

HAAA Executive Update

Key Points

- ◆ Bed Tax collections are up 10.74% year to date
- ◆ August Average Daily Rate increased approximately 5%
- ◆ August RevPAR (revenue per available room) increased approximately 5%

ADMINISTRATION

- Senior staff represented the CVB at the Florida Governor's Conference on Tourism in Orlando, Florida Association of Destination Marketing Organizations, and focus groups with Mid-Florida Marketing & Research in Chicago, Boston and Philadelphia
- Implemented the CVB's successful Crisis Management Plan for Hurricane Matthew and Biketoberfest® messaging

FINANCE



- Implemented NetTime timekeeping software
- Researched advertising invoices Market Development and Paradise Advertising
- Recoded a number of journal entries for Meetings & Conventions and Tour & Travel
- Welcomed Ben Kapadia as Human Resource Administrator/Finance Assistant
- Explored funding programs through CareerSource for staff education and training

GROUP SALES

Meetings/Sports:

Leads Issued: 44
Definite business: 21

- Attended Destination Florida Trade-Show, Clearwater, FL
- Conducted site visit with Global Cynergies for June 2017 Conference
- Attended RCMA Aspire Conference
- Conducted site visit Church of Christ of the United Brethren for 2018 & 2019 Youth Pastors Summit
- Attended CMP Conclave 2016, Baltimore, MD
- Attended Professional Fraternity Association (PRA) tradeshow, received request to host future program
- Attended Florida State Associations of Executives (FSAE) and hosted a client event
- Reviewed shuttle services for Shriners International with Candies Coachworks Transportation
- Met with Votran to coordinate assessable transportation and a pre-paid pass for Shriners International
- Discussed transportation and sponsorship with Shriner's Bahia Executive committee
- Attended NAIA Local Organizing Committee meeting
- Met with National Cheerleading Assn (NCA,) City of Daytona Beach, Ocean Center, and County of Volusia
- Met with Ocean Center and Hilton re: United States Specialty Sports Association (USSSA) conference
- Met with CVB staff re: creating a Tourism Ambassador Program
- Began working with College Rosters and their Sports programs re: additional room nights and event awareness
- Processed a Florida Sports Foundation funding application for Tropic Bowl
- Attended TEAMS appointment show, Atlantic City

Tour & Travel:

Tourism inquiries: 31

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- Conducted Orlando sales calls with Laura Radford from Holiday Inn LPGA
- Visited 26 tour operators during the month of September
- Conducted a site visit with Monika Proctor from Meeting Point North America
- Finalized all appointments for Ontario Motor Coach Association (OMCA)
- Finalized all details for Mark Travel “Marketplace” tradeshow with 9 area partners
- Began American Bus Association (ABA) appointment scheduling

Administration:

- Finalized meeting packets for the (to be rescheduled) meetings, sports, and tour & travel advisory committees
- Sent out notification that advisory committee meetings were postponed due to Hurricane Matthew
- Processed incentive requests
- Completed end of fiscal year invoicing
- Met with VISIT FLORIDA to discuss grant programs for Allegiant, SunWing, and Spirit Airlines
- Continued to coordinate appointment setting/sales calls/trainings for World Travel Market
- Met with New Smyrna Beach CVB to discuss partnerships in the trade markets
- Conducted a conference call with Paradise to create Meetings/Sports media plan
- Sent creative ideas to Paradise for upcoming advertising in meetings, sports, and trade
- Met with Angela Daniels of the Ocean Center
- Met with Maureen Minnock of Daytona Beach Resort & Conference Center
- Held a conference call with Efrain Vargas of PRM Hotels to discuss North Carolina sales missions
- Continued planning for Tour & Travel upcoming sales activities with Leda Beever: AAA – Atlanta area, Mark Travel (Orlando) mini tradeshow and Orlando Client event, and Canada sales calls
- Updated training modules to be sent to JetBlue for its team training site
- Held a conference call with Integrated Media Marketing to discuss upcoming fiscal year initiatives
- Continued to determine funding and identify eligible groups for Florida Sports Foundation grants
- Held a conference call with HAT Marketing re: creating a streamlined spreadsheet for marketing, PR, invoicing
- Continued to identify ways to obtain better measurements for the Tour & Travel market, working with Francis Purvey
- Completed staff review

Convention Services:

- Worked on bid book attachments
- Made deliveries
- Coordinated signage
- Worked with six incoming groups
- Coordinated tradeshow materials
- Created committee meeting minutes
- Created Simpleview traces for sales managers
- Pulled reports for tentative and definite bookings for sales managers

