

# Halifax Area Advertising Authority (HAAA)

**DATE:** August 21, 2025

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

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

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

- Per Volusia County, in June 2025:
  - **Convention Development (Bed) Tax Collections (CDT)** decreased 8.8% to \$1,059,662 compared to \$1,162,820 in June 2024.
- Per the STR Report, in June 2025:
  - **Hotel Occupancy (OCC)** decreased 10.8% to 60.3%, compared to 67.6% in June 2024
  - **Hotel Average Daily Rate (ADR)** decreased 2.5% to \$139.25, compared to \$142.80 in June 2024
  - **Revenue Per Available Room (RevPar)** decreased 13.0% to \$83.95, compared to \$96.48 in June 2024

## 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

## Communications

- Hosted travel journalist/content creator Paula Benedict-Diaz for a three-day FAM in Daytona Beach
- Distributed press releases:
  - Daytona Beach Filled with Music, Baseball, and Adventures this Labor Day Weekend
  - Less Than 90 Days Until 33<sup>rd</sup> annual Biketoberfest® Rally in Daytona Beach on Oct. 16-19
  - CVB to Host Next Community Tourism Listening Session on August 12 at Starry Night Gallery
- Blog Posts:
  - Everything You Need to Know About Biketoberfest®
  - Accessibility blogs
    - Guide to a Fun, Accessible Beach Day in Daytona Beach; Top Places to Dine in Daytona Beach for Accessible Travelers; Top 9 Things to do on Vacation in Daytona Beach for Accessible Travelers; Must-See Entertainment Venues in the Daytona Beach Area for Accessibility Travelers
  - Where is America's Best Bar? It's the Ocean Deck in Daytona Beach
  - 5 Fall Festivals in Daytona Beach
  - New Summer Experiences in Daytona Beach
- Distributed four eNewsletters:
  - Beach Blast; Arts & Culture; Hotel Deals; Tourism Today

## Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Convention Services
	July 2025/ Fiscal YTD	July 2025/ Fiscal YTD	July 2025/ Fiscal YTD
<b>Meetings &amp; Conventions and Sports</b>	48/326	7/102	19/83
<b>Tour &amp; Travel</b>	6/49	1/16	0/6

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

- Attended industry event: FIT Orlando Sales Mission, Florida Society of Association Executives Annual Meeting, Lamonte Associates Annual Meeting
- Conducted 3 area site visits covering the meetings, sports and tour and travel market.
- Conducted 98 prospecting calls and 372 sales activity communications (all markets).

## Marketing & Design

- Worked with The Zimmerman Agency to place \$703,254 in digital and traditional media, which drove 1,319,191 page views to DaytonaBeach.com, 5,234 Destination Guide downloads/views/by mail, 1,222 eNewsletter signups, 27,332 partner referrals, and 1,311 offer referrals.
- 14,710 digital Destination Guide visits = 76,308 pageviews of which 43,992 were unique
- Distributed five eNewsletters:
  - Gear Up for Biketoberfest® -- October 16-19, 2025
  - Fast. Fierce. Fun. Don't Miss the Coke Zero Sugar 400
  - Win This Harley Duo (Biketoberfest® Harley Dream Giveaway)
  - Two Amazing Harleys Going to One Winner (Biketoberfest® Harley Dream Giveaway)
  - Compete in Daytona Beach (Sports Daytona Beach)
- Social Media:
  - Hosted content creator Jessica Goodman and Family, July 14-17, 2025
- Content Creation
  - Daytona Aquarium's New Exhibit, Coke Zero Sugar 400, Biketoberfest®, Daytona Tortugas, Portuguese version of 30 Things To Do, Wave Wednesdays, Lifeguard Competition, Mary McLeod Bethune Home, World Famous Boat Tour
- Created 171+ posts across CVB's 17 social media channels
- Connected with 1,127 tourism partners through communications, emails, and meetings (Partner Outreach)
- Continued to work on Biketoberfest® & Event sponsorships, social media rider influencers (Her Two Wheels, Bob and Tam's, Sassy Pantss, and Bikes and Beards and Be the Boss of Your Motorcycle channels), merchandise productions