

Halifax Area Advertising Authority

DATE: April 9, 2021
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update – Period of March 1-31, 2021

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

- Per Volusia County, in February 2021:
 - Bed Tax Collections (CDT) decreased 24.2% at \$762,861 compared to \$1,007,197 in February 2020.
- Per the STR Report, in February 2021:
 - Hotel Occupancy (OCC) decreased 14.9% to 59.0%, compared to 69.3% in February 2020
 - Hotel Average Daily Rate (ADR) decreased 17.2% to \$123.78, compared to \$149.41 in February 2020
 - Revenue Per Available Room (RevPar) decreased 29.5% to \$73.02, compared to \$103.52 in February 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	14	1	9
Sports	6	4	2

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

Trade shows, industry events attended

- Religious Conference Management Association (RCMA) Emerge

Meetings attended

- Met with Florida Retired Troopers Association and United Brethren, The DAYTONA Autograph Hotel new Sales Manager David Rick, Chad Smith with the City of Daytona Beach re: Allstar competition (with Varsity)

Conference call meetings

- Conference calls with: USA Triathlon re: Endurance Exchange 2021 logistics and site visit planning, USA Powerlifting, Starbound National Talent, World Karting Association, Masters Golf, USA Baton Twirling, Florida Tennis Center, Florida School Nutrition Association, Florida Agriculture in the Classroom, Eerie Expo, Certified Angus Beef, Herbalife, AdventHealth, Florida Home Builders Association, The Salvation Army-Southern Region, Property and Evidence Manager Association of Florida, The Fly-Fishing Show, Carmedic, Florida Association of Chamber Professionals, Alliance Franchise Brands, Florida Developmental Disabilities Council, The Grand York Rite of Florida, Florida Association for the Education of Young Children, Carnegie Mellon University, Florida State Lodge Fraternal Order of Police, Florida Engineering Society and Omega Psi Phi Fraternity-Florida Chapter, Maria Smith of Guardian Event Solutions re: Our Last Chance Festival, Cheryl Hatcher of Meetings Professional International (MPI) re: upcoming shows

Prospecting calls/email

- Play at the Plate, T2 Soccer, Esport Circus, South-East All-American Soccer, Soccer in the Sand, Platinum Dance Competition, NCAA (National Collegiate Athletic Association) Tennis event, Football Championship Series, Daytona Beach Open, There and Back Again, Florida State Association of Free Will Baptist, Church of the Nazarene, Evangelical Free Church of America, Center of Praise Ministries International, Coalition of Prison Evangelists, Soaring Society of America, United Pentecostal Church, 11 Episcopal District of the AME Church, Stairbuilders & Manufacturers Association, World Clown Association, CCCI-Cru HS Leaders Retreat, Hoehne Family Reunion, Passenger Vessel Association, Fresh Wind Gathering, The Fellowship Network, Heritage Christian Center, Emmanuel Church of the Living God, Coordinate Metrology Society, Arrowhead Conferences & Events, LifeCenter Fellowship, Presbyterian Church in America, National Distillery Association, Alexis Stephens Ministries, Southeastern Electric Exchange, Trend Micro SKO, Cargill Associates, Adventist Medical Evangelism Network, The Church of God in Christ, Brandywine Events, Church of God By Faith, Connect Ministries, American Concrete Pipe Association, iCIMIS Conference, The Sovereign Alliance, DKI Ventures, Kioti Tractor Dealers Meeting, Association of Lutheran Development Executives, Association for Couples in Marriage Enrichment, American Towman Exposition, Cross Pointe Users Group, Adventist Laymen's Services & Industries Seventh-day Adventist Church, Call To Leadership International, Alexis Stephens Ministries, Samuel DeWitt Proctor Conference Inc., American Harp Society, Franchise Brokers Association, Bentley Systems, Association for Christian Schools International, Maritime Meetings, New Beginnings Christian Center, Christian Counseling & Educational Foundation, Kellen Company PSTC Fall Meeting, Association of Professional Dog Trainers, The College Music Society, Grand Council of the Ladies Oriental Shrine, Southeastern Regional Relocation Council, Chinese Language Teachers Association, Florida Association of School Nurses, Dangerous Goods Advisory Council, United Postmasters, Transportation and Expressway Authority Membership of Florida, Native American Fatherhood & Families Association, Florida Virtual Campus, Florida Department of Corrections, Florida Regional Group of Blind Veterans Association, Young Survival Coalition, Council of Independent Colleges, Florida Public Human Resources, Florida Society of Health-System Pharmacists, Florida Academy of Nutrition and Dietetics, Dollar Tree/Family Store, Florida Peer Network, Toothpick Holder Collectors Society, The Afro-American Historical and Genealogical Society, The Society of Inkwell Collectors, Learning the Brain, Ducks Unlimited Expo, Florida Afterschool Public Policy, Southeastern Electricity Metering Association, Sigma Phi Epsilon Fraternity, Southeastern Governmental Fleet Managers Association, Southeastern Affordable Housing Management Association, Florida Gang Investigators Association, Florida K-9 Detection Services, Inc., Builders Hardware Manufacturers Association, Accounting & Financial Women's Alliance, Association of College and University Printers, Florida Psychological Association, Technology Senior Management Forum, and National Association of Black Storytellers

