

# Halifax Area Advertising Authority

**DATE:** May 12, 2020  
**FROM:** Lori Campbell Baker, Executive Director  
Daytona Beach Area Convention & Visitors Bureau  
**RE:** Executive Update – April 2020

As we continue to carefully monitor the COVID-19 situation and the expert opinions of how it might progress, our CVB staff remains fully engaged, highly energized, and future-focused.

We're working with The Brandon Agency in creating and disseminating appropriate and compelling advertising and digital messages to the right audiences. We're reminding those potential visitors why they should - when the time is right - plan to experience all the destination has to offer.

We're connecting with meeting planners and other travel professionals to fill their needs and plan for their successes.

And we're communicating strategically - connecting with our local governments, tourism partners and our Daytona Regional Chamber to best support the local businesses that make our destination shine.

It's a time of transition, and our efforts are focused on strong marketing relaunch efforts, efforts that take also take into consideration the safety of our visitors, provide timing flexibility and are cost-effective. We look forward to working even more closely with you as we navigate this new path.

Sunny regards,

LCB

## Bed Tax, Occupancy and ADR - Halifax Taxing District – March 2020

- Per Volusia County Government:
  - Bed Tax Collections (CDT) decreased 36.6% at \$743,003 compared to \$1,171,472 in March 2019. Fiscal Year to Date, CDT in the Halifax District is down 7.83%.
- Per the STR Report:
  - Hotel Occupancy (OCC) 36.6% to 51.3%, compared to 81.0% in March 2019
  - Hotel Average Daily Rate (ADR) increased 1.3% to \$144.83, compared to \$142.94 in March 2019
- Per Mid-Florida Marketing & Research:
  - OCC decreased about 37% to a rate of 53%, down from 84% in March 2019
  - ADR decreased 0.6% to \$151.25, down from \$152.12 in March 2019
  - Revenue Per Available Room (RevPar) decreased about 37.2% to \$80.01, down from \$127.45 in March 2019

## Finance & Human Resources

- Reviewed cash flow projections and bank accounts daily for planning purposes
- Conducted daily review of revenue estimates for proper planning of cash disbursements
- Reviewed budget vs. actual transactions for directors to review and adjust
- Continued to update/revise standard operating procedures to enhance operations

## Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Assists*
Meetings & Conventions	8	7	1
Sports	3	1	2

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

### Site Visits

- All site visits planned for April 2020 were canceled or postponed due to COVID-19

### Convention Services

- All groups canceled or postponed due to COVID-19

### Tradeshows, industry events attended

- Virtual MPI (Meeting Professionals International) North Florida Chapter Board Retreat
- Virtual MPI Global Meetings Industry Day

### Conference call meetings

- Hosted conference calls with: Northstar Meetings Group re: EsportsTravel Summit and Destination Southeast bid, HAT Marketing, Elevate Gymnastics, NCAA (National College Athletic Association) D1 basketball tournament, Blue-Grey All-Star combine, Challenge Daytona, Veterinary Cancer Society, Florida Marching Bands Championships re: 2020 program site selection, USA Powerlifting, USA Judo, Showbiz, JLC Airshow, Daytona Beach Invitational, Florida District Key Club, Barbershop Harmony District, Florida Sports Foundation and Connect Travel

### Prospecting calls/emails

- Prospected the following: Association of Black Foundation Executives, Florida Council of 100, Florida Certified Organic Growers and Consumers, University Professional and Continuing Education Association, Al-Anon Family Group, Special Operations Medical Association, Florida Chiropractic Association, Florida Antique Tackle Collectors, Association of State Dam Safety Officials, Florida Morticians Association, Home Care Association of Florida, Florida Vacation Rental Managers Association, Florida Flute Association, Urban & Regional Information Systems, Wildlife Society - Florida Chapter, The Chlorine Institute, Florida Prosecuting Attorneys Association, American Gem Society, Florida Society of Hearing Healthcare Professionals, Council for Tribal Employment Rights, Florida Regional Convention of Narcotics Anonymous, Miller Heiman Group, Interstate Shellfish Sanitation Conference, Direct Gardening Association, International Association of Movers, Schwan's Company, Society of American Florists, Triumph Motorcycles America, and United Association of Mobile Contract Cleaners

### Administrative

- Continued to work on phase 3 of Group Sales plan re: COVID-19
- Continued to review tradeshows canceled/rescheduled due to COVID-19 re: registration refunds
- Held Group Sales Weekly Chat virtual meeting with Tourism Partners
- Worked on weekly eNewsletter messaging which included a "Throw Back Thursday" video
- Worked on enhancing LinkedIn, Cvent and website profiles
- Worked on Group Sales messaging timeline
- Worked on fiscal 2020/2021 Group Sales marketing plan and budget
- Continued to work on ROI (return on investment) report to evaluate tradeshows, FAMs, events, etc. for budget planning

