

Halifax Area Advertising Authority

DATE: November 16, 2020
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update – Period of October 1-31, 2020

Greetings!

As the calendar year winds down and we reflect on the CVB's fiscal year, which ended September 30, we remain focused on the future and brighter days ahead.

2020 got off to strong start. The pandemic was declared in mid-March and we saw record low bed tax collections in April. Through hard work and by working together with our local partners our destination has persevered. Bed tax collections ended the year 18.41% down, a surprising and welcomed contrast to some of our fellow destinations whose losses were much more severe.

Our marketing efforts include a compelling mix of visually stunning images and offers that invite and inspire travelers to make their vacation plans, travel safely when they're ready, and remind them to "Visit Responsibly."

Our target markets remain close by. Research continually shows that consumers are booking travel closer to home, the vast majority within drivable distances, and closer to when they plan to visit than ever before, often just 2-6 days in advance.

It's been a challenging year for our tourism industry partners and our community. That said, we've seen some successes in terms of advertising ROI, room night generation, and events and meetings bookings.

With all that's currently happening in the world, we'll continue to focus on 2021 and keep the Daytona Beach area top of mind with travelers – always with an eye on safety and responsibility, and also on the future growth and success of our local tourism-related businesses.

Thank you for collaborating with us in this worthwhile effort. We look forward to moving ahead!

Sunny Regards,

LCB

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

- Per Volusia County, in September 2020:
 - Bed Tax Collections (CDT) increased 23.8% at \$496,798 compared to \$401,427 in September 2019.
- Per the STR Report, in September 2020:
 - Hotel Occupancy (OCC) increased 9.4% to 47.7%, compared to 43.6% in September 2019
 - Hotel Average Daily Rate (ADR) increased 13.7% to \$104.74, compared to \$92.11 in September 2019
 - Revenue Per Available Room (RevPar) increased 24.4% to \$49.94, compared to \$40.16 in September 2019

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
- Continue to accumulate information for audit scheduled in early November
- Continue to monitor estimated future cash flows daily

Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Assists*
Meetings & Conventions	3	1	4
Sports	1	0	10

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

Site visits

- Conducted site visits with: Conference Direct, McFarland Enterprises Group, and Engage Your Destiny, potential military city-wide event at Daytona International Speedway

Tradeshows, industry events attended

- Attended: Connect Marketplace specialty (included faith-based) and corporate markets, participated in 78 appointments, received 7 RFPs with another 10 to be qualified. Many new planners in attendance
- Florida Society Account Executives Education Day (virtual)

Meetings attended

- Held virtual meeting with Y? Entertainment re: Sunshine Summit FAM follow-up
- Patrick Higgins of Connect re: discussed options for one-on-one appointments with area hotels and planners, sports rights holders and the trade. Researching if the project can be done in-house.
- Nancy Guran with The DAYTONA Autograph Collection hotel re: upcoming sales initiatives

Conference call meetings

- Conference calls with: David Wright, Religious Conference Management Association tradeshow re: Daytona Beach registration, booth and payment, Claims Prevention & Procedure Council, Addie Flora with North Point Ministries re: plan B COVID-19, Antenna Management Technique Association re: 2021 program and services, Southeast All American Soccer re: coordinated a call between the group and Ormond Beach Sports Complex, Pictona re: followed up on assistance for upcoming tournament, Atlantic Coast Baseball re: spoke about possible event for May of 2021, All Out Championships re: events for 2021, National Collegiate Boxing Championships re: 2022 event, Challenge Daytona re: overflow rooms for 2020 event, Southeast All American Soccer re: proposal from Ormond Beach Sports Complex, Joseph Volleyball Camps re: coordinating additional facilities for upcoming events, John Cowman Airshow Productions re: continuing conversations for future potential of a show, Florida Sports Foundation re: Invited to be guest speaker for a virtual roundtable, Florida Mosquito Control Association, Oki-Thai Signal Reunion Group, and Florida Association of Education Theatre

Prospecting calls/emails

- Prospected with: Cascade User Conference, American Express meetings – corporate partner retreat, Fran Choice, Wicker Smith Partner, Nothing Bundt Cakes Conference, Organization of Black Aerospace Professionals, Course Hero Education Summit, Bumper to Bumper Company, American Wine Society, Alpha Kappa Alpha Sorority, National Pan-Hellenic Council, Blue Grass Jam Camp, National Montford Point Marine

Association, Mirion Technologies Inc., Mazda, Alpha Epsilon Pi Fraternity, Phi Sigma Kappa Fraternity, Younghearts Events, Guardian music and group travel, Lads to Leaders, Florida Community Development Association, and International Pentecostal Holiness Church

Convention Services

- Services provided to: United Church of God, Diamond's Fall Classic, Pictona Doubles Tournament, Florida Chapter of National Tax Professionals, Florida League of Christian Schools, Challenge Daytona, Florida Athletic Coaches Association, Florida Holiday Challenge, World Karting Association, Florida Winter Festival, International Marina Boatyard Conference, Florida State Association of Free Will Baptists, Symetra Tour, U.S. National Baton Twirling Championship, National Cheer & Dance Association, and Antenna Management Technique Association
- Continued to monitor group business on their cancelations or postponements and track in the canceled business economic impact report re: COVID-19
- Entered assists for those groups rescheduling due to COVID-19
- Continued to work with the Ocean Center on imputing their lost business for DBACVB
- Worked with hotel partners on canceled and postponed groups due to COVID-19

