

Halifax Area Advertising Authority

DATE: January 13, 2021
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau
RE: Executive Update – Period of December 1-31, 2020

Greetings!

The year 2020 is now behind us, and we're well into 2021.

Amongst all the current turmoil, we're seeing some encouragement, some glimmers of hope.

Vaccinations have begun, and pent-up demand – not to mention the mental health benefits of planning to travel - is causing an increasing number of travelers to begin to book their next getaway. Whether it be next week or next year, travelers need to have something hopeful on the calendar, and our efforts (below) are helping them to make the Daytona Beach area part of those plans.

This destination has shown itself to be uniquely positioned to endure this pandemic, and it remains well positioned to resurge.

Our goal is to create a safe, strong, strategic resurgence of tourism, and our marketing campaigns continue to convey that message.

If you haven't had the chance to attend and participate in our various committee meetings, we encourage you to start 2021 with that resolution in mind. You'll learn a lot about the strategies we're using and the shiny, new technologies that we're employing. Exciting stuff, always!

Sunny Regards,

LCB

Bed Tax, Occupancy, ADR, RevPar – Halifax Taxing District

- Per Volusia County, in November 2020:
 - Bed Tax Collections (CDT) decreased 16.0% at \$386,923 compared to \$460,905 in November 2019.
- Per the STR Report, in November 2020:
 - Hotel Occupancy (OCC) decreased 19.3% to 44.0%, compared to 54.5% in November 2019
 - Hotel Average Daily Rate (ADR) decreased 4.1% to \$94.26, compared to \$98.30 in November 2019
 - Revenue Per Available Room (RevPar) decreased 22.6% to \$41.47, compared to \$53.61 in November 2019

Finance & Human Resources

- Reviewed cash flow projections and bank accounts daily for planning purposes
- Reviewed budget vs. actual transactions for directors to review and adjust
- Reviewed revenue estimates for proper planning of cash disbursements daily
- Continued to review cost savings in all areas due to reductions in estimated revenue
- Continued to monitor estimated future cash flows daily

Group Sales / Meetings, Sports, Tour & Travel

	# Leads Distributed	# Definite Bookings	# Assists*
Meetings & Conventions	4	2	5
Sports	3	1	0

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

Site visits hosted

- Conducted a site visit with Continuing Education Company and Rebound Retreat

Meetings attended

- Ocean Center re: lost groups requiring use of the Ocean Center and a plan to begin the re-salutation process
- Kevin Williams with World Karting Association re: show CVB support, shoot video for Daytona Beach Sports social media platforms

Conference call meetings

- Conference calls with: Debra Ravencraft with HelmsBriscoe, Daytona Soccer Festival, The Shores Resort & Spa, Ocean Center re: citywide room nights and opportunities, National Cheerleading Association (NCA/NDA) and the City of Daytona Beach re: permitting and safety protocol for the upcoming April event

Prospecting calls/emails

- Prospected with: John Cowman Air Show, Southeast All American Soccer, Orlando Lacrosse Club, National Xball League Paintball, Girls National Soccer, Religious Conference Management Association database, Military Order of the Purple Heart, Montford Point Marine Association, 106th Infantry Division Association, 14th Combat Engineer Battalion Association, Florida Nursery, Growers & Landscape Association, Fernley Family Reunion, Florida Utility Contractors Association, Florida Coalition Against Domestic Violence, Florida Association of Speech-language Pathologists and Audiologists, Cheney Brothers, Inc., Florida Police Accreditation Coalition, Campus Crusade for Christ, Gay Days, Inc., Oldsmobile Car Club, Cadillac Car Club, Buick Car Club, World Clown Association, Clowns of American International, 94th Infantry Division Historical Society, Government Finance Officers Association, 5Linx Company, Optimist International – Florida Chapter, International League of Christian Schools, Central Florida District Dental Association, National Association of Black Hotel Owners, Operators & Developers, and the Georgia Automotive Manufacturers Association

Convention Services

- Services provided to: Varsity State Cheer, Challenge Daytona, Florida Athletic Coaches Association Baseball/Softball Clinic, Florida Athletic Coaches Association Spring Clinic, Florida Winter Festival, Florida Holiday Challenge, Nike Daytona Beach 100, Ministers' Retreat and National Conference on Youth Ministries
- Continued to monitor group business on their cancelations or postponements and track in the canceled business economic impact report re: COVID-19
- Entered assists for those groups rescheduling due to COVID-19
- Began reworking CVB conventions services group offerings

