

HALIFAX AREA ADVERTISING AUTHORITY



DAYTONA BEACH

*The Original
American Beach*

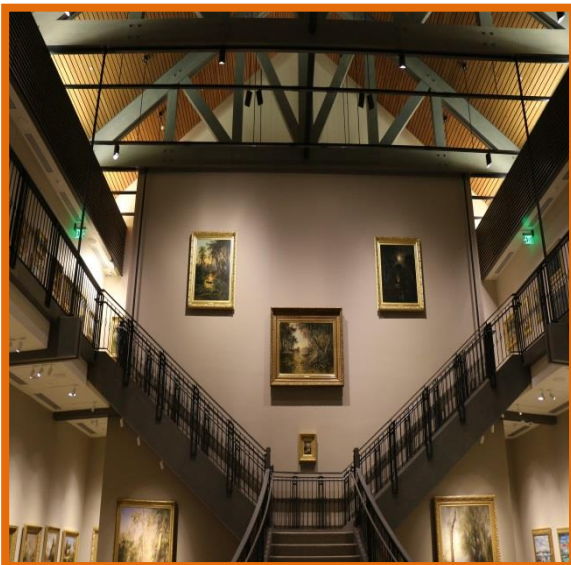


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“Visitors are discovering a new Daytona Beach—an exciting chapter in the destination’s history showcasing its racing heritage, idyllic East Coast oceanfront location and impressive arts affiliation. The area is in the midst of investing more than \$1 billion in renovations and construction, all of which are making for an even more exciting vacation stay.”

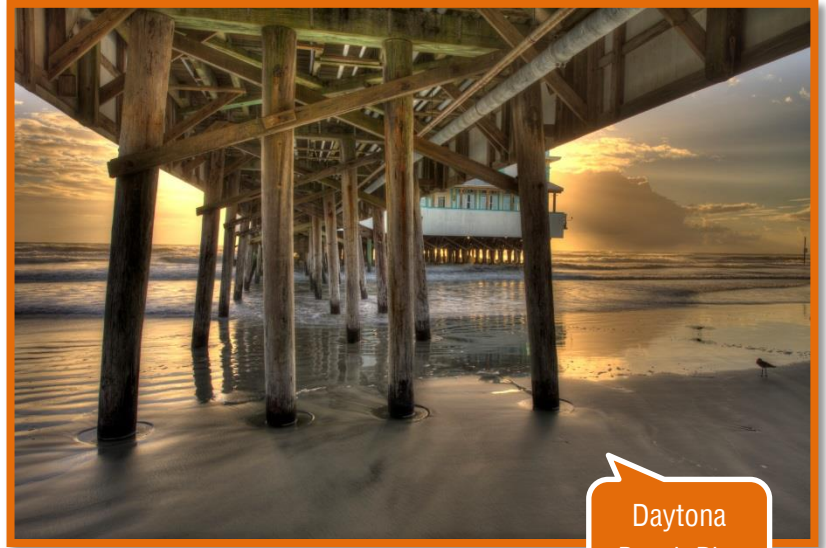
-Convention South Magazine



INTRODUCTION

The Halifax Area Advertising Authority, dba the Daytona Beach Area Convention and Visitors Bureau, functions as a destination marketing organization for the greater Daytona Beach area.

The organization is tasked with promoting and advertising the greater Daytona Beach area to the traveling public. The main source of funding is the three percent Convention Development Tax, which is a tax on transient accommodations located within the Halifax Taxing District. The Convention Development Tax is a special tax dedicated to tourism marketing, and there is no tourism marketing funding allocated from Volusia County's general tax revenues.



Daytona
Beach Pier

Created in 1984 by the Volusia County Council under Florida Statute 212.0305, the purpose of the Halifax Area Advertising Authority board is to administer and disburse the proceeds from the three percent Convention Development Tax in its specified district. The authority meets monthly to receive updates and review additions or modifications to the budget and marketing plan. As mandated by law, a majority of the 11-member authority represents lodging facilities in the Halifax Taxing District, and the remaining members represent a variety of tourism-related businesses from throughout the district. Those members currently serving on the authority board include:

Blaine Lansberry, Chair- *Bahama House* • **Michael Kardos**, Vice-Chair- *Daytona Beach Resort*
Steve Farley, Secretary/Treasurer- *El Caribe Resort* • **Kyriakos Drymonis**, *The Oyster Pub & Razzle's*
John Phillips, *Embry Riddle Aeronautical University* • **Libby Gallant**, *Perry's Ocean Edge Resort*
Stephanie Benedict, *Yours Truly Custom Giftery* • **Samir Naran**, *Premier Resorts & Management*
Mihar Patel, *Best Western Plus* • **Jason Reader**, *Hilton Daytona Beach Resort*
Carol Platig, *Museum of Arts and Science*

The Halifax Area Advertising Authority contracts for employees through TriNet to organize and implement all destination marketing programs for the area.

In 2015-16, the Halifax Area Advertising Authority will oversee the investment of more than \$8 million to promote and advertise the Daytona Beach area. Due to the recent uptick in the economy, the projected budget will be slightly more than in recent years. Should tax collections exceed the projected amounts included in this recap, additional advertising and marketing allocations will be made later in the year. In addition to the Convention Development Tax, the Halifax Area Advertising Authority also generates revenue through cooperative promotions and advertising in its various in-house publications.

Each year, the organization's comprehensive program of work is designed to respond to an ever-changing audience. The organization is performance-based and committed to advertising and promotions that elevate awareness of all tourism assets throughout Volusia County.

The annual budget, which is included in the plan, is reviewed on a regular basis. An ongoing monitoring process allows the detection of any significant fluctuations in funding, assuring that the organization remains within the budget parameters outlined.

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MISSION STATEMENT

Halifax Area Advertising Authority dba Daytona Beach Area Convention and Visitors Bureau is to contribute to and enhance the overall economic prosperity of the Halifax Area Taxing District and all of Volusia County through the successful promotion of the area as a preferred tourism destination.

OVERALL SITUATION ANALYSIS

One of the unique aspects of Daytona Beach is that it is able to offer the same accommodations to various consumer market segments throughout the year -- more than any other destination in the world.

Orlando, Las Vegas, New York, and others, by contrast, have the same market mix, with very slight deviations for holiday times and year round.

Daytona Beach offers its accommodations to:

- Racing fans in January/February/March/July/October/December
- Motorcycle enthusiasts in early March and October
- Students and families in Spring
- Families during Easter & Thanksgiving
- Families in the summer
- Classic car fans during the Spring & Thanksgiving
- Canadians in the Fall and Winter
- Seniors year-round



Some History:

Through the early '80s these markets were well separated, with each thinking Daytona Beach catered mainly to them and others like them. However, in the mid-to-late '80s extensive publicity about Spring Break and (to some extent) Bike Week called attention to the destination as catering to large groups of young and not-so-young adults having a good time.

This trend coincided with an obvious decline in product as many aging hotels and motels were not refurbished or replaced, in part due to the requirements of the coastal setback rule. While the destination continued to satisfy existing customers and enjoyed steady repeat business, new guests failed to choose the area.

During the 1980s, research into those potential guests, who did not choose Daytona Beach, resulted in a clear picture of their decision-making and reasons:

- A vision of Daytona Beach as a destination catering to (and only suitable for) young people out to have a good time -- not families, older adults, business or meetings.
- A vision of the beach (itself) as crowded with cars and unsafe for small children and/or inconsistent with a relaxing beach vacation.
- A lack of things to do, besides the beach, for families and couples.
- A vision of Daytona Beach as rundown and out of date.

This lack of new customers and a decline in the existing customer base further affected owners of some aging properties who were unable to maintain and renovate. To compound the issue, at the national and international level, hotel developers found lenders unwilling to finance new construction.

Following the 1989 peak of college Spring Break, the destination made a concerted effort to market to meetings and families, instead. With fewer Daytona Beach properties welcoming young singles, and properties on the north and south ends of the beach area actively marketing to families, occupancies and average daily rates began to rise. During the 1990s, Spring Breakers as a market became more fragmented, with no destination obtaining the crowds

of several hundred thousand common earlier. Spring Break in Daytona Beach remained steady at about 140-150,000 over a six-week period.

Positive developments continued into the next millennium, leading up to the terrorist attack of 9/11/2001. Although tourism experienced a downturn nationwide, the effects tended to be less severe for the Daytona Beach area, a traditional drive market. As tourism began to climb back upward at the national level, the area was again dealt a major setback with the devastating hurricanes of 2004. Many area hotels were severely damaged, with many having the opportunity to be renovated and upgraded. This event led to several years of hotels and motels in various stages of repair and/or renovation.

Moving Forward:

These days, Daytona Beach's image and strength is much-improved. "Spring Family Beach Break" is seen as a kinder, gentler event. In addition, Bike Week publicity demonstrates a more vigorous event, and Biketoberfest® is seen as continuing to grow, although it remains much smaller than Bike Week.

Auto racing and the family image of NASCAR continue to soar with Speedweeks in February and racing events in July, positively impacting Volusia and surrounding counties.

