

Memo

To: HAAA
From: Evelyn Fine
Date: September 28, 2018
Subject: August 2018 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy increased about 12%, to 67% in August 2018 from 60% in August 2017.

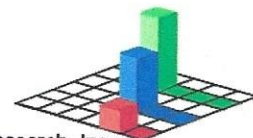
The Daytona Beach Area Average Daily Rate increased about 3%, to \$113.67 in August 2018 from \$110.37 in August 2017.

The Daytona Beach Area Revenue per Available Room increased about 16%, to \$76.36 in August 2018 from \$65.95 in August 2017.

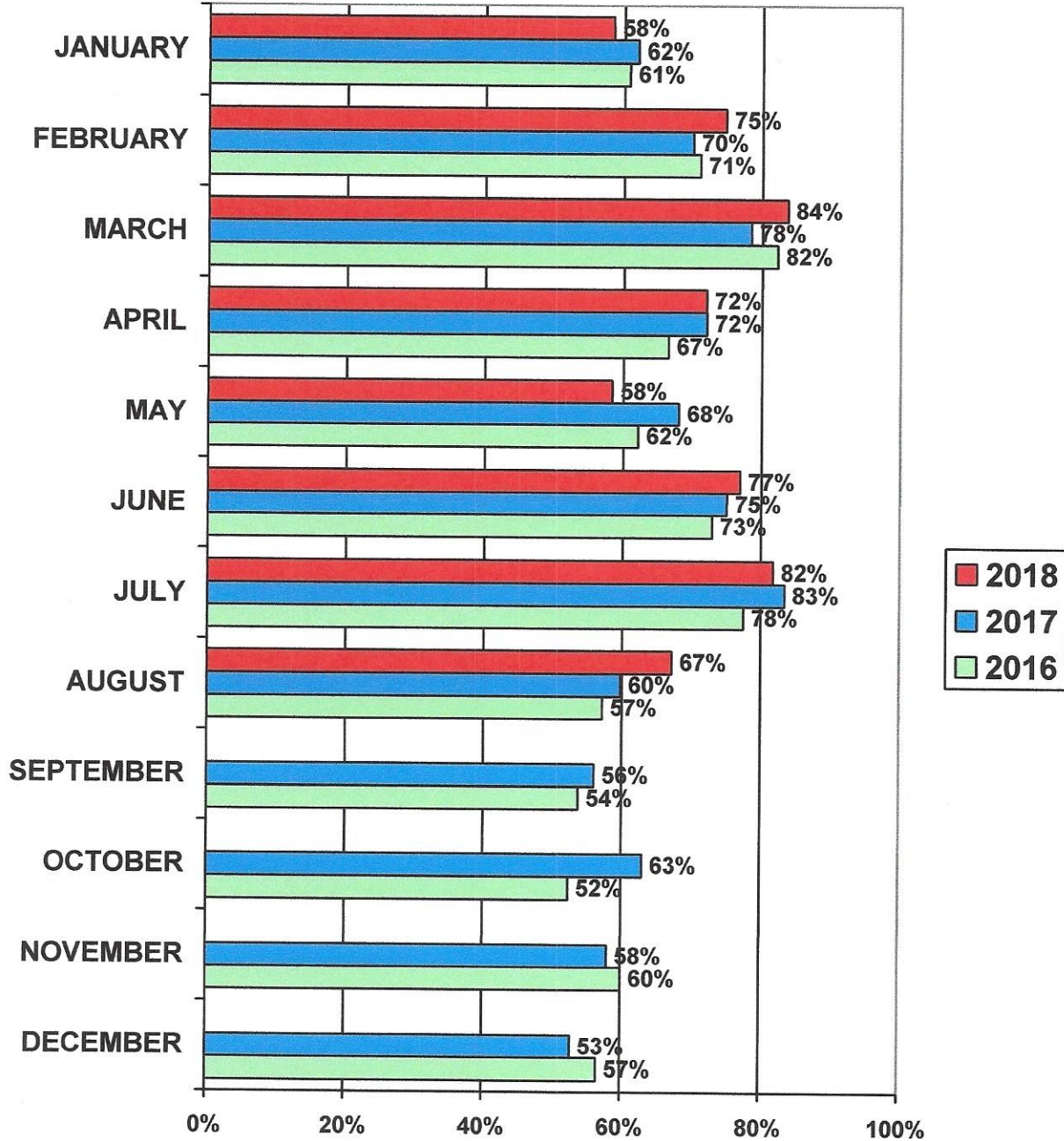
The first day of the Labor Day Weekend occurred on August 31st, giving August 2018 an extra Friday and the beginning of the holiday weekend. Red Tide on the east coast of Florida possibly helped boost the area Occupancy and Average Daily Rate.

Several hotels were still not operating at 100% and a few were undergoing renovation.

