

Halifax Area Advertising Authority (HAAA)

DATE: October 13, 2021

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

RE: Executive Update – Period of September 1-30, 2021

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in August 2021:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 59.5% at \$884,046 compared to \$554,409 in August 2020.
- Per the STR Report, in August 2021:
 - **Hotel Occupancy (OCC)** increased 16.5% to 57.8%, compared to 49.6% in August 2020
 - **Hotel Average Daily Rate (ADR)** increased 31.0% to \$142.47, compared to \$108.76 in August 2020
 - **Revenue Per Available Room (RevPar)** increased 52.8% to \$82.40, compared to \$53.93 in August 2020

Finance & Human Resources

- Facilitated open enrollment with employees for 2021-2022 benefit plans
- Reviewed budget vs. actual transactions for directors to review ahead of fiscal year end
- 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*
	Sept 2021 / Fiscal YTD	Sept 2021 / Fiscal YTD	Sept 2021 / Fiscal YTD
Meetings & Conventions	23 / 162	5 / 25	2 / 43
Sports	4 / 54	2 / 14	2 / 29

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

- Attended two tradeshow:
 - Conference Direct Annual Partner Meeting, a third-party planner tradeshow covering the national association, corporate, specialty, and sports markets
 - Small Market Meetings, covering the association, corporate, specialty and other markets that focus on meeting in tier two and three destinations
- Hosted Florida Society of Account Executives Meeting Planner Roundtable luncheon with meeting hotel partners

- Conducted one area site visit covering the national association market
- Conducted 22 conference calls and in-person meetings with meeting/event planners and sports-rights holders
- Conducted 81 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 31 groups

Communications

- News Release: 2021 Biketoberfest® Motorcycle Rally October 14-17 in Daytona Beach
- Blog Posts:
 - 'Tis the Season! 4 Fabulous Fall Cocktails to Enjoy During Your Daytona Beach Vacation
 - 5 Local Coffee Shops for When you Need Pumpkin Spice & Everything Nice
 - Where to Find all the Tricks & Treats This Halloween in Daytona Beach
 - 10 Things you Always Want to Pack in Your Beach Bag
 - Daytona Beach Famous Natives and Noteworthy Visitors
- Worked on Strategic Planning consultant services project
- Produced and distributed *Tourism Today*, the CVBs eNewsletter highlighting tourism industry news and accomplishments

Marketing & Design

- Hosted the CVB's annual Tourism Partner Day September 17; a virtual event that showcased the 2021-22 Marketing Plan, rolled out new co-op advertising opportunities, and featured keynote speaker Paul McLeod with Simpleview on "Decoding Your Google Analytics"
- Facilitated Advertising Advisory Committee Meeting: confirmed data partner, reviewed August campaign results, approved additional \$80,184 for the Q1 Media Plan
- Worked with The Brandon Agency to place \$524,945 digital and paid social media that delivered 17.5 million+ impressions; and resulted in a video completion rate of 74%; 2,538 Vacation Guide downloads/views/by mail; 1,058 enter-to-win pop-up entries; 510 eNewsletter signups; 16,108 tourism partner referrals; and 1,718 coupon referrals; and spent \$15,000 in Pay-Per-Click (Google and Bing)
- Distributed four eNewsletters:
 - Weekday Beach Days
 - Fall Festivals in Daytona Beach
 - Hotel Deals
 - Discover Hidden Gems
- Created 140 posts across all the CVB's social media channels and a new restaurant video