With more than 50 events and festivals now held throughout the year, the destination has dubbed itself the "Festival Capital of Florida."

The destination has developed more activities for children and families recently, including the Marine Science Center, the Charles and Linda Williams Children's Museum and planetarium at the Museum of Arts and Sciences, Daytona Lagoon Waterpark, several miniature golf courses and other family-oriented facilities. A parking garage enabled the county to remove cars from the core beach area, and the Ocean Walk Village project was completed. Several older hotel properties in the area have been converted to first class time-share properties, and several additional properties – including the Streamline and Desert Inn – will soon emerge as upscale hotels. Meanwhile, hotel construction along the I-95 corridor and the Daytona Beach airport/business district continues to add new rooms to the area's inventory.

After a downturn in the real estate market both statewide and nationally, causing a number of proposed hotel projects and condo/mixed-use projects to be put on hold, the market is showing positive signs of a rebound.

Over the past several years, the destination product has continued to evolve. Advertising aimed at families and demonstrating the family appeal of the destination is paying off.

While some non-visitors still believe Daytona Beach attracts mostly singles, many more see the area as a family destination with plenty to do for families. Multi-generational families are traveling in greater numbers than ever.

Recent "image & use" research shows potential visitors consider Daytona Beach, for the most part, on par with other Florida beach destinations and a potentially satisfying beach vacation destination.

Several positive trends have taken place between 2010 and 2015:

- I.** The price of gas has dropped and steadied over this period. This particularly impacts a destination like Daytona Beach, which relies heavily on auto travel.
- II.** The economy is rebounding, with lower unemployment and increased development activity.
- III.** Investment money for properties in need of upgrades has been easier to obtain, and several major property owners have invested in refurbishments.
- IV.** There has been a steady increase in bed tax revenue, due to increases in both occupancy and average daily rate, resulting in more available money for advertising and marketing.
- V.** Several new citywide projects have been announced, such as Daytona Rising at Daytona International Speedway, One Daytona across the street, and a Hard Rock hotel on the beachside.

SWOT

A. Strengths

Destination

1. A diverse product which can be sold to multiple markets.
2. A geographic location and excellent weather that greatly enhance potential for promotion.
3. An international airport with two major carriers.
4. Physical resources such as the historic bandshell and the Ponce De Leon Inlet lighthouse.
5. Name recognition worldwide.
6. A modern convention center capable of hosting large events.
7. Events such as the Rolex 24 At Daytona, Daytona 500 and Bike Week, which attract international visitors and widespread media coverage.
8. A world-famous beach and related activities.
9. Close proximity to main roads and highways.
10. Close proximity to Orlando area Florida attractions.
11. Affordability.
12. An improved lodging product, due to renovations and refurbishment.
13. Atlantic Ocean- Only half of Florida beaches offer the Atlantic- which brings with it waves and cooler temperatures.



Daytona
Beach Pier

The Organization (HAAA/CVB)

1. An organizational structure of HAAA/CVB that offers a viable forum where travel industry business participants can meet, communicate and work together toward common goals.
2. A detailed, structured annual marketing plan.
3. A professional, knowledgeable, courteous and dedicated staff.
4. A well-organized and structured administration.
5. Cohesiveness and the ability to react quickly to changing environments and special circumstances.
6. The ability to organize partnerships with other entities to provide expanded marketing opportunities.
7. Flexibility and progressiveness as an organization.
8. A reputation of being highly regarded within the industry.
9. The image of HAAA Board and staff members as being experts in their field.
10. Low participation fees and no membership costs, which are valued by the local tourism industry.

B. Weaknesses

Destination

1. The area's diversity often leads to the sending of mixed messages to potential visitors.
2. Old perceptions of Daytona Beach are difficult to correct in the minds of our general audience.
3. A need for a stronger understanding/appreciation by local residents and business leaders relative to the economic importance of tourism.
4. A product perceived as aging by the traveling public.
5. A need for stronger governmental relations.
6. The lack of a cohesive image.
7. The concept that although affordability is a plus, area pricing remains below the Florida market.
8. A need for additional air service.
9. The fact that our beach access message (driving/non-driving) is sometimes unclear to the public.
10. Marketing messages regarding special events that can be in conflict with family focus.

11. Deterioration of several major tourism corridors such as International Speedway Boulevard, Ridgewood Avenue (US1,) and certain areas along S.R. A1A.
12. The lack of flag hotels.

The Organization (HAAA/CVB)

1. The organization is dependence on a single source for major funding.
2. An annual marketing plan that thinly spreads available finances, staff and volunteer leadership resources.
3. Sales and marketing programs that present challenges in measuring return-on-investment.
4. Office facilities for the CVB have limited storage capacity.
5. The degree of inflexibility caused by a fixed method of operation and funding sources.

C. Opportunities

1. Work collectively to elevate the Daytona Beach area brand as an appealing vacation destination.
2. Communicate the goals of the strategic plan to public and private interests, promoting awareness and support.
3. Institute an effort to educate local businesses, government leaders and the public about the benefits of tourism.
4. Nurture cooperative marketing and advertising initiatives that are responsive to market trends.
5. Create a plan to increase off-season visitation.
6. Utilize the strategic plan as a guide for launching future programs and developing new leadership strategies.
7. Work with other nearby destinations, i.e. Orlando regional partnership, U.K. partnership, etc.
8. Continue to expand electronic communications and marketing in an effort to deliver a fully integrated media plan.
9. Continue to maintain and grow closer working relationships with the West Volusia Tourism Advertising Authority and the Southeast Volusia Advertising Authority.
10. Develop new programs to market off-peak months such as May, September and January.
11. Increase channels of product distribution, i.e. hotel, air, and rental car combinations.
12. Maintain a stable promotional fund while developing additional sources of revenue.
13. Expand the International marketing efforts to include the UK, Germany and Brazil.
14. Highlight new and remodeled partner properties within our taxing district.

D. Threats

1. The expansion of resort tax usage beyond tourism-based functions.
2. Possible downturn in business due to uncontrollable factors i.e. – economy, weather, other natural or manmade disasters.
3. Existing programs and responsibilities consume financial and human resources, leaving few dollars for new initiatives.
4. A national and international tourism marketing environment in which competitive destinations are increasingly out-spending the Daytona Beach area.
5. Trends toward year-round schooling and pre-Labor Day school openings threaten to further shorten the summer vacation season.
6. A lack of a shared vision among tourism businesses and local governments about the threats facing the local tourism industry and the need for preventative actions.
7. A desire by other organizations or entities to access our organizations funds.
8. The negative perception of some special events by consumers and the community.
9. Negative local media coverage, which has translated to a poor image of the destination in certain Florida cities and beyond.
10. Increased taxation of industry businesses.
11. Governmental rules and regulations.

MARKET RESEARCH

A market research program consists of finding and placing pieces of a puzzle. These pieces include information about consumer beliefs and perceptions, experiences and propensities. In the case of Daytona Beach we look for information about our existing and potential customers. There is only one way to determine anyone's beliefs and perceptions and that is to ask them.

The Halifax Area Advertising Authority research program consists of quantitative (statistical survey) and qualitative (focus group) research efforts. The authority and its committees and staff use the research to determine message, timing, media, images, etc.

Following is the program of work, devised with staff, for 2015-16:

Visitor Profiles

Using a geographically diverse stratified sample of properties, including flagged and independent, large and small, with and without amenities, etc.; a random sample of visitors are chosen. Independent and franchised properties have always been part of the sample, including Holiday Inns, Marriott, Hilton, Best Western, etc. A total of 2,100 records per month are analyzed to determine zip codes. A 15 property sample, stratified by location, size, amenities, hotels with and without flags is conducted. This data is particularly significant in establishing number of visitors as well and as economic impact.

Information to be gathered includes (but is not limited to):

- ✓ Number of visits
- ✓ Repeated use of hotels
- ✓ Reason for visit
- ✓ Activities while in the Halifax Area
- ✓ Source of travel information
- ✓ Internet, Social Media and OTA (Online Travel Agency) use
- ✓ Purchase/booking behavior
- ✓ Party demographics
- ✓ Lead time in destination choice and purchase/booking
- ✓ Transportation
- Other vacation destinations and propensity to take more trips
- ✓ Satisfaction with Daytona Beach experience
- ✓ Media use (Cable TV, magazines, etc.)
- ✓ Daily expenditures for tourism related items (i.e. food and beverage, admissions, souvenirs, etc.)

The findings are used by staff, committees, and the advertising agency to make decisions including:

- | | |
|---------------------------------------|----------------------------------|
| ▪ Demographic markets to advertise to | ▪ Advertising media |
| ▪ Geographic markets to advertise to | ▪ Marketing direction |
| ▪ Timing of advertising | ▪ Promotional activities |
| ▪ Images in advertising | ▪ Tour and travel agency support |
| ▪ Advertising message | ▪ Decision making changes |
| | ▪ Behavior changes |

This data also is used to determine economic impact of tourism on the Halifax Area and Volusia County.

Focus Groups

As necessary to test creative and/or to explore potential for additional markets and/or to determine levels of interest in existing markets.

