

Halifax Area Advertising Authority

DATE: March 11, 2021
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update – Period of February 1-28, 2021

Bed Tax, Occupancy, ADR, RevPar – Halifax Taxing District

- Per Volusia County, in January 2021:
 - Bed Tax Collections (CDT) decreased 13.5% at \$586,088 compared to \$677,847 in January 2020.
- Per the STR Report, in January 2021:
 - Hotel Occupancy (OCC) decreased 16.6% to 49.3%, compared to 59.2% in January 2020
 - Hotel Average Daily Rate (ADR) decreased 5.9% to \$106.57, compared to \$113.27 in January 2020
 - Revenue Per Available Room (RevPar) decreased 21.6% to \$52.56, compared to \$67.02 in January 2020

Finance & Human Resources

- Reviewed cash flow projections and bank accounts daily for planning purposes
- Reviewed budget vs. actual transactions for directors to review and adjust
- Reviewed revenue estimates for proper planning of cash disbursements daily
- Continued to review cost savings in all areas due to reductions in estimated revenue
- Continued to monitor estimated future cash flows daily

Group Sales / Meetings, Sports, Tour & Travel

| | # Leads Distributed | # Definite Bookings | # Assists* |
|------------------------|---------------------|---------------------|------------|
| Meetings & Conventions | 9 | 3 | 1 |
| Sports | 6 | 1 | 0 |

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

Site visits hosted with:

- Marine Corps League re: golf outing during conference; Chris Giblin of Helmsbriscoe re: future business; Xpodigital re: Ocean Center and Hilton Daytona Beach Oceanfront Resort

Trade shows, industry events attended

- Florida Society of Associates Executives (FSAE) Roundtable Host (Tallahassee)

Meetings attended

- Paralegal Association of Florida, Inc.; Florida League of Cities, Inc.; Florida Home Builders Association; CVB & Ocean Center re: RCMA Emerge; Chris Giblin re: Gasparilla potential event for future years; Chris Seilkop re: Volusia/Flagler YMCA opportunities; Joe Skotnicki re: Racing Promotions Monthly (RPM) success and 2022

Conference call meetings

- Conference calls with: Hoehn Family Reunion; USA Triathlon re: Endurance Exchange; Angel Natel re: Perfect Game, preparing bid for next week; Jason Little re: upcoming NASCAR season and opportunities for planner opportunities; USA Powerlifting re: event being moved to June 2021; Starbound National Talent re: new location for event in March 2021; USA Triathlon re: Endurance Exchange webinar and Toyota Age Group National Championships; USA Volleyball re: potential opportunity for Ocean Center; CEO Gaming re: distribute lead for 2025 event (replacing 2021); USA Taekwondo re: event for 2021 or 2022; Team Masters re: PGA tournament playing at LPGA in December 2021; Christopher Hodge, Helms

Briscoe re: Varsity Cheer Camps; TNT Baseball Productions re: Jackie Robinson Ballpark and Bethune Point; Junior Golf Association re: potential LPGA event; Daytona Soccer Fest re: event update; Bill Boggs re: Varsity's April 2021 program

