



MARKETING OVERVIEW

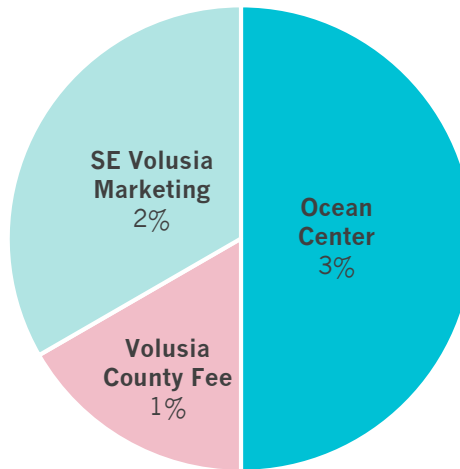
NEW SMYRNA BEACH AREA VISITORS BUREAU

November 8, 2018



Southeast Volusia Advertising Authority

- DBA New Smyrna Beach Area Visitors Bureau.
- Established on October 1, 1987 pursuant to the Florida Statutes to develop and implement the annual marketing plan using the Tourism Development Taxes (the Bed Taxes) of Southeast Volusia County.
- County Tax Collector collects the 6% levied on each dollar a VISITOR spends on lodging in SE Volusia. 3% goes to the Ocean Center with approximately 1% going to administration fees to the county. That leaves 2% for marketing SE Volusia.



Our Mission, Vision and Promise

Mission

- The Southeast Volusia Advertising Authority (dba New Smyrna Beach Area Visitor's Bureau) will advertise and promote Southeast Volusia County to visitors and the travel industry worldwide as a premier vacation experience.

