

HAAA Executive Update

New Stats

- ◆ Bed Tax collections for the 2015-16 fiscal year were up 10.13% over 2014-15
- ◆ August Average Daily Rate increased approximately 5%
- ◆ August RevPAR (revenue per available room) increased approximately 5%

ADMINISTRATION

- Attended Tanger Outlets Grand Opening
- Attended monthly Wow Wednesday
- Kicked off the new CVB Tourism Ambassador program
- Hosted a Sunshine Law Seminar for HAAA board members and CVB staff

FINANCE



- James Moore CPA firm completed the annual audit
- Upgraded Sage accounting software to the 2017 version for improved functionality
- Created a new procedure for Group Sales and Tour & Travel to invoice Fair Share partners
- Established a wire transfer policy for international payments, for added security
- Let staff know that the FLSA overtime regulation change has been delayed
- Filed the 2016 Public Depositor Annual Report with the State, certifying that Gateway Bank is an acceptable public depositor institution
- Sent out second notices on partner invoices (over 30 days)
- Reviewed 2015-16 highlights and 2016-17 goals for Finance Department

GROUP SALES

Leads - 23

Definite - 6

- Coordinated a Shriners planning meeting with the Shriners Executive committee, City of Daytona Beach, Hilton Daytona Beach Oceanfront, Plaza Resort & Spa, Ocean Center, etc.
- Attended World Travel Market and conducted 33 appointments and 4 sales calls/trainings
- Worked on Meetings and Convention media buys with Paradise
- Worked with HAT Marketing team and staff on a new Dropbox spreadsheet to increase efficiency and track projects
- Conducted a conference call with American North regarding a site visit to select attractions for Brazil consumers
- Began International Association of Golf Tour Operators pre-FAM discussions
- Developed new corporate market initiatives with a focus on regional drive in and feeder market cities
- Coordinated Golf News advertorial and call to action with Your Golf Travel
- Confirmed Barrhead (Scotland) promotion
- Conducted conference call with Association of British Travel Agents (ABTA) Golf for potential golf promotion
- Created plan for using bed tax overages to boost meetings
- Conducted an National Association of Intercollegiate Athletics scheduling meeting
- Worked with County legal re: the Shriners transportation contract
- Began planning Florida Huddle pre-FAM and post Germany FAM
- Began analysis of 2015-16 Marketing Plan goals vs. results
- Finalized CVB letters to Varsity (National Cheerleading Association), City of Daytona Beach & Ocean Center Convention Complex for the 2017 program

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- Coordinated efforts to visit area attractions and restaurants to gauge interest in an value added promotion
- Conducted a National Association of Intercollegiate Athletics National Football Championship local meeting with City of Daytona Beach, Ocean Center and Hilton Daytona Beach Resort
- Organized data from Connect Faith, Connect Florida, Ontario Motor Coach Association and World Travel Market
- Monitored all CVENT leads/cancellations coming through and assigned to appropriate sales managers
- Visited 15 Tour Operators in Orlando
- Tracked Ferrari World Finals publicity value gained via efforts by the HAT Marketing team and the CVB's partnership between My American Holiday -- advertorial appeared in two top tabloid newspapers, The Scottish Sun and The Daily Mirror with a combined circulation of over 1 million and an approximate value of \$10,234.86
- Attended the Ontario Motor Coach Association (OMCA) event in Niagara Falls, Ontario
- Attended the RTO Summit (Receptive Tour Operator) event in Orlando
- Finalized American Bus Association (ABA) appointments
- Finished requesting appointments to Miami Tour Operators for the upcoming Miami Sales Mission
- Reached out to all Daytona Beach attractions to set up sales visits
- Attended Meeting Planners Incorporated (MPI) monthly luncheon
- Attended Florida Society of Associate Executives (FSAE) monthly luncheon
- Attended Meeting Planners Incorporated (MPI) monthly evening reception
- Attended United States Specialty Sports Annual Convention to prep for Daytona Beach's hosting of the event in 2017, its 50th Anniversary of the organization
- Site Visits: Brunswick – SeaRay Boats Dealer Conference, American Baptist Conference and COPE Ministries.
- Attended Connect Georgia with the Hilton Daytona Beach Resort

