

HALIFAX AREA ADVERTISING AUTHORITY (HAAA)

REGULAR MEETING

Wednesday, January 22, 2020 • 2:00 PM • Daytona Beach Area Convention & Visitors Bureau

Located at 126 E. Orange Avenue, Daytona Beach, FL 32114, 2nd Floor Boardroom

The regular meeting of the Halifax Area Advertising Authority was called to order by the Chair Linda Bowers at 2:01 p.m., November 20, 2019. The secretary/treasurer (Androse Bell) was present. Attendance was taken by Christy Zimmerman and the following members were present: Androse Bell, Blaine Lansberry, Jim Berkley, Josh Harris, Libby Gallant, Linda Bowers, Samir Naran, Steve Farley and on the phone were John Betros and John Phillips.

Guests:

Jim Abbott, Bob Davis, Andy Kovan, Shelby Selner, Christie DeAntonio, Evelyn Fine, Joanne Magley, Brian Rothwell, Laura Coleman, Tim Buckley, James Halleran, Rich Musmer, Jennifer Labonte, Clay Ervin, Craig Baumgardner, Michael Jones, Kevin Arcieri, Michelle Petro, Jesse Gouveia, Martin Raby and Jeaniene Jennings.

Staff Present:

Lori Campbell Baker, Kay Galloway, Chuck Grimes, Linda McMahon, Christy Zimmerman, Jennifer Sims, Steven Pike, Brandon Little and Tabitha Nanney

Consent Agenda

Linda Bowers asked if the Board or the public had any comments or questions on the Consent Agenda, items a-j. Bowers added that she would like to pull item d, HAAA Advisory Committee Updates.

Bowers asked the Board if there were any other Consent Agenda items to pull for discussion. Hearing none, she entertained a motion to approve Consent Agenda items a-c and e-j.

Motion by Libby Gallant to approve Consent Agenda items a-c and e-j. Second by Steve Farley. The motion passed 10-0.

Bowers added that on item d, HAAA Advisory Committee Updates under the Human Resource Committee update. Bowers said the following wording "with input from the Halifax Area Advertising Authority Chair" was an error and should be struck from the document.

Motion by Steve Farley to approve the Consent Agenda item d, HAAA Advisory Committee Updates under the Human Resource Committee with striking the wording "with input from the Halifax Area Advertising Authority Chair." Second by Libby Gallant. The motion passed 10-0.

Reports of Officers

Secretary/Treasurer Androse Bell

Finance & Human Resources

November 2019 Board Financial Packet

Chuck Grimes presented the Financial Report. Bowers asked if there questions or comments, and hearing none stated that the financial report would be filed for audit.

Volusia County

Craig Baumgardner, Volusia County Revenue Division Director, presented on Tourist and Convention Development Tax and the role of the County' Revenue Division. Baumgardner also updated the Board on the County's new contracts with Airbnb and HomeAway now signed, and the County Council approved, voluntary collection agreements, reporting, and collection methods.

Clay Ervin, Volusia County Director of Growth and Resource Management, presented on Short Term Rentals in unincorporated Volusia County. Ervin also reviewed with the Board code compliance, requirements, and zoning for short term rentals.

FY 2018-2019 Audit Report

James Halleran, partner with James Moore & Company, presented the FY 2018-2019 Audit Report. Halleran distributed a set of financial statements from the audit to the Board and reviewed highlights of the report. Halleran thanked Lori Campbell Baker and the CVB team for a very smooth process working through the audit. There were some audit adjustments, internal controls had some deficiencies due to the audit adjustments, and HAAA is in compliance with its fund balance policy. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the FY 2018-2019 Audit Report as presented.

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Motion by Steve Farley to approve the FY 2018-2019 Audit Report. Second by Jim Berkley. The motion passed 10-0.

Standing Committees

Advertising Committee

The Brandon Agency 2019-2020 Campaign Recap

Andy Kovan and Shelby Selner presented the campaign update.

2019-2020 Consumer Media Plan

Selner presented the consumer media plan spend for July - September of \$1,151,668 consumer media expenses. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Media Spend for July - September of \$1,151,668 as presented.

Motion by Steve Farley to approve the Media Plan spend for July - September of \$1,151,668. Second by Jim Berkley. Motion passed 10-0.

Additional Opportunities

Selner presented additional opportunities for media spend for \$68,100 that would run February, March and April. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Additional Media Opportunities spends of \$68,100 for February, March and April and the CVB team will work with The Brandon Agency on placements in the right months as presented.

Motion by Steve Farley to approve the Additional Media Opportunities spends of \$68,100 for February, March and April and the CVB team will work with The Brandon Agency on placements in the right months. Second by Samir Naran. Motion passed 10-0.

2020/2021 Marketing Partners

Simpleview

Galloway reported that the Simpleview contract would be coming up for renewal in October 2020 and asked the Board to extend the contract for one year. A contract will be presented for the budget workshop in June 2020. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Simpleview contract for renewal in October 2020 as presented.

Motion by Blaine Lansberry to approve the Simpleview contract for renewal in October 2020 as presented. Second by Libby Gallant. Motion passed 10-0.

The Brandon Agency

Galloway reported that The Brandon Agency contract would be coming up for renewal in October 2020 and asked the Board to extend the contract for one year. A contract will be presented for the budget workshop in June 2020. A discussion was held regarding the performance of the Agency and whether or not the Board should consider requesting an agency RFP. Lansberry added that is too important of a discussion to have without the full Board in attendance. John Phillips asked the Board if a workshop could be held February 19, 2020 to discuss this in more detail. The Board agreed and requested the Advertising Committee also attend the workshop before its March meeting.

The Board agreed to hold a workshop February 19, 2020 and table the vote on the Agency contract until the March Advertising and HAAA Board meetings.

Mid-Florida Marketing & Research

Campbell Baker reported that Mid-Florida Marketing & Research contract would be coming up for renewal in October 2020, and she asked the Board to extend the contract for one year. A discussion was held by the Board. The Board agreed to move this discussion to the February 19, 2020 Workshop.

The Board agreed to move this discussion to the February 19, 2020 workshop and table the vote on the Mid-Florida Marketing contract until the March Advertising and HAAA Board meetings.

Tourism Events

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Spring Daytona Turkey Run

Kay Galloway reminded the Board that the \$10,000 for the Spring Daytona Turkey Run is part of the annual tourism event budget. Jennifer Labonte updated the Board on the 2020 Spring Daytona Turkey Run event and thanked them for their continued commitment.

2020 P1 AquaX Grand Prix of the Sea

Galloway reminded the Board that the application funding request is for \$15,000, and the event date is April 17-18, 2020. Michelle Petro updated the Board on the event, marketing efforts, and thanked them for their continued commitment. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the 2020 P1 AquaX Grand Prix of the Sea funding request for \$15,000 as presented.

Motion by Steve Farley to approve the 2020 P1 AquaX Grand Prix of the Sea funding request for \$15,000. Second by John Betros. The motion passed 9-0. Andrese Bell recused himself from this vote.

2020 Jeep Beach

Galloway reminded the Board that the application funding request is for \$25,000, and the event date is April 20-26, 2020. Charlene Greer updated the Board on the event, marketing efforts and thanked them for their continued commitment. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the 2020 Jeep Beach funding request for \$25,000 as presented.

Motion by Steve Farley to approve the 2020 Jeep Beach funding request for \$25,000. Second by Libby Gallant. The motion passed 10-0.

Bowers asked the Board for a vote to move the Daytona Regional Chamber Update item up on the agenda, the Board all agreed.

Daytona Regional Chamber Update

Lori Campbell Baker reported that the Daytona Regional Chamber said they are looking into renovating the Chamber building and that the CVB footprint will change. Campbell Baker introduced Nancy Keefer, Present & CEO of the Daytona Regional Chamber, who gave an overview of the possible renovation to the building. Keefer reported that they are still in the early stages and working on a proposal to present to their Foundation and their Board. She is looking at a footprint that will add two more conference rooms and share working space.

Group Sales Advisory Committee

EsportsTravel Summit

Linda McMahon presented an opportunity with EsportsTravel for a summit that will bring in an estimated 300 attendees with an average age of 11-34 and produce international and domestic exposure for the destination. McMahon added that the attendees could then attend the CEO Gaming event at the Ocean Center following the EsportsTravel Summit. The financial commitment for this event is to Northstar for \$50,000 for each of the three years, totaling \$150,000. The funding would be applied to advertising and other miscellaneous sales initiatives on the Northstar platform, sports, and all meeting markets. Tim Buckley, with the Ocean Center, added that he attended last year's event and that this is the event to participate in, as it had gamers from all over in attendance. McMahon added that from attending the Northstar show, she generated 48 leads and over 20 went definite. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the \$50,000 financial commitment to Northstar for each year for three years totaling \$150,000 as presented.

