

# Memo

**To:** HAAA  
**From:** Evelyn Fine  
**Date:** July 14, 2020  
**Subject:** May 2020 Occupancy & Average Daily Rate Report

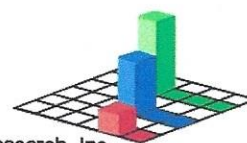
Overall Daytona Beach Area Occupancy decreased about 36%, to 44% in May 2020 from 68% in May 2019.

The Daytona Beach Area Average Daily Rate stayed about the same, at \$119.11 in May 2020 and \$118.96 in May 2019.

The Daytona Beach Area Revenue per Available Room decreased about 36%, to \$51.92 in May 2020 from \$81.26 in May 2019.

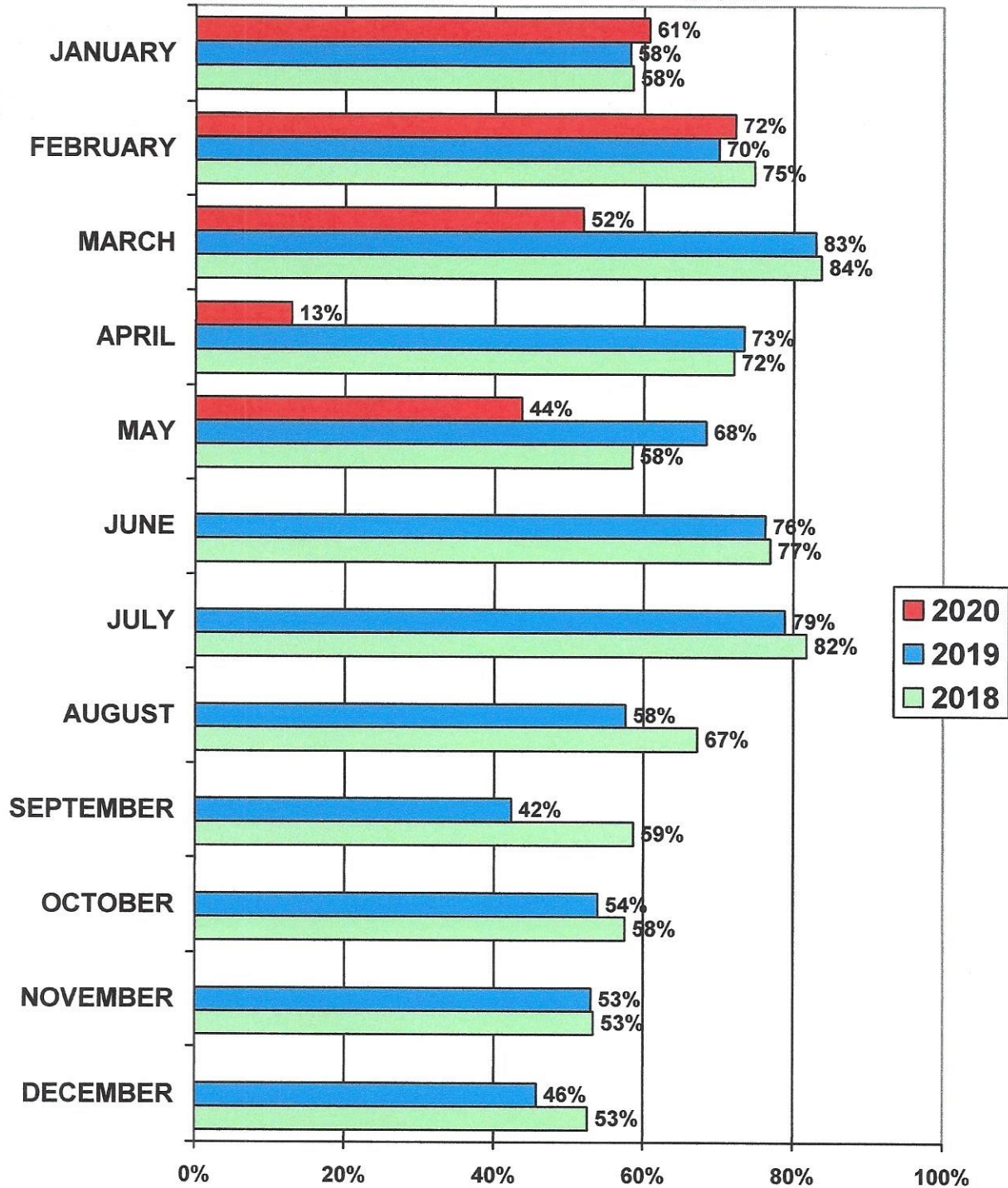
The pandemic affected existing reservations and caused cancellations. Many properties were partially open during the month of May 2020.

EF/LK



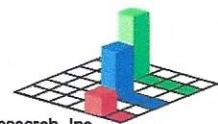
Mid-Florida Marketing & Research, Inc.

# HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2018 - 2020

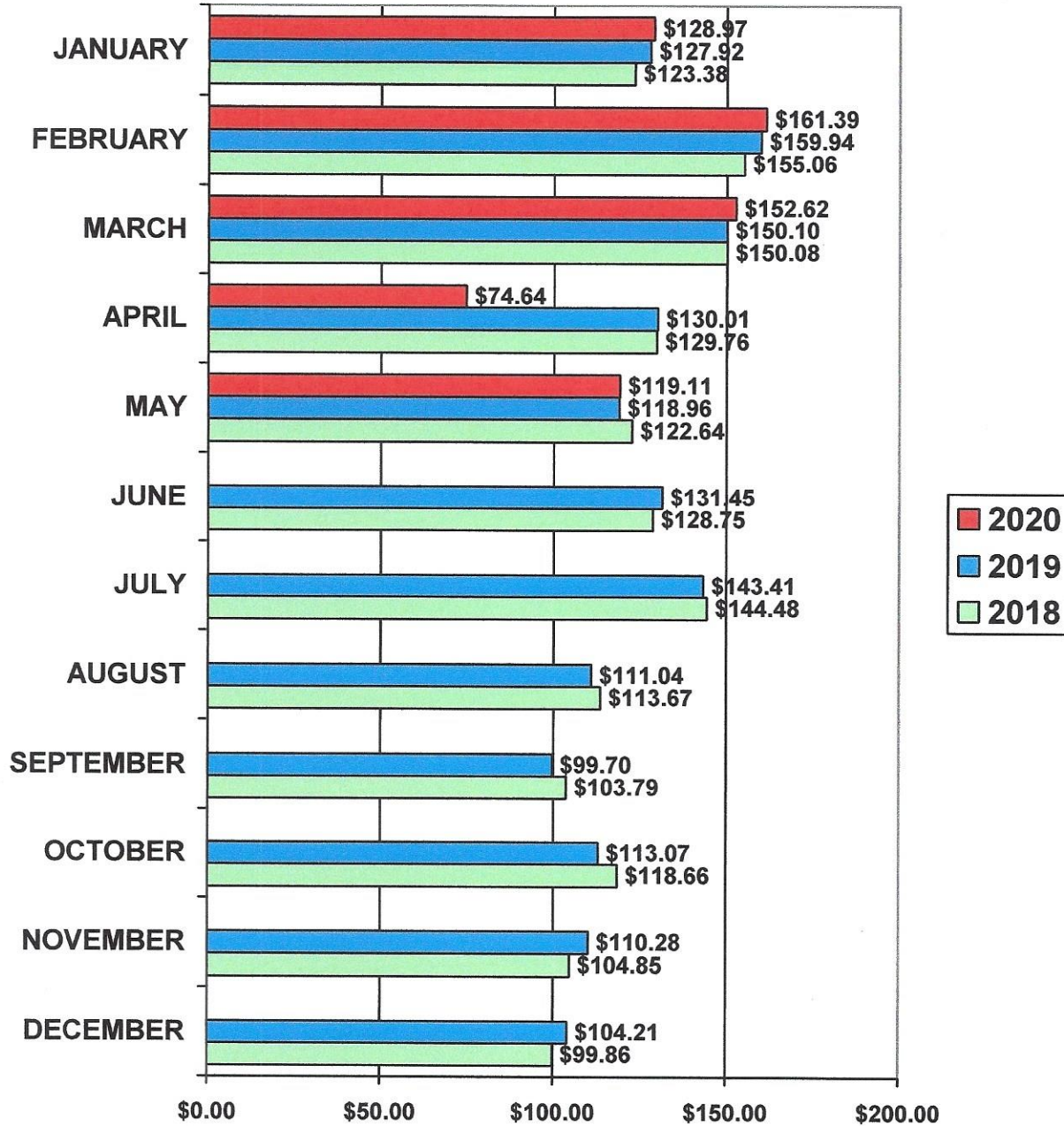


2020 YTD AVG. 50%  
2019 YTD AVG. 71%  
2018 YTD AVG. 71%

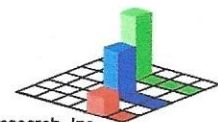
MAY 2020 HIGH 97%  
MAY 2020 LOW 13%



# HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020

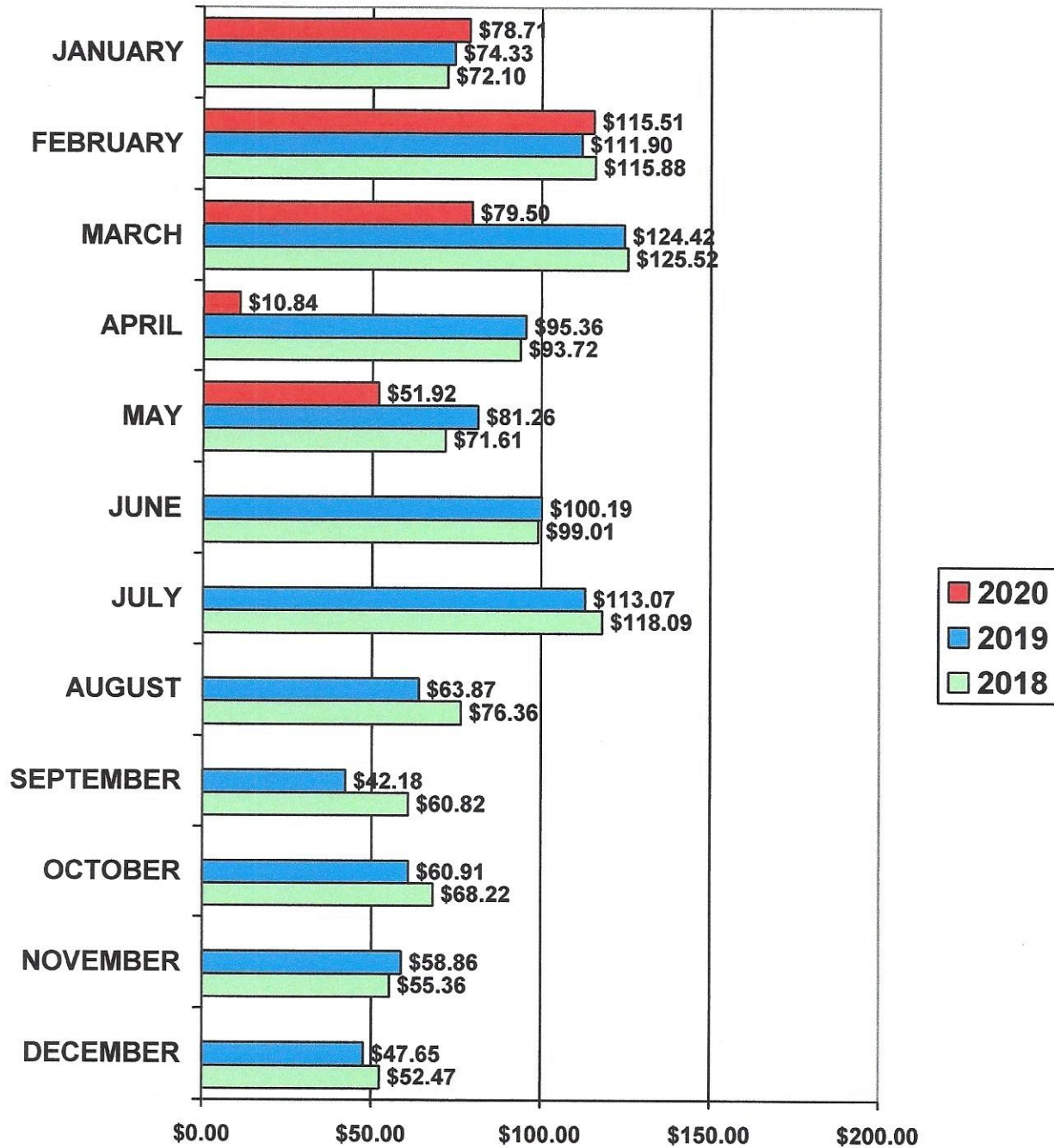


2020 YTD AVG. \$139.08    MAY 2020    HIGH \$ 188.07  
 2019 YTD AVG. \$138.38    MAY 2020    LOW \$ 61.70  
 2018 YTD AVG. \$137.55





