

Memo

To: HAAA
From: Evelyn Fine
Date: October 8, 2019
Subject: August 2019 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 14%, to 58% in August 2019 from 67% in August 2018.

The Daytona Beach Area Average Daily Rate decreased about 2%, to \$111.04 in August 2019 from \$113.67 in August 2018.

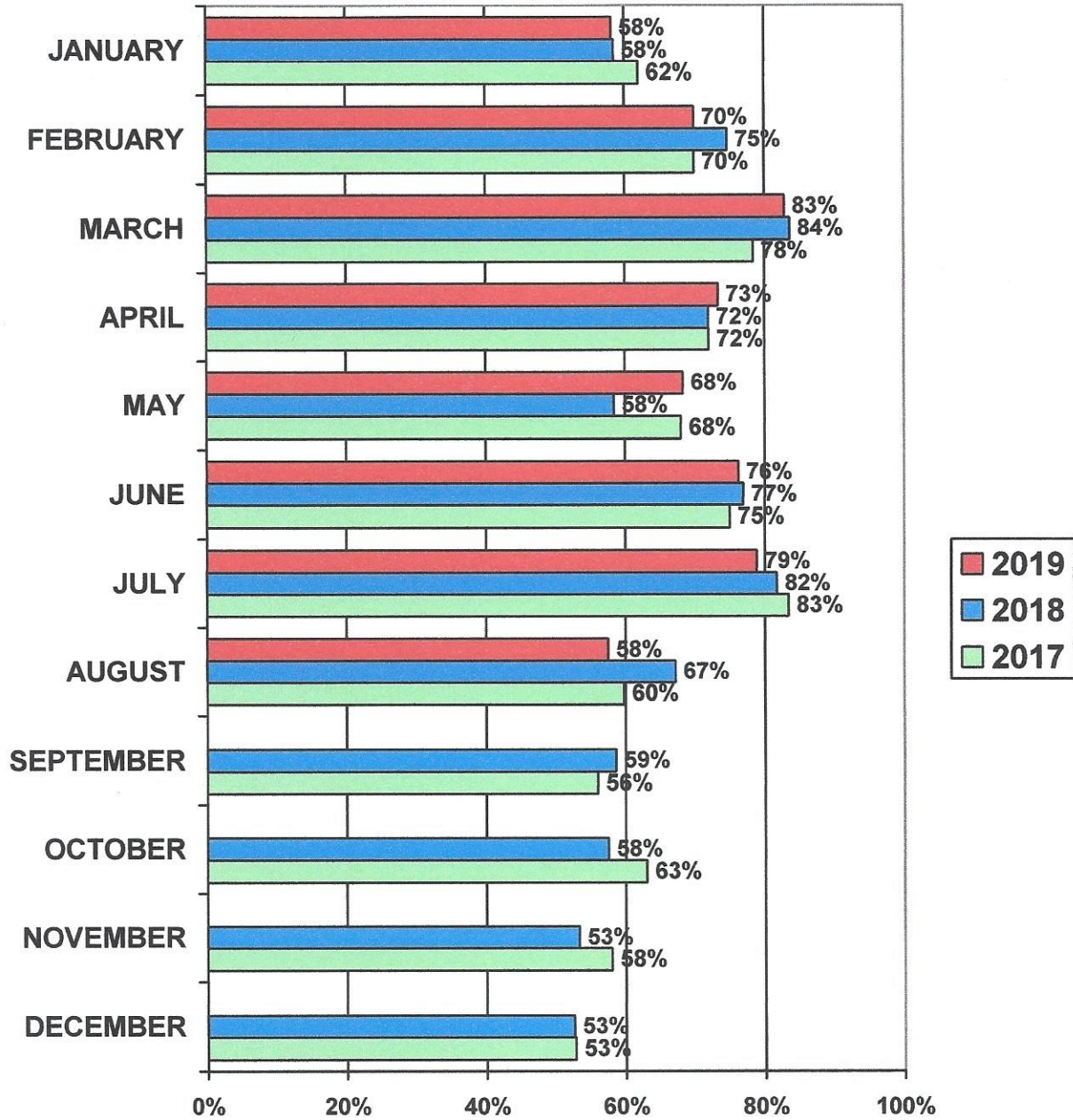
The Daytona Beach Area Revenue per Available Room decreased about 16%, to \$63.87 in August 2019 from \$76.36 in August 2018.

The lingering threat of Hurricane Dorian over Labor Day Weekend significantly impacted the occupancy for the month of August.

