

Halifax Area Advertising Authority (HAAA)

DATE: April 15, 2022

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

RE: Executive Update – Period of March 1-31, 2022

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, Per Volusia County, in February 2022:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 63.6% at \$1,248,487 compared to \$762,861 in February 2021.
- Per the STR Report, in February 2022:
 - **Hotel Occupancy (OCC)** increased 12.4% to 66.0%, compared to 58.7% in February 2021
 - **Hotel Average Daily Rate (ADR)** increased 47.8% to \$182.59, compared to \$123.54 in February 2021
 - **Revenue Per Available Room (RevPar)** increased 66.1% to \$120.48, compared to \$72.55 in February 2021

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*
	March 2022 / Fiscal YTD	March 2022 / Fiscal YTD	March 2022 / Fiscal YTD
Meetings & Conventions	23 / 166	15 / 39	1 / 11
Sports	11 / 37	3 / 12	3 / 14

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

- Attended industry tradeshows: Independent Planner Education Conference (IPEC), Christian Meetings and Conference Association (CMCA), Society of Government Meeting Planners (SGMP) Board Meeting, Meeting Professionals International (MPI) NY Chapter, Meeting Professionals International (MPI) Orlando Chapter Meeting, Society of Government Meeting Planners (SGMP) Central FL Chapter Luncheon, Florida Society of Association Executives (FSAE) Power Luncheon, and Meetings Professionals International (MPI) Tampa Bay Area Education Program that covered the association, religious, government, and corporate markets.
- Conducted 7 area site visits covering the sports, national association, and corporate markets.
- Conducted 24 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 83 prospecting calls and email messages (all markets).

- Provided convention and meeting support services to 27 groups.

Communications

- Blog Posts:
 - Daytona Beach's Best 19th Hole? Try These 3 Clubhouse Restaurants
 - Elevate Your Daytona Beach Vacation with These 7 Area Splurges
 - This Mother's Day, Treat Mom to Fun in the Sun in Daytona Beach
 - Five Coolest Daytona Beach Golf Facts
 - Thirsty For Fun? Wet Your Whistle at One Of These 10 Great Spots in Daytona Beach
 - 6 Great Spots to Make Your TikToks in Daytona Beach
- Collaborated with Laurie Rowe Communications on executing two familiarization tours (FAMs) (March 21-25) with two top-tier travel writers in-market of the Daytona Beach area
- Onboarding process re: Director of Communications position

Marketing & Design

- Worked with The Brandon Agency to place \$383,706 digital and traditional media that delivered 22+ million digital and paid media impressions; video completion rate was 81%; 3,099 Vacation Guide downloads/views/by mail; 1,308 enter to win pop-up leads; 330 eNewsletter signups; 29,233 Places To Stay referrals; and spent \$20,000 in Pay-Per-Click (Google and Microsoft)
- Generated 353,564 website sessions with 246,487 being new users; sent 840 Vacation Guides to AAA offices (requests)
- Distributed three eNewsletters:
 - Seeking the perfect Easter weekend escape? Get hoppin' to Daytona Beach!
 - This Mother's Day, treat Mom to a trip she'll never forget!
 - Beach Blast (to Tourism Partners)
- Participated in Florida aisle of the New York Travel & Adventure Show
- Created 120 posts on CVB's social media channels
- Connected with 956 tourism partners through communications, emails, meetings (Partner Outreach)