

Halifax Area Advertising Authority (HAAA)

DATE: May 10, 2022

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

RE: Executive Update – Period of April 1-30, 2022

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in March 2022:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 27.8% at \$1,658,992 compared to \$1,298,226 in March 2021.
- Per the STR Report, in March 2022:
 - **Hotel Occupancy (OCC)** decreased 7.0% to 75.0%, compared to 80.7% in March 2021
 - **Hotel Average Daily Rate (ADR)** increased 30.7% to \$194.39, compared to \$148.77 in March 2021
 - **Revenue Per Available Room (RevPar)** increased 21.5% to \$145.83, compared to \$120.02 in March 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*
	April 2022 / Fiscal YTD	April 2022 / Fiscal YTD	April 2022 / Fiscal YTD
Meetings & Conventions	30 /197	5 /49	1 / 9
Sports	6 /44	0 /12	0 / 13

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

- Attended industry tradeshows: African American Travel Conference, Jacksonville Sales Mission, Society of Government Meeting Planners (SGMP) Board Meeting, Meeting Professionals International (MPI), Global Meetings Industry Day (GMID), Central Florida Society for Government Meeting Professionals (SGMP) Sales Mission that covered the association, government, social, and corporate markets.
- Conducted 3 area site visits covering the sports, national association, and corporate markets.
- Conducted 8 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 68 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 23 groups.

Communications

- Blog Posts:
 - 5 Great Ways to Spend a Mother-Daughter Getaway in Daytona Beach
 - Daytona Beach's 5 Shortest Par 5s are Begging Golfers to Make Birdie
 - This Father's Day, Treat Dad to an Ocean of Activities in Daytona Beach
 - Buc-ee's in Daytona Beach: More Than a Gas Station
 - The Family Guide to Summer Fun in Daytona Beach
- Press release: Record Participation for NCA & NDA Collegiate Championship's 26th Year in Daytona Beach
- Press release: Five Must-Play Daytona Beach Golf Courses in 2022
- Local media inquiries for Jeep Beach 2022

Marketing & Design

- Worked with The Brandon Agency to place \$506,286 digital and traditional media which delivered 15+ million digital and paid media impressions; video completion rate was 82%; 2,710 Vacation Guide downloads/views/by mail; 1,098 enter to win pop-up leads; 314 eNewsletter signups; 24,108 Places To Stay referrals; and spent \$20,000 in Pay-Per-Click (Google and Microsoft)
- Generated 313,913 website sessions with 220,096 being new users
- Distributed five eNewsletters:
 - Break for Spring in Daytona Beach!
 - Splash Into Summer in Daytona Beach!
 - Find Your Next Adventure in Daytona Beach!
 - Take a Swing This Spring. Golf Daytona Beach!
 - Beach Blast (Marketing Opportunities for CVB Partners)
- Participated in Atlanta Travel & Adventure Show
- Created 89 posts on CVB's social media channels
- Connected with 52 tourism partners through communications, emails, meetings (Partner Outreach)
- Hosted Ad Committee Workshop