EF/LK



HALIFAX AREA HOTEL/MOTEL OCCUPANCY 2017 - 2019

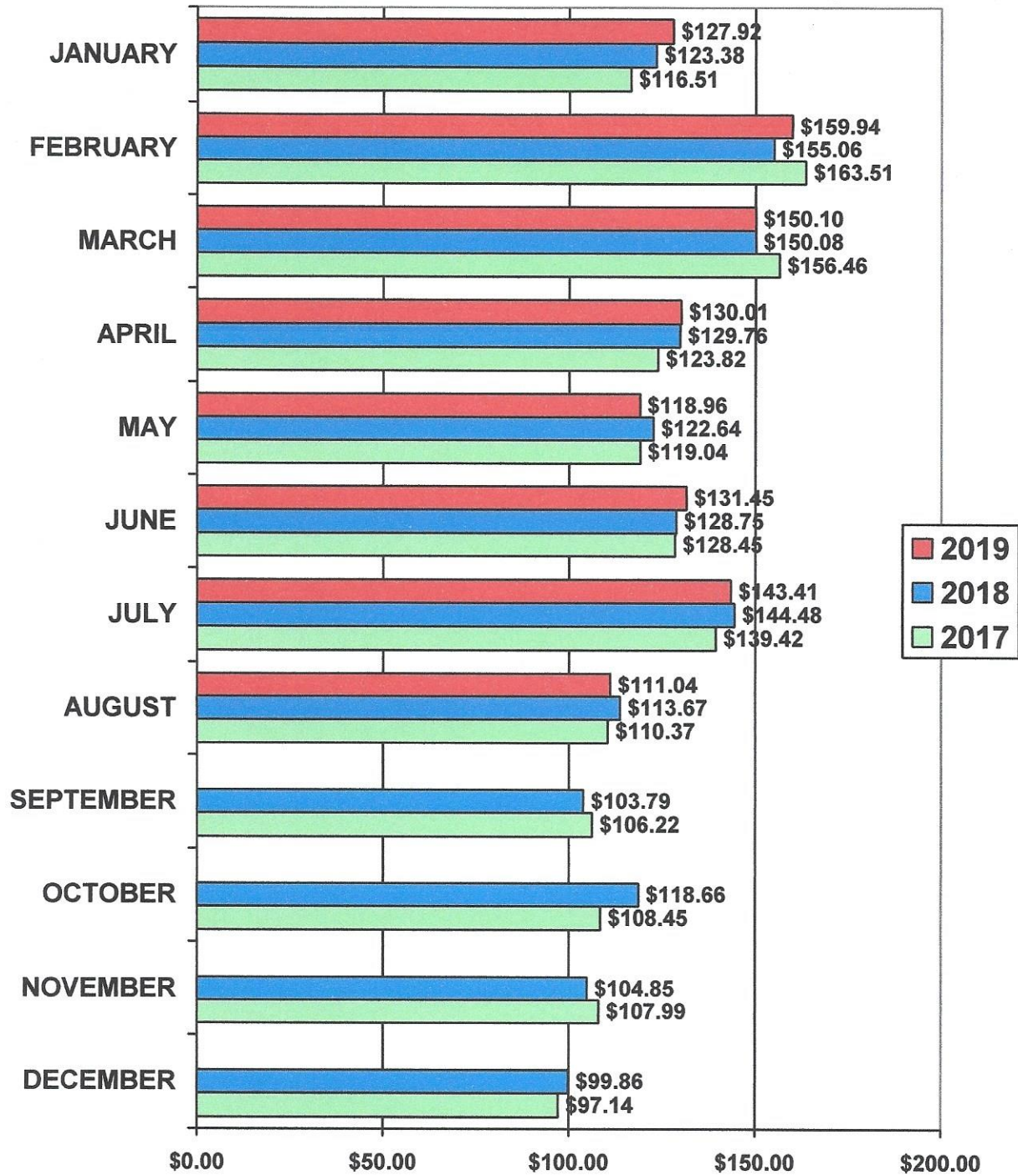


2019 YTD AVG. 71%
2018 YTD AVG. 72%
2017 YTD AVG. 71%

AUGUST 2019 HIGH 81%
AUGUST 2019 LOW 24%



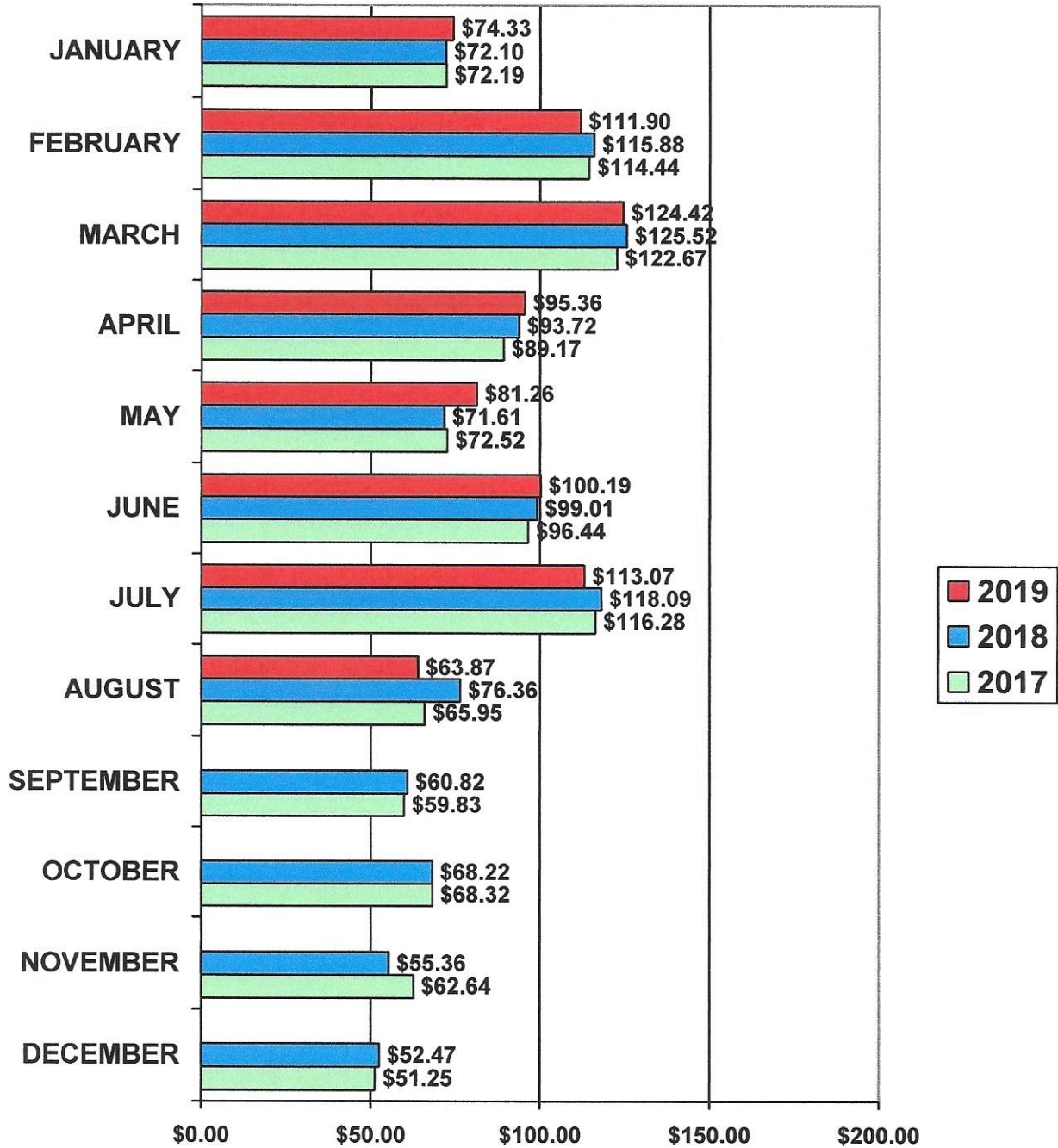
HALIFAX AREA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$135.27 AUGUST 2019 HIGH \$ 163.41
 2018 YTD AVG. \$134.88 AUGUST 2019 LOW \$ 63.98
 2017 YTD AVG. \$133.13



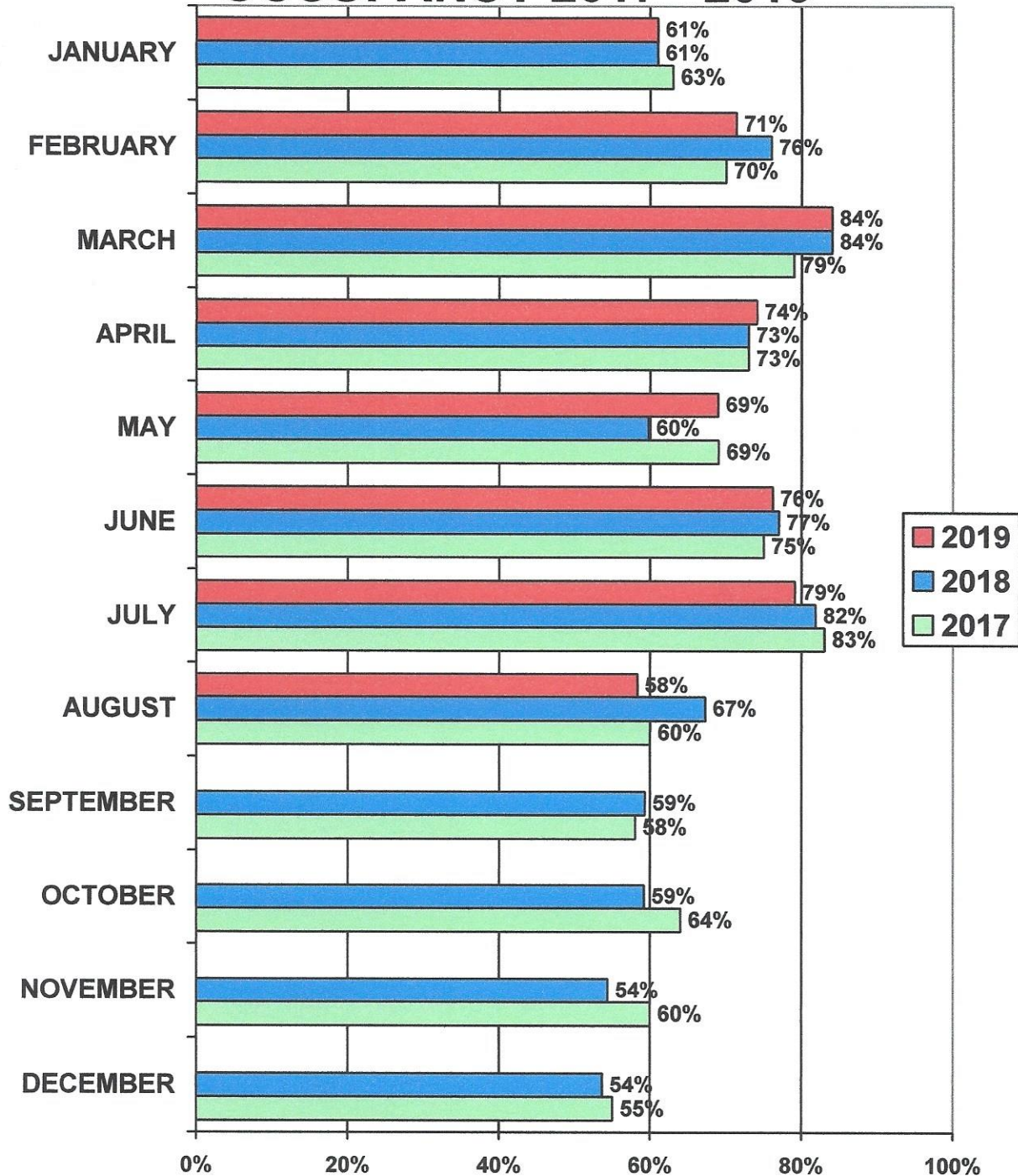
HALIFAX AREA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