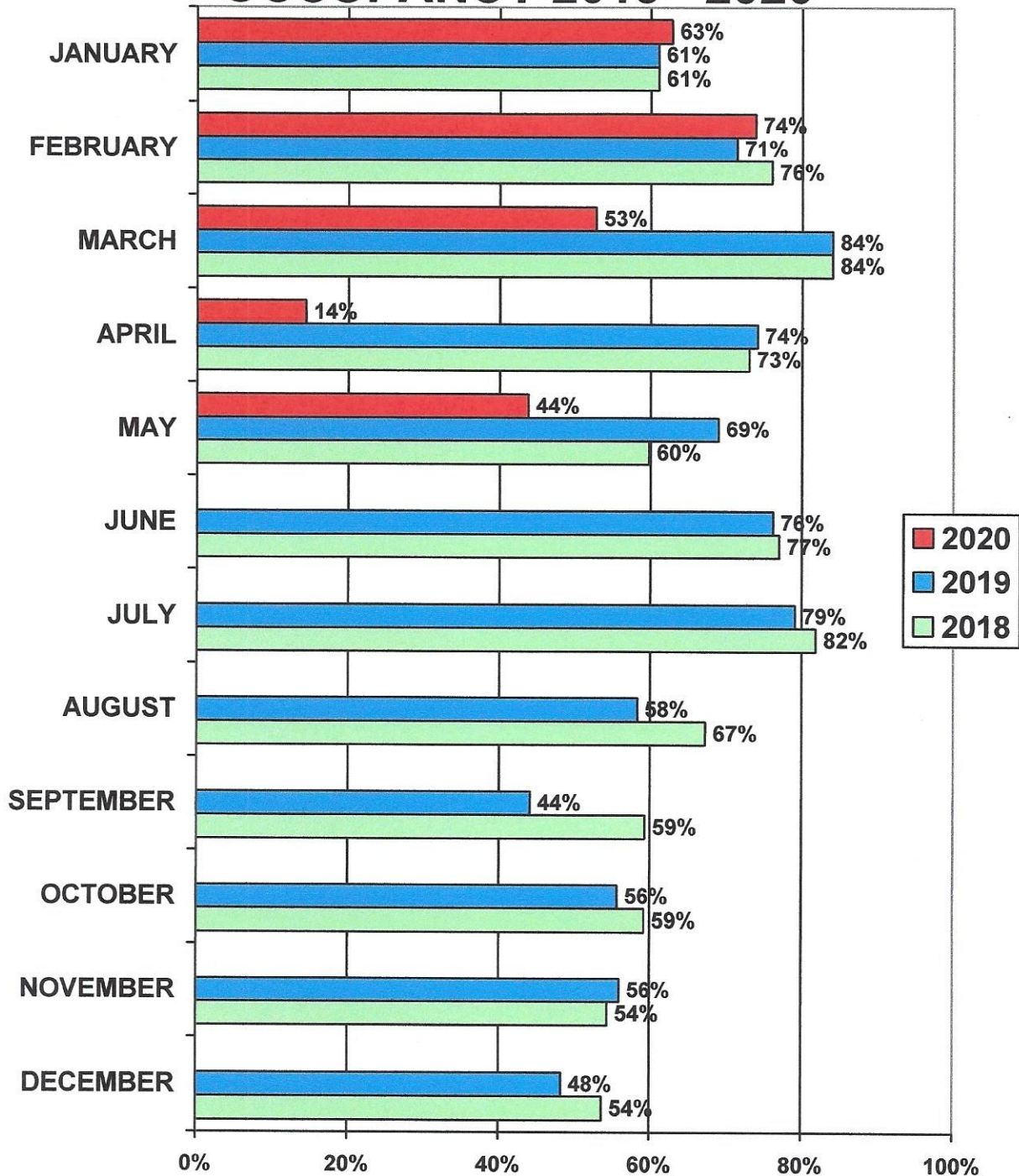
# HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



2020 YTD AVG. \$ 69.46  
 2019 YTD AVG. \$ 98.13  
 2018 YTD AVG. \$ 97.12

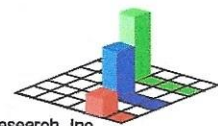


# VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020



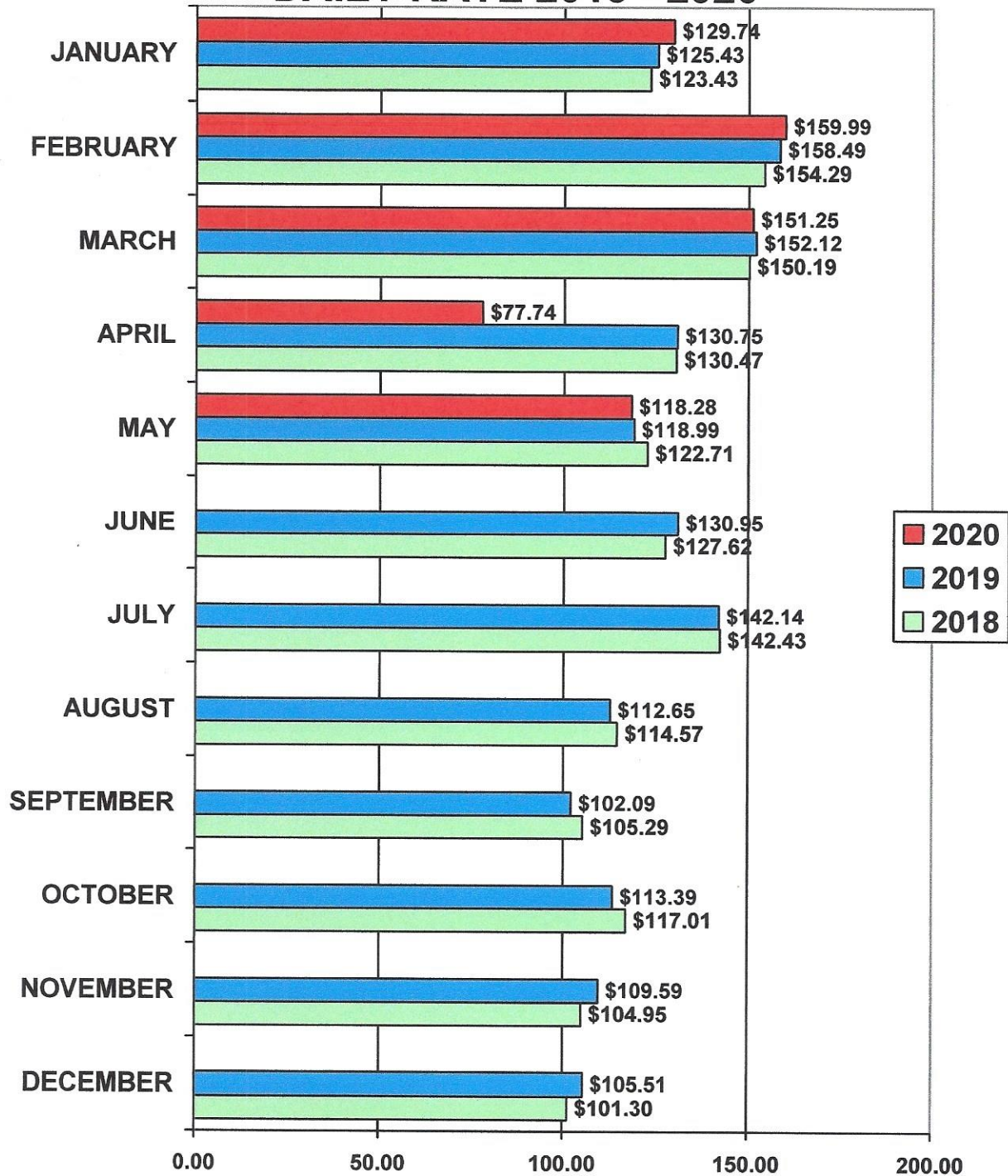
2020 YTD AVG. 51%  
2019 YTD AVG. 72%  
2018 YTD AVG. 70%

MAY HIGH 97%  
MAY LOW 13%





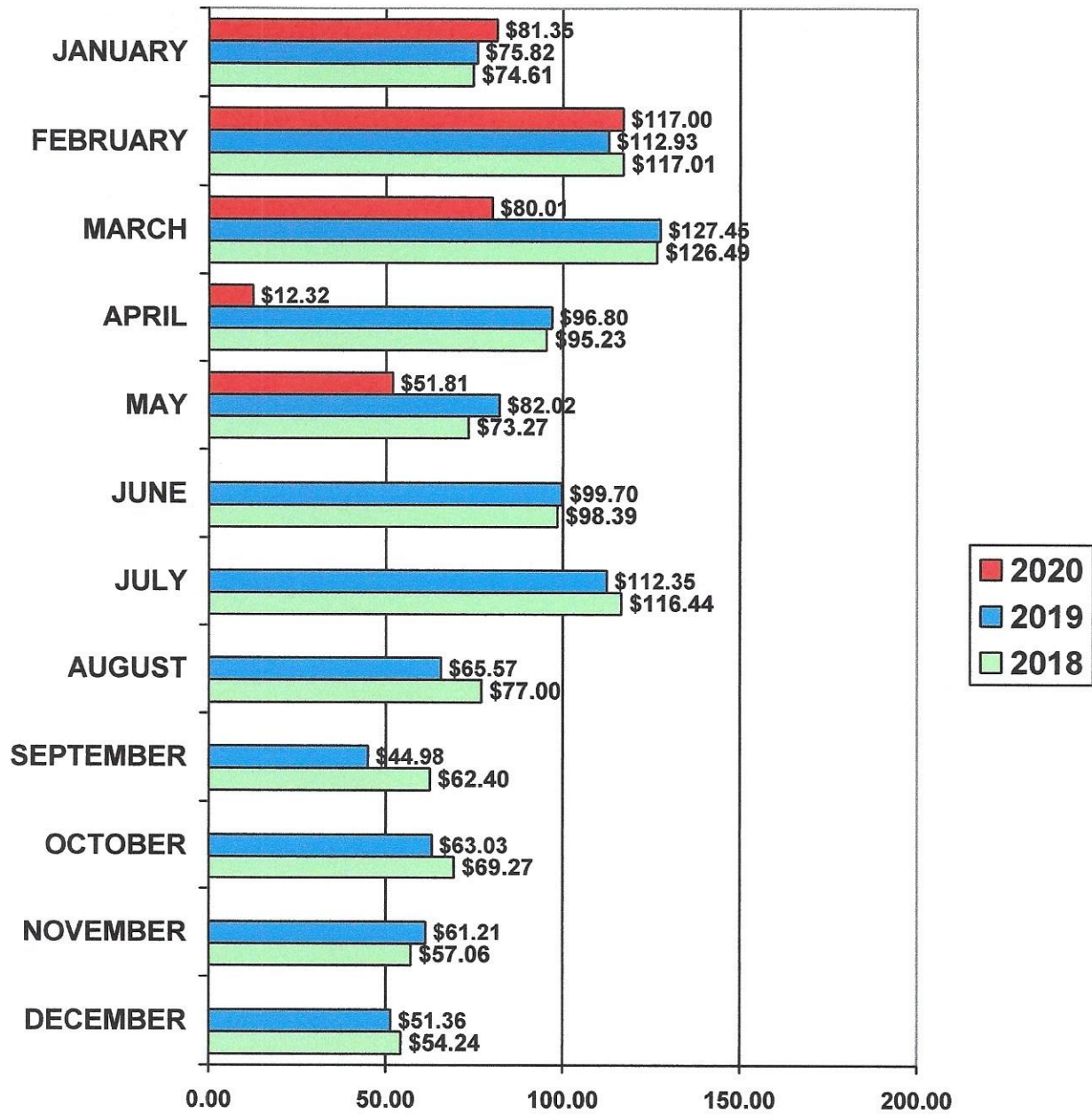
# VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$137.96    MAY 2020    HIGH \$ 203.06  
 2019 YTD AVG. \$138.06    MAY 2020    LOW \$ 32.56  
 2018 YTD AVG. \$137.58



## VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020

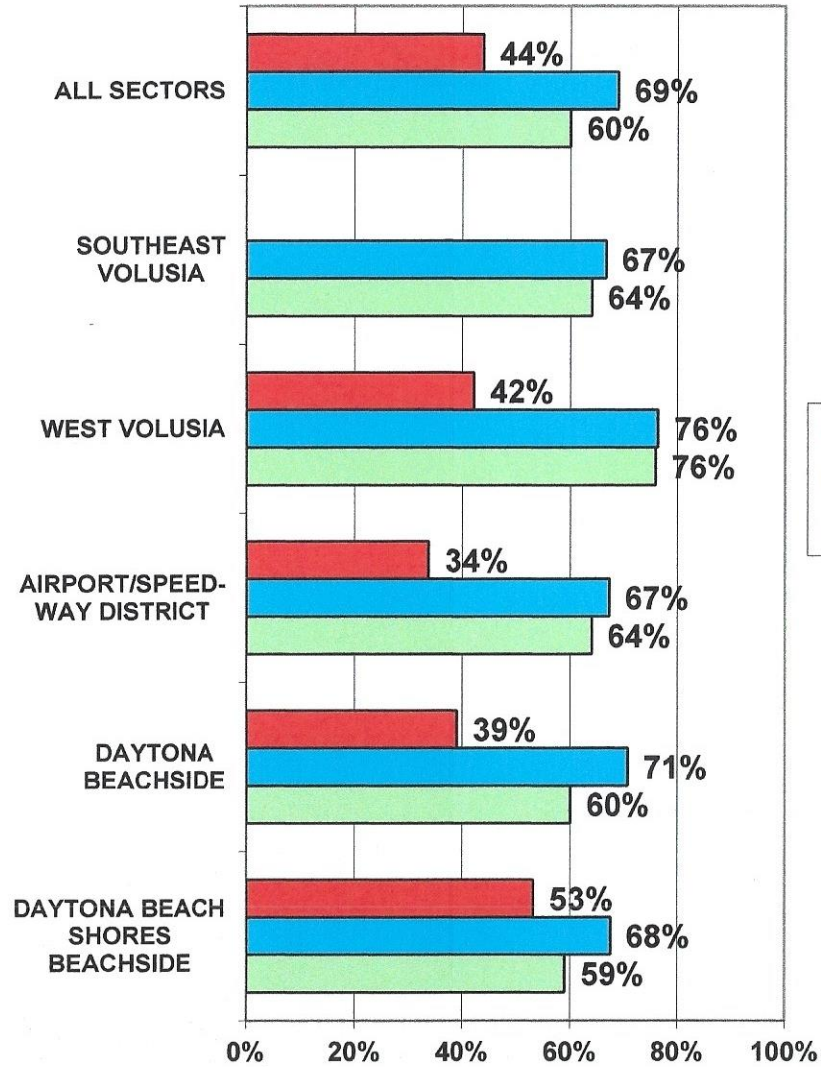


**2020 YTD AVG. \$ 70.35**  
**2019 YTD AVG. \$ 99.15**  
**2018 YTD AVG. \$ 99.15**

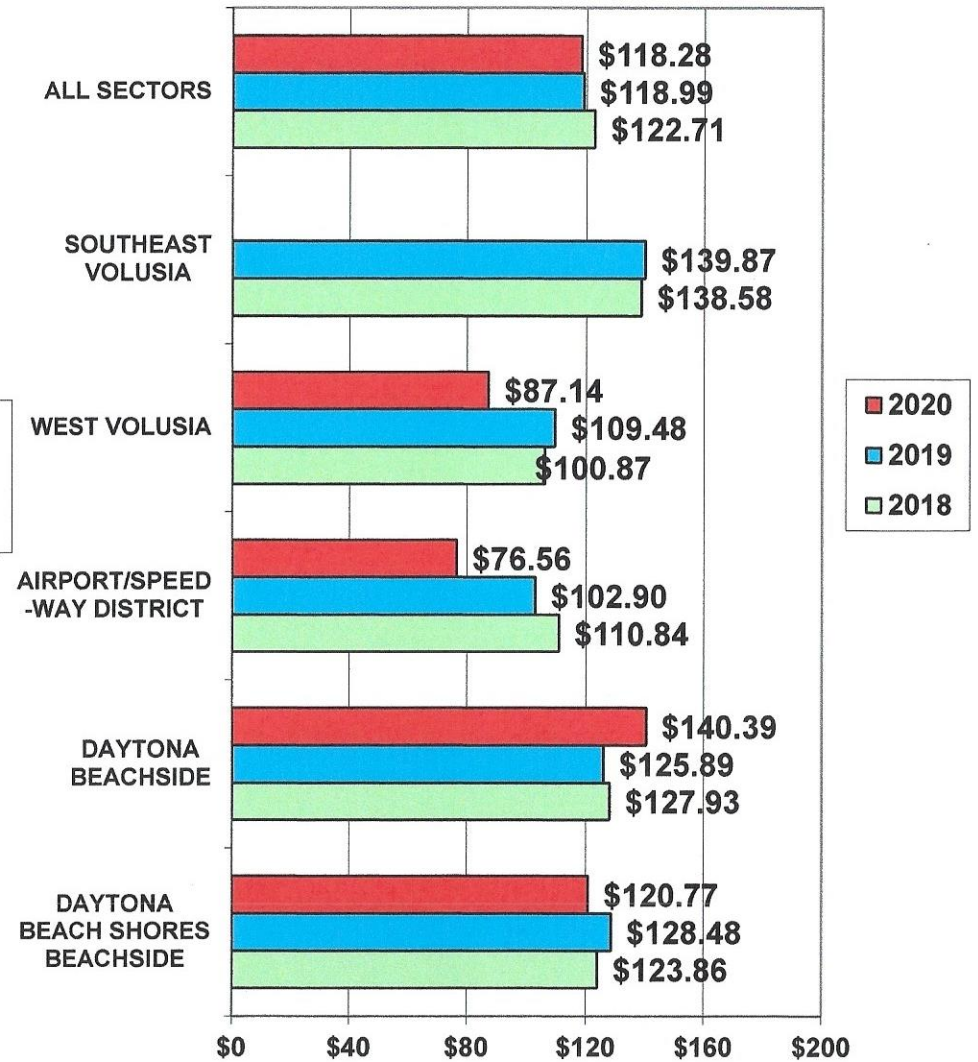




### VOLUSIA OCCUPANCY BY AREA SECTORS - MAY 2018 - 2020



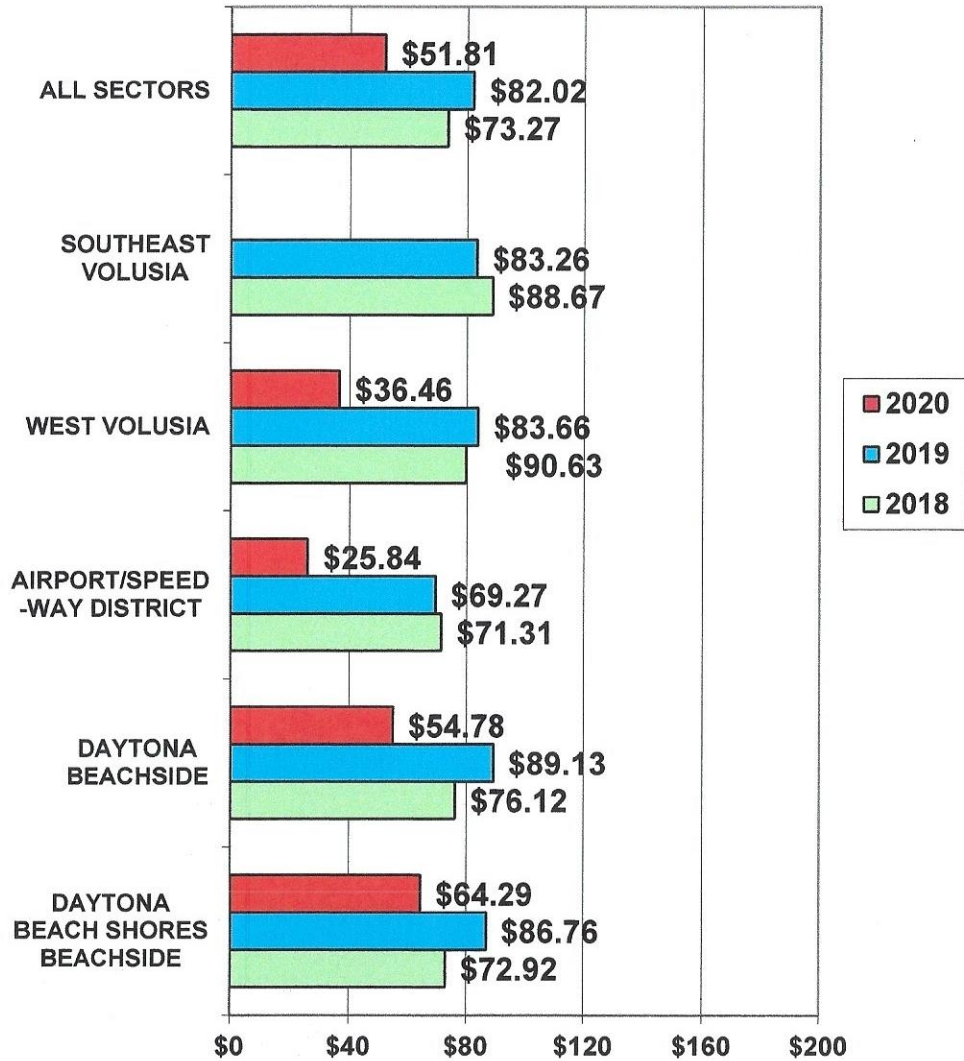
### VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - MAY 2018 - 2020



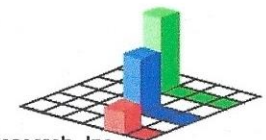
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED



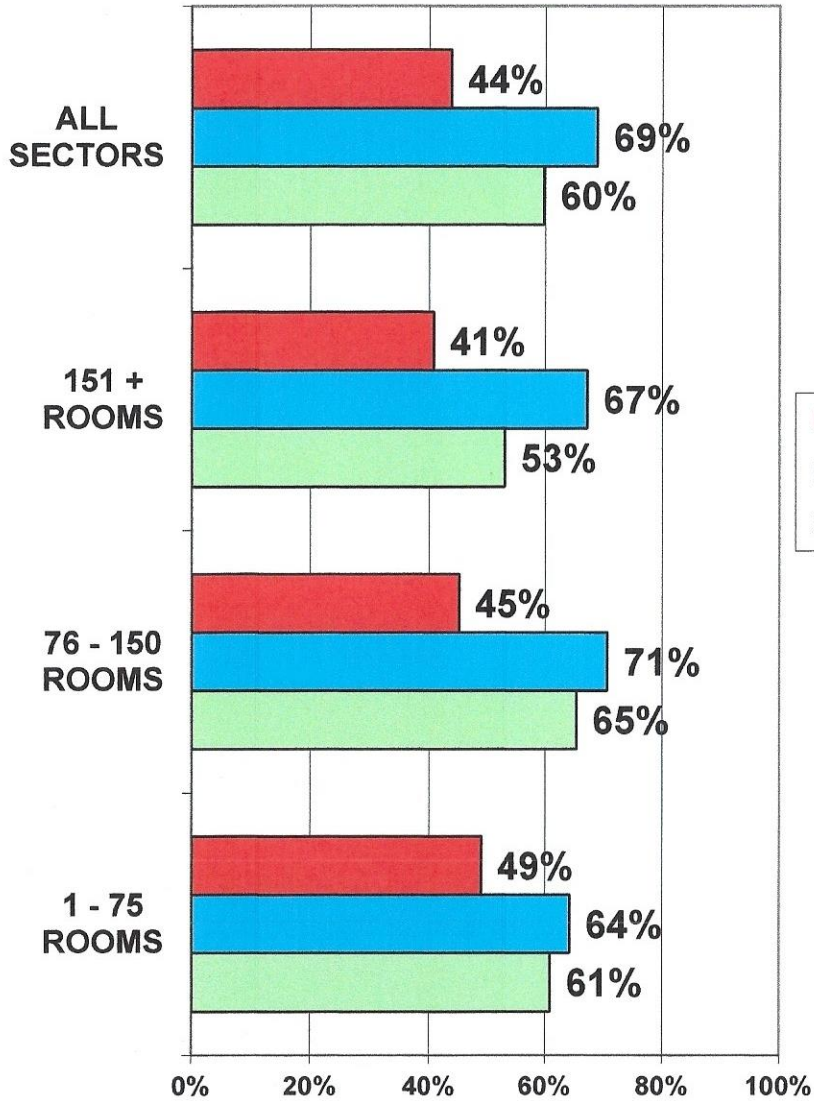
**VOLUSIA REV/PAR  
BY AREA SECTORS -  
MAY 2018 - 2020**



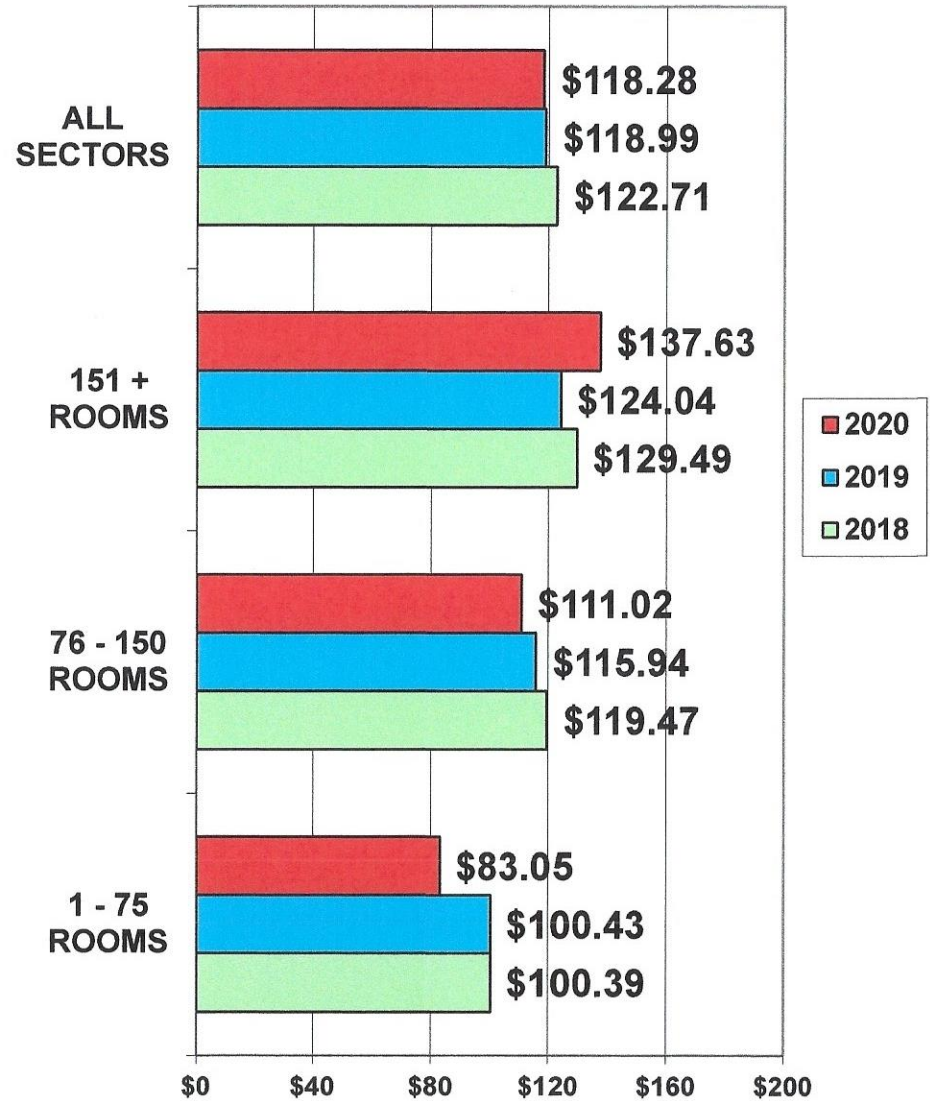
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED



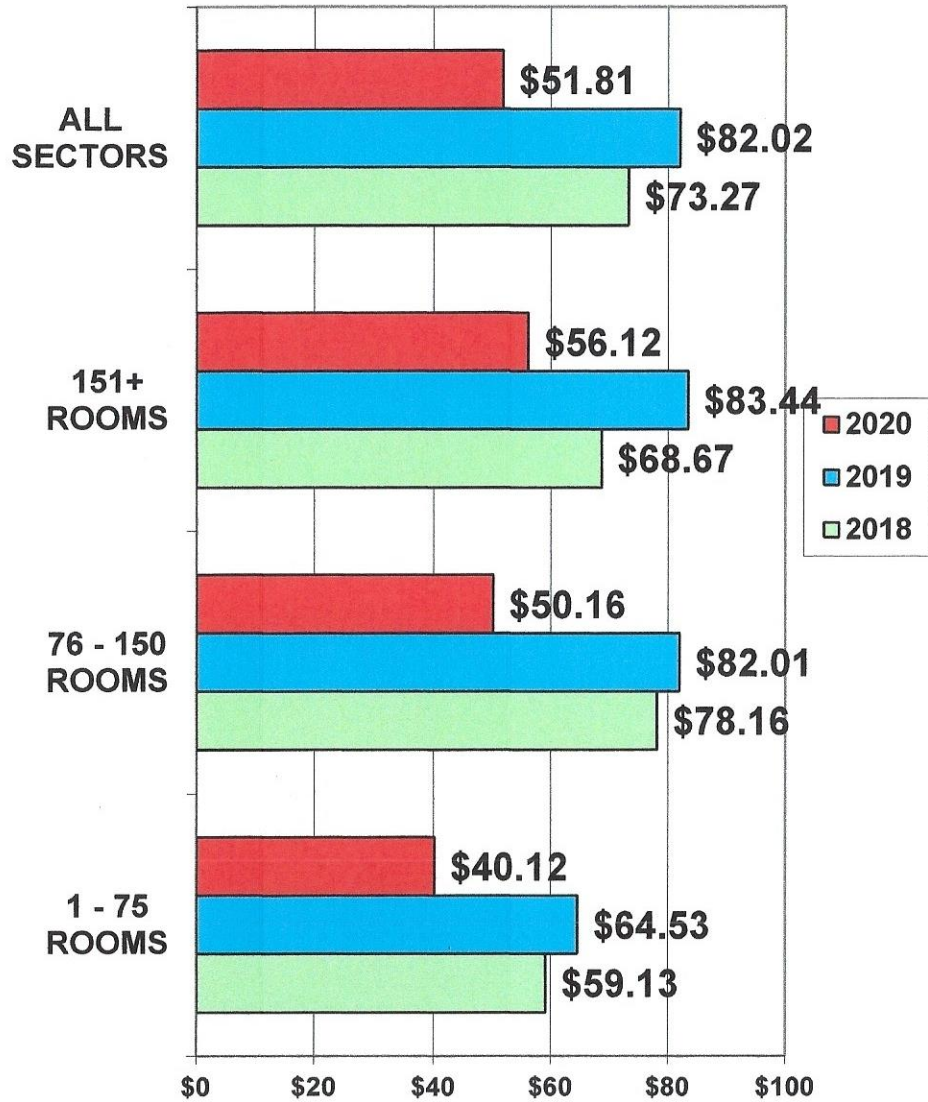
### VOLUSIA OCCUPANCY BY PROPERTY SIZE - MAY 2018 - 2020



### VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - MAY 2018 - 2020

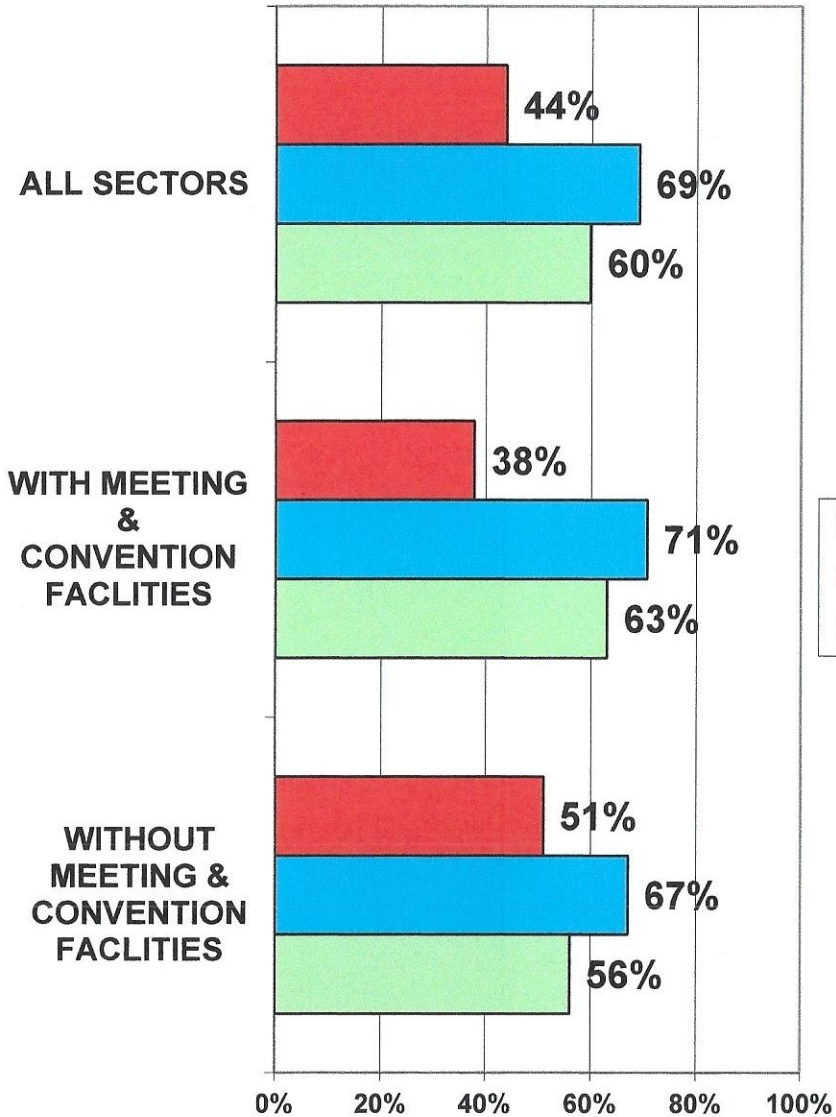


## VOLUSIA REV/PAR BY PROPERTY SIZE - MAY 2018 - 2020

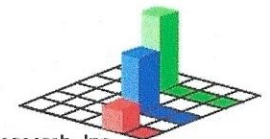
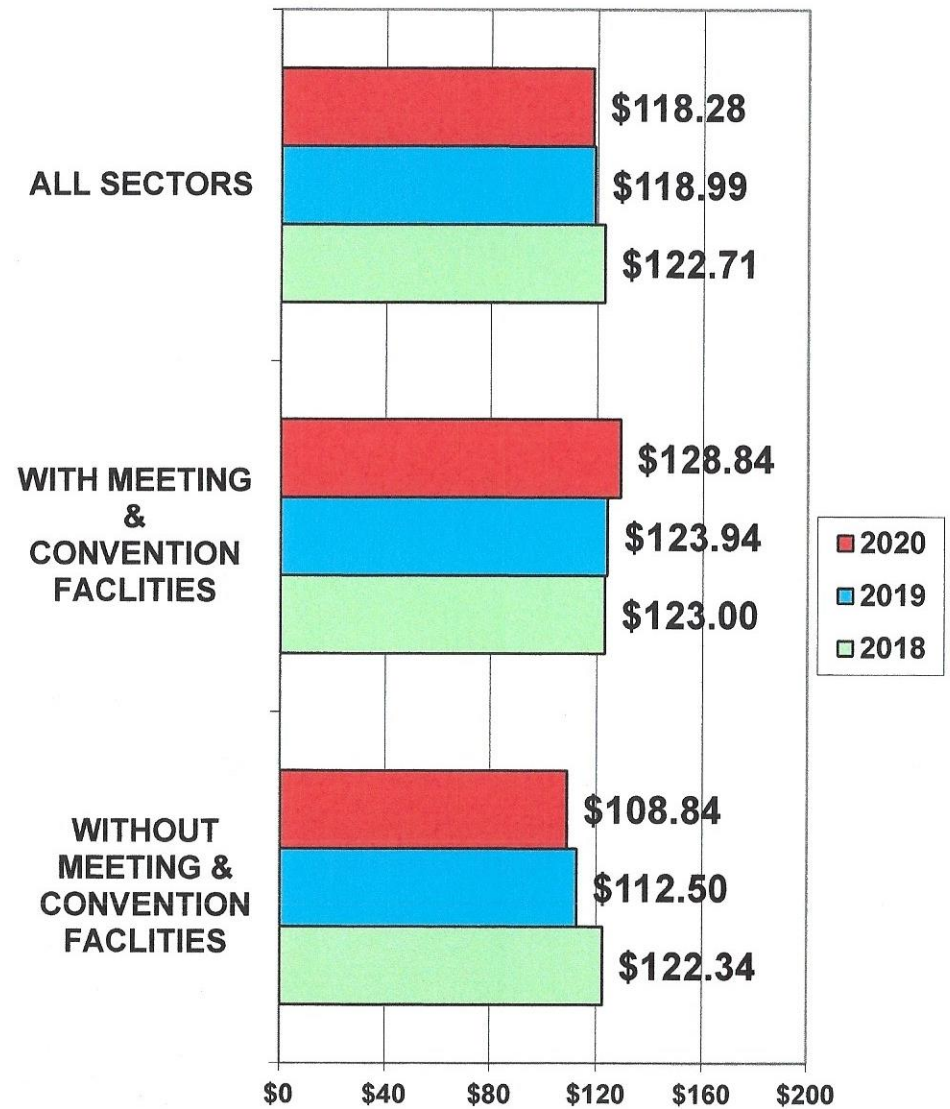




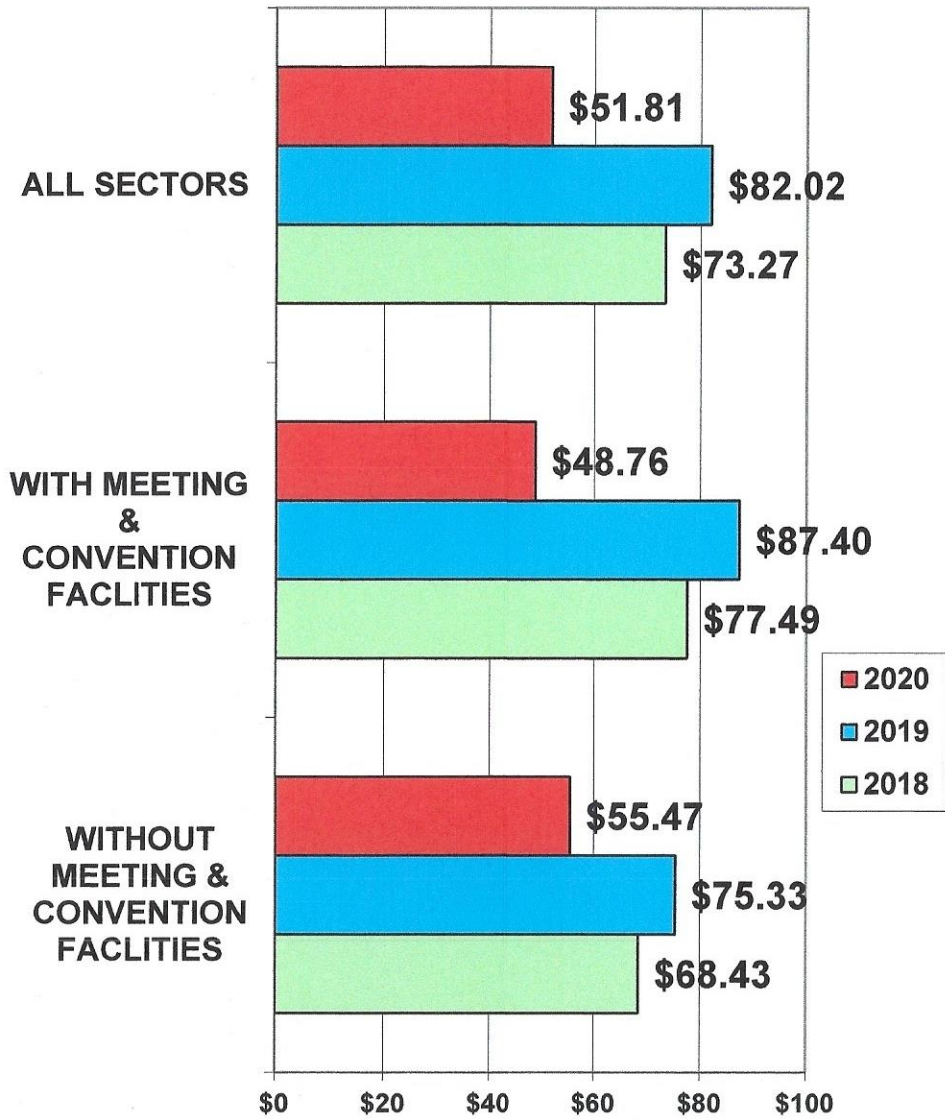
**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - MAY 2018 - 2020**



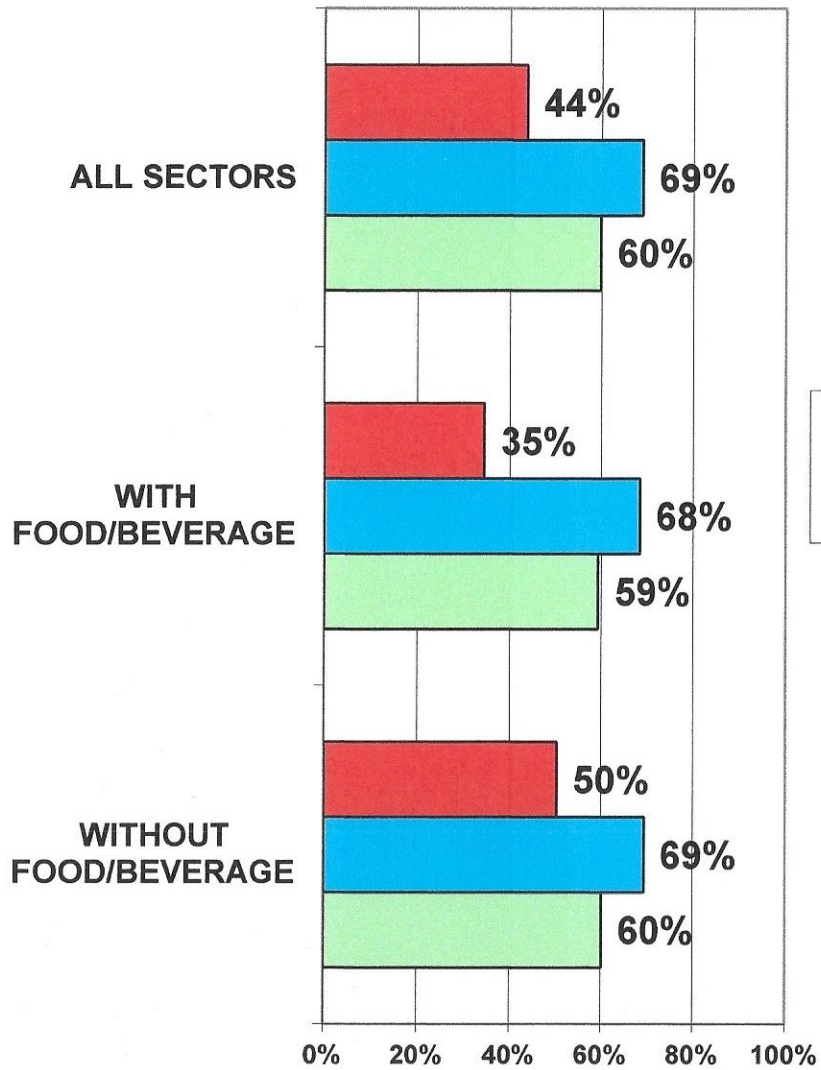
**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MAY 2018 - 2020**



