

Halifax Area Advertising Authority

DATE: April 15, 2020
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update – March 2020

The COVID-19 situation is truly unprecedented. February revenues show a fourth consecutive month of increases. This is great news and we will use the additional income to help prepare for our comeback messaging at the appropriate time.

The Daytona Beach Area Convention and Visitors Bureau team is here to support our local partners during this crisis. The team, though smaller in staff, remains fully engaged, creating current and future marketing resources for partners to use.

The sales team is having successes with moving business into later this year and next year - and with booking new business. Our marketing team is creating timely messaging that everyone can employ. And our communications staff is monitoring all aspects of the situation and the research coming available, in order to help with next steps.

We have let our tourism partners know to reach out to us if there is anything that we can do to help them during this time. Partner resources and other pertinent information is available on DaytonaBeach.com.

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in February 2020:
 - Bed Tax Collections (CDT) increased 8.0% at \$1,007,197, compared to \$932,459 in February 2019.
- Per the STR Report, in February 2020:
 - Hotel Occupancy (OCC) increased 2.9% to 69.6%, compared to 67.6% in February 2019
 - Hotel Average Daily Rate (ADR) increased 0.9 % to \$150.22, compared to \$148.84 in February 2019
- Per Mid-Florida Marketing & Research, in February 2020:
 - OCC increased about 3% to a rate of 72%, up from 70% in February 2019
 - ADR increased about 1% to \$161.39, up from \$159.94 in February 2019
 - Revenue Per Available Room (RevPar) increased about 3% to \$115.51, up from \$111.90 in February 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
- Updated/revised standard operating procedures to enhance operations

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed / Meetings: 27	Estimated Economic Impact: \$7,131,000
Definite Bookings / Meetings: 8	Estimated Economic Impact: \$603,450
Assists */ Meetings: 8	Estimated Economic Impact: \$572,250
Leads Distributed / Sports: 1	Estimated Economic Impact: \$250,000

Definite Bookings / Sports: 1

Estimated Economic Impact: \$18,000

Partner Assists* / Sports: 1

Estimated Economic Impact: \$140,000

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

Tour & Travel: 20

Site Visits

- Hosted site visits with: Tent Expo, International Emergency Management Association, Marina & Boatyard Expo, Antenna Measurement Technique Association, Marine Corps League, Regional Dance Association, Florida Marching Band Championships and Grand Royal of Matron

Tradeshows, Industry Events

- Attended Rendezvous South

Meetings

- Attended meetings with: Meeting Planners International (MPI) North Florida Board Meeting, American Tours & Travel, Eaglerider, Maxim Tours, Alltour Training Agents, Golfpac, Virgin Holidays, ATI and Super Holidays

Conference Calls

- Hosted conference calls with: National Craft Spirits Association, National Distillery Conference, Christian Meetings & Convention Association, Southeast Sunshine Summit TONS Representative-committee, Arrowhead, Campus Crusade for Christ and Florida Sports Foundation, One Daytona re: Graph Media and their video and copy, HAT Marketing

Prospecting

- Prospected via calls/email with: Florida Association of Colleges, Florida Trial Court Staff Attorneys Association, Pug Rescue of Florida, Florida Tennis Center, Florida Alliance of Community Development, Polka Dot Powerhouse, Inc., Florida Association of Media Education, Dog Groomers Association, Pug Rescue of Florida, Southern Conference of Language Teaching, Ford Motor Minority Dealership Association, Model A Restorers Club, Grand Royal Matron, Council on Occupational Education, Florida District Key Clubs and Florida Elks

