

Halifax Area Advertising Authority

DATE: May 10, 2021
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update – Period of April 1-30, 2021

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in March 2021:
 - Bed Tax Collections (CDT) increased 74.7% at \$1,298,266 compared to \$743,003 in March 2020
- Per the STR Report, in March 2021:
 - Hotel Occupancy (OCC) increased 58.4% to 80.5%, compared to 50.8% in March 2020
 - Hotel Average Daily Rate (ADR) increased 3.3% to \$150.41, compared to \$145.64 in March 2020
 - Revenue Per Available Room (RevPar) increased 63.6% to \$121.10, compared to \$74.01 in March 2020

Finance & Human Resources

- Reviewed budget vs. actual transactions for directors to review and adjust
- 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*
Meetings & Conventions	10	2	0
Sports	5	1	4

**Assists are referrals and/or convention services for hotel partners*

- Conducted seven Daytona Beach area site visits (Florida Association, Specialty markets)
- Attended five tradeshow/industry events
- Conducted 13 conference calls and two in-person meetings (Florida Association, Sports and international markets)
- Conducted 55 prospecting calls/email (all markets)
- Provided convention services to 16 groups (all markets)
- Facilitated the Meetings & Conventions, Sports, and Tour & Travel advisory committee meetings

Communications

- News Releases:
 - NCA & NDA Collegiate Championship Celebrates 25 Years in Daytona Beach
 - Celebrating National Travel and Tourism Week in Volusia County
- Blog Posts:
 - For a Uniquely Daytona Beach Adventure, Hit These Themed Area Trails (new)
 - This Mother's Day, Treat Mom to Fun in the Sun in Daytona Beach (new)
 - 6 Reasons to Choose Daytona Beach for Your 2021 Summer Getaway (new)
 - Turtle-topia Time: Dos and Don'ts for Safe Sea Turtle Viewing (updated)
 - Unforgettable Finishes – Daytona Beach's Top 5 18th Holes (new)
- Started working with Laurie Rowe Communications (destination overview, media room, travel media strategy)
- Presented on behalf of the CVB at the quarterly meeting of the Tourism Development Council

- Revised the Tourism Accommodations Planning Calendar 2021-2022 and distributed it to all CVB lodging partners, along with a list of upcoming area events (May-July)

Marketing & Design

- Worked with The Brandon Agency to place \$422,000 in digital and traditional media delivering 17 million impressions; Expedia's media buy yielded \$1.9 million in gross hotel revenue (10,700 room nights) – a 39-to-one return on ad spend
- Launched new “Perception” campaign in the Orlando market
- Integrated ADARA's pixel to track advertising campaign all the way to hotel bookings
- Developed and distributed three eNewsletters:
 - Hot Hotel Deals
 - Make it a Mother's Day to Remember in Daytona Beach
 - Seize the Summer with Some Daytona Beach fun!
- Created new “Family Attractions” video and updated the Meetings & Convention video