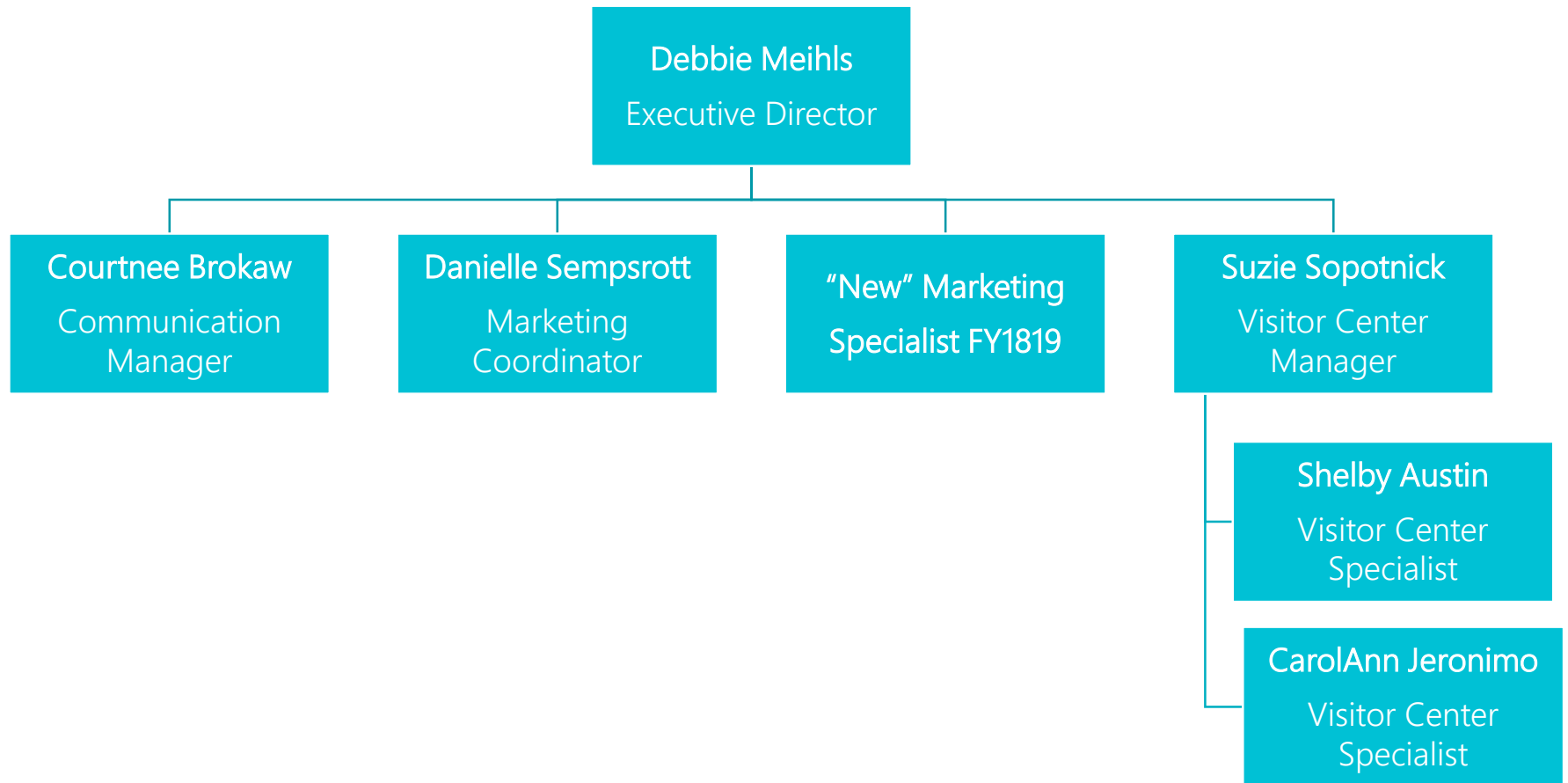
Vision

- The Vision of the Southeast Volusia Advertising Authority is to identify our selected visitor, actual and potential, through ongoing research to promote Southeast Volusia County to visitor and trade industries as a premier destination.

Brand Promise

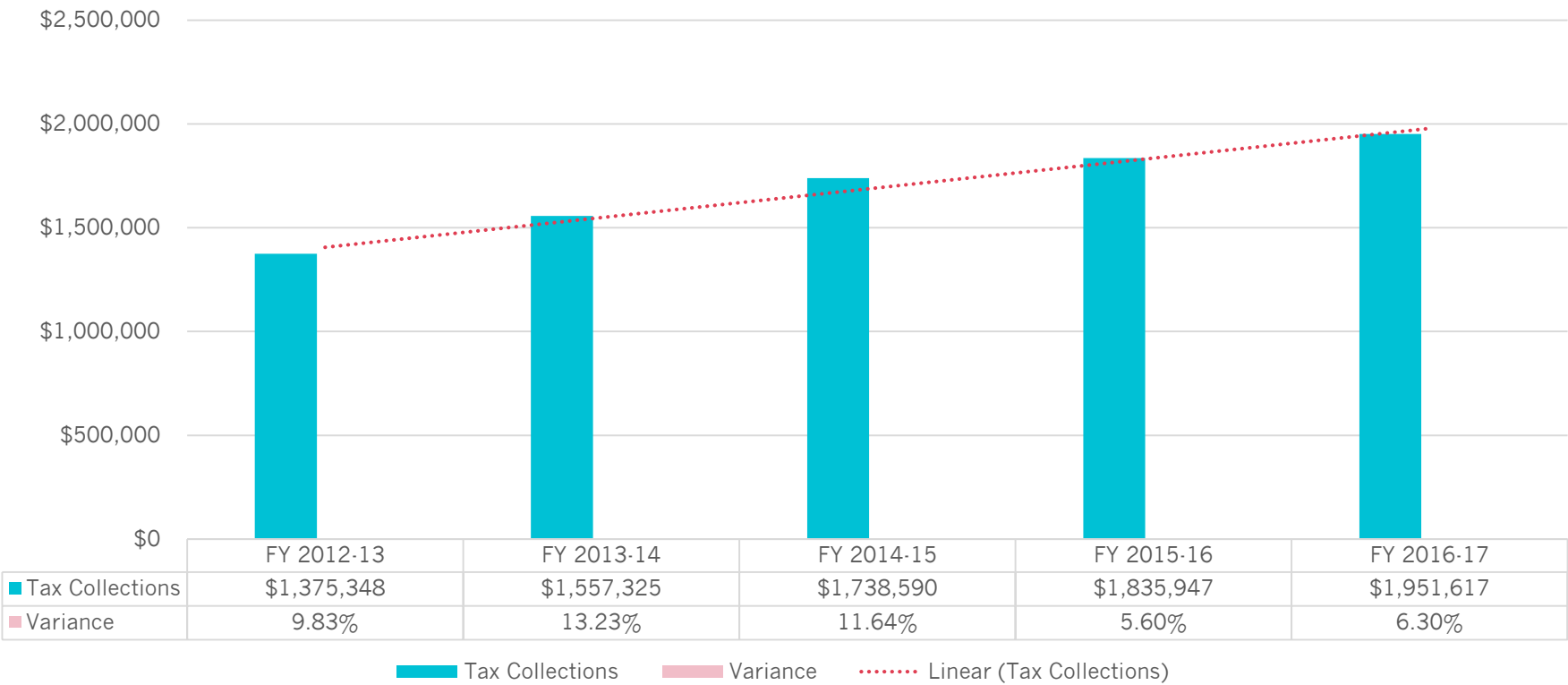
- Market the destination in its authentic style and continue to protect the destinations assets through sustainable tourism.

