Software. Ana Ventura, Dallas Abu-Jaoude, and Lucinda Gaudio were absent.

Staff Present: The following staff members were present Amber White, Lori Campbell Baker, Karen DiGiacomo, Mara Robin, Linda McMahon, Jennifer Sims, and Natasha Hardie. Kay Galloway, Andrew Booth, Sharon Harlow, and Brian Bentley attended via Zoom Video Conferencing Software.

Guests: Jennifer Kent, Kevin Brett, Sarah Hanson, and Margaret Henrickson presented via Zoom Video Conferencing Software

Call to Order

Linda McMahon calls meeting to order at 9:07 A.M.

Roll Call

Natasha Hardie conducted roll call.

Public Participation

Linda McMahon opened the floor to public participation. Hearing none she moved to the next agenda item.

Consent Agenda

Linda McMahon asked if the Committee had any comments or questions on the Consent Agenda, items a- h. There was no quorum to approve consent agenda items.

Update

Karen DiGiacomo and Linda McMahon updated us on the CAA outreach program. Karen DiGiacomo reported on her recent site visit with WestJet. McMahon and Hanson with HAT Marketing briefed us on the Word Travel Market (WTM) show. DiGiacomo informed us on the National Tour Association (NTA) and the Orlando Sales Mission.

Trends Presentations

Sarah Hanson with HAT Tourism Marketing briefed the committee on trends in the UK, Germany, and Ireland markets. Trade shows that they have recently attended, Marketing efforts and upcoming PR campaigns and trade shows. Jennifer Kent presented on the services that she provides.

Linda McMahon adjourned the meeting at 10:39 A.M.

Submitted by Natasha Hardie, Group Sales Coordinator