

Halifax Area Advertising Authority (HAAA)

DATE: February 15, 2024

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

RE: Executive Update – Period of January 1-31, 2024

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in December 2023:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 6.6% to \$656,958 compared to \$703,571 in December 2022.
- Per the STR Report, in December 2023:
 - **Hotel Occupancy (OCC)** decreased 12.6% to 46.6%, compared to 53.3% in December 2022
 - **Hotel Average Daily Rate (ADR)** decreased 4.5% to \$116.04, compared to \$121.53 in December 2022
 - **Revenue Per Available Room (RevPar)** decreased 16.6% to \$54.03, compared to \$64.79 in December 2022

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	# Assists*
	January 2024/ Fiscal YTD	January 2024/ Fiscal YTD	January 2024/ Fiscal YTD
Meetings & Conventions and Sports	35/132	14/32	1/13
Tour & Travel	5/23	1/8	n/a

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

- Attended industry events: Religious Conference Management (RCMA) Emerge, Compete Sports Diversity, Meeting Professionals International (MPI) North Florida Educational Luncheon, American Bus Association (ABA), Florida Society of Association Executives (FSAE) Roundtable, American Automobile Association (AAA) Northeast, Independent Planner Education Conference (IPEC) and Sports Express.
- Conducted 3 area site visits covering the meetings, sports and tour and travel market.
- Conducted 10 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 37 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 24 groups.

Communications

- Press releases distributed:
 - Daytona Beach Area CVB to Host Next Community Listening Session on Feb. 13
 - Daytona Beach Area Kicking Off 2024 in High Gear with Speed Season
 - What's New in the Daytona Beach Area in 2024
- Blog Posts:
 - 4 Reasons to Get Revved Up for Daytona Beach Bike Week 2024 (update)
 - Major Events to Watch for in 2024 for the Daytona Beach Area
 - What's New in the Daytona Beach Area in 2024
 - 10 Local Coffee Shops for that Anytime Stop
 - National Writer Ranks Daytona Beach Area Layout Among the Top 25 Courses You Should Play
 - Attention, Art Loves: Can't Miss Upcoming Exhibitions in Daytona Beach
 - 6 Daytona Beach Area Attractions to Explore During Black History Month (update)
- In collaboration with Kingfish Communications, hosted golf writers, Alice & Danny Scott (Northeast Golf Magazine), Gary Van Sickle (SI.com), Dan Shube (Golf & Travel Show West Palm Beach), and James Hammer (Hometown News column at LPGA International)
- Responded and participated in interviews with local media regarding economic impact of Rolex 24 and Speedweeks

Marketing & Design

- Worked with The Zimmerman Agency to place \$725,345 in digital and traditional media, which drove 1,516,854 page views to DaytonaBeach.com, 2,638 Destination Guide downloads/views/by mail, 1,004 eNewsletter signups, 47,049 partner referrals, 5,212 coupon referrals
- Distributed six eNewsletters:
 - Get Ready for Year-Round Festival & Event Fun in Daytona Beach
 - Discover What's New in Daytona Beach
 - Cruise into Spring at the 83rd Annual Daytona Beach Bike Week, March 1-10
 - Stay and Play in Daytona Beach (Golf insert)
 - Win Two Harley Bikes and Embark on the Open Road!
 - Beach Blast – January 2024
- Created 161 posts across CVB's social media channels
- Connected with 875 tourism partners through communications, emails, and meetings (Partner Outreach)
- Biketoberfest®: 2023 Event Wrap-up, 2024 Biketoberfest® Sponsorship Activity
- Continuation of event harvesting for 2024 event funding candidates