

Halifax Area Advertising Authority

DATE: July 7, 2021

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

RE: Executive Update – Period of June 1 -30, 2021

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in May 2021:
 - **Convention Development (Bed) Tax Collections** increased 126.9% at \$1,080,253 compared to \$476,138 in May 2020.
- Per the STR Report, in May 2021:
 - **Hotel Occupancy (OCC)** increased 52.3% to 68.2%, compared to 44.8% in May 2020
 - **Hotel Average Daily Rate (ADR)** increased 39.4% to \$147.35, compared to \$105.72 in May 2020
 - **Revenue Per Available Room (RevPar)** increased 112.2% to \$100.55, compared to \$47.38 in May 2020

Finance & Human Resources

- Finalized the 2021-2022 Budget draft
- Reviewed budget vs. actual transactions for directors to review and adjust
- 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*
	June 2021 / Fiscal YTD	June 2021 / Fiscal YTD	June 2021 / Fiscal YTD
Meetings & Conventions	21 / 89	2 / 15	1 / 34
Sports	8 / 43	2 / 11	3 / 24

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

- Conducted four area site visits covering faith-based, education, and Florida association markets
- Attended five tradeshow covering the specialty, national association, corporate, luxury, and third-party markets
- Conducted 10 conference calls with meeting/event planners and sports-rights holders

- Conducted 68 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 35 groups

Communications

- News Releases:
 - Daytona Beach Unveils Exciting New Delights for 2021 (updated)
 - Daytona Beach Outdoors
 - Media Round Up – celebrate the holidays in Daytona Beach (Nov/Dec)
 - 5 Reasons Daytona Beach’s Appeal as a Golf Destination Continues to Grow
- Blog Posts:
 - Add Some Spark to the Fourth of July With a Daytona Beach Vacation
 - Discover Daytona Beach’s Tropical-themed Delights
 - Wanna Go Low? Here are Daytona Beach’s 3 Easiest Golf Courses, According to USGA
- Secured an appearance for Lori Campbell Baker on the new WKGM (CBS) television show “Best of Central Florida” which aired May 16 and featured the destination as Central Florida’s “Best Local Beach.”
- Produced a full-page destination advertorial (Florida Fest, tour & travel), and a full-page “Things to Do” (convention program)
- Reviewed/edited six consumer and group sales eNewsletters and the July social media scheduled content
- Monitored tourism-related media coverage of the destination and responded to media requests

Marketing & Design

- Hosted Biketoberfest® Advisory Committee, reviewed and approved master plan applications, reported on marketing, creative and media plans.
- Worked with The Brandon Agency to place \$300,109 in digital and traditional advertising delivering 16+ million impressions, 1,959 downloaded digital version of the Vacation Guide, and 6,195 email subscribers. In addition, \$20,000 was spent on pay-per-click on Google and Bing.
- Developed and distributed eNewsletters:
 - Juneteenth – Explore Daytona Beach’s African American Heritage Trail
 - Monthly Deals
 - Reasons to spend July in Daytona Beach
 - More fun in the sun in Daytona Beach
- Created two new videos – Summer Nights with Fireworks & Summertime Fun
- Created 78 posts on social media channels