

HAAA Executive Update

Key Points

- ◆ March 2016 produced a 3% increase in Occupancy and 7% increase in RevPar.
- ◆ There was a 15.08% increase in Bed Tax Collections, year to date.
- ◆ We are now working on the 2016/17 budget and Marketing Plan.
- ◆ Budget Workshop is scheduled for June 21st at Daytona Beach Resort and Conference Center.

ADMINISTRATION

- Completed accepting applications for all CVB Committees. Appointments will go before the HAAA board at the May 17th meeting.
- Helped with the National Tourism Week Breakfast.
- HAAA board created an Executive Director Search Committee at the April meeting.
- HAAA board also approved a new timekeeping system for the CVB employees to use when clocking in and out.
- Annual Officers were voted on in April.
- Mike Kardos is our new HAAA Chair. Blaine Lansberry is now Vice-Chair and Steve Farley has agreed to serve another year as Secretary/Treasurer.
- Coordinated first Executive Director Search Committee meeting coming up on May 11th.
- All HAAA meetings will now be off site due to construction on the Orange Ave. bridge.

FINANCE



- Met with County budget staff to discuss overage for County Council agenda and FY 2016-17 budget
- Update on Orange Avenue bridge construction from Chamber – Bridge to close June 6th
- Attended TDC, Tourism Breakfast and HAAA advisory committee meetings
- Coordinated exit audit with James Moore CPA's, in review stage as of May 4th
- Oversaw accounts payable payments of \$631,528 in April
- Bi-weekly staff meetings and review of ideas and weekly highlight reports
- Confirmed current accreditation with DMAI and branding for CVB website/ other messaging

GROUP SALES

- **Meetings/Sports Leads issued:**
 - Corporate: 4
 - Military: 2
 - National Association: 3
 - Fraternal: 1
 - Religious: 1
 - Government: 1
- **Meetings/Sports Definite business:**
 - National Association: 1
 - Social: 1
 - Military: 1
 - Education: 1
- **Meeting/Sports site visit:** 6
- **Tour & Travel leads issued:** 0
- **Tour & Trade meetings/sales calls:** completed 18 meetings for potential / booked business

State Association: 2
Sports: 2
Social: 2
Education: 1

Fraternal: 2
Religious: 2
Sports: 3



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- Lunch and hotel site with Simon and Susan Veness from "Veness Travel Media" on 4/25/16
- New York City Sales calls, 9 tour operators/travel agencies

Action Items:

- Evaluating job descriptions and titles with DMAI Study
- Coordinate International Co-Op with New Smyrna Beach and West Volusia
- Geo-Marketing in association with tradeshow and missions
- Coordinate a team site visit / presentation with Howard Johnson Destination Daytona/DIS/Holiday Inn Express
- Coordinate the Advisory Committee applications for M&C, Sports and Tour & Travel
- Create list of Partners to visit/visit with sales managers when available
- Create Family Reunion ongoing list for records
- NCAA focus on new events up for bid *events to be identified
- Florida Sports Foundation Meeting pre/post FAM
- Develop CVB Appointment list for new Corporate Clients in Orlando area for in-person Sales Calls/ Potential CVB Hosted Lunch & Learn--No hotel partners
- RCMA-Aspire Conference--Research attending Regional/ New Show- Never Attended by CVB
- Compile CMP/ CEU Continuing Education Points from 2015/2016 Industry Shows attended & Education Classes
- Establish a relationship with the University of Florida thru SGMP Central Florida chapter
- Tallahassee sales mission *coordinate "roadshow"
- Improve business relationships with local vendors that can produce offsite and industry events

PUBLIC RELATIONS

- Assisted a variety of media and our US and UK ad agencies with content, images
- Coordinated the Spring 2016 Media FAM, April 26-28
- Coordinated the VISIT FLORIDA Canadian Influencer Blogger FAM, April 27-28
- Met with the UK's Veness Travel Media and ITWA journalist Ashley Gibbons
- Wrote and distributed a variety of targeted media releases
- Trained on the SimpleView program and made improvements to DaytonaBeach.com, including the implementation of a User Generated Content module
- Edited the new Visitors Guide
- Adjusted copy and lined up a content provider for the Accessibility portion of website, ongoing project
- Provided Sales with an editorial lead from Corporate Travel and coordination on upcoming FAMs
- Tonya accepted the position of Daytona Beach Fed secretary and received the prestigious Embark award
- Represented the CVB in the community at meetings of United Way, Halifax Habitat for Humanity, the ISB Coalition, Florida Public Relations Association, and the Daytona Regional Chamber's Leadership Daytona Beach class – as well as via several local media interviews re: National Tourism Week
- Pitched and received a VF Key Influencer outing, with coordination by Daytona International Speedway and One Daytona
- Worked with the Arts & Culture Committee re: their upcoming projects and applications
- Coordinated the CVB's involvement in the Tourism Week event
- Social Media – Tonya:
 - Concluded Consumer Show and participating partner social posts
 - Coordinated VISIT FLORIDA Canadian Influencer FAM that yielded:
- Instagram Video: <https://instagram.com/p/BEwZUsjqCO/>
- YouTube Video: <https://www.youtube.com/watch?v=7Q5JY1LIU8k>
- (4) Tweets
- Fish kiss: <https://twitter.com/sundayfundayz/status/725482983084445696> Manta Ray:
- <https://twitter.com/sundayfundayz/status/725405514058862592>
- Life on a Jet Ski: <https://twitter.com/sundayfundayz/status/725823589275058176>
- Florida in my Dreams: <https://twitter.com/sundayfundayz/status/725825896234553344>
- A Day on the Water: <https://twitter.com/sundayfundayz/status/725397664838221824>
 - Participated in the VISIT FLORIDA Weekend Getaways Travel Chat. According to tracking platform,

