

# Halifax Area Advertising Authority (HAAA)

**DATE:** June 8, 2022

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

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

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

- Per Volusia County, in April 2022:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 13.8% at \$1,267,374 compared to \$1,113,461 in April 2021.
- Per the STR Report, in April 2022:
  - **Hotel Occupancy (OCC)** decreased 6.7% to 69.6%, compared to 74.5% in April 2021
  - **Hotel Average Daily Rate (ADR)** increased 22.2% to \$173.73, compared to \$142.18 in April 2021
  - **Revenue Per Available Room (RevPar)** increased 14.0% to \$120.87, compared to \$106.00 in April 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*
	May 2022 / Fiscal YTD	May 2022 / Fiscal YTD	May 2022 / Fiscal YTD
<b>Meetings &amp; Conventions</b>	25 /221	7 /55	2 / 11
<b>Sports</b>	11 /55	1 /14	4 / 19

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

- Attended industry tradeshows: Helmsbriscoe Annual Business Conference, Society of Government Meeting Planners Board Meeting, Meeting Professionals International Orlando Chapter Meeting, Tallahassee Sales Mission, Meetings Professionals International North Florida Chapter Spring Golf Classic, and Sports Events & Tourism Association that covered the association, government, social, 3<sup>rd</sup> party, sports, and corporate markets.
- Conducted 3 area site visits covering the sports and association markets.
- Conducted 23 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 42 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 18 groups.

## Communications

- Blog Posts:
  - 5 Hot Reasons to Visit Daytona Beach on July 4<sup>th</sup> Weekend
  - Players Choice: Why Daytona Beach-Area Golfers Flock To Turnbull Bay
  - Attention, Art Lovers: Can't Miss Upcoming Exhibitions in Daytona Beach (updated)
- Press releases:
  - Daytona Beach CVB Celebrates National Travel and Tourism Week with Inaugural Visitors' Choice Awards
  - RDA/Southeast Festival Coming to Daytona Beach on May 5-7
- Distributed the Tourism Today eNewsletter to CVB Partners
- Finalized COOP and Crisis Communications plans and distributed to staff
- Participated in a kick-off call and media trip planning call with Laurie Rowe Communications
- Local media inquiries for Welcome to Rockville 2022

## Marketing & Design

- Worked with The Brandon Agency to place \$390,000+ digital and traditional media which delivered 16+ million digital and paid media impressions; video completion rate was 83%; 2,754 Vacation Guide downloads/views/by mail; 1,189 enter to win pop-up leads; 379 eNewsletter signups; 5,988 Facebook leads; 23,837 Places To Stay referrals; and spent \$20,000 in Pay-Per-Click (Google and Microsoft)
- Launched Higher Household Income creative campaign
- Distributed four eNewsletters:
  - Best Burger Roundup
  - Memorial Day Hotel Deals
  - Summer Events
  - Beach Blast (Marketing Opportunities for CVB Partners)
- Created 89 posts on CVB's social media channels
- Connected with 769 tourism partners through communications, emails, meetings (Partner Outreach)
- Executed the CVB's first Visitors' Choice Awards as part of National Travel & Tourism Week