Prospecting calls/email

- Great Clips Franchisee, Inc., Krystal Restaurant Franchise, Essential Management LLC, Florida Home Builders Association, Florida Stormwater Association, Florida Hospice & Palliative Care Association, Claims Prevention & Procedure Council, Inc., Massey Services, Florida Brain Tumor Association, Boys and Girls Clubs of America Teacher-Family Association, Florida Watermelon Association, Florida Utilities Coordinating Committee, Alarm Association of Florida, Florida Watercolor Society, Florida Council of Independent Schools, Our Little Miss Pageant, A&W Restaurants, United States Postal Service, Aglow International, Florida Association of Bursars & Student Accounting, Florida Association of Insurance Agents, Lions Clubs International Conventions, Center for Fine Arts Education, Florida Association of School Administrators, Florida Senior Living Association, Florida Osteopathic Medical Association, Florida Association of School Personnel Administrators, American Wine Society, Forestry Association, Florida Museums, Asphalt Association of Florida, USA Gun shows, Florida State Massage Therapy Association, American Veterans National Convention, Florida Music Education Association, Association of Florida Community Developers, Florida Engineering Society, Florida Future Educators of America, Florida Diversity and Leadership Conference, Church of God by Faith, World Vision Pastor's Gathering, Florida Association of Free Will Baptist, Episcopal Church Diocese of Center Florida, AFAM Navigators, Infrastructure Resources, First General Baptist, EventPrep Annual Franchise Meeting, Eastern Regional Interstate Child Support Association, Alpha USA, Converge Worldwide, Moroccan Reunion Association, Professional Outdoor Media Association, Mt. Nebo Church Group, DADA Bhagwan, Alpha & Omega Prayer Group, Association of Personal Photo Organizers, Transnational Association of Christian Colleges & Schools, International Conference of Police Chaplains, Brookside Laboratories, Element Fleet Management Commercial Team Meeting, Developmental Disabilities Nurses Association, TechServe Alliance, The Flashcom Group, Society for Maintenance & Reliability Professionals, American Harp Society, Amerisource Bergen MWI, Infrastructure Resources LLC, HPN Global, Sovereign Alliance, 3 v 3 Live, Southeastern Conference (SEC) Women's Soccer, MyHockey Tournaments, Academy of Aeronautics, All American Catfish Tournaments, American Cornhole Organization, International Jugglers Association, Amateur Sports Alliance of North America

Convention Services

- Provided services for the following: ACE Gymnastics, Racing Promotions Monthly (RPM) Workshops, REACH THE BEACH, National Cheer and Dance Association National Championships, Florida Association of New York Retired Troopers, Florida Federation of Colorguards and Global Meetings Industry Day hosted by Meeting Professionals International North Florida Chapter
- Continued to work on city-wide room pick-up
- Continued to work on city-wide initiatives
- Continued to monitor group business on their cancellations or postponements and track in the canceled business economic impact report re: COVID-19
- Entered assists for those groups rescheduling due to COVID-19
- Conducted monthly convention services and PR/Communications meeting to review opportunities

Group Sales Coordination

- Scrubbed CVB databases and pulled weekly trace reports
- Reviewed and revised 2020/2021 and 2021/2022 travel schedule
- Distributed Cvent leads to appropriate sales manager and updated Cvent content
- Registered CVB/staff for tradeshow
- Prepared for Religious Conference Management Association (RCMA) tradeshow booth, database imports and pre-tradeshow follow up

- Prepared and coordinated Meetings & Conventions, Sports and Tour & Travel Advisory Committee Meetings

Administrative

- Continued efforts on the Group Sales 2/3 phase plan re: COVID-19 to executing the We C.A.R.E. Campaign, highlighting individual meeting hotels, meeting facilities, and sports facilities and their safety videos and testimonials. Continued planning of a new citywide and non-citywide campaign.
- Coordinated and conducted Meetings & Conventions, Sports, and Tour & Travel advisory committee meetings
- Reviewed/distributed Group Sales Industry Survey results summary to committees
- Continued work on weekly messaging to Group Sales and tradeshow databases
- Continued work on Cvent and website profiles, added additional destination content
- Continued efforts to obtain hot dates and deals to post on meeting planner sites, i.e., Cvent, Meeting Pro, Arrowhead, etc.
- Updated prospecting traces
- Provided reports to Group Sales team: definite bookings, past tentative leads, prospecting, and incomplete/complete traces
- Continued work with Northstar Meetings Group re: retargeting meeting planners and organizations

Tour & Travel

- Continued ongoing research and conference calls re: International travel post COVID-19; began to establish “cautious” relaunch campaign
- Continued ongoing efforts to spotlight partners interested in the trade to showcase hotels/attractions for future business
- Held bi-monthly calls with HAT Marketing (UK)
- Attended and conducted follow-up re: VISIT FLORIDA’s Florida Huddle virtual appointments with international and domestic trade buyers, virtual FAM shown to approximately 400 travel agents