2019 YTD AVG. \$ 95.87
 2018 YTD AVG. \$ 96.78
 2017 YTD AVG. \$ 93.31



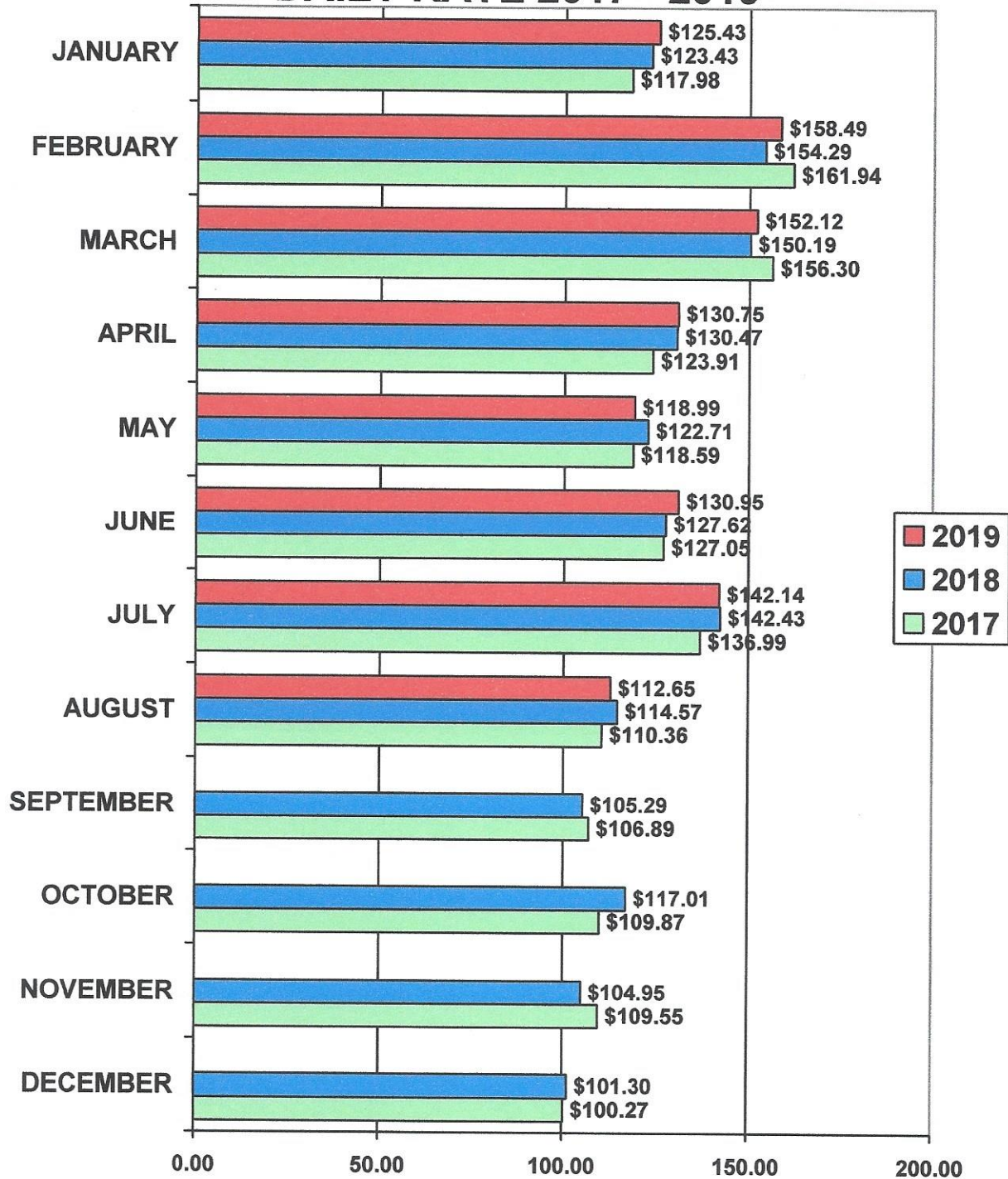
VOLUSIA HOTEL/MOTEL OCCUPANCY 2017 - 2019



2019 YTD AVG. 71%
2018 YTD AVG. 73%
2017 YTD AVG. 72%

AUGUST 2019 HIGH 87%
AUGUST 2019 LOW 24%

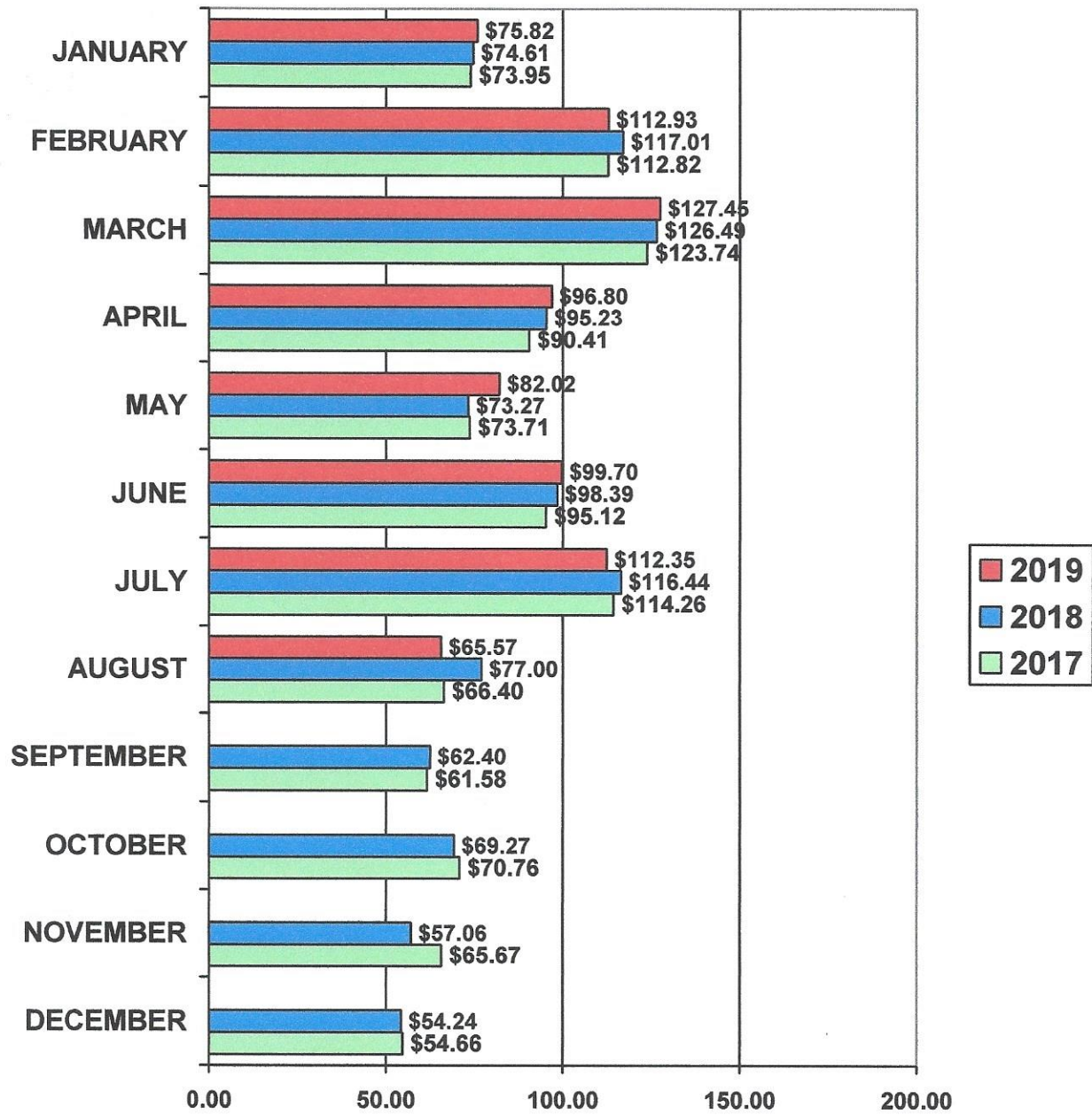
VOLUSIA HOTEL/MOTEL AVERAGE DAILY RATE 2017 - 2019



2019 YTD AVG. \$135.05 AUGUST 2019 HIGH \$ 262.65
 2018 YTD AVG. \$134.47 AUGUST 2019 LOW \$ 63.98
 2017 YTD AVG. \$132.33



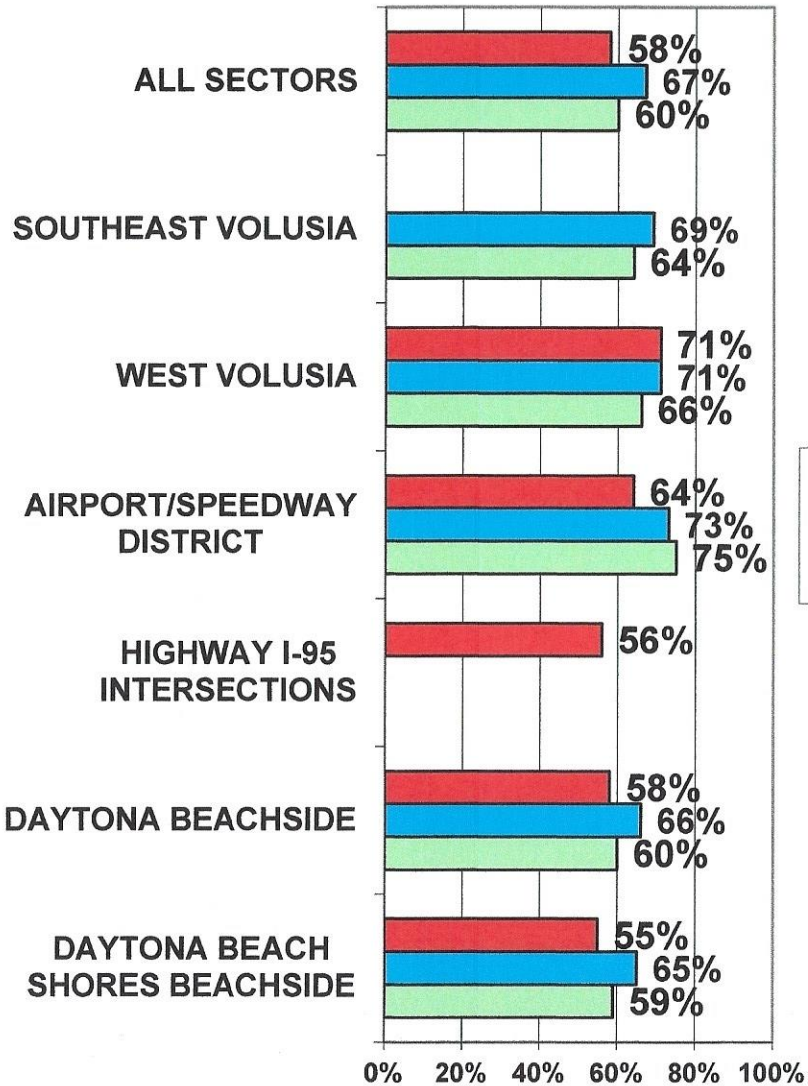
VOLUSIA HOTEL/MOTEL REV PAR BY MONTH 2017 - 2019