Motion by Libby Gallant to approve the \$50,000 financial commitment to Northstar for each year for three years totaling \$150,000 as presented. Second by Steve Farley. The motion passed 9-0.

Human Resources Advisory Committee

Performance Appraisal & Salary of Executive Director

Chuck Grimes, Director of Finance, reported on the performance appraisal and salary review for Campbell Baker for the period of December 2018 to December 2019.

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Grimes reported that Campbell Baker achieved the goals that were set and the Human Resource Committee recommended a 3% increase. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the 3% increase for the Executive Director as presented.

Motion by Androse Bell to approve the 3% increase for the Executive Director as presented. Second by Steve Farley. The motion passed 8-0.

Partner Updates

Mid-Florida Marketing & Research Inc.

Toronto Focus Group

Evelyn Fine reported that two focus groups with eight in each group were held in September. She found that many Toronto residents who travel to Florida are very open to the Daytona Beach product and the message. They are most likely to learn about Daytona Beach through word-of-mouth and will investigate further online, particularly with Google search, TripAdvisor, and Facebook friends. Since airfare is an important component of their travel purchase, direct email to Sunwing customers, airline websites, Facebook, and TripAdvisor advertising would encourage new visitors to investigate Daytona Beach.

Daytona Beach International Airport

Airlift Support/ Sunwing

Joanne Magley, Director of Marketing & Customer Services at Daytona Beach International Airport, reported they are going into the second season with Sunwing. Starting on January 30, 2020, there will be two non-stop flights a week on Mondays and Thursdays. The airport has been working hand-in-hand with the CVB, VISIT FLORIDA, and Sunwing on this year's \$200,000 marketing plan. Last year the focus of the plan was primarily to create awareness, and this year the focus is more on sales. McMahon added that the request to the Board is for \$25,000. Daytona Beach International Airport will contribute and additional \$50,000 and VISIT Florida will match the CVB's \$25,000. Sunwing will match for \$100,000 to bring the total to \$200,000. Campbell Baker added that the \$25,000 is in the CVB budget under Airlift Support. Bowers asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the \$25,000 for Sunwing as presented.

Motion by Androse Bell to approve the \$25,000 for Sunwing support as presented. Second by Josh Harris. The motion passed 7-0.

New Business

Campbell Baker referenced the AirDNA summary report in the Board packet, and said the CVB will be sharing the data with the Board monthly.

Public Participation

None

Adjourn

There being no further business or public participation the meeting was adjourned at 5:50 p.m.

Submitted by Christy Zimmerman, Executive Assistant

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Bell Androse X		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE HAAA
MAILING ADDRESS 918 N. Atlantic Ave Daytona Beach		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:
CITY Daytona Beach	COUNTY Volusia	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
DATE ON WHICH VOTE OCCURRED 1/22/20		NAME OF POLITICAL SUBDIVISION:
		MY POSITION IS: <input checked="" type="checkbox"/> ELECTIVE <input type="checkbox"/> APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Androse Bell, hereby disclose that on January 22, 20 20

(a) A measure came or will come before my agency which (check one or more)

- ☒ inured to my special private gain or loss;
- ☐ inured to the special gain or loss of my business associate, _____;
- ☐ inured to the special gain or loss of my relative, _____;
- ☐ inured to the special gain or loss of _____, by
whom I am retained; or
- ☐ inured to the special gain or loss of _____, which
is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

1/22/20

Date Filed

Androse Bell

Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.



**Campaign Update
October - November 2019**

HAAA Board Meeting January 22, 2020

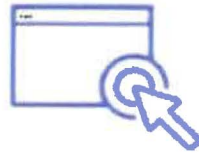
TRAVEL IS A CONSIDERED & TIME CONSUMING PURCHASE FOR U.S. TRAVEL BOOKERS

3

RESOURCE TYPES USED

Throughout the decision process (online & offline)

20



Number of travel visits on average per week online bookers spend throughout the 45 days prior to booking

Avg. Desktop Travel Minutes per Booker



U.S. TRAVEL BOOKERS ARE

FIVE TIMES

More likely to have booked a domestic trip than an international trip in the last six months.

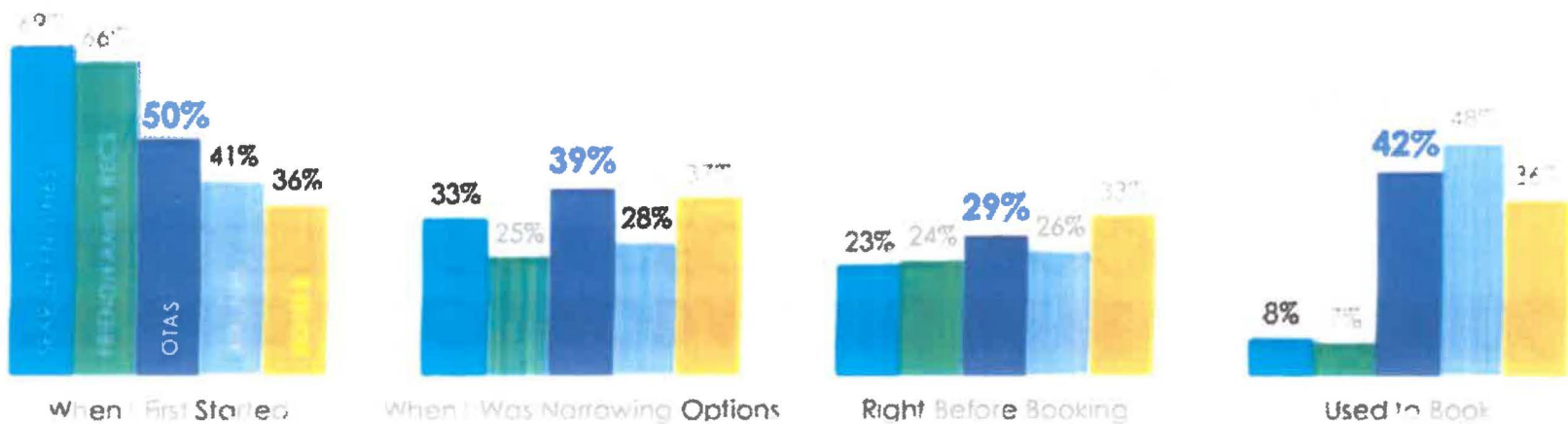
44 MINUTES



Average time U.S. Online bookers spent on online travel agent sites on desktop the week of booking.

SEARCH ENGINES AND FAMILY/FRIEND RECOMMENDATIONS WERE USED MOSTLY AT THE START OF THE BOOKING PATH, WHILE OTAS, AIRLINES SITES AND HOTEL SITES WERE USED COMMONLY THROUGHOUT

