

Halifax Area Advertising Authority

DATE: February 10, 2021
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update – Period of January 1-31, 2021

Greetings!

People often ask, “How does an area market itself during a pandemic?”

The answer? “With safe, strong, strategic messaging - and the destination’s future in mind.”

With safety in the forefront – always – and our “Wide. Open. Fun.” marketing campaign resonating more than ever with consumers looking for open spaces where they can enjoy the outdoors, the CVB Team works hard every day to balance our messaging carefully.

We’re working with our partners to book future meetings, conventions and sporting events. We’re inspiring visitors to explore more of our beautiful destination with the launch of our new “Cars, Craft and Culture - the Ultimate Trail Guide.” And we’re finding creative, new ways to entice consumers and meeting planners to add the Daytona Beach area to their future.

We know that this destination’s overall economic recovery depends in large part on our work, as do our local businesses and their employees and families.

The snapshot of activities outlined below provides an idea of how we’re tackling the task. To get involved, we invite you to join us at upcoming Advisory Committee and Board meetings. The process of destination marketing is an exciting one, and we appreciate the many throughout the industry who help make it a success.

Sunny Regards,

LCB

Bed Tax, Occupancy, ADR, RevPar – Halifax Taxing District

- Per Volusia County, in December 2020:
 - Bed Tax Collections (CDT) decreased 20.1% at \$365,016 compared to \$456,747 in December 2019.
- Per the STR Report, in December 2020:
 - Hotel Occupancy (OCC) decreased 19.2% to 39.7%, compared to 49.1% in December 2019
 - Hotel Average Daily Rate (ADR) decreased 1.6% to \$92.16, compared to \$93.65 in December 2019
 - Revenue Per Available Room (RevPar) decreased 20.5% to \$36.60, compared to \$46.03 in December 2019

Finance & Human Resources

- Reviewed cash flow projections and bank accounts daily for planning purposes
- Reviewed budget vs. actual transactions for directors to review and adjust
- Reviewed revenue estimates for proper planning of cash disbursements daily
- Continued to review cost savings in all areas due to reductions in estimated revenue
- Continued to monitor estimated future cash flows daily

Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Assists*
Meetings & Conventions	8	2	7
Sports	3	1	3

*Assists are referrals and/or convention services for hotel partners

Site visits hosted

- Conducted site visits with: Regional Dance Association and Alfonso Rountree family reunion

Meetings attended

- Meetings Professional International Orlando Chapter monthly meeting, Meetings Professional International Tampa Chapter, and Society of Government Meeting Planner Central Florida Chapter

Conference call meetings

- Conference calls with: Joseph Volleyball Camps re: additional facilities, Bacon Beatdown re: CVB services, Discipleship Ministries, Debra Ravenscraft with HelmsBriscoe Chicago, Daytona Soccer Fest re: additional facilities, Heath Jones re: Esports events, John Cowman Air Show, McFarland Group re: Our Last Chance Festival, and Laurelee Shapiro re: incentive meetings

Prospecting calls/emails

- Prospected with: South-East All-American Soccer, Dominican Republic Girls National Mini Camp, Caffeine and Octane, National Collegiate Athletic Association, USA Taekwondo, USA Triathlon, Perfect Game, Kappa Alpha Psi Fraternity, Inc. Southern Province, Florida Sheriff Association, Navy Seabee Veterans of America, Agriculture Aviation Association- Florida Chapter, Council of Corvette Club, 94th Infantry Division Historical Society, Association of Educational Office Professionals, Florida Department of Transportation, Association of Kentucky Fried Chicken Franchisees, Miller Coors Distributors Conference, National Kidney Foundation, Spring Clinical Meeting, Association for Middle Level Education, International Lions Club, Georgia Health Care Association, Subway Restaurant Franchisee, International Habitat for Humanity, SunTrust Bank, North American Interfraternity Conference, Black Brown and College Bound Summit, Student Veterans of America, Florida State Association of Elks, Italian American War Veterans, 100 Black Men of America, Inc., Association of African American Hotel Owners Operators & Developers, Florida Prosecuting Attorneys Association, Florida Medical Association State Chapter, Florida Association of License Investigators, Our Little Miss Pageant, Military Order of the Purple Heart, Florida Association of School Personnel Administrators, Omega Psi Phi Fraternity, Florida Forest Association, Florida Charter School Conference, University of Florida TREEO Conference, Historical Miniatures Gaming Society, Dental Manufacturers, Developmental Disabilities Nurses Association, Dunkin Brand, Tech Service Alliance, ABC Supply, Jill Slater and Susan Ballard with HelmsBriscoe NC, Ann McQueen with HelmsBriscoe TN, Electrocoat Association, AdvoCare International, ATM Industry Association, First Presbyterian Church Haines City, Lutheran Church Missouri, Synon Florida/Georgia District, Church of the Nazarene, Presbyterian Church in America, Evangelical Free Church in America, Hospitality Network Performance Fall Conference, International Conference of Police Chaplains, International League of Christian Schools, Event Prep, Church of Christ Holiness, Chevron Retirees Association, Alpha & Omega Prayer Group, American Association of Nurse Practitioners, Coordinate Metrology Society, Nexus Solutions Group, Infusion Nurse Society, Marquis Corporation, and International Pentecostal Holiness Church Student Group

