



DAYTONA
BEACH®

Partner Learning Session

Sales: Leveraging your Partnership with the CVB



**Brenda
Redmon**

Director of Sales



**Brandon
Little**

Senior Sales
Manager,
Sports Business
Development



**Mara
Robin**

Corporate Sales
Manager



**Shannon
Pool**

Associations
Sales Manager



**Karen
DiGiacomo**

Tour & Travel Sales
Manager



**Natasha
Hardie**

Convention
Services & Events
Specialist



**Rashanda
Denson**

Group Sales
Coordinator

Your Daytona Beach Area CVB Sales Team Experts!

Group Sales Markets

Meetings & Conventions – Sports – Tour & Travel

- Corporate
- Sports
- Tour & Travel
- National Associations
- State Associations
- Government
- Religious
- Social
- Fraternal
- Military Reunions
- Educational
- Incentive Groups

Brenda Redmon

- 3rd Party Planners and Booking Software
- Sales Team Travel
- Citywide Conventions
- Site Visits



Director of Sales

Mara Robin

- Corporate:
 - Incentive Programs
 - Meeting space
 - Group meals on property
 - Unique activities for team building
 - Weekday programs
- Government, Social, Fraternal:
 - Qualifying RFPs
 - Concessions
 - Board Meetings
 - Value Added
 - Per Diem

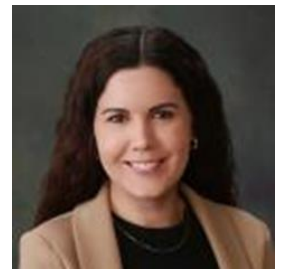


Corporate Sales Manager

Mrobin@DaytonaBeach.com

Shannon Pool

- State and National Associations
- Sales Missions: Tallahassee, Jacksonville, Orlando
- Focus on areas to help extend our partners' reach



Associations Sales Manager

Spool@DaytonaBeach.com



Brandon Little

- Sales Process
- Sports Funding
- Leveraging our Assets
- Fairshare Opportunities



Senior Sales Manager, Sports
Business Development

Blittle@DaytonaBeach.com

Natasha Hardie



PRE-PLANNING
SITE VISITS



WELCOME
PROGRAM



SOCIAL
MEDIA
TOOLKIT



UNIQUE
GROUP
VENUES



GROUP
ACTIVITIES



DIGITAL
ASSETS



EVENT
PLANNING



LOCAL
VENDOR
REFERRALS



DAYTONA
BEACH AREA
INFORMATION



CORPORATE
SOCIAL
RESPONSIBILITY



GUEST PASS



Convention Services &
Events Specialist

Social Media Toolkit

○ How To Use This Toolkit

- When you're ready to post, copy the text from this document and access images from the [Daytona Beach Media Gallery](#) into your social media accounts. Then add the webpage URL and share.

Reel in Some of the Daytona Beach Area's Best Fish Sandwiches at These Local Restaurants

Caption: Delicious seafood options abound in Daytona Beach! When you're ready for a mouth-watering fish sandwich, try one (or more) of these local dining spots.

Link and Hashtags: Facebook, LinkedIn and Twitter: <https://bit.ly/30Q18zE>;
Instagram: #MeetInDaytonaBeach #LoveDaytonaBeach #DaytonaBeach

Image available in the [Daytona Beach Media Gallery](#)



10 Things You Always Want to Pack in Your Beach Bag

Caption: We're heading to sunny Daytona Beach, FL! We know you will want to add a bit of beach time to your itinerary, so here are some tips on what to pack before you hit Daytona Beach's world-famous shores.

Link and Hashtags: Facebook, LinkedIn and Twitter: <https://bit.ly/3a1RoaG>;
Instagram: #MeetInDaytonaBeach #LoveDaytonaBeach #DaytonaBeach

Image available in the [Daytona Beach Media Gallery](#)



18 Fun Things to Do in Daytona Beach

Caption: It's almost time for our annual meeting in Daytona Beach! If you're in need of ideas of things to see and do when you arrive, here are a few suggestions.

Link and Hashtags: Facebook, LinkedIn and Twitter: <https://bit.ly/3Ejct9l>;
Instagram: #MeetInDaytonaBeach #LoveDaytonaBeach #DaytonaBeach

Image available in the [Daytona Beach Media Gallery](#)



SKYNAV – 360° Virtual Tour



Rashanda Denson

- Shaping Daytona Beach's Future Together
- Enhancing the guest experience
- The importance of new offerings



Group Sales Coordinator

Rdenson@DaytonaBeach.com

Karen DiGiacomo

- Frequent International/Independent Traveler (FIT)
- Value Added to group tour
- Welcome reception -baggage handling
- Responses



Tour & Travel Sales Manager

KDiGiacomo@DaytonaBeach.com

Group Sales Markets

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Smith Travel Research (STR) Report - Average Daily Rate (ADR)

- Average Daily Rate (ADR) is calculated based on the Revenue and Demand the properties report using these formulas:

Group:

Group Revenue/Group Demand

Transient:

Transient Revenue/Transient Demand

Month	Transient	Group	Group (+,-)
June 2024	\$ 157.67	\$ 182.58	\$ 24.91
May 2024	\$ 165.23	\$ 162.29	\$ (2.94)
April 2024	\$ 150.51	\$ 176.70	\$ 26.19
March 2024	\$ 175.67	\$ 194.78	\$ 19.11
February 2024	\$ 166.12	\$ 235.35	\$ 69.23
January 2024	\$ 140.89	\$ 176.75	\$ 35.86
December 2023	\$ 115.43	\$ 119.28	\$ 3.85
November 2023	\$ 118.00	\$ 119.50	\$ 1.50
October 2023	\$ 127.92	\$ 132.78	\$ 4.86
September 2023	\$ 115.07	\$ 127.87	\$ 12.80
August 2023	\$ 135.33	\$ 159.32	\$ 23.99
July 2023	\$ 149.01	\$ 144.97	\$ (4.04)

Questions?

