

Memo

To: HAAA
From: Evelyn Fine
Date: May 30, 2018
Subject: April 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy was about the same, at 72% in April 2018 and 72% in April 2017.

The Daytona Beach Area Average Daily Rate increased 5%, to \$129.76 in April 2018 from \$123.82 in April 2017.

The Daytona Beach Area Revenue per Available Room increased about 5%, to \$93.72 in April 2018 from \$89.17 in April 2017.

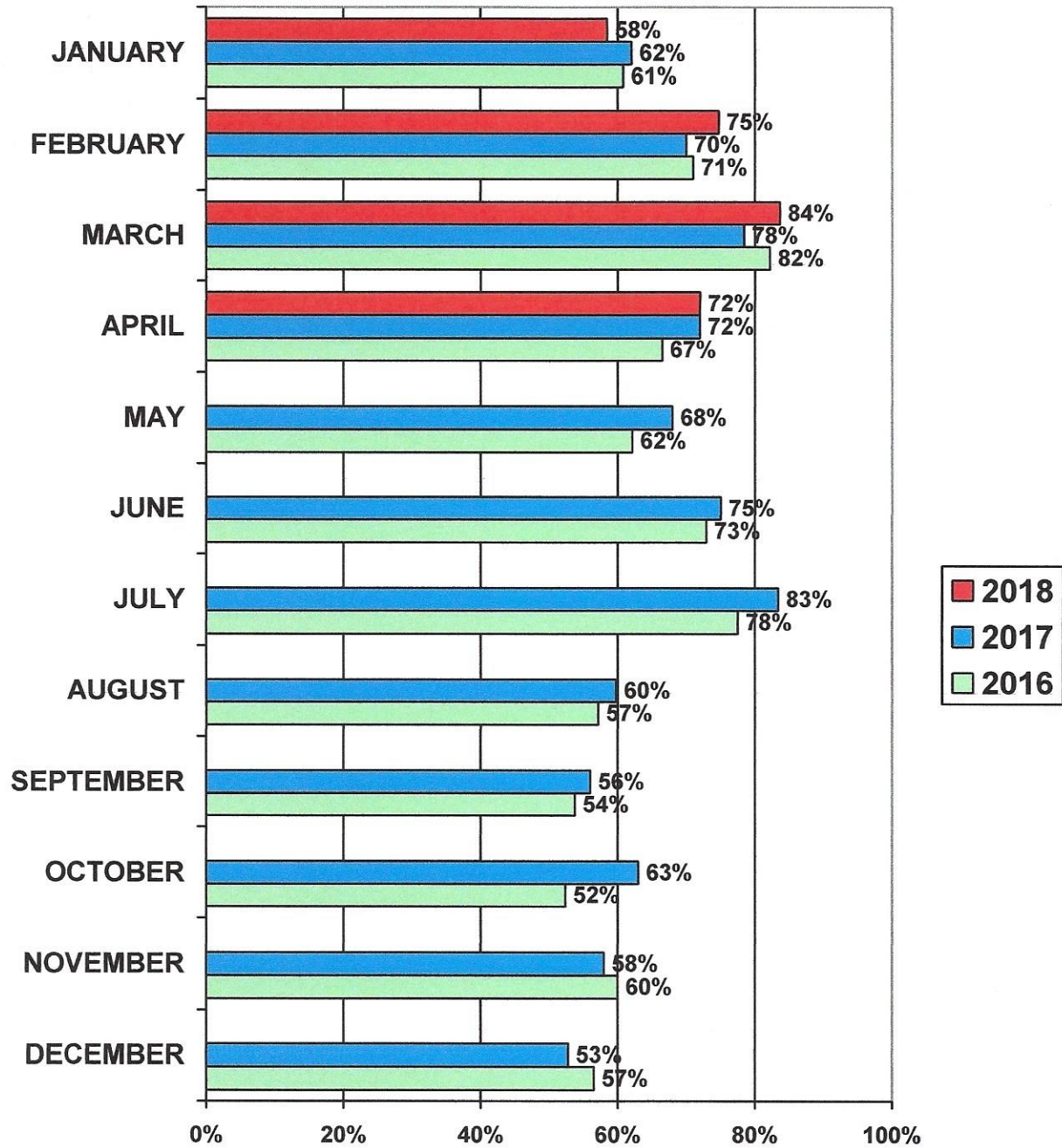
Occupancy during the Easter Weekend (end of March and checking out in April) was 92%, ADR was \$153.83, and RevPar was \$141.61. Occupancy during Jeep Beach Week was 81%, ADR was \$139.75, and RevPar was \$109.12.

A few hotels were still not operating at 100% or were closed due to hurricane damage.