Convention Services

- Services provided to: National Cheer & Dance Association Championships, National Conference on Youth Miniseries, USA Volleyball Florida Winter Festival, Florida Athletic Coaches, Varsity State Cheer, Nike Daytona Beach 100, USA Football All-Star Game, iEdge Midterm Summit, Ministers' Retreat, Collegiate Leadership Meeting, Antenna Measurement Technique Association, and Florida Association of Retired Troopers
- Continued to monitor group business on their cancelations or postponements and track in the canceled business economic impact report re: COVID-19
- Entered assists for those groups rescheduling due to COVID-19
- Continued reworking conventions services group offerings

Group Sales Coordination

- Scrubbed CVB databases
- Reviewed and revised 2020/2021 travel schedule
- Designed holiday greetings for database messaging
- Distributed Cvent leads to appropriate sales manager and updated Cvent content
- Worked on MailChimp assets for WE C.A.R.E. campaign
- Continued to work on Meeting Hotels one-sheet and map

Administrative

- Continued efforts on the Group Sales 2/3 phase plan re: COVID-19 to include the planning of the We C.A.R.E. campaign that uses testimonial and video from individual meeting hotels, meeting and sports facilities and their commitment to the health and safety of their guests, along with information from Group Sales
- Began planning for a new citywide campaign
- Worked on Group Sales survey re: meetings, sports, and trade markets
- Continued market specific messaging utilizing “breakouts” from virtual FAM including meeting hotels and venues, sports facilities, hotels for the trade market, and messaging for all sales platforms
- Continued work on weekly messaging to Group Sales database and additional paid placements to tradeshow databases
- Continued work on Cvent and website profiles to make more robust
- Continued efforts to obtain hot dates and deals to post on meeting planner sites, i.e., Cvent, Meeting Pro, Arrowhead, etc.
- Updated traces for prospecting
- Provided the following reports to the Group Sales team: definite bookings, past tentative leads, and incomplete/complete traces
- Worked with Ocean Center staff on open dates for future groups; met with Ocean Center staff re: Ocean Center and CVB Group Sales reporting and room night calculations
- Researched the Knowland Group re: potential meeting opportunities
- Continued work with Northstar Meetings Group re: retargeting meeting planners and organizations
- Attended CVB Directors strategy/planning meeting re: April-June
- Attended (virtual) meeting with The Plaza Resort & Spa General Manager Duane Winjum

Tour & Travel

- Continued ongoing research and conference calls re: International travel post COVID-19
- Continued ongoing efforts to spotlight partners interested in the trade to showcase hotels/attractions for future business
- Held bi-monthly calls with HAT Marketing (UK)
- Scheduled VISIT FLORIDA’s Florida Huddle virtual appointments with international and domestic trade buyers
- Continued efforts with AAA offices in the Philadelphia and Dallas areas re: promote AA service to Daytona Beach International Airport

Partner Liaison

- Updated member/partner account and contact records in CRM
- Added new partners to DaytonaBeach.com
- Distributed weekly survey to accommodations partners and compiled data for CVB directors