Group Sales Coordination

- Continued to work on incentive spreadsheet
- Scrubbed CVB databases
- Reviewed and revised 2020/2021 travel schedule
- Designed holiday greetings for database messaging
- Monitored sales manager email
- Distributed Cvent leads to appropriate sales manager and updated Cvent content
- Updated website with Meetings & Conventions, Tour & Travel and Sports Advisory Committee information
- Sent out notices, meeting packets and completed minutes for the Meetings, Sports, and Tour & Travel Advisory Committee meetings
- Continued to work on Meeting Hotels one sheeter and map

- Worked on Mailchimp assets for WE C.A.R.E. campaign
- Created online survey for meetings, sports and trade industry markets; draft sent to Advisory Committee members for feedback

Administrative

- Onboarded new employee re: Sales Manager Brenda Redmon
- Facilitated Meetings, Sports, and Tour & Travel Advisory Committee meetings
- Continued work on the CVB Group Sales 2/3 phase COVID-19 plan re: planning “We C.A.R.E.” Campaign to include group sales messaging and highlighting individual meeting hotels, meeting facilities, and sports facilities and their safety videos and testimonials.
- Started planning for a new citywide campaign
- Continued market specific messaging utilizing “breakouts” from virtual FAM including meeting hotels and venues, sports facilities, hotels for the trade market, messaging for all sales platforms
- Continued work on weekly messaging to group sales database and additional paid for tradeshow databases
- Continued work on Cvent and website profiles to make more robust
- Continued efforts to obtain hot dates and deals to post on meeting planner sites, i.e., Cvent, Meeting Pro, Arrowhead, etc.
- Updated traces for prospecting
- Provided the following reports to sales team: definite booking, past tentative leads and incomplete traces

Tour & Travel

- Deployed messaging to the Tour & Travel database
- Continued ongoing research and conference calls re: international travel post COVID-19
- Continued ongoing efforts to spotlight partners interested in the trade to help showcase their hotels/attractions to drive future business
- Conducted bi-monthly call with HAT Marketing

Partner Liaison

- Updated account and contact records in Simpleview member/partner
- Added new partners to DaytonaBeach.com
- Distributed weekly survey to accommodations partners and compiled data for CVB directors

Communications

- Coordinated COVID-19 Response for the CVB:
 - Represented the CVB during daily and weekly collaborative efforts with county, city, health, industry, and community agencies and leaders
 - Participated in bi-weekly PIN conference calls (Volusia County Public Information Network)
 - Monitored local/state/national media, data, developments and news briefings
 - Updated the COVID-19 Travel Health & Safety Information on DaytonaBeach.com as needed
 - Communicated with CVB tourism partners and staff as needed
 - Reviewed/edited website content, marketing and sales communication, social media calendar, social posts and eNewsletters re: appropriate messaging
 - Monitored media coverage, responded to inquiries (media, tourism partners and consumers)
 - Continued support of the “Back In Business Safely”, the CVB/Chamber collaboration project
 - Continued support of the “Wash up. Back up. Mask up.” campaign in collaboration with the PIN, Volusia County, cities, chambers and other agencies
 - Attended national conference call with US Chamber re: COVID-19 Relief Bill
- Wrote and distributed news release: "Five Reasons to Visit Daytona Beach in the Winter"
- Wrote and produced CVB blog post: “Take a Hike Without Leaving the Beaten Path”

- Reviewed, edited and produced the Agency blog post: “Plan the Perfect Beach Getaway when Traveling with Teenagers”
- Worked on new Share The Heritage Trail webpage content and news release
- Provided PR support to, and/or updated DaytonaBeach.com content for: Daytona International Speedway, ONE DAYTONA, Athens Theater, Daytona Beach International Airport, Dimitri's Restaurant, Restaurants that are open on Christmas, RUN Daytona – 5k, 10k, 15k Weekend, Daytona Soccer Fest, Destination Daytona, Tomoka Town Center, Ormond Main Street, Live! At the Bandshell, Volusia Speedway Park, Magic of Lights™, VISIT FLORIDA, Daytona Tortugas, Pictona, Ocean Center, Volusia County, Hilton Daytona Beach Oceanfront Resort, Destination Daytona, Halifax River Yacht Club, The Casements, City of Ormond Beach, Hard Rock Hotel Daytona Beach, USA Gymnastics, Smooth Jazz Weekend
- Coordinated the American Airlines FAM (Dec. 17-20), hosting two travel writers from Dallas and Philadelphia, with Daytona Beach International Airport in collaboration with the West Volusia and New Smyrna Beach tourism bureaus
- Monitored all social media platforms, engaged with users, reviewed/edited content for the December and January social media schedule – DBA CVB Facebook, Twitter, Instagram, Pinterest, Sports Daytona Beach Facebook, Twitter, LinkedIn
- Attended the Meetings and Conventions Advisory Committee Meeting
- DaytonaBeach.com: Holiday Deals, Transportation, Biketoberfest(r), Taste of the 24, Daytona Soccer Fest, Motorsports Trail map; Restaurants Open on Christmas, RUN Daytona – 5k, 10k, 15k Weekend, Daytona Soccer Fest, Racing, DAYTONA 500 & Speedweeks and individual NASCAR race listings, Ocean Center, Daytona Beach International Airport, Magic of Lights™, Daytona International Speedway; Updated Media Coverage page with links to recent positive coverage
- Distributed announcement to all partners on behalf of Daytona International Speedway re: new races in Daytona Beach for the Road Course Weekend Feb. 19-21
- Reviewed/edited BEACH BLAST, the CVB monthly eNewsletter re: marketing opportunities for tourism partners
- Reviewed CVB calendar, searched community calendars for events; edited/approved submitted events
- Reviewed, responded and/or routed email messages sent to info@DaytonaBeach.com daily
- Attended monthly web development session with Marketing and Simpleview
- Monitored traditional, digital, and social media for tourism-related, CVB-related topics
- Reviewed/edited 20 CVB consumer and sales eNewsletters
- Summarized FPRA webinar information and shared with Marketing re: Social Media Trends 2021
- Distributed traffic alert to tourism partners re: Challenge Daytona bike event route (12/5)
- Conducted on-camera interview re: FAMU journalism student on impact of COVID-19 on tourism