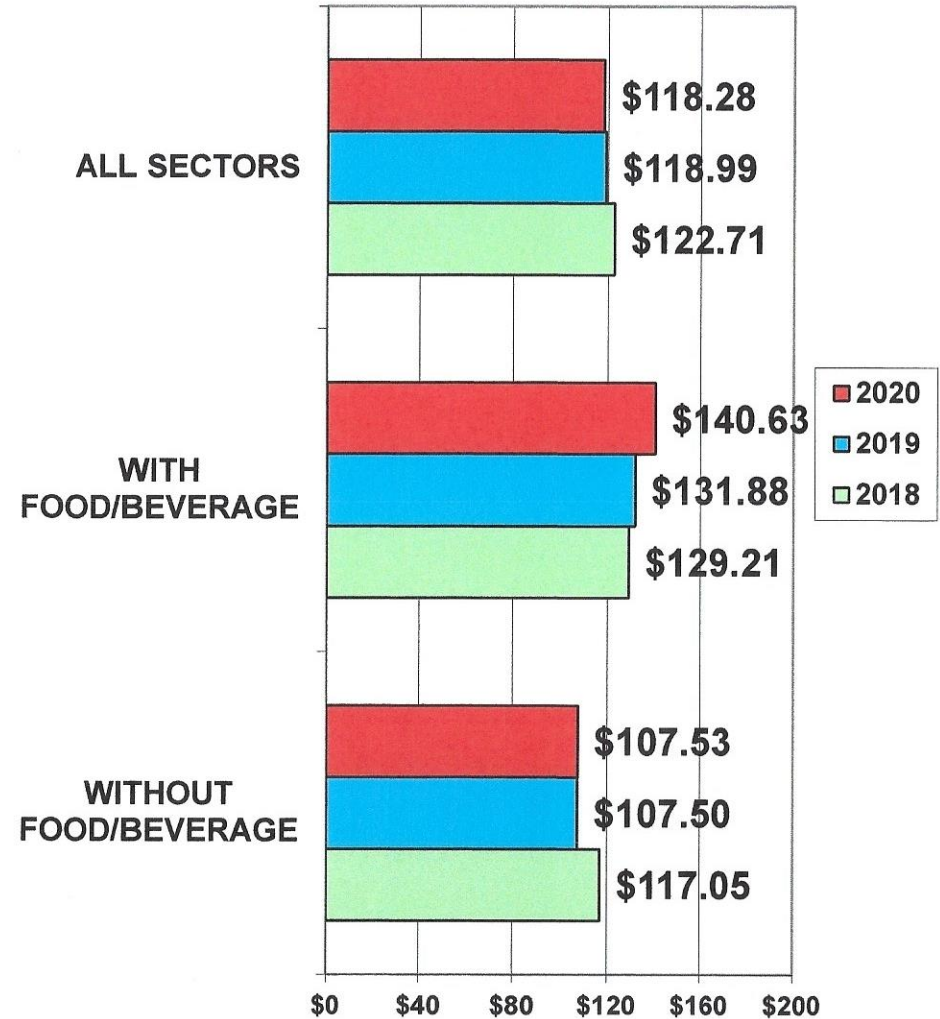
**VOLUSIA REV/PAR BY  
MEETING & CONVENTION  
FACILITIES - MAY 2018 - 2020**



**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
MAY 2018 - 2020**

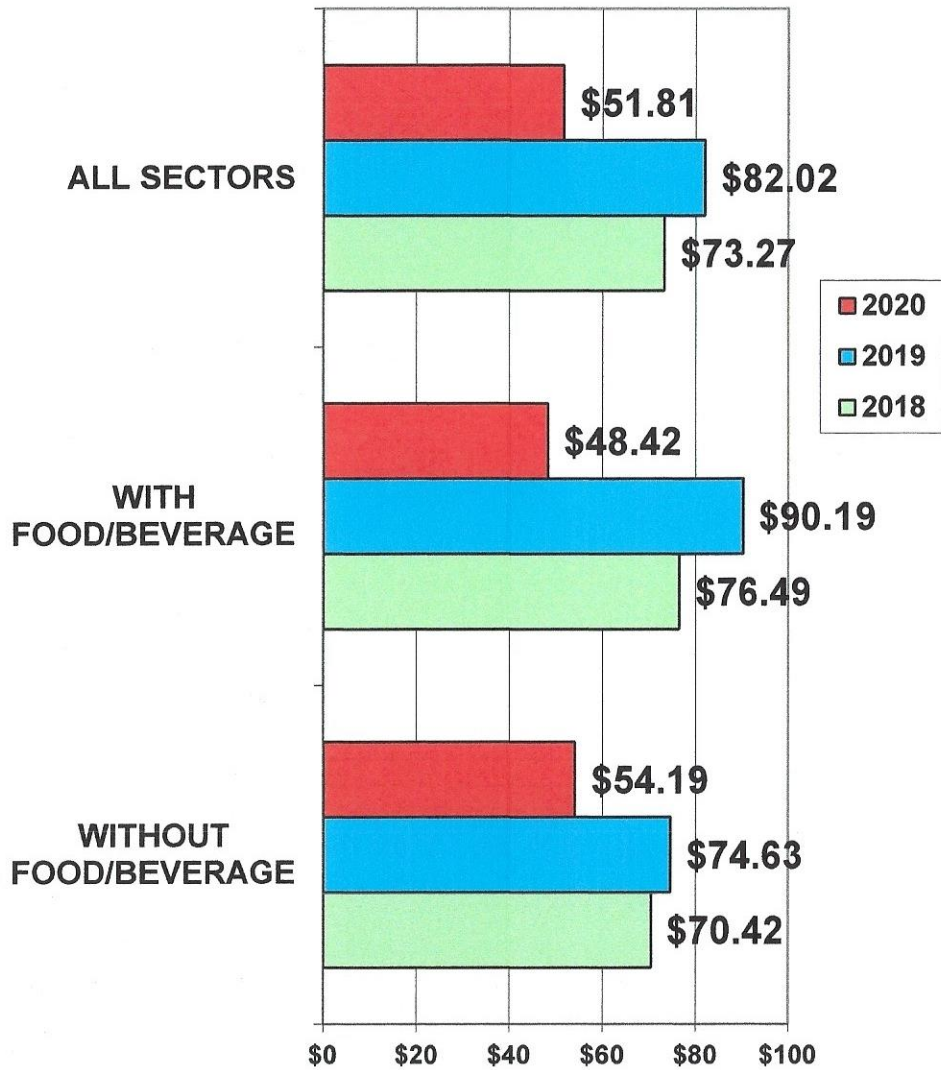


**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
MAY 2018 - 2020**

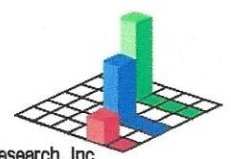
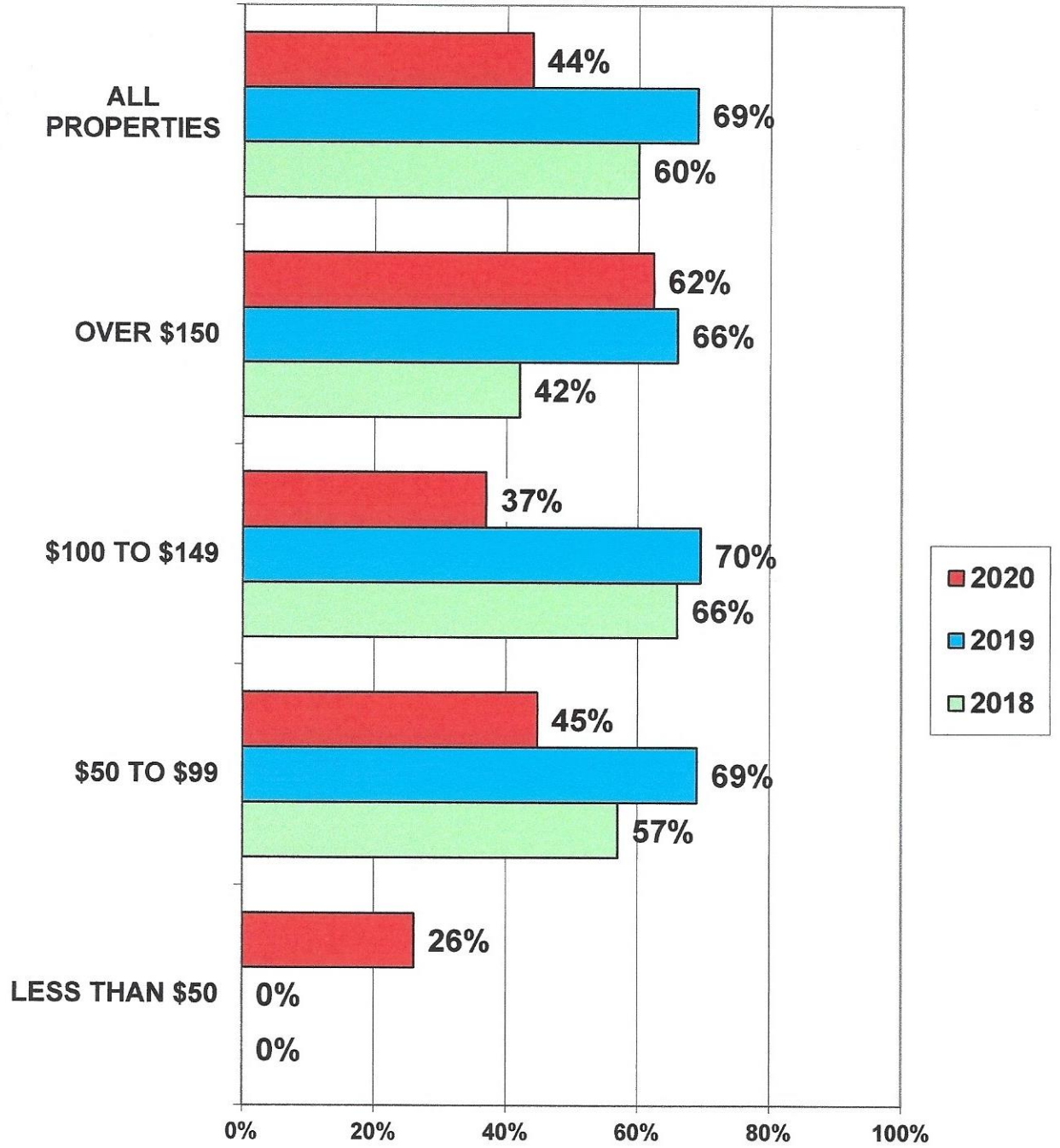




# VOLUSIA REV/PAR BY FOOD/BEVERAGE - MAY 2018 - 2020

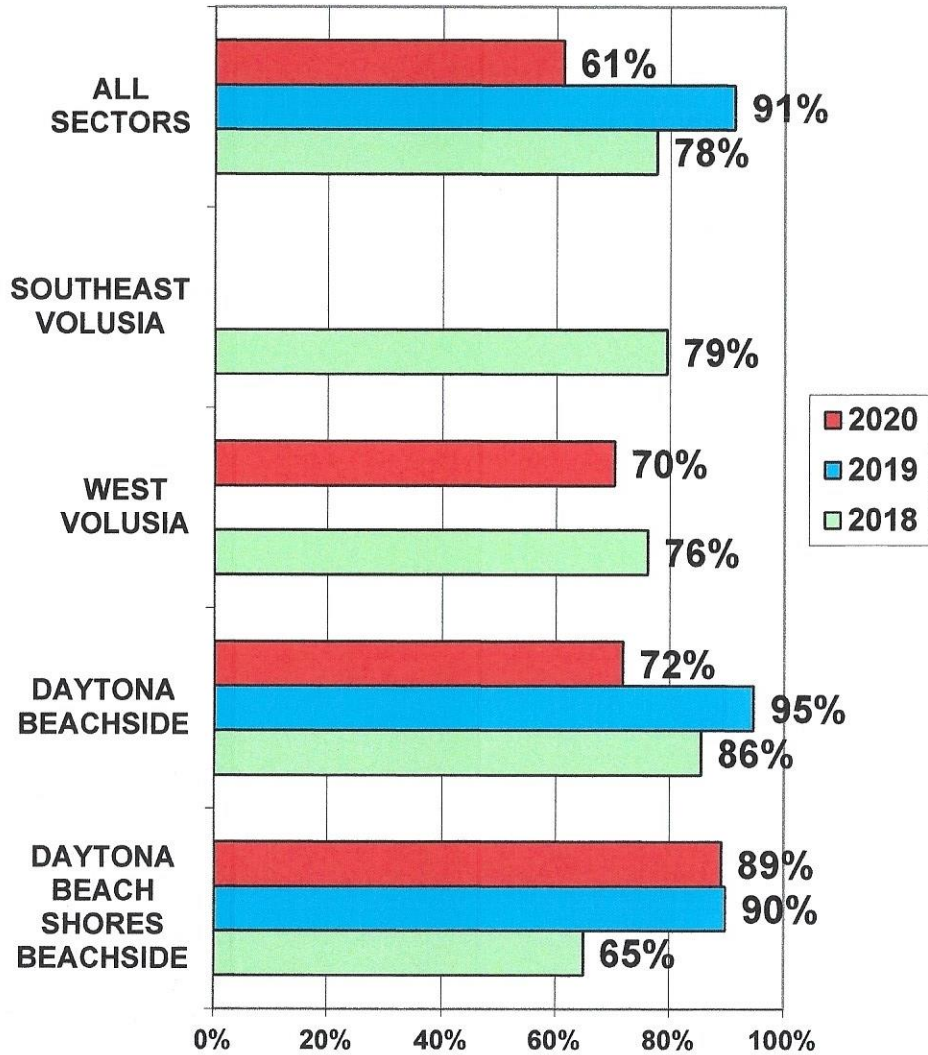


## DAYTONA BEACH HOTEL/MOTEL OCCUPANCY BY PRICE RANGE MAY 2018 - 2020

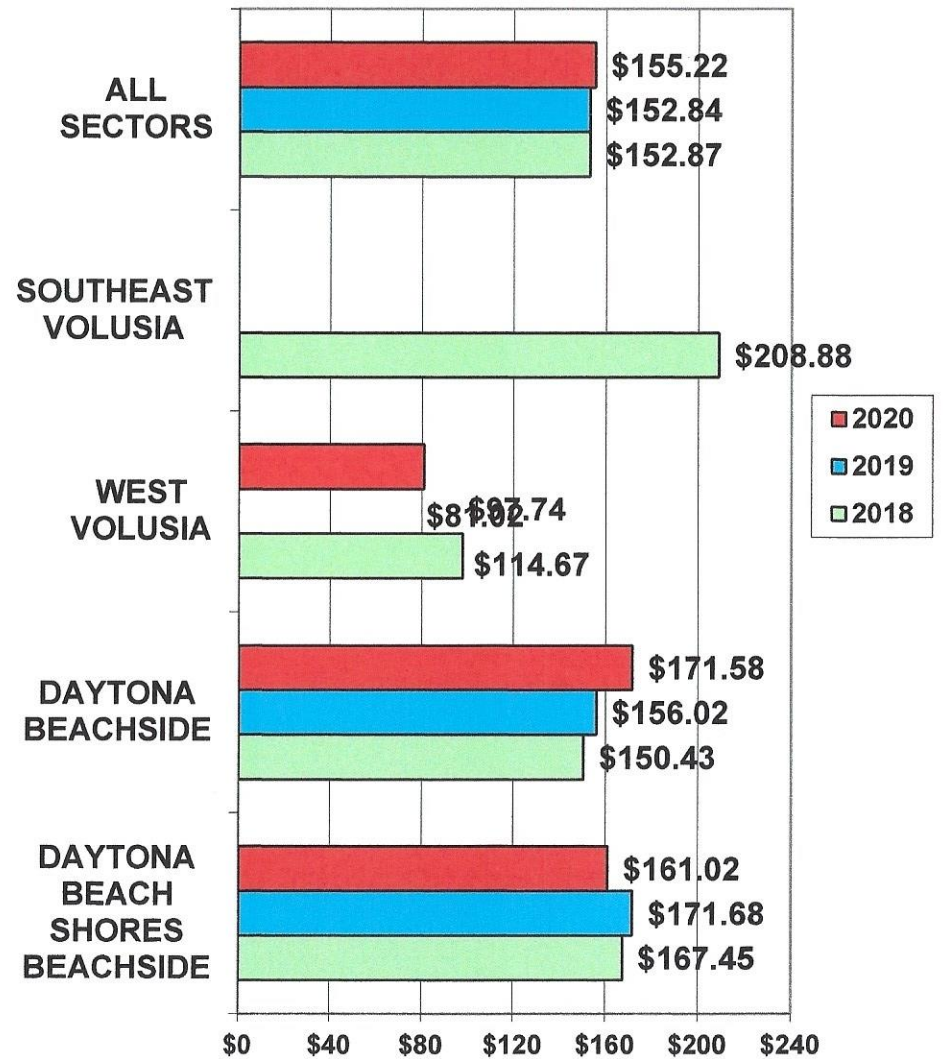


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**VOLUSIA OCCUPANCY  
BY AREA SECTORS -  
MEMORIAL DAY WEEKEND  
2018 - 2020**



