

Halifax Area Advertising Authority (HAAA)

DATE: July 9, 2024

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

RE: Executive Update – Period of June 1-30, 2024

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in May 2024:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 8.8% to \$1,141,101 compared to \$1,048,634 in May 2023.
- Per the STR Report, in May 2024:
 - **Hotel Occupancy (OCC)** increased 9.4% to 65.3%, compared to 59.7% in May 2023
 - **Hotel Average Daily Rate (ADR)** increased 0.7% to \$164.07, compared to \$162.92 in May 2023
 - **Revenue Per Available Room (RevPar)** increased 10.2% to \$107.17, compared to \$97.28 in May 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*
	June 2024/ Fiscal YTD	June 2024/ Fiscal YTD	June 2024/ Fiscal YTD
Meetings & Conventions and Sports	36/314	6/64	0/22
Tour & Travel	9/46	0/11	n/a

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

- Attended industry events Small and Boutique Meetings and Cvent Connect.
- Conducted 3 area site visits covering the meetings, sports and tour and travel market.
- Conducted 13 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 38 prospecting calls and 266 sales activity communications (all markets).
- Provided convention and meeting support services to 5 groups.

Communications

- Press releases distributed:
 - Daytona Beach Area Ready for Summer Fun
 - The late Juanita “Lightnin’ Epton,” NCA/NDA Championship Honored at Florida Sports Foundation Summit
- Blog Posts:
 - Get Away to a Long Labor Day Weekend in Daytona Beach
 - Pack the Popcorn! It’s Time for Movies on the Halifax at The Casements
 - Did Someone Say Ice Cream? Top Ice Cream Spots to Cool You Off in Daytona Beach
 - 5 Places to Putt Around in Daytona Beach
- In collaboration with VISIT FLORIDA, hosted content creators DDMO (Dicas de Miami e Orlando, Brazil) and Austin Family Adventures for FAM visits to the destination
- Executed speaking engagement at Colony on the Hill in Port Orange and hosted Ambassador Rendezvouses at the Daytona Beach International Airport and Daytona Lagoon
- Distributed Tourism Today to partners, government officials, business and community leaders and local individuals

Marketing & Design

- Worked with The Zimmerman Agency to place \$618,715 in digital and traditional media, which drove 1,987,501 page views to DaytonaBeach.com, 1,940 Destination Guide downloads/views/by mail, 816 eNewsletter signups, 37,040 partner referrals, 1,977 coupon referrals
- Distributed four eNewsletters:
 - June Hotel Deals
 - Enjoy an Epic Fourth of July Getaway to the Daytona Beach Area
 - Double Your Tickets to Win Two Legendary Harleys & Ride Free at Biketoberfest®
 - Just for Kids! Make Time for These Attractions
- Created 173 posts across CVB’s social media channels
- Connected with 1,222 tourism partners through communications, emails, and meetings (Partner Outreach)
- Biketoberfest®: Sponsorship development (FDOT, Alert Riders, AMA) and digital advertising
- Event harvesting: Subiefest (a gathering of Subaru owners), classic car event
- Connected with 482 people regarding Tourism Event Marketing