

Halifax Area Advertising Authority (HAAA)

DATE: December 17, 2024

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

RE: Executive Update – Period of November 1-30, 2024

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in October 2024:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 6.3% to \$651,224 compared to \$694,781 in October 2023.
- Per the STR Report, in October 2024:
 - **Hotel Occupancy (OCC)** increased 3.0% to 50.8%, compared to 49.3% in October 2023
 - **Hotel Average Daily Rate (ADR)** decreased 5.1% to \$122.42, compared to \$128.93 in October 2023
 - **Revenue Per Available Room (RevPar)** decreased 2.2% to \$62.51, compared to \$63.57 in October 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 |
|--|------------------------------|------------------------------|------------------------------|
| | November 2024/ Fiscal YTD | November 2024/ Fiscal YTD | November 2024/ Fiscal YTD |
| Meetings & Conventions and Sports | 26/58 | 5/8 | 12/20 |
| Tour & Travel | 5/7 | 0/0 | n/a |

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

- Attended industry event: MPI North Florida Luncheon and Connect Faith.
- Conducted 9 area site visits covering the meetings, sports and tour and travel market.
- Conducted 135 prospecting calls and 316 sales activity communications (all markets).

Communications

- Press releases distributed:
 - Renaissance Daytona Beach Oceanfront Hotel Becomes Newest Hotel Property in Daytona Beach Area
 - Daytona Beach Area Ready to Celebrate the Holidays
- Blog Posts:
 - 5 Things to Know About Welcome to Rockville in Daytona Beach
 - New Year's Eve Parties Where You Can Ring in 2025 With Style
 - Hotel Deals for Every Budget in the Daytona Beach Area
 - Daytona Beach Area Visitors Can Stay in Luxury at These Upscale Hotels
 - Updated blog posts on Speed Season in Daytona Beach and Shopping, Dining and Entertainment at Tanger Outlets and Tomoka Town Center
- Hosted Media FAM with Laurie Rowe & Company and travel journalists Elisabeth Abrahamson (Editor for AAA Alabama) and freelancer journalists Colleen McNally and Robin's O'Neal Smith
- Hosted Community Listening Session at Pictona At Holly Hill, Information Table at Daytona State College and an Ambassador Rendezvous at Pacetti Hotel Museum

Marketing & Design

- Worked with The Zimmerman Agency to place \$566,195 in digital and traditional media, which drove 1,046,740 page views to DaytonaBeach.com, 697 Destination Guide downloads/views/by mail, 648 eNewsletter signups, 24,251 partner referrals, 1,265 coupon referrals.
- 9,525 digital Destination Guide views = 69,854 pageviews of which 47,072 unique
- Distributed three eNewsletters:
 - Sleigh the Season with a Holiday Getaway to Daytona Beach
 - Meet the BRAND NEW Grand-Prize Package Featured in the Brand-New Harley Dream Giveaway (Biketoberfest®)
 - Harvest Happiness with a Thanksgiving Getaway
- Created 138+ posts across CVB's social media channels.
- Coordinated and hosted visits for 6 content creators: Samantha Longton, Tosha Bell, Sarah Phinney, Brianna Watson, Jessica Goodman, and Nicole Meadows
- Connected with 2,948 tourism partners through communications, emails, and meetings (Partner Outreach).
- Daytona Turkey Run: Worked destination tent at event
- Biketoberfest®: Post-event reporting, beginning work on Biketoberfest® 2025
 - Event Funding Prospecting: Working with the Florida Festivals & Events Association (FFEA)
- Event harvesting: Sunbeam 1000 to Daytona (2027)