

# Halifax Area Advertising Authority (HAAA)

**DATE:** October 22, 2025

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

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

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

- Per Volusia County, in August 2025:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 3.4% to \$861,375 compared to \$832,796 in August 2024.
- Per the STR Report, in August 2025:
  - **Hotel Occupancy (OCC)** decreased 0.9% to 53.7%, compared to 54.2% in August 2024
  - **Hotel Average Daily Rate (ADR)** increased 3.2% to \$139.89, compared to \$135.61 in August 2024
  - **Revenue Per Available Room (RevPar)** increased 2.2% to \$75.08, compared to \$73.44 in August 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:
  - Biketoberfest® on Oct. 16-19 Part of the 2025 AMA National Gypsy Tour
  - Daytona Beach Area Keeping Busy This Fall with Festivals
- Blog Posts:
  - 6 Ways to Celebrate Christmas in Daytona Beach
  - Veterans Day Events in Daytona Beach
  - Attention, Art Lovers: Can't Miss Upcoming Exhibitions and Events in Daytona Beach
- Hosted three Media FAMs with travel journalists Matthew Hampton (United Kingdom, The London Times), Karen and Molly Locke (sandandorsnow.com), Fred Mays (floridaunplugged.net)
- Community Outreach: Ambassador Rendezvous at Racing's North Turn and hosted CVB table at Daytona State College student event
- Distributed two eNewsletters:
  - Beach Blast
  - Tourism Today

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

	# Leads Distributed	# Definite Bookings	# Convention Services
	September 2025/ Fiscal YTD	Sept 2025/ Fiscal YTD	Sept 2025/ Fiscal YTD
<b>Meetings &amp; Conventions and Sports</b>	46/394	8/92	5/94
<b>Tour &amp; Travel</b>	0/51	3/19	0/6

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

- Attended industry event: Small Market Meetings, Coffee & Connections, TDC Meeting, CVB Committee Advisory Board Meetings, Hotel Association Banquet
- Conducted a UK Ocean Holidays/Hayes Travel FAM – 11 participants
- Conducted 162 prospecting calls and 296 sales activity communications (all markets).

## Marketing & Design

- Worked with The Zimmerman Agency to place \$526,159 in digital and traditional media, which drove 1,122,771 page views to DaytonaBeach.com, 4,284 Destination Guide downloads/views/by mail, 3,556 eNewsletter signups, 18,079 partner referrals, and 972 offer referrals.
- 17,624 digital Destination Guide visits = 79,593 pageviews of which 45,272 were unique
- Conferences & Meetings
  - Florida Public Relations Association Volusia-Flagler Great Communicator Awards Luncheon
- Distributed five eNewsletters:
  - Time is Running Out to Score This Harley Duo + More – Harley-Davidson Dream Giveaway
  - Final Day to Score This Incredible Harley Duo + More – Harley-Davidson Dream Giveaway
  - Fall Flavors Are Calling! Savor September in Daytona Beach
  - Get Ready to Rev Up for Biketoberfest® 2025
  - Paws, Relax & Play in Daytona Beach
- Social Media:
  - Created 176+ posts across CVB’s 17 social media channels, reshared content from partners
- Content Creation/Locations
  - World’s Most Famous Beach sign, Biketoberfest® (all 4 days), Wave Wednesdays, Yearly Achievement video for Tourism Partner Day,
- Connected with 3,893 tourism partners through communications, emails, and meetings (Partner Outreach)
- Continued working on Biketoberfest® - sponsorships, merchandise productions, advertising, influencers, Welcome Tent
- Worked on researching and identifying events for Daytona Beach