

Halifax Area Advertising Authority

DATE: August 13, 2020
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update - July 2020

Greetings, all!

Encouraged. That's the theme of this month's Executive Update.

We're continuing to move forward in our current (and often virtual) reality – and we're seeing some positive results that will benefit local businesses and residents alike.

Our Group Sales team is working with meetings properties to help them book future business that will assist our destination in its recovery efforts. They're even creating a virtual familiarization (FAM) tour, to inspire travel professionals and meeting planners to book with us.

Our Marketing and Communications efforts are attracting new audiences, key influencers and others who can share the positive stories about the Daytona Beach area and why its wide open spaces and fun places are more perfect than ever for future vacation consideration.

Ultimately, the CVB's efforts are designed to strengthen local businesses and our local economy. A strong collection of tourism-friendly assets is good for both residents and visitors, and we are working today to gain momentum for the future of both.

Our local hospitality industry includes hundreds of restaurants, shops, hotels, attractions and more – and these local businesses employed more than 57,000 residents in 2019. Through the Daytona Regional Chamber of Commerce's Back in Business Safely partnership, we continue to encourage locals to spend locally. Until our visitation numbers safely rebound, it's a critical part of the plan.

We know that local tourism is seasonal and that visitation traditionally dips as the summer winds down. Safety-conscious staycations are a perfect win-win, and a great chance to re-explore the community that we love. Go to DaytonaBeach.com for lots of great ideas and while you're there check out our fresh new Vacation Guide, too. We think it will give you some wonderful inspiration to plan a staycation.

Thank you, as always, for your support of our industry and our community. Together, we've got this!

Sunny Regards,

LCB

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in June 2020:
 - Bed Tax Collections (CDT) decreased 15.25% at \$736,476 compared to \$868,951 in June 2019.
- Per the STR Report, in June 2020:
 - Hotel Occupancy (OCC) decreased 22.7% to 57.1%, compared to 74.0% in June 2019
 - Hotel Average Daily Rate (ADR) decreased 5.8% to \$114.76, compared to \$121.83 in June 2019
- Per Mid-Florida Marketing & Research, in June 2020:
 - OCC rate decreased 33% to 51%, compared to 76% in June 2019
 - ADR decreased 8.6% to \$119.11, compared to \$130.37 in June 2019
 - Revenue Per Available Room (RevPar) decreased 35% to \$65.05, compared to \$100.19 in June 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

Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Assists*
Meetings & Conventions	5	6	2
Sports	4	1	2

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

Site visits

- Hosted the following site visits: Military Order of the Purple Heart Florida State Convention April 2021, Antenna Management Technique Association 2021 and Joseph Volleyball Camps

Tradeshows, industry events attended

- Attended Together Again Expo and SportsBIZ Xchange virtual conference introduction and selected appointments

Meetings attended

- Attended the following meetings: weekly meeting with CVB hotel partners, Meeting Professional International Carolina-South Florida-Greater Broward chapter webinars, Glenn Haussman webinar and Meetings Professionals International - North Florida Chapter Board of Directors virtual meeting

Conference call meetings

- Hosted conference calls with: Florida Society of Account Executives, Marine Corps League, Florida Office of the Attorney General National Conference on Preventing Crime, Florida Network of Arts Administration, We Are For Better Alternatives, Alpha Phi Alpha, Military Order of the Purple Heart, Central Florida District Dental, Gay Days, Inc., Building Officials Association of Florida, International Boatyard & Marina (February 2021 event), Fred VanderPloeg with VanderPleog Consulting (The Weather Channel Seminar 2021), Regional Dance Association, USA Powerlifting, John Cowman Airshow, Formula One Powerboat Racing, Payne Boxing, Gazelle Sports, USA Gymnastics, International Slow Pitch Softball, Northstar Meeting Group, HelmsBriscoe, Sunshine State Games, Sports and Events Tourism Association,

Florida Sports Foundation, Gazelle Sports, Varsity Sports, Arthur Kowitz, Daytona Tortugas, Greater Florida Baseball, USA Judo, Ladies Professional Golf Association, Junior Sports Association, PrimeTime Sports, Meetings Professionals International - TONS Representatives, Meetings Professionals International - Office of the Presidents, and Meetings Professionals International Southeast Education Summit

Prospecting calls/emails

- Prospected the following: Florida Nursing Student Association, Foster Adoptive Parent Association, American Cheese Society, U.S. Poultry & Egg Association, Florida Association of Periodontists, Florida Trail Riders, Florida Trial Court Staff Attorneys Association, International Carwash Association, Southern Textile Research Conference, Family Life Coaching Association, Boston University School of Medicine, District Administration Leadership Institute, Snow & Ice Management Association, Heroes Aren't Hard to Find, Creation Entertainment, Workers Compensation Claims Professionals Association, Emergency Medicine Learning & Resource Center, Empower Florida, Florida Surveying and Mapping Society, Florida School Counselor Association, Florida School Nutrition Association, Military Reunion Network, Institute for Safety Research, School Counselor Association, South East Regional Folk Alliance, Ratchet+Wrench Management Conference, Florida Association of Museums, Florida School Counselor Association, Everything Food Conference, US Army Conference and Chai4Ever (non-profit organization)

Virtual FAM

- Developed the concept for a virtual familiarization tour (FAM) for meeting and event planners, tour operators and travel agents. The 2-hour Sunshine Summit FAM will be held September 23. It will include a countywide itinerary and be presented in partnership with Visit West Volusia and Visit New Smyrna Beach. Other presenting partners include PSVA (audio/visual services and support) and Y?Entertainment (production and MC services).