Marketing & Design

Administration

- Meetings: Web Wednesday, weekly status call with The Brandon Agency, Marketing Department, monthly SEO and SEM status call with Simpleview, SeeSource data, Advertising Committee Workshop, Bike Week Task Force, Spectrum Reach TV, ADARA, Expedia, *Orlando Sentinel*, *Daytona Beach News-Journal* re: fulfillment and contract
- Onboarded new employee re: Marketing Specialist Tangela Boyd
- Researched St. Pete/Clearwater winter campaign
- Imported reader service responses from multiple publications into Simpleview
- Facilitated December 2020 Human Resource Committee meeting (12/3)
- Prepared for January 2021 meetings: HAAA Board and Advertising Advisory Committee
- Updated tourism partners in Simpleview (website) and MailChimp (email campaign database)
- Assisted Group Sales with administrative tasks
- Prepared media invoices from The Brandon Agency
- Created STR Seasonality Report (2018-2020) and distributed November 2020 STR report

- Helped welcome passengers arriving in Daytona Beach on American Airlines inaugural nonstop flight from Dallas/Ft Worth

Marketing & Design

- Shot and edited images/video for CVB and consumer holiday message
- Updated markets, demographics and message for January's Pay-Per-Click (PPC) campaign
- Designed icons new Trails: Motorsport, Share the Heritage, Iconic, Urban, Statue & Monument
- Reviewed Perception TV research results; developed a plan to edit spot and integrate new creative into consumer campaign
- Requested photos from local partners for use in social media and consumer eNewsletters re: National Bloody Mary Day (1/1)
- Reviewed/edited/approved:
 - Auto-enthusiast racing eNewsletter
 - *The Villages Daily Sun* print co-op ad
 - Motorcycle enthusiast video clips and paid social media posts
 - Explore Daytona Beach Like A Local eNewsletter
 - December paid social ads
 - Tee Off a New Year (Golf) eNewsletter
 - Website giveaway pop-up graphic
 - Revised golf digital banners
 - Partner's *Beach Blast* eNewsletter
 - Speedweeks/Daytona 500 racing eNewsletter
 - Local Rides (Motorcycle enthusiast) eNewsletter
 - New Year's eNewsletter
 - Streaming radio :30 and :15 spots
 - Expedia landing pages for paid media buy
 - Reviewed Motorsports Trail map
 - January social media boosted posts
- Notified Advertising Advisory Committee of additional media spend approved by HAAA Board
- Collected co-op information from partners (January-March 2021)
- Emailed lodging partners re: upcoming free Expedia opportunity

DaytonaBeach.com

- Updated homepage with content on racing, golf, outdoors
- Updated: business safety amenities, partner listings, partner deals, Partner Gateway (bulletin board)
- Updated landing pages: Open on Christmas; Wide. Open. Fun.; meetings; racing; All Events; New Year's Eve Deals; and social media contest page
- Began building landing pages for new Trails

Analytics

- Pulled analytics for: Top 25 markets to visit website (weekly); Bike Week (2018-2020); and Web Wednesday

Social Media

- Posted Live on Facebook and Instagram for #WaveWednesday
- Posted video/message on Sports Facebook page re: World Karting Association event at Daytona International Speedway
- Reviewed and approved January social media planning calendar