New Smyrna Beach Area Bureau Staff



Tourism Development Tax (Bed Tax) Collections

Tax Collections

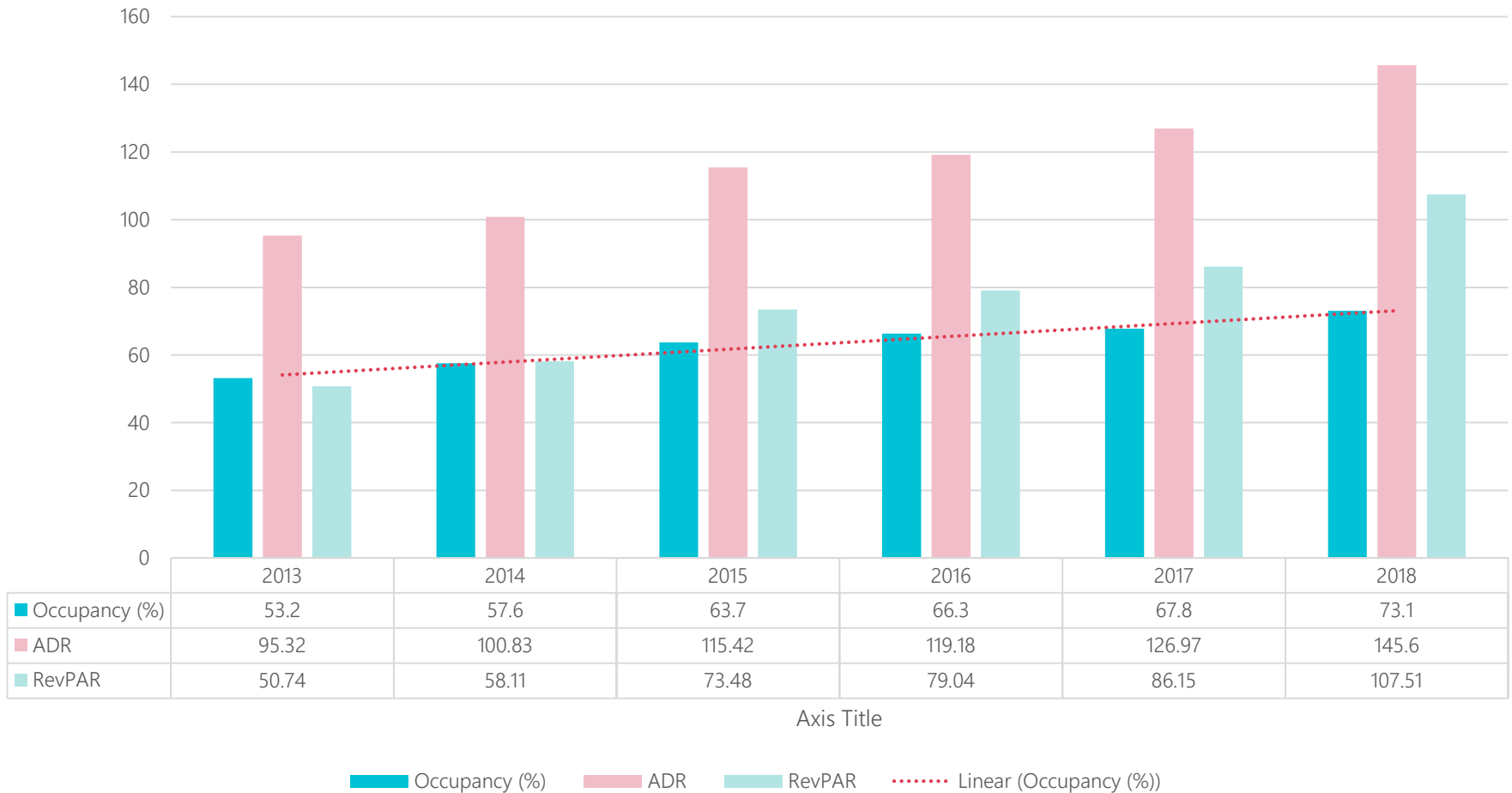


Visitor Profile

	FY 2016/17	FY 2017/18*
Number of Visitors (Paid Accommodations)	334,100	350,700
Room Nights	571,900	593,800
Direct Expenditures	\$221.4 million	\$237.5 million
Estimated Total Economic Impact	\$343.6 million	\$368.5 million
Occupancy	73.7%	73.1%
Average Daily Rate	\$133.29	\$145.60
RevPAR	\$99.37	\$107.51
Average Party Size	2.7	2.7
Average Length of Stay (nights)	4.6	4.6

*Oct. 2017 - Aug. 2018.