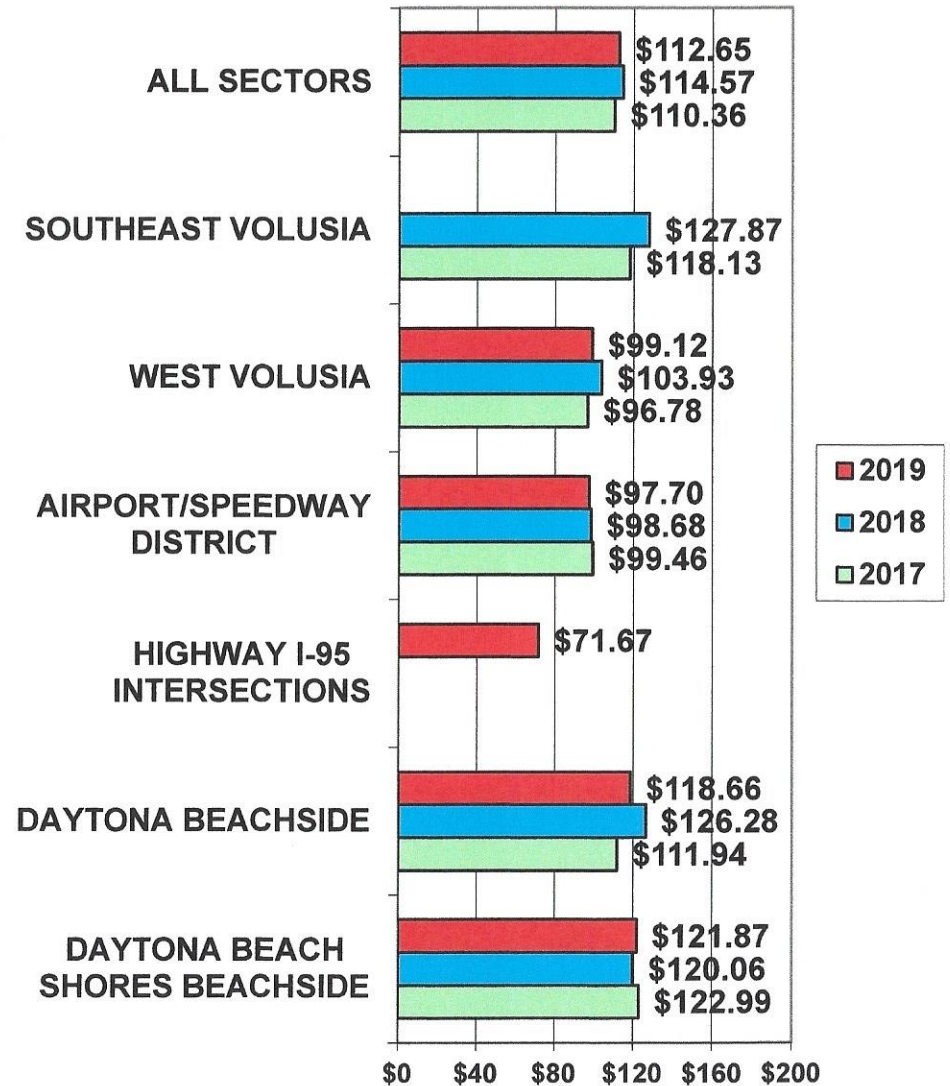
2019 YTD AVG. \$ 96.64
 2018 YTD AVG. \$ 97.46
 2017 YTD AVG. \$ 93.37



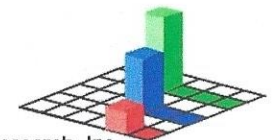
VOLUSIA OCCUPANCY BY AREA SECTORS - AUGUST 2017 - 2019



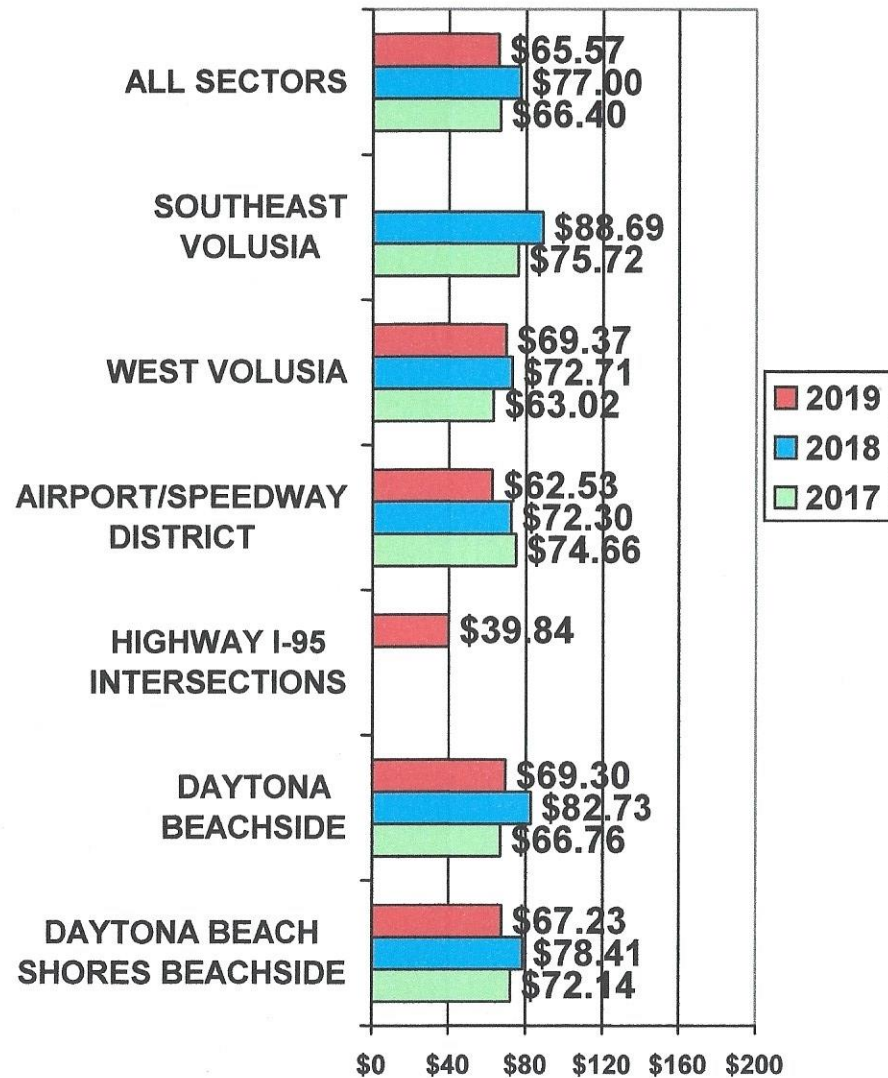
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - AUGUST 2017 - 2019



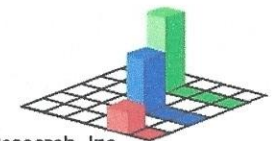
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