COMMUNICATIONS

- Hosted seven writers for the county-wide Fall 2016 Media Familiarization Tour (FAM)
- Wrote and distributed the Tourism Today industry and community e-blast
- Produced a mock-up for CVB’s new Share The Heritage brochure
- Wrote a news release: Warm Winter Holiday Fun in the Sun
- Reached out to partners for the CVB’s Military Discount Program
- Did a WNDB 1150AM radio interview with the County’s Joanne Magley re: the media FAM and Half Marathon
- Participated as panelist at Florida Bloggers Conference at Full Sail University
- Wrote and scheduled the Beach Blast industry update
- Created website content for Country 500 music festival at Daytona International Speedway
- Wrote an October press release for Florida Public Relations Association (FPRA) and attended the FPRA luncheon

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- Finalized the UK US1 Campaign contract with Captivate Media and prepared an October blogger itinerary
- Edited content for the Daytona Beach News-Journal's Biketoberfest® Q&A section
- Edited the Biketoberfest® Pocket Guide final draft
- Submitted a Biketoberfest® article to Hometown News
- Wrote a new blog to accompany a VISIT FLORIDA social media post
- Ordered a reprint of the 2016 Fall Newsletter (1000)
- Provided Florida Assn of Destination Marketing Organizations (FADMO) with a news brief/photo: CVB Group Sales team at CONNECT
- Appeared on the Big John Radio Show, 1380AM
- Kicked off the IZEA social media campaign, with focus on the CVB's fall Weekday Getaways program
- Provided content and images to the National Small College Enrollment Conference and Always Traveller
- Assisted Vivo Tours & Blue Line with a listing update
- Assisted a Daytona State College film student by connecting him with Team Volusia and Halifax Historical Society
- Review of daytonabeach.com for content, events, updates, etc.

MARKET DEVELOPMENT

- Met with Ashwin from Regatta re: it new owner and received a fully-executed Regatta Assignment Letter, which will be on the Consent Agenda for the November HAAA meeting
- Met with Paradise re: the co-op media plan and strategy for Danica Patrick media buy
- Worked on finalizing the 2017 Bike Week media buy with staff, finalized insertion orders, placed Facebook ads, and directed creative
- Reviewed and finalized the Biketoberfest® press release and provided to staff for disbursement
- Reviewed the final co-op media deck from Paradise and held the Annual Partner Co-Op Summit at DBIA
- Conducted a conference call with South Beach Classics: developed strategy for shoot locations and story-line; reached out to Shelly Rossmeyer for access to Destination and Brian Holt for access to Riverfront Park
- Coordinated the Biketoberfest® Press Conference at Daytona International Speedway
- Conducted the Advertising Committee meeting
- Held a phone call with Hot Leathers re: a promotional give-a-way and using Main St. store as staging area for South Beach Classics shoot
- Worked with Volusia County's Joanne Magley re: Half Marathon funding and sponsor recognition
- Spoke with Jim Abbott from the Daytona Beach News-Journal re: a Biketoberfest® Q&A piece
- Met with Mark Krom from Southern Stone to discuss the radio PSAs for Biketoberfest® and the live remote in the welcome Center Tent; also discussed having Ted from South Beach Classics live on the WHOG in studio Friday morning during the event
- Met with Janet Kersey from the Chamber to discuss and finalize Bike Week 2017 ads
- Conducted a conference call with Paradise to discuss final edits to Bike Week 2017 ads
- Conducted a phone call with Sean Belgrade at the Speedway to discuss marketing for Ferrari Challenge
- Requested that all DaytonaBeach.com Regatta participating hotels be added to the Half Marathon Regatta booking engine
- Worked with County Legal on two cease & desist requests for Biketoberfest®; one for a billboard on Nova Rd. by Rue & Ziffra and one for a Groupon advertisement for an event at the fairgrounds
- Met with Vann Data to discuss current services and upgraded service opportunities
- Input from Visitor Information Center, Daytona International Speedway: In September, the most noted visitors' states of origin were Florida, Tennessee and North Carolina; international visitors included France, Brazil and the U.K., with 26 total email addresses collected
- Input from Visitor Information Center, Destination Daytona: In September, Florida, Kentucky and New York were the most popular visitors' states of origin; international visitors included Germany, England and Canada, with 45 visitors providing email addresses

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- Southern Women's Show – Charlotte, NC - attendance at this this busy three-day show held August 26-28 exceeded 21,000, 350 Visitor Guides were distributed and over 200 show guests registered to win a three-day two-night stay Daytona Beach getaway donated by Holiday Inn & Suites
- Fall Atlanta Home Show – attendance at this popular show held September 9-11 exceeded 13,500, and the Daytona Beach booth featured a chance to win a Daytona Beach getaway compliments of the Oceanside Inn
- Southern Women's Show – Orlando – this four-day show held September 15-18 welcomed over 22,500 show guests, over 400 Visitor Guides were distributed and over 200 contest entries were received for two Perry's Ocean Edge Resort certificates