Group Sales Coordination

- Continued to work on incentive spreadsheet
- Scrubbed CVB databases
- Reviewed and revised 2020/2021 travel schedule
- Designed "Partner Spotlight" for database messaging
- Monitored sales manager email
- Distributed Cvent leads to appropriate sales manager and updated Cvent content
- Updated/revised sales reports for 2020/2021
- Registered for Florida Society of Account Executives Women's Summit
- Created and distributed Connect Marketplace pre- and post-email follow-up
- Worked with the Ocean Center re: destination assets for Religious Conference & Management Association (RCMA) Emerge sponsorship
- Worked with Meetings, Sports and Tour & Travel Advisory Committee chairs on December 2020 meetings

Administrative

- Continued efforts on the Group Sales 2/3 phase plan re: COVID-19 to include market specific messaging utilizing "breakouts" from virtual FAM including meeting hotels and venues, sports facilities, hotels for the trade market, messaging for all sales platforms
- Continued work on weekly messaging to Group Sales database and tradeshow databases
- Continued work on scheduling partner spotlight opportunities via CVB weekly message
- Continued work on LinkedIn, Cvent and website profiles
- Continued efforts to obtain hot dates and deals to post on meeting planner sites, i.e. Cvent, Meeting Pro, Arrowhead, etc.
- Negotiated reduced cost, adjusted payment schedules, and/or free cancellations for the Tallahassee January Round table and Religious Conventions Meetings Association (RCMA)
- Updated and posted job description for the open sales manager position and conducted interviews

Faith-based market coverage

- All existing Faith-based planners contacted via email and phone
- Coverage at Connect Marketplace for the Faith-based market
- Distributed new leads and planned for upcoming site visits

Tour & Travel

- Deployed messaging to the Tour & Travel database

- Continued ongoing research and conference calls re: international travel post COVID-19
- Continued ongoing efforts to spotlight partners interested in the trade to help showcase their hotels/attractions to drive future business
- Conducted bi-monthly call with HAT Marketing
- Coordinated a AAA partner call re: Florida trends, Canadian trends, and hotel designations

Partner Liaison

- Updated account and contact records in Simpleview member/partner
- Added new partners to DaytonaBeach.com
- Distributed weekly survey to accommodations partners and compiled data for CVB directors

Communications

- Coordinated COVID-19 Response for the CVB:
 - Represented the CVB during daily and weekly collaborative efforts with county, city, health, industry, and community agencies and leaders
 - 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
 - Communicated regularly with CVB tourism partners and updated staff
 - Reviewed/edited website content, marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
 - Monitored media coverage, responded to inquiries (media, tourism partners and consumers)
 - Monitored upcoming events; contacted organizers; updated CVB event calendar; tracked lost/postponed events; added future events and updated rescheduled events
 - Monitored area attractions for closings, re-openings and updates
 - 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
- Biketoberfest®:
 - Reviewed/edited content for website pages, eNewsletters
 - Managed social media pages, engaging and responding to consumers and partners
 - Entered Biketoberfest® events (with safety guidelines) to CVB calendar
 - Monitored media coverage and responded to media inquiries
 - Provided updates to staff and tourism partners and provided updated talking points
 - Worked with Marketing to monitor, respond to, and manage consumer social media
 - Helped distribute free PPE kits, “Wash Up. Back Up. Mask Up.” Posters and other signage to motorcycle-related businesses
 - Collaborated with Volusia County Community Information re: COVID-19 safety messaging
- Monitored tropical weather and kept CVB Staff updated as needed
- Attended meeting with Daytona Regional Chamber re: Bike Week 2021
- Presented on behalf of the CVB at the Tourism Development Council Meeting (10/23)
- Participated in CVB strategy/planning follow-up session re: Jan-Mar 2021
- Reviewed/edited/approved November 2020 social media schedule with The Brandon Agency
- Participated in candidate interview re: Marketing Specialist position
- Provided PR support to, and/or updated DaytonaBeach.com content as needed for: The Brandon Agency, Daytona International Speedway, EsportsTravel Summit, Speedway Indoor Karting Daytona, New York Times, Boston Globe, American Bus Association, Spectrum News 13, Biketoberfest® Committee and Master Plan applicants, ONE DAYTONA, Supercross 2021, Bike Week 2021, Barberville Settlement, Live at the Bandshell, Art Festival at ONE DAYTONA, Halloween events, Veterans Day events, Featured Events,

