

Halifax Area Advertising Authority (HAAA)

DATE: September 9, 2022

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

RE: Executive Update – Period of August 1-31, 2022

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in July 2022:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 4.5% at \$1,425,902 compared to \$1,492,552 in July 2021.
- Per the STR Report, in July 2022:
 - **Hotel Occupancy (OCC)** decreased 3.7% to 77.2%, compared to 80.1% in July 2021
 - **Hotel Average Daily Rate (ADR)** decreased 4.4% to \$166.70, compared to \$174.45 in July 2021
 - **Revenue Per Available Room (RevPar)** decreased 8.0% to \$128.65, compared to \$139.82 in July 2021

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*
	August 2022 / Fiscal YTD	August 2022 / Fiscal YTD	August 2022 / Fiscal YTD
Meetings & Conventions	25 /302	4 /72	1 / 33
Sports	4 /71	2 /20	1 / 8

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

- Attended industry events: Society of Government Meetings Planners (SGMP), Connect Marketplace, Florida Society Account Executives (FSAE) Annual Conference, American Society of Association Executives Annual Conference, Sports Express LGBTQ+.
- Conducted 6 area site visits covering the sports, UK media, trade, corporate and association markets.
- Conducted 6 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 10 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 25 groups.

Communications

- Blog Posts:
 - 6 Local Gathering Spots To Visit During Biketoberfest®
 - Find Great Shopping and Dining at Daytona Beach's Tanger Outlets and Tomoka Town Center
 - Everything You Need To Know About Biketoberfest®
- Releases:
 - Daytona Beach 30th Annual Biketoberfest® Rally, October 13-16, 2022
 - Marine Corps League's 99th National Convention Comes to Daytona Beach on Aug. 15-20
- Participation in the press kit for VISIT FLORIDA's Canada Media Mission
- Executive Director speaking engagement at the Volusia Lifestyle Expo at the Volusia Mall
- Hosted three social media influencers through partnership with IEZA
- Podcast interview with the Executive Director and Evolve Digital

Marketing & Design

- Worked with The Brandon Agency to place \$503,000 + digital and traditional media which delivered 18+ million digital and paid media impressions; video completion rate was 83%; 2,816 Vacation Guide downloads/views/by mail; 416 eNewsletter signups; 4,848 Facebook leads; 18,807 partner referrals click; spent \$20,000 in Pay-Per-Click (Google and Microsoft)
- Distributed five eNewsletters:
 - Biketoberfest® - Are You Ready to Rock, Rally & Ride?
 - Labor Day Weekend of Activities in Daytona Beach
 - 5 Can't-Miss Activities in Daytona Beach
 - Snowbirds: Find your Festival Fun in Daytona Beach this fall!
 - Beach Blast (Marketing Opportunities for CVB Partners)
- Created 104 posts across CVB's social media channels
- Connected with 682 tourism partners through communications, emails, meetings (Partner Outreach)
- Participated in VISIT FLORIDA's Partner Day at I-95 Welcome Center