Partner Liaison

- Updated partner records and Partner Gateway access

Communications

- Coordinated COVID-19 Response:
 - Participated in bi-weekly 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 as needed
 - Reviewed/edited website content, marketing and sales communications, social media calendar, social posts and eNewsletters re: appropriate messaging
 - Monitored media coverage, responded to inquiries and communicated with media, staff, tourism partners and consumers
 - Continued support of the “Back In Business Safely”, the CVB/Chamber collaboration project
 - Continued support of the “Wash up. Back up. Mask up.” campaign in collaboration with the PIN, Volusia County, cities, chambers and other agencies
- News releases:
 - Post-DAYTONA 500 to congratulate winner Michael McDowell and highlight the destination: Start Your Engine and Explore the Motorsports Trail
 - Florida Huddle: Wide Open Spaces and Fun Places - What's New
 - Submitted the Share The Heritage Trail news release to VISIT FLORIDA re: editorial lead
 - Submitted Ultimate Daytona Beach Trail Guide news brief to Destinations Florida re: newsletter
 - Share The Heritage Trail release and images sent in response to two national magazine editorial leads

- Assisted several travel writers, social influencers and photographers with information, itinerary ideas, and assets
- Edited/produced blog posts:
 - 5 Daytona Beach Attractions to Explore During Black History Month
 - Attention Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach
 - 7 Ways to Discover the Romantic Side of Daytona Beach
 - Knockout Restaurants You'll Fall in Love With This Valentine's Day
 - Itinerary: African American Heritage in Daytona Beach
 - Mother/Daughter Getaway-Mother's Day
 - 6 Ways to Enjoy a Crowd-Free Vacation in Daytona Beach This Spring
- Continued to work on "Cars, Craft and Culture – The Ultimate Daytona Beach Trail Guide website content, maps, news release and images (launch in March)
- Facilitated the quarterly meeting of the Arts, Culture and Heritage Tourism (ACHT) Advisory Committee (2/4); Reviewed/edited ACHT meeting minutes; reviewed communication for all CVB committee members re: annual reappointment
- Attended Sports and Advertising Advisory Committee meetings
- Attended Daytona Beach International Airport's partner meeting
- Monitored CVB Event Calendar submissions, finding/editing/approving/posting as appropriate; adding and updating images, monitored event changes/cancelations and updated listings
 - Updated all tourism partners re: Welcome to Rockville rock music festival announcement (now a four-day event and moves from May to November 11-14 for 2021)
 - Produced/distributed list of upcoming March and April 2021 key events to all partners
- Reviewed/edited all eNewsletters for Sales and for Marketing
- Attended: CVB Marketing Department meeting; weekly status meeting with The Brandon Agency; weekly Web Wednesday staff meeting; monthly Group Sales meeting re: public relations support; monthly website meeting with Marketing and Simpleview; CVB Directors strategy follow-up meeting (April-June)
- Continued to support American Airlines new non-stop seasonal service, in collaboration with the New Smyrna Beach and West Volusia tourism bureaus:
 - Worked on itinerary (March 22-25) re: social influencer from Dallas
 - Finalized itinerary for Feb. 26-28 FAM for a Philadelphia social influencer
 - Notified all tourism partners re: American Airlines extension of non-stop daily flights from Philadelphia and Dallas/Ft. Worth
- Reviewed/edited BEACH BLAST, the CVB monthly eNewsletter re: tourism partners marketing opportunities
- Reviewed, responded and/or routed messages sent to info@DaytonaBeach.com daily
- Monitored media (traditional, digital, social) for tourism-related, CVB-related topics; prepared January and Feb Media Reports, clipping samples, Top Outlets and analysis
- Produced monthly CVB Executive Update report
- Updated content on DaytonaBeach.com and/or provide PR support for: City of Daytona Beach, Bandshell, Daytona Beach International Airport, Stetson Mansion, Bonefish Grille, Daytona International Speedway, ONE DAYTONA, Museum of Arts & Sciences, Hilton Daytona Beach Oceanfront Resort, Peabody Auditorium, DeLand Museum of Art, DeLand Indie Market, Daytona Tortugas (2021 season), Cinematique, Daytona Beach Symphony Society, Tanger Outlets, Spring Daytona Turkey Run, Riverwalk Pizzeria and Brew Pub (formerly Blue Springs Brewery), Daytona Bike Week, Daytona Regional Chamber of Commerce, Athens Theater, Ormond Main Street, Tomoka Town Center, The Shores Resort & Spa, Volusia Speedway Park, and Southeast Museum of Photography
- Provided occupancy, market research, economic impact and destination information upon request
- Updated the Visitor Information for Meetings and Convention Planners (a 16-page document) for distribution at industry/travel trade shows (Group Sales)
- Provided Meetings Professional International (MPI) with a destination update and We C.A.R.E. campaign information (Group Sales)

