



Dear Tourism Industry Partner:

Welcome to the Daytona Beach Area Convention and Visitors Bureau (CVB), your local source for tourism information and promotion opportunities in the greater Daytona Beach area!

The main objective of the CVB is to generate traffic to local businesses by promoting the assets of the area to both business and leisure travelers. This year we will dedicate more than **\$5 million** to promote the Daytona Beach area both domestically and internationally. Information about the CVB can be located on our business web site, www.daytonabeachcvb.org, where you'll also find a variety of useful information on programs and services. Many are FREE or offered at a low cost.

The CVB works closely with businesses such as yours to create a successful tourism promotion program for the entire Daytona Beach area. We invite you to join our efforts.

Throughout the year, we offer a variety of online and print programs and promotional opportunities including a FREE listing on our popular consumer Web site www.DaytonaBeach.com. This site welcomes over 700,000 unique visitors each year with traffic increases during major event and holiday time frames. That's a powerful marketing tool. Plus, you have the opportunity to align your business with other tourism partners, which is also a great for business.

Here are just a handful of CVB programs that you may want to explore:

- Visitors Guide advertising (250,000 annual distribution)
- Brochure distribution at two high-traffic Official Visitor Information Centers
- Industry and consumer e-newsletters and networking opportunities
- Online packages (i.e. romance, family fun, girlfriends getaway)
- Daytona Beach Sun Saver Coupon Booklet
- Canadian Sand Dollar Coupon Booklet

We encourage your participation and input, and we would be happy to answer any questions you may have. Again, thank you for your interest in the Daytona Beach Area CVB. We look forward to working with you!

Sincerely,

Liz Grindell

Elizabeth Grindell
Interim President & CEO



INDUSTRY PROGRAMS AND SERVICES

Please provide your contact information:

Company/Organization Name: _____

Main Contact: _____

Address: _____

City/ST/Zip: _____ Website: _____

Phone: _____

*Fax number: _____ *Email: _____

Check the information you wish to receive from the CVB:

General CVB Activities

- Consumer Advertising
- Tourism Events
- Research

- Consumer Promotions
- Industry Events
- Visitor Information Centers

Tourism Industry Leads

- Travel Industry Sales (Tour Operators, Travel Agents, Wholesalers, etc.)
- Meetings & Conventions (Meeting Planners, Trade Shows, Group Meeting activities)

***Enewsletters**

- Tourism Tuesday (weekly CVB business updates)
- Industry Insider (monthly partnership opportunities for the industry)
- Halifax Happenings* (informative community and event information)

By signing below, I agree to use any CVB sales leads and program inclusions to promote tourism to Volusia County only.

*** I understand that by providing a fax number and/or email address I consent to receive faxes/emails sent by or on behalf of the CVB.**

Name: _____ Title: _____

Print Name: _____ Date: _____

**RETURN TO: Roxanne Olsen, TMP, Director of Hospitality Programs & Services
Daytona Beach Area CVB**

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