

# TOUR & TRAVEL ADVISORY BUDGET WORKSHOP MINUTES

Thursday, May 19, 2022 • 10:00 AM • Hilton Daytona Beach Oceanfront Resort  
100 North Atlantic Avenue, Daytona Beach, FL 32118

The Tour & Travel Advisory Committee Budget Workshop was called to order by Linda McMahon at 10:00 AM, Thursday, May 19, 2022. Attendance was taken by Amber White and the following members were present Ana Ventura, Dallas Abu-Jaoude, Maria Maillo, Robin Camacho, Janice Griffin, and Barbara Kopala. Wendy Dorman, Jaime Morris, and Lucinda Gaudio were absent.

**Staff Present:** Amber White, Lori Campbell Baker, Kay Galloway(Zoom), Sharon Harlow, Jennifer Sims, Tangela Boyd(Zoom), Andrew Booth(Zoom), and Linda McMahon

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

## Call to Order

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**Linda McMahon calls workshop to order at 10:00 AM**

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## Roll Call

Amber White conducted roll call.

## Public Participation

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

## Welcome New Committee Members

None.

## Sunshine Law

Linda McMahon asked Lori Campbell Baker to review the Sunshine Law.

## HAT Marketing Update

Kevin Brett, Sarah Hanson, and Margaret Henriksson updated the committee on the travel trade activity from January – September 2022, UK and Irish media, and current market trends in the UK and Europe.

## 2022-23 Group Sales Marketing Plan

Linda McMahon opened the floor for questions and discussion.

## 2022-23 Tour & Travel Department Budget/Travel

Linda McMahon gave 2022/2023 Tour & Travel budget/travel overview.

Linda McMahon opened the floor for questions and discussion.

Committee present recommended the 2022-23 Tour & Travel Budget/Travel be presented to the HAAA Board.

## New Business

Linda McMahon would like to host a workshop to discuss ADR, FAMs, and future business.

## Adjourn

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**Linda McMahon adjourned workshop at 10:56 AM**

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Submitted by Sharon Harlow, Group Sales Coordinator