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Nuvi, there were 471 unique authors and 1.992 mentions of #FLTravelChat - with a reach of 4,435,785 and a spread of 2,805,682 during the day of the chat. Reach is estimated by dividing the original post impressions by the average number of posts per unique author. Spread is estimated by dividing the retweet and reshare impressions by the average number of posts per unique author.

- CVB Facebook, 28-day April 2016 summary
- New page likes: 525; Reach 58740, up 140%; Engagement 21018, up 97%
- CVB Twitter, 28-day April 2016 summary
- New followers: 172; Impressions 47.8k, up 18%

MARKET DEVELOPMENT

- March Bed Tax Collections 25% increase YOY.
- Attended TDC meeting at Ocean Center.
- Finalized draft of new Amsoil 3 year Biketoberfest Sponsorship Agreement and sent to Amsoil for review.
- Worked with Sharon B. and the CODB to understand the possible locations to recommend to Geico for additional signage during Biketoberfest.
- Approved the 2016 Biketoberfest Master Plan. Sharon sent out to potential businesses.
- Finalized Summer News Letter.
- Attended Bike Week Wrap-up meeting with the Bike Week Task Force. Discussed the results of our marketing efforts for the 75th Bike Week.
- Finalized new Visitor Guide for print.
- Sent new Visitor Guide to Visit Florida to seek approval of ads per their regulations for placing in State Welcome Centers. They have approved and we are ok to proceed.
- Presented to County Council the 2015/16 Overage funding plan, all approved.
- Reviewed and submitted Symetra HAAA Special Event Funding Request to be heard by both the Advertising Committee and HAAA.
- Reviewed and submitted Blues Festival HAAA Special Event Funding Request to be heard by both the Advertising Committee and HAAA.
- Reviewed and submitted Halifax Arts Festival HAAA Special Event Funding Request to be heard by both the Advertising Committee and HAAA.
- Prepared Special Event Funding Request YTD breakdown for Advertising Committee and HAAA.
- Met with Trish, Lori and Linda to discuss the stakeholder's newsletter as directed by the HAAA Board Chair.
- Conference call with Visit Florida Advertising & Internet Committee. Reviewed their 2016/17 marketing Plan.
- Greg joined me on a conference call with Paradise and Choozle, we currently utilize top level information from Choozle through Paradise for retargeting. Discussion regarding how to "dig deeper" into the collected data and really understand how we can remarket based on specific indicators. Paradise to present cost factors to Greg and I for further discussion.
- Attended Tourism Day Breakfast at Embry Riddle and participated in the discussion.
- Launched new daytonabeach.golf marketing program.
- Approved and launched UGC (User Generated Content) Simpleview Module on DaytonaBeach.com
- Approved and launched Simpleview Related Content Widget on DaytonBeach.com
- I-95 Welcome Center - Marlene Smith, the CVB's longtime I-95 staffer resigned to accept a position with Visit Florida. The CVB made the difficult decision to shelve the brochure distribution program for the remainder of the fiscal year.
- Visitor Information Center – Daytona International Speedway: In April, the most noted visitor states included of origin were Florida, Missouri and Pennsylvania. International visitors included Canada, England and Germany. 36 Visitors provided their email address.
- Visitor Information Center – Destination Daytona: In April, Florida, Georgia and Pennsylvania were the noted states of origin. International visitors included Canada, Germany and Switzerland. 52 visitors provided their email addresses.
- Consumer Shows - In April, the CVB promoted the destination at the Southern Women's Show in Nashville, TN - April 14 - 17. Attendance for the 30th anniversary of this huge four day show was 38,598. Glenda Billings with the Hilton Garden Inn worked alongside CVB staff and provided a register to win opportunity for show guests.

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- The CVB also exhibited at the Southern Women's Show in Raleigh, NC – April 22 – 24. Attendance for this three day show was 24,964. Olsen met with Allegiant Air and a promotions representative with 101.5 Mix FM about a possible partnership for the show in 2017.
- CVB Outreach - In this reporting period Olsen met with Debbie Meihls with the New Smyrna Beach Visitors Bureau, Shannon Carmignani with Beach Chic Living and Oliver Grossen with Demetree Global - Tropical Suites Daytona Beach.