

# Halifax Area Advertising Authority (HAAA)

**DATE:** November 8, 2022

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

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

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

- Per Volusia County, in September 2022:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 3.8% at \$ 651,857 compared to \$ 628,125 in September 2021.
- Per the STR Report, in September 2022:
  - **Hotel Occupancy (OCC)** increased 4.1% to 51.2%, compared to 49.2% in September 2021
  - **Hotel Average Daily Rate (ADR)** increased 1.9% to \$121.66, compared to \$119.41 in September 2021
  - **Revenue Per Available Room (RevPar)** increased 6.1% to \$62.29, compared to \$58.72 in September 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*
	October 2022/ Fiscal YTD	October 2022 / Fiscal YTD	October 2022 / Fiscal YTD
<b>Meetings &amp; Conventions</b>	40/40	4/4	3/3
<b>Sports</b>	8/8	0/0	1/1

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

- Attended industry events: Small Market Meetings, Connect Faith, Florida Society Account Executive Education Day, IMEX, Amateur Athletic Union Conference, AAA/CAA Travel Conference, TEAMS Conference.
- Conducted 1 area site visit covering the sports market.
- Conducted 5 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 11 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 16 groups.
- FAMS Hosted: 1 covering tour & travel, meetings & conventions, and UK media.

## Communications

- Blog Posts:
  - 10 Ways to Celebrate Christmas in Daytona Beach
  - Celebrate Veterans All November Long in Daytona Beach
- Releases:
  - Oct. 13-16 Biketoberfest® Motorcycle Rally to Proceed
  - Daytona Beach Area CVB to Continue Community Tourism Listening Sessions On Oct. 25
  - Daytona Beach Festival of Magic Convention Celebrates 20<sup>th</sup> Year in Daytona Beach on Nov. 4-6
- Hurricane Ian media inquiries and messaging
- Hosted second Community Tourism Listening Session
- Hosted Golf FAM with golf writers Mike May and Steve Pike (Oct. 23-26)

## Marketing & Design

- Worked with The Zimmerman Agency to place \$1,346,811 + digital and traditional media which delivered 51 million digital and paid media impressions; 897 Vacation Guide downloads/views/by mail; 581 enter to win pop-up; 254 eNewsletter signups; 12,641 partner referrals; 395 coupon referrals; spent \$20,000 in Pay-Per-Click (Google and Microsoft)
- Distributed three eNewsletters:
  - Celebrate 30 years of Biketoberfest® in Daytona Beach!
  - Daytona Beach Is Open for Fall & Winter Getaways!
  - Beach Blast (Marketing Opportunities for CVB Partners)
- Created 107 posts across CVB's social media channels
- Connected with 2,874 tourism partners through communications, emails, meetings (Partner Outreach)