

Halifax Area Advertising Authority (HAAA)

DATE: November 11, 2024

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

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

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in September 2024:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 7.5% to \$568,733 compared to \$614,657 in September 2023.
- Per the STR Report, in September 2024:
 - **Hotel Occupancy (OCC)** decreased 0.1% to 45.7%, compared to 45.8% in September 2023
 - **Hotel Average Daily Rate (ADR)** decreased 7.5% to \$108.36, compared to \$117.18 in September 2023
 - **Revenue Per Available Room (RevPar)** decreased 7.7% to \$49.51, compared to \$53.62 in September 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*
	October 2024/ Fiscal YTD	October 2024/ Fiscal YTD	October 2024/ Fiscal YTD
Meetings & Conventions and Sports	32/422	3/48	1/26
Tour & Travel	2/65	0/14	n/a

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

- Attended industry event: IMEX and MPI Orlando Luncheon.
- Conducted 4 area site visits covering the meetings, sports and tour and travel market.
- Conducted 5 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 129 prospecting calls and 320 sales activity communications (all markets).
- Provided convention and meeting support services to 6 groups.

Communications

- Press releases distributed:
 - 32nd Annual Biketoberfest® Rally Update: Many Daytona Beach Area Businesses/Venues Ready to Proceed
 - Where to Salute Veterans in November in the Daytona Beach Area
 - Daytona Beach Area CVB to Host Next Community Tourism Listening Session on Nov. 12 at Pictona At Holly Hill
 - Daytona Beach Area CVB Earns Silver Magellan Award
- Blog Posts:
 - 6 Ways to Celebrate Christmas in Daytona Beach
 - 5 Great Reasons Visit Daytona Beach in the Fall
 - Daytona Beach International Airport Makes Flying a Breeze for Daytona Beach Area Travelers
- Responded to post-hurricane and Biketoberfest® media inquiries
- Hosted Content Creators Aiken Adventures at the Daytona Aquarium & Rainforest Adventure
- Hosted Information Session with KW Reality and with the Gator Club/UF Students

Marketing & Design

- Worked with The Zimmerman Agency to place \$431,803 in digital and traditional media, which drove 1,664,862 page views to DaytonaBeach.com, 609 Destination Guide downloads/views/by mail, 454 eNewsletter signups, 18,513 partner referrals, 1,043 coupon referrals.
- Distributed three eNewsletters:
 - Hot Deals – Veterans & Active Military Deals
 - Hot Deals – Fall Vacation Deals
- Created 274+ posts across CVB's social media channels.
- Connected with 2,662 tourism partners through communications, emails, and meetings (Partner Outreach).
- Biketoberfest®: Post-event report
- Event harvesting: Sunbeam 1000 to Daytona (2027) and Daytona Arts Fest (2025)