Resource Used Timeframe

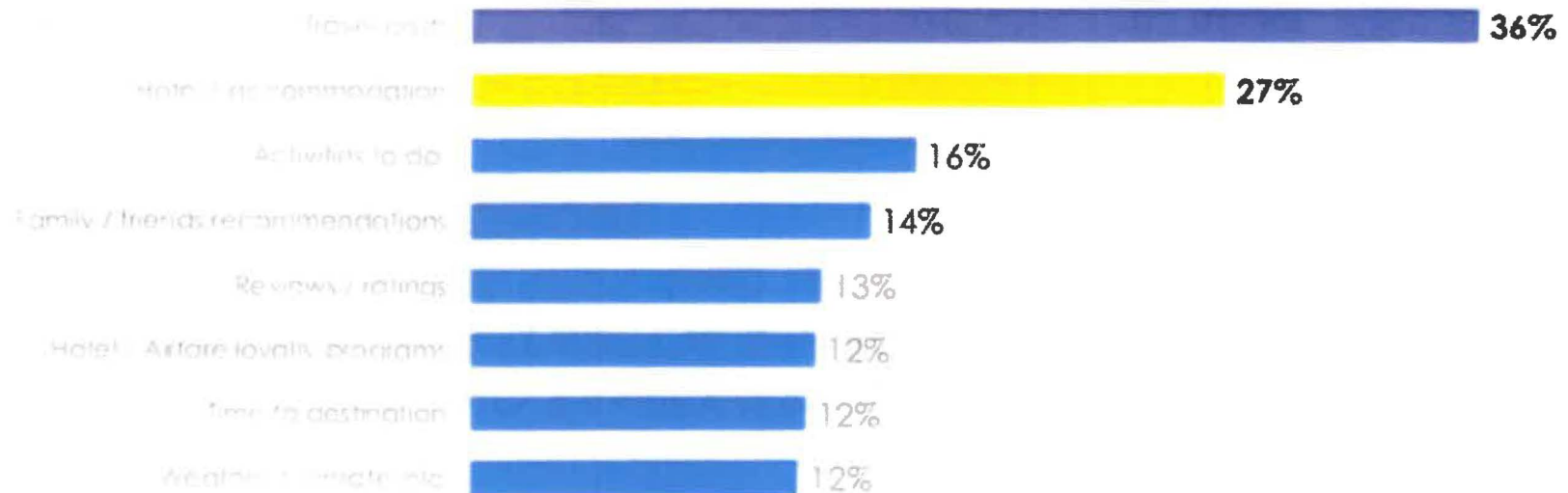


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Source - Expedia

COST AND ACCOMODATIONS WERE MOST CRITICAL IN THE DESTINATION DECISION PROCESS

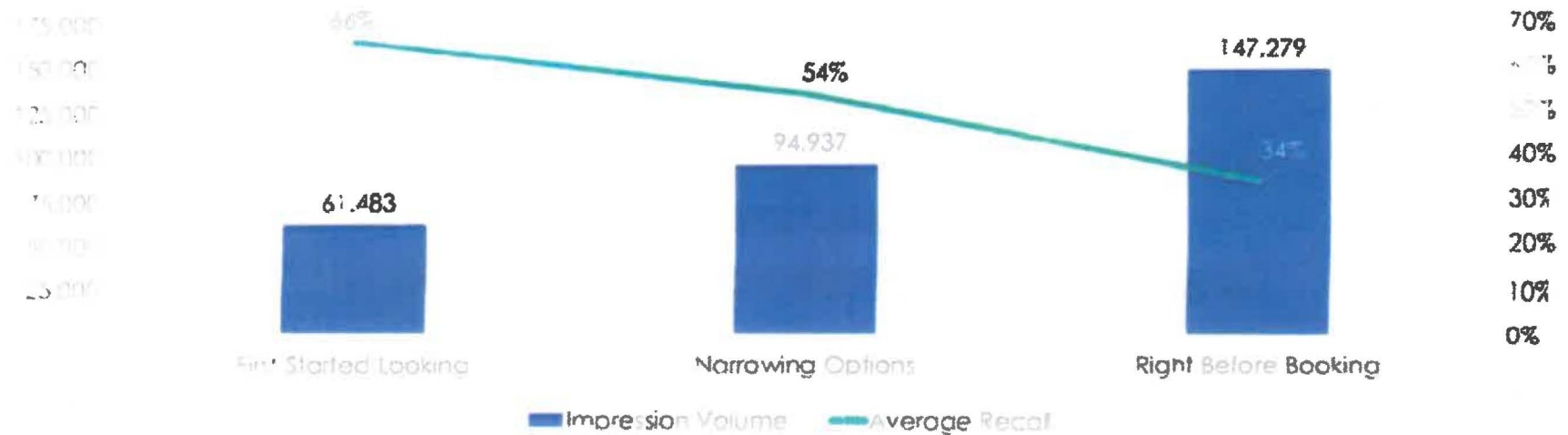
Most Critical Content on Destination Decision Making



Source - Expedia

AS TRAVEL ADVERTISING IMPRESSIONS INCREASE, BOOKERS RECALL FEWER ADS

BOOKERS ARE STILL ENGAGING WITH TRAVEL SITES, BUT IT IS LESS LIKELY THAT ADVERTISING WILL AFFECT THEIR DECISIONS.



DAYTONA BEACH AREA CVB'S PRIME 9

CORE U.S. MARKETS:

ORLANDO

ATLANTA

MIAMI

TAMPA

JACKSONVILLE

CHARLOTTE

CHICAGO

NEW YORK

HOUSTON

- WonderFall campaign ended on 11/30
 - Impressions: 154,766,708
 - Clicks: 431,033
 - Sessions: 285,973
 - Leads: 17,595 On Site + 16,804 on Facebook (Lead Ads). **Total Leads: 34,339**
 - Wonderfall Digital Paid Media Cost (August - November): \$430,500
 - Wonderfall Paid Social Media Cost (August - November): \$145,165
 - Average Cost Per Lead: \$16.75 (Includes video cost as well, which doesn't drive onsite leads)
- New creative high impact placements starting! (SkyNav, gravity, mobile trip planner, TravelSpike In-Image, Accuweather)
- Promotions:
 - Florida Residents Deals
 - Georgia Residents Deals
 - Veterans Deals
 - Hotel Deals

EXAMPLES OF MEDIA OPTIMIZATIONS - OCTOBER - NOVEMBER 2019



- Third Party Email vendor was underperforming, so we negotiated a makegood and if it underperforms, will change vendors
- For Facebook/Instagram, we focus on optimizing to the best performing creative by A/B testing images and copy
- Consistently A/B test creative for Digital Display Ads

CREATIVE REVIEW - ACCUWEATHER

Daytona Beach.



WEEK FORECAST

CURRENT WEATHER



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Sudden rain hour snow to 1.45
consider in northeastern US and in
higher storm departure

There is a 50% chance of rain
in the next 24 hours. The
chance of rain is 50% in the
next 24 hours. The chance of
rain is 50% in the next 24
hours. The chance of rain is
50% in the next 24 hours.



NEW WEATHER

CURRENT WEATHER



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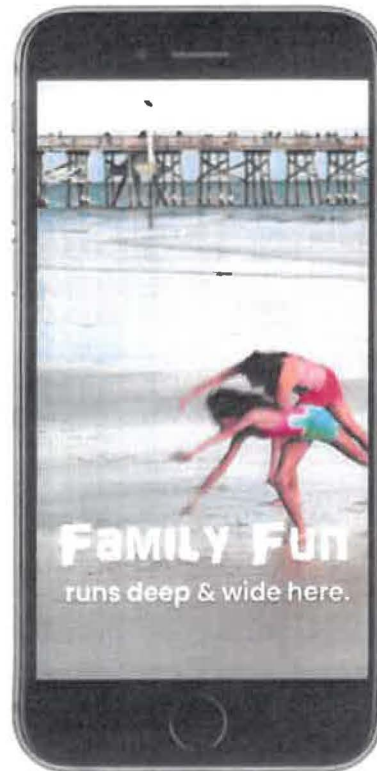
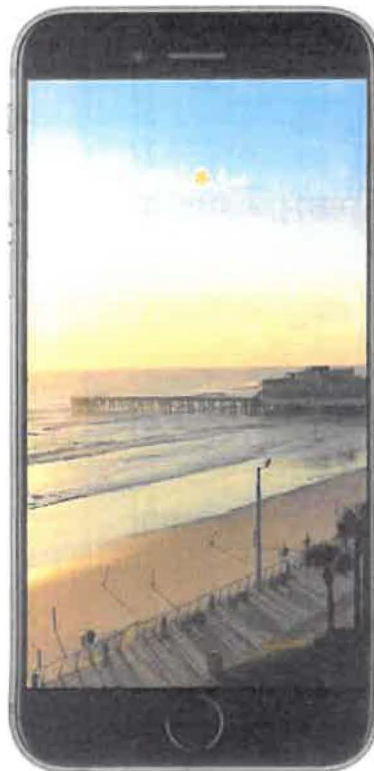
CHICAGO WEATHER RADAR



CREATIVE REVIEW - PAID SOCIAL ADVERTISING

Daytona Beach.

b
the
brandon
agency



Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo) · 🌐

Bright, sunny beaches await! 🌊 Discover new weekly direct flights from Toronto to Daytona Beach on Sunwing.

DAYTONABEACH.COM
Fly direct to Daytona Beach from Toronto – at a great price!
Check out great hotel deals, and start planning your beach vacation now.

123 · 32 Comments 23 Shares

👍 Like · 💬 Comment · ➦ Share · ⚙️

Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo) · 🌐

COME AND DISCOVER:
✓ Renovated Hotels
✓ Great Deals
✓ Daytona Beach A1A Trail

DAYTONABEACH.COM
Get away to world-famous beaches!
Check out these hotel deals today.