In 2014-15 Focus Groups were conducted with consumers in New York City (in anticipation of the Jet Blue service), Charlotte, Tampa, Houston and Dallas.

In addition Focus Groups were conducted with New York City Meeting Planners who use hotels in Florida.

For 2015-2016 we are planning consumer focus groups in the United Kingdom, Canada and other domestic markets, as determined by staff, agency, committees and HAAA.

Special Studies

These include:

- ✓ Conversion Studies
- ✓ Image & Use studies

Conversion Studies

Are conducted annually and determine ROI; percent of those who have requested Visitors Guide and those who have visited the website who actually stay in Daytona Beach Hotels.

Further, they determine impact of collateral material and website on choice. As well as determine reasons for choice and non-choice; destinations chosen instead of Daytona Beach; propensity for future visits to Daytona Beach; timing of decision-making, etc. A conversion study will be accomplished with respondents to Daytona Beach advertising.

Image & Use Study

These are accomplished bi-annually and provide information regarding those who take leisure visits to Florida beaches; the reasons for choice, their image of Daytona Beach and competitive destinations, experience with Daytona Beach, etc.

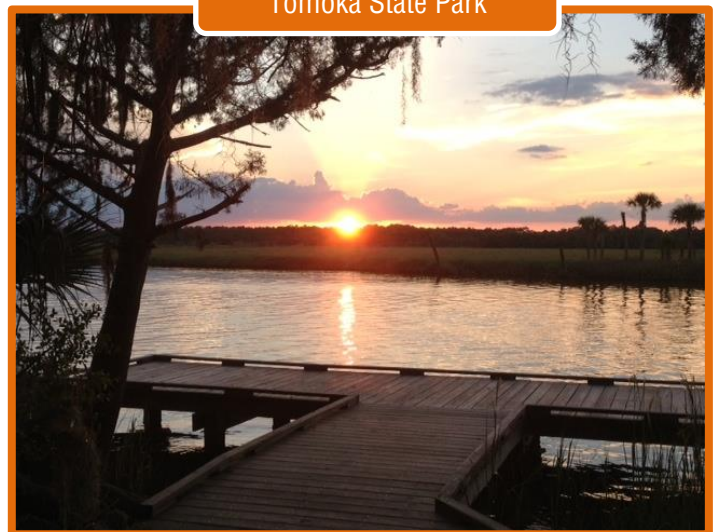
Image & Use Studies are conducted with two markets – Florida & East of Mississippi



Easily one of Daytona Beach's most popular venues is the World's most Famous Beach itself. The area boasts 23 miles of sparkling, hard-packed white sand – and the east coast sunrises leave lasting impressions that melt the heart and touch the soul. No need for shoes here.

-Southern Bride Magazine

Tomoka State Park

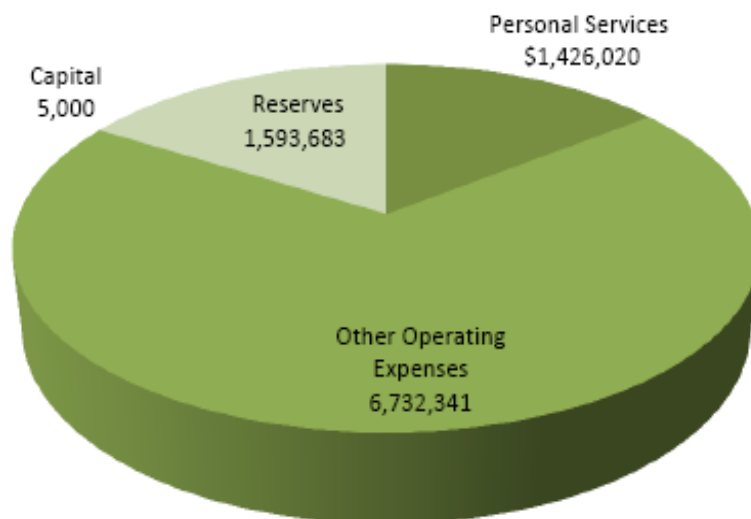


BUDGET

Summary Budget Comparison Halifax

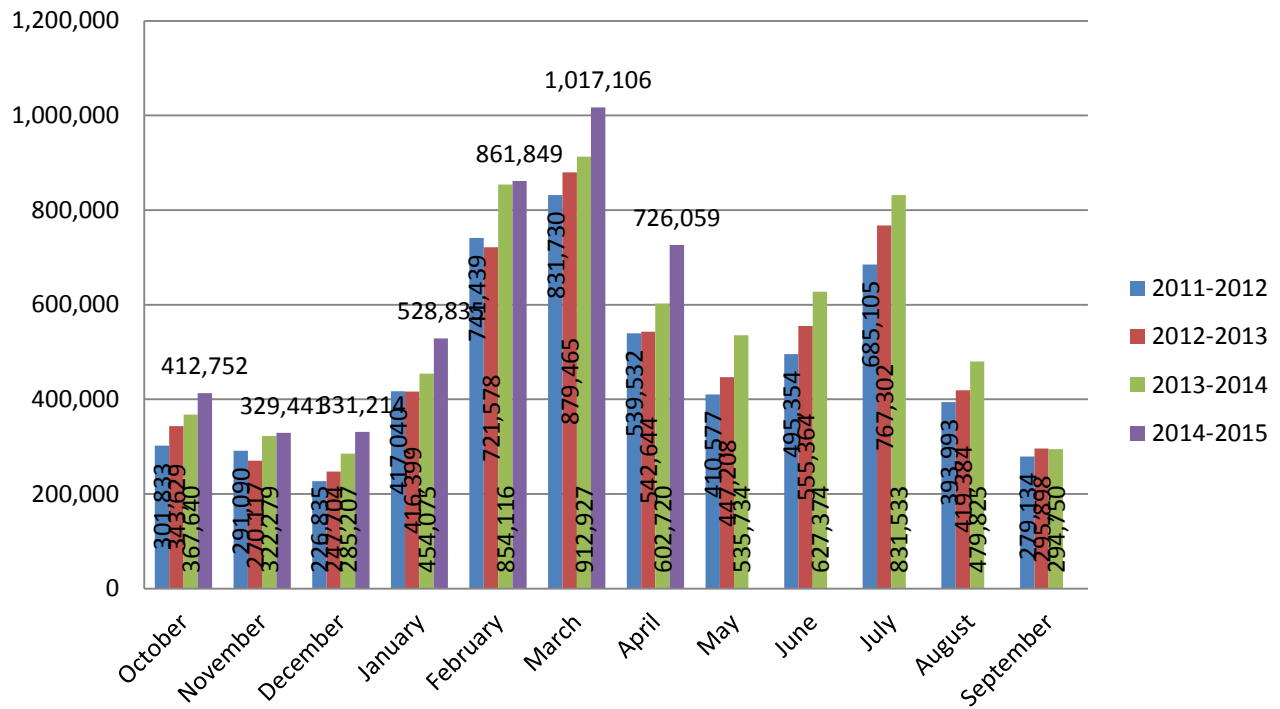
| | FY 2013-14 Actual | FY 2014-15 Budget | FY 2014-15 Estimate | FY 2015-16 Request |
|--------------------------------------|----------------------|----------------------|------------------------|-----------------------|
| Revenues By Source | | | | |
| Convention Development Taxes | \$ 6,568,181 | \$ 6,478,638 | \$ 7,146,196 | \$ 7,574,968 |
| Interest Income | 6,290 | 8,000 | 10,000 | 9,000 |
| Transfers in | 703,600 | | | |
| Misc. Revenue | 140,435 | 256,895 | 175,500 | 233,895 |
| Appropriated Fund Balance | <u>2,689,560</u> | <u>1,740,937</u> | <u>2,157,770</u> | <u>1,939,181</u> |
| Total Revenues | \$ 10,108,066 | \$ 8,484,470 | \$ 9,489,466 | \$ 9,757,044 |
| Expenditures by Category | | | | |
| Personal Services | \$ 1,211,930 | 1,375,947 | \$ 1,300,794 | \$ 1,426,020 |
| Other Operating Expenses | 6,738,366 | 6,503,523 | 6,248,391 | 6,732,341 |
| Capital | | <u>5,000</u> | <u>1,100</u> | <u>5,000</u> |
| Total Operating Budget | \$ 7,950,296 | \$ 7,884,470 | \$ 7,550,285 | \$ 8,163,361 |
| Reserves | | <u>600,000</u> | | <u>1,593,683</u> |
| Total Expenditures | \$ 7,950,296 | \$ 8,484,470 | \$ 7,550,285 | \$ 9,757,044 |
| Revenues vs Expenditures | 2,157,770 | 0 | 1,939,181 | 0 |
| Number of Full-Time Positions | 18 | 19 | 19 | 19 |
| Number of Part-Time Positions | 12 | 12 | 9 | 9 |

Expenditures By Category





Covention Development Tax Collections for Halifax Area Advertising Authority



TARGET MARKET SECTORS

1. DIRECT CONSUMER

Over the coming year we will continue to create greater demands for the Consumer market segments, to position Daytona Beach as the premier destination for all potential visitors. We will increase our presence with Florida in-state, domestic U.S., out of state, Canadian and international visitors by reaching markets that have a high propensity for travel to our destination. We will increase messaging in print, digital, television, and out-of-home media to drive awareness and website traffic.