- Worked on 2020/2021 Meetings & Conventions and Sports committee application process
- Began collecting promotional information from Meeting & Convention hotel partners re: Cvent “Back to the Beach” flier
- Reviewed/adjusted job descriptions to ensure all key responsibilities are covered following staffing changes
- Attended the following webinars: PCMA’s (Professional Convention Management Association) upcoming trends in the meeting industry, NCAA (National College Athletic Association) bid process, Simpleview’s “How COVID-19 Changes Meeting Organizers’ Needs and Partner Relations”, Simpleview’s “Email Marketing Best Explained”, Meetings Professional International, National Speaker Association, and Event Leadership Institute
- Conducted calls with the following partners: Hard Rock Hotel Daytona Beach, Marriott Residence Inn ISB, Daytona International Speedway, PRM Hotels (Glenda Billings), Daytona Beach Regency/The Cove, Residence Inn by Marriott Oceanfront, Wyndham, Hilton Daytona Beach Oceanfront Resort, El Caribe, Delta, Oceanside Inn, The DAYTONA, Daytona Beach Resort & Conference Center, Comfort Inn & Suites, Ocean Center and The Shores Resort & Spa
- Continued to work on bids for 2022 EsportsTravel Summit and 2020 Destination Southeast
- Updated Group Sales incentive re: COVID-19 rescheduled groups
- Completed MPI North Florida Board Member 101 Bootcamp (4 webinars followed by testing for certificates)
- Continued to confirm canceled or lost events for COVID-19 reporting
- Worked on finding new dates for groups that are reschedule

## 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
  - Updated the COVID-19 Travel Health & Safety Information on DaytonaBeach.com daily
  - Updated CVB tourism partners and staff
  - Attended US Travel Association conference call re: CARES Act Relief for DMOs (4/9)
  - Assisted with setting up CVB representation on Daytona Regional Chamber conference call with governor and state legislators re: Tourism Status Volusia County
  - Listened to County’s Business Panel Discussion re: Florida Chamber economist
  - Reviewed/edited marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
  - Worked with Marketing to produce a Tourism Partner COVID-19 Recovery Toolkit
  - 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
  - Worked on future communication plan re: when the time is right to travel
- Reviewed/edited BEACH BLAST, the monthly CVB tourism partner eNewsletter (published 4/17)
- Worked on plans with CVB and the Agency, re: National Travel and Tourism Week (May 3-10) messaging; release of 2019 Estimated Economic Impact of Tourism on Volusia County data
- Reviewed new SkyNav 360-degree content on DaytonaBeach.com
- Supported Sales by producing content for Kevin Chippendale with OrlandoAttractions.com re: “Virtual Tour of Daytona Beach” editorial and links to CVB video

- Coordinated with Marketing to review/edit social media calendar
- Updated website content re: Bandshell Summer Concert Series
- Produced Executive Update from monthly staff submissions, bed tax reports and research
- Coordinated with Arts, Culture and Heritage Tourism Committee re: May 7 meeting canceled and 2020/2021 application process
- Researched virtual public meeting requirements, expectations, and best practices
- Attended the West Volusia Tourism meetings: Advertising Authority board meeting and Tourism Talk meeting
- Attended virtual CVB staff meeting daily; CVB Directors meetings; Marketing Dept. meeting; status call with The Brandon Agency
- Reviewed/updated DaytonaBeach.com content including pages for: Media Gallery, Media Coverage, Releases, Press Trips, Speakers Bureau, New Tourism Partner pages; and Biketoberfest(r) 2020
- Reviewed key responsibilities listed in job descriptions for Communications Specialist and Executive Operations Coordinator and followed up with other directors
- Monitored/approved Media Gallery access requests
- Worked on April 2020 HAAA Board materials for non-meeting month packet
- Attended Simpleview webinar re: Barberstock (the digital asset management system on DaytonaBeach.com) and made required changes and edits prior to new interface launch
- Reviewed/edited all eNewsletters re: consumers, group sales
- Reviewed/updated CVB Media List in database (CRM)
- Assisted with Ad Committee meeting preparation (5/12)
- Reviewed initial 2020/2021 budget parameters
- Attended initial meeting with Daytona Regional Chamber/CVB re: collaboration on community/business strategies

## Marketing & Design

### Administration

- Participated in biweekly Marketing Department and Web Wednesday meetings, monthly SEO and CRM with Simpleview, and weekly status call with The Brandon Agency and Group Sales
- Prepared for Ad Committee meeting (5/12)
- Prepared for HAAA Board meeting (5/20)
- Reviewed/updated current job descriptions
- Collected current research data and trends; shared with staff, marketing, and tourism partners