Convention Services

- Provided services for the following: Florida Retired Troopers Association, TNT Baseball, International Global Meetings Industry Day, National Cheer Association & National Dance Alliance College Championships, Reach the Beach, Florida Federation of Color Guard and Department of Florida State Convention of the Military Order of Purple Hearts, Jeep Beach, Youth Summit, Cru, Heroes Honor Heroes Founders Weekend, Florida Library Association, Independent Funeral Directors Florida, and Florida Association for Pupil Transportation
- Requested public relations and/or social media support for the following: TNT Baseball, Meetings Professionals International Global Meetings Industry Day, National Cheer Association & National Dance Alliance College Championships, Reach the Beach, Florida Federation of Color Guard, and Department of Florida State Convention of the Military Order of Purple Hearts
- Continued to work on citywide room pick-up and initiatives for conventions services
- Continued to monitor group business on their COVID-related cancelations or postponements and track in the canceled business economic impact report
- Entered assists for groups rescheduling due to COVID-19
- Hosted National Cheer Association & National Dance Alliance pre-convention meeting

Group Sales Coordination

- Continued to work on incentive spreadsheet
- Reviewed and revised Fiscal Year 2020/2021 and 2021/2022 travel schedule
- Distributed Cvent leads to appropriate sales manager
- Registered 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 committee meetings; completed meeting minutes
- Pulled weekly trace reports

Administrative

- Continued efforts on the Group Sales 2/3 phase plan re: COVID-19 recovery
- Continued planning of a new citywide and non-citywide campaign
- Continued work on monthly messaging to Group Sales database and additional paid-for tradeshow databases
- Continued work on Cvent and website profiles to make more robust with additional destination content
- Continued efforts to obtain hot dates and deals to post on meeting planner sites, i.e., Cvent, Meeting Pro, Arrowhead, etc.
- Provided reports to Group Sales team: definite booking, past tentative leads, prospecting, and incomplete/complete traces
- Continued work with Northstar Meetings Group re: retargeting meeting planners and organizations
- Continued ongoing effort to update Meetings, Sports, and Trade website content, goal to create a digital meeting planner guide

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
- Attended monthly calls with HAT Marketing (UK)

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:

- News release: Daytona Beach a Top Five U.S. Growth Market for Meetings
- News release (collaborated with Ocean Center): National Cheer, National Dance Championships
- News brief to Destinations Florida: Daytona Beach a Top 5 U.S. Growth Market for Group Meetings in February
- News Release: Cars, Craft and Culture – The Ultimate Daytona Beach Trail Guide
- Collaborated with Ocean Center, Speedway, MPI: Global Meetings Industry Day in Daytona Beach
- Daytona Bike Week:
 - Shared the Daytona Regional Chamber’s Daytona Bike Week information with CVB partners: safety plan and graphics, pocket guide, Save the Date 2022 card and posters
 - Updated the Tourism Event Accommodations Planning Calendar with new Bike Week 2022 dates, distributed to all CVB partners and other interested individuals
- Launched the Ultimate Daytona Beach Trail Guide – presented at Advertising and HAAA Board meetings, distributed news release to national media (consumer, travel, outdoor, food & drink, VISIT FLORIDA, travel trade) as well as local media; notified partners with a location on one of the Trails, updated DaytonaBeach.com content on home and media release pages, responded to media inquiries and provided images, worked with Marketing on social media, eNewsletters and other content
- Edited/produced blog posts:
 - For a Uniquely Daytona Beach Adventure, Hit These Themed Area Trails (new)
 - Catch a Wave and Some Pro-Level Instruction With Mimi Monro Surf Camps (new)
 - Mother/Daughter Getaway-Mother’s Day (new)
 - 6 Can't Miss Brunch Spots in Daytona Beach (updated)
 - Art Lovers Can't Miss Exhibits (updated)
 - Orlando Attractions: Best Beaches Near Orlando (April digital content)
- Monitored CVB Event Calendar submissions, finding/editing/approving/posting as appropriate; adding and updating images, monitored event changes/cancelations and updated listings
- Attended meetings: Advertising Advisory Committee; HAAA Board agenda reviews; HAAA Board meeting; CVB Director meeting re: FY 2020/2021 Marketing Plan additional opportunities; CVB Marketing Department; weekly status with The Brandon Agency; weekly Web Wednesday; monthly website development with Marketing and Simpleview; CRM Traces/training video; CISION account review and 2022 renewal; Volusia County Council; Daytona Regional Chamber re: office building
- Continued to support American Airlines new non-stop seasonal service campaign, in collaboration with the New Smyrna Beach and West Volusia tourism bureaus re: vet potential social influencers, produce itineraries; coordinate hosted visits; follow-up post visit re: reimbursements, social media
- Monitored media (traditional, digital, social) for tourism-related, CVB-related topics; responded to media inquiries/requests for interviews re: Bike Week, Spring Family Beach Break, Ultimate Daytona Beach Trail Guide, summer travel, area events
- Produced monthly CVB Executive Update report
- Updated content on DaytonaBeach.com and/or provide PR support for: Ocean Center, Volusia County Community Information, City of Daytona Beach, Hard Rock Hotel Daytona Beach, Plaza Resort & Spa, Shores Resort & Spa, ONE DAYTONA, Athens Theater, Rose Villa Southern Table, Lulu's, Daytona International Speedway (October IMSA race), HAAA Board Member List, Virgin Holidays, Friends of the Bandshell, Museum of Arts & Sciences, Buc-ee's, Daytona Tortugas, Pavilion at Port Orange, Spring Turkey Run, Riverfront Shops of Daytona Beach, Daytona Regional Chamber of Commerce, College Basketball Invitational (CBI) tournament, NCA/NDA Championships, Bike Week 2022, Tropical Manor, Hilton Daytona Beach Oceanfront Resort, Live! At the Bandshell concert series, Tripadvisor “Top 25 Beaches in the U.S.” award, Daytona Beach International Airport, DeLand Outdoor Art Festival, Florida Wildflower and Garden Festival, Canal Street Downtown Music Festival, Cinematique, Holly Hill Arts Festival, Racing’s North Turn, Cracker Barrell, Shopping page, and Events page
- Provided occupancy, market research, economic impact and destination information upon request

- Reviewed/edited:
 - April Social Media Calendar with Marketing
 - CVB Employee COVID-19 Guidelines with Human Resources
 - All consumer and industry eNewsletters (Marketing and Group Sales)
 - BEACH BLAST tourism partner monthly marketing eNewsletter
 - AAA advertorial (The Brandon Agency and Marketing)
- Monitored info@daytonabeach.com email daily, responding/routing as needed
- Finalized agreement with Laurie Rowe Communications (12 months)
- Finalized plan with Chris King for April-Sept 2021 golf content, discussed April deliverables
- Worked on National Travel and Tourism Week plans
- Attended VISIT FLORIDA webinar/discussion: Power of Social Influencers (3/18)

Marketing & Design

Administration

- Meetings: Weekly status call with The Brandon Agency; See Source; HAAA agenda reviews; monthly Simpleview SEO and PPC call; Mid-Florida Marketing & Research; Directors' 2021 budget; Orlando Sentinel; Team Masters Golf Championship; Tripadvisor; Social Media Monthly Content Planning; Marketing Department - Web Wednesdays
- Imported reader service responses from multiple publications into Simpleview
- Prepared and hosted Advertising Advisory Committee meeting (3/9)
- Prepared for Human Resource Committee meeting
- Prepared and hosted HAAA Board meeting (3/17)
- Updated partners in Simpleview and MailChimp
- Updated the February 2021 STR Report