Key Performance Indicators (KPI's)





MARKETING PLAN FY2019



Objectives

- Increase demand for overnight travel and length of stay.
- Implement a marketing plan to increase awareness and drive visitation.
- Maximize marketing to increase our return on Investment and provide more added value.
- Leverage our relations with our partners and market together.

Goals

- Increase bed tax collections 2.5% over FY2018
- Increase length of stay to five days – currently 4.5
- Increase Occupancy by 5% over FY2018
- Increase ADR by 5% over FY2018
- Increase RevPAR by 5% over FY2018
- Paid media – increase circulation/impression by 5% over FY2018
- Earned media – increase circulation/impressions by 5% over FY2018
- Increase web visits/sessions by 10% over FY2018
- Increase newsletter database by 10% over FY2018
- Increase visitor guide requests/e-book reviews online by 5%
- Social Media – increase followers over all platforms by 10% over FY2018

Goals

- Jack Rabbit – increase lead referrals to partners on widget by 5% over FY2018
- Increase Travel Writer visits by 10 over FY2018
- Increase fam tours over FY2018 by three
- Develop Sustainable Tourism program through:
 - Ambassadors
 - Continue Partnership with the United Nations World Tourism Office (UNWTO) Sustainability program
 - Blue Community partnership with UCF College of Hospitality & Sustainability
 - Marine Discover Center (MDC)
 - County, Cities, Chambers and private businesses.
 - Work with the IRL – five County initiative – Signed MOU
 - Practice what we preach by using sustainable products: bags, promo items, books, etc.

Media: Strategy

- **Advertising strategy to focus on:**
 - 1st time visitor
 - Encourage repeat visits
 - Fill Sunday-Thursday, midweek stay
- **Media approach:**
 - Integrated approach including:
 - Print
 - Digital/Mobile
 - Video
 - Regional partnerships

Advertising: Print

CREATIVE



PUBLISHERS

Domestic:

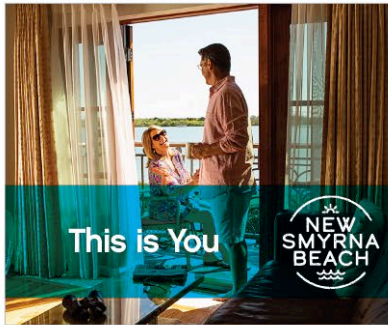
TRAVEL+
LEISURE

Southern Living

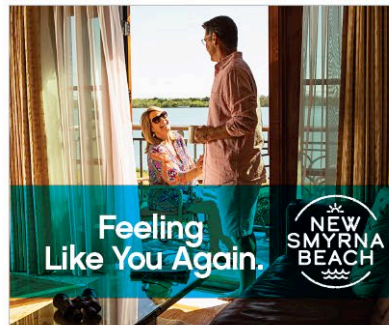
Advertising: Digital

CREATIVE

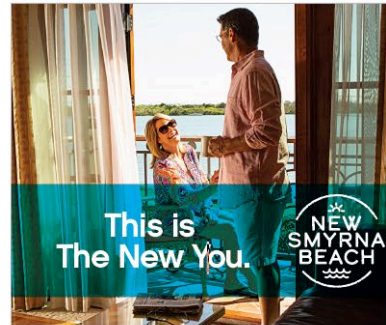
Frame 1



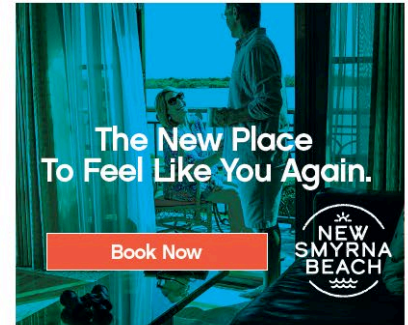
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Frame 3



Frame 4



PUBLISHERS

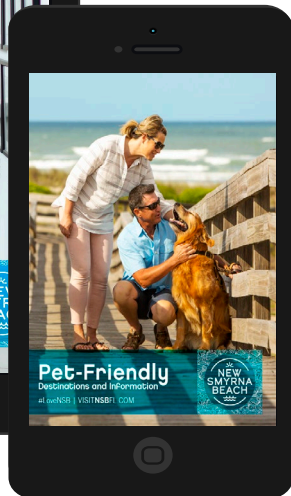


Media: ePublications

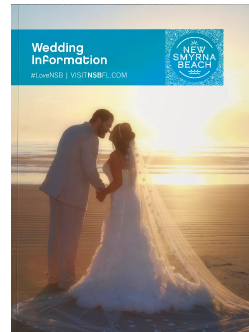
Online magazines published on VisitNSBfl.com with information about the destination.