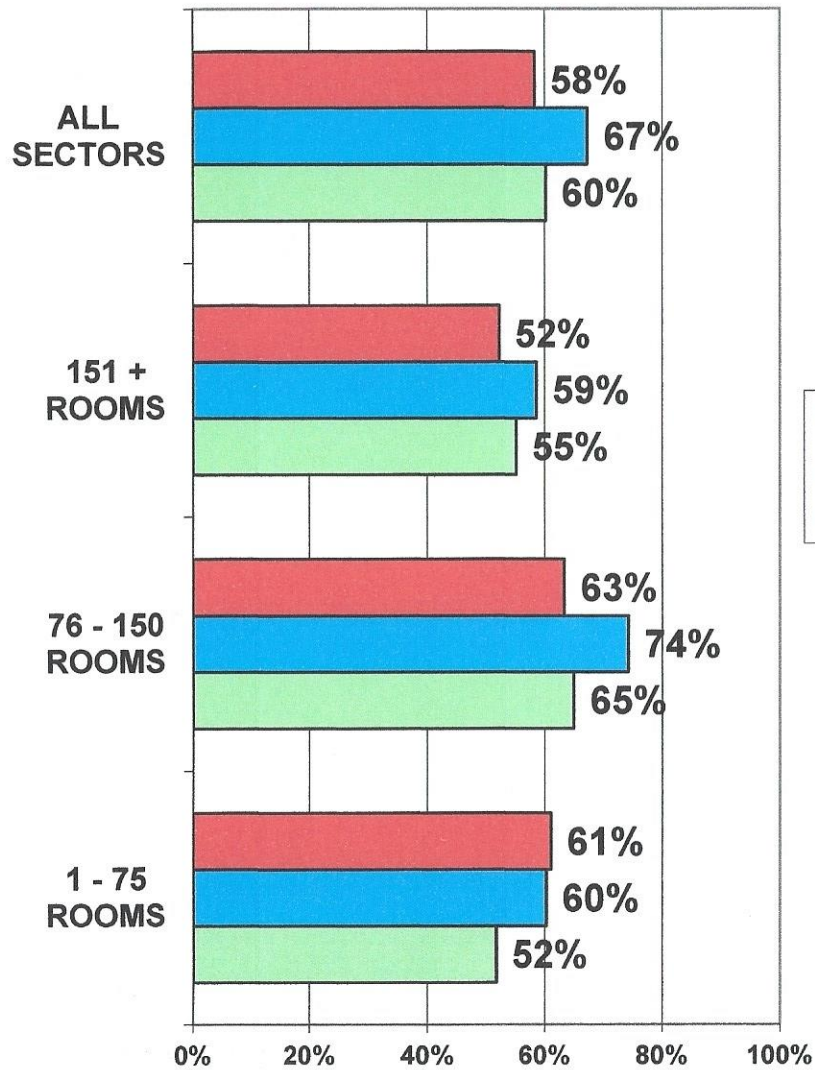
VOLUSIA AVERAGE DAILY RATE BY AREA SECTORS - AUGUST 2017 - 2019



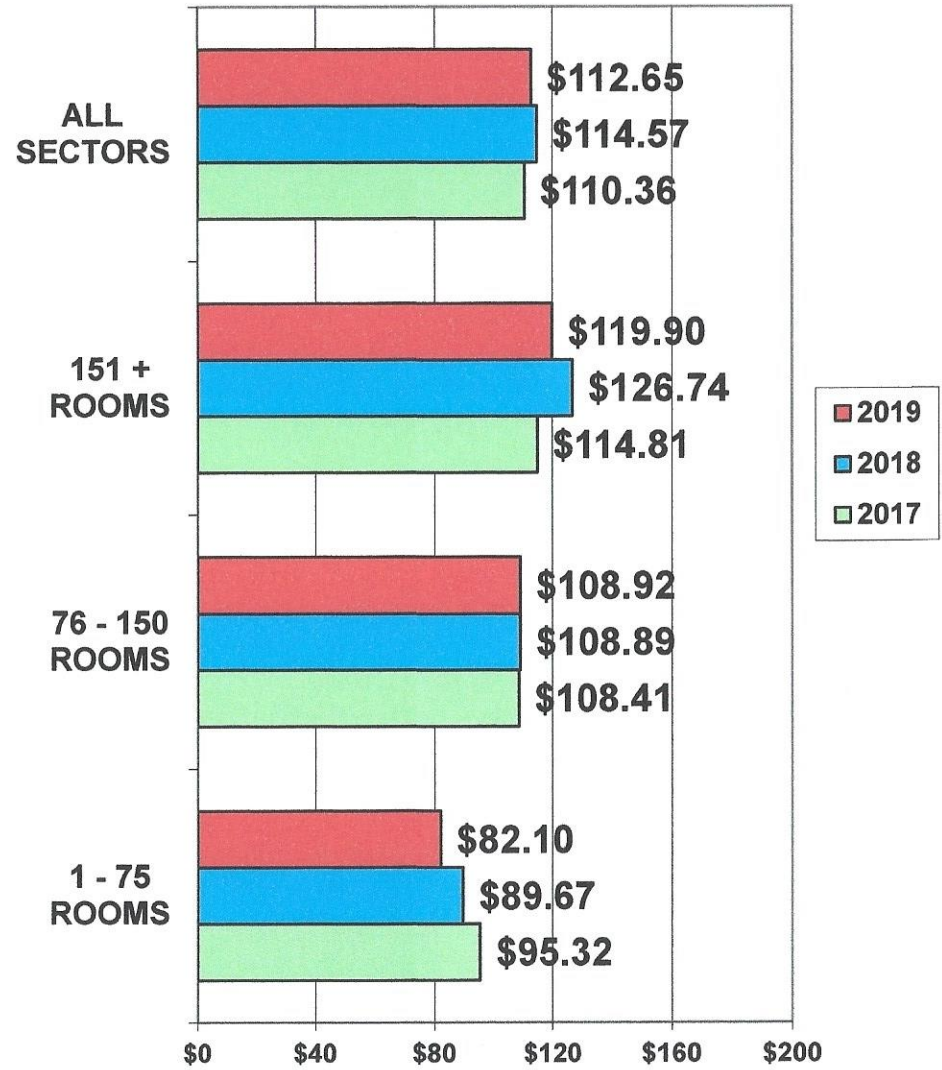
AREA SECTORS WITH FEWER THAN FIVE PROPERTIES REPORTING ARE NOT INCLUDED.



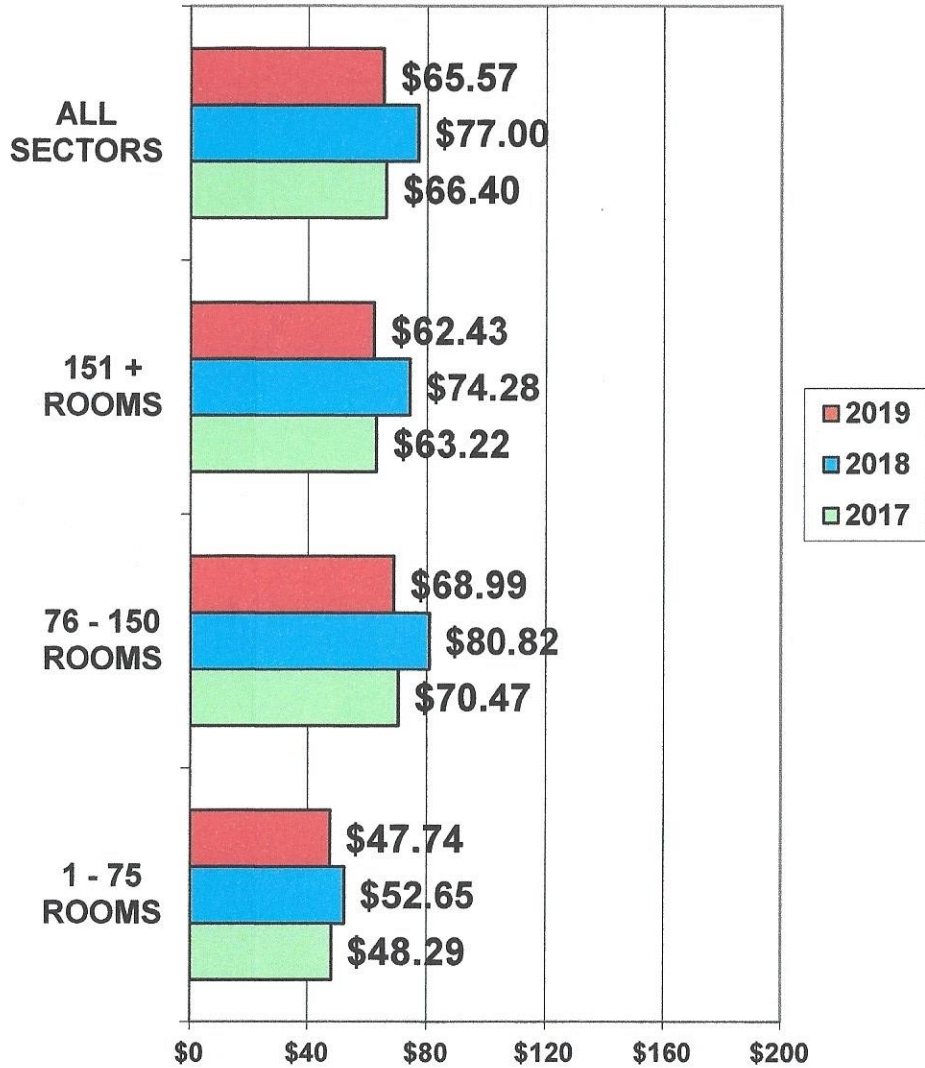
**VOLUSIA OCCUPANCY BY
PROPERTY SIZE -
AUGUST 2017 - 2019**



