

HAAA Executive Update

As this most likely will be my last Executive Update I want to begin by thanking Blaine Lansberry and all of the HAAA Board for the opportunity that I had to lead this great organization. We did much and really moved the needle as a team. The entire Hospitality community is to be congratulated on this effort. We need to keep the momentum going and reach the next level.

Key Points

- ◆ It was another productive month as we saw a 6% increase in Occupancy and 5% increase in RevPAR for December which translated into a 16% increase in Bed Tax Collections. Key groups Offense/Defense and the second NAIA Football Championship helped this.
- ◆ We completed and successfully passed our fastest audit on record, instituted a program of each employee to come up with 3 NEW ideas each month that will make us more efficient and bring in more business or create savings that will translate into more marketing dollars.
- ◆ A plan is being put together for the spending of the overage in tax from previous fiscal year.
- ◆ 23 Leads issued, 11 definite leads, 9 tourism inquiry leads.
- ◆ We attended RCMA and destination Showcase, hosted FSAE roundtable in Tallahassee in conjunction with sales calls and attend SGMP monthly meeting in Gainesville.
- ◆ We had 5 area site inspections and ABA and Florida Huddle were worked by T&T.
- ◆ We are creating a Daytona Beach Travel Podcast, summer newsletter in the works, and met with Daytona Tortugas to discuss marketing ideas.
- ◆ VIC-DIS reported FL, NY, and PA were top three states of origin and Canada, Brazil and Germany top international origins.
- ◆ NY Time Travel Show, Cincinnati Travel, Sport and Boat Show, and Chicago Travel and Adventure Show were all worked from January 8-24 2016.

Essential Meetings:

- » *Tanger Outlets Wall Rising Ceremony*
- » *Daytona Beach Chamber*
- » *Destination Showcase*
- » *TDC & HLA*
- » *Eggs & Issues*

Looking ahead...

We will be transitioning the staff to insure continuity in momentum and programs as I head towards the exit. I will be available to assist any way I can, not only through transition but beyond that if it is required. We all want to see what we have built continue to grow. Thanks again, it has been a real joy to watch and work on the progress we have made. -Tom

ADMINISTRATION

- Tom implemented a new program to help employees think more resourcefully throughout their work day – *time is money!* This program began 1/15/16 and has each employee focusing on achieving 3 new goals a month!
- HAAA's January meeting accepted an outstanding annual audit by James Moore & Co.
- Additionally, HAAA approved Mid- Florida Marketing's annual contract, support for the Summer Concert Series at Daytona Beach Bandshell, overage spend from 2014/2015 fiscal and funds for the Ocean Center's promotional fund.
- Condensed current monthly reports to alleviate duplication to save employees time.

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FINANCE

December
Bed Tax
Revenues UP
16%

- Reviewed final audit documents and discussed with CPA firm before they presented to the board.
- Prepared two adjusting journal entries to reconcile books to audit.
- Discussed potential options for overage spend to present to board.
- Updated budget in Sage Accounting for 2015-16 to eliminate separate reports.
- Provided fiscal year 2014-15 final detailed results versus budget to department directors to see how the year ended up.
- Put together quarterly actual vs. budget for directors to track progress so far this fiscal.

GROUP SALES

- 23 Leads Issued - January 1, 2016 – February 8, 2016
- 11 Definite Leads - January 1, 2016 – February 8, 2016
- 9 Tourism Inquiry leads issued – January 1, 2016 – February 8, 2016
- Meetings attended 2 tradeshows RCMA & Destination Showcase, 1 MPI monthly meeting in Jacksonville, hosted the FSAE round table in Tallahassee with sales calls, and attended the SGMP monthly meeting in Gainesville. The meetings department conducted 5 area site visits.
- Tour & Travel attended 2 tradeshows, ABA & Florida Huddle, and hosted 2 area site visits and 13 Orlando sales calls/trainings.

11
Definite
leads!

Action items:

- Create with sales managers market specific messaging to advertising/collateral, follow up, etc , IMM, HB, Cvent
- Coordinate with OTT/Hat/LBeever for training modules
- Monthly ROI request from hotels, tracking leads, booked business from CVB tradeshow, sponsorships, etc.
- Work with SimpleView to create custom reports in Meeting Sales & Travel Trade modules
- Review Simpleview's capability of survey documents & update survey questions
- DME facility meeting to discuss 2016 events and other potential opportunities
- Develop new opportunities with local host organizations. Connect with AAU, NSA, and USSSA representatives
- Identify new business partners in Florida to create new opportunities *identify partners
- Dedicate time weekly for tradeshow/client event/site visit follow database review of all tentative and lost leads
- Identify sponsorship opportunities for North Florida MPI
- Commitment for NF MPI committee - facilitator for MPI 101 classes, CMP studies etc.
- Market specific database review
- Coordinate efforts with consumer marketing (Roxanne) for SMEF markets/collateral
- Georgia MPI sales mission *identify meeting sponsorship coordinate "roadshow"
- Identify locations of new training classes of Westgate, Diamond, and Marriott to educate new hires on DB
- Organize sales mission in Orlando with Daytona Beach partners on a monthly basis
- Coordinate with PR communication Daytona Beach updates to all Tour/Travel related companies

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PUBLIC RELATIONS

- Followed up with targeted journalists who attended the Jan. 28 Florida Huddle Media Meet-up in Tampa
- Met with key travel writers during VISIT Florida's Feb. 10 Media Reception in NYC
- Confirmed 5 journalists for the CVB's April 26-29 Spring Media FAM
- Provided text and images to several media outlets
- Rewrote the training program script for Sales
- Launched new media gallery on DaytonaBeach.com
- Created new blog and consumer blast content

MARKET DEVELOPMENT

- Ashwin from Regatta will be in town the week of the 22nd to meet with select restaurants & attraction to discuss the All-Inclusive Program. CVB staff will also attend several of the meetings.
- Working on producing/creating a format for our own Daytona Beach Travel Podcast
- Creating a new/better follow-up series for our email opt-ins
- Cleaning & removing unsubscribes from our email opt-in lists
- Working on getting access/use of high quality video equipment to create our own footage library. Working with County Legal on specifics for use of loaned equipment.
- Working on creating a form for hotel partners to update/check their phone, web, social media and amenities.
- Getting quotes from phone & internet companies for new services.
- Working with Simpleview to create a report to show what Co-Ops partners have participated in to go in their benefits Summary.
- Working on the Summer Newsletter.
- Met with the Daytona Tortugas to discuss Marketing ideas.
- At the I-95 Welcome Center the CVB promoted the destination on seven scheduled dates in the month of January. 751 Visitor Guides were distributed along with seven hotel partner brochures.
- VIC-Daytona International Speedway In January, VIC staff reported the most popular visitor states of origin were Florida, New York & Maryland. International visitors included U.K., Canada and Brazil.
- VIC-Destination Daytona, this location reported that Florida, New York and Pennsylvania were the noted states of origin. International visitors included Canada, Brazil and Germany.
- New York Times Travel Show, January 8 - 10 - Staff promoted the new non-stop JetBlue service. Over 388 show attendees registered to win a three day two night stay compliments of the Hilton Ocean Walk Resort. Staff collected 5 media leads, 18 travel agent leads and one conventions lead.
- Cincinnati Travel, Sport & Boat Show, January 15 - 17 - 110 show attendees registered to win a two night stay compliments of the El Caribe Resort.
- Chicago Travel & Adventure Show, January 23 - 24 - 272 show attendees registered to win a two night stay compliments of the Coral Sands Inn. Staff collected 7 travel agent leads.

