

Halifax Area Advertising Authority (HAAA)

DATE: August 8, 2022

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

RE: Executive Update – Period of July 1-31, 2022

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in June 2022:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 7.8% at \$1,197,719 compared to \$1,300,171 in June 2021.
- Per the STR Report, in June 2022:
 - **Hotel Occupancy (OCC)** decreased 9.6% to 68.9%, compared to 76.2% in June 2021
 - **Hotel Average Daily Rate (ADR)** decreased 0.5% to \$157.91, compared to \$158.65 in June 2021
 - **Revenue Per Available Room (RevPar)** decreased 10.0% to \$108.82, compared to \$120.88 in June 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* |
|-----------------------------------|------------------------|------------------------|------------------------|
| | July 2022 / Fiscal YTD | July 2022 / Fiscal YTD | July 2022 / Fiscal YTD |
| Meetings & Conventions | 29 /277 | 6 /68 | 4 / 32 |
| Sports | 9 /67 | 1 /28 | 1 / 8 |

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

- Attended industry events: Society of Government Meetings Planners (SGMP), Small & Boutique Meetings, Florida Society Account Executives (FSAE) Annual Conference.
- Conducted 5 area site visits covering the sports, UK media, trade, corporate and association markets.
- Conducted 4 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 57 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 32 groups.

Communications

- Blog Posts:
 - The Best Beach Reads For Your Vacation
 - Get Away to a Long Labor Day Weekend in Daytona Beach
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach
 - For Food, Fun and Fantastic Finds, Visit Downtown Daytona Beach's Historic Beach Street
 - 30th Annual Biketoberfest is Coming Soon – Explore All the Reasons to get Revved Up!
 - No Matter How You Like to Make a Splash, Daytona Beach's Water Activities Have You Covered
- Executed two FAM visits – Lisa Beach with Florida Farm & Family and Mikaela Walker with Orlando Family Fun
- Executive Director speaking engagement with Port Orange-South Daytona Rotary Club
- Local media inquiries following HAAA Board Meeting

Marketing & Design

- Worked with The Brandon Agency to place \$200,000 + digital and traditional media which delivered 13+ million digital and paid media impressions; video completion rate was 83%; 2,994 Vacation Guide downloads/views/by mail; 861 enter to win pop-up; 379 eNewsletter signups; 4,398 Facebook leads; 24,682 partner referrals click; spent \$20,000 in Pay-Per-Click (Google and Microsoft)
- Distributed four eNewsletters:
 - 90 Days until Biketoberfest®
 - Sizzling Summer Daytona Beach Hotel Deals
 - Fun Fall Events in Daytona Beach
 - Beach Blast (Marketing Opportunities for CVB Partners)
- Created 82 posts across CVB's social media channels
- Connected with 160 tourism partners through communications, emails, meetings (Partner Outreach)
- Finalized Biketoberfest® tasks – ordered pins, poker chips, GEICO sponsorship, confirmed Welcome Center location, placed paid traditional and digital ads, planned social media, created photos/b-roll for media library