

Halifax Area Advertising Authority (HAAA)

DATE: May 9, 2023

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

RE: Executive Update – Period of April 1-30, 2023

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in March 2023:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 2.3% at \$1,620,461 compared to \$1,658,992 in March 2022.
- Per the STR Report, in March 2023:
 - **Hotel Occupancy (OCC)** decreased 1.4% to 74.0%, compared to 75.0% in March 2022
 - **Hotel Average Daily Rate (ADR)** increased 4.9% to \$192.12, compared to \$183.23 in March 2022
 - **Revenue Per Available Room (RevPar)** increased 3.4% to \$142.08, compared to \$137.41 in March 2022

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 2023/ Fiscal YTD	April 2023/ Fiscal YTD	April 2023/ Fiscal YTD
Meetings & Conventions and Sports	39/238	3/58	1/23
Tour & Travel	13/21	0/4	n/a

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

- Attended industry events: Connect Spring Marketplace and Colorado Springs Sales Mission.
- Conducted 2 area site visits covering the corporate and association markets.
- Conducted 8 conference call and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 46 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 17 groups.

Communications

- Press releases:
 - Daytona Beach Area on 3D Anamorphic Billboard in Times Square in NYC
 - Daytona Beach Area CVB To Host Next Community Tourism Listening Session on May 16
- Blog Posts:
 - Saluting Those Who Served: 5 Ways to Celebrate Memorial Day Weekend in Daytona Beach
 - Iconic Brands Rolex, Ferrari Boast Strong Bond with the Daytona Beach Area
 - 6 Ice Cream Shops to Cool You off this Summer in Daytona Beach
- Media inquiries from WKMG, WOFL and WFTV on future of NCA & NDA Championship in Daytona Beach
- Submitted content to VISIT FLORIDA on beaches, oceanfront dining, roadside attractions, arts and museums for inclusion on press releases domestically and internationally
- Community outreach speaking engagements at Sons of the Beach, Creekside Middle School and SCORE mentor meeting and participated at United Way non-profit fair

Marketing & Design

- Worked with The Zimmerman Agency to place \$686,586 in digital and traditional media, which drove 669,000+ page views to DaytonaBeach.com, 2,239 Vacation Guide downloads/views/by mail, 678 enter-to-win pop-up, 787 eNewsletter signups, 21,443 partner referrals, 1,118 coupon referrals.
- Distributed four eNewsletters:
 - Discover Daytona Beach's Historic Districts and Neighborhoods
 - Hot Hotel Deals/Memorial Day – April 2023
 - Beach Blast – April 2023
- Created 140 posts across CVB's social media channels
- Connected with 882 tourism partners through communications, emails, meetings (Partner Outreach)