

HAAA Executive Update

Key Points

- ◆ January 2016 produced a 2% increase in Occupancy and 12% increase in RevPar.
- ◆ There was an 11% increase in Bed Tax Collections.
- ◆ Full steam ahead preparing for the upcoming budget cycle.
- ◆ Prepared 2015/16 overage spend suggestions for board review.
- ◆ Tour and Travel issued 24 leads
- ◆ Negotiated for a new social media platform for website.
- ◆ Scheduled the May 4th Tourism Week Breakfast at ERAU.

Looking ahead in March

- ◆ 75th BIKE WEEK!
- ◆ Begin Executive Director Search
- ◆ Continue budget and marketing plan process
- ◆ Hosting two County-wide media FAMS

Essential Meetings:

- » Visitors Guide by DB News-Journal
- » Eggs & Issues
- » Destination Showcase
- » Golf Daytona Beach

ADMINISTRATION

- Attended Daytona Beach Half Marathon Sponsor Reception.
- Tom wrapped up essential projects prior to his departure.
- All employee job descriptions were reviewed and updated.
- Lisa started the process of creating the new 2016/17 Marketing Plan.

FINANCE

January
Bed Tax
Revenues UP
11%

- Confirmed overage calculation and County approval thresholds up to \$50k
- Preparation for budget cycle
- Quarterly analysis of actual versus budget for department directors
- Research lapsed DMAP accreditation through DMAI
- Cancelled auto-renew on phone service contract, signed by Executive Director
- Gwen moderated a Concur Q & A session for staff

GROUP SALES

Meetings/Sports Leads issued:

Corporate: 2
Military: 1

National
Association: 1
Religious: 3

Social: 2
Sports: 5

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- **Meetings/Sports Definite business:**
 - Education: 1
 - Sports: 1
- Meeting/Sports site visit: 5
- **Tour & Travel leads issued: 24**
- Tour & Trade meetings/sales calls: completed 24 meetings for potential / booked business
- Tour & Travel site visits: 1, Thomas Cook
- Action items for March:
 - Three sports facilities site visits *to be specifically identified
 - Identify HelmsBriscoe Sports clients - new business opportunities *details to follow
 - Research current trends and report on future direction/market messaging
 - Research Chicago planners interested in Florida as a destination looking for 60,000 and under/Smith Bucklin
 - Develop and identify (10) new corporate clients *national and regional *will provide specifics
 - Colorado sales mission (post CMCA) create FAM details to distribute
 - Coordinate HelmsBriscoe luncheons in Florida to increase opportunities at annual conference*specific details
 - Coordinating with FSAE to host a Daytona Beach lunch date TBA
 - Establish plan to increase destination site visits /Integrated Media Marketing *ongoing with details to follow
 - Attend Visit Orlando leads luncheons once a month - Trade
 - Check brochure racks in Orlando restaurants and hotels for Daytona Beach collateral - Trade
 - Update and remain current with hotel & attraction information & changes - Trade



PUBLIC RELATIONS

- Confirmed all writers and itinerary for the March 15-18 county-wide JetBlue Media FAM
- Coordinated travel and itinerary for Golf Management Magazine
- Finalized details for the six writers currently confirmed for the CVB Spring Media FAM
- Finalized a Save The Date invitation (with coordination from the Lodging and Hospitality Association, SE Volusia CVB and W Volusia CVB) for the May 4 Tourism Week Breakfast at ERAU's Henderson Center
- Confirmed guests for March 17 Tourism Industry Show appearance on WELE-AM Radio
- Coordinated the printing of the Arts & Culture Committee's new Cultural Map

MARKET DEVELOPMENT

- Ashwin from Regatta was in town for several days to meet with select restaurants & attraction to discuss the All-Inclusive Program. CVB staff attended several of the meetings.
- Attended the Daytona Beach Half Marathon Sponsor Reception.
- Attended the Annual Chamber Dinner.
- Conducted the new Visitor Guide Kick-off with the DBNJ Sales Team.
- Advertising Committee on 1/29. Approved Special Event Funding Request for Wings & Waves at \$40,000 and reviewed Spring Turkey Run expenditure of \$10,000 which is built into the budget.
- Finalized quoted for new phone & internet service, presented to Tom & Trish.
- Finalizing Podcast set-up, conducting test recordings and determining recording schedule.

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- I-95 Welcome Center-The CVB promoted the destination on seven scheduled dates in the month of February. 655 Visitor Guides were distributed along with seven hotel partner brochures. 28 visitors provided their email address on the guest register.
- Visitor Information Center - Daytona International Speedway-In February, VIC staff reported the most popular visitor states of origin were Florida, New York & Pennsylvania. International visitors included Canada, France and The Netherlands. 26 Visitors provided their email address on the guest register.
- Visitor Information Center - Destination Daytona-This location reported that Florida, Missouri and Pennsylvania were the noted states of origin. International visitors included Canada, Brazil and Puerto Rico. 33 Visitors that signed the guest register provided their email addresses.
- Dallas Travel & Adventure Show - January 30 - 31. 220 contest entries were generated. Eight tour and travel leads and one public relations contact were also collected. Management reported that the 2016 show attendance was 23,000.
- Boston Globe Travel Show - February 19 - 21. 355 contest entries were generated. Four tour and travel leads were collected.

