

Halifax Area Advertising Authority

DATE: June 10, 2020
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update – May 2020

Partnerships have never been more important than they are right now.

As we finalized the CVB's April financials this week, we noted that between March and April alone – the first six weeks of the COVID-19 impact – the CVB lost nearly \$1.2 million in projected bed tax revenues. The continued impact the virus will have on local businesses, bed tax collections, and consumer travel confidence is still largely unknown.

What is known is that the strength we have in our diverse partnerships is critical, locally and beyond. We know that VISIT FLORIDA is currently intrastate-focused and offering strong co-operative programs to help destinations succeed. We know that Destinations International, U.S. Travel Association, Destinations Florida, Southeast Tourism Society, the Daytona Regional Chamber of Commerce and other industry organizations are supporting us with advocacy, data, education and best practices as we move forward.

We know that The Brandon Agency, Mid-Florida Marketing & Research, and the Lodging & Hospitality Association of Volusia County are loading us up with industry news, trends and forecasting information.

And most of all, we know that our hundreds of local CVB partners – accommodations, attractions, arts and culture venues, restaurants, pubs, bars, retail and more – are working with us by reaching out to their own databases and social media channels to promote the very best this destination has to offer. By working together our voices are amplified.

We thank our partners for their participation – in our advisory committees, our ongoing surveys, and our 2 p.m. Thursday Zoom forums among other things.

Their input and energy, along with the outstanding efforts of the CVB team, will help propel this destination into an impressive and successful rebound.

We look forward to celebrating with you soon!

LCB

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in April 2020:
 - Bed Tax Collections (CDT) decreased 81% at \$163,908 compared to \$880,233 in April 2019.
- Per the STR Report, in April 2020:
 - Hotel Occupancy (OCC) decreased 72.8% to 19.4%, compared to 71.4% in April 2019
 - Hotel Average Daily Rate (ADR) decreased 42.6% to \$70.70, compared to \$123.19 in April 2019

- Per Mid-Florida Marketing & Research, in April 2020:
 - OCC rate decreased 82% to 13%, compared 73% in April 2019
 - ADR decreased 43% to \$74.64, compared to \$130.01 in April 2019
 - Revenue Per Available Room (RevPar) decreased 89% to \$10.84, compared to \$95.36 in April 2019

Finance & Human Resources

- Reviewed cash flow projections and bank accounts daily for planning purposes
- Reviewed budget vs. actual transactions for directors to review and adjust
- Reviewed revenue estimates for proper planning of cash disbursements daily
- Continued to review cost savings in all areas due to reductions in estimated revenue

Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Assists*
Meetings & Conventions	8	2	0
Sports	7	3	6

**Assists are referrals and/or convention services for hotel partners*

Site visits

- All site visits were canceled or postponed due to COVID-19

Tradeshows, industry events attended

- Attended Meeting Professionals International (MPI) May Education as sponsor

Meetings attended

- CVB and Ocean Center staff re: 2020/2021 fiscal year planning

Conference call meetings

- Hosted conference calls with: USA Judo, USA Gymnastics, Regional Dance Association, Jacksonville Running Club, Northstar Meeting Group re: EsportsTravel Summit, John Cowman Airshow, VanderPloeg Consulting, USA Powerlifting, Florida Sports Foundation, Luxury Meeting Summit, Egg Industry Center, Winsight Incorporated, Alpha Phi Alpha, National Dog Groomers, Ruritan National, Barbershop Harmony District, Blue-Grey All-Star Combine and Daytona Tortugas

Prospecting calls/emails

- Prospected the following: State of Florida postponed events, bid list through Sports ETA (Events & Tourism Association, Lost Business Report, Sunshine State Games, Helicopter Association International, Multiples of America, Florida Hospice & Palliative Care Association, Florida Animal Control Association, American Council on Rural Special Education, Lions Club International, Society of Teachers of Family Medicine, Family Motor Coach Association, AG Spectrum, Modern Woodmen of America, Professional Association of Small Business Accountants, Southern Regional Honors Council, Correctional Leaders Association, Southern Sleep Society, Southern Rubber Group, Southern Medical Association, Southern Group of State Foresters, Southern Political

Science Association, American Association for Agriculture Education, Turnaround Management Association, Association of Theological Schools, Delta Upsilon, American Society for Civil Engineers - Florida Section, Boys and Girls Clubs of Volusia/Flagler counties, Professional Services Council, Southeastern Association for Science Teacher Education, Southeastern Allergy Asthma & Immunology Society, Florida Peanut Producers Association, American Bullmastiff Association, Association of Therapeutic Schools and Programs, Southeast Benefits Education Network, The Longleaf Alliance, National Association of State Procurement Officials, Southern Economic Development Council, Florida Society of Dermatology Physician Assistants, Southeast Recycling Development Council, American Feed Industry Association, American Association of Woodturners, Blue Ridge Numismatic Association, American Needlepoint Guild, Signal Administration Incorporated, Golden Crown Literary Society, Southern Hemp Expo, Society for College and University Planning, Southeast Recycling Development Council, University Professional & Continuing Education Association, Village to Village Network, Chef to Chef, Premium Cigar Association and Central Florida District Dental Association