A. Direct Consumer/Domestic

Visitor Centers

HAAA operates two visitor centers within our destination. One is at Daytona International Speedway at the main visitor center and the other is at Bruce Rossmeyer's Destination Daytona.

We will continue to aggressively market at our two local Visitor Centers and in cooperation with Visit Florida state welcome centers. We will act as concierge for the destination providing detailed area information, visitor's guides, maps, and information regarding area accommodations and activities. We will create programs to collect consumer data and contact information for future communications.

Consumer Shows

In the 2015-16 fiscal we will attend 11 Consumer shows. This is based on the success of Consumer Shows from previous fiscal. The shows selected have the highest attendance and specifically meet our consumer marketing geographically and demographically. In addition, we continue to utilize our new full-color consumer show brochure designed to significantly reduce the high cost of shipping materials to shows. With the continuation of the consumer fair share brochure and the consumer booth share program the CVB will reduce the costs to attend these targeted shows by more than \$5,000. We will attend the following shows:

| <u>Show</u> | <u>City</u> | <u>Date</u> |
|---------------------------|--------------|--------------|
| New York Times Travel | New York | Jan 8 - 10 |
| The Villages | The Villages | Jan. 13 |
| Cincinnati Sport Boat Rec | Cincinnati | Jan. 15 - 17 |
| Travel & Adventure | Chicago | Jan. 23 -24 |
| Boston Globe Travel | Boston | Feb. 19 - 21 |
| The Villages Travel Expo | The Villages | Mar TBA |
| Travel & Adventure | Philadelphia | Mar 19 - 20 |
| Southern Women's | Nashville | Apr 14 - 17 |
| Southern Women's | Charlotte | Aug TBA |
| Southern Women's | Orlando | Sept TBA |
| Fall Atlanta Home Show | Atlanta | Sept TBA |

B. Direct Consumer/Out-of-State

The second largest source for visitation comes from domestic U.S. out-of-state travelers. While a large number of visitors drive to the area from markets such as Atlanta, there is a great opportunity to market to several fly-in markets to the Daytona Beach International Airport, either directly or through the Atlanta, Charlotte and New York with the addition of Jet Blue. This marketing will be a mix of print, television and digital.

Family Market/Indicators:

- More people are traveling in family parties than in previous decades.
- Groups are more multi-generational, i.e. grandparents traveling with kids and grandkids, parents with grown children, etc.
- Siblings and their families traveling together are also on the increase.
- Soft education experiences (i.e. Marine Science Center or Museum of Arts & Sciences) are important to all members of the party.

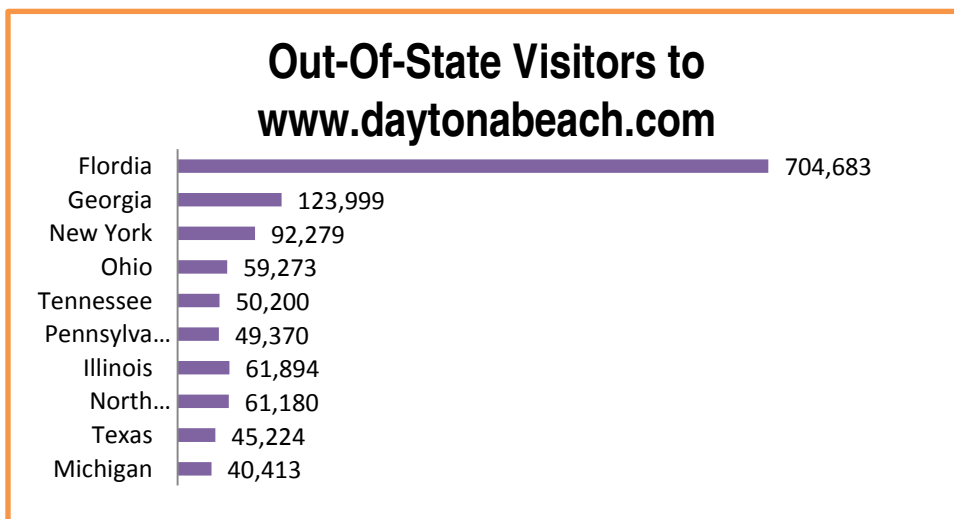
- e. While most families typically don't plan historic or education-based tourism vacations, that type of experience is an important ambient feature of the trip.
- f. Beach vacations remain enticing to families, especially if there are ample other things to do at the destination.
- g. Family vacations don't always mean budget vacations, although families traveling with children spend their money in different ways than adult travel parties.
- h. This market often attends and participates in youth sporting activities.
- i. Family vacation planners rely heavily on the Internet for travel information.
- j. Family travel is diverse.

Boomer Market/Indicators:

- a. People in this category are retiring at a younger age.
- b. They seek soft adventures (i.e. personal watercrafts, canoeing, diving and snorkeling, historic sites, museums, etc.).
- c. This group enjoys educational tours. They enjoy learning new things they hadn't had time for before (i.e. sailing, golf, computers, gourmet cooking, etc.).
- d. They enjoy outdoor sports (i.e. fishing, golf, boating, etc.)
- e. They feel they've earned little luxuries (i.e. chocolate on the bed, Jacuzzi tubs, etc.)
- f. They include cultured activities in their vacations (i.e. music, art, etc.)
- g. They demand a good deal for their money and are Internet savvy.
- h. Dining experiences are an important part of their vacations.
- i. These travelers are nostalgic for the beach vacations of their youth.
- j. They like independence and don't want to be herded on strict itineraries, although they do like packages.
- k. They like taking their grandchildren places.
- l. Golf and tennis are important to them.
- m. While RV travel continues to be popular, these are typically used for trips other than to a beach destination.

Millennial/ Indicators:

- a. *They are tech savvy.*
- b. *Heavily tech-dependent.*
- c. They consume information rapidly and almost constantly.
- d. They book trips faster and, in turn, often share their travel experiences in real time.
- e. **They like to learn.** Travel isn't just about fun with this generation.
- f. Millennials are attracted to authentic destinations where they have the opportunity to learn something.
- g. **They are spontaneous.** Many airlines and hotels have begun offering last-minute online travel deals targeted at digitally savvy Millennial travelers.
- h. **They rely on word-of-mouth recommendations.** Eight of 10 travelers say they are likely to trust the recommendations of a family member or friend via social media when it comes to travel.
- i. Recent studies report that millennial also trust reviews from peer reviews and strangers.

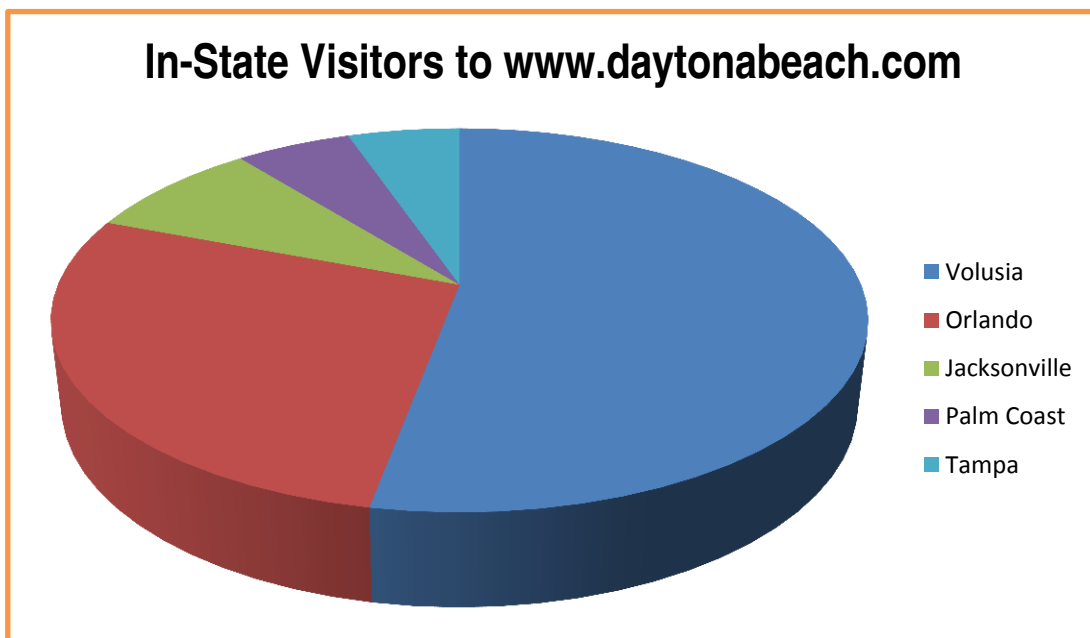


C. Direct Consumer/Florida In-State Visitors

Our number one source for visitation comes from within Florida. With more than 12,000 rooms available, our market is a great asset for “drive to” markets such as Orlando, Tampa/St. Petersburg, Jacksonville and The Villages -- not only for peak seasons, but the shoulder seasons and mid-week stays. The focus will be primarily on the families and boomers. This marketing effort will be a mix of print, digital, television and billboards.