Bike Week 2021, Biketoberfest® 2021, Art Lover's blog post, Veterans Day celebrations, Downtown Daytona Beach Farmers' Market, HSR Classic 24 Hour races, Stetson Mansion, World's Most Famous Brewery, Athens Theatre, Ocean Center, Museum of Arts & Sciences, Daytona Tortugas, Food-Wine-Brew Passport, Copper Bottom Distillery, Daytona Turkey Run, Pictona, New Smyrna Speedway, Florida Scenic Highways, Daytona Tortugas, Daytona Lagoon, Hilton Daytona Beach Oceanfront Resort, News-Journal, Ormond Memorial Art Museum, DeLand Artisan Alley Farmers Market, and Southeast Museum of Photography

- Updated Halloween blog re: family-friendly / safe Trick or Treat events
- Reviewed CVB calendar, searched community calendars, and edited/approved submissions as appropriate; added links to recent positive earned media coverage; reached out to partners for new images and updated Media Gallery
- Reviewed, responded and/or routed email messages sent to info@DaytonaBeach.com daily
- Attended monthly web development session with Marketing and Simpleview
- Monitored traditional, digital, and social media for tourism-related, CVB-related topics
- Reviewed/edited BEACH BLAST, the CVB monthly eNewsletter re: marketing opportunities for tourism partners
- Worked on CVB blog content (new blog posts, updates to existing posts and scheduling) with Marketing and the Agency
- Reviewed/edited CVB consumer and sales eNewsletters

Marketing & Design

Administration

- Meetings: Web Wednesday, weekly status call with The Brandon Agency, monthly SEO call with Simpleview, Marketing Department, Daytona Regional Chamber re: Bike Week 2021, Cox Media Group re: giveaways on 92.3K (Orlando radio station), Director's Think Tank re: Planning January-March 2021
- Prepared for and participated in Advertising Advisory Committee workshop (10/13)
- Prepared/distributed October 2020 non-meeting HAAA Board packet
- Imported reader service responses from multiple publications into Simpleview
- Requested an event follow-up report for the Symetra Classic
- Updated the Hotel Survey spreadsheet and Tourism Event Funding Spreadsheet
- Fulfilled logo and photo requests for eSportsTravel, Team Volusia, Daytona Beach International Airport

Marketing & Design

- Collected partner information for upcoming co-op programs
- Reviewed/edited/approved/created:
 - Conversant and Adara digital ad promoting golf, culture, fishing, hiking interests
 - Happy Golf Lover's Day eNewsletter
 - Beach Blast (Tourism Partner email)
 - VISIT FLORIDA Vacation Guide Ad
 - October boosted posts on social media
 - October Deals eNewsletter
 - Florida Resident Deals eNewsletter
 - Celebrate Art Day eNewsletter
 - Georgia Resident Deals eNewsletter
 - Explore Florida full page co-op ad
 - Orlando Sentinel Travel ad
 - Daytona Beach Racing History eNewsletter
 - Memo to accommodations and attractions about free promotion of deals during Veterans (or Military), Thanksgiving, Christmas & New Year's

- Memo to Restaurants about free promotion of being open for Thanksgiving, Christmas, and New Year's
- The Villages co-op ad with three hotel partners
- VISIT FLORIDA Expedia banners with two hotel partners
- Spanish ad translation for Miami market
- Atlanta Journal Constitution (AJC) contest
- Get a Sunny Escape for Fall! eNewsletter
- November lead ad and website pop-up
- Celebrate National Hiking Day eNewsletter
- Prepared for marketing specialist departure and interim coverage re: reassigned tasks to staff and The Brandon Agency, reviewed and posted job description

DaytonaBeach.com

- Updated: business continuity amenities, partner listings
- Updated pages: Georgia Resident Deal, Market Research (added August 2020 OCC/ADR), jobs, Ale Trail and Map, Georgia Resident deals, Veterans (Military) deals, Coke Zero Sugar 400
- Created tags: Veterans Deals, Thanksgiving, workcation and staycation
- Created landing pages: Thanksgiving, Christmas, and New Year's deals
- Fixed broken links on partner listings
- Added the September 2020 Executive Update to the website
- Added images and titles to pages without Open Graph information

Analytics

- Pulled analytics: Top 25 markets to visit website weekly for the month of October, Philadelphia and Dallas pageviews and new user numbers for October 2018 – September 2020, August and September 2020 Analytics: top 25 blogs, top bounce rate pages, exit rate, analytics for top 20 pages: 7/20 – 10/11, Top 10 pages visited by Canadians over the last month
- See Source: pulled analytics on Dallas/Fort Worth and Philadelphia: breakdown by month and visitor profiles

Social Media

- Posted live on Facebook and Instagram for Wave Wednesday

Biketoberfest®

- Scheduled/covered staffing at pin pick-up at Daytona International Speedway (four days)
- Updated the App: listings, images, events, etc.
- Emailed lodging partners about Biketoberfest® signage, App, pin distribution, Visit Responsibly message
- Updated 2020 Pin Pass request list and emailed pin pick up information to pass holders
- Delivered event pins to Destination Daytona for Biketoberfest®
- Delivered free PPE kits, "Wash Up. Back Up. Mask Up." Posters, and Biketoberfest® App signage to motorcycle-related businesses

Webinars/Training/Education

- Carpe Data 2020 - Anatomy of a travel recovery: What to look for in 2021
- Adara Webinar: Bracing for tectonic shifts in data-driven advertising