

**TOUR AND TRAVEL ADVISORY Committee Meeting  
Wednesday January 23, 2019  
Daytona Beach Area CVB**

**AGENDA**

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|---|--------------------------------------|
| <b>I. Welcome &amp; Introduction</b>  | <b>Linda Bowers, Chair</b>           |
| <b>II. Tanger Outlets</b>   | <b>Sarah Rasheid</b>                 |
| <b>III. Minutes Review- October 11, 2018</b>  | <b>Linda McMahon</b>                 |
| <b>IV. Past Shows Update</b> <ul style="list-style-type: none"><li>• <b>Leda: RTO Summit-Orlando</b></li><li>• <b>Leda: Boomers Conference</b></li><li>• <b>Leda: OMCA</b></li><li>• <b>Linda: World Travel Market</b></li><li>• <b>Leda: Orlando Holiday Sales Calls</b></li><li>• <b>Linda/Leda: Florida Huddle</b></li></ul>   | <b>Linda McMahon and Leda Beever</b> |
| <b>V. Upcoming Activities/Shows</b> <ul style="list-style-type: none"><li>• <b>American Bus Association</b><ul style="list-style-type: none"><li>○ <b>January 26-29, 2019, Louisville, KY</b></li></ul></li><li>• <b>Miami Sales Mission</b></li><li>• <b>RTO Summit East</b><ul style="list-style-type: none"><li>○ <b>April 24-26, 2019, New York, NY</b></li></ul></li></ul> | <b>Leda Beever</b>                   |
| <b>VI. Upcoming Host Shows</b> <ul style="list-style-type: none"><li>• <b>Southeast Tourism Society-March 19-21, 2019</b></li></ul>   | <b>Linda McMahon</b>                 |
| <b>VII. Sunwing Update</b>  | <b>Linda McMahon</b>                 |
| <b>VIII. Tour &amp; Travel Video</b>  | <b>Linda McMahon</b>                 |
| <b>IX. Public Participation</b>   |                                      |

**- ADJOURN -**

**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.

**GOAL:**

- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
- Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.