EF/LK



DAYTONA BEACH HOTEL/MOTEL OCCUPANCY 2016 - 2018

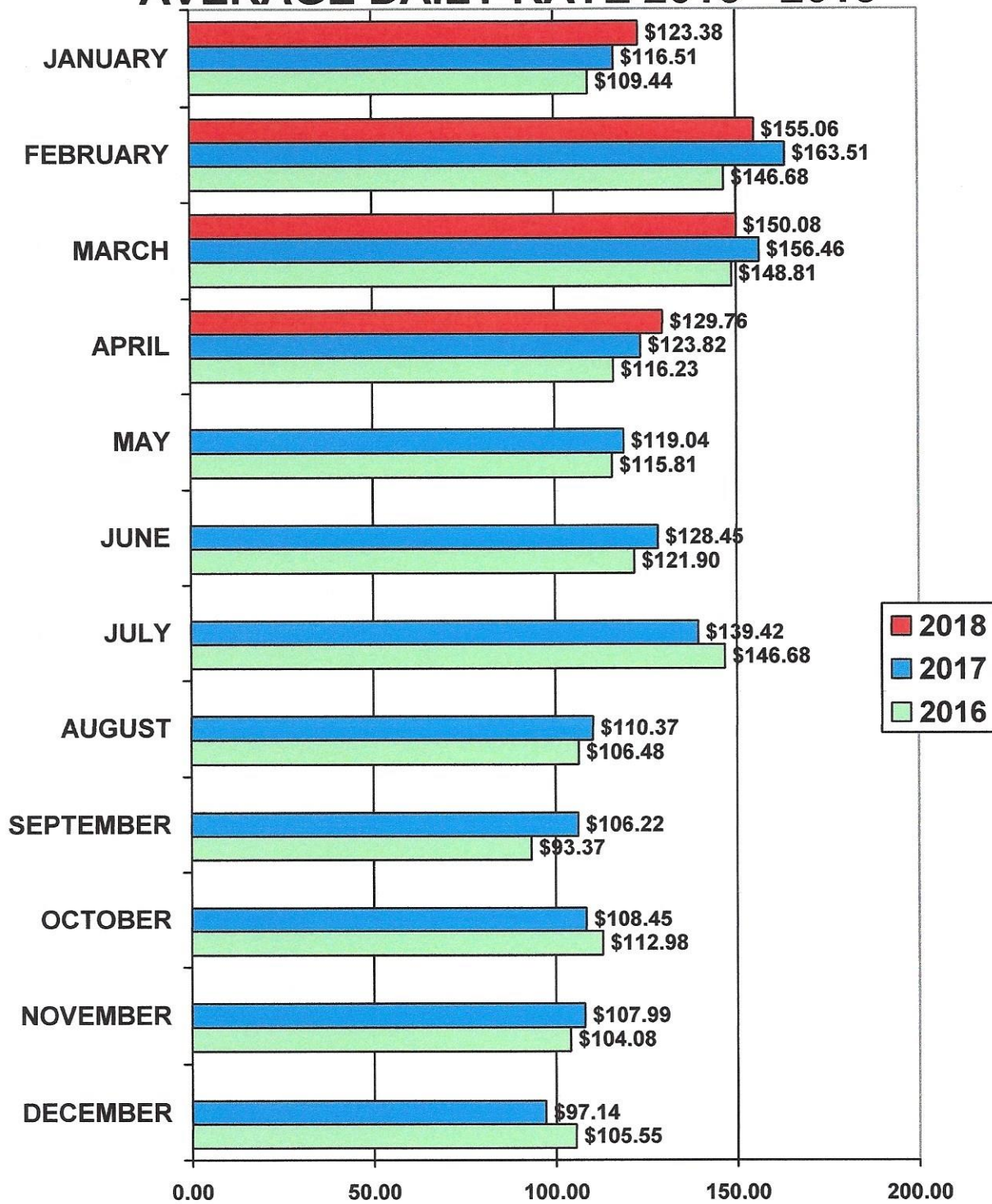


2018 YTD AVG. 72%
2017 YTD AVG. 71%
2016 YTD AVG. 70%

APRIL 2018 HIGH 100%
APRIL 2018 LOW 17%



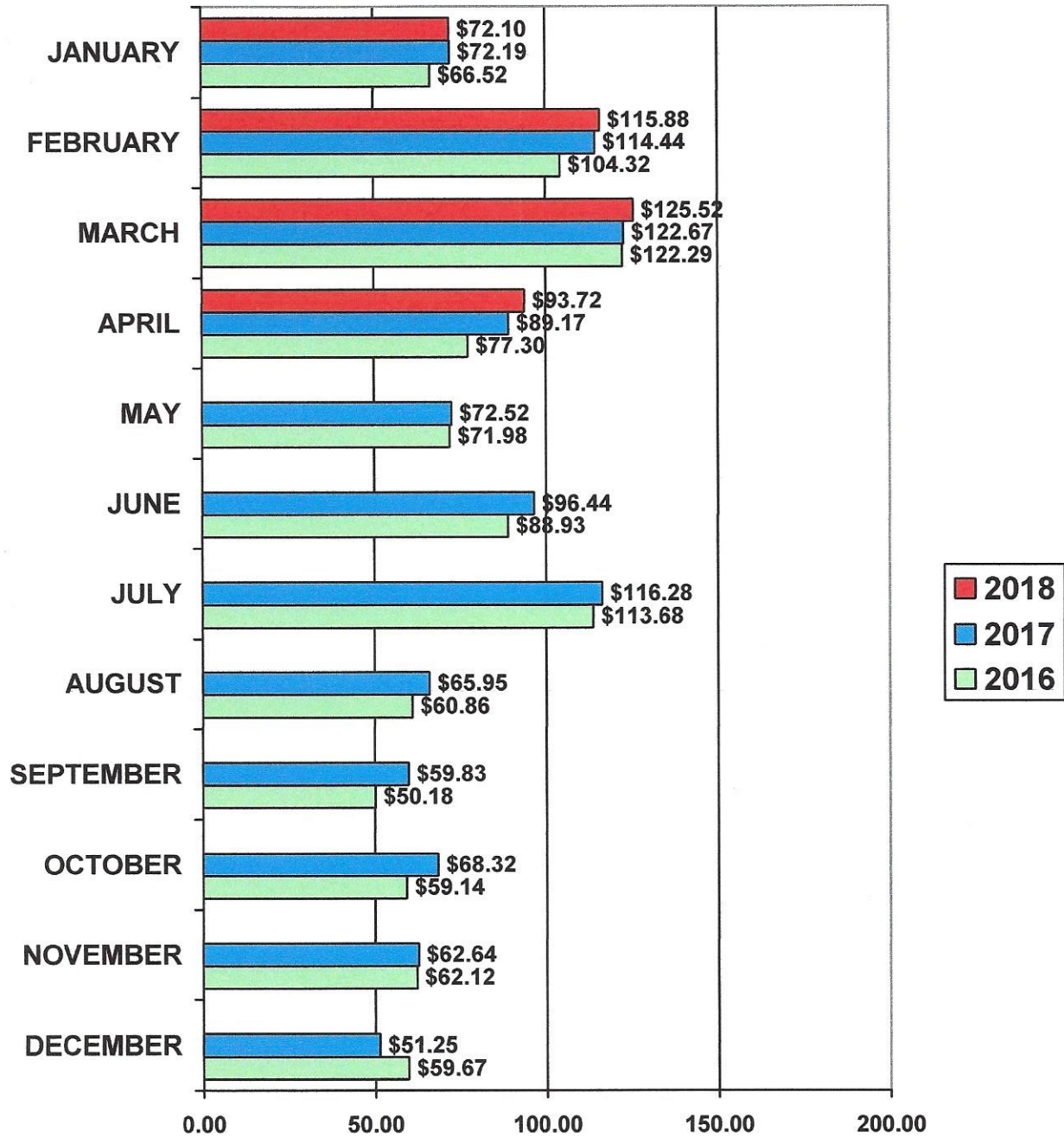
DAYTONA BEACH HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$140.64 APRIL 2018 HIGH \$ 303.82
 2017 YTD AVG. \$141.25 APRIL 2018 LOW \$ 66.71
 2016 YTD AVG. \$132.33



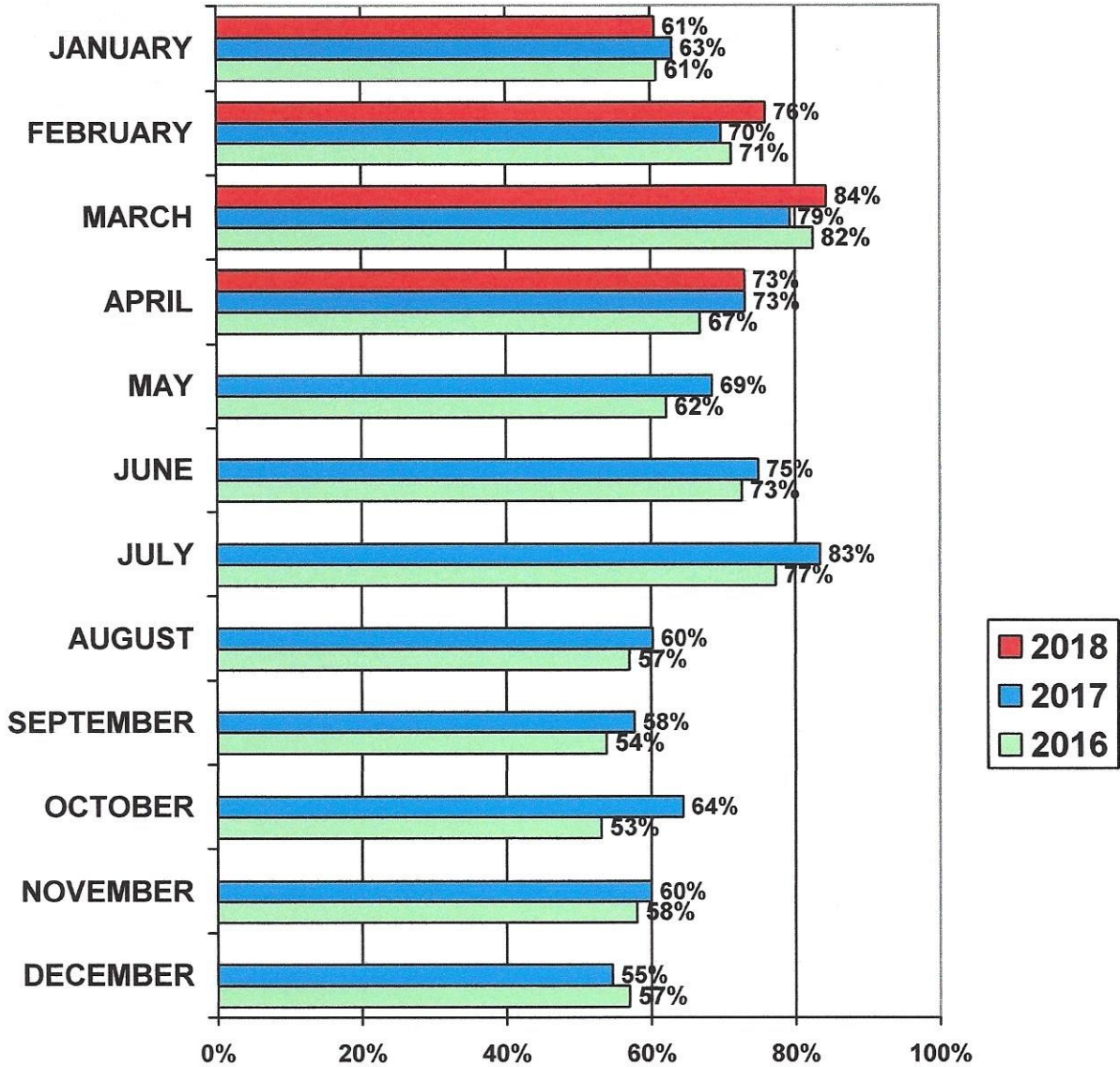
DAYTONA BEACH HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 101.59
 2017 YTD AVG. \$ 100.00
 2016 YTD AVG. \$ 93.03



VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018

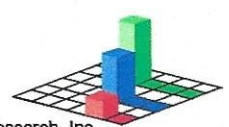
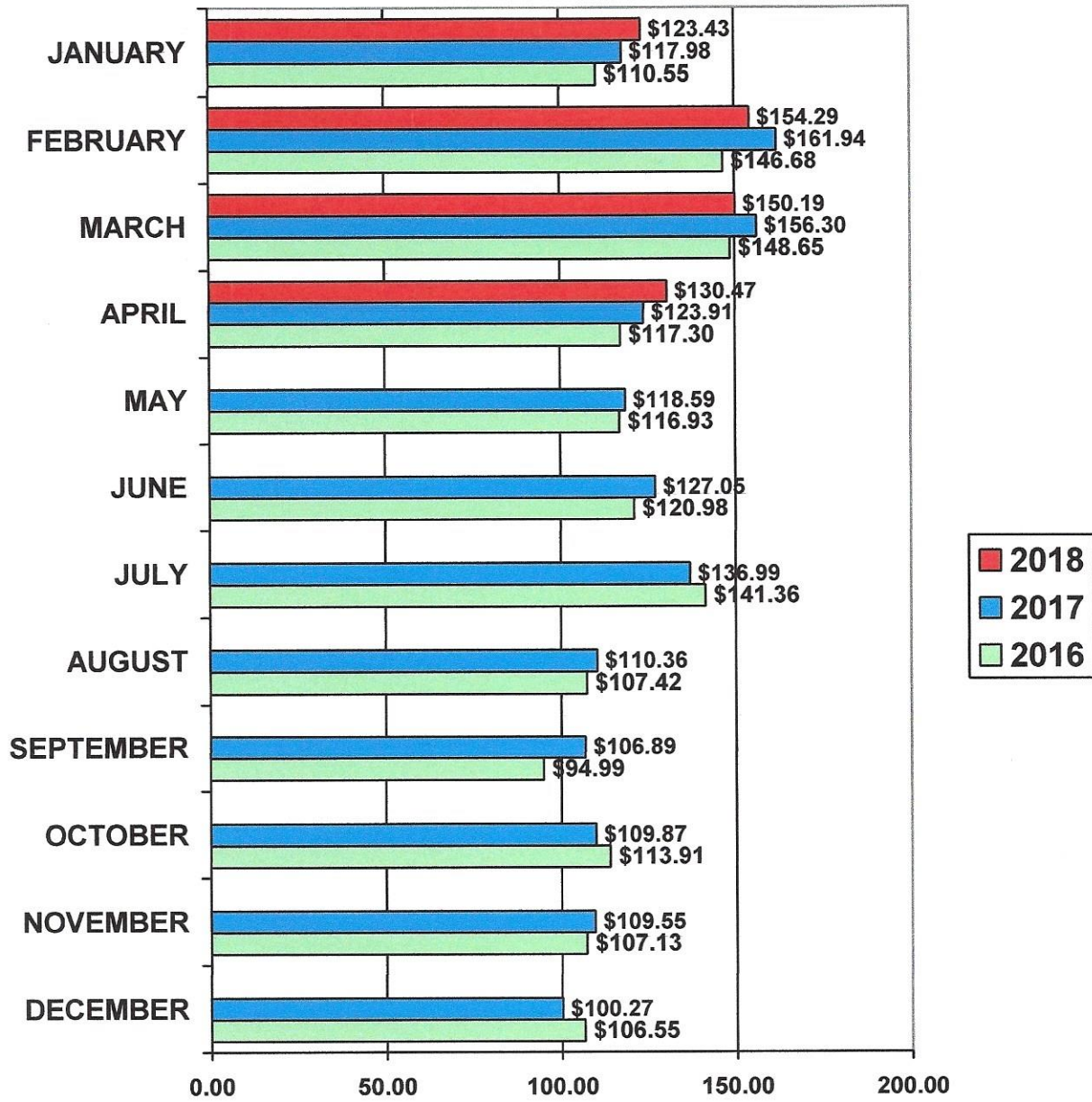


2018 YTD AVG. 73% APRIL 2018 HIGH 100%
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 2016 YTD AVG. 70%



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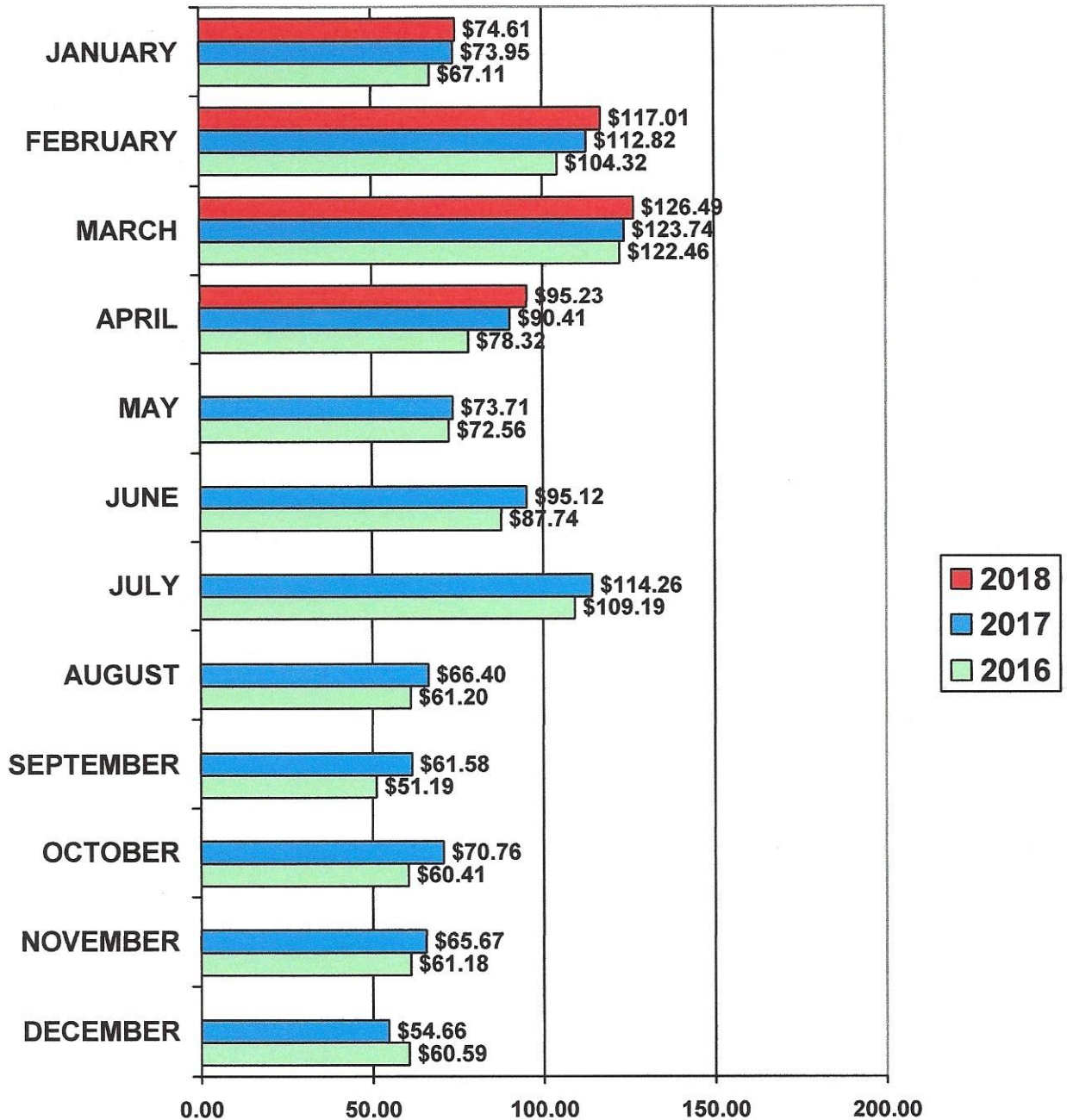
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



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2018 YTD AVG. \$140.61 APRIL 2018 HIGH \$ 303.82
 2017 YTD AVG. \$140.98 APRIL 2018 LOW \$ 66.71
 2016 YTD AVG. \$132.47

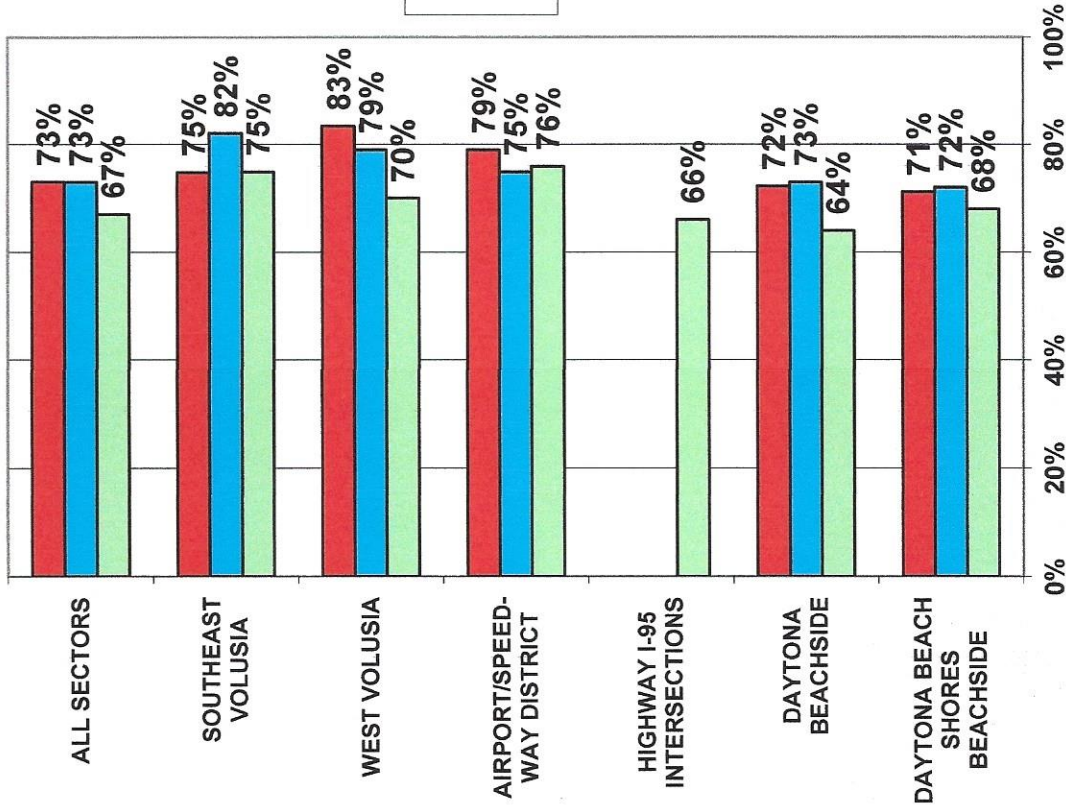
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