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2016 - 2018

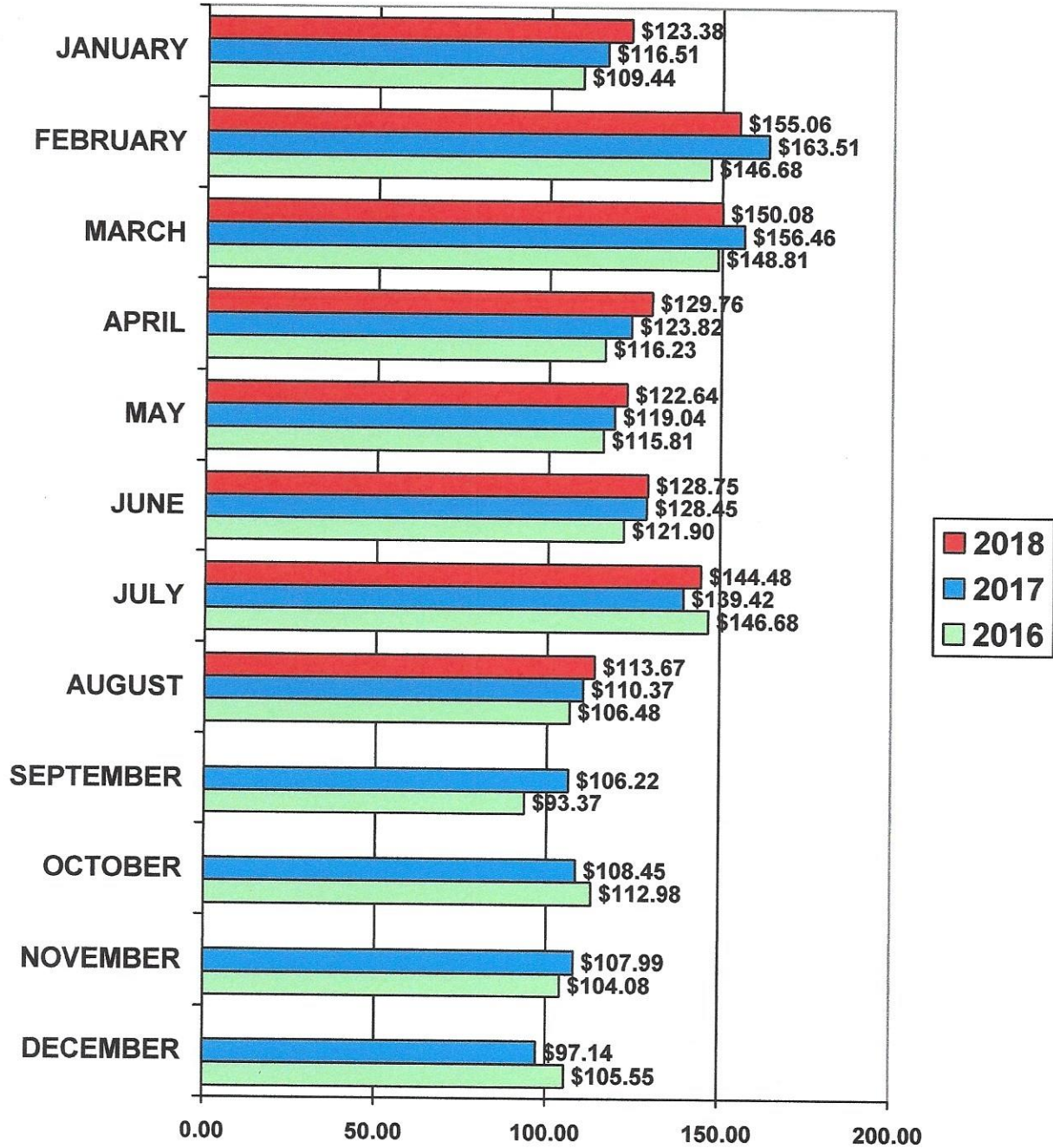


2018 YTD AVG. 72%
2017 YTD AVG. 71%
2016 YTD AVG. 69%

AUGUST 2018 HIGH 100%
AUGUST 2018 LOW 26%



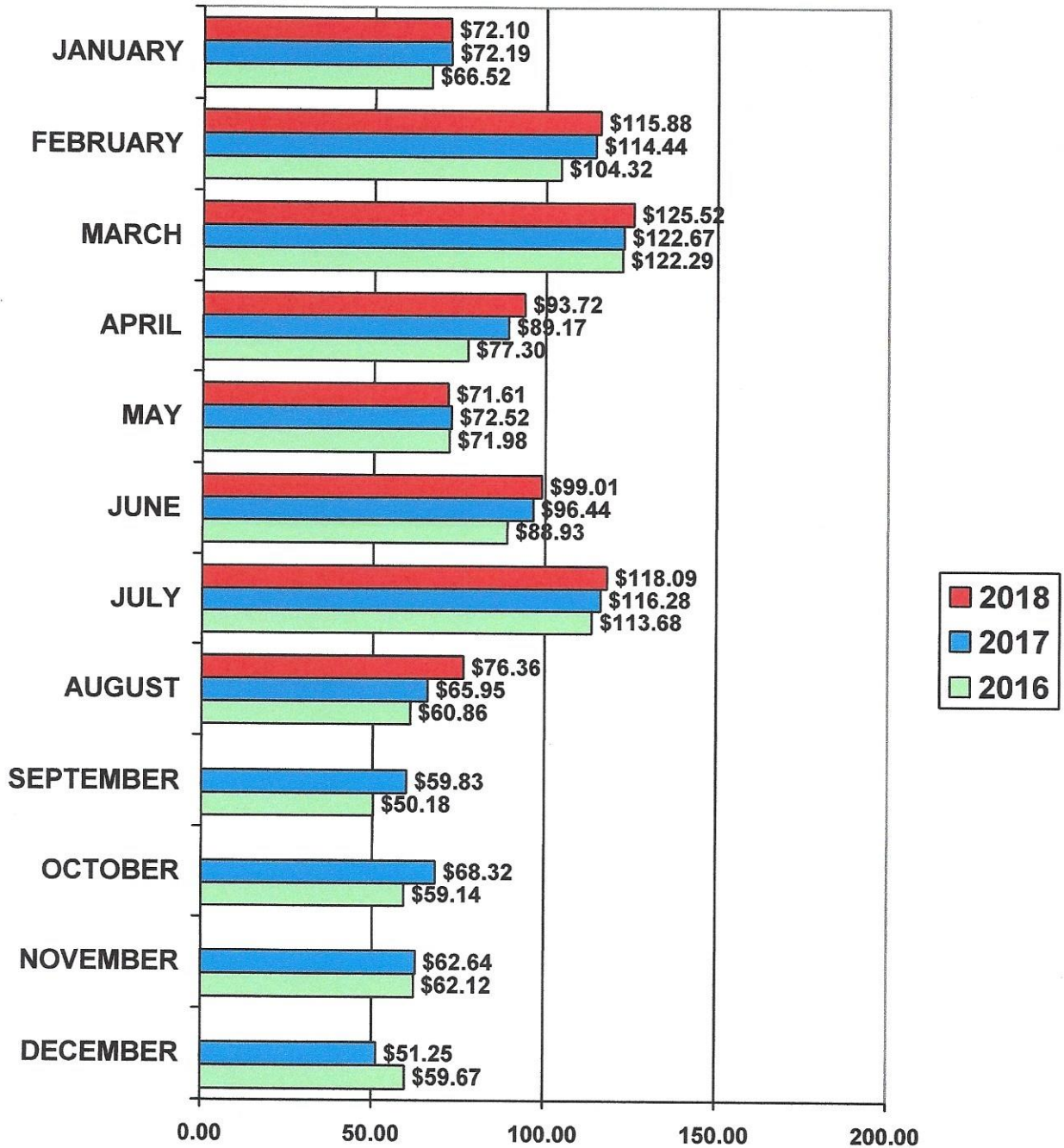
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$134.88 AUGUST 2018 HIGH \$ 193.19
2017 YTD AVG. \$133.13 AUGUST 2018 LOW \$ 58.25
2016 YTD AVG. \$128.31



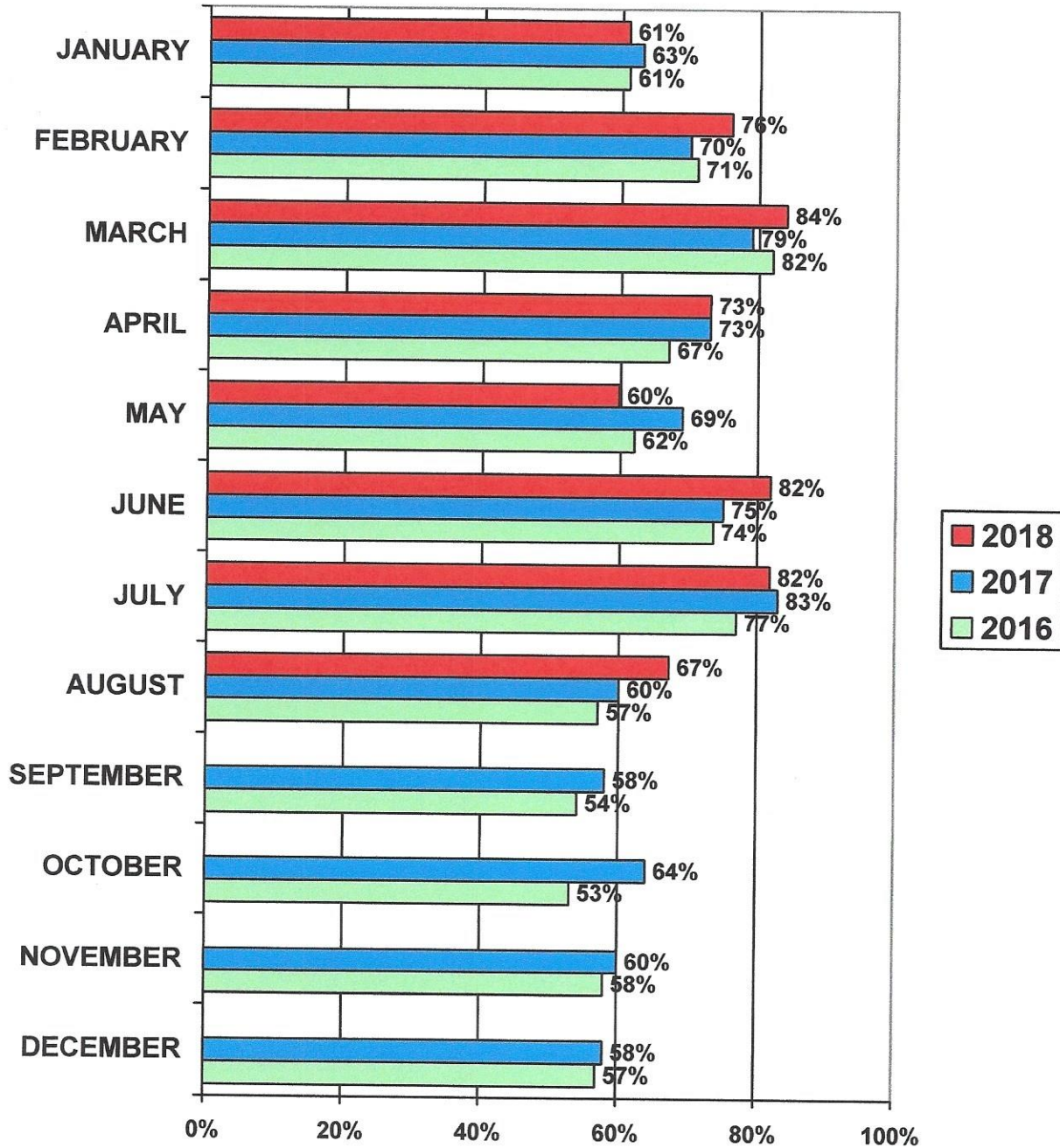
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



