Memo

To: HAAA

From: Evelyn Fine

Date: January 30, 2020

Subject: December 2019 Occupancy & Average Daily Rate Report

Overall Daytona Beach Area Occupancy decreased about 13%, to 46% in December 2019 from 53% in December 2018.

The Daytona Beach Area Average Daily Rate increased about 4%, to $104.21 in December 2019 from $99.86 in December 2018.

The Daytona Beach Area Revenue per Available Room decreased about 9%, to $47.65 in December 2019 from $52.47 in December 2018.

EF/LK
Halifax Area Hotel/Motel
Occupancy 2017 - 2019

January: 68% (2019), 70% (2018), 84% (2017)
February: 62% (2019), 70% (2018), 80% (2017)
March: 70% (2019), 72% (2018), 84% (2017)
April: 83% (2019), 75% (2018), 82% (2017)
May: 78% (2019), 72% (2018), 76% (2017)
June: 68% (2019), 75% (2018), 77% (2017)
July: 83% (2019), 79% (2018), 82% (2017)
August: 68% (2019), 67% (2018), 60% (2017)
September: 67% (2019), 59% (2018), 56% (2017)
October: 58% (2019), 58% (2018), 53% (2017)
November: 53% (2019), 53% (2018), 53% (2017)
December: 53% (2019), 53% (2018), 53% (2017)

2019 YTD AVG: 64%
2018 YTD AVG: 67%
2017 YTD AVG: 67%

December 2019 High: 76%
December 2019 Low: 19%
HALIFAX AREA HOTEL/MOTEL
AVERAGE DAILY RATE 2017 - 2019

JANUARY
$127.52
$123.38
$116.51

FEBRUARY
$159.94
$155.06
$163.51

MARCH
$150.10
$150.08
$166.46

APRIL
$130.01
$129.76
$123.82

MAY
$118.96
$122.64
$119.04

JUNE
$131.45
$128.76
$128.46

JULY
$143.41
$144.48
$139.42

AUGUST
$111.04
$113.67
$110.37

SEPTEMBER
$99.70
$103.79
$106.22

OCTOBER
$113.07
$118.66
$108.45

NOVEMBER
$110.28
$104.85
$107.99

DECEMBER
$104.21
$99.86
$97.14

2019 YTD AVG. $128.14
2018 YTD AVG. $127.49
2017 YTD AVG. $124.97
VOLUSIA HOTEL/MOTEL
OCCUPANCY 2017 - 2019

JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER

2019 YTD AVG. 65%
2018 YTD AVG. 68%
2017 YTD AVG. 67%

DECEMBER 2019 HIGH 79%
DECEMBER 2019 LOW 19%

Mid-Florida Marketing & Research, Inc.
### VOLUSIA HOTEL/MOTEL AVERAGE
#### DAILY RATE 2017 - 2019

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
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<td>December</td>
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- **2019 YTD AVG.** $129.65
- **DECEMBER 2019 HIGH** $177.42
- **2018 YTD AVG.** $129.22
- **DECEMBER 2019 LOW** $40.05
- **2017 YTD AVG.** $128.02

*Mid-Florida Marketing & Research, Inc.*
VOLUSIA HOTEL/MOTEL
REV PAR BY MONTH 2017 - 2019

JANUARY
February
March
April
May
June
July
August
September
October
November
December

2019 YTD AVG. $ 83.16
2018 YTD AVG. $ 86.06
2017 YTD AVG. $ 83.38

Mid-Florida Marketing & Research, Inc.
VOLUSIA OCCUPANCY BY AREA SECTORS - DECEMBER 2017 - 2019

- All Sectors
- Southeast Volusia
- West Volusia
- Airport/Speedway District
- Highway 195 Intersections
- Daytona Beachside
- Daytona Beach Shores Beachside

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

- All Sectors
- Southeast Volusia
- West Volusia
- Airport/Speedway District
- Highway 195 Intersections
- Daytona Beachside
- Daytona Beach Shores Beachside

% 20% 40% 60% 80% 100% $0 $40 $80 $120 $160 $200

Area sectors with fewer than five properties reporting are not included.
VOLUSIA REV PAR BY AREA SECTORS - DECEMBER 2017 - 2019

