

Halifax Area Advertising Authority (HAAA)

DATE: October 12, 2022

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

RE: Executive Update – Period of September 1-30, 2022

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in August 2022:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 4.5% at \$ 923,668 compared to \$ 884,046 in August 2021.
- Per the STR Report, in August 2022:
 - **Hotel Occupancy (OCC)** increased 2.9% to 59.0%, compared to 57.3% in August 2021
 - **Hotel Average Daily Rate (ADR)** increased 4.7% to \$147.52, compared to \$140.94 in August 2021
 - **Revenue Per Available Room (RevPar)** increased 7.7% to \$86.98, compared to \$80.79 in August 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* |
|-----------------------------------|-------------------------|-------------------------|-------------------------|
| | Sept. 2022 / Fiscal YTD | Sept. 2022 / Fiscal YTD | Sept. 2022 / Fiscal YTD |
| Meetings & Conventions | 21 /322 | 5 /74 | 2 / 18 |
| Sports | 3 /77 | 1 /22 | 5 / 30 |

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

- Attended industry events: Destination Southeast, Meetings Professionals International EDUCON(MPI), Sports Relationship Conference, American Golf Cup, and Travel Trade Gazette Florida Festival.
- Conducted 5 area site visits covering the sports, corporate, 3rd party, social, and association markets.
- Conducted 5 conference calls and in-person meetings with meeting/event planners and sports-rights holders.
- Conducted 28 prospecting calls and email messages (all markets).
- Provided convention and meeting support services to 11 groups.
- FAMS Hosted: 3 covering tour & travel, meetings & conventions, and UK media.

Communications

- Blog Posts:
 - 23 Daytona Beach Area Fishing-Charter Captains Recognized Among World's Best
 - 5 Great Reasons to Visit Daytona Beach in the Fall
 - 14 Daytona Beach Eateries That Shine for Breakfast/Brunch
 - 6 Places to Putt Around Daytona Beach (Updated)
- Releases:
 - Daytona Beach Area CVB to Host Series of Community Tourism Listening Sessions
- Executive Director speaking engagements at the Ormond Beach Rotary Club, Volusia Lifestyles Expo and the Daytona Beach Chamber's Regional Business Connections Group
- Hosted first Community Tourism Listening Session
- Hosted freelance travel writer Karon Warren in the destination (Sept. 12-15)

Marketing & Design

- Worked with The Brandon Agency to place \$489,000 + digital and traditional media which delivered 12+ million digital and paid media impressions; 1,530 Vacation Guide downloads/views/by mail; 719 enter to win pop-up; 366 eNewsletter signups; 4,848 Facebook leads; 14,696 partner referrals; spent \$20,000 in Pay-Per-Click (Google and Microsoft)
- Worked with The Zimmerman Agency to produce the new "Beach On" consumer campaign; developed print, radio, billboard, digital, video ads
- Distributed four eNewsletters:
 - Celebrate 30 years of Biketoberfest® in Daytona Beach!
 - Are You Ready for a Fall Beach Getaway?
 - Hit these 5 Highlights for fun in the sun in Daytona Beach
 - Beach Blast (Marketing Opportunities for CVB Partners)
- Created 92 posts across CVB's social media channels