



DAYTONA BEACH INTERNATIONAL AIRPORT

Florida Recreation & Park Association
March 2, 2022

GETTING THE WORD OUT








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Director of Air Service,
Marketing
& Customer Experience



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Create Messaging

- Create general messaging with key details
 - Location
 - Paved or dirt
 - Length /distance of trail
 - Multiuse
- Strong language
 - General description: a 52 mile showcase trail, accessible to walkers, joggers and bicyclists
 - An experience-based description:

The 52-mile Rail Trail brings you from the west side of Volusia County in Deltona, through the Florida wildlife corridor, along deeply wooded paths and populated towns, finishing at the intracoastal waterway in Titusville, Brevard County.



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Photos

- Good photos/ iconic images



Lake Beresford Trail



Florida National Scenic Trail

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Community Advocates

- Make sure key influencers know all about the trail/park
 - Tourism director
 - Local biking/walking clubs
 - Local pub/ restaurant owners (near trail)




Georgia Turner,
West Volusia Tourism



Happy Wanderers, Volusia Co.

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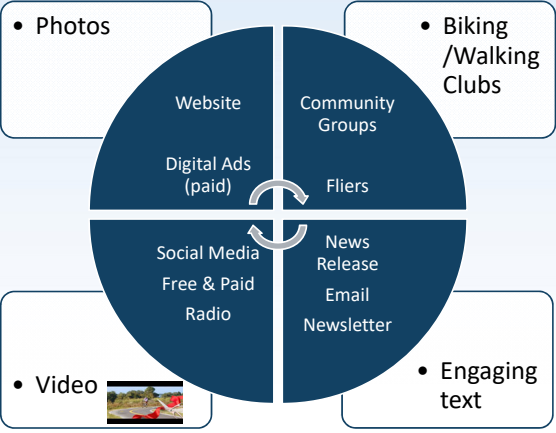
Types & Channels for Publicity


- Photos

- Biking /Walking Clubs

- Video

- Engaging text




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Other Promotional Opportunities

- Giveaways
- Influencers
- Special Events













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Publicity Plans

American Airlines
DCA – Washington – March 2022

Daytona Beach International Airport

- Additional \$5,000 for Sejem (through Aqua)
- Organic social media (separate calendar)
- Paid social media (through Aqua)
- News release – sent Dec. 21, 2021

CVB

- Contact to win a trip to DAB
- Tickets provided by AA
- Add the new ad/eff spots to upcoming CVB news releases to travel media.
- Require DAB's related posts on all social channels.
- Promote the service on paid social media, targeting the DC area.
- Message any groups that have attendees/participants located in the DC area and have programs in March.
- Message AAA offices in the DC area.
- Message travel agents from our CVB database that are located in the DC region.

American


- Provide 2 tickets for CVB gateway contest
- Movie TSD


Inaugural Flight – Passenger Celebration

- Saturday, March 5, 2022 – arrival – 10:54 a.m.
- CVB and DAB team at gate to welcome incoming passengers
- Welcome gift from DAB
 - Beach towel or tumbler
 - Sun lotion / sun glasses
- Balloons
- Paddles

Emergency Operations and Sheriff's Communion Center community open house

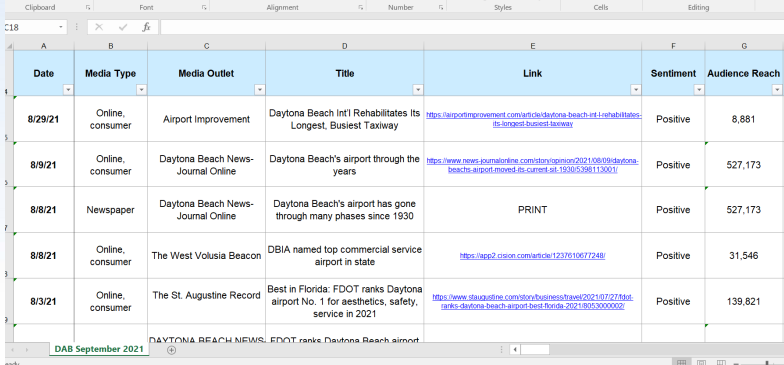
- Refreshments
 - Water
- Marketing for event
 - Ad in News Journal – tentative
 - News release – Feb. 11
 - Social media – ongoing
 - Volusia Magazine (Feb. 24) /Volusia Today – (Feb. 26 – Sheriff & PP)
 - Gleanings
 - 100 Weather radios (from EOC) – door prizes (300)
 - Promo item for all – need to pick one
 - Flashlights (\$2 and up)
 - Mini first-aid kits (\$2 and up)
 - Rain ponchos (\$1.60)
 - Emergency cell-charger (\$6)
 - When to call 911 coloring book (\$0.65)
- Other items
 - Outside tent – provided by Ajax
 - Large sound system with multiple speakers – Jeff Crumley
 - Welcome to crowd
 - Chief Sheriff
 - Tours of EOCSC
 - List of areas to showcase
 - What will be displayed outside?
 - Point person for each tour area
 - Computer/sign up sheet for folks to sign up for emergency alerts (manned by volunteers)


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Tracking



Date	Media Type	Media Outlet	Title	Link	Sentiment	Audience Reach
8/29/21	Online, consumer	Airport Improvement	Daytona Beach Int'l Rehabilitates Its Longest, Busiest Taxiway	https://airportimprovement.com/articles/daytona-beach-intl-rehabilitates-its-longest-busiest-taxiway	Positive	8,881
8/9/21	Online, consumer	Daytona Beach News-Journal Online	Daytona Beach's airport through the years	https://www.news-journalonline.com/story/business/travel/2021/08/09/daytona-beachs-airport-moved-its-current-site-1930-598113001	Positive	527,173
8/8/21	Newspaper	Daytona Beach News-Journal Online	Daytona Beach's airport has gone through many phases since 1930	PRINT	Positive	527,173
8/8/21	Online, consumer	The West Volusia Beacon	DBIA named top commercial service airport in state	https://wp2.cision.com/article/1237610677246/	Positive	31,546
8/3/21	Online, consumer	The St. Augustine Record	Best in Florida: FDOT ranks Daytona airport No. 1 for aesthetics, safety, service in 2021	https://www.staquinonline.com/story/business/travel/2021/07/27/fdot-ranks-daytona-beach-airport-best-florida-2021/8053000002/	Positive	139,821


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Questions?

Rendering of new entrance



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