

Halifax Area Advertising Authority (HAAA)

DATE: November 13, 2023

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

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

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in September 2023:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 5.7% at \$614,657 compared to \$651,857 in September 2022.

- Per the STR Report, in September 2023:
 - **Hotel Occupancy (OCC)** decreased 9.7% to 45.9%, compared to 50.8% in September 2022
 - **Hotel Average Daily Rate (ADR)** decreased 0.3% to \$116.83, compared to \$117.14 in September 2022
 - **Revenue Per Available Room (RevPar)** decreased 9.9% to \$53.58, compared to \$59.48 in September 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*
	October 2023/ Fiscal YTD	October 2023/ Fiscal YTD	October 2023/ Fiscal YTD
Meetings & Conventions and Sports	39/39	4/4	11/11
Tour & Travel	2/2	n/a	n/a

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

- Attended industry events: TEAMS, Florida Society Account Executive Education Day and Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX)
- Conducted 7 conference calls and in-person meetings with meeting/event planners and sports-rights holders
- Conducted 54 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 22 groups
- Conducted an Orlando Sales Mission. CVB and partners visited tour operators' offices

Communications

- Press releases distributed:
 - 2023 Honest Amish National Beard and Moustache Championships Coming to Daytona Beach Nov. 2-5
 - Daytona Beach Area CVB to Host Next Community Tourism Listening Session on Nov. 14
 - Daytona Beach Area CVB's Inaugural Harley Dream Giveaway Begins
 - Daytona Beach Area CVB Launches MotoPassport Scavenger Hunt on Biketoberfest® Mobile App
- Blog Posts:
 - Don't Wait – Start Planning Your Thanksgiving in Daytona Beach! (update)
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach (update)
 - 7 Ways to Celebrate Christmas in Daytona Beach
 - 9 Great Things to Do When Visiting Ponce Inlet
 - 5 Great Reasons to Visit Daytona Beach in the Fall (update)
- Participated in numerous Biketoberfest® media interviews
- Hosted travel writers Andrea Bonder (Reise & Preise), freelancers Carrie McLaren and Kimberly Stroub and Italian auto journalists (Autoruote 4x4 and TuttoFuoristrada) on FAM visits to the destination
- Participated in speaking opportunities with the Margaritaville Men's Group and Holly Hill Kiwanis Club

Marketing & Design

- Worked with The Zimmerman Agency to place \$492,415 in digital and traditional media, which drove 1,038,293 page views to DaytonaBeach.com, 1,288 Destination Guide downloads/views/by mail, 821 eNewsletter signups, 34,514 partner referrals, 3,305 coupon referrals
- Distributed four eNewsletters:
 - Biketoberfest® Dream Giveaway – Score Two Iconic Harley-Davidson Motorcycles, Plus More!
 - Elevate Your Daytona Beach Vacation Experience
 - Biketoberfest® -- What's New (7 days out)
 - *Beach Blast* – October 2023
- Created 266 posts across CVB's social media channels
- Connected with 2,523 tourism partners through communications, emails, and meetings (Partner Outreach)
- Continued working on Biketoberfest® Sponsorship Project: event sponsorships presented at Welcome Tent, Dream Giveaway finalized (motorcycles on display at tent), conducted Visitor Profiles