DAYTONA BEACH AREA CONVENTION AND VISITORS BUREAU
TOUR & TRAVEL ADVISORY COMMITTEE MEETING

Thursday, March 12, 2026 • 10:00 AM • Daytona Beach Area CVB Offices • Room: Conference Room
140 South Atlantic Avenue, Suite 500, Ormond Beach, FL 32176

AGENDA

1. **Call to Order** — **Danielle Weigel**
2. **Roll Call / Welcome new committee members** — **Katia Bilda**
3. **Public Participation** — **Danielle Weigel**
   - **a)** Introductions
4. **»*Consent Agenda** — **Danielle Weigel**
   - **a)** January Meeting Minutes Approval
5. **HAT Marketing** — **HAT Team**
   - **a)** HAT Sales & Marketing Presentation and Report
6. **VOX International** — **VOX Team**
   - **a)** VoX International Sales & Marketing Presentation and Report
7. **Marketing Update** — **Kay Galloway**
8. **Communications Update** — **Andrew Booth**
9. **Travel/Update** — **Karen DiGiacomo**
   - **a)** Select Travel, Feb 15-17
   - **b)** Connect Travel Spring Marketplace, April 13-16 – Louisville, KY
   - **c)** African American Travel Conference, April 20-22, Birmingham, Ala
10. **New Business**
    - **a)** Canadian Thanksgiving - October 9-17, 2026 **- participation deadline May 29th**
    - **b)** Women's Retreat / Girls Get-A-Ways — **Karen DiGiacomo**
11. **Next Meeting Date: May 14, 2026 @ 10am**
12. **Adjourn** — **Danielle Weigel**

» 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.