- Provided destination update to Convention South Magazine for a 2021 profile (Group Sales)
- Produced 500-word advertorial re: Golf (Marketing media buy)

Marketing & Design

Administration

- Meetings: Advertising Committee Workshop; Daytona Beach International Airport (partner update); Weekly Status Calls with The Brandon Agency; Marketing Department Web Wednesdays; March Social Media Content Meeting with The Brandon Agency; Jaime Morris, General Manager at Tanger Outlets; Group Sales PR/Communications Meeting; Simpleview Monthly SEO and SEM Call; Daytona International Speedway (re: Bike Week messaging); Think Tank meeting with CVB Directors; Orlando Sentinel; Huddled Masses; Marriott (re: marketing and advertising opportunities); ADARA Media Impact Presentation; CVB Advisory Committee meetings: Arts, Culture and Heritage Tourism, Meetings & Conventions, Tour and Travel, and Sports
- Imported reader service responses from multiple publications into Simpleview (CRM)
- Updated partners in Simpleview (CRM) and MailChimp (email marketing) databases
- Prepared for and provided materials as needed for Advertising Committee workshop and HAAA Board non-meeting month packet
- Requested and confirmed HAAA Board and Committees meeting space (April-June)
- Finalized reports from Arts, Culture and Heritage Tourism Advisory Committee meeting
- Prepared for and provided materials as needed for HR Advisory Committee meeting
- Downloaded and organized back-up for consumer invoices from The Brandon Agency
- Finalized Daytona Beach News-Journal services contract
- Updated monthly STR Report spreadsheet
- Pulled current AAA office contacts; called to confirm email addresses
- Converted Group Sales advisory committees' meeting minutes to ADA-compliant PDF files

Marketing & Design

- Finalized marketing deck for February Advertising Advisory Committee workshop
- Emailed partners about the Atlanta Journal-Constitution co-op opportunity and collected information from the participating partners
- Collected March-June co-op information from partners
- Reviewed/edited/approved:
 - Atlanta Journal-Constitution co-op print ad, digital ads
 - February Hotel Deals eNewsletter
 - Black History Month eNewsletter (February)
 - Skip the Crowds Spring consumer eNewsletter (March)
 - Spring Car Lovers consumer eNewsletter (March)
 - Pop-up contest ad on website
 - Lead generate ad for social media
 - Start Your Engines ads for Orlando Sentinel, The Villages, Taboola
 - Florida Huddle press release: *Wide Open Spaces and Fun Places in Daytona Beach*
 - Black History Month Blog
 - Spring Family Vacation Blog
 - Tourism Events Application Packet
 - Bike Week creative including social, TikTok video, native content
 - Bike Week eNewsletter for *Rider Magazine*
 - Outdoor Waterfront Dining video for social/YouTube
 - Beach Activities video for social/YouTube
 - Trails promotional video for social/YouTube
 - Spring Vacation video for social/YouTube

