

Memo

To: HAAA
From: Evelyn Fine
Date: June 9, 2020
Subject: April 2020 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 82%, to 13% in April 2020 from 73% in April 2019.

The Daytona Beach Area Average Daily Rate decreased about 43%, to \$74.64 in April 2020 from \$130.01 in April 2019.

The Daytona Beach Area Revenue per Available Room decreased about 89%, to \$10.84 in April 2020 from \$95.36 in April 2019.

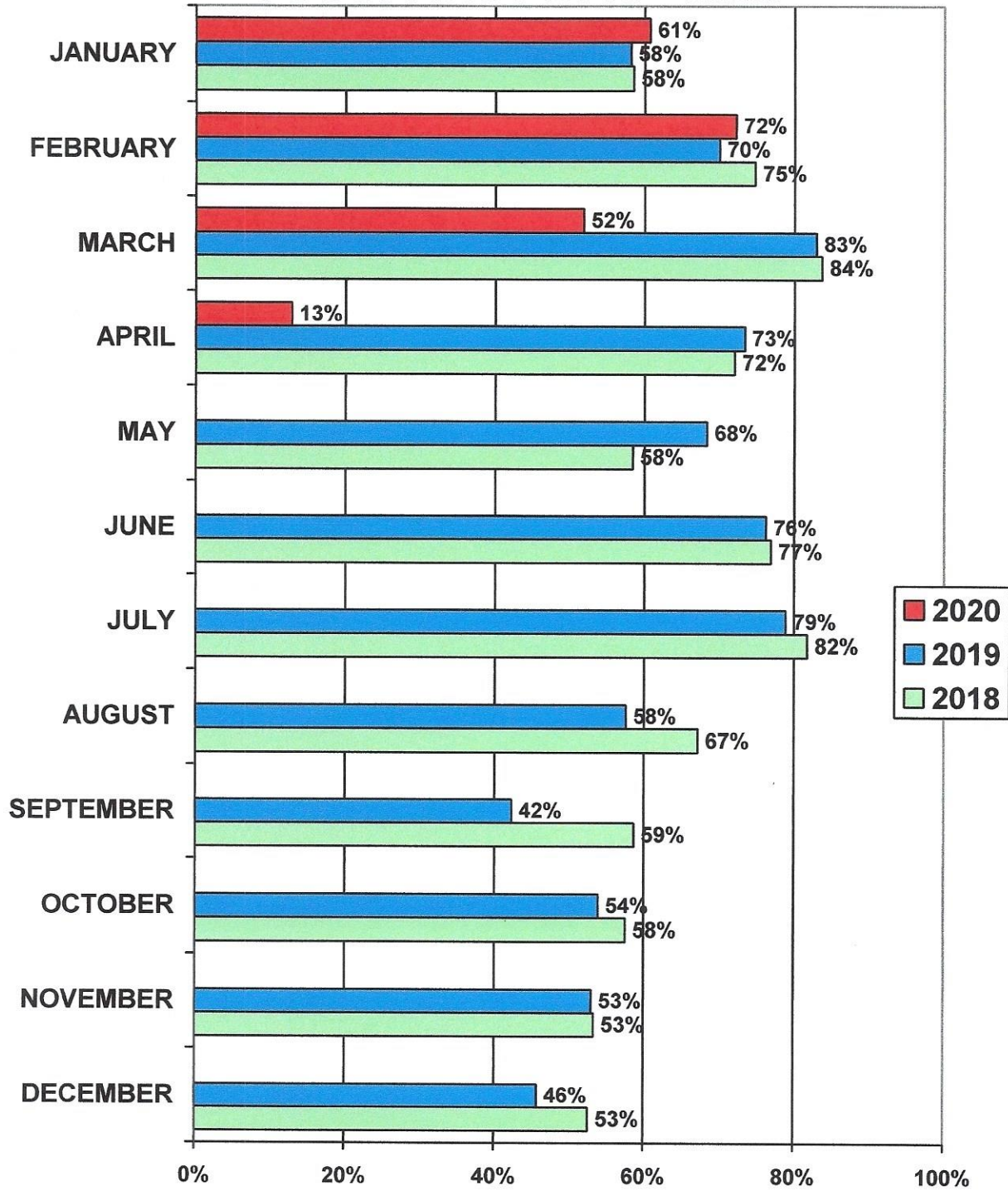
Easter Weekend was negatively impacted by COVID-19. The Occupancy was 14%, ADR was \$87.63, and RevPAR was \$12.45.

The pandemic affected existing reservations, caused cancellations, and shut down many properties for the month of April 2020.

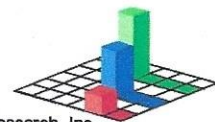
EF/LK



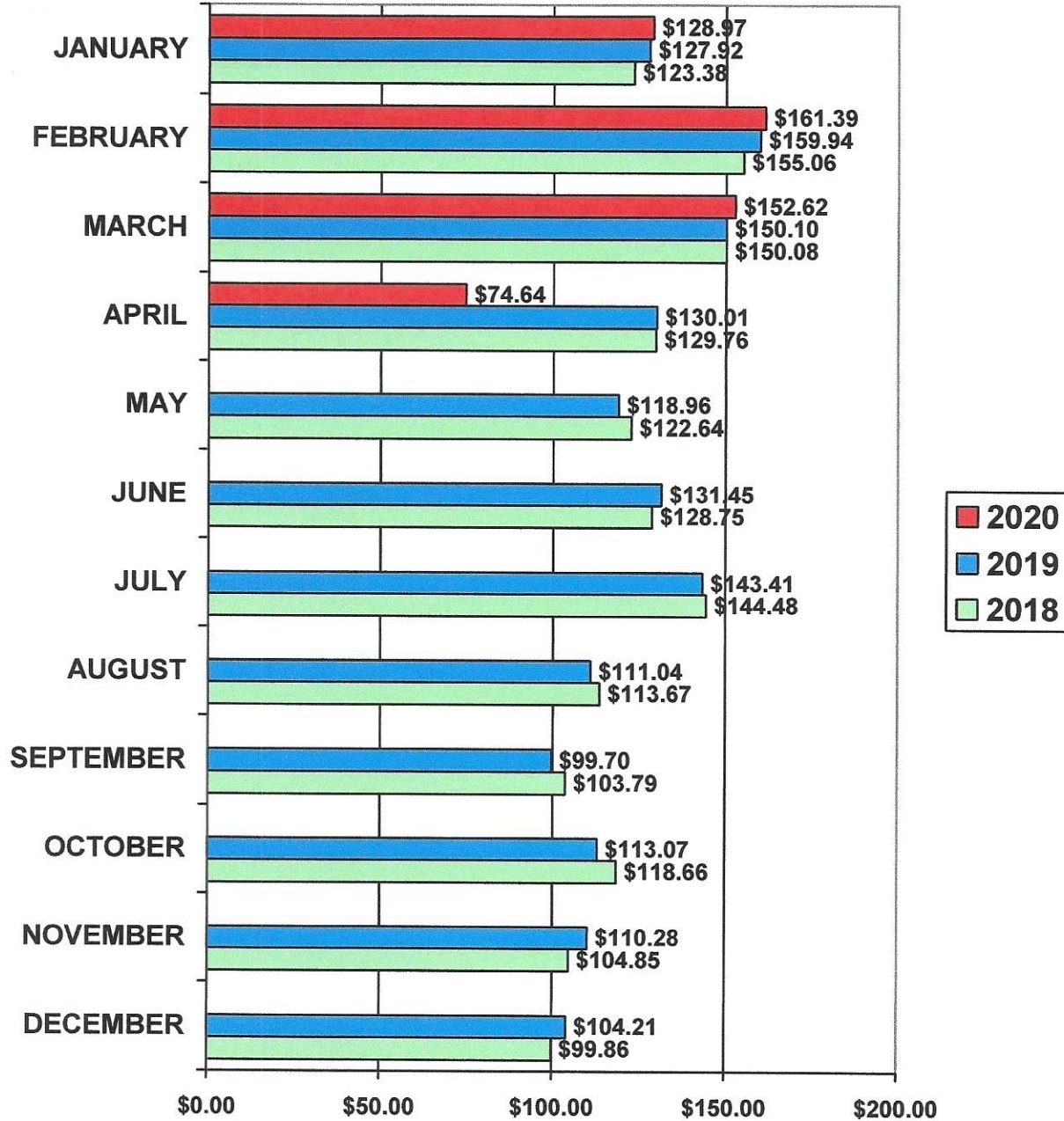
HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2018 - 2020



2020 YTD AVG. 51% APRIL 2020 HIGH 43%
 2019 YTD AVG. 72% APRIL 2020 LOW 1%
 2018 YTD AVG. 72%



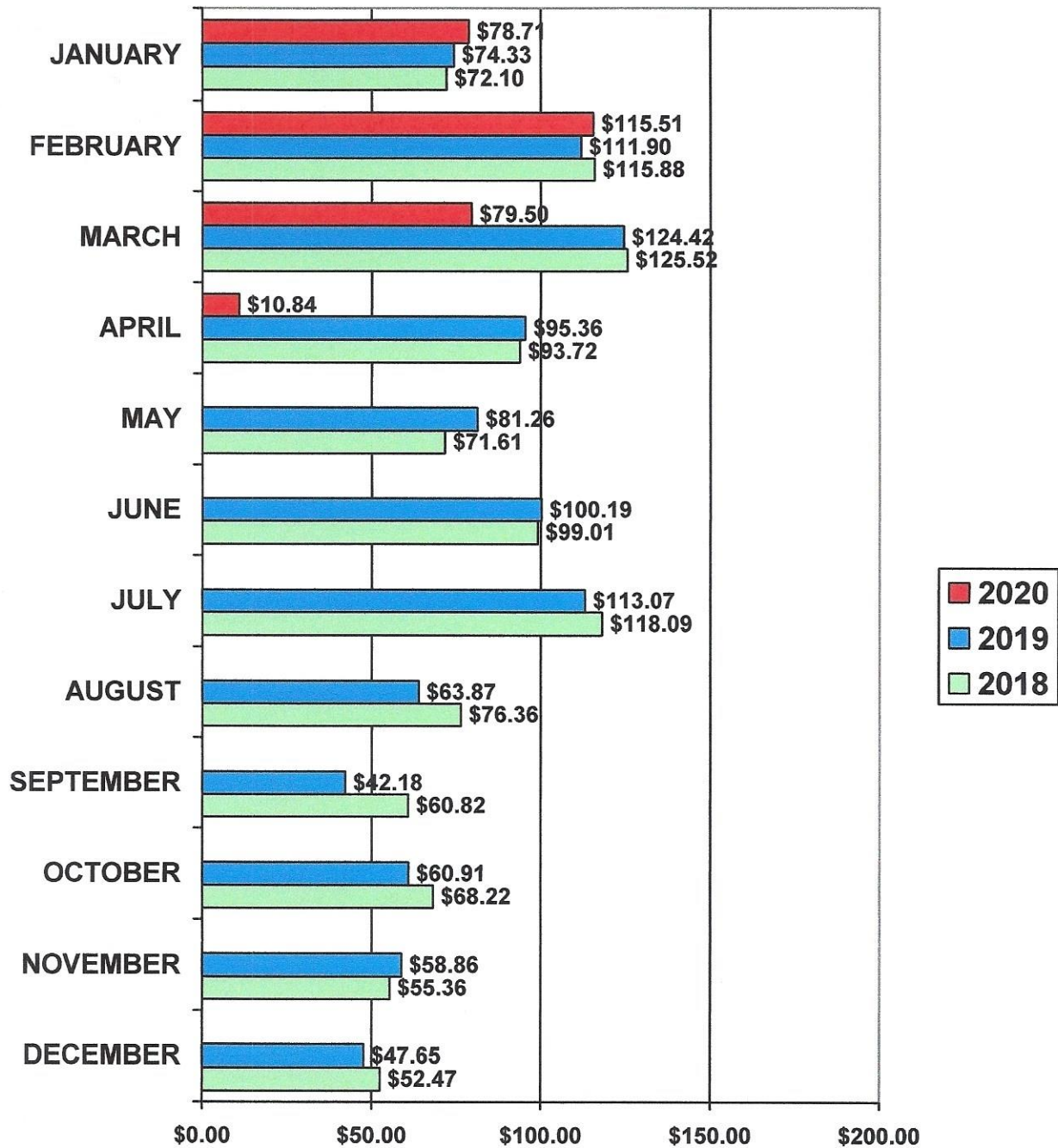
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$143.38 APRIL 2020 HIGH \$ 160.90
 2019 YTD AVG. \$143.08 APRIL 2020 LOW \$ 14.77
 2018 YTD AVG. \$140.64