Book Now

👍 Like · 💬 Comment · ➦ Share · ⚙️

OCTOBER - NOVEMBER 2019 - EXECUTIVE SUMMARY



Website Sessions	534,105	+11.7%
Leads	11,129	-28.4%*
Pages Per Session	1.82	-22.8%
Time on Site	1:22	-13.3%
Bounce Rate	62.45%	-1.4%

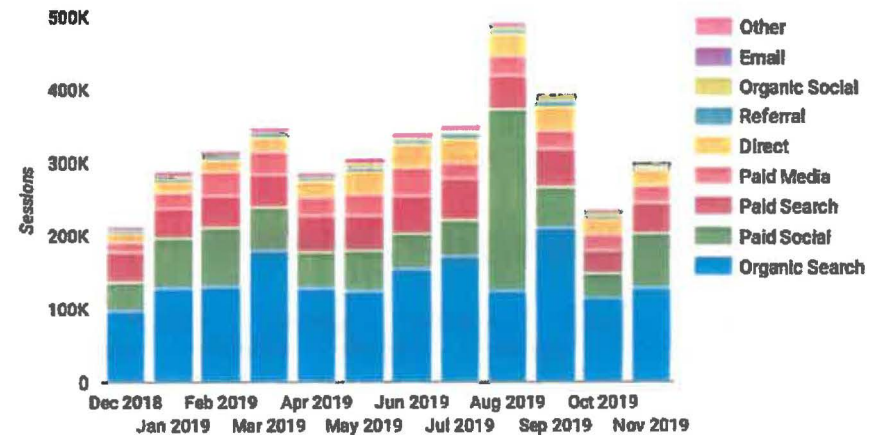
*Simpleview manages Google Tag Manager and lost tracking from 10/7 - 10/14

*Due to transitioning the website, Simpleview had issues keeping the pop-up consistently serving across the site throughout both months

WEBSITE TRAFFIC SOURCES - OCTOBER - NOVEMBER 2019

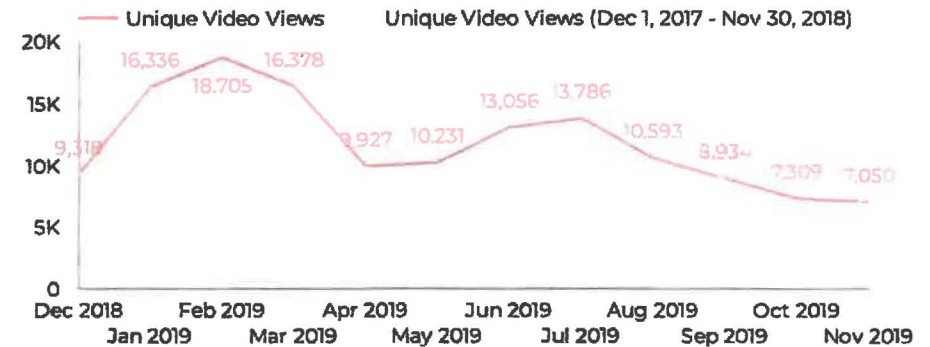
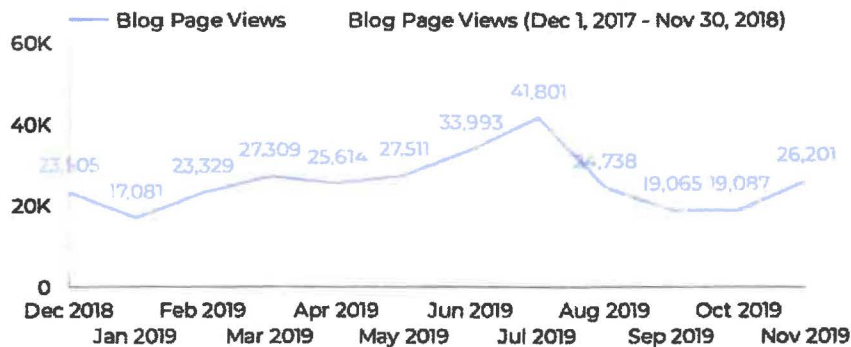


Channel	Sessions ▾	vs. Last Year	Total Website Leads	vs. Last Year
Organic Search	239,920	9.8% ↑	1,140	-38.9% ↓
Paid Social	108,651	20.1% ↑	215	-30.9% ↓
Paid Search	72,020	-13.9% ↓	937	-26.9% ↓
Paid Media	45,641	156.5% ↑	67	-18.3% ↓
Direct	42,407	7.4% ↑	369	16.0% ↑
Organic Social	10,477	22.7% ↑	44	2.3% ↑
Referral	9,289	-1.7% ↓	147	-32.3% ↓
Email	4,434	-55.8% ↓	236	-39.3% ↓
Other	1,266	214.1% ↑	0	-100.0% ↓



- Organic Search and Paid Social were the main drivers of the website sessions.
- Paid Media had the highest YOY growth in sessions with a 156.5% increase.
- Direct had a 16% YOY growth in leads which indicates increased brand awareness from our audience.

CONTENT DEVELOPMENT: BLOG AND VIDEO VIEWS - OCTOBER - NOVEMBER 2019



- There were **193** leads from blogs during October and November, a **25.3%** increase YOY.
- The top blog posts in October and November were "Ways to Celebrate Christmas in Daytona Beach", "Best Beaches Near Orlando" and "Top Things to do With Your Family in Daytona Beach".
- "Experience Biketoberfest®" accounted for 24.06% of the total video views.
- Video views decreased 21.12% YOY. In 2018, the video "Daytona Beach FL - Virtual Paradise" saw 1,993 video views, contributing to the spike in October 2018.

Website Launch

Daytona Beach.



CHANNEL PERFORMANCE

Platform Summary: October 1, 2019 - November 30, 2019

Facebook	Total Fans	Total Engagement	Total Impressions
	208,150	203,716	28,977,104
YOY	26%	72%	154%
Twitter	Total Followers	Total Engagement	Impressions
	11,797	2,319	106,041
YOY	3%	-6%	38%
Instagram	Total Followers	Total Engagement	Impressions
	10,735	7,159	14,390,767
YOY	38%	135%	27460%

ORGANIC SOCIAL MEDIA - OCTOBER - NOVEMBER 2019



TOP PERFORMING SOCIAL MEDIA POSTS

Post Details

Daytona Beach Area Convention and Visitors Bureau
 Facebook Social October 19

Looks like someone found a new buddy on National New Friends Day! If you love the outdoors, be sure to explore Blue Spring State Park and @tothewanderess on Instagram



Performance for Your Post

49,967 by 10/19/19

5,681

4,388	4,294	92
882	842	20
9	8	1
118	114	2
2	2	0
55	39	16
252	251	1
412		
248	0	164

NEGATIVE FEEDBACK

8 Dislike	3
0 Report	0



discoverdaytonabeach • Follow

discoverdaytonabeach Beautiful sunrises like this are why we #LoveDaytonaBeach // @montecassion

discoverdaytonabeach
 #LoveDaytonaBeach
 #WideOpenFun
 #DaytonaBeach #LoveFL
 #Florida #Travel #Vacation
 #sunrise #goodmorning
 #sunshine

queen_613 Stunning!

