

Halifax Area Advertising Authority (HAAA)

DATE: March 10, 2022

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

RE: Executive Update – Period of February 1-28, 2022

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, Per Volusia County, in January 2022:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 55.3% at \$909,985 compared to \$586,088 in January 2021.
- Per the STR Report, in January 2022:
 - **Hotel Occupancy (OCC)** increased 9.7% to 53.8%, compared to 49.1% in January 2021
 - **Hotel Average Daily Rate (ADR)** increased 31.6% to \$139.96, compared to \$106.32 in January 2021
 - **Revenue Per Available Room (RevPar)** increased 44.4% to \$75.34, compared to \$52.18 in January 2021

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*
	Feb 2022 / Fiscal YTD	Feb 2022 / Fiscal YTD	Feb 2022 / Fiscal YTD
Meetings & Conventions	36 / 141	15 / 39	4 / 6
Sports	6 / 27	6 / 9	0 / 10

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

- Attended industry tradeshows that covered the association, government, and corporate markets: Religious Conference Management Association (RCMA) Emerge, Society of Government Meeting Planners (SGMP) Board Meeting, Meetings Professionals International (MPI) Orlando Chapter Meeting, MPI New York Chapter, Sports Express Outdoor, MPI Watch Party, Florida Society of Association Executives (FSAE) Luncheon, and MPI Tampa Education Program
- Conducted 10 area site visits covering the sports, Florida association, national association, and corporate markets
- Conducted nine conference calls and in-person meetings with meeting/event planners and sports-rights holders

- Conducted 34 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 20 groups

Communications

- News Release: Paint the Town – New Daytona Beach Mural Trail
- Blog Posts:
 - Elevate Your Daytona Beach Vacation with These 7 Splurges
 - 6 Great Spots to Make Your TikToks in Daytona Beach
 - Soak up Some Springtime Sun and Family Fun in Daytona Beach
 - The Adventure Seekers Guide to Daytona Beach
 - 4 Reasons to Get Revved up for Daytona Bike Week 2022
 - Five Must-Play Daytona Beach Golf Courses in 2022
 - Short Drive, Big Time: Daytona Beach’s Inland Golf Courses are a Treat to Play
- Worked with Laurie Rowe Communications to prepare for hosting two top-tier travel writers in-market (March 20-23) for familiarization tours (FAMs) of the Daytona Beach area
- Helped to ensure a smooth transition re: Director of Communications position

Marketing & Design

- Worked with The Brandon Agency to place \$369,540 in digital and traditional media that delivered 22+ million digital and paid media impressions; a video completion rate of 74%; 3,597 Vacation Guide downloads/views/requests by mail; 1,164 enter to win pop-up leads; 303 eNewsletter signups; 40,403 Places To Stay referrals; and spent \$20,000 in Pay-Per-Click (Google and Microsoft)
- Generated 435,675 website sessions; sent 650+ Vacation Guides to AAA offices (requests) and 2,500 Vacation Guides to VISIT FLORIDA Welcome Centers
- Distributed four eNewsletters:
 - Valentine’s Day Getaway in Daytona Beach
 - Spring Family Vacation
 - 30 Days until Bike Week 2022
 - Beach Blast (to Tourism Partners)
- Created 121 posts on the CVB’s 15 social media channels
- Connected with 247 tourism partners through individual communications, emails, meetings (Partner Outreach)