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



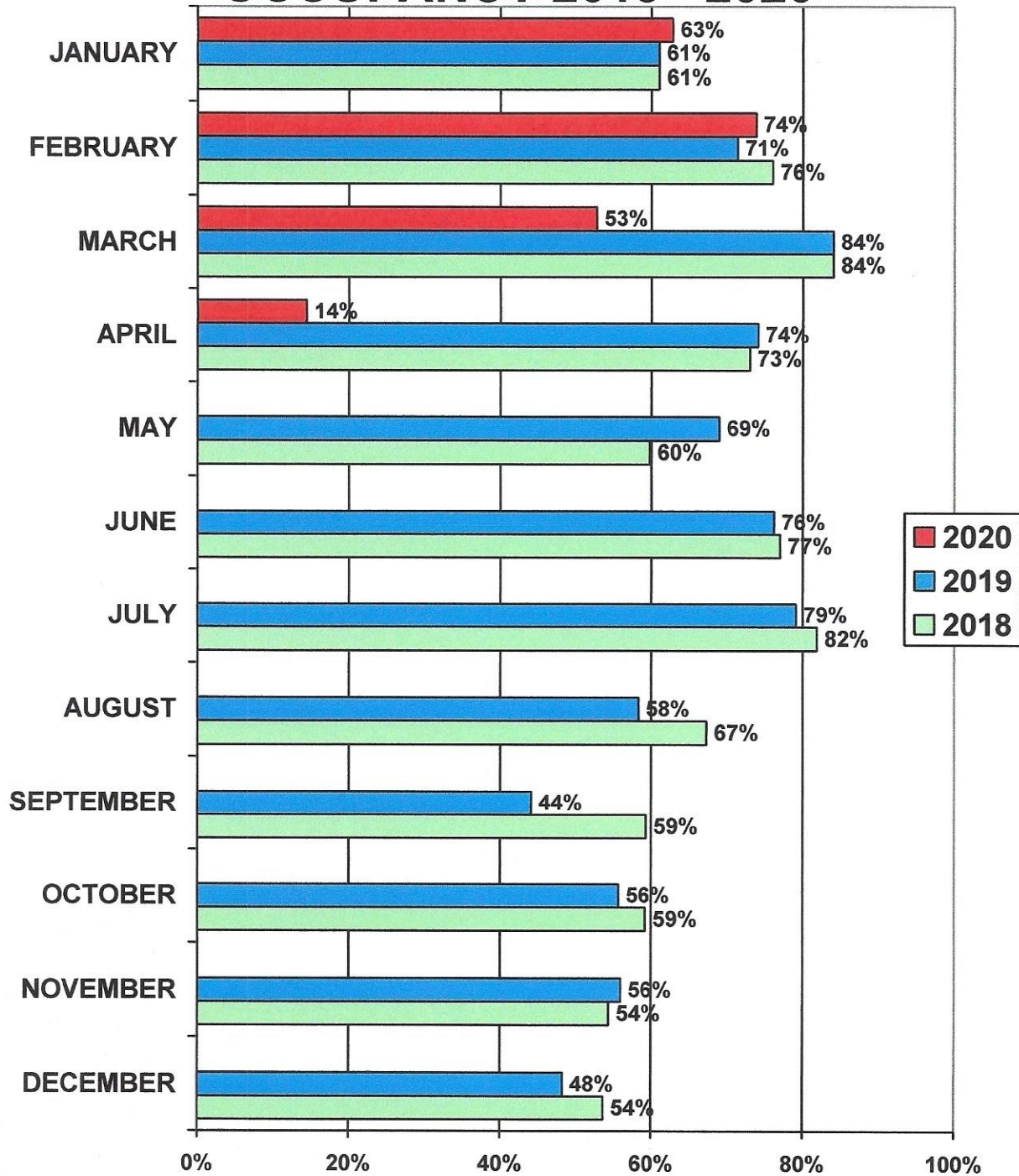
2020 YTD AVG. \$ 73.92

2019 YTD AVG. \$ 102.41

2018 YTD AVG. \$ 101.59

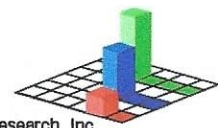


VOLUSIA HOTEL/MOTEL OCCUPANCY 2018 - 2020

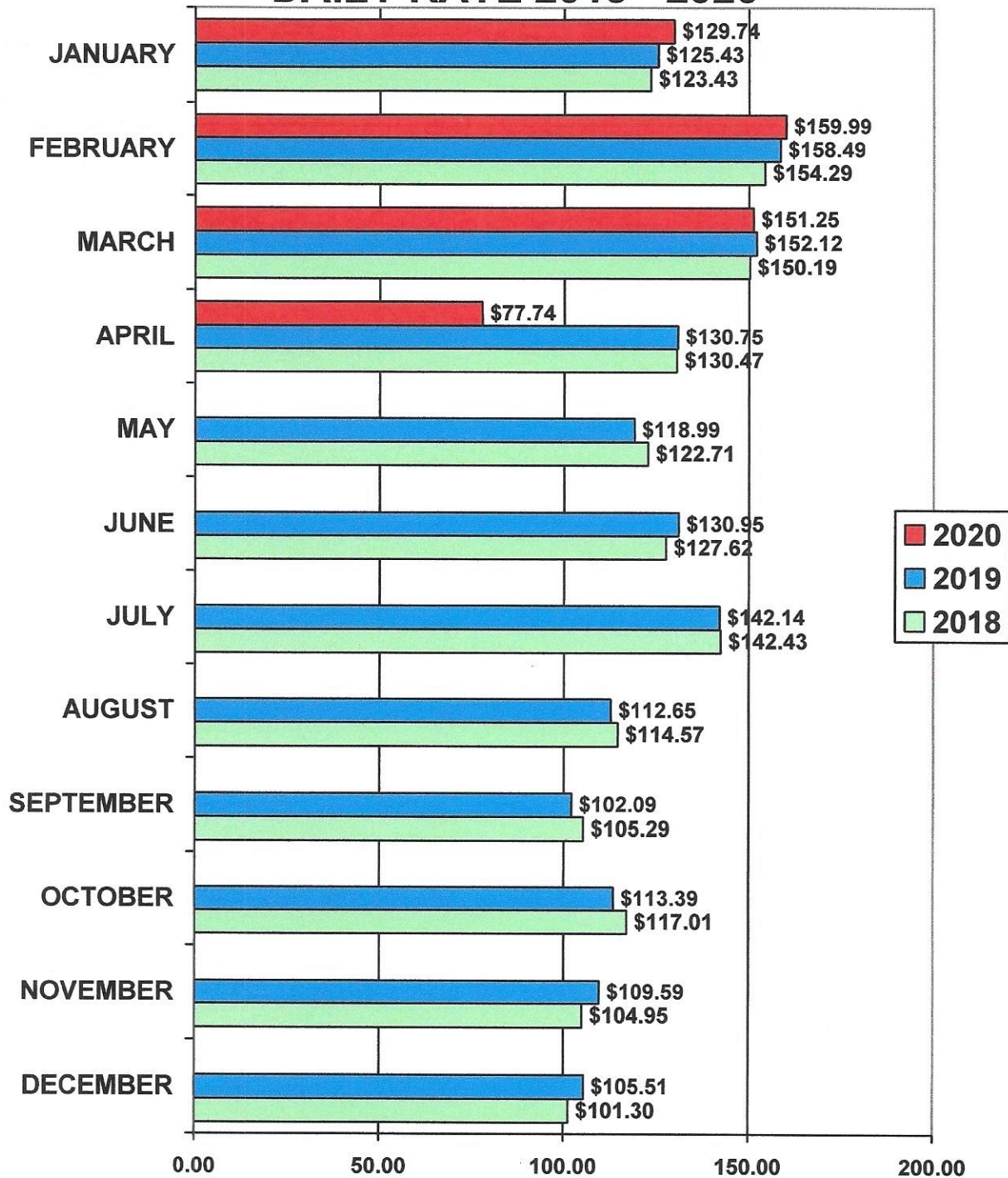


2020 YTD AVG. 53%
 2019 YTD AVG. 73%
 2018 YTD AVG. 73%

APRIL HIGH 44%
 APRIL LOW 1%



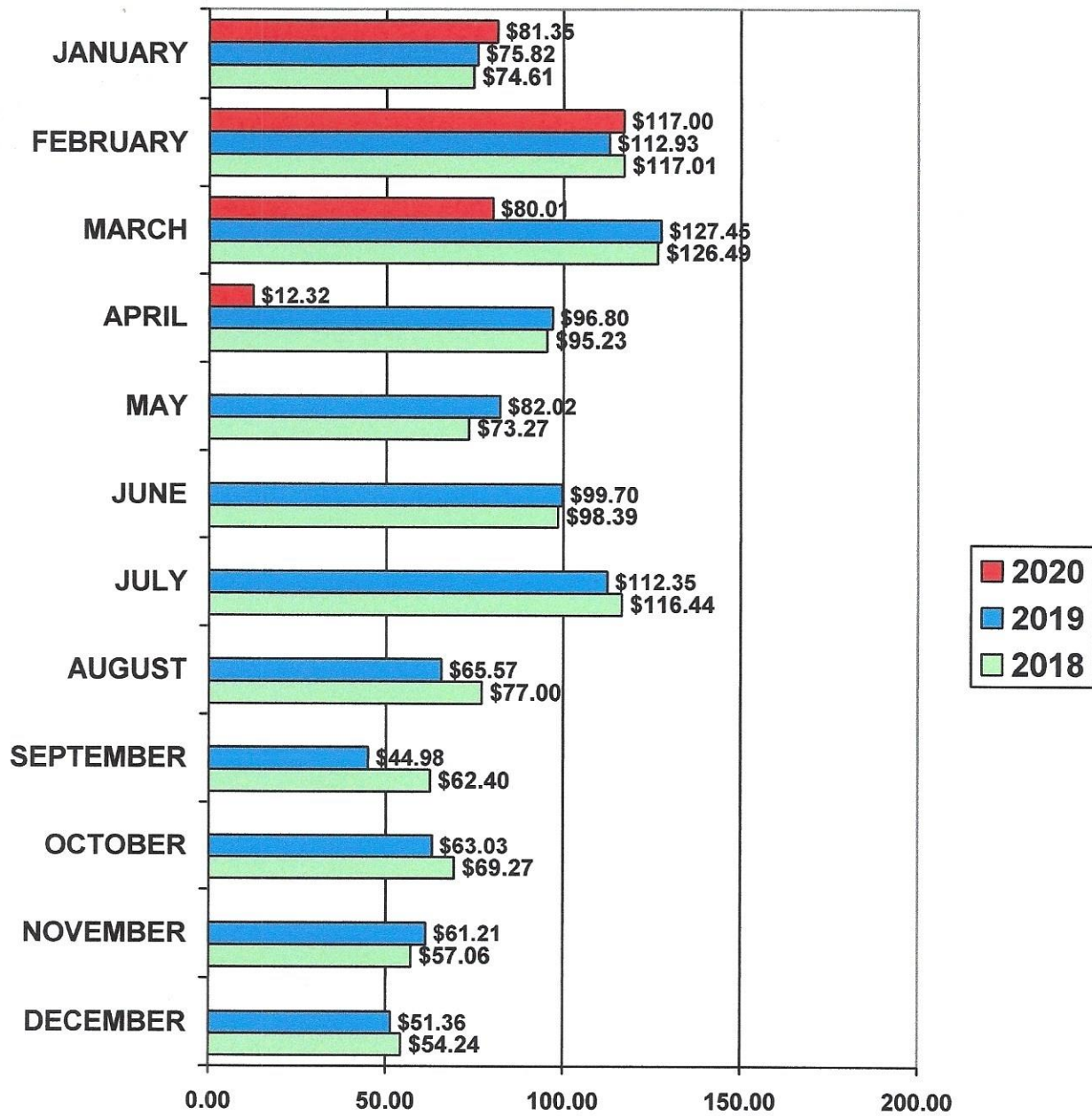