### Marketing & Design

- Reviewed/edited/approved:
  - Immediate Response phase: creative spots for paid social media placements and OTT (Over the Top TV)
  - SkyNav 360-degree virtual paid social creative
  - Sweepstakes giveaway on social media
  - Consumer eNewsletters including: Beach-Themed Activities to Brighten Your Day; National Stress Awareness Day; 360-degree virtual views of Daytona Beach
  - CVB Tourism Partner eNewsletters: forwarded small lodging email survey on behalf of UCF Rosen College of Hospitality; Beach Blast tourism partner marketing eNewsletter

- Continued to edit Hotel Matrix, Ale Trail, Map, Fun Facts, Social pages of the Vacation Guide; reviewed editorial stories
- Prepared for National Travel and Tourism Week; recorded video message from director; created infographic re: 2019 Estimated Economic Impact of Tourism on Volusia County
- Checked on status of upcoming events: P1 AquaX, Jeep Beach, Summer Concerts at the Bandshell, Challenge Daytona; revised Tourism Event Grant application, criteria, guidelines, post-event report
- Connected with media vendors for opportunities re: Orlando Sentinel, Orange 142, SkyNav, and Conversant
- Assisted Group Sales Team with images, slideshows, videos for weekly eNewsletter, LinkedIn and emails; shared video/ photo content with NCA/NDA during virtual Championship Week
- Designed custom Daytona Beach Zoom backgrounds for CVB Tourism Partner Toolkit
- Informed partners of two free marketing opportunities:
  - Upload deals, packages, Florida Resident Rate through Partner Gateway
  - Submit complimentary stays, activities, dining for sweepstakes
- Worked with The Brandon Agency and Mid-Florida Marketing & Research to develop and deploy a consumer online survey about future travel
- Continued to collect user generated content (photos/video clips) re: sunsets, beach, outdoors and views from hotel pool decks for future use

### **DaytonaBeach.com**

- Added randomized listings feature
- Updated/added content: Bike Week 2021, SkyNav 360-degree virtual tour, COVID-19 Health & Safety, at-home printable activities, Zoom backgrounds, Tourism Partner Recovery Toolkit COVID-19 page main page plus Business Information & Advisories and Marketing Toolkit pages, How to connect on social media page; Packages page, and Deals page
- Hotels: created “national brand” tag/keyword search; tagged properties with 75 rooms or less; updated the booking URLs and added social media links to partner listings
- Updated CrowdRiff galleries for home page, sports, Ponce Inlet Lighthouse, Arts and Culture, Museum of Arts and Sciences, racing, fishing, Biketoberfest®/Bike Week, various events, and Selfies

### **Analytics**

- Generated March reports for DaytonaBeach.com: top 10 markets, top 50 pages, top 20 blogs, top bounce rate, and exit rate pages

### **Social Media**

- Created/scheduled/edited April content for Daytona Beach CVB Facebook, Instagram and Twitter, coordinated with Communications on appropriate messaging for social media calendar
- Broadcasted live from Hard Rock Hotel Daytona Beach re: #WaveWednesday and finalized other April Wave Wednesdays with hotels re: virtual views of the beach from hotel balconies; filmed in advance of beach closure to use for upcoming Wave Wednesday posts
- Coordinated local artist for National Chalk Day (April 3) photo and video post
- Requested rights to user photos from social media channels through CrowdRiff for social media, website, etc.
- Shared partner content when appropriate on social media channels
- Reviewed Social Listening Report March 1 - March 26, 2020, and recommendations

- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest, LinkedIn, and TripAdvisor

### **Webinars/Training/Education**

- Participated in DMO Peer-To-Peer Round table discussion with Conversant
- Simpleview Webinars: Using the CMS to Develop COVID-19 Resources for Your Destination, System Administration: The Power of CRM, Email Marketing Best Practices Explained, CMS Tools to Help You Navigate COVID -19 and Prepare for Recovery
- Tourism Webinars: COVID -19 Insight Series - Inflection Detection: Discerning and Preparing for the Rebound; Think Different: Destination Marketing in a Post Coronavirus World; Insights, Tools, Action – Resources for Florida Tourism; Focus on the Finish Line with Berkley Young with Southeast Tourism Society; Arrivalist: COVID-19 Recovery Planning; Sojern's COVID-19 Series #4 How Attractions Can Prepare for Recovery; Visit Florida COVID-19's Impact on Florida Vacation Rentals & DMOs
- TripAdvisor Webinars: COVID-19 Webinar Series - Part I: Impact and Recovery Strategies, COVID-19 Webinar Series - Part II: Preparing for What Comes Next
- Adara Webinars: COVID-19 Insight Series - Navigating Uncharted Territory (Week 4), COVID19 Insights Series (Week 5): Navigating Uncharted Territory