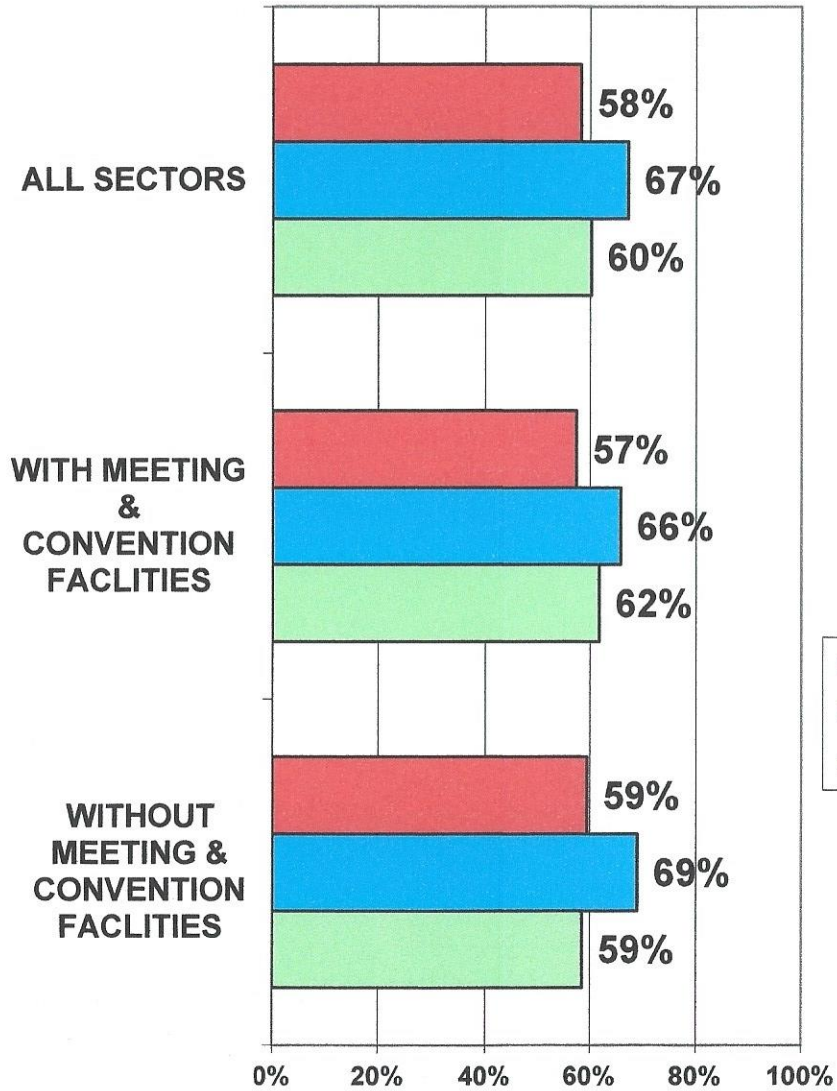
**VOLUSIA AVERAGE DAILY RATE BY
PROPERTY SIZE -
AUGUST 2017 - 2019**



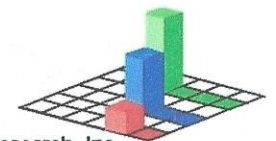
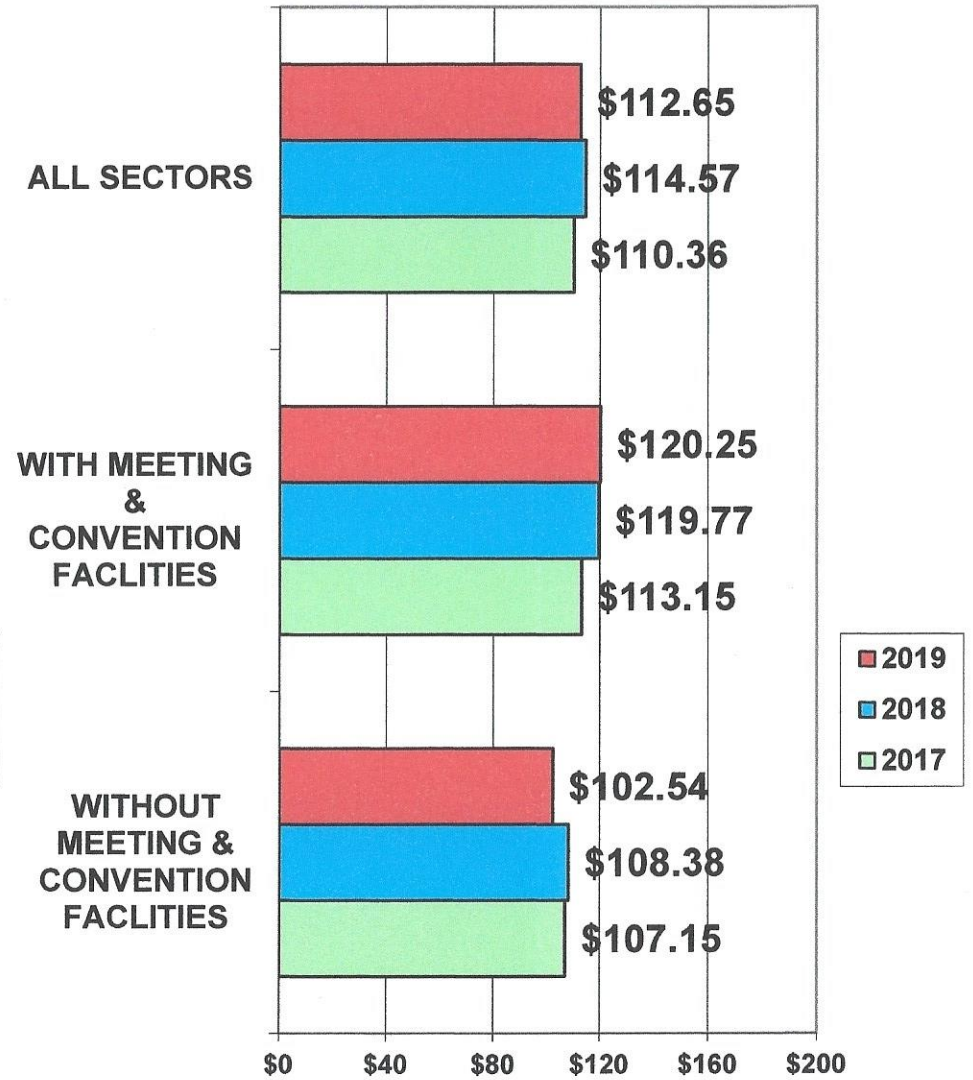
VOLUSIA REV PAR BY PROPERTY SIZE - AUGUST 2017 - 2019