Tour & Travel

- Distributed weekly messaging to the CVB trade database
- Shared information via LinkedIn with content timed and tagged to specific shows
- Conducted bi-weekly calls with the UK market
- Attended webinars specific to the trade
- Continued ongoing efforts to gather current research on the domestic motor coach industry

Partner Liaison

- Called the top 75 largest accommodation properties to check in, provide information on CVB resources, and get updates re: occupancy, average daily rate, staff, general status, etc.
- Created Partner Outreach trace report re: shows, partners contacted, with notes

Administrative

- Attended the following industry webinars: MPI (Meeting Professional International) Orlando Chapter, Meetings Mean Community, International Live Events Association, Smart Meetings, Society for Incentive Travel Excellence, Cvent, Destinations International Estimated Impact Calculator, and National Association of Catering Executives
- Tracked groups rescheduling due to COVID-19
- Produced/distributed two Sales eNewsletters: one to meeting planners, sports rights holders and tour operators; and separately one to the faith-based market planners
- Met with Sales Team daily re: marketing, group business, financials, etc.
- Continued to work with the Ocean Center re: CVB track lost business due to COVID-19
- Conducted “Weekly Chat with your Group Sales Team” with hotel partners via Zoom
- Updated partner contacts in CVB database re: changes due to COVID-19
- Worked with hotel partners on canceled/postponed group business due to COVID-19
- Worked on 2020/2021 department budget projections
- Reviewed/adjusted 2020/2021 Marketing Plan
- Continued to update timeline re: Sales marketing initiative schedule
- Assisted with obtaining assets for social media posts
- Worked on Advisory Committee annual reappointments/appointments
- Reviewed/revised fiscal 2019/2020 and 2020/2021 travel schedules

Communications

- Coordinated COVID-19 Response:
 - Collaborated with county, city, health, industry, and community leaders daily
 - Participated in PIN conference calls (Volusia County Public Information Network)
 - Monitored local/state/national media, data, developments, and news briefings
 - Listened to all Volusia County Council meetings
 - Updated the COVID-19 Travel Health & Safety Information on DaytonaBeach.com daily
 - Communicated regularly with CVB tourism partners and updated staff
 - Reviewed/edited marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
 - Worked on additional content for the CVB's Tourism Partner Toolkit webpage
 - Responded to inquiries from media, tourism partners and consumers
 - Monitored upcoming large events; contacted organizers; updated CVB calendar; tracked lost/postponed events; added rescheduled and future events
 - Monitored media and responded to inquiries on behalf of the CVB
 - Monitored media, communications and social media over the Memorial Day holiday weekend; updated directors throughout
 - Provided information/research to tourism partners upon request
 - Launched CVB/Chamber "Back In Business Safely" collaborative project (local support for local businesses)
- Participated with (online) daily CVB team meeting; weekly Group Sales/CVB call with partners
- Monitored Media Gallery and Event Calendar requests; updated and tracked events canceled/rescheduled due to COVID-19
- Published TOURISM TODAY eNewsletter celebrating National Travel & Tourism Week featuring a video message from Executive Director, release of 2019 Estimated Economic Impact of Tourism on Volusia County data, and a summary on CVB's efforts to date re: COVID-19 outbreak
- Reviewed/edited BEACH BLAST eNewsletter to tourism partners re: marketing opportunities
- Reviewed/edited CVB eNewsletters re: consumers, group sales
- Worked on 2020/2021 department Budget and Marketing Plan
- Assisted with CVB Advisory Committee annual reappointments/appointments
- Presented communications update at the HAAA Board meeting (5/20)
- Coordinated with publisher re: editorial for 2020/2021 Vacation Guide
- Reviewed/edited content and messaging in eNewsletters with Marketing and Sales
- Added/updated/edited/tracked lost events re: CVB Event Calendar including Bandshell Summer Concert Series changes
- Reviewed/edited CVB hotel survey
- Attended HAAA Board Agenda Review meeting; Advertising Advisory Committee meeting
- Attended Southeast Tourism Society panel discussion re: Status of Travel Journalism in today's COVID-19 environment
- Assisted Sales with meeting planner's request for images and video re: destination presentation
- Coordinated with Marketing to review/edit social media calendar
- Produced Executive Update from monthly staff submissions, bed tax reports and research
- Reviewed/updated DaytonaBeach.com content
- Monitored/approved Media Gallery access requests