2018 YTD AVG. \$ 96.78
 2017 YTD AVG. \$ 93.31
 2016 YTD AVG. \$ 88.31

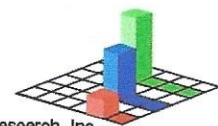


VOLUSIA HOTEL/MOTEL OCCUPANCY 2016 - 2018

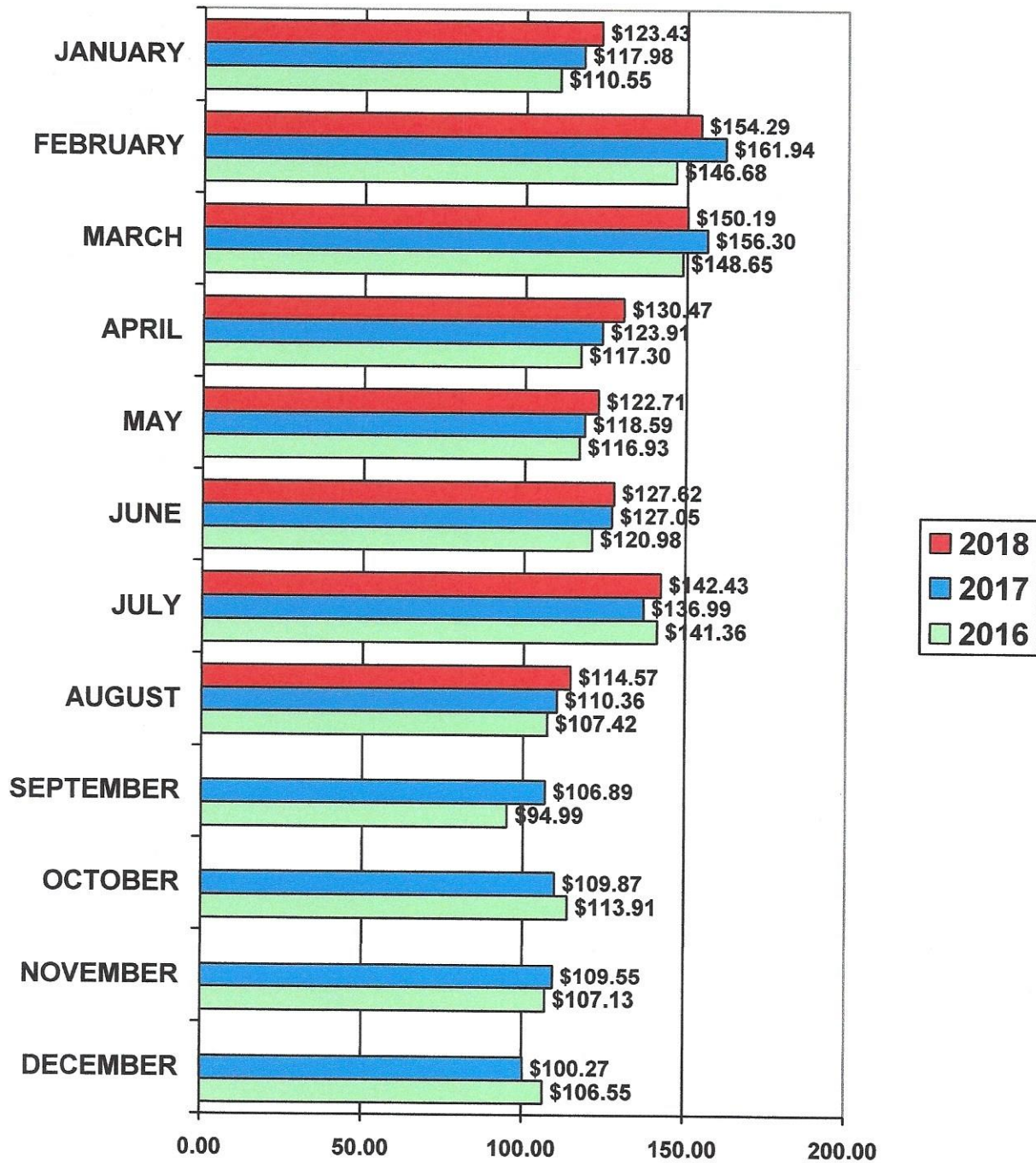


2018 YTD AVG. 73%
2017 YTD AVG. 72%
2016 YTD AVG. 69%

AUGUST 2018 HIGH 100%
AUGUST 2018 LOW 26%



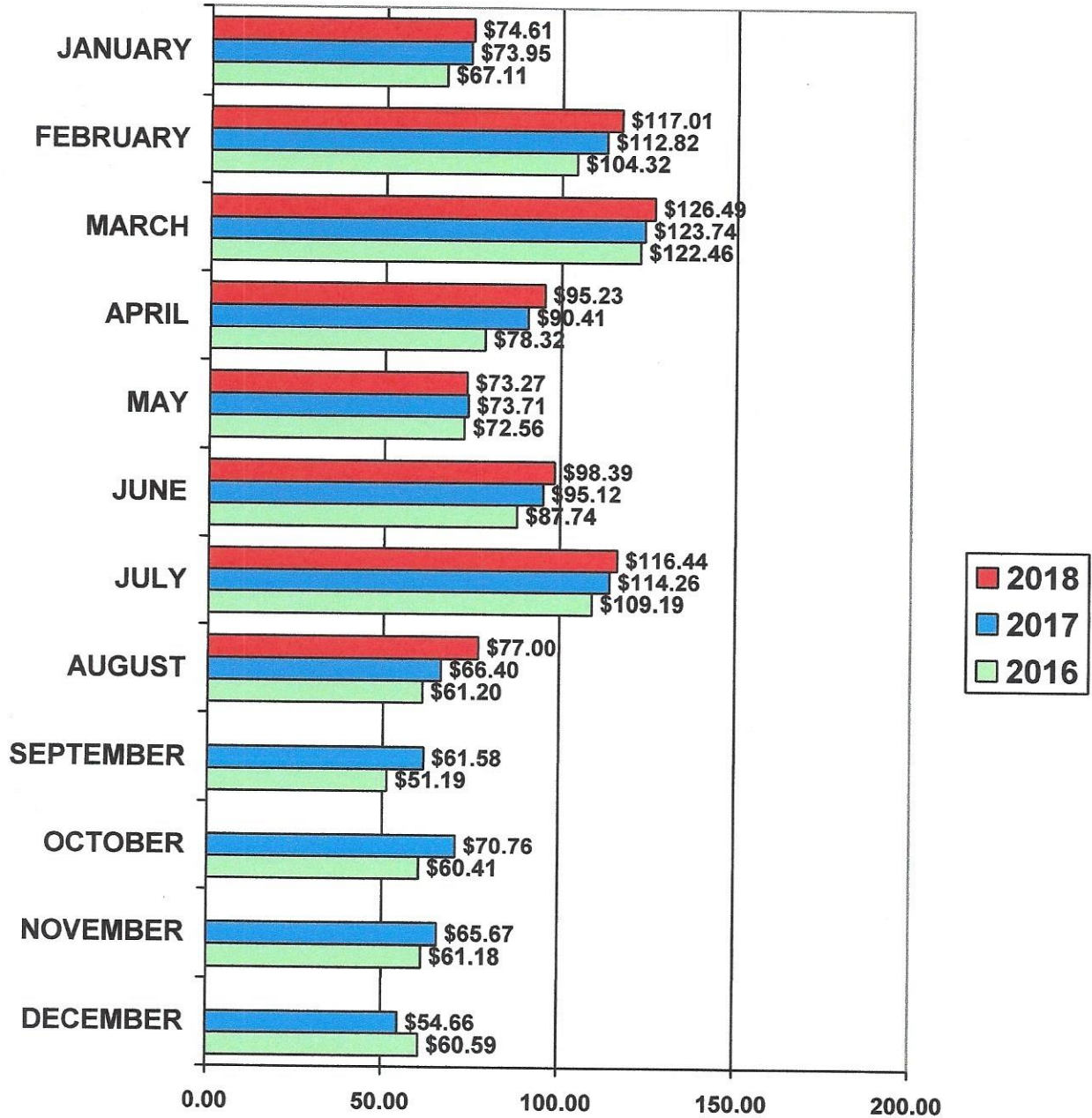
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2016 - 2018



2018 YTD AVG. \$134.47 AUGUST 2018 HIGH \$ 202.81
 2017 YTD AVG. \$132.33 AUGUST 2018 LOW \$ 58.25
 2016 YTD AVG. \$127.92



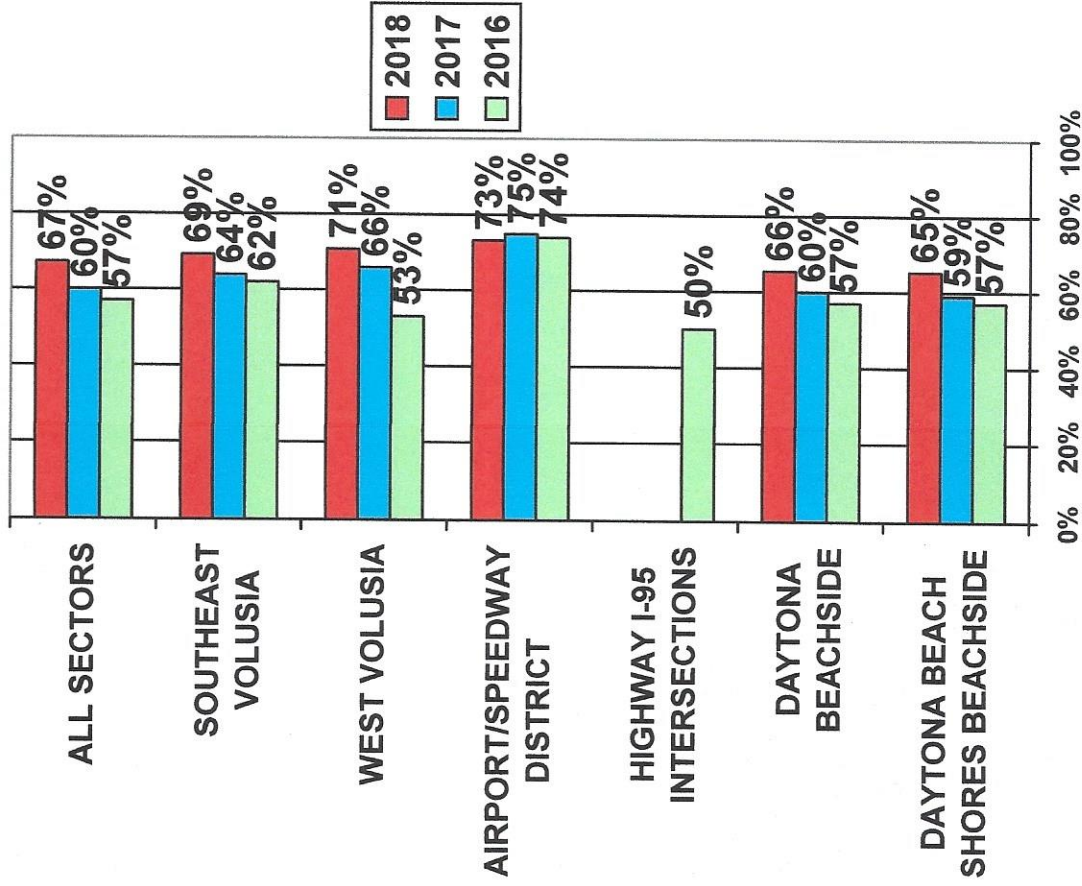
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2016 - 2018



