

# Halifax Area Advertising Authority (HAAA)

**DATE:** January 11, 2023  
**FROM:** Lori Campbell Baker, Executive Director  
Daytona Beach Area Convention & Visitors Bureau (CVB)  
**RE:** Executive Update – Period of December 1-31, 2022

## Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in November 2022:
  - **Convention Development (Bed) Tax Collections (CDT)** decreased 16.5% at \$ 633,922 compared to \$ 759,585 in November 2021.
- Per the STR Report, in November 2022:
  - **Hotel Occupancy (OCC)** increased 1.4% to 50.4%, compared to 49.7% in November 2021
  - **Hotel Average Daily Rate (ADR)** decreased 2.3% to \$134.04, compared to \$137.25 in November 2021
  - **Revenue Per Available Room (RevPar)** decreased 1.0% to \$67.52, compared to \$68.19 in November 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
December YTD/ 22.23 FY Goal	December YTD/ 22.23 FY Goal
113/440	24/104

- Attended industry events: Meetings Today South, Tallahassee Client Event, International Association of Exhibitors and Events Expo
- Conducted 5 area site visits covering the Sports, Faith, and Association markets.
- Conducted 4 conference call and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 12 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 26 groups.

## Communications

- Blog Posts:
  - New Year's Eve Parties: Where You Can Ring in 2023 with Style
  - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach
  - From the Speedway to the Fairway: A 3-Day Daytona Beach Golf Trip Itinerary
- Releases:
  - Daytona Beach Area Ready to Welcome Canadian Travelers
- Completed and submitted materials (press releases and photos) on Ale Trail and breweries and distilleries and submitted to Visit Florida
- Initiated work with MMGY on Resident Sentiment Survey
- Welcomed Sharon Harlow to the position of CVB Communications Specialist
- In collaboration with Laurie Rowe & Company, planned itinerary and hosted travel writer Bill Clevlen

## Marketing & Design

- Worked with The Zimmerman Agency to place \$450,000 in digital and traditional media which drove 515,925 page views to DaytonaBeach.com, 1,073 Vacation Guide downloads/view/by mail, 611 enter to win pop-up, 419 eNewsletter signups, 13,734 partner referrals, 691 coupon referrals.
- Distributed three eNewsletters:
  - December Hot Deals
  - 'Tis the Season for a Very Merry Daytona Beach Getaway
  - Beach Blast (Marketing Opportunities for CVB Partners)
- Created 100 posts across CVB's social media channels
- Connected with 326 tourism partners through communications, emails, meetings (Partner Outreach)
- Onboarded new Marketing Business Development Specialist Brian Bentley