

# Halifax Area Advertising Authority (HAAA)

**DATE:** October 9, 2023

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

**RE:** Executive Update – Period of September 1-30, 2023

## Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in August 2023:
  - **Convention Development (Bed) Tax Collections (CDT)** decreased 12.7% at \$806,075 compared to \$923,668 in August 2022.
- Per the STR Report, in August 2023:
  - **Hotel Occupancy (OCC)** decreased 9.4% to 53.3%, compared to 58.8% in August 2022
  - **Hotel Average Daily Rate (ADR)** increased 1.2% to \$138.97, compared to \$137.32 in August 2022
  - **Revenue Per Available Room (RevPar)** decreased 8.3% to \$74.03, compared to \$80.71 in August 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*
	September 2023/ Fiscal YTD	September 2023/ Fiscal YTD	September 2023/ Fiscal YTD
Meetings & Conventions and Sports	37/402	4/91	2/47
Tour & Travel	6/46	0/4	n/a

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

- Attended industry events: MPI North Florida Chapter EDUCON and American Cup Golf
- Conducted 7 area site visits covering the meetings, sports and tour and travel market
- Conducted 30 conference calls and in-person meetings with meeting/event planners and sports-rights holders
- Conducted 75 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 3 groups
- Conducted a FAM Tour for Arrowhead. Visit included sites of meeting hotels and Ocean Center

## Communications

- Press releases distributed:
  - Daytona Beach Area CVB Receives Flagler Award at 2023 Florida Governor’s Conference on Tourism
  - Daytona Beach Area Boasts Busy Fall Season of Festivals
- Blog Posts:
  - Celebrate Veterans All November Long in Daytona Beach
  - 5 Way to Achieve a Wellness-Centered Vacation in Daytona Beach
  - 6 Local Gathering Spots to Visit During Biketoberfest®
  - Endless Fun Awaits with These Rainy Day Activities in Daytona Beach
- Hosted Community Information table at Lodging & Hospitality Association luncheon and Daytona State College Student Orientation
- Hosted rendezvous gatherings for Ambassador Programs at Marine Science Center and Museum of Arts & Sciences

## Marketing & Design

- Worked with The Zimmerman Agency to place \$586,445 in digital and traditional media, which drove 758,000+ page views to DaytonaBeach.com, 1,314 Destination Guide downloads/views/by mail, 780 eNewsletter signups, 27,228 partner referrals, 3,218 coupon referrals
- Distributed four eNewsletters:
  - Let’s Ride! Biketoberfest® 2023 Is Almost Here
  - Golfers! Swing Into Fall in Daytona Beach
  - The Countdown is on for Biketoberfest® 2023
  - *Beach Blast* – September 2023
- Created 170 posts across CVB’s social media channels
- Connected with 1,694 tourism partners through communications, emails, and meetings (Partner Outreach)
- Continued working on Biketoberfest® Sponsorship Project: finalized event sponsorships, Dream Giveaway finalized, finalized production of Biketoberfest® promotional items, worked on the MotoPassport