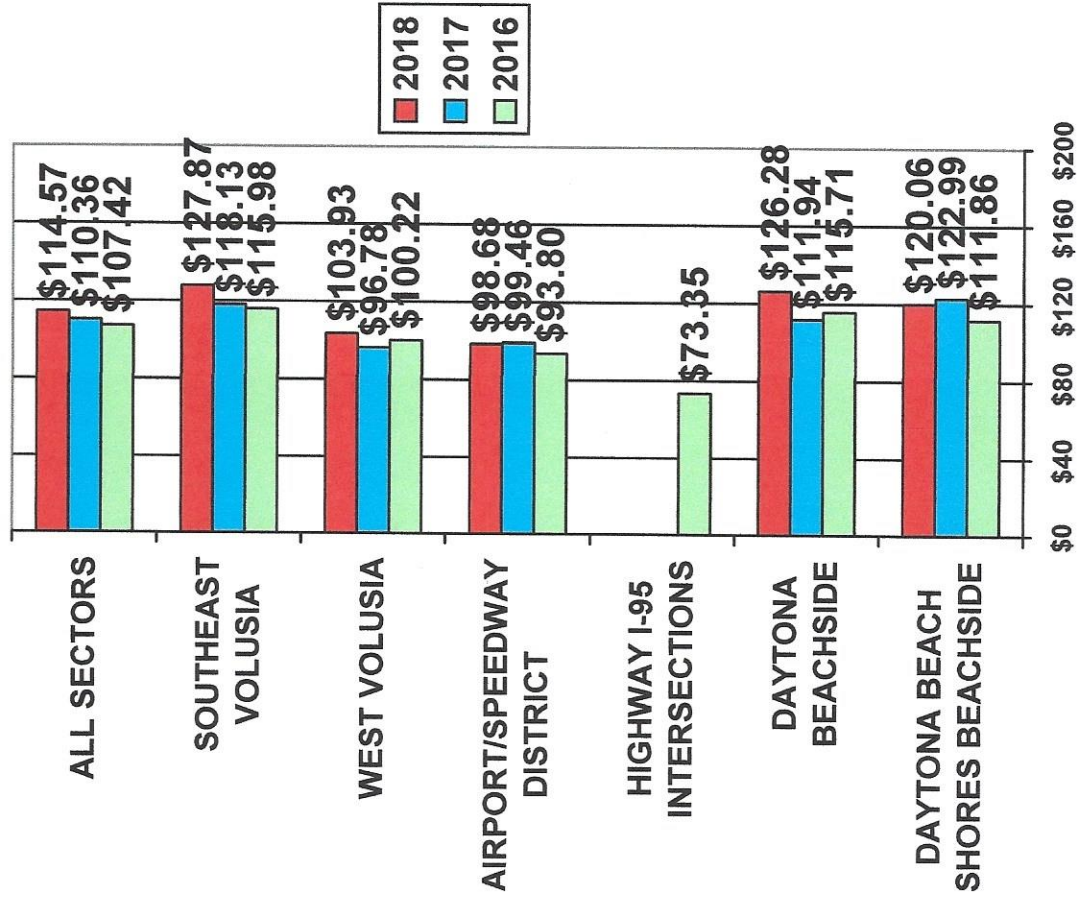
2018 YTD AVG. \$ 97.46
2017 YTD AVG. \$ 93.37
2016 YTD AVG. \$ 88.05



