

Halifax Area Advertising Authority (HAAA)

DATE: December 9, 2021

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

RE: Executive Update – Period of November 1-30, 2021

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in October 2021:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 57.9% at \$730,901 compared to \$462,978 in October 2020
- Per the STR Report, in October 2021:
 - **Hotel Occupancy (OCC)** increased 20.5% to 56.5%, compared to 46.9% in October 2020
 - **Hotel Average Daily Rate (ADR)** increased 29.3% to \$129.45, compared to \$100.10 in October 2020
 - **Revenue Per Available Room (RevPar)** increased 55.9% to \$73.19, compared to \$46.96 in October 2020

Finance & Human Resources

- Annual audit with James Moore successfully completed for fiscal year 2020-2021
- 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*
	Nov 2021 / Fiscal YTD	Nov 2021 / Fiscal YTD	Nov 2021 / Fiscal YTD
Meetings & Conventions	29 / 63	9 / 16	0 / 2
Sports	3 / 6	1 / 2	2 / 5

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

- Attended industry tradeshows: IMEX America, Florida Sports Foundation Summit, Florida Society of Account Executives Power Luncheon, Meetings Professional International (MPI) EduCon, that covered the sports, Florida association and faith-based markets
- Hosted a Holiday Networking event in Tallahassee with meeting planners and partners
- Conducted two area site visits covering the national association markets

- Conducted nine conference calls and in-person meetings with meeting/event planners and sports-rights holders
- Conducted 38 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 19 groups

Communications

- News Releases:
 - Family Fun Activities in Daytona Beach
 - Daytona Beach Dazzles for the Holidays
- Blog Posts:
 - Make Your Holiday 'Florida Festive' With a Daytona Beach Getaway
 - Kick Your 2022 into High Gear with Speed Season in Daytona Beach
 - New Year's Eve Parties Where You Can Ring in 2022 With Style
 - 5 Ways to Celebrate Christmas in Daytona Beach
 - 10 Can't Miss Gifts for the Daytona Beach Lovers on Your List
 - Celebrate Veterans All November Long in Daytona Beach
 - Top 5 Things You Need to Know About Riviera Country Club Golf Course
- Worked on MMGY Strategic Planning project
- Facilitated the quarterly meeting of the Arts, Culture & Heritage Tourism Advisory Committee
- Facilitated two individual travel media visits

Marketing & Design

- Worked with The Brandon Agency to place \$370,347 digital and traditional media that delivered 17.5 million+ digital and paid media impressions, video completion rate was 79%, 1,781 Vacation Guide downloads/views/by mail, 816 enter-to-win pop-up signups, 11,386 eNewsletter signups, 4,930 Facebook leads, 15,660 Places To Stay referrals, spent \$15,000 in Pay-Per-Click (Google and Microsoft)
- Distributed four eNewsletters:
 - Welcome Back Canadians!
 - Daytona Beach Holiday Gift Guide
 - Hotel Deals
 - Beach Blast (to Tourism Partners)
- Assisted the Traveling Golfer TV show to film at local golf courses; segment will air February 2022
- Created 140 posts on CVB's 14 different social media channels