

# Halifax Area Advertising Authority (HAAA)

**DATE:** December 13, 2022

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

**RE:** Executive Update – Period of November 1-30, 2022

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

- Per Volusia County, in October 2022:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 5.3% at \$ 769,672 compared to \$ 730,901 in October 2021.
- Per the STR Report, in October 2022:
  - **Hotel Occupancy (OCC)** increased 3.7% to 56.2%, compared to 54.2% in October 2021
  - **Hotel Average Daily Rate (ADR)** increased 5.9% to \$137.54, compared to \$129.89 in October 2021
  - **Revenue Per Available Room (RevPar)** increased 9.8% to \$77.34, compared to \$70.46 in October 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*
	November 2022/ Fiscal YTD	November 2022/ Fiscal YTD	November 2022/ Fiscal YTD
<b>Meetings &amp; Conventions</b>	25/66	8/12	1/4
<b>Sports</b>	10/18	3/3	4/6

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

- Attended industry events: World Travel Market (WTM), Ontario Motor Coach Association (OMCA)
- Conducted 4 area site visits covering the Sports, Faith, and Association markets.
- Conducted 8 conference call and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 27 prospecting calls and e-mail messages (all markets).
- Provided convention and meeting support services to 25 groups.

## Communications

- Blog Posts:
  - Don't Wait – Start Planning Your Thanksgiving in Daytona Beach
  - Kick Your 2023 into High Gear with Speed Season in Daytona Beach
- Releases:
  - Daytona Beach Area to Offer Plenty of Activities to Celebrate the Holidays
  - Daytona Beach Area CVB to Host Third Community Tourism Listening Sessions On Nov. 22
- Tropical Storm Nicole media inquiries and messaging
- Hosted third Community Tourism Listening Session
- Submitted materials on Black History Month and Black-owned Businesses to Visit Florida

## Marketing & Design

- Worked with The Zimmerman Agency to adjust media placements and messaging after Storm Nicole. Digital, traditional, and organic media drove 439,174 page views to DaytonaBeach.com, 734 Vacation Guide downloads/views/by mail, 592 enter to win pop-up, 222 eNewsletter signups, 11,148 partner referrals, 307 coupon referrals.
- Distributed three eNewsletters:
  - Hello from Sunny Daytona Beach!
  - Make it a December to Remember in Daytona Beach
  - Beach Blast (Marketing Opportunities for CVB Partners)
- Created 75 posts across CVB's social media channels
- Connected with 2,543 tourism partners through communications, emails, meetings (Partner Outreach)
- Provided partners post storm information, messaging, and content for their marketing efforts.