

Halifax Area Advertising Authority (HAAA)

DATE: May 8, 2025

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

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

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in March 2025:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 0.8% to \$1,543,934 compared to \$1,556,899 in March 2024.
- Per the STR Report, in March 2025:
 - **Hotel Occupancy (OCC)** decreased 2.5% to 69.2%, compared to 71.0% in March 2024
 - **Hotel Average Daily Rate (ADR)** decreased 3.9% to \$171.24, compared to \$178.21 in March 2024
 - **Revenue Per Available Room (RevPar)** decreased 6.4% to \$118.48, compared to \$126.52 in March 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
	April 2025/ Fiscal YTD	April 2025/ Fiscal YTD	April 2025/ Fiscal YTD
Meetings & Conventions and Sports	23/201	20/71	8/56
Tour & Travel	5/33	5/13	1/5

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

- Attended industry event: Sports ETA, Connect Spring, Meeting Professionals International North Florida.
- Conducted 2 area site visits covering the meetings, sports and tour and travel market.
- Conducted 105 prospecting calls and 309 sales activity communications (all markets).

Communications

- Distributed press releases:
 - Memorial Day Ceremonies, Concerts, New Exhibits, Park Make Up Busy Holiday Weekend in Daytona Beach
 - CVB to Host Next Community Tourism Listening Session on May 20 at Daytona Lagoon
- Blog Posts:
 - 6 Cool Ways to Spoil Dad on Father's Day in Daytona Beach
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach
 - Best Road Trip Destinations | Plan Your Family Trip in Florida
 - Saluting Those Who Served: 5 Ways to Celebrate Memorial Day Weekend in Daytona Beach
- Hosted travel journalists Jan and Chris Schroeder on a Media FAM April 27-30
- Completed follow-up from Southeast Tourism Society's Media Market Place (SMPR) in Atlanta
- Distributed two eNewsletters:
 - Beach Blast
 - Hotel Deals
- Community relations efforts:
 - Speaking engagements with Daytona State College and Citizens for Ponce Inlet
 - Ambassador Rendezvous at Art League of Daytona Beach, Ambros Daytona Boutique Hotel, Welcome Tent at NCA/NDA and Jeep Beach

Marketing & Design

- Worked with The Zimmerman Agency to place \$672,852.41 in digital and traditional media, which drove 1,517,047 page views to DaytonaBeach.com, 1,598 Destination Guide downloads/views/by mail, 965 eNewsletter signups, 28,585 partner referrals, and 1,020 offer referrals.
- 20,427 digital Destination Guide visits = 125,857 pageviews of which 76,028 were unique
- Distributed three eNewsletters:
 - What's New For Your Daytona Beach Meeting (Raleigh Meeting Planners)
 - Win This Harley Duo – Biketoberfest® Dream Giveaway
 - Tee Off This Spring in Sunny Daytona Beach (Florida Golf Alliance)
- Content Creation
 - Events: NCA/NDA Cheerleading, Concerts, Wave Wednesday, Jeep Beach
 - Social media: Earth Day, Easter, Jackie Robinson Day, Jeep Beach
 - YouTube: "Top Ride of the Month"
- Created 186+ posts across CVB's 16 social media channels.
- Connected with 1,332 tourism partners through communications, emails, and meetings (Partner Outreach)
- Continued to seek Biketoberfest® sponsorships, social media rider influencers, merchandise productions