Communications

- Coordinated COVID-19 Response for the CVB:
 - Participated in bi-weekly PIN conference calls (Volusia County Public Information Network)
 - Monitored local/state/national media, data, developments and news briefings
 - Updated the COVID-19 Travel Health & Safety Information on DaytonaBeach.com as needed
 - Reviewed/edited website content, marketing and sales communications, social media calendar, social posts and eNewsletters re: appropriate messaging
 - Monitored media coverage, responded to inquiries and communicated with media, staff, tourism partners and consumers
 - Continued support of the “Back In Business Safely”, the CVB/Chamber collaboration project
 - Continued support of the “Wash up. Back up. Mask up.” campaign in collaboration with the PIN, Volusia County, cities, chambers and other agencies
- News releases:
 - Daytona Beach 100 Volleyball Tournament Serves Up the Competition
 - Daytona Beach Launches New Share The Heritage Trail
- January Blog posts:
 - 7 Ways to Explore the Romantic Side of Daytona Beach
 - Knockout Restaurants You’ll Fall in Love with This Valentine’s Day
 - Itinerary - African American Heritage in Daytona Beach
 - Local Foods You Must Try When Visiting Daytona Beach
 - Plan the Perfect Beach Vacation When Traveling with Teenagers
 - What’s Your Vacation Language?
- Worked on content, maps, news release and images in preparation for the launch of “Cars, Craft and Culture – The Ultimate Daytona Beach Tail Guide”
- Updated content on DaytonaBeach.com and/or provide PR support to: Share The Heritage Trail, Motorsports Trail, Iconic Trail, Monuments and Statues Trail, Media Coverage page, Daytona 500 and Racing pages, Daytona Bike Week, Legends Beach Parade, City of Daytona Beach, Peabody Auditorium, Hard Rock Hotel Daytona Beach, Athens Theater, Ormond Main Street, ONE DAYTONA, Ponce Inlet Lighthouse, JVC Tournaments, Daytona Regional Chamber of Commerce, The DAYTONA Autograph Hotel, Volusia Speedway Park, Daytona Beach International Airport, National Cheer and National Dance College Championships, Museum of Arts & Sciences, Live at the Bandshell, Granada Grand Festival of the Arts, Holly Hill Arts Festival, Rolex 24 At DAYTONA, Motorcycle Racing, American Flat Track (AMA), Daytona International Speedway, Destination Daytona, The Plaza Resort & Spa, and Ocean Luxury Realty
- Monitored CVB Event Calendar submissions, finding/editing/approving/posting as appropriate; adding and updating images, monitored event changes/cancelations and updated listings as required
- Reviewed/edited eNewsletters for Sales and for Marketing
- Presented on behalf of the CVB at the quarterly meeting of the Tourism Development Council (1/29)
- Participated in agenda review meetings and presented at HAAA Board Meeting (1/20)
- Attended CVB Marketing Department meeting, status meeting with The Brandon Agency, weekly Web Wednesday staff meeting (website development), CVB staff meeting re: benefits
- Monitored (virtually) City of Daytona Beach City Commission Meeting (1/20) re: Bike Week
- Updated DaytonaBeach.com Media Gallery re: 2021 Daytona Bike Week images
- Assisted a partner with a hosted media visit - experiences in the destination
- Attended staff training re: Map Publisher

- Participated in CVB Directors quarterly strategic planning meeting (April-June)
- Worked with Marketing re: Partner Outreach; communicated with several new and potential new tourism partners re: CVB support services
- Collected FY 2019/2020 county bed tax collection information from competitive markets including Orange, Pinellas, Brevard, Duval, St. Johns, Hillsborough, Miami-Dade; provided data to CVB Finance
- Reviewed/edited Sales industry survey instruments
- Reviewed U.S. Travel Association information re: 2021 COVID-19 Relief Act changes
- American Airlines Seasonal Service support:
 - Distributed news release to all partners on behalf of Daytona Beach International Airport re: seasonal non-stop flights from PHL extended
 - Updated DaytonaBeach.com webpage content, news releases
 - Worked on American Airlines FAM itinerary (Feb. 26-28) for social influencer from Philadelphia, with Daytona Beach International Airport in collaboration with the West Volusia and New Smyrna Beach tourism bureaus
- Reviewed/edited *Beach Blast*, the CVB monthly eNewsletter re: marketing opportunities for tourism partners
- Reviewed CVB calendar, searched community calendars for events; edited/approved submitted events
- Reviewed, responded and/or routed email messages sent to info@DaytonaBeach.com daily
- Attended monthly web development session with Marketing and Simpleview
- Monitored traditional, digital, and social media for tourism-related, CVB-related topics
- Reviewed/edited all CVB consumer and sales eNewsletters
- Monitored all social media platforms, engaged with users, reviewed/edited content for the December and January social media schedule – DBA CVB Facebook, Twitter, Instagram, Pinterest, Sports Daytona Beach Facebook, Twitter, LinkedIn
- Facilitated transition of SproutSocial (social media management platform) to Marketing Specialist

