

# Halifax Area Advertising Authority (HAAA)

**DATE:** February 7, 2022

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

**RE:** Executive Update – Period of January 1-31, 2022

## Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in December 2021:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 87.1% at \$682,804 compared to \$365,016 in December 2020.
- Per the STR Report, in December 2021:
  - **Hotel Occupancy (OCC)** increased 33.9% to 51.5%, compared to 38.5% in December 2020
  - **Hotel Average Daily Rate (ADR)** increased 29.4% to \$119.69, compared to \$92.51 in December 2020
  - **Revenue Per Available Room (RevPar)** increased 73.2% to \$61.64, compared to \$35.58 in December 2020

## 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*
	Jan 2022 / Fiscal YTD	Jan 2022 / Fiscal YTD	Jan 2022 / Fiscal YTD
<b>Meetings &amp; Conventions</b>	31 / 105	1 / 24	2 / 4
<b>Sports</b>	8 / 21	1 / 3	3 / 10

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

- Attended industry tradeshows: American Bus Association, Florida Society of Account Executives Meeting Planner Roundtable, CVBs of Florida Tallahassee Meeting Planner Program, Florida Huddle, Florida Encounter, and Society of Government Meeting Planners Central Florida Chapter Meeting that covered the association, government, corporate, and travel trade markets
- Conducted two area site visits covering the sports and travel trade markets
- Conducted six conference calls and in-person meetings with meeting/event planners and sports-rights holders

- Conducted 35 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 25 groups

## Communications

- News Release: What's New in 2022 in Daytona Beach
- Blog Posts:
  - Top 5 Reasons to Play New Smyrna Beach Golf Course
  - Romantic Options for Every Interest – 5 Cupid-Approved Date-Night Itineraries in Daytona Beach
  - Attention Art Lovers – Can't Miss Upcoming Exhibitions in Daytona Beach
  - 12 Places to Explore the Daytona Beach Area by Kayak or Canoe
- Worked on MMGY Strategic Planning project
- Worked with Laurie Rowe Communications to host two top-tier travel writers in-market (Jan. 11-14) for a familiarization tour (FAM) of the Daytona Beach and Volusia County area
- Added additional images to the CVB MEDIA GALLERY (on DaytonaBeach.com) for use by tourism partners and meeting/event planners

## Marketing & Design

- Worked with The Brandon Agency to place \$305,635 digital and traditional media that delivered 21+ million digital and paid media impressions; video completion rate of 81%; 3,536 Vacation Guide downloads/views/by mail; 932 enter-to-win pop-up leads; 352 eNewsletter sign-ups; 5,656 Facebook leads; and 38,871 Places To Stay referrals
- Generated 428,208 website sessions; sent 500+ Vacation Guides to AAA offices (requests); spent \$15,000 in Pay-Per-Click (Google and Microsoft)
- Distributed three eNewsletters:
  - Discover a World of Outdoor Adventures in Daytona Beach (consumers)
  - Plan for Bike Week 2022 (consumers)
  - Beach Blast (Tourism Partners)
- Created 92 posts on the 16 CVB social media channels
- Connected with 1,235 tourism partners through communications, emails and meetings (Partner Outreach)