

Halifax Area Advertising Authority (HAAA)

DATE: June 16, 2026

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

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

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in April 2026:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 2.2% to \$1,156,401 compared to \$1,182,938 in April 2025.
- Per the STR Report, in April 2026:
 - **Hotel Occupancy (OCC)** decreased 0.5% to 60.7%, compared to 61.0% in April 2025.
 - **Hotel Average Daily Rate (ADR)** increased 0.7% to \$161.59, compared to \$160.45 in April 2025.
 - **Revenue Per Available Room (RevPar)** increased 0.2% to \$98.15, compared to \$97.95 in April 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:
 - The Art of Dining to Highlight Daytona Beach's Elevated Cuisine Scene
 - Memorial Day Weekend in Daytona Beach: Ceremonies, Concerts, Attractions and State Parks
 - Summer Concert Series at Daytona Beach Bandshell Kicks Off May 23
 - Daytona Beach Area CVB Recognizes Businesses and Attractions with 5th Annual Visitors' Choice Awards
- Blog Posts:
 - Why Meeting Planners Need to Use the Daytona Beach Area CVB for Conferences and Events
 - Celebrate the Fourth of July in Daytona Beach: Fireworks, Beach and America 250 Festivities
- Community Outreach: Community Listening Session at The Casements, Ambassador Rendezvous at The Casements, Information Sessions at Mosaic Marketplace, Daytona Beach Veterans Museum, and Halifax Heritage Scenic Byway
- eNewsletters:
 - Created and distributed: Beach Blast, Hotel Deals, Tourism Today, Kick off for Summer/Memorial Day Weekend

Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Convention Services
	May 2026/ Fiscal YTD/Goal	May 2026/ Fiscal YTD/Goal	May 2026/ Fiscal YTD/Goal
Meetings & Conventions and Sports	20/222/423	7/70/135	7/86/82
Tour & Travel	4/12/36	0/3/12	0/2/--

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

- Industry event attended: MPI North Florida & Jacksonville Sales Calls, XSITE & Tallahassee Sales Calls, U.S. Travel IPW
- Site visits: Global Tourism Sports & Entertainment, LMV Receptive Tours South America
- Conducted 181 prospecting calls and 368 sales activity communications (all markets).

Marketing & Design

- Worked with The Zimmerman Agency to place \$556,295 in digital and traditional media, which drove 1,166,017 page views to DaytonaBeach.com, 5,843 Destination Guide downloads/views/by mail, 2,622 eNewsletter signups, 21,693 partner referrals, and 924 offer referrals
- 9,291 digital Destination Guide visits = 94,929 pageviews, of which 56,355 were unique
- eNewsletters:
 - Created: Happy Motorcycle Awareness Month
- Social Media:
 - Created 239+ posts across CVB's 17 social media channels: daily social monitoring, created May content calendar
- Content Creation:
 - Hosted Content Creator Lauren Withrow
 - Worked on creating b-roll photo and video libraries for partners
 - Shot/Filmed/Edited: Wave Wednesday, Welcome to Rockville, Tanger-Daytona Beach/PopStroke, LPGA Golf, TikiPub, and reels for the Postcard Trend, beach trend, Daytona Aquarium & Rainforest Adventure, Memorial Day 2026, Arts YouTube video, and the corporate sales video for conferences
- Connected with 977 tourism partners through communications, emails, and meetings (Partner Outreach)
- Worked on sponsorship opportunities & influencers projects for Biketoberfest®
- Worked on researching, developing, and identifying events for recruitment to Daytona Beach: AmeriVespa Regional Event, National Folk Festival, Sunbeam 1000