

Halifax Area Advertising Authority (HAAA)

DATE: June 7, 2023

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

RE: Executive Update – Period of May 1-31, 2023

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in April 2023:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 11.1% at \$1,126,179 compared to \$1,267,374 in April 2022.
- Per the STR Report, in April 2023:
 - **Hotel Occupancy (OCC)** decreased 7.9% to 63.7%, compared to 69.2% in April 2022
 - **Hotel Average Daily Rate (ADR)** increased 4.1% to \$165.77, compared to \$159.21 in April 2022
 - **Revenue Per Available Room (RevPar)** decreased 4.1% to \$105.66, compared to \$110.23 in April 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*
	May 2023/ Fiscal YTD	May 2023/ Fiscal YTD	May 2023/ Fiscal YTD
Meetings & Conventions and Sports	36/313	9/70	2/26
Tour & Travel	3/36	0/4	n/a

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

- Attended industry events: Helms Briscoe Annual Business Conference, Sports Events and Tourism Association, Religious Conference Management Association Regional Event, International Pow Wow, Christian Meetings & Conventions Association Showcase, Florida Sports Foundation Summit.
- Conducted 2 area site visits covering the corporate and association markets.
- Conducted 8 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 46 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 4 groups.

Communications

- Press releases:
 - Daytona Beach Area CVB Celebrates National Travel and Tourism Week with Visitors' Choice Awards
- Blog Posts:
 - Plan Your Remote Vacation in Daytona Beach Area
 - 5 Hot Reasons to Visit Daytona Beach on July 4th Weekend
 - Attention, Art Lovers: Can't-Miss Upcoming Exhibitions in Daytona Beach Area (Updated)
 - Four of the Best Family-Friendly Summer Activities in Daytona Beach Area
- Updated Daytona Beach Area CVB listing and events on VISIT FLORIDA Partner Portal
- Completed Resident Sentiment Survey with MMGY with its presentation to the HAAA Board
- Hosted Community Listening Session with residents and community leaders
- Distributed Tourism Today to partners, government officials, business and community leaders and local individuals

Marketing & Design

- Worked with The Zimmerman Agency to place \$788,045 in digital and traditional media, which drove 658,000+ page views to DaytonaBeach.com, 1,910 Vacation Guide downloads/views/by mail, 701 eNewsletter signups, 20,138 partner referrals, 1,044 coupon referrals.
- Distributed four eNewsletters:
 - Top Daytona Beach Area Attractions for Kids and Kids at Heart
 - Take Summer Nights to New Heights in Daytona Beach
 - Hot Hotel Deals – May 2023
 - Beach Blast – May 2023
- Created 110 posts across CVB's social media channels
- Connected with 827 tourism partners through communications, emails, meetings (Partner Outreach)
- Continued to contact businesses for Biketoberfest® Sponsorships, finalized licensee contracts