Indicators

- a. The number of auto visitors is fluctuating and difficult to measure.
- b. Leisure day trips from Orlando are increasing.
- c. Leisure travelers to Florida are seeking new experiences; however, the beach remains the number one draw.
- d. Repeat visitors are decreasing their number of days at Disney Parks.
- e. While Orlando area cooperative programs are always desirable, other Florida destinations are seeking cooperative programs for international as well as domestic marketing and research initiatives.
- f. Marketing partnerships, such as those in place with St. Johns and Brevard counties, help to leverage resources and expand reach.
- g. St. Johns, Orange, Seminole and Brevard counties benefit from Volusia County's larger events, including Bike Week, Speedweeks, Biketoberfest® and the Coke Zero 400 weekend.



D. Direct Consumer/International

United Kingdom/Indicators

- a. The British love Florida.
- b. Although British travel to Florida has declined, it continues to be the number one market from Europe.
- c. Although Brits may initially purchase an Orlando or Miami vacation package, on subsequent trips they are more comfortable as independent travelers.
- d. They are not typically loyal to any one place and continue to seek new Florida destinations.
- e. They enjoy fishing, birding, walking, tennis and golf.
- f. Second time visitors to Florida will often book plane fare and a car, and possibly a first night's accommodation. After that, they are confident that they can plan their itineraries as they go.
- g. UK visitors are responsive to advertising, when the message and timing are right.

Germany/Indicators

- a. Germans have not returned in great numbers, and this market continues to recover slowly.
- b. Germans like to have a sense of place. They want a clear image of the destination and what it offers.

- c. Germans like small properties with on-site owners. They like to get to know their hosts.
- d. They are not typically loyal to any one place and continue to seek new Florida destinations.
- e. They have long designated vacation periods and generally like to unpack once and take day trips from their home base.
- f. They often choose packaged holidays with a lot of the decisions made in advance. They seldom change their itinerary after arriving.
- g. They are avid beach fans and an ideal target for the Daytona Beach area.

Canada

This market will provide families and Boomers to our market. The families have a propensity to travel during our peak season, and Boomers during the fall and winter. Ontario is the key market, and both print and digital will be utilized to entice these visitors.

Indicators

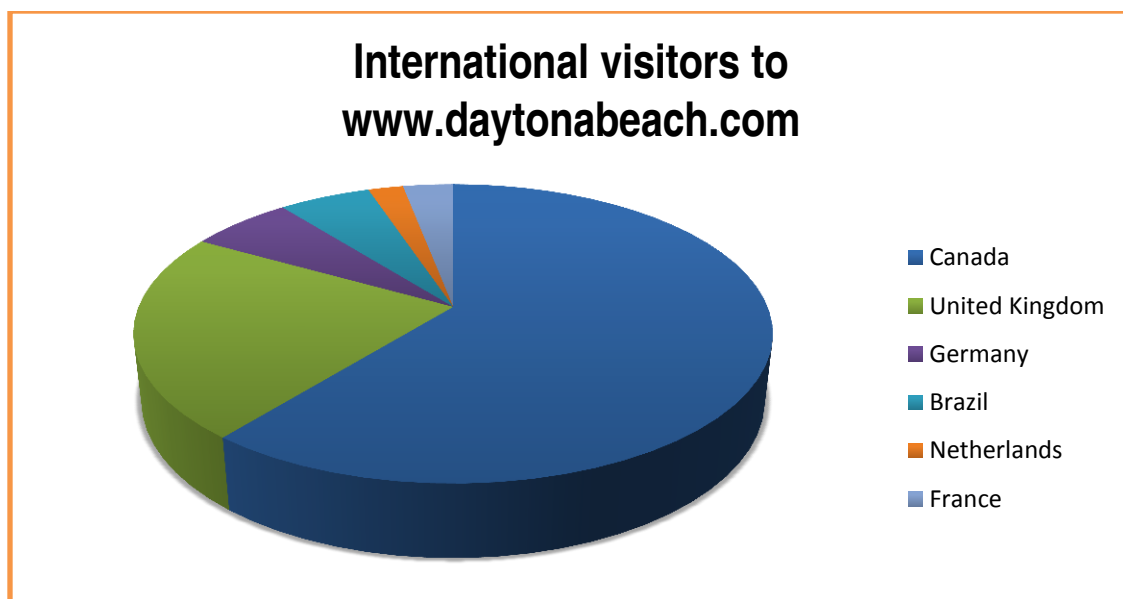
- a. Canadians continue to consider Florida their warm weather backyard.
- b. The fluctuation of the U.S. dollar against the Canadian dollar can impact travel to the area. Currently, there is no definitive difference, and this helps to attract the market.
- c. Economic issues in Canada can affect lengths of stay and reduce the number of visits.
- d. Canadian visitation has been on the upswing over the past several years.

Other International

The European market is slowly rebounding as the economy improves. We will work with our partners at Visit Florida to co-op the marketing efforts to this re-emerging segment of travelers. Europeans still depend on travel agencies, so we will work closely with the Tour & Travel department to ensure congruent messaging for the consumer market segments.

Indicators

- a. Spain, Netherlands and France are emerging markets into Florida.
- b. Latin and South American visitors, while enticed by shopping, also seek out trendy nightlife and fast-paced cosmopolitan environs.
- c. According to the United States Travel Association (formerly TIA,) China is poised to become a major market to the U.S. within five years. This market will develop slowly for Florida, as their first introduction to the U.S. will be through major gateway cities such as San Francisco and New York.



■ Situation Analysis | Description | Geo-Targeting

For several years, many Florida beach destinations have actively advertised in what are considered to be Daytona Beach's core markets of Orlando, Tampa, Jacksonville and Atlanta. Panhandle beaches such as Panama City Beach and Eastern Seaboard destinations like Myrtle Beach and Hilton Head are especially active in the Atlanta market (which becomes very crowded with travel advertising during the summer) and are becoming more active in the large Jacksonville metro area.

Further, as Orlando continues to post record visitation -- 61 million visitors in 2014 -- a growing host of Florida beach Destination Marketing Organizations (DMOs) are looking to attract both Orlando residents and visiting tourists who may be open to adding several beach days to their Florida itineraries. These beach destinations include Amelia Island, Tampa Bay, Jacksonville, St. Augustine, St. Pete/Clearwater, Naples and Key West. Even Caribbean islands such as Nassau Paradise Island have an ongoing presence, thanks to the number of direct flights out of Orlando. With this, Orlando remains one of Daytona Beach's most significant feeder markets, and we must continue to market aggressively in the Central Florida area.

- **Families:** Families remain the number one source for visitation during our peak seasons. Our destination has many loyal repeat family visitors. We will continue to aggressively focus on repeat visitors, the family visitor that has not returned in some time, and first-time visitors to our destination.
- **Boomers:** Boomer couples are a close second to family visitors re: market segment size. Ultimately the Boomer fills the shoulder or off-seasons and is typically seeking a different experience from the family traveler. We will aggressively continue to focus on marketing to boomers to bring them to our destination during the seasons discussed.
- **Millennials:** The Millennial is an emerging market that wants to try new things and new places. We need to recognize this market segment will one day move up to the family segment and seek travel for leisure with their family. Our goal will be to introduce this market segment to our destination so they may experience something new and exciting and provide for their future vacations as they transition into the family market segment.

■ Goals and Objectives

- Work with the Advertising Agency to continue creating new campaign and branding messages
- Increase bed tax
- Increase occupancy, Average Daily Rate and revenue per available room (REVPAR)
- Develop and market a more robust golf program
- Continue to improve our tracking methods and return on investment (ROI) measurements
- Conduct several focus groups
- Create in-market programs to entice visitors to return
- Enhance the consumer experience at all visitor centers
- Continue to track and improve consumer analytics
- Engage more opportunities with partners such as Visit Florida and Destination Marketing Association International (DMAI)

■ Action Plan

(Including promotion, advertising, public relations and digital marketing)

We will work with the Advertising Agency to bring repeat and new consumer business to the Daytona Beach area through high-engagement marketing efforts that geo target specific consumer segments.

