

# Halifax Area Advertising Authority (HAAA)

**DATE:** August 12, 2021  
**FROM:** Lori Campbell Baker, Executive Director  
Daytona Beach Area Convention & Visitors Bureau (CVB)  
**RE:** Executive Update – Period of July 1-31, 2021

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

- Per Volusia County, in June 2021:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 76.5% at \$1,300,171 compared to \$736,476 in June 2020.
- Per the STR Report, in June 2021:
  - **Hotel Occupancy (OCC)** increased 33.0% to 76.1%, compared to 57.2% in June 2020
  - **Hotel Average Daily Rate (ADR)** increased 37.8% to \$159.57, compared to \$115.81 in June 2020
  - **Revenue Per Available Room (RevPar)** increased 83.2% to \$121.46, compared to \$66.26 in June 2020

## Finance & Human Resources

- Delivered HAAA-approved 2021-2022 Marketing Plan and Budget to County
- Reviewed budget vs. actual transactions for directors to review and adjust
- 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*
	July 2021 / Fiscal YTD	July 2021 / Fiscal YTD	July 2021 / Fiscal YTD
<b>Meetings &amp; Conventions</b>	17 / 106	1 / 16	4 / 37
<b>Sports</b>	4 / 47	0 / 11	1 / 25

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

- Conducted four area site visits covering, faith-based, education, and Florida association markets
- Attended one tradeshow covering the independent, incentive and corporate markets
- Conducted 19 conference calls and in-person meetings with meeting/event planners and sports-rights holders

- Conducted 130 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 25 groups

## Communications

- News Release: “Do You Know Daytona Beach?”
- Blog Posts:
  - Get Away to a Long Labor Day Weekend in Daytona Beach
  - 4 Reasons Weekday Stays Shine Brightly in Daytona Beach
  - 5 Great Places to see Live Music in Daytona Beach
  - 4 of the Best Family-Friendly Summer Activities in Daytona Beach
  - Discover a Sweet History in Daytona Beach at Angell & Phelps Chocolate Factory
  - Go For a Girl’s Getaway in Daytona Beach
  - Daytona Beach Among Cities With Most Ice Cream Per Capita
- Presented at the Tourism Development Council, CVB Advertising Advisory Committee and HAAA Board meetings
- Produced 2021 Marketing Plan & Budget presentation deck re: County Council
- Reviewed/edited eNewsletters (consumer and group sales), August social media content, and Florida Golf Alliance magazine piece
- Monitored tourism-related media coverage of the destination and responded to media requests

## Marketing & Design

- Facilitated Advertising Advisory Committee Meeting: additional \$238,084 media spend for September, and \$847,122 media spend for October-December 2021 (Q1 FY 2021-2022) approved
- Presented 2021 Biketoberfest® Master Plan for Private Property to Daytona Beach City Commission at its July 21 meeting; Plan approved
- Worked with The Brandon Agency to place \$148,175 in digital and traditional advertising delivering 11+ million impressions, 1,507 digital downloads of the Vacation Guide, and 1,258 email acquisitions. In addition, \$20,000 was spent on pay-per-click on Google and Bing.
- Developed and distributed eNewsletters:
  - Last Call for Summer!
  - Monthly Hot Hotel Deals
  - Sunny Days, Cool Nights in Daytona Beach
- Created two new videos – Fall Festivals and Weekday Beach Days
- Created 85 posts on CVB social media channels