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2018 - 2020



2020 YTD AVG. \$142.07 APRIL 2020 HIGH \$ 200.00
 2019 YTD AVG. \$142.54 APRIL 2020 LOW \$ 14.77
 2018 YTD AVG. \$140.61



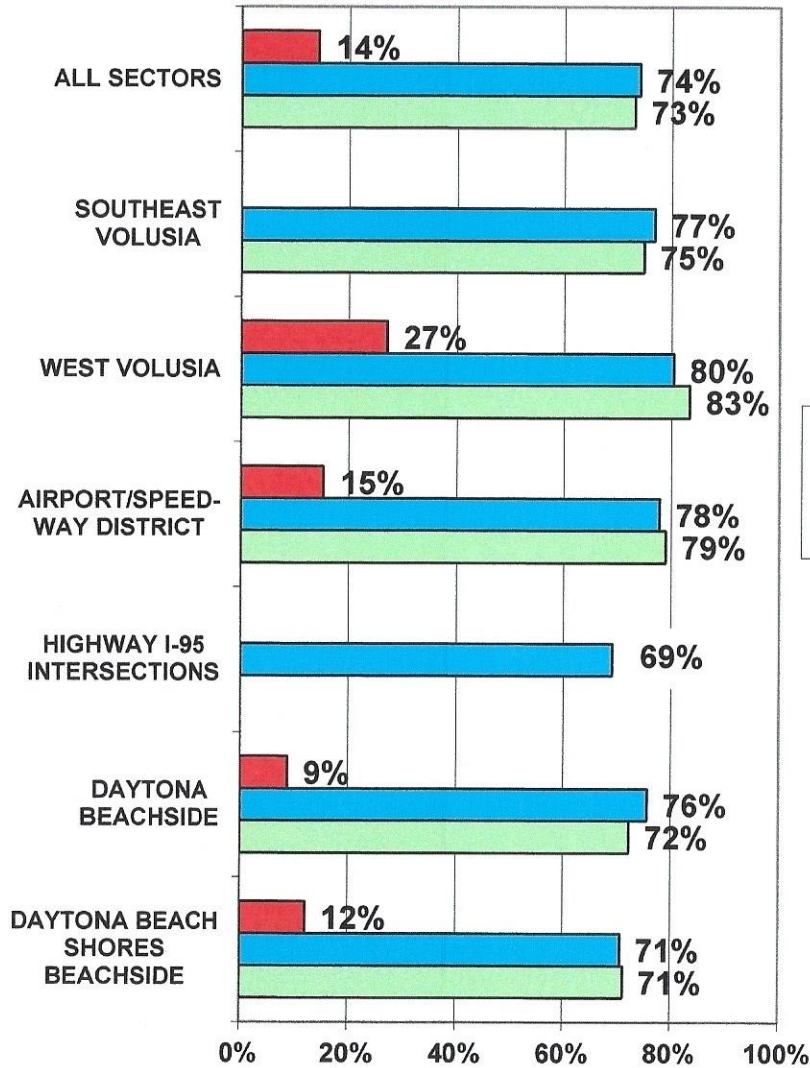
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2018 - 2020



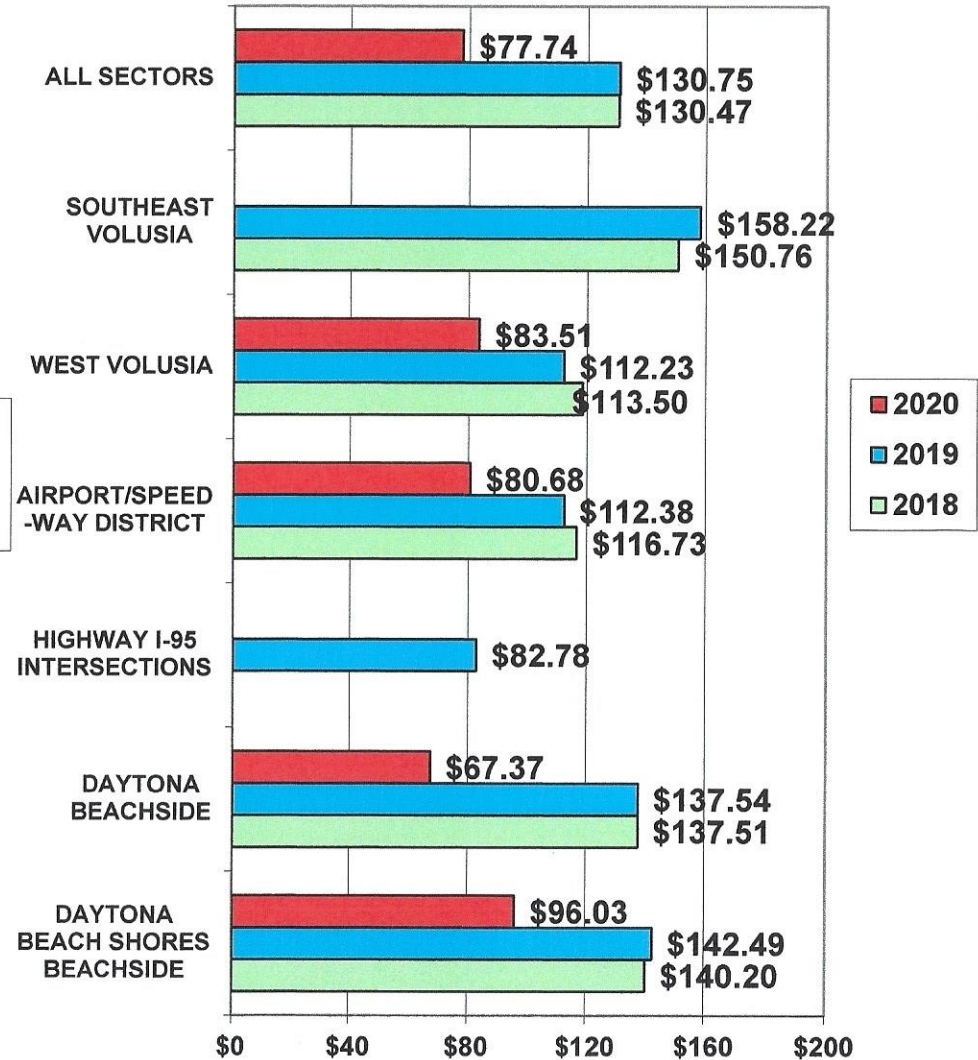
2020 YTD AVG. \$ 75.03
 2019 YTD AVG. \$ 103.37
 2018 YTD AVG. \$ 103.07



