

Halifax Area Advertising Authority (HAAA)

DATE: January 9, 2024

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

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

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in December 2023:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 4.0% to \$659,047 compared to \$633,922 in November 2022.

- Per the STR Report, in November 2023:
 - **Hotel Occupancy (OCC)** decreased 9.5% to 49.4%, compared to 54.5% in November 2022
 - **Hotel Average Daily Rate (ADR)** decreased 7.5% to \$118.15, compared to \$127.79 in November 2022
 - **Revenue Per Available Room (RevPar)** decreased 16.3% to \$58.33, compared to \$69.69 in November 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*
	December 2023/ Fiscal	December 2023/ Fiscal	December 2023/ Fiscal
	YTD	YTD	YTD
Meetings & Conventions and Sports	34/96	8/18	0/12
Tour & Travel	7/18	n/a	n/a

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

- Attended industry events: IAEE Expo! Expo! (International Association of Exhibitions and Events), US Sports Congress and OMCA (Ontario Motor Coach Association).
- Conducted 4 area site visits covering the meetings, sports and tour and travel market.
- Conducted 6 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 32 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 14 groups.
- Hosted Tallahassee holiday event.

Communications

- Press releases distributed:
 - Five Great Reasons to Visit Daytona Beach in the Winter
 - WKA Celebrates 50 Years of Karting Races at Daytona International Speedway on Dec. 28-30
 - Hills Course at LPGA International Thriving after Installation of New Greens
- Blog Posts:
 - Knockout Restaurants You'll Fall in Love with this Valentine's Day
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach (update)
 - Kick Your 2024 into High Gear with Speed Season in Daytona Beach
 - 9 Ways to Spend a Winter Vacation in Daytona Beach (Update)
 - New Year's Eve Parties Where You Can Ring 2024 with Style
- In collaboration with Laurie Rowe and Company, hosted travel writers Amy Beth Wright and Len and Judy Garrison on splurge-worthy Media FAM visit of Daytona Beach
- Responded and participated in interviews with local media regarding tourism outlook for 2024
- Distributed Tourism Today to partners, government officials, business and community leaders and local individuals

Marketing & Design

- Worked with The Zimmerman Agency to place \$481,375 in digital and traditional media, which drove 857,361 page views to DaytonaBeach.com, 1,334 Destination Guide downloads/views/by mail, 1,646 eNewsletter signups, 40,105 partner referrals, 2,758 coupon referrals
- Distributed three eNewsletters:
 - Biketoberfest® Dream Giveaway – Enter to Win Harley-Davidson Motorcycles
 - Hot deals – New Year's Eve
 - *Beach Blast* – December 2023
- Created 127 posts across CVB's social media channels
- Connected with 825 tourism partners through communications, emails, and meetings (Partner Outreach)
- Biketoberfest® Event Wrap-Up: All data gathering completed and final presentation is ready for final edit, developing 2024 sponsorship list as well as bringing new sponsor to HAAA January 2024, Visitors profile concluded and included in presentation
- World Karting Association: Tabling for team sign-in day was successful and would suggest again next year
- Continuation of event harvesting for 2024 event funding candidates, this now includes joining Florida Festival and Events Association, will continue to network and explore new avenues for events