

# Halifax Area Advertising Authority

**DATE:** June 8, 2021

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

**RE:** Executive Update – Period of May 1-31, 2021

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

- Per Volusia County, in April 2021:
  - Bed Tax Collections (CDT) increased 579.2% at \$1,113,461 compared to \$163,908 in April 2020.
- Per the STR Report, in April 2021:
  - Hotel Occupancy (OCC) increased 286.5% to 74.3%, compared to 19.2% in April 2020
  - Hotel Average Daily Rate (ADR) increased 102.8% to \$143.27, compared to \$70.64 in April 2020
  - Revenue Per Available Room (RevPar) increased 683.8% to \$106.39, compared to \$13.57 in April 2020

## Finance & Human Resources

- Worked on 2021-2022 Budget
- 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*
	May 2021 / Fiscal YTD	May 2021 / Fiscal YTD	May 2021 / Fiscal YTD
<b>Meetings &amp; Conventions</b>	10 / 68	4 / 13	4 / 33
<b>Sports</b>	4 / 35	0 / 10	1 / 21

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

- Conducted five area site visits covering, social, faith-based, education, and national association markets
- Attended four tradeshows covering the specialty, sports, as well as diversity in all markets
- Conducted 12 conference calls with meeting/event planners and sports-rights holders
- Conducted 82 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 25 groups
- Facilitated the 2021-2022 budget workshops for the Meetings & Convention, Sports and Tour & Travel Advisory committees

## Communications

- News Releases:
  - Daytona Beach Unveils Exciting New Delights for 2021
  - Five Reasons Daytona Beach’s Appeal as a Golf Destination Continues to Grow
- Blog Posts:
  - 6 Gifts that Will Have Dad Revved up for Daytona Beach
  - Daytona Beach’s Many Gardens and Parks Offer Relaxation-focused Delights
  - Daytona Beach’s Best Options for Margaritas and Mexican Food
  - Donald Ross, New Greens and Golf Legends: 5 Things You Need to Know About Daytona Beach Golf Club
- Secured appearance for Lori Campbell Baker on the “Best of Central Florida” television show, topic: Best Beaches, that aired May 9 on WKMG TV 6 (CBS)
- Produced/distributed May 2021 issue of TOURISM TODAY re: National Travel & Tourism Week and 2020 Estimated Economic Impact of Tourism on Volusia County data
- Hosted sited visit with the Laurie Rowe Communications team (May 19-22)
- Facilitated the quarterly meeting of the Arts, Culture & Heritage Tourism Advisory Committee

## Marketing & Design

- Brought back staff to the CVB’s two Visitor Information Centers on a part-time basis. The Centers are located at Daytona International Speedway and Destination Daytona at Bruce Rossmeyer’s Harley-Davidson.
- Re-engaged Daytona Beach brochure distribution in high visitor traffic locations in the Orlando market
- Worked with The Brandon Agency to place \$459,000 in digital and traditional media advertising delivering 21 million impressions; 5,042 signed up for eNewsletters, 1,892 downloaded digital version of the Vacation Guide; and 4,859 leads were generated using Facebook ads
- Developed and distributed:
  - 4 eNewsletters
    - Beautiful weather, challenging golf, great savings
    - Countdown to Memorial Day!
    - Memorial Day Deals
    - Father’s Day gift guide
- Created two new videos – Daytona Tortugas Baseball and Wellness