ALL SECTORS

- 2019: $51.36
- 2018: $54.24
- 2017: $54.66

SOUTHEAST VOLUSIA

- 2019: $65.12
- 2018: $78.39
- 2017: $70.21

WEST VOLUSIA

- 2019: $73.99
- 2018: $70.21
- 2017: $77.70

AIRPORT/SPEEDWAY DISTRICT

- 2019: $57.88
- 2018: $60.10
- 2017: $64.72

HIGHWAY I-95 INTERSECTIONS

- 2019: $40.22

DAYTONA BEACHSIDE

- 2019: $50.40
- 2018: $59.78
- 2017: $51.95

DAYTONA BEACH SHORES BEACHSIDE

- 2019: $44.93
- 2018: $46.97
- 2017: $48.20

Area sectors with fewer than five properties reporting are not included.
VOLUSIA OCCUPANCY BY PROPERTY SIZE - DECEMBER 2017 - 2019

- ALL SECTORS:
  - 2019: 48%
  - 2018: 54%
  - 2017: 55%

- 151 + ROOMS:
  - 2019: 41%
  - 2018: 47%
  - 2017: 45%

- 76 - 150 ROOMS:
  - 2019: 54%
  - 2018: 59%
  - 2017: 61%

- 1 - 75 ROOMS:
  - 2019: 54%
  - 2018: 55%
  - 2017: 63%

VOLUSIA AVERAGE DAILY RATE BY PROPERTY SIZE - DECEMBER 2017 - 2019

- ALL SECTORS:
  - 2019: $105.51
  - 2018: $101.30
  - 2017: $100.27

- 151 + ROOMS:
  - 2019: $113.53
  - 2018: $110.61
  - 2017: $103.49

- 76 - 150 ROOMS:
  - 2019: $101.68
  - 2018: $96.95
  - 2017: $101.84

- 1 - 75 ROOMS:
  - 2019: $89.59
  - 2018: $77.18
  - 2017: $64.16
VOLUSIA REV/PAR BY
PROPERTY SIZE -
DECEMBER 2017 - 2019

ALL SECTORS
- 2019: $51.36
- 2018: $54.24
- 2017: $54.66

151+ ROOMS
- 2019: $46.33
- 2018: $52.12
- 2017: $46.92

76 - 150 ROOMS
- 2019: $55.79
- 2018: $57.25
- 2017: $62.31

1 - 75 ROOMS
- 2019: $46.73
- 2018: $40.74
- 2017: $39.00
VOLUSIA REV/PAR BY MEETING & CONVENTION FACILITIES - DECEMBER 2017 - 2019

ALL SECTORS
- 2019: $51.36
- 2018: $54.24
- 2017: $54.66

WITH MEETING & CONVENTION FACILITIES
- 2019: $56.41
- 2018: $59.26
- 2017: $58.60

WITHOUT MEETING & CONVENTION FACILITIES
- 2019: $44.46
- 2018: $48.82
- 2017: $50.42
VOLUSIA HOTEL/MOTEL
OCCUPANCY BY PRICE RANGE -
DECEMBER 2017 - 2019

ALL PROPERTIES
- 48% (2019)
- 54% (2018)
- 55% (2017)

OVER $150
- 55% (2019)
- 55% (2018)
- 45% (2017)

$100 TO $149
- 51% (2019)
- 60% (2018)
- 61% (2017)

$50 TO $99
- 44% (2019)
- 44% (2018)
- 49% (2017)

LESS THAN $50
- 40% (2019)
- 85% (2018)
- 99% (2017)

Mid-Florida Marketing & Research, Inc.
## Particpating Properties

### By Area Sector

<table>
<thead>
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<th>Mar</th>
<th>Apr</th>
<th>May</th>
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Mid-Florida Marketing & Research, Inc.
## Participating Properties by Area Sector

### Ormond Beachside

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<th>RMS</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
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### Highway 1-95 Intersections

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<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
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### Airport/Speedway District

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### West Volusia

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### SE Volusia

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*Country Inn & Suites is listed in Area Sectors Highway 1-95 Intersections and SE Volusia

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Mid-Florida Marketing & Research, Inc.
DAYTONA BEACH SHORES ANNUAL
OCCUPANCY 2015 - 2019

2015: 63%
2016: 63%
2017: 65%
2018: 64%
2019: 63%

DAYTONA BEACH SHORES ANNUAL
AVERAGE DAILY RATE 2015 - 2019

2015: $117.68
2016: $126.84
2017: $131.27
2018: $133.68
2019: $134.82
BEACHSIDE DAYTONA BEACH ANNUAL OCCUPANCY 2015 - 2019

- 2015: 63%
- 2016: 64%
- 2017: 68%
- 2018: 68%
- 2019: 67%

BEACHSIDE DAYTONA BEACH ANNUAL AVERAGE DAILY RATE 2015 - 2019

- 2015: $123.57
- 2016: $130.49
- 2017: $130.09
- 2018: $137.10
- 2019: $137.62