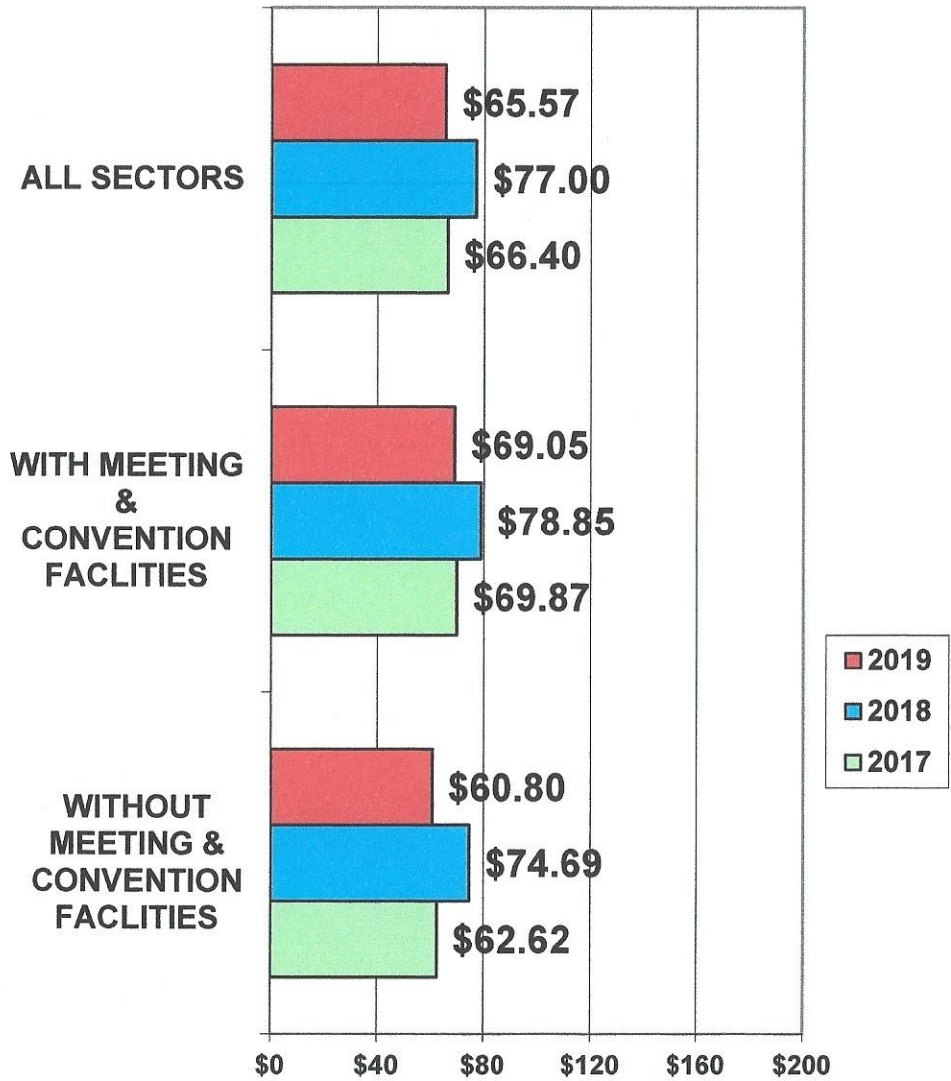
VOLUSIA OCCUPANCY BY MEETING & CONVENTION FACILITIES - AUGUST 2017 - 2019



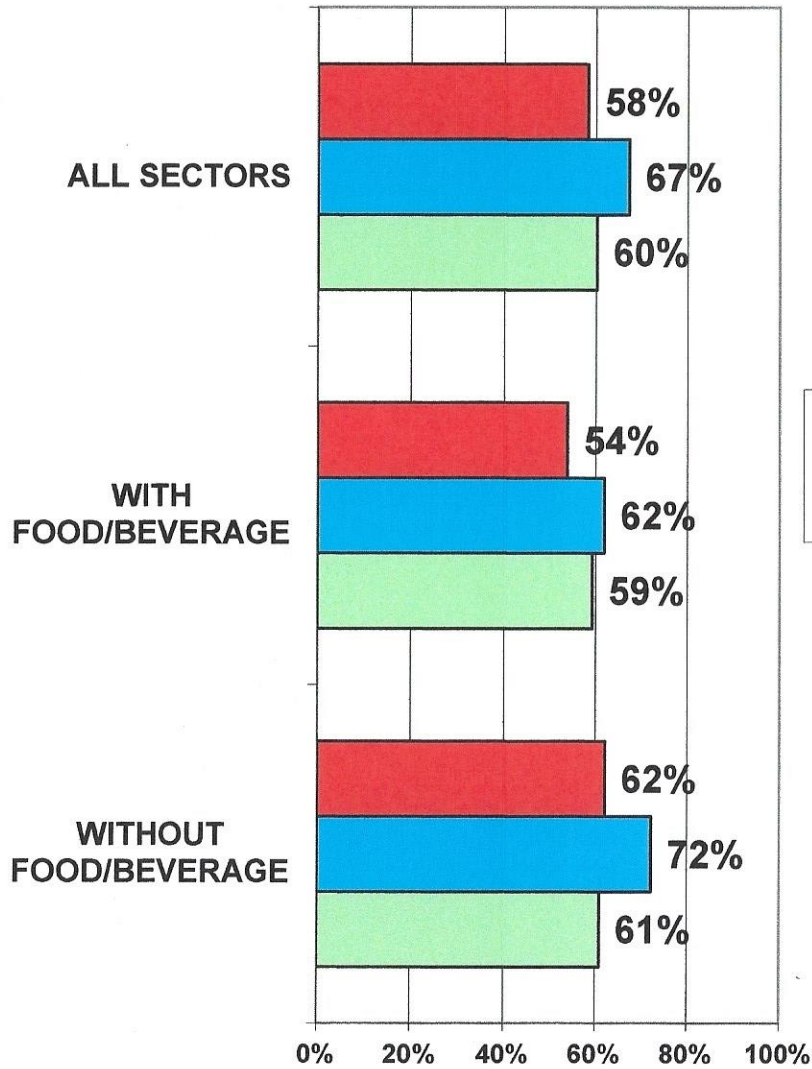
VOLUSIA AVERAGE DAILY RATE BY MEETING & CONVENTION FACILITIES - AUGUST 2017 - 2019