VOLUSIA OCCUPANCY BY AREA SECTORS - APRIL 2018 - 2020

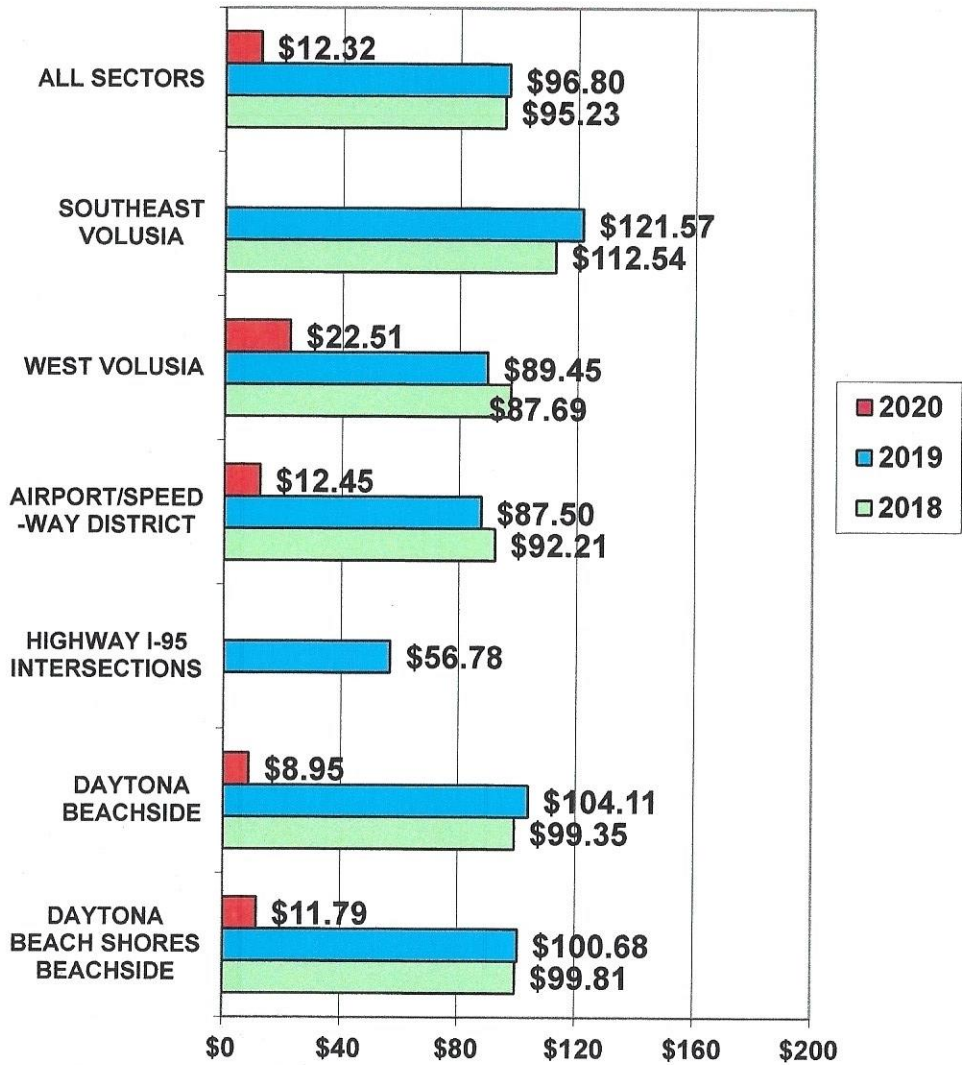


VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - APRIL 2018 - 2020

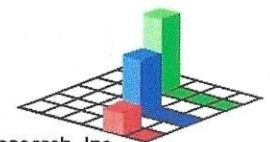


AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED

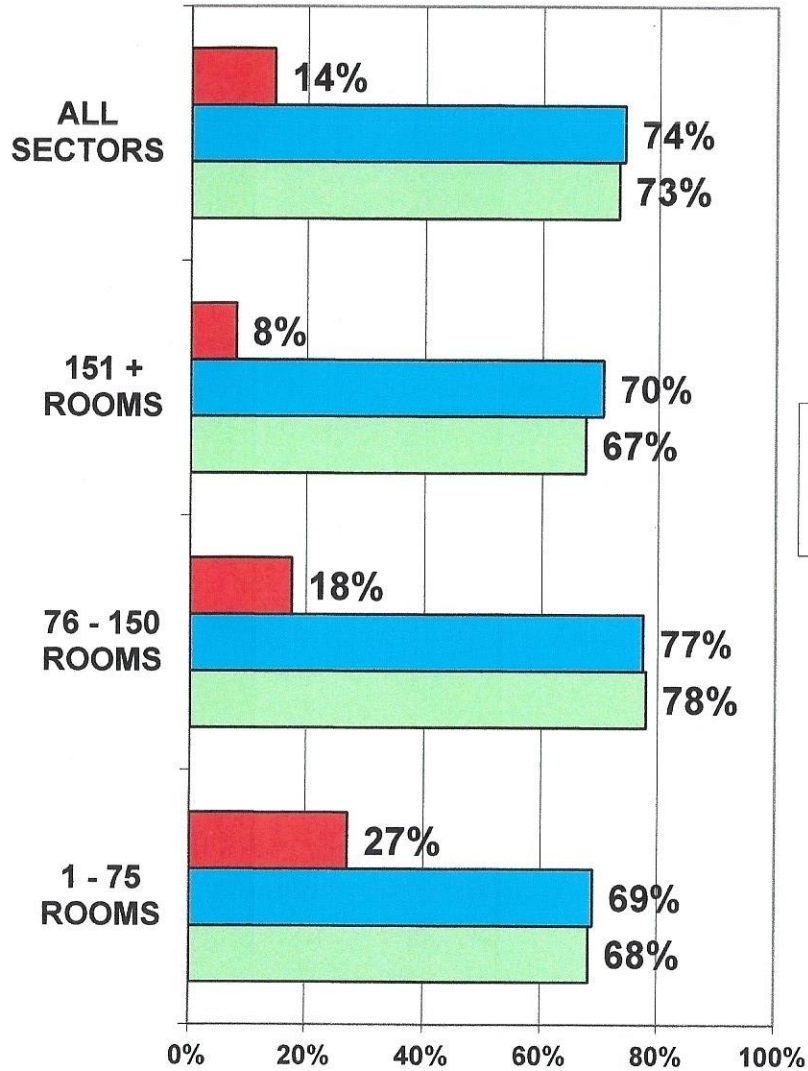
VOLUSIA REV/PAR BY AREA SECTORS - APRIL 2018 - 2020



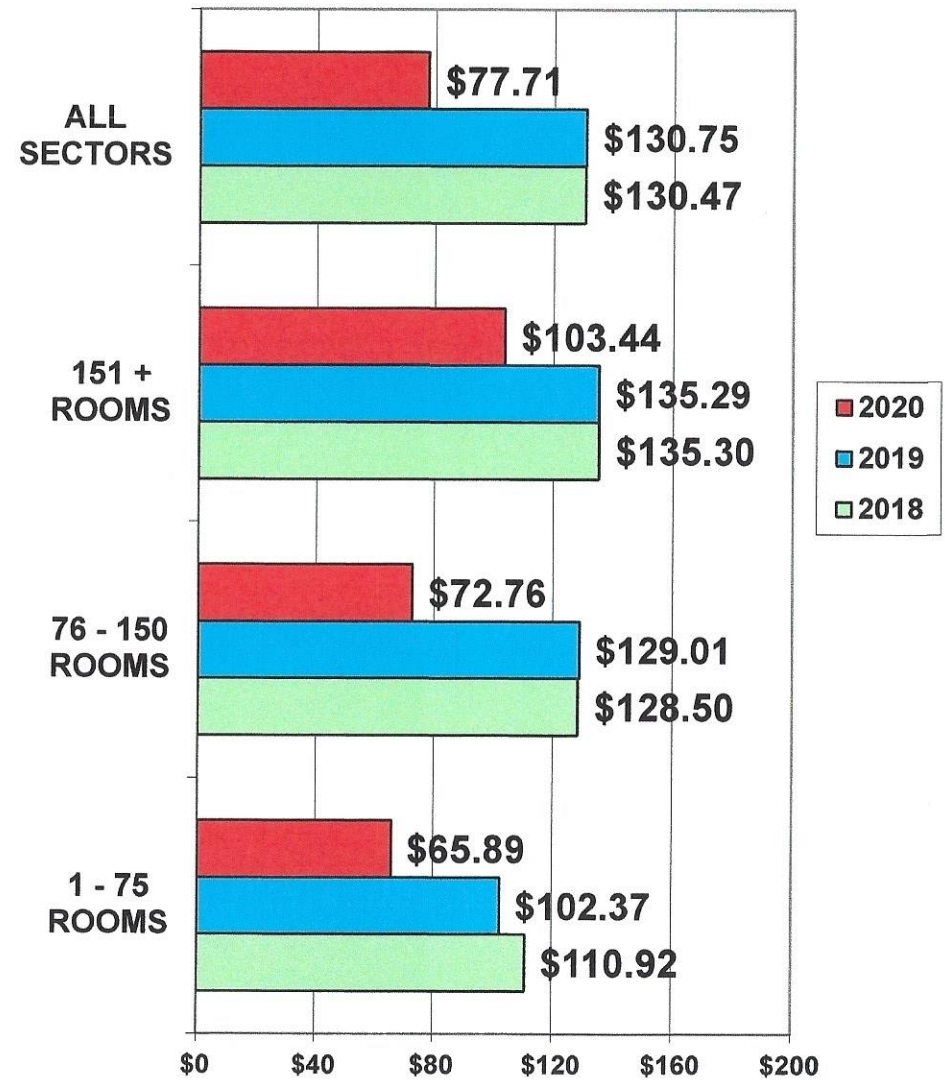
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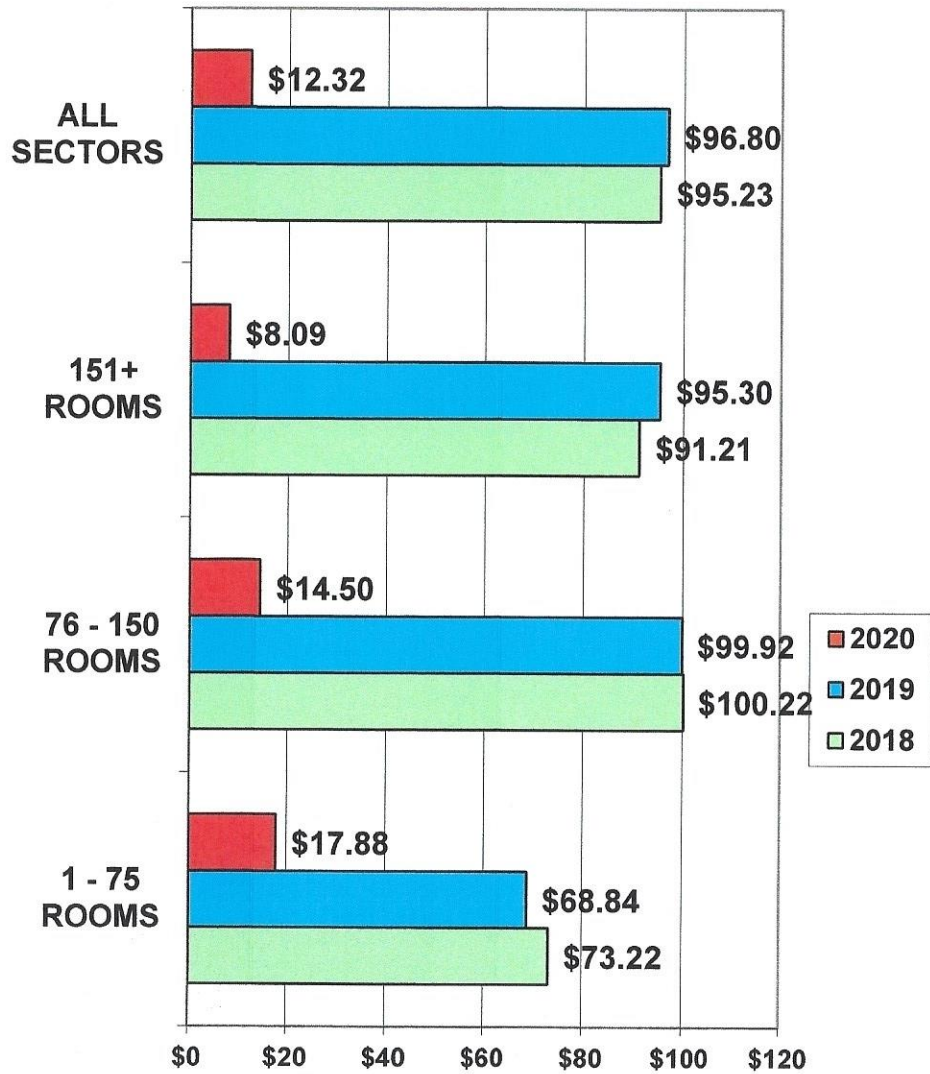
**VOLUSIA OCCUPANCY
BY PROPERTY SIZE -
APRIL 2018 - 2020**