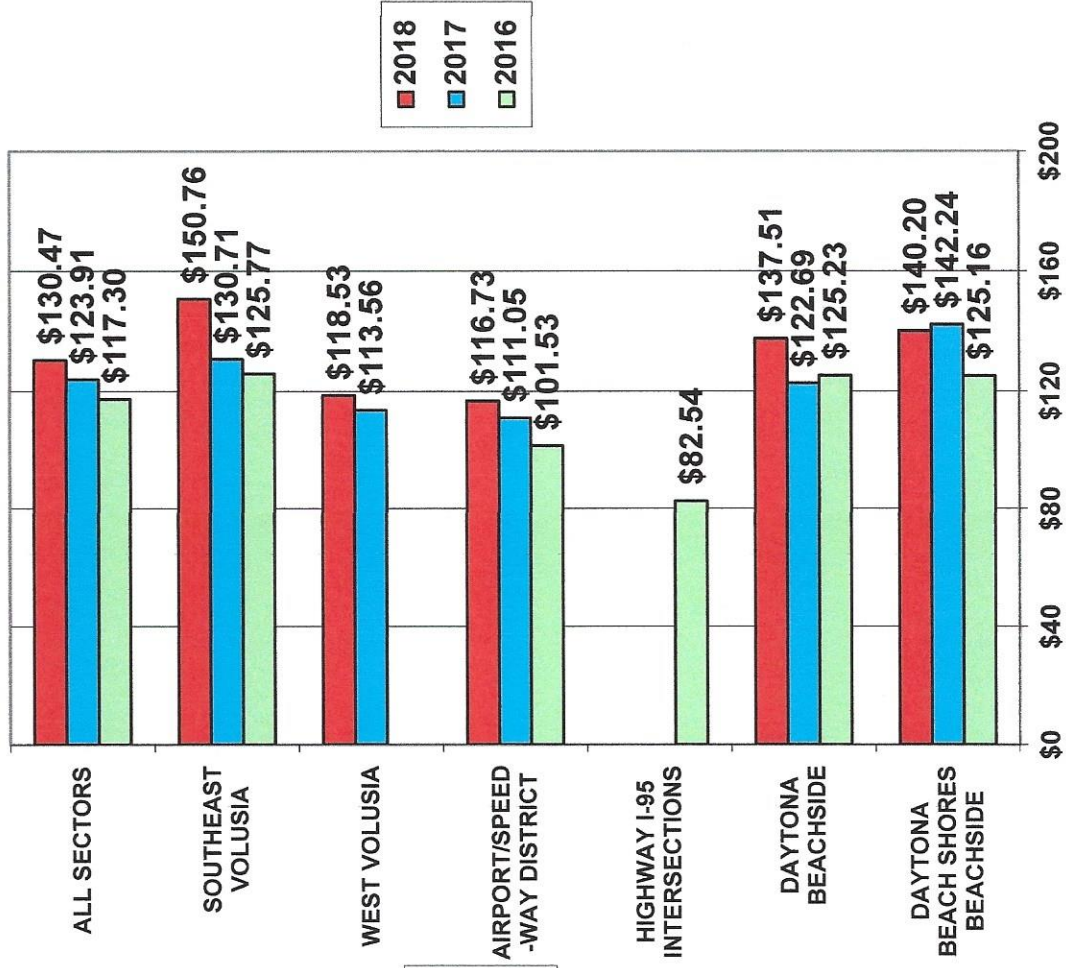
2018 YTD AVG. \$ 103.17
2017 YTD AVG. \$ 100.56
2016 YTD AVG. \$ 93.22



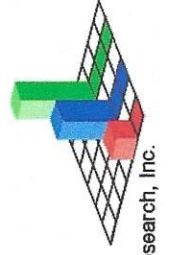
**VOLUSIA OCCUPANCY BY
AREA SECTORS -
APRIL 2016 - 2018**



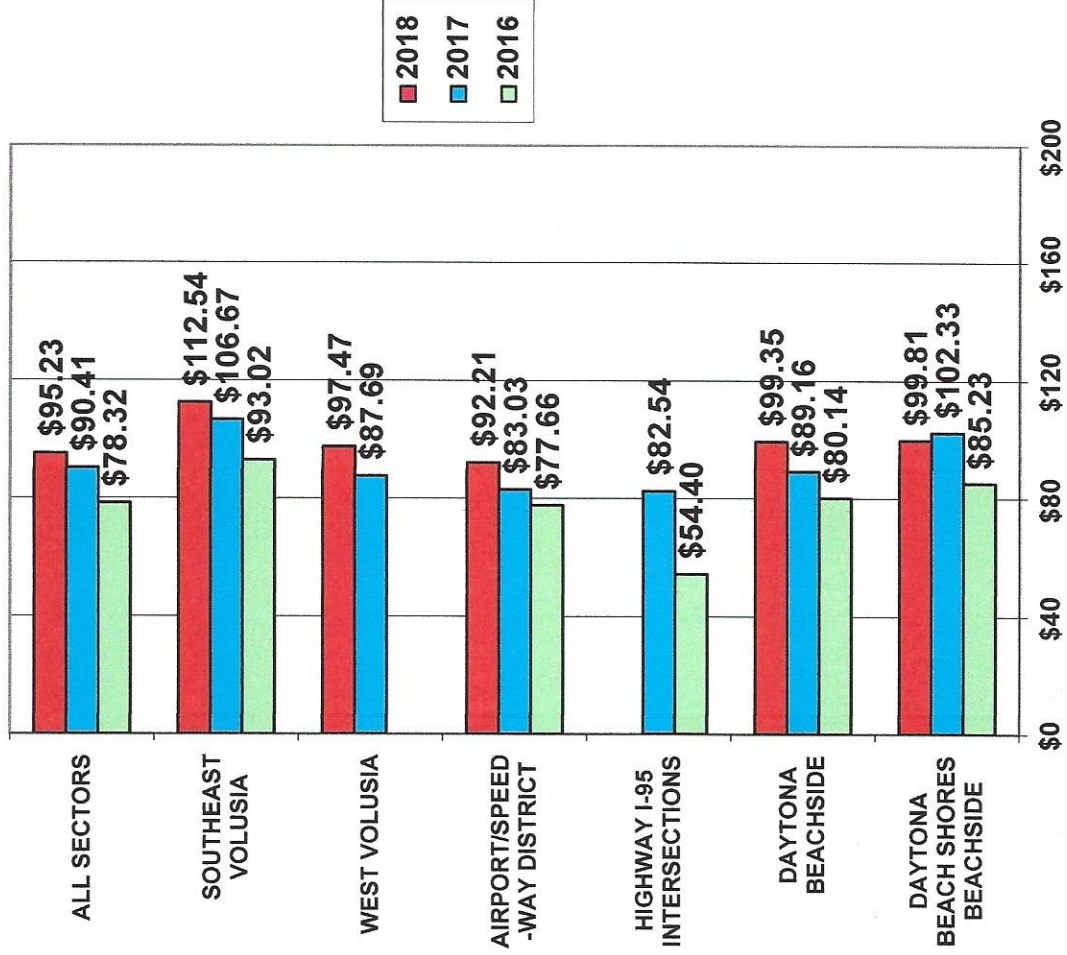
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTORS -
APRIL 2016 - 2018**



