

Halifax Area Advertising Authority (HAAA)

DATE: December 14, 2023

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

RE: Executive Update – Period of November 1-30, 2023

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in October 2023:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 9.7% at \$694,781 compared to \$769,672 in October 2022.

- Per the STR Report, in October 2023:
 - **Hotel Occupancy (OCC)** decreased 15.0% to 49.4%, compared to 58.1% in October 2022
 - **Hotel Average Daily Rate (ADR)** decreased 1.3% to \$128.65, compared to \$130.39 in October 2022
 - **Revenue Per Available Room (RevPar)** decreased 16.1% to \$63.59, compared to \$75.81 in October 2022

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 2023/ Fiscal YTD	November 2023/ Fiscal YTD	November 2023/ Fiscal YTD
Meetings & Conventions and Sports	23/62	6/10	1/12
Tour & Travel	7/9	n/a	n/a

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

- Attended industry events: World Travel Market Partner (WTM), Sports Express LBGTQ+, National Tour Association (NTA) and Connect Faith.
- Conducted 4 area site visits covering the meetings, sports and tour and travel market.
- Conducted 11 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 38 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 1 group.
- Conducted Group Sales Advisory meetings for Tour and Travel, Meetings and Conventions and Sports.

Communications

- Press releases distributed:
 - Busy Holiday Season Planned in the Daytona Beach Area
- Blog Posts:
 - 10 Can't Miss Gifts for the Daytona Beach Lovers on Your List (update)
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach (update)
 - Birds, Turtles, Manatees – Discover Abundant Wildlife in Daytona Beach (update)
 - 4 Best Birding Excursions Near Daytona Beach (update)
- In collaboration with VISIT FLORIDA, hosted Colombian content creator Christian Byfield for three-day FAM visit
- Provided local media support for Welcome to Rockville concert lineup announcement and Sunshine Slam basketball tournament and participated in tourism outlook interviews with WFTV Ch. 9 ABC, WESH Ch. 2 NBC and the Daytona Beach News-Journal
- Participated in speaking engagements with New Horizon's Women's Club and Seabreeze High School hospitality classes and hosted Community Listening Session at the Cici and Hyatt Brown Museum of Art

Marketing & Design

- Worked with The Zimmerman Agency to place \$518,120 in digital and traditional media, which drove 808,816 page views to DaytonaBeach.com, 1,135 Destination Guide downloads/views/by mail, 661 eNewsletter signups, 43,234 partner referrals, 2,721 coupon referrals
- Distributed five eNewsletters:
 - Check out These Fall-tastic Getaway Deals!
 - Take Home BOTH Harley-Davidson Motorcycles Plus More!
 - Have Yourself A Merry Daytona Beach Getaway
 - Gift Yourself A Daytona Beach Holiday!
 - *Beach Blast* – November 2023
- Created 100 posts across CVB's social media channels
- Connected with 2,343 tourism partners through communications, emails, and meetings (Partner Outreach)
- Biketoberfest® Event Wrap-Up: Gathering of all data points for post-event reporting, developing 2024 sponsorship list, visitors profile concluded and reviewed
- Continuation of event harvesting for 2024 event funding candidates