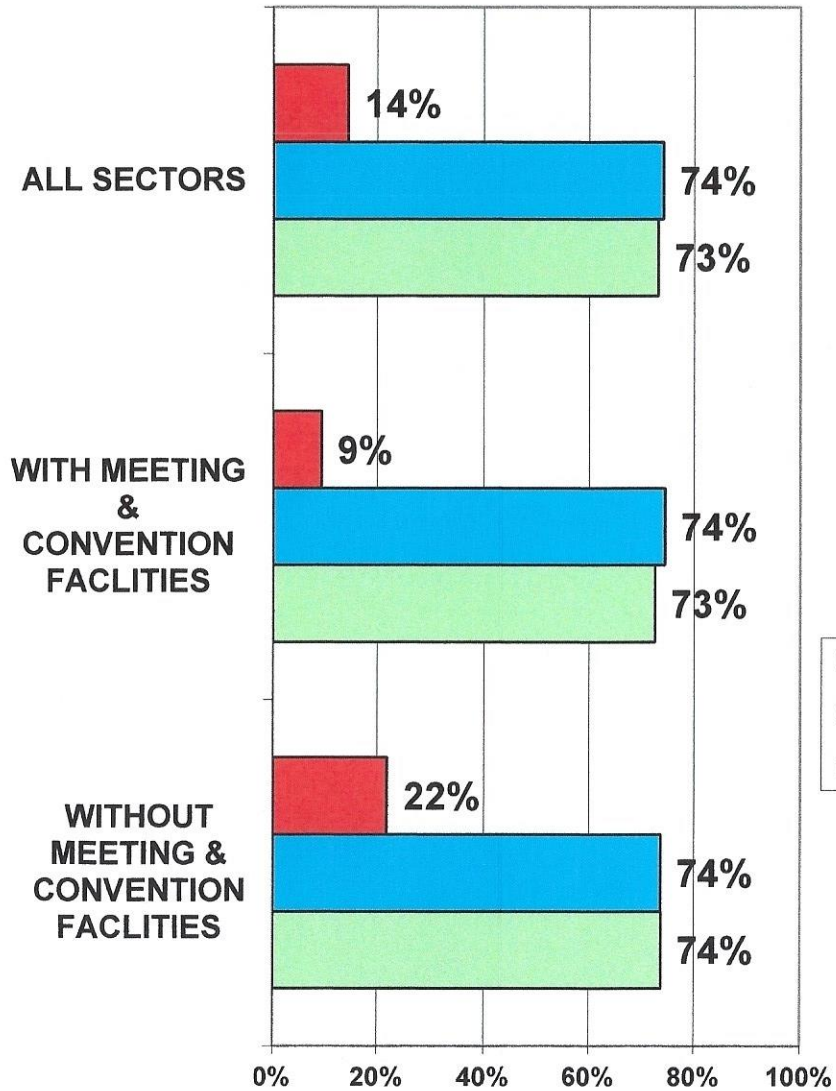
**VOLUSIA AVERAGE DAILY RATE
BY PROPERTY SIZE -
APRIL 2018 - 2020**



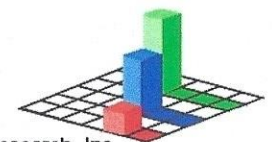
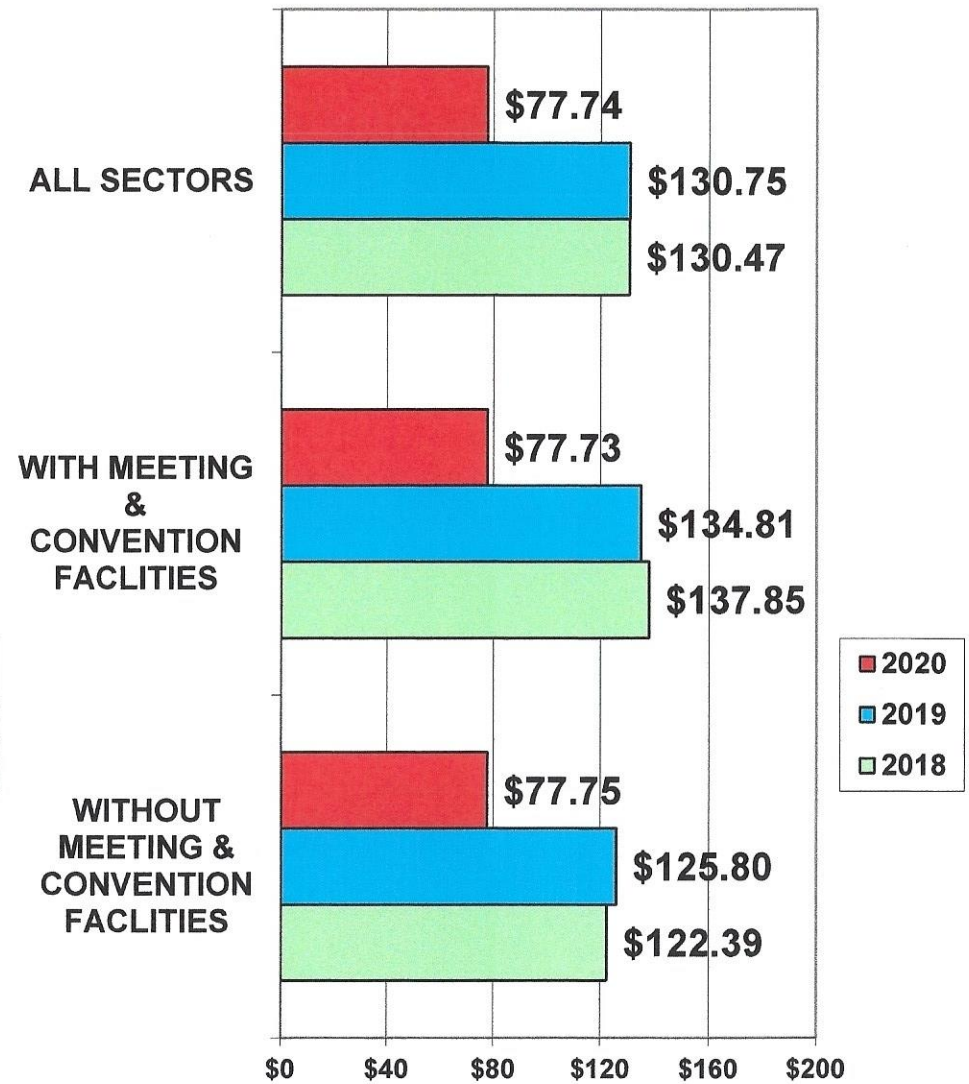
**VOLUSIA REV/PAR
BY PROPERTY SIZE -
APRIL 2018 - 2020**



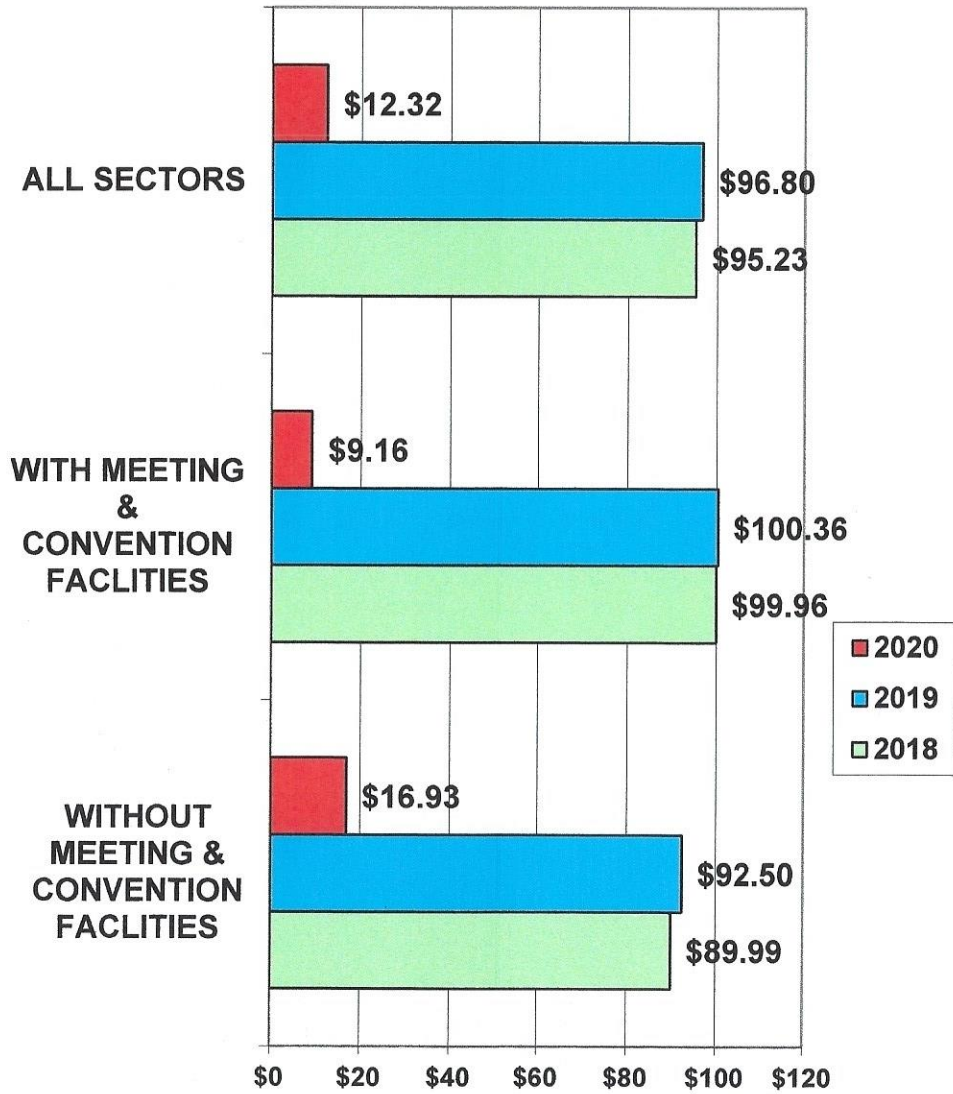
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - APRIL 2018 - 2020