Industry Shows/Events

- Chicago Sales Missions were canceled due to COVID-19

Convention Services

- All groups canceled or postponed due to COVID-19

Administrative

- Reviewed current fiscal year 2019/2020 travel schedule; researched alternative ways to reach the target audiences
- Attended joint meeting of CVB Group Sales staff and Ocean Center staff re: review 2020/2021 travel schedule
- Conducted daily online meetings with Group Sales staff
- Review of all definite groups to confirm meeting cancellations and postponed events; confirm rescheduled meeting dates with hotel partners and Ocean Center
- Reviewed all past tentative leads, tagged leads for reports, merged duplicate accounts and contacts
- Attended webinars: Florida Society of Account Executives, Deltorro McNeil and "New Business Continuity Amenities in CRM"
- Met with City of Daytona Beach re: potential air show
- Created report to track cancelled business and its economic impact re: COVID-19

- Distributed weekly eNewsletter to Group Sales database (planners, rights holders and trade)
- Provided assets for May issue of Association Convention & Facilities magazine
- Organized an online “Weekly Chat with your CVB Group Sales Team” for hotel partners
- Researched and implemented cost affective opportunities to market our destination to the group sales audience, utilizing LinkedIn, Cvent, HelmsBriscoe, and group sales database

Communications

- Coordinated COVID-19 Response:
 - Collaborated with county, city, health, industry and community leaders daily
 - Participated in PIN conference calls (Volusia County Public Information Network)
 - Monitored local/state/national media, data, developments and news
 - Updated the COVID-19 Travel Health & Safety Information on DaytonaBeach.com daily
 - Updated CVB tourism partners and staff
 - Reviewed/edited marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
 - Responded to inquiries from media, tourism partners and consumers
 - Monitored upcoming large events; contacted organizers; updated CVB calendar; tracked lost/postponed events
 - Presented Communications COVID-19 update at HAAA Board Meeting (3/18)
 - Attended conference call with U.S. Travel Association
 - Assisted with staffing and operations changes to help ensure business continuity
- Produced Arts, Culture and Heritage Tourism Advisory Committee meeting minutes
- Produced BEACH BLAST, the monthly CVB marketing eNewsletter for tourism partners
- Accepted resignation of Communications Coordinator; planned for transition of essential duties
- Attended Advertising Advisory Committee meeting (3/3)
- Attended HAAA Board Agenda Review Meeting
- Collaborated with county, City of Daytona Beach and the Chamber re: Bike Week media and visitor messaging
- Produced/reviewed/edited content for 2020/2021 Vacation Guide
- Attended News-Journal’s community meeting re: East ISB Corridor (3/3)
- Attended CVB Directors meeting (3/5); CVB First Friday staff meeting (3/6)
- Produced “Inspiring Virtual Sky Tours, Exhibits and Soundwalks in Daytona Beach” blog and reviewed/edited/posted the Agency’s blog contributions
- Provided public relations support to: Conference and Incentive Travel; VISIT FLORIDA; Daytona Regional Chamber; City of Daytona Beach; HAT Marketing/Canusa Tours; Mustangs at Daytona
- Updated Event Calendar re: Friday and Saturday Bandshell concerts (through June)

Marketing & Design

- Participated in biweekly Marketing Department and Web Wednesday meetings, monthly SEO and CRM with Simpleview call, and weekly status call with The Brandon Agency
- Reviewed reports: February SEM, Analytics, Paid Media, Social Media, Co-Ops, Marketing department Budget and History
- Facilitated Ad Committee meeting
- Attended HAAA Board meeting
- Set up additional laptops needed for staff re: working remotely
- Reviewed Mid-Florida Marketing & Research reports and the data and conversion study proposal