3w Reply

Liked by rjblusky and others

PAID MEDIA RESULTS SUMMARY - OCTOBER - NOVEMBER 2019



Paid Social Advertising	Drove 108,624 website sessions	94% of those sessions are new users to the website
Paid Media (Digital)	Drove 51,202 website sessions	57 website leads
Best Performing Digital Vendor - Taboola	Drove 14,646 website sessions	97.6% of those sessions are new users to the website

Paid Social Cost = \$63,166

Paid Digital Media Cost = \$344,655.10

Paid Traditional Media Cost = \$107,925.50

PAID SOCIAL RESULTS - OCTOBER - NOVEMBER 2019



Best Performing Social Creative - Hotel Deals Paid Social Ad



Reach: 425,408
Impressions: 824,968
Frequency: 1.9
Landing Page Views: 12,623
Cost Per Landing Page View: \$.40

MEDIA PLACEMENTS - Q3 2020



	JULY	AUGUST	SEPTEMBER
PAID SOCIAL			
Facebook/Instagram/Pinterest/Snapchat/Twitter	\$ 31,583	\$ 31,583	\$ 31,583
DIGITAL MEDIA			
TripAdvisor	\$ 14,186	\$ 14,081	\$ 14,081
ICON - ADARA	\$ 15,186	\$ 15,186	\$ 15,186
ICON - Sojern	\$ 13,150	\$ 11,800	\$ 11,800
ICON- Taboola	\$ 8,334	\$ 8,334	\$ 8,334
Conversant	\$ 23,809	\$ 26,809	\$ 19,666
Third Party Emails	\$ 3,000	\$ 3,000	\$ 3,000
USA TODAY	\$ 10,925	\$ 10,925	\$ -
Xaxis	\$ 10,175	\$ 10,175	\$ 10,175
WFTV.com/icFlorida	\$ 1,800	\$ 3,000	\$ 3,000
Exponential	\$ 8,550	\$ -	\$ -
AccuWeather.com	\$ 4,240	\$ 4,240	\$ 4,240
SPOTX	\$ 8,333	\$ -	\$ -
PRINT			
Toronto Star	\$ -	\$ 6,800	\$ 6,800
The Villages	\$ -	\$ 3,070	\$ 1,535
OUT-OF-HOME/LAMAR OUTDOORS			
ARRIVALIST/MIGHTY HIVE SERVING FEES	\$ 4,389	\$ 4,229	\$ 4,006
MONTHLY TOTAL	\$ 410,593	\$ 400,999	\$ 340,075

**Total Media Spend
July-September: \$1,151,668**

Additional Opportunities



February/March/April Opportunities

- Orlando New Movers Third Party Email
- WESH - Win a Weekend Getaway to Daytona Beach
- Orlando Market Total Traffic Network Radio Sponsorships - Two Weeks of Traffic Sponsorships
- Expedia Email Partnership - Targeted to Florida/Daytona Beach Intenders
- Expedia Passport Program Banners - 2,500,000 impressions
- Orlando Sentinel April Destination Spotlight Sponsorship
- Orlando Sentinel Travel Page Box Sponsorships (4)

Estimated Cost: \$ 68,100

THANK YOU



Media Appendix I - Paid Social Creative By Campaign



Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo) · 🌐

COME AND DISCOVER:

- ✓ Renovated Hotels
- ✓ Great Deals
- ✓ Daytona Beach A1A Trail



DAYTONABEACH.COM
Get away to world-famous beaches!

Check out these hotel deals today.

Book Now

Like Comment Share

FB/Insta W25-54 Prime 9 Campaign

Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo) · 🌐

Get the hottest deals your next beach getaway ✨ Discover great rates on your vacation now!



DAYTONABEACH.COM
Find savings for your beach getaway.

Explore seasonal rates and special packages.

Learn More

👍❤️👤 319

5 Comments 47 Shares

Like Comment Share

FB/Insta Co-op Partner Campaign

Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo) · 🌐

Beach breezes Special rates More savings
From spa packages to discounted rates, save more on your getaway with these hotel deals.



DAYTONABEACH.COM
Looking for best rates for your beach vacation?

Book Now

👍❤️👤 136

11 Comments 14 Shares

Like Comment Share

FB/Insta Hotel Deals Campaign

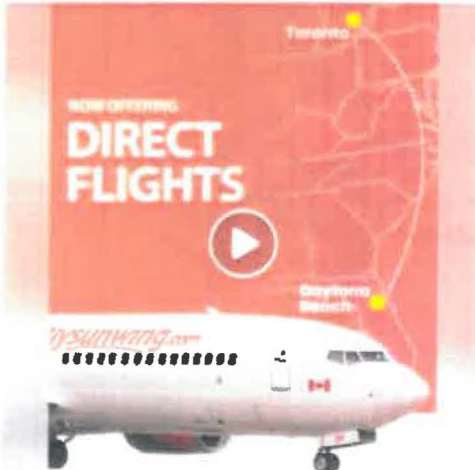
Media Appendix I - Paid Social Creative By Campaign

Daytona Beach.

b
the
brandon
agency

Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo)

Bright, sunny beaches await! Discover new weekly direct flights from Toronto to Daytona Beach on Sunwing.



DAYTONABEACH.COM
Fly direct to Daytona Beach from Toronto – at a great price! [Learn More](#)

Check out great hotel deals, and start planning your beach vacation now.

123 32 Comments 23 Shares

Like Comment Share

FB/Insta Toronto Campaign

Daytona Beach Area Convention and Visitors Bureau
November 21 - 22

What's a visit to Florida without a beach day? Pop over to Daytona Beach — just an hour away!



DAYTONABEACH.COM
Discover sunny beaches just a short drive away! [Learn More](#)

25 2 Comments 9 Shares


Like Comment Share

Most Relevant

FB/Insta Orlando Airport Fencing Campaign

Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo)

Beach breezes await! Enjoy an easy, breezy direct flight from LaGuardia to Daytona Beach on American Airlines.



DAYTONABEACH.COM
Fly direct from NYC to Daytona Beach! [Learn More](#)

View flight schedules online and book your trip now.

54 8 Comments 9 Shares

Like Comment Share

FB/Insta New York Campaign

Media Appendix I - Paid Social Creative By Campaign



Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo) · 🌐

- Come and discover
- ✓ Renovated hotels with special rates
 - ✓ New waterfront restaurants
 - ✓ Water sports and endless fun



DAYTONABEACH.COM

Hey Orlando, Have You Been to Daytona Beach Lately?

[Learn More](#)

Get away to world-famous beaches - all just an hour away!

👍❤️👍 50

5 Comments 17 Shares

👍 Like

💬 Comment

↗ Share



FB/Insta Orlando Residents Deals Campaign

Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo) · 🌐

Chilllllll is in the air — so book a warm getaway in Daytona Beach!



DAYTONABEACH.COM

Plan your trip today!

[Learn More](#)

Enjoy uncrowded beaches, over 60 events and festivals, excellent value and Wide Open. Fun.

👍❤️👍 94

3 Comments 18 Shares

👍 Like

💬 Comment

↗ Share



FB/Insta Georgia Residents Deals Campaign

Media Appendix I - Paid Social Creative By Campaign

Daytona Beach.

b
the
brandon
agency

Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo)

From paddleboarding and parasailing to live music by the ocean, planning a vacation for all ages and interests is a breeze in Daytona Beach.



DAYTONABEACH.COM

Explore top things to do in Daytona Beach!

View more experiences and family fun on our website now.

Book Now

76

6 Comments 8 Shares

Like

Comment

Share

FB/Insta Clicktivated Video Campaign

Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo)

Lay in the sun all day, play along the waterfront all night.



DAYTONABEACH.COM

Savings + Sunshine | Daytona Beach Hotel Deals

Learn More

Daytona Beach is calling your name — explore all there is to do now!

21

1 Share

Like

Comment

Share

FB/Insta Gen Z Hype Video Campaign

Media Appendix I - Paid Social Creative By Campaign



Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo) · 🌐

Start 2020 off with a FREE oceanfront stay in paradise. Enter to win now!



DAYTONABEACH.COM
Win an oceanfront stay in Daytona Beach! Sign Up
The Hilton Garden Inn Daytona Beach Oceanfront is...

Like Comment

FB/Insta Lead Ad Campaign

Daytona Beach Area Convention and Visitors Bureau
Sponsored (demo) · 🌐

Discover everything from hotel deals and seasonal specials to can't-miss events, top restaurants and hidden places to go off-grid. 🍹



Daytona Beach Area Convention and Visitors Bureau ✓ Liked ▾

👍❤️👉 2.1K 31 Comments

Like Comment Share

FB/Insta Like Ad Campaign

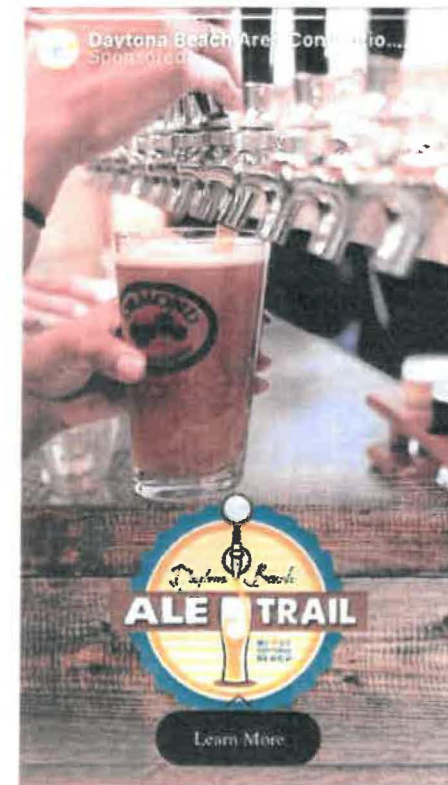
Media Appendix I - Paid Social Creative By Campaign



