

Halifax Area Advertising Authority (HAAA)

DATE: April 7, 2023

FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau (CVB)

RE: Executive Update – Period of March 1-31, 2023

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in February 2023:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 7.4% at \$ 1,340,946 compared to \$1,248,487 in February 2022.
- Per the STR Report, in February 2023:
 - **Hotel Occupancy (OCC)** increased 5.1% to 70.8%, compared to 67.4% in February 2022
 - **Hotel Average Daily Rate (ADR)** increased 11.1% to \$189.81, compared to \$170.87 in February 2022
 - **Revenue Per Available Room (RevPar)** increased 16.8% to \$134.46, compared to \$115.12 in February 2022

Finance & Human Resources

- Reviewed budget vs. actual transactions for this fiscal year
- Reviewed revenue estimates for proper planning of cash disbursements daily
- Reviewed cash flow projections and bank accounts, and monitored estimated future cash flows, daily

Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Assists*
	March 2023/ Fiscal YTD	March 2023/ Fiscal YTD	March 2023/ Fiscal YTD
Meetings & Conventions and Sports	37/238	11/58	1/23
Tour & Travel	9/21	1/4	n/a

**Assists are referrals, re-bookings and/or convention services for hotel partners*

- Attended industry events: Professional Convention Management Association/Destinations International Power of Purpose Showcase, Georgia/Carolina Sales Mission, ITB, Canada Roadshow-VISIT FLORIDA.
- Conducted 12 area site visits covering the corporate and association markets.
- Conducted 8 conference call and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 51 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 19 groups.

Communications

- Press releases:
 - NCA & NDA Collegiate Championship Celebrates 27th Year of Competition in Daytona Beach
- Blog Posts:
 - This Mother's Day, Treat Mom to Fun in the Sun in Daytona Beach
 - Buc-ee's In Daytona Beach: More than a Gas Station, It's an Experience (UPDATED)
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach
- Community Outreach: Speaking engagement at the Belaire Community Group
- Media inquiries from Daytona Beach News-Journal regarding VISIT FLORIDA, Tourist Development Tax, potential new air service

Marketing & Design

- Worked with The Zimmerman Agency to place \$999,250 in digital and traditional media, which drove 880,000+ page views to DaytonaBeach.com, 1,523 Vacation Guide downloads/views/by mail, 1,157 enter-to-win pop-up, 387 eNewsletter signups, 27,178 partner referrals, 1,046 coupon referrals.
- Distributed four eNewsletters:
 - Swing Into Spring at These Daytona Beach Festivals and Events
 - Experience the Fine Art of a Spring Vacation in Daytona Beach
 - Hot Hotel Deals – March 2023
 - *Beach Blast* – March 2023
- Created 138 posts across CVB's social media channels
- Connected with 814 tourism partners through communications, emails, meetings (Partner Outreach)
- Met with Ridenow Powersports, Top-Coat, and D&R Towing about Biketoberfest® sponsorship opportunities
- Met with local businesses to develop area events (Airshow, Riverfront Esplanade Event, Mustangs at Daytona)