

Halifax Area Advertising Authority (HAAA)

DATE: December 12, 2025

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

RE: Executive Update – Period of November 1-30, 2025

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in October 2025:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 0.2% to \$650,178 compared to \$651,224 in October 2024.
- Per the STR Report, in October 2025:
 - **Hotel Occupancy (OCC)** decreased 13.8% to 43.9%, compared to 50.9% in October 2024
 - **Hotel Average Daily Rate (ADR)** increased 3.0% to \$125.71, compared to \$122.07 in October 2024
 - **Revenue Per Available Room (RevPar)** decreased 11.2% to \$55.20, compared to \$62.15 in October 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

- Distributed press release:
 - Holiday Magic Comes to the Coast: Visitors Celebrate the Season in Daytona Beach
- Blog Posts:
 - Kick Your 2026 into High Gear with Speed Season in Daytona Beach
 - Major Events to Watch for in 2026 for the Daytona Beach Area
 - 5 Things to Know About Welcome to Rockville in Daytona Beach
- In collaboration with VISIT FLORIDA, hosted German travel journalist Armin Geier (Mediengruppe Münchner Merkur) for Media FAM Nov. 1-4 and continued planning for upcoming FAMs
- Executive Director interview with Evolve Magazine
- Community Outreach: Community Listening Session at News-Journal Center; Great American Teach at Mainland High School; Information Session at Renaissance Daytona Beach Oceanfront; Ambassador Rendezvous at PopStroke
- Distributed two eNewsletters:
 - Beach Blast
 - Hotel Deals

Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Convention Services
	Nov 2025/ Fiscal YTD/Goal	Nov 2025/ Fiscal YTD/Goal	Nov 2025/ Fiscal YTD/Goal
Meetings & Conventions and Sports	28/57/423	14/26/135	20/25/82
Tour & Travel	0/1/35	0/0/12	N/A

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

- Attended industry events: Connect Faith, Coffee & Connections
- Site visits: Bailey Family Reunion, National Guard Enlisted Association
- Conducted 101 prospecting calls and 205 sales activity communications (all markets).

Marketing & Design

- Worked with The Zimmerman Agency to place \$515,355.04 in digital and traditional media, which drove 880,509 page views to DaytonaBeach.com, 4,324 Destination Guide downloads/views/by mail, 2,795 eNewsletter signups, 28,927 partner referrals, and 915 offer referrals.
- 5,371 digital Destination Guide visits = 41,829 pageviews, of which 24,662 were unique
- Submitted Group Sales email to be distributed by NorthStar Meetings Group
- Created 208+ social posts across CVB's 17 social media channels: daily social monitoring, created November content calendar
- Captured content for Halifax Art Festival, Accessibility, Wave Wednesday, November Events, MOAS Dinosaur Expedition, Veteran's Day, Daytona Turkey Run, and Thanksgiving
- Connected with 1,928 tourism partners through communications, emails, and meetings (Partner Outreach)
- Worked with post-event recap and summary for Biketoberfest®, continued researching and identifying events