- Work directly with the advertising agency to continue creating new campaign and branding messages for all direct consumer marketing efforts
- Establish specific market segments and geo targeting for all market segments
- Ensure that each campaign has specific goals and measurable ROI
- Develop new campaigns to drive quality traffic to DaytonaBeach.com
- Work with the advertising agency and area partners to provide quality co-op advertising opportunities
- Increase lead generation through a multitude of new programs focused on consumer interests

- Work with industry partners such as Visit Florida for viable opportunities in markets that may be difficult to reach, using their buying power and co-op
- Engage with our PR/Communications department to ensure the message is consistent across all market segments through social media, press releases, consumer FAM trips and consumer travel writers/bloggers
- Develop an interactive kiosk at both permanent welcome centers within our market
- Continue to enhance the consumer experience on DaytonaBeach.com with additional interactive campaigns

■ Public Relations

- Focus on travel media in key areas of Florida, Atlanta, the Southeast, New York, Ohio, the Midwest and Texas
- Schedule personal media visits and phone calls with sales pitches re: area happenings
- Coordinate and host a minimum two media FAMs, plus individual writers
- Respond to all editorial leads in a timely manner
- Participate in all appropriate VISIT FLORIDA media receptions/missions in target markets
- Distribute quarterly media releases to targeted consumer media
- Coordinate and implement two consumer contests
- Increase brand awareness in markets fed by the Orlando and Orlando/Sanford International Airports

■ ROI | Measurement Standards

- Ensure that we maintain an average maximum 52 percent bounce rate on DaytonaBeach.com
- Ensure the consumer is viewing an average of three or more pages while on DaytonaBeach.com
- Ensure the consumer is spending two minutes or more on DaytonaBeach.com
- Collect a minimum of 12,000 new consumer leads per month utilizing a double opt-in system
- Ensure there is a minimum of a 6-8 percent increase in bed tax collection each month
- Create tracking pixels to monitor the performance of all digital marketing efforts
- Include tracking phone numbers on all printed consumer marketing materials
- Develop measurable call to action messaging for all consumer marketing efforts



2. NICHE MARKETS

A. Golf

Discover Daytona Beach Golf allows the consumer to find accommodations, golf courses and activities in a one-stop-shop environment. We will continue to market golf in print, digital, social media, public relations, and consumer golf shows.

- Continue relationship with GolfPac/DiscoverDaytonaBeachGolf.com
- Google Analytics-driving key pay per click for golf
- Incorporate golf message into consumer marketing whenever appropriate

B. Tourism Events

Daytona Beach is recognized for its year around calendar of events. The HAAA promotes tourism events, whether directly or indirectly involved to improve visitors experience, raise the destinations brand, and contributes economically throughout the community. The event marketing partnership provides financial support for marketing events, which exhibit positive tourism potential and directly affect the communities within the Halifax Area Advertising district. Event marketing is defined as advertising and promotion outside of the county. These events are submitted through an application process, and the HAAA's board determines funding.

Halifax Area Advertising Authority will continue to aggressively market all tourism events that exhibit strong potential for generating overnight stays. Utilize print, digital, social media and PR to consistently market our message. We will continue to seek new tourism events to grow and brand for the destination.



Daytona International Speedway



- Daytona Beach ½ Marathon
- Rolex 24 At Daytona
- Bike Week
- Speedweeks
- Spring Car Show
- Coke Zero 400
- Daytona Blues Festival
- Wings & Waves
- Biketoberfest®
- Other annual Festivals

■ Situation Analysis | Description | Geo-Targeting

Inbound travel (focused on golf, tourism events, arts, culture and heritage) is an important aspect to our overall consumer marketing approach. These sectors enhance certain periods of the year that may not typically yield a high level of occupancy. We will utilize our new advertising agency to market both domestically and internationally to all of these market segments.

■ Goals and Objectives

- Increase bed tax
- Increase occupancy, ADR and RevPar
- Develop a more robust golf program
- Work with the advertising agency to create new market sources for golf and ACHT
- Create new and exciting programs to entice more visitation during tourism events
- Continue to improve our tracking methods and ROI measurements
- Create in-market programs to entice visitors to return

- Continue to track and improve consumer analytics
- Engage more opportunities with partners such as Visit Florida and DMA)

■ Action Plan

(Including promotion, advertising, public relations and digital marketing)

The Market Development Department will work with the advertising agency to bring repeat and new consumer business to the Daytona Beach area through high-engagement marketing efforts that target specific consumer segments in the areas of golf, tourism events, arts, culture and heritage.

- Work directly with the advertising agency to continue creating new campaign and branding messages for all direct consumer facing marketing efforts
- Establish specific market segments and geo-targeting for all market segments
- Ensure each campaign has specific goals and measurable ROI
- Develop new campaigns to drive quality traffic to DiscoverDaytonaBeach.com
- Develop new campaigns to drive quality traffic to Biketoberfest.org
- Develop new campaigns to drive quality traffic to BikerBeach.com
- Develop new campaigns to drive quality traffic to the arts, culture and heritage section of DaytonaBeach.com
- Work with the advertising agency and area partners to provide quality advertising opportunities from a co-op marketing standpoint
- Increase lead generation through a multitude of new programs focused on consumer interests
- Work with industry partners such as Visit Florida for viable opportunities in markets that may be difficult to reach, using their buying power and co-op
- Engage with PR/Communication to ensure the consumer message is congruent across all market segments through social media, press releases, consumer FAM trips and consumer travel writers/bloggers
- The Group Sales Department will work to target and identify golf groups representing both the leisure and corporate markets

■ Public Relations

Discover Daytona Beach Golf

- Continue to publicize and reenergize the Discover Daytona Beach Golf program
 - Work with the ad agency to tie in editorial content with ad buys whenever possible
- Target key golf travel writers for editorial inclusion and with FAM invitations

Tourism Events

- Continue to brand the destination as the Festival Capital of Florida
- Support major events and festivals with media release distribution and via social media channels
- Coordinate contests, when appropriate, to extend marketing into key event target markets

C. Arts, Culture and Heritage Tourism (A.C.H.T.)

■ Situation Analysis | Description | Geo-Targeting

Visitors interested in golf and tourism events – as well as arts, culture and heritage assets – are an important component of the CVB’s marketing efforts. These sectors assist in enhancing occupancy levels in traditionally soft/shoulder periods.



■ Goals and Objectives

- Increase bed tax revenues via increased Occupancy, ADR and RevPar
- Continue to enhance and promote the arts, culture & heritage
- Engage more opportunities with partners such as Visit Florida and DMAI
- Continue to brand the area as the Festival Capital of Florida in promoting tourism events
- Continue to improve our tracking methods and ROI measurements
- Continue to track and improve consumer analytics
- Create in-market programs to entice visitors to return

■ Action Plan

(Including promotion, advertising, and public relations)

The Market Development Department will work with the new advertising agency to bring repeat and new consumer business to the Daytona Beach area through high-engagement marketing efforts that target specific consumer segments in the areas of arts, culture and heritage.

- Work directly with the new advertising agency to create a new campaign, messaging and brand for all direct consumer facing marketing efforts
- Establish specific market segments and geo-targeting for all market segments
- Ensure each campaign has specific goals and measurable ROI
- Develop new campaigns to drive quality traffic to DiscoverDaytonaBeach.com
- Develop new campaigns to drive quality traffic to the arts, culture and heritage section of DaytonaBeach.com
- Work with the new advertising agency and area partners to provide quality advertising opportunities from a co-op marketing standpoint
- Increase lead generation through a multitude of new programs focused on consumer interests
- Work with industry partners such as Visit Florida for viable opportunities in markets that may be difficult to reach, using their buying power and co-op
- Engage with PR/Communication to ensure the consumer message is congruent across all market segments through social media, press releases, consumer FAM trips and consumer travel writers/bloggers
- The Group Sales Department will work to target and identify golf groups representing both the leisure and corporate markets

■ Public Relations

- Continue to focus attention on the new Cici and Hyatt Brown Museum of Art
- Target key writers/publications for media FAM invitations
- Create a series of impactful videos, highlight key arts, cultural and heritage tourism elements
- Continue to distribute the Share the Heritage and Arts Map publications, which feature countywide cultural finds



■ ROI | Measurement Standards

- Create tracking pixels to monitor the performance of all digital marketing efforts
- Insert tracking phone numbers on all printed consumer marketing materials
- Develop measurable call to action on all direct consumer facing marketing efforts

3. DESTINATION GROUP SALES

The Group Sales department will continue to create a greater demand for the Meetings and Sports market segments and position Daytona Beach as a viable location for both groups and tour operator clientele.

Goal: Meetings and Sports will be supported by a defined increase in group lead development, definite business and destination site visits. Tour and Travel will be supported by a goal to increase product offerings by tour operators, room nights generated, and a defined increase in destination site visits.

A. Meetings & Conventions

Hotel/Small Market Meeting Concentration: The sales team will target and place an increase of emphasis on groups requiring hotel meeting space and unique meeting venues requiring 60,000 square feet or less. With over 300,000 square feet of meeting space at area hotels and regional private event facilities, the Group Sales Department will leverage our industry alliances, hotel renovations, and new development to provide a foundation for insured meeting leads. Our rapidly growing database will also help to support the targeting of prospective group business opportunities. The team will also continue to work closely with the staff at the convention center to maximize all booking opportunity.

B. Sporting Groups

Sports Concentration: Destination Sales is working toward on positioning the area as a premier sports tourism destination for the economic benefit of the entire county. Expansion of this segment will boost hotel occupancy and stimulate visitor spending. The sports program will focus on national/regional youth and adult sports that can utilize existing county and city facilities. Focusing on needs periods throughout the year.

