

# Halifax Area Advertising Authority (HAAA)

**DATE:** March 12, 2025

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

**RE:** Executive Update – Period of February 1-28, 2025

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

- Per Volusia County, in January 2025:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 12.7% to \$1,190,028 compared to \$1,055,868 in January 2024.
- Per the STR Report, in January 2025:
  - **Hotel Occupancy (OCC)** increased 2.5% to 59.6%, compared to 58.1% in January 2024
  - **Hotel Average Daily Rate (ADR)** increased 2.6% to \$159.83, compared to \$156.81 in January 2024
  - **Revenue Per Available Room (RevPar)** increased 5.2% to \$95.20, compared to \$90.50 in January 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

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

	# Leads Distributed	# Definite Bookings	# Convention Services
	February 2025/ Fiscal YTD	February 2025/ Fiscal YTD	February 2025/ Fiscal YTD
Meetings & Conventions and Sports	31/146	8/25	3/43
Tour & Travel	3/22	3/4	2/3

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

- Attended industry event: Florida Huddle, Florida Encounter, Rendezvous South, Florida Society of Association Executives Roundtable, American Bus Association
- Conducted 3 area site visit covering the meetings, sports and tour and travel market.
- Conducted 107 prospecting calls and 210 sales activity communications (all markets).

## Communications

- Distributed press releases:
  - What's New in the Daytona Beach Area for 2025
- Blog Posts:
  - Get Your Night Life on in the Daytona Beach Area
  - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach
- Submitted pitches and content on the destination to TravMedia leads and VISIT FLORIDA
- Completed follow-up on International Media Marketplace
- Hosted Media FAM with travel journalist Bill Clevlen on Feb. 25-28
- Community relations efforts:
  - Community Listening Session at Ocean Art Gallery
  - Information sessions at BC-U, Daytona State College and Creekside Middle School
  - Ambassador Rendezvous at Tomoka Outpost

## Marketing & Design

- Worked with The Zimmerman Agency to place \$617,340 in digital and traditional media, which drove 1,408,767 page views to DaytonaBeach.com, 1,205 Destination Guide downloads/views/by mail, 394 eNewsletter signups, 27,584 partner referrals, and 1,591 offer referrals.
- 24,844 digital Destination Guide visits = 126,164 pageviews of which 69,940 were unique
- Distributed five eNewsletters:
  - Love is in the Air in Daytona Beach – Hot Deals
  - Win This Harley Duo – Biketoberfest® Dream Giveaway
  - 6 Must-See African American Heritage Sites (Arts & Culture)
  - Daytona Bike Week is in 14 Days! Are you Ready?
  - It's Time to Ride Out for Daytona Beach Bike Week
- Provided NCA/NDA support
- Content Creation: Captured photos/videos at multiple Ocean Center events, Lighthouse Point Park, Wave Wednesday, Mary Harrell Black Heritage Museum & Bethune Beach Park (for Black History Month), Pictona Senior Pickleball Tournament; created social media reels for outdoor content, Valentine's Day, manatees & dolphins, and 2025 events
- Created 185+ posts across CVB's social media channels.
- Connected with 2,626 tourism partners through communications, emails, and meetings (Partner Outreach).
- Tourism Events Projects: Biketoberfest® sponsorships, attended AIMExpo, Food Truck Festival, Sunbeam 1000