Marketing & Design

Administration

- Participated in meetings: Directors, budget, monthly call with Simpleview, weekly status call with The Brandon Agency and Group Sales, bi-monthly department meeting and daily staff
- Prepared for Advertising Advisory Committee meeting (6/3) and HAAA Board meeting (6/17)
- Prepared and provided reports re: March and April AirDNA; April STR
- Created and distributed weekly Hotel Survey

Marketing & Design

- Created/designed:
 - “Back In Business Safely” logo for Daytona Regional Chamber/CVB collaborative project
 - Full page Daytona Beach Area CVB/Ocean Center ad for Religious Conference Management Association (RCMA)
- Reviewed/edited/approved creative:
 - Making Up for Lost Time - :15 video spot, :30 video spot, digital banner ads, paid social ads and Taboola creative
 - Start Your Engines - :15 video spot, :30 video spot, digital banner ads and paid social ads
 - Giveaway lead ads
 - Florida Resident Rate social media ads
- Reviewed/edited/approved eNewsletters and email messages:
 - “Share Your Thoughts with Us” consumer travel survey
 - Explore Our Natural Side
 - Deals and Packages
 - Make Memories
 - Beach Blast (marketing opportunities for tourism partners)
 - Tourism Today (CVB industry update)
 - Group Sales
- Continued to work on 2020/2021 Vacation Guide (formerly Visitors Guide)
- Prepared 2020/2021 Marketing Plan and Budget for the department
- Added new resources to Tourism Partner Recovery Toolkit re: social media posts, photos, videos
- Negotiated/promoted second opportunity for partners re: SkyNav 360-Degree film participation
- Created report re: April 2020 Collateral Source by State
- Communicated with partners re: Ultimate Beach Getaway, packages and Florida Resident deals
- Participated in Expedia call re: Webinar on travel trends and bookings for hotel partners
- Participated in CrowdRiff Community Meetups with other DMO’s re: COVID-19 marketing
- Requested advertising rights for User Generated Content for upcoming ad campaigns
- Reviewed Mid-Florida Marketing reports (Markets of Opportunities and Image & Use)
- Participated in a call with Orlando Sentinel re: co-op plan for hotel partners
- Notified small properties re: UCF Rosen School of Hospitality webinar
- Selected/delivered photos and videos for Antenna Measurement Techniques Association (AMTA) 2021 Conference

DaytonaBeach.com

- Updated booking URLs and added social media connections to partner listings
- Created new tags for lodging properties re: packages & deals; room count ranges
- Created/updated unique landing pages: Florida Residents Rates, Packages, Deals, Market Research, Partner Toolkit, and Make Memories campaign

- Uploaded videos to Vimeo and YouTube for use on website
- Updated CrowdRiff galleries for home page, sports page, Ponce Inlet Lighthouse page, Arts and Culture page, Museum of Arts and Sciences page, racing, fishing, Biketoberfest®/Bike Week, various events and selfies

Analytics

- Created analytic reports: April 2020 vs. April 2019, top 20 blogs, top 25 markets by week, bounce rate, pages with top exit rate, top markets that visited the COVID-19 page, website 2019 stats, and 2019 and 2018 top 20 Florida Markets
- Reviewed Simpleview analytics re: April 2020

Social Media

- Reviewed April 2020 social media reports
- Created/scheduled SkyNav Instagram story
- Created “What do you miss most about Daytona Beach” poll for social media
- Checked in with Sprout Social Media Team to review listening and 2020/2021 contract
- Hosted Facebook Live post from Tomoka State Park at Tomoka Outpost; collected other video assets for future social needs
- Developed Daytona Beach Area CVB Facebook, Instagram, LinkedIn, Twitter and Sports social media calendar; shared partner posts; monitored news and adjusted postings if necessary
- Requested rights to use user photos from social media channels through CrowdRiff for social media, website, etc.
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach Area CVB Facebook, Instagram, Twitter, Pinterest, LinkedIn and TripAdvisor

Biketoberfest®

- Updated event application and sent to City of Daytona Beach staff for approval
- Developed timeline for the 2020 Biketoberfest® Master Plan
- Posted 2020 Master Plan application and deadline online; notified previous vendors and Advisory Committee
- Confirmed City Commission and Biketoberfest® Advisory Committee meeting dates

Visitor Information Centers (VIC)

- Daytona International Speedway Tour and Ticket lobby area currently closed
- Destination Daytona currently open; VIC not staffed

Webinars/Training/Education

- Participated in webinars: U.S. Travel Association - Assessing Recovery: The Assurances Consumers Need; ADARA – Navigating Uncharted Territory; Simpleview – Practical Tips for DMOs to Start Preparing for Recovery