

# Halifax Area Advertising Authority (HAAA)

**DATE:** April 13, 2026

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

**RE:** Executive Update – Period of March 1-31, 2026

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

- Per Volusia County, in February 2026:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 3.8% to \$1,495,828 compared to \$ 1,440,770 in February 2025.
- Per the STR Report, in February 2026:
  - **Hotel Occupancy (OCC)** decreased 1.8% to 64.3%, compared to 65.5% in February 2025.
  - **Hotel Average Daily Rate (ADR)** increased 3.0% to \$ 207.42, compared to \$201.39 in February 2025.
  - **Revenue Per Available Room (RevPar)** increased 1.1% to \$133.39, compared to \$131.89 in February 2025.

## 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

- Distributed press release:
  - Daytona Beach Area Welcomes Spring with Arts, Music, and Cultural Festivals
- Blog Posts:
  - Top Daytona Beach Excursions & Activities for Thrill Seekers
- Attended Travel Media Meetup hosted by Pineapple Public Relations in Orlando
- Participated in Daytona Beach International Airport media/content creator dinner in Cleveland-Akron market
- Community Outreach: Ambassador Rendezvous at Long Leaf Pine Reserve and welcome table at Spring Turkey Run; Speaking engagements at Daytona State College student event and Aberdeen Coffee Social
- eNewsletters:
  - Created and distributed: Tourism Today; Beach Blast; Hotel Deals; Spring Family Fun Festivals, Spring Arts & Culture Festivals

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

	# Leads Distributed	# Definite Bookings	# Convention Services
	Mar 2026/ Fiscal YTD/Goal	Mar 2026/ Fiscal YTD/Goal	Mar 2026/ Fiscal YTD/Goal
<b>Meetings &amp; Conventions and Sports</b>	45/175/423	4/43/135	12/63/82
<b>Tour &amp; Travel</b>	2/8/35	1/1/12	0/2/--

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

- Industry event attended: Rendezvous South, Christian Meetings & Conventions Association (CMCA), Orlando/Miami Foreign Independent Travelers (FIT) -Sales Mission
- Site visits: United Flag Football, Sysco Central Florida, The National Motor Museum, National Consortium of Breast Centers, Florida Petroleum Marketers Association, Florida Alliance of Children’s Council & Trust
- Conducted 137 prospecting calls and 338 sales activity communications (all markets)

## Marketing & Design

- Worked with The Zimmerman Agency to place \$814,780 in digital and traditional media, which drove 2,907,905 page views to DaytonaBeach.com, 7,705 Destination Guide downloads/views/by mail, 2,638 eNewsletter signups, 28,916 partner referrals, and 1,314 offer referrals
- 9,623 digital Destination Guide visits = 89,340 pageviews, of which 52,310 were unique
- Participated in the Chicago Travel & Adventure Show
- Sent monthly eNewsletters to qualified databases
- Created 301+ posts across CVB’s 17 social media channels
- Shot/Filmed/Edited content:
  - Bike Week at Daytona International Speedway, Indian Motorcycle Dealership, Destination Daytona, Boardwalk Bike Show, Main Street, and Midtown
  - Wave Wednesday, Spring Day, Oceanfront Dining, Beach Trend reels, Easter, Earth Day, April Events reel, Golf & Pickleball reels, YouTube Video Series, Family Fun Activities
- Connected with 2,952 tourism partners through communications, emails, and meetings (Partner Outreach)
- Developed sponsorship opportunities & influencers for Biketoberfest® 2026
- Continued seeking events for shoulder season: AmeriVespa Regional Event, American Folk Festival, Tin Can Tourists, Golf Carting Expo