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

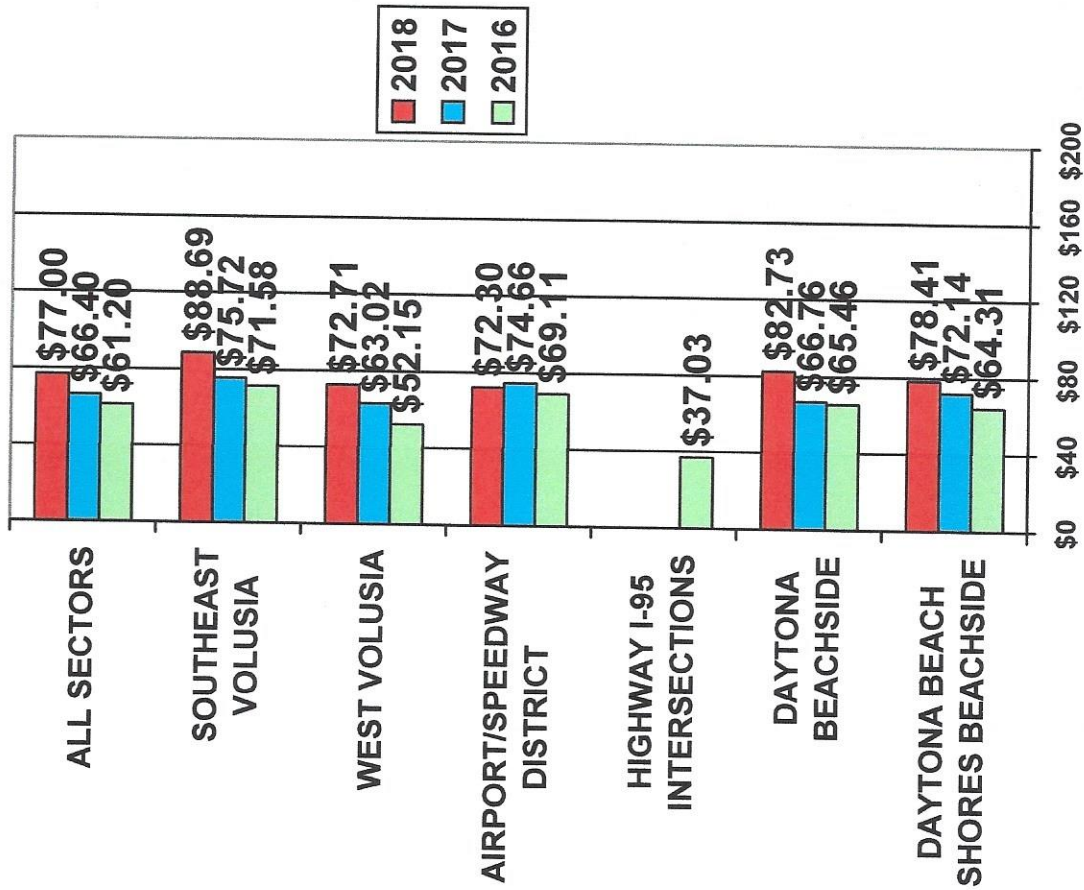


**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTORS -
AUGUST 2016 - 2018**



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

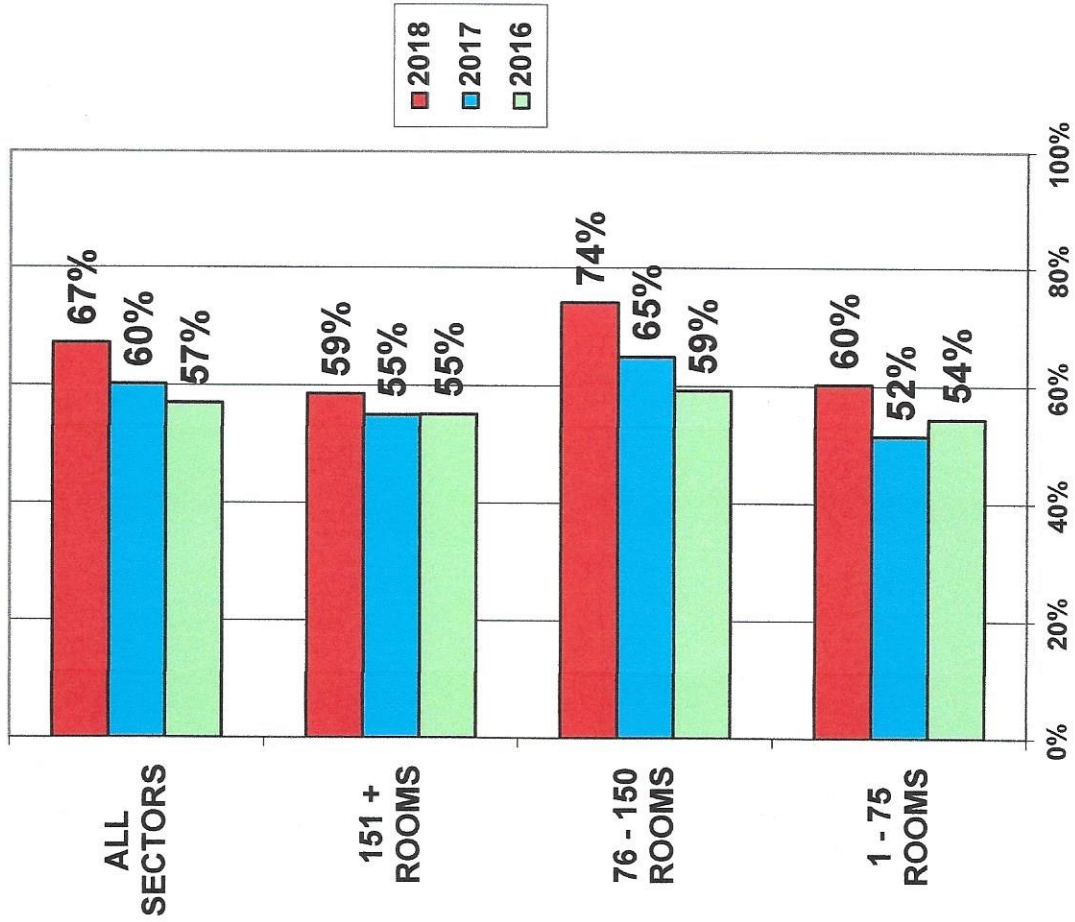
**VOLUSIA AVERAGE DAILY RATE
BY AREA SECTORS -
AUGUST 2016 - 2018**



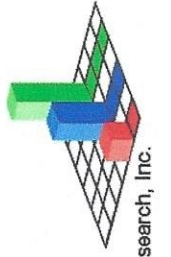
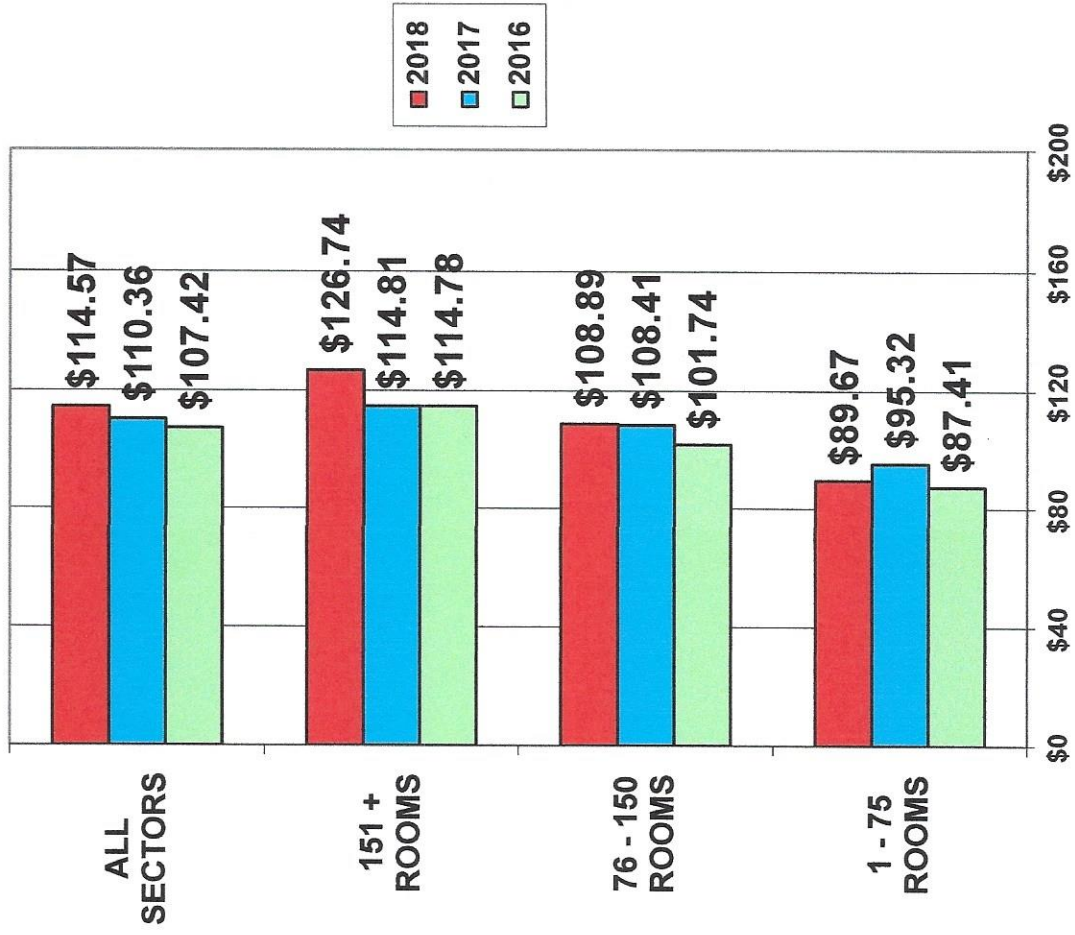
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



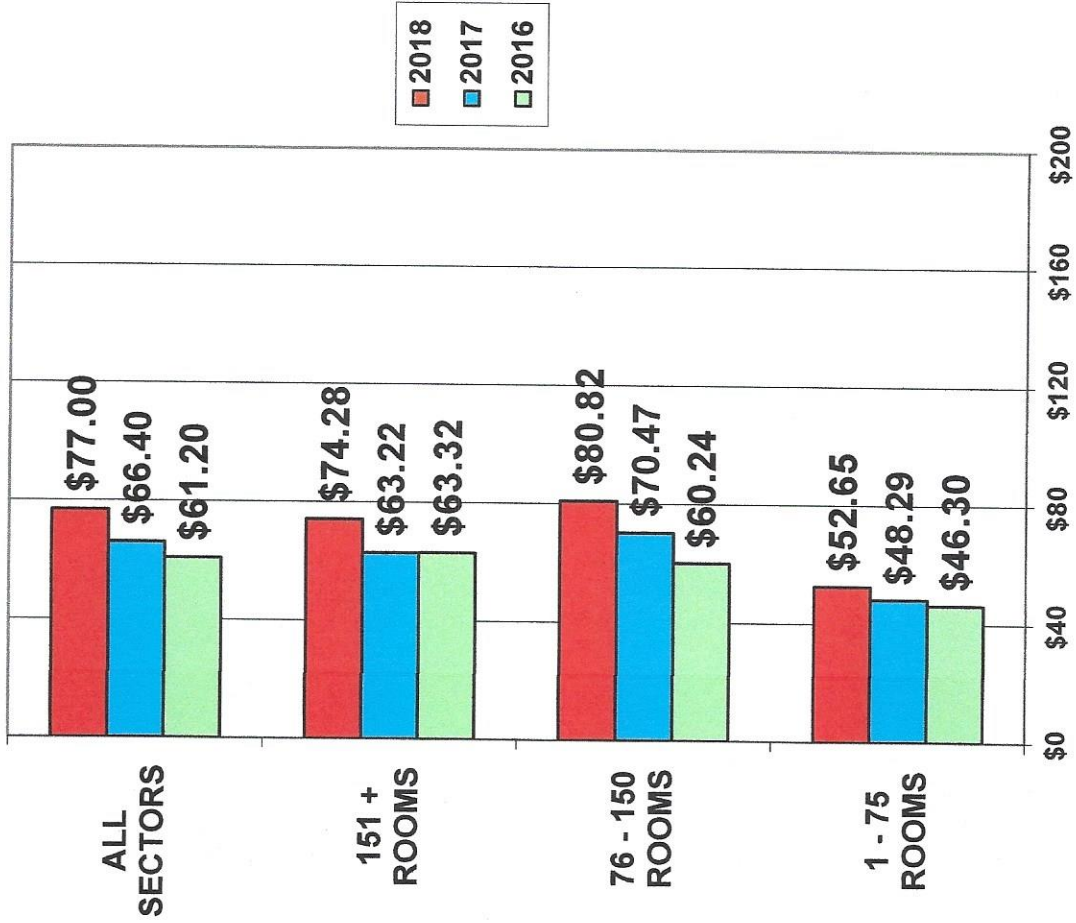
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
AUGUST 2016 - 2018**