- Facilitated 2020/2021 Vacation Guide project
- Took the following actions in response to COVID-19:
 - Participated in COVID-19 strategy calls with The Brandon Agency
 - Monitored/shared COVID-19 research data from Skift, VISIT FLORIDA, United States Travel Association, Southeast Tourism Society, Adara and Sojern
 - Modified media schedule and marketing message
 - Planned for Immediate Response mode
 - Approved soft messaging for paid social and :15 video clip for OTT TV
 - Reviewed/edited eNewsletters: Best deals for National Association of Youth Sports; Northstar’s meetings & events; Orlando new movers 3rd party; March 3rd party engagement
 - Reviewed, suspended, and adjusted due to COVID-19:
 - Paused Pay-Per-Click campaign and all media placements
 - Delayed all sweepstakes participation
 - Delayed the CVB Spring direct mail newsletter
 - Checked with upcoming large events re: cancelations/rescheduling including: Spring Daytona Turkey Run, P1 AquaX, Pro Watercross Tour, Jeep Beach and Welcome to Rockville
 - Reached out to hotel partners to share resources and receive feedback
 - Created/shared new ideas for use in upcoming social media, blog, etc.: Daytona Beach-themed BINGO card, beach-themed coloring pages, virtual experiences, etc.
 - Evaluated current budget and reduced 30-60-90-day spend
- Filmed/photographed for upcoming new content: #LoveDaytonaBeach, pier, sunrises, sunset, yoga on the beach, kayaking, walking on the beach, beach views from hotels, Daytona Bike Week, National Chalk Day, and NCA/NDA

DaytonaBeach.com

- Updated pages: Bike Week lodging availability, hotel deals landing pages, Facebook deals landing page, Expedia landing page, and content and images on the homepage
- Updated digital brochures: Arts Map and Share the Heritage
- Updated: Places to Stay Referral report, Partner Gateway, Partner booking URLs and social media channels; and Event Calendar
- Created a COVID-19 Travel Health & Safety Information page and alert
- Reviewed new SkyNav 360-degree content and alerted Simpleview re: integration
- Uploaded training videos to Partner Gateway re: How to Update CVB Partner Listings
- Updated CrowdRiff galleries for: homepage, Sports, Ponce Inlet Lighthouse, Arts and Culture, Museum of Arts and Sciences, racing, fishing, Biketoberfest®/Bike Week, various events and selfies pages

Biketoberfest®/Bike Week

- Facilitated the CVB’s participation at the Chamber’s Official Bike Week Welcome Tent
- Updated the Biketoberfest® App re: Bike Week 2020
- Reviewed 2020 Biketoberfest® Creative Concept with The Brandon Agency
- Created 2020 Biketoberfest® photography list to shoot during Bike Week
- Finalized Biketoberfest® digital map
- Requested rights to Bike Week user generated photos

Analytics

- February Top 20 blogs; February Top Bounce Rate Pages; Top 10 Markets report; Highest Exit Rate Pages January and February; Source/State/Month for February; Main Navigation page

numbers for February vs. January; March 16-30, 2020 numbers; COVID-19 page; Top Cities and Referral pages

Social Media

- COVID-19 Social Media: edited March social media calendar, removed event listings from social media, pinned reference pages to top of social media channels, updated auto-reply to include COVID-19 resources, shared partner posts providing at-home activities, participated in Visit St. Augustine COVID-19 social media webinar, coordinated April Wave Wednesday videos
- Created April Daytona Beach CVB Facebook, Instagram and Twitter social media calendar
- Participated in planning call with The Brandon Agency for “What is your Beach Language?” quiz for social media
- Social Listening: Participated in call with Sprout Social Media, updated hashtags and profiles, continued to monitor
- Created additional social media posts based on awards, news and media placements for Facebook, Instagram, Twitter, LinkedIn and Pinterest
- Requested rights for user generated photos and videos from social media channels
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest, LinkedIn and TripAdvisor

Webinars/Training/Education

- COVID-19 Insight Series by ADARA - Navigating Uncharted Territory
- Simpleview Webinar: New Business Continuity Amenities in CRM Confirmation
- Crowdriff Webinar: Participated in Securing and Using UGC: How DMOs Are Getting Rights to UGC and Where They're Using It
- Skift Travel Webinar: The EventMB webinar, Pivot to Virtual
- Florida Public Relations Association Webinar: Sponsorship Deck That Sells
- Pixability Webinar: Find the Right Mix of Linear TV and Digital Advertising: The Big Shift webinar reviewing video content on YouTube, digital and cable television

Visitor Information Centers

- Both Centers closed until further notice