Instastory Millennials Campaign



Instastory Gen Z Campaign



Instastory Ale Trail Campaign

Media Appendix I - Paid Social Creative By Campaign



Snapchat GenZ/Millennial Campaign



Pinterest Ale Trail Campaign



Pinterest Kayaking Campaign

WEBSITE PERFORMANCE - OCTOBER - NOVEMBER 2019



** vs. Last Year

Sessions
534,105
↑ 11.7%

Pages / Session

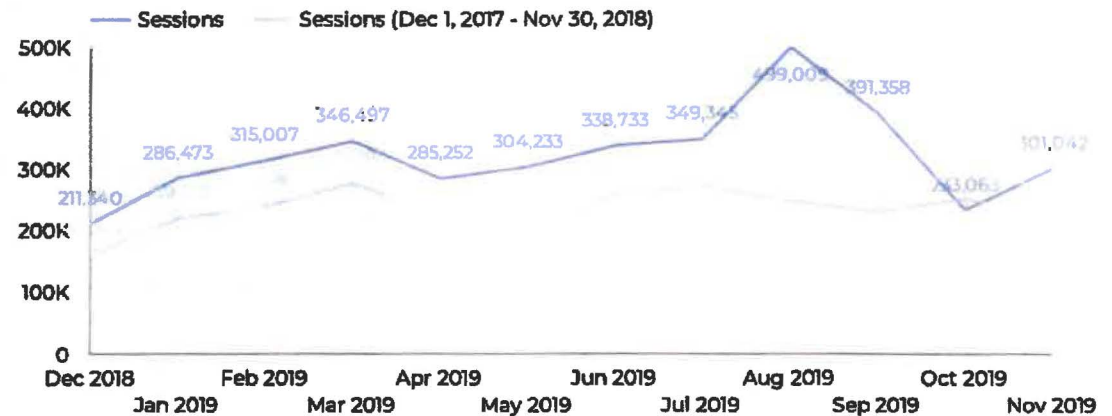
1.82
↑ 22.8%

Time on Site

00:01:22
↑ 23.3%

Bounce Rate

62.45%
↓ 1.6%



- October sessions increased notably at +15.42% YOY.
- The WonderFall and Biketoberfest® landing pages continue to be the top contributors towards sessions as well as the new Turkey Run and Welcome to Rockville event pages.

LEAD GENERATION - OCTOBER - NOVEMBER 2019



** vs. Last Year

Total Leads

11,129

↓ -28.3%

Total Website Leads

3,155

↓ -30.0%

Facebook Leads

7,974

↓ -27.6%

Website Leads Breakout:

VG Downloads

954

↓ -7.3%

VG by Mail

519

↓ -27.4%

Newsletter Signups

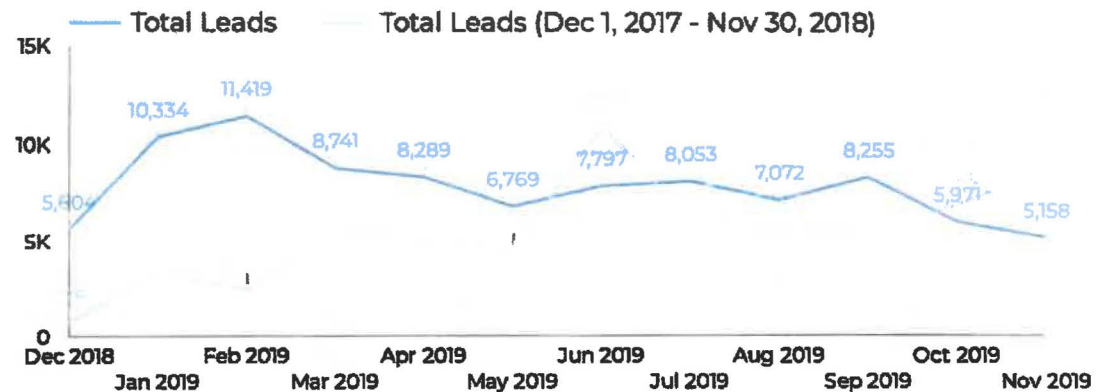
279

↑ 6.9%

Enter to Win

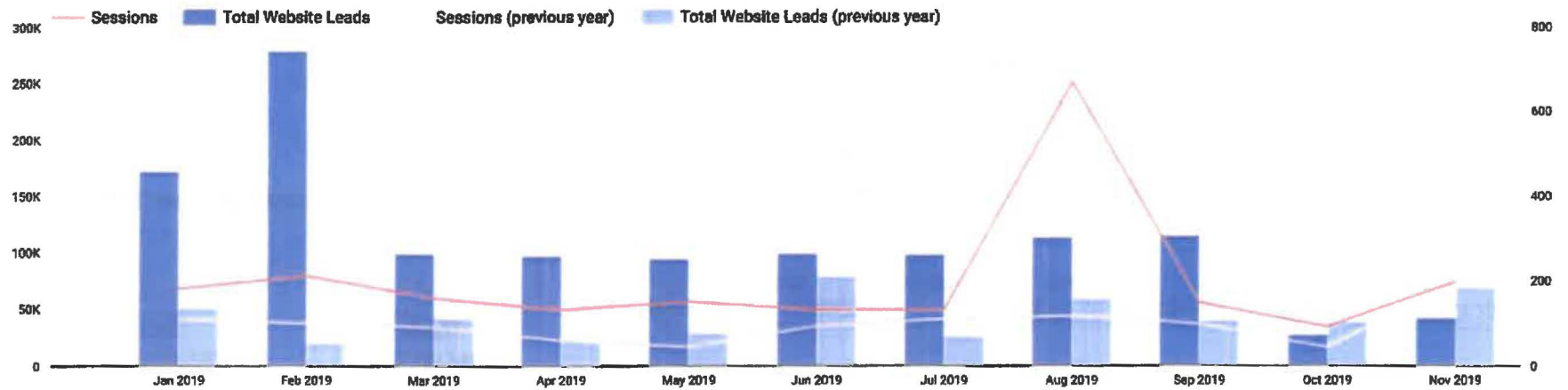
1,403

↓ -44.0%



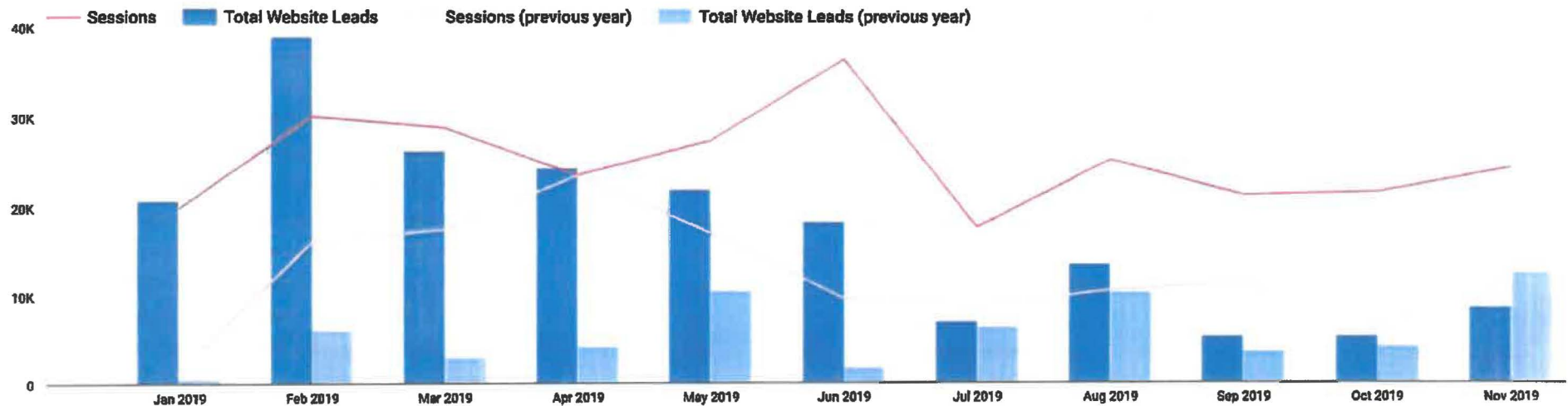
- Website Leads decreased 30% YOY due to loss of data from 10/8 - 10/13 and technical issues with the 'Enter to Win' form as it was placed on the homepage only vs previously having it on all pages.

