

Halifax Area Advertising Authority (HAAA)

DATE: March 6, 2024

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

RE: Executive Update – Period of February 1-29, 2024

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in January 2024:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 2.4% to \$1,055,868 compared to \$1,030,944 in January 2023.
- Per the STR Report, in January 2024:
 - **Hotel Occupancy (OCC)** decreased 6.7% to 58.1%, compared to 62.3% in January 2023
 - **Hotel Average Daily Rate (ADR)** increased 2.2% to \$155.76, compared to \$152.46 in January 2023
 - **Revenue Per Available Room (RevPar)** decreased 4.7% to \$90.50, compared to \$94.96 in January 2023

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*
	February 2024/ Fiscal YTD	February 2024/ Fiscal YTD	February 2024/ Fiscal YTD
Meetings & Conventions and Sports	34/165	4/36	1/14
Tour & Travel	8/31	1/9	n/a

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

- Attended industry events: Florida Encounter and Florida Huddle.
- Conducted 3 area site visits covering the meetings, sports and tour and travel market.
- Conducted 6 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 39 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 8 groups.

Communications

- Press releases distributed:
 - Daytona Aquarium and Rainforest Adventure Comes to Life
- Blog Posts:
 - History is Alive with Historic Homes and Museums in Daytona Beach Area
 - Five Can't Miss Events this Spring in Daytona Beach (update)
 - Plan the Perfect Beach Getaway When Traveling With Teenagers (update)
 - 14 Daytona Beach Eateries That Shine for Breakfast/Brunch (update)
- In collaboration with Laurie Rowe & Company, hosted three travel writers on FAM tours in the destination (Beverly Hurley, Terri Marshall and Kim Foley MacKinnon)
- Executed speaking engagements at Daytona Chamber Thursday Leads Group and the Florida Public Relations Association Volusia-Flagler Chapter and hosted information table at Daytona State College Welcome Back Students event
- Hosted Community Listening Session at Copper Bottom Distillery

Marketing & Design

- Worked with The Zimmerman Agency to place \$804,965 in digital and traditional media, which drove 1,922,800 page views to DaytonaBeach.com, 2,273 Destination Guide downloads/views/by mail, 907 eNewsletter signups, 52,754 partner referrals, 4,997 coupon referrals
- Distributed six eNewsletters:
 - Daytona Beach Bike Week Is Coming!
 - Make This Dream Prize Package Yours! Win Two Harley-Davidsons
 - Beach Blast – February 2024
- Created 129 posts across CVB's social media channels
- Connected with 2,069 tourism partners through communications, emails, and meetings (Partner Outreach)
- Biketoberfest® 2024: Attended AIMExpo (Las Vegas), sponsor meetings
- Event harvesting: Florida Surf Film Festival, Halifax Art Festival
- Connected 178 people regarding Tourism Event Marketing