

# Halifax Area Advertising Authority (HAAA)

**DATE:** September 7, 2023

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

**RE:** Executive Update – Period of August 1-31, 2023

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

- Per Volusia County, in July 2023:
  - **Convention Development (Bed) Tax Collections (CDT)** decreased 16.3% at \$1,193,330 compared to \$1,425,902 in July 2022.
- Per the STR Report, in July 2023:
  - **Hotel Occupancy (OCC)** decreased 11.9% to 65.4%, compared to 74.2% in July 2022
  - **Hotel Average Daily Rate (ADR)** decreased 3.5% to \$147.60, compared to \$152.89 in July 2022
  - **Revenue Per Available Room (RevPar)** decreased 14.9% to \$96.53, compared to \$113.50 in July 2022

## 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 2023/Fiscal YTD	August 2023/Fiscal YTD	August 2023/Fiscal YTD
<b>Meetings &amp; Conventions and Sports</b>	37/402	4/91	2/47
<b>Tour &amp; Travel</b>	6/46	0/4	n/a

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

- Attended industry events: American Association of Account Executives Annual Meeting and Exposition, Destination Southeast and Connect Marketplace
- Conducted 1 area site visit covering the tour and travel market
- Conducted 40 conference calls and in-person meetings with meeting/event planners and sports-rights holders
- Conducted 100 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 14 groups
- Conducted Meetings and Conventions Advisory Committee meeting with meeting trends presentation by Digital Edge
- Conducted Sports Advisory Committee meeting with presentation on Florida Sports Foundation
- Conducted Tour and Travel Advisory Committee meeting with trends presentation by VISIT FLORIDA, HAT Marketing and TM Americas

## Communications

- Press releases distributed:
  - Less Than 60 Days Until 31<sup>st</sup> Annual Biketoberfest® Rally In Daytona Beach, October 19-22
  - Daytona Beach Area CVB to Engage Locals to Explore Beachside with Special Social Media Campaign
  - P1 AquaX USA Celebrating 10<sup>th</sup> Anniversary in Daytona Beach Area on Aug. 18-20
- Blog Posts:
  - Seven Daytona Beach Area Restaurants that Serve Up Great Food in a Racing-Themed Atmosphere
  - Everything You Need to Know About Biketoberfest® (update)
  - 4 Places to Putt Around in Daytona Beach (update)
  - Get Away to a Long Labor Day Weekend in Daytona Beach (update)
  - Attention, Art Loves: Can't Miss Upcoming Exhibitions in Daytona Beach (update)
- Hosted Community Listening Session at The News-Journal Center
- Hosted golf writer Joey Johnson, publisher/editor-in-chief for Southern Fairway Magazine, for four-day Golf FAM
- Submitted press kit to VISIT FLORIDA for inclusion in Canada Media Mission in Vancouver and Toronto

## Marketing & Design

- Worked with The Zimmerman Agency to place \$490,320 in digital and traditional media, which drove 794,000+ page views to DaytonaBeach.com, 2,522 Destination Guide downloads/views/by mail, 1,287 eNewsletter signups, 33,465 partner referrals, 2,810 coupon referrals
- Distributed three eNewsletters:
  - Hey, Florida! It's Staycation Season
  - Head to Daytona Beach for Plenty of End-of-Summer Fun
  - *Beach Blast* – August 2023
- Created 168 posts across CVB's social media channels
- Connected with 2,714 tourism partners through communications, emails, and meetings (Partner Outreach)
- Continued working on Biketoberfest® Sponsorship Project: connected with 251 contacts through communications, emails and meetings