

Halifax Area Advertising Authority

DATE: December 15, 2020
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update – Period of November 1-30, 2020

Greetings!

As we approach the end of both the calendar year and the first quarter of our fiscal year 2020-2021, we continue to be both challenged and encouraged.

The world of COVID-19 means we, like all destinations, have seen fewer travelers who travel closer to home and plan much later – as well as meetings that are often postponed and sometimes canceled altogether.

Encouraging, however, is how this destination is responding. We just received our October bed tax revenues, a month that included Biketoberfest®. We encouraged everyone who decided to travel in October to visit responsibly. They spent money in our local businesses and helped us to finish the month down just 8.5% in revenues compared to last year.

The efforts of our Sales, Marketing and Communications arms – listed below – detail just some of the activities that will drive business now and into the future. And our Finance staff helps ensure that the dollars are there to support these efforts.

We're all about safety, and "Visit Responsibly" is now an integral part of our messaging. With the COVID vaccinations beginning to roll out, we're encouraged that visitation levels will soon begin to rebound. Visitation fuels this destination's economy, employs its residents and helps local businesses to thrive. To that end, we take our mission very seriously.

This destination has a long and successful history of welcoming visitors – and when they're ready to travel, we look forward to hosting them.

Sunny Regards,

LCB

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

- Per **Volusia County**, in October 2020:
 - Bed Tax Collections (CDT) decreased 8.58% at \$462,978 compared to \$506,429 in October 2019
- Per **STR Report**, in October 2020:
 - Hotel Occupancy (OCC) decreased 10.4% to 47.0%, compared to 52.5% in October 2019
 - Hotel Average Daily Rate (ADR) decreased 2.7% to \$100.56, compared to \$103.32 in October 2019
 - Revenue Per Available Room (RevPar) decreased 12.8% to \$47.28, compared to \$54.21 in October 2019

Finance & Human Resources

- Completed the external audit for FY 2019/2020 with James Moore & Co.
- 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	10	0	2
Sports	0	1	3

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

Site visits hosted

- Conducted a site visit with Rebound Retreat

Tradeshows, industry events attended

- Attended: Tallahassee Women's Summit with Florida Society Account Executives

Meetings attended

- Held pre-convention meeting with NorthStar re: EsportsTravel Summit 2022

Conference call meetings

- Conference call with Florida Society of Account Executives re: January Tallahassee Round Table

Prospecting calls/emails

- Prospected with: Mirion Technology, Roundtree Family Reunion, National Montford Point Marine Association, American Wine Society, Phi Kappa Sigma Fraternity, Foundation for Information Technology Education, Florida Association of Theatre Education, Portman Management, Association of Salvage DaNang Veterans Association, Fraternal Order of Eagles, Military Order of the Purple Heart, Florida Coordinating Council for the Deaf and Hard of Hearing, Florida Department of Transportation, Destinations Link Hospitality, Oki-Thai Signal Military Reunion, Optimist International, Frito Lay, Property and Evidence Association of Florida – Regional Conference, Just Between Friends, National Council of Corvette Clubs, Florida Police Accreditation Coalition, Southern Transportation Civil Rights, National Pan-Hellenic Council, Navy Seabees Veterans of America, Florida Department of Children and Families, Florida Association of Speech-Language Pathologists and Audiologists, Southeast All-American Soccer, Cowart Sports, EDR Marketing, Lyke Foundation, Lads to Leaders, Student Leadership, Orlando Lacrosse Club, Athletes Unlimited, and The Navigators

Convention Services

- Services provided to: National Christian Educators, National Association of Tax Professionals, DanceMakers, Challenge Daytona, Florida Athletic Coaches Association Baseball/Softball Clinic, Florida Athletic Coaches Association Spring Clinic, Florida Winter Festival, Fire Rescue East, Ministers' Retreat, Florida Holiday Challenge, Daytona Beach 100, Racing Promotions Monthly (RPM) Workshop, and ACE Gymnastics
- Continued to monitor group business on cancelations or postponements and track in the canceled business economic impact report re: COVID-19
- Entered assists for groups rescheduling due to COVID-19
- Continued to work with the Ocean Center re: imputing their lost business for CVB
- Worked with hotel partners on canceled and postponed groups due to COVID-19

