

# Halifax Area Advertising Authority (HAAA)

**DATE:** October 8, 2024  
**FROM:** Lori Campbell Baker, Executive Director  
Daytona Beach Area Convention & Visitors Bureau (CVB)  
**RE:** Executive Update – Period of September 1-30, 2024

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

- Per Volusia County, in August 2024:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 3.3% to \$832,796 compared to \$806,075 in August 2023.
- Per the STR Report, in August 2024:
  - **Hotel Occupancy (OCC)** increased 1.6% to 54.1%, compared to 53.2% in August 2023
  - **Hotel Average Daily Rate (ADR)** decreased 2.7% to \$135.23, compared to \$139.00 in August 2023
  - **Revenue Per Available Room (RevPar)** decreased 1.1% to \$73.14, compared to \$73.96 in August 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*
	September 2024/ Fiscal YTD	September 2024/ Fiscal YTD	September 2024/ Fiscal YTD
<b>Meetings &amp; Conventions and Sports</b>	35/407	8/84	0/26
<b>Tour &amp; Travel</b>	2/50	1/14	n/a

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

- Attended industry event: TEAMs.
- Conducted 6 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 156 prospecting calls and 305 sales activity communications (all markets).
- Provided convention and meeting support services to 6 groups.

## Communications

- Press releases distributed:
  - Daytona Beach Area CVB Receives Flagler Award at 2024 Florida Governor's Conference on Tourism
  - Daytona Beach Area Boasts A Full Slate of Fall Festivals
  - MotoPassport Scavenger Hunt Returns to Biketoberfest® Mobile App
  - Daytona Beach Area CVB Launches Fall Fine Dining Days
- Blog Posts:
  - Visitors Can Discover Delicious Dishes at These Ormond Beach Area Restaurants
  - Celebrate Veterans All November Long in Daytona Beach
  - Completed updates and refreshed material on three existing blog posts
- Hosted travel journalist Mitch Maley from the Bradenton Times for a three-day FAM visit
- Hosted Ambassador Rendezvous at Pictona at Holly Hill
- Hosted Information Session and spoke to the students in the Hospitality and Management Department at Bethune-Cookman University

## Marketing & Design

- Worked with The Zimmerman Agency to place \$874,005 in digital and traditional media, which drove 1,872,578 page views to DaytonaBeach.com, 590 Destination Guide downloads/views/by mail, 241 eNewsletter signups, 16,885 partner referrals, 1,078 coupon referrals.
- Distributed three eNewsletters:
  - MotoPassport Scavenger Hunt Returns to Biketoberfest® for Second Year
  - Elevate Your Daytona Beach Vacation Experience with Fall Fine Dining Days
  - LAST DAY TO ENTER: Win a Dream Harley Getaway & Experience Daytona Like Never Before!
- Created 164+ posts across CVB's social media channels.
- Connected with 2,143 tourism partners through communications, emails, and meetings (Partner Outreach).
- Biketoberfest®: Sponsorship deliverables (push notifications, social media posts, eNewsletters, printed material) and digital advertising (Ocean Deck, Bagger Nationals, Dick's Last Resort)
- Event harvesting: Sunbeam 1000 to Daytona (2027) and Daytona Arts Fest (2025)