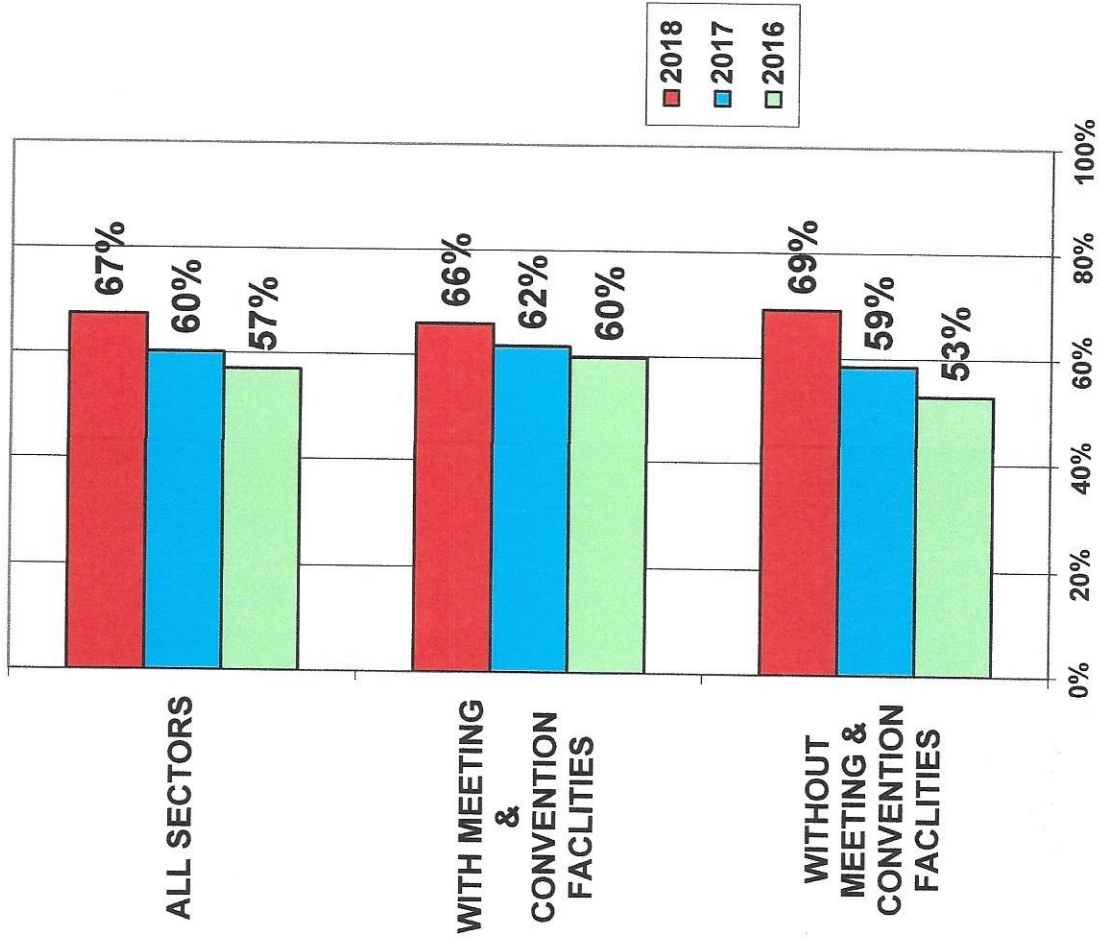
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
AUGUST 2016 - 2018**



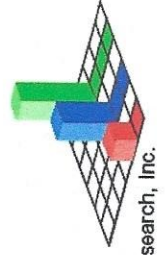
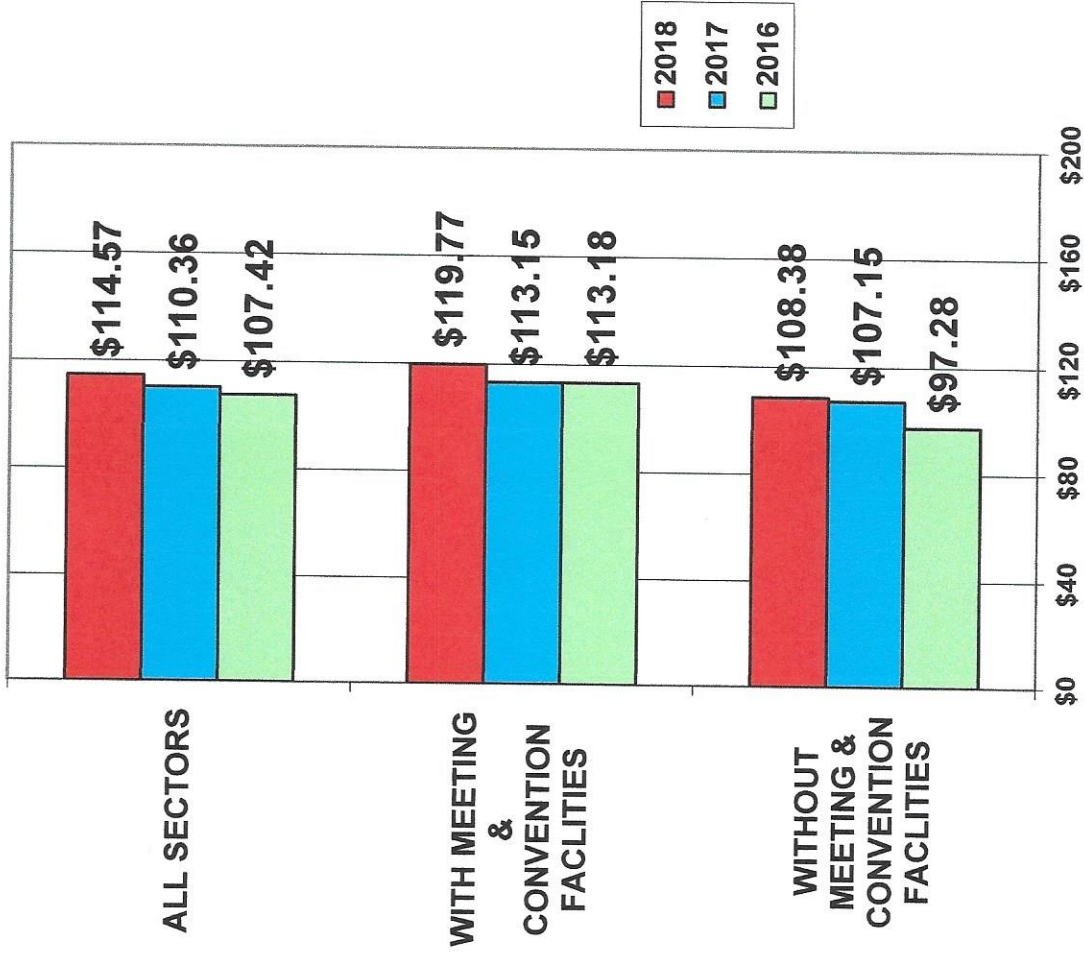
**VOLUSIA REV PAR BY
PROPERTY SIZE -
AUGUST 2016 - 2018**



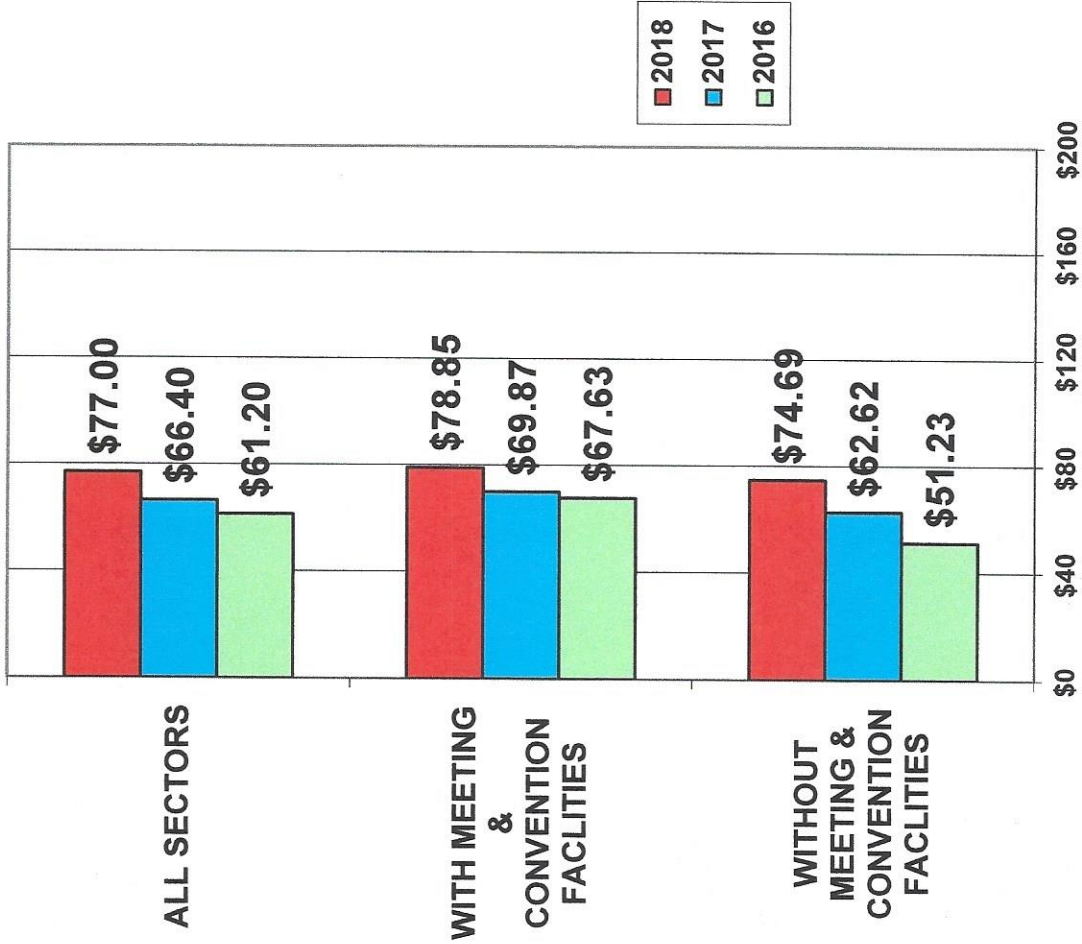
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - AUGUST 2016 - 2018