Group Sales Coordination

- Continued to work on incentive spreadsheet
- Scrubbed CVB databases
- Reviewed and revised 2020/2021 travel schedule
- Designed "Partner Spotlight" for database messaging
- Monitored sales manager email
- Distributed Cvent leads to appropriate sales manager and updated Cvent content
- Worked with Meetings, Sports and Tour & Travel Advisory Committee chairs on December 2020 meetings

- Updated website with Meetings & Conventions, Tour & Travel and Sports Advisory Committee information

Administrative

- Continued efforts on the Group Sales 2/3 phase plan re: COVID-19 to include market specific messaging utilizing “breakouts” from virtual FAM including meeting hotels and venues, sports facilities, hotels for the trade market, messaging for all sales platforms
- Continued work on weekly messaging to Group Sales database and tradeshow databases
- Continued work on scheduling partner spotlight opportunities via CVB weekly message
- Continued work on LinkedIn, Cvent and website profiles
- Continued efforts to obtain hot dates and deals to post on meeting planner sites, i.e., Cvent, Meeting Pro, Arrowhead, etc.
- Negotiated reduced cost, adjusted payment schedules, and/or free cancellations for the Tallahassee January Roundtable and Religious Conventions Meetings Association (RCMA)
- Updated job description for the open sales manager position, conducted interviews, and finalized sales manager job offer
- Hosted monthly partner call presented by AAA re: trends and initiatives

Tour & Travel

- Deployed messaging to the Tour & Travel database
- Continued ongoing research and conference calls re: international travel post COVID-19
- Continued ongoing efforts to spotlight partners interested in the trade to help showcase their hotels/ attractions to drive future business
- Conducted bi-monthly call with HAT Marketing
- Coordinated a AAA partner call re: Florida and Canadian travel trends, new AAA hotel designations

Partner Liaison

- Updated account and contact records in Simpleview member/partner
- 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:
 - Represented the CVB during daily and weekly collaborative efforts with county, city, health, industry, and community agencies and leaders
 - 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
 - Communicated regularly with CVB tourism partners and updated staff
 - Reviewed/edited website content, marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
 - Monitored media coverage, responded to inquiries (media, 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
- Monitored tropical weather (TS ETA) and kept CVB Staff updated as needed
- Provided PR support to, and/or updated DaytonaBeach.com content for: Ocean Center, ONE DAYTONA, Athens Theatre, Ormond Mainstreet, City of Daytona Beach, Bandshell LIVE! performances, Daytona International Speedway, The Brandon Agency, Challenge Daytona, EsportsTravel Summit, Speedway Indoor Karting (SIK) Daytona, Daytona Turkey Run, Racing's North Turn, City of Ormond Beach/Mainstreet Ormond,

Ocean Art Gallery, Volusia County, DeBary Hall, Hilton Daytona Beach Oceanfront Resort, Daytona Tortugas, Charles McCool (travel writer), Magic of Lights™