Arts & Culture



Pet-Friendly



Weddings



Meetings & Event Spaces



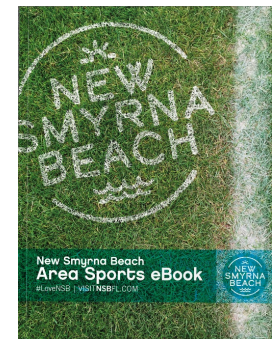
Film



Sustainability



Fishing



Sports

SUPPORTING LOGOS



Canal Street: **The Historic Arts District**

Encompasses a large area of Canal Street and to the south @ Douglas Street and north to Washington Street.

We are working with Hub on Canal to create promotional opportunities to market this historical, cultural area.



This unique area includes:

History

Old Fort Park, NSB Museum of History, Museum of East Coast Surfing

Culture

Festivals, Independent foodie venues;
French bakery, Poke bowls, French Quarter Grille, Thai Mango, Riverpark Terrace
Sustainable foods

Arts

Hub on Canal, Gallery 120, Studio Bleu, Pottery
*New, Jelly Press, *New, Chaddsford Gallery, Clay Gallery, Arts on Douglas, Harris House, Arts Workshop, Antique Shops

Public Relations

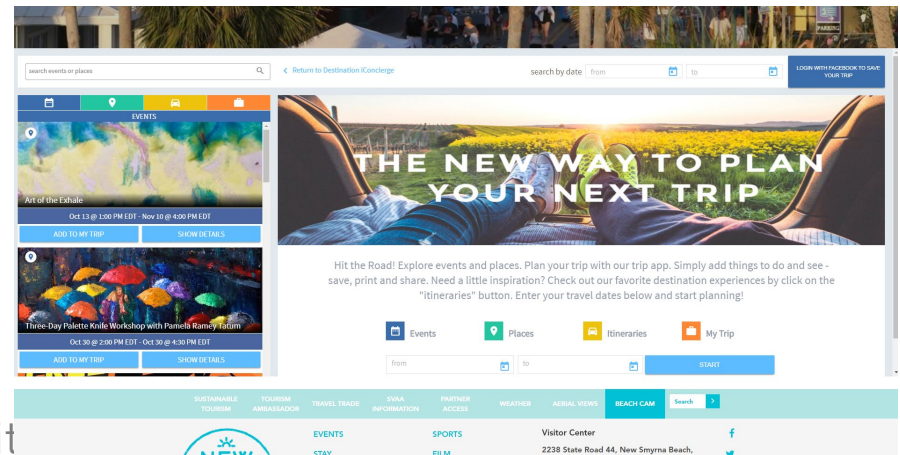
- Generate positive press coverage to increase visitation, brand awareness and revenue
- Strategic + engaging content creation and distribution / online presence
- Media relations – fostering partnerships with local industry / education on PR importance
- Defuse impact of negative incidents via education
- Collaborating with professional organizations – Visit Florida, FOWA
- Unbiased 3rd-party coverage is essential for increased exposure and brand credibility
- Overall, PR efforts benefit all stakeholders by attracting more visitors + generating revenue

Public Relations: Toolkit

- Utilize Cision (PR software) for extensive/global media database, release distribution and coverage monitoring
- Press Kit / Releases / Media Room Photos
- Social networks
- Writer / Influence Visits / Group FAMs
- Upcoming FAMs/media visits:
 - Nov 9 – 10th – The Times (UK)
 - Nov 14 – 17th – Daily Mirror (UK)
 - Nov 28 – Dec 2nd – Various outlets (4 journalists)
 - January – Pre/Post Huddle
 - Feb 7 – 8th – Swiss, German
 - March – Dnata
 - April 5 – 7th – Visit Florida/Canada
- Editorial calendars / coordinate PR with marketing efforts
- Industry organizations – FOWA, FADMO
- Visit Florida
 - Leads/pitching
 - FAMs
- Top 10 lists / accolades (i.e. Travel Channel, TripAdvisor, National Geographic)

