

Halifax Area Advertising Authority (HAAA)

DATE: July 7, 2022

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

RE: Executive Update – Period of June 1-30, 2022

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in May 2022:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 5.0% at \$1,134,674 compared to \$1,080,253 in May 2021.
- Per the STR Report, in May 2022:
 - **Hotel Occupancy (OCC)** decreased 10.3% to 62.6%, compared to 69.8% in May 2021
 - **Hotel Average Daily Rate (ADR)** increased 12.4% to \$166.21, compared to \$147.93 in May 2021
 - **Revenue Per Available Room (RevPar)** increased 0.8% to \$104.11, compared to \$103.24 in May 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	# Assists*
	June 2022 / Fiscal YTD	June 2022 / Fiscal YTD	June 2022 / Fiscal YTD
Meetings & Conventions	29 /248	6 /61	1 / 16
Sports	3 /58	5 /18	7 / 26

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

- Attended industry events: International Pow Wow (IPW), EsportsTravel Summit, Meetings Professionals International (MPI), World Education Conference (WEC), Society of Government Meetings Planners (SGMP) Board Meeting, Florida Sports Foundation Roundtable, and Meetings Professionals International (MPI) North Florida Chapter Gala that covered the association, government, social, 3rd party, sports, trade, and corporate markets.
- Conducted 10 area site visits covering the sports, UK media, trade, corporate and association markets.
- Conducted 14 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 22 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 21 groups.

Communications

- Blog Posts:
 - 5 Fun Fall Festivals to Hit in Daytona Beach
 - Daytona Beach's 3 Best Golf Courses for Beginners
- Press releases:
 - Daytona Beach to Celebrate the Red, White and Blue on July 4th Holiday Weekend
 - Esports Week in Daytona Beach on June 21-26
- Executed live in-studio interview with WNDB regarding July 4th activities
- Began planning for a FAM visit to Daytona Beach scheduled for mid-July
- Local media inquiries for Esports Week

Marketing & Design

- Worked with The Brandon Agency to place \$256,000+ digital and traditional media which delivered 13+ million digital and paid media impressions; video completion rate was 84%; 2,054 Vacation Guide downloads/views/by mail; 839 enter to win pop-up leads; 330 eNewsletter signups; 4,338 Facebook leads; 23,612 Places To Stay referrals; spent \$20,000 in Pay-Per-Click (Google and Microsoft)
- Tested the new Zimmerman's "Beach On" campaign, tagline, logo
- Distributed three eNewsletters:
 - 7-day Itinerary: An Ocean of Awesome Experiences
 - Celebrate America's Birthday in Daytona Beach
 - Beach Blast (Marketing Opportunities for CVB Partners)
- Created 91 posts across CVB's social media channels
- Connected with 225 tourism partners through communications, emails, meetings (Partner Outreach)