COMMUNICATIONS

- Press Release: Tanger Outlets Open in Time for Black Friday and Largest Classic Car and Swap Meet in US Same Weekend
- Press Release: Main Character in New American Girl Movie lives in Daytona Beach
- Press Release: Discover the Unexpected in Daytona Beach
- Produced and distributed BEACH BLAST, a monthly newsletter sent to partners on marketing and advertising opportunities
- Produced and distributed December issue of TOURISM TODAY, a bi-monthly eNewsletter sent to partners and community leaders on CVB highlights and accomplishments
- Continued to monitor IZEA social media #WeekDayGetaway campaign, which ends in December
- Provided public relations support and assisted a variety of media, US and UK ad agencies, and Visit Florida with content, images including: News Journal, TV 2, 6, 9, 13 and 35, American Quilting Society, Dreamscapes, Smart Meetings, Montauk Sun, FADMO, Rob Mooy, Ingrid Lemme, Asian Hospitality Magazine, Prevue Meetings, NASCAR Series publication, SportsEvent Magazine, Florida Current magazine (Rolex 24), Hometown News (American Girl movie), American Baptist Association, Vacation Ideas, American Holidays, Barrhead, and several UK writers and bloggers
- Agreed to one-year presence on Drive I-95.com, produced content, with links sand images, for CVB profile
- Assisted Group Sales with content for: Funway Holidays, World Travel Market, NCA proposal; Boston Herald editorial/co-op program; Visitor Guide postcard; messaging for new CVB Co-op program and Partner Gateway Access Form (for CVB extranet)
- Wrote and edited a 2,000-word article for GOLF NEWS magazine
- Provided social media support for #FerrariFM16 throughout event
- Participated in VISIT FLORIDA "Winter in Florida" Twitter Chat
- Responded to two VISIT FLORIDA editorial requests: Unique Food Opportunities and Sports
- NAIA:
 - Wrote and distributed NAIA press release

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- Provided social media support
- Attended multiple NAIA organizational meetings
- Wrote copy for CVB's page in NAIA program
- Amplified 2016 Fall FAM attendee JohnnyJet.com (David Zuchowski) article online (DaytonaBeach.com, Facebook, Twitter)
- Updated CVB profiles on TravMedia, Outdoor Writers Association of America
- Distributed monthly DaytonaBeach.com Event Calendar to all tourism partners
- Shriners:
 - Wrote (8) content blocks on things to do in Daytona Beach Area for Shriner website and email messages to help promote the 2017 session
 - Created content brief for Shriners to log PR efforts
- DaytonaBeach.com:
 - Improved search on "Deals" page, tying into current Weekday Getaways campaign
 - Updated content for Rolex 24 At Daytona
 - Attended webinar: "Managing Your Content Marketing Strategy with Simpleview CMS"
 - Resolved (3) tickets (improvements) for: Barberstock media gallery, DaytonaBeach.com calendar, and CMS Tasks/Page Drafts
 - Updated SPORTS section
 - Posting travel writer articles in Accessibility section
- Edited December Consumer blast (Paradise)
- Deployed two repurposed Paradise blasts: Golf and Motorsports
- Travel Writers: sought and secured host for travel writer, Hannah Rinaldi; hosted Tim Leffel with Perceptive Travel
- Represented CVB at Florida Public Relations Association meeting; Tanger Outlets ribbon cutting; WOW Wednesday visits to (4) hotels; and Daytona Ad Fed's Bids 4 Kids Auction
- Worked on enabling a "7 Day Snapshot" in order to retrieve Stackla insights (analytics)
- Continued to communicate with partners regarding participation in Fall 2017 military discount program
- Arts & Culture Committee: compiled input/edits on Share the Heritage brochure, produced revised draft and sent to sub-committee chair for review. Presented committee update at HAAA Board Meeting.
- Worked on public relations support of CVB Ambassador program
- Noted that the Visit Florida Regional Canadian Media FAM (in collaboration with Jacksonville and St. Augustine): is postponed until March 2017