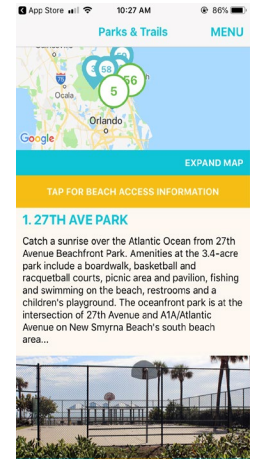
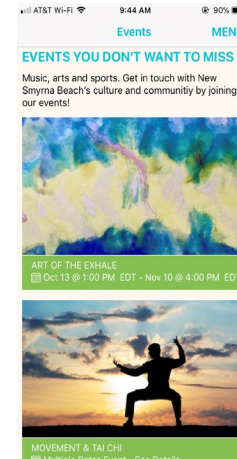
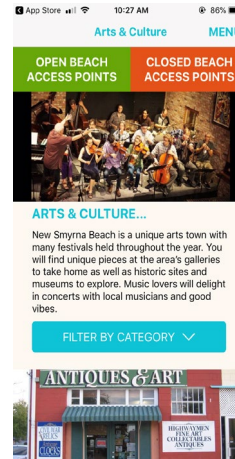
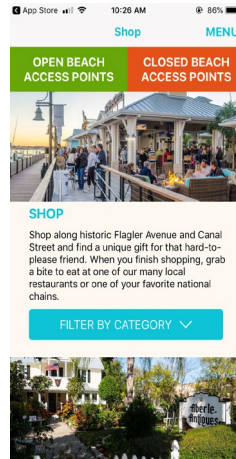
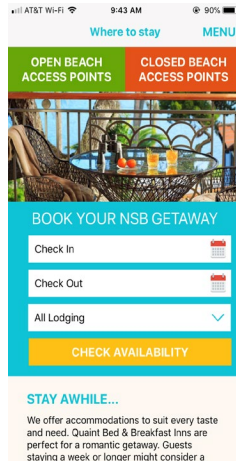
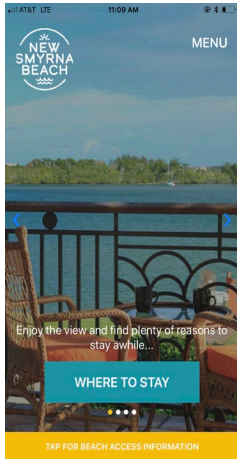
Website: **VISITNSBFL.com**

- New additions
 - Trip Planner
 - Fishing
 - Pet-Friendly
 - Shuttle launches
 - Shark education – coming soon
- Niche pages
- Sustainable tourism
- SVAA information
 - Board meeting minutes
 - Financial statements & budget
- Importance of Facebook – I'mGoing software
 - Events
 - Restaurants
- Importance of online booking – JackRabbit



Mobile: App

- Mobile-first thought process
- Promote app downloads
- Automatic feed from website
- New features
 - Parks & trails/dive sites
 - Open/close beach access ramps
 - “Nearby”



Trade: Weddings

- Florida Wedding Expo (Orlando) – Jan 13, 2019
- PWG Central Florida Wedding Show (Daytona) – Jan 20, 2019
- TheXpos wedding Show (Orlando) – Jan 27, 2019
- F.L.O.W.E.R. Wedding Expo (Daytona) – April 28, 2019
- Fall in Love Bridal Showcase (Melbourne) – Sept 15, 2019
- Weddings eBook
- Partner with area venues



Trade: Meetings & Incentives

- Partnership with Brannon Center
- Looking to fill rooms and area meeting space
- Upcoming leads
 - IFA Redfish Tournament Meeting: 160 – 170 people
 - D2 Football Combine Organizer: Host hotel with meeting space



Trade: Leisure

- **Attending leisure / travel shows**

- Attended I-75 Welcome Center Fall Festival, Oct 2018
- The Boston Globe Travel Show, Jan 18 – 20, 2019
- The New York Times Travel Show, Jan 25 – 27, 2019
- Return to the Women's Expo at The Villages, May 2019
- AAA office visits