PAID SOCIAL RESULTS - OCTOBER - NOVEMBER 2019



- Paid social continued to be the largest paid driver of sessions and leads for Daytona Beach.
- Paid social drove 108,624 sessions on the website, with 99,235 users and 94.1% of those users being new to the website.

ACTIVE EVALUATION - DISPLAY, VIDEO AND NATIVE RESULTS OCTOBER - NOVEMBER 2019



- Digital Display and Native Ads drove 45,189 Sessions and 57 website leads.
- Taboola drove the highest number of sessions with 14,646 sessions and 12,797 users with 97.6% of those being new to the site.
- Although video is an awareness tactic and does not always drive traffic to the site, it also drove 6,013 sessions.

REPORT: BLOG + VIDEO METRICS - OCTOBER - NOVEMBER 2019



Blog Page	Pageviews ▼	vs. Last Year	Video Title	Views	vs. Last Year
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	3,412	-	Experience Biketoberfest® October 17-20, 2019	3,455	-
/blog/post/why-you-should-participate-in-moms-day-off-aka-thanksgiving	2,658	-	45th DAYTONA TURKEY RUN	1,113	-
/blog/post/best-beaches-near-orlando	2,098	-	Ocean Walk Shoppes - Daytona Beach, Florida	684	-
/blog/post/top-things-to-do-with-your-family-in-daytona-beach	1,451	-	Daytona Beach Motorcycle Rallies	623	-
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	1,152	-	Daytona Bike Week 2019	618	-42.7% ↓
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	1,147	-	Magic of Lights Holiday Display at Daytona International Speedway	609	11.7% ↑
/blog/post/favorite-rv-parks-and-campgrounds-in-the-daytona-beach-area	931	-	Unlimited Fun in Daytona Beach, Florida	579	-
/blog/post/dont-wait-start-planning-your-thanksgiving-in-daytona-beach	846	23.7% *	Virtual Drive on Daytona Beach	546	3.8% *
/blog/post/cant-beat-brunch-spots-in-daytona-beach	802	-	WonderFall in Daytona Beach	380	-
/blog/post/beach-bars-with-live-music-in-daytona-beach	758	-	Angell and Phelps Chocolate Factory in Daytona Beach, Florida	371	-16.8% ↓
/blog/post/where-to-celebrate-veterans-day-in-daytona-beach	681	222.7% ↑	Ponce Inlet Lighthouse in Ponce Inlet, Florida	362	-5.2% ↓
/blog/post/refuel-with-a-meal-at-one-of-these-one-daytona-restaurants	651	50.0% ↑	Eco Adventures in Daytona Beach, Florida	286	-
/blog/post/dont-miss-the-daytona-beach-christmas-boat-parade	619	220.7% ↑	Visit These Historical Sites in Daytona Beach, Florida	277	-
/blog/post/fun-fall-festivals-events-to-hit-in-daytona-beach	617	-	Enjoy Daytona Beach, Florida!	257	-16.0% ↓
/blog/post/itinerary-daytona-beach-is-the-festival-capital-of-florida	597	-56.8% ↓	Daytona International Speedway Tours	222	-35.7% ↓
/blog/post/top-6-places-to-watch-the-sunrise-in-daytona-beach	552	-11.7% ↓	Rolex 24 At DAYTONA in Daytona Beach, Florida	216	-
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	550	-	ONE DAYTONA - the Newest Entertainment Complex in Daytona Beach, Florida	204	-
/blog/post/quirky-hidden-gems-in-daytona-beach	528	259.2% ↑	Daytona Beach Christmas Boat Parade - 2 December 2017	171	-26.6% ↓
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	517	45.6% ↑	Main Street Pier and Sunglow Pier in Daytona Beach, Florida	169	-
/blog/post/how-to-spend-a-day-in-ponce-inlet	504	-	Daytona Flea & Farmers Market in Daytona Beach, Florida	169	77.9% ↑

APPENDIX: TOP WEBSITE PAGES - OCTOBER - NOVEMBER 2019



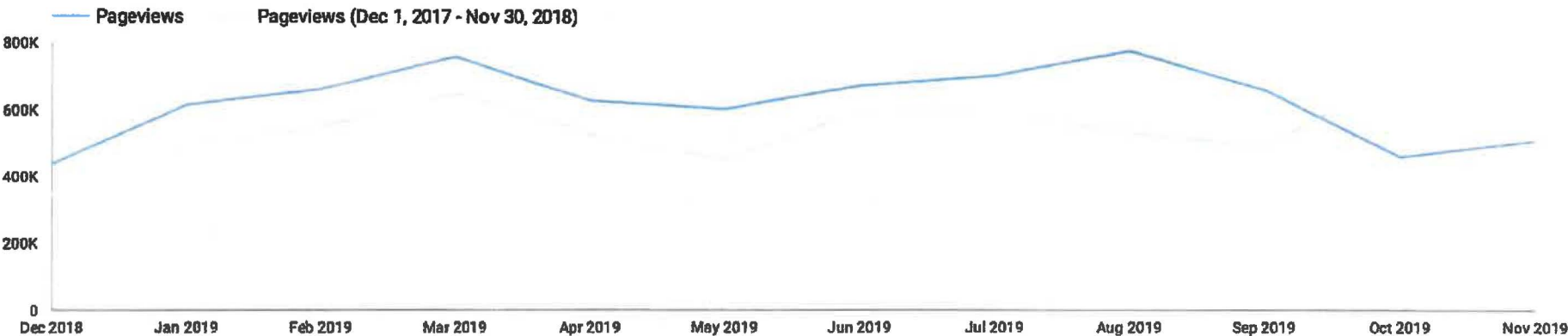
Top Landing Pages	Sessions ▾	vs. Last Year	Most Viewed Pages	Pageviews	vs. Last Year
/wonderfall	70,730	-15.6% ▾	/wonderfall	81,301	-8.7% ▾
/biketoberfest	28,104	-52.2% ▾	/biketoberfest/events	43,275	-22.9% ▾
Home Page	25,305	-15.7% ▾	/biketoberfest	39,804	-48.7% ▾
/event/daytona-turkey-run/39146	19,959	-	Home Page	36,360	-11.2% ▾
/event/welcome-to-rockville-2020-with-headliner-metallica/40894	18,627	-	/event/daytona-turkey-run/39146	26,225	-
/hotel-deals	18,290	7,129.2% ↑	/events	24,763	-9.7% ▾
/events	16,237	-17.1% ▾	/event/welcome-to-rockville-2020-with-headliner-metallica/40894	22,455	-
/things-to-do	14,172	9.7% ↑	/things-to-do	20,685	10.4% ↑
/things-to-do/the-beach/live-webcam	12,158	128.4% ↑	/hotel-deals	19,996	4,962.3% ↑
/hotels/all-properties	12,142	32,716.2% ↑	/things-to-do/the-beach/live-webcam	15,176	105.6% *
/biketoberfest/events	11,074	-7.7% ▾	/things-to-do/attractions	15,074	-24.2% ▾
/events/fall-festivals/turkey-run	11,033	61.9% ↑	/events/calendar	14,771	-37.2% ▾
/events/motorcycle-rallies/bike-week	10,312	10.0% ↑	/events/fall-festivals/turkey-run	14,693	58.8% *
/event/daytona-bike-week-2020/40590	8,907	-	/hotels/all-properties	14,184	1,266.5% ↑
/florida-resident-deals	8,710	-	/events/motorcycle-rallies/bike-week	12,158	3.3% ↑
/event/biketoberfest@-2019/36892	7,869	155.1% ↑	/event/biketoberfest@-2019/36892	11,239	206.9% ↑
/things-to-do/attractions	6,123	-24.1% ▾	/event/daytona-bike-week-2020/40590	10,452	-
/bike-week	5,941	-	/florida-resident-deals	9,979	-
/things-to-do/attractions/boardwalk-pier	5,603	-28.2% ▾	/things-to-do/attractions/boardwalk-pier	9,923	-24.6% ▾
/places-to-stay	5,596	-	/events/festivals-and-music/turkey-run	8,703	-

