

Halifax Area Advertising Authority (HAAA)

DATE: September 9, 2021

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

RE: Executive Update – Period of August 1-31, 2021

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in July 2021:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 88.9% at \$1,492,552 compared to \$790,006 in July 2020.
- Per the STR Report, in July 2021:
 - **Hotel Occupancy (OCC)** increased 39.9% to 80.4%, compared to 57.5% in July 2020
 - **Hotel Average Daily Rate (ADR)** increased 45.4% to \$175.70, compared to \$120.88 in July 2020
 - **Revenue Per Available Room (RevPar)** increased 103.4% to \$141.25, compared to \$69.45 in July 2020

Finance & Human Resources

- Received approval from County Council for the Fiscal Year 2021-2022 Budget as presented
- 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*
	August 2021 / Fiscal YTD	August 2021 / Fiscal YTD	August 2021 / Fiscal YTD
Meetings & Conventions	16 / 121	2 / 15	2 / 46
Sports	6 / 52	1 / 13	1 / 26

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

- Attended two tradeshows:
 - Connect Marketplace covering the national association, corporate, specialty, and sports markets; conducted 120+ appointments and hosted an outdoor client reception attended by 60 planners and sports-rights holders
 - Lamont Associates Independent Planner tradeshow covering all markets
- Conducted three area site visits covering, faith-based, Florida association, and corporate markets

- Conducted 20 conference calls and in-person meetings with meeting/event planners and sports-rights holders
- Conducted 84 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 30 groups

Communications

- Blog Posts:
 - 6 Fun Fall Festivals to Hit in Daytona Beach
 - This Turkey Can Run
 - 5 Great Reasons to Visit Daytona Beach in the Fall
 - Remembering Jackie Robinson’s Legacy
 - Attention Art Lovers: Can’t-Miss Upcoming Exhibits in Daytona Beach
 - Pack the Popcorn: It’s Time for Movies on the Halifax in Ormond Beach
 - The Essential Daytona Beach Road Trip Guide
 - The Perfect Daytona Beach Golf Trip – On and Off the Course
 - Where to Play, Stay and Eat with Your Pet in Daytona Beach
 - 4 Places to Turn When Your Sweet Tooth Strikes in Daytona Beach
- Coordinated Request for Proposal (RFI) re: Strategic Planning Consulting Services
- Facilitated the quarterly meeting of the Arts, Culture and Heritage Tourism Advisory Committee
- Produced articles for Destinations Florida (tourism industry) and Northstar (meetings and conventions); reviewed/edited CVB eNewsletters and September social media content

Marketing & Design

- Facilitated Advertising Advisory Committee Workshop: reviewed data partner options, July campaign results, Tailgate Tour update
- Worked with The Brandon Agency to place \$179,192; digital and paid social media delivered 10 million+ media impressions, video completion rate was 73%, 1,767 Vacation Guide downloads/views/by mail, 4,458 Facebook leads, 482 enter to win pop-up and 256 eNewsletter signups; spent \$15,000 in Pay-Per-Click (Google and Bing)
- Distributed three eNewsletters:
 - Arts & Culture in Daytona Beach
 - Weekday Beach Days
 - Rev Up Your Labor Day with a Daytona Beach Getaway
- Created 99 posts on CVB’s social media channels and a new restaurant video