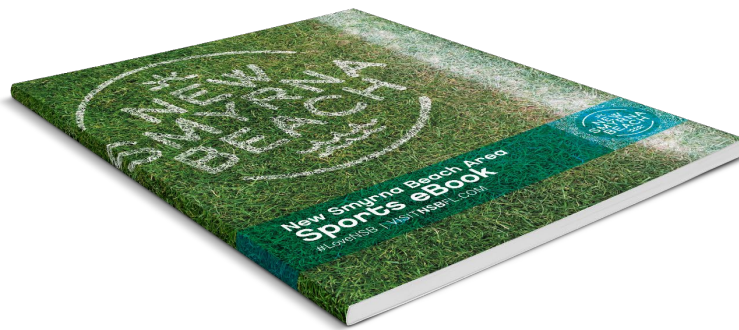


The Boston Globe
travel
show

The New York Times
TRAVELSHOW

Trade: Sports Tourism

- Member of NASC
 - Working toward CSEE Certification
- Attending Women's Summit, April 3 – 5, 2019
- Secured accommodations for organizations holding baseball tournaments in the area in 2018
 - USSSA
 - Nations
- Sports eBook & area fact sheet



Trade: Film Commission

- April 2017 - Certified Film Commissioner/Office
- Members of AFCl, WIFTV, Film Florida
- Work closely with Team Volusia
- Total permits FY17/18:
 - HGTV “Beachfront Bargain Hunt”
 - Ron Jon Surf Shop
 - National Geographic “When Sharks Attack”
 - Fox Sports & MLB “Legends Never Die”
 - WeTV “Love After Lockup”
 - “The Minorcan Connection”
 - “Mysteries at the Museum: Space”



Trade: International Sales

- Florida Huddle, January 6-9, 2019
- International Tourism Berlin, March 6-10, 2019
- International Pow Wow (IPW), June 1-5, 2019
- World Travel Market – London
- Potential Sales Missions to Canadian Market
- Various International travel agent FAMs
 - Pre/Post Huddle familiarization trip
 - Post IPW trip in May
- 6 Tour Catalogs in UK
- 6 Tour Catalogs in Germany



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



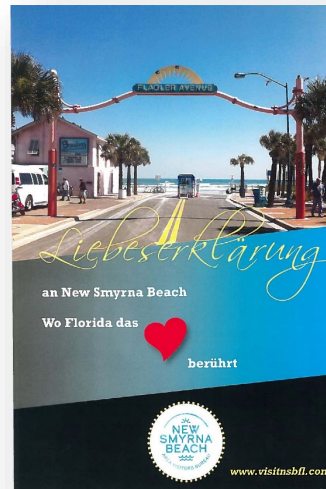
Trade: **International Sales:** Germany

- **Working German receptives**

- American Unlimited
- ATI
- Bonotel
- Hotel Beds
- Meeting Point North America

- **German tour operators**

- Barhead Travel
- Canusa
- TUI Germany
- Thomas Cook AG
- DERTOUR



- **German travel catalogs**

- Argus Reisen
- Easy Living
- T.I.P Austria
- Vista Point Florida Travel Guide

- **Collateral in German**

- German Fact Sheet @ Malls in Stuttgart, Hamburg & Munich from Jan 13-Feb 25
- American Journal producing our first German Visitor Guide

- **Regional partnership**

- Kennedy Space Center
- Kissimmee
- Tampa

Trade: **International Sales:** United Kingdom

- **Working with 13 tour operator/receptives**
 - American Tours Intl
 - Barhead Travel – UK, Scotland
 - Booking.com
 - Funway Holidays UK
 - GTA – Through Direct Connect
 - Meeting Point North America
 - North American Vacation Homes
 - Ocean Holidays/Ocean Beds
 - Thomas Cook
 - Tour Mappers
 - Tourico Holidays (Merging w/ GTA and Hotelbeds)
 - Trailfinders
 - Virgin Holidays
- **Currently in six travel catalogs**
 - DNATA Travel
 - Funway Holidays
 - Gold Medal
 - Thomas Cook
 - Trailfinders
 - Virgin Holidays

SUSTAINABLE TOURISM



Sustainable Tourism

- New Smyrna Beach/Kennedy Space Center now a part of the North American Consortium with UNWTO
 - Bradenton
 - Disney
 - Kennedy Space Center
 - Key West
 - New Smyrna Beach
 - St. Petersburg
 - Tampa
- Monitoring and educating on sustainable tourism and development
- Partnering and a part of:
 - Environmental Committee with Southeast Volusia Chamber
 - Tourism Champion Program
 - Value of Tourism Campaign



One Planet Living Framework



The sustainability framework uses 10 principles to help communities move towards a better future.



	Health and happiness
	Equity and local economy
	Culture and community
	Land use and wildlife
	Sustainable water
	Local and sustainable food
	Sustainable materials
	Sustainable transport
	Zero waste
	Zero carbon

Keeping the beaches of Volusia County clean! **Adopt-a-Beach Program**

Mission: to protect our coastal environment through the support of local families, companies or other volunteers that adopt, care for, and clean one mile of county-managed beaches.

