

# Halifax Area Advertising Authority (HAAA)

**DATE:** January 10, 2021

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

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

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

- Per Volusia County, in November 2021:
  - **Convention Development (Bed) Tax Collections (CDT)** increased 96.3% at \$759,585 compared to \$386,923 in November 2020.
- Per the STR Report, in November 2021:
  - **Hotel Occupancy (OCC)** increased 25.9% to 54.4%, compared to 43.2% in November 2020
  - **Hotel Average Daily Rate (ADR)** increased 41.4% to \$133.70, compared to \$94.55 in November 2020
  - **Revenue Per Available Room (RevPar)** increased 78.1% to \$72.78, compared to \$40.87 in November 2020

### Finance & Human Resources

- Reviewed budget vs. actual transactions for this fiscal year, reviewed additional CDT spend request plan
- 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*
	Dec 2021 / Fiscal YTD	Dec 2021 / Fiscal YTD	Dec 2021 / Fiscal YTD
<b>Meetings &amp; Conventions</b>	11 / 74	7 / 23	0 / 2
<b>Sports</b>	7 / 13	0 / 2	2 / 7

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

- Attended industry tradeshows: EsportsTravel Summit, Society of Government Meeting Professionals meeting, U.S. Sports Congress, and Expo (covering sports, association, government and corporate markets)
- Hosted Tallahassee sales calls with meeting planners and partners
- Hosted Meetings & Convention Advisory Committee Workshop
- Conducted six area site visits covering the sports, faith-based, corporate and third-party markets

- Conducted 23 conference calls and in-person meetings with meeting/event planners and sports-rights holders
- Conducted 37 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 17 groups

## Communications

- News Release: Ultimate Daytona Beach Trail Guide (travel trade)
- Blog Posts:
  - Paint the Town: Discover the Daytona Beach Area's Multitude of Murals
  - When Only Fresh Baked Will Do, Daytona Beach's Bakeries and Cakeries Have You Covered
  - 4 Hole-In-One Reasons Daytona Beach is the Perfect Place for a Golf Getaway
  - Oceans Golf Club is a Short Course That's Long on Fun
  - The Deltona Club Course is a Hidden Gem Worth Finding
- Worked on MMGY Strategic Planning project
- Worked with Marketing and Sales to enhance the CVB's Media Gallery (destination images) specifically for tourism partners, travel trade and meeting/event planners
- Produced webpage content re: EsportsTravel Summit conference announcement
- Produced feature article editorial re: Sports Event Management

## Marketing & Design

- Welcomed Connor Rand, new Tourism Partner Liaison & Promotions Coordinator
- Worked with The Brandon Agency to place \$343,051 digital and traditional media that delivered: 18.9 million+ digital and paid media impressions; video completion rate of 80%; 1,967 Vacation Guide downloads/views/by mail; 1,039 enter to win pop-up email addresses; 239 eNewsletter signups; 5,496 Facebook leads; 120,313 Places To Stay referrals; spent \$15,000 in Pay-Per-Click (Google and Microsoft)
- Produced/distributed five eNewsletters:
  - 6 Holiday Gift Ideas for Daytona Beach
  - Start Planning Your Warm-Weather Getaway to Daytona Beach
  - Ring in 2022 in Daytona Beach
  - Kick off 2022 with Speed Season in Daytona Beach
  - Beach Blast (sent to CVB Tourism Partners)
- Executed 2022 Daytona Bike Week creative and media plan
- Created 140 posts on CVB's social media channels