- RCMA Emerge email (Group Sales)
- Florida Huddle email (Group Sales)
- Perception campaign including digital banners, print ads, copy points
- SeeSource native ads
- Orlando Sentinel ad
- Resized photos for February blogs
- 30 Days until Bike Week eNewsletter
- Daytona Bike Week 15 days out eNewsletter
- DAYTONA 500 Winner, Road Course Races, Motorsports Trail eNewsletter
- Ultimate Daytona Beach Trail Guide video, webpages
- Provided City of Daytona Beach the “Share The Heritage” video
- Assisted NASCAR re: notified their partners about availability of DAYTONA 500 In-Market materials; assisted with delivery of promotional materials; provided the “Know Before You Go” race day flyer to hotels for their guests
- Prepared Meeting Hotel chart for Convention South request, submitted staff photo
- Submitted editorial, images and full-page ad for Florida Golf Alliance Winter issue
- Updated welcome letter graphics for Group Sales and for Sports; revised destination photos for Cvent
- Submitted new destination photos to VISIT FLORIDA image library
- Researched local murals
- Posted Black History Month blog post to Facebook and Twitter pages
- Drafted and distributed February 2021 edition of *Beach Blast*
- Revised CVB copy for Bike Week Pocket Guide
- Drafted and distributed February Deals email to consumer database
- Confirmed ADARA presentation for Advertising Advisory Committee and HAAA Board meetings
- Requested copy of new Master Plan from the City of Daytona Beach re: Biketoberfest® 2021
- Designed Biketoberfest® 2021 sandwich board signs for Daytona Bike Week Welcome Center
- Reviewed bookings report from Expedia Group; discussed March and April consumer media plan
- Added social ads, “Good-Bye Snow, Hello Sunshine,” targeting Dallas and Philadelphia areas re: American Airlines support

DaytonaBeach.com

- Completed copy for the new Trails (Iconic, Monument & Statue, Motorsports) pages and the main Ultimate Daytona Beach Trail Guide page; added link to new Trails video on all pages
- Updated: business continuity amenities, partner listings, partner deals, Partner Gateway
- Updated landing pages: availability for the DAYTONA 500, Daytona Road Course, and Bike Week, Things to Do, Events & Featured Events, Start Your Engines, homepage, February Deals, Spring Daytona Turkey Run, Trails, Committee Meetings, HAAA Board meetings, Motorcycle Rallies
- Created new landing page for the Perception ad campaign
- Continued to add images and titles to pages without Open Graph information

Analytics

- Pulled analytics for Top 25 markets to visit website (weekly)
- Pulled analytics for the Arts & Culture meeting – Arts & Culture pages August 2020-January 2021
- Pulled January analytics on top 25 blog posts and pages with highest bounce and exit rates
- Dallas and Philadelphia website numbers for the airport
- See Source data re: Speedweeks, DAYTONA 500

Social Media

- Monitored all CVB and Sales social media channels daily
- Completed and scheduled February Social Media Content Calendar
- Completed Facebook URL verification in response to Apple IOS 14 update
- Posted Live on Facebook and Instagram weekly for #WaveWednesday

- Posted CVB's "Love Deals" on Facebook, Instagram and Twitter pages
- Posted Snow Angel video as a story to Facebook, Instagram and Twitter
- Posted image of the view from the Boondocks Restaurant in Port Orange to Facebook, Instagram and Twitter
- Shared The Shores Resort & Spa #42 racing contest on Facebook and Twitter pages
- Uploaded Waterfront Dining, Fishing and Golf social videos to YouTube and shared with staff
- Uploaded Beach Activities video to YouTube
- Created social posts congratulating this year's DAYTONA 500 winner and shared on Facebook, Twitter and Instagram
- Uploaded new Trails overview video to CVB YouTube channel
- Shared Spring Daytona Turkey Run social post onto Facebook and Twitter
- Began drafting content for March social media calendar
- Shared outdoors travel feature from NowHabersham.com to Facebook and Twitter pages
- Posted *Women Riders Now* Bike Week feature to Facebook and Twitter pages
- Shared WFTV-9 Black History Month feature highlighting Jackie Robinson Ballpark on Facebook and Twitter pages