Convention Services

- Services provided to: Taekwondo Nationals and Bacon Beatdown

Administrative

- Continued efforts on Group Sales three-phase plan re: COVID-19
- Held Group Sales Monthly Chat (via ZOOM) with all tourism partners; call included updates from all CVB departments
- Produced/distributed eNewsletters to Group Sales and tradeshow databases
- Continued scheduling partner spotlight opportunities for upcoming eNewsletters
- Continued to enhance our LinkedIn, Cvent and website profiles
- Continued efforts to obtain “hot dates and deals” from tourism partners to post on meeting planner sites, i.e. Cvent, Meeting Pro, Arrowhead, etc.
- Completed final bid presentation for 10X Growth Conference February 2021 (city-wide/10,000 attendees)
- Continued ongoing review of cancelled or postponed tradeshows re: potential refunds due to COVID-19
- Continued ongoing review of canceled or lost events re: COVID-19 reporting
- Continued to work on finding new dates for rescheduled groups

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 drive future business by spotlighting partners interested in the trade to help showcase their hotels or attractions
- Created a virtual booth and attended VISIT FLORIDA’s virtual “All American Roadshow”; 7,000+ tour operators and travel agents attended; the Daytona Beach booth received 1,274 unique visits, 586 video shares and 548 brochure views
- Created a webinar for the VISIT FLORIDA Travel Weekly (UK) opportunity (8/13)

Partner Liaison

- Followed up with hotel and attraction partners for COVID-19 updates, and for their business continuity amenities (health and safety) for their CVB website listings
- Sent out sales and marketing collaborative opportunities to all partners

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 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 marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
 - Worked on additional content for the CVB's Tourism Partner Recovery Toolkit webpage
 - 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 (virtual offering, 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
 - Attended US Travel Association conference call re: CARES Act pending legislation
- Attended HAAA Board agenda review meetings and presented at HAAA Board meeting (7/22)
- Attended the Advertising Advisory Committee Meeting (7/14)
- Produced the 2020/2021 Marketing Plan and Budget presentation re: County Council
- Isaias: Monitored tropical weather forecast; assisted in preparation for tropical storm force winds/business continuity; monitored information and briefings from Volusia County Emergency Management; attended ESF 18 conference calls; communicated with tourism partners and CVB staff
- Produced and distributed news release: Momentum Continues for Daytona Beach Hotels
- Biketoberfest®: Participated in planning; responded to media inquiries; reviewed/updated messaging on Biketoberfest.org and social media; prepared for Daytona Beach City Commission meeting (8/5)
- Provided Communications Dept. update for Groups Sales/CVB tourism partner call
- Provided PR support for: VISIT FLORIDA, Ocean Center, Daytona International Speedway; Volusia County Community Information, City of Daytona Beach, Friends of the Bandshell, Ormond Mainstreet, Friends of the Bandshell; Ponce Inlet Lighthouse; Museum of Arts and Sciences
- DaytonaBeach.com: reviewed/edited content on pages including homepage, Racing, Bandshell Concerts, Friends of the Bandshell, summer outdoor adventures, Deals, Things to Do page, Road-Course Racing Weekend
- Produced 500-word destination piece re: VISIT FLORIDA "All American Roadshow" program
- Prepared for August 6 quarterly meeting of the Arts, Culture and Heritage Advisory Committee
- Worked on CVB blog content (new, updated, scheduling) with Marketing and the Agency
- Monitored Media Gallery and Event Calendar requests; posted new events, updated existing events and tracked canceled/rescheduled events due to COVID-19
- Collaborated with City of Daytona Beach re: communication of changes to the Bandshell Concert Series (schedule, new prices, safety guidelines, etc.)
- Wrote TOURISM TODAY eNewsletter sent to tourism partners, government/community leaders and other interested individuals re: CVB news/accomplishments
- Reviewed/edited BEACH BLAST eNewsletter sent to tourism partners re: marketing opportunities

- Reviewed/edited CVB consumer and sales eNewsletters
- Attended VISIT FLORIDA's 2020/2021 International Marketing/PR Strategy presentation
- Attended Crowdriff Webinar: Balancing Local and Visitor Messaging as Your DMO Reopens (COVID-19)