Marketing & Design

- Reviewed/edited/approved:
 - Perception campaign static banners and social media ads
 - April social media calendar
 - Consumer eNewsletters:
 - Arts & Culture
 - See Why Springtime in Daytona Beach Gets Car Lovers So Revved Up
 - Put Some Spring in your Step with a Daytona Beach Getaway
 - Spring-tastic Daytona Beach Hotel Deals
 - Are you Ready for a Spring Beach Break? (Dallas & Philadelphia markets)
 - Summer Vacation
 - The Villages print and co-op ads
 - Family Attractions video
 - Expedia native ads
 - AAA advertorial print ad
 - April Pop-up and Lead Ads
 - Start Your Engines native ads, banners
 - Blogs: 5 Great Ways to Spend A Mother-Daughter getaway, For a Uniquely Daytona Beach Adventure, Hit These Themed Area Trails, Catch a Wave with Mimi Munro Surf Camps
 - Atlanta Journal-Constitution (AJC) ePaper full-page ad, native advertorial and digital ads
 - Atlanta Parent ad
 - Group Sales eNewsletter - Daytona Beach a Top Five U.S. Growth Market for Meetings
 - 2021 Biketoberfest® sponsorship deck
 - Native ad for Expedia
 - Revised copy and animated gif creative for social media posts
- Uploaded new Perception TV spots to video library

- Designed partner flyer about National Travel & Tourism Week
- Signed media authorizations re: May and June placements; March and April additional \$200,000
- Requested airline tickets for radio promotion in Dallas and Philadelphia markets
- Filmed go-kart footage at Speedway Indoor Karting (SIK); pulled selects for image and video library
- Fulfilled an image request for lighthouse, murals, sculptures
- Requested new video clips from Daytona Lagoon
- Continued to work on 2021/2022 Marketing Plan ideas
- Filmed and photographed Daytona Bike Week at various locations; pulled selects for image/video library
- Discussed marketing opportunities with *RoadRUNNER* magazine
- Executed The Brandon Agency contract for 2021/2022; provided copy to County legal
- Met with Bill Christy re: Challenge DAYTONA 2020 stats and 2021 event funding request
- Participated in VISIT FLORIDA webinar re: data budgets
- Finalized image usage with PlanetD
- Designed a full-page sports ad for Florida Color Guard Championship program
- Engaged Central Florida Orlando and Florida Turnpike rack program (Kenney Communications) for May-September 2021; provided :15 video for TV monitors
- Collected April-June co-op information from partners
- Emailed lodging partners re: room rate for artists showing at the Holly Hill Arts Festival
- Added the revised Tourism Event Funding Application & Guidelines to the website
- Distributed March 2021 edition of *Beach Blast*
- Submitted hot deal listing (copy and image) to Florida Golf Alliance

DaytonaBeach.com

- Updated partner information: business continuity amenities, partner listings, partner deals
- Updated landing pages: Lodging Availability for Bike Week, homepage, committee meetings, state parks, featured events, HAAA Board meetings, Social Media giveaway, Perception campaign, visitor information centers
- Worked on adding images and titles to pages without Open Graph information
- Pulled the Partner Gateway Login Log and Report Card for partners
- Added new partners: Ice Cream Social of Daytona Beach Shores, Ponchos Tacos and Ice Cream
- Worked on obtaining/adding images to partner listings with no image

Analytics

- Pulled weekly analytics: Top 25 markets to visit website
- Pulled See Source data: Speedweeks & the DAYTONA 500 2020 vs. 2021, Jeep Beach 2020 vs. 2021, Bike Week 2018-2020
- Pulled analytics to verify data re: Tanger Carnival event listing
- Pulled analytics for the Plaza Resort & Spa re: YOY market numbers

Social Media

- Monitored all CVB and Sales social media channels daily
- Completed and scheduled March and April Social Media Content Calendars
- Posted Live on Facebook and Instagram weekly for #WaveWednesday
- Added Facebook post highlighting outdoor dining at Zappi's Italian Garden
- Shared partner posts including Spring Daytona Turkey Run, Zappi's Italian Garden (outdoor dining)