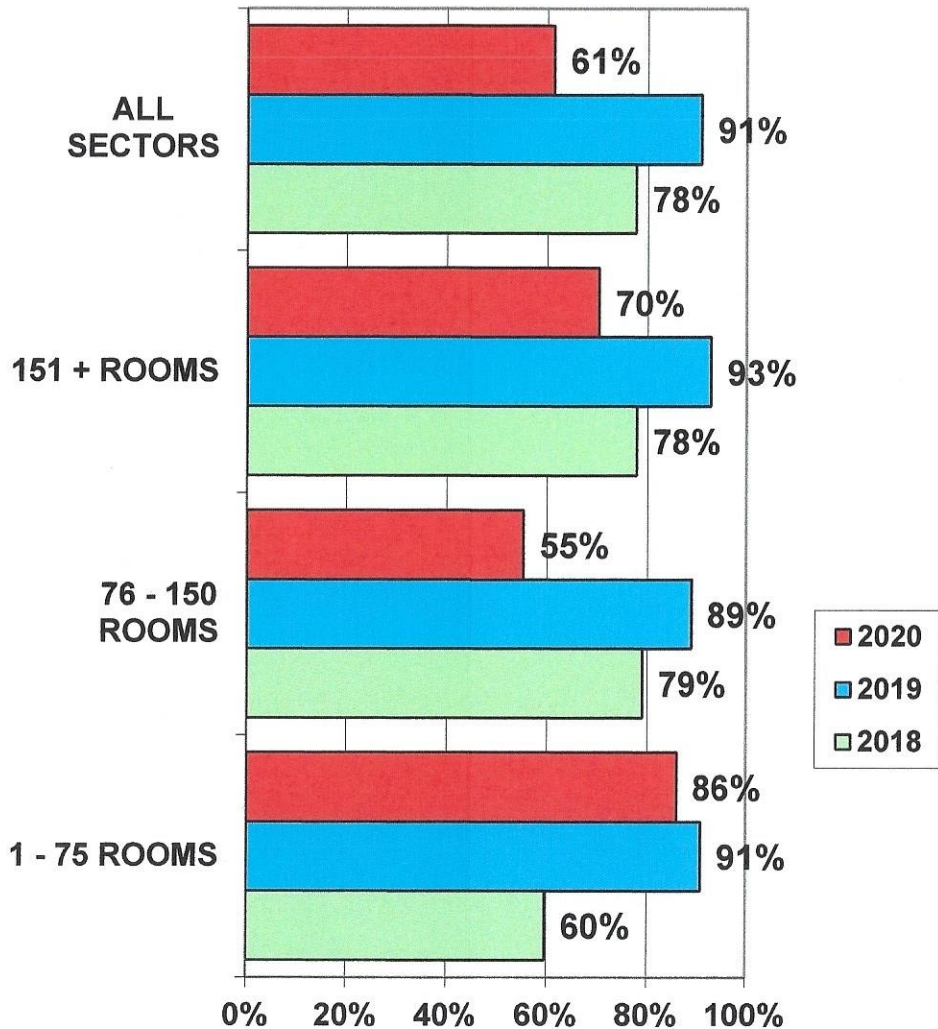
**VOLUSIA AVERAGE DAILY RATE  
BY AREA SECTORS -  
MEMORIAL DAY WEEKEND  
2018 - 2020**



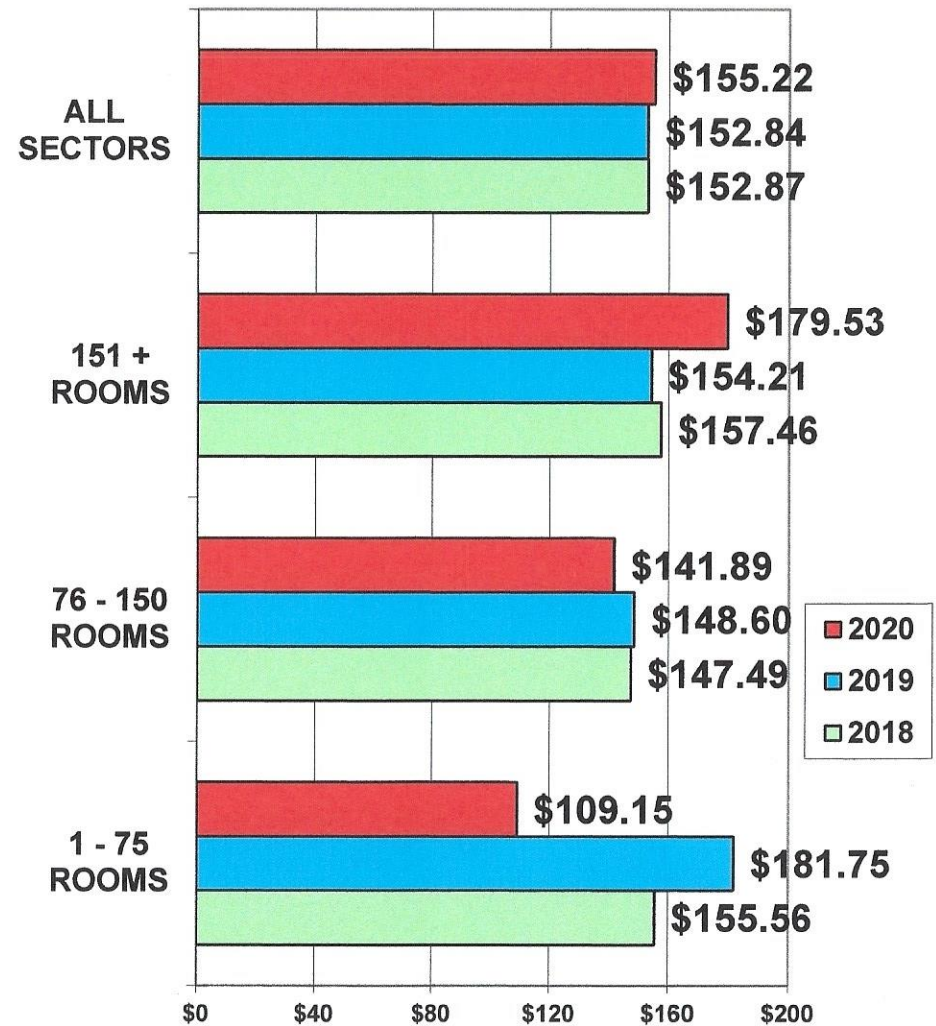
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



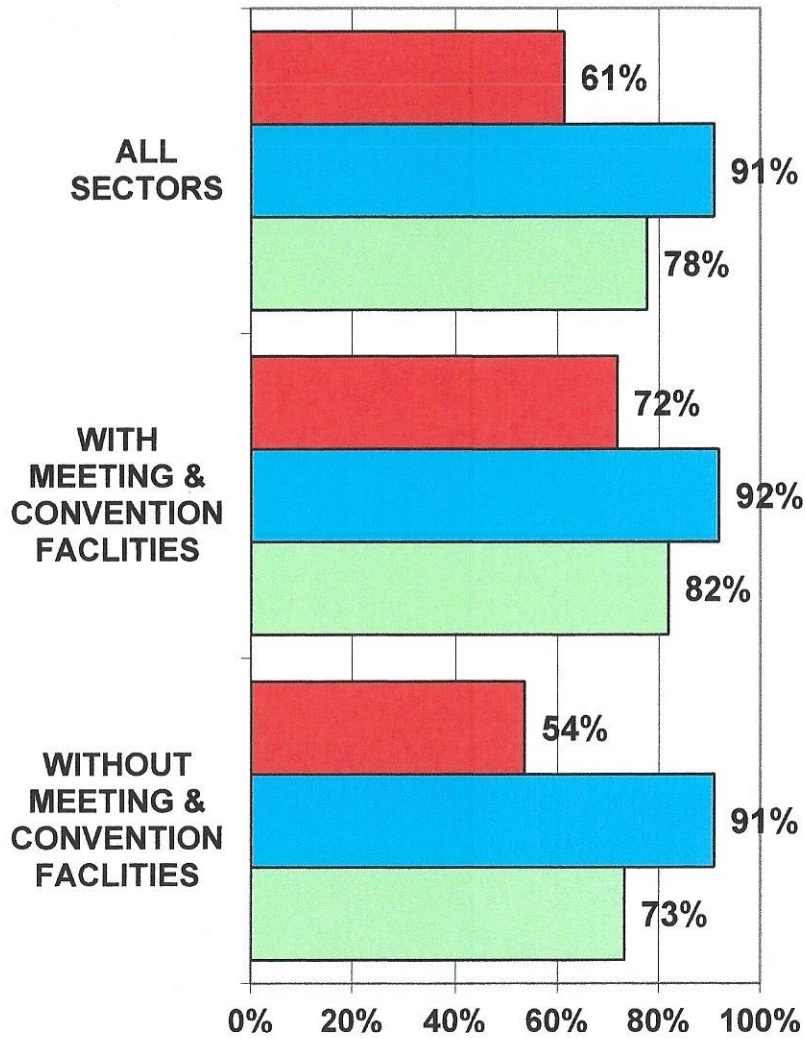
**VOLUSIA OCCUPANCY  
BY PROPERTY SIZE -  
MEMORIAL DAY WEEKEND  
2018 - 2020**



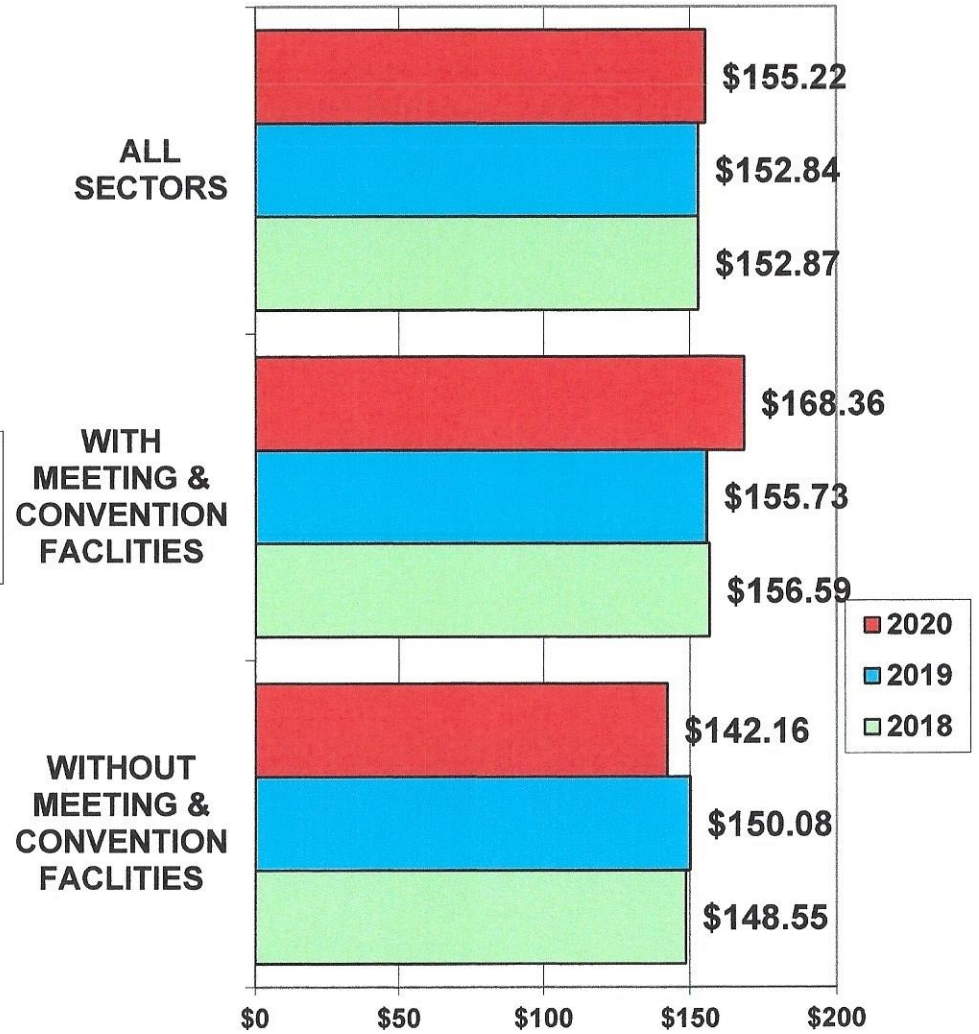
**VOLUSIA AVERAGE DAILY RATE  
BY PROPERTY SIZE -  
MEMORIAL DAY WEEKEND  
2018 - 2020**



**VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - MEMORIAL DAY WEEKEND 2018 - 2020**

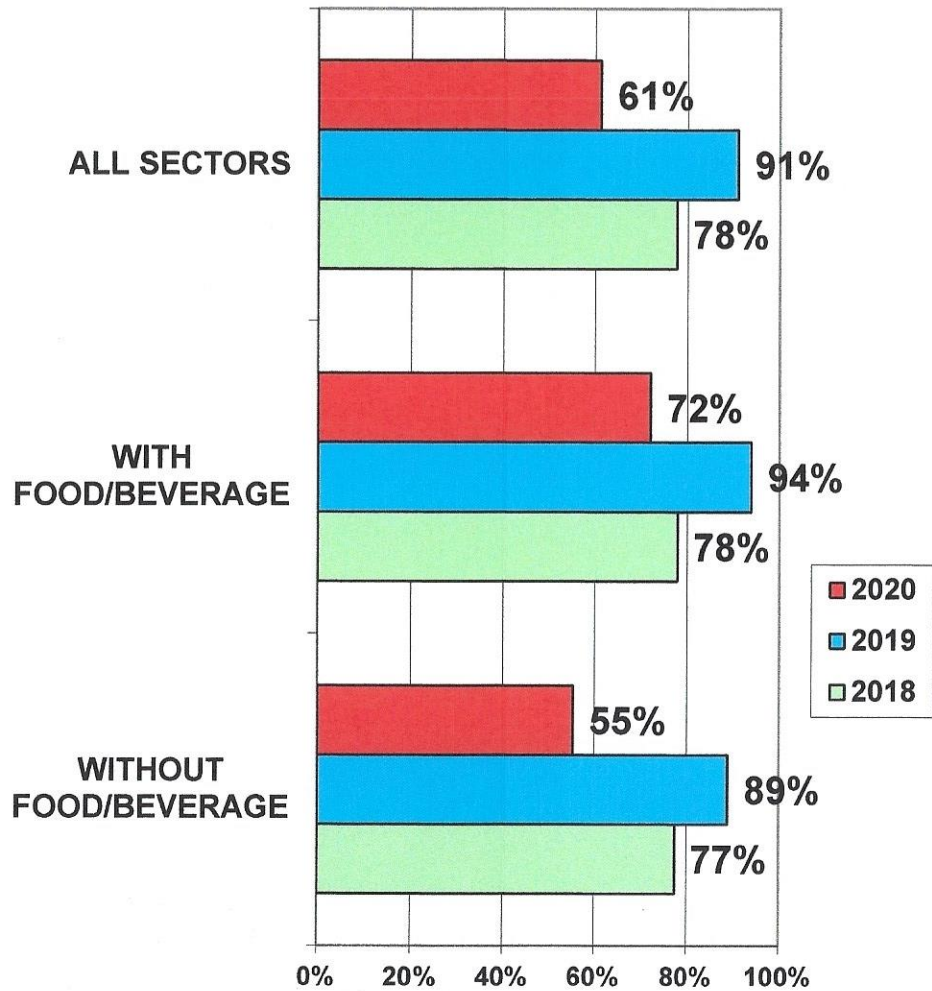


**VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - MEMORIAL DAY WEEKEND 2018 - 2020**

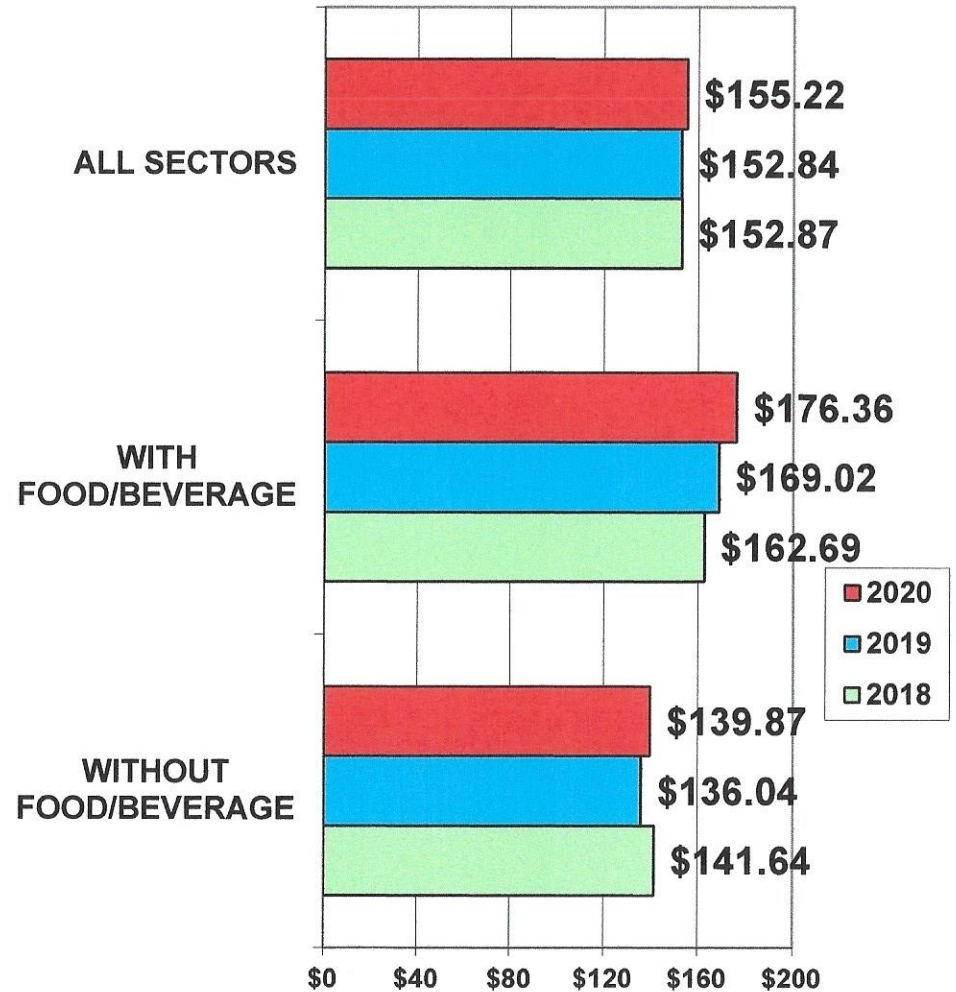




**VOLUSIA OCCUPANCY BY  
FOOD/BEVERAGE -  
MEMORIAL DAY WEEKEND  
2018 - 2020**



**VOLUSIA AVERAGE DAILY RATE BY  
FOOD/BEVERAGE  
MEMORIAL DAY WEEKEND  
2018 - 2020**





**PARTICIPATING PROPERTIES  
BY AREA SECTOR**

**MONTHS REPORTING 2020**

	<u>RMS</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>
<b>DAYTONA BEACH SHORES BEACHSIDE</b>													
BAHAMA HOUSE	95	X	X	X	X	X							
BEST WESTERN PLUS AKU TIKI	132		X	X	X	X							
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X							
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	CL	X							
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X		X	CL	X							
HYATT PLACE	143	X		X	X	X							
OCEAN COURT MOTEL	33	X	X	X	X	X							
OCEANSIDE INN	191	X											
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X	X							
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X	X	X		X							
SHORES RESORT & SPA	212	X	X	X	X	X							
SUN VIKING LODGE	91	X	X	X	X	X							
<b>DAYTONA BEACHSIDE</b>													
BEST WESTERN PLUS DAYTONA INN SEABREEZE	96	X	X	X	X	X							
DAYTONA BEACH REGENCY	98	X	X	X	X	X							
DAYTONA BEACH RESORT	303	X											
HARD ROCK HOTEL	200	X	X	X	X	X							
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X							
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X	X	X							
HOLIDAY INN & SUITES DAYTONA BEACH ON THE OCEAN	123	X	X	X	X	X							
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X							
NAUTILUS INN	90	X	X	X	CL	X							
OCEAN BREEZE CLUB HOTEL	206	X		X	CL	X							
PLAZA RESORT & SPA	322	X	X	X		X							
SILVER BEACH CLUB	74		X	X	CL	X							
WYNDHAM OCEAN WALK	127		X										



**PARTICIPATING PROPERTIES  
BY AREA SECTOR**

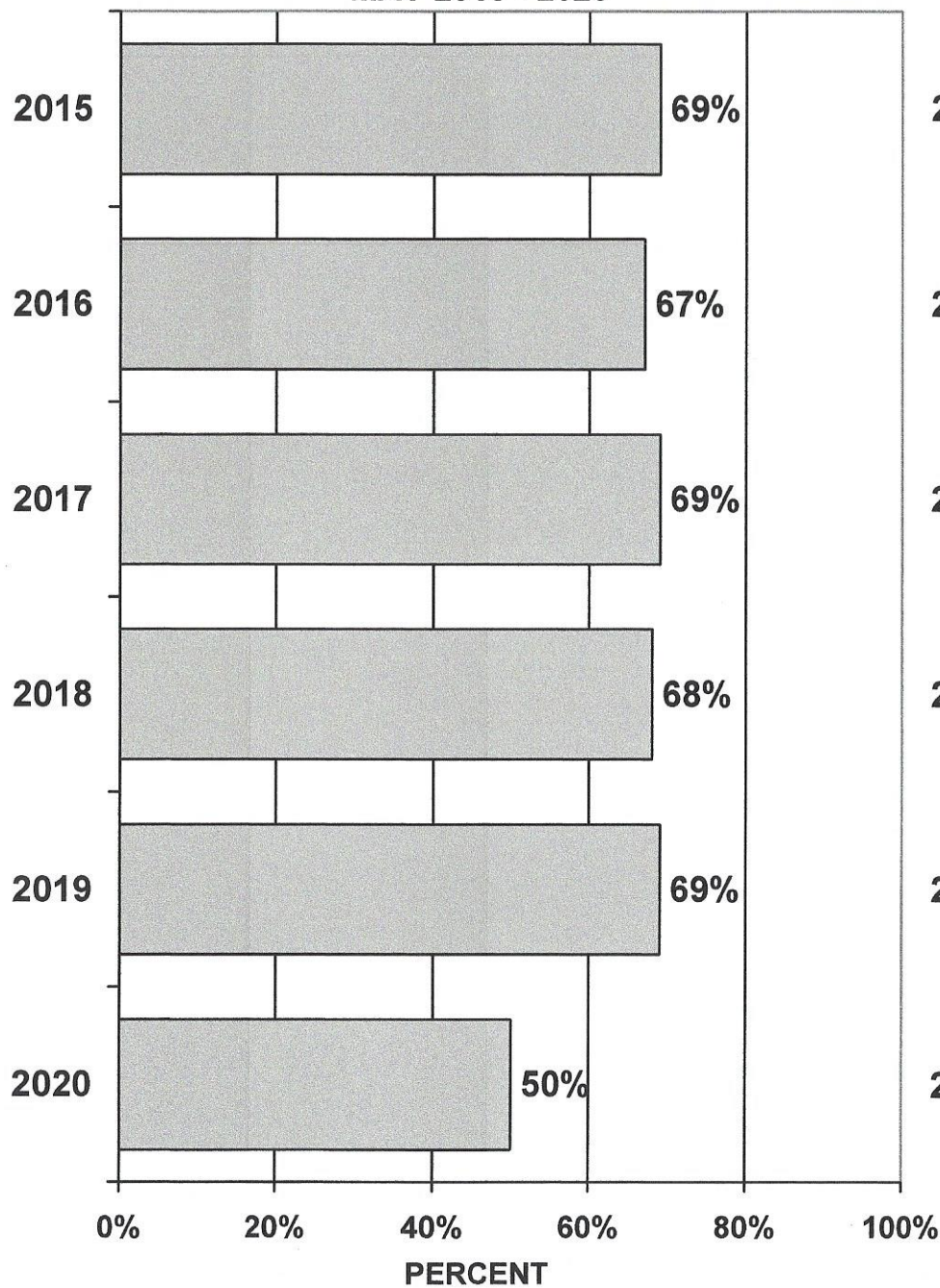
**MONTHS REPORTING 2020**

	<u>RMS</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>
<b>ORMOND BEACHSIDE</b>													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X							
CHATEAU MAR BEACH RESORT	51		X	X									
CORAL SANDS OCEAN FRONT	102	X	X										
COVE ON ORMOND BEACH	112	X	X	X	X	X							
<b>HIGHWAY I-95 INTERSECTIONS</b>													
BEST WESTERN SPEEDWAY	151	X	X	X	X	X							
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	CL	X							
CLARION INN DESTINATION DAYTONA	79	X	X	X	X	X							
LA QUINTA INN	143	X	X	X	X	X							
SLEEP INN	82	X	X										
<b>AIRPORT/SPEEDWAY DISTRICT</b>													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X							
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X							
HAMPTON INN AIRPORT	122	X	X	X	X	X							
HILTON GARDEN INN D B AIRPORT	115	X	X	X	CL	X							
HOMEWOOD SUITES	94	X	X	X	X	X							
QUALITY INN DAYTONA	64	X	X	X	X	X							
<b>WEST VOLUSIA</b>													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X	X							
ARTISAN DOWNTOWN	14	X	X	X	CL	X							
COMFORT INN DELAND	68	X	X	X	X	X							
COURTYARD DELAND	104	X		X		X							
DAYS INN ORANGE CITY	37	X		X	X								
HAMPTON INN DEBARY	76	X	X	X	X	X							
HAMPTON INN DELAND	94	X	X	X	X	X							
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X	X							
HONTOON LANDING	18	X	X	X	CL	X							
<b>SE VOLUSIA</b>													
COASTAL WATERS INN	40					CL							
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	CL	X							
HAMPTON INN	122	X											
INN ON THE AVENUE	6	X	X		X	X							
OCEAN TRILLIUM SUITES	32	X	X	X	X	X							
SPRINGHILL SUITES	114	X	X	X	X	X							

