

# Halifax Area Advertising Authority (HAAA)

**DATE:** May 10, 2024  
**FROM:** Lori Campbell Baker, Executive Director  
Daytona Beach Area Convention & Visitors Bureau (CVB)  
**RE:** Executive Update – Period of April 1-30, 2024

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

- Per Volusia County, in March 2024:
  - **Convention Development (Bed) Tax Collections (CDT)** decreased 3.9% to \$1,556,899 compared to \$1,620,461 in March 2023.
- Per the STR Report, in March 2024:
  - **Hotel Occupancy (OCC)** decreased 4.0% to 71.0%, compared to 74.0% in March 2023
  - **Hotel Average Daily Rate (ADR)** decreased 8.0% to \$177.77, compared to \$193.31 in March 2023
  - **Revenue Per Available Room (RevPar)** decreased 11.7% to \$126.26, compared to \$143.04 in March 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*
	April 2024/ Fiscal YTD	April 2024/ Fiscal YTD	April 2024/ Fiscal YTD
<b>Meetings &amp; Conventions and Sports</b>	42/241	4/53	4/18
<b>Tour &amp; Travel</b>	1/32	0/9	n/a

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

- Attended industry events Connect Spring Marketplace, Conference Direct, PCMA (Professional Convention Management Association)/Destinations International Power of Purpose Showcase, Sports ETA and MPI North Florida Golf Tournament.
- Conducted 3 area site visits covering the meetings, sports and tour and travel market.
- Conducted 8 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 23 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 8 groups.

## Communications

- Press releases distributed:
  - Daytona Beach Area Ready to Welcome NCA & NDA Collegiate Championship
  - P1 AquaX USA Kicks Off Season in Daytona Beach Area on April 20-21
  - RDA National Festival Coming to Daytona Beach on April 24-27
  - Daytona Beach Area CVB to Host Next Community Listening Session on May 14
- Blog Posts:
  - Celebrate Memorial Day Weekend in Daytona Beach
  - 6 Cool Ways to Spoil Dad on Father's Day in Daytona Beach
  - The Family Guide to Summer Fun in Daytona Beach
- In collaboration with Kingfish Communications, hosted Golf Media FAM with four travel journalists on April 21-23
- Responded to media inquiries on NCA/NDA Championships
- Executed speaking engagements at the Daytona Chamber Tuesday Leads Group and Ormond By The Seas Lions Group

## Marketing & Design

- Worked with The Zimmerman Agency to place \$589,970 in digital and traditional media, which drove 1,569,441 page views to DaytonaBeach.com, 1,922 Destination Guide downloads/views/by mail, 983 eNewsletter signups, 44,670 partner referrals, 2,758 coupon referrals
- Distributed two eNewsletters:
  - Hit the Open Road: Win Two Legendary Harleys & Ride Free at Biketoberfest®
  - *Beach Blast – April 2024*
- Created 216 posts across CVB's social media channels
- Connected with 870 tourism partners through communications, emails, and meetings (Partner Outreach)
- Biketoberfest®: Sponsorship and new revenue streams development
- Event harvesting: Subiefest (a gathering of Subaru owners)
- Connected with 181 people regarding Tourism Event Marketing