

Halifax Area Advertising Authority (HAAA)

DATE: November 9, 2021

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

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

Bed Tax, Occupancy and ADR – Halifax Taxing District

- Per Volusia County, in September 2021:
 - **Convention Development (Bed) Tax Collections (CDT)** increased 26.4% at \$628,125 compared to \$496,798 in September 2020.
- Per the STR Report, in September 2021:
 - **Hotel Occupancy (OCC)** increased 4.6% to 49.4%, compared to 47.2% in September 2020
 - **Hotel Average Daily Rate (ADR)** increased 15.3% to \$121.48, compared to \$105.35 in September 2020
 - **Revenue Per Available Room (RevPar)** increased 20.6% to \$59.98, compared to \$49.73 in September 2020

Finance & Human Resources

- Continued accounting tasks for fiscal year end and for annual audit with James Moore
- Reviewed budget vs. actual transactions for directors to review ahead of fiscal year end
- 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*
	Oct 2021 / Fiscal YTD	Oct 2021 / Fiscal YTD	Oct 2021 / Fiscal YTD
Meetings & Conventions	37 / 37	6 / 6	3 / 3
Sports	3 / 3	1 / 1	0 / 0

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

- Attended industry tradeshows: Florida Society of Associates Executive Education Day, Meetings Today Live, Sports Institute - S.P.O.R.T.S. The Relationship Conference, Sports Events & Tourism Association (ETA) Conference, and Connect Faith that covered the sports, Florida Association, and faith-based markets.
- Conducted two area site visits covering the faith-based and corporate markets
- Conducted 26 conference calls and in-person meetings with meeting/event planners and sports-rights holders

- Conducted 80 prospecting calls and email messages (all markets)
- Provided convention and meeting support services to 17 groups

Communications

- News Releases:
 - Daytona Beach is Ready to Welcome Back Canadian Travelers
 - Marketing and Design Director Kay Galloway Earns Certification
 - Daytona Beach, Florida, and Beyond – Neighborhood charm, racing history, diverse waterways and more to explore
 - Daytona Beach Unveils Exciting New Delights (updated)
- Blog Posts:
 - Everything You Need to Know About Biketoberfest® (updated)
 - Don't Wait – Start Planning Your Thanksgiving in Daytona Beach
 - 9 Scariest Golf Holes in Daytona Beach
 - Where to Find All the Tricks and Treats This Halloween in Daytona Beach (updated)
- Hosted 4-day familiarization (FAM) tour of the Daytona Beach area for 10 adventure travel influencers and journalists from Mexico in collaboration with VISIT FLORIDA
- Worked on Strategic Planning consultant services project

Marketing & Design

- Worked with The Brandon Agency to place \$387,815 of digital and traditional media that delivered 16 million+ digital and paid media impressions, video completion rate was 79%, resulting in 2,316 Vacation Guide downloads/views/by mail, 1,837 enter to win pop-up , 1,488 eNewsletter signups, 20,076 partner referrals, and spent \$15,000 in Pay-Per-Click (Google and Bing)
- Distributed four eNewsletters:
 - Add Some Fun-in-the-Sun to your Families Thanksgiving Menu
 - Celebrate Veterans Day all Month
 - Hotel Deals
 - Beach Blast (for Tourism Partners)
- Created 111 posts across the CVB's 14 social media channels and a new restaurant video