- Adopted Beach Mile: NSS (4071 S. Atlantic Ave., Seacrest Condo., New Smyrna Beach)
- Adopting Years: 11/2017-12/2018



Sustainable Restaurants

Many of New Smyrna Beach restaurants are implementing sustainable, eco-friendly practices to help protect our marine environments, such as:

- Cutting down on environmentally harmful products like single-use plastic straws and takeout containers
- Partnering with community-run gardens to offer fresh, locally grown items
- Participating in conservation initiatives, like Shuck & Share, in which local restaurants donate their shucked oyster shells to be converted into reef-building materials

Categories:



= Shuck & Share



= Catch & Cook



= Locally Sourced Food



= Paper To Go Products



= General Recycling



= Reduction of Single Use Straws/Plastic/Straws Upon Request

Sustainable Accommodations

SPRINGHILL SUITES®
MARRIOTT

Atlantic Plaza

BLACK DOLPHIN INN




COUNTRY
INN & SUITES
BY CARLSON®



ANCHOR INN

Sustainable Restaurants: List

- Beachside Candy
- Copperline Coffee and Café
- Corkscrew Bar and Grille
- DJ'S Deck
- Garlic
- Buzzard Beach Grill
- GoJuice NSB
- Goodrich's Seafood
- French Quarter Grille
- Hottie Coffee
- Island Roasters Coffee Company
- JB'S Fish Camp
- Mason Bar
- Merks
- Ocean's Seafood
- Off the Hook Raw Bar and Grille
- Outriggers Tiki Bar and Grille
- Riverpark Terrace
- The Baker's Table
- Third Wave Café and Wine
- Tomoka Brewing Company
- SoNapa Grille
- Yellow Dog Eats

Tourism Champion Program

- Tourism Champion Program for travel agents, hotels, restaurants, attractions
 - Sustainability program coming soon
- These programs are for people who are eager to represent our area
- Individuals will read up on content, take a quiz and will earn rewards
- It's about getting people to be brand ambassadors
- Feel like their home when they travel here!



Value of Tourism Campaign



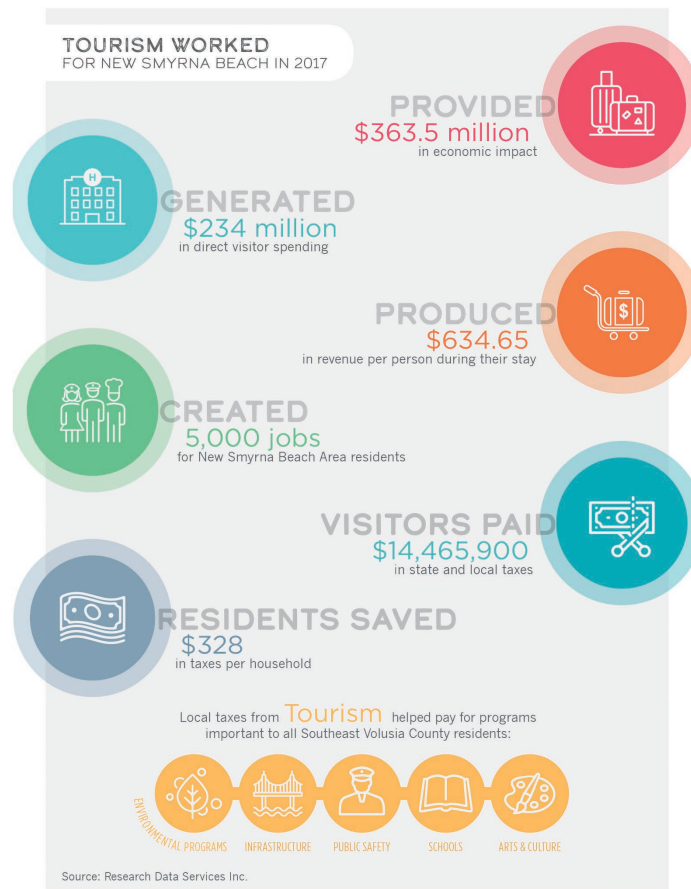
Shuck and Share, Marine Discovery Center's lagoon restoration project through oyster recycling.

Tourism protects the things you love.

Tourism touches us all. It helps pay for things such as park improvements, highway beautification, coastal erosion projects, and more. It also supports the arts and many small businesses — including restaurants and shops, many of which employ longtime local residents. Plus, it also picks up the tab for state income tax. Tourism helps us all have access to and afford the quality of life we love and want to preserve.



Tourism touches you.



Value of Tourism Campaign: Stickers



THANK YOU.

