

Halifax Area Advertising Authority (HAAA)

DATE: April 18, 2024

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

RE: Executive Update – Period of March 1-31, 2024

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in February 2024:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 3.7% to \$1,390,407 compared to \$1,340,946 in February 2023.

- Per the STR Report, in February 2024:
 - **Hotel Occupancy (OCC)** decreased 7.1% to 65.6%, compared to 70.6% in February 2023
 - **Hotel Average Daily Rate (ADR)** decreased 2.7% to \$187.54, compared to \$192.73 in February 2023
 - **Revenue Per Available Room (RevPar)** decreased 9.6% to \$123.08, compared to \$136.14 in February 2023

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 2024/ Fiscal YTD	March 2024/ Fiscal YTD	March 2024/ Fiscal YTD
Meetings & Conventions and Sports	33/199	13/49	0/14
Tour & Travel	3/31	0/9	n/a

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

- Attended industry events: ITB Berlin (Internationale Tourismus-Börse Berlin) via HAT Marketing representation and CMCA (Christian Meetings & Conventions Association).
- Conducted 4 area site visits covering the meetings, sports and tour and travel market.
- Conducted 13 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 55 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 14 groups.

Communications

- Press releases distributed:
 - Spring Family Beach Break in Daytona Beach Focuses on NCA & NDA Championships
- Blog Posts:
 - This Mother's Day, Treat Mom to Fun in the Sun in Daytona Beach
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach
 - Canadians Love These Local Attractions and Hotel Deals
 - Os Brasileiros Adoram essas Atracoes Locais e Promocoes de Hoteis!
- Attended the Southeast Tourism Society's Domestic Showcase in Little Rock, Ark.
- Booked community speaking engagements with Merchants of Main Street Ormond Beach and Kiwanis of Daytona Beach

Marketing & Design

- Worked with The Zimmerman Agency to place \$828,785 in digital and traditional media, which drove 1,785,395 page views to DaytonaBeach.com, 2,002 Destination Guide downloads/views/by mail, 917 eNewsletter signups, 58,018 partner referrals, 4,404 coupon referrals
- Distributed three eNewsletters:
 - Arts & Culture Scene in Daytona Beach Alive with Spring Events
 - Grab Your Peeps and Head to Daytona Beach
 - Enter to Win: Win Two Harley-Davidson Bikes
- Created 148 posts across CVB's social media channels
- Connected with 851 tourism partners through communications, emails, and meetings (Partner Outreach)
- Biketoberfest®: Event development, sponsor meetings, revenue streams development
- Event harvesting: Subiefest (a gathering of Subaru owners)
- Connected with 268 people regarding Tourism Event Marketing