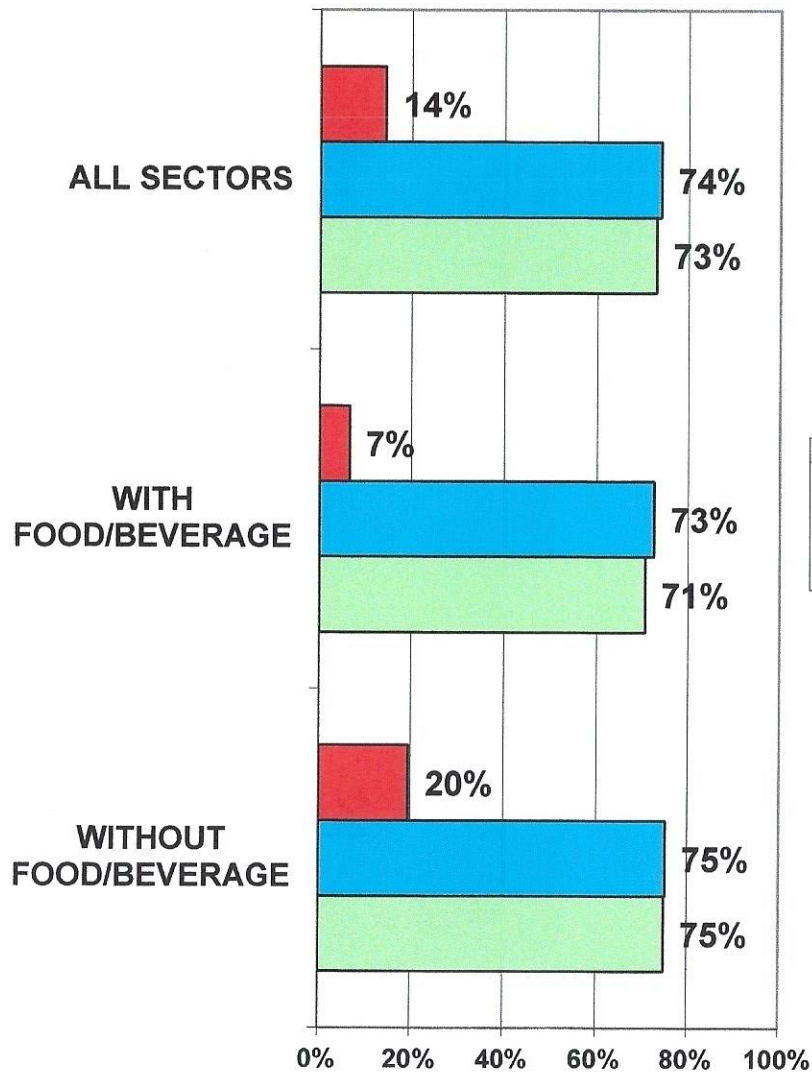
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - APRIL 2018 - 2020



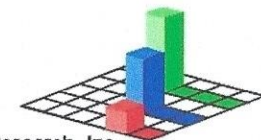
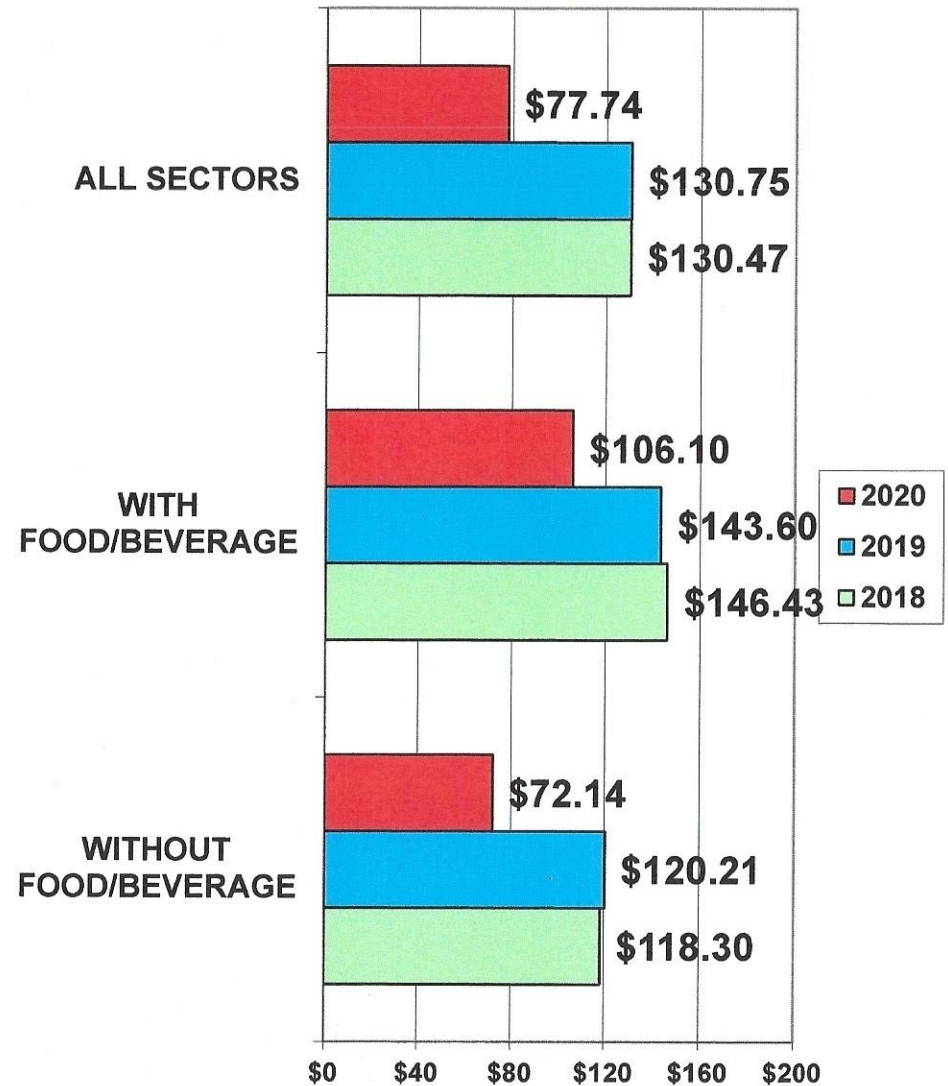
VOLUSIA REV/PAR BY MEETING & CONVENTION FACILITIES - APRIL 2018 - 2020



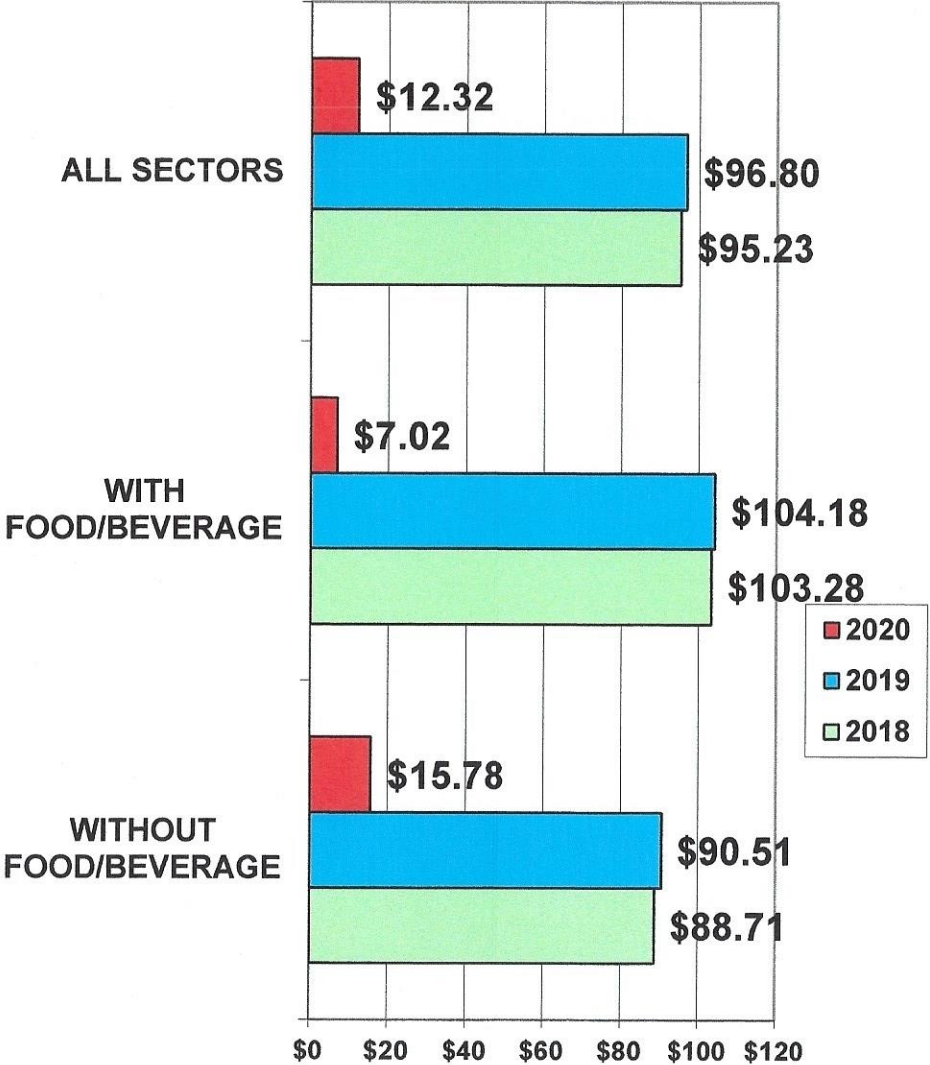
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
APRIL 2018 - 2020**



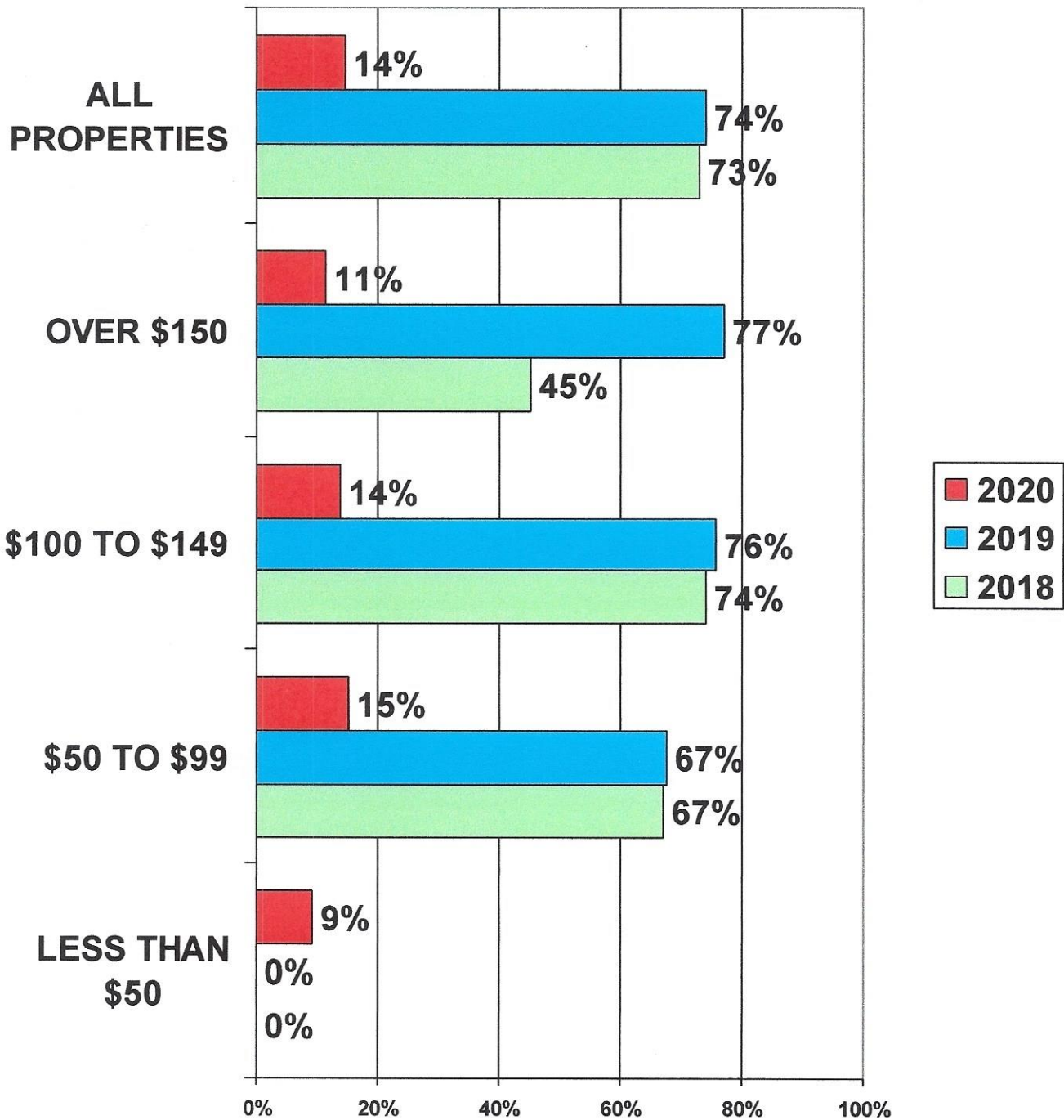
**VOLUSIA AVERAGE DAILY RATE
BY FOOD/BEVERAGE
APRIL 2018 - 2020**



**DAYTONA BEACH REV/PAR
BY FOOD/BEVERAGE -
APRIL 2018 - 2020**



VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - APRIL 2018 - 2020



Mid-Florida Marketing & Research, Inc.

