

# Halifax Area Advertising Authority (HAAA)

**DATE:** July 10, 2023

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

**RE:** Executive Update – Period of June 1-30, 2023

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

- Per Volusia County, in May 2023:
  - **Convention Development (Bed) Tax Collections (CDT)** decreased 7.6% at \$1,048,634 compared to \$1,134,674 in May 2022.
- Per the STR Report, in May 2023:
  - **Hotel Occupancy (OCC)** decreased 2.9% to 59.5%, compared to 61.2% in May 2022
  - **Hotel Average Daily Rate (ADR)** increased 3.0% to \$161.98, compared to \$157.33 in May 2022
  - **Revenue Per Available Room (RevPar)** decreased 0.1% to \$96.31, compared to \$96.36 in May 2022

## 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 2023/ Fiscal YTD	June 2023/ Fiscal YTD	June 2023/ Fiscal YTD
<b>Meetings &amp; Conventions and Sports</b>	36/313	9/70	3/26
<b>Tour &amp; Travel</b>	7/36	0/4	n/a

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

- Attended industry events: Compete Sports Diversity and International Association of Golf Tour Operators
- Conducted 9 area site visits covering the corporate, sports and association markets.
- Conducted 18 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 36 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 16 groups.

## Communications

- Press releases:
  - Batter Up: 2023 Youth World Series Coming to Ormond Beach Sports Complex
  - Daytona Beach to Continue to Serve as Host City for NCA & NDA Collegiate Championship
- Blog Posts:
  - 14 Fun, Free Things to Do in Daytona Beach (update)
  - Where to See Manatees and Dolphins in Daytona Beach (update)
  - On the Hunt in Daytona Beach: Shells, Sea Glass & More! (update)
  - Ormond Beach Scenic Loop a Can't Miss Experience for Daytona Beach Area Visitors
- Assisted in securing tickets/gift cards for Daytona Beach International Airport/Avelo influencer, Aiken Adventures influencer visit and travel writer Michelle Spitzer (Orlando Parenting) visit
- In collaboration with Kingfish Communications, hosted Golf FAM with golf writers Len Ziehem and Gregg Dewalt
- Continued outreach for Ambassador Program/Speakers Bureau and Community Listening Session and executed an information session at Hampton Inn DeLand

## Marketing & Design

- Worked with The Zimmerman Agency to place \$756,482 in digital and traditional media, which drove 965,000+ page views to DaytonaBeach.com, 2,147 Destination Guide downloads/views/by mail, 714 eNewsletter signups, 41,634 partner referrals, 1,866 coupon referrals.
- Distributed four eNewsletters:
  - Enjoy a Star-Spangled Getaway to Daytona Beach
  - New Non-stop Flights to Daytona Beach Available (New Haven, CT market)
  - New Non-stop Flights to Daytona Beach Available (Philadelphia/Wilmington, DE)
  - Beach Blast – June 2023
- Created 107 posts across CVB's social media channels
- Connected with 2,169 tourism partners through communications, emails, and meetings (Partner Outreach)
- Continued working on Biketoberfest® Sponsorship Project: developing event sponsorships, developing Dream Giveaway details, finalized and produced Biketoberfest® promotional items