C. Convention Services | Group Support

Convention Support: Conventions Services coordinates all aspects of department's sales effort as well as the services provided to incoming meetings, conventions, events and tour groups. The Group Sales Coordinator and Convention Services Coordinator act as a liaison between the sales team and industry partners for administrative, pre show planning, all client events marketing, and provide local services to our group sales and trade show clients. Convention Services will continue to provide services and necessary support for prior Ocean Center commitments.

▪ Situation Analysis | Description | Geo-Targeting

Specific to each market segment, an increased focus will be placed on market segments that will produce the best use of area hotels. The sales team will maintain existing relationships and build new business within the following markets:

- **Religious/Faith-based**→ Faith-based/Religious programs typically look for value, drive-in markets and second-tier destinations. They provide strong repeat bookings for area partners as well as city-wide programs
- **National Association**→ almost every market segment can be represented by a National Association. The national organizations are generally concentrated in the Washington, DC and Chicago areas. Typically, the annual programs consist of a high number of attendees with the ability to create a strong economic impact for the destination.
- **Florida State Association | Government**
- **Social**→ consists of family reunions and social programs interested in drive markets with a range of affordable rate ranges.
- **Military**→ the Military reunion planner may work for a military association or volunteer to coordinate their annual programs.
- **Fraternal**→ affordability and location are key with this market which has one of the largest membership bases nationally and internationally.
- **Educational**→ can provide short-term booking opportunities and often hold regional meetings.

- **Sports**→ maximize opportunities to enhance our destinations sports brand, and build new and strengthen existing relationships with governing bodies. Work with area partners to maximize utilization of public and private athletic facilities.

An emphasis will be placed on developing new opportunities from these additional markets:

- **Corporate Market Development**→ In the rapidly changing global culture of business, companies are focusing more on collaboration. Educational and networking activities include first-class speakers and opportunities to help build relationships within the corporate industry. Meetings provide short and long-term booking opportunities for area hotels. Focus on the destinations feeder markets, NASCAR/ISC, the Volusia County's UCF Business Incubator program, and TEAM Volusia for potential meetings.

New hotel renovation, an increase in branded hotels, new hotel development, and the expansion and development of Daytona Rising and One Daytona has greatly increased interest in the Daytona beach area.

3rd Party Planner Market Development→ Independent meeting planning firms bring the needs of their clients to our area hotels and Ocean Center. They are representative of every market and every size of meeting. A 3rd party planner may work directly with the Destination Group Sales department to distribute the qualified lead or require convention support for their group. New hotel renovation, an increase in branded hotels, new hotel development, and the expansion and development of Daytona Rising and One Daytona has greatly increased interest in the Daytona beach area.

- **Green Meetings Market Development**→ More and more meeting and event professionals are trying to build some form of sustainability into the events they organize, the facilities they operate, or the products and services they supply. Green meeting programs provide educational and technology sessions to meeting planners and organizations from around the world.
- **Incentive Meeting Market Development**→ Travel incentives are a reward subset of an incentive, recognition or a loyalty program, which is a business tool used to change behavior to improve profit, cash flow, employee engagement and customer engagement. The market generates a higher ADR, short term bookings, and utilizes 3, 4, and 5 star hotel properties. They can also be event driven.



■ Goals and Objectives

- Maintain and grow goals, accountability and detailed ROI
- Continue to develop new small market meetings and maintain existing markets
- Increase focus on destination hotels, new renovations, and new destination development and their meeting facilities
- Increase focus on destination sports facilities
- Refine and utilize a hotel rebate/grant program to assist in closing business
- Focus on groups that will consider multi-year contracts

- Strategically place advertising print, digital and editorial messages in key trade media
- Target needs periods with a focus on the value season by working with hotel partners
- Develop regional opportunities and book industry shows that will increase visibility to our area
- Increase focus on groups that can utilize our assets and improve visibility to new customers

■ Action Plan

(Including promotion, advertising, public relations and digital marketing)

The Group Sales department will continue to work with the Ocean Center team, partnering together to bring new business to the Daytona Beach area with shared lead distribution and ongoing convention center support for city wide groups.

- Utilize the economic calculator that will measure a more detailed spend for business meetings, conventions, and sports programs.
- Define the criteria for the Hotel Rebate & Grant/Reward Program.
- Identify potential groups and messaging for use with all attendee data bases obtained from tradeshow, in market presentations, sales calls, industry memberships, and FAMs.
- Partner with the Daytona International Airport for messaging focused on new and existing airlift and identify competitive pricing.
- Developing small and mid-sized meeting leads for the area hotels that can accommodate smaller meetings, including military and family reunions.
- Develop a corporate meeting initiative to bring exposure to the Daytona Beach area, and new hotel product. Focus on Florida and South/North east. Increase presence with strategically located MPI chapters, participating at a committee/board level.
- Develop a strategic partnership with 3rd party planners, supporting their partnerships with our area partners, and incentivizing them to book Daytona Beach.
- Develop an incentive meeting package, to include high-energy activities, team building, motivational and educational speakers.
- Work with area partners for product development; attractions, museums, dine around programs, festival packages, Daytona International Speedway tickets/tours, and area day excursions.
- Approach all lost business with a new energized message.
- Incorporate quarterly FAMs/Summits and in-market presentations supporting vertical markets.
- Develop a comprehensive convention services program for planners, sports rights holders, tour operators, and travel agents.
- Continue maintenance and enhancement of the CVB's comprehensive reporting system.
- Identify and attend local social organizations including speaking opportunities encourage to "Bring their meeting home"
- Media buys to include testimonials, print and digital with planner- to-planner message/testimonials and co-op opportunities for area partners

■ Public Relations

- Continue to enhance current content for the Meetings & Conventions Facebook page
- Enlarge the CVB's current library of images re: meeting spaces, unique team building, etc.
- Provide PR support for incoming groups such as the NAIA Football, Shriners, etc.
- Distribute strategic media releases to targeted outlets
- Pitch stories to trade media and assist with related media FAMs
- Respond to all editorial leads in a timely manner
- Create community awareness of the group sales industry via media talk shows, interviews, etc.
- Encourage industry awareness and participation
- Help to facilitate planner testimonials for a Facebook campaign targeting additional planners



■ ROI | Measurement Standards

- Business Development
 - Monthly/Quarterly attendance at industry meetings, MPI, SGMP, FSAE, TSAE, etc
 - Client events hosted during sales missions, tradeshow, and locally
 - Familiarization trips (FAMs)
 - Tradeshow/Industry meeting sponsorships
 - Host regional independent/3rd party planner meetings
 - Partnership with VISIT FLORIDA, participate on meetings/trade committee
 - Partnership with Brand USA
- Leads issued: 5 per month/15 per quarter/60 per year *minimum
- Prospecting calls/emails: 5 per week/60 per quarter/240 per year
- Pre/post show calls: 2 per show *each show to be evaluated for sales call opportunities
- Destination Site visits: 2 per month/6 per quarter/24 per year
- Market specific FAM trips: 1 per year (budget 4 for all markets) *can increase based on bringing regional meetings to destination
- Database Marketing: Develop marketing message for all markets -1 eblast per show, 1 eblast post show, and 1 eblast per market per month
- Lost business tracking: Marketing message to all lost business/5 calls/emails to individual markets per month by sales manager/director
- Website traffic: Quarterly message with incentive for online RFP completion
- Support: Communication with all hotel partners supporting their efforts on an ongoing basis, continue industry partner outreach, meeting with at least 1 industry partner per week