MARKET DEVELOPMENT

- Tightened up the process of processing end of fiscal year invoices
- Met with Regatta/Seekda to discuss the role of the account manager for Daytona Beach and anticipated launch of other OTA marketing opportunities
- Reviewed staff's 90 day learning period for the Market Development Manager position
- Met with owners of GolfPac/Tee Times to discuss the golf marketing program
- Attended Annual Chamber Luncheon at The Shores
- Attended Department Head meeting, discussed new HR Exempt/Non-Exempt policies, timekeeping system, and ideas for marketing the budget overage request
- Attended Volusia Young Professionals Group 4th Quarter Power Lunch at LPGA
- Reworked all of the consumer co-ops to be an "added value" to partners without a fee, with participation determined via lottery
- Attended Leadership Daytona Educate to Elevate at The Shores Resort & Spa
- Prepared an estimate of economic impact losses for the Blues Festival and Symetra Tour due to Hurricane Matthew and provided to the ED
- Revised the Alert module and Home Page messaging during and after Hurricane Matthew
- Revised Sharon Bernhard job description to include additional key functions

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- Reviewed October Simpleview analytics; Organic search sessions increased 64% over last year (organic users increased 70%). Pages that performed well year over year organically: the Live Webcam page (2,585% more organic traffic year over year due to the spike that occurred during Hurricane Matthew), the Biketoberfest® landing page (13% more organic traffic year over year), the Bike Week event page (650% more traffic YoY), the Biketoberfest® event page (465% more organic traffic YoY), and the Fall Festivals page (6% more organic traffic year over year). All indicators performing above industry standards
- Conducted Advertising Committee meeting with topics including the golf marketing plan, Danica Patrick shoot, post-hurricane messaging, 15/16 overage spending plan for \$174k, and Sept/Oct analytics
- Met with Kay Galloway and discussed a new double-sided destination rack card to be created for distribution in the Orlando rack card market through Kenney Rack Distribution
- Held a conference call with Barbery & Associates CPA Firm regarding potential sponsorship for the 25th Annual Biketoberfest®
- Attended DB Half Marathon Committee on enhancing the event and attendance
- Worked with the Boston Globe to offer partner co-ops with a prize package we are offering with Visit Florida, staff to email partners
- Worked with Turkey Run and hotels to determine hotel availability, staff to email hotel partners
- Attended a meeting to discuss ideas for a destination military accommodations program
- Met with the News-Journal to discuss a new destination product
- Met with Paradise to discuss future marketing efforts, new ideas and brainstorming
- Executed the GolfPac/Tee Times Preferred Partner Marketing Agreement that was approved by HAAA and sent to GolfPac/Tee for them to initiate the deliverables
- Met with the Chief Researcher from the Japan Travel Bureau Foundation and shared our business model with them
- Conference call with CityPass to understand the program's partnership requirements
- Worked with the News-Journal re: gathering "giveaway's" for Rolex & Daytona 500 promotions
- Worked with staff on content for Golf Magazine editorial
- Attended the Visit Florida Leadership Summit and Digital Summit
- Attended the HAAA Special Meeting and presented \$235,000 proposal in bed tax overage spending
- Analyzed 2015-16 Marketing Plan goals vs. actualities
- Visitor Information Center – Daytona International Speedway: In November, the most noted visitor states included of origin were Florida, Illinois and Georgia. International visitors included the UK, Denmark and Canada
- Visitor Information Center – Destination Daytona: In November, Florida, North Carolina and Ohio were the most popular states of origin. International visitors included Canada, England and Germany