

Halifax Area Advertising Authority (HAAA)

DATE: September 9, 2024

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

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

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in July 2024:
 - **Convention Development (Bed) Tax Collections (CDT)** decreased 9.3% to \$1,082,703 compared to \$1,193,330 in July 2023.
- Per the STR Report, in July 2024:
 - **Hotel Occupancy (OCC)** increased 4.3% to 68.6%, compared to 65.8% in July 2023
 - **Hotel Average Daily Rate (ADR)** decreased 6.1% to \$140.98, compared to \$150.17 in July 2023
 - **Revenue Per Available Room (RevPar)** decreased 2.1% to \$96.75, compared to \$98.81 in July 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*
	August 2024/ Fiscal YTD	August 2024/ Fiscal YTD	August 2024/ Fiscal YTD
Meetings & Conventions and Sports	24/373	6/76	4/26
Tour & Travel	0/48	0/13	n/a

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

- Attended industry events: Meet Well, American Society of Association Executives Annual Conference, Destination Southeast, and Connect Marketplace.
- Conducted 1 area site visit covering the meetings, sports and tour and travel market.
- Conducted 6 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 93 prospecting calls and 342 sales activity communications (all markets).
- Provided convention and meeting support services to 4 groups.

Communications

- Press releases distributed:
 - Daytona Beach Area Labor Day Weekend Events Feature Baseball, Concerts, Monster Trucks and More
 - AMA Partners with Biketoberfest® Ahead of Event's 32nd Annual Rally
- Blog Posts:
 - Music Lovers and Theatre Goers Find Plenty in the Daytona Beach Area
 - Completed updates and refreshed material on six existing blog posts
- Attended VISIT FLORIDA Governor's Conference
- Hosted travel journalist from Jacksonville for a one-day FAM visit
- Hosted Community Listening Session at Ormond Memorial Art Museum and Gardens and Ambassador Rendezvous at Max Beach Resort, Café 101 at Daytona State College
- Hosted Partner Information Session at Best Western and an information table at Bethune-Cookman University Welcome Back event

Marketing & Design

- Worked with The Zimmerman Agency to place \$612,250 in digital and traditional media, which drove 1,496,500 page views to DaytonaBeach.com, 4,173 Destination Guide downloads/views/by mail, 735 eNewsletter signups, 19,522 partner referrals, 1,179 coupon referrals.
- Distributed three eNewsletters:
 - Win a Dream Harley Getaway & Experience Daytona Like Never Before!
 - Staycation Season is Here
 - Let the Good times Roll in Daytona Beach at the 32nd Annual Biketoberfest®
- Attended: U.S. Travel's Educational Seminar for Tourism Organizations (ESTO) & VISIT FLORIDA Governor's Conference
- Created 137+ posts across CVB's social media channels.
- Connected with 2,602 tourism partners through communications, emails, and meetings (Partner Outreach).
- Biketoberfest®: Sponsorship development (FMSP & Talon Performance) and digital advertising (Ocean Deck, Daytona Beach Moto's & RideSmart).
- Event harvesting: Sunbeam 1000 and discussions with Theresa Lieberman on events.
- Connected with 406 people regarding Tourism Event Marketing.