APPENDIX: GEOGRAPHIC WEBSITE PERFORMANCE - OCTOBER - NOVEMBER 2019



Country	Sessions ▾	vs. Last Year	Website Leads	vs. Last Year	Metro	Sessions ▾	vs. Last Year	Website Leads	vs. Last Year
United States	448,287	10.7% *	2,772	-29.0% ↓	Orlando-Daytona Beach-Melbourne FL	147,112	-3.2% ↓	588	-29.2% ↓
United Kingdom	45,481	28.3% ↑	68	-35.8% ↓	(not set)	62,021	29.6% ↑	463	-21.7% ↓
Canada	24,827	13.0% ↑	227	-33.2% ↓	Miami-Ft. Lauderdale FL	26,625	80.6% ↑	79	-32.5% ↓
Germany	1,801	4.2% ↑	14	-36.4% ↓	New York, NY	24,990	48.8% ↑	105	-19.2% ↓
Brazil	936	-36.4% ↓	6	-40.0% ↓	Atlanta GA	22,821	25.6% ↑	98	-34.2% ↓
India	918	-40.4% ↓	2	-66.7% ↓	Tampa-St. Petersburg (Sarasota) FL	22,222	18.0% ↑	124	-42.9% ↓
Netherlands	862	37.9% ↓	9	28.6% ↑	Chicago IL	15,241	101.5% ↑	98	-17.6% ↓
Sweden	692	25.4% ↑	2	-71.4% ↓	Jacksonville FL	14,041	77.7% ↑	67	-45.1% ↓
France	627	-9.8% ↓	2	-80.0% ↓	London	12,038	-24.3% ↓	16	-40.7% ↓
Australia	503	11.0% ↑	7	-30.0% ↓	Charlotte NC	8,350	24.8% ↑	27	-59.7% ↓
Mexico	491	34.2% ↑	0	-100.0% ↓	Washington DC (Hagerstown MD)	6,725	-13.8% ↓	42	-26.3% ↓
Puerto Rico	466	64.7% ↑	1	-66.7% ↓	Midlands	6,693	44.7% ↑	6	-57.1% ↓
Spain	440	58.8% ↑	2	100.0% ↑	West Palm Beach-Ft. Pierce FL	6,325	28.9% ↑	40	-40.3% ↓
(not set)	380	-19.1% ↓	4	-20.0% ↓	Houston TX	6,164	40.7% *	9	-62.5% ↓
Italy	355	29.6% ↑	1	-50.0% ↓	Los Angeles CA	5,739	113.8% ↑	15	-6.3% ↓
Norway	352	2.0% ↑	3	200.0% *	Dallas-Ft. Worth TX	4,862	-10.4% ↓	30	-48.3% ↓
Switzerland	315	-7.9% ↓	2	-33.3% ↓	Nashville TN	4,726	6.7% ↑	34	-20.9% ↓
Denmark	293	-7.3% ↓	1	-83.3% ↓	Philadelphia PA	4,652	-22.6% ↓	59	-4.8% ↓
Argentina	254	-5.2% ↓	3	-57.1% ↓	Boston MA-Manchester NH	4,382	11.5% ↑	41	-10.9% ↓
Finland	252	53.7% *	1	0.0%	North West	4,247	67.5% ↑	6	0.0%

WEBSITE CONTENT OVERVIEW- OCTOBER - NOVEMBER 2019



Top 5 Landing Pages	Sessions ▾	vs. Last Year	Top 5 Viewed Pages	Pageviews ▾	vs. Last Year
/wonderfall	70,730	-15.6% ↓	/wonderfall	81,301	-8.7% ↓
/biketoberfest	28,104	-52.2% ↓	/biketoberfest/events	43,275	-22.9% ↓
Home Page	25,305	-15.7% ↓	/biketoberfest	39,804	-48.7% ↓
/event/daytona-turkey-run/39146	19,959	-	Home Page	36,360	-11.2% ↓
/event/welcome-to-rockville-2020-with-headliner-metallica/40894	18,627	-	/event/daytona-turkey-run/39146	26,225	-

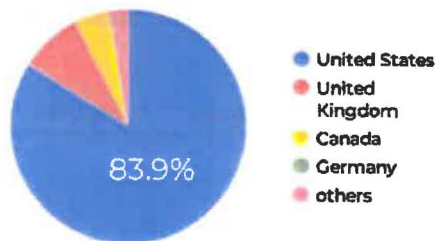
GEOGRAPHIC WEBSITE PERFORMANCE - OCTOBER - NOVEMBER 2019



Florida Sessions
229,885
▲ 9.5%

Non-Florida Sessions
304,220
▲ 13.4%

Sessions by Country



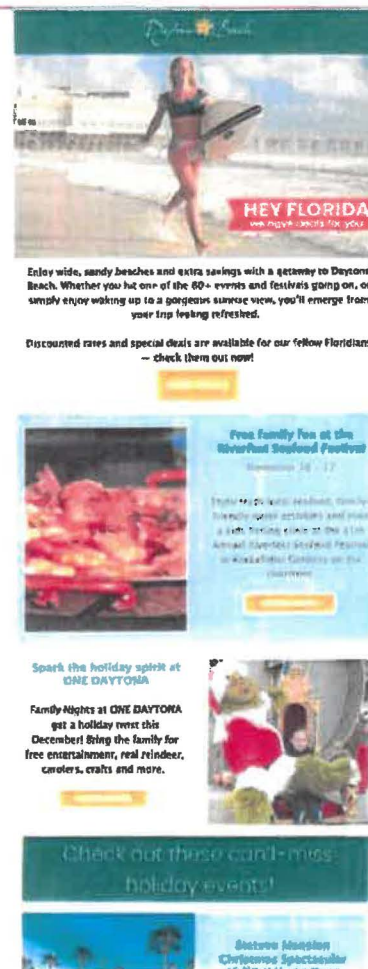
US Region	Sessions ▼	vs. Last Year
1. Orlando-Daytona Beach-Melbourne FL	147,112	-3.2% ↓
2. Miami-Ft. Lauderdale FL	26,625	80.6% ↑
3. New York, NY	24,990	48.8% ↑
4. Atlanta GA	22,821	25.6% ↑
5. Tampa-St. Petersburg (Sarasota) FL	22,222	18.0% ↑
6. Chicago IL	15,241	101.5% ↑
7. Jacksonville FL	14,041	17.7% ↑
8. Charlotte NC	8,350	24.8% ↑
9. Washington DC (Hagerstown MD)	6,725	-13.8% ↓
10. West Palm Beach-Ft. Pierce FL	6,325	28.9% ↑

- Sessions increased for most countries. United Kingdom and Canada continue to see some steady YoY increases (+28.3% and +12.98%, respectively).
- Florida and Non-Florida sessions saw a steady increase in sessions with +9.5% YoY in Florida and +13.4% in Non-Florida.
- After putting an emphasis on targeting the Orlando-Daytona Beach-Melbourne FL Region in November, we saw a 38.89% increase in sessions YoY for the month. Paid Social saw the highest YoY increase in sessions with +206.8%.

EMAIL RESULTS - EMAIL MARKETING OCTOBER - NOVEMBER 2019

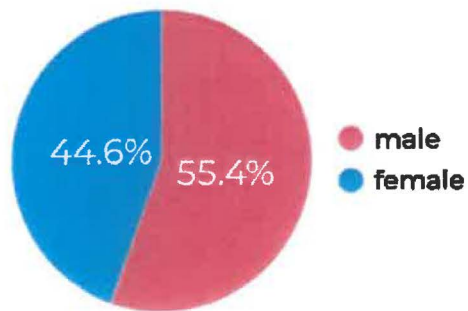


Date	11/09/19
Subject Line	Discover vacation savings for all Florida residents!
List	Geotarget - Florida
Delivered	355
Open rate	16.1%
Ind. Standard	14.3%
CTR	3.9%
Ind. Standard	1.7%
Total Clicks	22



TTL Marketing List: 197,930
YoY growth: 53%

	October 2019	November 2019	Totals
On-Site Form Sign-Up	804	831	1,635
Facebook Lead Ads	4,033	2,579	6,612
List Import	724	41	765
Giveaway Signups	1,038	598	1,636
Total Marketing List			10,648



Age ▾	Users	vs. Last Year
65+	25,391	9.1% ↑
55-64	32,364	-8.5% ↓
45-54	31,036	-6.7% ↓
35-44	24,088	-11.0% ↓
25-34	24,092	0.5% ↑
18-24	6,114	5.4% ↑

