

Halifax Area Advertising Authority (HAAA)

DATE: August 8, 2023

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

RE: Executive Update – Period of July 1-31, 2023

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in June 2023:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 16.1% at \$1,005,397 compared to \$1,197,719 in June 2022.
- Per the STR Report, in June 2023:
 - **Hotel Occupancy (OCC)** decreased 7.8% to 61.3%, compared to 66.5% in June 2022
 - **Hotel Average Daily Rate (ADR)** decreased 2.4% to \$140.08, compared to \$143.60 in June 2022
 - **Revenue Per Available Room (RevPar)** decreased 10.1% to \$85.90, compared to \$95.52 in June 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*
	July 2023/ Fiscal YTD	July 2023/ Fiscal YTD	July 2023/ Fiscal YTD
Meetings & Conventions and Sports	28/365	10/87	7/45
Tour & Travel	1/40	0/4	n/a

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

- Attended industry events: Small & Boutique Meetings, Florida Society Account Executives Annual Conference, Esports Travel Summit and CVENT Connect.
- Conducted 1 area site visit covering the tour and travel market.
- Conducted 40 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 100 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 14 groups.

Communications

- Press releases distributed:
 - Mustangs At Daytona Car Show Coming to Daytona Beach Area July 10-15
 - Daytona Beach Area CVB to Host Next Community Tourism Listening Session on August 15
 - Daytona Beach Area Finishes the Summer Strong with NASCAR, Baseball, Concerts, Dinosaurs and More
- Blog Posts:
 - Charming, Attractive West-Side A1A Motels Offer Unique Flavor to a Daytona Beach Area Vacation
 - 4 Top Places to Take Your Toddler in Daytona Beach (update)
 - 5 Fun Fall Festivals to Hit in Daytona Beach (update)
 - Where to Play, Stay and Eat with Your Pet in Daytona Beach (update)
- Submitted content to VISIT FLORIDA for use in press releases circulated in domestic and international markets (Rooftop bars and the Ultimate Florida Roadtrip)
- Speakers Bureau: Communications Specialist spoke on importance of tourism in the Daytona Beach area at Daytona Beach Rotary, Ormond Beach Rotary and an information session at Reality Pro Ormond Beach
- Distributed Tourism Today to partners, government officials, business and community leaders and local individuals

Marketing & Design

- Worked with The Zimmerman Agency to place \$327,599 in digital and traditional media, which drove 890,000+ page views to DaytonaBeach.com, 2,195 Destination Guide downloads/views/by mail, 722 eNewsletter signups, 1,443 Register to Win signups, 45,939 partner referrals, 2,846 coupon referrals.
- Distributed three eNewsletters:
 - Hot Deals – Accommodation Deals
 - Discover These Hidden Gems in Daytona Beach
 - Beach Blast – July 2023
- Created 140 posts across CVB's social media channels
- Connected with 2,128 tourism partners through communications, emails, and meetings (Partner Outreach)
- Continued working on Biketoberfest® Sponsorship Project: connected with 507 contacts through communications, emails and meetings