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



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

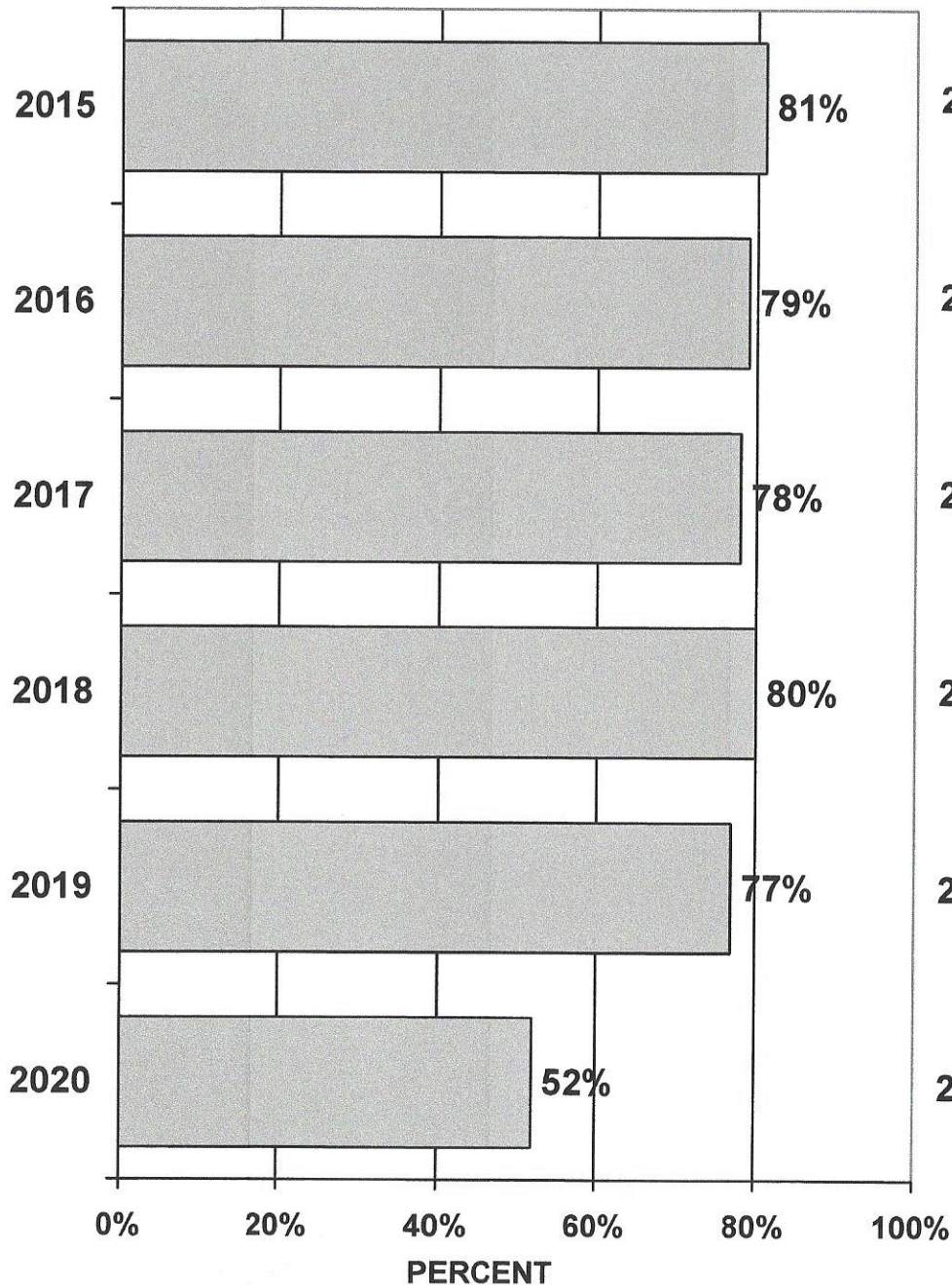
MONTHS REPORTING 2020

	<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>
ORMOND BEACHSIDE													
BEST WESTERN CASTILLO DEL SOL	147	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								
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X	X								
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	CL								
CLARION INN DESTINATION DAYTONA	79	X	X	X	X								
LA QUINTA INN	143	X	X	X	X								
SLEEP INN	82	X	X										
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X								
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X								
HAMPTON INN AIRPORT	122	X	X	X	X								
HILTON GARDEN INN D B AIRPORT	115	X	X	X	CL								
HOMEWOOD SUITES	94	X	X	X	X								
QUALITY INN DAYTONA	64	X	X	X	X								
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X								
ARTISAN DOWNTOWN	14	X	X	X	CL								
COMFORT INN DELAND	68	X	X	X	X								
COURTYARD DELAND	104	X		X									
DAYS INN ORANGE CITY	37	X		X	X								
HAMPTON INN DEBARY	76	X	X	X	X								
HAMPTON INN DELAND	94	X	X	X	X								
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X								
HONTOON LANDING	18	X	X	X	CL								
SE VOLUSIA													
COASTAL WATERS INN	40												CL
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	CL								
HAMPTON INN	122	X											
INN ON THE AVENUE	6	X	X		X								
OCEAN TRILLIUM SUITES	32	X	X	X	X								
SPRINGHILL SUITES	114	X	X	X	X								

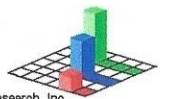
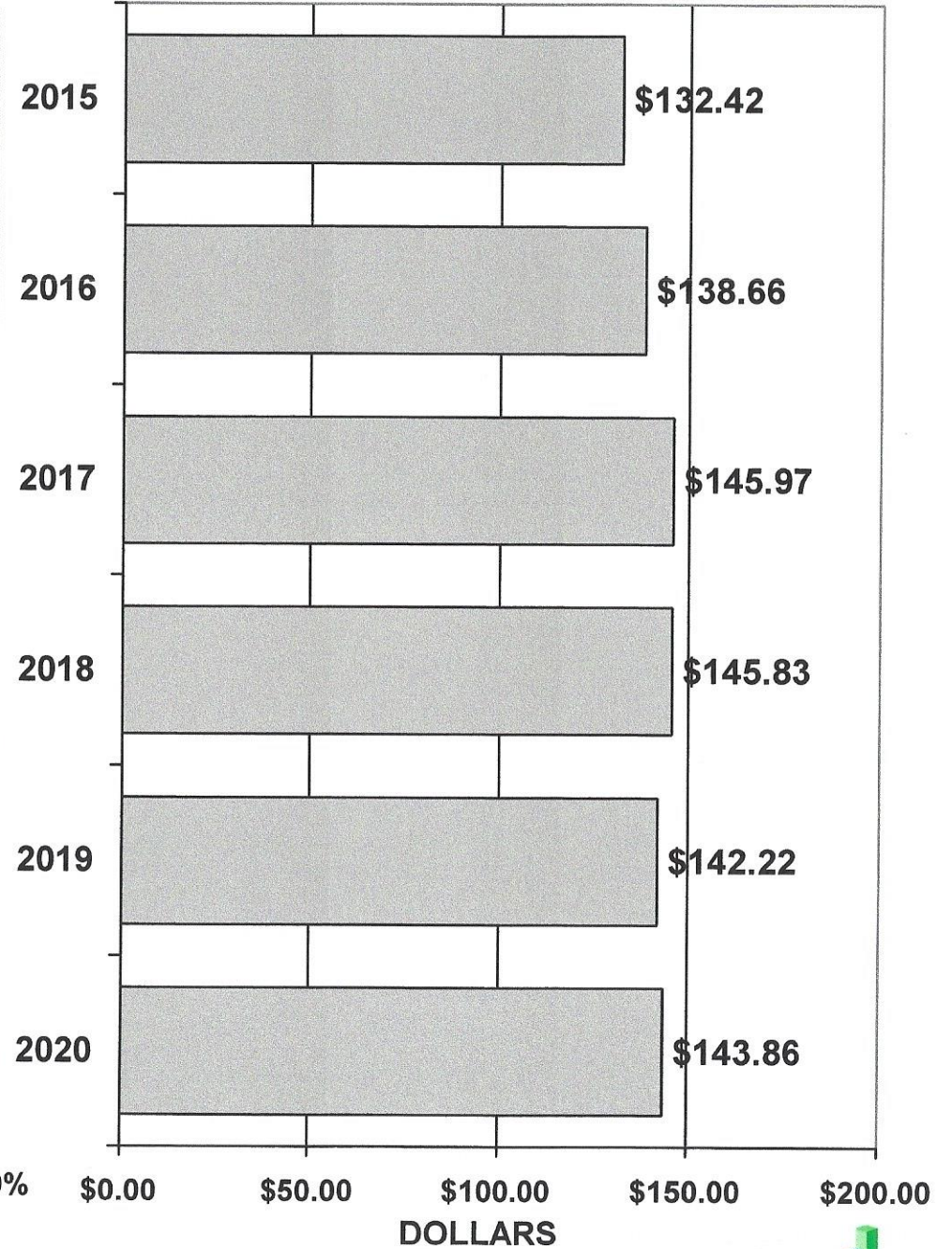
*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia
CL - Closed for the month