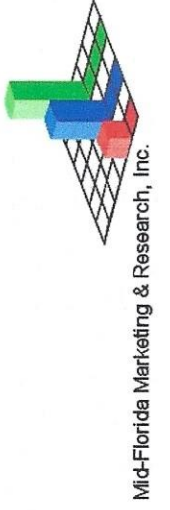
AREA SECTORS WITH FEWER THAN FIVE
PROPERTIES REPORTING ARE NOT INCLUDED



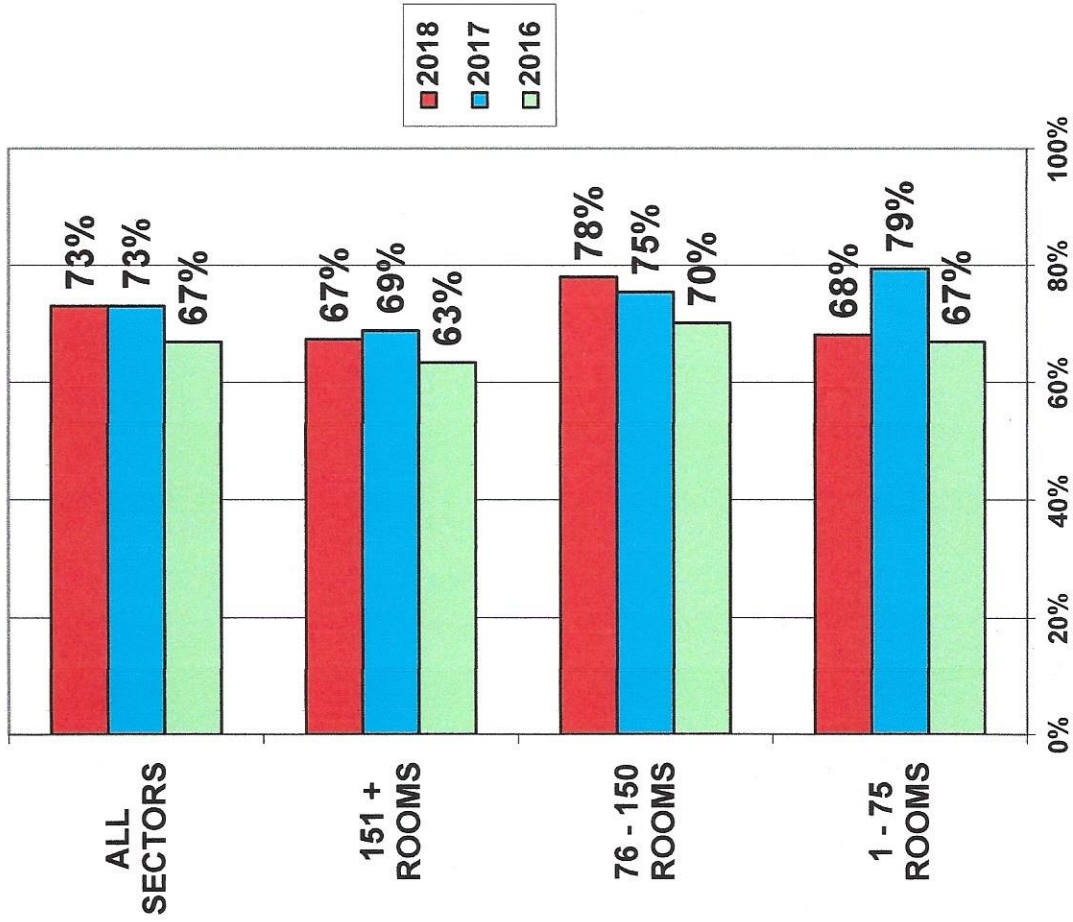
**VOLUSIA REV/IPAR
BY AREA SECTORS -
APRIL 2016 - 2018**



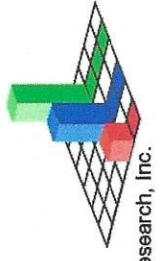
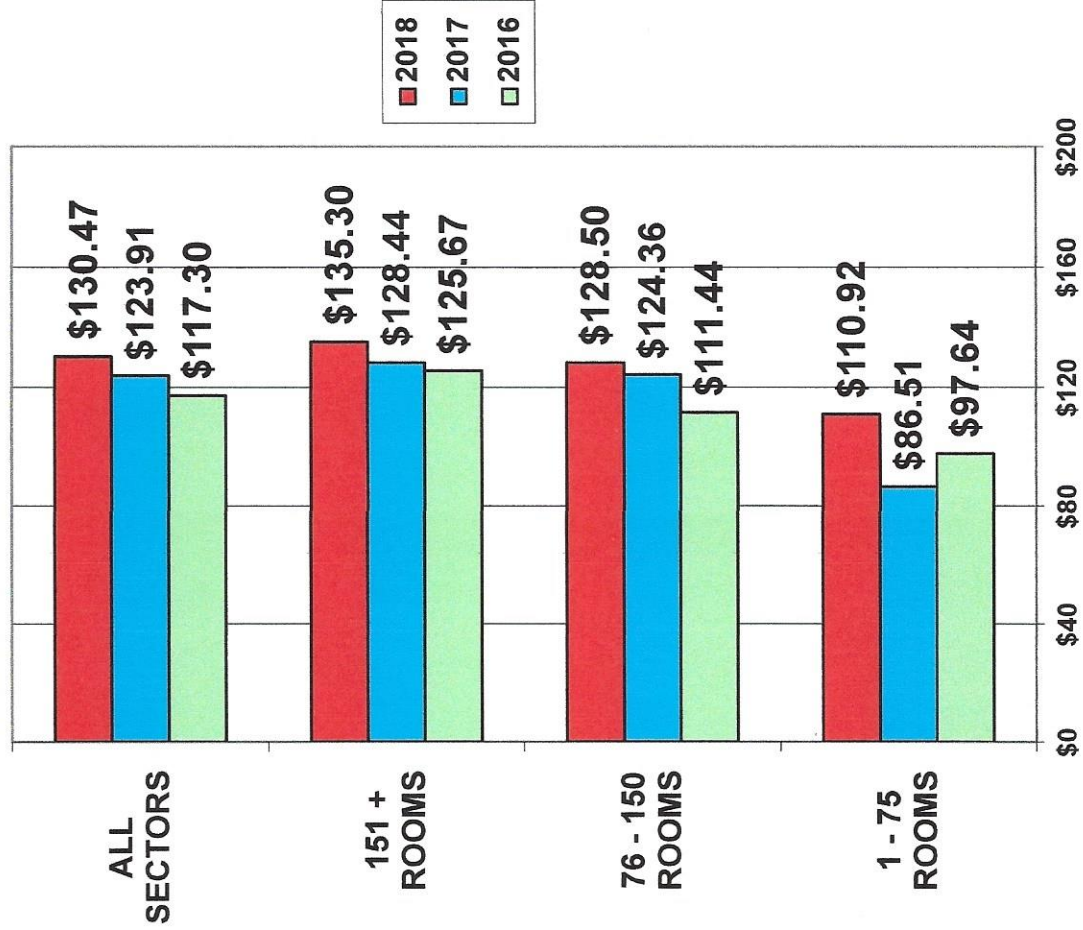
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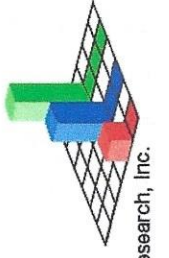
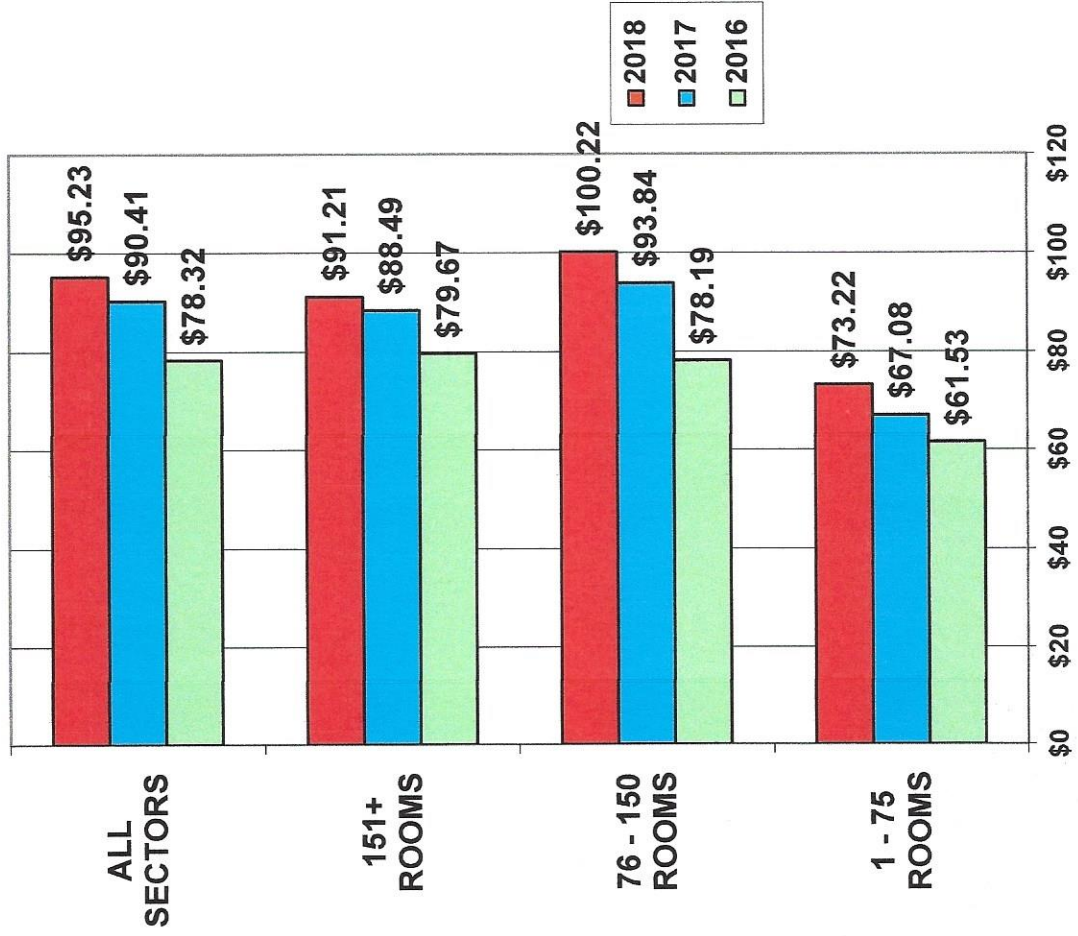
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
APRIL 2016 - 2018**