Marketing & Design

Administration

- Meetings: Ad Committee Meeting (1/12), HAAA Board Meeting (1/20), Web Wednesday, weekly status call with The Brandon Agency, monthly Marketing Department, monthly SEO and SEM status call with Simpleview, SeeSource data, Our Last Chance Founders Day Event, Directors’ strategy and planning quarterly meeting, and February Social Media Content Calendar
- Met with Duane Winjum, Plaza Resort & Spa general manager
- Imported reader service responses from multiple publications into CVB database
- Prepared for and provided materials as needed for Advertising Committee (1/12) meeting, HAAA Board meeting (1/20), and Arts, Culture, and Heritage Tourism Committee meeting (2/4)
- Updated partners in CRM and email databases
- Trained staff on Map Widget
- Updated October 2020 OCC/ADR report from Mid-Florida Marketing for ADA compliance and posted

Marketing & Design

- Added “Racing” to January Pay-Per-Click (PPC) campaign
- Reviewed/edited/approved:
 - iHeart Radio :30 and :15 spots
 - “Start Your Engines” campaign social, banner, pre-roll and video ads
 - “Thanks For Entering” (*Atlanta Journal-Constitution*) contest email
 - *Beach Blast*, monthly eNewsletter on CVB marketing opportunities for tourism partners
 - Banner ads for Florida Newspaper Network
 - Hotel Deals eNewsletter

- Partner Outreach eNewsletter and email message
- 2021 Biketoberfest® logo
- Pop-up giveaway banner for DaytonaBeach.com
- Copy/photos for Expedia's promotion page
- Videos for social media: "Arts, Culture & History", "Fishing", "Golf" and "Outdoors"
- The Villages co-op print ad
- Share The Heritage Trail and landing page content
- Start Your Engines paid social video
- Blog post: 5 Local Foods You Must Try When Visiting Daytona Beach
- Iconic Places video for social media use
- Room Availability request form for Speedweeks/Daytona 500
- Bike Week page on DaytonaBeach.com
- Group Sales "Enter to Win" email re: Meetings & Conventions, Sports and Tour & Travel surveys
- Lodging Availability pages on DaytonaBeach.com
- VISIT FLORIDA Georgia Statewide Newspaper campaign
- February Deals and Specials email
- We C.A.R.E. eNewsletter (Group Sales)
- Black History Month blog post
- Spring Family Vacation blog post
- February Lead Ad and Pop-Up Ad
- Black History Month eNewsletter
- Spring Family Beach Break eNewsletter
- Continued working on maps and content for the new "Cars, Craft and Culture – the Ultimate Daytona Beach Trails Guide"
- Finalized Partner Outreach plan
- Coordinated "Free Daytona 500 In-Market Materials for CVB Partners" distribution
- Facilitated quarterly "Think Tank" strategy/planning meeting with CVB directors
- Fulfilled Bike Week photo requests as needed
- Resized images for blog posts, Cvent Headliner banner
- Began building Meetings Hotel information and map for Group Sales
- Met with Ocean Deck re: CVB tourism partner benefits
- Compiled research information re: future RFP
- Requested February Deals, Florida & Georgia resident deals for website
- Approved media buy authorization for Bike Week and March/April consumer campaign
- Reviewed VISIT FLORIDA's research and performance indicators report
- Collected January-March co-op information from partners
- Emailed lodging partners requesting availability for Rolex 24 At Daytona, Daytona 500, and Bike Week
- Produced and distributed January 2021 edition of *Beach Blast*
- Drafted and distributed January Winter Hotel Deals consumer eNewsletter

DaytonaBeach.com

- Updated: business continuity amenities (COVID-19 health and safety), partner listings, partner deals, Partner Gateway
- Worked on adding Open Graph images and titles to webpages
- Created landing pages: Daytona Road Course Weekend, one landing page for all special event availability, Motorsports Trail, Iconic Trail, Monument & Statues Trail, main Trails landing page, Start your Engines campaign, February Deals
- Updated landing pages: availability for the Rolex 24 At Daytona, Daytona 500, Daytona Road Course Weekend, Bike Week, Share the Heritage, special event availability page, Meet the Team page, featured

events page, Hiking & Biking page, Ale Trail, hotel deals, Florida & Georgia deals, homepage, Partner Recovery Toolkit, Deals, Committee page

- Updated listings needed for all the new Trail maps
- Created new tags: map widget, February deals

Analytics

- Pulled analytics for Top 25 markets to visit website (weekly)
- Pulled referral numbers from Daytona International Speedway website to DaytonaBeach.com

Social Media

- Posted Live on Facebook and Instagram for #WaveWednesday
- Reviewed and approved January social media planning calendar
- Made sure the CVB's destination and Sports Daytona Beach social pages began following JVC Tournaments and NIKE Daytona Beach 100 social media accounts
- Posted/shared links to CVB social media pages re: Daytona Beach feature in *Texas Lifestyle Magazine* and *Travel the South Bloggers* (American Airlines FAM)
- Drafted and scheduled February social media content calendar