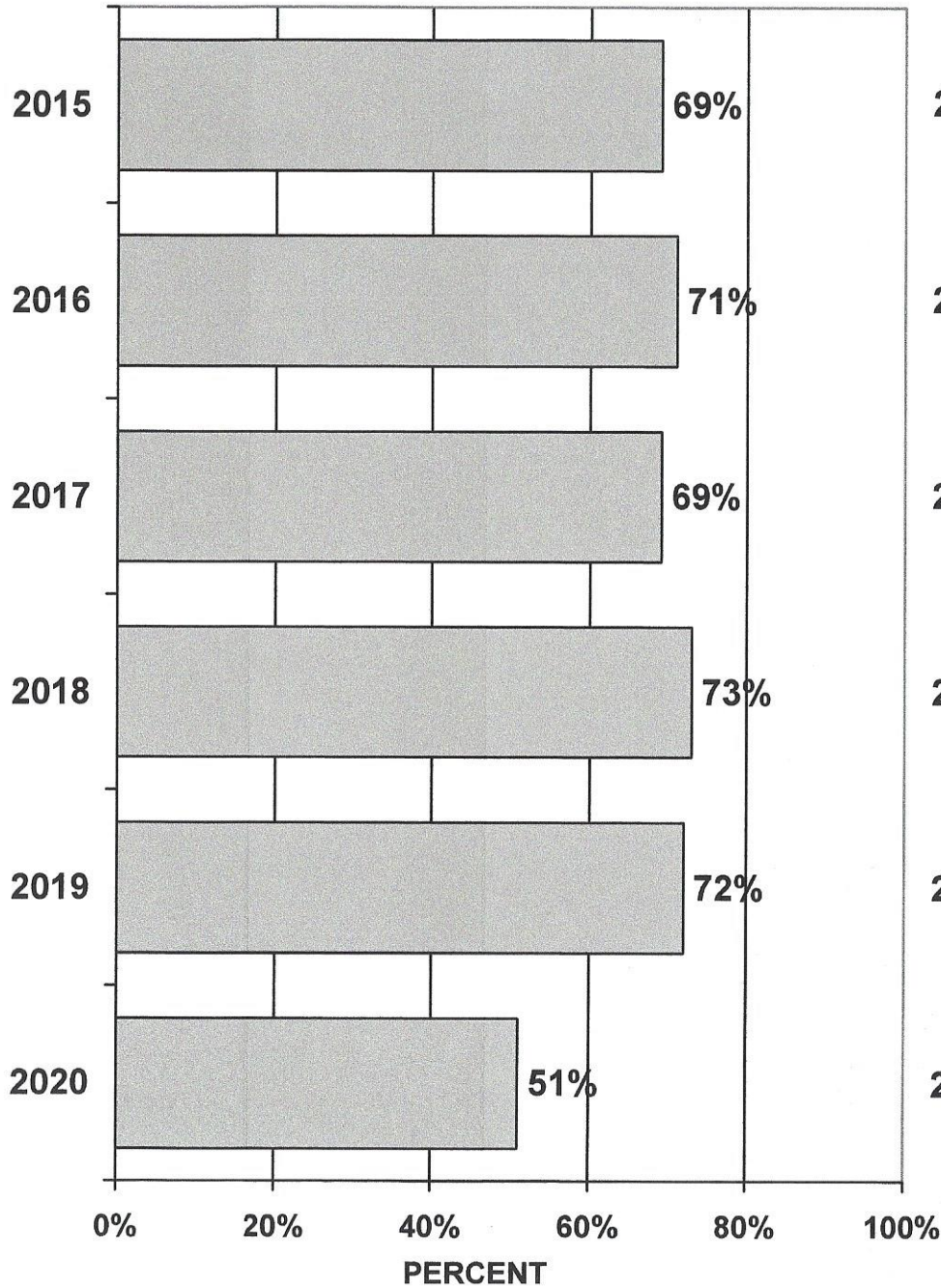
**AIRPORT/SPEEDWAY
OCCUPANCY YEAR TO DATE
APRIL 2015 - 2020**



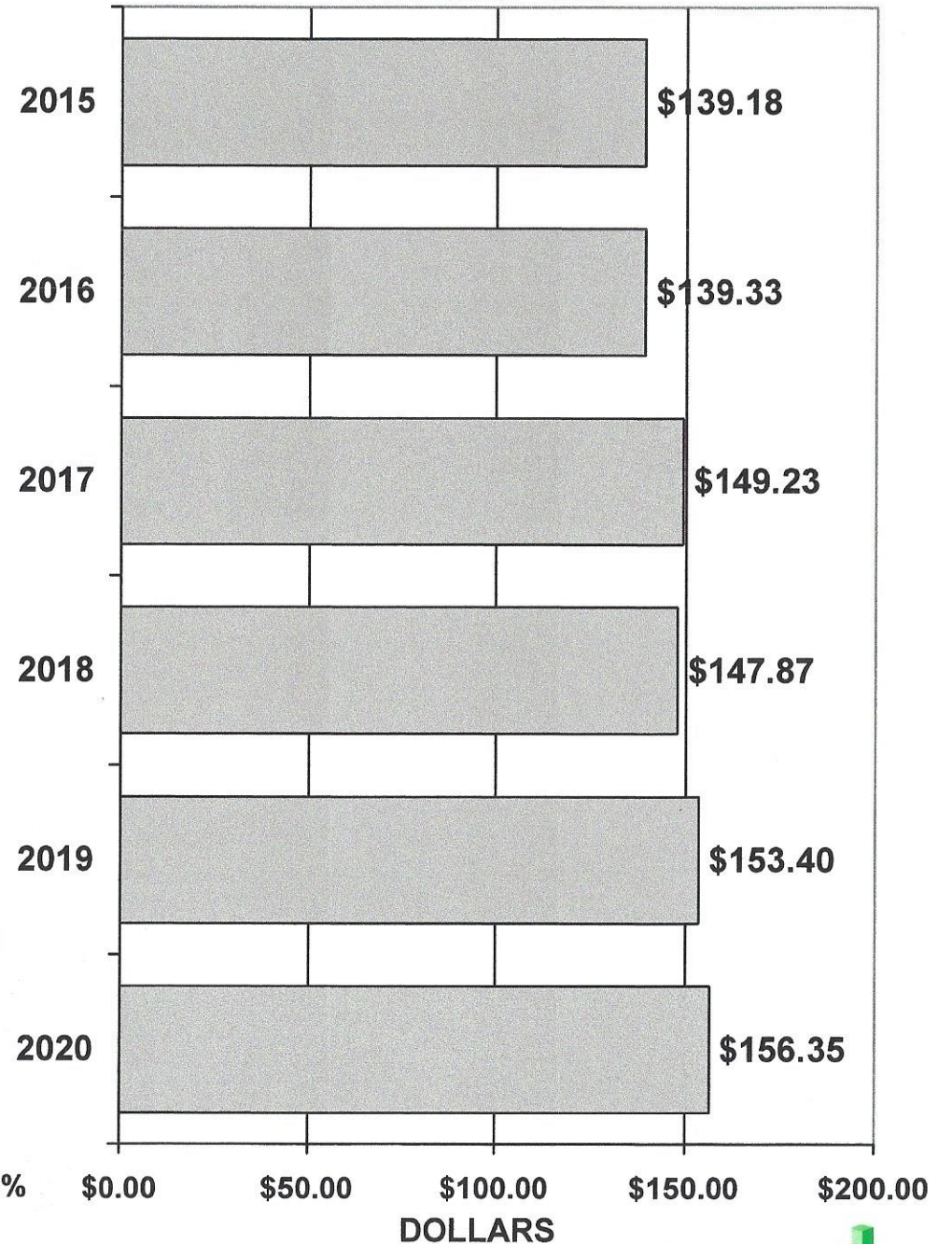
**AIRPORT/SPEEDWAY
AVERAGE DAILY RATE YEAR TO DATE
APRI 2015 - 2020**



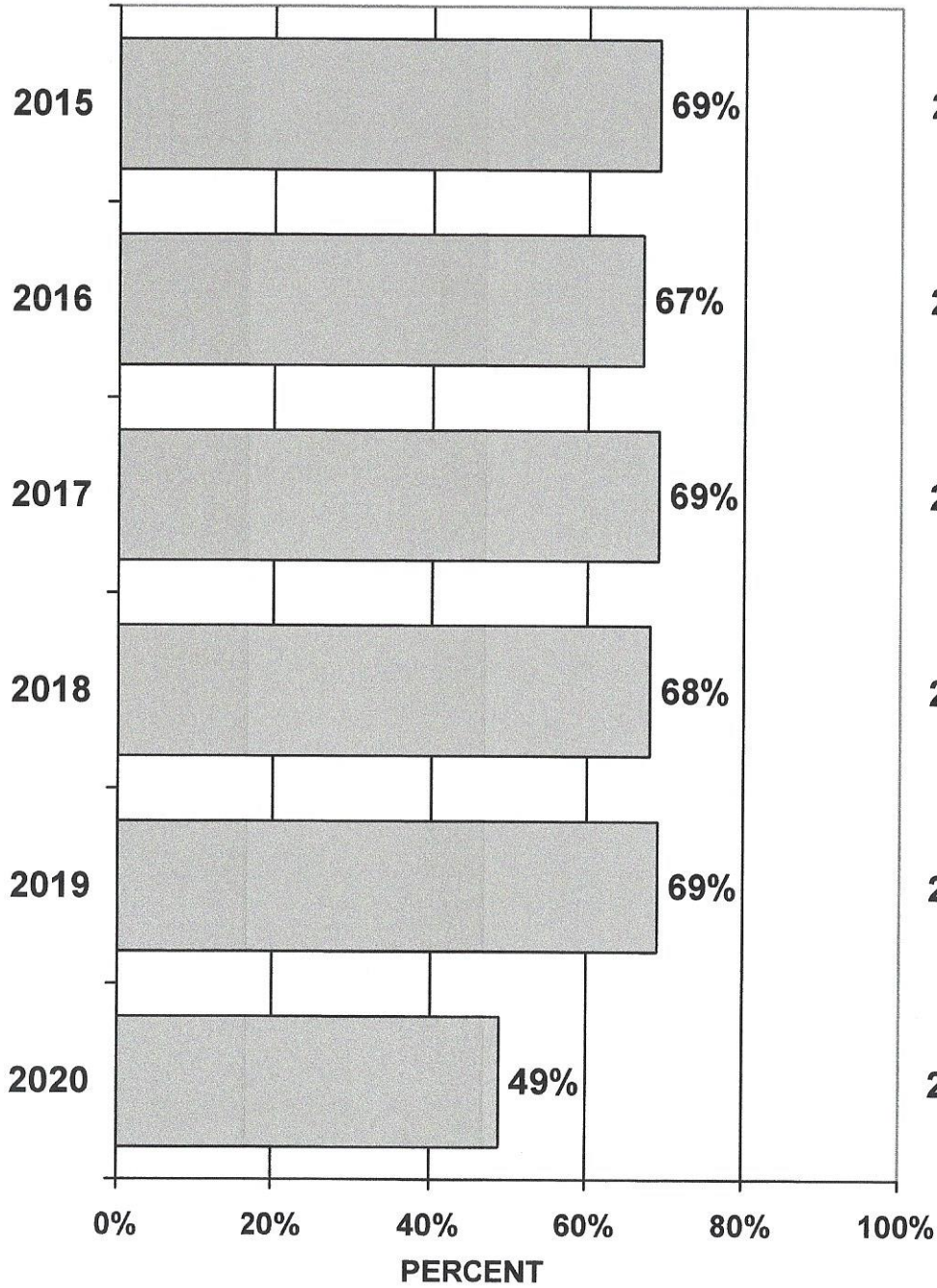
**BEACHSIDE DAYTONA BEACH
OCCUPANCY YEAR TO DATE
APRIL 2015 - 2020**



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



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



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