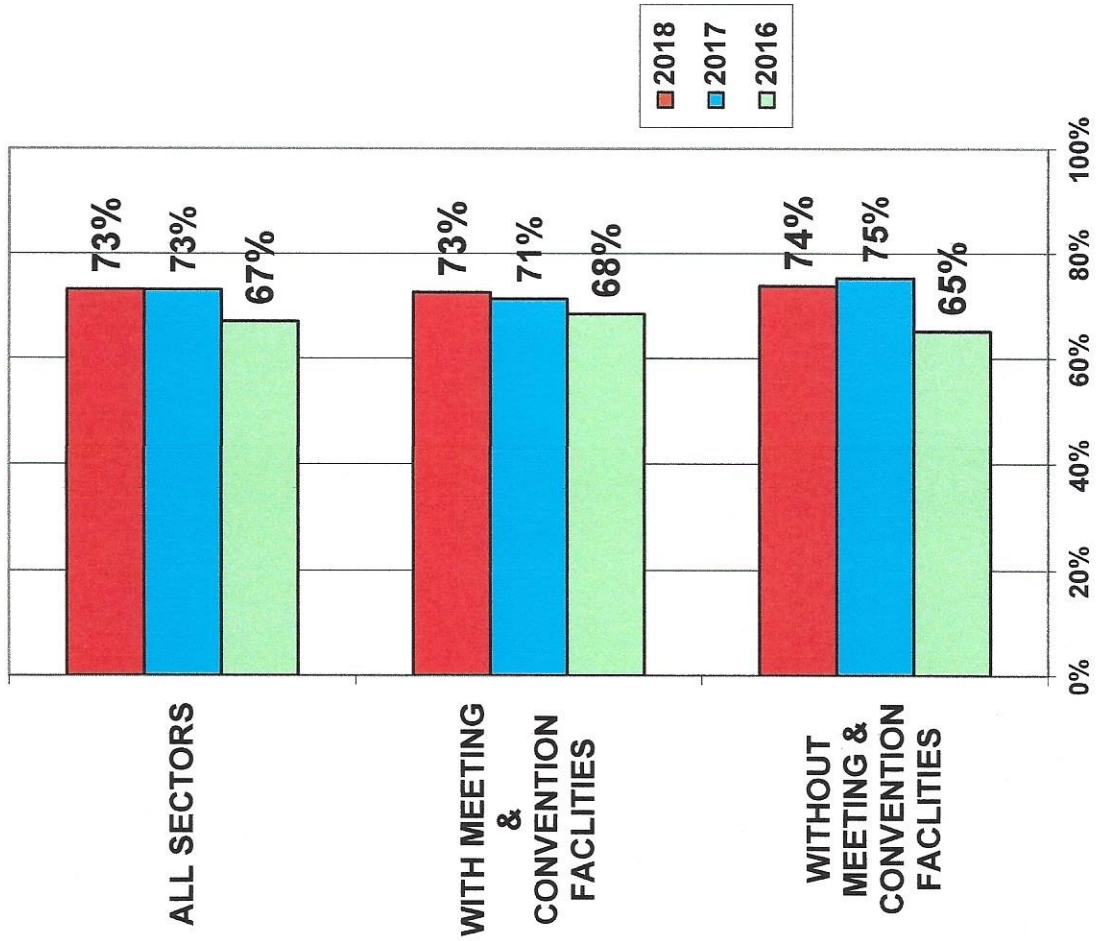
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
APRIL 2016 - 2018**



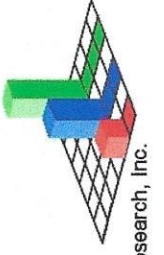
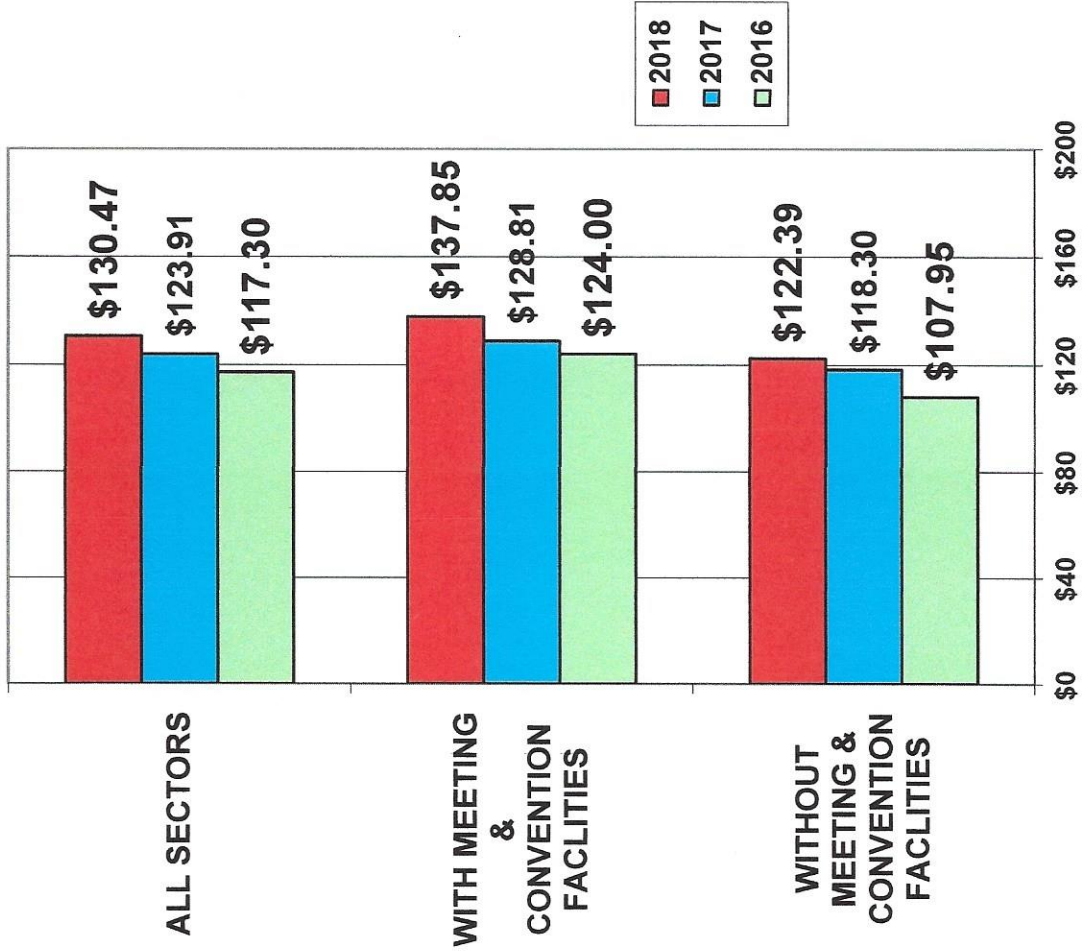
**VOLUSIA REV/PAR
BY PROPERTY SIZE -
APRIL 2016 - 2018**



