

Halifax Area Advertising Authority (HAAA)

DATE: February 13, 2023

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

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

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in December 2022:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 3.0% at \$703,571 compared to \$ 682,804 in December 2021.
- Per the STR Report, in December 2022:
 - **Hotel Occupancy (OCC)** increased 4.1% to 50.5%, compared to 48.5% in December 2021
 - **Hotel Average Daily Rate (ADR)** increased 8.3% to \$130.63, compared to \$120.64 in December 2021
 - **Revenue Per Available Room (RevPar)** increased 12.7% to \$66.00, compared to \$58.57 in December 2021

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 2023/ Fiscal YTD	January 2023/ Fiscal YTD	January 2023/ Fiscal YTD
Meetings & Conventions and Sports	43/152	9/33	7/18
Tour & Travel	3/8	n/a	n/a

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

- Attended industry events: Meeting Professionals International (MPI) Central Florida Chapter, Meeting Professionals International (MPI) North Florida Chapter, Florida Society of Account Executives (FSAE) Roundtable, Sports Express, Religious Conference Management Association (RCMA) Emerge, and Independent Planners Education Conference (IPEC).
- Conducted 3 area site visits covering the corporate and association markets.
- Conducted 6 conference call and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 18 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 33 groups.

Communications

- Blog Posts:
 - Top Tips for Planning the Perfect Winter Getaway in Daytona Beach
 - 6 Daytona Beach Attractions to Explore During Black History Month
 - 9 Ways to Spend a Winter Vacation in Daytona Beach
 - Knockout Restaurants You'll Fall in Love with this Valentine's Day
 - Five Can't-Miss Events this Spring in Daytona Beach
- Releases:
 - Daytona Beach Area CVB to Host Next Community Tourism Listening Session on Feb. 21
- Planned and hosted influencers Matt and Natalie Houston (Adventures of Matt and Nat)
- Continued work with MMGY on Resident Sentiment Survey
- In collaboration with Kingfish Communications, hosted Golf FAM with writers Glen Turk and Brian Weis

Marketing & Design

- Worked with The Zimmerman Agency to place \$877,195.88 in digital and traditional media, which drove 1.7+ million page views to DaytonaBeach.com, 2,704 Vacation Guide downloads/view/by mail, 1,148 enter to win pop-up, 728 eNewsletter signups, 22,276 partner referrals, 1,356 coupon referrals.
- Distributed four eNewsletters:
 - Discover What's New for the New Year in Daytona Beach
 - Don't Miss Out on First Quarter Fun In Daytona Beach
 - Get Your Motor Runnin' and Head to the 82nd Annual Daytona Beach Bike Week
 - Beach Blast (January 2023)
- Created 77 posts across CVB's social media channels
- Connected with 2,352 tourism partners through communications, emails, meetings (Partner Outreach)