

Halifax Area Advertising Authority (HAAA)

DATE: June 10, 2024

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

RE: Executive Update – Period of May 1-31, 2024

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in April 2024:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 0.9% to \$1,116,315 compared to \$1,126,179 in April 2023.
- Per the STR Report, in April 2024:
 - **Hotel Occupancy (OCC)** increased 1.0% to 64.5%, compared to 63.9% in April 2023
 - **Hotel Average Daily Rate (ADR)** decreased 5.9% to \$157.62, compared to \$167.57 in April 2023
 - **Revenue Per Available Room (RevPar)** decreased 5.0% to \$101.71, compared to \$107.09 in April 2023

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*
	May 2024/ Fiscal YTD	May 2024/ Fiscal YTD	May 2024/ Fiscal YTD
Meetings & Conventions and Sports	38/279	5/58	3/22
Tour & Travel	4/37	2/11	n/a

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

- Attended industry events HelmsBriscoe Annual Business Conference, Meeting Professionals International World Education Congress (CVB/Ocean Center), Florida Sports Foundation Summit, International Pow Wow (IPW), and Canada Roadshow (CVB/VISIT FLORIDA).
- Conducted 3 area site visits covering the meetings, sports and tour and travel market.
- Conducted 17 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 30 prospecting calls and 169 sales activity communications (all markets).
- Provided convention and meeting support services to 9 groups.

Communications

- Press releases distributed:
 - Memorial Day Ceremonies, Concerts, Baseball Make Up Busy Holiday Weekend in Daytona Beach Area
 - Daytona Beach Area CVB Recognizes Area Businesses and Attractions with Visitors' Choice Awards
- Blog Posts:
 - 10 Kid-Friendly Activities to Enjoy in Daytona Beach
 - 4 Hot Reasons to Visit Daytona Beach on July 4th Weekend
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach (update)
- In partnership with VISIT FLORIDA, FAM Planning for hosting Content Creators in June
- Hosted Community Listening Session at the Daytona Regional Chamber
- Executive Director presentation at the Volusia County Elected Officials Roundtable event

Marketing & Design

- Worked with The Zimmerman Agency to place \$779,375 in digital and traditional media, which drove 1,641,969 page views to DaytonaBeach.com, 1,760 Destination Guide downloads/views/by mail, 714 eNewsletter signups, 42,906 partner referrals, 2,785 coupon referrals
- Distributed four eNewsletters:
 - Your Summer Starts in Daytona Beach
 - Say Hello to Summer in Daytona Beach
 - Score Two Legendary Harley's Plus More
 - *Beach Blast – May 2024*
- Created 127 posts across CVB's social media channels
- Connected with 2,376 tourism partners through communications, emails, and meetings (Partner Outreach)
- Biketoberfest®: Sponsorship and launch of digital advertising
- Event harvesting: Subiefest (a gathering of Subaru owners), Mopar's at the Beach, Concourse
- Connected with 239 people regarding Tourism Event Marketing