

# Halifax Area Advertising Authority (HAAA)

**DATE:** March 10, 2023

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

**RE:** Executive Update – Period of February 1-28, 2023

## Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in January 2023:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 13.3% at \$ 1,030,944 compared to \$ 909,985 in January 2022.
  
- Per the STR Report, in January 2023:
  - **Hotel Occupancy (OCC)** increased 10.0% to 61.9%, compared to 56.2% in January 2022
  - **Hotel Average Daily Rate (ADR)** increased 17.1% to \$150.49, compared to \$128.54 in January 2022
  - **Revenue Per Available Room (RevPar)** increased 28.8% to \$93.13, compared to \$72.30 in January 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*
	February 2023/ Fiscal YTD	February 2023/ Fiscal YTD	February 2023/ Fiscal YTD
<b>Meetings &amp; Conventions and Sports</b>	49/201	15/47	4/22
<b>Tour &amp; Travel</b>	4/12	3/4	n/a

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

- Attended industry events: Florida Encounter, Florida Huddle, American Bus Association (ABA), Tour & Travel New York Sales Mission, and Florida Society of Account Executives (FSAE) Women’s Summit.
- 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 32 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 19 groups.

## Communications

- Blog Posts:
  - Take a Swing at Pickleball During Next Visit to Daytona Beach Area
  - 4 Reasons to Get Revved up for Daytona Beach Bike Week 2023
  - Can't Beach Brunch Spots in Daytona Beach
- Interview with FOX 35 Orlando on tourism outlook
- Continued work with MMGY on Resident Sentiment Survey
- Hosted travel writers Blake Guthrie (Atlanta Journal Constitution), Dave Bodle (Leisure group travel writer) and David Gibb (travelawaits.com) for FAM visits and influencers Aiken Adventures
- In collaboration with Kingfish Communications, hosted Golf FAM with writers Glen Turk and Brian Weis

## Marketing & Design

- Worked with The Zimmerman Agency to place \$873,480.95 in digital and traditional media, which drove 1.2+ million page views to DaytonaBeach.com, 2,113 Vacation Guide downloads/views/by mail, 982 enter-to-win pop-up, 645 eNewsletter signups, 23,708 partner referrals, 1,073 coupon referrals.
- Distributed four eNewsletters:
  - Add These African American Heritage Sites to Your Daytona Beach Itinerary
  - It's Time to Get Revved Up for the 82<sup>nd</sup> Annual Daytona Beach Bike Week
  - From the Speedway to the Fairway: A 3-Day Daytona Beach Golf Itinerary
  - *Beach Blast* – February 2023
- Created 89 posts across CVB's social media channels
- Connected with 815 tourism partners through communications, emails, meetings (Partner Outreach)