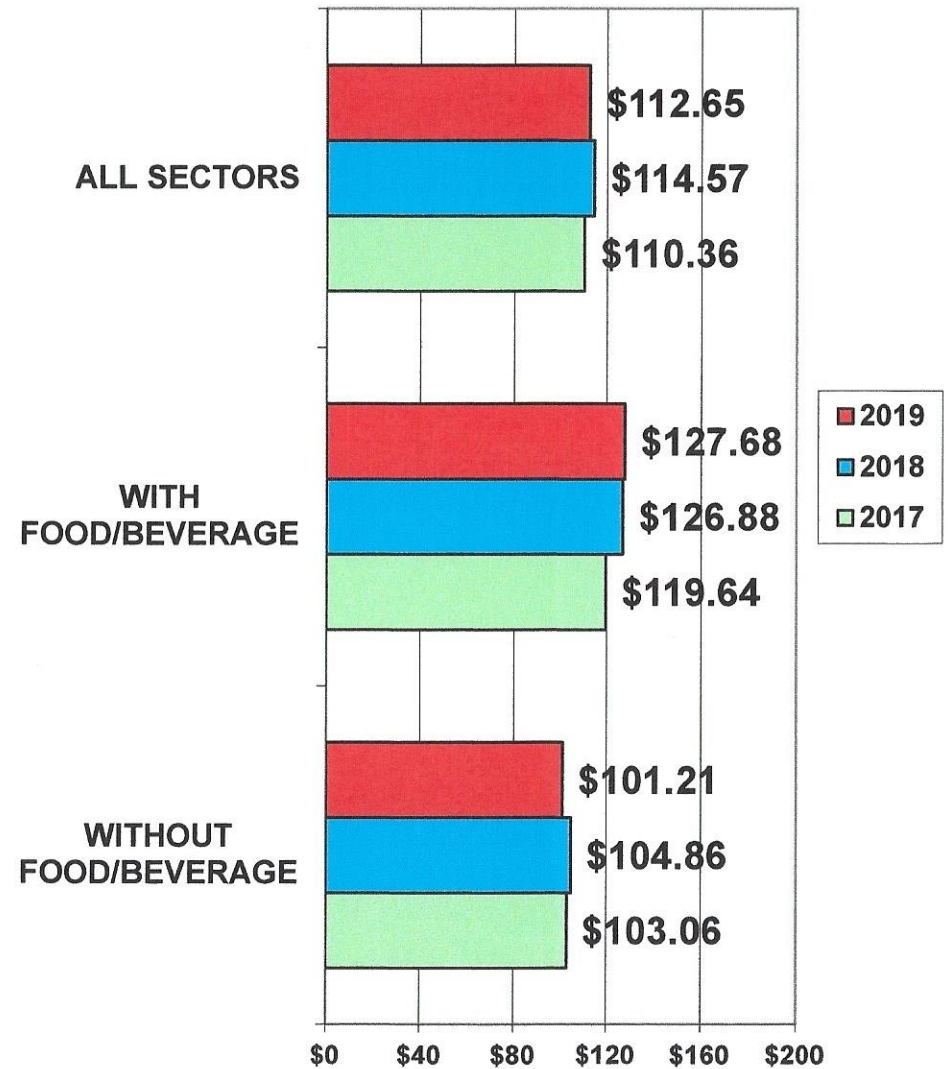
**VOLUSIA REV PAR
BY MEETING & CONVENTION
FACILITIES - AUGUST 2017 - 2019**



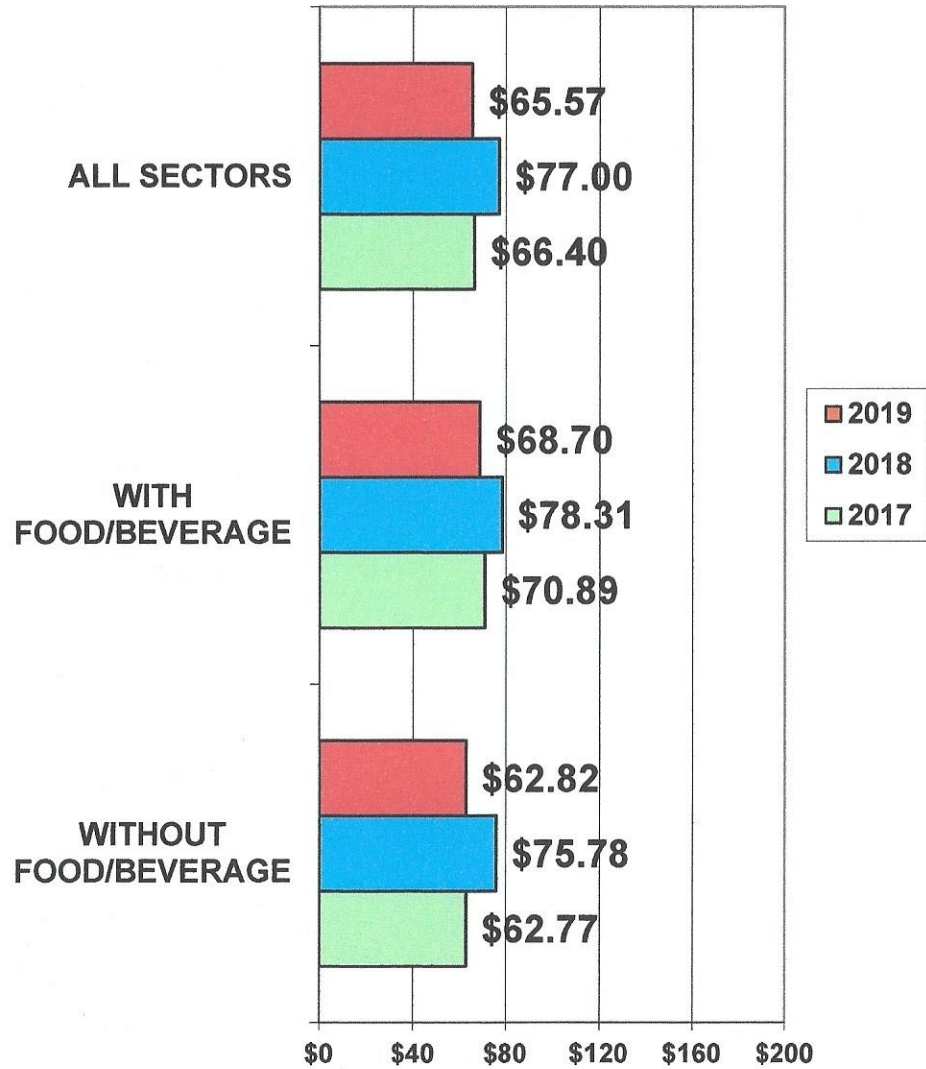
VOLUSIA OCCUPANCY BY FOOD/BEVERAGE - AUGUST 2017 - 2019



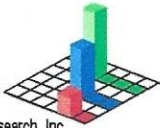
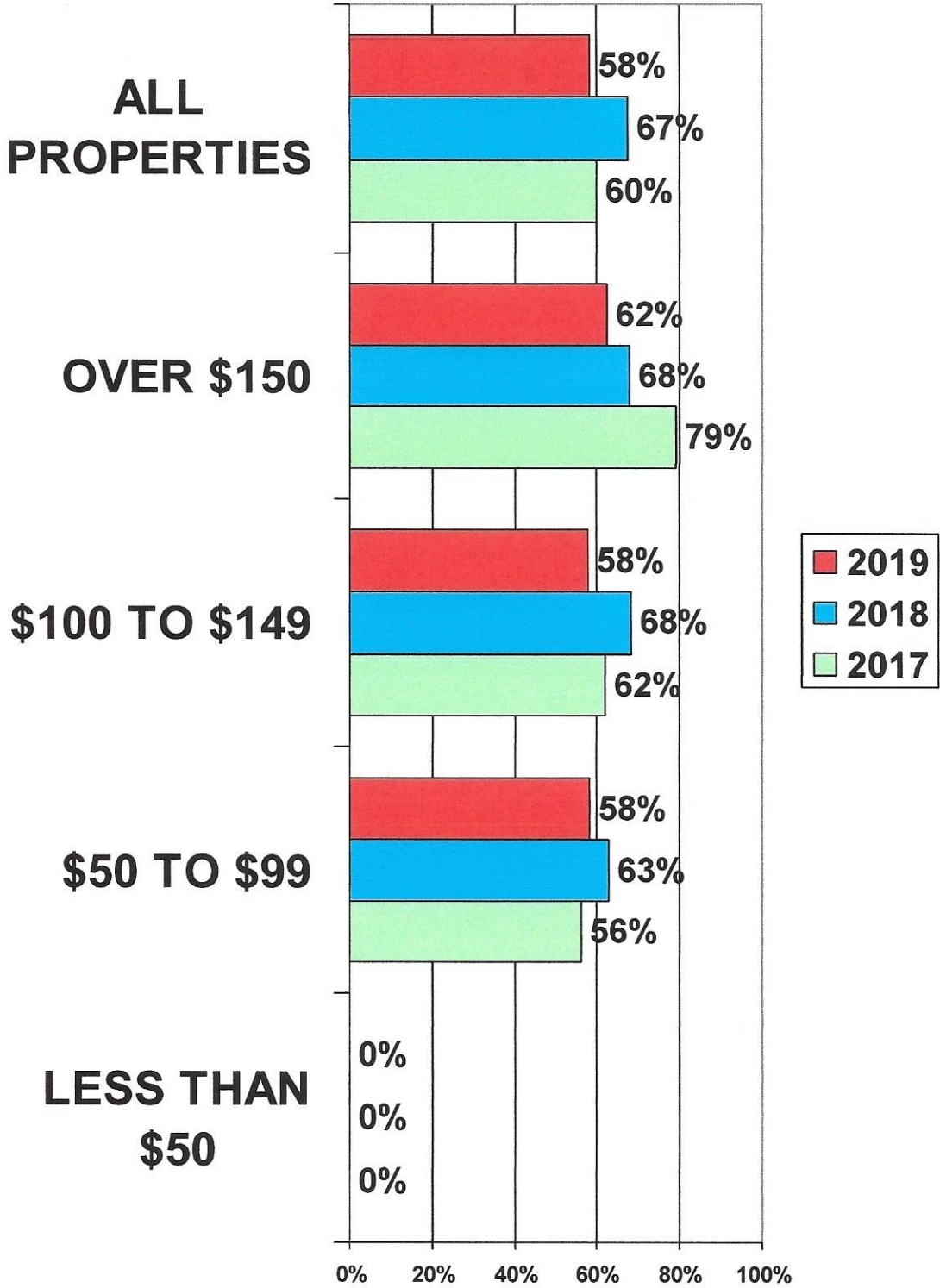
VOLUSIA AVERAGE DAILY RATE BY FOOD/BEVERAGE AUGUST 2017 - 2019



VOLUSIA REV PAR BY FOOD/BEVERAGE AUGUST 2017 - 2019



VOLUSIA HOTEL/MOTEL OCCUPANCY BY PRICE RANGE - AUGUST 2017 - 2019



**PARTICIPATING PROPERTIES
BY AREA SECTOR**

MONTHS REPORTING 2019

	<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					
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			
OCEAN COURT MOTEL	33	X	X	X	X	X	X	X	X				
OCEANSIDE INN	191	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 SEABREEZE	96	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				
HARD ROCK HOTEL	200	X	X	X	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 DAYTONA BEACH 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							
WYNDHAM OCEAN WALK	127	X	X		X	X		X	X				



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BY AREA SECTOR**

MONTHS REPORTING 2019

	<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	X	X	X	X				
CORAL SANDS OCEAN FRONT	102	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				
CLARION INN DESTINATION DAYTONA	79		X	X	X		X	X	X				
LA QUINTA INN	143		X	X	X	X	X		X				
SLEEP INN	82	X	X	X	X	X	X	X	X				
AIRPORT/SPEEDWAY DISTRICT													
DAYTONA BEACH COURTYARD	122	X	X	X	X	X	X	X	X				
DAYTONA BEACH RESIDENCE INN	122	X	X	X	X	X	X	X	X				
HAMPTON INN AIRPORT	122	X	X	X	X	X	X	X	X				
HILTON GARDEN INN D B AIRPORT	115	X	X	X	X	X	X	X	X				
HOMEWOOD SUITES	94	X	X	X	X	X	X	X	X				
QUALITY INN DAYTONA	64	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				
ARTISAN DOWNTOWN	14	X	X	X	X	X	X	X	X				
COMFORT INN DELAND	68	X	X	X	X	X	X	X	X				
COURTYARD DELAND	104			X	X	X	X	X	X				
DAYS INN ORANGE CITY	37		X										
HAMPTON INN DEBARY	76	X	X	X	X	X	X	X	X				
HAMPTON INN DELAND	94	X	X	X	X	X	X	X	X				
HOLIDAY IN EXPRESS ORANGE CITY	114	X	X	X	X	X	X	X	X				
HONTOON LANDING	18	X	X	X	X	X	X	X	X				
SE VOLUSIA													
BEST WESTERN HOTEL	101	X	X	X	X	X	X	X	X				
COASTAL WATERS INN	40		X		X	X	X	X					
*COUNTRY INN & SUITES PORT ORANGE	87	X	X	X	X	X	X	X	X				
HAMPTON INN	122	X	X	X			X						
INN ON THE AVENUE	6		X	X	X	X		X					
OCEAN TRILLIUM SUITES	32	X	X	X	X	X	X	X					
SPRINGHILL SUITES	114			X	X	X	X	X	X				

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