- Provided information about lodging, sports facilities, sports events hosted in the destination, attractions and more to SportsEvent Magazine
- Provided beach images to VISIT FLORIDA for a news release on best places to vacation in Florida with beautiful outdoor spaces
- Worked on American Airlines FAM with Daytona Beach International Airport in collaboration with West Volusia and New Smyrna Beach tourism bureaus
- Monitored all social media platforms, engaged with users, reviewed/edited content for the December social media schedule – DBA CVB Facebook, Twitter, Instagram, Pinterest, Sports Daytona Beach Facebook, Twitter, LinkedIn
- Updated “Open on Thanksgiving Day” dining webpage; distributed copy to lodging partners via email
- Revised and recorded new greetings for the CVB phone system
- DaytonaBeach.com: Holiday Deals, Thanksgiving Deals, New Year’s Deals, Open on Thanksgiving, Open on Christmas, Veterans Day Celebrations countywide, Transportation
- Reviewed/edited upcoming blog posts with The Brandon Agency
- Produced and distributed Media Release: Wide Open Spaces and Fun Places in Daytona Beach
- Presented at Advertising Advisory Committee meeting (11/10) and HAAA Board Meeting (11/18)
- Participated in marketing specialist candidate interviews
- Reviewed/edited drafts of the CVB’s Event Funding Grant Guidelines, Application and Recap Report with Marketing
- Reviewed CVB calendar, searched community calendars, and edited/approved submissions as appropriate; added links to recent positive earned media coverage
- 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
- Wrote BEACH BLAST, the CVB monthly eNewsletter re: marketing opportunities for tourism partners
- Reviewed/edited CVB consumer and sales eNewsletters
- Southeast Tourism Society’s webinar: LinkedIn Best Practices for Hospitality Professionals

Marketing & Design

Administration

- Meetings: Web Wednesday, weekly status call with The Brandon Agency, Halifax Heritage Byway, Marketing Department, City of Daytona Beach Bike Week/Biketoberfest® Master Plan, Group Sales call with partners and AAA, monthly SEO call with Simpleview, and data review with See Source
- Prepared for and facilitated the Advertising Advisory Committee meeting (11/10)
- Prepared for and presented at the HAAA Board meeting (11/18)
- Prepared for Human Resources Committee meeting
- Imported reader service responses from multiple publications into Simpleview
- Updated partners in Simpleview and MailChimp
- Finalized list of future meetings (2020-2021) for the County, committees and website
- Provided partners with information re: promotion the Airport is conducting with American Airlines in Philadelphia and Dallas
- Interviewed potential candidates for Marketing Specialist position; made formal offer to candidate
- Edited Event Funding Guidelines, Application and Recap Report documents
- Met with iHeartRadio re: review new media opportunities

Marketing & Design

- Worked on the September/October/November 2020 Collateral Source by State reports
- Collected and distributed co-op information from partners

- Provided aerial images for VISIT FLORIDA editorial request
- Photographed/shot video for Veterans Day and Thanksgiving
- Reviewed/edited/approved:
 - Thanksgiving eNewsletter with events
 - Beach Blast
 - Executive Update
 - Short videos to target car enthusiast audience
 - Atlanta Journal Constitution (AJC) contest landing page and email blast to database
 - Brian Regan ticket giveaway social ads
 - November Military Month Deals ads and eNewsletter
 - Pre-roll video of Wide. Open. Fun.
 - November Lead Ad and Pop-up
 - Priceless Staycation eNewsletter
 - Holiday Gift Guide & Deals eNewsletter
 - Orlando Sentinel print ad (12/6)
- Reviewed December social media calendar
- Filmed Wave Wednesdays for Facebook and Instagram Live
- Provided Daytona Beach International Airport (DBIA) with video clips for TV spots they are producing to promote American Airlines Dallas and Philadelphia flights; scheduled to share DBIA social media posts; collected items for goodie bags; requested hotel stays for sweepstakes
- Submitted 92.3FM contest certificates

DaytonaBeach.com

- Updated: business continuity amenities, partner listings, and the Partner Gateway re: co-ops
- Updated landing pages: Thanksgiving, Christmas, and New Year's deals; restaurants open on Thanksgiving and Christmas; Web Cam; homepage; meetings; and jobs
- Added images and titles to pages without Open Graph information
- Updated navigation for Featured Events
- Researched other DMOs websites re: promoting DMO eNewsletters; added FREE Guide and eNewsletter icons to the header images on the main navigation and several landing pages

Analytics

- Pulled analytics: Top 25 markets to visit website in November; reviewed September 2020 STR Report

Social Media

- Posted live on Facebook for Wave Wednesday

Webinars/Training/Education

- Southeast Tourism Society's webinar: LinkedIn Best Practices for Hospitality Professionals; shared ideas with CVB Directors
- Attended Daytona Beach Advertising Federation (virtual) lunch and learn