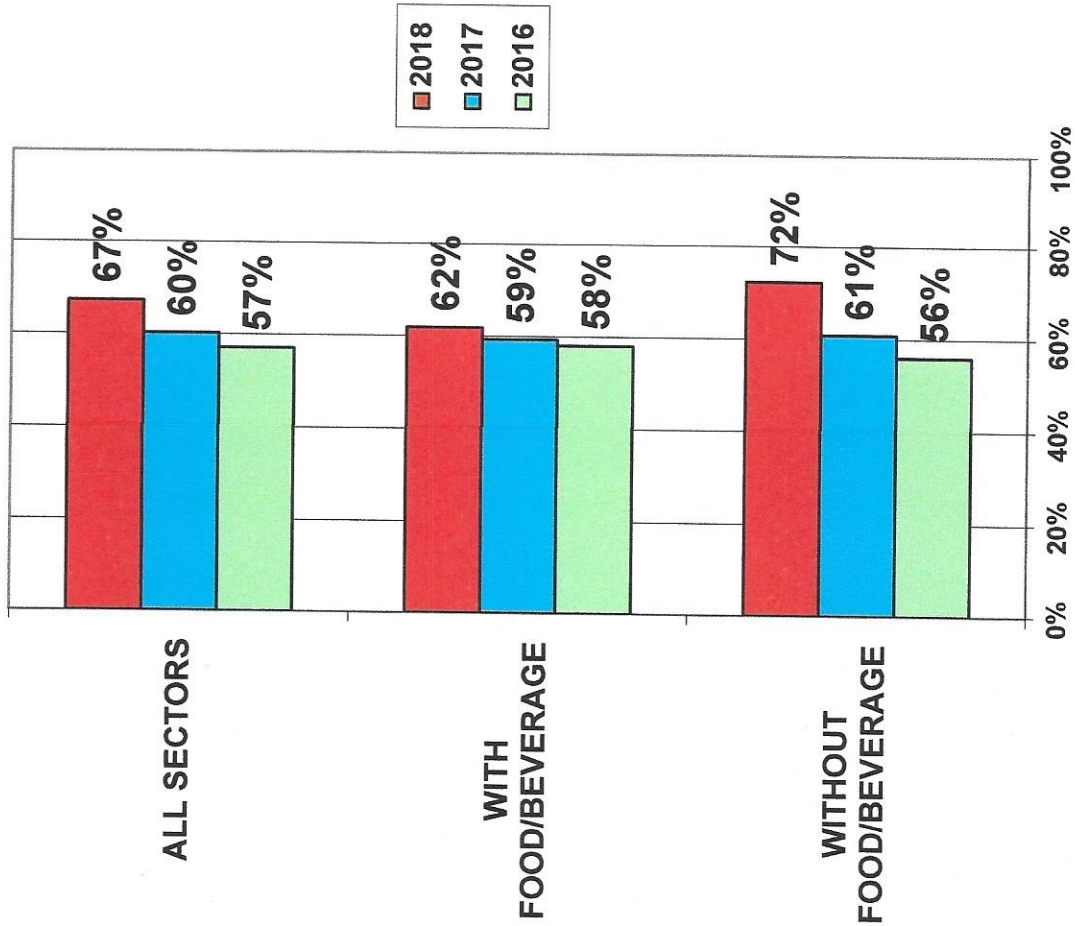
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - AUGUST 2016 - 2018



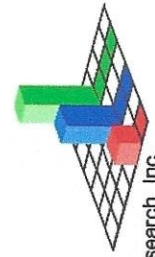
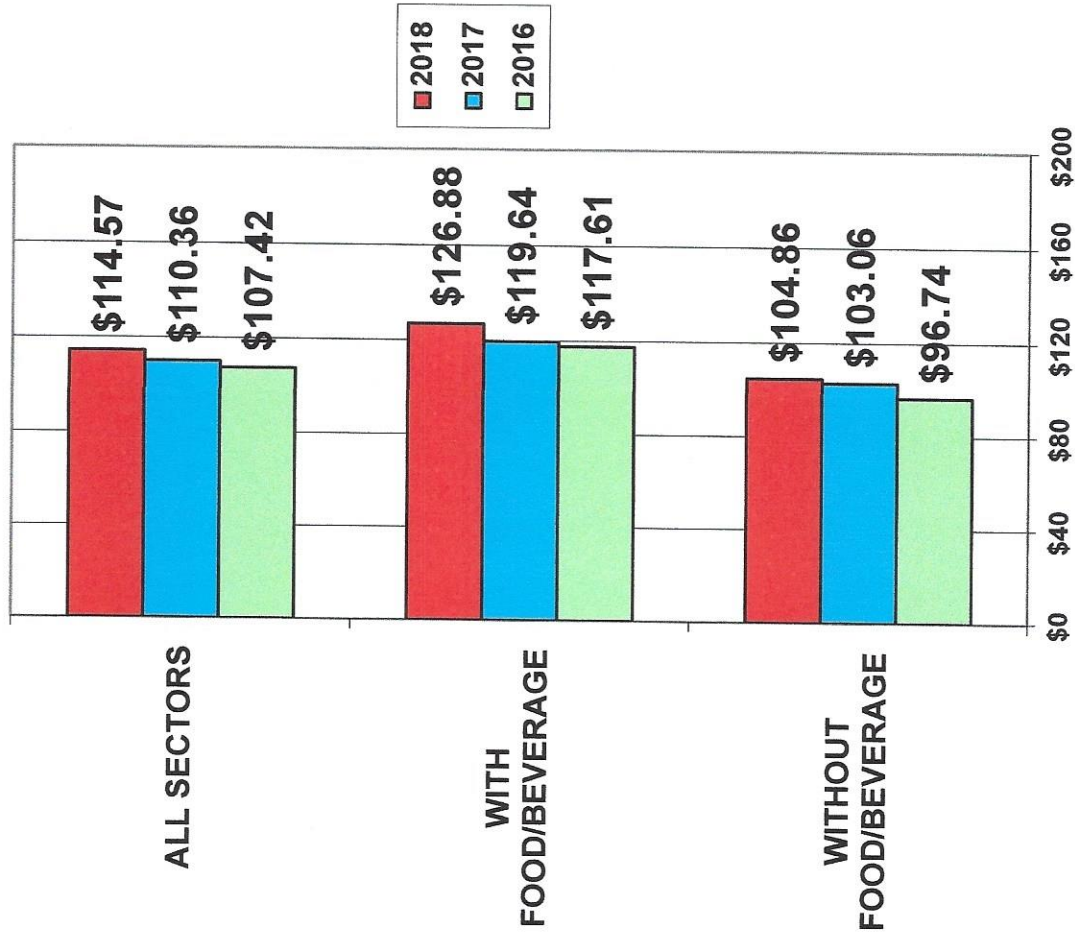
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - AUGUST 2016 - 2018**



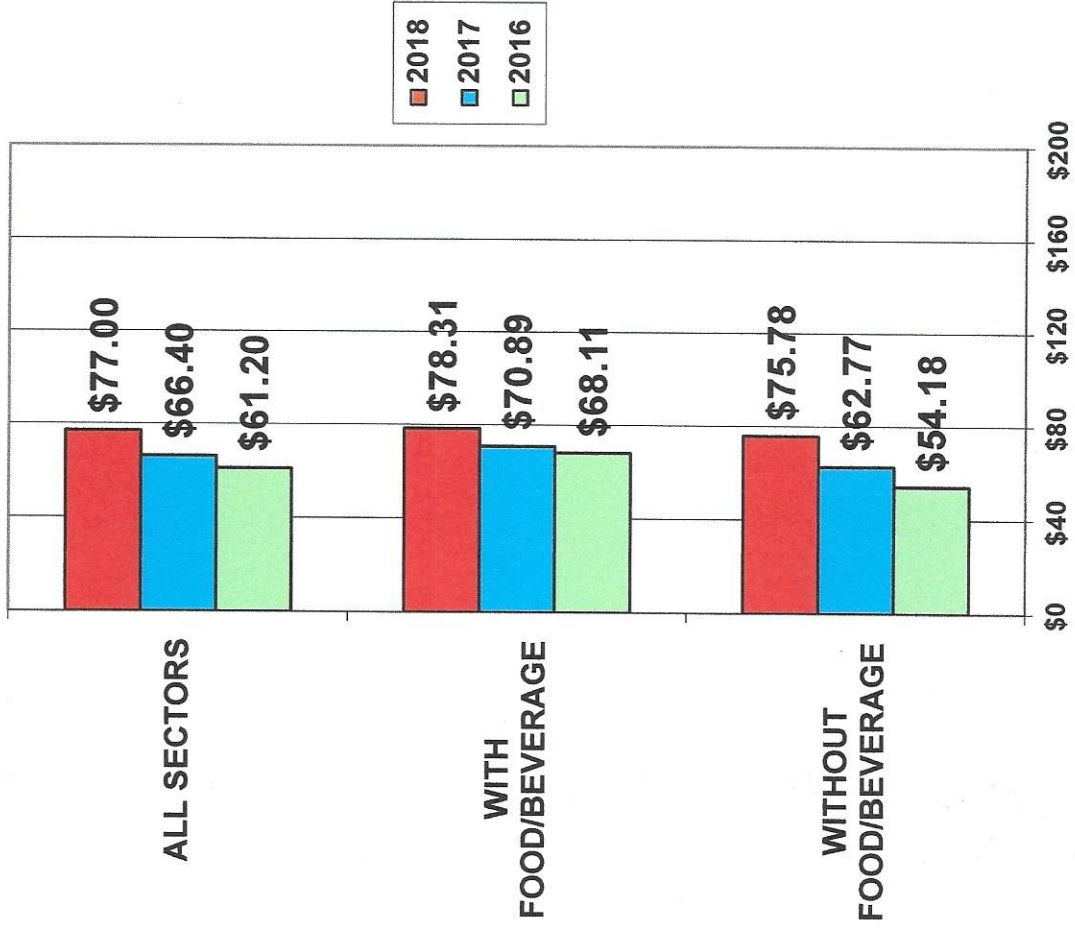
**VOLUSIA OCCUPANCY BY
FOOD/BEVERAGE -
AUGUST 2016 - 2018**