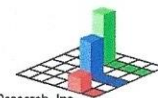
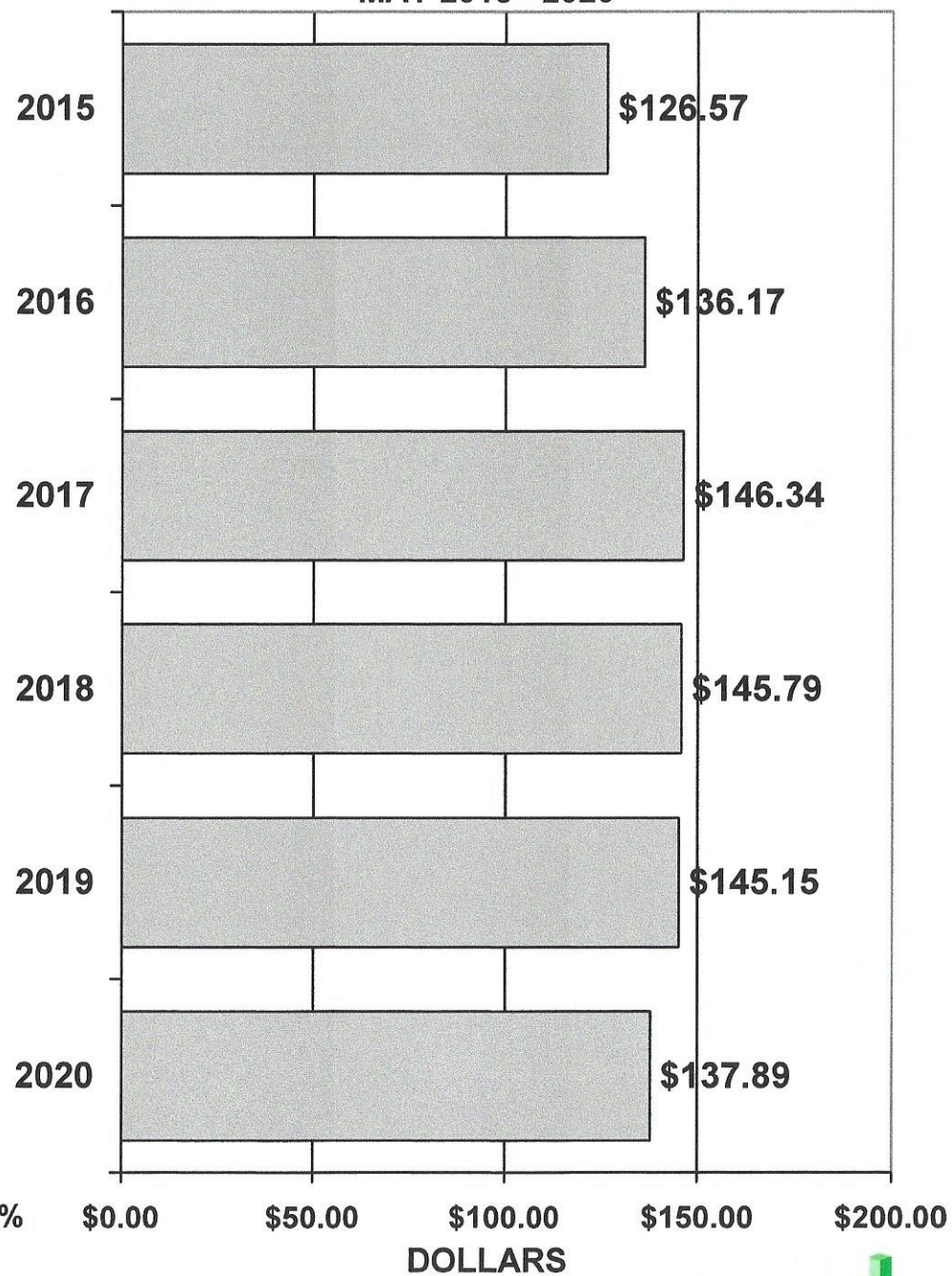
\*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia  
CL - Closed for the month



**DAYTONA BEACH SHORES  
OCCUPANCY YEAR TO DATE  
MAY 2015 - 2020**

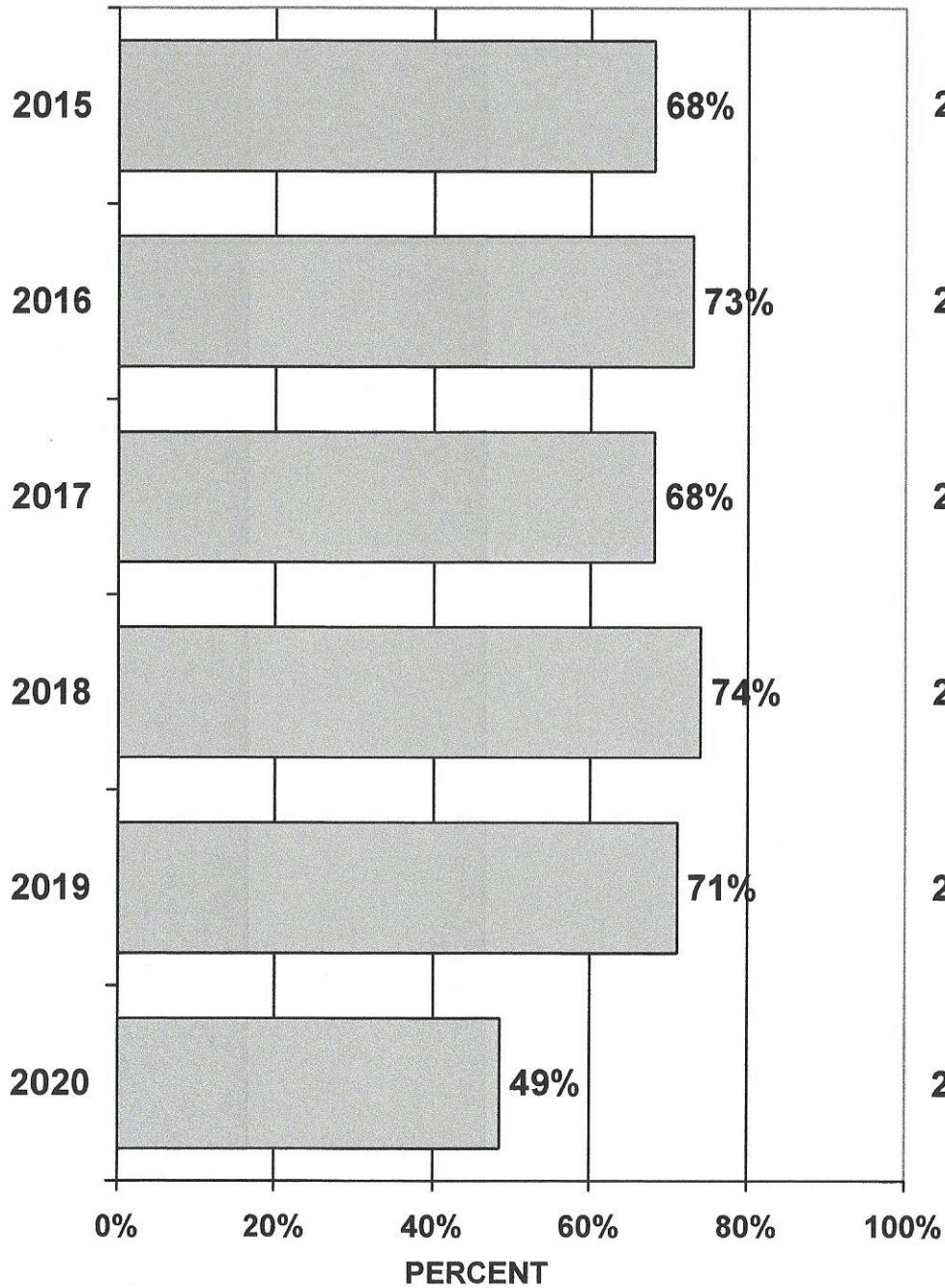


**DAYTONA BEACH SHORES  
AVERAGE DAILY RATE YEAR TO DATE  
MAY 2015 - 2020**

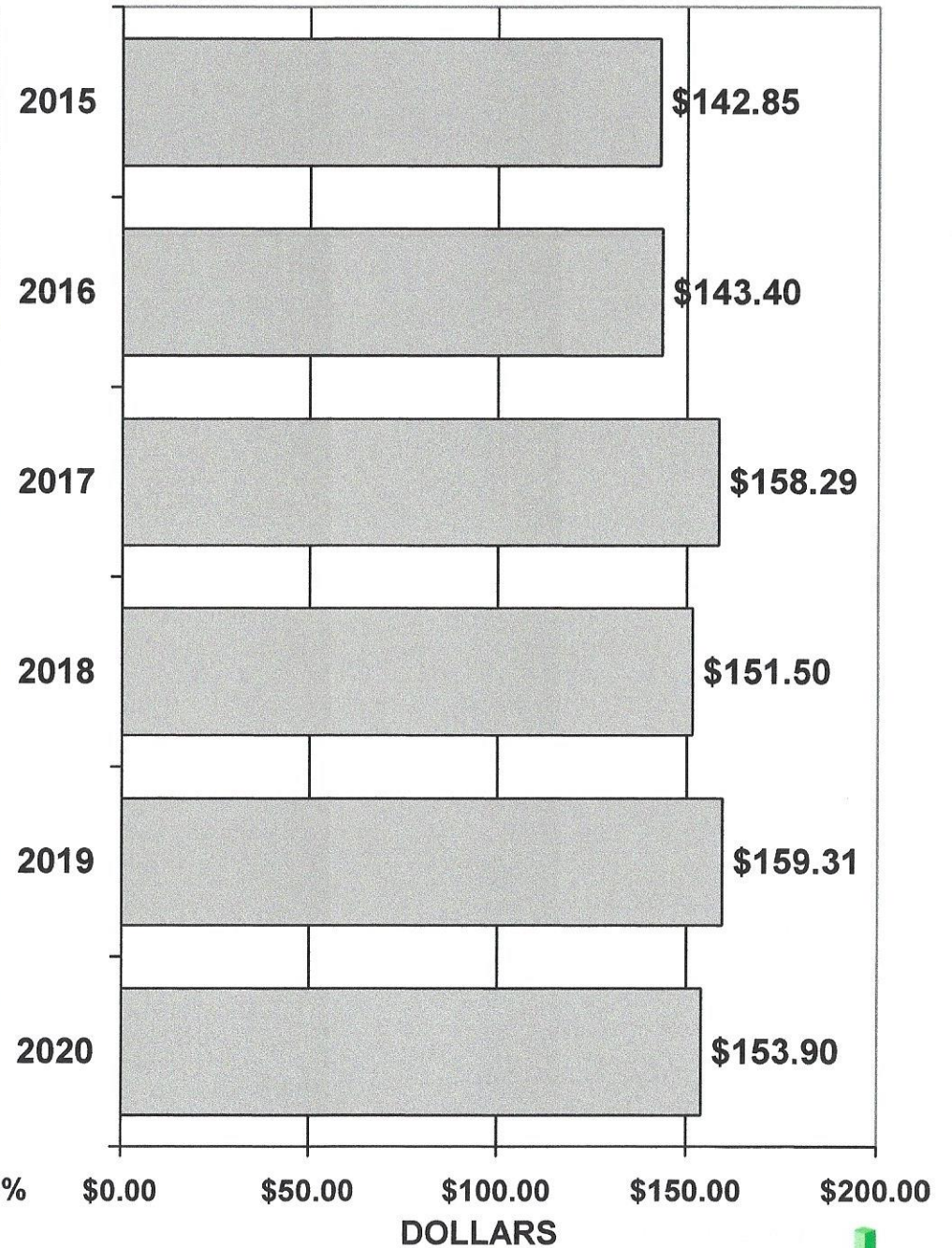




**BEACHSIDE DAYTONA BEACH  
OCCUPANCY YEAR TO DATE  
MAY 2015 - 2020**

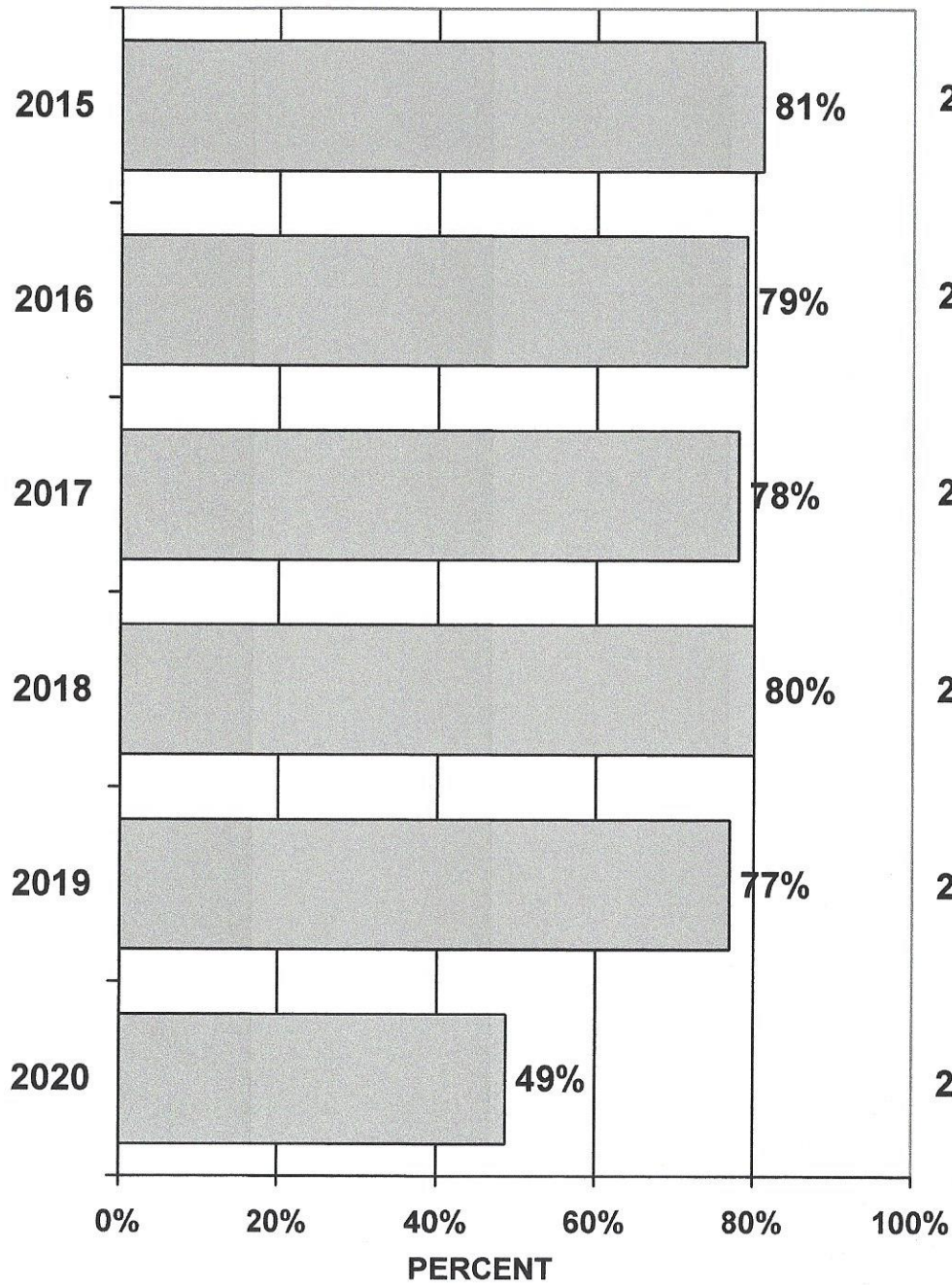


**BEACHSIDE DAYTONA BEACH  
AVERAGE DAILY RATE YEAR TO DATE  
MAY 2015 - 2020**





**AIRPORT/SPEEDWAY  
OCCUPANCY YEAR TO DATE  
MAY 2015 - 2020**



**AIRPORT/SPEEDWAY  
AVERAGE DAILY RATE YEAR TO DATE  
MAY 2015 - 2020**