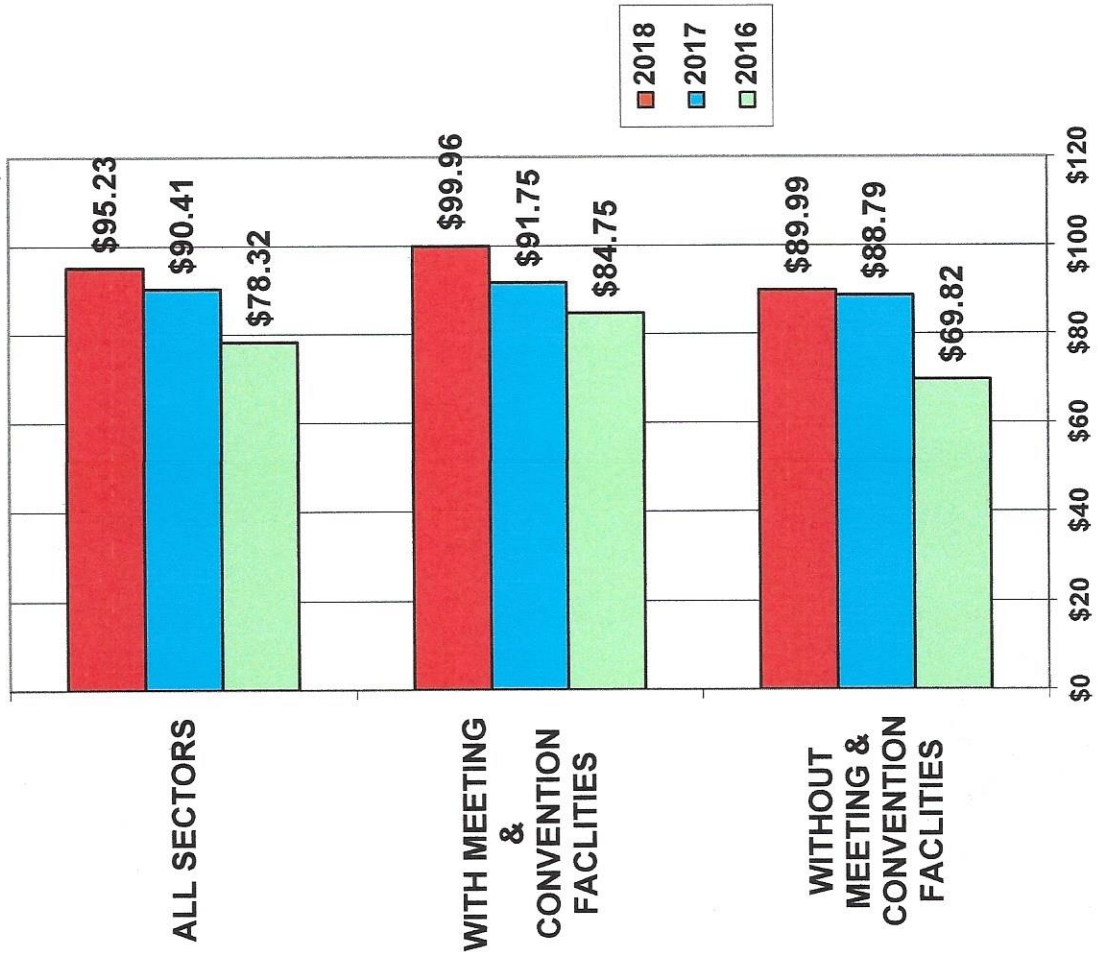
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - APRIL 2016 - 2018



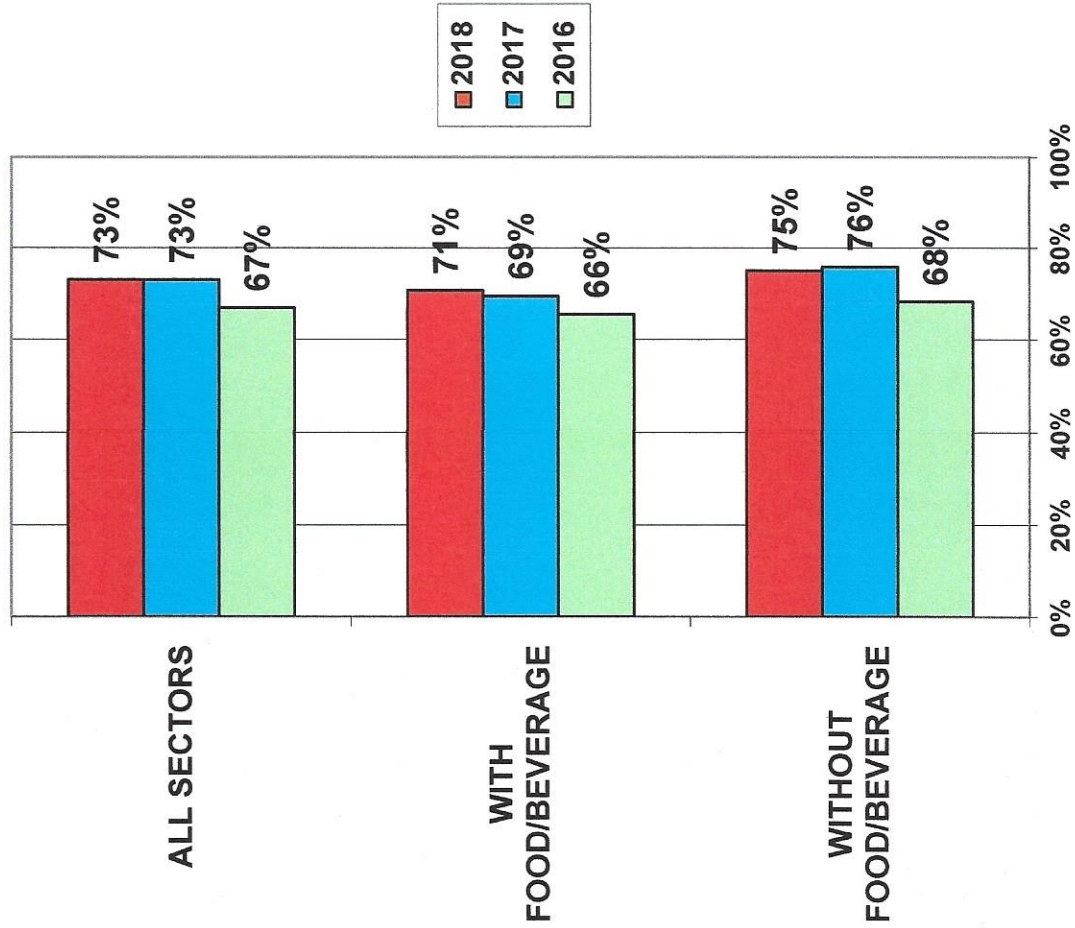
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - APRIL 2016 - 2018



