

Halifax Area Advertising Authority (HAAA)

DATE: February 13, 2025

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

RE: Executive Update – Period of January 1-31, 2025

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in December 2024:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 13.8% to \$747,652 compared to \$656,958 in December 2023.

- Per the STR Report, in December 2024:
 - **Hotel Occupancy (OCC)** increased 19.4% to 55.5%, compared to 46.5% in December 2023
 - **Hotel Average Daily Rate (ADR)** increased 5.4% to \$122.80, compared to \$116.47 in December 2023
 - **Revenue Per Available Room (RevPar)** increased 25.9% to \$68.12, compared to \$54.10 in December 2023

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	# Convention Services
	January 2025/ Fiscal YTD	January 2025/ Fiscal YTD	January 2025/ Fiscal YTD
Meetings & Conventions and Sports	28/116	3/17	6/34
Tour & Travel	6/17	1/2	n/a

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

- Attended industry event: Religious Conference Management Association Emerge
- Conducted 2 area site visits covering the meetings, sports and tour and travel market.
- Conducted 110 prospecting calls and 244 sales activity communications (all markets).

Communications

- Distributed press releases:
 - Daytona Beach Area at Full Speed in 2025 with Speed Season
 - CVB to Host Next Community Tourism Listening Session on Feb. 18 at Ocean Art Gallery
 - Less Than 30 Days to the 84th Daytona Beach Bike Week on Feb. 28-March 9
- Blog Posts:
 - Kick Your 2025 into High Gear with Speed Season in Daytona Beach
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach
- Attended the TravMedia's International Media Marketplace (IMM) in New York City on Jan. 22-23
- Hosted Media FAMs with Laurie Rowe & Company and travel journalist Rich Warren, and VISIT FLORIDA and travel journalists Natalia Mancyzk of Brazil, Andreas & Annett Conrad of Germany, and accessibility travel blogger/content creator Cory Lee.
- Hosted Hospitality Information Session at BC-U

Marketing & Design

- Worked with The Zimmerman Agency to place \$700,811 in digital and traditional media, which drove 1,456,561 page views to DaytonaBeach.com, 1,687 Destination Guide downloads/views/by mail, 672 eNewsletter signups, 25,547 partner referrals, 1,877 coupon referrals.
- Recorded 13,456 digital Destination Guide views with 97,746 pageviews of which 57,777 were unique visitors
- Distributed six eNewsletters:
 - New Year, Healthier You Starts in Daytona Beach
 - The Countdown to Daytona Beach Bike Week Begins
 - Win This Harley Duo – Biketoberfest® Harley Dream Giveaway
 - It's Time to Play Your Festival Getaway to the Daytona Beach Area
 - Just 30 Days Until Daytona Bike Week
 - In 2025, Arts & Culture Scene Comes Alive in Daytona Beach
- Content Creation: Captured photos/videos at Helms Briscoe FAM, Travel Writers, Wave Wednesday, Ocean Center sports events; created social media reels about 2025 events
- Created 246+ posts across CVB's social media channels.
- Coordinated and hosted visits for 2 content creators: Kailey Parker and Sharlene Sledge (TTCX)
- Connected with 885 tourism partners through communications, emails, and meetings (Partner Outreach).
- Tourism Events Projects: Biketoberfest® sponsorships, Bike Week Master Plan & Guidelines, Food Truck Festival, Sunbeam 1000