

Halifax Area Advertising Authority (HAAA)

DATE: August 13, 2024
FROM: Lori Campbell Baker, Executive Director
Daytona Beach Area Convention & Visitors Bureau (CVB)
RE: Executive Update – Period of July 1-31, 2024

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in June 2024:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 15.7% to \$1,162,820 compared to \$1,005,397 in June 2023.
- Per the STR Report, in June 2024:
 - **Hotel Occupancy (OCC)** increased 10.0% to 67.5%, compared to 61.4% in June 2023
 - **Hotel Average Daily Rate (ADR)** increased 0.4% to \$142.23, compared to \$141.69 in June 2023
 - **Revenue Per Available Room (RevPar)** increased 10.4% to \$96.06, compared to \$87.00 in June 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*
	July 2024/ Fiscal YTD	July 2024/ Fiscal YTD	July 2024/ Fiscal YTD
Meetings & Conventions and Sports	38/351	6/70	3/22
Tour & Travel	2/48	2/13	n/a

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

- Attended industry event Florida Association of Association Executives Annual Conference.
- 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 141 prospecting calls and 370 sales activity communications (all markets).
- Provided convention and meeting support services to 5 groups.

Communications

- Press releases distributed:
 - Less Than 90 Days Until 32nd Annual Biketoberfest® Rally in Daytona Beach on Oct. 17-20
 - Daytona Beach Area CVB to Host Next Community Tourism Listening Session on Aug. 13
- Blog Posts:
 - 8 Race Car-Themed Restaurants in Daytona Beach (update)
 - Buc-ee's in Daytona Beach: More Than a Gas Station, It's an Experience (update)
 - Five Things to Do in Daytona Beach During Biketoberfest®
 - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach (update)
- Pitched and responded to travel writers regarding destination and submitted application for VISIT FLORIDA's Canada Media Mission.
- Finalized itineraries for two upcoming FAM visits.
- Executed speaking engagements at Residents of Aberdeen, Keiser University Student Welcome Back information table and hosted Ambassador Rendezvous at the Daytona Beach Area CVB on Ormond Beach history.

Marketing & Design

- Worked with The Zimmerman Agency to place \$647,220 in digital and traditional media, which drove 1,607,608 page views to DaytonaBeach.com, 1,706 Destination Guide downloads/views/by mail, 841 eNewsletter signups, 35,231 partner referrals, 1,721 coupon referrals.
- Distributed four eNewsletters:
 - Win Two Harley Motorcycles
 - Hot Deals – July 2024
 - Your Favorite Rally is Back! Biketoberfest® Cruises into Daytona Beach October 17-20
 - Make Time for Iconic Sites
- Created 228+ posts across CVB's social media channels.
- Connected with 872 tourism partners through communications, emails, and meetings (Partner Outreach).
- Biketoberfest®: Sponsorship development (MASA Insurance, Topcoat, Ryvid, Talon Performance) and digital advertising.
- Event harvesting: Concourse and discussions with Theresa Lieberman on events.
- Connected with 592 people regarding Tourism Event Marketing.