Marketing & Design

Administration

- Participated in meetings: daily staff, weekly status call with The Brandon Agency, Web Wednesday, Marketing Department, monthly SEO call with Simpleview (website), Group Sales Zoom call
- Reviewed The Brandon Agency contract with Volusia County legal staff
- Prepared for/attended Advertising Advisory Committee meeting (7/14)
- Prepared for/attended HAAA Board meeting (7/22)
- Prepared for upcoming ACHT Committee meeting (8/6)
- Created and distributed CVB's weekly hotel survey

Marketing & Design

- Finalized 2020-2021 Budget & Marketing Plan; prepared graphics for County Council presentation
- Reviewed Fall marketing plan, media spend and identified target interests
- Created and distributed BEACH BLAST, the CVB eNewsletter sent to partners to inform them about upcoming tourism marketing opportunities
- Designed and distributed TOURISM TODAY eNewsletter
- Created a digital flip book of the new 2020-2021 Vacation Guide
- Uploaded videos to Vimeo for Marketing and Sales teams
- Submitted social media image and post to Southeast Tourism Society
- Uploaded new photo and video assets to the CVB's Tourism Partner Toolkit
- Provided images on behalf of the Sales team, re: VISIT FLORIDA promotion
- Created/designed: Vacation Guide graphics for eNewsletters, Tourism Ambassador certificate for Juanita "Lightnin'" Epton, slideshow for Lori Hunter retirement presentation, Sunshine Summit FAM invitation
- Spoke with Payne Boxing re: upcoming Ocean Center events
- Contacted Symetra Classic re: hotel room block; adding link to CVB Places To Stay webpage from Symetra's website; offered additional assets including video, photos, logo, etc.
- Reviewed/edited/approved:
 - The best location for your Florida staycation! eNewsletter
 - Action-packed racing at Daytona International Speedway eNewsletter
 - Sea Turtle Season eNewsletter
 - Weekly Group Sales eNewsletter
 - General website and Facebook ads
 - *Orlando Sentinel* Travel Page creative
 - *Orlando Sentinel* Giveaway landing page, social ads, email copy and banner ads
 - WESH Contest banner ads and landing page
 - *The Villages Daily Sun* Co-op ad
 - Taboola (ad copy and imagery)
- Supported CVB's Visit Responsibly messaging (paid social and banner ad copy)

DaytonaBeach.com

- Added additional Visit Responsibly messaging throughout website
- Contacted hotel partners about their health and safety amenities and updated their listings
- Updated partner booking URLs and their social media links
- Updated landing pages: homepage, racing, Coke Zero Sugar 400, beaches, hotel deals, Wide. Open. Fun. campaign, July 2020, and weddings
- Added VISIT FLORIDA report to Tourism Partner Toolkit

- Added an updated eNewsletter sign-up widget throughout the site
- Updated CrowdRiff galleries for these pages: homepage, sports, Ponce Inlet Lighthouse, Arts and Culture, Museum of Arts and Sciences, racing, fishing, motorcycle rallies, various events and selfies to appear on landing pages
- Scheduled blog posts: The Essential Daytona Beach Road Trip Guide; Local Heroes: These Daytona Beach Area Athletes Went on to Shake up the Sports world

Analytics

- Pulled analytics on: top 25 markets to visit website (weekly for July 2020); pageviews (May and June 2020) June analytics; top 20 blogs; pages with high bounce and exit rates, Making Memories campaign (May 1– July 12); YoY data for Marketing Plan and Budget presentation

Social Media

- Created, scheduled, and monitored all social media posts for Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest and LinkedIn platforms
- Created, scheduled, and monitored all social media posts for Sports Daytona Beach Facebook, Instagram and Twitter platforms
- Shared partner content across Daytona Beach CVB and Sports social media channels when appropriate
- Shared and added Daytona International Speedway events across social media channels
- Tested new Pivo hardware and app for creating new social media videos
- Created social media post options for travel/tour operators for Group Sales Team
- Requested rights for User Generated Content (photos) via CrowdRiff for use in CVB social media, website, etc.
- Maintained/updated social media content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest, LinkedIn and TripAdvisor

Biketoberfest®

- 2020 Biketoberfest® Master Plan: collected missing information from businesses, prepared and submitted business application packets and delivered to City of Daytona Beach staff per their request
- Reviewed GEICO Biketoberfest® Sponsorship contract with Volusia County legal staff
- Submitted 2020 Biketoberfest® information to VisitApps for app updates
- Updated and distributed merchandise contracts with official Biketoberfest® merchandise sellers
- Social and Owned Media: requested rights to User Generated Content, developed plan and timeline of tactics

Webinars/Training/Education

- Participated in VISIT FLORIDA webinar: Latest Impacts from COVID-19 on Florida Vacation Rentals & Tourism Organizations
- Participated in CrowdRiff Q&A: Balancing Local and Visitor Messaging as Your Destination Reopens
- Participated in US Travel’s Leveraging the Latest Trends in Outdoor Recreation Webinar
- Participated in Expedia Webinar: Recovery & Relief