2015 – 2016 projected increase: 10%

| <u>Leads Issued FY 2014-15:</u> | | | | | <u>Leads Issued FY 2013-14:</u> | | | | |
|-----------------------------------|------------|-----------|-------------|----------------|-----------------------------------|------------|----------|-------------|---------------|
| 10/1 - 6/1/15 | CVB | Cvent | Assist (OC) | Rm Nights | 10/1 - 9/30/14 | CVB | Cvent | Assist (OC) | Rm Nights |
| Corporate: | 10 | 5 | | 7958 | Corporate: | 1 | 2 | 0 | 522 |
| Fraternal: | 4 | 2 | | 5261 | Fraternal: | 4 | 0 | 0 | 2500 |
| Medical: | 0 | 0 | 1 | 1615 | Medical: | 0 | 0 | 0 | 0 |
| National Association: | 12 | 5 | 4 (3 Cvent) | 34608 | National Association: | 7 | 1 | 0 | 6865 |
| Religious: | 13 | 4 | 2 (1 Cvent) | 14889 | Religious: | 2 | 1 | 0 | 14579 |
| Educational: | 3 | 0 | | 385 | Educational: | 12 | 0 | 0 | 4168 |
| Government: | 3 | 2 | | 2413 | Government: | 9 | 0 | 0 | 3272 |
| Military: | 6 | 1 | | 665 | Military: | 3 | 0 | 0 | 465 |
| Social: | 8 | 2 | | 1855 | Social: | 4 | 0 | 0 | 482 |
| State Association: | 19 | 1 | | 5425 | State Association: | 13 | 0 | 0 | 2434 |
| Tradeshow: | 1 | 1 | | 1435 | Tradeshow: | 0 | 0 | 0 | 0 |
| Sports: | 29 | 0 | 3 | 36681 | Sports: | 42 | 0 | 0 | 37409 |
| | 108 | 23 | 6 | 113,190 | | 97 | 4 | 0 | 72,696 |
| Total # of leads: | 137 | | | | Total # of leads: | 101 | | | |
| <u>Definite Leads FY 2014-15:</u> | | | | | <u>Definite Leads FY 2013-14:</u> | | | | |
| 10/1 - 6/1/15 | CVB | Cvent | Assist (OC) | Rm Nights | 10/1 - 9/30/14 | CVB | Cvent | Assist (OC) | Rm Nights |
| Corporate: | 1 | 0 | 0 | 25 | Corporate: | 0 | 0 | 0 | 0 |
| Fraternal: | 2 | 0 | 0 | 1957 | Fraternal: | 2 | 0 | 0 | 240 |
| National Association: | 1 | 0 | 0 | 495 | National Association: | 2 | 0 | 0 | 1345 |
| Religious: | 1 | 0 | 0 | 120 | Religious: | 9 | 0 | 0 | 3557 |
| Educational: | 3 | 0 | 0 | 675 | Educational: | 2 | 0 | 0 | 701 |
| Government: | 2 | 0 | 0 | 218 | Government: | 3 | 0 | 0 | 145 |
| Military: | 3 | 0 | 0 | 205 | Military: | 1 | 0 | 0 | 650 |
| Social: | 3 | 0 | 0 | 155 | Social: | 2 | 0 | 0 | 372 |
| State Association: | 4 | 0 | 0 | 1396 | State Association: | 4 | 0 | 0 | 287 |
| Sports: | 12 | 0 | 0 | 6227 | Sports: | 19 | 0 | 0 | 6249 |
| Total # of Definites: | 32 | 0 | 0 | 11,473 | Total # of Definites: | 44 | 0 | 0 | 13,546 |

4. TOUR OPERATORS & TRAVEL AGENTS

(groups and individual plus online sellers of travel)

A. Tour Operators, Travel Agents, and Online sellers of travel

The focus of the Tour and Travel program is to develop, promote and increase the volume of business produced by domestic/international tour operators, travel agents, and online sellers of travel to the Daytona Beach area. Tour and travel is not specifically group targeted, but is a component of Destination Sales. The Travel Agent/Tour Operator sector will play a role domestically and internationally.

■ Situation Analysis | Description | Geo-Targeting

Inbound travel involving tour/receptive operators and travel agents continues to change daily. Domestically, growth in travel to Florida by the motor coach sector has continued to be positive. Internationally, travel agents and receptive operators continue to play significant roles as "advisors" to their clients for long haul destinations such as the U.S. The U.K., Ireland, and Germany report an increase demand for Florida, Orlando-based receptive operators are seeing an increase in room nights to the Daytona Beach area from the South American region. Canadian travel continues to grow.

■ Goals and Objectives

- Maintain and grow goals, accountability and detailed ROI
- Focus on groups that will consider multi-year contracts
- Strategically place advertising and editorial print and digital and messages in key trade media
- Target needs periods with a focus on the value season by working with hotel partners
- Develop regional opportunities and book industry shows that will increase visibility to our area
- Increase focus on groups that can utilize our assets and improve visibility to new customers
- Develop a destination attraction voucher program

■ Action Plan

- Strong focus on the domestic and Canadian consumer
- Develop a partnership with Jet Blue Vacations
- Maintain and strengthen relationship with MLT Vacations/Delta's vacation company
- Strategically increase focus on the International market
- Coordinate sales missions and marketing opportunities to complement ongoing consumer media buys
 - Continue to work with corporate AAA (Heathrow) and AAA Auto Club South (Tampa) as well as other Florida inbound clubs around the country
 - Increase exposure in the Canadian markets through tradeshow, sales missions and marketing opportunities.
 - Develop Travel agent awareness through Sales Missions and presentations
- Increase International brand awareness with Receptive & Tour operators in Orlando, Miami, and the Southeast
 - Open up placement/inclusions with Florida based Receptive and Tour Operators
 - Support wholesalers/tour operators who sell direct to clients upon arrivals through orientations or direct selling at hotels by their personal reps
- Develop and promote innovative tour & travel marketing support for use by the trade
- Form new trade partnerships that benefit and strengthen the objectives of the destination and our lodging partners.
- Establish a relationship with vacations home rentals that collect bed tax
- Visit and interview existing accounts for positive/ negative feedback
 - Continue calling upon accounts and prospects within territory
- Partner with regional destinations to generating duel city/duel tier programs
- Identify and establish new marketing opportunities by creating "add on" land package with Florida Cruise lines

- Extend existing sales team by developing joint packaging strategies with hotel partners
 - Develop a marketing brochure with our area partners for distribution in their sales kit
 - Develop attraction/entertainment/meal voucher programs
- Evaluate and mine growth markets such as military offices and SATO travel agent offices
- Attend key trade events
 - USTA's POW WOW
 - Florida Huddle
 - WTM, World Travel Market * based on new hotel/attraction development and demand
 - ITB Berlin * based on new hotel/attraction development and demand
 - NAJ RTO Summit
 - OMCA, Ontario Motor Coach Association
 - ABA, American Bus Association
 - SYTA, Student Youth Travel Association
- Implement an in market representation through a partnership with Hatt Marketing, VISIT FLORIDA, and Brand USA
 - United Kingdom – World Travel Market
 - Germany – ITB Berlin
 - Ireland
 - The Netherlands
- Review effectiveness of web generated sales
- Reenergize partnerships with Visit Florida
- Schedule business to business networking events



■ Public Relations

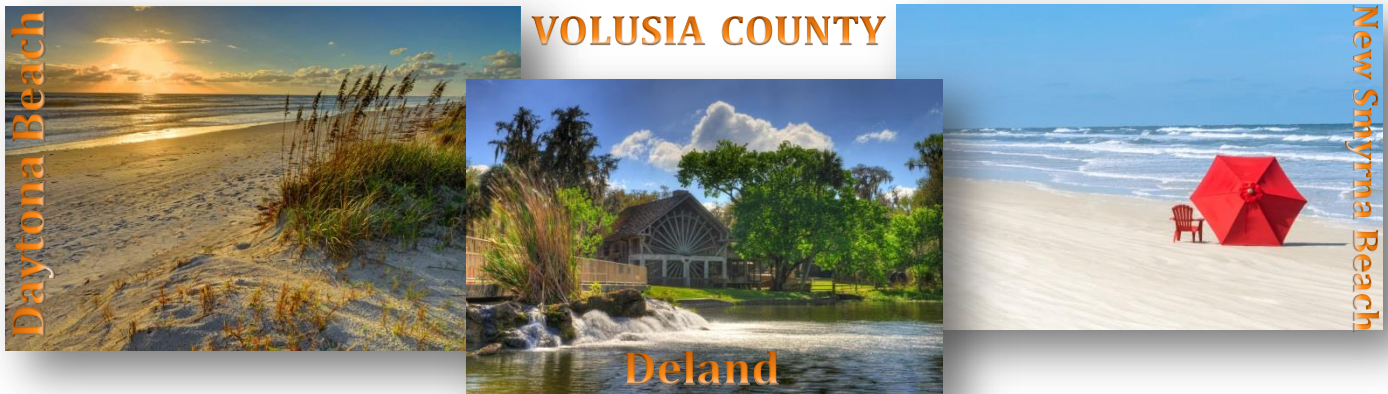
- Distribute messaging to travel professional just prior to consumer media placements
- Increase brand awareness via specific messaging to targeted trade media
- Capitalize on all appropriate media opportunities, ie. via Florida Huddle, Pow Wow, etc.

■ ROI | Measurement Standards

Tour and Travel will be supported by a goal to increase product offerings by tour operators, room nights generated, and a defined increase in destination site visits and FAM trips.



5. ADVERTISING AUTHORITIES COLLABORATION PROGRAM



The advertising authorities collaborated on FAM trips, trade shows and promotional activities with the goal of increasing the buying public's total awareness of all that Volusia County has to offer visitors. Travel writers, international markets and meetings and conventions were the specific markets that we all worked on as a team. Through these efforts we were able to continually showcase and promote the assets of the three taxing districts whenever the opportunity to collaborate was presented. By utilizing all resources available, to us, such as Mid Florida Marketing's various reports, Visit Florida statistics and each authorities own internal resources, we are making sure that we are targeting the right markets with effective advertising in order to keep our business growing. In the 2015-16 budget cycle, the HAAA Board will be geographically targeting areas that will include, not limited to, United Kingdom, Germany, Canada, Northeast (especially NYC due to the January 7, 2016 start of JetBlue non-stops from JFK-DAB), Georgia, North Carolina, South Carolina and of course Florida.

All three authorities will continue to contribute to this effort. *HAAA has budgeted \$60,000 for the 2015-16 budget*, although less than the previous year, this number is more realistic in terms of actual expenditures during the 2014-15 budget cycle. ***The combined budget for the program is \$113,000.***