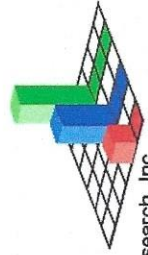
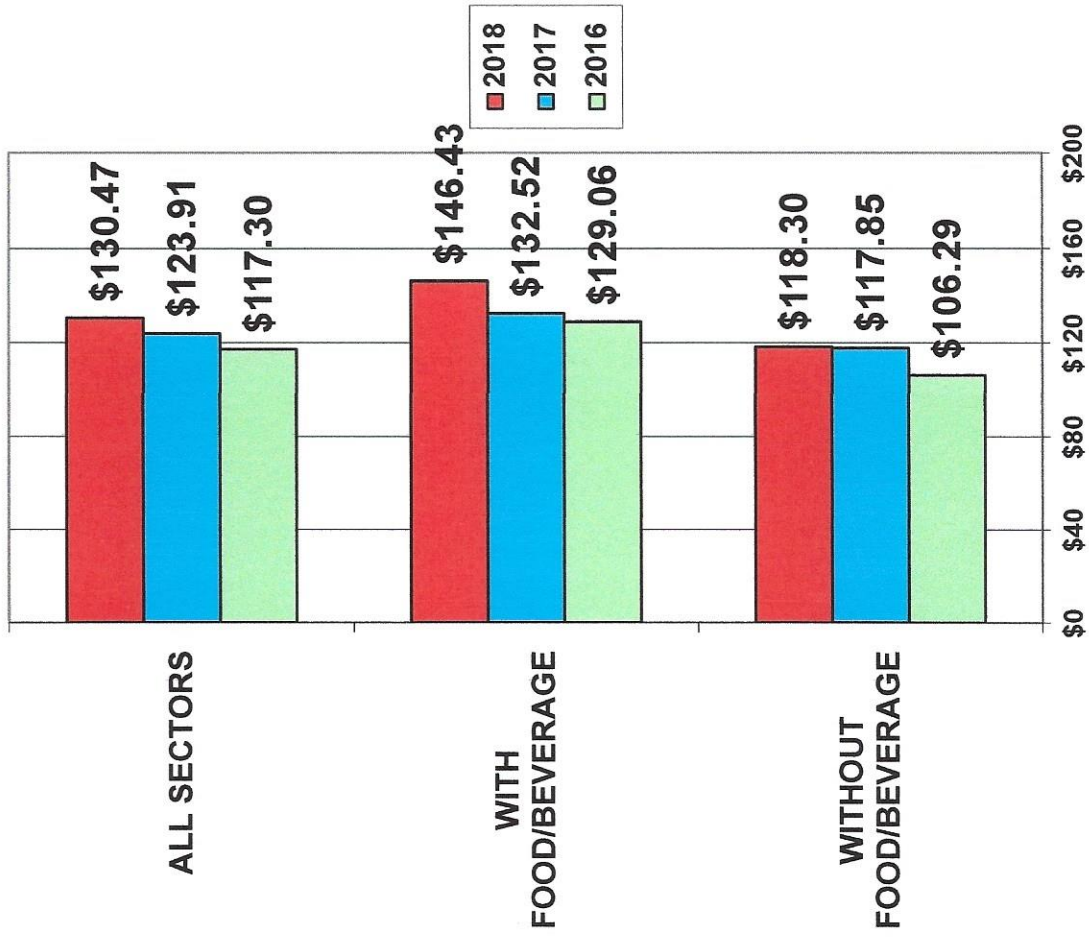
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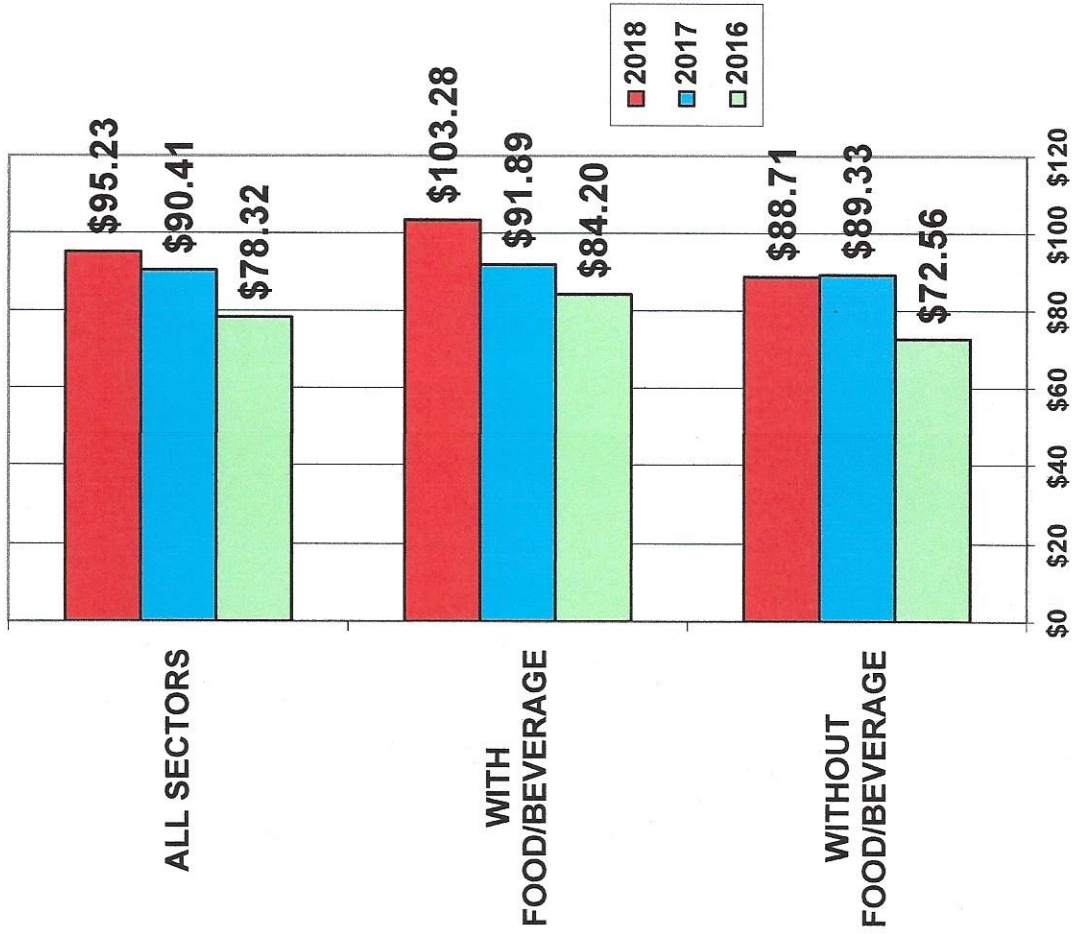
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
APRIL 2016 - 2018**



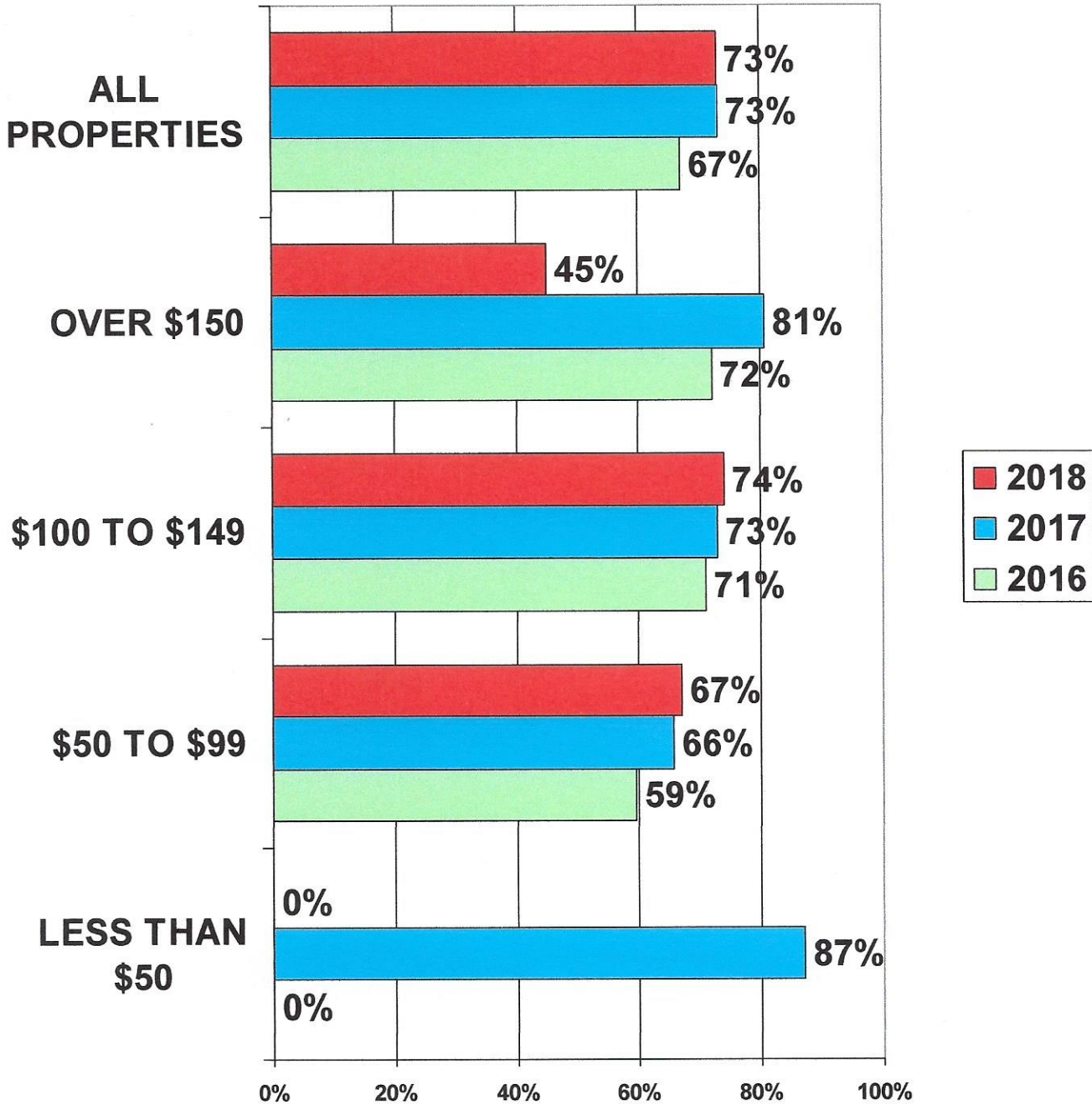
**VOLUSIA AVERAGE DAILY RATE
BY FOOD/BEVERAGE
APRIL 2016 - 2018**



**DAYTONA BEACH REV/PAR
BY FOOD/BEVERAGE -
APRIL 2016 - 2018**



VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - APRIL 2016 - 2018



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