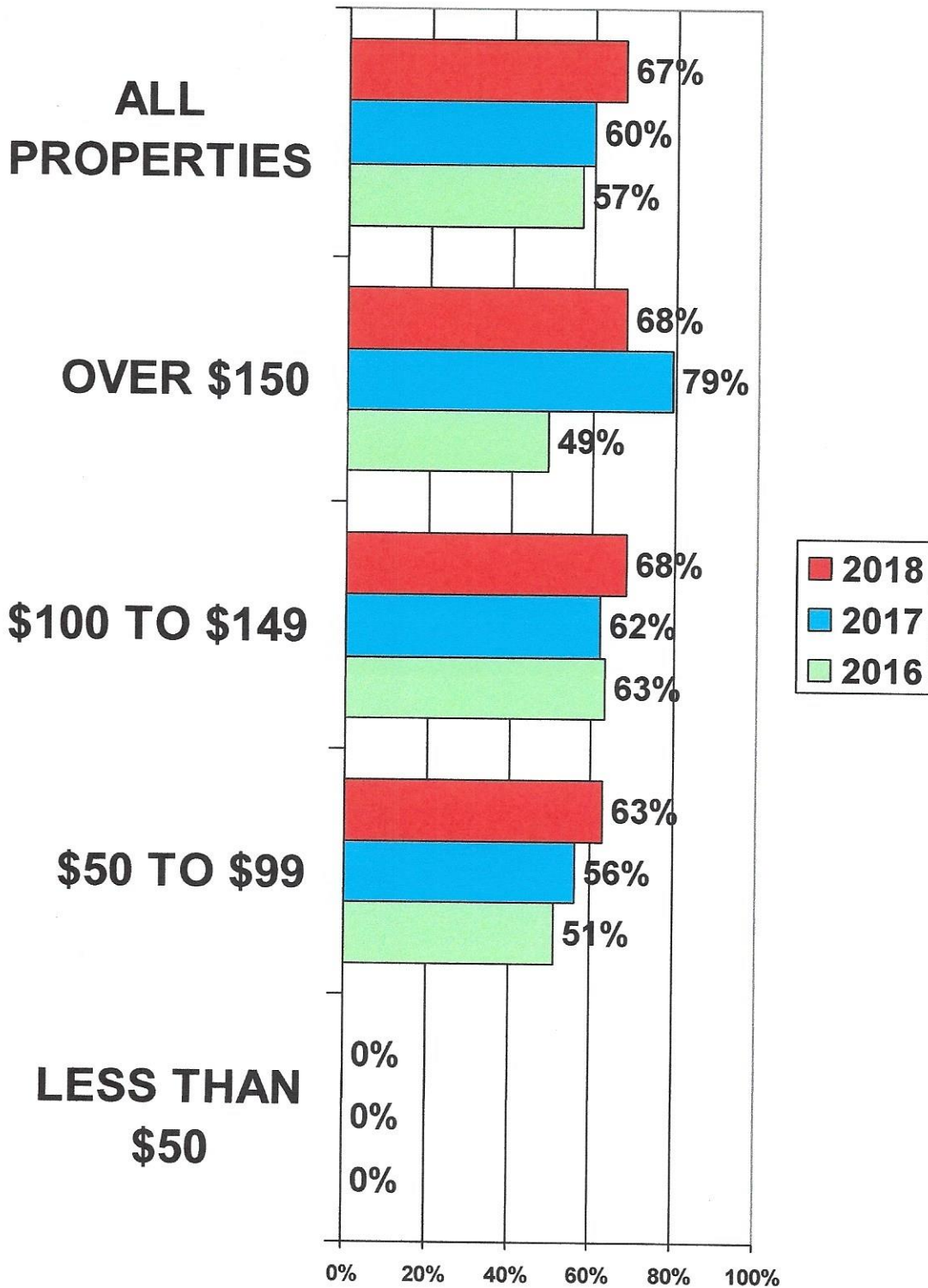
**VOLUSIA AVERAGE DAILY RATE BY
FOOD/BEVERAGE
AUGUST 2016 - 2018**



**VOLUSIA REV PAR BY
FOOD/BEVERAGE
AUGUST 2016 - 2018**



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



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2018

	<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	X	X	X	X				
BEST WESTERN PLUS AKU TIKI	132	X	X	X	X	X	X	X	X				
DAYTONA BEACH SHORES HOTEL	101	X	X	X	X	X	X	X	X				
EL CARIBE RESORT & CONF. CENTER	112	X	X	X	X	X	X	X	X				
HAMPTON DAYTONA SHORES OCEANFRONT	111	X	X	X	X	X	X	X	X				
HOLIDAY INN EXPRESS AND SUITES OCEANFRONT	100	X	X	X	X	X	X	X	X				
HYATT PLACE	143	X	X	X	X	X	X	X	X				
OCEAN COURT MOTEL	33	X	X	X	X	X	X	X	X				
OCEANSIDE INN	191	X	X	X	X	X	X	X	X				
PERRY'S OCEAN EDGE RESORT	200	X	X	X	X	X	X	X	X				
RESIDENCE INN DAYTONA BEACH OCEANFRONT	105	X	X	X	X	X	X	X	X				
SHORES RESORT & SPA	212	X	X	X	X	X	X	X	X				
SUN VIKING LODGE	91	X	X	X	X	X	X	X	X				
DAYTONA BEACHSIDE													
BEST WESTERN DAYTONA INN	96	X	X	X	X	X	X	X	X				
DAYTONA BEACH REGENCY	98	X	X	X	X	X	X	X	X				
DAYTONA BEACH RESORT	303	X	X	X	X	X	X	X	X				
DAYTONA INN BEACH RESORT	65	X	X	X	X	X	X	X	X				
HARD ROCK HOTEL	200	-	-	-	X	X	X	X	X				
HILTON DAYTONA BEACH RESORT	742	X	X	X	X	X	X	X	X				
HILTON GARDEN INN DAYTONA BEACH OCEANFRONT	144	X	X	X	X	X	X	X	X				
HOLIDAY INN & SUITES ON THE OCEAN	123	X	X	X	X	X	X	X	X				
HOLIDAY INN RESORT DAYTONA	188	X	X	X	X	X	X	X	X				
NAUTILUS INN	90	X	X	X	X	X	X	X	X				
OCEAN BREEZE CLUB HOTEL	206	X	X	X	X	X	X	X	X				
PLAZA RESORT & SPA	322	X	X	X	X	X	X	X	X				
SILVER BEACH CLUB	74	X	X	X	X	X	X	X	X				
THE VILLA BED AND BREAKFAST	4	X	X	X	X	X	X	X	X				
WYNDHAM OCEAN WALK	127			X	X	X	X	X	X				



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ORMOND BEACHSIDE													
BEST WESTERN CASTILLO DEL SOL	147	X	X	X	X	X	X	X	X				
CORAL SANDS OCEAN FRONT	102	X	X	X	X	X	X	X					
COVE ON ORMOND BEACH	112		X	X	X	X	X	X	X				
HIGHWAY I-95 INTERSECTIONS													
BEST WESTERN SPEEDWAY	151	X	X	X	X	X	X	X	X				
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X			
CLARION INN DESTINATION DAYTONA	79	X	X	X	X		X	X					
SLEEP INN	82	X	X										
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X	X	X	X	X			
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X	X	X	X	X			
HAMPTON INN AIRPORT	122	X	X	X	X	X	X	X	X	X			
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X	X	X	X			
HOMEWOOD SUITES	94	X	X	X	X	X	X	X	X	X			
QUALITY INN DAYTONA	64	X	X	X	X	X	X	X	X	X			
WEST VOLUSIA													
ALLING HOUSE BED AND BREAKFAST ORANGE CITY	8	X	X	X	X	X	X	X	X	X			
ARTISAN DOWNTOWN	14	X	X	X	X	X	X	X	X	X			
COMFORT INN DELAND	68	X	X	X	X	X	X	X	X	X			
DAYS INN ORANGE CITY	37	X	X	X	X	X	X	X					
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X	X	X			
HAMPTON INN DELAND	94	X	X	X	X	X	X	X	X	X			
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X	X	X	X	X	X			
HONTOON LANDING	18	X	X	X	X	X	X	X	X	X			
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X	X	X			
COASTAL WATERS INN	40	X		X	X		X						
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X	X			
HAMPTON INN	122	X	X	X	X	X	X						
INN ON THE AVENUE	6			X	X	X	X	X	X	X			
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X	X	X			

*Country Inn & Suites is listed in Area Sectors Highway I-95 Intersections and SE Volusia

